

Matrik Penelitian

Variabel	Indikator	Tolok ukur	Skala
Pengaruh Endorser Iklan (X)	Expertise	Pengalaman dan keahlian	Ordinal
	Trustworthiness	Kemampuan untuk dapat dipercaya	
		Memiliki kharisma diri	
	Attractiveness	Penampilan yang menarik	
	Similarity	Kesesuaian endorser dengan brand	
		Kesamaan mencerminkan sikap dan semangat	
	Familiarity	Ketenaran/kedekatan receiver dengan endorser	
Liking	Kesukaan receiver dengan endorser		
Kesadaran Merek (Y1)	Brand Awareness	Mengenal brand aplikasi madhang	Ordinal
		Mengetahui kegunaan aplikasi madhang	
		Mengetahui warna brand aplikasi madhang	
		Mengetahui kaesang endorser aplikasi madhang	

	Brand Recognition	Mengingat aplikasi madhang dengan baik	
	Brand Recall	Mengingat kembali brand aplikasi madhang	
	Top of Mind	Keberadaan brand di puncak pemikiran	
Minat Menggugurkan Aplikasi (Y2)	Kecenderungan Mencari Informasi	sikap melakukan pencarian informasi tentang aplikasi madhang di website, ataupun media sosial	Ordinal
	Kecenderungan mendownload	sikap cenderung ingin download aplikasi madhang	

**ANGKET PENGARUH ENDORSER IKLAN KAESANG TERHADAP
TINGKAT KESADARAN MEREK DAN MINAT MENGGUNAKAN
APLIKASI MADHANG**

Nama :
Jenis Kelamin :
Usia :
Pekerjaan :

Petunjuk Pengisian:

1. Di bawah ini terdapat soal mengenai Pengaruh Endorser Iklan Kaesang Terhadap Tingkat Kesadaran Merek dan Minat Menggunakan Aplikasi Madhang, dengan cara memilih salah satu dari lima jawaban yang tersedia untuk masing-masing pertanyaan.
2. Jawablah pertanyaan-pertanyaan tersebut dengan sejujurnya sesuai dengan keadaan Anda sebenarnya.
3. Berilah jawaban Anda dengan tanda centang (✓) terhadap setiap pernyataan yang diberikan dengan memilih: Sangat Tidak Setuju (**STS**), Tidak Setuju (**TS**), Netral (**N**), Setuju (**S**), dan Sangat Setuju (**SS**).

Endorser Iklan Kaesang

NO.	PERTANYAAN	STS	TS	N	S	SS
1.	Saya mengenal Kaesang Pangarep adalah putra presiden Joko Widodo					
2.	Menurut saya, Penampilan Kaesang dalam iklan aplikasi kuliner Madhang menarik dan mudah diingat					
3.	Menurut saya, Kaesang memiliki pengalaman dan kecocokan menjadi endorser aplikasi kuliner Madhang					

4.	Menurut saya, Kaesang dapat dipercaya mampu dalam menyampaikan pesan mengenai aplikasi kuliner Madhang					
5.	Menurut saya, Kaesang memiliki kharisma diri dalam iklan aplikasi kuliner Madhang					
6.	Menurut saya, Kaesang sesuai menjadi endorser iklan aplikasi kuliner Madhang					
7.	Menurut saya, Kaesang sudah mencerminkan semangat brand aplikasi kuliner madhang					
8.	Saya merasa familiar dengan Kaesang					
9.	Saya memiliki kesukaan / fans dengan pribadi Kaesang					

Kesadaran Merek

NO.	PERTANYAAN	STS	TS	N	S	SS
1.	Saya pernah melihat iklan aplikasi kuliner Madhang					
2.	Saya mengenal aplikasi kuliner madhang					
3.	Saya mengetahui kegunaan aplikasi kuliner Madhang					
4.	Saya mengetahui warna brand aplikasi kuliner Madhang					
5.	Saya mengetahui logo aplikasi kuliner Madhang					
6.	Saya mengetahui Kaesang sebagai endorser aplikasi kuliner Madhang					
7.	Saya dapat mengingat aplikasi kuliner Madhang dengan baik					
8.	Saya dapat mengingat kembali aplikasi kuliner Madhang.id					
9.	Jika mendengar kata aplikasi kuliner, saya teringat aplikasi Madhang					

Minat Menggunakan Aplikasi

NO.	PERTANYAAN	STS	TS	N	S	SS
1.	Saya mencari informasi tentang aplikasi kuliner Madhang.id di website ataupun media sosial Madhang					
2.	Setelah mengetahui aplikasi madhang, saya ingin mendownloadnya					
3.	Saya tertarik dengan kemudahan memesan makanan menggunakan aplikasi Madhang.id					
4.	Saya tertarik dengan aplikasi Madhang karena dipromosikan oleh Kaesang putra Presiden Jokowi					

No	E1	E2	E3	E4	E5	E6	E7	E8	E9	Endorser	TKM1	TKM2	TKM3	TKM4	TKM5	TKM6	TKM7	TKM8	TKM9	Tingkat	MMA1	MMA2	MMA3	MMA4	Minat
1	1	2	2	2	2	2	2	2	3	18	2	3	3	2	1	2	3	3	3	22	4	3	3	3	13
2	5	2	1	1	1	1	1	3	1	16	5	4	4	1	1	1	1	1	1	19	1	1	1	1	4
3	2	3	3	3	3	3	3	3	2	25	3	3	3	3	3	3	3	3	3	27	2	3	3	3	11
4	3	3	4	4	3	3	4	4	2	30	3	3	3	3	3	3	2	2	3	25	3	3	3	4	13
5	3	3	3	4	4	4	3	3	3	30	4	4	3	3	3	3	3	3	3	29	3	3	4	3	13
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7	3	3	4	3	2	4	4	3	4	30	3	3	4	4	4	3	3	3	4	31	3	4	5	4	16
8	3	3	4	4	4	4	4	4	2	32	2	2	3	3	3	2	4	4	3	26	4	4	4	4	16
9	3	3	2	2	2	3	4	3	2	24	3	3	3	3	3	3	3	4	4	29	4	4	3	4	15
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67	5	4	3	3	4	4	4	5	3	35	2	2	3	2	4	4	3	3	2	25	2	2	2	2	8

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69	5	4	4	3	4	4	3	5	2	34	1	1	1	3	3	3	4	4	2	22	2	2	2	2	8
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Validitas Endorser Kaesang Pangarep

Correlations

		E1	E2	E3	E4	E5	E6	E7	E8	E9	Endorser
E1	Pearson Correlation	1	.338**	.242*	.087	.286**	.200*	.130	.474**	.041	.447**
	Sig. (2-tailed)		.001	.015	.391	.004	.046	.197	.000	.686	.000
	N	100	100	100	100	100	100	100	100	100	100
E2	Pearson Correlation	.338**	1	.510**	.531**	.588**	.563**	.512**	.208*	.439**	.772**
	Sig. (2-tailed)	.001		.000	.000	.000	.000	.000	.038	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
E3	Pearson Correlation	.242*	.510**	1	.465**	.426**	.425**	.441**	.252*	.284**	.668**
	Sig. (2-tailed)	.015	.000		.000	.000	.000	.000	.011	.004	.000
	N	100	100	100	100	100	100	100	100	100	100
E4	Pearson Correlation	.087	.531**	.465**	1	.477**	.441**	.633**	.200*	.413**	.708**
	Sig. (2-tailed)	.391	.000	.000		.000	.000	.000	.047	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
E5	Pearson Correlation	.286**	.588**	.426**	.477**	1	.766**	.548**	.384**	.398**	.812**
	Sig. (2-tailed)	.004	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
E6	Pearson Correlation	.200*	.563**	.425**	.441**	.766**	1	.582**	.273**	.348**	.766**
	Sig. (2-tailed)	.046	.000	.000	.000	.000		.000	.006	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
E7	Pearson Correlation	.130	.512**	.441**	.633**	.548**	.582**	1	.232*	.397**	.749**
	Sig. (2-tailed)	.197	.000	.000	.000	.000	.000		.020	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
E8	Pearson Correlation	.474**	.208*	.252*	.200*	.384**	.273**	.232*	1	-.007	.489**
	Sig. (2-tailed)	.000	.038	.011	.047	.000	.006	.020		.942	.000
	N	100	100	100	100	100	100	100	100	100	100
E9	Pearson Correlation	.041	.439**	.284**	.413**	.398**	.348**	.397**	-.007	1	.588**
	Sig. (2-tailed)	.686	.000	.004	.000	.000	.000	.000	.942		.000
	N	100	100	100	100	100	100	100	100	100	100
Endorser	Pearson Correlation	.447**	.772**	.668**	.708**	.812**	.766**	.749**	.489**	.588**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Validitas Kesadaran Merek

Correlations

		TKM1	TKM2	TKM3	TKM4	TKM5	TKM6	TKM7	TKM8	TKM9	Tingkat
TKM1	Pearson Correlation	1	.070	.016	.063	.188	.085	.144	-.054	.016	.284**
	Sig. (2-tailed)		.492	.877	.532	.061	.400	.153	.597	.878	.004
	N	100	100	100	100	100	100	100	100	100	100
TKM2	Pearson Correlation	.070	1	.656**	.499**	.627**	.272**	.270**	.241*	.433**	.705**
	Sig. (2-tailed)	.492		.000	.000	.000	.006	.007	.016	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
TKM3	Pearson Correlation	.016	.656**	1	.655**	.503**	.414**	.207*	.339**	.378**	.716**
	Sig. (2-tailed)	.877	.000		.000	.000	.000	.039	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
TKM4	Pearson Correlation	.063	.499**	.655**	1	.572**	.676**	.379**	.329**	.326**	.776**
	Sig. (2-tailed)	.532	.000	.000		.000	.000	.000	.001	.001	.000
	N	100	100	100	100	100	100	100	100	100	100
TKM5	Pearson Correlation	.188	.627**	.503**	.572**	1	.432**	.353**	.351**	.430**	.775**
	Sig. (2-tailed)	.061	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
TKM6	Pearson Correlation	.085	.272**	.414**	.676**	.432**	1	.285**	.272**	.167	.617**
	Sig. (2-tailed)	.400	.006	.000	.000	.000		.004	.006	.097	.000
	N	100	100	100	100	100	100	100	100	100	100
TKM7	Pearson Correlation	.144	.270**	.207*	.379**	.353**	.285**	1	.542**	.467**	.636**
	Sig. (2-tailed)	.153	.007	.039	.000	.000	.004		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
TKM8	Pearson Correlation	-.054	.241*	.339**	.329**	.351**	.272**	.542**	1	.542**	.609**
	Sig. (2-tailed)	.597	.016	.001	.001	.000	.006	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
TKM9	Pearson Correlation	.016	.433**	.378**	.326**	.430**	.167	.467**	.542**	1	.649**
	Sig. (2-tailed)	.878	.000	.000	.001	.000	.097	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
Tingkat	Pearson Correlation	.284**	.705**	.716**	.776**	.775**	.617**	.636**	.609**	.649**	1
	Sig. (2-tailed)	.004	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Validitas Minat

Correlations

		MMA1	MMA2	MMA3	MMA4	Minat
MMA1	Pearson Correlation	1	.689**	.609**	.668**	.869**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
MMA2	Pearson Correlation	.689**	1	.761**	.709**	.907**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
MMA3	Pearson Correlation	.609**	.761**	1	.606**	.845**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
MMA4	Pearson Correlation	.668**	.709**	.606**	1	.853**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Minat	Pearson Correlation	.869**	.907**	.845**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Reliabilitas Endorser

Reliability Statistics

Cronbach's Alpha	N of Items
.838	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
E1	29.4100	23.194	.311	.845
E2	29.9900	20.919	.703	.808
E3	30.2300	21.189	.562	.820
E4	30.0200	20.888	.613	.815
E5	30.2400	19.800	.741	.800
E6	30.2200	20.214	.681	.807
E7	30.0000	20.303	.659	.809
E8	29.8100	22.661	.348	.842
E9	30.4800	20.777	.418	.842

Reliabilitas Kesadaran Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.817	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
TKM1	26.6600	31.883	.097	.850
TKM2	26.7400	26.942	.599	.788
TKM3	26.6700	27.092	.618	.787
TKM4	26.5900	26.022	.690	.777
TKM5	26.6100	25.917	.686	.777
TKM6	26.5500	28.351	.500	.801
TKM7	26.5800	27.559	.508	.800
TKM8	26.5600	28.390	.489	.802
TKM9	26.8000	27.717	.531	.797

Reliabilitas Minat

Reliability Statistics

Cronbach's Alpha	N of Items
.888	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MMA1	10.1000	5.848	.736	.871
MMA2	10.0700	6.126	.825	.829
MMA3	10.0700	6.894	.739	.864
MMA4	9.7500	6.735	.746	.861

Regresi Sederhana Endorser – tingkat kesadaran merek

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Endorser ^b	.	Enter

- a. Dependent Variable: Tingkat
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495 ^a	.245	.237	5.12003

- a. Predictors: (Constant), Endorser

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	831.867	1	831.867	31.733	.000 ^b
	Residual	2569.043	98	26.215		
	Total	3400.910	99			

- a. Dependent Variable: Tingkat
 b. Predictors: (Constant), Endorser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.822	3.438		3.148	.002
	Endorser	.567	.101	.495	5.633	.000

- a. Dependent Variable: Tingkat

Regresi Sederhana Endorser Terhadap Minat

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Endorser ^b	.	Enter

- a. Dependent Variable: Minat
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.283 ^a	.080	.071	3.19253

- a. Predictors: (Constant), Endorser

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.267	1	87.267	8.562	.004 ^b
	Residual	998.843	98	10.192		
	Total	1086.110	99			

- a. Dependent Variable: Minat
 b. Predictors: (Constant), Endorser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.128	2.143		3.326	.001
	Endorser	.183	.063	.283	2.926	.004

- a. Dependent Variable: Minat

Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Minat, Tingkat ^b	.	Enter

- a. Dependent Variable: Endorser
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 ^a	.248	.232	4.48387

- a. Predictors: (Constant), Minat, Tingkat

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	641.807	2	320.903	15.961	.000 ^b
	Residual	1950.193	97	20.105		
	Total	2592.000	99			

- a. Dependent Variable: Endorser
 b. Predictors: (Constant), Minat, Tingkat

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.352	2.485		8.189	.000
	Tingkat	.406	.087	.465	4.644	.000
	Minat	.096	.155	.062	.623	.535

- a. Dependent Variable: Endorser