

Lampiran 1

Lembar Pesetujuan Kuesioner iklan JD.ID

Bandar Lampung, 15 September 2020



Hal : **Permohonan Bantuan Pengisian Kuesioner**

Dengan Hormat,

Sehubungan dilaksanakan penelitian yang **EFEKTIVITAS IKLAN TELEVISI JD.ID MENGGUNAKAN EPIC MODEL (STUDI DI BANDAR LAMPUNG)**. Saya Muhammad Baderi selaku mahasiswa IIB Darmajaya program studi Manajemen mengharap Saudar/i untuk Menjadi Responden sebagai data yang di gunakan dalam penelitian ini. Penelitian ini akan di gunakan dalam penyusunan skripsi saya sebagai syarat S1. Beberapa persyaratan yang harus di penuhi untuk mengisi kuesioner ini adalah:

- a. Usia > 17 tahun.
- b. Pernah menyaksikan iklan televisi JD.ID berjudul lebih dari 2x.
- c. Berdomisili di Bandar Lampung

Di mohon untuk mengisi kuesioner ini secara lengkap dan sebenar-benarnya. Informasi yang di berikan akan di jaga kerahasiaanya dan hanya di pergunakan untuk kepentingan penelitian. Atas kesediaan dan kerja samanya dari Saudara/i diucapkan terima kasih.

Hormat Saya

Muhammad Baderi

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Lampiran 2

KUESIONER

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

EFEKTIVITAS IKLAN TELEVISI JD.ID

MENGGUNAKAN EPIC MODEL

Petunjuk pengisian :

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Berilah tanda (√) pada salah satu jawaban yang paling benar.
3. Pertanyaan / pernyataan harus dijawab semua

SS = Sangat Setuju

S= Setuju

CS = Cukup Setuju

TS = Tidak Setuju

STS= Sangat Tidak Setuju

No. Responden

Tanggal:.....,.....

IDENTITAS RESPONDEN

1. Nama Responden :

.....

2. Usia :
- 17 -30 Tahun
- 31 – 40 Tahun
- 41 – 50 Tahun
- >50 tahun

3. Jenis Kelamin Laki – Laki
- Perempuan

4. Pekerjaan :
- PNS/BUMN Mahasiswa
- Karyawan Swasta DLL
- Wiraswasta
- Pelajar

5. Pendidikan terakhir :

 SD SMA/SMK/MA SMP/MTS Sarjana

6. Penghasilan perbulan :

 < 1 juta 2 – 3 juta > 4 juta 1 – 2 juta 3– 4 juta

DAFTAR PERNYATAAN

Epic Model

| Pernyataan | Jawaban | | | | |
|--|---------|---|----|----|-----|
| | SS | S | CS | TS | STS |
| | 5 | 4 | 3 | 2 | 1 |
| A. Empty (Empati) | | | | | |
| 1. Iklan youtube JD.ID berjudul “618 Mid Your sale” di youtube bagus untuk di nikmati. | | | | | |
| 2. Cerita iklan youtube JD.ID berjudul “618 Mid Your sale” merupakan iklan yang sangat berkesan/disukai. | | | | | |
| 3. Iklan JD.ID merupakan iklan yang mudah dimengerti. | | | | | |
| 4. JD.ID adalah <i>E-commerce</i> yang memiliki selogan barang dijamin <i>original</i> (asli) | | | | | |
| 5. Iklan Youtube JD.ID berjudul “618 Mid Your sale” menarik untuk ditonton. | | | | | |
| 6. Iklan youtube JD.ID berjudul “618 Mid Your sale” merupakan iklan yang mudah di pahami oleh penonton. | | | | | |
| B. Persuasion (Persuasi) | | | | | |
| 1. Tertarik dengan produk di JD.ID. | | | | | |
| 2. Iklan yang ditampilkan mempengaruhi keinginan untuk mencoba membeli produk di JD.ID. | | | | | |
| 3. Saya ingin mengikuti perkembangan dan kelengkapan produk di JD.ID. | | | | | |
| 4. Iklan membuat penonton terbujuk untuk berpartisipasi dalam even yang di tawarkan JD.ID. | | | | | |
| 5. Menyukai iklan JD.ID berjudul “618 Mid Your sale” dibandingkan dengan iklan lain. | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 6. Iklan JD.ID berjudul “618 Mid Your sale” meningkatkan kepercayaan saya terhadap produk di JD.ID | | | | | |
| C. Impact (Dampak) | | | | | |
| 1. Saya mengetahui betul mengenai produk di JD.ID. | | | | | |
| 2. Iklan yang dilakukan JD.ID membuat saya tahu tentang produk di JD.ID | | | | | |
| 3. Saya mengetahui varian produk di JD.ID | | | | | |
| 4. Iklan yang dilakukan JD.ID sangat bermanfaat. | | | | | |
| 5. Konsep iklan berjudul “618 Mid Your sale” Merupakan jenis iklan yang efektif untuk JD.ID. | | | | | |
| 6. Iklan JD.ID lebih kreatif dibandingkan iklan <i>e-commerce</i> lainnya. | | | | | |
| D. Communication (Komunikasi) | | | | | |
| 1. Iklan JD.ID lebih jelas dibandingkan iklan pesaing. | | | | | |
| 2. Iklan JD.ID mampu menyampaikan pesan dari iklan tersebut (Produk asli) | | | | | |
| 3. Slogan iklan JD.ID sudah mencerminkan manfaat dari produknya. | | | | | |
| 4. Slogan dari iklan JD.ID sesuai dengan konsep iklan versi “618 Mid Your sale” | | | | | |
| 5. Saya mengerti keunggulan produk yang disampaikan dalam iklan televisi JD.ID. | | | | | |
| 6. Banyak manfaat dari keunggulan produk di JD.ID. | | | | | |

Lampiran 3

Hasil Output SPSS

1. Frekuensi Karakteristik Responden

Statistics

| | | Jenis Kelamin | Usia | Pekerjaan | Pendidikan Terakhir | Penghasilan Perbulan |
|--------------------|---------|---------------|------|-----------|---------------------|----------------------|
| N | Valid | 98 | 98 | 98 | 98 | 98 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 1,53 | 1,76 | 2,99 | 3,64 | 3,22 |
| Std. Error of Mean | | ,051 | ,087 | ,146 | ,053 | ,084 |
| Median | | 2,00 | 2,00 | 2,00 | 4,00 | 3,00 |
| Std. Deviation | | ,502 | ,862 | 1,447 | ,523 | ,831 |
| Minimum | | 1 | 1 | 1 | 2 | 1 |
| Maximum | | 2 | 4 | 5 | 4 | 5 |
| Sum | | 150 | 172 | 293 | 357 | 316 |

Frequency Table

Jenis Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-laki | 46 | 46,9 | 46,9 | 46,9 |
| | Perempuan | 52 | 53,1 | 53,1 | 100,0 |
| | Total | 98 | 100,0 | 100,0 | |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|-----------------------|
| Valid | 17-30 tahun | 48 | 49,0 | 49,0 | 49,0 |
| | 31-40 tahun | 29 | 29,6 | 29,6 | 78,6 |
| | 41-50 tahun | 18 | 18,4 | 18,4 | 96,9 |
| | >50tahun | 3 | 3,1 | 3,1 | 100,0 |
| | Total | 98 | 100,0 | 100,0 | |

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|-----------------------|
| Valid | PNS/BUMN | 9 | 9,2 | 9,2 | 9,2 |
| | Karyawan Swasta | 45 | 45,9 | 45,9 | 55,1 |
| | Wiraswasta | 12 | 12,2 | 12,2 | 67,3 |
| | Pelajar | 2 | 2,0 | 2,0 | 69,4 |
| | Mahasiswa | 30 | 30,6 | 30,6 | 100,0 |
| | Total | 98 | 100,0 | 100,0 | |

Pendidikan Terakhir

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|-----------------------|
| Valid | SMP | 2 | 2,0 | 2,0 | 2,0 |
| | SMA | 31 | 31,6 | 31,6 | 33,7 |
| | Sarjana | 65 | 66,3 | 66,3 | 100,0 |
| | Total | 98 | 100,0 | 100,0 | |

Penghasilan Perbulan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|-----------|---------|---------------|--------------------|
| Valid <1juta | 3 | 3,1 | 3,1 | 3,1 |
| 1-2juta | 12 | 12,2 | 12,2 | 15,3 |
| 2-3juta | 47 | 48,0 | 48,0 | 63,3 |
| 3-4juta | 32 | 32,7 | 32,7 | 95,9 |
| >5juta | 4 | 4,1 | 4,1 | 100,0 |
| Total | 98 | 100,0 | 100,0 | |

2. Analisis EPIC Model

A. DATA EMHATY

Frequencies

| | | Notes |
|------------------------|--------------------------------|--|
| Output Created | | 13-SEP-2022 20:48:46 |
| Comments | | |
| Input | Active Dataset | DataSet1 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 98 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data. |
| Syntax | | FREQUENCIES VARIABLES=E1 E2 E3 E4 E5 E6 /NTILES=4 /STATISTICS=STDDEV MEAN MEDIAN /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00,02 |

Elapsed Time

00:00:00,01

Statistics

| | | E1 | E2 | E3 | E4 | E5 | E6 |
|----------------|---------|------|------|------|------|------|------|
| N | Valid | 98 | 98 | 98 | 98 | 98 | 98 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.85 | 3.87 | 4.17 | 4.03 | 3.82 | 3.72 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Std. Deviation | | .923 | .927 | .787 | .766 | .791 | .950 |
| Percentiles | 25 | 3.00 | 3.00 | 4.00 | 4.00 | 3.00 | 3.00 |
| | 50 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| | 75 | 5.00 | 5.00 | 5.00 | 5.00 | 4.00 | 4.00 |

Frequency Table**E1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 5 | 5.1 | 5.1 | 5.1 |
| | CUKUP SETUJU | 35 | 35.7 | 35.7 | 40.8 |
| | SETUJU | 28 | 28.6 | 28.6 | 69.4 |
| | SANGAT SETUJU | 30 | 30.6 | 30.6 | 100.0 |
| Total | | 98 | 100.0 | 100.0 | |

E2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | 1.0 | 1.0 | 1.0 |
| | CUKUP SETUJU | 43 | 43.9 | 43.9 | 44.9 |
| | SETUJU | 21 | 21.4 | 21.4 | 66.3 |
| | SANGAT SETUJU | 33 | 33.7 | 33.7 | 100.0 |
| Total | | 98 | 100.0 | 100.0 | |

E3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | 1.0 | 1.0 | 1.0 |
| | TIDAK SETUJU | 1 | 1.0 | 1.0 | 2.0 |
| | CUKUP SETUJU | 14 | 14.3 | 14.3 | 16.3 |
| | SETUJU | 46 | 46.9 | 46.9 | 63.3 |
| | SANGAT SETUJU | 36 | 36.7 | 36.7 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

E4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | 1.0 | 1.0 | 1.0 |
| | CUKUP SETUJU | 21 | 21.4 | 21.4 | 22.4 |
| | SETUJU | 49 | 50.0 | 50.0 | 72.4 |
| | SANGAT SETUJU | 27 | 27.6 | 27.6 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

E5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 2 | 2.0 | 2.0 | 2.0 |
| | CUKUP SETUJU | 35 | 35.7 | 35.7 | 37.8 |
| | SETUJU | 40 | 40.8 | 40.8 | 78.6 |
| | SANGAT SETUJU | 21 | 21.4 | 21.4 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

E6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 3 | 3.1 | 3.1 | 3.1 |
| | TIDAK SETUJU | 3 | 3.1 | 3.1 | 6.1 |
| | CUKUP SETUJU | 34 | 34.7 | 34.7 | 40.8 |
| | SETUJU | 36 | 36.7 | 36.7 | 77.6 |
| | SANGAT SETUJU | 22 | 22.4 | 22.4 | 100.0 |
| Total | | 98 | 100.0 | 100.0 | |

Descriptives**Notes**

| | | |
|------------------------|--------------------------------|--|
| Output Created | | 13-SEP-2022 20:49:01 |
| Comments | | |
| Input | Active Dataset | DataSet1 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 98 |
| Missing Value Handling | Definition of Missing | User defined missing values are treated as missing. |
| | Cases Used | All non-missing data are used. |
| Syntax | | DESCRIPTIVES VARIABLES=E1 E2 E3 E4 E5 E6 /STATISTICS=MEAN. |
| Resources | Processor Time | 00:00:00,00 |
| | Elapsed Time | 00:00:00,00 |

Descriptive Statistics

| | N | Mean |
|--------------------|----|------|
| E1 | 98 | 3.85 |
| E2 | 98 | 3.87 |
| E3 | 98 | 4.17 |
| E4 | 98 | 4.03 |
| E5 | 98 | 3.82 |
| E6 | 98 | 3.72 |
| Valid N (listwise) | 98 | |

B. DATA PERSUATION

Frequencies

| | | Notes | |
|------------------------|--------------------------------|--|----------------------|
| Output Created | | | 13-SEP-2022 19:53:39 |
| Comments | | | |
| Input | Active Dataset | DataSet1 | |
| | Filter | <none> | |
| | Weight | <none> | |
| | Split File | <none> | |
| | N of Rows in Working Data File | | 98 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. | |
| | Cases Used | Statistics are based on all cases with valid data. | |
| Syntax | | FREQUENCIES VARIABLES=P1 P2 P3 P4 P5 P6 /NTILES=4 /STATISTICS=STDDEV MEAN MEDIAN /ORDER=ANALYSIS. | |
| Resources | Processor Time | | 00:00:00,00 |
| | Elapsed Time | | 00:00:00,00 |

Statistics

| | | P1 | P2 | P3 | P4 | P5 | P6 |
|----------------|---------|------|------|------|------|------|------|
| N | Valid | 98 | 98 | 98 | 98 | 98 | 98 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.00 | 3.83 | 4.02 | 4.27 | 3.74 | 4.24 |
| Median | | 4.00 | 4.00 | 4.00 | 4.50 | 4.00 | 4.00 |
| Std. Deviation | | .786 | .689 | .952 | .856 | .865 | .719 |
| Percentiles | 25 | 3.00 | 3.00 | 3.00 | 4.00 | 3.00 | 4.00 |
| | 50 | 4.00 | 4.00 | 4.00 | 4.50 | 4.00 | 4.00 |
| | 75 | 5.00 | 4.00 | 5.00 | 5.00 | 4.00 | 5.00 |

Frequency Table

P1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 30 | 30.6 | 30.6 | 30.6 |
| | SETUJU | 38 | 38.8 | 38.8 | 69.4 |
| | SANGAT SETUJU | 30 | 30.6 | 30.6 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

P2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 3 | 3.1 | 3.1 | 3.1 |
| | CUKUP SETUJU | 24 | 24.5 | 24.5 | 27.6 |
| | SETUJU | 58 | 59.2 | 59.2 | 86.7 |
| | SANGAT SETUJU | 13 | 13.3 | 13.3 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

P3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 2 | 2.0 | 2.0 | 2.0 |
| | TIDAK SETUJU | 3 | 3.1 | 3.1 | 5.1 |
| | CUKUP SETUJU | 22 | 22.4 | 22.4 | 27.6 |
| | SETUJU | 35 | 35.7 | 35.7 | 63.3 |
| | SANGAT SETUJU | 36 | 36.7 | 36.7 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

P4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | 1.0 | 1.0 | 1.0 |
| | CUKUP SETUJU | 20 | 20.4 | 20.4 | 21.4 |
| | SETUJU | 28 | 28.6 | 28.6 | 50.0 |
| | SANGAT SETUJU | 49 | 50.0 | 50.0 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

P5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | 1.0 | 1.0 | 1.0 |
| | TIDAK SETUJU | 2 | 2.0 | 2.0 | 3.1 |
| | CUKUP SETUJU | 40 | 40.8 | 40.8 | 43.9 |
| | SETUJU | 33 | 33.7 | 33.7 | 77.6 |
| | SANGAT SETUJU | 22 | 22.4 | 22.4 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

P6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | 1.0 | 1.0 | 1.0 |
| | TIDAK SETUJU | 1 | 1.0 | 1.0 | 2.0 |
| | CUKUP SETUJU | 7 | 7.1 | 7.1 | 9.2 |
| | SETUJU | 53 | 54.1 | 54.1 | 63.3 |
| | SANGAT SETUJU | 36 | 36.7 | 36.7 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

Descriptives**Notes**

| | | |
|------------------------|--------------------------------|--|
| Output Created | | 13-SEP-2022 19:54:21 |
| Comments | | |
| Input | Active Dataset | DataSet1 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 98 |
| Missing Value Handling | Definition of Missing | User defined missing values are treated as missing. |
| | Cases Used | All non-missing data are used. |
| Syntax | | DESCRIPTIVES VARIABLES=P1 P2 P3 P4 P5 P6 /STATISTICS=MEAN. |
| Resources | Processor Time | 00:00:00,00 |
| | Elapsed Time | 00:00:00,00 |

Descriptive Statistics

| | N | Mean |
|--------------------|----|------|
| P1 | 98 | 4.00 |
| P2 | 98 | 3.83 |
| P3 | 98 | 4.02 |
| P4 | 98 | 4.27 |
| P5 | 98 | 3.74 |
| P6 | 98 | 4.24 |
| Valid N (listwise) | 98 | |

C. DATA IMPACT

Frequencies

Notes

| | | |
|------------------------|--------------------------------|--|
| Output Created | | 13-SEP-2022 20:23:43 |
| Comments | | |
| Input | Active Dataset | DataSet1 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 98 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data. |
| Syntax | | FREQUENCIES VARIABLES=I1 I2 I3 I4 I5 I6 /NTILES=4 /STATISTICS=STDDEV MEAN MEDIAN /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00,00 |
| | Elapsed Time | 00:00:00,00 |

Statistics

| | | I1 | I2 | I3 | I4 | I5 | I6 |
|----------------|---------|------|------|------|------|------|------|
| N | Valid | 98 | 98 | 98 | 98 | 98 | 98 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.87 | 3.80 | 3.85 | 4.27 | 4.19 | 4.29 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Std. Deviation | | .782 | .973 | .934 | .794 | .653 | .642 |

| | | | | | | | |
|-------------|----|------|------|------|------|------|------|
| Percentiles | 25 | 3.00 | 3.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| | 50 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| | 75 | 4.00 | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 |

Frequency Table

I1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | 1.0 | 1.0 | 1.0 |
| | TIDAK SETUJU | 1 | 1.0 | 1.0 | 2.0 |
| | CUKUP SETUJU | 28 | 28.6 | 28.6 | 30.6 |
| | SETUJU | 48 | 49.0 | 49.0 | 79.6 |
| | SANGAT SETUJU | 20 | 20.4 | 20.4 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

I2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 2 | 2.0 | 2.0 | 2.0 |
| | TIDAK SETUJU | 4 | 4.1 | 4.1 | 6.1 |
| | CUKUP SETUJU | 34 | 34.7 | 34.7 | 40.8 |
| | SETUJU | 30 | 30.6 | 30.6 | 71.4 |
| | SANGAT SETUJU | 28 | 28.6 | 28.6 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

I3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | 1.0 | 1.0 | 1.0 |
| | TIDAK SETUJU | 3 | 3.1 | 3.1 | 4.1 |
| | CUKUP SETUJU | 36 | 36.7 | 36.7 | 40.8 |
| | SETUJU | 28 | 28.6 | 28.6 | 69.4 |
| | SANGAT SETUJU | 30 | 30.6 | 30.6 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

I4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | 1.0 | 1.0 | 1.0 |
| | CUKUP SETUJU | 15 | 15.3 | 15.3 | 16.3 |
| | SETUJU | 38 | 38.8 | 38.8 | 55.1 |
| | SANGAT SETUJU | 44 | 44.9 | 44.9 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

I5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 13 | 13.3 | 13.3 | 13.3 |
| | SETUJU | 53 | 54.1 | 54.1 | 67.3 |
| | SANGAT SETUJU | 32 | 32.7 | 32.7 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

I6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 10 | 10.2 | 10.2 | 10.2 |
| | SETUJU | 50 | 51.0 | 51.0 | 61.2 |
| | SANGAT SETUJU | 38 | 38.8 | 38.8 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

Descriptives

Notes

| | | |
|------------------------|--------------------------------|---|
| Output Created | | 13-SEP-2022 20:24:06 |
| Comments | | |
| Input | Active Dataset | DataSet1 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 98 |
| Missing Value Handling | Definition of Missing | User defined missing values are treated as missing. |
| | Cases Used | All non-missing data are used. |
| Syntax | | DESCRIPTIVES VARIABLES=I1 I2 I3 I4 I5 I6 /STATISTICS=MEAN. |
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,01 |

Descriptive Statistics

| | N | Mean |
|--------------------|----|------|
| I1 | 98 | 3.87 |
| I2 | 98 | 3.80 |
| I3 | 98 | 3.85 |
| I4 | 98 | 4.27 |
| I5 | 98 | 4.19 |
| I6 | 98 | 4.29 |
| Valid N (listwise) | 98 | |

D. DATA COMMUNICATION

Frequencies

Notes

| | | |
|------------------------|--------------------------------|---|
| Output Created | | 13-SEP-2022 21:59:10 |
| Comments | | |
| Input | Active Dataset | DataSet1 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 98 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data. |
| Syntax | | FREQUENCIES VARIABLES=C1 C2 C3 C4 C5 C6 /NTILES=4 /STATISTICS=STDDEV MEAN MEDIAN /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00,00 |
| | Elapsed Time | 00:00:00,01 |

Statistics

| | | C1 | C2 | C3 | C4 | C5 | C6 |
|----------------|---------|------|------|------|------|------|-------|
| N | Valid | 98 | 98 | 98 | 98 | 98 | 98 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.00 | 4.16 | 4.09 | 4.29 | 3.93 | 3.92 |
| Median | | 4.00 | 4.00 | 4.00 | 4.50 | 4.00 | 4.00 |
| Std. Deviation | | .786 | .833 | .801 | .837 | .997 | 1.146 |
| Percentiles | 25 | 3.00 | 3.00 | 3.00 | 4.00 | 3.00 | 3.00 |
| | 50 | 4.00 | 4.00 | 4.00 | 4.50 | 4.00 | 4.00 |
| | 75 | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 |

Frequency Table

C1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 30 | 30.6 | 30.6 | 30.6 |
| | SETUJU | 38 | 38.8 | 38.8 | 69.4 |
| | SANGAT SETUJU | 30 | 30.6 | 30.6 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

C2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 27 | 27.6 | 27.6 | 27.6 |
| | SETUJU | 28 | 28.6 | 28.6 | 56.1 |
| | SANGAT SETUJU | 43 | 43.9 | 43.9 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

C3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 27 | 27.6 | 27.6 | 27.6 |
| | SETUJU | 35 | 35.7 | 35.7 | 63.3 |
| | SANGAT SETUJU | 36 | 36.7 | 36.7 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

C4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | 1.0 | 1.0 | 1.0 |
| | CUKUP SETUJU | 18 | 18.4 | 18.4 | 19.4 |
| | SETUJU | 30 | 30.6 | 30.6 | 50.0 |
| | SANGAT SETUJU | 49 | 50.0 | 50.0 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

C5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | 1.0 | 1.0 | 1.0 |
| | TIDAK SETUJU | 2 | 2.0 | 2.0 | 3.1 |
| | CUKUP SETUJU | 40 | 40.8 | 40.8 | 43.9 |
| | SETUJU | 15 | 15.3 | 15.3 | 59.2 |
| | SANGAT SETUJU | 40 | 40.8 | 40.8 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

C6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 3 | 3.1 | 3.1 | 3.1 |
| | TIDAK SETUJU | 7 | 7.1 | 7.1 | 10.2 |
| | CUKUP SETUJU | 29 | 29.6 | 29.6 | 39.8 |
| | SETUJU | 15 | 15.3 | 15.3 | 55.1 |
| | SANGAT SETUJU | 44 | 44.9 | 44.9 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

Descriptives

| Notes | | | |
|------------------------|--------------------------------|--|----------------------|
| Output Created | | | 13-SEP-2022 21:59:24 |
| Comments | | | |
| Input | Active Dataset | DataSet1 | |
| | Filter | <none> | |
| | Weight | <none> | |
| | Split File | <none> | |
| | N of Rows in Working Data File | | 98 |
| Missing Value Handling | Definition of Missing | User defined missing values are treated as missing. | |
| | Cases Used | All non-missing data are used. | |
| Syntax | | DESCRIPTIVES VARIABLES=C1 C2 C3 C4 C5 C6 /STATISTICS=MEAN. | |
| Resources | Processor Time | | 00:00:00,00 |
| | Elapsed Time | | 00:00:00,05 |

Descriptive Statistics

| | N | Mean |
|--------------------|----|------|
| C1 | 98 | 4.00 |
| C2 | 98 | 4.16 |
| C3 | 98 | 4.09 |
| C4 | 98 | 4.29 |
| C5 | 98 | 3.93 |
| C6 | 98 | 3.92 |
| Valid N (listwise) | 98 | |

E. UJI VALIDITAS

Correlations

| | | Emphaty | Persuation | Impact | Comunication |
|------------|---------------------|---------|------------|--------|--------------|
| Emphaty | Pearson Correlation | 1 | .928** | .732** | .852** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 98 | 98 | 98 | 98 |
| Persuation | Pearson Correlation | .928** | 1 | .725** | .776** |

| | | | | | |
|---------------|---------------------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 98 | 98 | 98 | 98 |
| Impact | Pearson Correlation | .732** | .725** | 1 | .624** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 98 | 98 | 98 | 98 |
| Communication | Pearson Correlation | .852** | .776** | .624** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 98 | 98 | 98 | 98 |

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

F. UJI REABILITAS

Reliability

Notes

| | | |
|------------------------|--------------------------------|--|
| Output Created | | 14-SEP-2022 18:25:46 |
| Comments | | |
| Input | Active Dataset | DataSet1 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 98 |
| | Matrix Input | |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | | RELIABILITY /VARIABLES=Emphaty Persuation Impact Communication /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=CORR COV /SUMMARY=TOTAL. |
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,02 |

Scale: ALL VARIABLES**Case Processing Summary**

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 98 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 98 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .932 | .932 | 4 |

Inter-Item Correlation Matrix

| | Emphaty | Persuation | Impact | Comunication |
|--------------|---------|------------|--------|--------------|
| Emphaty | 1.000 | .928 | .732 | .852 |
| Persuation | .928 | 1.000 | .725 | .776 |
| Impact | .732 | .725 | 1.000 | .624 |
| Comunication | .852 | .776 | .624 | 1.000 |

Inter-Item Covariance Matrix

| | Emphaty | Persuation | Impact | Comunication |
|--------------|---------|------------|--------|--------------|
| Emphaty | .853 | .794 | .532 | .603 |
| Persuation | .794 | .859 | .528 | .550 |
| Impact | .532 | .528 | .619 | .376 |
| Comunication | .603 | .550 | .376 | .587 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| Emphaty | 12.07 | 4.974 | .936 | .908 | .878 |
| Persuasion | 12.05 | 5.080 | .897 | .866 | .892 |
| Impact | 11.74 | 6.192 | .734 | .551 | .943 |
| Communication | 11.89 | 6.039 | .812 | .728 | .921 |

G. UJI NORMALITAS

NPar Tests

Notes

| | | |
|------------------------|--------------------------------------|--|
| Output Created | | 14-SEP-2022 18:38:04 |
| Comments | | |
| Input | Active Dataset | DataSet1 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 98 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each test are based on all cases with valid data for the variable(s) used in that test. |
| Syntax | | NPAR TESTS /K-S(NORMAL)=PRE_1 /MISSING ANALYSIS. |
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,06 |
| | Number of Cases Allowed ^a | 196608 |

a. Based on availability of workspace memory.

One-Sample Kolmogorov-Smirnov Test

| | Unstandardized Predicted Value |
|---|--------------------------------|
| N | 98 |

| | | |
|----------------------------------|----------------|-------------------|
| Normal Parameters ^{a,b} | Mean | 3.8469388 |
| | Std. Deviation | .88004348 |
| Most Extreme Differences | Absolute | .188 |
| | Positive | .188 |
| | Negative | -.181 |
| Test Statistic | | .188 |
| Asymp. Sig. (2-tailed) | | .228 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.