

Lampiran I

KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth : Bapak/ Ibu, Saudara/ i
Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya:

Nama : Feri Sugiyanto

NPM : 1912110127

Sedang melakukan penelitian yang berjudul “**PENGARUH *INFLURCER* DAN *CONTEN MARKETING* TERHADAP MINAT MENDAFTAR MAHASISWA DI INSTITUT INFORMATIKA DAN BISNIS DARMAJAYA**” Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Juli 2022
Peneliti

Feri Sugiyanto
NPM. 1912110127

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (v) pada jawaban yang telah disediakan oleh peneliti.
4. Keterangan : SS (Sangat Setuju)
S (Setuju)
CS (Cukup Setuju)
TS (Tidak Setuju)
STS (Sangat Tidak Setuju)

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Laki ki
 Perempuan

3. Usia :

<input type="checkbox"/> a. 15 Tahun – 24 Tahun	<input type="checkbox"/> c. 35 Tahun – 44 Tahun
<input type="checkbox"/> b. 25 Tahun – 34 Tahun	<input type="checkbox"/> d. 45 Tahun – 54 Tahun

4. Pekerjaan :

<input type="checkbox"/> a. Pelajar	<input type="checkbox"/> c. Pegawai Negeri
<input type="checkbox"/> b. Mahasiswa	<input type="checkbox"/> d. Pegawai Swasta
<input type="checkbox"/> c. Wiraswasta	

DAFTAR PERNYATAAN

<i>Influencer</i>						
No	Pernyataan	STS	TS	CS	S	SS
<i>Trustworthiness</i>						
1	Influencer memiliki citra yang baik sehingga dapat dipercaya dalam mempromosikan Institut Informatikan Dan Bisnis Darmajaya					
2	Influencer mampu meyakinkan pengikutnya untuk mendaftar di Institut Informatikan Dan Bisnis Darmajaya					
<i>Familiarity</i>						
3	Influencer Institut Informatikan Dan Bisnis Darmajaya mempunyai kepribadian dalam berbicara dan penampilan yang familiar di kalangan pengikut					
4	Influencer Institut Informatikan Dan Bisnis Darmajaya sudah familiar dikalangan karena sering tampil di berbagai platform					
<i>Expertise</i>						
5	Influencer memiliki pengetahuan mengenai Institut Informatikan Dan Bisnis Darmajaya					
6	Influencer memiliki pengalaman dalam dunia pendidikan					
CONTEN MARKETING						
No	Pernyataan	STS	TS	CS	S	SS
<i>Reliabilitas</i>						
7	Konten Institut Informatikan Dan Bisnis Darmajaya berisi informasi yang dibutuhkan					
8	Semua konten Institut Informatikan Dan Bisnis Darmajaya memberikan informasi yang benar					
<i>Disbelief</i>						
9	Konten Institut Informatikan Dan Bisnis Darmajaya memiliki informasi yang dapat dipercaya					
10	Konten Institut Informatikan Dan Bisnis Darmajaya memberikan informasi yang jelas					
<i>Persuasion knowledge</i>						
11	Konten Institut Informatikan Dan Bisnis Darmajaya memiliki informasi yang dapat dipahami					
12	Konten Institut Informatikan Dan Bisnis Darmajaya mpu menunjukan identitas					

<i>Minat Mendaftar</i>						
No	Pernyataan	STS	TS	CS	S	SS
<i>Perasaan Senang</i>						
13	Merasa senang berkuliah di Institut Informatikan Dan Bisnis Darmajaya					
14	Merasa bangga berkuliah di Institut Informatikan Dan Bisnis Darmajaya					
<i>Kertertarikan</i>						
15	Tertarik berkuliah Institut Informatikan Dan Bisnis Darmajaya karena banyak pilihan jurusan					
16	Tertarik berkuliah Institut Informatikan Dan Bisnis Darmajaya karena termasuk kampus swasta terbaik di Bandar Lampung					
<i>Perhatian</i>						
17	Influncer dapat menarik perhatian untuk berkuliah di Institut Informatikan Dan Bisnis Darmajaya					
18	Konten dapat menarik perhatian untuk berkuliah di Institut Informatikan Dan Bisnis Darmajaya					
<i>Keterlibatan</i>						
19	Mencari informasi terbaru mengenai Institut Informatikan Dan Bisnis Darmajaya					
20	Bersedia membagikan kesan positif mengenai Institut Informatikan Dan Bisnis Darmajaya					

Lampiran II (Hasil Jawaban Responden)

No	I1	I2	I3	I4	I5	I6	Influncer	C1	C2	C3	C4	C5	C6	Conten_Marketing
1	1	2	2	4	3	3	15	1	1	2	2	2	2	10
2	3	4	4	4	3	4	22	3	3	3	3	4	5	21
3	3	4	2	4	5	5	23	5	5	5	5	5	5	30
4	2	3	2	4	1	1	13	1	2	1	1	4	4	13
5	3	4	3	4	3	5	22	4	3	4	3	3	1	18
6	3	4	3	3	1	2	16	2	2	2	2	3	3	14
7	4	5	5	5	4	4	27	4	4	4	5	5	4	26
8	4	5	4	5	4	3	25	4	3	4	4	4	5	24
9	4	5	4	5	4	5	27	4	3	4	5	5	4	25
10	4	5	4	3	4	4	24	5	5	4	5	5	5	29
11	4	4	4	5	4	2	23	4	3	4	3	5	5	24
12	5	5	5	5	5	3	28	4	3	4	3	3	5	22
13	4	4	4	4	3	2	21	4	4	4	4	4	4	24
14	5	5	4	5	3	3	25	3	4	3	4	4	3	21
15	5	5	5	5	3	3	26	3	3	4	4	5	5	24
16	5	5	5	5	5	4	29	5	5	4	4	3	2	23
17	5	5	5	4	4	4	27	3	5	4	5	5	4	26
18	4	4	5	2	5	5	25	4	2	3	3	4	4	20
19	4	4	3	4	3	4	22	2	1	3	3	5	5	19
20	5	3	4	3	3	3	21	2	1	3	2	5	5	18
21	5	4	4	4	4	4	25	5	5	5	5	5	5	30
22	3	5	5	5	4	4	26	5	5	5	4	3	5	27
23	4	4	4	4	5	4	25	5	3	5	3	4	4	24
24	4	5	5	4	5	5	28	4	4	4	5	4	5	26
25	5	5	5	5	5	5	30	5	3	5	4	5	5	27
26	5	5	5	5	4	4	28	4	5	4	5	5	5	28
27	5	5	3	5	5	5	28	5	5	5	5	5	4	29
28	4	4	3	5	5	5	26	5	5	5	5	4	4	28
29	5	5	5	5	5	5	30	5	5	5	5	3	3	26
30	4	5	5	5	3	4	26	3	2	3	4	4	4	20
31	3	4	4	4	2	3	20	4	2	4	4	3	3	20
32	3	5	5	5	3	3	24	4	2	3	4	3	5	21
33	4	4	2	4	2	3	19	3	4	3	3	4	4	21
34	4	3	5	4	3	2	21	4	3	4	4	4	5	24
35	3	3	4	3	4	3	20	3	3	3	3	3	3	18
36	4	4	4	4	4	4	24	4	3	4	3	4	4	22
37	5	5	3	5	3	3	24	3	3	3	4	5	5	23
38	4	4	3	5	2	3	21	3	2	2	4	4	4	19
39	2	3	2	3	2	2	14	2	3	3	3	4	2	17
40	4	5	5	5	3	3	25	3	4	3	4	4	4	22
41	4	4	5	4	4	3	24	2	2	2	3	4	4	17
42	3	5	5	5	3	4	25	3	3	3	3	4	3	19
43	3	5	4	5	4	4	25	4	2	3	3	2	5	19
44	2	4	4	5	4	3	22	3	4	2	3	5	5	22
45	5	2	4	5	3	3	22	3	3	4	2	3	4	19
46	3	3	4	5	4	4	23	3	2	4	3	3	3	18
47	4	3	3	3	3	3	19	4	2	4	3	4	4	21
48	4	3	5	5	3	4	24	4	3	4	2	4	4	21
49	4	4	4	5	3	4	24	3	3	1	2	4	4	17
50	5	4	4	4	3	3	23	3	3	2	2	4	4	18
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54	4	3	3	4	3	3	20	4	2	3	3	4	4	20
55	3	3	5	4	4	3	22	3	2	3	4	3	3	18

56	4	4	4	4	4	4	24	3	1	4	1	4	4	17
57	3	3	4	4	2	3	19	4	2	3	2	3	5	19
58	3	3	3	3	3	3	18	3	2	3	3	3	5	19
59	3	5	4	4	4	4	24	2	3	2	2	3	5	17
60	4	3	4	4	3	3	21	3	3	3	3	4	3	19
61	5	3	4	5	3	3	23	4	3	3	2	5	4	21
62	5	4	4	4	5	4	26	2	3	3	2	4	3	17
63	5	2	5	4	5	5	26	3	3	3	3	3	3	18
64	3	4	4	4	4	4	23	4	3	4	3	3	3	20
65	3	4	4	4	5	5	25	2	2	1	2	3	2	12
66	4	5	5	4	3	3	24	4	1	4	2	4	4	19
67	3	4	4	5	4	3	23	3	3	2	2	5	5	20
68	5	4	5	4	4	3	25	3	2	2	2	3	3	15
69	2	4	4	5	4	4	23	2	3	2	2	3	4	16
70	5	5	5	4	3	3	25	3	3	2	3	3	3	17
71	3	3	4	5	4	3	22	3	2	4	2	5	4	20
72	4	4	4	4	3	4	23	3	3	3	4	4	3	20
73	3	3	5	4	4	4	23	3	2	2	3	4	2	16
74	3	4	4	5	4	4	24	4	2	4	3	2	4	19
75	2	5	2	4	3	2	18	3	2	3	3	4	4	19
76	5	3	4	4	4	1	21	2	3	2	4	4	1	16
77	3	2	4	5	4	3	21	3	4	3	4	2	3	19
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79	4	2	5	5	3	3	22	4	3	3	2	3	3	18
80	5	5	5	5	5	4	29	4	2	4	3	3	5	21
81	4	4	4	4	5	4	25	3	2	3	1	3	3	15
82	4	4	5	4	5	5	27	2	2	2	2	2	2	12
83	3	3	3	3	4	5	21	3	4	2	3	5	5	22
84	4	3	4	3	5	3	22	3	2	4	3	5	3	20
85	5	3	5	4	5	4	26	2	3	1	3	3	3	15
86	5	4	4	5	4	4	26	2	4	1	4	5	3	19
87	3	4	2	5	5	5	24	3	3	3	2	5	3	19
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91	5	3	5	4	3	5	25	4	4	4	3	4	3	22
92	5	4	5	5	5	5	29	4	2	3	3	5	3	20
93	5	3	5	4	3	4	24	2	3	3	3	3	2	16
94	5	5	3	4	5	5	27	4	4	3	4	3	3	21
95	3	4	4	5	5	5	26	2	3	1	3	5	3	17
96	5	4	4	4	4	5	26	4	2	3	2	4	3	18
97	5	3	4	5	4	4	25	3	3	4	3	3	2	18
98	4	2	4	4	5	5	24	2	4	3	3	3	4	19
99	4	3	4	4	4	4	23	2	4	3	4	4	4	21
100	5	4	4	5	5	5	28	3	3	3	2	4	4	19

No	M1	M2	M3	M4	M5	M6	M7	M8	Minat_Mendaftar
1	4	3	3	3	3	3	3	3	25
2	4	4	4	4	4	4	4	4	32
3	5	5	5	5	5	5	5	5	40
4	4	3	3	3	3	3	3	3	25
5	4	4	4	3	4	4	3	4	30
6	3	3	2	3	3	2	3	3	22
7	5	5	4	5	5	4	5	5	38
8	5	5	5	5	5	5	5	5	40
9	3	3	4	4	5	4	4	5	32
10	4	4	3	3	3	3	3	3	26
11	4	4	3	3	4	3	3	4	28
12	4	3	3	3	3	3	3	3	25
13	3	3	3	3	3	3	3	3	24
14	3	4	3	3	3	3	3	3	25
15	5	5	5	4	5	5	4	5	38
16	5	5	4	5	4	4	5	4	36
17	5	5	5	4	5	5	4	5	38
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19	4	5	5	4	5	5	4	5	37
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21	5	5	5	5	5	5	4	5	39
22	5	5	5	5	5	5	4	5	39
23	5	5	5	5	5	5	5	4	39
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25	5	5	5	5	5	5	5	5	40
26	5	5	5	5	5	5	5	5	40
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29	5	5	5	5	5	5	5	5	40
30	3	5	5	5	4	5	5	4	36
31	4	4	3	3	3	3	3	3	26
32	4	4	3	3	4	3	3	4	28
33	4	3	3	3	3	3	3	3	25
34	3	3	3	3	3	3	3	3	24
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36	5	5	5	4	5	5	4	5	38
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39	4	4	3	4	4	3	4	4	30
40	4	5	5	4	5	5	4	5	37
41	4	4	3	3	3	3	3	3	26
42	5	5	3	3	4	3	3	4	30
43	4	4	3	4	4	3	4	4	30
44	5	3	3	3	4	3	3	4	28
45	5	3	4	3	5	4	3	5	32
46	4	3	3	3	3	3	3	3	25
47	5	4	3	4	4	3	4	4	31
48	5	4	4	3	5	4	3	5	33
49	5	5	2	5	5	2	5	5	34
50	4	3	4	4	4	4	4	4	31
51	5	5	4	5	5	4	5	5	38
52	5	4	4	3	3	4	3	3	29
53	5	5	4	5	5	4	5	5	38
54	4	4	3	4	4	3	4	4	30
55	4	3	4	3	4	4	3	4	29

56	4	5	3	3	4	3	3	4	29
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58	3	4	2	3	4	2	3	4	25
59	5	4	3	4	4	3	4	4	31
60	5	4	3	4	4	3	4	4	31
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64	5	5	4	4	5	4	4	5	36
65	4	4	2	4	4	2	4	4	28
66	5	4	3	4	3	3	4	3	29
67	5	4	4	3	3	4	3	3	29
68	4	4	2	2	4	2	2	4	24
69	4	4	4	3	5	4	3	5	32
70	5	4	4	4	5	4	4	5	35
71	5	5	4	5	5	4	5	5	38
72	4	4	5	4	4	5	4	4	34
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74	5	5	5	4	4	5	4	4	36
75	4	4	4	4	4	4	4	4	32
76	3	3	5	4	4	5	4	4	32
77	4	4	4	4	4	4	4	4	32
78	5	5	2	5	5	2	5	5	34
79	4	4	3	4	4	3	4	4	30
80	3	3	4	4	4	4	4	4	30
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97	4	4	5	4	4	5	4	4	34
98	4	4	3	4	4	3	4	4	30
99	5	4	4	4	4	4	4	4	33
100	4	4	5	3	4	5	3	4	32

Lampiran III (Hasil Uji Deskriptif)

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	44	44.0	44.0	44.0
	Perempuan	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 Tahun - 24 Tahun	61	61.0	61.0	61.0
	25 Tahun - 34 Tahun	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	20	20.0	20.0	20.0
	Pegawai Negeri	5	5.0	5.0	25.0
	Pegawai Swasta	26	26.0	26.0	51.0
	Pelajar	31	31.0	31.0	82.0
	Wiraswasta	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

I1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	5	5.0	5.0	6.0
	3	25	25.0	25.0	31.0
	4	36	36.0	36.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

I2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	27	27.0	27.0	34.0
	4	38	38.0	38.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

I3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	7.0	7.0	7.0
3	14	14.0	14.0	21.0
4	48	48.0	48.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

I4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	9	9.0	9.0	10.0
4	47	47.0	47.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

I5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
3	33	33.0	33.0	40.0
4	34	34.0	34.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

I6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	35	35.0	35.0	43.0
4	34	34.0	34.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

C1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	18	18.0	18.0	20.0
3	39	39.0	39.0	59.0
4	31	31.0	31.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

C2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	33	33.0	33.0	38.0
3	38	38.0	38.0	76.0
4	14	14.0	14.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

C3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	6.0	6.0	6.0
2	15	15.0	15.0	21.0
3	40	40.0	40.0	61.0
4	31	31.0	31.0	92.0
5	8	8.0	8.0	100.0
Total	100	100.0	100.0	

C4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	24	24.0	24.0	27.0
3	39	39.0	39.0	66.0
4	23	23.0	23.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

C5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	30	30.0	30.0	36.0
4	39	39.0	39.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

C6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	9	9.0	9.0	11.0
3	29	29.0	29.0	40.0
4	34	34.0	34.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

M1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	11	11.0	11.0	11.0
4	45	45.0	45.0	56.0
5	44	44.0	44.0	100.0
Total	100	100.0	100.0	

M2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	15	15.0	15.0	16.0
4	48	48.0	48.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

M3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	32	32.0	32.0	40.0
4	32	32.0	32.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

M4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	32	32.0	32.0	33.0
4	45	45.0	45.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

M5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	20	20.0	20.0	20.0
4	49	49.0	49.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

M6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	32	32.0	32.0	40.0
4	32	32.0	32.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

M7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	32	32.0	32.0	34.0
4	47	47.0	47.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

M8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	20	20.0	20.0	21.0
4	51	51.0	51.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

		Correlations						
		I1	I2	I3	I4	I5	I6	Influncer
I1	Pearson Correlation	1	.654**	.655**	.287	.469**	.258	.768**
	Sig. (2-tailed)		.000	.000	.125	.009	.168	.000
	N	30	30	30	30	30	30	30
I2	Pearson Correlation	.654**	1	.699**	.502**	.441*	.384*	.827**
	Sig. (2-tailed)	.000		.000	.005	.015	.036	.000
	N	30	30	30	30	30	30	30
I3	Pearson Correlation	.655**	.699**	1	.244	.407*	.227	.743**
	Sig. (2-tailed)	.000	.000		.194	.026	.228	.000
	N	30	30	30	30	30	30	30
I4	Pearson Correlation	.287	.502**	.244	1	.257	.078	.503**
	Sig. (2-tailed)	.125	.005	.194		.171	.680	.005
	N	30	30	30	30	30	30	30
I5	Pearson Correlation	.469**	.441*	.407*	.257	1	.705**	.796**
	Sig. (2-tailed)	.009	.015	.026	.171		.000	.000
	N	30	30	30	30	30	30	30
I6	Pearson Correlation	.258	.384*	.227	.078	.705**	1	.656**
	Sig. (2-tailed)	.168	.036	.228	.680	.000		.000
	N	30	30	30	30	30	30	30
Influncer	Pearson Correlation	.768**	.827**	.743**	.503**	.796**	.656**	1
	Sig. (2-tailed)	.000	.000	.000	.005	.000	.000	
	N	30	30	30	30	30	30	30

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

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

Correlations

		C1	C2	C3	C4	C5	C6	Conten_Marketing
C1	Pearson Correlation	1	.753**	.908**	.709**	.167	.156	.851**
	Sig. (2-tailed)		.000	.000	.000	.379	.411	.000
	N	30	30	30	30	30	30	30
C2	Pearson Correlation	.753**	1	.705**	.804**	.165	.074	.821**
	Sig. (2-tailed)	.000		.000	.000	.385	.697	.000
	N	30	30	30	30	30	30	30
C3	Pearson Correlation	.908**	.705**	1	.742**	.264	.241	.877**
	Sig. (2-tailed)	.000	.000		.000	.158	.199	.000
	N	30	30	30	30	30	30	30
C4	Pearson Correlation	.709**	.804**	.742**	1	.407*	.215	.881**
	Sig. (2-tailed)	.000	.000	.000		.026	.255	.000
	N	30	30	30	30	30	30	30
C5	Pearson Correlation	.167	.165	.264	.407*	1	.636**	.539**
	Sig. (2-tailed)	.379	.385	.158	.026		.000	.002
	N	30	30	30	30	30	30	30
C6	Pearson Correlation	.156	.074	.241	.215	.636**	1	.478**
	Sig. (2-tailed)	.411	.697	.199	.255	.000		.008
	N	30	30	30	30	30	30	30
Conten_Marketing	Pearson Correlation	.851**	.821**	.877**	.881**	.539**	.478**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.008	
	N	30	30	30	30	30	30	30

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

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

Correlations

		M1	M2	M3	M4	M5	M6	M7	M8	Minat Mendaftar
M1	Pearson Correlation	1	.723**	.694**	.702**	.684**	.694**	.517**	.478**	.779**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.003	.008	.000
	N	30	30	30	30	30	30	30	30	30
M2	Pearson Correlation	.723**	1	.834**	.808**	.800**	.834**	.627**	.594**	.889**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30
M3	Pearson Correlation	.694**	.834**	1	.841**	.866**	1.000**	.649**	.646**	.940**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
M4	Pearson Correlation	.702**	.808**	.841**	1	.799**	.841**	.788**	.571**	.912**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30
M5	Pearson Correlation	.684**	.800**	.866**	.799**	1	.866**	.609**	.770**	.917**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
M6	Pearson Correlation	.694**	.834**	1.000**	.841**	.866**	1	.649**	.646**	.940**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
M7	Pearson Correlation	.517**	.627**	.649**	.788**	.609**	.649**	1	.738**	.805**
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
M8	Pearson Correlation	.478**	.594**	.646**	.571**	.770**	.646**	.738**	1	.784**
	Sig. (2-tailed)	.008	.001	.000	.001	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Minat Mendaftar	Pearson Correlation	.779**	.889**	.940**	.912**	.917**	.940**	.805**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.806	6

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.841	6

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.954	8

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Influncer	Conten_Marketing	Minat_Mendaftar
N		100	100	100
Normal Parameters ^{a,b}	Mean	23.64	20.11	31.96
	Std. Deviation	3.189	3.964	4.782
	Absolute	.115	.131	.097
Most Extreme Differences	Positive	.080	.131	.097
	Negative	-.115	-.076	-.087
Kolmogorov-Smirnov Z		1.149	1.312	.967
Asymp. Sig. (2-tailed)		.142	.064	.307

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Mendaftar * Influncer	(Combined)		618.817	16	38.676	1.951	.026
	Between Groups	Linearity	495.737	1	495.737	25.013	.000
		Deviation from Linearity	123.079	15	8.205	.414	.971
	Within Groups		1645.023	83	19.820		
	Total		2263.840	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Mendaftar * Conten_Marketing	(Combined)		963.385	19	50.704	3.119	.000
	Between Groups	Linearity	554.060	1	554.060	34.084	.000
		Deviation from Linearity	409.325	18	22.740	1.399	.155
	Within Groups		1300.455	80	16.256		
	Total		2263.840	99			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.818	3.104		3.808	.000	
	Influncer	.478	.137	.319	3.501	.001	.833 1.201
	Conten_Marketing	.439	.110	.364	3.998	.000	.833 1.201

a. Dependent Variable: Minat_Mendaftar

Lampiran IX (Hasil Uji Analisis Regresi Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Conten_Marketing, Influencer ^b	.	Enter

a. Dependent Variable: Minat_Mendaftar

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574 ^a	.329	.316	3.956

a. Predictors: (Constant), Conten_Marketing, Influencer

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.818	3.104		3.808	.000
	Influencer	.478	.137	.319	3.501	.001
	Conten_Marketing	.439	.110	.364	3.998	.000

a. Dependent Variable: Minat_Mendaftar

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	745.855	2	372.927	23.830	.000 ^b
	Residual	1517.985	97	15.649		
	Total	2263.840	99			

a. Dependent Variable: Minat_Mendaftar

b. Predictors: (Constant), Conten_Marketing, Influencer