

1. Karakteristik Responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	64	55.7	55.7	55.7
Valid Perempuan	51	44.3	44.3	100.0
Total	115	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-20 tahun	38	33.0	33.0	33.0
21-30 tahun	49	42.6	42.6	75.7
31-40 tahun	28	24.3	24.3	100.0
Total	115	100.0	100.0	

Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
SMP	3	2.6	2.6	2.6
SMA	29	25.2	25.2	27.8
Valid D3	34	29.6	29.6	57.4
S1	44	38.3	38.3	95.7
S2	5	4.3	4.3	100.0
Total	115	100.0	100.0	

Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp 2.000.000	26	22.6	22.6	22.6
Valid Rp. 2.000.000 - Rp. 4.000.000	35	30.4	30.4	53.0
Rp. 4.000.000 - Rp 6.000.000	38	33.0	33.0	86.1
Rp. 6.000.000 - Rp 8.000.000	16	13.9	13.9	100.0
Total	115	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Karyawan Swasta	27	23.5	23.5	23.5
PNS	13	11.3	11.3	34.8
Wiraswasta	25	21.7	21.7	56.5
Mahasiswa	15	13.0	13.0	69.6
Profesional	2	1.7	1.7	71.3
Karywan BUMN	8	7.0	7.0	78.3
Petani/Pedagang	13	11.3	11.3	89.6
Ibu Rumah Tangga	11	9.6	9.6	99.1
TNI/Polri	1	.9	.9	100.0
Total	115	100.0	100.0	

2. Jawaban Responden

A1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.7	1.7	1.7
2	9	7.8	7.8	9.6
3	19	16.5	16.5	26.1
4	28	24.3	24.3	50.4
5	57	49.6	49.6	100.0
Total	115	100.0	100.0	

A2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.6	2.6	2.6
2	8	7.0	7.0	9.6
3	35	30.4	30.4	40.0
4	34	29.6	29.6	69.6
5	35	30.4	30.4	100.0
Total	115	100.0	100.0	

A3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	5.2	5.2	5.2
2	10	8.7	8.7	13.9
3	28	24.3	24.3	38.3
4	35	30.4	30.4	68.7
5	36	31.3	31.3	100.0
Total	115	100.0	100.0	

A4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.9	.9	.9
2	10	8.7	8.7	9.6
3	21	18.3	18.3	27.8
4	31	27.0	27.0	54.8
5	52	45.2	45.2	100.0
Total	115	100.0	100.0	

A5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.7	1.7	1.7
2	10	8.7	8.7	10.4
3	35	30.4	30.4	40.9
4	34	29.6	29.6	70.4
5	34	29.6	29.6	100.0
Total	115	100.0	100.0	

I1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	5.2	5.2	5.2
2	8	7.0	7.0	12.2
3	26	22.6	22.6	34.8
4	45	39.1	39.1	73.9
5	30	26.1	26.1	100.0
Total	115	100.0	100.0	

I2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	4.3	4.3	4.3
2	7	6.1	6.1	10.4
3	20	17.4	17.4	27.8
4	43	37.4	37.4	65.2
5	40	34.8	34.8	100.0
Total	115	100.0	100.0	

I3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.6	2.6	2.6
2	8	7.0	7.0	9.6
3	22	19.1	19.1	28.7
4	44	38.3	38.3	67.0
5	38	33.0	33.0	100.0
Total	115	100.0	100.0	

I4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	5.2	5.2	5.2
2	12	10.4	10.4	15.7
3	18	15.7	15.7	31.3
4	36	31.3	31.3	62.6
5	43	37.4	37.4	100.0
Total	115	100.0	100.0	

I5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	4.3	4.3	4.3
2	13	11.3	11.3	15.7
3	18	15.7	15.7	31.3
4	34	29.6	29.6	60.9
5	45	39.1	39.1	100.0
Total	115	100.0	100.0	

S1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.5	3.5	3.5
2	4	3.5	3.5	7.0
3	25	21.7	21.7	28.7
4	37	32.2	32.2	60.9
5	45	39.1	39.1	100.0
Total	115	100.0	100.0	

S2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.5	3.5	3.5
2	5	4.3	4.3	7.8
Valid 3	25	21.7	21.7	29.6
4	42	36.5	36.5	66.1
5	39	33.9	33.9	100.0
Total	115	100.0	100.0	

S3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.6	2.6	2.6
2	6	5.2	5.2	7.8
Valid 3	21	18.3	18.3	26.1
4	41	35.7	35.7	61.7
5	44	38.3	38.3	100.0
Total	115	100.0	100.0	

S4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.5	3.5	3.5
2	7	6.1	6.1	9.6
Valid 3	24	20.9	20.9	30.4
4	35	30.4	30.4	60.9
5	45	39.1	39.1	100.0
Total	115	100.0	100.0	

AC1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.5	3.5	3.5
2	14	12.2	12.2	15.7
3	29	25.2	25.2	40.9
4	35	30.4	30.4	71.3
5	33	28.7	28.7	100.0
Total	115	100.0	100.0	

AC2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.6	2.6	2.6
2	9	7.8	7.8	10.4
3	26	22.6	22.6	33.0
4	36	31.3	31.3	64.3
5	41	35.7	35.7	100.0
Total	115	100.0	100.0	

AC3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.6	2.6	2.6
2	5	4.3	4.3	7.0
3	24	20.9	20.9	27.8
4	41	35.7	35.7	63.5
5	42	36.5	36.5	100.0
Total	115	100.0	100.0	

AC4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.5	3.5	3.5
2	8	7.0	7.0	10.4
3	21	18.3	18.3	28.7
4	32	27.8	27.8	56.5
5	50	43.5	43.5	100.0
Total	115	100.0	100.0	

SH1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.5	3.5	3.5
2	8	7.0	7.0	10.4
3	30	26.1	26.1	36.5
4	30	26.1	26.1	62.6
5	43	37.4	37.4	100.0
Total	115	100.0	100.0	

SH2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.5	3.5	3.5
2	12	10.4	10.4	13.9
3	38	33.0	33.0	47.0
4	33	28.7	28.7	75.7
5	28	24.3	24.3	100.0
Total	115	100.0	100.0	

SH3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.6	2.6	2.6
2	7	6.1	6.1	8.7
3	29	25.2	25.2	33.9
4	42	36.5	36.5	70.4
5	34	29.6	29.6	100.0
Total	115	100.0	100.0	

SH4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.6	2.6	2.6
2	9	7.8	7.8	10.4
3	24	20.9	20.9	31.3
4	35	30.4	30.4	61.7
5	44	38.3	38.3	100.0
Total	115	100.0	100.0	

SH5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	4.3	4.3	4.3
2	8	7.0	7.0	11.3
3	24	20.9	20.9	32.2
4	29	25.2	25.2	57.4
5	49	42.6	42.6	100.0
Total	115	100.0	100.0	

3. Uji Validitas

Correlations

		A1	A2	A3	A4	A5	Attention
A1	Pearson Correlation	1	.556**	.682**	.008	-.134	.697**
	Sig. (1-tailed)		.000	.000	.465	.076	.000
	N	115	115	115	115	115	115
A2	Pearson Correlation	.556**	1	.517**	.145	.132	.763**
	Sig. (1-tailed)	.000		.000	.061	.080	.000
	N	115	115	115	115	115	115
A3	Pearson Correlation	.682**	.517**	1	.023	-.052	.723**
	Sig. (1-tailed)	.000	.000		.404	.289	.000
	N	115	115	115	115	115	115
A4	Pearson Correlation	.008	.145	.023	1	.379**	.489**
	Sig. (1-tailed)	.465	.061	.404		.000	.000
	N	115	115	115	115	115	115
A5	Pearson Correlation	-.134	.132	-.052	.379**	1	.412**
	Sig. (1-tailed)	.076	.080	.289	.000		.000
	N	115	115	115	115	115	115
Attention	Pearson Correlation	.697**	.763**	.723**	.489**	.412**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	115	115	115	115	115	115

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		I1	I2	I3	I4	I5	Interest
I1	Pearson Correlation	1	.583**	.585**	.011	-.018	.625**
	Sig. (1-tailed)		.000	.000	.455	.423	.000
	N	115	115	115	115	115	115
I2	Pearson Correlation	.583**	1	.802**	.149	.048	.750**
	Sig. (1-tailed)	.000		.000	.056	.306	.000
	N	115	115	115	115	115	115
I3	Pearson Correlation	.585**	.802**	1	.150	.080	.758**
	Sig. (1-tailed)	.000	.000		.055	.199	.000
	N	115	115	115	115	115	115
I4	Pearson Correlation	.011	.149	.150	1	.677**	.628**
	Sig. (1-tailed)	.455	.056	.055		.000	.000
	N	115	115	115	115	115	115
I5	Pearson Correlation	-.018	.048	.080	.677**	1	.570**
	Sig. (1-tailed)	.423	.306	.199	.000		.000
	N	115	115	115	115	115	115
Interest	Pearson Correlation	.625**	.750**	.758**	.628**	.570**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	115	115	115	115	115	115

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		S1	S2	S3	S4	Search
S1	Pearson Correlation	1	.688**	.673**	-.102	.813**
	Sig. (1-tailed)		.000	.000	.139	.000
	N	115	115	115	115	115
S2	Pearson Correlation	.688**	1	.613**	.029	.840**
	Sig. (1-tailed)	.000		.000	.379	.000
	N	115	115	115	115	115
S3	Pearson Correlation	.673**	.613**	1	-.096	.785**
	Sig. (1-tailed)	.000	.000		.154	.000
	N	115	115	115	115	115
S4	Pearson Correlation	-.102	.029	-.096	1	.319**
	Sig. (1-tailed)	.139	.379	.154		.000
	N	115	115	115	115	115
Search	Pearson Correlation	.813**	.840**	.785**	.319**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	115	115	115	115	115

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		AC1	AC2	AC3	AC4	Action
AC1	Pearson Correlation	1	.695**	.627**	-.083	.815**
	Sig. (1-tailed)		.000	.000	.189	.000
	N	115	115	115	115	115
AC2	Pearson Correlation	.695**	1	.621**	.023	.847**
	Sig. (1-tailed)	.000		.000	.403	.000
	N	115	115	115	115	115
AC3	Pearson Correlation	.627**	.621**	1	-.088	.770**
	Sig. (1-tailed)	.000	.000		.176	.000
	N	115	115	115	115	115
AC4	Pearson Correlation	-.083	.023	-.088	1	.323**
	Sig. (1-tailed)	.189	.403	.176		.000
	N	115	115	115	115	115
Action	Pearson Correlation	.815**	.847**	.770**	.323**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	115	115	115	115	115

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		SH1	SH2	SH3	SH4	SH5	Share
SH1	Pearson Correlation	1	.547**	.677**	-.066	-.026	.662**
	Sig. (1-tailed)		.000	.000	.241	.390	.000
	N	115	115	115	115	115	115
SH2	Pearson Correlation	.547**	1	.640**	-.075	.161*	.708**
	Sig. (1-tailed)	.000		.000	.214	.043	.000
	N	115	115	115	115	115	115
SH3	Pearson Correlation	.677**	.640**	1	.113	.176*	.806**
	Sig. (1-tailed)	.000	.000		.114	.030	.000
	N	115	115	115	115	115	115
SH4	Pearson Correlation	-.066	-.075	.113	1	.441**	.448**
	Sig. (1-tailed)	.241	.214	.114		.000	.000
	N	115	115	115	115	115	115
SH5	Pearson Correlation	-.026	.161*	.176*	.441**	1	.565**
	Sig. (1-tailed)	.390	.043	.030	.000		.000
	N	115	115	115	115	115	115
Share	Pearson Correlation	.662**	.708**	.806**	.448**	.565**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	115	115	115	115	115	115

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

4. Uji Reliabilitas

Scale: attention

Reliability Statistics

Cronbach's Alpha	N of Items
.743	6

Scale: interest

Reliability Statistics

Cronbach's Alpha	N of Items
.763	6

Scale: search

Reliability Statistics

Cronbach's Alpha	N of Items
.771	5

Scale: action

Reliability Statistics

Cronbach's Alpha	N of Items
.771	5

Scale: share

Reliability Statistics

Cronbach's Alpha	N of Items
.751	6

- Perhitungan AISAS

Indikator	Jumlah Skor Jawaban					Total	Skor Ideal	Rata-rata
	STS (1)	TS (2)	N (3)	S (4)	SS (5)			
A1	2	9	19	28	57	474	500	94,80
A2	3	8	35	34	35	435	500	87,00
A3	6	10	28	35	36	430	500	86,00
A4	1	10	21	31	52	468	500	93,60
A5	2	10	35	34	34	433	500	86,60
						2.240	2.500	89,60
I1	6	8	26	45	30	430	500	86,00
I2	5	7	20	43	40	451	500	90,20
I3	3	8	22	44	38	451	500	90,20
I4	6	12	18	36	43	443	500	88,60
I5	5	13	18	34	45	446	500	89,20
						2.221	2500	88,84
S1	4	4	25	37	45	460	500	92,00
S2	4	5	25	42	39	452	500	90,40
S3	3	6	21	41	44	462	500	92,40
S4	4	7	24	35	45	455	500	91,00
						1.829	2000	91,45
Ac1	4	14	29	35	33	424	500	84,80
Ac2	3	9	26	36	41	448	500	89,60
Ac3	3	5	24	41	42	459	500	91,80
Ac4	4	8	21	32	50	461	500	92,20
						1.792	2000	89,60
SH1	4	8	30	30	43	445	500	89,00
SH2	4	12	38	33	28	414	500	82,80
SH3	3	7	29	42	34	442	500	88,40
SH4	3	9	24	35	44	453	500	90,60
SH5	5	8	24	29	49	454	500	90,80
Total Rata-rata						2.208	2500	88,32

