

LAMPIRAN



KUESIONER PENELITIAN

No. Responden

Dengan Hormat

Dalam rangka penyelesaian penelitian skripsi yang berjudul **“PENGARUH *CONTENT MARKETING* DAN *COPYWRITING* INSTAGRAM TERHADAP MINAT BELI DI SUMBERJAYA AUTOMOTIVE CENTER BANDAR LAMPUNG”**.

Bersama ini saya,

Nama : M.Gilang Rizki Ananda

NPM : 1912110291

Prodi : Ekonomi / Manajemen IIB Darmajaya

Memohon bantuan kepada Bapak/Ibu/Saudara/i untuk mengisi kuesioner penelitian yang terlampir. Jawaban yang objektif akan sangat membantu penelitian ini. Semua jawaban akan dijaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian.

Atas perhatian dan bantuannya saya ucapkan terimakasih.

Hormat Saya

M. Gilang Rizki Ananda

1912110291

SCREENING

Apakah Anda Memfollow Akun Instagram Sumberjaya Automotive Center?

- a. YA (Silahkan Lanjut ke Pertanyaan berikutnya)
- b. Tidak (Terimakasih atas Partisipasi Anda)

Apakah Anda Melihat dan Membaca Akun Instagram Sumberjaya Automotive Center?

- a. YA (Silahkan Lanjut ke Pertanyaan berikutnya)
- b. Tidak (Terimakasih atas Partisipasi Anda)

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.

I. Identitas Responden

1. Nama responden :

2. Jenis Kelamin : Laki-Laki Perempuan

3. Usia :

a.18–22 tahun c.28–32tahun e.38–42tahun g.49–53tahun

b.23–27 tahun d.33 –37tahun f.43–48tahun h. > 53tahun

4. Pekerjaan :

Pelajar/Mahasiswa

Wiraswasta

BUMD

PNS

Pegawai Swasta

Freelance

Pegawai BUMN

Ibu Rumah Tangga

Lainnya

Penghasilan Perbulan

- < Rp 1.000.000
- Rp.1.000.000 - Rp. 2.000.000
- Rp. 2.100.000 - Rp 3.000.000
- Rp. 3.100.000 - Rp. 4.000.000
- Rp. 4.100.000 - Rp. 5.000.000
- Rp. 5.100.000 - Rp. 6.000.000
- Rp. 6.100.000 - Rp. 7.000.000
- Rp. 7.100.000 - Rp. 8.000.000
- Rp. 8.100.000 - Rp. 9.000.000
- Rp. 9.100.000 - Rp. 10.000.000
- >Rp10.000.000

Biaya Yang dihabiskan untuk ke Bengket Perbulan

- <Rp.100.000
- Rp.100.000 - Rp. 200.000
- Rp.201.000 - Rp 300.000
- Rp.301.000 - Rp 400.000
- Rp.401.000 - Rp 500.000
- Rp.501.000 - Rp 600.000
- Rp.601.000 - Rp 700.000
- Rp.701.000 - Rp 800.000
- Rp.801.000 - Rp 900.000
- Rp.901.000 - Rp 1. 000.000
- >Rp1.000.000

Sudah Berapa Kali Anda Melihat Konten Sumberjaya Automotive Center

- Jarang Sekali
- Jarang
- Kadang - Kadang
- Cukup Sering
- Sering
- Setiap Postingan

Berilah tanda ceklis (√) pada kolom yang sesuai dengan keadaan dan situasi anda saat ini.

1. Content Marketing (X₁)

No.	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
Relevan						
1	Konten Sumberjaya Automotive Center berisi Informasi Sesuai dengan yang saya Butuhkan					
2	Konten Sumberjaya Automotive Center membantu saya menyelesaikan masalah terkait otomotif saya					
Akurasi						
3	Konten Sumberjaya Automotive Center menampilkan Informasi produk/layanan jasa mereka sesuai dengan kenyataan					
4	Konten Sumberjaya Automotive Center menjelaskan kondisi terkini dari suatu produk/jasa					
Bernilai						

5	Saya Merasa mendapatkan Manfaat dari Konten Sumberjaya Automotive Center					
6	Saya Merasa Konten Sumberjaya Automotive Center Dapat di percaya					
<i>Mudah ddipahami</i>						
7	Narasi Informasi dan pesan pada konten Sumberjaya Automotive Center Mudah Dipahami					
8	Tulisan Pada konten Sumberjaya Automotive Center dapat dibaca dengan jelas					
<i>Mudah ditemukan</i>						
9	Konten Sumberjaya Automotive Center Mudah Ditemukan					
10	Konten Sumberjaya Automotive Center terdapat di berbagai media Sosial seperti Youtube, Instagram, Tiktok, dan Facebook					
Konsisten						
11	Konten Sumberjaya Automotive Center di perbaharui secara berskala					
12	Konten Sumberjaya Automotive Center di upload secara konsisten setiap waktu					

2. Copywriting (X₂)

No	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
Menarik Perhatian						
1	Tulisan/Narasi/Caption Pada Konten Sumberjaya Automotive Center Unik					

2	Tulisan/Narasi/Caption Pada Konten Sumberjaya Automotive Center Menarik Perhatian					
2	Tulisan/Narasi/Caption Pada Konten Sumberjaya Automotive Center Menghibur					
Mengkomunikasikan						
3	Tulisan/Narasi/Caption Pada Konten Sumberjaya Automotive Center memberi Informasi yang jelas sesuai dengan isi Konten					
4	Tulisan/Narasi/Caption Pada Konten Sumberjaya Automotive Mengkomunikasikan Isi Konten					
Mengajak/Membujuk						
5	Tulisan/Narasi/Caption Pada Konten Sumberjaya Automotive Center mempengaruhi saya untuk membeli produk/jasa					
6	Tulisan/Narasi/Caption Pada Konten Sumberjaya Automotive Center Mengajak untuk melihat Konten					
Meyakinkan						
7	Tulisan/Narasi/Caption Pada Konten Sumberjaya Automotive Center membuat saya yakin untuk membeli produk/jasa					
8	Tulisan/Narasi/Caption Pada Konten Sumberjaya Automotive Center Mendukung saya untuk membeli Produk/jasa					

3. Minat Beli (Y)

No.	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
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Minat Transaksional						
1	Setelah melihat konten dan Caption Mitra Sumberjaya Automotive Center saya ingin mencari informasi mengenai Sumberjaya Automotive Center					
2	Saya tertarik membeli produk/Jasa Sumberjaya Automotive Center karena tersedia beragam barang kebutuhan Untuk Otomotif saya					
Minat Referensial						
3	Saya berminat merekomendasikan Sumberjaya Automotive Center kepada orang lain					
4	Saya berminat untuk sharing informasi tentang Sumberjaya Automotive Center					
Minat Preferensial						
5	Sumberjaya Automotive Center menjadi pilihan saya dalam memenuhi kebutuhan Otomotif Saya					
6	Saya tertarik untuk memfollow akun media sosial Sumberjaya Automotive Center					
Minat Eksploratif						
7	Saya tertarik mencari informasi di internet atau media sosial mengenai Sumberjaya Automotive Center					
8	Saya menanyakan informasi produk/layanan jasa Sumberjaya Automotive Center kepada orang yang sudah pernah berbelanja dan mengetahui Sumberjaya Automotive Center					

Hasil Jawaban Kuesioner Responden Variabel Content Marketing													
No	Butir – butir Pernyataan												TOTAL
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	
1.	5	4	3	3	3	3	3	3	3	3	3	3	39
2.	5	4	4	4	3	3	3	4	2	4	4	4	44
3.	5	3	4	4	4	2	2	3	3	3	4	4	41
4.	2	4	3	3	3	3	3	4	3	3	3	3	37
5.	2	4	3	2	4	5	5	4	4	5	3	2	43
6.	4	4	3	2	2	3	3	3	3	2	3	2	34
7.	5	4	2	5	2	2	2	3	3	2	2	5	37
8.	5	3	4	4	2	2	2	4	4	2	4	4	40
9.	4	4	4	3	2	2	2	2	2	2	4	3	34
10.	4	5	3	4	4	4	4	2	2	4	3	4	43
11.	4	5	1	4	3	5	5	5	5	3	1	4	45
12.	5	5	1	3	4	5	5	5	4	4	1	3	45
13.	5	5	1	5	4	4	4	3	3	4	1	5	44
14.	4	3	3	2	3	4	3	3	4	3	3	2	37
15.	4	5	3	4	4	4	4	4	4	4	3	4	47
16.	2	5	4	3	4	5	3	4	3	4	4	3	44
17.	4	5	2	2	3	5	3	3	5	3	2	2	39
18.	3	5	3	3	1	4	3	1	2	1	3	3	32
19.	4	5	3	3	1	4	2	2	1	1	3	3	32
20.	3	4	2	4	1	2	2	3	3	1	2	4	31
21.	4	5	3	4	2	4	3	2	2	2	3	4	38
22.	5	5	1	4	1	3	4	2	3	1	1	4	34
23.	3	5	2	3	3	4	2	2	3	3	2	3	35
24.	5	3	2	4	4	3	4	4	4	4	2	4	43
25.	5	5	3	5	4	4	4	5	4	4	3	5	51
26.	4	4	2	4	4	5	5	5	4	4	2	4	47
27.	5	5	2	5	4	3	3	3	3	4	2	5	44
28.	5	4	2	4	5	5	4	4	4	5	2	4	48
29.	4	3	3	3	5	5	5	5	5	5	3	3	49
30.	4	5	4	4	3	4	3	4	4	3	4	4	46
31.	4	4	4	4	3	5	5	5	5	3	4	4	50
32.	5	5	4	3	4	5	5	5	4	4	4	3	51
33.	5	4	4	5	4	4	4	3	3	4	4	5	49
34.	4	4	4	2	3	4	3	3	4	3	4	2	40
35.	4	5	5	1	4	4	4	4	4	4	5	1	45
36.	2	5	5	3	4	5	3	4	3	4	5	3	46
37.	4	5	5	2	3	5	3	3	5	3	5	2	45
38.	3	5	4	3	1	4	3	1	2	1	4	3	34
39.	4	4	4	3	1	4	2	2	1	1	4	3	33
40.	3	5	5	4	1	2	2	3	3	1	5	4	38
41.	4	5	4	4	5	4	3	2	2	2	4	4	43
42.	5	5	5	4	1	3	4	2	3	1	5	4	42
43.	3	5	5	3	3	4	2	2	3	3	5	3	41

44.	5	3	5	4	4	3	4	4	4	4	5	4	49
45.	5	5	4	5	4	4	4	5	4	4	4	5	53
46.	4	4	4	4	4	5	5	5	4	4	4	4	51
47.	4	4	4	4	4	3	3	3	3	4	4	4	44
48.	4	4	5	4	5	5	4	4	4	5	5	4	53
49.	5	3	5	3	5	5	5	5	5	5	5	3	54
50.	5	5	5	5	3	4	3	4	4	3	5	5	51
51.	4	4	3	2	3	4	3	3	4	3	3	2	38
52.	4	3	2	3	4	4	4	4	4	4	2	3	41
53.	2	4	4	3	4	5	3	4	3	4	4	3	43
54.	4	3	4	2	3	5	3	3	5	3	4	2	41
55.	5	4	4	4	4	4	4	5	5	5	4	4	52
56.	5	4	4	4	5	4	4	4	5	5	4	4	52
57.	4	4	4	4	4	3	4	5	4	4	4	4	48
58.	4	3	4	4	4	3	4	4	4	4	4	4	46
59.	4	2	2	2	2	5	4	4	4	4	2	2	37
60.	4	2	2	2	3	3	4	4	4	4	2	2	36
61.	4	3	4	4	4	1	4	4	4	3	4	4	43
62.	4	2	4	4	4	2	2	2	4	2	4	4	38
63.	4	2	4	4	4	2	2	2	4	2	4	4	38
64.	4	3	3	3	4	3	4	4	4	4	3	3	42
65.	4	2	2	2	4	3	2	4	4	3	2	2	34
66.	4	2	2	3	4	2	2	3	4	3	2	3	34
67.	4	3	2	2	4	3	3	4	4	3	2	2	36
68.	3	3	3	4	3	3	3	4	3	4	3	4	40
69.	5	4	4	4	5	4	5	5	5	5	4	4	54
70.	5	4	4	4	5	4	4	5	5	5	4	4	53
71.	5	4	4	3	5	4	4	5	5	5	4	3	51
72.	5	4	5	5	5	4	4	5	5	5	5	5	57
73.	5	3	3	4	5	3	3	5	4	4	3	4	46
74.	5	3	3	3	4	4	4	5	5	5	3	3	47
75.	5	3	3	4	5	4	4	4	5	5	3	4	49
76.	5	3	4	3	4	3	3	4	5	4	4	3	45
77.	5	3	4	3	5	4	3	5	5	4	4	3	48
78.	4	4	4	5	5	4	4	5	4	5	4	5	53
79.	5	3	3	4	4	4	4	4	5	4	3	4	47
80.	5	3	3	3	5	4	3	5	5	4	3	3	46
81.	5	4	4	4	5	4	4	5	5	4	4	4	52
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83.	3	3	3	4	3	3	3	4	3	4	3	4	40
84.	4	3	4	4	4	4	5	5	5	5	4	4	51
85.	4	2	4	4	4	1	2	2	4	2	4	4	37
86.	4	3	3	3	4	3	4	4	4	4	3	3	42
87.	3	2	2	2	3	3	2	4	4	3	2	2	32
88.	4	4	2	3	3	5	4	4	4	5	2	3	43
89.	4	4	4	3	4	5	5	5	5	5	4	3	51
90.	4	3	4	3	3	4	3	4	4	3	4	3	42
91.	4	4	4	4	3	5	5	5	5	3	4	4	50

92.	5	5	4	3	4	5	5	5	4	4	4	3	51
93.	5	4	4	5	4	4	4	3	3	4	4	5	49
94.	5	4	4	4	3	4	3	3	4	3	4	4	45
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143.	4	3	4	5	5	5	5	4	4	5	4	5	53
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162.	4	2	4	4	4	2	2	2	2	2	4	4	36
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164.	4	3	3	3	4	3	2	3	4	4	4	3	40
165.	4	2	2	2	4	2	4	3	2	4	4	4	37
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168.	3	3	3	4	3	3	3	3	3	4	3	5	40
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184.	4	3	4	4	4	3	2	4	5	5	5	3	46
185.	4	2	4	4	4	2	3	1	2	2	4	4	36
186.	4	3	3	3	4	3	3	3	4	4	4	5	43
187.	3	2	2	2	3	2	3	3	2	4	4	3	33

188.	4	4	2	3	3	4	4	5	4	4	4	4	45
189.	4	4	4	3	4	4	3	5	5	5	5	5	51
190.	4	3	4	3	3	3	5	4	3	4	4	3	43
191.	5	5	4	5	4	5	4	4	4	5	4	4	53
192.	4	4	4	4	4	5	3	5	5	5	4	5	52
193.	4	4	4	4	4	5	5	3	3	3	3	3	45
194.	4	4	5	4	5	5	2	5	4	4	4	4	50
195.	5	3	3	3	5	3	4	4	3	5	5	2	45
196.	5	4	4	4	5	4	4	4	4	5	5	4	52
197.	5	4	3	3	4	4	4	2	3	4	5	4	45
198.	3	3	3	4	3	3	3	3	3	4	3	5	40
199.	4	3	4	4	4	3	2	4	5	5	5	3	46
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Hasil Jawaban Kuesioner Responden Variabel Copywriting										
NO	Butir – butir Pernyataan									TOTAL
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4.	3	5	4	3	3	4	4	4	3	33
5.	4	4	5	4	4	3	3	3	4	34
6.	3	3	3	4	3	4	3	2	3	28
7.	4	4	4	4	4	4	2	2	4	32
8.	5	5	5	4	4	3	2	2	4	34
9.	3	4	2	3	4	4	2	4	4	30
10.	2	3	3	3	4	5	4	5	4	33
11.	4	4	4	5	4	5	5	5	4	40
12.	3	3	3	4	3	5	5	4	4	34
13.	3	3	3	5	3	5	4	3	4	33
14.	4	4	4	3	4	3	3	4	4	33
15.	3	3	3	4	3	5	4	2	5	32
16.	5	5	5	5	5	5	3	3	5	41
17.	2	3	2	4	4	5	3	3	5	31
18.	3	3	3	3	3	5	3	3	4	30
19.	4	4	4	5	4	5	2	2	4	34
20.	4	4	4	4	4	4	2	2	5	33
21.	4	4	4	3	4	5	3	3	4	34
22.	3	3	4	2	3	5	4	4	5	33
23.	4	4	4	3	4	5	2	2	5	33
24.	3	3	3	4	3	3	4	4	5	32
25.	5	5	5	4	5	5	4	4	4	41
26.	3	3	4	3	3	4	5	5	4	34
27.	3	3	3	4	3	5	3	3	4	31
28.	4	4	4	5	4	4	4	4	5	38
29.	5	5	5	5	5	3	5	5	5	43

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63.	3	3	3	3	4	3	4	5	5	33
64.	3	4	3	3	3	4	3	3	3	29
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68.	4	3	4	4	4	3	2	5	5	34
69.	4	2	2	4	4	4	2	5	5	32
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71.	2	3	2	2	2	5	5	3	3	27
72.	4	2	2	4	4	5	5	4	4	34
73.	3	3	3	3	3	5	4	3	4	31
74.	2	3	2	2	2	3	3	3	3	23
75.	3	2	1	1	1	5	4	3	1	21
76.	2	1	1	1	2	3	2	2	2	16
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81.	4	4	4	4	4	5	4	4	4	37
82.	4	4	4	4	5	3	3	4	5	36
83.	5	4	4	4	5	5	4	5	5	41
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85.	4	4	5	5	4	5	3	4	4	38
86.	5	5	5	5	5	5	3	5	5	43
87.	3	4	3	3	4	3	4	3	4	31
88.	4	4	5	5	4	4	3	4	4	37
89.	5	5	5	5	5	4	5	5	5	44
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91.	5	5	3	3	5	4	2	5	5	37
92.	5	4	4	4	5	3	2	5	5	37
93.	4	3	4	4	3	4	2	4	3	31
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96.	3	3	4	4	4	5	5	3	4	35
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103.	4	3	3	4	3	3	3	3	4	30
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105.	3	3	3	3	4	3	3	3	3	28
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107.	4	4	2	4	4	3	2	2	4	29
108.	2	3	2	4	4	4	2	2	4	27
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111.	5	5	5	3	2	4	5	5	3	37
112.	3	5	5	2	5	5	5	5	2	37
113.	3	5	4	4	4	4	4	4	4	36
114.	4	3	3	4	3	4	3	3	4	31
115.	4	5	4	3	4	5	4	4	3	36
116.	3	5	3	1	4	5	3	3	1	28
117.	1	5	3	1	3	5	3	3	1	25
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119.	3	5	2	3	2	4	2	2	3	26
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125.	5	5	4	2	4	5	4	4	2	35

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143.	4	5	5	4	4	4	4	3	4	37
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145.	4	5	5	4	4	4	3	3	4	36
146.	4	5	5	5	4	5	4	3	5	40
147.	3	5	4	4	4	4	5	3	4	36
148.	4	5	4	5	4	5	4	3	5	39
149.	4	4	5	4	4	4	4	3	4	36
150.	4	5	4	4	3	4	3	3	4	34
151.	4	5	4	5	3	5	3	4	5	38
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159.	3	4	4	4	3	4	5	4	4	35
160.	3	4	4	4	4	4	3	3	4	33
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162.	2	5	5	4	5	4	5	5	4	39
163.	4	3	4	5	5	2	4	4	5	36
164.	4	4	3	3	3	4	3	3	3	30
165.	3	4	5	4	4	4	5	5	4	38
166.	4	4	3	5	5	2	3	3	5	34
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168.	5	3	2	5	5	4	2	2	5	33
169.	5	4	2	5	5	4	2	2	5	34
170.	5	5	4	4	3	5	4	4	4	38
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173.	5	5	4	3	4	4	4	4	3	36

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179.	5	5	5	4	2	4	5	5	4	39
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181.	4	5	4	4	4	4	4	4	4	37
182.	4	3	3	4	5	4	3	3	4	33
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190.	5	4	3	3	4	2	3	3	3	30
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192.	3	3	4	3	3	4	3	2	3	28
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197.	4	3	4	3	3	4	3	2	3	29
198.	5	4	4	4	4	4	4	4	4	37
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Hasil Jawaban Kuesioner Responden Variabel Minat Beli									
	Butir – butir Pernyataan								
NO	P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
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4.	4	3	3	4	3	3	3	4	27
5.	5	4	4	3	4	5	5	4	34
6.	3	4	3	4	2	3	3	3	25
7.	4	4	4	4	2	2	2	3	25
8.	5	4	4	3	2	2	2	4	26
9.	2	3	4	4	2	2	2	2	21
10.	3	3	4	5	4	4	4	2	29
11.	4	5	4	5	3	5	5	5	36
12.	3	4	3	5	4	5	5	5	34
13.	3	5	3	5	4	4	4	3	31
14.	4	3	4	3	3	4	3	3	27
15.	3	4	3	5	4	4	4	4	31

16.	5	5	5	5	4	5	3	4	36
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23.	4	3	4	5	3	4	2	2	27
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26.	4	3	3	4	4	5	5	5	33
27.	3	4	3	5	4	3	3	3	28
28.	4	5	4	4	5	5	4	4	35
29.	5	5	5	3	5	5	5	5	38
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46.	2	4	4	5	4	5	5	5	34
47.	2	4	4	5	4	3	3	3	28
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61.	3	4	3	5	4	1	4	4	28
62.	4	4	5	5	4	2	2	2	28
63.	3	3	4	3	4	2	2	2	23

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66.	4	3	3	4	4	2	2	3	25
67.	3	3	4	4	4	3	3	4	28
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73.	3	3	3	5	5	3	3	5	30
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78.	2	2	2	5	5	4	4	5	29
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82.	4	4	5	3	4	2	3	4	29
83.	4	4	5	5	3	3	3	4	31
84.	4	4	3	5	4	4	5	5	34
85.	5	5	4	5	4	1	2	2	28
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93.	4	4	3	4	4	4	4	3	30
94.	3	3	3	5	3	4	3	3	27
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96.	4	4	4	5	5	5	3	4	34
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99.	5	5	5	5	3	5	5	5	38
100.	3	3	4	3	3	4	3	4	27
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102.	4	4	3	4	5	4	2	3	29
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109.	2	3	3	4	2	4	3	2	23
110.	4	3	2	5	4	5	5	4	32
111.	5	3	2	4	3	5	2	5	29

112.	5	2	5	5	4	5	4	5	35
113.	4	4	4	4	4	5	3	4	32
114.	3	4	3	4	3	5	2	4	28
115.	4	3	4	5	4	5	3	4	32
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117.	3	1	3	5	3	5	4	5	29
118.	3	1	5	5	5	5	4	4	32
119.	2	3	2	4	5	5	4	4	29
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121.	3	4	3	5	2	5	4	4	30
122.	4	2	2	5	1	5	5	3	27
123.	2	3	3	5	3	5	4	4	29
124.	4	3	3	3	4	3	5	3	28
125.	4	2	4	5	4	5	4	4	32
126.	4	4	4	5	4	4	5	5	35
127.	4	4	5	4	4	4	4	5	34
128.	4	4	4	4	3	4	5	4	32
129.	4	4	4	4	3	4	4	4	31
130.	2	2	2	2	5	4	4	4	25
131.	1	1	1	4	1	4	4	4	20
132.	4	4	4	3	1	4	4	4	28
133.	4	4	4	4	1	2	2	4	25
134.	4	4	4	4	1	2	2	4	25
135.	3	3	4	4	3	4	4	4	29
136.	2	2	4	4	3	2	4	4	25
137.	2	2	4	3	2	2	3	4	22
138.	2	2	4	4	3	3	4	4	26
139.	3	4	3	4	3	3	4	3	27
140.	4	4	5	5	4	5	5	5	37
141.	4	4	5	5	4	4	5	5	36
142.	4	3	5	5	4	4	5	5	35
143.	5	5	5	5	4	4	5	5	38
144.	3	4	5	4	3	3	5	5	32
145.	3	3	4	4	4	4	5	5	32
146.	3	4	5	5	4	4	4	5	34
147.	4	3	4	5	3	3	4	5	31
148.	4	3	5	5	4	3	5	5	34
149.	4	5	5	5	4	4	5	4	36
150.	3	4	4	4	4	4	4	5	32
151.	3	3	5	4	4	3	5	5	32
152.	4	4	5	4	4	4	5	5	35
153.	3	3	4	4	2	3	4	5	28
154.	3	4	3	4	3	3	4	3	27
155.	4	4	5	5	4	5	5	5	37
156.	4	4	4	4	1	2	2	4	25
157.	3	3	4	4	3	4	4	4	29
158.	2	2	4	4	3	2	4	4	25
159.	4	4	4	4	3	4	5	4	32

160.	4	4	4	4	3	4	4	4	31
161.	4	4	4	4	3	4	4	4	31
162.	5	4	5	4	4	2	2	2	28
163.	4	5	5	2	4	2	3	2	27
164.	3	3	3	4	4	3	2	3	25
165.	5	4	4	4	4	2	4	3	30
166.	3	5	5	2	4	2	4	2	27
167.	2	3	4	3	4	3	4	3	26
168.	2	5	5	4	3	3	3	3	28
169.	2	5	5	4	5	4	5	4	34
170.	4	4	3	5	5	4	4	4	33
171.	5	3	3	4	5	4	3	4	31
172.	5	4	4	5	5	4	4	4	35
173.	4	3	4	4	5	3	3	3	29
174.	3	4	3	3	4	4	5	5	31
175.	4	5	3	5	4	4	4	5	34
176.	3	4	3	4	3	3	4	5	29
177.	3	5	3	3	4	3	5	5	31
178.	5	5	4	4	4	4	5	4	35
179.	4	4	3	3	4	4	4	5	31
180.	3	5	3	4	4	3	5	5	32
181.	4	5	4	4	4	4	5	5	35
182.	3	4	4	4	2	3	4	5	29
183.	4	3	3	3	3	3	4	3	26
184.	4	4	3	2	4	5	5	5	32
185.	4	4	2	3	1	2	2	4	22
186.	3	4	3	3	3	4	4	4	28
187.	2	3	2	3	3	2	4	4	23
188.	3	3	4	4	5	4	4	4	31
189.	3	4	4	3	5	5	5	5	34
190.	3	3	3	5	4	3	4	4	29
191.	5	4	5	4	4	4	5	4	35
192.	4	4	5	3	5	5	5	4	35
193.	4	4	5	5	3	3	3	3	30
194.	5	5	3	3	4	5	5	3	33
195.	5	5	4	4	5	5	5	4	37
196.	5	4	3	4	4	4	4	3	31
197.	3	3	3	3	4	3	3	3	25
198.	5	4	5	4	5	4	4	5	36
199.	3	2	2	2	4	2	2	2	19
200.	4	2	2	3	4	2	2	2	21

Lampiran I

(KUSIONER LAMPIRAN SATU)

Lampiran II

Hasil Uji Karakteristik Responden

JENIS KELAMIN					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	160	80.0	80.0	80.0
	PEREMPUA	40	20.0	20.0	100.0
	N				
Total		200	100.0	100.0	

USIA						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	23-27 TAHUN	30	15.0	15.0	15.0	
	28-32 TAHUN	57	28.5	28.5	43.5	
	33-37 TAHUN	71	35.5	35.5	79.0	
	38-42 TAHUN	36	18.0	18.0	97.0	
	43-48 TAHUN	3	1.5	1.5	98.5	
	49-53 TAHUN	3	1.5	1.5	100.0	
	Total		200	100.0	100.0	

PEKERJAAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PELAJAR/MAHASISWA	3	1.5	1.5	1.5
	WIRASWASTA	17	8.5	8.5	10.0
	BUMD	55	27.5	27.5	37.5
	PNS	85	42.5	42.5	80.0
	PEGAWAI SWASTA	35	17.5	17.5	97.5
	FREELANCE	4	2.0	2.0	99.5
	BUMN	1	.5	.5	100.0
	Total	200	100.0	100.0	

PENGHASILAN PERBULAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1.000.000	3	1.5	1.5	1.5
	1.000.000-2.000.000	8	4.0	4.0	5.5
	2.100.000-3.000.000	49	24.5	24.5	30.0
	3.100.000-4.000.000	81	40.5	40.5	70.5
	4.100.000-5.000.000	32	16.0	16.0	86.5
	5.100.000-6.000.000	3	1.5	1.5	88.0
	6.100.000-7.000.000	22	11.0	11.0	99.0
	7.100.000-8.000.000	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

BIAYA BENGKEL PERBULAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	101.000-200.000	1	.5	.5	.5
	201.000-300.000	26	13.0	13.0	13.5
	301.000-400.000	40	20.0	20.0	33.5
	401.000-500.000	60	30.0	30.0	63.5
	801.000-900.000	73	36.5	36.5	100.0
	Total	200	100.0	100.0	

FREKUENSI MELIHAT KONTEN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	JARANG SEKALI	1	.5	.5	.5
	JARANG	31	15.5	15.5	16.0
	KADANG KADANG	56	28.0	28.0	44.0
	CUKUP SERING	62	31.0	31.0	75.0
	SERING	35	17.5	17.5	92.5
	SETIAP POSTINGAN	15	7.5	7.5	99.0
	Total	200	100.0	100.0	

Lampiran III

Hasil Uji Frekuensi Jawaban Variabel

KM1

	Frekuensi	Percent	Valid Percent	Cumulative Percent
2	14	7,0	7,0	7,0
3	29	14,5	14,5	21,5
Valid 4	88	44,0	44,0	65,5
5	69	34,5	34,5	100,0
Total	200	100,0	100,0	

KM2

	Frekuensi	Percent	Valid Percent	Cumulative Percent
2	22	11,0	11,0	11,0
3	70	35,0	35,0	46,0
Valid 4	65	32,5	32,5	78,5
5	43	21,5	21,5	100,0
Total	200	100,0	100,0	

KM3

	Frekuensi	Percent	Valid Percent	Cumulative Percent
1	8	4,0	4,0	4,0
2	35	17,5	17,5	21,5
Valid 3	63	31,5	31,5	53,0
4	79	39,5	39,5	92,5
5	15	7,5	7,5	100,0
Total	200	100,0	100,0	

KM4

	Frekuensi	Percent	Valid Percent	Cumulative Percent
1	1	,5	,5	,5
Valid 2	26	13,0	13,0	13,5
3	62	31,0	31,0	44,5
4	92	46,0	46,0	90,5

5	19	9,5	9,5	100,0
Total	200	100,0	100,0	

KM5

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	9	4,5	4,5	4,5
2	16	8,0	8,0	12,5
3	45	22,5	22,5	35,0
4	92	46,0	46,0	81,0
5	38	19,0	19,0	100,0
Total	200	100,0	100,0	

KM6

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	2	1,0	1,0	1,0
2	18	9,0	9,0	10,0
3	45	22,5	22,5	32,5
4	79	39,5	39,5	72,0
5	56	28,0	28,0	100,0
Total	200	100,0	100,0	

KM7

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	29	14,5	14,5	14,5
3	61	30,5	30,5	45,0
4	77	38,5	38,5	83,5
5	33	16,5	16,5	100,0
Total	200	100,0	100,0	

KM8

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	5	2,5	2,5	2,5
2	23	11,5	11,5	14,0
3	41	20,5	20,5	34,5
4	87	43,5	43,5	78,0
5	44	22,0	22,0	100,0
Total	200	100,0	100,0	

KM9

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1,5	1,5	1,5
2	30	15,0	15,0	16,5
3	58	29,0	29,0	45,5
4	75	37,5	37,5	83,0
5	34	17,0	17,0	100,0
Total	200	100,0	100,0	

KM10

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	10	5,0	5,0	5,0
2	25	12,5	12,5	17,5
3	44	22,0	22,0	39,5
4	80	40,0	40,0	79,5
5	41	20,5	20,5	100,0
Total	200	100,0	100,0	

KM11

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	8	4,0	4,0	4,0
2	27	13,5	13,5	17,5
3	48	24,0	24,0	41,5
4	83	41,5	41,5	83,0

5	34	17,0	17,0	100,0
Total	200	100,0	100,0	

KM12

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	4	2,0	2,0	2,0
2	22	11,0	11,0	13,0
3	50	25,0	25,0	38,0
4	89	44,5	44,5	82,5
5	35	17,5	17,5	100,0
Total	200	100,0	100,0	

Hasil Uji Frekuensi Jawaban Copywriting (X2)

CW1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	3	1,5	1,5	1,5
2	28	14,0	14,0	15,5
3	58	29,0	29,0	44,5
4	71	35,5	35,5	80,0
5	40	20,0	20,0	100,0
Total	200	100,0	100,0	

CW2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	1	,5	,5	,5
2	9	4,5	4,5	5,0
3	59	29,5	29,5	34,5
4	73	36,5	36,5	71,0
5	58	29,0	29,0	100,0
Total	200	100,0	100,0	

CW3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2,0	2,0	2,0
2	31	15,5	15,5	17,5
3	58	29,0	29,0	46,5
4	71	35,5	35,5	82,0
5	36	18,0	18,0	100,0
Total	200	100,0	100,0	

CW4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	7	3,5	3,5	3,5
2	18	9,0	9,0	12,5
3	57	28,5	28,5	41,0
4	84	42,0	42,0	83,0
5	34	17,0	17,0	100,0
Total	200	100,0	100,0	

CW5

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2,0	2,0	2,0
2	18	9,0	9,0	11,0
3	56	28,0	28,0	39,0
4	88	44,0	44,0	83,0
5	34	17,0	17,0	100,0
Total	200	100,0	100,0	

CW6

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 2	6	3,0	3,0	3,0
3	33	16,5	16,5	19,5
4	79	39,5	39,5	59,0
5	82	41,0	41,0	100,0

Total	200	100,0	100,0
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CW7

	Frekuensi	Percent	Valid Percent	Cumulative Percent
1	1	,5	,5	,5
2	35	17,5	17,5	18,0
3	61	30,5	30,5	48,5
4	66	33,0	33,0	81,5
5	37	18,5	18,5	100,0
Total	200	100,0	100,0	

CW8

	Frekuensi	Percent	Valid Percent	Cumulative Percent
1	1	,5	,5	,5
2	33	16,5	16,5	17,0
3	75	37,5	37,5	54,5
4	62	31,0	31,0	85,5
5	29	14,5	14,5	100,0
Total	200	100,0	100,0	

CW9

	Frekuensi	Percent	Valid Percent	Cumulative Percent
1	6	3,0	3,0	3,0
2	19	9,5	9,5	12,5
3	48	24,0	24,0	36,5
4	84	42,0	42,0	78,5
5	43	21,5	21,5	100,0
Total	200	100,0	100,0	

Hasil Uji Frekuensi Jawaban Kualitas Minat Beli (Y)

MB1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	5	2,5	2,5	2,5
Valid 2	32	16,0	16,0	18,5
Valid 3	65	32,5	32,5	51,0
Valid 4	72	36,0	36,0	87,0
Valid 5	26	13,0	13,0	100,0
Total	200	100,0	100,0	

MB2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	8	4,0	4,0	4,0
Valid 2	21	10,5	10,5	14,5
Valid 3	57	28,5	28,5	43,0
Valid 4	83	41,5	41,5	84,5
Valid 5	31	15,5	15,5	100,0
Total	200	100,0	100,0	

MB3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1,0	1,0	1,0
Valid 2	19	9,5	9,5	10,5
Valid 3	57	28,5	28,5	39,0
Valid 4	85	42,5	42,5	81,5
Valid 5	37	18,5	18,5	100,0
Total	200	100,0	100,0	

MB4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 2	6	3,0	3,0	3,0
Valid 3	39	19,5	19,5	22,5
Valid 4	77	38,5	38,5	61,0
Valid 5	78	39,0	39,0	100,0

Total	200	100,0	100,0
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MB5

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	15	7,5	7,5	7,5
2	14	7,0	7,0	14,5
3	50	25,0	25,0	39,5
4	87	43,5	43,5	83,0
5	34	17,0	17,0	100,0
Total	200	100,0	100,0	

MB6

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1,0	1,0	1,0
2	24	12,0	12,0	13,0
3	45	22,5	22,5	35,5
4	82	41,0	41,0	76,5
5	47	23,5	23,5	100,0
Total	200	100,0	100,0	

MB7

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 2	28	14,0	14,0	14,0
3	48	24,0	24,0	38,0
4	79	39,5	39,5	77,5
5	45	22,5	22,5	100,0
Total	200	100,0	100,0	

MB8

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1,5	1,5	1,5

KM6	Pearson Correlation	.472*	.162	.503*	.130	.560*	1	.680*	.500*	.428*	.347	.684*	.423*	.720**
	Sig. (2-tailed)	.008	.393	.005	.495	.001		.000	.005	.018	.061	.000	.020	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KM7	Pearson Correlation	.640*	.315	.530*	.139	.299	.680*	1	.534*	.214	.351	.558*	.330	.660**
	Sig. (2-tailed)	.000	.090	.003	.465	.108	.000		.002	.257	.057	.001	.075	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KM8	Pearson Correlation	.587*	.301	.328	.413*	.243	.500*	.534*	1	.348	.618*	.518*	.834*	.755**
	Sig. (2-tailed)	.001	.106	.077	.023	.195	.005	.002		.060	.000	.003	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KM9	Pearson Correlation	.463*	.362*	.221	.165	.761*	.428*	.214	.348	1	.508*	.718*	.393*	.744**
	Sig. (2-tailed)	.010	.049	.240	.383	.000	.018	.257	.060		.004	.000	.032	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KM10	Pearson Correlation	.447*	.344	.118	.447*	.199	.347	.351	.618*	.508*	1	.577*	.490*	.692**
	Sig. (2-tailed)	.013	.062	.534	.013	.292	.061	.057	.000	.004		.001	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KM11	Pearson Correlation	.518*	.370*	.251	.070	.532*	.684*	.558*	.518*	.718*	.577*	1	.493*	.811**
	Sig. (2-tailed)	.003	.044	.182	.712	.002	.000	.001	.003	.000	.001		.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KM12	Pearson Correlation	.454*	.295	.317	.397*	.306	.423*	.330	.834*	.393*	.490*	.493*	1	.709**
	Sig. (2-tailed)	.012	.113	.088	.030	.100	.020	.075	.000	.032	.006	.006		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL KONTEN MAREKTING	Pearson Correlation	.775*	.562*	.517*	.411*	.663*	.720*	.660*	.755*	.744*	.692*	.811*	.709*	1
	Sig. (2-tailed)	.000	.001	.003	.024	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

	N	30	30	30	30	30	30	30	30	30	30
CW8	Pearson Correlation	.164	.340	.476**	.671**	.549**	.576**	.633**	1	.686**	.764**
	Sig. (2-tailed)	.386	.066	.008	.000	.002	.001	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30
CW9	Pearson Correlation	.469**	.241	.512**	.450*	.455*	.507**	.556**	.686**	1	.751**
	Sig. (2-tailed)	.009	.200	.004	.012	.012	.004	.001	.000		.000
	N	30	30	30	30	30	30	30	30	30	30
TOTAL COPY WRITING	Pearson Correlation	.541**	.574**	.840**	.768**	.699**	.772**	.778**	.764**	.751**	1
	Sig. (2-tailed)	.002	.001	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	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								TOTAL MINAT BELI
		MB1	MB2	MB3	MB4	MB5	MB6	MB7	MB8	
MB1	Pearson Correlation	1	.755*	.401*	.678*	.595*	.639*	.504*	.175	.789**
	Sig. (2-tailed)		.000	.028	.000	.001	.000	.005	.356	.000
	N	30	30	30	30	30	30	30	30	30
MB2	Pearson Correlation	.755*	1	.258	.755*	.685*	.622*	.612*	.336	.830**
	Sig. (2-tailed)	.000		.169	.000	.000	.000	.000	.069	.000
	N	30	30	30	30	30	30	30	30	30
MB3	Pearson Correlation	.401*	.258	1	.434*	.340	.367*	.248	.330	.558**
	Sig. (2-tailed)	.028	.169		.017	.066	.046	.186	.075	.001

	N	30	30	30	30	30	30	30	30	30
MB4	Pearson Correlation	.678*	.755*	.434*	1	.767*	.746*	.599*	.255	.874**
	Sig. (2-tailed)	.000	.000	.017		.000	.000	.000	.174	.000
	N	30	30	30	30	30	30	30	30	30
MB5	Pearson Correlation	.595*	.685*	.340	.767*	1	.796*	.711*	.390*	.876**
	Sig. (2-tailed)	.001	.000	.066	.000		.000	.000	.033	.000
	N	30	30	30	30	30	30	30	30	30
MB6	Pearson Correlation	.639*	.622*	.367*	.746*	.796*	1	.609*	.147	.826**
	Sig. (2-tailed)	.000	.000	.046	.000	.000		.000	.438	.000
	N	30	30	30	30	30	30	30	30	30
MB7	Pearson Correlation	.504*	.612*	.248	.599*	.711*	.609*	1	.473*	.782**
	Sig. (2-tailed)	.005	.000	.186	.000	.000	.000		.008	.000
	N	30	30	30	30	30	30	30	30	30
MB8	Pearson Correlation	.175	.336	.330	.255	.390*	.147	.473*	1	.502**
	Sig. (2-tailed)	.356	.069	.075	.174	.033	.438	.008		.005
	N	30	30	30	30	30	30	30	30	30
TOTAL MINAT BELI	Pearson Correlation	.789*	.830*	.558*	.874*	.876*	.826*	.782*	.502*	1
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.000	.005	
	N	30	30	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).

Lampiran V

Hasil Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.883	12

Reliability Statistics

Cronbach's Alpha	N of Items
,877	9

Reliability Statistics

Cronbach's Alpha	N of Items
,892	8

Lampiran VI**Hasil Uji Normalitas****One-Sample Kolmogorov-Smirnov Test**

		TOTAL KONTEN MAREKTIN G	TOTAL COPY WRITING	TOTAL MINAT BELI
N		200	200	200
Normal Parameters ^{a,b}	Mean	43,61	33,07	29,60
	Std. Deviation	5,970	4,937	4,122
Most Extreme Differences	Absolute	,072	,065	,073
	Positive	,062	,065	,073
	Negative	-,072	-,065	-,067
Kolmogorov-Smirnov Z		1,017	,918	1,030
Asymp. Sig. (2-tailed)		,252	,369	,239

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII**Hasil Uji Lineritas****ANOVA Table**

	Sum of Squares	df	Mean Square	F	Sig.
--	----------------	----	-------------	---	------

		(Combined)	1658,057	25	66,322	6,694	,000
TOTAL MINAT BELI * TOTAL KONTEN MAREKTING	Between Groups	Linearity	1525,728	1	1525,728	153,994	,000
		Deviation from Linearity	132,328	24	5,514	,557	,954
	Within Groups		1723,943	174	9,908		
	Total		3382,000	199			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
		(Combined)	1529,566	24	63,732	6,021	,000
TOTAL MINAT BELI * TOTAL COPY WRITING	Between Groups	Linearity	1239,813	1	1239,813	117,125	,000
		Deviation from Linearity	289,753	23	12,598	1,190	,259
	Within Groups		1852,434	175	10,585		
	Total		3382,000	199			

Lampiran VIII

Hasil Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,948	1,560		,608	,544	
	TOTAL KONTEN MAREKTING	,374	,031	,541	12,014	,000	,915 1,093
	TOTAL COPY WRITING	,374	,038	,448	9,939	,000	,915 1,093

a. Dependent Variable: TOTAL MINAT BELI

Lampiran X

Hasil Uji Regresi Berganda Uji t

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,797 ^a	,634	,631	2,505

a. Predictors: (Constant), TOTAL COPY WRITING, TOTAL KONTEN MAREKTING

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2145,633	2	1072,816	170,940	,000 ^b
	Residual	1236,367	197	6,276		
	Total	3382,000	199			

a. Dependent Variable: TOTAL MINAT BELI

b. Predictors: (Constant), TOTAL COPY WRITING, TOTAL KONTEN MAREKTING

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,948	1,560		,608	,544
	TOTAL KONTEN MAREKTING	,374	,031	,541	12,014	,000
	TOTAL COPY WRITING	,374	,038	,448	9,939	,000

a. Dependent Variable: TOTAL MINAT BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.375	1.600		5.859	.000
TOTAL KONTEN MAREKTING	.464	.036	.672	12.757	.000

a. Dependent Variable: TOTAL MINAT BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.883	1.579		8.159	.000
TOTAL COPY WRITING	.506	.047	.605	10.705	.000

a. Dependent Variable: TOTAL MINAT BELI

Data perhitungan t-tabel

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
161	0.67602	1.28683	1.65437	1.97481	2.34973	2.60671	3.14162
162	0.67601	1.28680	1.65431	1.97472	2.34959	2.60652	3.14130
163	0.67600	1.28677	1.65426	1.97462	2.34944	2.60633	3.14098
164	0.67599	1.28673	1.65420	1.97453	2.34930	2.60614	3.14067
165	0.67598	1.28670	1.65414	1.97445	2.34916	2.60595	3.14036
166	0.67597	1.28667	1.65408	1.97436	2.34902	2.60577	3.14005
167	0.67596	1.28664	1.65403	1.97427	2.34888	2.60559	3.13975
168	0.67595	1.28661	1.65397	1.97419	2.34875	2.60541	3.13945
169	0.67594	1.28658	1.65392	1.97410	2.34862	2.60523	3.13915
170	0.67594	1.28655	1.65387	1.97402	2.34848	2.60506	3.13886
171	0.67593	1.28652	1.65381	1.97393	2.34835	2.60489	3.13857
172	0.67592	1.28649	1.65376	1.97385	2.34822	2.60471	3.13829
173	0.67591	1.28646	1.65371	1.97377	2.34810	2.60455	3.13801
174	0.67590	1.28644	1.65366	1.97369	2.34797	2.60438	3.13773
175	0.67589	1.28641	1.65361	1.97361	2.34784	2.60421	3.13745
176	0.67589	1.28638	1.65356	1.97353	2.34772	2.60405	3.13718
177	0.67588	1.28635	1.65351	1.97346	2.34760	2.60389	3.13691
178	0.67587	1.28633	1.65346	1.97338	2.34748	2.60373	3.13665
179	0.67586	1.28630	1.65341	1.97331	2.34736	2.60357	3.13638
180	0.67586	1.28627	1.65336	1.97323	2.34724	2.60342	3.13612
181	0.67585	1.28625	1.65332	1.97316	2.34713	2.60326	3.13587
182	0.67584	1.28622	1.65327	1.97308	2.34701	2.60311	3.13561
183	0.67583	1.28619	1.65322	1.97301	2.34690	2.60296	3.13536
184	0.67583	1.28617	1.65318	1.97294	2.34678	2.60281	3.13511
185	0.67582	1.28614	1.65313	1.97287	2.34667	2.60267	3.13487
186	0.67581	1.28612	1.65309	1.97280	2.34656	2.60252	3.13463
187	0.67580	1.28610	1.65304	1.97273	2.34645	2.60238	3.13438
188	0.67580	1.28607	1.65300	1.97266	2.34635	2.60223	3.13415
189	0.67579	1.28605	1.65296	1.97260	2.34624	2.60209	3.13391
190	0.67578	1.28602	1.65291	1.97253	2.34613	2.60195	3.13368
191	0.67578	1.28600	1.65287	1.97246	2.34603	2.60181	3.13345
192	0.67577	1.28598	1.65283	1.97240	2.34593	2.60168	3.13322
193	0.67576	1.28595	1.65279	1.97233	2.34582	2.60154	3.13299
194	0.67576	1.28593	1.65275	1.97227	2.34572	2.60141	3.13277
195	0.67575	1.28591	1.65271	1.97220	2.34562	2.60128	3.13255
			1.97208	1.97214	2.34552	2.60115	3.13233
197	0.67574	1.28588	1.65263	1.97208	2.34543	2.60102	3.13212
198	0.67573	1.28584	1.65259	1.97202	2.34533	2.60089	3.13190
199	0.67572	1.28582	1.65255	1.97196	2.34523	2.60076	3.13169
200	0.67572	1.28580	1.65251	1.97190	2.34514	2.60063	3.13148

Data Perhitungan F-tabel

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
181	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72
182	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72
183	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72
184	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72
185	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.75	1.72
186	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.75	1.72
187	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
188	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
189	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
190	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
191	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
192	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
193	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
194	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
195	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
196	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
197	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
198	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
199	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
200	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.98	1.93	1.88	1.84	1.80	1.77	1.74	1.72



SUMBER JAYA AUTOMOTIVE CENTER

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Bandarlampung, 15 Mei 2023

Perihal: Balasan Permohonan Izin Penelitian

Yth,

Bapak/Ibu Dosen

Fakultas Ekonomi dan Bisnis

Institut Informatika dan Bisnis Darmajaya

di Tempat

Dengan hormat,

Yang bertandatangan di bawah ini:

Nama : Fagreata Khinawan, S.I.Kom., OMB.

Jabatan : Head Creative & Marketing

Menerangkan bahwa:

Nama : Muhammad Gilang Rizki Ananda

NIM : 1912110291

Telah kami setuju untuk mengadakan penelitian di Sumber Jaya Automotive Center dengan judul penelitian “Pengaruh Kualitas Layanan dan Konten Instagram Terhadap Minat Beli Ulang Melalui *Customer Experience* di Sumber Jaya Automotive Center Lampung”

Demikian surat balasan ini kami sampaikan. Terima kasih.

Head Creative & Marketing

Sumber Jaya Automotive Center

Fagreata Khinawan, S.I.Kom., OMB.