

## LAMPIRAN I



**ANGKET PENELITIAN (KUESIONER)**  
**INSTITUT INFORMATIKA DAN BISNIS DARMAJAYA**  
**FAKULTAS EKONOMI DAN BISNIS**

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Jalan Zainal Abidin Pagar Alam No.93 Lampung 35142

### **KUESIONER**

**ANALISIS PENGUKURAN EFEKTIFITAS PENGGUNAAN SELEBGRAM  
TERHADAP MINAT BELI PRODUK FASHION KAWAY LAMPUNG**

### **IDENTITAS PENELITI**

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Bandar Lampung, 18 Januari 2018

Hal : **Permohonan Bantuan Pengisian Kuisisioner**

Kepada Yth :

Bapak/ Ibu

Di

Tempat

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada konsumen yang melakukan pembelian tiket *online* di Bandar Lampung. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya. Konsentrasi Manajemen Pemasaran. Dengan judul **“ANALISIS PENGUKURAN EFEKTIFITAS PENGGUNAAN SELEBGRAM TERHADAP MINAT BELI PRODUK FASHION KAWAY LAMPUNG”**.

Sehubungan dengan maksud di atas, saya mengharapkan bantuan saudara untuk bersedia mengisi instrument penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehingga tidak seorang pun dapat menelusuri sumber informasinya. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan jawaban tersebut tidak berpengaruh terhadap kondisi saudara.

Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terimakasih.

Hormat Saya,

Purwo Sekti Yanto

# KUESIONER

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

## **ANALISIS SIKAP KONSUMEN TERHADAP MODEL BISNIS TIKET ONLINE DENGAN METODE FISHBEIN**

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

Keterangan Pengisian :

**STS = Sangat Tidak Setuju**

**TS = Tidak Setuju**

**R = Netral**

**S = Setuju**

**SS = Sangat Setuju**

No. Res :

## IDENTITAS RESPONDEN

1. Nama : .....

2. Umur : .....

3. Jenis Kelamin : .....

4. Asal Tempat Tinggal : .....

5. Pendidikan Terakhir :

SD

Diploma

S3

SMP

S1

SMA

S2

6. Pekerjaan :
- |                                           |                                        |
|-------------------------------------------|----------------------------------------|
| <input type="checkbox"/> Wiraswasta       | <input type="checkbox"/> Mahasiswa     |
| <input type="checkbox"/> PNS              | <input type="checkbox"/> Profesional   |
| <input type="checkbox"/> Ibu Rumah Tangga | <input type="checkbox"/> Karyawan BUMN |
| <input type="checkbox"/> Pelajar          |                                        |

7. Rata – Rata Pengeluaran/Bulan :
- |                                                              |
|--------------------------------------------------------------|
| <input type="checkbox"/> < Rp. 1.500.000,-                   |
| <input type="checkbox"/> Rp. 1.500.000,- s/d Rp. 2.500.000,- |
| <input type="checkbox"/> Rp. 2.500.000,- s/d Rp. 3.500.000,- |
| <input type="checkbox"/> >Rp. 4.000.000                      |

8. Media Sosial yang digunakan :
- |                                   |                                    |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Path      |
| <input type="checkbox"/> Twitter  | <input type="checkbox"/> Instagram |

9. Sosial Chat yang di gunakan :
- |                                   |                                  |
|-----------------------------------|----------------------------------|
| <input type="checkbox"/> BBM      | <input type="checkbox"/> Line    |
| <input type="checkbox"/> Whatsapp | <input type="checkbox"/> Beetalk |

## DAFTAR PERNYATAAN

Berikan penilaian atas Ikram Attamimi tentang tentang efektifitas sebagai endorser produk kaway lampung.

User Instagram : Ikram\_afro\_Attamimi

Angket untuk Variabel Selebgram (X)

Beri tanda check list (√) pada jawaban yang menurut anda benar:

### **Efektifitas Selebgram pada Atribut visibility**

| No                                                    | Pertanyaan                                                               | Skala Jawaban |          |           |           |            |
|-------------------------------------------------------|--------------------------------------------------------------------------|---------------|----------|-----------|-----------|------------|
|                                                       |                                                                          | SS            | S        | KS        | TS        | STS        |
| <b>A. Popularitas</b>                                 |                                                                          |               |          |           |           |            |
| 1.                                                    | Selebgram yang populer di media sosial                                   |               |          |           |           |            |
| 2.                                                    | Keseringan tampil di khalayak orang banyak                               |               |          |           |           |            |
| 3.                                                    | sosok yang banyak di kenal orang                                         |               |          |           |           |            |
| 4.                                                    | banyak di bicarakan orang di media sosial                                |               |          |           |           |            |
| <b>Efektifitas Selebgram Pada Atribut Credibility</b> |                                                                          |               |          |           |           |            |
| <b>A. keahlian</b>                                    |                                                                          | <b>SS</b>     | <b>S</b> | <b>KS</b> | <b>TS</b> | <b>STS</b> |
| 1.                                                    | memiliki pengetahuan untuk mengkomunikasikan produk                      |               |          |           |           |            |
| 2.                                                    | mampu memberi keyakinan dan merekomendasikan produk                      |               |          |           |           |            |
| 3.                                                    | berpengalaman dalam berperan sebagai komunikator media promosi instagram |               |          |           |           |            |
| 4.                                                    | Keunggulan akan kualitas konten untuk khalayak ramai                     |               |          |           |           |            |
| <b>B. Kepercayaan</b>                                 |                                                                          | <b>SS</b>     |          | <b>KS</b> | <b>TS</b> | <b>STS</b> |
| 1.                                                    | Mampu membuat responden percaya pada apa yang di katakan                 |               |          |           |           |            |
| 2.                                                    | Di percaya mampu menyampaikan produk                                     |               |          |           |           |            |
| 3.                                                    | Sosok yang mampu mewakili produk                                         |               |          |           |           |            |

**Efektifitas selebgram pada Atribut Attractives**

| A. Penampilan Fisik                             |                                                                     | SS | S | KS | TS | STS |
|-------------------------------------------------|---------------------------------------------------------------------|----|---|----|----|-----|
| 1.                                              | Memiliki daya Tarik tersendiri                                      |    |   |    |    |     |
| 2.                                              | Memiliki kecocokan terhadap produk yang di sampaikan                |    |   |    |    |     |
| 3.                                              | Merupakan sosok yang di pandang memukau dan mampu memikat responden |    |   |    |    |     |
| 4.                                              | Mampu memberikan inspirasi pada setiap responden                    |    |   |    |    |     |
| <b>Efektifitas selebgram pada Atribut Power</b> |                                                                     |    |   |    |    |     |
| A. Kermampuan                                   |                                                                     | SS | S | KS | TS | STS |
| 1.                                              | Dapat menarik perhatian calon konsumen terhadap responden           |    |   |    |    |     |
| 2.                                              | Dapat mempengaruhi pemikiran tentang produk terhadap reponden       |    |   |    |    |     |
| 3.                                              | Selbgram yang patut responden ikuti dan teladani                    |    |   |    |    |     |
| 4.                                              | Selbgram yang mampu menjadi idola dan panutan                       |    |   |    |    |     |

Berikan penilaian atas Malani Kiki Zanetou tentang tentang efektifitas sebagai endorser produk kaway lampung.

User Instagram : Mkzanetou

**Efektifitas Selebgram pada Atribut visibility**

| No                                                    | Pertanyaan                                                               | Skala Jawaban |   |    |    |     |
|-------------------------------------------------------|--------------------------------------------------------------------------|---------------|---|----|----|-----|
|                                                       |                                                                          | SS            | S | KS | TS | STS |
| <b>B. Popularitas</b>                                 |                                                                          |               |   |    |    |     |
| 1.                                                    | Selebgram yang populer di media sosial                                   |               |   |    |    |     |
| 2.                                                    | Keseringan tampil di khalayak orang banyak                               |               |   |    |    |     |
| 3.                                                    | Sosok yang banyak di kenal orang                                         |               |   |    |    |     |
| 4.                                                    | Banyak di bicarakan orang di media sosial                                |               |   |    |    |     |
| <b>Efektifitas Selebgram Pada Atribut Credibility</b> |                                                                          |               |   |    |    |     |
| <b>C. keahlian</b>                                    |                                                                          | SS            | S | KS | TS | STS |
| 1.                                                    | Memiliki pengetahuan untuk mengkomunikasikan produk                      |               |   |    |    |     |
| 2.                                                    | Mampu memberi keyakinan dan merekomendasikan produk                      |               |   |    |    |     |
| 3.                                                    | Berpengalaman dalam berperan sebagai komunikator media promosi instagram |               |   |    |    |     |
| 4.                                                    | Keunggulan akan kualitas konten untuk khalayak ramai                     |               |   |    |    |     |
| <b>D. Kepercayaan</b>                                 |                                                                          | SS            | S | KS | TS | STS |
| 1.                                                    | Mampu membuat responden percaya pada apa yang di katakan                 |               |   |    |    |     |
| 2.                                                    | Di percaya mampu menyampaikan produk                                     |               |   |    |    |     |
| 3.                                                    | Sosok yang mampu mewakili produk                                         |               |   |    |    |     |

| <b>B. Penampilan Fisik</b> |                                                      | SS | S | KS | TS | STS |
|----------------------------|------------------------------------------------------|----|---|----|----|-----|
| 1.                         | Memiliki daya Tarik tersendiri                       |    |   |    |    |     |
| 2.                         | Memiliki kecocokan terhadap produk yang di sampaikan |    |   |    |    |     |

|                                                 |                                                                     |           |          |           |           |            |
|-------------------------------------------------|---------------------------------------------------------------------|-----------|----------|-----------|-----------|------------|
| 3                                               | Merupakan sosok yang di pandang memukau dan mampu memikat responden |           |          |           |           |            |
| 4.                                              | Mampu memberikan inspirasi pada setiap responden                    |           |          |           |           |            |
| <b>Efektifitas selebgram pada Atribut Power</b> |                                                                     |           |          |           |           |            |
| <b>B. Kermampuan</b>                            |                                                                     | <b>SS</b> | <b>S</b> | <b>KS</b> | <b>TS</b> | <b>STS</b> |
| 1.                                              | Dapat menarik perhatian calon konsumen terhadap responden           |           |          |           |           |            |
| 2.                                              | Dapat mempengaruhi pemikiran tentang produk terhadap reponden       |           |          |           |           |            |
| 3.                                              | Selbgram yang patut responden ikuti dan teladani                    |           |          |           |           |            |
| 4.                                              | Selbgram yang mampu menjadi idola dan panutan                       |           |          |           |           |            |



Angket untuk Variabel Minat Beli (Y)

Beri tanda check list (√) pada jawaban yang menurut anda benar:

| No | Pertanyaan                                                                                                          | Skala Jawaban |   |    |    |     |
|----|---------------------------------------------------------------------------------------------------------------------|---------------|---|----|----|-----|
|    |                                                                                                                     | SS            | S | KS | TS | STS |
| 1. | Setelah melihat produk kaway di instagram, saya ingin mencari informasi tentang jenis produk apa saja yang di jual. |               |   |    |    |     |
| 2. | Saya bersedia merekomendasikan produk kaway kepada kerabat saya.                                                    |               |   |    |    |     |
| 3. | Saya bersedia melakukan pembelian salah satu jenis produk fashion kaway                                             |               |   |    |    |     |
| 4. | Produk fashion kaway adalah pilihan utama saya                                                                      |               |   |    |    |     |

## Lampiran II

### Jawaban Responden Selebgram User Ikram\_Afro\_attanini

| POPULARITAS IKRAM |    |    |    | KEAHLIAN IKRAM |    |    |    | KEPERCAYAAN IKRAM |     |     | PENAMPILAN FISIK IKRAM |     |     |     | KEMAMPUAN IKRAM |     |     |     |
|-------------------|----|----|----|----------------|----|----|----|-------------------|-----|-----|------------------------|-----|-----|-----|-----------------|-----|-----|-----|
| P1                | P2 | P3 | P4 | P5             | P6 | P7 | P8 | P9                | P10 | P11 | P12                    | P13 | P14 | P15 | P16             | P17 | P18 | P19 |
| 4                 | 3  | 3  | 3  | 4              | 4  | 4  | 4  | 3                 | 3   | 4   | 5                      | 3   | 3   | 3   | 4               | 4   | 3   | 3   |
| 3                 | 3  | 3  | 3  | 4              | 4  | 4  | 4  | 3                 | 3   | 3   | 3                      | 3   | 3   | 3   | 3               | 3   | 3   | 3   |
| 4                 | 4  | 4  | 4  | 4              | 4  | 4  | 4  | 4                 | 4   | 4   | 4                      | 3   | 3   | 4   | 4               | 3   | 3   | 3   |
| 2                 | 2  | 2  | 2  | 2              | 2  | 2  | 2  | 3                 | 3   | 3   | 3                      | 2   | 2   | 2   | 1               | 1   | 1   | 1   |
| 4                 | 4  | 4  | 4  | 5              | 5  | 4  | 4  | 3                 | 4   | 4   | 4                      | 4   | 3   | 3   | 4               | 4   | 3   | 3   |
| 5                 | 5  | 5  | 5  | 4              | 5  | 4  | 5  | 5                 | 5   | 4   | 5                      | 5   | 4   | 5   | 5               | 5   | 5   | 4   |
| 3                 | 3  | 3  | 3  | 2              | 2  | 2  | 2  | 3                 | 3   | 3   | 4                      | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                 | 4  | 4  | 4  | 4              | 4  | 4  | 4  | 4                 | 4   | 4   | 4                      | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                 | 4  | 3  | 4  | 4              | 4  | 5  | 4  | 3                 | 4   | 3   | 4                      | 4   | 4   | 3   | 4               | 4   | 3   | 3   |
| 5                 | 4  | 3  | 4  | 4              | 4  | 5  | 4  | 4                 | 5   | 4   | 4                      | 4   | 4   | 4   | 4               | 4   | 4   | 3   |
| 5                 | 5  | 4  | 4  | 5              | 5  | 4  | 5  | 5                 | 4   | 5   | 5                      | 5   | 4   | 5   | 5               | 4   | 4   | 4   |
| 4                 | 3  | 3  | 2  | 4              | 4  | 4  | 4  | 3                 | 3   | 3   | 4                      | 3   | 3   | 4   | 4               | 4   | 4   | 4   |
| 4                 | 4  | 4  | 4  | 4              | 4  | 4  | 4  | 4                 | 4   | 4   | 5                      | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                 | 4  | 4  | 4  | 5              | 4  | 5  | 5  | 4                 | 4   | 4   | 4                      | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 5                 | 5  | 4  | 4  | 4              | 5  | 4  | 5  | 5                 | 5   | 5   | 5                      | 5   | 5   | 5   | 5               | 5   | 5   | 5   |
| 4                 | 4  | 4  | 4  | 4              | 4  | 4  | 4  | 4                 | 4   | 4   | 4                      | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                 | 4  | 4  | 4  | 4              | 4  | 5  | 5  | 4                 | 5   | 5   | 5                      | 5   | 5   | 5   | 4               | 4   | 4   | 4   |
| 3                 | 3  | 4  | 3  | 4              | 4  | 4  | 4  | 4                 | 4   | 4   | 4                      | 3   | 4   | 4   | 3               | 4   | 5   | 4   |
| 4                 | 4  | 3  | 3  | 4              | 2  | 4  | 2  | 4                 | 4   | 3   | 5                      | 4   | 4   | 4   | 3               | 4   | 3   | 3   |
| 5                 | 5  | 5  | 5  | 5              | 5  | 5  | 5  | 5                 | 5   | 5   | 5                      | 5   | 5   | 5   | 5               | 5   | 5   | 5   |
| 4                 | 5  | 4  | 4  | 5              | 4  | 5  | 4  | 4                 | 4   | 4   | 4                      | 4   | 4   | 5   | 4               | 5   | 4   | 4   |
| 4                 | 5  | 4  | 3  | 4              | 2  | 4  | 2  | 3                 | 3   | 3   | 4                      | 3   | 3   | 3   | 4               | 3   | 4   | 3   |
| 5                 | 4  | 3  | 3  | 5              | 4  | 5  | 5  | 4                 | 4   | 4   | 5                      | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                 | 4  | 4  | 4  | 4              | 4  | 4  | 4  | 4                 | 4   | 4   | 4                      | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 5                 | 4  | 5  | 5  | 5              | 5  | 5  | 2  | 5                 | 5   | 5   | 5                      | 5   | 5   | 5   | 4               | 4   | 4   | 4   |
| 5                 | 5  | 5  | 3  | 5              | 4  | 5  | 5  | 4                 | 5   | 4   | 5                      | 4   | 4   | 5   | 5               | 4   | 5   | 5   |
| 5                 | 4  | 4  | 3  | 4              | 5  | 5  | 5  | 4                 | 4   | 5   | 5                      | 3   | 5   | 5   | 5               | 5   | 4   | 5   |
| 4                 | 4  | 4  | 4  | 2              | 2  | 4  | 2  | 3                 | 4   | 3   | 4                      | 3   | 3   | 3   | 4               | 3   | 3   | 3   |
| 4                 | 4  | 3  | 3  | 4              | 4  | 5  | 5  | 3                 | 4   | 3   | 5                      | 3   | 4   | 3   | 4               | 3   | 3   | 3   |
| 4                 | 4  | 4  | 4  | 4              | 4  | 2  | 2  | 3                 | 4   | 3   | 4                      | 3   | 3   | 3   | 4               | 4   | 3   | 3   |
| 3                 | 3  | 2  | 1  | 2              | 2  | 2  | 2  | 3                 | 3   | 2   | 3                      | 3   | 3   | 3   | 2               | 3   | 2   | 2   |
| 3                 | 3  | 3  | 3  | 4              | 4  | 4  | 4  | 3                 | 3   | 4   | 4                      | 4   | 4   | 3   | 4               | 3   | 3   | 3   |
| 4                 | 4  | 4  | 4  | 4              | 4  | 4  | 4  | 4                 | 4   | 4   | 4                      | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                 | 4  | 4  | 3  | 4              | 2  | 5  | 2  | 4                 | 4   | 4   | 4                      | 4   | 4   | 4   | 4               | 3   | 3   | 3   |
| 4                 | 4  | 3  | 3  | 4              | 4  | 4  | 4  | 4                 | 4   | 4   | 4                      | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                 | 4  | 5  | 5  | 4              | 4  | 5  | 4  | 4                 | 4   | 3   | 5                      | 4   | 3   | 3   | 4               | 4   | 3   | 3   |
| 4                 | 4  | 4  | 4  | 4              | 4  | 5  | 4  | 3                 | 4   | 4   | 4                      | 4   | 4   | 4   | 4               | 3   | 3   | 4   |



|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 3 | 4 | 4 | 2 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |

### Jawaban Responden Selebgram user @MKZANETOU

| POPULARITAS MALANI |     |     |     | KEAHLIAN MALANI |     |     |     | KEPERCAYAAN MALANI |     |     | PENAMPILAN FISIK MALANI |     |     |     | KEMAMPUAN MLANI |     |     |     |
|--------------------|-----|-----|-----|-----------------|-----|-----|-----|--------------------|-----|-----|-------------------------|-----|-----|-----|-----------------|-----|-----|-----|
| P20                | P21 | P22 | P23 | P24             | P25 | P26 | P27 | P28                | P29 | P30 | P31                     | P32 | P33 | P34 | P35             | P36 | P37 | P38 |
| 4                  | 4   | 4   | 3   | 5               | 4   | 4   | 4   | 4                  | 4   | 3   | 4                       | 4   | 4   | 4   | 4               | 4   | 3   | 3   |
| 4                  | 4   | 4   | 4   | 5               | 5   | 5   | 5   | 4                  | 4   | 4   | 5                       | 5   | 5   | 5   | 5               | 5   | 5   | 5   |
| 4                  | 4   | 4   | 4   | 4               | 5   | 4   | 5   | 5                  | 5   | 5   | 5                       | 5   | 5   | 4   | 5               | 3   | 3   | 3   |
| 5                  | 5   | 5   | 5   | 5               | 5   | 5   | 5   | 5                  | 5   | 5   | 5                       | 5   | 5   | 4   | 5               | 5   | 5   | 5   |
| 3                  | 3   | 3   | 4   | 3               | 4   | 4   | 3   | 4                  | 4   | 4   | 5                       | 4   | 4   | 3   | 5               | 4   | 3   | 3   |
| 4                  | 4   | 4   | 4   | 4               | 4   | 4   | 4   | 4                  | 4   | 4   | 4                       | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 3                  | 3   | 3   | 3   | 3               | 3   | 3   | 3   | 3                  | 3   | 3   | 3                       | 3   | 3   | 3   | 3               | 3   | 3   | 3   |
| 4                  | 4   | 4   | 4   | 4               | 4   | 4   | 4   | 4                  | 4   | 4   | 4                       | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 3                  | 3   | 3   | 3   | 4               | 4   | 4   | 4   | 3                  | 3   | 3   | 4                       | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                  | 4   | 4   | 5   | 5               | 5   | 5   | 4   | 4                  | 4   | 5   | 5                       | 5   | 4   | 4   | 4               | 4   | 4   | 4   |
| 5                  | 4   | 5   | 5   | 5               | 5   | 4   | 4   | 5                  | 4   | 4   | 4                       | 4   | 4   | 5   | 5               | 4   | 5   | 5   |
| 4                  | 4   | 4   | 4   | 4               | 4   | 4   | 4   | 4                  | 4   | 4   | 4                       | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                  | 4   | 4   | 4   | 4               | 4   | 5   | 4   | 5                  | 3   | 3   | 3                       | 3   | 3   | 3   | 3               | 4   | 4   | 4   |
| 4                  | 4   | 4   | 4   | 4               | 4   | 4   | 4   | 4                  | 4   | 4   | 4                       | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                  | 4   | 5   | 4   | 5               | 5   | 4   | 4   | 5                  | 4   | 4   | 5                       | 5   | 5   | 4   | 4               | 4   | 5   | 5   |
| 3                  | 3   | 3   | 3   | 4               | 4   | 4   | 4   | 4                  | 3   | 3   | 4                       | 4   | 4   | 4   | 3               | 3   | 3   | 3   |
| 5                  | 4   | 5   | 4   | 2               | 2   | 2   | 2   | 5                  | 5   | 5   | 4                       | 4   | 4   | 4   | 5               | 5   | 5   | 5   |
| 4                  | 4   | 4   | 4   | 4               | 4   | 4   | 4   | 4                  | 4   | 4   | 4                       | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                  | 4   | 4   | 3   | 4               | 4   | 5   | 4   | 4                  | 4   | 4   | 5                       | 5   | 5   | 4   | 5               | 5   | 4   | 4   |
| 5                  | 5   | 5   | 5   | 5               | 5   | 5   | 5   | 5                  | 5   | 5   | 5                       | 5   | 5   | 5   | 5               | 5   | 5   | 5   |
| 5                  | 4   | 5   | 5   | 5               | 4   | 4   | 4   | 5                  | 4   | 5   | 5                       | 4   | 5   | 4   | 4               | 4   | 4   | 4   |
| 3                  | 3   | 3   | 3   | 4               | 3   | 3   | 3   | 3                  | 4   | 4   | 4                       | 3   | 4   | 3   | 4               | 3   | 3   | 3   |
| 3                  | 3   | 3   | 3   | 4               | 4   | 4   | 4   | 4                  | 4   | 4   | 3                       | 3   | 3   | 3   | 4               | 4   | 4   | 4   |
| 4                  | 4   | 4   | 4   | 4               | 4   | 4   | 4   | 4                  | 4   | 3   | 4                       | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 5                  | 4   | 4   | 4   | 5               | 5   | 5   | 5   | 5                  | 5   | 5   | 5                       | 5   | 5   | 5   | 5               | 5   | 5   | 4   |
| 4                  | 4   | 4   | 4   | 4               | 5   | 5   | 5   | 4                  | 4   | 5   | 4                       | 4   | 5   | 4   | 5               | 4   | 5   | 4   |
| 4                  | 4   | 5   | 4   | 5               | 5   | 5   | 4   | 4                  | 5   | 4   | 5                       | 5   | 5   | 4   | 5               | 5   | 4   | 4   |
| 5                  | 5   | 5   | 5   | 5               | 5   | 5   | 5   | 5                  | 5   | 5   | 5                       | 5   | 5   | 5   | 5               | 5   | 5   | 5   |
| 5                  | 5   | 4   | 5   | 5               | 5   | 5   | 4   | 4                  | 4   | 4   | 5                       | 5   | 5   | 5   | 5               | 5   | 4   | 5   |
| 4                  | 3   | 4   | 3   | 4               | 4   | 4   | 3   | 3                  | 3   | 3   | 4                       | 4   | 4   | 3   | 4               | 4   | 3   | 3   |
| 3                  | 2   | 2   | 2   | 3               | 3   | 3   | 3   | 3                  | 3   | 3   | 3                       | 3   | 3   | 3   | 3               | 3   | 2   | 2   |
| 3                  | 3   | 3   | 3   | 4               | 4   | 4   | 4   | 4                  | 4   | 4   | 3                       | 3   | 3   | 3   | 4               | 4   | 3   | 3   |
| 4                  | 4   | 4   | 4   | 4               | 4   | 4   | 4   | 4                  | 4   | 4   | 4                       | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 4                  | 4   | 3   | 4   | 4               | 4   | 4   | 4   | 4                  | 4   | 4   | 4                       | 4   | 4   | 4   | 4               | 4   | 4   | 4   |
| 3                  | 3   | 3   | 3   | 4               | 4   | 4   | 4   | 4                  | 4   | 3   | 3                       | 3   | 3   | 3   | 4               | 4   | 4   | 4   |
| 4                  | 4   | 4   | 3   | 4               | 4   | 4   | 4   | 3                  | 3   | 3   | 4                       | 3   | 3   | 3   | 3               | 3   | 3   | 3   |
| 4                  | 5   | 4   | 3   | 4               | 3   | 3   | 4   | 3                  | 4   | 4   | 5                       | 4   | 4   | 4   | 4               | 4   | 3   | 3   |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 2 | 2 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 5 | 4 | 4 | 3 | 5 | 3 | 3 | 3 |
| 5 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |
| 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 3 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 2 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 5 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 3 | 2 | 2 |

## Jawaban Responden Minat Beli

| MINAT BELI |     |     |     |
|------------|-----|-----|-----|
| P39        | P40 | P41 | P42 |
| 4          | 4   | 4   | 4   |
| 4          | 4   | 4   | 4   |
| 4          | 3   | 4   | 3   |
| 4          | 5   | 5   | 5   |
| 5          | 4   | 4   | 4   |
| 5          | 5   | 5   | 5   |
| 3          | 3   | 3   | 3   |
| 3          | 3   | 3   | 3   |
| 4          | 4   | 4   | 4   |
| 4          | 4   | 4   | 4   |
| 5          | 4   | 4   | 4   |
| 4          | 4   | 4   | 4   |
| 4          | 4   | 5   | 5   |
| 4          | 4   | 4   | 4   |
| 3          | 3   | 3   | 3   |
| 4          | 4   | 4   | 4   |
| 5          | 5   | 5   | 5   |
| 5          | 4   | 4   | 4   |
| 4          | 3   | 3   | 3   |
| 5          | 5   | 5   | 5   |
| 4          | 4   | 4   | 4   |
| 3          | 3   | 3   | 3   |
| 4          | 4   | 4   | 4   |
| 4          | 4   | 4   | 4   |
| 4          | 4   | 5   | 4   |
| 4          | 4   | 4   | 4   |
| 5          | 5   | 4   | 5   |
| 3          | 3   | 3   | 3   |
| 5          | 5   | 5   | 5   |
| 4          | 4   | 4   | 3   |
| 3          | 3   | 3   | 3   |
| 4          | 3   | 3   | 3   |
| 3          | 3   | 3   | 3   |
| 4          | 3   | 4   | 3   |



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|---|---|---|---|
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 |
| 4 | 3 | 3 | 4 |
| 5 | 5 | 4 | 4 |
| 3 | 4 | 3 | 3 |
| 3 | 3 | 3 | 3 |
| 5 | 5 | 4 | 4 |
| 3 | 3 | 4 | 3 |
| 4 | 4 | 3 | 3 |
| 5 | 5 | 5 | 5 |
| 3 | 4 | 4 | 3 |
| 4 | 3 | 4 | 3 |
| 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 |
| 4 | 3 | 3 | 4 |
| 5 | 3 | 4 | 3 |
| 4 | 5 | 5 | 4 |
| 5 | 4 | 4 | 4 |
| 2 | 1 | 2 | 1 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 2 | 1 | 2 | 1 |
| 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 |
| 4 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 |

|   |   |   |   |
|---|---|---|---|
| 4 | 3 | 3 | 5 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 2 | 2 | 3 | 2 |
| 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 |
| 4 | 5 | 5 | 5 |
| 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 |
| 5 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 |
| 2 | 2 | 2 | 2 |
| 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 |

**Tabulasi VISCAP ikram & Malani**

| VISIBILITY<br>X1 | CREDIBILITY<br>X2 | ATTARTIVNES<br>X3 | POWER<br>X4 |
|------------------|-------------------|-------------------|-------------|
| 28               | 54                | 30                | 28          |
| 28               | 57                | 32                | 32          |
| 32               | 61                | 33                | 27          |
| 28               | 52                | 28                | 24          |
| 29               | 55                | 30                | 29          |
| 36               | 60                | 35                | 35          |
| 24               | 38                | 28                | 28          |
| 32               | 56                | 32                | 32          |
| 27               | 52                | 31                | 30          |
| 33               | 62                | 34                | 31          |
| 37               | 64                | 36                | 36          |
| 28               | 53                | 30                | 32          |
| 32               | 56                | 29                | 31          |
| 32               | 59                | 32                | 32          |
| 35               | 64                | 39                | 38          |
| 28               | 54                | 32                | 28          |
| 34               | 55                | 36                | 36          |
| 29               | 56                | 31                | 32          |
| 29               | 52                | 36                | 31          |
| 40               | 70                | 40                | 40          |
| 36               | 61                | 35                | 33          |
| 28               | 45                | 27                | 27          |
| 27               | 59                | 29                | 32          |
| 32               | 55                | 32                | 32          |
| 36               | 67                | 40                | 35          |
| 34               | 64                | 35                | 37          |
| 33               | 64                | 37                | 37          |
| 36               | 55                | 33                | 33          |
| 33               | 59                | 35                | 32          |
| 30               | 46                | 28                | 28          |
| 18               | 37                | 24                | 19          |
| 24               | 54                | 27                | 27          |
| 32               | 56                | 32                | 32          |
| 30               | 53                | 32                | 29          |

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|----|----|----|----|
| 26 | 55 | 28 | 32 |
| 33 | 53 | 28 | 26 |
| 32 | 53 | 33 | 28 |
| 24 | 53 | 29 | 26 |
| 16 | 49 | 28 | 28 |
| 33 | 58 | 34 | 32 |
| 32 | 60 | 36 | 38 |
| 31 | 53 | 29 | 28 |
| 20 | 39 | 20 | 28 |
| 35 | 66 | 36 | 35 |
| 32 | 60 | 38 | 40 |
| 31 | 57 | 28 | 28 |
| 24 | 50 | 24 | 24 |
| 22 | 39 | 27 | 24 |
| 31 | 54 | 32 | 28 |
| 30 | 56 | 32 | 30 |
| 37 | 65 | 34 | 36 |
| 32 | 53 | 32 | 29 |
| 28 | 45 | 27 | 27 |
| 31 | 58 | 30 | 28 |
| 31 | 65 | 34 | 32 |
| 18 | 28 | 17 | 16 |
| 30 | 56 | 30 | 29 |
| 31 | 56 | 32 | 32 |
| 24 | 53 | 31 | 32 |
| 35 | 54 | 34 | 34 |
| 29 | 58 | 32 | 32 |
| 20 | 37 | 22 | 22 |
| 29 | 53 | 31 | 31 |
| 31 | 49 | 31 | 29 |
| 40 | 67 | 40 | 40 |
| 36 | 66 | 36 | 36 |
| 22 | 49 | 32 | 26 |
| 28 | 49 | 29 | 28 |
| 32 | 53 | 25 | 26 |
| 24 | 53 | 32 | 32 |
| 30 | 60 | 36 | 35 |
| 32 | 57 | 35 | 34 |

|    |    |    |    |
|----|----|----|----|
| 26 | 43 | 29 | 28 |
| 32 | 55 | 32 | 32 |
| 31 | 56 | 33 | 32 |
| 30 | 57 | 31 | 32 |
| 30 | 51 | 30 | 23 |
| 24 | 53 | 32 | 31 |
| 32 | 64 | 36 | 36 |
| 38 | 68 | 40 | 40 |
| 35 | 64 | 34 | 37 |
| 32 | 56 | 32 | 32 |
| 36 | 60 | 37 | 33 |
| 32 | 56 | 32 | 32 |
| 40 | 70 | 40 | 40 |
| 36 | 64 | 34 | 36 |
| 31 | 56 | 29 | 31 |
| 32 | 56 | 32 | 32 |
| 34 | 58 | 32 | 31 |
| 36 | 62 | 33 | 32 |
| 32 | 56 | 32 | 32 |
| 32 | 58 | 27 | 29 |
| 32 | 58 | 36 | 33 |
| 32 | 56 | 32 | 32 |
| 33 | 53 | 34 | 29 |
| 40 | 70 | 40 | 40 |
| 28 | 45 | 28 | 28 |
| 32 | 51 | 32 | 30 |
| 32 | 56 | 32 | 32 |
| 35 | 53 | 29 | 23 |

### Tabulasi VSCAP Jawaban Responden Selebgram Ikram & Malani

| V_IKRA<br>M | C_IKRA<br>M | A_IKRA<br>M | P_IKTA<br>M |
|-------------|-------------|-------------|-------------|
| 13          | 26          | 14          | 14          |
| 12          | 25          | 12          | 12          |
| 16          | 28          | 14          | 13          |
| 8           | 17          | 9           | 4           |
| 16          | 29          | 14          | 14          |
| 20          | 32          | 19          | 19          |
| 12          | 17          | 16          | 16          |
| 16          | 28          | 16          | 16          |
| 15          | 27          | 15          | 14          |
| 16          | 30          | 16          | 15          |
| 18          | 33          | 19          | 17          |
| 12          | 25          | 14          | 16          |
| 16          | 28          | 17          | 16          |
| 16          | 31          | 16          | 16          |
| 18          | 33          | 20          | 20          |
| 16          | 28          | 16          | 16          |
| 16          | 32          | 20          | 16          |
| 13          | 28          | 15          | 16          |
| 14          | 23          | 17          | 13          |
| 20          | 35          | 20          | 20          |
| 17          | 30          | 17          | 17          |
| 16          | 21          | 13          | 14          |
| 15          | 31          | 17          | 16          |
| 16          | 28          | 16          | 16          |
| 19          | 32          | 20          | 16          |
| 18          | 32          | 18          | 19          |
| 16          | 32          | 18          | 19          |
| 16          | 20          | 13          | 13          |
| 14          | 28          | 15          | 13          |
| 16          | 22          | 13          | 14          |
| 9           | 16          | 12          | 9           |
| 12          | 26          | 15          | 13          |
| 16          | 28          | 16          | 16          |
| 15          | 25          | 16          | 13          |
| 14          | 28          | 16          | 16          |
| 18          | 28          | 15          | 14          |
| 16          | 28          | 16          | 14          |
| 12          | 27          | 13          | 12          |

| V_MALA<br>NI | C_MALA<br>NI | A_MALA<br>NI | P_MALA<br>NI |
|--------------|--------------|--------------|--------------|
| 15           | 28           | 16           | 14           |
| 16           | 32           | 20           | 20           |
| 16           | 33           | 19           | 14           |
| 20           | 35           | 19           | 20           |
| 13           | 26           | 16           | 15           |
| 16           | 28           | 16           | 16           |
| 12           | 21           | 12           | 12           |
| 16           | 28           | 16           | 16           |
| 12           | 25           | 16           | 16           |
| 17           | 32           | 18           | 16           |
| 19           | 31           | 17           | 19           |
| 16           | 28           | 16           | 16           |
| 16           | 28           | 12           | 15           |
| 16           | 28           | 16           | 16           |
| 17           | 31           | 19           | 18           |
| 12           | 26           | 16           | 12           |
| 18           | 23           | 16           | 20           |
| 16           | 28           | 16           | 16           |
| 15           | 29           | 19           | 18           |
| 20           | 35           | 20           | 20           |
| 19           | 31           | 18           | 16           |
| 12           | 24           | 14           | 13           |
| 12           | 28           | 12           | 16           |
| 16           | 27           | 16           | 16           |
| 17           | 35           | 20           | 19           |
| 16           | 32           | 17           | 18           |
| 17           | 32           | 19           | 18           |
| 20           | 35           | 20           | 20           |
| 19           | 31           | 20           | 19           |
| 14           | 24           | 15           | 14           |
| 9            | 21           | 12           | 10           |
| 12           | 28           | 12           | 14           |
| 16           | 28           | 16           | 16           |
| 15           | 28           | 16           | 16           |
| 12           | 27           | 12           | 16           |
| 15           | 25           | 13           | 12           |
| 16           | 25           | 17           | 14           |
| 12           | 26           | 16           | 14           |

|    |    |    |    |
|----|----|----|----|
| 8  | 28 | 16 | 16 |
| 15 | 29 | 16 | 15 |
| 12 | 25 | 16 | 18 |
| 18 | 30 | 16 | 17 |
| 8  | 11 | 4  | 12 |
| 17 | 34 | 18 | 17 |
| 16 | 29 | 18 | 20 |
| 15 | 22 | 12 | 12 |
| 12 | 25 | 12 | 12 |
| 10 | 17 | 11 | 10 |
| 16 | 27 | 14 | 14 |
| 14 | 28 | 16 | 14 |
| 19 | 30 | 17 | 18 |
| 18 | 28 | 16 | 16 |
| 16 | 21 | 13 | 14 |
| 17 | 31 | 16 | 14 |
| 16 | 32 | 17 | 17 |
| 14 | 21 | 13 | 12 |
| 14 | 28 | 14 | 13 |
| 16 | 28 | 16 | 16 |
| 16 | 32 | 15 | 16 |
| 17 | 26 | 16 | 17 |
| 13 | 26 | 16 | 16 |
| 4  | 8  | 7  | 6  |
| 16 | 25 | 15 | 15 |
| 16 | 20 | 16 | 15 |
| 20 | 32 | 20 | 20 |
| 20 | 35 | 20 | 20 |
| 14 | 24 | 16 | 14 |
| 16 | 28 | 17 | 16 |
| 16 | 28 | 13 | 14 |
| 12 | 25 | 16 | 16 |
| 15 | 31 | 18 | 18 |
| 16 | 28 | 19 | 18 |
| 13 | 18 | 14 | 14 |
| 16 | 27 | 16 | 16 |
| 15 | 28 | 17 | 16 |
| 15 | 29 | 15 | 16 |
| 17 | 28 | 15 | 11 |
| 12 | 28 | 16 | 15 |
| 15 | 32 | 18 | 17 |
| 18 | 33 | 20 | 20 |

|    |    |    |    |
|----|----|----|----|
| 8  | 21 | 12 | 12 |
| 18 | 29 | 18 | 17 |
| 20 | 35 | 20 | 20 |
| 13 | 23 | 13 | 11 |
| 12 | 28 | 16 | 16 |
| 18 | 32 | 18 | 18 |
| 16 | 31 | 20 | 20 |
| 16 | 35 | 16 | 16 |
| 12 | 25 | 12 | 12 |
| 12 | 22 | 16 | 14 |
| 15 | 27 | 18 | 14 |
| 16 | 28 | 16 | 16 |
| 18 | 35 | 17 | 18 |
| 14 | 25 | 16 | 13 |
| 12 | 24 | 14 | 13 |
| 14 | 27 | 14 | 14 |
| 15 | 33 | 17 | 15 |
| 4  | 7  | 4  | 4  |
| 16 | 28 | 16 | 16 |
| 15 | 28 | 16 | 16 |
| 8  | 21 | 16 | 16 |
| 18 | 28 | 18 | 17 |
| 16 | 32 | 16 | 16 |
| 16 | 29 | 15 | 16 |
| 13 | 28 | 16 | 16 |
| 15 | 29 | 15 | 14 |
| 20 | 35 | 20 | 20 |
| 16 | 31 | 16 | 16 |
| 8  | 25 | 16 | 12 |
| 12 | 21 | 12 | 12 |
| 16 | 25 | 12 | 12 |
| 12 | 28 | 16 | 16 |
| 15 | 29 | 18 | 17 |
| 16 | 29 | 16 | 16 |
| 13 | 25 | 15 | 14 |
| 16 | 28 | 16 | 16 |
| 16 | 28 | 16 | 16 |
| 15 | 28 | 16 | 16 |
| 13 | 23 | 15 | 12 |
| 12 | 25 | 16 | 16 |
| 17 | 32 | 18 | 19 |
| 20 | 35 | 20 | 20 |

|    |    |    |    |
|----|----|----|----|
| 16 | 33 | 17 | 18 |
| 16 | 28 | 16 | 16 |
| 18 | 31 | 18 | 18 |
| 16 | 28 | 16 | 16 |
| 20 | 35 | 20 | 20 |
| 18 | 32 | 18 | 18 |
| 15 | 28 | 13 | 15 |
| 16 | 28 | 16 | 16 |
| 16 | 30 | 16 | 17 |
| 16 | 27 | 13 | 16 |
| 16 | 28 | 16 | 16 |
| 16 | 30 | 12 | 13 |
| 16 | 28 | 16 | 16 |
| 16 | 28 | 16 | 16 |
| 13 | 18 | 14 | 9  |
| 20 | 35 | 20 | 20 |
| 12 | 17 | 12 | 12 |
| 16 | 20 | 12 | 16 |
| 20 | 35 | 20 | 20 |
| 16 | 28 | 14 | 12 |

|    |    |    |    |
|----|----|----|----|
| 19 | 31 | 17 | 19 |
| 16 | 28 | 16 | 16 |
| 18 | 29 | 19 | 15 |
| 16 | 28 | 16 | 16 |
| 20 | 35 | 20 | 20 |
| 18 | 32 | 16 | 18 |
| 16 | 28 | 16 | 16 |
| 16 | 28 | 16 | 16 |
| 18 | 28 | 16 | 14 |
| 20 | 35 | 20 | 16 |
| 16 | 28 | 16 | 16 |
| 16 | 28 | 15 | 16 |
| 16 | 30 | 20 | 17 |
| 16 | 28 | 16 | 16 |
| 20 | 35 | 20 | 20 |
| 20 | 35 | 20 | 20 |
| 16 | 28 | 16 | 16 |
| 16 | 31 | 20 | 14 |
| 12 | 21 | 12 | 12 |
| 19 | 25 | 15 | 11 |



### LAMPIRAN III

### DATA RESPONDEN

#### JENIS\_KELAMIN

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Laki-Lak        | 49        | 49.0    | 49.0          | 49.0               |
| Valid Perempuan | 51        | 51.0    | 51.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

#### UMUR

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| 18       | 1         | 1.0     | 1.0           | 1.0                |
| 19       | 1         | 1.0     | 1.0           | 2.0                |
| 20       | 3         | 3.0     | 3.0           | 5.0                |
| 21       | 24        | 24.0    | 24.0          | 29.0               |
| 22       | 37        | 37.0    | 37.0          | 66.0               |
| 23       | 21        | 21.0    | 21.0          | 87.0               |
| Valid 24 | 7         | 7.0     | 7.0           | 94.0               |
| 25       | 2         | 2.0     | 2.0           | 96.0               |
| 30       | 1         | 1.0     | 1.0           | 97.0               |
| 32       | 1         | 1.0     | 1.0           | 98.0               |
| 35       | 1         | 1.0     | 1.0           | 99.0               |
| 45       | 1         | 1.0     | 1.0           | 100.0              |
| Total    | 100       | 100.0   | 100.0         |                    |

#### PENDIDIKAN

|  | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
|--|-----------|---------|---------------|--------------------|

|       |       |     |       |       |       |
|-------|-------|-----|-------|-------|-------|
|       | D3    | 15  | 15.0  | 15.0  | 15.0  |
|       | S1    | 44  | 44.0  | 44.0  | 59.0  |
|       | S2    | 2   | 2.0   | 2.0   | 61.0  |
| Valid | S3    | 1   | 1.0   | 1.0   | 62.0  |
|       | SD    | 1   | 1.0   | 1.0   | 63.0  |
|       | SMA   | 37  | 37.0  | 37.0  | 100.0 |
|       | Total | 100 | 100.0 | 100.0 |       |

#### PEKERJAAN

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
|       | Ibu Ruma  | 1         | 1.0     | 1.0           | 1.0                |
|       | Karyawan  | 15        | 15.0    | 15.0          | 16.0               |
|       | Mahasiswa | 53        | 53.0    | 53.0          | 69.0               |
| Valid | Pelajar   | 1         | 1.0     | 1.0           | 70.0               |
|       | PNS       | 7         | 7.0     | 7.0           | 77.0               |
|       | Profesio  | 4         | 4.0     | 4.0           | 81.0               |
|       | Wiraswas  | 19        | 19.0    | 19.0          | 100.0              |
|       | Total     | 100       | 100.0   | 100.0         |                    |

#### ASAL DAERAH

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
|       | Bandal I  | 1         | 1.0     | 1.0           | 1.0                |
|       | Bandar J  | 1         | 1.0     | 1.0           | 2.0                |
|       | bandar I  | 4         | 4.0     | 4.0           | 6.0                |
| Valid | Bandar I  | 21        | 21.0    | 21.0          | 27.0               |
|       | Bandar L  | 22        | 22.0    | 22.0          | 49.0               |
|       | BANDAR L  | 2         | 2.0     | 2.0           | 51.0               |
|       | Bandarlar | 3         | 3.0     | 3.0           | 54.0               |
|       | bandung   | 1         | 1.0     | 1.0           | 55.0               |

|          |     |       |       |       |
|----------|-----|-------|-------|-------|
| Banyak r | 1   | 1.0   | 1.0   | 56.0  |
| Bekasi   | 1   | 1.0   | 1.0   | 57.0  |
| Bogor    | 1   | 1.0   | 1.0   | 58.0  |
| Jakarta  | 1   | 1.0   | 1.0   | 59.0  |
| Jawa     | 1   | 1.0   | 1.0   | 60.0  |
| Kalianda | 1   | 1.0   | 1.0   | 61.0  |
| Kebumen  | 1   | 1.0   | 1.0   | 62.0  |
| Kota ban | 1   | 1.0   | 1.0   | 63.0  |
| Kotabumi | 1   | 1.0   | 1.0   | 64.0  |
| Lampung  | 1   | 1.0   | 1.0   | 65.0  |
| lampung  | 5   | 5.0   | 5.0   | 70.0  |
| Lampung  | 21  | 21.0  | 21.0  | 91.0  |
| Metro    | 1   | 1.0   | 1.0   | 92.0  |
| METRO    | 1   | 1.0   | 1.0   | 93.0  |
| Natar    | 2   | 2.0   | 2.0   | 95.0  |
| Palemban | 1   | 1.0   | 1.0   | 96.0  |
| Pekalong | 1   | 1.0   | 1.0   | 97.0  |
| Pringsew | 1   | 1.0   | 1.0   | 98.0  |
| Sukarame | 1   | 1.0   | 1.0   | 99.0  |
| Tanggamu | 1   | 1.0   | 1.0   | 100.0 |
| Total    | 100 | 100.0 | 100.0 |       |

#### RATA\_RATA\_PENGELUARAN

|                | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| <Rp.1.50       | 54        | 54.0    | 54.0          | 54.0               |
| >Rp.3.00       | 11        | 11.0    | 11.0          | 65.0               |
| Valid Rp.1.500 | 25        | 25.0    | 25.0          | 90.0               |
| Rp.2.500       | 10        | 10.0    | 10.0          | 100.0              |
| Total          | 100       | 100.0   | 100.0         |                    |

**MEDIA\_SOSIAL**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | Facbook   | 4       | 4.0           | 4.0                |
|       | Facbook,  | 34      | 34.0          | 38.0               |
|       | Instagra  | 55      | 55.0          | 93.0               |
|       | Path, In  | 5       | 5.0           | 98.0               |
|       | Twitter,  | 2       | 2.0           | 100.0              |
|       | Total     | 100     | 100.0         | 100.0              |

**SOSIAL\_CHAT**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | BBM, Wha  | 24      | 24.0          | 24.0               |
|       | Beetalk   | 2       | 2.0           | 26.0               |
|       | Line      | 1       | 1.0           | 27.0               |
|       | Whatsapp  | 73      | 73.0          | 100.0              |
|       | Total     | 100     | 100.0         | 100.0              |

## UJI HETEROSKEDESTISITAS

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered                                                 | Variables Removed | Method |
|-------|-------------------------------------------------------------------|-------------------|--------|
| 1     | POWER,<br>ViSIBILITY,<br>CREDIBILITY,<br>ATTRACTIVES <sup>b</sup> |                   | Enter  |

a. Dependent Variable: abresid

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .994 <sup>a</sup> | .988     | .987              | 2.40824                    |

a. Predictors: (Constant), POWER, ViSIBILITY, CREDIBILITY, ATTRACTIVES

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F        | Sig.              |
|-------|------------|----------------|----|-------------|----------|-------------------|
| 1     | Regression | 43849.197      | 4  | 10962.299   | 1890.178 | .000 <sup>b</sup> |
|       | Residual   | 550.963        | 95 | 5.800       |          |                   |
|       | Total      | 44400.160      | 99 |             |          |                   |

| Model |             | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|-------------|-----------------------------|------------|---------------------------|--------|------|
|       |             | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)  | 3.380                       | 1.911      |                           | 1.768  | .080 |
|       | ViSIBILITY  | .997                        | .089       | .226                      | 11.218 | .000 |
|       | CREDIBILITY | 1.233                       | .072       | .436                      | 17.228 | .000 |
|       | ATTRACTIVES | .926                        | .130       | .184                      | 7.120  | .000 |
|       | POWER       | 1.057                       | .114       | .225                      | 9.300  | .000 |

a. Dependent Variable: abresid

## Uji Reliabilitas Selebgram Ikram

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .960             | 19         |

## Uji reliabilitas Selebgram Malani

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .956             | 19         |

## Uji Reliabilitas Minat Beli

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .945             | 4          |

## Uji Multikolinieritas

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered                                        | Variables Removed | Method  |
|-------|----------------------------------------------------------|-------------------|---------|
| 1     | POWER, ViSIBILITY, CREDIBILITY, ATTRACTIVES <sup>b</sup> |                   | . Enter |

a. Dependent Variable: MINAT\_BELI

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .681 <sup>a</sup> | .464     | .441              | 2.445                      |

a. Predictors: (Constant), POWER, ViSIBILITY, CREDIBILITY, ATTRACTIVES

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 491.305        | 4  | 122.826     | 20.554 | .000 <sup>b</sup> |
|       | Residual   | 567.695        | 95 | 5.976       |        |                   |
|       | Total      | 1059.000       | 99 |             |        |                   |

a. Dependent Variable: MINAT\_BELI

b. Predictors: (Constant), POWER, ViSIBILITY, CREDIBILITY, ATTRACTIVES

**Coefficients<sup>a</sup>**

| Model |              | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|--------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |              | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)   | 3.119                       | 1.940      |                           | 1.608 | .111 |                         |       |
|       | ViSIBILITY   | .000                        | .090       | -.001                     | -.004 | .997 | .321                    | 3.119 |
|       | CREDIBILITY  | .226                        | .073       | .518                      | 3.115 | .002 | .204                    | 4.894 |
|       | ATTRACTIVE S | -.090                       | .132       | -.115                     | -.679 | .499 | .197                    | 5.088 |
|       | POWER        | .215                        | .115       | .297                      | 1.867 | .065 | .223                    | 4.480 |
|       |              |                             |            |                           |       |      |                         |       |

a. Dependent Variable: MINAT\_BELI

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |              |              |              |       |
|-------|-----------|------------|-----------------|----------------------|--------------|--------------|--------------|-------|
|       |           |            |                 | (Constant)           | ViSIBILITY Y | CREDIBILIT Y | ATTRACTIVE S | POWER |
| 1     | 1         | 4.974      | 1.000           | .00                  | .00          | .00          | .00          | .00   |
|       | 2         | .014       | 19.097          | .90                  | .07          | .01          | .00          | .02   |
|       | 3         | .007       | 27.185          | .03                  | .64          | .00          | .04          | .23   |
|       | 4         | .003       | 42.155          | .01                  | .21          | .99          | .09          | .12   |
|       | 5         | .002       | 45.277          | .05                  | .07          | .00          | .87          | .63   |

a. Dependent Variable: MINAT\_BELI



## Uji Auto Korelasi

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered                                        | Variables Removed | Method |
|-------|----------------------------------------------------------|-------------------|--------|
| 1     | POWER, ViSIBILITY, CREDIBILITY, ATTRACTIVES <sup>b</sup> |                   | Enter  |

a. Dependent Variable: MINAT\_BELI

b. All requested variables entered.

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .681 <sup>a</sup> | .464     | .441              | 2.445                      | 2.008         |

a. Predictors: (Constant), POWER, ViSIBILITY, CREDIBILITY, ATTRACTIVES

b. Dependent Variable: MINAT\_BELI

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 491.305        | 4  | 122.826     | 20.554 | .000 <sup>b</sup> |
|       | Residual   | 567.695        | 95 | 5.976       |        |                   |
|       | Total      | 1059.000       | 99 |             |        |                   |

a. Dependent Variable: MINAT\_BELI

b. Predictors: (Constant), POWER, ViSIBILITY, CREDIBILITY, ATTRACTIVES

**Coefficients<sup>a</sup>**

| Model | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  | Collinearity Statistics |      |       |
|-------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|------|-------|
|       | B                           | Std. Error | Beta                      |       |       | Tolerance               | VIF  |       |
| 1     | (Constant)                  | 3.119      | 1.940                     |       | 1.608 | .111                    |      |       |
|       | ViSIBILITY                  | .000       | .090                      | -.001 | -.004 | .997                    | .321 | 3.119 |
|       | CREDIBILITY                 | .226       | .073                      | .518  | 3.115 | .002                    | .204 | 4.894 |
|       | ATTRACTIVE S                | -.090      | .132                      | -.115 | -.679 | .499                    | .197 | 5.088 |
|       | POWER                       | .215       | .115                      | .297  | 1.867 | .065                    | .223 | 4.480 |

a. Dependent Variable: MINAT\_BELI

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |             |              |              |       |
|-------|-----------|------------|-----------------|----------------------|-------------|--------------|--------------|-------|
|       |           |            |                 | (Constant)           | ViSIBILIT Y | CREDIBILIT Y | ATTRACTIVE S | POWER |
| 1     | 1         | 4.974      | 1.000           | .00                  | .00         | .00          | .00          | .00   |
|       | 2         | .014       | 19.097          | .90                  | .07         | .01          | .00          | .02   |
|       | 3         | .007       | 27.185          | .03                  | .64         | .00          | .04          | .23   |
|       | 4         | .003       | 42.155          | .01                  | .21         | .99          | .09          | .12   |
|       | 5         | .002       | 45.277          | .05                  | .07         | .00          | .87          | .63   |

a. Dependent Variable: MINAT\_BELI

**Residuals Statistics<sup>a</sup>**

|                      | Minimum | Maximum | Mean  | Std. Deviation | N   |
|----------------------|---------|---------|-------|----------------|-----|
| Predicted Value      | 11.37   | 23.98   | 19.50 | 2.228          | 100 |
| Residual             | -6.979  | 6.461   | .000  | 2.395          | 100 |
| Std. Predicted Value | -3.648  | 2.011   | .000  | 1.000          | 100 |
| Std. Residual        | -2.855  | 2.643   | .000  | .980           | 100 |

a. Dependent Variable: MINAT\_BELI

## Uji Analisis Regresi Berganda

### Descriptive Statistics

|             | Mean  | Std. Deviation | N   |
|-------------|-------|----------------|-----|
| MINAT_BELI  | 19.50 | 3.271          | 100 |
| ViSIBILITY  | 30.67 | 4.808          | 100 |
| CREDIBILITY | 55.49 | 7.479          | 100 |
| ATTRACTIVES | 31.84 | 4.196          | 100 |
| POWER       | 31.04 | 4.508          | 100 |

### Correlations

|                     |             | MINAT_BELI | ViSIBILITY | CREDIBILITY | ATTRACTIVES | POWER |
|---------------------|-------------|------------|------------|-------------|-------------|-------|
| Pearson Correlation | MINAT_BELI  | 1.000      | .541       | .666        | .573        | .625  |
|                     | ViSIBILITY  | .541       | 1.000      | .807        | .766        | .712  |
|                     | CREDIBILITY | .666       | .807       | 1.000       | .837        | .825  |
|                     | ATTRACTIVES | .573       | .766       | .837        | 1.000       | .860  |
|                     | POWER       | .625       | .712       | .825        | .860        | 1.000 |
| Sig. (1-tailed)     | MINAT_BELI  | .          | .000       | .000        | .000        | .000  |
|                     | ViSIBILITY  | .000       | .          | .000        | .000        | .000  |
|                     | CREDIBILITY | .000       | .000       | .           | .000        | .000  |
|                     | ATTRACTIVES | .000       | .000       | .000        | .           | .000  |
|                     | POWER       | .000       | .000       | .000        | .000        | .     |
| N                   | MINAT_BELI  | 100        | 100        | 100         | 100         | 100   |
|                     | ViSIBILITY  | 100        | 100        | 100         | 100         | 100   |
|                     | CREDIBILITY | 100        | 100        | 100         | 100         | 100   |
|                     | ATTRACTIVES | 100        | 100        | 100         | 100         | 100   |
|                     | POWER       | 100        | 100        | 100         | 100         | 100   |

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered                                                 | Variables Removed | Method |
|-------|-------------------------------------------------------------------|-------------------|--------|
| 1     | POWER,<br>ViSIBILITY,<br>CREDIBILITY,<br>ATTRACTIVES <sup>b</sup> |                   | Enter  |

a. Dependent Variable: MINAT\_BELI

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .681 <sup>a</sup> | .464     | .441              | 2.445                      |

a. Predictors: (Constant), POWER, ViSIBILITY, CREDIBILITY, ATTRACTIVES

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 491.305        | 4  | 122.826     | 20.554 | .000 <sup>b</sup> |
|       | Residual   | 567.695        | 95 | 5.976       |        |                   |
|       | Total      | 1059.000       | 99 |             |        |                   |

a. Dependent Variable: MINAT\_BELI

b. Predictors: (Constant), POWER, ViSIBILITY, CREDIBILITY, ATTRACTIVES

**Coefficients<sup>a</sup>**

| Model |             | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-------------|-----------------------------|------------|---------------------------|-------|------|
|       |             | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)  | 3.119                       | 1.940      |                           | 1.608 | .111 |
|       | ViSIBILITY  | .000                        | .090       | -.001                     | -.004 | .997 |
|       | CREDIBILITY | .226                        | .073       | .518                      | 3.115 | .002 |
|       | ATTRACTIVES | -.090                       | .132       | -.115                     | -.679 | .499 |
|       | POWER       | .215                        | .115       | .297                      | 1.867 | .065 |

