

Lampiran 1

ANGKET PENELITIAN (KUISONER)



INSTITUT INFORMATIKA DAN BISNISDARMAJAYA
FAKULTAS EKONOMI DAN BISNIS

Jalan Zainal Abidin Pagar Alam No.93 Lampung 35142

KUISIONER

**ANALISIS EFEKTIVITAS IKLAN YOUTUBE DENGAN
MENGUNAKAN METODE EPIC MODEL TERHADAP KEPUTUSAN
PEMBELIAN ROKOK CLAS MILD**

(Studi Kasus Iklan Clas Mild Versi Sound Maker)

IDENTITAS PENELITI

Nama : Yulian Sutiono
Jurusan : Manajemen
Alamat : Jl. Sobri Said II palapa 7 Labuhan Ratu.
Bandar Lampung
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Bandar Lampung, 19 September 2018

Hal : Mohon Bantu Pengisian Kuesioner

Kepada Yth.

Bapak/Ibu/Sdr.

DiTempat

Dengan Hormat,

Berkenannya dengan penelitian yang saya lakukan dalam rangka menyelesaikan studi pada program Strata Satu (S1) Manajemen Ibi Darmajaya Bandar Lampung tentang **“Ananlisis Efektivitas Iklan Youtube Dengan Menggunakan Metode EPIC Terhadap Keputusan Pembelian Rokok Clas Mild”(Studi Kasus Iklan Clas Mild Versi Sound Maker)**” maka saya mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner terlampir.

Penelitian ini diharapkan dapat memberikan hasil yang bermanfaat, oleh karenanya diharapkan kesediaan Bapak/Ibu/Sdr untuk menjawab kuesioner ini dengan sejujurnya. Perlu diberitahukan bahwa informasi yang Bapak/Ibu/Sdr berikan semata-mata untuk kepentingan penelitian ini. Untuk itu saya menjamin kerahasiaannya.

Atas perhatian, bantuan dan kerjasama yang baik dari Bapak/Ibu/Sdr, saya mengucapkan banyak terimakasih.

Hormat saya,

Peneliti

Yulian Sutiono

NPM. 1412110204

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :
**ANALISIS EFEKTIVITAS IKLAN YOUTUBE DENGAN
MENGUNAKAN METODE EPIC MODEL TERHADAP KEPUTUSAN
PEMBELIAN ROKOK CLAS MILD
(Studi Kasus Iklan Clas Mild Versi Sound Maker)**

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pertanyaan/pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.

Kriteria Penilaian :

SS	: Sangat Setuju	5
S	: Setuju	4
CS	: Kurang Setuju	3
TS	: Tidak Setuju	2
STS	: Sangat Tidak Setuju	1

IDENTITAS RESPONDEN

1. Nama :

2. Jenis Kelamin : Laki-laki
 Perempuan

3. Usia :

a. 17 Tahun – 27 Tahun c. 39 Tahun – 49 Tahun
 b. 28 Tahun – 38 Tahun d. 50 tahun

4. Berapa Kali Menyaksikan Iklan Clas Mild Versi Sound Maker:

a. 1 kali d. Lebih dari 3 kali

b. 2 kali

DAFTAR PERNYATAAN

No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Empathy						
1	Iklan Clas Mild mengubah pandangan atau pemikiran konsumen terhadap rokok					
2	Iklan Clas Mild memiliki jenis Iklan yang baik dan kreatif yang membuat terinovasi					
3	Iklan rokok Clas Mild merupakan iklan yang membosankan					
4	Setelah melihat iklan Clas Mild membuat merasa terhibur					
Persuasi						
5	Iklan Clas Mild membuat sikap penonton merasa ada					

	keterlibatan didalam iklan					
6	Dengan adanya iklan Clas Mild lebih percaya diri mengkonsumsi rokok Clas Mild					
7	Iklan Clas Mild memiliki komunikasi pesan yang jelas dan mudah dimengerti					
8	Pesan iklan Clas Mild memberikan inovatif terhadap penonton					
Impact (Dampak)						
9	Iklan Clas Mild memiliki karakter jenis musik yang mudah diingat penonton					
10	Rokok Clas Mild memiliki konsekuensi terhadap lingkungan sekitar					
11	Tayangan iklan Clas Mild memiliki durasi iklan yang cepat					

12	Iklan Clas Mild membantu mengingat simbol bentuk produk dan model Clas Mild					
Communication (Komunikasi)						
1	Iklan Clas Mild di youtube memberikan informasi dengan baik dan jelas					
2	Iklan Clas Mild memberikan pemahaman pesan tentang produk yang disampaikan					
3	Iklan Clas Mild memberikan kesan bahwa Clas Mild dapat digunakan semua pekerja kalangan anak muda					
4	Iklan Clas Mild mampu mengenalkan dan menargetkan diingatan kalangan anak muda					

Lampiran 2

Hasil Jawaban Responden Dimensi Empathy

Responden	Empaty				
	E1	E2	E3	E4	Total_E
1	5	4	5	4	18
2	5	4	5	5	19
3	4	2	4	4	14
4	3	3	3	3	12
5	4	3	4	4	15
6	3	4	3	4	14
7	4	2	4	3	13
8	5	4	5	4	18
9	4	3	4	3	14
10	5	4	5	4	18
11	3	4	3	3	13
12	4	3	4	4	15
13	4	4	4	5	17
14	2	4	2	3	11
15	5	4	5	4	18
16	3	3	3	4	13
17	5	4	5	3	17
18	4	3	4	4	15
19	5	4	5	4	18
20	4	3	4	4	15
21	4	3	4	3	14
22	3	2	3	4	12
23	5	3	5	4	17
24	4	2	4	3	13
25	4	3	4	4	15

26	5	4	5	4	18
27	5	3	5	3	16
28	5	3	5	4	17
29	5	3	5	4	17
30	5	4	5	5	19
31	4	5	3	3	15
32	5	5	2	2	14
33	3	4	4	4	15
34	4	3	3	3	13
35	3	4	3	2	12
36	5	3	3	4	15
37	3	4	3	3	13
38	4	5	3	3	15
39	3	4	2	4	13
40	3	5	3	4	15
41	3	3	3	2	11
42	3	4	4	2	13
43	5	4	4	3	16
44	1	2	3	2	8
45	4	5	4	4	17
46	3	3	4	1	11
47	4	5	2	3	14
48	3	4	4	3	14
49	5	5	4	4	18
50	4	4	3	2	13
51	4	4	3	3	14
52	3	3	1	3	10
53	4	5	4	4	17
54	4	4	3	3	14
55	4	4	3	3	14

56	5	5	4	4	18
57	3	3	5	5	16
58	4	3	4	3	14
59	5	4	5	5	19
60	5	5	3	4	17
61	3	3	5	5	16
62	5	5	4	3	17
63	4	5	5	4	18
64	4	5	4	3	16
65	4	2	4	4	14
66	4	5	5	4	18
67	3	4	5	5	17
68	4	4	5	5	18
69	4	4	4	4	16
70	5	3	5	4	17
71	4	5	5	5	19
72	4	3	4	4	15
73	4	5	3	5	17
74	3	4	4	3	14
75	3	4	4	5	16
76	4	4	3	4	15
77	4	3	4	4	15
78	4	5	4	4	17
79	4	5	5	5	19
80	3	4	3	3	13
81	4	4	4	4	16
82	3	4	3	3	13
83	4	5	5	4	18
84	4	4	5	4	17
85	3	5	4	3	15

86	4	4	4	5	17
87	4	4	4	5	17
88	3	5	4	5	17
89	5	5	5	5	20
90	4	5	3	4	16
91	4	5	5	3	17
92	3	5	3	3	14
93	4	5	3	3	15
94	3	3	2	3	11
95	4	5	3	3	15
96	3	4	4	3	14
97	1	3	3	4	11
98	3	3	2	3	11
99	4	5	3	3	15
100	2	4	4	4	14

Hasil Jawaban Responden Dimensi Persuasi

Responden	Persuasi				Total_P
	P1	P2	P3	P4	
1	4	5	4	3	16
2	5	5	4	4	18
3	4	4	2	2	12
4	3	3	3	3	12
5	4	4	3	2	13
6	4	3	4	4	15
7	3	4	2	2	11
8	4	5	4	3	16
9	3	4	3	2	12
10	4	5	4	2	15

11	3	3	4	2	12
12	4	4	3	2	13
13	5	4	4	4	17
14	3	2	4	4	13
15	4	5	4	3	16
16	4	3	3	2	12
17	3	5	4	3	15
18	4	4	3	2	13
19	4	5	4	4	17
20	4	4	3	3	14
21	3	4	3	3	13
22	4	3	2	2	11
23	4	5	3	3	15
24	3	4	2	3	12
25	4	4	3	3	14
26	4	5	4	4	17
27	3	5	3	4	15
28	4	5	3	4	16
29	4	5	3	3	15
30	5	5	4	3	17
31	4	4	5	3	16
32	4	5	5	2	16
33	2	3	4	4	13
34	3	4	3	3	13
35	3	3	4	3	13
36	4	5	3	3	15
37	2	3	4	3	12
38	4	4	5	3	16
39	3	3	4	2	12
40	4	3	5	3	15

41	4	3	3	3	13
42	3	3	4	4	14
43	4	5	4	4	17
44	4	1	2	3	10
45	4	4	5	4	17
46	3	3	3	4	13
47	4	4	5	2	15
48	3	3	4	4	14
49	4	5	5	4	18
50	3	4	4	3	14
51	3	4	4	3	14
52	2	3	3	1	9
53	3	4	5	4	16
54	2	4	4	3	13
55	3	4	4	3	14
56	4	5	5	4	18
57	3	3	3	2	11
58	3	4	4	2	13
59	5	4	4	3	16
60	3	5	5	3	16
61	1	2	3	2	8
62	3	5	5	4	17
63	4	5	4	4	17
64	3	4	5	4	16
65	3	3	4	1	11
66	4	4	5	5	18
67	4	5	2	3	14
68	4	5	3	3	15
69	3	4	4	3	14
70	5	5	2	2	14

71	5	5	4	4	18
72	4	4	3	2	13
73	3	4	4	4	15
74	4	4	3	3	14
75	4	3	3	3	13
76	3	3	1	3	10
77	3	4	3	2	12
78	4	5	4	4	17
79	5	3	3	4	15
80	4	4	3	3	14
81	4	4	3	3	14
82	3	4	3	3	13
83	5	5	4	4	18
84	4	5	3	3	15
85	5	5	3	4	17
86	5	5	4	3	17
87	4	5	4	3	16
88	3	4	2	4	13
89	4	5	5	4	18
90	3	3	4	3	13
91	3	5	3	4	15
92	3	5	3	3	14
93	3	2	3	4	12
94	5	3	4	3	15
95	5	5	4	4	18
96	4	4	3	4	15
97	4	3	4	5	16
98	3	3	3	4	13
99	3	4	3	3	13
100	4	3	4	5	16

Hasil Jawaban Responden Dimensi Impact

Responden	Impact				
	I1	I2	I3	I4	Total_I
1	4	5	5	4	18
2	5	5	5	5	20
3	4	3	3	3	13
4	3	4	4	4	15
5	4	4	4	3	15
6	4	5	5	5	19
7	3	3	3	3	12
8	4	5	5	4	18
9	3	4	4	3	14
10	4	5	5	3	17
11	3	5	5	3	16
12	4	4	4	3	15
13	5	5	5	5	20
14	3	5	5	1	14
15	4	5	5	4	18
16	4	4	4	3	15
17	3	5	5	4	17
18	4	4	4	3	15
19	4	5	5	5	19
20	4	4	4	4	16
21	3	4	4	4	15
22	4	3	3	3	13
23	4	4	4	4	16
24	3	3	3	4	13
25	4	4	4	4	16
26	4	5	5	5	19

27	3	4	4	5	16
28	4	4	4	5	17
29	4	4	4	4	16
30	5	5	5	4	19
31	3	4	3	4	14
32	2	4	2	3	11
33	4	2	4	3	13
34	3	3	4	4	14
35	2	3	1	3	9
36	4	4	3	3	14
37	3	2	3	2	10
38	3	4	3	3	13
39	4	3	5	3	15
40	4	4	3	5	16
41	2	4	2	5	13
42	2	3	1	2	8
43	3	4	3	4	14
44	2	4	3	2	11
45	4	4	3	3	14
46	1	3	3	2	9
47	3	4	2	3	12
48	3	3	3	4	13
49	4	4	4	4	16
50	2	3	3	3	11
51	3	3	3	2	11
52	3	2	2	2	9
53	4	3	3	3	13
54	3	2	3	4	12
55	3	3	4	3	13
56	4	4	4	4	16

57	4	4	2	2	12
58	3	2	2	1	8
59	4	5	5	3	17
60	4	3	3	4	14
61	4	4	4	3	15
62	3	3	3	3	12
63	4	3	3	3	13
64	3	3	4	4	14
65	3	3	2	3	11
66	4	4	3	3	14
67	4	4	3	2	13
68	4	4	3	3	14
69	3	3	2	3	11
70	4	3	4	2	13
71	4	4	4	4	16
72	3	3	3	3	12
73	2	4	2	4	12
74	3	2	3	3	11
75	3	4	3	4	14
76	2	3	2	2	9
77	3	3	2	1	9
78	3	3	3	3	12
79	4	4	4	3	15
80	2	2	3	3	10
81	3	3	3	4	13
82	2	2	2	3	9
83	4	3	4	4	15
84	4	3	3	3	13
85	3	2	4	3	12
86	3	4	4	3	14

87	3	4	3	4	14
88	3	4	2	5	14
89	4	4	3	3	14
90	3	4	3	3	13
91	4	2	2	3	11
92	3	3	4	3	13
93	4	4	4	4	16
94	5	5	3	3	16
95	4	5	4	4	17
96	4	4	4	4	16
97	5	5	4	3	17
98	5	4	3	4	16
99	4	2	4	3	13
100	3	3	4	4	14

Hasil Jawaban Responden Dimensi Communication

Responden	Communication				Total_C
	C1	C2	C3	C4	
1	5	5	4	5	19
2	5	4	5	4	18
3	3	5	3	5	16
4	4	5	4	5	18
5	4	4	4	4	16
6	5	5	4	5	19
7	3	3	3	3	12
8	5	4	4	4	17
9	4	5	3	5	17
10	5	3	4	3	15
11	5	5	4	5	19

12	4	3	3	3	13
13	5	5	4	5	19
14	5	5	4	5	19
15	5	4	3	4	16
16	4	4	3	4	15
17	5	5	5	5	20
18	4	4	5	4	17
19	5	5	5	5	20
20	4	4	4	4	16
21	4	3	4	3	14
22	3	4	4	4	15
23	4	4	3	4	15
24	3	3	4	3	13
25	4	4	4	4	16
26	5	4	4	4	17
27	4	3	3	3	13
28	4	5	4	5	18
29	4	5	4	5	18
30	5	5	4	5	19
31	2	4	4	5	15
32	3	5	3	5	16
33	4	4	5	4	17
34	3	3	4	5	15
35	2	4	3	3	12
36	3	4	5	4	16
37	2	3	4	4	13
38	4	4	4	5	17
39	3	3	5	2	13
40	5	4	5	3	17
41	5	3	3	3	14
42	2	4	3	4	13

43	3	5	4	5	17
44	3	3	3	3	12
45	4	4	5	3	16
46	3	4	2	3	12
47	3	3	4	4	14
48	4	4	4	3	15
49	5	4	5	4	18
50	3	4	3	3	13
51	3	3	4	3	13
52	3	4	4	2	13
53	4	4	5	3	16
54	4	3	4	2	13
55	3	4	4	3	14
56	4	4	5	4	17
57	5	3	3	3	14
58	2	4	3	4	13
59	4	5	4	5	18
60	3	3	5	3	14
61	2	3	3	3	11
62	4	4	4	4	16
63	3	4	5	4	16
64	4	4	4	4	16
65	2	4	2	4	12
66	4	5	5	4	18
67	3	3	4	3	13
68	4	4	4	4	16
69	4	4	4	4	16
70	3	5	3	5	16
71	4	4	5	4	17
72	3	4	3	4	14
73	3	4	5	4	16

74	2	3	4	3	12
75	4	3	4	3	14
76	2	4	4	4	14
77	3	4	3	4	14
78	3	4	5	4	16
79	3	4	5	4	16
80	4	3	4	3	14
81	3	4	4	4	15
82	2	3	4	3	12
83	4	4	5	4	17
84	3	4	4	4	15
85	4	3	5	5	17
86	3	4	4	4	15
87	4	4	4	4	16
88	3	3	5	5	16
89	3	5	5	5	18
90	3	3	3	4	13
91	5	4	5	4	18
92	3	3	3	5	14
93	3	4	3	4	14
94	4	2	4	3	13
95	3	4	3	4	14
96	5	5	5	3	18
97	3	3	3	1	10
98	4	4	4	5	17
99	4	3	4	4	15
100	2	3	2	2	9

Lampiran 3

Karakteristik Responden

1. Responden Berdasarkan Usia

Usia				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-27	65	65,0	65,0
	28-38	28	28,0	93,0
	39-50	7	7,0	100,0
	Total	100	100,0	

2. Responden Berdasarkan Jenis Kelamin

Jenis_Kelamin				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	98	98,0	98,0
	Wanita	2	2,0	100,0
	Total	100	100,0	

3. Responden Berdasarkan Pendidikan Terakhir

Pendidikan_Terakhir				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	14	14,0	14,0
	D3	36	36,0	50,0
	S1	43	43,0	93,0
	S2	7	7,0	100,0
	Total	100	100,0	

4. Responden Berdasarkan Tingkat Menyaksikan Iklan

Menyaksikan_Iklan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Kali	24	24,0	24,0	24,0
Valid 2 Kali	48	48,0	48,0	72,0
Valid Lebih Dari 3 Kali	28	28,0	28,0	100,0
Valid Total	100	100,0	100,0	

Lampiran 4

Hasil Jawaban Responden

1. Jawaban Responden Dimensi Empathy

E1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2,0	2,0	2,0
2	2	2,0	2,0	4,0
3	28	28,0	28,0	32,0
4	45	45,0	45,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

E2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6,0	6,0	6,0
3	27	27,0	27,0	33,0
4	39	39,0	39,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

E3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	6	6,0	6,0	7,0
3	29	29,0	29,0	36,0
4	37	37,0	37,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

E4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	6	6,0	6,0	7,0
3	35	35,0	35,0	42,0
4	42	42,0	42,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

2. Jawaban Responden Dimensi Persuasi**P1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	4	4,0	4,0	5,0
3	37	37,0	37,0	42,0
4	46	46,0	46,0	88,0
5	12	12,0	12,0	100,0
Total	100	100,0	100,0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	3	3,0	3,0	4,0
3	25	25,0	25,0	29,0
4	36	36,0	36,0	65,0
5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	8	8,0	8,0	9,0
3	37	37,0	37,0	46,0
4	40	40,0	40,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	19	19,0	19,0	21,0
3	43	43,0	43,0	64,0
4	33	33,0	33,0	97,0
5	3	3,0	3,0	100,0
Total	100	100,0	100,0	

3. Jawaban Responden Dimensi Impact**II**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	10	10,0	10,0	11,0
3	38	38,0	38,0	49,0
4	45	45,0	45,0	94,0
5	6	6,0	6,0	100,0
Total	100	100,0	100,0	

I2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	30	30,0	30,0	41,0
Valid 4	42	42,0	42,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

I3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	14	14,0	14,0	16,0
Valid 3	36	36,0	36,0	52,0
4	33	33,0	33,0	85,0
5	15	15,0	15,0	100,0
Total	100	100,0	100,0	

I4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3,0	3,0	3,0
2	10	10,0	10,0	13,0
Valid 3	45	45,0	45,0	58,0
4	32	32,0	32,0	90,0
5	10	10,0	10,0	100,0
Total	100	100,0	100,0	

4. Jawaban Responden Dimensi Communication

C1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	35	35,0	35,0	46,0
Valid 4	35	35,0	35,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

C2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	29	29,0	29,0	30,0
Valid 4	50	50,0	50,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

C3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	25	25,0	25,0	28,0
Valid 4	47	47,0	47,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

C4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	4	4,0	4,0	5,0
3	27	27,0	27,0	32,0
Valid 4	43	43,0	43,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

Lampiran 5

Hasil Uji Validitas Dimensi Empathy

Correlations

		E1	E2	E3	E4	Total_E
E1	Pearson Correlation	1	,244	1,000**	,347	,903**
	Sig. (2-tailed)		,195	,000	,060	,000
	N	30	30	30	30	30
E2	Pearson Correlation	,244	1	,244	,306	,566**
	Sig. (2-tailed)	,195		,195	,100	,001
	N	30	30	30	30	30
E3	Pearson Correlation	1,000**	,244	1	,347	,903**
	Sig. (2-tailed)	,000	,195		,060	,000
	N	30	30	30	30	30
E4	Pearson Correlation	,347	,306	,347	1	,614**
	Sig. (2-tailed)	,060	,100	,060		,000
	N	30	30	30	30	30
Total_E	Pearson Correlation	,903**	,566**	,903**	,614**	1
	Sig. (2-tailed)	,000	,001	,000	,000	
	N	30	30	30	30	30

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

Hasil Uji Validitas Dimensi Persuasi

Correlations

		P1	P2	P3	P4	Total_P
P1	Pearson Correlation	1	,347	,306	,187	,624**
	Sig. (2-tailed)		,060	,100	,322	,000
	N	30	30	30	30	30
P2	Pearson Correlation	,347	1	,244	,228	,694**
	Sig. (2-tailed)	,060		,195	,225	,000
	N	30	30	30	30	30
P3	Pearson Correlation	,306	,244	1	,475**	,724**
	Sig. (2-tailed)	,100	,195		,008	,000
	N	30	30	30	30	30
P4	Pearson Correlation	,187	,228	,475**	1	,703**
	Sig. (2-tailed)	,322	,225	,008		,000
	N	30	30	30	30	30
Total_P	Pearson Correlation	,624**	,694**	,724**	,703**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

Hasil Uji Validitas Dimensi Impact

Correlations

		I1	I2	I3	I4	Total_I
I1	Pearson Correlation	1	,306	,306	,354	,625**
	Sig. (2-tailed)		,100	,100	,055	,000
	N	30	30	30	30	30
I2	Pearson Correlation	,306	1	1,000**	,255	,835**
	Sig. (2-tailed)	,100		,000	,174	,000
	N	30	30	30	30	30
I3	Pearson Correlation	,306	1,000**	1	,255	,835**
	Sig. (2-tailed)	,100	,000		,174	,000
	N	30	30	30	30	30
I4	Pearson Correlation	,354	,255	,255	1	,685**
	Sig. (2-tailed)	,055	,174	,174		,000
	N	30	30	30	30	30
Total_I	Pearson Correlation	,625**	,835**	,835**	,685**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

Hasil Uji Validitas Dimensi Communication

Correlations

		C1	C2	C3	C4	Total_C
C1	Pearson Correlation	1	,374*	,406*	,374*	,687**
	Sig. (2-tailed)		,042	,026	,042	,000
	N	30	30	30	30	30
C2	Pearson Correlation	,374*	1	,279	1,000**	,888**
	Sig. (2-tailed)	,042		,136	,000	,000
	N	30	30	30	30	30
C3	Pearson Correlation	,406*	,279	1	,279	,602**
	Sig. (2-tailed)	,026	,136		,136	,000
	N	30	30	30	30	30
C4	Pearson Correlation	,374*	1,000**	,279	1	,888**
	Sig. (2-tailed)	,042	,000	,136		,000
	N	30	30	30	30	30
Total_C	Pearson Correlation	,687**	,888**	,602**	,888**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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

Lampiran 6

Hasil Uji Realibilitas Dimensi Empathy

Reliability Statistics

Cronbach's Alpha	N of Items
,754	4

Hasil Uji Realibilitas Dimensi Persuasi

Reliability Statistics

Cronbach's Alpha	N of Items
,621	4

Hasil Uji Realibilitas Dimensi Impact

Reliability Statistics

Cronbach's Alpha	N of Items
,717	4

Hasil Uji Realibilitas Dimensi Communication

Reliability Statistics

Cronbach's Alpha	N of Items
,777	4

Lampiran 7

Hasil Analisis EPIC Model

1. Hasil Skor Rata-Rata Dimensi Empathy

Descriptive Statistics

	N	Mean
E1	100	3,85
E2	100	3,89
E3	100	3,83
E4	100	3,66
Valid N (listwise)	100	

2. Hasil Skor Rata-Rata Dimensi Persuasi

Descriptive Statistics

	N	Mean
P1	100	3,64
P2	100	4,01
P3	100	3,58
P4	100	3,16
Valid N (listwise)	100	

3. Hasil Skor Rata-Rata Dimensi Impact

Descriptive Statistics

	N	Mean
I1	100	3,45
I2	100	3,65
I3	100	3,45
I4	100	3,36
Valid N (listwise)	100	

4. Hasil Skor Rata-Rata Dimensi Communication

Descriptive Statistics

	N	Mean
C1	100	3,62
C2	100	3,89
C3	100	3,94
C4	100	3,87
Valid N (listwise)	100	

Lampiran 8

R Tabel

TABEL 3
NILAI-NILAI r PRODUCT MOMENT

N	Taraf Signifikan		N	Taraf Signifikan		N	Taraf Signifikan	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			