

## LAMPIRAN

Semarang, 10 Agustus 2018

Kepada Yth. Bapak/Ibu/Saudara  
Konsumen PT Pacific Tours

Dengan hormat,

Saya mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis  
Universitas Katolik Soegijapranata Semarang.

Nama : Lutfi Hakim

NIM : 13.30.0228

Dalam rangka penyusunan skripsi yang berjudul “Analisis Efektivitas Iklan PT Pacific Tours Semarang pada Media Sosial Facebook”, saya mohon bantuan Bapak/Ibu/Saudara untuk melakukan pengisian kuesioner sebagai bahan yang akan saya gunakan untuk data penelitian.

Kesediaan Bapak/Ibu/Saudara untuk mengisi kuesioner ini merupakan bantuan yang sangat berarti untuk saya. Atas kerjasama Bapak/Ibu/Saudara, saya ucapkan terimakasih.

Hormat saya,

Lutfi Hakim

NIM 13.30.0228

CP : 085 799 639 823

A. Kriteria Responden :

1. Apakah anda memiliki akun jejaring sosial Facebook ?
  - a. Ya
  - b. Tidak
2. Apakah anda berteman dengan akun jejaring sosial Facebook PT Pacific Tours ?
  - a. Ya
  - b. Tidak

B. Identitas Responden

1. Nama :
2. Jenis Kelamin :
  - a. Laki – Laki
  - b. Perempuan
3. Usia Anda Saat Ini :
  - a. 10 – 20 tahun
  - b. >20 – 30 tahun
  - c. >30 – 40 tahun
  - d. > 40 tahun
4. Pekerjaan Anda Saat ini :
  - a. Pelajar / Mahasiswa
  - b. Pegawai Swasta
  - c. PNS
  - d. Ibu Rumah Tangga
  - e. Wiraswasta

### C. Pertanyaan/Pernyataan

Pilihlah jawaban pada kolom menurut jawaban anda sendiri yang sudah tersedia di dalam kolom dengan cara memilih salah satu dari setiap pertanyaan dengan memberi tanda (  $\checkmark$  ) atau ( X ).

| No                | Pernyataan   | STS | TS | CS | S | SS |
|-------------------|--|-----|----|----|---|----|
| <b>Empati</b>     |  |     |    |    |   |    |
| 1.                | Menurut saya iklan yang dilakukan PT Pacific Tours melalui media sosial Facebook itu bagus.                      |     |    |    |   |    |
| 2.                | Iklan yang ditampilkan PT Pacific Tours di Facebook menarik perhatian saya.                                      |     |    |    |   |    |
| <b>Persuasi</b>   |  |     |    |    |   |    |
| 1.                | Setelah melihat iklan PT Pacific Tours di Facebook saya tertarik dengan produk jasa pariwisata PT Pacific Tours. |     |    |    |   |    |
| 2.                | Setelah melihat iklan PT Pacific Tours di Facebook saya ingin menggunakan produk jasa PT Pacific Tours.          |     |    |    |   |    |
| 3.                | Iklan PT Pacific Tours merangsang saya untuk lebih memahaminya.  |     |    |    |   |    |
| <b>Dampak</b>     |  |     |    |    |   |    |
| 1.                | Saya mengetahui kualitas dari PT Pacific Tours dari iklannya di Facebook.  |     |    |    |   |    |
| 2.                | Menurut saya iklan yang dibuat PT Pacific Tours lebih kreatif dibandingkan pesaingnya.                           |     |    |    |   |    |
| <b>Komunikasi</b> |  |     |    |    |   |    |
| 1.                | Saya merasa jelas tentang iklan produk yang ditawarkan oleh PT Pacific Tours di Facebook.                        |     |    |    |   |    |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
| 2. | Menurut saya bahasa iklan PT Pacific Tours mudah dipahami.  |  |  |  |  |  |
| 3. | Menurut saya iklan yang ditampilkan oleh PT Pacific Tours dapat menyampaikan pesan yang ada pada iklan. |  |  |  |  |  |



### Hasil Kuisisioner Dimensi Empati dan Dimensi Persuasi

| NO | E1 | E2 | TOTAL_E | P1 | P2 | P3 | TOTAL_P |
|----|----|----|---------|----|----|----|---------|
| 1  | 3  | 3  | 6       | 3  | 3  | 4  | 10      |
| 2  | 3  | 3  | 6       | 3  | 4  | 4  | 11      |
| 3  | 3  | 3  | 6       | 2  | 3  | 3  | 8       |
| 4  | 4  | 4  | 8       | 3  | 3  | 3  | 9       |
| 5  | 2  | 2  | 4       | 4  | 4  | 4  | 12      |
| 6  | 4  | 3  | 7       | 4  | 4  | 4  | 12      |
| 7  | 3  | 3  | 6       | 3  | 3  | 4  | 10      |
| 8  | 5  | 4  | 9       | 4  | 4  | 4  | 12      |
| 9  | 3  | 4  | 7       | 3  | 4  | 4  | 11      |
| 10 | 3  | 4  | 7       | 3  | 3  | 3  | 9       |
| 11 | 3  | 4  | 7       | 4  | 3  | 3  | 10      |
| 12 | 3  | 3  | 6       | 3  | 3  | 4  | 10      |
| 13 | 3  | 3  | 6       | 4  | 4  | 4  | 12      |
| 14 | 4  | 3  | 7       | 3  | 4  | 3  | 10      |
| 15 | 3  | 4  | 7       | 2  | 3  | 4  | 9       |
| 16 | 3  | 3  | 6       | 3  | 4  | 3  | 10      |
| 17 | 3  | 4  | 7       | 3  | 3  | 3  | 9       |
| 18 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 19 | 4  | 4  | 8       | 3  | 4  | 3  | 10      |
| 20 | 5  | 5  | 10      | 3  | 4  | 5  | 12      |
| 21 | 2  | 2  | 4       | 4  | 4  | 5  | 13      |
| 22 | 3  | 3  | 6       | 3  | 4  | 4  | 11      |
| 23 | 3  | 4  | 7       | 4  | 4  | 4  | 12      |
| 24 | 3  | 3  | 6       | 4  | 4  | 4  | 12      |
| 25 | 3  | 4  | 7       | 3  | 3  | 4  | 10      |
| 26 | 4  | 4  | 8       | 5  | 4  | 4  | 13      |
| 27 | 3  | 4  | 7       | 3  | 4  | 4  | 11      |
| 28 | 4  | 4  | 8       | 4  | 4  | 4  | 12      |
| 29 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 30 | 3  | 3  | 6       | 3  | 4  | 4  | 11      |
| 31 | 3  | 2  | 5       | 3  | 3  | 3  | 9       |
| 32 | 3  | 3  | 6       | 2  | 3  | 3  | 8       |
| 33 | 3  | 3  | 6       | 3  | 4  | 3  | 10      |

| NO | E1 | E2 | TOTAL_E | P1 | P2 | P3 | TOTAL_P |
|----|----|----|---------|----|----|----|---------|
| 34 | 3  | 4  | 7       | 4  | 4  | 4  | 12      |
| 35 | 5  | 5  | 10      | 3  | 4  | 4  | 11      |
| 36 | 3  | 4  | 7       | 3  | 3  | 3  | 9       |
| 37 | 3  | 3  | 6       | 4  | 4  | 4  | 12      |
| 38 | 4  | 4  | 8       | 3  | 4  | 3  | 10      |
| 39 | 3  | 4  | 7       | 3  | 4  | 4  | 11      |
| 40 | 4  | 4  | 8       | 4  | 4  | 4  | 12      |
| 41 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 42 | 4  | 4  | 8       | 3  | 3  | 3  | 9       |
| 43 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 44 | 3  | 4  | 7       | 3  | 4  | 4  | 11      |
| 45 | 4  | 3  | 7       | 4  | 3  | 4  | 11      |
| 46 | 3  | 3  | 6       | 4  | 5  | 5  | 14      |
| 47 | 3  | 4  | 7       | 3  | 3  | 3  | 9       |
| 48 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 49 | 3  | 4  | 7       | 3  | 3  | 3  | 9       |
| 50 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 51 | 2  | 2  | 4       | 3  | 3  | 3  | 9       |
| 52 | 4  | 4  | 8       | 4  | 3  | 3  | 10      |
| 53 | 3  | 3  | 6       | 4  | 4  | 3  | 11      |
| 54 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 55 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 56 | 3  | 4  | 7       | 3  | 3  | 3  | 9       |
| 57 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 58 | 4  | 3  | 7       | 3  | 3  | 3  | 9       |
| 59 | 4  | 4  | 8       | 3  | 3  | 3  | 9       |
| 60 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 61 | 2  | 2  | 4       | 3  | 3  | 3  | 9       |
| 62 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 63 | 3  | 4  | 7       | 3  | 3  | 3  | 9       |
| 64 | 3  | 3  | 6       | 4  | 4  | 4  | 12      |
| 65 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 66 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 67 | 4  | 3  | 7       | 3  | 3  | 3  | 9       |
| 68 | 3  | 4  | 7       | 3  | 3  | 3  | 9       |

| NO  | E1 | E2 | TOTAL_E | P1 | P2 | P3 | TOTAL_P |
|-----|----|----|---------|----|----|----|---------|
| 69  | 4  | 4  | 8       | 3  | 3  | 3  | 9       |
| 70  | 2  | 3  | 5       | 3  | 3  | 3  | 9       |
| 71  | 4  | 4  | 8       | 3  | 3  | 3  | 9       |
| 72  | 3  | 3  | 6       | 3  | 4  | 3  | 10      |
| 73  | 3  | 5  | 8       | 3  | 4  | 4  | 11      |
| 74  | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 75  | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 76  | 3  | 4  | 7       | 3  | 4  | 3  | 10      |
| 77  | 4  | 4  | 8       | 4  | 4  | 4  | 12      |
| 78  | 5  | 5  | 10      | 3  | 4  | 4  | 11      |
| 79  | 3  | 4  | 7       | 3  | 3  | 3  | 9       |
| 80  | 3  | 3  | 6       | 4  | 4  | 4  | 12      |
| 81  | 4  | 5  | 9       | 3  | 4  | 3  | 10      |
| 82  | 3  | 4  | 7       | 3  | 4  | 4  | 11      |
| 83  | 4  | 4  | 8       | 4  | 4  | 4  | 12      |
| 84  | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 85  | 4  | 4  | 8       | 3  | 3  | 3  | 9       |
| 86  | 4  | 4  | 8       | 2  | 3  | 4  | 9       |
| 87  | 3  | 3  | 6       | 3  | 4  | 3  | 10      |
| 88  | 3  | 4  | 7       | 3  | 3  | 3  | 9       |
| 89  | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 90  | 4  | 4  | 8       | 3  | 4  | 3  | 10      |
| 91  | 4  | 4  | 8       | 3  | 4  | 5  | 12      |
| 92  | 2  | 3  | 5       | 4  | 4  | 5  | 13      |
| 93  | 3  | 3  | 6       | 3  | 4  | 4  | 11      |
| 94  | 3  | 4  | 7       | 4  | 4  | 4  | 12      |
| 95  | 3  | 3  | 6       | 4  | 4  | 4  | 12      |
| 96  | 3  | 4  | 7       | 3  | 3  | 4  | 10      |
| 97  | 4  | 4  | 8       | 5  | 4  | 4  | 13      |
| 98  | 3  | 4  | 7       | 3  | 4  | 4  | 11      |
| 99  | 4  | 3  | 7       | 4  | 4  | 4  | 12      |
| 100 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |

### Hasil Kuisiner Dimensi Empati dan Dimensi Persuasi

| NO | D1 | D2 | TOTAL_D | K1 | K2 | K3 | TOTAL_K |
|----|----|----|---------|----|----|----|---------|
| 1  | 3  | 3  | 6       | 4  | 4  | 4  | 12      |
| 2  | 4  | 4  | 8       | 3  | 3  | 3  | 9       |
| 3  | 3  | 3  | 6       | 4  | 4  | 4  | 12      |
| 4  | 4  | 4  | 8       | 4  | 4  | 4  | 12      |
| 5  | 4  | 2  | 6       | 3  | 2  | 3  | 8       |
| 6  | 3  | 4  | 7       | 2  | 3  | 2  | 7       |
| 7  | 3  | 3  | 6       | 3  | 3  | 4  | 10      |
| 8  | 4  | 5  | 9       | 4  | 5  | 4  | 13      |
| 9  | 4  | 3  | 7       | 2  | 2  | 2  | 6       |
| 10 | 3  | 3  | 6       | 3  | 4  | 4  | 11      |
| 11 | 3  | 3  | 6       | 2  | 3  | 2  | 7       |
| 12 | 3  | 3  | 6       | 4  | 4  | 3  | 11      |
| 13 | 4  | 3  | 7       | 3  | 4  | 3  | 10      |
| 14 | 4  | 4  | 8       | 3  | 3  | 4  | 10      |
| 15 | 4  | 3  | 7       | 2  | 3  | 2  | 7       |
| 16 | 3  | 4  | 7       | 3  | 4  | 4  | 11      |
| 17 | 3  | 3  | 6       | 4  | 3  | 3  | 10      |
| 18 | 3  | 4  | 7       | 3  | 4  | 4  | 11      |
| 19 | 3  | 4  | 7       | 4  | 3  | 3  | 10      |
| 20 | 3  | 3  | 6       | 2  | 2  | 2  | 6       |
| 21 | 3  | 3  | 6       | 3  | 2  | 2  | 7       |
| 22 | 3  | 3  | 6       | 4  | 4  | 5  | 13      |
| 23 | 4  | 4  | 8       | 4  | 3  | 4  | 11      |
| 24 | 4  | 4  | 8       | 3  | 4  | 4  | 11      |
| 25 | 3  | 3  | 6       | 2  | 3  | 2  | 7       |
| 26 | 5  | 4  | 9       | 3  | 4  | 4  | 11      |
| 27 | 3  | 3  | 6       | 4  | 3  | 3  | 10      |
| 28 | 3  | 4  | 7       | 3  | 3  | 4  | 10      |
| 29 | 3  | 3  | 6       | 2  | 3  | 2  | 7       |
| 30 | 4  | 3  | 7       | 4  | 3  | 3  | 10      |
| 31 | 3  | 3  | 6       | 3  | 3  | 3  | 9       |
| 32 | 3  | 3  | 6       | 2  | 3  | 2  | 7       |
| 33 | 3  | 3  | 6       | 3  | 4  | 4  | 11      |
| 34 | 3  | 3  | 6       | 3  | 3  | 4  | 10      |
| 35 | 4  | 4  | 8       | 3  | 4  | 4  | 11      |
| 36 | 3  | 3  | 6       | 4  | 4  | 3  | 11      |



|    |   |   |    |   |   |   |    |
|----|---|---|----|---|---|---|----|
| 37 | 3 | 3 | 6  | 4 | 4 | 4 | 12 |
| 38 | 3 | 3 | 6  | 3 | 3 | 4 | 10 |
| 39 | 3 | 3 | 6  | 4 | 4 | 4 | 12 |
| 40 | 4 | 4 | 8  | 3 | 4 | 3 | 10 |
| 41 | 3 | 3 | 6  | 4 | 3 | 3 | 10 |
| 42 | 5 | 5 | 10 | 3 | 3 | 3 | 9  |
| 43 | 3 | 3 | 6  | 4 | 4 | 4 | 12 |
| 44 | 3 | 3 | 6  | 3 | 4 | 4 | 11 |
| 45 | 4 | 4 | 8  | 4 | 3 | 4 | 11 |
| 46 | 4 | 4 | 8  | 4 | 4 | 3 | 11 |
| 47 | 3 | 4 | 7  | 3 | 3 | 3 | 9  |
| 48 | 4 | 4 | 8  | 3 | 3 | 3 | 9  |
| 49 | 4 | 4 | 8  | 4 | 4 | 4 | 12 |
| 50 | 3 | 3 | 6  | 3 | 3 | 2 | 8  |
| 51 | 3 | 3 | 6  | 4 | 3 | 3 | 10 |
| 52 | 3 | 3 | 6  | 3 | 3 | 3 | 9  |
| 53 | 3 | 3 | 6  | 3 | 3 | 2 | 8  |
| 54 | 3 | 3 | 6  | 3 | 3 | 3 | 9  |
| 55 | 3 | 3 | 6  | 3 | 4 | 3 | 10 |
| 56 | 3 | 3 | 6  | 3 | 3 | 3 | 9  |
| 57 | 3 | 3 | 6  | 3 | 3 | 3 | 9  |
| 58 | 3 | 3 | 6  | 3 | 3 | 3 | 9  |
| 59 | 3 | 3 | 6  | 4 | 4 | 5 | 13 |
| 60 | 3 | 3 | 6  | 3 | 3 | 3 | 9  |
| 61 | 3 | 3 | 6  | 3 | 3 | 2 | 8  |
| 62 | 3 | 3 | 6  | 3 | 3 | 4 | 10 |
| 63 | 3 | 4 | 7  | 3 | 3 | 3 | 9  |
| 64 | 3 | 3 | 6  | 3 | 3 | 3 | 9  |
| 65 | 3 | 3 | 6  | 2 | 3 | 2 | 7  |
| 66 | 3 | 3 | 6  | 4 | 4 | 3 | 11 |
| 67 | 3 | 3 | 6  | 3 | 3 | 3 | 9  |
| 68 | 3 | 3 | 6  | 3 | 3 | 3 | 9  |
| 69 | 3 | 4 | 7  | 3 | 3 | 3 | 9  |
| 70 | 4 | 3 | 7  | 3 | 3 | 3 | 9  |
| 71 | 3 | 3 | 6  | 3 | 4 | 3 | 10 |
| 72 | 4 | 3 | 7  | 2 | 2 | 2 | 6  |
| 73 | 4 | 4 | 8  | 4 | 4 | 3 | 11 |
| 74 | 3 | 2 | 5  | 3 | 3 | 3 | 9  |
| 75 | 3 | 3 | 6  | 2 | 3 | 2 | 7  |

|     |   |   |    |   |   |   |    |
|-----|---|---|----|---|---|---|----|
| 76  | 3 | 3 | 6  | 3 | 4 | 4 | 11 |
| 77  | 3 | 3 | 6  | 3 | 3 | 4 | 10 |
| 78  | 4 | 4 | 8  | 3 | 4 | 4 | 11 |
| 79  | 3 | 3 | 6  | 4 | 4 | 3 | 11 |
| 80  | 3 | 3 | 6  | 4 | 4 | 4 | 12 |
| 81  | 3 | 3 | 6  | 3 | 3 | 4 | 10 |
| 82  | 3 | 3 | 6  | 4 | 4 | 4 | 12 |
| 83  | 4 | 4 | 8  | 3 | 4 | 3 | 10 |
| 84  | 3 | 3 | 6  | 4 | 3 | 3 | 10 |
| 85  | 5 | 5 | 10 | 3 | 3 | 3 | 9  |
| 86  | 4 | 3 | 7  | 3 | 3 | 3 | 9  |
| 87  | 3 | 4 | 7  | 3 | 4 | 4 | 11 |
| 88  | 3 | 3 | 6  | 4 | 3 | 3 | 10 |
| 89  | 3 | 4 | 7  | 3 | 4 | 4 | 11 |
| 90  | 3 | 4 | 7  | 4 | 3 | 3 | 10 |
| 91  | 3 | 3 | 6  | 2 | 2 | 2 | 6  |
| 92  | 3 | 3 | 6  | 2 | 2 | 2 | 6  |
| 93  | 3 | 3 | 6  | 4 | 3 | 4 | 11 |
| 94  | 4 | 4 | 8  | 4 | 3 | 4 | 11 |
| 95  | 4 | 4 | 8  | 3 | 4 | 4 | 11 |
| 96  | 3 | 3 | 6  | 3 | 3 | 3 | 9  |
| 97  | 5 | 4 | 9  | 3 | 4 | 4 | 11 |
| 98  | 3 | 3 | 6  | 4 | 3 | 3 | 10 |
| 99  | 3 | 4 | 7  | 3 | 3 | 4 | 10 |
| 100 | 3 | 3 | 6  | 2 | 3 | 2 | 7  |

## Hasil Uji Validitas Dimensi Empati

### Correlations

|         |                     | E1     | E2     | TOTAL_E |
|---------|---------------------|--------|--------|---------|
| E1      | Pearson Correlation | 1      | .593** | .885**  |
|         | Sig. (2-tailed)     |        | .000   | .000    |
|         | N                   | 100    | 100    | 100     |
| E2      | Pearson Correlation | .593** | 1      | .899**  |
|         | Sig. (2-tailed)     | .000   |        | .000    |
|         | N                   | 100    | 100    | 100     |
| TOTAL_E | Pearson Correlation | .885** | .899** | 1       |
|         | Sig. (2-tailed)     | .000   | .000   |         |
|         | N                   | 100    | 100    | 100     |

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

## Hasil Uji Validitas Dimensi Persuasi

### Correlations

|         |                     | P1     | P2     | P3     | TOTAL_P |
|---------|---------------------|--------|--------|--------|---------|
| P1      | Pearson Correlation | 1      | .498** | .430** | .776**  |
|         | Sig. (2-tailed)     |        | .000   | .000   | .000    |
|         | N                   | 100    | 100    | 100    | 100     |
| P2      | Pearson Correlation | .498** | 1      | .634** | .853**  |
|         | Sig. (2-tailed)     | .000   |        | .000   | .000    |
|         | N                   | 100    | 100    | 100    | 100     |
| P3      | Pearson Correlation | .430** | .634** | 1      | .845**  |
|         | Sig. (2-tailed)     | .000   | .000   |        | .000    |
|         | N                   | 100    | 100    | 100    | 100     |
| TOTAL_P | Pearson Correlation | .776** | .853** | .845** | 1       |
|         | Sig. (2-tailed)     | .000   | .000   | .000   |         |
|         | N                   | 100    | 100    | 100    | 100     |

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

## Hasil Uji Validitas Dimensi Dampak

### Correlations

|         |                     | D1     | D2     | TOTAL_D |
|---------|---------------------|--------|--------|---------|
| D1      | Pearson Correlation | 1      | .569** | .881**  |
|         | Sig. (2-tailed)     |        | .000   | .000    |
|         | N                   | 100    | 100    | 100     |
| D2      | Pearson Correlation | .569** | 1      | .890**  |
|         | Sig. (2-tailed)     | .000   |        | .000    |
|         | N                   | 100    | 100    | 100     |
| TOTAL_D | Pearson Correlation | .881** | .890** | 1       |
|         | Sig. (2-tailed)     | .000   | .000   |         |
|         | N                   | 100    | 100    | 100     |

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

## Hasil Uji Validitas Dimensi Komunikasi

### Correlations

|         |                     | K1     | K2     | K3     | TOTAL_K |
|---------|---------------------|--------|--------|--------|---------|
| K1      | Pearson Correlation | 1      | .461** | .561** | .805**  |
|         | Sig. (2-tailed)     |        | .000   | .000   | .000    |
|         | N                   | 100    | 100    | 100    | 100     |
| K2      | Pearson Correlation | .461** | 1      | .600** | .809**  |
|         | Sig. (2-tailed)     | .000   |        | .000   | .000    |
|         | N                   | 100    | 100    | 100    | 100     |
| K3      | Pearson Correlation | .561** | .600** | 1      | .883**  |
|         | Sig. (2-tailed)     | .000   | .000   |        | .000    |
|         | N                   | 100    | 100    | 100    | 100     |
| TOTAL_K | Pearson Correlation | .805** | .809** | .883** | 1       |
|         | Sig. (2-tailed)     | .000   | .000   | .000   |         |
|         | N                   | 100    | 100    | 100    | 100     |

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

## Hasil Uji Reliabilitas Dimensi Empati

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .743             | .744   | 2          |

### Item-Total Statistics

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| E1 | 3.48                       | .454                           | .593                             | .351                         | . <sup>a</sup>                   |
| E2 | 3.27                       | .401                           | .593                             | .351                         | . <sup>a</sup>                   |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|------|----------|----------------|------------|
| 6.75 | 1.361    | 1.167          | 2          |

## Hasil Uji Reliabilitas Dimensi Persuasi

### Reliability

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .763             | .765   | 3          |

#### Item-Total Statistics

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| P1 | 6.99                       | 1.020                          | .511                             | .270                         | .772                             |
| P2 | 6.74                       | .942                           | .673                             | .465                         | .601                             |
| P3 | 6.73                       | .866                           | .612                             | .420                         | .665                             |

#### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 10.23 | 1.896    | 1.377          | 3          |

## Hasil Uji Reliabilitas Dimensi Dampak

### Reliability

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .725             | .725   | 2          |

#### Item-Total Statistics

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| D1 | 3.34                       | .328                           | .569                             | .324                         | . <sup>a</sup>                   |
| D2 | 3.33                       | .304                           | .569                             | .324                         | . <sup>a</sup>                   |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

#### Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|------|----------|----------------|------------|
| 6.67 | .991     | .995           | 2          |

## Hasil Uji Reliabilitas Dimensi Komunikasi

### Reliability

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .777             | .779   | 3          |

#### Item-Total Statistics

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| K1 | 6.54                       | 1.524                          | .576                             | .339                         | .739                             |
| K2 | 6.41                       | 1.578                          | .606                             | .382                         | .713                             |
| K3 | 6.49                       | 1.182                          | .678                             | .463                         | .630                             |

#### Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|------|----------|----------------|------------|
| 9.72 | 2.891    | 1.700          | 3          |



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| N  | The Level of Significance |       | N    | The Level of Significance |       |
|----|---------------------------|-------|------|---------------------------|-------|
|    | 5%                        | 1%    |      | 5%                        | 1%    |
| 3  | 0.997                     | 0.999 | 38   | 0.320                     | 0.413 |
| 4  | 0.950                     | 0.990 | 39   | 0.316                     | 0.408 |
| 5  | 0.878                     | 0.959 | 40   | 0.312                     | 0.403 |
| 6  | 0.811                     | 0.917 | 41   | 0.308                     | 0.398 |
| 7  | 0.754                     | 0.874 | 42   | 0.304                     | 0.393 |
| 8  | 0.707                     | 0.834 | 43   | 0.301                     | 0.389 |
| 9  | 0.666                     | 0.798 | 44   | 0.297                     | 0.384 |
| 10 | 0.632                     | 0.765 | 45   | 0.294                     | 0.380 |
| 11 | 0.602                     | 0.735 | 46   | 0.291                     | 0.376 |
| 12 | 0.576                     | 0.708 | 47   | 0.288                     | 0.372 |
| 13 | 0.553                     | 0.684 | 48   | 0.284                     | 0.368 |
| 14 | 0.532                     | 0.661 | 49   | 0.281                     | 0.364 |
| 15 | 0.514                     | 0.641 | 50   | 0.279                     | 0.361 |
| 16 | 0.497                     | 0.623 | 55   | 0.266                     | 0.345 |
| 17 | 0.482                     | 0.606 | 60   | 0.254                     | 0.330 |
| 18 | 0.468                     | 0.590 | 65   | 0.244                     | 0.317 |
| 19 | 0.456                     | 0.575 | 70   | 0.235                     | 0.306 |
| 20 | 0.444                     | 0.561 | 75   | 0.227                     | 0.296 |
| 21 | 0.433                     | 0.549 | 80   | 0.220                     | 0.286 |
| 22 | 0.432                     | 0.537 | 85   | 0.213                     | 0.278 |
| 23 | 0.413                     | 0.526 | 90   | 0.207                     | 0.267 |
| 24 | 0.404                     | 0.515 | 95   | 0.202                     | 0.263 |
| 25 | 0.396                     | 0.505 | 100  | 0.195                     | 0.256 |
| 26 | 0.388                     | 0.496 | 125  | 0.176                     | 0.230 |
| 27 | 0.381                     | 0.487 | 150  | 0.159                     | 0.210 |
| 28 | 0.374                     | 0.478 | 175  | 0.148                     | 0.194 |
| 29 | 0.367                     | 0.470 | 200  | 0.138                     | 0.181 |
| 30 | <b>0.361</b>              | 0.463 | 300  | 0.113                     | 0.148 |
| 31 | 0.355                     | 0.456 | 400  | 0.098                     | 0.128 |
| 32 | 0.349                     | 0.449 | 500  | 0.088                     | 0.115 |
| 33 | 0.344                     | 0.442 | 600  | 0.080                     | 0.105 |
| 34 | 0.339                     | 0.436 | 700  | 0.074                     | 0.097 |
| 35 | 0.334                     | 0.430 | 800  | 0.070                     | 0.091 |
| 36 | 0.329                     | 0.424 | 900  | 0.065                     | 0.086 |
| 37 | 0.325                     | 0.418 | 1000 | 0.062                     | 0.081 |

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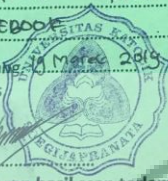
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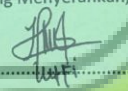
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