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Lampiran 1

KUESIONER PENELITIAN

PENGARUH *STORYTELLING* DAN KREDIBILITAS KREATOR KONTEN PADA KONTEN VIDEO TIKTOK TERHADAP *BRAND ENGAGEMENT KONSUMEN* KOPI KENANGAN

Peran dan partisipasi Bapak/Ibu dalam mengisi kuesioner (uji instrumen) ini sangat membantu kelancaran penelitian saya. Atas perhatian dan kerjasamanya, saya ucapkan terima kasih.

I. Identitas Peneliti

Nama : Gema Ramadhan
NPM : 2261201178
Program Studi : Manajemen
Fakultas : Ekonomi dan Bisnis
Perguruan tinggi : Universitas Muhammadiyah Bengkulu

II. Identitas responden

Nama : ....
Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
Pendidikan : ☐ SLTA Sederajat ☐ D3 ☐ S1 ☐ S2
Pekerjaan : ....
Rentan Usia : ☐ 17 – 25 ☐ 26- 34 ☐ > 35

Apakah Anda pernah melihat konten video TikTok Kopi Kenangan?
☐ Pernah ☐ Tidak

III. Petunjuk Pengisian Responden

Berilah jawaban/tanggapan atas pernyataan berikut sesuai dengan pendapat anda, dengan cara memberi tanda (✔) pada kolom yang disediakan.
1 = Sangat Tidak Setuju (STS)
2 = Tidak Setuju (TS)
3 = Netral (N)
4 = Setuju (S)
5 = Sangat Setuju (SS)

Dengan ini memohon kesediaan Bapak/Ibu untuk berpartisipasi sebagai reponden dalam penelitian yang saya lakukan. Informasi dan jawaban yang diberikan akan digunakan sepenuhnya untuk kepentingan ilmiah dan dijamin kerahasiaannya. Tidak terdapat jawaban benar maupun salah, sehingga saya sangat berharap Bapak/Ibu/Saudara/i dapat mengisi kuesioner ini secara jujur sesuai kondisi yang sebenarnya.

Partisipasi anda sangat membantu kelancaran penyusunan skripsi ini. Atas perhatian, waktu, dan kesediaannya, saya mengucapkan terima kasih.

DAFTAR PERTANYAAN

1. Pernyataan *Brand Engagement* (Y)

No	PERTANYAAN	JAWABAN				
		STS	TS	N	S	SS
Keterlibatan Kognitif						
1	Konten yang saya lihat membuat saya lebih memikirkan merek yang ditampilkan.					
2	Saya menjadi lebih tertarik mencari informasi tentang merek setelah menonton konten					
Keterlibatan Emosional						
1	Saya merasakan ketertarikan emosional terhadap merek yang ditampilkan dalam konten					
2	Konten tersebut membuat saya merasa lebih dekat dengan merek					
Partisipasi dan Interaksi						
1	Saya terdorong untuk menyukai, berkomentar, atau membagikan konten terkait merek					
2	Saya tertarik mengikuti akun atau konten merek setelah menonton video tersebut					

2. Pernyataan *Storytelling* (X_1)

No	PERTANYAAN	JAWABAN				
		STS	TS	N	S	SS
Kejelasan Alur Cerita						
1	Konten *Storytelling* yang disampaikan dalam video TikTok mudah saya pahami alur ceritanya.					
2	Urutan cerita dalam konten TikTok tersusun secara jelas dan tidak membingungkan.					
Daya Tarik Toko atau Narator						
1	Tokoh atau kreator dalam konten *Storytelling* terlihat menarik untuk diikuti.					
2	Cara penyampaian narator membuat saya tertarik menonton konten hingga selesai.					
Kejelasan Pesan yang Disampaikan						
1	Pesan utama yang ingin disampaikan dalam konten mudah saya mengerti.					
2	Informasi mengenai produk yang disampaikan melalui cerita terasa jelas.					
Unsur Emosional dalam Cerita						
1	Cerita dalam konten mampu membangun perasaan emosional saat menonton					
2	Saya merasakan kedekatan emosional melalui cerita yang disampaikan kreator					
Kesesuaian Cerita dengan Karakteristik TikTok						
1	Penyajian cerita sesuai dengan gaya konten yang umum di TikTok					
2	Format *Storytelling* yang digunakan terasa cocok dengan platform TikTok					

3. Pernyataan Kredibilitas Kreator Konten (X_2)

No	PERTANYAAN	JAWABAN				
		STS	TS	N	S	SS
Keahlian Kreator Konten						
1	Kreator konten terlihat memiliki pengetahuan yang baik mengenai produk yang dibahas.					
2	Penjelasan kreator menunjukkan bahwa ia memahami produk yang direkomendasikan.					
Kejujuran Kreator Konten						
1	Kreator konten menyampaikan informasi produk secara jujur.					
2	Saya merasa kreator memberikan ulasan yang tidak dibuat-buat.					
Autentisitas Kreator Konten						
1	Kreator konten terlihat menjadi dirinya sendiri saat menyampaikan ulasan.					
2	Gaya penyampaian kreator terasa alami dan tidak berlebihan.					

Lampiran 2

Hasil Uji Instrumen

Storytelling (X1)

Correlations

		S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	TOTAL
S1	Pearson Correlation	1	.803**	.556**	.563**	.742**	.709**	.619**	.490**	.563**	.633**	.776**
	Sig. (2-tailed)		.000	.001	.001	.000	.000	.000	.006	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S2	Pearson Correlation	.803**	1	.714**	.655**	.778**	.653**	.576**	.607**	.505**	.616**	.814**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.001	.000	.004	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S3	Pearson Correlation	.556**	.714**	1	.682**	.712**	.705**	.890**	.892**	.503**	.719**	.885**
	Sig. (2-tailed)	.001	.000		.000	.000	.000	.000	.000	.005	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S4	Pearson Correlation	.563**	.655**	.682**	1	.733**	.881**	.659**	.708**	.733**	.778**	.858**
	Sig. (2-tailed)	.001	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S5	Pearson Correlation	.742**	.778**	.712**	.733**	1	.752**	.705**	.657**	.619**	.796**	.878**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S6	Pearson Correlation	.709**	.653**	.705**	.881**	.752**	1	.694**	.735**	.755**	.873**	.901**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S7	Pearson Correlation	.619**	.576**	.890**	.659**	.705**	.694**	1	.863**	.509**	.765**	.871**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000		.000	.004	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S8	Pearson Correlation	.490**	.607**	.892**	.708**	.657**	.735**	.863**	1	.568**	.786**	.875**
	Sig. (2-tailed)	.006	.000	.000	.000	.000	.000	.000		.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S9	Pearson Correlation	.563**	.505**	.503**	.733**	.619**	.755**	.509**	.568**	1	.674**	.736**
	Sig. (2-tailed)	.001	.004	.005	.000	.000	.000	.004	.001		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S10	Pearson Correlation	.633**	.616**	.719**	.778**	.796**	.873**	.765**	.786**	.674**	1	.897**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.776**	.814**	.885**	.858**	.878**	.901**	.871**	.875**	.736**	.897**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

Reliability Statistics

Cronbach's Alpha	N of Items
.955	10

Kredibilitas Kreator Konten (X2)

Correlations

		KKK1	KKK2	KKK3	KKK4	KKK5	KKK6	TOTAL
KKK1	Pearson Correlation	1	.919**	.819**	.821**	.743**	.734**	.913**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
KKK2	Pearson Correlation	.919**	1	.835**	.765**	.796**	.800**	.928**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
KKK3	Pearson Correlation	.819**	.835**	1	.858**	.821**	.773**	.936**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
KKK4	Pearson Correlation	.821**	.765**	.858**	1	.714**	.743**	.896**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
KKK5	Pearson Correlation	.743**	.796**	.821**	.714**	1	.867**	.906**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
KKK6	Pearson Correlation	.734**	.800**	.773**	.743**	.867**	1	.898**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.913**	.928**	.936**	.896**	.906**	.898**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

Reliability Statistics

Cronbach's Alpha	N of Items
.958	6

Brand Engagement (Y)

Correlations

		BE1	BE2	BE3	BE4	BE5	BE6	TOTAL
BE1	Pearson Correlation	1	.786**	.595**	.699**	.368*	.620**	.835**
	Sig. (2-tailed)		.000	.001	.000	.046	.000	.000
	N	30	30	30	30	30	30	30
BE2	Pearson Correlation	.786**	1	.575**	.806**	.386*	.564**	.845**
	Sig. (2-tailed)	.000		.001	.000	.035	.001	.000
	N	30	30	30	30	30	30	30
BE3	Pearson Correlation	.595**	.575**	1	.595**	.616**	.507**	.780**
	Sig. (2-tailed)	.001	.001		.001	.000	.004	.000
	N	30	30	30	30	30	30	30
BE4	Pearson Correlation	.699**	.806**	.595**	1	.596**	.699**	.901**
	Sig. (2-tailed)	.000	.000	.001		.001	.000	.000
	N	30	30	30	30	30	30	30
BE5	Pearson Correlation	.368*	.386*	.616**	.596**	1	.646**	.727**
	Sig. (2-tailed)	.046	.035	.000	.001		.000	.000
	N	30	30	30	30	30	30	30
BE6	Pearson Correlation	.620**	.564**	.507**	.699**	.646**	1	.821**
	Sig. (2-tailed)	.000	.001	.004	.000	.000		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.835**	.845**	.780**	.901**	.727**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.902	6

Hasil Uji Validitas

Variabel	Item Pernyataan	Item-Rest Correlation	R Tabel	Keterangan
Storytelling (X1)	S1	0.776**	0,361	Valid
	S2	0.814**	0,361	Valid
	S3	0.885**	0,361	Valid
	S4	0.858**	0,361	Valid
	S5	0.878**	0,361	Valid
	S6	0.901**	0,361	Valid
	S7	0.871**	0,361	Valid
	S8	0.875**	0,361	Valid
	S9	0.736**	0,361	Valid
	S10	0.897**	0,361	Valid
Kredibilitas Kreator Konten (X2)	KKK1	0.913**	0,361	Valid
	KKK2	0.928**	0,361	Valid
	KKK3	0.936**	0,361	Valid
	KKK4	0.896**	0,361	Valid
	KKK5	0.906**	0,361	Valid
	KKK6	0.898**	0,361	Valid
Brand Engagement (Y)	BE1	0.835**	0,361	Valid
	BE2	0.845**	0,361	Valid
	BE3	0.780**	0,361	Valid
	BE4	0.901**	0,361	Valid
	BE5	0.727**	0,361	Valid
	BE6	0.821**	0,361	Valid

Hasil Uji Reliabilitas

No	**Variabel**	**Cronbach's alpha**	**Keterangan**
1	*Storytelling* (X1)	0.955	Reliabel
2	Kredibilitas Kreator Konten (X2)	0.958	Reliabel
3	*Brand Engagement* (Y)	0.902	Reliabel

Lampiran 3

Tabulasi Data Penelitian

Resp	*Storytelling* (X1)										Total S
	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	
1	4	3	4	3	4	5	4	3	3	4	37
2	4	3	4	4	3	4	3	3	4	4	36
3	4	4	3	4	5	5	4	4	5	3	41
4	4	3	4	4	4	4	5	5	4	4	41
5	4	5	4	4	4	5	3	3	4	4	40
6	4	4	3	4	5	5	4	4	4	3	40
7	3	3	4	3	4	3	4	4	3	3	34
8	4	3	4	4	4	3	4	4	4	4	38
9	4	4	3	4	4	3	4	3	3	4	36
10	5	4	4	3	4	4	5	5	4	5	43
11	4	4	3	4	4	5	4	4	3	4	39
12	4	3	4	5	4	5	4	3	3	4	39
13	4	3	4	4	5	5	4	4	3	3	39
14	4	3	4	4	5	4	3	4	4	2	37
15	4	3	4	4	3	4	5	5	4	4	40
16	4	5	5	4	4	4	3	4	3	4	40
17	4	3	3	4	4	4	4	5	5	5	41
18	4	5	4	5	5	4	4	5	5	3	44
19	5	5	4	3	4	4	4	2	4	3	38
20	4	4	3	3	3	4	4	3	4	3	35
21	4	4	3	3	5	4	4	3	3	2	35
22	4	3	4	4	3	4	3	3	5	5	38
23	4	3	4	4	5	5	4	4	3	4	40
24	4	3	4	4	4	3	3	4	4	3	36
25	4	3	4	5	3	3	4	4	3	3	36
26	3	4	4	5	5	4	4	4	4	3	40
27	5	4	4	5	4	4	5	4	5	5	45
28	4	3	4	4	4	3	3	4	5	5	39
29	4	4	3	3	2	4	5	5	4	5	39
30	4	3	4	5	5	5	4	5	4	5	44
31	5	4	4	5	4	3	3	4	4	5	41
32	4	3	4	4	5	5	4	4	4	3	40
33	4	4	3	3	4	4	5	4	4	3	38

34	4	4	3	4	4	4	3	3	5	4	38
35	4	3	4	4	3	4	3	4	4	3	36
36	4	3	4	4	3	4	4	3	4	3	36
37	4	3	4	4	4	3	4	5	4	5	40
38	4	3	4	5	5	4	4	3	3	4	39
39	4	4	3	4	4	4	3	4	4	3	37
40	4	4	2	3	4	4	3	3	4	3	34
41	4	5	5	5	4	4	4	5	5	5	46
42	5	5	5	5	5	5	5	5	5	5	50
43	4	4	4	4	4	4	4	4	4	4	40
44	4	5	5	4	4	4	5	5	5	5	46
45	4	5	5	5	4	5	4	5	5	4	46
46	4	3	3	4	4	3	3	4	4	4	36
47	4	3	4	5	3	3	3	3	4	4	36
48	2	1	3	3	4	4	3	3	4	4	31
49	4	3	4	4	5	4	4	3	3	2	36
50	1	3	3	4	4	3	4	5	4	3	34
51	4	3	4	5	4	3	4	4	3	4	38
52	4	3	4	5	5	4	5	4	5	4	43
53	4	3	3	4	4	3	2	4	5	5	37
54	4	5	4	5	4	5	4	4	4	5	44
55	5	5	5	5	5	5	5	5	5	5	50
56	4	5	5	5	4	5	5	4	5	5	47
57	4	5	4	4	5	4	5	4	5	5	45
58	4	5	5	4	3	4	3	3	4	4	39
59	4	5	5	4	5	4	5	3	3	3	41
60	4	5	5	4	4	4	5	5	4	5	45
61	4	3	4	4	5	4	5	4	3	3	39
62	4	5	4	3	4	4	3	4	5	4	40
63	4	5	4	3	3	4	5	5	3	3	39
64	4	3	4	4	3	3	4	3	4	4	36
65	4	3	4	3	3	4	3	4	3	4	35
66	4	3	4	4	5	5	4	4	5	4	42
67	4	3	4	4	5	5	4	5	4	5	43
68	4	3	4	3	4	5	4	5	4	4	40
69	5	5	5	5	5	5	5	5	5	5	50
70	4	5	4	5	4	5	5	4	4	3	43
71	4	4	5	5	4	5	4	3	4	5	43

72	4	3	4	5	5	4	5	4	4	5	43
73	4	5	3	4	5	4	5	5	4	4	43
74	4	3	5	3	3	4	4	3	3	3	35
75	3	3	3	4	4	5	4	5	5	4	40
76	4	4	5	4	5	4	3	4	5	5	43
77	4	3	3	4	4	5	5	4	5	5	42
78	5	4	5	3	3	2	3	3	2	4	34
79	4	3	4	4	3	4	4	3	3	4	36
80	4	3	4	4	3	4	3	4	4	3	36
81	4	4	3	4	5	5	4	3	5	4	41
82	4	3	4	4	5	5	4	5	4	5	43
83	4	5	5	4	5	4	5	4	3	3	42
84	4	3	4	5	4	3	3	4	4	3	37
85	4	5	4	5	4	3	4	3	3	4	39
86	4	4	3	2	3	1	3	3	4	4	31
87	4	4	3	3	4	5	5	4	4	5	41
88	5	5	5	5	5	5	5	5	5	5	50

Resp	Kredibilitas Kreator Konten (X2)						Total KKK
	KKK1	KKK2	KKK3	KKK4	KKK5	KKK6	
1	3	3	4	4	2	4	20
2	4	4	3	5	5	4	25
3	2	4	5	4	4	5	24
4	4	4	3	3	4	4	22
5	4	3	4	4	4	4	23
6	4	4	3	4	4	3	22
7	4	3	4	3	3	4	21
8	4	3	5	4	4	4	24
9	3	4	4	4	3	4	22
10	4	4	4	5	4	5	26
11	4	3	4	4	3	4	22
12	4	4	3	3	4	4	22
13	4	3	4	4	3	4	22
14	4	5	4	3	4	4	24
15	4	4	5	5	4	3	25
16	4	3	4	4	4	3	22
17	4	5	3	3	4	4	23
18	4	5	4	3	3	3	22
19	3	4	3	2	4	4	20

20	4	4	4	5	4	3	24
21	1	2	3	3	3	4	16
22	4	3	3	4	4	3	21
23	3	4	4	5	5	4	25
24	4	4	4	3	3	4	22
25	2	4	4	5	5	4	24
26	4	3	4	5	5	5	26
27	4	4	3	4	4	3	22
28	4	3	4	4	5	4	24
29	4	5	5	4	4	5	27
30	4	4	3	5	4	4	24
31	3	4	4	5	5	4	25
32	5	4	4	5	4	3	25
33	3	4	4	3	3	4	21
34	4	3	4	2	4	3	20
35	4	5	4	4	3	3	23
36	4	4	3	5	4	4	24
37	4	4	5	5	4	3	25
38	4	4	3	4	5	5	25
39	4	4	3	4	4	3	22
40	4	4	5	3	4	5	25
41	5	5	4	4	5	5	28
42	5	5	5	5	5	5	30
43	4	4	4	4	4	4	24
44	5	5	4	4	4	5	27
45	5	4	5	5	5	4	28
46	3	4	4	3	3	4	21
47	2	3	3	4	3	1	16
48	4	3	3	4	4	5	23
49	4	5	3	2	3	3	20
50	3	2	1	4	3	4	17
51	5	5	4	5	5	4	28
52	4	3	3	4	4	5	23
53	4	5	5	4	5	4	27
54	3	4	4	3	4	5	23
55	5	5	5	5	5	5	30
56	4	4	5	5	5	4	27
57	4	3	4	2	3	4	20

58	4	4	5	5	4	5	27
59	4	4	3	5	4	3	23
60	5	5	4	5	4	5	28
61	4	4	3	4	5	5	25
62	4	3	4	5	4	4	24
63	4	3	5	4	2	3	21
64	4	3	4	4	3	3	21
65	4	3	4	3	4	5	23
66	4	4	4	3	4	4	23
67	3	3	4	4	5	5	24
68	3	4	4	3	4	4	22
69	5	5	5	5	5	5	30
70	4	5	5	5	4	3	26
71	4	5	4	3	4	4	24
72	5	4	5	4	5	5	28
73	4	5	4	5	4	3	25
74	4	5	4	3	4	5	25
75	3	4	3	4	4	5	23
76	4	5	5	4	3	3	24
77	5	5	4	3	5	3	25
78	4	4	3	2	3	2	18
79	4	4	3	4	4	5	24
80	4	3	4	3	4	5	23
81	4	5	4	5	4	4	26
82	4	5	5	4	4	5	27
83	5	4	4	3	3	4	23
84	5	5	4	3	5	5	27
85	4	5	4	4	3	4	24
86	4	3	4	3	2	1	17
87	3	4	5	4	3	4	23
88	5	5	5	5	5	5	30

Resp	*Brand Engagement* (Y)						Total BE
	BE1	BE2	BE3	BE4	BE5	BE6	
1	4	4	5	5	4	3	25
2	4	4	3	3	3	4	21
3	4	4	5	5	5	4	27
4	3	4	4	3	4	5	23
5	4	4	5	4	3	3	23

6	5	4	3	4	4	4	24
7	5	4	5	4	3	5	26
8	4	4	4	3	3	4	22
9	4	4	5	5	4	4	26
10	4	3	4	5	2	3	21
11	4	4	3	3	4	4	22
12	4	3	4	5	4	3	23
13	4	4	4	4	4	3	23
14	5	4	5	4	3	4	25
15	3	3	4	4	3	5	22
16	4	4	3	3	4	3	21
17	3	4	3	3	4	4	21
18	4	4	4	4	3	2	21
19	4	4	4	3	4	4	23
20	4	3	3	4	4	4	22
21	4	3	4	4	3	3	21
22	4	4	3	4	3	3	21
23	3	4	3	3	4	4	21
24	4	4	5	5	5	4	27
25	4	4	3	3	3	4	21
26	4	5	4	5	3	4	25
27	4	4	3	3	4	4	22
28	4	4	3	4	4	4	23
29	4	5	5	4	5	5	28
30	4	5	4	3	4	4	24
31	4	4	5	5	4	4	26
32	3	3	4	4	5	5	24
33	5	5	4	4	3	4	25
34	4	4	5	4	5	3	25
35	4	4	3	4	4	4	23
36	4	5	4	4	3	4	24
37	4	5	4	4	5	4	26
38	4	3	3	4	4	5	23
39	3	2	3	3	4	5	20
40	4	3	4	5	5	4	25
41	4	5	5	4	5	5	28
42	5	5	5	5	5	5	30
43	4	4	4	4	4	4	24

44	4	5	5	4	4	5	27
45	4	5	4	3	3	4	23
46	4	4	5	5	4	3	25
47	4	1	3	4	4	3	19
48	3	4	3	3	4	4	21
49	2	3	3	4	4	3	19
50	4	3	2	1	4	4	18
51	5	5	4	5	4	5	28
52	5	4	4	5	5	4	27
53	4	5	4	5	5	4	27
54	4	5	5	4	5	5	28
55	5	5	5	5	5	5	30
56	5	5	4	5	5	5	29
57	5	4	5	5	4	4	27
58	4	5	5	5	4	5	28
59	4	4	3	5	4	5	25
60	4	5	4	4	5	5	27
61	4	4	3	4	3	4	22
62	4	4	3	4	3	4	22
63	4	3	4	5	4	5	25
64	4	5	4	4	3	4	24
65	4	4	4	4	4	5	25
66	4	3	3	4	4	5	23
67	4	5	4	5	4	3	25
68	3	2	3	4	4	5	21
69	5	5	5	5	5	5	30
70	3	4	4	4	5	5	25
71	4	4	5	5	4	3	25
72	4	5	4	5	5	4	27
73	5	4	3	4	4	5	25
74	4	5	4	5	4	3	25
75	4	3	4	4	5	4	24
76	4	5	3	4	5	4	25
77	5	4	5	5	4	4	27
78	4	5	4	3	2	3	21
79	5	5	4	5	4	3	26
80	5	4	4	5	4	4	26
81	4	5	4	4	3	4	24

82	5	5	4	5	4	4	27
83	4	5	4	3	4	3	23
84	3	4	5	4	4	5	25
85	5	4	3	4	4	5	25
86	4	4	3	2	1	3	17
87	4	4	5	4	5	4	26
88	5	5	5	5	5	5	30

Lampiran 4

Hasil Olah Data Penelitian

Hasil Uji Normalitas:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		88
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.05872147
Most Extreme Differences	Absolute	.058
	Positive	.052
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

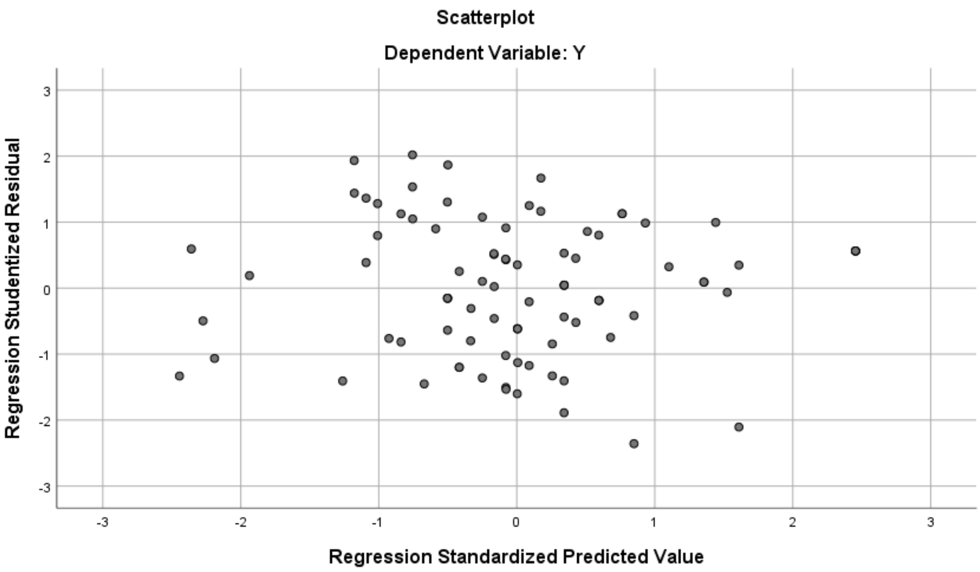
Hasil Uji Multikolonieritas:

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.626	1.597
	X2	.626	1.597

a. Dependent Variable: Y

Hasil Uji Heteroskedastisitas:



Hasil Analisis Regresi Linier Berganda:

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.620	2.261		2.928	.004
	X1	.159	.069	.234	2.311	.023
	X2	.476	.095	.506	5.003	.000

a. Dependent Variable: Y

Nilai Koefisien Determinasi (R2):

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675[a]	.455	.443	2.083

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Hasil Hipotesis Uji T:

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.620	2.261		2.928	.004
	X1	.159	.069	.234	2.311	.023
	X2	.476	.095	.506	5.003	.000

a. Dependent Variable: Y

Hasil Hipotesis Uji F:

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	308.254	2	154.127	35.529	.000[b]
	Residual	368.735	85	4.338		
	Total	676.989	87			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Lampiran 5

Tabel R, T, F

Tabel R

df (N-2)		Tabel Distribusi r				
		Tingkat Signifikansi				
	One Tail	**0,05**	**0,025**	**0,01**	**0,005**	**0,0005**
	Two Tail	**0,1**	**0,05**	**0,02**	**0,01**	**0,001**
69		0,1967873	0,2335230	0,2756083	0,3038243	0,3823488
70		0,1953941	0,2318834	0,2736954	0,3017344	0,3797989
71		0,1940301	0,2302779	0,2718217	0,2996870	0,3772993
72		0,1926943	0,2287052	0,2699859	0,2976806	0,3748482
73		0,1913857	0,2271644	0,2681868	0,2957139	0,3724441
74		0,1901034	0,2256542	0,2664232	0,2937857	0,3700856
75		0,1888465	0,2241737	0,2646939	0,2918947	0,3677712
76		0,1876142	0,2227220	0,2629978	0,2900397	0,3654996
77		0,1864058	0,2212982	0,2613339	0,2882196	0,3632694
78		0,1852203	0,2199013	0,2597012	0,2864333	0,3610795
79		0,1840572	0,2185305	0,2580986	0,2846798	0,3589287
80		0,1829158	0,2171850	0,2565254	0,2829580	0,3568157
81		0,1817953	0,2158640	0,2549805	0,2812671	0,3547395
82		0,1806951	0,2145669	0,2534632	0,2796061	0,3526991
83		0,1796147	0,2132929	0,2519727	0,2779742	0,3506933
84		0,1785535	0,2120412	0,2505082	0,2763705	0,3487214
85		0,1775108	0,2108114	0,2490688	0,2747942	0,3467823
86		0,1764862	0,2096027	0,2476540	0,2732446	0,3448751
87		0,1754791	0,2084146	0,2462630	0,2717209	0,3429990
88		0,1744890	0,2072464	0,2448952	0,2702223	0,3411531
89		0,1735155	0,2060976	0,2435499	0,2687483	0,3393366
90		0,1725582	0,2049678	0,2422266	0,2672981	0,3375488
91		0,1716165	0,2038563	0,2409245	0,2658712	0,3357889
92		0,1706900	0,2027627	0,2396433	0,2644668	0,3340562
93		0,1697784	0,2016865	0,2383822	0,2630844	0,3323500
94		0,1688813	0,2006272	0,2371408	0,2617235	0,3306696
95		0,1679982	0,1995845	0,2359187	0,2603834	0,3290145
96		0,1671288	0,1985578	0,2347152	0,2590637	0,3273839
97		0,1662728	0,1975469	0,2335299	0,2577639	0,3257772
98		0,1654298	0,1965512	0,2323624	0,2564835	0,3241940
99		0,1645995	0,1955704	0,2312123	0,2552219	0,3226335

T tabel:

df (N-2)		Tabel Distribusi t				
		Tingkat Signifikansi				
	One Tail	0,05	0,025	0,01	0,005	0,0005
	Two Tail	0,1	0,05	0,02	0,01	0,001
69		1,6672385	1,9949454	2,3816145	2,6489768	3,4371917
70		1,6669145	1,9944371	2,3808075	2,6479046	3,4350145
71		1,6665997	1,9939434	2,3800237	2,6468634	3,4329010
72		1,6662937	1,9934636	2,3792621	2,6458519	3,4308484
73		1,6659962	1,9929971	2,3785219	2,6448688	3,4288542
74		1,6657069	1,9925435	2,3778020	2,6439129	3,4269158
75		1,6654254	1,9921022	2,3771018	2,6429831	3,4250309
76		1,6651514	1,9916726	2,3764204	2,6420783	3,4231975
77		1,6648845	1,9912544	2,3757570	2,6411976	3,4214133
78		1,6646246	1,9908471	2,3751110	2,6403400	3,4196765
79		1,6643714	1,9904502	2,3744816	2,6395046	3,4179851
80		1,6641246	1,9900634	2,3738683	2,6386906	3,4163375
81		1,6638839	1,9896863	2,3732704	2,6378971	3,4147319
82		1,6636492	1,9893186	2,3726873	2,6371234	3,4131667
83		1,6634202	1,9889598	2,3721186	2,6363688	3,4116405
84		1,6631967	1,9886097	2,3715637	2,6356325	3,4101518
85		1,6629785	1,9882679	2,3710220	2,6349139	3,4086993
86		1,6627654	1,9879342	2,3704932	2,6342123	3,4072816
87		1,6625573	1,9876083	2,3699768	2,6335272	3,4058975
88		1,6623540	1,9872899	2,3694723	2,6328580	3,4045458
89		1,6621553	1,9869787	2,3689793	2,6322042	3,4032255
90		1,6619611	1,9866745	2,3684975	2,6315652	3,4019353
91		1,6617712	1,9863772	2,3680264	2,6309405	3,4006744
92		1,6615854	1,9860863	2,3675658	2,6303296	3,3994416
93		1,6614037	1,9858018	2,3671152	2,6297321	3,3982362
94		1,6612259	1,9855234	2,3666744	2,6291476	3,3970571
95		1,6610518	1,9852510	2,3662430	2,6285757	3,3959036
96		1,6608814	1,9849843	2,3658207	2,6280158	3,3947747
97		1,6607146	1,9847232	2,3654073	2,6274678	3,3936698
98		1,6605512	1,9844675	2,3650024	2,6269311	3,3925881
99		1,6603912	1,9842170	2,3646059	2,6264055	3,3915288

Tabel F:

PROBABILITAS	0,05		F Tabel			
DF	**1**	**2**	**3**	**4**	**5**	**6**
69	3,979807	3,129644	2,737492	2,504609	2,347550	2,233171
70	3,977779	3,127676	2,735541	2,502656	2,345586	2,231192
71	3,975810	3,125764	2,733647	2,500760	2,343680	2,229271
72	3,973897	3,123907	2,731807	2,498919	2,341828	2,227404
73	3,972038	3,122103	2,730019	2,497129	2,340028	2,225590
74	3,970230	3,120349	2,728280	2,495388	2,338278	2,223826
75	3,968471	3,118642	2,726589	2,493696	2,336576	2,222110
76	3,966760	3,116982	2,724944	2,492049	2,334920	2,220441
77	3,965094	3,115366	2,723343	2,490447	2,333308	2,218817
78	3,963472	3,113792	2,721783	2,488886	2,331739	2,217235
79	3,961892	3,112260	2,720265	2,487366	2,330210	2,215694
80	3,960352	3,110766	2,718785	2,485885	2,328721	2,214193
81	3,958852	3,109311	2,717343	2,484441	2,327269	2,212730
82	3,957388	3,107891	2,715937	2,483034	2,325854	2,211303
83	3,955961	3,106507	2,714565	2,481661	2,324473	2,209911
84	3,954568	3,105157	2,713227	2,480322	2,323126	2,208554
85	3,953209	3,103839	2,711921	2,479015	2,321812	2,207229
86	3,951882	3,102552	2,710647	2,477740	2,320529	2,205936
87	3,950587	3,101296	2,709402	2,476494	2,319277	2,204673
88	3,949321	3,100069	2,708186	2,475277	2,318053	2,203439
89	3,948084	3,098870	2,706999	2,474089	2,316858	2,202234
90	3,946876	3,097698	2,705838	2,472927	2,315689	2,201056
91	3,945694	3,096553	2,704703	2,471791	2,314547	2,199905
92	3,944539	3,095433	2,703594	2,470681	2,313431	2,198779
93	3,943409	3,094337	2,702509	2,469595	2,312339	2,197679
94	3,942303	3,093266	2,701448	2,468533	2,311270	2,196602
95	3,941222	3,092217	2,700409	2,467494	2,310225	2,195548
96	3,940163	3,091191	2,699393	2,466476	2,309202	2,194516
97	3,939126	3,090187	2,698398	2,465480	2,308200	2,193506
98	3,938111	3,089203	2,697423	2,464505	2,307220	2,192518
99	3,937117	3,088240	2,696469	2,463550	2,306259	2,191549