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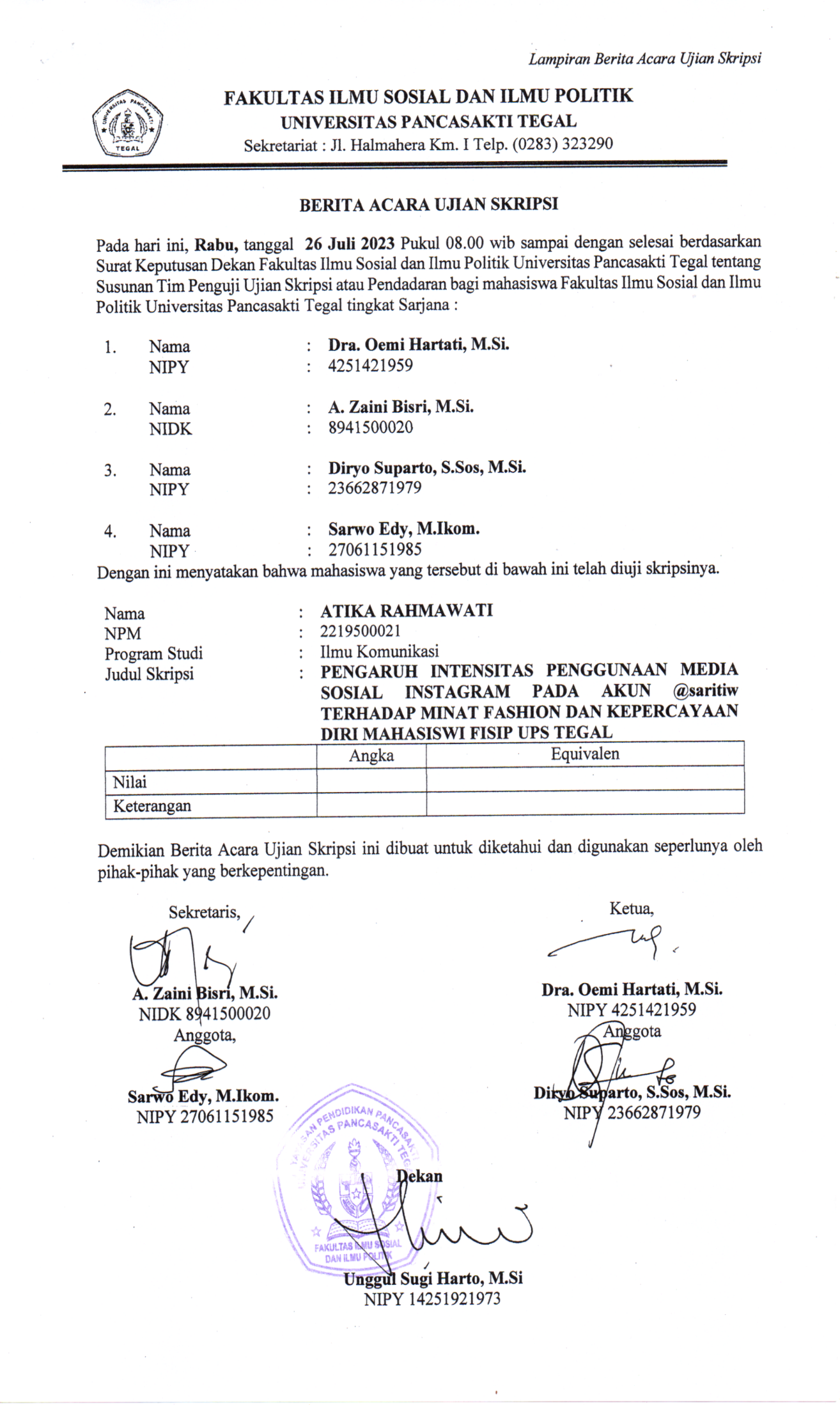
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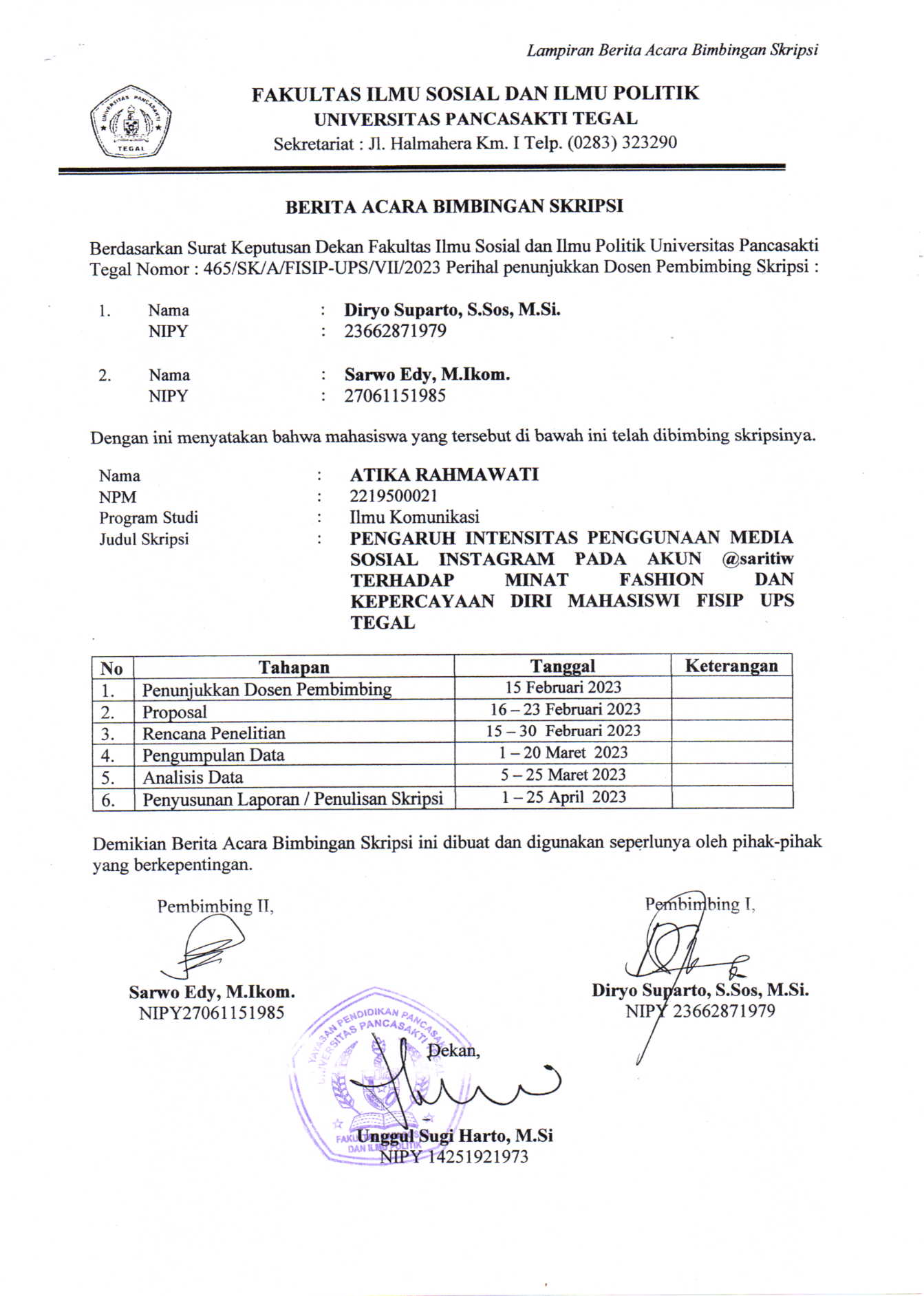
[file:///C:/Users/doa%20okd/Downloads/1280-Article%20Text-3429-1-10-20210129%20(3).pdf](file:///C:\Users\doa%20okd\Downloads\1280-Article%20Text-3429-1-10-20210129%20(3).pdf)

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**LAMPIRAN**





**Pernyataan Kuesioner dan Hasil Kuesioner Penelitian**

KUISIONER PENELITIAN “PENGARUH INTENSITAS MENGAKSES MEDIA SOSIAL INSTAGRAM PADA AKUN @SARITIW TERHADAP MINAT FASHION DAN KEPERCAYAAN DIRI MAHASISWI FAKULTAS ILMU SOSIAL DAN ILMU POLITIK UNIVERSITAS PANCASAKTI TEGAL”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saya pengguna Instagram aktif** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 8 | 11,8 | 11,8 | 11,8 |
| sangat setuju | 60 | 88,2 | 88,2 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saya tertarik dengan tampilan yang ada di Instagram** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 15 | 22,1 | 22,1 | 22,1 |
| sangat setuju | 53 | 77,9 | 77,9 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saya menyukai konten-konten yang ada di Instagram** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 10 | 14,7 | 14,7 | 14,7 |
| sangat setuju | 58 | 85,3 | 85,3 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saya mengakses Instagram setiap hari** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 11 | 16,2 | 16,2 | 16,2 |
| sangat setuju | 57 | 83,8 | 83,8 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saya mendapatkan manfaat dari penggunaan Instagram** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 7 | 10,3 | 10,3 | 10,3 |
| sangat setuju | 61 | 89,7 | 89,7 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saya mengikuti perkembangan yang ada di Instagram** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 7 | 10,3 | 10,3 | 10,3 |
| sangat setuju | 61 | 89,7 | 89,7 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Cara saritiw dalam mempromosikan sebuah produk fashion selalu menarik** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 9 | 13,2 | 13,2 | 13,2 |
| sangat setuju | 58 | 85,3 | 85,3 | 98,5 |
| 6 | 1 | 1,5 | 1,5 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saritiw memiliki pengaruh yang sangat besar dalam meningkatkan minat beli sebuah produk fashion yang diiklankan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 12 | 17,6 | 17,6 | 17,6 |
| sangat setuju | 56 | 82,4 | 82,4 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saritiw selalu menjadi panutan dalam memilih sebuah produk terutama mengenai fashion** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 1 | 1,5 | 1,5 | 1,5 |
| Setuju | 7 | 10,3 | 10,3 | 11,8 |
| sangat setuju | 60 | 88,2 | 88,2 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saya memiliki keinginan untuk membeli produk fashion yang diiklankan saritiw** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 1 | 1,5 | 1,5 | 1,5 |
| Setuju | 11 | 16,2 | 16,2 | 17,6 |
| sangat setuju | 56 | 82,4 | 82,4 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Produk fashion yang diiklankan saritiw sesuai dengan minat saya** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 3 | 4,4 | 4,4 | 4,4 |
| sangat setuju | 65 | 95,6 | 95,6 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saya selalu mereferensikan produk fashion yang diiklankan saritiw kepada oranglain** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 10 | 14,7 | 14,7 | 14,7 |
| sangat setuju | 58 | 85,3 | 85,3 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Fashion yang saya kenakan karena keminatan pada saritiw membuat saya menjadi lebih percaya diri** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 11 | 16,2 | 16,2 | 16,2 |
| sangat setuju | 57 | 83,8 | 83,8 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ketertarikan saya pada fashion yang diunggah saritiw membuat saya memandang positif diri saya** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 7 | 10,3 | 10,3 | 10,3 |
| sangat setuju | 61 | 89,7 | 89,7 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saya percaya diri memakai produk yang sama dengan saritiw** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 5 | 7,4 | 7,4 | 7,4 |
| sangat setuju | 63 | 92,6 | 92,6 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saya menilai konten fashion yang ada didalam Instagram saritiw secara objektif** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 7 | 10,3 | 10,3 | 10,3 |
| sangat setuju | 61 | 89,7 | 89,7 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Dari keminatan fashion pada saritiw yang saya kenakan, saya lebih berani menunjukkan kemampuan saya** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 8 | 11,8 | 11,8 | 11,8 |
| sangat setuju | 60 | 88,2 | 88,2 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Saya selalu tertartik untuk membeli fashion yang diiklankan saritiw agar menambah rasa kepercayaan diri saya** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 3 | 4,4 | 4,4 | 4,4 |
| sangat setuju | 65 | 95,6 | 95,6 | 100,0 |
| Total | 68 | 100,0 | 100,0 |  |

Hasil Output SPSS Uji Reabilitas

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | p1 | p2 | p3 | p4 | p5 | p6 | total |
| p1 | Pearson Correlation | 1 | ,136 | ,235 | ,211 | ,027 | ,027 | ,610\*\* |
| Sig. (2-tailed) |  | ,269 | ,054 | ,083 | ,830 | ,830 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p2 | Pearson Correlation | ,136 | 1 | -,121 | -,137 | ,170 | -,064 | ,436\*\* |
| Sig. (2-tailed) | ,269 |  | ,327 | ,264 | ,166 | ,607 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p3 | Pearson Correlation | ,235 | -,121 | 1 | ,269\* | -,004 | -,141 | ,477\*\* |
| Sig. (2-tailed) | ,054 | ,327 |  | ,027 | ,974 | ,253 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p4 | Pearson Correlation | ,211 | -,137 | ,269\* | 1 | ,114 | -,149 | ,509\*\* |
| Sig. (2-tailed) | ,083 | ,264 | ,027 |  | ,355 | ,226 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p5 | Pearson Correlation | ,027 | ,170 | -,004 | ,114 | 1 | -,115 | ,426\*\* |
| Sig. (2-tailed) | ,830 | ,166 | ,974 | ,355 |  | ,351 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p6 | Pearson Correlation | ,027 | -,064 | -,141 | -,149 | ,115 | 1 | ,461 |
| Sig. (2-tailed) | ,830 | ,607 | ,253 | ,226 | ,351 |  | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| total | Pearson Correlation | ,610\*\* | ,436\*\* | ,477\*\* | ,509\*\* | ,426\*\* | ,161 | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,190 |  |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | p7 | p8 | p9 | p10 | p11 | p12 | total |
| p7 | Pearson Correlation | 1 | ,160 | ,098 | ,134 | ,116 | ,095 | ,599\*\* |
| Sig. (2-tailed) |  | ,192 | ,427 | ,276 | ,344 | ,442 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p8 | Pearson Correlation | ,160 | 1 | ,143 | ,153 | -,099 | -,083 | ,488\*\* |
| Sig. (2-tailed) | ,192 |  | ,243 | ,212 | ,420 | ,499 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p9 | Pearson Correlation | ,098 | ,143 | 1 | -,065 | ,114 | -,035 | ,431\*\* |
| Sig. (2-tailed) | ,427 | ,243 |  | ,598 | ,356 | ,775 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p10 | Pearson Correlation | ,134 | ,153 | -,065 | 1 | -,096 | ,396\*\* | ,601\*\* |
| Sig. (2-tailed) | ,276 | ,212 | ,598 |  | ,437 | ,001 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p11 | Pearson Correlation | ,116 | -,099 | ,114 | -,096 | 1 | -,089 | ,576 |
| Sig. (2-tailed) | ,344 | ,420 | ,356 | ,437 |  | ,469 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p12 | Pearson Correlation | ,095 | -,083 | -,035 | ,396\*\* | -,089 | 1 | ,470\*\* |
| Sig. (2-tailed) | ,442 | ,499 | ,775 | ,001 | ,469 |  | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| total | Pearson Correlation | ,599\*\* | ,488\*\* | ,431\*\* | ,601\*\* | ,176 | ,470\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,151 | ,000 |  |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,830 | 6 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | | | | | | | |
|  | | p13 | p14 | p15 | p16 | p17 | p18 | total |
| p13 | Pearson Correlation | 1 | -,017 | -,124 | -,149 | ,087 | -,094 | ,414\*\* |
| Sig. (2-tailed) |  | ,888 | ,315 | ,226 | ,478 | ,444 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p14 | Pearson Correlation | -,017 | 1 | ,090 | ,204 | -,124 | ,163 | ,530\*\* |
| Sig. (2-tailed) | ,888 |  | ,466 | ,096 | ,315 | ,184 | ,000 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p15 | Pearson Correlation | -,124 | ,090 | 1 | -,095 | ,072 | -,061 | ,316\*\* |
| Sig. (2-tailed) | ,315 | ,466 |  | ,439 | ,560 | ,624 | ,009 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p16 | Pearson Correlation | -,149 | ,204 | -,095 | 1 | -,124 | ,163 | ,394\*\* |
| Sig. (2-tailed) | ,226 | ,096 | ,439 |  | ,315 | ,184 | ,001 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p17 | Pearson Correlation | ,087 | -,124 | ,072 | -,124 | 1 | -,078 | ,397\*\* |
| Sig. (2-tailed) | ,478 | ,315 | ,560 | ,315 |  | ,525 | ,001 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| p18 | Pearson Correlation | -,094 | ,163 | -,061 | ,163 | -,078 | 1 | ,322\*\* |
| Sig. (2-tailed) | ,444 | ,184 | ,624 | ,184 | ,525 |  | ,007 |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| total | Pearson Correlation | ,414\*\* | ,530\*\* | ,316\*\* | ,394\*\* | ,397\*\* | ,322\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,009 | ,001 | ,001 | ,007 |  |
| N | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,772 | 6 |

Tabel hasil jawaban kuesioner Mengakses Media Sosial Instagram (X)

Tabel hasil jawaban kuesioner X Mengakses Media Sosial Instagram

Tabel hasil jawaban kuesioner Y1 Minat Fashion

Tabel Jumlah Jawaban Kuesioner Y2 Kepercayaan Diri

