

## LAMPIRAN

### KUESIONER

Pengumpulan data skripsi berjudul ” Tingkat Kepercayaan Instagram Goodgamingshop terhadap minat beli konsumen (studi pada followers instagram Goodgamingshop)”

Responden yang terhormat, sehubungan dengan penyelesaian studi pada Fakultas Ilmu Komunikasi, saya Ali Akbar jurusan Public Relations Universitas Esa Unggul, Jakarta.

Pada kesempatan kali ini saya mengharapkan kesediaan saudara/i menjadi responden dan mengisi kuesioner dalam penelitian skripsi saya yang berjudul Tingkat Kepercayaan Instagram Goodgamingshop terhadap minat beli konsumen (studi pada followers instagram Goodgamingshop).

Atas kesediaan dan kerjasama saudara/i saya ucapkan terima kasih

#### Identitas Responden

1. Nama Responden
2. Usia Responden
3. Jenis Kelamin
4. Username Instagram

Adapun penelitian ini menggunakan skala Likerts, dengan skor sebagai berikut :

- a. Sangat Setuju (SS), diberi skor 4
- b. Setuju (S), diberi skor 3
- c. Tidak Setuju (TS), diberi skor 2
- d. Sangat Tidak Setuju (STS), diberi skor 1

Daftar Pernyataan mengenai Tingkat Kepercayaan Konsumen (X)

| NO                     | Pernyataan   | Nilai |    |   |    |
|------------------------|--|-------|----|---|----|
|                        |  | STS   | TS | S | SS |
| <i>Trusting Belief</i> |  |       |    |   |    |
| 1                      | Saya merasa produk Goodgamingshop mempunyai kualitas yang bagus.   |       |    |   |    |
| 2                      | Goodgamingshop menjaga dan memenuhi kesepakatan yang telah dibuat. |       |    |   |    |

|                           |  |  |  |  |  |
|---------------------------|--|--|--|--|--|
| 3                         | Goodgamingshop memiliki kemampuan untuk membantu saya dalam memenuhi kebutuhan.                      |  |  |  |  |
| 4                         | Saya yakin produk Goodgamingshop akan memberikan kualitas semaksimal mungkin demi kepuasan konsumen. |  |  |  |  |
| <i>Trusting Intention</i> |  |  |  |  |  |
| 5                         | Saya mempercayai Goodgamingshop berupa penerimaan resiko yang mungkin terjadi.                       |  |  |  |  |
| 6                         | Saya merasa Goodgamingshop menginformasikan produk secara jelas                                      |  |  |  |  |

Daftar Pernyataan mengenai minat beli konsumen (Y)

| NO                         | Pernyataan   | Nilai |    |   |    |
|----------------------------|--|-------|----|---|----|
|                            |  | STS   | TS | S | SS |
| <b>Minat Transaksional</b> |  |       |    |   |    |
| 1                          | Saya tertarik untuk membeli produk Goodgamingshop.   |       |    |   |    |
| 2                          | Goodgamingshop menjadi pilihan saya saat membeli produk gaming.                                  |       |    |   |    |
| <b>Minat Referensial</b>   |  |       |    |   |    |
| 3                          | Saya bersedia merekomendasikan produk Goodgamingshop kepada orang lain                           |       |    |   |    |
| 4                          | Saya tertarik untuk membeli produk Goodgamingshop setelah mendapatkan informasi dari orang lain. |       |    |   |    |

| Minat Preferensial |   |  |  |  |  |
|--------------------|---|--|--|--|--|
| 5                  | Saya memilih produk Goodgamingshop dalam memenuhi kebutuhan                                 |  |  |  |  |
| 6                  | Produk Goodgamingshop lebih menarik perhatian saya  |  |  |  |  |
| Minat Eksploratif  |   |  |  |  |  |
| 7                  | Saya menanyakan informasi produk kepada orang yang sudah pernah menggunakannya.             |  |  |  |  |
| 8                  | Saya tertarik untuk membeli produk goodgamingshop setelah mendapatkan informasi dari teman. |  |  |  |  |

| Tingkat Kepercayaan Konsumen (X) |    |    |    |    |    | TOTAL X |
|----------------------------------|----|----|----|----|----|---------|
| X1                               | X2 | X3 | X4 | X5 | X6 |         |
| 3                                | 3  | 4  | 2  | 4  | 3  | 19      |
| 4                                | 3  | 4  | 4  | 3  | 2  | 20      |
| 4                                | 2  | 2  | 4  | 2  | 3  | 17      |
| 2                                | 2  | 3  | 3  | 2  | 2  | 14      |
| 4                                | 3  | 3  | 3  | 2  | 3  | 18      |
| 4                                | 3  | 3  | 3  | 4  | 3  | 20      |
| 3                                | 2  | 2  | 3  | 2  | 4  | 16      |
| 4                                | 3  | 3  | 4  | 4  | 4  | 22      |
| 1                                | 2  | 1  | 2  | 1  | 1  | 8       |
| 2                                | 1  | 4  | 3  | 2  | 4  | 16      |
| 3                                | 1  | 1  | 1  | 2  | 3  | 11      |
| 2                                | 1  | 1  | 3  | 1  | 1  | 9       |
| 1                                | 2  | 2  | 2  | 2  | 1  | 10      |
| 2                                | 3  | 3  | 2  | 2  | 2  | 14      |
| 3                                | 2  | 3  | 2  | 3  | 3  | 16      |
| 3                                | 3  | 3  | 3  | 2  | 3  | 17      |
| 4                                | 4  | 4  | 3  | 4  | 4  | 23      |
| 3                                | 3  | 4  | 4  | 4  | 3  | 21      |
| 3                                | 3  | 2  | 3  | 3  | 3  | 17      |
| 4                                | 4  | 4  | 4  | 3  | 4  | 23      |
| 4                                | 4  | 4  | 4  | 3  | 4  | 23      |

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 3 | 3 | 4 | 2 | 1 | 3 | 16 |
| 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 2 | 2 | 3 | 2 | 1 | 3 | 13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| 4 | 3 | 2 | 3 | 3 | 3 | 18 |
| 4 | 3 | 3 | 3 | 3 | 2 | 18 |
| 3 | 3 | 3 | 4 | 2 | 2 | 17 |
| 4 | 3 | 3 | 2 | 3 | 4 | 19 |
| 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 4 | 3 | 4 | 3 | 3 | 4 | 21 |
| 4 | 3 | 2 | 2 | 3 | 3 | 17 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 4 | 4 | 3 | 3 | 2 | 3 | 19 |
| 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| 4 | 4 | 4 | 2 | 2 | 3 | 19 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 4 | 4 | 3 | 4 | 2 | 2 | 19 |
| 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 3 | 3 | 4 | 4 | 3 | 21 |
| 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 4 | 4 | 4 | 3 | 4 | 4 | 23 |

|     |     |     |     |     |     |      |
|-----|-----|-----|-----|-----|-----|------|
| 3   | 4   | 4   | 4   | 4   | 3   | 22   |
| 4   | 4   | 4   | 4   | 3   | 4   | 23   |
| 4   | 4   | 4   | 3   | 4   | 4   | 23   |
| 4   | 4   | 4   | 4   | 4   | 3   | 23   |
| 3   | 4   | 4   | 3   | 4   | 4   | 22   |
| 4   | 3   | 4   | 4   | 3   | 4   | 22   |
| 4   | 3   | 4   | 4   | 3   | 3   | 21   |
| 4   | 3   | 4   | 3   | 4   | 3   | 21   |
| 3   | 2   | 3   | 4   | 2   | 4   | 18   |
| 3   | 3   | 4   | 4   | 2   | 4   | 20   |
| 4   | 4   | 3   | 4   | 4   | 3   | 22   |
| 3   | 2   | 4   | 4   | 2   | 3   | 18   |
| 3   | 2   | 3   | 3   | 1   | 3   | 15   |
| 3   | 3   | 4   | 4   | 3   | 4   | 21   |
| 4   | 3   | 4   | 3   | 4   | 4   | 22   |
| 3   | 4   | 3   | 2   | 3   | 4   | 19   |
| 4   | 3   | 4   | 3   | 4   | 4   | 22   |
| 4   | 3   | 3   | 4   | 4   | 4   | 22   |
| 4   | 3   | 4   | 4   | 4   | 4   | 23   |
| 4   | 3   | 4   | 3   | 3   | 4   | 21   |
| 4   | 3   | 3   | 4   | 4   | 4   | 22   |
| 3   | 4   | 3   | 4   | 2   | 2   | 18   |
| 3   | 4   | 3   | 3   | 3   | 4   | 20   |
| 4   | 3   | 3   | 4   | 4   | 3   | 21   |
| 3   | 3   | 4   | 4   | 4   | 4   | 22   |
| 3   | 4   | 4   | 4   | 3   | 4   | 22   |
| 3   | 2   | 3   | 4   | 3   | 4   | 19   |
| 4   | 3   | 3   | 4   | 3   | 4   | 21   |
| 4   | 3   | 3   | 4   | 3   | 4   | 21   |
| 3   | 4   | 4   | 4   | 4   | 4   | 23   |
| 4   | 4   | 3   | 3   | 4   | 4   | 22   |
| 4   | 3   | 4   | 3   | 4   | 3   | 21   |
| 4   | 3   | 3   | 4   | 3   | 3   | 20   |
| 3   | 4   | 3   | 2   | 3   | 2   | 17   |
| 352 | 320 | 338 | 336 | 317 | 337 | 2000 |

| Minat Beli Konsumen (Y) |    |    |    |    |    |    |    | TOTAL Y |
|-------------------------|----|----|----|----|----|----|----|---------|
| Y1                      | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 |         |
| 3                       | 2  | 3  | 1  | 3  | 4  | 2  | 3  | 21      |
| 3                       | 3  | 2  | 1  | 3  | 2  | 1  | 2  | 17      |
| 2                       | 1  | 1  | 3  | 4  | 3  | 2  | 3  | 19      |
| 2                       | 2  | 1  | 2  | 3  | 4  | 2  | 1  | 17      |
| 4                       | 3  | 3  | 1  | 3  | 3  | 1  | 2  | 20      |
| 3                       | 4  | 4  | 3  | 4  | 3  | 2  | 1  | 24      |

|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 3 | 2 | 3 | 2 | 3 | 4 | 1 | 2 | 20 |
| 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 26 |
| 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 14 |
| 1 | 4 | 2 | 3 | 4 | 2 | 1 | 1 | 18 |
| 2 | 1 | 3 | 1 | 1 | 3 | 2 | 3 | 16 |
| 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 28 |
| 2 | 2 | 2 | 2 | 1 | 3 | 2 | 2 | 16 |
| 2 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 13 |
| 2 | 3 | 2 | 2 | 3 | 3 | 1 | 4 | 20 |
| 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 22 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 2 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 23 |
| 3 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 24 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 26 |
| 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 28 |
| 3 | 2 | 3 | 2 | 2 | 2 | 1 | 2 | 17 |
| 3 | 4 | 3 | 4 | 4 | 2 | 2 | 1 | 23 |
| 2 | 2 | 1 | 1 | 2 | 3 | 1 | 2 | 14 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 26 |
| 3 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 25 |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 28 |
| 3 | 3 | 4 | 3 | 4 | 4 | 3 | 2 | 26 |
| 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 26 |
| 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 26 |
| 3 | 3 | 4 | 2 | 3 | 4 | 2 | 2 | 23 |
| 3 | 2 | 3 | 4 | 2 | 3 | 3 | 4 | 24 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 26 |
| 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 26 |
| 4 | 3 | 2 | 2 | 3 | 4 | 3 | 2 | 23 |
| 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 27 |
| 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 28 |
| 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 28 |
| 3 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 23 |
| 4 | 3 | 4 | 3 | 3 | 4 | 2 | 2 | 25 |
| 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 28 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 27 |
| 3 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 25 |
| 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 28 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 28 |
| 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 29 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |

|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |
| 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 29 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 30 |
| 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 28 |
| 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 29 |
| 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 3 | 4 | 3 | 3 | 2 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 29 |
| 3 | 4 | 4 | 2 | 3 | 4 | 4 | 2 | 26 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |
| 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 28 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 4 | 4 | 2 | 1 | 3 | 4 | 4 | 3 | 25 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 30 |
| 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 30 |
| 3 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 24 |
| 3 | 4 | 1 | 3 | 3 | 1 | 3 | 1 | 19 |
| 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 30 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 2 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 27 |
| 3 | 4 | 4 | 2 | 4 | 1 | 4 | 3 | 25 |
| 3 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 25 |
| 3 | 4 | 2 | 3 | 4 | 3 | 3 | 4 | 26 |
| 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 2 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 24 |
| 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 28 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 29 |
| 4 | 2 | 3 | 4 | 2 | 4 | 3 | 3 | 25 |
| 4 | 4 | 3 | 4 | 4 | 4 | 2 | 4 | 29 |
| 4 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 25 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 29 |
| 4 | 2 | 4 | 4 | 3 | 4 | 2 | 2 | 25 |

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|-----|-----|-----|-----|-----|-----|-----|-----|------|
| 3   | 4   | 3   | 2   | 4   | 3   | 4   | 3   | 26   |
| 3   | 4   | 3   | 3   | 2   | 4   | 4   | 4   | 27   |
| 4   | 3   | 4   | 3   | 4   | 4   | 3   | 4   | 29   |
| 1   | 3   | 1   | 3   | 1   | 3   | 1   | 1   | 14   |
| 331 | 332 | 316 | 319 | 338 | 337 | 307 | 323 | 2603 |

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