

LAMPIRAN

Universitas
Esa Unggul

Universitas
Esa Unggul

Universitas
Esa Unggul

Minat Menonton Film KKN di Desa Penari

Perhatian

1. Apakah anda sudah mengira bawa film KKN di Desa Penari akan dirilis setelah *thread*-nya muncul?
 - a. Ya
 - b. Tidak
2. Apakah pemilihan aktor-aktris film KKN di Desa Penari sesuai dengan imajinasi anda?
 - a. Ya
 - b. Tidak

Ketertarikan

1. Apakah anda tertarik untuk menonton film KKN di Desa Penari karena kisah tersebut sempat viral?
 - a. Ya
 - b. Tidak
2. Apakah anda tertarik untuk menonton film KKN di Desa Penari setelah membaca *thread*-nya?
 - a. Ya
 - b. Tidak
3. Apakah anda lebih tertarik menonton film KKN di Desa Penari daripada membaca *thread*-nya?
 - a. Ya
 - b. Tidak

Keinginan

1. Apakah anda ingin menonton film KKN di Desa Penari untuk memenuhi kebutuhan visualisasi anda?
 - a. Ya
 - b. Tidak
2. Apakah anda akan menyarankan kerabat/teman anda (terutama yang telah membaca dan mengetahui *thread* KKN di Desa Penari) untuk menonton film KKN di Desa Penari?
 - a. Ya
 - b. Tidak
3. Apakah anda berminat untuk menonton ulang film KKN di Desa Penari jika suatu saat ditayangkan di televisi?
 - a. Ya
 - b. Tidak

Validitas X

Correlations

	x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11	x12	totalx	
x1	Pearson Correlation	1	.155	.120	.474**	.340*	.399**	-.061	.316*	.271*	.316*	.295*	.203	.501**
	Sig. (2-tailed)		.259	.383	.000	.011	.003	.656	.019	.046	.019	.029	.138	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
x2	Pearson Correlation	.155	1	.642**	.560**	.642**	.461**	.694**	.035	.339*	.560**	.351**	.549**	.707**
	Sig. (2-tailed)			.000	.000	.000	.000	.000	.800	.011	.000	.009	.000	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
x3	Pearson Correlation	.120	.642**	1	.474**	.560**	.155	.614**	.158	.122	.316*	.295*	.481**	.577**
	Sig. (2-tailed)	.383	.000		.000	.000	.259	.000	.249	.376	.019	.029	.000	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
x4	Pearson Correlation	.474**	.560**	.474**	1	.632**	.385**	.389**	.318*	.471**	.659**	.554**	.480**	.821**
	Sig. (2-tailed)	.000	.000	.000		.000	.004	.003	.018	.000	.000	.000	.000	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
x5	Pearson Correlation	.340*	.642**	.560**	.632**	1	.642**	.614**	.158	.271*	.474**	.295*	.760**	.754**
	Sig. (2-tailed)	.011	.000	.000	.000		.000	.000	.249	.046	.000	.029	.000	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
x6	Pearson Correlation	.399**	.461**	.155	.385**	.642**	1	.320*	.385**	.339*	.560**	.127	.549**	.651**
	Sig. (2-tailed)	.003	.000	.259	.004	.000		.017	.004	.011	.000	.357	.000	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
x7	Pearson Correlation	-.061	.694**	.614**	.389**	.614**	.320*	1	.146	.121	.389**	.244	.809**	.588**
	Sig. (2-tailed)	.656	.000	.000	.003	.000	.017		.289	.381	.003	.073	.000	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
x8	Pearson Correlation	.316*	.035	.158	.318*	.158	.385**	.146	1	.471**	.318*	.117	.280*	.511**
	Sig. (2-tailed)	.019	.800	.249	.018	.249	.004	.289		.000	.018	.396	.038	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
x9	Pearson Correlation	.271*	.339*	.122	.471**	.271*	.339*	.121	.471**	1	.578**	.492**	.243	.654**
	Sig. (2-tailed)	.046	.011	.376	.000	.046	.011	.381	.000		.000	.000	.073	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
x10	Pearson Correlation	.316*	.560**	.316*	.659**	.474**	.560**	.389**	.318*	.578**	1	.700**	.480**	.821**
	Sig. (2-tailed)	.019	.000	.019	.000	.000	.000	.003	.018	.000		.000	.000	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
x11	Pearson Correlation	.295*	.351**	.295*	.554**	.295*	.127	.244	.117	.492**	.700**	1	.430**	.638**
	Sig. (2-tailed)	.029	.009	.029	.000	.029	.357	.073	.396	.000	.000		.001	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
x12	Pearson Correlation	.203	.549**	.481**	.480**	.760**	.549**	.809**	.280*	.243	.480**	.430**	1	.727**
	Sig. (2-tailed)	.138	.000	.000	.000	.000	.000	.000	.038	.073	.000	.001		.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55
totalx	Pearson Correlation	.501**	.707**	.577**	.821**	.754**	.651**	.588**	.511**	.654**	.821**	.638**	.727**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	55	55	55	55	55	55	55	55	55	55	55	55	55

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

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

Hasil validitas pada variabel X menunjukkan jika $r_{hitung} > r_{tabel}$ dengan taraf signifikan 5% atau 0,05. Maka seluruh variabel X dinyatakan valid.

Validitas Y

Correlations

		y1	y2	y3	y4	y5	y6	y7	y8	total.y
y1	Pearson Correlation	1	.455**	.149	.149	.327*	.302*	.582**	.430**	.494**
	Sig. (2-tailed)		.000	.279	.279	.015	.025	.000	.001	.000
	N	55	55	55	55	55	55	55	55	55
y2	Pearson Correlation	.455**	1	.591**	.591**	.599**	.550**	.531**	.662**	.787**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	55	55	55	55	55	55	55	55	55
y3	Pearson Correlation	.149	.591**	1	.836**	.716**	.669**	.461**	.741**	.818**
	Sig. (2-tailed)	.279	.000		.000	.000	.000	.000	.000	.000
	N	55	55	55	55	55	55	55	55	55
y4	Pearson Correlation	.149	.591**	.836**	1	.863**	.810**	.616**	.741**	.892**
	Sig. (2-tailed)	.279	.000	.000		.000	.000	.000	.000	.000
	N	55	55	55	55	55	55	55	55	55
y5	Pearson Correlation	.327*	.599**	.716**	.863**	1	.683**	.654**	.791**	.887**
	Sig. (2-tailed)	.015	.000	.000	.000		.000	.000	.000	.000
	N	55	55	55	55	55	55	55	55	55
y6	Pearson Correlation	.302*	.550**	.669**	.810**	.683**	1	.608**	.591**	.827**
	Sig. (2-tailed)	.025	.000	.000	.000	.000		.000	.000	.000
	N	55	55	55	55	55	55	55	55	55
y7	Pearson Correlation	.582**	.531**	.461**	.616**	.654**	.608**	1	.683**	.794**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	55	55	55	55	55	55	55	55	55
y8	Pearson Correlation	.430**	.662**	.741**	.741**	.791**	.591**	.683**	1	.878**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.000		.000
	N	55	55	55	55	55	55	55	55	55
total.y	Pearson Correlation	.494**	.787**	.818**	.892**	.887**	.827**	.794**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	55	55	55	55	55	55	55	55	55

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

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

Hasil validitas pada variabel Y menunjukkan jika Jika r hitung $> r$ tabel dengan taraf signifikan 5% atau 0,05. Maka seluruh variabel Y dinyatakan valid.

Reliabilitas Variabel X

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded ^a	0	.0
	Total	55	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.875	12

Pada reliabilitas variabel X, tingkat reliabilitas Alpha Cronbach menunjukkan angka 0,875 yang berarti tingkat reliabilitasnya **sangat tinggi**.

Reliabilitas Variabel Y

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded ^a	0	.0
	Total	55	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.920	8

Pada reliabilitas variabel Y, tingkat reliabilitas Alpha Cronbach menunjukkan angka 0,920 yang berarti tingkat reliabilitasnya **sangat tinggi**.