

LAMPIRAN 1**KUESIONER**

Dengan hormat,

Sehubungan dengan adanya kegiatan penelitian dalam rangka penyusunan skripsi pada Fakultas Ekonomi dan Bisnis Universitas Esa Unggul Jakarta Barat dengan judul “Pengaruh *Brand Image* terhadap intensi untuk memberikan donasi waktu (*Volunteering*) dengan *Familiarity* sebagai variabel moderasi” (study kasus pada lembaga Palang Merah Indonesia Jelambar- Jakarta barat). Maka saya yang bertanda tangan di bawah ini:

Nama : Ika Junianti

Nim : 2012-11-094

Fakultas : Ekonomi dan Bisnis

Universitas : Esa Unggul Jakarta Barat

Memohon kesediaannya Sdr/I untuk mengisi kuesioner sesuai dengan kondisi yang sebenarnya. Adapun jawaban yang dapat diberikan adalah **SS= Sangat Setuju, S= Setuju, N= Netral / Antara Setuju dan Tidak Setuju, TS= Tidak Setuju, STS= Sangat Tidak Setuju.**

Atas perhatian dan kesediaan Sdr/I, saya ucapkan terima kasih.

Hormat Saya

Ika Junianti

LAMPIRAN 2

RES PON DEN	UJI VALIDITAS 30 RESPONDEN																								
	BRAND IMAGE													Brand Familiarity					Volunteering						
	1	2	3	4	5	6	7	8	9	10	11	Total	rata-rata	16	17	18	Total	rata-rata	19	20	21	22	Total	rata-rata	
1	4	3	3	3	3	3	3	3	4	3	3	35	3,181818	3	3	3	9	3	3	3	2	11	2,75		
2	3	3	3	3	4	3	3	3	3	3	4	35	3,181818	3	4	3	10	3,333333	3	3	4	4	15	3,5	
3	3	3	3	4	3	3	3	4	3	4	3	36	3,272727	4	4	3	11	3,666667	3	3	3	2	10	2,75	
4	3	3	4	4	3	3	4	3	3	3	3	36	3,272727	3	3	3	9	3	3	3	4	14	3,25		
5	4	3	3	3	4	3	3	4	3	4	3	37	3,363636	4	4	4	12	4	3	3	3	2	11	2,75	
6	3	3	3	3	3	3	3	3	3	3	3	33	3	3	3	3	9	3	3	3	3	10	3		
7	3	3	4	3	4	4	4	4	4	4	3	40	3,636364	3	3	4	10	3,333333	3	3	3	4	15	3,25	
8	4	3	4	3	4	4	4	4	4	4	4	42	3,818182	3	3	3	9	3	2	2	2	2	10	2	
9	4	4	4	4	3	4	3	4	4	4	4	42	3,818182	3	3	3	9	3	2	2	2	3	10	2,25	
10	3	3	4	4	3	4	4	3	3	3	3	37	3,363636	3	4	3	10	3,333333	3	3	3	3	12	3	
11	3	3	3	3	3	3	4	3	3	3	3	34	3,090909	3	3	3	9	3	4	4	3	3	10	3,5	
12	3	3	4	3	3	3	4	3	3	4	2	35	3,181818	3	3	2	8	2,666667	2	3	3	4	12	3	
13	3	4	3	3	3	3	3	3	3	3	3	34	3,090909	4	4	3	11	3,666667	3	3	3	2	10	2,75	
14	3	4	4	4	3	4	3	4	3	3	3	38	3,454545	3	3	4	10	3,333333	4	2	2	4	13	3	
15	3	3	3	3	3	3	3	3	3	3	3	33	3	3	3	3	9	3	3	3	4	16	3,25		
16	4	3	3	3	3	3	3	2	3	3	3	33	3	3	3	3	9	3	3	3	2	10	2,75		
17	4	3	3	3	3	3	3	3	3	3	2	33	3	4	3	3	10	3,333333	3	3	3	3	10	3	
18	4	4	4	3	3	3	3	2	2	2	4	34	3,090909	4	3	3	10	3,333333	2	2	2	3	11	2,25	
19	3	3	3	2	2	2	2	3	2	2	3	27	2,454545	3	2	2	7	2,333333	3	3	3	3	13	3	

20	3	3	4	3	3	3	4	3	3	3	3	35	3,181818	3	3	3	9	3	3	3	3	3	12	3
21	4	4	4	3	3	3	4	3	3	3	4	38	3,454545	3	3	3	9	3	4	3	3	3	12	3,25
22	3	4	3	3	3	4	3	3	3	3	4	36	3,272727	3	3	3	9	3	3	3	4	16	3,25	
23	4	4	4	3	3	3	3	4	3	3	3	37	3,363636	3	4	3	10	3,333333	3	3	4	3	10	3,25
24	4	4	4	3	4	4	4	3	3	3	4	40	3,636364	4	4	3	11	3,666667	2	2	2	3	12	2,25
25	3	4	3	2	3	3	3	3	3	3	3	33	3	4	4	3	11	3,666667	3	3	3	3	10	3
26	4	4	3	2	4	4	3	3	2	2	3	34	3,090909	3	3	3	9	3	3	3	4	13	3,25	
27	4	3	3	2	3	4	3	3	3	3	2	33	3	4	4	3	11	3,666667	3	3	3	4	13	3,25
28	3	4	3	3	3	4	3	3	3	4	4	37	3,363636	3	3	2	8	2,666667	3	3	3	3	12	3
29	3	3	3	3	4	4	3	3	3	3	3	35	3,181818	3	3	3	9	3	3	3	3	11	3	
30	3	2	3	3	3	3	3	3	3	4	3	33	3	3	3	2	8	2,666667	4	3	3	2	10	3

LAMPIRAN 3

UJI VALIDITAS 100 RESPONDEN

RES PON DEN	PERNYATAAN																								
	BRAND IMAGE													BRAND FAMILIARITY					VOLUNTEERING						
	1	2	3	4	5	6	7	8	9	10	11	RATA-RATA	TOTAL	12	13	14	RATA-RATA	TOTAL	15	16	17	#	RATA-RATA	TOTAL	
1	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	2	2	2	2	6	3	3	3	2	2,75	11	
2	3	4	4	3	4	4	3	4	4	3	3	3,545454545	39	4	4	4	4	12	4	4	3	4	3,75	15	
3	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	2	3	2	2,333333333	7	3	3	2	2	2,5	10	
4	4	1	1	1	4	4	3	4	4	3	3	2,909090909	32	1	4	3	2,666666667	8	3	4	3	4	3,5	14	
5	2	2	2	2	4	4	3	4	4	3	3	3	33	2	2	2	2	6	3	3	3	2	2,75	11	
6	1	1	2	2	1	1	1	1	1	1	1	1,181818182	13	3	3	3	3	9	3	2	2	3	2,5	10	
7	2	2	3	3	3	4	4	3	4	4	4	3,272727273	36	3	3	4	3,333333333	10	3	4	4	4	3,75	15	
8	2	2	2	3	3	3	2	3	3	2	2	2,454545455	27	4	3	3	3,333333333	10	2	3	3	2	2,5	10	
9	2	2	2	2	2	3	3	2	3	3	3	2,454545455	27	3	3	3	3	9	2	2	3	3	2,5	10	
10	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	2	3	4	3	9	3	3	3	3	3	12	
11	1	1	1	1	2	2	2	2	2	2	2	1,636363636	18	3	4	3	3,333333333	10	3	2	2	3	2,5	10	
12	2	2	2	2	2	2	2	2	2	2	2	2	22	4	3	3	3,333333333	10	2	3	3	4	3	12	
13	3	2	3	2	3	3	3	3	3	3	3	2,818181818	31	2	2	3	2,333333333	7	3	3	2	2	2,5	10	
14	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	3	3	4	3,333333333	10	3	3	3	4	3,25	13	
15	3	3	3	3	3	4	4	3	4	4	4	3,454545455	38	3	3	3	3	9	4	4	4	4	4	16	
16	2	2	2	3	3	3	3	3	3	3	3	2,727272727	30	3	3	3	3	9	3	3	2	2	2,5	10	

17	3	3	3	3	3	2	2	3	2	2	2	2,545454545	28	3	3	3	3	9	2	2	3	3	2,5	10
18	1	1	2	2	3	3	4	3	3	4	4	2,727272727	30	3	3	3	3	9	2	3	3	3	2,75	11
19	2	2	2	3	3	3	3	3	3	3	3	2,727272727	30	3	3	4	3,333333333	10	4	3	3	3	3,25	13
20	3	3	2	3	3	3	3	3	3	3	3	2,909090909	32	3	3	3	3	9	3	3	3	3	3	12
21	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	2	2	3	2,333333333	7	3	3	3	3	3	12
22	3	3	3	4	4	4	4	4	4	4	4	3,727272727	41	4	3	4	3,666666667	11	4	4	4	4	4	16
23	4	4	2	4	4	4	3	4	4	3	3	3,545454545	39	3	3	3	3	9	3	2	2	3	2,5	10
24	3	3	3	4	4	3	3	4	3	3	3	3,272727273	36	3	4	4	3,666666667	11	3	3	3	3	3	12
25	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	2	2	3	2,333333333	7	2	2	3	3	2,5	10
26	2	2	3	3	4	3	3	4	3	3	3	3	33	1	1	3	1,666666667	5	3	3	3	4	3,25	13
27	2	2	3	3	4	3	3	4	3	3	3	3	33	1	1	3	1,666666667	5	3	3	3	4	3,25	13
28	3	3	3	3	4	4	3	4	4	3	3	3,363636364	37	3	3	3	3	9	3	3	3	3	3	12
29	4	2	3	4	3	3	3	3	3	3	3	3,090909091	34	3	3	2	2,666666667	8	2	3	3	3	2,75	11
30	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	2	2	2	2	6	3	3	2	2	2,5	10
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32	3	2	4	2	3	4	3	3	4	3	3	3,090909091	34	3	3	3	3	9	3	4	3	3	3,25	13
33	2	3	2	4	4	3	4	4	3	4	4	3,363636364	37	3	3	3	3	9	4	3	3	4	3,5	14
34	3	3	2	3	3	3	4	3	3	4	4	3,181818182	35	2	3	3	2,666666667	8	2	2	3	3	2,5	10
35	2	2	3	3	3	3	3	3	3	3	3	2,818181818	31	2	3	3	2,666666667	8	2	2	2	2	2	8
36	3	3	3	3	3	3	3	3	3	3	3	3	33	3	2	4	3	9	4	4	4	4	4	16
37	3	3	2	2	3	3	3	3	3	3	3	2,818181818	31	2	3	3	2,666666667	8	3	2	3	3	2,75	11
38	1	1	2	2	3	4	3	3	4	3	3	2,636363636	29	2	2	3	2,333333333	7	3	3	3	3	3	12
39	2	2	2	2	2	3	2	2	3	2	2	2,181818182	24	2	2	2	2	6	2	2	3	3	2,5	10
40	2	2	2	2	3	3	4	3	3	4	4	2,909090909	32	2	3	3	2,666666667	8	3	3	3	2	2,75	11
41	3	3	2	2	3	2	3	3	2	3	3	2,636363636	29	4	4	4	4	12	3	3	4	3	3,25	13

42	2	2	2	2	3	2	2	3	2	2	2	2,181818182	24	3	2	3	2,666666667	8	3	3	2	2	2,5	10
43	3	3	3	2	3	3	3	3	3	3	3	2,909090909	32	3	3	4	3,333333333	10	3	3	3	2	2,75	11
44	3	3	3	3	3	3	3	3	3	3	3	3	33	3	3	3	3	9	3	3	3	3	3	12
45	3	3	4	3	4	4	4	4	4	4	4	3,727272727	41	3	3	3	3	9	3	2	3	2	2,5	10
46	3	3	3	2	3	3	4	3	3	4	4	3,181818182	35	3	3	3	3	9	3	3	3	4	3,25	13
47	1	1	1	1	1	1	1	1	1	1	1	1	11	1	1	2	1,333333333	4	4	2	4	4	3,5	14
48	3	3	2	2	2	3	3	2	3	3	3	2,636363636	29	2	3	3	2,666666667	8	3	3	3	3	3	12
49	2	2	2	3	4	3	4	4	3	4	4	3,181818182	35	3	3	3	3	9	3	3	3	4	3,25	13
50	2	2	3	2	3	4	3	3	4	3	3	2,909090909	32	3	3	4	3,333333333	10	3	3	4	2	3	12
51	3	3	1	1	3	3	1	3	3	1	1	2,090909091	23	3	3	3	3	9	3	3	3	3	3	12
52	2	4	1	4	4	4	4	4	4	4	4	3,545454545	39	4	4	4	4	12	4	4	4	4	4	16
53	3	2	2	2	3	3	3	3	3	3	3	2,727272727	30	3	4	3	3,333333333	10	3	3	3	2	2,75	11
54	2	2	2	2	2	3	3	2	3	3	3	2,454545455	27	2	3	2	2,333333333	7	2	2	2	2	2	8
55	1	1	1	3	3	4	3	3	4	3	3	2,636363636	29	3	3	3	3	9	3	3	3	2	2,75	11
56	4	4	1	4	4	4	3	4	4	3	3	3,454545455	38	3	2	3	2,666666667	8	4	4	3	3	3,5	14
57	2	2	4	2	3	3	2	3	3	2	2	2,545454545	28	3	3	3	3	9	3	2	2	2	2,25	9
58	3	2	2	3	3	4	3	3	4	3	3	3	33	2	3	2	2,333333333	7	3	3	4	2	3	12
59	3	3	3	3	3	3	3	3	3	3	3	3	33	2	3	2	2,333333333	7	2	3	3	2	2,5	10
60	2	2	3	3	3	3	3	3	3	3	3	2,818181818	31	3	3	3	3	9	3	4	4	4	3,75	15
61	3	2	2	2	3	4	3	3	4	3	3	2,909090909	32	3	3	3	3	9	3	3	2	4	3	12
62	1	1	1	2	3	3	3	3	3	3	3	2,363636364	26	2	3	3	2,666666667	8	2	2	3	4	2,75	11
63	2	2	2	3	2	3	4	2	3	4	4	2,818181818	31	3	3	3	3	9	2	2	3	3	2,5	10
64	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	2	3	3	2,666666667	8	3	3	3	4	3,25	13
65	2	2	3	3	3	3	3	3	3	3	3	2,818181818	31	3	3	4	3,333333333	10	3	3	3	3	3	12
66	2	2	2	2	4	3	3	4	3	3	3	2,818181818	31	3	2	3	2,666666667	8	3	2	2	3	2,5	10

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68	2	2	2	3	3	3	4	3	3	4	4	3	33	3	3	3	3	9	3	3	4	3	3,25	13
69	2	2	3	3	3	3	3	3	3	3	3	2,818181818	31	2	2	2	2	6	3	3	4	4	3,5	14
70	2	2	3	3	3	4	3	3	4	3	3	3	33	4	4	3	3,666666667	11	3	3	3	4	3,25	13
71	2	2	2	3	3	3	3	3	3	3	3	2,727272727	30	2	3	3	2,666666667	8	4	4	4	3	3,75	15
72	2	2	3	2	3	3	4	3	3	4	4	3	33	2	3	3	2,666666667	8	2	3	2	2	2,25	9
73	2	2	3	3	3	3	3	3	3	3	3	2,818181818	31	3	3	3	3	9	3	3	2	2	2,5	10
74	2	2	3	2	3	4	3	3	4	3	3	2,909090909	32	2	3	3	2,666666667	8	2	3	3	2	2,5	10
75	2	2	2	2	2	2	3	2	2	3	3	2,272727273	25	3	4	3	3,333333333	10	2	3	3	3	2,75	11
76	2	2	3	3	3	3	3	3	3	3	3	2,818181818	31	2	2	2	2	6	2	3	3	2	2,5	10
77	1	1	3	2	3	3	3	3	3	3	3	2,545454545	28	2	2	2	2	6	2	4	3	3	3	12
78	2	2	1	1	3	3	3	3	3	3	3	2,454545455	27	3	4	3	3,333333333	10	3	2	2	2	2,25	9
79	2	2	3	3	3	3	3	3	3	3	3	2,818181818	31	3	3	3	3	9	2	3	3	3	2,75	11
80	3	3	3	2	2	2	3	2	2	3	3	2,545454545	28	2	3	3	2,666666667	8	3	2	2	2	2,25	9
81	2	2	3	2	3	4	4	3	4	4	4	3,181818182	35	3	3	3	3	9	3	2	4	2	2,75	11
82	2	2	2	2	4	3	4	4	3	4	4	3,090909091	34	2	3	3	2,666666667	8	2	3	3	2	2,5	10
83	2	2	2	2	3	3	2	3	3	2	2	2,363636364	26	3	2	3	2,666666667	8	3	2	4	2	2,75	11
84	1	1	2	2	3	4	4	3	4	4	4	2,909090909	32	1	3	2	2	6	2	2	3	3	2,5	10
85	3	3	3	2	3	4	3	3	4	3	3	3,090909091	34	3	3	3	3	9	2	2	2	2	2	8
86	2	2	3	3	3	2	3	3	2	3	3	2,636363636	29	3	3	3	3	9	3	3	2	2	2,5	10
87	2	3	3	2	3	4	3	3	4	3	3	3	33	2	3	2	2,333333333	7	2	3	3	3	2,75	11
88	1	1	2	2	2	2	3	2	2	3	3	2,090909091	23	1	3	3	2,333333333	7	2	3	3	2	2,5	10
89	3	2	3	3	3	3	3	3	3	3	3	2,909090909	32	3	3	3	3	9	3	3	3	3	3	12
90	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	3	3	3	3	9	2	2	3	3	2,5	10
91	2	2	3	2	3	2	3	3	2	3	3	2,545454545	28	2	2	3	2,333333333	7	2	2	3	3	2,5	10

92	1	1	2	2	4	3	3	4	3	3	3	2,636363636	29	1	2	1	1,333333333	4	2	2	3	3	2,5	10
93	2	2	2	2	3	3	2	3	3	2	2	2,363636364	26	3	3	3	3	9	3	3	3	3	3	12
94	2	3	3	3	3	3	4	3	3	4	4	3,181818182	35	3	3	3	3	9	3	4	4	3	3,5	14
95	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	2	2	3	2,333333333	7	3	3	4	3	3,25	13
96	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	2	2	3	2,333333333	7	3	3	4	3	3,25	13
97	2	2	2	2	3	3	2	3	3	2	2	2,363636364	26	3	3	3	3	9	3	3	3	3	3	12
98	2	2	3	2	3	3	4	3	3	4	4	3	33	2	3	3	2,666666667	8	2	3	2	2	2,25	9
99	2	2	3	3	3	3	3	3	3	3	3	2,818181818	31	3	3	3	3	9	3	3	2	2	2,5	10
100	2	2	2	2	3	3	3	3	3	3	3	2,636363636	29	2	2	2	2	6	3	3	3	2	2,75	11

LAMPIRAN 4

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P11	P11
Anti-image Covariance	VAR00001	,208	-,120	-,123	,105	-,009	-,056	,064	,026	-,018	-,016	-,022
	VAR00002	-,120	,245	-,053	-,034	-,015	-,049	-,053	-,019	,058	,050	-,092
	VAR00003	-,123	-,053	,279	-,093	,053	,059	-,112	-,024	,006	-,024	,037
	VAR00004	,105	-,034	-,093	,407	,050	-,017	-,038	-,023	-,026	-,078	-,065
	VAR00005	-,009	-,015	,053	,050	,470	-,208	-,181	-,110	,058	-,023	-,063
	VAR00006	-,056	-,049	,059	-,017	-,208	,494	,010	-,019	-,099	-,004	,000
	VAR00007	,064	-,053	-,112	-,038	-,181	,010	,544	,164	-,104	-,059	,070
	VAR00008	,026	-,019	-,024	-,023	-,110	-,019	,164	,525	-,079	-,144	,092
	VAR00009	-,018	,058	,006	-,026	,058	-,099	-,104	-,079	,367	-,159	-,119
	VAR00010	-,016	,050	-,024	-,078	-,023	-,004	-,059	-,144	-,159	,320	,036
	VAR00011	-,022	-,092	,037	-,065	-,063	,000	,070	,092	-,119	,036	,606
Anti-image Correlation	VAR00001	,614 ^a	-,530	-,509	,361	-,029	-,174	,189	,077	-,065	-,063	-,063
	VAR00002	-,530	,628 ^a	-,202	-,109	-,044	-,142	-,146	-,052	,195	,180	-,238
	VAR00003	-,509	-,202	,692 ^a	-,278	,146	,158	-,287	-,062	,017	-,080	,089
	VAR00004	,361	-,109	-,278	,635 ^a	,114	-,038	-,081	-,050	-,068	-,217	-,131
	VAR00005	-,029	-,044	,146	,114	,528 ^a	-,431	-,359	-,222	,140	-,059	-,119
	VAR00006	-,174	-,142	,158	-,038	-,431	,699 ^a	,020	-,038	-,232	-,010	,000
	VAR00007	,189	-,146	-,287	-,081	-,359	,020	,606 ^a	,308	-,233	-,142	,121

VAR00008	,077	-,052	-,062	-,050	-,222	-,038	,308	,681 ^a	-,180	-,351	,163
VAR00009	-,065	,195	,017	-,068	,140	-,232	-,233	-,180	,686 ^a	-,463	-,252
VAR00010	-,063	,180	-,080	-,217	-,059	-,010	-,142	-,351	-,463	,670 ^a	,081
VAR00011	-,063	-,238	,089	-,131	-,119	,000	,121	,163	-,252	,081	,557 _a

Communalities

	Initial	Extraction
VAR00001	1,000	,812
VAR00002	1,000	,845
VAR00003	1,000	,778
VAR00004	1,000	,785
VAR00005	1,000	,766
VAR00006	1,000	,742
VAR00007	1,000	,445
VAR00008	1,000	,523
VAR00009	1,000	,745
VAR00010	1,000	,824
VAR00011	1,000	,431

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,735	33,954	33,954	3,735	33,954	33,954
2	1,734	15,764	49,718	1,734	15,764	49,718
3	1,490	13,548	63,266	1,490	13,548	63,266
4	,891	8,103	71,369			
5	,791	7,194	78,563			
6	,663	6,028	84,592			
7	,492	4,476	89,067			
8	,380	3,452	92,519			
9	,340	3,089	95,608			
10	,251	2,279	97,887			
11	,232	2,113	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component				
	1	2	3	4	5
P1	,506	,726	,025	-,105	-,128
P2	,316	,813	,156	-,220	,103
p3	,605	,541	-,282	,001	,200
p4	,568	-,318	-,568	,195	-,007
P5	,482	-,097	,648	-,210	-,244
P6	,640	-,002	,203	-,374	-,388
P7	,613	,022	,015	-,125	,230
P8	,483	-,528	,102	-,004	,018
P9	,616	-,509	,113	-,053	,301
P10	,488	-,662	,000	-,246	,296
P11	,411	,388	-,300	-,069	,127

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,580
Bartlett's Test of Sphericity Approx. Chi-Square	164,211
Df	105
Sig.	,000

UJI VALIDITAS BRAND FAMILIARITY**Anti-image Matrices**

		VAR00001	VAR00002	VAR00003
Anti-image Covariance	VAR00001	,675	-,357	-,024
	VAR00002	-,357	,637	-,182
	VAR00003	-,024	-,182	,905
Anti-image Correlation	VAR00001	,549 ^a	-,545	-,030
	VAR00002	-,545	,541 ^a	-,240
	VAR00003	-,030	-,240	,694 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
p1	1,000	,666
p2	1,000	,746
p3	1,000	,330

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,742	58,056	58,056	1,742	58,056	58,056
2	,840	27,997	86,052			
3	,418	13,948	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
p1	,816
p2	,863
p3	,574

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,747
Bartlett's Test of Sphericity Approx. Chi-Square		49,851
Df		6
Sig.		,000

UJI VALIDITAS VOLUNTEERING

Anti-image Matrices

		p1	p2	p3	p4
Anti-image Covariance	p1	,685	-,179	,053	-,051
	p2	-,179	,304	-,206	-,129
	p3	,053	-,206	,399	-,102
	p4	-,051	-,129	-,102	,535
Anti-image Correlation	p1	,780 ^a	-,393	,101	-,085
	p2	-,393	,685 ^a	-,591	-,319
	p3	,101	-,591	,726 ^a	-,222
	p4	-,085	-,319	-,222	,859 ^a

a. Measures of Sampling Adequacy(MSA)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,747
Bartlett's Test of Sphericity	Approx. Chi-Square	49,851
Df		6
Sig.		,000

Communalities

	Initial	Extraction
p1	1,000	,462
p2	1,000	,843
p3	1,000	,725
p4	1,000	,673

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,702	67,561	67,561	2,702	67,561	67,561
2	,678	16,954	84,515			
3	,414	10,339	94,854			
4	,206	5,146	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
p1	,680
p2	,918
p3	,851
p4	,820

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

UJI RELIABILITAS 30 RESPONDEN

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,728	12

LAMPIRAN 5

UJI ASUMSI KLASIK

NORMALITAS

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	moderating, b.image, b.familiarity ^b	.	Enter

a. Dependent Variable: volunteering

b. All requested variables entered.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	88,166	3	29,389	10,657	,000 ^b
	Residual	264,744	96	2,758		
	Total	352,910	99			

a. Dependent Variable: volunteering

b. Predictors: (Constant), moderating, b.image, b.familiarity

Coefficients^a

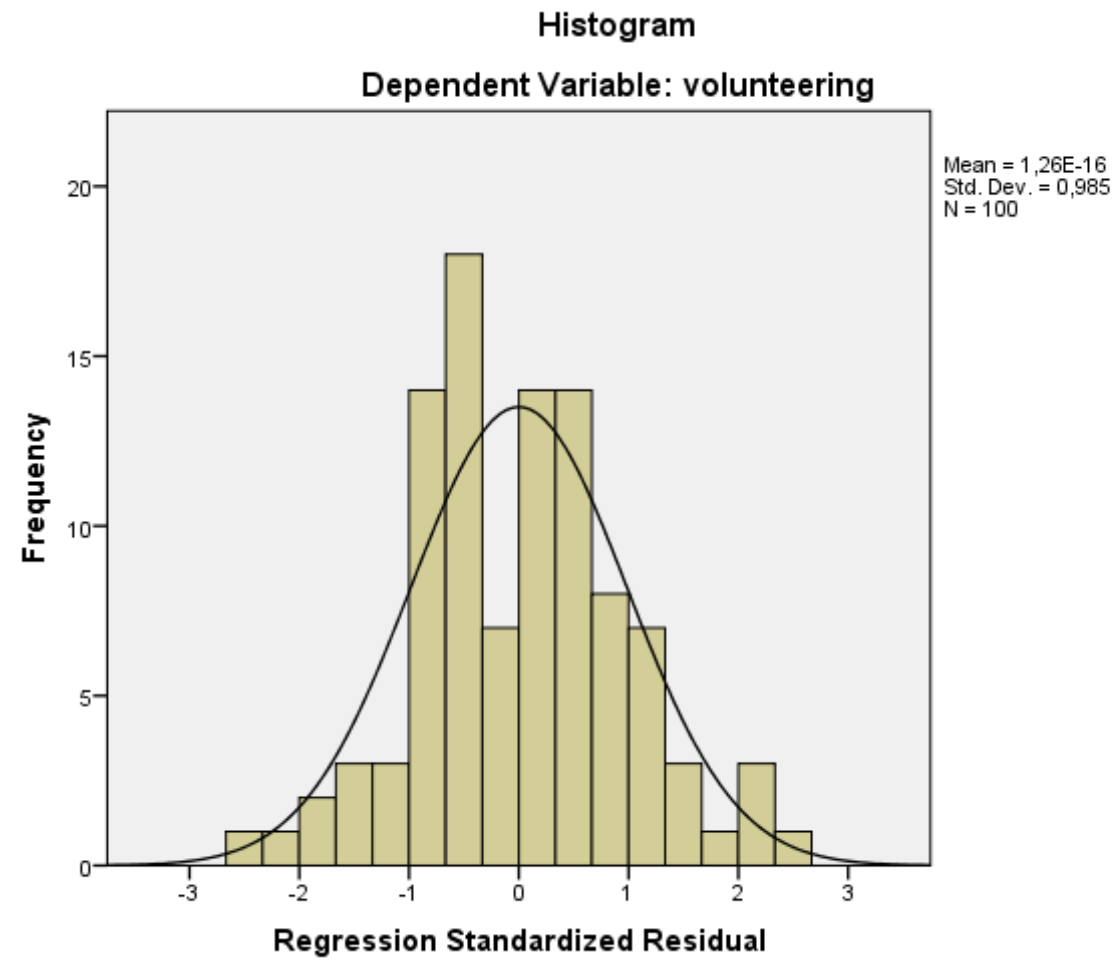
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,436	10,990		-,040	,968
	b.image	,377	,318	,732	1,184	,239
	b.familiarity	2,273	1,212	1,631	1,874	,064
	moderating	-,068	,035	-2,280	-1,937	,056

a. Dependent Variable: volunteering

Residuals Statistics^a

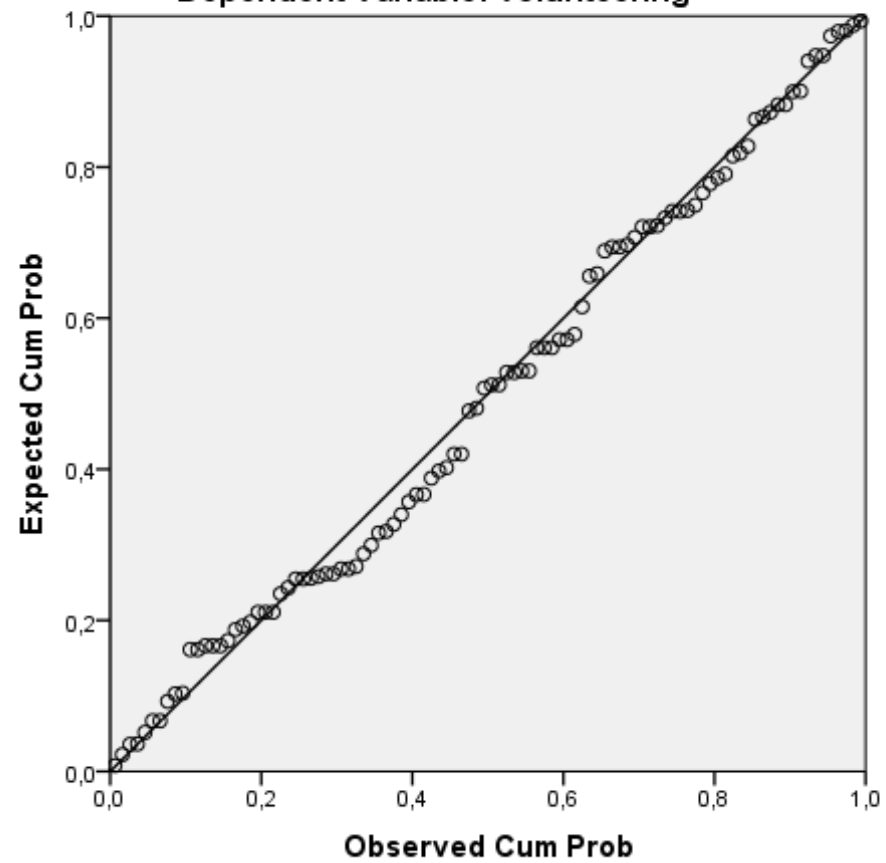
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,14	14,97	11,53	,944	100
Std. Predicted Value	-2,529	3,644	,000	1,000	100
Standard Error of Predicted Value	,174	1,451	,289	,164	100
Adjusted Predicted Value	8,97	14,96	11,50	,928	100
Residual	-4,020	4,117	,000	1,635	100
Std. Residual	-2,421	2,479	,000	,985	100
Stud. Residual	-2,439	2,496	,006	1,001	100
Deleted Residual	-4,081	4,172	,027	1,696	100
Stud. Deleted Residual	-2,505	2,567	,007	1,010	100
Mahal. Distance	,096	74,620	2,970	7,916	100
Cook's Distance	,000	,293	,010	,031	100
Centered Leverage Value	,001	,754	,030	,080	100

a. Dependent Variable: volunteering



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: volunteering



UJI MULTIKOLISIONELITAS

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	moderating, b.image, b.familiarity ^b	.	Enter

a. Dependent Variable: volunteering

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,496 ^a	,246	,223	1,342

a. Predictors: (Constant), moderating, b.image, b.familiarity

b. Dependent Variable: volunteering

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56,912	3	18,971	10,541	,000 ^b
	Residual	174,573	97	1,800		
	Total	231,485	100			

a. Dependent Variable: volunteering

b. Predictors: (Constant), moderating, b.image, b.familiarity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	21,676	3,996		5,424	,000					
	b.image	-,404	,133	-1,053	-3,048	,003	,313	-,297	-,269	,065	15,281
	b.familiarity	-1,590	,468	-1,331	-3,396	,001	,248	-,327	-,300	,051	19,666
	moderating	,060	,015	2,280	3,959	,000	,399	,375	,350	,024	42,455

a. Dependent Variable: volunteering

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	b.image	b.familiarity	moderating
1	1	3,942	1,000	,00	,00	,00	,00
	2	,037	10,320	,02	,00	,00	,02
	3	,020	13,869	,00	,04	,04	,00
	4	,000	95,222	,97	,96	,96	,98

a. Dependent Variable: volunteering

UJI HETEROSKADISITAS

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	moderating, b.image, b.familiarity ^b		Enter

a. Dependent Variable: volunteering

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,500 ^a	,250	,226	1,661	,250	10,657	3	96	,000	1,922

a. Predictors: (Constant), moderating, b.image, b.familiarity

b. Dependent Variable: volunteering

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88,166	3	29,389	10,657	,000 ^b
	Residual	264,744	96	2,758		
	Total	352,910	99			

a. Dependent Variable: volunteering

b. Predictors: (Constant), moderating, b.image, b.familiarity

Coefficients^a

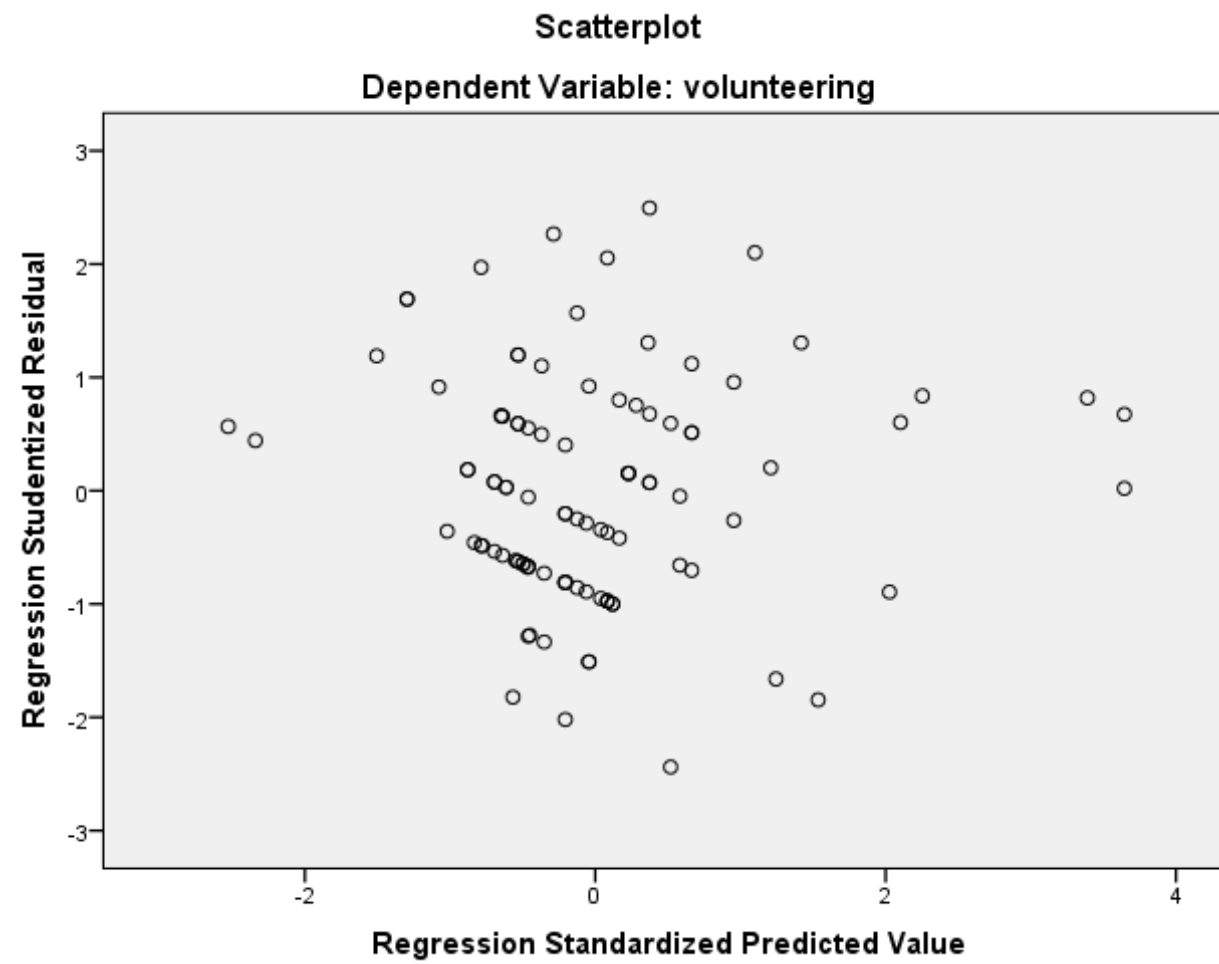
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	21,676	3,996		5,424	,000					
	b.image	-,404	,133	-,1053	-3,048	,003	,313	-,297	-,269	,065	15,281
	b.familiarity	-1,590	,468	-,1331	-3,396	,001	,248	-,327	-,300	,051	19,666
	moderating	,060	,015	2,280	3,959	,000	,399	,375	,350	,024	42,455

a. Dependent Variable: volunteering

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,14	14,97	11,53	,944	100
Std. Predicted Value	-2,529	3,644	,000	1,000	100
Standard Error of Predicted Value	,174	1,451	,289	,164	100
Adjusted Predicted Value	8,97	14,96	11,50	,928	100
Residual	-4,020	4,117	,000	1,635	100
Std. Residual	-2,421	2,479	,000	,985	100
Stud. Residual	-2,439	2,496	,006	1,001	100
Deleted Residual	-4,081	4,172	,027	1,696	100
Stud. Deleted Residual	-2,505	2,567	,007	1,010	100
Mahal. Distance	,096	74,620	2,970	7,916	100
Cook's Distance	,000	,293	,010	,031	100
Centered Leverage Value	,001	,754	,030	,080	100

a. Dependent Variable: volunteering



LAMPIRAN 6

ANALISIS REGRESI LINEAR BERGANDA

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	moderating, b.image, b.familiarity ^b	.	Enter

a. Dependent Variable: volunteering

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,496 ^a	,246	,223	1,342

a. Predictors: (Constant), moderating, b.image, b.familiarity

b. Dependent Variable: volunteering

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	56,912	3	18,971	10,541	,000 ^b
Residual	174,573	97	1,800		
Total	231,485	100			

a. Dependent Variable: volunteering

b. Predictors: (Constant), moderating, b.image, b.familiarity

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	21,676	3,996		5,424	,000
b.image	-,404	,133	-1,053	-3,048	,003
b.familiarity	-1,590	,468	-1,331	-3,396	,001
moderating	,060	,015	2,280	3,959	,000

a. Dependent Variable: volunteering