

LAMPIRAN

Hasil Pretest Uji Validitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.722
Approx. Chi-Square	619.821
Bartlett's Test of Sphericity	
Df	210

Sig.

.000

Anti-image Matrices

	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	D11	D12	NH1	NH2	NH3	SI1	SI2	SI3	SM1	SM2	SM3	
Anti-image Covariance	D1	.175	.022	.065	-.050	-.046	-.071	-.049	-.002	.079	-.063	-.089	.036	.022	.013	-.042	-.031	.086	-.070	.036	-.046	.072
	D2	.022	.234	.094	-.079	.025	-.089	-.094	-.010	.038	-.074	.002	-.025	-.037	.049	-.067	.002	.074	-.040	.012	-.007	.008
	D3	.065	.094	.236	-.076	.015	-.071	-.085	.014	.006	-.070	-.072	-.011	-.039	.040	-.036	.001	.064	-.040	.003	-.013	.030
	D4	-.050	-.079	-.076	.361	.040	.012	.051	-.027	-.074	.063	-.026	-.029	.005	-.030	.047	.038	-.059	.036	-.040	.029	-.038
	D5	-.046	.025	.015	.040	.214	-.071	-.008	.051	-.086	.045	.056	-.100	-.017	.002	-.006	.083	-.068	.016	.006	.014	-.007
	D6	-.071	-.089	-.071	.012	-.071	.178	.006	-.074	-.014	.035	.006	.060	.017	-.029	.042	-.025	-.052	.011	-.023	.045	-.027
	D7	-.049	-.094	-.085	.051	-.009	.006	.224	.053	-.064	.060	.038	-.062	.019	.024	.028	.050	-.036	.047	-.027	-.003	.055
	D8	-.002	-.010	.014	-.027	.051	-.074	.053	.380	-.070	.017	.056	-.109	-.013	-.008	.021	.057	.003	-.007	-.020	-.038	.051
	D9	.079	.038	.006	-.074	-.086	-.014	-.064	-.070	.245	-.069	-.096	.088	.033	-.002	-.019	-.073	.074	-.069	.053	-.047	.064
	D10	-.063	-.074	-.070	.063	.045	.035	.060	.017	-.069	.122	.039	-.046	.005	-.037	.045	.057	-.083	.012	-.004	.001	-.008
	D11	-.089	.002	-.072	-.026	.056	.006	.038	.056	-.096	.039	.177	-.083	-.004	-.002	-.004	.050	-.046	.043	-.008	.009	-.044
	D12	.036	-.025	-.011	-.029	-.100	.060	-.062	-.109	.088	-.046	-.083	.141	.019	-.005	.009	-.078	.027	-.020	.018	.015	.004
	NH1	.022	-.037	-.039	.005	-.017	.017	.019	-.013	.033	.005	-.004	.019	.063	-.029	-.005	.026	-.002	-.041	.041	-.036	-.005
	NH2	.013	.049	.040	-.030	.002	-.029	-.024	-.009	-.002	-.037	-.002	-.005	.029	.035	-.033	-.021	.029	.019	-.012	.009	-.006
	NH3	-.042	-.067	-.036	.047	-.006	.042	.028	.021	-.019	.045	-.004	.009	-.005	-.033	.073	-.010	-.047	.017	-.014	.018	.005
	SI1	-.031	.002	.001	.038	.083	-.025	.050	.057	-.073	.057	.050	-.078	.026	-.021	-.010	.163	-.050	-.048	.037	-.032	-.055
	SI2	.086	.074	.064	-.059	-.068	-.052	-.036	.003	.074	-.083	-.046	.027	-.002	.029	-.047	-.050	.128	-.059	.003	-.018	.033
	SI3	-.070	-.040	-.040	.036	.016	.011	.047	-.007	-.069	.012	.043	-.020	-.041	.019	.017	-.048	-.059	.160	-.052	.043	-.035
	SM1	.026	.012	.003	-.040	.006	-.023	-.027	-.020	.053	-.004	-.008	.018	.041	-.012	-.014	.037	.003	-.052	.130	-.080	-.022
	SM2	-.046	-.007	-.013	.029	.014	.045	-.003	-.038	-.047	.001	.009	.015	-.036	.009	.018	-.032	-.018	.043	-.080	.093	-.039
	SM3	.072	.008	.030	-.038	-.007	-.027	-.055	.051	.064	-.008	-.044	.004	-.005	-.005	.005	-.055	.033	-.035	-.022	-.039	.196
Anti-image Correlation	D1	.891*	.109	.322	-.201	.238	-.404	-.249	-.008	.384	-.434	-.599	.230	.209	.162	-.372	-.186	.572	-.419	.173	.361	.391
	D2	.109	.693*	.401	-.271	.110	-.436	-.412	-.035	.158	-.436	.010	-.138	-.307	.542	-.514	.012	.430	-.205	.070	-.046	.039
	D3	.322	.401	.727*	-.261	.065	-.347	-.371	.048	.027	-.414	-.354	-.062	-.310	.446	-.277	.004	.371	-.208	.015	-.089	.139
	D4	-.201	-.271	-.261	.826*	.144	.048	.179	-.074	-.248	.299	-.102	-.127	.034	-.270	.286	.156	-.272	.151	-.186	.157	-.143
	D5	-.238	.110	.065	.144	.773*	-.363	-.036	.180	-.376	.281	.287	-.573	-.149	.028	-.048	.442	-.414	.085	.038	-.102	-.032
	D6	-.404	-.436	-.347	.048	-.363	.762*	.030	-.284	-.067	.235	.034	.376	.158	-.373	.369	-.146	-.347	.068	-.151	.349	-.146
	D7	-.249	-.412	-.371	.179	-.036	.030	.761*	.180	-.274	.362	.191	-.348	.159	-.269	.221	.260	-.212	.247	-.160	-.024	-.265
	D8	-.008	-.035	.048	-.074	.180	-.294	.180	.830*	-.228	.078	.217	-.471	-.084	-.077	.125	.227	.012	-.028	-.090	-.201	.187
	D9	.384	.158	.027	-.248	-.376	-.067	-.374	-.228	.875*	-.387	-.463	.473	.267	-.017	-.145	-.364	.420	-.349	.286	-.308	.280
	D10	-.434	-.436	-.414	.299	.281	.235	.362	.078	-.397	.890*	.267	-.352	.059	-.574	.477	.404	-.661	.084	-.033	.009	-.050
	D11	-.509	.010	-.354	-.102	.287	.034	.191	.217	-.463	.267	.759*	-.527	.036	-.023	-.038	.297	-.309	.253	-.053	.069	-.235
	D12	.230	-.138	-.062	-.127	-.573	.376	-.348	-.471	.473	-.352	-.527	.663*	.201	-.067	.085	-.515	.202	-.133	.130	.129	.022
	NH1	.209	-.307	-.318	.034	-.149	.158	.159	-.084	.267	.059	-.036	.201	.758*	-.619	-.073	.253	-.025	-.410	.451	-.465	-.049
	NH2	.162	.542	.446	-.270	.028	-.373	-.289	-.077	-.017	-.574	-.023	-.067	-.619	.672*	-.647	-.273	.433	.253	-.180	.164	-.077
	NH3	-.372	-.514	-.277	.286	-.048	.369	.221	.125	-.145	.477	-.038	.085	-.073	-.647	.703*	-.089	-.484	.160	-.146	.223	.046
	SI1	-.186	.012	.064	.156	.442	-.146	-.260	-.227	-.384	.404	.297	-.515	.253	-.373	-.089	.845*	-.349	-.287	.256	-.260	-.365
	SI2	.572	.430	.371	-.272	.414	-.347	-.212	.012	.420	-.661	-.309	.202	-.025	.433	-.484	-.349	.570*	-.411	.027	-.164	.207
	SI3	-.419	-.295	-.208	.151	.085	.068	.247	-.028	-.349	.084	.253	-.133	-.410	.253	.160	-.297	-.411	.741*	-.362	.353	-.166
	SM1	.173	.070	.015	-.186	.038	-.151	-.160	-.090	.296	-.033	-.053	.130	.451	-.180	-.146	.256	.027	-.362	.757*	-.725	-.141
	SM2	-.361	-.046	-.089	.157	-.102	.349	-.024	-.201	-.308	.009	.069	.129	-.465	.164	.223	-.260	-.164	.353	-.725	.752*	-.290
	SM3	.391	.039	.139	-.143	-.032	-.146	-.265	.187	.290	-.050	-.235	.022	-.049	-.077	.046	-.305	-.207	-.186	-.141	-.290	.843*

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
D1	1.000	.625
D2	1.000	.524
D3	1.000	.632
D4	1.000	.630

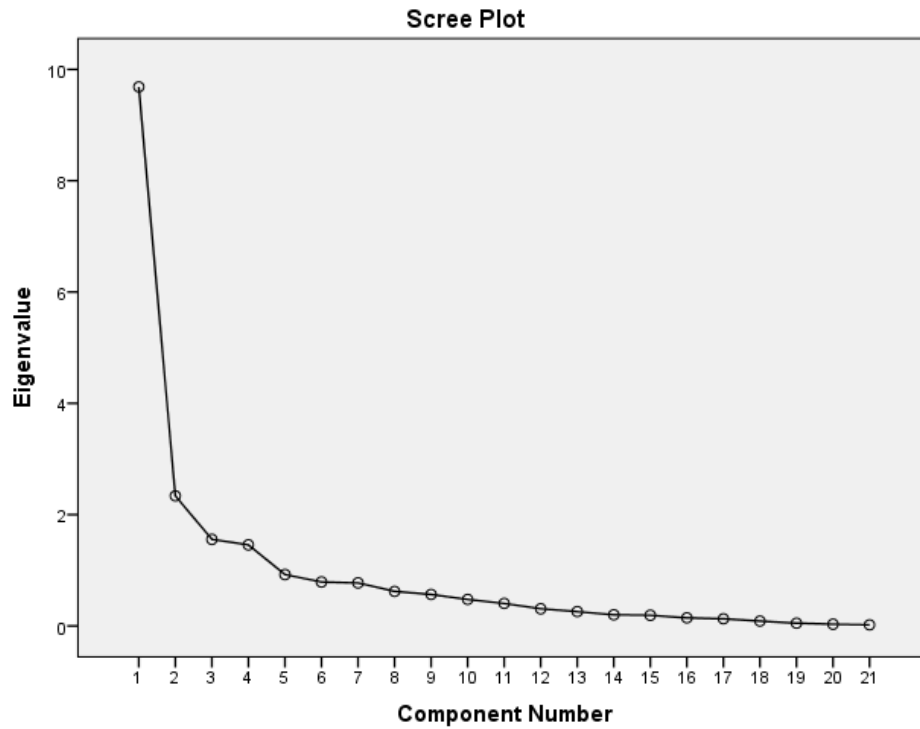
D5	1.000	.635
D6	1.000	.653
D7	1.000	.714
D8	1.000	.464
D9	1.000	.519
D10	1.000	.699
D11	1.000	.708
D12	1.000	.592
NH1	1.000	.911
NH2	1.000	.945
NH3	1.000	.900
SI1	1.000	.702
SI2	1.000	.794
SI3	1.000	.812
SM1	1.000	.880
SM2	1.000	.880
SM3	1.000	.812

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.686	46.126	46.126	9.686	46.126	46.126	5.772	27.487	27.487
2	2.337	11.127	57.253	2.337	11.127	57.253	3.342	15.913	43.400
3	1.555	7.406	64.659	1.555	7.406	64.659	3.149	14.997	58.397
4	1.456	6.934	71.592	1.456	6.934	71.592	2.771	13.195	71.592
5	.923	4.396	75.988						
6	.790	3.762	79.750						
7	.772	3.678	83.429						
8	.620	2.953	86.382						
9	.566	2.695	89.077						
10	.476	2.265	91.342						
11	.404	1.924	93.266						
12	.308	1.466	94.731						
13	.257	1.224	95.955						
14	.200	.953	96.908						
15	.191	.909	97.817						
16	.145	.689	98.506						
17	.127	.607	99.113						
18	.087	.415	99.527						
19	.049	.232	99.760						
20	.031	.148	99.908						
21	.019	.092	100.000						

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component			
	1	2	3	4
D1	.695	-.231	.297	-.001
D2	.665	-.138	.151	-.197
D3	.667	-.425	-.063	-.053
D4	.655	-.412	-.132	-.116
D5	.721	-.105	.259	.190
D6	.751	-.079	.247	.145
D7	.650	-.466	-.272	.025
D8	.608	-.296	-.084	-.014
D9	.684	-.158	.162	.030
D10	.798	.091	.112	-.203
D11	.712	-.416	.111	-.121
D12	.655	-.356	.189	-.001
NH1	.448	.706	-.113	-.439

NH2	.404	.718	-.091	-.509
NH3	.386	.667	.120	-.432
SI1	.281	.233	.533	.273
SI2	.334	.421	.605	.422
SI3	.348	.281	.660	.470
SM1	.225	.040	.431	.645
SM2	.332	.142	.116	.587
SM3	.129	.268	-.523	.667

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

	Component			
	1	2	3	4
D1	.711	.172	.389	-.008
D2	.642	.208	.266	.146
D3	.754	.086	-.016	.213
D4	.792	.126	-.095	.258
D5	.528	.066	.344	.204
D6	.579	.023	.231	.226
D7	.599	.072	-.030	.374
D8	.575	-.082	.058	.279
D9	.647	.281	.290	.191
D10	.528	.329	.300	.200
D11	.790	.199	.110	.094
D12	.685	.227	.174	.037
NH1	.144	.866	.064	.248

NH2	.240	.885	.108	.055
NH3	.145	.878	.289	.139
SI1	.032	.177	.750	.184
SI2	-.006	.185	.878	.219
SI3	.314	.096	.819	.060
SM1	.312	.137	.191	.829
SM2	.249	.309	.227	.822
SM3	.144	.179	.241	.769

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	.687	.223	.425	.387
2	-.694	.547	.334	.104
3	.186	-.004	.547	-.856
4	-.106	-.710	.136	.687

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Hasil Uji Validitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.879
Bartlett's Test of Sphericity	Approx. Chi-Square 3373.923

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210

Sig.

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Anti-image Matrices

	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	D11	D12	NH1	NH2	NH3	SI1	SI2	SI3	SM1	SM2	SM3	
Anti-image Covariance	D1	.468	-.132	-.047	-.031	-.089	-.086	.006	.042	-.004	-.016	-.061	-.002	.020	-.017	-.005	-.010	.023	-.001	-.004	-.014	.055
	D2	-.132	.454	-.043	-.051	.046	-.109	-.072	-.015	.062	-.044	.039	-.032	-.033	.072	-.089	.002	.044	-.045	.016	-.052	-.022
	D3	-.047	-.043	.448	-.155	.002	-.030	-.063	.014	-.078	.042	-.051	-.013	-.056	.019	.010	.031	.032	-.065	.027	-.075	.077
	D4	-.031	-.051	-.155	.513	-.067	.046	-.021	-.069	.035	-.003	-.072	.003	.035	-.053	.008	.026	.007	.006	-.012	.046	-.055
	D5	-.089	.046	.002	-.067	.436	-.121	-.067	-.022	-.032	.002	.090	-.119	-.006	.022	-.037	.051	-.071	-.006	.037	-.010	-.063
	D6	-.086	-.109	-.030	.046	-.121	.428	-.027	-.087	-.068	.033	-.031	.070	.024	-.036	.002	.028	-.076	.025	-.039	.050	-.019
	D7	.006	-.072	-.063	-.021	-.067	-.027	.473	-.076	-.032	-.067	-.015	-.053	.055	-.038	.060	-.036	.040	.022	-.055	.032	-.071
	D8	.042	-.015	.014	-.069	-.022	-.087	-.076	.568	-.096	-.054	.053	-.074	-.004	-.019	.028	.033	.014	-.045	.016	-.060	.062
	D9	-.004	.062	-.078	.035	-.032	-.068	-.032	-.096	.508	-.114	-.085	.041	.035	.007	-.029	-.080	.010	.016	-.005	-.032	.029
	D10	-.016	-.044	.042	-.003	.002	.033	-.067	-.054	-.114	.499	-.052	-.015	-.034	-.049	.010	.042	-.071	-.019	.039	-.035	.034
	D11	-.061	.039	-.051	-.072	.090	-.031	-.015	.053	-.085	-.052	.405	-.203	.030	-.020	.003	.045	-.015	-.010	.022	-.011	-.055
	D12	-.002	-.032	-.013	.003	-.119	.070	-.053	-.074	.041	-.015	-.203	.383	-.050	-.003	.031	-.072	-.004	.006	-.012	.026	.066
	NH1	.020	-.033	-.056	.035	-.006	.024	.055	-.004	.035	-.034	.030	-.050	.294	-.120	-.049	.042	-.004	-.067	.018	-.001	-.051
	NH2	-.017	.072	.019	-.053	.022	-.036	-.038	-.019	.007	-.049	-.020	-.003	-.120	.193	-.113	-.045	.054	.029	-.010	-.007	-.014
	NH3	-.005	-.069	.010	.008	-.037	.002	.060	.028	-.029	.010	.003	.031	-.048	-.113	.255	-.074	-.042	.041	-.007	.007	.039
	SI1	-.010	.002	.031	.026	.051	.028	-.036	.033	-.080	.042	.045	-.072	.042	-.045	-.074	.353	-.128	-.108	.053	-.004	-.077
	SI2	.023	.044	.032	.007	-.071	-.076	.040	.014	.010	-.071	-.015	-.004	-.004	.054	-.042	-.128	.360	-.150	-.003	-.031	-.019
	SI3	-.001	-.045	-.065	.006	-.006	.025	.022	-.045	.016	-.019	-.010	.006	-.067	.029	.041	-.108	-.150	.427	-.086	.012	.027
	SM1	-.004	.016	.027	-.012	.037	-.039	-.055	.016	-.005	.039	.022	-.012	.018	-.010	-.007	.053	-.003	-.086	.410	-.193	-.083
	SM2	-.014	-.052	-.075	.046	-.010	.050	.032	-.060	-.032	-.035	-.011	.026	-.001	-.007	.007	-.004	-.031	.012	-.193	.326	-.129
	SM3	.055	-.022	.077	-.055	-.063	-.019	-.071	.062	.029	.034	-.055	.066	-.051	-.014	.039	-.077	-.019	.027	-.083	-.129	.445
Anti-image Correlation	D1	.934 ^a	-.286	-.102	-.063	-.197	-.193	.013	.081	-.008	-.033	-.140	-.004	.053	-.058	-.013	-.025	.056	-.002	-.009	-.035	.120
	D2	-.286	.881 ^a	-.096	-.106	.103	-.248	-.154	-.029	.129	-.093	.091	-.076	-.091	.244	-.262	.004	.110	-.101	.037	-.134	-.050
	D3	-.102	-.096	.900 ^a	-.324	.004	-.069	-.137	.028	-.164	.089	-.120	-.031	-.155	.066	.030	.079	.079	-.149	.064	-.195	.173
	D4	-.063	-.106	-.324	.909 ^a	-.143	.098	-.042	-.129	.068	-.006	-.158	.006	.091	-.170	.023	.061	.017	.014	-.027	.112	-.144
	D5	-.197	.103	.004	-.143	.893 ^a	-.280	-.148	-.044	-.068	.004	.215	-.292	-.017	.076	-.112	.130	-.179	-.013	.086	-.026	-.143
	D6	-.193	-.248	-.069	.098	-.280	.898 ^a	-.081	-.176	-.145	.072	-.075	.173	.068	-.125	.006	.071	-.193	.058	-.093	.135	-.044
	D7	.013	-.154	-.137	-.042	-.148	-.061	.920 ^a	-.147	-.066	-.137	-.034	-.124	.149	-.126	.174	-.088	.097	.048	-.125	.082	-.154
	D8	.081	-.029	.028	-.129	-.044	-.176	-.147	.921 ^a	-.179	-.101	.111	-.158	-.010	-.057	.074	.073	.032	-.092	.033	-.140	.123
	D9	-.008	.129	-.164	.068	-.068	-.145	-.066	-.179	.918 ^a	-.226	-.188	.093	.089	.021	-.082	-.190	.022	.034	-.011	-.078	.061
	D10	-.033	-.093	.089	-.006	.004	.072	-.137	-.101	-.226	.940 ^a	-.115	-.034	-.089	-.157	.029	.100	-.167	-.041	.087	-.086	.071
	D11	-.140	.091	-.120	-.158	.215	-.075	-.034	.111	-.188	-.115	.858 ^a	-.514	.086	-.072	.008	.120	-.038	-.023	.054	-.031	-.129
	D12	-.004	-.076	-.031	.006	-.292	.173	-.124	-.158	.093	-.034	-.514	.854 ^a	-.150	-.011	.099	-.195	-.012	.015	-.031	.074	.160
	NH1	.053	-.091	-.155	.091	-.017	.088	.149	-.010	.089	-.089	.086	-.150	.869 ^a	-.502	-.174	.131	-.011	-.190	.053	-.004	-.142
	NH2	-.058	.244	.066	-.170	.076	-.125	-.126	-.057	.021	-.157	-.072	-.011	-.502	.828 ^a	-.509	-.171	.206	.100	-.035	-.028	-.048
	NH3	-.013	-.262	.030	.023	-.112	.006	.174	.074	-.082	.029	.008	.099	-.174	-.509	.856 ^a	-.246	-.138	.125	-.022	.023	.115
	SI1	-.025	.004	.079	.061	.130	.071	-.088	.073	-.190	.100	.120	-.195	.131	-.171	-.246	.844 ^a	-.360	-.277	.139	-.012	-.195
	SI2	.056	.110	.079	.017	-.179	-.193	.097	.032	.022	-.167	-.038	-.012	-.011	.206	-.138	-.360	.848 ^a	-.381	-.009	-.090	-.047
	SI3	-.002	-.101	-.149	.014	-.013	.058	.048	-.092	.034	-.041	-.023	.015	-.190	.100	.125	-.277	-.381	.874 ^a	-.206	.032	.061
	SM1	-.009	.037	.064	-.027	.066	-.093	-.125	.033	-.011	.087	.054	-.031	.053	-.035	-.022	.139	-.009	-.206	.830 ^a	-.529	-.195
	SM2	-.035	-.134	-.195	.112	-.026	.135	.082	-.140	-.078	-.086	-.031	.074	-.004	-.028	.023	-.012	-.090	.032	-.529	.851 ^a	-.338
	SM3	.120	-.050	.173	-.114	-.143	-.044	-.154	.123	.061	.071	-.129	.160	-.142	-.048	.115	-.195	-.047	.061	-.195	-.338	.847 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

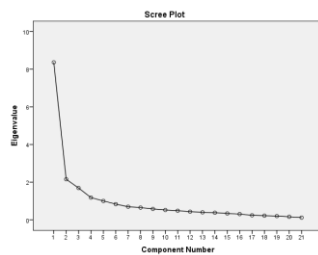
	Initial	Extraction
D1	1.000	.542
D2	1.000	.492
D3	1.000	.587
D4	1.000	.568
D5	1.000	.536
D6	1.000	.509
D7	1.000	.587
D8	1.000	.458
D9	1.000	.491
D10	1.000	.515
D11	1.000	.530
D12	1.000	.583
NH1	1.000	.797
NH2	1.000	.881
NH3	1.000	.827
SI1	1.000	.748
SI2	1.000	.813
SI3	1.000	.670
SM1	1.000	.778
SM2	1.000	.790
SM3	1.000	.695

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.365	39.836	39.836	8.365	39.836	39.836	5.508	26.231	26.231
2	2.155	10.264	50.100	2.155	10.264	50.100	2.882	13.724	39.955
3	1.691	8.054	58.154	1.691	8.054	58.154	2.514	11.971	51.926
4	1.183	5.636	63.790	1.183	5.636	63.790	2.491	11.864	63.790
5	1.004	4.783	68.573						
6	.636	3.982	72.555						
7	.699	3.326	75.882						
8	.653	3.111	78.993						
9	.582	2.771	81.764						
10	.524	2.495	84.259						
11	.487	2.321	86.580						
12	.435	2.074	88.654						
13	.400	1.903	90.558						
14	.380	1.812	92.369						
15	.341	1.624	93.993						
16	.307	1.463	95.457						
17	.244	1.161	96.618						
18	.224	1.065	97.683						
19	.200	.953	98.636						
20	.165	.784	99.420						
21	.122	.580	100.000						

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component			
	1	2	3	4
D1	.663	-.318	-.022	.030
D2	.662	-.157	.090	.142
D3	.640	-.404	.074	.090
D4	.601	-.403	-.030	.209
D5	.692	-.155	.071	-.169
D6	.682	-.157	.115	-.080
D7	.645	-.339	.237	.018
D8	.596	-.281	.102	-.115
D9	.654	-.112	.018	-.224
D10	.687	-.054	-.178	-.091
D11	.637	-.337	-.080	-.058
D12	.656	-.284	-.178	-.201
NH1	.287	.642	-.470	.288
NH2	.210	.690	-.508	.319
NH3	.348	.633	-.521	.181
SI1	-.718	-.391	.591	-.302
SI2	.099	.477	.579	-.491
SI3	.167	.367	.594	-.392
SM1	.296	.317	-.276	.508
SM2	.272	.302	.473	.632
SM3	.306	.419	.381	.503

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

	Component			
	1	2	3	4
D1	.697	.200	.068	.109
D2	.588	.221	.070	.305
D3	.739	.115	-.026	.161
D4	.694	.222	-.137	.135
D5	.630	.121	.319	.149
D6	.621	.120	.249	.218
D7	.715	-.008	.072	.265
D8	.642	.034	.178	.112
D9	.574	.136	.367	.089
D10	.537	.366	.299	.057
D11	.694	.188	.112	.009
D12	.677	.228	.251	-.101
NH1	.228	.834	.152	.165
NH2	.309	.868	.107	.142
NH3	.184	.845	.261	.100
SI1	.094	.443	.722	.151
SI2	.151	.142	.849	.222
SI3	.233	.101	.726	.280
SM1	.176	.031	.162	.849
SM2	.273	.144	.214	.806
SM3	.111	.222	.206	.769

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	.736	.427	.386	.357
2	-.670	.683	.175	.401
3	.065	-.726	.683	.683
4	-.077	.408	-.763	.736

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Hasil Uji Reliabilitas

Variabel X (Divergensi)

Case Processing Summary

		N	%
Cases	Valid	275	100.0
	Excluded ^a	0	.0
	Total	275	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.893	12

Variabel Y (Nilai Hiburan Persepaian, Sikap terhadap iklan, Sikap terhadap Merek)

Case Processing Summary

		N	%
Cases	Valid	275	100.0
	Excluded ^a	0	.0
	Total	275	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.872	9

Hasil Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	37	100.0
	Excluded ^a	0	.0
	Total	37	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.905	9

Item Statistics

	Mean	Std. Deviation	N
NH1	4.2162	.75038	37
NH2	4.2162	.75038	37
NH3	4.3514	.71555	37
SI1	4.4054	.68554	37
SI2	4.5135	.60652	37
SI3	4.5405	.60528	37
SM1	4.5405	.55750	37
SM2	4.5676	.55480	37
SM3	4.6216	.59401	37

Hasil Uji Hipotesis

Uji Regresi Divergensi terhadap Nilai Hiburan Persepaian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,978	,856		1,142	,254
Divergensi	,228	,016	,647	14,022	,000

a. Dependent Variable: NilaiHiburan

Uji Determinasi Pengaruh Divergensi terhadap Nilai Hiburan Persepaian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,647 ^a	,419	,417	1,33943

a. Predictors: (Constant), Divergensi

Uji Regresi Divergensi terhadap Sikap terhadap iklan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,278	,793		4,134	,000
1 Divergensi	,187	,015	,601	12,414	,000

a. Dependent Variable: SikapIklan

Uji Determinasi Pengaruh Divergensi terhadap Sikap terhadap iklan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,601 ^a	,361	,358	1,24062

a. Predictors: (Constant), Divergensi

Uji Regresi Divergensi terhadap Sikap terhadap Merek

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,423	,847		7,584	,000
Divergensi	,135	,016	,455	8,435	,000

a. Dependent Variable: SikapMerek

Uji Determinasi Pengaruh Divergensi terhadap Sikap terhadap Merek

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,455 ^a	,207	,204	1,32526

a. Predictors: (Constant), Divergensi

Identitas Responden:

Nama :

Umur : < 17 Tahun
 17 Tahun – 25 Tahun
 > 25 Tahun

Jenis Kelamin : Laki-laki
 Perempuan

Cara pengisian kuesioner :

Bapak/ibu/saudara/i cukup memberikan tanda silang (✓) pada pilihan jawaban yang tersedia sesuai dengan pendapat Bapak/Ibu/Saudara/i. Setiap pernyataan mengharapkan hanya ada satu jawaban. Setiap angka akan mewakili tingkat kesesuaian dengan pendapat Bapak/Ibu/Saudara/i. Skor/Nilai jawaban adalah sebagai berikut :

Skor/Nilai 1 : Sangat tidak setuju (STS)

Skor/Nilai 2 : Tidak setuju (TS)

Skor/Nilai 3 : Netral (N)

Skor/Nilai 4 : S (Setuju)

Skor/Nilai 5: SS (Sangat Setuju)

Apakah anda pernah melihat iklan Shopee versi “11.11” di Youtube

Ya

Tidak

Jika Ya, lanjutkan ke halaman berikutnya, Jika tidak, **STOP** sampai disini, terima kasih atas peartisipasi Anda

No	Pertanyaan	Nilai				
		STS	TS	N	S	SS
Indikator: originalitas						
1	Menurut saya iklan Shopee versi “11.11” di youtube memiliki ide yang berbeda dari iklan Tokopedia dan Lazada					
2	Menurut saya iklan Shopee versi “11.11” di youtube memiliki sterotipe yang berbeda dari iklan Tokopedia dan Lazada					
3	Menurut saya iklan Shopee versi “11.11” di youtube memiliki keunikan dari iklan Tokopedia dan Lazada					
Indikator: fleksibilitas						
4	Menurut saya iklan Shopee versi “11.11” di youtube adalah iklan yang menggunakan tema berbeda dari iklan Shopee versi lainnya					

5	Menurut saya iklan Shopee versi “11.11” di youtube memiliki ide yang berbeda daripada iklan Shopee versi lainnya					
Indikator: elaborasi						
6	Menurut saya iklan Shopee versi “11.11” di youtube menjelaskan aplikasi Shopee dengan sangat detail					
7	Menurut saya iklan Shopee versi “11.11” di youtube mudah untuk dipahami					
8	Saya tertarik dengan iklan Shopee versi “11.11” di youtube					
Indikator: sintesis						
9	Menurut saya iklan Shopee versi “11.11” di youtube selalu memiliki berbagai inovasi					
10	Menurut saya inovasi dalam iklan Shopee versi “11.11” di youtube sangat tidak biasa					
Indikator: Nilai Artistik						

11	Menurut saya iklan Shopee versi “11.11” di youtube menggunakan warna-warna yang menarik					
12	Menurut saya iklan Shopee versi “11.11” di youtube memiliki nilai seni yang bagus					
Indikator: Nilai Hiburan Persepaian						
13	Tampilan iklan Shopee versi “11.11” di youtube memberikan rasa humor pada saya					
14	Tampilan iklan Shopee versi “11.11” di youtube membuat saya terhibur					
15	Tampilan iklan Shopee versi “11.11” di youtube membuat saya tertawa					
Indikator: Sikap terhadap iklan						
16	Iklan Shopee iklan Shopee versi “11.11” di youtube adalah iklan yang bagus					
17	Iklan Shopee versi “11.11” di youtube adalah iklan yang menyenangkan					
18	Iklan Shopee versi “11.11” di youtube adalah iklan yang tepat untuk memenuhi					

	kebutuhan informasi tentang aplikasi Shopee					
	Indikator: Sikap terhadap merek					
19	Aplikasi Shopee adalah aplikasi yang memiliki fitur bagus					
20	Aplikasi Shopee adalah aplikasi berbelanja online yang menyenangkan					
21	Aplikasi Shopee adalah aplikasi yang tepat untuk memenuhi kebutuhan berbelanja online saya					