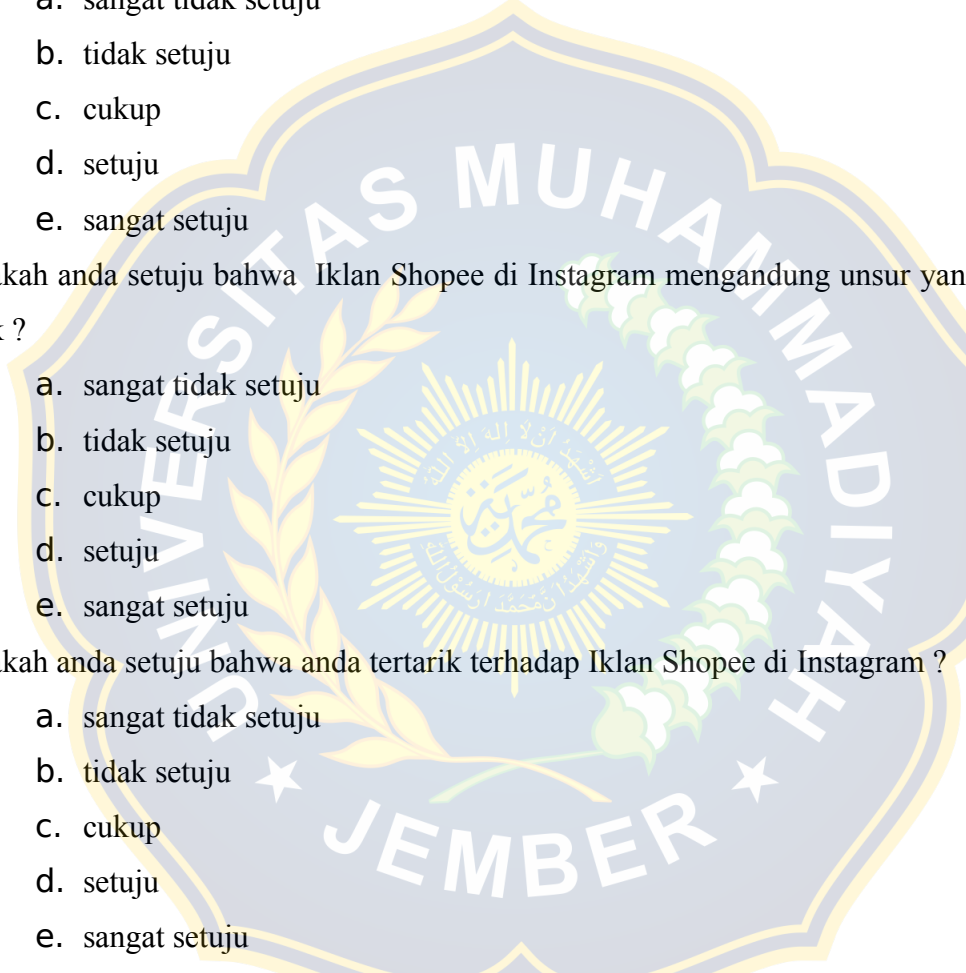KUISIONER PENELITIAN

ANALISIS EFEKTIFITAS IKLAN SHOPEE DI INSTAGRAM DAN YOUTUBE MENGGUNAKAN MODEL EPIC TERHADAP MAHASISWA UNIVERSITAS MUHAMMADIYAH JEMBER
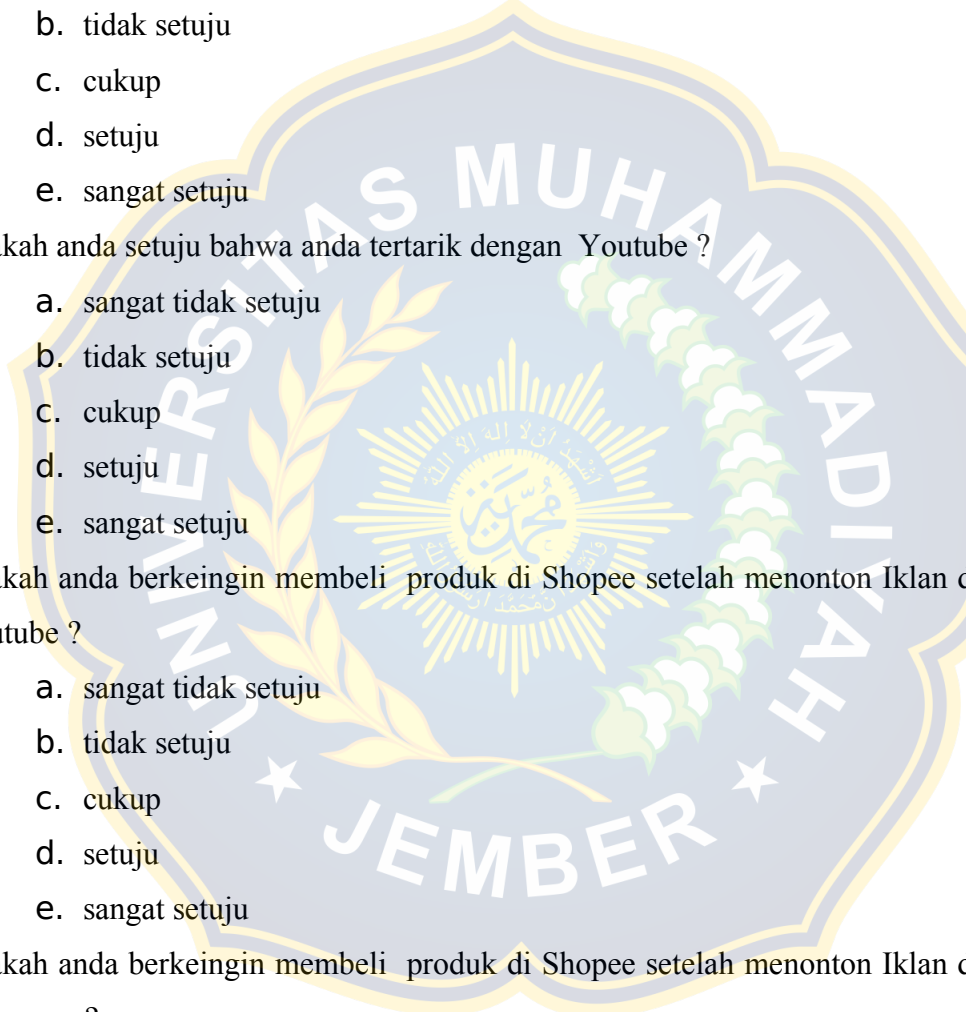
Oleh:

WahyuBayuPangestu
16.1041.1226

Nama Responden	
Usia	
Alamat	
No.Telepon	

Emphaty

1. Apakah anda setuju bahwa Iklan Shopee di Youtube mengandung unsur yang baik ?

    a. sangat tidak setuju

    b. tidak setuju

    c. cukup

    d. setuju

    e. sangat setuju

2. Apakah anda setuju bahwa Iklan Shopee di Instagram mengandung unsur yang baik ?

    a. sangat tidak setuju

    b. tidak setuju

    c. cukup

    d. setuju

    e. sangat setuju

3. Apakah anda setuju bahwa anda tertarik terhadap Iklan Shopee di Instagram ?

    a. sangat tidak setuju

    b. tidak setuju

    c. cukup

    d. setuju

    e. sangat setuju

4. Apakah anda setuju bahwa anda tertarik terhadap Iklan Shopee di Youtube ?

    a. sangat tidak setuju

    b. tidak setuju

    c. cukup

    d. setuju

    e. sangat setuju

Persuation

5. Apakah anda setuju bahwa anda tertarik dengan Instagram ?
   a. sangat tidak setuju
   b. tidak setuju
   c. cukup
   d. setuju
   e. sangat setuju

6. Apakah anda setuju bahwa anda tertarik dengan Youtube ?
   a. sangat tidak setuju
   b. tidak setuju
   c. cukup
   d. setuju
   e. sangat setuju

7. Apakah anda berkeingin membeli produk di Shopee setelah menonton Iklan di Youtube ?
   a. sangat tidak setuju
   b. tidak setuju
   c. cukup
   d. setuju
   e. sangat setuju

8. Apakah anda berkeingin membeli produk di Shopee setelah menonton Iklan di Instagram ?
   a. sangat tidak setuju
   b. tidak setuju
   c. cukup
   d. setuju
   e. sangat setuju

Impact

9. Apakah anda sediklit memahami mengenai Shopee di Youtube ?
    a. sangat tidak setuju
    b. tidak setuju
    c. cukup
    d. setuju
    e. sangat setuju

10. Apakah anda sediklit memahami mengenai Shopee di Instagram ?
    a. sangat tidak setuju
    b. tidak setuju
    c. cukup
    d. setuju
    e. sangat setuju

11. Apaklah anda setuju nahwa Iklan shopee dio Instagram lebih kreatif dibandinglan dengan Iklan dio instagram ?
    a. sangat tidak setuju
    b. tidak setuju
    c. cukup
    d. setuju
    e. sangat setuju

12. Apaklah anda setuju bahwa Iklan Shopee di Instagram lebih kreatif dibandingklan dengan Iklan di Youtube ?
    a. sangat tidak setuju
    b. tidak setuju
    c. cukup
    d. setuju
    e. sangat setuju

Communiocation

13. Apaklah anda setuju bahwa Iklan Shopee di Youtube lebih jelas dibandingkan dengan Instagram ?
    a. sangat tidak setuju
    b. tidak setuju
    c. cukup
    d. setuju
    e. sangat setuju

14. Apaklah anda setuju bahwa Iklan Shopee di Instagram lebih jelas dibandingkan dengan Youtube ?
    a. sangat tidak setuju
    b. tidak setuju
    c. cukup
    d. setuju
    e. sangat setuju

15. Apaklah anda setuju bahwa Iklan Shopee di Instagram mampu mengkomunikasikan pesan yang disampaikan ?
    a. sangat tidak setuju
    b. tidak setuju
    c. cukup
    d. setuju
    e. sangat setuju

16. Apaklah anda setuju bahwa Iklan shopee di Youtube mampu mengkomunikasikan pesan yang disampaikan ?
    a. sangat tidak setuju
    b. tidak setuju
    c. cukup

d. setuju

e. sangat setuju

Hasil Kuisioner Metode Epic Instagram

x1			x2			x3			x4		
X1.1	X1.2	TOTALX1	X2.1	X2.2	TOTALX2	X3.1	X3.2	TOTALX3	X4.1	X4.2	TOTALX4
5	3	8	3	3	6	4	4	8	3	3	6
4	2	6	4	5	9	5	3	8	3	4	7
4	3	7	4	3	7	5	4	9	3	4	7
4	3	7	3	3	6	5	5	10	3	3	6
4	4	8	4	3	7	4	5	9	3	2	5
4	2	6	5	4	9	4	5	9	3	3	6
4	4	8	4	3	7	3	4	7	4	3	7
4	2	6	4	4	8	4	3	7	5	3	8
4	3	7	5	3	8	4	3	7	3	4	7
4	4	8	4	5	9	3	4	7	3	4	7
4	3	7	5	3	8	4	5	9	5	2	7
3	2	5	4	3	7	5	5	10	5	2	7
4	2	6	5	4	9	5	5	10	4	4	8
4	3	7	4	4	8	5	4	9	5	3	8
3	3	6	3	4	7	5	4	9	5	2	7
4	3	7	3	4	7	4	3	7	4	3	7
3	2	5	3	4	7	4	3	7	3	4	7
4	2	6	3	4	7	3	3	6	5	2	7
4	2	6	3	3	6	5	4	9	5	2	7
3	3	6	4	4	8	5	3	8	3	3	6
4	2	6	4	3	7	5	3	8	4	2	6
3	3	6	4	3	7	5	3	8	3	2	5
4	4	8	4	4	8	4	2	6	4	3	7
5	3	8	4	3	7	4	2	6	5	2	7
5	3	8	4	4	8	4	3	7	3	4	7
4	3	7	4	3	7	5	2	7	4	2	6
3	2	5	4	4	8	5	2	7	5	3	8
3	3	6	4	3	7	4	2	6	4	2	6
3	3	6	3	3	6	3	2	5	4	3	7
4	3	7	4	3	7	4	3	7	5	2	7
3	4	7	4	3	7	4	4	8	4	4	8
4	3	7	3	5	8	5	3	8	5	2	7
3	2	5	4	5	9	4	4	8	4	4	8
4	3	7	3	3	6	4	3	7	4	2	6
3	3	6	4	3	7	4	3	7	5	4	9
4	3	7	4	4	8	4	3	7	4	4	8
5	3	8	3	4	7	4	4	8	4	2	6
5	3	8	4	4	8	3	3	6	5	4	9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	31	31,0	31,0	31,0
	4,00	50	50,0	50,0	81,0
	5,00	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	22	22,0	22,0	22,0
	3,00	57	57,0	57,0	79,0
	4,00	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	36	36,0	36,0	36,0
	4,00	52	52,0	52,0	88,0
	5,00	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	31	31,0	31,0	31,0
	4,00	55	55,0	55,0	86,0
	5,00	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	5	5,0	5,0	5,0
	3,00	34	34,0	34,0	39,0

		Frequency	Percent	Valid Percent	Cumulative Percent
	4,00	38	38,0	38,0	77,0
	5,00	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	32	32,0	32,0	32,0
	3,00	34	34,0	34,0	66,0
	4,00	26	26,0	26,0	92,0
	5,00	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	19	19,0	19,0	19,0
	4,00	38	38,0	38,0	57,0
	5,00	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	30	30,0	30,0	30,0
	3,00	38	38,0	38,0	68,0
	4,00	31	31,0	31,0	99,0
	5,00	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

validitas				
Correlations				
		X1.1	X1.2	TOTALX1
X1.1	Pearson Correlation	1	,057	,780**
	Sig. (2-tailed)		,574	,000
	N	100	100	100
X1.2	Pearson Correlation	,057	1	,669**
	Sig. (2-tailed)	,574		,000
	N	100	100	100
TOTALX1	Pearson Correlation	,780**	,669**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

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

Correlations				
		X2.1	X2.2	TOTALX2
X2.1	Pearson Correlation	1	-,063	,683**
	Sig. (2-tailed)		,531	,000
	N	100	100	100
X2.2	Pearson Correlation	-,063	1	,686**
	Sig. (2-tailed)	,531		,000
	N	100	100	100
TOTALX2	Pearson Correlation	,683**	,686**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

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

		X3.1	X3.2	TOTALX3
X3.1	Pearson Correlation	1	,162	,733**
	Sig. (2-tailed)		,106	,000
	N	100	100	100
X3.2	Pearson Correlation	,162	1	,791**
	Sig. (2-tailed)	,106		,000
	N	100	100	100
TOTALX3	Pearson Correlation	,733**	,791**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

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

Correlations

		X4.1	X4.2	TOTALX4
X4.1	Pearson Correlation	1	-,219*	,606**
	Sig. (2-tailed)		,028	,000
	N	100	100	100
X4.2	Pearson Correlation	-,219*	1	,643**
	Sig. (2-tailed)	,028		,000
	N	100	100	100
TOTALX4	Pearson Correlation	,606**	,643**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

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

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

RELIABELITAS

Reliability Statistics

Cronbach's Alpha	N of Items
,634	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	60,6500	19,907	,293	,613
X2	61,5900	21,295	,135	,638
X3	60,8000	19,980	,344	,607
X4	60,7400	21,043	,163	,634

Hasil Uji Epic Dimensi Youtube

X1.1	X1.2	TOTALX1	X2.1	X2.2	TOTALX2	X3.1	X3.2	TOTALX3	X4.1	X4.2
4	3	7	4	2	6	3	5	8	2	5
3	4	7	4	2	6	4	3	7	2	3
3	4	7	5	3	8	3	3	6	3	3
3	5	8	4	3	7	3	5	8	2	4
3	5	8	4	4	8	4	4	8	3	3
3	4	7	3	3	6	4	4	8	2	4
4	4	8	4	3	7	3	5	8	3	3
4	4	8	3	4	7	2	5	7	3	4
4	4	8	3	3	6	4	4	8	2	4
4	4	8	4	4	8	3	5	8	3	4
4	4	8	4	3	7	2	4	6	2	5
5	5	10	5	2	7	2	5	7	2	5
5	4	9	4	2	6	4	4	8	2	4
5	3	8	3	2	5	2	5	7	2	5
5	4	9	4	3	7	5	5	10	4	5
4	5	9	5	2	7	4	4	8	2	5
5	4	9	4	4	8	2	4	6	2	4
3	4	7	3	2	5	4	5	9	3	5
3	4	7	4	2	6	2	3	5	3	5
4	4	8	3	5	8	2	5	7	2	5
4	5	9	3	5	8	5	3	8	3	4
5	5	10	3	4	7	3	4	7	2	3
5	4	9	3	4	7	2	4	6	3	3
5	4	9	4	2	6	5	5	10	3	5
4	5	9	4	4	8	5	5	10	2	5
4	4	8	4	4	8	4	5	9	4	5
4	4	8	4	3	7	2	4	6	3	5
5	4	9	4	4	8	3	5	8	4	4
4	4	8	5	2	7	2	4	6	4	4
5	4	9	5	5	10	4	5	9	3	3
4	5	9	5	2	7	4	4	8	4	5
5	4	9	5	5	10	4	5	9	4	3
3	5	8	4	4	8	2	4	6	2	3
3	5	8	5	4	9	4	3	7	3	5
3	4	7	3	3	6	3	4	7	3	4
3	3	6	3	3	6	3	3	6	2	4
3	4	7	4	3	7	5	4	9	3	5
4	3	7	3	2	5	2	3	5	2	4
4	4	8	3	3	6	5	4	9	3	4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	19	19,0	19,0	19,0
	4,00	50	50,0	50,0	69,0
	5,00	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	14	14,0	14,0	14,0
	4,00	57	57,0	57,0	71,0
	5,00	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	23	23,0	23,0	23,0
	4,00	54	54,0	54,0	77,0
	5,00	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	31	31,0	31,0	31,0
	3,00	43	43,0	43,0	74,0
	4,00	22	22,0	22,0	96,0
	5,00	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	38	38,0	38,0	38,0
	3,00	29	29,0	29,0	67,0
	4,00	25	25,0	25,0	92,0
	5,00	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	27	27,0	27,0	27,0
	4,00	37	37,0	37,0	64,0
	5,00	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	42	42,0	42,0	42,0
	3,00	32	32,0	32,0	74,0
	4,00	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	27	27,0	27,0	27,0
	4,00	45	45,0	45,0	72,0
	5,00	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

validitas				
Correlations				
		X1.1	X1.2	TOTALX1
X1.1	Pearson Correlation	1	-,108	,714**
	Sig. (2-tailed)		,284	,000
	N	100	100	100
X1.2	Pearson Correlation	-,108	1	,619**
	Sig. (2-tailed)	,284		,000
	N	100	100	100
TOTALX1	Pearson Correlation	,714**	,619**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

		X2.1	X2.2	TOTALX2
X2.1	Pearson Correlation	1	0,000	,632**
	Sig. (2-tailed)		1,000	,000
	N	100	100	100
X2.2	Pearson Correlation	0,000	1	,775**
	Sig. (2-tailed)	1,000		,000
	N	100	100	100
TOTALX2	Pearson Correlation	,632**	,775**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

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

Correlations

		X3.1	X3.2	TOTALX3
X3.1	Pearson Correlation	1	,114	,805**
	Sig. (2-tailed)		,260	,000
	N	100	100	100
X3.2	Pearson Correlation	,114	1	,681**
	Sig. (2-tailed)	,260		,000
	N	100	100	100
TOTALX3	Pearson Correlation	,805**	,681**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

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

Correlations

		X4.1	X4.2	TOTALX4
X4.1	Pearson Correlation	1	-,197*	,674**
	Sig. (2-tailed)		,049	,000
	N	100	100	100
X4.2	Pearson Correlation	-,197*	1	,592**
	Sig. (2-tailed)	,049		,000
	N	100	100	100
TOTALX4	Pearson Correlation	,674**	,592**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

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

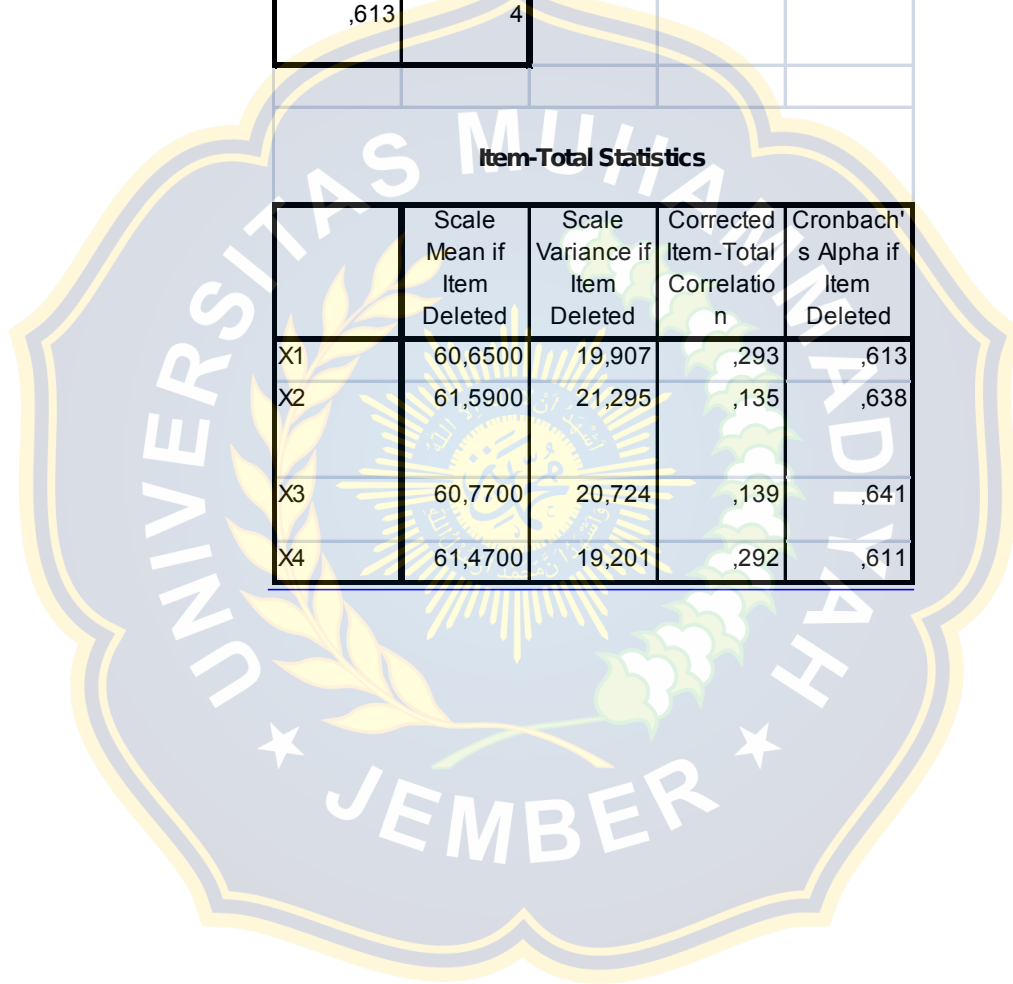**. Correlation is significant at the 0.01 level (2-tailed).

reliabelitas				

Reliability Statistics

Cronbach's Alpha	N of Items
,613	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	60,6500	19,907	,293	,613
X2	61,5900	21,295	,135	,638
X3	60,7700	20,724	,139	,641
X4	61,4700	19,201	,292	,611

DOKUMENTASI