LAMPIRAN

Lampiran 1. Hasil Korelasi Rank Sperman faktor-faktor yang mempengaruhi dalam penggunaan whatsapp dengan promosi penjualan

Correlations

			T. Pendidikan	Kemudahan	Manfaat	K. Referensi	Hemat	Promosi
Spearman's rho	T. Pendidikan	Correlation Coefficient	1.000	-.176	.159	-.131	-.054	.180
		Sig. (2-tailed)	.	.247	.298	.392	.725	.236
		N	45	45	45	45	45	45
	Kemudahan	Correlation Coefficient	-.176	1.000	.465**	.450**	.289	.268
		Sig. (2-tailed)	.247	.	.001	.002	.054	.075
		N	45	45	45	45	45	45
	Manfaat	Correlation Coefficient	.159	.465**	1.000	.311*	.230	.541**
		Sig. (2-tailed)	.298	.001	.	.037	.128	.000
		N	45	45	45	45	45	45
	K. Referensi	Correlation Coefficient	-.131	.450**	.311*	1.000	.359*	.247
		Sig. (2-tailed)	.392	.002	.037	.	.016	.102
		N	45	45	45	45	45	45
	Hemat	Correlation Coefficient	-.054	.289	.230	.359*	1.000	.059
		Sig. (2-tailed)	.725	.054	.128	.016	.	.700
		N	45	45	45	45	45	45
	Promosi	Correlation Coefficient	.180	.268	.541**	.247	.059	1.000
		Sig. (2-tailed)	.236	.075	.000	.102	.700	.
		N	45	45	45	45	45	45

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

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

Lampiran 2. Hasil Korelasi Rank Sperman faktor-faktor yang mempengaruhi dalam penggunaan whatsapp dengan penjualan perorangan

Correlations

			T. Pendidikan	Kemudahan	Manfaat	K. Referensi	Hemat	P. Perorangan
Spearman's rho	T. Pendidikan	Correlation Coefficient	1.000	-.176	.159	-.131	-.054	-.045
		Sig. (2-tailed)	.	.247	.298	.392	.725	.770
		N	45	45	45	45	45	45
	Kemudahan	Correlation Coefficient	-.176	1.000	.465**	.450**	.289	.429**
		Sig. (2-tailed)	.247	.	.001	.002	.054	.003
		N	45	45	45	45	45	45
	Manfaat	Correlation Coefficient	.159	.465**	1.000	.311*	.230	.520**
		Sig. (2-tailed)	.298	.001	.	.037	.128	.000
		N	45	45	45	45	45	45
	K. Referensi	Correlation Coefficient	-.131	.450**	.311*	1.000	.359*	.281
		Sig. (2-tailed)	.392	.002	.037	.	.016	.062
		N	45	45	45	45	45	45
	Hemat	Correlation Coefficient	-.054	.289	.230	.359*	1.000	.176
		Sig. (2-tailed)	.725	.054	.128	.016	.	.247
		N	45	45	45	45	45	45
	P. Perorangan	Correlation Coefficient	-.045	.429**	.520**	.281	.176	1.000
		Sig. (2-tailed)	.770	.003	.000	.062	.247	.
		N	45	45	45	45	45	45

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

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

Lampiran 3. Hasil Korelasi Rank Sperman faktor-faktor yang mempengaruhi dalam penggunaan whatsapp dengan hubungan masyarakat

Correlations

			T. Pendidikan	Kemudahan	Manfaat	K. Referensi	Hemat	H. Masyarakat
Spearman's rho	T. Pendidikan	Correlation Coefficient	1.000	-.176	.159	-.131	-.054	-.074
		Sig. (2-tailed)	.	.247	.298	.392	.725	.630
		N	45	45	45	45	45	45
	Kemudahan	Correlation Coefficient	-.176	1.000	.465**	.450**	.289	.555**
		Sig. (2-tailed)	.247	.	.001	.002	.054	.000
		N	45	45	45	45	45	45
	Manfaat	Correlation Coefficient	.159	.465**	1.000	.311*	.230	.623**
		Sig. (2-tailed)	.298	.001	.	.037	.128	.000
		N	45	45	45	45	45	45
	K. Referensi	Correlation Coefficient	-.131	.450**	.311*	1.000	.359*	.360*
		Sig. (2-tailed)	.392	.002	.037	.	.016	.015
		N	45	45	45	45	45	45
	Hemat	Correlation Coefficient	-.054	.289	.230	.359*	1.000	.265
		Sig. (2-tailed)	.725	.054	.128	.016	.	.078
		N	45	45	45	45	45	45
	H. Masyarakat	Correlation Coefficient	-.074	.555**	.623**	.360*	.265	1.000
		Sig. (2-tailed)	.630	.000	.000	.015	.078	.
		N	45	45	45	45	45	45

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

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