

LAMPIRAN

1. Uji Validitas Dengan *Confirmatory Factor Analysis*

Sampel Uji Validitas

Resp	Dimensi											
	TRUSTWORTHINESS				EXPERTISE					P.ATTRACTIVENESS		
	T1	T2	T3	T4	E1	E2	E3	E4	E5	PA1	PA2	PA3
1	3	3	4	4	4	4	4	4	3	3	3	4
2	4	4	4	4	3	3	4	4	4	3	3	4
3	4	4	4	4	4	4	4	4	3	3	3	4
4	4	3	3	3	4	4	4	4	3	3	3	3
5	4	4	3	4	4	4	4	4	4	4	4	4
6	4	3	3	4	4	4	4	4	3	3	3	4
7	3	3	3	4	4	3	4	4	3	3	3	4
8	3	4	4	3	4	4	3	4	4	3	3	4
9	4	4	4	3	4	4	4	4	4	3	4	3
10	3	4	4	4	3	4	4	4	4	3	4	4
11	4	4	4	3	4	4	3	4	4	4	3	3
12	4	4	3	4	4	4	4	4	3	4	3	3
13	2	3	3	2	2	2	3	3	3	2	2	2
14	4	4	4	4	4	4	4	4	3	4	3	4
15	3	4	3	3	4	3	3	4	4	3	3	3
16	4	3	4	4	4	3	4	4	3	3	4	3
17	4	4	3	4	4	4	4	3	3	4	4	3
18	4	4	3	4	4	3	3	4	4	3	3	4
19	2	3	3	2	2	2	2	2	3	3	3	2
20	4	4	4	3	3	4	4	4	4	3	4	3
21	4	4	3	4	4	3	4	4	4	3	4	4
22	3	3	4	4	4	4	3	4	4	3	3	3
23	3	3	3	4	4	3	3	4	4	3	3	3
24	4	4	4	3	4	4	4	4	4	3	3	4
25	4	4	3	4	4	4	4	3	4	3	3	4
26	3	3	3	4	4	3	4	4	4	4	3	3
27	2	2	2	3	3	2	2	2	2	2	2	2
28	4	3	3	4	4	4	4	4	3	3	4	3
29	4	3	4	4	3	4	4	4	3	4	4	4
30	3	4	4	4	3	4	4	3	4	4	4	4
31	4	3	4	4	4	3	4	4	3	3	3	3

32	3	4	4	4	4	4	4	4	4	4	3	3
33	3	3	3	4	4	4	4	3	3	4	4	4
34	2	2	3	2	2	2	2	3	2	3	2	2
35	4	3	3	4	4	4	4	3	4	4	3	4
36	4	4	3	4	4	4	3	4	4	4	3	4
37	4	3	4	4	4	4	3	4	4	4	3	4
38	3	3	4	4	4	3	4	4	4	3	4	4
39	3	4	4	4	3	4	4	3	4	4	4	3
40	2	3	2	2	2	2	2	2	2	3	2	2

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.850
Approx. Chi-Square	273.242
Bartlett's Test of Sphericity Df	66
Sig.	.000

Communalities

	Initial	Extraction
TRUSTWORTHINESS 1	1.000	.690
TRUSTWORTHINESS 2	1.000	.690
TRUSTWORTHINESS 3	1.000	.626
TRUSTWORTHINESS 4	1.000	.788
EXPERTISE 1	1.000	.782
EXPERTISE 2	1.000	.754
EXPERTISE 3	1.000	.687
EXPERTISE 4	1.000	.828
EXPERTISE 5	1.000	.681
P. ATTRACTIVENESS 1	1.000	.763
P. ATTRACTIVENESS 2	1.000	.575
P. ATTRACTIVENESS 3	1.000	.652

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	6.352	52.935	52.935	6.352	52.935	52.935	3.931	32.757	32.757
2	1.148	9.569	62.504	1.148	9.569	62.504	2.601	21.672	54.429
3	1.016	8.463	70.967	1.016	8.463	70.967	1.985	16.538	70.967
4	.803	6.693	77.660						
5	.604	5.031	82.690						
6	.569	4.745	87.435						
7	.435	3.623	91.059						
8	.290	2.415	93.474						
9	.264	2.200	95.674						
10	.198	1.647	97.321						
11	.189	1.579	98.900						
12	.132	1.100	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
TRUSTWORTHINESS 1	.807	-.187	-.062
TRUSTWORTHINESS 2	.634	.536	.035
TRUSTWORTHINESS 3	.598	.442	-.273
TRUSTWORTHINESS 4	.786	-.391	.130
EXPERTISE 1	.747	-.435	-.183
EXPERTISE 2	.849	.027	.178
EXPERTISE 3	.815	-.144	.052
EXPERTISE 4	.737	-.094	-.525
EXPERTISE 5	.663	.462	-.164
P. ATTRACTIVENESS 1	.539	.060	.685
P. ATTRACTIVENESS 2	.688	.157	.279
P. ATTRACTIVENESS 3	.796	-.131	-.042

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix^a

	Component		
	1	2	3
TRUSTWORTHINESS 1	.303	.724	.271
TRUSTWORTHINESS 2	.124	.744	.349
TRUSTWORTHINESS 3	.243	.752	.048
TRUSTWORTHINESS 4	.069	.780	.418
EXPERTISE 1	.869	.117	.115
EXPERTISE 2	.555	.414	.524
EXPERTISE 3	.671	.302	.381
EXPERTISE 4	.748	.490	-.168
EXPERTISE 5	.767	.247	.176
P. ATTRACTIVENESS 1	.162	.109	.852
P. ATTRACTIVENESS 2	.327	.396	.558
P. ATTRACTIVENESS 3	.290	.334	.676

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

2. Uji Reliabilitas dengan *Cronbach Alpha*

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	0.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.919	12

3. Uji Normalitas

Uji Normalitas Pada Kelompok A

One-Sample Kolmogorov-Smirnov Test

		Trustworthiness	Expertise	Physical Attractiveness
N		195	195	195
Normal Parameters ^{a,b}	Mean	2.86	2.94	2.71
	Std. Deviation	3.118	3.072	2.736
Most Extreme Differences	Absolute	.069	.067	.067
	Positive	.069	.067	.067
	Negative	-.064	-.067	-.061
Kolmogorov-Smirnov Z		1.355	1.323	1.352
Asymp. Sig. (2-tailed)		.051	.060	.052

a. Test distribution is Normal.

b. Calculated from data.

Uji Normalitas Pada Kelompok B

One-Sample Kolmogorov-Smirnov Test

		Trustworthiness	Expertise	Physical Attractiveness
N		195	195	195
Normal Parameters ^{a,b}	Mean	2.87	3.00	2.67
	Std. Deviation	3.263	3.124	3.442
Most Extreme Differences	Absolute	.062	.067	.067
	Positive	.062	.067	.067
	Negative	-.064	-.064	-.062
Kolmogorov-Smirnov Z		1.325	1.353	1.322
Asymp. Sig. (2-tailed)		.054	.059	.052

a. Test distribution is Normal.

b. Calculated from data.

4. Frequency Table

Sebaran Usia Pada Kelompok A

Statistics

N	Valid	195
	Missing	0

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	8	4.1	4.1	4.1
	17	6	3.1	3.1	7.2
	18	16	8.2	8.2	15.4
	19	16	8.2	8.2	23.6
	20	7	3.6	3.6	27.2
	21	27	13.8	13.8	41.0
	22	15	7.7	7.7	48.7
	23	11	5.6	5.6	54.4
	24	22	11.3	11.3	65.6
	25	10	5.1	5.1	70.8
	26	22	11.3	11.3	82.1
	27	5	2.6	2.6	84.6
	28	14	7.2	7.2	91.8
	29	6	3.1	3.1	94.9
	31	1	.5	.5	95.4
	32	7	3.6	3.6	99.0
	33	2	1.0	1.0	100.0
	Total		195	100.0	100.0

Sebaran Usia Pada Kelompok B

Statistics

N	Valid	195
	Missing	0

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
16	4	2.1	2.1	2.1
17	3	1.5	1.5	3.6
18	25	12.8	12.8	16.4
19	17	8.7	8.7	25.1
20	8	4.1	4.1	29.2
21	27	13.8	13.8	43.1
22	20	10.3	10.3	53.3
23	18	9.2	9.2	62.6
Valid 24	27	13.8	13.8	76.4
25	5	2.6	2.6	79.0
26	18	9.2	9.2	88.2
27	4	2.1	2.1	90.3
28	11	5.6	5.6	95.9
29	5	2.6	2.6	98.5
31	2	1.0	1.0	99.5
33	1	.5	.5	100.0
Total	195	100.0	100.0	

Sebaran Frekuensi Data Masing-masing Variabel Pada Kelompok A**Trustworthiness A**

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Rendah	9	4.6	4.6	4.6
Rendah	13	6.7	6.7	11.3
Valid Cukup	74	37.9	37.9	49.2
Tinggi	53	27.2	27.2	76.4
Sangat Tinggi	46	23.6	23.6	100.0
Total	195	100.0	100.0	

Expertise A

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Rendah	4	2.1	2.1	2.1
Rendah	9	4.6	4.6	6.7
Valid Cukup	50	25.6	25.6	32.3
Tinggi	71	36.4	36.4	68.7
Sangat Tinggi	61	31.3	31.3	100.0
Total	195	100.0	100.0	

Physical Attractiveness A

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Rendah	27	13.8	13.8
	Rendah	29	14.9	28.7
	Cukup	44	22.6	51.3
	Tinggi	50	25.6	76.9
	Sangat Tinggi	45	23.1	100.0
	Total	195	100.0	100.0

Sebaran Frekuensi Data Masing-masing Variabel Pada Kelompok B**Trustworthiness B**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Rendah	14	7.2	7.2
	Rendah	22	11.3	18.5
	Cukup	50	25.6	44.1
	Tinggi	52	26.7	70.8
	Sangat Tinggi	57	29.2	100.0
	Total	195	100.0	100.0

Expertise B

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	4	2.1	2.1
	Cukup	42	21.5	23.6
	Tinggi	93	47.7	71.3
	Sangat Tinggi	56	28.7	100.0
	Total	195	100.0	100.0

Physical Attractiveness B

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Rendah	25	12.8	12.8
	Rendah	28	14.4	27.2
	Cukup	50	25.6	52.8
	Tinggi	51	26.2	79.0
	Sangat Tinggi	41	21.0	100.0
	Total	195	100.0	100.0

5. Uji Independent Sample T-Test

a. Trustworthiness A Terhadap Expertise B

Group Statistics

	TaEb	N	Mean	Std. Deviation	Std. Error Mean
Kredibilitas Sumber	Trustworthiness A	195	2.8385	.65718	.04706
	Expertise B	195	2.9959	.44719	.03219

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Kredibilitas Sumber	Equal variances assumed	24.941	.647	-2.755	386	.006	-.15739	.05713	-.26971	-.04508
	Equal variances not assumed			-2.760	342.286	.006	-.15739	.05702	-.26954	-.04524

b. Expertise A thdp Trustworthiness B

Group Statistics

	EaTb	N	Mean	Std. Deviation	Std. Error Mean
Kredibilitas Sumber	Expertise A	195	2.9395	.58383	.04181
	Trustworthiness B	195	2.8705	.72348	.05181

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Kredibilitas Sumber	Equal variances assumed	10.072	.663	1.036	388	.002	.06897	.06657	-.06192	.19987
	Equal variances not assumed			1.036	371.427	.002	.06897	.06657	-.06194	.19988

c. Expertise A thdp P.Attractiveness B

Group Statistics

	EaPAb	N	Mean	Std. Deviation	Std. Error Mean
Kredibilitas Sumber	Expertise A	195	2.9395	.58383	.04181
	P.Attractiveness B	195	2.6669	.87319	.06253

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Kredibilitas Sumber	Equal variances assumed	28.984	.690	3.624	388	.000	.27262	.07522	.12473	.42050
	Equal variances not assumed			3.624	338.563	.000	.27262	.07522	.12466	.42057

d. Trustworthiness A thdp P.Attractiveness B

Group Statistics

	TaPAb	N	Mean	Std. Deviation	Std. Error Mean
Kredibilitas Sumber	Trustworthiness A	195	2.8385	.65718	.04706
	P.Attractiveness B	195	2.6669	.87319	.06253

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Kredibilitas Sumber	Equal variances assumed	15.593	.623	2.193	388	.029	.17159	.07826	.01772	.32546
	Equal variances not assumed			2.193	360.392	.029	.17159	.07826	.01768	.32550

e. P.Attractiveness A thdp Expertise B

Group Statistics

	PAaEb	N	Mean	Std. Deviation	Std. Error Mean
Kredibilitas Sumber	P.Attractiveness A	195	2.7108	.93700	.06710
	Expertise B	195	2.9979	.44536	.03189

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Kredibilitas Sumber	Equal variances assumed	115.736	.681	-3.865	388	.000	-.28718	.07429	-.43325	-.14111
	Equal variances not assumed			-3.865	277.398	.000	-.28718	.07429	-.43343	-.14093

f. P.Attractiveness A thdp Trustworthiness B

Group Statistics

	PAaTb	N	Mean	Std. Deviation	Std. Error Mean
Kredibilitas Sumber	P.Attractiveness A	195	2.7108	.93700	.06710
	Trustworthiness B	195	2.8705	.72348	.05181

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Kredibilitas Sumber	Equal variances assumed	18.300	.649	-1.884	388	.011	-.15974	.08477	-.32642	-.00693
	Equal variances not assumed			-1.884	364.658	.011	-.15974	.08477	-.32645	-.00696

6. Sampel Kelompok A

Resp	Usia	<i>Trustworthiness</i>				<i>Expertise</i>					<i>P. Attractiveness</i>		
		T1	T2	T3	T4	E1	E2	E3	E4	E5	PA1	PA2	PA3
1	19	4	3	3	3	3	3	3	3	4	4	3	3
2	21	2	2	2	2	3	2	2	2	2	2	2	2
3	23	3	2	2	2	3	2	2	2	3	3	2	2
4	22	4	4	4	4	2	4	4	4	4	4	4	4
5	16	1	2	1	1	3	3	1	1	1	1	2	1
6	19	2	2	1	1	2	3	3	3	3	4	4	4
7	16	2	2	2	2	2	2	2	2	2	2	2	2
8	23	3	3	3	3	3	3	3	3	3	3	4	3
9	22	2	2	2	2	2	2	2	2	2	2	2	2
10	25	4	4	4	4	3	4	4	4	4	4	4	4
11	18	3	2	2	3	2	2	2	3	3	3	2	2
12	21	2	2	3	2	4	2	3	2	2	2	2	3
13	17	3	3	2	2	3	3	2	2	3	3	3	2
14	28	4	4	4	4	4	4	4	4	4	4	4	4
15	26	1	2	2	4	4	2	2	4	1	1	2	2
16	22	1	1	2	2	3	2	2	2	2	1	1	2
17	19	3	3	3	3	4	3	3	3	3	3	3	3
18	21	2	3	2	2	2	3	2	2	2	2	3	2
19	20	3	3	3	3	3	3	3	3	3	3	4	3
20	24	1	2	1	1	3	2	1	1	1	1	2	1
21	24	2	3	3	3	2	3	3	3	2	2	3	3
22	26	3	3	3	3	3	3	3	3	3	3	3	3
23	29	1	1	1	2	2	1	1	2	1	1	1	1
24	21	2	2	2	3	3	2	2	3	2	2	2	2
25	24	1	2	1	1	2	2	1	1	1	1	2	1
26	18	2	2	2	2	2	2	2	2	2	2	2	2
27	28	1	1	1	2	2	1	1	2	1	1	1	1
28	26	2	2	2	2	3	2	2	2	2	2	2	2
29	31	2	1	1	1	2	1	1	1	2	2	1	1
30	27	3	3	3	3	3	3	3	3	3	4	3	3
31	19	1	1	2	2	4	1	2	2	1	1	1	2
32	21	2	2	2	2	3	3	3	2	2	2	2	2
33	23	4	4	4	4	3	4	4	4	4	4	4	4
34	22	2	3	2	2	2	3	2	2	2	2	3	2
35	16	3	3	2	3	2	3	2	3	3	3	3	2
36	19	3	4	4	4	2	4	4	4	3	3	4	4
37	32	1	1	2	2	2	3	3	3	3	4	4	4

38	23	2	1	2	1	3	3	3	2	2	4	4	4
39	23	2	2	2	1	3	3	4	4	3	2	2	2
40	25	4	4	4	4	3	4	4	4	4	4	4	4
41	33	3	3	3	3	4	3	3	3	3	3	3	3
42	21	3	2	2	2	3	2	2	2	3	3	2	2
43	32	3	3	3	3	3	3	3	3	3	3	4	3
44	28	1	1	1	1	2	2	2	1	1	1	1	1
45	26	1	2	2	1	2	3	3	3	3	1	2	2
46	22	3	3	2	3	2	3	2	3	3	3	3	2
47	32	4	4	4	4	2	4	4	4	4	4	4	4
48	21	3	2	2	3	4	2	2	3	3	3	2	2
49	20	4	3	4	4	2	3	3	3	3	4	3	4
50	24	4	4	4	4	2	4	4	4	4	4	4	4
51	24	2	1	2	1	3	2	2	2	2	2	1	2
52	21	2	2	2	2	2	2	2	2	2	2	2	2
53	29	3	3	3	3	3	3	3	3	3	4	3	3
54	21	3	3	3	3	4	3	3	3	3	3	3	3
55	24	2	1	2	1	3	2	2	2	2	2	1	2
56	18	3	3	3	3	3	3	3	3	3	3	3	3
57	25	4	4	4	4	2	4	4	4	4	4	4	4
58	26	3	3	3	3	3	3	3	3	3	3	4	3
59	17	3	3	3	3	3	3	3	3	3	3	3	4
60	27	4	4	3	4	2	3	3	3	3	4	4	3
61	19	3	4	4	4	4	4	4	4	3	3	4	4
62	16	2	2	2	2	3	3	3	3	3	2	2	2
63	25	4	4	4	4	3	4	4	4	4	4	4	4
64	23	3	2	2	3	2	2	2	3	3	3	2	2
65	25	3	2	2	2	4	2	2	2	3	3	2	2
66	33	1	1	1	1	3	1	1	1	1	1	1	1
67	21	4	4	4	4	4	4	4	4	4	4	4	4
68	32	3	4	4	4	4	4	4	4	3	3	4	4
69	28	2	1	1	2	2	2	2	2	3	2	1	1
70	26	3	3	3	3	3	3	3	3	3	4	3	3
71	22	4	4	4	4	2	4	4	4	4	4	4	4
72	32	4	4	4	3	2	4	4	3	4	4	4	4
73	21	2	2	2	2	2	2	2	2	2	2	2	2
74	20	2	2	1	1	3	2	2	2	2	2	2	1
75	24	2	2	2	2	2	2	2	2	2	2	2	2
76	24	3	2	2	3	2	2	2	3	3	4	4	4
77	26	1	1	1	2	2	3	2	2	2	1	1	1
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79	21	3	3	2	3	3	3	2	3	3	3	3	2
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86	19	2	3	2	2	3	3	2	2	2	2	3	2
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92	32	3	2	2	2	2	2	2	2	3	3	2	2
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96	17	3	3	2	2	3	3	2	2	3	3	3	2
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113	26	2	1	1	1	2	1	1	1	2	1	1	1
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115	18	2	1	1	2	3	2	2	2	2	1	1	1
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159	17	3	3	3	2	4	3	3	2	3	3	3	3
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163	19	3	3	4	3	3	3	4	3	3	1	1	1
164	21	3	3	3	2	2	3	3	2	3	3	3	3
165	18	2	3	3	3	2	3	3	3	2	2	3	3
166	28	3	3	3	3	3	3	3	3	3	3	3	3
167	26	3	3	2	3	2	3	2	3	3	3	3	2
168	22	3	3	3	2	2	3	3	2	3	3	3	3
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171	20	2	1	1	2	3	1	1	2	2	1	1	1
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173	24	3	3	3	2	2	3	3	2	3	3	3	3
174	26	2	1	2	1	3	1	2	1	2	2	1	2
175	29	2	2	2	2	2	2	2	2	2	2	2	2
176	21	3	4	4	3	2	4	4	3	3	4	4	4
177	24	3	3	3	3	4	3	3	3	3	3	3	3
178	18	2	2	2	2	2	2	2	2	2	2	2	2
179	28	1	2	2	1	4	2	2	1	1	1	2	2
180	26	2	2	2	2	3	2	2	2	2	2	2	2
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182	27	3	3	3	4	4	3	3	4	3	3	3	3
183	19	2	2	2	1	3	2	2	1	2	2	2	2
184	21	2	2	2	2	3	2	2	2	2	2	2	2
185	23	2	3	3	3	3	3	3	3	2	2	3	3
186	22	1	2	1	2	3	2	1	2	1	4	4	4
187	16	1	2	2	2	2	2	2	2	1	1	2	2
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189	17	3	4	4	4	3	4	4	4	3	4	4	4
190	23	3	2	3	2	2	3	3	2	3	3	2	3
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192	25	2	3	2	3	2	3	2	3	2	2	3	2
193	19	2	1	2	2	3	1	2	2	2	2	1	2
194	21	2	3	3	2	2	3	3	3	2	2	3	3
195	18	3	2	3	3	3	2	3	3	3	3	2	3

7. Sampel Kelompok B

Resp	Usia	<i>Trustworthiness</i>				<i>Expertise</i>					<i>P. Attractiveness</i>		
		T1	T2	T3	T4	E1	E2	E3	E4	E5	PA1	PA2	PA3
1	22	3	3	2	2	3	3	2	2	3	1	1	1
2	26	3	3	3	3	3	3	3	3	3	3	3	3
3	22	2	2	2	2	2	2	2	2	2	2	2	2
4	19	3	4	4	4	2	4	4	4	3	3	4	4
5	21	3	3	3	3	4	3	3	3	3	3	3	3
6	20	2	2	2	2	2	2	2	2	2	2	2	2
7	24	3	2	2	3	4	2	2	3	3	3	2	2
8	24	2	2	2	2	2	2	2	2	2	2	2	2
9	26	3	3	2	2	4	3	2	2	3	1	1	1
10	29	3	3	3	4	4	3	3	4	3	1	1	1
11	21	3	3	3	3	3	3	3	3	3	3	3	3
12	24	2	3	3	3	3	3	3	3	2	2	3	3
13	18	2	3	3	2	3	3	3	2	2	2	3	3
14	28	2	1	1	2	3	1	1	2	2	4	4	4
15	26	3	3	3	2	2	3	3	2	3	1	1	1
16	31	2	3	3	3	3	3	3	3	2	2	3	3
17	27	4	3	4	4	2	3	4	4	4	4	3	4
18	19	2	2	2	2	2	2	2	2	2	2	2	2
19	18	3	2	3	3	3	2	3	3	3	3	2	3
20	23	2	3	3	2	2	3	3	3	2	2	3	3
21	26	3	3	2	3	4	3	2	3	3	3	3	2
22	25	2	3	3	3	2	3	3	3	2	2	3	3
23	19	2	2	2	2	2	2	3	2	2	2	2	2
24	21	3	3	3	3	3	3	3	3	3	1	1	1
25	18	3	3	3	2	2	3	3	2	3	1	1	1
26	28	2	2	1	2	2	2	1	2	2	2	2	1
27	23	4	3	4	3	4	3	4	3	4	4	3	4
28	22	4	3	3	3	3	3	3	3	4	1	1	1
29	19	2	2	3	3	3	2	3	3	2	2	2	3
30	21	3	4	4	4	3	4	4	4	3	3	4	4
31	20	3	4	4	4	2	4	4	4	3	3	4	4
32	24	3	2	3	3	3	2	3	3	3	3	2	3
33	24	2	2	2	2	3	2	2	2	2	2	2	2
34	26	3	3	3	3	3	3	3	3	3	3	3	3
35	29	3	2	3	2	2	2	3	2	3	3	2	3
36	21	2	2	3	3	2	2	3	3	2	2	2	3
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40	23	3	2	3	2	3	2	3	2	3	3	2	3
41	31	3	3	2	2	3	3	2	2	3	3	3	2
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45	23	3	3	3	3	3	3	3	3	3	3	3	3
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47	16	3	3	3	3	3	3	3	3	3	3	3	3
48	19	3	2	3	2	2	2	3	2	3	3	2	3
49	18	2	3	3	3	2	3	3	3	2	2	3	3
50	23	2	2	2	1	2	2	2	1	2	2	2	2
51	21	1	1	1	2	3	2	2	2	1	1	1	1
52	25	3	2	2	3	3	2	2	3	3	3	2	2
53	19	3	3	3	3	3	3	3	3	3	3	3	3
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59	16	2	2	2	2	3	3	2	2	2	2	2	2
60	21	2	1	1	1	4	1	1	1	2	2	1	1
61	20	1	2	1	2	2	2	1	2	1	4	4	4
62	24	2	2	3	3	4	2	3	3	2	2	2	3
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66	21	2	3	3	2	3	3	3	2	2	2	3	3
67	24	1	1	2	1	3	1	2	1	1	4	4	4
68	18	1	1	1	2	2	2	2	3	3	1	1	1
69	23	2	2	2	1	1	2	2	1	2	2	2	2
70	21	3	3	3	3	3	3	3	3	3	3	3	3
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76	24	2	2	1	2	3	2	1	2	2	2	2	1
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87	17	1	2	2	2	3	2	2	2	1	1	1	1
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125	16	1	2	2	2	2	2	2	2	1	1	2	2
126	19	1	1	1	2	3	1	1	2	1	1	1	1
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141	24	4	3	3	4	3	3	3	4	4	1	1	1
142	23	3	3	4	4	3	3	4	4	3	1	1	1
143	22	3	4	4	3	2	4	4	3	3	3	4	4
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149	22	3	2	2	2	3	2	2	2	3	3	2	2
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152	20	3	3	2	3	3	3	2	3	3	3	3	2
153	24	2	3	3	3	3	3	3	3	2	2	3	3
154	24	4	3	3	4	2	3	3	4	4	1	1	1
155	26	1	1	1	2	3	1	1	2	1	1	1	1
156	29	2	2	1	2	2	2	1	2	2	2	2	1
157	21	2	2	2	3	3	2	2	3	2	2	2	2
158	24	2	3	2	2	2	3	2	2	2	2	3	2
159	18	2	2	2	3	3	2	2	3	2	2	2	2
160	23	3	3	2	3	3	3	2	3	3	3	3	2

161	26	3	3	3	4	3	3	3	4	3	3	3	3
162	18	3	2	2	2	3	2	2	2	3	3	2	2
163	27	3	3	3	4	3	3	3	4	3	3	3	3
164	19	2	2	2	3	3	2	2	3	2	2	2	2
165	18	1	1	1	2	3	2	2	2	3	1	1	1
166	23	3	3	3	4	3	3	3	4	3	3	3	3
167	22	3	2	2	2	3	3	2	2	3	3	2	2
168	25	4	4	4	3	2	4	4	3	4	4	4	4
169	19	2	3	2	2	3	3	2	2	3	2	3	2
170	21	2	2	2	3	2	2	2	3	2	2	2	2
171	18	2	2	2	2	3	3	2	3	2	2	2	2
172	23	1	1	2	2	2	1	2	2	1	1	1	2
173	26	3	4	3	3	3	4	3	3	3	1	1	1
174	22	2	2	1	2	4	3	3	4	3	2	2	1
175	18	3	3	3	3	3	3	3	3	3	3	3	3
176	21	2	3	3	3	3	3	3	3	2	2	3	3
177	20	2	2	3	2	3	2	3	2	2	2	2	3
178	24	1	2	2	2	3	3	2	2	2	1	2	2
179	24	2	2	1	2	4	4	4	3	3	2	2	1
180	23	3	2	2	2	3	2	2	2	3	3	2	2
181	29	3	3	3	2	3	3	3	2	3	3	3	3
182	21	3	2	2	2	3	3	4	4	3	3	2	2
183	24	3	3	3	3	3	3	3	3	3	3	3	3
184	18	3	3	3	4	4	3	3	4	3	3	3	3
185	28	3	2	2	2	4	2	2	2	3	3	2	2
186	26	3	3	3	4	4	3	3	4	3	3	3	3
187	18	3	2	2	2	3	2	2	2	3	3	2	2
188	19	3	2	2	2	3	3	2	2	3	3	2	2
189	21	3	4	4	4	3	4	4	4	3	3	4	4
190	23	2	2	2	3	3	2	2	3	2	2	2	2
191	22	2	2	3	2	3	2	3	2	2	2	2	3
192	16	2	3	2	2	3	3	2	2	2	2	3	2
193	19	2	3	3	3	3	3	3	3	2	2	3	3
194	17	3	3	4	3	3	3	4	3	3	1	1	1
195	28	2	1	1	1	3	3	1	1	2	2	1	1

KUESIONER

“Kredibilitas Tengku Fadli Sebagai Komunikator dalam Komunikasi Pemasaran Boediman Jr Melalui *Instagram* Periode Tahun 2017-2018”

(Survey pada followers @boediman.jr)

Responden Yth,

Saya Sukma Surya Wijaya, Mahasiswa Ilmu Komunikasi Universitas Muhammadiyah Yogyakarta (UMY) yang sedang melakukan penelitian tugas akhir mengenai **“Kredibilitas Tengku Fadli Sebagai Komunikator dalam Komunikasi Pemasaran Boediman Jr Melalui *Instagram* Periode Tahun 2017-2018”**. Saya memohon kesediaan dan partisipasi responden untuk mengisi kuesioer ini dengan baik dan apa adanya serta peneliti menjamin keamanan dari data responden. Atas kesediaan dan kerjasamanya, saya ucapkan terimakasih.

Petunjuk Pengisian :

1. Berilah tanda (√) pada jawaban yang anda pilih
2. Diharapkan semua pertanyaan terjawab dan tidak ada yang terlewatkan
3. Pilihlah jawaban yang anda anggap paling sesuai dengan keadaan yang sebenarnya
4. Adapun alternative jawaban adalah :
SS = Sangat Setuju
S = Setuju
TS = Tidak Setuju
STS = Sangat Tidak Setuju

Data Responden

Nama Akun Instagram :

Usia :

Jenis Kelamin :

() Laki – laki () () Perempuan

(* Stop sampai disini jika anda adalah perempuan)

Apakah anda mengetahui Tengku Fadli ?

() Ya () Tidak

(* Stop sampai disini jika anda tidak mengetahui Tengku Fadli)

Apakah anda mengikuti akun *instagram* @tengkufadli_

() Ya () Tidak

(* Stop sampai disini jika anda tidak mengikuti akun *instagram* @tengkufadli_)

No	Pertanyaan	SS	S	TS	STS
<i>Trustworthiness (Kepercayaan)</i>					
1	Adanya kesesuaian antara apa yang dibicarakan Tengku Fadli dengan hasil potongan mengenai model rambut.				
2	Sebagai <i>barberman</i> , Tengku Fadli mampu memotong rambut sesuai dengan yang diinginkan konsumen.				
3	Sebagai <i>barberman</i> , hasil kerja Tengku Fadli tidak pernah mengecewakan konsumen.				
4	Tengku Fadli melayani konsumen dengan tulus dan sepenuh hati.				
<i>Expertise (Keahlian)</i>					
5	Menjadi juara 5 di The Cuts Indonesia, Tengku Fadli mempunyai keahlian yang baik dan mumpuni dalam memotong rambut.				
6	Menjadi juara 5 di The Cuts Indonesia, Tengku Fadli merupakan seorang <i>barberman</i> yang berpengetahuan dan mempunyai kreatifitas tinggi di dunia <i>barber</i> .				
7	Sebagai <i>barberman</i> , Tengku Fadli mempunyai banyak pengalaman di dunia <i>barber</i> .				
8	Tengku Fadli merupakan seorang <i>barberman</i> yang berkualitas tinggi.				
9	Dalam memotong rambut, Tengku Fadli merupakan seorang <i>barberman</i> yang terampil, cekatan, dan mengutamakan detail.				
<i>Physical Attractiveness (Daya Tarik)</i>					
10	Sebagai <i>barberman</i> , Tengku Fadli merupakan seorang yang <i>familiar</i> di dunia <i>barber</i> .				
11	Apa yang dikatakan oleh Tengku Fadli seputar dunia <i>barber</i> dapat diterima dan disetujui oleh konsumen.				
12	Tengku Fadli memiliki daya tarik fisik, dan perilaku yang disukai oleh konsumen.				