

LAMPIRAN 1

KUESIONER PENELITIAN

Pengaruh Terpaan *Korean Wave 'Kpop'* Di Sosial Media Instagram
@Army_Indonesiaa dan Gaya Hidup Terhadap Perilaku Konsumtif Remaja
Pecinta Kpop Komunitas *Army BTS (Bangtansonyeondan)* Yogyakarta

Responden yang terhormat,

Saya Ardhea Enggar Nastiti, Mahasiswi Program Studi S1 Ilmu Komunikasi Universitas Muhammadiyah Yogyakarta (UMY) yang saat ini sedang melakukan penelitian untuk tugas akhir skripsi guna melengkapi persyaratan dalam memperoleh gelar Sarjana Ilmu Komunikasi. Dengan segala kerendahan hati, saya mengharapkan kesediaan saudara untuk meluangkan waktu dalam mengisi kuesioner berikut dengan menjawab pertanyaan-pertanyaan yang diajukan tanpa rasa keterpaksaan. Kuesioner ini semata-mata untuk kepentingan pengumpulan data penelitian dalam penyusunan tugas akhir skripsi. Segala informasi yang ada pada kuesioner ini dijamin kerahasiaannya. Atas kesediaan dan bantuan saudara mengisi kuesioner ini, saya ucapkan terimakasih.

Petunjuk pengisian

1. Pada kuesioner ini terdapat 3 variabel, yaitu X1, X2, dan Y. masing-masing variable memiliki sejumlah pernyataan
2. Responden diharapkan membaca dengan teliti pada setiap pertanyaan dan memberikan jawaban pada setiap pertanyaan tanpa ada yang terlewat
3. Berikan tanda silang (X) pada jawaban yang saudara pilih

Keterangan:

SS : Sangat Setuju

TS : Tidak Setuju

S : Setuju

STS : Sangat Tidak Setuju

CS : Cukup Setuju

4. Pilih jawaban yang saudara anggap paling sesuai dengan keadaan yang sebenarnya

I. Identitas Responden

Nomor Responden*:

Jenis Kelamin : Laki-laki Perempuan

Usia :

Status/pekerjaan :

***diisi oleh peneliti**

II. Data Penelitian

Variable X1 (Terpaan Media)

| Frekuensi | |
|-----------|---|
| No | Pertanyaan |
| 1. | Seberapa sering anda mengakses akun instagram @Army_Indonesiaa dalam satu minggu? A. Sangat Sering (> 5 kali) B. Sering (4-5 kali) C. Cukup Sering (3-4 kali) D. Jarang (2-3 kali) E. Sangat Jarang (< 2 kali) |
| Durasi | |
| | Pertanyaan |
| 2. | Berapa lama waktu yang anda habiskan dalam sehari untuk mengakses akun Instagram @Army_Indonesiaa dalam sehari? A. Sangat Lama (> 5 jam) B. Lama (3-4 jam) C. Cukup lama (2-3 jam) D. Sebentar (1-2 jam) E. Sangat sebentar (< 1jam) |

| Atensi | |
|---------------|--|
| | Pertanyaan |
| 3. | <p>Seberapa tertarik anda pada isi pesan / informasi tentang Kpop yang terdapat pada akun instagram @Army_Indonesiaa?</p> <p>A. Sangat Tertarik B. Tertarik C. Cukup Tertarik D. Tidak Tertarik E. Sangat Tidak Tertarik</p> |
| 4. | <p>Seberapa paham anda terhadap isi pesan / informasi tentang Kpop yang terdapat dalam akun instagram @Army_Indonesiaa?</p> <p>A. Sangat Paham B. Paham C. Cukup paham D. Tidak Paham E. Sangat Tidak Paham</p> |
| 5. | <p>Seberapa banyak informasi yang anda dapatkan mengenai Kpop yang terdapat dalam akun instagram @Army_Indonesiaa?</p> <p>A. Sangat Banyak (update tentang idola, official merchandise, unofficial merchandise, event) B. Banyak (3 dari 4 hal pada poin A) C. Cukup banyak (2 dari 4 hal pada poin A) D. Sedikit (1 dari 4 hal pada poin A) E. Tidak ada</p> |

Variabel X2 (Gaya Hidup)

| Activity (Aktifitas) | |
|-----------------------------|---|
| No. | Pertanyaan |
| 1. | <p>Seberapa sering anda menghabiskan waktu untuk mencari informasi update tentang idola anda?</p> <p>A. Sangat Sering (setiap hari) B. Sering (4-5 kali seminggu) C. Cukup sering (3-4 kali seminggu) D. Jarang (<3 kali seminggu) E. Tidak Pernah</p> |
| 2. | <p>Seberapa sering anda menghabiskan waktu untuk mencari informasi tentang penjualan official merchandise idola anda?</p> <p>A. Sangat Sering (setiap hari) B. Sering (4-5 kali seminggu) C. Cukup sering (3-4 kali seminggu) D. Jarang (<3 kali seminggu)</p> |

| | |
|----|--|
| 3. | <p>E. Tidak Pernah</p> <p>Seberapa sering anda menghabiskan waktu untuk mencari informasi tentang penjualan unofficial merchandise idola anda?</p> <p>A. Sangat Sering (setiap hari)</p> <p>B. Sering (4-5 kali seminggu)</p> <p>C. Cukup sering (3-4 kali seminggu)</p> <p>D. Jarang (<3 kali seminggu)</p> <p>E. Tidak Pernah</p> |
| 4. | <p>Seberapa sering anda mengikuti setiap event Kpop yang diadakan?</p> <p>A. Sangat Sering (selalu mengikuti)</p> <p>B. Sering</p> <p>C. Cukup Sering</p> <p>D. Jarang</p> <p>E. Tidak Pernah</p> |

Interest (Ketertarikan)

| No. | Pertanyaan |
|-----|---|
| 5. | <p>Seberapa suka anda dengan Kpop?</p> <p>A. Sangat Suka</p> <p>B. Suka</p> <p>C. Cukup Suka</p> <p>D. Tidak Suka</p> <p>E. Sangat Tidak Suka</p> |
| 6. | <p>Seberapa suka anda dengan official merchandise idola anda?</p> <p>A. Sangat Suka</p> <p>B. Suka</p> <p>C. Cukup Suka</p> <p>D. Tidak Suka</p> <p>E. Sangat Tidak Suka</p> |
| 7. | <p>Seberapa suka anda dengan unofficial merchandise idola anda?</p> <p>A. Sangat Suka</p> <p>B. Suka</p> <p>C. Cukup Suka</p> <p>D. Tidak Suka</p> <p>E. Sangat Tidak Suka</p> |
| 8. | <p>Seberapa suka anda dengan setiap event Kpop yang diadakan di daerah anda?</p> <p>A. Sangat Suka</p> <p>B. Suka</p> <p>C. Cukup Suka</p> <p>D. Tidak Suka</p> <p>E. Sangat Tidak Suka</p> |

| Opinion (Opini/Pendapat) | |
|---------------------------------|---|
| No. | Pertanyaan |
| 9. | Apakah mencari informasi update tentang idola anda membuat anda senang sebagai seorang pecinta Kpop? A. Sangat Senang B. Senang C. Cukup Senang D. Tidak Senang E. Sangat Tidak Senang |
| 10. | Apakah anda merasa lebih percaya diri jika memiliki official merchandise idola anda? A. Sangat Percaya Diri B. Percaya Diri C. Cukup Percaya Diri D. Tidak Percaya Diri E. Sangat Tidak Percaya Diri |
| 11. | Apakah anda juga merasa lebih percaya diri jika memiliki unofficial merchandise idola anda? A. Sangat Percaya Diri B. Percaya Diri C. Cukup Percaya Diri D. Tidak Percaya Diri E. Sangat Tidak Percaya Diri |
| 12. | Apakah sebagai seorang pecinta Kpop ,anda lebih percaya diri ketika mengikuti setiap event Kpop yang diadakan? A. Sangat Percaya Diri B. Percaya Diri C. Cukup Percaya Diri D. Tidak Tidak Percaya Diri E. Sangat Tidak Percaya Diri |

Variable Y (Perilaku Konsumtif)

| Pemenuhan keinginan | |
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| No | Pertanyaan |
| 1. | Seberapa tertarik anda membeli merchandise (official maupun unofficial) idola anda? A. Sangat Tertarik B. Tertarik C. Cukup Tertarik D. Tidak Tertarik E. Sangat Tidak Tertarik |

| | |
|----|---|
| 2. | Apakah anda akan membeli jika merchandise idola anda sedang diskon? A. Sangat Setuju B. Setuju C. Cukup Setuju D. Tidak Setuju E. Sangat Tidak Setuju |
| 3. | Apakah anda setuju bahwa anda membeli merchandise idola anda hanya untuk memenuhi hobi bukan karena kebutuhan? A. Sangat Setuju B. Setuju C. Cukup Setuju D. Tidak Setuju E. Sangat Tidak Setuju |

| Barang di luar jangkauan | |
|---------------------------------|---|
| No | Pertanyaan |
| 4. | Apakah anda selalu menyisihkan uang saku untuk membeli merchandise idola anda? A. Sangat Setuju B. Setuju C. Cukup Setuju D. Tidak Setuju E. Sangat Tidak Setuju |
| 5. | Apakah anda rela mengeluarkan uang berapapun untuk membeli merchandise idola anda? A. Sangat Setuju B. Setuju C. Cukup Setuju D. Tidak Setuju E. Sangat Tidak Setuju |
| 6. | Apakah anda langsung membeli merchandise idola anda meskipun harganya mahal? A. Sangat Setuju B. Setuju C. Cukup Setuju D. Tidak Setuju E. Sangat Tidak Setuju |

| Barang tidak produktif | |
|-------------------------------|--|
| No | Pertanyaan |
| 7. | Apakah anda setuju jika anda membeli merchandise (official maupun unofficial) idola anda hanya karena keinginan sesaat? A. Sangat Setuju B. Setuju C. Cukup Setuju D. Tidak Setuju E. Sangat Tidak Setuju |
| 8. | Apakah anda setuju jika anda membeli merchandise idola anda hanya sebagai koleksi? A. Sangat Setuju B. Setuju C. Cukup Setuju D. Tidak Setuju E. Sangat Tidak Setuju |
| 9. | Apakah anda memiliki setiap versi dari merchandise idola anda? A. Sangat Setuju B. Setuju C. Cukup Setuju D. Tidak Setuju E. Sangat Tidak Setuju |

| Status | |
|---------------|---|
| No | Pertanyaan |
| 10. | Seberapa bangga anda sebagai pecinta Kpop, jika memiliki merchandise idola anda? A. Sangat Bangga B. Bangga C. Cukup Bangga D. Tidak Bangga E. Sangat Tidak Bangga |
| 11. | Apakah anda setuju jika anda harus memiliki merchandise idola anda agar tidak ketinggalan jaman? A. Sangat Setuju B. Setuju C. Cukup Setuju D. Tidak Setuju E. Sangat Tidak Setuju |

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| 12. | <p>Apakah anda setuju jika membeli/memiliki merchandise idola anda dapat menjaga image anda sebagai pecinta Kpop?</p> <ul style="list-style-type: none">A. Sangat SetujuB. SetujuC. Cukup SetujuD. Tidak SetujuE. Sangat Tidak Setuju |
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LAMPIRAN 2.

RESPON JAWABAN RESPONDEN MENGENAI PENGARUH TERPAAN *KOREAN WAVE 'KPOP'* DI SOSIAL MEDIA INSTAGRAM @ARMY_INDONESIA DAN GAYA HIDUP TERHADAP PERILAKU KONSUMTIF REMAJA PECINTA KPOP KOMUNITAS *ARMY BTS (BANGTANSONYEONDAN)* YOGYAKARTA

| No. Resp | variabel X1 (terpaan media) | | | | | variabel X2 (gaya hidup) | | | | | | | | | | | | variabel Y (perilaku konsumtif) | | | | | | | | | | | |
|----------|-----------------------------|----|----|----|----|--------------------------|----|----|----|----|----|----|----|----|-----|-----|-----|---------------------------------|----|----|----|----|----|----|----|----|-----|-----|-----|
| | P1 | P2 | P3 | P4 | P5 | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| 1 | 1 | 2 | 3 | 3 | 5 | 5 | 3 | 3 | 3 | 5 | 4 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| 2 | 5 | 1 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 |
| 3 | 3 | 2 | 5 | 4 | 5 | 5 | 3 | 2 | 2 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 2 | 2 | 3 | 3 | 3 | 4 | 2 | 2 |
| 4 | 3 | 1 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 2 | 2 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 2 | 2 | 2 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 4 | 2 | 2 |
| 6 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 2 | 2 | 5 | 4 | 3 | 4 | 5 | 4 | 2 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 3 | 5 | 2 | 2 |
| 7 | 2 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 1 | 1 | 4 | 5 | 4 | 3 |
| 8 | 4 | 2 | 4 | 4 | 3 | 5 | 4 | 4 | 2 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 2 | 4 | 1 | 2 |
| 9 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 2 | 5 | 3 | 5 | 2 | 4 |
| 10 | 5 | 2 | 4 | 3 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 1 | 5 | 5 | 5 |
| 11 | 3 | 2 | 4 | 4 | 5 | 4 | 4 | 5 | 2 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 2 |
| 12 | 4 | 2 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 3 | 2 | 3 | 5 | 4 | 3 | 4 | 2 | 2 | 4 | 3 | 3 | 2 | 3 |
| 13 | 5 | 1 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 3 | 5 | 2 | 3 |

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| 14 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 2 | 4 | 5 | 4 | 4 | 1 | 1 | |
| 15 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 4 | 3 | 3 | 2 | 2 | |
| 16 | 4 | 3 | 4 | 5 | 5 | 5 | 3 | 2 | 1 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 5 | |
| 17 | 1 | 1 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 2 | 4 | |
| 18 | 5 | 2 | 5 | 5 | 5 | 4 | 2 | 2 | 1 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 2 | 5 | 2 | 2 | 2 | 3 | 2 | 5 | 2 | 2 | |
| 19 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 2 | 5 | 5 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 5 | 2 | 2 | |
| 20 | 1 | 1 | 4 | 4 | 4 | 5 | 2 | 1 | 1 | 4 | 5 | 2 | 3 | 4 | 4 | 2 | 4 | 3 | 3 | 4 | 2 | 1 | 1 | 3 | 4 | 1 | 5 | 3 | 4 | |
| 21 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 1 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | |
| 22 | 3 | 2 | 5 | 5 | 5 | 5 | 3 | 1 | 2 | 5 | 5 | 3 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 3 | 5 | 3 | 2 | 3 | 4 | 2 | 5 | 2 | 1 | |
| 23 | 3 | 2 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 2 | 3 | 4 | 2 | 4 | 2 | 2 |
| 24 | 4 | 2 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | |
| 25 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 5 | 5 | |
| 26 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 2 | 5 | 2 | 5 | 2 | 2 | |
| 27 | 2 | 1 | 3 | 3 | 5 | 4 | 4 | 3 | 2 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 5 | 5 | 3 | 3 |
| 28 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 2 | 2 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 2 | 2 | 4 | 3 | 5 | 2 | 2 | |
| 29 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 1 | 2 | 4 | 5 | 5 | 4 | |
| 30 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 1 | 3 | 4 | 3 | 5 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 4 | |
| 31 | 2 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 2 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 5 | 5 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | |
| 32 | 3 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 5 | 3 | 3 | |
| 33 | 3 | 2 | 5 | 3 | 5 | 5 | 3 | 4 | 2 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 5 | |
| 34 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 2 | 2 | 2 | 4 | 3 | 4 | 3 | 2 | |
| 35 | 2 | 3 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 5 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 3 | 2 | 2 | 4 | 3 | 3 | 2 | 2 | |
| 36 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 2 | 2 | 5 | 4 | 3 | 4 | 5 | 4 | 2 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 3 | 5 | 2 | 2 | |
| 37 | 3 | 2 | 4 | 5 | 3 | 5 | 4 | 2 | 2 | 4 | 5 | 3 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 2 | 3 | 4 | 4 | 4 | 2 | 3 | |
| 38 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 2 | 5 | 2 | 2 | 1 | 3 | 3 | 5 | 1 | 2 | |

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| 40 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 1 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 3 | 5 | 5 | 2 | 5 | 3 | 2 | 2 | 5 | 5 | 5 | 4 | 1 | |
| 41 | 2 | 3 | 5 | 3 | 3 | 5 | 3 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 3 | 2 | 2 | 5 | 3 | 5 | 2 | 2 | |
| 42 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 2 | 3 | 5 | 5 | 3 | 2 | 4 | 4 | 3 | 2 | 5 | 5 | 4 | 4 | 3 | 2 | 3 | 4 | 2 | 4 | 3 | 2 | |
| 43 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 2 | 5 | 5 | 4 | 3 | 5 | 5 | 3 | 3 | 5 | 5 | 2 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | |
| 44 | 4 | 1 | 4 | 5 | 4 | 5 | 5 | 2 | 2 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | 2 | 5 | 1 | 2 | 5 | 3 | 4 | 1 | 5 | 1 | 4 | 1 | 1 | |
| 45 | 1 | 1 | 2 | 4 | 2 | 5 | 5 | 4 | 2 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 5 | 2 | 2 | 2 | 5 | 1 | 5 | 1 | 1 | |
| 46 | 3 | 2 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 2 | 2 | |
| 47 | 2 | 2 | 5 | 5 | 4 | 5 | 5 | 2 | 2 | 5 | 5 | 1 | 4 | 5 | 5 | 1 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 3 | 5 | 4 | 4 | |
| 48 | 2 | 1 | 3 | 4 | 5 | 5 | 3 | 3 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 2 | 4 | 4 | 3 | |
| 49 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 3 | 3 | |
| 50 | 3 | 2 | 3 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 2 | 3 | |
| 51 | 1 | 1 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 1 | 3 | 3 | 5 | 1 | 1 | |
| 52 | 3 | 2 | 4 | 4 | 5 | 4 | 3 | 2 | 2 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 2 | |
| 53 | 2 | 1 | 4 | 3 | 5 | 5 | 2 | 2 | 3 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 1 | 5 | 2 | 2 | |
| 54 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 2 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 2 | 2 | 5 | 5 | 2 | 2 | |
| 55 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 3 | 3 | 3 | 5 | 5 | 4 | 4 | 5 | 2 | 3 | 4 | 2 | 4 | 4 | 3 | |
| 56 | 5 | 1 | 5 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 1 | 4 | 2 | 5 | 2 | 4 | |
| 57 | 5 | 4 | 4 | 5 | 4 | 5 | 2 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 2 | 4 | 2 | 4 | 2 | 2 | |
| 58 | 4 | 2 | 4 | 3 | 5 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 5 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 2 | 4 | 3 | 4 |
| 59 | 3 | 1 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | |
| 60 | 2 | 3 | 4 | 4 | 5 | 3 | 2 | 1 | 2 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 2 | 4 | 5 | 5 | 4 | 1 | 2 | 4 | 3 | 2 | 2 | 3 | 3 | |
| 61 | 3 | 3 | 4 | 4 | 3 | 5 | 2 | 1 | 2 | 4 | 5 | 2 | 3 | 4 | 5 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 2 | 4 | 1 | 2 | |
| 62 | 2 | 1 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 4 | 3 | 4 | 5 | 3 | 2 | 3 | 4 | 4 | 3 | 4 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | |
| 63 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 2 | 2 | 3 | 2 | 4 | 2 | 2 | |

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| 64 | 3 | 2 | 4 | 4 | 5 | 5 | 4 | 3 | 2 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 3 | 5 | 4 | 4 | 2 | 2 | 3 | 5 | 5 | 5 | | |
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| 75 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 4 | 5 | 4 | 5 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | | |
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| 87 | 1 | 1 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 2 | 3 | 2 | 2 | | |

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| 88 | 3 | 2 | 4 | 5 | 4 | 4 | 2 | 3 | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 2 | 2 | 4 | 5 | 2 | 5 | 2 | 3 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 2 | 4 | 5 | 5 | 5 | 5 |
| 90 | 3 | 2 | 4 | 4 | 3 | 5 | 5 | 1 | 1 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 5 | 1 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 2 |
| 91 | 3 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 2 | 5 | 5 | 5 |
| 92 | 1 | 2 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 5 | 5 | 4 | 3 | 2 | 2 | 3 | 3 | 4 | 3 | 2 | 2 |
| 93 | 3 | 3 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 2 | 4 | 4 | 5 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 4 | 2 | 2 |
| 94 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| 95 | 4 | 3 | 5 | 5 | 5 | 4 | 3 | 3 | 2 | 4 | 5 | 3 | 3 | 4 | 5 | 2 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 4 |
| 96 | 1 | 1 | 3 | 2 | 3 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| 97 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 4 | 4 |
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| 99 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 100 | 3 | 1 | 4 | 5 | 4 | 5 | 2 | 2 | 2 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 4 |
| 101 | 2 | 1 | 4 | 4 | 4 | 2 | 2 | 3 | 2 | 5 | 5 | 3 | 4 | 5 | 3 | 3 | 3 | 5 | 5 | 3 | 3 | 2 | 2 | 3 | 4 | 2 | 3 | 1 | 2 |
| 102 | 3 | 3 | 4 | 4 | 5 | 3 | 3 | 2 | 1 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 5 | 2 | 2 |
| 103 | 3 | 3 | 5 | 5 | 5 | 5 | 3 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 4 | 3 | 2 | 2 |
| 104 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 1 | 3 | 2 | 3 | 2 | 2 |
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| 108 | 3 | 2 | 5 | 4 | 5 | 5 | 2 | 2 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 2 | 2 | 4 | 4 | 1 | 2 |
| 109 | 1 | 1 | 2 | 1 | 1 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 2 | 5 | 3 | 2 |
| 110 | 1 | 1 | 2 | 2 | 1 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 2 | 5 | 2 | 2 |
| 111 | 3 | 1 | 3 | 4 | 3 | 5 | 4 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 3 | 2 | 3 | 4 | 2 | 5 | 4 | 5 |

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| 112 | 1 | 1 | 1 | 1 | 1 | 5 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 2 | 2 | 2 |
| 113 | 4 | 2 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 1 | 5 | 5 | 3 | 1 | 1 | 3 | 5 | 2 | 3 |
| 114 | 1 | 1 | 3 | 4 | 3 | 5 | 1 | 1 | 1 | 5 | 5 | 3 | 2 | 5 | 4 | 2 | 2 | 3 | 2 | 5 | 1 | 1 | 1 | 2 | 3 | 1 | 3 | 2 | 2 |
| 115 | 5 | 1 | 3 | 3 | 3 | 5 | 2 | 3 | 2 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 |
| 116 | 1 | 1 | 3 | 3 | 3 | 4 | 2 | 2 | 1 | 5 | 4 | 4 | 3 | 5 | 3 | 3 | 3 | 3 | 2 | 5 | 2 | 2 | 1 | 5 | 2 | 1 | 3 | 2 | 2 |
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| 119 | 5 | 3 | 5 | 5 | 4 | 5 | 2 | 2 | 1 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 2 | 4 | 4 | 2 | 3 | 1 | 1 |
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| 121 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 122 | 2 | 1 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 4 | 2 | 1 |
| 123 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 3 |
| 124 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | 5 | 5 | 5 | 5 |
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| 128 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 4 |
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| 132 | 2 | 1 | 4 | 4 | 5 | 5 | 5 | 3 | 2 | 5 | 5 | 4 | 4 | 4 | 1 | 1 | 3 | 5 | 5 | 1 | 5 | 2 | 2 | 2 | 4 | 1 | 2 | 2 | 2 |
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| 159 | 2 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 1 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 2 | 1 | 2 | 4 | 1 | 4 | 2 | 1 | |

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| 166 | 1 | 1 | 4 | 3 | 4 | 5 | 2 | 2 | 2 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 2 | |
| 167 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 2 | 5 | 5 | 4 | 1 | 4 | 5 | 4 | 2 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 2 |
| 168 | 1 | 1 | 3 | 3 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 2 | 3 | 5 | 3 | 5 | 2 | 2 | |
| 169 | 1 | 1 | 2 | 1 | 5 | 5 | 4 | 2 | 1 | 5 | 5 | 2 | 3 | 5 | 4 | 2 | 2 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 2 | 2 | |
| 170 | 1 | 1 | 3 | 3 | 5 | 5 | 5 | 2 | 1 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | |
| 171 | 1 | 1 | 2 | 3 | 3 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 5 | 2 | 2 | |
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| 173 | 3 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 4 | 4 | 3 | 1 | 3 | 1 | 5 | 5 | 5 | |
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| 175 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | |

LAMPIRAN 3. HASIL OLAH DATA UJI REGRESI LINEAR BERGANDA

1. Uji Validitas Instrumen

A. Terpaan Media

Correlations

| | | p1 | p2 | p3 | p4 | p5 | skor_total |
|------------|---------------------|--------|--------|--------|--------|--------|------------|
| p1 | Pearson Correlation | 1 | .398* | .559** | .301 | .231 | .809** |
| | Sig. (2-tailed) | | .013 | .000 | .067 | .162 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 |
| p2 | Pearson Correlation | .398* | 1 | .139 | .108 | .074 | .550** |
| | Sig. (2-tailed) | .013 | | .405 | .519 | .660 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 |
| p3 | Pearson Correlation | .559** | .139 | 1 | .553** | .523** | .797** |
| | Sig. (2-tailed) | .000 | .405 | | .000 | .001 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 |
| p4 | Pearson Correlation | .301 | .108 | .553** | 1 | .223 | .604** |
| | Sig. (2-tailed) | .067 | .519 | .000 | | .178 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 |
| p5 | Pearson Correlation | .231 | .074 | .523** | .223 | 1 | .567** |
| | Sig. (2-tailed) | .162 | .660 | .001 | .178 | | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 |
| skor_total | Pearson Correlation | .809** | .550** | .797** | .604** | .567** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 38 | 38 | 38 | 38 | 38 | 38 |

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

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

B. Gaya Hidup

Correlations

| | | p1 | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | p11 | p12 | skor_total |
|------------|-------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------------|
| p1 | Pearson Correlation | 1 | .224 | .394* | .260 | .408* | .453** | .261 | .141 | .365* | .388* | .305 | .130 | .546** |
| | Sig. (2-tailed) | | .177 | .014 | .115 | .011 | .004 | .113 | .399 | .024 | .016 | .062 | .437 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p2 | Pearson Correlation | .224 | 1 | .561** | .371* | .336* | .025 | .403* | .269 | .374* | .285 | .110 | .232 | .614** |
| | Sig. (2-tailed) | .177 | | .000 | .022 | .039 | .880 | .012 | .102 | .021 | .083 | .512 | .162 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p3 | Pearson Correlation | .394* | .561** | 1 | .499** | .369* | .169 | .732** | .486** | .196 | .094 | .423** | .002 | .739** |
| | Sig. (2-tailed) | .014 | .000 | | .001 | .023 | .310 | .000 | .002 | .237 | .573 | .008 | .989 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p4 | Pearson Correlation | .260 | .371* | .499** | 1 | .507** | .036 | .329* | .475** | .517** | .212 | .414** | .364* | .718** |
| | Sig. (2-tailed) | .115 | .022 | .001 | | .001 | .830 | .044 | .003 | .001 | .202 | .010 | .025 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p5 | Pearson Correlation | .408* | .336* | .369* | .507** | 1 | .241 | .277 | .342* | .790** | .213 | .264 | .195 | .617** |
| | Sig. (2-tailed) | .011 | .039 | .023 | .001 | | .145 | .092 | .036 | .000 | .199 | .109 | .241 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p6 | Pearson Correlation | .453** | .025 | .169 | .036 | .241 | 1 | .475** | .253 | .160 | .260 | .334* | .380* | .448** |
| | Sig. (2-tailed) | .004 | .880 | .310 | .830 | .145 | | .003 | .126 | .337 | .115 | .040 | .019 | .005 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p7 | Pearson Correlation | .261 | .403* | .732** | .329* | .277 | .475** | 1 | .494** | .117 | .082 | .569** | .195 | .706** |
| | Sig. (2-tailed) | .113 | .012 | .000 | .044 | .092 | .003 | | .002 | .482 | .624 | .000 | .241 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p8 | Pearson Correlation | .141 | .269 | .486** | .475** | .342* | .253 | .494** | 1 | .214 | .325* | .324* | .399* | .656** |
| | Sig. (2-tailed) | .399 | .102 | .002 | .003 | .036 | .126 | .002 | | .196 | .047 | .047 | .013 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p9 | Pearson Correlation | .365* | .374* | .196 | .517** | .790** | .160 | .117 | .214 | 1 | .169 | .223 | .217 | .528** |
| | Sig. (2-tailed) | .024 | .021 | .237 | .001 | .000 | .337 | .482 | .196 | | .310 | .179 | .191 | .001 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p10 | Pearson Correlation | .388* | .285 | .094 | .212 | .213 | .260 | .082 | .325* | .169 | 1 | .414** | .528** | .519** |
| | Sig. (2-tailed) | .016 | .083 | .573 | .202 | .199 | .115 | .624 | .047 | .310 | | .010 | .001 | .001 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p11 | Pearson Correlation | .305 | .110 | .423** | .414** | .264 | .334* | .569** | .324* | .223 | .414** | 1 | .321* | .646** |
| | Sig. (2-tailed) | .062 | .512 | .008 | .010 | .109 | .040 | .000 | .047 | .179 | .010 | | .050 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p12 | Pearson Correlation | .130 | .232 | .002 | .364* | .195 | .380* | .195 | .399* | .217 | .528** | .321* | 1 | .524** |
| | Sig. (2-tailed) | .437 | .162 | .989 | .025 | .241 | .019 | .241 | .013 | .191 | .001 | .050 | | .001 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| skor_total | Pearson Correlation Sig. (2-tailed) | .546** | .614** | .739** | .718** | .617** | .448** | .706** | .656** | .528** | .519** | .646** | .524** | 1 |
| | N | .000 | .000 | .000 | .000 | .000 | .005 | .000 | .000 | .001 | .001 | .000 | .001 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |

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

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

C. Perilaku Konsumtif

Correlations

| | | p1 | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | p11 | p12 | p13 | skor_total |
|------------|-------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|--------|--------|------------|
| p1 | Pearson Correlation | 1 | .603** | .319 | .552** | .503** | .592** | .192 | .225 | .134 | -.300 | .357* | .117 | .103 | .617** |
| | Sig. (2-tailed) | | .000 | .051 | .000 | .001 | .000 | .249 | .175 | .423 | .067 | .028 | .485 | .540 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p2 | Pearson Correlation | .603** | 1 | .204 | .667** | .581** | .455** | .050 | .215 | .323* | -.229 | .356* | .022 | -.097 | .559** |
| | Sig. (2-tailed) | .000 | | .218 | .000 | .000 | .004 | .765 | .195 | .048 | .167 | .028 | .894 | .563 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p3 | Pearson Correlation | .319 | .204 | 1 | .249 | .356** | .500** | .381* | .561** | .203 | .062 | .176 | .085 | .275 | .653** |
| | Sig. (2-tailed) | .051 | .218 | | .132 | .028 | .001 | .018 | .000 | .221 | .711 | .290 | .610 | .095 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p4 | Pearson Correlation | .552** | .667** | .249 | 1 | .446** | .333* | -.036 | .131 | .337* | -.247 | .233 | .173 | .139 | .564** |
| | Sig. (2-tailed) | .000 | .000 | .132 | | .005 | .041 | .832 | .434 | .039 | .136 | .158 | .298 | .404 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p5 | Pearson Correlation | .503** | .581** | .356** | .446** | 1 | .626** | .025 | .098 | .517** | -.061 | .183 | .237 | .246 | .702** |
| | Sig. (2-tailed) | .001 | .000 | .028 | .005 | | .000 | .880 | .557 | .001 | .718 | .272 | .152 | .136 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p6 | Pearson Correlation | .592** | .455** | .500** | .333* | .626** | 1 | .246 | .184 | .494** | -.047 | .255 | .288 | .365* | .792** |
| | Sig. (2-tailed) | .000 | .004 | .001 | .041 | .000 | | .136 | .269 | .002 | .778 | .123 | .079 | .024 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p7 | Pearson Correlation | .192 | .050 | .381* | -.036 | .025 | .246 | 1 | .598** | -.028 | -.121 | -.005 | -.051 | -.034 | .331* |
| | Sig. (2-tailed) | .249 | .765 | .018 | .832 | .880 | .136 | | .000 | .469 | .866 | .978 | .763 | .840 | .042 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p8 | Pearson Correlation | .225 | .215 | .561** | .131 | .098 | .184 | .598** | 1 | .099 | -.113 | .036 | -.273 | -.040 | .383* |
| | Sig. (2-tailed) | .175 | .195 | .000 | .434 | .557 | .269 | .000 | | .552 | .499 | .830 | .098 | .813 | .018 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p9 | Pearson Correlation | .134 | .323* | .203 | .337* | .517** | .494** | -.028 | .099 | 1 | .051 | -.073 | .216 | .202 | .534** |
| | Sig. (2-tailed) | .423 | .048 | .221 | .039 | .001 | .002 | .866 | .552 | | .760 | .661 | .192 | .225 | .001 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p10 | Pearson Correlation | -.300 | -.229 | .062 | -.247 | -.061 | -.047 | -.121 | -.113 | .051 | 1 | -.041 | .172 | .244 | .115 |
| | Sig. (2-tailed) | .067 | .167 | .711 | .136 | .718 | .778 | .469 | .499 | .760 | | .806 | .302 | .140 | .491 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p11 | Pearson Correlation | .357* | .356* | .176 | .233* | .183 | .255 | -.005 | .036 | -.073 | -.041 | 1 | .084 | -.049 | .334* |
| | Sig. (2-tailed) | .028 | .028 | .290 | .158 | .272 | .123 | .978 | .830 | .661 | .806 | | .618 | .771 | .040 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p12 | Pearson Correlation | .117 | .022 | .085 | .173 | .237 | .288 | -.051 | -.273 | .216 | .172 | .084 | 1 | .774** | .488** |
| | Sig. (2-tailed) | .485 | .894 | .610 | .298 | .152 | .079 | .763 | .098 | .192 | .302 | .618 | | .000 | .002 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| p13 | Pearson Correlation | .103 | -.097 | .275 | .139 | .246 | .365* | -.034 | -.040 | .202 | .244 | -.049 | .774** | 1 | .542** |
| | Sig. (2-tailed) | .540 | .563 | .095 | .404 | .136 | .024 | .840 | .813 | .225 | .140 | .771 | | .000 | .000 |
| | N | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| skor_total | Pearson Correlation Sig. (2-tailed) | .617** | .559** | .653** | .564** | .702** | .792** | .331* | .383 | .534** | .115 | .334* | .488** | .542** | 1 |
| | N | .000 | .000 | .000 | .000 | .000 | .000 | .042 | .018 | .001 | .491 | .040 | .002 | .000 | |
| | | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |

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

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

2. Uji Reliabilitas

A. Terpaan Media

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .678 | 5 |

B. Gaya Hidup

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .834 | 12 |

D. Perilaku Konsumtif

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .745 | 13 |

3. Hasil Uji Asumsi Klasik

A. Uji Normalitas

- Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test

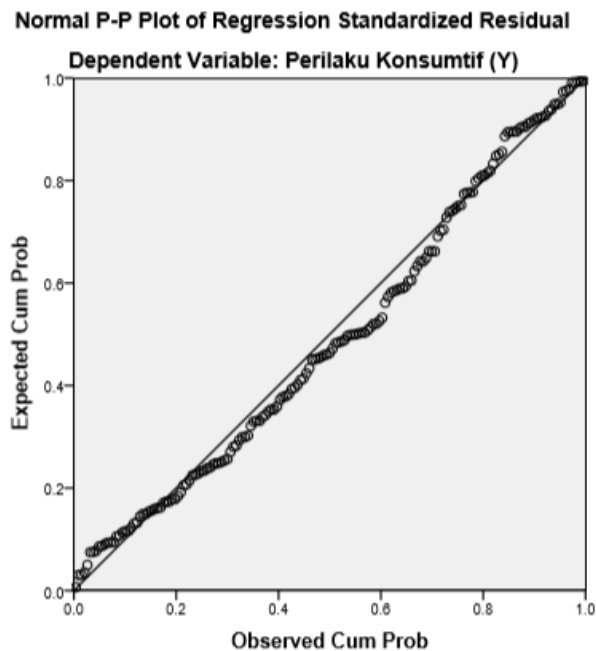
| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 175 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 5.57551751 |
| Most Extreme Differences | Absolute | .074 |
| | Positive | .074 |
| | Negative | -.050 |
| Test Statistic | | .074 |
| Asymp. Sig. (2-tailed) | | .021 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

- Probability Plot (P-Plot)



B. Uji Linearitas

- Terpaan Media terhadap Perilaku Konsumtif

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|--------------------------|----------------|--------|-------------|--------|------|
| Perilaku Konsumtif (Y) * Terpaan Media (X1) | Between Groups | (Combined) | 2272.408 | 20 | 113.620 | 2.524 | .001 |
| | | Linearity | 1121.816 | 1 | 1121.816 | 24.924 | .000 |
| | | Deviation from Linearity | 1150.591 | 19 | 60.557 | 1.345 | .163 |
| | Within Groups | 6931.512 | 154 | 45.010 | | | |
| Total | | | 9203.920 | 174 | | | |

- Gaya Hidup terhadap Perilaku Konsumtif

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|----------------|--------------------------|----------------|--------|-------------|---------|------|
| Perilaku Konsumtif (Y) * Gaya Hidup (X2) | Between Groups | (Combined) | 4526.990 | 32 | 141.468 | 4.295 | .000 |
| | | Linearity | 3727.514 | 1 | 3727.514 | 113.174 | .000 |
| | | Deviation from Linearity | 799.476 | 31 | 25.790 | .783 | .784 |
| | Within Groups | 4676.930 | 142 | 32.936 | | | |
| Total | | | 9203.920 | 174 | | | |

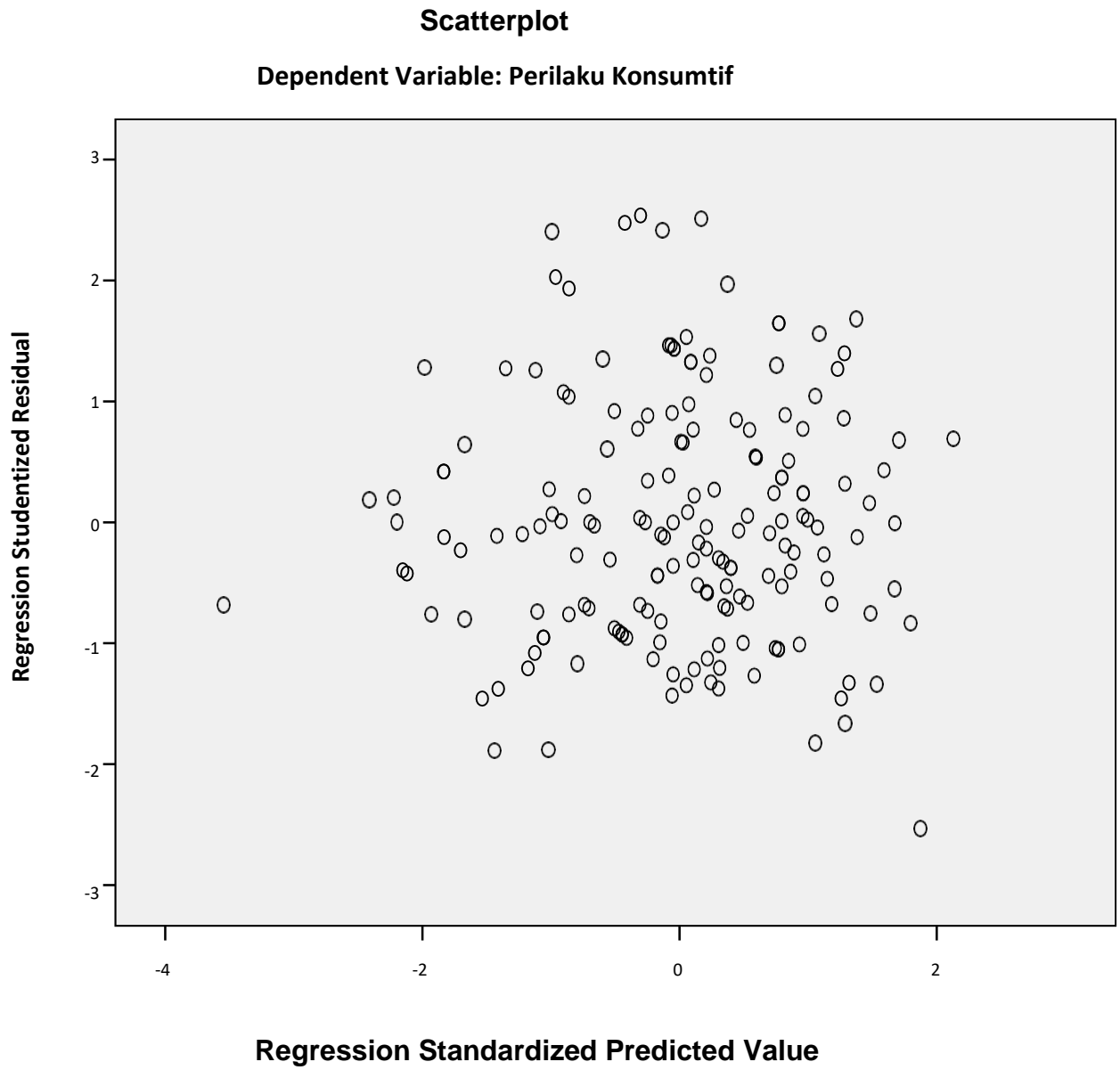
C. Uji Multikolinearitas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | | |
|-------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF | |
| 1 | (Constant) | 10.002 | 2.795 | 3.579 | .000 | | | |
| | Terpaan Media (X1) | .160 | .109 | .095 | 1.464 | .145 | .818 | 1.223 |
| | Gaya Hidup (X2) | .603 | .065 | .596 | 9.220 | .000 | .818 | 1.223 |

a. Dependent Variable: Perilaku Konsumtif (Y)

D. Uji Heteroskedastisitas



E. Uji Korelasi

- Korelasi Terpaan Media terhadap Perilaku Konsumtif

Correlations

| | | terpaan media | perilaku konsumtif |
|--------------------|---------------------|---------------|--------------------|
| terpaan media | Pearson Correlation | 1 | .349** |
| | Sig. (2-tailed) | | .000 |
| | N | 175 | 175 |
| perilaku konsumtif | Pearson Correlation | .349** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 175 | 175 |

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

- Korelasi Gaya Hidup terhadap Perilaku Konsumtif

Correlations

| | | gaya hidup | perilaku konsumtif |
|--------------------|---------------------|------------|--------------------|
| gaya hidup | Pearson Correlation | 1 | .636** |
| | Sig. (2-tailed) | | .000 |
| | N | 175 | 175 |
| perilaku konsumtif | Pearson Correlation | .636** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 175 | 175 |

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

F. Regresi Linear Berganda

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .642 ^a | .412 | .405 | 5.608 |

a. Predictors: (Constant), Gaya Hidup (X2), Terpaan Media (X1)

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 3794.887 | 2 | 1897.444 | 60.336 | .000 ^b |
| | Residual | 5409.033 | 172 | 31.448 | | |
| | Total | 9203.920 | 174 | | | |

a. Dependent Variable: Perilaku Konsumtif (Y)

b. Predictors: (Constant), Gaya Hidup (X2), Terpaan Media (X1)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 10.002 | 2.795 | | 3.579 | .000 |
| | Terpaan Media (X1) | .160 | .109 | .095 | 1.464 | .145 |
| | Gaya Hidup (X2) | .603 | .065 | .596 | 9.220 | .000 |

a. Dependent Variable: Perilaku Konsumtif (Y)