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LAMPIRAN HASIL PENGUJIAN DATA PENELITIAN

1. Karakteristik Responden

a. Berdasarkan Jenis Kelamin

Jenis Kelamin	Jumlah	Persentase
Laki-laki	52	47.3%
Perempuan	58	52.7%
Total	110	100

b. Berdasarkan Tingkat Pendidikan

Jenis Kelamin	Jumlah	Persentase
SD	8	7.3%
SMP	18	16.4%
SMA	56	50.9%
DIPLOMA	12	10.9%
SARJANA	16	14.5%
Total	110	100.0%

2. Frekuensi Jawaban Responden

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a. Variabel Conten Creation

X1_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	3	2.7	2.7	3.6
3.00	12	10.9	10.9	14.5
4.00	48	43.6	43.6	58.2
5.00	46	41.8	41.8	100.0
Total	110	100.0	100.0	

X1_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	1	.9	.9	1.8
3.00	21	19.1	19.1	20.9
4.00	53	48.2	48.2	69.1
5.00	34	30.9	30.9	100.0
Total	110	100.0	100.0	

X1_2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	1	.9	.9	1.8
3.00	19	17.3	17.3	19.1
4.00	57	51.8	51.8	70.9
5.00	32	29.1	29.1	100.0

Total	110	100.0	100.0
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X1_2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	2	1.8	1.8	2.7
3.00	15	13.6	13.6	16.4
4.00	55	50.0	50.0	66.4
5.00	37	33.6	33.6	100.0
Total	110	100.0	100.0	

X1_3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	3	2.7	2.7	2.7
3.00	16	14.5	14.5	17.3
4.00	58	52.7	52.7	70.0
5.00	33	30.0	30.0	100.0
Total	110	100.0	100.0	

X1_3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	5	4.5	4.5	5.5
3.00	13	11.8	11.8	17.3
4.00	41	37.3	37.3	54.5
5.00	50	45.5	45.5	100.0
Total	110	100.0	100.0	

X1_4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	1	.9	.9	1.8
3.00	20	18.2	18.2	20.0
4.00	54	49.1	49.1	69.1
5.00	34	30.9	30.9	100.0
Total	110	100.0	100.0	

X1_4_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	1.8	1.8	1.8
2.00	1	.9	.9	2.7
3.00	14	12.7	12.7	15.5
4.00	56	50.9	50.9	66.4
5.00	37	33.6	33.6	100.0
Total	110	100.0	100.0	

X1_5_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	1.8	1.8	1.8
2.00	2	1.8	1.8	3.6
3.00	12	10.9	10.9	14.5
4.00	56	50.9	50.9	65.5
5.00	38	34.5	34.5	100.0
Total	110	100.0	100.0	

X1_5_2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	2.7	2.7	2.7
3.00	17	15.5	15.5	18.2
Valid 4.00	59	53.6	53.6	71.8
5.00	31	28.2	28.2	100.0
Total	110	100.0	100.0	

b. Variabel Community Building

X2_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	.9	.9	.9
2.00	1	.9	.9	1.8
Valid 3.00	24	21.8	21.8	23.6
4.00	52	47.3	47.3	70.9
5.00	32	29.1	29.1	100.0
Total	110	100.0	100.0	

X2_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	3.6	3.6	3.6
3.00	17	15.5	15.5	19.1
Valid 4.00	52	47.3	47.3	66.4
5.00	37	33.6	33.6	100.0
Total	110	100.0	100.0	

X2_2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	2	1.8	1.8	2.7
3.00	25	22.7	22.7	25.5
4.00	51	46.4	46.4	71.8
5.00	31	28.2	28.2	100.0
Total	110	100.0	100.0	

X2_2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	1	.9	.9	1.8
3.00	8	7.3	7.3	9.1
4.00	83	75.5	75.5	84.5
5.00	17	15.5	15.5	100.0
Total	110	100.0	100.0	

X2_3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	3	2.7	2.7	2.7
3.00	18	16.4	16.4	19.1
4.00	71	64.5	64.5	83.6
5.00	18	16.4	16.4	100.0
Total	110	100.0	100.0	

X2_3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	3	2.7	2.7	3.6
3.00	22	20.0	20.0	23.6
4.00	48	43.6	43.6	67.3
5.00	36	32.7	32.7	100.0
Total	110	100.0	100.0	

X2_4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	1.8	1.8	1.8
3.00	8	7.3	7.3	9.1
4.00	80	72.7	72.7	81.8
5.00	20	18.2	18.2	100.0
Total	110	100.0	100.0	

X2_4_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	2	1.8	1.8	2.7
3.00	25	22.7	22.7	25.5
4.00	49	44.5	44.5	70.0
5.00	33	30.0	30.0	100.0
Total	110	100.0	100.0	

X2_5_1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	1.8	1.8	1.8
3.00	24	21.8	21.8	23.6
Valid 4.00	58	52.7	52.7	76.4
5.00	26	23.6	23.6	100.0
Total	110	100.0	100.0	

X2_5_2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	.9	.9	.9
2.00	3	2.7	2.7	3.6
Valid 3.00	19	17.3	17.3	20.9
4.00	52	47.3	47.3	68.2
5.00	35	31.8	31.8	100.0
Total	110	100.0	100.0	

c. Variabel Content Sharing

X3_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	.9	.9	.9
2.00	7	6.4	6.4	7.3
Valid 3.00	16	14.5	14.5	21.8
4.00	63	57.3	57.3	79.1
5.00	23	20.9	20.9	100.0
Total	110	100.0	100.0	

X3_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	3	2.7	2.7	3.6
3.00	18	16.4	16.4	20.0
4.00	68	61.8	61.8	81.8
5.00	20	18.2	18.2	100.0
Total	110	100.0	100.0	

X3_2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	6	5.5	5.5	6.4
3.00	27	24.5	24.5	30.9
4.00	58	52.7	52.7	83.6
5.00	18	16.4	16.4	100.0
Total	110	100.0	100.0	

X3_2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	8	7.3	7.3	7.3
3.00	16	14.5	14.5	21.8
4.00	62	56.4	56.4	78.2
5.00	24	21.8	21.8	100.0
Total	110	100.0	100.0	

X3_3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	7	6.4	6.4	6.4
3.00	18	16.4	16.4	22.7
4.00	59	53.6	53.6	76.4
5.00	26	23.6	23.6	100.0
Total	110	100.0	100.0	

X3_3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	8	7.3	7.3	7.3
3.00	25	22.7	22.7	30.0
4.00	59	53.6	53.6	83.6
5.00	18	16.4	16.4	100.0
Total	110	100.0	100.0	

d. Variabel Minat

Y_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	4	3.6	3.6	4.5
3.00	23	20.9	20.9	25.5
4.00	45	40.9	40.9	66.4
5.00	37	33.6	33.6	100.0
Total	110	100.0	100.0	

Y_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	4	3.6	3.6	4.5
3.00	11	10.0	10.0	14.5
4.00	62	56.4	56.4	70.9
5.00	32	29.1	29.1	100.0
Total	110	100.0	100.0	

Y_2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	3	2.7	2.7	2.7
3.00	22	20.0	20.0	22.7
4.00	51	46.4	46.4	69.1
5.00	34	30.9	30.9	100.0
Total	110	100.0	100.0	

Y_2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	3	2.7	2.7	3.6
3.00	18	16.4	16.4	20.0
4.00	58	52.7	52.7	72.7
5.00	30	27.3	27.3	100.0
Total	110	100.0	100.0	

Y_3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	3.6	3.6	3.6
3.00	20	18.2	18.2	21.8
Valid 4.00	55	50.0	50.0	71.8
5.00	31	28.2	28.2	100.0
Total	110	100.0	100.0	

Y_3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	.9	.9	.9
2.00	3	2.7	2.7	3.6
Valid 3.00	17	15.5	15.5	19.1
4.00	57	51.8	51.8	70.9
5.00	32	29.1	29.1	100.0
Total	110	100.0	100.0	

Cre atio n N (X1)	110	110	110	110	110	110	110	110	110	110	110	110
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** . Correlation is significant at the 0.01 level (2-tailed).

X2_3_	Pearson	.636**	.890**	.647**	.601**	.527**	1	.580**	.637**	.593**	.922**	.852**
2	Correlation											
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110	110	110
X2_4_	Pearson	.623**	.550**	.631**	.893**	.789**	.580**	1	.620**	.489**	.613**	.786**
1	Correlation											
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110	110	110
X2_4_	Pearson	.890**	.653**	.933**	.637**	.653**	.637**	.620**	1	.850**	.641**	.903**
2	Correlation											
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110	110	110
X2_5_	Pearson	.887**	.558**	.861**	.450**	.550**	.593**	.489**	.850**	1	.595**	.826**
1	Correlation											
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110	110	110
X2_5_	Pearson	.639**	.870**	.652**	.598**	.493**	.922**	.613**	.641**	.595**	1	.850**
2	Correlation											
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110	110	110
Com	Pearson	.891**	.825**	.895**	.783**	.752**	.852**	.786**	.903**	.826**	.850**	1
muni	Correlation											
ty	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
Build												
ing	N	110	110	110	110	110	110	110	110	110	110	110
(X2)												

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

	N	110	110	110	110	110	110	110
Conten	Pearson Correlation	.902**	.756**	.890**	.905**	.926**	.900**	1
Sharing	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
(X3)	N	110	110	110	110	110	110	110

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

d. Variabel Minat

Correlations

		Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Minat (Y)
Y_1_1	Pearson Correlation	1	.738**	.671**	.731**	.755**	.765**	.881**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110
Y_1_2	Pearson Correlation	.738**	1	.749**	.643**	.757**	.826**	.885**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110
Y_2_1	Pearson Correlation	.671**	.749**	1	.657**	.741**	.840**	.873**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110	110
Y_2_2	Pearson Correlation	.731**	.643**	.657**	1	.720**	.777**	.852**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	110	110	110	110	110	110	110
Y_3_1	Pearson Correlation	.755**	.757**	.741**	.720**	1	.774**	.891**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	110	110	110	110	110	110	110
Y_3_2	Pearson Correlation	.765**	.826**	.840**	.777**	.774**	1	.936**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	110	110	110	110	110	110	110
Minat (Y)	Pearson Correlation	.881**	.885**	.873**	.852**	.891**	.936**	1

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	110	110	110	110	110	110	110

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

4. Pengujian Reliabilitas

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a. Variabel Content Creation

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.944	10

b. Variabel Community Building

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.951	10

c. Variabel Content Sharing

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.943	6

d. Variabel Minat

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.945	6

5. Pengujian Asumsi Klasik

a. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.84892247
Most Extreme Differences	Absolute	.070
	Positive	.053
	Negative	-.070
Kolmogorov-Smirnov Z		.735
Asymp. Sig. (2-tailed)		.652

a. Test distribution is Normal.

b. Calculated from data.

b. Uji Multikolinieritas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Conten Creation (X1)	.735	1.361
	Community Building (X2)	.672	1.489
	Conten Sharing (X3)	.676	1.479

a. Dependent Variable: Minat (Y)

c. Uji autokorelasi

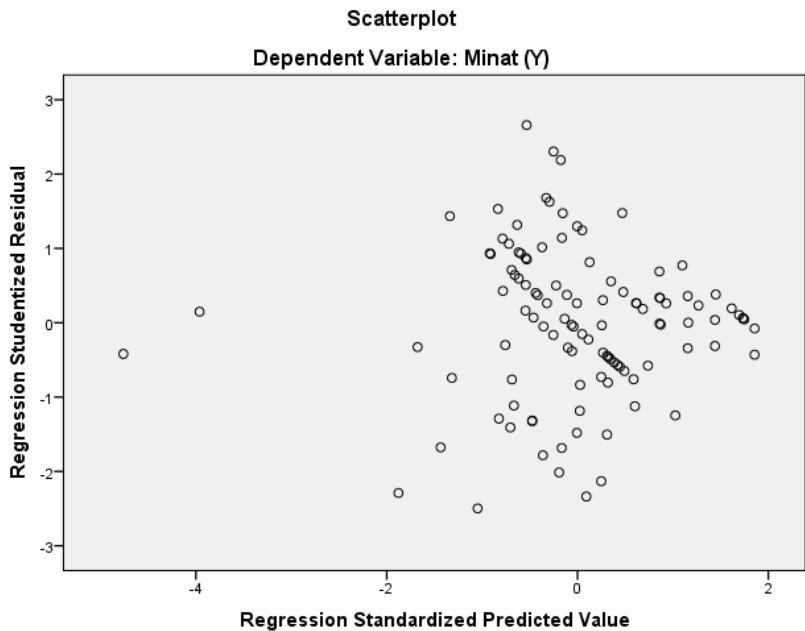
Model Summary^b

Model	Durbin-Watson
1	2.276 ^a

a. Predictors: (Constant), Conten Sharing (X3), Conten Creation (X1), Community Building (X2)

b. Dependent Variable: Minat (Y)

d. Uji heterokedastisitas



6. Analisis Regresi Linier Berganda

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 ^a	.558	.545	2.88896

a. Predictors: (Constant), Conten Sharing (X3), Conten Creation (X1), Community Building (X2)

b. Dependent Variable: Minat (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1115.580	3	371.860	44.555	.000 ^b
	Residual	884.683	106	8.346		
	Total	2000.264	109			

a. Dependent Variable: Minat (Y)

b. Predictors: (Constant), Conten Sharing (X3), Conten Creation (X1), Community Building (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.478	2.136		.224	.823
	Conten Creation (X1)	.189	.050	.286	3.798	.000
	Community Building (X2)	.172	.054	.253	3.205	.002
	Conten Sharing (X3)	.389	.079	.385	4.897	.000

a. Dependent Variable: Minat (Y)



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI

Kampus : Jl. Dukuh Menanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234
 Website : <http://www.fe.unipasby.ac.id>

KARTU BIMBINGAN SKRIPSI

Nama	:	DEWI NUR A.
Prodi / NIM	:	MANAJEMEN / 171509001
Judul Skripsi	:	Pengaruh media Social Content Creation dan community building terhadap minat masuk oli SMP Pembangunan Jaya.
Dosen Pembimbing	:	
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3.	9-12-2019	Konsultasi Bab 2+3		
4.	15-1-2020	Pergantian judul Content Creation Community Building dan Content Sharing terhadap minat masuk SMP Pembangunan Jaya Sidoarjo		
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Demikian atas perhatian serta kebijaksanaan Bapak/Ibu kami sampaikan terima kasih.



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Lampiran 2

BURITA ACARA BIMBINGAN REVISI SKRIPSI

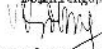
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