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# LAMPIRAN

**Lampiran 1**  
**Kuesioner Penelitian**

Kepada Yth,

Saudara/i Responden

Di Tempat

Dengan Hormat,

Saya Aryati Selviyana, mahasiswa tingkat akhir Fakultas Ekonomi dan Bisnis Universitas Binaniaga Indonesia jurusan Manajemen. Saat ini saya melakukan penelitian terkait dengan judul **“EFEKTIVITAS IKLAN PRODUK CABS MELALUI MEDIA SOSIAL *FACEBOOK ADS*”**.

Dengan Rasa hormat saya mohon untuk kesediaan Saudara/i untuk dapat mengisi kuesioner ini. Hasil dari kuesioner ini akan saya gunakan untuk bahan penyusunan tugas akhir pada program sarjana Universitas Binaniaga Indonesia. Semua informasi yang diterima sebagai hasil kuesioner ini bersifat rahasia dan digunakan untuk kepentingan akademis. Atas partisipasinya, saya ucapkan terima kasih.

Hormat Saya

Aryati Selviyana  
(NPM : S1.0219.178)

### A. Screening

1. Apakah Anda pernah melihat iklan produk Cabs di media sosial facebook?

- Ya
- Tidak

**\*Note :** Jika Anda pernah melihat iklan produk Cabs di media sosial facebook bisa melanjutkan ke pertanyaan selanjutnya , jika tidak pernah melihat iklan produk Cabs di media sosial facebook dimohon untuk tidak melanjutkan ke pertanyaan berikutnya.

### B. Identitas Responden

Isilah identitas diri saudara dengan keadaan yang sebenarnya

1. Nama :
2. Email :
3. Jenis Kelamin :  Pria  Wanita
4. Usia :  18-24 Tahun  
 25-34 Tahun  
 35-44 Tahun  
 >45 Tahun
5. Pekerjaan :  Pelajar / Mahasiswa  
 Wiraswasta  
 Pegawai Negeri  
 Pegawai Swasta  
 Ibu Rumah Tangga  
 Lainnya.

6. Penghasilan :  Rp 1.000.000 - Rp 2.500.000  
 Rp 2.500.000 - Rp 4.000.000  
 Rp 4.000.000 - Rp 6.000.000  
 Di atas Rp 6.000.000

### C. Pertanyaan Umum

Pilihlah jawaban dengan memberikan tanda ceklis (√) pada salah satu jawaban yang paling sesuai dengan Anda pada kolom yang telah disediakan berdasarkan pilihan berikut :

| Predikat                  | Nilai |
|---------------------------|-------|
| Sangat setuju (SS)        | 5     |
| Setuju (S)                | 4     |
| Ragu-ragu (RR)            | 3     |
| Tidak setuju (TS)         | 2     |
| Sangat tidak setuju (STS) | 1     |

### Contoh Pengisian Kuesioner :

| No. | PERNYATAAN                     | JAWABAN                             |                          |                          |                          |                          |
|-----|--------------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|     |                                | SS                                  | S                        | RR                       | TS                       | STS                      |
| 1.  | Iklan Cabs memiliki daya tarik | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

## 1. Empati

Sesuatu yang berhubungan dengan emosional yang memberikan informasi, apakah konsumen menyukai iklan yang disampaikan dan menghubungkan antara iklan dengan pribadi konsumen.

| No.                    | PERNYATAAN   | JAWABAN                  |                          |                          |                          |                          |
|------------------------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|                        |  | SS                       | S                        | RR                       | TS                       | STS                      |
| <b>Emosi</b>           |  |                          |                          |                          |                          |                          |
| 1.1                    | Saya menyukai iklan Cabs di Media Sosial Facebook  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.2                    | Saya tertarik untuk melihat Iklan produk Cabs di media sosial Facebook                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Perasaan Khusus</b> |  |                          |                          |                          |                          |                          |
| 1.3                    | Saya merasa ingin mencoba produk Cabs setelah melihat iklan produk Cabs di media sosial Facebook | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.4                    | Saya merasa iklan produk Cabs sesuai dengan citra diri saya                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Keterangan : STS = Sangat Tidak Setuju, TS = Tidak Setuju, RR = Ragu-Ragu,  
S = Setuju, SS = Sangat Setuju



## 2. Persuasi

Perubahan kepercayaan, sikap, dan keinginan berperilaku konsumen dalam memberikan pemahaman dan gambaran tentang dampak iklan terhadap daya tarik pada merek serta keinginan responden untuk membeli.

| No.                 | PERNYATAAN   | JAWABAN                  |                          |                          |                          |                          |
|---------------------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|                     |  | SS                       | S                        | RR                       | TS                       | STS                      |
| <b>Perilaku</b>     |  |                          |                          |                          |                          |                          |
| 2.1                 | Saya tertarik dengan produk yang ditawarkan setelah melihat promosi pada iklan produk Cabs di media sosial facebook              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2.2                 | Saya merasa ingin mencoba produk Cabs setelah melihat iklan produk Cabs di media sosial facebook                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Keterlibatan</b> |  |                          |                          |                          |                          |                          |
| 2.3                 | Saya merasa yakin untuk membeli produk Cabs setelah melihat promosi pada iklan produk Cabs di media sosial facebook              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2.4                 | Setelah saya melihat iklan produk Cabs di media sosial facebook saya ingin merekomendasikan produk yang ditawarkan kepada teman. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Keterangan : STS = Sangat Tidak Setuju, TS = Tidak Setuju, RR = Ragu-Ragu,  
S = Setuju, SS = Sangat Setuju

### 3. Dampak

Menunjukkan produk dapat terlihat lebih menonjol dibanding dengan merek lain pada kategori serupa dan mampu melibatkan konsumen dalam setiap pesan yang di dapat.

| No.  | PERNYATAAN   | JAWABAN                  |                          |                          |                          |                          |
|--|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|  |  | SS                       | S                        | RR                       | TS                       | STS                      |
| <b>Produk lebih menonjol dibanding produk serupa</b> |  |                          |                          |                          |                          |                          |
| 3.1  | Saya merasa iklan produk Cabs di media sosial facebook lebih kreatif dibanding dengan iklan produk serupa            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3.2  | Saya merasa iklan produk Cabs di media sosial facebook menarik dan sesuai dengan produk yang ditawarkan              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Pengetahuan Produk</b>                            |  |                          |                          |                          |                          |                          |
| 3.3  | Saya mengetahui fungsi / keunggulan pada produk Cabs setelah saya melihat iklan produk Cabs di media sosial facebook | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3.4  | Saya mengenal Tagline Cabs “Tas dan Dompet Multifungsi” setelah melihat iklan prduk Cabs di media sosial facebook    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Keterangan : STS = Sangat Tidak Setuju, TS = Tidak Setuju, RR = Ragu-Ragu,

S = Setuju, SS = Sangat Setuju

#### 4. Komunikasi

kejelasan informasi iklan terkait kemampuan konsumen dalam mengingat pesan utama yang disampaikan, tingkat pemahaman konsumen serta kekuatan kesan yang ditinggalkan pesan.

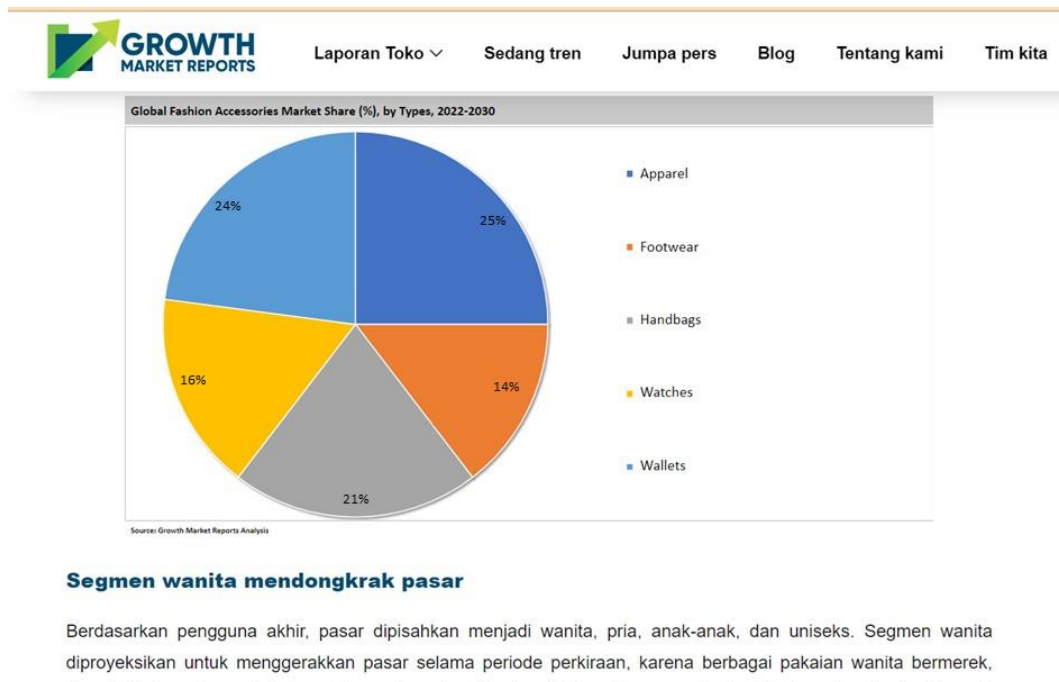
| No.                      | PERNYATAAN   | JAWABAN                  |                          |                          |                          |                          |
|--------------------------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|                          |  | SS                       | S                        | RR                       | TS                       | STS                      |
| <b>Pemahaman Pembaca</b> |  |                          |                          |                          |                          |                          |
| 4.1                      | Saya mengetahui informasi dan keunggulan produk Cabs dengan jelas setelah melihat iklan produk Cabs di media sosial facebook | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4.2                      | Saya mengetahui produk Cabs setelah melihat iklan produk Cabs di media sosial facebook                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Kekuatan Pesan</b>    |  |                          |                          |                          |                          |                          |
| 4.3                      | Saya mengerti isi pesan dari iklan produk Cabs setelah melihat iklan produk Cabs di media sosial facebook                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4.4                      | Saya mengenal merek Cabs setelah melihat iklan produk Cabs di media sosial facebook  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Keterangan : STS = Sangat Tidak Setuju, TS = Tidak Setuju, RR = Ragu-Ragu,  
S = Setuju, SS = Sangat Setuju

## D. PENUTUP

Terima kasih atas kesediaan dan kejujuran Bapak/Ibu atau saudara/i dalam mengisi kuesioner ini. Semoga bisa memberikan kontribusi yang positif kepada Cabs untuk semakin lebih baik lagi.

## Lampiran 2 Data Market Fashion Aksesoris



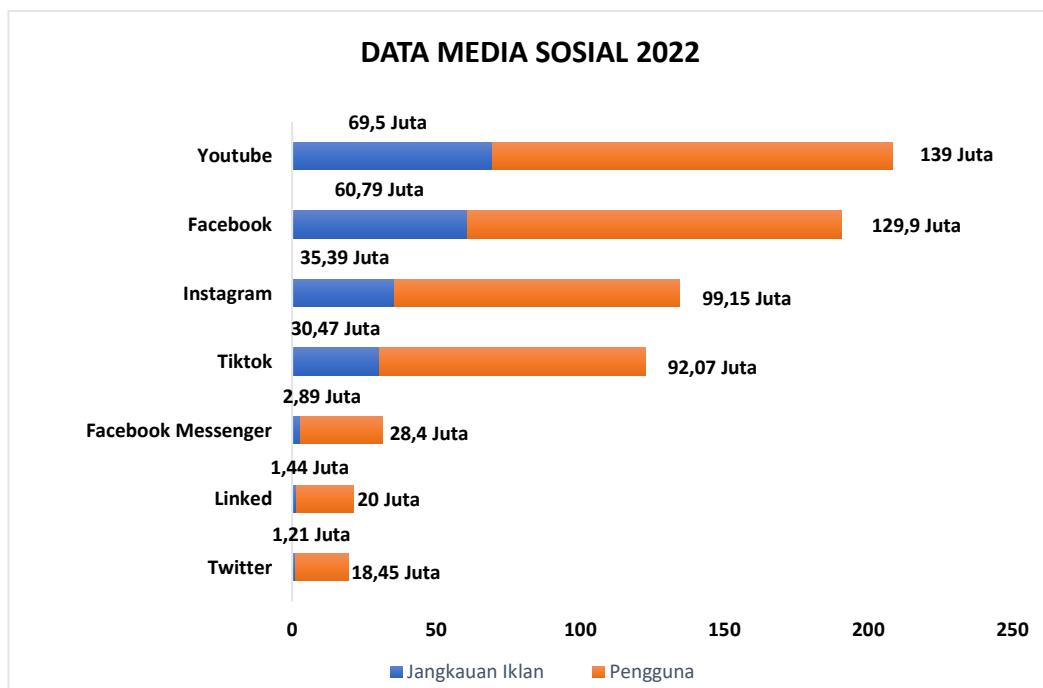
**Lampiran 3**  
**Data Biaya Iklan, Omzet & Efektivitas Iklan Cabs**  
**Tahun 2021 – 2023**

| BULAN  | BUDGET IKLAN | OMZET         | Efektivitas |
|--------|--------------|---------------|-------------|
| Jan-21 | Rp30.025.242 | Rp136.042.000 | 4,5%        |
| Feb-21 | Rp26.611.411 | Rp117.626.000 | 4,4%        |
| Mar-21 | Rp22.226.749 | Rp117.015.000 | 5,3%        |
| Apr-21 | Rp20.787.122 | Rp109.113.000 | 5,2%        |
| Mei-21 | Rp15.226.013 | Rp105.966.000 | 7%          |
| Jun-21 | Rp19.050.135 | Rp112.450.000 | 6%          |
| Jul-21 | Rp17.497.708 | Rp93.695.000  | 5,4%        |
| Agu-21 | Rp17.473.502 | Rp104.498.000 | 6%          |
| Sep-21 | Rp18.713.821 | Rp117.293.100 | 6,3%        |
| Okt-21 | Rp17.397.233 | Rp99.446.300  | 5,7%        |
| Nov-21 | Rp14.539.777 | Rp107.296.000 | 7,4%        |
| Des-21 | Rp14.717.693 | Rp127.982.400 | 8,7%        |
| Jan-22 | Rp18.745.135 | Rp150.390.994 | 8%          |
| Feb-22 | Rp19.777.417 | Rp125.899.000 | 6,4%        |
| Mar-22 | Rp20.622.024 | Rp194.744.000 | 9,4%        |
| Apr-22 | Rp25.266.244 | Rp195.960.900 | 7,8%        |
| Mei-22 | Rp17.862.261 | Rp179.092.900 | 10%         |
| Jun-22 | Rp22.534.290 | Rp217.580.700 | 9,7%        |
| Jul-22 | Rp26.150.323 | Rp279.987.900 | 10,7%       |
| Agu-22 | Rp25.748.603 | Rp241.918.900 | 9,4%        |
| Sep-22 | Rp27.245.664 | Rp209.411.000 | 7,7%        |
| Okt-22 | Rp30.085.600 | Rp210.345.000 | 7%          |
| Nov-22 | Rp26.148.601 | Rp192.635.900 | 7,4%        |
| Des-22 | Rp25.308.340 | Rp179.459.001 | 7,1%        |

## Lampiran 4

### Data Pengguna dan Jangkauan Iklan Media Sosial di Indonesia

Dalam “Indonesia Digital Report” yang di release oleh Hootsuite (We are Social) pada Februari 2022 menyebutkan bahwa pengguna terbanyak yaitu youtube sebesar 139 juta pengguna dengan potensi iklan sebesar 69,5 juta, dan urutan kedua yaitu facebook dengan mencapai 129,9 juta dengan potensi iklan 46.8% (60.79 juta). Dilanjut dengan instagram mencapai 99,15 juta pengguna dengan potensi iklan 35,39 juta, dan tiktok mencapai 92,07 juta pengguna dengan potensi iklan sebesar 30,47 juta , serta facebook messenger 28,4 juta pengguna dengan potensi iklan 2,89 juta, linked dengan 20 juta pengguna dan potensi iklan sebesar 1,44 juta , dan urutan terakhir yaitu twitter sebesar 18,45 pengguna dan memilik potensi iklan sebesar 1,21 juta



Sumber : We Are Social Indonesia Digital Report 2022

**Lampiran 5**  
**Data Reach Iklan Produk Cabs**

| <b>Tanggal</b> | <b>Keterangan Iklan</b> | <b>Instagram</b> | <b>Facebook</b> |
|----------------|-------------------------|------------------|-----------------|
| 2023-03-01     | Tas                     | 29129            | 18843           |
|                | Dompot                  | 7295             | 8655            |
| 2023-03-02     | Tas                     | 31632            | 18368           |
|                | Dompot                  | 7668             | 9036            |
| 2023-03-03     | Tas                     | 35456            | 16528           |
|                | Dompot                  | 5664             | 6944            |
| 2023-03-04     | Tas                     | 35440            | 13776           |
|                | Dompot                  | 6868             | 5972            |
| 2023-03-05     | Tas                     | 32096            | 13880           |
|                | Dompot                  | 7388             | 4660            |
| 2023-03-06     | Tas                     | 55584            | 26016           |
|                | Dompot                  | 6392             | 3952            |
| 2023-03-07     | Tas                     | 29392            | 13728           |
|                | Dompot                  | 3930             | 4484            |
| 2023-03-08     | Tas                     | 34608            | 20784           |
|                | Dompot                  | 4476             | 3686            |
| 2023-03-09     | Tas                     | 32656            | 16448           |
|                | Dompot                  | 6844             | 3740            |
| 2023-03-10     | Tas                     | 32128            | 18464           |
|                | Dompot                  | 7452             | 5148            |
| 2023-03-11     | Tas                     | 29568            | 16608           |
|                | Dompot                  | 4042             | 5526            |
| 2023-03-12     | Tas                     | 32927            | 13968           |
|                | Dompot                  | 4730             | 4502            |
| 2023-03-13     | Tas                     | 32864            | 26256           |
|                | Dompot                  | 4492             | 5962            |
| 2023-03-14     | Tas                     | 23488            | 16936           |
|                | Dompot                  | 4060             | 4390            |
| 2023-03-15     | Tas                     | 27175            | 16224           |
|                | Dompot                  | 5152             | 6208            |
| 2023-03-16     | Tas                     | 15976            | 11168           |
|                | Dompot                  | 6632             | 5800            |
| 2023-03-17     | Tas                     | 5122             | 5186            |
|                | Dompot                  | 3690             | 1878            |
| 2023-03-18     | Tas                     | 16744            | 15152           |
|                | Dompot                  | 5088             | 2492            |
| 2023-03-19     | Tas                     | 15840            | 11920           |
|                | Dompot                  | 5706             | 3316            |
| 2023-03-20     | Tas                     | 19736            | 13464           |
|                | Dompot                  | 14701            | 6816            |

| <b>Tanggal</b> | <b>Keterangan Iklan</b> | <b>Instagram</b> | <b>Facebook</b> |
|----------------|-------------------------|------------------|-----------------|
| 2023-03-21     | Tas                     | 20269            | 24108           |
|                | Dompot                  | 16639            | 8839            |
| 2023-03-22     | Tas                     | 21024            | 14384           |
|                | Dompot                  | 13517            | 8409            |
| 2023-03-23     | Tas                     | 30921            | 16272           |
|                | Dompot                  | 14801            | 6864            |
| 2023-03-24     | Tas                     | 33040            | 26816           |
|                | Dompot                  | 14376            | 11392           |
| 2023-03-25     | Tas                     | 35297            | 11952           |
|                | Dompot                  | 14292            | 7328            |
| 2023-03-26     | Tas                     | 37440            | 14496           |
|                | Dompot                  | 13092            | 5740            |
| 2023-03-27     | Tas                     | 53904            | 26496           |
|                | Dompot                  | 10000            | 4788            |
| 2023-03-28     | Tas                     | 36448            | 16144           |
|                | Dompot                  | 9332             | 3904            |
| 2023-03-29     | Tas                     | 33784            | 13632           |
|                | Dompot                  | 11632            | 6360            |
| 2023-03-30     | Tas                     | 31712            | 14840           |
|                | Dompot                  | 9896             | 6284            |
| 2023-03-31     | Tas                     | 32953            | 13569           |
|                | Dompot                  | 8660             | 5136            |
| 2023-04-01     | Tas                     | 42528            | 14192           |
|                | Dompot                  | 12851            | 5208            |
| 2023-04-02     | Tas                     | 46064            | 12864           |
|                | Dompot                  | 13992            | 5348            |
| 2023-04-03     | Tas                     | 30920            | 12512           |
|                | Dompot                  | 8984             | 4904            |
| 2023-04-04     | Tas                     | 41232            | 15152           |
|                | Dompot                  | 10724            | 3832            |
| 2023-04-05     | Tas                     | 34200            | 11872           |
|                | Dompot                  | 10344            | 4772            |
| 2023-04-06     | Tas                     | 47600            | 24224           |
|                | Dompot                  | 11524            | 7112            |
| 2023-04-07     | Tas                     | 40960            | 16928           |
|                | Dompot                  | 11469            | 6400            |
| 2023-04-08     | Tas                     | 33920            | 12040           |
|                | Dompot                  | 10772            | 5432            |
| 2023-04-09     | Tas                     | 38896            | 12576           |
|                | Dompot                  | 12936            | 6012            |
| 2023-04-10     | Tas                     | 69503            | 21664           |
|                | Dompot                  | 17496            | 10216           |
| 2023-04-11     | Tas                     | 53183            | 21040           |
|                | Dompot                  | 15508            | 6752            |



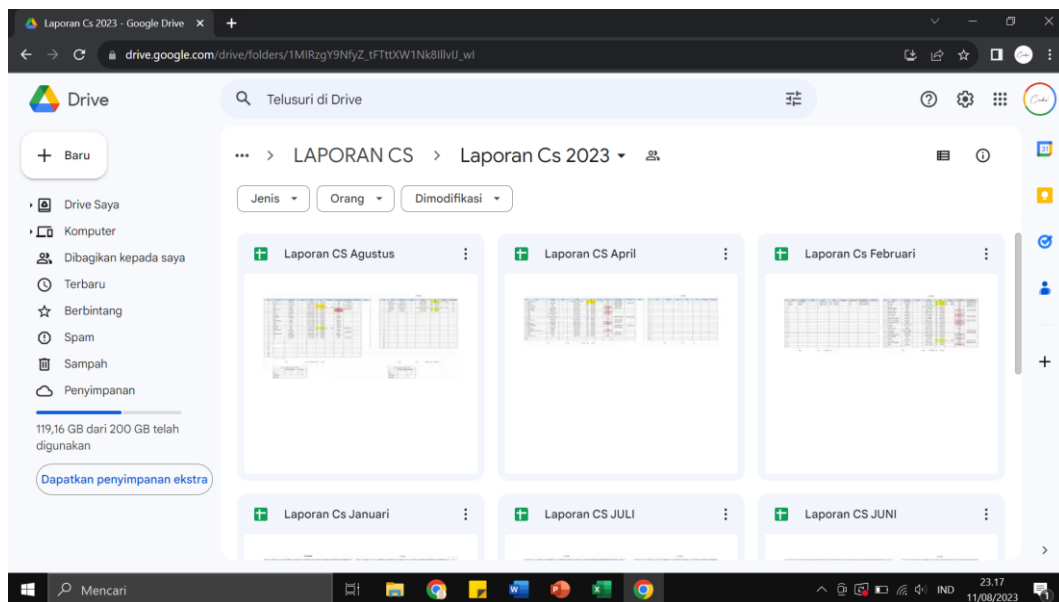
| <b>Tanggal</b>                           | <b>Keterangan Iklan</b> | <b>Instagram</b> | <b>Facebook</b> |
|--|-------------------------|------------------|-----------------|
| 2023-04-12                               | Tas                     | 63184            | 31104           |
|  | Dompot                  | 16872            | 7264            |
| 2023-04-13                               | Tas                     | 51232            | 29328           |
|  | Dompot                  | 17153            | 6320            |
| 2023-04-14                               | Tas                     | 46001            | 23088           |
|  | Dompot                  | 15444            | 4536            |
| 2023-04-15                               | Tas                     | 36288            | 24016           |
|  | Dompot                  | 18976            | 20096           |
| 2023-04-16                               | Tas                     | 40224            | 19552           |
|  | Dompot                  | 24464            | 14824           |
| 2023-04-17                               | Tas                     | 34128            | 22160           |
|  | Dompot                  | 23440            | 17048           |
| 2023-04-18                               | Tas                     | 16720            | 16080           |
|  | Dompot                  | 12768            | 11336           |
| 2023-04-19                               | Tas                     | 15008            | 11984           |
|  | Dompot                  | 8048             | 4592            |
| 2023-04-20                               | Tas                     | 7816             | 5756            |
|  | Dompot                  | 2671             | 1819            |
| <b>21.04.2023 – 24.04.2023<br/>LIBUR</b> |                         |                  |                 |
| 2023-04-25                               | Tas                     | 31168            | 22352           |
|  | Dompot                  | 28168            | 15128           |
| 2023-04-26                               | Tas                     | 52176            | 32160           |
|  | Dompot                  | 27424            | 9952            |
| 2023-04-27                               | Tas                     | 43087            | 28623           |
|  | Dompot                  | 23680            | 11232           |
| 2023-04-28                               | Tas                     | 48960            | 22448           |
|  | Dompot                  | 30648            | 7968            |
| 2023-04-29                               | Tas                     | 46624            | 20192           |
|  | Dompot                  | 26872            | 6480            |
| 2023-04-30                               | Tas                     | 44704            | 16288           |
|  | Dompot                  | 22168            | 5240            |
| 2023-05-01                               | Tas                     | 53312            | 20016           |
|  | Dompot                  | 32296            | 5576            |
| 2023-05-02                               | Tas                     | 48111            | 22512           |
|  | Dompot                  | 20887            | 4960            |
| 2023-05-03                               | Tas                     | 41103            | 20976           |
|  | Dompot                  | 20432            | 4640            |
| 2023-05-04                               | Tas                     | 49216            | 24800           |
|  | Dompot                  | 4576             | 22016           |
| 2023-05-05                               | Tas                     | 56468            | 25026           |
|  | Dompot                  | 23271            | 8952            |
| 2023-05-06                               | Tas                     | 63974            | 22562           |
|  | Dompot                  | 24421            | 7209            |

| <b>Tanggal</b> | <b>Keterangan Iklan</b> | <b>Instagram</b> | <b>Facebook</b> |
|----------------|-------------------------|------------------|-----------------|
| 2023-05-07     | Tas                     | 73024            | 23664           |
|                | Dompel                  | 24176            | 6776            |
| 2023-05-08     | Tas                     | 76672            | 27712           |
|                | Dompel                  | 27408            | 5848            |
| 2023-05-09     | Tas                     | 71409            | 27088           |
|                | Dompel                  | 21872            | 4960            |
| 2023-05-10     | Tas                     | 67392            | 36000           |
|                | Dompel                  | 20560            | 5344            |
| 2023-05-11     | Tas                     | 84895            | 55040           |
|                | Dompel                  | 20120            | 6048            |
| 2023-05-12     | Tas                     | 93889            | 60800           |
|                | Dompel                  | 17840            | 5968            |
| 2023-05-13     | Tas                     | 79744            | 48864           |
|                | Dompel                  | 15068            | 4152            |
| 2023-05-14     | Tas                     | 72928            | 55424           |
|                | Dompel                  | 17812            | 4648            |
| 2023-05-15     | Tas                     | 68832            | 45824           |
|                | Dompel                  | 4248             | 14740           |
| 2023-05-16     | Tas                     | 70880            | 37088           |
|                | Dompel                  | 13096            | 5124            |
| 2023-05-17     | Tas                     | 81664            | 38688           |
|                | Dompel                  | 5680             | 13488           |
| 2023-05-18     | Tas                     | 75585            | 29376           |
|                | Dompel                  | 14548            | 5020            |
| 2023-05-19     | Tas                     | 69664            | 34144           |
|                | Dompel                  | 21944            | 10992           |
| 2023-05-20     | Tas                     | 64224            | 31312           |
|                | Dompel                  | 24656            | 10984           |
| 2023-05-21     | Tas                     | 69712            | 25840           |
|                | Dompel                  | 26448            | 7944            |
| 2023-05-22     | Tas                     | 61953            | 29952           |
|                | Dompel                  | 25672            | 10576           |
| 2023-05-23     | Tas                     | 58576            | 25984           |
|                | Dompel                  | 29792            | 10848           |
| 2023-05-24     | Tas                     | 58337            | 26512           |
|                | Dompel                  | 25832            | 7008            |
| 2023-05-25     | Tas                     | 58464            | 31696           |
|                | Dompel                  | 19728            | 9456            |
| 2023-05-26     | Tas                     | 59808            | 35808           |
|                | Dompel                  | 17863            | 10744           |
| 2023-05-27     | Tas                     | 60416            | 27696           |
|                | Dompel                  | 17368            | 8016            |
| 2023-05-28     | Tas                     | 62320            | 27104           |
|                | Dompel                  | 20536            | 8328            |

| Tanggal    | Keterangan Iklan | Instagram | Facebook |
|------------|------------------|-----------|----------|
| 2023-05-29 | Tas              | 63215     | 34032    |
|            | Dompot           | 21552     | 8168     |
| 2023-05-30 | Tas              | 63168     | 39360    |
|            | Dompot           | 21880     | 7568     |
| 2023-05-31 | Tas              | 49890     | 37362    |
|            | Dompot           | 19107     | 8785     |

## Lampiran 6

### Data Pelanggan Cabs 2023



## **Lampiran 7**

### **Recording Wawancara**

Orang yang di Wawancarai : Hafiq Gani Porta

Jabatan: Owner

Pewawancara : Aryati Selviyana

Tanggal Wawancara : 10 April 2023

Lokasi Wawancara : Kantor Cabs

Daftar Singkatan: HGP = Hafiq Gani Porta, AS= Aryati Selviyana

AS : Permisi pa , saya ingin menanyakan seputar Cabs bisa pa ?

HGP : Iya Silahkan bu

AS : Jadi saya ingin menanyakan target efektivitas iklan pada produk cabs dalam 1 bulan pa dan bagaimana cara menghitung efektivitas tersebut?

HGP : Untuk target efektif iklan Cabs itu sekitar 10% dari Omzet , jadi untuk perhitungannya itu biasanya Budget iklan di bagi Omzet

AS : Baik pak , terima kasih atas informasi nya

HGP : Baik sama sama bu

**Lampiran 8**  
**Data Profil 384 Responden**

| No | Nama                 | Email                          | JK | U | PK | PS |
|----|----------------------|--------------------------------|----|---|----|----|
| 1  | Rani                 | 26ranioktaviani@gmail.com      | 2  | 1 | 4  | 2  |
| 2  | Siti aisyah          | Saaisyahh31@gmail.com          | 2  | 1 | 1  | 2  |
| 3  | Yola maharani        | Yolamaharani809@gmail.com      | 2  | 1 | 1  | 2  |
| 4  | Rika Ningsih         | Rikaayuningsih15@gmail.com     | 2  | 2 | 4  | 2  |
| 5  | Agnes kumalla        | Agneskumala1998@gmail.com      | 2  | 1 | 4  | 2  |
| 6  | Ambar                | Bundamilan12@gmail.com         | 2  | 3 | 4  | 2  |
| 7  | Meliana              | Memeyafriants@gmail.com        | 2  | 3 | 5  | 2  |
| 8  | Istiqomah            | Istiqomahzahraadinda@gmail.com | 2  | 3 | 3  | 2  |
| 9  | Usni                 | Usnisusantu@gmail.com          | 2  | 3 | 5  | 2  |
| 10 | Desgya Kartika       | Desgyakartika18@gmail.com      | 2  | 2 | 4  | 3  |
| 11 | Misra wati           | Misrawati@gmail.com            | 2  | 2 | 5  | 2  |
| 12 | Shabrina             | Shabmuf25@gmail.com            | 2  | 2 | 4  | 2  |
| 13 | Kartutik             | Kartutik30@gmail.com           | 2  | 2 | 3  | 2  |
| 14 | Nurwasiah            | Nurwasiah@gmail.com            | 2  | 2 | 5  | 2  |
| 15 | Alfia puji lestari   | Alfipujilestari@gmail.com      | 2  | 2 | 3  | 2  |
| 16 | Bondhanatieka        | Bondhanatieka@gmail.com        | 2  | 2 | 5  | 2  |
| 17 | Etha Syukur          | Ethasyukur@gmail.com           | 2  | 2 | 4  | 2  |
| 18 | agisti               | agistauli22@gmail.com          | 2  | 1 | 1  | 2  |
| 19 | Riri                 | nadyariri90@gmail.com          | 2  | 2 | 4  | 2  |
| 20 | Dina                 | Dnursyamsiyah@gmail.com        | 2  | 1 | 4  | 2  |
| 21 | Hermin               | Herminwidyaningrum17@gmail.com | 2  | 2 | 4  | 3  |
| 22 | Bila                 | nabilarbsmn@gmail.com          | 2  | 1 | 4  | 1  |
| 23 | syifa nadia          | syifanadiamlyd@gmail.com       | 2  | 1 | 4  | 1  |
| 24 | livya                | livya.erlanda99@gmail.com      | 2  | 1 | 4  | 3  |
| 25 | Erin Ruhama Fazrin   | erinruhamafazrin@gmail.com     | 2  | 1 | 5  | 2  |
| 26 | Siti Asminah         | Akuasminah@gmail.com           | 2  | 2 | 5  | 2  |
| 27 | Sapna a              | radensapnaa11@gmail.com        | 2  | 1 | 1  | 1  |
| 28 | Arum Puspa           | arumpuspa28@gmail.com          | 2  | 2 | 4  | 2  |
| 29 | Tia Santika          | tiasantika50@gmail.com         | 2  | 1 | 4  | 2  |
| 30 | Lia                  | liamarleyza87@gmail.com        | 2  | 1 | 4  | 2  |
| 31 | Aryati Selviyana     | Aryatiselviyana@gmail.com      | 2  | 1 | 4  | 2  |
| 32 | Astria Widiantika    | astrianawidiantika32@gmail.com | 2  | 1 | 1  | 2  |
| 33 | vika                 | vikaa30@gmail.com              | 2  | 1 | 1  | 1  |
| 34 | Nabila priscilia     | Nabilafriscilia321@gmail.com   | 2  | 1 | 4  | 1  |
| 35 | Rima                 | Rimasragen@gmail.com           | 2  | 1 | 1  | 1  |
| 36 | Yunita               | Yunitaardiyani@gmail.com       | 2  | 3 | 2  | 4  |
| 37 | Risa Siti Nurbanayah | Sitnurbanayahrisa@gmail.com    | 2  | 3 | 4  | 2  |
| 38 | Risa hawalia         | Risa.halawiya10@gmail.com      | 2  | 2 | 3  | 2  |

| No | Nama                   | Email                           | JK | U | PK | PS |
|----|------------------------|---------------------------------|----|---|----|----|
| 39 | Nurul                  | Nurulfazrina003@gmail.com       | 2  | 1 | 2  | 4  |
| 40 | Luluin                 | Luluin.masfufah@gmail.com       | 2  | 2 | 5  | 2  |
| 41 | Meri indriani          | Bintangfairuz07@gmail.com       | 2  | 3 | 5  | 2  |
| 42 | Dita                   | naskinass_@gmail.com            | 2  | 2 | 4  | 2  |
| 43 | Mawar                  | mawarkarorinwijanarko@gmail.com | 2  | 2 | 4  | 2  |
| 44 | Nur asiah              | Asiahnur2597@gmail.com          | 2  | 2 | 4  | 2  |
| 45 | Delillah Dessy Simbiak | Simbiakdessy@gmail.com          | 2  | 3 | 3  | 2  |
| 46 | Mia                    | Helmia_aba@gmail.com            | 2  | 3 | 4  | 2  |
| 47 | Nur                    | Kalamangnur@yahoo.com           | 2  | 2 | 4  | 2  |
| 48 | Tanti Kusuma Dewi      | Tntkusuma@gmail.com             | 2  | 1 | 4  | 2  |
| 49 | Nitayuniarti           | Yuniartinita@gmail.com          | 2  | 2 | 4  | 2  |
| 50 | Fitriya damayanti      | Fitriyadamayanti@gmail.com      | 2  | 3 | 4  | 2  |
| 51 | Mega                   | Magamega@gmail.com              | 2  | 2 | 5  | 2  |
| 52 | Lala                   | Lalaernawati@gmail.com          | 2  | 1 | 1  | 1  |
| 53 | Sabrina                | Sabrina20@gmail.com             | 2  | 1 | 6  | 1  |
| 54 | Nurjannah              | Jannahnur@gmail.com             | 2  | 3 | 5  | 2  |
| 55 | Dewi Kartiningsih      | Dewikartiningsih@gmail.com      | 2  | 2 | 5  | 2  |
| 56 | Della kirda            | Dellakirda@gmail.com            | 2  | 2 | 6  | 1  |
| 57 | Erisma anindiya        | Erismaanindiya@gmail.com        | 2  | 2 | 4  | 4  |
| 58 | Ratna Ramdhiana        | Ratnaramdhiana@gmail.com        | 2  | 2 | 4  | 4  |
| 59 | Aci                    | Acilapricilia@gmail.com         | 2  | 3 | 5  | 1  |
| 60 | Selvi                  | Selviyana@gmail.com             | 2  | 1 | 4  | 2  |
| 61 | Shadee                 | Shadeehijab.id@gmail.com        | 2  | 2 | 2  | 4  |
| 62 | Fabiola E Santo        | Fabiolasanto@gmail.com          | 2  | 2 | 6  | 1  |
| 63 | Aulia putri            | Putriaulia@gmail.com            | 2  | 2 | 3  | 2  |
| 64 | Diyana                 | Diyanaputri@gmail.com           | 2  | 2 | 4  | 2  |
| 65 | eliyani                | elelyanie@gmail.com             | 2  | 1 | 4  | 2  |
| 66 | SHAQILLA ADINDA        | shaqilladnd@gmail.com           | 2  | 1 | 4  | 2  |
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| 68 | Darifta                | Dari eta fatmawati@gmail.com    | 2  | 2 | 3  | 2  |
| 69 | Eni                    | Eniratnasari@gmail.com          | 2  | 2 | 4  | 2  |
| 70 | Fuji                   | Fujiyanti@gmail.com             | 2  | 1 | 1  | 1  |
| 71 | Tifani                 | Tifanidwipratiwi@gmail.com      | 2  | 1 | 1  | 1  |
| 72 | Nieke                  | Niekeratna@gmail.com            | 2  | 2 | 3  | 2  |
| 73 | Nunung                 | Nunung63@gmail.com              | 2  | 2 | 4  | 3  |
| 74 | Ashyar                 | Asyharaidil@gmail.com           | 2  | 2 | 5  | 2  |
| 75 | Afiuw                  | Afiuwzumala@gmail.com           | 2  | 2 | 5  | 2  |
| 76 | Aprilia                | Apriliani@gmail.com             | 2  | 3 | 3  | 3  |
| 77 | Trihartuti             | Trihartuti@gmail.com            | 2  | 2 | 4  | 3  |
| 78 | Berthy                 | Berthyalmunginza@gmail.com      | 2  | 2 | 3  | 3  |
| 79 | Vivin                  | Vi vi purnamasari@gmail.com     | 2  | 3 | 5  | 2  |

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| 81  | Euis                 | Euishastuti@gmail.com        | 2  | 2 | 4  | 3  |
| 82  | Rani oktaviani       | Oktavianirani@gmail.com      | 2  | 3 | 5  | 2  |
| 83  | Dewi hastuti         | Dewihastuti@gmail.com        | 2  | 2 | 4  | 3  |
| 84  | Windi silvia pratiwi | Windislv@gmail.com           | 2  | 2 | 2  | 3  |
| 85  | Afifhtun nuha        | Nuhafifa@gmail.com           | 2  | 1 | 1  | 2  |
| 86  | Eni isnaeni          | Eniisnaeni@gmail.com         | 2  | 2 | 5  | 3  |
| 87  | An Nisa Nur hera     | Annisanurhera@gmail.com      | 2  | 2 | 4  | 3  |
| 88  | Ismaratih sholikhah  | Ismaratih@gmail.co.          | 2  | 2 | 2  | 4  |
| 89  | Nurul fitri febian   | Nurulfitri_uchiha@gmail.com  | 2  | 1 | 1  | 2  |
| 90  | Maria Yehezkiel      | Mariayehezkiel@gmail.com     | 2  | 2 | 5  | 3  |
| 91  | Dyah rathih          | Dyara_dr@gmail.com           | 2  | 2 | 4  | 4  |
| 92  | Noviana              | Novianafadulah@gmail.com     | 2  | 2 | 4  | 4  |
| 93  | Habibah siregar      | Habibanun@gmail.com          | 2  | 2 | 4  | 3  |
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| 95  | Fitri puspitasari    | Missfitri05@gmail.com        | 2  | 2 | 4  | 3  |
| 96  | Aab dwi mery         | aanddwimery@gmail.com        | 2  | 2 | 4  | 3  |
| 97  | Leni saputri         | Putrilenisa_1001             | 2  | 2 | 5  | 2  |
| 98  | Aprilia Pangestu     | Apriliapangestu@gmail.com    | 2  | 2 | 4  | 3  |
| 99  | Indah nur lestarini  | Indahnurlestarini@gmail.com  | 2  | 2 | 2  | 4  |
| 100 | Yahya jamila         | Jamilayahya@gmail.com        | 2  | 1 | 1  | 1  |
| 101 | Erma kartikasari     | Erma_kartika@gmail.com       | 2  | 3 | 3  | 2  |
| 102 | Desy rahmawati       | Desirahmawati@gmail.com      | 2  | 1 | 1  | 1  |
| 103 | Pristi wigati        | Pristiwigati96@gmail.com     | 2  | 2 | 4  | 2  |
| 104 | Nita                 | Nitachoerunnisa697@gmail.com | 2  | 2 | 6  | 1  |
| 105 | Dewi noviyanti       | Dewinoviyanti@gmail.com      | 2  | 2 | 6  | 1  |
| 106 | Erlin Isnaeni Nasim  | Erlinisnaeny@gmail.com       | 2  | 1 | 1  | 2  |
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| 108 | Alvi Rizka Aldyza    | Alvirizkaaldyza@gmail.com    | 2  | 2 | 3  | 3  |
| 109 | Mumun                | Muyamusa@gmail.com           | 2  | 2 | 5  | 3  |
| 110 | Siti                 | Sitimasitoh@gmail.com        | 2  | 2 | 4  | 2  |
| 111 | Azizah               | Azizahsalimah3@gmail.com     | 2  | 1 | 1  | 1  |
| 112 | Nur sakilah          | Nsakilah87@gmail.com         | 2  | 3 | 3  | 3  |
| 113 | Herti                | Hertisilviati@gmail.com      | 2  | 2 | 4  | 3  |
| 114 | Renie mustika syari  | Renmustikasyr@gmail.com      | 2  | 2 | 5  | 2  |
| 115 | Elsa Sri anjani      | Elsasrianjani@gmail.com      | 2  | 1 | 4  | 3  |
| 116 | Dyah mustika dewi    | Dyahmustikadewi@gmail.com    | 2  | 2 | 4  | 4  |
| 117 | Reggi                | Reggiregitaputri@gmail.com   | 2  | 2 | 4  | 4  |
| 118 | Icha febriani        | Ichafebriani@gmail.com       | 2  | 2 | 2  | 4  |
| 119 | Sitiamalia           | Sitiamalia1791@gmail.com     | 2  | 2 | 5  | 1  |
| 120 | Della yulvi arini    | Dellayulviarini@gmail.com    | 2  | 2 | 2  | 4  |

| No  | Nama                        | Email                            | JK | U | PK | PS |
|-----|-----------------------------|----------------------------------|----|---|----|----|
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| 122 | Syanne                      | Syannehjosephingiy@gmail.com     | 2  | 2 | 3  | 3  |
| 123 | Rati perwitasari            | Rati.perwitasari@gmail.com       | 2  | 2 | 4  | 2  |
| 124 | Anis yuhaeni                | Anisyuheni@gmail.com             | 2  | 2 | 5  | 2  |
| 125 | Thalia ariyaputri           | Tha liar iya Putri@gmail.com     | 2  | 1 | 4  | 4  |
| 126 | Elma Febrianti              | Elmafebriantigmail.com           | 2  | 2 | 4  | 3  |
| 127 | Endah sari                  | Endahsari@gmail.com              | 2  | 1 | 2  | 4  |
| 128 | Vinna marthadilova          | Vinna.marthadilova@gmail.com     | 2  | 3 | 6  | 3  |
| 129 | Nuraini Fathonah Putri      | Nurainifathonahputri@gmail.com   | 2  | 2 | 3  | 3  |
| 130 | Hilda putri awaoia          | Hildaputriawaoia@gmail.com       | 2  | 3 | 3  | 3  |
| 131 | Dian Afriyanti              | Dianafriyanti@gmail.com          | 2  | 3 | 6  | 1  |
| 132 | Marina Safitri              | Marinasafitri13@gmail.com        | 2  | 2 | 4  | 4  |
| 133 | Maria                       | Mariamaria@gmail.com             | 2  | 3 | 5  | 2  |
| 134 | Hartin Silo                 | Hartinsilo98@gmail.com           | 2  | 1 | 1  | 1  |
| 135 | NIEKE RAHMA ARNAROSA        | niekearnarosa@gmail.com          | 2  | 2 | 3  | 2  |
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| 138 | Indah risna fitriyani       | Indahrisnafitriyani@gmail.com    | 2  | 2 | 5  | 2  |
| 139 | Rafika Taufik               | Rafikataufik@gmail.com           | 2  | 2 | 4  | 2  |
| 140 | Ratnawati Ramli             | Ratnawatiramli@gmail.com         | 2  | 2 | 6  | 1  |
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| 142 | Maylia                      | Mayliaputri@gmail.com            | 2  | 3 | 4  | 2  |
| 143 | Afifhtun Nuha               | Afifhtunnuha@gmail.com           | 2  | 1 | 1  | 2  |
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| 145 | YULI ARIANI<br>SETYANINGRUM | yuliarianisetyaningrum@gmail.com | 2  | 3 | 4  | 2  |
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| 150 | Yulianah                    | Yuliaanah@gmail.com              | 2  | 2 | 4  | 3  |
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| 381 | Salsabila         | salsabilpratama@yahoo.com   | 2  | 1 | 1  | 1  |
| 382 | Yunining          | yunining21puji@gmail.com    | 2  | 3 | 5  | 2  |
| 383 | Emming Sinaga     | emmingsinaga@yahoo.com      | 2  | 3 | 4  | 4  |
| 384 | Silvia nurhasanah | silvia.nurhasanah@yahoo.com | 2  | 2 | 2  | 4  |

**Lampiran 9**  
**Data Tabulasi Mentahan 30 Responden**

| N            | Pernyataan  |            |            |            |            |                |            |            |            |            |            |            |            |            |            |                    |            |            |            |            |
|--------------|-------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------|------------|------------|------------|------------|
|              | Empathy (E) |            |            |            |            | Persuation (P) |            |            |            |            | Impact (D) |            |            |            |            | Communicationa (K) |            |            |            |            |
|              | E1          | E2         | E3         | E4         | Total      | P1             | P2         | P3         | P4         | Total      | D1         | D2         | D3         | D4         | Total      | K1                 | K2         | K3         | K4         | Total      |
| 1            | 4           | 4          | 4          | 4          | 16         | 3              | 3          | 4          | 4          | 14         | 4          | 4          | 4          | 4          | 16         | 4                  | 4          | 4          | 4          | 16         |
| 2            | 4           | 4          | 5          | 5          | 18         | 4              | 4          | 4          | 4          | 16         | 4          | 4          | 5          | 5          | 18         | 5                  | 5          | 4          | 5          | 19         |
| 3            | 4           | 4          | 5          | 4          | 17         | 3              | 3          | 4          | 4          | 14         | 3          | 4          | 4          | 4          | 15         | 4                  | 4          | 4          | 4          | 16         |
| 4            | 4           | 4          | 4          | 4          | 16         | 4              | 5          | 4          | 4          | 17         | 4          | 4          | 4          | 4          | 16         | 4                  | 4          | 4          | 5          | 17         |
| 5            | 5           | 4          | 5          | 4          | 18         | 4              | 4          | 5          | 4          | 17         | 5          | 5          | 5          | 5          | 20         | 4                  | 5          | 4          | 4          | 17         |
| 6            | 4           | 4          | 4          | 4          | 16         | 4              | 4          | 5          | 5          | 18         | 4          | 4          | 4          | 4          | 16         | 4                  | 4          | 4          | 5          | 17         |
| 7            | 4           | 4          | 4          | 4          | 16         | 4              | 4          | 4          | 4          | 16         | 4          | 4          | 4          | 4          | 16         | 3                  | 4          | 3          | 4          | 14         |
| 8            | 4           | 4          | 4          | 5          | 17         | 5              | 4          | 5          | 5          | 19         | 4          | 5          | 5          | 4          | 18         | 4                  | 4          | 4          | 4          | 16         |
| 9            | 4           | 4          | 4          | 4          | 16         | 4              | 4          | 4          | 4          | 16         | 4          | 4          | 4          | 4          | 16         | 4                  | 4          | 4          | 4          | 16         |
| 10           | 4           | 4          | 4          | 4          | 16         | 4              | 4          | 4          | 4          | 16         | 4          | 4          | 4          | 4          | 16         | 4                  | 4          | 3          | 4          | 15         |
| 11           | 4           | 3          | 4          | 4          | 15         | 3              | 4          | 4          | 4          | 15         | 3          | 4          | 4          | 4          | 15         | 3                  | 4          | 4          | 5          | 16         |
| 12           | 4           | 5          | 5          | 4          | 18         | 4              | 4          | 5          | 4          | 17         | 3          | 4          | 4          | 4          | 15         | 5                  | 4          | 5          | 4          | 18         |
| 13           | 5           | 5          | 5          | 5          | 20         | 5              | 5          | 5          | 5          | 20         | 5          | 5          | 5          | 5          | 20         | 5                  | 5          | 5          | 5          | 20         |
| 14           | 4           | 4          | 4          | 3          | 15         | 4              | 4          | 4          | 4          | 16         | 4          | 4          | 4          | 4          | 16         | 4                  | 4          | 4          | 4          | 16         |
| 15           | 4           | 4          | 4          | 4          | 16         | 5              | 5          | 5          | 4          | 19         | 5          | 5          | 5          | 5          | 20         | 4                  | 4          | 4          | 4          | 16         |
| 16           | 3           | 2          | 2          | 4          | 11         | 1              | 1          | 3          | 3          | 8          | 2          | 3          | 2          | 3          | 10         | 2                  | 3          | 2          | 4          | 11         |
| 17           | 4           | 5          | 5          | 5          | 19         | 5              | 4          | 5          | 4          | 18         | 5          | 4          | 5          | 5          | 19         | 4                  | 4          | 4          | 5          | 17         |
| 18           | 4           | 4          | 4          | 4          | 16         | 4              | 4          | 4          | 4          | 16         | 3          | 3          | 4          | 4          | 14         | 4                  | 4          | 4          | 4          | 16         |
| 19           | 4           | 4          | 4          | 3          | 15         | 4              | 3          | 4          | 3          | 14         | 4          | 4          | 4          | 4          | 16         | 3                  | 4          | 4          | 3          | 14         |
| 20           | 3           | 3          | 4          | 3          | 13         | 3              | 3          | 4          | 4          | 14         | 3          | 3          | 4          | 4          | 14         | 4                  | 4          | 3          | 4          | 15         |
| 21           | 4           | 4          | 4          | 4          | 16         | 4              | 4          | 4          | 4          | 16         | 3          | 3          | 4          | 4          | 14         | 4                  | 4          | 4          | 4          | 16         |
| 22           | 4           | 4          | 4          | 4          | 16         | 3              | 3          | 4          | 4          | 14         | 4          | 4          | 4          | 4          | 16         | 4                  | 4          | 4          | 4          | 16         |
| 23           | 4           | 4          | 4          | 4          | 16         | 4              | 4          | 4          | 4          | 16         | 3          | 3          | 4          | 4          | 14         | 3                  | 3          | 4          | 4          | 14         |
| 24           | 4           | 4          | 3          | 3          | 14         | 3              | 3          | 3          | 3          | 12         | 3          | 3          | 4          | 4          | 14         | 4                  | 4          | 4          | 4          | 16         |
| 25           | 4           | 4          | 4          | 3          | 15         | 4              | 4          | 4          | 4          | 16         | 4          | 4          | 4          | 4          | 16         | 4                  | 4          | 4          | 4          | 16         |
| 26           | 5           | 5          | 4          | 5          | 19         | 5              | 4          | 4          | 5          | 18         | 4          | 5          | 4          | 4          | 17         | 5                  | 4          | 4          | 4          | 17         |
| 27           | 4           | 4          | 4          | 3          | 15         | 4              | 3          | 4          | 4          | 15         | 3          | 3          | 4          | 4          | 14         | 4                  | 4          | 4          | 4          | 16         |
| 28           | 4           | 4          | 4          | 4          | 16         | 3              | 3          | 3          | 3          | 12         | 3          | 3          | 4          | 4          | 14         | 4                  | 4          | 4          | 4          | 16         |
| 29           | 4           | 4          | 4          | 4          | 16         | 4              | 4          | 4          | 4          | 16         | 4          | 4          | 4          | 4          | 16         | 4                  | 4          | 4          | 4          | 16         |
| 30           | 4           | 4          | 4          | 4          | 16         | 3              | 3          | 4          | 4          | 14         | 3          | 3          | 4          | 4          | 14         | 4                  | 4          | 4          | 4          | 16         |
| <b>Total</b> | <b>121</b>  | <b>120</b> | <b>123</b> | <b>119</b> | <b>483</b> | <b>114</b>     | <b>111</b> | <b>124</b> | <b>120</b> | <b>469</b> | <b>111</b> | <b>116</b> | <b>124</b> | <b>124</b> | <b>475</b> | <b>118</b>         | <b>121</b> | <b>117</b> | <b>125</b> | <b>481</b> |

**Lampiran 10**  
**Data Tabulasi Mentah 384 Responden**

| N  | Pernyataan  |    |    |    |       |                |    |    |    |       |            |    |    |    |       |                   |    |    |    |       |
|----|-------------|----|----|----|-------|----------------|----|----|----|-------|------------|----|----|----|-------|-------------------|----|----|----|-------|
|    | Empathy (E) |    |    |    |       | Persuasion (P) |    |    |    |       | Impact (D) |    |    |    |       | Communication (K) |    |    |    |       |
|    | E1          | E2 | E3 | E4 | Total | P1             | P2 | P3 | P4 | Total | D1         | D2 | D3 | D4 | Total | K1                | K2 | K3 | K4 | Total |
| 1  | 5           | 5  | 4  | 4  | 18    | 4              | 4  | 5  | 4  | 17    | 4          | 4  | 5  | 5  | 18    | 5                 | 5  | 5  | 5  | 20    |
| 2  | 4           | 2  | 5  | 2  | 13    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 3  | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 4  | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 5  | 4           | 4  | 4  | 4  | 16    | 2              | 2  | 3  | 3  | 10    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 3  | 4  | 15    |
| 6  | 3           | 4  | 4  | 3  | 14    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 3  | 4  | 15    |
| 7  | 4           | 4  | 3  | 3  | 14    | 3              | 3  | 4  | 3  | 13    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 3  | 4  | 15    |
| 8  | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 9  | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 10 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 3          | 4  | 5  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 11 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 5  | 5  | 18    | 4          | 4  | 5  | 5  | 18    | 5                 | 5  | 4  | 4  | 18    |
| 12 | 3           | 4  | 3  | 3  | 13    | 3              | 3  | 3  | 3  | 12    | 2          | 2  | 4  | 4  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 13 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 14 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 15 | 4           | 4  | 4  | 3  | 15    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 3  | 4  | 15    |
| 16 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 17 | 4           | 4  | 4  | 4  | 16    | 3              | 2  | 3  | 3  | 11    | 2          | 4  | 4  | 3  | 13    | 3                 | 4  | 4  | 4  | 15    |
| 18 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 19 | 4           | 4  | 5  | 5  | 18    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 5  | 5  | 18    | 5                 | 5  | 4  | 5  | 19    |
| 20 | 4           | 4  | 5  | 4  | 17    | 3              | 3  | 4  | 4  | 14    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 21 | 4           | 4  | 4  | 4  | 16    | 4              | 5  | 4  | 4  | 17    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 5  | 17    |
| 22 | 5           | 4  | 5  | 4  | 18    | 4              | 4  | 5  | 4  | 17    | 5          | 5  | 5  | 5  | 20    | 4                 | 5  | 4  | 4  | 17    |
| 23 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 5  | 5  | 18    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 5  | 17    |
| 24 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 3                 | 4  | 3  | 4  | 14    |
| 25 | 4           | 4  | 4  | 5  | 17    | 5              | 4  | 5  | 5  | 19    | 4          | 5  | 5  | 4  | 18    | 4                 | 4  | 4  | 4  | 16    |
| 26 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 27 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 3  | 4  | 15    |
| 28 | 4           | 3  | 4  | 4  | 15    | 3              | 4  | 4  | 4  | 15    | 3          | 4  | 4  | 4  | 15    | 3                 | 4  | 4  | 5  | 16    |
| 29 | 4           | 5  | 5  | 4  | 18    | 4              | 4  | 5  | 4  | 17    | 3          | 4  | 4  | 4  | 15    | 5                 | 4  | 5  | 4  | 18    |
| 30 | 5           | 5  | 5  | 5  | 20    | 5              | 5  | 5  | 5  | 20    | 5          | 5  | 5  | 5  | 20    | 5                 | 5  | 5  | 5  | 20    |
| 31 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 32 | 4           | 4  | 4  | 4  | 16    | 5              | 5  | 5  | 4  | 19    | 5          | 5  | 5  | 5  | 20    | 4                 | 4  | 4  | 4  | 16    |
| 33 | 3           | 2  | 2  | 4  | 11    | 1              | 1  | 3  | 3  | 8     | 2          | 3  | 2  | 3  | 10    | 2                 | 3  | 2  | 4  | 11    |
| 34 | 4           | 5  | 5  | 5  | 19    | 5              | 4  | 5  | 4  | 18    | 5          | 4  | 5  | 5  | 19    | 4                 | 4  | 4  | 5  | 17    |
| 35 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 36 | 4           | 4  | 4  | 3  | 15    | 4              | 3  | 4  | 3  | 14    | 4          | 4  | 4  | 4  | 16    | 3                 | 4  | 4  | 3  | 14    |



| N  | Pernyataan  |    |    |    |       |                |    |    |    |       |            |    |    |    |       |                   |    |    |    |       |
|----|-------------|----|----|----|-------|----------------|----|----|----|-------|------------|----|----|----|-------|-------------------|----|----|----|-------|
|    | Empathy (E) |    |    |    |       | Persuasion (P) |    |    |    |       | Impact (D) |    |    |    |       | Communication (K) |    |    |    |       |
|    | E1          | E2 | E3 | E4 | Total | P1             | P2 | P3 | P4 | Total | D1         | D2 | D3 | D4 | Total | K1                | K2 | K3 | K4 | Total |
| 37 | 3           | 3  | 4  | 3  | 13    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 3  | 4  | 15    |
| 38 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 39 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 40 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 4  | 4  | 14    | 3                 | 3  | 4  | 4  | 14    |
| 41 | 4           | 4  | 3  | 3  | 14    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 42 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 43 | 5           | 5  | 4  | 5  | 19    | 5              | 4  | 4  | 5  | 18    | 4          | 5  | 4  | 4  | 17    | 5                 | 4  | 4  | 4  | 17    |
| 44 | 4           | 4  | 4  | 3  | 15    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 45 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 46 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 47 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 48 | 5           | 4  | 5  | 4  | 18    | 5              | 4  | 5  | 4  | 18    | 5          | 4  | 5  | 4  | 18    | 5                 | 4  | 5  | 4  | 18    |
| 49 | 3           | 3  | 3  | 2  | 11    | 3              | 2  | 3  | 3  | 11    | 2          | 3  | 3  | 3  | 11    | 3                 | 4  | 4  | 4  | 15    |
| 50 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 51 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 3  | 4  | 15    |
| 52 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 3  | 3  | 12    | 2          | 3  | 4  | 2  | 11    | 4                 | 4  | 4  | 4  | 16    |
| 53 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 5  | 4  | 17    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 54 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 3  | 3  | 12    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 55 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 56 | 3           | 3  | 4  | 3  | 13    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 2  | 11    | 4                 | 4  | 3  | 4  | 15    |
| 57 | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 58 | 4           | 4  | 3  | 3  | 14    | 2              | 2  | 3  | 2  | 9     | 3          | 3  | 4  | 2  | 12    | 4                 | 4  | 3  | 4  | 15    |
| 59 | 4           | 4  | 3  | 3  | 14    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 60 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 61 | 4           | 4  | 2  | 2  | 12    | 2              | 2  | 2  | 2  | 8     | 2          | 3  | 4  | 2  | 11    | 4                 | 4  | 4  | 4  | 16    |
| 62 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 63 | 3           | 2  | 3  | 2  | 10    | 3              | 3  | 3  | 3  | 12    | 2          | 3  | 4  | 4  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 64 | 4           | 4  | 4  | 4  | 16    | 5              | 4  | 5  | 4  | 18    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 65 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 3  | 3  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 66 | 4           | 5  | 4  | 3  | 16    | 5              | 4  | 4  | 5  | 18    | 4          | 4  | 4  | 5  | 17    | 4                 | 4  | 5  | 5  | 18    |
| 67 | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 68 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 69 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 70 | 2           | 3  | 4  | 2  | 11    | 3              | 2  | 3  | 3  | 11    | 2          | 2  | 4  | 2  | 10    | 3                 | 4  | 2  | 4  | 13    |
| 71 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 72 | 4           | 4  | 4  | 3  | 15    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 73 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 74 | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 3  | 3  | 12    | 2          | 2  | 3  | 2  | 9     | 4                 | 4  | 4  | 4  | 16    |

| N   | Pernyataan  |    |    |    |       |                |    |    |    |       |            |    |    |    |       |                   |    |    |    |       |
|-----|-------------|----|----|----|-------|----------------|----|----|----|-------|------------|----|----|----|-------|-------------------|----|----|----|-------|
|     | Empathy (E) |    |    |    |       | Persuasion (P) |    |    |    |       | Impact (D) |    |    |    |       | Communication (K) |    |    |    |       |
|     | E1          | E2 | E3 | E4 | Total | P1             | P2 | P3 | P4 | Total | D1         | D2 | D3 | D4 | Total | K1                | K2 | K3 | K4 | Total |
| 75  | 4           | 4  | 3  | 3  | 14    | 3              | 3  | 3  | 4  | 13    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 76  | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 3  | 3  | 12    | 2          | 2  | 2  | 2  | 8     | 4                 | 4  | 4  | 4  | 16    |
| 77  | 3           | 3  | 4  | 3  | 13    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 3  | 13    | 4                 | 5  | 4  | 5  | 18    |
| 78  | 4           | 4  | 2  | 2  | 12    | 3              | 2  | 3  | 3  | 11    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 79  | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 80  | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 81  | 4           | 4  | 2  | 2  | 12    | 2              | 2  | 2  | 2  | 8     | 2          | 2  | 3  | 2  | 9     | 2                 | 4  | 2  | 4  | 12    |
| 82  | 3           | 3  | 4  | 3  | 13    | 3              | 3  | 4  | 3  | 13    | 2          | 2  | 4  | 4  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 83  | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 84  | 4           | 4  | 5  | 5  | 18    | 4              | 5  | 4  | 4  | 17    | 4          | 4  | 5  | 5  | 18    | 4                 | 4  | 4  | 4  | 16    |
| 85  | 4           | 4  | 4  | 4  | 16    | 4              | 3  | 4  | 4  | 15    | 2          | 2  | 3  | 2  | 9     | 4                 | 4  | 4  | 4  | 16    |
| 86  | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 87  | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 3  | 2  | 9     | 3                 | 4  | 2  | 4  | 13    |
| 88  | 3           | 3  | 4  | 4  | 14    | 3              | 3  | 3  | 3  | 12    | 2          | 2  | 2  | 2  | 8     | 4                 | 4  | 3  | 4  | 15    |
| 89  | 3           | 3  | 4  | 2  | 12    | 3              | 3  | 3  | 3  | 12    | 2          | 2  | 3  | 3  | 10    | 3                 | 4  | 3  | 4  | 14    |
| 90  | 3           | 3  | 4  | 3  | 13    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 91  | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 92  | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 93  | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 94  | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 95  | 3           | 3  | 4  | 3  | 13    | 3              | 3  | 3  | 3  | 12    | 2          | 3  | 4  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 96  | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 97  | 4           | 4  | 4  | 3  | 15    | 4              | 3  | 4  | 4  | 15    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 3  | 4  | 15    |
| 98  | 3           | 3  | 3  | 2  | 11    | 3              | 2  | 4  | 4  | 13    | 4          | 4  | 4  | 3  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 99  | 3           | 3  | 4  | 2  | 12    | 3              | 3  | 4  | 3  | 13    | 3          | 3  | 2  | 2  | 10    | 3                 | 4  | 3  | 4  | 14    |
| 100 | 3           | 3  | 3  | 2  | 11    | 3              | 2  | 3  | 3  | 11    | 2          | 3  | 3  | 3  | 11    | 3                 | 4  | 4  | 4  | 15    |
| 101 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 102 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 3  | 4  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 103 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 104 | 3           | 3  | 4  | 3  | 13    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 105 | 3           | 3  | 4  | 3  | 13    | 4              | 3  | 4  | 4  | 15    | 3          | 4  | 4  | 3  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 106 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 107 | 3           | 3  | 4  | 3  | 13    | 4              | 4  | 4  | 4  | 16    | 2          | 2  | 3  | 2  | 9     | 3                 | 4  | 3  | 4  | 14    |
| 108 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 109 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 110 | 4           | 4  | 4  | 3  | 15    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 111 | 4           | 4  | 3  | 2  | 13    | 3              | 3  | 3  | 3  | 12    | 1          | 2  | 2  | 2  | 7     | 2                 | 4  | 2  | 4  | 12    |
| 112 | 3           | 3  | 3  | 2  | 11    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 3  | 2  | 11    | 3                 | 3  | 2  | 2  | 10    |

| N   | Pernyataan  |    |    |    |       |                |    |    |    |       |            |    |    |    |       |                   |    |    |    |       |
|-----|-------------|----|----|----|-------|----------------|----|----|----|-------|------------|----|----|----|-------|-------------------|----|----|----|-------|
|     | Empathy (E) |    |    |    |       | Persuasion (P) |    |    |    |       | Impact (D) |    |    |    |       | Communication (K) |    |    |    |       |
|     | E1          | E2 | E3 | E4 | Total | P1             | P2 | P3 | P4 | Total | D1         | D2 | D3 | D4 | Total | K1                | K2 | K3 | K4 | Total |
| 113 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 114 | 3           | 3  | 4  | 3  | 13    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 115 | 3           | 3  | 4  | 2  | 12    | 3              | 2  | 4  | 4  | 13    | 2          | 3  | 3  | 3  | 11    | 3                 | 4  | 3  | 4  | 14    |
| 116 | 3           | 3  | 3  | 2  | 11    | 3              | 2  | 3  | 3  | 11    | 3          | 3  | 3  | 3  | 12    | 3                 | 2  | 3  | 2  | 10    |
| 117 | 2           | 2  | 3  | 3  | 10    | 2              | 2  | 3  | 3  | 10    | 2          | 2  | 2  | 2  | 8     | 2                 | 4  | 2  | 4  | 12    |
| 118 | 3           | 3  | 4  | 2  | 12    | 3              | 2  | 4  | 4  | 13    | 2          | 2  | 3  | 3  | 10    | 3                 | 2  | 3  | 2  | 10    |
| 119 | 3           | 3  | 4  | 3  | 13    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 3  | 4  | 15    |
| 120 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 121 | 4           | 3  | 3  | 4  | 14    | 4              | 4  | 4  | 3  | 15    | 4          | 4  | 3  | 3  | 14    | 4                 | 4  | 3  | 4  | 15    |
| 122 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 123 | 4           | 3  | 4  | 3  | 14    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 124 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 125 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 3  | 15    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 126 | 3           | 3  | 4  | 3  | 13    | 4              | 3  | 4  | 4  | 15    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 127 | 3           | 3  | 3  | 2  | 11    | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 4  | 3  | 11    | 3                 | 4  | 3  | 4  | 14    |
| 128 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 129 | 3           | 4  | 4  | 3  | 14    | 3              | 2  | 4  | 4  | 13    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 130 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 3  | 3  | 12    | 3                 | 4  | 3  | 4  | 14    |
| 131 | 3           | 3  | 3  | 2  | 11    | 3              | 3  | 3  | 3  | 12    | 2          | 3  | 3  | 2  | 10    | 3                 | 2  | 3  | 2  | 10    |
| 132 | 3           | 3  | 4  | 3  | 13    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 133 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 134 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 135 | 3           | 3  | 4  | 3  | 13    | 4              | 2  | 4  | 4  | 14    | 3          | 4  | 3  | 3  | 13    | 4                 | 4  | 3  | 4  | 15    |
| 136 | 3           | 4  | 4  | 3  | 14    | 3              | 3  | 4  | 4  | 14    | 2          | 3  | 3  | 3  | 11    | 3                 | 4  | 3  | 4  | 14    |
| 137 | 4           | 4  | 4  | 4  | 16    | 4              | 3  | 4  | 4  | 15    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 138 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 139 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 2          | 3  | 4  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 140 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 141 | 3           | 4  | 3  | 3  | 13    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 3  | 13    | 3                 | 4  | 4  | 4  | 15    |
| 142 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 143 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 3  | 3  | 12    | 2          | 2  | 2  | 2  | 8     | 2                 | 4  | 3  | 4  | 13    |
| 144 | 3           | 4  | 4  | 3  | 14    | 3              | 4  | 4  | 4  | 15    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 145 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 146 | 3           | 4  | 4  | 3  | 14    | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 147 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 148 | 3           | 4  | 3  | 3  | 13    | 2              | 2  | 4  | 4  | 12    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 149 | 2           | 3  | 3  | 2  | 10    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 2  | 11    | 4                 | 4  | 3  | 4  | 15    |
| 150 | 4           | 3  | 3  | 2  | 12    | 2              | 2  | 4  | 4  | 12    | 4          | 4  | 4  | 3  | 15    | 4                 | 4  | 4  | 4  | 16    |

| N   | Pernyataan  |    |    |    |       |                |    |    |    |       |            |    |    |    |       |                   |    |    |    |       |
|-----|-------------|----|----|----|-------|----------------|----|----|----|-------|------------|----|----|----|-------|-------------------|----|----|----|-------|
|     | Empathy (E) |    |    |    |       | Persuasion (P) |    |    |    |       | Impact (D) |    |    |    |       | Communication (K) |    |    |    |       |
|     | E1          | E2 | E3 | E4 | Total | P1             | P2 | P3 | P4 | Total | D1         | D2 | D3 | D4 | Total | K1                | K2 | K3 | K4 | Total |
| 151 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 152 | 3           | 4  | 3  | 3  | 13    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 153 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 154 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 155 | 4           | 3  | 3  | 3  | 13    | 3              | 3  | 4  | 4  | 14    | 3          | 4  | 5  | 4  | 16    | 4                 | 5  | 4  | 5  | 18    |
| 156 | 4           | 4  | 4  | 4  | 16    | 4              | 3  | 4  | 4  | 15    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 157 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 158 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 159 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 160 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 161 | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 4  | 4  | 14    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 162 | 4           | 4  | 4  | 3  | 15    | 4              | 3  | 4  | 4  | 15    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 163 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 164 | 4           | 4  | 4  | 3  | 15    | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 3  | 4  | 15    |
| 165 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 166 | 3           | 3  | 3  | 3  | 12    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 167 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 168 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 169 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 170 | 2           | 2  | 2  | 2  | 8     | 3              | 3  | 3  | 3  | 12    | 2          | 2  | 3  | 2  | 9     | 3                 | 4  | 3  | 4  | 14    |
| 171 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 172 | 3           | 3  | 3  | 2  | 11    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 173 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 174 | 4           | 4  | 4  | 3  | 15    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 175 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 176 | 3           | 4  | 4  | 3  | 14    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 4  | 14    | 3                 | 5  | 3  | 5  | 16    |
| 177 | 4           | 4  | 4  | 4  | 16    | 4              | 3  | 4  | 4  | 15    | 4          | 4  | 2  | 2  | 12    | 2                 | 4  | 2  | 4  | 12    |
| 178 | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 3                 | 4  | 3  | 4  | 14    |
| 179 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 180 | 3           | 4  | 4  | 2  | 13    | 4              | 3  | 4  | 4  | 15    | 3          | 4  | 4  | 4  | 15    | 3                 | 4  | 4  | 3  | 14    |
| 181 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 182 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 3  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 183 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 3  | 2  | 9     | 3                 | 4  | 3  | 4  | 14    |
| 184 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 185 | 2           | 4  | 3  | 2  | 11    | 2              | 2  | 4  | 2  | 10    | 2          | 2  | 2  | 2  | 8     | 2                 | 4  | 2  | 4  | 12    |
| 186 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 187 | 4           | 4  | 4  | 3  | 15    | 3              | 2  | 4  | 4  | 13    | 2          | 3  | 3  | 3  | 11    | 4                 | 4  | 4  | 4  | 16    |
| 188 | 3           | 3  | 4  | 3  | 13    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 3  | 4  | 15    |

| N   | Pernyataan  |    |    |    |       |                |    |    |    |       |            |    |    |    |       |                   |    |    |    |       |
|-----|-------------|----|----|----|-------|----------------|----|----|----|-------|------------|----|----|----|-------|-------------------|----|----|----|-------|
|     | Empathy (E) |    |    |    |       | Persuasion (P) |    |    |    |       | Impact (D) |    |    |    |       | Communication (K) |    |    |    |       |
|     | E1          | E2 | E3 | E4 | Total | P1             | P2 | P3 | P4 | Total | D1         | D2 | D3 | D4 | Total | K1                | K2 | K3 | K4 | Total |
| 189 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 5  | 5  | 18    | 4          | 4  | 4  | 4  | 16    | 4                 | 5  | 4  | 5  | 18    |
| 190 | 4           | 4  | 5  | 4  | 17    | 5              | 5  | 5  | 5  | 20    | 4          | 4  | 4  | 4  | 16    | 4                 | 5  | 4  | 5  | 18    |
| 191 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 192 | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 3  | 2  | 9     | 3                 | 4  | 3  | 4  | 14    |
| 193 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 194 | 3           | 3  | 3  | 2  | 11    | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 3  | 3  | 12    | 3                 | 4  | 3  | 4  | 14    |
| 195 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 196 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 197 | 3           | 3  | 4  | 3  | 13    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 198 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 199 | 2           | 2  | 4  | 2  | 10    | 3              | 3  | 4  | 4  | 14    | 2          | 3  | 2  | 2  | 9     | 2                 | 4  | 3  | 4  | 13    |
| 200 | 2           | 2  | 2  | 2  | 8     | 2              | 2  | 4  | 4  | 12    | 2          | 2  | 3  | 2  | 9     | 2                 | 4  | 4  | 4  | 14    |
| 201 | 4           | 4  | 3  | 3  | 14    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 202 | 2           | 3  | 4  | 3  | 12    | 4              | 3  | 4  | 4  | 15    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 203 | 3           | 3  | 4  | 3  | 13    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 204 | 4           | 4  | 3  | 3  | 14    | 4              | 2  | 4  | 4  | 14    | 2          | 3  | 3  | 2  | 10    | 3                 | 4  | 2  | 4  | 13    |
| 205 | 2           | 2  | 4  | 2  | 10    | 4              | 2  | 4  | 4  | 14    | 4          | 3  | 2  | 2  | 11    | 4                 | 4  | 4  | 4  | 16    |
| 206 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 207 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 208 | 2           | 2  | 2  | 2  | 8     | 2              | 2  | 4  | 4  | 12    | 2          | 2  | 3  | 3  | 10    | 3                 | 4  | 2  | 4  | 13    |
| 209 | 2           | 2  | 2  | 2  | 8     | 3              | 2  | 4  | 3  | 12    | 3          | 3  | 3  | 3  | 12    | 3                 | 4  | 3  | 4  | 14    |
| 210 | 2           | 2  | 3  | 2  | 9     | 3              | 2  | 4  | 4  | 13    | 2          | 2  | 2  | 2  | 8     | 2                 | 4  | 4  | 4  | 14    |
| 211 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 3  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 212 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 213 | 4           | 4  | 4  | 2  | 14    | 4              | 3  | 4  | 4  | 15    | 4          | 3  | 3  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 214 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 215 | 2           | 3  | 3  | 2  | 10    | 3              | 2  | 4  | 4  | 13    | 4          | 4  | 3  | 3  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 216 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 217 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 218 | 3           | 3  | 3  | 2  | 11    | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 219 | 2           | 2  | 3  | 2  | 9     | 3              | 2  | 4  | 4  | 13    | 4          | 2  | 2  | 2  | 10    | 2                 | 4  | 2  | 4  | 12    |
| 220 | 3           | 3  | 3  | 2  | 11    | 3              | 3  | 4  | 4  | 14    | 4          | 3  | 3  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 221 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 222 | 2           | 2  | 3  | 2  | 9     | 4              | 2  | 4  | 4  | 14    | 3          | 3  | 3  | 2  | 11    | 3                 | 4  | 3  | 4  | 14    |
| 223 | 4           | 4  | 4  | 4  | 16    | 2              | 3  | 4  | 4  | 13    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 224 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 225 | 4           | 4  | 4  | 2  | 14    | 4              | 2  | 4  | 4  | 14    | 2          | 3  | 3  | 3  | 11    | 2                 | 4  | 3  | 4  | 13    |
| 226 | 2           | 2  | 2  | 2  | 8     | 4              | 2  | 4  | 4  | 14    | 4          | 3  | 3  | 3  | 13    | 3                 | 4  | 3  | 4  | 14    |

| N   | Pernyataan  |    |    |    |       |                |    |    |    |       |            |    |    |    |       |                   |    |    |    |       |
|-----|-------------|----|----|----|-------|----------------|----|----|----|-------|------------|----|----|----|-------|-------------------|----|----|----|-------|
|     | Empathy (E) |    |    |    |       | Persuasion (P) |    |    |    |       | Impact (D) |    |    |    |       | Communication (K) |    |    |    |       |
|     | E1          | E2 | E3 | E4 | Total | P1             | P2 | P3 | P4 | Total | D1         | D2 | D3 | D4 | Total | K1                | K2 | K3 | K4 | Total |
| 227 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 228 | 2           | 2  | 3  | 2  | 9     | 3              | 2  | 2  | 3  | 10    | 4          | 4  | 3  | 3  | 14    | 3                 | 4  | 3  | 4  | 14    |
| 229 | 4           | 4  | 4  | 3  | 15    | 3              | 2  | 4  | 4  | 13    | 2          | 3  | 2  | 2  | 9     | 4                 | 4  | 4  | 4  | 16    |
| 230 | 3           | 3  | 3  | 2  | 11    | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 4  | 3  | 13    | 4                 | 4  | 4  | 4  | 16    |
| 231 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 232 | 2           | 2  | 4  | 2  | 10    | 2              | 2  | 4  | 3  | 11    | 2          | 2  | 2  | 2  | 8     | 4                 | 4  | 4  | 4  | 16    |
| 233 | 4           | 4  | 4  | 3  | 15    | 4              | 2  | 4  | 4  | 14    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 234 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 2  | 2  | 8     | 2                 | 2  | 2  | 4  | 10    |
| 235 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 3  | 3  | 12    | 2          | 2  | 2  | 2  | 8     | 4                 | 4  | 4  | 4  | 16    |
| 236 | 2           | 3  | 2  | 2  | 9     | 3              | 3  | 3  | 3  | 12    | 2          | 2  | 4  | 3  | 11    | 4                 | 4  | 4  | 4  | 16    |
| 237 | 3           | 4  | 4  | 3  | 14    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 3  | 15    | 3                 | 3  | 2  | 3  | 11    |
| 238 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 239 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 3  | 3  | 14    | 3                 | 4  | 3  | 3  | 13    |
| 240 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 241 | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 4  | 4  | 14    | 2          | 3  | 3  | 2  | 10    | 3                 | 4  | 3  | 4  | 14    |
| 242 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 243 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 244 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 245 | 4           | 4  | 4  | 4  | 16    | 4              | 3  | 4  | 4  | 15    | 2          | 2  | 3  | 2  | 9     | 4                 | 4  | 4  | 4  | 16    |
| 246 | 2           | 3  | 3  | 2  | 10    | 3              | 2  | 4  | 4  | 13    | 2          | 2  | 2  | 2  | 8     | 2                 | 2  | 3  | 2  | 9     |
| 247 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 248 | 2           | 3  | 3  | 3  | 11    | 3              | 2  | 4  | 4  | 13    | 2          | 3  | 3  | 3  | 11    | 2                 | 4  | 2  | 4  | 12    |
| 249 | 2           | 2  | 2  | 2  | 8     | 2              | 2  | 3  | 3  | 10    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 250 | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 2  | 2  | 8     | 4                 | 4  | 4  | 4  | 16    |
| 251 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 252 | 3           | 3  | 4  | 2  | 12    | 3              | 2  | 4  | 4  | 13    | 2          | 3  | 3  | 4  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 253 | 2           | 2  | 2  | 2  | 8     | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 3  | 12    | 3                 | 4  | 4  | 4  | 15    |
| 254 | 4           | 4  | 4  | 4  | 16    | 4              | 3  | 4  | 4  | 15    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 255 | 2           | 3  | 3  | 2  | 10    | 3              | 2  | 4  | 4  | 13    | 2          | 2  | 2  | 2  | 8     | 3                 | 4  | 4  | 4  | 15    |
| 256 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 257 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 258 | 2           | 2  | 3  | 2  | 9     | 2              | 2  | 4  | 4  | 12    | 2          | 2  | 2  | 2  | 8     | 2                 | 2  | 2  | 2  | 8     |
| 259 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 260 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 3  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 261 | 2           | 2  | 2  | 2  | 8     | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 3  | 3  | 12    | 3                 | 4  | 3  | 4  | 14    |
| 262 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 263 | 2           | 2  | 2  | 2  | 8     | 4              | 2  | 4  | 4  | 14    | 2          | 2  | 3  | 3  | 10    | 3                 | 4  | 3  | 4  | 14    |
| 264 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |

| N   | Pernyataan  |    |    |    |       |                |    |    |    |       |            |    |    |    |       |                   |    |    |    |       |
|-----|-------------|----|----|----|-------|----------------|----|----|----|-------|------------|----|----|----|-------|-------------------|----|----|----|-------|
|     | Empathy (E) |    |    |    |       | Persuasion (P) |    |    |    |       | Impact (D) |    |    |    |       | Communication (K) |    |    |    |       |
|     | E1          | E2 | E3 | E4 | Total | P1             | P2 | P3 | P4 | Total | D1         | D2 | D3 | D4 | Total | K1                | K2 | K3 | K4 | Total |
| 265 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 266 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 267 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 268 | 2           | 3  | 3  | 2  | 10    | 2              | 2  | 4  | 4  | 12    | 2          | 2  | 3  | 2  | 9     | 3                 | 4  | 4  | 4  | 15    |
| 269 | 2           | 2  | 3  | 2  | 9     | 2              | 2  | 4  | 3  | 11    | 2          | 2  | 2  | 2  | 8     | 2                 | 4  | 3  | 4  | 13    |
| 270 | 4           | 4  | 4  | 3  | 15    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 271 | 2           | 2  | 2  | 2  | 8     | 3              | 2  | 4  | 3  | 12    | 2          | 2  | 3  | 3  | 10    | 3                 | 4  | 3  | 4  | 14    |
| 272 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 273 | 2           | 3  | 3  | 2  | 10    | 3              | 3  | 4  | 3  | 13    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 274 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 275 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 276 | 2           | 2  | 2  | 2  | 8     | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 3  | 3  | 10    | 3                 | 4  | 3  | 4  | 14    |
| 277 | 2           | 2  | 2  | 2  | 8     | 2              | 2  | 2  | 2  | 8     | 2          | 2  | 2  | 2  | 8     | 2                 | 2  | 2  | 2  | 8     |
| 278 | 4           | 4  | 4  | 4  | 16    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 279 | 3           | 3  | 4  | 3  | 13    | 4              | 3  | 4  | 4  | 15    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 280 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 281 | 2           | 2  | 2  | 2  | 8     | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 3  | 3  | 10    | 3                 | 4  | 3  | 4  | 14    |
| 282 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 283 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 284 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 3  | 3  | 12    | 3                 | 3  | 3  | 3  | 12    |
| 285 | 3           | 3  | 3  | 2  | 11    | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 3  | 3  | 12    | 3                 | 4  | 3  | 4  | 14    |
| 286 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 287 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 288 | 2           | 2  | 2  | 2  | 8     | 2              | 2  | 4  | 4  | 12    | 2          | 2  | 2  | 2  | 8     | 4                 | 4  | 4  | 4  | 16    |
| 289 | 2           | 2  | 2  | 2  | 8     | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 2  | 2  | 8     | 3                 | 4  | 4  | 4  | 15    |
| 290 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 291 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 3  | 3  | 12    | 2          | 3  | 4  | 3  | 12    | 3                 | 4  | 3  | 4  | 14    |
| 292 | 3           | 3  | 4  | 4  | 14    | 2              | 2  | 4  | 4  | 12    | 3          | 3  | 3  | 2  | 11    | 4                 | 4  | 4  | 4  | 16    |
| 293 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 3  | 3  | 14    | 4          | 4  | 4  | 4  | 16    | 3                 | 3  | 4  | 4  | 14    |
| 294 | 2           | 2  | 2  | 2  | 8     | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 295 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 296 | 2           | 2  | 2  | 2  | 8     | 2              | 2  | 3  | 3  | 10    | 2          | 2  | 2  | 2  | 8     | 2                 | 4  | 2  | 3  | 11    |
| 297 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 298 | 4           | 4  | 4  | 4  | 16    | 3              | 2  | 4  | 4  | 13    | 2          | 3  | 3  | 3  | 11    | 4                 | 4  | 4  | 4  | 16    |
| 299 | 2           | 2  | 2  | 2  | 8     | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 3  | 3  | 10    | 2                 | 2  | 2  | 2  | 8     |
| 300 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 301 | 2           | 2  | 3  | 2  | 9     | 2              | 2  | 4  | 4  | 12    | 2          | 2  | 3  | 3  | 10    | 2                 | 3  | 2  | 3  | 10    |
| 302 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |

| N   | Pernyataan  |    |    |    |       |                |    |    |    |       |            |    |    |    |       |                   |    |    |    |       |
|-----|-------------|----|----|----|-------|----------------|----|----|----|-------|------------|----|----|----|-------|-------------------|----|----|----|-------|
|     | Empathy (E) |    |    |    |       | Persuasion (P) |    |    |    |       | Impact (D) |    |    |    |       | Communication (K) |    |    |    |       |
|     | E1          | E2 | E3 | E4 | Total | P1             | P2 | P3 | P4 | Total | D1         | D2 | D3 | D4 | Total | K1                | K2 | K3 | K4 | Total |
| 303 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 304 | 2           | 2  | 2  | 2  | 8     | 3              | 3  | 4  | 3  | 13    | 2          | 3  | 2  | 2  | 9     | 3                 | 3  | 3  | 3  | 12    |
| 305 | 3           | 3  | 4  | 3  | 13    | 3              | 3  | 4  | 4  | 14    | 2          | 3  | 3  | 3  | 11    | 4                 | 4  | 4  | 4  | 16    |
| 306 | 3           | 3  | 4  | 3  | 13    | 2              | 2  | 4  | 4  | 12    | 3          | 3  | 4  | 3  | 13    | 3                 | 4  | 3  | 4  | 14    |
| 307 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 308 | 2           | 2  | 2  | 2  | 8     | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 3  | 3  | 12    | 3                 | 3  | 3  | 3  | 12    |
| 309 | 4           | 4  | 4  | 3  | 15    | 3              | 2  | 4  | 4  | 13    | 2          | 2  | 3  | 3  | 10    | 4                 | 4  | 4  | 4  | 16    |
| 310 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 2          | 2  | 3  | 3  | 10    | 4                 | 4  | 4  | 4  | 16    |
| 311 | 2           | 2  | 2  | 2  | 8     | 2              | 2  | 4  | 3  | 11    | 2          | 2  | 2  | 2  | 8     | 2                 | 4  | 2  | 2  | 10    |
| 312 | 4           | 4  | 4  | 2  | 14    | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 313 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 314 | 2           | 2  | 3  | 2  | 9     | 3              | 2  | 4  | 4  | 13    | 2          | 2  | 3  | 3  | 10    | 4                 | 4  | 4  | 4  | 16    |
| 315 | 4           | 4  | 4  | 3  | 15    | 4              | 3  | 4  | 4  | 15    | 4          | 4  | 4  | 4  | 16    | 4                 | 5  | 4  | 5  | 18    |
| 316 | 3           | 3  | 3  | 2  | 11    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 317 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 318 | 4           | 4  | 4  | 3  | 15    | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 4  | 4  | 14    | 4                 | 5  | 4  | 4  | 17    |
| 319 | 3           | 4  | 4  | 3  | 14    | 4              | 4  | 4  | 4  | 16    | 3          | 4  | 4  | 4  | 15    | 2                 | 3  | 4  | 4  | 13    |
| 320 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 321 | 3           | 3  | 4  | 3  | 13    | 3              | 2  | 4  | 4  | 13    | 3          | 3  | 4  | 4  | 14    | 4                 | 2  | 4  | 2  | 12    |
| 322 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 323 | 2           | 2  | 2  | 2  | 8     | 2              | 2  | 4  | 4  | 12    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 324 | 2           | 2  | 2  | 2  | 8     | 2              | 2  | 4  | 3  | 11    | 2          | 2  | 2  | 2  | 8     | 2                 | 2  | 2  | 3  | 9     |
| 325 | 3           | 4  | 4  | 4  | 15    | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 2  | 2  | 8     | 4                 | 4  | 4  | 4  | 16    |
| 326 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 327 | 2           | 2  | 3  | 3  | 10    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 3  | 12    | 3                 | 5  | 3  | 5  | 16    |
| 328 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 3                 | 3  | 3  | 3  | 12    |
| 329 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 330 | 3           | 3  | 3  | 2  | 11    | 2              | 2  | 3  | 2  | 9     | 3          | 2  | 3  | 2  | 10    | 3                 | 2  | 2  | 2  | 9     |
| 331 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 3  | 3  | 14    | 3                 | 4  | 3  | 4  | 14    |
| 332 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 5  | 4  | 5  | 18    |
| 333 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 334 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 335 | 2           | 2  | 2  | 2  | 8     | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 336 | 3           | 3  | 2  | 3  | 11    | 3              | 2  | 4  | 3  | 12    | 2          | 2  | 4  | 4  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 337 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 3  | 3  | 12    | 3          | 3  | 3  | 3  | 12    | 3                 | 3  | 3  | 3  | 12    |
| 338 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 339 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 340 | 3           | 3  | 2  | 2  | 10    | 2              | 2  | 3  | 3  | 10    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |



| N   | Pernyataan  |    |    |    |       |                |    |    |    |       |            |    |    |    |       |                   |    |    |    |       |
|-----|-------------|----|----|----|-------|----------------|----|----|----|-------|------------|----|----|----|-------|-------------------|----|----|----|-------|
|     | Empathy (E) |    |    |    |       | Persuasion (P) |    |    |    |       | Impact (D) |    |    |    |       | Communication (K) |    |    |    |       |
|     | E1          | E2 | E3 | E4 | Total | P1             | P2 | P3 | P4 | Total | D1         | D2 | D3 | D4 | Total | K1                | K2 | K3 | K4 | Total |
| 341 | 2           | 2  | 2  | 2  | 8     | 2              | 2  | 2  | 2  | 8     | 2          | 2  | 3  | 3  | 10    | 3                 | 3  | 3  | 3  | 12    |
| 342 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 343 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 344 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 3  | 3  | 14    | 3                 | 5  | 3  | 5  | 16    |
| 345 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 3  | 3  | 12    | 4          | 4  | 4  | 4  | 16    | 4                 | 2  | 4  | 2  | 12    |
| 346 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 347 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 3  | 3  | 12    | 2                 | 4  | 4  | 4  | 14    |
| 348 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 349 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 3  | 3  | 12    | 3                 | 2  | 3  | 2  | 10    |
| 350 | 2           | 2  | 2  | 2  | 8     | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 3  | 12    | 3                 | 3  | 3  | 3  | 12    |
| 351 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 352 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 3  | 3  | 12    | 2          | 2  | 2  | 2  | 8     | 4                 | 4  | 4  | 4  | 16    |
| 353 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 354 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 2  | 2  | 8     | 4                 | 4  | 4  | 4  | 16    |
| 355 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 356 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 3          | 3  | 3  | 3  | 12    | 3                 | 4  | 3  | 4  | 14    |
| 357 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 358 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 2          | 2  | 2  | 2  | 8     | 4                 | 4  | 4  | 4  | 16    |
| 359 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 360 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 361 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 362 | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 4  | 4  | 14    | 2          | 2  | 3  | 3  | 10    | 4                 | 4  | 4  | 4  | 16    |
| 363 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 3  | 3  | 12    | 2          | 2  | 3  | 3  | 10    | 4                 | 4  | 4  | 4  | 16    |
| 364 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 365 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 2          | 2  | 2  | 2  | 8     | 4                 | 4  | 4  | 4  | 16    |
| 366 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 367 | 4           | 4  | 4  | 4  | 16    | 2              | 2  | 2  | 2  | 8     | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 368 | 4           | 4  | 4  | 4  | 16    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 369 | 4           | 4  | 4  | 4  | 16    | 3              | 3  | 4  | 4  | 14    | 3          | 3  | 3  | 3  | 12    | 4                 | 4  | 4  | 4  | 16    |
| 370 | 4           | 4  | 4  | 3  | 15    | 4              | 4  | 4  | 4  | 16    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 371 | 2           | 2  | 4  | 3  | 11    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 372 | 3           | 3  | 3  | 3  | 12    | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 5  | 4  | 5  | 18    |
| 373 | 2           | 2  | 2  | 2  | 8     | 3              | 3  | 4  | 4  | 14    | 4          | 4  | 4  | 4  | 16    | 4                 | 4  | 4  | 4  | 16    |
| 374 | 4           | 4  | 3  | 3  | 14    | 3              | 3  | 3  | 3  | 12    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 3  | 4  | 15    |
| 375 | 3           | 3  | 4  | 3  | 13    | 3              | 2  | 4  | 4  | 13    | 3          | 4  | 4  | 4  | 15    | 4                 | 4  | 4  | 4  | 16    |
| 376 | 4           | 4  | 4  | 4  | 16    | 4              | 3  | 4  | 4  | 15    | 3          | 4  | 4  | 4  | 15    | 4                 | 5  | 4  | 5  | 18    |
| 377 | 4           | 4  | 4  | 3  | 15    | 3              | 3  | 4  | 4  | 14    | 2          | 4  | 4  | 4  | 14    | 4                 | 4  | 4  | 4  | 16    |
| 378 | 3           | 4  | 3  | 2  | 12    | 3              | 4  | 4  | 3  | 14    | 2          | 4  | 3  | 2  | 11    | 3                 | 4  | 4  | 4  | 15    |

|              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 379          | 4         | 4         | 4         | 4         | 16        | 4         | 4         | 4         | 4         | 16        | 4         | 4         | 4         | 4         | 16        | 4         | 4         | 4         | 4         | 16        |
| 380          | 3         | 3         | 3         | 3         | 12        | 4         | 4         | 4         | 4         | 16        | 3         | 4         | 4         | 4         | 15        | 4         | 4         | 4         | 4         | 16        |
| 381          | 4         | 4         | 4         | 4         | 16        | 4         | 3         | 4         | 4         | 15        | 3         | 4         | 4         | 4         | 15        | 3         | 4         | 3         | 4         | 14        |
| 382          | 4         | 4         | 4         | 4         | 16        | 4         | 4         | 4         | 4         | 16        | 4         | 4         | 4         | 4         | 16        | 4         | 4         | 4         | 4         | 16        |
| 383          | 4         | 4         | 4         | 4         | 16        | 3         | 3         | 4         | 4         | 14        | 3         | 4         | 4         | 4         | 15        | 4         | 4         | 4         | 4         | 16        |
| 384          | 4         | 4         | 4         | 4         | 16        | 2         | 2         | 4         | 4         | 12        | 4         | 4         | 4         | 4         | 16        | 4         | 4         | 4         | 4         | 16        |
| <b>Total</b> | <b>13</b> | <b>13</b> | <b>14</b> | <b>12</b> | <b>53</b> | <b>13</b> | <b>12</b> | <b>14</b> | <b>14</b> | <b>55</b> | <b>12</b> | <b>12</b> | <b>13</b> | <b>13</b> | <b>52</b> | <b>14</b> | <b>15</b> | <b>14</b> | <b>15</b> | <b>58</b> |
|              | <b>52</b> | <b>71</b> | <b>05</b> | <b>61</b> | <b>89</b> | <b>31</b> | <b>47</b> | <b>85</b> | <b>61</b> | <b>24</b> | <b>50</b> | <b>95</b> | <b>85</b> | <b>30</b> | <b>60</b> | <b>28</b> | <b>13</b> | <b>28</b> | <b>15</b> | <b>84</b> |

## Lampiran 11

### Hasil Uji Validitas

#### Dimensi *Empathy* (E)

#### Correlations

|        |                     | E1     | E2     | E3     | E4     | TotalE |
|--------|---------------------|--------|--------|--------|--------|--------|
| E1     | Pearson Correlation | 1      | ,709** | ,535** | ,411*  | ,796** |
|        | Sig. (2-tailed)     |        | ,000   | ,002   | ,024   | ,000   |
|        | N                   | 30     | 30     | 30     | 30     | 30     |
| E2     | Pearson Correlation | ,709** | 1      | ,677** | ,382*  | ,863** |
|        | Sig. (2-tailed)     | ,000   |        | ,000   | ,037   | ,000   |
|        | N                   | 30     | 30     | 30     | 30     | 30     |
| E3     | Pearson Correlation | ,535** | ,677** | 1      | ,378*  | ,825** |
|        | Sig. (2-tailed)     | ,002   | ,000   |        | ,039   | ,000   |
|        | N                   | 30     | 30     | 30     | 30     | 30     |
| E4     | Pearson Correlation | ,411*  | ,382*  | ,378*  | 1      | ,701** |
|        | Sig. (2-tailed)     | ,024   | ,037   | ,039   |        | ,000   |
|        | N                   | 30     | 30     | 30     | 30     | 30     |
| TotalE | Pearson Correlation | ,796** | ,863** | ,825** | ,701** | 1      |
|        | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   |        |
|        | N                   | 30     | 30     | 30     | 30     | 30     |

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

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

**Dimensi Persuasion (P)**

|        |                     | <b>Correlations</b> |        |        |        |        |
|--------|---------------------|---------------------|--------|--------|--------|--------|
|        |                     | P1                  | P2     | P3     | P4     | TotalP |
| P1     | Pearson Correlation | 1                   | ,830** | ,698** | ,620** | ,930** |
|        | Sig. (2-tailed)     |                     | ,000   | ,000   | ,000   | ,000   |
|        | N                   | 30                  | 30     | 30     | 30     | 30     |
| P2     | Pearson Correlation | ,830**              | 1      | ,623** | ,579** | ,899** |
|        | Sig. (2-tailed)     | ,000                |        | ,000   | ,001   | ,000   |
|        | N                   | 30                  | 30     | 30     | 30     | 30     |
| P3     | Pearson Correlation | ,698**              | ,623** | 1      | ,689** | ,842** |
|        | Sig. (2-tailed)     | ,000                | ,000   |        | ,000   | ,000   |
|        | N                   | 30                  | 30     | 30     | 30     | 30     |
| P4     | Pearson Correlation | ,620**              | ,579** | ,689** | 1      | ,793** |
|        | Sig. (2-tailed)     | ,000                | ,001   | ,000   |        | ,000   |
|        | N                   | 30                  | 30     | 30     | 30     | 30     |
| TotalP | Pearson Correlation | ,930**              | ,899** | ,842** | ,793** | 1      |
|        | Sig. (2-tailed)     | ,000                | ,000   | ,000   | ,000   |        |
|        | N                   | 30                  | 30     | 30     | 30     | 30     |

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

**Dimensi Impact (D)**

|        |                     | <b>Correlations</b> |        |        |        |        |
|--------|---------------------|---------------------|--------|--------|--------|--------|
|        |                     | D1                  | D2     | D3     | D4     | TotalD |
| D1     | Pearson Correlation | 1                   | ,796** | ,741** | ,763** | ,945** |
|        | Sig. (2-tailed)     |                     | ,000   | ,000   | ,000   | ,000   |
|        | N                   | 30                  | 30     | 30     | 30     | 30     |
| D2     | Pearson Correlation | ,796**              | 1      | ,579** | ,528** | ,848** |
|        | Sig. (2-tailed)     | ,000                |        | ,001   | ,003   | ,000   |
|        | N                   | 30                  | 30     | 30     | 30     | 30     |
| D3     | Pearson Correlation | ,741**              | ,579** | 1      | ,899** | ,882** |
|        | Sig. (2-tailed)     | ,000                | ,001   |        | ,000   | ,000   |
|        | N                   | 30                  | 30     | 30     | 30     | 30     |
| D4     | Pearson Correlation | ,763**              | ,528** | ,899** | 1      | ,867** |
|        | Sig. (2-tailed)     | ,000                | ,003   | ,000   |        | ,000   |
|        | N                   | 30                  | 30     | 30     | 30     | 30     |
| TotalD | Pearson Correlation | ,945**              | ,848** | ,882** | ,867** | 1      |
|        | Sig. (2-tailed)     | ,000                | ,000   | ,000   | ,000   |        |
|        | N                   | 30                  | 30     | 30     | 30     | 30     |

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

### Dimensi *Communication* (K)

#### Correlations

|        |                     | K1     | K2     | K3     | K4     | TotalK |
|--------|---------------------|--------|--------|--------|--------|--------|
| K1     | Pearson Correlation | 1      | ,660** | ,669** | ,273   | ,886** |
|        | Sig. (2-tailed)     |        | ,000   | ,000   | ,145   | ,000   |
|        | N                   | 30     | 30     | 30     | 30     | 30     |
| K2     | Pearson Correlation | ,660** | 1      | ,472** | ,331   | ,786** |
|        | Sig. (2-tailed)     | ,000   |        | ,009   | ,074   | ,000   |
|        | N                   | 30     | 30     | 30     | 30     | 30     |
| K3     | Pearson Correlation | ,669** | ,472** | 1      | ,205   | ,798** |
|        | Sig. (2-tailed)     | ,000   | ,009   |        | ,278   | ,000   |
|        | N                   | 30     | 30     | 30     | 30     | 30     |
| K4     | Pearson Correlation | ,273   | ,331   | ,205   | 1      | ,558** |
|        | Sig. (2-tailed)     | ,145   | ,074   | ,278   |        | ,001   |
|        | N                   | 30     | 30     | 30     | 30     | 30     |
| TotalK | Pearson Correlation | ,886** | ,786** | ,798** | ,558** | 1      |
|        | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,001   |        |
|        | N                   | 30     | 30     | 30     | 30     | 30     |

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

## Lampiran 12

### Hasil Uji Reliabilitas

#### Dimensi *Empathy* (E)

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,795             | 4          |

#### Dimensi *Persuasion* (P)

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,882             | 4          |

#### Dimensi *Impact* (D)

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,896             | 4          |

#### Dimensi *Communication* (K)

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,754             | 4          |

**Lampiran 13**  
**Hasil *Frequency* Kuesioner**

**Empati 1**

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju  | 52        | 13,5    | 13,5          | 13,5               |
|       | Ragu-Ragu     | 85        | 22,1    | 22,1          | 35,7               |
|       | Setuju        | 242       | 63,0    | 63,0          | 98,7               |
|       | Sangat Setuju | 5         | 1,3     | 1,3           | 100,0              |
|       | Total         | 384       | 100,0   | 100,0         |                    |

**Empati 2**

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju  | 44        | 11,5    | 11,5          | 11,5               |
|       | Ragu-Ragu     | 83        | 21,6    | 21,6          | 33,1               |
|       | Setuju        | 251       | 65,4    | 65,4          | 98,4               |
|       | Sangat Setuju | 6         | 1,6     | 1,6           | 100,0              |
|       | Total         | 384       | 100,0   | 100,0         |                    |

**Empati 3**

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju  | 34        | 8,9     | 8,9           | 8,9                |
|       | Ragu-Ragu     | 73        | 19,0    | 19,0          | 27,9               |
|       | Setuju        | 267       | 69,5    | 69,5          | 97,4               |
|       | Sangat Setuju | 10        | 2,6     | 2,6           | 100,0              |
|       | Total         | 384       | 100,0   | 100,0         |                    |

**Empati 4**

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju  | 80        | 20,8    | 20,8          | 20,8               |
|       | Ragu-Ragu     | 121       | 31,5    | 31,5          | 52,3               |
|       | Setuju        | 177       | 46,1    | 46,1          | 98,4               |
|       | Sangat Setuju | 6         | 1,6     | 1,6           | 100,0              |
|       | Total         | 384       | 100,0   | 100,0         |                    |

**Peruasi 1**

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju  | 6         | 1,6     | 1,6           | 1,6                |
|       | Ragu-Ragu     | 53        | 13,8    | 13,8          | 15,4               |
|       | Setuju        | 311       | 81,0    | 81,0          | 96,4               |
|       | Sangat Setuju | 14        | 3,6     | 3,6           | 100,0              |
|       | Total         | 384       | 100,0   | 100,0         |                    |

**Persuasi 2**

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju  | 8         | 2,1     | 2,1           | 2,1                |
|       | Ragu-Ragu     | 67        | 17,4    | 17,4          | 19,5               |
|       | Setuju        | 301       | 78,4    | 78,4          | 97,9               |
|       | Sangat Setuju | 8         | 2,1     | 2,1           | 100,0              |
|       | Total         | 384       | 100,0   | 100,0         |                    |

**Persuasi 3**

|       |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1         | ,3      | ,3            | ,3                 |
|       | Tidak Setuju        | 30        | 7,8     | 7,8           | 8,1                |
|       | Ragu-Ragu           | 151       | 39,3    | 39,3          | 47,4               |
|       | Setuju              | 193       | 50,3    | 50,3          | 97,7               |
|       | Sangat Setuju       | 9         | 2,3     | 2,3           | 100,0              |

|       |     |       |       |
|-------|-----|-------|-------|
| Total | 384 | 100,0 | 100,0 |
|-------|-----|-------|-------|

#### Persuasi 4

|       |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1         | ,3      | ,3            | ,3                 |
|       | Tidak Setuju        | 76        | 19,8    | 19,8          | 20,1               |
|       | Ragu-Ragu           | 139       | 36,2    | 36,2          | 56,3               |
|       | Setuju              | 163       | 42,4    | 42,4          | 98,7               |
|       | Sangat Setuju       | 5         | 1,3     | 1,3           | 100,0              |
|       | Total               | 384       | 100,0   | 100,0         |                    |

#### Dampak 1

|       |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1         | ,3      | ,3            | ,3                 |
|       | Tidak Setuju        | 83        | 21,6    | 21,6          | 21,9               |
|       | Ragu-Ragu           | 122       | 31,8    | 31,8          | 53,6               |
|       | Setuju              | 173       | 45,1    | 45,1          | 98,7               |
|       | Sangat Setuju       | 5         | 1,3     | 1,3           | 100,0              |
|       | Total               | 384       | 100,0   | 100,0         |                    |

#### Dampak 2

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju  | 60        | 15,6    | 15,6          | 15,6               |
|       | Ragu-Ragu     | 126       | 32,8    | 32,8          | 48,4               |
|       | Setuju        | 193       | 50,3    | 50,3          | 98,7               |
|       | Sangat Setuju | 5         | 1,3     | 1,3           | 100,0              |
|       | Total         | 384       | 100,0   | 100,0         |                    |

#### Dampak 3

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju  | 34        | 8,9     | 8,9           | 8,9                |
|       | Ragu-Ragu     | 95        | 24,7    | 24,7          | 33,6               |
|       | Setuju        | 243       | 63,3    | 63,3          | 96,9               |
|       | Sangat Setuju | 12        | 3,1     | 3,1           | 100,0              |
|       | Total         | 384       | 100,0   | 100,0         |                    |



**Dampak 4**

|       |               | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | Tidak Setuju  | 58        | 15,1    | 15,1          | 15,1                  |
|       | Ragu-Ragu     | 99        | 25,8    | 25,8          | 40,9                  |
|       | Setuju        | 218       | 56,8    | 56,8          | 97,7                  |
|       | Sangat Setuju | 9         | 2,3     | 2,3           | 100,0                 |
|       | Total         | 384       | 100,0   | 100,0         |                       |

**Komunikasi 1**

|       |               | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | Tidak Setuju  | 25        | 6,5     | 6,5           | 6,5                   |
|       | Ragu-Ragu     | 65        | 16,9    | 16,9          | 23,4                  |
|       | Setuju        | 287       | 74,7    | 74,7          | 98,2                  |
|       | Sangat Setuju | 7         | 1,8     | 1,8           | 100,0                 |
|       | Total         | 384       | 100,0   | 100,0         |                       |

**Komunikasi 2**

|       |               | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | Tidak Setuju  | 13        | 3,4     | 3,4           | 3,4                   |
|       | Ragu-Ragu     | 14        | 3,6     | 3,6           | 7,0                   |
|       | Setuju        | 340       | 88,5    | 88,5          | 95,6                  |
|       | Sangat Setuju | 17        | 4,4     | 4,4           | 100,0                 |
|       | Total         | 384       | 100,0   | 100,0         |                       |

**Komunikasi 3**

|       |               | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | Tidak Setuju  | 23        | 6,0     | 6,0           | 6,0                   |
|       | Ragu-Ragu     | 67        | 17,4    | 17,4          | 23,4                  |
|       | Setuju        | 289       | 75,3    | 75,3          | 98,7                  |
|       | Sangat Setuju | 5         | 1,3     | 1,3           | 100,0                 |
|       | Total         | 384       | 100,0   | 100,0         |                       |

**Komunikasi 4**

|       |               | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | Tidak Setuju  | 13        | 3,4     | 3,4           | 3,4                   |
|       | Ragu-Ragu     | 14        | 3,6     | 3,6           | 7,0                   |
|       | Setuju        | 338       | 88,0    | 88,0          | 95,1                  |
|       | Sangat Setuju | 19        | 4,9     | 4,9           | 100,0                 |
|       | Total         | 384       | 100,0   | 100,0         |                       |

**Lampiran 14**  
**Analisis Tabulasi Sederhana**

**a. *Empathy***

Tabel *empathy* 1

| Atribut             | Frekuensi  | Persen      |
|---------------------|------------|-------------|
| Sangat Setuju       | 5          | 1%          |
| Setuju              | 242        | 63%         |
| Biasa Saja          | 85         | 22%         |
| Tidak Setuju        | 52         | 14%         |
| Sangat Tidak Setuju | 0          | 0%          |
| <b>Total</b>        | <b>384</b> | <b>100%</b> |

Tabel *Empathy* 2

| Atribut             | Frekuensi  | Persen      |
|---------------------|------------|-------------|
| Sangat Setuju       | 6          | 2%          |
| Setuju              | 251        | 65%         |
| Biasa Saja          | 83         | 22%         |
| Tidak Setuju        | 44         | 11%         |
| Sangat Tidak Setuju | 0          | 0%          |
| <b>Total</b>        | <b>384</b> | <b>100%</b> |

Tabel *Empathy 3*

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 10               | 3%            |
| Setuju              | 267              | 70%           |
| Biasa Saja          | 73               | 19%           |
| Tidak Setuju        | 34               | 9%            |
| Sangat Tidak Setuju | 0                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel *Empathy 4*

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 6                | 2%            |
| Setuju              | 177              | 46%           |
| Biasa Saja          | 121              | 32%           |
| Tidak Setuju        | 80               | 21%           |
| Sangat Tidak Setuju | 0                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel rata-rata *empathy*

|                           | <b>N</b>   | <b>Mean</b> |
|---------------------------|------------|-------------|
| <i>Empathy 1</i>          | 384        | 3,52        |
| <i>Empathy 2</i>          | 384        | 3,57        |
| <i>Empathy 3</i>          | 384        | 3,66        |
| <i>Empathy 4</i>          | 384        | 3,28        |
| <b>Valid N (listwise)</b> | <b>384</b> |             |

**b. Persuasion**

Tabel *persuasion* 1

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 14               | 4%            |
| Setuju              | 311              | 81%           |
| Biasa Saja          | 53               | 14%           |
| Tidak Setuju        | 6                | 2%            |
| Sangat Tidak Setuju | 0                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel *persuasion* 2

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 8                | 2%            |
| Setuju              | 301              | 78%           |
| Biasa Saja          | 67               | 17%           |
| Tidak Setuju        | 8                | 2%            |
| Sangat Tidak Setuju | 0                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel *persuasion* 3

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 9                | 2%            |
| Setuju              | 193              | 50%           |
| Biasa Saja          | 151              | 39%           |
| Tidak Setuju        | 30               | 8%            |
| Sangat Tidak Setuju | 1                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel *persuasion* 4

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 5                | 1%            |
| Setuju              | 163              | 42%           |
| Biasa Saja          | 139              | 36%           |
| Tidak Setuju        | 76               | 20%           |
| Sangat Tidak Setuju | 1                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel rata-rata *persuasion*

|                           | <b>N</b>   | <b>Mean</b> |
|---------------------------|------------|-------------|
| <i>persuasion</i> 1       | 384        | 3,85        |
| <i>persuasion</i> 2       | 384        | 3,80        |
| <i>persuasion</i> 3       | 384        | 3,47        |
| <i>persuasion</i> 4       | 384        | 3,25        |
| <b>Valid N (listwise)</b> | <b>384</b> |             |

### c. *Impact*

Tabel *Impact* 1

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 5                | 1%            |
| Setuju              | 173              | 45%           |
| Biasa Saja          | 122              | 32%           |
| Tidak Setuju        | 83               | 22%           |
| Sangat Tidak Setuju | 1                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel *Impact 2*

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 5                | 1%            |
| Setuju              | 193              | 50%           |
| Biasa Saja          | 126              | 33%           |
| Tidak Setuju        | 60               | 16%           |
| Sangat Tidak Setuju | 0                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel *Impact 3*

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 12               | 3%            |
| Setuju              | 243              | 63%           |
| Biasa Saja          | 95               | 25%           |
| Tidak Setuju        | 34               | 9%            |
| Sangat Tidak Setuju | 0                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel *Impact 4*

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 9                | 2%            |
| Setuju              | 218              | 57%           |
| Biasa Saja          | 99               | 26%           |
| Tidak Setuju        | 58               | 15%           |
| Sangat Tidak Setuju | 0                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel rata-rata *impact*

|                           | <b>N</b>   | <b>Mean</b> |
|---------------------------|------------|-------------|
| <i>impact 1</i>           | 384        | 3,26        |
| <i>impact 2</i>           | 384        | 3,37        |
| <i>impact 3</i>           | 384        | 3,61        |
| <i>impact 4</i>           | 384        | 3,46        |
| <b>Valid N (listwise)</b> | <b>384</b> |             |

**d. Communication**Tabel *communication 1*

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 7                | 2%            |
| Setuju              | 287              | 75%           |
| Biasa Saja          | 65               | 17%           |
| Tidak Setuju        | 25               | 7%            |
| Sangat Tidak Setuju | 0                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel *communication 2*

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 17               | 4%            |
| Setuju              | 340              | 89%           |
| Biasa Saja          | 14               | 4%            |
| Tidak Setuju        | 13               | 3%            |
| Sangat Tidak Setuju | 0                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |



Tabel *communication 3*

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 5                | 1%            |
| Setuju              | 289              | 75%           |
| Biasa Saja          | 67               | 17%           |
| Tidak Setuju        | 23               | 6%            |
| Sangat Tidak Setuju | 0                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel *communication 4*

| <b>Atribut</b>      | <b>Frekuensi</b> | <b>Persen</b> |
|---------------------|------------------|---------------|
| Sangat Setuju       | 19               | 5%            |
| Setuju              | 338              | 88%           |
| Biasa Saja          | 14               | 4%            |
| Tidak Setuju        | 13               | 3%            |
| Sangat Tidak Setuju | 0                | 0%            |
| <b>Total</b>        | <b>384</b>       | <b>100%</b>   |

Tabel rata-rata *communication*

|                           | <b>N</b>   | <b>Mean</b> |
|---------------------------|------------|-------------|
| <i>communication 1</i>    | 384        | 3,72        |
| <i>communication 2</i>    | 384        | 3,94        |
| <i>communication 3</i>    | 384        | 3,73        |
| <i>communication 4</i>    | 384        | 3,95        |
| <b>Valid N (listwise)</b> | <b>384</b> |             |