



LAMPIRAN

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Lampiran 1 Kuesioner Penelitian
PENGARUH PENGGUNAAN MEDIA SOSIAL INSTAGRAM
@bangradenkopi TERHADAP CITRA KEDAI KOPI BANG RADEN
GALAXY DI KALANGAN FOLLOWERS

No	Pernyataan	Jawaban				
		STS	TS	RG	S	SS
	Penggunaan Media Sosial Instagram (X)					
1	Feed dan story Instagram Bang Raden kopi Mudah diikuti					
2	Feed dan Story dari Instagram Bang Raden kopi menarik perhatian					
3	Feed dan Story dari Instagram Bang Raden kopi membuat penasaran					
4	Pesan yang disampaikan Bang raden kopi mudah di pahami					
5	Pesan yang disampaikan Bang raden kopi menciptakan pemahaman					
6	Pesan yang disampaikan Bang raden kopi membuat ingin datang ke toko					
7	Pesan yang disampaikan Bang raden kopi membuat ketertarikan					
8	Story dan Highlight dari Instagram bang raden tentang customer membuat instagram bang raden menjadi seru					
9	Story yang di share kembali oleh pengikut dari bang raden kopi menarik diikuti					
10	Pengikut Instagram Bang raden kopi ikut membagikan pesan dari feed/story dari bang raden kopi					
11	Interaksi antara admin dan pengikut Instagram bang raden kopi sering terjadi					
12	Bang raden kopi memiliki cita rasa kopi yang unik					
13	Bang raden kopi adalah perusahaan yang ikut mengenalkan produk dalam negeri					
	Citra Kedai Kopi Bang Raden					
1	Kedai Kopi Bang Raden dipercaya dalam melayani kebutuhan makanan dan minuman dengan tempat yang nyaman					
2	Saya menyukai Bang raden kopi					
3	Saya menyukai cita rasa dari produk bang raden kopi					
4	Saya memiliki tingkat kepercayaan yang tinggi terhadap bang raden kopi					
5	Bang raden kopi mempunyai kinerja yang baik					
6	Bang raden kopi memiliki Nama baik di mata customer					

No	Pernyataan	Jawaban				
		STS	TS	RG	S	SS
7	Bang raden kopi cepat tanggap terhadap keluhan					
8	Bang raden kopi dekat dengan customer baik online maupun offline					
9	Bang raden kopi mengutamakan kepuasan customer					
10	Bang raden kopi memberikan pelayanan terbaik kepada customer					
11	Bang raden kopi memiliki Logo yang menarik					
12	Bang raden kopi memiliki logo yang mudah diingat					
13	Bang raden kopi memiliki warna logo yang mudah dikenali					



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Lampiran 2 Tabulasi Data Penelitian

Penggunaan Media Sosial													Pembentukan Citra												
MS.1	MS.2	MS.3	MS.4	MS.5	MS.6	MS.7	MS.8	MS.9	MS.10	MS.11	MS.12	MS.13	PC.1	PC.2	PC.3	PC.4	PC.5	PC.6	PC.7	PC.8	PC.9	PC.10	PC.11	PC.12	PC.13
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Penggunaan Media Sosial													Pembentukan Citra												
MS.1	MS.2	MS.3	MS.4	MS.5	MS.6	MS.7	MS.8	MS.9	MS.10	MS.11	MS.12	MS.13	PC.1	PC.2	PC.3	PC.4	PC.5	PC.6	PC.7	PC.8	PC.9	PC.10	PC.11	PC.12	PC.13
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Penggunaan Media Sosial													Pembentukan Citra												
MS.1	MS.2	MS.3	MS.4	MS.5	MS.6	MS.7	MS.8	MS.9	MS.10	MS.11	MS.12	MS.13	PC.1	PC.2	PC.3	PC.4	PC.5	PC.6	PC.7	PC.8	PC.9	PC.10	PC.11	PC.12	PC.13
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Penggunaan Media Sosial													Pembentukan Citra												
MS.1	MS.2	MS.3	MS.4	MS.5	MS.6	MS.7	MS.8	MS.9	MS.10	MS.11	MS.12	MS.13	PC.1	PC.2	PC.3	PC.4	PC.5	PC.6	PC.7	PC.8	PC.9	PC.10	PC.11	PC.12	PC.13
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Lampiran 3 Hasil Pengujian SPSS

Correlations

		MS .1	MS .2	MS .3	MS .4	MS .5	MS .6	MS .7	MS .8	MS .9	MS. 10	MS. 11	MS. 12	MS. 13	Penggu naan Media Sosial
MS. 1	Pearson Correlation	1	,54 6**	,26 9**	,68 4**	,31 1**	,37 1**	,36 5**	,19 3	– 13 7	– 10 5	,49 4**	– 13 1	– 22 0*	,571**
	Sig. (2- tailed)		,00 0	,00 7	,00 0	,00 2	,00 0	,00 0	,05 4	,17 3	,88 3	,00 0	,19 5	,02 8	,000
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100 0	100 0	100 0	100 0	100
MS. 2	Pearson Correlation	,54 6**	1	,33 2**	,26 2**	,50 4**	,55 7**	,49 1**	,33 8**	,14 1	– 10 2	,35 3**	,07 9	,12 7	,693**
	Sig. (2- tailed)	,00 0		,00 1	,00 8	,00 0	,00 0	,00 0	,00 1	,16 2	,67 7	,00 0	,43 5	,20 8	,000
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100 0	100 0	100 0	100 0	100
MS. 3	Pearson Correlation	,26 9**	,33 2**	1	,19 8*	,49 8**	,47 6**	,42 0**	,71 0**	,33 3**	,41 7**	,31 0**	,23 1*	– 03 2	,719**
	Sig. (2- tailed)	,00 7	,00 1		,04 8	,00 0	,00 0	,00 0	,00 0	,00 1	,00 0	,00 2	,02 0	,75 1	,000
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100 0	100 0	100 0	100 0	100
MS. 4	Pearson Correlation	,68 4**	,26 2**	,19 8*	1	,12 4	,30 6**	,49 1**	,19 7*	– 22 4*	– 29 1**	,30 2**	,01 2	– 25 8**	,440**
	Sig. (2- tailed)	,00 0	,00 8	,04 8		,22 0	,00 2	,00 0	,05 0	,02 5	,00 3	,00 2	,90 3	,00 9	,000
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100 0	100 0	100 0	100 0	100
MS. 5	Pearson Correlation	,31 1**	,50 4**	,49 8**	,12 4	1	,30 9**	,30 8**	,33 3**	,15 6	,39 7**	,10 5	,23 7*	,21 5*	,617**
	Sig. (2- tailed)	,00 2	,00 0	,00 0	,22 0		,00 2	,00 2	,00 1	,12 0	,00 0	,30 0	,01 8	,03 2	,000
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100 0	100 0	100 0	100 0	100
MS. 6	Pearson Correlation	,37 1**	,55 7**	,47 6**	,30 6**	,30 9**	1	,66 5**	,44 6**	,27 8**	– 10 7	,29 3**	,34 0**	,07 8	,737**
	Sig. (2- tailed)	,00 0	,00 0	,00 0	,00 2	,00 2		,00 0	,00 0	,00 5	,28 8	,00 3	,00 1	,44 3	,000
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100 0	100 0	100 0	100 0	100

N	10	10	10	10	10	10	10	10	10	100	100	100	100	100
	0	0	0	0	0	0	0	0	0					



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MS. 7	Pearson Correlation	,365**	,491**	,420**	,491**	,308**	,665**	1	,322**	,078	,075	,321**	,311**	,120	,717**
	Sig. (2-tailed)	,000	,000	,000	,000	,002	,000		,001	,442	,461	,001	,002	,235	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MS. 8	Pearson Correlation	,193	,338**	,710**	,197*	,333**	,446**	,322**	1	,355**	,243*	,401**	,231*	–	,660**
	Sig. (2-tailed)	,054	,001	,000	,050	,001	,000	,001		,000	,015	,000	,021	,733	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MS. 9	Pearson Correlation	–	,141	,333**	–	,156	,278**	,078	,355**	1	,414**	,041	,314**	,113	,389**
	Sig. (2-tailed)	,173	,162	,001	,025	,120	,005	,442	,000		,000	,689	,001	,263	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MS. 10	Pearson Correlation	–	–	,417**	–	,397**	–	,075	,243*	,414**	1	,266**	,104	,131	,316**
	Sig. (2-tailed)	,883	,677	,000	,003	,000	,288	,461	,015	,000		,008	,302	,194	,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MS. 11	Pearson Correlation	,494**	,353**	,310**	,302**	,105	,293**	,321**	,401**	,041	,266**	1	,042	,016	,566**
	Sig. (2-tailed)	,000	,000	,002	,002	,300	,003	,001	,000	,689	,008		,679	,874	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MS. 12	Pearson Correlation	–	,079	,231*	,012	,237*	,340**	,311**	,231*	,314**	,104	,042	1	,462**	,418**
	Sig. (2-tailed)	,195	,435	,020	,903	,018	,001	,002	,021	,001	,302	,679		,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MS. 13	Pearson Correlation	–	,127	–	–	,215*	,078	,120	–	,113	,131	,016	,462**	1	,201*
	Sig. (2-tailed)	,028	,208	,751	,009	,032	,443	,235	,733	,263	,194	,874	,000		,045
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

tailed)														
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	0	0	0	0	0	0	0	0	0	0	0	0	0	0



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Penggunaan Media Sosial	Pearson Correlation	,571**	,693**	,719**	,440**	,617**	,737**	,717**	,660**	,389**	,316**	,566**	,418**	,201*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,045	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,804	13

Correlations

		PC .1	PC .2	PC .3	PC .4	PC .5	PC .6	PC .7	PC .8	PC .9	PC. 10	PC. 11	PC. 12	PC. 13	Pembentukan Citra
PC. 1	Pearson Correlation	1	,022	,368**	-,294**	,026	-,104	,176	,304**	,211*	,229*	,326**	-,157	-,295**	,270**
	Sig. (2-tailed)		,824	,000	,003	,800	,304	,080	,002	,035	,022	,001	,119	,003	,007
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PC. 2	Pearson Correlation	,022	1	,374**	,612**	-,111	,290**	-,179	,354**	-,101	-,049	,596**	,412**	,242*	,503**
	Sig. (2-tailed)	,824		,000	,000	,271	,003	,074	,000	,318	,628	,000	,000	,015	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PC. 3	Pearson Correlation	,368**	,374**	1	,284**	,272**	,230*	-,231*	,182	,276**	,298**	,576**	,158	-,104	,517**
	Sig. (2-tailed)	,000	,000		,004	,006	,022	,021	,070	,006	,003	,000	,117	,304	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PC. 4	Pearson Correlation	-,294**	,612**	,374**	1	,199*	,434**	-,131	,313**	,132	,228*	,346**	,251*	,354**	,572**
	Sig. (2-tailed)	,000	,000	,000		,009	,000	,131	,000	,002	,008	,006	,001	,004	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

l ation														
Sig	,00	,00	,00		,04	,00	,19	,00	,19	,02	,00	,01	,00	,000
. (2- tailed)	3	0	4		8	0	4	2	2	3	0	2	0	
N	10	10	10	10	10	10	10	10	10	100	100	100	100	100
	0	0	0	0	0	0	0	0	0	0	0	0	0	0



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PC. 5	Pearson Correlation	,026	-,111	,272**	,199*	1	,424**	,405**	,122	,627**	,561**	,035	-,132	-,023	,553**
	Sig. (2-tailed)	,800	,271	,006	,048		,000	,000	,227	,000	,000	,733	,191	,822	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PC. 6	Pearson Correlation	-,104	-,290**	,230*	,434**	,424**	1	,358**	,548**	,525**	,449**	-,030	-,039	-,030	,674**
	Sig. (2-tailed)	,304	,003	,022	,000	,000		,000	,000	,000	,000	,768	,702	,769	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PC. 7	Pearson Correlation	,176	-,179	-,231*	-,131	,405**	,358**	1	,369**	,259**	,261**	-,263**	-,184	-,188	,451**
	Sig. (2-tailed)	,080	,074	,021	,194	,000	,000		,000	,009	,009	,008	,067	,062	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PC. 8	Pearson Correlation	,304**	,354**	,182	,313**	,122	,548**	,369**	1	,473**	,467**	,169	-,069	-,194	,661**
	Sig. (2-tailed)	,002	,000	,070	,002	,227	,000	,000		,000	,000	,092	,498	,053	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PC. 9	Pearson Correlation	,211*	-,101	-,276**	,132	,627**	,525**	,259**	,473**	1	,785**	,068	-,357**	-,253*	,575**
	Sig. (2-tailed)	,035	,318	,006	,192	,000	,000	,009	,000		,000	,500	,000	,011	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PC. 10	Pearson Correlation	,229*	-,049	-,298**	,228*	,561**	,449**	,261**	,467**	,785**	1	,109	-,335**	-,213*	,594**
	Sig. (2-tailed)	,022	,628	,003	,023	,000	,000	,009	,000	,000		,281	,001	,034	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

	(2-tailed)														
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PC. 11	Pearson Correlation	,326**	,596**	,576**	,346**	,035	-,030	-,263**	,169	,068	,109	1	,437**	,179	,473**



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	Sig . (2-tailed)	,001	,000	,000	,000	,733	,768	,008	,092	,500	,281	,000	,075	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
PC. 12	Pearson Correlation	-,157	,412**	,158	,251*	-,132	-,039	,184	-,069	,357**	,335**	,437**	1,632**	,289**
	Sig . (2-tailed)	,119	,000	,117	,012	,191	,702	,067	,498	,000	,001	,000	,000	,004
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
PC. 13	Pearson Correlation	-,295**	,242*	-,104	,354**	-,023	-,030	,188	-,194	,253*	,213*	,179	,632**	,235*
	Sig . (2-tailed)	,003	,015	,304	,000	,822	,769	,062	,053	,011	,034	,075	,000	,019
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Pembentukan Citra	Pearson Correlation	,270**	,503**	,517**	,572**	,553**	,674**	,451**	,661**	,575**	,594**	,473**	,289**	,235*
	Sig . (2-tailed)	,007	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,014	,009
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

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

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
,725	13

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Penggunaan Media Sosial	100	41	60	49,01	4,426
Pembentukan Citra	100	43	60	50,26	3,735
Valid N (listwise)	100				

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	,0000000
	Std. Deviation	2,86936103



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Most Extreme Differences	Absolute	,079
	Positive	,079
	Negative	-,061
Test Statistic		,079
Asymp. Sig. (2-tailed)		,123 ^c

- a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,655	1,990		1,837	,069
	Penggunaan Media Sosial	-,029	,040	-,072	-,713	,478

a. Dependent Variable: ABS_RES

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	23,777	3,223		7,378	,000		
	Penggunaan Media Sosial	,540	,065	,640	8,250	,000	1,000	1,000

a. Dependent Variable: Pembentukan Citra

Correlations

	Penggunaan Media Sosial	Pembentukan Citra
Spearman's rho		
Penggunaan Media Sosial	1,000	,450**
	Sig. (2-tailed)	,000
	N	100
Pembentukan Citra	,450**	1,000
	Sig. (2-tailed)	,000
	N	100

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,640 ^a	,410	,404	2,884

a. Predictors: (Constant), Penggunaan Media Sosial

Lampiran 4 Riwayat Hidup Penulis



Adinda Rachmasari

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Alamat: Bumi Sani Permai No.31, Bekasi Timur

Profil Personal

Nama Lengkap : Adinda Rachmasari
Tempat, Tanggal Lahir : Bekasi. 17 Maret 1998
Jenis Kelamin : Perempuan
Status : Menikah
Kewarganegaraan : Indonesia
Agama : Islam
Alamat KTP : Bumi Sani Permai, Blok C2 No.31, Bekasi Timur
Alamat Domisili : Jln. H. Radi No. VII No. 52, Larangan, Kota Tangerang

Pendidikan dan Pengalaman

Sekolah Menengah Atas
SMA Negeri 3 Tambun Selatan
Bekasi Timur

Sekolah Menengah Pertama
SMP Negeri 6 Tambun Selatan
Bekasi Timur

Sekolah Dasar
SD Negeri Tambak Aji 03 Ngaliyan
Semarang

2015

2012

2009

Erigo Store Indonesia

Front Liner
Jakarta Pusat
2015 – 2016

Kementerian Hukum dan HAM

Staff Administration
Jakarta Selatan
2016 - Present

Informasi Penunjang

Kemampuan

- Menguasai Ms. Office
- Mampu Mengoperasikan Internet
- Mampu Berbahasa Inggris (Pasif)
- Menguasai Koresponden
- Menguasai Kearsipan
- Mampu Beradaptasi Dengan Baik

Kepribadian

- Bertanggung Jawab
- Bekerja Keras
- Disiplin
- Penuh Semangat
- Toleransi
- Sopan
- Jujur
- Simpati
- Ramah
- Mudah Berkomunikasi
- Mudah Belajar Hal Baru

Organisasi

- 2010 – 2011 : BPH PMR SMP N 6 Tambun Selatan
- 2011 – 2012 : Anggota OSIS SMP N 6 Tambun Selatan
- 2012 – 2014 : Anggota F2J SMA N 3 Tambun Selatan
- 2012 – 2014 : Anggota Entrepreneur SMA N 3 Tambun Selatan

Sertifikat

- Certificate of appreciation :
National Seminar “The Rule of Communication in ASEAN Economic
Community Era”

- Certificate of appreciation : National Seminar “The Power of Communication”
- Certificate of appreciation : National Seminar "How to Build a Good Corporate Communication and Decrease The Problems"
- Certificate of appreciation : Committee Local Culture Campaign "Karonese Ethno Carnival"
- Certificate of dedication: “Make Your Brand Stand Out Nowday"
- Certificate of dedication: "Restorasi Budaya di Era Digital”
- Certificate of dedication: "Build Your Personal Branding To Lead a Better Future"
- Certificate of dedication: Workshop “Service Pasti Excellence”



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