

## LAMPIRAN

### Lampiran 1 Surat Etical Clearence



#### UNIVERSITAS NGUDI WALUYO KOMISI ETIK PENELITIAN

Jl. Diponegoro no 186 Gedanganak - Ungaran Timur, Kab. Semarang Jawa Tengah  
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#### ETHICAL CLEARANCE

Nomor : 022/KEP/EC/UNW/2024

Komisi Etik Penelitian Universitas Ngudi Waluyo, setelah membaca dan menelaah usulan penelitian dengan judul :

**Pengaruh Conten Marketing, Sosial Media, Dan Word Of Mouth ( WOM ) Dalam Meningkatkan Brand Awareness ( Studi Kasus pada Digital Print Finsa Samban )**

Nama Peneliti Utama : ERLA JULIAN FERDIANA  
Nama Pembimbing : Jaya Ramadaey Bangsa, SE.,M.M  
Alamat Institusi : Jl. Diponegoro No.186, Ngablak, Gedanganak, Kec.  
Ungaran Timur., Kabupaten Semarang, Jawa Tengah 50512  
Program Studi : S1 Bisnis Digital  
Status : Mahasiswa  
Lokasi Penelitian : Perusahaan Digital Print Finsa ( Jl. Jimbaran Tegalpanas,  
Samban, Kec. Bawen, Kabupaten Semarang, Jawa Tengah  
50661)  
Tanggal Persetujuan : 03 Januari 2024  
(Berlaku 1 (satu) tahun setelah tanggal persetujuan)

Menyatakan bahwa penelitian di atas telah memenuhi prinsip-prinsip yang dinyatakan dalam Standards and Operational Guidance for Ethics Review of Health-Related Reseach with Human Participants dari WHO 2011 dan Intenational Ethical Guidance for Health-Related Reseach Involving Humans dari CIOMS dan WHO 2016. Oleh karena itu, penelitian di atas dapat dilaksanakan dengan selalu memperhatikan prinsip-prinsip tersebut.

Komisi Etik Penelitian Universitas Ngudi Waluyo berhak untuk memantau kegiatan penelitian tersebut.

Peneliti harus melampirkan informed consent yang telah disetujui dan ditandatangani oleh peserta penelitian dan saksi pada laporan penelitian.

Ungaran, 03 Januari 2024

Ketua



Apt. Anasthasia Pujiastuti, S. Farm., M.Sc.

## Lampiran 2 Kuesioner Penelitian

### **Pengaruh Content Marketing, Sosial Media, Word of Mouth (WOM) dalam Meningkatkan Brand Awareness (studi kasus pada Digital Print Finsa Samban)**

#### A. Pengantar Kuesioner

Identitas Peneliti

Bersama ini saya:

Nama : Erla Julian Ferdiana

NIM : 201201014

Jurusan/ Fakultas : S1 Bisnis Digital / Ekonomi, Hukum dan Humaniora

Dalam rangka untuk penelitian skripsi program sarjana (S-1) Fakultas Ekonomi, Hukum, dan Humaniora Jurusan Bisnis Digital di Universitas Ngudi Waluyo, saya memerlukan informasi untuk mendukung penelitian yang saya lakukan yang berjudul “Pengaruh Content Marketing, Sosial Media, Word of Mouth (WOM) dalam Meningkatkan Brand Awareness (studi kasus pada Digital Print Finsa Samban).”

Untuk itu kami mohon kesediaan Bapak/Ibu/Saudara/I berpartisipasi dalam penelitian ini dengan mengisi kuesioner yang terlampir. Kesediaan Bapak/Ibu/Saudara/I ketahui sesuai dengan etika dalam penelitian data yang saya peroleh akan dijaga kerahasiaannya dan digunakan semata – mata untuk kepentingan penelitian.

Atas kerjasamanya dan bantuannya serta waktu yang Bapak/Ibu/Saudara/I, saya ucapkan terima kasih.

#### B. Identitas Responden

Nama (boleh inisial) : .....

Jenis Kelamin : P/L

Umur : .....

Pendidikan Terakhir : .....

#### C. Kriteria Responden

1. Usia minimal 17 tahun.
2. Konsumen yang sudah berlangganan jasa atau produk dari Digital Print Finsa
3. Konsumen yang sudah pernah menggunakan jasa atau produk dari Digital Print Finsa
4. Konsumen yang baru mencoba jasa atau produk dari Digital Print Finsa.

#### D. Petunjuk Pengisian

Bapak/Ibu/Saudara cukup memberikan tanda cek (√) pada kolom yang paling sesuai dengan pilihan anda. Setiap jawaban diharapkan memilih hanya satu jawaban.

Keterangan:

|     |                       |               |
|-----|-----------------------|---------------|
| STS | = Sangat Tidak Setuju | diberi skor 1 |
| TS  | = Tidak Setuju        | diberi skor 2 |
| CS  | = Cukup Setuju        | diberi skor 3 |
| S   | = Setuju              | diberi skor 4 |
| SS  | = Sangat Setuju       | diberi skor 5 |

### Lampiran 3 Pernyataan Kuesioner

#### DAFTAR PERNYATAAN KUESIONER

##### Content Marketing (X1)

| No | Pernyataan  | STS | TS | CS | S | SS |
|----|---|-----|----|----|---|----|
| 1  | Menurut saya, content yang disajikan Digital Print Finsa merupakan content yang menarik dan juga dapat mengedukasi serta mendapatkan informasi bermanfaat dari Digital Print Finsa.   |     |    |    |   |    |
| 2  | Digital Print Finsa sering mempublikasikan atau mengunggah content mengenai produk atau jasa yang dibuat dan Digital Print Finsa selalu konsisten dalam menghasilkan serta mempublikasikan contentnya.  |     |    |    |   |    |
| 3  | Dalam perihal interaksi, saya pernah memberikan tanggapan atau interaksi dari Digital Print Finsa terkait content yang disampaikan (misalnya, komentar, like, atau balasan), dan juga dalam perihal tanggapan Digital Print Finsa selalu responsif terhadap tanggapan atau pertanyaan yang diajukan oleh pengguna/konsumen. |     |    |    |   |    |

##### Sosial Media (X2)

| No | Pernyataan  | STS | TS | CS | S | SS |
|----|---|-----|----|----|---|----|
| 1  | Perusahaan Digital Print Finsa selalu mengunggah tayangan mengenai produknya pada akun sosial media seperti |     |    |    |   |    |

|   |   |  |  |  |  |  |
|---|---|--|--|--|--|--|
|   | (WhatsApp, Instagram, Tiktok) setiap harinya.   |  |  |  |  |  |
| 2 | Saya sering berinteraksi seperti memberikan (like, share, komentar) pada content Digital Print Finsa di sosial media.   |  |  |  |  |  |
| 3 | Saya memahami informasi dari content yang di unggah Digital Print Finsa di Media Sosial.  |  |  |  |  |  |
| 4 | Saya aktif mengikuti akun sosial media Digital Print Finsa seperti; WhatsApp, Instagram, Tiktok dan lain-lain terkait informasi dari content-content yang dipublikasikan. |  |  |  |  |  |

**(WOM) WORD OF MOUTH (X3)**

| No | Pernyataan   | STS | TS | CS | S | SS |
|----|--|-----|----|----|---|----|
| 1  | Saya pernah mendengar Brand Digital Print Finsa dan Saya mengetahui Brand tersebut dari orang lain.            |     |    |    |   |    |
| 2  | Saya pernah mendengar rekomendasi positif tentang Digital Print Finsa dari teman, keluarga, atau kenalan saya. |     |    |    |   |    |
| 3  | Saya mendorong teman dan relasi saya untuk menggunakan jasa atau produk dari Digital                           |     |    |    |   |    |

|   |   |  |  |  |  |  |
|---|---|--|--|--|--|--|
|   | Print Finsa dan saya juga merekomendasikan Digital Print Finsa kepada orang lain.   |  |  |  |  |  |
| 4 | Saya membicarakan hal-hal positif tentang jasa atau produk dari Digital Print Finsa kepada teman, keluarga, kenalan saya dan juga orang lain yang belum mengetahui produk atau jasa dari Digital Print Finsa. |  |  |  |  |  |

### BRAND AWARENESS (Y1)

| No | Pernyataan   | STS | TS | CS | S | SS |
|----|--|-----|----|----|---|----|
| 1  | Saya dapat mengingat merek Digital Print Finsa.  |     |    |    |   |    |
| 2  | Ketika saya melihat jasa printing atau percetakan, saya mengingat Digital Print Finsa                    |     |    |    |   |    |
| 3  | Saya dapat mengenali dan menggunakan produk atau jasa dari Digital Print Finsa Samban.                   |     |    |    |   |    |
| 4  | Ketika saya melihat proses percetakan atau printing, Digital Print Finsa menjadi alternatif pilihan saya |     |    |    |   |    |

### Lampiran 4 Data Responden

| NO | ONTEN MARKETING (X1) |      |      |      | SOSIAL MEDIA (X2) |      |      |      |      | WORD OF MOUTH (X3) |      |      |      |      | BRAND AWARENESS (Y) |      |      |      |       |
|----|----------------------|------|------|------|-------------------|------|------|------|------|--------------------|------|------|------|------|---------------------|------|------|------|-------|
|    | X1.1                 | X1.2 | X1.3 | TOTA | X2.1              | X2.2 | X2.3 | X2.4 | TOTA | X3.1               | X3.2 | X3.3 | X3.4 | TOTA | Y1.1                | Y1.2 | Y1.3 | Y1.4 | TOTAL |
| 1  | 3                    | 3    | 3    | 9    | 5                 | 5    | 5    | 5    | 20   | 3                  | 3    | 4    | 5    | 15   | 3                   | 3    | 3    | 3    | 12    |
| 2  | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 5    | 17   | 4                   | 5    | 3    | 4    | 16    |
| 3  | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 5                   | 5    | 4    | 4    | 18    |
| 4  | 3                    | 3    | 3    | 9    | 5                 | 5    | 5    | 4    | 19   | 2                  | 2    | 2    | 3    | 9    | 3                   | 3    | 3    | 4    | 13    |
| 5  | 3                    | 4    | 4    | 11   | 4                 | 4    | 3    | 3    | 14   | 4                  | 4    | 3    | 4    | 15   | 3                   | 3    | 3    | 3    | 12    |
| 6  | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 5                   | 5    | 5    | 4    | 19    |
| 7  | 4                    | 4    | 3    | 11   | 3                 | 4    | 4    | 4    | 15   | 3                  | 4    | 4    | 4    | 15   | 4                   | 4    | 3    | 4    | 15    |
| 8  | 4                    | 4    | 3    | 11   | 3                 | 3    | 4    | 4    | 14   | 3                  | 3    | 4    | 5    | 15   | 4                   | 4    | 4    | 4    | 16    |
| 9  | 4                    | 4    | 4    | 12   | 3                 | 4    | 4    | 4    | 15   | 3                  | 4    | 4    | 4    | 15   | 4                   | 4    | 4    | 4    | 16    |
| 10 | 3                    | 3    | 3    | 9    | 3                 | 3    | 3    | 3    | 12   | 3                  | 3    | 3    | 3    | 12   | 3                   | 3    | 3    | 3    | 12    |
| 11 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 3    | 15   | 5                   | 4    | 4    | 4    | 17    |
| 12 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 5                   | 5    | 4    | 4    | 18    |
| 13 | 3                    | 3    | 3    | 9    | 3                 | 3    | 4    | 4    | 14   | 3                  | 3    | 4    | 3    | 13   | 3                   | 3    | 3    | 4    | 13    |
| 14 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 5                   | 5    | 4    | 4    | 18    |
| 15 | 3                    | 3    | 3    | 9    | 3                 | 3    | 4    | 4    | 14   | 3                  | 3    | 4    | 3    | 13   | 3                   | 3    | 3    | 4    | 13    |
| 16 | 5                    | 5    | 5    | 15   | 5                 | 5    | 5    | 5    | 20   | 5                  | 5    | 5    | 4    | 19   | 4                   | 4    | 4    | 5    | 17    |
| 17 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 4                   | 5    | 4    | 4    | 17    |
| 18 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 5                   | 5    | 4    | 4    | 18    |
| 19 | 5                    | 5    | 5    | 15   | 5                 | 5    | 5    | 5    | 20   | 5                  | 5    | 5    | 3    | 18   | 4                   | 4    | 4    | 5    | 17    |
| 20 | 5                    | 5    | 5    | 15   | 5                 | 5    | 4    | 4    | 18   | 5                  | 5    | 4    | 5    | 19   | 4                   | 4    | 4    | 4    | 16    |
| 21 | 2                    | 2    | 2    | 6    | 5                 | 5    | 5    | 2    | 17   | 5                  | 5    | 5    | 3    | 18   | 4                   | 4    | 4    | 2    | 14    |
| 22 | 2                    | 2    | 2    | 6    | 5                 | 5    | 5    | 2    | 17   | 5                  | 5    | 2    | 4    | 16   | 2                   | 2    | 5    | 2    | 11    |
| 23 | 4                    | 4    | 5    | 13   | 5                 | 4    | 4    | 4    | 17   | 5                  | 4    | 4    | 4    | 17   | 4                   | 4    | 4    | 4    | 16    |
| 24 | 5                    | 4    | 4    | 13   | 5                 | 5    | 5    | 5    | 20   | 5                  | 5    | 5    | 4    | 19   | 5                   | 4    | 4    | 5    | 18    |
| 25 | 5                    | 5    | 5    | 15   | 5                 | 5    | 5    | 5    | 20   | 5                  | 5    | 5    | 5    | 20   | 4                   | 4    | 4    | 5    | 17    |
| 26 | 5                    | 5    | 5    | 15   | 5                 | 5    | 5    | 5    | 20   | 5                  | 5    | 5    | 5    | 20   | 4                   | 4    | 4    | 5    | 17    |
| 27 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 4                   | 5    | 4    | 4    | 17    |
| 28 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 5                   | 5    | 4    | 4    | 18    |
| 29 | 5                    | 4    | 4    | 13   | 4                 | 5    | 5    | 5    | 19   | 4                  | 5    | 5    | 5    | 19   | 4                   | 4    | 4    | 5    | 17    |
| 30 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 5    | 17   | 4                   | 4    | 4    | 4    | 16    |
| 31 | 5                    | 4    | 5    | 14   | 5                 | 5    | 5    | 5    | 20   | 5                  | 5    | 5    | 5    | 20   | 4                   | 4    | 4    | 5    | 17    |
| 32 | 5                    | 5    | 5    | 15   | 5                 | 5    | 4    | 4    | 18   | 5                  | 5    | 4    | 4    | 18   | 4                   | 4    | 4    | 4    | 16    |
| 33 | 5                    | 5    | 5    | 15   | 5                 | 5    | 5    | 5    | 20   | 5                  | 5    | 5    | 4    | 19   | 4                   | 4    | 4    | 5    | 17    |
| 34 | 5                    | 5    | 5    | 15   | 5                 | 5    | 5    | 2    | 17   | 5                  | 5    | 2    | 5    | 17   | 4                   | 4    | 4    | 2    | 14    |
| 35 | 5                    | 5    | 5    | 15   | 5                 | 5    | 5    | 2    | 17   | 5                  | 5    | 2    | 5    | 17   | 4                   | 4    | 4    | 2    | 14    |
| 36 | 5                    | 5    | 5    | 15   | 5                 | 5    | 4    | 4    | 18   | 5                  | 5    | 4    | 5    | 19   | 4                   | 4    | 4    | 4    | 16    |
| 37 | 5                    | 4    | 4    | 13   | 4                 | 4    | 5    | 5    | 18   | 4                  | 4    | 5    | 4    | 17   | 4                   | 4    | 4    | 5    | 17    |
| 38 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 5                   | 5    | 5    | 4    | 19    |
| 39 | 5                    | 5    | 2    | 12   | 5                 | 2    | 5    | 5    | 17   | 3                  | 2    | 3    | 4    | 12   | 4                   | 2    | 4    | 5    | 15    |
| 40 | 5                    | 5    | 5    | 15   | 5                 | 5    | 2    | 2    | 14   | 3                  | 3    | 2    | 5    | 13   | 4                   | 4    | 4    | 2    | 14    |
| 41 | 3                    | 3    | 3    | 9    | 5                 | 5    | 5    | 3    | 18   | 3                  | 3    | 3    | 4    | 13   | 3                   | 3    | 3    | 3    | 12    |
| 42 | 3                    | 3    | 3    | 9    | 5                 | 5    | 5    | 5    | 20   | 3                  | 3    | 3    | 3    | 12   | 3                   | 3    | 3    | 3    | 12    |
| 43 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 4                   | 5    | 3    | 4    | 16    |
| 44 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 5                   | 5    | 4    | 4    | 18    |
| 45 | 3                    | 3    | 3    | 9    | 3                 | 3    | 4    | 4    | 14   | 3                  | 3    | 4    | 3    | 13   | 3                   | 3    | 3    | 4    | 13    |
| 46 | 3                    | 4    | 4    | 11   | 4                 | 4    | 3    | 3    | 14   | 4                  | 4    | 3    | 4    | 15   | 3                   | 3    | 4    | 3    | 13    |
| 47 | 4                    | 4    | 4    | 12   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 5                   | 5    | 5    | 4    | 19    |
| 48 | 4                    | 4    | 3    | 11   | 3                 | 4    | 4    | 4    | 15   | 3                  | 4    | 4    | 4    | 15   | 4                   | 4    | 3    | 4    | 15    |
| 49 | 4                    | 4    | 3    | 11   | 3                 | 3    | 4    | 4    | 14   | 3                  | 3    | 4    | 5    | 15   | 4                   | 4    | 4    | 4    | 16    |
| 50 | 4                    | 4    | 4    | 12   | 3                 | 4    | 4    | 4    | 15   | 3                  | 4    | 4    | 4    | 15   | 4                   | 4    | 4    | 4    | 16    |
| 51 | 4                    | 4    | 3    | 11   | 3                 | 5    | 4    | 4    | 16   | 3                  | 5    | 4    | 2    | 14   | 5                   | 4    | 4    | 4    | 17    |
| 52 | 3                    | 3    | 5    | 11   | 4                 | 4    | 3    | 3    | 14   | 4                  | 4    | 3    | 5    | 16   | 5                   | 5    | 5    | 5    | 20    |
| 53 | 4                    | 5    | 4    | 13   | 4                 | 4    | 4    | 4    | 16   | 4                  | 4    | 4    | 4    | 16   | 4                   | 4    | 4    | 4    | 16    |
| 54 | 4                    | 4    | 3    | 11   | 4                 | 4    | 3    | 3    | 14   | 4                  | 4    | 3    | 3    | 14   | 4                   | 5    | 4    | 3    | 16    |

|    |   |   |   |    |   |   |   |   |    |   |   |   |   |    |   |   |   |   |    |
|----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 55 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 3 | 4 | 13 | 5 | 4 | 4 | 4 | 17 |
| 56 | 3 | 4 | 3 | 10 | 3 | 4 | 5 | 4 | 16 | 3 | 4 | 5 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 57 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 58 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 18 |
| 59 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 3 | 14 | 4 | 3 | 4 | 3 | 14 | 4 | 4 | 5 | 3 | 16 |
| 60 | 4 | 4 | 3 | 11 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 3 | 16 | 5 | 5 | 4 | 4 | 18 |
| 61 | 4 | 4 | 4 | 12 | 3 | 5 | 4 | 3 | 15 | 3 | 5 | 4 | 2 | 14 | 4 | 4 | 4 | 3 | 15 |
| 62 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 63 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 3 | 15 | 5 | 5 | 5 | 3 | 18 |
| 64 | 2 | 5 | 2 | 9  | 5 | 4 | 4 | 2 | 15 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 5 | 18 |
| 65 | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 3 | 14 | 3 | 4 | 4 | 3 | 14 | 4 | 4 | 4 | 3 | 15 |
| 66 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 |
| 67 | 5 | 3 | 5 | 13 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 3 | 15 | 5 | 4 | 5 | 3 | 17 |
| 68 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 4 | 13 |
| 69 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 70 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 3 | 15 | 5 | 5 | 5 | 5 | 20 |
| 71 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 19 |
| 72 | 4 | 3 | 3 | 10 | 4 | 4 | 3 | 3 | 14 | 4 | 4 | 3 | 3 | 14 | 2 | 5 | 5 | 3 | 15 |
| 73 | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 4 | 15 | 3 | 4 | 4 | 4 | 15 | 5 | 5 | 5 | 4 | 19 |
| 74 | 3 | 3 | 4 | 10 | 1 | 1 | 1 | 4 | 7  | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 4 | 19 |
| 75 | 5 | 5 | 5 | 15 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 5 | 17 |
| 76 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 19 |
| 77 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 | 3 | 3 | 3 | 5 | 14 |
| 78 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 19 |
| 79 | 2 | 2 | 2 | 6  | 5 | 4 | 5 | 2 | 16 | 5 | 4 | 5 | 1 | 15 | 5 | 4 | 3 | 2 | 14 |
| 80 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 5 | 4 | 19 |
| 81 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 4 | 19 | 2 | 2 | 2 | 4 | 10 | 3 | 3 | 3 | 4 | 13 |
| 82 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 4 | 19 |
| 83 | 2 | 2 | 2 | 6  | 5 | 4 | 4 | 2 | 15 | 5 | 4 | 4 | 5 | 18 | 2 | 2 | 2 | 2 | 8  |
| 84 | 5 | 5 | 5 | 15 | 3 | 4 | 3 | 3 | 13 | 3 | 4 | 3 | 4 | 14 | 5 | 5 | 4 | 4 | 18 |
| 85 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 4 | 15 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 4 | 4 | 16 |
| 86 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 87 | 3 | 3 | 3 | 9  | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 5 | 18 |
| 88 | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 3 | 2 | 11 | 4 | 4 | 4 | 4 | 16 |
| 89 | 4 | 4 | 4 | 12 | 2 | 2 | 2 | 3 | 9  | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 90 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 19 |
| 91 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 |
| 92 | 4 | 3 | 4 | 11 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 4 | 3 | 15 | 5 | 5 | 5 | 4 | 19 |
| 93 | 4 | 3 | 3 | 10 | 4 | 4 | 3 | 3 | 14 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 5 | 14 |
| 94 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 3 | 14 | 5 | 5 | 5 | 4 | 19 |
| 95 | 3 | 3 | 4 | 10 | 3 | 4 | 4 | 4 | 15 | 3 | 4 | 4 | 4 | 15 | 5 | 4 | 3 | 2 | 14 |
| 96 | 5 | 5 | 5 | 15 | 2 | 2 | 2 | 3 | 9  | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 19 |



### Lampiran 5 Data R-Tabel

Distribusi Nilai  $r_{\text{tabel}}$

**Signifikansi 5% dan 1%**

| N  | The Level of Significance |       | N    | The Level of Significance |       |
|----|---------------------------|-------|------|---------------------------|-------|
|    | 5%                        | 1%    |      | 5%                        | 1%    |
| 3  | 0.997                     | 0.999 | 38   | 0.320                     | 0.413 |
| 4  | 0.950                     | 0.990 | 39   | 0.316                     | 0.408 |
| 5  | 0.878                     | 0.959 | 40   | 0.312                     | 0.403 |
| 6  | 0.811                     | 0.917 | 41   | 0.308                     | 0.398 |
| 7  | 0.754                     | 0.874 | 42   | 0.304                     | 0.393 |
| 8  | 0.707                     | 0.834 | 43   | 0.301                     | 0.389 |
| 9  | 0.666                     | 0.798 | 44   | 0.297                     | 0.384 |
| 10 | 0.632                     | 0.765 | 45   | 0.294                     | 0.380 |
| 11 | 0.602                     | 0.735 | 46   | 0.291                     | 0.376 |
| 12 | 0.576                     | 0.708 | 47   | 0.288                     | 0.372 |
| 13 | 0.553                     | 0.684 | 48   | 0.284                     | 0.368 |
| 14 | 0.532                     | 0.661 | 49   | 0.281                     | 0.364 |
| 15 | 0.514                     | 0.641 | 50   | 0.279                     | 0.361 |
| 16 | 0.497                     | 0.623 | 55   | 0.266                     | 0.345 |
| 17 | 0.482                     | 0.606 | 60   | 0.254                     | 0.330 |
| 18 | 0.468                     | 0.590 | 65   | 0.244                     | 0.317 |
| 19 | 0.456                     | 0.575 | 70   | 0.235                     | 0.306 |
| 20 | 0.444                     | 0.561 | 75   | 0.227                     | 0.296 |
| 21 | 0.433                     | 0.549 | 80   | 0.220                     | 0.286 |
| 22 | 0.432                     | 0.537 | 85   | 0.213                     | 0.278 |
| 23 | 0.413                     | 0.526 | 90   | 0.207                     | 0.267 |
| 24 | 0.404                     | 0.515 | 95   | 0.202                     | 0.263 |
| 25 | 0.396                     | 0.505 | 100  | 0.195                     | 0.256 |
| 26 | 0.388                     | 0.496 | 125  | 0.176                     | 0.230 |
| 27 | 0.381                     | 0.487 | 150  | 0.159                     | 0.210 |
| 28 | 0.374                     | 0.478 | 175  | 0.148                     | 0.194 |
| 29 | 0.367                     | 0.470 | 200  | 0.138                     | 0.181 |
| 30 | 0.361                     | 0.463 | 300  | 0.113                     | 0.148 |
| 31 | 0.355                     | 0.456 | 400  | 0.098                     | 0.128 |
| 32 | 0.349                     | 0.449 | 500  | 0.088                     | 0.115 |
| 33 | 0.344                     | 0.442 | 600  | 0.080                     | 0.105 |
| 34 | 0.339                     | 0.436 | 700  | 0.074                     | 0.097 |
| 35 | 0.334                     | 0.430 | 800  | 0.070                     | 0.091 |
| 36 | 0.329                     | 0.424 | 900  | 0.065                     | 0.086 |
| 37 | 0.325                     | 0.418 | 1000 | 0.062                     | 0.081 |

## Lampiran 6 Data T-Tabel

### Distribusi Nilai $t_{\text{tabel}}$ Signifikansi 5% dan 1%

| d.f | t <sub>0.10</sub> | t <sub>0.05</sub> | t <sub>0.025</sub> | t <sub>0.01</sub> | t <sub>0.005</sub> | d.f | t <sub>0.10</sub> | t <sub>0.05</sub> | t <sub>0.025</sub> | t <sub>0.01</sub> | t <sub>0.005</sub> |
|-----|-------------------|-------------------|--------------------|-------------------|--------------------|-----|-------------------|-------------------|--------------------|-------------------|--------------------|
| 1   | 3.078             | 6.314             | 12.71              | 31.82             | 63.66              | 61  | 1.296             | 1.671             | 2.000              | 2.390             | 2.659              |
| 2   | 1.886             | 2.920             | 4.303              | 6.965             | 9.925              | 62  | 1.296             | 1.671             | 1.999              | 2.389             | 2.659              |
| 3   | 1.638             | 2.353             | 3.182              | 4.541             | 5.841              | 63  | 1.296             | 1.670             | 1.999              | 2.389             | 2.658              |
| 4   | 1.533             | 2.132             | 2.776              | 3.747             | 4.604              | 64  | 1.296             | 1.670             | 1.999              | 2.388             | 2.657              |
| 5   | 1.476             | 2.015             | 2.571              | 3.365             | 4.032              | 65  | 1.296             | 1.670             | 1.998              | 2.388             | 2.657              |
| 6   | 1.440             | 1.943             | 2.447              | 3.143             | 3.707              | 66  | 1.295             | 1.670             | 1.998              | 2.387             | 2.656              |
| 7   | 1.415             | 1.895             | 2.365              | 2.998             | 3.499              | 67  | 1.295             | 1.670             | 1.998              | 2.387             | 2.655              |
| 8   | 1.397             | 1.860             | 2.306              | 2.896             | 3.355              | 68  | 1.295             | 1.670             | 1.997              | 2.386             | 2.655              |
| 9   | 1.383             | 1.833             | 2.262              | 2.821             | 3.250              | 69  | 1.295             | 1.669             | 1.997              | 2.386             | 2.654              |
| 10  | 1.372             | 1.812             | 2.228              | 2.764             | 3.169              | 70  | 1.295             | 1.669             | 1.997              | 2.385             | 2.653              |
| 11  | 1.363             | 1.796             | 2.201              | 2.718             | 3.106              | 71  | 1.295             | 1.669             | 1.996              | 2.385             | 2.653              |
| 12  | 1.356             | 1.782             | 2.179              | 2.681             | 3.055              | 72  | 1.295             | 1.669             | 1.996              | 2.384             | 2.652              |
| 13  | 1.350             | 1.771             | 2.160              | 2.650             | 3.012              | 73  | 1.295             | 1.669             | 1.996              | 2.384             | 2.651              |
| 14  | 1.345             | 1.761             | 2.145              | 2.624             | 2.977              | 74  | 1.295             | 1.668             | 1.995              | 2.383             | 2.651              |
| 15  | 1.341             | 1.753             | 2.131              | 2.602             | 2.947              | 75  | 1.295             | 1.668             | 1.995              | 2.383             | 2.650              |
| 16  | 1.337             | 1.746             | 2.120              | 2.583             | 2.921              | 76  | 1.294             | 1.668             | 1.995              | 2.382             | 2.649              |
| 17  | 1.333             | 1.740             | 2.110              | 2.567             | 2.898              | 77  | 1.294             | 1.668             | 1.994              | 2.382             | 2.649              |
| 18  | 1.330             | 1.734             | 2.101              | 2.552             | 2.878              | 78  | 1.294             | 1.668             | 1.994              | 2.381             | 2.648              |
| 19  | 1.328             | 1.729             | 2.093              | 2.539             | 2.861              | 79  | 1.294             | 1.668             | 1.994              | 2.381             | 2.647              |
| 20  | 1.325             | 1.725             | 2.086              | 2.528             | 2.845              | 80  | 1.294             | 1.667             | 1.993              | 2.380             | 2.647              |
| 21  | 1.323             | 1.721             | 2.080              | 2.518             | 2.831              | 81  | 1.294             | 1.667             | 1.993              | 2.380             | 2.646              |
| 22  | 1.321             | 1.717             | 2.074              | 2.508             | 2.819              | 82  | 1.294             | 1.667             | 1.993              | 2.379             | 2.645              |
| 23  | 1.319             | 1.714             | 2.069              | 2.500             | 2.807              | 83  | 1.294             | 1.667             | 1.992              | 2.379             | 2.645              |
| 24  | 1.318             | 1.711             | 2.064              | 2.492             | 2.797              | 84  | 1.294             | 1.667             | 1.992              | 2.378             | 2.644              |
| 25  | 1.316             | 1.708             | 2.060              | 2.485             | 2.787              | 85  | 1.294             | 1.666             | 1.992              | 2.378             | 2.643              |
| 26  | 1.315             | 1.706             | 2.056              | 2.479             | 2.779              | 86  | 1.293             | 1.666             | 1.991              | 2.377             | 2.643              |
| 27  | 1.314             | 1.703             | 2.052              | 2.473             | 2.771              | 87  | 1.293             | 1.666             | 1.991              | 2.377             | 2.642              |
| 28  | 1.313             | 1.701             | 2.048              | 2.467             | 2.763              | 88  | 1.293             | 1.666             | 1.991              | 2.376             | 2.641              |
| 29  | 1.311             | 1.699             | 2.045              | 2.462             | 2.756              | 89  | 1.293             | 1.666             | 1.990              | 2.376             | 2.641              |
| 30  | 1.310             | 1.697             | 2.042              | 2.457             | 2.750              | 90  | 1.293             | 1.666             | 1.990              | 2.375             | 2.640              |
| 31  | 1.309             | 1.696             | 2.040              | 2.453             | 2.744              | 91  | 1.293             | 1.665             | 1.990              | 2.374             | 2.639              |
| 32  | 1.309             | 1.694             | 2.037              | 2.449             | 2.738              | 92  | 1.293             | 1.665             | 1.989              | 2.374             | 2.639              |
| 33  | 1.308             | 1.692             | 2.035              | 2.445             | 2.733              | 93  | 1.293             | 1.665             | 1.989              | 2.373             | 2.638              |
| 34  | 1.307             | 1.691             | 2.032              | 2.441             | 2.728              | 94  | 1.293             | 1.665             | 1.989              | 2.373             | 2.637              |
| 35  | 1.306             | 1.690             | 2.030              | 2.438             | 2.724              | 95  | 1.293             | 1.665             | 1.988              | 2.372             | 2.637              |
| 36  | 1.306             | 1.688             | 2.028              | 2.434             | 2.719              | 96  | 1.292             | 1.664             | 1.988              | 2.372             | 2.636              |
| 37  | 1.305             | 1.687             | 2.026              | 2.431             | 2.715              | 97  | 1.292             | 1.664             | 1.988              | 2.371             | 2.635              |
| 38  | 1.304             | 1.686             | 2.024              | 2.429             | 2.712              | 98  | 1.292             | 1.664             | 1.987              | 2.371             | 2.635              |
| 39  | 1.304             | 1.685             | 2.023              | 2.426             | 2.708              | 99  | 1.292             | 1.664             | 1.987              | 2.370             | 2.634              |
| 40  | 1.303             | 1.684             | 2.021              | 2.423             | 2.704              | 100 | 1.292             | 1.664             | 1.987              | 2.370             | 2.633              |
| 41  | 1.303             | 1.683             | 2.020              | 2.421             | 2.701              | 101 | 1.292             | 1.663             | 1.986              | 2.369             | 2.633              |
| 42  | 1.302             | 1.682             | 2.018              | 2.418             | 2.698              | 102 | 1.292             | 1.663             | 1.986              | 2.369             | 2.632              |
| 43  | 1.302             | 1.681             | 2.017              | 2.416             | 2.695              | 103 | 1.292             | 1.663             | 1.986              | 2.368             | 2.631              |
| 44  | 1.301             | 1.680             | 2.015              | 2.414             | 2.692              | 104 | 1.292             | 1.663             | 1.985              | 2.368             | 2.631              |
| 45  | 1.301             | 1.679             | 2.014              | 2.412             | 2.690              | 105 | 1.292             | 1.663             | 1.985              | 2.367             | 2.630              |
| 46  | 1.300             | 1.679             | 2.013              | 2.410             | 2.687              | 106 | 1.291             | 1.663             | 1.985              | 2.367             | 2.629              |
| 47  | 1.300             | 1.678             | 2.012              | 2.408             | 2.685              | 107 | 1.291             | 1.662             | 1.984              | 2.366             | 2.629              |
| 48  | 1.299             | 1.677             | 2.011              | 2.407             | 2.682              | 108 | 1.291             | 1.662             | 1.984              | 2.366             | 2.628              |
| 49  | 1.299             | 1.677             | 2.010              | 2.405             | 2.680              | 109 | 1.291             | 1.662             | 1.984              | 2.365             | 2.627              |
| 50  | 1.299             | 1.676             | 2.009              | 2.403             | 2.678              | 110 | 1.291             | 1.662             | 1.983              | 2.365             | 2.627              |
| 51  | 1.298             | 1.675             | 2.008              | 2.402             | 2.676              | 111 | 1.291             | 1.662             | 1.983              | 2.364             | 2.626              |
| 52  | 1.298             | 1.675             | 2.007              | 2.400             | 2.674              | 112 | 1.291             | 1.661             | 1.983              | 2.364             | 2.625              |

|           |       |       |       |       |       |            |       |       |       |       |       |
|-----------|-------|-------|-------|-------|-------|------------|-------|-------|-------|-------|-------|
| <b>53</b> | 1.298 | 1.674 | 2.006 | 2.399 | 2.672 | <b>113</b> | 1.291 | 1.661 | 1.982 | 2.363 | 2.625 |
| <b>54</b> | 1.297 | 1.674 | 2.005 | 2.397 | 2.670 | <b>114</b> | 1.291 | 1.661 | 1.982 | 2.363 | 2.624 |
| <b>55</b> | 1.297 | 1.673 | 2.004 | 2.396 | 2.668 | <b>115</b> | 1.291 | 1.661 | 1.982 | 2.362 | 2.623 |
| <b>56</b> | 1.297 | 1.673 | 2.003 | 2.395 | 2.667 | <b>116</b> | 1.290 | 1.661 | 1.981 | 2.362 | 2.623 |
| <b>57</b> | 1.297 | 1.672 | 2.002 | 2.394 | 2.665 | <b>117</b> | 1.290 | 1.661 | 1.981 | 2.361 | 2.622 |
| <b>58</b> | 1.296 | 1.672 | 2.002 | 2.392 | 2.663 | <b>118</b> | 1.290 | 1.660 | 1.981 | 2.361 | 2.621 |
| <b>59</b> | 1.296 | 1.671 | 2.001 | 2.391 | 2.662 | <b>119</b> | 1.290 | 1.660 | 1.980 | 2.360 | 2.621 |
| <b>60</b> | 1.296 | 1.671 | 2.000 | 2.390 | 2.660 | <b>120</b> | 1.290 | 1.660 | 1.980 | 2.360 | 2.620 |

## Lampiran 7 Penyebaran Kuesioner Melalui Google Form



Penyebaran Kuesioner kepada *Owner* Digital Print Finsa



Penyebaran kuesioner kepada beberapa grup *whatsapp*



Penyerbaran kuesioner kepada konsumen Digital Print Finsa melalui *whatsapp*



Penyebaran kuesioner kepada rekan dan kerabat melalui *whatsapp*

Lampiran 8 Sample Produk Digital Print Finsa



ATK dan Fotocopy



Cetak Undangan



Cetak Buku Yasin



Cetak Label



Cetak Voucher



Desain dan Pembuatan Stample