

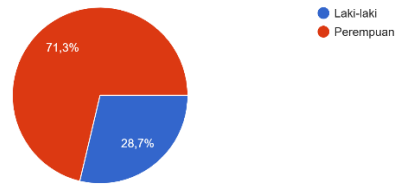
Lampiran Jawaban Kuesioner

Nama :	Usia
Timey	22
Hotma erpika br sinaga	18
Lorena Reginta	18
Carmen	31
rini	20
Nur	34
Frendy	22
Aishiteru	23
Evi Maria Sinaga	22
Bernandus Sersan Simbolon	20
<i>R i s m a</i>	20
ITantowi Munthe	24
Drika Marbun	19
Elisabeth	18
Jodi	27
Rezky	31
Swingly fuy	25
Arip Nurjaman	27
Intan Hutapea	22
natally	20
Aldo	25
Riza Agita Lumban Tobing	20
Sela panjaitan	25
Dea karina	17
Ivana Shelley	23
Linsa	30
menty	21
Novika sihombing	20
Irvan Simbolon	22
Nadya isabella sinaga	16
Nadin rambe	22
Natalia	33

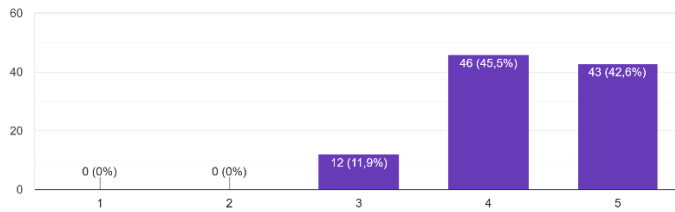
Asni sinurat	38
Ade aulia siregar	19
Clarisa prastisya Nainggolan	17
desi hutasoit	20
Winda Margaret Manurung	15
Muhammad yusril mahendra	22
Sonia	19
Tiarma Lumban gaol	33
Putri Dwi Sasmita	22
Hendra Cahyadi Manurung	21
Dina tambunan	22
Airin Kristin silaban	19
Riski	40
Umi nofia friska	23
Lantiur Maida Pardede	14
Felecia Lidwina Br Sinaga	18
Mutiara Tampubolon	18
Pinmade Vionita	21
Naomi	19
Fira zahra audina	22
Yeni mahdalena	37
Yenti arisa	22
Boy Irwanto Manurung	29
Abdul Halim siregar	23
lia	22
Gusti	30
Bernita silalahi	22
Agnes yusintia	23
Fadhilah Azizah Syafiq	22
Gresya Natasya Putri br Siregar	22
Pebru	22
Jogi Krismanto Simanjuntak	23
Clara Putriyana Nainggolan	22
Ayu Nurbaita	22
Rani rahmadani	23

Rahmat lumbanbatu	23
Mazlila	22
Bahran saib Suryadi	20
Agnes gloria	17
Elita rut apriliani Nasution	15
Martin	22
lestarina sitinjak	18
Anggi Agustiana	23
Waruwu	23
Marsel sakan	25
maya aja	21
Alex hartawan Nduru	22
Indah	16
Randy	25
Jani Sardi Puay	24
Friddo	23
Lidia	38
Juwita Sinaga	25
Dian Siregar	23
Esria Br Lumbangaol	19
Mindo Manurung	25
rina harahap	21
Raven	21
zio	18
Manata	30
Maria	15
Yeni	15
Amelia Siregar	22
Cahya Agustina	22
Graceia Thalita Harahap	18
Yemima Ritonga	23
Olan sinaga	17
Enjelina Munthe	22
Welni Nduru	22

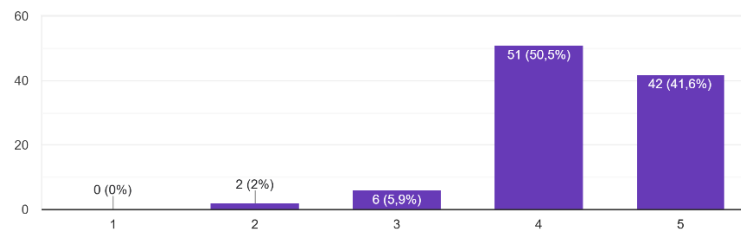
Jenis Kelamin
101 jawaban



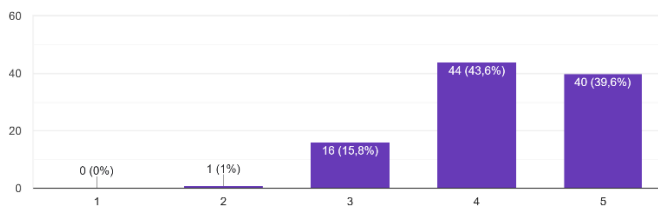
1. Informasi pada postingan Instagram mudah dipahami
101 jawaban



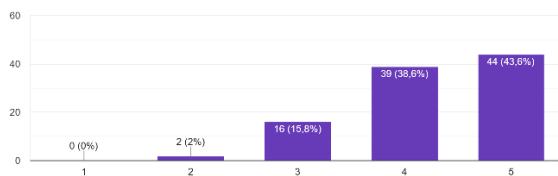
2. Konten Instagram Ayank Cafe terlihat menarik
101 jawaban



3. Admin Instagram Ayank Cafe merespon komentar atau pesan dengan baik.
101 jawaban

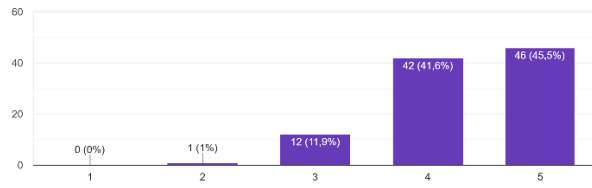


4. Saya merasa mudah berkomunikasi melalui Instagram Ayank Cafe
101 jawaban



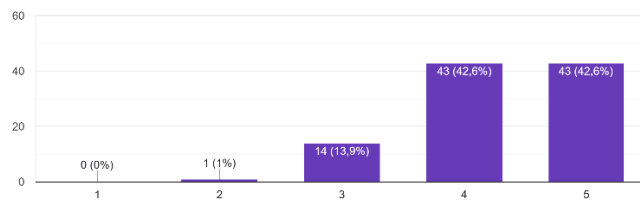
5. Postingan Instagram Ayank Cafe membuat saya tertarik melihat lebih lanjut.

101 jawaban



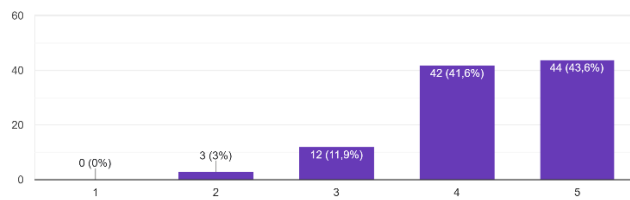
6. Saya tertarik mengikuti update dari Instagram Ayank Cafe.

101 jawaban



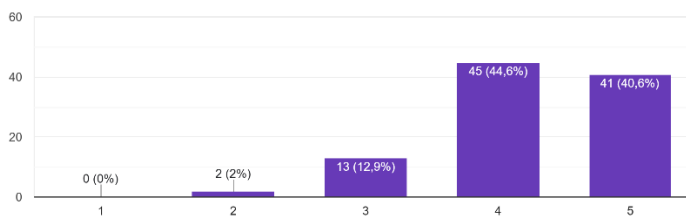
7. Ayank Cafe rutin mengunggah konten Instagram.

101 jawaban



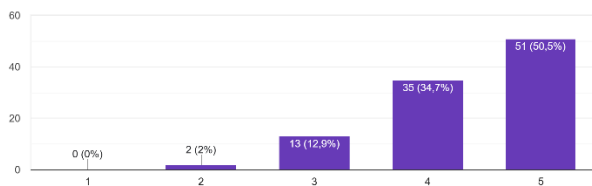
8. Informasi di Instagram Ayank Cafe selalu terbaru.

101 jawaban



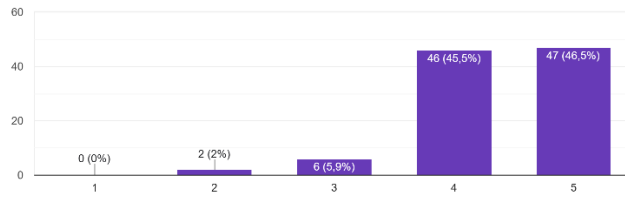
9. Postingan Instagram Ayank Cafe mudah ditemukan

101 jawaban



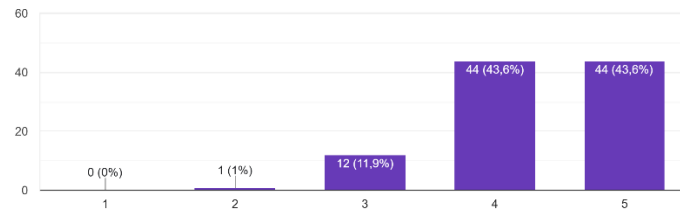
10. Instagram Ayank Cafe membantu saya mengetahui promo atau event terbaru

101 jawaban



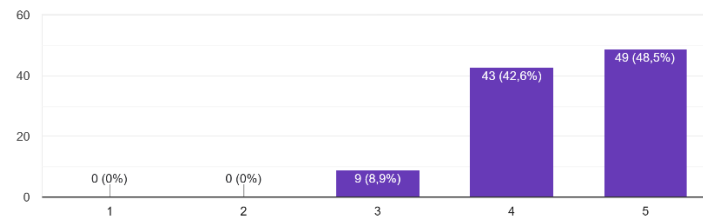
1. Saya tertarik berkunjung setelah melihat Instagram Ayank Cafe.

101 jawaban



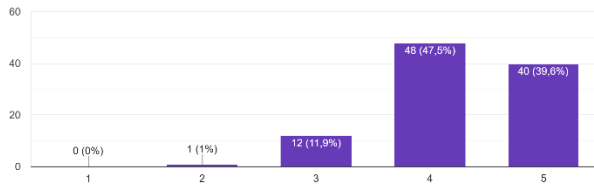
2. Konten Instagram Ayank Cafe membuat saya ingin datang

101 jawaban



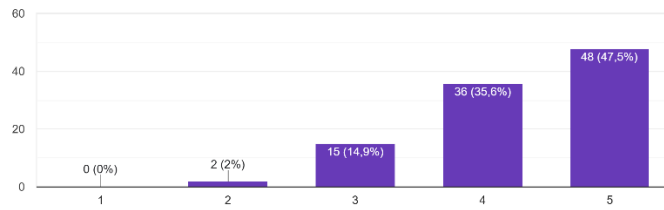
3. Saya memutuskan membeli setelah melihat Instagram Ayank Cafe

101 jawaban



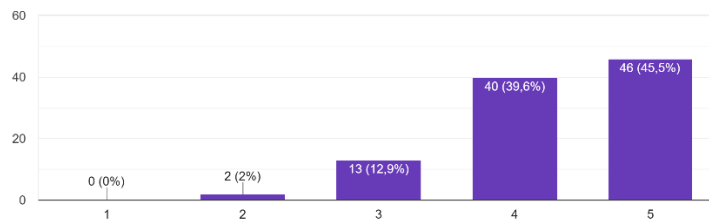
4. Promo di Instagram memengaruhi keputusan saya untuk datang.

101 jawaban



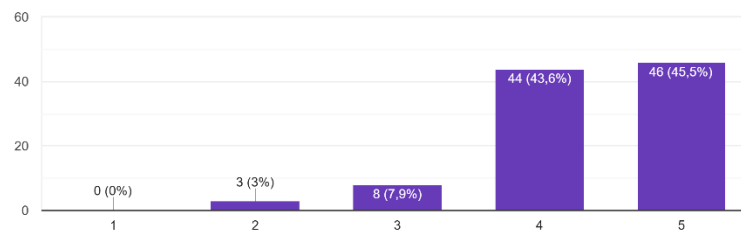
5. Saya bersedia berkunjung kembali ke Ayank Cafe

101 jawaban



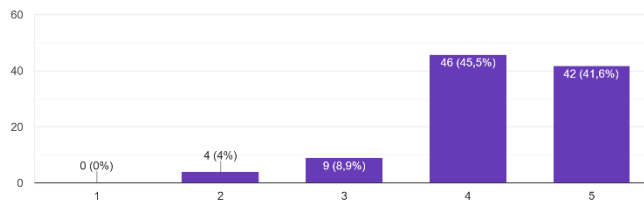
6. Saya tertarik membeli kembali setelah melihat Instagram Ayank Cafe

101 jawaban



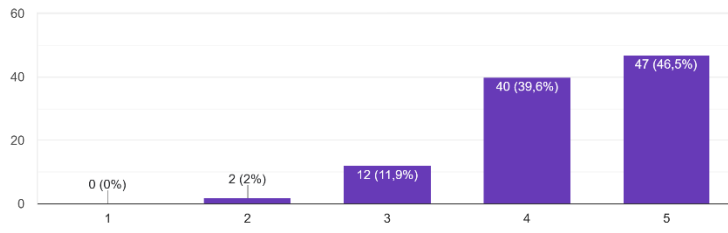
7. Saya bersedia merekomendasikan Ayank Cafe kepada orang lain.

101 jawaban



8. Saya bersedia membagikan informasi Ayank Cafe ke teman.

101 jawaban



KUESIONER PENELITIAN

**PENGARUH PEMANFAATAN MEDIA SOSIAL INSTAGRAM
TERHADAP PENINGKATAN JUMLAH PELANGGAN
AYANK CAFÉ AEK NABARA**

Petunjuk pengisian kuesioner:

- 1) Mohon diberi tanda checklist (√) pada kolom jawaban Bapak/Ibu anggap paling sesuai
- 2) Setiap pertanyaan hanya membutuhkan satu jawaban saja.
- 3) Mohon memberikan jawaban yang sebenarnya karena tidak akan mempengaruhi pekerjaan anda.
- 4) Setelah mengisi kuesioner mohon Bapak/Ibu berikan kepada yang menyerahkan kuesioner.
- 5) Terimakasih atas partisipasi anda.

Identitas Responden

- 1) Nama
- 2) Usia
- 3) Jenis Kelamin
- 4) Pendapat anda dinyatakan dalam skala 1-5 yang memiliki makna

Sangat setuju	(SS)	= 5
Setuju	(S)	= 4
Netral	(N)	= 3
Tidak Setuju	(TS)	= 2
Sangat Tidak Setuju	(STS)	= 1

Variabel Pemanfaatan Media Sosial Instagram

No.	Pernyataan	SS	S	N	TS	STS
1.	Informasi pada postingan Instagram mudah dipahami					
2.	Konten Instagram Ayank Café terlihat menarik					
3.	Admin Instagram Ayank Café merespon komentar atau pesan dengan baik.					
4.	Saya merasa mudah berkomunikasi melalui Instagram Ayank Café					
5.	Postingan Instagram Ayank Café membuat saya tertarik melihat lebih lanjut.					
6.	Saya tertarik mengikuti update dari Instagram Ayank Café .					
7.	Ayank Café rutin mengunggah konten Instagram					
8.	Informasi di Instagram Ayank Café selalu terbaru.					
9.	Postingan Instagram Ayank Café mudah ditemukan.					
10.	Instagram Ayank Café membantu saya mengetahui promo atau event terbaru					

Variabel Peningkatan Jumlah Pelanggan (Y)

No.	Pernyataan	SS	S	N	TS	STS
1.	Saya tertarik berkunjung setelah melihat Instagram Ayank Café .					
2.	Konten Instagram Ayank Café membuat saya ingin datang					
3.	Saya memutuskan membeli setelah melihat Instagram Ayank Café					
4.	Promo di Instagram memengaruhi keputusan saya untuk datang.					
5.	Saya bersedia berkunjung kembali ke Ayank Café					
6.	Saya tertarik membeli kembali setelah melihat Instagram Ayank Café					
7.	Saya bersedia merekomendasikan Ayank Café kepada orang lain.					
8.	Saya bersedia membagikan informasi Ayank Café ke teman.					

Lampiran 2

LAMPIRAN TABULASI PENELITIAN

No	Variabel										Total
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	
1	4	4	4	4	4	4	5	5	5	5	44
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6	5	5	5	5	5	5	5	5	5	5	50
7	4	5	4	5	4	5	4	5	4	5	45
8	3	2	3	2	3	3	2	2	2	2	24
9	4	4	5	4	5	5	4	4	5	4	44
10	5	5	5	5	5	5	5	5	5	5	50
11	4	5	4	5	5	4	5	4	5	5	46
12	5	4	5	5	5	5	5	5	5	5	49
13	4	5	5	4	5	4	4	4	3	4	42
14	4	5	4	5	5	5	4	5	5	4	46
15	4	5	4	5	5	5	4	4	4	5	45
16	4	5	5	4	4	4	5	5	4	4	44
17	4	5	4	5	4	5	4	5	4	5	45
18	5	4	4	4	4	4	4	4	5	4	42
19	4	4	4	4	4	4	4	3	3	3	37
20	4	4	5	5	4	5	5	4	5	5	46
21	5	5	5	5	5	5	5	5	5	5	50
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NO.	Variabel								TOTAL Y
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76	5	5	5	5	5	5	5	5	40
77	5	5	5	5	5	5	5	3	38
78	5	5	5	5	5	5	5	5	40
79	5	5	5	5	4	4	5	5	38
80	5	5	5	4	4	4	4	4	35
81	3	3	3	4	4	4	4	5	30
82	5	5	5	5	5	5	5	5	40
83	4	4	4	4	4	4	4	4	32
84	3	3	3	3	5	5	5	5	32
85	4	4	4	4	4	4	4	4	32
86	4	4	4	4	4	4	4	4	32
87	5	4	4	4	4	4	4	4	33
88	4	5	5	4	5	4	4	4	35
89	3	4	5	5	5	5	4	3	34
90	4	5	4	3	3	4	4	3	30
91	4	4	3	5	3	4	4	5	32
92	4	4	4	4	4	4	4	4	32
93	4	4	4	4	4	4	4	4	32
94	4	4	4	3	5	2	2	5	29
95	4	4	4	4	4	5	4	4	33
96	3	3	3	3	3	3	3	3	24
97	3	3	3	3	3	3	3	3	24
98	5	5	5	5	5	5	5	5	40
99	5	5	5	5	5	5	5	5	40
100	5	5	5	5	5	5	5	5	40

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LAMPIRAN 3

HASIL SPSS

Validitas

Correlations

	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	TOTALX	
X1	Pearson Correlation	1	.582**	.550**	.564**	.555**	.515**	.545**	.601**	.598**	.613**	.748**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2	Pearson Correlation	.582**	1	.576**	.683**	.579**	.601**	.531**	.607**	.580**	.592**	.775**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X3	Pearson Correlation	.550**	.576**	1	.561**	.642**	.706**	.561**	.630**	.551**	.591**	.784**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X4	Pearson Correlation	.564**	.683**	.561**	1	.649**	.659**	.671**	.623**	.691**	.655**	.834**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X5	Pearson Correlation	.555**	.579**	.642**	.649**	1	.706**	.613**	.596**	.626**	.607**	.809**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X6	Pearson Correlation	.515**	.601**	.706**	.659**	.706**	1	.677**	.698**	.608**	.692**	.845**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X7	Pearson Correlation	.545**	.531**	.561**	.671**	.613**	.677**	1	.743**	.658**	.711**	.830**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X8	Pearson Correlation	.601**	.607**	.630**	.623**	.596**	.698**	.743**	1	.681**	.698**	.848**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000

X9	N	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.598**	.580**	.551**	.691**	.626**	.608**	.658**	.681**	1	.623**	.818**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
X10	N	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.613**	.592**	.591**	.655**	.607**	.692**	.711**	.698**	.623**	1	.832**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
TOTAL X	N	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.748**	.775**	.784**	.834**	.809**	.845**	.830**	.848**	.818**	.832**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100

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

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTALY
Y1	Pearson Correlation	1	.681**	.680**	.632**	.606**	.510**	.653**	.601**	.813**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y2	Pearson Correlation	.681**	1	.619**	.612**	.522**	.510**	.525**	.511**	.749**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y3	Pearson Correlation	.680**	.619**	1	.647**	.657**	.640**	.683**	.598**	.838**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y4	Pearson Correlation	.632**	.612**	.647**	1	.628**	.595**	.603**	.624**	.817**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y5	Pearson Correlation	.606**	.522**	.657**	.628**	1	.693**	.697**	.653**	.835**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y6	Pearson Correlation	.510**	.510**	.640**	.595**	.693**	1	.806**	.618**	.822**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y7	Pearson Correlation	.653**	.525**	.683**	.603**	.697**	.806**	1	.713**	.870**

Y8	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
	Pearson									
	Correlation	.601**	.511**	.598**	.624**	.653**	.618**	.713**	1	.814**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
TOTALY	Pearson									
	Correlation	.813**	.749**	.838**	.817**	.835**	.822**	.870**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100

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

Lampiran 4
LAMPIRAN HASIL PENGOLAHAN DATA

1. Hasil Uji Reliabilitas Pemanfaatan Media Sosial Instagram

Reliability Statistics

Cronbach's Alpha	N of Items
.943	10

2. Hasil Uji Reliabilitas Peningkatan Jumlah Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.930	8

Lampiran 5
Lampiran Hasil Uji Linear Regresi t (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.908	1.902		2.581	.011
	X	.688	.044	.845	15.636	.000

a. Dependent Variable: Y

Hasil Uji Determinasi

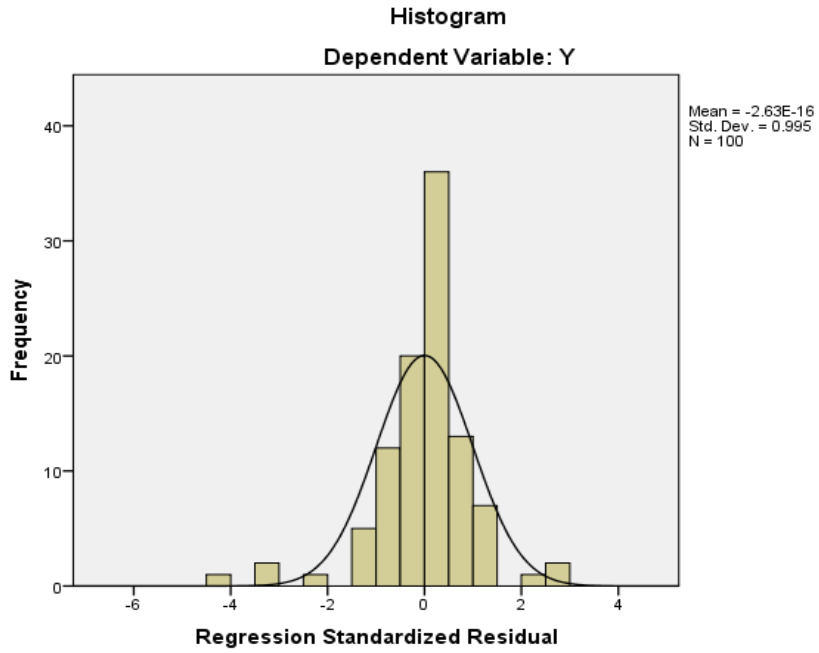
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 ^a	.714	.711	2.612

a. Predictors: (Constant), X

b. Dependent Variable: Y

Hasil Uji Normalitas



Normal P-P Plot of Regression Standardized Residual

