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ATTACHMENTS

1. Research Matrix

Variable	Conceptual Definition	Operational Definition	Indicator	Measurement	Data Scale
Perceived Persuasiveness of Family Content	Perceived Persuasiveness of Family Content can be interpreted on how strongly that content shared by family influencers on social media has the potential to influence their attitudes, beliefs, or behaviors based on the usability, effectiveness, satisfaction and emotional response that they got from interacting with the family content (Lehto, et al 2012)	The extent to which individuals accessibility with the family content	Usability	The respondent's accessibility to the content, such as how easy or difficult it is to access family content.	Interval
		The extent to which individuals can achieve their intended goal or tasks with the help of the family content	Effectiveness	The respondent's overall perception of how well the family content that is given is relevant and helps them achieve their intended goals or tasks.	Interval
		The extent to which overall negative or positive feelings an individual after viewing or interacting with the family content	Satisfaction	The respondent's overall positive or negative feelings after interacting with the family content.	Interval
		The extent to which individuals experience various emotions after interacting	Emotional Responses	Respondent's emotion or feelings experienced (humor, sadness, happiness) while interacting with	Interval

		with the family content .		the family content	
Subjective Norms of Married Life	Subjective norms are applicable to an individual's assessment of the social influences	The extent to which individuals feel pressured by family members to marry.	Family Influence: The individual's perception towards Family Pressure on Individuals' decision to Marry	Respondent's perception toward family expectation on marriage	Interval
	about whether to participate or withdraw from a particular behaviour. (Ajzen, 1991; Francis et al., 2004).	The degree to which individuals perceive that their friends influence their views on marriage	Friends Influence: The individual's perception towards friends influence of how their views on marriage	Respondent's perception toward friends influence on marriage	Interval
	Subjective norms of married life refers to social pressures and expectations from significant others, such as family members, friends, and society, regarding the behaviors, attitudes, and roles associated with being married.	The extent to which individuals believe society holds certain expectations about marriage.	Social Expectation: How the social expectation influence individual whether to participate or withdraw for a particular behavior	Respondent's perception toward social expectation to participate or withdraw for a particular behavior, which in this context to marry	Interval

Intention to Get Married among Young Adults	Intention to get married among young adults can be interpreted as the degree to which they envision and plan for marriage in their future. This intention is shaped by factors such as family content and subjective norms, which influence how strongly young adults desire and prepare for marriage.	The extent to which young adults express a desire to get married in the future.	Desire to get married	Respondent's desire to get married in the future	Interval
		The degree to which young adults view marriage as an important life goal.	Perception on Marriage	Respondent's view on marriage as an important life goal	Interval

2. Research Questionnaire

Perkenalkan, nama saya Sasha Frida, mahasiswa S1 Ilmu Komunikasi Universitas Diponegoro yang sedang melakukan survey dan proses penulisan skripsi mengenai The Influence of Perceived Persuasiveness of Family Content and Subjective Norms of Married Life on The Intention to Marry among Young Adults.

Saya memohon bantuan dan partisipasi anda untuk mengisi kuesioner ini guna melengkapi data penelitian skripsi sebagai persyaratan untuk menyelesaikan program studi saya. Semua identitas yang terkumpul akan terjamin kerahasiaannya. Jika ada pertanyaan lebih lanjut, silahkan hubungi saya di +6282127564133. Terimakasih atas bantuan dan dukungannya

Berikut merupakan kriteria mengisi kuesioner ini:

1. Laki laki dan Perempuan
2. Berusia 18-25 tahun
3. Mengikuti / pernah berinteraksi dengan account family content melalui sosial media

- Identitas Responden

1. Jenis Kelamin
2. Usia

Perceived Persuasiveness of Family Content (X1) (Score 8-32)

PERCEIVED PERSUASIVENESS OF FAMILY CONTENT						
NO	PERTANYAAN	1	2	3	4	UKURAN
Usability						
1	Saya bisa mendapatkan konten - konten keluarga seperti menceritakan kehidupan keluarga di social media dengan mudah					Sangat Tidak Mudah - Sangat Mudah
2	Saya dapat berinteraksi dengan berbagai cerita kehidupan keluarga melalui komentar atau memberikan like pada akun social media influencer					Sangat Tidak Mudah - Sangat Mudah
Effectiveness						
3	Konten - konten keluarga yang dibagikan melalui social media influencer dapat memberi saya gambaran mengenai keluarga bahagia					Sangat Tidak Setuju - Sangat Setuju
4	Konten-konten keluarga yang dibagikan oleh social media influencer relevan bagi saya					Sangat Tidak Setuju - Sangat Setuju
Satisfaction						
5	Saya puas berinteraksi dengan cerita kehidupan keluarga influencer melalui akun sosial media mereka					Sangat Tidak Puas - Sangat Puas
6	Saya senang berinteraksi dengan cerita kehidupan keluarga influencer melalui akun sosial media mereka					Sangat Tidak Puas - Sangat Puas

Emotional Response						
7	Berinteraksi dengan cerita kehidupan keluarga influencer memberikan saya rasa terharu					Sangat Tidak Setuju - Sangat Setuju
8	Berinteraksi dengan cerita kehidupan keluarga influencer memberikan saya rasa bangga					Sangat Tidak Setuju - Sangat Setuju

Subjective Norms of Married Life (X2) (Score 8 - 32)

SUBJECTIVE NORMS OF MARRIED LIFE						
NO	PERTANYAAN	1	2	3	4	UKURAN
Family Influence						
1	Keluarga saya mempunyai ekspektasi untuk saya segera menikah					Sangat Tidak Setuju - Sangat Setuju
2	Ekspektasi dari keluarga saya untuk cepat menikah memberikan saya tekanan emosional					Sangat Tidak Setuju - Sangat Setuju
3	Tekanan yang saya dapat dari keluarga saya memberikan saya tekanan sosial					Sangat Tidak Setuju - Sangat Setuju
Friends Influence						
4	Teman - teman saya mengidealkan menikah muda					Sangat Tidak Setuju

						- Sangat Setuju
5	Teman - teman saya berencana untuk menikah di waktu dekat					Sangat Tidak Setuju - Sangat Setuju
6	Teman - teman saya percaya bahwa menikah muda adalah hal yang penting					Sangat Tidak Setuju - Sangat Setuju
Social Expectation						
7	Masyarakat di sekitar saya cenderung percaya bahwa sebaiknya segera menikah					Sangat Tidak Setuju - Sangat Setuju
8	Masyarakat di sekitar saya cenderung percaya bahwa menikah muda memberikan lebih banyak kebaikan					Sangat Tidak Setuju - Sangat Setuju

Intention to Marry among Young Adults

INTENTION TO MARRY AMONG YOUNG ADULTS						
NO	PERTANYAAN	1	2	3	4	UKURAN
1	Saya ingin membangun keluarga di rentan umur 19 - 25 tahun					Sangat Tidak Setuju - Sangat Setuju
2	Menikah muda adalah hal yang penting bagi saya					Sangat Tidak Setuju -

									Sangat Setuju
3	Membangun keluarga di usia muda adalah hal yang saya rencanakan								Sangat Tidak Setuju - Sangat Setuju
4	Menikah sebelum memasuki usia 30 merupakan salah satu tujuan saya dalam membangun hubungan.								Sangat Tidak Setuju - Sangat Setuju
5	Saya berencana menikah di usia muda sebagai langkah penting dalam hidup								Sangat Tidak Setuju - Sangat Setuju

3. Scoring Table

PERCEIVED PERSUASIVENESS OF FAMILY CONTENT

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Total X1
<u>4</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>31</u>
<u>3</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>1</u>	<u>20</u>
<u>3</u>	<u>4</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>25</u>
<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>22</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>21</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>25</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>30</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>24</u>
<u>3</u>	<u>4</u>	<u>4</u>	<u>1</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>27</u>
<u>3</u>	<u>3</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>13</u>
<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>22</u>
<u>4</u>	<u>1</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>20</u>
<u>3</u>	<u>24</u>							

<u>3</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>17</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>20</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>25</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>24</u>
<u>4</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>3</u>	<u>21</u>
<u>3</u>	<u>4</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>19</u>
<u>4</u>	<u>4</u>	<u>1</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>27</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>30</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>24</u>
<u>4</u>	<u>4</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>15</u>
<u>3</u>	<u>1</u>	<u>3</u>	<u>3</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>14</u>
<u>4</u>	<u>3</u>	<u>31</u>						
<u>4</u>	<u>3</u>	<u>31</u>						
<u>4</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>4</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>17</u>
<u>4</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>20</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>26</u>
<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>19</u>
<u>2</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>21</u>
<u>3</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>3</u>	<u>25</u>
<u>4</u>	<u>32</u>							
<u>2</u>	<u>4</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>12</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>21</u>
<u>3</u>	<u>3</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>16</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>3</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>25</u>
<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>17</u>
<u>4</u>	<u>32</u>							
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>30</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>30</u>
<u>4</u>	<u>32</u>							
<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>18</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>4</u>	<u>32</u>							
<u>4</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>31</u>
<u>3</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>1</u>	<u>23</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>22</u>

<u>3</u>	<u>1</u>	<u>22</u>						
<u>3</u>	<u>4</u>	<u>4</u>	<u>1</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>27</u>
<u>4</u>	<u>1</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>20</u>
<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>23</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>28</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>22</u>
<u>4</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>25</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>30</u>
<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>25</u>
<u>4</u>	<u>32</u>							
<u>3</u>	<u>24</u>							
<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>3</u>	<u>23</u>
<u>4</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>20</u>
<u>3</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>27</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>4</u>	<u>32</u>							
<u>3</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>28</u>
<u>4</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>20</u>
<u>4</u>	<u>32</u>							
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>28</u>
<u>4</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>20</u>
<u>2</u>	<u>3</u>	<u>17</u>						
<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>22</u>
<u>4</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>20</u>
<u>2</u>	<u>16</u>							
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>4</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>20</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>18</u>
<u>4</u>	<u>32</u>							
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>26</u>
<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>18</u>
<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>20</u>
<u>4</u>	<u>32</u>							
<u>4</u>	<u>32</u>							

<u>3</u>	<u>24</u>								
<u>3</u>	<u>24</u>								
<u>4</u>	<u>4</u>	<u>3</u>	<u>26</u>						
<u>3</u>	<u>3</u>	<u>2</u>	<u>18</u>						
<u>4</u>	<u>4</u>	<u>3</u>	<u>26</u>						
<u>4</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>16</u>

SUBJECTIVE NORMS OF MARRIED LIFE

Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Total X2
1	1	1	1	1	1	1	1	8
1	1	2	1	1	1	1	1	9
4	2	2	4	3	2	3	3	23
3	2	2	2	4	2	2	3	20
2	1	1	2	2	2	2	2	14
2	1	1	3	2	2	3	2	16
1	1	1	2	2	1	2	1	11
4	4	4	2	3	2	4	3	26
3	2	2	1	1	2	2	3	16
4	3	1	4	3	4	3	3	25
1	1	1	2	1	1	1	1	9
2	1	1	2	2	2	2	2	14
1	1	1	1	1	1	1	1	8
2	2	2	3	2	2	2	2	17
4	3	1	2	2	1	1	2	16
2	1	2	3	3	3	3	3	20
3	2	2	3	2	2	2	2	18
2	2	2	3	2	1	1	1	14
2	1	1	2	2	1	1	2	12
4	1	1	3	2	3	4	4	22
1	2	1	3	2	2	2	2	15
1	1	1	2	4	1	4	3	17
2	2	2	3	3	3	3	3	21
2	2	2	3	2	1	2	2	16
1	1	1	3	2	1	1	1	11
2	1	1	2	2	2	2	2	14
2	1	1	2	2	2	1	2	13
3	3	3	3	2	2	2	2	20

2	2	3	3	2	3	3	3	21
1	1	1	1	1	1	1	1	8
3	1	1	2	2	2	1	2	14
2	2	2	3	2	4	3	3	21
2	2	2	1	1	1	4	4	17
2	2	2	2	2	1	2	2	15
3	2	3	2	2	2	3	3	20
2	3	3	3	2	3	3	2	21
4	4	4	4	4	4	4	4	32
1	1	1	4	4	1	1	1	14
3	2	3	3	2	1	1	1	16
3	2	1	2	3	1	2	1	15
2	2	2	3	3	3	4	2	21
1	1	1	1	1	1	2	1	9
1	2	1	2	2	1	2	1	12
3	3	2	2	2	2	1	1	16
3	3	2	2	2	2	3	3	20
3	3	2	3	2	3	3	3	22
4	3	2	3	4	4	4	4	28
2	2	2	3	3	3	3	3	21
2	1	1	3	2	2	2	2	15
1	1	1	3	3	3	3	3	18
3	3	3	3	4	4	3	3	26
1	1	1	1	1	1	1	1	8
4	1	1	2	4	1	4	2	19
1	1	1	1	2	1	1	1	9
4	2	2	2	4	2	2	3	21
2	3	4	4	4	4	4	4	29
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3	3	3	3	3	3	3	3	24
2	2	1	2	2	2	3	3	17
3	3	2	3	3	3	4	4	25
4	4	2	3	3	4	3	3	26
4	4	3	3	4	4	4	4	30
1	1	1	3	3	3	4	4	20
1	1	2	1	1	1	1	1	9
2	2	2	2	2	2	2	2	16
2	2	2	2	2	2	2	4	18

2	2	2	2	2	2	4	4	20
3	3	3	3	3	3	4	4	26
1	1	2	1	1	1	1	1	9
3	3	2	3	3	3	4	4	25
3	3	2	3	3	3	3	3	23
3	3	1	1	1	1	4	4	18
3	3	3	3	3	3	3	3	24
2	2	2	2	2	2	1	1	14
3	4	2	3	3	3	4	4	26
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3	3	3	3	3	3	4	4	26
2	2	2	2	2	2	2	2	16
1	1	1	3	3	3	4	4	20
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2	2	2	3	3	3	4	4	23
1	1	1	2	2	2	3	3	15
2	2	2	2	2	2	4	4	20
3	3	3	3	4	3	4	4	27
1	1	1	1	3	3	4	4	18
4	4	3	2	2	2	4	4	25
4	4	3	2	2	2	4	4	25
3	3	3	3	3	3	3	3	24
2	1	1	1	1	1	2	2	11
3	3	3	3	3	3	3	3	24
2	2	2	2	2	2	2	2	16

INTENTION TO MARRY AMONG YOUNG ADULTS

Q17	Q18	Q19	Q20	Q21	Total Y
-----	-----	-----	-----	-----	---------

<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>1</u>	<u>8</u>
<u>3</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>13</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>20</u>
<u>3</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>14</u>
<u>3</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>14</u>
<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>11</u>
<u>2</u>	<u>1</u>	<u>1</u>	<u>4</u>	<u>2</u>	<u>10</u>
<u>3</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>17</u>
<u>3</u>	<u>1</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>12</u>
<u>4</u>	<u>3</u>	<u>4</u>	<u>1</u>	<u>3</u>	<u>15</u>
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>5</u>
<u>3</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>12</u>
<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>1</u>	<u>8</u>
<u>2</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>3</u>	<u>13</u>
<u>1</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>9</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>17</u>
<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>11</u>
<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>15</u>
<u>4</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>18</u>
<u>3</u>	<u>1</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>12</u>
<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>3</u>	<u>10</u>
<u>4</u>	<u>1</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>13</u>
<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>11</u>
<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>9</u>
<u>3</u>	<u>2</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>11</u>
<u>3</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>14</u>
<u>2</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>12</u>
<u>3</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>14</u>
<u>3</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>12</u>
<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>7</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>17</u>
<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>15</u>
<u>2</u>	<u>1</u>	<u>1</u>	<u>4</u>	<u>2</u>	<u>10</u>
<u>3</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>10</u>
<u>3</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>16</u>
<u>1</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>14</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>20</u>
<u>3</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>13</u>
<u>4</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>16</u>

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4	4	4	4	4	20
4	3	3	3	3	16
4	3	3	3	3	16
4	4	4	4	4	20
4	4	4	4	4	20
1	3	2	3	3	12
3	3	3	3	2	14
4	4	4	4	4	20
2	1	1	3	1	8
3	2	3	4	2	14
3	1	1	4	1	10
3	2	3	4	2	14
4	4	4	4	4	20
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4	3	3	4	2	16
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4	3	3	4	3	17
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3	2	2	4	2	13
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<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>11</u>
<u>3</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>13</u>
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<u>4</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>14</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>20</u>
<u>3</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>16</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>20</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>17</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>17</u>
<u>4</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>14</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>16</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>17</u>
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>5</u>
<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>10</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>20</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>20</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>20</u>
<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>20</u>
<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>15</u>
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>5</u>
<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>17</u>
<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>1</u>	<u>8</u>

4. Validity Test

Perceived Persuasiveness of Family Content

		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	total
x1.1	Pearson Correlation	1	.076	.205	.296	.103	.198	.240	.345	.372*
	Sig. (2-tailed)		.691	.277	.112	.589	.295	.201	.062	.043
	N	30	30	30	30	30	30	30	30	30
x1.2	Pearson Correlation	.076	1	.107	.102	.482**	.383*	.389*	.390*	.530**
	Sig. (2-tailed)	.691		.572	.591	.007	.037	.033	.033	.003
	N	30	30	30	30	30	30	30	30	30
x1.3	Pearson Correlation	.205	.107	1	.277	.397*	.605**	.627**	.613**	.709**
	Sig. (2-tailed)	.277	.572		.139	.030	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30
x1.4	Pearson Correlation	.296	.102	.277	1	.334	.429*	.369*	.299	.544**
	Sig. (2-tailed)	.112	.591	.139		.071	.018	.045	.109	.002
	N	30	30	30	30	30	30	30	30	30
x1.5	Pearson Correlation	.103	.482**	.397*	.334	1	.781**	.574**	.485**	.762**
	Sig. (2-tailed)	.589	.007	.030	.071		<.001	<.001	.007	<.001
	N	30	30	30	30	30	30	30	30	30
x1.6	Pearson Correlation	.198	.383*	.605**	.429*	.781**	1	.811**	.734**	.911**
	Sig. (2-tailed)	.295	.037	<.001	.018	<.001		<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30
x1.7	Pearson Correlation	.240	.389*	.627**	.369*	.574**	.811**	1	.671**	.863**
	Sig. (2-tailed)	.201	.033	<.001	.045	<.001	<.001		<.001	<.001
	N	30	30	30	30	30	30	30	30	30
x1.8	Pearson Correlation	.345	.390*	.613**	.299	.485**	.734**	.671**	1	.826**
	Sig. (2-tailed)	.062	.033	<.001	.109	.007	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	.372*	.530**	.709**	.544**	.762**	.911**	.863**	.826**	1
	Sig. (2-tailed)	.043	.003	<.001	.002	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30

Subjective Norms of Married Life

		x2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	total
x2.1	Pearson Correlation	1	.682**	.388*	.430*	.387*	.529**	.456*	.678**	.791**
	Sig. (2-tailed)		<.001	.034	.018	.034	.003	.011	<.001	<.001
	N	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.682**	1	.674**	.353	.324	.307	.293	.358	.677**
	Sig. (2-tailed)	<.001		<.001	.056	.081	.099	.116	.052	<.001
	N	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.388*	.674**	1	.197	.239	.244	.358	.332	.573**
	Sig. (2-tailed)	.034	<.001		.296	.204	.195	.052	.073	<.001
	N	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.430*	.353	.197	1	.500**	.564**	.466**	.427*	.671**
	Sig. (2-tailed)	.018	.056	.296		.005	.001	.009	.019	<.001
	N	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.387*	.324	.239	.500**	1	.405*	.648**	.646**	.706**
	Sig. (2-tailed)	.034	.081	.204	.005		.026	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.529**	.307	.244	.564**	.405*	1	.629**	.740**	.756**
	Sig. (2-tailed)	.003	.099	.195	.001	.026		<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.456*	.293	.358	.466**	.648**	.629**	1	.824**	.805**
	Sig. (2-tailed)	.011	.116	.052	.009	<.001	<.001		<.001	<.001
	N	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.678**	.358	.332	.427*	.646**	.740**	.824**	1	.863**
	Sig. (2-tailed)	<.001	.052	.073	.019	<.001	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	.791**	.677**	.573**	.671**	.706**	.756**	.805**	.863**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30

Intention to Marry among Young Adults

		y1	y2	y3	y4	y5	total
y1	Pearson Correlation	1	.639**	.712**	.282	.555**	.818**
	Sig. (2-tailed)		<.001	<.001	.131	.001	<.001
	N	30	30	30	30	30	30
y2	Pearson Correlation	.639**	1	.801**	.125	.766**	.855**
	Sig. (2-tailed)	<.001		<.001	.509	<.001	<.001
	N	30	30	30	30	30	30
y3	Pearson Correlation	.712**	.801**	1	.182	.732**	.885**
	Sig. (2-tailed)	<.001	<.001		.334	<.001	<.001
	N	30	30	30	30	30	30
y4	Pearson Correlation	.282	.125	.182	1	.318	.484**
	Sig. (2-tailed)	.131	.509	.334		.087	.007
	N	30	30	30	30	30	30
y5	Pearson Correlation	.555**	.766**	.732**	.318	1	.859**
	Sig. (2-tailed)	.001	<.001	<.001	.087		<.001
	N	30	30	30	30	30	30
total	Pearson Correlation	.818**	.855**	.885**	.484**	.859**	1
	Sig. (2-tailed)	<.001	<.001	<.001	.007	<.001	
	N	30	30	30	30	30	30

5. Reliability Test

Perceived Persuasiveness of Family Content

Reliability Statistics

Cronbach's Alpha	N of Items
.856	8

Subjective Norms of Married Life

Reliability Statistics

Cronbach's Alpha	N of Items
.876	8

Intention to Marry among Young Adults

Reliability Statistics

Cronbach's Alpha	N of Items
.839	5