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## LAMPIRAN

### 1. Kuisisioner

### PENGARUH INTENSITAS MENONTON KONTEN SKETSA KOMEDI DI TIKTOK DAN BRAND IMAGE TERHADAP KREDIBILITAS SUMBER PADA OWN MEDIA BANK MEGA

B I U ☺ ✎

Skala: Likert 1-5  
1 = Sangat Tidak Setuju  
2 = Tidak Setuju  
3 = Netral  
4 = Setuju  
5 = Sangat Setuju

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111

1. Apakah Anda pengguna TikTok? 📄 ⊙ Pilihan ganda -

Ya ✕

Tidak ✕

Tambahkan opsi atau [tambahkan "Lainnya"](#)

📄 🗑️ Wajib diisi 🔍

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2. Apakah Anda pernah melihat konten sketsa komedi Bank Mega di TikTok?

Ya

Tidak

**UMUR**

Teks jawaban singkat

.....

111

**Jenis kelamin**

- Laki - Laki
- Perempuan

**PEKERJAAN / STATUS**

- Pelajar / Mahasiswa
- Karyawan
- Wiraswasta
- Lainnya

**Intensitas Menonton :**

Saya sering menonton konten sketsa komedi Bank Mega di TikTok.

- 1
- 2
- 3
- 4
- 5

**Intensitas Menonton :**

Saya menghabiskan waktu cukup lama saat menonton konten sketsa Bank Mega.

- 1
- 2
- 3
- 4
- 5

**Intensitas Menonton :**

Saya memberikan perhatian penuh ketika menonton konten sketsa komedi Bank Mega.

- 1            2            3            4            5
- 

**Intensitas Menonton :**

Saya sering memberikan like, komentar, atau share pada konten sketsa komedi Bank Mega.

- 1            2            3            4            5
- 

**Intensitas Menonton :**

Saya mengikuti akun Bank Mega karena tertarik dengan konten sketsanya.

- 1            2            3            4            5
- 

**Brand Image**

Persepsi bahwa konten TikTok Bank Mega menampilkan brand yang ramah dan membumi

- 1            2            3            4            5
-

**Brand Image**

Persepsi bahwa gaya komunikasi Bank Mega terasa tulus dan tidak dibuat-buat.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Brand Image**

Persepsi bahwa konten Bank Mega terlihat kreatif dan mengikuti tren.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Brand Image**

Konten TikTok Bank Mega terasa menghibur dan mengikuti tren

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Brand Image**

Persepsi bahwa Bank Mega tetap terlihat profesional meskipun menggunakan format komedi

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Kredibilitas Sumber**

Persepsi bahwa informasi yang disampaikan melalui konten TikTok Bank Mega dapat dipercaya

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Kredibilitas sumber**

Persepsi bahwa Bank Mega jujur dalam menyampaikan pesan melalui konten

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

111

**Kredibilitas Sumber**

Persepsi bahwa Bank Mega terlihat kompeten dalam menyampaikan informasi keuangan melalui konten TikTok

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Kredibilitas Sumber**

Persepsi bahwa Bank Mega memahami bidang yang dikomunikasikan dalam kontennya.

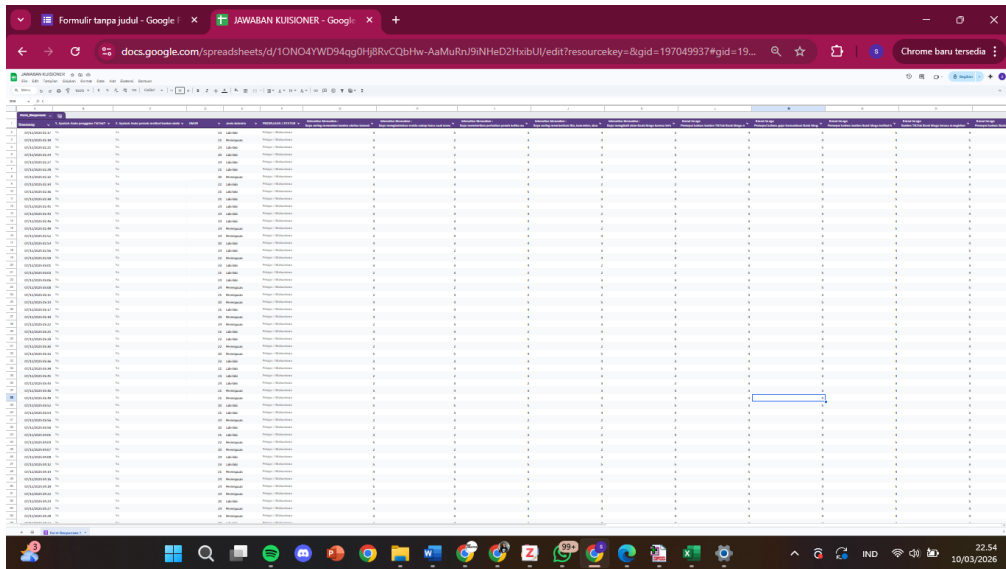
- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

111

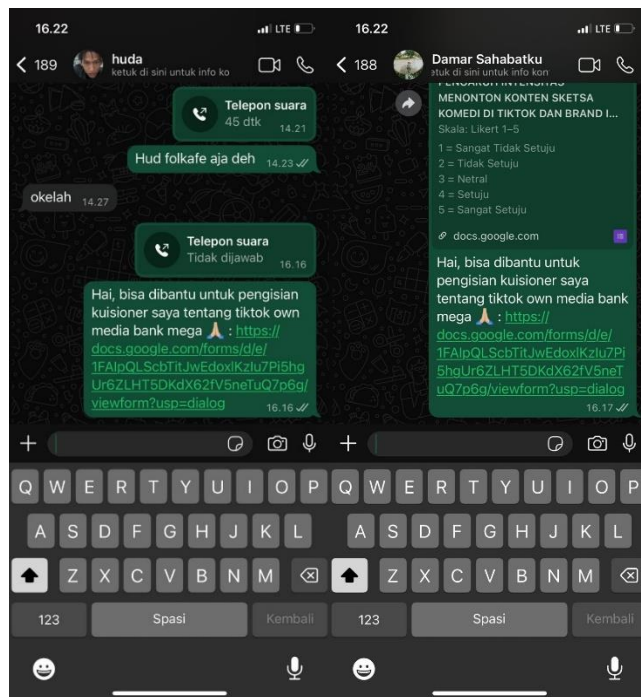
**Kredibilitas Sumber**

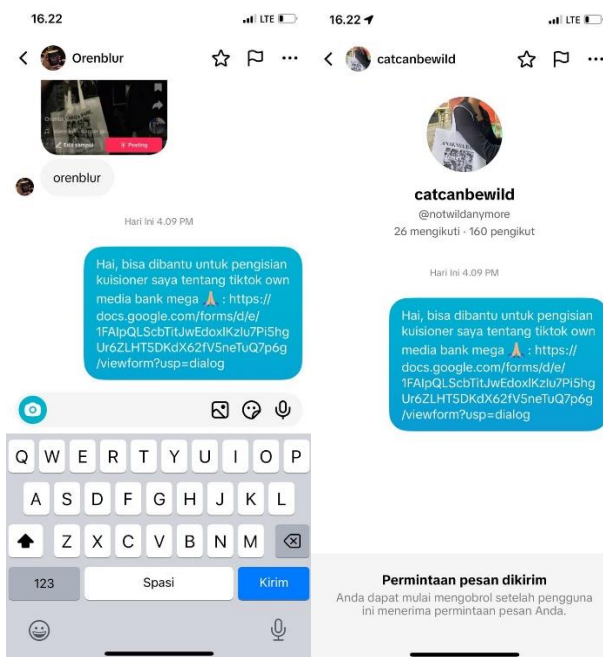
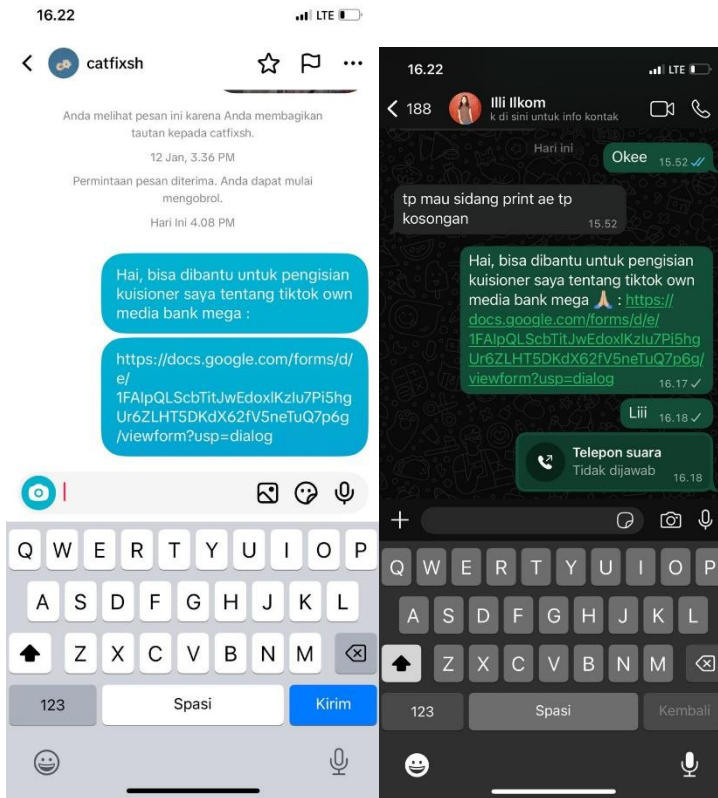
Persepsi bahwa cara penyampaian Bank Mega di TikTok menarik dan mudah diterima.

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



## 2. Penyebaran Kuisisioner





16.22 LTE

< **catfixsh** ☆ 🚩 ...

Anda melihat pesan ini karena Anda membagikan tautan kepada catfixsh.

12 Jan, 3.36 PM

Permintaan pesan diterima. Anda dapat mulai mengobrol.


Hari Ini 4.08 PM

Hai, bisa dibantu untuk pengisian kuisioner saya tentang tiktok own media bank mega :

<https://docs.google.com/forms/d/e/1FAIpQLScbTitJwEdoxIKzlu7Pi5HgUr6ZLHT5DKdX62fV5neTuQ7p6g/viewform?usp=dialog>

16.22 LTE

< **vakingshitt** ☆ 🚩 ...



**vakingshitt**  
@vakingshitt  
178 mengikuti · 50 pengikut

**Ikuti**

Hari Ini 4.10 PM


Hai, bisa dibantu untuk pengisian kuisioner saya tentang tiktok own media bank mega 🙏 : <https://docs.google.com/forms/d/e/1FAIpQLScbTitJwEdoxIKzlu7Pi5HgUr6ZLHT5DKdX62fV5neTuQ7p6g/viewform?usp=dialog>

**Permintaan pesan dikirim**  
Anda dapat mulai mengobrol setelah pengguna ini menerima permintaan pesan Anda.

Q W E R T Y U I O P  
A S D F G H J K L  
Z X C V B N M  
123 Spasi Kirim

16.21 5G

< **sleepyslopper** 🚩 ...




**sleepyslopper**  
@sleepyslopper  
71 mengikuti · 10 pengikut

Hari Ini 4.11 PM

Hai, bisa dibantu untuk pengisian kuisioner saya tentang tiktok own media bank mega 🙏 : <https://docs.google.com/forms/d/e/1FAIpQLScbTitJwEdoxIKzlu7Pi5HgUr6ZLHT5DKdX62fV5neTuQ7p6g/viewform?usp=dialog>

16.22 LTE

< **sapimentai** ☆ 🚩 ...



**sapimentai**  
@sapimentai7  
29 mengikuti · 8 pengikut

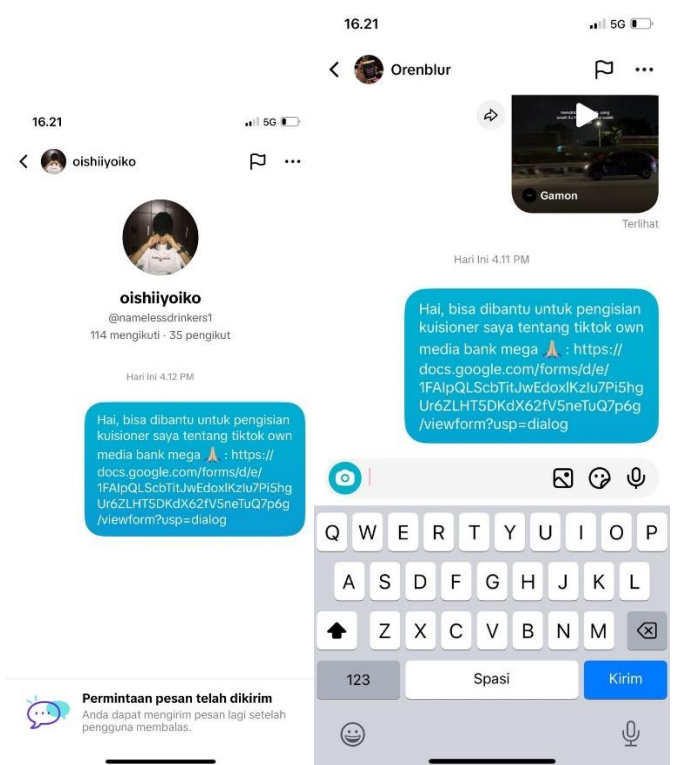
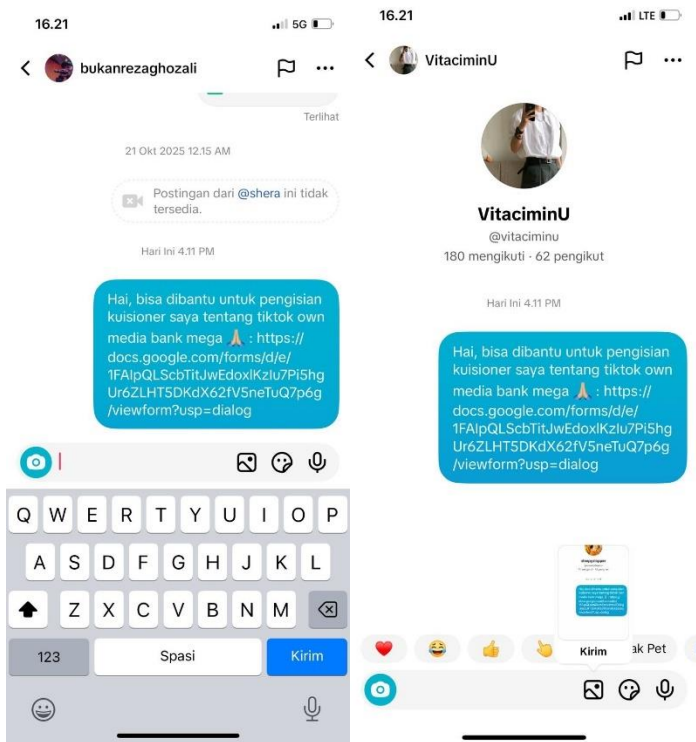
Hari Ini 4.10 PM

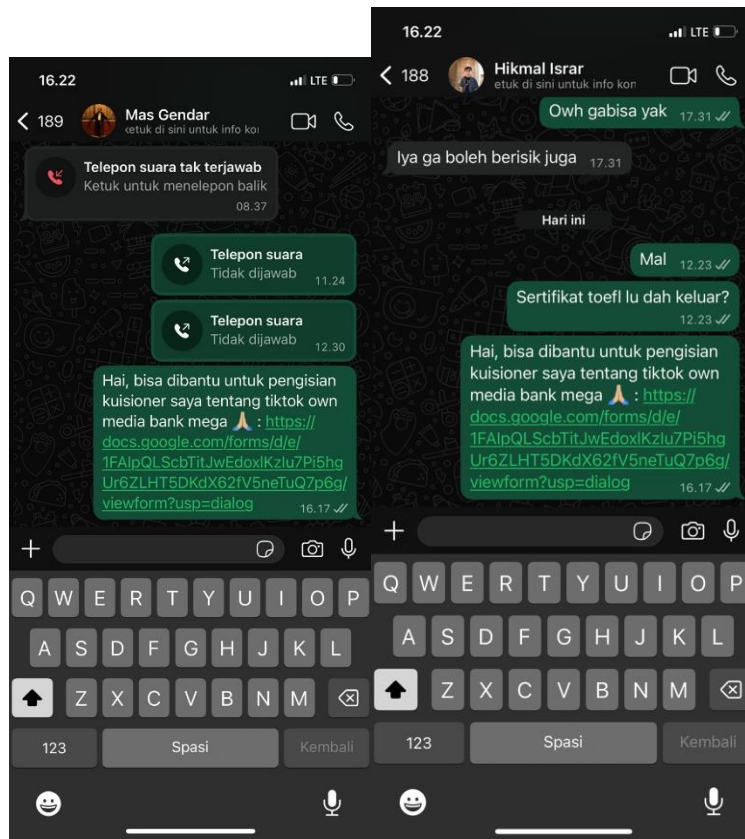
Hai, bisa dibantu untuk pengisian kuisioner saya tentang tiktok own media bank mega 🙏 : <https://docs.google.com/forms/d/e/1FAIpQLScbTitJwEdoxIKzlu7Pi5HgUr6ZLHT5DKdX62fV5neTuQ7p6g/viewform?usp=dialog>

**Permintaan pesan dikirim**  
Anda dapat mulai mengobrol setelah pengguna ini menerima permintaan pesan Anda.

👍 🙏 🤔 🗨️ 📷

Streak Pet





### 3. Penggunaan SPSS

OLAHAN DATA TERBARU SKRIPSI REY.sav [DataSet1] - SPSS Data Editor

File Edit View Data Transform Analyze Graphs Utilities Window Help

3: X2\_MEAN 5

Visible: 21 of 21 Variables

	X2_2	X2_3	X2_4	X2_5	Y_1	Y_2	Y_3	Y_4	Y_5	X1_TOTAL	X2_TOTAL	Y_TOTAL	X1_MEAN	X2_MEAN	Y_MEAN	var	v
7	4	4	4	4	5	5	4	5	5	14,00	20,00	24,00	2,80	4,00	4,80		
8	4	4	3	4	3	5	4	5	5	14,00	19,00	22,00	2,80	3,80	4,40		
9	5	4	5	5	3	4	5	5	4	22,00	24,00	21,00	4,60	4,80	4,20		
10	4	5	5	5	5	5	5	5	5	16,00	24,00	25,00	3,00	4,80	5,00		
11	5	5	5	5	4	5	4	5	5	24,00	25,00	23,00	5,00	5,00	4,60		
12	3	4	4	3	5	4	4	4	3	17,00	17,00	20,00	3,60	3,40	4,00		
13	3	3	3	3	5	5	5	5	5	16,00	15,00	25,00	3,00	3,00	5,00		
14	5	5	5	4	3	4	4	4	5	15,00	23,00	20,00	3,00	4,60	4,00		
15	3	3	3	3	3	3	3	3	3	15,00	15,00	16,00	3,40	3,00	3,20		
16	4	4	4	4	5	5	5	5	5	18,00	21,00	25,00	3,40	4,20	5,00		
17	5	4	5	5	4	4	4	4	5	15,00	24,00	21,00	2,80	4,80	4,20		
18	3	4	3	4	4	5	5	4	5	16,00	17,00	23,00	3,00	3,40	4,80		
19	3	3	3	4	4	4	4	4	3	14,00	16,00	19,00	2,80	3,20	3,80		
20	5	4	4	4	3	3	3	3	3	11,00	22,00	15,00	2,40	4,40	3,00		
21	4	4	4	4	4	4	5	3	4	14,00	19,00	20,00	2,80	3,80	4,00		
22	5	5	5	5	5	5	5	4	5	16,00	25,00	24,00	3,00	5,00	4,80		
23	3	3	3	3	3	3	3	4	3	11,00	16,00	16,00	2,40	3,20	3,20		
24	5	4	5	5	4	4	4	5	5	23,00	24,00	22,00	4,60	4,80	4,40		
25	3	4	3	3	4	3	4	4	4	18,00	16,00	19,00	3,60	3,20	3,80		
26	5	4	5	5	5	5	5	5	5	22,00	23,00	25,00	4,60	4,60	5,00		
27	5	5	5	5	4	5	4	3	4	14,00	25,00	20,00	3,00	5,00	4,00		
28	4	4	3	3	4	4	4	4	5	18,00	17,00	21,00	3,60	3,40	4,20		
29	4	5	4	5	4	5	5	4	4	21,00	23,00	22,00	4,20	4,60	4,40		
30	4	4	4	4	3	4	4	5	4	14,00	20,00	20,00	2,80	4,00	4,00		
31	5	4	5	4	4	4	3	3	4	24,00	22,00	18,00	4,80	4,40	3,60		
32	4	4	4	4	3	4	4	5	4	16,00	20,00	20,00	3,20	4,00	4,00		
33	4	3	3	4	5	5	5	5	5	21,00	19,00	25,00	4,00	3,80	5,00		
34	3	4	3	4	4	3	3	4	3	13,00	17,00	17,00	2,60	3,40	3,40		
35	3	3	3	3	3	4	4	4	4	12,00	15,00	19,00	2,60	3,00	3,80		
36	3	4	4	3	4	3	5	4	5	16,00	17,00	21,00	3,40	3,40	4,20		

Data View Variable View

SPSS Processor is ready

22:42  
10/03/2026

OLAHAN DATA TERBARU SKRIPSI REY.sav [DataSet1] - SPSS Data Editor

File Edit View Data Transform Analyze Graphs Utilities Window Help

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure
2	X1_2	Numeric	1	0		None	None	8	Right	Scale
3	X1_3	Numeric	1	0		None	None	8	Right	Scale
4	X1_4	Numeric	1	0		None	None	8	Right	Scale
5	X1_5	Numeric	1	0		None	None	8	Right	Scale
6	X2_1	Numeric	1	0		None	None	8	Right	Scale
7	X2_2	Numeric	1	0		None	None	8	Right	Scale
8	X2_3	Numeric	1	0		None	None	8	Right	Scale
9	X2_4	Numeric	1	0		None	None	8	Right	Scale
10	X2_5	Numeric	1	0		None	None	8	Right	Scale
11	Y_1	Numeric	1	0		None	None	8	Right	Scale
12	Y_2	Numeric	1	0		None	None	8	Right	Scale
13	Y_3	Numeric	1	0		None	None	8	Right	Scale
14	Y_4	Numeric	1	0		None	None	8	Right	Scale
15	Y_5	Numeric	1	0		None	None	8	Right	Scale
16	X1_TOTAL	Numeric	8	2		None	None	10	Right	Scale
17	X2_TOTAL	Numeric	8	2		None	None	10	Right	Scale
18	Y_TOTAL	Numeric	8	2		None	None	10	Right	Scale
19	X1_MEAN	Numeric	8	2		None	None	10	Right	Scale
20	X2_MEAN	Numeric	8	2		None	None	10	Right	Scale
21	Y_MEAN	Numeric	8	2		None	None	10	Right	Scale
22										
23										
24										
25										
26										
27										
28										
29										
30										
31										
32										

Data View Variable View

SPSS Processor is ready

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X1_1	353	2	5	3,37	,995
X1_2	353	2	5	3,35	1,028
X1_3	353	2	5	3,41	1,010
X1_4	353	2	5	3,35	1,025
X1_5	353	2	5	3,37	1,007
X2_1	353	3	5	3,94	,797
X2_2	353	3	5	3,97	,775
X2_3	353	3	5	3,95	,793
X2_4	353	3	5	3,96	,798
X2_5	353	3	5	3,97	,770
Y_1	353	3	5	4,11	,730
Y_2	353	3	5	4,15	,752
Y_3	353	3	5	4,11	,741
Y_4	353	3	5	4,18	,721
Y_5	353	3	5	4,16	,736
X1_MEAN	353	2,00	5,00	3,3649	,87250
X2_MEAN	353	3,00	5,00	3,9575	,65808
Y_MEAN	353	3,00	5,00	4,1416	,60141
Valid N (listwise)	353				

**Scale: ALL VARIABLES**

Case Processing Summary

		N	%
Cases	Valid	353	100,0
	Excluded <sup>a</sup>	0	0
	Total	353	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,893	5

Item Statistics

	Mean	Std. Deviation	N
X1_1	3,37	,995	353
X1_2	3,35	1,028	353
X1_3	3,41	1,010	353
X1_4	3,35	1,025	353
X1_5	3,37	1,007	353

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1_1	13,48	11,966	,726	,872
X1_2	13,50	11,711	,737	,869
X1_3	13,44	11,895	,723	,872
X1_4	13,50	11,717	,738	,869
X1_5	13,48	11,699	,761	,864

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,85	17,952	4,237	5

**Reliability**

[DataSet1] C:\Users\ACER\Downloads\OLAHAN DATA.sav

**Scale: ALL VARIABLES**

Case Processing Summary

		N	%
Cases	Valid	353	100,0
	Excluded <sup>a</sup>	0	,0
	Total	353	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,893	5

Item Statistics

	Mean	Std. Deviation	N
X2_1	3,94	,797	353
X2_2	3,97	,775	353
X2_3	3,95	,793	353
X2_4	3,96	,798	353
X2_5	3,97	,770	353

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2_1	15,85	7,073	,735	,870
X2_2	15,82	7,124	,749	,866
X2_3	15,83	7,083	,738	,869
X2_4	15,83	7,102	,726	,872
X2_5	15,82	7,194	,736	,869

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19,79	10,827	3,290	5

## Reliability

[DataSet1] C:\Users\ACER\Downloads\OLAHAN DATA.sav

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	353	100,0
	Excluded <sup>a</sup>	0	,0
	Total	353	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,876	5

#### Item Statistics

	Mean	Std. Deviation	N
Y_1	4,11	,730	353
Y_2	4,15	,752	353
Y_3	4,11	,741	353
Y_4	4,18	,721	353
Y_5	4,16	,736	353

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y_1	16,59	6,060	,682	,854
Y_2	16,56	5,855	,720	,845
Y_3	16,59	5,816	,749	,838
Y_4	16,53	6,102	,679	,855
Y_5	16,55	6,004	,693	,852

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20,71	9,042	3,007	5

## Regression

[DataSet1] C:\Users\ACER\Downloads\OLAHAN DATA.sav

#### Descriptive Statistics

	Mean	Std. Deviation	N
Y_TOTAL	20,7082	3,00707	353
X1_TOTAL	16,8499	4,23696	353
X2_TOTAL	19,7875	3,29042	353

#### Correlations

		Y_TOTAL	X1_TOTAL	X2_TOTAL
Pearson Correlation	Y_TOTAL	1,000	,407	,394
	X1_TOTAL	,407	1,000	,429
	X2_TOTAL	,394	,429	1,000
Sig. (1-tailed)	Y_TOTAL	.	,000	,000
	X1_TOTAL	,000	.	,000
	X2_TOTAL	,000	,000	.
N	Y_TOTAL	353	353	353
	X1_TOTAL	353	353	353
	X2_TOTAL	353	353	353

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	X2_TOTAL X1_TOTAL <sup>a</sup>	.	Enter

a. All requested variables entered.  
b. Dependent Variable: Y\_TOTAL

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.474 <sup>a</sup>	.225	.220	2,85549

a. Predictors: (Constant), X2\_TOTAL, X1\_TOTAL  
b. Dependent Variable: Y\_TOTAL

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	714,869	2	357,435	50,688	,000 <sup>a</sup>
	Residual	2468,077	350	7,052		
	Total	3182,946	352			

a. Predictors: (Constant), X2\_TOTAL, X1\_TOTAL  
b. Dependent Variable: Y\_TOTAL

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	12,354	,890		13,878	,000					
	X1_TOTAL	,207	,037	,291	5,587	,000	,407	,286	,263	,816	1,225
	X2_TOTAL	,246	,048	,269	5,172	,000	,394	,266	,243	,816	1,225

a. Dependent Variable: Y\_TOTAL

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X1_TOTAL	X2_TOTAL
1	1	2,954	1,000	,00	,01	,00
	2	,033	9,428	,18	,96	,07
	3	,013	14,938	,82	,03	,93

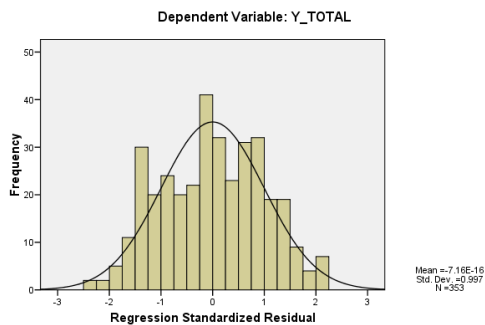
a. Dependent Variable: Y\_TOTAL

**Residuals Statistics<sup>a</sup>**

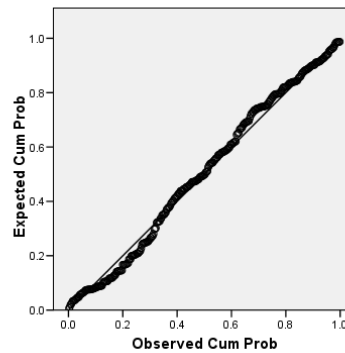
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	18,1141	23,6756	20,7082	1,42509	353
Residual	-6,61793	5,94052	,00000	2,64794	353
Std. Predicted Value	-1,820	2,082	,000	1,000	353
Std. Residual	-2,492	2,237	,000	,997	353

a. Dependent Variable: Y\_TOTAL

**Histogram**



**Dependent Variable: Y\_TOTAL**



Scatterplot

Dependent Variable: Y\_TOTAL

