

## Lampiran 1. Lembar Kuesioner

### Analisis Dampak Media Sosial Instagram Terhadap Citra Merek, Minat Beli Konsumen, dan *Net Promoter Score*

#### A. Identitas Responden

Berilah tanda silang (x) pada jawaban yang anda pilih

1. Nama :.....
2. Jenis Kelamin :
  - a. Pria
  - b. Wanita
3. Jurusan / Prodi : .....
4. Nama akun Instagram Anda :.....
5. Sudah berapa lama anda memakai Instagram ?
  - a. < 3 Bulan
  - b. 3 – 6 Bulan
  - c. 6 – 12 Bulan
  - d. 1 – 2 Tahun
  - e. > 2 Tahun
6. Seberapa sering anda mengakses Instagram ?
  - a. Seminggu sekali
  - b. 2-3 hari sekali
  - c. Sehari sekali
  - d. Setiap 6 jam sekali
  - e. Setiap 1 jam sekali
7. Apakah anda sudah mem-*follow* akun Instagram @erigostore ? (Jika menjawab Ya, langsung lanjut ke halaman selanjutnya)
  - a. Ya
  - b. Tidak
8. Apakah anda bersedia untuk mem-*follow* akun Instagram @erigostore ? (Jika menjawab Tidak, lanjut ke pertanyaan nomor 9)
  - a. Ya
  - b. Tidak

9. Apa alasan anda tidak ingin mem-*follow* akun Instagram @erigostore  
? :.....

### Penilaian Variabel

Beri tanda (v) pada jawaban yang paling sesuai dengan pilihan anda

Keterangan :

SS = Sangat Setuju

S = Setuju

RR = Ragu – Ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Citra Merek		Pilihan Jawaban				
No	Pernyataan	5	4	3	2	1
		SS	S	RR	TS	STS
<b>1</b>	<b>Citra Perusahaan</b>					
	Erigo adalah perusahaan yang mengikuti tren <i>fashion</i> terkini					
	Erigo merupakan perusahaan <i>fashion</i> lokal yang diakui oleh anak muda jaman sekarang					
	Erigo merupakan perusahaan baru yang akan menjadi <i>trendsetter</i> di masa depan					
<b>2</b>	<b>Citra Pemakai</b>					
	Dengan menggunakan produk Erigo, saya merasa bagian dari kelompok <i>trendsetter fashion</i>					
	Dengan menggunakan produk Erigo, saya merasa menjadi bagian dari kelompok pemuda yang memiliki jiwa artistik tinggi					
	Menggunakan produk Erigo menggolongkan saya ke dalam kelompok pemuda yang berpikiran bebas & <i>trendy</i>					
<b>3</b>	<b>Citra Produk</b>					
	Produk yang dijual oleh Erigo miliki kualitas tinggi					
	Produk Erigo tidak mudah rusak dan tahan lama					
	Produk Erigo memiliki desain produk yang baru dan eksentrik					

Minat Beli Konsumen		Pilihan Jawaban				
No	Pernyataan	5	4	3	2	1
		SS	S	RR	TS	STS
1	Saya tertarik dengan produk yang ditawarkan di Instagram Erigo					
2	Saya tertarik untuk membeli produk Erigo					
3	Saya dapat mudah mengingat variasi pakaian yang dijual oleh Erigo					
4	Erigo memiliki promosi – promosi yang menarik di akun Instagram @erigostore					
5	Saya ingin mengetahui model pakaian – pakaian Erigo melalui Instagram					
6	Saya ingin mengetahui dimana saya bisa membeli produk Erigo melalui Instagram					
7	Saya ingin mengetahui kapan dan dimana <i>Pop-up Market</i> Erigo diselenggarakan melalui Instagram					

#### Net Promoter Score

1. Dalam skala 0 s / d 10, seberapa besar keinginan anda untuk mempromosikan dan atau merekomendasikan produk Erigo terhadap teman atau kolega anda ?

(Coret angka yang anda pilih)

Jawab :

**0   1   2   3   4   5   6   7   8   9   10**

Malang,

2017

Responden

(.....)

**TERIMA KASIH**

## Lampiran 2. Frekuensi Jawaban Responden *Pre-test Measurement*

### X1.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.2	3.2	3.2
	TS	19	20.2	20.2	23.4
	RR	27	28.7	28.7	52.1
	S	41	43.6	43.6	95.7
	SS	4	4.3	4.3	100.0
	Total	94	100.0	100.0	

### X1.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.2	3.2	3.2
	TS	14	14.9	14.9	18.1
	RR	27	28.7	28.7	46.8
	S	44	46.8	46.8	93.6
	SS	6	6.4	6.4	100.0
	Total	94	100.0	100.0	

### X1.1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5.3	5.3	5.3
	TS	22	23.4	23.4	28.7
	RR	37	39.4	39.4	68.1
	S	28	29.8	29.8	97.9
	SS	2	2.1	2.1	100.0
	Total	94	100.0	100.0	

### X1.2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	8	8.5	8.5	8.5
	TS	29	30.9	30.9	39.4
	RR	31	33.0	33.0	72.3
	S	25	26.6	26.6	98.9
	SS	1	1.1	1.1	100.0
	Total	94	100.0	100.0	

**X1.2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	7.4	7.4	7.4
	TS	32	34.0	34.0	41.5
	RR	30	31.9	31.9	73.4
	S	22	23.4	23.4	96.8
	SS	3	3.2	3.2	100.0
	Total	94	100.0	100.0	

**X1.2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	7.4	7.4	7.4
	TS	29	30.9	30.9	38.3
	RR	22	23.4	23.4	61.7
	S	31	33.0	33.0	94.7
	SS	5	5.3	5.3	100.0
	Total	94	100.0	100.0	

**X1.3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5.3	5.3	5.3
	TS	14	14.9	14.9	20.2
	RR	52	55.3	55.3	75.5
	S	20	21.3	21.3	96.8
	SS	3	3.2	3.2	100.0
	Total	94	100.0	100.0	

**X1.3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5.3	5.3	5.3
	TS	22	23.4	23.4	28.7
	RR	50	53.2	53.2	81.9
	S	16	17.0	17.0	98.9
	SS	1	1.1	1.1	100.0
	Total	94	100.0	100.0	

**X1.3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	7.4	7.4	7.4
	TS	22	23.4	23.4	30.9
	RR	21	22.3	22.3	53.2
	S	33	35.1	35.1	88.3
	SS	11	11.7	11.7	100.0
	Total	94	100.0	100.0	

**X2.1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	12	12.8	12.8	12.8
	TS	19	20.2	20.2	33.0
	RR	27	28.7	28.7	61.7
	S	34	36.2	36.2	97.9
	SS	2	2.1	2.1	100.0
	Total	94	100.0	100.0	

**X2.1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	8	8.5	8.5	8.5
	TS	28	29.8	29.8	38.3
	RR	28	29.8	29.8	68.1
	S	29	30.9	30.9	98.9
	SS	1	1.1	1.1	100.0
	Total	94	100.0	100.0	

**X2.1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	21	22.3	22.3	22.3
	TS	27	28.7	28.7	51.1
	RR	31	33.0	33.0	84.0
	S	14	14.9	14.9	98.9
	SS	1	1.1	1.1	100.0
	Total	94	100.0	100.0	

**X2.1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.1	2.1	2.1
	TS	15	16.0	16.0	18.1
	RR	26	27.7	27.7	45.7
	S	31	33.0	33.0	78.7
	SS	20	21.3	21.3	100.0
	Total	94	100.0	100.0	

**X2.1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	9	9.6	9.6	9.6
	TS	33	35.1	35.1	44.7
	RR	27	28.7	28.7	73.4
	S	19	20.2	20.2	93.6
	SS	6	6.4	6.4	100.0
	Total	94	100.0	100.0	

**X2.1.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	11.7	11.7	11.7
	TS	21	22.3	22.3	34.0
	RR	32	34.0	34.0	68.1
	S	26	27.7	27.7	95.7
	SS	4	4.3	4.3	100.0
	Total	94	100.0	100.0	

**X2.1.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	8	8.5	8.5	8.5
	TS	22	23.4	23.4	31.9
	RR	33	35.1	35.1	67.0
	S	22	23.4	23.4	90.4
	SS	9	9.6	9.6	100.0
	Total	94	100.0	100.0	

### Lampiran 3. Frekuensi Jawaban Responden *Post-test Measurement*

#### X1.1.1P

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.2	3.2	3.2
	TS	14	14.9	14.9	18.1
	RR	27	28.7	28.7	46.8
	S	46	48.9	48.9	95.7
	SS	4	4.3	4.3	100.0
	Total	94	100.0	100.0	

#### X1.1.2P

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.1	2.1	2.1
	TS	12	12.8	12.8	14.9
	RR	26	27.7	27.7	42.6
	S	48	51.1	51.1	93.6
	SS	6	6.4	6.4	100.0
	Total	94	100.0	100.0	

#### X1.1.3P

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.1	2.1	2.1
	TS	14	14.9	14.9	17.0
	RR	37	39.4	39.4	56.4
	S	39	41.5	41.5	97.9
	SS	2	2.1	2.1	100.0
	Total	94	100.0	100.0	

#### X1.2.1P

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	8	8.5	8.5	8.5
	TS	19	20.2	20.2	28.7
	RR	34	36.2	36.2	64.9
	S	32	34.0	34.0	98.9
	SS	1	1.1	1.1	100.0
	Total	94	100.0	100.0	



**X1.2.2P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.3	4.3	4.3
	TS	20	21.3	21.3	25.5
	RR	34	36.2	36.2	61.7
	S	33	35.1	35.1	96.8
	SS	3	3.2	3.2	100.0
	Total	94	100.0	100.0	

**X1.2.3P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.3	4.3	4.3
	TS	19	20.2	20.2	24.5
	RR	33	35.1	35.1	59.6
	S	35	37.2	37.2	96.8
	SS	3	3.2	3.2	100.0
	Total	94	100.0	100.0	

**X1.3.1P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5.3	5.3	5.3
	TS	12	12.8	12.8	18.1
	RR	43	45.7	45.7	63.8
	S	31	33.0	33.0	96.8
	SS	3	3.2	3.2	100.0
	Total	94	100.0	100.0	

**X1.3.2P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.3	4.3	4.3
	TS	16	17.0	17.0	21.3
	RR	51	54.3	54.3	75.5
	S	22	23.4	23.4	98.9
	SS	1	1.1	1.1	100.0
	Total	94	100.0	100.0	

**X1.3.3P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	6.4	6.4	6.4
	TS	17	18.1	18.1	24.5
	RR	30	31.9	31.9	56.4
	S	37	39.4	39.4	95.7
	SS	4	4.3	4.3	100.0
	Total	94	100.0	100.0	

**X2.1.1P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	13	13.8	13.8	13.8
	TS	11	11.7	11.7	25.5
	RR	28	29.8	29.8	55.3
	S	40	42.6	42.6	97.9
	SS	2	2.1	2.1	100.0
	Total	94	100.0	100.0	

**X2.1.2P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	11.7	11.7	11.7
	TS	12	12.8	12.8	24.5
	RR	35	37.2	37.2	61.7
	S	35	37.2	37.2	98.9
	SS	1	1.1	1.1	100.0
	Total	94	100.0	100.0	

**X2.1.3P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	14	14.9	14.9	14.9
	TS	19	20.2	20.2	35.1
	RR	45	47.9	47.9	83.0
	S	15	16.0	16.0	98.9
	SS	1	1.1	1.1	100.0
	Total	94	100.0	100.0	

**X2.1.4P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.3	4.3	4.3
	TS	7	7.4	7.4	11.7
	RR	15	16.0	16.0	27.7
	S	38	40.4	40.4	68.1
	SS	30	31.9	31.9	100.0
	Total	94	100.0	100.0	

**X2.1.5P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	8	8.5	8.5	8.5
	TS	21	22.3	22.3	30.9
	RR	34	36.2	36.2	67.0
	S	27	28.7	28.7	95.7
	SS	4	4.3	4.3	100.0
	Total	94	100.0	100.0	

**X2.1.6P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	11.7	11.7	11.7
	TS	15	16.0	16.0	27.7
	RR	32	34.0	34.0	61.7
	S	32	34.0	34.0	95.7
	SS	4	4.3	4.3	100.0
	Total	94	100.0	100.0	

**X2.1.7P**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	10	10.6	10.6	10.6
	TS	10	10.6	10.6	21.3
	RR	28	29.8	29.8	51.1
	S	37	39.4	39.4	90.4
	SS	9	9.6	9.6	100.0
	Total	94	100.0	100.0	

#### Lampiran 4. Uji Validitas dan Reliabilitas *Pre-test Measurement*

##### Correlations

		CM
Y1.1.1	Pearson Correlation	.788 **
	Sig. (2-tailed)	.000
	N	94
Y1.1.2	Pearson Correlation	.731 **
	Sig. (2-tailed)	.000
	N	94
Y1.1.3	Pearson Correlation	.765 **
	Sig. (2-tailed)	.000
	N	94
Y1.2.1	Pearson Correlation	.748 **
	Sig. (2-tailed)	.000
	N	94
Y1.2.2	Pearson Correlation	.754 **
	Sig. (2-tailed)	.000
	N	94
Y1.2.3	Pearson Correlation	.768 **
	Sig. (2-tailed)	.000
	N	94
Y1.3.1	Pearson Correlation	.740 **
	Sig. (2-tailed)	.000
	N	94
Y1.3.2	Pearson Correlation	.723 **
	Sig. (2-tailed)	.000
	N	94
Y1.3.3	Pearson Correlation	.840 **
	Sig. (2-tailed)	.000
	N	94

\*\* . Correlation is significant at the 0.01 level

#### Reliability

##### Case Processing Summary

		N	%
Cases	Valid	94	100.0
	Excluded <sup>a</sup>	0	.0
	Total	94	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.909	9

**Correlations**

		MB
Y2.1.1	Pearson Correlation	.878 **
	Sig. (2-tailed)	.000
	N	94
Y2.1.2	Pearson Correlation	.884 **
	Sig. (2-tailed)	.000
	N	94
Y2.1.3	Pearson Correlation	.809 **
	Sig. (2-tailed)	.000
	N	94
Y2.1.4	Pearson Correlation	.765 **
	Sig. (2-tailed)	.000
	N	94
Y2.1.5	Pearson Correlation	.885 **
	Sig. (2-tailed)	.000
	N	94
Y2.1.6	Pearson Correlation	.890 **
	Sig. (2-tailed)	.000
	N	94
Y2.1.7	Pearson Correlation	.901 **
	Sig. (2-tailed)	.000
	N	94

\*\* . Correlation is significant at the 0.01 level

**Reliability****Case Processing Summary**

		N	%
Cases	Valid	94	100.0
	Excluded <sup>a</sup>	0	.0
	Total	94	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.941	7

## Lampiran 5. Uji Validitas dan Reliabilitas *Post-test Measurement* Correlations

### Correlations

	CM
Y1.1.1P Pearson Correlation	.846**
Sig. (2-tailed)	.000
N	94
Y1.1.2P Pearson Correlation	.825**
Sig. (2-tailed)	.000
N	94
Y1.1.3P Pearson Correlation	.740**
Sig. (2-tailed)	.000
N	94
Y1.2.1P Pearson Correlation	.835**
Sig. (2-tailed)	.000
N	94
Y1.2.2P Pearson Correlation	.831**
Sig. (2-tailed)	.000
N	94
Y1.2.3P Pearson Correlation	.784**
Sig. (2-tailed)	.000
N	94
Y1.3.1P Pearson Correlation	.799**
Sig. (2-tailed)	.000
N	94
Y1.3.2P Pearson Correlation	.773**
Sig. (2-tailed)	.000
N	94
Y1.3.3P Pearson Correlation	.825**
Sig. (2-tailed)	.000
N	94

\*\* . Correlation is significant at the 0.01 level

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	94	100.0
	Excluded <sup>a</sup>	0	.0
	Total	94	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.933	9

**Correlations****Correlations**

	MB
Y2.1.1P Pearson Correlation	.903**
Sig. (2-tailed)	.000
N	94
Y2.1.2P Pearson Correlation	.914**
Sig. (2-tailed)	.000
N	94
Y2.1.3P Pearson Correlation	.810**
Sig. (2-tailed)	.000
N	94
Y2.1.4P Pearson Correlation	.810**
Sig. (2-tailed)	.000
N	94
Y2.1.5P Pearson Correlation	.911**
Sig. (2-tailed)	.000
N	94
Y2.1.6P Pearson Correlation	.932**
Sig. (2-tailed)	.000
N	94
Y2.1.7P Pearson Correlation	.923**
Sig. (2-tailed)	.000
N	94

\*\* . Correlation is significant at the 0.01 level

**Reliability****Case Processing Summary**

		N	%
Cases	Valid	94	100.0
	Excluded <sup>a</sup>	0	.0
	Total	94	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.955	7

### Lampiran 6. Uji Normalitas Kelompok Sampel *Current Follower*

#### One-Sample Kolmogorov-Smirnov Test

		Citra Merek Sebelum	Citra Merek Sesudah	Minat Beli Sebelum	Minat Beli Sesudah
N		32	32	32	32
Normal Parameters <sup>a,b</sup>	Mean	3.6736	3.6250	3.8036	3.7857
	Std. Deviation	.40105	.37414	.43656	.39749
Most Extreme Differences	Absolute	.146	.112	.139	.139
	Positive	.146	.112	.139	.139
	Negative	-.118	-.092	-.075	-.107
Kolmogorov-Smirnov Z		.824	.633	.786	.784
Asymp. Sig. (2-tailed)		.506	.818	.568	.570

a. Test distribution is Normal.

b. Calculated from data.

### Lampiran 7. Uji Normalitas Kelompok Sampel *New Follower*

#### One-Sample Kolmogorov-Smirnov Test

		Citra Merek Sebelum	Citra Merek Sesudah	Minat Beli Sebelum	Minat Beli Sesudah
N		32	32	32	32
Normal Parameters <sup>a,b</sup>	Mean	3.0243	3.5278	2.8393	3.5491
	Std. Deviation	.49428	.37653	.61659	.45914
Most Extreme Differences	Absolute	.180	.104	.207	.154
	Positive	.180	.104	.207	.154
	Negative	-.110	-.090	-.098	-.094
Kolmogorov-Smirnov Z		1.020	.588	1.172	.873
Asymp. Sig. (2-tailed)		.249	.880	.128	.430

a. Test distribution is Normal.

b. Calculated from data.

### Lampiran 8. Uji Normalitas Kelompok Sampel *Non Follower*

#### One-Sample Kolmogorov-Smirnov Test

		Citra Merek Sebelum	Citra Merek Sesudah	Minat Beli Sebelum	Minat Beli Sesudah
N		30	30	30	30
Normal Parameters <sup>a,b</sup>	Mean	2.3630	2.3556	2.0952	2.0000
	Std. Deviation	.60432	.57654	.69108	.62888
Most Extreme Differences	Absolute	.208	.239	.239	.152
	Positive	.208	.239	.239	.152
	Negative	-.107	-.091	-.134	-.086
Kolmogorov-Smirnov Z		1.141	1.308	1.310	.834
Asymp. Sig. (2-tailed)		.148	.065	.065	.490

a. Test distribution is Normal.

b. Calculated from data.



### Lampiran 9. Uji T Berpasangan Kelompok Sampel *Current Follower*

#### T-Test

##### Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Citra Merek Sebelum	3.6736	32	.40105	.07090
	Citra Merek Sesudah	3.6250	32	.37414	.06614
Pair 2	Minat Beli Sebelum	3.8036	32	.43656	.07717
	Minat Beli Sesudah	3.7857	32	.39749	.07027

##### Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Citra Merek Sebelum & Citra Merek Sesudah	32	.960	.000
Pair 2	Minat Beli Sebelum & Minat Beli Sesudah	32	.948	.000

##### Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Citra Merek Sebelum - Citra Merek Sesudah	.04861	.11267	.01992	.00799	.08923	2.441	31	.021
Pair 2	Minat Beli Sebelum - Minat Beli Sesudah	.01786	.13936	.02464	-.03239	.06810	.725	31	.474

**Lampiran 10. Uji T Berpasangan Kelompok Sampel *New Follower***

**T-Test**

**Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Citra Merek Sebelum	3.0243	32	.49428	.08738
	Citra Merek Sesudah	3.5278	32	.37653	.06656
Pair 2	Minat Beli Sebelum	2.8393	32	.61659	.10900
	Minat Beli Sesudah	3.5491	32	.45914	.08117

**Paired Samples Correlations**

		N	Correlation	Sig.
Pair 1	Citra Merek Sebelum & Citra Merek Sesudah	32	.798	.000
Pair 2	Minat Beli Sebelum & Minat Beli Sesudah	32	.775	.000

**Paired Samples Test**

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Citra Merek Sebelum - Citra Merek Sesudah	-.50347	.29866	.05280	-.61115	-.39580	-9.536	31	.000
Pair 2	Minat Beli Sebelum - Minat Beli Sesudah	-.70982	.38994	.06893	-.85041	-.56923	-10.297	31	.000

**Lampiran 11. Uji T Berpasangan Kelompok Sampel *Non Follower***

**T-Test**

**Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Citra Merek Sebelum	2.3630	30	.60432	.11033
	Citra Merek Sesudah	2.3556	30	.57654	.10526
Pair 2	Minat Beli Sebelum	2.0952	30	.69108	.12617
	Minat Beli Sesudah	2.0000	30	.62888	.11482

**Paired Samples Correlations**

		N	Correlation	Sig.
Pair 1	Citra Merek Sebelum & Citra Merek Sesudah	30	.979	.000
Pair 2	Minat Beli Sebelum & Minat Beli Sesudah	30	.959	.000

**Paired Samples Test**

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Citra Merek Sebelum - Citra Merek Sesudah	.00741	.12357	.02256	-.03873	.05355	.328	29	.745
Pair 2	Minat Beli Sebelum - Minat Beli Sesudah	.09524	.19969	.03646	.02067	.16981	2.612	29	.014

**Lampiran 12.****Curriculum Vitae**

**Name** : Akmal Ghani Dwianto  
**NIM** : 1350302001111134  
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**Date of Birth** : Jakarta, 13 Juni 1995  
**Address** : Jl. Cempaka 2, No.12, Bintaro  
 Jakarta Selatan, 12330.  
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**Educational Background :**

1. **2000** : TK Islam Al-Izhar Pondok Labu
2. **2001** : SD Islam Al-Izhar Pondok Labu
3. **2007** : SMP Islam Al-Izhar Pondok Labu
4. **2010** : SMA Islam Al-Izhar Pondok Labu
5. **2013** : University of Brawijaya

**Organizational Experiences :**

1. **2014 – 2016** Equipment Staff in Faculty's Administration Music Club
2. **2014** Equipment and Logistics Officer of HUT AMC ke-18
3. **2014** Public Relations Staff in FIA Festival and Awards
4. **2014** Medical Staff in Olimpiade Brawijaya 2014
5. **2015** Equipment and Logistics Officer of HUT AMC ke-19
6. **2015** Vice Competition Coordinator of Olimpiade Brawijaya 2015
7. **2015** Equipment and Logistics Advisor of *Indische Party* 2015
8. **2016** Representative of Music Festival Competition contingent on Olimpiade Brawijaya 2016
9. **2016 – 2017** Junior Homeband Manager of AMC FIA UB

**Job Experiences :**

1. **2016** : Internship Program at Indonesia Stock Exchange, Corporate Communications Divison