**UJI VALIDITAS DAN REALIBILITAS**

**X1 INSTAGRAM LOCAL BRAND FLICKABAGS**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .963 | 9 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| VAR00001 | 36.9133 | 17.835 | .789 | .961 |
| VAR00002 | 36.8844 | 17.940 | .886 | .957 |
| VAR00003 | 36.9480 | 17.410 | .871 | .957 |
| VAR00004 | 36.9422 | 17.776 | .876 | .957 |
| VAR00005 | 36.9249 | 18.023 | .825 | .959 |
| VAR00006 | 36.9827 | 17.168 | .780 | .963 |
| VAR00007 | 36.9306 | 17.670 | .887 | .956 |
| VAR00008 | 36.9827 | 17.447 | .824 | .959 |
| VAR00009 | 36.9769 | 17.174 | .900 | .956 |

**Y1 RESEPSI MASYARAKAT (FLICKABAGS)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .969 | 16 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| VAR00001 | 68.8382 | 58.509 | .769 | .967 |
| VAR00002 | 68.8671 | 58.255 | .758 | .968 |
| VAR00003 | 68.8786 | 58.770 | .767 | .968 |
| VAR00004 | 68.8844 | 57.545 | .821 | .967 |
| VAR00005 | 68.8728 | 57.833 | .821 | .967 |
| VAR00006 | 68.8555 | 57.380 | .851 | .966 |
| VAR00007 | 68.8613 | 58.120 | .840 | .966 |
| VAR00008 | 69.0694 | 57.007 | .686 | .970 |
| VAR00009 | 68.9249 | 57.349 | .834 | .966 |
| VAR00010 | 68.9191 | 57.377 | .846 | .966 |
| VAR00011 | 68.9133 | 57.766 | .802 | .967 |
| VAR00012 | 69.0520 | 56.468 | .696 | .970 |
| VAR00013 | 68.9306 | 57.007 | .903 | .965 |
| VAR00014 | 68.9306 | 57.565 | .852 | .966 |
| VAR00015 | 68.9017 | 57.961 | .844 | .966 |
| VAR00016 | 68.9306 | 57.042 | .854 | .966 |

**X2 INSTAGRAM LOCAL BRAND PRIOR**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .968 | 9 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| VAR00001 | 36.1387 | 19.585 | .911 | .962 |
| VAR00002 | 36.1272 | 19.693 | .889 | .963 |
| VAR00003 | 36.1387 | 19.760 | .873 | .963 |
| VAR00004 | 36.1734 | 19.330 | .897 | .962 |
| VAR00005 | 36.1792 | 19.392 | .869 | .963 |
| VAR00006 | 36.1850 | 19.768 | .768 | .968 |
| VAR00007 | 36.1156 | 20.091 | .858 | .964 |
| VAR00008 | 36.2139 | 19.099 | .873 | .963 |
| VAR00009 | 36.1387 | 19.283 | .837 | .965 |

**Y2 RESEPSI MASYARAKAT PRIOR**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .969 | 16 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| VAR00001 | 68.3642 | 62.465 | .829 | .967 |
| VAR00002 | 68.3873 | 62.808 | .813 | .967 |
| VAR00003 | 68.3584 | 62.603 | .833 | .967 |
| VAR00004 | 68.4220 | 62.269 | .818 | .967 |
| VAR00005 | 68.6069 | 60.379 | .737 | .969 |
| VAR00006 | 68.4104 | 61.685 | .890 | .966 |
| VAR00007 | 68.4277 | 61.153 | .815 | .967 |
| VAR00008 | 68.4451 | 61.307 | .862 | .966 |
| VAR00009 | 68.5838 | 60.151 | .746 | .969 |
| VAR00010 | 68.4624 | 60.738 | .854 | .966 |
| VAR00011 | 68.4220 | 61.315 | .799 | .967 |
| VAR00012 | 68.4451 | 61.295 | .810 | .967 |
| VAR00013 | 68.5087 | 60.949 | .796 | .967 |
| VAR00014 | 68.4393 | 62.027 | .812 | .967 |
| VAR00015 | 68.3931 | 62.159 | .793 | .967 |
| VAR00016 | 68.4104 | 62.511 | .762 | .968 |

**REGRESI LINEAR SEDERHANA**

**RESEPSI MASYARAKAT TERHADAP INSTAGRAM LOCAL BRAND**

**X INSTAGRAM LOCAL BRAND | Y RESEPSI MASYARAKAT**

**X1 & Y1 (RESEPSI MASYARAKAT THDP FLICKABAGS)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .775a | .601 | .599 | 5.12362 | .601 | 257.671 | 1 | 171 | .000 | 1.891 |
| a. Predictors: (Constant), X1 | | | | | | | | | | |
| b. Dependent Variable: Y1 | | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 6764.235 | 1 | 6764.235 | 257.671 | .000b |
| Residual | 4489.002 | 171 | 26.251 |  |  |
| Total | 11253.237 | 172 |  |  |  |
| a. Dependent Variable: Y1 | | | | | | |
| b. Predictors: (Constant), X1 | | | | | | |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | **t**  **count** | Sig. | Correlations | | |
| B | Std. Error | Beta | Zero-order | Partial | Part |
| 1 | (Constant) | 18.165 | 3.470 |  | **5.235** | .000 |  |  |  |
| X1 | 1.332 | .083 | .775 | **16.052** | .000 | .775 | .775 | .775 |
| a. Dependent Variable: Y1 | | | | | | | | | |

**X2 & Y2 (RESEPSI MASYARAKAT THDP PRIOR)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .858a | .736 | .735 | 4.30904 | .736 | 477.056 | 1 | 171 | .000 | 1.912 |
| a. Predictors: (Constant), X2 | | | | | | | | | | |
| b. Dependent Variable: Y2 | | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 8857.896 | 1 | 8857.896 | 477.056 | .000b |
| Residual | 3175.099 | 171 | 18.568 |  |  |
| Total | 12032.994 | 172 |  |  |  |
| a. Dependent Variable: Y2 | | | | | | |
| b. Predictors: (Constant), X2 | | | | | | |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | **t**  **count** | Sig. | Correlations | | |
| B | Std. Error | Beta | Zero-order | Partial | Part |
| 1 | (Constant) | 14.212 | 2.712 |  | 5.241 | .000 |  |  |  |
| X2 | 1.445 | .066 | .858 | 21.842 | .000 | .858 | .858 | .858 |
| a. Dependent Variable: Y2 | | | | | | | | | |

**PRESENTASE TIAP VARIABLE**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Indikator Variable Instagram Local Brand (Flickabags) X1** |  | **Frekuensi** |
| 1 | Bahasa yang digunakan oleh Instagram @Flickabags tentang tas local brand mudah dipahami. | | 93% |
| 2 | Isi pesan oleh Instagram @Flickabags tentang tas local brand mudah dimengerti. | | 93% |
| 3 | Bentuk informasi yang disampaikan oleh Instagram @Flickabags selalu up to date. | | 92% |
| 4 | Infromasi produk tas local brand yang disampaikan oleh Instagram @Flickabags mudah dipahami. | | 92% |
| 5 | Informasi produk tas local brand yang disampaikan oleh Instagram @Flickabags sangat menarik. | | 93% |
| 6 | Instagram @Flickabags menyediakan tempat untuk memberikan testimoni di live instagram. | | 91% |
| 7 | Instagram @Flickabags menyediakan tempat untuk memberikan komentar di story, feeds, dan reels instagram. | | 93% |
| 8 | Instagram @Flickabags mengadakan game di story instagram. | | 91% |
| 9 | Instagram @Flickabags mengadakan giveaway di feeds, reels, dan live instagram. | | 92% |
|  | Presentase Rerata Total | | 92% |

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Indikator Variable Instagram Local Brand (Prior.id) X2** |  | **Frekuensi** |
| 1 | Bahasa yang digunakan oleh Instagram @Prior.id tentang tas local brand mudah dipahami. | | 91% |
| 2 | Isi pesan oleh Instagram @Prior.id tentang tas local brand mudah dimengerti. | | 91% |
| 3 | Bentuk informasi yang disampaikan oleh Instagram @Prior.id selalu up to date. | | 91% |
| 4 | Infromasi produk tas local brand yang disampaikan oleh Instagram @Prior.id mudah dipahami. | | 90% |
| 5 | Informasi produk tas local brand yang disampaikan oleh Instagram @Prior.id sangat menarik. | | 90% |
| 6 | Instagram @Prior.id menyediakan tempat untuk memberikan testimoni di live instagram. | | 90% |
| 7 | Instagram @Prior.id menyediakan tempat untuk memberikan komentar di story, feeds, dan reels instagram. | | 91% |
| 8 | Instagram @Prior.id mengadakan game di story instagram. | | 89% |
| 9 | Instagram @Prior.id mengadakan giveaway di feeds, reels, dan live instagram. | | 91% |
|  | Presentase Rerata Total | | 90% |

|  |  |  |
| --- | --- | --- |
| **No** | **Indikator Variable Resepsi Masyarakat (Flickabags) Y1** | **Frekuensi** |
|  | | |
| 1 | Pemikiran | 93% |
| 2 | Persepsi | 92% |
| 3 | Preferensi | 91% |
| 4 | Sikap | 92,00% |
|  | | |
|  | **Presentase Rerata Total** | **92%** |

|  |  |  |
| --- | --- | --- |
| **No** | **Indikator Variable Resepsi Masyarakat (Prior.id) Y2** | **Frekuensi** |
|  | | |
| 1 | Pemikiran | 92% |
| 2 | Persepsi | 91% |
| 3 | Preferensi | 90% |
| 4 | Sikap | 91,00% |
|  | | |
|  | **Presentase Rerata Total** | **91%** |