**Tabel 1**

**Operasionalisasi Konsep Penelitian**

|  |  |  |
| --- | --- | --- |
| **Variabel** | **Dimensi** | **Indikator** |
| **Variabel (X)**  **Kampanye “Waste Down, Kindness Up” oleh Sociolla X Sukin** | ***Courtesy*** | Kampanye “Waste Down, Kindness Up” di Instagram Sociolla ditujukan untuk mengurangi penumpukan sampah di TPA (Tempat Pembuangan Akhir. |
| Kampanye “Waste Down, Kindness Up” di Instagram Sociolla ditujukan agar publik turut ikut menjaga kelestarian bumi dengan mendaur ulang kemasan bekas produk kecantikan. |
| ***Concreteness*** | Kampanye “Waste Down, Kindness Up” di Instagram Sociolla memberikan gambaran dampak buruk penumpukan sampah. |
| Kampanye “Waste Down, Kindness Up” di Instagram Sociolla mengandung pesan yang sesuai dengan keadaan lingkungan bumi saat ini. |
| ***Completeness*** | Kampanye “Waste Down, Kindness Up” di Instagram Sociolla berisi informasi yang lengkap. |
| Kampanye “Waste Down, Kindness Up” di Instagram Sociolla berisi informasi yang relevan. |
| ***Correctness*** | Isi pesan kampanye “Waste Down, Kindness Up” di Instagram Sociolla sesuai dengan kenyataan di lapangan. |
| Isi pesan kampanye “Waste Down, Kindness Up” di Instagram Sociolla akurat dan tidak dilebih-lebihkan. |
| Isi pesan kampanye “Waste Down, Kindness Up” di Instagram Sociolla dapat dipercaya. |
| ***Conciseness*** | Isi pesan kampanye “Waste Down, Kindness Up” di Instagram Sociolla disusun secara ringkas. |
| Isi pesan kampanye “Waste Down, Kindness Up" di Instagram Sociolla tidak bertele-tele *(to the point)*. |
| ***Clarity*** | Isi pesan kampanye “Waste Down, Kindness Up” di Instagram Sociolla mudah dipahami. |
| Isi kampanye “Waste Down, Kindness Up” di Instagram Sociolla menjelaskan detail terkait tujuan, lokasi, dan manfaat program tersebut dilakukan. |
| ***Consideration*** | Kampanye “Waste Down, Kindness Up” di Instagram Sociolla ditujukan bagi publik yang memiliki kemasan bekas produk kecantikan. |
| Kampanye “Waste Down, Kindness Up” di Instagram Sociolla ditujukan bagi publik yang peduli terhadap kelestarian lingkungan. |
| Kampanye “Waste Down, Kindness Up” di Instagram Sociolla ditujukan bagi publik yang ingin turut menjaga lingkungan. |
| **Variabel (Y)**  **Perubahan Perilaku Masyarakat** | ***Awareness*** | Publik menyadari adanya penumpukan sampah setelah melihat kampanye “Waste Down, Kindness Up” di Instagram Sociolla. |
| Publik tidak membuang kemasan bekas produk secara langsung ke tempat sampah setelah melihat kampanye “Waste Down, Kindness Up” |
| Publik mulai mengumpulkan kemasan bekas produk kecantikan. |
| Publik menyadari adanya program daur ulang sampah yang bisa menguntungkan dirinya di kemudian hari (dengan adanya reward berupa poin). |
| ***Action*** | Publik turut mengurangi sampah plastik dengan memberikan kemasan bekas produk kecantikan mereka ke store Sociolla untuk didaur ulang. |
| Publik mendapatkan *benefit* dan *reward* yang sesuai dengan yang disampaikan pada pesan kampanye. |
| Publik melakukan hal yang sama berulang kali. |
| Publik menjadi terbiasa untuk mengumpulkan bekas sampah skincare dan make up nya demi mendapatkan reward dan ikut menjaga kelestarian lingkungan. |

**Tabel 2**

**Output Analisis Data SPSS**

**Frequencies**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | |
|  | | Usia | Jenis Kelamin | Pekerjaan | Domisili |
| N | Valid | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Usia** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 16 - 20 Tahun | 19 | 19.0 | 19.0 | 19.0 |
| 21 - 25 Tahun | 64 | 64.0 | 64.0 | 83.0 |
| 26 - 30 Tahun | 13 | 13.0 | 13.0 | 96.0 |
| 31 - 35 Tahun | 3 | 3.0 | 3.0 | 99.0 |
| 36 - 40 Tahun | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis Kelamin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Perempuan | 99 | 99.0 | 99.0 | 99.0 |
| Laki-laki | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pekerjaan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pelajar | 2 | 2.0 | 2.0 | 2.0 |
| Mahasiswa | 63 | 63.0 | 63.0 | 65.0 |
| Karyawan Swasta | 22 | 22.0 | 22.0 | 87.0 |
| PNS / ASN | 2 | 2.0 | 2.0 | 89.0 |
| Tenaga Medis | 1 | 1.0 | 1.0 | 90.0 |
| Tenaga Pendidik | 1 | 1.0 | 1.0 | 91.0 |
| Wirausaha | 4 | 4.0 | 4.0 | 95.0 |
| Ibu Rumah Tangga | 4 | 4.0 | 4.0 | 99.0 |
| Lainnya | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Domisili** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Jabodetabek | 64 | 64.0 | 64.0 | 64.0 |
| Pulau Jawa Non-Jabodetabek | 25 | 25.0 | 25.0 | 89.0 |
| Pulau Sumatra | 8 | 8.0 | 8.0 | 97.0 |
| Pulau Kalimantan | 2 | 2.0 | 2.0 | 99.0 |
| Lainnya | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Frequencies**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 31-JUL-2022 00:09:14 |
| Comments | |  |
| Input | Data | C:\Users\Jovanka Maura\Downloads\data.sav |
| Active Dataset | DataSet2 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | | FREQUENCIES VARIABLES=Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13 Q14 Q15 Q16 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00,00 |
| Elapsed Time | 00:00:00,01 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | | |
|  | | X1 | X2 | X3 | X4 | X5 | X6 | X7 |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | | |
|  | | X8 | X9 | X10 | X11 | X12 | X13 | X14 |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Statistics** | | | |
|  | | X15 | X16 |
| N | Valid | 100 | 100 |
| Missing | 0 | 0 |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 49 | 49.0 | 49.0 | 49.0 |
| Sangat Setuju | 51 | 51.0 | 51.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 38 | 38.0 | 38.0 | 38.0 |
| Sangat Setuju | 62 | 62.0 | 62.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 5 | 5.0 | 5.0 | 5.0 |
| Kurang Setuju | 9 | 9.0 | 9.0 | 14.0 |
| Setuju | 55 | 55.0 | 55.0 | 69.0 |
| Sangat Setuju | 31 | 31.0 | 31.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Kurang Setuju | 1 | 1.0 | 1.0 | 2.0 |
| Setuju | 52 | 52.0 | 52.0 | 54.0 |
| Sangat Setuju | 46 | 46.0 | 46.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 70 | 70.0 | 70.0 | 70.0 |
| Sangat Setuju | 30 | 30.0 | 30.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Kurang Setuju | 10 | 10.0 | 10.0 | 10.0 |
| Setuju | 64 | 64.0 | 64.0 | 74.0 |
| Sangat Setuju | 26 | 26.0 | 26.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Kurang Setuju | 4 | 4.0 | 4.0 | 4.0 |
| Setuju | 69 | 69.0 | 69.0 | 73.0 |
| Sangat Setuju | 27 | 27.0 | 27.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Kurang Setuju | 7 | 7.0 | 7.0 | 7.0 |
| Setuju | 66 | 66.0 | 66.0 | 73.0 |
| Sangat Setuju | 27 | 27.0 | 27.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Kurang Setuju | 4 | 4.0 | 4.0 | 4.0 |
| Setuju | 76 | 76.0 | 76.0 | 80.0 |
| Sangat Setuju | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Kurang Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Setuju | 77 | 77.0 | 77.0 | 78.0 |
| Sangat Setuju | 22 | 22.0 | 22.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X11** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Kurang Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Setuju | 75 | 75.0 | 75.0 | 76.0 |
| Sangat Setuju | 24 | 24.0 | 24.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X12** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Setuju | 74 | 74.0 | 74.0 | 74.0 |
| Sangat Setuju | 26 | 26.0 | 26.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X13** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Kurang Setuju | 4 | 4.0 | 4.0 | 6.0 |
| Setuju | 66 | 66.0 | 66.0 | 72.0 |
| Sangat Setuju | 28 | 28.0 | 28.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X14** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Kurang Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Setuju | 60 | 60.0 | 60.0 | 61.0 |
| Sangat Setuju | 39 | 39.0 | 39.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X15** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Kurang Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Setuju | 52 | 52.0 | 52.0 | 54.0 |
| Sangat Setuju | 46 | 46.0 | 46.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X16** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Kurang Setuju | 3 | 3.0 | 3.0 | 3.0 |
| Setuju | 51 | 51.0 | 51.0 | 54.0 |
| Sangat Setuju | 46 | 46.0 | 46.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Frequencies**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 31-JUL-2022 00:11:40 |
| Comments | |  |
| Input | Data | C:\Users\Jovanka Maura\Downloads\data.sav |
| Active Dataset | DataSet2 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | | FREQUENCIES VARIABLES=Q17 Q18 Q19 Q20 Q21 Q22 Q23 Q24 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00,00 |
| Elapsed Time | 00:00:00,00 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

|  |  |  |
| --- | --- | --- |
| **Statistics** | | |
|  | | Y8 |
| N | Valid | 100 |
| Missing | 0 |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 8 | 8.0 | 8.0 | 8.0 |
| Kurang Setuju | 22 | 22.0 | 22.0 | 30.0 |
| Setuju | 51 | 51.0 | 51.0 | 81.0 |
| Sangat Setuju | 19 | 19.0 | 19.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Kurang Setuju | 3 | 3.0 | 3.0 | 3.0 |
| Setuju | 53 | 53.0 | 53.0 | 56.0 |
| Sangat Setuju | 44 | 44.0 | 44.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Kurang Setuju | 3 | 3.0 | 3.0 | 4.0 |
| Setuju | 51 | 51.0 | 51.0 | 55.0 |
| Sangat Setuju | 45 | 45.0 | 45.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 6 | 6.0 | 6.0 | 6.0 |
| Kurang Setuju | 3 | 3.0 | 3.0 | 9.0 |
| Setuju | 53 | 53.0 | 53.0 | 62.0 |
| Sangat Setuju | 38 | 38.0 | 38.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| Kurang Setuju | 1 | 1.0 | 1.0 | 4.0 |
| Setuju | 50 | 50.0 | 50.0 | 54.0 |
| Sangat Setuju | 46 | 46.0 | 46.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak pernah | 10 | 10.0 | 10.0 | 10.0 |
| Belum pernah, tapi ingin | 58 | 58.0 | 58.0 | 68.0 |
| Ya, pernah | 32 | 32.0 | 32.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pilih ini jika Anda belum pernah mengikuti program daur ulang di Sociolla | 59 | 59.0 | 59.0 | 59.0 |
| Tidak, saya tidak mendapatkan reward apapun | 2 | 2.0 | 2.0 | 61.0 |
| Ya, saya mendapatkan reward, namun tidak sesuai dengan pesan kampanye | 1 | 1.0 | 1.0 | 62.0 |
| Ya, saya mendapatkan reward, namun kurang sesuai dengan pesan kampanye | 3 | 3.0 | 3.0 | 65.0 |
| Ya, saya mendapatkan reward yang sesuai dengan pesan kampanye | 35 | 35.0 | 35.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak | 5 | 5.0 | 5.0 | 5.0 |
| Mungkin | 32 | 32.0 | 32.0 | 37.0 |
| Ya | 63 | 63.0 | 63.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Reliability**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 31-JUL-2022 00:14:45 |
| Comments | |  |
| Input | Data | C:\Users\Jovanka Maura\Downloads\data.sav |
| Active Dataset | DataSet2 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Matrix Input |  |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | | RELIABILITY /VARIABLES=Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13 Q14 Q15 Q16 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. |
| Resources | Processor Time | 00:00:00,00 |
| Elapsed Time | 00:00:00,00 |

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .924 | 16 |

**Reliability**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 31-JUL-2022 00:16:05 |
| Comments | |  |
| Input | Data | C:\Users\Jovanka Maura\Downloads\data.sav |
| Active Dataset | DataSet2 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Matrix Input |  |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | | RELIABILITY /VARIABLES=Q17 Q18 Q19 Q20 Q21 Q22 Q23 Q24 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. |
| Resources | Processor Time | 00:00:00,02 |
| Elapsed Time | 00:00:00,00 |

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .704 | 8 |

**Correlations**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 31-JUL-2022 01:09:02 |
| Comments | |  |
| Input | Data | D:\smt 6\UAS\SPSS Semkom\data.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax | | CORRELATIONS /VARIABLES=Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13 Q14 Q15 Q16 X /PRINT=TWOTAIL NOSIG FULL /MISSING=PAIRWISE. |
| Resources | Processor Time | 00:00:00,02 |
| Elapsed Time | 00:00:00,01 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 |
| X1 | Pearson Correlation | 1 | .716\*\* | .284\*\* | .564\*\* | .554\*\* | .340\*\* | .405\*\* | .212\* | .339\*\* | .292\*\* | .328\*\* |
| Sig. (2-tailed) |  | <,001 | .004 | <,001 | <,001 | <,001 | <,001 | .034 | <,001 | .003 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2 | Pearson Correlation | .716\*\* | 1 | .284\*\* | .518\*\* | .423\*\* | .252\* | .355\*\* | .173 | .271\*\* | .190 | .313\*\* |
| Sig. (2-tailed) | <,001 |  | .004 | <,001 | <,001 | .011 | <,001 | .085 | .006 | .058 | .002 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3 | Pearson Correlation | .284\*\* | .284\*\* | 1 | .478\*\* | .382\*\* | .250\* | .315\*\* | .253\* | .284\*\* | .318\*\* | .360\*\* |
| Sig. (2-tailed) | .004 | .004 |  | <,001 | <,001 | .012 | .001 | .011 | .004 | .001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4 | Pearson Correlation | .564\*\* | .518\*\* | .478\*\* | 1 | .425\*\* | .337\*\* | .419\*\* | .365\*\* | .345\*\* | .324\*\* | .360\*\* |
| Sig. (2-tailed) | <,001 | <,001 | <,001 |  | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X5 | Pearson Correlation | .554\*\* | .423\*\* | .382\*\* | .425\*\* | 1 | .649\*\* | .650\*\* | .598\*\* | .575\*\* | .542\*\* | .595\*\* |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 |  | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X6 | Pearson Correlation | .340\*\* | .252\* | .250\* | .337\*\* | .649\*\* | 1 | .693\*\* | .625\*\* | .614\*\* | .547\*\* | .519\*\* |
| Sig. (2-tailed) | <,001 | .011 | .012 | <,001 | <,001 |  | <,001 | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X7 | Pearson Correlation | .405\*\* | .355\*\* | .315\*\* | .419\*\* | .650\*\* | .693\*\* | 1 | .591\*\* | .653\*\* | .648\*\* | .565\*\* |
| Sig. (2-tailed) | <,001 | <,001 | .001 | <,001 | <,001 | <,001 |  | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X8 | Pearson Correlation | .212\* | .173 | .253\* | .365\*\* | .598\*\* | .625\*\* | .591\*\* | 1 | .781\*\* | .669\*\* | .674\*\* |
| Sig. (2-tailed) | .034 | .085 | .011 | <,001 | <,001 | <,001 | <,001 |  | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X9 | Pearson Correlation | .339\*\* | .271\*\* | .284\*\* | .345\*\* | .575\*\* | .614\*\* | .653\*\* | .781\*\* | 1 | .833\*\* | .843\*\* |
| Sig. (2-tailed) | <,001 | .006 | .004 | <,001 | <,001 | <,001 | <,001 | <,001 |  | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X10 | Pearson Correlation | .292\*\* | .190 | .318\*\* | .324\*\* | .542\*\* | .547\*\* | .648\*\* | .669\*\* | .833\*\* | 1 | .845\*\* |
| Sig. (2-tailed) | .003 | .058 | .001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 |  | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X11 | Pearson Correlation | .328\*\* | .313\*\* | .360\*\* | .360\*\* | .595\*\* | .519\*\* | .565\*\* | .674\*\* | .843\*\* | .845\*\* | 1 |
| Sig. (2-tailed) | <,001 | .002 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X12 | Pearson Correlation | .307\*\* | .229\* | .354\*\* | .353\*\* | .557\*\* | .506\*\* | .630\*\* | .491\*\* | .681\*\* | .769\*\* | .720\*\* |
| Sig. (2-tailed) | .002 | .022 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X13 | Pearson Correlation | .293\*\* | .261\*\* | .296\*\* | .450\*\* | .436\*\* | .455\*\* | .408\*\* | .578\*\* | .605\*\* | .572\*\* | .578\*\* |
| Sig. (2-tailed) | .003 | .009 | .003 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X14 | Pearson Correlation | .222\* | .303\*\* | .296\*\* | .370\*\* | .458\*\* | .271\*\* | .439\*\* | .448\*\* | .509\*\* | .551\*\* | .457\*\* |
| Sig. (2-tailed) | .026 | .002 | .003 | <,001 | <,001 | .006 | <,001 | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X15 | Pearson Correlation | .357\*\* | .259\*\* | .311\*\* | .298\*\* | .522\*\* | .386\*\* | .438\*\* | .416\*\* | .402\*\* | .423\*\* | .374\*\* |
| Sig. (2-tailed) | <,001 | .009 | .002 | .003 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X16 | Pearson Correlation | .365\*\* | .348\*\* | .398\*\* | .461\*\* | .597\*\* | .379\*\* | .432\*\* | .410\*\* | .396\*\* | .461\*\* | .453\*\* |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Kampanye "Waste Down, Kindness Up" di Instagram Sociolla | Pearson Correlation | .588\*\* | .528\*\* | .558\*\* | .649\*\* | .797\*\* | .698\*\* | .765\*\* | .736\*\* | .801\*\* | .787\*\* | .789\*\* |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X12 | X13 | X14 | X15 | X16 | Kampanye "Waste Down, Kindness Up" di Instagram Sociolla | |
| X1 | Pearson Correlation | .307\*\* | .293\*\* | .222\* | .357\*\* | .365\*\* | .588\*\* | |
| Sig. (2-tailed) | .002 | .003 | .026 | <,001 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X2 | Pearson Correlation | .229\* | .261\*\* | .303\*\* | .259\*\* | .348\*\* | .528\*\* | |
| Sig. (2-tailed) | .022 | .009 | .002 | .009 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X3 | Pearson Correlation | .354\*\* | .296\*\* | .296\*\* | .311\*\* | .398\*\* | .558\*\* | |
| Sig. (2-tailed) | <,001 | .003 | .003 | .002 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X4 | Pearson Correlation | .353\*\* | .450\*\* | .370\*\* | .298\*\* | .461\*\* | .649\*\* | |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | .003 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X5 | Pearson Correlation | .557\*\* | .436\*\* | .458\*\* | .522\*\* | .597\*\* | .797\*\* | |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X6 | Pearson Correlation | .506\*\* | .455\*\* | .271\*\* | .386\*\* | .379\*\* | .698\*\* | |
| Sig. (2-tailed) | <,001 | <,001 | .006 | <,001 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X7 | Pearson Correlation | .630\*\* | .408\*\* | .439\*\* | .438\*\* | .432\*\* | .765\*\* | |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X8 | Pearson Correlation | .491\*\* | .578\*\* | .448\*\* | .416\*\* | .410\*\* | .736\*\* | |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X9 | Pearson Correlation | .681\*\* | .605\*\* | .509\*\* | .402\*\* | .396\*\* | .801\*\* | |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X10 | Pearson Correlation | .769\*\* | .572\*\* | .551\*\* | .423\*\* | .461\*\* | .787\*\* | |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X11 | Pearson Correlation | .720\*\* | .578\*\* | .457\*\* | .374\*\* | .453\*\* | .789\*\* | |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X12 | Pearson Correlation | 1 | .486\*\* | .501\*\* | .492\*\* | .488\*\* | .752\*\* | |
| Sig. (2-tailed) |  | <,001 | <,001 | <,001 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X13 | Pearson Correlation | .486\*\* | 1 | .508\*\* | .287\*\* | .374\*\* | .683\*\* | |
| Sig. (2-tailed) | <,001 |  | <,001 | .004 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X14 | Pearson Correlation | .501\*\* | .508\*\* | 1 | .528\*\* | .668\*\* | .671\*\* | |
| Sig. (2-tailed) | <,001 | <,001 |  | <,001 | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X15 | Pearson Correlation | .492\*\* | .287\*\* | .528\*\* | 1 | .747\*\* | .649\*\* | |
| Sig. (2-tailed) | <,001 | .004 | <,001 |  | <,001 | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| X16 | Pearson Correlation | .488\*\* | .374\*\* | .668\*\* | .747\*\* | 1 | .719\*\* | |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 |  | <,001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
| Kampanye "Waste Down, Kindness Up" di Instagram Sociolla | Pearson Correlation | .752\*\* | .683\*\* | .671\*\* | .649\*\* | .719\*\* | 1 | |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | <,001 |  | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | |
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| \*\*. Correlation is significant at the 0.01 level (2-tailed). |
| \*. Correlation is significant at the 0.05 level (2-tailed). |

**Correlations**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 31-JUL-2022 01:22:16 |
| Comments | |  |
| Input | Data | D:\smt 6\UAS\SPSS Semkom\data.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax | | CORRELATIONS /VARIABLES=Q17 Q18 Q19 Q20 Q21 Q22 Q23 Q24 Y /PRINT=TWOTAIL NOSIG FULL /MISSING=PAIRWISE. |
| Resources | Processor Time | 00:00:00,02 |
| Elapsed Time | 00:00:00,01 |

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| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 |
| Y1 | Pearson Correlation | 1 | .389\*\* | .252\* | .503\*\* |
| Sig. (2-tailed) |  | <,001 | .011 | <,001 |
| N | 100 | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .389\*\* | 1 | .382\*\* | .367\*\* |
| Sig. (2-tailed) | <,001 |  | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .252\* | .382\*\* | 1 | .556\*\* |
| Sig. (2-tailed) | .011 | <,001 |  | <,001 |
| N | 100 | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .503\*\* | .367\*\* | .556\*\* | 1 |
| Sig. (2-tailed) | <,001 | <,001 | <,001 |  |
| N | 100 | 100 | 100 | 100 |
| Y5 | Pearson Correlation | .388\*\* | .413\*\* | .665\*\* | .724\*\* |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 |
| Y6 | Pearson Correlation | -.134 | .149 | .334\*\* | .084 |
| Sig. (2-tailed) | .183 | .140 | <,001 | .408 |
| N | 100 | 100 | 100 | 100 |
| Y7 | Pearson Correlation | -.044 | .195 | .289\*\* | .122 |
| Sig. (2-tailed) | .664 | .052 | .004 | .228 |
| N | 100 | 100 | 100 | 100 |
| Y8 | Pearson Correlation | .123 | .193 | .421\*\* | .324\*\* |
| Sig. (2-tailed) | .222 | .054 | <,001 | .001 |
| N | 100 | 100 | 100 | 100 |
| Perubahan Perilaku Masyarakat | Pearson Correlation | .419\*\* | .534\*\* | .691\*\* | .641\*\* |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 |

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| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | Y5 | Y6 | Y7 | Y8 |
| Y1 | Pearson Correlation | .388\*\* | -.134 | -.044 | .123 |
| Sig. (2-tailed) | <,001 | .183 | .664 | .222 |
| N | 100 | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .413\*\* | .149 | .195 | .193 |
| Sig. (2-tailed) | <,001 | .140 | .052 | .054 |
| N | 100 | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .665\*\* | .334\*\* | .289\*\* | .421\*\* |
| Sig. (2-tailed) | <,001 | <,001 | .004 | <,001 |
| N | 100 | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .724\*\* | .084 | .122 | .324\*\* |
| Sig. (2-tailed) | <,001 | .408 | .228 | .001 |
| N | 100 | 100 | 100 | 100 |
| Y5 | Pearson Correlation | 1 | .258\*\* | .258\*\* | .474\*\* |
| Sig. (2-tailed) |  | .009 | .010 | <,001 |
| N | 100 | 100 | 100 | 100 |
| Y6 | Pearson Correlation | .258\*\* | 1 | .739\*\* | .343\*\* |
| Sig. (2-tailed) | .009 |  | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 |
| Y7 | Pearson Correlation | .258\*\* | .739\*\* | 1 | .381\*\* |
| Sig. (2-tailed) | .010 | <,001 |  | <,001 |
| N | 100 | 100 | 100 | 100 |
| Y8 | Pearson Correlation | .474\*\* | .343\*\* | .381\*\* | 1 |
| Sig. (2-tailed) | <,001 | <,001 | <,001 |  |
| N | 100 | 100 | 100 | 100 |
| Perubahan Perilaku Masyarakat | Pearson Correlation | .741\*\* | .626\*\* | .737\*\* | .608\*\* |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 |

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| --- | --- | --- | --- |
| **Correlations** | | | |
|  | | Perubahan Perilaku Masyarakat | |
| Y1 | Pearson Correlation | .419\*\* | |
| Sig. (2-tailed) | <,001 | |
| N | 100 | |
| Y2 | Pearson Correlation | .534\*\* | |
| Sig. (2-tailed) | <,001 | |
| N | 100 | |
| Y3 | Pearson Correlation | .691\*\* | |
| Sig. (2-tailed) | <,001 | |
| N | 100 | |
| Y4 | Pearson Correlation | .641\*\* | |
| Sig. (2-tailed) | <,001 | |
| N | 100 | |
| Y5 | Pearson Correlation | .741\*\* | |
| Sig. (2-tailed) | <,001 | |
| N | 100 | |
| Y6 | Pearson Correlation | .626\*\* | |
| Sig. (2-tailed) | <,001 | |
| N | 100 | |
| Y7 | Pearson Correlation | .737\*\* | |
| Sig. (2-tailed) | <,001 | |
| N | 100 | |
| Y8 | Pearson Correlation | .608\*\* | |
| Sig. (2-tailed) | <,001 | |
| N | 100 | |
| Perubahan Perilaku Masyarakat | Pearson Correlation | 1 | |
| Sig. (2-tailed) |  | |
| N | 100 | |
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| \*\*. Correlation is significant at the 0.01 level (2-tailed). |
| \*. Correlation is significant at the 0.05 level (2-tailed). |

**Regression**

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| --- | --- | --- |
| **Notes** | | |
| Output Created | | 31-JUL-2022 01:30:59 |
| Comments | |  |
| Input | Data | D:\smt 6\UAS\SPSS Semkom\data.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on cases with no missing values for any variable used. |
| Syntax | | REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X /SCATTERPLOT=(\*ZPRED ,\*SRESID) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE RESID. |
| Resources | Processor Time | 00:00:04,05 |
| Elapsed Time | 00:00:01,52 |
| Memory Required | 3648 bytes |
| Additional Memory Required for Residual Plots | 896 bytes |
| Variables Created or Modified | RES\_1 | Unstandardized Residual |

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| --- | --- | --- | --- |
| **Descriptive Statistics** | | | |
|  | Mean | Std. Deviation | N |
| Perubahan Perilaku Masyarakat | 23.5700 | 4.19777 | 100 |
| Kampanye "Waste Down, Kindness Up" di Instagram Sociolla | 52.8800 | 5.82103 | 100 |

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| --- | --- | --- | --- |
| **Correlations** | | | |
|  | | Perubahan Perilaku Masyarakat | Kampanye "Waste Down, Kindness Up" di Instagram Sociolla |
| Pearson Correlation | Perubahan Perilaku Masyarakat | 1.000 | .470 |
| Kampanye "Waste Down, Kindness Up" di Instagram Sociolla | .470 | 1.000 |
| Sig. (1-tailed) | Perubahan Perilaku Masyarakat | . | <,001 |
| Kampanye "Waste Down, Kindness Up" di Instagram Sociolla | .000 | . |
| N | Perubahan Perilaku Masyarakat | 100 | 100 |
| Kampanye "Waste Down, Kindness Up" di Instagram Sociolla | 100 | 100 |

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| --- | --- | --- | --- |
| **Variables Entered/Removed**a | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Kampanye "Waste Down, Kindness Up" di Instagram Sociollab | . | Enter |
| a. Dependent Variable: Perubahan Perilaku Masyarakat | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary**b | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .470a | .221 | .213 | 3.72422 |
| a. Predictors: (Constant), Kampanye "Waste Down, Kindness Up" di Instagram Sociolla | | | | |
| b. Dependent Variable: Perubahan Perilaku Masyarakat | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA**a | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 385.268 | 1 | 385.268 | 27.777 | <,001b |
| Residual | 1359.242 | 98 | 13.870 |  |  |
| Total | 1744.510 | 99 |  |  |  |
| a. Dependent Variable: Perubahan Perilaku Masyarakat | | | | | | |
| b. Predictors: (Constant), Kampanye "Waste Down, Kindness Up" di Instagram Sociolla | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficients**a | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.649 | 3.421 |  | 1.652 | .102 |
| Kampanye "Waste Down, Kindness Up" di Instagram Sociolla | .339 | .064 | .470 | 5.270 | <,001 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Coefficients**a | | | | |
| Model | | Collinearity Statistics | | |
| Tolerance | VIF | |
| 1 | (Constant) |  |  | |
| Kampanye "Waste Down, Kindness Up" di Instagram Sociolla | 1.000 | 1.000 | |
|  |  |  | |  | |  |  |  |

|  |
| --- |
| a. Dependent Variable: Perubahan Perilaku Masyarakat |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnostics**a | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | |
| (Constant) | Kampanye "Waste Down, Kindness Up" di Instagram Sociolla |
| 1 | 1 | 1.994 | 1.000 | .00 | .00 |
| 2 | .006 | 18.315 | 1.00 | 1.00 |
| a. Dependent Variable: Perubahan Perilaku Masyarakat | | | | | |

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| --- | --- | --- | --- | --- | --- |
| **Residuals Statistics**a | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 20.5606 | 27.3385 | 23.5700 | 1.97271 | 100 |
| Std. Predicted Value | -1.526 | 1.910 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .373 | .806 | .509 | .137 | 100 |
| Adjusted Predicted Value | 20.5801 | 27.5026 | 23.5680 | 1.96911 | 100 |
| Residual | -13.64403 | 7.76159 | .00000 | 3.70536 | 100 |
| Std. Residual | -3.664 | 2.084 | .000 | .995 | 100 |
| Stud. Residual | -3.703 | 2.110 | .000 | 1.004 | 100 |
| Deleted Residual | -13.93905 | 7.95335 | .00203 | 3.77517 | 100 |
| Stud. Deleted Residual | -3.972 | 2.148 | -.003 | 1.022 | 100 |
| Mahal. Distance | .000 | 3.649 | .990 | 1.156 | 100 |
| Cook's Distance | .000 | .148 | .009 | .017 | 100 |
| Centered Leverage Value | .000 | .037 | .010 | .012 | 100 |
| a. Dependent Variable: Perubahan Perilaku Masyarakat | | | | | |

**Charts**

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**NPar Tests**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 31-JUL-2022 01:34:32 |
| Comments | |  |
| Input | Data | D:\smt 6\UAS\SPSS Semkom\data.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics for each test are based on all cases with valid data for the variable(s) used in that test. |
| Syntax | | NPAR TESTS /K-S(NORMAL)=RES\_1 /MISSING ANALYSIS /KS\_SIM CIN(99) SAMPLES(10000). |
| Resources | Processor Time | 00:00:00,11 |
| Elapsed Time | 00:00:00,10 |
| Number of Cases Alloweda | 786432 |
| a. Based on availability of workspace memory. | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | | |
|  | | | Unstandardized Residual |
| N | | | 100 |
| Normal Parametersa,b | Mean | | .0000000 |
| Std. Deviation | | 3.70536307 |
| Most Extreme Differences | Absolute | | .072 |
| Positive | | .068 |
| Negative | | -.072 |
| Test Statistic | | | .072 |
| Asymp. Sig. (2-tailed)c | | | .200d |
| Monte Carlo Sig. (2-tailed)e | Sig. | | .219 |
| 99% Confidence Interval | Lower Bound | .209 |
| Upper Bound | .230 |
| a. Test distribution is Normal. | | | |
| b. Calculated from data. | | | |
| c. Lilliefors Significance Correction. | | | |
| d. This is a lower bound of the true significance. | | | |
| e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000. | | | |