

Lampiran 1

KUESIONER

I. PETUNJUK PENGISIAN

Sebelum mengisi kuesioner ini, bacalah petunjuk pengisian di bawah ini :

1. Bacalah pernyataan-pernyataan ini dengan baik sebelum memberikan tanda pada setiap jawaban yang Anda pilih.
2. Pilihlah jawaban yang sesuai dengan keadaan anda, jujur, dan apa adanya dengan cara memberi tanda centang atau *checklist* (✓) pada pilihan jawaban Anda.
3. Tiap soal disediakan 5 pilihan jawaban :
 - ✓ **SS : SANGAT SETUJU**, apabila Anda sangat setuju dengan pernyataan tersebut.
 - ✓ **S : SETUJU**, apabila Anda cukup setuju dengan pernyataan tersebut.
 - ✓ **N : NETRAL**, apabila Anda ragu-ragu dengan pernyataan tersebut.
 - ✓ **TS : TIDAK SETUJU**, apabila anda kurang begitu setuju dengan pernyataan tersebut.
 - ✓ **STS : SANGAT TIDAK SETUJU**, apabila Anda benar-benar tidak setuju dengan pernyataan tersebut.

II. IDENTITAS RESPONDEN

- Nama** :
- Jenis Kelamin** : (L/P) *coret salah satu.
- Usia** : 17-25 tahun / 26 – 35 tahun / 36 – 45 tahun.
- Email *wajib diisi** :
- Akun Facebook *wajib diisi** : (bukan email)

Berikan penilaian Anda terhadap setiap pernyataan di bawah ini.

No.	PERTANYAAN	PILIHAN JAWABAN				
		SS	S	N	TS	STS
	Efektivitas <i>Cyber PR Facebook</i> “Bangga Surabaya” (X)					
1	Akun <i>fanspage</i> “Bangga Surabaya” memberikan informasi tentang Surabaya memiliki kredibilitas.					
2	Informasi yang disajikan di akun <i>fanspage</i> “Bangga Surabaya” berupa berita, video, dan narasi dikemas sangat menarik.					
3	Isi/konten beranda <i>fanspage</i> “Bangga Surabaya” mampu memberikan pandangan positif tentang kota Surabaya					
4	Isi/konten beranda <i>fanspage</i> “Bangga Surabaya” sesuai dengan tema kegiatan dan narasi yang menarik.					

5	Informasi yang diunggah di <i>fanspage</i> “Bangga Surabaya” sudah sangat jelas mencitrakan kota Surabaya.					
6	Akun <i>fanspage</i> “Bangga Surabaya” rutin dan konsisten memberikan informasi-informasi terbaru tentang citra kota Surabaya.					
7	Akun <i>fanspage</i> “Bangga Surabaya” merupakan media yang tepat sebagai media <i>city branding</i> kota Surabaya.					
8	Unggahan konten di <i>fanspage</i> “Bangga Surabaya” layak untuk disukai / <i>like</i> , dibagikan / <i>share</i> , dan dikomentari / <i>comment</i> .					
9	Informasi yang diunggah di <i>fanspage</i> “Bangga Surabaya” disampaikan secara singkat, padat, jelas, dan mudah dimengerti.					
10	Dengan adanya akun <i>fanspage</i> “Bangga Surabaya” saya terkesan dan paham atas <i>city branding</i> kota Surabaya					
City Branding Kota Surabaya (Y)		SS	S	N	TS	STS
11	Saya mengetahui identitas kota Surabaya dengan <i>tagline</i> Bangga Surabaya.					
12	Saya mengetahui berbagai fasilitas kota Surabaya yang lengkap, dinamis dan tertata dengan rapi dan baik.					
13	Pelayanan pemerintah kota Surabaya yang professional.					
14	Setiap acara yang diadakan oleh pemerintah kota Surabaya selalu bermanfaat dan berkualitas.					
15	Reputasi kota Surabaya sangat baik dan kredibel.					
16	Kota Surabaya memiliki citra positif.					
17	Pembangunan kota Surabaya yang ideal misalnya seperti lingkungan kota Surabaya yang mendapat julukan <i>Green and Clean</i> .					
18	Saya setuju dengan <i>branding campaign</i> “Bangga Surabaya”					
19	Saya mengetahui visi dan misi pemimpin kota Surabaya sangat baik dan memiliki kredibilitas tinggi.					
20	Kepemimpinan kota Surabaya sangat professional.					

Lampiran 3

Distribusi Nilai R_{tabel}

df = (N-2)	Sig.	df = (N-2)	Sig.	df = (N-2)	Sig.	df = (N-2)	Sig.
	5% (0.05)		5% (0.05)		5% (0.05)		5% (0.05)
1	0.9969	26	0.3739	51	0.2706	76	0.2227
2	0.9500	27	0.3673	52	0.2681	77	0.2213
3	0.8783	28	0.3610	53	0.2656	78	0.2199
4	0.8114	29	0.3550	54	0.2632	79	0.2185
5	0.7545	30	0.3494	55	0.2609	80	0.2172
6	0.7067	31	0.3440	56	0.2586	81	0.2159
7	0.6664	32	0.3388	57	0.2564	82	0.2146
8	0.6319	33	0.3338	58	0.2542	83	0.2133
9	0.6021	34	0.3291	59	0.2521	84	0.2120
10	0.5760	35	0.3246	60	0.2500	85	0.2108
11	0.5529	36	0.3202	61	0.2480	86	0.2096
12	0.5324	37	0.3160	62	0.2461	87	0.2084
13	0.5140	38	0.3120	63	0.2441	88	0.2072
14	0.4973	39	0.3081	64	0.2423	89	0.2061
15	0.4821	40	0.3044	65	0.2404	90	0.2050
16	0.4683	41	0.3008	66	0.2387	91	0.2039
17	0.4555	42	0.2973	67	0.2369	92	0.2028
18	0.4438	43	0.2940	68	0.2352	93	0.2017
19	0.4329	44	0.2907	69	0.2335	94	0.2006
20	0.4227	45	0.2876	70	0.2319	95	0.1996
21	0.4132	46	0.2845	71	0.2303	96	0.1986
22	0.4044	47	0.2816	72	0.2287	97	0.1975
23	0.3961	48	0.2787	73	0.2272	98	0.1966
24	0.3882	49	0.2759	74	0.2257	99	0.1956
25	0.3809	50	0.2732	75	0.2242	100	0.1946

Distribusi Nilai T_{tabel}

df = (N-2)	Sig.	df = (N-2)	Sig.	df = (N-2)	Sig.	df = (N-2)	Sig.
	5% (0.05)		5% (0.05)		5% (0.05)		5% (0.05)
1	12.7062	26	2.0555	51	2.0075	76	1.9916
2	4.3026	27	2.0518	52	2.0066	77	1.9912
3	3.1824	28	2.0484	53	2.0057	78	1.9908
4	2.7764	29	2.0452	54	2.0048	79	1.9904
5	2.5705	30	2.0422	55	2.0040	80	1.9900
6	2.4469	31	2.0395	56	2.0032	81	1.9896
7	2.3646	32	2.0369	57	2.0024	82	1.9893
8	2.3060	33	2.0345	58	2.0017	83	1.9889
9	2.2621	34	2.0322	59	2.0010	84	1.9886
10	2.2281	35	2.0301	60	2.0003	85	1.9882
11	2.2009	36	2.0280	61	1.9996	86	1.9879
12	2.1788	37	2.0261	62	1.9989	87	1.9876
13	2.1603	38	2.0243	63	1.9983	88	1.9872
14	2.1447	39	2.0226	64	1.9977	89	1.9869
15	2.1314	40	2.0210	65	1.9971	90	1.9866
16	2.1199	41	2.0195	66	1.9965	91	1.9863
17	2.1098	42	2.0180	67	1.9960	92	1.9860
18	2.1009	43	2.0166	68	1.9954	93	1.9858
19	2.0930	44	2.0153	69	1.9949	94	1.9855
20	2.0859	45	2.0141	70	1.9944	95	1.9852
21	2.0796	46	2.0129	71	1.9939	96	1.9849
22	2.0738	47	2.0117	72	1.9934	97	1.9847
23	2.0686	48	2.0106	73	1.9930	98	1.9844
24	2.0639	49	2.0095	74	1.9925	99	1.9842
25	2.0595	50	2.0085	75	1.9921	100	1.9839

Lampiran 4 :

➤ Uji Validitas Variabel X

Correlations

[DataSet0]

		Correlations										
		Item_1	Item_2	Item_3	Item_4	Item_5	Item_6	Item_7	Item_8	Item_9	Item_10	Total_X
Item_1	Pearson Correlation	1	.725**	.467**	.516**	.459**	.500**	.309**	.415**	.546**	.379**	.722**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.002	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_2	Pearson Correlation	.725**	1	.432**	.642**	.440**	.599**	.407**	.478**	.609**	.368**	.773**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_3	Pearson Correlation	.467**	.432**	1	.521**	.490**	.345**	.550**	.388**	.518**	.210*	.682**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.036	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_4	Pearson Correlation	.516**	.642**	.521**	1	.604**	.564**	.495**	.468**	.642**	.322**	.789**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_5	Pearson Correlation	.459**	.440**	.490**	.604**	1	.525**	.450**	.340**	.480**	.368**	.717**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_6	Pearson Correlation	.500**	.599**	.345**	.564**	.525**	1	.605**	.453**	.547**	.460**	.773**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_7	Pearson Correlation	.309**	.407**	.550**	.495**	.450**	.605**	1	.381**	.564**	.358**	.714**
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_8	Pearson Correlation	.415**	.478**	.388**	.468**	.340**	.453**	.381**	1	.526**	.422**	.673**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_9	Pearson Correlation	.546**	.609**	.518**	.642**	.480**	.547**	.564**	.526**	1	.451**	.807**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_10	Pearson Correlation	.379**	.368**	.210*	.322**	.368**	.460**	.358**	.422**	.451**	1	.605**
	Sig. (2-tailed)	.000	.000	.036	.001	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
Total_X	Pearson Correlation	.722**	.773**	.682**	.789**	.717**	.773**	.714**	.673**	.807**	.605**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

➤ Uji Validitas Variabel Y

CORRELATIONS

```

/VARIABLES=Item_11 Item_12 Item_13 Item_14 Item_15 Item_16 Item_17
Item_18 Item_19 Item_20 Total_Y
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

		Item_ 11	Item_ 12	Item_ 13	Item_ 14	Item_ 15	Item_ 16	Item_ 17	Item_ 18	Item_ 19	Item_ 20	Total _Y
Item_ 11	Pearson Correlation	1	.365**	.390**	.450**	.303**	.282**	.437**	.576**	.313**	.127	.628**
	Sig. (2-tailed)		.000	.000	.000	.002	.005	.000	.000	.002	.206	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_ 12	Pearson Correlation	.365**	1	.362**	.389**	.436**	.268**	.272**	.354**	.389**	.352**	.622**
	Sig. (2-tailed)	.000		.000	.000	.000	.007	.006	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_ 13	Pearson Correlation	.390**	.362**	1	.691**	.477**	.376**	.467**	.359**	.584**	.559**	.779**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_ 14	Pearson Correlation	.450**	.389**	.691**	1	.398**	.471**	.566**	.356**	.512**	.447**	.779**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_ 15	Pearson Correlation	.303**	.436**	.477**	.398**	1	.472**	.499**	.323**	.418**	.359**	.680**
	Sig. (2-tailed)	.002	.000	.000	.000		.000	.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_ 16	Pearson Correlation	.282**	.268**	.376**	.471**	.472**	1	.444**	.364**	.362**	.278**	.616**
	Sig. (2-tailed)	.005	.007	.000	.000	.000		.000	.000	.000	.005	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_ 17	Pearson Correlation	.437**	.272**	.467**	.566**	.499**	.444**	1	.526**	.479**	.384**	.730**
	Sig. (2-tailed)	.000	.006	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_ 18	Pearson Correlation	.576**	.354**	.359**	.356**	.323**	.364**	.526**	1	.424**	.229*	.647**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000		.000	.022	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_ 19	Pearson Correlation	.313**	.389**	.584**	.512**	.418**	.362**	.479**	.424**	1	.485**	.731**
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Item_ 20	Pearson Correlation	.127	.352**	.559**	.447**	.359**	.278**	.384**	.229*	.485**	1	.620**
	Sig. (2-tailed)	.206	.000	.000	.000	.000	.005	.000	.022	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
Total _Y	Pearson Correlation	.628**	.622**	.779**	.779**	.680**	.616**	.730**	.647**	.731**	.620**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

➤ Uji Reliabilitas Variabel X

```
RELIABILITY
/VARIABLES=Item_1 Item_2 Item_3 Item_4 Item_5 Item_6 Item_7 Item_8
Item_9 Item_10
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.897	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item_1	36.63	22.761	.652	.887
Item_2	36.76	22.548	.715	.883
Item_3	36.74	22.518	.592	.891
Item_4	36.74	22.356	.733	.882
Item_5	36.76	22.063	.631	.888
Item_6	36.79	21.885	.706	.883
Item_7	36.76	22.164	.629	.889
Item_8	36.83	22.648	.583	.892
Item_9	36.86	21.940	.753	.880
Item_10	36.87	23.044	.498	.898

➤ Uji Reliabilitas Variabel Y

RELIABILITY

```

/VARIABLES=Item_11 Item_12 Item_13 Item_14 Item_15 Item_16 Item_17
Item_18 Item_19 Item_20
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.872	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item_11	37.63	18.963	.512	.867
Item_12	37.44	19.158	.510	.867
Item_13	37.56	18.006	.704	.850
Item_14	37.51	18.071	.705	.850
Item_15	37.33	19.153	.592	.860
Item_16	37.42	19.822	.526	.865
Item_17	37.24	19.114	.660	.855
Item_18	37.32	19.735	.565	.862
Item_19	37.51	18.414	.645	.855
Item_20	37.35	19.442	.517	.865

➤ **Uji Crosstab – Frekuensi Tinggi, Sedang, Rendah**

CROSSTABS

```

/TABLES=Kriteria BY Kriteria_Y
/FORMAT=AVALUE TABLES
/CELLS=COUNT TOTAL
/COUNT ROUND CELL.
  
```

Crosstabs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Efektivitas Cyber PR * City Branding	100	100.0%	0	0.0%	100	100.0%

Efektivitas Cyber PR * City Branding Crosstabulation

			City Branding			Total
			Rendah	Sedang	Tinggi	
Efektivitas Cyber PR	Rendah	Count	5	14	1	20
		% of Total	5.0%	14.0%	1.0%	20.0%
	Sedang	Count	3	31	9	43
		% of Total	3.0%	31.0%	9.0%	43.0%
	Tinggi	Count	0	12	25	37
		% of Total	0.0%	12.0%	25.0%	37.0%
Total	Count	8	57	35	100	
	% of Total	8.0%	57.0%	35.0%	100.0%	

➤ **Uji Korelasi**

CORRELATIONS

```

/VARIABLES=X Y
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
  
```

Correlations

[DataSet0]

Correlations

		X	Y
X	Pearson Correlation	1	.723**
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.723**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

➤ Uji Analisis Linear Sederhana

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL ZPP

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y

/METHOD=ENTER X.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.648	.622	2.77973

a. Predictors: (Constant), X

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	888.127	1	888.127	62.166	.000 ^b
	Residual	1400.063	98	14.286		
	Total	2288.190	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	18.182	2.993		6.075	.000
	X	.573	.073	.623	7.885	.000

a. Dependent Variable: Y

Coefficient Correlations^a

Model		X
1	Correlations	1.000
	Covariances	.005

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	X
1	1	1.992	1.000	.00	.00
	2	.008	15.773	1.00	1.00

a. Dependent Variable: Y