

LAMPIRAN

DRM Final *Frequency Table Attention*

A1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid TIDAK SETUJU | 1 | .9 | .9 | .9 |
| CUKUP SETUJU | 22 | 19.1 | 19.1 | 20.0 |
| SETUJU | 73 | 63.5 | 63.5 | 83.5 |
| SANGAT SETUJU | 19 | 16.5 | 16.5 | 100.0 |
| Total | 115 | 100.0 | 100.0 | |

A2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid TIDAK SETUJU | 5 | 4.3 | 4.3 | 4.3 |
| CUKUP SETUJU | 22 | 19.1 | 19.1 | 23.5 |
| SETUJU | 62 | 53.9 | 53.9 | 77.4 |
| SANGAT SETUJU | 26 | 22.6 | 22.6 | 100.0 |
| Total | 115 | 100.0 | 100.0 | |

A3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid TIDAK SETUJU | 4 | 3.5 | 3.5 | 3.5 |
| CUKUP SETUJU | 21 | 18.3 | 18.3 | 21.7 |
| SETUJU | 70 | 60.9 | 60.9 | 82.6 |
| SANGAT SETUJU | 20 | 17.4 | 17.4 | 100.0 |
| Total | 115 | 100.0 | 100.0 | |

A4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid CUKUP SETUJU | 27 | 23.5 | 23.5 | 23.5 |
| SETUJU | 64 | 55.7 | 55.7 | 79.1 |
| SANGAT SETUJU | 24 | 20.9 | 20.9 | 100.0 |
| Total | 115 | 100.0 | 100.0 | |

A5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 22 | 19.1 | 19.1 | 19.1 |
| | SETUJU | 72 | 62.6 | 62.6 | 81.7 |
| | SANGAT SETUJU | 21 | 18.3 | 18.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

A6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 26 | 22.6 | 22.6 | 22.6 |
| | SETUJU | 63 | 54.8 | 54.8 | 77.4 |
| | SANGAT SETUJU | 26 | 22.6 | 22.6 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

A7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 4 | 3.5 | 3.5 | 3.5 |
| | CUKUP SETUJU | 38 | 33.0 | 33.0 | 36.5 |
| | SETUJU | 53 | 46.1 | 46.1 | 82.6 |
| | SANGAT SETUJU | 20 | 17.4 | 17.4 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

A8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | .9 | .9 | .9 |
| | TIDAK SETUJU | 38 | 33.0 | 33.0 | 33.9 |
| | CUKUP SETUJU | 53 | 46.1 | 46.1 | 80.0 |
| | SETUJU | 22 | 19.1 | 19.1 | 99.1 |
| | SANGAT SETUJU | 1 | .9 | .9 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

A9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | SANGAT TIDAK SETUJU | 13 | 11.3 | 11.3 | 11.3 |
| | TIDAK SETUJU | 33 | 28.7 | 28.7 | 40.0 |
| | CUKUP SETUJU | 64 | 55.7 | 55.7 | 95.7 |
| | SETUJU | 5 | 4.3 | 4.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

A10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 1 | .9 | .9 | .9 |
| | CUKUP SETUJU | 20 | 17.4 | 17.4 | 18.3 |
| | SETUJU | 68 | 59.1 | 59.1 | 77.4 |
| | SANGAT SETUJU | 26 | 22.6 | 22.6 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

A11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 3 | 2.6 | 2.6 | 2.6 |
| | CUKUP SETUJU | 24 | 20.9 | 20.9 | 23.5 |
| | SETUJU | 67 | 58.3 | 58.3 | 81.7 |
| | SANGAT SETUJU | 21 | 18.3 | 18.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

A12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 4 | 3.5 | 3.5 | 3.5 |
| | CUKUP SETUJU | 31 | 27.0 | 27.0 | 30.4 |
| | SETUJU | 56 | 48.7 | 48.7 | 79.1 |
| | SANGAT SETUJU | 24 | 20.9 | 20.9 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

A13

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 1 | .9 | .9 | .9 |
| | CUKUP SETUJU | 22 | 19.1 | 19.1 | 20.0 |
| | SETUJU | 64 | 55.7 | 55.7 | 75.7 |
| | SANGAT SETUJU | 28 | 24.3 | 24.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

Frequency Table Readtroughness**RD1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 1 | .9 | .9 | .9 |
| | CUKUP SETUJU | 23 | 20.0 | 20.0 | 20.9 |
| | SETUJU | 68 | 59.1 | 59.1 | 80.0 |
| | SANGAT SETUJU | 23 | 20.0 | 20.0 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

RD2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 4 | 3.5 | 3.5 | 3.5 |
| | CUKUP SETUJU | 22 | 19.1 | 19.1 | 22.6 |
| | SETUJU | 64 | 55.7 | 55.7 | 78.3 |
| | SANGAT SETUJU | 25 | 21.7 | 21.7 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

RD3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 10 | 8.7 | 8.7 | 8.7 |
| | CUKUP SETUJU | 33 | 28.7 | 28.7 | 37.4 |
| | SETUJU | 47 | 40.9 | 40.9 | 78.3 |
| | SANGAT SETUJU | 25 | 21.7 | 21.7 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

RD4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 2 | 1.7 | 1.7 | 1.7 |
| | CUKUP SETUJU | 27 | 23.5 | 23.5 | 25.2 |
| | SETUJU | 62 | 53.9 | 53.9 | 79.1 |
| | SANGAT SETUJU | 24 | 20.9 | 20.9 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

RD5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 1 | .9 | .9 | .9 |
| | CUKUP SETUJU | 16 | 13.9 | 13.9 | 14.8 |
| | SETUJU | 65 | 56.5 | 56.5 | 71.3 |
| | SANGAT SETUJU | 33 | 28.7 | 28.7 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

RD6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 2 | 1.7 | 1.7 | 1.7 |
| | CUKUP SETUJU | 23 | 20.0 | 20.0 | 21.7 |
| | SETUJU | 69 | 60.0 | 60.0 | 81.7 |
| | SANGAT SETUJU | 21 | 18.3 | 18.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

RD7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 2 | 1.7 | 1.7 | 1.7 |
| | CUKUP SETUJU | 27 | 23.5 | 23.5 | 25.2 |
| | SETUJU | 60 | 52.2 | 52.2 | 77.4 |
| | SANGAT SETUJU | 26 | 22.6 | 22.6 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

Frequency Table Cognitive Response

KR1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid TIDAK SETUJU | 4 | 3.5 | 3.5 | 3.5 |
| CUKUP SETUJU | 23 | 20.0 | 20.0 | 23.5 |
| SETUJU | 65 | 56.5 | 56.5 | 80.0 |
| SANGAT SETUJU | 23 | 20.0 | 20.0 | 100.0 |
| Total | 115 | 100.0 | 100.0 | |

KR2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid TIDAK SETUJU | 3 | 2.6 | 2.6 | 2.6 |
| CUKUP SETUJU | 18 | 15.7 | 15.7 | 18.3 |
| SETUJU | 61 | 53.0 | 53.0 | 71.3 |
| SANGAT SETUJU | 33 | 28.7 | 28.7 | 100.0 |
| Total | 115 | 100.0 | 100.0 | |

Frequency Table Affective Response

AR1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid TIDAK SETUJU | 3 | 2.6 | 2.6 | 2.6 |
| CUKUP SETUJU | 11 | 9.6 | 9.6 | 12.2 |
| SETUJU | 72 | 62.6 | 62.6 | 74.8 |
| SANGAT SETUJU | 29 | 25.2 | 25.2 | 100.0 |
| Total | 115 | 100.0 | 100.0 | |

AR2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid TIDAK SETUJU | 3 | 2.6 | 2.6 | 2.6 |
| CUKUP SETUJU | 27 | 23.5 | 23.5 | 26.1 |
| SETUJU | 54 | 47.0 | 47.0 | 73.0 |
| SANGAT SETUJU | 31 | 27.0 | 27.0 | 100.0 |
| Total | 115 | 100.0 | 100.0 | |

Frequency Table Behavior Response

BR1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | TIDAK SETUJU | 4 | 3.5 | 3.5 | 3.5 |
| | CUKUP SETUJU | 36 | 31.3 | 31.3 | 34.8 |
| | SETUJU | 54 | 47.0 | 47.0 | 81.7 |
| | SANGAT SETUJU | 21 | 18.3 | 18.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

BR2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|-----------------------|
| Valid | SANGAT TIDAK SETUJU | 1 | .9 | .9 | .9 |
| | TIDAK SETUJU | 2 | 1.7 | 1.7 | 2.6 |
| | CUKUP SETUJU | 14 | 12.2 | 12.2 | 14.8 |
| | SETUJU | 65 | 56.5 | 56.5 | 71.3 |
| | SANGAT SETUJU | 33 | 28.7 | 28.7 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

All Variable DRM

Attention

Statistics

| | A1 | A2 | A3 | A4 | A5 | A6 | A7 | A8 | A9 | A10 | A11 | A12 | A13 | A | |
|------------------------|---------|------|------|------|------|------|------|------|------|------|------|------|------|------|-----------------|
| N | Valid | 115 | 115 | 115 | 115 | 115 | 115 | 115 | 115 | 115 | 115 | 115 | 115 | 115 | |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Mean | | 3,96 | 3,95 | 3,92 | 3,97 | 3,99 | 4,00 | 3,77 | 2,86 | 2,53 | 4,03 | 3,92 | 3,87 | 4,03 | 48,82 |
| Median | | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 3,00 | 3,00 | 4,00 | 4,00 | 4,00 | 4,00 | 49,00 |
| Mode | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 48 ^a |
| Std. Deviation | | ,627 | ,771 | ,703 | ,668 | ,614 | ,675 | ,773 | ,760 | ,753 | ,661 | ,703 | ,778 | ,687 | 5,048 |
| Skewness | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Std. Error of Skewness | | ,187 | ,495 | ,507 | ,030 | ,005 | ,000 | ,048 | ,240 | ,607 | ,222 | ,353 | ,222 | ,210 | ,122 |
| Kurtosis | | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 |
| Std. Error of Kurtosis | | ,251 | ,109 | ,588 | ,722 | ,286 | ,770 | ,528 | ,557 | ,195 | ,053 | ,204 | ,414 | ,319 | -,040 |
| Minimum | | | | | | | | | | | | | | | |
| Maximum | | | | | | | | | | | | | | | |
| Sum | | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 |
| | | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 37 |
| | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 61 |
| | | 455 | 454 | 451 | 457 | 459 | 460 | 434 | 329 | 291 | 464 | 451 | 445 | 464 | 5614 |

Readtroughness

Statistics

| | | RD1 | RD2 | RD3 | RD4 | RD5 | RD6 | RD7 | RD |
|------------------------|---------|-------|-------|-------|-------|-------|-------|-------|-------|
| N | Valid | 115 | 115 | 115 | 115 | 115 | 115 | 115 | 115 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3,98 | 3,96 | 3,76 | 3,94 | 4,13 | 3,95 | 3,96 | 27,67 |
| Median | | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 28,00 |
| Mode | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| Std. Deviation | | ,662 | ,742 | ,894 | ,717 | ,669 | ,673 | ,730 | 3,612 |
| Skewness | | -,166 | -,454 | -,246 | -,201 | -,335 | -,289 | -,208 | -,248 |
| Std. Error of Skewness | | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 | ,226 |
| Kurtosis | | -,119 | ,171 | -,682 | -,290 | -,054 | ,207 | -,390 | ,969 |
| Std. Error of Kurtosis | | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 | ,447 |
| Minimum | | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 14 |
| Maximum | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| Sum | | 458 | 455 | 432 | 453 | 475 | 454 | 455 | 3182 |

Cognitive Response

Statistics

| | | KR1 | KR2 | KR |
|------------------------|---------|-------|-------|-------|
| N | Valid | 115 | 115 | 115 |
| | Missing | 0 | 0 | 0 |
| Mean | | 3,93 | 4,08 | 8,01 |
| Median | | 4,00 | 4,00 | 8,00 |
| Mode | | 4 | 4 | 8 |
| Std. Deviation | | ,734 | ,739 | 1,308 |
| Skewness | | -,432 | -,523 | -,711 |
| Std. Error of Skewness | | ,226 | ,226 | ,226 |
| Kurtosis | | ,194 | ,143 | ,854 |
| Std. Error of Kurtosis | | ,447 | ,447 | ,447 |
| Minimum | | 2 | 2 | 4 |
| Maximum | | 5 | 5 | 10 |
| Sum | | 452 | 469 | 921 |

Affective Response

Statistics

| | | AR1 | AR2 | AR |
|------------------------|---------|-------|-------|-------|
| N | Valid | 115 | 115 | 115 |
| | Missing | 0 | 0 | 0 |
| Mean | | 4,10 | 3,98 | 8,09 |
| Median | | 4,00 | 4,00 | 8,00 |
| Mode | | 4 | 4 | 8 |
| Std. Deviation | | ,667 | ,783 | 1,267 |
| Skewness | | -,662 | -,304 | -,718 |
| Std. Error of Skewness | | ,226 | ,226 | ,226 |
| Kurtosis | | 1,299 | -,510 | ,892 |
| Std. Error of Kurtosis | | ,447 | ,447 | ,447 |
| Minimum | | 2 | 2 | 4 |
| Maximum | | 5 | 5 | 10 |
| Sum | | 472 | 458 | 930 |

Behavioral Response

Statistics

| | | BR1 | BR2 | BR |
|------------------------|---------|-------|-------|-------|
| N | Valid | 115 | 115 | 115 |
| | Missing | 0 | 0 | 0 |
| Mean | | 3,80 | 4,10 | 7,90 |
| Median | | 4,00 | 4,00 | 8,00 |
| Mode | | 4 | 4 | 8 |
| Std. Deviation | | ,775 | ,742 | 1,207 |
| Skewness | | -,097 | -,957 | -,301 |
| Std. Error of Skewness | | ,226 | ,226 | ,226 |
| Kurtosis | | -,503 | 2,234 | -,082 |
| Std. Error of Kurtosis | | ,447 | ,447 | ,447 |
| Minimum | | 2 | 1 | 4 |
| Maximum | | 5 | 5 | 10 |
| Sum | | 437 | 472 | 909 |

DRM FINAL
UJI VALIDITAS DAN RELIABILITAS

Attention

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| A1 | 44,86 | 21,910 | ,542 | ,786 |
| A2 | 44,87 | 21,974 | ,404 | ,797 |
| A3 | 44,90 | 21,971 | ,458 | ,792 |
| A4 | 44,84 | 21,291 | ,607 | ,780 |
| A5 | 44,83 | 22,461 | ,455 | ,793 |
| A6 | 44,82 | 21,677 | ,533 | ,786 |
| A7 | 45,04 | 21,095 | ,534 | ,785 |
| A8 | 45,96 | 25,059 | ,420 | ,833 |
| A9 | 46,29 | 24,680 | ,432 | ,828 |
| A10 | 44,78 | 20,768 | ,710 | ,772 |
| A11 | 44,90 | 21,638 | ,513 | ,788 |
| A12 | 44,95 | 20,752 | ,582 | ,780 |
| A13 | 44,78 | 21,558 | ,541 | ,785 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 48,82 | 25,484 | 5,048 | 13 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,807 | 13 |

Readthroughness

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| RD1 | 23,69 | 9,866 | ,660 | ,799 |
| RD2 | 23,71 | 9,750 | ,593 | ,808 |
| RD3 | 23,91 | 9,326 | ,535 | ,822 |
| RD4 | 23,73 | 9,672 | ,642 | ,800 |
| RD5 | 23,54 | 10,023 | ,608 | ,806 |
| RD6 | 23,72 | 10,501 | ,480 | ,825 |
| RD7 | 23,71 | 9,838 | ,584 | ,809 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 27,67 | 13,048 | 3,612 | 7 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,833 | 7 |

Cognitive response

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| KR1 | 4,08 | ,546 | ,576 | . |
| KR2 | 3,93 | ,539 | ,576 | . |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|------|----------|----------------|------------|
| 8,01 | 1,710 | 1,308 | 2 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,731 | 2 |

Affective Response

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| AR1 | 3,98 | ,614 | ,524 | . |
| AR2 | 4,10 | ,445 | ,524 | . |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|------|----------|----------------|------------|
| 8,09 | 1,606 | 1,267 | 2 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,682 | 2 |

Behavioral Respon

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BR1 | 4,10 | ,550 | ,266 | . |
| BR2 | 3,80 | ,600 | ,266 | . |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|------|----------|----------------|------------|
| 7,90 | 1,456 | 1,207 | 2 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,419 | 2 |

DRM Tryout
UJI VALIDITAS DAN RELIABILITAS

Attention

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| A1 | 44,20 | 22,648 | ,563 | ,754 |
| A2 | 44,37 | 22,309 | ,424 | ,762 |
| A3 | 44,17 | 21,592 | ,549 | ,749 |
| A4 | 44,23 | 19,978 | ,713 | ,729 |
| A5 | 44,07 | 22,271 | ,431 | ,761 |
| A6 | 44,07 | 21,995 | ,473 | ,757 |
| A7 | 44,67 | 23,402 | ,257 | ,778 |
| A8 | 45,73 | 26,961 | -,228 | ,808 |
| A9 | 45,60 | 24,869 | ,090 | ,791 |
| A10 | 44,10 | 20,507 | ,729 | ,731 |
| A11 | 44,20 | 21,614 | ,455 | ,758 |
| A12 | 44,43 | 21,151 | ,505 | ,753 |
| A13 | 44,17 | 23,316 | ,263 | ,778 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 48,17 | 25,937 | 5,093 | 13 |

Readthroughness

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| RD1 | 23,93 | 9,352 | ,508 | ,758 |
| RD2 | 23,90 | 7,953 | ,693 | ,717 |
| RD3 | 24,28 | 8,778 | ,387 | ,785 |
| RD4 | 24,10 | 8,310 | ,694 | ,721 |
| RD5 | 23,72 | 8,493 | ,655 | ,729 |
| RD6 | 24,31 | 9,579 | ,299 | ,795 |
| RD7 | 24,17 | 8,791 | ,420 | ,775 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 28,07 | 11,495 | 3,390 | 7 |

Cognitive response**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| KR1 | 4,24 | ,475 | ,548 | . |
| KR2 | 4,00 | ,571 | ,548 | . |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|------|----------|----------------|------------|
| 8,24 | 1,618 | 1,272 | 2 |

Affective Response**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| AR1 | 4,07 | ,638 | ,588 | . |
| AR2 | 4,17 | ,433 | ,588 | . |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|------|----------|----------------|------------|
| 8,24 | 1,690 | 1,300 | 2 |

Behavioral Response**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BR1 | 4,17 | ,576 | -,008 | . |
| BR2 | 3,83 | ,719 | -,008 | . |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|------|----------|----------------|------------|
| 8,00 | 1,286 | 1,134 | 2 |

Uji Validitas Instrumen Penelitian dari *DRM* Tryout

| Variabel | Item Pertanyaan | r Hitung | r Tabel | Keterangan |
|---------------------------|-----------------|----------|---------|-------------|
| <i>Attention</i> | A1 | 0,563 | 0,361 | Valid |
| | A2 | 0,424 | 0,361 | Valid |
| | A3 | 0,549 | 0,361 | Valid |
| | A4 | 0,713 | 0,361 | Valid |
| | A5 | 0,431 | 0,361 | Valid |
| | A6 | 0,473 | 0,361 | Valid |
| | A7 | 0,257 | 0,361 | Tidak valid |
| | A8 | -0,228 | 0,361 | Tidak valid |
| | A9 | 0,090 | 0,361 | Tidak valid |
| | A10 | 0,729 | 0,361 | Valid |
| | A11 | 0,455 | 0,361 | Valid |
| | A12 | 0,505 | 0,361 | Valid |
| | A13 | 0,263 | 0,361 | Tidak valid |
| <i>Readthroughness</i> | RD1 | 0,508 | 0,361 | Valid |
| | RD2 | 0,693 | 0,361 | Valid |
| | RD3 | 0,387 | 0,361 | Valid |
| | RD4 | 0,694 | 0,361 | Valid |
| | RD5 | 0,655 | 0,361 | Valid |
| | RD6 | 0,299 | 0,361 | Tidak valid |
| | RD7 | 0,420 | 0,361 | Valid |
| <i>Cognitive Response</i> | KR1 | 0,548 | 0,361 | Valid |
| | KR2 | 0,548 | 0,361 | Valid |
| <i>Affective Response</i> | AR1 | 0,588 | 0,361 | Valid |
| | AR2 | 0,588 | 0,361 | Valid |
| <i>Behaviour Response</i> | BR1 | -0,008 | 0,361 | Tidak valid |
| | BR2 | -0,008 | 0,361 | Tidak valid |

Sumber: Data Primer Olahan Peneliti 2018

EPIC Method
Frequency Table Empathy

E1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 36 | 31,3 | 31,3 | 31,3 |
| | SETUJU | 43 | 37,4 | 37,4 | 68,7 |
| | SANGAT SETUJU | 36 | 31,3 | 31,3 | 100,0 |
| | Total | 115 | 100,0 | 100,0 | |

E2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 24 | 20,9 | 20,9 | 20,9 |
| | SETUJU | 60 | 52,2 | 52,2 | 73,0 |
| | SANGAT SETUJU | 31 | 27,0 | 27,0 | 100,0 |
| | Total | 115 | 100,0 | 100,0 | |

E3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 30 | 26,1 | 26,1 | 26,1 |
| | SETUJU | 49 | 42,6 | 42,6 | 68,7 |
| | SANGAT SETUJU | 36 | 31,3 | 31,3 | 100,0 |
| | Total | 115 | 100,0 | 100,0 | |

Frequency Table Persuasion

P1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 18 | 15.7 | 15.7 | 15.7 |
| | SETUJU | 55 | 47.8 | 47.8 | 63.5 |
| | SANGAT SETUJU | 42 | 36.5 | 36.5 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

P2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 1 | .9 | .9 | .9 |
| | SETUJU | 66 | 57.4 | 57.4 | 58.3 |
| | SANGAT SETUJU | 48 | 41.7 | 41.7 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

P3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 41 | 35.7 | 35.7 | 35.7 |
| | SETUJU | 55 | 47.8 | 47.8 | 83.5 |
| | SANGAT SETUJU | 19 | 16.5 | 16.5 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

Frequency Table Impact

I1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 36 | 31.3 | 31.3 | 31.3 |
| | SETUJU | 43 | 37.4 | 37.4 | 68.7 |
| | SANGAT SETUJU | 36 | 31.3 | 31.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

I2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 24 | 20.9 | 20.9 | 20.9 |
| | SETUJU | 60 | 52.2 | 52.2 | 73.0 |
| | SANGAT SETUJU | 31 | 27.0 | 27.0 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

I3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 30 | 26.1 | 26.1 | 26.1 |
| | SETUJU | 49 | 42.6 | 42.6 | 68.7 |
| | SANGAT SETUJU | 36 | 31.3 | 31.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

Frequency Table Communication**C1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 18 | 15.7 | 15.7 | 15.7 |
| | SETUJU | 55 | 47.8 | 47.8 | 63.5 |
| | SANGAT SETUJU | 42 | 36.5 | 36.5 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

C2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 1 | .9 | .9 | .9 |
| | SETUJU | 66 | 57.4 | 57.4 | 58.3 |
| | SANGAT SETUJU | 48 | 41.7 | 41.7 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

C3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | CUKUP SETUJU | 29 | 25.2 | 25.2 | 25.2 |
| | SETUJU | 56 | 48.7 | 48.7 | 73.9 |
| | SANGAT SETUJU | 30 | 26.1 | 26.1 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

C4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | TIDAK SETUJU | 1 | .9 | .9 | .9 |
| | CUKUP SETUJU | 16 | 13.9 | 13.9 | 14.8 |
| | SETUJU | 57 | 49.6 | 49.6 | 64.3 |
| | SANGAT SETUJU | 41 | 35.7 | 35.7 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

All Variable EPIC Method**Empathy****Statistics**

| | | E1 | E2 | E3 | E |
|------------------------|---------|--------|-------|--------|-------|
| N | Valid | 115 | 115 | 115 | 115 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 4,00 | 4,06 | 4,05 | 12,11 |
| Median | | 4,00 | 4,00 | 4,00 | 12,00 |
| Mode | | 4 | 4 | 4 | 12 |
| Std. Deviation | | ,795 | ,692 | ,759 | 1,588 |
| Skewness | | ,000 | -,081 | -,088 | ,614 |
| Std. Error of Skewness | | ,226 | ,226 | ,226 | ,226 |
| Kurtosis | | -1,412 | -,881 | -1,247 | -,571 |
| Std. Error of Kurtosis | | ,447 | ,447 | ,447 | ,447 |
| Minimum | | 3 | 3 | 3 | 10 |
| Maximum | | 5 | 5 | 5 | 15 |
| Sum | | 460 | 467 | 466 | 1393 |

Persuasion

Statistics

| | | P1 | P2 | P3 | P |
|------------------------|---------|-------|--------|-------|-------|
| N | Valid | 115 | 115 | 115 | 115 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 4,21 | 4,41 | 3,81 | 12,43 |
| Median | | 4,00 | 4,00 | 4,00 | 12,00 |
| Mode | | 4 | 4 | 4 | 12 |
| Std. Deviation | | ,695 | ,511 | ,700 | 1,170 |
| Skewness | | -,306 | ,175 | ,282 | ,649 |
| Std. Error of Skewness | | ,226 | ,226 | ,226 | ,226 |
| Kurtosis | | -,896 | -1,504 | -,923 | -,495 |
| Std. Error of Kurtosis | | ,447 | ,447 | ,447 | ,447 |
| Minimum | | 3 | 3 | 3 | 11 |
| Maximum | | 5 | 5 | 5 | 15 |
| Sum | | 484 | 507 | 438 | 1429 |

Impact

Statistics

| | | I1 | I2 | I3 | I |
|------------------------|---------|--------|-------|--------|-------|
| N | Valid | 115 | 115 | 115 | 115 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 4,00 | 4,06 | 4,05 | 12,11 |
| Median | | 4,00 | 4,00 | 4,00 | 12,00 |
| Mode | | 4 | 4 | 4 | 12 |
| Std. Deviation | | ,795 | ,692 | ,759 | 1,588 |
| Skewness | | ,000 | -,081 | -,088 | ,614 |
| Std. Error of Skewness | | ,226 | ,226 | ,226 | ,226 |
| Kurtosis | | -1,412 | -,881 | -1,247 | -,571 |
| Std. Error of Kurtosis | | ,447 | ,447 | ,447 | ,447 |
| Minimum | | 3 | 3 | 3 | 10 |
| Maximum | | 5 | 5 | 5 | 15 |
| Sum | | 460 | 467 | 466 | 1393 |

Communication

Statistics

| | | C1 | C2 | C3 | C4 | C |
|------------------------|---------|-------|--------|--------|-------|-------|
| N | Valid | 115 | 115 | 115 | 115 | 115 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4,21 | 4,41 | 4,01 | 4,20 | 16,83 |
| Median | | 4,00 | 4,00 | 4,00 | 4,00 | 17,00 |
| Mode | | 4 | 4 | 4 | 4 | 16 |
| Std. Deviation | | ,695 | ,511 | ,719 | ,703 | 1,591 |
| Skewness | | -,306 | ,175 | -,013 | -,456 | -,055 |
| Std. Error of Skewness | | ,226 | ,226 | ,226 | ,226 | ,226 |
| Kurtosis | | -,896 | -1,504 | -1,044 | -,305 | -,924 |
| Std. Error of Kurtosis | | ,447 | ,447 | ,447 | ,447 | ,447 |
| Minimum | | 3 | 3 | 3 | 2 | 14 |
| Maximum | | 5 | 5 | 5 | 5 | 20 |
| Sum | | 484 | 507 | 461 | 483 | 1935 |

EPIC Method
UJI VALIDITAS DAN RELIABILITAS

Empathy

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|----|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| E1 | 8,11 | 1,259 | ,354 | ,324 |
| E2 | 8,05 | 1,418 | ,379 | ,297 |
| E3 | 8,06 | 1,531 | ,221 | ,550 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 12,11 | 2,522 | 1,588 | 3 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,897 | 3 |

Persuasion

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|----|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| P1 | 8,22 | ,523 | ,363 | ,374 |
| P2 | 8,02 | ,982 | ,524 | ,021 |
| P3 | 8,62 | 1,098 | ,649 | ,645 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 12,43 | 1,369 | 1,170 | 3 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,849 | 3 |

Impact

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| I1 | 8,11 | 1,259 | ,354 | ,324 |
| I2 | 8,05 | 1,418 | ,379 | ,297 |
| I3 | 8,06 | 1,531 | ,221 | ,550 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 12,11 | 2,522 | 1,588 | 3 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,697 | 3 |

Communication

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| C1 | 12,62 | 1,396 | ,397 | ,132 |
| C2 | 12,42 | 1,912 | ,253 | ,327 |
| C3 | 12,82 | 1,870 | ,373 | ,507 |
| C4 | 12,63 | 1,640 | ,220 | ,346 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 16,83 | 2,531 | 1,591 | 4 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,708 | 4 |

EPIC Method Tryout
UJI VALIDITAS DAN RELIABILITAS

Empathy

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|----|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| E1 | 8,47 | 1,499 | ,513 | ,598 |
| E2 | 8,43 | 1,702 | ,485 | ,632 |
| E3 | 8,30 | 1,528 | ,532 | ,572 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 12,60 | 3,076 | 1,754 | 3 |

Persuasion

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|----|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| P1 | 8,53 | 1,464 | ,699 | ,762 |
| P2 | 8,23 | 1,944 | ,507 | ,341 |
| P3 | 8,63 | 1,599 | ,785 | ,506 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 12,70 | 1,045 | 1,022 | 3 |

Impact

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|----|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| I1 | 8,53 | 1,499 | ,572 | ,543 |
| I2 | 8,33 | 1,609 | ,508 | ,626 |
| I3 | 8,40 | 1,697 | ,480 | ,659 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 12,63 | 3,137 | 1,771 | 3 |

Communication

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|----|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| C1 | 12,80 | 1,752 | ,410 | ,344 |
| C2 | 12,60 | 2,386 | ,307 | ,461 |
| C3 | 12,97 | 2,240 | ,162 | ,577 |
| C4 | 12,93 | 1,789 | ,391 | ,364 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 17,10 | 3,128 | 1,768 | 4 |

Uji Validitas Instrumen Penelitian dari EPIC Tryout

| Variabel | Item Kode | r hitung | r tabel | Keterangan |
|----------------------|-----------|----------|---------|-------------|
| <i>Empathy</i> | E1 | 0,513 | 0,361 | Valid |
| | E2 | 0,485 | 0,361 | Valid |
| | E3 | 0,532 | 0,361 | Valid |
| <i>Persuasion</i> | P1 | 0,699 | 0,361 | Valid |
| | P2 | 0,507 | 0,361 | Valid |
| | P3 | 0,785 | 0,361 | Valid |
| <i>Impact</i> | I1 | 0,572 | 0,361 | Valid |
| | I2 | 0,508 | 0,361 | Valid |
| | I3 | 0,480 | 0,361 | Valid |
| <i>Communication</i> | C1 | 0,410 | 0,361 | Valid |
| | C2 | 0,307 | 0,361 | Tidak Valid |
| | C3 | 0,162 | 0,361 | Tidak Valid |
| | C4 | 0,391 | 0,361 | Valid |

Sumber: Data Primer Olahan Peneliti 2018