

# LAMPIRAN

**Lampiran 1. Kisi – kisi instrumen variabel penelitian**

<b>Variabel</b>	<b>Dimensi</b>	<b>Indikator</b>	<b>Instrumen</b>	<b>No item</b>	<b>Jumlah</b>
Perkembangan Usaha	Pendapatan	Selisih jumlah pendapatan perusahaan (omset) dari tahun 2017 – 2018.	Dokumentasi		
Pemanfaatan Media Sosial (Gunelius, 2011)		• Publisitas	Angket	1, 2, 3, 4, 5, 6, 7, 8	8
		• Promosi	Angket	11, 13, 14, 15, 16, 18	6
		• Membangun hubungan	Angket	9, 10, 12, 17, 19, 20	6
Motivasi kerja (Maslow)	<ul style="list-style-type: none"> <li>• Kebutuhan Fisiologis.</li> <li>• Kebutuhan Keamanan.</li> </ul>	<ul style="list-style-type: none"> <li>• Upah</li> <li>• Bonus</li> </ul>	Angket	21, 25, 26, 28 22, 23	4 2
		<ul style="list-style-type: none"> <li>• Rasa Tanggung Jawab.</li> <li>• Keamanan kerja</li> </ul>	Angket	29, 30 24*, 27	2 2
			Angket		
Kinerja Karyawan		• Kompetensi	Angket	33, 34, 38, 40, 41	5
		• Disiplin		32, 35, 36, 37	4
		• Kerja tim		31*, 39	2

## Lampiran 2. Kuesioner Penelitian

### Instrumen Penelitian Untuk Mengukur Variabel Media Sosial, Motivasi Kerja, dan Kinerja Karyawan

#### Data Responden ( Boleh Tidak Diisi )

Nama :

Jenis Kelamin : ( ) 1. Laki-laki / ( ) 2. Perempuan

Usia : ..... Tahun

Pendidikan Terakhir : 1. Sekolah Dasar

2. Sekolah Menengah Tingkat Pertama

3. Sekolah Menengah Tingkat Atas

4. Diploma

5. Sarjana (S1)

6. Master (S2)

7. Doktor (S3)

Tahun berdirinya usaha Bapak/Ibu/Saudara: .....

#### Petunjuk pengisian

1. Pilihlah salah satu jawaban yang sesuai dengan persepsi Bapak/Ibu/Saudara, dengan cara memberi tanda centang (√) pada kolom yang tersedia (STS/ TS/ S/ SS).

Keterangan: 1. STS : Sangat Tidak Setuju      3. S : Setuju

2. TS : Tidak Setuju                              4. SS : Sangat Setuju

## Media Sosial

NO	PERNYATAAN	SKOR			
		SS	S	TS	STS
1	Dalam memasarkan produk, harga selalu saya tampilkan.				
2	Harga <i>online</i> sesuai dengan harga <i>offline</i> .				
3	Saya tidak bisa memberikan harga secara variasi.				
4	Saya selalu mencantumkan spesifikasi produk untuk menunjukkan kualitasnya.				
5	Saya mencantumkan spesifikasi produk dengan sebenarnya.				
6	Saya lebih terbuka dalam hal kualitas produk untuk menarik kepercayaan konsumen.				
7	Pada saat promosi, saya mencantumkan jumlah produk yang tersedia.				
8	Kuantitas produk yang tercantum dijamin benar.				
9	Saya meng- <i>update</i> jumlah produk yang tersedia.				
10	Saya menjawab pertanyaan pelanggan tentang jumlah produk yang tersedia.				
11	Saya mudah berkomunikasi dengan pelanggan untuk menawarkan produk saya.				
12	Saya mudah untuk menawarkan produk ke pelanggan.				
13	Saya mudah untuk menerima masukan dari pelanggan.				
14	Saya lebih mudah untuk memesan bahan baku ke penyedia bahan baku.				
15	Saya bisa lebih mudah melakukan tawar menawar harga bahan baku dengan penyedia bahan baku.				

16	Saya lebih mudah mengetahui jumlah bahan baku yang ada pada penyedia bahan baku.				
17	Saya lebih muda berkomunikasi dengan penyedia bahan baku.				
18	Saya memiliki grup media sosial yang beranggotakan para pengusaha.				
19	Para pengusaha membagikan informasi yang berkaitan dengan pasar.				
20	Pengusaha membagikan informasi tentang harga bahan baku.				

## Motivasi Kerja

NO	PERNYATAAN	SKOR			
		SS	S	TS	STS
1	Upah karyawan sudah sesuai dengan UMK.				
2	Dengan besaran upah yang diberikan, karyawan saya lebih giat dalam bekerja.				
3	Kondisi lingkungan kerja nyaman, sehingga motivasi kerja karyawan meningkat.				
4	Kondisi lingkungan kerja tidak berpengaruh dengan motivasi kerja karyawan saya.				
5	Karyawan saya merasa tidak bersemangat ketika kondisi kerja kurang nyaman				
6	Karyawan akan diberi bonus agar memiliki motivasi kerja yang tinggi.				
7	Dengan adanya bonus, karyawan bekerja lebih giat.				
8	Karyawan yang tidak masuk kerja selalu menghubungi saya terlebih dahulu.				
9	Karyawan tidak pernah mangkir saat jam kerja.				
10	Meskipun jam kerja telah habis, jika pekerjaan belum selesai, karyawan tetap menyelesaikan pekerjaannya.				

## Kinerja Karyawan

NO	PERNYATAAN	SKOR			
		SS	S	TS	STS
1	Karyawan saya sering melakukan kesalahan.				
2	Karyawan bekerja dengan teliti.				
3	Karyawan bekerja sesuai dengan standar kerja.				
4	Karyawan saya menghasilkan produk yang bermutu sesuai standar pasar.				
5	Karyawan selalu mengerjakan tugas tepat waktu.				
6	Karyawan selalu datang tepat waktu.				
7	Karyawan selalu pulang sesuai/ setelah jam pulang.				
8	Karyawan dalam bekerja selalu kompak satu sama lain.				
9	Tidak ada karyawan yang bekerja secara individualis.				
10	Dengan kerja tim, pekerjaan selalu selesai tepat waktu.				
11	Karyawan sudah terbiasa bekerja dalam tim.				

### Penghasilan Usaha Per Bulan

<b>No.</b>	<b>Bulan</b>	<b>Tahun 2017</b>	<b>Tahun 2018</b>
<b>1</b>	<b>Januari</b>		
<b>2</b>	<b>Februari</b>		
<b>3</b>	<b>Maret</b>		
<b>4</b>	<b>April</b>		
<b>5</b>	<b>Mei</b>		
<b>6</b>	<b>Juni</b>		
<b>7</b>	<b>Juli</b>		
<b>8</b>	<b>Agustus</b>		
<b>9</b>	<b>September</b>		
<b>10</b>	<b>Oktober</b>		
<b>11</b>	<b>November</b>		
<b>12</b>	<b>Desember</b>		



### Lampiran 3. Data Validitas dan Reliabilitas

#### 1. Variabel Media Sosial (X1)

Responden	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9	Item 10	Item 11	Item 12	Item 13	Item 14	Item 15	Item 16	Item 17	Item 18	Item 19	Item 20
1	1	2	4	3	3	4	4	4	2	3	1	2	3	4	1	2	4	1	1	1
2	2	2	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	2	3	3
3	2	2	3	4	4	4	4	2	2	4	4	4	4	4	3	4	4	4	4	4
4	2	2	2	2	3	4	2	4	2	3	4	3	4	4	4	4	4	4	3	4
5	4	2	1	2	4	4	4	4	3	4	4	4	3	4	3	3	4	2	3	3
6	2	2	3	3	4	4	3	3	3	3	4	3	4	3	3	2	3	2	2	3
7	2	2	2	4	4	4	3	4	4	3	4	4	4	4	3	4	4	3	2	3
8	3	3	1	3	3	4	4	4	3	3	3	3	3	3	4	3	4	4	3	3
9	4	4	4	4	4	4	2	4	1	4	4	2	4	4	4	4	4	3	1	1
10	3	3	4	4	3	4	2	4	1	4	4	2	4	4	4	3	3	2	1	1
11	3	3	4	3	3	3	1	2	2	3	3	3	3	3	3	3	3	2	2	2
12	4	2	2	4	4	4	4	4	3	3	3	3	4	4	3	2	3	2	2	2
13	4	4	1	4	4	4	4	4	4	4	4	4	4	3	3	4	4	2	4	4
14	2	3	2	2	2	3	2	2	1	3	2	1	3	4	2	2	4	1	1	1

15	2	2	3	3	3	4	3	3	3	3	4	4	4	3	3	3	3	2	3	3
16	2	2	3	3	3	4	3	3	3	3	4	4	4	3	3	3	3	2	3	3
17	4	4	3	4	4	4	4	4	4	4	4	2	4	4	2	4	4	2	4	4
18	1	1	4	3	3	2	2	2	1	3	4	4	3	3	2	4	4	1	2	1
19	2	1	2	2	2	3	3	3	2	3	2	2	3	3	2	2	3	1	1	2
20	1	3	4	2	2	3	1	3	2	2	3	2	1	4	2	2	4	1	1	1
21	4	3	3	3	3	4	4	3	3	3	4	3	3	4	3	3	3	3	2	3
22	4	4	3	3	4	4	4	4	3	3	4	4	4	4	3	4	4	3	3	3
23	4	4	3	3	4	4	4	4	3	3	4	4	4	4	3	4	4	3	3	3
24	4	4	3	3	4	4	4	4	3	3	4	4	4	4	3	4	4	3	3	3
25	2	2	3	3	3	3	3	3	2	4	3	4	2	2	3	3	3	3	3	3
26	3	2	4	4	4	4	3	3	3	4	4	4	3	4	3	3	4	1	1	2
27	2	2	3	4	3	4	3	4	3	3	3	3	4	4	3	3	3	3	3	3
28	1	1	4	4	4	4	1	4	4	4	4	4	4	4	4	4	4	4	4	4
29	1	1	4	4	4	4	1	4	4	4	4	4	4	4	4	4	4	4	4	4
30	1	1	4	4	4	4	1	4	4	4	4	4	4	4	4	4	4	4	4	4
31	2	2	2	2	3	3	2	3	2	3	3	3	3	3	4	3	3	2	2	2
32	2	2	2	2	3	3	2	3	2	3	3	3	3	3	4	3	3	2	2	2
33	2	2	2	2	3	3	2	3	2	3	3	3	3	3	4	3	3	2	2	2
34	4	3	3	4	3	4	3	4	3	3	4	3	3	4	3	3	4	2	2	2

35	4	3	3	4	3	4	3	4	3	3	4	3	3	4	3	3	4	2	2	2	
36	4	3	3	4	3	4	3	4	3	3	4	3	3	4	3	3	4	2	2	2	
37	4	2	2	4	4	4	4	4	3	3	3	4	3	3	3	3	3	2	3	3	
38	4	2	2	4	4	4	4	4	3	3	3	4	3	3	3	3	3	2	3	3	
39	3	3	3	3	3	4	4	4	4	4	4	4	4	4	3	3	3	4	1	2	3
40	3	3	3	3	3	4	4	4	4	4	4	4	4	4	3	3	3	4	1	2	3
41	3	3	1	4	3	4	2	3	2	3	4	4	4	4	4	4	4	4	2	2	2
42	3	3	1	4	3	4	2	3	2	3	4	4	4	4	4	4	4	4	2	2	2
43	3	3	2	3	3	4	4	4	3	3	3	3	4	3	3	3	3	3	2	2	2
44	2	2	2	2	2	3	2	2	2	3	3	3	3	3	3	2	2	3	2	2	2
45	2	3	2	2	2	3	2	2	2	3	3	3	3	3	3	2	3	2	2	2	
46	1	2	4	3	3	4	4	4	2	3	1	2	3	4	1	2	4	1	1	1	
47	2	2	2	2	2	3	2	2	2	3	3	3	3	3	2	2	3	2	2	2	
48	2	3	3	4	4	4	4	4	3	3	4	3	4	3	3	4	4	2	3	3	
49	3	2	3	3	3	3	2	4	4	3	3	3	3	4	3	2	4	2	2	2	
50	4	3	3	4	4	4	4	4	3	4	4	4	4	3	4	3	3	3	3	3	4

## 2. Variabel Motivasi Kerja (X2)

Responden	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9	Item 10
1	4	3	3	2	3	4	2	4	4	4
2	3	3	3	2	3	4	4	3	2	3
3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	1	3	4	4	4	4	4
5	3	4	4	4	3	4	4	4	3	4
6	3	3	3	3	3	3	3	3	3	3
7	4	4	4	1	2	4	4	3	3	3
8	3	4	4	2	1	3	3	3	3	4
9	4	4	4	1	4	4	4	3	3	1
10	3	3	4	1	3	3	4	3	3	1
11	4	4	3	2	4	4	4	3	3	3
12	3	3	3	3	3	3	2	3	2	2
13	4	3	3	2	4	4	4	3	1	3
14	3	3	2	1	2	3	2	2	2	1
15	3	3	3	3	3	3	3	3	3	3
16	3	3	3	3	3	3	3	3	3	3
17	4	4	4	1	4	2	3	4	2	3
18	2	3	4	2	2	3	4	1	1	3
19	2	3	3	2	2	3	3	3	3	2
20	1	3	3	3	2	1	2	1	3	2

21	3	3	4	3	3	3	3	4	2	3
22	3	4	4	4	3	3	3	3	4	3
23	3	4	4	4	3	3	3	3	4	3
24	3	4	4	4	3	3	3	3	4	3
25	4	3	3	2	2	3	3	3	2	2
26	4	4	3	4	2	3	4	2	4	4
27	3	4	3	3	3	3	3	3	2	3
28	4	4	4	4	4	4	4	4	4	4
29	4	4	4	4	4	4	4	4	4	4
30	4	4	4	4	4	4	4	4	4	4
31	3	4	3	1	4	3	3	3	2	2
32	3	4	3	1	4	3	3	3	2	2
33	3	4	3	1	4	3	3	3	2	2
34	3	4	3	1	2	3	4	3	3	4
35	3	4	3	1	2	3	4	3	3	4
36	3	4	3	1	2	3	4	3	3	4
37	3	3	3	2	2	3	3	3	3	3
38	3	3	3	2	2	3	3	3	3	3
39	3	3	3	2	3	4	4	3	3	4
40	3	3	3	2	3	4	4	3	3	4
41	3	3	3	3	3	3	3	2	2	2
42	3	3	3	3	3	3	3	2	2	2
43	3	4	3	2	3	4	4	3	3	4

<b>44</b>	2	3	2	2	2	2	2	3	2	2
<b>45</b>	3	3	2	2	2	3	2	3	3	3
<b>46</b>	4	3	3	2	3	4	2	4	4	4
<b>47</b>	4	3	2	2	2	3	3	3	2	3
<b>48</b>	4	4	4	4	4	4	4	3	4	3
<b>49</b>	2	3	3	2	3	3	3	2	2	2
<b>50</b>	3	4	3	2	3	3	4	3	3	3

### 3. Variabel Kinerja Karyawan (Y1)

Responden	Item	Item	Item	Item	Item	Item	Item	Item	Item	Item	Item
	1	2	3	4	5	6	7	8	9	10	11
1	4	3	3	4	3	3	4	3	2	4	3
2	2	3	3	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3	2	3	3
4	4	4	4	4	4	4	4	4	3	4	4
5	1	4	4	4	4	4	4	4	4	4	4
6	3	3	3	3	3	3	3	4	4	4	4
7	4	4	3	4	3	4	3	4	3	4	4
8	3	4	3	4	4	4	4	4	4	4	4
9	3	3	3	4	3	3	2	3	3	4	4
10	3	3	3	4	3	3	2	3	3	4	4
11	3	3	3	3	3	3	3	3	4	4	4
12	3	3	3	3	2	2	3	3	3	3	3
13	3	4	4	4	3	3	4	4	4	4	4
14	2	3	3	3	3	3	3	4	4	4	4
15	3	3	3	3	3	3	3	3	3	3	3
16	3	3	3	3	3	3	3	3	3	3	3
17	3	2	4	4	2	2	2	4	4	2	4
18	2	3	3	3	3	4	4	4	2	4	4
19	3	3	3	3	2	3	3	3	3	4	4
20	4	4	3	4	2	4	3	4	3	3	4

21	3	3	3	4	3	3	2	4	4	4	4
22	3	4	4	4	4	3	3	4	4	4	4
23	3	4	4	4	4	3	3	4	4	4	4
24	3	4	4	4	4	3	3	4	4	4	4
25	3	3	3	3	3	3	3	3	2	2	2
26	3	3	4	3	4	4	2	3	3	4	4
27	3	3	3	3	3	3	3	2	2	3	3
28	4	4	4	4	4	4	4	4	4	4	4
29	4	4	4	4	4	4	4	4	4	4	4
30	4	4	4	4	4	4	4	4	4	4	4
31	3	3	3	3	3	3	3	3	4	3	3
32	3	3	3	3	3	3	3	3	4	3	3
33	3	3	3	3	3	3	3	3	4	3	3
34	3	3	4	4	4	4	3	4	3	3	4
35	3	3	4	4	4	4	3	4	3	3	4
36	3	3	4	4	4	4	3	4	3	3	4
37	3	3	2	3	3	3	3	3	3	3	3
38	3	3	2	3	3	3	3	3	3	3	3
39	3	3	3	4	3	3	3	3	3	4	4
40	3	3	3	4	3	3	3	3	3	4	4
41	2	2	2	3	3	2	3	3	3	3	2
42	2	2	2	3	3	2	3	3	3	3	2
43	2	2	3	4	3	2	3	3	4	3	4



<b>44</b>	3	3	3	3	3	3	3	3	3	3	3
<b>45</b>	3	3	3	3	3	3	3	3	3	3	3
<b>46</b>	4	3	3	4	3	3	4	3	2	4	3
<b>47</b>	3	3	3	3	3	3	3	3	3	3	3
<b>48</b>	4	4	4	4	4	4	4	4	4	4	4
<b>49</b>	2	2	2	2	2	2	2	3	3	3	3
<b>50</b>	3	3	3	3	3	3	3	3	4	4	4

## Lampiran 4. Analisis Validitas dan Reliabilitas

### 1. Uji Validitas Variabel Media Sosial

#### a. Uji KMO Awal

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,674
Approx. Chi-Square		692,013
Bartlett's Test of Sphericity	Df	190
	Sig.	,000

**b. Anti – Image Awal**

**Anti-image Matrices**

		MS1	MS2	MS3	MS4	MS5	MS6	MS7	MS8	MS9	MS10	MS11	MS12	MS13	MS14	MS15	MS16	MS17	MS18	MS19	MS20
Anti-image	MS1	,534 <sup>a</sup>	-,641	,441	-,216	-,201	,235	-,328	-,196	-,082	-,218	-,363	-,086	,266	-,393	-,078	,130	,420	,026	-,012	,124
Correlation	MS2	-,641	,465 <sup>a</sup>	-,232	,250	,218	-,296	-,070	,246	-,097	,131	-,026	,410	-,021	,258	,001	-,308	-,255	-,028	-,088	,128
	MS3	,441	-,232	,262 <sup>a</sup>	-,103	-,331	-,005	,233	-,211	-,138	-,348	-,365	,049	,235	-,062	,483	-,066	,334	-,249	,131	,199
	MS4	-,216	,250	-,103	,746 <sup>a</sup>	-,150	-,516	,113	,175	-,284	-,216	-,036	,087	,113	,048	,142	-,336	,136	-,079	-,206	,413
	MS5	-,201	,218	-,331	-,150	,894 <sup>a</sup>	,033	-,286	-,051	-,005	-,065	,144	-,094	-,086	-,157	-,203	-,198	-,012	,078	-,131	-,038
	MS6	,235	-,296	-,005	-,516	,033	,714 <sup>a</sup>	-,351	-,382	,219	,106	-,022	-,181	-,376	-,364	-,236	,366	-,066	,038	,210	-,370
	MS7	-,328	-,070	,233	,113	-,286	-,351	,550 <sup>a</sup>	-,257	,208	,019	,098	-,218	-,108	,416	,621	,039	-,058	-,069	,173	-,162
	MS8	-,196	,246	-,211	,175	-,051	-,382	-,257	,677 <sup>a</sup>	-,548	-,021	,268	,362	,191	,008	-,306	-,312	-,079	-,031	-,093	,270
	MS9	-,082	-,097	-,138	-,284	-,005	,219	,208	-,548	,603 <sup>a</sup>	,316	-,024	-,357	-,302	,064	-,011	,546	-,372	,328	,027	-,614
	MS10	-,218	,131	-,348	-,216	-,065	,106	,019	-,021	,316	,661 <sup>a</sup>	,081	,011	-,242	,168	-,209	,212	-,386	,211	,087	-,418
	MS11	-,363	-,026	-,365	-,036	,144	-,022	,098	,268	-,024	,081	,804 <sup>a</sup>	-,267	-,169	-,056	-,312	-,191	-,166	,202	,120	-,262
	MS12	-,086	,410	,049	,087	-,094	-,181	-,218	,362	-,357	,011	-,267	,749 <sup>a</sup>	,226	,192	-,101	-,313	-,001	-,018	-,124	,186
	MS13	,266	-,021	,235	,113	-,086	-,376	-,108	,191	-,302	-,242	-,169	,226	,737 <sup>a</sup>	-,099	,001	-,405	,335	,006	-,063	,240

MS14	-,393	,258	-,062	,048	-,157	-,364	,416	,008	,064	,168	-,056	,192	-,099	,529 <sup>a</sup>	,323	,028	-,457	-,330	,152	,004
MS15	-,078	,001	,483	,142	-,203	-,236	,621	-,306	-,011	-,209	-,312	-,101	,001	,323	,565 <sup>a</sup>	-,179	,242	-,484	,224	,130
MS16	,130	-,308	-,066	-,336	-,198	,366	,039	-,312	,546	,212	-,191	-,313	-,405	,028	-,179	,707 <sup>a</sup>	-,466	,061	-,136	-,281
MS17	,420	-,255	,334	,136	-,012	-,066	-,058	-,079	-,372	-,386	-,166	-,001	,335	-,457	,242	-,466	,458 <sup>a</sup>	-,047	-,021	,330
MS18	,026	-,028	-,249	-,079	,078	,038	-,069	-,031	,328	,211	,202	-,018	,006	-,330	-,484	,061	-,047	,759 <sup>a</sup>	-,264	-,357
MS19	-,012	-,088	,131	-,206	-,131	,210	,173	-,093	,027	,087	,120	-,124	-,063	,152	,224	-,136	-,021	-,264	,831 <sup>a</sup>	-,574
MS20	,124	,128	,199	,413	-,038	-,370	-,162	,270	-,614	-,418	-,262	,186	,240	,004	,130	-,281	,330	-,357	-,574	,675 <sup>a</sup>

**c. Hasil Uji KMO Kedua**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,738
Approx. Chi-Square		567,766
Bartlett's Test of Sphericity	Df	136
	Sig.	,000

**d. Anti – Image Kedua**

**Anti-image Matrices**

	MS1	MS4	MS5	MS6	MS7	MS8	MS9	MS10	MS11	MS12	MS13	MS14	MS15	MS16	MS18	MS19	MS20
MS1	,552 <sup>a</sup>	-0,133	0,001	0,143	- 0,629	0,005	-0,039	0,026	-0,402	0,196	0,204	-0,251	-0,42	0,146	0,126	-0,13	0,123
MS4	- 0,133	,786 <sup>a</sup>	- 0,287	- 0,469	0,194	0,111	-0,212	-0,237	-0,036	- 0,029	0,074	0,099	0,173	-0,194	- 0,099	- 0,173	0,373
MS5	0,001	-0,287	,925 <sup>a</sup>	0,107	-0,21	- 0,176	0,024	-0,181	0,058	- 0,181	-0,06	-0,196	-0,094	-0,138	0,006	- 0,075	-0,05
MS6	0,143	-0,469	0,107	,743 <sup>a</sup>	- 0,414	- 0,352	0,151	0,099	-0,078	- 0,047	-0,374	-0,419	-0,227	0,267	0,014	0,196	- 0,318
MS7	- 0,629	0,194	-0,21	- 0,414	,453 <sup>a</sup>	- 0,217	0,208	0,068	0,193	- 0,246	-0,133	0,445	0,637	-0,045	-0,01	0,136	-0,18
MS8	0,005	0,111	- 0,176	- 0,352	- 0,217	,675 <sup>a</sup>	-0,622	-0,113	0,245	0,33	0,253	-0,051	-0,281	-0,331	- 0,072	- 0,054	0,306

MS9	-	-0,212	0,024	0,151	0,208	-	,667 <sup>a</sup>	0,208	-0,139	-0,33	-0,188	-0,09	0,144	0,413	0,332	0,007	-
	0,039					0,622											0,536
MS10	0,026	-0,237	-	0,099	0,068	-	0,208	,835 <sup>a</sup>	-0,073	0,029	-0,099	0,018	-0,022	0,076	0,157	0,127	-0,33
			0,181			0,113											
MS11	-	-0,036	0,058	-	0,193	0,245	-0,139	-0,073	,828 <sup>a</sup>	-	-0,07	-0,1	-0,145	-0,412	0,115	0,17	-
	0,402			0,078						0,236							0,176
MS12	0,196	-0,029	-	-	-	0,33	-0,33	0,029	-0,236	,809 <sup>a</sup>	0,217	0,147	-0,236	-0,189	0,036	-	0,095
			0,181	0,047	0,246											0,112	
MS13	0,204	0,074	-0,06	-	-	0,253	-0,188	-0,099	-0,07	0,217	,826 <sup>a</sup>	0,033	-0,185	-0,314	0,069	-	0,114
				0,374	0,133											0,075	
MS14	-	0,099	-	-	0,445	-	-0,09	0,018	-0,1	0,147	0,033	,452 <sup>a</sup>	0,495	-0,186	-	0,165	0,136
	0,251		0,196	0,419		0,051									0,375		
MS15	-0,42	0,173	-	-	0,637	-	0,144	-0,022	-0,145	-	-0,185	0,495	,581 <sup>a</sup>	-0,074	-	0,208	-
			0,094	0,227		0,281				0,236					0,429		0,027
MS16	0,146	-0,194	-	0,267	-	-	0,413	0,076	-0,412	-	-0,314	-0,186	-0,074	,798 <sup>a</sup>	0,036	-	-
			0,138	0,045	0,331					0,189						0,254	0,048

MS18	0,126	-0,099	0,006	0,014	-0,01	-	0,332	0,157	0,115	0,036	0,069	-0,375	-0,429	0,036	,789 <sup>a</sup>	-	-
						0,072									0,247	0,341	
MS19	-0,13	-0,173	-	0,196	0,136	-	0,007	0,127	0,17	-	-0,075	0,165	0,208	-0,254	-	-	-
			0,075			0,054				0,112					0,247	,817 <sup>a</sup>	0,629
MS20	0,123	0,373	-0,05	-	-0,18	-	0,306	-0,536	-0,33	-0,176	0,095	0,114	0,136	-0,027	-0,048	-	-
				0,318											0,341	0,629	,737 <sup>a</sup>

**e. Hasil Uji KMO Terakhir**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,780
Approx. Chi-Square		475,633
Bartlett's Test of Sphericity	df	105
	Sig.	,000

**f. Anti – image Terakhir**

**Anti-image Matrices**

		MS1	MS4	MS5	MS6	MS8	MS9	MS10	MS11	MS12	MS13	MS15	MS16	MS18	MS19	MS20
Anti-image	MS1	,725 <sup>a</sup>	-,014	-,169	-,161	-,176	,132	,090	-,368	,045	,153	-,046	,163	,189	-,063	,003
Correlation	MS4	-,014	,775 <sup>a</sup>	-,257	-,450	,159	-,266	-,256	-,075	,016	,102	,063	-,190	-,102	-,208	,432
	MS5	-,169	-,257	,928 <sup>a</sup>	-,011	-,228	,048	-,174	,080	-,222	-,080	,094	-,177	-,049	-,035	-,065
	MS6	-,161	-,450	-,011	,717 <sup>a</sup>	-,504	,220	,142	-,062	-,092	-,468	,155	,233	-,124	,330	-,397
	MS8	-,176	,159	-,228	-,504	,627 <sup>a</sup>	-,607	-,100	,318	,290	,228	-,216	-,346	-,060	-,032	,274
	MS9	,132	-,266	,048	,220	-,607	,678 <sup>a</sup>	,200	-,241	-,249	-,148	,085	,409	,286	,002	-,493
	MS10	,090	-,256	-,174	,142	-,100	,200	,823 <sup>a</sup>	-,093	,054	-,090	-,085	,078	,167	,122	-,331
	MS11	-,368	-,075	,080	-,062	,318	-,241	-,093	,810 <sup>a</sup>	-,146	-,024	-,311	-,469	,036	,178	-,100
	MS12	,045	,016	-,222	-,092	,290	-,249	,054	-,146	,866 <sup>a</sup>	,170	-,216	-,161	,180	-,123	-,020
	MS13	,153	,102	-,080	-,468	,228	-,148	-,090	-,024	,170	,822 <sup>a</sup>	-,172	-,311	,123	-,071	,070
	MS15	-,046	,063	,094	,155	-,216	,085	-,085	-,311	-,216	-,172	,772 <sup>a</sup>	-,002	-,487	,130	,043
	MS16	,163	-,190	-,177	,233	-,346	,409	,078	-,469	-,161	-,311	-,002	,797 <sup>a</sup>	-,046	-,234	-,012



MS18	,189	-,102	-,049	-,124	-,060	,286	,167	,036	,180	,123	-,487	-,046	,809 <sup>a</sup>	-,220	-,280
MS19	-,063	-,208	-,035	,330	-,032	,002	,122	,178	-,123	-,071	,130	-,234	-,220	,810 <sup>a</sup>	-,674
MS20	,003	,432	-,065	-,397	,274	-,493	-,331	-,100	-,020	,070	,043	-,012	-,280	-,674	,740 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**g. Total Variance**

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,758	45,050	45,050	6,758	45,050	45,050	3,343	22,290	22,290
2	1,850	12,336	57,386	1,850	12,336	57,386	3,294	21,957	44,247
3	1,285	8,565	65,951	1,285	8,565	65,951	3,256	21,704	65,951
4	,954	6,357	72,308						
5	,849	5,660	77,968						
6	,669	4,457	82,425						

7	,590	3,931	86,356					
8	,529	3,527	89,883					
9	,396	2,640	92,522					
10	,345	2,300	94,822					
11	,255	1,703	96,525					
12	,219	1,460	97,986					
13	,149	,997	98,982					
14	,099	,663	99,645					
15	,053	,355	100,000					

## h. Rotated Component Matrix

Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
MS1	,635	,165	-,134
MS4	,721	,327	,118
MS5	,619	,386	,422
MS6	,826	,159	,247
MS8	,806	-,047	,255
MS9	,467	-,073	,752
MS10	,310	,361	,307
MS11	,276	,755	,221
MS12	,092	,479	,554
MS13	,456	,484	,223
MS15	,081	,795	,072
MS16	,250	,775	,289
MS18	,032	,577	,510
MS19	,061	,377	,852
MS20	,161	,325	,883

Extraction Method: Principal Component

Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 5 iterations.

**i. Uji Reliabilitas Media Sosial**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,893	13

## 2. Uji Validitas Motivasi Kerja

### a. Uji KMO Awal

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,632
	Approx. Chi-Square	192,429
Bartlett's Test of Sphericity	df	45
	Sig.	,000

**b. Anti – image awal**

**Anti-image Matrices**

		MK1	MK2	MK3	MK4	MK5	MK6	MK7	MK8	MK9	MK10
Anti-image	MK1	,816 <sup>a</sup>	-,195	,094	,001	-,049	-,400	-,004	-,328	-,027	,072
Correlation	MK2	-,195	,647 <sup>a</sup>	-,231	,240	-,281	,369	-,306	,033	-,318	-,173
	MK3	,094	-,231	,696 <sup>a</sup>	-,314	-,005	,054	-,406	-,268	-,149	,244
	MK4	,001	,240	-,314	,349 <sup>a</sup>	-,379	,083	,212	,321	-,359	-,359
	MK5	-,049	-,281	-,005	-,379	,524 <sup>a</sup>	-,266	-,096	-,369	,239	,464
	MK6	-,400	,369	,054	,083	-,266	,695 <sup>a</sup>	-,454	-,107	-,199	-,163
	MK7	-,004	-,306	-,406	,212	-,096	-,454	,569 <sup>a</sup>	,395	,200	-,351
	MK8	-,328	,033	-,268	,321	-,369	-,107	,395	,620 <sup>a</sup>	-,147	-,454
	MK9	-,027	-,318	-,149	-,359	,239	-,199	,200	-,147	,720 <sup>a</sup>	-,156
	MK10	,072	-,173	,244	-,359	,464	-,163	-,351	-,454	-,156	,576 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

c. Uji KMO Terakhir

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,694
	Approx. Chi-Square	169,964
Bartlett's Test of Sphericity	df	36
	Sig.	,000

d. Anti – image Terakhir

Anti-image Matrices

		MK1	MK2	MK3	MK5	MK6	MK7	MK8	MK9	MK10
Anti-image	MK1	,807 <sup>a</sup>	-,201	,099	-,053	-,402	-,004	-,346	-,029	,077
Correlation	MK2	-,201	,700 <sup>a</sup>	-,168	-,212	,361	-,376	-,048	-,255	-,096
	MK3	,099	-,168	,746 <sup>a</sup>	-,141	,084	-,366	-,186	-,295	,149
	MK5	-,053	-,212	-,141	,670 <sup>a</sup>	-,254	-,017	-,282	,120	,380
	MK6	-,402	,361	,084	-,254	,691 <sup>a</sup>	-,484	-,141	-,182	-,143
	MK7	-,004	-,376	-,366	-,017	-,484	,575 <sup>a</sup>	,353	,303	-,301
	MK8	-,346	-,048	-,186	-,282	-,141	,353	,715 <sup>a</sup>	-,036	-,384
	MK9	-,029	-,255	-,295	,120	-,182	,303	-,036	,702 <sup>a</sup>	-,327
	MK10	,077	-,096	,149	,380	-,143	-,301	-,384	-,327	,656 <sup>a</sup>



**e. Total Variance**

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,828	42,535	42,535	3,828	42,535	42,535	2,270	25,218	25,218
2	1,246	13,840	56,374	1,246	13,840	56,374	1,834	20,376	45,594
3	1,173	13,036	69,410	1,173	13,036	69,410	1,667	18,524	64,118
4	,914	10,154	79,564	,914	10,154	79,564	1,390	15,446	79,564
5	,550	6,114	85,677						
6	,456	5,063	90,741						
7	,412	4,575	95,316						
8	,232	2,578	97,894						
9	,190	2,106	100,000						

Extraction Method: Principal Component Analysis.

**f. Rotated Component Matrix**

**Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
MK1	,786	,101	,207	,254
MK2	,133	,787	,207	,176
MK3	,148	,815	,095	,175
MK5	,700	,409	-,412	,042
MK6	,659	,015	,210	,600
MK7	,088	,419	,060	,860
MK8	,777	,168	,397	-,095
MK9	,221	,405	,735	-,132
MK10	,161	,071	,810	,368

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.

**g. Uji Reliabilitas Motivasi Kerja**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,817	9

### 3. Uji Validitasn Kinerja Karyawan

#### a. Uji KMO Pertama

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,632
	Approx. Chi-Square	322,229
Bartlett's Test of Sphericity	df	55
	Sig.	,000

**b. Anti – image Pertama**

**Anti-image Matrices**

		KK1	KK2	KK3	KK4	KK5	KK6	KK7	KK8	KK9	KK10	KK11
Anti-image	KK1	,639 <sup>a</sup>	-,212	-,174	-,376	,336	-,278	,072	,203	-,055	-,102	,218
Correlation	KK2	-,212	,780 <sup>a</sup>	-,292	-,129	,210	-,476	-,144	-,094	-,352	-,415	,310
	KK3	-,174	-,292	,713 <sup>a</sup>	,003	-,539	,273	-,143	-,086	,155	,506	-,541
	KK4	-,376	-,129	,003	,717 <sup>a</sup>	-,387	,418	-,170	-,276	,342	,158	-,432
	KK5	,336	,210	-,539	-,387	,545 <sup>a</sup>	-,636	,115	,082	-,430	-,470	,597
	KK6	-,278	-,476	,273	,418	-,636	,567 <sup>a</sup>	-,242	-,209	,605	,398	-,610
	KK7	,072	-,144	-,143	-,170	,115	-,242	,709 <sup>a</sup>	-,154	-,057	-,343	,438
	KK8	,203	-,094	-,086	-,276	,082	-,209	-,154	,879 <sup>a</sup>	-,314	,145	-,128
	KK9	-,055	-,352	,155	,342	-,430	,605	-,057	-,314	,425 <sup>a</sup>	,236	-,470
	KK10	-,102	-,415	,506	,158	-,470	,398	-,343	,145	,236	,516 <sup>a</sup>	-,723
	KK11	,218	,310	-,541	-,432	,597	-,610	,438	-,128	-,470	-,723	,520 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

c. Uji KMO Terakhir

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,702
Bartlett's	Approx. Chi-Square	286,365
Test of	Df	45
Sphericity	Sig.	,000

d. Anti – image Terakhir

Anti-image Matrices

		KK1	KK2	KK3	KK4	KK5	KK6	KK7	KK8	KK10	KK11
Anti-image	KK1	,623 <sup>a</sup>	-,248	-,168	-,380	,346	-,308	,069	,196	-,092	,218
Correlation	KK2	-,248	,852 <sup>a</sup>	-,257	-,010	,069	-,353	-,176	-,231	-,365	,175
	KK3	-,168	-,257	,724 <sup>a</sup>	-,054	-,529	,227	-,136	-,039	,489	-,537
	KK4	-,380	-,010	-,054	,824 <sup>a</sup>	-,283	,283	-,160	-,189	,085	-,327
	KK5	,346	,069	-,529	-,283	,633 <sup>a</sup>	-,523	,100	-,062	-,420	,496
	KK6	-,308	-,353	,227	,283	-,523	,716 <sup>a</sup>	-,261	-,025	,329	-,463
	KK7	,069	-,176	-,136	-,160	,100	-,261	,692 <sup>a</sup>	-,182	-,340	,467
	KK8	,196	-,231	-,039	-,189	-,062	-,025	-,182	,872 <sup>a</sup>	,238	-,330
	KK10	-,092	-,365	,489	,085	-,420	,329	-,340	,238	,539 <sup>a</sup>	-,713
	KK11	,218	,175	-,537	-,327	,496	-,463	,467	-,330	-,713	,562 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**e. Total Variance**

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,187	51,870	51,870	5,187	51,870	51,870	3,536	35,364	35,364
2	1,170	11,697	63,567	1,170	11,697	63,567	2,418	24,180	59,544
3	,903	9,035	72,602	,903	9,035	72,602	1,306	13,058	72,602
4	,826	8,264	80,866						
5	,553	5,535	86,401						
6	,497	4,966	91,367						
7	,302	3,020	94,387						
8	,267	2,674	97,061						
9	,217	2,167	99,228						
10	,077	,772	100,000						

Extraction Method: Principal Component Analysis.

**f. Rotated Component Matrix**

**Rotated Component Matrix<sup>a</sup>**

	Component		
	1	2	3
KK1	,158	,164	,928
KK2	,492	,624	,401
KK3	,738	,378	,068
KK4	,733	,195	,302
KK5	,458	,719	-,128
KK6	,480	,644	,240
KK7	-,007	,842	,224
KK8	,746	,348	-,036
KK10	,568	,242	,225
KK11	,931	-,010	,109

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 5 iterations.

**4. Uji Reliabilitas Kinerja Karyawan**

**sReliability Statistics**

Cronbach's Alpha	N of Items
,891	10



**Lampiran 5. Data Penelitian**

**A. Variabel Media Sosial (X1)**

Responden	Item Pernyataan													Total
	MS 1	MS 4	MS 5	MS 6	MS 8	MS 9	MS 11	MS 12	MS 15	MS 16	MS 18	MS 19	MS 20	
<b>1</b>	1	3	3	4	4	2	3	3	4	3	3	3	2	38
<b>2</b>	2	2	1	3	1	1	3	3	1	2	2	1	2	24
<b>3</b>	2	4	4	1	2	3	4	1	3	4	1	1	1	31
<b>4</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>5</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>6</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>7</b>	2	4	4	4	4	4	2	4	3	2	1	1	1	36
<b>8</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>9</b>	4	4	4	4	3	1	2	2	2	4	3	1	1	35
<b>10</b>	3	4	3	4	4	1	4	2	1	3	2	1	1	33
<b>11</b>	3	3	3	3	2	4	3	3	3	3	2	2	2	36
<b>12</b>	4	4	4	4	4	4	4	4	4	4	3	2	2	47

<b>13</b>	4	4	4	4	4	4	4	4	4	3	4	2	2	4	47
<b>14</b>	2	2	2	3	2	4	2	4	4	4	4	1	1	1	32
<b>15</b>	4	4	3	4	3	3	4	4	4	4	4	4	3	3	47
<b>16</b>	4	3	3	4	4	4	4	4	4	3	4	4	3	3	47
<b>17</b>	4	4	4	4	4	4	4	4	3	4	4	4	4	4	51
<b>18</b>	4	3	3	1	2	1	4	2	2	2	3	1	1	1	28
<b>19</b>	2	2	2	3	3	2	2	2	2	2	2	1	1	1	25
<b>20</b>	2	2	2	3	3	4	3	4	4	4	4	1	1	1	34
<b>21</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>22</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>23</b>	4	3	4	4	1	3	2	1	3	2	1	1	1	1	30
<b>24</b>	3	1	1	1	1	1	1	1	1	1	1	1	1	1	15
<b>25</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>26</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>27</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>28</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>29</b>	3	4	3	2	2	2	3	2	3	2	2	1	1	1	29
<b>30</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>31</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	52

<b>32</b>	4	4	4	4	4	4	4	4	4	4	4	4	3	51
<b>33</b>	2	2	2	2	2	2	2	2	2	2	2	2	1	25
<b>34</b>	2	2	3	2	3	3	2	3	2	2	1	1	1	27
<b>35</b>	4	4	4	4	4	4	4	4	4	4	4	3	3	50
<b>36</b>	2	2	3	2	3	3	2	3	2	3	1	1	1	28
<b>37</b>	4	4	4	4	4	4	3	4	4	4	4	3	3	49
<b>38</b>	4	4	4	4	4	3	4	4	4	4	4	4	3	50
<b>39</b>	3	3	1	2	2	4	2	2	3	3	1	2	3	31
<b>40</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>41</b>	4	4	4	4	4	4	4	4	4	4	3	3	2	48
<b>42</b>	3	2	1	2	1	2	2	2	2	2	1	1	1	22
<b>43</b>	3	3	3	3	3	3	3	3	2	1	1	1	1	30
<b>44</b>	4	4	4	3	2	4	3	3	4	3	2	2	2	40
<b>45</b>	4	4	4	3	4	4	4	4	4	4	4	2	2	47
<b>46</b>	4	3	3	4	4	2	4	2	1	2	1	1	1	32
<b>47</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>48</b>	4	4	4	4	4	4	4	4	4	4	4	3	4	51
<b>49</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>50</b>	4	4	2	2	3	3	2	2	3	3	1	1	1	31

<b>51</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>52</b>	4	4	4	4	4	4	4	4	4	4	4	2	2	48
<b>53</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	52
<b>54</b>	3	4	3	3	3	3	3	3	4	3	1	1	1	35
<b>55</b>	4	4	4	4	4	4	4	4	4	3	3	2	2	46

**B. Variabel Motivasi Kerja (X2)**

Responden	Item Pernyataan									Total
	MK 1	MK 2	MK 3	MK 5	MK 6	MK 7	MK 8	MK 9	MK 10	
<b>1</b>	4	4	3	4	4	4	4	4	4	35
<b>2</b>	3	3	1	2	4	3	3	2	3	24
<b>3</b>	3	3	4	3	4	4	4	4	4	33
<b>4</b>	3	3	4	3	4	4	4	4	4	33
<b>5</b>	3	4	4	3	2	3	4	3	4	30
<b>6</b>	4	4	4	4	3	4	3	3	3	32
<b>7</b>	3	2	2	2	2	2	3	3	3	22
<b>8</b>	4	4	4	4	3	4	4	4	4	35
<b>9</b>	4	4	4	3	2	2	1	3	1	24
<b>10</b>	3	3	2	3	3	2	3	1	1	21
<b>11</b>	4	2	2	2	2	4	1	3	3	23
<b>12</b>	4	4	4	4	4	4	4	4	4	36
<b>13</b>	4	3	3	4	4	4	3	1	3	29
<b>14</b>	3	3	4	3	3	2	2	3	3	26
<b>15</b>	4	4	3	3	4	3	4	4	3	32

<b>16</b>	4	4	4	4	4	4	4	4	4	36
<b>17</b>	4	4	4	4	3	4	3	4	4	34
<b>18</b>	2	3	4	2	3	4	3	2	3	26
<b>19</b>	4	4	4	4	4	4	4	4	4	36
<b>20</b>	4	3	3	2	4	2	2	3	2	25
<b>21</b>	4	4	4	4	4	4	4	4	4	36
<b>22</b>	4	4	4	4	4	4	4	4	4	36
<b>23</b>	3	4	4	3	3	3	2	1	3	26
<b>24</b>	3	4	3	3	2	1	3	3	3	25
<b>25</b>	4	3	4	4	4	4	4	4	3	34
<b>26</b>	4	4	3	2	3	4	3	4	4	31
<b>27</b>	3	4	3	3	3	3	3	2	3	27
<b>28</b>	4	4	4	3	4	3	4	4	4	34
<b>29</b>	4	3	3	3	2	2	2	2	2	23
<b>30</b>	4	3	3	3	4	3	3	3	4	30
<b>31</b>	4	4	4	4	4	4	4	4	4	36
<b>32</b>	4	4	4	4	3	4	4	3	4	34
<b>33</b>	3	2	2	2	1	2	2	2	2	18
<b>34</b>	3	2	3	2	3	2	1	2	3	21

<b>35</b>	4	4	4	4	4	4	4	4	4	36
<b>36</b>	3	4	3	2	3	2	3	3	2	25
<b>37</b>	3	3	3	4	4	3	3	3	4	30
<b>38</b>	3	2	2	2	2	2	3	2	2	20
<b>39</b>	3	3	3	3	3	2	3	2	1	23
<b>40</b>	3	3	3	3	3	4	3	3	4	29
<b>41</b>	3	3	3	3	3	3	2	2	2	24
<b>42</b>	3	3	2	2	3	2	2	2	2	21
<b>43</b>	3	4	3	3	1	2	2	2	3	23
<b>44</b>	4	3	4	4	2	2	3	4	2	28
<b>45</b>	3	3	2	2	3	3	3	3	3	25
<b>46</b>	4	3	3	3	4	2	2	2	1	24
<b>47</b>	4	4	4	4	3	4	4	4	4	35
<b>48</b>	4	4	3	4	4	4	3	4	3	33
<b>49</b>	4	4	4	4	4	4	4	4	4	36
<b>50</b>	3	4	3	3	3	2	2	2	3	25
<b>51</b>	4	4	4	4	4	3	4	4	4	35
<b>52</b>	4	3	3	4	3	3	4	4	3	31
<b>53</b>	4	2	4	3	3	4	3	2	3	28

<b>54</b>	4	2	2	3	2	2	1	2	4	22
<b>55</b>	4	3	4	4	3	4	4	4	3	33



**C. Variabel Kinerja Karyawan (Y1)**

Responden	Item Pernyataan										Total
	KK 1	KK 2	KK 3	KK 4	KK 5	KK 6	KK 7	KK 8	KK 10	KK 11	
<b>1</b>	4	4	4	4	4	4	4	4	4	4	40
<b>2</b>	2	3	3	3	3	3	3	3	3	3	29
<b>3</b>	4	3	4	4	4	4	4	4	4	4	39
<b>4</b>	4	4	3	4	2	3	3	3	4	4	34
<b>5</b>	1	4	4	4	4	4	4	2	3	3	33
<b>6</b>	3	3	3	3	3	4	4	4	4	4	35
<b>7</b>	2	3	1	2	3	2	3	2	2	4	24
<b>8</b>	3	4	3	4	4	4	4	4	4	4	38
<b>9</b>	3	3	3	2	2	3	2	2	3	4	27
<b>10</b>	3	3	3	2	2	2	2	3	2	2	24
<b>11</b>	3	3	3	2	3	1	2	3	2	3	25
<b>12</b>	4	4	4	4	4	4	3	3	4	4	38
<b>13</b>	3	4	4	4	3	3	4	4	4	4	37
<b>14</b>	2	3	3	3	3	3	3	3	3	3	29
<b>15</b>	4	4	4	4	4	4	4	4	4	4	40

<b>16</b>	4	4	4	4	3	4	4	4	3	4	38
<b>17</b>	4	3	4	4	4	4	3	4	4	4	38
<b>18</b>	2	3	3	3	3	2	2	2	4	4	28
<b>19</b>	4	4	4	4	4	4	3	4	4	4	39
<b>20</b>	4	4	1	2	3	3	2	2	4	4	29
<b>21</b>	4	4	4	4	3	4	4	4	4	4	39
<b>22</b>	2	2	2	2	2	2	2	2	2	3	21
<b>23</b>	2	2	2	1	2	2	1	2	2	3	19
<b>24</b>	2	2	2	2	3	2	2	2	2	3	22
<b>25</b>	4	4	3	4	4	4	3	4	4	4	38
<b>26</b>	4	3	4	4	3	4	4	4	4	4	38
<b>27</b>	4	3	4	4	4	4	4	4	4	4	39
<b>28</b>	4	4	4	4	4	4	4	4	4	4	40
<b>29</b>	3	2	1	1	2	2	1	4	4	4	24
<b>30</b>	4	4	4	4	4	4	4	4	4	4	40
<b>31</b>	4	4	4	3	4	4	4	4	3	4	38
<b>32</b>	4	4	4	4	4	4	4	4	4	4	40
<b>33</b>	3	2	2	2	2	2	2	2	1	3	21
<b>34</b>	3	2	2	1	1	1	2	2	4	3	21

<b>35</b>	4	4	4	4	4	4	4	4	4	4	40
<b>36</b>	2	2	2	2	2	2	2	2	1	3	20
<b>37</b>	4	2	2	3	4	4	3	2	2	3	29
<b>38</b>	4	4	4	4	4	4	4	4	4	4	40
<b>39</b>	3	3	2	2	3	2	2	2	2	4	25
<b>40</b>	3	1	4	2	2	2	2	2	3	4	25
<b>41</b>	2	2	3	3	3	3	2	3	3	3	27
<b>42</b>	2	2	2	3	3	2	3	3	3	3	26
<b>43</b>	2	2	3	4	3	2	3	3	3	4	29
<b>44</b>	3	3	3	4	3	4	3	3	3	3	32
<b>45</b>	3	3	2	2	2	1	2	3	3	3	24
<b>46</b>	4	3	3	4	3	3	4	4	4	3	35
<b>47</b>	4	2	1	1	1	1	3	1	2	3	19
<b>48</b>	4	4	4	4	4	4	4	4	4	4	40
<b>49</b>	4	4	4	4	4	4	4	4	3	4	39
<b>50</b>	3	3	3	2	1	1	3	2	3	4	25
<b>51</b>	4	4	4	4	4	4	4	4	4	4	40
<b>52</b>	2	3	3	3	3	4	4	3	4	3	32
<b>53</b>	4	4	4	4	4	4	4	4	4	4	40

<b>54</b>	3	3	2	1	2	4	1	2	2	4	24
<b>55</b>	4	4	4	4	4	4	4	4	4	4	40

#### D. Variabel Perkembangan Usaha (Y2)

No	Tahun 2017 (Rp)	Tahun 2018 (Rp)	Persentase (%)	Klasifikasi
1	2.415.500.000	2.673.233.850	10,7	4
2	771.000.000	814.869.900	5,69	2
3	227.000.000	241.005.900	6,17	3
4	248.000.000	268.212.000	8,15	3
5	527.000.000	587.078.000	11,4	4
6	762.640.000	845.767.760	10,9	4
7	1.050.000.000	1.107.540.000	5,48	2
8	545.000.000	592.960.000	8,8	4
9	3.402.000.000	3.643.882.200	7,11	3
10	377.000.000	400.185.500	6,15	3
11	1.000.000.000	1.072.000.000	7,2	3
12	851.400.000	923.002.740	8,41	3
13	503.000.000	545.252.000	8,4	3
14	971.000.000	1.035.571.500	6,65	3
15	817.500.000	898.514.250	9,91	4
16	832.000.000	922.688.000	10,9	4
17	690.000.000	762.105.000	10,5	4
18	745.500.000	795.448.500	6,7	3
19	438.600.000	464.038.800	5,8	3
20	765.000.000	825.435.000	7,9	3
21	727.000.000	805.007.100	10,7	4

22	215.000.000	233.748.000	8,72	4
23	208.000.000	222.996.800	7,21	3
24	216.000.000	227.016.000	5,1	2
25	365.000.000	402.850.500	10,4	4
26	229.000.000	249.312.300	8,87	4
27	984.000.000	1.063.310.400	8,06	3
28	191.000.000	210.997.700	10,5	4
29	218.000.000	232.998.400	6,88	3
30	239.000.000	261.442.100	9,39	4
31	609.500.000	663.562.650	8,87	4
32	609.000.000	673.614.900	10,6	4
33	595.000.000	627.844.000	5,52	2
34	575.000.000	615.250.000	7	3
35	375.000.000	410.250.000	9,4	4
36	530.000.000	564.980.000	6,6	3
37	640.000.000	691.200.000	8	3
38	568.000.000	601.966.400	5,98	3
39	960.000.000	1.017.984.000	6,04	3
40	1.019.000.000	1.100.723.800	8,02	3
41	1.242.000.000	1.345.955.400	8,37	3
42	1.190.000.000	1.275.323.000	7,17	3
43	1.108.000.000	1.185.006.000	6,95	3
44	583.000.000	635.353.400	8,98	4
45	599.500.000	638.647.350	6,53	3

46	821.000.000	863.692.000	5,2	2
47	462.000.000	488.980.800	5,84	3
48	658.000.000	722.484.000	9,8	4
49	1.078.000.000	1.184.937.600	9,92	4
50	867.000.000	927.343.200	6,96	3
51	801.000.000	872.849.700	8,97	4
52	970.000.000	1.046.145.000	7,85	3
53	789.500.000	866.239.400	9,72	4
54	1.009.000.000	1.061.064.400	5,16	2
55	909.000.000	992.809.800	9,22	4

## Lampiran 6. Hasil Uji Prasyarat

### A. UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual (Y1)	Unstandardized Residual (Y2)
N		55	55
Normal Parameters <sup>a,b</sup>	Mean	,0000000	,0000000
	Std. Deviation	1,09290344	1,09290344
	Absolute	,055	,055
Most Extreme Differences	Positive	,052	,052
	Negative	-,055	-,055
Kolmogorov-Smirnov Z		1,223	,409
Asymp. Sig. (2-tailed)		,101	,996

a. Test distribution is Normal.

b. Calculated from data.



## B. UJI LINIERITAS

### 1. MEDIA SOSIAL TERHADAP KINERJA KARYAWAN

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Kinerja Karyawan * Media Sosial	(Combined)	1509,862	22	68,630	1,663	,093
	Between Groups					
	Linearity	926,828	1	926,828	22,452	,000
	Deviation from Linearity	583,034	21	27,764	,673	,828
	Within Groups	1320,975	32	41,280		
Total	2830,836	54				

## 2. MOTIVASI KERJA TERHADAP KINERJA KARYAWAN

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			1851,753	17	108,927	4,116	,000
Kinerja Karyawan * Motivasi Kerja	Between Groups	Linearity	1153,151	1	1153,151	43,578	,000
		Deviation from Linearity	698,602	16	43,663	1,650	,103
	Within Groups		979,083	37	26,462		
Total			2830,836	54			

### 3. MEDIA SOSIAL TERHADAP PERKEMBANGAN USAHA

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			120,597	22	5,482	3,370	,001
Perkembangan Usaha * Media Sosial	Between Groups	Linearity	88,209	1	88,209	54,236	,000
		Deviation from Linearity	32,389	21	1,542	,948	,542
	Within Groups		52,045	32	1,626		
Total			172,642	54			

#### 4. MOTIVASI KERJA TERHADAP PERKEMBANGAN USAHA

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			115,606	17	6,800	4,411	,000
Perkembangan Usaha * Motivasi Kerja	Between Groups	Linearity	80,295	1	80,295	52,089	,000
		Deviation from Linearity	35,311	16	2,207	1,432	,180
	Within Groups		57,036	37	1,542		
	Total		172,642	54			

## 5. KINERJA KARYAWAN TERHADAP PERKEMBANGAN USAHA

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			98,642	18	5,480	2,666	,006
Perkembangan Usaha * Kinerja Karyawan	Between Groups	Linearity	71,391	1	71,391	34,731	,000
		Deviation from Linearity	27,251	17	1,603	,780	,703
	Within Groups		74,000	36	2,056		
	Total		172,642	54			

**C. UJI MULTIKOLINEARITAS**

**1. MEDIA SOSIAL DAN MOTIVASI KERJA TERHADAP KINERJA KARYAWAN**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6,450	4,061		1,588	,118		
Media Sosial	,184	,090	,275	2,045	,046	,584	1,712
Motivasi Kerja	,618	,180	,461	3,430	,001	,584	1,712

a. Dependent Variable: Kinerja Karyawan

**2. MEDIA SOSIAL, MOTIVASI KERJA, DAN KINERJA KARYAWAN TERHADAP PERKEMBANGAN USAHA**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	,786	,856		,919	,363	
1	Media Sosial	,067	,019	,405	3,475	,001	,541
	Motivasi Kerja	,088	,041	,267	2,155	,036	,476
	Kinerja Karyawan	,060	,029	,241	2,086	,042	,549

a. Dependent Variable: Perkembangan Usaha

## D. UJI HETEROSKEDASTISITAS

### 1. MEDIA SOSIAL DAN MOTIVASI KERJA TERHADAP KINERJA KARYAWAN

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,275	2,834		,803	,426
Media Sosial	,064	,063	,182	1,015	,315
Motivasi Kerja	-,040	,126	-,057	-,320	,750

a. Dependent Variable: ABRES



**2. MEDIA SOSIAL, MOTIVASI KERJA, DAN KINERJA KARYAWAN  
TERHADAP PERKEMBANGAN USAHA**

**Coefficients<sup>a</sup>**

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	,380	,507		,751	,456
1 Media Sosial	-,005	,011	-,082	-,433	,666
Motivasi Kerja	,012	,024	,099	,496	,622
Kinerja Karyawan	,011	,017	,119	,636	,528

## Lampiran 7. Analisis Deskriptif

### A. KARAKTERISTIK RESPONDEN

#### 1. Jenis Kelamin

Jenis kelamin	Jumlah	Persentase %
Laki - Laki	38	69%
Perempuan	17	31%
Total	55	100%

#### 2. Pendidikan Terakhir

Pendidikan Terakhir	Jumlah	Persentase %
Sekolah Dasar	8	15%
Sekolah Menengah Pertama	2	4%
Sekolah Menengah Atas/ Kejuruan	36	65%
Diploma	2	4%
Sarjana	7	13%
Total	55	100%

### 3. Uji Statistik Deskriptif

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Perkembangan Usaha	55	5,10	11,40	8,0240	1,78804
Media Sosial	55	15	52	41,64	10,826
Motivasi Kerja	55	18	36	28,89	5,405
Kinerja Karyawan	55	19	40	31,95	7,240
Valid N (listwise)	55				

## B. Kategori Variabel

### 1. Kategori Variabel X1

#### Media Sosial

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Tinggi	17	30,9	30,9	30,9
Sedang	27	49,1	49,1	80,0
Rendah	11	20,0	20,0	100,0
Total	55	100,0	100,0	

### 2. Kategori Variabel X2

#### Motivasi Kerja

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Tinggi	12	21,8	21,8	21,8
Sedang	32	58,2	58,2	80,0
Rendah	11	20,0	20,0	100,0
Total	55	100,0	100,0	

### 3. Kategori Variabel Y1

#### Kinerja Karyawan

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Tinggi	11	20,0	20,0	20,0
Sedang	32	58,2	58,2	78,2
Rendah	12	21,8	21,8	100,0
Total	55	100,0	100,0	

### 4. Kategori Variabel Y2

#### Perkembangan Usaha

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Tinggi	11	20,0	20,0	20,0
Sedang	32	58,2	58,2	78,2
Rendah	12	21,8	21,8	100,0
Total	55	100,0	100,0	

**Lampiran 8. HASIL ANALISIS HIPOTESIS**

**A. PENGARUH MEDIA SOSIAL (X<sub>1</sub>) DAN MOTIVASI KERJA (X<sub>2</sub>)  
TERHADAP KINERJA KARYAWAN (Y<sub>1</sub>)**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,672 <sup>a</sup>	,451	,430	5,464

a. Predictors: (Constant), Motivasi Kerja, Media Sosial

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1278,083	2	639,041	21,401	,000 <sup>b</sup>
	Residual	1552,754	52	29,861		
	Total	2830,836	54			

a. Dependent Variable: Kinerja Karyawan

b. Predictors: (Constant), Motivasi Kerja, Media Sosial

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,450	4,061		1,588	,118
1 Media Sosial	,184	,090	,275	2,045	,046
Motivasi Kerja	,618	,180	,461	3,430	,001

a. Dependent Variable: Kinerja Karyawan

**B. PENGARUH MEDIA SOSIAL (X<sub>1</sub>), MOTIVASI KERJA (X<sub>2</sub>), DAN KINERJA KARYAWAN (Y<sub>1</sub>) TERHADAP PERKEMBANGAN USAHA (Y<sub>2</sub>)**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,791 <sup>a</sup>	,626	,604	1,12459

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108,142	3	36,047	28,503	,000 <sup>b</sup>
	Residual	64,500	51	1,265		
	Total	172,642	54			

a. Dependent Variable: Perkembangan Usaha

b. Predictors: (Constant), Kinerja Karyawan, Media Sosial, Motivasi Kerja



**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,786	,856		,919	,363
1 Media Sosial	,067	,019	,405	3,475	,001
Motivasi Kerja	,088	,041	,267	2,155	,036
Kinerja Karyawan	,060	,029	,241	2,086	,042

a. Dependent Variable: Perkembangan Usaha