CHAPTER V
CONCLUSION

5.1 Conclusion

Based on the results of analyses and research that has been conducted in this "The Impact of Denny Sumargo Credibility as Social Media Influencer on the Purchase Intention of Burger Bangor" named research, we can conclude that;

1. Influencer's credibility has a positive and significant influence on purchase intention. The strongest dimension that can have an impact on purchase intention is attractiveness. This result indicates that the credibility of Denny Sumargo can influence purchase intention in Burger Bangor.

2. Influencer's attractiveness has a positive and significant influence on purchase intention. Attractiveness is one of the dimensions of credibility that could affect consumer acceptance. This means that Denny Sumargo's attractiveness as an influencer affected the purchase intention of Burger Bangor.

3. Influencer's trustworthiness has a positive and significant influence on purchase intention. Trustworthiness can persuade consumers and change the way their buying behaviour. This result indicates that Denny Sumargo's trustworthiness has a significant impact on the purchase intention of Burger Bangor

4. Influencer's expertise has a positive and significant influence on purchase intention. Expertise, as a credibility dimension, can be an important factor in purchase intention of a consumer. It means that Denny Sumargo's expertise has a significant impact on the purchase intention of Burger Bangor.

5.2 Managerial Implications

Based on the result of this study, there are some implications that can be used in business, especially in the food and beverages industry;

a. Credibility has a significant impact on purchase intention. So, businesses should hire or collaborate with influencers who are known to have good credibility.

b. Based on the result of this study, businesses could work with influencers who are attractive in appearance or behavior, since attractiveness tends to have the strongest impact on purchase intention.

c. Businesses could give influencers with a proper knowledge about the brands or products, so consumers could consider purchasing the product since expertise could influence consumers' purchase intention.

d. Trustworthiness is also one of the factors that could influence purchase intention. It is important for businesses to choose an influencer who is honest to build a relationship with consumers.

5.3 Research Limitations

Researchers acknowledge that there exist several limitations in this study during the process of research. Some limitation that can be identified are such;

a. Since this research is conducted by using an online questionnaire, the distribution of respondents obtained was uneven, such that the majority of the gender of the respondent was male or the income group that was not distributed evenly. Since the demography was not even, it is not possible to see how balanced the representation of each group is.

b. During research, there are a few respondents who do not understand or read the questions carefully. This could lead to a bias in research.

c. Total samples used in this research is relatively small, so it can't describe the whole population well.

d. There was still restricted previous research about this topic, so the sources for this research are relatively small.

5.4 Future Research Suggestion

The researcher is aware of several limitations in this study. Therefore, here are some suggestions for further research for a more comprehensive contribution;

a. For further research, the scope can be expanded by examining other factors, such as brand perception or brand image. These factors can be included to provide a deeper understanding of purchase intention.

b. Future research could aim for a more specific demography, such as age or job, or done in a specific area. This approach could obtain new insight and conclusions.

c. For future research, it is recommended to search for more related studies with broader indicators.

d. For future research, it is recommended to examine other F&B businesses in Indonesia.

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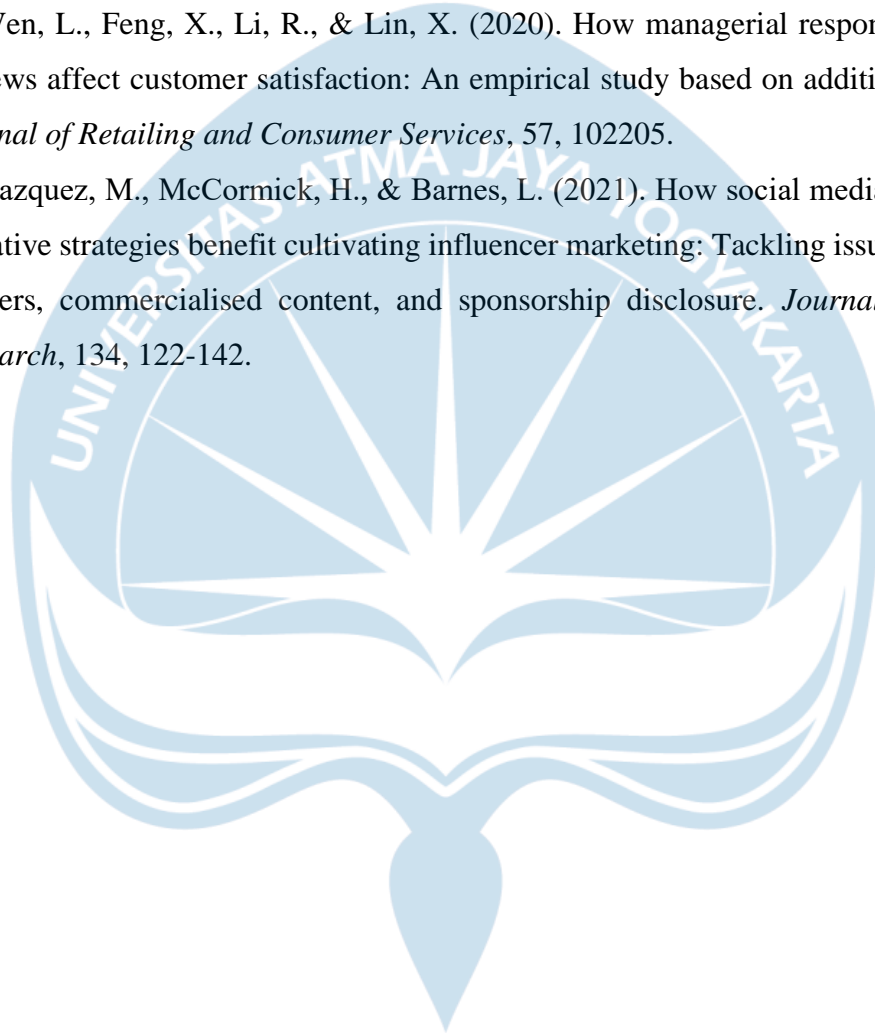
APPENDIX

Appendix 1. Validity Test of Attractiveness

Correlations

		AT1	AT2	AT3	AT4	AT5	AT
AT1	Pearson Correlation	1	.815**	.751**	.774**	.755**	.914**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	129	129	129	129	129	129
AT2	Pearson Correlation	.815**	1	.710**	.787**	.673**	.888**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	129	129	129	129	129	129
AT3	Pearson Correlation	.751**	.710**	1	.770**	.709**	.881**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	129	129	129	129	129	129
AT4	Pearson Correlation	.774**	.787**	.770**	1	.754**	.913**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	129	129	129	129	129	129
AT5	Pearson Correlation	.755**	.673**	.709**	.754**	1	.875**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	129	129	129	129	129	129
AT	Pearson Correlation	.914**	.888**	.881**	.913**	.875**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	129	129	129	129	129	129

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

Appendix 2. Validity Test of Trustworthiness

Correlations

		TW1	TW2	TW3	TW4	TW5	TW
TW1	Pearson Correlation	1	.801**	.742**	.792**	.710**	.908**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	129	129	129	129	129	129
TW2	Pearson Correlation	.801**	1	.746**	.741**	.673**	.890**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	129	129	129	129	129	129
TW3	Pearson Correlation	.742**	.746**	1	.762**	.747**	.897**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	129	129	129	129	129	129
TW4	Pearson Correlation	.792**	.741**	.762**	1	.692**	.894**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	129	129	129	129	129	129
TW5	Pearson Correlation	.710**	.673**	.747**	.692**	1	.862**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	129	129	129	129	129	129
TW	Pearson Correlation	.908**	.890**	.897**	.894**	.862**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	129	129	129	129	129	129

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

Appendix 3. Validity Test of Expertise

Correlations

		EX1	EX2	EX3	EX4	EX5	EX
EX1	Pearson Correlation	1	.779**	.734**	.768**	.666**	.881**
	Sig. (2–tailed)		.000	.000	.000	.000	.000
	N	129	129	129	129	129	129
EX2	Pearson Correlation	.779**	1	.780**	.878**	.728**	.926**
	Sig. (2–tailed)	.000		.000	.000	.000	.000
	N	129	129	129	129	129	129
EX3	Pearson Correlation	.734**	.780**	1	.804**	.705**	.894**
	Sig. (2–tailed)	.000	.000		.000	.000	.000
	N	129	129	129	129	129	129
EX4	Pearson Correlation	.768**	.878**	.804**	1	.734**	.931**
	Sig. (2–tailed)	.000	.000	.000		.000	.000
	N	129	129	129	129	129	129
EX5	Pearson Correlation	.666**	.728**	.705**	.734**	1	.856**
	Sig. (2–tailed)	.000	.000	.000	.000		.000
	N	129	129	129	129	129	129
EX	Pearson Correlation	.881**	.926**	.894**	.931**	.856**	1
	Sig. (2–tailed)	.000	.000	.000	.000	.000	
	N	129	129	129	129	129	129

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

Appendix 4. Validity Test of Purchase Intention

Correlations

		PI1	PI2	PI3	PI4	PI5	PI
PI1	Pearson Correlation	1	.754**	.662**	.669**	.730**	.855**
	Sig. (2–tailed)		.000	.000	.000	.000	.000
	N	129	129	129	129	129	129
PI2	Pearson Correlation	.754**	1	.798**	.728**	.812**	.917**
	Sig. (2–tailed)	.000		.000	.000	.000	.000
	N	129	129	129	129	129	129
PI3	Pearson Correlation	.662**	.798**	1	.718**	.774**	.886**
	Sig. (2–tailed)	.000	.000		.000	.000	.000
	N	129	129	129	129	129	129
PI4	Pearson Correlation	.669**	.728**	.718**	1	.852**	.884**
	Sig. (2–tailed)	.000	.000	.000		.000	.000
	N	129	129	129	129	129	129
PI5	Pearson Correlation	.730**	.812**	.774**	.852**	1	.930**
	Sig. (2–tailed)	.000	.000	.000	.000		.000
	N	129	129	129	129	129	129
PI	Pearson Correlation	.855**	.917**	.886**	.884**	.930**	1
	Sig. (2–tailed)	.000	.000	.000	.000	.000	
	N	129	129	129	129	129	129

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

Appendix 5. Reliability Test of Variables

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded[a]	0	.0
	Total	129	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.937	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded[a]	0	.0
	Total	129	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.934	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded[a]	0	.0
	Total	129	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.939	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded[a]	0	.0
	Total	129	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.937	5

Appendix 6. Correlation Analysis

Correlations

		EX	PI
EX	Pearson Correlation	1	.610**
	Sig. (2-tailed)		.000
	N	129	129
PI	Pearson Correlation	.610**	1
	Sig. (2-tailed)	.000	
	N	129	129

**. Correlation is significant at the 0.01 level

Correlations

		TW	PI
TW	Pearson Correlation	1	.641**
	Sig. (2-tailed)		.000
	N	129	129
PI	Pearson Correlation	.641**	1
	Sig. (2-tailed)	.000	
	N	129	129

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

Correlations

		AT	PI
AT	Pearson Correlation	1	.632**
	Sig. (2-tailed)		.000
	N	129	129
PI	Pearson Correlation	.632**	1
	Sig. (2-tailed)	.000	
	N	129	129

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

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Appendix 7. Hypothesis Testing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	AT[b]	.	Enter

a. Dependent Variable: PI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632[a]	.399	.395	3.808

a. Predictors: (Constant), AT

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1224.025	1	1224.025	84.414	.000[b]
	Residual	1841.526	127	14.500		
	Total	3065.550	128			

a. Dependent Variable: PI

b. Predictors: (Constant), AT

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.603	1.345		3.421	.001
	AT	.636	.069	.632	9.188	.000

a. Dependent Variable: PI

Appendix 8. Google Form Questionnaire

Pengaruh Kredibilitas Denny Sumargo sebagai Influencer terhadap Niat Pembelian Burger Bangor

Salam sejahtera, saudara/saudari sekalian.
Saya Mahesa Dwika Abraham Yudhistira dari Fakultas Bisnis dan Ekonomika, Program Studi Manajemen Internasional, Universitas Atmajaya Yogyakarta yang saat ini sedang melakukan pengumpulan data untuk skripsi dengan judul "The Impact of Denny Sumargo Credibility as Social Media Influencer on the Purchase Intention of Burger Bangor"

Dalam kuesioner ini, saya membutuhkan responden yang memenuhi kriteria sebagai berikut:
1. Mengetahui brand Burger Bangor
2. Mengetahui Denny Sumargo
3. Belum Pernah membeli Burger Bangor
4. Mengetahui iklan Burger Bangor oleh Denny Sumargo di media sosial Instagram

Saya memohon ketersediaan anda untuk mengisi kuesioner dengan sebaik mungkin dan sesuai dengan fakta. Semua data dan informasi yang diberikan akan dijamin kerahasiaannya dan hanya digunakan untuk kepentingan penelitian. Terima kasih.

Mahesa Dwika Abraham Yudhistira

Appendix 9. Data Collected

Appendix 10. Questionnaire Distribution

17.04

vania jw >
elvaniajw

26 NOV 2022

Menyebut Anda dalam ceritanya
Cerita tidak tersedia

22 AGU, 14.35

Pengaruh Kredibilitas Denny Sumargo sebagai Influencer terhadap Niat Pembelian Burger Bangor

Salam sejahtera, saudara/saudari sekalian.
Saya Mahesa Dwika Abraham Yudhistira dari Fakultas Bisnis dan Ekonomika, Program Studi Manajemen Internasional, Universitas Atmajaya Yogyakarta yang saat ini sedang melakukan pengumpulan data untuk skripsi dengan judul "The Impact of Denny Sumargo Credibility as Social Media Influencer on the Purchase Intention of Burger Bangor"

Dalam kuesioner ini, saya membutuhkan responden yang memenuhi kriteria sebagai berikut:
- Mengetahui brand Burger Bangor
- Mengetahui Denny Sumargo
- Pernah membeli Burger Bangor
- Mengetahui iklan Burger Bangor oleh Denny Sumargo di media sosial Instagram

Saya memohon ketersediaan anda untuk mengisi kuesioner dengan sebaik mungkin dan sesuai dengan fakta. Semua data dan informasi yang diberikan akan dijamin kerahasiaannya dan hanya digunakan untuk kepentingan penelitian. Terima kasih.

Mahesa Dwika Abraham Yudhistira

Pengaruh Kredibilitas Denny Sumargo sebagai Influencer terhadap Niat Pembelian Burger Bangor

🌐 google.com

Helo kawan maaf mengganggu sebelumnya tapi permisi mau minta mohon bantuannya untuk diisi demi rampungnya perskripsian saya gais, salam sejahtera semoga diberkati dan tengkyu 🙏

oke

Thankyouu

Dilihat

Kirim pesan...

DAMAR
dam.skiiii

22 AGU, 14.31

engaruh Kredibilitas Denny Sumargo
ebagai Influencer terhadap Niat
embelian Burger Bangor

m sejahtera, saudara/saudari sekalian.
a Mahesa Dwika Abraham Yudhistira dari Fakultas Bisnis dan Ekonomika, Program S
ajemen Internasional, Universitas Atmajaya Yogyakarta yang saat ini sedang
kukan pengumpulan data untuk skripsi dengan judul "The Impact of Denny Sumargo
ibility as Social Media Influencer on the Purchase Intention of Burger Bangor"

m kuesioner ini, saya membutuhkan responden yang memenuhi kriteria sebagai beri
engetahui brand Burger Bangor
engetahui Denny Sumargo
ernah membeli Burger Bangor
engetahui iklan Burger Bangor oleh Denny Sumargo di media sosial Instagram

a memohon ketersediaan anda untuk mengisi kuesioner dengan sebaik mungkin dan
ai dengan fakta. Semua data dan informasi yang diberikan akan dijamin
hasiaannya dan hanya digunakan untuk kepentingan penelitian. Terima kasih.

esa Dwika Abraham Yudhistira

**Pengaruh Kredibilitas Denny
Sumargo sebagai Influencer
terhadap Niat Pembelian Burger
Bangor**

🌐 google.com

Helo kawan maaf mengganggu
sebelumnya tapi permisi mau minta
mohon bantuannya untuk diisi demi
rampungnya perskripsian saya gais,
salam sejahtera semoga diberkati dan
tengkyu 🙏

22 AGU, 17.34

siapp

Tengkyuu bang

Dilihat

Kirim pesan...

Appendix 11. Main Journal

Impact Of Social Media Influencers' Credibility on The Purchase Intention: Reference to The Beauty Industry

R.A.S.D.Rathnayake
University of Sri Jayewardenepura, Sri Lanka
V.G.P. Lakshika
University of Sri Jayewardenepura, Sri Lanka

ABSTRACT

Purpose: The role of social media influencers is growing in importance, due to their ability to effectively influence. In addition, marketers have identified Instagram as the most important social media channel for influencer marketing, while the concept of credibility has always been significant in the field of influencer marketing. While a few studies have recently focused on how social media influencers influence consumer purchase behavior, research that specifically focuses on influencer credibility and its impact on purchase behavior is still scarce. Therefore, the purpose of this study is to investigate the impact of influencer credibility on the purchase intention of beauty products in Sri Lanka.

Design/methodology/approach: Quantitative study was conducted using the survey method. The sample consists of 150 Instagram users between the ages of 18 and 34 who live in Colombo, Sri Lanka. To empirically test the conceptual model, single and multiple regression analyses were used.

Findings: Results suggest that there's a positive impact of credibility dimensions towards purchase intention and the most impactful credibility factor towards purchase intention is "trustworthiness"

Originality: This research contributed to the current debates about the credibility of social media influencers. Furthermore, this study focuses on the impact of Instagram influencer credibility dimensions, which is still scarce. So, the current paper fills a gap in the limited existing literature on the credibility of social media influencers on purchase intention, with a focus on the beauty industry in the Sri Lankan context.

Implications: The findings assist marketers and advertisers in the fashion industry in understanding how influencer marketing affects consumer purchase intent. Additionally, this provides important insights to influencers in order for them to be successful influencers.

Keywords: Social media influencers, Influencer Marketing, Instagram Influencers, Influencer Credibility, Beauty Industry.

Appendix 12. Questionnaire

IDENTITAS RESPONDEN

Jenis kelamin : ....

Usia : .... Tahun

Rata-Rata Pendapatan Per Bulan

☐ < Rp 1.000.000

☐ Rp 1.000.001 - Rp 2.000.000

☐ Rp 2.000.001 - Rp 3.000.000

☐ Rp 3.000.001 - Rp 4.000.000

☐ > Rp 4.000.001

Pekerjaan : ....

Pendidikan terakhir : ....

PETUNJUK PENGISIAN ANGKET

1. Bacalah sejumlah pertanyaan dibawah ini dengan teliti.
2. Anda dimohon untuk memberikan penilaian mengenai pengaruh kredibilitas Denny Sumargo terhadap intensi pembelian atau niat beli terhadap Burger Bangor.
3. Anda diharapkan mengisi penilaian secara objektif dan sesuai dengan keadaan Anda dengan memberikan tanda silang (**X**) pada salah satu kriteria atau angka untuk setiap pertanyaan yang menurut Anda paling tepat.
4. Jawaban yang diberikan oleh Anda tidak ada benar maupun salah melainkan pilihan yang sesuai dengan keadaan Anda saat ini.
5. Pilihan jawaban yang tersedia adalah:

   1 = Sangat Tidak Setuju

   2 = Tidak Setuju

   3 = Netral

   4 = Setuju

   5 = Sangat Setuju
6. Dimohon tidak melewatkan pertanyaan yang diberikan oleh peneliti.
7. Hasil penelitian ini hanya akan digunakan untuk kepentingan akademis. Identitas Anda hanya akan diketahui oleh peneliti dan akan dijaga kerahasiaannya.

Pertanyaan Penyaring

1. Apakah Anda mengetahui *brand* Burger Bangor?

   ☐ Ya

   ☐ Tidak
2. Apakah anda mengetahui Denny Sumargo?

   ☐ Ya

☐ Tidak

3. Apakah anda mengetahui iklan Burger Bangor oleh Denny Sumargo di media sosial Instagram?

    ☐ Ya

    ☐ Tidak

Attractiveness (Daya Tarik)

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1	Saya merasa Denny Sumargo memiliki penampilan fisik yang elegan					
2	Saya merasa Denny Sumargo memiliki penampilan fisik yang tampan					
3	Saya merasa Denny Sumargo memiliki penampilan fisik yang modis					
4	Saya merasa Denny Sumargo memiliki penampilan fisik yang menarik					
5	Saya merasa Denny Sumargo sangat berkelas					

Trustworthiness (Kepercayaan)

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1	Saya merasa Denny Sumargo memiliki pengetahuan yang baik ketika mengiklankan Burger Bangor					
2	Saya merasa Denny Sumargo tulus ketika mengiklankan Burger Bangor					
3	Saya merasa Denny Sumargo jujur ketika mengiklankan Burger Bangor					
4	Saya merasa Denny Sumargo dapat dipercaya ketika mengiklankan Burger Bangor					
5	Saya merasa Denny Sumargo menjadi referensi utama ketika mengiklankan Burger Bangor					

Expertise (Keahlian)

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1	Saya merasa Denny Sumargo memiliki pengalaman mengenai Burger Bangor					
2	Saya merasa Denny Sumargo memiliki pengetahuan yang baik mengenai Burger Bangor					
3	Saya merasa Denny Sumargo memiliki kualifikasi mengenai Burger Bangor					
4	Saya merasa Denny Sumargo memiliki pengetahuan mengenai Burger Bangor					
5	Saya merasa Denny Sumargo memiliki kemampuan ketika mengiklankan Burger Bangor					

Purchase Intention (Niat Beli)

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1	Saya ingin mengetahui Burger Bangor setelah melihat konten Denny Sumargo					
2	Saya tertarik pada Burger Bangor setelah melihat konten Denny Sumargo					
3	Saya mempertimbangkan untuk membeli Burger Bangor setelah melihat konten Denny Sumargo					
4	Saya akan membeli Burger Bangor setelah melihat konten Denny Sumargo					
5	Saya termotivasi untuk membeli Burger Bangor setelah melihat konten Denny Sumargo					

Appendix 13. Mean Table

Frequencies

Statistics

		AT1	AT2	AT3	AT4	AT5
N	Valid	129	129	129	129	129
	Missing	0	0	0	0	0
Mean		3.78	3.65	3.84	3.79	3.74
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5

Frequency Table

AT1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	5.4	5.4	5.4
	2	7	5.4	5.4	10.9
	3	25	19.4	19.4	30.2
	4	58	45.0	45.0	75.2
	5	32	24.8	24.8	100.0
	Total	129	100.0	100.0	

AT2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.7	4.7	4.7
	2	12	9.3	9.3	14.0
	3	30	23.3	23.3	37.2
	4	54	41.9	41.9	79.1
	5	27	20.9	20.9	100.0
	Total	129	100.0	100.0	

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AT3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	7.8	7.8	7.8
	2	3	2.3	2.3	10.1
	3	19	14.7	14.7	24.8
	4	62	48.1	48.1	72.9
	5	35	27.1	27.1	100.0
	Total	129	100.0	100.0	

AT4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.7	4.7	4.7
	2	8	6.2	6.2	10.9
	3	29	22.5	22.5	33.3
	4	50	38.8	38.8	72.1
	5	36	27.9	27.9	100.0
	Total	129	100.0	100.0	

AT5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	5.4	5.4	5.4
	2	12	9.3	9.3	14.7
	3	30	23.3	23.3	38.0
	4	38	29.5	29.5	67.4
	5	42	32.6	32.6	100.0
	Total	129	100.0	100.0	

Frequencies

Statistics

		TW1	TW2	TW3	TW4	TW5
N	Valid	129	129	129	129	129
	Missing	0	0	0	0	0
Mean		3.87	3.67	3.60	3.86	3.57
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5

Frequency Table

TW1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.9	3.9	3.9
	2	8	6.2	6.2	10.1
	3	23	17.8	17.8	27.9
	4	56	43.4	43.4	71.3
	5	37	28.7	28.7	100.0
	Total	129	100.0	100.0	

TW2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.9	3.9	3.9
	2	12	9.3	9.3	13.2
	3	33	25.6	25.6	38.8
	4	50	38.8	38.8	77.5
	5	29	22.5	22.5	100.0
	Total	129	100.0	100.0	

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TW3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.7	4.7	4.7
	2	10	7.8	7.8	12.4
	3	36	27.9	27.9	40.3
	4	54	41.9	41.9	82.2
	5	23	17.8	17.8	100.0
	Total	129	100.0	100.0	

TW4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3.1	3.1	3.1
	2	9	7.0	7.0	10.1
	3	24	18.6	18.6	28.7
	4	56	43.4	43.4	72.1
	5	36	27.9	27.9	100.0
	Total	129	100.0	100.0	

TW5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	5.4	5.4	5.4
	2	11	8.5	8.5	14.0
	3	39	30.2	30.2	44.2
	4	45	34.9	34.9	79.1
	5	27	20.9	20.9	100.0
	Total	129	100.0	100.0	
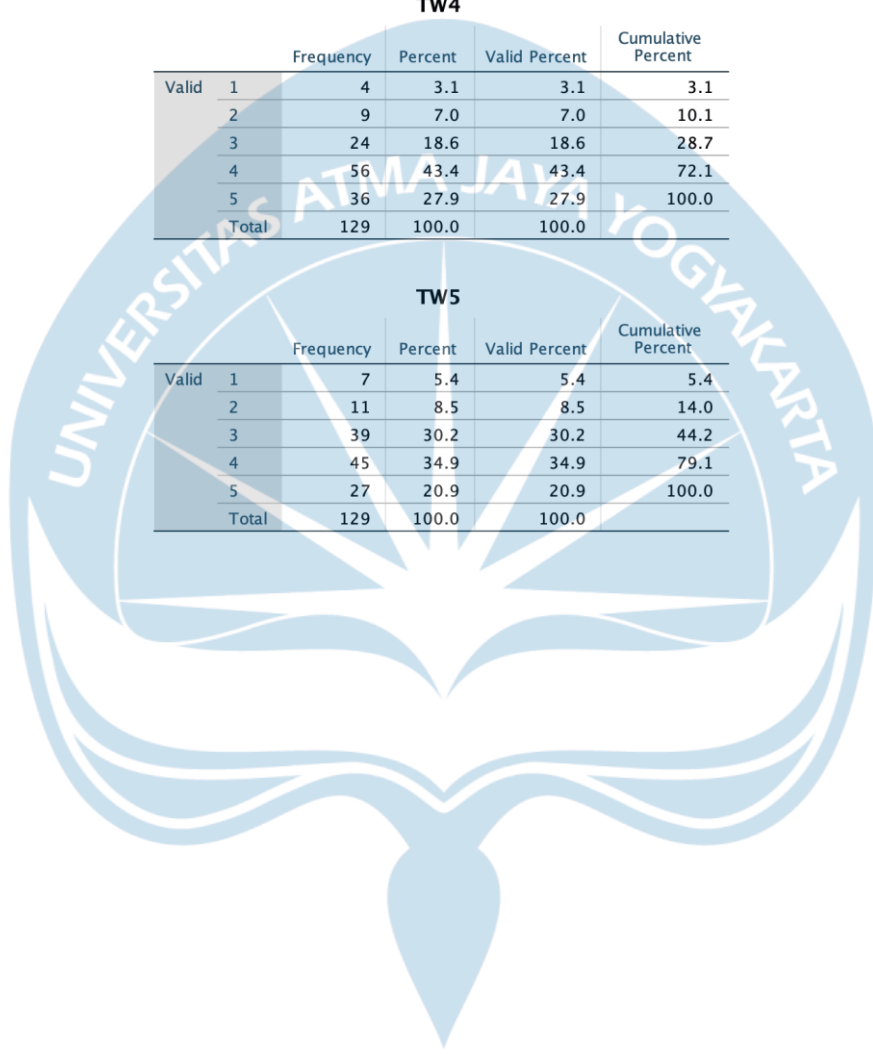
Frequencies

Statistics

		EX1	EX2	EX3	EX4	EX5
N	Valid	129	129	129	129	129
	Missing	0	0	0	0	0
Mean		3.53	3.78	3.67	3.76	4.02
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5

Frequency Table

EX1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	5.4	5.4	5.4
	2	13	10.1	10.1	15.5
	3	36	27.9	27.9	43.4
	4	51	39.5	39.5	82.9
	5	22	17.1	17.1	100.0
	Total	129	100.0	100.0	

EX2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.3	2.3	2.3
	2	12	9.3	9.3	11.6
	3	26	20.2	20.2	31.8
	4	58	45.0	45.0	76.7
	5	30	23.3	23.3	100.0
	Total	129	100.0	100.0	

EX3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.9	3.9	3.9
	2	10	7.8	7.8	11.6
	3	30	23.3	23.3	34.9
	4	62	48.1	48.1	82.9
	5	22	17.1	17.1	100.0
	Total	129	100.0	100.0	

EX4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.7	4.7	4.7
	2	8	6.2	6.2	10.9
	3	27	20.9	20.9	31.8
	4	58	45.0	45.0	76.7
	5	30	23.3	23.3	100.0
	Total	129	100.0	100.0	

EX5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	5.4	5.4	5.4
	2	6	4.7	4.7	10.1
	3	11	8.5	8.5	18.6
	4	59	45.7	45.7	64.3
	5	46	35.7	35.7	100.0
	Total	129	100.0	100.0	

Frequencies

Statistics

		PI1	PI2	PI3	PI4	PI5
N	Valid	129	129	129	129	129
	Missing	0	0	0	0	0
Mean		3.31	3.40	3.41	3.16	3.29
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5

Frequency Table

PI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	7.8	7.8	7.8
	2	20	15.5	15.5	23.3
	3	36	27.9	27.9	51.2
	4	46	35.7	35.7	86.8
	5	17	13.2	13.2	100.0
	Total	129	100.0	100.0	

PI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	6.2	6.2	6.2
	2	20	15.5	15.5	21.7
	3	33	25.6	25.6	47.3
	4	48	37.2	37.2	84.5
	5	20	15.5	15.5	100.0
	Total	129	100.0	100.0	

PI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	7.8	7.8	7.8
	2	17	13.2	13.2	20.9
	3	31	24.0	24.0	45.0
	4	52	40.3	40.3	85.3
	5	19	14.7	14.7	100.0
	Total	129	100.0	100.0	

PI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	6.2	6.2	6.2
	2	25	19.4	19.4	25.6
	3	46	35.7	35.7	61.2
	4	38	29.5	29.5	90.7
	5	12	9.3	9.3	100.0
	Total	129	100.0	100.0	

PI5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	6.2	6.2	6.2
	2	20	15.5	15.5	21.7
	3	43	33.3	33.3	55.0
	4	43	33.3	33.3	88.4
	5	15	11.6	11.6	100.0
	Total	129	100.0	100.0	

Appendix 14. Turnitin Scan