achieved through media usage, focusing on particular events or criteria that can be explicitly identified.

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APPENDIX

APPENDIX 1 - Respondent Profile

No.	Age	Gender	Occupation
1	25 - 34	Pria	Pegawai BUMN / Swasta
2	15 - 24	Pria	TNI / POLRI
3	15 - 24	Pria	TNI / POLRI
4	> 45	Pria	Pegawai BUMN / Swasta
5	25 - 34	Pria	Pegawai BUMN / Swasta
6	15 - 24	Pria	Pegawai BUMN / Swasta

7	15 - 24	Pria	Pegawai BUMN / Swasta
8	15 - 24	Pria	Pegawai BUMN / Swasta
9	15 - 24	Pria	Pegawai BUMN / Swasta
10	15 - 24	Pria	Pegawai BUMN / Swasta
11	15 - 24	Pria	Pegawai BUMN / Swasta
12	15 - 24	Pria	Pegawai BUMN / Swasta
13	15 - 24	Pria	Pegawai BUMN / Swasta
14	25 - 34	Pria	Pegawai BUMN / Swasta
15	25 - 34	Pria	Pegawai BUMN / Swasta
16	25 - 34	Pria	Lain - lain
17	15 - 24	Pria	Pegawai BUMN / Swasta
18	15 - 24	Pria	Pegawai BUMN / Swasta
19	15 - 24	Pria	Pegawai BUMN / Swasta
20	15 - 24	Wanita	Pegawai BUMN / Swasta
21	15 - 24	Wanita	Pegawai BUMN / Swasta
22	15 - 24	Pria	Pegawai BUMN / Swasta
23	15 - 24	Wanita	Pegawai BUMN / Swasta
24	15 - 24	Pria	Pegawai BUMN / Swasta
25	25 - 34	Pria	Pegawai BUMN / Swasta
26	25 - 34	Pria	Pegawai BUMN / Swasta
27	25 - 34	Pria	Lain - lain
28	> 45	Pria	Pegawai BUMN / Swasta
29	> 45	Wanita	Wirausaha
30	15 - 24	Pria	Pegawai BUMN / Swasta
31	> 45	Pria	Pegawai BUMN / Swasta
32	> 45	Pria	TNI / POLRI

33	> 45	Pria	Pensiunan
34	35 - 44	Wanita	Lain - lain
35	> 45	Pria	Pegawai BUMN / Swasta
36	25 - 34	Pria	Pegawai BUMN / Swasta
37	15 - 24	Pria	TNI / POLRI
38	15 - 24	Pria	TNI / POLRI
39	15 - 24	Pria	TNI / POLRI
40	15 - 24	Pria	TNI / POLRI
41	15 - 24	Pria	ASN / PNS
42	15 - 24	Pria	TNI / POLRI
43	15 - 24	Pria	Pegawai BUMN / Swasta
44	25 - 34	Wanita	TNI / POLRI
45	35 - 44	Wanita	TNI / POLRI
46	> 45	Wanita	TNI / POLRI
47	25 - 34	Wanita	TNI / POLRI
48	35 - 44	Wanita	Wirausaha
49	> 45	Wanita	TNI / POLRI
50	> 45	Wanita	TNI / POLRI
51	35 - 44	Wanita	Ibu rumah tangga
52	35 - 44	Wanita	TNI / POLRI
53	25 - 34	Wanita	TNI / POLRI
54	35 - 44	Wanita	TNI / POLRI
55	> 45	Pria	Pegawai BUMN / Swasta
56	15 - 24	Pria	TNI / POLRI
57	35 - 44	Pria	TNI / POLRI
58	35 - 44	Pria	TNI / POLRI

59	> 45	Wanita	Lain - lain
60	25 - 34	Wanita	TNI / POLRI
61	35 - 44	Wanita	TNI / POLRI
62	> 45	Pria	TNI / POLRI
63	25 - 34	Pria	TNI / POLRI
64	35 - 44	Pria	TNI / POLRI
65	35 - 44	Pria	TNI / POLRI
66	> 45	Pria	TNI / POLRI
67	25 - 34	Pria	TNI / POLRI
68	35 - 44	Pria	TNI / POLRI
69	35 - 44	Pria	TNI / POLRI
70	35 - 44	Pria	TNI / POLRI
71	35 - 44	Pria	TNI / POLRI
72	35 - 44	Pria	TNI / POLRI
73	35 - 44	Pria	TNI / POLRI
74	35 - 44	Pria	TNI / POLRI
75	35 - 44	Pria	TNI / POLRI
76	25 - 34	Pria	TNI / POLRI
77	> 45	Pria	TNI / POLRI
78	25 - 34	Pria	TNI / POLRI
79	35 - 44	Pria	TNI / POLRI
80	35 - 44	Pria	TNI / POLRI
81	35 - 44	Pria	TNI / POLRI
82	35 - 44	Pria	TNI / POLRI
83	25 - 34	Pria	TNI / POLRI
84	35 - 44	Pria	TNI / POLRI

85	35 - 44	Pria	TNI / POLRI
86	35 - 44	Pria	TNI / POLRI
87	35 - 44	Pria	TNI / POLRI
88	25 - 34	Pria	TNI / POLRI
89	35 - 44	Pria	Lain - lain
90	> 45	Pria	TNI / POLRI
91	> 45	Wanita	Ibu rumah tangga
92	35 - 44	Pria	TNI / POLRI
93	> 45	Pria	TNI / POLRI
94	35 - 44	Pria	TNI / POLRI
95	35 - 44	Pria	TNI / POLRI
96	35 - 44	Pria	TNI / POLRI
97	35 - 44	Pria	TNI / POLRI
98	35 - 44	Pria	TNI / POLRI
99	> 45	Pria	TNI / POLRI
100	35 - 44	Pria	TNI / POLRI
101	25 - 34	Pria	TNI / POLRI
102	35 - 44	Pria	TNI / POLRI
103	15 - 24	Pria	TNI / POLRI
104	> 45	Pria	TNI / POLRI
105	25 - 34	Pria	TNI / POLRI
106	25 - 34	Pria	TNI / POLRI
107	35 - 44	Pria	TNI / POLRI
108	25 - 34	Pria	TNI / POLRI
109	25 - 34	Pria	TNI / POLRI
110	25 - 34	Pria	TNI / POLRI

111	> 45	Wanita	Ibu rumah tangga
112	25 - 34	Pria	TNI / POLRI
113	25 - 34	Pria	TNI / POLRI
114	35 - 44	Pria	TNI / POLRI
115	35 - 44	Pria	TNI / POLRI
116	25 - 34	Pria	TNI / POLRI
117	35 - 44	Pria	TNI / POLRI
118	25 - 34	Pria	TNI / POLRI
119	25 - 34	Pria	TNI / POLRI
120	25 - 34	Pria	TNI / POLRI
121	25 - 34	Pria	TNI / POLRI
122	25 - 34	Pria	TNI / POLRI
123	35 - 44	Pria	TNI / POLRI
124	35 - 44	Pria	TNI / POLRI
125	35 - 44	Pria	TNI / POLRI
126	35 - 44	Pria	TNI / POLRI
127	25 - 34	Pria	TNI / POLRI
128	35 - 44	Pria	TNI / POLRI
129	> 45	Pria	TNI / POLRI
130	35 - 44	Pria	TNI / POLRI
131	35 - 44	Pria	TNI / POLRI
132	35 - 44	Pria	TNI / POLRI
133	25 - 34	Pria	TNI / POLRI
134	35 - 44	Pria	TNI / POLRI
135	35 - 44	Pria	TNI / POLRI
136	35 - 44	Pria	TNI / POLRI

137	35 - 44	Pria	TNI / POLRI
138	25 - 34	Pria	TNI / POLRI
139	> 45	Pria	TNI / POLRI
140	25 - 34	Pria	TNI / POLRI
141	25 - 34	Pria	TNI / POLRI
142	25 - 34	Pria	TNI / POLRI
143	35 - 44	Pria	TNI / POLRI
144	> 45	Wanita	Pegawai BUMN / Swasta
145	35 - 44	Pria	Pegawai BUMN / Swasta
146	15 - 24	Pria	Pelajar / Mahasiswa
147	35 - 44	Pria	Wirausaha
148	35 - 44	Pria	Pegawai BUMN / Swasta
149	> 45	Wanita	Wirausaha
150	35 - 44	Wanita	Lain - lain
151	15 - 24	Pria	Pelajar / Mahasiswa
152	> 45	Pria	Lain - lain
153	35 - 44	Wanita	TNI / POLRI
154	25 - 34	Wanita	TNI / POLRI
155	25 - 34	Wanita	TNI / POLRI
156	> 45	Wanita	TNI / POLRI
157	25 - 34	Wanita	TNI / POLRI
158	> 45	Wanita	TNI / POLRI
159	35 - 44	Wanita	Pelajar / Mahasiswa
160	35 - 44	Wanita	TNI / POLRI
161	35 - 44	Wanita	TNI / POLRI
162	35 - 44	Wanita	TNI / POLRI

163	35 - 44	Wanita	TNI / POLRI
164	25 - 34	Wanita	Wirausaha
165	25 - 34	Wanita	TNI / POLRI
166	25 - 34	Wanita	Pegawai BUMN / Swasta
167	35 - 44	Wanita	TNI / POLRI
168	> 45	Wanita	TNI / POLRI
169	35 - 44	Wanita	TNI / POLRI
170	25 - 34	Wanita	TNI / POLRI

APPENDIX 2 - Questionnaire in Google Form

KEGUNAAN DAN KEPUASAN PEMBACA TRIBRATA NEWS SAAT MENGAKSES PLATFORM ONLINE

Hi!

Nama saya Aryabima Raihansyah Putra dan saat ini saya sedang menjalani tahun terakhir (semester 8) saya di Swiss German University jurusan Global Strategic Communication. Saya sedang melakukan penelitian terhadap kepuasan yang dicari dan didapat setelah mengakases website Tribrata news.

Data dan tanggapan Anda bersifat rahasia dan hanya dapat diakses oleh peneliti. Data sangat dibatasi untuk penelitian akademis. Jika Anda memiliki pertanyaan tentang survei atau penelitian ini, silakan hubungi: aryabima.putra@student.sgu.ac.id

Terima kasih banyak!

Screening Question

Description (optional)

Apakah anda pernah mengakses website Tribrata news *

◯ Ya

◯ Tidak (harap berhenti disini, terima kasih)

Demographic Question

Description (optional)

Di mana Anda tinggal? *

Short-answer text

Berapa usia anda? *

○ 15 - 24

○ 25 - 34

○ 35 - 44

○ > 45

Jenis kelamin? *

○ Pria

○ Wanita

Apa pekerjaan Anda? *

○ Pelajar / Mahasiswa

○ Ibu rumah tangga

○ ASN / PNS

○ Pegawai BUMN / Swasta

○ TNI / POLRI

○ Wirausaha

○ Pensiunan

○ Lain - lain

Apa latar belakang pendidikan Anda? *

○ Tamat SD atau Paket A

○ Tamat SMP atau Paket B

○ Tamat SMA atau Paket C

○ S1 atau D1 / D2 / D3

○ Pascasarjana (S2 / S3)

Berapa pendapatan bulanan Anda? *

○ < Rp 1,000,000

○ Rp 1,000,000 - Rp 5,000,000

○ Rp 5,000,000 - Rp 15,000,000

○ > Rp 15,000,000

Seberapa sering Anda menggunakan Tribrata news? *

○ 1 - 2 kali dalam seminggu

○ 3 - 4 kali dalam seminggu

○ 5 - 6 kali dalam seminggu

○ setiap hari

Saya mencari informasi terbaru setiap hari dari Tribrata News. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Platform online berita Tribrata news membuat pembaca tetap up to date dengan berita terkini. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya kekurangan informasi ketika tidak mengakses Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Platform online Tribrata news membantu pembaca memperoleh informasi yang akurat. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya mencari informasi mengenai berita nasional di Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata news memberikan informasi tentang berita nasional kepada para pembacanya. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya mencari informasi mengenai berita internasional di berita Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata news memberikan informasi mengenai berita internasional bagi para pembacanya. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya mencari informasi mengenai berita hukum di berita Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata news memberikan informasi mengenai berita hukum bagi para pembacanya. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya mencari informasi mengenai berita sosial budaya di Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata news memberikan informasi mengenai sosial budaya bagi pembacanya. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya mencari informasi tentang berita keamanan di Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata news memberikan informasi mengenai berita keamanan bagi para pembacanya. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya mencari informasi mengenai berita kesehatan di Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata news memberikan informasi mengenai berita kesehatan bagi para pembacanya. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya mencari informasi mengenai berita olahraga di berita Tribrata. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata news memberikan informasi seputar berita olahraga kepada para pembaca. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya mencari informasi mengenai Pemberdayaan Perempuan dan Perlindungan Anak (PPPA) di Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Berita Tribrata memberikan informasi tentang Pemberdayaan Perempuan dan Perlindungan Anak (PPPA) kepada para pembaca. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Aryabima Raihansyah Putra

Saya mencari informasi mengenai berita fakta di Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata news memberikan informasi mengenai berita fakta bagi pembaca. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya merasa memiliki keterikatan peribadi terhadap Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Platform online Tribrata news menciptakan perasaan terkoneksi dengan pembacanya. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya merasa puas ketika membaca informasi terbaru di Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata new memberikan kepuasan kepada pembacanya dengan informasi terkini. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya mendapatkan kepercayaan diri setelah membaca Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Platform online Tribrata news membantu pembaca untuk mendapatkan kepercayaan diri dengan informasi yang disediakan. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Kredibilitas saya meningkat karena informasi yang diberikan Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata news menyediakan informasi yang dapat meningkatkan kredibilitas pembacanya. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Status sosial saya meningkat karena informasi yang diberikan oleh Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	◯	◯	◯	◯	◯	◯	Sangat setuju

Tribrata news memberikan informasi yang dapat meningkatkan status sosial pembacanya. *

	1	2	3	4	5	6	
Sangat tidak setuju	◯	◯	◯	◯	◯	◯	Sangat setuju

Saya menggunakan Tribrata news agar saya mendapatkan bahan bicara dengan teman dan keluarga. *

	1	2	3	4	5	6	
Sangat tidak setuju	◯	◯	◯	◯	◯	◯	Sangat setuju

Berita Tribrata memberikan informasi yang dapat dijadikan sebagai bahan diskusi bagi para pembaca. *

	1	2	3	4	5	6	
Sangat tidak setuju	◯	◯	◯	◯	◯	◯	Sangat setuju

Saya menggunakan Tribrata news sebagai sumber informasi sehingga saya dapat meningkatkan hubungan saya dengan teman dan keluarga saya. *

	1	2	3	4	5	6	
Sangat tidak setuju	◯	◯	◯	◯	◯	◯	Sangat setuju

Tribrata news membuat pembaca tetap terhubung dengan teman dan keluarga melalui konten yang disediakan. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya lupa waktu ketika membaca informasi di Tribrata news. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata news memberikan informasi yang bisa membuat pembacanya lupa waktu. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Saya menggunakan Tribrata news sebagai pelarian untuk melepaskan stres. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

Tribrata news menyediakan konten yang dapat dijadikan sebagai pelarian bagi pembacanya. *

	1	2	3	4	5	6	
Sangat tidak setuju	○	○	○	○	○	○	Sangat setuju

APPENDIX 3 - Pre - Test Reliability

1. Gratification Sought

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.980	20

2. Gratification Obtained

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.972	20

APPENDIX 4 - Pre-Test Validity

1. Gratification Sought

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.803
Bartlett's Test of Sphericity	Approx. Chi-Square	867.411
	df	190
	Sig.	.000

Anti-image Matrices

		CN1	CN3	CN5	CN7	CN9	CN11	CN13	CN15	CN17	CN19	CN21	AN1	AN3	PIN1	PIN3	PIN5	SIN1	SIN3	TRN1	TRN3
Anti-image Covariance	CN1	.055	-.014	-.015	-.010	-.003	.012	-.011	.004	-.009	-.011	.018	.003	.012	-.001	.008	.000	.004	-.025	-.008	.005
	CN3	-.014	.118	.014	-.029	-.023	-.011	.019	-.021	.018	.018	-.007	-.033	.008	-.020	.012	-.008	.033	-.022	.000	-.030
	CN5	-.015	.014	.031	-.001	-.009	-.019	.013	-.005	.021	.012	-.020	-.019	-.010	-.007	-.003	-.002	.013	.008	.020	-.019
	CN7	-.010	-.029	-.001	.046	.008	-.007	.001	.022	.016	-.008	-.012	-.008	-.001	.003	-.007	-.018	-.010	.016	.014	.002
	CN9	-.003	-.023	-.009	.008	.013	.009	-.009	.003	-.014	-.005	.003	.018	-.006	.010	-.006	.004	-.016	.010	-.009	.015
	CN11	.012	-.011	-.019	-.007	.009	.042	-.014	-.017	-.031	-.010	.017	.029	-.008	.005	.003	.006	-.009	-.007	-.027	.023
	CN13	-.011	.019	.013	.001	-.009	-.014	.015	-.002	.018	.010	-.014	-.025	-.004	-.005	-.002	-.002	.007	.004	.018	-.017
	CN15	.004	-.021	-.005	.022	.003	-.017	-.002	.078	.014	-.020	.002	-.023	.018	-.026	.008	-.006	.001	-.006	-.005	.003
	CN17	-.009	.018	.021	.016	-.014	-.031	.018	.014	.062	-.001	-.021	-.046	.014	-.015	.001	-.015	.020	.001	.027	-.027
	CN19	-.011	.018	.012	-.008	-.005	-.010	.010	-.020	-.001	.021	-.013	-.002	-.012	.009	-.007	.001	-.003	.009	.015	-.012
	CN21	.018	-.007	-.020	-.012	.003	.017	-.014	.002	-.021	-.013	.028	.017	.009	-.001	.009	.007	-.001	-.020	-.021	.015
	AN1	.003	-.033	-.019	-.008	.018	.029	-.025	-.023	-.046	-.002	.017	.091	-.010	.028	-.005	.003	-.025	.009	-.027	.032
	AN3	.012	.008	-.010	-.001	-.006	-.008	-.004	.018	.014	-.012	.009	-.010	.030	-.013	.012	-.011	.014	-.019	-.010	.002
	PIN1	-.001	-.020	-.007	.003	.010	.005	-.005	-.026	-.015	.009	-.001	.028	-.013	.035	-.016	.004	-.028	.015	.006	.011
	PIN3	.008	.012	-.003	-.007	-.006	.003	-.002	.008	.001	-.007	.009	-.005	.012	-.016	.014	-.007	.016	-.016	-.012	-.001
	PIN5	.000	-.008	-.002	-.018	.004	.006	-.002	-.006	-.015	.001	.007	.003	-.011	.004	-.007	.031	-.011	.007	-.001	-.001
	SIN1	.004	.033	.013	-.010	-.016	-.009	.007	.001	.020	-.003	-.001	-.025	.014	-.028	.016	-.011	.038	-.022	.001	-.017
	SIN3	-.025	-.022	.008	.016	.010	-.007	.004	-.006	.001	.009	-.020	.009	-.019	.015	-.016	.007	-.022	.042	.011	-.003
	TRN1	-.008	.000	.020	.014	-.009	-.027	.018	-.005	.027	.015	-.021	-.027	-.010	.006	-.012	-.001	.001	.011	.072	-.039
	TRN3	.005	-.030	-.019	.002	.015	.023	-.017	.003	-.027	-.012	.015	.032	.002	.011	-.001	-.001	-.017	-.003	-.039	.044
Anti-image Correlation	CN1	.907a	-.169	-.366	-.198	-.117	.251	-.374	.063	-.152	-.333	.451	.048	.291	-.020	.279	.007	.079	-.522	-.122	.096
	CN3	-.169	.828a	.228	-.399	-.583	-.158	.440	-.218	.205	.364	-.129	-.324	.134	-.309	.305	-.133	.498	-.306	.004	-.418
	CN5	-.366	.228	.787a	-.030	-.448	-.529	.617	-.096	.472	.466	-.667	-.355	-.326	-.222	-.162	-.080	.383	.222	.434	-.502
	CN7	-.198	-.399	-.030	.890a	.336	-.148	.057	.366	.292	-.261	-.347	-.118	-.033	.074	-.264	-.463	-.238	.357	.242	.035
	CN9	-.117	-.583	-.448	.336	.766a	.381	-.621	.087	-.500	-.269	.170	.523	-.312	.463	-.455	.188	-.698	.431	-.297	.620
	CN11	.251	-.158	-.529	-.148	.381	.807a	-.536	-.304	-.601	-.332	.499	.475	-.212	.126	.131	.162	-.225	-.166	-.487	.525
	CN13	-.374	.440	.617	.057	-.621	-.536	.745a	-.060	.576	.538	-.699	-.676	-.192	-.210	-.163	-.090	.274	.157	.535	-.639
	CN15	.063	-.218	-.096	.366	.087	-.304	-.060	.861a	.204	-.489	.044	-.279	.376	-.490	.252	-.119	.026	-.112	-.064	.047
	CN17	-.152	.205	.472	.292	-.500	-.601	.576	.204	.771a	-.034	-.511	-.606	.313	-.315	.032	-.347	.411	.012	.400	-.511
	CN19	-.333	.364	.466	-.261	-.269	-.332	.538	-.489	-.034	.831a	-.526	-.046	-.493	.338	-.422	.049	-.091	.310	.383	-.385
	CN21	.451	-.129	-.667	-.347	.170	.499	-.699	.044	-.511	-.526	.753a	.331	.327	-.021	.429	.238	-.020	-.595	-.459	.439
	AN1	.048	-.324	-.355	-.118	.523	.475	-.676	-.279	-.606	-.046	.331	.773a	-.195	.506	-.152	.054	-.425	.147	-.340	.503
	AN3	.291	.134	-.326	-.033	-.312	-.212	-.192	.376	.313	-.493	.327	-.195	.837a	-.389	.591	-.343	.422	-.535	-.215	.052
	PIN1	-.020	-.309	-.222	.074	.463	.126	-.210	-.490	-.315	.338	-.021	.506	-.389	.769a	-.712	.117	-.755	.402	.116	.281
	PIN3	.279	.305	-.162	-.264	-.455	.131	-.163	.252	.032	-.422	.429	-.152	.591	-.712	.791a	-.322	.711	-.671	-.393	-.029
	PIN5	.007	-.133	-.080	-.463	.188	.162	-.090	-.119	-.347	.049	.238	.054	-.343	.117	-.322	.928a	-.327	.196	-.014	-.040
	SIN1	.079	.498	.383	-.238	-.698	-.225	.274	.026	.411	-.091	-.020	-.425	.422	-.755	.711	-.327	.673a	-.547	.011	-.417
	SIN3	-.522	-.306	.222	.357	.431	-.166	.157	-.112	.012	.310	-.595	.147	-.535	.402	-.671	.196	-.547	.797a	.195	-.076
	TRN1	-.122	.004	.434	.242	-.297	-.487	.535	-.064	.400	.383	-.459	-.340	-.215	.116	-.393	-.014	.011	.195	.803a	-.702
	TRN3	.096	-.418	-.502	.035	.620	.525	-.639	.047	-.511	-.385	.439	.503	.052	.281	-.029	-.040	-.417	-.076	-.702	.748a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CN1	1.000	.906
CN3	1.000	.779
CN5	1.000	.912
CN7	1.000	.810
CN9	1.000	.925
CN11	1.000	.896
CN13	1.000	.911
CN15	1.000	.919
CN17	1.000	.744
CN19	1.000	.887
CN21	1.000	.821
AN1	1.000	.744
AN3	1.000	.917
PIN1	1.000	.817
PIN3	1.000	.894
PIN5	1.000	.881
SIN1	1.000	.884
SIN3	1.000	.778
TRN1	1.000	.840
TRN3	1.000	.928

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.752	73.760	73.760	14.752	73.760	73.760
2	1.418	7.088	80.848	1.418	7.088	80.848
3	1.023	5.114	85.962	1.023	5.114	85.962
4	.632	3.160	89.122			
5	.430	2.152	91.274			
6	.395	1.974	93.248			
7	.308	1.541	94.789			
8	.247	1.235	96.024			
9	.223	1.116	97.140			
10	.127	.635	97.775			
11	.099	.494	98.269			
12	.085	.426	98.695			
13	.072	.362	99.057			
14	.053	.265	99.323			
15	.049	.247	99.570			
16	.031	.154	99.725			
17	.029	.144	99.869			
18	.016	.079	99.948			
19	.006	.028	99.976			
20	.005	.024	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
CN1	.937	-.169	-.004
CN3	.819	-.047	.326
CN5	.883	-.253	-.262
CN7	.877	-.169	.115
CN9	.919	-.233	-.160
CN11	.885	.187	-.280
CN13	.909	-.183	-.225
CN15	.709	.626	-.153
CN17	.849	-.049	.146
CN19	.941	-.018	-.046
CN21	.860	-.064	-.277
AN1	.816	-.278	.022
AN3	.896	-.184	-.282
PIN1	.799	.415	-.078
PIN3	.917	-.179	.145
PIN5	.914	-.052	.206
SIN1	.695	.633	-.005
SIN3	.856	.211	-.029
TRN1	.822	.036	.404
TRN3	.823	.089	.493

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

2. Gratification Obtained

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	802.294
	df	190
	Sig.	.000

Anti-image Matrices

		CN2	CN4	CN6	CN8	CN10	CN12	CN14	CN16	CN18	CN20	CN22	AN2	AN4	PIN2	PIN4	PIN6	SIN2	SIN4	TRN2	TRN4
Anti-image Covariance	CN2	.034	-.023	.000	-.019	-.007	.000	-.003	.003	-.009	.006	.008	-.011	-.013	.003	.007	-.001	.024	-.033	.003	-.001
	CN4	-.023	.079	.010	.000	-.016	-.003	-.013	.005	-.005	-.009	-.049	-.011	.014	-.009	.010	-.007	-.008	.014	-.015	.010
	CN6	.000	.010	.023	-.017	-.015	.012	-.025	-.004	.004	.015	-.010	.004	.006	-.014	.014	-.008	-.003	-.004	-.025	.016
	CN8	-.019	.000	-.017	.068	-.001	-.006	.029	-.001	.007	-.042	.009	.003	.009	.007	-.014	-.004	-.017	.028	.014	-.008
	CN10	-.007	-.016	-.015	-.001	.047	-.006	.009	-.015	.026	.012	-.012	.015	-.010	.011	-.022	.020	-.006	.003	.022	-.015
	CN12	.000	-.003	.012	-.006	-.006	.057	-.026	-.019	.007	.013	-.007	.026	-.008	-.003	.017	-.017	.003	-.004	-.022	.011
	CN14	-.003	-.013	-.025	.029	.009	-.026	.046	.010	-.012	-.033	.012	-.015	-.001	.015	-.022	.012	-.001	.003	.029	-.017
	CN16	.003	.005	-.004	-.001	-.015	-.019	.010	.025	-.037	-.014	.011	-.020	.007	-.003	.008	-.006	.003	-.003	.004	.000
	CN18	-.009	-.005	.004	.007	.026	.007	-.012	-.037	.091	.013	-.025	.032	-.007	.006	-.025	.017	-.007	.018	-.002	-.005
	CN20	.006	-.009	.015	-.042	.012	.013	-.033	-.014	.013	.085	-.008	.018	-.009	-.005	-.004	.010	-.012	.019	-.005	.002
	CN22	.008	-.049	-.010	.009	-.012	-.007	.012	.011	-.025	-.008	.147	-.005	.002	-.004	.004	-.004	-.002	.011	-.003	
	AN2	-.011	-.011	.004	.003	.015	.026	-.015	-.020	.032	.018	-.005	.037	-.005	.000	-.005	.000	-.012	.015	-.007	-5.125E-5
	AN4	-.013	.014	.006	.009	-.010	-.008	-.001	.007	-.007	-.009	.002	-.005	.014	-.009	.003	-.005	-.013	.011	-.008	.007
	PIN2	.003	-.009	-.014	.007	.011	-.003	.015	-.003	.006	-.005	-.004	.000	-.009	.013	-.011	.007	.005	-.001	.016	-.011
	PIN4	.007	.010	.014	-.014	-.022	.017	-.022	.008	-.025	-.004	.004	-.005	.003	-.011	.029	-.019	.011	-.017	-.021	.014
	PIN6	-.001	-.007	-.008	-.004	.020	-.017	.012	.006	.017	.010	.000	.000	-.005	.007	-.019	.023	-.005	.001	.016	-.011
	SIN2	.024	-.008	-.003	-.017	-.006	.003	-.001	.003	-.007	-.012	-.004	-.012	-.013	.005	.011	-.005	.039	-.035	.001	-.002
	SIN4	-.033	.014	-.004	.028	.003	-.004	.003	-.003	.018	.019	-.002	.015	.011	-.001	-.017	.001	-.035	.093	.003	-.006
	TRN2	.003	-.015	-.025	.014	.022	-.022	.029	.004	-.002	-.005	.011	-.007	-.008	.016	-.021	.016	.001	.003	.043	-.023
	TRN4	-.001	.010	.016	-.008	-.015	.011	-.017	.000	-.005	.002	-.003	-5.125E-5	.007	-.011	.014	-.011	-.002	-.006	-.023	.015
Anti-image Correlation	CN2	.842a	-.438	.011	-.397	-.176	-.006	-.069	.094	-.165	.108	.116	-.324	-.579	.153	.228	-.034	.678	-.587	.069	-.024
	CN4	-.438	.890a	.239	-.005	-.267	-.046	-.209	.105	-.065	-.106	-.454	-.208	.402	-.270	.211	-.176	-.146	.165	-.253	.284
	CN6	.011	.239	.660a	-.426	-.458	.326	-.781	-.160	.086	.330	-.170	.140	.336	-.821	.548	-.340	-.098	-.077	-.802	.841
	CN8	-.397	-.005	-.426	.835a	-.020	-.097	.523	-.027	.084	-.548	.090	.068	.302	.226	-.319	-.098	-.333	.357	.255	-.254
	CN10	-.176	-.267	-.458	-.020	.794a	-.110	.204	-.427	.401	.195	-.144	.348	-.371	.471	-.591	.621	-.147	.048	.484	-.568
	CN12	-.006	-.046	.326	-.097	-.110	.809a	-.510	-.508	.098	.189	-.073	.567	-.272	-.111	.423	-.480	.062	-.060	-.452	.384
	CN14	-.069	-.209	-.781	.523	.204	-.510	.579a	.310	-.178	-.524	.150	-.360	-.055	.615	-.591	.379	-.022	.045	.661	-.635
	CN16	.094	.105	-.160	-.027	-.427	-.508	.310	.817a	-.770	-.305	.174	-.668	.387	-.161	.278	-.269	.085	-.053	.114	.005
	CN18	-.165	-.065	.086	.084	.401	.098	-.178	-.770	.621a	.150	-.217	.544	-.182	.182	-.486	.364	-.123	.191	-.025	-.140
	CN20	.108	-.106	.330	-.548	.195	.189	-.524	-.305	.150	.828a	-.069	.315	-.247	-.156	-.081	.233	-.215	.209	-.075	.061
	CN22	.116	-.454	-.170	.090	-.144	-.073	.150	.174	-.217	-.069	.947a	-.072	.042	-.085	.068	.003	-.051	-.019	.137	-.070
	AN2	-.324	-.208	.140	.068	.348	.567	-.360	-.668	.544	.315	-.072	.845a	-.194	.005	-.144	-.007	-.303	.259	-.175	-.002
	AN4	-.579	.402	.336	.302	-.371	-.272	-.055	.387	-.182	-.247	.042	-.194	.797a	-.660	.162	-.287	-.556	.297	-.331	.463
	PIN2	.153	-.270	-.821	.226	.471	-.111	.615	-.161	.182	-.156	-.085	.005	-.660	.746a	-.589	.395	.240	-.016	.671	-.787
	PIN4	.228	.211	.548	-.319	-.591	.423	-.591	.278	-.486	-.081	.068	-.144	.162	-.589	.652a	-.754	.340	-.321	-.599	.654
	PIN6	-.034	-.176	-.340	-.098	.621	-.480	.379	-.269	.364	.233	.003	-.007	-.287	.395	-.754	.793a	-.161	.024	.520	-.590
	SIN2	.678	-.146	-.098	-.333	-.147	.062	-.022	.085	-.123	-.215	-.051	-.303	-.556	.240	.340	-.161	.862a	-.582	.025	-.088
	SIN4	-.587	.165	-.077	.357	.048	-.060	.045	-.053	.191	.209	-.019	.259	.297	-.016	-.321	.024	-.582	.871a	.052	-.172
	TRN2	.069	-.253	-.802	.255	.484	-.452	.661	.114	-.025	-.075	.137	-.175	-.331	.671	-.599	.520	.025	.052	.668a	-.896
	TRN4	-.024	.284	.841	-.254	-.568	.384	-.635	.005	-.140	.061	-.070	-.002	.463	-.787	.654	-.590	-.088	-.172	-.896	.670a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CN2	1.000	.871
CN4	1.000	.865
CN6	1.000	.841
CN8	1.000	.837
CN10	1.000	.892
CN12	1.000	.743
CN14	1.000	.908
CN16	1.000	.948
CN18	1.000	.879
CN20	1.000	.826
CN22	1.000	.848
AN2	1.000	.895
AN4	1.000	.883
PIN2	1.000	.898
PIN4	1.000	.889
PIN6	1.000	.919
SIN2	1.000	.860
SIN4	1.000	.857
TRN2	1.000	.842
TRN4	1.000	.920

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.339	66.694	66.694	13.339	66.694	66.694
2	1.801	9.005	75.698	1.801	9.005	75.698
3	1.269	6.346	82.045	1.269	6.346	82.045
4	1.011	5.057	87.101	1.011	5.057	87.101
5	.550	2.751	89.852			
6	.448	2.238	92.090			
7	.311	1.557	93.647			
8	.284	1.418	95.065			
9	.238	1.190	96.255			
10	.191	.956	97.211			
11	.136	.682	97.893			
12	.119	.596	98.489			
13	.085	.425	98.914			
14	.072	.359	99.273			
15	.056	.278	99.551			
16	.044	.221	99.772			
17	.022	.108	99.880			
18	.011	.054	99.934			
19	.009	.047	99.981			
20	.004	.019	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component			
	1	2	3	4
CN2	.879	-.185	.077	-.241
CN4	.868	-.174	.281	-.045
CN6	.785	-.385	.266	.084
CN8	.806	-.009	.010	.433
CN10	.897	-.188	.210	.085
CN12	.808	-.106	.008	.280
CN14	.614	.480	.422	-.350
CN16	.872	.051	-.055	.426
CN18	.442	.761	.088	.311
CN20	.691	.471	.355	.030
CN22	.794	-.329	.317	.100
AN2	.906	-.053	-.096	-.249
AN4	.888	-.152	.051	-.261
PIN2	.928	-.170	-.017	-.090
PIN4	.738	.525	-.045	-.258
PIN6	.904	.056	-.312	.041
SIN2	.915	-.120	-.088	.018
SIN4	.824	-.096	-.343	-.228
TRN2	.781	.096	-.471	-.017
TRN4	.831	.184	-.441	.022

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

APPENDIX 5 - Post-Test Reliability

1. Gratification Sought

Case Processing Summary

		N	%
Cases	Valid	170	100.0
	Excluded[a]	0	.0
	Total	170	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.955	20

2. Gratification Obtained

Case Processing Summary

		N	%
Cases	Valid	170	100.0
	Excluded[a]	0	.0
	Total	170	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.950	20

APPENDIX 6 - Post-Test Validity

1. Gratification Sought

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.937
Bartlett's Test of Sphericity	Approx. Chi-Square	2470.710
	df	190
	Sig.	.000

Anti-image Matrices

		CN1	CN3	CN5	CN7	CN9	CN11	CN13	CN15	CN17	CN19	CN21	AN1	AN3	PIN1	PIN3	PIN5	SIN1	SIN3	TRN1	TRN3
Anti-image Covariance	CN1	.396	-.077	-.083	-.057	-.127	-.005	.089	.012	-.032	-.036	-.053	-.046	-.047	.030	.002	.038	.037	.017	.006	-.014
	CN3	-.077	.465	-.053	-.067	.004	-.016	-.040	-.082	.022	-.004	-.006	-.010	.025	-.086	.000	.013	-.005	.002	.026	-.036
	CN5	-.083	-.053	.382	-.043	-.012	.063	.022	.022	.008	-.042	-.018	-.040	-.072	-.017	.055	-.052	-.066	-.044	.040	-.015
	CN7	-.057	-.067	-.043	.505	.026	.013	-.038	.003	-.048	-.014	-.057	.025	-.002	.031	-.017	-.009	-.037	.022	-.047	-.017
	CN9	-.127	.004	-.012	.026	.344	-.070	-.084	.058	-.062	.054	-.046	.028	-.036	-.009	-.063	.023	-.036	.009	.008	.007
	CN11	-.005	-.016	.063	.013	-.070	.289	-.065	-.061	.042	-.118	.057	-.035	.002	-.068	.052	-.041	-.007	-.028	-.052	-.001
	CN13	.089	-.040	.022	-.038	-.084	-.065	.377	-.094	.073	-.022	-.050	.020	-.019	-.006	-.044	-.032	.024	-.039	-.018	.043
	CN15	.012	-.082	.022	.003	.058	-.061	-.094	.349	-.169	.007	.010	-.045	-.027	.030	-.039	.037	.011	.004	.014	-.033
	CN17	-.032	.022	.008	-.048	-.062	.042	.073	-.169	.370	-.062	.031	-.003	-.059	-.033	.030	-.053	7.642E-5	.012	-.046	.012
	CN19	-.036	-.004	-.042	-.014	.054	-.118	-.022	.007	-.062	.346	-.034	-.030	.006	.056	.027	-.037	-.016	-.072	.012	-.009
	CN21	-.053	-.006	-.018	-.057	-.046	.057	-.050	.010	.031	-.034	.386	.001	-.047	-.078	-.002	-.065	-.022	-.008	.016	-.016
	AN1	-.046	-.010	-.040	.025	.028	-.035	.020	-.045	-.003	-.030	.001	.417	-.020	-.019	-.029	-.048	-.070	.066	.005	-.065
	AN3	-.047	.025	-.072	-.002	-.036	.002	-.019	-.027	-.059	.006	-.047	-.020	.314	-.025	-.060	.049	-.040	-.001	.008	-.003
	PIN1	.030	-.086	-.017	.031	-.009	-.068	-.006	.030	-.033	.056	-.078	-.019	-.025	.384	-.073	-.088	-.032	.011	.034	.013
	PIN3	.002	.000	.055	-.017	-.063	.052	-.044	-.039	.030	.027	-.002	-.029	-.060	-.073	.298	-.065	.023	-.101	-.038	-.001
	PIN5	.038	.013	-.052	-.009	.023	-.041	-.032	.037	-.053	-.037	-.065	-.048	.049	-.088	-.065	.384	.034	.018	-.033	-.038
	SIN1	.037	-.005	-.066	-.037	-.036	-.007	.024	.011	7.642E-5	-.016	-.022	-.070	-.040	-.032	.023	.034	.273	-.112	-.071	.043
	SIN3	.017	.002	-.044	.022	.009	-.028	-.039	.004	.012	-.072	-.008	.066	-.001	.011	-.101	.018	-.112	.279	.018	-.041
	TRN1	.006	.026	.040	-.047	.008	-.052	-.018	.014	-.046	.012	.016	.005	.008	.034	-.038	-.033	-.071	.018	.270	-.156
	TRN3	-.014	-.036	-.015	-.017	.007	-.001	.043	-.033	.012	-.009	-.016	-.065	-.003	.013	-.001	-.038	.043	-.041	-.156	.294
Anti-image Correlation	CN1	.917a	-.180	-.213	-.128	-.345	-.014	.229	.032	-.084	-.097	-.137	-.112	-.132	.077	.007	.097	.114	.051	.017	-.042
	CN3	-.180	.963a	-.126	-.138	.009	-.043	-.094	-.203	.054	-.009	-.015	-.022	.066	-.204	-.001	.030	-.015	.005	.074	-.098
	CN5	-.213	-.126	.935a	-.097	-.034	.191	.057	.059	.022	-.115	-.046	-.100	-.207	-.045	.164	-.137	-.205	-.135	.126	-.045
	CN7	-.128	-.138	-.097	.972a	.062	.033	-.086	.007	-.112	-.033	-.129	.055	-.005	.071	-.044	-.020	-.099	.059	-.128	-.045
	CN9	-.345	.009	-.034	.062	.930a	-.223	-.234	.168	-.174	.155	-.126	.075	-.110	-.024	-.198	.062	-.118	.027	.026	.021
	CN11	-.014	-.043	.191	.033	-.223	.919a	-.197	-.191	.130	-.374	.170	-.102	.008	-.204	.176	-.123	-.024	-.100	-.188	-.005
	CN13	.229	-.094	.057	-.086	-.234	-.197	.926a	-.260	.195	-.060	-.132	.051	-.055	-.015	-.131	-.085	.075	-.120	-.057	.130
	CN15	.032	-.203	.059	.007	.168	-.191	-.260	.913a	-.470	.020	.027	-.119	-.083	.082	-.121	.101	.035	.012	.045	-.104
	CN17	-.084	.054	.022	-.112	-.174	.130	.195	-.470	.915a	-.174	.083	-.009	-.173	-.089	.089	-.141	.000	.038	-.147	.036
	CN19	-.097	-.009	-.115	-.033	.155	-.374	-.060	.020	-.174	.943a	-.092	-.080	.017	.152	.085	-.101	-.053	-.230	.041	-.029
	CN21	-.137	-.015	-.046	-.129	-.126	.170	-.132	.027	.083	-.092	.962a	.003	-.136	-.202	-.006	-.169	-.069	-.023	.048	-.048
	AN1	-.112	-.022	-.100	.055	.075	-.102	.051	-.119	-.009	-.080	.003	.962a	-.056	-.047	-.083	-.120	-.209	.192	.014	-.184
	AN3	-.132	.066	-.207	-.005	-.110	.008	-.055	-.083	-.173	.017	-.136	-.056	.965a	-.072	-.197	.141	-.138	-.004	.026	-.009
	PIN1	.077	-.204	-.045	.071	-.024	-.204	-.131	.082	-.089	.152	-.202	-.047	-.072	.944a	-.217	-.228	-.097	.035	.106	.038
	PIN3	.007	-.001	.164	-.044	-.198	.176	-.131	-.121	.089	.085	-.006	-.083	-.197	-.217	.933a	-.193	.082	-.351	-.133	-.002
	PIN5	.097	.030	-.137	-.020	.062	-.123	-.085	.101	-.141	-.101	-.169	-.120	.141	-.228	-.193	.948a	.105	.056	-.103	-.113
	SIN1	.114	-.015	-.205	-.099	-.118	-.024	.075	.035	.000	-.053	-.069	-.209	-.138	-.097	.082	.105	.935a	-.405	-.260	.151
	SIN3	.051	.005	-.135	.059	.027	-.100	-.120	.012	.038	-.230	-.023	.192	-.004	.035	-.351	.056	-.405	.929a	.065	-.142
	TRN1	.017	.074	.126	-.128	.026	-.188	-.057	.045	-.147	.041	.048	.014	.026	.106	-.133	-.103	-.260	.065	.913a	-.554
	TRN3	-.042	-.098	-.045	-.045	.021	-.005	.130	-.104	.036	-.029	-.048	-.184	-.009	.038	-.002	-.113	.151	-.142	-.554	.925a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CN1	1.000	.743
CN3	1.000	.524
CN5	1.000	.720
CN7	1.000	.543
CN9	1.000	.670
CN11	1.000	.720
CN13	1.000	.743
CN15	1.000	.630
CN17	1.000	.641
CN19	1.000	.615
CN21	1.000	.686
AN1	1.000	.615
AN3	1.000	.716
PIN1	1.000	.657
PIN3	1.000	.720
PIN5	1.000	.596
SIN1	1.000	.668
SIN3	1.000	.669
TRN1	1.000	.738
TRN3	1.000	.725

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.907	54.535	54.535	10.907	54.535	54.535
2	1.350	6.749	61.284	1.350	6.749	61.284
3	1.082	5.409	66.693	1.082	5.409	66.693
4	.767	3.833	70.526			
5	.702	3.511	74.037			
6	.630	3.150	77.187			
7	.595	2.975	80.161			
8	.539	2.693	82.854			
9	.494	2.470	85.324			
10	.406	2.030	87.354			
11	.388	1.941	89.295			
12	.340	1.699	90.994			
13	.330	1.652	92.647			
14	.284	1.419	94.065			
15	.249	1.247	95.312			
16	.227	1.136	96.449			
17	.217	1.085	97.534			
18	.192	.958	98.492			
19	.169	.843	99.335			
20	.133	.665	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
CN1	.643	.535	.207
CN3	.716	.105	.015
CN5	.676	.508	.065
CN7	.695	.146	.194
CN9	.745	.220	-.257
CN11	.760	-.375	-.026
CN13	.682	-.331	-.411
CN15	.711	-.286	.206
CN17	.713	.008	.363
CN19	.759	-.122	.156
CN21	.750	.262	-.236
AN1	.745	-.007	.247
AN3	.801	.265	-.066
PIN1	.731	.017	-.349
PIN3	.783	-.116	-.306
PIN5	.739	-.219	-.055
SIN1	.809	.104	-.057
SIN3	.785	-.074	-.215
TRN1	.750	-.332	.255
TRN3	.752	-.224	.330

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

2. Gratification Obtained

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.935
Bartlett's Test of Sphericity	Approx. Chi-Square	2267.467
	df	190
	Sig.	.000

Anti-image Matrices

		CN2	CN4	CN6	CN8	CN10	CN12	CN14	CN16	CN18	CN20	CN22	AN2	AN4	PIN2	PIN4	PIN6	SIN2	SIN4	TRN2	TRN4
Anti-image Covariance	CN2	.452	-.094	-.054	-.103	-.087	-.022	-.023	.095	-.069	.097	-.049	.021	-.076	.043	.043	-.061	.013	-.084	-.005	.003
	CN4	-.094	.525	-.043	.025	.035	.022	-.006	-.007	-.029	-.030	-.039	-.007	-.014	-.049	-.062	-.037	-.033	-.009	.029	.049
	CN6	-.054	-.043	.465	-.064	.029	-.049	-.024	.094	-.081	-.071	-.043	-.068	-.029	-.006	-.031	.065	-.073	.010	.056	.021
	CN8	-.103	.025	-.064	.479	.011	-.037	.060	-.105	-.020	-.001	-.066	-.024	.010	.021	.012	.037	.061	-.046	-.057	-.047
	CN10	-.087	.035	.029	.011	.372	-.048	-.046	.017	-.013	-.087	-.053	.036	-.024	-.100	-.008	-.001	-.048	.056	.015	-.020
	CN12	-.022	.022	-.049	-.037	-.048	.416	-.094	-.071	.001	-.013	-.012	-.015	.060	-.051	.007	.003	-.012	.007	-.013	-.048
	CN14	-.023	-.006	-.024	.060	-.046	-.094	.430	-.085	.046	-.046	-.060	.027	.016	-.032	.015	-.009	.011		-.040	.022
	CN16	.095	-.007	.094	-.105	.017	-.071	-.085	.322	-.152	-.011	.040	-.020	-.085	.027	-.018	-.081	-.047	.031	.020	.031
	CN18	-.069	-.029	-.081	-.020	-.013	.001	.046	-.152	.343	-.058	-.051	-4.947E-5	.022	-.029	.036	.056	-.002	.045	-.066	-.020
	CN20	.097	-.030	-.071	-.001	-.087	-.013	-.046	-.011	-.058	.304	-.012	-.014	.054	-.005	-.011	-.016	-.015	-.094	-.015	-.027
	CN22	-.049	-.039	-.043	-.066	-.053	-.012	-.060	.040	-.051	-.012	.374	-.087	.028	-.009	-.052	-.054	-.016	.020	.041	.046
	AN2	.021	-.007	-.068	-.024	.036	-.015	.027	-.020	-4.947E-5	-.014	-.087	.386	-.037	.024	-.025	.046	-.028	-.034		-.101
	AN4	-.076	-.014	-.029	.010	-.024	.060	-.070	-.085	.022	.054	.028	-.037	.379	-.070	-.056	-.033	-.075	-.010	.023	-.003
	PIN2	.043	-.049	-.006	.021	-.100	-.051	.016	.027	-.029	-.005	-.009	.024	-.070	.299	-.043	-.043	.006	-.057	-.027	.081
	PIN4	.043	-.062	-.031	.012	-.008	.007	-.032	.036	-.011	-.052	.024	-.056	-.043	-.043	.388	-.067	.012	-.052	-.025	-.037
	PIN6	-.061	-.037	.065	.037	-.001	.003	.015	-.081	.056	-.016	-.054	-.025	-.033	-.043	-.067	.347	.001	-.022	-.010	-.088
	SIN2	.013	-.033	-.073	.061	-.048	-.012	-.009	-.047	-.002	-.015	-.016	.046	-.075	.006	.012	.001	.407	-.102	-.016	-.050
	SIN4	-.084	-.009	.010	-.046	.056	.007	.011	.031	.045	-.094	.020	-.028	-.010	-.057	-.052	-.022	-.102	.315	-.075	.036
	TRN2	-.005	.029	.056	-.057	.015	-.013	-.040	.020	-.066	-.015	.041	-.034	.023	-.027	-.025	-.010	-.016	-.075	.330	-.145
	TRN4	.003	.049	.021	-.047	-.020	-.048	.022	.031	-.020	-.027	.046	-.101	.081	-.037	-.088	-.050	.036	-.145	.385	
Anti-image Correlation	CN2	.885a	-.192	-.118	-.221	-.211	-.050	-.053	.250	-.175	.261	-.119	.051	-.183	.116	.102	-.154	.030	-.223	-.013	.007
	CN4	-.192	.964a	-.086	.050	.079	.047	-.013	-.018	-.069	-.074	-.089	-.015	-.032	-.123	-.138	-.087	-.071	-.023	.069	.108
	CN6	-.118	-.086	.920a	-.135	.070	-.111	-.055	.242	-.202	-.190	-.103	-.160	-.069	-.015	-.073	.163	-.168	.027	.143	.050
	CN8	-.221	.050	-.135	.932a	.025	-.084	.132	-.267	-.049	-.002	-.156	-.057	.024	.056	.028	.091	.138	-.119	-.143	-.108
	CN10	-.211	.079	.070	.025	.941a	-.122	-.115	.049	-.037	-.259	-.141	.094	-.065	-.299	-.022	-.002	-.122	.163	.043	-.052
	CN12	-.050	.047	-.111	-.084	-.122	.964a	-.222	-.195	.004	-.037	-.030	.151	-.146	.018	.008	-.029	.019	-.035	-.119	
	CN14	-.053	-.013	-.055	.132	-.115	-.222	.949a	-.229	.121	-.128	-.151	.067	-.173	.046	-.078	.039	-.021	.031	-.106	.054
	CN16	.250	-.018	.242	-.267	.049	-.195	-.229	.865a	-.458	-.036	.115	-.058	-.243	.087	-.051	-.242	-.131	.099	.060	.087
	CN18	-.175	-.069	-.202	-.049	-.037	.004	.121	-.458	.913a	-.180	-.143	.000	.061	-.092	.098	.163	-.004	.136	-.195	-.054
	CN20	.261	-.074	-.190	-.002	-.259	-.037	-.128	-.036	-.180	.942a	-.037	-.040	.159	-.015	-.033	-.050	-.043	-.302	-.049	-.080
	CN22	-.119	-.089	-.103	-.156	-.141	-.030	-.151	.115	-.143	-.037	.951a	-.228	.073	-.028	-.137	-.149	-.040	.057	.117	.122
	AN2	.051	-.015	-.160	-.057	.094	-.036	.067	-.058	.000	-.040	-.228	.954a	-.098	-.183	.062	-.068	.117	-.081	-.094	-.262
	AN4	-.183	-.032	-.069	.024	-.065	.151	-.173	-.243	.061	.159	.073	-.098	.940a	-.207	-.145	-.092	-.191	-.029	.064	-.008
	PIN2	.116	-.123	-.015	.056	-.299	-.146	.046	.087	-.092	-.015	-.028	-.183	-.207	.941a	-.126	-.134	.018	-.185	-.087	.240
	PIN4	.102	-.138	-.073	.028	-.022	.018	-.078	-.051	.098	-.033	-.137	.062	-.145	-.126	.967a	-.182	.031	-.147	-.068	-.095
	PIN6	-.154	-.087	.163	.091	-.002	.008	.039	-.242	.163	-.050	-.149	-.068	-.092	-.134	-.182	.946a	.003	-.068	-.031	-.241
	SIN2	.030	-.071	-.168	.138	-.122	-.029	-.021	-.131	-.004	-.043	-.040	.117	-.191	.018	.031	.003	.955a	-.283	-.045	-.126
	SIN4	-.223	-.023	.027	-.119	.163	.019	.031	.099	.136	-.302	.057	-.081	-.029	-.185	-.147	-.068	-.283	.927a	-.231	.102
	TRN2	-.013	.069	.143	-.143	.043	-.035	-.106	.060	-.195	-.049	.117	-.094	.064	-.087	-.068	-.031	-.045	-.231	.930a	-.408
	TRN4	.007	.108	.050	-.108	-.052	-.119	.054	.087	-.054	-.080	.122	-.262	-.008	.240	-.095	-.241	-.126	.102	-.408	.884a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CN2	1.000	.565
CN4	1.000	.596
CN6	1.000	.691
CN8	1.000	.691
CN10	1.000	.602
CN12	1.000	.585
CN14	1.000	.564
CN16	1.000	.555
CN18	1.000	.651
CN20	1.000	.650
CN22	1.000	.676
AN2	1.000	.618
AN4	1.000	.658
PIN2	1.000	.714
PIN4	1.000	.678
PIN6	1.000	.694
SIN2	1.000	.600
SIN4	1.000	.604
TRN2	1.000	.740
TRN4	1.000	.732

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.447	52.235	52.235	10.447	52.235	52.235
2	1.366	6.832	59.067	1.366	6.832	59.067
3	1.050	5.251	64.318	1.050	5.251	64.318
4	.938	4.689	69.006			
5	.733	3.665	72.671			
6	.620	3.101	75.772			
7	.590	2.951	78.723			
8	.500	2.501	81.224			
9	.474	2.372	83.596			
10	.470	2.351	85.947			
11	.404	2.019	87.966			
12	.377	1.883	89.849			
13	.370	1.849	91.698			
14	.331	1.654	93.352			
15	.311	1.553	94.905			
16	.255	1.273	96.179			
17	.227	1.134	97.312			
18	.199	.993	98.305			
19	.178	.891	99.196			
20	.161	.804	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
CN2	.622	-.282	.315
CN4	.643	-.428	.005
CN6	.632	-.292	.454
CN8	.639	.284	.450
CN10	.753	-.181	-.041
CN12	.749	.135	.075
CN14	.718	-.107	-.192
CN16	.685	.252	-.149
CN18	.729	.151	.311
CN20	.803	.072	.015
CN22	.758	-.245	.204
AN2	.759	.176	.105
AN4	.730	-.212	-.281
PIN2	.801	-.221	-.153
PIN4	.764	-.095	-.292
PIN6	.767	.074	-.317
SIN2	.752	-.078	-.168
SIN4	.772	-.025	-.091
TRN2	.720	.469	-.031
TRN4	.611	.598	-.032

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

APPENDIX 7 - Normality Test

1. Gratification Sought and Gratification Obtained
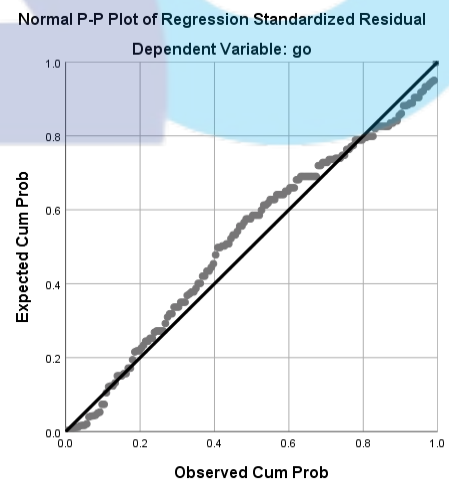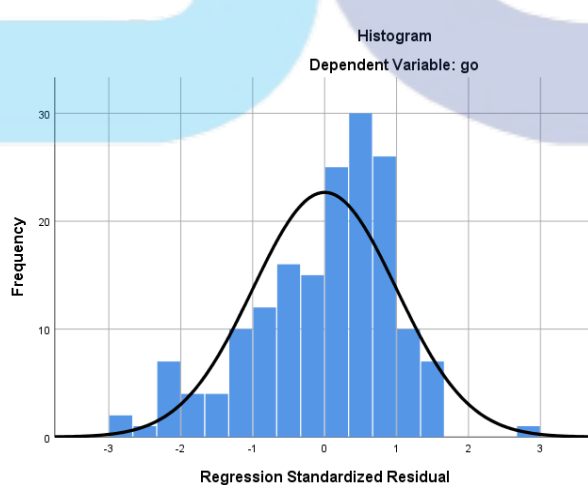
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			170
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.26048096
Most Extreme Differences	Absolute		.093
	Positive		.053
	Negative		-.093
Test Statistic			.093
Asymp. Sig. (2-tailed)			.001[c]
Monte Carlo Sig. (2-tailed)	Sig.		.089[d]
	99% Confidence Interval	Lower Bound	.081
		Upper Bound	.096

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Histogram
Dependent Variable: go

Mean = 9.97E-17
Std. Dev. = 0.997
N = 170

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: go

APPENDIX 8 - Pearson Correlation Test

1. Cognitive Needs

Correlations

		CGS	CGO
CGS	Pearson Correlation	1	.869**
	Sig. (2-tailed)		.000
	N	170	170
CGO	Pearson Correlation	.869**	1
	Sig. (2-tailed)	.000	
	N	170	170

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

2. Affective Needs

Correlations

		AGS	AGO
AGS	Pearson Correlation	1	.723**
	Sig. (2-tailed)		.000
	N	170	170
AGO	Pearson Correlation	.723**	1
	Sig. (2-tailed)	.000	
	N	170	170

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

3. Personal Integrative Needs

Correlations

		PIGS	PIGO
PIGS	Pearson Correlation	1	.467**
	Sig. (2-tailed)		.000
	N	170	170
PIGO	Pearson Correlation	.467**	1
	Sig. (2-tailed)	.000	
	N	170	170

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

4. Social Integrative Needs

Correlations

		SIGS	SIGO
SIGS	Pearson Correlation	1	.399**
	Sig. (2-tailed)		.000
	N	170	170
SIGO	Pearson Correlation	.399**	1
	Sig. (2-tailed)	.000	
	N	170	170

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

5. Tension Release Needs

Correlations

		TRGS	TRGO
TRGS	Pearson Correlation	1	.770**
	Sig. (2-tailed)		.000
	N	170	170
TRGO	Pearson Correlation	.770**	1
	Sig. (2-tailed)	.000	
	N	170	170

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

6. Overall Gratification Sought and Gratification Obtained

Correlations

		ovrlGS	ovrlGO
ovrlGS	Pearson Correlation	1	.894**
	Sig. (2-tailed)		.000
	N	170	170
ovrlGO	Pearson Correlation	.894**	1
	Sig. (2-tailed)	.000	
	N	170	170

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

CURRICULUM VITAE

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GET TO KNOW ME

As a communication student, I really dedicated to my studies. I also gaining experiance by joining university organization and internhsip

QUALIFICATIONS

- Advance in graphic design app
- good experiances as an intern

CORE SKILLS

- Communication Relations
- Graphic Design
- Video editor

WORK EXPERIENCE

Amogo Networx | 2022 (4 month)
Design Graphic Intern

- Designing movie thumbnail
- Managaing youtube comments for more than 30 channels
- Sort out some old documents file

PT Glaxo Smith Klein | 2021 (3 month)
Communication Culture Intern

- Designing logo for the company campaign
- Designing pamflet
- Provide business power point presentation

EDUCATION

Swiss German University
Global Strategic Communication
2019 - present

SMAI Al - Azhar Kelapa Gading
Social Science
2016 - 2019