**Lampiran 3**

**Hasil Olah Data**

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| **Correlations** |
|  | Partisipan | Keterbukaan | Percakapan | Masyarakat | Keterhubungan | Citra |
| Partisipan | Pearson Correlation | 1 | .509\*\* | .602\*\* | .687\*\* | .630\*\* | .699\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Keterbukaan | Pearson Correlation | .509\*\* | 1 | .344\*\* | .411\*\* | .489\*\* | .582\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Percakapan | Pearson Correlation | .602\*\* | .344\*\* | 1 | .598\*\* | .635\*\* | .564\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Masyarakat | Pearson Correlation | .687\*\* | .411\*\* | .598\*\* | 1 | .696\*\* | .668\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Keterhubungan | Pearson Correlation | .630\*\* | .489\*\* | .635\*\* | .696\*\* | 1 | .684\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Citra | Pearson Correlation | .699\*\* | .582\*\* | .564\*\* | .668\*\* | .684\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

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| **Variables Entered/Removeda** |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Keterhubungan, Keterbukaan, Percakapan, Partisipan, Masyarakatb | . | Enter |
| a. Dependent Variable: Citra |
| b. All requested variables entered. |

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| **Model Summary** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .808a | .654 | .635 | 3.79933 |
| a. Predictors: (Constant), Keterhubungan, Keterbukaan, Percakapan, Partisipasi, Masyarakat |

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| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2559.761 | 5 | 511.952 | 35.466 | .000b |
| Residual | 1356.879 | 94 | 14.435 |  |  |
| Total | 3916.640 | 99 |  |  |  |
| a. Dependent Variable: Citra |
| b. Predictors: (Constant), Keterhubungan, Keterbukaan, Percakapan, Partisipasi, Masyarakat |

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| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .641 | 6.126 |  | .105 | .917 |
| Partisipasi | 1.213 | .426 | .265 | 2.850 | .005 |
| Keterbukaan | 1.553 | .425 | .274 | 3.656 | .000 |
| Percakapan | .173 | .340 | .043 | .509 | .612 |
| Masyarakat | 1.669 | .784 | .204 | 2.130 | .036 |
| Keterhubungan | .660 | .319 | .201 | 2.067 | .041 |
| a. Dependent Variable: Citra |