

Kuesioner

No:
Diisi oleh
peneliti

Kepada
Yth Para Responden, Pelanggan Carrefour
di Surabaya

Dalam rangka memenuhi persyaratan tugas akhir (skripsi), saya Angelina Natasha (NRP:3103005241), mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Widya Mandala melakukan penelitian dengan judul: “**Pengaruh Advertising dan Price Promotion terhadap Dimensi Brand Equity Carrefour di Surabaya.**” Untuk itu, saya mohon kesediaan Anda untuk mengisi kuesioner di bawah ini sesuai dengan yang Anda yakini. Perlu saya sampaikan, bahwa tidak ada jawaban yang salah, sebaliknya semua jawaban yang didasari oleh keyakinan adalah benar. Data dan informasi yang terkumpul hanya akan saya gunakan untuk keperluan penulisan skripsi dan tidak akan dipublikasikan secara terbuka. Sebelumnya, saya mengucapkan banyak-banyak terima kasih atas partisipasi yang Anda diberikan untuk mendukung keberhasilan saya.
TUHAN memberkati.

Surabaya, Desember 2009
Peneliti: Angelina Natasha

Petunjuk: Berilah tanda silang (X) pada jawaban yang Anda pilih.

Bagian I: SCREENING

1. Berapakah usia Anda pada saat ini?
☐ < 18 tahun (**Stop**)
☐ ≥ 18 tahun (Dilanjutkan pada pertanyaan no 2)
2. Apakah Anda pernah melihat/menyimak iklan Carrefour di TV?
☐ Tidak pernah (**Stop**)
☐ Pernah (Dilanjutkan pada pertanyaan no 3)
3. Pernahkah Anda berbelanja pada Carrefour?
☐ Tidak pernah (**Stop**)
☐ Pernah (Dilanjutkan pada pertanyaan no 4)

Lampiran 1 (lanjutan)

4. Berapa kali Anda berbelanja pada Carrefour dalam tiga bulan terakhir?
- [] < 2 kali (**Stop**)
- [] ≥ 2 kali (Dilanjutkan pada pertanyaan no 5)

Bagian II: IDENTITAS DIRI RESPONDEN:

5. Sebutkan jenis kelamin Anda?
- [1] Wanita [2] Laki-laki.
6. Sebutkan pendidikan Anda terakhir (atau yang sedang berlangsung)?
- [1] SLTA sederajat [2] Akademi/Diploma
- [3] S-1 [4] Pasca Sarjana
7. Berapa usia Anda sekarang ini?
- [1] 18 th - 25 th [2] >25 th - 30 th
- [3] >30 th - 35 th [4] >35 th - 40 th
- [5] >40 th - 45 th [6] >45 th
8. Sebutkan pekerjaan Anda?
- [1] Mahasiswa [2] Pegawai Negeri
- [3] Pegawai swasta [4] Wiraswasta
- [5] Profesional [6] Ibu rumah tangga
- [7] Lain-lain, sebutkan
9. Berapa rata-rata nilai transaksi Anda sekali belanja di Carrefour?
- [1] ≤Rp 100.000 [2] >Rp 100.000 - Rp 200.000
- [3] >Rp 200.000 - Rp 300.000 [4] >Rp 300.000 - Rp 400.000
- [5] >Rp 400.000 - Rp 500.000 [6] >Rp 500.000

Bagian III: PERTANYAAN INTI

10. Untuk pertanyaan-pertanyaan di bawah ini, Anda cukup memberi tanda silang [X] pada salah satu dari angka 1 s.d 7 yang disediakan.
- Angka 1 = **sangat tidak setuju**, semakin mendekati angka 1 menunjukkan Anda semakin tidak setuju dengan pernyataan yang diajukan.

Lampiran 1 (lanjutan)

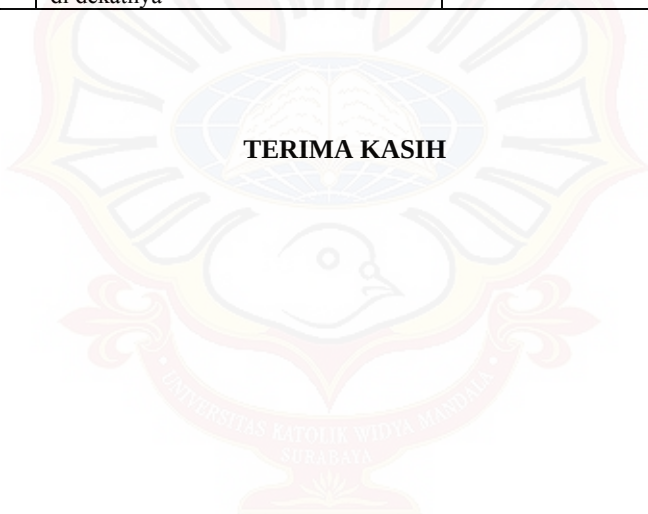
Angka 7 = **sangat setuju**, semakin mendekati angka 7 menunjukkan Anda semakin setuju dengan pernyataan yang diajukan.

NO	PERTANYAAN	SKOR	
		SANGAT TIDAK SETUJU 1----	SANGAT SETUJU 2----3----4----5----6----7
ADV1	Kampanye iklan Carrefour tampak amat mahal bila dibandingkan dengan kampanye iklan <i>hypermarket</i> pesaing.	1----	2----3----4----5----6----7
ADV2	Saya pikir Carrefour gencar memasang iklan bila dibandingkan dengan <i>hypermarket</i> pesaing.	1----	2----3----4----5----6----7
ADV3	Kampanye iklan Carrefour terlihat sering sekali.	1----	2----3----4----5----6----7
PPR1	Carrefour sering melakukan <i>price promotion</i> untuk setiap jenis/item produk yang berbeda.	1----	2----3----4----5----6----7
PPR2	Saya pikir <i>price promotion</i> yang dilakukan Carrefour lebih sering bila dibandingkan dengan <i>hypermarket</i> pesaing.	1----	2----3----4----5----6----7
PPR3	<i>Price promotion</i> yang disajikan Carrefour berulang-ulang kali untuk setiap jenis/item produk yang berbeda.	1----	2----3----4----5----6----7
BAW1	Saya dapat mengenali Carrefour di antara <i>hypermarket</i> pesaing yang lain.	1----	2----3----4----5----6----7
BAW2	Saya menyadari keberadaan Carrefour.	1----	2----3----4----5----6----7
BAW3	Saya mengetahui dengan tepat keberadaan Carrefour.	1----	2----3----4----5----6----7
BAS1	Beberapa karakteristik dari Carrefour muncul dengan cepat dari pikiran saya.	1----	2----3----4----5----6----7
BAS2	Saya dapat dengan cepat mengingat simbol/logo Carrefour.	1----	2----3----4----5----6----7
BAS3	Carrefour memiliki <i>image</i> atau citra yang kuat.	1----	2----3----4----5----6----7
PQU1	Carrefour menjual <i>merchandise</i> dan memberikan pelayanan dengan kualitas yang tinggi.	1----	2----3----4----5----6----7
PQU2	Kemungkinan bahwa Carrefour dapat dipercaya sangat tinggi.	1----	2----3----4----5----6----7

Lampiran 1 (lanjutan)

NO	PERTANYAAN	SKOR	
		SANGAT TIDAK SETUJU	SANGAT SETUJU
		1---2---3---4---5---6---7	
PQU3	Dibandingkan dengan <i>hypermarket</i> pesaing, saya menghargai Carrefour	1---2---3---4---5---6---7	
BLO1	Saya memutuskan untuk loyal pada Carrefour.	1---2---3---4---5---6---7	
BLO2	Carrefour akan menjadi pilihan utama saya bila saya pergi ke <i>hypermarket</i> untuk berbelanja	1---2---3---4---5---6---7	
BLO3	Saya tidak akan berbelanja pada <i>hypermarket</i> lain jika Carrefour berada di dekatnya	1---2---3---4---5---6---7	

TERIMA KASIH



Lampiran 2: Tabulasi Data (n = 50) untuk Uji Validitas dan Uji Reliabilitas

N o	ADV 1	ADV 2	ADV 3	TAD V	PPR 1	PPR 2	PPR 3	TPP R	BAW 1	BAW 2	BAW 3	TBA W
1	6	6	6	18	6	6	6	18	5	6	5	16
2	6	7	6	19	6	6	6	18	6	6	7	19
3	4	4	4	12	4	4	5	13	4	4	4	12
4	5	5	5	15	4	4	4	12	4	4	4	12
5	5	4	4	13	5	3	5	13	4	4	5	13
6	4	5	4	13	4	5	4	13	4	3	4	11
7	5	5	4	14	4	4	5	13	4	4	3	11
8	4	4	3	11	3	3	3	9	4	3	4	11
9	4	3	4	11	3	3	4	10	4	4	4	12
10	4	3	3	10	4	4	5	13	4	5	4	13
11	5	5	5	15	5	5	6	16	6	6	6	18
12	6	6	6	18	6	6	6	18	6	6	6	18
13	4	4	4	12	4	4	4	12	4	4	4	12
14	5	5	5	15	4	4	5	13	4	4	3	11
15	4	3	5	12	5	4	4	13	3	5	4	12
16	4	4	3	11	3	4	3	10	3	4	3	10
17	7	7	6	20	7	6	7	20	7	5	7	19
18	5	5	6	16	5	6	5	16	6	7	6	19
19	5	6	5	16	5	4	5	14	5	6	5	16
20	3	3	3	9	3	3	3	9	4	4	3	11
21	5	4	5	14	6	6	5	17	4	4	6	14
22	5	5	5	15	5	4	6	15	5	6	5	16
23	6	6	6	18	6	6	6	18	6	6	6	18
24	4	4	3	11	4	3	3	10	4	4	4	12
25	3	3	2	8	3	3	4	10	3	4	3	10
26	4	4	3	11	4	5	4	13	4	4	4	12
27	6	6	7	19	7	7	6	20	6	6	6	18
28	5	4	5	14	5	4	5	14	5	5	5	15
29	5	5	5	15	4	5	6	15	4	5	5	14
30	4	3	4	11	3	4	4	11	4	3	5	12
31	5	4	6	15	4	5	4	13	4	5	3	12
32	6	5	6	17	6	5	6	17	5	6	6	17
33	3	4	3	10	3	4	3	10	3	3	4	10
34	3	3	3	9	4	3	3	10	4	3	5	12
35	6	6	6	18	5	6	6	17	6	5	6	17
36	5	5	5	15	5	5	5	15	5	6	6	17
37	6	5	5	16	5	6	7	18	6	7	6	19
38	4	5	4	13	5	6	4	15	4	5	4	13
39	5	5	5	15	6	5	4	15	6	5	5	16
40	5	6	5	16	5	5	5	15	6	5	5	16
41	5	5	5	15	5	5	5	15	5	5	5	15
42	4	4	5	13	4	5	4	13	5	4	6	15
43	5	4	5	14	5	6	5	16	4	5	4	13
44	5	4	5	14	4	5	5	14	4	5	5	14
45	4	5	4	13	4	5	4	13	4	5	5	14
46	5	4	5	14	4	5	5	14	5	4	4	13
47	4	5	4	13	5	5	5	15	4	5	4	13
48	6	6	6	18	6	5	6	17	6	5	5	16
49	5	4	5	14	5	6	4	15	5	4	5	14
50	5	4	5	14	5	4	5	14	4	5	4	13

Lampiran 2 (lanjutan)

N o	BAS 1	BAS 2	BAS 3	TBA S	PQU 1	PQU 2	PQU 3	TPQ U	BLO 1	BLO 2	BLO 3	TBL O
1	6	6	6	18	5	6	6	17	5	6	5	16
2	6	6	6	18	5	6	6	17	5	7	6	18
3	4	4	4	12	5	5	5	15	4	5	4	13
4	5	5	5	15	3	4	3	10	4	5	4	13
5	4	3	4	11	4	5	5	14	4	3	4	11
6	4	5	4	13	4	5	4	13	3	5	4	12
7	3	4	3	10	3	4	3	10	4	5	4	13
8	3	4	5	12	3	4	3	10	3	4	4	11
9	3	4	3	10	4	3	4	11	4	5	4	13
10	4	3	4	11	3	4	4	11	4	3	4	11
11	6	5	6	17	5	4	4	13	6	5	6	17
12	6	6	6	18	5	4	5	14	5	6	6	17
13	4	4	4	12	3	4	3	10	4	4	4	12
14	4	5	4	13	5	4	5	14	4	5	5	14
15	3	4	5	12	3	4	3	10	4	3	5	12
16	3	4	4	11	3	4	3	10	3	4	3	10
17	5	7	6	18	5	6	5	16	6	7	7	20
18	5	6	5	16	4	4	4	12	5	6	5	16
19	4	5	3	12	5	4	4	13	4	5	4	13
20	4	3	3	10	4	3	4	11	3	4	3	10
21	4	6	5	15	3	4	4	11	6	5	6	17
22	5	4	6	15	5	4	5	14	5	6	5	16
23	6	6	6	18	5	5	5	15	6	6	6	18
24	4	3	4	11	4	3	4	11	5	4	4	13
25	4	3	4	11	4	3	4	11	3	4	3	10
26	5	4	3	12	4	5	4	13	4	3	4	11
27	7	7	7	21	5	4	5	14	6	5	6	17
28	5	4	5	14	5	6	5	16	5	4	5	14
29	5	4	5	14	4	6	5	15	5	4	6	15
30	4	3	5	12	5	4	4	13	4	4	4	12
31	5	4	6	15	5	5	4	14	4	5	4	13
32	6	5	6	17	5	6	5	16	5	6	4	15
33	4	3	4	11	3	4	3	10	4	5	3	12
34	3	4	3	10	4	3	4	11	4	3	4	11
35	5	4	6	15	6	5	6	17	5	6	5	16
36	5	6	4	15	5	6	5	16	4	5	6	15
37	6	5	7	18	6	5	7	18	6	6	7	19
38	5	4	6	15	5	4	6	15	4	5	5	14
39	6	5	4	15	5	6	5	16	5	6	5	16
40	5	6	5	16	5	4	4	13	5	6	5	16
41	5	5	5	15	5	4	5	14	5	6	5	16
42	4	5	6	15	4	5	5	14	5	4	6	15
43	5	6	5	16	5	4	5	14	5	6	5	16
44	4	3	4	11	4	5	4	13	3	5	4	12
45	4	4	4	12	5	4	5	14	5	4	4	13
46	4	5	4	13	4	5	4	13	4	5	5	14
47	5	4	5	14	5	4	5	14	5	4	5	14
48	6	5	6	17	5	4	6	15	5	4	6	15
49	5	4	5	14	5	6	5	16	4	5	4	13
50	5	4	5	14	5	4	5	14	5	4	5	14

Lampiran 3: Hasil Uji Validitas dan Uji Reliabilitas Alat Ukur

Hasil Uji Validitas Butir-Butir Pertanyaan *Advertising* (ADV)

Correlations

		ADV1	ADV2	ADV3	TADV
ADV1	Pearson Correlation	1	,775**	,870**	,951**
	Sig. (2-tailed)		,000	,000	,000
	N	50	50	50	50
ADV2	Pearson Correlation	,775**	1	,683**	,889**
	Sig. (2-tailed)	,000		,000	,000
	N	50	50	50	50
ADV3	Pearson Correlation	,870**	,683**	1	,926**
	Sig. (2-tailed)	,000	,000		,000
	N	50	50	50	50
TADV	Pearson Correlation	,951**	,889**	,926**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

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

Hasil Uji Reliabilitas Variabel *Advertising* (ADV)

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded ^a	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,907	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ADV1	9,28	3,879	,898	,811
ADV2	9,42	3,800	,749	,922
ADV3	9,38	3,424	,817	,869

Lampiran 3 (lanjutan)

Hasil Uji Validitas Butir-Butir Pertanyaan *Price Promotion* (PPR)

Correlations

		PPR1	PPR2	PPR3	TPPR
PPR1	Pearson Correlation	1	,706**	,722**	,913**
	Sig. (2-tailed)		,000	,000	,000
	N	50	50	50	50
PPR2	Pearson Correlation	,706**	1	,606**	,869**
	Sig. (2-tailed)	,000		,000	,000
	N	50	50	50	50
PPR3	Pearson Correlation	,722**	,606**	1	,876**
	Sig. (2-tailed)	,000	,000		,000
	N	50	50	50	50
TPPR	Pearson Correlation	,913**	,869**	,876**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

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

Hasil Uji Reliabilitas Variabel *Price Promotion* (PPR)

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded ^a	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,863	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PPR1	9,50	3,561	,797	,755
PPR2	9,42	3,800	,706	,839
PPR3	9,36	3,745	,719	,827

Lampiran 3 (lanjutan)

Hasil Uji Validitas Butir-Butir Pertanyaan *Brand Awareness* (BAW)

Correlations

		BAW1	BAW2	BAW3	TBAW
BAW1	Pearson Correlation	1	,636**	,777**	,913**
	Sig. (2-tailed)		,000	,000	,000
	N	50	50	50	50
BAW2	Pearson Correlation	,636**	1	,560**	,832**
	Sig. (2-tailed)	,000		,000	,000
	N	50	50	50	50
BAW3	Pearson Correlation	,777**	,560**	1	,891**
	Sig. (2-tailed)	,000	,000		,000
	N	50	50	50	50
TBAW	Pearson Correlation	,913**	,832**	,891**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

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

Hasil Uji Reliabilitas Variabel *Brand Awareness* (BAW)

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded ^a	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,851	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BAW1	9,50	3,398	,802	,718
BAW2	9,36	3,745	,633	,873
BAW3	9,38	3,302	,737	,777

Lampiran 3 (lanjutan)

Hasil Uji Validitas Butir-Butir Pertanyaan *Brand Association* (BAS)

Correlations

		BAS1	BAS2	BAS3	TBAS
BAS1	Pearson Correlation	1	,571**	,712**	,884**
	Sig. (2-tailed)		,000	,000	,000
	N	50	50	50	50
BAS2	Pearson Correlation	,571**	1	,492**	,812**
	Sig. (2-tailed)	,000		,000	,000
	N	50	50	50	50
BAS3	Pearson Correlation	,712**	,492**	1	,863**
	Sig. (2-tailed)	,000	,000		,000
	N	50	50	50	50
TBAS	Pearson Correlation	,884**	,812**	,863**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

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

Hasil Uji Reliabilitas Variabel *Brand Association* (BAS)

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded ^a	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,810	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BAS1	9,36	3,541	,743	,659
BAS2	9,44	3,680	,572	,830
BAS3	9,20	3,388	,673	,725

Lampiran 3 (lanjutan)

Hasil Uji Validitas Butir-Butir Pertanyaan *Perceived Quality* (PQU)

Correlations

		PQU1	PQU2	PQU3	TPQU
PQU1	Pearson Correlation	1	,347*	,816**	,859**
	Sig. (2-tailed)		,013	,000	,000
	N	50	50	50	50
PQU2	Pearson Correlation	,347*	1	,447**	,726**
	Sig. (2-tailed)	,013		,001	,000
	N	50	50	50	50
PQU3	Pearson Correlation	,816**	,447**	1	,908**
	Sig. (2-tailed)	,000	,001		,000
	N	50	50	50	50
TPQU	Pearson Correlation	,859**	,726**	,908**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

*. Correlation is significant at the 0.05 level (2-tailed).

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

Hasil Uji Reliabilitas Variabel *Perceived Quality* (PQU)

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded ^a	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,774	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PQU1	9,00	2,449	,687	,617
PQU2	8,94	2,833	,419	,896
PQU3	8,90	2,051	,759	,514

Lampiran 3 (lanjutan)

Hasil Uji Validitas Butir-Butir Pertanyaan *Brand Loyalty* (BLO)

Correlations

		BLO1	BLO2	BLO3	TBLO
BLO1	Pearson Correlation	1	,456**	,787**	,872**
	Sig. (2-tailed)		,001	,000	,000
	N	50	50	50	50
BLO2	Pearson Correlation	,456**	1	,448**	,771**
	Sig. (2-tailed)	,001		,001	,000
	N	50	50	50	50
BLO3	Pearson Correlation	,787**	,448**	1	,881**
	Sig. (2-tailed)	,000	,001		,000
	N	50	50	50	50
TBLO	Pearson Correlation	,872**	,771**	,881**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

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

Hasil Uji Reliabilitas Variabel *Brand Loyalty* (BLO)

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded ^a	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,841	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BLO1	23,66	17,209	,818	,799
BLO2	23,32	17,079	,660	,823
BLO3	23,42	16,167	,819	,779
TBLO	14,08	5,953	1,000	,786

Lampiran 4

Tabulasi Data Jawaban Responden Penelitian

No	JK	P D K	Usia	PKJ	Nilai	ADV 1	ADV 2	ADV 3	PPR 1	PPR 2	PPR 3	BAW 1	BAW 2	BAW 3
1	1	3	3	6	3	6	6	6	6	6	6	5	6	5
2	1	1	1	3	2	5	6	6	5	5	5	6	5	6
3	1	2	2	2	2	4	4	4	4	4	4	6	6	5
4	1	2	2	2	1	6	5	5	5	6	6	5	6	6
5	1	1	4	6	2	7	7	7	7	7	6	6	7	6
6	1	3	3	6	3	6	7	6	5	6	6	7	6	7
7	1	2	2	3	2	6	7	7	7	6	7	6	7	6
8	2	3	3	3	3	7	7	7	5	6	6	5	5	6
9	1	3	2	3	3	6	5	6	5	4	5	5	6	5
10	1	3	3	2	2	5	6	7	6	5	6	6	7	6
11	1	2	2	3	3	6	7	6	6	6	6	6	6	7
12	1	3	1	3	2	4	4	4	4	4	5	4	4	4
13	1	2	2	4	2	5	5	5	4	4	4	4	4	4
14	1	3	3	4	3	5	4	4	5	3	5	4	4	5
15	2	3	4	3	3	7	7	6	6	7	7	5	5	6
16	1	3	3	6	4	5	5	5	5	4	5	6	6	5
17	2	2	4	4	3	6	6	6	6	6	6	4	6	5
18	2	4	5	4	4	5	5	4	5	7	6	5	6	5
19	1	2	2	4	2	4	4	5	5	6	6	5	6	7
20	1	3	2	3	2	7	4	5	7	7	7	5	6	7
21	1	2	2	3	2	7	7	7	7	7	6	6	7	7
22	1	2	4	6	4	7	5	7	5	5	5	6	5	6
23	1	2	2	3	2	4	5	4	4	5	4	4	3	4
24	1	1	4	6	3	5	5	4	4	4	5	4	4	3
25	1	3	4	6	4	4	4	3	3	3	3	4	3	4
26	1	2	3	6	3	4	3	4	3	3	4	4	4	4
27	2	2	5	3	2	4	3	3	4	4	5	4	5	4
28	1	4	5	5	4	5	5	5	5	5	6	6	6	6
29	1	2	3	6	2	6	6	6	6	6	6	6	6	6
30	1	1	3	6	3	7	5	6	5	4	5	7	6	6
31	1	2	4	6	4	5	5	5	6	6	5	7	6	5
32	1	3	4	6	3	4	4	4	4	4	3	5	4	5
33	1	3	5	6	3	5	4	5	5	4	5	4	5	4
34	1	3	4	3	2	7	7	7	7	7	7	6	7	7
35	1	3	5	6	3	7	5	7	7	7	7	7	7	6
36	2	2	3	3	4	7	6	5	5	6	6	7	7	7
37	2	3	5	4	3	7	7	7	7	6	6	7	7	7
38	1	3	4	6	3	6	7	7	6	6	5	4	3	5
39	1	3	4	2	2	6	6	7	7	7	5	7	7	7
40	1	3	4	2	2	4	4	4	4	4	4	4	4	4
41	1	3	4	2	2	5	5	5	4	4	5	4	4	3
42	1	2	5	6	3	4	3	5	5	4	4	3	5	4
43	1	3	3	6	4	4	4	3	3	4	3	3	4	3
44	1	2	2	3	2	7	7	6	7	6	7	7	5	7
45	2	3	5	4	3	5	5	6	5	6	5	6	7	6
46	1	3	5	6	4	5	4	5	4	5	5	4	5	5
47	1	2	3	6	3	4	5	4	4	5	4	4	5	5
48	1	2	2	4	2	5	4	5	4	5	5	5	4	4
49	2	2	5	2	2	4	5	4	5	5	5	4	5	4
50	1	1	2	6	2	6	6	6	6	5	6	6	5	5

Lampiran 4 (lanjutan)

Tabulasi Data Jawaban Responden Penelitian

No	JK	PKJ	Usia	PKJ	Nilai	ADV1	ADV2	ADV3	PPR1	PPR2	PPR3	BAW1	BAW2	BAW3
51	1	3	2	2	3	5	4	5	5	6	4	5	4	5
52	1	2	2	2	3	5	5	3	4	4	5	6	6	5
53	1	2	2	2	2	6	6	5	6	5	7	6	7	6
54	2	2	6	4	4	7	6	7	7	7	7	6	7	7
55	2	3	6	4	4	5	6	5	5	4	5	5	6	5
56	1	2	4	6	3	3	3	3	3	3	3	4	4	3
57	1	3	3	5	4	5	4	5	6	6	5	4	4	6
58	1	3	3	5	5	5	5	5	5	4	6	5	6	5
59	1	2	3	6	4	6	6	6	6	6	6	6	6	6
60	2	2	5	3	4	7	6	5	4	4	5	5	6	6
61	2	3	6	3	3	5	5	6	4	4	7	6	7	6
62	1	2	3	6	3	5	5	7	6	5	5	5	6	7
63	1	3	3	6	4	6	6	5	5	5	6	5	6	5
64	1	3	2	3	3	6	5	5	6	7	6	6	7	6
65	1	3	3	3	3	4	3	4	3	4	4	4	3	5
66	2	2	5	4	5	5	4	6	4	5	4	4	5	3
67	1	3	2	3	3	6	5	6	6	5	6	5	6	6
68	1	3	3	3	3	3	4	3	3	4	3	3	3	4
69	2	3	6	5	5	4	4	3	4	3	3	4	4	4
70	1	2	3	6	3	3	3	2	3	3	4	3	4	3
71	2	2	5	4	3	4	4	3	4	5	4	4	4	4
72	2	2	3	3	2	6	6	7	7	7	6	6	6	6
73	1	3	2	3	3	5	4	5	5	4	5	5	5	5
74	2	3	2	4	3	5	5	5	4	5	6	4	5	5
75	1	3	3	4	2	3	3	3	4	3	3	4	3	5
76	2	3	3	3	3	6	6	6	5	6	6	6	5	6
77	2	2	3	2	2	5	5	5	5	5	5	5	6	6
78	1	3	2	2	2	6	5	5	5	6	7	6	7	6
79	1	2	2	2	2	4	5	4	5	6	4	4	5	4
80	1	2	3	4	2	5	5	5	6	5	4	6	5	5
81	1	2	2	4	2	5	6	5	5	5	5	6	5	5
82	2	3	4	4	3	5	5	5	5	5	5	5	5	5
83	2	3	5	4	3	4	4	5	4	5	4	5	4	6
84	1	3	2	4	3	5	4	5	5	6	5	4	5	4
85	1	3	2	4	3	4	5	6	4	5	5	5	5	6
86	1	2	3	6	4	5	4	4	4	4	5	5	6	5
87	2	3	5	3	3	4	5	4	3	4	4	5	6	6
88	2	2	6	3	4	5	3	4	4	4	4	4	5	6
89	1	2	2	3	3	7	7	7	5	5	5	7	5	7
90	1	2	2	3	3	4	6	5	4	4	3	5	5	4
91	1	3	1	1	1	5	4	5	5	5	5	4	5	4
92	1	3	1	1	2	5	4	4	6	7	6	6	7	6
93	1	3	1	1	2	5	5	6	6	6	7	6	6	6
94	1	3	1	1	1	7	6	6	6	6	6	6	5	6
95	1	2	1	1	1	5	5	5	5	5	5	5	5	6
96	2	3	3	3	2	7	7	7	7	7	7	6	5	5
97	1	2	1	1	2	7	7	7	7	7	7	7	6	7
98	1	2	1	1	2	7	7	6	5	7	7	6	7	7
99	2	2	5	4	3	7	7	7	6	7	7	7	7	7
100	1	3	3	4	3	5	5	5	6	7	6	7	7	6

Lampiran 4 (lanjutan)

Tabulasi Data Jawaban Responden Penelitian

No	JK	PDK	Usia	PKJ	Nilai	ADV1	ADV2	ADV3	PPR1	PPR2	PPR3	BAW1	BAW2	BAW3
101	1	3	4	6	4	7	7	6	6	6	6	6	5	6
102	1	2	4	6	4	5	5	4	4	4	4	4	5	5
103	1	2	5	6	4	6	7	7	7	7	6	3	4	4
104	2	2	6	4	4	7	6	6	6	6	6	6	6	5
105	1	3	4	6	3	7	7	7	7	7	7	7	7	7
106	2	3	5	4	4	7	7	7	7	6	7	7	6	6
107	1	3	3	6	3	7	7	7	7	7	7	6	7	7
108	1	1	3	6	3	6	6	5	5	6	5	5	5	6
109	2	3	3	3	3	7	5	5	6	7	7	5	5	6
110	2	3	3	3	2	7	6	6	6	6	6	7	7	6
111	2	3	1	1	3	6	6	6	6	6	6	6	5	6
112	1	3	1	1	2	5	6	6	6	5	5	5	6	5
113	2	4	6	5	6	4	5	4	4	5	4	4	6	5
114	2	3	5	4	5	7	7	6	7	6	7	6	5	5
115	1	3	3	6	3	7	5	6	7	7	6	5	6	6
116	1	1	3	6	3	5	5	5	5	4	4	4	5	5
117	1	3	3	6	2	5	6	5	7	6	7	5	6	5
118	2	2	3	3	2	7	6	4	4	4	6	6	6	6
119	1	2	2	3	3	5	5	7	7	7	6	6	7	7
120	2	3	2	3	3	7	7	6	6	6	6	5	6	6
121	2	3	2	3	3	5	6	4	4	4	6	7	6	6
122	1	2	2	6	4	7	7	6	5	7	6	6	5	6
123	1	3	4	6	3	7	6	4	7	7	6	6	6	6
124	1	2	4	6	3	5	5	7	7	7	5	6	6	5
125	2	2	5	4	2	5	4	5	6	4	6	6	5	5
126	1	3	4	6	3	4	6	4	5	5	6	5	5	6
127	1	3	3	6	2	7	7	7	7	6	7	7	6	6
128	1	2	3	6	3	5	3	4	3	5	5	5	4	6
129	2	3	2	3	3	5	6	6	6	6	6	6	6	5
130	2	4	5	5	5	5	4	4	4	4	5	6	5	5
131	1	2	4	4	3	7	7	7	7	6	5	6	7	6
132	1	3	5	5	2	6	5	5	5	5	5	7	6	6
133	1	4	4	5	5	5	6	5	6	7	5	6	5	5
134	1	2	1	1	3	4	5	6	6	6	6	5	6	6
135	2	3	1	1	2	5	5	6	6	6	5	6	7	7
136	1	3	4	6	2	5	4	6	5	5	5	5	6	5
137	1	3	4	6	2	5	5	6	5	4	6	6	5	6
138	2	4	6	5	5	5	6	6	7	7	6	6	7	6
139	1	3	3	4	5	6	6	7	7	7	5	6	6	5
140	1	2	4	6	4	4	4	3	3	7	6	6	5	6
141	1	2	4	6	3	4	3	4	6	4	4	6	5	5
142	2	3	5	2	2	6	5	7	6	6	6	5	6	7
143	1	3	2	2	2	7	6	7	7	7	6	6	7	7
144	2	4	6	5	6	4	4	3	6	4	5	6	5	5
145	2	3	2	4	4	5	7	7	6	6	5	7	6	6
146	1	3	3	6	3	4	5	4	5	7	6	5	5	6
147	1	4	5	5	5	7	5	7	7	6	6	5	6	7
148	1	3	3	6	3	5	4	5	5	6	6	7	6	6
149	1	3	3	6	3	7	7	7	7	7	7	7	6	6
150	2	2	5	4	4	5	6	3	5	3	6	6	5	6

Lampiran 4 (lanjutan)

Tabulasi Data Jawaban Responden Penelitian

N o	BAS 1	BAS 2	BAS 3	PQU 1	PQU 2	PQU 3	BLO 1	BLO 2	BLO 3	AD V	PP R	BA W	BA S	PQ U	BL O
1	6	6	6	5	6	6	5	6	5	6,00	6,00	5,33	6,00	5,67	5,33
2	6	5	6	7	6	7	7	6	6	5,67	5,00	5,67	5,67	6,67	6,33
3	6	5	6	5	6	5	5	6	6	4,00	4,00	5,67	5,67	5,33	5,67
4	5	6	7	4	7	6	5	6	6	5,33	5,67	5,67	6,00	5,67	5,67
5	6	7	7	5	7	6	7	7	7	7,00	6,67	6,33	6,67	6,00	7,00
6	6	6	6	5	7	6	7	6	6	6,33	5,67	6,67	6,00	6,00	6,33
7	6	6	7	5	7	5	6	5	5	6,67	6,67	6,33	6,33	5,67	5,33
8	6	5	5	7	7	7	7	6	7	7,00	5,67	5,33	5,33	7,00	6,67
9	5	6	5	6	7	6	6	5	6	5,67	4,67	5,33	5,33	6,33	5,67
10	6	5	6	6	5	7	6	6	6	6,00	5,67	6,33	5,67	6,00	6,00
11	6	6	6	5	6	6	5	7	6	6,33	6,00	6,33	6,00	5,67	6,00
12	4	4	4	5	5	5	4	5	4	4,00	4,33	4,00	4,00	5,00	4,33
13	5	5	5	3	4	3	4	5	4	5,00	4,00	4,00	5,00	3,33	4,33
14	4	3	4	4	5	5	4	3	4	4,33	4,33	4,33	3,67	4,67	3,67
15	7	6	6	7	6	7	6	6	5	6	6,67	6,67	5,33	6,33	5,67
16	6	5	7	7	6	6	7	7	6	5,00	4,67	5,67	6,00	6,33	6,67
17	5	4	5	5	6	6	5	6	5	6,00	6,00	5,00	4,67	5,67	5,33
18	6	6	6	7	7	7	7	6	7	4,67	6,00	5,33	6,00	7,00	6,67
19	6	5	7	7	6	6	7	6	6	4,33	5,67	6,00	6,00	6,33	6,33
20	7	7	6	6	6	6	6	5	6	5,33	7,00	6,00	6,67	6,00	5,67
21	7	6	7	7	7	6	7	7	7	7,00	6,67	6,67	6,67	6,67	7,00
22	7	6	5	5	6	7	6	7	6	6,33	5,00	5,67	6,00	6,00	6,33
23	4	5	4	4	5	4	3	5	4	4,33	4,33	3,67	4,33	4,33	4,00
24	3	4	3	3	4	3	4	5	4	4,67	4,33	3,67	3,33	3,33	4,33
25	3	4	5	3	4	3	3	4	4	3,67	3,00	3,67	4,00	3,33	3,67
26	3	4	3	4	3	4	4	5	4	3,67	3,33	4,00	3,33	3,67	4,33
27	4	3	4	3	4	4	4	3	4	3,33	4,33	4,33	3,67	3,67	3,67
28	6	5	6	5	4	4	6	5	6	5,00	5,33	6,00	5,67	4,33	5,67
29	6	6	6	5	4	5	5	6	6	6,00	6,00	6,00	6,00	4,67	5,67
30	5	6	7	6	7	6	7	6	6	6,00	4,67	6,33	6,00	6,33	6,33
31	6	7	5	5	7	6	5	6	7	5,00	5,67	6,00	6,00	6,00	6,00
32	6	5	5	6	5	5	6	6	5	4,00	3,67	4,67	5,33	5,33	5,67
33	5	4	5	5	4	5	5	4	5	4,67	4,67	4,33	4,67	4,67	4,67
34	6	7	7	6	7	7	7	7	6	7,00	7,00	6,67	6,67	6,67	6,67
35	6	7	6	7	7	6	7	7	7	6,33	7,00	6,67	6,33	6,67	7,00
36	7	6	6	6	7	7	6	6	6	6,00	5,67	7,00	6,33	6,67	6,00
37	5	6	7	7	7	7	7	7	7	7,00	6,33	7,00	6,00	7,00	7,00
38	4	4	5	6	7	7	6	6	6	6,67	5,67	4,00	4,33	6,67	6,00
39	6	7	5	7	6	7	6	6	6	6,33	6,33	7,00	6,00	6,67	6,00
40	4	4	4	3	4	3	4	4	4	4,00	4,00	4,00	4,00	3,33	4,00
41	4	5	4	5	4	5	4	5	5	5,00	4,33	3,67	4,33	4,67	4,67
42	3	4	5	3	4	3	4	3	5	4,00	4,33	4,00	4,00	3,33	4,00
43	3	4	4	3	4	3	3	4	3	3,67	3,33	3,33	3,67	3,33	3,33
44	5	7	6	5	6	5	6	7	7	6,67	6,67	6,33	6,00	5,33	6,67
45	5	6	5	4	4	4	5	6	5	5,33	5,33	6,33	5,33	4,00	5,33
46	4	3	4	4	5	4	3	5	4	4,67	4,67	4,67	3,67	4,33	4,00
47	4	4	4	5	4	5	5	4	4	4,33	4,33	4,67	4,00	4,67	4,33
48	4	5	4	4	5	4	4	5	5	4,67	4,67	4,33	4,33	4,33	4,67
49	5	4	5	5	4	5	5	4	5	4,33	5,00	4,33	4,67	4,67	4,67
50	6	5	6	5	4	6	5	4	6	6,00	5,67	5,33	5,67	5,00	5,00

Lampiran 4 (lanjutan)

Tabulasi Data Jawaban Responden Penelitian

No	BAS 1	BAS 2	BAS 3	PQU 1	PQU 2	PQU 3	BLO 1	BLO 2	BLO 3	AD V	PP R	BA W	BA S	PQ U	BL O
51	5	4	5	5	6	5	4	5	4	4,67	5,00	4,67	4,67	5,33	4,33
52	6	5	6	5	6	5	5	6	6	4,33	4,33	5,67	5,67	5,33	5,67
53	6	5	6	6	7	6	6	6	5	5,67	6,00	6,33	5,67	6,33	5,67
54	6	6	7	7	6	7	7	6	7	6,67	7,00	6,67	6,33	6,67	6,67
55	4	5	3	5	4	4	4	5	4	5,33	4,67	5,33	4,00	4,33	4,33
56	4	3	3	4	3	4	3	4	3	3,00	3,00	3,67	3,33	3,67	3,33
57	4	6	5	3	4	4	6	5	6	4,67	5,67	4,67	5,00	3,67	5,67
58	5	4	6	5	4	5	5	6	5	5,00	5,00	5,33	5,00	4,67	5,33
59	6	6	6	5	5	5	6	6	6	6,00	6,00	6,00	6,00	5,00	6,00
60	5	5	6	5	7	6	5	5	6	6,00	4,33	5,67	5,33	6,00	5,33
61	6	5	5	6	5	6	7	6	6	5,33	5,00	6,33	5,33	5,67	6,33
62	6	5	5	7	6	6	7	6	6	5,67	5,33	6,00	5,33	6,33	6,33
63	5	5	6	6	6	6	6	5	6	5,67	5,33	5,33	5,33	6,00	5,67
64	6	5	6	7	6	7	7	6	6	5,33	6,33	6,33	5,67	6,67	6,33
65	4	3	5	5	4	4	4	4	4	3,67	3,67	4,00	4,00	4,33	4,00
66	5	4	6	5	5	4	4	5	4	5,00	4,33	4,00	5,00	4,67	4,33
67	6	5	6	5	6	5	5	6	4	5,67	5,67	5,67	5,67	5,33	5,00
68	4	3	4	3	4	3	4	5	3	3,33	3,33	3,33	3,67	3,33	4,00
69	4	3	4	4	3	4	5	4	4	3,67	3,33	4,00	3,67	3,67	4,33
70	4	3	4	4	3	4	3	4	3	2,67	3,33	3,33	3,67	3,67	3,33
71	5	4	3	4	5	4	4	3	4	3,67	4,33	4,00	4,00	4,33	3,67
72	7	7	7	5	4	5	6	5	6	6,33	6,67	6,00	7,00	4,67	5,67
73	5	4	5	5	6	5	5	4	5	4,67	4,67	5,00	4,67	5,33	4,67
74	5	4	5	4	6	5	5	4	6	5,00	5,00	4,67	4,67	5,00	5,00
75	3	4	3	4	3	4	4	3	4	3,00	3,33	4,00	3,33	3,67	3,67
76	5	4	6	6	5	6	5	6	5	6,00	5,67	5,67	5,00	5,67	5,33
77	5	6	4	5	6	5	4	5	6	5,00	5,00	5,67	5,00	5,33	5,00
78	6	5	7	6	5	7	6	6	7	5,33	6,00	6,33	6,00	6,00	6,33
79	5	4	6	5	4	6	4	5	5	4,33	5,00	4,33	5,00	5,00	4,67
80	6	5	4	5	6	5	5	6	5	5,00	5,00	5,33	5,00	5,33	5,33
81	5	6	5	5	4	4	5	6	5	5,33	5,00	5,33	5,33	4,33	5,33
82	5	5	5	5	4	5	5	6	5	5,00	5,00	5,00	5,00	4,67	5,33
83	4	5	6	4	5	5	5	4	6	4,33	4,33	5,00	5,00	4,67	5,00
84	5	6	5	5	4	5	5	6	5	4,67	5,33	4,33	5,33	4,67	5,33
85	6	5	5	7	6	7	6	5	6	5,00	4,67	5,33	5,33	6,67	5,67
86	4	5	4	7	6	6	5	6	6	4,33	4,33	5,33	4,33	6,33	5,67
87	6	5	6	6	5	5	6	6	5	4,33	3,67	5,67	5,67	5,33	5,67
88	5	5	5	5	6	5	5	6	5	4,00	4,00	5,00	5,00	5,33	5,33
89	6	7	7	6	5	7	6	6	5	7,00	5,00	6,33	6,67	6,00	5,67
90	5	6	5	6	5	6	5	5	6	5,00	3,67	4,67	5,33	5,67	5,33
91	4	6	6	7	6	6	5	7	6	4,67	5,00	4,33	5,33	6,33	6,00
92	6	5	5	7	6	6	7	6	6	4,33	6,33	6,33	5,33	6,33	6,33
93	5	7	6	6	7	6	6	6	7	5,33	6,33	6,00	6,00	6,33	6,33
94	6	5	6	7	7	6	6	7	7	6,33	6,00	5,67	6,67	6,67	6,67
95	6	6	7	6	7	6	6	6	5	5,00	5,00	5,33	6,33	6,33	5,67
96	6	5	6	7	7	6	7	7	7	7,00	7,00	5,33	5,67	6,67	7,00
97	7	7	7	7	7	7	7	7	7	7,00	7,00	6,67	7,00	7,00	7,00
98	7	6	6	6	6	7	7	6	7	6,67	6,33	6,67	6,33	6,33	6,67
99	7	7	5	7	7	7	5	6	6	7,00	6,67	7,00	6,33	7,00	5,67
100	6	7	6	6	5	6	7	6	6	5,00	6,33	6,67	6,33	5,67	6,33

Lampiran 4 (lanjutan)

Tabulasi Data Jawaban Responden Penelitian

No	BAS1	BAS2	BAS3	PQU1	PQU2	PQU3	BLO1	BLO2	BLO3	ADV	PPR	BAW	BAS	PQU	BLO
101	5	6	5	7	7	7	6	7	7	6,67	6,00	5,67	5,33	7,00	6,67
102	5	6	6	6	6	6	6	6	6	4,67	4,00	4,67	5,67	6,00	6,00
103	6	6	5	7	7	7	7	7	7	6,67	6,67	3,67	5,67	7,00	7,00
104	5	5	6	6	7	7	6	6	6	6,33	6,00	5,67	5,33	6,67	6,00
105	7	7	7	7	7	7	7	7	7	7,00	7,00	7,00	7,00	7,00	7,00
106	5	6	6	6	7	7	6	6	7	7,00	6,67	6,33	5,67	6,67	6,33
107	7	6	6	7	7	7	7	7	7	7,00	7,00	6,67	6,33	7,00	7,00
108	5	5	6	6	7	6	6	6	7	5,67	5,33	5,33	5,33	6,33	6,33
109	7	6	6	7	7	7	6	5	6	5,67	6,67	5,33	6,33	7,00	5,67
110	6	6	7	7	6	6	6	6	7	6,33	6,00	6,67	6,33	6,33	6,33
111	5	4	6	6	7	7	6	6	6	6,00	6,00	5,67	5,00	6,67	6,00
112	4	4	4	6	7	6	6	6	6	5,67	5,33	5,33	4,00	6,33	6,00
113	5	5	5	5	6	5	5	5	6	4,33	4,33	5,00	5,00	5,33	5,33
114	5	4	5	7	7	6	6	7	6	6,67	6,67	5,33	4,67	6,67	6,33
115	5	6	6	7	7	6	7	6	6	6,00	6,67	5,67	5,67	6,67	6,33
116	4	5	6	5	6	6	6	5	5	5,00	4,33	4,67	5,00	5,67	5,33
117	5	5	6	7	7	7	6	6	6	5,33	6,67	5,33	5,33	7,00	6,00
118	6	5	6	6	7	6	6	6	5	5,67	4,67	6,00	5,67	6,33	5,67
119	7	7	6	7	7	7	7	6	6	5,67	6,67	6,67	6,67	7,00	6,33
120	5	6	6	7	6	7	7	7	6	6,67	6,00	5,67	5,67	6,67	6,67
121	6	5	6	6	5	5	6	5	6	5,00	4,67	6,33	5,67	5,33	5,67
122	5	6	7	7	6	7	7	7	6	6,67	6,00	5,67	6,00	6,67	6,67
123	6	6	6	6	7	7	6	6	6	5,67	6,67	6,00	6,00	6,67	6,00
124	5	6	5	7	7	6	6	7	7	5,67	6,33	5,67	5,33	6,67	6,67
125	5	6	7	6	6	5	5	6	6	4,67	5,33	5,33	6,00	5,67	5,67
126	5	6	5	6	7	6	6	7	6	4,67	5,33	5,33	5,33	6,33	6,33
127	6	5	6	7	6	7	7	7	7	7,00	6,67	6,33	5,67	6,67	7,00
128	5	7	6	5	6	5	6	6	5	4,00	4,33	5,00	6,00	5,33	5,67
129	6	6	5	6	7	6	6	6	7	5,67	6,00	5,67	5,67	6,33	6,33
130	5	6	5	6	7	6	6	5	5	4,33	4,33	5,33	5,33	6,33	5,33
131	6	6	6	7	7	7	7	7	6	7,00	6,00	6,33	6,00	7,00	6,67
132	5	6	5	6	7	6	6	6	5	5,33	5,00	6,33	5,33	6,33	5,67
133	6	6	6	5	7	6	5	6	7	5,33	6,00	5,33	6,00	6,00	6,00
134	7	6	6	6	5	7	6	6	5	5,00	6,00	5,67	6,33	6,00	5,67
135	6	6	5	6	5	7	6	6	7	5,33	5,67	6,67	5,67	6,00	6,33
136	4	6	5	7	5	6	6	7	5	5,00	5,00	5,33	5,00	6,00	6,00
137	7	6	6	6	7	7	6	6	7	5,33	5,00	5,67	6,33	6,67	6,33
138	6	5	5	6	7	6	6	6	7	5,67	6,67	6,33	5,33	6,33	6,33
139	6	7	6	7	7	6	7	7	6	6,33	6,33	5,67	6,33	6,67	6,67
140	5	5	4	5	6	5	5	6	7	3,67	5,33	5,67	4,67	5,33	6,00
141	5	6	5	5	6	6	5	6	6	3,67	4,67	5,33	5,33	5,67	5,67
142	6	5	6	7	6	7	7	6	6	6,00	6,00	6,00	5,67	6,67	6,33
143	6	7	7	7	7	6	7	7	7	6,67	6,67	6,67	6,67	6,67	7,00
144	6	5	5	5	6	6	5	5	7	3,67	5,00	5,33	5,33	5,67	5,67
145	5	5	4	7	6	7	7	7	6	6,33	5,67	6,33	4,67	6,67	6,67
146	7	6	6	6	6	6	6	5	6	4,33	6,00	5,33	6,33	6,00	5,67
147	6	5	6	7	6	5	6	7	6	6,33	6,33	6,00	5,67	6,00	6,33
148	5	6	7	6	5	6	5	6	7	4,67	5,67	6,33	6,00	5,67	6,00
149	7	7	6	7	7	7	7	6	7	7,00	7,00	6,33	6,67	7,00	6,67
150	5	5	5	6	6	5	6	6	7	4,67	4,67	5,67	5,00	5,67	6,33

Lampiran 5

Profil Responden Penelitian

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wanita	105	70,0	70,0	70,0
	Laki-laki	45	30,0	30,0	100,0
	Total	150	100,0	100,0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SLTA sederajat	7	4,7	4,7	4,7
	Akademi/Diploma	57	38,0	38,0	42,7
	S-1	78	52,0	52,0	94,7
	Pasca Sarjana	8	5,3	5,3	100,0
	Total	150	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 th - 25 th	13	8,7	8,7	8,7
	>25 th - 30 th	34	22,7	22,7	31,3
	>30 th - 35 th	42	28,0	28,0	59,3
	>35 th - 40 th	27	18,0	18,0	77,3
	>40 th - 45 th	25	16,7	16,7	94,0
	>45 th	9	6,0	6,0	100,0
	Total	150	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	11	7,3	7,3	7,3
	Pegawai Negeri	15	10,0	10,0	17,3
	Pegawai Swasta	35	23,3	23,3	40,7
	Wiraswasta	30	20,0	20,0	60,7
	Profesional	11	7,3	7,3	68,0
	Ibu Rumah Tangga	48	32,0	32,0	100,0
	Total	150	100,0	100,0	

Nilai Transaksi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<=Rp 100 rb	4	2,7	2,7	2,7
	>Rp 100 rb - Rp 200 rb	46	30,7	30,7	33,3
	>Rp 200 rb - Rp 300 rb	63	42,0	42,0	75,3
	>Rp 300 rb - Rp 400 rb	26	17,3	17,3	92,7
	>Rp 400 rb - Rp 500 rb	9	6,0	6,0	98,7
	>Rp 500 rb	2	1,3	1,3	100,0
	Total	150	100,0	100,0	

Lampiran 6

Mean dan Standard Deviation (SD) Variabel-Variabel Penelitian

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ADV1	150	3	7	5,43	1,138
ADV2	150	3	7	5,27	1,175
ADV3	150	2	7	5,31	1,253
PPR1	150	3	7	5,31	1,194
PPR2	150	3	7	5,38	1,213
PPR3	150	3	7	5,41	1,075
BAW1	150	3	7	5,37	1,064
BAW2	150	3	7	5,49	1,054
BAW3	150	3	7	5,49	1,028
BAS1	150	3	7	5,35	1,004
BAS2	150	3	7	5,33	1,059
BAS3	150	3	7	5,47	1,015
PQU1	150	3	7	5,63	1,162
PQU2	150	3	7	5,76	1,191
PQU3	150	3	7	5,67	1,120
BLO1	150	3	7	5,61	1,098
BLO2	150	3	7	5,69	,996
BLO3	150	3	7	5,70	1,048
Advertising	150	2,67	7,00	5,3380	1,06393
Price promotion	150	3,00	7,00	5,3668	1,03248
Brand awareness	150	3,33	7,00	5,4509	,92138
Brand association	150	3,33	7,00	5,3844	,87358
Perceived quality	150	3,33	7,00	5,6869	1,04470
Brand loyalty	150	3,33	7,00	5,6689	,92743
Valid N (listwise)	150				

Lampiran 7

Hasil Regresi Berganda Pertama (I)
(Dengan Variabel Tergantung *Brand Awareness*)

Descriptive Statistics

	Mean	Std. Deviation	N
Brand awareness	5,4509	,92138	150
Advertising	5,3380	1,06393	150
Price promotion	5,3668	1,03248	150

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,732 ^a	,536	,530	,63168

a. Predictors: (Constant), Price promotion, Advertising

b. Dependent Variable: Brand awareness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67,838	2	33,919	85,006	,000 ^a
	Residual	58,656	147	,399		
	Total	126,493	149			

a. Predictors: (Constant), Price promotion, Advertising

b. Dependent Variable: Brand awareness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,808	,284		6,363	,000		
	Advertising	,252	,080	,291	3,153	,002	,370	2,701
	Price promotion	,428	,082	,480	5,196	,000	,370	2,701

a. Dependent Variable: Brand awareness

Lampiran 8

Hasil Regresi Berganda Kedua (II) (Dengan Variabel Tergantung *Brand Association*)

Descriptive Statistics

	Mean	Std. Deviation	N
Brand association	5,3844	,87358	150
Advertising	5,3380	1,06393	150
Price promotion	5,3668	1,03248	150

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,736 ^a	,542	,536	,59534

a. Predictors: (Constant), Price promotion, Advertising

b. Dependent Variable: Brand association

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61,606	2	30,803	86,907	,000 ^a
	Residual	52,102	147	,354		
	Total	113,708	149			

a. Predictors: (Constant), Price promotion, Advertising

b. Dependent Variable: Brand association

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,923	,268		7,180	,000		
	Advertising	,190	,075	,232	2,527	,013	,370	2,701
	Price promotion	,456	,078	,538	5,868	,000	,370	2,701

a. Dependent Variable: Brand association

Lampiran 9

Hasil Regresi Berganda Ketiga (III) (Dengan Variabel Tergantung *Perceived Quality*)

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived quality	5,6869	1,04470	150
Advertising	5,3380	1,06393	150
Price promotion	5,3668	1,03248	150

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,737 ^a	,544	,537	,71049

a. Predictors: (Constant), Price promotion, Advertising

b. Dependent Variable: Perceived quality

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88,413	2	44,207	87,573	,000 ^a
	Residual	74,205	147	,505		
	Total	162,618	149			

a. Predictors: (Constant), Price promotion, Advertising

b. Dependent Variable: Perceived quality

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,528	,320		4,780	,000		
	Advertising	,355	,090	,361	3,943	,000	,370	2,701
	Price promotion	,422	,093	,417	4,558	,000	,370	2,701

a. Dependent Variable: Perceived quality

Lampiran 10

Hasil Regresi Berganda Keempat (IV) (Dengan Variabel Tergantung *Brand Loyalty*)

Descriptive Statistics

	Mean	Std. Deviation	N
Brand loyalty	5,6689	,92743	150
Advertising	5,3380	1,06393	150
Price promotion	5,3668	1,03248	150

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,785 ^a	,616	,611	,57872

a. Predictors: (Constant), Price promotion, Advertising

b. Dependent Variable: Brand loyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78,926	2	39,463	117,829	,000 ^a
	Residual	49,233	147	,335		
	Total	128,158	149			

a. Predictors: (Constant), Price promotion, Advertising

b. Dependent Variable: Brand loyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,738	,260		6,676	,000		
	Advertising	,312	,073	,358	4,264	,000	,370	2,701
	Price promotion	,422	,075	,470	5,590	,000	,370	2,701

a. Dependent Variable: Brand loyalty

Lampiran 11

Angka Kritik Nilai “r”

Derajat Kebebasan	5%	Derajat Kebebasan	5%	Derajat Kebebasan	5%	Derajat Kebebasan	5%
1	0.9969	31	0.3440	61	0.2480	91	0.2039
2	0.9500	32	0.3388	62	0.2461	92	0.2028
3	0.8783	33	0.3338	63	0.2441	93	0.2017
4	0.8114	34	0.3291	64	0.2423	94	0.2006
5	0.7545	35	0.3246	65	0.2404	95	0.1996
6	0.7067	36	0.3202	66	0.2387	96	0.1986
7	0.6664	37	0.3160	67	0.2369	97	0.1975
8	0.6319	38	0.3120	68	0.2352	98	0.1966
9	0.6021	39	0.3081	69	0.2335	99	0.1956
10	0.5760	40	0.3044	70	0.2319	100	0.1946
11	0.5529	41	0.3008	71	0.2303	125	0.1743
12	0.5324	42	0.2973	72	0.2287	150	0.1593
13	0.5140	43	0.2940	73	0.2272	175	0.1476
14	0.4973	44	0.2907	74	0.2257	200	0.1381
15	0.4821	45	0.2876	75	0.2242	225	0.1303
16	0.4683	46	0.2845	76	0.2227	250	0.1236
17	0.4555	47	0.2816	77	0.2213	275	0.1179
18	0.4438	48	0.2787	78	0.2199	300	0.1129
19	0.4329	49	0.2759	79	0.2185	325	0.1085
20	0.4227	50	0.2732	80	0.2172	350	0.1046
21	0.4132	51	0.2706	81	0.2159	375	0.1010
22	0.4044	52	0.2681	82	0.2146	400	0.0978
23	0.3961	53	0.2656	83	0.2133	425	0.0949
24	0.3882	54	0.2632	84	0.2120	450	0.0922
25	0.3809	55	0.2609	85	0.2108	475	0.0898
26	0.3739	56	0.2586	86	0.2096	500	0.0875
27	0.3673	57	0.2564	87	0.2084	525	0.0854
28	0.3610	58	0.2542	88	0.2072	550	0.0835
29	0.3550	59	0.2521	89	0.2061	750	0.0715
30	0.3494	60	0.2500	90	0.2050	1000	0.0619

Sumber: Fisher dan Yates, "Statistical Tables for Biological Agricultural and Medical Research", dikutip dari R.P. Kolstoe, "Introduction to Statistic for the Behavioral Sciences", Homewood, Illinois, Dorsey Press, 1973 (Masri Singarimbun dan Sofian Effendi, *Metode Penelitian Survei*, Edisi Revisi, LP3ES, Jakarta, 1995, hal. 146)

Lampiran 12

Tabel t

Pr df	0.25	0.10	0.05	0.025	0.01	0.005	0.001
1	1.000	3.078	6.314	12.706	31.821	63.657	318.310
2	0.816	1.886	2.920	4.303	6.965	9.925	22.327
3	0.765	1.638	2.353	3.182	4.541	5.841	10.214
4	0.741	1.533	2.132	2.776	3.747	4.604	7.173
5	0.727	1.476	2.015	2.571	3.365	4.032	5.893
6	0.718	1.440	1.943	2.447	3.143	3.707	5.208
7	0.714	1.415	1.895	2.365	2.998	3.499	4.785
8	0.706	1.397	1.860	2.306	2.896	3.355	4.501
9	0.703	1.383	1.833	2.262	2.821	3.250	4.297
10	0.700	1.372	1.812	2.228	2.764	3.169	4.144
11	0.697	1.363	1.796	2.201	2.718	3.106	4.025
12	0.695	1.356	1.782	2.179	2.681	3.055	3.930
13	0.694	1.350	1.771	2.160	2.650	3.012	3.852
14	0.692	1.345	1.761	2.145	2.624	2.977	3.787
15	0.691	1.341	1.753	2.131	2.602	2.947	3.733
16	0.690	1.337	1.746	2.120	2.583	2.921	3.686
17	0.689	1.333	1.740	2.110	2.567	2.898	3.646
18	0.688	1.330	1.734	2.101	2.552	2.878	3.610
19	0.688	1.328	1.729	2.093	2.539	2.861	3.579
20	0.687	1.325	1.725	2.086	2.528	2.845	3.552
21	0.686	1.323	1.721	2.080	2.518	2.831	3.527
22	0.686	1.321	1.717	2.074	2.508	2.819	3.505
23	0.685	1.319	1.714	2.069	2.500	2.807	3.485
24	0.685	1.318	1.711	2.064	2.492	2.797	3.467
25	0.684	1.316	1.708	2.060	2.485	2.787	3.450
26	0.684	1.315	1.706	2.056	2.479	2.779	3.435
27	0.684	1.314	1.703	2.052	2.473	2.771	3.421
28	0.683	1.313	1.701	2.048	2.467	2.763	3.408
29	0.683	1.311	1.699	2.045	2.462	2.756	3.396
30	0.683	1.310	1.697	2.042	2.457	2.750	3.385
40	0.681	1.303	1.684	2.021	2.423	2.704	3.307
43	0.680	1.302	1.681	2.017	2.416	2.695	3.291
60	0.679	1.296	1.671	2.000	2.390	2.660	3.232
120	0.677	1.289	1.658	1.980	2.358	2.167	3.160
∞	0.674	1.282	1.645	1.960	2.326	2.576	3.090

Source: From E.S. Pearson and H.O. Hartkley, eds., *Biometrika Tables for Statistics*. Vol.1, 3rd ed., table 12, Cambridge University Press, New York, 1966