

Lampiran 1:

KUESIONER

Dalam rangka untuk memenuhi tugas akhir, Saya Mahasiswi Fakultas Bisnis Jurusan Manajemen Universitas Katolik Widya Mandala Surabaya memohon kesediaan Bapak/Ibu untuk berpartisipasi memberikan jawaban pada kuesioner ini. Tujuan dibuatnya kuesioner ini adalah untuk mengetahui Pengaruh Kredibilitas Merek Terhadap Minat Beli Konsumen Dengan Moderasi Kesadaran Merek dan Citra Merek Pada Produk Android OPPO di Surabaya. Atas kesediaan Bapak/Ibu, Saya ucapkan terima kasih.

Hormat Saya,

Indahwati

NRP. 3103011003

Persyaratan Menjadi Responden

Sebagai syarat menjadi responden penelitian ini, mohon diisi dengan jujur pertanyaan berikut:

Petunjuk: Berilah tanda (X) pada jawaban yang Anda anggap paling benar.

1. Apakah Anda berbelanja produk android OPPO?

(1) Tidak

(2) Ya

Apabila jawaban Anda adalah 1, mohon tidak melanjutkan pengisian kuesioner dan terima kasih atas partisipasi Anda.

Lampiran 1 (Lanjutan)

Karakteristik Responden

Petunjuk: Berilah tanda (X) pada jawaban yang Anda anggap paling benar.

a. Domisili:

1. Surabaya
2. Luar Surabaya

b. Jenis Kelamin:

1. Laki-laki
2. Perempuan

c. Usia:

1. 18 tahun sampai dengan 30 tahun
2. 31 tahun sampai dengan 43 tahun
3. 44 tahun sampai dengan 56 tahun

d. Pendapatan:

1. Rp 2.000.000,00 sampai Rp 4.000.000,00
2. Rp 4.000.000,00 sampai Rp 6.000.000,00
3. Rp 6.000.000,00 atau lebih

Petunjuk: berilah tanda (√) pada pernyataan yang Anda anggap paling benar.

Keterangan: STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

Lampiran 1 (Lanjutan)

NO	PERNYATAAN	STS	TS	N	S	SS
Kredibilitas Merek						
1	Menurut saya, android merek OPPO memiliki fitur-fitur yang canggih dan inovatif					
2	Saya percaya pada merek OPPO sesuai dengan apa yang diklaim					
3	Saya tertarik dengan merek OPPO karena mampu mewujudkan apa yang telah dijanjikan.					
Kesadaran Merek						
1	Saya dapat mengenali merek OPPO dengan mudah					
2	Saya tidak merasa kesulitan untuk mengingat merek OPPO					
3	Merek OPPO muncul dalam pikiran saya ketika akan membeli Android.					
Citra Merek						
1	Menurut saya, produk dari merek OPPO baik dan kuat					
2	Saya merasa nyaman dengan merek OPPO					
3	Produk dari merek OPPO dapat menunjukkan kepribadian saya.					
Minat Beli						
1	Saya tertarik untuk membeli produk android OPPO					
2	Bagi saya, android OPPO menawarkan manfaat atau keunggulan					
3	Saya akan benar-benar mempertimbangkan untuk membeli produk android OPPO.					

Terima Kasih

Lampiran 2A

IDENTIFIKASI RESPONDEN

NO RES	Persyaratan	Karakteristik Responden			
	BLJ	DMS	JK	US	PDP
1	2	1	1	1	1
2	2	1	1	1	1
3	2	1	1	1	1
4	2	1	1	1	1
5	2	1	1	1	1
6	2	1	1	1	2
7	2	1	1	1	2
8	2	1	1	1	2
9	2	1	1	1	1
10	2	1	1	1	1
11	2	1	2	1	2
12	2	1	2	1	2
13	2	1	2	1	1
14	2	1	2	2	1
15	2	1	2	2	1
16	2	1	2	2	1
17	2	1	1	2	1
18	2	1	1	2	1
19	2	1	1	1	1
20	2	1	1	1	1
21	2	1	1	1	1
22	2	1	1	1	1
23	2	1	1	1	1
24	2	1	1	1	1
25	2	1	1	1	1
NO	Persyaratan	Karakteristik Responden			

Lampiran 2A lanjutan

RES					
	BLJ	DMS	JK	US	PDP
26	2	1	1	1	1
27	2	1	2	1	2
28	2	1	2	1	2
29	2	1	2	1	2
30	2	1	2	1	1
31	2	1	2	1	1
32	2	1	2	1	1
33	2	1	1	1	2
34	2	1	1	2	2
35	2	1	1	2	2
36	2	1	1	2	1
37	2	1	1	2	1
38	2	1	1	1	1
39	2	1	1	1	1
40	2	1	1	1	1
41	2	1	1	1	1
42	2	1	1	1	2
43	2	1	2	1	1
44	2	1	2	1	1
45	2	1	2	1	1
46	2	1	2	1	1
47	2	1	2	1	2
48	2	1	1	1	2
49	2	1	1	1	1
50	2	1	1	2	1
51	2	1	1	2	1
52	2	1	1	2	1

Lampiran 2A lanjutan

NO RES	Persyaratan	Karakteristik Responden			
		DMS	JK	US	PDP
53	2	1	2	1	1
54	2	1	2	1	1
55	2	1	2	1	2
56	2	1	2	2	2
57	2	1	2	2	1
58	2	1	1	1	1
59	2	1	1	1	2
60	2	1	1	1	2
61	2	1	1	1	2
62	2	1	1	1	1
63	2	1	1	1	1
64	2	1	1	1	1
65	2	1	1	2	1
66	2	1	1	2	1
67	2	1	2	1	1
68	2	1	2	1	1
69	2	1	2	1	1
70	2	1	2	1	1
71	2	1	1	1	1
72	2	1	1	2	1
73	2	1	1	2	2
74	2	1	1	1	2
75	2	1	1	1	1
76	2	1	1	1	1
77	2	1	2	1	1
78	2	1	2	1	2
79	2	1	2	1	2

Lampiran 2A lanjutan

NO RES	Persyaratan	Karakteristik Responden			
		DMS	JK	US	PDP
80	2	1	2	1	1
81	2	1	1	1	1
82	2	1	1	1	1
83	2	1	1	1	2
84	2	1	1	1	2
85	2	1	1	1	1
86	2	1	1	1	1
87	2	1	1	1	1
88	2	1	1	1	1
89	2	1	1	2	1
90	2	1	1	2	1
91	2	1	2	2	2
92	2	1	2	1	2
93	2	1	2	1	1
94	2	1	1	1	1
95	2	1	1	1	1
96	2	1	1	1	1
97	2	1	1	1	1
98	2	1	1	1	2
99	2	1	1	1	2
100	2	1	1	1	1
101	2	1	1	1	1
102	2	1	1	2	2
103	2	1	1	2	2
104	2	1	2	2	1
105	2	1	2	1	1
106	2	1	1	1	1

Lampiran 2A lanjutan

NO RES	Persyaratan	Karakteristik Responden			
		DMS	JK	US	PDP
107	2	1	1	1	1
108	2	1	1	1	2
109	2	1	1	1	1
110	2	1	1	1	1
111	2	1	1	1	1
112	2	1	1	1	2
113	2	1	1	1	2
114	2	1	1	1	1
115	2	1	1	2	2
116	2	1	2	2	2
117	2	1	2	2	2
118	2	2	2	2	2
119	2	2	2	2	2
120	2	2	2	2	2

Lampiran 2B

**JAWABAN RESPONDEN UNTUK VARIABEL KREDIBILITAS MEREK, KESADARAN MEREK,
CITRA MEREK, DAN MINAT BELI KONSUMEN**

No Resp	X11	X12	X13	X1	X21	X22	X23	X2	X31	X32	X33	X3	Y11	Y12	Y13	Y
1	4	4	4	4	4	4	4	4	5	4	4	4,33	4	4	4	4
2	4	4	4	4	4	5	4	4,33	5	4	5	4,67	5	4	4	4,33
3	4	4	5	4,33	4	4	4	4	5	4	2	3,67	4	4	4	4
4	4	4	5	4,33	4	4	2	3,33	4	5	2	3,67	4	4	4	4
5	4	4	4	4	4	4	5	4,33	4	4	4	4	4	4	4	4
6	4	4	5	4,33	4	4	4	4	5	4	4	4,33	4	4	5	4,33
7	4	4	4	4	5	4	4	4,33	5	4	4	4,33	4	2	4	3,33
8	4	4	4	4	4	4	4	4	5	5	4	4,67	4	4	2	3,33
9	4	4	4	4	4	4	2	3,33	4	4	3	3,67	4	4	4	4
10	5	4	4	4,33	4	4	2	3,33	4	4	4	4	4	4	5	4,33
11	5	4	5	4,67	4	5	4	4,33	5	5	4	4,67	4	4	5	4,33
12	4	5	4	4,33	5	5	2	4	5	4	3	4	4	4	4	4
13	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
14	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15	4	4	4	4	3	4	3	3,33	4	4	3	3,67	4	4	4	4

Lampiran 2B lanjutan

No Resp	X11	X12	X13	X1	X21	X22	X23	X2	X31	X32	X33	X3	Y11	Y12	Y13	Y
16	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
17	4	4	5	4,33	4	4	4	4	4	4	5	4,33	5	4	5	4,67
18	4	4	4	4	5	4	5	4,67	5	5	5	5	4	1	4	3
19	4	4	4	4	4	4	4	4	4	4	5	4,33	4	5	5	4,67
20	4	4	4	4	5	5	5	5	5	4	4	4,33	4	5	4	4,33
21	4	4	5	4,33	4	5	5	4,67	4	4	5	4,33	4	4	5	4,33
22	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
23	4	4	4	4	3	4	4	3,67	4	4	4	4	5	5	5	5
24	4	5	4	4,33	4	4	2	3,33	4	3	3	3,33	4	4	5	4,33
25	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
26	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1,67
27	4	4	4	4	4	4	4	4	5	4	4	4,33	5	5	4	4,67
28	4	4	5	4,33	4	5	5	4,67	4	4	4	4	4	5	4	4,33
29	4	4	4	4	5	5	4	4,67	5	4	4	4,33	4	5	4	4,33
30	4	5	4	4,33	4	5	5	4,67	4	4	5	4,33	5	4	5	4,67
31	4	5	5	4,67	4	4	5	4,33	5	4	4	4,33	5	4	5	4,67
32	4	5	5	4,67	5	4	4	4,33	5	4	5	4,67	5	4	5	4,67

Lampiran 2B lanjutan

No Resp	X11	X12	X13	X1	X21	X22	X23	X2	X31	X32	X33	X3	Y11	Y12	Y13	Y
33	4	4	5	4,33	5	4	5	4,67	5	4	5	4,67	4	4	5	4,33
34	4	5	5	4,67	5	4	5	4,67	4	4	5	4,33	4	4	4	4
35	4	4	4	4	4	5	5	4,67	5	4	5	4,67	4	4	5	4,33
36	4	4	4	4	4	4	2	3,33	4	4	3	3,67	4	4	4	4
37	4	4	5	4,33	4	5	5	4,67	5	5	5	5	5	4	5	4,67
38	4	4	4	4	4	4	4	4	2	4	4	3,33	4	4	4	4
39	2	2	4	2,67	5	5	5	5	5	4	5	4,67	5	5	4	4,67
40	5	5	5	5	4	4	4	4	5	5	5	5	5	5	4	4,67
41	4	4	4	4	4	4	4	4	2	4	5	3,67	4	4	4	4
42	4	5	4	4,33	4	4	3	3,67	4	4	3	3,67	4	4	4	4
43	4	4	5	4,33	4	5	5	4,67	5	5	5	5	4	4	5	4,33
44	4	5	5	4,67	4	4	4	4	1	4	5	3,33	4	4	4	4
45	4	5	5	4,67	5	5	5	5	2	4	4	3,33	5	4	4	4,33
46	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
47	4	4	4	4	4	4	4	4	2	4	4	3,33	4	4	5	4,33
48	4	5	4	4,33	5	4	4	4,33	2	5	4	3,67	4	4	4	4
49	4	4	5	4,33	4	4	4	4	4	4	5	4,33	5	5	4	4,67

Lampiran 2B lanjutan

No Resp	X11	X12	X13	X1	X21	X22	X23	X2	X31	X32	X33	X3	Y11	Y12	Y13	Y
50	4	4	4	4	4	4	4	4	4	4	3	3,67	4	4	4	4
51	4	4	4	4	4	4	3	3,67	4	4	4	4	4	4	5	4,33
52	4	4	4	4	4	4	3	3,67	4	4	4	4	4	5	4	4,33
53	4	4	4	4	4	4	4	4	4	4	4	4	2	4	4	3,33
54	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
55	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
56	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
57	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
58	4	4	4	4	4	4	2	3,33	4	4	4	4	4	4	4	4
59	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
60	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
61	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
62	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
63	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
64	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
65	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
66	4	4	4	4	4	5	4	4,33	4	4	2	3,33	4	4	5	4,33

Lampiran 2B lanjutan

[illegible]

Lampiran 2B lanjutan

[illegible]

Lampiran 2B lanjutan

No Resp	X11	X12	X13	X1	X21	X22	X23	X2	X31	X32	X33	X3	Y11	Y12	Y13	Y
101	4	4	4	4	4	5	4	4,33	5	4	5	4,67	4	2	4	3,33
102	4	2	2	2,67	2	2	2	2	2	2	2	2	2	2	2	2
103	4	4	4	4	4	4	2	3,33	4	4	3	3,67	4	4	4	4
104	4	2	4	3,33	4	4	4	4	5	4	5	4,67	2	2	4	2,67
105	2	5	4	3,67	4	4	4	4	4	4	4	4	4	4	4	4
106	4	4	4	4	5	4	4	4,33	5	5	5	5	4	5	5	4,67
107	4	5	4	4,33	3	4	2	3	3	4	3	3,33	4	5	4	4,33
108	4	4	4	4	4	4	2	3,33	4	4	3	3,67	4	4	4	4
109	5	5	4	4,67	5	5	5	5	5	5	3	4,33	5	5	4	4,67
110	5	4	4	4,33	4	4	4	4	4	5	2	3,67	4	4	4	4
111	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
112	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
113	4	4	4	4	3	4	3	3,33	4	4	2	3,33	4	4	4	4
114	5	4	4	4,33	4	4	4	4	4	4	3	3,67	4	5	4	4,33
115	4	4	4	4	4	4	4	4	4	4	3	3,67	4	4	4	4
116	4	4	4	4	4	4	3	3,67	4	4	3	3,67	4	4	4	4
117	5	5	5	5	5	5	5	5	5	5	4	4,67	5	5	3	4,33

Lampiran 2B lanjutan

No Resp	X11	X12	X13	X1	X21	X22	X23	X2	X31	X32	X33	X3	Y11	Y12	Y13	Y
118	4	4	3	3,67	4	4	5	4,33	4	4	2	3,33	4	4	4	4
119	4	4	5	4,33	4	4	4	4	4	4	3	3,67	4	5	4	4,33
120	4	5	4	4,33	3	4	2	3	3	4	3	3,33	4	5	4	4,33

Lampiran 3

FREKUENSI

BELANJA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YA	120	100,0	100,0	100,0

DOMISILI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SURABAYA	117	97,5	97,5	97,5
LUAR SURABAYA	3	2,5	2,5	100,0
Total	120	100,0	100,0	

JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid LAKI-LAKI	80	66,7	66,7	66,7
PEREMPUAN	40	33,3	33,3	100,0
Total	120	100,0	100,0	

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-30 TAHUN	90	75,0	75,0	75,0
31-43 TAHUN	30	25,0	25,0	100,0
Total	120	100,0	100,0	

Lampiran 3 (lanjutan)

PENDAPATAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.000.000-4.000.000	80	66,7	66,7	66,7
	4.000.000-6.000.000	40	33,3	33,3	100,0
	Total	120	100,0	100,0	

Lampiran 4

STATISTIK DESKRIPTIF VARIABEL KREDIBILITAS MEREK

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X11	120	1	5	3,43	1,228
X12	120	1	5	3,48	1,290
X13	120	1	5	3,53	1,315
X1	120	1,00	5,00	3,4750	1,23341
Valid N (listwise)	120				

STATISTIK DESKRIPTIF VARIABEL KESADARAN MEREK

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X21	120	1	5	3,43	1,268
X22	120	1	5	3,55	1,308
X23	120	1	5	3,17	1,349
X2	120	1,00	5,00	3,3806	1,23541
Valid N (listwise)	120				

STATISTIK DESKRIPTIF VARIABEL CITRA MEREK

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X31	120	1	5	3,42	1,388
X32	120	1	5	3,46	1,243
X33	120	1	5	3,22	1,317
X3	120	1,00	5,00	3,3639	1,21767
Valid N (listwise)	120				

Lampiran 4 (lanjutan)

STATISTIK DESKRIPTIF VARIABEL MINAT BELI

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y11	120	1	5	3,42	1,281
Y12	120	1	5	3,43	1,326
Y13	120	1	5	3,48	1,366
Y	120	1,00	5,00	3,4417	1,26813
Valid N (listwise)	120				

Lampiran 5

UJI VALIDITAS

Hasil Uji Validitas Kredibilitas Merek (X_1)

Correlations

		X11	X12	X13	X1
X11	Pearson Correlation	1	,901**	,891**	,963**
	Sig. (2-tailed)		,000	,000	,000
	N	120	120	120	120
X12	Pearson Correlation	,901**	1	,902**	,968**
	Sig. (2-tailed)	,000		,000	,000
	N	120	120	120	120
X13	Pearson Correlation	,891**	,902**	1	,965**
	Sig. (2-tailed)	,000	,000		,000
	N	120	120	120	120
X1	Pearson Correlation	,963**	,968**	,965**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	120	120	120	120

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

Hasil Uji Validitas Kesadaran Merek (X_2)

Correlations

		X21	X22	X23	X2
X21	Pearson Correlation	1	,932**	,798**	,962**
	Sig. (2-tailed)		,000	,000	,000
	N	120	120	120	120
X22	Pearson Correlation	,932**	1	,785**	,958**
	Sig. (2-tailed)	,000		,000	,000
	N	120	120	120	120
X23	Pearson Correlation	,798**	,785**	1	,914**
	Sig. (2-tailed)	,000	,000		,000
	N	120	120	120	120
X2	Pearson Correlation	,962**	,958**	,914**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	120	120	120	120

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

Lampiran 5 (lanjutan)

Hasil Uji Validitas Citra Merek (X_3)

Correlations

		X31	X32	X33	X3
X31	Pearson Correlation	1	,848**	,714**	,926**
	Sig. (2-tailed)		,000	,000	,000
	N	120	120	120	120
X32	Pearson Correlation	,848**	1	,796**	,950**
	Sig. (2-tailed)	,000		,000	,000
	N	120	120	120	120
X33	Pearson Correlation	,714**	,796**	1	,902**
	Sig. (2-tailed)	,000	,000		,000
	N	120	120	120	120
X3	Pearson Correlation	,926**	,950**	,902**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	120	120	120	120

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

Hasil Uji Validitas Minat Beli (Y)

Correlations

		Y11	Y12	Y13	Y
Y11	Pearson Correlation	1	,894**	,888**	,967**
	Sig. (2-tailed)		,000	,000	,000
	N	120	120	120	120
Y12	Pearson Correlation	,894**	1	,846**	,953**
	Sig. (2-tailed)	,000		,000	,000
	N	120	120	120	120
Y13	Pearson Correlation	,888**	,846**	1	,953**
	Sig. (2-tailed)	,000	,000		,000
	N	120	120	120	120
Y	Pearson Correlation	,967**	,953**	,953**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	120	120	120	120

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

Lampiran 6

UJI RELIABILITAS

Hasil Uji Reliabilitas Kredibilitas Merek (X_1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,963	,964	3

Inter-Item Correlation Matrix

	X11	X12	X13
X11	1,000	,901	,891
X12	,901	1,000	,902
X13	,891	,902	1,000

The covariance matrix is calculated and used in the analysis

Item -Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X11	7,00	6,454	,919	,845	,948
X12	6,95	6,115	,927	,860	,941
X13	6,90	6,024	,920	,846	,947

Lampiran 6 (lanjutan)

Hasil Uji Reliabilitas Kesadaran Merek (X_2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,939	,940	3

Inter-Item Correlation Matrix

	X21	X22	X23
X21	1,000	,932	,798
X22	,932	1,000	,785
X23	,798	,785	1,000

The covariance matrix is calculated and used in the analysis

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X21	6,72	6,306	,914	,880	,880
X22	6,59	6,160	,903	,873	,887
X23	6,98	6,411	,806	,650	,964

Lampiran 6 (lanjutan)

Hasil Uji Reliabilitas Citra Merek (X_3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,915	,917	3

Inter-Item Correlation Matrix

	X31	X32	X33
X31	1,000	,848	,714
X32	,848	1,000	,796
X33	,714	,796	1,000

The covariance matrix is calculated and used in the analysis

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X31	6,68	5,885	,822	,723	,886
X32	6,63	6,268	,889	,794	,832
X33	6,88	6,396	,783	,639	,915

Lampiran 6 (lanjutan)

Hasil Uji Reliabilitas Minat Beli (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,954	,955	3

Inter-Item Correlation Matrix

	Y11	Y12	Y13
Y11	1,000	,894	,888
Y12	,894	1,000	,846
Y13	,888	,846	1,000

The covariance matrix is calculated and used in the analysis

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y11	6,91	6,689	,928	,861	,916
Y12	6,90	6,612	,895	,812	,940
Y13	6,84	6,437	,890	,802	,944

Lampiran 7A

MODERATED REGRESSION ANALYSIS

Hasil Uji Interaksi X1 dan X2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,964 ^a	,929	,927	,34157

a. Predictors: (Constant), MODERAT1, X1, X2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177,836	3	59,279	508,095	,000 ^a
	Residual	13,534	116	,117		
	Total	191,369	119			

a. Predictors: (Constant), MODERAT1, X1, X2

b. Dependent Variable: Y

Coefficients^c

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,491	,201		-2,439	,016
	X1	,945	,095	,919	9,943	,000
	X2	,521	,126	,507	4,133	,000
	MODERAT1	-,084	,032	-,448	-2,657	,009

a. Dependent Variable: Y

Lampiran 7B

Hasil Uji Interaksi X1 dan X3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,963 ^a	,927	,925	,34708

a. Predictors: (Constant), MODERAT2, X1, X3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177,395	3	59,132	490,862	,000 ^a
	Residual	13,974	116	,120		
	Total	191,369	119			

a. Predictors: (Constant), MODERAT2, X1, X3

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,395	,207		-1,908	,059
	X1	,917	,098	,892	9,315	,000
	X3	,452	,129	,434	3,501	,001
	MODERAT2	-,067	,033	-,349	-2,021	,046

a. Dependent Variable: Y