

Lampiran 1. Kuisisioner Penelitian



No.Kuisisioner

Kuisisioner Penelitian

Responden yang terhormat,

Saya Yessi, mahasiswi jurusan Manajemen Fakultas Bisnis Universitas Katolik Widya Mandala. Saya sedang melakukan penelitian mengenai: **Pengaruh Belief, Attribute, dan Reference Group terhadap Purchase Intention Green Product The Body Shop di Surabaya**. The Body Shop merupakan perusahaan ritel produk perawatan kulit dan wajah yang peduli dengan lingkungan yang produknya terdiri dari *make up, body care, bath and shower, fragrance, skin care, mens, hair*, dan *accessories*. Dalam hal ini, saya meminta kesediaan bapak/ibu/saudara untuk membantu penelitian ini dengan mengisi kuisisioner yang telah saya siapkan.

Persyaratan menjadi Responden

Sebagai syarat menjadi responden penelitian ini, mohon diisi sejujurnya pernyataan berikut:

Apakah anda pernah membeli produk di gerai *The Body Shop*?

a. Ya b. Tidak

(jika tidak, mohon tidak dilanjutkan pengisian kuisisioner)

Identitas Responden

Jenis kelamin:

a Perempuan

b Laki-laki

Umur anda saat ini :

a. 17-22 tahun

b. 23-28 tahun

c. 29-34 tahun

d. > 35 tahun

Status anda:

a. Pelajar/mahasiswa

b. Pekerja swasta

c. Ibu Rumah tangga

d. Wiraswasta

e. Profesional (dokter, lawyer)

f. Lainnya, sebutkan: ...

Petunjuk Pengisian

Berikan penilaian anda dengan memberi tanda silang (X) pada pilihan jawaban yang tersedia dengan setiap pertanyaan mengharapkan hanya terdapat satu jawaban dimana setiap angka mewakili tingkat kesesuaian jawaban bapak/ibu/saudara, berikut ini adalah keterangan dari setiap nomor:

[1] Sangat tidak setuju

[2] Tidak setuju

[3] Netral

[4] Setuju

[5] Sangat setuju

Belief

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
1.	Saya terbiasa menggunakan produk kosmetik yang tidak membahayakan kulit					
2.	Saya menolak penggunaan tas plastik ketika membeli produk					
3	Saya menolak produk yang dijual oleh perusahaan yang menyebabkan adanya polusi lingkungan					
4	Saya memisahkan pembungkus dari metal, glass dan plastik untuk daur ulang					

Attribute

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
1.	Harga produk-produk kosmetik <i>The Body Shop</i> sesuai dengan kualitas produk					
2.	Saya tertarik membeli produk-produk kosmetik dari merek yang sudah dikenal					
3	Saya tertarik membeli produk-produk kosmetik dari perusahaan yang memiliki kepedulian terhadap lingkungan					

4.	Saya lebih suka membeli produk-produk kosmetik dari perusahaan yang sudah identik dengan kesehatan					
5	Aroma produk <i>The Body Shop</i> berbeda dengan produk lain yang tidak ramah lingkungan					
6	Penampilan produk <i>The Body Shop</i> berbeda dengan produk lain yang tidak ramah lingkungan					
7	Saya akan mengunjungi ritel yang menjual produk ramah lingkungan					

Refference Group

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
1.	Saya meminta informasi kepada orang-orang yang membeli produk ramah lingkungan sebelum membeli					
2.	Menurut saya bahwa semua teman adalah orang-orang yang membeli produk ramah lingkungan					
3	Ahli kesehatan, seperti dokter maupun ahli gizi menyetujui jika saya membeli produk ramah lingkungan					
4	Saya tertarik untuk membaca berbagai berita mengenai produk ramah lingkungan					
5	Dalam keluarga saya, juga terdapat orang yang membeli produk ramah lingkungan seperti yang saya lakukan					
6	Orang tua, kenalan, teman, akan menyetujui jika saya membeli produk ramah lingkungan					
7	Pengaruh dari orang-orang seperti atlit, politisi, dan lainnya mendorong saya membeli produk ramah lingkungan					

Purchase Intention

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
1.	Setelah mendapatkan berbagai informasi mengenai produk <i>The Body Shop</i> , membuat					

	saya berkeinginan membeli					
2.	Saya mempertimbangkan untuk membeli produk <i>The Body Shop</i> setelah membaca <i>review</i> atas produk tersebut					
3	Saya akan mencoba produk <i>The Body Shop</i> setelah mendiskusikan dengan teman					
4	Untuk waktu yang akan datang, saya akan mencari produk ramah lingkungan yang banyak didiskusikan atau dibahas di berbagai media					
5	Untuk waktu yang akan datang, saya akan membeli produk ramah lingkungan yang banyak didiskusikan atau dibahas di berbagai media					

Terima kasih.....



Lampiran 2. Karakteristik Demografis Responden Penelitian

Jenis Kelamin Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	87	87,0	87,0	87,0
	Laki-Laki	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-22 tahun	20	20,0	20,0	20,0
	23-28 tahun	46	46,0	46,0	66,0
	29-34 tahun	24	24,0	24,0	90,0
	> 35 tahun	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Status Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	19	19,0	19,0	19,0
	Pekerja Swasta	36	36,0	36,0	55,0
	Ibu Rumah Tangga	8	8,0	8,0	63,0
	Wiraswasta	32	32,0	32,0	95,0
	Profesional	3	3,0	3,0	98,0
	Lain-Lain	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

Lampiran 3. Hasil Pengujian Validitas Variabel *Belief*

Correlations

		X1.1	X1.2	X1.3	X1.4	Total X1
X1.1	Pearson Correlation	1	,553**	,382**	,549**	,813**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
X1.2	Pearson Correlation	,553**	1	,363**	,417**	,697**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
X1.3	Pearson Correlation	,382**	,363**	1	,570**	,757**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
X1.4	Pearson Correlation	,549**	,417**	,570**	1	,833**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Total X1	Pearson Correlation	,813**	,697**	,757**	,833**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Variabel *Attributes*

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	Total X2
X2.1	Pearson Correlation	1	,685**	,702**	,294**	,337**	,396**	,377**	,733**
	Sig. (2-tailed)		,000	,000	,003	,001	,000	,000	,000
	N	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	,685**	1	,953**	,373**	,442**	,445**	,521**	,862**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	,702**	,953**	1	,354**	,440**	,412**	,518**	,855**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	,294**	,373**	,354**	1	,699**	,279**	,316**	,637**
	Sig. (2-tailed)	,003	,000	,000		,000	,005	,001	,000
	N	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	,337**	,442**	,440**	,699**	1	,354**	,391**	,707**
	Sig. (2-tailed)	,001	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	,396**	,445**	,412**	,279**	,354**	1	,675**	,666**
	Sig. (2-tailed)	,000	,000	,000	,005	,000		,000	,000
	N	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	,377**	,521**	,518**	,316**	,391**	,675**	1	,725**
	Sig. (2-tailed)	,000	,000	,000	,001	,000	,000		,000
	N	100	100	100	100	100	100	100	100
Total X2	Pearson Correlation	,733**	,862**	,855**	,637**	,707**	,666**	,725**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100

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

Variabel *Reference Group*

Correlations									
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	Total X3
X3.1	Pearson Correlation	1	,955**	,689**	,576**	,616**	,545**	,608**	,802**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	,955**	1	,679**	,571**	,625**	,542**	,600**	,800**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	,689**	,679**	1	,744**	,766**	,711**	,750**	,871**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	,576**	,571**	,744**	1	,862**	,863**	,856**	,897**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	,616**	,625**	,766**	,862**	1	,913**	,929**	,939**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	,545**	,542**	,711**	,863**	,913**	1	,873**	,895**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100
X3.7	Pearson Correlation	,608**	,600**	,750**	,856**	,929**	,873**	1	,923**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100
Total X3	Pearson Correlation	,802**	,800**	,871**	,897**	,939**	,895**	,923**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100

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

Variabel *Purchase Intention*

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total Y
Y1.1	Pearson Correlation	1	,488**	,364**	,861**	,453**	,760**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Y1.2	Pearson Correlation	,488**	1	,625**	,508**	,884**	,881**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Y1.3	Pearson Correlation	,364**	,625**	1	,411**	,606**	,752**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Y1.4	Pearson Correlation	,861**	,508**	,411**	1	,506**	,787**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Y1.5	Pearson Correlation	,453**	,884**	,606**	,506**	1	,867**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Total Y	Pearson Correlation	,760**	,881**	,752**	,787**	,867**	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).

Lampiran 4. Hasil Pengujian Reliabilitas

Variabel *Belief*

Reliability Statistics

Cronbach's Alpha	N of Items
,774	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	9,2700	2,098	,605	,707
X1.2	9,9700	2,878	,548	,748
X1.3	9,6800	2,361	,540	,739
X1.4	9,3900	2,139	,664	,670

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12,7700	3,916	1,97895	4

Variabel *Attributes*

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,865	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	23,6400	11,182	,625	,847
X2.2	23,2000	10,101	,791	,823
X2.3	23,2400	10,204	,783	,824
X2.4	23,5700	11,763	,505	,863
X2.5	23,1200	11,177	,584	,853
X2.6	23,4600	11,968	,561	,856
X2.7	23,1500	11,139	,610	,850

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27,2300	14,745	3,83986	7

Variabel Reference Group

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,950	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	23,9200	15,589	,740	,949
X3.2	23,9200	15,428	,733	,949
X3.3	24,1900	14,681	,821	,942
X3.4	23,9400	14,542	,857	,939
X3.5	23,9900	13,687	,910	,935
X3.6	23,9600	14,645	,855	,940
X3.7	23,9600	14,099	,890	,936

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27,9800	19,798	4,44945	7

Variabel Purchase Intention

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,868	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	15,5600	3,400	,627	,856
Y1.2	15,3600	2,920	,791	,814
Y1.3	15,2100	3,339	,605	,862
Y1.4	15,5700	3,480	,683	,845
Y1.5	15,3400	2,994	,771	,820

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19,2600	4,881	2,20935	5

Lampiran 5. Nilai Rata-Rata dan Deviasi Standar Berdasarkan Jenis Kelamin Responden

Variabel *Belief*

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
X1.1	Perempuan	87	3,6782	,49402	,05296	3,5729	3,7835	2,00	4,00
	Laki-Laki	13	2,3077	,94733	,26274	1,7352	2,8802	1,00	4,00
	Total	100	3,5000	,73168	,07317	3,3548	3,6452	1,00	4,00
X1.2	Perempuan	87	2,8966	,30631	,03284	2,8313	2,9618	2,00	3,00
	Laki-Laki	13	2,1538	,68874	,19102	1,7376	2,5700	1,00	3,00
	Total	100	2,8000	,44947	,04495	2,7108	2,8892	1,00	3,00
X1.3	Perempuan	87	3,2299	,47498	,05092	3,1287	3,3311	2,00	4,00
	Laki-Laki	13	2,1538	,98710	,27377	1,5573	2,7503	1,00	4,00
	Total	100	3,0900	,66810	,06681	2,9574	3,2226	1,00	4,00
X1.4	Perempuan	87	3,5057	,52548	,05634	3,3938	3,6177	2,00	4,00
	Laki-Laki	13	2,5385	,96742	,26831	1,9539	3,1231	1,00	4,00
	Total	100	3,3800	,67838	,06784	3,2454	3,5146	1,00	4,00

Variabel *Attributes*

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
X2.1	Perempuan	87	3,6782	,70701	,07580	3,5275	3,8288	2,00	5,00
	Laki-Laki	13	3,0000	,57735	,16013	2,6511	3,3489	2,00	4,00
	Total	100	3,5900	,72607	,07261	3,4459	3,7341	2,00	5,00
X2.2	Perempuan	87	4,1264	,69558	,07457	3,9782	4,2747	2,00	5,00
	Laki-Laki	13	3,3846	1,12090	,31088	2,7073	4,0620	2,00	5,00
	Total	100	4,0300	,79715	,07972	3,8718	4,1882	2,00	5,00
X2.3	Perempuan	87	4,0920	,69269	,07426	3,9443	4,2396	2,00	5,00
	Laki-Laki	13	3,3077	1,03155	,28610	2,6843	3,9311	2,00	5,00
	Total	100	3,9900	,78490	,07849	3,8343	4,1457	2,00	5,00
X2.4	Perempuan	87	3,6782	,73917	,07925	3,5206	3,8357	1,00	5,00
	Laki-Laki	13	3,5385	,51887	,14391	3,2249	3,8520	3,00	4,00
	Total	100	3,6600	,71379	,07138	3,5184	3,8016	1,00	5,00
X2.5	Perempuan	87	4,1494	,69095	,07408	4,0022	4,2967	2,00	5,00
	Laki-Laki	13	3,8462	1,14354	,31716	3,1551	4,5372	2,00	5,00
	Total	100	4,1100	,76403	,07640	3,9584	4,2616	2,00	5,00
X2.6	Perempuan	87	3,8161	,60094	,06443	3,6880	3,9442	2,00	5,00
	Laki-Laki	13	3,4615	,66023	,18311	3,0626	3,8605	2,00	4,00
	Total	100	3,7700	,61718	,06172	3,6475	3,8925	2,00	5,00
X2.7	Perempuan	87	4,1379	,71808	,07699	3,9849	4,2910	1,00	5,00
	Laki-Laki	13	3,6923	,85485	,23709	3,1757	4,2099	2,00	5,00
	Total	100	4,0800	,74779	,07478	3,9316	4,2284	1,00	5,00

Variabel *Reference Group*

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
X3.1	Perempuan	87	4,1149	,57920	,06210	3,9915	4,2384	3,00	5,00
	Laki-Laki	13	3,6923	,94733	,26274	3,1198	4,2648	2,00	5,00
	Total	100	4,0600	,64854	,06485	3,9313	4,1887	2,00	5,00
X3.2	Perempuan	87	4,1149	,61805	,06626	3,9832	4,2467	2,00	5,00
	Laki-Laki	13	3,6923	,94733	,26274	3,1198	4,2648	2,00	5,00
	Total	100	4,0600	,67898	,06790	3,9253	4,1947	2,00	5,00
X3.3	Perempuan	87	3,8506	,70758	,07586	3,6998	4,0014	2,00	5,00
	Laki-Laki	13	3,3846	,76795	,21299	2,9205	3,8487	2,00	4,00
	Total	100	3,7900	,72884	,07288	3,6454	3,9346	2,00	5,00
X3.4	Perempuan	87	4,1264	,67865	,07276	3,9818	4,2711	3,00	5,00
	Laki-Laki	13	3,4615	,77625	,21529	2,9925	3,9306	2,00	5,00
	Total	100	4,0400	,72363	,07236	3,8964	4,1836	2,00	5,00
X3.5	Perempuan	87	4,0920	,72549	,07778	3,9373	4,2466	2,00	5,00
	Laki-Laki	13	3,3077	1,03155	,28610	2,6843	3,9311	2,00	5,00
	Total	100	3,9900	,81023	,08102	3,8292	4,1508	2,00	5,00
X3.6	Perempuan	87	4,1149	,61805	,06626	3,9832	4,2467	3,00	5,00
	Laki-Laki	13	3,3846	,96077	,26647	2,8040	3,9652	2,00	5,00
	Total	100	4,0200	,71038	,07104	3,8790	4,1610	2,00	5,00
X3.7	Perempuan	87	4,1264	,67865	,07276	3,9818	4,2711	2,00	5,00
	Laki-Laki	13	3,3077	,94733	,26274	2,7352	3,8802	2,00	5,00
	Total	100	4,0200	,76515	,07652	3,8682	4,1718	2,00	5,00

Variabel *Purchase Intention*

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Y1.1	Perempuan	87	3,7471	,51078	,05476	3,6383	3,8560	3,00	5,00
	Laki-Laki	13	3,3846	,50637	,14044	3,0786	3,6906	3,00	4,00
	Total	100	3,7000	,52223	,05222	3,5964	3,8036	3,00	5,00
Y1.2	Perempuan	87	3,9885	,53904	,05779	3,8736	4,1034	3,00	5,00
	Laki-Laki	13	3,3077	,63043	,17485	2,9267	3,6887	2,00	4,00
	Total	100	3,9000	,59459	,05946	3,7820	4,0180	2,00	5,00
Y1.3	Perempuan	87	4,1264	,52395	,05617	4,0148	4,2381	3,00	5,00
	Laki-Laki	13	3,5385	,51887	,14391	3,2249	3,8520	3,00	4,00
	Total	100	4,0500	,55732	,05573	3,9394	4,1606	3,00	5,00
Y1.4	Perempuan	87	3,7241	,44954	,04820	3,6283	3,8199	3,00	4,00
	Laki-Laki	13	3,4615	,51887	,14391	3,1480	3,7751	3,00	4,00
	Total	100	3,6900	,46482	,04648	3,5978	3,7822	3,00	4,00
Y1.5	Perempuan	87	3,9885	,56020	,06006	3,8691	4,1079	3,00	5,00
	Laki-Laki	13	3,4615	,51887	,14391	3,1480	3,7751	3,00	4,00
	Total	100	3,9200	,58049	,05805	3,8048	4,0352	3,00	5,00

Lampiran 6. Nilai Rata-Rata dan Deviasi Standar Berdasarkan Usia Responden
 Variabel *Belief*

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
XI.1	17-22 tahun	20	3,5000	,68825	,15390	3,1779	3,8221	2,00	4,00
	23-28 tahun	46	3,4783	,78143	,11522	3,2462	3,7103	1,00	4,00
	29-34 tahun	24	3,5000	,78019	,15926	3,1706	3,8294	2,00	4,00
	> 35 tahun	10	3,6000	,51640	,16330	3,2306	3,9694	3,00	4,00
	Total	100	3,5000	,73168	,07317	3,3548	3,6452	1,00	4,00
XI.2	17-22 tahun	20	2,9000	,30779	,06882	2,7559	3,0441	2,00	3,00
	23-28 tahun	46	2,8043	,45312	,06681	2,6698	2,9389	1,00	3,00
	29-34 tahun	24	2,7083	,55003	,11228	2,4761	2,9406	1,00	3,00
	> 35 tahun	10	2,8000	,42164	,13333	2,4984	3,1016	2,00	3,00
	Total	100	2,8000	,44947	,04495	2,7108	2,8892	1,00	3,00
XI.3	17-22 tahun	20	2,9500	,82558	,18460	2,5636	3,3364	1,00	4,00
	23-28 tahun	46	3,1304	,68666	,10124	2,9265	3,3343	1,00	4,00
	29-34 tahun	24	3,0417	,55003	,11228	2,8094	3,2739	2,00	4,00
	> 35 tahun	10	3,3000	,48305	,15275	2,9544	3,6456	3,00	4,00
	Total	100	3,0900	,66810	,06681	2,9574	3,2226	1,00	4,00
XI.4	17-22 tahun	20	3,2500	,63867	,14281	2,9511	3,5489	2,00	4,00
	23-28 tahun	46	3,4348	,68806	,10145	3,2305	3,6391	1,00	4,00
	29-34 tahun	24	3,4167	,77553	,15830	3,0892	3,7441	1,00	4,00
	> 35 tahun	10	3,3000	,48305	,15275	2,9544	3,6456	3,00	4,00
	Total	100	3,3800	,67838	,06784	3,2454	3,5146	1,00	4,00

Variabel *Attributes*

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
X2.1	17-22 tahun	20	3,5000	,68825	,15390	3,1779	3,8221	2,00	5,00
	23-28 tahun	46	3,6087	,77397	,11412	3,3789	3,8385	2,00	5,00
	29-34 tahun	24	3,5833	,77553	,15830	3,2559	3,9108	2,00	5,00
	> 35 tahun	10	3,7000	,48305	,15275	3,3544	4,0456	3,00	4,00
	Total	100	3,5900	,72607	,07261	3,4459	3,7341	2,00	5,00
X2.2	17-22 tahun	20	3,9500	,94451	,21120	3,5080	4,3920	2,00	5,00
	23-28 tahun	46	4,0870	,75502	,11132	3,8627	4,3112	2,00	5,00
	29-34 tahun	24	4,0417	,85867	,17528	3,6791	4,4043	2,00	5,00
	> 35 tahun	10	3,9000	,56765	,17951	3,4939	4,3061	3,00	5,00
	Total	100	4,0300	,79715	,07972	3,8718	4,1882	2,00	5,00
X2.3	17-22 tahun	20	3,8000	,89443	,20000	3,3814	4,2186	2,00	5,00
	23-28 tahun	46	4,0652	,77179	,11379	3,8360	4,2944	2,00	5,00
	29-34 tahun	24	4,0000	,83406	,17025	3,6478	4,3522	2,00	5,00
	> 35 tahun	10	4,0000	,47140	,14907	3,6628	4,3372	3,00	5,00
	Total	100	3,9900	,78490	,07849	3,8343	4,1457	2,00	5,00
X2.4	17-22 tahun	20	3,5000	,82717	,18496	3,1129	3,8871	1,00	5,00
	23-28 tahun	46	3,7826	,66376	,09787	3,5855	3,9797	2,00	5,00
	29-34 tahun	24	3,5833	,58359	,11913	3,3369	3,8298	3,00	5,00
	> 35 tahun	10	3,6000	,96609	,30551	2,9089	4,2911	2,00	5,00
	Total	100	3,6600	,71379	,07138	3,5184	3,8016	1,00	5,00
X2.5	17-22 tahun	20	3,9000	,64072	,14327	3,6001	4,1999	2,00	5,00
	23-28 tahun	46	4,2391	,73590	,10850	4,0206	4,4577	2,00	5,00
	29-34 tahun	24	4,0417	,80645	,16462	3,7011	4,3822	2,00	5,00
	> 35 tahun	10	4,1000	,99443	,31447	3,3886	4,8114	2,00	5,00
	Total	100	4,1100	,76403	,07640	3,9584	4,2616	2,00	5,00
X2.6	17-22 tahun	20	3,6000	,68056	,15218	3,2815	3,9185	2,00	5,00
	23-28 tahun	46	3,8261	,52933	,07805	3,6689	3,9833	3,00	5,00
	29-34 tahun	24	3,7500	,73721	,15048	3,4387	4,0613	2,00	5,00
	> 35 tahun	10	3,9000	,56765	,17951	3,4939	4,3061	3,00	5,00
	Total	100	3,7700	,61718	,06172	3,6475	3,8925	2,00	5,00
X2.7	17-22 tahun	20	4,0000	,97333	,21764	3,5445	4,4555	1,00	5,00
	23-28 tahun	46	4,1739	,60752	,08957	3,9935	4,3543	3,00	5,00
	29-34 tahun	24	3,9583	,80645	,16462	3,6178	4,2989	2,00	5,00
	> 35 tahun	10	4,1000	,73786	,23333	3,5722	4,6278	3,00	5,00
	Total	100	4,0800	,74779	,07478	3,9316	4,2284	1,00	5,00

Variabel Reference Group

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
X3.1	17-22 tahun	20	4,1000	,64072	,14327	3,8001	4,3999	3,00	5,00
	23-28 tahun	46	4,0870	,58977	,08696	3,9118	4,2621	3,00	5,00
	29-34 tahun	24	4,0833	,77553	,15830	3,7559	4,4108	2,00	5,00
	> 35 tahun	10	3,8000	,63246	,20000	3,3476	4,2524	3,00	5,00
	Total	100	4,0600	,64854	,06485	3,9313	4,1887	2,00	5,00
X3.2	17-22 tahun	20	4,1500	,67082	,15000	3,8360	4,4640	3,00	5,00
	23-28 tahun	46	4,0870	,58977	,08696	3,9118	4,2621	3,00	5,00
	29-34 tahun	24	4,0833	,77553	,15830	3,7559	4,4108	2,00	5,00
	> 35 tahun	10	3,7000	,82327	,26034	3,1111	4,2889	2,00	5,00
	Total	100	4,0600	,67898	,06790	3,9253	4,1947	2,00	5,00
X3.3	17-22 tahun	20	3,8500	,74516	,16662	3,5013	4,1987	2,00	5,00
	23-28 tahun	46	3,8261	,64306	,09481	3,6351	4,0171	3,00	5,00
	29-34 tahun	24	3,7500	,89685	,18307	3,3713	4,1287	2,00	5,00
	> 35 tahun	10	3,6000	,69921	,22111	3,0998	4,1002	2,00	4,00
	Total	100	3,7900	,72884	,07288	3,6454	3,9346	2,00	5,00
X3.4	17-22 tahun	20	4,0000	,79472	,17770	3,6281	4,3719	2,00	5,00
	23-28 tahun	46	4,1087	,73721	,10870	3,8898	4,3276	3,00	5,00
	29-34 tahun	24	3,9167	,71728	,14641	3,6138	4,2195	3,00	5,00
	> 35 tahun	10	4,1000	,56765	,17951	3,6939	4,5061	3,00	5,00
	Total	100	4,0400	,72363	,07236	3,8964	4,1836	2,00	5,00
X3.5	17-22 tahun	20	3,9500	,75915	,16975	3,5947	4,3053	2,00	5,00
	23-28 tahun	46	4,1087	,79522	,11725	3,8725	4,3448	2,00	5,00
	29-34 tahun	24	3,8333	,86811	,17720	3,4668	4,1999	2,00	5,00
	> 35 tahun	10	3,9000	,87560	,27689	3,2736	4,5264	2,00	5,00
	Total	100	3,9900	,81023	,08102	3,8292	4,1508	2,00	5,00
X3.6	17-22 tahun	20	3,9500	,68633	,15347	3,6288	4,2712	2,00	5,00
	23-28 tahun	46	4,0870	,75502	,11132	3,8627	4,3112	2,00	5,00
	29-34 tahun	24	3,9167	,71728	,14641	3,6138	4,2195	3,00	5,00
	> 35 tahun	10	4,1000	,56765	,17951	3,6939	4,5061	3,00	5,00
	Total	100	4,0200	,71038	,07104	3,8790	4,1610	2,00	5,00
X3.7	17-22 tahun	20	3,9500	,75915	,16975	3,5947	4,3053	2,00	5,00
	23-28 tahun	46	4,1087	,79522	,11725	3,8725	4,3448	2,00	5,00
	29-34 tahun	24	3,9583	,75060	,15322	3,6414	4,2753	2,00	5,00
	> 35 tahun	10	3,9000	,73786	,23333	3,3722	4,4278	3,00	5,00
	Total	100	4,0200	,76515	,07652	3,8682	4,1718	2,00	5,00

Variabel *Purchase Intention*

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Y1.1	17-22 tahun	20	3,5500	,60481	,13524	3,2669	3,8331	3,00	5,00
	23-28 tahun	46	3,7174	,50169	,07397	3,5684	3,8664	3,00	5,00
	29-34 tahun	24	3,7083	,55003	,11228	3,4761	3,9406	3,00	5,00
	> 35 tahun	10	3,9000	,31623	,10000	3,6738	4,1262	3,00	4,00
	Total	100	3,7000	,52223	,05222	3,5964	3,8036	3,00	5,00
Y1.2	17-22 tahun	20	3,8500	,58714	,13129	3,5752	4,1248	3,00	5,00
	23-28 tahun	46	3,9130	,58977	,08696	3,7379	4,0882	2,00	5,00
	29-34 tahun	24	3,9167	,65386	,13347	3,6406	4,1928	3,00	5,00
	> 35 tahun	10	3,9000	,56765	,17951	3,4939	4,3061	3,00	5,00
	Total	100	3,9000	,59459	,05946	3,7820	4,0180	2,00	5,00
Y1.3	17-22 tahun	20	3,9500	,51042	,11413	3,7111	4,1889	3,00	5,00
	23-28 tahun	46	4,1739	,56977	,08401	4,0047	4,3431	3,00	5,00
	29-34 tahun	24	3,9167	,58359	,11913	3,6702	4,1631	3,00	5,00
	> 35 tahun	10	4,0000	,47140	,14907	3,6628	4,3372	3,00	5,00
	Total	100	4,0500	,55732	,05573	3,9394	4,1606	3,00	5,00
Y1.4	17-22 tahun	20	3,6000	,50262	,11239	3,3648	3,8352	3,00	4,00
	23-28 tahun	46	3,7174	,45524	,06712	3,5822	3,8526	3,00	4,00
	29-34 tahun	24	3,6250	,49454	,10095	3,4162	3,8338	3,00	4,00
	> 35 tahun	10	3,9000	,31623	,10000	3,6738	4,1262	3,00	4,00
	Total	100	3,6900	,46482	,04648	3,5978	3,7822	3,00	4,00
Y1.5	17-22 tahun	20	3,8500	,58714	,13129	3,5752	4,1248	3,00	5,00
	23-28 tahun	46	3,9565	,55604	,08198	3,7914	4,1216	3,00	5,00
	29-34 tahun	24	3,9167	,58359	,11913	3,6702	4,1631	3,00	5,00
	> 35 tahun	10	3,9000	,73786	,23333	3,3722	4,4278	3,00	5,00
	Total	100	3,9200	,58049	,05805	3,8048	4,0352	3,00	5,00

Lampiran 7. Nilai Rata-Rata dan Deviasi Standar Berdasarkan Status Responden

Variabel *Belief*

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
X1.1	Pelajar/Mahasiswa	19	3,5263	,69669	,15983	3,1905	3,8621	2,00	4,00
	Pekerja Swasta	36	3,6111	,72812	,12135	3,3648	3,8575	1,00	4,00
	Ibu Rumah Tangga	8	3,6250	,51755	,18298	3,1923	4,0577	3,00	4,00
	Wiraswasta	32	3,3750	,79312	,14020	3,0891	3,6609	1,00	4,00
	Profesional	3	3,3333	1,15470	,66667	,4649	6,2018	2,00	4,00
	Lain-Lain	2	3,0000	,00000	,00000	3,0000	3,0000	3,00	3,00
	Total	100	3,5000	,73168	,07317	3,3548	3,6452	1,00	4,00
X1.2	Pelajar/Mahasiswa	19	2,7895	,41885	,09609	2,5876	2,9914	2,00	3,00
	Pekerja Swasta	36	2,8056	,40139	,06690	2,6697	2,9414	2,00	3,00
	Ibu Rumah Tangga	8	2,8750	,35355	,12500	2,5794	3,1706	2,00	3,00
	Wiraswasta	32	2,7813	,55267	,09770	2,5820	2,9805	1,00	3,00
	Profesional	3	2,6667	,57735	,33333	1,2324	4,1009	2,00	3,00
	Lain-Lain	2	3,0000	,00000	,00000	3,0000	3,0000	3,00	3,00
	Total	100	2,8000	,44947	,04495	2,7108	2,8892	1,00	3,00
X1.3	Pelajar/Mahasiswa	19	2,9474	,84811	,19457	2,5386	3,3561	1,00	4,00
	Pekerja Swasta	36	3,1389	,63932	,10655	2,9226	3,3552	1,00	4,00
	Ibu Rumah Tangga	8	3,3750	,51755	,18298	2,9423	3,8077	3,00	4,00
	Wiraswasta	32	3,0625	,66901	,11827	2,8213	3,3037	1,00	4,00
	Profesional	3	3,0000	,00000	,00000	3,0000	3,0000	3,00	3,00
	Lain-Lain	2	3,0000	,00000	,00000	3,0000	3,0000	3,00	3,00
	Total	100	3,0900	,66810	,06681	2,9574	3,2226	1,00	4,00
X1.4	Pelajar/Mahasiswa	19	3,3158	,67104	,15395	2,9924	3,6392	2,00	4,00
	Pekerja Swasta	36	3,4167	,73193	,12199	3,1690	3,6643	1,00	4,00
	Ibu Rumah Tangga	8	3,5000	,53452	,18898	3,0531	3,9469	3,00	4,00
	Wiraswasta	32	3,3125	,69270	,12245	3,0628	3,5622	1,00	4,00
	Profesional	3	3,6667	,57735	,33333	2,2324	5,1009	3,00	4,00
	Lain-Lain	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	Total	100	3,3800	,67838	,06784	3,2454	3,5146	1,00	4,00

Variabel Attributes

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
X2.1 Pelajar/Mahasiswa	19	3,5789	,76853	,17631	3,2085	3,9494	2,00	5,00
	36	3,6389	,72320	,12053	3,3942	3,8836	2,00	5,00
	8	3,5000	,53452	,18898	3,0531	3,9469	3,00	4,00
	32	3,5625	,80071	,14155	3,2738	3,8512	2,00	5,00
	3	3,3333	,57735	,33333	1,8991	4,7676	3,00	4,00
	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	100	3,5900	,72607	,07261	3,4459	3,7341	2,00	5,00
X2.2 Pelajar/Mahasiswa	19	4,0526	,97032	,22261	3,5850	4,5203	2,00	5,00
	36	4,1389	,76168	,12695	3,8812	4,3966	2,00	5,00
	8	4,0000	,53452	,18898	3,5531	4,4469	3,00	5,00
	32	4,0000	,76200	,13470	3,7253	4,2747	2,00	5,00
	3	3,3333	1,15470	,66667	,4649	6,2018	2,00	4,00
	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	100	4,0300	,79715	,07972	3,8718	4,1882	2,00	5,00
X2.3 Pelajar/Mahasiswa	19	3,8947	,93659	,21487	3,4433	4,3462	2,00	5,00
	36	4,1111	,74748	,12458	3,8582	4,3640	2,00	5,00
	8	4,1250	,35355	,12500	3,8294	4,4206	4,00	5,00
	32	3,9688	,78224	,13828	3,6867	4,2508	2,00	5,00
	3	3,3333	1,15470	,66667	,4649	6,2018	2,00	4,00
	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	100	3,9900	,78490	,07849	3,8343	4,1457	2,00	5,00
X2.4 Pelajar/Mahasiswa	19	3,5789	,83771	,19218	3,1752	3,9827	1,00	5,00
	36	3,7222	,70147	,11691	3,4849	3,9586	3,00	5,00
	8	3,1250	,83452	,29505	2,4273	3,8227	2,00	4,00
	32	3,8125	,59229	,10470	3,5990	4,0260	3,00	5,00
	3	3,0000	,00000	,00000	3,0000	3,0000	3,00	3,00
	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	100	3,6600	,71379	,07138	3,5184	3,8016	1,00	5,00
X2.5 Pelajar/Mahasiswa	19	3,8947	,65784	,15092	3,5777	4,2118	2,00	5,00
	36	4,1944	,70991	,11832	3,9542	4,4346	2,00	5,00
	8	3,7500	1,28174	,45316	2,6784	4,8216	2,00	5,00
	32	4,2813	,72887	,12885	4,0185	4,5440	2,00	5,00
	3	3,6667	,57735	,33333	2,2324	5,1009	3,00	4,00
	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	100	4,1100	,76403	,07640	3,9584	4,2616	2,00	5,00
X2.6 Pelajar/Mahasiswa	19	3,5789	,69248	,15887	3,2452	3,9127	2,00	5,00
	36	3,9444	,53154	,08859	3,7646	4,1243	3,00	5,00
	8	3,6250	,51755	,18298	3,1923	4,0577	3,00	4,00
	32	3,7500	,67202	,11890	3,5077	3,9923	2,00	5,00
	3	3,6667	,57735	,33333	2,2324	5,1009	3,00	4,00
	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	100	3,7700	,61718	,06172	3,6475	3,8925	2,00	5,00
X2.7 Pelajar/Mahasiswa	19	4,0000	1,00000	,22942	3,5180	4,4820	1,00	5,00
	36	4,2500	,69179	,11530	4,0159	4,4841	3,00	5,00
	8	4,0000	,53452	,18898	3,5531	4,4469	3,00	5,00
	32	4,0313	,69488	,12284	3,7807	4,2818	2,00	5,00
	3	3,6667	,57735	,33333	2,2324	5,1009	3,00	4,00
	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	100	4,0800	,74779	,07478	3,9316	4,2284	1,00	5,00

Variabel *Reference Group*

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
X3.1 Pelajar/Mahasiswa	19	4,1053	,65784	,15092	3,7882	4,4223	3,00	5,00
	36	4,1389	,68255	,11376	3,9079	4,3698	3,00	5,00
	8	3,8750	,35355	,12500	3,5794	4,1706	3,00	4,00
	32	4,0313	,69488	,12284	3,7807	4,2818	2,00	5,00
	3	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	100	4,0600	,64854	,06485	3,9313	4,1887	2,00	5,00
X3.2 Pelajar/Mahasiswa	19	4,1579	,68825	,15789	3,8262	4,4896	3,00	5,00
	36	4,1111	,74748	,12458	3,8582	4,3640	2,00	5,00
	8	3,8750	,35355	,12500	3,5794	4,1706	3,00	4,00
	32	4,0313	,69488	,12284	3,7807	4,2818	2,00	5,00
	3	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	100	4,0600	,67898	,06790	3,9253	4,1947	2,00	5,00
X3.3 Pelajar/Mahasiswa	19	3,8421	,83421	,19138	3,4400	4,2442	2,00	5,00
	36	3,8333	,73679	,12280	3,5840	4,0826	2,00	5,00
	8	3,7500	,46291	,16366	3,3630	4,1370	3,00	4,00
	32	3,7500	,71842	,12700	3,4910	4,0090	2,00	5,00
	3	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	2	3,0000	1,41421	1,00000	-9,7062	15,7062	2,00	4,00
	100	3,7900	,72884	,07288	3,6454	3,9346	2,00	5,00
X3.4 Pelajar/Mahasiswa	19	4,0000	,88192	,20233	3,5749	4,4251	2,00	5,00
	36	4,1667	,73679	,12280	3,9174	4,4160	3,00	5,00
	8	4,0000	,53452	,18898	3,5531	4,4469	3,00	5,00
	32	3,9063	,68906	,12181	3,6578	4,1547	3,00	5,00
	3	4,3333	,57735	,33333	2,8991	5,7676	4,00	5,00
	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	100	4,0400	,72363	,07236	3,8964	4,1836	2,00	5,00
X3.5 Pelajar/Mahasiswa	19	3,9474	,84811	,19457	3,5386	4,3561	2,00	5,00
	36	4,0833	,87423	,14571	3,7875	4,3791	2,00	5,00
	8	4,1250	,35355	,12500	3,8294	4,4206	4,00	5,00
	32	3,8750	,83280	,14722	3,5747	4,1753	2,00	5,00
	3	4,3333	,57735	,33333	2,8991	5,7676	4,00	5,00
	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	100	3,9900	,81023	,08102	3,8292	4,1508	2,00	5,00
X3.6 Pelajar/Mahasiswa	19	3,9474	,77986	,17891	3,5715	4,3233	2,00	5,00
	36	4,1389	,76168	,12695	3,8812	4,3966	2,00	5,00
	8	4,1250	,35355	,12500	3,8294	4,4206	4,00	5,00
	32	3,8750	,70711	,12500	3,6201	4,1299	2,00	5,00
	3	4,3333	,57735	,33333	2,8991	5,7676	4,00	5,00
	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	100	4,0200	,71038	,07104	3,8790	4,1610	2,00	5,00
X3.7 Pelajar/Mahasiswa	19	4,0000	,81650	,18732	3,6065	4,3935	2,00	5,00
	36	4,0833	,84092	,14015	3,7988	4,3679	2,00	5,00
	8	4,1250	,35355	,12500	3,8294	4,4206	4,00	5,00
	32	3,9375	,75935	,13424	3,6637	4,2113	2,00	5,00
	3	4,3333	,57735	,33333	2,8991	5,7676	4,00	5,00
	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	100	4,0200	,76515	,07652	3,8682	4,1718	2,00	5,00

Variabel *Purchase Intention*

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Y1.1	Pelajar/Mahasiswa	19	3,6316	,59726	,13702	3,3437	3,9195	3,00	5,00
	Pekeja Swasta	36	3,8889	,46462	,07744	3,7317	4,0461	3,00	5,00
	Ibu Rumah Tangga	8	3,7500	,46291	,16366	3,3630	4,1370	3,00	4,00
	Wiraswasta	32	3,5313	,50701	,08963	3,3485	3,7140	3,00	4,00
	Profesional	3	3,6667	,57735	,33333	2,2324	5,1009	3,00	4,00
	Lain-Lain	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	Total	100	3,7000	,52223	,05222	3,5964	3,8036	3,00	5,00
Y1.2	Pelajar/Mahasiswa	19	3,8421	,68825	,15789	3,5104	4,1738	3,00	5,00
	Pekeja Swasta	36	3,9444	,62994	,10499	3,7313	4,1576	2,00	5,00
	Ibu Rumah Tangga	8	3,7500	,46291	,16366	3,3630	4,1370	3,00	4,00
	Wiraswasta	32	3,9375	,56440	,09977	3,7340	4,1410	3,00	5,00
	Profesional	3	3,6667	,57735	,33333	2,2324	5,1009	3,00	4,00
	Lain-Lain	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	Total	100	3,9000	,59459	,05946	3,7820	4,0180	2,00	5,00
Y1.3	Pelajar/Mahasiswa	19	4,0000	,66667	,15294	3,6787	4,3213	3,00	5,00
	Pekeja Swasta	36	4,1667	,56061	,09344	3,9770	4,3564	3,00	5,00
	Ibu Rumah Tangga	8	4,0000	,53452	,18898	3,5531	4,4469	3,00	5,00
	Wiraswasta	32	4,0000	,50800	,08980	3,8168	4,1832	3,00	5,00
	Profesional	3	3,6667	,57735	,33333	2,2324	5,1009	3,00	4,00
	Lain-Lain	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	Total	100	4,0500	,55732	,05573	3,9394	4,1606	3,00	5,00
Y1.4	Pelajar/Mahasiswa	19	3,6842	,47757	,10956	3,4540	3,9144	3,00	4,00
	Pekeja Swasta	36	3,8333	,37796	,06299	3,7054	3,9612	3,00	4,00
	Ibu Rumah Tangga	8	3,7500	,46291	,16366	3,3630	4,1370	3,00	4,00
	Wiraswasta	32	3,5313	,50701	,08963	3,3485	3,7140	3,00	4,00
	Profesional	3	3,6667	,57735	,33333	2,2324	5,1009	3,00	4,00
	Lain-Lain	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	Total	100	3,6900	,46482	,04648	3,5978	3,7822	3,00	4,00
Y1.5	Pelajar/Mahasiswa	19	3,8421	,68825	,15789	3,5104	4,1738	3,00	5,00
	Pekeja Swasta	36	4,0278	,60880	,10147	3,8218	4,2338	3,00	5,00
	Ibu Rumah Tangga	8	3,7500	,46291	,16366	3,3630	4,1370	3,00	4,00
	Wiraswasta	32	3,9063	,46555	,08230	3,7384	4,0741	3,00	5,00
	Profesional	3	4,0000	1,00000	,57735	1,5159	6,4841	3,00	5,00
	Lain-Lain	2	3,5000	,70711	,50000	-2,8531	9,8531	3,00	4,00
	Total	100	3,9200	,58049	,05805	3,8048	4,0352	3,00	5,00

Lampiran 8. Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Intention	3,8520	,44187	100
Belief	3,1925	,49474	100
Attributes	3,8900	,54855	100
Reference Group	3,9971	,63564	100

Correlations

		Purchase Intention	Belief	Attributes	Reference Group
Pearson Correlation	Purchase Intention	1,000	,506	,718	,704
	Belief	,506	1,000	,335	,457
	Attributes	,718	,335	1,000	,612
	Reference Group	,704	,457	,612	1,000
Sig. (1-tailed)	Purchase Intention	.	,000	,000	,000
	Belief	,000	.	,000	,000
	Attributes	,000	,000	.	,000
	Reference Group	,000	,000	,000	.
N	Purchase Intention	100	100	100	100
	Belief	100	100	100	100
	Attributes	100	100	100	100
	Reference Group	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Reference Group, Belief, Attributes ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Purchase Intention

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,812 ^a	,660	,649	,26172	,660	62,065	3	96	,000	1,825

a. Predictors: (Constant), Reference Group, Belief, Attributes

b. Dependent Variable: Purchase Intention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,754	3	4,251	62,065	,000 ^a
	Residual	6,576	96	,068		
	Total	19,330	99			

a. Predictors: (Constant), Reference Group, Belief, Attributes

b. Dependent Variable: Purchase Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,944	,222		4,256	,000					
	Belief	,180	,060	,201	2,999	,003	,506	,293	,179	,786	1,272
	Attributes	,355	,061	,441	5,841	,000	,718	,512	,348	,622	1,608
	Reference Group	,238	,056	,343	4,286	,000	,704	,401	,255	,554	1,804

a. Dependent Variable: Purchase Intention

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Belief	Attributes	Reference Group
1	1	3,965	1,000	,00	,00	,00	,00
	2	,015	16,078	,01	,71	,19	,13
	3	,012	18,267	,66	,15	,02	,37
	4	,007	23,064	,33	,14	,79	,49

a. Dependent Variable: Purchase Intention

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,5875	4,4897	3,8520	,35892	100
Residual	-,64559	,75055	,00000	,25772	100
Std. Predicted Value	-3,523	1,777	,000	1,000	100
Std. Residual	-2,467	2,868	,000	,985	100

a. Dependent Variable: Purchase Intention

Lampiran 9. Data Kuisiонер Penelitian

Resp	Profil			Belief					Attribute								Reference Group								Purchase Intention						Nilai Rata-Rata			
	Jk	Umr	Sts	1	2	3	4	+	1	2	3	4	5	6	7	+	1	2	3	4	5	6	7	+	1	2	3	4	5	+	X1	X2	X3	Y
1	1	4	3	4	3	4	3	14	3	3	4	2	2	3	4	21	4	4	4	4	4	4	4	28	4	3	4	4	3	18	3.50	3.00	4.00	3.60
2	2	2	2	2	2	2	2	8	2	2	2	3	2	4	3	18	3	3	3	3	4	4	3	23	3	2	4	4	3	16	2.00	2.57	3.29	3.20
3	1	3	2	4	3	3	4	14	3	4	4	3	4	3	3	24	3	3	2	3	2	3	2	18	4	4	3	4	4	19	3.50	3.43	2.57	3.80
4	1	2	4	3	3	3	4	13	4	3	3	4	4	4	3	25	3	3	3	3	3	4	3	22	4	4	3	4	4	19	3.25	3.57	3.14	3.80
5	1	1	1	3	3	3	3	12	3	3	3	3	4	3	4	23	4	4	4	3	4	4	4	27	3	4	4	4	4	19	3.00	3.29	3.86	3.80
6	1	2	1	4	2	4	4	14	4	4	3	3	4	4	4	26	3	3	3	3	3	3	4	22	4	3	3	4	3	17	3.50	3.71	3.14	3.40
7	2	3	5	2	2	3	3	10	3	2	2	3	3	3	3	19	4	4	4	4	4	4	4	28	3	3	3	3	3	15	2.50	2.71	4.00	3.00
8	1	3	2	3	2	3	3	11	4	4	4	4	4	4	3	27	3	3	3	3	3	3	3	21	4	3	4	4	3	18	2.75	3.86	3.00	3.60
9	2	3	4	2	2	2	3	9	4	4	4	4	5	3	3	27	3	3	3	3	2	3	3	20	3	3	3	3	4	16	2.25	3.86	2.86	3.20
10	1	4	3	4	3	3	3	13	3	4	4	3	4	4	4	26	4	4	4	5	5	5	5	32	4	4	4	4	4	20	3.25	3.71	4.57	4.00
11	1	1	1	4	3	3	3	13	4	4	4	4	4	4	5	29	4	5	4	4	4	4	4	29	4	4	4	4	4	20	3.25	4.14	4.14	4.00
12	1	2	2	4	3	3	3	13	5	5	5	4	5	5	5	34	5	5	5	5	5	5	5	35	4	5	5	4	5	23	3.25	4.86	5.00	4.60
13	1	3	4	3	3	4	3	13	4	5	5	4	5	4	4	31	4	4	4	4	4	4	4	28	3	4	4	3	4	18	3.25	4.43	4.00	3.60
14	2	3	4	2	1	2	1	6	2	2	2	3	2	2	2	15	2	2	2	3	3	3	3	18	3	3	3	3	3	15	1.50	2.14	2.57	3.00
15	1	3	4	4	2	3	4	13	4	4	4	4	5	4	4	29	4	4	4	4	4	4	4	28	4	4	4	4	4	20	3.25	4.14	4.00	4.00
16	1	2	2	4	3	3	3	13	4	4	4	4	5	4	5	30	5	5	4	5	5	5	5	34	4	4	4	4	4	20	3.25	4.29	4.86	4.00

17	1	3	2	4	2	4	4	14	4	5	5	4	5	4	4	31	4	4	4	5	4	5	4	30	4	4	4	4	5	21	3.50	4.43	4.29	4.20
18	1	2	4	3	3	2	3	11	3	4	4	4	4	3	4	26	4	4	3	4	4	4	4	27	3	3	4	3	3	16	2.75	3.71	3.86	3.20
19	1	1	1	4	3	3	3	13	4	5	5	5	5	5	5	34	4	4	5	5	5	4	4	31	4	5	5	4	5	23	3.25	4.86	4.43	4.60
20	1	4	2	4	3	3	3	13	4	5	5	5	5	4	5	33	3	2	3	3	2	3	3	19	4	5	5	4	5	23	3.25	4.71	2.71	4.60
21	1	2	4	4	3	3	3	13	4	5	5	5	5	5	5	34	5	5	5	5	5	5	5	35	4	5	5	4	5	23	3.25	4.86	5.00	4.60
22	1	3	4	4	3	3	3	13	4	4	4	3	4	5	5	29	5	5	4	4	5	4	5	32	4	5	4	4	4	21	3.25	4.14	4.57	4.20
23	1	3	4	4	3	3	3	13	5	5	5	4	5	4	4	32	4	4	5	5	5	5	5	33	4	5	4	4	4	21	3.25	4.57	4.71	4.20
24	1	2	4	4	3	3	4	14	4	4	4	4	4	4	4	28	4	4	3	3	3	3	3	23	3	4	4	3	4	18	3.50	4.00	3.29	3.60
25	1	1	1	4	3	3	4	14	5	5	5	4	4	4	5	32	5	5	5	5	5	5	5	35	4	5	5	4	5	23	3.50	4.57	5.00	4.60
26	2	1	1	2	2	1	2	7	3	2	2	3	3	3	3	19	3	3	2	2	2	2	2	16	3	3	3	3	3	15	1.75	2.71	2.29	3.00
27	1	2	2	3	3	4	4	14	4	5	5	3	4	4	5	30	5	5	4	4	4	4	4	30	4	4	5	4	4	21	3.50	4.29	4.29	4.20
28	1	1	6	3	3	3	3	12	4	4	4	4	4	3	4	27	4	4	4	4	4	4	4	28	3	4	4	3	4	18	3.00	3.86	4.00	3.60
29	1	4	4	3	3	3	4	13	4	4	4	5	5	4	4	30	4	4	4	4	4	4	4	28	4	4	4	4	4	20	3.25	4.29	4.00	4.00
30	2	2	2	1	2	1	1	5	3	3	3	4	5	3	4	25	3	3	3	3	2	2	2	18	3	3	3	3	3	15	1.25	3.57	2.57	3.00
31	1	1	1	4	3	3	3	13	3	4	4	4	4	3	4	26	4	4	3	4	4	4	4	27	3	4	3	4	4	18	3.25	3.71	3.86	3.60
32	1	4	2	4	3	3	3	13	4	4	4	3	4	4	4	27	4	4	4	5	5	5	5	32	4	4	4	4	4	20	3.25	3.86	4.57	4.00
33	1	3	4	4	3	3	4	14	5	5	5	5	5	4	5	34	5	5	5	5	5	5	5	35	4	4	5	4	4	21	3.50	4.86	5.00	4.20
34	1	3	2	2	3	2	2	9	4	4	4	4	4	3	3	26	4	4	4	4	3	3	4	26	3	3	4	3	3	16	2.25	3.71	3.71	3.20
35	1	2	2	4	3	3	3	13	4	4	4	5	4	5	5	31	5	5	5	5	5	5	5	35	4	5	5	4	5	23	3.25	4.43	5.00	4.60
36	1	1	1	3	3	4	4	14	3	4	4	3	4	4	4	26	4	4	4	4	4	4	4	28	3	4	4	3	4	18	3.50	3.71	4.00	3.60

37	1	2	4	4	3	3	3	13	5	5	5	4	5	4	5	33	5	5	5	5	5	5	5	35	4	5	5	4	5	23	3.25	4.71	5.00	4.60
38	2	2	4	1	1	1	2	5	3	3	3	4	5	3	4	25	3	3	3	3	2	2	2	18	3	3	3	3	3	15	1.25	3.57	2.57	3.00
39	1	4	2	4	3	3	3	13	3	4	4	3	4	5	5	28	4	4	4	4	4	4	3	27	4	4	4	4	5	21	3.25	4.00	3.86	4.20
40	2	1	1	2	2	1	2	7	3	4	4	4	5	4	4	28	4	4	4	4	4	4	4	28	3	3	4	3	3	16	1.75	4.00	4.00	3.20
41	1	1	1	4	3	3	3	13	4	5	4	4	3	4	5	29	5	5	5	5	5	5	5	35	5	4	4	4	4	21	3.25	4.14	5.00	4.20
42	1	3	2	4	3	3	4	14	4	5	5	3	4	3	4	28	4	4	4	4	4	4	4	28	3	4	4	3	4	18	3.50	4.00	4.00	3.60
43	1	2	3	3	3	4	4	14	3	4	4	4	5	3	4	27	4	4	4	4	4	4	4	28	3	4	4	3	4	18	3.50	3.86	4.00	3.60
44	1	2	2	4	3	3	4	14	4	5	5	3	4	4	4	29	4	4	4	5	5	5	5	32	4	4	4	4	4	20	3.50	4.14	4.57	4.00
45	1	2	4	4	3	3	3	13	3	3	3	4	5	4	4	26	3	4	3	3	3	3	3	22	3	4	4	3	4	18	3.25	3.71	3.14	3.60
46	1	3	2	4	3	3	3	13	3	4	4	4	4	4	5	28	5	5	4	4	4	4	4	30	4	4	4	4	4	20	3.25	4.00	4.29	4.00
47	2	1	1	3	3	2	3	11	3	5	4	4	4	4	4	28	5	5	4	4	3	3	3	27	4	4	4	4	4	20	2.75	4.00	3.86	4.00
48	1	3	2	3	3	4	4	14	3	4	4	3	4	4	4	26	4	4	2	3	3	3	3	22	4	3	3	3	3	16	3.50	3.71	3.14	3.20
49	1	3	2	4	3	3	4	14	3	5	4	4	4	4	4	28	5	5	5	5	5	5	5	35	4	5	5	4	5	23	3.50	4.00	5.00	4.60
50	1	4	6	3	3	3	4	13	4	3	3	4	4	4	3	25	3	3	2	4	3	4	3	22	4	4	4	4	3	19	3.25	3.57	3.14	3.80
51	1	3	4	3	3	4	4	14	2	3	3	3	3	3	4	21	4	4	3	3	3	3	4	24	3	4	4	3	4	18	3.50	3.00	3.43	3.60
52	1	2	4	3	3	4	3	13	3	4	4	4	4	3	3	25	4	4	4	4	4	4	4	28	3	3	4	3	3	16	3.25	3.57	4.00	3.20
53	1	2	4	4	3	3	3	13	2	3	3	4	4	3	4	23	4	4	3	3	3	3	3	23	3	4	4	3	4	18	3.25	3.29	3.29	3.60
54	1	1	1	4	3	3	4	14	4	4	4	4	4	3	3	26	3	3	3	3	3	4	3	22	3	3	4	3	3	16	3.50	3.71	3.14	3.20
55	1	3	2	4	3	3	4	14	3	3	3	3	3	4	4	23	4	4	3	4	4	4	4	27	3	4	4	3	4	18	3.50	3.29	3.86	3.60
56	1	4	3	3	2	3	3	11	4	4	4	3	3	3	3	24	3	3	3	4	4	4	4	25	3	3	3	3	3	15	2.75	3.43	3.57	3.00

57	1	1	2	4	3	3	3	13	4	4	4	3	4	3	3	25	3	3	4	4	4	4	4	26	3	3	4	3	3	16	3.25	3.57	3.71	3.20
58	1	2	2	3	3	4	4	14	4	4	4	3	4	4	5	28	5	5	4	4	4	4	4	30	4	4	4	4	4	20	3.50	4.00	4.29	4.00
59	1	1	1	4	3	4	3	14	2	2	2	1	2	2	1	12	4	4	3	3	3	3	3	23	3	3	3	3	3	15	3.50	1.71	3.29	3.00
60	1	2	4	3	3	4	4	14	3	3	3	3	4	3	4	23	4	4	3	4	4	4	4	27	3	4	4	3	4	18	3.50	3.29	3.86	3.60
61	1	2	4	3	3	4	3	13	3	4	4	4	5	4	5	29	5	5	4	4	4	4	4	30	3	4	4	3	4	18	3.25	4.14	4.29	3.60
62	1	2	4	4	3	3	4	14	3	4	4	4	5	4	4	28	4	4	4	4	4	4	4	28	3	4	4	3	4	18	3.50	4.00	4.00	3.60
63	1	1	4	3	3	4	3	13	3	4	3	3	4	4	4	25	4	4	4	4	4	4	4	28	3	4	4	3	4	18	3.25	3.57	4.00	3.60
64	1	2	5	4	3	3	4	14	3	4	4	3	4	4	4	26	4	4	4	5	5	5	5	32	4	4	4	4	4	20	3.50	3.71	4.57	4.00
65	1	2	4	3	3	4	3	13	4	5	5	4	5	4	4	31	4	4	4	4	4	4	4	28	4	4	4	4	4	20	3.25	4.43	4.00	4.00
66	1	2	4	4	3	3	3	13	4	5	5	4	4	4	4	30	4	4	4	5	5	4	5	31	4	4	5	4	4	21	3.25	4.29	4.43	4.20
67	1	1	1	4	3	3	4	14	4	5	5	3	4	3	4	28	4	4	4	5	4	4	5	30	4	4	4	4	4	20	3.50	4.00	4.29	4.00
68	1	2	2	4	3	3	4	14	3	4	4	4	4	3	4	26	4	4	4	5	4	4	4	29	4	4	4	4	4	20	3.50	3.71	4.14	4.00
69	1	2	1	4	3	3	4	14	4	4	4	4	4	3	3	26	4	4	4	4	4	4	4	28	3	3	4	3	3	16	3.50	3.71	4.00	3.20
70	1	3	4	4	3	3	4	14	4	4	4	3	4	5	5	29	5	5	4	4	4	4	4	30	4	4	4	4	4	20	3.50	4.14	4.29	4.00
71	1	2	4	3	3	3	3	12	3	4	4	4	4	3	3	25	4	3	3	3	3	3	3	22	3	3	4	3	3	16	3.00	3.57	3.14	3.20
72	1	1	4	4	3	3	4	14	4	4	4	3	4	4	4	27	4	4	4	4	4	4	4	28	4	4	4	4	4	20	3.50	3.86	4.00	4.00
73	1	2	2	4	3	3	3	13	2	3	3	4	5	4	4	25	4	4	4	4	4	4	4	28	4	4	4	4	4	20	3.25	3.57	4.00	4.00
74	2	2	2	4	3	3	4	14	3	4	4	4	5	4	4	28	4	4	4	3	4	4	4	27	4	4	4	4	4	20	3.50	4.00	3.86	4.00
75	1	2	4	4	3	3	4	14	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	28	4	4	4	4	4	20	3.50	4.00	4.00	4.00
76	2	3	4	4	3	3	3	13	3	4	4	3	3	4	4	25	4	4	4	4	4	4	4	28	4	4	4	4	4	20	3.25	3.57	4.00	4.00

77	1	2	3	4	3	3	4	14	4	5	5	4	5	4	5	32	4	4	4	4	4	4	4	28	4	4	5	4	4	21	3.50	4.57	4.00	4.20
78	2	1	1	3	3	4	4	14	4	5	5	4	4	4	5	31	5	5	4	5	5	5	5	34	4	4	4	4	4	20	3.50	4.43	4.86	4.00
79	1	4	3	3	3	4	3	13	4	4	4	4	5	4	4	29	4	4	4	4	4	4	4	28	4	4	4	4	4	20	3.25	4.14	4.00	4.00
80	1	2	2	4	3	3	3	13	3	3	3	5	5	4	4	27	4	4	4	4	4	4	4	28	4	4	4	4	4	20	3.25	3.86	4.00	4.00
81	1	3	2	4	3	3	4	14	4	5	5	4	5	5	5	33	5	5	5	5	5	5	5	35	4	5	5	4	5	23	3.50	4.71	5.00	4.60
82	1	2	2	3	3	4	4	14	4	4	4	3	4	4	4	27	4	4	4	5	5	5	5	32	4	4	4	4	4	20	3.50	3.86	4.57	4.00
83	1	2	2	3	3	4	4	14	4	5	5	5	5	4	4	32	4	4	4	5	5	5	5	32	4	4	5	4	4	21	3.50	4.57	4.57	4.20
84	1	2	2	3	3	3	3	12	5	5	5	3	3	4	4	29	4	4	4	5	5	5	5	32	4	4	5	4	4	21	3.00	4.14	4.57	4.20
85	1	2	4	4	3	3	4	14	4	5	5	4	4	4	4	30	4	4	4	5	5	5	5	32	4	4	4	4	4	20	3.50	4.29	4.57	4.00
86	1	2	1	4	3	3	4	14	3	4	4	4	4	3	4	26	4	4	4	4	4	4	4	28	4	4	5	4	4	21	3.50	3.71	4.00	4.20
87	1	2	1	3	2	3	3	11	5	5	5	4	4	4	5	32	5	5	5	5	5	5	5	35	4	5	5	4	5	23	2.75	4.57	5.00	4.60
88	1	1	1	4	3	3	3	13	3	3	3	3	4	4	4	24	4	4	3	4	4	4	4	27	4	4	4	4	4	20	3.25	3.43	3.86	4.00
89	1	3	4	4	3	3	4	14	4	4	4	4	4	3	4	27	4	4	4	4	4	4	4	28	4	4	4	4	4	20	3.50	3.86	4.00	4.00
90	1	2	2	4	2	4	4	14	4	4	4	4	4	4	4	28	4	4	3	4	4	4	4	27	4	4	4	4	4	20	3.50	4.00	3.86	4.00
91	1	4	2	4	2	4	4	14	4	4	4	4	5	4	5	30	5	5	4	4	4	4	4	30	4	4	4	4	4	20	3.50	4.29	4.29	4.00
92	1	3	2	4	3	3	3	13	3	4	4	4	4	4	5	28	5	5	4	4	4	4	4	30	5	4	4	4	4	21	3.25	4.00	4.29	4.20
93	1	2	5	4	3	3	4	14	4	4	4	3	4	4	4	27	4	4	4	4	4	4	4	28	4	4	4	4	5	21	3.50	3.86	4.00	4.20
94	1	3	3	4	3	3	4	14	4	4	4	3	4	4	4	27	4	4	4	3	4	4	4	27	4	4	4	4	4	20	3.50	3.86	3.86	4.00
95	1	2	2	4	3	3	4	14	4	5	5	5	5	4	4	32	4	4	5	5	5	5	5	33	4	4	5	4	4	21	3.50	4.57	4.71	4.20
96	1	2	2	4	3	3	3	13	4	4	4	3	3	4	5	27	4	4	4	4	5	4	5	30	5	4	4	4	4	21	3.25	3.86	4.29	4.20

97	1	2	3	4	3	3	4	14	3	4	4	2	2	4	4	23	4	4	3	4	4	4	4	27	4	4	4	4	4	20	3.50	3.29	3.86	4.00
98	2	2	4	2	2	3	3	10	3	4	4	3	4	4	5	27	5	5	4	4	4	4	4	30	4	4	4	4	4	20	2.50	3.86	4.29	4.00
99	1	2	2	4	2	4	4	14	5	5	5	3	4	4	5	31	4	4	3	4	4	4	4	27	4	4	4	4	4	20	3.50	4.43	3.86	4.00
100	1	1	2	4	3	3	4	14	3	3	3	4	4	4	5	26	5	5	4	4	4	4	4	30	4	4	4	4	4	20	3.50	3.71	4.29	4.00
	Nilai Rata			3.5	2.8	3.09	3.38		3.59	4.03	3.99	3.66	4.11	3.77	4.08		4.06	4.06	3.79	4.04	3.99	4.02	4.02		3.7	3.9	4.05	3.69	3.92					
	Dev Standar			0.73	0.45	0.67	0.68		0.73	0.8	0.78	0.71	0.76	0.62	0.75		0.65	0.68	0.73	0.72	0.82	0.71	0.77		0.52	0.59	0.56	0.46	0.58					