LAMPIRAN

Lampiran 1. Kuisioner

Petunjuk Umum:
Saudara dimohon kesediaannya untuk mengisi kuisioner ini untuk kepentingan penelitian mengenai Program Pascasarjana Magister Manajemen Universitas Widya Mandala. Informasi yang anda berikan adalah sangat berharga. Anda dapat memberikan tanda silang atau cawang pada kolom jawaban yang tersedia. Saudara tidak perlu menuliskan nama saudara. Terima kasih.

PERNYATAAN:	JAWABAN				
	Sangat Setuju	Setuju	Ragu-Ragu-	Tidak Setuju	Sangat Tidak Setuju
(Pernyataan untuk variabel Y)					
1. Unika Widya Mandala adalah pilihan utama saya dalam menempuh program pascasarjana Magister Manajemen (MM.).					
(Pernyataan untuk variabel X1, Product)					
2. Saya mengutamakan status terakredasi pada program MM. yang saya ambil.					
3. Saya percaya bahwa program MM. Universitas Widya Mandala mempunyai kualitas yang baik.					
4. Saya percaya bahwa program MM. Universitas Widya Mandala akan dapat membantu mengembangkan pengetahuan saya sehingga pada akhirnya akan dapat meningkatkan kualitas hidup saya.					
5. Saya percaya bahwa program MM. Universitas Widya Mandala akan dapat membantu mengembangkan mental saya sehingga pada akhirnya akan dapat meningkatkan kualitas hidup saya.					
6. Saya percaya bahwa program MM. Universitas Widya Mandala akan dapat membantu meningkatkan status saya sehingga pada akhirnya akan dapat meningkatkan kualitas hidup saya.					

PERNYATAAN:	JAWABAN				
	Sangat Setuju	Setuju	Ragu-Ragu-	Tidak Setuju	Sangat Tidak Setuju
7. Gelar MM. yang ingin saya dapatkan dari mengikuti program pendidikan pascasarjana haruslah mempunyai kredibilitas yang tinggi.					
8. Kosentrasi Strategic Management yang saya pilih memang merupakan pilihan saya dalam menempuh program MM. ini.					
9. Kurikulum atau mata kuliah yang ditawarkan mencerminkan kualitas program MM. yang saya tempuh.					
10. Saya percaya bahwa materi perkuliahan program MM. Universitas Widya Mandala adalah up-to-date / tidak ketinggalan jaman.					
11. Saya memang memilih program MM. yang menggunakan dua bahasa (Indonesia dan Inggris) daripada menggunakan 100% bahasa Inggris atau 100% bahasa Indonesia.					
12. Reputasi dan anggapan orang tetang Universitas Widya Mandala merupakan sesuatu yang saya pertimbangkan dalam memilih program MM.					
13. Dalam memilih program MM., saya lebih mengutamakan Universitas yang namanya seringkali diutamakan dalam hal pemilihan tenaga kerja.					
14. Universitas Widya Mandala harus memperhatikan alumni dalam hal informasi tenaga kerja.					

(Pernyataan untuk variabel X2, Price)

15. Saya setuju dengan biaya pendidikan program MM. yang relatif tinggi apabila berbanding lurus dengan kualitas pendidikan dan layanan.					
16. Biaya pendidikan Program MM. Universitas Widya Mandala sudah selayaknya relatif tinggi.					

PERNYATAAN:	JAWABAN				
	Sangat Setuju	Setuju	Ragu-Ragu-	Tidak Setuju	Sangat Tidak Setuju
17. Progam pascasarjana manajemen yang biayanya rendah akan mencerminkan kualitas dan prospek yang rendah pula.					
18. Saya menyetujui syarat pembayaran yang waktunya relatif panjang.					
19. Kemudahan dalam membayar uang SPP baik secara cash atau melalui rekening adalah mutlak.					

(Pernyataan untuk variabel X3, Promotion)

20. Iklan tentang pendidikan pascasarjana, khususnya MM. di media massa perlu dilakukan secara agresif tetapi tetap simpatik					
21. Iklan tentang pendidikan pascasarjana, khususnya MM. di media massa perlu memaparkan gambaran yang jelas tentang kualitas pendidikan yang ditawarkan.					
22. Iklan tentang pendidikan pascasarjana, khususnya MM. perlu menonjolkan reputasi Universitas yang mengadakannya.					
23. Iklan di media massa tentang program pascasarjana MM. harus mampu menimbulkan keinginan bagi audiens-nya (khususnya para lulusan S-1) untuk meneruskan pendidikannya dengan mengikuti program MM.					
24. Iklan program M.M. Universtas Widya Mandala menimbulkan minat bagi saya untuk mengetahui lebih jauh tentang program ini.					

(Pernyataan untuk variabel X4, Place)

25. Bagi saya, lingkungan kampus yang bersih dan nyaman adalah mutlak karena hal tersebut berpengaruh terhadap kosentrasi belajar saya					

PERNYATAAN:	JAWABAN				
	Sangat Setuju	Setuju	Ragu-Ragu-	Tidak Setuju	Sangat Tidak Setuju
26. Bagi saya, lingkungan kampus yang aman dan tertib adalah mutlak karena hal tersebut berpengaruh terhadap kosentrasi belajar saya.					
27. Saya mengutamakan lokasi kampus yang terletak di pusat kota karena lebih mudah dijangkau.					
28. Saya mengutamakan lokasi kampus yang mudah dijangkau baik oleh kendaraan pribadi maupun kendaraan umum.					
29. Keberadaan kampus yang dekat dengan fasilitas umum seperti telepon umum, ATM bank, maupun tempat pemondokan adalah berguna.					
30. Kemanan kampus yang didukung oleh satpam yang terlatih adalah mutlak.					

(Pernyataan untuk variabel X5, Participants)

31. Para pimpinan program MM. harus mempunyai kredibilitas yang tinggi, baik dari segi pendidikan maupun pengalaman.					
32. Para dosen dari program MM. harus mempunyai kredibilitas yang tinggi, baik dari segi pendidikan maupun pengalaman.					
33. Saya percaya bahwa para dosen program MM. Universitas Widya Mandala memiliki keahlian dan pengetahuan yang tinggi.					
34. Para dosen program MM harus mempunyai kemampuan yang tinggi dalam menyampaikan materi perkuliahan					
35. Para dosen program MM. harus mengarahkan perkembangan berfikir yang luas dan bebas.					

PERNYATAAN:	JAWABAN				
	Sangat Setuju	Setuju	Ragu-Ragu-	Tidak Setuju	Sangat Tidak Setuju
36. Para dosen program MM. harus mampu menjelaskan persyaratan dan harapan atas perkuliahan yang diajarkannya.					
37. Para dosen program MM. harus mempunyai kemampuan mengatur waktu dan aktifitas di dalam kelas secara efektif.					
38. Para dosen program MM. harus bersikap rasional sehingga selalu memberikan pengarahan yang bersifat pengendalian (walaupun tetap memberikan kebebasan).					
39. Para dosen program MM. harus mampu memberikan pengarahan yang jelas dalam diskusi maupun tugas.					
40. Para dosen program MM. harus memberikan umpan balik atas hasil belajar mahasiswanya lewat berbagai tugas, latihan-latihan maupun pernyataan informal.					
41. Para dosen Program MM. perlu membangkitkan semangat mahasiswanya untuk belajar lewat berbagai metode mengajar, bahan-bahan maupun media yang digunakan.					
42. Para dosen program MM. perlu membangkitkan semangat mahasiswa untuk berpartisipasi di dalam kelas (baik dalam diskusi maupun menjawab pertanyaan).					
43. Para dosen program MM. perlu mempunyai kemampuan komunikasi yang baik terhadap mahasiswa.					
44. Para dosen program MM. perlu menunjukan perhatian dan kepedulian terhadap keluhan mahasiswanya.					
45. Para dosen program MM. seharusnya berpenampilan rapi dan formal karena akan mencerminkan profesionalisme pendidikan yang diajarkannya.					

PERNYATAAN:	JAWABAN				
	Sangat Setuju	Setuju	Ragu-Ragu-	Tidak Setuju	Sangat Tidak Setuju
46. Saya menyetujui adanya hubungan dosen pascasarjana dengan mahasiswa yang dekat dan akrab.					
47. Menurut saya para dosen program MM. perlu menunjukan sikap yang profesional.					
48. Para dosen program MM. harus datang tepat waktu.					
49. Para staff administrasi program MM. perlu mempunyai kemampuan komunikasi yang baik terhadap mahasiswa.					
50. Para karyawan program MM. perlu menunjukan perhatian dan kepedulian terhadap keluhan mahasiswa.					
51. Saya percaya bahwa para karyawan Universitas Widya Mandala, khususnya program MM. mempunyai kinerja yang baik.					
52. Saya percaya bahwa para karyawan Universitas Widya Mandala, khususnya program MM. memiliki keahlian dan pengetahuan yang memadai.					
53. Salah satu penunjang kelancaran studi saya adalah pelayanan yang baik dari karyawan Universitas Widya Mandala, khususnya karyawan di program MM.					
54. Saya sangat yakin dengan kemampuan orang-orang dari yayasan Widya Mandala dalam mengendalikan kelangsungan hidup perguruan tinggi saya.					

(Pernyataan untuk variabel X6, Process)

55. Saya setuju waktu kuliah yang setiap hari daripada digabung non-stop pada akhir pekan saja.					
56. Saya setuju jam kuliah malam sehingga memberikan kesempatan bagi saya untuk melakukan aktifitas tertentu pada siang hari.					

PERNYATAAN:	JAWABAN				
	Sangat Setuju	Setuju	Ragu-Ragu-	Tidak Setuju	Sangat Tidak Setuju
57. Saya setuju apabila terdapat nilai khusus/tambahan terhadap mahasiswa yang aktif di dalam perkuliahan.					
58. Materi ujian haruslah sesuai dengan materi perkuliahan walaupun mengarah pada perkembangan berfikir.					
59. Penetapan jadwal kuliah harus konsisten dengan yang telah diumumkan semula.					
60. Kemudahan memperoleh informasi tentang segala sesuatu yang berkaitan dengan studi saya adalah mutlak karena akan memperlancar kegiatan studi saya.					
61. Informasi yang diberikan oleh staff administrasi program MM. kepada mahasiswa terutama yang berkaitan dengan kegiatan perkuliahan haruslah jelas dan konsisten.					
62. Konfirmasi pemberitahuan informasi yang dibutuhkan oleh mahasiswa lewat telepon oleh pihak Universitas adalah mutlak.					
63. Ujian dalam program MM. itu bisa bervariasi, tidak sekedar ujian tertulis tetapi bisa juga paper ataupun presentasi agar lebih dapat menilai kemampuan mahasiswa.					
64. Ujian dalam program MM. Itu tidak harus mudah dan menjamin nilai yang tinggi, tetapi haruslah cukup berkualitas sehingga dapat menilai hasil penyerapan mahasiswa atas perkuliahan yang diberikan oleh dosen yang bersangkutan.					
65. Prosedur bagi mahasiswa untuk mengajukan permintaan mengulang ujian atau ujian perbaikan haruslah mudah.					

PERNYATAAN:	JAWABAN				
	Sangat Setuju	Setuju	Ragu-Ragu-	Tidak Setuju	Sangat Tidak Setuju
66. Adanya fasilitas makan malam prasmanan yang lezat dan higienis akan meningkatkan kenyamanan saya dalam kegiatan belajar-mengajar.					
67. Fasilitas makan malam haruslah bervariasi dan cukup banyak.					

(Pernyataan untuk variabel X7, Physical Evidence)

68. Saya mengutamakan program MM. yang memiliki tempat perkuliahan sendiri, tidak di hotel-hotel atau tempat persewaan lain, karena lebih menjamin kelangsungan program pendidikan tersebut.					
69. Gedung tempat perkuliahan program MM. haruslah megah, baik dari segi luas maupun bentuk karena akan dapat menciptakan citra dan prestise tersendiri.					
70. Menurut saya ruangan pascasarjana itu haruslah bersih dan indah karena dapat mencerminkan status dan kualitas program pendidikan yang ditawarkan.					
71. Menurut saya kondisi ruangan perkuliahan yang bersih dan nyaman adalah mutlak karena hal tersebut mempengaruhi kosentrasi belajar saya.					
72. Menurut saya tersedianya kamar kecil dan WC yang bersih dan nyaman adalah mutlak.					
73. Menurut saya tersedianya tempat parkir yang nyaman di dalam pekarangan Universitas Widya Mandala bagi mahasiswa pascasarjana adalah mutlak.					
74. Menurut saya tersedianya perpustakaan yang bersih dan nyaman adalah mutlak.					
75. Perpustakaan untuk program MM. haruslah mempunyai koleksi buku yang lengkap dan bermutu.					

PERNYATAAN:	JAWABAN				
	Sangat Setuju	Setuju	Ragu-Ragu-	Tidak Setuju	Sangat Tidak Setuju
76. Pemberian fotocopy materi perkuliahan dari pihak Universitas adalah mutlak karena akan menunjang kegiatan belajar saya					
77. Fasilitas komputer lengkap dengan jalur internet untuk mahasiswa program MM. adalah mutlak karena akan menunjang kegiatan belajar.					
78. Ketersediaan perlengkapan kelas yang lengkap dan modern seperti komputer, projector, OHP, wireless, papan tulis, papan nama, dan spidol adalah mutlak untuk menunjang kelancaran proses belajar-mengajar.					

Lampiran 2. Jawaban Responden Terhadap Kuisioner

Respondent/ Question	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
1 (Y)	4	4	5	4	3	3	5	3	4	4	3	4	3	4	4	5	4	3	4	3	4	5	4	2	3
2	5	5	5	5	4	4	5	5	5	5	4	5	4	4	4	5	5	4	5	4	5	5	5	4	5
3	4	4	5	4	4	4	5	4	4	4	3	4	4	4	5	5	4	4	5	4	5	5	4	4	4
4	4	5	5	4	4	4	5	5	4	4	4	4	4	5	5	5	4	4	5	4	5	5	4	4	4
5	3	4	5	4	3	4	5	4	4	4	3	4	3	4	5	4	4	3	4	3	4	5	4	4	3
6	4	5	5	4	4	4	5	4	4	4	4	4	4	5	4	5	5	4	5	4	4	5	4	4	4
7	4	5	5	4	4	4	5	5	4	4	4	5	4	4	5	5	5	4	5	4	4	5	4	4	4
8	4	4	5	3	3	4	4	3	4	4	3	3	3	4	4	4	4	3	4	3	4	5	4	2	3
9	4	4	4	4	3	4	4	4	4	4	3	4	3	4	5	4	4	4	4	3	4	5	4	4	4
10	4	4	4	4	3	4	5	4	4	4	3	4	3	4	4	4	4	3	5	3	5	5	4	3	4
11	5	4	4	3	3	3	4	2	3	4	3	3	3	4	3	4	5	3	5	3	4	4	4	3	3
12	5	5	5	4	4	4	5	4	4	4	3	4	3	4	4	5	5	4	5	4	4	5	4	4	4
13	4	4	5	3	3	4	4	4	4	4	4	4	3	4	4	4	4	3	3	4	5	5	4	4	4
14	4	3	4	3	4	4	4	4	3	4	3	4	4	4	4	3	4	4	4	3	4	4	4	4	4
X1	4.15	4.31	4.69	3.77	3.54	3.92	4.62	4.00	3.92	4.08	3.38	4.00	3.46	4.15	4.31	4.38	4.38	3.62	4.54	3.54	4.38	4.85	4.08	3.69	3.85
15	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
16	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	5	4	4	4
17	4	3	4	3	4	4	4	3	4	4	2	3	4	4	3	3	4	4	3	3	4	4	4	4	4
18	5	5	5	4	5	4	4	4	4	4	5	5	5	4	4	5	4	5	5	4	4	4	5	4	5
19	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4
X2	4.20	4.00	4.40	4.00	4.20	4.00	4.20	3.80	4.00	4.20	3.80	4.00	4.20	4.00	3.60	4.20	4.00	4.20	4.00	3.80	4.00	4.40	4.20	4.00	4.20
20	4	4	5	4	4	4	5	4	5	4	5	5	5	5	4	4	5	4	4	4	4	5	5	4	4
21	4	5	5	4	4	4	5	4	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	4	5
22	4	4	4	5	4	4	4	4	5	4	4	5	4	5	4	4	4	4	4	4	4	5	4	4	4
23	4	4	4	4	4	4	5	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	5	4	4
24	3	4	4	3	3	4	4	3	3	3	3	4	3	3	3	4	3	3	4	3	4	4	3	3	3
X3	3.80	4.20	4.40	4.00	3.80	4.00	4.60	3.80	4.40	4.00	4.20	4.80	4.20	4.60	4.00	4.20	4.00	3.80	4.00	4.00	4.20	4.60	4.40	3.80	4.00

Respondent/ Question	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
25	5	4	5	4	5	4	4	5	4	4	4	4	4	4	5	4	5	4	4	4	5	4	5	5	4
26	5	4	4	4	4	5	4	5	4	4	4	4	4	5	5	5	4	5	4	4	4	5	4	4	4
27	4	4	4	3	4	3	4	2	4	4	3	3	4	4	4	4	3	4	3	2	4	4	4	3	3
28	4	4	4	4	4	4	3	4	5	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
29	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4
30	4	4	4	4	4	4	4	3	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4
X4	4.33	4.00	4.17	3.83	4.17	4.00	3.67	3.83	4.17	4.00	3.67	3.83	4.00	4.17	4.33	3.83	4.00	4.17	3.83	3.67	4.00	4.33	4.17	4.00	3.83
31	5	5	5	5	4	4	5	4	5	5	4	5	4	5	5	5	4	4	4	4	5	5	5	4	4
32	5	5	5	5	4	4	5	4	5	5	4	4	4	5	5	5	5	4	4	4	5	5	5	4	4
33	4	5	5	5	3	4	5	4	4	4	4	4	4	4	4	4	4	3	4	4	4	5	4	3	3
34	4	5	5	4	4	4	5	4	5	5	4	5	4	5	4	5	5	4	5	4	5	5	5	4	4
35	4	4	5	4	4	4	5	4	4	4	3	5	4	4	5	4	4	4	4	4	5	5	5	4	4
36	5	4	5	4	4	4	5	4	5	4	4	4	4	5	4	5	4	4	4	4	3	5	5	3	4
37	4	4	5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
38	4	4	4	4	3	2	5	4	4	4	3	4	3	4	4	4	5	4	3	3	3	5	4	3	3
39	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	3
40	4	4	5	4	3	3	4	3	3	4	3	4	3	4	3	4	4	3	4	4	4	5	5	2	3
41	4	4	5	4	2	3	5	2	4	4	2	4	3	4	4	4	3	4	4	3	3	5	4	3	3
42	4	4	5	3	4	4	5	4	4	3	3	4	4	4	4	4	3	3	4	3	3	5	4	4	3
43	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	3
44	5	4	5	4	4	4	5	3	4	4	3	4	4	4	4	5	4	4	4	4	4	5	4	4	4
45	4	4	4	4	3	3	5	2	4	3	3	4	3	4	4	4	4	4	3	4	4	5	4	3	3
46	4	3	5	4	3	3	5	4	4	3	3	4	3	4	4	4	4	4	4	3	4	5	4	3	3
47	4	4	5	4	4	3	5	4	4	4	3	4	4	4	4	4	4	4	4	3	4	5	4	3	3
48	4	4	4	4	4	4	5	3	3	4	4	4	3	4	4	4	4	4	4	4	4	5	4	3	4
49	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
50	5	5	5	4	4	4	5	4	4	5	4	4	4	4	5	5	4	5	5	4	4	5	4	4	4
51	4	3	4	4	2	3	5	4	4	3	3	3	3	4	4	4	4	2	4	4	3	5	4	3	3
52	4	4	4	4	3	3	4	4	4	4	3	4	2	4	4	4	4	3	4	4	4	5	4	3	3
53	4	4	5	4	4	4	5	4	4	4	4	5	4	5	4	5	4	4	4	4	4	5	5	4	4
54	5	4	5	5	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	3	4	5	4	3	4
X5	4.25	4.13	4.79	4.13	3.54	3.63	4.83	3.71	4.08	4.00	3.50	4.13	3.63	4.21	4.17	4.33	4.04	3.79	4.00	3.75	3.96	5.00	4.33	3.46	3.50

Respondent/ Question	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
55	4	5	5	5	4	4	5	4	5	5	4	5	5	4	5	4	5	4	4	4	5	5	4	3	4
56	5	5	5	5	4	4	4	4	5	4	4	5	4	4	5	5	5	4	4	5	5	5	4	3	4
57	4	4	4	4	4	3	4	3	4	3	2	4	3	4	4	4	4	3	3	4	3	5	4	3	4
58	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4
59	4	4	5	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4
60	4	4	5	4	4	4	5	4	5	5	4	5	4	4	5	5	5	4	5	4	5	5	4	4	4
61	5	5	5	4	4	4	5	4	5	4	4	4	4	5	5	5	5	4	5	4	5	5	5	4	4
62	4	3	4	3	4	3	5	4	4	4	4	4	4	4	4	4	4	3	4	3	4	5	4	3	4
63	5	4	5	4	4	4	4	4	5	4	4	4	4	4	5	5	4	4	4	4	5	5	4	4	4
64	4	4	4	4	4	3	4	2	4	3	4	4	3	4	5	4	4	3	4	3	4	5	4	3	4
65	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	5	4	3	4
66	4	4	5	4	4	4	5	4	5	5	4	4	5	4	5	4	4	4	4	4	4	5	4	3	4
67	4	4	4	4	4	3	4	3	4	3	4	4	3	4	4	4	4	3	4	3	4	4	4	3	3
X6	4.23	4.15	4.62	4.00	3.92	3.62	4.54	3.69	4.46	4.00	3.85	4.23	3.92	4.08	4.62	4.31	4.31	3.62	4.08	3.77	4.38	4.85	4.08	3.38	3.92
68	5	5	5	5	4	4	5	4	5	4	5	5	4	5	4	4	5	4	5	4	4	5	5	4	4
69	4	4	5	4	3	4	4	2	4	3	3	4	3	4	3	4	3	3	4	2	4	5	4	3	3
70	5	4	5	4	3	4	4	3	4	4	3	4	4	4	3	4	4	3	4	3	4	5	4	3	4
71	5	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
72	4	4	4	4	4	4	5	3	4	4	4	4	4	5	4	4	4	4	4	3	4	5	4	3	4
73	5	4	5	4	4	4	5	3	4	4	4	5	4	5	4	4	4	3	4	4	4	5	5	3	3
74	5	4	5	4	3	4	5	3	4	4	4	4	3	4	4	4	4	3	4	3	4	5	4	3	3
75	5	4	5	5	4	3	5	4	5	3	4	4	4	5	4	5	5	3	5	4	5	5	5	3	4
76	4	4	5	5	3	4	5	4	4	4	4	4	3	5	4	5	5	4	4	4	4	5	4	4	4
77	4	4	5	5	4	4	5	3	4	4	4	4	3	4	4	5	4	3	4	3	4	5	4	4	4
78	5	4	5	5	4	4	5	3	4	4	4	4	4	4	4	5	4	4	4	3	4	5	4	4	4
X7	4.64	4.09	4.91	4.45	3.64	3.91	4.82	3.27	4.18	3.82	3.91	4.18	3.64	4.45	3.82	4.36	4.18	3.45	4.18	3.36	4.09	5.00	4.27	3.45	3.73

Responden/ Pertanyaan	26	27	28	29	30	31	32	33	34	35	36	37	38	Average (all respondent)	Standard Deviasi
1 (Y)	4	4	3	5	4	3	4	4	5	3	4	5	4	3.8421	0.75
2	5	5	4	5	5	5	5	5	5	5	5	5	5	4.67	0.62
3	4	5	4	5	5	4	4	5	5	4	5	5	4	4.31	0.57
4	4	5	4	5	5	3	5	5	5	4	5	5	5	4.46	0.55
5	4	4	3	4	4	4	5	4	4	3	4	5	4	3.95	0.65
6	5	4	4	5	5	4	4	5	5	4	5	5	5	4.46	0.55
7	5	5	4	5	5	4	4	5	5	4	5	5	5	4.56	0.64
8	5	5	3	5	3	2	3	4	4	4	4	4	3	3.79	1.03
9	4	4	4	5	4	3	3	4	4	4	4	5	3	4.05	0.97
10	4	4	3	4	4	3	3	4	4	3	4	5	4	4.03	1.16
11	5	5	3	4	4	2	3	4	4	4	5	4	5	3.90	1.43
12	4	5	4	5	5	4	5	4	5	4	5	5	5	4.56	1.35
13	3	3	4	5	3	4	4	4	4	3	4	4	4	4.10	1.57
14	3	4	4	5	3	4	4	3	3	4	4	4	4	4.03	1.71
X1	4.23	4.46	3.69	4.77	4.23	3.54	4.00	4.31	4.38	3.85	4.54	4.69	4.31	4.1215	0.39
15	5	4	4	4	4	4	5	5	4	4	4	5	4	4.46	1.77
16	4	4	4	4	4	4	4	4	4	3	4	4	4	4.26	1.96
17	4	4	4	3	4	3	3	4	4	3	4	4	3	3.95	2.21
18	5	5	4	4	4	5	4	5	4	5	4	4	5	4.82	2.22
19	4	4	4	4	5	4	5	4	4	4	4	4	4	4.54	2.40
X2	4.40	4.20	4.00	3.80	4.20	4.00	4.20	4.40	4.00	3.80	4.00	4.20	4.00	4.0737	0.19
20	5	3	4	4	4	5	4	4	4	3	4	5	4	4.69	2.58
21	5	4	5	5	4	5	4	4	5	4	4	5	5	5.03	2.67
22	4	4	4	4	4	4	4	4	4	4	3	5	5	4.62	2.89
23	4	4	4	4	4	4	5	3	4	4	4	4	4	4.59	3.05
24	3	4	3	4	3	4	3	4	4	3	4	4	3	3.95	3.33
X3	4.20	3.80	4.00	4.20	3.80	4.40	4.00	3.80	4.20	3.60	3.80	4.60	4.20	4.1158	0.29

Responden/ Pertanyaan	26	27	28	29	30	31	32	33	34	35	36	37	38	Average (all respondent)	Standard Deviasi
25	4	4	5	5	4	5	5	5	5	4	5	4	4	4.95	3.33
26	5	4	4	5	5	4	5	5	5	5	4	4	5	4.97	3.49
27	4	3	4	4	3	4	4	3	4	4	3	4	4	4.18	3.80
28	4	4	4	4	4	4	4	4	5	4	4	4	5	4.72	3.85
29	3	4	4	4	4	3	4	3	4	4	4	3	4	4.44	4.06
30	4	3	4	4	3	4	3	4	4	4	4	4	3	4.49	4.21
X4	4.00	3.67	4.17	4.33	3.83	4.00	4.17	4.00	4.50	4.17	4.00	3.83	4.17	4.0219	0.21
31	5	5	4	5	5	4	5	5	5	4	5	5	5	5.31	4.25
32	5	5	4	5	5	4	5	5	5	5	5	5	5	5.36	4.40
33	5	4	4	4	4	3	5	5	4	4	5	4	5	4.87	4.66
34	4	4	4	5	5	4	5	4	5	4	4	5	4	5.23	4.75
35	5	4	4	5	4	3	4	4	4	4	4	5	4	5.00	4.96
36	4	4	4	5	5	4	4	4	5	4	4	5	4	5.08	5.11
37	4	4	3	5	4	4	4	3	4	4	4	5	4	4.87	5.30
38	4	4	3	5	4	4	4	4	4	4	4	5	4	4.72	5.51
39	4	4	3	5	4	4	5	3	4	4	4	5	4	5.00	5.61
40	3	4	3	4	4	4	4	3	4	4	4	5	4	4.67	5.85
41	4	4	4	4	4	4	4	4	4	3	4	5	4	4.69	6.01
42	4	4	4	5	4	4	4	4	4	4	4	5	3	4.87	6.13
43	4	4	4	5	4	4	5	4	4	4	4	5	4	5.13	6.24
44	4	4	4	5	4	4	4	4	5	4	5	5	4	5.21	6.40
45	4	4	2	4	4	3	3	4	4	4	4	4	4	4.74	6.65
46	4	4	4	5	4	4	4	4	4	4	4	4	4	4.95	6.77
47	4	4	4	5	4	4	4	4	4	4	4	5	4	5.10	6.90
48	4	4	3	5	4	4	3	4	4	3	4	5	4	5.05	7.08
49	4	5	4	5	4	4	4	4	4	4	4	5	4	5.31	7.19
50	5	4	4	5	4	4	4	5	5	4	5	5	4	5.59	7.32
51	3	4	3	4	3	3	4	4	4	3	4	4	4	4.79	7.62
52	3	4	3	5	3	3	4	4	4	4	4	4	4	4.97	7.75
53	5	4	3	5	5	4	5	4	5	4	4	5	4	5.56	7.81
54	3	4	4	5	5	4	5	5	5	4	5	4	5	5.54	7.99
X5	4.08	4.13	3.58	4.79	4.17	3.79	4.25	4.08	4.33	3.92	4.25	4.75	4.13	4.0822	0.39

Responden/ Pertanyaan	26	27	28	29	30	31	32	33	34	35	36	37	38	Average (all respondent)	Standard Deviasi
56	5	4	4	5	4	4	5	4	4	4	5	5	5	5.74	8.11
56	4	4	4	5	4	4	4	4	5	4	5	5	4	5.72	8.28
57	3	4	3	5	3	4	4	3	4	4	4	5	4	5.08	8.56
58	4	4	4	5	4	4	4	4	4	4	4	5	4	5.54	8.63
59	4	4	4	5	4	4	4	4	4	4	4	5	4	5.54	8.79
60	4	4	4	5	4	5	4	5	5	4	4	5	5	5.87	8.91
61	5	4	4	5	4	5	5	4	5	4	4	5	5	5.97	9.06
62	3	5	4	5	4	4	5	4	4	3	4	4	4	5.41	9.32
63	5	4	4	5	4	4	4	4	5	4	4	5	4	5.79	9.41
64	3	4	4	5	4	3	4	4	4	4	4	4	4	5.36	9.66
65	4	4	3	4	4	3	4	4	4	4	3	5	4	5.38	9.81
66	4	4	4	5	4	4	4	4	4	4	4	5	4	5.79	9.91
67	4	4	3	4	4	4	3	3	4	3	4	4	3	5.28	10.15
X6	4.00	4.08	3.77	4.85	3.92	4.00	4.15	3.92	4.31	3.85	4.08	4.77	4.15	4.1174	0.34
68	5	4	3	5	5	5	5	5	5	4	5	5	5	6.21	10.17
69	4	4	3	4	4	3	5	4	4	2	4	4	3	5.28	10.50
70	4	4	3	4	4	4	4	4	4	3	4	5	3	5.54	10.61
71	4	4	4	4	4	4	5	4	5	4	4	5	4	5.90	10.71
72	4	5	4	4	4	4	4	4	4	3	4	5	4	5.77	10.90
73	4	5	4	4	4	3	5	4	5	4	5	5	4	5.95	11.04
74	4	4	3	4	4	4	4	4	4	4	4	5	4	5.72	11.24
75	5	4	4	5	5	4	4	4	5	4	5	5	4	6.18	11.33
76	5	4	3	5	4	3	4	4	5	4	4	4	4	6.00	11.52
77	4	4	4	5	4	4	4	3	4	4	4	5	4	5.92	11.69
78	4	4	4	5	4	4	4	4	5	4	4	5	4	6.08	11.83
X7	4.27	4.18	3.55	4.45	4.18	3.82	4.36	4.00	4.55	3.64	4.27	4.82	3.91	4.1005	0.44

Lampiran 3. Uji Reliabilitas

(Menggunakan nilai *Cronbach-Alpha*

dengan bantuan *software* SPSSr11.0)

Reliability **dari Variabel X_1, *Product***

```
 * Method 1 (space saver) will be used for this analysis *
```

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	QUEST02	4.7368	.4463	38.0
2.	QUEST03	4.3421	.5340	38.0
3.	QUEST04	4.4737	.5569	38.0
4.	QUEST05	3.9211	.6317	38.0
5.	QUEST06	4.4211	.5004	38.0
6.	QUEST07	4.5000	.5067	38.0
7.	QUEST08	3.6842	.7748	38.0
8.	QUEST09	3.9211	.5393	38.0
9.	QUEST10	3.8684	.6226	38.0
10.	QUEST11	3.7105	.8353	38.0
11.	QUEST12	4.3684	.5891	38.0
12.	QUEST13	3.8684	.5776	38.0
13.	QUEST14	3.7632	.4896	38.0

```
Reliability Coefficients

N of Cases =     38.0                    N of Items = 13

Alpha =     .8944
```

Reliability dari Variabel X_2, *Price*

```
 * Method 1 (space saver) will be used for this analysis *
_

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E
( A L P H A )
```

		Mean	Std Dev	Cases
1.	QUEST15	4.1842	.3929	38.0
2.	QUEST16	3.9474	.3244	38.0
3.	QUEST17	3.6053	.5472	38.0
4.	QUEST18	4.4737	.5060	38.0
5.	QUEST19	4.1579	.3695	38.0

```
Reliability Coefficients

N of Cases =     38.0                    N of Items =  5

Alpha =    -.0901
```

Reliability dari Variabel X_3, *Promotion*

```
 * Method 1 (space saver) will be used for this analysis *
```

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	QUEST20	4.2895	.5651	38.0
2.	QUEST21	4.5789	.5004	38.0
3.	QUEST22	4.1579	.4366	38.0
4.	QUEST23	4.0526	.3244	38.0
5.	QUEST24	3.5000	.5067	38.0

Reliability Coefficients

N of Cases = 38.0 N of Items = 5

Alpha = .5782

Reliability dari Variabel X_4, *Place*

```
 * Method 1 (space saver) will be used for this analysis *
```

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	QUEST25	4.4211	.5004	38.0
2.	QUEST26	4.4211	.5004	38.0
3.	QUEST27	3.5789	.5987	38.0
4.	QUEST28	4.1053	.3883	38.0
5.	QUEST29	3.7895	.4132	38.0
6.	QUEST30	3.8158	.3929	38.0

Reliability Coefficients

N of Cases = 38.0 N of Items = 6

Alpha = .1840

Reliability dari Variabel X_5, *Participants*

```
 * Method 1 (space saver) will be used for this analysis *
_
```

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	QUEST31	4.6316	.4889	38.0
2.	QUEST32	4.6579	.4808	38.0
3.	QUEST33	4.1316	.6226	38.0
4.	QUEST34	4.4737	.5060	38.0
5.	QUEST35	4.2105	.5280	38.0
6.	QUEST36	4.2632	.5543	38.0
7.	QUEST37	4.0263	.4341	38.0
8.	QUEST38	3.8421	.6789	38.0
9.	QUEST39	4.1053	.5088	38.0
10.	QUEST40	3.7368	.6851	38.0
11.	QUEST41	3.7368	.7600	38.0
12.	QUEST42	3.8947	.6058	38.0
13.	QUEST43	4.1316	.4140	38.0
14.	QUEST44	4.1842	.5123	38.0
15.	QUEST45	3.6842	.6619	38.0
16.	QUEST46	3.8684	.5776	38.0
17.	QUEST47	4.0000	.5199	38.0
18.	QUEST48	3.9211	.5393	38.0
19.	QUEST49	4.1579	.3695	38.0
20.	QUEST50	4.4211	.5004	38.0
21.	QUEST51	3.5789	.6831	38.0
22.	QUEST52	3.7368	.6011	38.0
23.	QUEST53	4.3158	.5253	38.0
24.	QUEST54	4.2632	.6011	38.0

Reliability Coefficients

N of Cases = 38.0 N of Items = 24

Alpha = .9532

Reliability dari Variabel X_6, *Process*

* Method 1 (space saver) will be used for this analysis *

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	QUEST55	4.4474	.5549	38.0
2.	QUEST56	4.3947	.5472	38.0
3.	QUEST57	3.7105	.6538	38.0
4.	QUEST58	4.1053	.3883	38.0
5.	QUEST59	4.1316	.3426	38.0
6.	QUEST60	4.4474	.5039	38.0
7.	QUEST61	4.5263	.5060	38.0
8.	QUEST62	3.9211	.5873	38.0
9.	QUEST63	4.2632	.4463	38.0
10.	QUEST64	3.8158	.6087	38.0
11.	QUEST65	3.8158	.5123	38.0
12.	QUEST66	4.2105	.4741	38.0
13.	QUEST67	3.6579	.4808	38.0

Reliability Coefficients

N of Cases = 38.0 N of Items = 13

Alpha = .8897

Reliability dari Variabel X7, *Physical Evidence*

```
 * Method 1 (space saver) will be used for this analysis *
_

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E
( A L P H A )
```

		Mean	Std Dev	Cases
1.	QUEST68	4.5789	.5517	38.0
2.	QUEST69	3.6053	.7548	38.0
3.	QUEST70	3.8421	.5939	38.0
4.	QUEST71	4.1842	.3929	38.0
5.	QUEST72	4.0263	.4925	38.0
6.	QUEST73	4.1842	.6516	38.0
7.	QUEST74	3.9211	.5873	38.0
8.	QUEST75	4.3684	.6747	38.0
9.	QUEST76	4.1579	.5939	38.0
10.	QUEST77	4.0526	.5670	38.0
11.	QUEST78	4.1842	.5123	38.0

```
Reliability Coefficients

N of Cases =     38.0                    N of Items = 11

Alpha =     .9216
```

Lampiran 4. Uji Validitas

(Menggunakan *Factor Analysis*

dengan bantuan *software* SPSSr11.0)

Validitas dari variabel X_1, *Product*

(Varimax Rotation Method Factor Analysis)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.813
Bartlett's Test of Sphericity	Approx. Chi-Square	263.429
	df	78
	Sig.	.000

Communalities

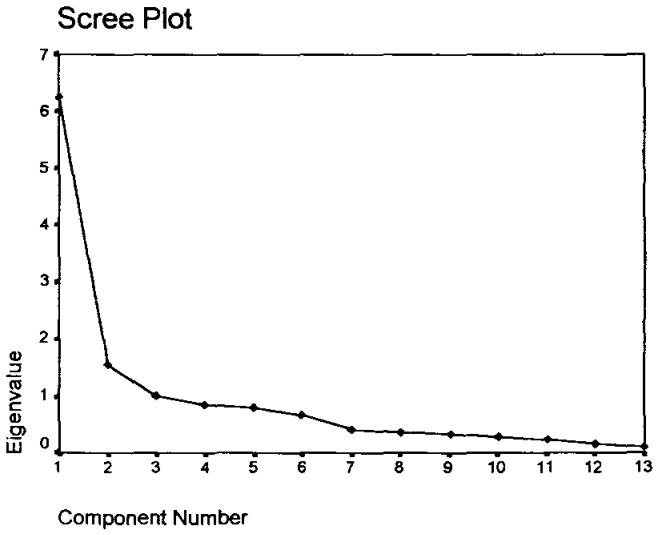
	Initial	Extraction
QUEST02	1.000	.415
QUEST03	1.000	.681
QUEST04	1.000	.685
QUEST05	1.000	.745
QUEST06	1.000	.731
QUEST07	1.000	.748
QUEST08	1.000	.695
QUEST09	1.000	.609
QUEST10	1.000	.675
QUEST11	1.000	.881
QUEST12	1.000	.657
QUEST13	1.000	.588
QUEST14	1.000	.682

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component		Total	% of Variance	Cumulative %
1	Initial Eigenvalues	6.247	48.053	48.053
	Extraction Sums of Squared Loadings	6.247	48.053	48.053
	Rotation Sums of Squared Loadings	4.227	32.515	32.515
2	Initial Eigenvalues	1.532	11.788	59.841
	Extraction Sums of Squared Loadings	1.532	11.788	59.841
	Rotation Sums of Squared Loadings	3.120	23.997	56.512
3	Initial Eigenvalues	1.011	7.780	67.620
	Extraction Sums of Squared Loadings	1.011	7.780	67.620
	Rotation Sums of Squared Loadings	1.444	11.108	67.620
4	Initial Eigenvalues	.845	6.499	74.119
5	Initial Eigenvalues	.799	6.145	80.264
6	Initial Eigenvalues	.664	5.107	85.371
7	Initial Eigenvalues	.407	3.130	88.501
8	Initial Eigenvalues	.372	2.859	91.360
9	Initial Eigenvalues	.338	2.598	93.958
10	Initial Eigenvalues	.291	2.237	96.195
11	Initial Eigenvalues	.230	1.772	97.966
12	Initial Eigenvalues	.150	1.151	99.118
13	Initial Eigenvalues	.115	.882	100.000

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component		
	1	2	3
QUEST02	.615	-.186	3.967E-02
QUEST03	.816	8.147E-02	-9.34E-02
QUEST04	.788	-8.20E-03	-.252
QUEST05	.704	.302	-.397
QUEST06	.781	-.330	-.113
QUEST07	.815	-.212	-.197
QUEST08	.729	2.144E-02	.403
QUEST09	.642	.406	.179
QUEST10	.812	.116	4.452E-02
QUEST11	.655	-.428	.518
QUEST12	.796	-.149	2.581E-02
QUEST13	.369	.644	-.193
QUEST14	9.493E-02	.669	.475

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
QUEST02	.578	.282	-3.41E-02
QUEST03	.549	.603	.126
QUEST04	.502	.657	-4.33E-02
QUEST05	.228	.826	.102
QUEST06	.707	.431	-.215
QUEST07	.641	.556	-.168
QUEST08	.726	.190	.363
QUEST09	.381	.440	.519
QUEST10	.590	.521	.235
QUEST11	.930	-.112	6.630E-02
QUEST12	.694	.419	1.286E-02
QUEST13	-.102	.616	.446
QUEST14	-3.48E-02	4.714E-03	.825

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 18 iterations.

Component Transformation Matrix

Component	1	2	3
1	.770	.622	.144
2	-.469	.398	.789
3	.433	-.675	.598

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Coefficient Matrix

	Component		
	1	2	3
QUEST02	.150	-.013	-.058
QUEST03	.036	.165	.006
QUEST04	-.008	.244	-.135
QUEST05	-.176	.413	-.063
QUEST06	.149	.068	-.219
QUEST07	.081	.158	-.207
QUEST08	.256	-.191	.266
QUEST09	.032	.050	.329
QUEST10	.084	.081	.104
QUEST11	.434	-.391	.101
QUEST12	.155	.024	-.043
QUEST13	-.234	.333	.226
QUEST14	.010	-.134	.627

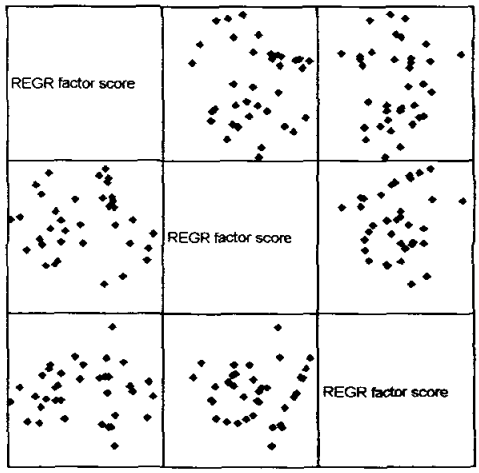
Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Covariance Matrix

Component	1	2	3
1	1.000	.000	.000
2	.000	1.000	-1.26E-16
3	.000	-1.26E-16	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a scatterplot matrix of the component scores



Validitas dari variabel X_2, *Price*

(Varimax Rotation Method Factor Analysis)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.658
Bartlett's Test of Sphericity	Approx. Chi-Square	12.104
	df	10
	Sig.	.278

Communalities

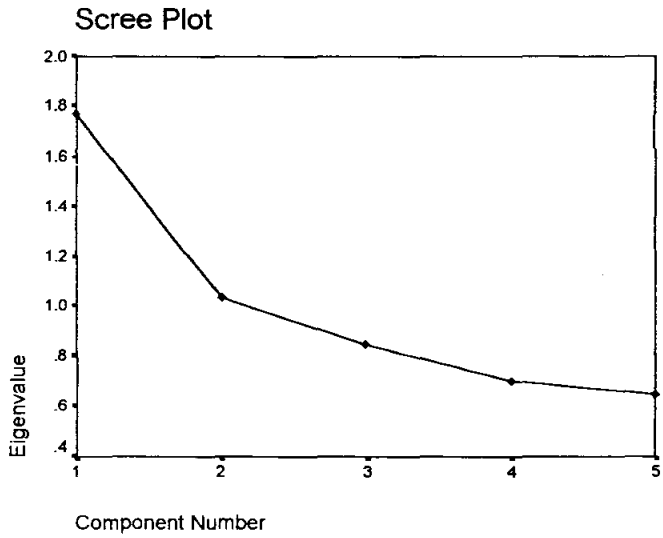
	Initial	Extraction
QUEST15	1.000	.525
QUEST16	1.000	.523
QUEST17	1.000	.550
QUEST18	1.000	.422
QUEST19	1.000	.784

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component		Total	% of Variance	Cumulative %
1	Initial Eigenvalues	1.769	35.386	35.386
	Extraction Sums of Squared Loadings	1.769	35.386	35.386
	Rotation Sums of Squared Loadings	1.499	29.976	29.976
2	Initial Eigenvalues	1.035	20.699	56.085
	Extraction Sums of Squared Loadings	1.035	20.699	56.085
	Rotation Sums of Squared Loadings	1.305	26.109	56.085
3	Initial Eigenvalues	.847	16.943	73.028
4	Initial Eigenvalues	.703	14.050	87.078
5	Initial Eigenvalues	.646	12.922	100.000

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component	
	1	2
QUEST15	.601	.405
QUEST16	.723	-6.53E-03
QUEST17	.713	-.205
QUEST18	-.485	-.432
QUEST19	-.377	.801

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix[a]

	Component	
	1	2
QUEST15	.723	4.245E-02
QUEST16	.571	.444
QUEST17	.442	.596
QUEST18	-.648	4.891E-02
QUEST19	.187	-.865

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	.795	.607
2	.607	-.795

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Coefficient Matrix

	Component	
	1	2
QUEST15	.507	-.105
QUEST16	.321	.253
QUEST17	.200	.402
QUEST18	-.471	.165
QUEST19	.301	-.744

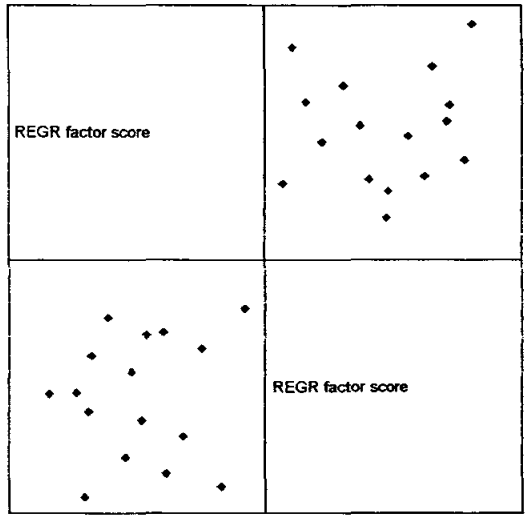
Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Covariance Matrix

Component	1	2
1	1.000	.000
2	.000	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a scatterplot matrix of the component scores



Validitas dari variabel X_3, *Promotion*

(Varimax Rotation Method Factor Analysis)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.653
Bartlett's Test of Sphericity	Approx. Chi-Square	20.940
	df	10
	Sig.	.022

Communalities

	Initial	Extraction
QUEST20	1.000	.675
QUEST21	1.000	.667
QUEST22	1.000	.490
QUEST23	1.000	.371
QUEST24	1.000	.785

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component		Total	% of Variance	Cumulative %
1	Initial Eigenvalues	1.947	38.943	38.943
	Extraction Sums of Squared Loadings	1.947	38.943	38.943
	Rotation Sums of Squared Loadings	1.895	37.893	37.893
2	Initial Eigenvalues	1.041	20.828	59.771
	Extraction Sums of Squared Loadings	1.041	20.828	59.771
	Rotation Sums of Squared Loadings	1.094	21.879	59.771
3	Initial Eigenvalues	.894	17.884	77.656
4	Initial Eigenvalues	.666	13.315	90.971
5	Initial Eigenvalues	.451	9.029	100.000

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
QUEST20	.821	-1.30E-02
QUEST21	.799	.170
QUEST22	.627	-.312
QUEST23	.386	-.471
QUEST24	.303	.833

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix[a]

	Component	
	1	2
QUEST20	.800	.185
QUEST21	.735	.358
QUEST22	.684	-.151
QUEST23	.488	-.364
QUEST24	9.327E-02	.881

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	.971	.241
2	-.241	.971

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Coefficient Matrix

	Component	
	1	2
QUEST20	.412	.089
QUEST21	.359	.258
QUEST22	.385	-.213
QUEST23	.302	-.391
QUEST24	-.042	.813

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Component Scores.

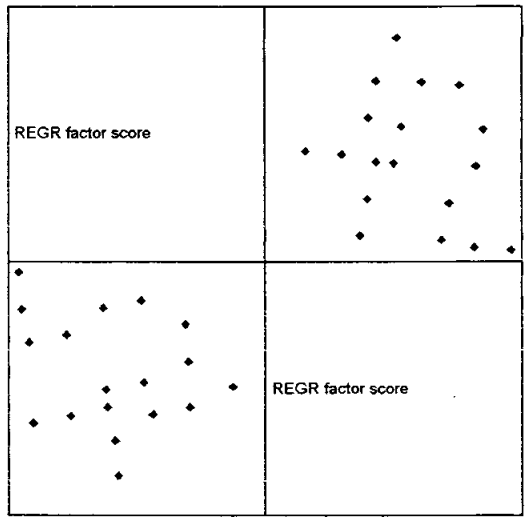
Component Score Covariance Matrix

Component	1	2
1	1.000	.000
2	.000	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

a scatterplot matrix of the component scores



Validitas dari variabel X_4, *Place*

(Varimax Rotation Method Factor Analysis)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.428
Bartlett's Test of Sphericity	Approx. Chi-Square	14.488
	df	15
	Sig.	.489

Communalities

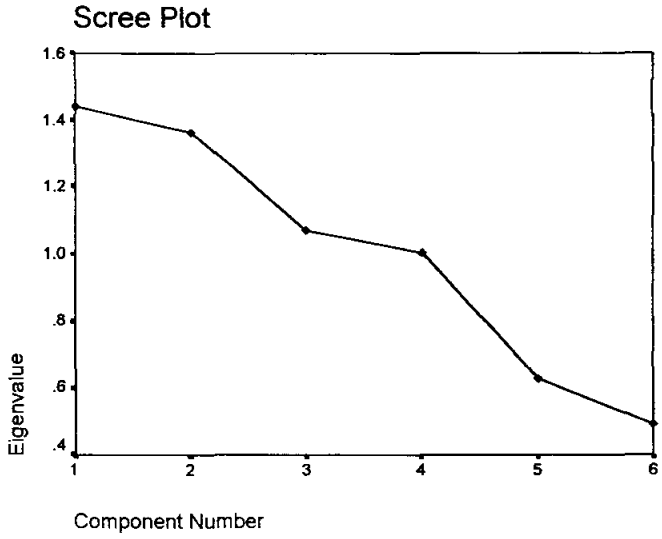
	Initial	Extraction
QUEST25	1.000	.902
QUEST26	1.000	.779
QUEST27	1.000	.782
QUEST28	1.000	.796
QUEST29	1.000	.837
QUEST30	1.000	.782

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component		Total	% of Variance	Cumulative %
1	Initial Eigenvalues	1.441	24.018	24.018
	Extraction Sums of Squared Loadings	1.441	24.018	24.018
	Rotation Sums of Squared Loadings	1.286	21.434	21.434
2	Initial Eigenvalues	1.364	22.728	46.746
	Extraction Sums of Squared Loadings	1.364	22.728	46.746
	Rotation Sums of Squared Loadings	1.281	21.357	42.791
3	Initial Eigenvalues	1.070	17.830	64.576
	Extraction Sums of Squared Loadings	1.070	17.830	64.576
	Rotation Sums of Squared Loadings	1.229	20.491	63.282
4	Initial Eigenvalues	1.003	16.721	81.297
	Extraction Sums of Squared Loadings	1.003	16.721	81.297
	Rotation Sums of Squared Loadings	1.081	18.015	81.297
5	Initial Eigenvalues	.629	10.477	91.774
6	Initial Eigenvalues	.494	8.226	100.000

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component			
	1	2	3	4
QUEST25	.268	1.169E-02	.731	-.545
QUEST26	-.509	.573	4.583E-02	-.435
QUEST27	.417	.780	-8.45E-03	-1.77E-04
QUEST28	-.328	.602	.199	.536
QUEST29	-.511	-.252	.638	.324
QUEST30	.754	4.236E-02	.296	.353

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
QUEST25	-3.81E-02	2.527E-02	-.106	.943
QUEST26	.147	-.786	.309	.211
QUEST27	.697	8.249E-02	.497	.204
QUEST28	-9.58E-02	-8.05E-02	.872	-.144
QUEST29	-.851	-6.16E-03	.296	.158
QUEST30	.207	.806	.168	.245

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 11 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	.575	.748	-.200	.264
2	.582	-.292	.748	.128
3	-.493	.187	.322	.786
4	-.297	.566	.545	-.544

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Coefficient Matrix

	Component			
	1	2	3	4
QUEST25	-.064	-.043	-.107	.882
QUEST26	.149	-.624	.163	.230
QUEST27	.503	.048	.367	.144
QUEST28	-.125	.038	.727	-.148
QUEST29	-.701	.083	.301	.176
QUEST30	.078	.633	.199	.168

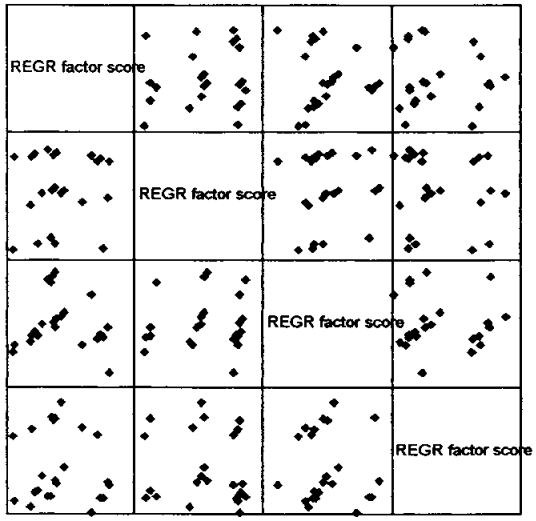
Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Component Scores.

Component Score Covariance Matrix

Component	1	2	3	4
1	1.000	.000	.000	.000
2	.000	1.000	.000	.000
3	.000	.000	1.000	.000
4	.000	.000	.000	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Component Scores.

a scatterplot matrix of the component scores



Validitas dari variabel X_5, *Participants*

(Varimax Rotation Method Factor Analysis)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.786
Bartlett's Test of Sphericity	Approx. Chi-Square	688.875
	df	276
	Sig.	.000

Communalities

	Initial	Extraction
QUEST31	1.000	.781
QUEST32	1.000	.809
QUEST33	1.000	.711
QUEST34	1.000	.692
QUEST35	1.000	.638
QUEST36	1.000	.802
QUEST37	1.000	.643
QUEST38	1.000	.633
QUEST39	1.000	.836
QUEST40	1.000	.684
QUEST41	1.000	.709
QUEST42	1.000	.790
QUEST43	1.000	.850
QUEST44	1.000	.771
QUEST45	1.000	.763
QUEST46	1.000	.736
QUEST47	1.000	.807
QUEST48	1.000	.701
QUEST49	1.000	.801
QUEST50	1.000	.722
QUEST51	1.000	.644
QUEST52	1.000	.676
QUEST53	1.000	.743
QUEST54	1.000	.705

Extraction Method: Principal Component Analysis.

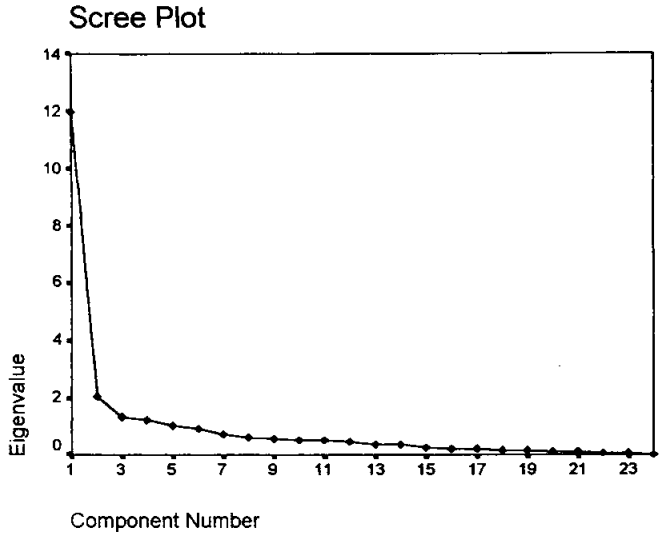
Total Variance Explained

Component		Total	% of Variance	Cumulative %
1	Initial Eigenvalues	11.987	49.947	49.947
	Extraction Sums of Squared Loadings	11.987	49.947	49.947
	Rotation Sums of Squared Loadings	4.655	19.396	19.396
2	Initial Eigenvalues	2.066	8.607	58.554
	Extraction Sums of Squared Loadings	2.066	8.607	58.554
	Rotation Sums of Squared Loadings	4.490	18.708	38.104
3	Initial Eigenvalues	1.333	5.556	64.110
	Extraction Sums of Squared Loadings	1.333	5.556	64.110
	Rotation Sums of Squared Loadings	3.572	14.883	52.987
4	Initial Eigenvalues	1.215	5.064	69.174
	Extraction Sums of Squared Loadings	1.215	5.064	69.174
	Rotation Sums of Squared Loadings	3.224	13.433	66.421
5	Initial Eigenvalues	1.044	4.351	73.525
	Extraction Sums of Squared Loadings	1.044	4.351	73.525
	Rotation Sums of Squared Loadings	1.705	7.105	73.525
6	Initial Eigenvalues	.948	3.950	77.475
7	Initial Eigenvalues	.707	2.947	80.422
8	Initial Eigenvalues	.631	2.630	83.052
9	Initial Eigenvalues	.583	2.431	85.483

Total Variance Explained Continued

10	Initial Eigenvalues	.518	2.160	87.643
11	Initial Eigenvalues	.501	2.087	89.729
12	Initial Eigenvalues	.446	1.857	91.586
13	Initial Eigenvalues	.365	1.523	93.109
14	Initial Eigenvalues	.337	1.402	94.511
15	Initial Eigenvalues	.275	1.145	95.656
16	Initial Eigenvalues	.216	.900	96.555
17	Initial Eigenvalues	.190	.792	97.348
18	Initial Eigenvalues	.176	.734	98.082
19	Initial Eigenvalues	.131	.544	98.626
20	Initial Eigenvalues	.110	.460	99.086
21	Initial Eigenvalues	8.377E-02	.349	99.435
22	Initial Eigenvalues	7.261E-02	.303	99.738
23	Initial Eigenvalues	3.908E-02	.163	99.901
24	Initial Eigenvalues	2.382E-02	9.925E-02	100.000

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component				
	1	2	3	4	5
QUEST31	.737	.462	-.100	.114	-2.20E-02
QUEST32	.715	.526	-.141	8.522E-03	-3.67E-02
QUEST33	.551	.455	-1.16E-02	-.349	-.279
QUEST34	.638	-5.67E-02	-.439	.136	.265
QUEST35	.649	-.180	-5.55E-02	.132	-.404
QUEST36	.699	-4.47E-02	4.265E-02	.105	.546
QUEST37	.660	-.390	-.220	5.815E-02	-6.25E-02
QUEST38	.787	.101	-2.54E-02	-4.53E-02	-9.51E-03
QUEST39	.734	-.428	-.309	-.138	-1.25E-02
QUEST40	.751	2.597E-02	-.322	5.127E-02	.116
QUEST41	.794	.116	.229	.108	2.790E-02
QUEST42	.665	-.419	.328	-.214	.138
QUEST43	.770	-.366	3.319E-02	-.342	-7.22E-02
QUEST44	.748	-3.11E-02	.357	.254	.135
QUEST45	.715	.248	-9.63E-02	.360	-.227
QUEST46	.802	9.645E-03	.151	-.265	3.103E-04
QUEST47	.851	-.129	.199	-.164	6.150E-03
QUEST48	.642	-.122	8.738E-02	.480	-.191
QUEST49	.732	-.428	.164	-.102	-.210
QUEST50	.582	9.636E-02	.515	.313	-.100
QUEST51	.694	.224	-6.32E-02	-.326	-4.42E-02
QUEST52	.716	.270	-.211	-.141	-.164
QUEST53	.721	-.195	-.299	.203	.232
QUEST54	.500	.462	.244	-.188	.383

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
QUEST31	2.488E-02	.688	.344	.385	.203
QUEST32	1.443E-02	.770	.310	.286	.196
QUEST33	.210	.811	-4.70E-02	7.616E-02	4.195E-02
QUEST34	.168	.243	.760	.101	.131
QUEST35	.446	.295	.266	.454	-.273
QUEST36	.283	.121	.539	.243	.598
QUEST37	.530	.108	.536	.227	-.109
QUEST38	.374	.501	.342	.302	.185
QUEST39	.659	.190	.597	5.986E-02	-7.98E-02
QUEST40	.266	.412	.629	.186	.116
QUEST41	.351	.403	.224	.521	.319
QUEST42	.784	2.512E-02	.143	.218	.327
QUEST43	.827	.279	.271	9.879E-02	7.237E-02
QUEST44	.366	.169	.229	.629	.401
QUEST45	6.342E-02	.502	.376	.603	-4.95E-02
QUEST46	.586	.486	.176	.219	.278
QUEST47	.663	.369	.227	.327	.269
QUEST48	.242	.119	.340	.713	-5.94E-02
QUEST49	.784	.149	.198	.352	-3.27E-02
QUEST50	.241	.193	-5.55E-02	.742	.269
QUEST51	.375	.654	.198	5.507E-02	.182
QUEST52	.251	.695	.317	.169	1.240E-02
QUEST53	.308	.150	.736	.252	.142
QUEST54	6.555E-02	.486	4.587E-02	.103	.672

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Component Transformation Matrix

Component	1	2	3	4	5
1	.536	.516	.461	.430	.221
2	-.638	.697	-.206	.048	.252
3	.241	-.183	-.710	.447	.452
4	-.476	-.352	.319	.732	-.112
5	-.147	-.301	.374	-.277	.819

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Coefficient Matrix

	Component				
	1	2	3	4	5
QUEST31	-.170	.175	.058	.078	.008
QUEST32	-.154	.236	.039	.005	.000
QUEST33	.058	.360	-.209	-.109	-.125
QUEST34	-.124	-.047	.395	-.114	.052
QUEST35	.080	.053	-.038	.187	-.358
QUEST36	-.065	-.178	.232	-.044	.441
QUEST37	.096	-.072	.174	-.008	-.164
QUEST38	.018	.087	.018	-.003	.015
QUEST39	.165	-.027	.195	-.167	-.140
QUEST40	-.069	.037	.253	-.080	-.006
QUEST41	-.005	.003	-.064	.166	.118
QUEST42	.283	-.136	-.114	-.041	.201
QUEST43	.297	.025	-.067	-.156	-.044
QUEST44	-.011	-.140	-.043	.263	.214
QUEST45	-.171	.089	.067	.276	-.201
QUEST46	.164	.094	-.120	-.080	.092
QUEST47	.177	.012	-.101	-.006	.087
QUEST48	-.079	-.109	.048	.389	-.167
QUEST49	.264	-.045	-.119	.066	-.139
QUEST50	-.019	-.075	-.216	.411	.090
QUEST51	.084	.221	-.063	-.176	.014
QUEST52	-.011	.239	.017	-.080	-.141
QUEST53	-.074	-.119	.343	-.018	.051
QUEST54	-.056	.088	-.068	-.104	.466

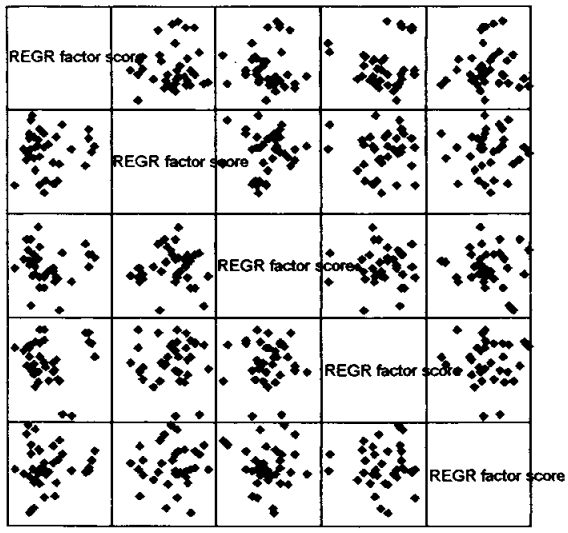
Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Component Scores.

Component Score Covariance Matrix

Component	1	2	3	4	5
1	1.000	3.322E-16	-2.52E-16	.000	.000
2	3.322E-16	1.000	-1.44E-16	-2.26E-16	.000
3	-2.52E-16	-1.44E-16	1.000	2.916E-16	-2.48E-16
4	.000	-2.26E-16	2.916E-16	1.000	.000
5	.000	.000	-2.48E-16	.000	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Component Scores.

a scatterplot matrix of the component scores



Validitas dari variabel X_6, *Process*

(Varimax Rotation Method Factor Analysis)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.784
Bartlett's Test of Sphericity	Approx. Chi-Square	216.481
	df	78
	Sig.	.000

Communalities

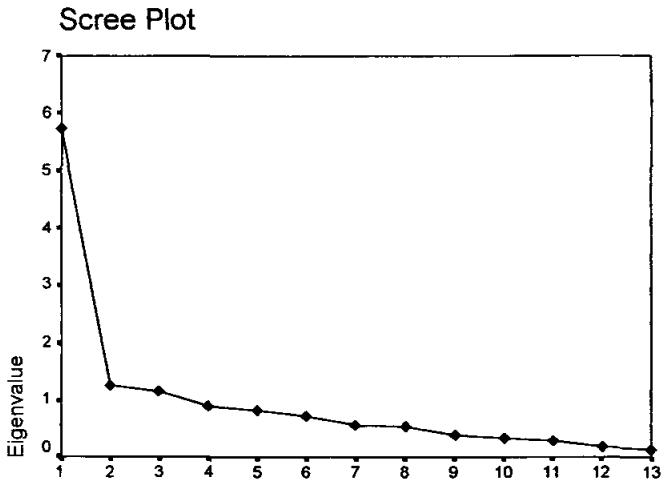
	Initial	Extraction
QUEST55	1.000	.549
QUEST56	1.000	.740
QUEST57	1.000	.515
QUEST58	1.000	.536
QUEST59	1.000	.543
QUEST60	1.000	.503
QUEST61	1.000	.576
QUEST62	1.000	.781
QUEST63	1.000	.712
QUEST64	1.000	.658
QUEST65	1.000	.523
QUEST66	1.000	.835
QUEST67	1.000	.693

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component		Total	% of Variance	Cumulative %
1	Initial Eigenvalues	5.746	44.198	44.198
	Extraction Sums of Squared Loadings	5.746	44.198	44.198
	Rotation Sums of Squared Loadings	3.079	23.687	23.687
2	Initial Eigenvalues	1.259	9.684	53.882
	Extraction Sums of Squared Loadings	1.259	9.684	53.882
	Rotation Sums of Squared Loadings	2.779	21.378	45.065
3	Initial Eigenvalues	1.161	8.930	62.812
	Extraction Sums of Squared Loadings	1.161	8.930	62.812
	Rotation Sums of Squared Loadings	2.307	17.747	62.812
4	Initial Eigenvalues	.907	6.978	69.790
5	Initial Eigenvalues	.813	6.251	76.041
6	Initial Eigenvalues	.709	5.453	81.494
7	Initial Eigenvalues	.574	4.416	85.910
8	Initial Eigenvalues	.529	4.073	89.983
9	Initial Eigenvalues	.375	2.882	92.865
10	Initial Eigenvalues	.330	2.540	95.406
11	Initial Eigenvalues	.290	2.228	97.634
12	Initial Eigenvalues	.173	1.331	98.965
13	Initial Eigenvalues	.135	1.035	100.000

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component		
	1	2	3
QUEST55	.672	.139	-.279
QUEST56	.701	-.475	-.153
QUEST57	.672	-.163	.192
QUEST58	.560	-.252	-.400
QUEST59	.653	.271	-.206
QUEST60	.684	.187	-1.98E-02
QUEST61	.710	-.145	.228
QUEST62	.545	.519	.462
QUEST63	.742	-.258	-.308
QUEST64	.684	-.103	.425
QUEST65	.659	.285	8.951E-02
QUEST66	.724	.448	-.331
QUEST67	.603	-.408	.403

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
QUEST55	.574	.146	.445
QUEST56	.110	.476	.709
QUEST57	.277	.595	.291
QUEST58	.224	.134	.684
QUEST59	.651	.141	.314
QUEST60	.580	.323	.249
QUEST61	.310	.636	.275
QUEST62	.674	.469	-.327
QUEST63	.322	.310	.716
QUEST64	.297	.748	.105
QUEST65	.623	.351	.109
QUEST66	.849	2.878E-02	.337
QUEST67	1.752E-02	.795	.247

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.

Component Transformation Matrix

Component	1	2	3
1	.637	.592	.494
2	.757	-.361	-.545
3	-.145	.721	-.678

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Coefficient Matrix

	Component		
	1	2	3
QUEST55	.193	-.144	.160
QUEST56	-.188	.113	.355
QUEST57	-.047	.235	.016
QUEST58	-.040	-.118	.390
QUEST59	.261	-.138	.059
QUEST60	.191	.005	-.011
QUEST61	-.037	.256	-.009
QUEST62	.315	.195	-.448
QUEST63	-.034	-.041	.355
QUEST64	-.039	.364	-.145
QUEST65	.233	.042	-.119
QUEST66	.391	-.259	.061
QUEST67	-.229	.429	-.007

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Component Scores.

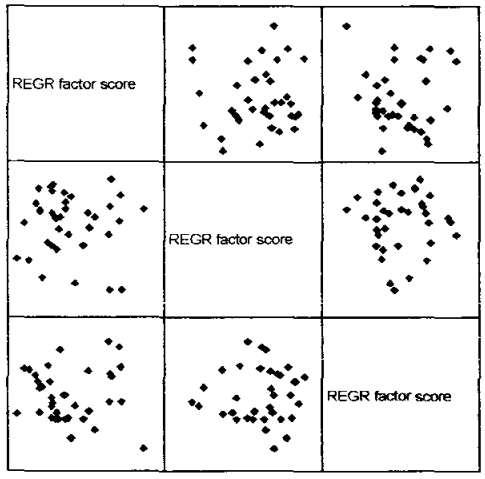
Component Score Covariance Matrix

Component	1	2	3
1	1.000	-1.90E-16	-1.29E-16
2	-1.90E-16	1.000	1.957E-16
3	-1.29E-16	1.957E-16	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

a scatterplot matrix of the component scores



Validitas dari variabel X7, *Physical Evidence*

(Varimax Rotation Method Factor Analysis)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.840
Bartlett's Test of Sphericity	Approx. Chi-Square	256.909
	df	55
	Sig.	.000

Communalities

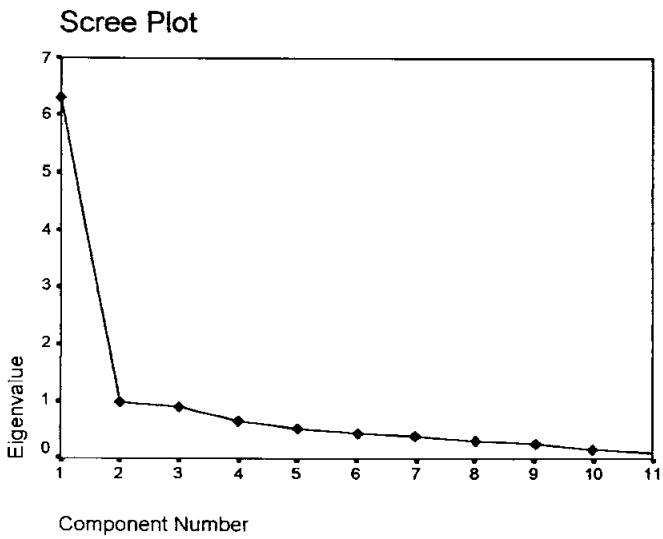
	Initial	Extraction
QUEST68	1.000	.452
QUEST69	1.000	.697
QUEST70	1.000	.692
QUEST71	1.000	.508
QUEST72	1.000	.471
QUEST73	1.000	.568
QUEST74	1.000	.790
QUEST75	1.000	.507
QUEST76	1.000	.391
QUEST77	1.000	.569
QUEST78	1.000	.667

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component		Total	% of Variance	Cumulative %
1	Initial Eigenvalues	6.312	57.383	57.383
	Extraction Sums of Squared Loadings	6.312	57.383	57.383
2	Initial Eigenvalues	.991	9.007	66.390
3	Initial Eigenvalues	.901	8.195	74.585
4	Initial Eigenvalues	.649	5.899	80.484
5	Initial Eigenvalues	.506	4.598	85.082
6	Initial Eigenvalues	.444	4.038	89.119
7	Initial Eigenvalues	.387	3.519	92.638
8	Initial Eigenvalues	.307	2.791	95.429
9	Initial Eigenvalues	.254	2.310	97.739
10	Initial Eigenvalues	.149	1.352	99.091
11	Initial Eigenvalues	9.999E-02	.909	100.000

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component
	1
QUEST68	.673
QUEST69	.835
QUEST70	.832
QUEST71	.713
QUEST72	.686
QUEST73	.754
QUEST74	.889
QUEST75	.712
QUEST76	.625
QUEST77	.754
QUEST78	.816

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Component Score Coefficient Matrix

	Component
	1
QUEST68	.107
QUEST69	.132
QUEST70	.132
QUEST71	.113
QUEST72	.109
QUEST73	.119
QUEST74	.141
QUEST75	.113
QUEST76	.099
QUEST77	.119
QUEST78	.129

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Component Scores.

Component Score Covariance Matrix

Component	1
1	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Lampiran 5. Data Yang Telah Reliabel dan Valid

Respondent/ Question	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
1 (Y)	4	4	5	4	3	3	5	3	4	4	3	4	3	4	4	5	4	3	4	3	4	5	4	2
5	3	4	5	4	3	4	5	4	4	4	3	4	3	4	5	4	4	3	4	3	4	5	4	4
11	5	4	4	3	3	3	4	2	3	4	3	3	3	4	3	4	5	3	5	3	4	4	4	3
14	4	3	4	3	4	4	4	4	3	4	3	4	4	4	4	3	4	4	4	3	4	4	4	4
X1	4.00	3.67	4.33	3.33	3.33	3.67	4.33	3.33	3.33	4.00	3.00	3.67	3.33	4.00	4.00	3.67	4.33	3.33	4.33	3.00	4.00	4.33	4.00	3.67
20	4	4	5	4	4	4	5	4	5	4	5	5	5	5	4	4	5	4	4	4	4	5	5	4
24	3	4	4	3	3	4	4	3	3	3	3	4	3	3	3	4	3	3	4	3	4	4	3	3
X3	3.50	4.00	4.50	3.50	3.50	4.00	4.50	3.50	4.00	3.50	4.00	4.50	4.00	4.00	3.50	4.00	4.00	3.50	4.00	3.50	4.00	4.50	4.00	3.50
33	4	5	5	5	3	4	5	4	4	4	4	4	4	4	4	4	4	3	4	4	4	5	4	3
34	4	5	5	4	4	4	5	4	5	5	4	5	4	5	4	5	5	4	5	4	5	5	5	4
43	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4
50	5	5	5	4	4	4	5	4	4	5	4	4	4	4	5	5	4	5	5	4	4	5	4	4
54	5	4	5	5	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	3	4	5	4	3
X5	4.40	4.60	5.00	4.40	3.80	4.00	4.80	4.00	4.20	4.40	4.00	4.20	4.00	4.20	4.40	4.60	4.20	4.00	4.40	3.80	4.20	5.00	4.20	3.60
58	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4
66	4	4	5	4	4	4	5	4	5	5	4	4	5	4	5	4	4	4	4	4	4	5	4	3
67	4	4	4	4	4	3	4	3	4	3	4	4	3	4	4	4	4	3	4	3	4	4	4	3
X6	4.00	4.00	4.67	4.00	4.00	3.67	4.67	3.67	4.33	4.00	4.00	4.00	4.00	4.00	4.33	4.00	4.00	3.67	4.00	3.67	4.33	4.67	4.00	3.33
74	5	4	5	4	3	4	5	3	4	4	4	4	3	4	4	4	4	3	4	3	4	5	4	3
X7	5.00	4.00	5.00	4.00	3.00	4.00	5.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	5.00	4.00	3.00

Responden/ Pertanyaan	25	26	27	28	29	30	31	32	33	34	35	36	37	38	Average (all respondent)	Standard Deviasi
1 (Y)	3	4	4	3	5	4	3	4	4	5	3	4	5	4	3.8421	0.75
5	3	4	4	3	4	4	4	5	4	4	3	4	5	4	3.95	0.65
11	3	5	5	3	4	4	2	3	4	4	4	5	4	5	3.90	1.43
14	4	3	4	4	5	3	4	4	3	3	4	4	4	4	4.03	1.71
X1	3.33	4.00	4.33	3.33	4.33	3.67	3.33	4.00	3.67	3.67	3.67	4.33	4.33	4.33	3.7974	0.42
20	4	5	3	4	4	4	5	4	4	4	3	4	5	4	4.69	2.58
24	3	3	4	3	4	3	4	3	4	4	3	4	4	3	3.95	3.33
X3	3.50	4.00	3.50	3.50	4.00	3.50	4.50	3.50	4.00	4.00	3.00	4.00	4.50	3.50	3.8553	0.38
33	3	5	4	4	4	4	3	5	5	4	4	5	4	5	4.87	4.66
34	4	4	4	4	5	5	4	5	4	5	4	4	5	4	5.23	4.75
43	3	4	4	4	5	4	4	5	4	4	4	4	5	4	5.13	6.24
50	4	5	4	4	5	4	4	4	5	5	4	5	5	4	5.59	7.32
54	4	3	4	4	5	5	4	5	5	5	4	5	4	5	5.54	7.99
X5	3.60	4.20	4.00	4.00	4.80	4.40	3.80	4.80	4.60	4.60	4.00	4.60	4.60	4.40	4.2842	0.36
58	4	4	4	4	5	4	4	4	4	4	4	4	5	4	5.54	8.63
66	4	4	4	4	5	4	4	4	4	4	4	4	5	4	5.79	9.91
67	3	4	4	3	4	4	4	3	3	4	3	4	4	3	5.28	10.15
X6	3.67	4.00	4.00	3.67	4.67	4.00	4.00	3.67	3.67	4.00	3.67	4.00	4.67	3.67	4.0097	0.33
74	3	4	4	3	4	4	4	4	4	4	4	4	5	4	5.72	11.24
X7	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	3.9211	0.59

Lampiran 6. Analisis Regressi Linear Berganda Metode *Enter* (dengan bantuan *software* SPSSr11.0)

Descriptive Statistics

	Mean	Std. Deviation	N
Y	3.84	.754	38
X1	3.7974	.42071	38
X3	3.8553	.38393	38
X5	4.2842	.36207	38
X6	4.0097	.33311	38
X7	3.9211	.58732	38

Correlations

		Y	X1	X3	X5	X6	X7
Pearson Correlation	Y	1.000	.663	.526	.881	.759	.764
	X1	.663	1.000	.315	.635	.504	.663
	X3	.526	.315	1.000	.440	.644	.547
	X5	.881	.635	.440	1.000	.638	.744
	X6	.759	.504	.644	.638	1.000	.695
	X7	.764	.663	.547	.744	.695	1.000
Sig. (1-tailed)	Y	.	.000	.000	.000	.000	.000
	X1	.000	.	.027	.000	.001	.000
	X3	.000	.027	.	.003	.000	.000
	X5	.000	.000	.003	.	.000	.000
	X6	.000	.001	.000	.000	.	.000
	X7	.000	.000	.000	.000	.000	.
N	Y	38	38	38	38	38	38
	X1	38	38	38	38	38	38
	X3	38	38	38	38	38	38
	X5	38	38	38	38	38	38
	X6	38	38	38	38	38	38
	X7	38	38	38	38	38	38

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X7, X3, X1, X6, X5[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.923[a]	.852	.829	.312	2.388

a. Predictors: (Constant), X7, X3, X1, X6, X5

b. Dependent Variable: Y

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.939	5	3.588	36.868	.000[a]
	Residual	3.114	32	.097		
	Total	21.053	37			

a. Predictors: (Constant), X7, X3, X1, X6, X5

b. Dependent Variable: Y

Coefficients

1	(Constant)	Unstandardized Coefficients	B	-5.133
			Std. Error	.801
		t		-6.404
		Sig.		.000
	X1	Unstandardized Coefficients	B	.199
			Std. Error	.171
		Standardized Coefficients	Beta	.111
		t		1.165
		Sig.		.253
		Correlations	Zero-order	.663
			Partial	.202
			Part	.079
		Collinearity Statistics	Tolerance	.509
			VIF	1.965

Coefficient continued...

	X3	Unstandardized Coefficients	B	5.337E-02
			Std. Error	.179
		Standardized Coefficients	Beta	.027
		t		.298
		Sig.		.768
		Correlations	Zero-order	.526
			Partial	.053
			Part	.020
		Collinearity Statistics	Tolerance	.557
			VIF	1.796
	X5	Unstandardized Coefficients	B	1.223
			Std. Error	.228
		Standardized Coefficients	Beta	.587
		t		5.373
		Sig.		.000
		Correlations	Zero-order	.881
			Partial	.689
			Part	.365
		Collinearity Statistics	Tolerance	.387
			VIF	2.583
	X6	Unstandardized Coefficients	B	.637
			Std. Error	.246
		Standardized Coefficients	Beta	.281
		t		2.583
		Sig.		.015
		Correlations	Zero-order	.759
			Partial	.415
			Part	.176
		Collinearity Statistics	Tolerance	.390
			VIF	2.563
	X7	Unstandardized Coefficients	B	5.603E-02
			Std. Error	.157
		Standardized Coefficients	Beta	.044
		t		.357
		Sig.		.723
		Correlations	Zero-order	.764
			Partial	.063
			Part	.024
		Collinearity Statistics	Tolerance	.310
			VIF	3.230

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	X1	X3	X5	X6	X7
1	1	5.974	1.000	.00	.00	.00	.00	.00	.00
	2	1.157E-02	22.727	.11	.02	.03	.00	.00	.32
	3	7.167E-03	28.871	.03	.36	.28	.01	.01	.07
	4	3.509E-03	41.263	.11	.60	.43	.15	.01	.10
	5	2.060E-03	53.856	.23	.01	.16	.02	.95	.14
	6	1.933E-03	55.596	.52	.00	.09	.82	.02	.37

a. Dependent Variable: Y

Casewise Diagnostics[a]

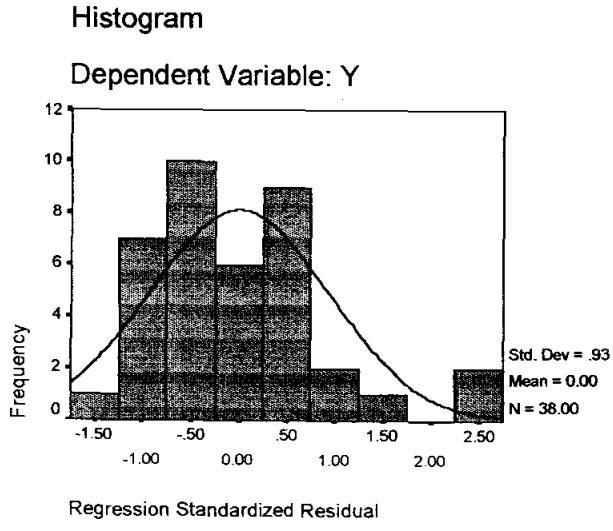
Case Number	Std. Residual	Y	Predicted Value	Residual
1	-.190	4	4.06	-.06
2	-.670	4	4.21	-.21
3	-1.086	5	5.34	-.34
4	.417	4	3.87	.13
5	-.257	3	3.08	-.08
6	-.849	3	3.26	-.26
7	-.302	5	5.09	-.09
8	-.367	3	3.11	-.11
9	.442	4	3.86	.14
10	-.011	4	4.00	.00
11	-1.095	3	3.34	-.34
12	.813	4	3.75	.25
13	-1.126	3	3.35	-.35
14	.688	4	3.79	.21
15	-.684	4	4.21	-.21
16	2.536	5	4.21	.79
17	.477	4	3.85	.15
18	-.367	3	3.11	-.11
19	-.307	4	4.10	-.10
20	.627	3	2.80	.20
21	.014	4	4.00	.00
22	-1.086	5	5.34	-.34
23	.688	4	3.79	.21
24	-1.527	2	2.48	-.48
25	1.201	3	2.63	.37
26	.688	4	3.79	.21
27	1.347	4	3.58	.42
28	-.367	3	3.11	-.11
29	-.037	5	5.01	-.01
30	.200	4	3.94	.06
31	-.607	3	3.19	-.19
32	-.905	4	4.28	-.28
33	.004	4	4.00	.00
34	2.536	5	4.21	.79
35	-.678	3	3.21	-.21
36	-1.091	4	4.34	-.34
37	.482	5	4.85	.15
38	.452	4	3.86	.14

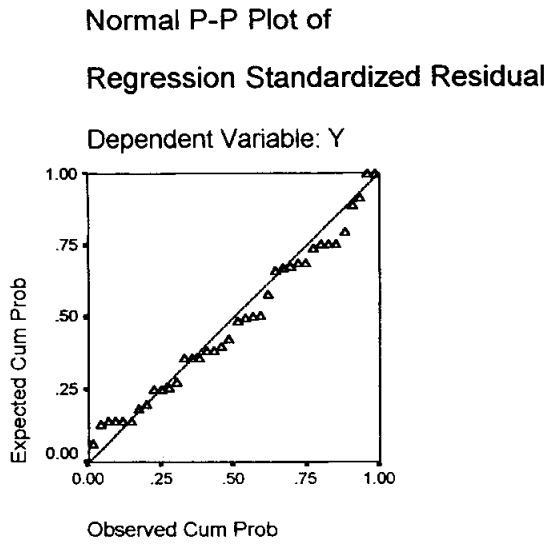
a. Dependent Variable: Y

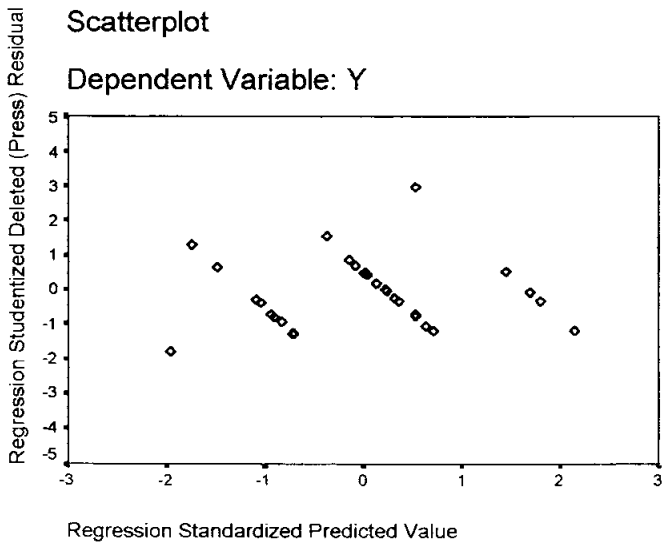
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.48	5.34	3.84	.696	38
Std. Predicted Value	-1.961	2.150	.000	1.000	38
Standard Error of Predicted Value	.073	.182	.121	.028	38
Adjusted Predicted Value	2.57	5.40	3.85	.696	38
Residual	-.48	.79	.00	.290	38
Std. Residual	-1.527	2.536	.000	.930	38
Stud. Residual	-1.727	2.667	-.015	1.006	38
Deleted Residual	-.61	.87	-.01	.340	38
Stud. Deleted Residual	-1.785	2.976	.000	1.056	38
Mahal. Distance	1.042	11.615	4.868	2.633	38
Cook's Distance	.000	.139	.029	.039	38
Centered Leverage Value	.028	.314	.132	.071	38

a. Dependent Variable: Y

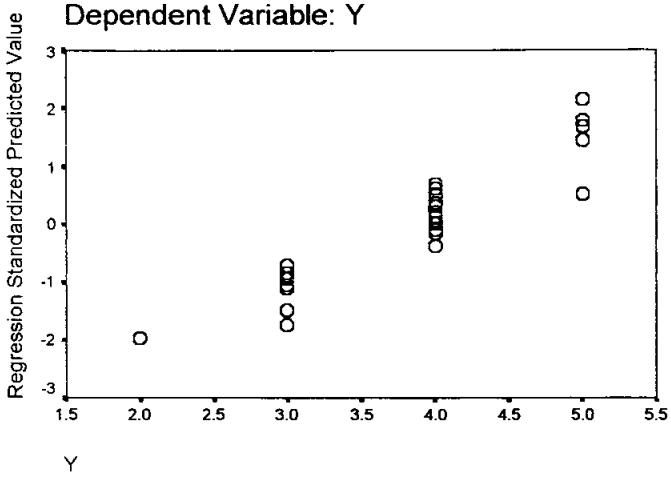



Normal P-P Plot of
Regression Standardized Residual
Dependent Variable: Y
Expected Cum Prob
Observed Cum Prob
0.00
.25
.50
.75
1.00


Scatterplot
Dependent Variable: Y
Regression Studentized Deleted (Press) Residual
Regression Standardized Predicted Value
-3
-2
-1
0
1
2
3
4
5

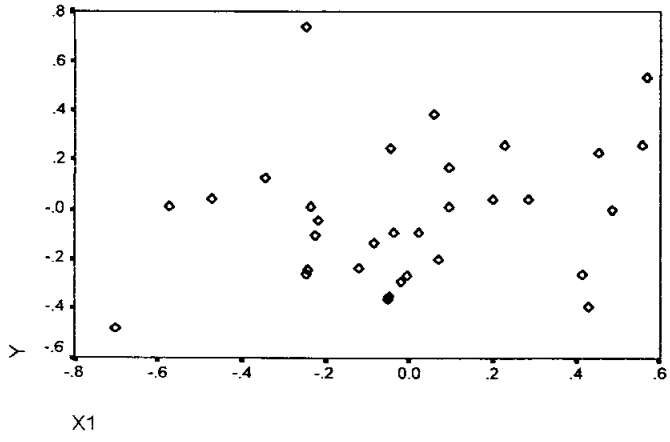
Scatterplot

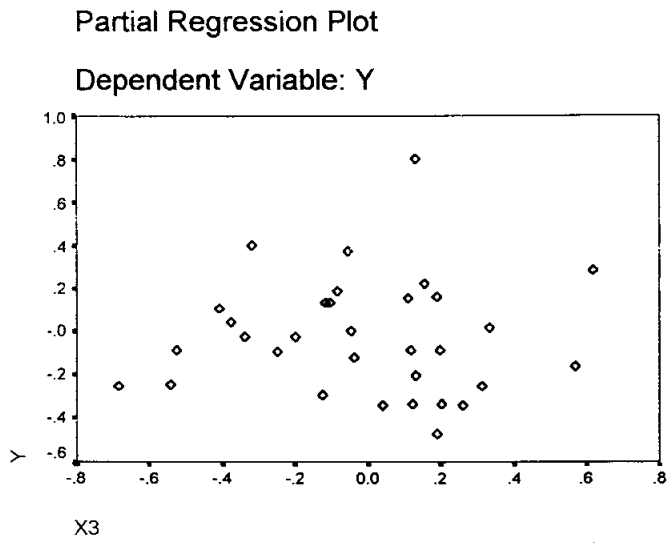
Dependent Variable: Y

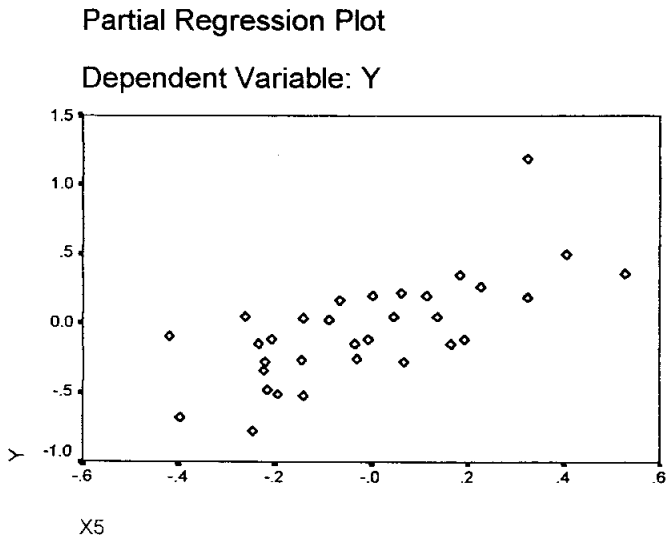


Partial Regression Plot

Dependent Variable: Y

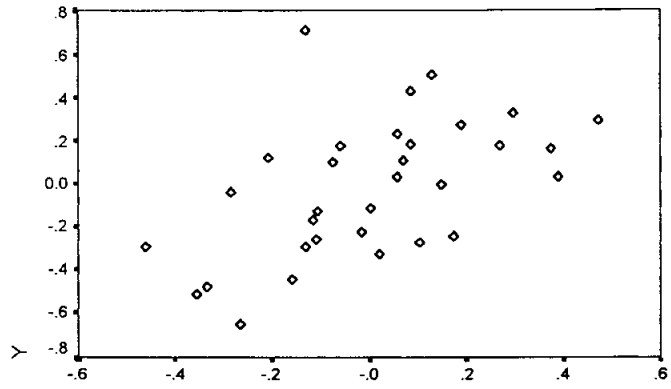



Partial Regression Plot
Dependent Variable: Y
1.0
.8
.6
.4
.2
-.0
-.2
-.4
-.6
Y
-.8
-.6
-.4
-.2
0.0
.2
.4
.6
.8
X3


Partial Regression Plot
Dependent Variable: Y
1.5
1.0
.5
0.0
-.5
-1.0
Y
-.6
-.4
-.2
-.0
.2
.4
.6
X5

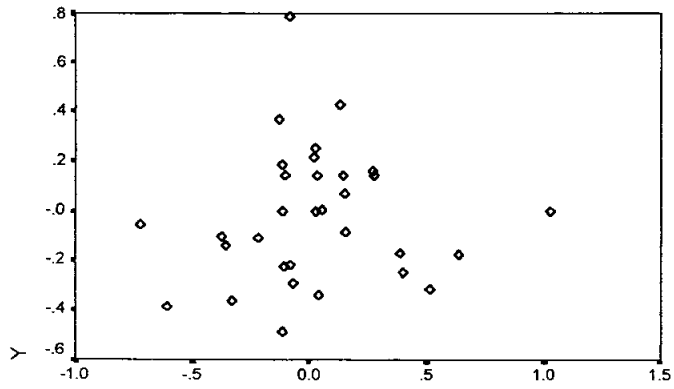
Partial Regression Plot

Dependent Variable: Y



Partial Regression Plot

Dependent Variable: Y



Lampiran 7. Analisis Regressi Linear Berganda Metode *Stepwise* (dengan bantuan *software* SPSSv11.0)

Descriptive Statistics

	Mean	Std. Deviation	N
Y	3.84	.754	38
X1	3.7974	.42071	38
X3	3.8553	.38393	38
X5	4.2842	.36207	38
X6	4.0097	.33311	38
X7	3.9211	.58732	38

Correlations

		Y	X1	X3	X5	X6	X7
Pearson Correlation	Y	1.000	.663	.526	.881	.759	.764
	X1	.663	1.000	.315	.635	.504	.663
	X3	.526	.315	1.000	.440	.644	.547
	X5	.881	.635	.440	1.000	.638	.744
	X6	.759	.504	.644	.638	1.000	.695
	X7	.764	.663	.547	.744	.695	1.000
Sig. (1-tailed)	Y	.	.000	.000	.000	.000	.000
	X1	.000	.	.027	.000	.001	.000
	X3	.000	.027	.	.003	.000	.000
	X5	.000	.000	.003	.	.000	.000
	X6	.000	.001	.000	.000	.	.000
	X7	.000	.000	.000	.000	.000	.
N	Y	38	38	38	38	38	38
	X1	38	38	38	38	38	38
	X3	38	38	38	38	38	38
	X5	38	38	38	38	38	38
	X6	38	38	38	38	38	38
	X7	38	38	38	38	38	38

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	X5	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	X6	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Y

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.881[a]	.777	.770	.361	
2	.918[b]	.842	.833	.308	2.323

a. Predictors: (Constant), X5

b. Predictors: (Constant), X5, X6

c. Dependent Variable: Y

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.350	1	16.350	125.147	.000[a]
	Residual	4.703	36	.131		
	Total	21.053	37			
2	Regression	17.732	2	8.866	93.447	.000[b]
	Residual	3.321	35	.095		
	Total	21.053	37			

a. Predictors: (Constant), X5

b. Predictors: (Constant), X5, X6

c. Dependent Variable: Y

Coefficients[a]

1	(Constant)	Unstandardized Coefficients	B	-4.023
			Std. Error	.706
		t		-5.703
		Sig.		.000
	X5	Unstandardized Coefficients	B	1.836
			Std. Error	.164
		Standardized Coefficients	Beta	.881
		t		11.187
		Sig.		.000
		Correlations	Zero-order	.881
			Partial	.881
			Part	.881
		Collinearity Statistics	Tolerance	1.000
			VIF	1.000
2	(Constant)	Unstandardized Coefficients	B	-5.151
			Std. Error	.670
		t		-7.689
		Sig.		.000
	X5	Unstandardized Coefficients	B	1.394
			Std. Error	.182
		Standardized Coefficients	Beta	.669
		t		7.680
		Sig.		.000
		Correlations	Zero-order	.881
			Partial	.792
			Part	.516
		Collinearity Statistics	Tolerance	.594
			VIF	1.685
	X6	Unstandardized Coefficients	B	.753
			Std. Error	.197
		Standardized Coefficients	Beta	.333
		t		3.817
		Sig.		.001
		Correlations	Zero-order	.759
			Partial	.542
			Part	.256
		Collinearity Statistics	Tolerance	.594
			VIF	1.685

a. Dependent Variable: Y

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	X1	.173[a]	1.747	.089	.283	.597	1.675	.597
	X3	.171[a]	2.031	.050	.325	.806	1.240	.806
	X6	.333[a]	3.817	.001	.542	.594	1.685	.594
	X7	.243[a]	2.167	.037	.344	.447	2.239	.447
2	X1	.121[b]	1.396	.172	.233	.580	1.723	.462
	X3	.029[b]	.324	.748	.055	.583	1.714	.430
	X7	.097[b]	.868	.392	.147	.365	2.742	.365

a. Predictors in the Model: (Constant), X5

b. Predictors in the Model: (Constant), X5, X6

c. Dependent Variable: Y

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X5	X6
1	1	1.997	1.000	.00	.00	
	2	3.459E-03	24.024	1.00	1.00	
2	1	2.994	1.000	.00	.00	.00
	2	3.718E-03	28.378	1.00	.22	.15
	3	2.459E-03	34.895	.00	.78	.85

a. Dependent Variable: Y

Casewise Diagnostics[a]

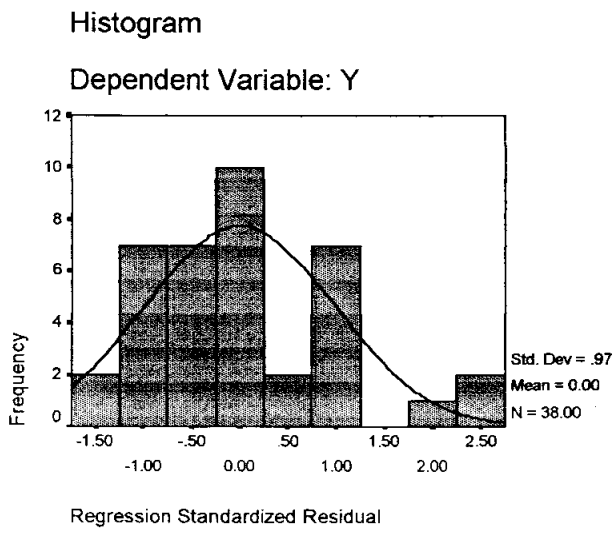
Case Number	Std. Residual	Y	Predicted Value	Residual
1	.012	4	4.00	.00
2	-.893	4	4.28	-.28
3	-1.095	5	5.34	-.34
4	.012	4	4.00	.00
5	-.518	3	3.16	-.16
6	-.617	3	3.19	-.19
7	-.190	5	5.06	-.06
8	-.617	3	3.19	-.19
9	.111	4	3.97	.03
10	.012	4	4.00	.00
11	-1.424	3	3.44	-.44
12	.918	4	3.72	.28
13	-1.424	3	3.44	-.44
14	.918	4	3.72	.28
15	-.795	4	4.24	-.24
16	2.354	5	4.28	.72
17	.918	4	3.72	.28
18	-.617	3	3.19	-.19
19	.012	4	4.00	.00
20	.288	3	2.91	.09
21	.111	4	3.97	.03
22	-1.095	5	5.34	-.34
23	.918	4	3.72	.28
24	-1.221	2	2.38	-.38
25	1.194	3	2.63	.37
26	.918	4	3.72	.28
27	1.823	4	3.44	.56
28	-.617	3	3.19	-.19
29	-.190	5	5.06	-.06
30	.012	4	4.00	.00
31	-.518	3	3.16	-.16
32	-.991	4	4.31	-.31
33	-.086	4	4.03	-.03
34	2.354	5	4.28	.72
35	-.617	3	3.19	-.19
36	-.893	4	4.28	-.28
37	.715	5	4.78	.22
38	.819	4	3.75	.25

a. Dependent Variable: Y

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.38	5.34	3.84	.692	38
Std. Predicted Value	-2.117	2.160	.000	1.000	38
Standard Error of Predicted Value	.052	.154	.083	.026	38
Adjusted Predicted Value	2.45	5.40	3.85	.697	38
Residual	-.44	.72	.00	.300	38
Std. Residual	-1.424	2.354	.000	.973	38
Stud. Residual	-1.463	2.431	-.009	1.014	38
Deleted Residual	-.46	.77	-.01	.326	38
Stud. Deleted Residual	-1.488	2.628	.003	1.046	38
Mahal. Distance	.078	8.292	1.947	1.899	38
Cook's Distance	.000	.146	.030	.042	38
Centered Leverage Value	.002	.224	.053	.051	38

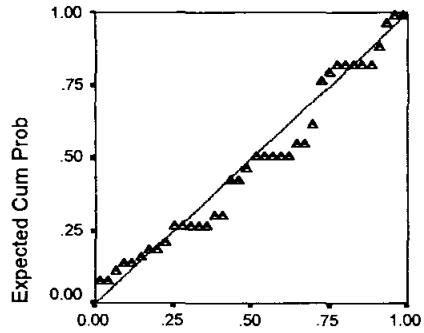
a. Dependent Variable: Y



Normal P-P Plot of

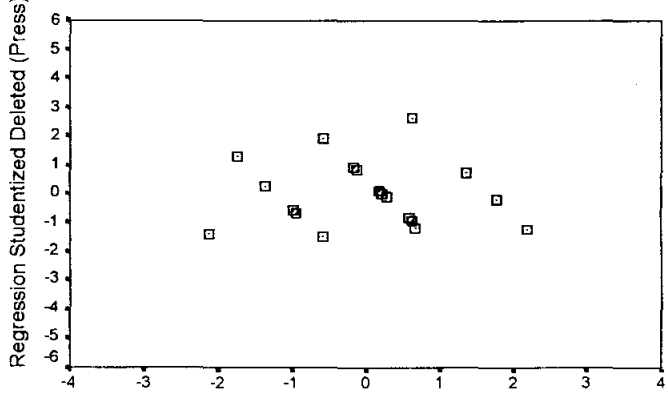
Regression Standardized Residual

Dependent Variable: Y



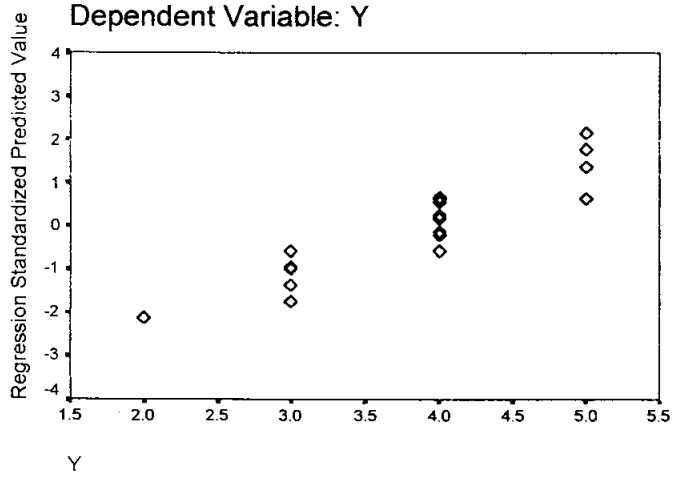
Scatterplot

Dependent Variable: Y



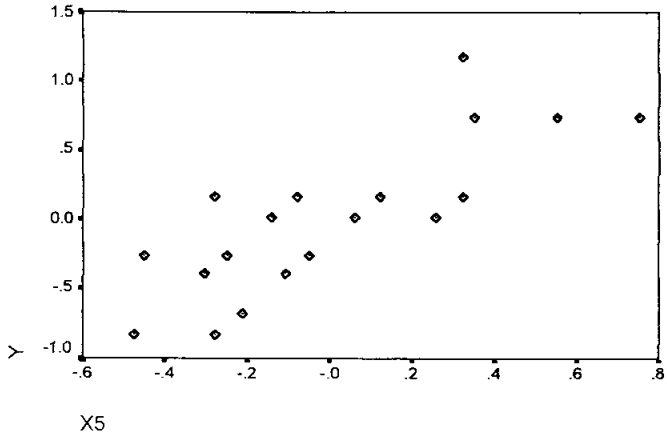
Scatterplot

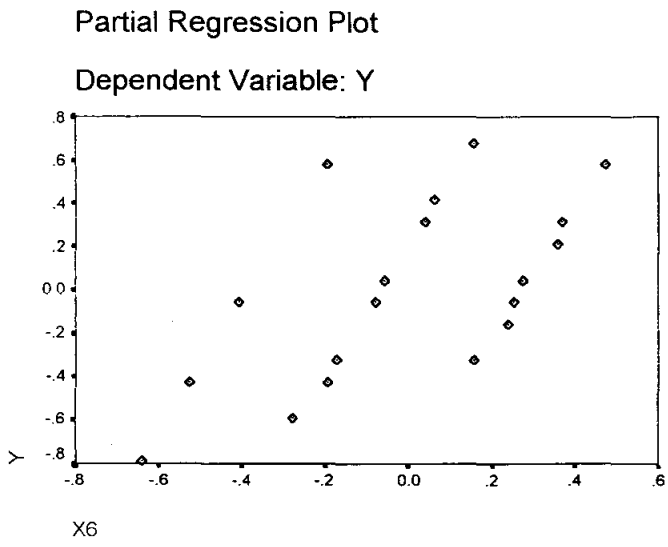
Dependent Variable: Y



Partial Regression Plot

Dependent Variable: Y




Partial Regression Plot
Dependent Variable: Y
.8
.6
.4
.2
0.0
-.2
-.4
-.6
-.8
Y
-.8
-.6
-.4
-.2
0.0
.2
.4
.6
X6