

LAMPIRAN

Lampiran 1

DAFTAR KUESIONER

No. Responden: _____

Petunjuk:

Saya sebagai peneliti memohon kesediaan responden untuk menjawab pertanyaan-pertanyaan dibawah ini dengan memberi tanda silang (X) pada jawaban yang sesuai dengan pendapat anda. Atas bantuannya, saya ucapkan banyak terima kasih.

Apakah anda pernah mengonsumsi produk Coca-Cola sebelumnya? (baik Coca-Cola *classic* maupun Coca-Cola *zero*)

- a. Ya b. Tidak

I. Latar Belakang Responden.

1. Jenis kelamin:
 - a. Pria
 - b. Wanita
2. Usia:
 - a. 17-25 th
 - b. 26-35 th
 - c. > 35 th
3. Pendidikan terakhir:
 - a. SD
 - b. SMP
 - c. SMA dan sederajat
 - d. Perguruan tinggi
4. Jumlah pendapatan per bulan:
 - a. $\leq$ Rp. 500.000
 - b. Rp. 600.000-Rp. 1.500.000
 - c. Rp. 1.600.000-Rp. 2.500.000
 - d. $\geq$ Rp. 2.600.000

II. Responden hendaknya memperhatikan keterangan dibawah ini untuk mengisi kuesioner selanjutnya.

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Tidak Tahu / Netral
- 4 = Setuju
- 5 = Sangat Setuju

No.	Pertanyaan Produk (<i>Product</i>)	STS	TS	N	S	SS
1.	Faktor rasa menjadi pertimbangan saya dalam membeli minuman Coca Cola.					
2.	Faktor aroma menjadi pertimbangan saya dalam membeli minuman Coca Cola.					
3.	Faktor kemasan menjadi pertimbangan saya dalam membeli minuman Coca Cola.					
4.	Desain kemasan produk Coca Cola cukup menarik bagi saya.					
5.	Khasiat minuman Coca Cola untuk menghilangkan rasa haus sesuai dengan yang saya inginkan.					
No.	Pertanyaan Harga (<i>Price</i>)	STS	TS	N	S	SS
1.	Harga yang diberikan sesuai dengan harapan saya.					
2.	Harga yang diberikan sesuai dengan manfaat yang saya rasakan.					
3.	Harga yang diberikan pihak perusahaan cukup menarik bagi saya dibandingkan harga minuman merek lain.					

No.	Pertanyaan Promosi (<i>Promotion</i>)	STS	TS	N	S	SS
1.	Promosi penjualan yang dilakukan oleh perusahaan (misal: memberikan hadiah berupa kalender, payung, kaos, dll) memenuhi keinginan.					
2.	Iklan melalui <i>billboard</i> di toko-toko dan brosur (<i>pamflet</i>) tentang Coca Cola, khususnya minuman Coca Cola menarik untuk dilihat.					
3.	Iklan melalui <i>billboard</i> dan brosur (<i>pamflet</i>) tentang produk khususnya Coca Cola memberikan gambaran yang jelas mengenai produk tersebut.					
No.	Pertanyaan Tempat (<i>Place</i>)	STS	TS	N	S	SS
1.	Saya tidak mengalami kesulitan dalam memperoleh minuman Coca Cola					
2.	Sarana dan prasarana tempat minuman Coca Cola (toko minuman) sudah memadai					
3.	Keberadaan penjual keliling, agen, depot minuman Coca Cola akan bermanfaat bagi saya.					
No.	Pertanyaan Keputusan Pembelian	STS	TS	N	S	SS
1.	Jika saya diminta untuk memilih beberapa merek minuman yang saya konsumsi, maka minuman Coca Cola yang menjadi pilihan saya.					
2.	Keseluruhan manfaat yang saya terima dalam mengkonsumsi minuman Coca Cola merupakan alasan saya untuk memilih produk ini dibandingkan merek lain.					

Lampiran 2

X1						
N0	1	2	3	4	5	Rata-rata
1	2	3	3	3	4	3
2	3	4	4	3	5	3.8
3	4	4	4	2	5	3.8
4	5	5	5	3	2	4
5	2	3	3	3	5	3.2
6	4	4	3	4	3	3.6
7	2	3	3	4	5	3.4
8	3	2	2	4	4	3
9	2	3	3	4	5	3.4
10	3	3	2	3	2	2.6
11	3	2	3	4	5	3.4
12	2	3	2	5	3	3
13	3	3	3	5	5	3.8
14	3	2	3	3	3	2.8
15	2	3	2	5	4	3.2
16	4	3	5	5	5	4.4
17	2	3	5	3	5	3.6
18	3	2	2	2	5	2.8
19	4	3	5	3	3	3.6
20	4	2	5	2	3	3.2
21	4	3	4	3	2	3.2
22	4	3	3	3	4	3.4
23	5	2	5	2	5	3.8
24	5	3	4	3	4	3.8
25	3	2	2	5	5	3.4
26	3	4	4	5	5	4.2
27	3	4	4	5	3	3.8
28	2	5	5	5	5	4.4
29	3	2	2	4	3	2.8
30	4	5	5	5	2	4.2
31	3	3	3	3	4	3.2
32	4	4	4	4	5	4.2
33	4	5	5	4	5	4.6
34	5	5	5	4	4	4.6
35	4	5	5	4	4	4.4
36	4	2	2	4	4	3.2
37	4	5	5	5	5	4.8
38	4	4	4	5	3	4
39	4	3	5	4	5	4.2
40	4	2	3	4	3	3.2
41	4	3	3	3	2	3
42	4	2	2	2	4	2.8
43	5	3	3	3	5	3.8
44	3	3	2	2	5	3
45	5	4	3	3	4	3.8
46	2	2	2	4	3	2.6
47	2	5	5	4	2	3.6
48	4	5	5	3	4	4.2
49	3	3	3	5	4	3.6
50	2	5	5	2	3	3.4
51	4	3	3	3	3	3.2
52	2	1	1	5	3	2.4

X2				
NO	1	2	3	Rata-rata
1	3	3	2	2.67
2	3	3	3	3.00
3	5	4	3	4.00
4	2	2	1	1.67
5	5	4	4	4.33
6	2	1	4	2.33
7	5	2	2	3.00
8	5	3	3	3.67
9	5	3	3	3.67
10	2	2	2	2.00
11	3	3	3	3.00
12	2	2	4	2.67
13	4	3	4	3.67
14	4	3	2	3.00
15	4	4	4	4.00
16	2	1	2	1.67
17	2	2	4	2.67
18	2	3	2	2.33
19	2	3	3	2.67
20	3	3	3	3.00
21	2	3	2	2.33
22	2	4	3	3.00
23	5	4	3	4.00
24	3	4	2	3.00
25	5	4	3	4.00
26	5	4	3	4.00
27	2	4	1	2.33
28	5	5	5	5.00
29	3	2	4	3.00
30	1	3	2	2.00
31	2	3	3	2.67
32	5	5	3	4.33
33	4	5	2	3.67
34	4	2	3	3.00
35	3	3	3	3.00
36	4	3	4	3.67
37	5	4	4	4.33
38	2	2	1	1.67
39	5	3	5	4.33
40	3	3	4	3.33
41	2	3	2	2.33
42	2	4	3	3.00
43	5	5	3	4.33
44	4	2	2	2.67
45	3	3	2	2.67
46	5	5	5	5.00
47	2	3	3	2.67
48	2	3	3	2.67
49	4	4	4	4.00
50	3	3	4	3.33
51	3	2	3	2.67
52	2	3	4	3.00

53	3	3	3	5	2	3.2
54	3	5	5	2	4	3.8
X1						
NO	1	2	3	4	5	Rata-rata
55	4	4	4	5	3	4.25
56	2	2	2	4	5	2.5
57	4	4	4	5	4	4.25
58	1	2	2	2	3	1.75
59	2	3	4	2	3	2.75
60	3	3	3	4	2	3.25
61	2	3	3	3	4	2.75
62	3	4	4	2	3	3.25
63	2	3	3	4	3	3
64	3	4	4	2	4	3.25
65	3	4	4	3	4	3.5
66	5	5	5	3	2	4.5
67	4	2	2	4	3	3
68	1	2	2	4	2	2.25
69	4	4	4	4	4	4
70	4	3	3	1	3	2.75
71	5	2	2	5	4	3.5
72	3	4	4	5	4	4
73	3	2	2	3	5	2.5
74	4	3	3	5	4	3.75
75	5	4	4	4	3	4.25
76	3	4	4	4	2	3.75
77	2	2	2	2	4	2
78	4	4	3	5	4	4
79	2	5	5	5	5	4.25
80	3	4	4	4	4	3.75
81	3	3	3	3	3	3
82	5	5	5	5	2	5
83	4	4	4	4	4	4
84	4	2	2	3	4	2.75
85	5	5	5	4	4	4.75
86	5	3	3	3	4	3.5
87	3	4	4	2	3	3.25
88	3	5	5	5	5	4.5
89	5	3	3	5	4	4
90	5	4	4	4	4	4.25
91	4	3	3	3	2	3.25
92	5	5	5	5	4	5
93	5	3	3	4	4	3.75
94	2	2	2	1	5	1.75
95	4	3	3	4	3	3.5
96	4	4	4	4	3	4
97	4	4	4	5	2	4.25
98	4	3	3	3	4	3.25
99	3	3	3	3	4	3
100	5	3	3	4	4	3.75

53	2	3	2	2.33
54	2	4	3	3.00
X2				
NO	1	2	3	Rata-rata
55	4	5	2	3.67
56	4	4	2	3.33
57	3	3	3	3.00
58	2	2	3	2.33
59	3	2	4	3.00
60	2	3	2	2.33
61	2	3	3	2.67
62	2	3	4	3.00
63	4	5	4	4.33
64	5	4	2	3.67
65	3	3	3	3.00
66	2	4	3	3.00
67	2	2	4	2.67
68	2	3	2	2.33
69	2	3	3	2.67
70	2	3	4	3.00
71	4	4	3	3.67
72	5	2	5	4.00
73	2	3	3	2.67
74	4	3	4	3.67
75	2	3	2	2.33
76	2	3	3	2.67
77	4	4	4	4.00
78	3	3	3	3.00
79	5	3	4	4.00
80	4	5	4	4.33
81	3	3	4	3.33
82	2	2	2	2.00
83	2	3	3	2.67
84	4	3	4	3.67
85	4	4	4	4.00
86	5	5	4	4.67
87	5	3	4	4.00
88	5	3	5	4.33
89	4	4	4	4.00
90	4	3	2	3.00
91	3	3	3	3.00
92	4	4	3	3.67
93	4	4	4	4.00
94	2	2	4	2.67
95	5	5	5	5.00
96	4	4	4	4.00
97	1	3	2	2.00
98	2	4	3	3.00
99	2	3	4	3.00
100	2	4	4	3.33

X3				
NO	1	2	3	Rata-rata
1	4	4	3	3.67
2	3	5	3	3.67
3	5	5	4	4.67
4	2	2	2	2.00
5	4	2	4	3.33
6	3	3	1	2.33
7	5	5	5	5.00
8	5	4	5	4.67
9	5	5	3	4.33
10	2	2	2	2.00
11	3	5	3	3.67
12	3	3	2	2.67
13	4	5	3	4.00
14	3	3	3	3.00
15	4	4	4	4.00
16	5	5	4	4.67
17	2	5	2	3.00
18	2	4	5	3.67
19	3	2	3	2.67
20	3	3	3	3.00
21	2	3	3	2.67
22	4	3	3	3.33
23	5	5	4	4.67
24	3	4	4	3.67
25	5	5	4	4.67
26	5	5	4	4.67
27	2	3	4	3.00
28	5	5	5	5.00
29	3	3	3	3.00
30	2	3	3	2.67
31	4	3	3	3.33
32	5	5	5	5.00
33	4	5	5	4.67
34	4	4	4	4.00
35	5	4	4	4.33
36	4	4	4	4.00
37	5	5	4	4.67
38	2	3	4	3.00
39	5	5	5	5.00
40	3	3	3	3.00
41	2	3	3	2.67
42	4	3	3	3.33
43	5	5	5	5.00
44	4	5	5	4.67
45	2	3	4	3.00
46	4	3	3	3.33
47	2	3	3	2.67
48	4	3	3	3.33
49	5	4	4	4.33
50	3	3	3	3.00
51	4	3	3	3.33
52	3	3	3	3.00

X4				
NO	1	2	3	Rata-rata
1	3	3	3	3.00
2	5	5	5	5.00
3	3	3	4	3.33
4	2	2	1	1.67
5	3	3	4	3.33
6	4	4	4	4.00
7	4	4	5	4.33
8	3	3	3	3.00
9	3	3	3	3.00
10	3	3	4	3.33
11	2	2	1	1.67
12	3	3	3	3.00
13	4	4	4	4.00
14	4	4	5	4.33
15	5	5	3	4.33
16	4	4	3	3.67
17	4	4	4	4.00
18	4	4	4	4.00
19	4	4	4	4.00
20	4	4	4	4.00
21	3	3	3	3.00
22	3	3	4	3.33
23	5	5	5	5.00
24	4	4	5	4.33
25	5	5	3	4.33
26	5	5	5	5.00
27	4	4	4	4.00
28	5	5	5	5.00
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30	5	5	4	4.67
31	5	5	5	5.00
32	4	4	2	3.33
33	3	3	5	3.67
34	5	5	5	5.00
35	4	4	4	4.00
36	5	5	5	5.00
37	5	5	5	5.00
38	4	4	5	4.33
39	5	5	5	5.00
40	2	2	4	2.67
41	5	5	5	5.00
42	5	5	4	4.67
43	4	4	4	4.00
44	5	5	4	4.67
45	5	5	4	4.67
46	5	5	4	4.67
47	2	2	4	2.67
48	5	5	5	5.00
49	4	4	5	4.33
50	5	5	4	4.67
51	3	3	4	3.33
52	5	5	5	5.00

53	2	3	3	2.67
54	4	3	3	3.33
X3				
NO	1	2	3	Rata-rata
55	2	3	2	2.33
56	5	5	4	4.67
57	4	4	3	3.67
58	4	3	3	3.33
59	3	3	3	3.00
60	2	3	3	2.67
61	4	3	3	3.33
62	2	3	4	3.00
63	4	3	5	4.00
64	5	4	4	4.33
65	3	4	3	3.33
66	5	2	4	3.67
67	3	3	3	3.00
68	2	3	3	2.67
69	4	3	3	3.33
70	5	3	3	3.67
71	4	4	4	4.00
72	5	4	4	4.33
73	4	5	2	3.67
74	5	4	4	4.33
75	3	3	3	3.00
76	2	3	3	2.67
77	4	5	3	4.00
78	4	4	4	4.00
79	5	5	4	4.67
80	4	4	5	4.33
81	3	3	3	3.00
82	2	3	3	2.67
83	4	3	3	3.33
84	4	4	4	4.00
85	4	4	4	4.00
86	5	4	5	4.67
87	5	3	5	4.33
88	4	3	3	3.33
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90	5	5	4	4.67
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92	2	4	5	3.67
93	4	2	5	3.67
94	3	3	3	3.00
95	2	3	5	3.33
96	5	5	3	4.33
97	2	3	3	2.67
98	4	3	3	3.33
99	5	4	3	4.00
100	5	4	4	4.33

53	4	4	5	4.33
54	5	5	4	4.67
X4				
NO	1	2	3	Rata-rata
55	3	3	4	3.33
56	4	4	4	4.00
57	4	3	4	3.67
58	5	5	4	4.67
59	5	5	3	4.33
60	3	3	5	3.67
61	5	5	2	4.00
62	3	3	3	3.00
63	1	1	3	1.67
64	3	3	2	2.67
65	4	2	3	3.00
66	4	4	2	3.33
67	1	1	3	1.67
68	4	4	5	4.33
69	4	4	2	3.33
70	5	5	2	4.00
71	3	3	4	3.33
72	3	3	3	3.00
73	4	4	2	3.33
74	3	3	4	3.33
75	4	4	4	4.00
76	4	4	3	3.67
77	5	5	3	4.33
78	2	2	4	2.67
79	2	2	4	2.67
80	4	4	4	4.00
81	3	3	1	2.33
82	2	2	5	3.00
83	4	4	5	4.33
84	2	2	3	2.33
85	3	3	3	3.00
86	4	4	2	3.33
87	4	4	3	3.67
88	2	2	2	2.00
89	3	3	3	3.00
90	5	5	5	5.00
91	4	4	4	4.00
92	3	3	3	3.00
93	5	5	5	5.00
94	3	3	3	3.00
95	2	2	2	2.00
96	3	3	3	3.00
97	2	2	2	2.00
98	3	3	3	3.00
99	5	5	5	5.00
100	3	3	2	2.67

Y

NO	1	2	Rata2
1	4	4	4
2	5	5	5
3	4	4	4
4	4	4	4
5	5	5	5
6	3	5	4
7	5	5	5
8	4	4	4
9	5	5	5
10	2	4	3
11	5	5	5
12	3	4	3.5
13	3	5	4
14	4	5	4.5
15	5	5	5
16	5	5	5
17	4	5	4.5
18	4	5	4.5
19	4	5	4.5
20	5	5	5
21	4	4	4
22	5	5	5
23	5	5	5
24	4	4	4
25	5	5	5
26	4	4	4
27	5	5	5
28	4	4	4
29	4	5	4.5
30	4	4	4
31	4	5	4.5
32	5	5	5
33	3	5	4
34	4	4	4
35	4	5	4.5
36	5	5	5
37	5	5	5
38	5	4	4.5
39	4	5	4.5
40	5	5	5
41	1	1	1
42	5	5	5
43	5	5	5
44	4	5	4.5
45	4	4	4
46	5	5	5
47	3	4	3.5
48	5	5	5
49	4	5	4.5
50	5	5	5
51	4	4	4
52	4	4	4

Y

NO	1	2	Rata2
55	5	5	5
56	5	5	5
57	3	4	3.5
58	4	5	4.5
59	3	3	3
60	5	5	5
61	5	5	5
62	4	4	4
63	4	4	4
64	4	4	4
65	5	4	4.5
66	5	5	5
67	4	5	4.5
68	4	4	4
69	5	5	5
70	4	4	4
71	5	5	5
72	5	5	5
73	5	5	5
74	5	5	5
75	5	5	5
76	5	5	5
77	5	5	5
78	4	4	4
79	4	4	4
80	5	5	5
81	5	5	5
82	5	5	5
83	4	5	4.5
84	5	5	5
85	5	4	4.5
86	5	5	5
87	4	4	4
88	5	5	5
89	5	5	5
90	5	5	5
91	5	5	5
92	5	5	5
93	3	4	3.5
94	3	3	3
95	2	4	3
96	5	5	5
97	5	5	5
98	5	5	5
99	2	5	3.5
100	5	5	5

53	4	4	4
54	4	5	4.5

Lampiran 3

Frequencies

		Statistics				
		x1.1	x1.2	x1.3	x1.4	x1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.4500	3.3500	3.4800	3.6500	3.7200
Std. Error of Mean		.10481	.10286	.10869	.10766	.09957
Median		4.0000	3.0000	3.0000	4.0000	4.0000
Std. Deviation		1.04809	1.02863	1.08693	1.07661	.99575
Variance		1.098	1.058	1.181	1.159	.992
Skewness		-.187	.158	.004	-.349	-.286
Std. Error of Skewness		.241	.241	.241	.241	.241
Kurtosis		-.795	-.878	-1.094	-.744	-.947
Std. Error of Kurtosis		.478	.478	.478	.478	.478
Range		4.00	4.00	4.00	4.00	3.00
Minimum		1.00	1.00	1.00	1.00	2.00
Maximum		5.00	5.00	5.00	5.00	5.00
Percentiles	10	2.0000	2.0000	2.0000	2.0000	2.0000
	90	5.0000	5.0000	5.0000	5.0000	5.0000

Frequency Table

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	19	19.0	19.0	21.0
	3.00	28	28.0	28.0	49.0
	4.00	34	34.0	34.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	21	21.0	21.0	22.0
	3.00	37	37.0	37.0	59.0
	4.00	24	24.0	24.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	20	20.0	20.0	21.0
	3.00	32	32.0	32.0	53.0
	4.00	24	24.0	24.0	77.0
	5.00	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	14	14.0	14.0	16.0
	3.00	27	27.0	27.0	43.0
	4.00	31	31.0	31.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

x1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	14	14.0	14.0	14.0
	3.00	25	25.0	25.0	39.0
	4.00	36	36.0	36.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

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
.603	5

Item Statistics

	Mean	Std. Deviation	N
x1.1	3.4500	1.04809	100
x1.2	3.3500	1.02863	100
x1.3	3.4800	1.08693	100
x1.4	3.6500	1.07661	100
x1.5	3.7200	.99575	100

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	14.2000	6.727	.249	.463
x1.2	14.3000	5.444	.558	.248
x1.3	14.1700	5.294	.541	.249
x1.4	14.0000	7.131	.255	.524
x1.5	13.9300	8.429	.242	.622

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.6500	9.179	3.02973	5

Frequencies

Statistics		x2.1	x2.2	x2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.2200	3.2500	3.1600
Std. Error of Mean		.12192	.09143	.09505
Median		3.0000	3.0000	3.0000
Std. Deviation		1.21921	.91425	.95049
Variance		1.486	.836	.903
Skewness		.215	.126	-.112
Std. Error of Skewness		.241	.241	.241
Kurtosis		-1.385	-.141	-.566
Std. Error of Kurtosis		.478	.478	.478
Range		4.00	4.00	4.00
Minimum		1.00	1.00	1.00
Maximum		5.00	5.00	5.00
Percentiles	10	2.0000	2.0000	2.0000
	90	5.0000	4.9000	4.0000

Frequency Table

x2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	38	38.0	38.0	40.0
3.00	17	17.0	17.0	57.0
4.00	22	22.0	22.0	79.0
5.00	21	21.0	21.0	100.0
Total	100	100.0	100.0	

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	16	16.0	16.0	18.0
3.00	47	47.0	47.0	65.0
4.00	25	25.0	25.0	90.0
5.00	10	10.0	10.0	100.0
Total	100	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	23	23.0	23.0	26.0
	3.00	35	35.0	35.0	61.0
	4.00	33	33.0	33.0	94.0
	5.00	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

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
.608	3

Item Statistics

	Mean	Std. Deviation	N
x2.1	3.2200	1.21921	100
x2.2	3.2500	.91425	100
x2.3	3.1600	.95049	100

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	6.4100	2.042	.545	.297
x2.2	6.3800	3.268	.400	.538
x2.3	6.4700	3.343	.340	.610

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.6300	5.427	2.32967	3

Frequencies

Statistics

		x3.1	x3.2	x3.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.6600	3.6800	3.5300
Std. Error of Mean		.11121	.09198	.08814
Median		4.0000	3.0000	3.0000
Std. Deviation		1.11210	.91982	.88140
Variance		1.237	.846	.777
Skewness		-.279	.208	.088
Std. Error of Skewness		.241	.241	.241
Kurtosis		-1.261	-1.091	-.263
Std. Error of Kurtosis		.478	.478	.478
Range		3.00	3.00	4.00
Minimum		2.00	2.00	1.00
Maximum		5.00	5.00	5.00
Percentiles	10	2.0000	3.0000	3.0000
	90	5.0000	5.0000	5.0000

Frequency Table

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	22	22.0	22.0	22.0
	3.00	18	18.0	18.0	40.0
	4.00	32	32.0	32.0	72.0
	5.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	45	45.0	45.0	51.0
	4.00	24	24.0	24.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	7	7.0	7.0	8.0
	3.00	46	46.0	46.0	54.0
	4.00	30	30.0	30.0	84.0
	5.00	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

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
.685	3

Item Statistics

	Mean	Std. Deviation	N
x3.1	3.6600	1.11210	100
x3.2	3.6800	.91982	100
x3.3	3.5300	.88140	100

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	7.2100	2.168	.568	.503
x3.2	7.1900	2.863	.500	.593
x3.3	7.3400	3.095	.449	.654

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.8700	5.266	2.29472	3

Frequencies

Statistics

		x4.1	x4.2	x4.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.7300	3.7000	3.7000
Std. Error of Mean		.10717	.10871	.10871
Median		4.0000	4.0000	4.0000
Std. Deviation		1.07172	1.08711	1.08711
Variance		1.149	1.182	1.182
Skewness		-.443	-.385	-.529
Std. Error of Skewness		.241	.241	.241
Kurtosis		-.640	-.754	-.459
Std. Error of Kurtosis		.478	.478	.478
Range		4.00	4.00	4.00
Minimum		1.00	1.00	1.00
Maximum		5.00	5.00	5.00
Percentiles	10	2.0000	2.0000	2.0000
	90	5.0000	5.0000	5.0000

Frequency Table

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	12	12.0	12.0	14.0
	3.00	26	26.0	26.0	40.0
	4.00	31	31.0	31.0	71.0
	5.00	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

x4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	13	13.0	13.0	15.0
	3.00	27	27.0	27.0	42.0
	4.00	29	29.0	29.0	71.0
	5.00	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

x4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	12	12.0	12.0	15.0
	3.00	24	24.0	24.0	39.0
	4.00	34	34.0	34.0	73.0
	5.00	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

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
.809	3

Item Statistics

	Mean	Std. Deviation	N
x4.1	3.7300	1.07172	100
x4.2	3.7000	1.08711	100
x4.3	3.7000	1.08711	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x4.1	7.4000	3.293	.820	.564
x4.2	7.4300	3.237	.821	.560
x4.3	7.4300	4.611	.393	.989

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.1300	7.629	2.76214	3

Frequencies

Statistics

		y1	y2
N	Valid	100	100
	Missing	0	0
Mean		4.3300	4.6100
Std. Error of Mean		.08415	.06340
Median		5.0000	5.0000
Std. Deviation		.84154	.63397
Variance		.708	.402
Skewness		-1.418	-2.367
Std. Error of Skewness		.241	.241
Kurtosis		2.262	9.470
Std. Error of Kurtosis		.478	.478
Range		4.00	4.00
Minimum		1.00	1.00
Maximum		5.00	5.00
Percentiles	10	3.0000	4.0000
	90	5.0000	5.0000

Frequency Table

y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	3	3.0	3.0	4.0
	3.00	9	9.0	9.0	13.0
	4.00	36	36.0	36.0	49.0
	5.00	51	51.0	51.0	100.0
Total		100	100.0	100.0	

y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	3.00	2	2.0	2.0	3.0
	4.00	31	31.0	31.0	34.0
	5.00	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

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
.763	2

Item Statistics

	Mean	Std. Deviation	N
y1	4.3300	.84154	100
y2	4.6100	.63397	100

Item-Total Statistics

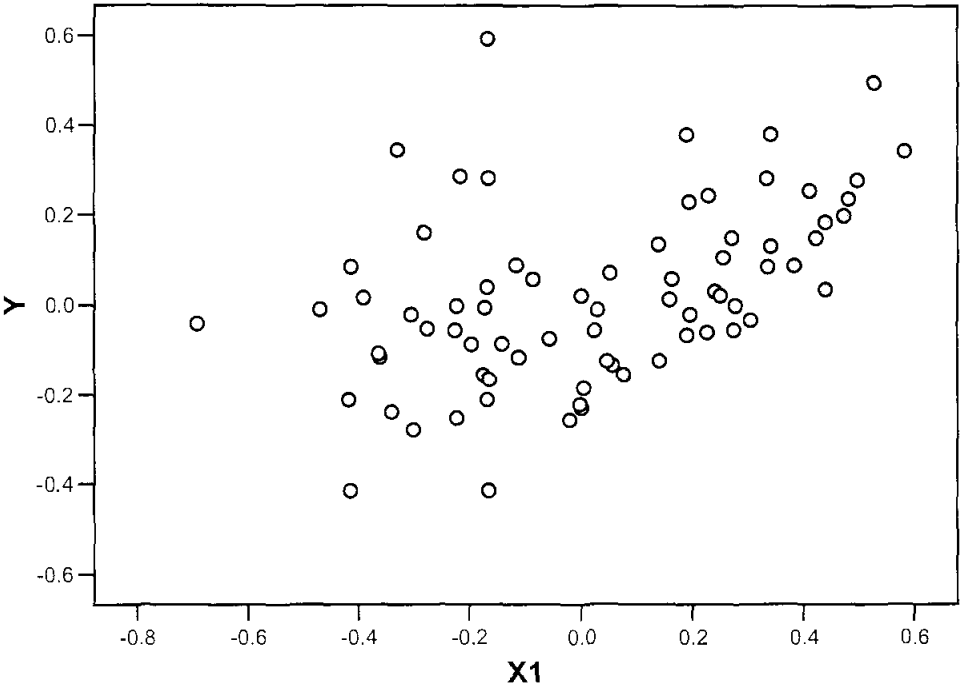
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	4.6100	.402	.621	.297 ^a
y2	4.3300	.708	.441	.538 ^a

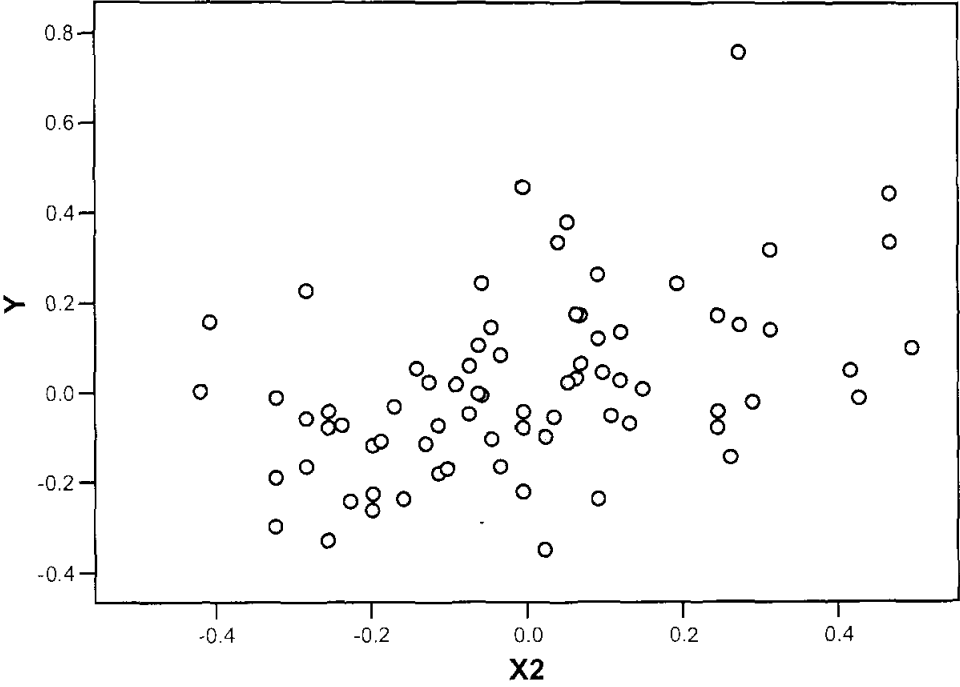
a.

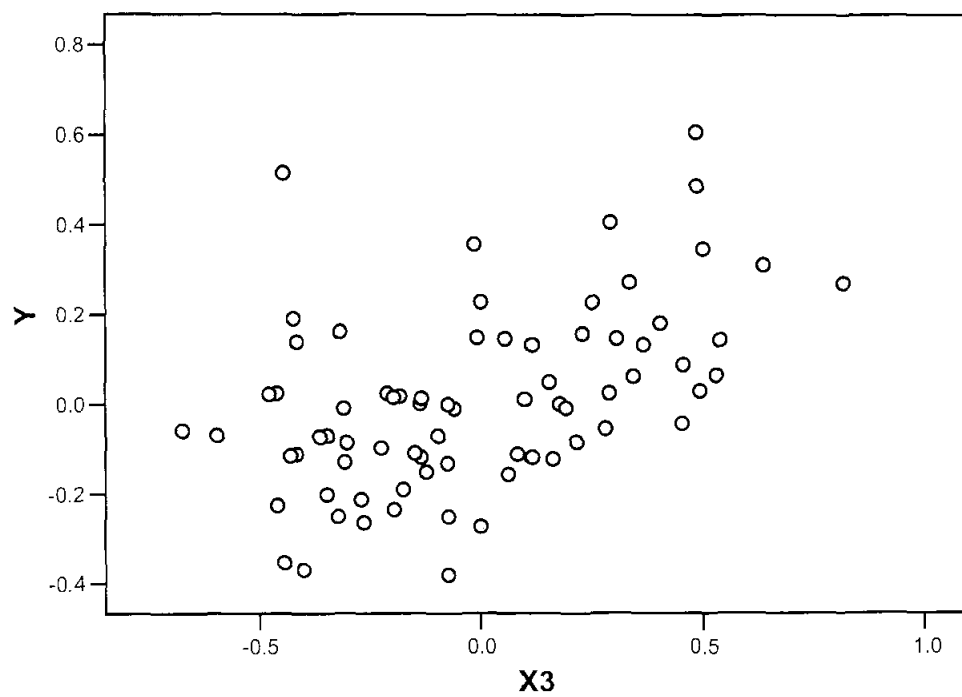
Scale Statistics

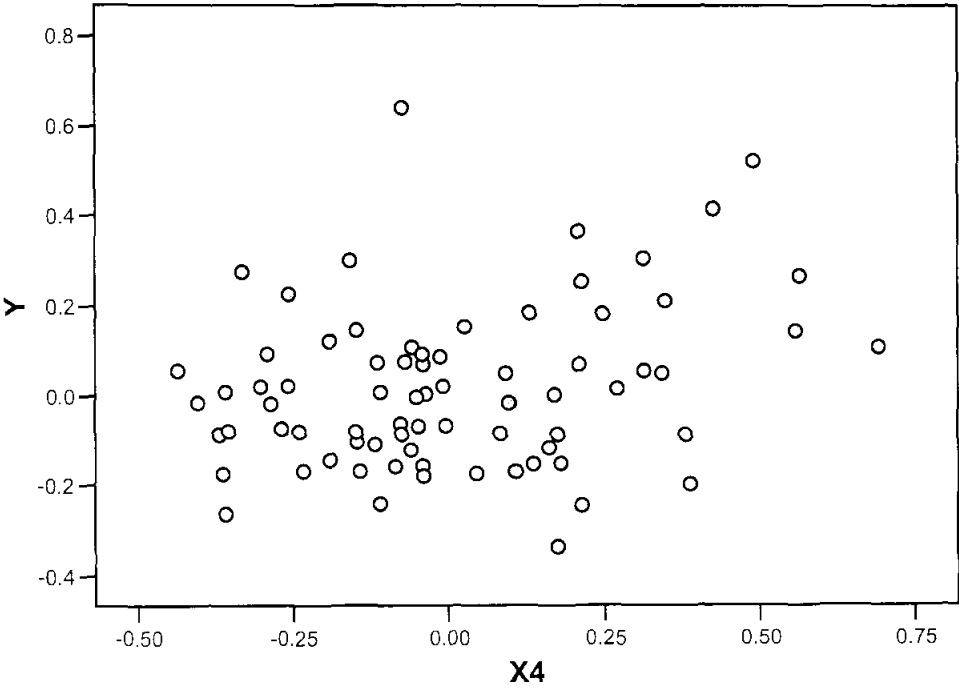
Mean	Variance	Std. Deviation	N of Items
8.9400	1.794	1.33953	2

Lampiran 4

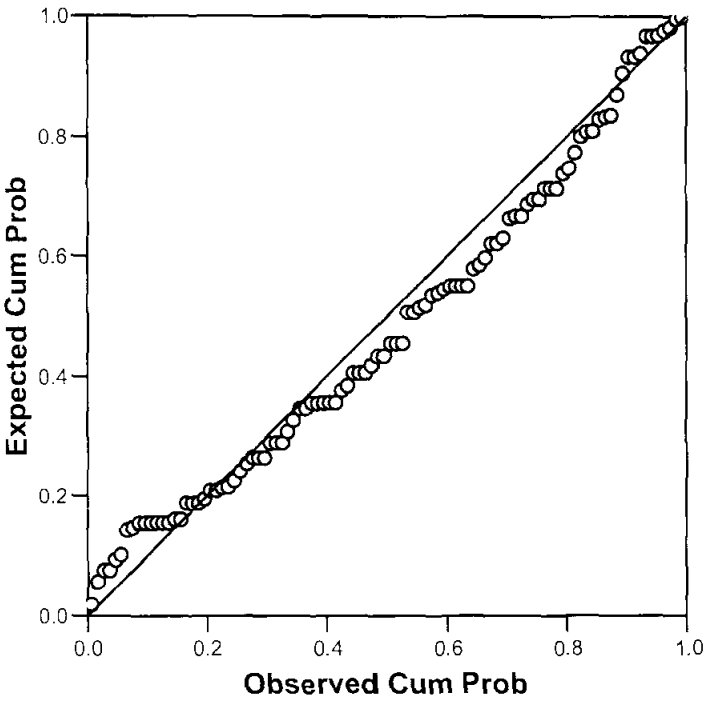




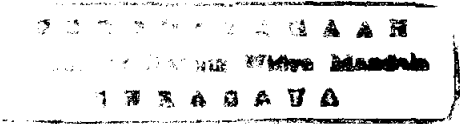




Lampiran 5



Lampiran 6



Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y	4.4950	.28422	100
X1	4.2050	.31257	100
X2	4.0750	.23969	100
X3	4.1975	.34687	100
X4	4.0700	.24381	100

Correlations

		Y	X1	X2	X3	X4
Pearson Correlation	Y	1.000	.637	.580	.574	.042
	X1	.637	1.000	.399	.327	.083
	X2	.580	.399	1.000	.298	-.112
	X3	.574	.327	.298	1.000	-.165
	X4	.042	.083	-.112	-.165	1.000
Sig. (1-tailed)	Y	.	.000	.000	.000	.341
	X1	.000	.	.000	.000	.205
	X2	.000	.000	.	.001	.133
	X3	.000	.000	.001	.	.050
	X4	.341	.205	.133	.050	.
N	Y	100	100	100	100	100
	X1	100	100	100	100	100
	X2	100	100	100	100	100
	X3	100	100	100	100	100
	X4	100	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X4 ^a , X1, X3, X2 ^b		Enter

- a. All requested variables entered.
b. Dependent Variable: Y

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	.805 ^a	.648	.633	.17217	.648	43.701	4	95	.000	1.992

- a. Predictors: (Constant), X4, X1, X3, X2
b. Dependent Variable: Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.182	4	1.295	43.701	.000 ^a
	Residual	2.816	95	.030		
	Total	7.998	99			

a. Predictors: (Constant), X4, X1, X3, X2

b. Dependent Variable: Y

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Confidence Interval		Correlations			Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.331	.473		-.700	.485	-1.269	.607					
	X1	.340	.063	.370	5.542	.000	.215	.466	.637	.483	.328	.767	1.304
	X2	.394	.081	.333	4.875	.000	.234	.555	.580	.447	.297	.796	1.256
	X3	.303	.055	.360	5.382	.000	.195	.412	.574	.494	.337	.832	1.202
	X4	.127	.073	.209	3.731	.007	-.019	.272	.042	.175	.105	.937	1.067

a. Dependent Variable: Y

Coefficient Correlations^a

Model			X4	X1	X3	X2
1	Correlations	X4	1.000	-.180	.179	.125
		X1	-.180	1.000	-.263	-.349
		X3	.179	-.263	1.000	-.167
		X2	.125	-.349	-.167	1.000
	Covariances	X4	.005	-.001	.001	.001
		X1	-.001	.004	-.001	-.002
		X3	.001	-.001	.003	-.001
		X2	.001	-.002	-.001	.007

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	X1	X2	X3	X4
1	1	4.986	1.000	.00	.00	.00	.00	.00
	2	.006	28.415	.01	.01	.00	.45	.24
	3	.004	36.648	.01	.62	.05	.37	.10
	4	.003	42.766	.02	.37	.60	.10	.08
	5	.001	72.134	.96	.01	.34	.09	.57

a. Dependent Variable: Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.0358	5.1809	4.4950	.22878	100
Residual	-.35869	.65023	.00000	.16865	100
Std. Predicted Value	-2.007	2.998	.000	1.000	100
Std. Residual	-2.083	3.777	.000	.980	100

a. Dependent Variable: Y