

Lampiran 4 :

Deskripsi Data Responden

Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 30 tahun	9	9.0	9.0	9.0
31 - 35 tahun	17	17.0	17.0	26.0
36 - 40 tahun	19	19.0	19.0	45.0
41 - 45 tahun	25	25.0	25.0	70.0
46 - 50 tahun	15	15.0	15.0	85.0
> 50 tahun	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	66	66.0	66.0	66.0
Wanita	34	34.0	34.0	100.0
Total	100	100.0	100.0	

Golongan Pelanggan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rumah Tangga	59	59.0	59.0	59.0
Bisnis	30	30.0	30.0	89.0
Industri	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Tingkat Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp.2.000.000	47	47.0	47.0	47.0
Rp.2.100.000 - Rp.2.500.000	21	21.0	21.0	68.0
Rp.2.600.000 - Rp.3.000.000	15	15.0	15.0	83.0
Rp.3.100.000 - Rp.3.500.000	6	6.0	6.0	89.0

Rp.3.600.000 - Rp.4.000.000	6	6.0	6.0	95.0
> Rp.4.000.000	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Lampiran 5 :

Hasil Valid dan Reliabel

Correlations

Correlations

		TA1	TA2	TA3	TotKinTA
TA1	Pearson Correlation	1	.482**	.361**	.800**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
TA2	Pearson Correlation	.482**	1	.254*	.733**
	Sig. (2-tailed)	.000		.011	.000
	N	100	100	100	100
TA3	Pearson Correlation	.361**	.254*	1	.743**
	Sig. (2-tailed)	.000	.011		.000
	N	100	100	100	100
TotKinTA	Pearson Correlation	.800**	.733**	.743**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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

Reliability

Scale: ALL VARIABLES

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
.626	3

Correlations

Correlations

		RE1	RE2	RE3	TotKinRE
RE1	Pearson Correlation	1	.352**	.523**	.806**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
RE2	Pearson Correlation	.352**	1	.311**	.709**
	Sig. (2-tailed)	.000		.002	.000
	N	100	100	100	100
RE3	Pearson Correlation	.523**	.311**	1	.803**
	Sig. (2-tailed)	.000	.002		.000
	N	100	100	100	100
TotKinRE	Pearson Correlation	.806**	.709**	.803**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability

Scale: ALL VARIABLES

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
.663	3

Correlations

Correlations

		RES1	RES2	RES3	RES4	TotKinRES
RES1	Pearson Correlation	1	.334**	.386**	.353**	.736**
	Sig. (2-tailed)		.001	.000	.000	.000
	N	100	100	100	100	100
RES2	Pearson Correlation	.334**	1	.219*	.331**	.648**
	Sig. (2-tailed)	.001		.028	.001	.000
	N	100	100	100	100	100
RES3	Pearson Correlation	.386**	.219*	1	.371**	.712**
	Sig. (2-tailed)	.000	.028		.000	.000
	N	100	100	100	100	100
RES4	Pearson Correlation	.353**	.331**	.371**	1	.730**
	Sig. (2-tailed)	.000	.001	.000		.000
	N	100	100	100	100	100
TotKinRES	Pearson Correlation	.736**	.648**	.712**	.730**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Reliability

Scale: ALL VARIABLES

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
.666	4

Correlations

Correlations

		AS1	AS2	AS3	TotKinAS
AS1	Pearson Correlation	1	.476 ^{**}	.426 ^{**}	.815 ^{**}
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
AS2	Pearson Correlation	.476 ^{**}	1	.375 ^{**}	.789 ^{**}
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
AS3	Pearson Correlation	.426 ^{**}	.375 ^{**}	1	.752 ^{**}
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TotKinAS	Pearson Correlation	.815 ^{**}	.789 ^{**}	.752 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability

Scale: ALL VARIABLES

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
.690	3

Correlations

Correlations

		EM1	EM2	EM3	EM4	TotKinEM
EM1	Pearson Correlation	1	.407**	.422**	.517**	.782**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
EM2	Pearson Correlation	.407**	1	.296**	.444**	.719**
	Sig. (2-tailed)	.000		.003	.000	.000
	N	100	100	100	100	100
EM3	Pearson Correlation	.422**	.296**	1	.413**	.702**
	Sig. (2-tailed)	.000	.003		.000	.000
	N	100	100	100	100	100
EM4	Pearson Correlation	.517**	.444**	.413**	1	.796**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TotKinEM	Pearson Correlation	.782**	.719**	.702**	.796**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Reliability

Scale: ALL VARIABLES

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
.741	4

Correlations

Correlations

		TA1	TA2	TA3	Tothar_TA
TA1	Pearson Correlation	1	.384**	.549**	.799**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
TA2	Pearson Correlation	.384**	1	.460**	.770**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
TA3	Pearson Correlation	.549**	.460**	1	.837**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Tothar_TA	Pearson Correlation	.799**	.770**	.837**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability

Scale: ALL VARIABLES

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
.722	3

Correlations

Correlations

		RE1	RE2	RE3	Tothar_RE
RE1	Pearson Correlation	1	.432**	.348**	.755**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
RE2	Pearson Correlation	.432**	1	.488**	.817**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
RE3	Pearson Correlation	.348**	.488**	1	.782**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Tothar_RE	Pearson Correlation	.755**	.817**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability

Scale: ALL VARIABLES

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
.687	3

Correlations

Correlations

		RES1	RES2	RES3	RES4	Tothar_RES
RES1	Pearson Correlation	1	.474**	.356**	.447**	.767**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
RES2	Pearson Correlation	.474**	1	.428**	.282**	.749**
	Sig. (2-tailed)	.000		.000	.005	.000
	N	100	100	100	100	100
RES3	Pearson Correlation	.356**	.428**	1	.355**	.730**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
RES4	Pearson Correlation	.447**	.282**	.355**	1	.700**
	Sig. (2-tailed)	.000	.005	.000		.000
	N	100	100	100	100	100
Tothar_RES	Pearson Correlation	.767**	.749**	.730**	.700**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Reliability

Scale: ALL VARIABLES

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
.719	4

Correlations

Correlations

		AS1	AS2	AS3	Tothar_AS
AS1	Pearson Correlation	1	.436**	.319**	.770**
	Sig. (2-tailed)		.000	.001	.000
	N	100	100	100	100
AS2	Pearson Correlation	.436**	1	.349**	.813**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
AS3	Pearson Correlation	.319**	.349**	1	.695**
	Sig. (2-tailed)	.001	.000		.000
	N	100	100	100	100
Tothar_AS	Pearson Correlation	.770**	.813**	.695**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability

Scale: ALL VARIABLES

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
.635	3

Correlations

Correlations

		EM1	EM2	EM3	EM4	Tothar_EM
EM1	Pearson Correlation	1	.308**	.505**	.524**	.798**
	Sig. (2-tailed)		.002	.000	.000	.000
	N	100	100	100	100	100
EM2	Pearson Correlation	.308**	1	.257**	.223*	.604**
	Sig. (2-tailed)	.002		.010	.026	.000
	N	100	100	100	100	100
EM3	Pearson Correlation	.505**	.257**	1	.420**	.761**
	Sig. (2-tailed)	.000	.010		.000	.000
	N	100	100	100	100	100
EM4	Pearson Correlation	.524**	.223*	.420**	1	.747**
	Sig. (2-tailed)	.000	.026	.000		.000
	N	100	100	100	100	100
Tothar_EM	Pearson Correlation	.798**	.604**	.761**	.747**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Reliability

Scale: ALL VARIABLES

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
.704	4