

Kepada Yang Terhormat

Konsumen Produk Minuman Berserat Merek Vegeta

Di wilayah Condong Catur

Assalamu'alaikum wr. wb.

Dalam rangka penelitian guna penyusunan skripsi yang berjudul “ Analisa Pengaruh *Brand Images*, *Product Features* dan Harga Terhadap Loyalitas Konsumen Produk Vegeta di Wilayah Condong Catur ”. saya/ penulis memohon kesediaan Anda sebagai konsumen vegeta untuk mengisi kuestioner terlampir.

Dalam melakukan penelitian ini, saya tidak memiliki maksud apapun kecuali guna penelitian ilmiah yang sedang saya lakukan. Jawaban- jawaban yang anda berikan akan sangat membantu saya dalam penelitian ini.

Demikian harapan saya, atas partisipasi dan bantuan anda saya ucapkan terima kasih.

Wassalamu 'alaikum wr. wb.

Hormat saya.

Puspa F

Mahasiswa FE UIN

## Daftar Pertanyaan

Pertanyaan dan pernyataan di bawah ini mohon diisi sesuai dengan jawaban anda yang sebenarnya.

### I. Pertanyaan Umum

- 1) Nama :
- 2) Jenis Kelamin :
  - a. Laki- laki
  - b. Perempuan
- 3) Usia :
  - a. 12 th – 20 th
  - b. 21 th – 35 th
  - c. 36 th – 50 th
  - d. 50 th keatas
- 4) Pendidikan :
  - a. SMP
  - b. SMA
  - c. D3
  - d. S1
  - e. Selain yang disebutkan diatas

## II. Pertanyaan mengenai merek, spesifikasi produk dan harga.

Cara menjawab:

Berikut ini akan saya sampaikan beberapa pertanyaan tentang merek, spesifikasi produk dan harga dari produk minuman berserat merek vegeta. Anda diminta bantuannya untuk memberi tanda check (v) pada kolom sebelah kanan pertanyaan sesuai dengan pilihan anda.

SS : Sangat Setuju

S : Setuju

C : Cukup

TS : Tidak Setuju

STS : Sangat Tidak Setuju

### Data Induk Responden

No Resp.	Jenis Kelamin	Usia	Pendidikan	Brand Images (X1)						Product Features (X2)										Harga (X3)						Loyalitas (Y)				
				X1.1		X1.2		X1.3		X1.4		X1.5		IX1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	IX2	X3.1	X3.2	X3.3	IX3	Y1	Y2	Y3	IY
				X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	X2.5																	
1	1	2	4	4	4	3	3	3	3	3	17,00	2	3	3	3	3	2	19,00	3	3	3	9,00	2	2	2	2	2	6,00		
2	1	2	3	4	4	4	3	3	3	3	18,00	4	3	4	4	3	4	25,00	3	3	3	9,00	2	2	2	2	2	6,00		
3	2	2	4	5	4	4	4	4	4	4	21,00	4	3	3	4	4	4	26,00	4	4	4	12,00	4	3	2	3	2	13,00		
4	2	2	4	5	4	4	4	4	4	4	21,00	5	4	4	4	4	4	28,00	3	3	3	9,00	5	4	4	4	4	12,00		
5	2	2	4	5	4	4	5	5	5	5	23,00	4	4	4	4	4	4	29,00	3	3	3	9,00	5	3	3	4	4	12,00		
6	2	1	4	4	4	4	4	4	4	4	20,00	4	4	4	4	4	4	29,00	3	3	3	9,00	3	3	3	3	3	25,00		
7	2	2	4	3	4	4	4	4	4	4	18,00	3	3	3	4	4	5	26,00	4	4	4	12,00	3	3	3	3	3	9,00		
8	1	2	3	2	2	2	3	3	3	3	12,00	2	2	4	4	3	4	3	22,00	2	2	2	6,00	2	2	2	2	2	7,00	
9	1	2	4	2	2	3	3	3	3	3	13,00	4	4	4	3	3	3	24,00	2	2	2	6,00	2	3	3	3	3	16,00		
10	2	2	3	2	2	3	3	3	3	3	13,00	4	4	4	3	3	3	22,00	4	3	3	10,00	2	3	3	3	3	9,00		
11	2	2	4	4	4	4	4	4	4	4	19,00	3	3	3	3	4	4	24,00	3	2	2	7,00	3	3	3	4	4	10,00		
12	1	2	4	2	2	2	4	4	4	4	12,00	2	3	4	4	3	3	23,00	3	4	4	11,00	3	4	4	4	4	19,00		
13	2	2	3	4	4	4	4	4	4	4	16,00	3	3	3	3	3	4	23,00	3	3	3	9,00	3	3	3	3	3	9,00		
14	1	2	3	4	4	4	4	4	4	4	19,00	3	4	4	4	4	4	23,00	3	3	3	9,00	3	3	3	3	3	8,00		
15	1	2	4	3	3	3	3	3	3	3	15,00	4	3	3	4	3	3	25,00	4	4	4	2	2	2	2	2	2	17,00		
16	1	2	3	4	3	2	2	2	2	2	13,00	3	3	3	2	2	3	20,00	3	3	3	3	3	2	3	2	3	7,00		
17	1	2	4	4	3	3	3	3	4	4	17,00	3	4	3	3	3	3	22,00	5	5	5	15,00	3	3	3	3	3	9,00		
18	1	2	4	5	4	4	5	5	5	5	23,00	5	4	5	4	5	3	30,00	4	4	4	4	4	4	4	4	4	16,00		
19	1	2	3	2	2	2	2	2	1	1	9,00	1	1	1	1	1	2	8,00	2	3	1	6,00	1	1	1	1	1	3,00		
20	1	2	3	4	3	3	3	3	2	2	15,00	2	2	2	2	2	3	16,00	2	2	2	6,00	3	2	2	2	2	7,00		
21	1	2	4	5	4	4	5	5	5	5	24,00	4	5	5	4	4	4	30,00	5	5	5	15,00	5	6	4	4	4	10,00		
22	1	2	4	5	4	4	3	4	4	4	20,00	4	5	5	3	4	4	30,00	4	4	4	12,00	5	4	4	4	4	13,00		
23	1	2	4	4	4	4	4	4	4	4	19,00	4	3	4	4	4	3	25,00	4	4	4	3	11,00	4	4	4	3	11,00		
24	2	2	3	5	3	3	3	3	3	3	17,00	3	3	3	3	3	3	22,00	4	4	4	3	11,00	4	4	3	3	24,00		
25	2	2	5	4	4	4	4	4	4	4	20,00	4	4	4	4	3	3	24,00	4	4	4	4	4	4	4	4	4	12,00		
26	2	1	2	5	5	5	5	5	5	5	25,00	5	5	5	5	5	5	35,00	4	4	4	4	4	4	4	4	4	13,00		
27	2	2	3	5	4	4	4	4	4	4	21,00	4	4	4	4	3	3	24,00	3	3	3	9,00	5	3	3	3	3	25,00		
28	2	2	3	4	4	3	3	3	4	4	18,00	4	4	3	2	5	4	26,00	5	5	5	13,00	4	4	4	4	4	12,00		
29	2	2	3	3	4	4	4	4	3	3	18,00	3	3	3	5	4	4	27,00	4	4	4	3	11,00	4	4	3	4	11,00		
30	2	2	4	4	4	4	4	4	4	4	20,00	4	4	4	4	4	4	28,00	4	4	4	4	4	4	4	4	4	23,00		
31	2	2	3	4	4	3	4	4	4	4	18,00	3	4	3	5	4	4	27,00	4	4	4	4	4	4	4	4	4	12,00		
32	2	2	4	4	4	3	4	4	5	5	20,00	4	4	4	4	4	4	30,00	5	4	4	4	4	4	4	4	4	10,00		
33	2	2	4	4	4	3	4	4	3	3	16,00	3	3	3	3	4	3	23,00	4	4	4	4	4	4	4	4	4	10,00		
34	2	2	3	4	3	3	3	3	3	3	16,00	3	3	3	3	4	5	27,00	5	5	5	5	5	2	4	3	2	7,00		
35	2	2	3	4	4	4	4	4	3	3	18,00	3	3	2	4	3	3	20,00	4	4	4	3	11,00	3	4	4	4	4	11,00	
36	2	2	4	4	3	4	4	4	4	4	19,00	4	4	4	4	4	4	27,00	2	2	2	6,00	4	3	4	4	4	18,00		
37	2	2	4	4	3	3	3	3	4	4	17,00	4	3	3	4	3	3	23,00	4	4	4	4	4	4	3	4	4	10,00		
38	2	2	4	5	3	4	4	4	4	4	19,00	4	4	4	3	4	4	28,00	4	4	4	4	4	4	5	4	4	14,00		
39	2	2	4	2	4	3	3	4	4	4	16,00	4	3	3	4	4	4	26,00	5	5	5	15,00	4	4	4	2	2	24,00		
40	2	2	4	4	4	4	4	4	3	3	19,00	4	4	3	3	4	4	25,00	3	3	3	9,00	4	4	4	3	3	11,00		

## Data Induk Responden

No. Resp.	Jenis Kelamin	Usia	Pendidikan	Brand Images (X1)										Product Features (X2)										Harga (X3)						Loyalitas (Y)			
				X1.1	X1.2	X1.3	X1.4	X1.5	IX1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	EX2	X3.1	X3.2	X3.3	EX3	Y1	Y2	Y3	Y4								
41	2	2	4	4	3	2	2	2	13.00	2	2	2	3	3	2	3	2	3	17.00	3	3	2	8.00	4	3	2	9.00						
42	2	2	2	3	3	3	3	3	15.00	1	2	3	2	3	2	2	2	15.00	3	2	2	7.00	2	2	2	6.00							
43	2	2	2	4	4	4	4	4	20.00	4	4	4	4	4	4	4	4	28.00	4	4	4	4	12.00	4	4	4	15.00						
44	2	2	1	4	4	3	3	3	17.00	4	3	4	4	4	3	3	3	25.00	4	4	4	4	12.00	4	3	3	10.00						
45	2	2	2	4	4	3	4	3	18.00	4	3	4	5	5	5	3	3	29.00	4	4	3	11.00	5	5	4	14.00							
46	2	2	2	3	3	3	3	3	15.00	3	2	2	3	3	3	3	3	19.00	3	3	3	3	9.00	3	3	3	24.00						
47	2	2	2	3	3	3	3	3	15.00	3	3	3	3	3	3	3	3	21.00	3	3	3	3	9.00	3	3	3	9.00						
48	2	2	4	4	3	2	3	4	16.00	3	4	3	5	4	4	4	4	27.00	4	4	4	4	12.00	4	4	4	13.00						
49	2	2	4	4	4	3	4	3	18.00	2	3	3	3	4	4	4	4	23.00	4	4	4	4	12.00	4	4	4	22.00						
50	2	2	4	5	4	2	4	4	19.00	4	4	2	4	4	3	4	4	25.00	5	5	5	5	15.00	4	4	4	12.00						
51	1	2	4	5	3	3	4	3	18.00	4	3	3	4	4	4	4	3	25.00	4	4	4	4	12.00	4	3	3	10.00						
52	1	2	4	3	4	4	5	4	20.00	4	4	4	4	5	4	4	4	29.00	4	4	4	4	12.00	4	4	3	22.00						
53	1	2	4	4	4	4	4	4	20.00	4	4	4	4	4	3	3	3	25.00	3	3	3	3	9.00	4	3	3	10.00						
54	1	3	4	4	4	3	3	4	18.00	3	3	4	4	4	4	3	3	24.00	5	4	4	4	13.00	4	3	4	11.00						
55	1	2	4	4	3	3	3	3	16.00	4	4	4	4	3	3	3	4	28.00	4	4	3	3	11.00	4	4	4	21.00						
56	2	2	4	4	3	3	2	2	14.00	2	3	3	3	3	2	2	2	18.00	3	3	3	3	9.00	2	3	3	8.00						
57	2	2	3	4	3	3	4	3	18.00	3	4	4	4	3	3	3	3	24.00	4	4	4	4	11.00	4	4	3	11.00						
58	2	2	2	1	3	2	3	3	12.00	2	3	2	4	3	3	3	3	20.00	4	3	3	3	10.00	1	3	2	19.00						
59	2	2	2	4	3	3	3	4	17.00	2	2	3	4	5	3	3	3	22.00	4	4	4	4	12.00	2	4	4	10.00						
60	2	2	2	4	3	3	3	2	15.00	4	2	2	2	3	3	4	2	20.00	3	3	3	3	9.00	4	2	2	8.00						
61	2	2	4	4	3	2	4	2	15.00	3	3	3	2	4	4	4	4	23.00	4	4	4	4	12.00	4	3	4	18.00						
62	2	2	4	4	4	4	4	3	19.00	3	2	2	4	4	4	4	4	23.00	4	4	4	4	12.00	4	3	3	10.00						
63	2	2	4	4	3	3	3	2	15.00	3	2	2	3	4	2	5	2	21.00	3	3	2	2	8.00	3	3	2	8.00						
64	2	2	4	5	3	3	4	4	19.00	4	3	3	3	5	5	3	3	26.00	3	5	4	4	12.00	5	3	3	18.00						
65	2	2	4	5	5	5	4	5	24.00	5	5	5	4	4	4	5	4	33.00	5	5	4	4	14.00	5	4	3	12.00						
66	2	2	3	4	4	4	4	3	18.00	3	5	3	4	3	3	4	4	25.00	4	4	4	4	12.00	5	3	3	11.00						
67	2	2	3	4	3	3	3	4	17.00	3	4	5	5	3	3	3	3	26.00	4	5	5	5	14.00	4	3	4	23.00						
68	2	2	4	4	3	3	3	3	16.00	3	3	3	3	3	3	3	4	21.00	4	3	3	3	10.00	3	3	3	8.00						
69	2	2	4	4	3	3	3	3	16.00	3	3	3	4	4	4	4	4	22.00	4	4	4	4	11.00	4	3	3	10.00						
70	2	2	3	3	4	4	4	4	19.00	3	4	4	4	4	4	4	4	27.00	3	3	3	3	9.00	2	3	3	18.00						
71	2	2	2	2	2	2	2	2	12.00	2	2	2	2	2	2	2	2	14.00	3	3	3	3	9.00	2	2	2	5.00						
72	1	2	4	2	3	2	3	2	12.00	3	2	3	2	3	2	3	2	18.00	2	3	2	2	7.00	3	2	3	8.00						
73	2	2	4	3	3	3	2	2	13.00	3	4	3	3	3	3	4	4	21.00	4	4	4	4	9.00	4	4	3	14.00						
74	2	2	3	4	4	3	2	2	15.00	2	3	4	3	3	3	3	3	21.00	4	4	3	3	11.00	2	3	3	8.00						
75	1	2	4	4	4	4	4	4	20.00	3	3	3	3	3	3	3	3	21.00	2	2	2	2	6.00	2	2	2	5.00						
76	1	2	4	2	2	2	3	3	12.00	3	2	3	3	3	3	3	4	18.00	3	3	3	3	7.00	3	2	3	8.00						
77	2	2	3	4	4	4	4	4	19.00	3	2	2	2	3	3	3	2	18.00	2	2	2	2	4	4	4	14.00							
78	2	2	3	3	4	2	4	3	15.00	4	2	4	2	4	3	3	3	18.00	2	2	3	3	7.00	3	3	3	9.00						
79	1	2	4	2	3	3	4	2	15.00	4	2	4	2	4	3	3	3	22.00	4	2	4	2	4	10.00	2	4	3	9.00					
80	2	2	4	4	3	3	4	3	17.00	4	3	4	3	3	3	2	4	23.00	3	4	3	4	10.00	4	3	4	11.00						

## Data Induk Responden

Resp	Jenis Kelamin	Usia	Pendidikan	Brand Images (X1)										Product Features (X2)										Harga (X3)			Loyalitas (Y)		
				X1.1	X1.2	X1.3	X1.4	X1.5	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2	X3.1	X3.2	X3.3	EX3	Y1	Y2	Y3	ΣY				
81	2	1	4	4	3	3	3	2	15,00	2	3	3	5	3	3	1	20,00	3	3	3	9,00	2	1	2	5,00				
82	1	1	2	4	4	4	3	3	18,00	4	3	3	4	4	3	3	24,00	3	4	3	10,00	4	4	3	11,00				
83	1	1	2	5	3	3	2	2	15,00	4	2	4	5	5	3	4	27,00	3	4	4	11,00	5	5	4	16,00				
84	1	1	5	3	2	3	3	2	13,00	2	2	2	2	2	1	3	14,00	1	1	1	3,00	1	1	2	4,00				
85	1	1	1	4	5	3	4	5	21,00	5	3	4	4	4	3	3	26,00	5	5	5	15,00	4	4	4	12,00				
86	2	1	4	5	4	4	4	2	19,00	4	2	2	5	4	3	4	24,00	4	4	4	12,00	5	5	3	16,00				
87	2	1	4	3	3	3	3	4	16,00	3	4	4	4	5	4	3	27,00	3	3	3	9,00	2	3	3	8,00				
88	2	1	5	4	3	4	3	5	19,00	4	3	3	4	3	3	3	23,00	3	4	4	11,00	3	3	3	9,00				
89	2	1	4	2	3	3	3	2	13,00	3	3	3	3	2	2	2	18,00	4	4	3	11,00	2	2	2	17,00				
90	2	1	4	4	4	3	3	3	16,00	3	3	3	4	4	3	4	24,00	4	4	3	11,00	3	3	3	9,00				
91	2	1	4	4	4	4	4	4	16,00	3	3	3	3	4	4	4	23,00	2	2	2	6,00	3	3	2	8,00				
92	2	1	4	4	4	4	4	4	20,00	4	4	4	4	4	4	4	28,00	4	4	4	12,00	4	4	4	17,00				
93	2	4	5	3	3	3	3	3	15,00	3	3	3	3	3	3	3	21,00	3	3	3	9,00	3	3	3	9,00				
94	2	3	1	3	3	3	3	3	15,00	3	3	3	3	3	3	3	21,00	3	3	3	9,00	3	3	3	9,00				
95	2	2	2	4	3	3	3	3	16,00	3	3	3	3	4	4	5	24,00	4	5	4	13,00	4	4	4	18,00				
96	2	2	4	4	3	3	3	3	16,00	3	3	3	3	3	3	3	21,00	4	3	3	10,00	4	4	3	10,00				
97	2	2	2	5	3	3	3	3	17,00	3	3	3	3	4	4	4	24,00	4	4	4	12,00	4	4	4	12,00				
98	2	2	4	5	4	4	4	3	20,00	4	2	2	4	4	3	4	23,00	4	4	4	12,00	4	4	3	22,00				
99	2	2	4	4	4	4	4	3	19,00	3	4	3	4	4	3	3	17,00	3	3	3	9,00	4	4	4	12,00				
100	1	2	3	3	3	3	3	2	14,00	2	2	2	2	3	3	3	14,00	3	3	3	9,00	3	1	3	24,00				
101	2	1	4	4	4	3	4	4	19,00	4	4	4	4	4	4	4	26,00	4	3	4	11,00	3	4	4	17,00				
102	2	1	4	5	4	3	3	4	19,00	4	4	5	5	4	5	5	31,00	4	4	4	12,00	5	4	3	12,00				
103	2	1	4	5	3	4	4	2	18,00	3	2	3	3	3	4	4	22,00	5	5	4	14,00	5	3	4	12,00				
104	2	1	4	4	3	3	3	2	15,00	2	2	2	2	2	2	2	14,00	3	3	3	9,00	3	1	3	24,00				
105	2	1	4	5	3	3	2	1	14,00	2	2	2	2	2	2	4	18,00	4	4	4	12,00	5	2	2	9,00				
106	2	1	3	3	2	3	2	3	13,00	3	3	3	3	3	1	1	15,00	3	3	3	9,00	1	1	1	3,00				
107	2	1	4	3	4	4	3	3	17,00	2	3	3	4	3	3	2	20,00	3	3	3	10,00	2	3	4	12,00				
108	2	1	4	2	4	4	3	3	16,00	3	3	3	5	4	4	3	25,00	3	4	2	9,00	2	3	3	6,00				
109	2	1	4	4	3	3	3	3	16,00	3	2	3	3	2	2	3	18,00	3	3	3	9,00	3	3	3	9,00				
110	2	1	2	4	3	3	3	4	17,00	2	1	3	2	3	3	3	17,00	3	3	3	9,00	2	2	2	17,00				
111	2	1	4	5	4	4	3	3	19,00	3	3	4	4	4	2	3	23,00	3	3	3	9,00	5	4	3	12,00				
112	2	1	2	3	3	3	3	3	15,00	3	3	3	3	3	2	3	20,00	3	3	3	9,00	3	3	3	9,00				
113	2	1	4	2	3	3	3	3	14,00	3	3	3	3	3	3	3	22,00	4	4	3	11,00	3	3	3	21,00				
114	2	1	2	5	4	3	3	3	18,00	3	3	3	3	3	3	3	21,00	3	3	3	9,00	4	3	3	10,00				
115	2	1	4	5	4	3	4	4	20,00	4	4	3	4	4	4	4	27,00	5	4	3	12,00	3	4	3	10,00				
116	2	1	2	3	3	3	3	3	15,00	3	3	3	3	3	3	3	21,00	4	3	3	10,00	4	3	3	20,00				
117	2	1	4	1	4	1	4	1	11,00	1	1	1	1	1	1	2	9,00	5	5	3	13,00	4	2	4	10,00				
118	2	1	2	4	4	4	4	4	20,00	3	4	3	3	4	4	4	25,00	3	3	3	9,00	2	2	2	6,00				
119	2	2	3	3	4	2	4	4	17,00	4	4	4	4	4	3	3	26,00	3	3	3	9,00	4	4	4	16,00				
120	2	1	4	4	4	3	4	3	18,00	3	3	3	4	4	4	4	24,00	3	3	3	9,00	3	4	4	11,00				

Rekapitulasi Data 120 Responden untuk Skor masing- masing butir pertanyaan

No Resp	Brand Images					Prduct Features							Harga			Loyaltas		
	x1.1	x1.2	x1.3	x1.4	x1.5	x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x3.1	x3.2	x3.3	y1	y2	y3
1	4	4	3	3	3	2	3	3	3	3	3	2	3	3	3	2	2	2
2	4	4	4	3	3	4	3	4	4	3	3	4	3	3	3	2	2	2
3	5	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	3	3
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9	2	2	3	3	3	4	4	4	3	3	3	3	2	2	2	2	3	3
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11	4	4	4	4	4	3	4	3	3	4	4	3	3	2	2	3	3	4
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13	4	4	4	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3
14	4	4	4	4	3	3	4	4	4	4	3	3	3	3	3	3	2	3
15	3	3	3	3	3	4	3	3	4	3	3	3	4	4	2	2	3	3
16	4	3	2	2	2	3	3	3	2	2	3	4	3	3	3	2	3	2
17	4	3	3	3	4	3	4	3	3	3	3	3	5	5	5	3	3	3
18	5	4	4	5	5	5	5	4	5	3	3	5	4	4	4	4	4	4
19	2	2	2	2	1	1	1	1	1	1	2	1	2	3	1	1	1	1
20	4	3	3	3	2	2	2	2	2	2	3	3	2	2	2	3	2	2
21	5	5	4	5	5	4	5	5	5	4	4	3	5	5	5	5	5	4
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24	5	3	3	3	3	3	3	3	3	3	3	4	4	4	3	4	3	3
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40	4	4	4	3	4	4	4	3	3	4	4	3	3	3	3	4	4	3
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42	3	3	3	3	3	1	2	3	2	3	2	2	3	2	2	2	2	2
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58	1	3	2	3	3	2	3	2	4	3	3	3	4	3	3	1	3	2
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62	4	4	4	4	3	3	2	2	4	4	4	4	4	4	4	4	3	3
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79	2	3	3	3	3	2	2	2	2	2	4	4	2	2	2	2	3	2
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81	4	3	3	3	2	2	3	3	5	3	3	1	3	3	3	2	1	2
82	4	4	4	3	3	4	3	3	4	4	3	3	3	4	3	4	4	3
83	5	3	3	2	2	4	2	4	5	5	3	4	3	4	4	6	5	4
84	3	2	3	3	2	2	2	2	2	2	1	3	1	1	1	1	1	2
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92	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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96	4	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3
97	5	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4
98	5	4	4	4	3	4	2	2	4	4	3	4	4	4	4	4	3	3
99	4	4	4	4	3	3	4	3	4	4	3	3	3	3	3	4	4	4
100	3	3	3	3	2	2	2	2	2	3	3	3	3	3	1	2	2	1
101	4	4	3	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4
102	5	4	3	3	4	4	4	4	5	5	4	5	4	4	4	5	4	3
103	5	3	4	4	2	3	2	3	3	4	4	4	5	5	4	5	3	4
104	4	3	3	3	2	2	2	2	2	2	2	2	3	3	3	3	1	3
105	5	3	3	2	1	2	2	2	2	2	4	4	4	4	4	5	2	2
106	3	2	3	2	3	3	3	2	2	3	1	1	3	3	3	1	1	1
107	3	4	4	3	3	2	3	3	4	3	3	2	3	3	4	2	3	4
108	2	4	4	3	3	3	3	3	5	4	4	3	3	4	2	2	3	3
109	4	3	3	3	3	3	2	3	3	2	2	3	3	3	3	3	3	3
110	4	3	3	3	4	2	1	3	2	3	3	3	3	3	3	2	2	2
111	5	4	4	3	3	3	3	4	4	4	2	3	3	3	3	5	4	3
112	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3
113	2	3	3	3	3	3	3	3	3	4	3	3	4	4	3	3	3	3
114	5	4	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3
115	5	4	3	4	4	4	4	3	4	4	4	4	5	4	3	3	4	3
116	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3
117	1	4	1	4	1	1	1	1	1	1	2	2	5	5	3	4	2	4
118	4	4	4	4	4	3	4	3	3	4	4	4	3	3	3	2	2	2
119	3	4	2	4	4	4	4	4	4	4	3	3	3	3	4	4	4	4
120	4	4	3	4	3	3	3	3	4	4	3	3	3	3	3	3	4	4
Σ	455	413	390	402	385	385	378	382	415	420	391	403	422	422	395	410	381	371



## Frequency Table Responden

### JENIS KELAMIN RESPONDEN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	29	24.2	24.2	24.2
	2.00	91	75.8	75.8	100.0
Total		120	100.0	100.0	

### USIA RESPONDEN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	35	29.2	29.2	29.2
	2.00	83	69.2	69.2	98.3
	3.00	1	.8	.8	99.2
	4.00	1	.8	.8	100.0
Total		120	100.0	100.0	

### PENDIDIKAN RESPONDEN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.5	2.5	2.5
	2.00	20	16.7	16.7	19.2
	3.00	27	22.5	22.5	41.7
	4.00	67	55.8	55.8	97.5
	5.00	3	2.5	2.5	100.0
Total		120	100.0	100.0	

Correlations

	BUTIR PERTANYAAN 1	BUTIR PERTANYAAN 2	BUTIR PERTANYAAN 3	BUTIR PERTANYAAN 4	BUTIR PERTANYAAN 5	TOTAL X1
BUTIR PERTANYAAN 1 Pearson Correlation	1.000	.783**	.648**	.495**	.638**	.842**
Sig. (2-tailed)		.000	.000	.005	.000	.000
N	30	30	30	30	30	30
BUTIR PERTANYAAN 2 Pearson Correlation	.783**	1.000	.853**	.661**	.646**	.909**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	30	30	30	30	30	30
BUTIR PERTANYAAN 3 Pearson Correlation	.648**	.853**	1.000	.731**	.663**	.888**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	30	30	30	30	30	30
BUTIR PERTANYAAN 4 Pearson Correlation	.495**	.661**	.731**	1.000	.763**	.830**
Sig. (2-tailed)	.005	.000	.000		.000	.000
N	30	30	30	30	30	30
BUTIR PERTANYAAN 5 Pearson Correlation	.638**	.646**	.663**	.763**	1.000	.860**
Sig. (2-tailed)	.000	.000	.000	.000		.000
N	30	30	30	30	30	30
TOTAL X1 Pearson Correlation	.842**	.909**	.888**	.830**	.860**	1.000
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30

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

**Correlations**

	BUTIR PERTANYAAN 1	BUTIR PERTANYAAN 2	BUTIR PERTANYAAN 3	BUTIR PERTANYAAN 4	BUTIR PERTANYAAN 5	BUTIR PERTANYAAN 6	BUTIR PERTANYAAN 7	TOTAL X2
BUTIR PERTANYAAN Pearson Correlation	1,000	.763**	.663**	.507**	.472**	.323	.634**	.814**
Sig. (2-tailed)		.000	.000	.004	.008	.082	.000	.000
N	30	30	30	30	30	30	30	30
BUTIR PERTANYAAN Pearson Correlation	.763**	1,000	.761**	.544**	.539**	.392*	.491**	.832**
Sig. (2-tailed)	.000		.000	.002	.002	.032	.006	.000
N	30	30	30	30	30	30	30	30
BUTIR PERTANYAAN Pearson Correlation	.663**	.761**	1,000	.735**	.517**	.384*	.422**	.828**
Sig. (2-tailed)	.000	.000		.000	.003	.036	.020	.000
N	30	30	30	30	30	30	30	30
BUTIR PERTANYAAN Pearson Correlation	.507**	.544**	.735**	1,000	.568**	.484**	.550**	.807**
Sig. (2-tailed)	.004	.002	.000		.001	.007	.002	.000
N	30	30	30	30	30	30	30	30
BUTIR PERTANYAAN Pearson Correlation	.472**	.539**	.517**	.568**	1,000	.645**	.494**	.760**
Sig. (2-tailed)	.008	.002	.003	.001		.000	.006	.000
N	30	30	30	30	30	30	30	30
BUTIR PERTANYAAN Pearson Correlation	.323	.392*	.384*	.484**	.645**	1,000	.593**	.666**
Sig. (2-tailed)	.082	.032	.036	.007	.000		.001	.000
N	30	30	30	30	30	30	30	30
BUTIR PERTANYAAN Pearson Correlation	.634**	.491**	.422*	.550**	.494**	.593**	1,000	.761**
Sig. (2-tailed)	.000	.006	.020	.002	.006	.001		.000
N	30	30	30	30	30	30	30	30
TOTAL X2	.814**	.832**	.828**	.807**	.760**	.666**	.761**	1,000
Pearson Correlation								
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
N	30	30	30	30	30	30	30	30

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

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

Correlations

	BUTIR PERTANYAAN 1	BUTIR PERTANYAAN 2	BUTIR PERTANYAAN 3	TOTAL X3
BUTIR PERTANYAAN 1 Pearson Correlation	1.000	.880**	.687**	.932**
Sig. (2-tailed)		.000	.000	.000
N	30	30	30	30
BUTIR PERTANYAAN 2 Pearson Correlation	.880**	1.000	.711**	.939**
Sig. (2-tailed)	.000		.000	.000
N	30	30	30	30
BUTIR PERTANYAAN 3 Pearson Correlation	.687**	.711**	1.000	.877**
Sig. (2-tailed)	.000	.000		.000
N	30	30	30	30
TOTAL X3 Pearson Correlation	.932**	.939**	.877**	1.000
Sig. (2-tailed)	.000	.000	.000	
N	30	30	30	30

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

Correlations

	BUTIR PERTANYAAN 1	BUTIR PERTANYAAN 2	BUTIR PERTANYAAN 3	TOTAL Y
BUTIR PERTANYAAN 1 Pearson Correlation	1.000	.710**	.708**	.910**
Sig. (2-tailed)	.	.000	.000	.000
N	30	30	30	30
BUTIR PERTANYAAN 2 Pearson Correlation	.710**	1.000	.806**	.910**
Sig. (2-tailed)	.000	.	.000	.000
N	30	30	30	30
BUTIR PERTANYAAN 3 Pearson Correlation	.708**	.806**	1.000	.906**
Sig. (2-tailed)	.000	.000	.	.000
N	30	30	30	30
TOTAL Y Pearson Correlation	.910**	.910**	.906**	1.000
Sig. (2-tailed)	.000	.000	.000	.
N	30	30	30	30

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

## Reliability

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

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	X1.1	3.9000	1.0619	30.0
2.	X1.2	3.5667	.8584	30.0
3.	X1.3	3.5000	.7768	30.0
4.	X1.4	3.5000	.8200	30.0
5.	X1.5	3.4667	.9371	30.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	17.9333	14.8230	3.8501	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
X1.1	14.0333	9.0678	.7236	.9083
X1.2	14.3667	9.5506	.6549	.8752
X1.3	14.4333	10.1161	.8304	.8832
X1.4	14.4333	10.2540	.7420	.8983
X1.5	14.4667	9.4989	.7697	.8925

#### Reliability Coefficients

N of Cases = 30.0

N of Items = 5

Alpha = .9111

## Reliability

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

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	X2.1	3.4000	1.0034	30.0
2.	X2.2	3.5333	.9732	30.0
3.	X2.3	3.5333	.8604	30.0
4.	X2.4	3.6000	1.0034	30.0
5.	X2.5	3.4333	.8584	30.0
6.	X2.6	3.4667	.6814	30.0
7.	X2.7	3.5333	.8996	30.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	24.5000	24.3966	4.9393	7

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
X2.1	21.1000	17.3345	.7247	.8743
X2.2	20.9667	17.3437	.7532	.8704
X2.3	20.9667	18.1023	.7586	.8705
X2.4	20.9000	17.4034	.7150	.8756
X2.5	21.0667	18.6851	.6704	.8805
X2.6	21.0333	20.3782	.5777	.8910
X2.7	20.9667	18.4471	.6652	.8811

#### Reliability Coefficients

N of Cases = 30.0

N of Items = 7

Alpha = .8935

## Reliability

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

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	X3.1	3.4667	.8604	30.0
2.	X3.2	3.5000	.6200	30.0
3.	X3.3	3.2000	.8867	30.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	10.1667	5.5230	2.3501	3

#### item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
X3.1	6.7000	2.4931	.8427	.8299
X3.2	6.6667	2.5747	.8648	.8143
X3.3	6.9667	2.6540	.7209	.9355

#### Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .9026



## Reliability

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

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	Y1	3.4667	1.1366	30.0
2.	Y2	3.1333	.8604	30.0
3.	Y3	3.1333	.8193	30.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	9.7333	6.5471	2.5587	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
Y1	6.2667	2.5471	.7464	.8917
Y2	6.6000	3.2828	.8096	.8039
Y3	6.6000	3.4207	.8101	.8118

#### Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .8806

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	TOTAL X3, TOTAL X1, TOTAL X2		Enter

a. All requested variables entered.

b. Dependent Variable: TOTAL Y

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 <sup>a</sup>	.521	.508	1.65

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

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	341.456	3	113.819	41.979	.000 <sup>a</sup>
	Residual	314.510	116	2.711		
	Total	655.967	119			

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

b. Dependent Variable: TOTAL Y

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-.306	.975		-.314	.754			
	TOTAL X1	7.795E-02	.079	.096	.983	.328	.549	.09	.06
	TOTAL X2	.235	.055	.446	4.292	.000	.667	.37	.28
	TOTAL X3	.313	.076	.304	4.133	.000	.558	.36	.27

a. Dependent Variable: TOTAL Y

Tabel Nilai r Product Moment

N	Tarf Signifikansi		N	Tarf Signifikansi		N	Tarf Signifikansi	
	5%	1%		5%	1%		5%	1%
3	0.997	0.999	27	0.381	0.487	55	0.266	0.345
4	0.950	0.990	28	0.374	0.478	60	0.254	0.330
5	0.878	0.959	29	0.367	0.470	65	0.244	0.317
6	0.811	0.917	30	0.361	0.463	70	0.235	0.306
7	0.754	0.874	31	0.355	0.456	75	0.227	0.296
8	0.707	0.834	32	0.349	0.449	80	0.220	0.286
9	0.666	0.798	33	0.344	0.442	85	0.213	0.278
10	0.632	0.765	34	0.339	0.436	90	0.207	0.27
11	0.602	0.735	35	0.334	0.430	95	0.202	0.263
12	0.576	0.708	36	0.329	0.424	100	0.195	0.256
13	0.553	0.684	37	0.329	0.418	125	0.176	0.230
14	0.532	0.661	38	0.325	0.413	150	0.159	0.21
15	0.514	0.641	39	0.320	0.408	175	0.148	0.194
16	0.497	0.623	40	0.312	0.403	200	0.138	0.181
17	0.482	0.606	41	0.308	0.398	300	0.113	0.148
18	0.468	0.59	42	0.304	0.393	400	0.098	0.128
19	0.456	0.575	43	0.301	0.389	500	0.088	0.115
20	0.444	0.561	44	0.297	0.384	600	0.080	0.105
21	0.433	0.549	45	0.294	0.380	700	0.074	0.097
22	0.423	0.537	46	0.291	0.376	800	0.070	0.091
23	0.413	0.526	47	0.288	0.372	900	0.065	0.086
24	0.404	0.515	48	0.284	0.368	1000	0.062	0.081
25	0.396	0.505	49	0.281	0.364			
26	0.388	0.496	50	0.279	0.361			

**Tabel t**

df	alpha 2,5%	alpha 5%
1	12.706	6.314
2	4.303	2.92
3	3.182	2.353
4	2.776	2.132
5	2.571	2.015
6	2.447	1.943
7	2.365	1.895
8	2.306	1.86
9	2.262	1.833
10	2.228	1.812
11	2.201	1.796
12	2.179	1.782
13	2.16	1.771
14	2.145	1.761
15	2.131	1.753
16	2.12	1.746
17	2.11	1.74
18	2.101	1.734
19	2.093	1.729
20	2.086	1.725
30	2.042	1.697
40	2.021	1.684
50	2.009	1.676
60	2	1.671
70	1.994	1.667
80	1.99	1.664
90	1.987	1.662
100	1.984	1.66
110	1.982	1.659
111	1.982	1.659
112	1.981	1.659
113	1.981	1.658
114	1.981	1.658
115	1.981	1.658
116	1.981	1.658
117	1.98	1.658
118	1.98	1.658
119	1.98	1.658
120	1.98	1.658

**Tabel F**

df 2\df1	1	2	3
1	161.448	199.5	215.707
2	18.513	19	19.164
3	10.128	9.552	9.277
4	7.709	6.944	6.591
5	6.608	5.786	5.409
6	5.987	5.143	4.757
7	5.591	4.737	4.347
8	5.318	4.459	4.066
9	5.117	4.256	3.863
10	4.965	4.103	3.708
11	4.844	3.982	3.587
12	4.747	3.885	3.49
13	4.667	3.806	3.411
14	4.6	3.739	3.344
15	4.543	3.682	3.287
16	4.494	3.634	3.239
17	4.451	3.592	3.197
18	4.414	3.555	3.16
19	4.381	3.522	3.127
20	4.351	3.493	3.098
30	4.171	3.316	2.922
40	4.085	3.232	2.839
50	4.034	3.183	2.79
60	4.001	3.15	2.758
70	3.978	3.128	2.736
80	3.96	3.111	2.719
90	3.947	3.098	2.706
100	3.936	3.087	2.696
110	3.927	3.079	2.687
111	3.927	3.078	2.686
112	3.926	3.077	2.686
113	3.925	3.077	2.685
114	3.924	3.076	2.684
115	3.924	3.075	2.683
116	3.923	3.074	2.683
117	3.922	3.074	2.682
118	3.921	3.073	2.681
119	3.921	3.072	2.681
120	3.92	3.072	2.68

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