



LAMPIRAN

Lampiran 1

Kuesioner Penelitian

BAGIAN PERTAMA

Pernyataan di bawah ini berkenaan dengan identitas Anda. Mohon memberi tanda silang (X) pada jawaban yang telah disediakan.

1. Jenis Kelamin (Gender):

- a. Pria
- b. Wanita

2. Usia:

- a. Kurang dari 21 tahun
- b. 21 tahun atau lebih

3. Rata-rata pengeluaran per bulan:

- a. Kurang dari Rp 1.500.000,00
- b. Rp 1.500.000,00 atau lebih

4. Saya mengetahui produk Fashion Giordano dari:

- a. Iklan di TV
- b. Majalah
- c. Internet
- d. Info dari teman/keluarga

5. Saya memiliki pengalaman membeli fashion merek Giordano sebanyak:

- a. Dua kali atau kurang
- b. Lebih dari dua kali

BAGIAN KEDUA

Pada setiap pernyataan yang ada, Anda dimohon untuk memberikan tanda silang (X) pada tempat tanggapan yang tersedia, dengan kriteria sebagai berikut:

- ✓ STS : adalah jawaban **Sangat Tidak Setuju**
- ✓ TS : adalah jawaban **Tidak Setuju**
- ✓ CS/N : adalah tanggapan **Cukup Setuju atau Netral**

- ✓ S : adalah jawaban **Setuju**
- ✓ SS : adalah jawaban **Sangat Setuju**

Kesadaran Merek

| No | Pernyataan | STS | TS | CS | S | SS |
|----|---|-----|----|----|---|----|
| 1 | Saya cepat mengenali karakteristik merek Giordano. | | | | | |
| 2 | Saya sadar bahwa merek Giordano lebih baik dibandingkan merek lainnya. | | | | | |
| 3 | Saya dapat melihat perbedaan promosi di counter Giordano dibandingkan merek lain. | | | | | |
| 4 | Saya sudah familiar dengan merek Giordano. | | | | | |
| 5 | Saya dapat dengan mudah mengenali logo Giordano. | | | | | |

Citra Merek

| No | Pernyataan | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Kualitas merek Giordano sesuai dengan harapan saya | | | | | |
| 2 | Citra merek Giordano menarik perhatian saya untuk melakukan pembelian. | | | | | |
| 3 | Saya dapat mengekspresikan diri secara personal melalui merek Giordano. | | | | | |
| 4 | Menggunakan merek Giordano mencerminkan saya sebagai pribadi yang memiliki kelas sosial yang tinggi. | | | | | |
| 5 | Menggunakan merek Giordano memberikan rasa bangga bagi saya. | | | | | |
| 6 | Menggunakan merek Giordano memberikan kenyamanan bagi saya. | | | | | |

Persepsi Kualitas

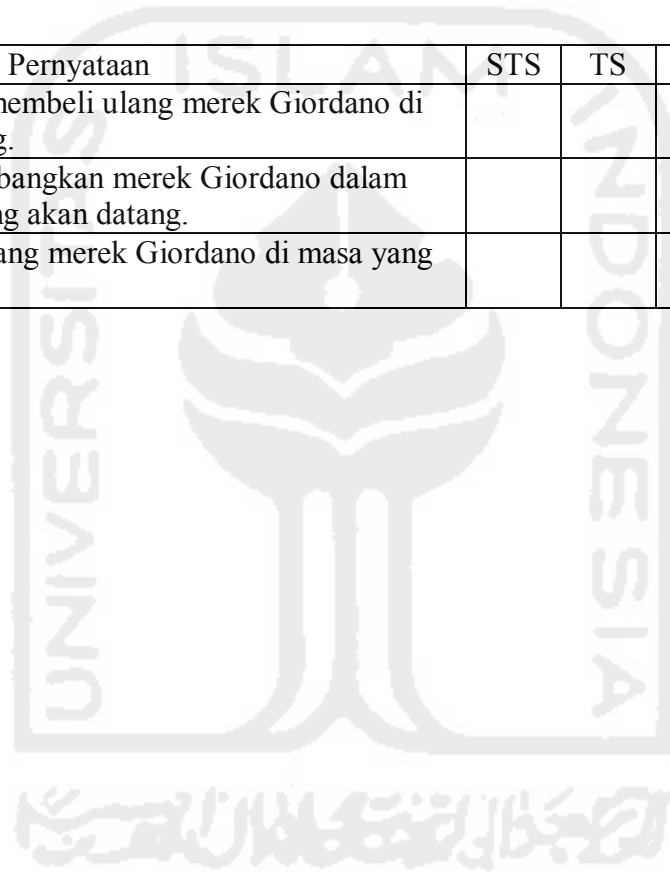
| No | Pernyataan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1 | Giordano merupakan merek yang memiliki kualitas fungsional secara baik. | | | | | |
| 2 | Bahan yang digunakan merek Giordano nyaman. | | | | | |
| 3 | Merek Giordano memiliki pilihan warna yang beragam. | | | | | |
| 4 | Saya akan menggunakan merek Giordano secara berkelanjutan. | | | | | |
| 5 | Merek Giordano memiliki bermacam pilihan gaya. | | | | | |
| 6 | Gaya dari merek Giordano mengikuti tren mode. | | | | | |

Loyalitas Merek

| No | Pernyataan | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Giordano menawarkan penawaran harga yang menarik. | | | | | |
| 2 | Peningkatan harga tidak akan mengurangi minat saya untuk membeli Giordano. | | | | | |
| 3 | Saya menjadikan merek Giordano sebagai pilihan utama dibandingkan dengan merek lain. | | | | | |
| 4 | Saya akan merekomendasikan merek Giordano kepada orang lain. | | | | | |
| 5 | Saya tidak akan berpindah kepada merek lain. | | | | | |

Minat Pembelian Ulang

| No | Pernyataan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1 | Saya berminat untuk membeli ulang merek Giordano di masa yang akan datang. | | | | | |
| 2 | Saya akan mempertimbangkan merek Giordano dalam pembelian di masa yang akan datang. | | | | | |
| 3 | Saya akan membeli ulang merek Giordano di masa yang akan datang. | | | | | |



Lampiran 2

Uji Validitas 30 Responden

Correlations

| | | Correlations | | | | | |
|--------|---------------------|--------------|--------|--------|--------|--------|--------|
| | | KM1 | KM2 | KM3 | KM4 | KM5 | Tot_KM |
| KM1 | Pearson Correlation | 1 | .899** | .792** | .724** | .789** | .924** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| KM2 | Pearson Correlation | .899** | 1 | .817** | .753** | .780** | .934** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| KM3 | Pearson Correlation | .792** | .817** | 1 | .767** | .789** | .915** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| KM4 | Pearson Correlation | .724** | .753** | .767** | 1 | .757** | .877** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| KM5 | Pearson Correlation | .789** | .780** | .789** | .757** | 1 | .904** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Tot_KM | Pearson Correlation | .924** | .934** | .915** | .877** | .904** | 1 |
| | 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).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .949 | 5 |



Correlations

Correlations

| | | CM1 | CM2 | CM3 | CM4 | CM5 | CM6 | Tot_CM |
|--------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| CM1 | Pearson Correlation | 1 | .735** | .542** | .160 | .673** | .569** | .789** |
| | Sig. (2-tailed) | | .000 | .002 | .400 | .000 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CM2 | Pearson Correlation | .735** | 1 | .615** | .543** | .620** | .553** | .882** |
| | Sig. (2-tailed) | .000 | | .000 | .002 | .000 | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CM3 | Pearson Correlation | .542** | .615** | 1 | .539** | .621** | .383 | .801** |
| | Sig. (2-tailed) | .002 | .000 | | .002 | .000 | .037 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CM4 | Pearson Correlation | .160 | .543** | .539** | 1 | .423 | .039 | .599** |
| | Sig. (2-tailed) | .400 | .002 | .002 | | .020 | .837 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CM5 | Pearson Correlation | .673** | .620** | .621** | .423 | 1 | .553** | .850** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .020 | | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CM6 | Pearson Correlation | .569** | .553** | .383 | .039 | .553** | 1 | .675** |
| | Sig. (2-tailed) | .001 | .002 | .037 | .837 | .002 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Tot_CM | Pearson Correlation | .789** | .882** | .801** | .599** | .850** | .675** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 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).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .856 | 6 |

Correlations

Correlations

| | | PK1 | PK2 | PK3 | PK4 | PK5 | PK6 | Tot_PK |
|--------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| PK1 | Pearson Correlation | 1 | .602** | .637** | .548** | .435* | .452* | .790** |
| | Sig. (2-tailed) | | .000 | .000 | .002 | .016 | .012 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PK2 | Pearson Correlation | .602** | 1 | .455* | .485** | .338 | .369* | .704** |
| | Sig. (2-tailed) | .000 | | .012 | .007 | .068 | .045 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PK3 | Pearson Correlation | .637** | .455* | 1 | .528** | .476** | .346 | .740** |
| | Sig. (2-tailed) | .000 | .012 | | .003 | .008 | .061 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PK4 | Pearson Correlation | .548** | .485** | .528** | 1 | .778** | .447* | .838** |
| | Sig. (2-tailed) | .002 | .007 | .003 | | .000 | .013 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PK5 | Pearson Correlation | .435* | .338 | .476** | .778** | 1 | .629** | .812** |
| | Sig. (2-tailed) | .016 | .068 | .008 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PK6 | Pearson Correlation | .452* | .369* | .346 | .447* | .629** | 1 | .703** |
| | Sig. (2-tailed) | .012 | .045 | .061 | .013 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Tot_PK | Pearson Correlation | .790** | .704** | .740** | .838** | .812** | .703** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 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).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
|------------------|------------|

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .858 | 6 |



Correlations

| | LM1 | LM2 | LM3 | LM4 | LM5 | LM6 | LM7 | Tot_LM |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| LM1 Pearson Correlation | 1 | .580** | .170 | .201 | .588** | .577** | .379 | .684** |
| LM1 Sig. (2-tailed) | | .001 | .370 | .286 | .001 | .001 | .039 | .000 |
| LM1 N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LM2 Pearson Correlation | .580** | 1 | .345 | .214 | .447** | .423** | .271 | .637** |
| LM2 Sig. (2-tailed) | .001 | | .062 | .256 | .013 | .020 | .147 | .000 |
| LM2 N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LM3 Pearson Correlation | .170 | .345 | 1 | .416** | .476** | .336 | .357 | .624** |
| LM3 Sig. (2-tailed) | .370 | .062 | | .022 | .008 | .069 | .053 | .000 |
| LM3 N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LM4 Pearson Correlation | .201 | .214 | .416** | 1 | .395** | .399** | .575** | .634** |
| LM4 Sig. (2-tailed) | .286 | .256 | .022 | | .031 | .029 | .001 | .000 |
| LM4 N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LM5 Pearson Correlation | .588** | .447** | .476** | .395** | 1 | .589** | .499** | .800** |
| LM5 Sig. (2-tailed) | .001 | .013 | .008 | .031 | | .001 | .005 | .000 |
| LM5 N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LM6 Pearson Correlation | .577** | .423** | .336 | .399** | .589** | 1 | .770** | .830** |
| LM6 Sig. (2-tailed) | .001 | .020 | .069 | .029 | .001 | | .000 | .000 |
| LM6 N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LM7 Pearson Correlation | .379 | .271 | .357 | .575** | .499** | .770** | 1 | .788** |
| LM7 Sig. (2-tailed) | .039 | .147 | .053 | .001 | .005 | .000 | | .000 |
| LM7 N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Tot_LM Pearson Correlation | .684** | .637** | .624** | .634** | .800** | .830** | .788** | 1 |
| Tot_LM Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| Tot_LM 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).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .842 | 7 |

Correlations

| | | MBu1 | MBu2 | MBu3 | Tot_MBu |
|---------|---------------------|--------|--------|--------|---------|
| MBu1 | Pearson Correlation | 1 | .585** | .518** | .851** |
| | Sig. (2-tailed) | | .001 | .003 | .000 |
| | N | 30 | 30 | 30 | 30 |
| MBu2 | Pearson Correlation | .585** | 1 | .429* | .842** |
| | Sig. (2-tailed) | .001 | | .018 | .000 |
| | N | 30 | 30 | 30 | 30 |
| MBu3 | Pearson Correlation | .518** | .429* | 1 | .766** |
| | Sig. (2-tailed) | .003 | .018 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| Tot_MBu | Pearson Correlation | .851** | .842** | .766** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

** . 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 | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .755 | 3 |

Lampiran 3 Regresi dan Hasil Uji

Regression

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---------------------|-------------------|--------|
| 1 | CM, KM ^b | . | Enter |

a. All requested variables entered.

b. Dependent Variable: PK

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .495 ^a | .245 | .236 | .52729 |

a. Predictors: (Constant), CM, KM

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 14.732 | 2 | 7.366 | 26.494 | .000 ^a |
| | Residual | 45.320 | 163 | .278 | | |
| | Total | 60.052 | 165 | | | |

a. Predictors: (Constant), CM, KM

b. Dependent Variable: PK

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part |
| 1 | (Constant) | 2.174 | .222 | | 9.815 | .000 | | | |
| | KM | .187 | .056 | .258 | 3.320 | .001 | .411 | .252 | .226 |
| | CM | .251 | .062 | .316 | 4.063 | .000 | .441 | .303 | .276 |

a. Dependent Variable: PK

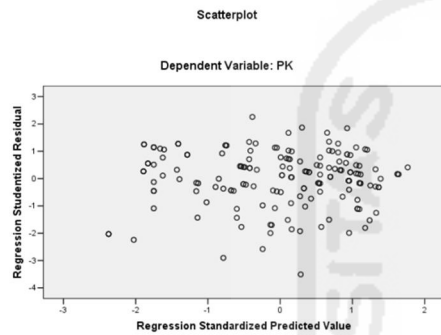
Uji multikolinieritas model 1

Coefficients^a

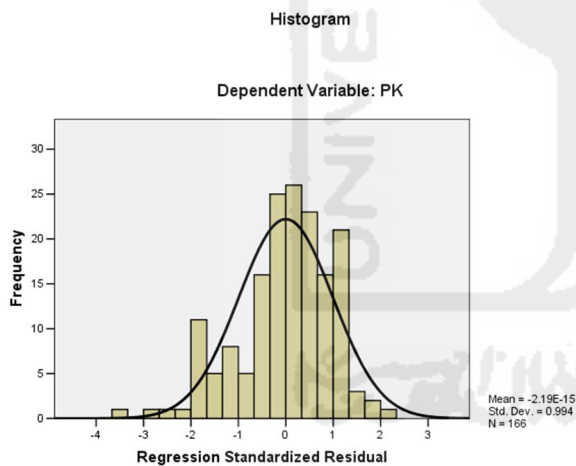
| Model | | Collinearity Statistics | |
|-------|----|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | KM | .766 | 1.306 |
| | CM | .766 | 1.306 |

a. Dependent Variable: PK

Uji heterokedasitas model 1



Uji normalitas model 1



Uji linieritas model 1

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .038 ^a | .001 | -.011 | .99928581 |

a. Predictors: (Constant), CM², KM²

Regression

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------------|-------------------|--------|
| 1 | PK, ^a KM, CM | . | Enter |

a. All requested variables entered.

b. Dependent Variable: LM

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .595 ^a | .354 | .342 | .48869 |

a. Predictors: (Constant), PK, KM, CM

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 21.225 | 3 | 7.075 | 29.626 | .000 ^a |
| | Residual | 38.689 | 162 | .239 | | |
| | Total | 59.914 | 165 | | | |

a. Predictors: (Constant), PK, KM, CM

b. Dependent Variable: LM

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part |
| 1 | (Constant) | 1.355 | .259 | | 5.234 | .000 | | | |
| | KM | .107 | .054 | .149 | 1.993 | .048 | .402 | .155 | .126 |
| | CM | .147 | .060 | .186 | 2.459 | .015 | .433 | .190 | .155 |
| | PK | .396 | .073 | .397 | 5.457 | .000 | .540 | .394 | .345 |

a. Dependent Variable: LM

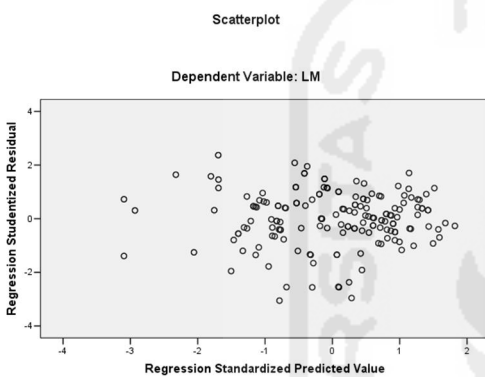
Uji multikolinieritas model 2

Coefficients^a

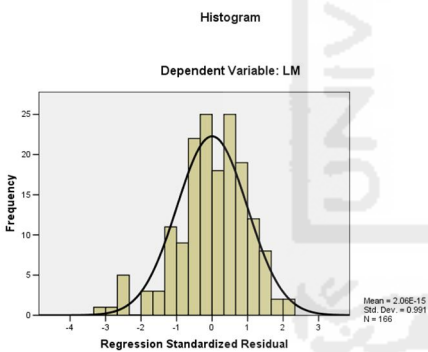
| Model | | Collinearity Statistics | |
|-------|----|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | KM | .717 | 1.394 |
| | CM | .695 | 1.438 |
| | PK | .755 | 1.325 |

a. Dependent Variable: LM

Uji heterokedasitas model 2



Uji normalitas model 2



Uji linieritas model 2

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .029 ^a | .001 | -.018 | .99957768 |

a. Predictors: (Constant), PK², CM², KM²

Regression

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | LM, KM ^a , CM, PK ^a | . | Enter |

a. All requested variables entered.

b. Dependent Variable: MBU

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .768 ^a | .590 | .580 | .42306 |

a. Predictors: (Constant), LM, KM, CM, PK

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 41.418 | 4 | 10.354 | 57.853 | .000 ^a |
| | Residual | 28.815 | 161 | .179 | | |
| | Total | 70.233 | 165 | | | |

a. Predictors: (Constant), LM, KM, CM, PK

b. Dependent Variable: MBU

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part |
| 1 | (Constant) | .270 | .242 | | 1.116 | .266 | | | |
| | KM | .214 | .047 | .273 | 4.523 | .000 | .571 | .336 | .228 |
| | CM | .133 | .053 | .155 | 2.507 | .013 | .527 | .194 | .127 |
| | PK | .148 | .068 | .137 | 2.172 | .031 | .542 | .169 | .110 |
| | LM | .451 | .068 | .416 | 6.630 | .000 | .667 | .463 | .335 |

a. Dependent Variable: MBU

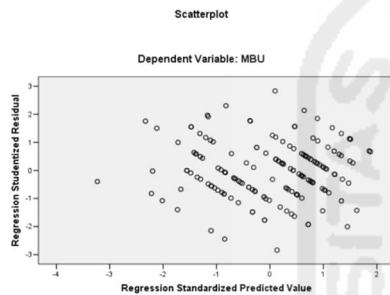
Uji multikolinieritas model 3

Coefficients^a

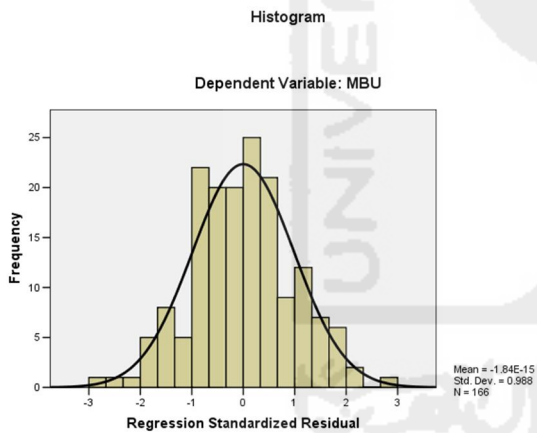
| Model | | Collinearity Statistics | |
|-------|----|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | KM | .700 | 1.428 |
| | CM | .670 | 1.492 |
| | PK | .637 | 1.569 |
| | LM | .646 | 1.549 |

a. Dependent Variable: MBU

Uji heterokedasitas model 3



Uji normalitas model 3



Uji linieritas model 3

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .034 ^a | .001 | -.024 | .99941713 |

a. Predictors: (Constant), LM², CM², KM², PK²

Frequencies

Statistics

| | | Gender | Usia | Uang saku | Sumber informasi |
|---|---------|--------|------|-----------|------------------|
| N | Valid | 166 | 166 | 166 | 166 |
| | Missing | 0 | 0 | 0 | 0 |

Frequency Table

Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Pria | 69 | 41.6 | 41.6 | 41.6 |
| | Wanita | 97 | 58.4 | 58.4 | 100.0 |
| Total | | 166 | 100.0 | 100.0 | |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | 19 - 21 tahun | 47 | 28.3 | 28.3 | 28.3 |
| | 21 - 23 tahun | 63 | 38.0 | 38.0 | 66.3 |
| | 23 - 25 tahun | 56 | 33.7 | 33.7 | 100.0 |
| | Total | 166 | 100.0 | 100.0 | |

Uang saku

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | Rp.500.000 - Rp.1.000.000 | 8 | 4.8 | 4.8 | 4.8 |
| | Rp.1.000.000 - Rp.1.500.000 | 56 | 33.7 | 33.7 | 38.6 |
| | Rp.1.500.000 - Rp.2000.000 | 96 | 57.8 | 57.8 | 96.4 |
| | > Rp.2000.000 | 6 | 3.6 | 3.6 | 100.0 |
| | Total | 166 | 100.0 | 100.0 | |

Sumber informasi

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | Iklan | 29 | 17.5 | 17.5 | 17.5 |
| | Majalah | 26 | 15.7 | 15.7 | 33.1 |
| | Internet | 66 | 39.8 | 39.8 | 72.9 |
| | Teman | 45 | 27.1 | 27.1 | 100.0 |
| | Total | 166 | 100.0 | 100.0 | |



Lampiran 4
Skoring Data Uji Validitas 30 Responden

| No | Kesadaran Merek | | | | | | Citra Merek | | | | | | |
|----|-----------------|-----|-----|-----|-----|-----|-------------|-----|-----|-----|-----|-----|-----|
| | KM1 | KM2 | KM3 | KM4 | KM5 | Tot | CM1 | CM2 | CM3 | CM4 | CM5 | CM6 | Tot |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 2 | 2 | 2 | 2 | 3 | 3 | 12 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 3 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 7 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 8 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 9 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 10 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 11 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 12 | 4 | 4 | 5 | 5 | 4 | 22 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 13 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 14 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 15 | 4 | 3 | 3 | 4 | 4 | 18 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 16 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 3 | 4 | 5 | 26 |
| 17 | 5 | 5 | 4 | 4 | 5 | 23 | 3 | 3 | 3 | 3 | 3 | 5 | 20 |
| 18 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 19 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 4 | 4 | 3 | 5 | 5 | 26 |
| 20 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 4 | 5 | 3 | 5 | 5 | 27 |
| 21 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 22 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 23 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 24 | 4 | 3 | 4 | 3 | 4 | 18 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 25 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 26 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 27 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 28 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 29 | 1 | 1 | 1 | 1 | 1 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 30 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |

0.924 0.934 0.915 0.877 0.904 0.789 0.882 0.801 0.599 0.85 0.675

| Persepsi Kualitas | | | | | | | No | Loyalitas Merek | | | | | | | Minat Beli Ulang | | | | |
|-------------------|-----|-----|-----|-----|-----|-----|----|-----------------|-----|-----|-----|-----|-----|-----|------------------|-----|-----|-----|-----|
| PK1 | PK2 | PK3 | PK4 | PK5 | PK6 | Tot | | LM1 | LM2 | LM3 | LM4 | LM5 | LM6 | LM7 | Tot | MB1 | MB2 | MB3 | Tot |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 5 | 5 | 5 | 15 |
| 3 | 3 | 3 | 3 | 2 | 2 | 16 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 23 | 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 3 | 5 | 4 | 21 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 32 | 3 | 4 | 5 | 12 |
| 3 | 3 | 3 | 3 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 30 | 4 | 4 | 5 | 13 |
| 3 | 3 | 4 | 4 | 4 | 4 | 22 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 5 | 13 |
| 4 | 4 | 5 | 5 | 5 | 5 | 28 | 6 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 | 4 | 5 | 5 | 14 |
| 4 | 4 | 3 | 5 | 5 | 4 | 25 | 7 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 33 | 5 | 5 | 5 | 15 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 | 8 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 24 | 3 | 3 | 3 | 9 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 | 9 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 28 | 4 | 4 | 4 | 12 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 | 10 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 29 | 4 | 4 | 5 | 13 |
| 4 | 4 | 5 | 5 | 5 | 4 | 27 | 11 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 31 | 4 | 5 | 5 | 14 |
| 5 | 4 | 5 | 5 | 5 | 4 | 28 | 12 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 33 | 4 | 5 | 5 | 14 |
| 5 | 4 | 5 | 5 | 5 | 4 | 28 | 13 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 34 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 5 | 5 | 5 | 28 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 5 | 5 | 4 | 14 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 17 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 4 | 3 | 10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 18 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 19 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 32 | 5 | 3 | 5 | 13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 20 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 29 | 4 | 5 | 4 | 13 |
| 5 | 5 | 4 | 4 | 4 | 5 | 27 | 21 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 30 | 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 5 | 5 | 4 | 26 | 22 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 32 | 4 | 4 | 4 | 12 |
| 4 | 3 | 4 | 3 | 3 | 3 | 20 | 23 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 22 | 3 | 2 | 4 | 9 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 | 24 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 25 | 3 | 3 | 4 | 10 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 | 25 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 32 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 5 | 5 | 4 | 26 | 26 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 31 | 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 | 27 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 27 | 4 | 4 | 3 | 11 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 | 28 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 | 4 | 5 | 4 | 13 |
| 4 | 3 | 4 | 3 | 4 | 5 | 23 | 29 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 24 | 4 | 3 | 4 | 11 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 30 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 | 5 | 4 | 5 | 14 |
| 0.8 | 0.7 | 0.7 | 0.8 | 0.8 | 0.7 | | | 0.7 | 0.6 | 0.6 | 0.6 | 0.8 | 0.8 | 0.8 | | 0.9 | 0.8 | 0.8 | |

Lampiran 5
Skoring Data 166 Responden

| No | Kesadaran Merek | | | | | | Citra Merek | | | | | | |
|----|-----------------|-----|-----|-----|-----|-----|-------------|-----|-----|-----|-----|-----|-----|
| | KM1 | KM2 | KM3 | KM4 | KM5 | Tot | CM1 | CM2 | CM3 | CM4 | CM5 | CM6 | Tot |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 2 | 2 | 2 | 2 | 3 | 3 | 12 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 3 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 7 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 8 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 9 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 10 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 11 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 12 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 13 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 14 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 4 | 4 | 3 | 25 |
| 16 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 3 | 4 | 5 | 26 |
| 17 | 5 | 5 | 4 | 4 | 5 | 23 | 3 | 3 | 3 | 3 | 3 | 5 | 20 |
| 18 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 19 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 4 | 4 | 3 | 5 | 5 | 26 |
| 20 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 4 | 5 | 3 | 5 | 5 | 27 |
| 21 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 22 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 23 | 3 | 3 | 3 | 4 | 3 | 16 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 24 | 4 | 3 | 4 | 3 | 4 | 18 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 25 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 26 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 27 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 28 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 29 | 1 | 1 | 1 | 1 | 1 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 30 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 31 | 2 | 2 | 2 | 5 | 5 | 16 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 32 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 33 | 3 | 3 | 3 | 3 | 2 | 14 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 34 | 4 | 3 | 4 | 2 | 2 | 15 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 35 | 3 | 3 | 3 | 3 | 3 | 15 | 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| 36 | 3 | 3 | 4 | 2 | 4 | 16 | 3 | 2 | 3 | 4 | 4 | 4 | 20 |

| | | | | | | | | | | | | | |
|----|---|---|---|---|---|----|---|---|---|---|---|---|----|
| 37 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 2 | 2 | 3 | 2 | 13 |
| 38 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 2 | 2 | 2 | 1 | 11 |
| 39 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 40 | 5 | 3 | 3 | 4 | 5 | 20 | 2 | 2 | 3 | 3 | 3 | 4 | 17 |
| 41 | 3 | 3 | 3 | 2 | 2 | 13 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 42 | 3 | 3 | 3 | 2 | 3 | 14 | 3 | 2 | 3 | 4 | 4 | 3 | 19 |
| 43 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 44 | 3 | 3 | 4 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 45 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| 46 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 3 | 4 | 5 | 26 |
| 47 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 48 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 49 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 50 | 2 | 3 | 2 | 2 | 2 | 11 | 4 | 3 | 3 | 4 | 3 | 3 | 20 |
| 51 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 52 | 1 | 3 | 2 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 3 | 1 | 12 |
| 53 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 54 | 5 | 4 | 3 | 4 | 4 | 20 | 4 | 2 | 4 | 4 | 4 | 4 | 22 |
| 55 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 2 | 2 | 2 | 21 |
| 56 | 4 | 3 | 4 | 2 | 4 | 17 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 57 | 3 | 4 | 3 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 58 | 4 | 3 | 4 | 3 | 4 | 18 | 4 | 3 | 3 | 4 | 4 | 3 | 21 |
| 59 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 60 | 5 | 5 | 4 | 4 | 3 | 21 | 5 | 5 | 5 | 4 | 3 | 4 | 26 |
| 61 | 4 | 4 | 3 | 5 | 5 | 21 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 62 | 3 | 4 | 3 | 4 | 4 | 18 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 63 | 2 | 2 | 2 | 2 | 3 | 11 | 2 | 2 | 3 | 2 | 3 | 3 | 15 |
| 64 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 65 | 4 | 3 | 3 | 2 | 2 | 14 | 5 | 5 | 5 | 2 | 3 | 3 | 23 |
| 66 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 67 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 68 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 69 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 2 | 3 | 3 | 4 | 3 | 18 |
| 70 | 4 | 4 | 4 | 4 | 3 | 19 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 71 | 3 | 3 | 3 | 1 | 1 | 11 | 3 | 2 | 3 | 3 | 4 | 3 | 18 |
| 72 | 3 | 3 | 4 | 1 | 1 | 12 | 3 | 2 | 3 | 3 | 3 | 4 | 18 |
| 73 | 2 | 1 | 1 | 3 | 3 | 10 | 5 | 5 | 5 | 3 | 4 | 4 | 26 |
| 74 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 4 | 4 | 3 | 26 |
| 75 | 2 | 2 | 3 | 3 | 3 | 13 | 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| 76 | 4 | 4 | 4 | 5 | 4 | 21 | 2 | 3 | 3 | 4 | 5 | 3 | 20 |
| 77 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |

| | | | | | | | | | | | | | |
|-----|---|---|---|---|---|----|---|---|---|---|---|---|----|
| 78 | 4 | 4 | 4 | 2 | 2 | 16 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 79 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 2 | 2 | 2 | 21 |
| 80 | 4 | 4 | 4 | 1 | 1 | 14 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 81 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 82 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 83 | 4 | 3 | 4 | 3 | 5 | 19 | 3 | 4 | 5 | 3 | 4 | 5 | 24 |
| 84 | 5 | 5 | 4 | 3 | 5 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 85 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 5 | 3 | 5 | 4 | 25 |
| 86 | 4 | 4 | 5 | 2 | 2 | 17 | 4 | 2 | 3 | 4 | 4 | 4 | 21 |
| 87 | 4 | 4 | 4 | 3 | 5 | 20 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 88 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 89 | 2 | 2 | 2 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 90 | 3 | 4 | 3 | 4 | 3 | 17 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| 91 | 2 | 2 | 2 | 2 | 2 | 10 | 3 | 2 | 3 | 4 | 3 | 4 | 19 |
| 92 | 4 | 4 | 4 | 4 | 4 | 20 | 2 | 2 | 3 | 3 | 4 | 3 | 17 |
| 93 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 2 | 2 | 3 | 1 | 12 |
| 94 | 4 | 4 | 4 | 3 | 3 | 18 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 95 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 96 | 4 | 4 | 4 | 2 | 4 | 18 | 5 | 5 | 5 | 4 | 2 | 2 | 23 |
| 97 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 98 | 3 | 3 | 2 | 2 | 3 | 13 | 3 | 3 | 4 | 2 | 3 | 3 | 18 |
| 99 | 3 | 3 | 3 | 2 | 2 | 13 | 5 | 5 | 5 | 3 | 4 | 4 | 26 |
| 100 | 3 | 3 | 3 | 2 | 2 | 13 | 3 | 2 | 3 | 4 | 4 | 3 | 19 |
| 101 | 2 | 2 | 2 | 1 | 2 | 9 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 102 | 3 | 3 | 3 | 2 | 2 | 13 | 4 | 4 | 2 | 4 | 4 | 3 | 21 |
| 103 | 3 | 3 | 2 | 4 | 4 | 16 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 104 | 2 | 2 | 1 | 4 | 4 | 13 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 105 | 2 | 3 | 3 | 2 | 2 | 12 | 4 | 3 | 3 | 2 | 2 | 3 | 17 |
| 106 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 107 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 108 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 2 | 2 | 1 | 1 | 10 |
| 109 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 110 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 111 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 112 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 113 | 3 | 3 | 3 | 5 | 5 | 19 | 3 | 3 | 3 | 5 | 4 | 2 | 20 |
| 114 | 3 | 3 | 3 | 4 | 5 | 18 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 115 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 116 | 4 | 4 | 4 | 2 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 117 | 4 | 4 | 4 | 2 | 4 | 18 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 118 | 4 | 3 | 4 | 4 | 4 | 19 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |

| | | | | | | | | | | | | | |
|-----|---|---|---|---|---|----|---|---|---|---|---|---|----|
| 119 | 3 | 3 | 3 | 3 | 3 | 15 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 120 | 3 | 3 | 3 | 2 | 2 | 13 | 5 | 5 | 5 | 4 | 3 | 4 | 26 |
| 121 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 122 | 4 | 4 | 4 | 5 | 5 | 22 | 3 | 2 | 3 | 3 | 3 | 5 | 19 |
| 123 | 4 | 3 | 3 | 4 | 3 | 17 | 4 | 2 | 3 | 3 | 4 | 4 | 20 |
| 124 | 4 | 4 | 5 | 5 | 5 | 23 | 3 | 3 | 3 | 3 | 4 | 5 | 21 |
| 125 | 4 | 3 | 4 | 4 | 4 | 19 | 3 | 2 | 3 | 4 | 4 | 4 | 20 |
| 126 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 127 | 2 | 2 | 2 | 2 | 3 | 11 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 128 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 129 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 130 | 3 | 4 | 3 | 4 | 4 | 18 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 131 | 2 | 2 | 2 | 2 | 3 | 11 | 2 | 2 | 3 | 2 | 3 | 3 | 15 |
| 132 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 133 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 2 | 3 | 3 | 23 |
| 134 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 135 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 136 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 137 | 4 | 4 | 5 | 5 | 5 | 23 | 3 | 2 | 3 | 3 | 4 | 3 | 18 |
| 138 | 4 | 4 | 4 | 4 | 3 | 19 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 139 | 3 | 3 | 3 | 1 | 1 | 11 | 3 | 2 | 3 | 3 | 4 | 3 | 18 |
| 140 | 3 | 3 | 4 | 1 | 1 | 12 | 3 | 2 | 3 | 3 | 3 | 4 | 18 |
| 141 | 2 | 1 | 1 | 3 | 3 | 10 | 5 | 5 | 5 | 3 | 4 | 4 | 26 |
| 142 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 4 | 4 | 3 | 26 |
| 143 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| 144 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 145 | 2 | 2 | 3 | 3 | 3 | 13 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 146 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 4 | 5 | 3 | 5 | 5 | 27 |
| 147 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 148 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 149 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 150 | 4 | 3 | 4 | 3 | 4 | 18 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 151 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 152 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 153 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 154 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 155 | 1 | 1 | 1 | 1 | 1 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 156 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 157 | 2 | 2 | 2 | 5 | 5 | 16 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 158 | 4 | 4 | 4 | 5 | 4 | 21 | 2 | 3 | 3 | 4 | 5 | 3 | 20 |
| 159 | 4 | 4 | 4 | 3 | 2 | 17 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |

| | | | | | | | | | | | | | |
|------|------|------|------|------|------|----|------|------|------|------|------|------|----|
| 160 | 4 | 3 | 4 | 2 | 2 | 15 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 161 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 162 | 3 | 3 | 4 | 2 | 4 | 16 | 3 | 2 | 3 | 4 | 4 | 4 | 20 |
| 163 | 4 | 4 | 4 | 2 | 2 | 16 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 164 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 2 | 2 | 2 | 1 | 11 |
| 165 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 166 | 5 | 3 | 3 | 4 | 5 | 20 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| Mean | 3.65 | 3.58 | 3.64 | 3.51 | 3.69 | | 3.75 | 3.50 | 3.74 | 3.49 | 3.64 | 3.64 | |



| Persepsi Kualitas | | | | | | Loyalitas Merek | | | | | | | Minat Beli Ulang | | |
|-------------------|------|------|------|------|------|-----------------|------|------|------|------|------|------|------------------|-------|-------|
| PK 1 | PK 2 | PK 3 | PK 4 | PK 5 | PK 6 | LM 1 | LM 2 | LM 3 | LM 4 | LM 5 | LM 6 | LM 7 | MBu 1 | MBu 2 | MBu 3 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
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| | | | | | | | | | | | | | | | |
|----------|----------|----------|----------|----------|----------|------|------|------|------|------|------|------|------|------|------|
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| 3.7 9 | 3.7 2 | 3.6 7 | 3.7 4 | 3.8 6 | 3.7 8 | 3.80 | 3.84 | 3.64 | 3.67 | 3.63 | 3.83 | 3.96 | 3.95 | 3.73 | 3.67 |



