



LAMPIRAN

Lampiran 1
Kuesioner Pretest

KUESIONER PENELITIAN

A. Identitas Responden: (Berilah tanda “X” pada pilihan yang ada)

1. Jenis kelamin:
 - a. Pria b. Wanita
2. Usia saat ini:
 - a. ≤ 20 tahun b. 21 tahun – 30 tahun c. ≥ 31 thn
3. Pendidikan akhir:
 - a. SMA b. D3 c. S1 d. S2
4. Pekerjaan:
 - a. Tidak bekerja b. Mahasiswa c. Wirausaha d. PNS e. Pegawai Swasta
5. Pendapatan:
 - a. \leq Rp. 2.500.000 b. \geq Rp 2.600.000
6. Dari mana anda membeli tas GUCCI:
 - a. Plaza Indonesia b. Grand Indonesia c. Online Store d. Lain-lain

B. Kuesioner

Saya mohon untuk kesediaan saudara/bapak/ibu untuk memberikan pendapat pernyataan-pernyataan dengan cara menyilang kotak pada salah satu nomer yang dapat dipilih pada skala 1 sampai 5. Skala nomor menunjukkan seberapa dekat jawaban saudara/bapak/ibu dengan pilihan yang tersedia, sebagai berikut:

1. Sangat tidak setuju (STS)
2. Tidak setuju (TS)
3. Setuju (S)
4. Sangat Setuju (SS)

No	Operasionalisasi	1	2	3	4
1	Saya tidak bersedia melakukan upaya ekstra untuk menemukan harga yang lebih rendah.				
2	Uang yang disimpan dengan mencari harga lebih rendah biasanya tidak sebanding dengan waktu.				
3	Saya tidak akan pernah berbelanja di lebih dari satu toko untuk menemukan harga yang lebih rendah				

No	Operasionalisasi	1	2	3	4
4	Waktu yang dibutuhkan untuk menemukan harga yang lebih rendah biasanya tidak sebanding dengan upaya.				
5	Secara umum semakin tinggi harga suatu produk, semakin tinggi kualitasnya.				
6	Harga suatu produk merupakan indikator yang baik dari kualitasnya.				
7	Anda harus selalu membayar lebih untuk yang terbaik.				
8	Produk palsu memiliki desain kemasan yang menarik.				
9	Produk palsu memiliki citra merek yang kuat di pasar.				
10	Produk palsu memiliki bahan yang bagus.				
11	Produk palsu mutunya bagus.				
12	Produk palsu sama handalnya dengan produk asli.				
13	Produk palsu memiliki kualitas yang serupa dengan produk asli.				
14	Produk palsu menyediakan fungsi yang serupa dengan produk asli Produk palsu menyediakan fungsi yang serupa dengan produk asli.				
15	Mempertimbangkan harga, saya lebih suka produk palsu.				
16	Secara umum, membeli produk palsu adalah pilihan bijak.				
17	Seseorang harus mematuhi hukum tidak peduli berapa banyak mereka mengganggu ambisi pribadi.				
18	Seseorang harus mengatakan kebenaran di pengadilan, terlepas dari konsekuensinya.				
19	Seseorang dibenarkan dalam memberikan kesaksian palsu untuk melindungi seorang teman diadili.				
20	Tidak apa-apa bagi seseorang untuk melanggar hukum jika dia tidak tertangkap.				
21	Saya tertarik dengan produk baru.				
22	Saya akan membeli produk hanya karena itu memiliki status.				
23	Saya akan membayar lebih untuk sebuah produk jika itu memiliki status.				
24	Status suatu produk tidak relevan bagi saya.				

No	Operasionalisasi	1	2	3	4
25	Produk lebih berharga bagi saya jika memiliki status tinggi.				
26	Saya akan berpikir tentang produk palsu sebagai pilihan ketika membeli sesuatu.				
27	Saya akan membeli produk tiruan.				
28	Saya akan mempertimbangkan membeli produk palsu untuk seorang teman.				
29	Saya akan mempertimbangkan produk tiruan kepada keluarga saya.				
30	Saya akan membeli produk palsu dari pedagang asongan.				
31	Saya akan mengatakan hal-hal yang baik tentang produk tiruan.				

Lampiran 2
Data Pre-tes

R	EP1	EP2	EP3	EP4	EP5	EP6	EP7	IP1	IP2	IP3	IP4	ATC1	ATC2	ATC3	ATC4	ATC5	LF1	LF2	LF3	LF4	SC1	SC2	SC3	SC4	SC5	PI1	PI2	PI3	PI4	PI5	PI6
1	3	2	2	3	2	2	1	4	4	3	3	4	3	2	3	2	2	3	4	1	4	2	2	2	2	3	2	3	2	3	4
2	3	2	3	3	4	4	2	3	3	3	3	3	3	2	3	3	3	1	3	4	2	3	4	2	3	2	2	4	3	3	3
3	3	2	3	3	3	2	1	2	3	3	3	2	2	2	3	3	3	2	3	4	2	3	3	3	2	2	2	2	2	3	1
4	2	2	3	4	1	2	2	3	3	3	3	3	2	2	2	2	1	2	3	2	3	2	2	2	2	2	3	2	2	3	3
5	2	2	3	2	1	1	1	4	3	4	4	4	4	3	3	3	2	2	3	3	2	3	3	2	2	3	3	4	3	4	4
6	2	2	3	3	3	2	2	1	3	3	3	4	3	2	4	3	2	3	2	3	2	3	4	4	3	3	3	3	3	3	3
7	3	3	2	2	3	2	2	2	2	2	1	1	1	3	1	4	4	2	2	3	4	1	4	3	2	1	2	2	1	1	1
8	2	2	2	2	2	2	1	2	3	2	2	2	2	3	2	1	3	3	4	1	4	1	1	1	3	1	1	1	1	1	1
9	3	3	4	3	2	2	1	3	3	3	4	4	3	2	4	4	4	2	3	3	3	1	2	2	3	2	1	3	1	1	1
10	3	2	3	2	2	2	1	1	3	2	2	2	1	1	1	1	4	2	3	2	2	3	4	3	2	3	3	3	3	3	3
11	3	2	3	2	2	2	2	2	3	2	2	2	1	1	1	1	3	2	2	1	2	2	2	1	1	2	2	2	2	2	2
12	3	2	3	2	1	2	1	1	3	2	2	1	1	1	1	1	3	2	1	1	2	1	2	1	1	3	3	3	3	3	3
13	3	2	3	2	2	2	2	1	3	2	2	1	1	1	1	1	1	3	2	2	2	2	1	1	1	3	3	3	3	3	3
14	3	2	3	2	3	3	3	1	2	2	2	2	1	1	1	1	1	2	2	2	3	3	1	1	1	4	4	4	3	3	4
15	3	4	3	3	2	2	2	2	3	2	2	2	2	2	2	2	2	3	2	2	2	2	2	1	1	1	4	4	4	4	4
16	3	4	3	3	2	2	2	2	2	2	2	2	2	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3	3
17	3	4	3	3	2	3	3	2	2	2	2	2	2	2	3	2	2	2	2	2	3	3	2	2	3	2	2	2	2	2	2
18	3	2	2	2	2	3	3	2	2	2	2	2	2	3	2	2	2	2	2	2	3	3	2	2	3	2	2	2	2	2	2
19	1	1	2	3	1	2	2	1	1	1	1	1	1	1	4	1	1	1	1	1	2	2	2	2	3	2	2	2	2	2	2
20	3	2	4	2	4	3	2	3	2	1	1	1	1	2	1	3	3	2	1	1	3	2	1	1	1	4	4	4	4	4	4
21	2	2	3	2	2	2	2	3	2	1	2	3	2	3	3	3	3	2	1	2	2	2	1	1	2	2	3	2	2	2	2
22	2	3	2	2	2	1	1	3	3	3	2	3	1	1	1	3	3	3	2	1	1	3	2	1	3	2	1	3	2	2	3
23	2	3	2	2	1	2	1	3	2	2	2	3	3	2	1	4	3	2	2	2	2	1	3	2	2	3	1	3	3	4	1
24	2	1	2	2	2	1	3	1	3	1	1	1	2	1	2	4	1	3	1	1	1	3	1	3	1	3	3	3	3	2	2
25	4	2	2	1	1	1	1	1	3	1	1	1	2	2	1	1	1	3	1	1	1	1	1	3	1	2	2	2	2	3	3
26	3	3	3	3	3	3	2	2	3	2	3	3	3	3	3	2	2	3	2	3	3	2	2	3	2	2	2	2	3	3	3
27	4	3	3	3	1	3	3	2	4	2	2	2	2	4	2	3	2	4	2	3	3	2	2	4	2	2	2	3	3	3	3
28	1	3	3	2	2	2	3	2	1	1	1	1	1	1	2	1	1	3	3	1	2	3	2	1	1	3	3	3	3	4	4
29	4	3	2	3	4	2	4	4	3	3	3	3	3	2	3	2	3	2	3	3	4	3	2	3	4	3	3	2	3	2	4
30	4	2	3	2	2	2	2	4	4	2	2	2	1	1	1	1	2	2	1	4	2	2	3	2	2	2	2	2	2	2	2

Lampiran 3
Data Analisa Pre-test

1. Variabel Ekstrinsik Produk Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.598
Bartlett's Test of Sphericity Approx. Chi-Square	34.555
df	21
Sig.	.032

Anti-image Matrices

		EP1	EP2	EP3	EP4	EP5	EP6	EP7
Anti-image Covariance	EP1	.641	-.284	-.133	.245	-.080	-.091	-.163
	EP2	-.284	.750	-.023	-.240	.053	.038	-.001
	EP3	-.133	-.023	.776	-.131	-.051	-.174	.202
	EP4	.245	-.240	-.131	.710	.003	-.169	-.113
	EP5	-.080	.053	-.051	.003	.727	-.212	-.125
	EP6	-.091	.038	-.174	-.169	-.212	.585	-.153
	EP7	-.163	-.001	.202	-.113	-.125	-.153	.723
Anti-image Correlation	EP1	.517 ^a	-.410	-.189	.363	-.117	-.148	-.240
	EP2	-.410	.512 ^a	-.030	-.328	.072	.058	-.002
	EP3	-.189	-.030	.587 ^a	-.177	-.067	-.258	.269
	EP4	.363	-.328	-.177	.460 ^a	.004	-.263	-.158
	EP5	-.117	.072	-.067	.004	.751 ^a	-.325	-.173
	EP6	-.148	.058	-.258	-.263	-.325	.694 ^a	-.236
	EP7	-.240	-.002	.269	-.158	-.173	-.236	.633 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component		
	1	2	3
EP1	.590	-.499	.476
EP2	.484	.093	.684
EP3	.494	.461	.224
EP4	.466	.686	-.152
EP5	.651	-.209	-.388
EP6	.784	.093	-.283
EP7	.590	-.399	-.301

Extraction Method: Principal Component
Analysis.

a. 3 components extracted.

Literasi 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.663
Bartlett's Test of Sphericity	Approx. Chi-Square
	26.047
	Df
	15
	Sig.
	.038

Anti-image Matrices

		EP1	EP2	EP3	EP5	EP6	EP7
Anti-image Covariance	EP1	.738	-.260	-.104	-.093	-.040	-.147
	EP2	-.260	.840	-.077	.061	-.023	-.045
	EP3	-.104	-.077	.801	-.052	-.227	.191
	EP5	-.093	.061	-.052	.727	-.227	-.128
	EP6	-.040	-.023	-.227	-.227	.628	-.199
	EP7	-.147	-.045	.191	-.128	-.199	.741
Anti-image Correlation	EP1	.707 ^a	-.331	-.136	-.127	-.059	-.199
	EP2	-.331	.638 ^a	-.094	.078	-.031	-.057
	EP3	-.136	-.094	.556 ^a	-.068	-.320	.248
	EP5	-.127	.078	-.068	.730 ^a	-.336	-.174
	EP6	-.059	-.031	-.320	-.336	.667 ^a	-.291
	EP7	-.199	-.057	.248	-.174	-.291	.633 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component		
	1	2	3
EP1	.676	.315	.293
EP2	.460	.650	.393
EP3	.472	.410	-.686
EP5	.677	-.405	-.184
EP6	.765	-.219	-.267
EP7	.602	-.437	.456

Extraction Method: Principal Component
Analysis.

a. 3 components extracted.

Literasi 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.658
Bartlett's Test of Sphericity Approx. Chi-Square	21.768
Df	10
Sig.	.016

Anti-image Matrices

		EP1	EP3	EP5	EP6	EP7
Anti-image Covariance	EP1	.829	-.145	-.084	-.053	-.181
	EP3	-.145	.808	-.047	-.231	.189
	EP5	-.084	-.047	.732	-.227	-.126
	EP6	-.053	-.231	-.227	.629	-.201
	EP7	-.181	.189	-.126	-.201	.744
Anti-image Correlation	EP1	.751 ^a	-.178	-.108	-.073	-.231
	EP3	-.178	.519 ^a	-.061	-.325	.244
	EP5	-.108	-.061	.744 ^a	-.335	-.171
	EP6	-.073	-.325	-.335	.655 ^a	-.294
	EP7	-.231	.244	-.171	-.294	.609 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component	
	1	2
EP1	.626	-.025
EP3	.466	.808
EP5	.731	-.080
EP6	.800	.098
EP7	.622	-.613

Extraction Method: Principal
Component Analysis.

a. 2 components extracted.

Literasi 3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.716
Bartlett's Test of Sphericity Approx. Chi-Square	16.333
Df	6
Sig.	.012

Anti-image Matrices

		EP1	EP5	EP6	EP7
Anti-image Covariance	EP1	.856	-.096	-.109	-.162
	EP5	-.096	.734	-.270	-.123
	EP6	-.109	-.270	.703	-.174
	EP7	-.162	-.123	-.174	.791
Anti-image Correlation	EP1	.779 ^a	-.121	-.141	-.197
	EP5	-.121	.696 ^a	-.375	-.161
	EP6	-.141	-.375	.682 ^a	-.234
	EP7	-.197	-.161	-.234	.749 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
EP1	.623
EP5	.745
EP6	.775
EP7	.708

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reliabilitas**Reliability Statistics**

	Cronbach's Alpha	
	Based on	
Cronbach's Alpha	Standardized Items	N of Items

.673	.679	4
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2. Variabel Intrinsik Produk Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.711
Bartlett's Test of Sphericity Approx. Chi-Square	40.981
Df	6
Sig.	.000

Anti-image Matrices

		IP1	IP2	IP3	IP4
Anti-image Covariance	IP1	.752	-.064	-.048	-.114
	IP2	-.064	.736	-.007	-.149
	IP3	-.048	-.007	.386	-.245
	IP4	-.114	-.149	-.245	.328
Anti-image Correlation	IP1	.885 ^a	-.086	-.088	-.228
	IP2	-.086	.840 ^a	-.012	-.303
	IP3	-.088	-.012	.667 ^a	-.688
	IP4	-.228	-.303	-.688	.642 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
IP1	.685
IP2	.686
IP3	.857
IP4	.905

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Reliabilitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.792	4

3. Variabel ATC Validitas dan Relibilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.735
Bartlett's Test of Sphericity	Approx. Chi-Square
	53.646
	df
	10
	Sig.
	.000

Anti-image Matrices

		ATC1	ATC2	ATC3	ATC4	ATC5
Anti-image Covariance	ATC1	.378	-.206	.128	-.070	-.039
	ATC2	-.206	.274	-.161	-.131	-.090
	ATC3	.128	-.161	.713	-.059	-.122
	ATC4	-.070	-.131	-.059	.571	.023
	ATC5	-.039	-.090	-.122	.023	.763
Anti-image Correlation	ATC1	.688 ^a	-.639	.246	-.150	-.073
	ATC2	-.639	.676 ^a	-.365	-.330	-.197
	ATC3	.246	-.365	.687 ^a	-.093	-.165
	ATC4	-.150	-.330	-.093	.867 ^a	.035
	ATC5	-.073	-.197	-.165	.035	.883 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
ATC1	.817
ATC2	.917
ATC3	.592
ATC4	.773
ATC5	.624

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Relibilitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.796	.802	5

4. Variabel Purchase Intentions Validitas dan Relibilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.856
Bartlett's Test of Sphericity	Approx. Chi-Square
	84.107
	df
	15
	Sig.
	.000

Anti-image Matrices

		PI1	PI2	PI3	PI4	PI5	PI6
Anti-image Covariance	PI1	.631	-.009	-.105	-.081	.032	-.070
	PI2	-.009	.663	.047	-.058	-.035	-.161
	PI3	-.105	.047	.464	-.107	-.054	-.045
	PI4	-.081	-.058	-.107	.227	-.161	-.105
	PI5	.032	-.035	-.054	-.161	.386	.008
	PI6	-.070	-.161	-.045	-.105	.008	.443
Anti-image Correlation	PI1	.915 ^a	-.014	-.195	-.214	.065	-.132
	PI2	-.014	.888 ^a	.084	-.148	-.069	-.297
	PI3	-.195	.084	.897 ^a	-.329	-.127	-.099
	PI4	-.214	-.148	-.329	.791 ^a	-.544	-.333
	PI5	.065	-.069	-.127	-.544	.836 ^a	.020
	PI6	-.132	-.297	-.099	-.333	.020	.879 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
PI1	.698
PI2	.649
PI3	.800
PI4	.920
PI5	.815
PI6	.820

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Relibilitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.875	6

5. Variabel Lawfullnes Validitas dan Relibilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.543
Bartlett's Test of Sphericity	Approx. Chi-Square
	10.777
	df
	6
	Sig.
	.096

Anti-image Matrices

		LF1	LF2	LF3	LF4
Anti-image Covariance	LF1	.875	.138	-.205	-.060
	LF2	.138	.909	-.130	.206
	LF3	-.205	-.130	.758	-.306
	LF4	-.060	.206	-.306	.761
Anti-image Correlation	LF1	.649 ^a	.155	-.252	-.073
	LF2	.155	.431 ^a	-.156	.247
	LF3	-.252	-.156	.519 ^a	-.403
	LF4	-.073	.247	-.403	.555 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component	
	1	2
LF1	.652	-.008
LF2	-.398	.876
LF3	.730	.490
LF4	.772	-.005

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Literasi 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.602
Bartlett's Test of Sphericity Approx. Chi-Square	8.310
df	3
Sig.	.040

Anti-image Matrices

		LF1	LF3	LF4
Anti-image Covariance	LF1	.896	-.195	-.099
	LF3	-.195	.777	-.302
	LF4	-.099	-.302	.811
Anti-image Correlation	LF1	.678 ^a	-.233	-.117
	LF3	-.233	.575 ^a	-.380
	LF4	-.117	-.380	.593 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
LF1	.648
LF3	.804
LF4	.759

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Relibilitas**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.580	.583	3

6. Variabel Status Consumsi Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.569
Bartlett's Test of Sphericity	Approx. Chi-Square
	19.424
	df
	10
	Sig.
	.035

Anti-image Matrices

		SC1	SC2	SC3	SC4	SC5
Anti-image Covariance	SC1	.813	.117	.015	.116	-.314
	SC2	.117	.941	.013	-.093	-.101
	SC3	.015	.013	.708	-.303	-.118
	SC4	.116	-.093	-.303	.660	-.179
	SC5	-.314	-.101	-.118	-.179	.691
Anti-image Correlation	SC1	.402 ^a	.134	.020	.158	-.419
	SC2	.134	.610 ^a	.016	-.119	-.125
	SC3	.020	.016	.632 ^a	-.443	-.168
	SC4	.158	-.119	-.443	.589 ^a	-.265
	SC5	-.419	-.125	-.168	-.265	.574 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component	
	1	2
SC1	.243	.869
SC2	.335	-.439
SC3	.759	-.177
SC4	.786	-.294
SC5	.736	.409

Extraction Method: Principal
Component Analysis.

a. 2 components extracted.

Literasi 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.647
Bartlett's Test of Sphericity Approx. Chi-Square	14.114
df	6
Sig.	.028

Anti-image Matrices

		SC2	SC3	SC4	SC5
Anti-image Covariance	SC2	.958	.011	-.115	-.068
	SC3	.011	.709	-.313	-.136
	SC4	-.115	-.313	.677	-.167
	SC5	-.068	-.136	-.167	.839
Anti-image Correlation	SC2	.712 ^a	.013	-.143	-.076
	SC3	.013	.621 ^a	-.452	-.176
	SC4	-.143	-.452	.614 ^a	-.222
	SC5	-.076	-.176	-.222	.748 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.598	.599	4

Component Matrix^a

	Component
	1
SC2	.373
SC3	.778
SC4	.819
SC5	.682

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Lampiran 4
Data Penelitian

NO	EP1	EP5	EP6	EP7	IP1	IP2	IP3	IP4	ATC1	ATC2	ATC3	ATC4	ATC5	LF1	LF3	LF4	SC2	SC3	SC4	SC5	PI1	PI2	PI3	PI4	PI5	PI6
1	3	2	2	1	4	4	3	3	4	3	2	2	2	2	2	4	2	3	3	2	3	2	3	2	3	4
2	3	4	4	2	3	3	3	3	3	3	2	4	3	3	3	4	3	3	3	3	3	2	4	3	3	3
3	3	2	1	2	3	3	3	3	2	2	2	1	3	3	3	4	3	3	2	2	2	2	2	2	3	1
4	2	1	2	2	3	3	3	3	3	2	2	2	2	1	3	2	3	3	3	3	2	3	2	2	3	3
5	2	1	1	1	4	3	4	4	4	3	3	3	3	2	3	3	1	2	2	1	3	3	3	4	3	4
6	2	3	2	2	1	3	3	3	4	3	2	4	3	2	2	3	2	2	2	2	3	3	3	3	3	3
7	3	3	2	2	2	2	2	1	1	1	3	1	4	4	2	3	3	3	4	3	1	2	2	1	1	1
8	2	2	2	1	3	2	2	2	2	2	3	2	4	4	3	3	2	2	3	3	2	1	1	1	1	1
9	3	2	2	1	3	3	3	4	4	3	2	4	4	4	3	3	2	2	3	3	2	1	3	1	1	1
10	3	2	2	1	1	3	2	2	2	1	1	1	1	4	3	2	3	3	3	3	3	3	3	3	3	3
11	3	2	2	2	2	3	2	2	2	1	1	1	1	1	3	2	1	3	4	3	3	2	2	2	2	2
12	3	1	2	1	1	3	2	2	1	1	1	1	1	3	1	1	3	3	3	3	3	3	3	3	3	3
13	3	2	2	2	1	3	2	2	1	1	1	1	1	1	2	2	2	2	2	2	1	3	3	3	3	3
14	3	3	3	3	1	2	2	1	1	1	1	1	1	1	2	2	4	3	4	4	4	4	4	4	4	4
15	3	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	3	3	4	4	1	4	4	4	4	4
16	3	2	2	2	2	2	2	2	2	2	3	3	2	2	2	2	3	3	3	3	2	2	3	3	3	3
17	3	2	3	3	2	2	2	2	2	2	3	3	2	2	2	2	2	2	3	3	3	2	2	2	2	2
18	3	2	3	3	2	2	2	2	2	2	3	2	2	2	2	3	3	4	3	2	2	2	2	2	2	3
19	1	1	2	2	1	1	1	1	1	1	1	4	1	1	1	1	1	1	1	1	1	4	1	4	4	4
20	3	4	3	2	3	2	1	1	1	1	2	1	3	3	1	1	4	3	4	4	4	4	4	4	4	4
21	2	2	2	2	3	2	1	2	3	2	3	3	3	3	1	2	3	4	3	3	2	3	2	2	2	2
22	2	1	1	1	3	3	3	2	3	1	1	1	3	3	2	2	2	2	2	2	2	1	3	2	2	3
23	2	1	2	1	3	2	2	2	3	3	2	1	4	3	2	4	4	4	3	4	3	1	3	3	4	1
24	2	2	1	3	1	3	1	1	1	2	1	2	4	1	1	1	4	4	3	4	3	3	3	3	2	2
25	4	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	3	3	4	4	2	2	2	2	3	3
26	3	3	2	2	3	2	3	3	3	3	3	2	2	3	2	3	3	3	3	3	2	2	2	3	3	3
27	4	1	3	3	2	2	4	2	2	2	4	2	3	2	4	2	4	3	3	4	2	2	3	3	3	3
28	1	2	2	3	2	1	1	1	1	1	2	1	1	3	3	1	4	4	3	3	3	3	3	3	3	4
29	4	4	2	4	4	3	3	3	3	3	2	3	2	3	3	3	3	3	4	4	3	2	3	2	4	4
30	4	2	2	2	4	4	2	2	2	1	1	1	1	1	2	1	4	3	4	4	2	2	2	2	2	2
31	2	4	3	3	3	3	3	2	3	3	3	3	2	1	3	4	3	3	3	3	3	4	2	3	2	2
32	1	3	2	3	2	2	3	4	3	3	4	3	3	3	2	2	2	2	1	1	3	3	1	1	2	3
33	1	3	2	3	2	3	3	3	4	4	4	3	3	3	2	3	3	3	3	3	3	4	2	3	2	3
34	3	4	3	2	1	1	2	2	3	2	3	1	2	3	2	3	3	3	3	3	1	1	2	2	1	2
35	1	3	2	3	2	2	2	2	2	3	2	3	1	2	2	2	4	4	4	4	1	2	2	2	1	2
36	1	3	3	2	3	3	3	4	4	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	3	3
37	1	4	1	3	3	3	3	3	4	4	4	4	4	3	3	3	4	4	4	4	3	3	3	3	3	3
38	2	3	4	4	2	1	4	4	4	2	2	2	1	3	3	2	4	4	3	3	2	2	4	4	4	3
39	2	3	2	4	1	2	2	2	3	3	3	3	3	3	2	3	4	3	4	4	3	3	3	3	2	3
40	2	3	2	4	1	3	3	2	4	3	3	4	3	2	3	2	3	4	3	3	3	3	4	3	3	3
41	1	4	4	3	3	2	4	4	4	3	3	2	2	3	1	3	4	4	4	4	3	3	4	2	2	2
42	3	4	4	3	3	1	2	2	2	2	4	1	3	3	4	3	3	3	3	3	3	2	4	3	2	3
43	2	4	3	3	2	2	3	2	2	1	3	2	3	3	3	4	4	3	3	3	3	3	3	2	3	3
44	3	4	4	2	3	3	2	2	2	1	3	2	3	3	3	3	3	3	4	4	3	2	2	2	2	2
45	2	2	1	1	1	2	2	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1
46	2	2	1	2	2	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	2	2	1	1	1	1
47	3	3	3	3	3	3	4	4	3	3	3	4	4	1	1	4	4	4	4	3	4	4	4	4	3	4
48	4	3	3	3	3	3	3	4	4	4	3	3	3	3	2	1	3	3	3	3	4	3	4	4	3	4
49	3	3	2	3	3	3	2	3	3	2	3	3	3	3	2	2	3	4	3	3	3	3	3	3	3	3
50	4	4	3	4	3	4	3	4	4	3	3	4	4	4	2	1	3	3	3	4	4	4	3	4	4	4

Lampiran 4
Data Penelitian

NO	EP1	EP5	EP6	EP7	IP1	IP2	IP3	IP4	ATC1	ATC2	ATC3	ATC4	ATC5	LE1	LF3	LF4	SC2	SC3	SC4	SC5	PI1	PI2	PI3	PI4	PI5	PI6	
1	2	3	3	4	4	4	3	3	4	3	2	3	2	2	3	4	2	3	3	2	3	2	3	2	3	4	
2	2	1	1	3	3	3	3	3	3	3	2	4	3	3	3	3	3	3	3	3	3	2	2	4	3	3	
3	4	4	3	4	2	3	3	3	2	2	2	1	3	3	3	4	3	3	3	2	2	2	2	2	3	1	
4	3	4	3	3	3	3	3	3	3	2	2	2	2	1	3	2	3	3	3	3	3	2	3	2	3	3	
5	3	4	4	4	4	4	4	4	4	4	3	3	3	2	3	3	1	2	2	1	3	3	3	4	3	4	
6	3	2	3	3	1	3	3	3	4	3	2	4	3	2	2	3	2	2	2	3	3	3	3	3	3	3	
7	2	2	3	3	2	2	2	1	1	1	3	1	4	4	2	3	3	3	4	3	1	2	2	1	1	1	
8	3	3	3	4	2	3	2	2	2	2	3	2	1	3	4	1	3	3	4	3	1	1	1	1	1	1	
9	2	3	3	4	3	3	3	4	4	3	2	4	4	4	3	3	2	2	3	3	2	1	3	1	1	1	
10	2	3	3	4	1	3	2	2	2	1	1	1	1	4	3	2	3	3	3	3	3	3	3	3	3	3	
11	2	3	3	3	2	3	2	2	2	1	1	1	1	3	2	1	3	4	3	3	3	2	2	2	2	2	
12	2	4	3	4	1	3	2	2	1	1	1	1	1	3	1	3	3	3	3	3	3	3	3	3	3	3	
13	2	3	3	3	1	3	2	2	1	1	1	1	1	1	2	2	2	2	2	1	3	3	3	3	3	3	
14	2	2	2	2	1	2	2	2	2	1	1	1	1	1	2	2	4	3	4	3	4	4	4	4	3	4	
15	2	3	3	3	2	3	2	2	2	2	2	2	2	2	2	2	3	3	4	4	1	4	4	4	4	4	
16	2	3	3	3	2	2	2	2	2	2	3	3	2	2	2	2	3	3	3	3	2	2	3	3	3	3	
17	2	3	2	2	2	2	2	2	2	2	3	3	2	2	2	2	2	2	3	3	3	2	2	2	2	2	
18	2	3	2	2	2	2	2	2	2	2	3	2	2	2	2	2	3	3	4	3	2	2	2	2	2	3	
19	4	4	3	3	1	1	1	1	1	1	1	4	1	1	1	1	1	1	1	1	1	4	1	4	4	3	4
20	2	1	2	3	3	2	1	1	1	1	2	1	3	3	1	1	4	3	4	4	4	4	4	4	4	4	4
21	3	3	3	3	3	2	1	2	3	2	3	3	3	3	1	2	3	4	3	3	3	2	3	2	2	2	
22	2	2	1	1	3	3	3	3	2	1	1	1	1	3	3	2	2	2	2	2	2	1	3	2	2	3	
23	3	4	3	4	3	2	2	2	3	3	2	1	4	3	2	4	4	4	3	4	4	3	1	3	3	4	1
24	3	3	4	2	1	3	1	1	1	2	1	2	4	1	1	1	4	4	3	4	3	3	3	3	2	2	
25	1	4	4	4	1	3	1	1	1	2	2	1	1	1	1	1	3	3	4	4	2	2	2	2	3	3	
26	2	2	2	3	2	3	2	3	3	3	3	3	2	2	2	3	3	3	3	3	3	2	2	3	3	3	
27	1	4	2	2	2	2	4	2	2	2	4	2	3	2	4	2	4	3	3	4	2	2	3	3	3	3	
28	4	3	3	2	2	1	1	1	1	1	2	1	1	3	3	1	4	4	3	3	3	3	3	3	3	4	
29	2	1	3	1	4	3	3	3	3	3	2	3	2	3	3	3	3	3	4	4	3	3	2	3	2	4	
30	1	3	3	3	4	4	2	2	2	1	1	1	1	2	2	1	4	3	4	4	4	2	2	2	2	2	
31	3	1	2	2	3	3	3	3	3	3	3	3	2	1	3	4	3	3	3	3	3	4	2	3	2	3	
32	4	2	3	2	2	2	3	4	3	3	4	3	3	3	2	2	2	2	1	1	3	3	1	1	2	3	
33	4	2	3	2	2	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	4	2	3	2	3	
34	1	1	2	3	1	1	2	2	3	2	3	1	2	3	2	3	3	3	3	3	3	1	2	2	1	2	
35	4	2	2	2	2	2	2	2	2	3	2	3	1	2	2	4	4	4	4	4	1	1	2	2	1	2	
36	4	2	2	3	3	3	3	4	4	4	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	
37	4	2	3	2	3	3	3	3	4	4	4	4	4	3	3	4	4	4	3	4	3	3	3	3	3	3	
38	3	2	1	1	2	1	4	4	4	2	2	2	1	3	3	2	4	4	3	3	2	2	4	4	4	3	
39	3	2	3	1	1	2	2	2	3	3	3	3	3	3	2	3	4	3	4	4	4	3	3	3	2	3	
40	3	2	3	1	1	3	3	2	4	3	3	4	3	2	3	2	3	4	3	3	3	3	4	3	3	3	

Lampiran 4
Data Penelitian (lanjutan)

NO	EP1	EP5	EP6	EP7	IP1	IP2	IP3	IP4	ATC1	ATC2	ATC3	ATC4	ATC5	LF1	LF3	LF4	SC2	SC3	SC4	SC5	PI1	PI2	PI3	PI4	PI5	PI6	
41	4	1	1	2	3	2	4	4	4	3	3	2	2	3	1	3	4	4	4	4	3	3	4	2	2	2	
42	4	1	1	2	3	1	2	2	2	2	4	1	3	3	4	4	3	3	3	3	3	3	2	4	3	2	3
43	3	1	2	2	2	3	2	3	2	1	3	2	3	3	2	3	4	4	4	3	3	3	3	3	2	3	
44	2	1	1	3	3	3	2	2	2	1	3	2	3	3	3	3	3	3	3	4	4	3	2	2	2	2	
45	3	3	4	4	1	2	2	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	
46	3	3	4	3	2	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	2	2	1	1	1	1	
47	2	2	2	2	3	3	4	4	3	3	3	4	4	1	1	1	4	4	4	3	4	4	4	3	3	4	
48	1	2	2	2	3	3	3	4	4	4	3	3	3	2	2	1	3	3	3	3	4	4	4	4	3	4	
49	2	2	3	2	3	3	2	3	3	2	3	3	3	1	2	2	3	4	4	3	3	3	3	3	3	3	
50	1	1	2	2	3	4	3	4	4	3	3	4	4	2	2	1	3	3	3	4	4	4	4	3	4	4	
51	3	3	3	3	2	1	1	1	2	1	1	2	2	2	2	2	1	2	1	1	1	1	1	2	1	1	
52	3	3	3	3	1	1	2	2	2	1	1	1	1	1	2	3	1	2	1	1	1	1	1	1	1	2	
53	2	3	3	3	3	3	2	3	2	3	2	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	
54	2	2	2	2	3	2	3	3	3	3	2	3	2	3	3	3	3	4	4	3	3	3	3	3	3	3	
55	1	2	1	1	4	3	4	4	3	3	4	3	3	1	1	1	3	3	4	3	4	4	4	3	3	4	
56	1	1	1	1	3	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	4	4	4	4	4	
57	1	1	1	2	4	3	4	3	3	3	3	2	2	1	1	1	3	3	3	3	3	3	3	3	3	3	
58	2	2	2	3	2	3	3	3	3	2	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	
59	1	1	2	1	4	3	4	4	4	3	3	4	4	2	2	2	4	4	3	4	4	4	4	3	3	3	
60	3	3	3	4	1	1	1	1	1	1	2	2	2	2	2	1	2	2	2	2	2	1	1	1	1	1	
61	3	3	3	3	3	3	3	3	3	2	2	3	3	1	1	3	3	3	3	3	3	3	2	2	3	3	
62	4	4	4	3	4	3	4	3	3	3	2	3	3	2	2	2	3	3	3	3	3	3	3	3	3	4	
63	3	4	3	3	3	3	4	4	3	3	3	3	4	2	3	3	3	4	4	4	4	4	4	3	4	3	
64	4	3	3	4	4	4	3	4	3	2	3	3	3	3	3	4	4	4	3	3	3	4	3	3	3	3	
65	3	3	3	3	3	3	3	3	3	3	3	2	3	2	1	1	3	3	3	3	3	3	3	3	3	3	
66	2	2	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	
67	2	2	3	3	2	3	2	2	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	1	1	1	
68	3	3	3	4	3	3	4	4	4	4	3	3	4	2	1	2	4	3	3	4	4	4	4	4	4	3	
69	3	4	4	4	4	4	4	4	4	4	3	3	3	2	2	2	4	3	4	4	4	4	3	3	3	3	
70	3	3	3	2	3	2	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	
71	3	4	3	4	4	4	2	4	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	
72	4	4	3	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	3	4	4	4	4	3	3	4	
73	4	4	3	3	3	3	4	4	4	3	4	4	4	2	2	2	4	4	4	4	4	4	4	3	3	4	
74	3	3	3	3	3	3	4	3	3	3	3	3	3	2	2	2	3	4	4	3	3	3	4	3	4	4	
75	3	4	3	3	3	3	4	4	4	3	4	3	3	1	2	1	3	4	3	4	4	4	3	3	3	4	
76	3	4	4	3	3	4	4	4	4	3	3	4	4	1	2	2	4	3	4	4	4	4	4	4	4	3	
77	4	4	3	4	4	4	4	4	4	3	4	4	4	3	2	2	4	4	3	4	4	4	4	4	4	4	
78	3	4	4	4	4	4	3	4	4	4	4	4	3	1	2	2	4	3	4	4	4	4	4	4	4	3	
79	4	4	4	4	4	4	4	4	3	4	3	3	3	1	1	1	3	3	3	3	3	4	3	4	4	4	
80	4	4	3	4	4	4	4	4	3	3	3	4	4	1	2	2	3	4	4	4	4	4	4	4	4	4	

Lampiran 4
Data Penelitian (lanjutan)

NO	EP1	EP5	EP6	EP7	IP1	IP2	IP3	IP4	ATC1	ATC2	ATC3	ATC4	ATC5	LFI	LF3	LF4	SC2	SC3	SC4	SC5	PI1	PI2	PI3	PI4	PI5	PI6
81	4	4	4	3	3	4	4	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4	3	3	4	4
82	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	4	3	3	3	3	3	3	3	3
83	4	4	4	4	4	4	3	3	3	3	3	3	3	1	1	2	3	3	3	3	3	3	4	4	3	3
84	3	3	4	4	4	4	4	3	4	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4
85	3	3	3	4	4	3	3	4	3	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4
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Lampiran 4
Data Penelitian (lanjutan)

NO	EP1	EP5	EP6	EP7	IP1	IP2	IP3	IP4	ATC1	ATC2	ATC3	ATC4	ATC5	LE1	LE3	LE4	SC2	SC3	SC4	SC5	PH1	PH2	PH3	PH4	PH5	PH6
121	2	2	2	3	2	2	1	1	2	2	2	2	2	1	1	1	1	1	2	1	1	1	1	1	1	2
122	1	2	2	2	2	2	1	1	2	2	2	2	2	2	2	2	1	2	1	1	1	1	2	1	1	1
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138	1	1	2	1	4	4	4	4	4	3	4	4	3	3	3	3	4	3	4	4	4	4	4	4	4	4
139	2	2	2	2	3	3	3	3	3	3	3	4	4	4	3	3	3	4	3	3	3	3	4	3	4	4

Lampiran 5

Uji Statistik Deskriptif Responden - *One Way ANOVA*

Output ANOVA Berdasarkan Jenis Usia

Descriptives

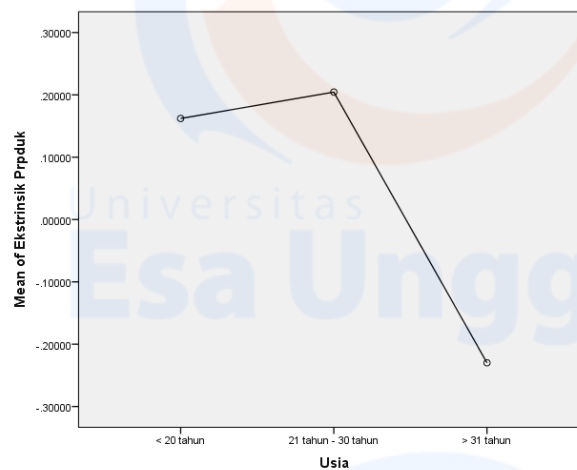
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Ekstrinsik Prpduk	< 20 tahun	25	.1621207	1.15243876	.23048775	-.3135827	.6378240	-2.41652	1.39984
	21 tahun - 30 tahun	51	.2044661	.92979961	.13019799	-.0570443	.4659764	-2.02269	1.39984
	> 31 tahun	63	-.2298537	.95698794	.12056915	-.4708680	.0111606	-2.06425	1.39984
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.41652	1.39984
Intrinsik Produk	< 20 tahun	25	.3309408	.82263245	.16452649	-.0086252	.6705068	-1.84146	1.33655
	21 tahun - 30 tahun	51	.0775187	1.10174835	.15427563	-.2323530	.3873904	-2.47531	1.33655
	> 31 tahun	63	-.1940789	.94739576	.11936065	-.4326774	.0445196	-2.17407	1.33655
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.47531	1.33655
Sikap pada Produk Tiruan	< 20 tahun	25	.1585971	.82811910	.16562382	-.1832337	.5004278	-1.66303	1.09735
	21 tahun - 30 tahun	51	.1577667	.95929822	.13432862	-.1120403	.4275737	-2.44073	1.37392
	> 31 tahun	63	-.1906513	1.07268464	.13514556	-.4608034	.0795009	-2.44073	1.37392
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.44073	1.37392
Sikap Patuh Hukum	< 20 tahun	25	-.0181615	1.03855944	.20771189	-.4468577	.4105348	-1.44425	2.32822
	21 tahun - 30 tahun	51	.0421277	1.13035378	.15828119	-.2757895	.3600448	-1.44425	2.32822
	> 31 tahun	63	-.0268964	.88065359	.11095192	-.2486861	.1948933	-1.44425	2.32822
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-1.44425	2.32822
Status Konsumsi	< 20 tahun	25	-.0973213	1.13408092	.22681618	-.5654469	.3708043	-2.66035	1.22090
	21 tahun - 30 tahun	51	.0590954	.98731404	.13825162	-.2185911	.3367820	-3.03124	1.22090
	> 31 tahun	63	-.0092196	.96697862	.12182785	-.2527500	.2343108	-2.65278	1.22090
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-3.03124	1.22090
Intensi Pembelian	< 20 tahun	25	.0305620	1.08287155	.21657431	-.4164254	.4775494	-2.42806	1.19997
	21 tahun - 30 tahun	51	.1981296	.94638578	.13252052	-.0680457	.4643048	-2.42806	1.19997
	> 31 tahun	63	-.1725184	.99332143	.12514674	-.4226831	.0776464	-2.42806	1.19997
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.42806	1.19997

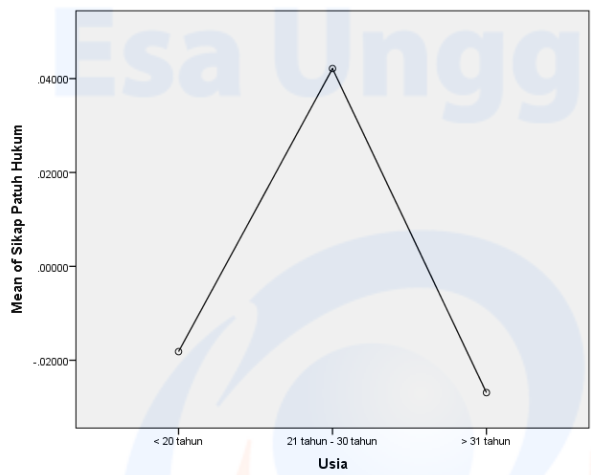
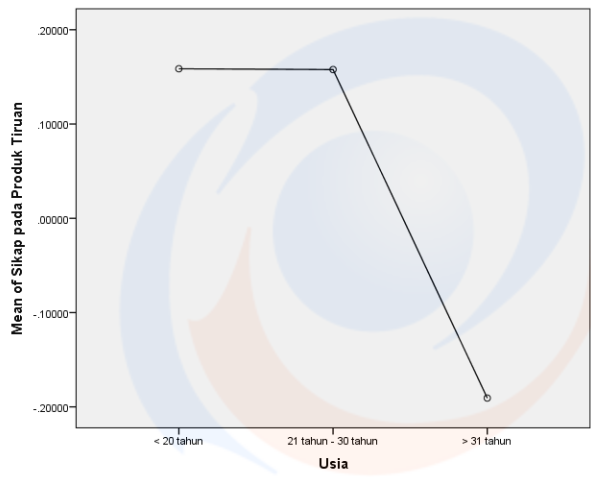
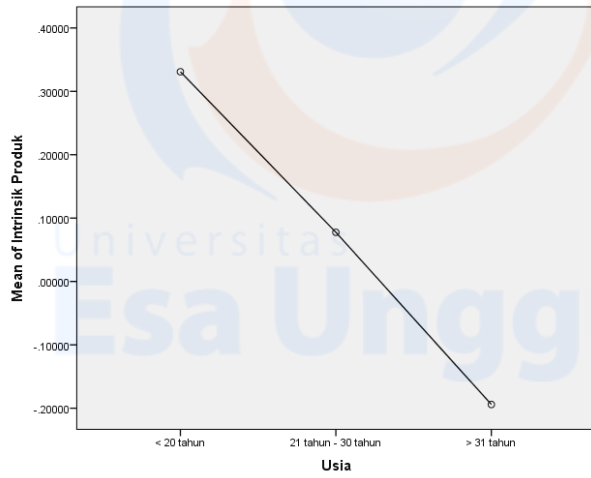
Test of Homogeneity of Variances

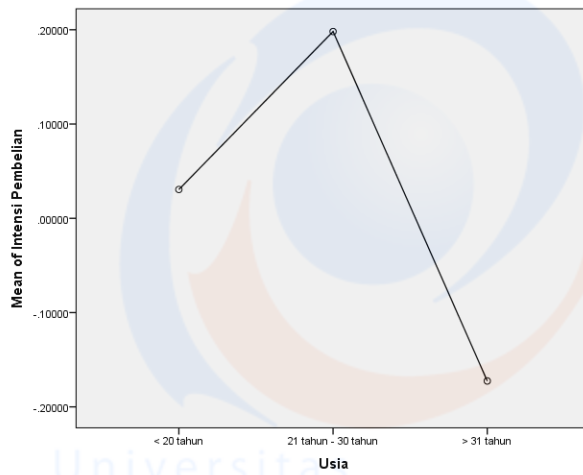
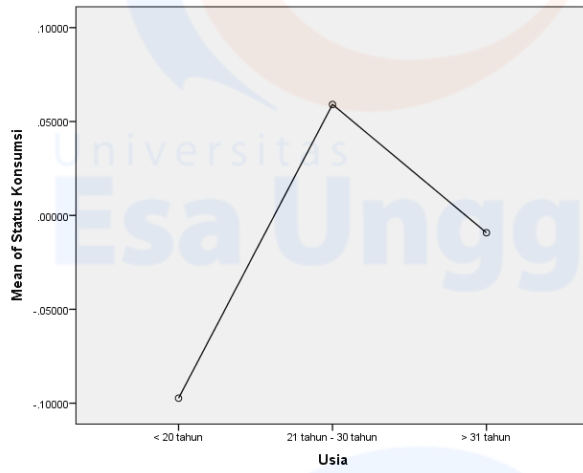
	Levene Statistic	df1	df2	Sig.
Ekstrinsik Prpduk	1.021	2	136	.363
Intrinsik Produk	2.229	2	136	.112
Sikap pada Produk Tiruan	1.747	2	136	.178
Sikap Patuh Hukum	2.886	2	136	.059
Status Konsumsi	.508	2	136	.603
Intensi Pembelian	.379	2	136	.685

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Ekstrinsik Prpduk	Between Groups	6.118	2	3.059	3.154	.046
	Within Groups	131.882	136	.970		
	Total	138.000	138			
Intrinsik Produk	Between Groups	5.418	2	2.709	2.779	.066
	Within Groups	132.582	136	.975		
	Total	138.000	138			
Sikap pada Produk Tiruan	Between Groups	4.188	2	2.094	2.128	.123
	Within Groups	133.812	136	.984		
	Total	138.000	138			
Sikap Patuh Hukum	Between Groups	.144	2	.072	.071	.931
	Within Groups	137.856	136	1.014		
	Total	138.000	138			
Status Konsumsi	Between Groups	.420	2	.210	.208	.813
	Within Groups	137.580	136	1.012		
	Total	138.000	138			
Intensi Pembelian	Between Groups	3.900	2	1.950	1.978	.142
	Within Groups	134.100	136	.986		
	Total	138.000	138			







Output ANOVA Berdasarkan Pendidikan

Descriptives

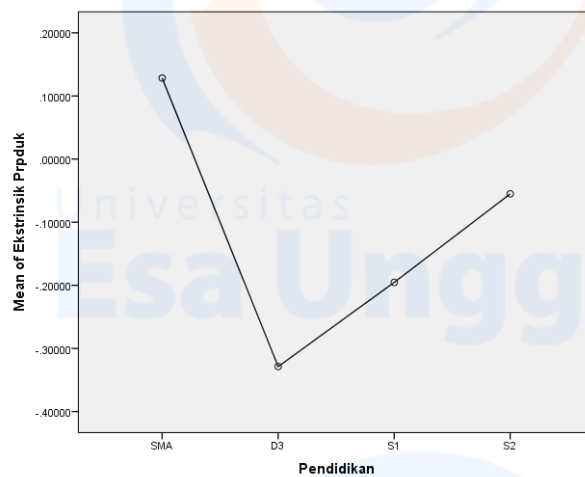
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Ekstrinsik Prpduk	SMA	85	.1284755	.96608693	.10478684	-.0799046	.3368556	-2.06425	1.39984
	D3	7	-.3287528	.53086902	.20064963	-.8197247	.1622192	-1.03920	.33812
	S1	43	-.1953181	1.07328254	.16367405	-.5256257	.1349896	-2.41652	1.39984
	S2	4	-.0551175	1.38039241	.69019620	-2.2516299	2.1413948	-2.06425	1.08424
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.41652	1.39984
Intrinsik Produk	SMA	85	.1729587	.89648848	.09723783	-.0204093	.3663268	-1.84146	1.33655
	D3	7	-.3798828	.74417889	.28127318	-1.0681335	.3083679	-1.20469	.69978
	S1	43	-.2641779	1.16362151	.17745062	-.6222877	.0939320	-2.47531	1.33655
	S2	4	-.1706664	1.09970566	.54985283	-1.9205435	1.5792107	-1.50592	1.00102
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.47531	1.33655
Sikap pada Produk Tiruan	SMA	85	.1845695	.87705506	.09512998	-.0046069	.3737459	-2.15218	1.37392
	D3	7	.1878080	.98699884	.37305050	-.7250136	1.1006297	-1.08566	1.37392
	S1	43	-.3561322	1.12577771	.17167949	-.7025954	-.0096689	-2.44073	1.37392
	S2	4	-.4223455	1.29106916	.64553458	-2.4767247	1.6320336	-1.93320	1.11696
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.44073	1.37392
Sikap Patuh Hukum	SMA	85	.0447420	1.08413878	.11759136	-.1891013	.2785854	-1.44425	2.32822
	D3	7	-.0645281	.82415809	.31150248	-.8267472	.6976910	-1.44425	1.07073
	S1	43	-.0898102	.88728040	.13530899	-.3628748	.1832544	-1.44425	2.32822
	S2	4	.1276154	.71136704	.35568352	-1.0043283	1.2595591	-.59429	1.07073
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-1.44425	2.32822
Status Konsumsi	SMA	85	.1364570	.96298214	.10445008	-.0712534	.3441675	-2.66035	1.22090
	D3	7	.2625551	.65636555	.24808286	-.3444817	.8695920	-.94581	.88913
	S1	43	-.3009401	1.06886878	.16300096	-.6298893	.0280092	-3.03124	.88913
	S2	4	-.1240777	1.08222839	.54111419	-1.8461446	1.5979892	-1.61386	.84245
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-3.03124	1.22090
Intensi Pembelian	SMA	85	.0623790	.98693260	.10704787	-.1504975	.2752554	-2.42806	1.19997
	D3	7	.1364349	.67319380	.25444334	-.4861655	.7590353	-1.01473	.80868
	S1	43	-.0932417	1.05562762	.16098170	-.4181159	.2316325	-2.42806	1.19997
	S2	4	-.5619658	1.23302352	.61651176	-2.5239814	1.4000498	-2.03415	.81039
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.42806	1.19997

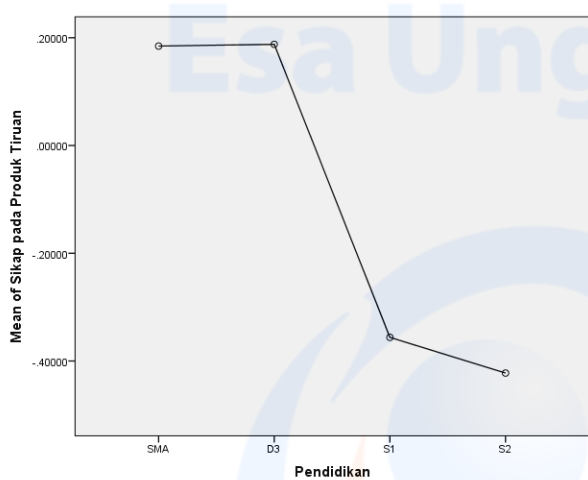
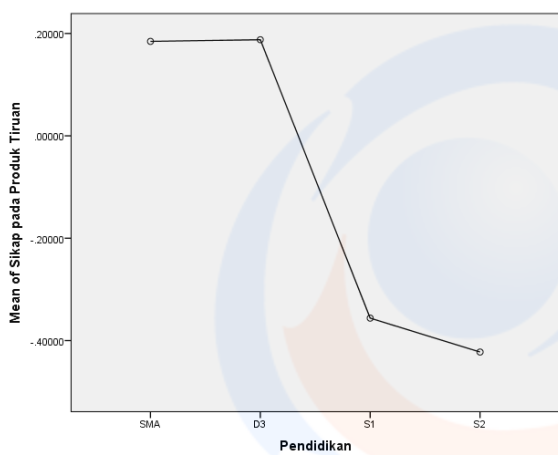
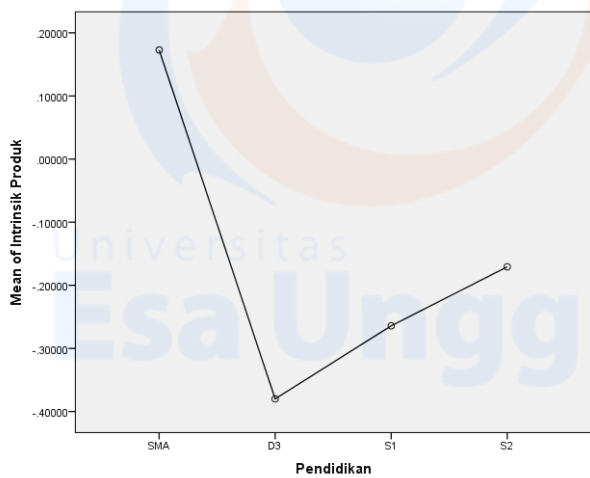
Test of Homogeneity of Variances

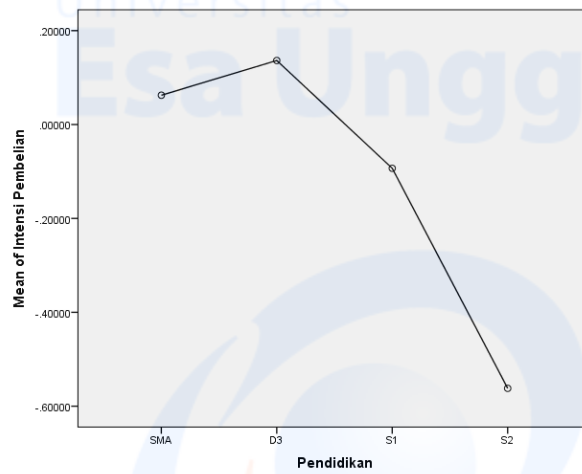
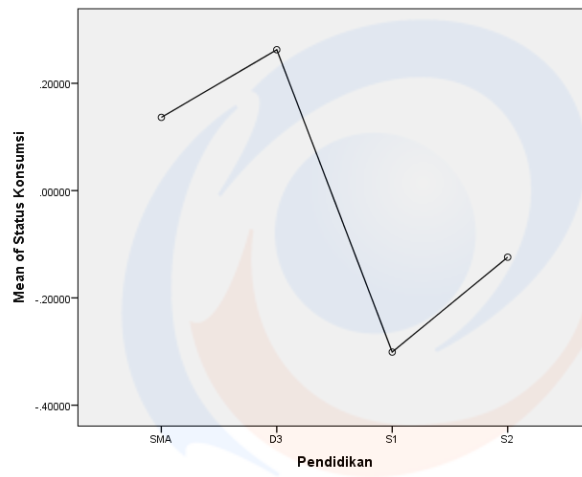
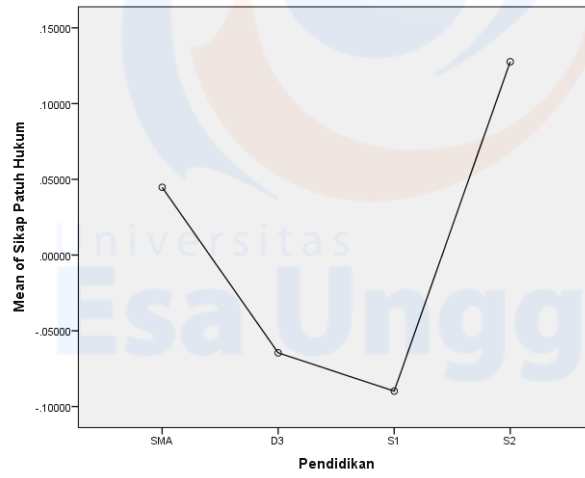
	Levene Statistic	df1	df2	Sig.
Ekstrinsik Prpduk	2.348	3	135	.075
Intrinsik Produk	2.457	3	135	.066
Sikap pada Produk Tiruan	2.281	3	135	.082
Sikap Patuh Hukum	2.331	3	135	.077
Status Konsumsi	.488	3	135	.691
Intensi Pembelian	.538	3	135	.657

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Ekstrinsik Prpduk	Between Groups	3.812	3	1.271	1.278	.284
	Within Groups	134.188	135	.994		
	Total	138.000	138			
Intrinsik Produk	Between Groups	6.670	3	2.223	2.286	.082
	Within Groups	131.330	135	.973		
	Total	138.000	138			
Sikap pada Produk Tiruan	Between Groups	9.310	3	3.103	3.255	.024
	Within Groups	128.690	135	.953		
	Total	138.000	138			
Sikap Patuh Hukum	Between Groups	.611	3	.204	.200	.896
	Within Groups	137.389	135	1.018		
	Total	138.000	138			
Status Konsumsi	Between Groups	6.021	3	2.007	2.053	.109
	Within Groups	131.979	135	.978		
	Total	138.000	138			
Intensi Pembelian	Between Groups	2.098	3	.699	.695	.557
	Within Groups	135.902	135	1.007		
	Total	138.000	138			







Output ANOVA Berdasarkan Pekerjaan
Descriptives

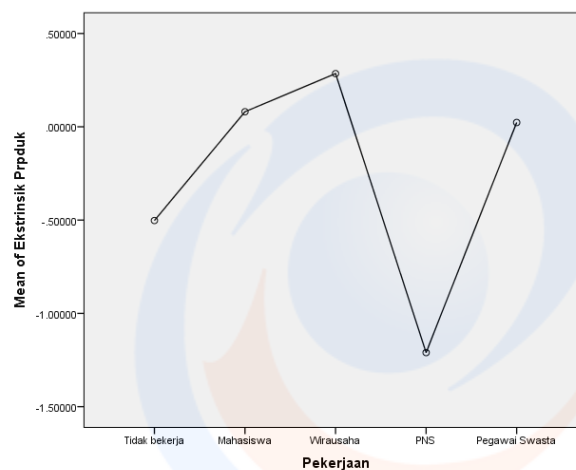
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Ekstrinsik Prpduk	Tidak bekerja	6	-.5022273	1.16145775	.47416314	-1.7211025	.7166479	-2.06425	1.02182
	Mahasiswa	12	.0807438	1.21067782	.34949258	-.6884842	.8499718	-2.41652	1.39984
	Wirausaha	16	.2850376	1.00969522	.25242380	-.2529910	.8230662	-1.70708	1.39984
	PNS	4	-1.2101242	.34184763	.17092381	-1.7540801	-.6661684	-1.72290	-1.03920
	Pegawai Swasta	101	.0230132	.95229418	.09475681	-.1649816	.2110080	-2.06425	1.39984
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.41652	1.39984
Intrinsik Produk	Tidak bekerja	6	-.3035695	1.10849168	.45253983	-1.4668602	.8597212	-1.84146	1.33655
	Mahasiswa	12	.3577868	.77548857	.22386427	-.1349351	.8505087	-.86915	1.03532
	Wirausaha	16	.2228004	1.06760740	.26690185	-.3460875	.7916882	-1.83853	1.33655
	PNS	4	-1.1036474	.15716831	.07858415	-1.3537373	-.8535576	-1.20469	-.86915
	Pegawai Swasta	101	-.0160618	1.00144208	.09964721	-.2137590	.1816354	-2.47531	1.33655
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.47531	1.33655
Sikap pada Produk Tiruan	Tidak bekerja	6	-.1886959	.99142168	.40474621	-1.2291292	.8517373	-1.36249	1.08510
	Mahasiswa	12	.0937475	.71598211	.20668623	-.3611658	.5486609	-1.08566	1.08537
	Wirausaha	16	.1960356	.80545909	.20136477	-.2331632	.6252345	-1.08566	1.11696
	PNS	4	-1.6314101	.95897991	.47948995	-3.1573612	-.1054591	-2.44073	-.55852
	Pegawai Swasta	101	.0336265	1.01617866	.10111356	-.1669799	.2342329	-2.17056	1.37392
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.44073	1.37392
Sikap Patuh Hukum	Tidak bekerja	6	.3012701	.93584582	.38205746	-.6808399	1.2833800	-1.03671	1.47827
	Mahasiswa	12	.3750063	1.06428272	.30723196	-.3012067	1.0512193	-1.44425	2.32822
	Wirausaha	16	-.7623792	.90315439	.22578860	-1.2436362	-.2811222	-1.44425	1.47827
	PNS	4	-.3992451	.24577325	.12288663	-.7903252	-.0081650	-.62917	-.18676
	Pegawai Swasta	101	.0741322	.97990013	.09750371	-.1193124	.2675768	-1.44425	2.32822
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-1.44425	2.32822
Status Konsumsi	Tidak bekerja	6	-.7320113	1.27616425	.52099187	-2.0712635	.6072410	-2.66035	.84245
	Mahasiswa	12	-.1692019	.94620863	.27314690	-.7703942	.4319904	-2.32101	.84245
	Wirausaha	16	-.2403033	1.22355164	.30588791	-.8922880	.4116813	-2.65278	.85002
	PNS	4	-.4678766	1.03713314	.51856657	-2.1181869	1.1824337	-1.95012	.47157
	Pegawai Swasta	101	.1201866	.93545927	.09308168	-.0644848	.3048580	-3.03124	1.22090
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-3.03124	1.22090
Intensi Pembelian	Tidak bekerja	6	-.3778882	1.19292450	.48700939	-1.6297857	.8740093	-2.03415	1.19997
	Mahasiswa	12	-.1100742	1.04620721	.30201401	-.7748026	.5546541	-2.42806	.80606
	Wirausaha	16	.1439983	1.23337533	.30834383	-.5132210	.8012176	-2.42806	1.19997
	PNS	4	.0414979	.40893680	.20446840	-.6092118	.6922076	-.40328	.58802
	Pegawai Swasta	101	.0110718	.97041987	.09656039	-.1805012	.2026449	-2.42806	1.19997
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.42806	1.19997

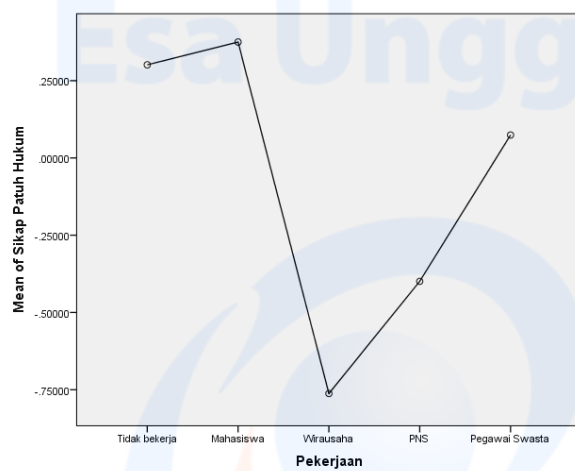
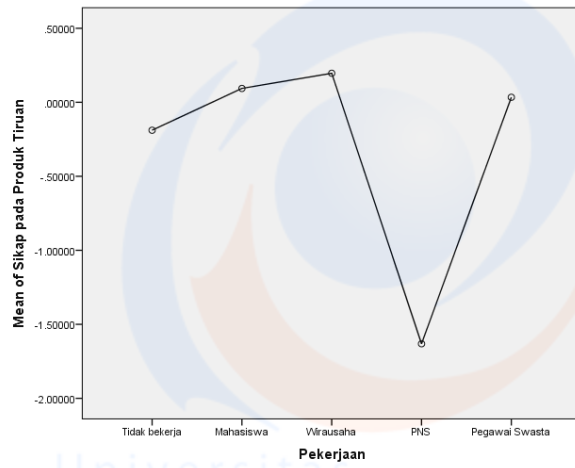
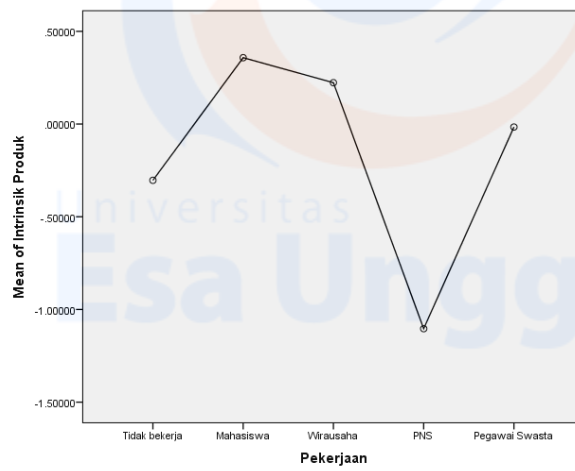
Test of Homogeneity of Variances

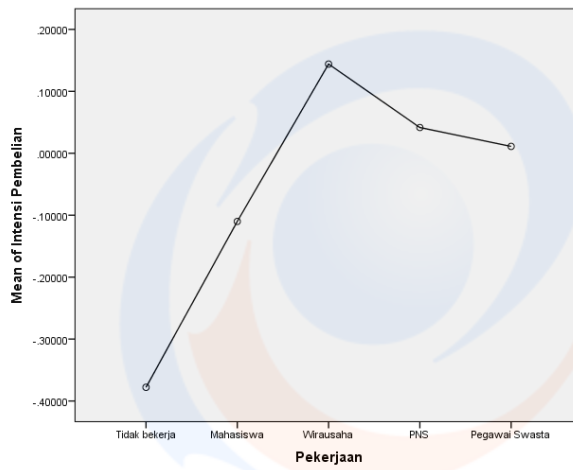
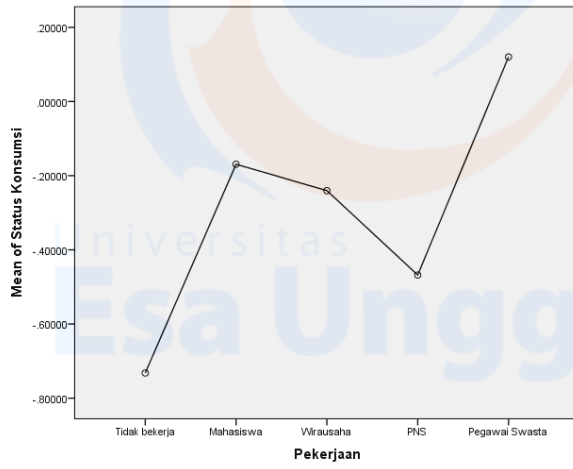
	Levene Statistic	df1	df2	Sig.
Ekstrinsik Prpduk	1.425	4	134	.229
Intrinsik Produk	1.976	4	134	.102
Sikap pada Produk Tiruan	.752	4	134	.559
Sikap Patuh Hukum	1.254	4	134	.292
Status Konsumsi	.741	4	134	.566
Intensi Pembelian	1.061	4	134	.379

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Ekstrinsik Prpduk	Between Groups	8.803	4	2.201	2.282	.064
	Within Groups	129.197	134	.964		
	Total	138.000	138			
Intrinsik Produk	Between Groups	7.782	4	1.945	2.002	.098
	Within Groups	130.218	134	.972		
	Total	138.000	138			
Sikap pada Produk Tiruan	Between Groups	11.694	4	2.924	3.102	.018
	Within Groups	126.306	134	.943		
	Total	138.000	138			
Sikap Patuh Hukum	Between Groups	12.724	4	3.181	3.403	.011
	Within Groups	125.276	134	.935		
	Total	138.000	138			
Status Konsumsi	Between Groups	6.817	4	1.704	1.741	.145
	Within Groups	131.183	134	.979		
	Total	138.000	138			
Intensi Pembelian	Between Groups	1.353	4	.338	.332	.856
	Within Groups	136.647	134	1.020		
	Total	138.000	138			







Output ANOVA Berdasarkan Pendapatan

Descriptives

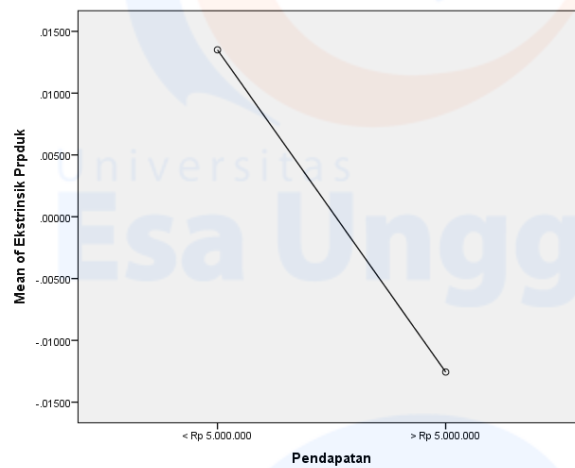
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Ekstrinsik Prpduk	< Rp 5.000.000	67	.0135011	1.01225012	.12366603	-.2334061	.2604083	-2.06425	1.39984
	> Rp 5.000.000	72	-.0125635	.99540849	.11731002	-.2464731	.2213460	-2.41652	1.39984
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.41652	1.39984
Intrinsik Produk	< Rp 5.000.000	67	.1276897	.88691368	.10835375	-.0886456	.3440249	-2.17407	1.33655
	> Rp 5.000.000	72	-.1188223	1.08753754	.12816753	-.3743811	.1367365	-2.47531	1.33655
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.47531	1.33655
Sikap pada Produk Tiruan	< Rp 5.000.000	67	.0584282	.99562839	.12163537	-.1844247	.3012810	-2.44073	1.37392
	> Rp 5.000.000	72	-.0543707	1.00795581	.11878873	-.2912287	.1824873	-2.15218	1.37392
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.44073	1.37392
Sikap Patuh Hukum	< Rp 5.000.000	67	-.0910996	.95181485	.11628269	-.3232655	.1410663	-1.44425	2.32822
	> Rp 5.000.000	72	.0847732	1.04230061	.12283630	-.1601554	.3297019	-1.44425	2.32822
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-1.44425	2.32822
Status Konsumsi	< Rp 5.000.000	67	.0407956	.98573446	.12042663	-.1996439	.2812352	-2.66035	1.22090
	> Rp 5.000.000	72	-.0379626	1.01852108	.12003386	-.2773033	.2013781	-3.03124	1.22090
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-3.03124	1.22090
Intensi Pembelian	< Rp 5.000.000	67	.0259850	.97718583	.11938225	-.2123693	.2643394	-2.42806	1.19997
	> Rp 5.000.000	72	-.0241805	1.02702757	.12103636	-.2655201	.2171591	-2.42806	1.19997
	Total	139	.0000000	1.00000000	.08481889	-.1677127	.1677127	-2.42806	1.19997

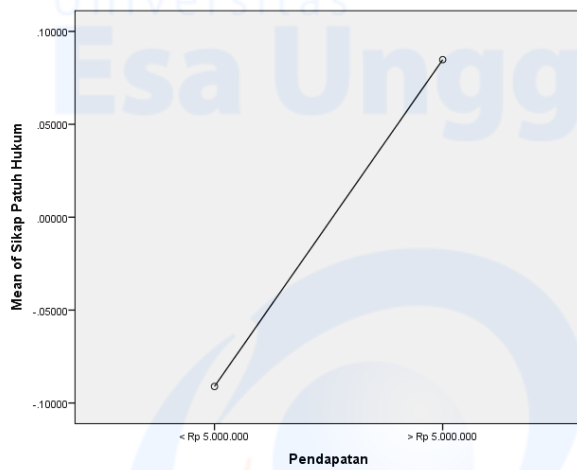
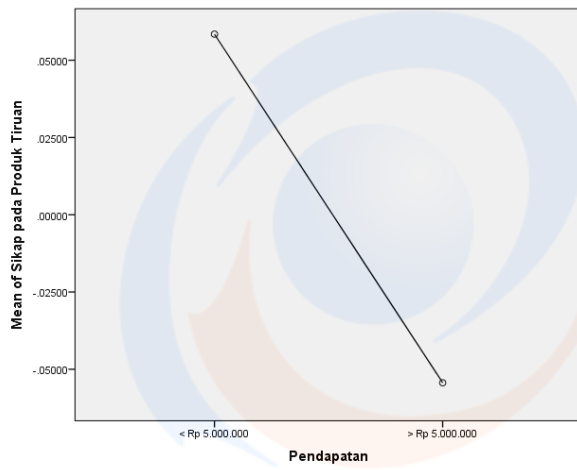
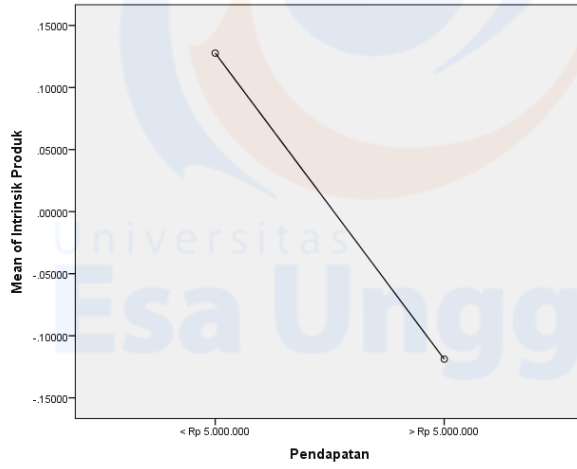
Test of Homogeneity of Variances

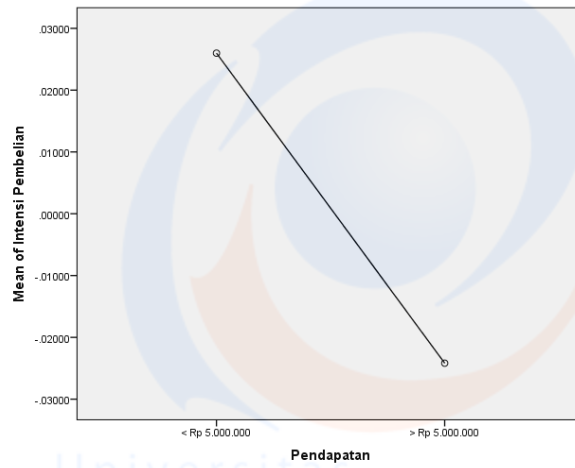
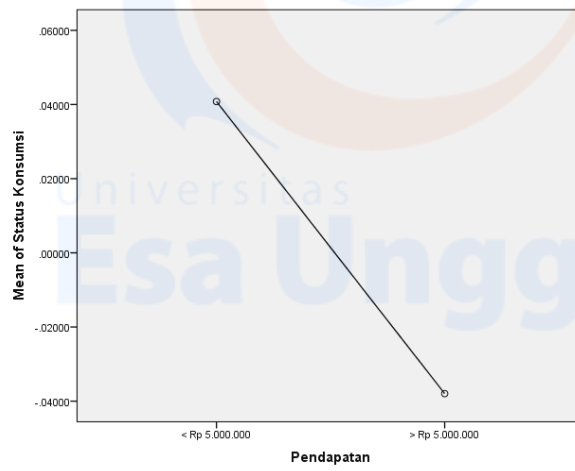
	Levene Statistic	df1	df2	Sig.
Ekstrinsik Prpduk	.536	1	137	.465
Intrinsik Produk	6.733	1	137	.010
Sikap pada Produk Tiruan	.068	1	137	.795
Sikap Patuh Hukum	.741	1	137	.391
Status Konsumsi	.028	1	137	.868
Intensi Pembelian	.230	1	137	.632

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Ekstrinsik Prpduk	Between Groups	.024	1	.024	.023	.879
	Within Groups	137.976	137	1.007		
	Total	138.000	138			
Intrinsik Produk	Between Groups	2.109	1	2.109	2.126	.147
	Within Groups	135.891	137	.992		
	Total	138.000	138			
Sikap pada Produk Tiruan	Between Groups	.442	1	.442	.440	.508
	Within Groups	137.558	137	1.004		
	Total	138.000	138			
Sikap Patuh Hukum	Between Groups	1.073	1	1.073	1.074	.302
	Within Groups	136.927	137	.999		
	Total	138.000	138			
Status Konsumsi	Between Groups	.215	1	.215	.214	.644
	Within Groups	137.785	137	1.006		
	Total	138.000	138			
Intensi Pembelian	Between Groups	.087	1	.087	.087	.769
	Within Groups	137.913	137	1.007		
	Total	138.000	138			







Lampiran 6
Hasil Uji Analisa

LISREL 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Users\ASUS\Desktop\LATIHAN\OKA
PRETEST\OKA MODERASI\OKAREVISI.pr2:

RAW DATA FROM FILE OKAREVISI.PSF
LATENT VARIABLES: EP IP ATC LF SC PI
RELATIONSHIP
EP1 = EP
EP5 = EP
EP6 = EP
EP7 = EP
IP1 = IP
IP2 = IP
IP3 = IP
IP4 = IP
ATC1 = ATC
ATC2 = ATC
ATC3 = ATC
ATC4 = ATC
ATC5 = ATC
ATCLF1 = LF
ATCLF2 = LF
ATCLF3 = LF
ATCLF4 = LF
ATCLF5 = LF
ATCSC1 = SC
ATCSC2 = SC
ATCSC3 = SC

ATCSC4 = SC
 ATCSC5 = SC
 PI1 = PI
 PI2 = PI
 PI3 = PI
 PI4 = PI
 ATC = EP IP
 PI = ATC LF SC
 SET ERROR COVARIANCE OF ATCSC4 AND ATCLF4 FREE
 SET ERROR COVARIANCE OF ATCSC5 AND ATCLF5 FREE
 SET ERROR COVARIANCE OF ATCSC1 AND ATCLF1 FREE
 SET ERROR COVARIANCE OF ATCSC2 AND ATC2 FREE
 SET ERROR COVARIANCE OF ATCSC3 AND ATCLF3 FREE
 SET ERROR COVARIANCE OF ATCSC4 AND ATCLF5 FREE
 SET ERROR COVARIANCE OF ATCSC2 AND ATCLF2 FREE
 SET ERROR COVARIANCE OF ATCLF2 AND ATC2 FREE
 SET ERROR COVARIANCE OF ATCSC2 AND ATCLF3 FREE
 SET EEROR COAVARIANCE OF IP2 AND IP1 FREE
 SET ERROR COVARIANCE OF PI4 AND PI3 FREE
 SET ERROR COVARIANCE OF ATC2 AND ATC1 FREE
 SET ERROR COVARIANCE OF IP4 AND IP3 FREE
 SET ERROR COVARIANCE OF ATCSC2 AND EP7 FREE
 SET ERROR COVARIANCE OF ATCSC5 AND ATCSC4 FREE
 OPTIONS SC
 PATH DIAGRAM
 END OF PROBLEMS

Sample Size = 139

Covariance Matrix

	ATC1	ATC2	ATC3	ATC4	ATC5	PI1
ATC1	0.73					
ATC2	0.59	0.79				
ATC3	0.41	0.51	0.75			
ATC4	0.50	0.55	0.46	0.91		
ATC5	0.39	0.43	0.43	0.55	0.81	
PI1	0.40	0.42	0.39	0.49	0.48	0.85
PI2	0.39	0.44	0.41	0.46	0.47	0.70
PI3	0.39	0.41	0.36	0.46	0.45	0.61
PI4	0.36	0.43	0.35	0.41	0.34	0.60
EP1	0.21	0.26	0.22	0.28	0.21	0.26
EP5	0.09	0.19	0.11	0.18	0.19	0.27
EP6	0.11	0.24	0.11	0.17	0.19	0.24

EP7	0.10	0.16	0.08	0.12	0.20	0.21
IP1	0.49	0.55	0.43	0.47	0.50	0.52
IP2	0.34	0.40	0.24	0.37	0.33	0.38
IP3	0.51	0.49	0.43	0.45	0.40	0.47
IP4	0.61	0.60	0.46	0.59	0.51	0.62
ATCLF1	1.32	1.35	1.18	1.39	1.33	1.39
ATCLF2	1.19	1.58	1.24	1.37	1.28	1.34
ATCLF3	1.16	1.38	1.54	1.49	1.36	1.43
ATCLF4	1.11	1.28	1.23	1.84	1.61	1.47
ATCLF5	1.09	1.24	1.15	1.68	1.77	1.52
ATCSC1	2.65	2.71	2.43	2.75	2.74	3.11
ATCSC2	2.32	2.96	2.38	2.59	2.55	2.92
ATCSC3	2.30	2.71	2.76	2.75	2.64	3.04
ATCSC4	2.24	2.50	2.46	3.41	3.13	3.19
ATCSC5	2.25	2.48	2.33	3.16	3.38	3.27

Covariance Matrix

	PI2	PI3	PI4	EP1	EP5	EP6
PI2	0.92					
PI3	0.57	0.84				
PI4	0.60	0.64	0.84			
EP1	0.30	0.17	0.26	0.81		
EP5	0.26	0.22	0.27	0.45	0.93	
EP6	0.27	0.12	0.22	0.38	0.54	0.72
EP7	0.20	0.14	0.20	0.34	0.55	0.49
IP1	0.52	0.48	0.45	0.28	0.29	0.27
IP2	0.44	0.36	0.37	0.22	0.32	0.33
IP3	0.48	0.46	0.44	0.24	0.21	0.11
IP4	0.60	0.52	0.47	0.29	0.30	0.19
ATCLF1	1.42	1.33	1.15	0.80	0.86	0.67
ATCLF2	1.36	1.39	1.20	0.74	0.88	0.68
ATCLF3	1.45	1.44	1.22	0.85	0.88	0.64
ATCLF4	1.50	1.48	1.20	0.78	0.88	0.56
ATCLF5	1.56	1.47	1.15	0.85	0.98	0.66
ATCSC1	3.00	2.67	2.49	1.32	1.78	1.59
ATCSC2	2.82	2.66	2.49	1.27	1.81	1.62
ATCSC3	2.93	2.74	2.50	1.38	1.84	1.55
ATCSC4	3.12	2.87	2.49	1.35	1.85	1.47
ATCSC5	3.21	2.87	2.45	1.40	1.95	1.61

Covariance Matrix

	EP7	IP1	IP2	IP3	IP4	ATCLF1
EP7	0.83					

IP1	0.39	0.98				
IP2	0.36	0.56	0.69			
IP3	0.13	0.53	0.39	0.82		
IP4	0.24	0.64	0.46	0.68	0.97	
ATCLF1	0.71	1.50	1.14	1.48	1.53	10.11
ATCLF2	0.67	1.55	1.17	1.47	1.51	9.61
ATCLF3	0.71	1.50	1.17	1.56	1.57	9.85
ATCLF4	0.71	1.55	1.17	1.49	1.64	10.36
ATCLF5	0.80	1.55	1.15	1.48	1.66	10.24
ATCSC1	1.52	3.23	2.32	2.76	3.32	10.95
ATCSC2	1.53	3.23	2.31	2.68	3.18	10.17
ATCSC3	1.50	3.19	2.29	2.76	3.24	10.24
ATCSC4	1.54	3.28	2.33	2.77	3.45	10.67
ATCSC5	1.68	3.30	2.33	2.76	3.50	10.55

Covariance Matrix

	ATCLF2	ATCLF3	ATCLF4	ATCLF5	ATCSC1	ATCSC2
ATCLF2	9.96					
ATCLF3	9.83	10.84				
ATCLF4	10.14	10.68	12.19			
ATCLF5	9.97	10.47	11.74	12.14		
ATCSC1	10.20	10.37	10.58	10.66	22.02	
ATCSC2	10.61	10.20	10.17	10.17	20.25	20.50
ATCSC3	10.25	11.09	10.60	10.50	20.56	20.02
ATCSC4	10.28	10.92	12.46	12.03	21.14	19.94
ATCSC5	10.10	10.60	11.83	12.54	21.40	20.11

Covariance Matrix

	ATCSC3	ATCSC4	ATCSC5
ATCSC3	21.11		
ATCSC4	20.86	23.79	
ATCSC5	20.78	23.21	24.31

Number of Iterations = 73

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\text{ATC1} = 0.66 * \text{ATC}, \text{ Errorvar.} = 0.29, R^2 = 0.60$$

(0.042)
6.87

$$\text{ATC2} = 0.74 * \text{ATC}, \text{ Errorvar.} = 0.25, R^2 = 0.69$$

(0.050) (0.035)
14.65 6.97

$$\text{ATC3} = 0.64 * \text{ATC}, \text{ Errorvar.} = 0.34, R^2 = 0.55$$

(0.071) (0.045)
9.07 7.46

$$\text{ATC4} = 0.78 * \text{ATC}, \text{ Errorvar.} = 0.30, R^2 = 0.67$$

(0.077) (0.044)
10.14 6.89

$$\text{ATC5} = 0.67 * \text{ATC}, \text{ Errorvar.} = 0.37, R^2 = 0.55$$

(0.074) (0.049)
9.07 7.46

$$\text{PI1} = 0.85 * \text{PI}, \text{ Errorvar.} = 0.13, R^2 = 0.85$$

(0.030)
4.43

$$\text{PI2} = 0.82 * \text{PI}, \text{ Errorvar.} = 0.25, R^2 = 0.73$$

(0.057) (0.039)
14.28 6.34

$$\text{PI3} = 0.72 * \text{PI}, \text{ Errorvar.} = 0.32, R^2 = 0.62$$

(0.060) (0.045)
12.10 7.11

$$\text{PI4} = 0.71 * \text{PI}, \text{ Errorvar.} = 0.34, R^2 = 0.60$$

(0.060) (0.047)
11.72 7.20

$$\text{EP1} = 0.54 * \text{EP}, \text{ Errorvar.} = 0.52, R^2 = 0.36$$

(0.074) (0.068)
7.29 7.58

$$\text{EP5} = 0.80 * \text{EP}, \text{ Errorvar.} = 0.28, R^2 = 0.70$$

(0.071) (0.054)
11.32 5.21

$$\text{EP6} = 0.69 * \text{EP}, \text{ Errorvar.} = 0.25, R^2 = 0.66$$

(0.063) (0.043)
10.83 5.73

EP7 = 0.69*EP, Errorvar.= 0.35 , R² = 0.58

(0.068) (0.054)
10.07 6.49

IP1 = 0.78*IP, Errorvar.= 0.38 , R² = 0.62

(0.072) (0.053)
10.75 7.08

IP2 = 0.56*IP, Errorvar.= 0.37 , R² = 0.46

(0.064) (0.049)
8.74 7.62

IP3 = 0.68*IP, Errorvar.= 0.36 , R² = 0.56

(0.068) (0.050)
10.00 7.20

IP4 = 0.83*IP, Errorvar.= 0.28 , R² = 0.72

(0.069) (0.043)
12.02 6.35

ATCLF1 = 3.13*LF, Errorvar.= 0.42 , R² = 0.96

(0.19) (0.065)
16.29 6.44

ATCLF2 = 3.07*LF, Errorvar.= 0.53 , R² = 0.95

(0.19) (0.081)
16.28 6.51

ATCLF3 = 3.20*LF, Errorvar.= 0.76 , R² = 0.93

(0.20) (0.10)
16.17 7.29

ATCLF4 = 3.37*LF, Errorvar.= 0.91 , R² = 0.93

(0.21) (0.12)
16.19 7.37

ATCLF5 = 3.37*LF, Errorvar.= 1.16 , R² = 0.91

(0.21) (0.15)
16.11 7.57

ATCSC1 = 4.58*SC, Errorvar.= 0.95 , R² = 0.96

(0.28) (0.14)
16.24 6.63

ATCSC2 = 4.39*SC, Errorvar.= 1.02 , R² = 0.95
 (0.27) (0.15)
 16.30 6.94

ATCSC3 = 4.51*SC, Errorvar.= 0.92 , R² = 0.96
 (0.28) (0.14)
 16.31 6.64

ATCSC4 = 4.76*SC, Errorvar.= 2.18 , R² = 0.91
 (0.30) (0.26)
 16.03 8.40

ATCSC5 = 4.79*SC, Errorvar.= 2.46 , R² = 0.90
 (0.30) (0.32)
 16.00 7.63

Error Covariance for ATC2 and ATC1 = 0.081
 (0.025)
 3.26

Error Covariance for PI4 and PI3 = 0.13
 (0.036)
 3.65

Error Covariance for IP2 and IP1 = 0.13
 (0.039)
 3.24

Error Covariance for IP4 and IP3 = 0.12
 (0.037)
 3.27

Error Covariance for ATCLF2 and ATC2 = 0.29
 (0.043)
 6.73

Error Covariance for ATCSC1 and ATCLF1 = 0.58
 (0.091)
 6.37

Error Covariance for ATCSC2 and ATC2 = 0.40
 (0.058)
 6.93

Error Covariance for ATCSC2 and EP7 = 0.063
 (0.021)

2.92

Error Covariance for ATCSC2 and ATCLF2 = 0.66

(0.10)

6.32

Error Covariance for ATCSC2 and ATCLF3 = -0.09

(0.026)

-3.39

Error Covariance for ATCSC3 and ATCLF3 = 0.75

(0.12)

6.44

Error Covariance for ATCSC4 and ATCLF4 = 1.28

(0.17)

7.32

Error Covariance for ATCSC4 and ATCLF5 = -0.02

(0.067)

-0.30

Error Covariance for ATCSC5 and ATCLF5 = 1.53

(0.21)

7.26

Error Covariance for ATCSC5 and ATCSC4 = 0.31

(0.10)

3.12

Structural Equations

ATC = - 0.12*EP + 0.97*IP, Errorvar.= 0.16 , R² = 0.84

(0.076) (0.11) (0.053)

-1.59 9.00 3.05

PI = 0.31*ATC - 0.080*LF + 0.61*SC, Errorvar.= 0.31 , R² = 0.69

(0.11) (0.081) (0.12) (0.056)

2.96 -0.98 4.92 5.59

Reduced Form Equations

ATC = - 0.12*EP + 0.97*IP + 0.0*LF + 0.0*SC, Errorvar.= 0.16, R² = 0.84

(0.076) (0.11)

-1.59 9.00

$$PI = -0.038*EP + 0.30*IP - 0.080*LF + 0.61*SC, \text{ Errorvar.} = 0.33, R^2 = 0.67$$

(0.027)	(0.10)	(0.081)	(0.12)
-1.43	2.94	-0.98	4.92

Correlation Matrix of Independent Variables

	EP	IP	LF	SC
EP	1.00			
IP	0.49 (0.08) 6.01	1.00		
LF	0.33 (0.08) 3.94	0.63 (0.06) 11.05	1.00	
SC	0.49 (0.07) 6.89	0.89 (0.02) 36.91	0.73 (0.04) 17.95	1.00

Covariance Matrix of Latent Variables

	ATC	PI	EP	IP	LF	SC
ATC	1.00					
PI	0.76	1.00				
EP	0.35	0.39	1.00			
IP	0.91	0.78	0.49	1.00		
LF	0.57	0.54	0.33	0.63	1.00	
SC	0.80	0.80	0.49	0.89	0.73	1.00

Goodness of Fit Statistics

Degrees of Freedom = 298

Minimum Fit Function Chi-Square = 730.20 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 668.98 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 370.98

90 Percent Confidence Interval for NCP = (299.79 ; 449.89)

Minimum Fit Function Value = 5.29

Population Discrepancy Function Value (F0) = 2.69

90 Percent Confidence Interval for F0 = (2.17 ; 3.26)

Root Mean Square Error of Approximation (RMSEA) = 0.095

90 Percent Confidence Interval for RMSEA = (0.085 ; 0.10)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 6.01
 90 Percent Confidence Interval for ECVI = (5.49 ; 6.58)
 ECVI for Saturated Model = 5.48
 ECVI for Independence Model = 105.88

Chi-Square for Independence Model with 351 Degrees of Freedom = 14556.99

Independence AIC = 14610.99

Model AIC = 828.98

Saturated AIC = 756.00

Independence CAIC = 14717.22

Model CAIC = 1143.74

Saturated CAIC = 2243.23

Normed Fit Index (NFI) = 0.95

Non-Normed Fit Index (NNFI) = 0.96

Parsimony Normed Fit Index (PNFI) = 0.81

Comparative Fit Index (CFI) = 0.97

Incremental Fit Index (IFI) = 0.97

Relative Fit Index (RFI) = 0.94

Critical N (CN) = 68.60

Root Mean Square Residual (RMR) = 0.20

Standardized RMR = 0.050

Goodness of Fit Index (GFI) = 0.74

Adjusted Goodness of Fit Index (AGFI) = 0.66

Parsimony Goodness of Fit Index (PGFI) = 0.58

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
IP2	EP	12.7	0.23

Standardized Solution

LAMBDA-Y

	ATC	PI
ATC1	0.66	--
ATC2	0.74	--
ATC3	0.64	--
ATC4	0.78	--
ATC5	0.67	--

PI1	--	0.85
PI2	--	0.82
PI3	--	0.72
PI4	--	0.71

LAMBDA-X

	EP	IP	LF	SC
EP1	0.54	--	--	--
EP5	0.80	--	--	--
EP6	0.69	--	--	--
EP7	0.69	--	--	--
IP1	--	0.78	--	--
IP2	--	0.56	--	--
IP3	--	0.68	--	--
IP4	--	0.83	--	--
ATCLF1	--	--	3.13	--
ATCLF2	--	--	3.07	--
ATCLF3	--	--	3.20	--
ATCLF4	--	--	3.37	--
ATCLF5	--	--	3.37	--
ATCSC1	--	--	--	4.58
ATCSC2	--	--	--	4.39
ATCSC3	--	--	--	4.51
ATCSC4	--	--	--	4.76
ATCSC5	--	--	--	4.79

BETA

	ATC	PI
ATC	--	--
PI	0.31	--

GAMMA

	EP	IP	LF	SC
ATC	-0.12	0.97	--	--
PI	--	--	-0.08	0.61

Correlation Matrix of ETA and KSI

	ATC	PI	EP	IP	LF	SC
ATC	1.00					

PI	0.76	1.00				
EP	0.35	0.39	1.00			
IP	0.91	0.78	0.49	1.00		
LF	0.57	0.54	0.33	0.63	1.00	
SC	0.80	0.80	0.49	0.89	0.73	1.00

PSI

Note: This matrix is diagonal.

ATC	PI
-----	-----
0.16	0.31

Regression Matrix ETA on KSI (Standardized)

	EP	IP	LF	SC
	-----	-----	-----	-----
ATC	-0.12	0.97	--	--
PI	-0.04	0.30	-0.08	0.61

Completely Standardized Solution

LAMBDA-Y

	ATC	PI
	-----	-----
ATC1	0.78	--
ATC2	0.83	--
ATC3	0.74	--
ATC4	0.82	--
ATC5	0.74	--
PI1	--	0.92
PI2	--	0.85
PI3	--	0.79
PI4	--	0.77

LAMBDA-X

	EP	IP	LF	SC
	-----	-----	-----	-----
EP1	0.60	--	--	--
EP5	0.84	--	--	--
EP6	0.81	--	--	--
EP7	0.76	--	--	--
IP1	--	0.79	--	--

IP2	--	0.68	--	--
IP3	--	0.75	--	--
IP4	--	0.85	--	--
ATCLF1	--	--	0.98	--
ATCLF2	--	--	0.97	--
ATCLF3	--	--	0.96	--
ATCLF4	--	--	0.96	--
ATCLF5	--	--	0.95	--
ATCSC1	--	--	--	0.98
ATCSC2	--	--	--	0.97
ATCSC3	--	--	--	0.98
ATCSC4	--	--	--	0.96
ATCSC5	--	--	--	0.95

BETA

	ATC	PI
ATC	--	--
PI	0.31	--

GAMMA

	EP	IP	LF	SC
ATC	-0.12	0.97	--	--
PI	--	--	-0.08	0.61

Correlation Matrix of ETA and KSI

	ATC	PI	EP	IP	LF	SC
ATC	1.00					
PI	0.76	1.00				
EP	0.35	0.39	1.00			
IP	0.91	0.78	0.49	1.00		
LF	0.57	0.54	0.33	0.63	1.00	
SC	0.80	0.80	0.49	0.89	0.73	1.00

PSI

Note: This matrix is diagonal.

	ATC	PI
	--	--
	0.16	0.31

THETA-EPS

	ATC1	ATC2	ATC3	ATC4	ATC5	PI1
ATC1	0.40					
ATC2	0.11	0.31				
ATC3	--	--	0.45			
ATC4	--	--	--	0.33		
ATC5	--	--	--	--	0.45	
PI1	--	--	--	--	--	0.15
PI2	--	--	--	--	--	--
PI3	--	--	--	--	--	--
PI4	--	--	--	--	--	--

THETA-EPS

	PI2	PI3	PI4
PI2	0.27		
PI3	--	0.38	
PI4	--	0.16	0.40

THETA-DELTA-EPS

	ATC1	ATC2	ATC3	ATC4	ATC5	PI1
EP1	--	--	--	--	--	--
EP5	--	--	--	--	--	--
EP6	--	--	--	--	--	--
EP7	--	--	--	--	--	--
IP1	--	--	--	--	--	--
IP2	--	--	--	--	--	--
IP3	--	--	--	--	--	--
IP4	--	--	--	--	--	--
ATCLF1	--	--	--	--	--	--
ATCLF2	--	0.10	--	--	--	--
ATCLF3	--	--	--	--	--	--
ATCLF4	--	--	--	--	--	--
ATCLF5	--	--	--	--	--	--
ATCSC1	--	--	--	--	--	--
ATCSC2	--	0.10	--	--	--	--
ATCSC3	--	--	--	--	--	--
ATCSC4	--	--	--	--	--	--
ATCSC5	--	--	--	--	--	--

THETA-DELTA-EPS

	PI2	PI3	PI4
--	-----	-----	-----

EP1	--	--	--
EP5	--	--	--
EP6	--	--	--
EP7	--	--	--
IP1	--	--	--
IP2	--	--	--
IP3	--	--	--
IP4	--	--	--
ATCLF1	--	--	--
ATCLF2	--	--	--
ATCLF3	--	--	--
ATCLF4	--	--	--
ATCLF5	--	--	--
ATCSC1	--	--	--
ATCSC2	--	--	--
ATCSC3	--	--	--
ATCSC4	--	--	--
ATCSC5	--	--	--

THETA-DELTA

	EP1	EP5	EP6	EP7	IP1	IP2
EP1	0.64					
EP5	--	0.30				
EP6	--	--	0.34			
EP7	--	--	--	0.42		
IP1	--	--	--	--	0.38	
IP2	--	--	--	--	0.15	0.54
IP3	--	--	--	--	--	--
IP4	--	--	--	--	--	--
ATCLF1	--	--	--	--	--	--
ATCLF2	--	--	--	--	--	--
ATCLF3	--	--	--	--	--	--
ATCLF4	--	--	--	--	--	--
ATCLF5	--	--	--	--	--	--
ATCSC1	--	--	--	--	--	--
ATCSC2	--	--	--	0.02	--	--
ATCSC3	--	--	--	--	--	--
ATCSC4	--	--	--	--	--	--
ATCSC5	--	--	--	--	--	--

THETA-DELTA

	IP3	IP4	ATCLF1	ATCLF2	ATCLF3	ATCLF4
IP3						
IP4						
ATCLF1						
ATCLF2						
ATCLF3						
ATCLF4						

IP3	0.44					
IP4	0.13	0.28				
ATCLF1	--	--	0.04			
ATCLF2	--	--	--	0.05		
ATCLF3	--	--	--	--	0.07	
ATCLF4	--	--	--	--	--	0.07
ATCLF5	--	--	--	--	--	--
ATCSC1	--	--	0.04	--	--	--
ATCSC2	--	--	--	0.05	-0.01	--
ATCSC3	--	--	--	--	0.05	--
ATCSC4	--	--	--	--	--	0.07
ATCSC5	--	--	--	--	--	--

THETA-DELTA

	ATCLF5	ATCSC1	ATCSC2	ATCSC3	ATCSC4	ATCSC5
ATCLF5	0.09					
ATCSC1	--	0.04				
ATCSC2	--	--	0.05			
ATCSC3	--	--	--	0.04		
ATCSC4	0.00	--	--	--	0.09	
ATCSC5	0.09	--	--	--	0.01	0.10

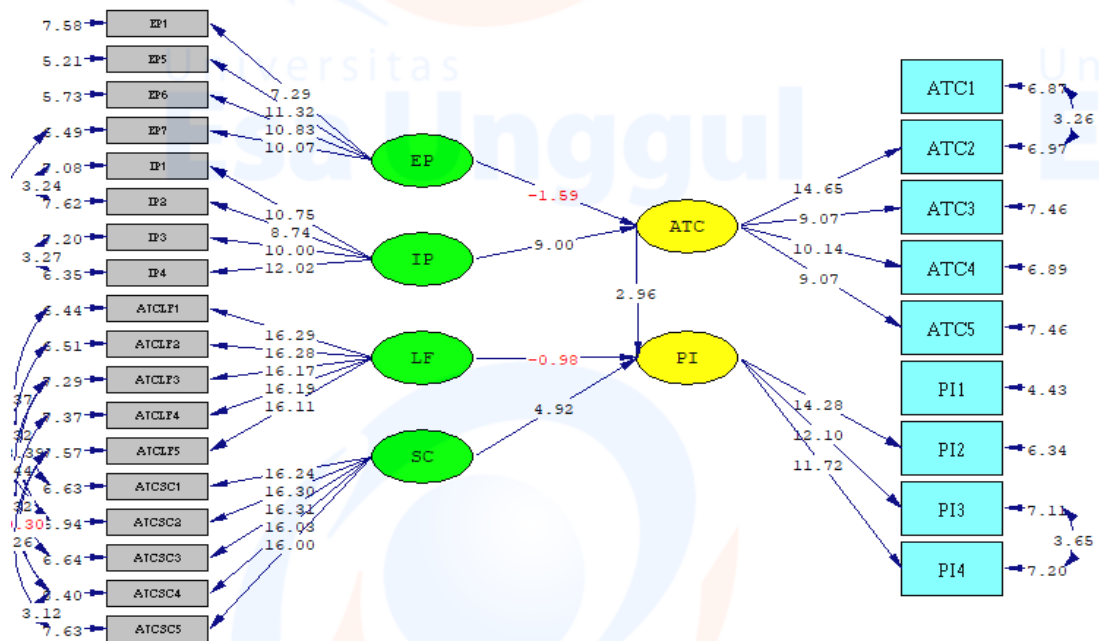
Regression Matrix ETA on KSI (Standardized)

	EP	IP	LF	SC
ATC	-0.12	0.97	--	--
PI	-0.04	0.30	-0.08	0.61

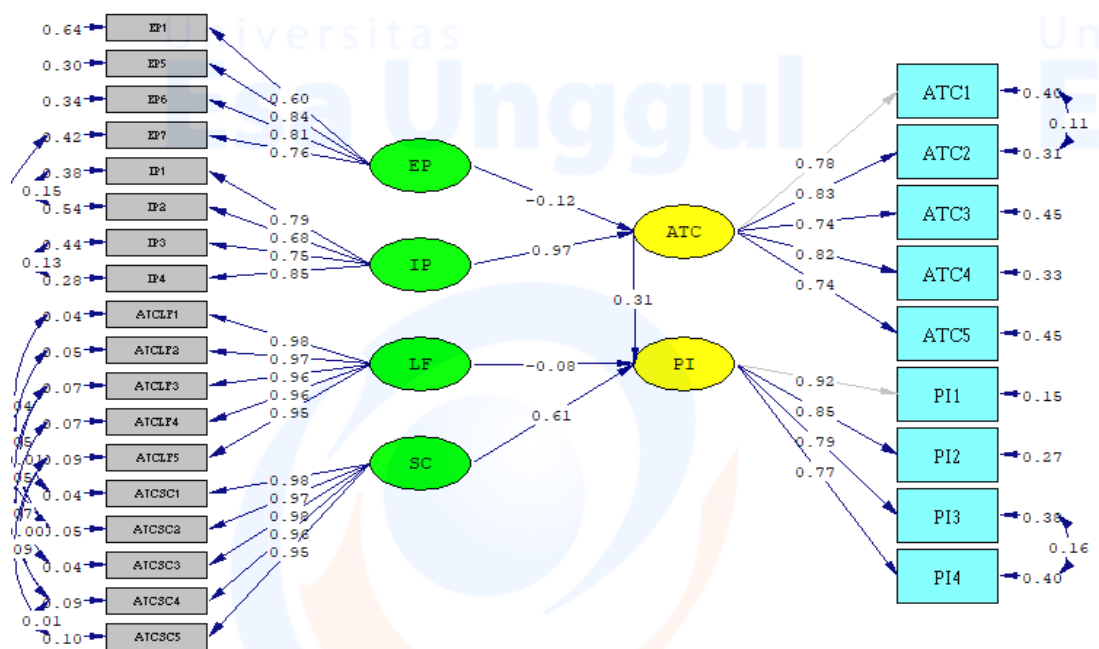
Time used: 0.250 Seconds

Lampiran 7
Path Diagram

Path T.Value



Path Standart Solution



Lampiran 8
Kuesioner Penelitian

KUESIONER PENELITIAN

C. Identitas Responden: (Berilah tanda “X” pada pilihan yang ada)

1. Jenis kelamin:
a. Pria b. Wanita
2. Usia saat ini:
a. ≤ 20 tahun b. 21 tahun – 30 tahun c. ≥ 31 thn
3. Pendidikan akhir:
a. SMA b. D3 c. S1 d. S2
4. Pekerjaan:
a. Tidak bekerja b. Mahasiswa c. Wirausaha d. PNS e. Pegawai Swasta
5. Pendapatan:
a. \leq Rp. 2.500.000 b. \geq Rp 2.600.000
6. Dari mana anda membeli tas GUCCI:
a. Plaza Indonesia b. Grand Indonesia c. Online Store d. Lain-lain

D. Kuesioner

Saya mohon untuk kesediaan saudara/bapak/ibu untuk memberikan pendapat pernyataan-pernyataan dengan cara menyilang kotak pada salah satu nomer yang dapat dipilih pada skala 1 sampai 5. Skala nomor menunjukkan seberapa dekat jawaban saudara/bapak/ibu dengan pilihan yang tersedia, sebagai berikut:

5. Sangat tidak setuju (STS)
6. Tidak setuju (TS)
7. Setuju (S)
8. Sangat Setuju (SS)

No	Operasionalisasi	1	2	3	4
1	Saya tidak bersedia melakukan upaya ekstra untuk menemukan harga yang lebih rendah.				
2	Secara umum semakin tinggi harga suatu produk, semakin tinggi kualitasnya.				
3	Harga suatu produk merupakan indikator yang baik dari kualitasnya.				
4	Anda harus selalu membayar lebih untuk yang terbaik.				
5	Produk palsu memiliki desain kemasan yang menarik.				
6	Produk palsu memiliki citra merek yang kuat di pasar.				
7	Produk palsu memiliki bahan yang bagus.				
8	Produk palsu mutunya bagus.				
9	Produk palsu sama handalnya dengan produk asli.				
10	Produk palsu memiliki kualitas yang serupa dengan produk asli.				
11	Produk palsu menyediakan fungsi yang serupa dengan produk asli Produk palsu menyediakan fungsi yang serupa dengan produk asli.				
12	Mempertimbangkan harga, saya lebih suka produk palsu.				
13	Secara umum, membeli produk palsu adalah pilihan bijak.				
14	Seseorang harus mematuhi hukum tidak peduli berapa banyak mereka mengganggu ambisi pribadi.				
15	Seseorang harus mengatakan kebenaran di pengadilan, terlepas dari konsekuensinya.				
16	Seseorang dibenarkan dalam memberikan kesaksian palsu untuk melindungi seorang teman diadili.				
17	Tidak apa-apa bagi seseorang untuk melanggar hukum jika dia tidak tertangkap.				
18	Saya tertarik dengan produk baru.				
19	Saya akan membeli produk hanya karena itu memiliki status.				
20	Saya akan membayar lebih untuk sebuah produk jika itu memiliki status.				
21	Produk lebih berharga bagi saya jika memiliki status tinggi.				
22	Saya akan berpikir tentang produk palsu sebagai pilihan ketika membeli sesuatu.				
23	Saya akan membeli produk tiruan.				
24	Saya akan mempertimbangkan membeli produk palsu untuk seorang teman.				

No	Operasionalisasi	1	2	3	4
25	Saya akan mempertimbangkan produk tiruan kepada keluarga saya.				
26	Saya akan mengatakan hal-hal yang baik tentang produk tiruan.				