

KUESIONER

Saya adalah Mahasiswa Universitas Esa Unggul Fakultas Ekonomi dan Bisnis Jurusan Manajemen yang berfokus pada bidang Pemasaran, Penelitian ini dilakukan dalam rangka penyusunan Skripsi S-1 sebagai salah satu syarat kelulusan pada Fakultas Ekonomi dan Bisnis Universitas Esa Unggul. Penelitian ini merupakan survei mengenai “**Analisis Pengaruh Citra Merek dan Harga Terhadap Keputusan Pembelian *Smartphone* Samsung (studi kasus pada ITC Roxy Mas, Jakarta Barat)**”. Demi tercapainya tujuan penelitian ini saya mengharapkan ketersediaan Bapak/Ibu/Saudara/i untuk meluangkan waktu sedikit guna mengisi kuesioner penelitian ini.

Atas kerja sama dan kesediaan dalam berpartisipasi mengisi kuesioner ini saya ucapkan terima kasih.

A. Data Responden

Silahkan beri tanda (X) untuk jawaban yang sesuai.

1. Jenis Kelamin:

- a. Pria
- b. Wanita

2. Usia:

- a. 17 – 25 tahun
- b. 26 – 35 tahun
- c. 36 – 45 tahun
- d. > 45 tahun

3. Pekerjaan:
 - a. Wiraswasta
 - b. Karyawan
 - c. Pelajar / Mahasiswa (Lanjut no. 4)
4. Sumber Penghasilan
 - a. Dari Orang tua
 - b. Sendiri (bekerja sambilan)
5. Penghasilan dalam sebulan:
 - a. < UMP DKI Jakarta
 - b. UMP DKI Jakarta
 - c. > UMP DKI Jakarta

B. Daftar Pertanyaan

Kuesioner ini mengenai penelitian dan pendapat anda mengenai Citra Merek, Harga dan Keputusan Pembelian dengan memberikan tanda silang (X).

SS	=	Sangat Setuju	=	4 poin
S	=	Setuju	=	3 poin
TS	=	Tidak Setuju	=	2 poin
STS	=	Sangat Tidak Setuju	=	1 poin

Variabel Independen	Pertanyaan	STS	TS	S	SS
Citra Merek	1. <i>Smartphone</i> Samsung selalu melakukan inovasi yang menarik perhatian masyarakat				
	2. <i>Smartphone</i> Samsung memiliki Layar / <i>Display</i> terbaik dibanding merek lain				
	3. Saya akan membeli <i>Smartphone</i> Samsung karena saya sudah mengetahui / mengenal merek Samsung				
	4. Saya sudah merasa cocok dengan merek Samsung				
	5. Saya merasa sangat yakin untuk membeli <i>Smartphone</i> ataupun produk lainnya merek Samsung				
	6. <i>Smartphone</i> Samsung mampu berinovasi memberikan teknologi terbaik dan terkini				
	7. Saya yakin untuk membeli <i>Smartphone</i> Samsung				
Harga	8. Harga yang ditawarkan <i>smartphone</i> Samsung sesuai dengan kebutuhan yang diharapkan				
	9. Harga <i>smartphone</i> Samsung terjangkau				
	10. Harga yang ditawarkan <i>smartphone</i> Samsung sesuai dengan kualitas produk yang diberikan				
	11. Harga yang ditawarkan <i>smartphone</i> Samsung sesuai dengan kinerja produk yang dapat dihasilkan				
	12. <i>Smartphone</i> Samsung memiliki harga yang bersaing dengan produk lain				

	13. <i>Smartphone</i> Samsung memberikan kualitas yang bagus dan terbaik sesuai dengan harga sehingga membuat konsumen memutuskan untuk membeli				
	14. Harga yang ditawarkan <i>smartphone</i> Samsung sesuai dengan manfaat yang dirasakan konsumen				
	15. Harga yang ditawarkan <i>smartphone</i> Samsung sesuai dengan output yang dihasilkan pada pemakaian				
Variabel Dependen	Pertanyaan	STS	TS	S	SS
Keputusan Pembelian	16. Saya akan membeli <i>Smartphone</i> Samsung				
	17. Saya membeli <i>smartphone</i> Samsung, karena merek Samsung sangat familiar				
	18. Saya membeli <i>smartphone</i> samsung karena dapat memenuhi kebutuhan saya				
	19. Saya membeli <i>smartphone</i> Samsung karena saya ingin memilikinya				
	20. Jika akan membeli <i>Smartphone</i> lagi, saya akan membeli merek Samsung lagi				
	21. Saya akan memperlengkapi <i>smartphone</i> saya dengan perangkat-perangkat pendukungnya				

TABEL R STATISTIKA

rumushitung.com

<http://rumushitung.com>

DF = n-2	0,1	0,1	0,05	0,05	0,02	0,02	0,01
	t 0,005	r 0,005	t 0,05	r 0,05	t 0,025	r 0,025	t 0,01
1	6,3138	0,9877	12,7062	0,9969	31,8205	0,9995	63,6567
2	2,9200	0,9000	4,3027	0,9500	6,9646	0,9800	9,9248
3	2,3534	0,8054	3,1824	0,8783	4,5407	0,9343	5,8409
4	2,1318	0,7293	2,7764	0,8114	3,7469	0,8822	4,6041
5	2,0150	0,6694	2,5706	0,7545	3,3649	0,8329	4,0321
6	1,9432	0,6215	2,4469	0,7067	3,1427	0,7887	3,7074
7	1,8946	0,5822	2,3646	0,6664	2,9980	0,7498	3,4995
8	1,8595	0,5494	2,3060	0,6319	2,8965	0,7155	3,3554
9	1,8331	0,5214	2,2622	0,6021	2,8214	0,6851	3,2498
10	1,8125	0,4973	2,2281	0,5760	2,7638	0,6581	3,1693
11	1,7959	0,4762	2,2010	0,5529	2,7181	0,6339	3,1058
12	1,7823	0,4575	2,1788	0,5324	2,6810	0,6120	3,0545
13	1,7709	0,4409	2,1604	0,5140	2,6503	0,5923	3,0123
14	1,7613	0,4259	2,1448	0,4973	2,6245	0,5742	2,9768
15	1,7531	0,4124	2,1314	0,4821	2,6025	0,5577	2,9467
16	1,7459	0,4000	2,1199	0,4683	2,5835	0,5425	2,9208
17	1,7396	0,3887	2,1098	0,4555	2,5669	0,5285	2,8982
18	1,7341	0,3783	2,1009	0,4438	2,5524	0,5155	2,8784
19	1,7291	0,3687	2,0930	0,4329	2,5395	0,5034	2,8609
20	1,7247	0,3598	2,0860	0,4227	2,5280	0,4921	2,8453
21	1,7207	0,3515	2,0796	0,4132	2,5176	0,4815	2,8314
22	1,7171	0,3438	2,0739	0,4044	2,5083	0,4716	2,8188
23	1,7139	0,3365	2,0687	0,3961	2,4999	0,4622	2,8073
24	1,7109	0,3297	2,0639	0,3882	2,4922	0,4534	2,7969
25	1,7081	0,3233	2,0595	0,3809	2,4851	0,4451	2,7874
26	1,7056	0,3172	2,0555	0,3739	2,4786	0,4372	2,7787
27	1,7033	0,3115	2,0518	0,3673	2,4727	0,4297	2,7707
28	1,7011	0,3061	2,0484	0,3610	2,4671	0,4226	2,7633
29	1,6991	0,3009	2,0452	0,3550	2,4620	0,4158	2,7564
30	1,6973	0,2960	2,0423	0,3494	2,4573	0,4093	2,7500
31	1,6955	0,2913	2,0395	0,3440	2,4528	0,4032	2,7440
32	1,6939	0,2869	2,0369	0,3388	2,4487	0,3972	2,7385
33	1,6924	0,2826	2,0345	0,3338	2,4448	0,3916	2,7333
34	1,6909	0,2785	2,0322	0,3291	2,4411	0,3862	2,7284
35	1,6896	0,2746	2,0301	0,3246	2,4377	0,3810	2,7238

TABEL t

d.f.	TINGKAT SIGNIFIKANSI					
dua sisi	20%	10%	5%	2%	1%	0,2%
satu sisi	10%	5%	2,5%	1%	0,5%	0,1%
1	3,078	6,314	12,706	31,821	63,657	318,309
2	1,886	2,920	4,303	6,965	9,925	22,327
3	1,638	2,353	3,182	4,541	5,841	10,215
4	1,533	2,132	2,776	3,747	4,604	7,173
5	1,476	2,015	2,571	3,365	4,032	5,893
6	1,440	1,943	2,447	3,143	3,707	5,208
7	1,415	1,895	2,365	2,998	3,499	4,785
8	1,397	1,860	2,306	2,896	3,355	4,501
9	1,383	1,833	2,262	2,821	3,250	4,297
10	1,372	1,812	2,228	2,764	3,169	4,144
11	1,363	1,796	2,201	2,718	3,106	4,025
12	1,356	1,782	2,179	2,681	3,055	3,930
13	1,350	1,771	2,160	2,650	3,012	3,852
14	1,345	1,761	2,145	2,624	2,977	3,787
15	1,341	1,753	2,131	2,602	2,947	3,733
16	1,337	1,746	2,120	2,583	2,921	3,686
17	1,333	1,740	2,110	2,567	2,898	3,646
18	1,330	1,734	2,101	2,552	2,878	3,610
19	1,328	1,729	2,093	2,539	2,861	3,579
20	1,325	1,725	2,086	2,528	2,845	3,552
21	1,323	1,721	2,080	2,518	2,831	3,527
22	1,321	1,717	2,074	2,508	2,819	3,505
23	1,319	1,714	2,069	2,500	2,807	3,485
24	1,318	1,711	2,064	2,492	2,797	3,467
25	1,316	1,708	2,060	2,485	2,787	3,450
26-99						
100	1,290	1,660	1,984	2,364	2,626	3,174
101	1,290	1,660	1,984	2,364	2,625	3,173
102	1,290	1,660	1,983	2,363	2,625	3,172
103	1,290	1,660	1,983	2,363	2,624	3,171
104	1,290	1,660	1,983	2,363	2,624	3,170
105	1,290	1,659	1,983	2,362	2,623	3,170

Tabel Tabulasi 30 responden (Pre-Test)

CM1	CM2	CM3	CM4	CM5	CM6	CM7	HG1	HG2	HG3	HG4
3	3	2	3	2	2	2	1	1	3	3
3	3	4	3	4	4	3	3	1	3	3
2	2	3	2	3	2	2	1	3	3	1
3	3	3	3	4	3	4	3	3	3	4
3	3	3	3	4	4	4	1	1	3	1
3	3	4	3	3	3	3	1	1	3	3
3	3	3	3	3	4	3	1	1	2	1
3	3	3	3	2	4	4	1	3	3	3
3	3	3	3	3	4	3	3	1	3	4
2	2	2	3	3	3	2	1	3	3	1
4	2	3	3	3	2	4	1	1	3	1
2	3	2	2	2	3	2	3	1	1	3
3	3	3	3	3	4	3	2	2	2	2
4	4	3	3	3	4	3	2	2	2	2
2	3	3	2	2	3	2	3	2	3	3
4	4	3	3	3	4	3	1	3	3	1
3	3	4	2	3	4	4	4	4	4	3
3	4	4	3	3	4	3	2	1	3	1
4	4	4	4	4	4	4	3	2	3	3
3	3	3	3	2	3	3	2	2	3	3
2	2	3	2	3	2	2	4	4	3	4
3	3	4	3	2	3	4	4	2	4	4
2	4	4	3	3	2	2	2	2	2	2
3	2	2	2	2	4	3	1	3	3	3
3	3	4	3	3	3	3	1	1	3	1
3	3	3	3	3	3	3	2	2	3	3
4	2	3	3	3	3	4	1	1	2	1
4	3	3	3	3	3	3	3	2	3	4
3	3	3	3	3	3	3	3	4	2	2
3	3	4	3	3	3	4	2	2	2	3
90	89	95	85	87	97	92	62	61	83	73

Tabel Tabulasi 30 Responden (Pre-Test)

HG5	HG6	HG7	HG8	KP1	KP2	KP3	KP4	KP5	KP6
3	3	3	3	2	3	2	2	2	2
1	3	1	3	3	3	3	3	3	3
3	3	3	3	2	1	2	2	2	2
4	3	3	3	3	3	3	3	3	3
1	3	1	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3	3
1	2	1	2	4	3	4	4	4	4
3	3	1	3	4	4	3	2	4	4
4	3	1	3	2	2	3	3	4	3
1	3	3	3	4	2	1	3	2	3
1	3	1	3	3	3	2	2	4	3
1	1	1	1	2	2	3	3	2	2
2	2	2	2	3	3	3	3	3	3
2	2	2	2	3	3	3	3	3	3
2	2	1	3	3	4	3	4	3	3
1	3	3	3	3	2	4	2	2	2
4	3	4	3	2	3	2	3	4	1
1	2	1	2	3	3	2	4	2	3
3	3	3	3	3	3	3	2	3	3
3	3	3	3	3	3	3	3	3	3
3	3	4	4	3	4	4	3	3	4
2	4	2	4	4	4	4	4	4	3
2	3	3	2	3	3	3	3	3	3
3	3	1	3	3	3	3	3	2	3
1	2	1	3	3	3	3	4	3	3
3	3	3	2	4	2	3	2	4	2
1	3	1	3	3	2	2	3	2	3
2	4	3	3	4	4	4	4	4	4
3	2	4	2	3	3	2	2	2	1
3	3	3	3	3	3	3	4	3	3
67	83	66	83	91	87	86	89	89	85

Correlations

		Correlations							
		CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM
CM1	Pearson	1	,262	,166	,581**	,265	,368*	,652**	,715**
	Correlation								
	Sig. (2-tailed)		,163	,382	,001	,157	,045	,000	,000
	N	30	30	30	30	30	30	30	30
CM2	Pearson	,262	1	,447*	,466**	,175	,403*	,081	,597**
	Correlation								
	Sig. (2-tailed)	,163		,013	,009	,354	,027	,671	,000
	N	30	30	30	30	30	30	30	30
CM3	Pearson	,166	,447*	1	,327	,394*	,134	,408*	,622**
	Correlation								
	Sig. (2-tailed)	,382	,013		,078	,031	,480	,025	,000
	N	30	30	30	30	30	30	30	30
CM4	Pearson	,581**	,466**	,327	1	,431*	,223	,438*	,711**
	Correlation								
	Sig. (2-tailed)	,001	,009	,078		,017	,237	,015	,000
	N	30	30	30	30	30	30	30	30
CM5	Pearson	,265	,175	,394*	,431*	1	,211	,322	,592**
	Correlation								
	Sig. (2-tailed)	,157	,354	,031	,017		,264	,082	,001
	N	30	30	30	30	30	30	30	30
CM6	Pearson	,368*	,403*	,134	,223	,211	1	,418*	,629**
	Correlation								
	Sig. (2-tailed)	,045	,027	,480	,237	,264		,021	,000
	N	30	30	30	30	30	30	30	30
CM7	Pearson	,652**	,081	,408*	,438*	,322	,418*	1	,744**
	Correlation								
	Sig. (2-tailed)	,000	,671	,025	,015	,082	,021		,000
	N	30	30	30	30	30	30	30	30
CM	Pearson	,715**	,597**	,622**	,711**	,592**	,629**	,744**	1
	Correlation								
	Sig. (2-tailed)	,000	,000	,000	,000	,001	,000	,000	
	N	30	30	30	30	30	30	30	30

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

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

Correlations

Correlations									
	HRG1	HRG2	HRG3	HRG4	HRG5	HRG6	HRG7	HRG8	HRG
HRG1 Pearson	1	,327	,182	,689**	,365*	,077	,318	,130	,647**
Correlation									
Sig. (2-tailed)		,078	,335	,000	,047	,686	,086	,495	,000
N	30	30	30	30	30	30	30	30	30
HRG2 Pearson	,327	1	,233	,205	,490**	,178	,655**	,233	,666**
Correlation									
Sig. (2-tailed)	,078		,215	,277	,006	,346	,000	,215	,000
N	30	30	30	30	30	30	30	30	30
HRG3 Pearson	,182	,233	1	,251	,298	,648**	,171	,736**	,560**
Correlation									
Sig. (2-tailed)	,335	,215		,181	,109	,000	,366	,000	,001
N	30	30	30	30	30	30	30	30	30
HRG4 Pearson	,689**	,205	,251	1	,660**	,351	,268	,301	,744**
Correlation									
Sig. (2-tailed)	,000	,277	,181		,000	,057	,152	,106	,000
N	30	30	30	30	30	30	30	30	30
HRG5 Pearson	,365*	,490**	,298	,660**	1	,298	,533**	,245	,780**
Correlation									
Sig. (2-tailed)	,047	,006	,109	,000		,109	,002	,191	,000
N	30	30	30	30	30	30	30	30	30
HRG6 Pearson	,077	,178	,648**	,351	,298	1	,322	,736**	,583**
Correlation									
Sig. (2-tailed)	,686	,346	,000	,057	,109		,083	,000	,001
N	30	30	30	30	30	30	30	30	30
HRG7 Pearson	,318	,655**	,171	,268	,533**	,322	1	,171	,697**
Correlation									
Sig. (2-tailed)	,086	,000	,366	,152	,002	,083		,366	,000
N	30	30	30	30	30	30	30	30	30
HRG8 Pearson	,130	,233	,736**	,301	,245	,736**	,171	1	,560**
Correlation									
Sig. (2-tailed)	,495	,215	,000	,106	,191	,000	,366		,001
N	30	30	30	30	30	30	30	30	30

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

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

Correlations

		Correlations						
		KP1	KP2	KP3	KP4	KP5	KP6	KP
KP1	Pearson Correlation	1	,402*	,317	,237	,369*	,538**	,662**
	Sig. (2-tailed)		,028	,087	,208	,045	,002	,000
	N	30	30	30	30	30	30	30
KP2	Pearson Correlation	,402*	1	,438*	,398*	,437*	,487**	,753**
	Sig. (2-tailed)	,028		,016	,029	,016	,006	,000
	N	30	30	30	30	30	30	30
KP3	Pearson Correlation	,317	,438*	1	,320	,424*	,464**	,712**
	Sig. (2-tailed)	,087	,016		,085	,020	,010	,000
	N	30	30	30	30	30	30	30
KP4	Pearson Correlation	,237	,398*	,320	1	,186	,439*	,617**
	Sig. (2-tailed)	,208	,029	,085		,325	,015	,000
	N	30	30	30	30	30	30	30
KP5	Pearson Correlation	,369*	,437*	,424*	,186	1	,352	,669**
	Sig. (2-tailed)	,045	,016	,020	,325		,056	,000
	N	30	30	30	30	30	30	30
KP6	Pearson Correlation	,538**	,487**	,464**	,439*	,352	1	,782**
	Sig. (2-tailed)	,002	,006	,010	,015	,056		,000
	N	30	30	30	30	30	30	30
KP	Pearson Correlation	,662**	,753**	,712**	,617**	,669**	,782**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30

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

**. 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
,775	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CM1	18,17	6,282	,577	,731
CM2	18,20	6,786	,435	,759
CM3	18,00	6,621	,455	,756
CM4	18,33	6,851	,619	,734
CM5	18,27	6,823	,430	,760
CM6	17,93	6,409	,439	,762
CM7	18,10	5,886	,592	,726

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
,808	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HRG1	17,20	17,683	,490	,792
HRG2	17,23	17,702	,523	,786
HRG3	16,50	20,121	,460	,797
HRG4	16,83	16,420	,610	,772
HRG5	17,03	16,378	,670	,761
HRG6	16,50	19,983	,487	,794
HRG7	17,07	16,961	,547	,783
HRG8	16,50	20,121	,460	,797

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
,790	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	14,53	6,947	,521	,764
KP2	14,67	6,299	,618	,740
KP3	14,70	6,424	,555	,755
KP4	14,60	6,869	,432	,784
KP5	14,60	6,524	,487	,773
KP6	14,73	6,064	,650	,731

Hasil Tabulasi 105 Responden

CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM	HRG1	HRG2	HRG3	HRG4
3	3	4	3	2	3	4	22	3	3	2	3
2	2	2	2	1	3	3	15	1	1	3	1
3	2	3	4	3	4	3	22	2	2	2	2
4	4	4	4	4	4	4	28	4	4	4	4
3	3	3	3	4	4	4	24	4	4	3	4
3	3	4	3	3	3	3	22	3	3	3	3
2	2	2	3	2	3	2	16	1	1	3	1
3	4	4	3	3	4	3	24	3	3	4	4
2	2	2	2	2	2	2	14	3	1	1	3
2	2	2	2	2	3	3	16	1	1	3	1
3	3	3	2	3	2	2	18	1	1	3	1
3	3	4	3	2	3	4	22	2	2	2	3
2	2	2	2	2	3	2	15	1	1	3	1
3	3	4	4	4	4	4	26	3	4	3	4
3	2	3	2	2	3	1	16	4	1	3	1
3	3	3	3	4	4	4	24	2	2	3	3
3	3	3	3	2	4	4	22	3	2	2	2
3	3	3	3	4	4	4	24	3	3	4	4
4	4	4	4	4	4	4	28	4	4	4	4
2	2	2	2	2	3	3	16	4	1	3	1
2	2	2	2	2	2	2	14	1	1	3	1
4	3	3	3	3	3	3	22	1	1	3	3
3	4	4	3	3	4	3	24	2	2	2	3
2	2	2	2	2	2	2	14	1	1	3	1
3	3	4	3	3	3	3	22	1	1	3	1
3	3	3	3	3	3	3	21	2	2	3	3
4	2	3	3	3	3	4	22	1	1	3	1
4	3	3	3	3	3	3	22	3	4	3	4
3	3	3	3	3	3	3	21	3	2	2	2
3	3	4	3	3	3	4	23	2	2	2	3
2	2	2	2	2	3	2	15	3	3	3	2
3	2	3	4	3	4	3	22	3	3	3	3
3	3	2	3	2	2	2	17	1	1	3	3
3	3	4	3	4	4	3	24	3	3	3	3
2	2	3	2	3	2	2	16	1	1	3	1
3	3	3	3	4	3	4	23	3	3	3	4
3	3	3	3	4	4	4	24	1	1	3	1
3	3	4	3	3	3	3	22	1	1	3	3
3	3	3	3	3	4	3	22	4	4	4	4
3	3	3	3	2	4	4	22	4	4	3	4
3	3	3	3	3	4	3	22	3	3	3	4
2	2	2	3	3	3	2	17	1	1	3	1
4	2	3	3	3	3	4	22	3	4	3	4
2	3	2	2	2	2	2	15	3	1	1	3
3	3	3	3	3	4	3	22	2	2	2	2
4	4	3	3	3	4	3	24	2	2	2	2
2	3	3	2	2	3	2	17	3	3	3	3
4	4	3	3	3	4	3	24	1	1	3	1
3	3	4	2	3	4	4	23	4	4	4	3
3	4	4	3	3	4	3	24	4	1	3	1
4	4	4	4	4	4	4	28	2	2	3	3
2	3	3	3	2	2	2	17	2	2	3	3
3	2	3	2	3	3	3	19	4	4	3	4

3	3	4	3	2	3	4	22	4	4	4	4
2	2	2	3	2	2	2	15	2	2	3	3
4	3	3	3	3	3	3	22	1	1	3	3
3	3	3	3	4	4	4	24	1	1	3	3
2	3	3	2	2	3	2	17	2	2	2	2
3	3	3	3	4	4	4	24	3	1	3	2
3	2	3	4	3	4	3	22	3	2	3	2
3	3	3	2	3	3	2	19	1	1	1	1
4	4	4	4	4	4	4	28	4	4	3	4
2	3	3	3	2	2	2	17	2	2	3	3
4	4	3	3	3	4	3	24	3	3	3	2
3	3	3	1	3	3	4	20	2	2	3	3
3	3	4	3	3	3	4	23	4	4	3	4
2	2	2	2	2	2	2	14	1	1	3	1
3	3	4	4	4	4	4	26	3	3	4	4
3	3	2	2	2	2	2	16	1	1	3	1
3	3	3	3	4	3	4	23	1	1	3	1
3	3	3	3	4	4	3	23	1	1	3	3
3	3	3	3	4	4	4	24	4	4	4	4
4	4	4	4	4	4	4	28	4	4	3	4
1	1	3	3	3	4	3	18	3	3	3	4
3	3	3	3	2	2	2	18	1	1	3	1
3	3	3	3	2	4	4	22	3	3	4	4
2	2	2	3	2	2	2	15	3	1	1	3
4	2	3	3	3	3	4	22	3	1	3	2
3	3	3	3	4	4	4	24	2	2	2	2
3	3	3	3	2	2	2	18	3	2	3	2
3	3	3	3	4	4	4	24	1	1	3	1
3	3	4	2	3	4	4	23	4	4	1	4
3	3	4	3	4	4	3	24	2	2	2	2
4	4	4	4	4	4	4	28	3	3	3	2
3	3	3	2	3	2	2	18	3	3	3	3
3	3	3	1	3	3	4	20	4	4	4	3
3	3	3	1	3	3	4	20	4	4	4	4
3	3	4	3	3	3	4	23	2	2	2	2
2	2	2	2	1	3	3	15	1	1	3	3
3	3	4	4	4	4	4	26	2	2	3	3
1	1	3	3	3	4	3	18	3	1	3	2
3	3	4	3	4	4	3	24	2	2	2	3
3	3	4	2	3	4	4	23	3	3	3	3
3	3	3	3	4	4	4	24	1	1	3	1
4	4	4	4	4	4	4	28	4	4	3	4
3	3	3	3	2	2	2	18	3	2	2	3
3	3	3	3	3	3	3	21	3	3	4	4
3	3	3	3	3	3	3	21	3	3	4	4
3	3	3	3	4	3	4	23	4	4	1	4
2	2	2	2	2	2	2	14	1	1	3	3
4	4	4	4	4	4	4	28	1	1	3	1
2	2	2	2	2	3	3	16	3	3	2	3
3	3	3	3	4	4	3	23	1	1	3	1
4	3	3	3	3	4	4	24	1	1	3	3
4	3	3	3	3	4	4	24	4	4	4	4
308	300	325	298	310	345	332	2218	255	232	302	276

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HRG5	HRG6	HRG7	HRG8	HRG	KP1	KP2	KP3	KP4	KP5	KP6	KP
3	3	3	3	23	3	3	3	3	3	3	18
1	3	1	3	14	3	3	3	3	2	3	17
3	3	3	3	20	3	3	3	3	2	3	17
4	4	4	4	32	3	3	3	3	3	3	18
4	4	4	4	31	4	4	4	4	4	4	24
3	3	3	3	24	3	3	3	3	3	3	18
1	3	1	3	14	3	2	2	2	2	2	13
4	3	3	4	28	3	3	3	3	3	3	18
1	1	1	1	12	3	1	2	2	2	2	12
1	3	1	3	14	3	3	2	3	3	3	17
1	3	1	3	14	3	3	3	3	3	3	18
3	3	3	3	21	3	3	4	3	4	3	20
1	3	1	3	14	2	2	2	2	2	2	12
3	4	4	3	28	3	4	4	3	3	3	20
1	4	1	3	18	3	1	3	2	2	2	13
2	3	3	3	21	3	3	3	3	3	3	18
3	3	3	3	21	3	3	3	3	3	3	18
4	3	3	4	28	4	4	3	3	3	3	20
4	4	4	4	32	4	4	4	4	4	4	24
1	4	1	3	18	3	2	2	2	2	2	13
1	3	1	3	14	2	1	2	2	3	2	12
3	3	3	3	20	3	3	3	4	3	3	19
3	3	3	2	20	3	3	3	3	3	3	18
1	3	1	3	14	3	3	3	3	2	3	17
1	3	1	3	14	3	3	3	4	3	3	19
3	3	3	2	21	4	2	3	3	4	3	19
1	3	1	3	14	3	2	2	2	2	2	13
3	4	4	3	28	4	4	4	4	4	4	24
2	2	3	2	18	3	3	2	2	2	1	13
3	3	3	3	21	3	3	3	4	3	3	19
3	3	2	3	22	3	3	3	3	3	3	18
3	3	3	3	24	4	4	4	4	4	4	24
3	3	3	3	20	2	3	2	2	2	2	13
3	3	3	3	24	3	3	3	3	3	3	18
1	3	1	3	14	2	1	2	2	2	2	11
4	3	3	3	26	3	3	3	3	3	3	18
1	3	1	3	14	3	3	3	3	3	3	18
3	3	3	3	20	3	3	3	3	3	3	18
4	4	4	4	32	4	3	3	2	4	4	20
4	4	4	4	31	4	4	4	4	4	4	24
4	3	3	3	26	4	2	3	3	4	3	19
1	3	1	3	14	2	2	1	3	2	3	13
3	4	4	3	28	3	3	3	3	4	3	19
1	1	1	1	12	2	2	2	2	2	2	12
2	2	2	2	16	3	3	3	3	3	3	18
2	2	2	2	16	3	3	3	3	3	3	18
2	2	3	3	22	3	4	3	4	3	3	20
1	3	1	3	14	2	2	2	2	2	2	12
4	3	4	3	29	3	3	4	3	4	3	20
1	4	1	3	18	3	3	2	2	2	1	13
3	3	3	3	22	3	3	3	4	3	3	19
3	3	3	3	22	3	3	3	3	3	3	18
3	3	4	4	29	3	4	4	3	3	3	20

4	4	4	4	32	4	4	4	4	4	4	24
2	2	2	3	19	3	2	3	2	2	2	14
3	3	3	3	20	3	3	3	4	3	3	19
3	3	3	3	20	3	2	2	2	3	2	14
2	2	2	3	17	3	2	2	3	1	3	14
2	3	2	1	17	3	3	3	3	3	3	18
3	3	3	3	22	4	4	3	3	3	3	20
1	3	1	3	12	3	2	2	2	1	2	12
4	4	4	4	31	4	3	3	2	4	4	20
2	3	2	2	19	2	2	3	2	3	3	15
3	3	2	3	22	4	2	3	3	4	3	19
3	3	3	3	22	3	3	3	3	3	3	18
3	3	4	4	29	3	4	3	4	3	3	20
1	3	1	3	14	2	1	2	2	2	2	11
2	2	2	3	23	4	4	4	4	4	4	24
1	3	1	3	14	3	3	3	3	3	3	18
1	3	1	3	14	3	3	3	3	3	3	18
3	3	3	3	20	3	3	3	3	3	3	18
4	4	4	4	32	3	3	4	3	4	3	20
4	4	4	4	31	4	4	4	4	4	4	24
4	3	3	3	26	3	3	3	3	4	3	19
1	3	1	3	14	2	2	3	2	3	3	15
4	3	3	4	28	3	4	4	3	3	3	20
1	1	1	1	12	3	1	2	2	3	1	12
2	3	2	1	17	3	3	3	3	3	3	18
2	2	2	3	17	3	3	3	3	3	3	18
3	3	3	3	22	3	3	4	4	3	4	21
1	3	1	3	14	3	2	2	2	1	2	12
4	4	4	4	29	3	3	4	4	3	4	21
3	2	3	3	19	2	2	3	2	3	3	15
3	3	2	3	22	4	4	3	3	3	3	20
3	3	3	2	23	3	3	3	3	3	3	18
4	3	4	3	29	3	3	4	4	3	4	21
4	4	4	4	32	4	4	4	4	4	4	24
3	2	3	3	19	3	2	3	3	2	3	16
3	3	3	3	20	4	3	3	2	4	4	20
2	3	3	3	21	3	3	3	3	3	3	18
2	3	2	1	17	2	3	3	3	3	2	16
2	2	2	3	18	3	3	3	3	3	3	18
3	3	2	3	23	4	4	4	4	3	4	23
1	3	1	3	14	2	2	2	2	2	2	12
3	3	4	4	29	4	4	4	4	3	4	23
2	3	2	3	20	2	3	2	3	3	3	16
2	2	2	3	23	3	4	3	4	3	3	20
2	2	2	3	23	3	3	3	3	3	3	18
4	4	4	4	29	4	4	4	4	3	4	23
3	3	3	3	20	3	3	3	3	3	3	18
1	3	1	3	14	2	3	3	3	3	2	16
3	3	3	3	23	3	3	3	3	3	3	18
1	3	1	3	14	3	3	3	3	3	3	18
3	3	3	3	20	3	3	3	3	3	3	18
4	4	4	4	32	4	4	4	4	4	4	24
262	315	262	315	2219	322	305	314	313	310	309	1873

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	HRG, CM ^b	.	Enter

a. Dependent Variable: KP

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,779 ^a	,606	,599	2,193

a. Predictors: (Constant), HRG, CM

b. Dependent Variable: KP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	755,635	2	377,817	78,549	,000 ^b
	Residual	490,613	102	4,810		
	Total	1246,248	104			

a. Dependent Variable: KP

b. Predictors: (Constant), HRG, CM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,262	1,222		5,123	,000		
	CM	,142	,062	,159	2,294	,024	,800	1,250
	HRG	,406	,041	,694	9,998	,000	,800	1,250

a. Dependent Variable: KP

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	HRG, CM ^b	.	Enter

a. Dependent Variable: KP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,779 ^a	,606	,599	2,193

a. Predictors: (Constant), HRG, CM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	755,635	2	377,817	78,549	,000 ^b
	Residual	490,613	102	4,810		
	Total	1246,248	104			

a. Dependent Variable: KP

b. Predictors: (Constant), HRG, CM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,262	1,222		5,123	,000
	CM	,142	,062	,159	2,294	,024
	HRG	,406	,041	,694	9,998	,000

a. Dependent Variable: KP