

### Lampiran 3 : Uji Validitas, Reliabilitas dan Rerata Sel

Anti-image Matrices

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10
Anti-image Covariance	KP1	.049	-.028	.014	-.036	.023	-.013	-.011	-.016	.014	-.015
	KP2	-.028	.031	-.028	.021	-.010	-.003	.016	-.007	-.002	.012
	KP3	.014	-.028	.042	-.034	.006	.017	-.026	.011	.007	-.019
	KP4	-.036	.021	-.034	.097	-.057	-.001	.023	.021	-.028	.018
	KP5	.023	-.010	.006	-.057	.154	-.085	-.023	.035	-.047	.003
	KP6	-.013	-.003	.017	-.001	-.085	.177	-.057	-.003	.047	-.022
	KP7	-.011	.016	-.026	.023	-.023	-.057	.094	-.064	-.006	.038
	KP8	-.016	-.007	.011	.021	.035	-.003	-.064	.118	-.057	-.007
	KP9	.014	-.002	.007	-.028	-.047	.047	-.006	-.057	.149	-.133
	KP10	-.015	.012	-.019	.018	.003	-.022	.038	-.007	-.133	.250
Anti-image Correlation	KP1	.817 <sup>a</sup>	-.713	.320	-.519	.268	-.143	-.154	-.209	.166	-.131
	KP2	-.713	.769 <sup>a</sup>	-.778	.385	-.141	-.040	.293	-.109	-.036	.140
	KP3	.320	-.778	.790 <sup>a</sup>	-.533	.074	.198	-.415	.152	.091	-.188
	KP4	-.519	.385	-.533	.795 <sup>a</sup>	-.468	-.004	.245	.193	-.234	.114
	KP5	.268	-.141	.074	-.468	.830 <sup>a</sup>	-.513	-.193	.260	-.309	.016
	KP6	-.143	-.040	.198	-.004	-.513	.856 <sup>a</sup>	-.440	-.021	.289	-.103
	KP7	-.154	.293	-.415	.245	-.193	-.440	.809 <sup>a</sup>	-.610	-.048	.246
	KP8	-.209	-.109	.152	.193	.260	-.021	-.610	.830 <sup>a</sup>	-.433	-.041
	KP9	.166	-.036	.091	-.234	-.309	.289	-.048	-.433	.770 <sup>a</sup>	-.689
	KP10	-.131	.140	-.188	.114	.016	-.103	.246	-.041	-.689	.792 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

## Anti-image Matrices

		HG1	HG2	HG3	HG4	HG5	HG6	HG7
Anti-image Covariance	HG1	.252	-.081	.035	-.020	-.002	.041	-.055
	HG2	-.081	.074	-.064	.007	2.713E-5	-.009	.013
	HG3	.035	-.064	.083	-.003	-.002	-.012	-.001
	HG4	-.020	.007	-.003	.054	-.044	.003	-.012
	HG5	-.002	2.713E-5	-.002	-.044	.048	-.020	.021
	HG6	.041	-.009	-.012	.003	-.020	.074	-.080
	HG7	-.055	.013	-.001	-.012	.021	-.080	.152
Anti-image Correlation	HG1	.824 <sup>a</sup>	-.593	.244	-.174	-.022	.300	-.284
	HG2	-.593	.773 <sup>a</sup>	-.810	.108	.000	-.120	.125
	HG3	.244	-.810	.835 <sup>a</sup>	-.042	-.037	-.155	-.005
	HG4	-.174	.108	-.042	.822 <sup>a</sup>	-.866	.039	-.136
	HG5	-.022	.000	-.037	-.866	.805 <sup>a</sup>	-.343	.242
	HG6	.300	-.120	-.155	.039	-.343	.828 <sup>a</sup>	-.757
	HG7	-.284	.125	-.005	-.136	.242	-.757	.819 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

## Anti-image Matrices

		WTP1	WTP2	WTP3
Anti-image Covariance	WTP1	.170	-.123	-.033
	WTP2	-.123	.147	-.091
	WTP3	-.033	-.091	.367
Anti-image Correlation	WTP1	.691 <sup>a</sup>	-.779	-.131
	WTP2	-.779	.657 <sup>a</sup>	-.390
	WTP3	-.131	-.390	.876 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

## Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.946	9

## Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.957	.958	7

## Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.931	3

## Statistics

HCODE

N	Valid	120
	Missing	0
Median		.1552045

## Between-Subjects Factors

		N
KPMEDIAN	1.00	62
	2.00	58
HMEDIAN	1.00	68
	2.00	52

## Statistics

KPCODE

N	Valid	120
	Missing	0
Median		.0586078

## Tests of Between-Subjects Effects

Dependent Variable: WTP

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2379154791819 5606000.000 <sup>a</sup>	3	7930515972731 868200.000	11.367	.000
Intercept	1155870494415 011700000.000	1	1155870494415 011700000.000	1656.739	.000
KPMEDIAN	8173485045879 232500.000	1	8173485045879 232500.000	11.715	.001
HMEDIAN	8173485045879 199700.000	1	8173485045879 199700.000	11.715	.001
KPMEDIAN * HMEDIAN	4680797856182 609900.000	1	4680797856182 609900.000	6.709	.011
Error	8093067410624 8790000.000	116	6976782250538 68930.000		
Total	1245555555357 777700000.000	120			
Corrected Total	1047222220244 44400000.000	119			

a. R Squared = .227 (Adjusted R Squared = .207)

### Parameter Estimates

Dependent Variable: WTP

Parameter	B	Std. Error	t	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Intercept	346 1538461.462	163810188.592	21.131	.000	313 7091742.468	378 5985180.455
[KPMEDIAN=1.00]	-128205128.462	231662590.362	-.553	.581	-587042078.730	330631821.807
[KPMEDIAN=2.00]	0 <sup>a</sup>	.	.	.	.	.
[HMEDIAN=1.00]	-128205128.462	220536215.665	-.581	.562	-565004891.690	308594634.767
[HMEDIAN=2.00]	0 <sup>a</sup>	.	.	.	.	.
[KPMEDIAN=1.00] *	-797720796.538	307977192.341	-2.590	.011	1407708431.853	-187733161.224
[HMEDIAN=1.00]	0 <sup>a</sup>	.	.	.	.	.
[KPMEDIAN=1.00] *	0 <sup>a</sup>	.	.	.	.	.
[HMEDIAN=2.00]	0 <sup>a</sup>	.	.	.	.	.
[KPMEDIAN=2.00] *	0 <sup>a</sup>	.	.	.	.	.
[HMEDIAN=1.00]	0 <sup>a</sup>	.	.	.	.	.
[KPMEDIAN=2.00] *	0 <sup>a</sup>	.	.	.	.	.
[HMEDIAN=2.00]	0 <sup>a</sup>	.	.	.	.	.

a. This parameter is set to zero because it is redundant.

### 4. KPMEDIAN \* HMEDIAN

Dependent Variable: WTP

KPMEDIAN	HMEDIAN	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
1.00	1.00	2407407408.000	139211891.360	2131680716.122	2683134099.878
	2.00	3333333333.000	163810188.592	3008886614.006	3657780051.994
2.00	1.00	3333333333.000	147656508.603	3040881012.628	3625785653.372
	2.00	3461538461.462	163810188.592	3137091742.468	3785985180.455