

Lampiran 9: Norma Subyektif

No											SN
	KELUARGA	TEMAN	IKLAN	ORANG LAIN	DIRI SENDIRI	KELUARGA	TEMAN	IKLAN	ORANG LAIN	DIRI SENDIRI	
	1	2	3	4	5	1	2	3	4	5	
1	1	1	2	1	1	1	1	2	1	1	8
2	-2	-1	-1	0	2	-1	0	0	-2	2	6
3	-1	1	2	0	0	-1	1	2	0	0	6
4	-2	0	1	1	0	-2	0	1	1	0	6
5	-2	-1	-1	0	1	-2	-2	1	1	2	7
6	-2	-1	1	-1	1	-2	-1	1	-1	1	8
7	0	1	1	0	1	-2	0	0	0	1	1
8	-2	1	1	1	0	-2	2	1	1	2	8
9	-2	1	1	0	2	-2	0	2	-1	2	10
10	-2	1	2	0	1	-2	1	1	-1	1	8
11	-2	1	1	1	0	-2	1	-1	1	2	5
12	-2	0	-1	1	2	-2	-1	-1	0	2	9
13	-2	0	0	0	1	-2	0	0	0	1	5
14	0	1	0	1	1	1	1	0	1	2	4
15	-2	1	0	0	2	-2	1	0	-1	2	9
16	-2	0	1	1	2	-2	1	0	0	2	8
17	0	0	0	0	2	1	1	0	0	2	4
18	-1	0	-1	0	1	-1	0	-1	0	1	3
19	-2	0	0	0	1	0	0	0	0	1	1
20	-2	1	1	1	2	-2	1	1	1	1	9
21	-2	0	0	1	1	-2	1	0	1	1	6
22	0	1	1	2	1	0	-1	-1	-2	1	-5
23	0	0	1	0	2	2	0	0	-1	2	4
24	-2	1	0	-1	-2	-2	1	0	-1	-2	10
25	1	2	-1	-1	2	-1	1	2	2	1	-1
26	-1	0	-1	-2	0	-2	1	0	-2	1	6
27	-1	1	0	-1	2	-1	1	0	-2	2	8
28	-1	1	2	1	1	-1	1	2	1	1	8
29	-1	2	0	0	2	0	1	-1	0	1	4
30	0	1	1	1	2	-2	1	1	1	2	7
31	-1	0	0	0	1	-2	1	0	1	1	3
32	-1	2	1	0	2	-1	1	2	0	2	9
33	-2	1	-1	0	-1	-2	0	-2	-1	0	6
34	-2	-1	2	0	0	0	-1	0	-1	0	1
35	-2	0	0	-2	0	-2	0	0	-2	-2	8
36	-2	0	-2	0	1	-2	0	-2	0	1	9
37	0	0	0	0	2	-1	0	0	0	2	4
38	0	1	1	0	2	0	0	0	1	-1	-2
39	-2	0	0	-1	-1	-2	0	0	-1	-1	6
40	-1	1	1	1	1	-1	1	1	1	1	5
41	-2	0	-1	0	2	-2	0	-1	0	1	7
42	-2	-1	-2	-2	2	-2	0	0	-2	2	12
43	-1	0	-1	-1	1	-1	0	-1	-1	1	4
44	1	0	0	0	1	1	1	0	0	2	3
45	0	0	-2	-2	2	0	0	-2	-2	2	12
46	-2	1	0	-1	1	-2	1	-2	-2	1	8
47	0	0	-2	-1	2	0	0	-2	-2	2	10
48	-1	0	-1	-1	1	-1	0	-1	-1	1	4
49	-2	1	0	-1	1	-1	1	0	0	1	4
50	-2	0	1	0	1	0	0	1	1	1	2

51	1	0	0	0	1	1	1	0	0	2	3
52	1	1	0	-1	0	1	0	1	0	1	1
53	-2	0	0	0	1	-2	0	0	0	2	6
54	0	1	1	0	2	0	0	0	1	1	2
55	0	1	-1	-2	1	0	1	-1	-1	2	6
56	-1	1	1	1	2	-1	2	2	2	2	11
57	-2	0	0	0	2	-1	-1	-1	1	2	6
58	-2	0	0	0	2	0	-1	-1	0	2	4
59	-1	1	1	0	2	-1	0	0	0	2	5
60	-1	0	0	1	1	-1	1	0	1	2	4
61	2	-1	-1	-1	2	2	-2	-1	-2	2	13
62	1	1	0	0	2	-1	1	0	0	2	4
63	-1	0	0	0	2	-1	0	0	0	2	5
64	-2	0	-1	-2	2	-2	-2	0	-1	1	8
65	-1	0	-1	-1	1	-1	0	-1	-1	1	4
66	-2	1	-1	1	2	0	1	-2	1	2	8
67	-2	-2	0	0	2	-1	-2	0	0	1	8
68	0	0	-2	-2	2	0	0	-2	-2	2	12
69	-2	1	2	-2	0	1	2	0	-1	1	2
70	-2	0	0	-1	2	-2	-2	-2	-2	2	10
71	-1	1	0	-1	1	-1	1	0	-1	2	5
72	-2	1	2	-2	0	1	2	0	-1	1	2
73	-1	-1	0	1	1	-1	-1	-1	1	1	4
74	-1	1	0	-1	0	-1	1	0	-1	0	3
75	0	0	-1	-1	1	0	0	-1	-1	2	4
76	-1	0	1	-1	0	-1	1	1	-1	0	3
77	0	1	2	-2	-1	-2	0	0	-1	1	1
78	1	0	-1	-2	1	0	-2	-1	0	2	3
79	-2	-2	1	-1	2	-2	-2	1	1	2	12
80	-2	0	0	-1	2	0	1	-1	-2	2	6
81	1	1	-1	-1	1	1	1	0	-1	2	5
82	-2	1	2	-2	0	1	2	0	-1	1	2
83	-2	1	-1	0	2	-2	-1	1	0	2	6
84	-2	0	0	1	1	-2	1	0	1	0	5
85	-2	-1	1	0	0	-2	2	0	-1	0	2
86	-2	1	0	-1	2	-1	1	0	-2	2	9
87	-2	0	1	-2	2	-2	-1	-2	1	2	4
88	1	1	1	0	0	1	0	-2	0	1	-1
89	0	1	2	-1	1	-2	1	1	-1	1	5
90	-2	1	0	-2	1	-2	0	-2	-1	2	8
91	-1	0	-2	1	2	0	-2	1	-1	2	1
92	0	-1	0	-2	2	0	0	-1	-2	2	8
93	-1	1	0	0	1	-1	0	0	1	1	2
94	0	0	-1	-1	1	0	0	-1	-1	2	4
95	1	1	-1	-1	1	1	1	-2	0	2	6
96	-1	-1	-1	-2	1	-1	2	-2	-2	2	7
97	0	1	0	0	1	0	2	0	0	2	4
98	1	1	0	0	1	1	1	-2	-2	1	3
99	0	1	-1	-1	2	0	1	-1	-1	2	7
100	1	2	0	-1	1	1	2	0	0	1	6
	-0.97	0.38	0.08	-0.39	1.16	-0.81	0.32	-0.19	-0.36	1.32	2.5637

Lampiran 10 : Bobot

NO.	W1	W2
1	50	50
2	70	30
3	40	60
4	85	15
5	80	20
6	75	25
7	80	20
8	25	75
9	80	20
10	30	70
11	45	55
12	70	30
13	80	20
14	50	50
15	60	40
16	50	50
17	70	30
18	70	30
19	75	25
20	80	20
21	65	35
22	60	40
23	75	25
24	50	50
25	30	70
26	60	40
27	40	60
28	50	50
29	50	50
30	60	40

31	55	45
32	30	70
33	30	70
34	70	30
35	70	30
36	80	20
37	75	25
38	70	30
39	90	10
40	30	70
41	60	40
42	80	20
43	68	32
44	50	50
45	95	5
46	55	45
47	80	20
48	60	40
49	50	50
50	50	50
51	50	50
52	64	36
53	60	40
54	70	30
55	50	50
56	70	30
57	50	50
58	60	40
59	70	30
60	73	27
61	70	30
62	45	55
63	50	50
64	70	30
65	78	22

66	70	30
67	60	40
68	95	5
69	30	70
70	95	5
71	60	40
72	30	70
73	60	40
74	40	60
75	60	40
76	15	85
77	70	30
78	50	50
79	30	70
80	90	10
81	60	40
82	30	70
83	70	30
84	25	75
85	50	50
86	55	45
87	75	25
88	60	40
89	80	20
90	65	35
91	60	40
92	65	35
93	70	30
94	75	25
95	65	35
96	78	22
97	80	20
98	50	50
99	55	45
100	40	60
%	60.46	39.54

Lampiran 11: Hasil Perilaku

No.	Nilai BI
1	15
2	22.1
3	13.2
4	12.8
5	23.8
6	12.5
7	13
8	10.25
9	24.4
10	7.4
11	12.65
12	12.5
13	19.4
14	9.5
15	7.8
16	12
17	10.3
18	5.8
19	14.5
20	14.6
21	13.8
22	4
23	14.5
24	11
25	2.9
26	22.8
27	11.2
28	18
29	8
30	17.2

31	7.4
32	13.2
33	6.3
34	1.7
35	12.2
36	5.8
37	0.25
38	8.5
39	13.2
40	11.6
41	11.8
42	4
43	11.48
44	7
45	12
46	5.25
47	3.6
48	6.4
49	4
50	7.5
51	6
52	10.6
53	19.8
54	20.9
55	2
56	18.7
57	1.5
58	16.6
59	15.5
60	5.46
61	20
62	8.05
63	5
64	10.8
65	16.48

66	13.6
67	5.6
68	16.75
69	7.7
70	18.55
71	15.8
72	7.7
73	4
74	10.2
75	15.4
76	6.15
77	5.2
78	8.5
79	16.2
80	15.9
81	3.8
82	8.6
83	17.9
84	6.5
85	3
86	7.9
87	21.25
88	8
89	17
90	13.85
91	9.4
92	17.1
93	11.1
94	4.75
95	1.45
96	-0.8
97	8
98	6.5
99	0.95
100	4.4
	8.157571