

LAMPIRAN

Lampiran 1

KUESIONER PENELITIAN PRA SURVEY ZARA LIPPO KARAWACI

Terima kasih atas partisipasi anda menjadi salah satu peserta survey dan secara sukarela mengisi kuesioner ini. Nama saya Santi, mahasiswa Universitas Esa Unggul jurusan Manajemen, pada saat ini sedang melakukan penelitian tentang Pengaruh promosi, harga dan kualitas produk terhadap keputusan pembelian Studi pada Zara Lippo Karawaci. Saya sangat menghargai kejujuran anda dalam mengisi kuesioner ini. Saya menjamin kerahasiaan anda yang terkait dengan kuesioner. Hasil survey ini semata-mata akan digunakan untuk tujuan penelitian dan bukan tujuan komersial.

Pekerjaan :

Umur :

Petunjuk Pengisian

1. Berikan pendapat Saudara/I dengan sejujurnya dan sebenarnya dengan memberikan tanda (√) atau (X) pada kolom yang telah disediakan sesuai dengan pernyataan yang diberikan.

Pernyataan	STS	TS	S	SS
1. Zarra Lippo Karawaci selalu memberikan potongan				
2. Promosi yang di berikan Zarra Lippo Karawaci lebih baik dari produk lain				
3. Adanya sistem member bagi member Zara Lippo Karawaci				

4. Promosi yang di berikan Zara Lippo Karawaci sangat multi varian				
5. Harga setiap produk Zarra Lippo Karawaci sangat terjangkau				
6. Harga Zarra Lippo Karawaci sesuai dengan kualitas produknya				
7. Harga Produk Zarra Lippo Karawaci sesuai dengan hasil yang di inginkan				
8. Harga kemasan Zarra Lippo Karawaci lebih murah dari kemasan lain				
9. Produk Zara Lippo Karawaci cepat mengeluarkan produk terbarunya baik model atau desainya (<i>limited edition</i>)				
10. Produk yang di keluarkan bersifat " <i>fresly baked clothes</i> " tidak bertahan lama harus di ganti setiap minggu nya				
11. Hasil Produk Zarra Lippo Karawaci berbeda dengan produk lainnya				
12. Produk Zara Lippo Karawaci sangat banyak				
13. Produk yang diperoleh pelanggan sesuai dengan yang diharapkan oleh pelanggan Zara Lippo Karawaci				
14. Produk Zara Lippo Karawaci sangat branded				
15. Pelayanan karyawan Zara Lippo Karawaci yang diperoleh sesuai yang di harapkan				
16. Karyawan Zara Lippo Karawaci menangani langsung keluhan				
17. Zara Lippo Karawaci menghubungi pelanggan yang tidak melakukan pemesanan order lagi				

18. Zara Lippo Karawaci menghubungi pelanggan jika ada program diskon				
19. Zara Lippo Karawaci bertindak cepat terhadap komplain				
20. Zara Lippo Karawaci membuat pelanggan datang lagi				

Lampiran 2

KUESIONER

Responden Yth,

Saya mahasiswi Fakultas Ekonomi Universitas Esa Unggul Program Studi Manajemen hendak melakukan penelitian untuk memenuhi Tugas Akhir yang berjudul tentang : **“PENGARUH PROMOSI, HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN** (Studi Kasus pada Zara Lippo Karawaci)”.

Oleh karena itu, saya mohon kesediaan saudara/i untuk menjadi responden dengan mengisi lembar kuesioner ini. Atas partisipasi dan kesediaan saudara/i meluangkan waktu untuk mengisi kuesioner ini kami mengucapkan terima kasih.

No. Responden :

DATA RESPONDEN

Petunjuk :

Isilah data responden dibawah ini dengan menyilang (X) salah satu jawaban yang tersedia.

1. Jenis Kelamin

- a. Laki-laki
- b. Perempuan
- 2. Usia
 - a. 17-23 tahun
 - b. 24-35 tahun
 - c. ≥ 36 tahun
- 3. Pekerjaan
 - a. Mahasiswa
 - b. PNS
 - c. Swasta
 - d. Ibu Rumah Tangga
 - e. Wiraswasta
- 4. Penabung per bulan
 - a. $< \text{Rp. } 3.000.000$
 - b. $\text{Rp. } 3.000.001 - \text{Rp. } 5.000.000$
 - c. $\text{Rp. } 5.000.001 - \text{Rp. } 7.000.000$
 - d. $> \text{Rp. } 7.000.001$
- 5. Berapa lama menjadi nasabah
 - a. < 1 tahun
 - b. $1 - 3$ tahun
 - c. > 3 tahun

Lampiran 3

Data Tabulasi Karakteristik 100 Responden

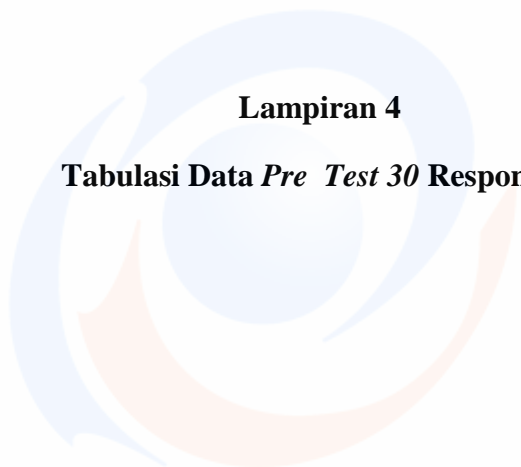
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	29	
	23	
PENDIDIKAN	6	100
	24	
	65	
	5	
PEKERJAAN	29	100
	17	
	39	
	15	
PENDAPATAN	5	100
	27	
	51	
	17	
FREKUENSI DATANG	11	100
	22	
	67	



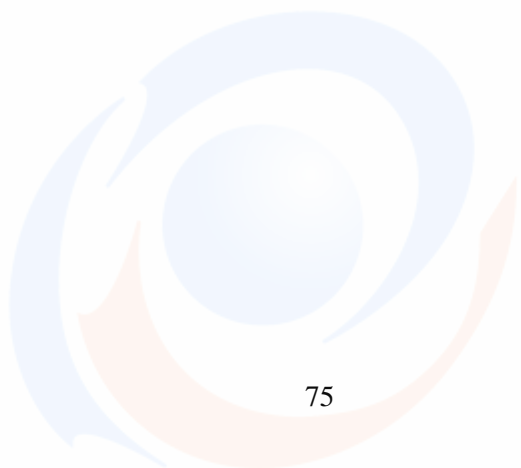
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Lampiran 4

Tabulasi Data *Pre Test* 30 Responden



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Variabel Responen	Promosi(X1)					Harga(X2)				Kualitas Produk(X3)						Keputusan Pembelian(Y)								
	P1	P2	P3	P4	Total	P5	P6	P7	P8	Total	P9	P10	P11	P12	P13	P14	Total	P15	P16	P17	P18	P19	P20	Total
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Lampiran 5

Tabulasi Data 100 Responden

Variabel Responden	Promosi					Harga					Kualitas Produk					Keputusan Pembelian								
	P1	P2	P3	P4	Total	P5	P6	P7	P8	Total	P9	P10	P11	P12	P13	P14	Total	P15	P16	P17	P18	P19	P20	Total
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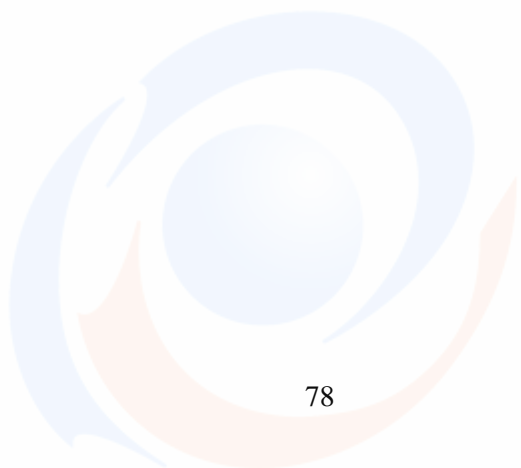


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Lampiran 5
Tabulasi Data 100 Responden



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Tabulasi Data 100 Responden

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84	4	3	4	4	15	4	3	4	4	15	4	3	4	4	4	3	22	4	3	4	4	4	3	22
85	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	4	24	4	4	4	4	4	4	24
86	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	4	24	4	4	4	4	4	4	24
87	4	3	4	4	15	4	3	4	4	15	4	3	4	4	4	3	22	4	3	4	4	4	3	22
88	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	4	24	4	4	4	4	4	4	24
89	4	4	4	4	16	4	4	4	4	12	4	4	4	4	4	4	24	4	4	4	3	4	4	23
90	4	3	4	4	15	4	3	4	4	15	4	3	4	4	4	3	22	4	3	4	4	4	3	22
91	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	4	24	4	4	4	4	4	4	24
92	3	3	3	2	11	3	3	3	2	11	3	3	3	2	3	3	17	3	3	3	4	3	3	19
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95	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	4	24	4	4	4	4	4	4	24
96	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	4	24	4	4	3	4	4	4	23
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100	4	3	4	4	15	4	3	4	4	15	4	3	4	4	4	3	22	4	3	4	4	4	3	22

Lampiran 6
Uji Validitas 30 Responden

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	11.15	2.450	.745	.	.728
VAR00002	11.35	2.555	.292	.	.834
VAR00003	11.25	1.776	.829	.	.587
VAR00004	11.40	.989	.799	.	.606

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	11.00	3.176	.593	.	.855
VAR00002	11.39	2.016	.563	.	.865
VAR00003	11.11	2.222	.871	.	.710
VAR00004	11.17	2.029	.648	.	.744

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	18.25	8.092	.587	.	.893
VAR00002	18.55	6.471	.701	.	.854
VAR00003	18.45	5.734	.791	.	.842
VAR00004	18.55	5.524	.799	.	.834
VAR00005	18.35	6.766	.771	.	.856
VAR00006	18.60	6.147	.619	.	.878

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	18.95	2.576	.810	.	.792
VAR00002	19.15	2.345	.630	.	.814
VAR00003	19.05	2.682	.529	.	.844
VAR00004	19.00	2.526	.228	.	.854
VAR00005	18.95	2.576	.810	.	.792
VAR00006	19.15	2.345	.630	.	.814

Lampiran 7

Hasil Uji Reliabilitas

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.776	.808	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.808	.873	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.880	.890	6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.807	.838	6

Lampiran 8

Hasil Analisis Deskripsi Indeks

TABEL FREKUENSI PROMOSI

VAR00001

	Frequency	Percent	Valid Percent	Cumulative Percent
3	10	10.0	10.0	10.0
Valid 4	90	90.0	90.0	100.0
Total	100	100.0	100.0	

VAR00002

	Frequency	Percent	Valid Percent	Cumulative Percent
3	34	34.0	34.0	34.0
Valid 4	66	66.0	66.0	100.0
Total	100	100.0	100.0	

VAR00003

	Frequency	Percent	Valid Percent	Cumulative Percent
3	10	10.0	10.0	10.0
Valid 4	90	90.0	90.0	100.0
Total	100	100.0	100.0	

VAR00004

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	10.0	10.0	10.0
Valid 3	7	7.0	7.0	17.0
Valid 4	83	83.0	83.0	100.0
Total	100	100.0	100.0	

TABEL FREKUENSI INDEKS HARGA**VAR00001**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	10.0	10.0	10.0
Valid 4	90	90.0	90.0	100.0
Total	100	100.0	100.0	

VAR00002

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	34	34.0	34.0	34.0
Valid 4	66	66.0	66.0	100.0
Total	100	100.0	100.0	

VAR00003

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	10.0	10.3	10.3
Valid 4	87	87.0	89.7	100.0
Total	97	97.0	100.0	
Missing System	3	3.0		
Total	100	100.0		

VAR00004

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	7.0	7.0	7.0
Valid 3	7	7.0	7.0	14.0
Valid 4	86	86.0	86.0	100.0
Total	100	100.0	100.0	

TABEL FREKUENSI INDEKS KUALITAS PRODUK

VAR00001

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	10.0	10.0	10.0
Valid 4	90	90.0	90.0	100.0
Total	100	100.0	100.0	

VAR00002

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	34	34.0	34.0	34.0
Valid 4	66	66.0	66.0	100.0
Total	100	100.0	100.0	

VAR00003

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	10.0	10.0	10.0
Valid 4	90	90.0	90.0	100.0
Total	100	100.0	100.0	

VAR00004

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	10.0	10.0	10.0
Valid 3	7	7.0	7.0	17.0

4	83	83.0	83.0	100.0
Total	100	100.0	100.0	

VAR00005

	Frequency	Percent	Valid Percent	Cumulative Percent
3	10	10.0	10.0	10.0
Valid 4	90	90.0	90.0	100.0
Total	100	100.0	100.0	

VAR00006

	Frequency	Percent	Valid Percent	Cumulative Percent
3	34	34.0	34.0	34.0
Valid 4	66	66.0	66.0	100.0
Total	100	100.0	100.0	

TABEL FREKUENSI INDEKS KEPUTUSAN PEMBELIAN

VAR00001

	Frequency	Percent	Valid Percent	Cumulative Percent
3	10	10.0	10.0	10.0
Valid 4	90	90.0	90.0	100.0
Total	100	100.0	100.0	

VAR00002

	Frequency	Percent	Valid Percent	Cumulative Percent
3	34	34.0	34.0	34.0
Valid 4	66	66.0	66.0	100.0
Total	100	100.0	100.0	

VAR00003

	Frequency	Percent	Valid Percent	Cumulative Percent
3	17	17.0	17.0	17.0
Valid 4	83	83.0	83.0	100.0
Total	100	100.0	100.0	

VAR00004

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
Valid 3	10	10.0	10.0	13.0
4	87	87.0	87.0	100.0
Total	100	100.0	100.0	

VAR00005

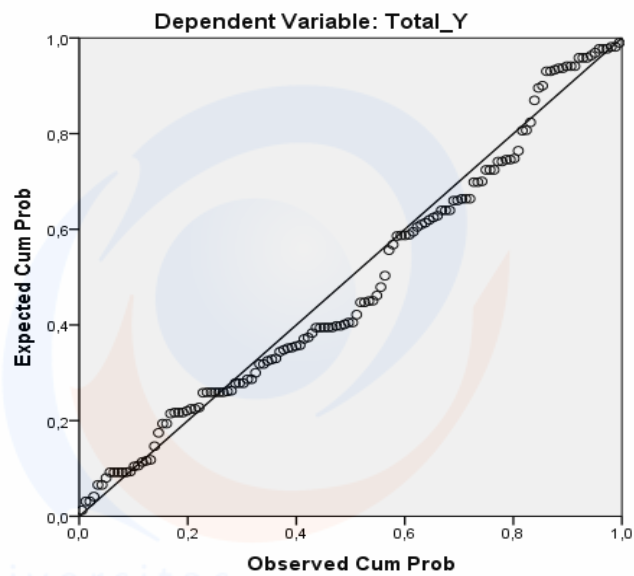
	Frequency	Percent	Valid Percent	Cumulative Percent
3	10	10.0	10.0	10.0
Valid 4	90	90.0	90.0	100.0
Total	100	100.0	100.0	

VAR00006

	Frequency	Percent	Valid Percent	Cumulative Percent
3	34	34.0	34.0	34.0
Valid 4	66	66.0	66.0	100.0
Total	100	100.0	100.0	

Lampiran 9
Hasil Analisis Uji Asumsi Klasik

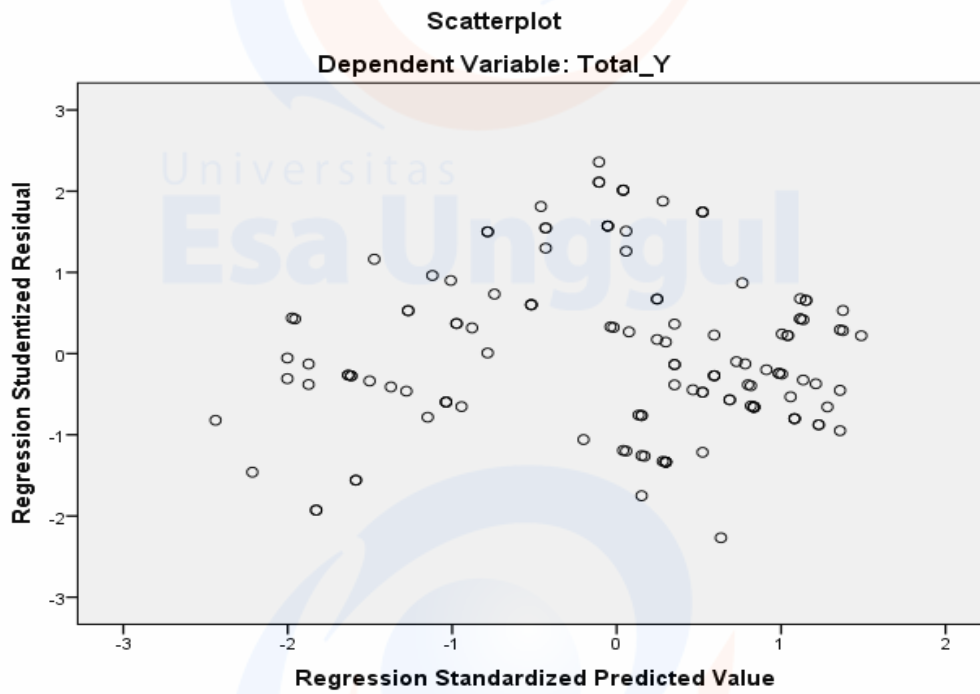
Normal P-P Plot of Regression Standardized Residual



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	12.075	2.419		4.991	.000		
Promosi	-.073	.160	-.061	-.458	.648	.652	1.535
Harga	.248	.149	.213	1.665	.100	.713	1.403
Kualitas Produk	.227	.097	.268	2.347	.022	.897	1.115

a. Dependent Variable: Keputusan Pembelian



Lampiran 10

Hasil Analisis Uji Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.954	.446		8.862	.000
	Promosi	-.726	.191	-.627	-3.807	.000
	Harga	.250	.051	.211	4.871	.000
	Kualitas Produk	1.147	.130	1.411	8.817	.000

a. Dependent Variable: Keputusan Pembelian

Lampiran 11

Hasil Analisis Uji F

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	274.966	3	91.655	645.828	.000 ^b
Residual	13.624	96	.142		
Total	288.590	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Harga, Promosi

Lampiran 12

Hasil Analisis Uji T

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.954	.446		8.862	.000
Promosi	-.726	.191	-.627	-3.807	.000
Harga	.250	.051	.211	4.871	.000
Kualitas Produk	1.147	.130	1.411	8.817	.000

a. Dependent Variable: Keputusan Pembelian

Lampiran 13

Hasil Analisis Uji Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.976 ^a	.953	.951	.377	2.213

- a. Predictors: (Constant), Kualitas Produk, Harga, Promosi
- b. Dependent Variable: Keputusan Pembelian

LAMPIRAN LAMPIRAN

1. VALIDITAS & RELIABILITAS 1. PROMOSI

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.776	.808	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	11.15	2.450	.745	.	.728
VAR00002	11.35	2.555	.292	.	.834
VAR00003	11.25	1.776	.829	.	.587
VAR00004	11.40	.989	.799	.	.606

2. HARGA

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.808	.873	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	11.00	3.176	.593	.	.855

VAR00002	11.39	2.016	.563	.	.865
VAR00003	11.11	2.222	.871	.	.710
VAR00004	11.17	2.029	.648	.	.744

3. KUALITAS PRODUK

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.880	.890	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	18.25	8.092	.587	.	.893
VAR00002	18.55	6.471	.701	.	.854
VAR00003	18.45	5.734	.791	.	.842
VAR00004	18.55	5.524	.799	.	.834
VAR00005	18.35	6.766	.771	.	.856
VAR00006	18.60	6.147	.619	.	.878

4. KEPUTUSAN PEMBELIAN

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.807	.838	6

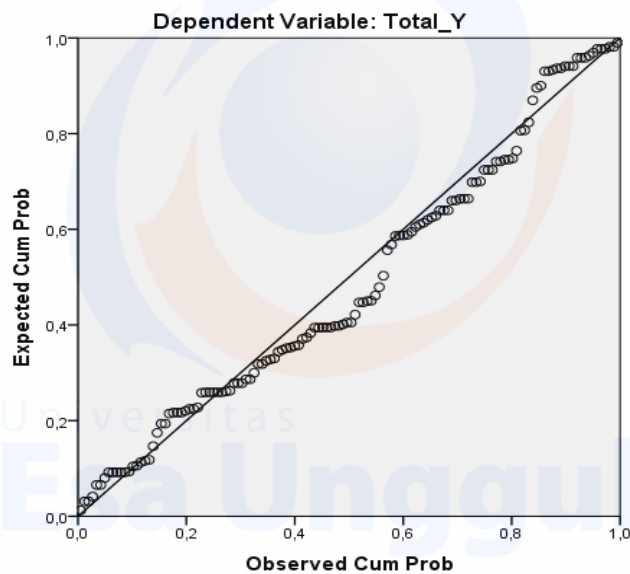
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	18.95	2.576	.810	.	.792
VAR00002	19.15	2.345	.630	.	.814
VAR00003	19.05	2.682	.529	.	.844
VAR00004	19.00	2.526	.228	.	.854
VAR00005	18.95	2.576	.810	.	.792
VAR00006	19.15	2.345	.630	.	.814

2. UJI ASUMSI KLASIK

1. NORMALITAS

Normal P-P Plot of Regression Standardized Residual



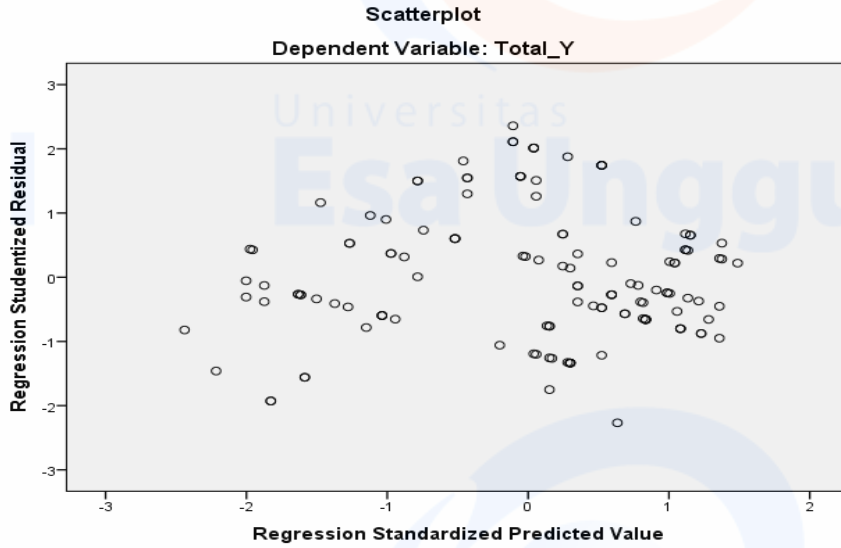
2. MULTIKOLINEARITAS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	12.075	2.419		4.991	.000		
	VAR00001	-.073	.160	-.061	-.458	.648	.652	1.535
	VAR00002	.248	.149	.213	1.665	.100	.713	1.403
	VAR00003	.227	.097	.268	2.347	.022	.897	1.115

a. Dependent Variable: VAR00004

3. HETEROSKEASITAS



3. REGRESI LINIER BERGANDA

1. UJI T

Coefficients^a

Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.075	2.419		4.991	.000
1 VAR00001	-.073	.160	-.061	-.458	.648
1 VAR00002	.248	.149	.213	1.665	.100
1 VAR00003	.227	.097	.268	2.347	.022

a. Dependent Variable: VAR00004

2. UJI F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.014	3	18.671	3.185	.029 ^b
	Residual	445.536	76	5.862		

Total	501.550	79			
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a. Dependent Variable: VAR00004

b. Predictors: (Constant), VAR00003, VAR00002, VAR00001

3.KOEFISIEN DETERMINASI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.671 ^a	.451	.429	1.672	1.783

a. Predictors: (Constant), VAR00003, VAR00001, VAR00002

b. Dependent Variable: VAR00004

4.KUESIONER Uji VALIDITAS & RELIABILITAS (30 ORANG)

promosi					Harga				kualitas produk						keputusan pembelian												
X1	1	2	3	4	X2	5	6	7	8	X3	9	10	11	12	13	14	Y	15	16	17	18	19	20				
1	4	4	4	4	16	1	4	4	4	4	16	1	4	4	4	4	24	1	4	4	4	4	4	24			
2	3	3	3	2	11	2	3	3	3	2	11	2	3	3	2	3	3	17	2	3	3	3	4	3	3	19	
3	4	4	2	1	15	3	4	1	2	3	15	3	4	4	4	3	4	23	3	4	4	4	3	4	4	23	
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6	4	4	4	4	16	6	4	4	4	4	16	6	4	4	4	4	4	24	6	4	4	3	4	4	4	23	
7	4	3	4	4	15	7	4	3	4	4	15	7	4	3	4	4	4	22	7	4	3	4	4	4	3	22	
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9	4	4	4	4	16	9	4	4	4	4	16	9	4	4	4	4	4	24	9	4	4	4	4	4	4	24	
10	4	3	4	4	15	10	4	3	4	4	15	10	4	3	4	4	4	22	10	4	3	4	4	4	3	22	
11	4	4	4	4	16	11	4	4	4	4	16	11	4	2	3	3	4	24	11	4	4	4	4	4	4	24	
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28	4	4	4	4	16	28	4	4	4	4	16	28	4	4	4	4	4	4	24
29	4	4	4	4	16	29	4	4	4	4	16	29	4	4	4	4	4	4	23
30	4	3	4	4	15	30	4	3	4	4	15	30	4	3	4	4	4	3	22

5. KUESIONER REGRESI LINEAR BERGANDA

	PROMOSI	HARGA	KUALITAS PRODUK	KEPUTUSAN PEMBELIAN
1	14	16	15	24
2	11	11	19	17
3	15	15	23	15
4	10	10	22	22
5	16	16	18	18
6	13	11	23	16
7	15	15	22	20
8	16	12	18	15
9	16	16	24	18
10	15	15	22	21
11	10	10	16	18
12	12	16	18	16
13	11	11	17	17
14	12	13	24	20
15	16	16	18	17
16	15	15	22	18
17	16	11	20	15
18	10	16	17	18
19	16	12	22	17
20	11	14	24	19
21	13	10	18	16
22	11	13	19	17
23	15	15	17	16
24	12	15	22	22
25	16	16	20	18
26	10	12	17	24
27	15	22	22	22
28	11	10	14	15
29	14	12	23	19
30	15	15	22	22
31	16	16	14	16
32	11	11	15	17
33	15	15	23	19
34	13	11	22	22
35	12	16	18	17
36	16	11	23	24
37	15	15	22	22
38	12	12	19	18
39	10	16	16	17
40	15	15	22	19
41	16	16	16	21
42	12	10	18	15
43	11	11	17	17
44	16	16	24	21
45	14	12	23	18
46	15	15	22	22
47	16	16	20	18
48	13	13	18	22
49	16	16	23	20
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