

LAMPIRAN 1.1

KUESIONER PENELITIAN



Program Studi Manajemen

Hari/Tanggal :

Fakultas Ekonomi dan Bisnis

No Kuesioner :

Universitas Esa Unggul

Responden yang terhormat, saya Arya Pratama Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Esa Unggul Angkatan 2015. Saya saat ini sedang melakukan Penelitian Skripsi saya, Mohon kesediaan Bapak/Ibu/Saudara/i, untuk mengisi kuesioner yang berjudul **“Pengaruh Harga dan Citra Merek Terhadap Minat Beli Coklat Batang Cadbury (Studi Kasus diwilayah Cengkareng Jakarta Barat)”**

Berkaitan dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Saudara/i, meluangkan waktu untuk mengisi kuesioner ini. Kuesioner ini adalah salah satu sarana untuk memperoleh data yang diperlukan untuk penelitian . Jawaban yang Bapak/Ibu/Saudara/i berikan tidak akan dinilai benar atau salah. Semua informasi yang Anda berikan akan tetap terjaga kerahasiaannya.

Oleh karena itu, saya mengucapkan banyak terimakasih, semoga bantuan dan amal baik Bapak/Ibu/Saudara/i sekalian mendapat imbalan dari Allah SWT.Amin.

I. PETUNJUK PENGISIAN

1. Sebelum mengisi pertanyaan dibawah, bacalah petunjuk pengisian dengan baik dan isi data responden terlebih dahulu.
2. Kuesioner penelitian ini terdiri dari 30 pertanyaan.
3. Berilah tanda (√) pada kolom jawaban yang tersedia
4. Terdapat 4 (empat) alternatif pengisian jawaban, yaitu:
 1. STS = Sangat Tidak Setuju
 2. TS = Tidak Setuju
 3. S = Setuju
 4. SS = Sangat Setuju
5. Semua jawaban adalah benar dan tidak ada yang salah, oleh karena itu jawablah semua pertanyaan sesuai dengan keadaan yang anda alami dengan.

II. DATA RESPONDEN

1. Jenis Kelamin
 - a. Pria
 - b. Wanita
2. Pendidikan terakhir
 - a. SMK/ sederajat
 - b. Diploma
 - c. S1
 - d. S2
 - e. S3
3. Apakah pekerjaan anda saat ini?
 - a. Mahasiswa/ pelajar
 - b. PNS/ BUMN/ TNI/ POLRI
 - c. Pegawai Swasta
 - d. Wiraswasta
 - e. Ibu Rumah Tangga
 - f. Lainnya sebutkan.....
4. Pengeluaran rutin anda dalam sebulan (termasuk listrik, air, telepon, gas, transportasi, uang makan, uang sekolah, dsb. Tapi bukan pembelian atau kredit barang mewah lainnya)?
 - a. <Rp.1.000.000
 - b. Rp.1.000.001 – Rp.1.500.000
 - c. Rp.1.500.001 – Rp.2.500.000
 - d. Rp.2.500.001 – Rp.4.000.000
 - e. Rp.4.000.001 – Rp.6.000.000
 - f. >Rp.6.000.000

Screening Question

1. Alasan utama anda Membeli Coklat Batang Cadbury?
 - a. Harga Murah
 - b. Citra Merek yang sangat terkenal
 - c. Rasanya yang enak
 - d. Minat anda ingin mengkonsumsi
 - e. Lainnya, sebutkan.....

III. PERTANYAAN

NO.	PERTANYAAN	JAWABAN			
		STS	TS	S	SS
Harga (X1)					
1.	Saya merasa Harga Coklat batang Cadbury terjangkau.				
2.	Saya merasa Harga Coklat batang Cadbury bervariasi sesuai dengan ukuran produk.				
3.	Saya merasa Harga Coklat batang Cadbury sesuai dengan yang diinginkan.				
4.	Saya merasa Harga Coklat batang Cadbury sesuai dengan produk yang ditawarkan.				
5.	Saya merasa Harga Coklat batang Cadbury sesuai dengan manfaat yang Saya rasakan.				
6.	Saya merasa Harga Coklat batang Cadbury sesuai dengan fasilitas yang diberikan.				
7.	Saya merasa Harga Coklat batang Cadbury dapat bersaing dengan produk Coklat lainnya.				

NO.	PERTANYAAN	JAWABAN			
		STS	TS	S	SS
Citra Merek (X2)					
1.	Saya merasa Merek Coklat batang Cadbury memiliki penampilan yang menarik				
2.	Saya merasa Cadbury memiliki kandungan Coklat yang tinggi				
3.	Saya merasa Cadbury memiliki rasa Coklat yang cukup berbeda				
4.	Saya merasa Merek Coklat batang Cadbury memiliki harga yang terjangkau.				
5.	Saya merasa Produk Coklat merek Cadbury mudah diingat				
6.	Saya merasa Coklat merek Cadbury adalah produk favorit yang dikenal oleh masyarakat.				
7.	Saya merasa Produk coklat merek Cadbury mudah diucapkan.				

NO.	PERTANYAAN	JAWABAN			
		STS	TS	S	SS
8.	Saya merasa Produk Coklat merek Cadbury memiliki banyak varian rasa sesuai yang diinginkan				
9.	Saya merasa Harga yang ditawarkan Coklat Cadbury dapat bersaing.				
10.	Saya merasa Coklat merek Cadbury adalah produk yang terkenal				
11.	Saya merasa nama Coklat merek Cadbury produk mudah diingat				
12.	Saya merasa Coklat batang Cadbury memiliki desain yang mudah diingat.				
13.	Saya percaya Cadbury memiliki nama merek yang terpercaya.				
14.	Saya percaya Coklat merek Cadbury adalah produk favorit yang dikenal oleh masyarakat.				

NO.	PERTANYAAN	JAWABAN			
		STS	TS	S	SS
Minat Beli (Y)					
1.	Saya bersedia membeli produk Coklat batang Cadbury				
2.	Saya tertarik untuk membeli Coklat batang Cadbury karena mudah didapatkan.				
3.	Saya berminat untuk membeli Coklat batang Cadbury karena rasanya yang enak.				
4.	Saya bersedia merekomendasikan Coklat barang Cadbury kepada teman-teman saya.				
5.	Saya tertarik untuk membagikan informasi Coklat batang Cadbury kepada teman-teman saya.				
6.	Saya merasa Coklat batang Cadbury adalah pilihan utama makanan saya.				
7.	Saya merasa Coklat batang Cadbury merupakan makanan pilihan saya.				
8.	Setelah melihat iklan Coklat batang Cadbury, Saya mencari informasi tentang Coklat batang Cadbury tersebut				

NO.	PERTANYAAN	JAWABAN			
		STS	TS	S	SS
Minat Beli (Y)					
9.	Saya tertarik untuk mendapatkan informasi mengenai Coklat batang Cadbury				

LAMPIRAN 1.1

Tabulasi Data *Pre-test* 30 Responden

RES	H1	H2	H3	H4	H5	H6	H7	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	CM9	CM10	CM11	CM12	CM13	CM14	MB1	MB2	MB3	MB4	MB5	MB6	MB7	MB8	MB9	
1	3	3	3	4	4	3	3	3	3	4	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	
2	2	3	2	4	1	3	2	4	2	4	2	3	2	4	1	3	2	4	3	2	1	3	4	2	3	3	4	4	2	3	
3	2	3	4	2	4	3	3	2	4	4	3	3	3	2	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	
4	4	4	4	4	2	3	1	3	2	1	3	2	3	4	4	3	4	4	3	4	4	3	4	3	4	4	4	4	3	4	
5	3	3	3	3	3	3	2	3	3	3	4	4	3	4	4	4	3	3	3	3	3	3	3	3	3	4	3	3	4	3	
6	1	4	3	2	1	4	2	1	4	3	2	1	2	2	3	3	2	4	2	4	4	4	3	2	1	1	1	3	1	2	
7	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
8	1	2	1	1	1	1	2	2	1	2	4	3	3	3	3	3	3	1	2	2	2	2	1	1	1	1	1	2	2	2	
9	3	3	4	3	4	3	3	4	3	3	3	3	3	3	3	3	4	3	3	4	4	4	4	4	3	3	3	3	3	3	
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11	3	4	3	4	4	4	3	3	3	3	4	4	4	4	4	4	3	3	3	3	3	3	2	2	2	4	4	4	4	3	
12	2	2	2	3	3	2	2	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	
13	2	2	3	3	3	4	3	3	3	3	4	4	3	3	3	2	2	3	1	3	3	2	2	3	2	3	3	2	4	2	
14	3	3	4	3	4	3	3	4	4	3	3	2	3	4	2	3	3	3	2	2	3	3	2	2	2	3	3	3	4	3	
15	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	4	3	3	
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17	3	3	4	3	4	3	4	4	4	4	3	3	3	3	3	3	3	4	4	4	4	4	3	3	4	4	3	4	3	3	
18	3	2	4	2	3	3	3	4	3	3	2	2	3	3	1	2	3	3	2	2	2	2	2	2	3	3	3	3	2	2	
19	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	2	2	3	3	2	3	
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21	3	2	2	3	3	3	3	4	3	3	3	3	3	3	4	2	3	3	1	1	1	1	1	1	1	1	1	1	1	1	
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23	3	3	3	4	4	3	3	3	4	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	2	2	3	4	4	3
24	2	2	3	2	2	2	3	3	3	3	2	3	3	3	3	3	2	1	2	2	2	2	1	1	1	2	2	2	2	1	
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26	3	3	4	3	3	4	3	1	3	2	3	2	4	4	4	4	4	3	2	3	3	3	2	2	2	2	2	3	2	2	
27	2	2	3	3	3	2	2	3	3	3	3	2	3	3	3	3	2	3	2	3	2	2	3	2	2	2	2	2	2	2	
28	3	3	2	4	4	3	2	3	3	3	4	3	3	3	2	2	2	3	2	2	3	3	2	2	1	3	3	3	3	2	
29	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
30	3	2	3	3	4	4	3	3	4	3	1	2	4	3	2	4	2	3	4	4	1	3	2	2	1	1	4	4	4	2	

LAMPIRAN 1.2

Tabulasi Data Pre-test 150 Responden

Res	H1	H3	H4	H5	H6	CM1	CM2	CM3	CM5	CM6	CM7	CM8	CM9	CM10	CM11	CM12	CM13	CM14	MB1	MB2	MB3	MB4	MB5	MB6	MB7	MB8	MB9
1	3	3	4	4	3	3	3	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3
2	2	2	4	1	3	4	2	4	3	2	4	1	3	2	4	3	2	1	3	4	2	3	3	4	4	2	3
3	2	4	2	4	3	2	4	4	3	3	2	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	2	3	3	2	1	2	3	4	4	3	4	4	3	4	4	3	4	3	4	4	4	4	3	4
5	3	3	3	3	3	3	3	3	4	3	4	4	4	3	3	3	3	3	3	3	3	3	4	3	3	4	3
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7	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
8	1	1	1	1	1	2	1	2	3	3	3	3	3	3	1	2	2	2	2	1	1	1	1	1	2	2	2
9	3	4	3	4	3	4	3	3	3	3	3	3	3	3	4	3	3	4	4	4	4	3	3	3	3	3	3
10	3	2	2	3	3	2	4	3	3	3	3	3	2	2	2	2	3	2	3	3	3	2	3	2	3	2	
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Res	H1	H3	H4	H5	H6	CM1	CM2	CM3	CM5	CM6	CM7	CM8	CM9	CM10	CM11	CM12	CM13	CM14	MB1	MB2	MB3	MB4	MB5	MB6	MB7	MB8	MB9	
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64	3	3	2	2	3	3	3	2	3	3	4	4	4	3	3	4	4	3	3	3	2	3	1	3	3	2	3	
65	4	4	4	4	4	3	3	3	4	4	4	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	4	
66	3	3	2	3	3	4	4	4	4	4	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	
67	3	3	3	3	3	4	4	4	4	3	2	3	4	3	3	4	4	3	4	4	4	4	3	3	3	3	3	
68	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	3	4	4	4	4	3	4	4	4	
69	4	2	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
70	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	
71	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	3	3	3	3	
72	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	4	3	3	2	3	3	3	3	3	3	3	4	
73	3	3	3	4	4	4	4	4	2	4	4	4	3	3	3	3	4	3	2	2	3	3	3	3	4	4	3	
74	4	4	4	4	3	4	4	4	3	4	3	3	3	3	3	4	4	4	4	4	4	4	4	4	3	3	4	
75	4	4	4	4	4	3	3	3	3	3	3	3	4	3	3	3	3	3	3	4	3	4	4	3	4	4	4	
76	4	4	4	4	3	4	4	4	3	4	4	4	4	4	3	3	3	3	4	4	3	3	4	4	2	4	4	
77	4	3	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	
78	4	4	4	4	4	4	3	4	4	4	3	3	4	3	3	3	3	4	4	3	4	4	4	4	4	4	4	
79	3	3	3	3	4	3	3	4	4	3	3	3	4	3	3	3	3	3	3	4	4	4	4	4	4	4	4	
80	3	3	3	4	3	3	3	3	4	4	4	3	4	4	4	4	4	4	4	4	4	2	4	4	4	3	4	
81	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	4	
82	1	1	1	1	2	1	1	1	1	3	2	2	2	1	1	3	1	1	2	2	1	1	2	1	1	1	1	
83	4	4	2	4	2	3	4	2	3	2	2	4	3	3	3	4	4	2	3	3	2	2	3	3	4	4	4	
84	3	3	2	4	4	3	3	3	3	3	3	3	2	3	3	4	4	4	2	4	4	2	4	4	4	4	4	
85	1	1	1	1	2	1	1	2	1	2	2	2	2	1	1	1	1	1	1	1	1	1	1	3	2	2	2	
86	1	1	1	1	1	1	1	1	1	1	1	2	2	2	1	2	1	1	1	1	1	2	2	2	3	3	1	
87	3	3	2	3	3	3	3	1	3	2	3	3	3	3	3	3	3	3	4	3	3	3	3	4	4	4	4	
88	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	
89	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2	2	3	3	3	
90	3	3	3	3	4	3	3	3	3	4	4	4	4	4	3	4	2	4	3	3	2	2	2	3	3	3	4	
91	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	2	2	3	2	2	3	1	1	3	1	2	
92	3	3	2	3	3	3	3	3	3	3	3	2	2	3	3	2	2	3	4	3	3	2	3	3	3	3	3	
93	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	
94	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	3	2	3	4	4	4	4	4	4	4	4	
95	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
96	3	3	3	4	3	3	3	4	4	4	4	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	
97	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
98	3	3	3	3	3	3	3	4	4	3	3	3	4	4	4	4	4	3	3	3	3	3	3	4	2	4	4	2
99	3	3	4	3	3	4	4	4	4	4	4	3	3	4	4	3	3	4	3	3	3	3	3	3	3	3	2	
100	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	2	

Res	H1	H3	H4	H5	H6	CM1	CM2	CM3	CM5	CM6	CM7	CM8	CM9	CM10	CM11	CM12	CM13	CM14	MB1	MB2	MB3	MB4	MB5	MB6	MB7	MB8	MB9
101	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	3	3	3	4	4	4	4	4	4	4	4	4
102	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3
103	2	3	2	3	3	1	1	1	1	1	2	2	2	2	2	1	1	1	3	3	3	3	3	3	2	3	2
104	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2
105	2	2	3	3	3	3	3	3	3	4	3	4	4	3	4	3	3	3	3	4	3	2	2	2	2	3	1
106	3	3	4	3	3	3	3	3	4	3	3	3	3	3	4	4	4	4	3	3	3	3	3	3	4	4	3
107	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	4	3	3	4	4	4	4	4	3	4	4	4
108	2	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3
109	3	3	3	3	4	3	3	3	4	3	3	3	3	4	4	4	4	4	4	4	4	4	3	3	3	4	3
110	2	2	2	2	2	1	1	1	1	1	2	2	4	1	1	3	2	2	2	2	2	2	2	2	3	2	4
111	3	3	4	4	3	1	1	1	1	1	1	1	4	1	1	1	1	2	3	3	3	4	3	3	3	3	3
112	2	3	3	3	3	1	1	1	1	1	1	1	2	2	2	2	2	2	3	3	3	3	4	3	3	3	2
113	2	2	2	2	2	4	4	3	4	4	4	4	3	4	4	3	3	3	2	2	2	2	2	2	2	2	2
114	4	3	3	3	3	3	4	4	3	4	4	3	4	4	4	4	3	4	3	3	3	3	3	2	3	4	2
115	3	3	3	3	3	4	4	4	4	4	4	4	4	4	3	4	4	4	3	3	3	3	3	2	2	2	1
116	2	3	3	4	3	3	4	4	4	3	3	3	3	3	3	3	3	4	2	3	3	3	2	2	3	3	1
117	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	2
118	3	3	2	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3
119	4	4	4	4	4	3	4	4	3	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4
120	4	4	4	4	4	4	4	4	3	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	2
121	3	3	3	3	3	3	3	3	3	3	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	2
122	2	2	4	4	4	4	3	3	3	4	3	4	3	3	4	3	3	4	3	3	2	3	2	2	2	3	2
123	3	3	4	3	4	3	3	3	2	3	3	3	3	3	3	2	3	3	3	3	3	4	4	4	3	4	3
124	3	4	3	3	3	4	4	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3
125	3	3	4	3	3	4	4	4	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	2
126	3	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	3	3	2	2	3	2
127	3	3	3	3	2	4	4	4	4	3	4	4	3	4	4	4	4	4	3	3	2	3	3	2	2	2	2
128	3	3	4	3	3	3	3	3	4	4	4	4	4	3	4	3	3	3	3	3	4	3	2	3	3	2	1
129	3	3	4	4	4	3	3	3	3	3	3	3	3	3	2	3	3	3	3	4	4	2	4	2	2	3	2
130	3	3	3	2	2	1	1	1	1	1	1	1	1	2	2	2	1	1	2	2	3	2	2	2	2	2	2
131	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	4	3	2	2	1
132	1	3	3	2	3	4	4	4	3	4	4	3	3	3	4	3	2	3	3	4	3	3	2	2	2	3	2
133	3	3	3	3	2	4	4	4	4	4	4	4	4	3	4	4	4	4	2	2	2	3	3	2	3	3	2
134	3	3	3	3	2	3	3	3	3	3	3	3	3	3	4	4	4	4	2	2	3	3	3	2	2	3	1
135	3	3	2	3	3	4	4	4	3	4	4	4	4	4	4	4	4	4	3	2	3	3	3	3	2	3	2
136	3	3	3	3	2	4	4	4	4	4	4	4	4	4	4	3	4	4	2	2	3	2	3	3	3	3	2
137	3	3	4	3	3	3	3	3	3	3	3	3	4	3	4	4	4	4	3	3	3	4	4	3	3	3	2
138	3	4	3	3	3	1	1	1	1	1	2	1	2	1	2	2	1	1	3	3	4	4	4	3	3	3	3
139	3	3	3	3	3	4	3	3	4	4	4	4	4	4	3	4	4	4	3	3	3	3	3	2	3	3	2
140	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	2	2	2	3	2	2	2	3	2
141	3	3	3	3	3	3	3	3	4	4	4	4	3	4	4	4	4	4	3	4	4	3	4	3	3	3	3
142	3	4	3	3	3	2	1	1	1	1	2	2	2	1	1	1	1	1	3	4	3	3	4	3	3	3	3
143	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	4	4	4	4	3	3
144	2	2	2	2	2	3	3	3	3	3	3	3	4	4	4	4	4	4	2	2	2	2	2	2	2	2	2
145	3	3	3	3	3	3	3	3	3	3	4	3	4	4	4	4	3	4	3	3	3	3	3	3	3	3	3
146	3	3	3	3	3	3	3	3	3	2	2	3	4	4	4	4	4	4	3	3	3	3	3	4	3	3	3
147	3	3	3	3	3	4	4	4	4	4	4	3	3	3	3	3	3	4	3	3	3	3	4	3	3	3	4
148	3	3	3	3	3	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	3	3	3	3	2	3	3
149	2	4	3	2	3	3	3	3	3	3	3	4	3	4	4	3	2	2	3	3	3	2	3	3	3	2	3
150	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	4	3

LAMPIRAN 1.4
Hasil Uji Validitas dan Reliabilitas Faktor Analisis 30 Responden

Factor Analysis Harga

Correlation Matrix^a								
		H1	H2	H3	H4	H5	H6	H7
Correlation	H1	1.000	.448	.568	.637	.627	.488	.277
	H2	.448	1.000	.591	.505	.184	.635	-.083
	H3	.568	.591	1.000	.300	.473	.631	.290
	H4	.637	.505	.300	1.000	.509	.434	.142
	H5	.627	.184	.473	.509	1.000	.374	.600
	H6	.488	.635	.631	.434	.374	1.000	.238
	H7	.277	-.083	.290	.142	.600	.238	1.000
Sig. (1-tailed)	H1		.007	.001	.000	.000	.003	.069
	H2	.007		.000	.002	.166	.000	.331
	H3	.001	.000		.054	.004	.000	.060
	H4	.000	.002	.054		.002	.008	.226
	H5	.000	.166	.004	.002		.021	.000
	H6	.003	.000	.000	.008	.021		.102
	H7	.069	.331	.060	.226	.000	.102	

a. Determinant = .026

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	93.944
	Df	21
	Sig.	.000

Anti-image Matrices								
		H1	H2	H3	H4	H5	H6	H7
Anti-image Covariance	H1	.389	.005	-.119	-.165	-.112	-.014	.036
	H2	.005	.369	-.164	-.156	.069	-.152	.123
	H3	-.119	-.164	.379	.152	-.084	-.112	-.053
	H4	-.165	-.156	.152	.424	-.128	-.042	.032
	H5	-.112	.069	-.084	-.128	.360	.007	-.221
	H6	-.014	-.152	-.112	-.042	.007	.457	-.096
	H7	.036	.123	-.053	.032	-.221	-.096	.551
Anti-image Correlation	H1	.821 ^a	.014	-.309	-.406	-.299	-.033	.077
	H2	.014	.677 ^a	-.438	-.394	.189	-.371	.272
	H3	-.309	-.438	.721 ^a	.378	-.228	-.269	-.115
	H4	-.406	-.394	.378	.676 ^a	-.328	-.096	.067
	H5	-.299	.189	-.228	-.328	.726 ^a	.017	-.495
	H6	-.033	-.371	-.269	-.096	.017	.847 ^a	-.192
	H7	.077	.272	-.115	.067	-.495	-.192	.614 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
H1	1.000	.691
H2	1.000	.844
H3	1.000	.629
H4	1.000	.527
H5	1.000	.828
H6	1.000	.664
H7	1.000	.792

Extraction Method: Principal Component Analysis.

Component Matrix ^a		
	Component	
	1	2
H1	.829	.060
H2	.684	-.614
H3	.785	-.115
H4	.719	-.098
H5	.738	.533
H6	.774	-.255
H7	.432	.778
Extraction Method: Principal Component Analysis. ^a		
a. 2 components extracted.		

Factor Analysis Iterasi 1 Harga

Correlation Matrix ^a							
		H1	H3	H4	H5	H6	H7
Correlation	H1	1.000	.568	.637	.627	.488	.277
	H3	.568	1.000	.300	.473	.631	.290
	H4	.637	.300	1.000	.509	.434	.142
	H5	.627	.473	.509	1.000	.374	.600
	H6	.488	.631	.434	.374	1.000	.238
	H7	.277	.290	.142	.600	.238	1.000
Sig. (1-tailed)	H1		.001	.000	.000	.003	.069
	H3	.001		.054	.004	.000	.060
	H4	.000	.054		.002	.008	.226
	H5	.000	.004	.002		.021	.000
	H6	.003	.000	.008	.021		.102
	H7	.069	.060	.226	.000	.102	

a. Determinant = .071

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.713
Bartlett's Test of Sphericity	Approx. Chi-Square	69.102
	Df	15
	Sig.	.000

Anti-image Matrices							
		H1	H3	H4	H5	H6	H7
Anti-image Covariance	H1	.389	-.144	-.192	-.117	-.013	.036
	H3	-.144	.469	.121	-.069	-.258	.003
	H4	-.192	.121	.502	-.122	-.146	.108
	H5	-.117	-.069	-.122	.374	.042	-.273
	H6	-.013	-.258	-.146	.042	.530	-.057
	H7	.036	.003	.108	-.273	-.057	.595
Anti-image Correlation	H1	.780 ^a	-.337	-.435	-.307	-.029	.076
	H3	-.337	.704 ^a	.249	-.165	-.517	.005
	H4	-.435	.249	.682 ^a	-.281	-.284	.197
	H5	-.307	-.165	-.281	.716 ^a	.095	-.578
	H6	-.029	-.517	-.284	.095	.735 ^a	-.102
	H7	.076	.005	.197	-.578	-.102	.605 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
H1	1.000	.741
H3	1.000	.587
H4	1.000	.593
H5	1.000	.800
H6	1.000	.622
H7	1.000	.904

Extraction Method: Principal Component Analysis.

Component Matrix ^a		
	Component	
	1	2
H1	.841	-.183
H3	.752	-.149
H4	.699	-.324
H5	.817	.364
H6	.723	-.315
H7	.541	.782

Extraction Method: Principal Component Analysis.^a

a. 2 components extracted.

Factor Analysis Iterasi 2 Harga

Correlation Matrix ^a						
		H1	H3	H4	H5	H6
Correlation	H1	1.000	.568	.637	.627	.488
	H3	.568	1.000	.300	.473	.631
	H4	.637	.300	1.000	.509	.434
	H5	.627	.473	.509	1.000	.374
	H6	.488	.631	.434	.374	1.000
Sig. (1-tailed)	H1		.001	.000	.000	.003
	H3	.001		.054	.004	.000
	H4	.000	.054		.002	.008
	H5	.000	.004	.002		.021
	H6	.003	.000	.008	.021	

a. Determinant = .120

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.742
Bartlett's Test of Sphericity	Approx. Chi-Square	56.211
	df	10
	Sig.	.000

Anti-image Matrices						
		H1	H3	H4	H5	H6
Anti-image Covariance	H1	.392	-.145	-.208	-.152	-.010
	H3	-.145	.469	.125	-.102	-.260
	H4	-.208	.125	.522	-.113	-.143
	H5	-.152	-.102	-.113	.561	.025
	H6	-.010	-.260	-.143	.025	.535
Anti-image Correlation	H1	.759 ^a	-.338	-.461	-.324	-.022
	H3	-.338	.680 ^a	.253	-.198	-.519
	H4	-.461	.253	.706 ^a	-.209	-.270
	H5	-.324	-.198	-.209	.842 ^a	.045
	H6	-.022	-.519	-.270	.045	.736 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
H1	1.000	.747
H3	1.000	.584
H4	1.000	.545
H5	1.000	.592
H6	1.000	.557

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component
	1
H1	.865
H3	.764
H4	.738
H5	.769
H6	.746

Extraction Method: Principal Component Analysis.^a

a. 1 components extracted.

Reliabilitas Harga

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	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.836	5

Factor Analysis Citra Merek CM 1 – CM 4

Correlation Matrix ^a					
		CM1	CM2	CM3	CM4
Correlation	CM1	1.000	.238	.473	.138
	CM2	.238	1.000	.596	.002
	CM3	.473	.596	1.000	.176
	CM4	.138	.002	.176	1.000
Sig. (1-tailed)	CM1		.103	.004	.234
	CM2	.103		.000	.496
	CM3	.004	.000		.176
	CM4	.234	.496	.176	

a. Determinant = .474

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.556
Bartlett's Test of Sphericity	Approx. Chi-Square	20.025
	df	6
	Sig.	.003

Anti-image Matrices					
		CM1	CM2	CM3	CM4
Anti-image Covariance	CM1	.771	.037	-.256	-.048
	CM2	.037	.633	-.327	.098
	CM3	-.256	-.327	.513	-.123
	CM4	-.048	.098	-.123	.950
Anti-image Correlation	CM1	.635 ^a	.054	-.407	-.056
	CM2	.054	.542 ^a	-.573	.127
	CM3	-.407	-.573	.537 ^a	-.176
	CM4	-.056	.127	-.176	.499 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
CM1	1.000	.502
CM2	1.000	.721
CM3	1.000	.803
CM4	1.000	.907
Extraction Method: Principal Component Analysis.		

Rotated Component Matrix ^a		
	Component	
	1	2
CM1	.638	.308
CM2	.825	-.199
CM3	.884	.145
CM4	.052	.951

Extraction Method:
Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

Factor Analysis Iterasi Citra Merek

Correlation Matrix ^a				
		CM1	CM2	CM3
Correlation	CM1	1.000	.238	.473
	CM2	.238	1.000	.596
	CM3	.473	.596	1.000
Sig. (1-tailed)	CM1		.103	.004
	CM2	.103		.000
	CM3	.004	.000	

a. Determinant = .499

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.558
Bartlett's Test of Sphericity	Approx. Chi-Square	18.868
	df	3
	Sig.	.000

Anti-image Matrices				
		CM1	CM2	CM3
Anti-image Covariance	CM1	.774	.043	-.271
	CM2	.043	.643	-.329
	CM3	-.271	-.329	.529
Anti-image Correlation	CM1	.604 ^a	.061	-.424
	CM2	.061	.561 ^a	-.564
	CM3	-.424	-.564	.537 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
CM1	1.000	.472
CM2	1.000	.616
CM3	1.000	.798

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component
	1
CM1	.687
CM2	.785
CM3	.894

Extraction Method: Principal Component Analysis.^a

a. 1 components extracted.

Reliabilitas Citra Merek CM 1 – CM 3

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	Cronbach's Alpha Based on Standardized Items	N of Items
.681	.698	3

Factor Analysis Citra Merek CM 5 – CM 9

Correlation Matrix ^a						
		CM5	CM6	CM7	CM8	CM9
Correlation	CM5	1.000	.712	.756	.657	.596
	CM6	.712	1.000	.734	.662	.535
	CM7	.756	.734	1.000	.601	.673
	CM8	.657	.662	.601	1.000	.668
	CM9	.596	.535	.673	.668	1.000
Sig. (1-tailed)	CM5		.000	.000	.000	.000
	CM6	.000		.000	.000	.000
	CM7	.000	.000		.000	.000
	CM8	.000	.000	.000		.000
	CM9	.000	.000	.000	.000	

a. Determinant = .037

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.827
Bartlett's Test of Sphericity	Approx. Chi-Square	484.954
	df	10
	Sig.	.000

Anti-image Matrices						
		CM5	CM6	CM7	CM8	CM9
Anti-image Covariance	CM5	.344	-.082	-.127	-.090	-.014
	CM6	-.082	.358	-.130	-.126	.050
	CM7	-.127	-.130	.295	.040	-.140
	CM8	-.090	-.126	.040	.399	-.178
	CM9	-.014	.050	-.140	-.178	.431
Anti-image Correlation	CM5	.872 ^a	-.234	-.398	-.242	-.037
	CM6	-.234	.837 ^a	-.401	-.335	.128
	CM7	-.398	-.401	.798 ^a	.116	-.394
	CM8	-.242	-.335	.116	.820 ^a	-.430
	CM9	-.037	.128	-.394	-.430	.811 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
CM5	1.000	.766
CM6	1.000	.733
CM7	1.000	.784
CM8	1.000	.703
CM9	1.000	.654
Extraction Method: Principal Component Analysis.		

Component Matrix ^a	
	Component
	1
CM5	.875
CM6	.856
CM7	.886
CM8	.838
CM9	.809
Extraction Method: Principal Component Analysis. ^a	
a. 1 components extracted.	

Reliabilitas Citra Merek CM 5 – CM 9

Case Processing Summary			
		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.907	5

Factor Analysis Citra Merek CM 10 – CM 14

Correlation Matrix ^a						
		CM10	CM11	CM12	CM13	CM14
Correlation	CM10	1.000	.665	.684	.675	.677
	CM11	.665	1.000	.678	.793	.585
	CM12	.684	.678	1.000	.765	.596
	CM13	.675	.793	.765	1.000	.626
	CM14	.677	.585	.596	.626	1.000
Sig. (1-tailed)	CM10		.000	.000	.000	.000
	CM11	.000		.000	.000	.000
	CM12	.000	.000		.000	.000
	CM13	.000	.000	.000		.000
	CM14	.000	.000	.000	.000	

a. Determinant = .032

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.864
Bartlett's Test of Sphericity	Approx. Chi-Square	503.056
	df	10
	Sig.	.000

Anti-image Matrices						
		CM10	CM11	CM12	CM13	CM14
Anti-image Covariance	CM10	.385	-.073	-.097	-.023	-.161
	CM11	-.073	.337	-.030	-.150	-.024
	CM12	-.097	-.030	.357	-.126	-.036
	CM13	-.023	-.150	-.126	.264	-.056
	CM14	-.161	-.024	-.036	-.056	.483
Anti-image Correlation	CM10	.878 ^a	-.202	-.263	-.071	-.374
	CM11	-.202	.859 ^a	-.086	-.505	-.060
	CM12	-.263	-.086	.881 ^a	-.411	-.086
	CM13	-.071	-.505	-.411	.820 ^a	-.155
	CM14	-.374	-.060	-.086	-.155	.899 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
CM10	1.000	.739
CM11	1.000	.753
CM12	1.000	.753
CM13	1.000	.812
CM14	1.000	.645
Extraction Method: Principal Component Analysis.		

Component Matrix ^a	
	Component
	1
CM10	.860
CM11	.868
CM12	.868
CM13	.901
CM14	.803
Extraction Method: Principal Component Analysis. ^a	
a. 1 components extracted.	

Reliabilitas Citra Merek CM 10 – CM 14

Case Processing Summary			
		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.892	4

Factor Analysis Minat Beli MB 1 – MB 3

Correlation Matrix ^a				
		MB1	MB2	MB3
Correlation	MB1	1.000	.749	.757
	MB2	.749	1.000	.752
	MB3	.757	.752	1.000
Sig. (1-tailed)	MB1		.000	.000
	MB2	.000		.000
	MB3	.000	.000	

a. Determinant = .153

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.754
Bartlett's Test of Sphericity	Approx. Chi-Square	276.250
	df	3
	Sig.	.000

Anti-image Matrices				
		MB1	MB2	MB3
Anti-image Covariance	MB1	.353	-.148	-.156
	MB2	-.148	.359	-.151
	MB3	-.156	-.151	.348
Anti-image Correlation	MB1	.754 ^a	-.416	-.445
	MB2	-.416	.760 ^a	-.428
	MB3	-.445	-.428	.750 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
MB1	1.000	.836
MB2	1.000	.832
MB3	1.000	.838
Extraction Method: Principal Component Analysis.		

Component Matrix ^a	
	Component 1
MB1	.914
MB2	.912
MB3	.916
Extraction Method: Principal Component Analysis. ^a	
a. 1 components extracted.	

Reliabilitas Minat Beli MB 1 – MB 3

Case Processing Summary			
		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.901	.901	3

Factor Analysis Minat Beli MB 4 – MB 5

Correlation Matrix^a			
		MB4	MB5
Correlation	MB4	1.000	.689
	MB5	.689	1.000
Sig. (1-tailed)	MB4		.000
	MB5	.000	

a. Determinant = .525

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	94.902
	df	1
	Sig.	.000

Anti-image Matrices			
		MB4	MB5
Anti-image Covariance	MB4	.525	-.362
	MB5	-.362	.525
Anti-image Correlation	MB4	.500 ^a	-.689
	MB5	-.689	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
MB4	1.000	.844
MB5	1.000	.844
Extraction Method: Principal Component Analysis.		

Component Matrix^a	
	Component
	1
MB4	.919
MB5	.919
Extraction Method: Principal Component Analysis. ^a	
a. 1 components extracted.	

Reliabilitas Minat Beli MB 4 – MB 5

Case Processing Summary				Reliability Statistics		
		N	%			
Cases	Valid	150	100.0	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
	Excluded ^a	0	.0			
	Total	150	100.0			
a. Listwise deletion based on all variables in the procedure.				.812	.816	2

Factor Analysis Minat Beli MB 6 – MB 7

Correlation Matrix ^a			
		MB6	MB7
Correlation	MB6	1.000	.567
	MB7	.567	1.000
Sig. (1-tailed)	MB6		.001
	MB7	.001	

a. Determinant = .679

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	10.658
	df	1
	Sig.	.001

Anti-image Matrices			
		MB6	MB7
Anti-image Covariance	MB6	.679	-.385
	MB7	-.385	.679
Anti-image Correlation	MB6	.500 ^a	-.567
	MB7	-.567	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
MB6	1.000	.783
MB7	1.000	.783

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component
	1
MB6	.885
MB7	.885

Extraction Method: Principal Component Analysis.^a

a. 1 components extracted.

Reliabilitas Minat Beli MB 6 – MB 7

Case Processing Summary			
		N	%
Cases	Valid	30	20.0
	Excluded ^a	120	80.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.719	.724	2

Factor Analysis Minat Beli MB 6 – MB 7

Correlation Matrix^a			
		MB8	MB9
Correlation	MB8	1.000	.691
	MB9	.691	1.000
Sig. (1-tailed)	MB8		.000
	MB9	.000	

a. Determinant = .522

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	95.907
	df	1
	Sig.	.000

Anti-image Matrices			
		MB8	MB9
Anti-image Covariance	MB8	.522	-.361
	MB9	-.361	.522
Anti-image Correlation	MB8	.500 ^a	-.691
	MB9	-.691	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
MB8	1.000	.846
MB9	1.000	.846
Extraction Method: Principal Component Analysis.		

Component Matrix^a	
	Component
	1
MB8	.920
MB9	.920
Extraction Method: Principal Component Analysis. ^a	
a. 1 components extracted.	

Reliabilitas Minat Beli MB 8 – MB 9

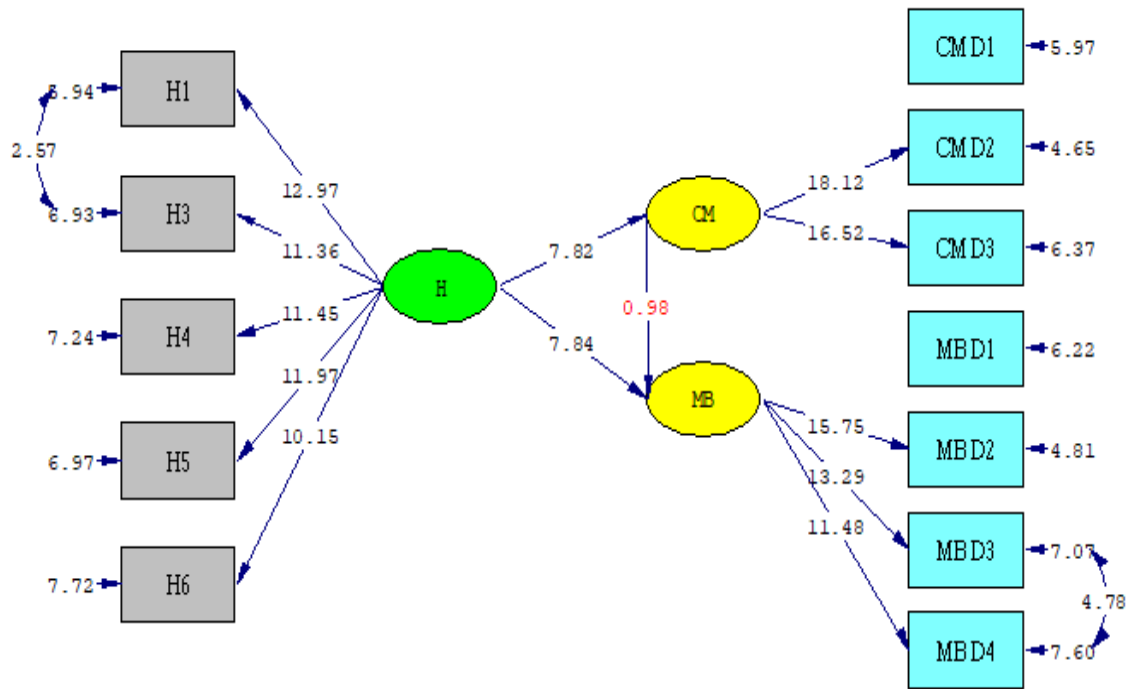
Case Processing Summary			
		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.818	2

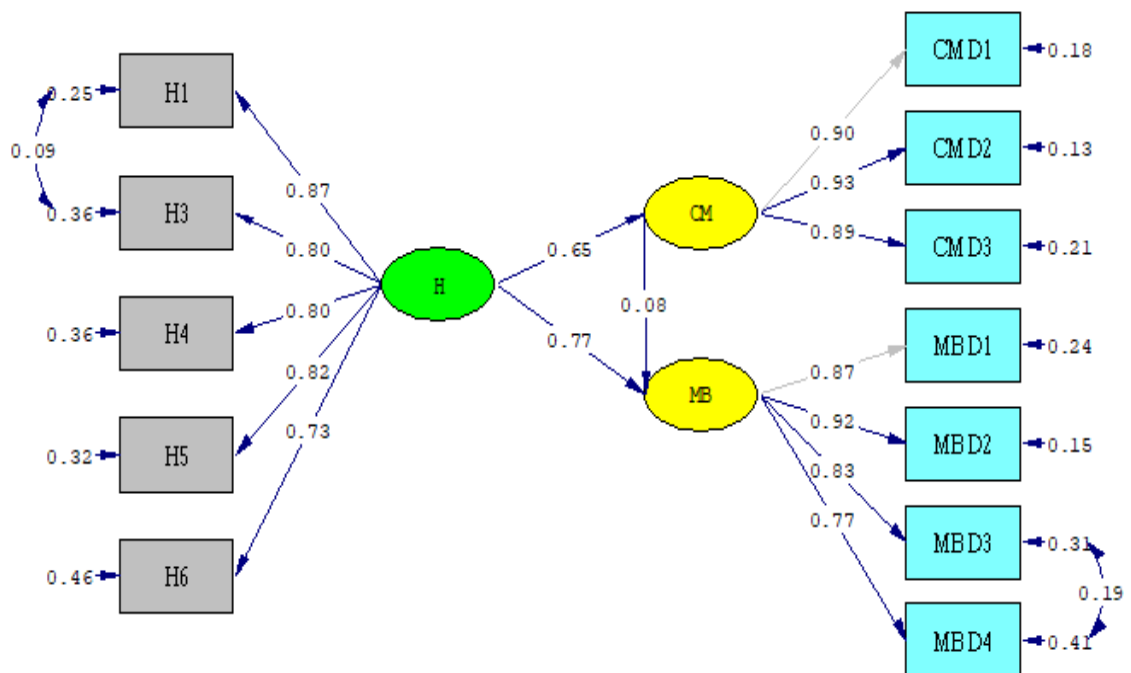
LAMPIRAN 1.5
MODEL STRUKTURAL

PATH DIAGRAM T VALUE



Chi-Square=50.16, df=47, P-value=0.34910, RMSEA=0.021

PATH DIAGRAM STANDAR SOLUTION



Chi-Square=50.16, df=47, P-value=0.34910, RMSEA=0.021

LAMPIRAN 1.6
HASIL DATA OUTPUT LISREL 8.8

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Gogaenim\Chinggudeul\Chinggu
April 2020\ARYA\SEM ARYA 0403\ARYAA.pr2:

```
RAW DATA FROM FILE ARYAA.PSF
LATENT VARIABLES: H CM MB
RELATIONSHIP
H1 = H
H3 = H
H4 = H
H5 = H
H6 = H
CMD1 = CM
CMD2 = CM
CMD3 = CM
MBD1 = MB
MBD2 = MB
MBD3 = MB
MBD4 = MB

MB = H CM
CM = H
SET ERROR COVARIANCE OF MBD4 AND MBD3 FREE
SET ERROR COVARIANCE OF H3 AND H1 FREE
SET ERROR COVARIANCE OF H1 AND MBD1 FREE
SET ERROR COVARIANCE OF H3 AND CMD2 FREE

OPTIONS SC
PATH DIAGRAM
END OF PROBLEMS
```

Sample Size = 150

Covariance Matrix

	CMD1	CMD2	CMD3	MBD1	MBD2	MBD3
CMD1	1.00					
CMD2	0.84	1.00				
CMD3	0.80	0.84	1.00			
MBD1	0.51	0.49	0.54	1.00		
MBD2	0.47	0.42	0.49	0.80	1.00	
MBD3	0.42	0.42	0.45	0.70	0.79	1.00
MBD4	0.42	0.41	0.42	0.65	0.71	0.83

H1	0.40	0.40	0.39	0.46	0.51	0.47
H3	0.31	0.26	0.29	0.41	0.41	0.38
H4	0.37	0.36	0.34	0.46	0.47	0.39
H5	0.42	0.38	0.37	0.49	0.46	0.39
H6	0.33	0.32	0.33	0.48	0.43	0.43

Covariance Matrix

	MBD4	H1	H3	H4	H5	H6
MBD4	1.00					
H1	0.46	0.61				
H3	0.37	0.44	0.51			
H4	0.36	0.42	0.36	0.60		
H5	0.42	0.45	0.40	0.41	0.65	
H6	0.37	0.34	0.30	0.33	0.36	0.54

Number of Iterations = 11

LISREL Estimates (Maximum Likelihood)

Measurement Equations

CMD1 = 0.90*CM, Errorvar.= 0.18 , R² = 0.82
 (0.031)
 5.97

CMD2 = 0.92*CM, Errorvar.= 0.13 , R² = 0.87
 (0.051) (0.028)
 18.12 4.65

CMD3 = 0.89*CM, Errorvar.= 0.21 , R² = 0.79
 (0.054) (0.032)
 16.52 6.37

MBD1 = 0.88*MB, Errorvar.= 0.24 , R² = 0.76
 (0.038)
 6.22

MBD2 = 0.92*MB, Errorvar.= 0.15 , R² = 0.85
 (0.058) (0.032)
 15.75 4.81

MBD3 = 0.83*MB, Errorvar.= 0.31 , R² = 0.69
 (0.063) (0.043)
 13.29 7.07

MBD4 = 0.77*MB, Errorvar.= 0.41 , R² = 0.59
 (0.067) (0.054)
 11.48 7.60

H1 = 0.68*H, Errorvar.= 0.15 , R² = 0.75
 (0.053) (0.026)
 12.97 5.94

H3 = 0.57*H, Errorvar.= 0.18 , R² = 0.64
 (0.050) (0.027)
 11.36 6.93

H4 = 0.62*H, Errorvar.= 0.22 , R² = 0.64
 (0.054) (0.030)
 11.45 7.24

$$H5 = 0.66 \cdot H, \text{ Errorvar.} = 0.21, R^2 = 0.68$$

(0.055)	(0.030)
11.97	6.97

$$H6 = 0.54 \cdot H, \text{ Errorvar.} = 0.25, R^2 = 0.54$$

(0.053)	(0.033)
10.15	7.72

Error Covariance for MBD4 and MBD3 = 0.19
(0.040)
4.78

Error Covariance for H1 and MBD1 = -0.06
(0.019)
-2.98

Error Covariance for H3 and CMD2 = -0.05
(0.016)
-2.92

Error Covariance for H3 and H1 = 0.053
(0.021)
2.57

Structural Equations

$$CM = 0.65 \cdot H, \text{ Errorvar.} = 0.58, R^2 = 0.42$$

(0.083)	(0.091)
7.82	6.41

$$MB = 0.081 \cdot CM + 0.77 \cdot H, \text{ Errorvar.} = 0.32, R^2 = 0.68$$

(0.083)	(0.098)	(0.064)
0.98	7.84	5.09

Reduced Form Equations

$$CM = 0.65 \cdot H, \text{ Errorvar.} = 0.58, R^2 = 0.42$$

(0.083)
7.82

$$MB = 0.82 \cdot H, \text{ Errorvar.} = 0.33, R^2 = 0.67$$

(0.081)
10.12

Correlation Matrix of Independent Variables

H

1.00

Covariance Matrix of Latent Variables

	CM	MB	H
	-----	-----	-----
CM	1.00		
MB	0.58	1.00	
H	0.65	0.82	1.00

Goodness of Fit Statistics

Degrees of Freedom = 47
 Minimum Fit Function Chi-Square = 51.73 (P = 0.29)
 Normal Theory Weighted Least Squares Chi-Square = 50.16 (P = 0.35)
 Estimated Non-centrality Parameter (NCP) = 3.16
 90 Percent Confidence Interval for NCP = (0.0 ; 24.42)

Minimum Fit Function Value = 0.35
 Population Discrepancy Function Value (F0) = 0.021
 90 Percent Confidence Interval for F0 = (0.0 ; 0.16)
 Root Mean Square Error of Approximation (RMSEA) = 0.021
 90 Percent Confidence Interval for RMSEA = (0.0 ; 0.059)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.87

Expected Cross-Validation Index (ECVI) = 0.75
 90 Percent Confidence Interval for ECVI = (0.73 ; 0.90)
 ECVI for Saturated Model = 1.05
 ECVI for Independence Model = 22.06

Chi-Square for Independence Model with 66 Degrees of Freedom = 3262.26
 Independence AIC = 3286.26
 Model AIC = 112.16
 Saturated AIC = 156.00
 Independence CAIC = 3334.38
 Model CAIC = 236.49
 Saturated CAIC = 468.83

Normed Fit Index (NFI) = 0.98
 Non-Normed Fit Index (NNFI) = 1.00
 Parsimony Normed Fit Index (PNFI) = 0.70
 Comparative Fit Index (CFI) = 1.00
 Incremental Fit Index (IFI) = 1.00
 Relative Fit Index (RFI) = 0.98

Critical N (CN) = 209.68

Root Mean Square Residual (RMR) = 0.025
 Standardized RMR = 0.031
 Goodness of Fit Index (GFI) = 0.95
 Adjusted Goodness of Fit Index (AGFI) = 0.91
 Parsimony Goodness of Fit Index (PGFI) = 0.57

Standardized Solution

LAMBDA-Y		CM	MB
	-----		-----
CMD1	0.90	-	-
CMD2	0.92	-	-
CMD3	0.89	-	-
MBD1	-	-	0.88
MBD2	-	-	0.92
MBD3	-	-	0.83
MBD4	-	-	0.77
LAMBDA-X			

	H
H1	0.68
H3	0.57
H4	0.62
H5	0.66
H6	0.54

BETA

	CM	MB
CM	- -	- -
MB	0.08	- -

GAMMA

	H
CM	0.65
MB	0.77

Correlation Matrix of ETA and KSI

	CM	MB	H
CM	1.00		
MB	0.58	1.00	
H	0.65	0.82	1.00

PSI

Note: This matrix is diagonal.

	CM	MB
	0.58	0.32

Regression Matrix ETA on KSI (Standardized)

	H
CM	0.65
MB	0.82

Completely Standardized Solution

LAMBDA-Y

	CM	MB
CMD1	0.90	- -
CMD2	0.93	- -
CMD3	0.89	- -
MBD1	- -	0.87
MBD2	- -	0.92
MBD3	- -	0.83
MBD4	- -	0.77

LAMBDA-X

	H
H1	0.87
H3	0.80
H4	0.80
H5	0.82
H6	0.73

BETA

	CM	MB
CM	1.00	0.08
MB	0.08	1.00

GAMMA

	H
CM	0.65
MB	0.77

Correlation Matrix of ETA and KSI

	CM	MB	H
CM	1.00		
MB	0.58	1.00	
H	0.65	0.82	1.00

PSI

Note: This matrix is diagonal.

	CM	MB
CM	0.58	0.32
MB	0.32	0.58

THETA-EPS

	CMD1	CMD2	CMD3	MBD1	MBD2	MBD3
CMD1	0.18					
CMD2		0.13				
CMD3			0.21			
MBD1				0.24		
MBD2					0.15	
MBD3						0.31
MBD4						0.19

THETA-EPS

	MBD4
MBD4	0.41

THETA-DELTA-EPS

	CMD1	CMD2	CMD3	MBD1	MBD2	MBD3
H1				-0.07		
H3		-0.07				
H4						
H5						
H6						

THETA-DELTA-EPS

	MBD4
H1	
H3	
H4	
H5	
H6	

THETA-DELTA

	H1	H3	H4	H5	H6
H1	0.25				
H3	0.09	0.36			
H4	--	--	0.36		
H5	--	--	--	0.32	
H6	--	--	--	--	0.46

Regression Matrix ETA on KSI (Standardized)

	H
CM	0.65
MB	0.82

Time used: 0.031 Seconds