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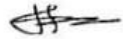
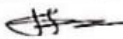
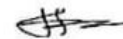
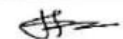
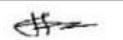


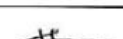


LAMPIRAN

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KARTU ABESNSI BIMBINGAN
KULIAH KERJA PRAKTEK/SEMINAR & TEK. PENULISAN ILMIAH/TUGAS
AKHIR

NAMA : Zulfia Adella
NIM/PEMINATAN : 20170502025 / Public Relations
NO. TELP/EMAIL : 087881237204 / zulfiaadella@gmail.com
JUDUL : Hubungan Kualitas Website kickavenue.com
Terhadap Citra Perusahaan E-Commerce Kick Avenue.
DOSEN PEMBIMBING : Euis Heryati, S.Sos. MM, M.Ikom.

| No. | Tanggal | BAB | Catatan Pembimbing | TTD Pembimbing |
|-----|---------|-------|--|---|
| 1. | 21/4/21 | I-III | BAB I-III yang sudah direvisi |  |
| 2. | 7/6/21 | IV | Penyerahan Kuesioner |  |
| 3. | 14/6/21 | IV | Revisi Kuesioner |  |
| 4. | 14/6/21 | IV | Kuesioner Penelitian |  |
| 5. | 16/6/21 | IV | Uji Coba Kuisisioner |  |
| 6. | 29/6/21 | III | Validitas dan Reliabilitas |  |
| 7. | 13/7/21 | I-VI | Penyerahan BAB I-VI |  |
| 8. | 16/7/21 | V | Revisi pada BAB V |  |
| 9. | 16/7/21 | I-VI | Penambahan deskripsi kelas online, hasil uji hipotesis, daftar pustaka |  |
| 10. | 22/7/21 | I-VI | ACC BAB I-VI Ajukan sidang |  |

Syarat maju .bidang, minimal 10x pertemuaw'peinhimbungan

Mahasiswa,



(Zulfia Adella)

Mengetahui,

(K.A. Peminatan)

LAMPIRAN

KUESIONER PENELITIAN

Assalamualaikum Wr. Wb

Perkenalkan nama saya Zulfia Adella, Mahasiswi Public Relations, Fakultas Ilmu Komunikasi, Universitas Esa Unggul. Dalam rangka menyelesaikan penelitian tugas akhir/skripsi saya yang berjudul "Hubungan Kualitas Website kickavenue.com Dengan Citra E-Commerce Kick Avenue".

Sesuai Kode etik penelitian , semua informasi yang anda berikan akan dijaga kerahasiaannya serta tidak akan digunakan untuk tujuan yang lain selain penulisan skripsi saya.

Saya berharap kepada saudara/i untuk meluangkan waktunya sejenak mengisi kuesioner dibawah. hasil dari jawaban yang anda isi akan sangat membantu saya dalam menyelesaikan penelitian ini. Atas kerjasama dan perhatiannya, saya mengucapkan banyak terimakasih.

Wassalamualaikum Wr.Wb

DATA RESPONDEN

Nama :

Jenis Kelamin :

Usia :

DAFTAR PERTANYAAN

Apakah anda mengetahui Marketplace Sneakers Kick Avenue ?

Ya

Tidak

Jika anda menjawab Ya, maka anda dapat melanjutkan pertanyaan berikut, tetapi jika anda menjawab Tidak, maka pertanyaan cukup sampai disini

| VARIABEL (X) KUALITAS WEBSITE | | | | | |
|--------------------------------------|--|-----------|----------|-----------|------------|
| NO | PERTANYAAN | SS | S | TS | STS |
| USABILITY QUALITY WEB | | | | | |
| 1 | Website kickavenue.com sangat mudah untuk dipahami para pengunjung website | | | | |
| 2 | Website kickavenue.com mudah untuk dipelajari untuk para pengunjung webnya | | | | |
| 3 | pengoprasian website kickavenue.com tidak sulit | | | | |
| 4 | Petunjuk penggunaan website kickavenue.com dapat memudahkan para customer atau pengunjung website | | | | |
| 5 | Informasi yang diberikan website kickavenue.com memberikan nilai positif bagi para pengunjung webiste | | | | |
| WEB INFORMATION QUALITY | | | | | |
| 6 | Informasi didalam website kickavenue.com sangat akurat sesuai dengan produk yang ditawarkan | | | | |
| 7 | Informasi yang disajikan dalam website kickavenue.com dapat dipercaya | | | | |
| 8 | Website kickavenue.com selalu Up to date mengenai produk yang di tawarkan | | | | |
| 9 | Dalam website kickavenue.com terdapat kesesuaian antara gambar produk dengan iformasi yang dicantumkan | | | | |
| 10 | Informasi didalam website mudah dipahami | | | | |

| | | | | | |
|--------------------------------------|--|--|--|--|--|
| 11 | Website kickavenue.com menyajikan informasi yang detail | | | | |
| 12 | Informasi yang terdapat dalam website kickavenue.com disampaikan dengan format yang terstruktur | | | | |
| SITE DESIGN QUALITY | | | | | |
| 13 | Website kickavenue.com menggunakan warna yang menarik | | | | |
| 14 | animasi yang disajikan didalam website kickavenue.com memiliki animasi yang bagus | | | | |
| 15 | gambar yang disajikan didalam website kickavenue.com sesuai dengan isi informasi dalam website | | | | |
| 16 | Website kickavenue.com menata konten web dengan rapih | | | | |
| VARIABEL (Y) CITRA PERUSAHAAN | | | | | |
| KESAN | | | | | |
| 17 | Website kickavenue.com sangat berkesan dan pengunjung akan merasa Puas terhadap website kickavenue.com dengan kualitas website yang disuguhkan | | | | |
| KEPERCAYAAN | | | | | |
| 18 | Website kickavenue.com dapat memenuhi kesesuaian harapan bagi para pengunjung situs website nya | | | | |
| 19 | Website kickavenue.com memberikan informasi yang dapat dipercaya dan sesuai dengan produk yang ditawarkan | | | | |

| | SIKAP | | | | |
|----|---|--|--|--|--|
| 20 | Berminat melakukan pembelian sneakers pada website kickavenue.com secara berkala | | | | |
| 21 | website kickavenue.com mampu memberikan informasi yang akurat mengenai produk sneakers yang dijual di website | | | | |
| 22 | Tampilan pada website kickavenue.com memiliki daya tarik tersendiri untuk diperhatikan oleh para sneakershead | | | | |

HASIL UJI VALIDITAS
VARIABEL KUALITAS WEBSITE (X)

Correlations

| | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 | X14 | X15 | X16 | TOTALX |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X1 Pearson Correlation | 1 | .731** | .636** | .615** | .449** | .475** | .440** | .626** | .609** | .486** | .556** | .494** | .221 | .336** | .567** | .483** | .771** |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .076 | .008 | .000 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X2 Pearson Correlation | .731** | 1 | .515** | .608** | .455** | .454** | .594** | .589** | .628** | .619** | .557** | .387** | .253 | .237 | .521** | .464** | .763** |
| Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .042 | .057 | .000 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X3 Pearson Correlation | .636** | .515** | 1 | .531** | .389** | .399** | .281 | .573** | .691** | .406 | .484** | .326** | .051 | .239 | .439** | .505** | .664** |
| Sig. (2-tailed) | .000 | .000 | | .000 | .001 | .001 | .023 | .000 | .000 | .001 | .000 | .008 | .686 | .055 | .000 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X4 Pearson Correlation | .615** | .608** | .531** | 1 | .557** | .560** | .326** | .426** | .609** | .541** | .468** | .416** | .240 | .460** | .535** | .498** | .750** |
| Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .008 | .000 | .000 | .000 | .000 | .001 | .055 | .000 | .000 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X5 Pearson Correlation | .449** | .455** | .389** | .557** | 1 | .643** | .416** | .426** | .325** | .541** | .512** | .604** | .240 | .286 | .589** | .451** | .708** |
| Sig. (2-tailed) | .000 | .000 | .001 | .000 | | .000 | .001 | .000 | .008 | .000 | .000 | .000 | .055 | .021 | .000 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X6 Pearson Correlation | .475** | .454** | .399** | .560** | .643** | 1 | .422** | .451** | .236 | .519** | .478** | .472** | .123 | .256 | .458** | .396** | .665** |
| Sig. (2-tailed) | .000 | .000 | .001 | .000 | .000 | | .000 | .000 | .059 | .000 | .000 | .000 | .331 | .040 | .000 | .001 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X7 Pearson Correlation | .440** | .594** | .281 | .326** | .416** | .422** | 1 | .686** | .322** | .479** | .461** | .454** | .101 | .184 | .364** | .195 | .603** |
| Sig. (2-tailed) | .000 | .000 | .023 | .008 | .001 | .000 | | .000 | .009 | .000 | .000 | .000 | .422 | .143 | .003 | .120 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X8 Pearson Correlation | .626** | .589** | .573** | .426** | .426** | .451** | .686** | 1 | .598** | .801** | .702** | .654** | .261 | .311 | .439** | .466** | .787** |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .036 | .012 | .000 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X9 Pearson Correlation | .609** | .628** | .691** | .609** | .325** | .236 | .322** | .598** | 1 | .570** | .467** | .364** | .379** | .423** | .580** | .570** | .739** |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .008 | .059 | .009 | .000 | | .000 | .000 | .003 | .002 | .000 | .000 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X10 Pearson Correlation | .486** | .619** | .406** | .541** | .541** | .519** | .479** | .601** | .570** | 1 | .632** | .582** | .302 | .428** | .579** | .544** | .790** |
| Sig. (2-tailed) | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .014 | .000 | .000 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X11 Pearson Correlation | .556** | .557** | .484** | .468** | .512** | .478** | .461** | .702** | .467** | .632** | 1 | .744** | .291 | .373** | .480** | .451** | .775** |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .019 | .002 | .000 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X12 Pearson Correlation | .494** | .387** | .326** | .416** | .604** | .472** | .454** | .654** | .364** | .582** | .744** | 1 | .316 | .269 | .471** | .389** | .712** |
| Sig. (2-tailed) | .000 | .001 | .008 | .001 | .000 | .000 | .000 | .000 | .003 | .000 | .000 | .000 | .010 | .030 | .000 | .001 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X13 Pearson Correlation | .221 | .253 | .051 | .240 | .240 | .123 | .101 | .261 | .379** | .302 | .291 | .316 | 1 | .411** | .336** | .470** | .438** |
| Sig. (2-tailed) | .076 | .042 | .686 | .055 | .055 | .331 | .422 | .036 | .002 | .014 | .019 | .010 | | .001 | .006 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X14 Pearson Correlation | .336** | .237 | .239 | .460** | .286** | .256** | .184 | .311 | .423** | .428** | .373** | .269 | .411** | 1 | .583** | .522** | .565** |
| Sig. (2-tailed) | .006 | .057 | .055 | .000 | .021 | .040 | .143 | .012 | .000 | .000 | .002 | .030 | .001 | | .000 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X15 Pearson Correlation | .567** | .521** | .439** | .535** | .589** | .458** | .364** | .439** | .580** | .579** | .480** | .471** | .336** | .583** | 1 | .694** | .765** |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .003 | .000 | .000 | .000 | .000 | .000 | .006 | .000 | | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| X16 Pearson Correlation | .483** | .464** | .505** | .498** | .451** | .396** | .195 | .466** | .570** | .544** | .451** | .389** | .470** | .522** | .694** | 1 | .718** |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .001 | .120 | .000 | .000 | .000 | .000 | .001 | .000 | .000 | .000 | | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| TOTALX Pearson Correlation | .771** | .763** | .664** | .750** | .708** | .665** | .603** | .787** | .739** | .790** | .775** | .712** | .438** | .565** | .765** | .716** | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 | 65 |

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

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

**HASIL UJI VALIDITAS
VARIABEL CITRA (Y)**

Correlations

| | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | TOTAL Y |
|---------|---------------------|--------|--------|--------|--------|--------|--------|---------|
| Y1 | Pearson Correlation | 1 | .487** | .524** | .524** | .547** | .468** | .810** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| Y2 | Pearson Correlation | .487** | 1 | .537** | .183 | .619** | .234 | .714** |
| | Sig. (2-tailed) | .000 | | .000 | .145 | .000 | .061 | .000 |
| | N | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| Y3 | Pearson Correlation | .524** | .537** | 1 | .306* | .573** | .336** | .751** |
| | Sig. (2-tailed) | .000 | .000 | | .013 | .000 | .006 | .000 |
| | N | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| Y4 | Pearson Correlation | .524** | .183 | .306* | 1 | .350** | .409** | .645** |
| | Sig. (2-tailed) | .000 | .145 | .013 | | .004 | .001 | .000 |
| | N | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| Y5 | Pearson Correlation | .547** | .619** | .573** | .350** | 1 | .468** | .810** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .004 | | .000 | .000 |
| | N | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| Y6 | Pearson Correlation | .468** | .234 | .336** | .409** | .468** | 1 | .639** |
| | Sig. (2-tailed) | .000 | .061 | .006 | .001 | .000 | | .000 |
| | N | 65 | 65 | 65 | 65 | 65 | 65 | 65 |
| TOTAL Y | Pearson Correlation | .810** | .714** | .751** | .645** | .810** | .639** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 65 | 65 | 65 | 65 | 65 | 65 | 65 |

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

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

**HASIL UJI RELIABILITAS
VARIABEL KUALITAS WEBSITE DAN CITRA (X & Y)**

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .948 | 22 |

**HASIL UJI NORMALITAS
VARIABEL KUALITAS WEBSITE DAN CITRA (X & Y)**

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 65 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.09629604 |
| Most Extreme Differences | Absolute | .125 |
| | Positive | .095 |
| | Negative | -.125 |
| Kolmogorov-Smirnov Z | | 1.009 |
| Asymp. Sig. (2-tailed) | | .260 |

a. Test distribution is Normal.

b. Calculated from data.

HASIL UJI KOEFISIEN KORELASI

VARIABEL KUALITAS WEBSITE DAN CITRA (X & Y)

| | | KualitasWeb | Citra |
|-------------|---------------------|-------------|--------|
| KualitasWeb | Pearson Correlation | 1 | .899** |
| | Sig. (2-tailed) | | .000 |
| | N | 65 | 65 |
| Citra | Pearson Correlation | .899** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 65 | 65 |

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

HASIL UJI KOEFISIEN DETERMINASI

VARIABEL KUALITAS WEBSITE DAN CITRA (X & Y)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .899 ^a | .809 | .806 | 1.10496 |

a. Predictors: (Constant), VAR.X

TABEL INDUK VARIABEL KUALITAS WEBSITE (X)

| No | No. Pertanyaan | | | | | | | | | | | | | | | | Σ |
|----|----------------|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|----|
| | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 | X14 | X15 | X16 | |
| 1 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 43 |
| 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 57 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 63 |
| 5 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 50 |
| 6 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 7 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 53 |
| 8 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 48 |
| 9 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 56 |
| 10 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 51 |
| 11 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 51 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 2 | 46 |
| 14 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 46 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 56 |
| 16 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 61 |
| 17 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 18 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 56 |
| 19 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 2 | 3 | 2 | 48 |
| 20 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 55 |
| 21 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 23 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 47 |
| 24 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 50 |
| 25 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 26 | 3 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 46 |
| 27 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 28 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 43 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 49 |
| 30 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 50 |
| 31 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 52 |
| 32 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 51 |
| 33 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 59 |
| 34 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 58 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 36 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 56 |
| 37 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 57 |
| 38 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 55 |

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|-------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 63 |
| 40 | 3 | 3 | 2 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 45 |
| 41 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 46 |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 43 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 56 |
| 44 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 51 |
| 45 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 43 |
| 46 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 54 |
| 47 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 54 |
| 48 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 49 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 53 |
| 50 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 51 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 43 |
| 52 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 50 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 60 |
| 54 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 54 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 56 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 47 |
| 57 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 62 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 62 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 61 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 62 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 62 |
| 63 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 64 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 49 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 3429 | | | | | | | | | | | | | | | | | |

TABEL INDUK VARIABEL CITRA (Y)

| No | No. Pertanyaan | | | | | | Σ |
|----|----------------|----|----|----|----|----|----------|
| | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | |
| 1 | 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| 2 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 6 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 7 | 4 | 2 | 3 | 3 | 3 | 3 | 18 |
| 8 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 9 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 10 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 11 | 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 13 | 3 | 3 | 3 | 3 | 3 | 2 | 17 |
| 14 | 3 | 4 | 3 | 2 | 4 | 3 | 19 |
| 15 | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 17 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 18 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 19 | 2 | 4 | 4 | 2 | 3 | 2 | 17 |
| 20 | 3 | 3 | 4 | 3 | 4 | 4 | 21 |
| 21 | 3 | 2 | 2 | 4 | 3 | 3 | 17 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 23 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 24 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 25 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 26 | 2 | 2 | 2 | 4 | 3 | 3 | 16 |
| 27 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 28 | 3 | 3 | 2 | 2 | 3 | 2 | 15 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 30 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 31 | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 32 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 33 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 34 | 4 | 3 | 3 | 4 | 4 | 3 | 21 |
| 35 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 36 | 3 | 4 | 3 | 4 | 4 | 3 | 21 |

| | | | | | | | |
|----|---|---|---|---|---|---|------|
| 37 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 38 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 40 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 41 | 3 | 4 | 3 | 2 | 3 | 3 | 18 |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 43 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| 44 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 46 | 3 | 4 | 3 | 2 | 4 | 3 | 19 |
| 47 | 3 | 4 | 3 | 2 | 4 | 3 | 19 |
| 48 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 49 | 4 | 3 | 3 | 4 | 3 | 3 | 20 |
| 50 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 51 | 2 | 2 | 2 | 2 | 2 | 3 | 13 |
| 52 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 53 | 3 | 3 | 4 | 3 | 4 | 3 | 20 |
| 54 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 56 | 3 | 2 | 3 | 2 | 3 | 3 | 16 |
| 57 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 58 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 59 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 60 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 61 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 62 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 63 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 64 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| | | | | | | | 1263 |