

**LAMPIRAN 1
KUESIONER**

Surat Permohonan Pengisian Kuesioner



**UNIVERSITAS
ESA UNGGUL
FAKULTAS EKONOMI DAN
BISNIS LAMPIRAN
LEMBAR KUESIONER**

Responden Yth,

Saya, mahasiswa program studi Ilmu Manajemen, Fakultas Ekonomi dan Bisnis Universitas Esa Unggul.

Nama: Ria Pangestu
NIM : 201311-496

Saya sedang melakukan penelitian Pengaruh Harga Terhadap Niat Beli dengan Kepercayaan sebagai Variabel Intervening pada toko *online* Samwonsop, untuk menyelesaikan Tugas Akhir. Maka dari itu saya mengharapkan saudara atau saudara untuk mengisi kuisisioner ini.

Atas kesediaan saudara/i menjawab dengan sejujurnya dan sebaik-baiknya saya 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 -25 tahun
 - b. 26-35 tahun
 - c. 36-45 tahun
 - d. > 45 tahun
3. Pekerjaan anda saat ini
 - a. Pelajar / Mahasiswa
 - b. Karyawan
 - c. Wirausaha
 - d. Lain-lain, Tuliskan.....
4. Berapa kali anda dalam satu bulan terakhir melakukan pembelian di Toko *online* Samwonshop?
 - a. 1 Kali
 - b. 2-5 Kali
 - c. >5 Kali
 - d. Belum Pernah
5. Jenis atau kategori barang yang di beli atau akan di beli pada toko *online* Samwonshop?
 - a. Makanan
 - b. Perlengkapan rumah
 - c. Fashion
 - d. Produk kecantikan
 - e. Lainnya.....

CARA PENGISIAN

1. Sebelum mengisi pernyataan di bawah, bacalah petunjuk pengisian dengan baik dan isi data responden terlebih dahulu.
2. Kuesioner penelitian ini terdiri dari 15 pernyataan.
3. Berilah tanda silang (✓) pada kolom pernyataan **Sangat Setuju (SS)**, **Setuju (S)**, **Tidak Setuju (TS)**, **Sangat Tidak Setuju (STS)** sesuai dengan keadaan yang sebenarnya.

| NO. | PERNYATAAN | KETERANGAN | | | |
|--------------------|--|------------|----|---|----|
| | | STS | TS | S | SS |
| | | 1 | 2 | 3 | 4 |
| KEPERCAYAAN | | | | | |
| 1. | Saya yakin bahwa respon pelayanan pada toko <i>online</i> samwonshop cepat | | | | |
| 2. | Sesuai pengalaman dari teman saya, Saya merasa bahwa Samwonshop telah diakui eksistensinya | | | | |
| 3. | Saya yakin toko <i>online</i> Samwonshop memiliki reputasi yang baik (<i>Star seller</i>) | | | | |
| 4. | Saya yakin Samwonshop memberikan jaminan <i>refund</i> atau penukaran barang jika produk rusak | | | | |
| 5. | Saya yakin dengan jaminan transaksi jika berbelanja online di Samwonshop | | | | |
| 6. | Saya yakin Samwonshop memberikan jaminan <i>refund</i> atau penukaran barang jika produk tidak sesuai dengan pesanan | | | | |
| 7. | Saya percaya bahwa Samwonshop memberikan informasi produk sesuai dengan yang sebenarnya | | | | |
| HARGA | | | | | |
| | | STS | TS | S | SS |
| | | 1 | 2 | 3 | 4 |
| 8. | Saya percaya harga pada toko <i>online</i> Samwoshop terjangkau | | | | |
| 9. | Saya merasa harga yang diberikan toko <i>online</i> Samwonshop sesuai dengan kemampuan beli saya | | | | |
| 10. | Saya merasa harga pada toko <i>online</i> Samwonshop lebih murah dari toko <i>online</i> | | | | |

| NO. | PERNYATAAN | KETERANGAN | | | |
|-----|---|------------|----|---|----|
| | | STS | TS | S | SS |
| | | 1 | 2 | 3 | 4 |
| | lainya | | | | |
| 11. | Saya berharap harga pada toko <i>online</i> Samwonshop sesuai dengan manfaat yang diinformasikan. | | | | |
| NO. | PERNYATAAN | KETERANGAN | | | |
| | | STS | TS | S | SS |
| | | 1 | 2 | 3 | 4 |
| | | | | | |
| 12. | Saya akan melakukan transaksi pada toko <i>online</i> Samwonshop | | | | |
| 13. | Saya akan mereferensikan Samwonshop kepada orang lain yang ingin berbelanja <i>online</i> | | | | |
| 14. | Saya lebih berminat bertransaksi di Samwonshop dibanding toko <i>online</i> lain | | | | |
| 15. | Saya yakin membeli produk di Samwonshop merupakan keputusan yang tepat | | | | |

LAMPIRAN 1
INPUT DATA 30 RESPONDEN

VARIABEL HARGA

| NO | HARGA (X) | | | | | |
|----|-----------|----|----|----|---------|-----------|
| | X1 | X2 | X3 | X4 | TOTAL X | RATA-RATA |
| 1 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 2 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 3 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 4 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 5 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 6 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 7 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 8 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 9 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 10 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 11 | 4 | 3 | 3 | 3 | 13 | 3.25 |
| 12 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 13 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 14 | 4 | 3 | 4 | 3 | 14 | 3.50 |
| 15 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 16 | 3 | 2 | 3 | 3 | 11 | 2.75 |
| 17 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 18 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 19 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 20 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 21 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 22 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 23 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 24 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 25 | 3 | 3 | 2 | 3 | 11 | 2.75 |
| 26 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 27 | 3 | 3 | 2 | 3 | 11 | 2.75 |
| 28 | 2 | 2 | 2 | 3 | 9 | 2.25 |
| 29 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 30 | 2 | 2 | 2 | 3 | 9 | 2.25 |

VARIABEL KEPERCAYAAN

| NO | KEPERCAYAAN (Z) | | | | | | | TOTAL Z | RATA-RATA |
|----|-----------------|----|----|----|----|----|----|---------|-----------|
| | Z1 | Z2 | Z3 | Z4 | Z5 | Z6 | Z7 | | |
| 1 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 26 | 3.71 |
| 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 20 | 2.86 |
| 5 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 26 | 3.71 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 7 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 | 3.14 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 10 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 11 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 25 | 3.57 |
| 12 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 13 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 25 | 3.57 |
| 14 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 24 | 3.43 |
| 15 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 24 | 3.43 |
| 16 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 23 | 3.29 |
| 17 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 19 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 20 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | |

| NO | KEPERCAYAAN (Z) | | | | | | | TOTAL Z | RATA-RATA |
|----|-----------------|----|----|----|----|----|----|---------|-----------|
| | Z1 | Z2 | Z3 | Z4 | Z5 | Z6 | Z7 | | |
| | | | | | | | | | 4.00 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 25 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 26 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 25 | 3.57 |
| 27 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 20 | 2.86 |
| 28 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 20 | 2.86 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 30 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 19 | 2.71 |

VARIABEL NIAT BELI

| NO | NIAT BELI (Y) | | | | | TOTAL Y | RATA-RATA |
|----|---------------|----|----|----|----|---------|-----------|
| | Y1 | Y2 | Y3 | Y3 | | | |
| 1 | 3 | 3 | 3 | 3 | 12 | 3.00 | |
| 2 | 3 | 3 | 3 | 3 | 12 | 3.00 | |
| 3 | 3 | 3 | 2 | 3 | 11 | 2.75 | |
| 4 | 3 | 3 | 2 | 3 | 11 | 2.75 | |
| 5 | 3 | 4 | 3 | 3 | 13 | 3.25 | |
| 6 | 3 | 3 | 3 | 3 | 12 | 3.00 | |
| 7 | 3 | 3 | 3 | 3 | 12 | 3.00 | |
| 8 | 4 | 4 | 4 | 4 | 16 | 4.00 | |
| 9 | 2 | 3 | 2 | 2 | 9 | 2.25 | |
| 10 | 3 | 3 | 2 | 2 | 10 | 2.50 | |
| 11 | 4 | 4 | 3 | 4 | 15 | 3.75 | |
| 12 | 3 | 3 | 3 | 3 | 12 | 3.00 | |
| 13 | 3 | 4 | 4 | 4 | 15 | 3.75 | |
| 14 | 3 | 4 | 4 | 3 | 14 | 3.50 | |
| 15 | 2 | 4 | 3 | 4 | 13 | 3.25 | |
| 16 | 3 | 4 | 2 | 3 | 12 | 3.00 | |
| 17 | 3 | 3 | 3 | 3 | 12 | 3.00 | |

| NO | NIAT BELI (Y) | | | | | TOTAL Y | RATA-RATA |
|----|---------------|----|----|----|----|------------|-----------|
| | Y1 | Y2 | Y3 | Y3 | Y3 | | |
| 18 | 4 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 19 | 3 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 20 | 3 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 21 | 4 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 22 | 4 | 3 | 3 | 3 | 3 | 13 | 3.25 |
| 23 | 4 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 24 | 3 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 25 | 3 | 2 | 2 | 3 | 3 | 10 | 2.50 |
| 26 | 4 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 27 | 3 | 3 | 2 | 3 | 3 | 11 | 2.75 |
| 28 | 2 | 2 | 2 | 2 | 2 | 8 | 2.00 |
| 29 | 3 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 30 | 3 | 2 | 2 | 2 | 2 | 9 | 2.25 |

LAMPIRAN 3
UJI VALIDITAS DAN RELIABILITAS
VARIABEL HARGA UJI VALIDITAS

| | | Correlations | | | | |
|-------------|---------------------|--------------|--------|--------|--------|-----------------|
| | | X1 | X2 | X3 | X4 | TOTAL_HAR GA |
| X1 | Pearson Correlation | 1 | .857** | .875** | .757** | .943** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X2 | Pearson Correlation | .857** | 1 | .813** | .851** | .944** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X3 | Pearson Correlation | .875** | .813** | 1 | .773** | .938** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X4 | Pearson Correlation | .757** | .851** | .773** | 1 | .894** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| TOTAL_HARGA | Pearson Correlation | .943** | .944** | .938** | .894** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

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

UJI RELIABILITAS

| Case Processing Summary | | | |
|-------------------------|-----------------------|----|-------|
| | | N | % |
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .943 | 4 |

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

VARIABEL KEPERCAYAAN UJI VALIDITAS

| | | Correlations | | | | | | | TOTAL_KEPERCAYAAN |
|----|---------------------|--------------|--------|--------|--------|--------|--------|--------|-------------------|
| | | Z1 | Z2 | Z3 | Z4 | Z5 | Z6 | Z7 | |
| Z1 | Pearson Correlation | 1 | .432* | .529** | .653** | .752** | .578** | .485** | .765** |
| | Sig. (2-tailed) | | .017 | .003 | .000 | .000 | .001 | .007 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z2 | Pearson Correlation | .432* | 1 | .649** | .522** | .473** | .578** | .741** | .765** |
| | Sig. (2-tailed) | .017 | | .000 | .003 | .008 | .001 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z3 | Pearson Correlation | .529** | .649** | 1 | .598** | .422* | .771** | .684** | .807** |
| | Sig. (2-tailed) | .003 | .000 | | .000 | .020 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z4 | Pearson Correlation | .653** | .522** | .598** | 1 | .853** | .866** | .636** | .875** |
| | Sig. (2-tailed) | .000 | .003 | .000 | | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z5 | Pearson Correlation | .752** | .473** | .422* | .853** | 1 | .739** | .636** | .830** |
| | Sig. (2-tailed) | .000 | .008 | .020 | .000 | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

| Correlations | | | | | | | | | |
|-------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|-------------------|
| | | Z1 | Z2 | Z3 | Z4 | Z5 | Z6 | Z7 | TOTAL_KEPERCAYAAN |
| Z6 | Pearson Correlation | .578** | .578** | .771** | .866** | .739** | 1 | .791** | .912** |
| | Sig. (2-tailed) | .001 | .001 | .000 | .000 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z7 | Pearson Correlation | .485** | .741** | .684** | .636** | .636** | .791** | 1 | .856** |
| | Sig. (2-tailed) | .007 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL_KEPERCAYAAN | Pearson Correlation | .765** | .765** | .807** | .875** | .830** | .912** | .856** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

UJI RELIABILITAS

| Case Processing Summary | | | |
|-------------------------|-----------------------|----|-------|
| | | N | % |
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .922 | 7 |

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

VARIABEL NIAT BELI UJI VALIDITAS

| Correlations | | | | | | |
|--------------------|---------------------|--------|--------|--------|--------|--------------------|
| | | Y1 | Y2 | Y3 | Y4 | TOTAL_NIA TBELI |
| Y1 | Pearson Correlation | 1 | .465** | .593** | .621** | .763** |
| | Sig. (2-tailed) | | .010 | .001 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .465** | 1 | .695** | .766** | .855** |
| | Sig. (2-tailed) | .010 | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .593** | .695** | 1 | .761** | .900** |
| | Sig. (2-tailed) | .001 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .621** | .766** | .761** | 1 | .916** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| TOTAL_NIATB ELI | Pearson Correlation | .763** | .855** | .900** | .916** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

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

UJI RELIABILITAS

| Case Processing Summary | | | |
|-------------------------|-----------------------|----|-------|
| | | N | % |
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .881 | 4 |

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

LAMPIRAN 4
INPUT DATA 100 RESPONDEN

VARIABEL HARGA

| Responden | HARGA (X) | | | | | |
|-----------|-----------|----|----|----|-------|-----------|
| | P1 | P2 | P3 | P4 | TOTAL | RATA-RATA |
| 1 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 2 | 3 | 2 | 3 | 3 | 11 | 2.75 |
| 3 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 4 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 5 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 6 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 7 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 8 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 9 | 2 | 2 | 2 | 2 | 8 | 2.00 |
| 10 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 11 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 12 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 13 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 14 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 15 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 16 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 17 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 18 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 19 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 20 | 3 | 3 | 2 | 3 | 11 | 2.75 |
| 21 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 22 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 23 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 24 | 3 | 3 | 2 | 3 | 11 | 2.75 |
| 25 | 4 | 3 | 2 | 3 | 12 | 3.00 |
| 26 | 2 | 2 | 2 | 3 | 9 | 2.25 |
| 27 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 28 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 29 | 3 | 3 | 2 | 3 | 11 | 2.75 |
| 30 | 2 | 2 | 2 | 3 | 9 | 2.25 |
| 31 | 3 | 3 | 2 | 3 | 11 | 2.75 |
| 32 | 2 | 2 | 2 | 3 | 9 | 2.25 |
| 33 | 2 | 2 | 2 | 3 | 9 | 2.25 |
| 34 | 2 | 2 | 2 | 4 | 10 | 2.50 |
| 35 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 36 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 37 | 3 | 3 | 3 | 3 | 12 | 3.00 |

| Responden | HARGA (X) | | | | | |
|-----------|-----------|----|----|----|-------|-----------|
| | P1 | P2 | P3 | P4 | TOTAL | RATA-RATA |
| 38 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 39 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 40 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 41 | 2 | 2 | 2 | 3 | 9 | 2.25 |
| 42 | 2 | 2 | 2 | 3 | 9 | 2.25 |
| 43 | 2 | 2 | 2 | 3 | 9 | 2.25 |
| 44 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 45 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 46 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 47 | 2 | 2 | 2 | 2 | 8 | 2.00 |
| 48 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 49 | 3 | 3 | 3 | 4 | 13 | 3.25 |
| 50 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 51 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 52 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 53 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 54 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 55 | 4 | 4 | 3 | 4 | 15 | 3.75 |
| 56 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 57 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 58 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 59 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 60 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 61 | 2 | 2 | 2 | 3 | 9 | 2.25 |
| 62 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 63 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 64 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 65 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 66 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 67 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 68 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 69 | 3 | 4 | 2 | 3 | 12 | 3.00 |
| 70 | 2 | 2 | 2 | 3 | 9 | 2.25 |
| 71 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 72 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 73 | 1 | 1 | 1 | 1 | 4 | 1.00 |
| 74 | 1 | 1 | 1 | 1 | 4 | 1.00 |
| 75 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 76 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 77 | 1 | 1 | 1 | 1 | 4 | 1.00 |
| 78 | 4 | 4 | 4 | 4 | 16 | 4.00 |

| Responden | HARGA (X) | | | | | |
|-----------|-----------|----|----|----|-------|-----------|
| | P1 | P2 | P3 | P4 | TOTAL | RATA-RATA |
| 79 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 80 | 1 | 1 | 1 | 1 | 4 | 1.00 |
| 81 | 1 | 1 | 1 | 1 | 4 | 1.00 |
| 82 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 83 | 4 | 4 | 3 | 4 | 15 | 3.75 |
| 84 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 85 | 2 | 2 | 1 | 3 | 8 | 2.00 |
| 86 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 87 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 88 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 89 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 90 | 2 | 2 | 2 | 4 | 10 | 2.50 |
| 91 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 92 | 2 | 2 | 2 | 3 | 9 | 2.25 |
| 93 | 4 | 4 | 4 | 3 | 15 | 3.75 |
| 94 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 95 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 96 | 2 | 1 | 2 | 3 | 8 | 2.00 |
| 97 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 98 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 99 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 100 | 2 | 2 | 2 | 3 | 9 | 2.25 |

VARIABEL KEPERCAYAAN

| Responden | KEPERCAYAAN (Y) | | | | | | | | |
|-----------|-----------------|----|----|----|----|----|----|-------|-----------|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | TOTAL | RATA-RATA |
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 2 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 23 | 3.29 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 24 | 3.43 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 5 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 24 | 3.43 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 7 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 8 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 9 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 14 | 2.00 |
| 10 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 11 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 25 | 3.57 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 17 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 | 3.14 |
| 18 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 20 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 22 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 25 | 3.57 |
| 23 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 24 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 20 | 2.86 |
| 25 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 23 | 3.29 |
| 26 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 20 | 2.86 |
| 27 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 28 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 29 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 25 | 3.57 |
| 30 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 19 | 2.71 |
| 31 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 | 3.14 |
| 32 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 33 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 24 | 3.43 |
| 34 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 | 3.86 |
| 35 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 | 3.86 |
| 36 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 38 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 | 3.14 |

| Responden | KEPERCAYAAN (Y) | | | | | | | | TOTAL | RATA-RATA |
|-----------|-----------------|----|----|----|----|----|----|----|-------|-----------|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | | | |
| 39 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 26 | 3.71 | |
| 40 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 | |
| 41 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 26 | 3.71 | |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 | |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 | |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 | |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 47 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 18 | 2.57 | |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 49 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 | 3.14 | |
| 50 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 22 | 3.14 | |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 52 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 | |
| 53 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 26 | 3.71 | |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 55 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 25 | 3.57 | |
| 56 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 | 3.14 | |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 61 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 | |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 63 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 22 | 3.14 | |
| 64 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 26 | 3.71 | |
| 65 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 | 3.86 | |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 67 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 | 3.86 | |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 69 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 26 | 3.71 | |
| 70 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 | |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 73 | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 14 | 2.00 | |
| 74 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 14 | 2.00 | |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 | |
| 77 | 2 | 3 | 3 | 2 | 2 | 2 | 1 | 15 | 2.14 | |

| Responden | KEPERCAYAAN (Y) | | | | | | | | |
|-----------|-----------------|----|----|----|----|----|----|-------|-----------|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | TOTAL | RATA-RATA |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 80 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 13 | 1.86 |
| 81 | 1 | 1 | 1 | 3 | 3 | 3 | 1 | 13 | 1.86 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 85 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 90 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 | 3.86 |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 92 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 93 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 96 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3.00 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4.00 |
| 100 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 26 | 3.71 |

VARIABEL NIAT BELI

| Responden | NIAT BELI (Y) | | | | | |
|-----------|---------------|----|----|----|-------|-----------|
| | P1 | P2 | P3 | P4 | TOTAL | RATA-RATA |
| 1 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 2 | 3 | 4 | 2 | 3 | 12 | 3.00 |
| 3 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 4 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 5 | 2 | 3 | 3 | 3 | 11 | 2.75 |
| 6 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 7 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 8 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 9 | 2 | 2 | 2 | 2 | 8 | 2.00 |
| 10 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 11 | 4 | 4 | 3 | 3 | 14 | 3.50 |
| 12 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 13 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 14 | 4 | 3 | 3 | 3 | 13 | 3.25 |
| 15 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 16 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 17 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 18 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 19 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 20 | 3 | 2 | 2 | 3 | 10 | 2.50 |
| 21 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 22 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 23 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 24 | 3 | 3 | 2 | 3 | 11 | 2.75 |
| 25 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 26 | 2 | 2 | 2 | 2 | 8 | 2.00 |
| 27 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 28 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 29 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 30 | 3 | 2 | 2 | 2 | 9 | 2.25 |
| 31 | 3 | 3 | 2 | 2 | 10 | 2.50 |
| 32 | 3 | 2 | 2 | 2 | 9 | 2.25 |
| 33 | 3 | 2 | 2 | 2 | 9 | 2.25 |
| 34 | 3 | 2 | 2 | 2 | 9 | 2.25 |
| 35 | 4 | 4 | 3 | 4 | 15 | 3.75 |
| 36 | 4 | 4 | 2 | 4 | 14 | 3.50 |
| 37 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 38 | 3 | 3 | 2 | 2 | 10 | 2.50 |

| Responden | NIAT BELI (Y) | | | | | |
|-----------|---------------|----|----|----|-------|-----------|
| | P1 | P2 | P3 | P4 | TOTAL | RATA-RATA |
| 39 | 4 | 4 | 4 | 3 | 15 | 3.75 |
| 40 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 41 | 3 | 2 | 2 | 2 | 9 | 2.25 |
| 42 | 3 | 2 | 2 | 2 | 9 | 2.25 |
| 43 | 2 | 2 | 2 | 2 | 8 | 2.00 |
| 44 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 45 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 46 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 47 | 2 | 2 | 1 | 1 | 6 | 1.50 |
| 48 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 49 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 50 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 51 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 52 | 3 | 3 | 2 | 2 | 10 | 2.50 |
| 53 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 54 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 55 | 4 | 3 | 3 | 3 | 13 | 3.25 |
| 56 | 3 | 3 | 3 | 3 | 12 | 3.00 |
| 57 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 58 | 4 | 4 | 4 | 3 | 15 | 3.75 |
| 59 | 4 | 4 | 4 | 3 | 15 | 3.75 |
| 60 | 4 | 4 | 4 | 3 | 15 | 3.75 |
| 61 | 2 | 2 | 2 | 2 | 8 | 2.00 |
| 62 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 63 | 4 | 3 | 3 | 3 | 13 | 3.25 |
| 64 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 65 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 66 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 67 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 68 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 69 | 3 | 3 | 2 | 2 | 10 | 2.50 |
| 70 | 2 | 2 | 2 | 2 | 8 | 2.00 |
| 71 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 72 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 73 | 1 | 2 | 1 | 1 | 5 | 1.25 |
| 74 | 1 | 1 | 1 | 1 | 4 | 1.00 |
| 75 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 76 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 77 | 1 | 1 | 1 | 1 | 4 | 1.00 |

| Responden | NIAT BELI (Y) | | | | | |
|-----------|---------------|----|----|----|-------|-----------|
| | P1 | P2 | P3 | P4 | TOTAL | RATA-RATA |
| 78 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 79 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 80 | 1 | 1 | 1 | 1 | 4 | 1.00 |
| 81 | 1 | 1 | 1 | 1 | 4 | 1.00 |
| 82 | 4 | 4 | 4 | 3 | 15 | 3.75 |
| 83 | 4 | 4 | 3 | 4 | 15 | 3.75 |
| 84 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 85 | 3 | 3 | 2 | 2 | 10 | 2.50 |
| 86 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 87 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 88 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 89 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 90 | 4 | 3 | 2 | 3 | 12 | 3.00 |
| 91 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 92 | 2 | 2 | 2 | 1 | 7 | 1.75 |
| 93 | 4 | 4 | 3 | 3 | 14 | 3.50 |
| 94 | 4 | 4 | 3 | 3 | 14 | 3.50 |
| 95 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 96 | 2 | 2 | 2 | 2 | 8 | 2.00 |
| 97 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 98 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 99 | 4 | 4 | 4 | 4 | 16 | 4.00 |
| 100 | 3 | 3 | 2 | 2 | 10 | 2.50 |

LAPIRAN 5
HASIL UJI REGRESI

ANALISIS JALUR TAHAP I

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .834 ^a | .696 | .685 | 1.64541 |

a. Predictors: (Constant), TOTAL_HARGA

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 173.160 | 1 | 173.160 | 63.958 | .000 ^b |
| | Residual | 75.807 | 28 | 2.707 | | |
| | Total | 248.967 | 29 | | | |

a. Dependent Variable: TOTAL_KEPERCAYAAN

b. Predictors: (Constant), TOTAL_HARGA

| Coefficients ^a | | | | | | |
|---------------------------|-------------|-----------------------------|------------|---------------------------|-------|------|
| | Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 7.855 | 1.922 | | 4.088 | .000 |
| | TOTAL_HARGA | 1.192 | .149 | .834 | 7.997 | .000 |

a. Dependent Variable: TOTAL_KEPERCAYAAN

ANALISIS JALUR TAHAP II

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .898 ^a | .807 | .793 | 1.01221 |

a. Predictors: (Constant), TOTAL_KEPERCAYAAN, TOTAL_HARGA

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 115.803 | 2 | 57.902 | 56.514 | .000 ^b |
| | Residual | 27.663 | 27 | 1.025 | | |
| | Total | 143.467 | 29 | | | |

a. Dependent Variable: TOTAL_NIATBELI

b. Predictors: (Constant), TOTAL_KEPERCAYAAN, TOTAL_HARGA

| Coefficients ^a | | | | | | |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -1.532 | 1.494 | | -1.025 | .314 |
| | TOTAL_HARGA | .684 | .166 | .631 | 4.119 | .000 |
| | TOTAL_KEPERCAYAAN | .229 | .116 | .302 | 1.973 | .059 |

a. Dependent Variable: TOTAL_NIATBELI