

## Kuesioner Penelitian

### Kuesioner

Saya adalah Mahasiswi Universitas Esa Unggul Fakultas Ekonomi Jurusan Manajemen yang berfokus pada Bidang Pemasaran, sedang melakukan penelitian untuk tugas akhir skripsi S-1 sebagai salah satu syarat kelulusan. Judul penelitian mengenai **“Pengaruh Perluasan Merek dan Kualitas Produk Terhadap Keputusan Pembelian Shampoo Dove (Studi kasus pada Mahasiswa Universitas Esa Unggul Fakultas Ekonomi Reguler Aktif Angkatan 2012-2014)”**. Demi tercapainya tujuan penelitian ini, saya meminta kesediaan saudara/i untuk mengisi daftar pertanyaan dalam kuesioner yang diberikan. Informasi yang saudara/i berikan merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan penelitian ini.

Atas kesediaan saudara/i meluangkan waktu, sebelum dan sesudahnya saya ucapkan terima kasih.

### Data Responden

No. Responden:

#### **Petunjuk:**

Isilah data responden kemudian berikan tanda (X) pada jawaban yang anda pilih.

1. Jenis Kelamin
  - a. Laki-laki
  - b. Perempuan
2. Usia :
  - a. 17 - 22 tahun

- b. 23 – 28 tahun
  - c. 29 – 34 tahun
- 3. Jurusan:
  - a. Manajemen
  - b. Akuntansi
- 4. Angkatan :
  - a. 2012
  - b. 2013
  - c. 2014
- 5. Sudah berapa kali anda membeli shampoo dove dalam setahun :
  - a. 1-2 kali
  - b. 3– 4 kali
  - c. 5– 6 kali
  - d. > 6 kali

**PETUNJUK :**

Isilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda ( √ ) pada kotak pilihan yang sudah tersedia.

Keterangan :

1. STS = Sangat Tidak Setuju
2. TS = Tidak Setuju
3. S = Setuju
4. SS = Sangat Setuju

| No | Pernyataan                                                                                             | STS<br>(1) | TS<br>(2) | S<br>(3) | SS<br>(4) |
|----|--------------------------------------------------------------------------------------------------------|------------|-----------|----------|-----------|
|    | <b>Perluasan Merek (X1)</b>                                                                            |            |           |          |           |
| 1  | Sabun dove memiliki manfaat yang diinginkan                                                            |            |           |          |           |
| 2  | Sabun dove cocok sebagai sabun perawatan kecantikan                                                    |            |           |          |           |
| 3  | Sabun dove dan shampoo dove saling melengkapi penggunaan-nya                                           |            |           |          |           |
| 4  | Sabun dove dan Shampoo dove memiliki kesamaan fungsi                                                   |            |           |          |           |
| 5  | Sabun dove dan shampo dove berada pada kategori yang sama yaitu personal care                          |            |           |          |           |
| 6  | PT. Unilever Indonesia merupakan perusahaan yang memproduksi produk berkualitas                        |            |           |          |           |
| 7  | Sabun dove dapat membantu persepsi konsumen pada kategori produk shampoo                               |            |           |          |           |
| 8  | Merek dove membuat saya yakin ketika ingin memilih produk shampoo                                      |            |           |          |           |
| 9  | Penggunaan merek dove pada kategori produk shampoo, membuat saya tidak ragu dalam memilih shampoo dove |            |           |          |           |
| 10 | Saya yakin akan kualitas produk “Shampoo dove”                                                         |            |           |          |           |
| 11 | Sabun dove membuat saya yakin akan kepastian manfaat shampoo dove                                      |            |           |          |           |
| 12 | Penggunaan merek dove pada kategori shampoo membuat saya yakin shampoo dove aman digunakan             |            |           |          |           |
| 13 | Inovasi yang dilakukan dove dengan                                                                     |            |           |          |           |

|    |                                                                                                           |  |  |  |  |
|----|-----------------------------------------------------------------------------------------------------------|--|--|--|--|
|    | mengeluarkan produk shampoo membuat saya tertarik untuk mencoba                                           |  |  |  |  |
| 14 | Perluasan yang dilakukan dove ke produk shampoo merupakan langkah inovasi yang tepat                      |  |  |  |  |
| 15 | Perluasan yang dilakukan dove ke produk shampoo sesuai dengan kepribadian saya yang suka mencoba hal baru |  |  |  |  |
| 16 | Perluasaan merek dove ke produk shampoo sesuai dengan keinginan seseorang yang suka menjadi trandsetter   |  |  |  |  |
|    | <b>Kualitas Produk (X2)</b>                                                                               |  |  |  |  |
| 17 | Shampoo dove dapat mengatasi berbagai jenis rambut                                                        |  |  |  |  |
| 18 | Shampoo dove dapat mengatasi berbagai masalah kerusakan rambut                                            |  |  |  |  |
| 19 | Banyaknya varian yang diberikan shampoo dove                                                              |  |  |  |  |
| 20 | Kemasan shampoo dove yang menarik                                                                         |  |  |  |  |
| 21 | Hasil yang diberikan shampoo dove sesuai dengan keinginan                                                 |  |  |  |  |
| 22 | Layanan yang diberikan dove sangat baik                                                                   |  |  |  |  |
| 23 | Shampoo dove mencantumkan tanggal kadaluarsa                                                              |  |  |  |  |
| 24 | Kemasan shampoo dove tahan lama dan tidak mudah rusak                                                     |  |  |  |  |
| 25 | Shampoo dove cocok pada semua jenis rambut                                                                |  |  |  |  |
| 26 | Shampoo dove cocok pada semua masalah kerusakan rambut                                                    |  |  |  |  |
|    | <b>Keputusan Pembelian (Y)</b>                                                                            |  |  |  |  |
| 27 | Saya membeli shampoo dove karena sesuai dengan kebutuhan                                                  |  |  |  |  |
| 28 | Saya membeli shampoo dove karena sesuai dengan manfaat yang saya inginkan                                 |  |  |  |  |
| 29 | Saya membeli shampoo dove karena hasil yang diberikan baik                                                |  |  |  |  |
| 30 | Saya membeli shampoo dove karena melihat iklan di televisi                                                |  |  |  |  |
| 31 | Saya membeli shampoo dove karena informasi yang baik dari teman saya                                      |  |  |  |  |
| 32 | Saya membeli shampoo dove karena                                                                          |  |  |  |  |

|    |                                                                                                                             |  |  |  |  |
|----|-----------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|    | pengalaman saya menggunakan produk sabunnya                                                                                 |  |  |  |  |
| 33 | Saya membeli dove karena mencari manfaat yang saya inginkan                                                                 |  |  |  |  |
| 34 | Saya memutuskan membeli shampoo dove karena sudah terbukti bahwa sabun dove memang baik sebagai produk perawatan kecantikan |  |  |  |  |
| 35 | Banyak resiko yang diberikan pada shampoo dove                                                                              |  |  |  |  |
| 37 | Saya yakin shampoo dove merupakan kategori shampoo perawatan yang baik                                                      |  |  |  |  |
| 38 | Saya puas menggunakan shampoo dove                                                                                          |  |  |  |  |
| 39 | Saya puas dengan manfaat yang diberikan oleh shampoo dove                                                                   |  |  |  |  |
| 40 | Saya akan merekomendasikan teman saya untuk membeli shampoo dove                                                            |  |  |  |  |

| Responden | Jenis Kelamin |           | Usia (Tahun) |       |       | Jurusan   |           | Angkatan |      |      | Frekuensi Pembelian |           |           |          |
|-----------|---------------|-----------|--------------|-------|-------|-----------|-----------|----------|------|------|---------------------|-----------|-----------|----------|
|           | Laki-Laki     | Perempuan | 17-22        | 23-28 | 29-34 | Akuntansi | Manajemen | 2012     | 2013 | 2014 | 1-2 kali            | 3- 4 kali | 5- 6 kali | > 6 kali |
| 1         |               | 1         | 1            |       |       |           | 1         |          |      | 1    |                     | 1         |           |          |
| 2         | 1             |           | 1            |       |       | 1         |           |          | 1    |      |                     |           |           | 1        |
| 3         | 1             |           | 1            |       |       |           | 1         | 1        |      |      |                     |           |           | 1        |
| 4         | 1             |           |              | 1     |       |           | 1         |          |      | 1    |                     | 1         |           |          |
| 5         | 1             |           | 1            |       |       | 1         |           |          | 1    |      |                     | 1         |           |          |
| 6         |               | 1         | 1            |       |       |           | 1         |          | 1    |      |                     | 1         |           |          |
| 7         |               | 1         | 1            |       |       | 1         |           |          | 1    |      |                     |           |           | 1        |
| 8         |               | 1         | 1            |       |       |           | 1         |          | 1    |      | 1                   |           |           |          |
| 9         |               | 1         | 1            |       |       | 1         |           |          | 1    |      | 1                   |           |           |          |
| 10        |               | 1         | 1            |       |       | 1         |           |          | 1    |      | 1                   |           |           |          |
| 11        |               | 1         | 1            |       |       | 1         |           |          | 1    |      | 1                   |           |           |          |
| 12        |               | 1         | 1            |       |       | 1         |           |          | 1    |      |                     | 1         |           |          |
| 13        |               | 1         | 1            |       |       | 1         |           |          | 1    |      | 1                   |           |           |          |
| 14        | 1             |           | 1            |       |       |           | 1         |          | 1    |      |                     |           |           | 1        |
| 15        |               | 1         | 1            |       |       |           | 1         |          | 1    |      | 1                   |           |           |          |
| 16        |               | 1         | 1            |       |       |           | 1         |          | 1    |      | 1                   |           |           |          |
| 17        |               | 1         | 1            |       |       |           | 1         |          | 1    |      |                     |           | 1         |          |
| 18        |               | 1         | 1            |       |       |           | 1         | 1        |      |      |                     | 1         |           |          |
| 19        | 1             |           | 1            |       |       |           | 1         |          | 1    |      |                     | 1         |           |          |
| 20        | 1             |           |              | 1     |       | 1         |           |          |      | 1    | 1                   |           |           |          |
| 21        | 1             |           |              | 1     |       |           | 1         |          | 1    |      | 1                   |           |           |          |
| 22        | 1             |           | 1            |       |       |           | 1         |          | 1    |      |                     |           |           | 1        |
| 23        | 1             |           | 1            |       |       |           | 1         |          | 1    |      | 1                   |           |           |          |
| 24        |               | 1         | 1            |       |       | 1         |           | 1        |      |      |                     |           |           | 1        |
| 25        |               | 1         | 1            |       |       | 1         |           | 1        |      |      |                     |           |           | 1        |
| 26        |               | 1         | 1            |       |       | 1         |           |          | 1    |      |                     | 1         |           |          |
| 27        |               | 1         | 1            |       |       | 1         |           |          | 1    |      | 1                   |           |           |          |
| 28        |               | 1         |              | 1     |       |           | 1         |          | 1    |      |                     | 1         |           |          |
| 29        |               | 1         | 1            |       |       |           | 1         |          |      | 1    | 1                   |           |           |          |
| 30        |               | 1         | 1            |       |       |           | 1         |          | 1    |      |                     | 1         |           |          |
| TOTAL     | 10            | 20        | 26           | 4     | 0     | 13        | 17        | 4        | 22   | 4    | 12                  | 10        | 1         | 7        |



| Responden | Perluasan Merek (X1) |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |       |           |
|-----------|----------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-------|-----------|
|           | p1                   | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | p11 | p12 | p13 | p14 | p15 | p16 | Total | Rata-Rata |
| 1         | 3                    | 3  | 2  | 2  | 3  | 4  | 3  | 3  | 3  | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 45    | 2,8125    |
| 2         | 3                    | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 4  | 3   | 3   | 4   | 3   | 4   | 2   | 3   | 49    | 3,0625    |
| 3         | 3                    | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 2  | 3   | 3   | 3   | 4   | 3   | 2   | 3   | 49    | 3,0625    |
| 4         | 3                    | 2  | 3  | 4  | 3  | 4  | 2  | 3  | 3  | 3   | 3   | 3   | 3   | 2   | 3   | 2   | 45    | 2,8125    |
| 5         | 3                    | 3  | 2  | 3  | 3  | 4  | 2  | 3  | 4  | 3   | 2   | 4   | 2   | 4   | 2   | 2   | 46    | 2,875     |
| 6         | 3                    | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 49    | 3,0625    |
| 7         | 3                    | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 48    | 3         |
| 8         | 3                    | 3  | 2  | 3  | 2  | 4  | 3  | 3  | 3  | 3   | 3   | 4   | 3   | 3   | 3   | 2   | 47    | 2,9375    |
| 9         | 3                    | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 2   | 2   | 2   | 3   | 3   | 3   | 2   | 41    | 2,5625    |
| 10        | 3                    | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3   | 3   | 4   | 3   | 3   | 3   | 3   | 53    | 3,3125    |
| 11        | 2                    | 3  | 2  | 3  | 3  | 2  | 2  | 3  | 2  | 2   | 2   | 3   | 2   | 3   | 3   | 3   | 40    | 2,5       |
| 12        | 3                    | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 46    | 2,875     |
| 13        | 3                    | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 2  | 2   | 2   | 2   | 2   | 3   | 3   | 3   | 43    | 2,6875    |
| 14        | 3                    | 3  | 3  | 2  | 3  | 1  | 3  | 3  | 3  | 3   | 4   | 4   | 4   | 3   | 3   | 3   | 48    | 3         |
| 15        | 3                    | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 42    | 2,625     |
| 16        | 3                    | 3  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 47    | 2,9375    |
| 17        | 4                    | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 64    | 4         |
| 18        | 3                    | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 52    | 3,25      |
| 19        | 2                    | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 2  | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 45    | 2,8125    |
| 20        | 1                    | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3   | 3   | 4   | 3   | 3   | 4   | 3   | 53    | 3,3125    |
| 21        | 3                    | 3  | 3  | 3  | 2  | 4  | 3  | 3  | 4  | 3   | 3   | 3   | 4   | 3   | 3   | 4   | 51    | 3,1875    |
| 22        | 3                    | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4   | 4   | 4   | 3   | 3   | 3   | 3   | 51    | 3,1875    |
| 23        | 3                    | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4   | 4   | 4   | 3   | 3   | 3   | 3   | 54    | 3,375     |
| 24        | 3                    | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 49    | 3,0625    |
| 25        | 3                    | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 46    | 2,875     |
| 26        | 3                    | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 42    | 2,625     |
| 27        | 3                    | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 2  | 2   | 2   | 3   | 4   | 3   | 4   | 4   | 48    | 3         |
| 28        | 4                    | 3  | 3  | 2  | 1  | 1  | 2  | 4  | 2  | 3   | 4   | 3   | 1   | 3   | 4   | 2   | 42    | 2,625     |
| 29        | 3                    | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 2   | 3   | 3   | 3   | 3   | 3   | 4   | 48    | 3         |
| 30        | 2                    | 3  | 3  | 2  | 1  | 4  | 3  | 3  | 3  | 3   | 3   | 1   | 2   | 3   | 2   | 2   | 40    | 2,5       |

| Responden | Kualitas Produk (X2) |     |     |     |     |     |     |     |     |     | Total | Rata-Rata |
|-----------|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-----------|
|           | p17                  | p18 | p19 | p20 | p21 | p22 | p23 | p24 | p25 | p26 |       |           |
| 1         | 3                    | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 29    | 2,9       |
| 2         | 3                    | 2   | 2   | 2   | 3   | 2   | 3   | 3   | 2   | 2   | 24    | 2,4       |
| 3         | 2                    | 2   | 4   | 4   | 3   | 3   | 4   | 4   | 2   | 2   | 30    | 3         |
| 4         | 3                    | 3   | 3   | 2   | 3   | 2   | 3   | 3   | 2   | 3   | 27    | 2,7       |
| 5         | 3                    | 3   | 2   | 3   | 3   | 3   | 4   | 4   | 4   | 2   | 31    | 3,1       |
| 6         | 2                    | 2   | 4   | 4   | 4   | 3   | 4   | 3   | 4   | 4   | 34    | 3,4       |
| 7         | 3                    | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    | 3         |
| 8         | 3                    | 3   | 2   | 3   | 3   | 3   | 3   | 2   | 3   | 2   | 27    | 2,7       |
| 9         | 2                    | 2   | 2   | 3   | 3   | 2   | 2   | 2   | 3   | 2   | 23    | 2,3       |
| 10        | 3                    | 4   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 32    | 3,2       |
| 11        | 3                    | 2   | 2   | 2   | 2   | 3   | 3   | 3   | 3   | 2   | 25    | 2,5       |
| 12        | 3                    | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    | 3         |
| 13        | 2                    | 2   | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 2   | 25    | 2,5       |
| 14        | 2                    | 2   | 3   | 2   | 2   | 2   | 2   | 3   | 3   | 2   | 23    | 2,3       |
| 15        | 3                    | 3   | 2   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 30    | 3         |
| 16        | 3                    | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 29    | 2,9       |
| 17        | 4                    | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 40    | 4         |
| 18        | 4                    | 3   | 3   | 3   | 3   | 3   | 4   | 4   | 3   | 3   | 33    | 3,3       |
| 19        | 3                    | 3   | 2   | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 28    | 2,8       |
| 20        | 3                    | 4   | 4   | 4   | 3   | 3   | 4   | 3   | 3   | 3   | 34    | 3,4       |
| 21        | 3                    | 3   | 3   | 4   | 3   | 3   | 3   | 4   | 3   | 3   | 32    | 3,2       |
| 22        | 3                    | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    | 3         |
| 23        | 3                    | 3   | 3   | 3   | 3   | 3   | 4   | 4   | 4   | 4   | 34    | 3,4       |
| 24        | 2                    | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2   | 26    | 2,6       |
| 25        | 3                    | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    | 3         |
| 26        | 2                    | 2   | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 2   | 25    | 2,5       |
| 27        | 3                    | 4   | 4   | 3   | 2   | 3   | 3   | 3   | 2   | 4   | 31    | 3,1       |
| 28        | 2                    | 4   | 3   | 1   | 4   | 1   | 3   | 4   | 4   | 4   | 30    | 3         |
| 29        | 4                    | 4   | 4   | 2   | 3   | 3   | 4   | 4   | 3   | 4   | 35    | 3,5       |
| 30        | 3                    | 3   | 3   | 3   | 3   | 2   | 4   | 3   | 4   | 3   | 31    | 3,1       |



| Responden | Keputusan Pembelian (Y) |     |     |     |     |     |     |     |     |     |     |     |     |       |             |
|-----------|-------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------------|
|           | p27                     | p28 | p29 | p30 | p31 | p32 | p33 | p34 | p35 | p36 | p37 | p38 | p39 | Total | Rata-Rata   |
| 1         | 3                       | 3   | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 35    | 2,692307692 |
| 2         | 3                       | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 36    | 2,769230769 |
| 3         | 3                       | 3   | 3   | 3   | 2   | 3   | 4   | 4   | 2   | 2   | 3   | 3   | 2   | 37    | 2,846153846 |
| 4         | 3                       | 3   | 3   | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 32    | 2,461538462 |
| 5         | 2                       | 2   | 3   | 2   | 2   | 4   | 2   | 2   | 2   | 3   | 3   | 3   | 2   | 32    | 2,461538462 |
| 6         | 3                       | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 37    | 2,846153846 |
| 7         | 3                       | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 39    | 3           |
| 8         | 3                       | 3   | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 2   | 2   | 3   | 3   | 33    | 2,538461538 |
| 9         | 2                       | 3   | 2   | 3   | 3   | 2   | 2   | 2   | 3   | 3   | 3   | 2   | 3   | 33    | 2,538461538 |
| 10        | 4                       | 4   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 42    | 3,230769231 |
| 11        | 2                       | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 2   | 2   | 2   | 3   | 3   | 32    | 2,461538462 |
| 12        | 3                       | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 39    | 3           |
| 13        | 2                       | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 4   | 3   | 2   | 2   | 2   | 31    | 2,384615385 |
| 14        | 3                       | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 4   | 4   | 4   | 43    | 3,307692308 |
| 15        | 3                       | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 2   | 3   | 3   | 2   | 3   | 34    | 2,615384615 |
| 16        | 3                       | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 36    | 2,769230769 |
| 17        | 4                       | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 52    | 4           |
| 18        | 3                       | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 40    | 3,076923077 |
| 19        | 3                       | 3   | 3   | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 3   | 36    | 2,769230769 |
| 20        | 3                       | 3   | 4   | 4   | 4   | 4   | 3   | 4   | 3   | 4   | 4   | 4   | 3   | 47    | 3,615384615 |
| 21        | 3                       | 4   | 4   | 3   | 4   | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 3   | 43    | 3,307692308 |
| 22        | 3                       | 3   | 4   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 38    | 2,923076923 |
| 23        | 3                       | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 39    | 3           |
| 24        | 3                       | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 39    | 3           |
| 25        | 3                       | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 38    | 2,923076923 |
| 26        | 3                       | 3   | 3   | 3   | 2   | 2   | 2   | 3   | 2   | 2   | 3   | 3   | 2   | 33    | 2,538461538 |
| 27        | 1                       | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 4   | 3   | 3   | 35    | 2,692307692 |
| 28        | 3                       | 2   | 4   | 1   | 3   | 3   | 3   | 4   | 2   | 3   | 4   | 3   | 4   | 39    | 3           |
| 29        | 4                       | 2   | 3   | 3   | 3   | 3   | 3   | 2   | 2   | 3   | 3   | 2   | 2   | 35    | 2,692307692 |
| 30        | 2                       | 2   | 2   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2   | 2   | 2   | 30    | 2,307692308 |





|      |                                                |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                      |                      |
|------|------------------------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|----------------------|----------------------|
| p 5  | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | -<br>,135<br>30    | ,378<br>*<br>30    | ,257<br>,170<br>30 | ,470<br>**<br>30   | 1<br>30            | ,297<br>,111<br>30 | ,294<br>,114<br>30 | ,084<br>,659<br>30 | ,225<br>,232<br>30 | ,203<br>,282<br>30 | -<br>,026<br>30    | ,482<br>**<br>30   | ,404<br>*<br>30    | ,243<br>,197<br>30 | ,112<br>,556<br>30 | ,447<br>*<br>30    | ,431<br>*<br>30    | ,104<br>,585<br>30 | ,283<br>,130<br>30   | ,312<br>,093<br>30   |
| p 6  | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | -<br>,169<br>30    | ,074<br>,696<br>30 | ,033<br>,861<br>30 | ,382<br>*<br>30    | ,297<br>,111<br>30 | 1<br>30            | ,315<br>,090<br>30 | -<br>,068<br>30    | ,271<br>,147<br>30 | ,112<br>,554<br>30 | -<br>,222<br>30    | -<br>,067<br>30    | ,143<br>,450<br>30 | ,171<br>,366<br>30 | -<br>,261<br>30    | ,179<br>,345<br>30 | ,418<br>*<br>30    | ,152<br>,422<br>30 | ,314<br>,091<br>30   | ,604**<br>,000<br>30 |
| p 7  | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | ,059<br>,756<br>30 | ,497<br>**<br>30   | ,339<br>,067<br>30 | ,217<br>,249<br>30 | ,294<br>,114<br>30 | ,315<br>,090<br>30 | 1<br>30            | ,221<br>,240<br>30 | ,297<br>,111<br>30 | ,267<br>,153<br>30 | ,169<br>,371<br>30 | ,077<br>,684<br>30 | ,532<br>**<br>30   | ,106<br>,575<br>30 | ,147<br>,437<br>30 | ,374<br>*<br>30    | ,128<br>,500<br>30 | ,046<br>,811<br>30 | ,470<br>**<br>30     | ,593**<br>,001<br>30 |
| p 8  | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | -<br>,107<br>30    | ,426<br>*<br>30    | ,275<br>,141<br>30 | ,272<br>,146<br>30 | ,084<br>,659<br>30 | -<br>,068<br>30    | ,221<br>,240<br>30 | 1<br>30            | ,402<br>*<br>30    | ,387<br>*<br>30    | ,275<br>,069<br>30 | -<br>,085<br>30    | ,192<br>,308<br>30 | ,089<br>,641<br>30 | -<br>,097<br>30    | ,198<br>,293<br>30 | ,412<br>*<br>30    | ,088<br>,644<br>30 | 0,000<br>1,000<br>30 |                      |
| p 9  | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | -<br>,034<br>30    | ,243<br>,195<br>30 | ,167<br>,377<br>30 | ,243<br>,196<br>30 | ,225<br>,232<br>30 | ,271<br>,147<br>30 | ,297<br>,111<br>30 | ,402<br>*<br>30    | 1<br>30            | ,513<br>**<br>30   | ,276<br>,013<br>30 | ,450<br>*<br>30    | ,187<br>,323<br>30 | ,526<br>**<br>30   | -<br>,029<br>30    | -<br>,031<br>30    | ,266<br>,156<br>30 | ,106<br>,577<br>30 | -<br>,009<br>30      | ,305<br>,101<br>30   |
| p 10 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | ,176<br>,352<br>30 | ,288<br>,123<br>30 | ,373<br>*<br>30    | ,394<br>*<br>30    | ,203<br>,282<br>30 | ,112<br>,554<br>30 | ,267<br>,153<br>30 | ,387<br>*<br>30    | ,513<br>**<br>30   | 1<br>30            | ,692<br>**<br>30   | ,447<br>*<br>30    | ,148<br>,436<br>30 | ,242<br>,198<br>30 | -<br>,026<br>30    | -<br>,028<br>30    | ,240<br>,202<br>30 | ,136<br>,475<br>30 | ,161<br>,394<br>30   | ,215<br>,253<br>30   |
| p 11 | Pearson<br>Correlation<br>Sig. (2-tailed)      | ,374<br>*<br>30    | ,139<br>,464<br>30 | ,348<br>,059<br>30 | ,139<br>,465<br>30 | -<br>,026<br>30    | -<br>,222<br>30    | ,169<br>,371<br>30 | ,275<br>,141<br>30 | ,276<br>,140<br>30 | ,692<br>**<br>30   | 1<br>30            | ,411<br>*<br>30    | ,146<br>,443<br>30 | ,035<br>,853<br>30 | ,228<br>,225<br>30 | ,071<br>,709<br>30 | ,061<br>,750<br>30 | ,212<br>,261<br>30 | ,317<br>,088<br>30   | -,091<br>,633<br>30  |

|                         |       |       |       |       |        |       |        |       |        |       |       |       |        |       |       |        |        |        |        |        |
|-------------------------|-------|-------|-------|-------|--------|-------|--------|-------|--------|-------|-------|-------|--------|-------|-------|--------|--------|--------|--------|--------|
| N                       | 30    | 30    | 30    | 30    | 30     | 30    | 30     | 30    | 30     | 30    | 30    | 30    | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     |
| p 1 Pearson Correlation | ,135  | ,219  | ,129  | ,368* | ,482** | -,067 | ,077   | ,336  | ,450*  | ,447* | ,411* | 1     | ,309   | ,404* | ,186  | ,203   | ,236   | ,243   | ,012   | ,035   |
| Sig. (2-tailed)         | ,477  | ,246  | ,498  | ,045  | ,007   | ,725  | ,684   | ,069  | ,013   | ,013  | ,024  |       | ,096   | ,027  | ,324  | ,282   | ,209   | ,197   | ,949   | ,856   |
| N                       | 30    | 30    | 30    | 30    | 30     | 30    | 30     | 30    | 30     | 30    | 30    | 30    | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     |
| p 1 Pearson Correlation | ,073  | ,249  | ,400* | ,128  | ,404*  | ,143  | ,532** | -,085 | ,187   | ,148  | ,146  | ,309  | 1      | ,033  | ,136  | ,640** | ,140   | -,014  | ,368*  | ,546** |
| Sig. (2-tailed)         | ,702  | ,184  | ,028  | ,499  | ,027   | ,450  | ,002   | ,655  | ,323   | ,436  | ,443  | ,096  |        | ,864  | ,475  | ,000   | ,459   | ,941   | ,045   | ,002   |
| N                       | 30    | 30    | 30    | 30    | 30     | 30    | 30     | 30    | 30     | 30    | 30    | 30    | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     |
| p 1 Pearson Correlation | ,268  | ,246  | -,035 | ,087  | ,243   | ,171  | ,106   | ,192  | ,526** | ,242  | ,035  | ,404* | ,033   | 1     | -,120 | ,056   | ,286   | ,048   | -,152  | ,048   |
| Sig. (2-tailed)         | ,152  | ,190  | ,853  | ,647  | ,197   | ,366  | ,575   | ,308  | ,003   | ,198  | ,853  | ,027  | ,864   |       | ,529  | ,770   | ,125   | ,803   | ,422   | ,803   |
| N                       | 30    | 30    | 30    | 30    | 30     | 30    | 30     | 30    | 30     | 30    | 30    | 30    | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     |
| p 1 Pearson Correlation | ,162  | ,264  | ,179  | ,040  | ,112   | -,261 | ,147   | ,089  | -,029  | -,026 | ,228  | ,186  | ,136   | -,120 | 1     | ,317   | ,044   | ,417*  | ,304   | ,051   |
| Sig. (2-tailed)         | ,393  | ,158  | ,343  | ,833  | ,556   | ,164  | ,437   | ,641  | ,881   | ,893  | ,225  | ,324  | ,475   | ,529  |       | ,087   | ,817   | ,022   | ,103   | ,788   |
| N                       | 30    | 30    | 30    | 30    | 30     | 30    | 30     | 30    | 30     | 30    | 30    | 30    | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     |
| p 1 Pearson Correlation | ,073  | ,288  | ,373* | ,307  | ,447*  | ,179  | ,374*  | -,097 | -,031  | -,028 | ,071  | ,203  | ,640** | ,056  | ,317  | 1      | ,336   | ,215   | ,501** | ,295   |
| Sig. (2-tailed)         | ,703  | ,123  | ,043  | ,099  | ,013   | ,345  | ,042   | ,611  | ,870   | ,883  | ,709  | ,282  | ,000   | ,770  | ,087  |        | ,070   | ,253   | ,005   | ,113   |
| N                       | 30    | 30    | 30    | 30    | 30     | 30    | 30     | 30    | 30     | 30    | 30    | 30    | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     |
| p 1 Pearson Correlation | -,053 | ,446* | ,030  | ,375* | ,431*  | ,418* | ,128   | ,198  | ,266   | ,240  | ,061  | ,236  | ,140   | ,286  | ,044  | ,336   | 1      | ,613** | ,073   | ,041   |
| Sig. (2-tailed)         | ,780  | ,014  | ,874  | ,041  | ,018   | ,021  | ,500   | ,293  | ,156   | ,202  | ,750  | ,209  | ,459   | ,125  | ,817  | ,070   |        | ,000   | ,703   | ,830   |
| N                       | 30    | 30    | 30    | 30    | 30     | 30    | 30     | 30    | 30     | 30    | 30    | 30    | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     |
| p 1 Pearson Correlation | ,062  | ,363* | ,318  | ,336  | ,104   | ,152  | ,046   | ,412* | ,106   | ,136  | ,212  | ,243  | -,014  | ,048  | ,417* | ,215   | ,613** | 1      | ,355   | -,020  |
| Sig. (2-tailed)         | ,745  | ,049  | ,087  | ,069  | ,585   | ,422  | ,811   | ,024  | ,577   | ,475  | ,261  | ,197  | ,941   | ,803  | ,022  | ,253   | ,000   |        | ,054   | ,915   |

|             |                        |       |       |        |        |        |        |        |        |       |       |       |      |        |       |       |        |       |       |        |        |
|-------------|------------------------|-------|-------|--------|--------|--------|--------|--------|--------|-------|-------|-------|------|--------|-------|-------|--------|-------|-------|--------|--------|
|             | tailed)<br>N           | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30   | 30     | 30    | 30    | 30     | 30    | 30    | 30     | 30     |
| p<br>1<br>9 | Pearson<br>Correlation | ,085  | ,129  | ,650** | ,305   | ,283   | ,314   | ,470** | ,088   | -,009 | ,161  | ,317  | ,012 | ,368*  | -,152 | ,304  | ,501** | ,073  | ,355  | 1      | ,355   |
|             | Sig. (2-tailed)        | ,656  | ,498  | ,000   | ,101   | ,130   | ,091   | ,009   | ,644   | ,961  | ,394  | ,088  | ,949 | ,045   | ,422  | ,103  | ,005   | ,703  | ,054  |        | ,054   |
|             | N                      | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30   | 30     | 30    | 30    | 30     | 30    | 30    | 30     | 30     |
| p<br>2<br>0 | Pearson<br>Correlation | -,203 | ,246  | ,242   | ,262   | ,312   | ,604** | ,593** | 0,000  | ,305  | ,215  | -,091 | ,035 | ,546** | ,048  | ,051  | ,295   | ,041  | -,020 | ,355   | 1      |
|             | Sig. (2-tailed)        | ,281  | ,190  | ,197   | ,162   | ,093   | ,000   | ,001   | 1,000  | ,101  | ,253  | ,633  | ,856 | ,002   | ,803  | ,788  | ,113   | ,830  | ,915  | ,054   |        |
|             | N                      | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30   | 30     | 30    | 30    | 30     | 30    | 30    | 30     | 30     |
| p<br>2<br>1 | Pearson<br>Correlation | ,338  | ,331  | ,117   | ,170   | -,032  | ,190   | ,333   | ,564** | ,338  | ,414* | ,400* | ,126 | -,109  | ,260  | -,020 | -,131  | ,186  | ,353  | ,191   | ,167   |
|             | Sig. (2-tailed)        | ,067  | ,074  | ,537   | ,368   | ,868   | ,314   | ,072   | ,001   | ,067  | ,023  | ,028  | ,506 | ,568   | ,165  | ,916  | ,491   | ,324  | ,055  | ,311   | ,377   |
|             | N                      | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30   | 30     | 30    | 30    | 30     | 30    | 30    | 30     | 30     |
| p<br>2<br>2 | Pearson<br>Correlation | -,078 | ,327  | ,234   | ,546** | ,593** | ,469** | ,324   | -,103  | ,089  | ,230  | -,044 | ,275 | ,486** | ,139  | ,119  | ,529** | ,393* | ,111  | ,251   | ,622** |
|             | Sig. (2-tailed)        | ,684  | ,077  | ,213   | ,002   | ,001   | ,009   | ,081   | ,587   | ,641  | ,222  | ,816  | ,142 | ,007   | ,463  | ,530  | ,003   | ,032  | ,560  | ,181   | ,000   |
|             | N                      | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30   | 30     | 30    | 30    | 30     | 30    | 30    | 30     | 30     |
| p<br>2<br>3 | Pearson<br>Correlation | -,130 | ,390* | ,320   | ,487** | ,282   | ,629** | ,260   | ,302   | ,248  | ,370* | ,142  | ,141 | -,040  | ,232  | -,107 | ,175   | ,433* | ,399* | ,466** | ,399*  |
|             | Sig. (2-tailed)        | ,495  | ,033  | ,084   | ,006   | ,131   | ,000   | ,165   | ,105   | ,186  | ,044  | ,455  | ,457 | ,834   | ,216  | ,573  | ,354   | ,017  | ,029  | ,010   | ,029   |
|             | N                      | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30   | 30     | 30    | 30    | 30     | 30    | 30    | 30     | 30     |
| p<br>2<br>4 | Pearson<br>Correlation | ,371* | ,246  | ,141   | ,174   | ,162   | ,171   | -,106  | 0,000  | ,139  | ,242  | ,389* | ,162 | ,033   | ,259  | ,137  | ,335   | ,286  | ,286  | ,355   | ,048   |
|             | Sig. (2-tailed)        | ,043  | ,190  | ,456   | ,356   | ,393   | ,366   | ,575   | 1,000  | ,463  | ,198  | ,034  | ,393 | ,864   | ,167  | ,472  | ,070   | ,125  | ,126  | ,054   | ,803   |
|             | N                      | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30   | 30     | 30    | 30    | 30     | 30    | 30    | 30     | 30     |
| p<br>2<br>5 | Pearson<br>Correlation | ,085  | ,378* | -,075  | ,066   | -,160  | -,046  | ,178   | ,439*  | ,344  | ,331  | ,317  | ,086 | -,229  | ,186  | -,008 | -,178  | ,247  | ,355  | -,003  | ,065   |

|          |                                                |             |             |              |            |              |             |              |              |              |              |              |              |              |              |              |              |             |              |              |              |
|----------|------------------------------------------------|-------------|-------------|--------------|------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|
|          | Sig. (2-tailed)<br>N                           | ,656<br>30  | ,039<br>30  | ,693<br>30   | ,728<br>30 | ,399<br>30   | ,809<br>30  | ,346<br>30   | ,015<br>30   | ,063<br>30   | ,074<br>30   | ,088<br>30   | ,651<br>30   | ,224<br>30   | ,325<br>30   | ,967<br>30   | ,346<br>30   | ,189<br>30  | ,054<br>30   | ,989<br>30   | ,732<br>30   |
| p 2<br>6 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | ,224<br>30  | ,243<br>30  | ,389*<br>30  | ,316<br>30 | ,090<br>30   | ,106<br>30  | ,297<br>30   | ,241<br>30   | ,030<br>30   | ,202<br>30   | ,349<br>30   | ,045<br>30   | ,050<br>30   | -,093<br>30  | ,257<br>30   | ,358<br>30   | ,425*<br>30 | ,703**<br>30 | ,555**<br>30 | ,040<br>30   |
| p 2<br>7 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | ,260<br>30  | ,283<br>30  | ,194<br>30   | ,282<br>30 | ,262<br>30   | ,124<br>30  | ,241<br>30   | ,467**<br>30 | ,185<br>30   | ,415*<br>30  | ,577**<br>30 | ,445*<br>30  | ,217<br>30   | ,072<br>30   | ,050<br>30   | ,235<br>30   | ,309<br>30  | ,277<br>30   | ,235<br>30   | ,046<br>30   |
| p 2<br>8 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | ,080<br>30  | ,319<br>30  | ,217<br>30   | ,340<br>30 | ,315<br>30   | ,051<br>30  | ,297<br>30   | ,322<br>30   | ,397*<br>30  | ,383*<br>30  | ,276<br>30   | ,405*<br>30  | ,528**<br>30 | ,062<br>30   | ,067<br>30   | ,280<br>30   | ,159<br>30  | -,027<br>30  | -,009<br>30  | ,416*<br>30  |
| p 2<br>9 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | ,195<br>30  | ,140<br>30  | ,269<br>30   | ,245<br>30 | ,147<br>30   | ,081<br>30  | ,194<br>30   | ,573**<br>30 | ,450*<br>30  | ,637**<br>30 | ,608**<br>30 | ,575**<br>30 | ,157<br>30   | ,202<br>30   | ,246<br>30   | ,175<br>30   | ,174<br>30  | ,386*<br>30  | ,333<br>30   | ,150<br>30   |
| p 3<br>0 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | -,272<br>30 | ,297<br>30  | ,385*<br>30  | ,326<br>30 | ,617**<br>30 | ,169<br>30  | ,502**<br>30 | 0,000<br>30  | ,080<br>30   | ,118<br>30   | ,046<br>30   | ,171<br>30   | ,600**<br>30 | -,054<br>30  | ,358<br>30   | ,571**<br>30 | ,171<br>30  | ,023<br>30   | ,393*<br>30  | ,642**<br>30 |
| p 3<br>1 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | -,095<br>30 | ,420*<br>30 | ,462*<br>30  | ,188<br>30 | ,100<br>30   | -,041<br>30 | ,426*<br>30  | ,444*<br>30  | ,333<br>30   | ,258<br>30   | ,272<br>30   | ,050<br>30   | ,327<br>30   | ,000<br>30   | ,552**<br>30 | ,344<br>30   | ,294<br>30  | ,513**<br>30 | ,364*<br>30  | ,293<br>30   |
| p 3<br>3 | Pearson<br>Correlation                         | ,144        | ,437*<br>30 | ,477**<br>30 | ,349       | ,485**<br>30 | ,158        | ,319         | ,289         | ,480**<br>30 | ,409*<br>30  | ,318         | ,485**<br>30 | ,212         | ,481**<br>30 | ,290         | ,316         | ,191        | ,349         | ,490**<br>30 | ,270         |

|   |                 |       |        |        |        |       |       |       |       |       |        |        |        |        |      |        |       |       |       |        |      |
|---|-----------------|-------|--------|--------|--------|-------|-------|-------|-------|-------|--------|--------|--------|--------|------|--------|-------|-------|-------|--------|------|
| 2 | n               |       |        |        |        |       |       |       |       |       |        |        |        |        |      |        |       |       |       |        |      |
|   | Sig. (2-tailed) |       |        |        |        |       |       |       |       |       |        |        |        |        |      |        |       |       |       |        |      |
|   | N               | 30    | 30     | 30     | 30     | 30    | 30    | 30    | 30    | 30    | 30     | 30     | 30     | 30     | 30   | 30     | 30    | 30    | 30    | 30     | 30   |
| p | Pearson         |       |        |        |        |       |       |       |       |       |        |        |        |        |      |        |       |       |       |        |      |
| 3 | Correlation     | ,218  | ,491** | ,428*  | ,477** | ,442* | ,036  | ,333  | ,451* | ,066  | ,305   | ,400*  | ,505** | ,466** | ,043 | ,180   | ,414* | ,298  | ,353  | ,389*  | ,167 |
| 3 | Sig. (2-tailed) | ,248  | ,006   | ,018   | ,008   | ,014  | ,850  | ,072  | ,012  | ,727  | ,101   | ,028   | ,004   | ,009   | ,820 | ,341   | ,023  | ,109  | ,055  | ,033   | ,377 |
|   | N               | 30    | 30     | 30     | 30     | 30    | 30    | 30    | 30    | 30    | 30     | 30     | 30     | 30     | 30   | 30     | 30    | 30    | 30    | 30     | 30   |
| p | Pearson         |       |        |        |        |       |       |       |       |       |        |        |        |        |      |        |       |       |       |        |      |
| 3 | Correlation     | ,086  | ,295   | ,382*  | -,030  | ,056  | -,106 | ,186  | ,302  | ,140  | ,370*  | ,542** | ,282   | ,245   | ,039 | ,429*  | ,175  | -,033 | ,232  | ,436*  | ,232 |
| 4 | Sig. (2-tailed) | ,650  | ,113   | ,037   | ,873   | ,767  | ,579  | ,326  | ,105  | ,460  | ,044   | ,002   | ,131   | ,192   | ,839 | ,018   | ,354  | ,861  | ,216  | ,016   | ,216 |
|   | N               | 30    | 30     | 30     | 30     | 30    | 30    | 30    | 30    | 30    | 30     | 30     | 30     | 30     | 30   | 30     | 30    | 30    | 30    | 30     | 30   |
| p | Pearson         |       |        |        |        |       |       |       |       |       |        |        |        |        |      |        |       |       |       |        |      |
| 3 | Correlation     | ,070  | ,391*  | ,283   | ,221   | ,136  | -,011 | ,449* | ,081  | ,352  | ,298   | ,313   | ,000   | ,289   | ,031 | ,345   | ,298  | ,000  | -,013 | ,185   | ,321 |
| 5 | Sig. (2-tailed) | ,715  | ,032   | ,130   | ,241   | ,473  | ,954  | ,013  | ,670  | ,056  | ,110   | ,092   | 1,000  | ,121   | ,870 | ,061   | ,110  | 1,000 | ,944  | ,327   | ,084 |
|   | N               | 30    | 30     | 30     | 30     | 30    | 30    | 30    | 30    | 30    | 30     | 30     | 30     | 30     | 30   | 30     | 30    | 30    | 30    | 30     | 30   |
| p | Pearson         |       |        |        |        |       |       |       |       |       |        |        |        |        |      |        |       |       |       |        |      |
| 3 | Correlation     | -,024 | ,651** | ,324   | ,068   | ,442* | ,113  | ,457* | ,338  | ,429* | ,305   | ,193   | ,126   | ,179   | ,260 | ,380*  | ,305  | ,410* | ,446* | ,290   | ,260 |
| 6 | Sig. (2-tailed) | ,899  | ,000   | ,080   | ,720   | ,014  | ,552  | ,011  | ,068  | ,018  | ,101   | ,306   | ,506   | ,345   | ,165 | ,038   | ,101  | ,024  | ,013  | ,119   | ,165 |
|   | N               | 30    | 30     | 30     | 30     | 30    | 30    | 30    | 30    | 30    | 30     | 30     | 30     | 30     | 30   | 30     | 30    | 30    | 30    | 30     | 30   |
| p | Pearson         |       |        |        |        |       |       |       |       |       |        |        |        |        |      |        |       |       |       |        |      |
| 3 | Correlation     | ,238  | ,145   | ,478** | ,016   | ,281  | -,306 | ,136  | ,317  | ,181  | ,214   | ,394*  | ,429*  | ,365*  | ,183 | ,478** | ,316  | ,017  | ,444* | ,467** | ,009 |
| 7 | Sig. (2-tailed) | ,206  | ,445   | ,008   | ,933   | ,133  | ,100  | ,473  | ,088  | ,338  | ,255   | ,031   | ,018   | ,048   | ,333 | ,008   | ,088  | ,927  | ,014  | ,009   | ,964 |
|   | N               | 30    | 30     | 30     | 30     | 30    | 30    | 30    | 30    | 30    | 30     | 30     | 30     | 30     | 30   | 30     | 30    | 30    | 30    | 30     | 30   |
| p | Pearson         |       |        |        |        |       |       |       |       |       |        |        |        |        |      |        |       |       |       |        |      |
| 3 | Correlation     | -,024 | ,171   | ,324   | ,273   | ,442* | -,118 | ,208  | ,451* | ,429* | ,523** | ,400*  | ,695** | ,370*  | ,260 | ,280   | ,196  | ,075  | ,167  | ,290   | ,167 |
| 8 | Sig. (2-tailed) | ,899  | ,367   | ,080   | ,145   | ,014  | ,534  | ,270  | ,012  | ,018  | ,003   | ,028   | ,000   | ,044   | ,165 | ,134   | ,299  | ,695  | ,377  | ,119   | ,377 |
|   | N               | 30    | 30     | 30     | 30     | 30    | 30    | 30    | 30    | 30    | 30     | 30     | 30     | 30     | 30   | 30     | 30    | 30    | 30    | 30     | 30   |
| p | Pearson         | ,266  | ,446   | ,121   | -,097  | -,238 | ,397  | ,186  | ,144  | ,334  | ,319   | ,225   | ,095   | ,484   | ,144 | ,016   | ,204  | -,123 |       |        |      |

|       |                     |      |        |        |        |        |        |        |        |        |        |        |        |        |      |       |        |        |        |        |        |
|-------|---------------------|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|-------|--------|--------|--------|--------|--------|
| 39    | Correlation         |      | *      |        | ,075   |        | ,531** |        | *      |        |        |        |        |        | **   |       |        |        | ,015   |        |        |
|       | Sig. (2-tailed)     | ,156 | ,014   | ,523   | ,694   | ,609   | ,003   | ,206   | ,030   | ,325   | ,448   | ,071   | ,085   | ,233   | ,616 | ,007  | ,448   | ,931   | ,278   | ,939   | ,518   |
|       | N                   | 30   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30   | 30    | 30     | 30     | 30     | 30     |        |
| Total | Pearson Correlation | ,178 | ,611** | ,570** | ,539** | ,532** | ,264   | ,573** | ,494** | ,512** | ,601** | ,534** | ,536** | ,498** | ,290 | ,390* | ,527** | ,471** | ,540** | ,582** | ,469** |
|       | Sig. (2-tailed)     | ,347 | ,000   | ,001   | ,002   | ,002   | ,158   | ,001   | ,006   | ,004   | ,000   | ,002   | ,002   | ,005   | ,120 | ,033  | ,003   | ,009   | ,002   | ,001   | ,009   |
|       | N                   | 30   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30   | 30    | 30     | 30     | 30     | 30     | 30     |

|    |                     | p21   | p22    | p23    | p24   | p25   | p26   | p27  | p28  | p29  | p30    | p31   | p32    | p33    | p34   | p35   | p36    | p37    | p38   | p39   | Total3 |
|----|---------------------|-------|--------|--------|-------|-------|-------|------|------|------|--------|-------|--------|--------|-------|-------|--------|--------|-------|-------|--------|
| p1 | Pearson Correlation | ,338  | -,078  | -,130  | ,371* | ,085  | ,224  | ,260 | ,080 | ,195 | -,272  | -,095 | ,144   | ,218   | ,086  | ,070  | -,024  | ,238   | -,024 | ,266  | ,178   |
|    | Sig. (2-tailed)     | ,067  | ,684   | ,495   | ,043  | ,656  | ,234  | ,165 | ,673 | ,303 | ,147   | ,617  | ,446   | ,248   | ,650  | ,715  | ,899   | ,206   | ,899  | ,156  | ,347   |
|    | N                   | 30    | 30     | 30     | 30    | 30    | 30    | 30   | 30   | 30   | 30     | 30    | 30     | 30     | 30    | 30    | 30     | 30     | 30    | 30    | 30     |
| p2 | Pearson Correlation | ,331  | ,327   | ,390*  | ,246  | ,378* | ,243  | ,283 | ,319 | ,140 | ,297   | ,420* | ,437*  | ,491** | ,295  | ,391* | ,651** | ,145   | ,171  | ,446* | ,611** |
|    | Sig. (2-tailed)     | ,074  | ,077   | ,033   | ,190  | ,039  | ,195  | ,130 | ,085 | ,461 | ,111   | ,021  | ,016   | ,006   | ,113  | ,032  | ,000   | ,445   | ,367  | ,014  | ,000   |
|    | N                   | 30    | 30     | 30     | 30    | 30    | 30    | 30   | 30   | 30   | 30     | 30    | 30     | 30     | 30    | 30    | 30     | 30     | 30    | 30    | 30     |
| p3 | Pearson Correlation | ,117  | ,234   | ,320   | ,141  | -,075 | ,389* | ,194 | ,217 | ,269 | ,385*  | ,462* | ,477** | ,428*  | ,382* | ,283  | ,324   | ,478** | ,324  | ,121  | ,570** |
|    | Sig. (2-tailed)     | ,537  | ,213   | ,084   | ,456  | ,693  | ,034  | ,304 | ,250 | ,151 | ,036   | ,010  | ,008   | ,018   | ,037  | ,130  | ,080   | ,008   | ,080  | ,523  | ,001   |
|    | N                   | 30    | 30     | 30     | 30    | 30    | 30    | 30   | 30   | 30   | 30     | 30    | 30     | 30     | 30    | 30    | 30     | 30     | 30    | 30    | 30     |
| p4 | Pearson Correlation | ,170  | ,546** | ,487** | ,174  | ,066  | ,316  | ,282 | ,340 | ,245 | ,326   | ,188  | ,349   | ,477** | -,030 | ,221  | ,068   | ,016   | ,273  | -,075 | ,539** |
|    | Sig. (2-tailed)     | ,368  | ,002   | ,006   | ,356  | ,728  | ,089  | ,131 | ,066 | ,191 | ,079   | ,320  | ,059   | ,008   | ,873  | ,241  | ,720   | ,933   | ,145  | ,694  | ,002   |
|    | N                   | 30    | 30     | 30     | 30    | 30    | 30    | 30   | 30   | 30   | 30     | 30    | 30     | 30     | 30    | 30    | 30     | 30     | 30    | 30    | 30     |
| p5 | Pearson Correlation | -,032 | ,593** | ,282   | ,162  | -,160 | ,090  | ,262 | ,315 | ,147 | ,617** | ,100  | ,485** | ,442*  | ,056  | ,136  | ,442*  | ,281   | ,442* | ,097  | ,532** |

|     |                                                        |              |              |              |                 |             |            |              |             |              |                 |             |              |             |              |             |             |             |              |               |              |
|-----|--------------------------------------------------------|--------------|--------------|--------------|-----------------|-------------|------------|--------------|-------------|--------------|-----------------|-------------|--------------|-------------|--------------|-------------|-------------|-------------|--------------|---------------|--------------|
|     | ion<br>Sig. (2-<br>tailed)<br>N                        | ,868<br>30   | ,001<br>30   | ,131<br>30   | ,393<br>30      | ,399<br>30  | ,636<br>30 | ,163<br>30   | ,090<br>30  | ,438<br>30   | ,000<br>30      | ,601<br>30  | ,007<br>30   | ,014<br>30  | ,767<br>30   | ,473<br>30  | ,014<br>30  | ,133<br>30  | ,014<br>30   | ,609<br>30    | ,002<br>30   |
| p6  | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,190<br>30   | ,469**<br>30 | ,629**<br>30 | ,171<br>30      | -,046<br>30 | ,106<br>30 | ,124<br>30   | ,051<br>30  | ,081<br>30   | ,169<br>30      | -,041<br>30 | ,158<br>30   | ,036<br>30  | -,106<br>30  | -,011<br>30 | ,113<br>30  | -,306<br>30 | -,118<br>30  | -,531**<br>30 | ,264<br>30   |
| p7  | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,333<br>30   | ,324<br>30   | ,260<br>30   | -,106<br>30     | ,178<br>30  | ,297<br>30 | ,241<br>30   | ,297<br>30  | ,194<br>30   | ,502**<br>30    | ,426*<br>30 | ,319<br>30   | ,333<br>30  | ,186<br>30   | ,449*<br>30 | ,457*<br>30 | ,136<br>30  | ,208<br>30   | ,238<br>30    | ,573**<br>30 |
| p8  | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,564**<br>30 | -,103<br>30  | ,302<br>30   | 0,00<br>0<br>30 | ,439*<br>30 | ,241<br>30 | ,467**<br>30 | ,322<br>30  | ,573**<br>30 | 0,00<br>0<br>30 | ,444*<br>30 | ,289<br>30   | ,451*<br>30 | ,302<br>30   | ,081<br>30  | ,338<br>30  | ,317<br>30  | ,451*<br>30  | ,397*<br>30   | ,494**<br>30 |
| p9  | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,001<br>30   | ,587<br>30   | ,105<br>30   | 1,00<br>0<br>30 | ,015<br>30  | ,199<br>30 | ,009<br>30   | ,083<br>30  | ,001<br>30   | 1,00<br>0<br>30 | ,014<br>30  | ,122<br>30   | ,012<br>30  | ,105<br>30   | ,670<br>30  | ,068<br>30  | ,088<br>30  | ,012<br>30   | ,030<br>30    | ,006<br>30   |
| p10 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,338<br>30   | ,089<br>30   | ,248<br>30   | ,139<br>30      | ,344<br>30  | ,030<br>30 | ,185<br>30   | ,397*<br>30 | ,450*<br>30  | ,080<br>30      | ,333<br>30  | ,480**<br>30 | ,066<br>30  | ,140<br>30   | ,352<br>30  | ,429*<br>30 | ,181<br>30  | ,429*<br>30  | ,186<br>30    | ,512**<br>30 |
| p11 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,414*<br>30  | ,230<br>30   | ,370*<br>30  | ,242<br>30      | ,331<br>30  | ,202<br>30 | ,415*<br>30  | ,383*<br>30 | ,637**<br>30 | ,118<br>30      | ,258<br>30  | ,409*<br>30  | ,305<br>30  | ,370*<br>30  | ,298<br>30  | ,305<br>30  | ,214<br>30  | ,523**<br>30 | ,144<br>30    | ,601**<br>30 |
| p12 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,023<br>30   | ,222<br>30   | ,044<br>30   | ,198<br>30      | ,074<br>30  | ,284<br>30 | ,022<br>30   | ,036<br>30  | ,000<br>30   | ,535<br>30      | ,169<br>30  | ,025<br>30   | ,101<br>30  | ,044<br>30   | ,110<br>30  | ,101<br>30  | ,255<br>30  | ,003<br>30   | ,448<br>30    | ,000<br>30   |
| p13 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,400*<br>30  | -,044<br>30  | ,142<br>30   | ,389*<br>30     | ,317<br>30  | ,349<br>30 | ,577**<br>30 | ,276<br>30  | ,608**<br>30 | ,046<br>30      | ,272<br>30  | ,318<br>30   | ,400*<br>30 | ,542**<br>30 | ,313<br>30  | ,193<br>30  | ,394*<br>30 | ,400*<br>30  | ,334<br>30    | ,534**<br>30 |
| p14 | Pearson                                                | ,126<br>30   | ,275<br>30   | ,141<br>30   | ,162<br>30      | ,086<br>30  | ,045<br>30 | ,445<br>30   | ,405<br>30  | ,575<br>30   | ,171<br>30      | ,050<br>30  | ,485<br>30   | ,505<br>30  | ,282<br>30   | ,000<br>30  | ,126<br>30  | ,429<br>30  | ,695<br>30   | ,319<br>30    | ,536**<br>30 |

|         |                                                |             |              |             |            |             |              |            |              |             |              |              |              |              |             |                 |             |              |             |              |              |
|---------|------------------------------------------------|-------------|--------------|-------------|------------|-------------|--------------|------------|--------------|-------------|--------------|--------------|--------------|--------------|-------------|-----------------|-------------|--------------|-------------|--------------|--------------|
| 2       | Correlation<br>Sig. (2-tailed)<br>N            | ,506<br>30  | ,142<br>30   | ,457<br>30  | ,393<br>30 | ,651<br>30  | ,813<br>30   | ,014<br>30 | ,026<br>30   | ,001<br>30  | ,367<br>30   | ,794<br>30   | ,007<br>30   | ,004<br>30   | ,131<br>30  | 1,00<br>0<br>30 | ,506<br>30  | ,018<br>30   | ,000<br>30  | ,085<br>30   | ,002<br>30   |
| p1<br>3 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | -,109<br>30 | ,486**<br>30 | -,040<br>30 | ,033<br>30 | -,229<br>30 | ,050<br>30   | ,217<br>30 | ,528**<br>30 | ,157<br>30  | ,600**<br>30 | ,327<br>30   | ,212<br>30   | ,466**<br>30 | ,245<br>30  | ,289<br>30      | ,179<br>30  | ,365*<br>30  | ,370*<br>30 | ,225<br>30   | ,498**<br>30 |
| p1<br>4 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | ,260<br>30  | ,139<br>30   | ,232<br>30  | ,259<br>30 | ,186<br>30  | -,093<br>30  | ,072<br>30 | ,062<br>30   | ,202<br>30  | -,054<br>30  | ,000<br>30   | ,481**<br>30 | ,043<br>30   | ,039<br>30  | ,031<br>30      | ,260<br>30  | ,183<br>30   | ,260<br>30  | ,095<br>30   | ,290<br>30   |
| p1<br>5 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | -,020<br>30 | ,119<br>30   | -,107<br>30 | ,137<br>30 | -,008<br>30 | ,257<br>30   | ,050<br>30 | ,067<br>30   | ,246<br>30  | ,358<br>30   | ,552**<br>30 | ,290<br>30   | ,180<br>30   | ,429*<br>30 | ,345<br>30      | ,380*<br>30 | ,478**<br>30 | ,280<br>30  | ,484**<br>30 | ,390*<br>30  |
| p1<br>6 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | -,131<br>30 | ,529**<br>30 | ,175<br>30  | ,335<br>30 | -,178<br>30 | ,358<br>30   | ,235<br>30 | ,280<br>30   | ,175<br>30  | ,571**<br>30 | ,344<br>30   | ,316<br>30   | ,414*<br>30  | ,175<br>30  | ,298<br>30      | ,305<br>30  | ,316<br>30   | ,196<br>30  | ,144<br>30   | ,527**<br>30 |
| p1<br>7 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | ,186<br>30  | ,393*<br>30  | ,433*<br>30 | ,286<br>30 | ,247<br>30  | ,425*<br>30  | ,309<br>30 | ,159<br>30   | ,174<br>30  | ,171<br>30   | ,294<br>30   | ,191<br>30   | ,298<br>30   | -,033<br>30 | ,000<br>30      | ,410*<br>30 | ,017<br>30   | ,075<br>30  | ,016<br>30   | ,471**<br>30 |
| p1<br>8 | Pearson<br>Correlation<br>Sig. (2-tailed)<br>N | ,353<br>30  | ,111<br>30   | ,399*<br>30 | ,286<br>30 | ,355<br>30  | ,703**<br>30 | ,277<br>30 | -,027<br>30  | ,386*<br>30 | ,023<br>30   | ,513**<br>30 | ,349<br>30   | ,353<br>30   | ,232<br>30  | -,013<br>30     | ,446*<br>30 | ,444*<br>30  | ,167<br>30  | ,204<br>30   | ,540**<br>30 |
|         |                                                | ,055<br>30  | ,560<br>30   | ,029<br>30  | ,126<br>30 | ,054<br>30  | ,000<br>30   | ,138<br>30 | ,889<br>30   | ,035<br>30  | ,903<br>30   | ,004<br>30   | ,059<br>30   | ,055<br>30   | ,216<br>30  | ,944<br>30      | ,013<br>30  | ,014<br>30   | ,377<br>30  | ,278<br>30   | ,002<br>30   |

|         |                                                        |              |              |              |              |              |              |              |             |              |              |             |              |             |             |             |             |              |            |                 |              |
|---------|--------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|-------------|--------------|-------------|-------------|-------------|-------------|--------------|------------|-----------------|--------------|
| p1<br>9 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,191<br>30   | ,251<br>30   | ,466**<br>30 | ,355<br>30   | -,003<br>30  | ,555**<br>30 | ,235<br>30   | -,009<br>30 | ,333<br>30   | ,393*<br>30  | ,364*<br>30 | ,490**<br>30 | ,389*<br>30 | ,436*<br>30 | ,185<br>30  | ,290<br>30  | ,467**<br>30 | ,290<br>30 | -,015<br>30     | ,582**<br>30 |
| p2<br>0 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,167<br>30   | ,622**<br>30 | ,399*<br>30  | ,048<br>30   | ,065<br>30   | ,040<br>30   | ,046<br>30   | ,416*<br>30 | ,150<br>30   | ,642**<br>30 | ,293<br>30  | ,270<br>30   | ,167<br>30  | ,232<br>30  | ,321<br>30  | ,260<br>30  | ,009<br>30   | ,167<br>30 | -,123<br>30     | ,469**<br>30 |
| p2<br>1 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | 1<br>30      | -,054<br>30  | ,401*<br>30  | ,260<br>30   | ,587**<br>30 | ,520**<br>30 | ,498**<br>30 | ,218<br>30  | ,531**<br>30 | -,155<br>30  | ,234<br>30  | ,282<br>30   | ,364*<br>30 | ,325<br>30  | -,073<br>30 | ,364*<br>30 | ,246<br>30   | ,110<br>30 | ,298<br>30      | ,494**<br>30 |
| p2<br>2 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | -,054<br>30  | 1<br>30      | ,402*<br>30  | ,139<br>30   | -,021<br>30  | ,089<br>30   | ,199<br>30   | ,366*<br>30 | ,076<br>30   | ,714**<br>30 | ,153<br>30  | ,358<br>30   | ,295<br>30  | ,055<br>30  | ,184<br>30  | ,179<br>30  | -,084<br>30  | ,179<br>30 | -,120<br>30     | ,492**<br>30 |
| p2<br>3 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,401*<br>30  | ,402*<br>30  | 1<br>30      | ,523**<br>30 | ,377*<br>30  | ,410*<br>30  | ,288<br>30   | -,022<br>30 | ,218<br>30   | ,176<br>30   | ,149<br>30  | ,446*<br>30  | ,288<br>30  | ,257<br>30  | -,065<br>30 | ,288<br>30  | -,028<br>30  | ,061<br>30 | -,266<br>30     | ,523**<br>30 |
| p2<br>4 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,260<br>30   | ,139<br>30   | ,523**<br>30 | 1<br>30      | ,270<br>30   | ,371*<br>30  | ,252<br>30   | -,041<br>30 | ,294<br>30   | ,036<br>30   | ,171<br>30  | ,481**<br>30 | ,260<br>30  | ,329<br>30  | ,109<br>30  | ,260<br>30  | ,285<br>30   | ,043<br>30 | 0,00<br>0<br>30 | ,442*<br>30  |
| p2<br>5 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,587**<br>30 | -,021<br>30  | ,377*<br>30  | ,270<br>30   | 1<br>30      | ,485**<br>30 | ,153<br>30   | -,009<br>30 | ,249<br>30   | -,102<br>30  | ,286<br>30  | ,237<br>30   | -,007<br>30 | ,171<br>30  | ,114<br>30  | ,389*<br>30 | ,096<br>30   | ,092<br>30 | ,334<br>30      | ,346<br>30   |

|    |          |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|----|----------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|--------|
|    | N        | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30     |
| p2 | Pearson  | ,520 |      | ,410 | ,371 | ,485 | 1    | ,260 | -    | ,297 | ,080 | ,405 | ,248 | ,338 | ,221 | -    | ,429 | ,436 | ,066 | ,266 | ,543** |
| 6  | Correlat | **   | ,089 | *    | *    | **   |      |      | ,034 |      |      | *    |      |      |      | ,039 | *    | *    |      |      |        |
|    | ion      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | Sig. (2- | ,003 | ,641 | ,024 | ,043 | ,007 |      | ,165 | ,856 | ,111 | ,673 | ,026 | ,187 | ,067 | ,240 | ,837 | ,018 | ,016 | ,727 | ,156 | ,002   |
|    | tailed)  |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | N        | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30     |
| p2 | Pearson  | ,498 |      | ,288 | ,252 | ,153 | ,260 | 1    | ,561 | ,612 | ,181 | ,221 | ,198 | ,604 | ,257 | ,106 | ,183 | ,210 | ,288 | ,216 | ,568** |
| 7  | Correlat | **   | ,199 |      |      |      |      |      | **   | **   |      |      |      | **   |      |      |      |      |      |      |        |
|    | ion      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | Sig. (2- | ,005 | ,291 | ,122 | ,180 | ,419 | ,165 |      | ,001 | ,000 | ,338 | ,240 | ,295 | ,000 | ,170 | ,577 | ,334 | ,264 | ,123 | ,251 | ,001   |
|    | tailed)  |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | N        | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30     |
| p2 | Pearson  | ,218 | ,366 | -    | -    | -    | -    | ,561 | 1    | ,399 | ,432 | ,286 | ,041 | ,580 | ,302 | ,330 | ,097 | ,125 | ,459 | ,372 | ,512** |
| 8  | Correlat |      | *    |      |      |      |      | **   |      | *    | *    |      |      | **   |      |      |      | *    | *    | *    |        |
|    | ion      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | Sig. (2- | ,248 | ,047 | ,910 | ,829 | ,961 | ,856 | ,001 |      | ,029 | ,017 | ,126 | ,829 | ,001 | ,105 | ,075 | ,611 | ,512 | ,011 | ,043 | ,004   |
|    | tailed)  |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | N        | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30     |
| p2 | Pearson  | ,531 |      | ,218 | ,294 | ,249 | ,297 | ,612 | ,399 | 1    | ,069 | ,396 | ,533 | ,423 | ,474 | ,201 | ,316 | ,508 | ,639 | ,268 | ,669** |
| 9  | Correlat | **   | ,076 |      |      |      |      | **   | *    |      |      | *    | **   | *    | **   |      |      | **   | **   |      |        |
|    | ion      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | Sig. (2- | ,003 | ,691 | ,247 | ,115 | ,185 | ,111 | ,000 | ,029 |      | ,718 | ,030 | ,002 | ,020 | ,008 | ,286 | ,089 | ,004 | ,000 | ,152 | ,000   |
|    | tailed)  |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | N        | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30     |
| p3 | Pearson  | -    | ,714 | ,176 | ,036 | -    | ,080 | ,181 | ,432 | ,069 | 1    | ,472 | ,325 | ,268 | ,145 | ,472 | ,374 | ,221 | ,268 | ,078 | ,523** |
| 0  | Correlat | ,155 | **   |      |      | ,102 |      |      | *    |      |      | **   |      |      |      | **   | *    |      |      |      |        |
|    | ion      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | Sig. (2- | ,413 | ,000 | ,351 | ,850 | ,593 | ,673 | ,338 | ,017 | ,718 |      | ,008 | ,080 | ,152 | ,445 | ,009 | ,042 | ,240 | ,152 | ,684 | ,003   |
|    | tailed)  |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | N        | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30     |
| p3 | Pearson  | ,234 | ,153 | ,149 | ,171 | ,286 | ,405 | ,221 | ,286 | ,396 | ,472 | 1    | ,427 | ,234 | ,298 | ,577 | ,634 | ,500 | ,334 | ,470 | ,643** |
| 1  | Correlat |      |      |      |      |      | *    |      |      | *    | **   |      | *    |      |      | **   | **   | **   | **   | **   |        |
|    | ion      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | Sig. (2- | ,214 | ,420 | ,432 | ,366 | ,125 | ,026 | ,240 | ,126 | ,030 | ,008 |      | ,018 | ,214 | ,110 | ,001 | ,000 | ,005 | ,071 | ,009 | ,000   |
|    | tailed)  |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | N        | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30   | 30     |
| p3 | Pearson  | ,282 | ,358 | ,446 | ,481 | ,237 | ,248 | ,198 | ,041 | ,533 | ,325 | ,427 | 1    | ,282 | ,349 | ,359 | ,608 | ,528 | ,499 | ,191 | ,711** |
| 2  | Correlat |      |      | *    | **   |      |      |      |      | **   |      | *    |      |      |      |      | **   | **   | **   |      |        |
|    | ion      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |        |
|    | Sig. (2- | ,131 | ,052 | ,014 | ,007 | ,208 | ,187 | ,295 | ,829 | ,002 | ,080 | ,018 |      | ,131 | ,059 | ,051 | ,000 | ,003 | ,005 | ,312 | ,000   |

|         |                                                        |                          |                    |                    |                    |                          |                          |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |
|---------|--------------------------------------------------------|--------------------------|--------------------|--------------------|--------------------|--------------------------|--------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
|         | tailed)<br>N                                           | 30                       | 30                 | 30                 | 30                 | 30                       | 30                       | 30                        | 30                        | 30                        | 30                        | 30                        | 30                        | 30                        | 30                        | 30                        | 30                        | 30                        | 30                        | 30                        |
| p3<br>3 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,364<br>*,<br>,048<br>30 | ,295<br>,113<br>30 | ,288<br>,123<br>30 | ,260<br>,165<br>30 | -,<br>,007<br>30         | ,338<br>,067<br>30       | ,604<br>**,<br>,000<br>30 | ,580<br>**,<br>,001<br>30 | ,423<br>*,<br>,020<br>30  | ,268<br>,152<br>30        | ,234<br>,214<br>30        | ,282<br>,131<br>30        | 1<br>,002<br>30           | ,552<br>**,<br>,018<br>30 | ,110<br>,562<br>30        | ,365<br>*,<br>,047<br>30  | ,492<br>**,<br>,006<br>30 | ,410<br>*,<br>,024<br>30  | ,656<br>**,<br>,000<br>30 |
| p3<br>4 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,325<br>,079<br>30       | ,055<br>,771<br>30 | ,257<br>,171<br>30 | ,329<br>,076<br>30 | ,171<br>,366<br>30       | ,221<br>,240<br>30       | ,257<br>,170<br>30        | ,302<br>,105<br>30        | ,474<br>**,<br>,008<br>30 | ,145<br>,445<br>30        | ,298<br>,110<br>30        | ,349<br>,059<br>30        | ,552<br>**,<br>,002<br>30 | 1<br>,606<br>30           | ,098<br>,261<br>30        | ,212<br>,017<br>30        | ,432<br>*,<br>,002<br>30  | ,552<br>**,<br>,009<br>30 | ,466<br>**,<br>,003<br>30 |
| p3<br>5 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | -,<br>,073<br>30         | ,184<br>,329<br>30 | -,<br>,065<br>30   | ,109<br>,565<br>30 | ,114<br>,549<br>30       | -,<br>,039<br>30         | ,106<br>,577<br>30        | ,330<br>,075<br>30        | ,201<br>,286<br>30        | ,472<br>**,<br>,009<br>30 | ,577<br>**,<br>,001<br>30 | ,359<br>,051<br>30        | ,018<br>,924<br>30        | ,098<br>,606<br>30        | 1<br>,008<br>30           | ,476<br>**,<br>,528<br>30 | ,120<br>,286<br>30        | ,201<br>,199<br>30        | ,241<br>,018<br>30        |
| p3<br>6 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,364<br>*,<br>,048<br>30 | ,179<br>,345<br>30 | ,288<br>,123<br>30 | ,260<br>,165<br>30 | ,389<br>*,<br>,033<br>30 | ,429<br>*,<br>,018<br>30 | ,183<br>,334<br>30        | ,097<br>,611<br>30        | ,316<br>,089<br>30        | ,374<br>*,<br>,042<br>30  | ,634<br>**,<br>,000<br>30 | ,608<br>**,<br>,000<br>30 | ,110<br>,562<br>30        | ,212<br>,261<br>30        | ,476<br>**,<br>,008<br>30 | 1<br>,007<br>30           | ,484<br>**,<br>,207<br>30 | ,237<br>,024<br>30        | ,410<br>*,<br>,000<br>30  |
| p3<br>7 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,246<br>,190<br>30       | -,<br>,084<br>30   | -,<br>,028<br>30   | ,285<br>,128<br>30 | ,096<br>,614<br>30       | ,436<br>*,<br>,016<br>30 | ,210<br>,264<br>30        | ,125<br>,512<br>30        | ,508<br>**,<br>,004<br>30 | ,221<br>,240<br>30        | ,500<br>**,<br>,005<br>30 | ,528<br>**,<br>,003<br>30 | ,365<br>*,<br>,047<br>30  | ,432<br>*,<br>,017<br>30  | ,120<br>,528<br>30        | ,484<br>**,<br>,007<br>30 | 1<br>,000<br>30           | ,603<br>**,<br>,002<br>30 | ,541<br>**,<br>,001<br>30 |
| p3<br>8 | Pearson<br>Correlat<br>ion<br>Sig. (2-<br>tailed)<br>N | ,110<br>,562<br>30       | ,179<br>,345<br>30 | ,061<br>,751<br>30 | ,043<br>,820<br>30 | ,092<br>,627<br>30       | ,066<br>,727<br>30       | ,288<br>,123<br>30        | ,459<br>*,<br>,011<br>30  | ,639<br>**,<br>,000<br>30 | ,268<br>,152<br>30        | ,334<br>,071<br>30        | ,499<br>**,<br>,005<br>30 | ,492<br>**,<br>,006<br>30 | ,552<br>**,<br>,002<br>30 | ,201<br>,286<br>30        | ,237<br>,207<br>30        | ,603<br>**,<br>,000<br>30 | 1<br>,003<br>30           | ,522<br>**,<br>,000<br>30 |
| p3<br>9 | Pearson<br>Correlat<br>ion                             | ,298<br>,120             | -,<br>,120         | -,<br>,266         | 0,00<br>0          | ,334<br>,266             | ,266<br>,216             | ,372<br>*,<br>,268        | ,268<br>,078              | ,470<br>**,<br>,191       | ,410<br>*,<br>,410        | ,466<br>**,<br>,241       | ,410<br>*,<br>,410        | ,541<br>**,<br>,522       | 1<br>,409                 |                           |                           |                           |                           |                           |

|                |                            |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|----------------|----------------------------|------------|------------|------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
|                | Sig. (2-tailed)<br>N       | ,109<br>30 | ,529<br>30 | ,155<br>30 | 1,00<br>0<br>30 | ,071<br>30 | ,156<br>30 | ,251<br>30 | ,043<br>30 | ,152<br>30 | ,684<br>30 | ,009<br>30 | ,312<br>30 | ,024<br>30 | ,009<br>30 | ,199<br>30 | ,024<br>30 | ,002<br>30 | ,003<br>30 |            | ,025<br>30 |
| To<br>tal<br>3 | Pearson<br>Correlat<br>ion | ,494<br>** | ,492<br>** | ,523<br>** | ,442<br>*       | ,346       | ,543<br>** | ,568<br>** | ,512<br>** | ,669<br>** | ,523<br>** | ,643<br>** | ,711<br>** | ,656<br>** | ,528<br>** | ,429<br>*  | ,645<br>** | ,561<br>** | ,602<br>** | ,409<br>*  | 1          |
|                | Sig. (2-tailed)<br>N       | ,006<br>30 | ,006<br>30 | ,003<br>30 | ,014<br>30      | ,061<br>30 | ,002<br>30 | ,001<br>30 | ,004<br>30 | ,000<br>30 | ,003<br>30 | ,000<br>30 | ,000<br>30 | ,000<br>30 | ,003<br>30 | ,018<br>30 | ,000<br>30 | ,001<br>30 | ,000<br>30 | ,025<br>30 |            |

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

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

## RELIABILITY

```

/VARIABLES=p1 p2 p3 p4 p5 p6 p7 p8 p9 p10 p11 p12 p13 p14 p15 p16 p17 p18 p19
p20 p21 p22 p23 p24 p25 p26 p27 p28 p29 p30 p31 p32 p33 p34 p35 p36 p37 p38 p39
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE HOTELLING CORR ANOVA
/SUMMARY=TOTAL CORR
/ICC=MODEL(MIXED) TYPE(CONSISTENCY) CIN=95 TESTVAL=0.

```

**Reliability****Scale: ALL VARIABLES**

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 30 | 96,8  |
|                         | Excluded <sup>a</sup> | 1  | 3,2   |
|                         | Total                 | 31 | 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 |
| ,923                   | ,927                                         | 39         |

| Scale Statistics |          |                |            |
|------------------|----------|----------------|------------|
| Mean             | Variance | Std. Deviation | N of Items |
| 114,20           | 150,028  | 12,249         | 39         |

| ANOVA          |               |                |      |             |      |
|----------------|---------------|----------------|------|-------------|------|
|                |               | Sum of Squares | df   | Mean Square | Sig  |
| Between People |               | 111,559        | 29   | 3,847       | ,001 |
| Within People  | Between Items | 21,769         | 38   | ,573        |      |
|                | Residual      | 324,641        | 1102 | ,295        |      |
|                | Total         | 346,410        | 1140 | ,304        |      |
| Total          |               | 457,969        | 1169 | ,392        |      |

Grand Mean = 2,93

GET

FILE='C:\Users\User-PC\Downloads\Skripsi\SPSS\pretest\Rata rata 30 responden.sav'.

DATASET NAME DataSet2 WINDOW=FRONT.

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y

/METHOD=ENTER X1 X2.

## Regression

[DataSet2] C:\Users\User-PC\Downloads\Skripsi\SPSS\pretest\Rata rata 30 responden.sav

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered                             | Variables Removed | Method |
|-------|-----------------------------------------------|-------------------|--------|
| 1     | Kualitas Produk, Perluasan Merek <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,827 <sup>a</sup> | ,684     | ,660              | ,2178                      |

a. Predictors: (Constant), Kualitas Produk, Perluasan Merek

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 2,768          | 2  | 1,384       | 29,178 | ,000 <sup>b</sup> |
|       | Residual   | 1,281          | 27 | ,047        |        |                   |
|       | Total      | 4,048          | 29 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Perluasan Merek

Coefficients<sup>a</sup>

| Model           | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
|                 | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)    | -,072                       | ,393       |                           | -,185 | ,855 |
| Perluasan Merek | 1,002                       | ,174       | ,836                      | 5,746 | ,000 |
| Kualitas Produk | -,013                       | ,140       | -,014                     | -,093 | ,926 |

a. Dependent Variable: Keputusan Pembelian

## REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X1 X2.

```

| Responden | Jenis Kelamin |           | Usia (Tahun) |         |         | Jurusan   |           | Angkatan |      |      | Frekuensi Pembelian |           |           |          |
|-----------|---------------|-----------|--------------|---------|---------|-----------|-----------|----------|------|------|---------------------|-----------|-----------|----------|
|           | Laki-Laki     | Perempuan | 17 - 22      | 23 – 28 | 29 – 34 | Akuntansi | Manajemen | 2012     | 2013 | 2014 | 1-2 kali            | 3– 4 kali | 5– 6 kali | > 6 kali |
| 1         |               | 1         |              | 1       |         |           | 1         |          | 1    |      |                     | 1         |           |          |
| 2         | 1             |           | 1            |         |         |           | 1         |          | 1    |      |                     |           |           | 1        |
| 3         |               | 1         |              | 1       |         |           | 1         |          | 1    |      |                     |           |           | 1        |
| 4         | 1             |           | 1            |         |         |           | 1         |          |      | 1    |                     | 1         |           |          |
| 5         |               | 1         | 1            |         |         | 1         |           |          | 1    |      |                     |           |           | 1        |
| 6         |               | 1         | 1            |         |         |           | 1         |          |      | 1    |                     |           |           | 1        |
| 7         |               | 1         |              | 1       |         | 1         |           | 1        |      |      | 1                   |           |           |          |
| 8         |               | 1         | 1            |         |         |           | 1         |          |      | 1    | 1                   |           |           |          |
| 9         |               | 1         | 1            |         |         |           | 1         |          |      | 1    | 1                   |           |           |          |
| 10        |               | 1         | 1            |         |         |           | 1         |          | 1    |      | 1                   |           |           |          |
| 11        |               | 1         | 1            |         |         |           | 1         |          | 1    |      | 1                   |           |           |          |
| 12        |               | 1         | 1            |         |         |           | 1         |          |      | 1    |                     |           |           | 1        |
| 13        | 1             |           | 1            |         |         |           | 1         |          | 1    |      |                     |           | 1         |          |
| 14        |               | 1         | 1            |         |         | 1         |           |          |      | 1    |                     |           | 1         |          |
| 15        |               | 1         | 1            |         |         |           | 1         |          | 1    |      | 1                   |           |           |          |
| 16        |               | 1         |              | 1       |         |           | 1         |          | 1    |      | 1                   |           |           |          |
| 17        | 1             |           | 1            |         |         |           | 1         |          |      | 1    |                     | 1         |           |          |
| 18        | 1             |           | 1            |         |         | 1         |           | 1        |      |      | 1                   |           |           |          |
| 19        |               | 1         |              | 1       |         | 1         |           | 1        |      |      | 1                   |           |           |          |
| 20        |               | 1         | 1            |         |         | 1         |           |          |      | 1    |                     |           |           | 1        |
| 21        |               | 1         | 1            |         |         |           | 1         |          |      | 1    | 1                   |           |           |          |
| 22        | 1             |           |              | 1       |         |           | 1         |          | 1    |      | 1                   |           |           |          |
| 23        |               | 1         | 1            |         |         |           | 1         | 1        |      |      |                     | 1         |           |          |
| 24        |               | 1         | 1            |         |         |           | 1         | 1        |      |      | 1                   |           |           |          |
| 25        |               | 1         | 1            |         |         |           | 1         | 1        |      |      |                     | 1         |           |          |
| 26        |               | 1         | 1            |         |         |           | 1         |          |      | 1    | 1                   |           |           |          |
| 27        | 1             |           | 1            |         |         | 1         |           |          | 1    |      | 1                   |           |           |          |
| 28        | 1             |           | 1            |         |         | 1         |           |          | 1    |      | 1                   |           |           |          |
| 29        | 1             |           | 1            |         |         |           | 1         |          |      | 1    | 1                   |           |           |          |
| 30        |               | 1         | 1            |         |         | 1         |           |          |      | 1    |                     |           |           | 1        |
| 31        |               | 1         | 1            |         |         |           |           |          |      | 1    |                     |           |           |          |
| 32        | 1             |           | 1            |         |         | 1         |           |          | 1    |      |                     |           |           | 1        |
| 33        | 1             |           | 1            |         |         |           | 1         | 1        |      |      |                     |           |           | 1        |
| 34        |               | 1         | 1            |         |         | 1         |           | 1        |      |      |                     |           | 1         |          |

|    |   |   |   |   |  |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|--|---|---|---|---|---|---|---|---|---|
| 35 |   | 1 | 1 |   |  | 1 |   |   | 1 |   |   | 1 |   |   |
| 36 | 1 |   | 1 |   |  |   | 1 |   | 1 |   |   | 1 |   |   |
| 37 | 1 |   |   | 1 |  | 1 |   | 1 |   |   | 1 |   |   |   |
| 38 | 1 |   |   | 1 |  |   | 1 | 1 |   |   | 1 |   |   |   |
| 39 |   | 1 | 1 |   |  |   | 1 |   |   | 1 | 1 |   |   |   |
| 40 |   | 1 | 1 |   |  |   | 1 |   |   | 1 |   | 1 |   |   |
| 41 |   | 1 | 1 |   |  |   | 1 |   |   | 1 | 1 |   |   |   |
| 42 |   | 1 | 1 |   |  | 1 |   |   |   | 1 |   |   |   | 1 |
| 43 |   | 1 | 1 |   |  |   | 1 |   |   | 1 |   | 1 |   |   |
| 44 | 1 |   |   | 1 |  |   | 1 | 1 |   |   |   | 1 |   |   |
| 45 | 1 |   | 1 |   |  | 1 |   |   |   | 1 |   | 1 |   |   |
| 46 | 1 |   | 1 |   |  | 1 |   | 1 |   |   | 1 |   |   |   |
| 47 | 1 |   | 1 |   |  | 1 |   | 1 |   |   |   |   |   | 1 |
| 48 | 1 |   | 1 |   |  |   | 1 |   | 1 |   |   |   |   | 1 |
| 49 | 1 |   | 1 |   |  |   | 1 |   | 1 |   | 1 |   |   |   |
| 50 |   | 1 | 1 |   |  | 1 |   | 1 |   |   |   |   |   | 1 |
| 51 |   | 1 | 1 |   |  | 1 |   | 1 |   |   |   |   |   | 1 |
| 52 |   | 1 | 1 |   |  |   | 1 |   |   | 1 |   |   | 1 |   |
| 53 |   | 1 | 1 |   |  |   | 1 |   |   | 1 | 1 |   |   |   |
| 54 |   | 1 | 1 |   |  |   | 1 |   |   | 1 | 1 |   |   |   |
| 55 |   | 1 | 1 |   |  |   | 1 |   |   | 1 |   |   |   | 1 |
| 56 |   | 1 | 1 |   |  | 1 |   |   | 1 |   |   | 1 |   |   |
| 57 |   | 1 | 1 |   |  | 1 |   |   | 1 |   | 1 |   |   |   |
| 58 |   | 1 |   | 1 |  |   | 1 | 1 |   |   |   | 1 |   |   |
| 59 | 1 |   | 1 |   |  | 1 |   | 1 |   |   |   |   | 1 |   |
| 60 |   | 1 | 1 |   |  | 1 |   | 1 |   |   |   |   |   | 1 |
| 61 | 1 |   | 1 |   |  | 1 |   |   | 1 |   | 1 |   |   |   |
| 62 | 1 |   | 1 |   |  | 1 |   |   | 1 |   | 1 |   |   |   |
| 63 | 1 |   | 1 |   |  | 1 |   |   | 1 |   | 1 |   |   |   |
| 64 |   | 1 | 1 |   |  |   | 1 |   |   | 1 |   |   |   | 1 |
| 65 |   | 1 | 1 |   |  | 1 |   | 1 |   |   |   | 1 |   |   |
| 66 |   | 1 | 1 |   |  | 1 |   | 1 |   |   |   | 1 |   |   |
| 67 |   | 1 | 1 |   |  |   | 1 |   | 1 |   |   | 1 |   |   |
| 68 |   | 1 | 1 |   |  | 1 |   |   | 1 |   |   |   |   | 1 |
| 69 |   | 1 | 1 |   |  |   | 1 |   | 1 |   | 1 |   |   |   |
| 70 | 1 |   | 1 |   |  | 1 |   |   |   | 1 | 1 |   |   |   |
| 71 | 1 |   | 1 |   |  | 1 |   |   |   | 1 | 1 |   |   |   |

|        |    |    |    |    |   |    |    |    |    |    |    |    |    |    |
|--------|----|----|----|----|---|----|----|----|----|----|----|----|----|----|
| 72     | 1  |    | 1  |    |   | 1  |    |    | 1  |    |    |    |    | 1  |
| 73     | 1  |    | 1  |    |   | 1  |    |    | 1  |    |    | 1  |    |    |
| 74     |    | 1  | 1  |    |   |    | 1  | 1  |    |    |    |    | 1  |    |
| 75     |    | 1  | 1  |    |   |    | 1  | 1  |    |    |    |    |    | 1  |
| 76     | 1  |    | 1  |    |   |    | 1  |    | 1  |    | 1  |    |    |    |
| 77     | 1  |    | 1  |    |   |    | 1  |    | 1  |    | 1  |    |    |    |
| 78     | 1  |    | 1  |    |   |    | 1  |    | 1  |    | 1  |    |    |    |
| 79     |    | 1  | 1  |    |   | 1  |    |    | 1  |    | 1  |    |    |    |
| 80     |    | 1  | 1  |    |   | 1  |    |    | 1  |    | 1  |    |    |    |
| 81     | 1  |    | 1  |    |   |    | 1  | 1  |    |    |    |    | 1  |    |
| 82     | 1  |    | 1  |    |   |    | 1  | 1  |    |    |    | 1  |    |    |
| 83     | 1  |    | 1  |    |   |    | 1  | 1  |    |    | 1  |    |    |    |
| 84     | 1  |    | 1  |    |   |    | 1  | 1  |    |    | 1  |    |    |    |
| 85     |    | 1  | 1  |    |   |    | 1  |    |    | 1  | 1  |    |    |    |
| 86     |    | 1  | 1  |    |   |    | 1  |    | 1  |    |    | 1  |    |    |
| 87     | 1  |    | 1  |    |   |    | 1  |    | 1  |    |    | 1  |    |    |
| 88     |    | 1  | 1  |    |   | 1  |    |    |    | 1  | 1  |    |    |    |
| 89     |    | 1  | 1  |    |   | 1  |    |    |    | 1  | 1  |    |    |    |
| 90     |    | 1  | 1  |    |   | 1  |    |    |    | 1  |    |    |    | 1  |
| 91     |    | 1  | 1  |    |   | 1  |    |    | 1  |    | 1  |    |    |    |
| 92     |    | 1  | 1  |    |   | 1  |    |    | 1  |    |    | 1  |    |    |
| 93     |    | 1  | 1  |    |   | 1  |    |    | 1  |    | 1  |    |    |    |
| 94     | 1  |    | 1  |    |   |    | 1  |    | 1  |    |    |    |    | 1  |
| 95     |    | 1  | 1  |    |   |    | 1  |    | 1  |    | 1  |    |    |    |
| 96     | 1  |    | 1  |    |   |    | 1  |    |    | 1  |    |    | 1  |    |
| 97     |    | 1  | 1  |    |   |    | 1  |    | 1  |    | 1  |    |    |    |
| 98     |    | 1  | 1  |    |   |    | 1  |    | 1  |    |    |    | 1  |    |
| 99     |    | 1  | 1  |    |   |    | 1  | 1  |    |    |    | 1  |    |    |
| 100    |    | 1  | 1  |    |   |    | 1  |    | 1  |    |    |    |    | 1  |
| Jumlah | 38 | 62 | 90 | 10 | 0 | 42 | 58 | 27 | 42 | 31 | 44 | 22 | 10 | 24 |

| Responden | Perluasan Merek (X1) |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |    | Total  | Rata-Rata |
|-----------|----------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|----|--------|-----------|
|           | p1                   | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | p11 | p12 | p13 | p14 | p15 | p16 |    |        |           |
| 1         | 2                    | 2  | 3  | 4  | 3  | 3  | 2  | 4  | 3  | 2   | 2   | 3   | 3   | 2   | 2   | 3   | 43 | 2,6875 |           |
| 2         | 2                    | 3  | 3  | 2  | 3  | 4  | 3  | 2  | 2  | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 43 | 2,6875 |           |
| 3         | 2                    | 3  | 3  | 2  | 3  | 4  | 2  | 2  | 2  | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 42 | 2,625  |           |
| 4         | 3                    | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 49 | 3,0625 |           |
| 5         | 3                    | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4   | 4   | 3   | 3   | 3   | 3   | 3   | 50 | 3,125  |           |
| 6         | 3                    | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 52 | 3,25   |           |
| 7         | 2                    | 2  | 2  | 1  | 2  | 3  | 3  | 1  | 1  | 2   | 2   | 2   | 2   | 3   | 2   | 2   | 32 | 2      |           |
| 8         | 3                    | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 39 | 2,4375 |           |
| 9         | 2                    | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 44 | 2,75   |           |
| 10        | 3                    | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 2   | 2   | 2   | 3   | 45 | 2,8125 |           |
| 11        | 3                    | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 52 | 3,25   |           |
| 12        | 3                    | 3  | 3  | 2  | 3  | 4  | 3  | 3  | 2  | 4   | 2   | 3   | 4   | 4   | 4   | 4   | 51 | 3,1875 |           |
| 13        | 3                    | 3  | 2  | 1  | 3  | 4  | 2  | 2  | 3  | 3   | 2   | 3   | 3   | 3   | 2   | 1   | 40 | 2,5    |           |
| 14        | 3                    | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3   | 2   | 3   | 2   | 3   | 2   | 3   | 41 | 2,5625 |           |
| 15        | 3                    | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 48 | 3      |           |
| 16        | 3                    | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3   | 4   | 3   | 3   | 4   | 3   | 3   | 56 | 3,5    |           |
| 17        | 3                    | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 48 | 3      |           |
| 18        | 2                    | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 33 | 2,0625 |           |
| 19        | 3                    | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2   | 2   | 3   | 3   | 3   | 3   | 2   | 40 | 2,5    |           |
| 20        | 4                    | 3  | 4  | 4  | 3  | 4  | 2  | 4  | 3  | 3   | 2   | 3   | 3   | 4   | 4   | 2   | 52 | 3,25   |           |
| 21        | 2                    | 3  | 1  | 3  | 2  | 3  | 1  | 4  | 2  | 4   | 1   | 2   | 3   | 3   | 1   | 4   | 39 | 2,4375 |           |
| 22        | 3                    | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 2  | 3   | 1   | 3   | 1   | 3   | 2   | 1   | 40 | 2,5    |           |
| 23        | 3                    | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 46 | 2,875  |           |
| 24        | 3                    | 3  | 2  | 1  | 2  | 4  | 2  | 1  | 2  | 3   | 3   | 4   | 4   | 4   | 3   | 3   | 44 | 2,75   |           |
| 25        | 3                    | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 45 | 2,8125 |           |
| 26        | 2                    | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 2  | 2   | 3   | 3   | 3   | 2   | 3   | 2   | 38 | 2,375  |           |
| 27        | 3                    | 3  | 3  | 1  | 4  | 4  | 2  | 1  | 1  | 3   | 2   | 3   | 4   | 4   | 3   | 2   | 43 | 2,6875 |           |
| 28        | 4                    | 4  | 4  | 2  | 4  | 4  | 2  | 2  | 2  | 3   | 2   | 3   | 4   | 4   | 2   | 2   | 48 | 3      |           |
| 29        | 3                    | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 48 | 3      |           |
| 30        | 3                    | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 48 | 3      |           |
| 31        | 3                    | 3  | 2  | 2  | 3  | 4  | 3  | 3  | 3  | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 45 | 2,8125 |           |
| 32        | 3                    | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 4  | 3   | 3   | 4   | 3   | 4   | 2   | 3   | 49 | 3,0625 |           |

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |        |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|--------|
| 33 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 49 | 3,0625 |
| 34 | 3 | 4 | 4 | 1 | 4 | 4 | 3 | 1 | 1 | 3 | 1 | 3 | 4 | 4 | 1 | 1 | 42 | 2,625  |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 | 4      |
| 36 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 45 | 2,8125 |
| 37 | 1 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 53 | 3,3125 |
| 38 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 51 | 3,1875 |
| 39 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 44 | 2,75   |
| 40 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 2 | 2 | 46 | 2,875  |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 48 | 3      |
| 42 | 1 | 3 | 3 | 2 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 3 | 3 | 42 | 2,625  |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 1 | 1 | 40 | 2,5    |
| 44 | 3 | 2 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 45 | 2,8125 |
| 45 | 3 | 3 | 2 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | 2 | 4 | 2 | 4 | 2 | 2 | 46 | 2,875  |
| 46 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 1 | 3 | 1 | 3 | 4 | 4 | 4 | 4 | 51 | 3,1875 |
| 47 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 44 | 2,75   |
| 48 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 51 | 3,1875 |
| 49 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 54 | 3,375  |
| 50 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 49 | 3,0625 |
| 51 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 46 | 2,875  |
| 52 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 49 | 3,0625 |
| 53 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 50 | 3,125  |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 44 | 2,75   |
| 55 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 1 | 1 | 1 | 1 | 4 | 4 | 1 | 1 | 40 | 2,5    |
| 56 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 42 | 2,625  |
| 57 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 4 | 3 | 4 | 4 | 48 | 3      |
| 58 | 4 | 3 | 3 | 2 | 1 | 1 | 2 | 4 | 2 | 3 | 4 | 3 | 1 | 3 | 4 | 2 | 42 | 2,625  |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 | 4      |
| 60 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 52 | 3,25   |
| 61 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 42 | 2,625  |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 46 | 2,875  |
| 63 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 47 | 2,9375 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 | 4      |
| 65 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 49 | 3,0625 |
| 66 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 50 | 3,125  |
| 67 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 49 | 3,0625 |
| 68 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 | 3      |

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |        |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|--------|
| 69  | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 47 | 2,9375 |
| 70  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 50 | 3,125  |
| 71  | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 52 | 3,25   |
| 72  | 2 | 2 | 2 | 1 | 2 | 3 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 32 | 2      |
| 73  | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 1 | 3 | 1 | 3 | 4 | 4 | 4 | 4 | 51 | 3,1875 |
| 74  | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 44 | 2,75   |
| 75  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 51 | 3,1875 |
| 76  | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 54 | 3,375  |
| 77  | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 2 | 2 | 46 | 2,875  |
| 78  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 48 | 3      |
| 79  | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 41 | 2,5625 |
| 80  | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 53 | 3,3125 |
| 81  | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 1 | 3 | 1 | 3 | 4 | 4 | 4 | 4 | 51 | 3,1875 |
| 82  | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 44 | 2,75   |
| 83  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 51 | 3,1875 |
| 84  | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 54 | 3,375  |
| 85  | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 48 | 3      |
| 86  | 2 | 3 | 3 | 2 | 1 | 4 | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 2 | 2 | 40 | 2,5    |
| 87  | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 1 | 1 | 39 | 2,4375 |
| 88  | 2 | 2 | 3 | 4 | 3 | 3 | 2 | 4 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 43 | 2,6875 |
| 89  | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 43 | 2,6875 |
| 90  | 2 | 3 | 3 | 2 | 3 | 4 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 42 | 2,625  |
| 91  | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 40 | 2,5    |
| 92  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 46 | 2,875  |
| 93  | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 43 | 2,6875 |
| 94  | 3 | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 48 | 3      |
| 95  | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 42 | 2,625  |
| 96  | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 46 | 2,875  |
| 97  | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 47 | 2,9375 |
| 98  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 | 4      |
| 99  | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 52 | 3,25   |
| 100 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 1 | 1 | 40 | 2,5    |

| Responden | Kualitas Produk (X2) |     |     |     |     |     |     |     |     |     | Total | Rata-Rata |
|-----------|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-----------|
|           | p17                  | p18 | p19 | p20 | p21 | p22 | p23 | p24 | p25 | p26 |       |           |
| 1         | 4                    | 4   | 4   | 4   | 3   | 2   | 4   | 3   | 4   | 4   | 36    | 3,6       |
| 2         | 3                    | 3   | 3   | 3   | 3   | 2   | 3   | 2   | 3   | 3   | 28    | 2,8       |
| 3         | 3                    | 3   | 3   | 2   | 2   | 2   | 4   | 2   | 3   | 3   | 27    | 2,7       |
| 4         | 2                    | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2   | 26    | 2,6       |
| 5         | 3                    | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 31    | 3,1       |
| 6         | 4                    | 4   | 4   | 3   | 4   | 3   | 3   | 4   | 4   | 4   | 37    | 3,7       |
| 7         | 2                    | 2   | 2   | 3   | 2   | 3   | 4   | 3   | 2   | 2   | 25    | 2,5       |
| 8         | 2                    | 2   | 3   | 3   | 2   | 2   | 3   | 3   | 2   | 2   | 24    | 2,4       |
| 9         | 1                    | 2   | 3   | 3   | 2   | 3   | 3   | 3   | 1   | 2   | 23    | 2,3       |
| 10        | 3                    | 3   | 3   | 2   | 2   | 2   | 3   | 2   | 3   | 3   | 26    | 2,6       |
| 11        | 3                    | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    | 3         |
| 12        | 4                    | 4   | 2   | 3   | 2   | 2   | 4   | 2   | 4   | 4   | 31    | 3,1       |
| 13        | 3                    | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 29    | 2,9       |
| 14        | 3                    | 3   | 3   | 2   | 3   | 2   | 3   | 3   | 3   | 3   | 28    | 2,8       |
| 15        | 4                    | 4   | 4   | 3   | 3   | 3   | 3   | 3   | 4   | 4   | 35    | 3,5       |
| 16        | 3                    | 3   | 4   | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 32    | 3,2       |
| 17        | 3                    | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    | 3         |
| 18        | 2                    | 2   | 2   | 3   | 2   | 2   | 2   | 3   | 2   | 2   | 22    | 2,2       |
| 19        | 2                    | 2   | 2   | 2   | 2   | 2   | 3   | 3   | 2   | 2   | 22    | 2,2       |
| 20        | 3                    | 4   | 4   | 4   | 3   | 4   | 4   | 4   | 3   | 4   | 37    | 3,7       |
| 21        | 4                    | 2   | 4   | 3   | 2   | 4   | 1   | 3   | 4   | 2   | 29    | 2,9       |
| 22        | 2                    | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 2   | 3   | 27    | 2,7       |
| 23        | 2                    | 2   | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 2   | 23    | 2,3       |
| 24        | 2                    | 3   | 3   | 3   | 2   | 2   | 3   | 3   | 2   | 3   | 26    | 2,6       |
| 25        | 2                    | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 27    | 2,7       |
| 26        | 2                    | 2   | 3   | 3   | 2   | 2   | 3   | 3   | 2   | 2   | 24    | 2,4       |
| 27        | 4                    | 4   | 2   | 2   | 2   | 2   | 4   | 2   | 4   | 4   | 30    | 3         |
| 28        | 3                    | 3   | 2   | 2   | 2   | 2   | 4   | 2   | 3   | 3   | 26    | 2,6       |
| 29        | 3                    | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    | 3         |
| 30        | 3                    | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 29    | 2,9       |
| 31        | 3                    | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 29    | 2,9       |
| 32        | 3                    | 2   | 2   | 2   | 3   | 2   | 3   | 3   | 3   | 2   | 25    | 2,5       |
| 33        | 2                    | 2   | 4   | 4   | 3   | 3   | 4   | 4   | 2   | 2   | 30    | 3         |
| 34        | 4                    | 4   | 2   | 2   | 2   | 2   | 3   | 2   | 4   | 4   | 29    | 2,9       |
| 35        | 4                    | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 40    | 4         |

|    |   |   |   |   |   |   |   |   |   |   |    |     |
|----|---|---|---|---|---|---|---|---|---|---|----|-----|
| 36 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 28 | 2,8 |
| 37 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 35 | 3,5 |
| 38 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 32 | 3,2 |
| 39 | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 4 | 30 | 3   |
| 40 | 4 | 4 | 3 | 3 | 2 | 2 | 1 | 1 | 4 | 4 | 28 | 2,8 |
| 41 | 3 | 3 | 2 | 2 | 2 | 2 | 4 | 1 | 3 | 3 | 25 | 2,5 |
| 42 | 2 | 3 | 1 | 1 | 1 | 1 | 3 | 2 | 2 | 3 | 19 | 1,9 |
| 43 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 28 | 2,8 |
| 44 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 31 | 3,1 |
| 45 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 27 | 2,7 |
| 46 | 2 | 3 | 1 | 1 | 1 | 1 | 3 | 2 | 2 | 3 | 19 | 1,9 |
| 47 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 35 | 3,5 |
| 48 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 3   |
| 49 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 32 | 3,2 |
| 50 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 26 | 2,6 |
| 51 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 3   |
| 52 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 33 | 3,3 |
| 53 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 3   |
| 54 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 29 | 2,9 |
| 55 | 4 | 4 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 4 | 30 | 3   |
| 56 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 25 | 2,5 |
| 57 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 32 | 3,2 |
| 58 | 2 | 4 | 3 | 1 | 4 | 1 | 3 | 4 | 2 | 4 | 28 | 2,8 |
| 59 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 3   |
| 60 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 32 | 3,2 |
| 61 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 26 | 2,6 |
| 62 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 3   |
| 63 | 3 | 4 | 1 | 1 | 1 | 2 | 2 | 4 | 3 | 4 | 25 | 2,5 |
| 64 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 36 | 3,6 |
| 65 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 3 | 31 | 3,1 |
| 66 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 3 | 4 | 4 | 31 | 3,1 |
| 67 | 2 | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 2 | 30 | 3   |
| 68 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 3   |
| 69 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 28 | 2,8 |
| 70 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 29 | 2,9 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4   |
| 72 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 34 | 3,4 |

|     |   |   |   |   |   |   |   |   |   |   |    |     |
|-----|---|---|---|---|---|---|---|---|---|---|----|-----|
| 73  | 4 | 4 | 2 | 2 | 1 | 1 | 1 | 4 | 4 | 4 | 27 | 2,7 |
| 74  | 3 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 4 | 34 | 3,4 |
| 75  | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 28 | 2,8 |
| 76  | 3 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 27 | 2,7 |
| 77  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 3   |
| 78  | 4 | 4 | 2 | 3 | 2 | 2 | 4 | 2 | 4 | 4 | 31 | 3,1 |
| 79  | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 22 | 2,2 |
| 80  | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 33 | 3,3 |
| 81  | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 31 | 3,1 |
| 82  | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 37 | 3,7 |
| 83  | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 30 | 3   |
| 84  | 3 | 4 | 1 | 1 | 1 | 2 | 2 | 4 | 3 | 4 | 25 | 2,5 |
| 85  | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 36 | 3,6 |
| 86  | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 3 | 31 | 3,1 |
| 87  | 3 | 3 | 1 | 1 | 1 | 1 | 3 | 1 | 3 | 3 | 20 | 2   |
| 88  | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 27 | 2,7 |
| 89  | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 23 | 2,3 |
| 90  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 3   |
| 91  | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 25 | 2,5 |
| 92  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 3   |
| 93  | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 25 | 2,5 |
| 94  | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 22 | 2,2 |
| 95  | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 30 | 3   |
| 96  | 3 | 4 | 1 | 1 | 1 | 2 | 2 | 4 | 3 | 4 | 25 | 2,5 |
| 97  | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 29 | 2,9 |
| 98  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4   |
| 99  | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 34 | 3,4 |
| 100 | 4 | 4 | 2 | 2 | 1 | 1 | 1 | 4 | 4 | 4 | 27 | 2,7 |

| Responden | Keputusan Pembelian (Y) |     |     |     |     |     |     |     |     |     |     |     |     |    | Total       | Rata-Rata |
|-----------|-------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|-------------|-----------|
|           | p27                     | p28 | p29 | p30 | p31 | p32 | p33 | p34 | p35 | p36 | p37 | p38 | p39 |    |             |           |
| 1         | 2                       | 3   | 3   | 2   | 2   | 3   | 4   | 3   | 2   | 2   | 3   | 4   | 4   | 37 | 2,846153846 |           |
| 2         | 2                       | 2   | 3   | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2   | 32 | 2,461538462 |           |
| 3         | 2                       | 3   | 3   | 2   | 2   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2   | 32 | 2,461538462 |           |
| 4         | 3                       | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 37 | 2,846153846 |           |
| 5         | 4                       | 4   | 4   | 2   | 2   | 3   | 3   | 3   | 2   | 3   | 4   | 4   | 3   | 41 | 3,153846154 |           |
| 6         | 3                       | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 37 | 2,846153846 |           |
| 7         | 2                       | 2   | 2   | 2   | 4   | 4   | 3   | 2   | 1   | 2   | 2   | 2   | 2   | 30 | 2,307692308 |           |
| 8         | 1                       | 1   | 2   | 2   | 3   | 3   | 2   | 3   | 3   | 2   | 3   | 3   | 2   | 30 | 2,307692308 |           |
| 9         | 3                       | 2   | 2   | 3   | 3   | 3   | 2   | 2   | 2   | 3   | 3   | 3   | 3   | 34 | 2,615384615 |           |
| 10        | 3                       | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 2   | 3   | 2   | 3   | 3   | 35 | 2,692307692 |           |
| 11        | 3                       | 3   | 3   | 4   | 3   | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 42 | 3,230769231 |           |
| 12        | 2                       | 3   | 3   | 3   | 2   | 2   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 35 | 2,692307692 |           |
| 13        | 2                       | 3   | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 36 | 2,769230769 |           |
| 14        | 3                       | 3   | 3   | 2   | 2   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 3   | 34 | 2,615384615 |           |
| 15        | 3                       | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 39 | 3           |           |
| 16        | 3                       | 3   | 4   | 3   | 4   | 3   | 4   | 3   | 4   | 3   | 4   | 4   | 4   | 46 | 3,538461538 |           |
| 17        | 3                       | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 39 | 3           |           |
| 18        | 2                       | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 27 | 2,076923077 |           |
| 19        | 2                       | 2   | 2   | 3   | 2   | 3   | 3   | 3   | 2   | 2   | 2   | 2   | 2   | 30 | 2,307692308 |           |
| 20        | 3                       | 3   | 4   | 3   | 2   | 2   | 4   | 2   | 2   | 3   | 4   | 3   | 3   | 38 | 2,923076923 |           |
| 21        | 3                       | 2   | 3   | 4   | 2   | 1   | 3   | 1   | 3   | 2   | 3   | 4   | 1   | 32 | 2,461538462 |           |
| 22        | 3                       | 3   | 3   | 1   | 2   | 2   | 3   | 3   | 2   | 3   | 3   | 3   | 1   | 32 | 2,461538462 |           |
| 23        | 2                       | 2   | 2   | 3   | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 2   | 2   | 30 | 2,307692308 |           |
| 24        | 2                       | 2   | 2   | 3   | 3   | 3   | 3   | 4   | 2   | 3   | 3   | 3   | 3   | 36 | 2,769230769 |           |
| 25        | 3                       | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2   | 2   | 2   | 3   | 33 | 2,538461538 |           |
| 26        | 3                       | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 3   | 32 | 2,461538462 |           |
| 27        | 3                       | 2   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 4   | 3   | 3   | 3   | 33 | 2,538461538 |           |
| 28        | 2                       | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 4   | 2   | 2   | 2   | 28 | 2,153846154 |           |
| 29        | 4                       | 2   | 3   | 3   | 3   | 3   | 3   | 2   | 2   | 3   | 3   | 2   | 2   | 35 | 2,692307692 |           |
| 30        | 3                       | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 39 | 3           |           |
| 31        | 3                       | 3   | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 35 | 2,692307692 |           |
| 32        | 3                       | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 36 | 2,769230769 |           |

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |    |             |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|-------------|
| 33 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 2 | 2 | 3 | 3 | 2 | 37 | 2,846153846 |
| 34 | 2 | 3 | 3 | 1 | 1 | 1 | 3 | 3 | 1 | 4 | 3 | 3 | 2 | 30 | 2,307692308 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4           |
| 36 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 36 | 2,769230769 |
| 37 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 47 | 3,615384615 |
| 38 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 43 | 3,307692308 |
| 39 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 36 | 2,769230769 |
| 40 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 42 | 3,230769231 |
| 41 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 35 | 2,692307692 |
| 42 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 37 | 2,846153846 |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 | 3           |
| 44 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 32 | 2,461538462 |
| 45 | 2 | 2 | 3 | 2 | 2 | 4 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 32 | 2,461538462 |
| 46 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 35 | 2,692307692 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4           |
| 48 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 | 3           |
| 49 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 | 3           |
| 50 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 | 3           |
| 51 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 38 | 2,923076923 |
| 52 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 33 | 2,538461538 |
| 53 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 42 | 3,230769231 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 2 | 2 | 2 | 37 | 2,846153846 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4           |
| 56 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 33 | 2,538461538 |
| 57 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 35 | 2,692307692 |
| 58 | 3 | 2 | 4 | 1 | 3 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | 4 | 39 | 3           |
| 59 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 27 | 2,076923077 |
| 60 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 30 | 2,307692308 |
| 61 | 3 | 3 | 4 | 3 | 2 | 2 | 4 | 2 | 2 | 3 | 4 | 3 | 3 | 38 | 2,923076923 |
| 62 | 3 | 2 | 3 | 4 | 2 | 1 | 3 | 1 | 3 | 2 | 3 | 4 | 1 | 32 | 2,461538462 |
| 63 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 1 | 32 | 2,461538462 |
| 64 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 30 | 2,307692308 |
| 65 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 36 | 2,769230769 |
| 66 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 33 | 2,538461538 |





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DATASET NAME DataSet2 WINDOW=FRONT.

CORRELATIONS

/VARIABLES=p1 p2 p3 p4 p5 p6 p7 p8 p9 p10 p11 p12 p13 p14 p15 p16 p17 p18 p19 p20 p21 p22 p23 p24 p25 p26 p27 p28 p29 p30 p31 p32 p33 p34 p35 p36 p37 p38 p39 Total3

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

### Correlations

[DataSet2] C:\Users\User-PC\Downloads\Skrpsi\SPSS\data 100 responden.sav

|                        | p1     | p2     | p3     | p4     | p5     | p6     | p7     | p8     | p9     | p10  | p11    | p12  | p13    | p14    | p15   | p16    | p17    | p18    | p19   | p20   |
|------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|--------|------|--------|--------|-------|--------|--------|--------|-------|-------|
| p1 Pearson Correlation | 1      | ,382** | ,304** | ,162   | ,248*  | ,096   | ,030   | ,250*  | ,304** | ,166 | ,363** | ,147 | ,065   | ,166   | ,111  | -,090  | ,100   | ,137   | ,073  | ,018  |
| Sig. (2-tailed)        |        | ,000   | ,002   | ,108   | ,013   | ,343   | ,767   | ,012   | ,002   | ,098 | ,000   | ,145 | ,521   | ,099   | ,270  | ,371   | ,321   | ,175   | ,473  | ,856  |
| N                      | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100  | 100    | 100  | 100    | 100    | 100   | 100    | 100    | 100    | 100   | 100   |
| p2 Pearson Correlation | ,382** | 1      | ,568** | ,337** | ,590** | ,444** | ,351** | -,129  | -,023  | ,119 | -,058  | ,010 | ,492** | ,541** | ,182  | ,177   | ,334** | ,336** | -,038 | -,106 |
| Sig. (2-tailed)        | ,000   |        | ,000   | ,001   | ,000   | ,000   | ,000   | ,202   | ,819   | ,240 | ,570   | ,920 | ,000   | ,000   | ,069  | ,079   | ,001   | ,001   | ,708  | ,293  |
| N                      | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100  | 100    | 100  | 100    | 100    | 100   | 100    | 100    | 100    | 100   | 100   |
| p3 Pearson Correlation | ,304** | ,568** | 1      | ,525** | ,586** | ,307** | ,389** | ,063   | ,136   | ,135 | ,102   | ,075 | ,381** | ,333** | ,190  | ,147   | ,260** | ,478** | ,065  | ,022  |
| Sig. (2-tailed)        | ,002   | ,000   |        | ,000   | ,000   | ,002   | ,000   | ,532   | ,177   | ,181 | ,313   | ,456 | ,000   | ,001   | ,058  | ,144   | ,009   | ,000   | ,519  | ,825  |
| N                      | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100  | 100    | 100  | 100    | 100    | 100   | 100    | 100    | 100    | 100   | 100   |
| p4 Pearson Correlation | ,162   | ,337** | ,525** | 1      | ,412** | ,135   | ,374** | ,350** | ,339** | ,171 | ,170   | ,158 | ,091   | -,001  | ,249* | ,310** | ,184   | ,284** | ,152  | ,112  |
| Sig. (2-tailed)        | ,108   | ,001   | ,000   |        | ,000   | ,179   | ,000   | ,000   | ,001   | ,089 | ,091   | ,116 | ,368   | ,993   | ,012  | ,002   | ,066   | ,004   | ,132  | ,268  |



|             |                                                        |                           |                           |                           |                           |                           |                               |                           |                               |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                                  |
|-------------|--------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------------|---------------------------|-------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------------|
| p<br>1<br>1 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,363<br>**<br>,000<br>100 | -<br>,058<br>,570<br>100  | ,102<br>,313<br>100       | ,170<br>,091<br>100       | -<br>,132<br>,189<br>100  | -<br>,245<br>*<br>,014<br>100 | ,197<br>*<br>,049<br>100  | ,542<br>**<br>,000<br>100     | ,721<br>**<br>,000<br>100 | ,573<br>**<br>,000<br>100 | 1<br>100                  | ,540<br>**<br>,000<br>100 | -<br>,014<br>,888<br>100  | -,108<br>,286<br>100      | ,384<br>**<br>,000<br>100 | ,288<br>**<br>,004<br>100 | -<br>,023<br>,822<br>100  | ,001<br>,991<br>100       | ,246<br>*<br>,014<br>100  | ,09<br>9<br>,32<br>9<br>100      |
| p<br>1<br>2 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,147<br>,145<br>100       | ,010<br>,920<br>100       | ,075<br>,456<br>100       | ,158<br>,116<br>100       | ,085<br>,402<br>100       | -<br>,109<br>,282<br>100      | ,217<br>*<br>,030<br>100  | ,380<br>**<br>,000<br>100     | ,535<br>**<br>,000<br>100 | ,603<br>**<br>,000<br>100 | ,540<br>**<br>,000<br>100 | 1<br>100                  | ,126<br>,213<br>100       | ,104<br>,303<br>100       | ,519<br>**<br>,000<br>100 | ,469<br>**<br>,000<br>100 | -<br>,044<br>,663<br>100  | ,053<br>,597<br>100       | ,242<br>*<br>,015<br>100  | ,12<br>0<br>,23<br>4<br>100      |
| p<br>1<br>3 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,065<br>,521<br>100       | ,492<br>**<br>,000<br>100 | ,381<br>**<br>,000<br>100 | ,091<br>,368<br>100       | ,391<br>**<br>,000<br>100 | ,332<br>**<br>,001<br>100     | ,192<br>,056<br>100       | -<br>,165<br>100              | -<br>,026<br>100          | ,096<br>,340<br>100       | -<br>,014<br>100          | ,126<br>,213<br>100       | 1<br>100                  | ,590<br>**<br>,000<br>100 | ,178<br>,077<br>100       | ,278<br>**<br>,005<br>100 | ,283<br>**<br>,004<br>100 | ,271<br>**<br>,006<br>100 | -<br>,041<br>,685<br>100  | ,01<br>5<br>,88<br>0<br>100      |
| p<br>1<br>4 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,166<br>,099<br>100       | ,541<br>**<br>,000<br>100 | ,333<br>**<br>,001<br>100 | -<br>,001<br>,993<br>100  | ,328<br>**<br>,001<br>100 | ,406<br>**<br>,000<br>100     | ,220<br>*<br>,028<br>100  | -<br>,230<br>*<br>,021<br>100 | -<br>,066<br>,516<br>100  | ,132<br>,189<br>100       | -<br>,108<br>,286<br>100  | ,104<br>,303<br>100       | ,590<br>**<br>,000<br>100 | 1<br>100                  | ,202<br>*<br>,044<br>100  | ,091<br>,369<br>100       | ,295<br>**<br>,003<br>100 | ,307<br>**<br>,002<br>100 | -<br>,093<br>,358<br>100  | -<br>,09<br>9<br>,32<br>8<br>100 |
| p<br>1<br>5 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,111<br>,270<br>100       | ,182<br>,069<br>100       | ,190<br>,058<br>100       | ,249<br>*<br>,012<br>100  | ,079<br>,435<br>100       | -<br>,059<br>,562<br>100      | ,401<br>**<br>,000<br>100 | ,214<br>*<br>,032<br>100      | ,268<br>**<br>,007<br>100 | ,383<br>**<br>,000<br>100 | ,384<br>**<br>,000<br>100 | ,519<br>**<br>,000<br>100 | ,178<br>,077<br>100       | ,202<br>*<br>,044<br>100  | 1<br>100                  | ,623<br>**<br>,000<br>100 | -<br>,078<br>,438<br>100  | ,135<br>,182<br>100       | ,271<br>**<br>,006<br>100 | ,19<br>6<br>,05<br>1<br>100      |
| p<br>1<br>6 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | -<br>,090<br>,371<br>100  | ,177<br>,079<br>100       | ,147<br>,144<br>100       | ,310<br>**<br>,002<br>100 | ,049<br>,629<br>100       | ,074<br>,462<br>100           | ,362<br>**<br>,000<br>100 | ,254<br>*<br>,011<br>100      | ,252<br>*<br>,011<br>100  | ,450<br>**<br>,000<br>100 | ,288<br>**<br>,004<br>100 | ,469<br>**<br>,000<br>100 | ,278<br>**<br>,005<br>100 | ,091<br>,369<br>100       | ,623<br>**<br>,000<br>100 | 1<br>100                  | ,069<br>,494<br>100       | ,035<br>,731<br>100       | ,352<br>**<br>,000<br>100 | ,20<br>1<br>*<br>,04<br>5<br>100 |
| p           | Pearson                                                | ,100                      | ,334                      | ,260                      | ,184                      | ,330                      | ,226                          | ,124                      | ,061                          | ,044                      | ,196                      | -                         | -                         | ,283                      | ,295<br>**                | -                         | ,069                      | 1                         | ,737                      | ,156                      | ,03                              |

|             |                                                        |             |              |             |             |              |              |              |               |               |               |               |               |               |               |               |               |               |              |               |                                |
|-------------|--------------------------------------------------------|-------------|--------------|-------------|-------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|--------------------------------|
| 1<br>7      | Correlati<br>on<br>Sig. (2-<br>tailed)<br>N            | ,321<br>100 | ,001<br>100  | ,009<br>100 | ,066<br>100 | ,001<br>100  | ,024<br>100  | ,221<br>100  | ,546<br>100   | ,664<br>100   | ,051<br>100   | ,023<br>100   | ,044<br>100   | ,004<br>100   | ,003<br>100   | ,438<br>100   | ,494<br>100   |               | ,000<br>100  | ,120<br>100   | ,75<br>3<br>100                |
| p<br>1<br>8 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,137<br>100 | ,336<br>100  | ,478<br>100 | ,284<br>100 | ,321<br>100  | ,197<br>100  | ,131<br>100  | ,080<br>100   | ,032<br>100   | ,135<br>100   | ,001<br>100   | ,053<br>100   | ,271<br>100   | ,307**<br>100 | ,135<br>100   | ,035<br>100   | ,737**<br>100 | 1<br>100     | ,083<br>100   | -<br>07<br>2<br>47<br>8<br>100 |
| p<br>1<br>9 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,073<br>100 | -,038<br>100 | ,065<br>100 | ,152<br>100 | ,019<br>100  | ,011<br>100  | ,175<br>100  | ,359**<br>100 | ,285**<br>100 | ,266**<br>100 | ,246*<br>100  | ,242*<br>100  | -,041<br>100  | -,093<br>100  | ,271**<br>100 | ,352**<br>100 | ,156<br>100   | ,083<br>100  | 1<br>100      | ,64<br>9**<br>00<br>0<br>100   |
| p<br>2<br>0 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,018<br>100 | -,106<br>100 | ,022<br>100 | ,112<br>100 | ,016<br>100  | ,181<br>100  | ,192<br>100  | ,240*<br>100  | ,216*<br>100  | ,112<br>100   | ,099<br>100   | ,120<br>100   | ,015<br>100   | -,099<br>100  | ,196<br>100   | ,201*<br>100  | ,032<br>100   | -,072<br>100 | ,649**<br>100 | 1<br>100                       |
| p<br>2<br>1 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,189<br>100 | ,015<br>100  | ,066<br>100 | ,122<br>100 | -,017<br>100 | -,025<br>100 | ,236*<br>100 | ,444**<br>100 | ,373**<br>100 | ,291**<br>100 | ,358**<br>100 | ,282**<br>100 | -,202*<br>100 | -,062<br>100  | ,266**<br>100 | ,227*<br>100  | ,126<br>100   | ,046<br>100  | ,653**<br>100 | ,62<br>2**<br>00<br>0<br>100   |
| p<br>2<br>2 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,163<br>100 | ,057<br>100  | ,043<br>100 | ,187<br>100 | ,068<br>100  | ,091<br>100  | ,139<br>100  | ,337**<br>100 | ,300**<br>100 | ,324**<br>100 | ,276**<br>100 | ,230*<br>100  | ,017<br>100   | ,012<br>100   | ,270**<br>100 | ,348**<br>100 | ,134<br>100   | -,061<br>100 | ,555**<br>100 | ,63<br>4**<br>00<br>0<br>100   |
| p<br>2      | Pearson<br>Correlati                                   | ,045        | ,039         | ,179        | ,103        | ,126         | ,300**       | ,271**       | ,121          | ,118          | ,156          | ,161          | ,183          | -,105         | -,058         | ,228*         | ,129          | ,041          | ,082         | ,266**        | ,33<br>9**                     |

|          |                                                        |                   |                   |               |               |                   |                   |               |              |              |              |                   |                   |                   |               |                   |               |                |                |               |                   |
|----------|--------------------------------------------------------|-------------------|-------------------|---------------|---------------|-------------------|-------------------|---------------|--------------|--------------|--------------|-------------------|-------------------|-------------------|---------------|-------------------|---------------|----------------|----------------|---------------|-------------------|
| 3        | on<br>Sig. (2-<br>tailed)<br>N                         | ,655<br>100       | ,701<br>100       | ,075<br>100   | ,306<br>100   | ,212<br>100       | ,002<br>100       | ,006<br>100   | ,229<br>100  | ,242<br>100  | ,120<br>100  | ,110<br>100       | ,069<br>100       | ,298<br>100       | ,567<br>100   | ,023<br>100       | ,199<br>100   | ,683<br>100    | ,416<br>100    | ,007<br>100   | ,001<br>100       |
| p 2<br>4 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,039<br>100       | -,<br>,049<br>100 | ,076<br>100   | ,194<br>100   | -,<br>,104<br>100 | -,<br>,062<br>100 | ,081<br>100   | ,223*<br>100 | ,213*<br>100 | ,207*<br>100 | ,301**<br>100     | ,165<br>100       | -,<br>,083<br>100 | ,000<br>100   | ,278**<br>100     | ,265**<br>100 | ,075<br>100    | ,114<br>100    | ,304**<br>100 | ,231*<br>100      |
| p 2<br>5 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,100<br>100       | ,334**<br>100     | ,260**<br>100 | ,184<br>100   | ,330**<br>100     | ,226*<br>100      | ,124<br>100   | ,061<br>100  | ,044<br>100  | ,196<br>100  | -,<br>,023<br>100 | -,<br>,044<br>100 | ,283**<br>100     | ,295**<br>100 | -,<br>,078<br>100 | ,069<br>100   | 1,000**<br>100 | ,737**<br>100  | ,156<br>100   | ,032<br>100       |
| p 2<br>6 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,137<br>100       | ,336**<br>100     | ,478**<br>100 | ,284**<br>100 | ,321**<br>100     | ,197*<br>100      | ,131<br>100   | ,080<br>100  | ,032<br>100  | ,135<br>100  | ,001<br>100       | ,053<br>100       | ,271**<br>100     | ,307**<br>100 | ,135<br>100       | ,035<br>100   | ,737**<br>100  | 1,000**<br>100 | ,083<br>100   | -,<br>,072<br>100 |
| p 2<br>7 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | -,<br>,008<br>100 | ,172<br>100       | ,145<br>100   | ,236*<br>100  | ,123<br>100       | -,<br>,051<br>100 | ,127<br>100   | ,089<br>100  | ,065<br>100  | ,158<br>100  | ,203*<br>100      | ,072<br>100       | ,106<br>100       | ,156<br>100   | ,116<br>100       | ,158<br>100   | ,189<br>100    | ,167<br>100    | ,144<br>100   | ,042<br>100       |
| p 2<br>8 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | -,<br>,064<br>100 | ,229*<br>100      | ,257**<br>100 | ,225*<br>100  | ,190<br>100       | ,026<br>100       | ,258**<br>100 | ,049<br>100  | ,113<br>100  | ,200*<br>100 | ,096<br>100       | ,107<br>100       | ,232*<br>100      | ,206*<br>100  | ,134<br>100       | ,174<br>100   | ,270**<br>100  | ,257**<br>100  | ,086<br>100   | ,185<br>100       |
| p 2<br>9 | Pearson<br>Correlati<br>on                             | ,051<br>100       | ,179<br>100       | ,304**<br>100 | ,255*<br>100  | ,141<br>100       | ,045<br>100       | ,158<br>100   | ,163<br>100  | ,181<br>100  | ,182<br>100  | ,155<br>100       | ,110<br>100       | ,069<br>100       | ,205*<br>100  | ,106<br>100       | ,097<br>100   | ,287**<br>100  | ,326**<br>100  | ,182<br>100   | ,153<br>100       |

|     |                                             |                      |                       |                     |                       |                      |                      |                       |                      |                       |                      |                      |                     |                       |                      |                      |                       |                      |                      |                       |                       |
|-----|---------------------------------------------|----------------------|-----------------------|---------------------|-----------------------|----------------------|----------------------|-----------------------|----------------------|-----------------------|----------------------|----------------------|---------------------|-----------------------|----------------------|----------------------|-----------------------|----------------------|----------------------|-----------------------|-----------------------|
|     | Sig. (2-tailed)<br>N                        | ,613<br>100          | ,075<br>100           | ,002<br>100         | ,011<br>100           | ,161<br>100          | ,657<br>100          | ,116<br>100           | ,105<br>100          | ,071<br>100           | ,071<br>100          | ,124<br>100          | ,274<br>100         | ,497<br>100           | ,040<br>100          | ,294<br>100          | ,335<br>100           | ,004<br>100          | ,001<br>100          | ,070<br>100           | ,128<br>100           |
| p30 | Pearson Correlation<br>Sig. (2-tailed)<br>N | -,109<br>,280<br>100 | ,260**<br>,009<br>100 | ,091<br>,368<br>100 | ,289**<br>,004<br>100 | ,198*<br>,048<br>100 | ,122<br>,228<br>100  | ,143<br>,157<br>100   | ,020<br>,844<br>100  | ,102<br>,312<br>100   | ,068<br>,504<br>100  | ,059<br>,562<br>100  | ,002<br>,986<br>100 | ,360**<br>,000<br>100 | ,113<br>,263<br>100  | ,223*<br>,025<br>100 | ,300**<br>,002<br>100 | ,154<br>,125<br>100  | ,051<br>,615<br>100  | ,314**<br>,001<br>100 | ,289**<br>,004<br>100 |
| p31 | Pearson Correlation<br>Sig. (2-tailed)<br>N | -,058<br>,565<br>100 | ,071<br>,486<br>100   | ,194<br>,053<br>100 | ,197*<br>,050<br>100  | ,007<br>,942<br>100  | -,063<br>,531<br>100 | ,267**<br>,007<br>100 | ,173<br>,086<br>100  | ,246*<br>,013<br>100  | ,063<br>,531<br>100  | ,253*<br>,011<br>100 | ,030<br>,765<br>100 | ,077<br>,445<br>100   | ,020<br>,842<br>100  | ,201*<br>,045<br>100 | ,159<br>,115<br>100   | ,133<br>,187<br>100  | ,194<br>,053<br>100  | ,288**<br>,004<br>100 | ,232*<br>,020<br>100  |
| p32 | Pearson Correlation<br>Sig. (2-tailed)<br>N | -,045<br>,660<br>100 | ,042<br>,675<br>100   | ,181<br>,071<br>100 | ,180<br>,073<br>100   | ,126<br>,211<br>100  | -,041<br>,688<br>100 | ,277**<br>,005<br>100 | ,029<br>,771<br>100  | ,182<br>,070<br>100   | -,002<br>,985<br>100 | ,194<br>,054<br>100  | ,102<br>,313<br>100 | ,017<br>,866<br>100   | ,005<br>,959<br>100  | ,143<br>,156<br>100  | ,094<br>,350<br>100   | ,148<br>,141<br>100  | ,162<br>,108<br>100  | ,217*<br>,030<br>100  | ,188<br>,061<br>100   |
| p33 | Pearson Correlation<br>Sig. (2-tailed)<br>N | -,038<br>,710<br>100 | ,009<br>,930<br>100   | ,110<br>,274<br>100 | ,209*<br>,037<br>100  | ,095<br>,348<br>100  | -,025<br>,806<br>100 | ,012<br>,908<br>100   | ,235*<br>,018<br>100 | ,125<br>,215<br>100   | ,071<br>,485<br>100  | ,147<br>,145<br>100  | ,108<br>,285<br>100 | ,117<br>,248<br>100   | -,020<br>,846<br>100 | -,044<br>,660<br>100 | ,077<br>,449<br>100   | ,226*<br>,024<br>100 | ,238*<br>,017<br>100 | ,194<br>,053<br>100   | ,218*<br>,029<br>100  |
| p34 | Pearson Correlation<br>Sig. (2-tailed)<br>N | -,104<br>,302<br>100 | ,047<br>,641<br>100   | ,196<br>,051<br>100 | ,025<br>,808<br>100   | ,035<br>,732<br>100  | -,023<br>,821<br>100 | ,216*<br>,031<br>100  | ,028<br>,783<br>100  | ,068<br>,503<br>100   | ,100<br>,323<br>100  | ,179<br>,074<br>100  | ,193<br>,054<br>100 | ,144<br>,152<br>100   | ,076<br>,451<br>100  | ,223*<br>,026<br>100 | ,081<br>,420<br>100   | ,081<br>,423<br>100  | ,217*<br>,030<br>100 | ,175<br>,081<br>100   | ,151<br>,133<br>100   |
| p35 | Pearson Correlation<br>Sig. (2-tailed)<br>N | -,045<br>,659<br>100 | ,152<br>,130<br>100   | ,196<br>,051<br>100 | ,338**<br>,001<br>100 | ,125<br>,215<br>100  | -,016<br>,876<br>100 | ,270**<br>,007<br>100 | ,235*<br>,019<br>100 | ,321**<br>,001<br>100 | ,157<br>,120<br>100  | ,212*<br>,035<br>100 | ,049<br>,631<br>100 | ,210*<br>,036<br>100  | ,110<br>,274<br>100  | ,234*<br>,019<br>100 | ,252*<br>,011<br>100  | ,129<br>,201<br>100  | ,096<br>,340<br>100  | ,326**<br>,001<br>100 | ,247*<br>,01<br>100   |

|                            |                                                        |               |                |                |                |                |               |                |                |                |                |                |                |                |                |                |                |                |                |                |                   |
|----------------------------|--------------------------------------------------------|---------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-------------------|
|                            | tailed)<br>N                                           | 100           | 100            | 100            | 100            | 100            | 100           | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 3                 |
| p 3 6                      | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | -<br>,025     | ,212*<br>,035  | ,218*<br>,029  | -<br>,063      | ,243*<br>,015  | ,125<br>,214  | ,151<br>,134   | -<br>,029      | ,084<br>,405   | ,111<br>,270   | ,050<br>,621   | ,047<br>,645   | ,174<br>,083   | ,165<br>,101   | ,021<br>,839   | -<br>,065      | ,268**<br>,007 | ,317**<br>,001 | ,043<br>,670   | -<br>,071<br>,485 |
|                            |                                                        | 100           | 100            | 100            | 100            | 100            | 100           | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100               |
|                            |                                                        |               |                |                |                |                |               |                |                |                |                |                |                |                |                |                |                |                |                |                |                   |
| p 3 7                      | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | -<br>,036     | -<br>,055      | ,181<br>,071   | ,012<br>,904   | ,038<br>,710   | -<br>,106     | ,011<br>,911   | ,124<br>,218   | ,121<br>,229   | ,044<br>,664   | ,163<br>,105   | ,132<br>,192   | ,140<br>,165   | ,113<br>,265   | ,070<br>,487   | ,051<br>,613   | ,121<br>,229   | ,230*<br>,021  | ,254*<br>,011  | ,165<br>,100      |
|                            |                                                        | 100           | 100            | 100            | 100            | 100            | 100           | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100               |
|                            |                                                        |               |                |                |                |                |               |                |                |                |                |                |                |                |                |                |                |                |                |                |                   |
| p 3 8                      | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | -<br>,144     | ,047<br>,643   | ,182<br>,070   | ,145<br>,149   | ,125<br>,217   | ,006<br>,955  | ,047<br>,640   | ,099<br>,327   | ,110<br>,276   | ,155<br>,123   | ,055<br>,586   | ,175<br>,081   | ,139<br>,167   | ,121<br>,229   | -<br>,061      | ,120<br>,233   | ,233*<br>,020  | ,158<br>,116   | ,235*<br>,019  | ,206*<br>,040     |
|                            |                                                        | 100           | 100            | 100            | 100            | 100            | 100           | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100               |
|                            |                                                        |               |                |                |                |                |               |                |                |                |                |                |                |                |                |                |                |                |                |                |                   |
| p 3 9                      | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | -<br>,119     | ,071<br>,485   | ,083<br>,414   | ,054<br>,595   | ,035<br>,733   | -<br>,164     | ,257**<br>,010 | ,036<br>,720   | ,122<br>,225   | ,070<br>,487   | ,207*<br>,039  | ,197*<br>,049  | ,219*<br>,028  | ,126<br>,213   | ,289**<br>,004 | ,180<br>,074   | ,171<br>,089   | ,220*<br>,028  | ,193<br>,055   | ,170<br>,092      |
|                            |                                                        | 100           | 100            | 100            | 100            | 100            | 100           | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100               |
|                            |                                                        |               |                |                |                |                |               |                |                |                |                |                |                |                |                |                |                |                |                |                |                   |
| T<br>o<br>t<br>a<br>l<br>3 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,232*<br>,020 | ,409**<br>,000 | ,527**<br>,000 | ,508**<br>,000 | ,393**<br>,000 | ,202*<br>,044 | ,489**<br>,000 | ,423**<br>,000 | ,511**<br>,000 | ,505**<br>,000 | ,469**<br>,000 | ,438**<br>,000 | ,354**<br>,000 | ,306**<br>,002 | ,484**<br>,000 | ,480**<br>,000 | ,487**<br>,000 | ,510**<br>,000 | ,529**<br>,000 | ,421**<br>,000    |
|                            |                                                        | 100           | 100            | 100            | 100            | 100            | 100           | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100            | 100               |
|                            |                                                        |               |                |                |                |                |               |                |                |                |                |                |                |                |                |                |                |                |                |                |                   |

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |            |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|
|  | p21 | p22 | p23 | p24 | p25 | p26 | p27 | p28 | p29 | p30 | p31 | p32 | p33 | p34 | p35 | p36 | p37 | p38 | p39 | Total<br>3 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|

|     |                                                    |                      |                     |                       |                      |                       |                       |                      |                       |                       |                       |                      |                      |                      |                      |                       |                      |                      |                      |                      |                       |
|-----|----------------------------------------------------|----------------------|---------------------|-----------------------|----------------------|-----------------------|-----------------------|----------------------|-----------------------|-----------------------|-----------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|
| p 1 | Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | ,189<br>,060<br>100  | ,163<br>,106<br>100 | ,045<br>,655<br>100   | ,039<br>,697<br>100  | ,100<br>,321<br>100   | ,137<br>,175<br>100   | -,008<br>,936<br>100 | -,064<br>,526<br>100  | ,051<br>,613<br>100   | -,109<br>,280<br>100  | -,058<br>,565<br>100 | -,045<br>,660<br>100 | -,038<br>,710<br>100 | -,104<br>,302<br>100 | -,045<br>,659<br>100  | -,025<br>,802<br>100 | -,036<br>,719<br>100 | -,144<br>,152<br>100 | -,119<br>,240<br>100 | ,232*<br>,020<br>100  |
| p 2 | Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | ,015<br>,883<br>100  | ,057<br>,574<br>100 | ,039<br>,701<br>100   | -,049<br>,631<br>100 | ,334**<br>,001<br>100 | ,336**<br>,001<br>100 | ,172<br>,086<br>100  | ,229*<br>,022<br>100  | ,179<br>,075<br>100   | ,260**<br>,009<br>100 | ,071<br>,486<br>100  | ,042<br>,675<br>100  | ,009<br>,930<br>100  | ,047<br>,641<br>100  | ,152<br>,130<br>100   | ,212*<br>,035<br>100 | -,055<br>,588<br>100 | ,047<br>,643<br>100  | ,071<br>,485<br>100  | ,409**<br>,000<br>100 |
| p 3 | Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | ,066<br>,517<br>100  | ,043<br>,673<br>100 | ,179<br>,075<br>100   | ,076<br>,454<br>100  | ,260**<br>,009<br>100 | ,478**<br>,000<br>100 | ,145<br>,151<br>100  | ,257**<br>,010<br>100 | ,304**<br>,002<br>100 | ,091<br>,368<br>100   | ,194<br>,053<br>100  | ,181<br>,071<br>100  | ,110<br>,274<br>100  | ,196<br>,051<br>100  | ,196<br>,051<br>100   | ,218*<br>,029<br>100 | ,181<br>,071<br>100  | ,182<br>,070<br>100  | ,083<br>,414<br>100  | ,527**<br>,000<br>100 |
| p 4 | Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | ,122<br>,226<br>100  | ,187<br>,062<br>100 | ,103<br>,306<br>100   | ,194<br>,053<br>100  | ,184<br>,066<br>100   | ,284**<br>,004<br>100 | ,236*<br>,018<br>100 | ,225*<br>,025<br>100  | ,255*<br>,011<br>100  | ,289**<br>,004<br>100 | ,197*<br>,050<br>100 | ,180<br>,073<br>100  | ,209*<br>,037<br>100 | ,025<br>,808<br>100  | ,338**<br>,001<br>100 | -,063<br>,531<br>100 | ,012<br>,904<br>100  | ,145<br>,149<br>100  | ,054<br>,595<br>100  | ,508**<br>,000<br>100 |
| p 5 | Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | -,017<br>,867<br>100 | ,068<br>,503<br>100 | ,126<br>,212<br>100   | -,104<br>,303<br>100 | ,330**<br>,001<br>100 | ,321**<br>,001<br>100 | ,123<br>,224<br>100  | ,190<br>,058<br>100   | ,141<br>,161<br>100   | ,198*<br>,048<br>100  | ,007<br>,942<br>100  | ,126<br>,211<br>100  | ,095<br>,348<br>100  | ,035<br>,732<br>100  | ,125<br>,215<br>100   | ,243*<br>,015<br>100 | ,038<br>,710<br>100  | ,125<br>,217<br>100  | ,035<br>,733<br>100  | ,393**<br>,000<br>100 |
| p 6 | Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | -,025<br>,802<br>100 | ,091<br>,366<br>100 | ,300**<br>,002<br>100 | -,062<br>,538<br>100 | ,226*<br>,024<br>100  | ,197*<br>,050<br>100  | -,051<br>,616<br>100 | ,026<br>,796<br>100   | ,045<br>,657<br>100   | ,122<br>,228<br>100   | -,063<br>,531<br>100 | -,041<br>,688<br>100 | -,025<br>,806<br>100 | -,023<br>,821<br>100 | -,016<br>,876<br>100  | ,125<br>,214<br>100  | -,106<br>,296<br>100 | ,006<br>,955<br>100  | -,164<br>,103<br>100 | ,202*<br>,044<br>100  |
| p   | Pearson                                            | ,236                 | ,139                | ,271                  | ,081                 | ,124                  | ,131                  | ,127                 | ,258                  | ,158                  | ,143                  | ,267                 | ,277                 | ,012                 | ,216*                | ,270                  | ,151                 | ,011                 | ,047                 | ,257                 | ,489**                |

|      |                                                        |                  |               |                  |                       |                         |               |              |              |             |               |              |                  |              |             |               |                  |             |             |              |               |
|------|--------------------------------------------------------|------------------|---------------|------------------|-----------------------|-------------------------|---------------|--------------|--------------|-------------|---------------|--------------|------------------|--------------|-------------|---------------|------------------|-------------|-------------|--------------|---------------|
| 7    | Correlati<br>on<br>Sig. (2-<br>tailed)<br>N            | ,018<br>100      | ,168<br>100   | ,006<br>100      | ,422<br>100           | ,221<br>100             | ,194<br>100   | ,208<br>100  | ,010<br>100  | ,116<br>100 | ,157<br>100   | ,007<br>100  | ,005<br>100      | ,908<br>100  | ,031<br>100 | ,007<br>100   | ,134<br>100      | ,911<br>100 | ,640<br>100 | ,010<br>100  | ,000<br>100   |
| p 8  | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,444**<br>100    | ,337**<br>100 | ,121<br>100      | ,223*<br>100          | ,061<br>100             | ,080<br>100   | ,089<br>100  | ,049<br>100  | ,163<br>100 | ,020<br>100   | ,173<br>100  | ,029<br>100      | ,235*<br>100 | ,028<br>100 | ,235*<br>100  | -<br>100<br>,029 | ,124<br>100 | ,099<br>100 | ,036<br>100  | ,423**<br>100 |
| p 9  | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,373**<br>100    | ,300**<br>100 | ,118<br>100      | ,213*<br>100          | ,044<br>100             | ,032<br>100   | ,065<br>100  | ,113<br>100  | ,181<br>100 | ,102<br>100   | ,246*<br>100 | ,182<br>100      | ,125<br>100  | ,068<br>100 | ,321**<br>100 | ,084<br>100      | ,121<br>100 | ,110<br>100 | ,122<br>100  | ,511**<br>100 |
| p 10 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,291**<br>100    | ,324**<br>100 | ,156<br>100      | ,207*<br>100          | ,196<br>100             | ,135<br>100   | ,158<br>100  | ,200*<br>100 | ,182<br>100 | ,068<br>100   | ,063<br>100  | -<br>100<br>,002 | ,071<br>100  | ,100<br>100 | ,157<br>100   | ,111<br>100      | ,044<br>100 | ,155<br>100 | ,070<br>100  | ,505**<br>100 |
| p 11 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,358**<br>100    | ,276**<br>100 | ,161<br>100      | ,301**<br>100<br>,023 | -<br>100<br>,023        | ,001<br>100   | ,203*<br>100 | ,096<br>100  | ,155<br>100 | ,059<br>100   | ,253*<br>100 | ,194<br>100      | ,147<br>100  | ,179<br>100 | ,212*<br>100  | ,050<br>100      | ,163<br>100 | ,055<br>100 | ,207*<br>100 | ,469**<br>100 |
| p 12 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,282**<br>100    | ,230*<br>100  | ,183<br>100      | ,165<br>100<br>,044   | -<br>100<br>,044        | ,053<br>100   | ,072<br>100  | ,107<br>100  | ,110<br>100 | ,002<br>100   | ,030<br>100  | ,102<br>100      | ,108<br>100  | ,193<br>100 | ,049<br>100   | ,047<br>100      | ,132<br>100 | ,175<br>100 | ,197*<br>100 | ,438**<br>100 |
| p 13 | Pearson<br>Correlati                                   | -<br>100<br>,202 | ,017<br>100   | -<br>100<br>,105 | -<br>100<br>,083      | ,283**<br>100<br>,271** | ,271**<br>100 | ,106<br>100  | ,232*<br>100 | ,069<br>100 | ,360**<br>100 | ,077<br>100  | ,017<br>100      | ,117<br>100  | ,144<br>100 | ,210*<br>100  | ,174<br>100      | ,140<br>100 | ,139<br>100 | ,219*<br>100 | ,354**<br>100 |



|          |                                                        |               |               |               |               |             |               |              |               |               |               |              |              |              |              |              |               |              |              |              |               |
|----------|--------------------------------------------------------|---------------|---------------|---------------|---------------|-------------|---------------|--------------|---------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|---------------|
|          | Sig. (2-tailed)<br>N                                   | ,000<br>100   | ,000<br>100   | ,007<br>100   | ,002<br>100   | ,120<br>100 | ,411<br>100   | ,154<br>100  | ,397<br>100   | ,070<br>100   | ,001<br>100   | ,004<br>100  | ,030<br>100  | ,053<br>100  | ,081<br>100  | ,001<br>100  | ,670<br>100   | ,011<br>100  | ,019<br>100  | ,055<br>100  | ,000<br>100   |
| p 2<br>0 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,622**<br>100 | ,634**<br>100 | ,339**<br>100 | ,231*<br>100  | ,032<br>100 | -,072<br>100  | ,042<br>100  | ,185<br>100   | ,153<br>100   | ,289**<br>100 | ,232*<br>100 | ,188<br>100  | ,218*<br>100 | ,151<br>100  | ,247*<br>100 | -,071<br>100  | ,165<br>100  | ,206*<br>100 | ,170<br>100  | ,421**<br>100 |
| p 2<br>1 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | 1<br>100      | ,589**<br>100 | ,436**<br>100 | ,327**<br>100 | ,126<br>100 | ,046<br>100   | ,239*<br>100 | ,231*<br>100  | ,300**<br>100 | ,073<br>100   | ,247*<br>100 | ,206*<br>100 | ,240*<br>100 | ,236*<br>100 | ,199*<br>100 | ,100<br>100   | ,232*<br>100 | ,196<br>100  | ,226*<br>100 | ,547**<br>100 |
| p 2<br>2 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,589**<br>100 | 1<br>100      | ,287**<br>100 | ,391**<br>100 | ,134<br>100 | -,061<br>100  | ,246*<br>100 | ,245*<br>100  | ,210*<br>100  | ,340**<br>100 | ,256*<br>100 | ,124<br>100  | ,227*<br>100 | -,039<br>100 | ,241*<br>100 | -,083<br>100  | ,169<br>100  | ,226*<br>100 | ,057<br>100  | ,510**<br>100 |
| p 2<br>3 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,436**<br>100 | ,287**<br>100 | 1<br>100      | ,055<br>100   | ,041<br>100 | ,082<br>100   | -,045<br>100 | ,068<br>100   | ,045<br>100   | -,142<br>100  | ,011<br>100  | ,053<br>100  | ,061<br>100  | ,167<br>100  | -,191<br>100 | ,171<br>100   | -,012<br>100 | -,047<br>100 | -,034<br>100 | ,279**<br>100 |
| p 2<br>4 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,327**<br>100 | ,391**<br>100 | ,055<br>100   | 1<br>100      | ,075<br>100 | ,114<br>100   | ,164<br>100  | ,066<br>100   | ,107<br>100   | ,095<br>100   | ,231*<br>100 | ,165<br>100  | ,168<br>100  | ,162<br>100  | ,207*<br>100 | -,164<br>100  | ,140<br>100  | ,090<br>100  | ,074<br>100  | ,357**<br>100 |
| p 2<br>5 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,126<br>100   | ,134<br>100   | ,041<br>100   | ,075<br>100   | 1<br>100    | ,737**<br>100 | ,189<br>100  | ,270**<br>100 | ,287**<br>100 | ,154<br>100   | ,133<br>100  | ,148<br>100  | ,226*<br>100 | ,081<br>100  | ,129<br>100  | ,268**<br>100 | ,121<br>100  | ,233*<br>100 | ,171<br>100  | ,487**<br>100 |
|          |                                                        | ,212          | ,184          | ,683          | ,459          |             | ,000          | ,060         | ,006          | ,004          | ,125          | ,187         | ,141         | ,024         | ,423         | ,201         | ,007          | ,229         | ,020         | ,089         | ,000          |

|          |                                                        |        |        |       |       |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
|----------|--------------------------------------------------------|--------|--------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|          | tailed)<br>N                                           | 100    | 100    | 100   | 100   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| p 2<br>6 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,046   | -,061  | ,082  | ,114  | ,737** | 1      | ,167   | ,257** | ,326** | ,051   | ,194   | ,162   | ,238*  | ,217*  | ,096   | ,317** | ,230*  | ,158   | ,220*  | ,510** |
|          |                                                        | ,647   | ,547   | ,416  | ,260  | ,000   |        | ,098   | ,010   | ,001   | ,615   | ,053   | ,108   | ,017   | ,030   | ,340   | ,001   | ,021   | ,116   | ,028   | ,000   |
|          |                                                        | 100    | 100    | 100   | 100   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| p 2<br>7 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,239*  | ,246*  | -,045 | ,164  | ,189   | ,167   | 1      | ,640** | ,611** | ,251*  | ,292** | ,271** | ,368** | ,221*  | ,291** | ,278** | ,356** | ,298** | ,282** | ,468** |
|          |                                                        | ,017   | ,013   | ,653  | ,102  | ,060   | ,098   |        | ,000   | ,000   | ,012   | ,003   | ,006   | ,000   | ,027   | ,003   | ,005   | ,000   | ,003   | ,005   | ,000   |
|          |                                                        | 100    | 100    | 100   | 100   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| p 2<br>8 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,231*  | ,245*  | ,068  | ,066  | ,270** | ,257** | ,640** | 1      | ,640** | ,200*  | ,241*  | ,186   | ,483** | ,407** | ,336** | ,249*  | ,326** | ,407** | ,481** | ,543** |
|          |                                                        | ,021   | ,014   | ,501  | ,517  | ,006   | ,010   | ,000   |        | ,000   | ,046   | ,016   | ,063   | ,000   | ,000   | ,001   | ,013   | ,001   | ,000   | ,000   | ,000   |
|          |                                                        | 100    | 100    | 100   | 100   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| p 2<br>9 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,300** | ,210*  | ,045  | ,107  | ,287** | ,326** | ,611** | ,640** | 1      | ,159   | ,314** | ,309** | ,477** | ,279** | ,275** | ,338** | ,601** | ,594** | ,296** | ,575** |
|          |                                                        | ,002   | ,036   | ,654  | ,291  | ,004   | ,001   | ,000   | ,000   |        | ,115   | ,001   | ,002   | ,000   | ,005   | ,006   | ,001   | ,000   | ,000   | ,003   | ,000   |
|          |                                                        | 100    | 100    | 100   | 100   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| p 3<br>0 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,073   | ,340** | -,142 | ,095  | ,154   | ,051   | ,251*  | ,200*  | ,159   | 1      | ,522** | ,333** | ,238*  | ,164   | ,516** | ,184   | ,280** | ,276** | ,362** | ,455** |
|          |                                                        | ,468   | ,001   | ,159  | ,348  | ,125   | ,615   | ,012   | ,046   | ,115   |        | ,000   | ,001   | ,017   | ,102   | ,000   | ,067   | ,005   | ,005   | ,000   | ,000   |
|          |                                                        | 100    | 100    | 100   | 100   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| p 3<br>1 | Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)      | ,247*  | ,256*  | ,011  | ,231* | ,133   | ,194   | ,292** | ,241*  | ,314** | ,522** | 1      | ,647** | ,201*  | ,354** | ,566** | ,382** | ,346** | ,254*  | ,416** | ,530** |
|          |                                                        | ,013   | ,010   | ,913  | ,021  | ,187   | ,053   | ,003   | ,016   | ,001   | ,000   |        | ,000   | ,045   | ,000   | ,000   | ,000   | ,000   | ,011   | ,000   | ,000   |

|                                                               |                           |                           |                     |                           |                            |                            |                            |                            |                            |                            |                            |                            |                            |                       |                            |                            |                            |                       |                            |                       |
|---------------------------------------------------------------|---------------------------|---------------------------|---------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-----------------------|----------------------------|----------------------------|----------------------------|-----------------------|----------------------------|-----------------------|
| N                                                             | 100                       | 100                       | 100                 | 100                       | 100                        | 100                        | 100                        | 100                        | 100                        | 100                        | 100                        | 100                        | 100                        | 100                   | 100                        | 100                        | 100                        | 100                   | 100                        | 100                   |
| p 3<br>Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,206<br>*,<br>,040<br>100 | ,124<br>,217<br>100       | ,053<br>,603<br>100 | ,165<br>,100<br>100       | ,148<br>,141<br>100        | ,162<br>,108<br>100        | ,271<br>**,<br>,006<br>100 | ,186<br>,063<br>100        | ,309<br>**,<br>,002<br>100 | ,333<br>**,<br>,001<br>100 | ,647<br>**,<br>,000<br>100 | 1<br>,025<br>100           | ,225<br>*,<br>,000<br>100  | ,465**<br>,000<br>100 | ,305<br>**,<br>,002<br>100 | ,311<br>**,<br>,002<br>100 | ,338<br>**,<br>,001<br>100 | ,281**<br>,005<br>100 | ,495<br>**,<br>,000<br>100 | ,466**<br>,000<br>100 |
| p 3<br>Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,240<br>*,<br>,016<br>100 | ,227<br>*,<br>,023<br>100 | ,061<br>,546<br>100 | ,168<br>,094<br>100       | ,226<br>*,<br>,024<br>100  | ,238<br>*,<br>,017<br>100  | ,368<br>**,<br>,000<br>100 | ,483<br>**,<br>,000<br>100 | ,477<br>**,<br>,000<br>100 | ,238<br>*,<br>,017<br>100  | ,201<br>*,<br>,045<br>100  | ,225<br>*,<br>,025<br>100  | 1<br>,000<br>100           | ,394**<br>,000<br>100 | ,093<br>,357<br>100        | ,120<br>,236<br>100        | ,467<br>**,<br>,000<br>100 | ,507**<br>,000<br>100 | ,409<br>**,<br>,000<br>100 | ,451**<br>,000<br>100 |
| p 3<br>Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,236<br>*,<br>,018<br>100 | -<br>,039<br>100          | ,167<br>,097<br>100 | ,162<br>,107<br>100       | ,081<br>,423<br>100        | ,217<br>*,<br>,030<br>100  | ,221<br>*,<br>,027<br>100  | ,407<br>**,<br>,000<br>100 | ,279<br>**,<br>,005<br>100 | ,164<br>,102<br>100        | ,354<br>**,<br>,000<br>100 | ,465<br>**,<br>,000<br>100 | ,394<br>**,<br>,000<br>100 | 1<br>,000<br>100      | ,270<br>**,<br>,007<br>100 | ,337<br>**,<br>,001<br>100 | ,302<br>**,<br>,002<br>100 | ,327**<br>,001<br>100 | ,509<br>**,<br>,000<br>100 | ,441**<br>,000<br>100 |
| p 3<br>Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,199<br>*,<br>,047<br>100 | ,241<br>*,<br>,016<br>100 | -<br>,191<br>100    | ,207<br>*,<br>,039<br>100 | ,129<br>,201<br>100        | ,096<br>,340<br>100        | ,291<br>**,<br>,003<br>100 | ,336<br>**,<br>,001<br>100 | ,275<br>**,<br>,006<br>100 | ,516<br>**,<br>,000<br>100 | ,566<br>**,<br>,000<br>100 | ,305<br>**,<br>,002<br>100 | ,093<br>,357<br>100        | ,270**<br>,007<br>100 | 1<br>,052<br>100           | ,195<br>,061<br>100        | ,188<br>,061<br>100        | ,244*<br>,014<br>100  | ,335<br>**,<br>,001<br>100 | ,511**<br>,000<br>100 |
| p 3<br>Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,100<br>,321<br>100       | -<br>,083<br>100          | ,171<br>,089<br>100 | -<br>,164<br>100          | ,268<br>**,<br>,007<br>100 | ,317<br>**,<br>,001<br>100 | ,278<br>**,<br>,005<br>100 | ,249<br>*,<br>,013<br>100  | ,338<br>**,<br>,001<br>100 | ,184<br>,067<br>100        | ,382<br>**,<br>,000<br>100 | ,311<br>**,<br>,002<br>100 | ,120<br>,236<br>100        | ,337**<br>,001<br>100 | ,195<br>,052<br>100        | 1<br>,000<br>100           | ,452<br>**,<br>,000<br>100 | ,193<br>,054<br>100   | ,282<br>**,<br>,004<br>100 | ,366**<br>,000<br>100 |
| p 3<br>Pearson<br>Correlati<br>on<br>Sig. (2-<br>tailed)<br>N | ,232<br>*,<br>,020<br>100 | ,169<br>,094<br>100       | -<br>,012<br>100    | ,140<br>,165<br>100       | ,121<br>,229<br>100        | ,230<br>*,<br>,021<br>100  | ,356<br>**,<br>,000<br>100 | ,326<br>**,<br>,001<br>100 | ,601<br>**,<br>,000<br>100 | ,280<br>**,<br>,005<br>100 | ,346<br>**,<br>,000<br>100 | ,338<br>**,<br>,001<br>100 | ,467<br>**,<br>,000<br>100 | ,302**<br>,002<br>100 | ,188<br>,061<br>100        | ,452<br>**,<br>,000<br>100 | 1<br>,000<br>100           | ,725**<br>,000<br>100 | ,493<br>**,<br>,000<br>100 | ,463**<br>,000<br>100 |

|        |                                       |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |
|--------|---------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| p38    | Pearson Correlation Sig. (2-tailed) N | ,196<br>100   | ,226*<br>100  | -,047<br>100  | ,090<br>100   | ,233*<br>100  | ,158<br>100   | ,298**<br>100 | ,407**<br>100 | ,594**<br>100 | ,276**<br>100 | ,254*<br>100  | ,281**<br>100 | ,507**<br>100 | ,327**<br>100 | ,244*<br>100  | ,193<br>100   | ,725**<br>100 | 1<br>100      | ,460**<br>100 | ,464**<br>100 |
| p39    | Pearson Correlation Sig. (2-tailed) N | ,226*<br>100  | ,057<br>100   | -,034<br>100  | ,074<br>100   | ,171<br>100   | ,220*<br>100  | ,282**<br>100 | ,481**<br>100 | ,296**<br>100 | ,362**<br>100 | ,416**<br>100 | ,495**<br>100 | ,409**<br>100 | ,509**<br>100 | ,335**<br>100 | ,282**<br>100 | ,493**<br>100 | ,460**<br>100 | 1<br>100      | ,497**<br>100 |
| Totals | Pearson Correlation Sig. (2-tailed) N | ,547**<br>100 | ,510**<br>100 | ,279**<br>100 | ,357**<br>100 | ,487**<br>100 | ,510**<br>100 | ,468**<br>100 | ,543**<br>100 | ,575**<br>100 | ,455**<br>100 | ,530**<br>100 | ,466**<br>100 | ,451**<br>100 | ,441**<br>100 | ,511**<br>100 | ,366**<br>100 | ,463**<br>100 | ,464**<br>100 | ,497**<br>100 | 1<br>100      |

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

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

DATASET ACTIVATE DataSet2.

SAVE OUTFILE='C:\Users\User-PC\Downloads\Skrripsi\SPSS\data 100 responden.sav'  
/COMPRESSED.

DATASET ACTIVATE DataSet1.

DATASET CLOSE DataSet2.

## RELIABILITY

```

/VARIABLES=p1 p2 p3 p4 p5 p6 p7 p8 p9 p10 p11 p12 p13 p14 p15 p16 p17 p18 p19
p20 p21 p22 p23 p24 p25 p26 p27 p28 p29 p30 p31 p32 p33 p34 p35 p36 p37 p38 p39
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR ANOVA
/SUMMARY=MEANS CORR.

```

**Reliability****Scale: ALL VARIABLES**

| Case Processing Summary |                       |     |       |
|-------------------------|-----------------------|-----|-------|
|                         |                       | N   | %     |
| Cases                   | Valid                 | 100 | 100,0 |
|                         | Excluded <sup>a</sup> | 0   | ,0    |
|                         | Total                 | 100 | 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 |
| ,897                   | ,898                                         | 39         |

| Scale Statistics |          |                |            |
|------------------|----------|----------------|------------|
| Mean             | Variance | Std. Deviation | N of Items |
| 112,15           | 150,977  | 12,287         | 39         |

| ANOVA          |               |                |      |             |       |
|----------------|---------------|----------------|------|-------------|-------|
|                |               | Sum of Squares | df   | Mean Square | F     |
| Between People |               | 383,250        | 99   | 3,871       |       |
| Within People  | Between Items | 150,936        | 38   | 3,972       | 9,945 |
|                | Residual      | 1502,500       | 3762 | ,399        |       |
|                | Total         | 1653,436       | 3800 | ,435        |       |
| Total          |               | 2036,686       | 3899 | ,522        |       |

Grand Mean = 2,88

GET

FILE='C:\Users\User-PC\Downloads\Skripsi\SPSS\Data Rata rat 100 responden p39.sav'.

DATASET NAME DataSet2 WINDOW=FRONT.

REGRESSION

/DESCRIPTIVES MEAN STDDEV CORR SIG N

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA ZPP

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y

/METHOD=ENTER X1 X2.

## Regression

[DataSet2] C:\Users\User-PC\Downloads\Skripsi\SPSS\Data Rata rat 100 responden p39.sav

**Descriptive Statistics**

|                     | Mean  | Std. Deviation | N   |
|---------------------|-------|----------------|-----|
| Keputusan Pembelian | 2,806 | ,4124          | 100 |
| Perluasan Merek     | 2,913 | ,3750          | 100 |
| Kualitas Produk     | 2,906 | ,4364          | 100 |

**Correlations**

|                     |                     | Keputusan Pembelian | Perluasan Merek | Kualitas Produk |
|---------------------|---------------------|---------------------|-----------------|-----------------|
| Pearson Correlation | Keputusan Pembelian | 1,000               | ,341            | ,434            |
|                     | Perluasan Merek     | ,341                | 1,000           | ,476            |
|                     | Kualitas Produk     | ,434                | ,476            | 1,000           |
| Sig. (1-tailed)     | Keputusan Pembelian | .                   | ,000            | ,000            |
|                     | Perluasan Merek     | ,000                | .               | ,000            |
|                     | Kualitas Produk     | ,000                | ,000            | .               |
| N                   | Keputusan Pembelian | 100                 | 100             | 100             |
|                     | Perluasan Merek     | 100                 | 100             | 100             |
|                     | Kualitas Produk     | 100                 | 100             | 100             |

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered                             | Variables Removed | Method |
|-------|-----------------------------------------------|-------------------|--------|
| 1     | Kualitas Produk, Perluasan Merek <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,461 <sup>a</sup> | ,212     | ,196              | ,3698                      |

a. Predictors: (Constant), Kualitas Produk, Perluasan Merek

**ANOVA<sup>a</sup>**

| Model        | Sum of Squares | df | Mean Square | F      | Sig.              |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 3,571          | 2  | 1,785       | 13,058 | ,000 <sup>b</sup> |
| Residual     | 13,263         | 97 | ,137        |        |                   |
| Total        | 16,834         | 99 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Perluasan Merek

**Coefficients<sup>a</sup>**

| Coefficients <sup>a</sup> |                 |                             |            |                           |       |      |             |         |      |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------|---------|------|
| Model                     |                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlation |         |      |
|                           |                 | B                           | Std. Error | Beta                      |       |      | Zero-order  | Partial | Part |
| 1                         | (Constant)      | 1,283                       | ,317       |                           | 4,050 |      |             |         |      |
|                           | Perluasan Merek | ,191                        | ,113       | ,174                      | 1,698 | ,341 | ,170        | ,153    | ,153 |
|                           | Kualitas Produk | ,332                        | ,097       | ,352                      | 3,431 | ,434 | ,329        | ,309    | ,309 |

a. Dependent Variable: Keputusan Pembelian