

## Lampiran I

# KUESIONER PENELITIAN

Kepada Yth. Responden

Di Tempat



Saya yang bernama Wiyan Wiguna mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Institut Informatika dan Bisnis Darmajaya, kuesioner ini ditunjukkan untuk meminta informasi dengan Saudara/saudari untuk dijadikan data dalam penelitian guna penyusunan Skripsi dengan judul Analisis Faktor yang mempengaruhi *Brand Switching* dari Tokopedia ke Shopee di Indonesia sebagai salah satu syarat bagi penulis untuk dapat menyelesaikan Skripsi.

Untuk itu penulis memohon bantuan kepada Saudara/saudari untuk bersedia meluangkan waktunya untuk mengisi kuesioner ini dengan sebenar-benarnya. Informasi yang diberikan hanya digunakan untuk penelitian dan dijaga kerahasiaannya. Atas ketersediaannya, penulis mengucapkan banyak terima kasih.

Hormat saya,

A handwritten signature in black ink, appearing to read 'Wiy', written in a cursive style.

Wiyan Wiguna  
NPM.1812110027

### **SYARAT PENELITIAN**

Apakah anda berpindah dari Tokopedia ke Shopee :  Ya  
 Tidak

Jika Ya silahkan lanjutkan mengisi pernyataan dibawah ini.

### **PETUNJUK PENGISIAN :**

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pertanyaan/pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh penulis.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh penulis.

### **IDENTITAS RESPONDEN**

1. **Nama** : .....(Dapat dikosongkan/Inisial)

2. **Jenis Kelamin** :  Laki-laki  
 Perempuan

3. **Usia** :  
 a. 17 Tahun – 22 Tahun  d. 35 Tahun – 40 Tahun

b. 23 Tahun – 28 Tahun

c. 29 Tahun – 34 Tahun

e. 41 Tahun – 46 Tahun

f. > 46 Tahun

**4. Pekerjaan :**

a. Pelajar

b. Mahasiswa

c. Pegawai Negeri

d. Karyawan Swasta

e. Wiraswasta

f. BUMN

g. BUMD

h. Freelancer

i. Lainnya

**5. Penghasilan Perbulan :**

a. Rp. 500.000 – Rp. 1.000.000

b. Rp. 1.100.000 – Rp. 2.000.000

c. Rp. 2.100.000 - Rp. 3.000.000

d. > Rp. 4.000.000

**6. Pengeluaran Pembelian/Checkout Perbulan di Shopee :**

a. Rp. 300.000 - Rp. 500.000

b. Rp. 500.100 - Rp. 800.000

c. Rp. 900.000 - Rp. 1.000.000

d. > Rp. 1.500.000

**7. Berapa kali Pembelian/Checkout Perbulan di Shopee :**

a. 1 Kali

b. 2 - 3 Kali

c. 4 - 5 Kali

d. > 5 Kali

No	Pernyataan	Jawaban	
		Ya	Tidak
1	Saya beralih dari Tokopedia ke Shopee karena banyak <i>Cashback</i> yang ditawarkan oleh Shopee.		
2	Saya beralih dari Tokopedia ke Shopee karena banyak Flash Sale yang ditawarkan oleh Shopee.		
3	Saya beralih dari Tokopedia ke Shopee karena Voucher Potongan Harga yang ditawarkan oleh Shopee.		
4	Saya beralih dari Tokopedia ke Shopee karena Poin yang ditawarkan oleh Shopee.		
5	Saya beralih dari Tokopedia ke Shopee karena Metode Pembayaran yang Beragam yang ditawarkan oleh Shopee.		
6	Saya beralih dari Tokopedia ke Shopee karena Kurir Shopee Lebih Ramah.		
7	Saya beralih dari Tokopedia ke Shopee karena Pengiriman Besok Sampai yang ditawarkan oleh Shopee.		
8	Saya beralih dari Tokopedia ke Shopee karena terdapat Fitur Chat yang ditawarkan oleh Shopee.		
9	Saya beralih dari Tokopedia ke Shopee karena Kemudahan Retur yang ditawarkan oleh Shopee.		
10	Saya beralih dari Tokopedia ke Shopee karena review online yang baik Shopee.		
11	Saya beralih dari Tokopedia ke Shopee karena Shopee menawarkan Opsi COD.		
12	Saya beralih dari Tokopedia ke Shopee karena Informasi yang Lengkap.		

13	Saya beralih dari Tokopedia ke Shopee karena Checkout yang Mudah.		
14	Saya beralih dari Tokopedia ke Shopee karena Shopee menawarkan kesan yang Eksklusif.		
15	Saya beralih dari Tokopedia ke Shopee karena banyak Event/acara yang ditawarkan oleh Shopee.		
16	Saya beralih dari Tokopedia ke Shopee karena cara Pembelian yang Mudah.		
17	Saya beralih dari Tokopedia ke Shopee karena Bungkus Paket Tebal dan Rapih.		
18	Saya beralih dari Tokopedia ke Shopee karena Rating Online Shopee.		
19	Saya beralih dari Tokopedia ke Shopee karena terdapat Fitur Asuransi yang ditawarkan oleh Shopee.		
20	Saya beralih dari Tokopedia ke Shopee karena terdapat Shopee Live.		
21	Saya beralih dari Tokopedia ke Shopee karena terdapat banyak penjual.		
22	Saya beralih dari Tokopedia ke Shopee karena banyak Voucher Gratis Ongkir yang ditawarkan oleh Shopee.		
23	Saya beralih dari Tokopedia ke Shopee karena Respon Penjual Cepat.		
24	Saya beralih dari Tokopedia ke Shopee karena Harga yang Relatif Murah.		
25	Saya beralih dari Tokopedia ke Shopee karena terdapat fitur cicilan yang ditawarkan oleh Shopee.		
26	Saya beralih dari Tokopedia ke Shopee karena terdapat Shopee Food.		
27	Saya beralih dari Tokopedia ke Shopee karena saya ingin Mencari Variasi yang berbeda.		
28	Saya beralih dari Tokopedia ke Shopee karena cocok dengan Gaya Hidup yang		



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171.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
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173.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
174.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
175.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
176.	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1
177.	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0
178.	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0
179.	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0
180.	0	0	1	1	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	0	0
181.	0	0	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	0	0	0	0
182.	0	1	1	0	1	1	0	1	0	1	1	0	0	0	1	0	1	0	0	0	0
183.	0	1	1	0	1	1	0	1	0	0	1	0	1	0	1	0	1	0	0	0	0
184.	0	0	0	1	0	0	1	1	1	1	1	1	1	0	1	0	1	0	0	0	0
185.	0	0	1	1	1	0	0	1	1	1	1	0	0	0	1	0	1	0	0	0	0
186.	0	1	1	0	1	0	0	1	1	1	1	0	0	0	1	1	1	0	0	0	0
187.	0	0	1	1	1	0	0	1	1	1	1	0	0	0	1	1	1	0	0	0	0
188.	0	0	1	0	1	0	1	1	1	1	1	1	0	0	1	1	1	0	0	0	0



214.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
215.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
216.	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1
217.	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
218.	0	0	1	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0
219.	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
220.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1
221.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
222.	0	1	1	1	0	1	1	0	1	0	1	0	1	1	1	1	1	1	1	1	0
223.	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	0	1	1	0	1
224.	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1
225.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
226.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
227.	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	0	0	1	1	0	1
228.	0	1	1	0	1	1	0	1	1	0	1	1	1	0	1	1	1	1	1	1	0
229.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
230.	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1
231.	1	0	0	0	0	1	1	1	0	1	0	0	0	0	0	0	1	0	0	0	1
232.	0	1	1	0	1	1	0	1	1	1	1	1	1	0	1	1	0	1	1	1	0
233.	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0	1
234.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
235.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
236.	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0	1
237.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
238.	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	1	0	0	1	1	0

239.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
240.	0	0	0	0	1	0	1	1	0	0	0	1	0	1	0	0	1	0	1	1	0
241.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
242.	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1
243.	0	0	1	0	1	1	0	1	1	1	1	1	1	0	1	1	0	1	1	1	0
244.	0	0	1	0	0	1	0	1	0	0	1	0	1	0	0	0	0	1	0	0	0
245.	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0	1
246.	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1
247.	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0	1
248.	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1
249.	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1
250.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
251.	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	0	1	1	1	0	1
252.	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1
253.	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0	0	1	1	0	1
254.	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0
255.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
256.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
257.	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	0	0	1	1	0	1
258.	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1
259.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
260.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
261.	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	0	1	1	1	1
262.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0
263.	1	1	1	1	0	0	1	0	0	1	1	1	1	1	0	1	1	0	1	1	1



264.	1	1	1	0	1	0	1	0	1	1	0	0	1	1	0	1	0	0	0	1	1
265.	1	1	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	0	1	0	1
266.	1	1	1	1	0	0	1	0	1	1	1	1	1	1	1	0	1	0	0	1	1
267.	1	1	1	1	1	1	0	1	1	0	1	1	0	1	0	1	0	1	1	1	1
268.	1	1	0	1	1	1	1	0	1	1	0	1	1	1	0	0	1	1	1	0	1
269.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
270.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
271.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
272.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
273.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
274.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
275.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
276.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
277.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
278.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
279.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
280.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
281.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
282.	1	1	1	1	1	1	0	1	0	1	1	1	1	0	0	1	1	1	0	0	1
283.	1	1	0	1	1	1	1	0	0	0	0	0	0	0	0	1	0	0	0	1	1
284.	1	1	1	1	0	1	1	0	1	1	0	1	1	1	1	0	1	1	0	0	1
285.	1	0	1	1	0	0	1	0	1	0	1	0	1	1	0	0	0	0	0	1	1
286.	1	0	1	1	1	1	0	0	1	1	1	0	1	1	0	0	0	1	0	1	1
287.	1	0	1	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1
288.	1	1	0	1	1	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1

289.	1	0	1	1	1	1	0	1	1	0	0	1	1	0	0	1	0	0	0	0	1
290.	1	1	1	1	0	1	0	0	0	0	0	1	0	1	1	0	0	0	1	1	1
291.	1	1	1	1	1	1	1	0	0	1	0	1	1	1	0	1	0	1	0	0	1
292.	1	0	1	1	0	1	0	1	1	1	1	1	0	1	1	1	1	1	1	0	1
293.	0	1	1	1	1	0	0	0	1	1	0	0	1	0	1	1	0	1	0	0	0
294.	1	1	1	1	0	1	0	1	1	0	0	1	1	1	1	1	1	0	1	0	1
295.	1	1	1	1	0	0	1	0	1	1	1	1	0	1	1	1	1	0	1	1	1
296.	0	1	0	1	0	1	1	1	1	1	1	0	1	0	0	1	0	1	1	1	0
297.	1	1	1	1	0	0	0	0	1	1	0	0	0	1	1	1	1	1	1	0	1
298.	1	0	1	1	1	1	1	1	0	0	1	1	1	1	0	0	1	1	1	0	1
299.	1	1	1	1	1	0	0	0	1	1	0	1	0	1	1	0	1	1	0	0	1
300.	1	0	1	1	0	0	0	0	1	1	0	0	0	0	1	0	0	1	0	0	1

**Lanjutan Lampiran II (Hasil Jawaban Responden)**

<b>NO</b>	<b>P22</b>	<b>P23</b>	<b>P24</b>	<b>P25</b>	<b>P26</b>	<b>P27</b>	<b>P28</b>	<b>P29</b>	<b>P30</b>	<b>K31</b>
1.	1	1	1	1	1	1	1	1	1	30
2.	1	1	1	1	1	1	1	1	1	30
3.	0	0	0	0	0	0	0	0	0	2
4.	1	1	1	1	1	1	1	1	1	26
5.	0	0	0	0	1	0	0	1	0	10
6.	1	1	1	1	1	1	1	1	1	26
7.	0	0	0	0	0	0	0	1	0	2
8.	1	1	1	1	1	1	1	1	1	30
9.	1	1	1	1	1	1	1	1	1	30
10.	0	0	0	0	0	0	0	1	0	6
11.	1	1	1	1	1	1	1	1	1	30
12.	1	1	1	1	1	1	0	1	1	28
13.	0	0	0	0	0	0	1	0	0	2
14.	1	1	1	1	1	1	1	1	1	30
15.	1	1	1	1	1	1	1	1	1	30
16.	1	1	1	1	1	1	1	1	1	28
17.	1	1	1	1	1	1	0	1	1	28
18.	0	0	1	0	0	0	1	0	0	8
19.	1	1	1	1	1	1	0	1	1	28
20.	1	1	1	1	1	1	1	1	1	28
21.	1	1	1	1	1	1	1	1	1	30
22.	0	1	1	1	0	1	1	0	1	22





73.	1	1	1	1	1	1	1	1	1	30
74.	1	1	1	1	1	1	1	1	1	30
75.	1	1	1	1	1	1	1	1	1	30
76.	1	1	1	1	1	1	1	1	1	30
77.	1	1	1	1	1	1	1	1	1	30
78.	1	1	1	1	1	1	1	1	1	30
79.	1	1	1	1	1	1	1	1	1	30
80.	1	1	1	1	1	1	1	1	1	30
81.	1	1	1	1	1	1	1	1	1	30
82.	1	1	1	1	1	1	0	1	0	22
83.	1	1	0	1	1	1	1	0	0	15
84.	1	1	1	1	0	1	1	0	1	22
85.	1	0	1	1	0	0	1	0	1	14
86.	1	0	1	1	1	1	0	0	1	19
87.	1	0	1	1	1	0	0	1	0	12
88.	1	1	0	1	1	1	1	0	0	14
89.	1	0	1	1	1	1	0	1	1	18
90.	1	1	1	1	0	1	0	0	0	15
91.	1	1	1	1	1	1	1	0	0	13
92.	1	0	1	1	0	1	0	1	1	22
93.	0	1	1	1	1	0	0	0	1	16
94.	1	1	1	1	0	1	0	1	1	22
95.	1	1	1	1	0	0	1	0	1	22
96.	0	1	0	1	0	1	1	1	1	20
97.	1	1	1	1	0	0	0	0	1	18









173.	1	1	1	1	1	1	1	1	1	30
174.	1	1	1	1	1	1	1	1	1	30
175.	1	1	1	1	1	1	1	1	1	30
176.	1	1	1	1	1	1	1	1	1	29
177.	0	1	1	1	1	1	1	1	1	28
178.	0	1	1	1	1	1	1	1	1	28
179.	0	1	1	1	1	1	1	1	1	27
180.	0	0	1	1	1	1	1	1	0	24
181.	0	0	1	0	1	1	1	1	0	23
182.	0	1	1	0	1	1	0	1	0	15
183.	0	1	1	0	1	1	0	1	0	15
184.	0	0	0	1	0	0	1	1	1	15
185.	0	0	1	1	1	0	0	1	1	15
186.	0	1	1	0	1	0	0	1	1	16
187.	0	0	1	1	1	0	0	1	1	16
188.	0	0	1	0	1	0	1	1	1	17
189.	0	1	0	0	1	0	1	1	0	15
190.	0	0	1	1	1	0	1	1	1	18
191.	0	0	0	0	0	0	0	1	0	5
192.	1	0	1	1	1	0	1	1	1	20
193.	0	0	1	1	1	0	1	1	1	19
194.	0	0	0	0	0	0	0	1	0	6
195.	0	1	1	1	0	0	1	0	0	16
196.	0	1	1	1	0	0	1	0	0	15
197.	0	0	0	0	0	0	1	0	0	4

198.	0	1	1	1	0	1	1	1	0	19
199.	1	1	1	1	0	1	1	0	0	19
200.	1	1	1	1	0	1	1	0	1	19
201.	1	1	1	1	1	1	1	1	1	30
202.	1	1	1	1	1	1	1	1	1	30
203.	0	0	0	0	0	0	0	0	0	2
204.	1	1	1	1	1	1	1	1	1	26
205.	0	0	0	0	1	0	0	1	0	10
206.	1	1	1	1	1	1	1	1	1	26
207.	0	0	0	0	0	0	0	1	0	2
208.	1	1	1	1	1	1	1	1	1	30
209.	1	1	1	1	1	1	1	1	1	30
210.	0	0	0	0	0	0	0	1	0	6
211.	1	1	1	1	1	1	1	1	1	30
212.	1	1	1	1	1	1	0	1	1	28
213.	0	0	0	0	0	0	1	0	0	2
214.	1	1	1	1	1	1	1	1	1	30
215.	1	1	1	1	1	1	1	1	1	30
216.	1	1	1	1	1	1	1	1	1	28
217.	1	1	1	1	1	1	0	1	1	28
218.	0	0	1	0	0	0	1	0	0	8
219.	1	1	1	1	1	1	0	1	1	28
220.	1	1	1	1	1	1	1	1	1	28
221.	1	1	1	1	1	1	1	1	1	30
222.	0	1	1	1	0	1	1	0	1	22





273.	1	1	1	1	1	1	1	1	1	30
274.	1	1	1	1	1	1	1	1	1	30
275.	1	1	1	1	1	1	1	1	1	30
276.	1	1	1	1	1	1	1	1	1	30
277.	1	1	1	1	1	1	1	1	1	30
278.	1	1	1	1	1	1	1	1	1	30
279.	1	1	1	1	1	1	1	1	1	30
280.	1	1	1	1	1	1	1	1	1	30
281.	1	1	1	1	1	1	1	1	1	30
282.	1	1	1	1	1	1	0	1	0	22
283.	1	1	0	1	1	1	1	0	0	15
284.	1	1	1	1	0	1	1	0	1	22
285.	1	0	1	1	0	0	1	0	1	14
286.	1	0	1	1	1	1	0	0	1	19
287.	1	0	1	1	1	0	0	1	0	12
288.	1	1	0	1	1	1	1	0	0	14
289.	1	0	1	1	1	1	0	1	1	18
290.	1	1	1	1	0	1	0	0	0	15
291.	1	1	1	1	1	1	1	0	0	13
292.	1	0	1	1	0	1	0	1	1	22
293.	0	1	1	1	1	0	0	0	1	16
294.	1	1	1	1	0	1	0	1	1	22
295.	1	1	1	1	0	0	1	0	1	22
296.	0	1	0	1	0	1	1	1	1	20
297.	1	1	1	1	0	0	0	0	1	18

298.	1	0	1	1	1	1	1	1	0	22
299.	1	1	1	1	1	0	0	0	1	19
300.	1	0	1	1	0	0	0	0	1	12

### Lampiran III (Hasil Uji Frekuensi)

#### Jenis\_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	172	55.5	55.5	55.5
Valid Perempuan	128	45.5	44.5	100.0
Total	300	100.0	100.0	

#### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17Tahun–22Tahun	91	30.0	30.0	30.0
Valid 23Tahun–28Tahun	119	39.5	39.5	41.5
Valid 29Tahun–34Tahun	53	17.5	17.5	15.5
Valid 35Tahun–40Tahun	27	9.0	9.0	7.0
Valid 41Tahun–46Tahun	5	2	2	6.0
Valid >46Tahun	5	2	2	100.0
Total	300	100.0	100.0	

#### Asal Provinsi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lampung	55	18.5	18.5	18.5
Valid Palembang	39	13.0	13.0	14.0
Valid Banten	30	10.0	10.0	11.0
Valid DKI Jakarta	36	12.0	12.0	13.0
Valid Yogyakarta	44	14.5	14.5	15.5
Valid Jambi	9	3.0	3.0	4.0
Valid Riau	12	4.0	4.0	6.0
Valid Bengkulu	27	9.0	9.0	10.0
Valid Kalimantan	21	7.0	7.0	8.0
Valid Sulawesi	27	9.0	9.0	100.0
Total	300	100.0	100.0	

#### Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar	47	15.5	15.5	15.5
Valid Mahasiswa	48	16.0	16.0	17.0
Valid Pegawai Negeri	15	5.0	5.0	6.0
Valid Karyawan Swasta	69	23.0	23.0	24.0
Valid Wiraswasta	27	9.0	9.0	10.0
Valid BUMN	21	7.0	7.0	8.0
Valid BUMD	18	6.0	6.0	9.0
Valid Freelancer	26	8.5	8.5	10.5
Valid Lainnya	29	10.0	10.0	100.0
Total	300	100.0	100.0	



**Penghasilan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rp.500.000–Rp.1.000.000	106	35.5	35.5	35.5
Rp.1.100.000–Rp.2.000.000	106	35.5	35.5	60.5
Rp.2.100.000–Rp.3.000.000	58	19.0	19.0	4.0
>Rp.4.000.000	30	10.0	10.0	100.0
Total	300	100.0	100.0	

**Pengeluaran**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rp.300.000–Rp.500.000	203	67.5	67.5	67.5
Rp.500.100–Rp.800.000	73	24.5	24.5	26.5
Rp.900.000–Rp.1.000.000	15	5.0	5.0	6.0
>Rp.1.500.000	9	3.0	3.0	100.0
Total	300	100.0	100.0	

**Pembelian**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1Kali	48	16.0	16.0	16.0
2-3Kali	60	20.0	20.0	39.0
4-5Kali	105	35.0	35.0	45.0
>5Kali	87	29.0	29.0	100.0
Total	300	100.0	100.0	

**P1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	225	75.0	75.0	75.0
0	78	26.0	26.0	100.0
Total	300	100.0	100.0	

**P2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	221	81.0	81.0	81.0
0	79	19.0	19.0	100.0
Total	300	100.0	100.0	

**P3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	240	80.0	80.0	80.0
0	60	20.0	20.0	100.0
Total	300	100.0	100.0	

**P4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	217	71.0	71.0	71.0
0	87	26.0	26.0	100.0
Total	300	100.0	100.0	

**P5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	221	72.0	72.0	72.0
0	79	28.0	28.0	100.0
Total	300	100.0	100.0	

**P6**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	231	77.0	77.0	77.0
Valid 0	69	23.0	23.0	100.0
Total	300	100.0	100.0	

**P7**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	227	71.0	71.0	71.0
Valid 0	81	29.0	29.0	100.0
Total	300	100.0	100.0	

**P8**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	221	74.0	74.0	74.0
Valid 0	82	27.0	27.0	100.0
Total	300	100.0	100.0	

**P9**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	228	76.0	76.0	76.0
Valid 0	72	25.0	25.0	100.0
Total	300	100.0	100.0	

**P10**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	222	73.0	73.0	73.0
Valid 0	78	28.0	28.0	100.0
Total	300	100.0	100.0	

**P11**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	243	81.0	81.0	81.0
Valid 0	57	19.0	19.0	100.0
Total	300	100.0	100.0	

**P12**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	213	71.0	71.0	71.0
Valid 0	87	30.0	30.0	100.0
Total	300	100.0	100.0	

**P13**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	225	75.0	75.0	75.0
Valid	0	75	25.0	25.0	100.0
	Total	300	100.0	100.0	

**P14**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	211	69.0	69.0	69.0
Valid	0	89	31.0	31.0	100.0
	Total	300	100.0	100.0	

**P15**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	246	82.0	82.0	82.0
Valid	0	54	18.0	18.0	100.0
	Total	300	100.0	100.0	

**P16**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	243	74.0	74.0	74.0
Valid	0	57	29.0	.0	100.0
	Total	300	100.0	100.0	

**P17**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	216	73.0	73.0	73.0
Valid	0	84	27.0	27.0	100.0
	Total	300	100.0	100.0	

**P18**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	207	69.0	69.0	69.0
Valid	0	93	31.0	31.0	100.0
	Total	300	100.0	100.0	

**P19**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	221	74.0	74.0	74.0
Valid	0	79	27.0	27.0	100.0
	Total	300	100.0	100.0	

**P20**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	219	73.0	73.0	73.0
Valid 0	81	28.0	28.0	100.0
Total	300	100.0	100.0	

**P21**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	225	75.0	75.0	75.0
Valid 0	78	26.0	26.0	100.0
Total	300	100.0	100.0	

**P22**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	221	74.0	74.0	74.0
Valid 0	79	26.0	26.0	100.0
Total	300	100.0	100.0	

**P23**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	240	80.0	80.0	80.0
Valid 0	60	20.0	20.0	100.0
Total	300	100.0	100.0	

**P24**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	243	81.0	81.0	81.0
Valid 0	57	19.0	19.0	100.0
Total	300	100.0	100.0	

**P25**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	221	74.0	74.0	74.0
Valid 0	81	28.0	28.0	100.0
Total	300	100.0	100.0	

**P26**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	231	77.0	77.0	77.0
Valid 0	69	23.0	23.0	100.0
Total	300	100.0	100.0	

**P27**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	213	71.0	71.0	71.0
Valid 0	87	29.0	29.0	100.0
Total	300	100.0	100.0	

**P28**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	219	72.0	72.0	72.0
Valid 0	81	27.0	27.0	100.0
Total	300	100.0	100.0	

**P29**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	228	76.0	76.0	76.0
Valid 0	72	25.0	25.0	100.0
Total	300	100.0	100.0	

**P30**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	189	63.0	63.0	63.0
Valid 0	111	38.0	38.0	100.0
Total	300	100.0	100.0	



















P29	Pearson Correlation	.737*	.906*	.811*	.814*	.709*	.906*	.327	.479**	1	.441*	.901*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.078	.007		.015	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P30	Pearson Correlation	.737*	.512*	.599*	.627*	.709*	.512*	.327	.479**	.441*	1	.648*
	Sig. (2-tailed)	.000	.004	.000	.000	.000	.004	.078	.007	.015		.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.868*	.947*	.866*	.901*	.853*	.947*	.387*	.611**	.901*	.648*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.034	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30

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

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



## Lampiran V (Hasil Uji Reliabilitas)

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.959	30

## **Lampiran VI (Hasil Uji Chocran T-test)**

### Frequencies

	Value	
	1	0
P1	225	78
P2	221	79
P3	240	60
P4	217	87
P5	221	79
P6	231	69
P7	227	81
P8	221	82
P9	228	72
P10	222	78
P11	243	57
P12	213	87
P13	225	75
P14	211	89
P15	246	54
P16	243	57
P17	216	84
P18	207	93
P19	221	79
P20	219	81
P21	225	78
P22	221	79
P23	240	60
P24	243	57
P25	221	81
P26	231	69
P27	213	87
P28	219	81
P29	228	72
P30	189	111

### Test Statistics

N	300
Cochran's Q	60.284 <sup>a</sup>
df	29
Asymp. Sig.	.000

a. 1 is treated as a success.



### Frequencies

	Value	
	1	0
P1	225	78
P2	221	79
P3	240	60
P4	217	87
P5	221	79
P6	231	69
P7	227	81
P8	221	82
P9	228	72
P10	222	78
P11	243	57
P12	213	87
P13	225	75
P14	211	89
P15	246	54
P16	243	57
P17	216	84
P18	207	93
P19	221	79
P20	219	81
P21	225	78
P22	221	79
P23	240	60
P24	243	57
P25	221	81
P26	231	69
P27	213	87
P28	219	81
P29	228	72

### Test Statistics

N	300
Cochran's Q	42.043 <sup>a</sup>
df	28
Asymp. Sig.	.001

a. 1 is treated as a success.



Frequencies		
	Value	
	1	0
P1	225	78
P2	221	79
P3	240	60
P4	217	87
P5	221	79
P6	231	69
P7	227	81
P8	221	82
P9	228	72
P10	222	78
P11	243	57
P12	213	87
P13	225	75
P14	211	89
P15	246	54
P16	243	57
P17	216	84
P19	221	79
P20	219	81
P21	225	78
P22	221	79
P23	240	60
P24	243	57
P25	221	81
P26	231	69
P27	213	87
P28	219	81
P29	228	72

Frequencies		
	Value	
	1	0
P1	225	78
P2	221	79
P3	240	60
P4	217	87
P5	221	79
P6	231	69
P7	227	81
P8	221	82
P9	228	72
P10	222	78
P11	243	57
P12	213	87
P13	225	75
P14	211	89
P15	246	54
P16	243	57
P17	216	84
P19	221	79
P20	219	81
P21	225	78
P22	221	79
P23	240	60
P24	243	57
P25	221	81
P26	231	69
P28	219	81
P29	228	72

Test Statistics	
N	300
Cochran's Q	37.542 <sup>a</sup>
Df	27
Asymp. Sig.	.003

a. 1 is treated as a success.

Test Statistics	
N	300
Cochran's Q	32.569 <sup>a</sup>
df	26
Asymp. Sig.	.008

a. 1 is treated as a success.





**Frequencies**

	Value	
	1	0
P1	225	78
P2	221	79
P3	240	60
P4	217	87
P5	221	79
P6	231	69
P7	227	81
P8	221	82
P9	228	72
P10	222	78
P11	243	57
P12	213	87
P13	225	75
P15	246	54
P16	243	57
P17	216	84
P19	221	79
P20	219	81
P21	225	78
P22	221	79
P23	240	60
P24	243	57
P25	221	81
P26	231	69
P28	219	81
P29	228	72

**Test Statistics**

N	300
Cochran's Q	29.322 <sup>a</sup>
Df	25
Asymp. Sig.	.015

a. 1 is treated as a success.



**Frequencies**

	Value	
	1	0
P1	225	78
P2	221	79
P3	240	60
P4	217	87
P5	221	79
P6	231	69
P7	227	81
P8	221	82
P9	228	72
P10	222	78
P11	243	57
P13	225	75
P15	246	54
P16	243	57
P17	216	84
P19	221	79
P20	219	81
P21	225	78
P22	221	79
P23	240	60
P24	243	57
P25	221	81
P26	231	69
P28	219	81
P29	228	72

**Test Statistics**

N	300
Cochran's Q	26.893 <sup>a</sup>
df	24
Asymp. Sig.	.020

a. 1 is treated as a success.





**Frequencies**

	Value	
	1	0
P1	225	78
P2	221	79
P3	240	60
P4	217	87
P5	221	79
P6	231	69
P7	227	81
P8	221	82
P9	228	72
P10	222	78
P11	243	57
P13	225	75
P15	246	54
P16	243	57
P19	221	79
P20	219	81
P21	225	78
P22	221	79
P23	240	60
P24	243	57
P25	221	81
P26	231	69
P28	219	81
P29	228	72

**Frequencies**

	Value	
	1	0
P1	225	78
P2	221	79
P3	240	60
P5	221	79
P6	231	69
P7	227	81
P8	221	82
P9	228	72
P10	222	78
P11	243	57
P13	225	75
P15	246	54
P16	243	57
P18	207	93
P19	221	79
P20	219	81
P21	225	78
P22	221	79
P23	240	60
P24	243	57
P25	221	81
P26	231	69
P28	219	81
P29	228	72

**Test Statistics**

N	300
Cochran's Q	23.840 <sup>a</sup>
df	23
Asymp. Sig.	.033

a. 1 is treated as a success.

**Test Statistics**

N	300
Cochran's Q	21.424 <sup>a</sup>
df	22
Asymp. Sig.	.045

a. 1 is treated as a success.



**Frequencies**

	Value	
	1	0
P1	225	78
P2	221	79
P3	240	60
P5	221	79
P6	231	69
P7	227	81
P8	221	82
P9	228	72
P10	222	78
P11	243	57
P13	225	75
P15	246	54
P16	243	57
P19	221	79
P20	219	81
P21	225	78
P22	221	79
P23	240	60
P24	243	57
P25	221	81
P26	231	69
P29	228	72

**Test Statistics**

N	300
Cochran's Q	19.659 <sup>a</sup>
Df	21
Asymp. Sig.	.050

a. 1 is treated as a success.



**Frequencies**

	Value	
	1	0
P1	225	78
P2	221	79
P3	240	60
P5	221	79
P6	231	69
P7	227	81
P8	221	82
P9	228	72
P10	222	78
P11	243	57
P13	225	75
P15	246	54
P16	243	57
P19	221	79
P21	225	78
P22	221	79
P23	240	60
P24	243	57
P25	221	81
P26	231	69
P29	228	72

**Test Statistics**

N	300
Cochran's Q	17.752 <sup>a</sup>
Df	20
Asymp. Sig.	.059

a. 1 is treated as a success.