

## 1KUESIONER PENELITIAN

Perihal: Permohonan Pengisian Kuisisioner

Dengan hormat

Sebelumnya saya ucapkan terimakasih telah menyempatkan untuk membuka kuesioner online ini, izin memperkenalkan diri

Nama : Lislindawati

NPM : 2122310017

Saya merupakan mahasiswi IIB Darmajaya Program Studi Megister Manajemen yang saat ini sedang menyelesaikan tugas akhir thesis untuk mendapatkan gelar Strata 2 (S2). Saya bermaksud mengadakan penelitian mengenai **“Pengaruh *Online Live Streaming, Viral Marketing, Online Customer Review* dengan Kepercayaan sebagai variabel intervening terhadap Keputusan Pembelian Produk Skincare dan Kosmetik pada Tiktok Shop”**. Sehubungan dengan maksud saya tersebut, besar harapan saya untuk saudara berkenan untuk menjadi responden penelitian ini.

Di mohon untuk mengisi kuesioner ini secara lengkap dan sebenar-benarnya. Informasi yang di berikan akan di jaga kerahasiannya dan hanya di pergunakan untuk kepentingan penelitian. Atas kesediaan dan kerjasamanya dari Saudara saya ucapkan terima kasih.

Hormat Saya,

Lislindawati

2122310017

## IDENTITAS RESPONDEN

Apakah anda Pernah melakukan pembelian produk skincare dan kosmetik melalui tiktokshop ?

- ☐ Ya
- ☐ Tidak (Berhenti sampai disini)

Nama Responden : .....

Jenis Kelamin : .....

Usia:

- ☐ 17 Tahun – 24 Tahun
- ☐ 25 Tahun – 30 Tahun
- ☐ 31 Tahun – 36 Tahun
- ☐ 37 Tahun – 42 Tahun
- ☐  $\geq$  42 tahun

Pekerjaan:

- ☐ Mahasiswa
- ☐ Karyawan Swasta
- ☐ PNS
- ☐ Pegawai BUMN
- ☐ Guru/Dosen
- ☐ Petani
- ☐ Ibu Rumah Tangga
- ☐ Lainnya.....

Pendidikan terakhir :

- ☐ SMA
- ☐ D3
- ☐ S1
- ☐ S2
- ☐ S3

Penghasilan atau pendapatan :

- ☐ 1.000.000 – 2.000.000
- ☐ 2.000.000 – 3.000.000
- ☐ 3.000.000 – 4.000.000
- ☐ 4.000.000 – 5.000.000
- ☐ > 5.000.000

Domisili/Tempat Tinggal (Sebutkan Nama Provinsi) :

**Kriteria penilaian yang dinyatakan dalam skala 1 s/d 6 yang memiliki makna:**

|                           |   |   |
|---------------------------|---|---|
| Sangat Setuju (SS)        | = | 6 |
| Setuju (S)                | = | 5 |
| Cukup Setuju (CS)         | = | 4 |
| Kurang Setuju (KS)        | = | 3 |
| Tidak Setuju (TS)         | = | 2 |
| Sangat Tidak Setuju (STS) | = | 1 |

***LIVE STREAMING (X1)***

| No       | PERNYATAAN                                                                                                                                                               | JAWABAN |   |    |    |    |     |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---|----|----|----|-----|
|          |                                                                                                                                                                          | SS      | S | CS | KS | TS | STS |
|          |                                                                                                                                                                          | 6       | 5 | 4  | 3  | 2  | 1   |
| <b>A</b> | <b><i>Streamer's credibility (Kredibilitas streamer)</i></b>                                                                                                             |         |   |    |    |    |     |
| 1.       | Streamer di Tiktok Shop memiliki cara streaming langsung yang menyenangkan.                                                                                              |         |   |    |    |    |     |
| 2        | Streamer di Tiktok Shop memberikan informasi kepada penonton tentang produk/layanan yang ditawarkan.                                                                     |         |   |    |    |    |     |
| <b>B</b> | <b><i>Media richness (kekayaan media)</i></b>                                                                                                                            |         |   |    |    |    |     |
| 3        | <i>Live shopping</i> di Tiktok Shop mempermudah dalam memberi serta menerima umpan balik secara cepat dengan streamer maupun penonton lain yang menjadi rekan komunikasi |         |   |    |    |    |     |
| 4        | <i>Live shopping</i> di Tiktok Shop memudahkan untuk menyampaikan pesan sesuai kebutuhan dengan streamer maupun penonton lain yang menjadi rekan komunikasi              |         |   |    |    |    |     |
| <b>C</b> | <b><i>Interactivity (interaksi)</i></b>                                                                                                                                  |         |   |    |    |    |     |
| 5        | Streamer di Tiktok Shop bersedia berkomunikasi dengan penonton.                                                                                                          |         |   |    |    |    |     |
| 6        | Mendapatkan banyak saran bagus dari <i>streamer</i> di Tiktok Shop                                                                                                       |         |   |    |    |    |     |

***VIRAL MARKETING (X2)***

| No       | PERNYATAAN                                                                                                                                                                       | JAWABAN |   |    |    |    |     |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---|----|----|----|-----|
|          |                                                                                                                                                                                  | SS      | S | CS | KS | TS | STS |
|          |                                                                                                                                                                                  | 6       | 5 | 4  | 3  | 2  | 1   |
| <b>A</b> | <b>Media Sosial</b>                                                                                                                                                              |         |   |    |    |    |     |
| 1        | <i>Live shopping</i> di Tiktok Shop memberikan Informasi mengenai produk skincare dan kosmetik secara jelas kepada pengguna.                                                     |         |   |    |    |    |     |
| 2        | Penjual di Tiktok Shop <i>live shopping</i> menyampaikan informasi tentang produk skincare dan kosmetik secara jelas                                                             |         |   |    |    |    |     |
| <b>B</b> | <b>Keterlibatan <i>opinion leader</i></b>                                                                                                                                        |         |   |    |    |    |     |
| 3        | Akan memberikan informasi terkait produk skincare dan kosmetik di Tiktok Shop kepada teman, keluarga, saudara ataupun lingkungan sekitar                                         |         |   |    |    |    |     |
| 4        | Teman, keluarga, saudara ataupun lingkungan sekitar memberikan informasi terkait produk skincare dan kosmetik di Tiktok Shop                                                     |         |   |    |    |    |     |
| <b>C</b> | <b>Pengetahuan produk</b>                                                                                                                                                        |         |   |    |    |    |     |
| 5        | Mendapatkan informasi lengkap mengenai produk baru meliputi manfaat, keunggulannya, harga informasi detail barang, dan pasca pembelian pihak lain dari live shopping Tiktok Shop |         |   |    |    |    |     |
| 6        | Informasi mengenai produk skincare dan kosmetik di Tiktok Shop yang saya dapatkan mampu dipahami                                                                                 |         |   |    |    |    |     |
| <b>D</b> | <b>Kejelasan informasi produk</b>                                                                                                                                                |         |   |    |    |    |     |

|          |                                                                                                                                                             |  |  |  |  |  |  |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|
| 7        | Dapat berinteraksi untuk menanyakan produk pada pihak lainnya baik pada penjual secara langsung maupun pada teman kerabat online terkait dengan Tiktok Shop |  |  |  |  |  |  |
| 8        | Kejelasan informasi mengenai produk skincare dan kosmetik di Tiktok Shop membuat saya semakin percaya dan tertarik.                                         |  |  |  |  |  |  |
| <b>E</b> | <b>Membicarakan Produk</b>                                                                                                                                  |  |  |  |  |  |  |
| 9        | Bersedia membicarakan hal-hal positif dari <i>live shopping</i> mengenai produk skincare dan kosmetik di Tiktok Shop yang akan dibeli                       |  |  |  |  |  |  |
| 10       | Ketika membicarakan suatu produk skincare dan kosmetik di Tiktok Shop kepercayaan terhadap produk tersebut meningkat                                        |  |  |  |  |  |  |

### **ONLINE CUSTOMER REVIEW (X3)**

| No       | PERNYATAAN                                                                                                                             | JAWABAN |   |    |    |    |     |
|----------|----------------------------------------------------------------------------------------------------------------------------------------|---------|---|----|----|----|-----|
|          |                                                                                                                                        | SS      | S | CS | KS | TS | STS |
|          |                                                                                                                                        | 6       | 5 | 4  | 3  | 2  | 1   |
| <b>A</b> | <b><i>Perceived Usefulness</i> (Manfaat yang dirasakan)</b>                                                                            |         |   |    |    |    |     |
| 1.       | Review customer memberikan informasi mengenai produk skincare dan kosmetik yang dijual di Tiktok Shop                                  |         |   |    |    |    |     |
| 2.       | Review customer mengenai produk skincare dan kosmetik di Tiktok Shop menjadi pertimbangan saya dalam berbelanja kosmetik secara online |         |   |    |    |    |     |
| <b>B</b> | <b><i>Source credibility</i> (kredibilitas sumber)</b>                                                                                 |         |   |    |    |    |     |

|          |                                                                                                                                                             |  |  |  |  |  |  |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|
| 3.       | Membeli produk skincare dan kosmetik melalui Tiktok Shop setelah saya melihat <i>review</i> yang diberikan konsumen sebelumnya.                             |  |  |  |  |  |  |
| 4        | Percaya bahwa <i>review</i> yang diberikan konsumen mengenai produk skincare dan kosmetik di Tiktok Shop adalah jujur                                       |  |  |  |  |  |  |
| <b>C</b> | <b><i>Argument quality</i> (kualitas argument)</b>                                                                                                          |  |  |  |  |  |  |
| 5        | <i>Review</i> mengenai produk skincare dan kosmetik di Tiktok Shop berdasarkan pengalaman berbelanja dari konsumen                                          |  |  |  |  |  |  |
| 6        | <i>Review</i> yang diberikan konsumen mengenai produk skincare dan kosmetik di Tiktok Shop membantu saya dalam mendapatkan produk kosmetik yang berkualitas |  |  |  |  |  |  |
| <b>D</b> | <b><i>Valance</i> (valensi)</b>                                                                                                                             |  |  |  |  |  |  |
| 7        | Review produk skincare dan kosmetik di Tiktok Shop sudah banyak yang positif.                                                                               |  |  |  |  |  |  |
| 8        | Mempertimbangkan <i>review</i> yang diberikan konsumen lain terkait produk skincare dan kosmetik yang dijual Tiktok Shop                                    |  |  |  |  |  |  |
| <b>E</b> | <b><i>Volume of review</i> (jumlah ulasan).</b>                                                                                                             |  |  |  |  |  |  |
| 9        | Banyaknya ulasan positif dan testimonial membuat saya membeli produk skincare dan kosmetik di Tiktok Shop                                                   |  |  |  |  |  |  |
| 10       | Banyaknya jumlah <i>review</i> positif mengenai produk skincare dan kosmetik pada produk skincare dan kosmetik                                              |  |  |  |  |  |  |

|  |                                                          |  |  |  |  |  |  |
|--|----------------------------------------------------------|--|--|--|--|--|--|
|  | di tiktok shop membuat saya yakin reputasi produk bagus. |  |  |  |  |  |  |
|--|----------------------------------------------------------|--|--|--|--|--|--|

### KEPERCAYAAN (M)

| No       | PERNYATAAN                                                                                    | JAWABAN |   |    |    |    |     |
|----------|-----------------------------------------------------------------------------------------------|---------|---|----|----|----|-----|
|          |                                                                                               | SS      | S | CS | KS | TS | STS |
|          |                                                                                               | 6       | 5 | 4  | 3  | 2  | 1   |
| <b>A</b> | <b>Kemampuan (<i>Ability</i>)</b>                                                             |         |   |    |    |    |     |
| 1.       | Tiktok Shop memiliki kemampuan untuk menyediakan produk yang berkualitas bagi pelanggan       |         |   |    |    |    |     |
| 2.       | Tiktok Shop merupakan platform yang handal sehingga mampu mengirim produk tepat pada waktunya |         |   |    |    |    |     |
| <b>B</b> | <b>Kebaikan hati (<i>Benevolence</i>)</b>                                                     |         |   |    |    |    |     |
| 3.       | Platform Tiktok Shop memiliki perhatian untuk memberikan pelayanan terbaik bagi pelanggan.    |         |   |    |    |    |     |
| 4        | Platform Tiktok Shop memiliki memberikan keuntungan berbelanja online bagi pelanggan.         |         |   |    |    |    |     |
| <b>C</b> | <b>Integritas (<i>Integrity</i>)</b>                                                          |         |   |    |    |    |     |
| 5        | Berbelanja secara online di Tiktok Shop akan memenuhi apa yang diharapkan oleh pelanggan      |         |   |    |    |    |     |
| 6        | Platform Tiktok Shop tidak akan menyembunyikan                                                |         |   |    |    |    |     |



|  |                                           |  |  |  |  |  |  |
|--|-------------------------------------------|--|--|--|--|--|--|
|  | informasi yang penting bagi pelanggannya. |  |  |  |  |  |  |
|--|-------------------------------------------|--|--|--|--|--|--|

### KEPUTUSAN PEMBELIAN (Y)

| No       | PERNYATAAN                                                                                                                                  | JAWABAN |   |    |    |    |     |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------|---------|---|----|----|----|-----|
|          |                                                                                                                                             | SS      | S | CS | KS | TS | STS |
|          |                                                                                                                                             | 6       | 5 | 4  | 3  | 2  | 1   |
| <b>A</b> | <b>Kemantapan pada sebuah produk</b>                                                                                                        |         |   |    |    |    |     |
| 1.       | Merasa kualitas produk skincare dan kosmetik di Tiktok Shop sangat baik                                                                     |         |   |    |    |    |     |
| 2        | Merasa mutu produk skincare dan kosmetik di Tiktok Shop sangat baik                                                                         |         |   |    |    |    |     |
| <b>B</b> | <b>Kebiasaan dalam membeli Produk</b>                                                                                                       |         |   |    |    |    |     |
| 3        | Sudah terbiasa membeli produk skincare dan kosmetik di Tiktok Shop                                                                          |         |   |    |    |    |     |
| 4        | Produk skincare dan kosmetik di Tiktok Shop memberikan manfaat yang lebih dibandingkan dengan produk skincare dan kosmetik di Platform lain |         |   |    |    |    |     |
| <b>C</b> | <b>Memberikan rekomendasi kepada orang lain</b>                                                                                             |         |   |    |    |    |     |
| 5        | Mendapatkan manfaat dari membeli produk skincare dan kosmetik Tiktok Shop                                                                   |         |   |    |    |    |     |
| 6        | Akan merekomendasikan produk skincare dan kosmetik di Tiktok Shop kepada orang lain                                                         |         |   |    |    |    |     |
| <b>D</b> | <b>Melakukan pembelian ulang</b>                                                                                                            |         |   |    |    |    |     |
| 7        | Skincare dan kosmetik di Tiktok Shop sesuai dengan keinginan dan harapan.                                                                   |         |   |    |    |    |     |

|   |                                                                                                      |  |  |  |  |  |  |
|---|------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|
| 8 | Akan melakukan pembelian kembali produk skincare dan kosmetik di Tiktok Shop dimasa yang akan datang |  |  |  |  |  |  |
|---|------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|

## **LAMPIRAN JAWABAN RESPONDEN**

## 1. Identitas Responden

| No | Nama Responden           | Jenis Kelamin | Usia                | Pekerjaan        | Pendidikan terakhir | Penghasilan atau pendapatan | Domisili/Tempat |
|----|--------------------------|---------------|---------------------|------------------|---------------------|-----------------------------|-----------------|
| 1  | Idaliani                 | Perempuan     | 17 Tahun – 24 Tahun | Mahasiswa        | SMA                 | 1.000.000 – 2.000.000       | Lampung         |
| 2  | Tata                     | Perempuan     | 25 Tahun – 30 Tahun | Karyawan Swasta  | S1                  | 1.000.000 – 2.000.000       | Lampung         |
| 3  | Selfi Nurwidiawati       | Perempuan     | 17 Tahun – 24 Tahun | Mahasiswa        | S1                  | 1.000.000 – 2.000.001       | Lampung         |
| 4  | Dwi Safriyani            | Perempuan     | 17 Tahun – 24 Tahun | Mahasiswa        | SMA                 | 1.000.000 – 2.000.000       | Jawa Barat      |
| 5  | Melly                    | Perempuan     | 17 Tahun – 24 Tahun | Mahasiswa        | SMA                 | 1.000.000 – 2.000.000       | Sulawesi Barat  |
| 6  | Rifki Haryadi            | Laki-Laki     | 17 Tahun – 24 Tahun | Pegawai BUMN     | S1                  | 3.000.000 – 4.000.000       | Lampung         |
| 7  | Syafiah Musyafaah        | Perempuan     | 25 Tahun – 30 Tahun | Mahasiswa        | S1                  | 2.000.000 – 3.000.000       | Lampung         |
| 8  | M. Yasin Ibrahim         | Laki-Laki     | 25 Tahun – 30 Tahun | Karyawan Swasta  | S2                  | > 5.000.000                 | Lampung         |
| 9  | M. Umarudinsyah Mokoagow | Laki-Laki     | 31 Tahun – 36 Tahun | Pegawai BUMN     | S1                  | 4.000.000 – 5.000.000       | Lampung         |
| 10 | Delina D T               | Perempuan     | 25 Tahun – 30 Tahun | Karyawan Swasta  | S2                  | 3.000.000 – 4.000.000       | Lampung         |
| 11 | Aulia Insani             | Perempuan     | 25 Tahun – 30 Tahun | Ibu Rumah Tangga | S1                  | 1.000.000 – 2.000.000       | Sumatera Barat  |
| 12 | Nurida                   | Perempuan     | 25 Tahun – 30 Tahun | Ibu Rumah Tangga | S1                  | 1.000.000 – 2.000.000       | Lampung         |
| 13 | Elfa Yustika Devi        | Perempuan     | 25 Tahun – 30 Tahun | Guru/Dosen       | S1                  | 1.000.000 – 2.000.000       | Lampung         |
| 14 | Fitriyani                | Perempuan     | 17 Tahun – 24 Tahun | Mahasiswa        | S1                  | 1.000.000 – 2.000.000       | Lampung         |
| 15 | Risda Yesi               | Perempuan     | ? 42 tahun          | PNS              | S1                  | > 5.000.000                 | Sumatera Barat  |
| 16 | Leni Fatmawati           | Perempuan     | 25 Tahun – 30 Tahun | Karyawan Swasta  | S1                  | 2.000.000 – 3.000.000       | Lampung         |
| 17 | Perdiansyah              | Laki-Laki     | 31 Tahun – 36 Tahun | Guru/Dosen       | S2                  | 4.000.000 – 5.000.000       | Lampung         |
| 18 | Aulia                    | Perempuan     | 31 Tahun – 36 Tahun | Pegawai BUMN     | S1                  | > 5.000.000                 | DKI Jakarta     |
| 19 | Sakinah Az Zahra         | Perempuan     | 25 Tahun – 30 Tahun | Karyawan Swasta  | S1                  | 2.000.000 – 3.000.000       | Lampung         |
| 20 | Ayu Khoirunnisa          | Perempuan     | 25 Tahun – 30 Tahun | Mahasiswa        | SMA                 | 2.000.000 – 3.000.000       | Lampung         |
| 21 | Muhammad Najmu           | Laki-Laki     | 17 Tahun – 24 Tahun | Mahasiswa        | SMA                 | 1.000.000 – 2.000.000       | Jawa Barat      |
| 22 | Fadhilah                 | Perempuan     | 25 Tahun – 30 Tahun | PNS              | S1                  | 4.000.000 – 5.000.000       | Lampung         |

|    |                             |           |                        |                     |     |                          |                        |
|----|-----------------------------|-----------|------------------------|---------------------|-----|--------------------------|------------------------|
| 23 | Cheline                     | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 4.000.000 –<br>5.000.000 | DKI Jakarta            |
| 24 | Maria<br>Situmorang         | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 4.000.000 –<br>5.000.000 | Sumatera Utara         |
| 25 | Emilia Br<br>Siahaan        | Perempuan | 31 Tahun –<br>36 Tahun | PNS                 | S1  | 4.000.000 –<br>5.000.000 | Sumatera Utara         |
| 26 | Cut Mutiara<br>Ramadhan     | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | D3  | 4.000.000 –<br>5.000.000 | Aceh                   |
| 27 | Tengku<br>Muhammad<br>Rizal | Laki-Laki | 25 Tahun –<br>30 Tahun | Pegawai<br>BUMN     | S1  | > 5.000.000              | Aceh                   |
| 28 | Rezki Ardianto              | Laki-Laki | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Jambi                  |
| 29 | Amalia Dewi                 | Perempuan | 31 Tahun –<br>36 Tahun | Ibu Rumah<br>Tangga | S1  | 3.000.000 –<br>4.000.000 | Batam                  |
| 30 | Joice Roseline              | Perempuan | 25 Tahun –<br>30 Tahun | PNS                 | S1  | 4.000.000 –<br>5.000.000 | Batam                  |
| 31 | Maria Mbere                 | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Nusa Tenggara<br>Timur |
| 32 | Yusriana Rustam             | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Sulawesi Selatan       |
| 33 | Siti Solikah                | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Lampung                |
| 34 | Nurhayati                   | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | S1  | 1.000.000 –<br>2.000.000 | Lampung                |
| 35 | Maya Susilowati             | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Lampung                |
| 36 | M. Rizki Mulia              | Laki-Laki | 17 Tahun –<br>24 Tahun | Karyawan<br>Swasta  | S1  | > 5.000.000              | Banten                 |
| 37 | Fathi                       | Laki-Laki | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | DKI Jakarta            |
| 38 | Nindya Cahyani<br>Saima     | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | > 5.000.000              | Sulawesi<br>Tenggara   |
| 39 | Susi Mardika                | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | SMA | 2.000.000 –<br>3.000.000 | Riau                   |
| 40 | Rio Ardiansyah              | Laki-Laki | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 4.000.000 –<br>5.000.000 | Bengkulu               |
| 41 | Mona Susilawati             | Perempuan | 25 Tahun –<br>30 Tahun | Ibu Rumah<br>Tangga | D3  | 2.000.000 –<br>3.000.000 | Kalimantan<br>Selatan  |
| 42 | Naufal                      | Laki-Laki | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Jawa Barat             |
| 43 | Diaz Athya<br>Rahma         | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Jawa Barat             |
| 44 | Mega Ramadani               | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 2.000.000 –<br>3.000.000 | Lampung                |
| 45 | Amanda                      | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 2.000.000 –<br>3.000.000 | Lampung                |
| 46 | Dwi Saputri                 | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | > 5.000.000              | Bangka Belitung        |

|    |                                |           |                        |                     |     |                          |                        |
|----|--------------------------------|-----------|------------------------|---------------------|-----|--------------------------|------------------------|
| 47 | Handy Chandra                  | Laki-Laki | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | D3  | 4.000.000 –<br>5.000.000 | Jambi                  |
| 48 | Clara Andita                   | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 4.000.000 –<br>5.000.000 | Jawa Tengah            |
| 49 | Sofyan Ahmad                   | Laki-Laki | 31 Tahun –<br>36 Tahun | Pegawai<br>BUMN     | S1  | > 5.000.000              | Jawa Timur             |
| 50 | Nur Fatimah<br>Syuhada         | Perempuan | 25 Tahun –<br>30 Tahun | PNS                 | S1  | 4.000.000 –<br>5.000.000 | DKI Jakarta            |
| 51 | Sulatri Maharani               | Perempuan | 25 Tahun –<br>30 Tahun | Guru/Dosen          | S2  | > 5.000.000              | Sulawesi Barat         |
| 52 | Marisa Tendean                 | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 4.000.000 –<br>5.000.000 | Sulawesi Utara         |
| 53 | Lince S Maria                  | Perempuan | 25 Tahun –<br>30 Tahun | Pegawai<br>BUMN     | S1  | 4.000.000 –<br>5.000.000 | Nusa Tenggara<br>Timur |
| 54 | Kurnia Fadila                  | Perempuan | 37 Tahun –<br>42 Tahun | Guru/Dosen          | S2  | > 5.000.000              | Lampung                |
| 55 | Nindya Sari                    | Perempuan | 25 Tahun –<br>30 Tahun | Pegawai<br>BUMN     | D3  | 4.000.000 –<br>5.000.000 | Nusa Tenggara<br>Barat |
| 56 | Antolena<br>Mandagi            | Perempuan | 25 Tahun –<br>30 Tahun | Pegawai<br>BUMN     | S1  | > 5.000.000              | Sulawesi Utara         |
| 57 | Cika Handayani                 | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 4.000.000 –<br>5.000.000 | Sulawesi Selatan       |
| 58 | Paulus Tendean                 | Laki-Laki | 25 Tahun –<br>30 Tahun | Pegawai<br>BUMN     | S1  | > 5.000.000              | Sulawesi Utara         |
| 59 | Citra Wati<br>Harahap          | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | D3  | 3.000.000 –<br>4.000.000 | Kalimantan<br>Tengah   |
| 60 | Lusia Maharani<br>Putri        | Perempuan | 25 Tahun –<br>30 Tahun | Ibu Rumah<br>Tangga | D3  | 3.000.000 –<br>4.000.000 | Sulawesi<br>Tenggara   |
| 61 | Clarisa Ayu Putri              | Perempuan | 25 Tahun –<br>30 Tahun | Pegawai<br>BUMN     | S1  | > 5.000.000              | Jawa Timur             |
| 62 | Pujiwati<br>Surmarno           | Perempuan | 25 Tahun –<br>30 Tahun | Ibu Rumah<br>Tangga | SMA | 2.000.000 –<br>3.000.000 | Jawa Tengah            |
| 63 | Hidayatul<br>Aminah            | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 4.000.000 –<br>5.000.000 | Jawa Barat             |
| 64 | Teti Arnita                    | Perempuan | 31 Tahun –<br>36 Tahun | Guru/Dosen          | S1  | 4.000.000 –<br>5.000.000 | DKI Jakarta            |
| 65 | Fatin Banan<br>Harada          | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 2.000.000 –<br>3.000.000 | DKI Jakarta            |
| 66 | Marcela<br>Veronika            | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | > 5.000.000              | Sulawesi Tengah        |
| 67 | Solena Siahaan                 | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 2.000.000 –<br>3.000.000 | Sumatera Utara         |
| 68 | Dwi Maharani<br>Putri Chaniago | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Sumatera Barat         |
| 69 | Elisabeth Warou                | Perempuan | 25 Tahun –<br>30 Tahun | PNS                 | S1  | 4.000.000 –<br>5.000.000 | Sulawesi Barat         |
| 70 | Ni Nyoman<br>Mulia Saraswati   | Perempuan | 17 Tahun –<br>24 Tahun | Karyawan<br>Swasta  | SMA | 3.000.000 –<br>4.000.000 | Bali                   |
| 71 | Puspita Ari<br>Jannah          | Perempuan | 25 Tahun –<br>30 Tahun | Pegawai<br>BUMN     | S1  | 4.000.000 –<br>5.000.000 | Kalimantan<br>Tengah   |

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| 72 | Jesica Nurwati            | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 3.000.000 –<br>4.000.000 | Bangka Belitung        |
| 73 | Hanif Ali<br>Syukriansyah | Laki-Laki | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | > 5.000.000              | DKI Jakarta            |
| 74 | Suci<br>Kesumawati        | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Jawa Tengah            |
| 75 | Kornelia Agtha            | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | D3  | 3.000.000 –<br>4.000.000 | Yogyakarta             |
| 76 | Nurma                     | Perempuan | 31 Tahun –<br>36 Tahun | Pegawai<br>BUMN     | S1  | 4.000.000 –<br>5.000.000 | Jawa Timur             |
| 77 | Sisilia Limbong           | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 3.000.000 –<br>4.000.000 | Jambi                  |
| 78 | Marissa Aprilia<br>Suteja | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | D3  | 3.000.000 –<br>4.000.000 | Nusa Tenggara<br>Barat |
| 79 | Susi                      | Perempuan | 31 Tahun –<br>36 Tahun | Karyawan<br>Swasta  | SMA | 2.000.000 –<br>3.000.000 | Nusa Tenggara<br>Timur |
| 80 | Muhammad<br>Wildan Danu   | Laki-Laki | 31 Tahun –<br>36 Tahun | Karyawan<br>Swasta  | S1  | 4.000.000 –<br>5.000.000 | Kalimantan Barat       |
| 81 | Esti Wulandari            | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 3.000.000 –<br>4.000.000 | Medan                  |
| 82 | Neni                      | Perempuan | 31 Tahun –<br>36 Tahun | PNS                 | S2  | 4.000.000 –<br>5.000.000 | Sumatera Selatan       |
| 83 | Cleo                      | Laki-Laki | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | SMA | 3.000.000 –<br>4.000.000 | Riau                   |
| 84 | Indah Siti                | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Jawa Barat             |
| 85 | Magfiroh Azahra           | Perempuan | 31 Tahun –<br>36 Tahun | Ibu Rumah<br>Tangga | D3  | 2.000.000 –<br>3.000.000 | Jambi                  |
| 86 | Heni Mulyani              | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 4.000.000 –<br>5.000.000 | Medan                  |
| 87 | Novi Yanti                | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Banten                 |
| 88 | Oktiana Dewi              | Perempuan | 31 Tahun –<br>36 Tahun | Ibu Rumah<br>Tangga | SMA | 2.000.000 –<br>3.000.000 | Gorontalo              |
| 89 | Yesi Malini               | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | D3  | 3.000.000 –<br>4.000.000 | Nusa Tenggara<br>Timur |
| 90 | Luh Gede Ayu<br>Winarsih  | Perempuan | 31 Tahun –<br>36 Tahun | Karyawan<br>Swasta  | S1  | 2.000.000 –<br>3.000.000 | Bali                   |
| 91 | Siti Rohila               | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | Belum<br>berpenghasilan  | Riau                   |
| 92 | Yuyun Kurniasih           | Perempuan | 25 Tahun –<br>30 Tahun | Pegawai<br>BUMN     | S1  | 4.000.000 –<br>5.000.000 | Jawa Barat             |
| 93 | Tri Suwarni               | Perempuan | 37 Tahun –<br>42 Tahun | Ibu Rumah<br>Tangga | SMA | 1.000.000 –<br>2.000.000 | Banten                 |
| 94 | Wayan Astarina            | Perempuan | 17 Tahun –<br>24 Tahun | Karyawan<br>Swasta  | S1  | 2.000.000 –<br>3.000.000 | Bali                   |
| 95 | Samiyem                   | Perempuan | 37 Tahun –<br>42 Tahun | Ibu Rumah<br>Tangga | SMA | 1.000.000 –<br>2.000.000 | Jawa Tengah            |
| 96 | Eci Muharida              | Perempuan | 25 Tahun –<br>30 Tahun | Guru/Dosen          | S1  | 1.000.000 –<br>2.000.000 | Jawa Barat             |

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| 97  | Indra Pratama                 | Laki-Laki | 25 Tahun –<br>30 Tahun | Guru/Dosen         | S1  | 2.000.000 –<br>3.000.000 | Kalimantan Barat   |
| 98  | Aminah                        | Perempuan | 25 Tahun –<br>30 Tahun | PNS                | S1  | 3.000.000 –<br>4.000.000 | Gorontalo          |
| 99  | Nur Hikmalia                  | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa          | SMA | 1.000.000 –<br>2.000.000 | Kalimantan Selatan |
| 100 | Sadiyah                       | Perempuan | 31 Tahun –<br>36 Tahun | Ibu Rumah Tangga   | SMA | 1.000.000 –<br>2.000.000 | Jawa Barat         |
| 101 | Muslimah                      | Perempuan | 25 Tahun –<br>30 Tahun | Guru/Dosen         | S1  | 4.000.000 –<br>5.000.000 | DKI Jakarta        |
| 102 | Ni Komang<br>Anita Puji Swara | Perempuan | 25 Tahun –<br>30 Tahun | Guru/Dosen         | S1  | 4.000.000 –<br>5.000.000 | Bali               |
| 103 | Elli Andri Yani               | Perempuan | 37 Tahun –<br>42 Tahun | Petani             | SMA | 1.000.000 –<br>2.000.000 | Jawa Barat         |
| 104 | Novi Triana                   | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa          | SMA | 1.000.000 –<br>2.000.000 | DKI Jakarta        |
| 105 | Andriyani                     | Perempuan | 31 Tahun –<br>36 Tahun | Pegawai<br>BUMN    | S1  | 4.000.000 –<br>5.000.000 | Jawa Timur         |
| 106 | Maharani                      | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta | S1  | 3.000.000 –<br>4.000.000 | DKI Jakarta        |
| 107 | Hanafi                        | Laki-Laki | 25 Tahun –<br>30 Tahun | PNS                | S1  | 2.000.000 –<br>3.000.000 | Gorontalo          |
| 108 | Msriwyah                      | Perempuan | 31 Tahun –<br>36 Tahun | Ibu Rumah Tangga   | S1  | 1.000.000 –<br>2.000.000 | Gorontalo          |
| 109 | Halimah<br>Tusakdiyah         | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta | S1  | 3.000.000 –<br>4.000.000 | Banten             |
| 110 | Tini Kurniasih                | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa          | SMA | 1.000.000 –<br>2.000.000 | Jawa Tengah        |
| 111 | Nurhayati                     | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta | S1  | 2.000.000 –<br>3.000.000 | Riau               |
| 112 | Misniwati                     | Perempuan | 37 Tahun –<br>42 Tahun | Petani             | SMA | 1.000.000 –<br>2.000.000 | Yogyakarta         |
| 113 | Siti Khodijah                 | Perempuan | 25 Tahun –<br>30 Tahun | Ibu Rumah Tangga   | SMA | 1.000.000 –<br>2.000.000 | Jawa Tengah        |
| 114 | Susilowati                    | Perempuan | 37 Tahun –<br>42 Tahun | Guru/Dosen         | S1  | 3.000.000 –<br>4.000.000 | Jawa Barat         |
| 115 | Ni Ketut Dewi<br>Revita       | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta | S1  | 3.000.000 –<br>4.000.000 | Bali               |
| 116 | Siti Hayunah                  | Perempuan | 25 Tahun –<br>30 Tahun | PNS                | S1  | 2.000.000 –<br>3.000.000 | Jawa Barat         |
| 117 | Lilis Herlianty               | Perempuan | 37 Tahun –<br>42 Tahun | Mahasiswa          | SMA | 1.000.000 –<br>2.000.000 | Gorontalo          |
| 118 | Muzakiyah                     | Perempuan | 25 Tahun –<br>30 Tahun | Guru/Dosen         | S1  | 1.000.000 –<br>2.000.000 | Sulawesi Selatan   |
| 119 | Rosminah<br>Aipasa            | Perempuan | 31 Tahun –<br>36 Tahun | Karyawan<br>Swasta | SMA | 1.000.000 –<br>2.000.000 | Maluku             |
| 120 | Vivi Nurhasanah               | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa          | SMA | 2.000.000 –<br>3.000.000 | Jawa Tengah        |
| 121 | Nuryati<br>Amahoru            | Perempuan | 31 Tahun –<br>36 Tahun | Pegawai<br>BUMN    | S1  | 4.000.000 –<br>5.000.000 | Maluku             |



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| 122 | Emi Swistiari          | Laki-Laki | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Banten                 |
| 123 | Anita                  | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | D3  | 2.000.000 –<br>3.000.000 | Bangka Belitung        |
| 124 | Yami Yani              | Perempuan | 25 Tahun –<br>30 Tahun | Guru/Dosen          | S1  | 2.000.000 –<br>3.000.000 | Bangka Belitung        |
| 125 | Suwarni                | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 2.000.000 –<br>3.000.000 | Yogyakarta             |
| 126 | Yulina                 | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Bengkulu               |
| 127 | Tri Suwartini          | Perempuan | 25 Tahun –<br>30 Tahun | Guru/Dosen          | S1  | 2.000.000 –<br>3.000.000 | Gorontalo              |
| 128 | Yuliana                | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 2.000.000 –<br>3.000.000 | Sulawesi Selatan       |
| 129 | Agustina               | Perempuan | 37 Tahun –<br>42 Tahun | Ibu Rumah<br>Tangga | D3  | 1.000.000 –<br>2.000.000 | Bengkulu               |
| 130 | Siti Rohimah           | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 2.000.000 –<br>3.000.000 | Jawa Barat             |
| 131 | Yulia Aini<br>Aninjola | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 2.000.000 –<br>3.000.000 | Maluku                 |
| 132 | Risnawati              | Perempuan | 31 Tahun –<br>36 Tahun | Pegawai<br>BUMN     | S1  | 4.000.000 –<br>5.000.000 | Bengkulu               |
| 133 | Huzaimah               | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 2.000.000 –<br>3.000.000 | Banten                 |
| 134 | Ernayati               | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Yogyakarta             |
| 135 | Ana Marlina            | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Sulawesi Selatan       |
| 136 | Hayatun Nufus          | Perempuan | ? 42 tahun             | Ibu Rumah<br>Tangga | S1  | 1.000.000 –<br>2.000.000 | Bengkulu               |
| 137 | Sri Murni              | Perempuan | 25 Tahun –<br>30 Tahun | Mahasiswa           | S1  | 2.000.000 –<br>3.000.000 | Yogyakarta             |
| 138 | Siti Aisah             | Perempuan | 37 Tahun –<br>42 Tahun | Guru/Dosen          | S1  | 2.000.000 –<br>3.000.000 | Bangka Belitung        |
| 139 | Noventin               | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Nusa Tenggara<br>Timur |
| 140 | Susilowati             | Perempuan | 37 Tahun –<br>42 Tahun | Ibu Rumah<br>Tangga | SMA | 1.000.000 –<br>2.000.000 | Banten                 |
| 141 | Darningsih             | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Banten                 |
| 142 | Masfufah               | Perempuan | 25 Tahun –<br>30 Tahun | Guru/Dosen          | S1  | 1.000.000 –<br>2.000.000 | Sulawesi Tengah        |
| 143 | Nur Aisah              | Perempuan | 31 Tahun –<br>36 Tahun | Ibu Rumah<br>Tangga | S1  | 1.000.000 –<br>2.000.000 | Jawa Tengah            |
| 144 | Linda Wati<br>Utami    | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 2.000.000 –<br>3.000.000 | Bangka Belitung        |
| 145 | Oktariana<br>Tobing    | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Sumatera Utara         |
| 146 | Cut Aminah             | Perempuan | 17 Tahun –<br>24 Tahun | Karyawan<br>Swasta  | S1  | 2.000.000 –<br>3.000.000 | Aceh                   |

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| 147 | Susana Oktaviani      | Perempuan | 31 Tahun – 36 Tahun | PNS              | S1  | 3.000.000 – 4.000.000 | Sulawesi Barat      |
| 148 | Siti Mufidah          | Perempuan | 25 Tahun – 30 Tahun | Ibu Rumah Tangga | SMA | 1.000.000 – 2.000.000 | Jawa Barat          |
| 149 | Cut Umaini            | Perempuan | 17 Tahun – 24 Tahun | Karyawan Swasta  | S1  | 2.000.000 – 3.000.000 | Aceh                |
| 150 | Husni Aisyah          | Perempuan | 37 Tahun – 42 Tahun | PNS              | SMA | 3.000.000 – 4.000.000 | Kalimantan Tengah   |
| 151 | Sri Rahayu            | Perempuan | 25 Tahun – 30 Tahun | Guru/Dosen       | S1  | 2.000.000 – 3.000.000 | Jawa Tengah         |
| 152 | Eni Astuti            | Perempuan | 17 Tahun – 24 Tahun | Mahasiswa        | SMA | 2.000.000 – 3.000.000 | Lampung             |
| 153 | Nur Widia Wati        | Perempuan | 37 Tahun – 42 Tahun | Karyawan Swasta  | S1  | 2.000.000 – 3.000.000 | Yogyakarta          |
| 154 | Dwi Prapti Utami      | Perempuan | ? 42 tahun          | Ibu Rumah Tangga | SMA | 1.000.000 – 2.000.000 | Lampung             |
| 155 | Suci Rahayuni         | Perempuan | 17 Tahun – 24 Tahun | Mahasiswa        | SMA | 1.000.000 – 2.000.000 | Yogyakarta          |
| 156 | Stefani Djobo         | Perempuan | 25 Tahun – 30 Tahun | Karyawan Swasta  | S1  | 2.000.000 – 3.000.000 | Nusa Tenggara Timur |
| 157 | Fitri Yuliana Sari    | Perempuan | 37 Tahun – 42 Tahun | Guru/Dosen       | S1  | 2.000.000 – 3.000.000 | Sulawesi Selatan    |
| 158 | Herniati Ginting      | Perempuan | 25 Tahun – 30 Tahun | PNS              | S1  | 2.000.000 – 3.000.000 | Sumatera Utara      |
| 159 | Siti Nur Ainun        | Perempuan | 25 Tahun – 30 Tahun | Karyawan Swasta  | S1  | 2.000.000 – 3.000.000 | Kalimantan Selatan  |
| 160 | Res Malena Henuk      | Perempuan | 17 Tahun – 24 Tahun | Mahasiswa        | SMA | 1.000.000 – 2.000.000 | Nusa Tenggara Timur |
| 161 | Rosma Halatule        | Perempuan | 17 Tahun – 24 Tahun | Mahasiswa        | SMA | 3.000.000 – 4.000.000 | Papua               |
| 162 | Rita Anita Sari       | Perempuan | 17 Tahun – 24 Tahun | Mahasiswa        | SMA | 1.000.000 – 2.000.000 | Gorontalo           |
| 163 | Maryamah              | Perempuan | 25 Tahun – 30 Tahun | Karyawan Swasta  | S1  | 2.000.000 – 3.000.000 | Sumatera Selatan    |
| 164 | Deviana Arbaben       | Perempuan | 17 Tahun – 24 Tahun | Mahasiswa        | SMA | 3.000.000 – 4.000.000 | Maluku              |
| 165 | Rismiati Oktarina     | Perempuan | 37 Tahun – 42 Tahun | Ibu Rumah Tangga | SMA | 1.000.000 – 2.000.000 | Sumatera Selatan    |
| 166 | Febrianda Puspitasari | Perempuan | 25 Tahun – 30 Tahun | Karyawan Swasta  | S1  | 3.000.000 – 4.000.000 | Jawa Timur          |
| 167 | Dewi                  | Perempuan | 31 Tahun – 36 Tahun | PNS              | S1  | 2.000.000 – 3.000.000 | Kalimantan Barat    |
| 168 | Masrah Dewi           | Perempuan | 25 Tahun – 30 Tahun | Guru/Dosen       | S1  | 1.000.000 – 2.000.000 | Jawa Tengah         |
| 169 | Oriana Susanti        | Perempuan | 17 Tahun – 24 Tahun | Mahasiswa        | SMA | 1.000.000 – 2.000.000 | Jawa Barat          |
| 170 | Missael               | Perempuan | 25 Tahun – 30 Tahun | Karyawan Swasta  | S1  | 2.000.000 – 3.000.000 | Papua               |
| 171 | Eka Persetiawati      | Perempuan | 25 Tahun – 30 Tahun | PNS              | S1  | 2.000.000 – 3.000.000 | Banten              |

|     |                        |           |                        |                     |     |                          |                      |
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| 172 | Anistia Linda          | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 2.000.000 –<br>3.000.000 | Yogyakarta           |
| 173 | Hasanah                | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 2.000.000 –<br>3.000.000 | Sulawesi Selatan     |
| 174 | Rohimah                | Perempuan | ? 42 tahun             | Ibu Rumah<br>Tangga | S1  | 1.000.000 –<br>2.000.000 | Yogyakarta           |
| 175 | Siti Nurjanah          | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 3.000.000 –<br>4.000.000 | Kalimantan Barat     |
| 176 | Santi Oktavia Za       | Perempuan | 17 Tahun –<br>24 Tahun | Karyawan<br>Swasta  | S1  | 3.000.000 –<br>4.000.000 | Kalimantan Utara     |
| 177 | Mitriliniy Amd         | Perempuan | 25 Tahun –<br>30 Tahun | Pegawai<br>BUMN     | S1  | 4.000.000 –<br>5.000.000 | Sulawesi<br>Tenggara |
| 178 | Rumuri Br<br>Hasibuan  | Laki-Laki | 25 Tahun –<br>30 Tahun | Pegawai<br>BUMN     | S1  | 4.000.000 –<br>5.000.000 | Sumatera Utara       |
| 179 | Nuryana                | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 3.000.000 –<br>4.000.000 | Banten               |
| 180 | Andariah               | Perempuan | 31 Tahun –<br>36 Tahun | Guru/Dosen          | S1  | 2.000.000 –<br>3.000.000 | Gorontalo            |
| 181 | Yulia Wati<br>Sampara  | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | S1  | 2.000.000 –<br>3.000.000 | Sulawesi Selatan     |
| 182 | Nismala Wati           | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 3.000.000 –<br>4.000.000 | Yogyakarta           |
| 183 | Amaliyah               | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 3.000.000 –<br>4.000.000 | Jawa Timur           |
| 184 | Wulandari              | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 3.000.000 –<br>4.000.000 | Jawa Tengah          |
| 185 | Dwi Andini             | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | Belum<br>berpenghasilan  | Kalimantan Barat     |
| 186 | Yustina<br>Lasalemu    | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Jawa Tengah          |
| 187 | Susilo Wati            | Perempuan | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | D3  | 2.000.000 –<br>3.000.000 | Banten               |
| 188 | Rini Maria<br>Mandar   | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Kalimantan Barat     |
| 189 | Meri Diana<br>Tahalele | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Maluku               |
| 190 | Redi Susanto           | Laki-Laki | 37 Tahun –<br>42 Tahun | Karyawan<br>Swasta  | D3  | 3.000.000 –<br>4.000.000 | Yogyakarta           |
| 191 | Zaskia                 | Perempuan | 31 Tahun –<br>36 Tahun | Ibu Rumah<br>Tangga | S1  | 2.000.000 –<br>3.000.000 | DKI Jakarta          |
| 192 | Kristina               | Laki-Laki | 37 Tahun –<br>42 Tahun | Pegawai<br>BUMN     | S2  | > 5.000.000              | Kalimantan<br>Tengah |
| 193 | Shalsabila<br>Mulyana  | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Jawa Tengah          |
| 194 | Fikal                  | Laki-Laki | 31 Tahun –<br>36 Tahun | Karyawan<br>Swasta  | S1  | 3.000.000 –<br>4.000.000 | Jawa Barat           |
| 195 | Nurhasanah             | Perempuan | 25 Tahun –<br>30 Tahun | Ibu Rumah<br>Tangga | D3  | 2.000.000 –<br>3.000.000 | Lampung              |
| 196 | Anita Sagitarius       | Perempuan | 17 Tahun –<br>24 Tahun | Mahasiswa           | SMA | 1.000.000 –<br>2.000.000 | Jawa Timur           |

|     |             |           |                        |                     |     |                          |                |
|-----|-------------|-----------|------------------------|---------------------|-----|--------------------------|----------------|
| 197 | Monica      | Perempuan | 31 Tahun –<br>36 Tahun | Karyawan<br>Swasta  | SMA | 2.000.000 –<br>3.000.000 | Banten         |
| 198 | Briyan      | Laki-Laki | 25 Tahun –<br>30 Tahun | PNS                 | S1  | 3.000.000 –<br>4.000.000 | Bengkulu       |
| 199 | Siti Aminah | Perempuan | 31 Tahun –<br>36 Tahun | Ibu Rumah<br>Tangga | S1  | 3.000.000 –<br>4.000.000 | DKI Jakarta    |
| 200 | Rahmat      | Laki-Laki | 25 Tahun –<br>30 Tahun | Karyawan<br>Swasta  | SMA | 2.000.000 –<br>3.000.000 | Sumatera Barat |

## 2. Jawaban Responden *Live Streaming*

| P1X1 | P2X1 | P3X1 | P4X1 | P5X1 | P6X1 |
|------|------|------|------|------|------|
| 6    | 6    | 6    | 6    | 6    | 5    |
| 6    | 6    | 6    | 6    | 6    | 6    |
| 5    | 5    | 5    | 5    | 5    | 5    |
| 5    | 5    | 5    | 5    | 5    | 5    |
| 5    | 5    | 5    | 5    | 5    | 5    |
| 6    | 6    | 4    | 5    | 5    | 4    |
| 5    | 5    | 5    | 5    | 5    | 4    |
| 4    | 5    | 6    | 6    | 6    | 5    |
| 4    | 4    | 3    | 4    | 3    | 4    |
| 5    | 6    | 5    | 5    | 5    | 4    |
| 4    | 5    | 6    | 6    | 5    | 4    |
| 5    | 6    | 6    | 6    | 5    | 5    |
| 5    | 5    | 5    | 5    | 5    | 5    |
| 5    | 6    | 5    | 6    | 5    | 5    |
| 5    | 6    | 5    | 5    | 5    | 5    |
| 5    | 5    | 5    | 5    | 5    | 5    |
| 5    | 6    | 5    | 5    | 6    | 5    |
| 6    | 5    | 5    | 5    | 5    | 5    |
| 6    | 6    | 4    | 5    | 4    | 5    |
| 6    | 6    | 6    | 6    | 6    | 6    |
| 6    | 6    | 6    | 6    | 6    | 6    |
| 6    | 6    | 6    | 5    | 6    | 5    |
| 5    | 6    | 6    | 6    | 6    | 5    |
| 6    | 6    | 6    | 5    | 6    | 5    |
| 5    | 6    | 6    | 5    | 5    | 5    |
| 6    | 6    | 6    | 6    | 6    | 6    |
| 6    | 6    | 6    | 6    | 6    | 6    |
| 6    | 6    | 5    | 6    | 5    | 6    |

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| 6 | 6 | 5 | 6 | 6 | 5 |
| 6 | 6 | 5 | 6 | 6 | 6 |
| 5 | 5 | 3 | 4 | 4 | 4 |
| 5 | 6 | 6 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 |
| 6 | 6 | 6 | 6 | 6 | 6 |
| 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 6 | 4 | 4 | 3 | 4 |
| 6 | 6 | 5 | 5 | 6 | 5 |
| 6 | 5 | 6 | 6 | 6 | 6 |
| 6 | 5 | 5 | 5 | 5 | 6 |
| 6 | 5 | 6 | 6 | 6 | 5 |
| 6 | 6 | 6 | 6 | 6 | 6 |
| 5 | 5 | 6 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 4 | 4 |
| 6 | 5 | 6 | 5 | 5 | 5 |
| 6 | 5 | 6 | 6 | 6 | 6 |
| 6 | 5 | 6 | 6 | 6 | 5 |
| 6 | 5 | 6 | 6 | 6 | 5 |
| 6 | 5 | 6 | 5 | 6 | 5 |
| 6 | 6 | 5 | 5 | 5 | 6 |
| 6 | 6 | 5 | 5 | 5 | 6 |
| 5 | 6 | 6 | 6 | 5 | 6 |
| 6 | 6 | 6 | 5 | 6 | 6 |
| 6 | 6 | 5 | 6 | 6 | 6 |
| 6 | 5 | 6 | 6 | 6 | 6 |
| 6 | 5 | 6 | 5 | 5 | 5 |
| 6 | 5 | 5 | 6 | 5 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 5 | 6 | 5 |
| 6 | 6 | 5 | 6 | 6 | 6 |
| 5 | 5 | 6 | 6 | 5 | 6 |
| 6 | 6 | 5 | 6 | 6 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 6 | 6 | 6 | 5 | 5 |
| 6 | 6 | 6 | 6 | 6 | 5 |
| 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 5 | 5 | 5 | 5 |
| 5 | 6 | 3 | 6 | 6 | 6 |

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| 6 | 6 | 5 | 6 | 6 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 6 | 5 | 5 |
| 6 | 6 | 5 | 5 | 5 | 5 |
| 6 | 6 | 5 | 5 | 6 | 5 |
| 6 | 5 | 6 | 6 | 6 | 5 |
| 6 | 5 | 6 | 6 | 5 | 5 |
| 6 | 5 | 6 | 5 | 5 | 5 |
| 5 | 6 | 6 | 5 | 5 | 6 |
| 6 | 6 | 5 | 6 | 5 | 6 |
| 6 | 5 | 4 | 6 | 5 | 6 |
| 6 | 6 | 6 | 5 | 4 | 5 |
| 6 | 6 | 5 | 5 | 4 | 5 |
| 6 | 6 | 5 | 5 | 6 | 4 |
| 6 | 6 | 5 | 6 | 5 | 4 |
| 4 | 5 | 6 | 6 | 5 | 4 |
| 6 | 5 | 5 | 6 | 5 | 6 |
| 6 | 5 | 5 | 6 | 6 | 5 |
| 6 | 6 | 5 | 5 | 5 | 5 |
| 6 | 5 | 5 | 4 | 6 | 5 |
| 6 | 6 | 6 | 5 | 5 | 6 |
| 4 | 4 | 5 | 4 | 5 | 4 |
| 6 | 5 | 5 | 5 | 6 | 6 |
| 5 | 6 | 4 | 5 | 5 | 5 |
| 6 | 5 | 5 | 6 | 5 | 6 |
| 4 | 5 | 6 | 5 | 5 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 5 | 5 | 6 | 5 |
| 5 | 6 | 6 | 5 | 5 | 4 |
| 5 | 5 | 6 | 5 | 3 | 4 |
| 4 | 4 | 5 | 4 | 5 | 6 |
| 6 | 5 | 5 | 4 | 4 | 5 |
| 5 | 4 | 6 | 5 | 5 | 6 |
| 5 | 4 | 4 | 5 | 3 | 5 |
| 4 | 3 | 4 | 5 | 3 | 5 |
| 6 | 5 | 6 | 5 | 4 | 3 |
| 5 | 5 | 4 | 6 | 5 | 4 |
| 5 | 5 | 6 | 4 | 5 | 6 |
| 5 | 6 | 5 | 4 | 5 | 4 |
| 4 | 5 | 6 | 5 | 5 | 6 |
| 5 | 5 | 5 | 4 | 6 | 6 |

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|---|---|---|---|---|---|
| 6 | 5 | 5 | 6 | 4 | 5 |
| 3 | 4 | 3 | 4 | 5 | 5 |
| 5 | 4 | 4 | 5 | 4 | 6 |
| 5 | 4 | 4 | 5 | 4 | 4 |
| 5 | 4 | 4 | 6 | 5 | 5 |
| 5 | 4 | 4 | 5 | 4 | 4 |
| 6 | 5 | 5 | 5 | 4 | 5 |
| 5 | 5 | 6 | 5 | 4 | 5 |
| 5 | 4 | 4 | 4 | 4 | 5 |
| 6 | 5 | 5 | 4 | 6 | 5 |
| 5 | 5 | 6 | 6 | 5 | 4 |
| 6 | 5 | 6 | 5 | 5 | 6 |
| 6 | 5 | 5 | 5 | 6 | 5 |
| 5 | 6 | 6 | 5 | 4 | 5 |
| 6 | 4 | 6 | 5 | 6 | 6 |
| 6 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 6 | 6 | 4 | 6 |
| 5 | 6 | 6 | 4 | 6 | 5 |
| 5 | 6 | 6 | 4 | 5 | 6 |
| 5 | 6 | 5 | 4 | 4 | 6 |
| 6 | 5 | 5 | 5 | 4 | 5 |
| 5 | 6 | 6 | 5 | 4 | 4 |
| 5 | 5 | 6 | 5 | 6 | 4 |
| 6 | 5 | 6 | 5 | 4 | 4 |
| 5 | 6 | 4 | 5 | 5 | 4 |
| 6 | 4 | 5 | 6 | 5 | 4 |
| 6 | 6 | 5 | 5 | 6 | 6 |
| 6 | 6 | 5 | 5 | 4 | 5 |
| 5 | 6 | 4 | 6 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 6 | 5 | 5 | 4 | 5 | 5 |
| 5 | 4 | 3 | 5 | 4 | 6 |
| 5 | 5 | 4 | 6 | 5 | 6 |
| 5 | 3 | 4 | 4 | 5 | 4 |
| 5 | 4 | 4 | 3 | 3 | 5 |
| 6 | 6 | 5 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 6 | 5 |
| 5 | 6 | 4 | 4 | 3 | 4 |
| 5 | 6 | 6 | 5 | 6 | 4 |
| 5 | 4 | 4 | 4 | 3 | 3 |
| 6 | 5 | 6 | 4 | 5 | 5 |

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| 5 | 6 | 5 | 6 | 5 | 4 |
| 4 | 5 | 6 | 5 | 4 | 5 |
| 6 | 5 | 5 | 5 | 6 | 6 |
| 6 | 6 | 5 | 5 | 6 | 4 |
| 5 | 4 | 5 | 6 | 4 | 4 |
| 6 | 5 | 4 | 5 | 5 | 5 |
| 5 | 6 | 6 | 6 | 4 | 5 |
| 6 | 5 | 6 | 5 | 5 | 5 |
| 6 | 5 | 5 | 5 | 4 | 6 |
| 6 | 5 | 6 | 4 | 5 | 5 |
| 6 | 6 | 5 | 6 | 6 | 5 |
| 5 | 5 | 6 | 6 | 5 | 5 |
| 6 | 6 | 5 | 6 | 5 | 5 |
| 5 | 5 | 6 | 6 | 4 | 5 |
| 5 | 6 | 5 | 6 | 5 | 4 |
| 5 | 6 | 5 | 4 | 4 | 4 |
| 5 | 5 | 4 | 6 | 5 | 6 |
| 5 | 6 | 6 | 5 | 5 | 4 |
| 6 | 4 | 4 | 5 | 3 | 3 |
| 5 | 5 | 4 | 4 | 6 | 5 |
| 5 | 5 | 5 | 6 | 5 | 5 |
| 6 | 5 | 6 | 6 | 5 | 6 |
| 5 | 5 | 5 | 6 | 6 | 5 |
| 5 | 5 | 6 | 6 | 5 | 5 |
| 5 | 4 | 5 | 6 | 4 | 5 |
| 6 | 4 | 5 | 6 | 4 | 5 |
| 4 | 3 | 5 | 5 | 5 | 5 |
| 5 | 5 | 6 | 6 | 4 | 5 |
| 5 | 4 | 5 | 6 | 5 | 6 |
| 5 | 4 | 5 | 6 | 6 | 5 |
| 5 | 5 | 6 | 5 | 4 | 5 |
| 6 | 6 | 6 | 5 | 4 | 5 |
| 6 | 5 | 5 | 5 | 5 | 6 |
| 5 | 5 | 6 | 5 | 5 | 4 |
| 5 | 5 | 6 | 5 | 5 | 5 |
| 6 | 5 | 6 | 5 | 5 | 5 |
| 6 | 6 | 5 | 5 | 5 | 6 |
| 5 | 5 | 6 | 6 | 5 | 4 |
| 3 | 5 | 3 | 5 | 5 | 6 |
| 6 | 5 | 5 | 6 | 5 | 4 |
| 6 | 5 | 5 | 6 | 4 | 5 |



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| 5 | 6 | 5 | 5 | 6 | 5 |
| 6 | 5 | 5 | 5 | 6 | 5 |
| 6 | 5 | 5 | 6 | 6 | 5 |
| 5 | 6 | 5 | 4 | 5 | 5 |
| 6 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 6 | 5 | 6 | 5 |

### 3. Jawaban Responden *Viral Marketing*

| P1X2 | P2X2 | P3X2 | P4X2 | P5X2 | P6X2 | P7X2 | P8X2 | P9X2 | P10X2 |
|------|------|------|------|------|------|------|------|------|-------|
| 6    | 5    | 5    | 5    | 5    | 6    | 5    | 5    | 5    | 5     |
| 5    | 5    | 6    | 6    | 5    | 6    | 5    | 6    | 5    | 6     |
| 6    | 6    | 5    | 6    | 6    | 6    | 6    | 6    | 5    | 5     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 3    | 3    | 4    | 2    | 3    | 5    | 5    | 4    | 5    | 5     |
| 4    | 4    | 5    | 5    | 5    | 5    | 5    | 4    | 3    | 3     |
| 5    | 5    | 5    | 6    | 6    | 5    | 6    | 6    | 5    | 5     |
| 3    | 3    | 4    | 2    | 5    | 4    | 4    | 4    | 4    | 3     |
| 5    | 4    | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 5     |
| 5    | 4    | 6    | 4    | 5    | 6    | 5    | 6    | 4    | 4     |
| 5    | 5    | 4    | 4    | 6    | 6    | 6    | 6    | 6    | 6     |
| 6    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 5    | 4    | 6    | 5    | 5    | 6    | 5    | 5     |
| 6    | 6    | 6    | 6    | 6    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 5    | 5    | 6    | 5    | 5    | 6    | 5    | 6     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 6    | 6    | 4    | 4    | 5    | 5    | 5    | 6    | 5    | 6     |
| 6    | 6    | 6    | 5    | 5    | 5    | 6    | 5    | 5    | 5     |
| 6    | 6    | 6    | 6    | 6    | 6    | 6    | 6    | 6    | 6     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 6    | 6    | 6     |
| 5    | 5    | 5    | 5    | 5    | 5    | 6    | 6    | 6    | 6     |
| 5    | 5    | 4    | 6    | 4    | 6    | 6    | 5    | 5    | 5     |
| 6    | 5    | 5    | 4    | 6    | 6    | 6    | 6    | 5    | 5     |
| 4    | 6    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 5     |
| 5    | 5    | 6    | 6    | 6    | 5    | 5    | 6    | 5    | 5     |
| 6    | 5    | 6    | 5    | 5    | 5    | 6    | 6    | 5    | 5     |

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|---|---|---|---|---|---|---|---|---|---|
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 |
| 6 | 6 | 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 6 | 6 | 5 | 6 | 5 | 5 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 6 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 5 | 6 | 5 | 6 | 4 | 5 | 5 | 6 | 5 |
| 5 | 4 | 5 | 6 | 6 | 5 | 5 | 4 | 5 | 5 |
| 6 | 6 | 6 | 6 | 6 | 5 | 6 | 5 | 6 | 5 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 6 | 5 | 4 | 5 | 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 6 | 4 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 6 |
| 6 | 5 | 6 | 5 | 6 | 6 | 6 | 6 | 5 | 5 |
| 6 | 6 | 6 | 6 | 5 | 6 | 6 | 6 | 5 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 5 | 5 | 6 | 6 | 6 | 6 | 6 |
| 5 | 6 | 5 | 5 | 5 | 6 | 5 | 6 | 6 | 5 |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 5 |
| 6 | 5 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 5 |
| 6 | 6 | 6 | 6 | 5 | 5 | 5 | 6 | 5 | 5 |
| 6 | 5 | 6 | 6 | 6 | 6 | 6 | 5 | 6 | 6 |
| 5 | 6 | 5 | 5 | 5 | 6 | 5 | 5 | 5 | 5 |
| 5 | 5 | 6 | 6 | 5 | 5 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 |
| 6 | 6 | 6 | 6 | 5 | 5 | 5 | 5 | 6 | 4 |
| 6 | 5 | 6 | 6 | 5 | 6 | 6 | 6 | 6 | 6 |
| 5 | 6 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 6 | 5 | 6 | 6 | 6 | 6 | 5 |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 6 | 6 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 5 | 5 | 5 | 6 | 5 | 5 | 5 | 5 | 5 |
| 5 | 6 | 5 | 5 | 6 | 6 | 5 | 5 | 5 | 5 |
| 6 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 6 | 5 | 6 | 6 | 6 | 6 | 6 | 5 | 6 |

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| 6 | 5 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 5 | 6 | 6 | 5 | 6 | 5 | 6 | 5 |
| 6 | 5 | 5 | 6 | 6 | 6 | 5 | 6 | 6 | 5 |
| 6 | 6 | 5 | 6 | 6 | 6 | 5 | 5 | 6 | 6 |
| 6 | 6 | 6 | 5 | 5 | 6 | 5 | 6 | 6 | 6 |
| 6 | 6 | 5 | 6 | 6 | 6 | 5 | 6 | 5 | 6 |
| 6 | 6 | 5 | 6 | 5 | 6 | 6 | 6 | 6 | 5 |
| 5 | 5 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 5 |
| 6 | 6 | 6 | 5 | 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 |
| 4 | 6 | 4 | 1 | 5 | 6 | 5 | 6 | 6 | 5 |
| 6 | 6 | 5 | 5 | 5 | 4 | 4 | 6 | 4 | 6 |
| 6 | 5 | 4 | 3 | 6 | 5 | 5 | 6 | 6 | 5 |
| 4 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 5 | 5 |
| 6 | 5 | 4 | 5 | 6 | 6 | 6 | 5 | 4 | 5 |
| 5 | 6 | 3 | 5 | 6 | 5 | 4 | 6 | 5 | 6 |
| 5 | 4 | 4 | 6 | 5 | 4 | 5 | 4 | 2 | 5 |
| 5 | 6 | 6 | 5 | 5 | 6 | 6 | 5 | 5 | 5 |
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| 6 | 6 | 5 | 5 | 5 | 6 | 5 | 5 | 4 | 4 |
| 6 | 6 | 5 | 5 | 4 | 4 | 5 | 6 | 5 | 6 |
| 5 | 6 | 4 | 4 | 6 | 5 | 5 | 5 | 5 | 6 |
| 4 | 5 | 6 | 6 | 4 | 4 | 4 | 5 | 6 | 6 |
| 6 | 5 | 4 | 4 | 4 | 5 | 5 | 6 | 4 | 5 |
| 4 | 5 | 5 | 5 | 6 | 5 | 5 | 5 | 6 | 4 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 4 | 5 | 5 | 5 | 6 | 4 | 5 | 6 | 5 | 4 |
| 3 | 3 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 4 |
| 4 | 5 | 6 | 5 | 5 | 4 | 5 | 6 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 6 | 5 | 5 | 5 | 6 |
| 5 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 6 |
| 6 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 4 |
| 6 | 4 | 4 | 4 | 6 | 4 | 4 | 5 | 6 | 4 |
| 6 | 4 | 4 | 6 | 6 | 4 | 5 | 5 | 4 | 4 |
| 4 | 2 | 2 | 3 | 3 | 5 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 4 |
| 4 | 6 | 4 | 5 | 4 | 6 | 6 | 5 | 4 | 4 |
| 6 | 5 | 6 | 6 | 5 | 4 | 4 | 5 | 5 | 4 |
| 6 | 3 | 5 | 6 | 4 | 4 | 6 | 5 | 5 | 6 |
| 4 | 4 | 3 | 5 | 5 | 5 | 5 | 6 | 6 | 6 |
| 5 | 6 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |

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| 4 | 5 | 4 | 5 | 6 | 5 | 5 | 4 | 4 | 5 |
| 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 6 | 5 | 4 | 4 | 6 | 5 | 4 | 4 | 5 | 4 |
| 4 | 3 | 3 | 5 | 4 | 4 | 6 | 5 | 5 | 4 |
| 4 | 4 | 5 | 5 | 6 | 5 | 4 | 4 | 4 | 6 |
| 4 | 4 | 5 | 3 | 3 | 6 | 3 | 4 | 4 | 3 |
| 6 | 5 | 4 | 4 | 6 | 5 | 5 | 5 | 4 | 4 |
| 4 | 6 | 6 | 5 | 6 | 5 | 4 | 4 | 4 | 5 |
| 6 | 5 | 5 | 5 | 6 | 5 | 5 | 4 | 6 | 6 |
| 5 | 5 | 6 | 5 | 4 | 5 | 6 | 6 | 5 | 5 |
| 5 | 5 | 5 | 4 | 6 | 6 | 6 | 5 | 5 | 4 |
| 6 | 5 | 6 | 5 | 6 | 5 | 5 | 5 | 4 | 4 |
| 6 | 5 | 5 | 5 | 6 | 4 | 5 | 5 | 6 | 6 |
| 6 | 5 | 5 | 5 | 5 | 4 | 6 | 4 | 5 | 6 |
| 5 | 5 | 5 | 5 | 6 | 4 | 5 | 5 | 4 | 6 |
| 6 | 6 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 6 | 6 | 5 | 5 | 6 | 5 | 5 | 4 | 6 | 4 |
| 5 | 6 | 5 | 6 | 4 | 5 | 4 | 6 | 4 | 5 |
| 4 | 5 | 6 | 4 | 5 | 6 | 5 | 5 | 4 | 5 |
| 4 | 5 | 4 | 5 | 6 | 6 | 5 | 5 | 5 | 5 |
| 6 | 4 | 5 | 6 | 6 | 6 | 6 | 6 | 4 | 5 |
| 6 | 5 | 4 | 5 | 5 | 6 | 5 | 5 | 4 | 5 |
| 6 | 5 | 4 | 5 | 6 | 6 | 5 | 4 | 4 | 5 |
| 5 | 4 | 5 | 5 | 6 | 4 | 5 | 4 | 6 | 4 |
| 5 | 5 | 6 | 5 | 6 | 6 | 5 | 4 | 5 | 4 |
| 5 | 5 | 6 | 4 | 6 | 5 | 4 | 5 | 5 | 6 |
| 6 | 5 | 5 | 5 | 6 | 5 | 6 | 6 | 6 | 5 |
| 5 | 4 | 6 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 4 | 6 | 6 | 5 | 5 | 6 | 5 |
| 6 | 6 | 6 | 6 | 4 | 5 | 6 | 5 | 5 | 6 |
| 6 | 5 | 5 | 5 | 5 | 5 | 6 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 6 | 4 | 5 | 6 | 3 | 5 |
| 3 | 3 | 5 | 4 | 3 | 4 | 5 | 5 | 6 | 4 |
| 4 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 5 |
| 5 | 6 | 5 | 6 | 5 | 5 | 6 | 5 | 4 | 5 |
| 6 | 5 | 5 | 6 | 4 | 4 | 5 | 5 | 6 | 4 |
| 5 | 6 | 5 | 3 | 4 | 4 | 3 | 5 | 6 | 5 |
| 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 6 | 4 | 6 | 5 | 6 | 4 | 5 | 4 | 6 | 5 |
| 4 | 5 | 4 | 3 | 5 | 6 | 5 | 5 | 5 | 4 |
| 6 | 6 | 5 | 5 | 6 | 6 | 5 | 5 | 4 | 4 |

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|---|---|---|---|---|---|---|---|---|---|
| 6 | 5 | 5 | 5 | 6 | 5 | 4 | 6 | 5 | 4 |
| 6 | 6 | 5 | 5 | 5 | 4 | 6 | 5 | 6 | 4 |
| 5 | 4 | 5 | 6 | 6 | 4 | 5 | 6 | 6 | 5 |
| 5 | 5 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | 5 |
| 5 | 5 | 6 | 5 | 6 | 5 | 5 | 5 | 6 | 5 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 6 | 5 |
| 5 | 6 | 5 | 6 | 5 | 5 | 5 | 5 | 6 | 5 |
| 6 | 5 | 4 | 4 | 6 | 5 | 5 | 4 | 5 | 4 |
| 6 | 5 | 6 | 6 | 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 6 | 5 | 5 | 4 | 5 | 4 | 6 | 4 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 6 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 6 | 5 | 4 |
| 4 | 6 | 5 | 6 | 4 | 5 | 6 | 4 | 6 | 6 |
| 4 | 6 | 5 | 5 | 5 | 6 | 4 | 5 | 6 | 5 |
| 4 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 6 | 5 |
| 5 | 5 | 5 | 6 | 5 | 4 | 4 | 5 | 4 | 5 |
| 4 | 5 | 5 | 6 | 4 | 6 | 5 | 4 | 4 | 6 |
| 6 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 6 | 5 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| 4 | 5 | 5 | 6 | 5 | 5 | 5 | 6 | 4 | 5 |
| 4 | 5 | 6 | 5 | 6 | 5 | 5 | 4 | 5 | 5 |
| 6 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 6 | 5 | 5 | 4 | 5 | 5 | 5 | 6 | 6 | 5 |
| 6 | 6 | 5 | 4 | 6 | 5 | 5 | 5 | 4 | 5 |
| 4 | 6 | 5 | 6 | 6 | 5 | 4 | 6 | 5 | 6 |
| 6 | 5 | 4 | 5 | 5 | 6 | 4 | 4 | 5 | 6 |
| 6 | 5 | 4 | 4 | 6 | 4 | 5 | 6 | 5 | 5 |
| 6 | 5 | 6 | 6 | 5 | 5 | 5 | 5 | 6 | 4 |
| 5 | 5 | 6 | 4 | 6 | 6 | 6 | 5 | 5 | 6 |
| 5 | 5 | 5 | 4 | 6 | 6 | 5 | 6 | 4 | 2 |
| 5 | 5 | 6 | 5 | 6 | 5 | 4 | 5 | 6 | 5 |
| 6 | 6 | 5 | 6 | 6 | 6 | 5 | 5 | 5 | 4 |
| 5 | 4 | 5 | 6 | 6 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 6 | 4 | 5 | 6 | 6 | 5 | 5 | 4 |
| 6 | 6 | 6 | 5 | 6 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 6 | 6 | 6 | 6 | 5 | 5 |
| 6 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 6 | 5 |
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| 6 | 5 | 5 | 4 | 5 | 5 | 6 | 4 | 6 | 5 |
| 6 | 5 | 5 | 5 | 6 | 5 | 5 | 5 | 5 | 5 |
| 5 | 6 | 4 | 5 | 5 | 5 | 5 | 6 | 5 | 5 |

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| 6 | 5 | 6 | 6 | 5 | 4 | 6 | 6 | 5 | 5 |
| 3 | 5 | 5 | 5 | 5 | 5 | 6 | 5 | 4 | 5 |
| 5 | 5 | 5 | 6 | 4 | 5 | 4 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |

#### 4. Jawaban Responden *Online Customer Review*

| P1X3 | P2X3 | P3X3 | P4X3 | P5X3 | P6X3 | P7X3 | P8X3 | P9X3 | P10X3 |
|------|------|------|------|------|------|------|------|------|-------|
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
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| 6    | 6    | 6    | 4    | 5    | 6    | 6    | 6    | 6    | 6     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
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| 4    | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 4    | 5     |
| 6    | 5    | 5    | 5    | 5    | 6    | 4    | 4    | 6    | 5     |
| 3    | 4    | 4    | 3    | 3    | 3    | 4    | 4    | 4    | 4     |
| 5    | 4    | 5    | 5    | 5    | 5    | 2    | 6    | 5    | 5     |
| 6    | 6    | 4    | 3    | 4    | 5    | 5    | 5    | 5    | 4     |
| 5    | 5    | 5    | 3    | 5    | 5    | 5    | 5    | 4    | 5     |
| 5    | 5    | 5    | 4    | 5    | 5    | 4    | 6    | 4    | 4     |
| 5    | 6    | 4    | 4    | 4    | 5    | 5    | 5    | 4    | 4     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
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| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
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| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 6    | 6    | 4    | 5    | 6    | 4    | 5    | 5    | 5     |
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| 6    | 5    | 6    | 6    | 6    | 5    | 6    | 6    | 6    | 5     |
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| 6    | 6    | 6    | 6    | 5    | 5    | 6    | 6    | 6    | 6     |
| 5    | 5    | 6    | 6    | 6    | 5    | 6    | 5    | 6    | 6     |

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|---|---|---|---|---|---|---|---|---|---|
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| 5 | 5 | 5 | 5 | 6 | 4 | 6 | 6 | 5 | 5 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| 6 | 6 | 5 | 5 | 5 | 5 | 6 | 6 | 6 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 6 | 5 |
| 5 | 5 | 5 | 6 | 6 | 6 | 6 | 5 | 5 | 6 |
| 6 | 5 | 5 | 5 | 6 | 6 | 6 | 5 | 5 | 6 |
| 6 | 5 | 6 | 5 | 5 | 5 | 5 | 6 | 6 | 6 |

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| 6 | 6 | 6 | 6 | 6 | 6 | 5 | 6 | 6 | 6 |
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| 6 | 6 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
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| 6 | 6 | 5 | 5 | 4 | 5 | 6 | 5 | 5 | 6 |
| 5 | 6 | 5 | 6 | 6 | 6 | 6 | 6 | 4 | 5 |
| 6 | 5 | 5 | 5 | 6 | 5 | 6 | 6 | 5 | 4 |
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| 6 | 6 | 5 | 6 | 5 | 6 | 6 | 5 | 3 | 4 |
| 4 | 4 | 5 | 4 | 5 | 4 | 6 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 6 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 6 | 4 |
| 5 | 6 | 6 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 6 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 6 | 5 | 5 |
| 5 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 5 |
| 6 | 5 | 6 | 6 | 4 | 4 | 4 | 5 | 6 | 5 |
| 6 | 6 | 5 | 6 | 6 | 5 | 4 | 4 | 5 | 5 |
| 3 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 6 | 6 |
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| 6 | 6 | 4 | 6 | 6 | 5 | 5 | 6 | 4 | 4 |
| 6 | 5 | 5 | 5 | 4 | 4 | 6 | 4 | 4 | 5 |
| 4 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 3 |
| 5 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
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| 5 | 4 | 4 | 5 | 4 | 6 | 6 | 5 | 6 | 5 |
| 6 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 6 | 6 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |



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| 5 | 6 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 |
| 6 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 6 |
| 6 | 5 | 4 | 4 | 5 | 6 | 4 | 5 | 5 | 6 |
| 5 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 |
| 5 | 5 | 6 | 4 | 3 | 3 | 4 | 3 | 4 | 5 |
| 5 | 6 | 5 | 5 | 5 | 4 | 6 | 6 | 5 | 6 |
| 4 | 4 | 6 | 5 | 5 | 5 | 6 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 6 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 6 | 6 | 4 | 4 | 5 | 5 | 6 |
| 6 | 6 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
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| 6 | 5 | 6 | 5 | 5 | 6 | 4 | 5 | 5 | 5 |
| 4 | 6 | 6 | 5 | 5 | 5 | 6 | 4 | 5 | 6 |
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| 4 | 5 | 6 | 5 | 4 | 4 | 5 | 6 | 5 | 6 |
| 5 | 4 | 5 | 5 | 4 | 3 | 6 | 6 | 5 | 5 |
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| 4 | 5 | 6 | 6 | 5 | 4 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 6 | 4 | 6 | 5 | 5 | 5 | 6 |
| 4 | 6 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 6 | 6 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 |
| 3 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 |
| 5 | 5 | 6 | 5 | 5 | 5 | 6 | 5 | 6 | 6 |

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| 5 | 5 | 5 | 5 | 4 | 6 | 6 | 6 | 5 | 4 |
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| 5 | 4 | 4 | 6 | 5 | 5 | 6 | 6 | 6 | 5 |
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| 5 | 6 | 5 | 5 | 6 | 4 | 5 | 5 | 5 | 6 |
| 4 | 5 | 6 | 5 | 5 | 4 | 6 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 6 | 6 | 4 | 5 | 6 | 5 |
| 4 | 5 | 5 | 4 | 5 | 5 | 6 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 6 | 6 | 5 | 4 | 4 | 6 |
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| 6 | 4 | 6 | 5 | 5 | 6 | 5 | 4 | 4 | 5 |
| 5 | 6 | 4 | 5 | 5 | 6 | 4 | 4 | 5 | 6 |
| 4 | 6 | 4 | 5 | 5 | 4 | 5 | 5 | 6 | 5 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 6 |
| 5 | 6 | 5 | 5 | 6 | 4 | 4 | 5 | 5 | 6 |
| 4 | 4 | 5 | 6 | 6 | 6 | 5 | 5 | 4 | 5 |
| 6 | 4 | 5 | 6 | 5 | 4 | 5 | 5 | 4 | 5 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
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| 5 | 5 | 5 | 5 | 5 | 6 | 6 | 4 | 5 | 4 |
| 5 | 4 | 6 | 6 | 6 | 5 | 5 | 6 | 5 | 6 |
| 3 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 6 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 6 |

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| 5 | 5 | 5 | 5 | 6 | 5 | 5 | 4 | 4 | 4 |
| 5 | 4 | 3 | 5 | 5 | 6 | 6 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 |
| 6 | 5 | 5 | 6 | 5 | 5 | 4 | 5 | 5 | 6 |
| 6 | 6 | 5 | 6 | 6 | 5 | 5 | 4 | 5 | 6 |

## 5. Jawaban Responden Kepercayaan

| P1M | P2M | P3M | P4M | P5M | P6M |
|-----|-----|-----|-----|-----|-----|
| 5   | 5   | 5   | 6   | 6   | 6   |
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| 5   | 5   | 5   | 5   | 5   | 5   |
| 5   | 5   | 5   | 5   | 5   | 5   |
| 5   | 4   | 4   | 4   | 6   | 6   |
| 3   | 3   | 4   | 4   | 4   | 3   |
| 6   | 6   | 6   | 5   | 5   | 5   |
| 4   | 4   | 4   | 5   | 4   | 4   |
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| 5   | 5   | 5   | 5   | 5   | 5   |
| 4   | 4   | 4   | 4   | 4   | 4   |
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| 6   | 5   | 6   | 6   | 6   | 6   |
| 6   | 5   | 6   | 6   | 6   | 5   |

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| 5 | 5 | 5 | 5 | 5 | 5 |
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| 5 | 5 | 5 | 5 | 6 | 6 |
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| 6 | 5 | 6 | 6 | 6 | 6 |
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| 6 | 6 | 6 | 6 | 5 | 6 |
| 5 | 6 | 6 | 6 | 5 | 6 |
| 5 | 6 | 5 | 4 | 6 | 6 |
| 6 | 6 | 6 | 6 | 5 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 5 | 5 | 5 |
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| 6 | 6 | 6 | 5 | 5 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 |
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| 5 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 |

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| 6 | 6 | 5 | 6 | 6 | 5 |
| 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 5 | 6 | 6 | 5 | 5 |
| 5 | 5 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 5 | 5 | 6 |
| 6 | 6 | 5 | 6 | 6 | 6 |
| 6 | 6 | 5 | 6 | 6 | 6 |
| 6 | 6 | 5 | 6 | 6 | 5 |
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| 6 | 5 | 6 | 6 | 6 | 6 |
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| 5 | 5 | 5 | 6 | 5 | 4 |
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| 6 | 5 | 6 | 5 | 5 | 6 |
| 5 | 5 | 5 | 5 | 5 | 4 |
| 6 | 5 | 5 | 5 | 6 | 6 |
| 5 | 6 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 | 4 |
| 5 | 4 | 4 | 6 | 6 | 5 |
| 4 | 4 | 4 | 5 | 3 | 3 |
| 5 | 5 | 4 | 5 | 5 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 5 | 5 |
| 5 | 4 | 4 | 5 | 5 | 6 |
| 5 | 4 | 4 | 5 | 5 | 5 |
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| 6 | 4 | 5 | 3 | 5 | 6 |
| 4 | 5 | 6 | 5 | 6 | 6 |
| 6 | 5 | 3 | 4 | 4 | 4 |
| 4 | 4 | 5 | 3 | 4 | 5 |
| 5 | 4 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 6 | 6 | 5 |
| 6 | 4 | 3 | 3 | 4 | 3 |
| 5 | 5 | 5 | 4 | 4 | 4 |
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| 4 | 6 | 5 | 5 | 5 | 4 |

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| 4 | 5 | 6 | 5 | 5 | 5 |
| 3 | 3 | 4 | 5 | 4 | 4 |
| 5 | 4 | 4 | 5 | 5 | 4 |
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| 4 | 4 | 4 | 3 | 5 | 4 |
| 5 | 4 | 3 | 5 | 5 | 5 |
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| 5 | 6 | 6 | 5 | 5 | 4 |
| 5 | 5 | 4 | 6 | 6 | 5 |
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| 6 | 5 | 4 | 5 | 5 | 6 |
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| 6 | 5 | 4 | 5 | 6 | 6 |
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| 4 | 5 | 5 | 4 | 4 | 6 |
| 4 | 5 | 6 | 6 | 4 | 5 |
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| 6 | 4 | 5 | 4 | 5 | 6 |
| 6 | 5 | 5 | 5 | 5 | 6 |
| 6 | 6 | 4 | 5 | 6 | 5 |
| 5 | 4 | 6 | 6 | 4 | 5 |
| 6 | 4 | 5 | 5 | 4 | 6 |
| 5 | 5 | 4 | 6 | 5 | 5 |
| 6 | 5 | 5 | 4 | 6 | 5 |
| 5 | 5 | 5 | 6 | 4 | 4 |
| 4 | 5 | 4 | 3 | 5 | 6 |
| 5 | 6 | 3 | 3 | 5 | 5 |
| 6 | 6 | 4 | 4 | 4 | 5 |
| 6 | 4 | 4 | 3 | 4 | 5 |
| 6 | 4 | 4 | 5 | 5 | 6 |
| 4 | 3 | 4 | 5 | 5 | 6 |
| 5 | 5 | 4 | 4 | 5 | 4 |
| 5 | 5 | 6 | 6 | 5 | 5 |

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| 6 | 6 | 5 | 5 | 4 | 4 |
| 5 | 5 | 4 | 4 | 6 | 6 |
| 4 | 6 | 5 | 5 | 6 | 5 |
| 5 | 4 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 4 | 6 |
| 4 | 5 | 6 | 4 | 5 | 5 |
| 4 | 5 | 6 | 5 | 4 | 6 |
| 4 | 5 | 6 | 5 | 5 | 6 |
| 6 | 4 | 6 | 6 | 5 | 5 |
| 4 | 5 | 4 | 5 | 5 | 4 |
| 5 | 4 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 6 | 5 |
| 6 | 5 | 5 | 6 | 4 | 5 |
| 5 | 5 | 4 | 6 | 5 | 6 |
| 5 | 5 | 4 | 5 | 6 | 4 |
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| 5 | 4 | 5 | 4 | 4 | 6 |
| 5 | 6 | 4 | 5 | 5 | 6 |
| 5 | 5 | 4 | 6 | 6 | 5 |
| 6 | 5 | 5 | 4 | 5 | 5 |
| 4 | 5 | 5 | 6 | 5 | 4 |
| 6 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 6 | 6 | 6 | 5 |
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| 4 | 4 | 4 | 6 | 5 | 6 |
| 5 | 6 | 5 | 4 | 3 | 4 |
| 6 | 5 | 4 | 4 | 5 | 5 |
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| 5 | 5 | 4 | 5 | 4 | 4 |
| 5 | 4 | 6 | 4 | 5 | 6 |
| 5 | 6 | 5 | 5 | 5 | 6 |
| 5 | 5 | 4 | 6 | 4 | 5 |
| 4 | 4 | 5 | 4 | 5 | 4 |
| 5 | 5 | 4 | 4 | 5 | 6 |
| 5 | 4 | 6 | 5 | 5 | 5 |
| 6 | 5 | 6 | 4 | 5 | 6 |
| 5 | 5 | 4 | 4 | 5 | 6 |
| 5 | 5 | 6 | 5 | 6 | 6 |
| 5 | 5 | 5 | 6 | 5 | 5 |
| 6 | 5 | 4 | 4 | 4 | 6 |

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| 6 | 4 | 5 | 4 | 5 | 5 |
| 6 | 5 | 5 | 6 | 5 | 4 |
| 6 | 5 | 4 | 4 | 5 | 4 |
| 5 | 5 | 6 | 5 | 4 | 5 |
| 5 | 6 | 4 | 4 | 5 | 6 |
| 5 | 5 | 5 | 5 | 5 | 3 |
| 5 | 6 | 5 | 5 | 5 | 6 |
| 5 | 4 | 5 | 5 | 5 | 5 |

## 6. Jawaban Responden Keputusan Pembelian

| P1Y | P2Y | P3Y | P4Y | P5Y | P6Y | P7Y | P8Y |
|-----|-----|-----|-----|-----|-----|-----|-----|
| 6   | 6   | 6   | 6   | 6   | 6   | 6   | 6   |
| 6   | 6   | 6   | 6   | 6   | 6   | 6   | 6   |
| 5   | 6   | 5   | 4   | 6   | 6   | 6   | 6   |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 6   | 6   | 6   | 6   | 6   | 6   | 6   | 6   |
| 3   | 3   | 5   | 3   | 4   | 4   | 4   | 5   |
| 5   | 4   | 4   | 4   | 5   | 4   | 5   | 4   |
| 4   | 4   | 3   | 3   | 4   | 4   | 4   | 4   |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 4   | 5   | 6   | 5   | 4   | 6   | 6   | 4   |
| 4   | 4   | 5   | 3   | 5   | 5   | 5   | 5   |
| 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 4   | 4   | 4   | 2   | 4   | 4   | 4   | 4   |
| 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 5   | 5   | 4   | 4   | 4   | 4   | 5   | 5   |
| 5   | 5   | 6   | 5   | 5   | 5   | 5   | 5   |
| 6   | 6   | 6   | 6   | 6   | 6   | 6   | 6   |
| 5   | 6   | 5   | 5   | 5   | 5   | 5   | 5   |
| 5   | 5   | 4   | 4   | 4   | 4   | 5   | 5   |
| 5   | 6   | 6   | 6   | 6   | 6   | 6   | 6   |
| 6   | 5   | 6   | 6   | 5   | 5   | 6   | 6   |
| 6   | 6   | 5   | 4   | 5   | 5   | 6   | 6   |



|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 6 | 6 | 5 | 6 | 5 |
| 6 | 5 | 6 | 5 | 4 | 3 | 3 | 6 |
| 4 | 4 | 5 | 3 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 6 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 6 | 5 | 4 | 5 | 5 | 6 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 6 | 6 | 5 |
| 6 | 6 | 6 | 6 | 6 | 6 | 5 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 5 | 5 | 5 | 5 | 6 | 5 |
| 6 | 6 | 6 | 6 | 6 | 5 | 6 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 6 | 5 | 6 | 6 | 5 | 6 | 6 | 6 |
| 6 | 6 | 6 | 5 | 5 | 5 | 5 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 5 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 5 | 6 | 5 | 5 | 6 | 6 | 5 | 6 |
| 6 | 6 | 5 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 5 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 6 | 6 | 5 | 5 | 6 |
| 6 | 5 | 6 | 5 | 6 | 5 | 6 | 6 |
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| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
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| 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 |
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| 6 | 6 | 6 | 6 | 6 | 5 | 6 | 5 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 4 | 4 | 6 | 5 | 5 | 6 |
| 5 | 5 | 5 | 6 | 5 | 5 | 6 | 6 |
| 5 | 4 | 6 | 5 | 5 | 5 | 6 | 6 |

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
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| 6 | 5 | 5 | 5 | 6 | 5 | 5 | 5 |
| 6 | 5 | 6 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 6 | 6 | 5 | 6 | 5 | 6 |
| 6 | 5 | 6 | 6 | 5 | 5 | 5 | 6 |
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| 5 | 6 | 6 | 6 | 5 | 6 | 6 | 6 |
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| 5 | 5 | 5 | 5 | 5 | 6 | 5 | 6 |
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| 6 | 5 | 5 | 6 | 5 | 5 | 5 | 5 |
| 6 | 5 | 5 | 5 | 4 | 6 | 5 | 4 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 6 | 6 | 5 | 6 | 5 | 5 |
| 6 | 5 | 5 | 2 | 6 | 5 | 6 | 6 |
| 5 | 5 | 4 | 6 | 5 | 5 | 6 | 6 |
| 3 | 5 | 6 | 5 | 5 | 6 | 5 | 6 |
| 6 | 6 | 6 | 5 | 6 | 5 | 6 | 4 |
| 5 | 4 | 6 | 5 | 6 | 6 | 6 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 6 | 6 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 6 | 5 | 4 | 4 | 6 | 6 | 4 | 4 |
| 5 | 5 | 4 | 4 | 4 | 6 | 5 | 5 |
| 4 | 5 | 6 | 4 | 4 | 6 | 3 | 4 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 6 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 6 | 4 | 3 | 4 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 5 | 6 | 5 | 5 | 4 |
| 4 | 4 | 3 | 3 | 4 | 5 | 5 | 4 |
| 4 | 5 | 5 | 5 | 6 | 6 | 5 | 5 |
| 6 | 5 | 5 | 6 | 5 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 4 | 6 | 6 | 6 |
| 5 | 4 | 5 | 5 | 4 | 4 | 6 | 5 |
| 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 6 | 5 | 5 | 6 |
| 5 | 5 | 4 | 4 | 4 | 6 | 5 | 5 |
| 5 | 6 | 4 | 5 | 5 | 4 | 5 | 6 |
| 6 | 5 | 5 | 5 | 4 | 4 | 5 | 6 |

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 4 | 3 | 3 | 4 | 4 | 5 | 3 | 4 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 6 | 5 | 5 | 5 | 5 |
| 4 | 5 | 3 | 3 | 4 | 4 | 3 | 5 |
| 4 | 6 | 6 | 5 | 4 | 4 | 5 | 6 |
| 6 | 5 | 4 | 5 | 4 | 6 | 3 | 4 |
| 4 | 5 | 3 | 3 | 4 | 4 | 5 | 4 |
| 6 | 5 | 4 | 3 | 5 | 6 | 5 | 4 |
| 5 | 4 | 5 | 6 | 6 | 6 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 |
| 5 | 4 | 6 | 5 | 5 | 5 | 4 | 4 |
| 5 | 4 | 6 | 6 | 5 | 5 | 5 | 5 |
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| 5 | 6 | 5 | 5 | 6 | 6 | 6 | 5 |
| 5 | 6 | 4 | 6 | 5 | 6 | 4 | 6 |
| 5 | 4 | 6 | 5 | 5 | 5 | 6 | 4 |
| 6 | 6 | 5 | 4 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 4 | 4 | 5 | 6 | 6 |
| 5 | 5 | 5 | 6 | 4 | 6 | 5 | 6 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 6 |
| 5 | 6 | 6 | 5 | 5 | 4 | 5 | 6 |
| 6 | 6 | 4 | 5 | 4 | 5 | 5 | 5 |
| 6 | 4 | 4 | 5 | 6 | 6 | 5 | 5 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 6 | 5 | 5 | 6 | 6 | 5 | 4 | 5 |
| 6 | 5 | 5 | 5 | 5 | 6 | 4 | 5 |
| 5 | 6 | 5 | 6 | 5 | 4 | 6 | 5 |
| 6 | 5 | 5 | 4 | 5 | 6 | 6 | 5 |
| 6 | 5 | 6 | 6 | 4 | 6 | 5 | 5 |
| 6 | 5 | 5 | 6 | 5 | 4 | 4 | 6 |
| 6 | 5 | 5 | 6 | 4 | 6 | 5 | 6 |
| 6 | 6 | 4 | 5 | 5 | 6 | 6 | 5 |
| 4 | 5 | 4 | 5 | 4 | 6 | 6 | 5 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 4 | 3 | 5 | 4 | 5 | 6 | 5 | 5 |
| 5 | 4 | 3 | 4 | 4 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 |
| 5 | 4 | 4 | 6 | 6 | 5 | 5 | 5 |
| 4 | 3 | 5 | 4 | 4 | 5 | 5 | 4 |
| 5 | 6 | 5 | 5 | 5 | 5 | 6 | 6 |
| 4 | 5 | 5 | 5 | 4 | 6 | 4 | 4 |

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 4 | 5 | 5 | 5 | 4 | 5 | 4 | 6 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 6 | 4 | 5 | 5 | 6 | 5 | 5 | 4 |
| 5 | 4 | 5 | 5 | 6 | 6 | 6 | 4 |
| 6 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 4 | 6 | 6 | 5 | 5 | 5 | 6 | 4 |
| 5 | 5 | 5 | 4 | 4 | 6 | 5 | 5 |
| 5 | 4 | 6 | 5 | 5 | 4 | 5 | 6 |
| 5 | 5 | 5 | 5 | 6 | 4 | 5 | 6 |
| 5 | 4 | 5 | 5 | 5 | 5 | 6 | 5 |
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| 6 | 6 | 4 | 5 | 5 | 6 | 6 | 6 |
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| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 6 | 5 | 4 | 4 | 6 | 6 |
| 5 | 4 | 6 | 6 | 5 | 5 | 5 | 5 |
| 6 | 4 | 4 | 5 | 5 | 5 | 5 | 6 |
| 4 | 5 | 5 | 5 | 5 | 5 | 6 | 5 |
| 5 | 6 | 5 | 5 | 4 | 5 | 5 | 4 |

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 6 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 5 | 4 | 5 | 6 | 5 | 5 | 5 | 4 |
| 6 | 5 | 5 | 5 | 5 | 5 | 6 | 5 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 6 |
| 5 | 5 | 5 | 5 | 6 | 6 | 6 | 5 |
| 6 | 5 | 3 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 6 |
| 4 | 5 | 6 | 4 | 5 | 5 | 4 | 4 |
| 4 | 5 | 5 | 4 | 4 | 5 | 6 | 6 |

## **LAMPIRAN PENGUJIAN DATA**

## 1. IDENTITAS RESPONDEN

**Statistics**

|   |         | Jenis<br>Kelamin | Usia | Pekerjaan | Pendidikan<br>Terakhir | Penghasilan | Domisili |
|---|---------|------------------|------|-----------|------------------------|-------------|----------|
| N | Valid   | 200              | 200  | 200       | 200                    | 200         | 200      |
|   | Missing | 0                | 0    | 0         | 0                      | 0           | 0        |

**JENIS KELAMIN**

|       |           | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-----------|-----------|---------|------------------|-----------------------|
| Valid | Laki-Laki | 26        | 13.0    | 13.0             | 13.0                  |
|       | Perempuan | 174       | 87.0    | 87.0             | 100.0                 |
|       | Total     | 200       | 100.0   | 100.0            |                       |

**USIA**

|       |               | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|---------------|-----------|---------|------------------|-----------------------|
| Valid | ≥ 42 tahun    | 4         | 2.0     | 2.0              | 2.0                   |
|       | 17 Tahun – 24 | 63        | 31.5    | 31.5             | 33.5                  |
|       | 25 Tahun – 30 | 89        | 44.5    | 44.5             | 78.0                  |
|       | 31 Tahun – 36 | 28        | 14.0    | 14.0             | 92.0                  |
|       | 37 Tahun – 42 | 16        | 8.0     | 8.0              | 100.0                 |
|       | Total         | 200       | 100.0   | 100.0            |                       |

### PEKERJAAN

|       |                  | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|------------------|-----------|---------|------------------|-----------------------|
| Valid | Guru/Dosen       | 19        | 9.5     | 9.5              | 9.5                   |
|       | Ibu Rumah Tangga | 24        | 12.0    | 12.0             | 21.5                  |
|       | Karyawan Swasta  | 60        | 30.0    | 30.0             | 51.5                  |
|       | Mahasiswa        | 60        | 30.0    | 30.0             | 81.5                  |
|       | Pegawai BUMN     | 19        | 9.5     | 9.5              | 91.0                  |
|       | Petani           | 2         | 1.0     | 1.0              | 92.0                  |
|       | PNS              | 16        | 8.0     | 8.0              | 100.0                 |
|       | Total            | 200       | 100.0   | 100.0            |                       |

### PENDIDIKAN TERAKHIR

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | D3    | 15        | 7.5     | 7.5              | 7.5                   |
|       | S1    | 103       | 51.5    | 51.5             | 59.0                  |
|       | S2    | 7         | 3.5     | 3.5              | 62.5                  |
|       | SMA   | 75        | 37.5    | 37.5             | 100.0                 |
|       | Total | 200       | 100.0   | 100.0            |                       |

### PENGHASILAN

|       |                      | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|----------------------|-----------|---------|------------------|-----------------------|
| Valid | > 5.000.000          | 16        | 8.0     | 8.0              | 8.0                   |
|       | 1.000.000 – 2.000.   | 63        | 31.5    | 31.5             | 39.5                  |
|       | 2.000.000 – 3.000.   | 54        | 27.0    | 27.0             | 66.5                  |
|       | 3.000.000 – 4.000.   | 33        | 16.5    | 16.5             | 83.0                  |
|       | 4.000.000 – 5.000.   | 32        | 16.0    | 16.0             | 99.0                  |
|       | Belum berpenghasilan | 2         | 1.0     | 1.0              | 100.0                 |
|       | Total                | 200       | 100.0   | 100.0            |                       |



**DOMISILI**

|       |                     | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|---------------------|-----------|---------|------------------|-----------------------|
| Valid | Aceh                | 4         | 2.0     | 2.0              | 2.0                   |
|       | Bali                | 5         | 2.5     | 2.5              | 4.5                   |
|       | Bangka Belitung     | 6         | 3.0     | 3.0              | 7.5                   |
|       | Banten              | 12        | 6.0     | 6.0              | 13.5                  |
|       | Batam               | 2         | 1.0     | 1.0              | 14.5                  |
|       | Bengkulu            | 6         | 3.0     | 3.0              | 17.5                  |
|       | DKI Jakarta         | 12        | 6.0     | 6.0              | 23.5                  |
|       | Gorontalo           | 8         | 4.0     | 4.0              | 27.5                  |
|       | Jambi               | 4         | 2.0     | 2.0              | 29.5                  |
|       | Jawa Barat          | 16        | 8.0     | 8.0              | 37.5                  |
|       | Jawa Tengah         | 13        | 6.5     | 6.5              | 44.0                  |
|       | Jawa Timur          | 7         | 3.5     | 3.5              | 47.5                  |
|       | Kalimantan Barat    | 6         | 3.0     | 3.0              | 50.5                  |
|       | Kalimantan Selatan  | 3         | 1.5     | 1.5              | 52.0                  |
|       | Kalimantan Tengah   | 4         | 2.0     | 2.0              | 54.0                  |
|       | Kalimantan Utara    | 1         | .5      | .5               | 54.5                  |
|       | Lampung             | 25        | 12.5    | 12.5             | 67.0                  |
|       | Maluku              | 5         | 2.5     | 2.5              | 69.5                  |
|       | Medan               | 2         | 1.0     | 1.0              | 70.5                  |
|       | Nusa Tenggara Barat | 2         | 1.0     | 1.0              | 71.5                  |
|       | Nusa Tenggara Timur | 7         | 3.5     | 3.5              | 75.0                  |
|       | Papua               | 2         | 1.0     | 1.0              | 76.0                  |
|       | Riau                | 4         | 2.0     | 2.0              | 78.0                  |
|       | Sulawesi Barat      | 4         | 2.0     | 2.0              | 80.0                  |
|       | Sulawesi Selatan    | 8         | 4.0     | 4.0              | 84.0                  |
|       | Sulawesi Tengah     | 2         | 1.0     | 1.0              | 85.0                  |
|       | Sulawesi Tenggara   | 3         | 1.5     | 1.5              | 86.5                  |
|       | Sulawesi Utara      | 3         | 1.5     | 1.5              | 88.0                  |
|       | Sumatera Barat      | 4         | 2.0     | 2.0              | 90.0                  |
|       | Sumatera Selatan    | 3         | 1.5     | 1.5              | 91.5                  |
|       | Sumatera Utara      | 6         | 3.0     | 3.0              | 94.5                  |
|       | Yogyakarta          | 11        | 5.5     | 5.5              | 100.0                 |
|       | Total               | 200       | 100.0   | 100.0            |                       |

## 2. UJI FREKUENSI JAWABAN RESPONDEN

| P1X1  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 2         | 1.0     | 1.0           | 1.0                |
|       | 4     | 13        | 6.5     | 6.5           | 7.5                |
|       | 5     | 88        | 44.0    | 44.0          | 51.5               |
|       | 6     | 97        | 48.5    | 48.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P2X1  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 3         | 1.5     | 1.5           | 1.5                |
|       | 4     | 24        | 12.0    | 12.0          | 13.5               |
|       | 5     | 94        | 47.0    | 47.0          | 60.5               |
|       | 6     | 79        | 39.5    | 39.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P3X1  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 6         | 3.0     | 3.0           | 3.0                |
|       | 4     | 26        | 13.0    | 13.0          | 16.0               |
|       | 5     | 88        | 44.0    | 44.0          | 60.0               |
|       | 6     | 80        | 40.0    | 40.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P4X1  |   |           |         |               |                    |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 1         | .5      | .5            | .5                 |
|       | 4 | 33        | 16.5    | 16.5          | 17.0               |

|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 5     | 91  | 45.5  | 45.5  | 62.5  |
|  | 6     | 75  | 37.5  | 37.5  | 100.0 |
|  | Total | 200 | 100.0 | 100.0 |       |

| P5X1  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 9         | 4.5     | 4.5           | 4.5                |
|       | 4     | 38        | 19.0    | 19.0          | 23.5               |
|       | 5     | 93        | 46.5    | 46.5          | 70.0               |
|       | 6     | 60        | 30.0    | 30.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P6X1  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 3         | 1.5     | 1.5           | 1.5                |
|       | 4     | 40        | 20.0    | 20.0          | 21.5               |
|       | 5     | 102       | 51.0    | 51.0          | 72.5               |
|       | 6     | 55        | 27.5    | 27.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P1X2  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 5         | 2.5     | 2.5           | 2.5                |
|       | 4     | 39        | 19.5    | 19.5          | 22.0               |
|       | 5     | 68        | 34.0    | 34.0          | 56.0               |
|       | 6     | 88        | 44.0    | 44.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P2X2  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 1         | .5      | .5            | .5                 |
|       | 3     | 8         | 4.0     | 4.0           | 4.5                |
|       | 4     | 26        | 13.0    | 13.0          | 17.5               |
|       | 5     | 107       | 53.5    | 53.5          | 71.0               |
|       | 6     | 58        | 29.0    | 29.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P3X2  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 1         | .5      | .5            | .5                 |
|       | 3     | 4         | 2.0     | 2.0           | 2.5                |
|       | 4     | 39        | 19.5    | 19.5          | 22.0               |
|       | 5     | 99        | 49.5    | 49.5          | 71.5               |
|       | 6     | 57        | 28.5    | 28.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P4X2  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1     | 1         | .5      | .5            | .5                 |
|       | 2     | 2         | 1.0     | 1.0           | 1.5                |
|       | 3     | 7         | 3.5     | 3.5           | 5.0                |
|       | 4     | 38        | 19.0    | 19.0          | 24.0               |
|       | 5     | 89        | 44.5    | 44.5          | 68.5               |
|       | 6     | 63        | 31.5    | 31.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P5X2  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 6         | 3.0     | 3.0           | 3.0                |
|       | 4     | 20        | 10.0    | 10.0          | 13.0               |
|       | 5     | 89        | 44.5    | 44.5          | 57.5               |
|       | 6     | 85        | 42.5    | 42.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P6X2  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 2         | 1.0     | 1.0           | 1.0                |
|       | 4     | 42        | 21.0    | 21.0          | 22.0               |
|       | 5     | 90        | 45.0    | 45.0          | 67.0               |
|       | 6     | 66        | 33.0    | 33.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P7X2  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 5         | 2.5     | 2.5           | 2.5                |
|       | 4     | 29        | 14.5    | 14.5          | 17.0               |
|       | 5     | 108       | 54.0    | 54.0          | 71.0               |
|       | 6     | 58        | 29.0    | 29.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P8X2  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 3         | 1.5     | 1.5           | 1.5                |
|       | 4     | 36        | 18.0    | 18.0          | 19.5               |
|       | 5     | 92        | 46.0    | 46.0          | 65.5               |
|       | 6     | 69        | 34.5    | 34.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P9X2  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 1         | .5      | .5            | .5                 |
|       | 3     | 3         | 1.5     | 1.5           | 2.0                |
|       | 4     | 40        | 20.0    | 20.0          | 22.0               |
|       | 5     | 93        | 46.5    | 46.5          | 68.5               |
|       | 6     | 63        | 31.5    | 31.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P10X2 |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 1         | .5      | .5            | .5                 |
|       | 3     | 3         | 1.5     | 1.5           | 2.0                |
|       | 4     | 45        | 22.5    | 22.5          | 24.5               |
|       | 5     | 101       | 50.5    | 50.5          | 75.0               |
|       | 6     | 50        | 25.0    | 25.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P1X3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 6         | 3.0     | 3.0           | 3.0                |
|       | 4     | 25        | 12.5    | 12.5          | 15.5               |
|       | 5     | 92        | 46.0    | 46.0          | 61.5               |
|       | 6     | 77        | 38.5    | 38.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P2X3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 8         | 4.0     | 4.0           | 4.0                |
|       | 4     | 33        | 16.5    | 16.5          | 20.5               |
|       | 5     | 92        | 46.0    | 46.0          | 66.5               |
|       | 6     | 67        | 33.5    | 33.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P3X3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 4         | 2.0     | 2.0           | 2.0                |
|       | 4     | 48        | 24.0    | 24.0          | 26.0               |
|       | 5     | 93        | 46.5    | 46.5          | 72.5               |
|       | 6     | 55        | 27.5    | 27.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P4X3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 7         | 3.5     | 3.5           | 3.5                |
|       | 4     | 38        | 19.0    | 19.0          | 22.5               |
|       | 5     | 91        | 45.5    | 45.5          | 68.0               |
|       | 6     | 64        | 32.0    | 32.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P5X3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 4         | 2.0     | 2.0           | 2.0                |
|       | 4     | 35        | 17.5    | 17.5          | 19.5               |
|       | 5     | 100       | 50.0    | 50.0          | 69.5               |
|       | 6     | 61        | 30.5    | 30.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P6X3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 6         | 3.0     | 3.0           | 3.0                |
|       | 4     | 39        | 19.5    | 19.5          | 22.5               |
|       | 5     | 82        | 41.0    | 41.0          | 63.5               |
|       | 6     | 73        | 36.5    | 36.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P7X3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 1         | .5      | .5            | .5                 |
|       | 3     | 3         | 1.5     | 1.5           | 2.0                |
|       | 4     | 44        | 22.0    | 22.0          | 24.0               |
|       | 5     | 87        | 43.5    | 43.5          | 67.5               |
|       | 6     | 65        | 32.5    | 32.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |



| P8X3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 2         | 1.0     | 1.0           | 1.0                |
|       | 4     | 40        | 20.0    | 20.0          | 21.0               |
|       | 5     | 93        | 46.5    | 46.5          | 67.5               |
|       | 6     | 65        | 32.5    | 32.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P9X3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 1         | .5      | .5            | .5                 |
|       | 3     | 1         | .5      | .5            | 1.0                |
|       | 4     | 32        | 16.0    | 16.0          | 17.0               |
|       | 5     | 100       | 50.0    | 50.0          | 67.0               |
|       | 6     | 66        | 33.0    | 33.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P10X3 |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 5         | 2.5     | 2.5           | 2.5                |
|       | 4     | 29        | 14.5    | 14.5          | 17.0               |
|       | 5     | 86        | 43.0    | 43.0          | 60.0               |
|       | 6     | 80        | 40.0    | 40.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P1M   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 2         | 1.0     | 1.0           | 1.0                |
|       | 4     | 30        | 15.0    | 15.0          | 16.0               |
|       | 5     | 91        | 45.5    | 45.5          | 61.5               |
|       | 6     | 77        | 38.5    | 38.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P2M   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 4         | 2.0     | 2.0           | 2.0                |
|       | 4     | 46        | 23.0    | 23.0          | 25.0               |
|       | 5     | 98        | 49.0    | 49.0          | 74.0               |
|       | 6     | 52        | 26.0    | 26.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P3M   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 5         | 2.5     | 2.5           | 2.5                |
|       | 4     | 58        | 29.0    | 29.0          | 31.5               |
|       | 5     | 78        | 39.0    | 39.0          | 70.5               |
|       | 6     | 59        | 29.5    | 29.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P4M   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 7         | 3.5     | 3.5           | 3.5                |
|       | 4     | 42        | 21.0    | 21.0          | 24.5               |
|       | 5     | 85        | 42.5    | 42.5          | 67.0               |
|       | 6     | 66        | 33.0    | 33.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P5M   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 3         | 1.5     | 1.5           | 1.5                |
|       | 4     | 39        | 19.5    | 19.5          | 21.0               |
|       | 5     | 102       | 51.0    | 51.0          | 72.0               |
|       | 6     | 56        | 28.0    | 28.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P6M   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 4         | 2.0     | 2.0           | 2.0                |
|       | 4     | 40        | 20.0    | 20.0          | 22.0               |
|       | 5     | 75        | 37.5    | 37.5          | 59.5               |
|       | 6     | 81        | 40.5    | 40.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P1Y   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 2         | 1.0     | 1.0           | 1.0                |
|       | 4     | 38        | 19.0    | 19.0          | 20.0               |
|       | 5     | 86        | 43.0    | 43.0          | 63.0               |
|       | 6     | 74        | 37.0    | 37.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P2Y   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 5         | 2.5     | 2.5           | 2.5                |
|       | 4     | 45        | 22.5    | 22.5          | 25.0               |
|       | 5     | 96        | 48.0    | 48.0          | 73.0               |
|       | 6     | 54        | 27.0    | 27.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P3Y   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 8         | 4.0     | 4.0           | 4.0                |
|       | 4     | 35        | 17.5    | 17.5          | 21.5               |
|       | 5     | 93        | 46.5    | 46.5          | 68.0               |
|       | 6     | 64        | 32.0    | 32.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P4Y   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 2         | 1.0     | 1.0           | 1.0                |
|       | 3     | 8         | 4.0     | 4.0           | 5.0                |
|       | 4     | 41        | 20.5    | 20.5          | 25.5               |
|       | 5     | 91        | 45.5    | 45.5          | 71.0               |
|       | 6     | 58        | 29.0    | 29.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P5Y   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4     | 56        | 28.0    | 28.0          | 28.0               |
|       | 5     | 87        | 43.5    | 43.5          | 71.5               |
|       | 6     | 57        | 28.5    | 28.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P6Y   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 1         | .5      | .5            | .5                 |
|       | 4     | 36        | 18.0    | 18.0          | 18.5               |
|       | 5     | 92        | 46.0    | 46.0          | 64.5               |
|       | 6     | 71        | 35.5    | 35.5          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

| P7Y   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 5         | 2.5     | 2.5           | 2.5                |
|       | 4     | 31        | 15.5    | 15.5          | 18.0               |
|       | 5     | 94        | 47.0    | 47.0          | 65.0               |
|       | 6     | 70        | 35.0    | 35.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

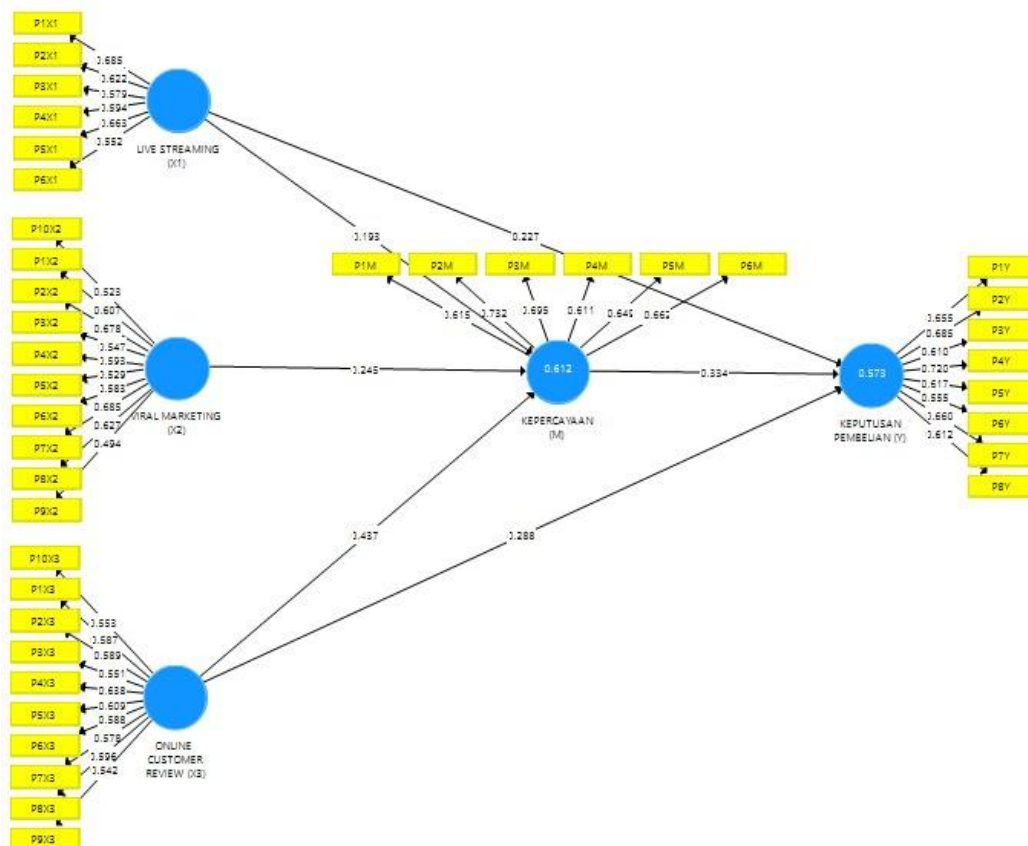
| P8Y   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4     | 44        | 22.0    | 22.0          | 22.0               |
|       | 5     | 76        | 38.0    | 38.0          | 60.0               |
|       | 6     | 80        | 40.0    | 40.0          | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

### 3. Uji nilai rata-rata jawaban responden

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| P1X1                   | 200 | 3       | 6       | 5.40 | .657           |
| P2X1                   | 200 | 3       | 6       | 5.25 | .719           |
| P3X1                   | 200 | 3       | 6       | 5.21 | .780           |
| P4X1                   | 200 | 3       | 6       | 5.20 | .723           |
| P5X1                   | 200 | 3       | 6       | 5.02 | .820           |
| P6X1                   | 200 | 3       | 6       | 5.05 | .732           |
| P1X2                   | 200 | 3       | 6       | 5.19 | .837           |
| P2X2                   | 200 | 2       | 6       | 5.07 | .790           |
| P3X2                   | 200 | 2       | 6       | 5.04 | .779           |
| P4X2                   | 200 | 1       | 6       | 5.01 | .905           |
| P5X2                   | 200 | 3       | 6       | 5.27 | .760           |
| P6X2                   | 200 | 3       | 6       | 5.10 | .757           |
| P7X2                   | 200 | 3       | 6       | 5.10 | .727           |
| P8X2                   | 200 | 3       | 6       | 5.13 | .755           |
| P9X2                   | 200 | 2       | 6       | 5.07 | .786           |
| P10X2                  | 200 | 2       | 6       | 4.98 | .763           |
| P1X3                   | 200 | 3       | 6       | 5.20 | .770           |
| P2X3                   | 200 | 3       | 6       | 5.09 | .809           |
| P3X3                   | 200 | 3       | 6       | 5.00 | .773           |
| P4X3                   | 200 | 3       | 6       | 5.06 | .806           |
| P5X3                   | 200 | 3       | 6       | 5.09 | .745           |
| P6X3                   | 200 | 3       | 6       | 5.11 | .819           |
| P7X3                   | 200 | 2       | 6       | 5.06 | .806           |
| P8X3                   | 200 | 3       | 6       | 5.11 | .746           |
| P9X3                   | 200 | 2       | 6       | 5.14 | .733           |
| P10X3                  | 200 | 3       | 6       | 5.21 | .778           |
| P1M                    | 200 | 3       | 6       | 5.21 | .729           |
| P2M                    | 200 | 3       | 6       | 4.99 | .757           |
| P3M                    | 200 | 3       | 6       | 4.96 | .828           |
| P4M                    | 200 | 3       | 6       | 5.05 | .825           |
| P5M                    | 200 | 3       | 6       | 5.06 | .731           |
| P6M                    | 200 | 3       | 6       | 5.17 | .813           |
| P1Y                    | 200 | 3       | 6       | 5.16 | .760           |

|                    |     |   |   |      |      |
|--------------------|-----|---|---|------|------|
| P2Y                | 200 | 3 | 6 | 5.00 | .773 |
| P3Y                | 200 | 3 | 6 | 5.07 | .809 |
| P4Y                | 200 | 2 | 6 | 4.97 | .865 |
| P5Y                | 200 | 4 | 6 | 5.01 | .754 |
| P6Y                | 200 | 3 | 6 | 5.17 | .728 |
| P7Y                | 200 | 3 | 6 | 5.15 | .766 |
| P8Y                | 200 | 4 | 6 | 5.18 | .768 |
| Valid N (listwise) | 200 |   |   |      |      |

#### 4. Model Uji 1

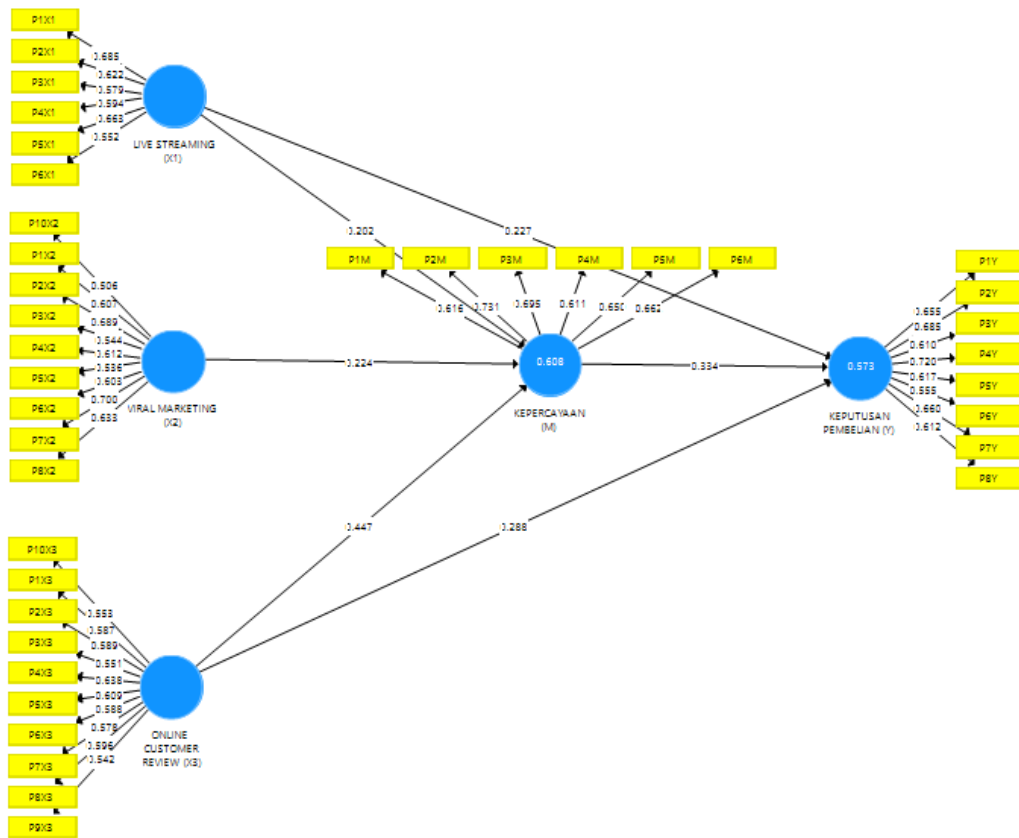


## 5. Pengujian Outer Loading 1

|       | KEPERCAYAAN<br>(M) | KEPUTUSAN<br>PEMBELIAN (Y) | LIVE<br>STREAMING<br>(X1) | ONLINE<br>CUSTOMER<br>REVIEW (X3) | VIRAL<br>MARKETING<br>(X2) |
|-------|--------------------|----------------------------|---------------------------|-----------------------------------|----------------------------|
| P10X2 |                    |                            |                           |                                   | 0.157                      |
| P10X3 |                    |                            |                           | 0.163                             |                            |
| P1M   | 0.263              |                            |                           |                                   |                            |
| P1X1  |                    |                            | 0.342                     |                                   |                            |
| P1X2  |                    |                            |                           |                                   | 0.185                      |
| P1X3  |                    |                            |                           | 0.162                             |                            |
| P1Y   |                    | 0.218                      |                           |                                   |                            |
| P2M   | 0.285              |                            |                           |                                   |                            |
| P2X1  |                    |                            | 0.277                     |                                   |                            |
| P2X2  |                    |                            |                           |                                   | 0.203                      |
| P2X3  |                    |                            |                           | 0.172                             |                            |
| P2Y   |                    | 0.193                      |                           |                                   |                            |
| P3M   | 0.277              |                            |                           |                                   |                            |
| P3X1  |                    |                            | 0.231                     |                                   |                            |
| P3X2  |                    |                            |                           |                                   | 0.133                      |
| P3X3  |                    |                            |                           | 0.164                             |                            |
| P3Y   |                    | 0.189                      |                           |                                   |                            |
| P4M   | 0.236              |                            |                           |                                   |                            |
| P4X1  |                    |                            | 0.254                     |                                   |                            |
| P4X2  |                    |                            |                           |                                   | 0.152                      |
| P4X3  |                    |                            |                           | 0.195                             |                            |
| P4Y   |                    | 0.222                      |                           |                                   |                            |
| P5M   | 0.213              |                            |                           |                                   |                            |
| P5X1  |                    |                            | 0.253                     |                                   |                            |
| P5X2  |                    |                            |                           |                                   | 0.117                      |
| P5X3  |                    |                            |                           | 0.189                             |                            |
| P5Y   |                    | 0.188                      |                           |                                   |                            |
| P6M   | 0.233              |                            |                           |                                   |                            |
| P6X1  |                    |                            | 0.255                     |                                   |                            |
| P6X2  |                    |                            |                           |                                   | 0.178                      |
| P6X3  |                    |                            |                           | 0.167                             |                            |
| P6Y   |                    | 0.156                      |                           |                                   |                            |
| P7X2  |                    |                            |                           |                                   | 0.208                      |
| P7X3  |                    |                            |                           | 0.165                             |                            |
| P7Y   |                    | 0.197                      |                           |                                   |                            |
| P8X2  |                    |                            |                           |                                   | 0.187                      |
| P8X3  |                    |                            |                           | 0.172                             |                            |
| P8Y   |                    | 0.190                      |                           |                                   |                            |
| P9X2  |                    |                            |                           |                                   | 0.161                      |
| P9X3  |                    |                            |                           | 0.161                             |                            |



## 6. Model Uji 2



## 7. Pengujian Outer Loading 2

|       | KEPERCAYAAN (M) | KEPUTUSAN PEMBELIAN (Y) | LIVE STREAMING (X1) | ONLINE CUSTOMER REVIEW (X3) | VIRAL MARKETING (X2) |
|-------|-----------------|-------------------------|---------------------|-----------------------------|----------------------|
| P10X2 |                 |                         |                     |                             | 0.506                |
| P10X3 |                 |                         |                     | 0.553                       |                      |
| P1M   | 0.616           |                         |                     |                             |                      |
| P1X1  |                 |                         | 0.685               |                             |                      |
| P1X2  |                 |                         |                     |                             | 0.607                |
| P1X3  |                 |                         |                     | 0.587                       |                      |
| P1Y   |                 | 0.655                   |                     |                             |                      |
| P2M   | 0.731           |                         |                     |                             |                      |

|      |       |       |       |       |       |
|------|-------|-------|-------|-------|-------|
| P2X1 |       |       | 0.622 |       |       |
| P2X2 |       |       |       |       | 0.689 |
| P2X3 |       |       |       | 0.589 |       |
| P2Y  |       | 0.685 |       |       |       |
| P3M  | 0.695 |       |       |       |       |
| P3X1 |       |       | 0.579 |       |       |
| P3X2 |       |       |       |       | 0.544 |
| P3X3 |       |       |       | 0.551 |       |
| P3Y  |       | 0.610 |       |       |       |
| P4M  | 0.611 |       |       |       |       |
| P4X1 |       |       | 0.594 |       |       |
| P4X2 |       |       |       |       | 0.612 |
| P4X3 |       |       |       | 0.638 |       |
| P4Y  |       | 0.720 |       |       |       |
| P5M  | 0.650 |       |       |       |       |
| P5X1 |       |       | 0.663 |       |       |
| P5X2 |       |       |       |       | 0.536 |
| P5X3 |       |       |       | 0.609 |       |
| P5Y  |       | 0.617 |       |       |       |
| P6M  | 0.662 |       |       |       |       |
| P6X1 |       |       | 0.552 |       |       |
| P6X2 |       |       |       |       | 0.603 |
| P6X3 |       |       |       | 0.588 |       |
| P6Y  |       | 0.555 |       |       |       |
| P7X2 |       |       |       |       | 0.700 |
| P7X3 |       |       |       | 0.578 |       |
| P7Y  |       | 0.660 |       |       |       |
| P8X2 |       |       |       |       | 0.633 |
| P8X3 |       |       |       | 0.596 |       |
| P8Y  |       | 0.612 |       |       |       |
| P9X3 |       |       |       | 0.542 |       |

## 8. Pengujian Composite Reliability

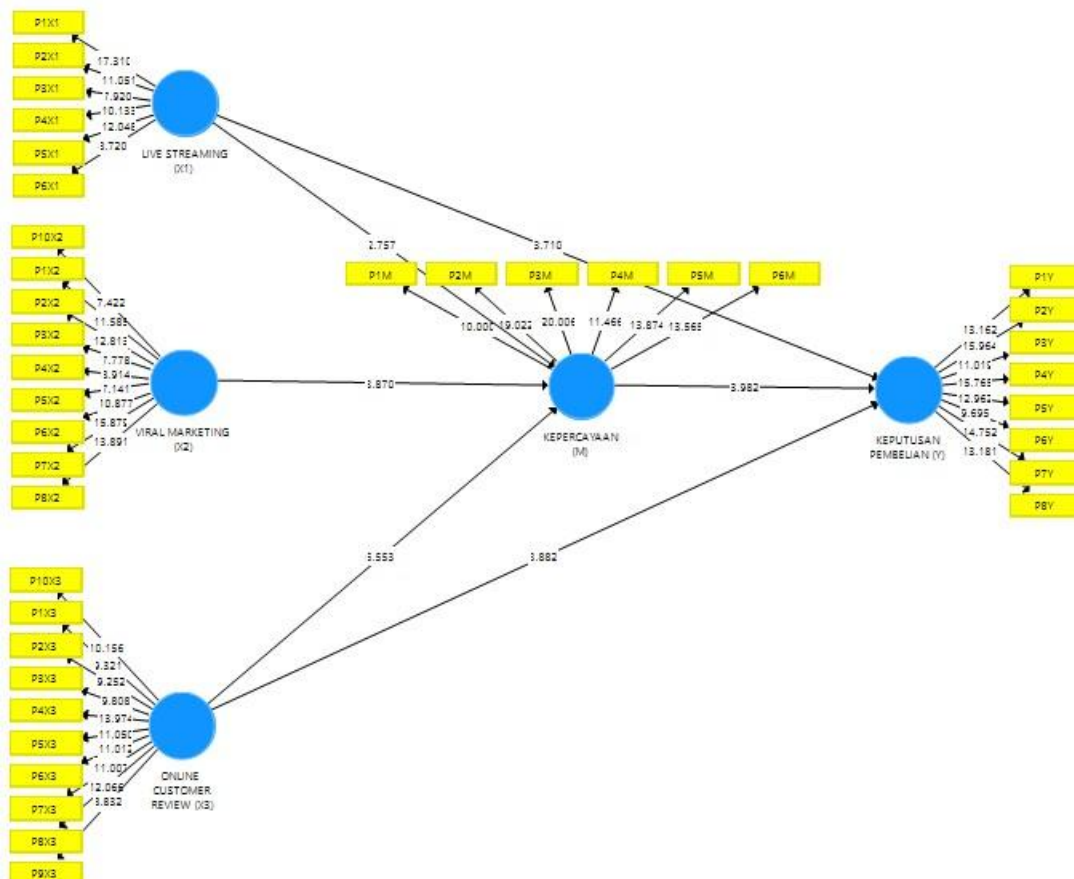
|                         | Cronbach's Alpha | rho_A | Composite Reliability |
|-------------------------|------------------|-------|-----------------------|
| KEPERCAYAAN (M)         | 0.743            | 0.747 | 0.823                 |
| KEPUTUSAN PEMBELIAN (Y) | 0.794            | 0.799 | 0.847                 |

|                             |       |       |       |
|-----------------------------|-------|-------|-------|
| LIVE STREAMING (X1)         | 0.676 | 0.682 | 0.786 |
| ONLINE CUSTOMER REVIEW (X3) | 0.785 | 0.786 | 0.838 |
| VIRAL MARKETING (X2)        | 0.784 | 0.792 | 0.838 |

## 9. Pengujian R Square

|                         | R Square | R Square Adjusted |
|-------------------------|----------|-------------------|
| KEPERCAYAAN (M)         | 0.608    | 0.602             |
| KEPUTUSAN PEMBELIAN (Y) | 0.573    | 0.566             |

## 10. Pengujian Model Bootstrapping



## 11. Pengujian Antar Variabel atau Pengaruh Total

|                                                        | Original Sample<br>(O) | Sample<br>Mean (M) | Standard<br>Deviation<br>(STDEV) | T Statistics<br>( O/STDEV ) | P Values     |
|--------------------------------------------------------|------------------------|--------------------|----------------------------------|-----------------------------|--------------|
| KEPERCAYAAN (M) -> KEPUTUSAN PEMBELIAN (Y)             | 0.334                  | 0.330              | 0.084                            | 3.982                       | <b>0.000</b> |
| LIVE STREAMING (X1) -> KEPERCAYAAN (M)                 | 0.202                  | 0.201              | 0.073                            | 2.757                       | <b>0.006</b> |
| LIVE STREAMING (X1) -> KEPUTUSAN PEMBELIAN (Y)         | 0.294                  | 0.292              | 0.066                            | 4.476                       | <b>0.000</b> |
| ONLINE CUSTOMER REVIEW (X3) -> KEPERCAYAAN (M)         | 0.447                  | 0.453              | 0.068                            | 6.553                       | <b>0.000</b> |
| ONLINE CUSTOMER REVIEW (X3) -> KEPUTUSAN PEMBELIAN (Y) | 0.438                  | 0.447              | 0.068                            | 6.482                       | <b>0.000</b> |
| VIRAL MARKETING (X2) -> KEPERCAYAAN (M)                | 0.224                  | 0.227              | 0.058                            | 3.870                       | <b>0.000</b> |
| VIRAL MARKETING (X2) -> KEPUTUSAN PEMBELIAN (Y)        | 0.075                  | 0.074              | 0.026                            | 2.884                       | <b>0.004</b> |

## 12. Pengujian Pengaruh Secara Tidak Langsung (Intervening)

|                                                                           | Original<br>Sample<br>(O) | Sample<br>Mean (M) | Standard<br>Deviation<br>(STDEV) | T Statistics<br>( O/STDEV ) | P Values     |
|---------------------------------------------------------------------------|---------------------------|--------------------|----------------------------------|-----------------------------|--------------|
| LIVE STREAMING (X1) -> KEPERCAYAAN (M) -> KEPUTUSAN PEMBELIAN (Y)         | 0.068                     | 0.066              | 0.029                            | 2.304                       | <b>0.022</b> |
| ONLINE CUSTOMER REVIEW (X3) -> KEPERCAYAAN (M) -> KEPUTUSAN PEMBELIAN (Y) | 0.150                     | 0.150              | 0.046                            | 3.256                       | <b>0.001</b> |
| VIRAL MARKETING (X2) -> KEPERCAYAAN (M) -> KEPUTUSAN PEMBELIAN (Y)        | 0.075                     | 0.074              | 0.026                            | 2.884                       | <b>0.004</b> |