

LAMPIRAN

- **Lampiran I**

KUESIONER PENELITIAN DAMPAK IMPLEMENTASI DIGITAL MARKETING

Kepada Yth :

Bapak/Ibu/Saudara Responden

Di Tempat

Assalamualaikum Wr Wb. Salam Sejahtera Bagi Kita Semua.

Saya saat ini sedang melakukan penelitian dengan tema "**Analisis Implementasi Strategi Digital Marketing Pada Sosial Media TikTok Sebagai Sarana Brand Awareness Terhadap Purchase Intention Sinar Mas : (Studi Kasus Akun TikTok @sinar_masid).**" Untuk itu dalam kesempatan ini, saya mohon kesediaan Bapak/Ibu/Saudara untuk membantu saya mengisi kuesioner ini. Apapun pendapat dan informasi yang Bapak/Ibu/Saudara berikan, **SAYA AKAN JAMIN KERAHASIAANNYA** dan ini semua semata-mata untuk kepentingan penelitian.

Saya sangat menghargai pengorbanan waktu dan sumbangan pemikiran Bapak/Ibu/Saudara untuk mengisi kuesioner ini. Oleh karena itu, Saya sangat mengucapkan banyak terima kasih, semoga bantuan dan amal baik Bapak/Ibu/Saudara sekalian mendapat imbalan dari Allah SWT. Serta akan memberikan dampak positif bagi perkembangan layanan digital di masa depan. Aamiin.

Hormat Saya,



Shepti Arum Ningsih
Peneliti IIB Darmajaya

• Lampiran II

Petunjuk Pengisian Kuesioner

1. Pilihlah jawaban sesuai dengan keadaan yang sebenarnya pada jawaban yang tersedia.
2. Skala pengukuran yang digunakan pada jawaban anda sebagai berikut :

Tabel. Skala Pengukuran

	Skala Interval					
Sangat Tidak Setuju	1	2	3	4	5	Sangat Setuju
	STS	TS	N	S	SS	

Keterangan :

- STS : Sangat Tidak Setuju
- TS : Tidak Setuju
- N : Netral
- S : Setuju
- SS : Sangat Setuju

• Lampiran III

Tabel. Karakteristik Responden

1	Nama	
2	Jenis Kelamin	☐ Laki-laki ☐ Perempuan
3	Usia	☐ 17 – 25 tahun ☐ 26 – 35 tahun ☐ 36 - 45 tahun
4	Pendidikan Terakhir	☐ SMA/SMK ☐ Diploma/Vokasi ☐ S1 ☐ S2 ☐ S3
5	Frekuensi Penggunaan TikTok	☐ Setiap Hari ☐ 3 Kali Seminggu ☐ 1 Kali Seminggu ☐ Jarang
6	Apakah anda mengikuti akun TikTok @sinar_masid	☐ Ya, mengikuti ☐ Tidak mengikuti
7	Apakah anda terlibat interaksi dengan konten TikTok @sinar_masid	☐ Tidak Pernah ☐ Jarang ☐ Sering

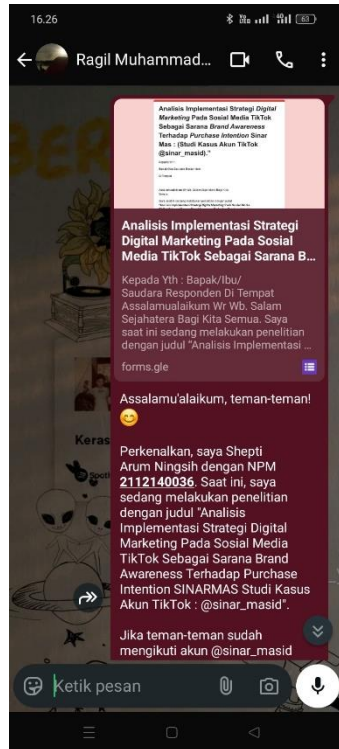
- **Lampiran IV**

Daftar Pertanyaan

Variabel	Indikator	Daftar Pertanyaan
Strategi Digital Marketing		
SDM1	Push Marketing	Saya sering menerima iklan dari perusahaan sinar mas dari akun TikTok @sinar_masid.
SDM2	Pull Marketing	Saya tertarik dengan konten yang diposting di akun TikTok @sinar_masid relevan
SDM3	Direct Marketing	Saya pernah mendapatkan penawaran langsung dari akun TikTok @sinar_masid.
SDM4	Influencer Marketing	Saya pernah melihat influencer yang saya gemari ikut membuat konten menarik di akun TikTok @sinar_masid
Brand Awareness		
BA1	Peningkatan keterlibatan pengguna	Saya sering berinteraksi (like, comment, share) dengan konten dari akun TikTok @sinar_masid
BA2	Peningkatan jumlah pengikut	Pertumbuhan pengikut TikTok @sinar_masid membuat saya semakin yakin bahwa merek ini terpercaya
BA3	Viralitas konten	konten TikTok @sinar_masid sering saya lihat tersebar luas di media sosial
BA4	Interaksi dengan konten merek	Saya merasa konten Sinarmas mudah diakses dan menarik untuk saya ikuti setiap waktu
Customer Engagement		
CE1	Perhatian pelanggan dalam berinteraksi dengan merek	Saya tertarik untuk mengikuti informasi yang diberikan oleh akun TikTok @sinar_masid.
CE2	Respon pelanggan dalam berinteraksi dengan merek	Saya sering memberikan respon (like, comment, share) dari akun TikTok @sinar_masid
CE3	Partisipasi aktif dalam aktivitas merek	Saya akan merekomendasikan konten dari akun TikTok @sinar_masid kepada teman atau keluarga
Purchase Intention		
PA1	Review produk	Konten dari akun TikTok @sinar_masid membuat saya semakin yakin terhadap sinar mas
PA2	Rekomendasi produk	Saya mempertimbangkan rekomendasi dari teman dan keluarga terhadap produk Sinar Mas
PA3	Kualitas konten produk	Saya merasa konten TikTok @sinar_masid jelas dan detail membantu saya memahami manfaat produk

- **Lampiran V**

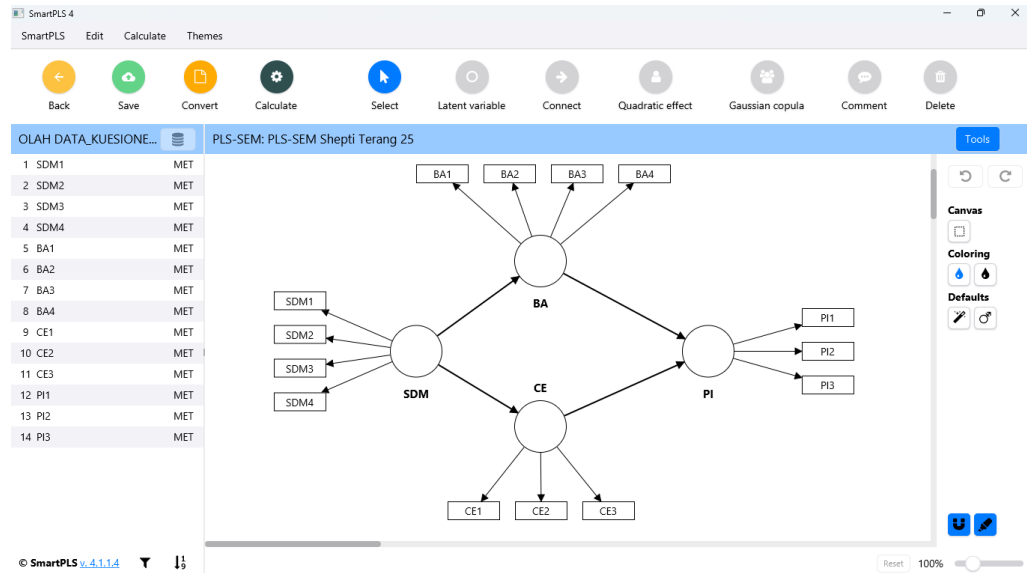
Dokumentasi Penyebaran Kuesioner





• Lampiran VI

Tabel. Skema PLS



Tabel. Deskriptive & Nomality Statistic

Indicator data (original) - Descriptives								Copy to
	Mean	Median	Observed min	Observed max ▲	Standard deviation	Excess kurtosis	Skewness	
BA1	3.620	4.000	1.000	5.000	0.998	0.440	-0.763	
BA2	3.853	4.000	1.000	5.000	0.905	0.318	-0.523	
BA3	3.673	4.000	1.000	5.000	0.920	0.373	-0.495	
BA4	3.853	4.000	1.000	5.000	0.934	0.524	-0.645	
CE1	3.313	3.000	1.000	5.000	1.072	-0.233	-0.162	
CE2	3.620	4.000	1.000	5.000	0.978	0.568	-0.687	
CE3	3.347	3.000	1.000	5.000	0.931	0.470	-0.196	
PI1	3.767	4.000	1.000	5.000	0.912	0.650	-0.636	
PI2	3.847	4.000	1.000	5.000	0.943	0.886	-0.795	
PI3	3.920	4.000	1.000	5.000	0.935	1.229	-0.928	
SDM1	3.513	3.000	1.000	5.000	0.929	0.736	-0.493	
SDM2	3.727	4.000	1.000	5.000	0.901	0.884	-0.811	
SDM3	2.900	3.000	1.000	5.000	1.094	-0.526	0.108	
SDM4	3.387	4.000	1.000	5.000	1.100	-0.453	-0.512	

Tabel. Convergent Validity & Internal Consistency Reliability

Outer loadings - Matrix					
	BA	CE	PI	SDM	
BA1	0.847				
BA2	0.711				
BA3	0.813				
BA4	0.805				
CE1		0.856			
CE2		0.837			
CE3		0.821			
PI1			0.872		
PI2			0.863		
PI3			0.819		
SDM1				0.828	
SDM2				0.748	
SDM3				0.744	
SDM4				0.789	

Construct reliability and validity - Overview					Copy to Excel/Word	Cc
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)		
BA	0.806	0.818	0.873	0.633		
CE	0.789	0.792	0.876	0.702		
PI	0.811	0.816	0.888	0.726		
SDM	0.783	0.787	0.860	0.606		

Tabel. Convergent Validity – Heterotrait Monotrait Ration (HTMT)

Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix					
	BA	CE	PI	SDM	
BA					
CE	0.886				
PI	1.003	0.846			
SDM	0.940	0.998	0.875		

Tabel. Convergent Validity – Fornell Larcker Criterion

Discriminant validity - Fornell-Larcker criterion					
	BA	CE	PI	SDM	
BA	0.796				
CE	0.721	0.838			
PI	0.812	0.688	0.852		
SDM	0.769	0.784	0.705	0.778	

Tabel. Convergent Validity – Cross Loadings

Discriminant validity - Cross loadings					
	BA	CE	PI	SDM	
BA1	0.847	0.681	0.686	0.732	
BA2	0.711	0.392	0.591	0.443	
BA3	0.813	0.646	0.656	0.677	
BA4	0.805	0.536	0.649	0.556	
CE1	0.561	0.856	0.566	0.676	
CE2	0.674	0.837	0.671	0.653	
CE3	0.572	0.821	0.479	0.642	
PI1	0.717	0.715	0.872	0.653	
PI2	0.700	0.521	0.863	0.519	
PI3	0.657	0.508	0.819	0.628	
SDM1	0.672	0.634	0.590	0.828	
SDM2	0.679	0.588	0.648	0.748	
SDM3	0.437	0.608	0.430	0.744	
SDM4	0.577	0.612	0.504	0.789	

Tabel. Collinearity Statistics (VIF) – Inner Model

Collinearity statistics (VIF) - Inner model - List		
	VIF	
BA -> PI	2.084	
CE -> PI	2.084	
SDM -> BA	1.000	
SDM -> CE	1.000	

Tabel. R-square Adjusted

R-square - Overview		
	R-square	R-square adjusted
BA	0.591	0.589
CE	0.614	0.612
PI	0.681	0.677

Tabel. F-square

f-square - List	
	f-square
BA -> PI	0.653
CE -> PI	0.068
SDM -> BA	1.447
SDM -> CE	1.594

Tabel. Pengujian Hipotesis

Path coefficients - Mean, STDEV, T values, p values						Copy to Excel/W.
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	
BA -> PI	0.658	0.659	0.078	8.403	0.000	
CE -> PI	0.213	0.211	0.073	2.906	0.004	
SDM -> BA	0.769	0.768	0.038	20.032	0.000	
SDM -> CE	0.784	0.783	0.039	20.213	0.000	

Tabel. Importance Performace Map – Total Effects Indikator PI

Importance-performance map [PI] (indicators) - Indicator total effects for [PI]		
	PI	
BA1	0.234	
BA2	0.171	
BA3	0.220	
BA4	0.199	
CE1	0.086	
CE2	0.091	
CE3	0.078	
SDM1	0.235	
SDM2	0.227	
SDM3	0.188	
SDM4	0.214	

Tabel. Importance Performace Map – Performaces Indikator PI

Importance-performance map [PI] (indicators) - Indicator performances for [PI]		
	MV performance	
BA1	65.500	
BA2	71.333	
BA3	66.833	
BA4	71.333	
CE1	57.833	
CE2	65.500	
CE3	58.667	
SDM1	62.833	
SDM2	68.167	
SDM3	47.500	
SDM4	59.667	

- **Lampiran VII**

Tabulasi Jawaban Responden Variabel Strategi *Digital Marketing*

Responden	SDM1	SDM2	SDM3	SDM4
Responden1	5	5	4	4
Responden2	4	5	2	4
Responden3	4	3	5	4
Responden4	3	4	2	3
Responden5	4	4	4	4
Responden6	5	3	5	5
Responden7	4	4	4	5
Responden8	5	5	5	5
Responden9	3	5	4	4
Responden10	3	3	2	3
Responden11	4	4	4	3
Responden12	4	3	3	4
Responden13	5	5	4	4
Responden14	3	5	4	2
Responden15	4	5	4	4
Responden16	3	3	2	3
Responden17	4	4	3	3
Responden18	2	2	2	3
Responden19	3	4	2	2
Responden20	5	4	4	4
Responden21	4	4	3	4
Responden22	3	4	2	2
Responden23	4	5	3	3
Responden24	3	3	4	4
Responden25	4	3	2	4
Responden26	3	3	1	1
Responden27	5	5	5	5
Responden28	3	4	2	3
Responden29	3	3	2	2
Responden30	3	3	3	3
Responden31	3	3	4	4
Responden32	4	4	4	4
Responden33	4	3	3	4
Responden34	4	1	2	2
Responden35	4	4	4	4
Responden36	4	5	4	4
Responden37	3	3	2	2
Responden38	4	4	3	3
Responden39	3	3	3	3
Responden40	3	3	3	3
Responden41	3	3	3	3
Responden42	3	2	2	3
Responden43	3	2	1	2
Responden44	5	4	4	5
Responden45	4	4	1	3
Responden46	3	3	3	4
Responden47	5	5	5	5
Responden48	3	3	3	3
Responden49	3	3	2	2
Responden50	4	3	3	4
Responden51	1	1	1	1
Responden52	3	3	3	3
Responden53	4	4	2	4
Responden54	1	2	3	4
Responden55	4	4	3	5
Responden56	3	3	3	3
Responden57	3	3	1	4
Responden58	4	5	4	5
Responden59	4	4	4	4
Responden60	3	3	3	3

Responden61	3	3	3	3
Responden62	4	4	3	5
Responden63	4	3	4	4
Responden64	1	1	1	1
Responden65	3	3	3	3
Responden66	4	4	2	2
Responden67	4	5	2	3
Responden68	3	4	2	2
Responden69	2	4	2	4
Responden70	4	4	2	4
Responden71	4	4	2	2
Responden72	3	2	2	1
Responden73	3	4	3	4
Responden74	4	4	3	4
Responden75	4	4	4	4
Responden76	3	4	3	3
Responden77	1	2	3	4
Responden78	1	1	1	1
Responden79	5	4	2	4
Responden80	3	3	3	5
Responden81	3	4	1	4
Responden82	5	4	4	4
Responden83	4	5	3	3
Responden84	3	2	2	1
Responden85	4	4	3	3
Responden86	3	3	3	3
Responden87	5	5	1	2
Responden88	4	4	3	3
Responden89	3	4	2	2
Responden90	4	4	3	4
Responden91	4	4	2	2
Responden92	4	5	1	2
Responden93	5	5	1	2
Responden94	3	3	2	2
Responden95	5	4	5	5
Responden96	3	4	3	4
Responden97	4	4	4	4
Responden98	3	4	3	4
Responden99	4	5	3	4
Responden100	4	4	3	4
Responden101	5	4	3	4
Responden102	4	4	4	4
Responden103	3	4	2	4
Responden104	3	4	3	4
Responden105	4	4	3	4
Responden106	4	4	3	4
Responden107	4	4	3	3
Responden108	3	4	1	2
Responden109	2	4	1	1
Responden110	1	2	2	2
Responden111	4	4	3	4
Responden112	3	4	4	5
Responden113	3	4	3	4
Responden114	3	4	3	4
Responden115	3	4	3	4
Responden116	4	5	3	4
Responden117	4	4	2	4
Responden118	4	4	3	2
Responden119	1	2	1	1
Responden120	3	4	3	4
Responden121	5	5	5	5
Responden122	3	4	4	3
Responden123	4	4	3	4
Responden124	3	4	2	2
Responden125	3	3	3	3
Responden126	3	4	2	4

Responden127	4	4	3	3
Responden128	3	4	3	4
Responden129	3	4	3	4
Responden130	4	4	1	3
Responden131	3	4	3	2
Responden132	3	4	1	4
Responden133	3	4	2	4
Responden134	3	4	2	4
Responden135	2	4	3	1
Responden136	3	4	2	3
Responden137	3	4	2	4
Responden138	4	4	2	1
Responden139	3	5	3	3
Responden140	3	3	4	2
Responden141	3	3	4	3
Responden142	3	4	5	5
Responden143	5	5	5	5
Responden144	4	5	5	5
Responden145	5	5	4	5
Responden146	5	3	5	5
Responden147	5	3	5	5
Responden148	5	4	3	4
Responden149	3	3	5	5
Responden150	5	5	4	3

Tabulasi Jawaban Responden Variabel *Brand Awareness*

Responden	BA1	BA2	BA3	BA4
Responden1	5	4	4	4
Responden2	5	5	5	5
Responden3	4	3	4	5
Responden4	3	4	4	3
Responden5	4	4	4	4
Responden6	4	4	5	4
Responden7	4	4	4	4
Responden8	5	5	5	5
Responden9	5	4	5	5
Responden10	3	4	3	3
Responden11	4	4	4	4
Responden12	5	5	5	5
Responden13	5	5	4	4
Responden14	2	4	4	3
Responden15	4	5	5	5
Responden16	2	3	3	3
Responden17	3	4	3	3
Responden18	2	3	3	4
Responden19	2	3	3	3
Responden20	4	4	5	4
Responden21	4	4	3	3
Responden22	4	5	3	4
Responden23	3	3	3	4
Responden24	4	4	4	4
Responden25	5	5	4	4
Responden26	1	3	3	3
Responden27	5	5	5	5
Responden28	4	4	4	4
Responden29	2	3	3	3
Responden30	3	4	3	3
Responden31	5	5	3	4
Responden32	4	4	4	4
Responden33	3	3	4	4
Responden34	1	5	5	5
Responden35	4	4	4	4
Responden36	5	4	4	5

Responden37	3	4	3	3
Responden38	3	3	4	4
Responden39	3	3	3	3
Responden40	3	3	3	3
Responden41	3	3	3	3
Responden42	2	2	3	3
Responden43	2	3	2	3
Responden44	5	4	5	4
Responden45	4	4	5	5
Responden46	3	3	3	4
Responden47	5	5	5	5
Responden48	3	3	3	3
Responden49	2	3	3	3
Responden50	3	3	3	3
Responden51	1	1	1	1
Responden52	3	3	3	3
Responden53	4	4	4	4
Responden54	5	4	3	2
Responden55	4	4	3	4
Responden56	3	3	4	3
Responden57	3	3	3	3
Responden58	5	5	4	3
Responden59	5	5	4	4
Responden60	3	3	3	3
Responden61	3	3	3	3
Responden62	4	5	5	5
Responden63	4	4	5	4
Responden64	1	1	1	1
Responden65	3	3	3	3
Responden66	4	4	4	5
Responden67	4	5	5	4
Responden68	4	5	3	4
Responden69	4	4	2	5
Responden70	4	5	4	5
Responden71	4	5	4	5
Responden72	2	4	2	4
Responden73	4	5	3	4
Responden74	4	5	4	5
Responden75	3	4	3	3
Responden76	4	4	3	5
Responden77	5	5	2	3
Responden78	1	1	1	1
Responden79	4	5	4	4
Responden80	4	4	4	4
Responden81	4	5	4	4
Responden82	4	5	4	4
Responden83	3	5	5	4
Responden84	1	3	2	1
Responden85	4	4	4	5
Responden86	3	3	3	3
Responden87	3	3	4	4
Responden88	4	4	4	4
Responden89	4	4	4	5
Responden90	4	4	4	5
Responden91	4	5	4	5
Responden92	4	4	4	5
Responden93	4	5	4	5
Responden94	3	4	3	3
Responden95	5	5	5	4
Responden96	4	3	4	5
Responden97	4	5	4	5
Responden98	4	5	4	5
Responden99	4	4	4	5
Responden100	4	4	3	4
Responden101	4	5	3	5
Responden102	4	5	4	3

Responden103	4	3	4	4
Responden104	4	3	3	3
Responden105	3	4	3	4
Responden106	4	3	3	4
Responden107	3	4	4	3
Responden108	4	5	3	4
Responden109	2	4	3	4
Responden110	1	3	2	3
Responden111	3	4	3	4
Responden112	4	3	3	4
Responden113	3	3	4	4
Responden114	3	4	3	4
Responden115	3	4	4	4
Responden116	3	5	3	4
Responden117	4	3	4	4
Responden118	4	4	3	5
Responden119	2	3	3	3
Responden120	4	5	4	4
Responden121	5	5	5	5
Responden122	4	3	4	4
Responden123	4	4	4	4
Responden124	4	4	4	5
Responden125	3	4	3	3
Responden126	3	4	4	3
Responden127	4	3	5	5
Responden128	3	5	4	5
Responden129	4	3	4	2
Responden130	4	5	4	3
Responden131	3	4	1	4
Responden132	4	3	4	4
Responden133	4	3	4	3
Responden134	4	4	3	4
Responden135	4	3	5	3
Responden136	4	3	5	4
Responden137	4	3	4	5
Responden138	4	4	4	3
Responden139	3	4	3	3
Responden140	3	4	2	3
Responden141	3	4	3	4
Responden142	5	2	5	2
Responden143	5	3	5	5
Responden144	5	3	5	5
Responden145	4	5	5	5
Responden146	4	2	4	5
Responden147	5	3	5	5
Responden148	5	5	4	5
Responden149	5	3	5	3
Responden150	5	4	5	3

Tabulasi Jawaban Responden Variabel *Customer Engagement*

Responden	CE1	CE2	CE3
Responden1	4	5	4
Responden2	4	5	5
Responden3	4	3	4
Responden4	3	4	2
Responden5	3	4	3
Responden6	4	5	5
Responden7	4	4	4
Responden8	5	5	5
Responden9	5	5	5
Responden10	3	3	4
Responden11	4	3	3
Responden12	4	4	4

Responden13	2	2	5
Responden14	3	3	4
Responden15	5	5	5
Responden16	2	2	2
Responden17	4	3	2
Responden18	3	2	3
Responden19	2	3	3
Responden20	5	4	4
Responden21	4	3	3
Responden22	2	3	1
Responden23	3	4	3
Responden24	4	4	4
Responden25	3	3	4
Responden26	3	3	3
Responden27	5	5	5
Responden28	4	4	4
Responden29	3	3	3
Responden30	3	3	3
Responden31	5	4	4
Responden32	4	4	3
Responden33	5	3	4
Responden34	3	1	3
Responden35	4	4	4
Responden36	4	5	4
Responden37	3	5	3
Responden38	3	5	3
Responden39	3	3	3
Responden40	3	3	3
Responden41	3	3	3
Responden42	2	3	3
Responden43	3	2	1
Responden44	5	4	5
Responden45	4	5	4
Responden46	3	3	4
Responden47	5	5	3
Responden48	2	2	3
Responden49	2	3	3
Responden50	3	4	3
Responden51	1	1	2
Responden52	3	3	3
Responden53	4	4	4
Responden54	1	2	3
Responden55	5	4	5
Responden56	3	3	3
Responden57	3	3	3
Responden58	4	5	5
Responden59	4	3	4
Responden60	3	3	3
Responden61	3	3	3
Responden62	3	3	2
Responden63	4	4	4
Responden64	1	1	1
Responden65	3	3	3
Responden66	3	4	3
Responden67	2	4	3
Responden68	3	4	3
Responden69	3	4	3
Responden70	3	4	4
Responden71	3	4	3
Responden72	2	1	1
Responden73	3	4	3
Responden74	3	4	3
Responden75	3	3	3
Responden76	4	5	4
Responden77	1	2	4
Responden78	1	1	1

Responden79	3	4	4
Responden80	4	4	4
Responden81	3	3	3
Responden82	3	5	4
Responden83	5	4	4
Responden84	1	1	2
Responden85	3	5	4
Responden86	3	3	3
Responden87	4	3	2
Responden88	3	4	4
Responden89	3	4	3
Responden90	4	5	3
Responden91	4	5	3
Responden92	3	4	3
Responden93	5	4	4
Responden94	3	3	3
Responden95	5	5	5
Responden96	4	4	3
Responden97	3	3	3
Responden98	4	4	3
Responden99	3	4	3
Responden100	3	4	3
Responden101	3	3	3
Responden102	3	3	3
Responden103	3	4	3
Responden104	3	4	3
Responden105	3	4	3
Responden106	3	4	3
Responden107	3	4	3
Responden108	3	4	3
Responden109	2	3	2
Responden110	2	1	3
Responden111	3	3	3
Responden112	3	3	3
Responden113	3	3	3
Responden114	3	3	4
Responden115	3	3	4
Responden116	4	4	3
Responden117	4	3	3
Responden118	4	3	3
Responden119	2	3	3
Responden120	3	4	4
Responden121	5	5	5
Responden122	5	3	3
Responden123	4	3	4
Responden124	3	4	3
Responden125	4	4	4
Responden126	3	4	3
Responden127	3	4	3
Responden128	3	3	3
Responden129	2	4	3
Responden130	3	4	3
Responden131	5	4	2
Responden132	1	4	4
Responden133	1	4	3
Responden134	3	4	3
Responden135	2	4	1
Responden136	1	4	3
Responden137	2	4	1
Responden138	1	4	3
Responden139	3	4	3
Responden140	3	4	4
Responden141	5	5	3
Responden142	5	5	5
Responden143	5	5	4
Responden144	5	4	5

Responden145	5	5	5
Responden146	5	3	5
Responden147	5	5	5
Responden148	4	4	4
Responden149	5	4	5
Responden150	5	5	4

Tabulasi Jawaban Responden Variabel *Purchase Intention*

Responden	PI1	PI2	PI3
Responden1	5	5	4
Responden2	5	5	5
Responden3	5	4	5
Responden4	4	3	5
Responden5	4	3	4
Responden6	5	5	4
Responden7	4	4	5
Responden8	5	5	5
Responden9	5	5	5
Responden10	4	3	5
Responden11	4	4	4
Responden12	4	5	4
Responden13	2	2	4
Responden14	5	4	4
Responden15	5	5	5
Responden16	2	3	3
Responden17	3	3	3
Responden18	2	3	3
Responden19	3	3	4
Responden20	4	5	4
Responden21	5	5	5
Responden22	4	3	4
Responden23	3	3	3
Responden24	4	4	4
Responden25	5	3	4
Responden26	4	4	4
Responden27	5	5	5
Responden28	4	4	4
Responden29	3	3	3
Responden30	3	3	3
Responden31	5	4	4
Responden32	4	3	4
Responden33	4	4	4
Responden34	4	4	3
Responden35	4	4	4
Responden36	4	5	4
Responden37	3	4	3
Responden38	5	4	5
Responden39	3	3	3
Responden40	3	3	3
Responden41	3	3	3
Responden42	1	1	3
Responden43	3	4	3
Responden44	5	4	5
Responden45	4	4	4
Responden46	4	3	3
Responden47	5	5	5
Responden48	3	3	3
Responden49	2	3	3
Responden50	4	4	4
Responden51	1	1	1
Responden52	3	3	3
Responden53	4	4	4
Responden54	4	5	4

Responden55	5	4	4
Responden56	3	3	3
Responden57	3	3	3
Responden58	5	5	4
Responden59	5	5	5
Responden60	3	3	3
Responden61	3	3	4
Responden62	4	4	4
Responden63	4	5	4
Responden64	1	1	1
Responden65	3	3	3
Responden66	4	4	3
Responden67	4	4	4
Responden68	4	4	3
Responden69	4	4	5
Responden70	4	5	5
Responden71	4	5	5
Responden72	3	4	4
Responden73	3	4	4
Responden74	4	5	4
Responden75	3	3	3
Responden76	5	4	4
Responden77	3	3	1
Responden78	1	1	1
Responden79	4	4	5
Responden80	4	4	4
Responden81	4	4	5
Responden82	4	4	5
Responden83	5	4	4
Responden84	3	2	3
Responden85	4	5	4
Responden86	3	3	3
Responden87	4	2	3
Responden88	4	5	4
Responden89	4	4	4
Responden90	4	4	4
Responden91	4	4	5
Responden92	4	5	5
Responden93	4	4	4
Responden94	3	3	3
Responden95	5	4	5
Responden96	5	5	4
Responden97	4	5	5
Responden98	5	5	4
Responden99	4	5	5
Responden100	4	5	4
Responden101	4	4	5
Responden102	4	4	5
Responden103	3	4	4
Responden104	3	4	5
Responden105	4	3	5
Responden106	3	3	4
Responden107	3	4	4
Responden108	4	5	4
Responden109	3	4	3
Responden110	2	1	1
Responden111	4	5	5
Responden112	4	4	4
Responden113	3	4	3
Responden114	4	3	3
Responden115	4	5	3
Responden116	4	4	5
Responden117	3	4	4
Responden118	4	5	4
Responden119	3	3	2
Responden120	4	5	4

Responden121	5	5	5
Responden122	4	5	4
Responden123	4	4	3
Responden124	5	5	4
Responden125	4	3	4
Responden126	3	4	5
Responden127	4	4	4
Responden128	4	5	3
Responden129	5	4	4
Responden130	3	5	3
Responden131	3	3	4
Responden132	3	4	5
Responden133	3	4	4
Responden134	3	4	5
Responden135	3	4	5
Responden136	3	4	5
Responden137	3	4	5
Responden138	4	3	4
Responden139	3	4	4
Responden140	3	3	4
Responden141	4	5	3
Responden142	5	3	2
Responden143	5	4	5
Responden144	5	4	4
Responden145	4	5	4
Responden146	3	4	5
Responden147	5	3	5
Responden148	3	3	5
Responden149	5	3	4
Responden150	5	4	5