

LAMPIRAN

Lampiran 1
Lampung Walk

Nama Objek :

KUESIONER PENELITIAN



Hal : Permohonan Bantuan Pengisian Kuesioner

Dengan Hormat,

Sehubungan dilaksanakan penelitian yang berjudul “ANALISIS SIKAP KONSUMEN TERHADAP KULINER LAMPUNG WALK BANDAR LAMPUNG DENGAN MODEL FISHBEIN”. Saya Nisa Oktaviyani selaku mahasiswa IIB Darmajaya program studi Manajemen mengharap saudara/i untuk menjadi responden sebagai data yang digunakan dalam penelitian ini. Penelitian ini akan digunakan dalam penyusunan skripsi saya sebagai syarat mencapai S1. Beberapa persyaratan yang harus dipenuhi untuk mengisi kuesioner ini adalah :

- a. Usia $17 > 45$ tahun
- b. Berdomisili di Kota Bandar Lampung dan pernah berkunjung ke kuliner Lampung Walk

Bandar Lampung.

Di mohon untuk mengisi kuesioner ini secara lengkap dan sebenar-benarnya. Informasi yang diberikan akan dijaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian. Atas kesediaan dan kerjasamanya dari saudara/i diucapkan terimakasih.

Hormat Saya

Nisa Oktaviyani

NPM. 1612110296

I. IDENTITAS RESPONDEN

Mohon Bapak/Ibu/ Saudara/i memberi tanda (√) pada jawaban berikut ini:
Nama :

1. Jenis kelamin

Laki-Laki

Perempuan

2. Usia

17 – 25 tahun

26 – 35 tahun

36 – 45 tahun

3. Pekerjaan

Pelajar / Mahasiswa

Wiraswasta

PNS

Karyawan Swasta

Ibu Rumah Tangga

II. KUESIONER TENTANG SIKAP KONSUMEN TERHADAP LAMPUNG WALK

I. Kepercayaan (bi)

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|------------------------------|
| 1. Rasa makanan di Lampung walk enak. | | | | | | | | | | |
| Sangat Enak | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Enak |
| 2. Rasa makanan di Lampung Walk sesuai dengan selera. | | | | | | | | | | |
| Sangat Sesuai Selera | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Sesuai Selera |
| 3. Harga makanan di Lampung Walk terjangkau. | | | | | | | | | | |
| Sangat Terjangkau | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Terjangkau |
| 4. Lokasi Lampung Walk aman. | | | | | | | | | | |
| Sangat Aman | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Aman |
| 5. Lokasi mudah dijangkau oleh kendaraan umum maupun pribadi. | | | | | | | | | | |
| Sangat Mudah dijangkau | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Mudah dijangkau |
| 6. Fasilitas ruangan di Lampung Walk luas. | | | | | | | | | | |
| Sangat luas | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Luas |
| 7. Fasilitas toilet di Lampung Walk bersih. | | | | | | | | | | |
| Sangat Bersih | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Bersih |
| 8. Variasi menu yang di tampilkan lengkap | | | | | | | | | | |
| Sangat Lengkap | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Lengkap |
| 9. Tarif parkir yang ada di Lampung Walk terjangkau. | | | | | | | | | | |
| Sangat Terjangkau | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Terjangkau |
| 10. Area parkir yang ada di Lampung Walk luas. | | | | | | | | | | |
| Sangat Luas | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Luas |

II.Evaluasi (ei)

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|--------------------|
| 1. Rasa makanan di Lampung walk enak. | | | | | | | | | | |
| Sangat Perlu | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Perlu |
| 2. Rasa makanan di Lampung Walk sesuai dengan selera. | | | | | | | | | | |
| Sangat perlu | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Perlu |
| 3. Harga makanan di Lampung Walk terjangkau. | | | | | | | | | | |
| Sangat perlu | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Perlu |
| 4. Lokasi Lampung Walk aman. | | | | | | | | | | |
| Sangat perlu | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Perlu |
| 5. Lokasi mudah dijangkau oleh kendaraan umum maupun pribadi. | | | | | | | | | | |
| Sangat Perlu | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Perlu |
| 6. Fasilitas ruangan di Lampung Walk luas. | | | | | | | | | | |
| Sangat Perlu | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Perlu |
| 7. Fasilitas toilet di Lampung Walk bersih. | | | | | | | | | | |
| Sangat Perlu | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Perlu |
| 8. Variasi menu yang di tampilkan lengkap | | | | | | | | | | |
| Sangat Perlu | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Perlu |
| 9. Tarif parkir yang ada di Lampung Walk terjangkau. | | | | | | | | | | |
| Sangat Perlu | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Perlu |
| 10. Area parkir yang ada di Lampung Walk luas. | | | | | | | | | | |
| Sangat Perlu | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Perlu |

Lampiran 2**Jawaban Kuisisioner Kepercayaan (bi)**

| NO | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | TOTAL |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|--------------|
| 1 | 7 | 8 | 7 | 6 | 7 | 7 | 8 | 8 | 1 | 7 | 66 |
| 2 | 7 | 8 | 7 | 6 | 7 | 7 | 7 | 8 | 6 | 6 | 69 |
| 3 | 6 | 8 | 6 | 5 | 6 | 6 | 6 | 8 | 7 | 6 | 64 |
| 4 | 6 | 7 | 6 | 5 | 6 | 7 | 7 | 7 | 6 | 6 | 63 |
| 5 | 7 | 7 | 7 | 6 | 7 | 8 | 8 | 7 | 6 | 5 | 68 |
| 6 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 7 | 5 | 6 | 65 |
| 7 | 6 | 6 | 6 | 5 | 6 | 5 | 6 | 6 | 6 | 7 | 59 |
| 8 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 7 | 4 | 5 | 63 |
| 9 | 5 | 8 | 5 | 4 | 5 | 4 | 5 | 8 | 6 | 7 | 57 |
| 10 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 7 | 5 | 6 | 65 |
| 11 | 6 | 6 | 6 | 5 | 6 | 5 | 6 | 6 | 6 | 7 | 59 |
| 12 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 7 | 6 | 7 | 67 |
| 13 | 7 | 8 | 7 | 6 | 7 | 6 | 7 | 8 | 5 | 6 | 67 |
| 14 | 7 | 7 | 6 | 5 | 6 | 5 | 6 | 7 | 5 | 6 | 60 |
| 15 | 6 | 5 | 6 | 5 | 6 | 5 | 6 | 5 | 7 | 8 | 59 |
| 16 | 8 | 9 | 8 | 7 | 8 | 7 | 8 | 9 | 7 | 8 | 79 |
| 17 | 8 | 9 | 8 | 7 | 8 | 7 | 8 | 9 | 7 | 8 | 79 |
| 18 | 8 | 9 | 8 | 7 | 8 | 7 | 8 | 9 | 7 | 7 | 78 |
| 19 | 7 | 9 | 8 | 7 | 8 | 7 | 7 | 9 | 8 | 7 | 77 |
| 20 | 7 | 8 | 9 | 8 | 9 | 8 | 7 | 8 | 8 | 7 | 79 |
| 21 | 7 | 7 | 9 | 8 | 9 | 8 | 7 | 7 | 8 | 6 | 76 |
| 22 | 6 | 7 | 9 | 8 | 9 | 8 | 6 | 7 | 5 | 7 | 72 |
| 23 | 7 | 5 | 6 | 5 | 6 | 4 | 7 | 5 | 7 | 8 | 60 |
| 24 | 8 | 7 | 8 | 7 | 8 | 7 | 8 | 7 | 8 | 7 | 75 |
| 25 | 7 | 8 | 9 | 8 | 9 | 8 | 7 | 8 | 7 | 6 | 77 |
| 26 | 6 | 9 | 8 | 7 | 8 | 7 | 6 | 9 | 7 | 7 | 74 |
| 27 | 7 | 9 | 8 | 7 | 8 | 7 | 7 | 9 | 8 | 8 | 78 |
| 28 | 8 | 8 | 9 | 8 | 9 | 8 | 8 | 8 | 7 | 7 | 80 |
| 29 | 7 | 7 | 8 | 7 | 8 | 7 | 7 | 7 | 5 | 5 | 68 |
| 30 | 5 | 5 | 6 | 5 | 6 | 5 | 5 | 5 | 3 | 4 | 49 |
| 31 | 8 | 4 | 4 | 7 | 7 | 7 | 7 | 7 | 6 | 4 | 61 |
| 32 | 7 | 6 | 6 | 6 | 7 | 5 | 8 | 5 | 4 | 6 | 60 |
| 33 | 6 | 5 | 5 | 5 | 6 | 7 | 7 | 7 | 6 | 5 | 59 |
| 34 | 7 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 5 | 6 | 61 |
| 35 | 8 | 6 | 6 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 67 |
| 36 | 7 | 3 | 5 | 7 | 6 | 7 | 8 | 7 | 6 | 5 | 61 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|-----------|
| 37 | 7 | 5 | 5 | 5 | 6 | 6 | 7 | 6 | 5 | 5 | 57 |
| 38 | 6 | 7 | 7 | 8 | 8 | 6 | 5 | 6 | 5 | 7 | 65 |
| 39 | 6 | 7 | 7 | 8 | 8 | 8 | 9 | 8 | 7 | 7 | 75 |
| 40 | 5 | 7 | 7 | 8 | 8 | 8 | 9 | 8 | 7 | 7 | 74 |
| 41 | 7 | 7 | 7 | 8 | 8 | 8 | 9 | 8 | 7 | 7 | 76 |
| 42 | 8 | 8 | 8 | 8 | 9 | 7 | 9 | 8 | 7 | 8 | 80 |
| 43 | 7 | 8 | 8 | 7 | 9 | 7 | 8 | 9 | 8 | 8 | 79 |
| 44 | 7 | 8 | 8 | 6 | 9 | 7 | 7 | 9 | 8 | 8 | 77 |
| 45 | 6 | 7 | 9 | 8 | 9 | 8 | 6 | 7 | 5 | 7 | 72 |
| 46 | 7 | 5 | 6 | 5 | 6 | 4 | 7 | 5 | 7 | 8 | 60 |
| 47 | 8 | 7 | 8 | 7 | 8 | 7 | 8 | 7 | 8 | 7 | 75 |
| 48 | 7 | 8 | 9 | 8 | 9 | 8 | 7 | 8 | 7 | 6 | 77 |
| 49 | 6 | 9 | 8 | 7 | 8 | 7 | 6 | 9 | 7 | 7 | 74 |
| 50 | 7 | 9 | 8 | 7 | 8 | 7 | 7 | 9 | 8 | 8 | 78 |
| 51 | 8 | 8 | 9 | 8 | 9 | 8 | 8 | 8 | 7 | 7 | 80 |
| 52 | 7 | 7 | 8 | 7 | 8 | 7 | 7 | 7 | 5 | 5 | 68 |
| 53 | 3 | 5 | 9 | 3 | 9 | 4 | 8 | 5 | 5 | 2 | 53 |
| 54 | 4 | 7 | 6 | 5 | 4 | 2 | 5 | 8 | 9 | 5 | 55 |
| 55 | 6 | 8 | 8 | 7 | 6 | 2 | 7 | 8 | 9 | 6 | 67 |
| 56 | 7 | 3 | 7 | 8 | 5 | 7 | 8 | 5 | 9 | 6 | 65 |
| 57 | 8 | 5 | 6 | 9 | 4 | 4 | 9 | 5 | 8 | 6 | 64 |
| 58 | 5 | 6 | 5 | 7 | 5 | 3 | 5 | 8 | 9 | 7 | 60 |
| 59 | 2 | 8 | 6 | 6 | 6 | 4 | 9 | 8 | 3 | 5 | 57 |
| 60 | 6 | 9 | 8 | 4 | 7 | 4 | 6 | 7 | 7 | 5 | 63 |
| 61 | 7 | 9 | 7 | 5 | 8 | 6 | 9 | 7 | 5 | 8 | 71 |
| 62 | 8 | 7 | 9 | 6 | 8 | 4 | 5 | 8 | 9 | 7 | 71 |
| 63 | 3 | 7 | 9 | 7 | 7 | 9 | 6 | 5 | 8 | 9 | 70 |
| 64 | 5 | 5 | 8 | 8 | 6 | 3 | 5 | 7 | 4 | 3 | 54 |
| 65 | 7 | 6 | 5 | 9 | 5 | 9 | 8 | 5 | 4 | 2 | 60 |
| 66 | 7 | 4 | 5 | 5 | 4 | 1 | 5 | 3 | 7 | 8 | 49 |
| 67 | 9 | 3 | 6 | 6 | 3 | 8 | 7 | 5 | 6 | 1 | 54 |
| 68 | 4 | 2 | 5 | 8 | 4 | 6 | 5 | 7 | 7 | 8 | 56 |
| 69 | 6 | 4 | 4 | 9 | 5 | 9 | 8 | 5 | 6 | 7 | 63 |
| 70 | 8 | 3 | 5 | 7 | 9 | 9 | 5 | 7 | 8 | 9 | 70 |
| 71 | 5 | 2 | 6 | 6 | 7 | 4 | 5 | 7 | 5 | 6 | 53 |
| 72 | 8 | 5 | 7 | 5 | 6 | 5 | 8 | 9 | 3 | 4 | 60 |
| 73 | 7 | 6 | 8 | 6 | 5 | 5 | 9 | 8 | 6 | 3 | 63 |
| 74 | 6 | 7 | 9 | 6 | 6 | 3 | 7 | 0 | 7 | 5 | 56 |
| 75 | 6 | 8 | 9 | 7 | 7 | 3 | 4 | 5 | 8 | 6 | 63 |
| 76 | 4 | 8 | 8 | 5 | 9 | 2 | 6 | 8 | 9 | 5 | 64 |
| 77 | 7 | 7 | 7 | 5 | 8 | 6 | 9 | 8 | 7 | 2 | 66 |

| | | | | | | | | | | | |
|---------------|----------|------|------|------|------|------|------|------|-----|------|-----------|
| 78 | 8 | 7 | 6 | 4 | 7 | 5 | 6 | 7 | 8 | 3 | 61 |
| 79 | 2 | 9 | 5 | 5 | 6 | 5 | 9 | 8 | 7 | 3 | 59 |
| 80 | 9 | 6 | 3 | 6 | 9 | 2 | 5 | 8 | 5 | 6 | 59 |
| 81 | 6 | 5 | 5 | 7 | 8 | 3 | 6 | 9 | 8 | 7 | 64 |
| 82 | 5 | 4 | 6 | 8 | 7 | 2 | 6 | 5 | 8 | 9 | 60 |
| 83 | 5 | 5 | 8 | 9 | 6 | 5 | 8 | 6 | 8 | 9 | 69 |
| 84 | 7 | 6 | 4 | 5 | 5 | 3 | 4 | 8 | 9 | 2 | 53 |
| 85 | 8 | 7 | 5 | 6 | 5 | 4 | 5 | 1 | 5 | 4 | 50 |
| 86 | 9 | 8 | 9 | 7 | 5 | 5 | 7 | 8 | 9 | 2 | 69 |
| 87 | 4 | 9 | 8 | 3 | 5 | 6 | 5 | 7 | 9 | 7 | 63 |
| 88 | 7 | 4 | 5 | 4 | 5 | 5 | 6 | 7 | 8 | 9 | 60 |
| 89 | 9 | 5 | 7 | 5 | 5 | 6 | 8 | 5 | 6 | 7 | 63 |
| 90 | 3 | 6 | 6 | 6 | 5 | 5 | 8 | 9 | 6 | 5 | 59 |
| 91 | 9 | 7 | 7 | 2 | 5 | 6 | 3 | 4 | 7 | 8 | 58 |
| 92 | 8 | 8 | 9 | 6 | 5 | 7 | 8 | 9 | 5 | 4 | 69 |
| 93 | 7 | 9 | 8 | 5 | 5 | 5 | 7 | 8 | 9 | 6 | 69 |
| 94 | 5 | 4 | 7 | 4 | 5 | 6 | 5 | 9 | 8 | 5 | 58 |
| 95 | 4 | 5 | 7 | 7 | 5 | 3 | 4 | 8 | 7 | 8 | 58 |
| 96 | 3 | 6 | 4 | 8 | 5 | 8 | 7 | 5 | 8 | 9 | 63 |
| 97 | 7 | 6 | 5 | 9 | 5 | 5 | 4 | 6 | 8 | 7 | 62 |
| 98 | 8 | 7 | 6 | 7 | 5 | 5 | 5 | 8 | 9 | 6 | 66 |
| 99 | 9 | 4 | 8 | 5 | 5 | 7 | 6 | 4 | 5 | 5 | 58 |
| 100 | 7 | 9 | 7 | 6 | 5 | 8 | 7 | 5 | 6 | 4 | 64 |
| RATA- RATA | 6,5 3 | 6,59 | 6,89 | 6,34 | 6,69 | 5,84 | 6,75 | 6,95 | 6,6 | 6,11 | |

Jawaban Kuisisioner Evaluasi (ei)

| NO | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | TOTAL |
|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|
| 1 | 4 | 2 | 3 | 7 | 3 | 7 | 8 | 7 | 6 | 1 | 48 |
| 2 | 8 | 7 | 5 | 7 | 7 | 7 | 8 | 7 | 6 | 6 | 68 |
| 3 | 7 | 9 | 5 | 6 | 6 | 6 | 8 | 6 | 5 | 7 | 65 |
| 4 | 7 | 6 | 6 | 6 | 7 | 6 | 7 | 6 | 5 | 6 | 62 |
| 5 | 7 | 6 | 6 | 4 | 5 | 7 | 7 | 7 | 6 | 6 | 61 |
| 6 | 6 | 5 | 5 | 3 | 6 | 7 | 7 | 7 | 6 | 5 | 57 |
| 7 | 7 | 4 | 7 | 2 | 5 | 6 | 6 | 6 | 5 | 6 | 54 |
| 8 | 8 | 4 | 4 | 7 | 7 | 7 | 7 | 7 | 6 | 4 | 61 |
| 9 | 7 | 6 | 6 | 6 | 7 | 5 | 8 | 5 | 4 | 6 | 60 |
| 10 | 6 | 5 | 5 | 5 | 6 | 7 | 7 | 7 | 6 | 5 | 59 |
| 11 | 7 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 5 | 6 | 61 |
| 12 | 8 | 6 | 6 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 67 |
| 13 | 7 | 3 | 5 | 7 | 6 | 7 | 8 | 7 | 6 | 5 | 61 |
| 14 | 7 | 5 | 5 | 5 | 6 | 6 | 7 | 6 | 5 | 5 | 57 |
| 15 | 6 | 7 | 7 | 8 | 8 | 6 | 5 | 6 | 5 | 7 | 65 |
| 16 | 6 | 7 | 7 | 8 | 8 | 8 | 9 | 8 | 7 | 7 | 75 |
| 17 | 5 | 7 | 7 | 8 | 8 | 8 | 9 | 8 | 7 | 7 | 74 |
| 18 | 7 | 7 | 7 | 8 | 8 | 8 | 9 | 8 | 7 | 7 | 76 |
| 19 | 8 | 8 | 8 | 8 | 9 | 7 | 9 | 8 | 7 | 8 | 80 |
| 20 | 7 | 8 | 8 | 7 | 9 | 7 | 8 | 9 | 8 | 8 | 79 |
| 21 | 7 | 8 | 8 | 6 | 9 | 7 | 7 | 9 | 8 | 8 | 77 |
| 22 | 5 | 5 | 5 | 4 | 6 | 6 | 7 | 9 | 8 | 5 | 60 |
| 23 | 7 | 7 | 7 | 6 | 8 | 7 | 5 | 6 | 5 | 7 | 65 |
| 24 | 8 | 8 | 8 | 7 | 9 | 8 | 7 | 8 | 7 | 8 | 78 |
| 25 | 9 | 7 | 7 | 8 | 8 | 7 | 8 | 9 | 8 | 7 | 78 |
| 26 | 9 | 7 | 7 | 8 | 8 | 6 | 9 | 8 | 7 | 7 | 76 |
| 27 | 8 | 8 | 8 | 7 | 9 | 7 | 9 | 8 | 7 | 8 | 79 |
| 28 | 7 | 7 | 7 | 6 | 8 | 8 | 8 | 9 | 8 | 7 | 75 |
| 29 | 5 | 5 | 5 | 5 | 6 | 7 | 7 | 8 | 7 | 5 | 60 |
| 30 | 1 | 3 | 3 | 3 | 1 | 5 | 5 | 6 | 5 | 3 | 35 |
| 31 | 7 | 6 | 4 | 5 | 5 | 3 | 4 | 8 | 9 | 2 | 53 |
| 32 | 8 | 7 | 5 | 6 | 5 | 4 | 5 | 1 | 5 | 4 | 50 |
| 33 | 9 | 8 | 9 | 7 | 5 | 5 | 7 | 8 | 9 | 2 | 69 |
| 34 | 4 | 9 | 8 | 3 | 5 | 6 | 5 | 7 | 9 | 7 | 63 |
| 35 | 7 | 4 | 5 | 4 | 5 | 5 | 6 | 7 | 8 | 9 | 60 |
| 36 | 9 | 5 | 7 | 5 | 5 | 6 | 8 | 5 | 6 | 7 | 63 |
| 37 | 3 | 6 | 6 | 6 | 5 | 5 | 8 | 9 | 6 | 5 | 59 |
| 38 | 9 | 7 | 7 | 2 | 5 | 6 | 3 | 4 | 7 | 8 | 58 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|-----------|
| 39 | 8 | 8 | 9 | 6 | 5 | 7 | 8 | 9 | 5 | 4 | 69 |
| 40 | 7 | 9 | 8 | 5 | 5 | 5 | 7 | 8 | 9 | 6 | 69 |
| 41 | 5 | 4 | 7 | 4 | 5 | 6 | 5 | 9 | 8 | 5 | 58 |
| 42 | 4 | 9 | 5 | 7 | 5 | 7 | 6 | 9 | 6 | 5 | 63 |
| 43 | 5 | 6 | 8 | 8 | 8 | 6 | 5 | 6 | 7 | 8 | 67 |
| 44 | 7 | 8 | 8 | 4 | 7 | 6 | 5 | 8 | 8 | 8 | 69 |
| 45 | 8 | 7 | 8 | 7 | 5 | 7 | 5 | 7 | 6 | 8 | 68 |
| 46 | 5 | 5 | 8 | 7 | 6 | 8 | 5 | 5 | 7 | 8 | 64 |
| 47 | 7 | 7 | 8 | 9 | 7 | 6 | 5 | 7 | 5 | 8 | 69 |
| 48 | 6 | 5 | 7 | 8 | 8 | 4 | 5 | 5 | 7 | 7 | 62 |
| 49 | 7 | 6 | 6 | 7 | 6 | 5 | 5 | 6 | 8 | 6 | 62 |
| 50 | 6 | 8 | 8 | 8 | 7 | 7 | 5 | 8 | 6 | 8 | 71 |
| 51 | 8 | 9 | 5 | 7 | 4 | 8 | 5 | 9 | 8 | 5 | 68 |
| 52 | 4 | 7 | 7 | 6 | 2 | 6 | 6 | 7 | 6 | 7 | 58 |
| 53 | 7 | 7 | 8 | 8 | 2 | 7 | 7 | 7 | 8 | 8 | 69 |
| 54 | 6 | 7 | 7 | 6 | 7 | 8 | 8 | 7 | 7 | 7 | 70 |
| 55 | 8 | 8 | 7 | 7 | 4 | 6 | 9 | 8 | 6 | 7 | 70 |
| 56 | 6 | 4 | 8 | 8 | 3 | 7 | 7 | 5 | 7 | 8 | 63 |
| 57 | 5 | 2 | 7 | 6 | 4 | 8 | 6 | 6 | 8 | 7 | 59 |
| 58 | 7 | 2 | 3 | 5 | 4 | 6 | 7 | 7 | 7 | 3 | 51 |
| 59 | 8 | 7 | 5 | 7 | 6 | 7 | 8 | 7 | 8 | 5 | 68 |
| 60 | 9 | 4 | 7 | 8 | 4 | 6 | 7 | 6 | 7 | 7 | 65 |
| 61 | 6 | 3 | 6 | 6 | 9 | 6 | 7 | 6 | 6 | 5 | 60 |
| 62 | 4 | 4 | 7 | 8 | 3 | 7 | 6 | 7 | 7 | 6 | 59 |
| 63 | 6 | 4 | 5 | 6 | 9 | 6 | 7 | 5 | 7 | 8 | 63 |
| 64 | 7 | 6 | 7 | 8 | 5 | 6 | 4 | 6 | 7 | 4 | 60 |
| 65 | 4 | 4 | 6 | 7 | 5 | 6 | 4 | 6 | 4 | 6 | 52 |
| 66 | 6 | 9 | 8 | 5 | 6 | 7 | 4 | 6 | 5 | 4 | 60 |
| 67 | 7 | 3 | 7 | 7 | 8 | 7 | 6 | 8 | 5 | 6 | 64 |
| 68 | 8 | 9 | 6 | 5 | 7 | 8 | 7 | 5 | 7 | 8 | 70 |
| 69 | 9 | 5 | 7 | 6 | 7 | 9 | 8 | 7 | 6 | 7 | 71 |
| 70 | 6 | 8 | 6 | 8 | 7 | 5 | 7 | 8 | 6 | 5 | 66 |
| 71 | 5 | 8 | 7 | 9 | 8 | 8 | 7 | 5 | 5 | 7 | 69 |
| 72 | 7 | 8 | 8 | 7 | 6 | 6 | 7 | 7 | 5 | 6 | 67 |
| 73 | 8 | 8 | 6 | 7 | 5 | 7 | 5 | 7 | 5 | 7 | 65 |
| 74 | 5 | 8 | 7 | 7 | 7 | 8 | 6 | 5 | 6 | 8 | 67 |
| 75 | 7 | 7 | 8 | 7 | 7 | 5 | 6 | 6 | 6 | 7 | 66 |
| 76 | 8 | 6 | 6 | 7 | 8 | 6 | 6 | 5 | 8 | 9 | 69 |
| 77 | 7 | 8 | 8 | 8 | 6 | 5 | 6 | 6 | 6 | 8 | 68 |
| 78 | 8 | 5 | 6 | 7 | 6 | 5 | 6 | 7 | 7 | 7 | 64 |
| 79 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 8 | 8 | 7 | 71 |

| | | | | | | | | | | | |
|---------------|------|------|------|-----|------|------|------|------|------|------|-----------|
| 80 | 6 | 8 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 7 | 68 |
| 81 | 7 | 7 | 6 | 6 | 6 | 5 | 6 | 5 | 6 | 6 | 60 |
| 82 | 6 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 7 | 67 |
| 83 | 8 | 8 | 6 | 8 | 5 | 4 | 5 | 4 | 5 | 8 | 61 |
| 84 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 7 | 68 |
| 85 | 9 | 3 | 5 | 6 | 6 | 5 | 6 | 5 | 6 | 6 | 57 |
| 86 | 6 | 5 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 7 | 65 |
| 87 | 8 | 7 | 5 | 8 | 7 | 6 | 7 | 6 | 7 | 8 | 69 |
| 88 | 7 | 4 | 7 | 7 | 6 | 5 | 6 | 5 | 6 | 7 | 60 |
| 89 | 5 | 9 | 6 | 5 | 6 | 5 | 6 | 5 | 6 | 5 | 58 |
| 90 | 7 | 3 | 7 | 4 | 6 | 8 | 7 | 2 | 6 | 5 | 55 |
| 91 | 5 | 9 | 6 | 5 | 8 | 9 | 6 | 5 | 8 | 6 | 67 |
| 92 | 6 | 6 | 7 | 6 | 4 | 5 | 5 | 3 | 4 | 8 | 54 |
| 93 | 8 | 7 | 6 | 7 | 5 | 6 | 5 | 4 | 5 | 1 | 54 |
| 94 | 9 | 7 | 6 | 8 | 9 | 7 | 5 | 5 | 7 | 8 | 71 |
| 95 | 7 | 8 | 7 | 9 | 8 | 3 | 5 | 6 | 5 | 7 | 65 |
| 96 | 7 | 5 | 8 | 4 | 5 | 4 | 5 | 5 | 6 | 7 | 56 |
| 97 | 7 | 5 | 7 | 5 | 7 | 5 | 5 | 6 | 8 | 5 | 60 |
| 98 | 8 | 8 | 6 | 6 | 6 | 6 | 5 | 5 | 8 | 9 | 67 |
| 99 | 9 | 9 | 7 | 7 | 7 | 2 | 5 | 6 | 3 | 4 | 59 |
| 100 | 7 | 7 | 8 | 8 | 9 | 6 | 5 | 7 | 8 | 9 | 74 |
| RATA- RATA | 6,74 | 6,33 | 6,54 | 6,4 | 6,25 | 6,24 | 6,42 | 6,51 | 6,49 | 6,34 | |

Lampiran 3

Karakteristik Responden

1. Responden Berdasarkan Jenis Kelamin

| Jenis Kelamin | | | | |
|---------------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | laki-laki | 63 | 63,0 | 63,0 |
| | Perempuan | 37 | 37,0 | 100,0 |
| | Total | 100 | 100,0 | 100,0 |

2. Responden Berdasarkan Usia

| Usia | | | | |
|-------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17-25 | 45 | 45,0 | 45,0 |
| | 26-35 | 39 | 39,0 | 84,0 |
| | 36-45 | 16 | 16,0 | 100,0 |
| | Total | 100 | 100,0 | 100,0 |

3. Responden Berdasarkan Pekerjaan

| pekerjaan | | | | |
|-----------|-------------------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | ibu rumah tangga | 11 | 11,0 | 11,0 |
| | karyawan swasta | 19 | 19,0 | 30,0 |
| | pelajar/mahasiswa | 30 | 30,0 | 60,0 |
| | PNS | 13 | 13,0 | 73,0 |
| | Wiraswasta | 27 | 27,0 | 100,0 |
| | Total | 100 | 100,0 | 100,0 |

UJI VALIDITAS KEPERCAYAAN (bi)

Correlations

| | | p1 | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | Total |
|----|---------------------|--------------------|---------------------|---------------------|---------------------|---------------------|--------------------|--------------------|---------------------|-------------------|-------|--------------------|
| p1 | Pearson Correlation | 1 | ,446 [*] | ,585 ^{**} | ,585 ^{**} | ,585 ^{**} | ,494 ^{**} | ,906 ^{**} | ,446 [*] | ,287 | ,272 | ,724 ^{**} |
| | Sig. (2-tailed) | | ,014 | ,001 | ,001 | ,001 | ,006 | ,000 | ,014 | ,124 | ,145 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p2 | Pearson Correlation | ,446 [*] | 1 | ,501 ^{**} | ,501 ^{**} | ,501 ^{**} | ,542 ^{**} | ,424 [*] | 1,000 ^{**} | ,289 | ,264 | ,751 ^{**} |
| | Sig. (2-tailed) | ,014 | | ,005 | ,005 | ,005 | ,002 | ,020 | ,000 | ,122 | ,158 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p3 | Pearson Correlation | ,585 ^{**} | ,501 ^{**} | 1 | 1,000 ^{**} | 1,000 ^{**} | ,865 ^{**} | ,528 ^{**} | ,501 ^{**} | ,366 [*] | ,134 | ,885 ^{**} |
| | Sig. (2-tailed) | ,001 | ,005 | | ,000 | ,000 | ,000 | ,003 | ,005 | ,047 | ,480 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p4 | Pearson Correlation | ,585 ^{**} | ,501 ^{**} | 1,000 ^{**} | 1 | 1,000 ^{**} | ,865 ^{**} | ,528 ^{**} | ,501 ^{**} | ,366 [*] | ,134 | ,885 ^{**} |
| | Sig. (2-tailed) | ,001 | ,005 | ,000 | | ,000 | ,000 | ,003 | ,005 | ,047 | ,480 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p5 | Pearson Correlation | ,585 ^{**} | ,501 ^{**} | 1,000 ^{**} | 1,000 ^{**} | 1 | ,865 ^{**} | ,528 ^{**} | ,501 ^{**} | ,366 [*] | ,134 | ,885 ^{**} |
| | Sig. (2-tailed) | ,001 | ,005 | ,000 | ,000 | | ,000 | ,003 | ,005 | ,047 | ,480 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p6 | Pearson Correlation | ,494 ^{**} | ,542 ^{**} | ,865 ^{**} | ,865 ^{**} | ,865 ^{**} | 1 | ,599 ^{**} | ,542 ^{**} | ,248 | -,055 | ,812 ^{**} |
| | Sig. (2-tailed) | ,006 | ,002 | ,000 | ,000 | ,000 | | ,000 | ,002 | ,187 | ,771 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p7 | Pearson Correlation | ,906 ^{**} | ,424 [*] | ,528 ^{**} | ,528 ^{**} | ,528 ^{**} | ,599 ^{**} | 1 | ,424 [*] | ,162 | ,210 | ,678 ^{**} |
| | Sig. (2-tailed) | ,000 | ,020 | ,003 | ,003 | ,003 | ,000 | | ,020 | ,392 | ,266 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p8 | Pearson Correlation | ,446 [*] | 1,000 ^{**} | ,501 ^{**} | ,501 ^{**} | ,501 ^{**} | ,542 ^{**} | ,424 [*] | 1 | ,289 | ,264 | ,751 ^{**} |

| | | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | ,014 | ,000 | ,005 | ,005 | ,005 | ,002 | ,020 | | ,122 | ,158 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson Correlation | ,287 | ,289 | ,366* | ,366* | ,366* | ,248 | ,162 | ,289 | 1 | ,483** | ,567** |
| p9 | Sig. (2-tailed) | ,124 | ,122 | ,047 | ,047 | ,047 | ,187 | ,392 | ,122 | | ,007 | ,001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson Correlation | ,272 | ,264 | ,134 | ,134 | ,134 | -,055 | ,210 | ,264 | ,483** | 1 | ,387* |
| p10 | Sig. (2-tailed) | ,145 | ,158 | ,480 | ,480 | ,480 | ,771 | ,266 | ,158 | ,007 | | ,035 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson Correlation | ,724** | ,751** | ,885** | ,885** | ,885** | ,812** | ,678** | ,751** | ,567** | ,387* | 1 |
| Total | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,001 | ,035 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

UJI VALIDITAS EVALUASI (ei)

Correlations

| | | p11 | p12 | p13 | p14 | p15 | p16 | p17 | p18 | p19 | p20 | Total |
|-----|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|--------|--------|
| p11 | Pearson Correlation | 1 | ,535** | ,566** | ,440* | ,714** | ,238 | ,359 | ,180 | ,180 | ,606** | ,692** |
| | Sig. (2-tailed) | | ,002 | ,001 | ,015 | ,000 | ,206 | ,051 | ,342 | ,342 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p12 | Pearson Correlation | ,535** | 1 | ,776** | ,467** | ,796** | ,289 | ,335 | ,339 | ,339 | ,914** | ,826** |
| | Sig. (2-tailed) | ,002 | | ,000 | ,009 | ,000 | ,122 | ,070 | ,067 | ,067 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p13 | Pearson Correlation | ,566** | ,776** | 1 | ,401* | ,849** | ,377* | ,281 | ,428* | ,428* | ,929** | ,846** |
| | Sig. (2-tailed) | ,001 | ,000 | | ,028 | ,000 | ,040 | ,133 | ,018 | ,018 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p14 | Pearson Correlation | ,440* | ,467** | ,401* | 1 | ,637** | ,436* | ,557** | ,321 | ,321 | ,400* | ,687** |
| | Sig. (2-tailed) | ,015 | ,009 | ,028 | | ,000 | ,016 | ,001 | ,084 | ,084 | ,029 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p15 | Pearson Correlation | ,714** | ,796** | ,849** | ,637** | 1 | ,474** | ,403* | ,464** | ,464** | ,859** | ,932** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,008 | ,027 | ,010 | ,010 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p16 | Pearson Correlation | ,238 | ,289 | ,377* | ,436* | ,474** | 1 | ,453* | ,623** | ,623** | ,312 | ,592** |
| | Sig. (2-tailed) | ,206 | ,122 | ,040 | ,016 | ,008 | | ,012 | ,000 | ,000 | ,093 | ,001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p17 | Pearson Correlation | ,359 | ,335 | ,281 | ,557** | ,403* | ,453* | 1 | ,501** | ,501** | ,289 | ,602** |
| | Sig. (2-tailed) | ,051 | ,070 | ,133 | ,001 | ,027 | ,012 | | ,005 | ,005 | ,122 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| p18 | Pearson Correlation | ,180 | ,339 | ,428* | ,321 | ,464** | ,623** | ,501** | 1 | 1,000** | ,366* | ,645** |

| | | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|---------|--------|--------|--------|
| | Sig. (2-tailed) | ,342 | ,067 | ,018 | ,084 | ,010 | ,000 | ,005 | | ,000 | ,047 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson Correlation | ,180 | ,339 | ,428* | ,321 | ,464** | ,623** | ,501** | 1,000** | 1 | ,366* | ,645** |
| p19 | Sig. (2-tailed) | ,342 | ,067 | ,018 | ,084 | ,010 | ,000 | ,005 | ,000 | | ,047 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson Correlation | ,606** | ,914** | ,929** | ,400* | ,859** | ,312 | ,289 | ,366* | ,366* | 1 | ,859** |
| p20 | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,029 | ,000 | ,093 | ,122 | ,047 | ,047 | | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson Correlation | ,692** | ,826** | ,846** | ,687** | ,932** | ,592** | ,602** | ,645** | ,645** | ,859** | 1 |
| Total | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,001 | ,000 | ,000 | ,000 | ,000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

UJI RELIABILITAS KEPERCAYAAN (bi)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,897 | 10 |

UJI RELIABILITAS EVALUASI (ei)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,905 | 10 |