

Lampiran I



INSTITUT INFORMATIKA DAN BISNISDARMAJAYA
FAKULTAS EKONOMI DAN BISNIS

Jalan Zainal Abidin Pagar Alam No.93 Lampung 35142

KUISIONER

ANALISIS SIKAP KOSUMEN TERHADAP KOSMETIK

LOKAL DAN IMPOR

IDENTITAS PENELITI

Nama : Ketut Budarni
NPM : 1612110444
Jurusan : Manajemen
Alamat : Mulyasari, kecamatan Negeri Agung, Kab Way Kanan
E-Mail : ketutbudarni7@gmail.com

Bandar Lampung, Februari 2020

Hal : Mohon Bantu Pengisian Kuesioner

Kepada Yth.

Bapak/Ibu/Sdr.

DiTempat

Dengan Hormat,

Berkenannya dengan penelitian yang saya lakukan dalam rangka menyelesaikan studi pada program Strata Satu (S1) Manajemen Ibi Darmajaya Bandar Lampung tentang **“ANALISIS SIKAP KOSUMEN TERHADAP KOSMETIK LOKAL DAN IMPOR”** maka saya mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner terlampir. Penelitian ini diharapkan dapat memberikan hasil yang bermanfaat, oleh karenanya diharapkan kesediaan Bapak/Ibu/Sdr untuk menjawab kuesioner ini dengan sejujurnya.

Perlu diberitahukan bahwa informasi yang Bapak/Ibu/Sdr berikan semata-mata untuk kepentingan penelitian ini. Untuk itu saya menjamin kerahasiaannya. Atas perhatian, bantuan dan kerjasama yang baik dari Bapak/Ibu/Sdr, saya mengucapkan banyak terimakasih.

Hormat saya,

Peneliti

Ketut Budarni

PM. 1612110444

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

ANALISIS SIKAP KOSUMEN TERHADAP KOSMETIK LOKAL DAN IMPOR

Petunjuk pengisian daftar pernyataan :

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

Kriteria Penilaian :

| Penentuan Skor Tingkat Keyakinan (bi) | | | Penentuan Skor Tingkat Evaluasi (ei) | | |
|---------------------------------------|--------------------|---|--------------------------------------|-------------------|---|
| SY | Sangat Yakin | 5 | SB | Sangat Baik | 5 |
| Y | Yakin | 4 | B | Baik | 4 |
| CY | Cukup yakin | 3 | CB | Cukup Baik | 3 |
| TY | Tidak yakin | 2 | TB | Tidak Baik | 2 |
| STY | Sangat Tidak Yakin | 1 | STB | Sangat Tidak Baik | 1 |

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Perempuan

3. Usia :

a. 17 Tahun – 23 Tahun c. 31 Tahun – 37 Tahun

b. 24 Tahun – 30 Tahun d. > 38 tahun

4. Pekerjaan :

- a. Mahasiswa c. Pegawai Swasta
 b. Pegawai Negeri d. Lainnya

5. Pengeluaran Perbulan :

- a. 1.500.000 – 3.000.000 c. 4.500.000 – 6.000.000
 b. 3.000.00 – 4.500.000 d. > 6.000.000

6. Lebih Sering Menggunakan Kosmetik :

- a. Impor
 b. Lokal

Lampiran II

Hasil Jawaban Responden

| No | Kosmetik Impor | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----|--------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-------|-----------------|----|----|----|----|----|----|----|----|-----|-----|-------|-----|-----|-----|-----|
| | Konsep Kepentingan | | | | | | | | | | | | | | | Total | Konsep Evaluasi | | | | | | | | | | | Total | | | | |
| | I1 | I2 | I3 | I4 | I5 | I6 | I7 | I8 | I9 | I10 | I11 | I12 | I13 | I14 | I15 | | E1 | E2 | E3 | E4 | E5 | E6 | E7 | E8 | E9 | E10 | E11 | | E12 | E13 | E14 | E15 |
| 1 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 66 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 65 |
| 2 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 64 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 61 |
| 3 | 4 | 4 | 1 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 47 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 55 |
| 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 56 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 55 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 58 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 2 | 2 | 2 | 57 |
| 6 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 58 | 2 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 1 | 1 | 1 | 48 |
| 7 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 57 | 3 | 4 | 4 | 1 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 2 | 3 | 3 | 4 | 49 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 57 | 3 | 3 | 4 | 1 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 45 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 57 | 3 | 3 | 4 | 1 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 45 |
| 10 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 58 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 54 |
| 11 | 4 | 3 | 2 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 55 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 43 |
| 12 | 3 | 3 | 2 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 54 | 2 | 4 | 4 | 2 | 2 | 3 | 4 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 35 |
| 13 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 55 | 2 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 48 |
| 14 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 57 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 52 |
| 15 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 71 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 66 |
| 16 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 71 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 67 |
| 17 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 72 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 67 |
| 18 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 72 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 65 |
| 19 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 69 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 2 | 3 | 3 | 3 | 56 |
| 20 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 59 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 58 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 64 |
| 22 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 68 | 3 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 59 |

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|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|----|
| 23 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 72 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 63 | |
| 24 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 53 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 58 | |
| 25 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 71 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 58 | |
| 26 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 73 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 3 | 61 | |
| 27 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 74 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 4 | 64 | |
| 28 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 68 | 3 | 5 | 5 | 2 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 58 | |
| 29 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 54 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 52 | |
| 30 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 71 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 64 | |
| 31 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 66 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 65 | |
| 32 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 64 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 61 | |
| 33 | 4 | 4 | 1 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 47 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 55 | |
| 34 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 56 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 55 | |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 58 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 2 | 2 | 2 | 57 |
| 36 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 58 | 2 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 1 | 1 | 1 | 48 |
| 37 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 57 | 3 | 4 | 4 | 1 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 2 | 3 | 3 | 4 | 49 | |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 57 | 3 | 3 | 4 | 1 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 45 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 57 | 3 | 3 | 4 | 1 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 45 | |
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| 41 | 4 | 3 | 2 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 55 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 43 | |
| 42 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 52 | 2 | 4 | 4 | 2 | 2 | 3 | 4 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 35 | |
| 43 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 55 | 2 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 48 | |
| 44 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 57 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 52 | |
| 45 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 71 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 66 |
| 46 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 71 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 67 |
| 47 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 72 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 67 |
| 48 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 72 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 65 |
| 49 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 69 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 2 | 3 | 3 | 3 | 56 | |
| 50 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 59 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 58 | |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 64 | |
| 52 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 69 | 3 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 59 | |

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| 53 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 72 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 63 | |
| 54 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 55 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 58 | |
| 55 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 71 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 58 | |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 74 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 3 | 61 | |
| 57 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 74 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 4 | 64 | |
| 58 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 68 | 3 | 5 | 5 | 2 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 58 | |
| 59 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 56 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 52 | |
| 60 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 71 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 64 | |
| 61 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 66 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 66 | |
| 62 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 62 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 64 | |
| 63 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 57 | 4 | 4 | 1 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 47 | |
| 64 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 57 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 54 | |
| 65 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 2 | 2 | 2 | 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 58 |
| 66 | 2 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 1 | 1 | 1 | 52 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 58 | |
| 67 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 2 | 3 | 3 | 4 | 53 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 57 | |
| 68 | 3 | 3 | 4 | 5 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 57 | |
| 69 | 3 | 3 | 4 | 5 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 57 | |
| 70 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 56 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 58 | |
| 71 | 3 | 4 | 4 | 5 | 2 | 4 | 4 | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 45 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 53 | |
| 72 | 2 | 4 | 4 | 2 | 2 | 3 | 4 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 35 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 52 | |
| 73 | 2 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 48 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 55 | |
| 74 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 52 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 55 | |
| 75 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 66 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 71 | |
| 76 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 67 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 71 | |
| 77 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 67 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 72 | |
| 78 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 65 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 72 | |
| 79 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 2 | 3 | 3 | 3 | 58 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 69 | |
| 80 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 58 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 59 | |
| 81 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 | |
| 82 | 3 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 59 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 68 | |

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| 83 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 63 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 72 |
| 84 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 58 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 53 | |
| 85 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 58 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 71 | |
| 86 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 3 | 61 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 73 | |
| 87 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 4 | 64 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 74 | |
| 88 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 61 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 68 | |
| 89 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 52 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 54 | |
| 90 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 64 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 71 | |
| 91 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 65 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 66 | |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 61 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 64 | |
| 93 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 55 | 4 | 4 | 1 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 47 | |
| 94 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 55 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 54 | |
| 95 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 2 | 2 | 2 | 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 58 | |
| 96 | 2 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 1 | 1 | 1 | 52 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 58 | |
| 97 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 2 | 3 | 3 | 4 | 53 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 57 | |
| 98 | 3 | 3 | 4 | 5 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 57 | |
| 99 | 3 | 3 | 4 | 5 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 57 | |
| 100 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 56 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 58 | |

| No | Kosmetik Impor | | | | | | | | | | | | | | | | | | | | | | | | | | Total | | | | | |
|----|--------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-------|-----------------|----|----|----|----|----|----|----|----|-----|-------|-------|-----|-----|-----|-----|
| | Konsep Kepentingan | | | | | | | | | | | | | | | Total | Konsep Evaluasi | | | | | | | | | | | Total | | | | |
| | I1 | I2 | I3 | I4 | I5 | I6 | I7 | I8 | I9 | II0 | II1 | II2 | II3 | II4 | II5 | | I1 | I2 | I3 | I4 | I5 | I6 | I7 | I8 | I9 | II0 | | | II1 | II2 | II3 | II4 |
| 1 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 66 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 65 | |
| 2 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 64 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 61 |
| 3 | 4 | 4 | 1 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 47 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 55 | |
| 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 56 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 55 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 58 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 2 | 2 | 2 | 57 |

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|----|----|
| 6 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 58 | 2 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 1 | 1 | 1 | 48 |
| 7 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 57 | 3 | 4 | 4 | 1 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 2 | 3 | 3 | 4 | 49 | |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 57 | 3 | 3 | 4 | 1 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 45 | | |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 57 | 3 | 3 | 4 | 1 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 45 | | |
| 10 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 58 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 54 | | |
| 11 | 4 | 3 | 2 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 55 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 43 | | |
| 12 | 3 | 3 | 2 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 54 | 2 | 4 | 4 | 2 | 2 | 3 | 4 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 35 | | |
| 13 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 55 | 2 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 48 | | |
| 14 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 57 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 52 | | |
| 15 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 71 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 66 | | |
| 16 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 71 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 67 | |
| 17 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 72 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 67 | |
| 18 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 72 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 65 | | |
| 19 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 69 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 2 | 3 | 3 | 3 | 56 | | |
| 20 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 59 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 58 | | |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 64 | | |
| 22 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 68 | 3 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 59 | | |
| 23 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 72 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 63 | | |
| 24 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 53 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 58 | | |
| 25 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 71 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 58 | | |
| 26 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 73 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 3 | 61 | | |
| 27 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 74 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 4 | 64 | | |
| 28 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 68 | 3 | 5 | 5 | 2 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 58 | | |
| 29 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 54 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 52 | | |
| 30 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 71 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 64 | | |
| 31 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 66 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 65 | | |
| 32 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 64 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 61 | | |
| 33 | 4 | 4 | 1 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 47 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 55 | | |
| 34 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 56 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 55 | | |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 58 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 2 | 2 | 2 | 57 | | |

Lampiran III

Hasil Uji Karakteristik Responden

Usia

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|-----------|---------|---------------|--------------------|
| 17 Tahun – 23 Tahun | 52 | 52.0 | 52.0 | 52.0 |
| 24 Tahun – 30 Tahun | 26 | 26.0 | 26.0 | 78.0 |
| Valid 31 Tahun – 37 Tahun | 15 | 15.0 | 15.0 | 93.0 |
| > 38 tahun | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Pekerjaan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Mahasiswa | 48 | 48.0 | 48.0 | 48.0 |
| Pegawai Negeri | 22 | 22.0 | 22.0 | 70.0 |
| Valid Pegawai swasta | 23 | 23.0 | 23.0 | 93.0 |
| Lainnya | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Pengeluaran Perbulan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------|-----------|---------|---------------|--------------------|
| 1.500.000 – 3.000.000 | 46 | 46.0 | 46.0 | 46.0 |
| 3.000.00 – 4.500.000 | 33 | 33.0 | 33.0 | 79.0 |
| Valid 4.500.000 – 6.000.000 | 13 | 13.0 | 13.0 | 92.0 |
| > 6.000.000 | 8 | 8.0 | 8.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Kosemtik_Sering_Dibeli

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Valid Impor | 61 | 61.0 | 61.0 | 61.0 |
| Valid Lokal | 39 | 39.0 | 39.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Lampiran IV

Hasil Uji Frekuensi Jawaban Variabel Kepentingan Kosmetik Impor

SKI1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 4 | 4.0 | 4.0 | 4.0 |
| Valid 3 | 23 | 23.0 | 23.0 | 27.0 |
| Valid 4 | 43 | 43.0 | 43.0 | 70.0 |
| Valid 5 | 30 | 30.0 | 30.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKI2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 23 | 23.0 | 23.0 | 23.0 |
| Valid 4 | 55 | 55.0 | 55.0 | 78.0 |
| Valid 5 | 22 | 22.0 | 22.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKI3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 2 | 2.0 | 2.0 | 2.0 |
| Valid 2 | 4 | 4.0 | 4.0 | 6.0 |
| Valid 3 | 12 | 12.0 | 12.0 | 18.0 |
| Valid 4 | 50 | 50.0 | 50.0 | 68.0 |

| | | | | |
|-------|-----|-------|-------|-------|
| 5 | 32 | 32.0 | 32.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SK14

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 1 | 1.0 | 1.0 | 1.0 |
| 3 | 9 | 9.0 | 9.0 | 10.0 |
| Valid 4 | 42 | 42.0 | 42.0 | 52.0 |
| 5 | 48 | 48.0 | 48.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SK15

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 6 | 6.0 | 6.0 | 6.0 |
| 3 | 14 | 14.0 | 14.0 | 20.0 |
| Valid 4 | 52 | 52.0 | 52.0 | 72.0 |
| 5 | 28 | 28.0 | 28.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SK16

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 4 | 4.0 | 4.0 | 4.0 |
| 3 | 3 | 3.0 | 3.0 | 7.0 |
| Valid 4 | 50 | 50.0 | 50.0 | 57.0 |
| 5 | 43 | 43.0 | 43.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SK17

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 10 | 10.0 | 10.0 | 10.0 |
| 4 | 44 | 44.0 | 44.0 | 54.0 |

| | | | | |
|-------|-----|-------|-------|-------|
| 5 | 46 | 46.0 | 46.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKI8

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 4 | 4.0 | 4.0 | 4.0 |
| 3 | 9 | 9.0 | 9.0 | 13.0 |
| Valid 4 | 50 | 50.0 | 50.0 | 63.0 |
| 5 | 37 | 37.0 | 37.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKI9

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 1 | 1.0 | 1.0 | 1.0 |
| 3 | 19 | 19.0 | 19.0 | 20.0 |
| Valid 4 | 56 | 56.0 | 56.0 | 76.0 |
| 5 | 24 | 24.0 | 24.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKI10

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 4 | 4.0 | 4.0 | 6.0 |
| Valid 3 | 17 | 17.0 | 17.0 | 23.0 |
| 4 | 44 | 44.0 | 44.0 | 67.0 |
| 5 | 33 | 33.0 | 33.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKI11

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 1 | 1.0 | 1.0 | 1.0 |
| 3 | 10 | 10.0 | 10.0 | 11.0 |
| Valid 4 | 51 | 51.0 | 51.0 | 62.0 |
| 5 | 38 | 38.0 | 38.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKI12

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.0 | 1.0 | 1.0 |
| 2 | 6 | 6.0 | 6.0 | 7.0 |
| Valid 3 | 18 | 18.0 | 18.0 | 25.0 |
| 4 | 46 | 46.0 | 46.0 | 71.0 |
| 5 | 29 | 29.0 | 29.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKI13

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 3 | 3.0 | 3.0 | 3.0 |
| 2 | 6 | 6.0 | 6.0 | 9.0 |
| Valid 3 | 24 | 24.0 | 24.0 | 33.0 |
| 4 | 34 | 34.0 | 34.0 | 67.0 |
| 5 | 33 | 33.0 | 33.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKI14

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|-----------------------|
| 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 8 | 8.0 | 8.0 | 10.0 |
| 3 | 40 | 40.0 | 40.0 | 50.0 |
| 4 | 36 | 36.0 | 36.0 | 86.0 |
| 5 | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKI15

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|-----------------------|
| 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 5 | 5.0 | 5.0 | 7.0 |
| 3 | 28 | 28.0 | 28.0 | 35.0 |
| 4 | 56 | 56.0 | 56.0 | 91.0 |
| 5 | 9 | 9.0 | 9.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Hasil Uji Frekuensi Jawaban Variabel Kepentingan Kosmetik Impor

SE11

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 6 | 6.0 | 6.0 | 6.0 |
| 3 | 28 | 28.0 | 28.0 | 34.0 |
| Valid 4 | 46 | 46.0 | 46.0 | 80.0 |
| 5 | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SE12

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 3 | 19 | 19.0 | 19.0 | 19.0 |
| Valid 4 | 51 | 51.0 | 51.0 | 70.0 |
| 5 | 30 | 30.0 | 30.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SE13

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 2 | 2.0 | 2.0 | 4.0 |
| Valid 3 | 10 | 10.0 | 10.0 | 14.0 |
| 4 | 51 | 51.0 | 51.0 | 65.0 |
| 5 | 35 | 35.0 | 35.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEI4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 8 | 8.0 | 8.0 | 8.0 |
| 2 | 4 | 4.0 | 4.0 | 12.0 |
| Valid 3 | 25 | 25.0 | 25.0 | 37.0 |
| 4 | 51 | 51.0 | 51.0 | 88.0 |
| 5 | 12 | 12.0 | 12.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEI5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 8 | 8.0 | 8.0 | 8.0 |
| 3 | 22 | 22.0 | 22.0 | 30.0 |
| Valid 4 | 52 | 52.0 | 52.0 | 82.0 |
| 5 | 18 | 18.0 | 18.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEI6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 4 | 4.0 | 4.0 | 4.0 |
| 3 | 4 | 4.0 | 4.0 | 8.0 |
| Valid 4 | 51 | 51.0 | 51.0 | 59.0 |
| 5 | 41 | 41.0 | 41.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEI7

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| | | | | |

| | | | | | |
|-------|-------|-----|-------|-------|-------|
| | 3 | 10 | 10.0 | 10.0 | 10.0 |
| Valid | 4 | 43 | 43.0 | 43.0 | 53.0 |
| | 5 | 47 | 47.0 | 47.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

SEI8

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|-----------------------|
| | 2 | 4 | 4.0 | 4.0 |
| | 3 | 12 | 12.0 | 16.0 |
| Valid | 4 | 50 | 50.0 | 66.0 |
| | 5 | 34 | 34.0 | 100.0 |
| | Total | 100 | 100.0 | |

SEI9

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|-----------------------|
| | 2 | 2 | 2.0 | 2.0 |
| | 3 | 18 | 18.0 | 20.0 |
| Valid | 4 | 58 | 58.0 | 78.0 |
| | 5 | 22 | 22.0 | 100.0 |
| | Total | 100 | 100.0 | |

SEI10

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|-----------------------|
| | 1 | 4 | 4.0 | 4.0 |
| | 2 | 4 | 4.0 | 8.0 |
| Valid | 3 | 22 | 22.0 | 30.0 |
| | 4 | 46 | 46.0 | 76.0 |
| | 5 | 24 | 24.0 | 100.0 |
| | Total | 100 | 100.0 | |

SEI11

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 2 | 2 | 2.0 | 2.0 | 2.0 |
| 3 | 10 | 10.0 | 10.0 | 12.0 |
| Valid 4 | 56 | 56.0 | 56.0 | 68.0 |
| 5 | 32 | 32.0 | 32.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEI12

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 8 | 8.0 | 8.0 | 10.0 |
| Valid 3 | 21 | 21.0 | 21.0 | 31.0 |
| 4 | 49 | 49.0 | 49.0 | 80.0 |
| 5 | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEI13

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 1 | 4 | 4.0 | 4.0 | 4.0 |
| 2 | 6 | 6.0 | 6.0 | 10.0 |
| Valid 3 | 38 | 38.0 | 38.0 | 48.0 |
| 4 | 31 | 31.0 | 31.0 | 79.0 |
| 5 | 21 | 21.0 | 21.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SE14

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 10 | 10.0 | 10.0 | 12.0 |
| 3 | 45 | 45.0 | 45.0 | 57.0 |
| 4 | 36 | 36.0 | 36.0 | 93.0 |
| 5 | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SE15

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 8 | 8.0 | 8.0 | 10.0 |
| 3 | 33 | 33.0 | 33.0 | 43.0 |
| 4 | 51 | 51.0 | 51.0 | 94.0 |
| 5 | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Hasil Uji Frekuensi Jawaban Variabel Kepentingan Kosmetik Lokal**SKL1**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| 1 | 14 | 14.0 | 14.0 | 14.0 |
| 2 | 9 | 9.0 | 9.0 | 23.0 |
| 3 | 33 | 33.0 | 33.0 | 56.0 |
| 4 | 41 | 41.0 | 41.0 | 97.0 |
| 5 | 3 | 3.0 | 3.0 | 100.0 |

| | | | |
|-------|-----|-------|-------|
| Total | 100 | 100.0 | 100.0 |
|-------|-----|-------|-------|

SKL2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.0 | 1.0 | 1.0 |
| 2 | 17 | 17.0 | 17.0 | 18.0 |
| 3 | 28 | 28.0 | 28.0 | 46.0 |
| 4 | 49 | 49.0 | 49.0 | 95.0 |
| 5 | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.0 | 1.0 | 1.0 |
| 2 | 9 | 9.0 | 9.0 | 10.0 |
| 3 | 4 | 4.0 | 4.0 | 14.0 |
| 4 | 50 | 50.0 | 50.0 | 64.0 |
| 5 | 36 | 36.0 | 36.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.0 | 1.0 | 1.0 |
| 2 | 7 | 7.0 | 7.0 | 8.0 |
| 3 | 23 | 23.0 | 23.0 | 31.0 |
| 4 | 40 | 40.0 | 40.0 | 71.0 |
| 5 | 29 | 29.0 | 29.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 2 | 6 | 6.0 | 6.0 | 6.0 |
| 3 | 12 | 12.0 | 12.0 | 18.0 |
| Valid 4 | 49 | 49.0 | 49.0 | 67.0 |
| 5 | 33 | 33.0 | 33.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 1 | 4 | 4.0 | 4.0 | 4.0 |
| 2 | 16 | 16.0 | 16.0 | 20.0 |
| Valid 3 | 27 | 27.0 | 27.0 | 47.0 |
| 4 | 38 | 38.0 | 38.0 | 85.0 |
| 5 | 15 | 15.0 | 15.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL7

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 1 | 4 | 4.0 | 4.0 | 4.0 |
| 2 | 5 | 5.0 | 5.0 | 9.0 |
| Valid 3 | 23 | 23.0 | 23.0 | 32.0 |
| 4 | 48 | 48.0 | 48.0 | 80.0 |
| 5 | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL8

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 7 | 7.0 | 7.0 | 9.0 |
| 3 | 12 | 12.0 | 12.0 | 21.0 |
| 4 | 57 | 57.0 | 57.0 | 78.0 |
| 5 | 22 | 22.0 | 22.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL9

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 4 | 4.0 | 4.0 | 4.0 |
| 2 | 11 | 11.0 | 11.0 | 15.0 |
| 3 | 21 | 21.0 | 21.0 | 36.0 |
| 4 | 41 | 41.0 | 41.0 | 77.0 |
| 5 | 23 | 23.0 | 23.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL10

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 5 | 5.0 | 5.0 | 5.0 |
| 2 | 13 | 13.0 | 13.0 | 18.0 |
| 3 | 31 | 31.0 | 31.0 | 49.0 |
| 4 | 40 | 40.0 | 40.0 | 89.0 |
| 5 | 11 | 11.0 | 11.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL11

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 3 | 3.0 | 3.0 | 3.0 |
| 2 | 11 | 11.0 | 11.0 | 14.0 |
| 3 | 23 | 23.0 | 23.0 | 37.0 |
| 4 | 50 | 50.0 | 50.0 | 87.0 |
| 5 | 13 | 13.0 | 13.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL12

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 8 | 8.0 | 8.0 | 8.0 |
| 2 | 20 | 20.0 | 20.0 | 28.0 |
| 3 | 20 | 20.0 | 20.0 | 48.0 |
| 4 | 48 | 48.0 | 48.0 | 96.0 |
| 5 | 4 | 4.0 | 4.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL13

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| 1 | 3 | 3.0 | 3.0 | 3.0 |
| 2 | 10 | 10.0 | 10.0 | 13.0 |
| 3 | 27 | 27.0 | 27.0 | 40.0 |
| 4 | 48 | 48.0 | 48.0 | 88.0 |

| | | | | |
|-------|-----|-------|-------|-------|
| 5 | 12 | 12.0 | 12.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL14

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 7 | 7.0 | 7.0 | 7.0 |
| 2 | 15 | 15.0 | 15.0 | 22.0 |
| 3 | 27 | 27.0 | 27.0 | 49.0 |
| 4 | 35 | 35.0 | 35.0 | 84.0 |
| 5 | 16 | 16.0 | 16.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SKL15

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 3 | 3.0 | 3.0 | 3.0 |
| 2 | 13 | 13.0 | 13.0 | 16.0 |
| 3 | 20 | 20.0 | 20.0 | 36.0 |
| 4 | 52 | 52.0 | 52.0 | 88.0 |
| 5 | 12 | 12.0 | 12.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Hasil Uji Frekuensi Jawaban Variabel Evaluasi Kosmetik Lokal

SEL1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| 1 | 11 | 11.0 | 11.0 | 11.0 |
| 2 | 10 | 10.0 | 10.0 | 21.0 |
| 3 | 36 | 36.0 | 36.0 | 57.0 |
| 4 | 38 | 38.0 | 38.0 | 95.0 |

| | | | | |
|-------|-----|-------|-------|-------|
| 5 | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 14 | 14.0 | 14.0 | 16.0 |
| 3 | 23 | 23.0 | 23.0 | 39.0 |
| 4 | 46 | 46.0 | 46.0 | 85.0 |
| 5 | 15 | 15.0 | 15.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.0 | 1.0 | 1.0 |
| 2 | 9 | 9.0 | 9.0 | 10.0 |
| 3 | 10 | 10.0 | 10.0 | 20.0 |
| 4 | 50 | 50.0 | 50.0 | 70.0 |
| 5 | 30 | 30.0 | 30.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 6 | 6.0 | 6.0 | 6.0 |
| 2 | 29 | 29.0 | 29.0 | 35.0 |
| 3 | 26 | 26.0 | 26.0 | 61.0 |
| 4 | 22 | 22.0 | 22.0 | 83.0 |
| 5 | 17 | 17.0 | 17.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 5 | 5.0 | 5.0 | 5.0 |
| 3 | 18 | 18.0 | 18.0 | 23.0 |
| Valid 4 | 50 | 50.0 | 50.0 | 73.0 |
| 5 | 27 | 27.0 | 27.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 8 | 8.0 | 8.0 | 8.0 |
| 2 | 19 | 19.0 | 19.0 | 27.0 |
| Valid 3 | 20 | 20.0 | 20.0 | 47.0 |
| 4 | 34 | 34.0 | 34.0 | 81.0 |
| 5 | 19 | 19.0 | 19.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL7

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 5 | 5.0 | 5.0 | 5.0 |
| 2 | 6 | 6.0 | 6.0 | 11.0 |
| Valid 3 | 27 | 27.0 | 27.0 | 38.0 |
| 4 | 38 | 38.0 | 38.0 | 76.0 |
| 5 | 24 | 24.0 | 24.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL8

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 9 | 9.0 | 9.0 | 11.0 |
| 3 | 13 | 13.0 | 13.0 | 24.0 |
| 4 | 51 | 51.0 | 51.0 | 75.0 |
| 5 | 25 | 25.0 | 25.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL9

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 3 | 3.0 | 3.0 | 3.0 |
| 2 | 10 | 10.0 | 10.0 | 13.0 |
| 3 | 20 | 20.0 | 20.0 | 33.0 |
| 4 | 43 | 43.0 | 43.0 | 76.0 |
| 5 | 24 | 24.0 | 24.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL10

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 6 | 6.0 | 6.0 | 6.0 |
| 2 | 12 | 12.0 | 12.0 | 18.0 |
| 3 | 35 | 35.0 | 35.0 | 53.0 |
| 4 | 31 | 31.0 | 31.0 | 84.0 |
| 5 | 16 | 16.0 | 16.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL11

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 3 | 3.0 | 3.0 | 3.0 |
| 2 | 13 | 13.0 | 13.0 | 16.0 |
| 3 | 26 | 26.0 | 26.0 | 42.0 |
| 4 | 39 | 39.0 | 39.0 | 81.0 |
| 5 | 19 | 19.0 | 19.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL12

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 11 | 11.0 | 11.0 | 11.0 |
| 2 | 31 | 31.0 | 31.0 | 42.0 |
| 3 | 23 | 23.0 | 23.0 | 65.0 |
| 4 | 30 | 30.0 | 30.0 | 95.0 |
| 5 | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL13

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 1 | 4 | 4.0 | 4.0 | 4.0 |
| 2 | 16 | 16.0 | 16.0 | 20.0 |
| 3 | 10 | 10.0 | 10.0 | 30.0 |
| 4 | 47 | 47.0 | 47.0 | 77.0 |
| 5 | 23 | 23.0 | 23.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL14

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|-----------------------|
| 1 | 17 | 17.0 | 17.0 | 17.0 |
| 2 | 17 | 17.0 | 17.0 | 34.0 |
| 3 | 19 | 19.0 | 19.0 | 53.0 |
| 4 | 33 | 33.0 | 33.0 | 86.0 |
| 5 | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

SEL15

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|-----------------------|
| 1 | 8 | 8.0 | 8.0 | 8.0 |
| 2 | 18 | 18.0 | 18.0 | 26.0 |
| 3 | 17 | 17.0 | 17.0 | 43.0 |
| 4 | 47 | 47.0 | 47.0 | 90.0 |
| 5 | 10 | 10.0 | 10.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Lampiran IV Hasil Uji Validitas

Correlations

| | | SKI 1 | SKI 2 | SKI 3 | SKI 4 | SKI 5 | SKI 6 | SKI 7 | SKI 8 | SKI 9 | SKI1 0 | SKI1 1 | SKI1 2 | SKI1 3 | SKI1 4 | SKI1 5 | KEPENTINGAN_IMP OR |
|------|-----------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------------------|
| SKI1 | Pearson | 1 | .530 | .700 | .659 | .461 | .674 | .300 | .327 | .269 | .379* | .218 | .289 | .511* | .546* | .205 | .707** |
| | Correlation | | ** | ** | ** | * | ** | | | | | | | * | * | | |
| | Sig. (2-tailed) | | .003 | .000 | .000 | .010 | .000 | .107 | .078 | .151 | .039 | .246 | .121 | .004 | .002 | .277 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| SKI2 | Pearson | .530 | 1 | .647 | .716 | .370 | .724 | .239 | .260 | .512 | .362* | .292 | .312 | .320 | .558* | .290 | .712** |
| | Correlation | ** | | ** | ** | * | ** | | | ** | * | | | * | * | | |
| | Sig. (2-tailed) | .003 | | .000 | .000 | .044 | .000 | .203 | .165 | .004 | .049 | .117 | .093 | .085 | .001 | .120 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| SKI3 | Pearson | .700 | .647 | 1 | .771 | .481 | .790 | .329 | .363 | .197 | .424* | .041 | .199 | .624* | .658* | .237 | .727** |
| | Correlation | ** | ** | | ** | ** | ** | | * | | * | | | * | * | | |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .007 | .000 | .076 | .049 | .298 | .020 | .828 | .292 | .000 | .000 | .207 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| SKI4 | Pearson | .659 | .716 | .771 | 1 | .486 | .978 | .289 | .279 | .456 | .349 | .261 | .409* | .380* | .637* | .211 | .785** |
| | Correlation | ** | ** | ** | | ** | ** | | | * | | | * | * | * | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .006 | .000 | .121 | .135 | .011 | .059 | .163 | .025 | .038 | .000 | .263 | .000 |

| | | | | | | | | | | | | | | | | | |
|-------|-----------------|------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|
| SEI6 | Pearson | .138 | .289 | .433* | .730* | .338 | 1 | .581* | .803* | .771* | .644** | .725** | .701** | .747** | .651** | .491** | .801** |
| | Correlation | | | | * | | | * | * | * | ** | ** | ** | ** | ** | ** | ** |
| | Sig. (2-tailed) | .467 | .122 | .017 | .000 | .068 | | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .006 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| SEI7 | Pearson | .074 | .458* | .365* | .588* | .473* | .581* | 1 | .704* | .636* | .704** | .709** | .589** | .547** | .703** | .618** | .764** |
| | Correlation | | | | * | * | * | | * | * | ** | ** | ** | ** | ** | ** | ** |
| | Sig. (2-tailed) | .697 | .011 | .047 | .001 | .008 | .001 | | .000 | .000 | .000 | .000 | .001 | .002 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| SEI8 | Pearson | .190 | .500* | .544* | .762* | .394* | .803* | .704* | 1 | .910* | .837** | .825** | .712** | .901** | .779** | .671** | .922** |
| | Correlation | | | | * | * | * | * | | * | ** | ** | ** | ** | ** | ** | ** |
| | Sig. (2-tailed) | .315 | .005 | .002 | .000 | .031 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| SEI9 | Pearson | .069 | .527* | .543* | .702* | .293 | .771* | .636* | .910* | 1 | .865** | .864** | .619** | .762** | .653** | .499** | .853** |
| | Correlation | | | | * | | * | * | * | | ** | ** | ** | ** | ** | ** | ** |
| | Sig. (2-tailed) | .717 | .003 | .002 | .000 | .116 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .005 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| SEI10 | Pearson | .067 | .560* | .447* | .626* | .286 | .644* | .704* | .837* | .865* | 1 | .795** | .597** | .784** | .714** | .565** | .831** |
| | Correlation | | | | * | | * | * | * | * | | ** | ** | ** | ** | ** | ** |
| | Sig. (2-tailed) | .723 | .001 | .013 | .000 | .125 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .001 | .000 |

| | | | | | | | | | | | | | | | | | |
|--------------------|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|------|
| EVALUASI_IMPO R | Sig. (2-tailed) | .190 | .015 | .043 | .000 | .003 | .006 | .000 | .000 | .005 | .001 | .005 | .026 | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson Correlatio n | .401* | .692* | .622* | .831* | .579* | .801* | .764* | .922* | .853* | .831** | .847** | .704** | .839** | .866** | .731** | 1 |
| | Sig. (2-tailed) | .028 | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 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).

Correlations

| | | SKL1 | SKL2 | SKL3 | SKL4 | SKL5 | SKL6 | SKL7 | SKL8 | SKL9 | SKL10 | SKL11 | SKL12 | SKL13 | SKL14 | SKL15 | KEPENTINGAN_LOKAL |
|------|------------------------|--------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------------|
| SKL1 | Pearson Correlation | 1 | .436* | .730** | .686** | .588** | .762** | .702** | .686** | .523** | .626** | .780** | .670** | .679** | .701** | .600** | .846** |
| | Sig. (2-tailed) | | .016 | .000 | .000 | .001 | .000 | .000 | .000 | .003 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| SKL2 | Pearson Correlation | .436* | 1 | .338 | .388* | .473** | .394* | .293 | .432* | .421* | .286 | .366* | .361 | .319 | .625** | .523** | .551** |
| | Sig. (2-tailed) | .016 | | .068 | .034 | .008 | .031 | .116 | .017 | .021 | .125 | .046 | .050 | .086 | .000 | .003 | .002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| SKL3 | Pearson Correlation | .730** | .338 | 1 | .610** | .581** | .803** | .771** | .574** | .487** | .644** | .725** | .701** | .747** | .651** | .491** | .833** |

| | | | | | | | | | | | | | | | | | |
|-------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| SKL15 | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson Correlation | .600** | .523** | .491** | .486** | .618** | .671** | .499** | .592** | .502** | .565** | .499** | .405* | .605** | .818** | 1 | .733** |
| | Sig. (2-tailed) | .000 | .003 | .006 | .006 | .000 | .000 | .005 | .001 | .005 | .001 | .005 | .026 | .000 | .000 | | .000 |
| KEPENTINGAN_LOKAL | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson Correlation | .846** | .551** | .833** | .763** | .793** | .941** | .882** | .807** | .683** | .857** | .859** | .768** | .829** | .866** | .733** | 1 |
| | Sig. (2-tailed) | .000 | .002 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 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).

Correlations

| | | SEL 1 | SEL 2 | SEL 3 | SEL 4 | SEL 5 | SEL 6 | SEL 7 | SEL 8 | SEL 9 | SEL1 0 | SEL1 1 | SEL1 2 | SEL1 3 | SEL1 4 | SEL1 5 | EVALUASI_LOKAL |
|------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|----------------|
| SEL1 | Pearson Correlation | 1 | .357 | .490* | .545* | .276 | .352 | .279 | .366* | .589* | .049 | .541** | .022 | .449* | .395* | .362* | .596** |
| | Sig. (2-tailed) | | .053 | .006 | .002 | .141 | .057 | .136 | .047 | .001 | .799 | .002 | .908 | .013 | .031 | .049 | .001 |
| SEL2 | Pearson Correlation | .357 | 1 | .850* | .473* | .349 | .474* | .656* | .544* | .250 | .235 | .288 | .198 | .336 | .361* | .116 | .630** |
| | Sig. (2-tailed) | .053 | | .000 | .008 | .059 | .008 | .000 | .002 | .183 | .211 | .123 | .295 | .069 | .050 | .542 | .000 |

| | | | | | | | | | | | | | | | | | |
|----------------|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|
| SEL12 | Pearson | .022 | .198 | .169 | .218 | .292 | .041 | .272 | .315 | .247 | .838** | .351 | 1 | .020 | .083 | .134 | .467** |
| | Correlation | | | | | | | | | | | | | | | | |
| | Sig. (2-tailed) | .908 | .295 | .372 | .246 | .117 | .828 | .146 | .090 | .188 | .000 | .057 | | .916 | .661 | .479 | .009 |
| SEL13 | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson | .449* | .336 | .245 | .511* | .320 | .624* | .357 | .417* | .348 | .015 | .409* | .020 | 1 | .736** | .439* | .627** |
| | Correlation | | | | | | | | | | | | | | | | |
| SEL14 | Sig. (2-tailed) | .013 | .069 | .192 | .004 | .085 | .000 | .053 | .022 | .060 | .938 | .025 | .916 | | .000 | .015 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson | .395* | .361* | .324 | .546* | .558* | .658* | .477* | .666* | .288 | .176 | .399* | .083 | .736** | 1 | .687** | .749** |
| SEL15 | Correlation | | | | | | | | | | | | | | | | |
| | Sig. (2-tailed) | .031 | .050 | .081 | .002 | .001 | .000 | .008 | .000 | .123 | .353 | .029 | .661 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| EVALUASI_LOKAL | Pearson | .362* | .116 | .341 | .205 | .290 | .237 | .362* | .235 | .351 | .225 | .428* | .134 | .439* | .687** | 1 | .546** |
| | Correlation | | | | | | | | | | | | | | | | |
| | Sig. (2-tailed) | .049 | .542 | .065 | .277 | .120 | .207 | .050 | .211 | .057 | .232 | .018 | .479 | .015 | .000 | | .002 |
| EVALUASI_LOKAL | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| | Pearson | .596* | .630* | .607* | .741* | .703* | .738* | .697* | .809* | .608* | .582** | .718** | .467** | .627** | .749** | .546** | 1 |
| | Correlation | | | | | | | | | | | | | | | | |
| EVALUASI_LOKAL | Sig. (2-tailed) | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 | .009 | .000 | .000 | .002 | |

| | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|

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

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

Lampiran V
Hasil Uji Reliabilitas

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .910 | 15 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .937 | 15 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .957 | 15 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .898 | 15 |