

Lampiran 1 Kuisisioner

Bandar Lampung, Januari 2018

Hal : **Permohonan Bantuan Pengisian Kuisisioner**

Kepada Yth :

Bapak/ Ibu

Di

Tempat

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada pengguna Gojek di Bandar Lampung. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya. Konsentrasi Manajemen Pemasaran tentang **“Analisis Perubahan Sikap Konsumen Dari Moda Transportasi Konvensional Ke Moda Transportasi Online (Study Pada Pengguna Gojek Di Bandar Lampung)”**.

Sehubungan dengan maksud di atas, saya mengharapkan bantuan saudara untuk bersedia mengisi instrument penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehingga tidak seorang pun dapat menelusuri sumber informasinya. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan jawaban tersebut tidak berpengaruh terhadap kondisi saudara. Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terimakasih.

Hormat Saya

Hengki Albet

NPM. 1412110335

PETUNJUK PENGISISAN

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Berilah tanda (√) pada salah satu jawaban yang paling benar.
3. Pertanyaan/ pernyataan harus dijawab semua.

A. IDENTITAS RESPONDEN

1. Nama Responden :
2. Jenis Kelamin : Laki-Laki Perempuan
3. Usia : 17 -20 Tahun 31 – 40 Tahun
 21 – 30 Tahun 41 – 50 Tahun
4. Pekerjaan : Pegawai Mahasiswa
 Wiraswasta Lainnya
5. Wilayah : Tanjung Karang Kedaton
 Way Halim Rajabasa

B. Kuisisioner berdasarkan sikap konsumen pada saat menggunakan transportasi Konvensional (bukan online) dan pada saat menggunakan transportasi Gojek (Online).

Dibawah ini terdapat pertanyaan – pertanyaan yang berkaitan dengan sikap konsumen pada saat menggunakan transportasi biasa (bukan online) dan transportasi Gojek (online) di Bandar Lampung. Dimohonkan anda memberi penilaian dengan memberi tanda checklist (√) pada pernyataan dibawah ini :

Keterangan :

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Cukup Setuju
- 4 = Setuju
- 5 = Sangat Setuju

1. Pernyataan Mengenai sikap konsumen sebelum menggunakan gojek diukur dengan Konsep Kepercayaan (bi) dan Evaluasi (ei).

No	Pernyataan	Transportasi Konvensional (Bukan Online)				
		Konsep Kepercayaan (bi)				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Alat transportasi Konvensional (bukan online) lebih nyaman					
2	Fasilitas transportasi Konvensional (bukan online) lebih lengkap					
3	Tingkat keamanan transportasi Konvensional (bukan online) lebih tinggi					
4	Sistem pembayaran transportasi Konvensional (bukan online) lebih praktis					
5	Proses pemesanan transportasi Konvensional (bukan online) lebih cepat.					
6	Tingkat pelayanan pada transportasi Konvensional (bukan online) lebih baik					
7	Saya sangat menyukai seragam transportasi Konvensional (bukan online).					
8	Helm transportasi Konvensional (bukan online) lebih bersih.					
9	Teknologi transportasi Konvensional (bukan online) lebih canggih.					
10	Transportasi Konvensional (bukan online) banyak memberikan promo-promo yang menarik.					
11	Menggunakan transportasi Konvensional (bukan online) sangat membantu saya					
12	Menggunakan transportasi Konvensional (bukan online) sangat menghemat waktu.					
13	Tingkat keramahan dan kekeluargaan petugas transportasi Konvensional (bukan online) sangat tinggi					
14	Saya akan merekomendasikan transportasi Konvensional (bukan online) kepada keluarga dan teman saya.					
15	Saya akan terus menggunakan transportasi Konvensional (bukan online).					

No	Pernyataan	Transportasi Konvensional (Bukan Online)				
		Konsep Evaluasi (ei)				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Alat transportasi Konvensional (bukan online) lebih nyaman					
2	Fasilitas transportasi Konvensional (bukan online) lebih lengkap					
3	Tingkat keamanan transportasi Konvensional (bukan online) lebih tinggi					
4	Sistem pembayaran transportasi Konvensional (bukan online) lebih praktis					
5	Proses pemesanan transportasi Konvensional (bukan online) lebih cepat.					
6	Tingkat pelayanan pada transportasi Konvensional (bukan online) lebih baik					
7	Saya sangat menyukai seragam transportasi Konvensional (bukan online).					
8	Helm transportasi Konvensional (bukan online) lebih bersih.					
9	Teknologi transportasi Konvensional (bukan online) lebih canggih.					
10	Transportasi Konvensional (bukan online) banyak memberikan promo-promo yang menarik.					
11	Menggunakan transportasi Konvensional (bukan online) sangat membantu saya					
12	Menggunakan transportasi Konvensional (bukan online) sangat menghemat waktu.					
13	Tingkat keramahan dan kekeluargaan petugas transportasi Konvensional (bukan online) sangat tinggi					
14	Saya akan merekomendasikan transportasi Konvensional (bukan online) kepada keluarga dan teman saya.					
15	Saya akan terus menggunakan transportasi Konvensional (bukan online).					

2. Pernyataan Mengenai sikap konsumen sesudah menggunakan gojek diukur dengan Konsep Kepercayaan (bi) dan Evaluasi (ei)

No	Pernyataan	Transportasi Gojek (Online) Konsep Kepercayaan (bi)				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Alat transportasi Gojek (online) lebih nyaman					
2	Fasilitas transportasi Gojek (Online) lebih lengkap					
3	Tingkat keamanan transportasi Gojek (online) lebih tinggi					
4	Sistem pembayaran transportasi Gojek (online) lebih praktis					
5	Proses pemesanan transportasi Gojek (online) lebih cepat.					
6	Tingkat pelayanan pada transportasi Gojek (online) lebih baik					
7	Saya sangat menyukai seragam transportasi Gojek (online).					
8	Helm transportasi Gojek (online) lebih bersih.					
9	Teknologi transportasi Gojek (online) lebih canggih.					
10	Transportasi Gojek (online) banyak memberikan promo-promo yang menarik.					
11	Menggunakan transportasi Gojek (online) sangat membantu saya					
12	Menggunakan transportasi Gojek (online) sangat menghemat waktu.					
13	Tingkat keramahan dan kekeluargaan petugas transportasi Gojek (online) sangat tinggi					
14	Saya akan merekomendasikan transportasi Gojek (online) kepada keluarga dan teman saya.					
15	Saya akan terus menggunakan transportasi Gojek (online).					

No	Pernyataan	Transportasi Gojek (Online) Konsep Evaluasi (ei)				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Alat transportasi Gojek (online) lebih nyaman					
2	Fasilitas transportasi Gojek (Online) lebih lengkap					
3	Tingkat keamanan transportasi Gojek (online) lebih tinggi					
4	Sistem pembayaran transportasi Gojek (online) lebih praktis					
5	Proses pemesanan transportasi Gojek (online) lebih cepat.					
6	Tingkat pelayanan pada transportasi Gojek (online) lebih baik					
7	Saya sangat menyukai seragam transportasi Gojek (online).					
8	Helm transportasi Gojek (online) lebih bersih.					
9	Teknologi transportasi Gojek (online) lebih canggih.					
10	Transportasi Gojek (online) banyak memberikan promo-promo yang menarik.					
11	Menggunakan transportasi Gojek (online) sangat membantu saya					
12	Menggunakan transportasi Gojek (online) sangat menghemat waktu.					
13	Tingkat keramahan dan kekeluargaan petugas transportasi Gojek (online) sangat tinggi					
14	Saya akan merekomendasikan transportasi Gojek (online) kepada keluarga dan teman saya.					
15	Saya akan terus menggunakan transportasi Gojek (online).					

Lampiran 2 Pra – survey

KUESIONER PRA-SURVEY

Responden yang terhormat,

Bersama ini saya mengharapkan kesediaan saudara/i untuk mengisi daftar pertanyaan pra-survey tentang alasan kenapa konsumen memilih menggunakan Gojek, Atas kesediaan saudara/i menjawab pertanyaan dengan sejujur dan sebaik baiknya saya ucapkan terimakasih.

Nama :

Wilayah :

Usia :

Pendidikan :

1. Seberapa sering anda menggunakan Gojek dalam 1 minggu ?
 - a. 1 kali
 - b. 2 kali
 - c. 3 kali
 - d. > 3 kali

2. Transportasi apa yang anda gunakan sebelum menggunakan Gojek?
 - a. Angkutan umum
 - b. Ojek pangkalan
 - c. Trans/bus
 - d. Kendaraan pribadi

3. Apakah anda puas dengan pelayanan yang diberikan oleh Gojek?
 - a. Sangat Puas
 - b. Puas
 - c. Cukup puas
 - d. Tidak puas

4. Bagaimana sikap anda saat menggunakan gojek?
 - a. Senang
 - b. Biasa saja
 - c. Cukup senang
 - d. Tidak peduli

5. Apakah secara psikologis anda tidak ragu atau malu menggunakan Gojek?
 - a. Tidak malu/ragu
 - b. Biasa saja
 - c. Cukup malu
 - d. Tidak peduli

Lampiran 3

Karakteristik Responden

JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki – Laki	40	40.0	40.0	40.0
Valid Perempuan	60	60.0	60.0	100.0
Total	100	100.0	100.0	

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
17-20 tahun	26	26.0	26.0	26.0
21-30 tahun	56	56.0	56.0	82.0
Valid 31-40 tahun	13	13.0	13.0	95.0
41-50 tahun	5	5.0	5.0	100.0
Total	100	100.0	100.0	

PEKERJAAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Pegawai	17	17.0	17.0	17.0
Wiraswasta	51	51.0	51.0	68.0
Valid Mahasiswa	26	26.0	26.0	94.0
Lainnya	6	6.0	6.0	100.0
Total	100	100.0	100.0	

WILAYAH

	Frequency	Percent	Valid Percent	Cumulative Percent
Tanjung Karang	25	25.0	25.0	25.0
Way Halim	25	25.0	25.0	50.0
Valid Kedaton	25	25.0	25.0	75.0
Rajabasah	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Lampiran 4

Jawaban Responden

- Saat Menggunakan Transportasi Konvensional (Bukan Online).
- Konsep Kepercayaan (bi)

Kognitif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	33	33.0	33.0	37.0
Valid 4	52	52.0	52.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Kognitif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	34	34.0	34.0	39.0
Valid 4	39	39.0	39.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

Kognitif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
Valid 3	27	27.0	27.0	32.0
4	38	38.0	38.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

Kognitif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
Valid 3	21	21.0	21.0	26.0
4	43	43.0	43.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

Kognitif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	4	4.0	4.0	5.0
Valid 3	36	36.0	36.0	41.0
4	37	37.0	37.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

Afektif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8.0	8.0	8.0
3	28	28.0	28.0	36.0
Valid 4	38	38.0	38.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

Afektif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	10	10.0	10.0	14.0
Valid 3	39	39.0	39.0	53.0
4	39	39.0	39.0	92.0
5	8	8.0	8.0	100.0
Total	100	100.0	100.0	

Afektif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	30	30.0	30.0	32.0
Valid 4	54	54.0	54.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Afektif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8.0	8.0	8.0
3	32	32.0	32.0	40.0
Valid 4	41	41.0	41.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

Afektif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	23	23.0	23.0	27.0
Valid 4	41	41.0	41.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Konatif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	7	7.0	7.0	9.0
Valid 3	29	29.0	29.0	38.0
4	47	47.0	47.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Konatif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	30	30.0	30.0	31.0
Valid 4	43	43.0	43.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

Konatif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	12	12.0	12.0	15.0
3	28	28.0	28.0	43.0
4	31	31.0	31.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

Konatif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	10	10.0	10.0	12.0
3	26	26.0	26.0	38.0
4	38	38.0	38.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Konatif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	5	5.0	5.0	6.0
3	31	31.0	31.0	37.0
4	35	35.0	35.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

- Saat Menggunakan Transportasi Konvensional (Bukan Online).
- Konsep Evaluasi (ei)

- Kognitif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	4.0
3	26	26.0	26.0	37.0
Valid 4	54	54.0	54.0	89.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Kognitif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	5.0
3	36	36.0	36.0	39.0
Valid 4	30	30.0	30.0	78.0
5	41	41.0	41.0	100.0
Total	100	100.0	100.0	

Kognitif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	2.0
2	10	10.0	10.0	5.0
Valid 3	28	28.0	28.0	32.0
4	32	32.0	32.0	70.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

Kognitif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	5	5.0	5.0	5.0
Valid 3	19	19.0	19.0	26.0
4	48	48.0	48.0	69.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Kognitif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	5.0
3	33	33.0	33.0	41.0
Valid 4	44	44.0	44.0	78.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Afektif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10.0	10.0	8.0
3	38	38.0	38.0	36.0
Valid 4	36	36.0	36.0	74.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Afektif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	14.0
3	27	27.0	27.0	53.0
Valid 4	47	47.0	47.0	92.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Afektif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	2.0
2	5	5.0	5.0	20.0
Valid 3	28	28.0	28.0	32.0
4	41	41.0	41.0	46.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

Afektif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	8.0
3	26	26.0	26.0	40.0
Valid 4	39	39.0	39.0	81.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

Afektif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	4.0
2	6	6.0	6.0	17.0
Valid 3	29	29.0	29.0	31.0
4	35	35.0	35.0	48.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

Konatif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	2.0
2	18	18.0	18.0	9.0
Valid 3	36	36.0	36.0	38.0
4	37	37.0	37.0	85.0
5	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Konatif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	18	18.0	18.0	18.0
Valid 3	42	42.0	42.0	42.0
4	34	34.0	34.0	40.0
5	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Konatif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	6.0	6.0	3.0
2	16	16.0	16.0	15.0
3	42	42.0	42.0	43.0
4	25	25.0	25.0	74.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Konatif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	21	21.0	21.0	12.0
3	42	42.0	42.0	38.0
4	24	24.0	24.0	76.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Konatif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	1.0
2	33	34.0	34.0	6.0
3	34	31.0	31.0	37.0
4	24	24.0	24.0	72.0
5	4	4.0	4.0	100.0
Total	100	100.0	100.0	

- Saat Sesudah Menggunakan Transportasi Ojek (Online).
- Konsep Kepercayaan (bi)

Kognitif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	30	30.0	30.0	34.0
Valid 4	45	45.0	45.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Kognitif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	34	34.0	34.0	35.0
Valid 4	41	41.0	41.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Kognitif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
Valid 3	32	32.0	32.0	37.0
4	52	52.0	52.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Kognitif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
3	26	26.0	26.0	26.0
Valid 4	55	55.0	55.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

Kognitif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	32	32.0	32.0	36.0
Valid 4	53	53.0	53.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Afektif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	22	22.0	22.0	24.0
Valid 4	54	54.0	54.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

Afektif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
Valid 3	48	48.0	48.0	51.0
4	41	41.0	41.0	92.0
5	8	8.0	8.0	100.0
Total	100	100.0	100.0	

Afektif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	29	29.0	29.0	30.0
Valid 4	56	56.0	56.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Afektif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
Valid 3	19	19.0	19.0	23.0
4	42	42.0	42.0	65.0

5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Afektif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
Valid 3	34	34.0	34.0	42.0
4	41	41.0	41.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Konatif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	8	8.0	8.0	10.0
Valid 3	33	33.0	33.0	43.0
4	39	39.0	39.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Konatif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	38	38.0	38.0	40.0
Valid 4	48	48.0	48.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Konatif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	9	9.0	9.0	12.0
Valid 3	25	25.0	25.0	37.0
4	41	41.0	41.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

Konatif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	18	18.0	18.0	21.0
Valid 4	45	45.0	45.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

Konatif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	33	33.0	33.0	35.0
Valid 4	47	47.0	47.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

- Saat Sesudah Menggunakan Transportasi gojek (Online)
- Konsep Evaluasi (ei)

Kognitif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	29	29.0	29.0	31.0
Valid 4	56	56.0	56.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Kognitif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	31	31.0	31.0	35.0
Valid 4	41	41.0	41.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Kognitif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	7	7.0	7.0	10.0
Valid 3	23	23.0	23.0	33.0
4	32	32.0	32.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Kognitif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
Valid 3	19	19.0	19.0	26.0
4	45	45.0	45.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

Kognitif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
Valid 3	31	31.0	31.0	32.0
4	43	43.0	43.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Afektif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8.0	8.0	8.0
Valid 3	36	36.0	36.0	44.0
4	36	36.0	36.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Afektif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	5	5.0	5.0	6.0

3	32	32.0	32.0	38.0
4	42	42.0	42.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Afektif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	6	6.0	6.0	9.0
Valid 3	40	40.0	40.0	49.0
4	34	34.0	34.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Afektif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	36	36.0	36.0	43.0
Valid 4	36	36.0	36.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Afektif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
Valid 3	32	32.0	32.0	40.0
4	37	37.0	37.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Konatif 1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	23	23.0	23.0	27.0
Valid 3	38	38.0	38.0	65.0
4	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Konatif 2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	45	45.0	45.0	46.0
Valid 4	33	33.0	33.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Konatif 3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	46	46.0	46.0	51.0
Valid 4	29	29.0	29.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Konatif 4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	46	46.0	46.0	49.0
Valid 4	21	21.0	21.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

Konatif 5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	39	39.0	39.0	44.0
Valid 4	21	21.0	21.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

P7	Sig. (2-tailed)	.033	.039	.068	.165	.217		.072	.103	.000	.406	.274	.004	.076	.000	.549	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.125	.248	.134	.481**	.364*	.333	1	-.060	.461*	.223	.421*	.547**	.269	.432*	.373*	.531**	
P8	Sig. (2-tailed)	.509	.187	.482	.007	.048	.072		.753	.010	.236	.021	.002	.151	.017	.042	.003	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.891**	.446*	.287	.046	.270	.304	-.060	1	.336	.064	.235	.126	.201	.288	.118	.497**	
P9	Sig. (2-tailed)	.000	.013	.124	.807	.148	.103	.753		.070	.737	.210	.508	.287	.122	.535	.005	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.411*	.312	.444*	.417*	.370*	.843**	.461*	.336	1	.281	.408*	.414*	.560**	.916**	.310	.833**	
P10	Sig. (2-tailed)	.024	.093	.014	.022	.044	.000	.010	.070		.133	.025	.023	.001	.000	.096	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.185	.304	.255	.365*	.446*	.157	.223	.064	.281	1	.386*	.133	.211	.188	.287	.488**	
P11	Sig. (2-tailed)	.329	.103	.174	.047	.014	.406	.236	.737	.133		.035	.484	.263	.320	.124	.006	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.168	.453*	.071	.302	.903**	.206	.421*	.235	.408*	.386*	1	.199	.371*	.320	.393*	.645**	
P12	Sig. (2-tailed)	.374	.012	.708	.104	.000	.274	.021	.210	.025	.035		.293	.044	.084	.032	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.083	.136	-.003	.422*	.231	.510**	.547**	.126	.414*	.133	.199	1	.215	.491**	.056	.473**	
P13	Sig. (2-tailed)	.663	.472	.986	.020	.220	.004	.002	.508	.023	.484	.293		.254	.006	.769	.008	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.333	.188	.623**	.340	.323	.329	.269	.201	.560**	.211	.371*	.215	1	.475**	.313	.691**	
	Sig. (2-tailed)	.072	.319	.000	.066	.082	.076	.151	.287	.001	.263	.044	.254		.008	.092	.000	

p7	Pearson Correlation	-.125	.248	.134	.481**	.364*	.333	1	-.060	.461*	.223	.421*	.547**	.269	.432*	.373*	.531**
	Sig. (2-tailed)	.509	.187	.482	.007	.048	.072		.753	.010	.236	.021	.002	.151	.017	.042	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	.891**	.446*	.287	.046	.270	.304	-.060	1	.336	.064	.235	.126	.201	.288	.118	.497**
	Sig. (2-tailed)	.000	.013	.124	.807	.148	.103	.753		.070	.737	.210	.508	.287	.122	.535	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p9	Pearson Correlation	.411*	.312	.444*	.417*	.370*	.843**	.461*	.336	1	.281	.408*	.414*	.560**	.916*	.310	.833**
	Sig. (2-tailed)	.024	.093	.014	.022	.044	.000	.010	.070		.133	.025	.023	.001	.000	.096	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p10	Pearson Correlation	.185	.304	.255	.365*	.446*	.157	.223	.064	.281	1	.386*	.133	.211	.188	.287	.488**
	Sig. (2-tailed)	.329	.103	.174	.047	.014	.406	.236	.737	.133		.035	.484	.263	.320	.124	.006
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p11	Pearson Correlation	.168	.453*	.071	.302	.903**	.206	.421*	.235	.408*	.386*	1	.199	.371*	.320	.393*	.645**
	Sig. (2-tailed)	.374	.012	.708	.104	.000	.274	.021	.210	.025	.035		.293	.044	.084	.032	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p12	Pearson Correlation	.083	.136	-.003	.422*	.231	.510**	.547*	.126	.414*	.133	.199	1	.215	.491*	.056	.473**
	Sig. (2-tailed)	.663	.472	.986	.020	.220	.004	.002	.508	.023	.484	.293		.254	.006	.769	.008
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p13	Pearson Correlation	.333	.188	.623**	.340	.323	.329	.269	.201	.560**	.211	.371*	.215	1	.475*	.313	.691**
	Sig. (2-tailed)	.072	.319	.000	.066	.082	.076	.151	.287	.001	.263	.044	.254		.008	.092	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p14	Pearson Correlation	.385*	.288	.372*	.346	.274	.930**	.432*	.288	.916**	.188	.320	.491**	.475**	1	.213	.765**
	Sig. (2-tailed)	.036	.123	.043	.061	.143	.000	.017	.122	.000	.320	.084	.006	.008		.259	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p15	Pearson Correlation	.121	.166	.095	.525**	.336	.114	.373*	.118	.310	.287	.393*	.056	.313	.213	1	.476**
	Sig. (2-tailed)	.525	.382	.616	.003	.069	.549	.042	.535	.096	.124	.032	.769	.092	.259		.008

	Sig. (2-tailed)	.055	.039	.174	.723		.001	.392	.366	.083	.434	.039	.174	.723	.000	.001	.009
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p.6a	Pearson Correlation	.347	.472**	.244	-.126	.581**	1	.266	.093	.313	.267	.472**	.244	-.126	.581*	1.00	.677**
	Sig. (2-tailed)	.060	.008	.195	.506	.001		.156	.623	.092	.154	.008	.195	.506	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p.7a	Pearson Correlation	.382*	.174	.154	.115	.162	.266	1	.191	.152	.331	.174	.154	.115	.162	.266	.442**
	Sig. (2-tailed)	.037	.356	.416	.546	.392	.156		.311	.422	.074	.356	.416	.546	.392	.156	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p.8a	Pearson Correlation	-.130	.526**	-.056	.307	.171	.093	.191	1	.231	.324	.526**	-.056	.307	.171	.093	.456**
	Sig. (2-tailed)	.494	.003	.767	.099	.366	.623	.311		.220	.081	.003	.767	.099	.366	.623	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p.9a	Pearson Correlation	.026	.317	.338	.175	.321	.313	.152	.231	1	.573**	.317	.338	.175	.321	.313	.588**
	Sig. (2-tailed)	.890	.088	.068	.356	.083	.092	.422	.220		.001	.088	.068	.356	.083	.092	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p.10a	Pearson Correlation	.093	.400*	.253	.167	.148	.267	.331	.324	.573*	1	.400*	.253	.167	.148	.267	.570**
	Sig. (2-tailed)	.627	.029	.178	.378	.434	.154	.074	.081	.001		.029	.178	.378	.434	.154	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p.11a	Pearson Correlation	.027	1.000**	.083	.083	.378*	.472**	.174	.526**	.317	.400*	1	.083	.083	.378*	.472*	.667**
	Sig. (2-tailed)	.886	.000	.663	.665	.039	.008	.356	.003	.088	.029		.663	.665	.039	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p.12.a	Pearson Correlation	.306	.083	1.000**	.374*	.255	.244	.154	-.056	.338	.253	.083	1	.374*	.255	.244	.543**
	Sig. (2-tailed)	.100	.663	.000	.042	.174	.195	.416	.767	.068	.178	.663		.042	.174	.195	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p.13a	Pearson Correlation	.175	.083	.374*	1.00	.067	-.126	.115	.307	.175	.167	.083	.374*	1	.067	-.126	.415*
	Sig. (2-tailed)	.354	.665	.042	.000	.723	.506	.546	.099	.356	.378	.665	.042		.723	.506	.005

	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p.14a	Pearson Correlation	.354	.378*	.255	.067	1.000**	.581**	.162	.171	.321	.148	.378*	.255	.067	1	.581*	.694**
	Sig. (2-tailed)	.055	.039	.174	.723	.000	.001	.392	.366	.083	.434	.039	.174	.723		.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p.15a	Pearson Correlation	.347	.472**	.244	-.126	.581**	1.000**	.266	.093	.313	.267	.472**	.244	-.126	.581*	1	.677**
	Sig. (2-tailed)	.060	.008	.195	.506	.001	.000	.156	.623	.092	.154	.008	.195	.506	.001		.020
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
EVAL	Pearson Correlation	.418**	.667**	.543**	.415*	.694**	.677**	.442**	.456**	.588*	.570**	.667**	.543**	.415*	.694*	.677*	1
UASI	Sig. (2-tailed)	.002	.000	.000	.000	.009	.000	.000	.000	.002	.000	.000	.000	.005	.000	.020	
(ei)	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).

Lampiran 6

Uji Normalitas

Moda Transportasi Konvensional

One-Sample Kolmogorov-Smirnov Test

		SEBELUM	SESUDAH
N		100	100
Normal Parameters ^{a,b}	Mean	71.76	69.14
	Std. Deviation	6.456	6.644
	Absolute	.072	.093
Most Extreme Differences	Positive	.053	.093
	Negative	-.072	-.048
Kolmogorov-Smirnov Z		.715	.934
Asymp. Sig. (2-tailed)		.686	.348

a. Test distribution is Normal.

b. Calculated from data.

Moda Transportasi Online

One-Sample Kolmogorov-Smirnov Test

		SEBELUM	SESUDAH
N		100	100
Normal Parameters ^{a,b}	Mean	77.65	70.22
	Std. Deviation	6.666	6.112
	Absolute	.065	.090
Most Extreme Differences	Positive	.066	.090
	Negative	-.088	-.059
Kolmogorov-Smirnov Z		.696	.881
Asymp. Sig. (2-tailed)		.554	.219

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 7

Uji Reliabel

Scale: KEPERCAYAAN SEBELUM MENGGUNAKAN GOJEK

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.872	15

Scale: EVALUASI SEBELUM MENGGUNAKAN GOJEK

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.853	15

Reliabel

Scale: KEPERCAYAAN SESUDAH MENGGUNAKAN GOJEK

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
Total		30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.850	15

Scale: EVALUASI SESUDAH MENGGUNAKAN GOJEK

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
Total		30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.903	15

Lampiran 8

Hasil Uji Fishbein

Skor Terendah dan Skor Tertinggi

Atribut	SKOR TERENDAH			SKOR TERTINGGI		
	min bi	min ei	bi*ei	max bi	max ei	bi*ei
Kenyamanan	1	1	1	5	5	25
Kelengkapan	1	1	1	5	5	25
Keamanan	1	1	1	5	5	25
Praktis	1	1	1	5	5	25
Cepat	1	1	1	5	5	25
Pelayanan	1	1	1	5	5	25
Seragam	1	1	1	5	5	25
Bersih	1	1	1	5	5	25
Canggih	1	1	1	5	5	25
Promo - Promo	1	1	1	5	5	25
Banyak Membantu	1	1	1	5	5	25
Menghemat Waktu	1	1	1	5	5	25
Keramahan	1	1	1	5	5	25
Rekomendasi	1	1	1	5	5	25
Loyal	1	1	1	5	5	25
Total			15	375		

Hasil Jumlah bi.ei (pada saat menggunakan transportasi konvensional)

NO	Jumlah ei.bi (Pernyataan Sebelum)															SIKAP
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	20	15	20	16	20	20	20	16	25	15	9	16	8	9	12	241
2	15	16	16	20	12	25	16	20	20	6	8	12	12	8	12	218
3	16	10	15	12	15	12	15	12	20	20	12	15	16	16	6	212
4	20	12	8	12	12	12	20	12	12	12	12	12	9	9	12	186
5	15	10	15	20	15	16	16	12	20	15	5	12	8	6	12	197
6	20	20	8	12	15	20	20	20	15	15	9	15	12	16	16	233
7	10	8	12	12	12	12	9	9	16	12	9	8	6	9	8	152
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13	8	16	15	25	12	15	20	15	16	20	9	16	9	12	12	220
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21	6	9	12	12	16	12	9	8	12	12	12	6	6	9	6	147
22	3	8	6	12	8	12	12	9	6	3	4	8	9	9	4	113
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26	6	16	16	16	25	20	16	20	20	20	20	16	16	20	12	259
27	6	12	16	9	15	12	9	20	15	9	9	12	12	16	12	184
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29	8	6	16	16	8	12	15	16	10	16	8	8	16	9	9	173
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31	16	12	6	6	9	9	12	20	12	12	12	12	12	12	16	178
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47	16	15	16	12	15	15	20	16	20	12	16	16	15	16	16	236
48	4	8	12	8	12	20	8	15	20	12	15	20	20	10	8	192
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64	15	10	12	9	20	20	16	20	15	16	16	15	12	20	15	231
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66	8	9	9	15	20	15	16	16	15	12	20	12	15	8	12	202
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68	3	6	6	9	9	15	16	16	9	16	16	15	12	3	6	157
69	2	4	3	6	4	20	15	20	12	12	16	12	12	6	6	150
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75	12	16	9	16	12	20	25	12	12	12	20	20	9	16	16	227
76	12	15	8	12	12	12	12	12	20	9	12	12	12	8	8	176
77	12	12	6	16	9	8	12	20	20	16	20	20	20	16	16	223
78	4	15	8	16	16	12	9	12	15	12	20	20	4	5	8	176

79	15	20	12	20	20	8	12	9	15	15	15	20	16	12	16	225
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83	12	9	4	9	9	8	12	9	9	15	15	15	15	16	12	169
84	6	4	8	16	15	9	20	16	16	12	16	16	16	8	6	184
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88	16	15	12	20	15	12	20	12	15	16	12	15	20	15	16	231
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94	12	15	16	15	9	8	16	25	25	25	25	25	16	12	16	260
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99	9	8	8	8	10	15	8	12	16	9	9	16	15	6	6	155
100	16	12	9	16	20	16	15	16	25	20	16	12	16	16	16	241
Rata Rata	11	12	11	14	14	14	14	15	15	15	13	15	14	12	11	199,9
																Biasa

Hasil Jumlah bi.ei (pada saat menggunakan transportasi online)

NO	Jumlah ei.bi (Pernyataan Sesudah)															SIKAP
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	16	20	10	16	12	10	8	12	9	16	16	20	12	12	12	201
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7	12	12	16	12	12	12	9	9	8	12	12	12	8	15	12	173
8	12	8	9	12	12	9	4	6	6	6	9	6	9	8	6	122
9	16	15	20	16	16	10	12	9	15	16	20	15	15	12	20	227

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12	20	9	16	9	12	12	16	3	6	4	8	9	6	6	12	148
13	20	16	20	15	20	8	16	9	16	15	12	16	16	20	12	231
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16	9	8	8	20	9	20	16	15	15	6	4	12	12	6	8	168
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21	8	10	15	15	20	9	9	6	20	9	12	8	8	15	8	172
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27	16	20	12	25	20	10	25	20	20	12	15	16	12	12	16	251
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37	9	9	8	5	15	25	6	20	12	9	15	15	20	20	9	197
38	20	20	16	16	12	15	2	9	16	16	20	20	20	12	12	226
39	10	10	15	20	12	8	4	12	9	16	6	8	6	16	12	164
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41	25	25	16	20	25	15	9	9	16	20	16	16	16	12	20	260
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