

## Lampiran I

Bandar Lampung, Agustus 2020

### Hal : Permohonan Bantuan Pengisian Kuesioner

Kepada Yth :

Bapak/ Ibu

Di Tempat

Dengan ini saya :

Nama : Cynthia Dwi Apriliyanti  
NPM : 1612110118  
Jurusan : S1 Manajemen  
Email : Cynthiadwimartadinata@gmail.com  
Dosen Pembimbing : Stefanus Rumangkit, S.E.,M.Sc  
E-mail : stefanus.rumangkit@yahoo.com

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian mengenai employee terhadap komitmen job seeker. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya. Konsentrasi Manajemen Sumber Daya Manusia. Tentang **“PENGARUH DIMENSI EMPLOYEE BRANDING TERHADAP KOMITMEN NORMATIF”**.

Sehubungan dengan maksud diatas, saya mengharapkan bantuan saudara untuk bersedia mengisi instrumen 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 saya menjamin kerahasiaan dari jawaban saudara.

Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terima kasih.

Hormat Saya,

**Cynthia Dwi Apriliyanti**

NPM.1612110118

## KUESIONER

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

### **PENGARUH DIMENSI *EMPLOYEE BRANDING* TERHADAP KOMITMEN NORMATIF**

Petunjuk pengisian :

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

**SS = Sangat Setuju**  
**Setuju**

**S = Setuju**

**CS = Cukup**

**TS = Tidak Setuju**

**STS = Sangat Tidak Setuju**

No. Res :

### **ADAPUN KRITERIA RESPONDEN SEBAGAI BERIKUT:**

1. Orang yang sedang mencari kerja
2. Lulusan dari perguruan tinggi dan swasta,
3. Pendidikan minimal D3 dan maksimal S2
4. Rentang tahun kelahiran 1995 – 2000
5. Bandar Lampung

### **IDENTITAS RESPONDEN**

1. Apakah anda sedang mencari pekerjaan saat ini

Ya                       Tidak

2. Nama Responden : .....(boleh tidak di isi)

3. Jenis Kelamin :  Laki – laki  Perempuan

4. Tahun Kelahiran :

5. Apakah anda lulusan perguruan tinggi negeri/Swasta

Ya  Tidak

6. Pendidikan Terakhir :  D3  S2  
 S1

### DAFTAR PERNYATAAN

#### *Interest Value*

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Branding perusahaan terkenal membuat saya lebih percaya diri					
2	Mendapat kepuasan batin bekerja di perusahaan yang terkenal					
3	Bangga bekerja di perusahaan yang terkenal					
4	Merasa nyaman bekerja untuk perusahaan yang terkenal					

#### *Social Value*

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Memiliki hubungan baik antara rekan kerja di perusahaan					
2	Memiliki hubungan baik dengan atasan di perusahaan					
3	Rekan kerja yang saling mendukung di perusahaan					
4	Perusahaan memberikan lingkungan kerja yang Menyenangkan					

*Economic Value*

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Perusahaan memberikan gaji diatas rata-rata gaji pada umumnya kepada karyawan					
2	Perusahaan memberikan besaran insentif yang menarik bagi karyawan					
3	Perusahaan memberikan bonus tahunan					
4	Perusahaan memberikan jaminan kesehatan saat bekerja					

*Development value*

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Perusahaan memberikan peluang untuk mendapatkan promosi yang menjanjikan bagi karyawan					
2	Perusahaan menghargai dan mempergunakan Kreativitas karyawan					
3	Perusahaan menawarkan pengalaman kerja lintas departemen/fungsi untuk pengembangan karir					
4	perusahaan memberikan penghargaan dan pengakuan atas keberhasilan yang dicapai karyawan					

*Applicant value*

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Perusahaan memberikan kesempatan karyawan untuk mengajari orang lain apa yang telah Anda pelajari					
2	Perusahaan memberikan kesempatan karyawan untuk menerapkan apa yang dipelajari di sekolah/ perguruan tinggi					
3	Perusahaan memberikan arahan karyawan mengenai tugas pekerjaan					
4	Menyukai perusahaan yang berorientasi dengan konsumen					

**Komitmen Normatif**

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Karyawan merasa memiliki kewajiban saat menjadi karyawan perusahaan					
2	Karyawan merasa memiliki banyak keuntungan apabila bekerja di perusahaan					
3	Karyawan akan merasa bersalah apabila meninggalkan perusahaan					
4	Perusahaan layak untuk mendapat loyalitas karyawan					
5	Karyawan tidak akan meninggalkan perusahaan karena masih memiliki kewajiban					

**TERIMAKASIH**

**Lampiran II**  
**Hasil Jawaban Responden**

No	IV 1	IV 2	IV 3	IV 4	Total IV	SV 1	SV 2	SV 3	SV 4	Total SV	EV 1	EV 2	EV 3	EV 4	Total EV	DV 1	DV 2	DV 3	DV 4	Total DV	AV 1	AV 2	AV 3	AV 4	Total AV
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197	3	4	5	4	4	20
198	3	4	4	3	2	16
199	5	3	3	3	3	17
200	3	2	4	4	1	14

**Lampiran III**  
**Hasil Uji Karakteristik Responden**

**Jenis\_Kelamin**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	105	52.5	52.5	52.5
Perempuan	95	47.5	47.5	100.0
Total	200	100.0	100.0	

**Tahun Kelahiran**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1995	37	18.5	18.5	18.5
	1996	55	27.5	27.5	46.0
	1997	42	21.0	21.0	67.0
	1998	21	10.5	10.5	77.5
	1999	43	21.5	21.5	99.0
	2000	2	1.0	1.0	100.0
	Total		200	100.0	100.0

**Pendidikan\_Terakhir**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D3	79	39.5	39.5	39.5
	S1	101	50.5	50.5	90.0
	S2	20	10.0	10.0	100.0
	Total		200	100.0	100.0

**Lampiran III**  
**Hasil Uji Frekuensi Variabel**

**IV1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.5	1.5	1.5
2	11	5.5	5.5	7.0
Valid 3	83	41.5	41.5	48.5
4	76	38.0	38.0	86.5
5	27	13.5	13.5	100.0
Total	200	100.0	100.0	

**IV2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	4.0	4.0	4.0
2	19	9.5	9.5	13.5
Valid 3	65	32.5	32.5	46.0
4	81	40.5	40.5	86.5
5	27	13.5	13.5	100.0
Total	200	100.0	100.0	

**IV3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.5	1.5	1.5
2	12	6.0	6.0	7.5
Valid 3	81	40.5	40.5	48.0
4	77	38.5	38.5	86.5
5	27	13.5	13.5	100.0
Total	200	100.0	100.0	

**IV4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	18	9.0	9.0	9.0
3	76	38.0	38.0	47.0
Valid 4	73	36.5	36.5	83.5
5	33	16.5	16.5	100.0
Total	200	100.0	100.0	

**SV1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	11	5.5	5.5	5.5
3	66	33.0	33.0	38.5
4	68	34.0	34.0	72.5
5	55	27.5	27.5	100.0
Total	200	100.0	100.0	

**SV2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	9	4.5	4.5	5.5
3	60	30.0	30.0	35.5
4	70	35.0	35.0	70.5
5	59	29.5	29.5	100.0
Total	200	100.0	100.0	

**SV3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	8	4.0	4.0	4.0
2	19	9.5	9.5	13.5
3	59	29.5	29.5	43.0
4	77	38.5	38.5	81.5
5	37	18.5	18.5	100.0
Total	200	100.0	100.0	

**SV4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	11	5.5	5.5	6.5
3	65	32.5	32.5	39.0
4	77	38.5	38.5	77.5
5	45	22.5	22.5	100.0
Total	200	100.0	100.0	

**EV1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	2.5	2.5	2.5
2	44	22.0	22.0	24.5
3	86	43.0	43.0	67.5
4	62	31.0	31.0	98.5
5	3	1.5	1.5	100.0
Total	200	100.0	100.0	

**EV2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	13	6.5	6.5	6.5
2	41	20.5	20.5	27.0
3	86	43.0	43.0	70.0
4	56	28.0	28.0	98.0
5	4	2.0	2.0	100.0
Total	200	100.0	100.0	

**EV3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	4.0	4.0	4.0
2	61	30.5	30.5	34.5
3	88	44.0	44.0	78.5
4	41	20.5	20.5	99.0
5	2	1.0	1.0	100.0
Total	200	100.0	100.0	

**EV4**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	12	6.0	6.0	6.0
2	72	36.0	36.0	42.0
3	75	37.5	37.5	79.5
4	39	19.5	19.5	99.0
5	2	1.0	1.0	100.0
Total	200	100.0	100.0	

**DV1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
Valid 2	5	2.5	2.5	4.5
Valid 3	73	36.5	36.5	41.0
Valid 4	82	41.0	41.0	82.0
Valid 5	36	18.0	18.0	100.0
Total	200	100.0	100.0	

**DV2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	2.0	2.0	2.0
Valid 3	54	27.0	27.0	29.0
Valid 4	92	46.0	46.0	75.0
Valid 5	50	25.0	25.0	100.0
Total	200	100.0	100.0	

**DV3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
Valid 2	13	6.5	6.5	8.5
Valid 3	51	25.5	25.5	34.0
Valid 4	84	42.0	42.0	76.0
Valid 5	48	24.0	24.0	100.0
Total	200	100.0	100.0	

**DV4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1.5	1.5	1.5
Valid 2	12	6.0	6.0	7.5
Valid 3	69	34.5	34.5	42.0
Valid 4	77	38.5	38.5	80.5
Valid 5	39	19.5	19.5	100.0
Total	200	100.0	100.0	

**AV1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.5	.5	.5
2	13	6.5	6.5	7.0
3	76	38.0	38.0	45.0
4	71	35.5	35.5	80.5
5	39	19.5	19.5	100.0
Total	200	100.0	100.0	

**AV2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1.5	1.5	1.5
2	17	8.5	8.5	10.0
3	57	28.5	28.5	38.5
4	78	39.0	39.0	77.5
5	45	22.5	22.5	100.0
Total	200	100.0	100.0	

**AV3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1.5	1.5	1.5
2	9	4.5	4.5	6.0
3	49	24.5	24.5	30.5
4	92	46.0	46.0	76.5
5	47	23.5	23.5	100.0
Total	200	100.0	100.0	

**AV4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	3	1.5	1.5	2.5
3	55	27.5	27.5	30.0
4	80	40.0	40.0	70.0
5	60	30.0	30.0	100.0
Total	200	100.0	100.0	



**KN1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	8	4.0	4.0	4.0
2	19	9.5	9.5	13.5
3	62	31.0	31.0	44.5
4	80	40.0	40.0	84.5
5	31	15.5	15.5	100.0
Total	200	100.0	100.0	

**KN2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
2	14	7.0	7.0	9.0
3	68	34.0	34.0	43.0
4	78	39.0	39.0	82.0
5	36	18.0	18.0	100.0
Total	200	100.0	100.0	

**KN3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	11	5.5	5.5	5.5
3	80	40.0	40.0	45.5
4	81	40.5	40.5	86.0
5	28	14.0	14.0	100.0
Total	200	100.0	100.0	

**KN4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	3.0	3.0	3.0
2	22	11.0	11.0	14.0
3	57	28.5	28.5	42.5
4	77	38.5	38.5	81.0
5	38	19.0	19.0	100.0
Total	200	100.0	100.0	

**KN5**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	4.0	4.0	4.0
2	34	17.0	17.0	21.0
3	59	29.5	29.5	50.5
4	69	34.5	34.5	85.0
5	30	15.0	15.0	100.0
Total	200	100.0	100.0	

**Lampiran IV**  
**Hasil Uji Validitas**

**Correlations**

		IV1	IV2	IV3	IV4	Total_IV
IV1	Pearson Correlation	1	.412*	.911**	.391*	.863**
	Sig. (2-tailed)		.024	.000	.033	.000
	N	30	30	30	30	30
IV2	Pearson Correlation	.412*	1	.307	.943**	.793**
	Sig. (2-tailed)	.024		.098	.000	.000
	N	30	30	30	30	30
IV3	Pearson Correlation	.911**	.307	1	.286	.803**
	Sig. (2-tailed)	.000	.098		.125	.000
	N	30	30	30	30	30
IV4	Pearson Correlation	.391*	.943**	.286	1	.778**
	Sig. (2-tailed)	.033	.000	.125		.000
	N	30	30	30	30	30
Total_IV	Pearson Correlation	.863**	.793**	.803**	.778**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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**

		SV1	SV2	SV3	SV4	Total_SV
SV1	Pearson Correlation	1	.753**	.401*	.137	.704**
	Sig. (2-tailed)		.000	.028	.469	.000
	N	30	30	30	30	30
SV2	Pearson Correlation	.753**	1	.264	.186	.681**
	Sig. (2-tailed)	.000		.159	.325	.000
	N	30	30	30	30	30
SV3	Pearson Correlation	.401*	.264	1	.437*	.743**
	Sig. (2-tailed)	.028	.159		.016	.000
	N	30	30	30	30	30
SV4	Pearson Correlation	.137	.186	.437*	1	.725**
	Sig. (2-tailed)	.469	.325	.016		.000
	N	30	30	30	30	30
Total_SV	Pearson Correlation	.704**	.681**	.743**	.725**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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**

		EV1	EV2	EV3	EV4	Total_EV
EV1	Pearson Correlation	1	.954**	.060	.009	.705**
	Sig. (2-tailed)		.000	.751	.962	.000
	N	30	30	30	30	30
EV2	Pearson Correlation	.954**	1	.215	.105	.801**
	Sig. (2-tailed)	.000		.255	.581	.000
	N	30	30	30	30	30
EV3	Pearson Correlation	.060	.215	1	.457*	.657**
	Sig. (2-tailed)	.751	.255		.011	.000
	N	30	30	30	30	30
EV4	Pearson Correlation	.009	.105	.457*	1	.591**
	Sig. (2-tailed)	.962	.581	.011		.001
	N	30	30	30	30	30
Total_EV	Pearson Correlation	.705**	.801**	.657**	.591**	1
	Sig. (2-tailed)	.000	.000	.000	.001	
	N	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**

		DV1	DV2	DV3	DV4	Total_DV
DV1	Pearson Correlation	1	.633**	.453*	.616**	.867**
	Sig. (2-tailed)		.000	.012	.000	.000
	N	30	30	30	30	30
DV2	Pearson Correlation	.633**	1	.375*	.467**	.775**
	Sig. (2-tailed)	.000		.041	.009	.000
	N	30	30	30	30	30
DV3	Pearson Correlation	.453*	.375*	1	.569**	.739**
	Sig. (2-tailed)	.012	.041		.001	.000
	N	30	30	30	30	30
DV4	Pearson Correlation	.616**	.467**	.569**	1	.814**
	Sig. (2-tailed)	.000	.009	.001		.000
	N	30	30	30	30	30
Total_DV	Pearson Correlation	.867**	.775**	.739**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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**

		AV1	AV2	AV3	AV4	Total_AV
AV1	Pearson Correlation	1	.578**	.097	.169	.682**
	Sig. (2-tailed)		.001	.611	.373	.000
	N	30	30	30	30	30
AV2	Pearson Correlation	.578**	1	.196	.320	.768**
	Sig. (2-tailed)	.001		.299	.084	.000
	N	30	30	30	30	30
AV3	Pearson Correlation	.097	.196	1	.304	.589**
	Sig. (2-tailed)	.611	.299		.102	.001
	N	30	30	30	30	30
AV4	Pearson Correlation	.169	.320	.304	1	.669**
	Sig. (2-tailed)	.373	.084	.102		.000
	N	30	30	30	30	30
Total_AV	Pearson Correlation	.682**	.768**	.589**	.669**	1
	Sig. (2-tailed)	.000	.000	.001	.000	
	N	30	30	30	30	30

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

**Correlations**

		KN1	KN2	KN3	KN4	KN5	Total_KN
KN1	Pearson Correlation	1	.381*	.358	.213	.332	.693**
	Sig. (2-tailed)		.038	.052	.259	.073	.000
	N	30	30	30	30	30	30
KN2	Pearson Correlation	.381*	1	.217	.411*	.285	.745**
	Sig. (2-tailed)	.038		.248	.024	.127	.000
	N	30	30	30	30	30	30
KN3	Pearson Correlation	.358	.217	1	.025	.284	.566**
	Sig. (2-tailed)	.052	.248		.894	.129	.001
	N	30	30	30	30	30	30
KN4	Pearson Correlation	.213	.411*	.025	1	.136	.591**
	Sig. (2-tailed)	.259	.024	.894		.474	.001
	N	30	30	30	30	30	30
KN5	Pearson Correlation	.332	.285	.284	.136	1	.606**
	Sig. (2-tailed)	.073	.127	.129	.474		.000
	N	30	30	30	30	30	30
Total_KN	Pearson Correlation	.693**	.745**	.566**	.591**	.606**	1
	Sig. (2-tailed)	.000	.000	.001	.001	.000	
	N	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 V**  
**Hasil Uji Reliabilitas**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.823	4

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.648	4

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.622	4

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.808	4

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.604	4

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.639	5

**Reliability Statistics**

## Lampiran VI

### Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Total_IV	Total_SV	Total_EV	Total_DV	Total_AV	Total_KN
N		200	200	200	200	200	200
Normal Parameters <sup>a,b</sup>	Mean	14.24	15.05	11.63	15.13	15.22	17.79
	Std. Deviation	2.498	2.502	2.560	2.203	2.223	2.717
Most Extreme Differences	Absolute	.095	.093	.093	.095	.092	.096
	Positive	.094	.093	.079	.092	.092	.094
	Negative	-.095	-.092	-.093	-.095	-.092	-.096
Kolmogorov-Smirnov Z		1.350	1.310	1.311	1.341	1.306	1.352
Asymp. Sig. (2-tailed)		.052	.065	.064	.055	.066	.052

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran VII

### Hasil Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_KN * Total_IV		(Combined)	303.982	12	25.332	4.065	.000
	Between Groups	Linearity	182.335	1	182.335	29.263	.000
		Deviation from Linearity	121.647	11	11.059	1.775	.061
		Within Groups	1165.198	187	6.231		
		Total	1469.180	199			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_KN * Total_SV		(Combined)	430.229	12	35.852	6.453	.000
	Between Groups	Linearity	334.126	1	334.126	60.139	.000
		Deviation from Linearity	96.103	11	8.737	1.573	.110
		Within Groups	1038.951	187	5.556		
		Total	1469.180	199			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_KN * Total_EV		(Combined)	153.656	12	12.805	1.820	.048
	Between Groups	Linearity	27.805	1	27.805	3.952	.048
		Deviation from Linearity	125.851	11	11.441	1.626	.094
		Within Groups	1315.524	187	7.035		
		Total	1469.180	199			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_KN * Total_DV		(Combined)	311.447	11	28.313	4.598	.000
	Between Groups	Linearity	271.671	1	271.671	44.116	.000
		Deviation from Linearity	39.776	10	3.978	.646	.773
		Within Groups	1157.733	188	6.158		
		Total	1469.180	199			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_KN * Total_AV		(Combined)	130.245	11	11.840	1.663	.085
	Between Groups	Linearity	45.699	1	45.699	6.417	.012
		Deviation from Linearity	84.546	10	8.455	1.187	.302
		Within Groups	1338.935	188	7.122		
		Total	1469.180	199			

### Lampiran VIII

#### Hasil Uji Multikolinearitas

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.178	1.792		.657	.512		
Total_IV	.172	.069	.158	2.488	.014	.820	1.219
Total_SV	.339	.071	.312	4.753	.000	.765	1.308
Total_EV	.160	.061	.151	2.612	.010	.990	1.010
Total_DV	.322	.077	.261	4.202	.000	.852	1.173
Total_AV	.153	.071	.125	2.159	.032	.983	1.017

a. Dependent Variable: Total\_KN



## Lampiran IX

### Hasil Uji Regresi Berganda

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 <sup>a</sup>	.360	.343	2.202

a. Predictors: (Constant), Total\_AV, Total\_IV, Total\_EV, Total\_DV, Total\_SV

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	528.536	5	105.707	21.801	.000 <sup>b</sup>
	Residual	940.644	194	4.849		
	Total	1469.180	199			

a. Dependent Variable: Total\_KN

b. Predictors: (Constant), Total\_AV, Total\_IV, Total\_EV, Total\_DV, Total\_SV

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.178	1.792		.657	.512
	Total_IV	.172	.069	.158	2.488	.014
	Total_SV	.339	.071	.312	4.753	.000
	Total_EV	.160	.061	.151	2.612	.010
	Total_DV	.322	.077	.261	4.202	.000
	Total_AV	.153	.071	.125	2.159	.032

a. Dependent Variable: Total\_KN