

N	30	30	30	30	30	30	30	30	30	30	30
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** . 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

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
.762	8

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
.812	12

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
.469	4

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
.864	10

LM4	Pearson Correlation	.191	.152	.331	1	.383*	.152	.290	1.000**	.175	.152	.563**
	Sig. (2-tailed)	.311	.422	.074		.037	.422	.120	.000	.356	.422	.001
	N	30	30	30	30	30	30	30	30	30	30	30
LM5	Pearson Correlation	.273	.231	.139	.383*	1	.231	.138	.383*	.267	.231	.489**
	Sig. (2-tailed)	.145	.220	.464	.037		.220	.467	.037	.154	.220	.006
	N	30	30	30	30	30	30	30	30	30	30	30
LM6	Pearson Correlation	.231	1.000**	.573**	.152	.231	1	.677**	.152	.260	1.000**	.789**
	Sig. (2-tailed)	.220	.000	.001	.422	.220		.000	.422	.165	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
LM7	Pearson Correlation	.322	.677**	.796**	.290	.138	.677**	1	.290	.383*	.677**	.784**
	Sig. (2-tailed)	.083	.000	.000	.120	.467	.000		.120	.037	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
LM8	Pearson Correlation	.191	.152	.331	1.000**	.383*	.152	.290	1	.175	.152	.563**
	Sig. (2-tailed)	.311	.422	.074	.000	.037	.422	.120		.356	.422	.001
	N	30	30	30	30	30	30	30	30	30	30	30
LM9	Pearson Correlation	.979**	.260	.254	.175	.267	.260	.383*	.175	1	.260	.606**
	Sig. (2-tailed)	.000	.165	.176	.356	.154	.165	.037	.356		.165	.000
	N	30	30	30	30	30	30	30	30	30	30	30
LM10	Pearson Correlation	.231	1.000**	.573**	.152	.231	1.000**	.677**	.152	.260	1	.789**
	Sig. (2-tailed)	.220	.000	.001	.422	.220	.000	.000	.422	.165		.000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL_LM	Pearson Correlation	.599**	.789**	.730**	.563**	.489**	.789**	.784**	.563**	.606**	.789**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.006	.000	.000	.001	.000	.000	

	Sig. (2-tailed)	.031	.421	.554	.368	.897	.792		.000	.561	.859	.009	.201	.009
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.581**	.015	.113	.276	.045	.182	.852**	1	.178	.329	.515**	.233	.619**
PK8	Sig. (2-tailed)	.001	.939	.554	.140	.814	.336	.000		.346	.076	.004	.216	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.207	.189	.695**	.454*	.334	.402*	.111	.178	1	.246	.657**	.027	.581**
PK9	Sig. (2-tailed)	.272	.318	.000	.012	.071	.027	.561	.346		.191	.000	.887	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.201	.113	.347	.275	.349	.222	.034	.329	.246	1	.196	.075	.495**
PK10	Sig. (2-tailed)	.287	.551	.060	.141	.059	.239	.859	.076	.191		.298	.693	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.053	.279	.497**	.561**	.170	.130	.471**	.515**	.657**	.196	1	.220	.686**
PK11	Sig. (2-tailed)	.779	.135	.005	.001	.369	.495	.009	.004	.000	.298		.244	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.234	.171	.443*	.292	.679**	.081	.240	.233	.027	.075	.220	1	.560**
PK12	Sig. (2-tailed)	.214	.365	.014	.118	.000	.670	.201	.216	.887	.693	.244		.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.426*	.398*	.701**	.733**	.700**	.500**	.471**	.619**	.581**	.495**	.686**	.560**	1
TOTAL_PK	Sig. (2-tailed)	.019	.029	.000	.000	.000	.005	.009	.000	.001	.005	.000	.001	
	N	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).

LM8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	6	6.0	6.0	7.0
3	29	29.0	29.0	36.0
4	42	42.0	42.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

LM9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	21	21.0	21.0	25.0
3	24	24.0	24.0	49.0
4	26	26.0	26.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

LM10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	27	27.0	27.0	28.0
3	24	24.0	24.0	52.0
4	16	16.0	16.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

LM5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
Valid 3	30	30.0	30.0	38.0
4	37	37.0	37.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

LM6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	38	38.0	38.0	39.0
Valid 4	45	45.0	45.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

LM7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	20	20.0	20.0	21.0
Valid 3	24	24.0	24.0	45.0
4	22	22.0	22.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

LM2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	29	29.0	29.0	30.0
Valid 4	57	57.0	57.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

LM3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	26	26.0	26.0	31.0
Valid 4	41	41.0	41.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

LM4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	6	6.0	6.0	7.0
Valid 3	27	27.0	27.0	34.0
4	38	38.0	38.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

AS3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	36	36.0	36.0	41.0
Valid 4	49	49.0	49.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

AS4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	10	10.0	10.0	11.0
Valid 3	38	38.0	38.0	49.0
4	37	37.0	37.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

LM1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	3	3.0	3.0	4.0
Valid 3	43	43.0	43.0	47.0
4	43	43.0	43.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

PK12

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	45	45.0	45.0	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	

AS1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	4	4.0	4.0	6.0
Valid 3	23	23.0	23.0	29.0
4	42	42.0	42.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

AS2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	22	22.0	22.0	29.0
Valid 4	50	50.0	50.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

PK9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
3	14	14.0	14.0	22.0
4	56	56.0	56.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

PK10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	8	8.0	8.0	9.0
3	32	32.0	32.0	41.0
4	37	37.0	37.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

PK11

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10.0	10.0	10.0
3	28	28.0	28.0	38.0
4	35	35.0	35.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

PK6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	20	20.0	20.0	20.0
3	53	53.0	53.0	73.0
Valid 4	20	20.0	20.0	93.0
5	7	7.0	7.0	100.0
Total	100	100.0	100.0	

PK7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	33	33.0	33.0	39.0
Valid 4	46	46.0	46.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

PK8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	31	31.0	31.0	38.0
Valid 4	46	46.0	46.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

PK2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9.0	9.0	9.0
3	16	16.0	16.0	25.0
Valid 4	51	51.0	51.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

PK3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	37	37.0	37.0	44.0
Valid 4	38	38.0	38.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

PK4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	21	21.0	21.0	21.0
3	9	9.0	9.0	30.0
Valid 4	38	38.0	38.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

PK5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10.0	10.0	10.0
3	30	30.0	30.0	40.0
Valid 4	37	37.0	37.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

KS7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	20	20.0	20.0	22.0
3	40	40.0	40.0	62.0
4	29	29.0	29.0	91.0
5	9	9.0	9.0	100.0
Total	100	100.0	100.0	

KS8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	25	25.0	25.0	30.0
3	38	38.0	38.0	68.0
4	28	28.0	28.0	96.0
5	4	4.0	4.0	100.0
Total	100	100.0	100.0	

PK1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9.0	9.0	9.0
3	34	34.0	34.0	43.0
4	36	36.0	36.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

KS4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	13	13.0	13.0	17.0
3	35	35.0	35.0	52.0
4	37	37.0	37.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

KS5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	19	19.0	19.0	19.0
3	48	48.0	48.0	67.0
4	30	30.0	30.0	97.0
5	3	3.0	3.0	100.0
Total	100	100.0	100.0	

KS6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	13	13.0	13.0	18.0
3	49	49.0	49.0	67.0
4	32	32.0	32.0	99.0
5	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Lampiran IV

Hasil Uji Frekuensi Responden

KS1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	5	5.0	5.0	6.0
Valid 3	39	39.0	39.0	45.0
4	37	37.0	37.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

KS2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	40	40.0	40.0	46.0
Valid 4	35	35.0	35.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

KS3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	5	5.0	5.0	8.0
Valid 3	36	36.0	36.0	44.0
4	40	40.0	40.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

Lampiran III

Hasil Uji Karakteristik Responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-Laki	32	32.0	32.0	32.0
Valid Perempuan	68	68.0	68.0	100.0
Total	100	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
> 43 Tahun	6	6.0	6.0	6.0
17 - 25 Tahun	46	46.0	46.0	52.0
Valid 26 - 34 Tahun	33	33.0	33.0	85.0
35 - 43 Tahun	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Pendidikan terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
D3	26	26.0	26.0	26.0
S1	31	31.0	31.0	57.0
Valid S2	10	10.0	10.0	67.0
SMA	33	33.0	33.0	100.0
Total	100	100.0	100.0	

73	3	3	5	5	5	3	3	5	3	3	38
74	3	4	4	4	3	4	3	4	3	3	35
75	4	3	4	4	4	3	2	4	2	2	32
76	4	4	5	3	3	3	3	5	3	3	36
77	4	4	5	3	3	3	4	5	4	4	39
78	2	3	4	2	3	4	2	4	2	2	28
79	1	4	4	2	4	3	3	4	3	3	31
80	3	4	4	3	5	3	2	5	2	2	33
81	4	3	3	3	4	4	4	3	4	4	36
82	3	3	2	3	1	3	4	4	4	4	31
83	4	5	3	3	3	4	5	3	5	5	40
84	4	5	4	4	2	4	1	4	1	1	30
85	5	5	4	3	4	4	5	4	5	5	44
86	5	4	4	3	3	3	2	4	2	2	32
87	3	3	3	3	5	4	2	3	2	2	30
88	5	4	3	3	3	4	2	5	2	2	33
89	3	4	3	2	2	3	2	3	2	2	26
90	3	4	4	4	3	4	2	4	2	2	32
91	3	4	3	3	4	4	4	4	4	4	37
92	3	4	4	4	4	3	2	4	2	2	32
93	4	3	3	4	4	4	2	3	2	2	31
94	4	4	3	3	4	4	3	5	3	3	36
95	3	4	3	4	5	5	2	4	2	5	37
96	4	4	3	5	4	3	4	3	4	5	39
97	4	4	5	4	5	3	3	5	3	5	41
98	4	4	3	3	3	3	3	3	3	3	32
99	3	4	3	3	1	4	2	2	2	5	29
100	3	4	4	4	4	3	2	4	2	5	35

20	4	4	3	4	4	4	4	3	4	2	36
21	2	3	4	4	3	4	5	3	4	2	34
22	3	4	4	3	4	3	5	1	3	2	32
23	2	4	5	4	4	4	5	4	5	2	39
24	3	3	4	3	3	4	4	3	4	4	35
25	3	4	4	4	4	4	4	3	4	2	36
26	4	4	5	5	4	5	5	4	5	2	43
27	4	3	5	4	3	5	5	3	5	2	39
28	5	4	4	4	5	5	5	4	5	2	43
29	4	4	4	4	5	4	5	4	5	2	41
30	5	5	5	5	5	4	5	5	5	5	49
31	4	4	5	4	5	4	5	5	5	5	46
32	4	4	4	4	4	5	5	4	5	5	44
33	3	4	5	3	3	4	4	5	4	4	39
34	4	3	4	4	3	3	5	4	5	5	40
35	4	4	5	5	5	4	5	5	5	5	47
36	4	4	5	3	3	4	5	5	5	5	43
37	3	3	4	4	3	4	5	4	5	5	40
38	4	4	5	5	4	4	4	5	4	4	43
39	4	4	5	5	5	5	5	5	5	5	48
40	3	4	4	4	3	3	5	4	5	5	40
41	4	5	5	5	4	4	5	5	5	5	47
42	4	3	4	4	5	3	3	4	3	3	36
43	4	3	4	5	3	3	2	4	2	2	32
44	3	3	3	5	3	4	3	3	3	3	33
45	3	4	4	3	2	4	2	4	2	2	30
46	5	3	5	4	3	5	3	5	3	3	39
47	3	5	5	5	4	4	2	5	2	2	37
48	3	3	3	5	3	3	3	3	1	3	30
49	3	4	4	3	2	3	2	4	2	2	29
50	4	4	5	5	3	5	3	5	3	3	40
51	3	2	3	4	4	3	3	3	3	3	31
52	3	3	2	3	2	4	4	4	1	4	30
53	4	4	3	3	4	4	3	3	1	5	34
54	3	3	5	4	3	3	3	5	3	5	37
55	4	3	4	5	3	4	4	4	4	4	39
56	4	4	4	4	5	4	2	4	2	2	35
57	3	4	3	3	3	3	3	3	3	5	33
58	3	5	4	5	4	3	4	4	4	4	40
59	3	4	2	4	2	3	2	2	2	5	29
60	3	5	4	4	4	3	4	4	4	4	39
61	3	4	4	2	3	3	4	4	4	5	36
62	3	3	3	2	4	3	4	3	4	5	34
63	4	4	5	2	4	4	3	5	3	5	39
64	3	3	2	1	5	5	2	2	2	5	30
65	4	5	4	4	4	5	5	4	5	5	45
66	5	5	5	5	4	4	3	5	3	5	44
67	4	4	3	4	4	4	3	3	3	5	37
68	5	5	4	4	5	5	4	4	4	5	45
69	3	3	4	5	3	5	3	4	3	5	38
70	3	4	3	4	4	4	3	3	3	3	34
71	3	4	4	3	4	4	4	4	4	4	38
72	4	4	5	3	4	4	4	5	4	4	41

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74	5	5	4	4	18
75	4	4	4	4	16
76	3	3	4	4	14
77	4	4	4	3	15
78	5	5	5	5	20
79	4	4	4	3	15
80	3	3	4	4	14
81	5	5	3	3	16
82	4	4	4	2	14
83	4	4	4	4	16
84	5	5	3	3	16
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87	4	4	4	3	15
88	4	4	3	3	14
89	5	5	4	3	17
90	4	4	4	3	15
91	4	4	4	4	16
92	5	5	5	5	20
93	5	5	4	3	17
94	4	4	4	2	14
95	4	4	4	2	14
96	4	4	4	2	14
97	4	4	4	2	14
98	4	4	4	2	14
99	5	4	4	2	15
100	4	4	3	3	14

No	LM1	LM2	LM3	LM4	LM5	LM6	LM7	LM8	LM9	LM10	TOTAL LM
1	4	4	4	5	5	4	5	3	5	3	42
2	4	5	3	5	4	5	5	2	5	3	41
3	4	4	5	3	5	3	4	4	4	4	40
4	3	3	4	4	5	4	3	3	3	3	35
5	4	4	3	4	4	3	4	3	4	4	37
6	4	4	5	5	5	5	3	3	3	3	40
7	3	3	4	3	3	3	4	3	4	4	34
8	4	4	4	5	4	4	5	3	5	3	41
9	4	3	5	4	5	3	5	2	4	3	38
10	4	4	5	5	3	3	5	3	5	3	40
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13	3	5	4	5	5	5	5	4	4	3	43
14	3	3	3	5	5	1	5	3	2	3	33
15	4	4	5	5	4	4	5	4	5	3	43
16	3	4	2	4	4	3	3	4	3	2	32
17	5	3	4	5	5	4	5	2	5	5	43
18	3	4	4	4	4	3	5	4	4	2	37
19	4	4	5	5	5	5	5	4	5	2	44

24	3	4	4	3	14
25	4	3	3	3	13
26	4	4	4	4	16
27	3	4	3	3	13
28	3	3	4	4	14
29	4	4	4	4	16
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32	4	4	3	4	15
33	4	3	3	3	13
34	3	3	3	3	12
35	3	4	3	3	13
36	5	5	4	5	19
37	5	5	5	4	19
38	5	5	4	5	19
39	4	4	4	4	16
40	4	5	4	5	18
41	4	4	3	3	14
42	5	5	3	4	17
43	4	4	4	4	16
44	5	3	3	4	15
45	5	3	3	5	16
46	4	3	3	3	13
47	5	4	4	4	17
48	5	4	3	5	17
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57	4	4	3	4	15
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69	4	4	3	3	14
70	5	4	4	3	16
71	5	5	5	5	20

77	3	4	2	5	5	3	2	2	5	3	3	3	40
78	4	3	5	2	5	3	2	2	2	3	3	2	36
79	4	5	2	5	3	2	3	5	5	3	3	4	44
80	5	5	5	5	5	2	3	5	4	5	3	3	50
81	4	4	4	2	4	3	3	4	4	3	5	5	45
82	4	5	4	4	4	3	2	4	4	2	3	5	44
83	3	3	3	2	4	3	5	4	4	5	2	2	40
84	4	2	3	3	2	3	5	5	2	3	4	3	39
85	5	3	3	2	2	3	3	3	3	3	2	3	35
86	5	2	4	2	2	3	5	5	5	3	3	4	43
87	3	2	4	2	2	3	5	5	4	3	2	3	38
88	5	3	3	2	2	5	3	3	4	2	3	3	38
89	4	4	3	2	2	3	4	3	2	3	4	4	38
90	3	3	2	4	4	2	4	3	1	4	4	5	39
91	3	5	3	2	2	2	4	3	3	3	3	3	36
92	3	5	4	2	2	5	5	2	5	3	2	3	41
93	3	5	3	2	4	2	3	3	4	2	3	3	37
94	5	3	5	4	4	3	3	4	4	3	2	4	44
95	3	4	4	2	2	3	5	5	3	3	2	4	40
96	5	4	4	2	4	2	4	4	4	3	2	5	43
97	3	4	3	2	5	3	3	4	2	2	3	3	37
98	2	4	2	2	4	4	3	4	4	4	3	4	40
99	4	4	3	4	4	2	4	4	3	4	4	3	43
100	5	4	4	2	5	2	4	4	4	5	2	4	45

No	AS1	AS2	AS3	AS4	TOTAL_AS
1	3	4	2	3	12
2	2	3	3	2	10
3	4	3	4	4	15
4	4	4	3	3	14
5	1	3	2	3	9
6	3	3	3	3	12
7	3	2	2	3	10
8	3	3	4	3	13
9	5	3	3	2	13
10	3	5	5	3	16
11	2	5	5	3	15
12	1	2	2	4	9
13	3	4	3	4	14
14	3	2	3	3	11
15	3	3	4	4	14
16	3	2	3	4	12
17	2	3	3	2	10
18	3	4	4	4	15
19	4	4	5	4	17
20	3	3	3	3	12
21	3	2	3	3	11
22	2	2	3	1	8
23	3	3	4	4	14

27	3	4	3	4	3	3	3	3	4	5	4	3	42
28	3	3	3	3	3	4	3	3	4	5	4	3	41
29	3	4	5	4	5	4	3	3	4	5	4	5	49
30	4	4	3	4	3	3	4	4	4	3	4	3	43
31	3	4	4	4	3	4	3	3	4	3	4	3	42
32	3	5	5	5	5	3	3	3	5	5	5	5	52
33	2	2	4	4	4	4	4	4	4	4	4	4	44
34	4	5	3	4	3	3	4	4	3	5	4	3	45
35	2	4	3	3	3	3	3	3	3	3	3	5	38
36	4	4	4	4	4	4	4	4	4	4	4	4	48
37	5	3	5	5	5	4	5	5	5	5	5	5	57
38	4	3	4	5	4	4	4	4	4	4	5	4	49
39	2	2	3	3	3	3	4	2	3	2	3	3	33
40	4	5	5	5	5	5	4	4	5	4	5	5	56
41	4	5	4	4	4	5	4	4	4	4	4	4	50
42	3	5	5	5	5	3	4	3	5	3	5	5	51
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44	2	4	4	5	4	2	5	5	5	5	5	4	50
45	5	4	2	5	5	5	3	3	2	4	2	5	45
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50	5	4	4	4	4	3	4	4	4	4	4	4	48
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52	4	4	4	5	3	4	4	4	4	4	5	4	49
53	5	4	4	5	4	4	5	5	4	5	5	4	54
54	4	3	3	4	3	3	4	4	4	4	4	3	43
55	3	5	3	4	3	4	3	3	4	3	4	3	42
56	4	4	4	4	4	3	4	4	4	4	5	4	48
57	3	4	3	4	3	4	3	3	4	5	4	3	43
58	3	3	3	3	3	4	3	3	4	5	4	3	41
59	3	4	5	4	5	4	3	3	4	5	4	5	49
60	4	4	3	4	4	3	4	4	4	3	4	3	44
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63	5	5	2	4	3	2	3	3	4	3	4	4	42
64	3	4	4	4	4	3	3	4	5	3	3	3	43
65	3	4	4	4	4	3	3	3	5	2	4	3	42
66	4	5	5	4	4	2	4	4	5	4	4	3	48
67	3	4	4	2	5	3	5	5	4	5	3	3	46
68	5	2	4	4	3	2	3	3	4	3	3	3	39
69	2	4	4	5	5	2	3	3	3	4	3	3	41
70	5	5	5	4	4	2	3	3	4	3	3	3	44
71	3	4	3	2	5	3	5	5	4	4	5	5	48
72	4	4	4	4	4	3	4	4	3	3	4	2	43
73	3	5	3	2	2	3	4	4	3	2	3	3	37
74	3	4	4	5	5	3	2	5	3	4	3	4	45
75	2	2	5	2	4	2	4	4	2	4	4	3	38
76	5	4	3	2	3	2	4	4	4	1	3	2	37

78	4	3	3	4	3	3	3	2	25
79	3	3	2	3	4	3	2	3	23
80	4	5	3	4	4	4	3	3	30
81	4	5	4	4	3	3	2	3	28
82	5	5	4	2	2	2	2	3	25
83	5	4	5	2	3	2	3	3	27
84	3	5	3	3	3	4	3	3	27
85	4	5	4	1	2	1	2	2	21
86	4	4	3	2	2	1	2	1	19
87	5	5	5	4	3	3	2	3	30
88	3	3	3	3	3	4	2	2	23
89	5	4	4	3	2	3	2	3	26
90	4	5	3	4	4	3	3	3	29
91	5	3	3	4	4	4	2	2	27
92	5	5	3	4	4	3	4	3	31
93	4	3	3	2	2	3	3	2	22
94	5	5	5	4	4	3	3	2	31
95	5	5	1	1	2	1	3	2	20
96	5	4	4	4	4	3	4	3	31
97	4	4	3	3	3	4	4	4	29
98	5	5	4	2	2	3	3	2	26
99	4	4	3	3	2	3	2	3	24
100	5	5	5	4	3	3	3	2	30

No	PK1	PK2	PK3	PK4	PK5	PK6	PK7	PK8	PK9	PK10	PK11	PK12	TOTAL PK
1	3	4	4	4	3	3	3	3	4	3	4	3	41
2	3	5	5	5	5	3	3	3	5	5	5	5	52
3	4	2	4	4	4	4	4	4	4	4	4	4	46
4	4	5	3	4	3	3	4	4	3	5	4	3	45
5	3	4	3	3	3	3	3	3	3	3	3	5	39
6	4	4	4	4	4	4	4	4	4	4	4	4	48
7	5	3	5	5	5	3	5	5	5	5	5	5	56
8	4	3	4	5	4	4	4	4	4	4	5	4	49
9	2	2	3	3	3	3	4	2	3	2	3	3	33
10	4	5	5	5	5	3	4	4	5	4	5	5	54
11	4	5	4	4	4	5	4	4	4	4	4	4	50
12	3	5	5	5	5	3	4	3	5	3	5	5	51
13	3	4	5	5	5	3	2	2	5	5	3	2	44
14	2	4	4	5	4	3	5	5	5	5	5	4	51
15	5	4	2	5	5	3	3	3	2	4	2	5	43
16	3	4	3	5	3	3	3	3	5	3	5	3	43
17	4	3	3	3	3	3	4	4	4	4	3	3	41
18	4	5	3	5	3	2	4	4	4	4	5	3	46
19	4	4	4	5	4	3	4	4	4	4	5	4	49
20	5	4	4	4	4	3	4	4	4	4	4	4	48
21	4	4	3	4	3	3	4	4	4	4	4	3	44
22	4	4	4	5	4	3	4	4	4	4	5	4	49
23	5	4	4	5	4	4	5	5	4	5	5	4	54
24	4	3	3	4	3	5	4	4	4	4	4	3	45
25	3	5	3	4	3	3	3	3	4	3	4	3	41
26	4	4	4	4	4	3	4	4	4	4	5	4	48

25	3	3	4	5	3	4	4	3	29
26	4	5	3	5	5	4	4	4	34
27	4	4	4	3	3	3	3	4	28
28	5	5	5	4	4	3	4	5	35
29	4	3	3	4	2	3	2	4	25
30	5	3	4	4	4	3	4	5	32
31	3	2	3	2	4	4	1	1	20
32	3	3	4	4	4	3	3	4	28
33	3	2	3	1	3	3	2	2	19
34	2	3	3	3	4	4	3	4	26
35	3	4	4	3	3	3	2	3	25
36	4	4	5	4	4	4	4	4	33
37	3	3	3	2	3	3	3	3	23
38	3	2	3	3	3	2	3	3	22
39	2	2	3	3	2	3	2	2	19
40	3	3	4	4	3	3	3	4	27
41	3	4	4	3	2	2	3	3	24
42	4	3	3	3	3	3	3	3	25
43	4	4	4	4	4	3	4	4	31
44	3	4	3	4	3	2	4	4	27
45	3	3	4	3	3	4	4	4	28
46	4	4	4	3	3	4	3	4	29
47	3	3	4	4	4	4	3	4	29
48	4	3	4	4	4	4	3	2	28
49	4	3	4	3	3	1	3	1	22
50	3	3	3	3	3	2	3	1	21
51	3	4	4	3	3	3	4	2	26
52	5	3	5	3	3	3	4	2	28
53	3	5	5	3	4	4	3	4	31
54	3	3	3	4	4	3	4	3	27
55	3	4	4	3	3	3	3	3	26
56	4	4	5	3	3	4	3	3	29
57	3	2	3	4	4	3	4	3	26
58	3	3	2	4	3	3	4	2	24
59	4	4	3	2	2	2	3	3	23
60	3	3	5	3	3	3	4	4	28
61	3	3	2	3	4	3	3	2	23
62	4	5	4	2	2	3	3	3	26
63	5	5	5	4	3	3	3	2	30
64	4	4	3	4	4	4	3	4	30
65	5	5	4	2	2	1	2	3	24
66	3	3	4	3	4	4	3	2	26
67	3	4	3	4	3	2	3	2	24
68	3	4	4	2	3	2	2	3	23
69	4	4	5	1	2	2	2	3	23
70	3	3	5	2	3	2	2	3	23
71	3	4	4	4	3	4	3	2	27
72	4	3	4	3	3	3	2	2	24
73	4	4	5	3	3	2	4	3	28
74	4	4	5	4	4	4	3	2	30
75	2	3	4	4	3	3	4	2	25
76	1	4	4	2	2	2	1	1	17
77	3	4	4	3	3	3	2	2	24

4	Lebih menyukai produk Tokopedia di bandingkan dengan <i>marketplace</i> lainnya					
Satisfied buyer						
5	Merasa puas berbelanja di Tokopedia					
6	Merasa percaya jika berbelanja di Tokopedia					
Habitual Buyer						
7	Selalu membeli produk di Tokopedia					
8	Menggunakan aplikasi Tokopedia untuk aktifitas berbelanja online					
Switcher						
9	Akan berbelanja di <i>marketplace</i> lain jika harga yang ditawarkan lebih murah dibandingkan Tokopedia					
10	Akan berbelanja di <i>marketplace</i> lain jika promo yang ditawarkan lebih menarik dibandingkan Tokopedia					

Lampiran II

Hasil Jawaban Responden

No	KS1	KS2	KS3	KS4	KS5	KS6	KS7	KS8	Total KS
1	4	3	3	5	3	4	4	4	30
2	4	4	3	3	4	4	4	4	30
3	4	4	3	5	3	3	5	4	31
4	3	3	4	4	3	4	3	3	27
5	4	3	4	5	5	4	4	4	33
6	4	4	4	5	3	4	5	4	33
7	3	3	4	4	3	3	4	3	27
8	4	4	3	4	4	4	5	4	32
9	4	4	3	5	5	4	5	4	34
10	4	3	4	4	3	3	4	4	29
11	5	5	5	4	4	4	5	5	37
12	3	4	4	3	4	4	4	3	29
13	3	4	3	5	3	4	4	3	29
14	3	3	4	5	3	3	3	3	27
15	4	2	3	3	2	3	4	4	25
16	3	3	4	5	3	5	5	3	31
17	5	4	3	4	4	3	5	5	33
18	3	3	1	3	3	3	3	3	22
19	4	3	3	3	2	3	4	4	26
20	4	4	4	5	3	4	5	4	33
21	2	3	2	4	4	3	3	2	23
22	3	3	2	3	2	3	4	3	23
23	2	3	1	4	4	4	3	4	25
24	3	3	4	3	3	3	5	3	27

6	Sangat aman melakukan transaksi jual beli produk di Tokopedia					
Features						
7	Tampilan situs Tokopedia sangat menarik					
8	Aplikasi Tokopedai mudah digunakan					
Conformance With Specifications						
9	Pengiriman produk Tokopedia sesuai dengan waktu yang ditentukan					
10	Produk yang di jual sesuai dengan tampilan yang ada di situs Tokopedia					
Fit And Fitness						
11	Produk yang dijual di Tokopedia sangat terjamin kualitasnya					
12	Tokopedia merupakan produk toko online terlengkap					

Asosiasi Merek

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Barang yang dijual di Tokopedia mengikuti trend					
2	Barang yang ditawarkan Tokopedia memiliki desain dan model yang unik					
3	Berbelanja di Tokopedia lebih hemat waktu					
4	Pembayaran di Tokopedia sangat mudah					

Loyalitas Merek

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
Committed Buyer						
1	Merekomendasikan Tokopedia kepada orang lain untuk membeli produk					
2	Menceritakan hal positif Tokopedia kepada orang lain					
Like The Brand						
3	Membagikan info mengenai Tokopedia di media sosial					

Kesadaran Merek

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
Top Of Mind						
1	Tokopedia adalah merek <i>marketplace</i> yang pertama kali diingat saat berbelanja online					
2	Hanya melakukan belanja online di Tokopedia					
Brand Recall						
3	Mengetahui boy band BTS sebagai <i>brand ambassador</i> Tokopedia					
4	Mengetahui setiap kegiatan promo yang dilakukan Tokopedia					
Brand Recognition						
5	Mengenal Tokopedia hanya dengan melihat logonya					
6	Mengingat setiap iklan Tokopedia yang ditampilkan di media massa					
Unware of brand						
7	Tokopedia adalah <i>marketplace</i> terbaik di Indonesia					
8	Mengenal slogan “majuajadulu” yang dimiliki Tokopedia					

Persepsi Kualitas

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
Serviceability						
1	Respon penjual di Tokopedia cepat dan baik					
2	Adanya garansi pada setiap produk yang dijual Tokopedia					
Durability						
3	Produk yang dijual Tokopedia berkualitas					
4	Pengemasan produk di Tokopedia memenuhi standar					
Reliability						
5	Informasi produk yang dijual di Tokopedia sangat jelas					

Lampiran I

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

ANALISIS EKUITAS MEREK PADA TOKOPEDI

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 :

SS	: Sangat Setuju	5
S	: Setuju	4
CS	: Cukup Setuju	3
TS	: Tidak Setuju	2
STS	: Sangat Tidak Setuju	1

IDENTITAS RESPONDEN

1. **Nama** :(Dapat dikosongkan)

2. **Jenis Kelamin** : Laki-laki
 Perempuan

3. **Usia** :
 a. 17 Tahun – 25 Tahun c. 35 Tahun – 43 Tahun
 b. 26 Tahun – 34 Tahun d. > 43 Tahun

4. **Pendidikan** :
 a. SMA c. S1
 b. D3 S2