

BAB V

PENUTUP

5.1 Kesimpulan

Setelah melakukan pengujian data dengan menggunakan *Multiple Analysis of Variance* (MANOVA) terkait pengaruh BORA terhadap dimensi *Customer-Based Brand Equity* (CBBE) yaitu *brand awareness*, *brand associations*, *perceived quality* dan *brand loyalty* maka dapat ditarik beberapa kesimpulan sebagai berikut:

1. Sebagian besar responden tidak dapat mengklasifikasikan negara asal merek secara akurat baik untuk kategori produk laptop maupun kamera digital.
2. BORA tidak memiliki pengaruh terhadap dimensi CBBE. Dengan kata lain konsumen tidak terlalu memperhatikan informasi *brand origin* dari suatu merek ketika akan melakukan pembelian.

5.2 Keterbatasan Penelitian dan Saran

Berikut ini merupakan beberapa keterbatasan serta saran yang terdapat dalam penelitian ini:

1. Sampel dalam penelitian ini sebagian besar adalah mahasiswa sehingga persepsi terkait BORA dan CBBE bisa saja berbeda secara umum.

Saran untuk penelitian selanjutnya yaitu menambah jumlah sampel dan variasi profesi responden.

2. Kategori produk yang dipakai hanya dua kategori saja yaitu laptop dan kamera digital dan masing-masing kategori produk hanya diwakili oleh tiga merek.

Saran untuk penelitian selanjutnya yaitu menggunakan satu kategori produk saja namun memiliki merek yang bermacam-macam.

3. Penelitian ini hanya dilakukan di satu kota saja yaitu DIY.

Saran untuk penelitian selanjutnya yaitu menambah cakupan wilayah penelitian ke beberapa kota agar dapat membandingkan antar wilayah.

5.3 Implikasi Manajerial

Berikut ini merupakan implikasi-implikasi manajerial yang perlu diperhatikan oleh pihak pemasar terkait dengan hasil penelitian BORA dan *customer-based brand equity*:

1. Hasil BORA yang didapat lemah, hal ini membuktikan bahwa konsumen kurang memiliki informasi mengenai *brand origin* dari sebuah merek. Dapat dilihat bahwa kondisi aktual berbeda dengan perseptual. Secara aktual, konsumen tidak dapat mengidentifikasi *brand origin* dari kategori produk laptop dan kamera. Kondisi aktual juga melihat apa yang diketahui konsumen bukan hanya berdasarkan persepsi saja. Untuk itu, pihak pemasar sebaiknya memperhatikan *brand origin* berdasarkan kondisi aktual karena pada kenyataannya konsumen tidak mengetahui *brand origin* dari produk dibandingkan hanya melihat dari segi persepsi saja.

2. BORA terbukti tidak mempengaruhi elemen *customer-based brand equity*. Pihak pemasar sebaiknya berfokus pada elemen-elemen *brand equity* yang lain, seperti aktivitas pemasaran lewat iklan, penentuan harga saat sebuah merek dijual, R&D, pemanufakturan seperti fitur produk yang unik, kualitas produk, distribusi dan sebagainya. Pemasar bisa juga melakukan *foreign branding* yaitu menggunakan nama merek asing yang tidak mengandung atribut negara asal. Merek yang berasal dari negara kurang dikenal bisa menggunakan nama merek yang dianggap berasal dari negara yang unggul atau terkenal. Seperti contoh merek-merek Indonesia yang menggunakan nama merek yang berbau asing yaitu merek Polygon (produk sepeda), Polytron (produk elektronik), Bodypack dan Eiger (produk tas) Hoka Hoka Bento (produk makanan). Nama-nama merek tersebut tidak mengandung atribut negara Indonesia melainkan sebagian besar merek terlihat berasal dari negara Jepang karena menggunakan atribut nama Jepang.

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LAMPIRAN 1

Kuesioner

Tujuan : Permohonan pengisian kuesioner

Kepada

Bapak/Ibu/Saudara/i

Di tempat

Dengan hormat

Dalam rangka menyelesaikan Tugas Akhir Pascasarjana (S2) Program Studi Magister Manajemen, saya melakukan penelitian dengan judul Pengaruh Asal Merek terhadap Ekuitas Merek Berbasis Pelanggan. Penelitian ini dilakukan untuk mengetahui pengaruh negara asal merek terhadap dimensi-dimensi ekuitas merek berbasis pelanggan dari dua kategori produk yang berbeda yaitu laptop dan kamera digital. Agar penelitian ini dapat terlaksana, saya mohon kesediaan Bapak/Ibu/Saudara/i untuk turut berpartisipasi dalam mengisi kuesioner yang dilampirkan bersama surat ini.

Demikian surat permohonan ini saya sampaikan, terima kasih atas partisipasi Bapak/Ibu/Saudara/i.

Hormat saya,

Penyusun Tugas Akhir

Cindy Natalia Kokong

(NIM: 105001408)

KUESIONER

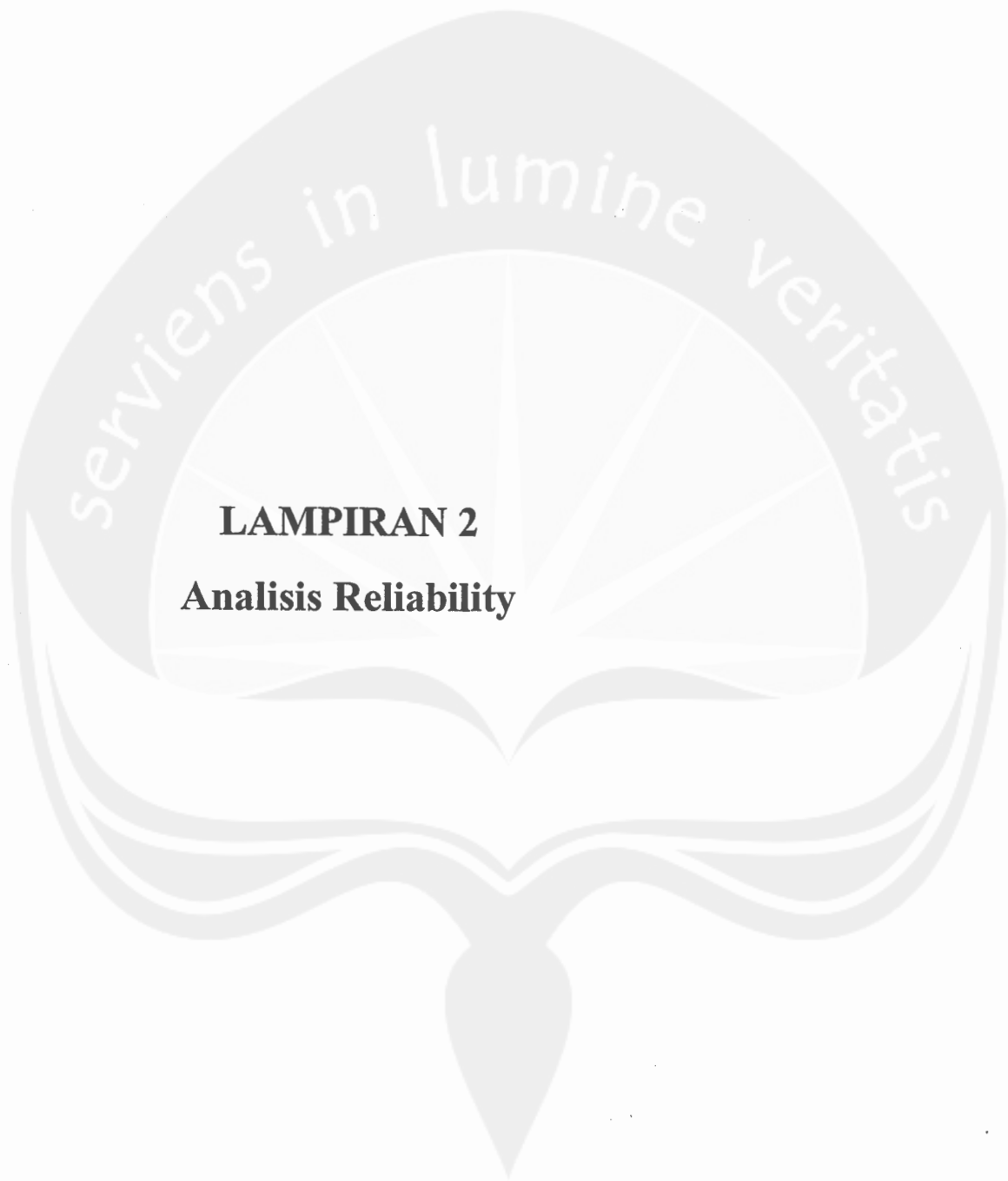
A. Informasi umum responden

1. Jenis Kelamin : Pria Wanita
2. Usia : Kurang dari 17 tahun 35 – 44 tahun
 18 – 24 tahun 45 – 54 tahun
 25 – 34 tahun lebih dari 55 tahun
3. Pendidikan Terakhir : SMA S2
 Diploma S3
 S1 Lainnya: _____
4. Pekerjaan : Ibu rumah tangga Karyawan Swasta
 Mahasiswa Dosen
 Pelajar Lainnya: _____
 Pegawai Negeri

3. Daftar Pertanyaan

1. Apakah anda memiliki produk berikut:
- a. Laptop Ya Tidak
- b. Kamera Digital Ya Tidak
2. Jika anda berpikir tentang laptop, merek mana yang muncul pertama kali dalam pikiran anda?

3. Jika anda berpikir tentang kamera digital, merek mana yang muncul pertama kali dalam pikiran anda?



LAMPIRAN 2
Analisis Reliability

Uji Reliability Laptop dan Kamera

SINCERITY

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	1008	100,0
	Excluded(a)	0	,0
	Total	1008	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,896	,901	11

Item Statistics

	Mean	Std. Deviation	N
op1	6,1667	2,35524	1008
op2	6,0317	2,26781	1008
op3	3,6984	2,52344	1008
op4	5,9435	2,13724	1008
op5	5,8899	2,15090	1008
op6	6,3442	2,10252	1008
op7	6,3363	2,12914	1008
op8	6,5804	2,22460	1008
op9	6,1825	2,30935	1008
op10	5,0982	2,53619	1008
op11	6,4931	2,19911	1008

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
em Means	5,888	3,698	6,580	2,882	1,779	,686	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
bp1	58,5982	255,339	,592	,489	,888
bp2	58,7331	252,126	,669	,552	,884
bp3	61,0665	280,445	,220	,198	,911
bp4	58,8214	250,480	,745	,615	,880
bp5	58,8750	250,564	,738	,600	,880
bp6	58,4206	251,420	,744	,674	,880
bp7	58,4286	250,549	,747	,664	,880
bp8	58,1845	251,138	,700	,633	,882
bp9	58,5823	248,241	,713	,526	,881
bp10	59,6667	263,229	,435	,293	,899
bp11	58,2718	252,051	,695	,527	,882

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
64,7649	305,425	17,47642	11

EXCITEMENT

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	1008	100,0
	Excluded(a)	0	,0
	Total	1008	100,0

Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,946	,946	11

Item Statistics

	Mean	Std. Deviation	N
bp12	6,4673	2,22135	1008
bp13	6,6071	2,22392	1008
bp14	6,3363	2,27568	1008
bp15	6,5536	2,20073	1008
bp16	6,7024	2,12815	1008
bp17	6,3224	2,38212	1008
bp18	6,5635	2,21934	1008
bp19	6,4494	2,24060	1008
bp20	6,7192	2,32203	1008
bp21	6,1657	2,26658	1008
bp22	6,0198	2,27058	1008

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6,446	6,020	6,719	,699	1,116	,048	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
bp12	64,4395	331,696	,758	,622	,941
bp13	64,2996	329,193	,791	,709	,940
bp14	64,5704	328,859	,775	,702	,940
bp15	64,3532	328,838	,806	,693	,939
bp16	64,2044	333,053	,778	,638	,940
bp17	64,5843	327,167	,756	,637	,941
bp18	64,3433	327,076	,822	,718	,939
bp19	64,4573	328,044	,800	,687	,939
bp20	64,1875	328,480	,762	,681	,941
bp21	64,7411	334,091	,709	,573	,943
bp22	64,8869	341,197	,616	,496	,946

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
70,9067	397,995	19,94982	11

COMPETENCE

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	1008	100,0
	Excluded(a)	0	,0
	Total	1008	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,952	,952	9

Item Statistics

	Mean	Std. Deviation	N
bp23	6,6220	2,22850	1008
bp24	6,5427	2,29246	1008
bp25	6,7361	2,18822	1008
bp26	6,7589	2,13321	1008
bp27	6,7242	2,21875	1008
bp28	6,2679	2,17224	1008
bp29	6,6181	2,12890	1008
op30	6,3879	2,18129	1008
op31	6,4732	2,15839	1008

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6,570	6,268	6,759	,491	1,078	,028	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
bp23	52,5089	221,013	,814	,706	,945
bp24	52,5883	219,651	,810	,706	,946
bp25	52,3948	221,568	,822	,761	,945
bp26	52,3720	221,102	,855	,810	,943
bp27	52,4067	221,733	,806	,696	,946
bp28	52,8631	226,404	,747	,631	,949
bp29	52,5129	224,095	,805	,743	,946
bp30	52,7431	222,711	,806	,730	,946
bp31	52,6577	224,337	,788	,695	,947

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
59,1310	279,923	16,73091	9

SOPHISTICATION

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	1008	100,0
	Excluded(a)	0	,0
	Total	1008	100,0

Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,925	,927	6

Item Statistics

	Mean	Std. Deviation	N
bp32	6,6587	2,19836	1008
bp33	6,5704	2,18894	1008
bp34	6,7054	2,16120	1008
bp35	6,6677	2,12884	1008
bp36	5,7748	2,44256	1008
bp37	6,2083	2,14616	1008

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6,431	5,775	6,705	,931	1,161	,137	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
bp32	31,9266	89,997	,806	,707	,909
bp33	32,0149	88,795	,845	,761	,904
bp34	31,8800	89,742	,831	,773	,906
bp35	31,9177	89,480	,855	,781	,903
bp36	32,8105	92,771	,631	,500	,934
bp37	32,3770	92,324	,764	,627	,914

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
38,5853	128,428	11,33259	6

RUGGEDNESS

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	1008	100,0
	Excluded(a)	0	,0
	Total	1008	100,0

Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,825	,827	5

Item Statistics

	Mean	Std. Deviation	N
sp38	6,1151	2,31541	1008
sp39	6,1081	2,34578	1008
sp40	6,2371	2,38173	1008
sp41	5,9623	2,46174	1008
sp42	4,9365	2,61307	1008

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
em Means	5,872	4,937	6,237	1,301	1,263	,283	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
bp38	23,2440	59,325	,612	,477	,792
bp39	23,2510	56,969	,679	,488	,773
bp40	23,1220	57,192	,657	,503	,780
bp41	23,3968	56,097	,661	,486	,778
bp42	24,4226	59,428	,503	,323	,826

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29,3591	86,528	9,30206	5

Perceived Quality

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	1008	100,0
	Excluded(a)	0	,0
	Total	1008	100,0

Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,959	,959	5

Item Statistics

	Mean	Std. Deviation	N
pq1	6,9514	2,06176	1008
pq2	7,0645	1,96312	1008
pq3	6,9861	2,02757	1008
pq4	7,0069	2,06809	1008
pq5	6,9534	2,01799	1008

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6,992	6,951	7,064	,113	1,016	,002	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
pq1	28,0109	56,899	,873	,789	,951
pq2	27,8978	57,276	,914	,844	,944
pq3	27,9762	57,247	,878	,778	,950
pq4	27,9554	56,223	,896	,804	,947
pq5	28,0089	57,810	,861	,751	,953

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
34,9623	88,296	9,39662	5

Brand Loyalty

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	1008	100,0
	Excluded(a)	0	,0
	Total	1008	100,0

Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,909	,910	2

Item Statistics

	Mean	Std. Deviation	N
bl1	5,5794	2,74534	1008
bl2	5,5764	2,87373	1008

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5,578	5,576	5,579	,003	1,001	,000	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
bl1	5,5764	8,258	,835	,697	.(a)
bl2	5,5794	7,537	,835	,697	.(a)

The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,1558	28,966	5,38199	2



LAMPIRAN 3

MANOVA

BORA LAPTOP

General Linear Model

Between-Subjects Factors

	N
BORALAP .00	31
.33	58
.67	53
1.00	26

Descriptive Statistics

	BORALAP	Mean	Std. Deviation	N
3A	.00	5.9271	1.53344	31
	.33	6.1350	1.33591	58
	.67	6.1115	.97423	53
	1.00	5.9796	1.09385	26
	Total	6.0652	1.23014	168
PQ	.00	6.7658	1.24958	31
	.33	6.9317	1.31135	58
	.67	6.8602	1.21392	53
	1.00	6.8023	1.28160	26
	Total	6.8585	1.25544	168
3L	.00	4.9677	1.85955	31
	.33	5.4222	2.31468	58
	.67	5.1170	1.89711	53
	1.00	4.9169	2.50650	26
	Total	5.1639	2.13343	168

Box's Test of Equality of Covariance Matrices(a)

Box's M	30.064
	1.607
f1	18
f2	44319.858
sig.	.049

tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.
Design: Intercept+BORALAP

Multivariate Tests(c)

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.967	1560.378(a)	3.000	162.000	.000
	Wilks' Lambda	.033	1560.378(a)	3.000	162.000	.000
	Hotelling's Trace	28.896	1560.378(a)	3.000	162.000	.000
	Roy's Largest Root	28.896	1560.378(a)	3.000	162.000	.000
BORALAP	Pillai's Trace	.012	.211	9.000	492.000	.993
	Wilks' Lambda	.988	.209	9.000	394.416	.993
	Hotelling's Trace	.012	.208	9.000	482.000	.993
	Roy's Largest Root	.010	.519(b)	3.000	164.000	.669

Exact statistic

The statistic is an upper bound on F that yields a lower bound on the significance level.

Design: Intercept+BORALAP

Levene's Test of Equality of Error Variances(a)

	F	df1	df2	Sig.
3A	2.681	3	164	.049
3Q	.076	3	164	.973
3L	1.431	3	164	.236

tests the null hypothesis that the error variance of the dependent variable is equal across groups.

Design: Intercept+BORALAP

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	BA	1.178(a)	3	.393	.256	.857
	PQ	.660(b)	3	.220	.137	.938
	BL	6.766(c)	3	2.255	.491	.689
Intercept	BA	5460.864	1	5460.864	3560.456	.000
	PQ	7007.196	1	7007.196	4376.950	.000
	BL	3904.703	1	3904.703	850.042	.000
BORALAP	BA	1.178	3	.393	.256	.857
	PQ	.660	3	.220	.137	.938
	BL	6.766	3	2.255	.491	.689
Error	BA	251.536	164	1.534		
	PQ	262.553	164	1.601		
	BL	753.341	164	4.594		
Total	BA	6432.827	168			
	PQ	8165.796	168			
	BL	5239.919	168			
Corrected Total	BA	252.714	167			
	PQ	263.212	167			
	BL	760.108	167			

R Squared = .005 (Adjusted R Squared = -.014)

R Squared = .003 (Adjusted R Squared = -.016)

R Squared = .009 (Adjusted R Squared = -.009)

Estimated Marginal Means

BORALAP

Dependent Variable	BORALAP	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
A	.00	5.927	.222	5.488	6.366
	.33	6.135	.163	5.814	6.456
	.67	6.112	.170	5.776	6.447
	1.00	5.980	.243	5.500	6.459
Q	.00	6.766	.227	6.317	7.215
	.33	6.932	.166	6.604	7.260
	.67	6.860	.174	6.517	7.203
	1.00	6.802	.248	6.312	7.292
-	.00	4.968	.385	4.208	5.728
	.33	5.422	.281	4.867	5.978
	.67	5.117	.294	4.536	5.698
	1.00	4.917	.420	4.087	5.747

BORAKAMERA

General Linear Model

Between-Subjects Factors

	N
BORAKAM .00	54
.33	49
.67	58
1.00	7

Descriptive Statistics

	BORAKAM	Mean	Std. Deviation	N
3A	.00	6.2539	1.81311	54
	.33	6.6284	1.19877	49
	.67	6.4474	.92166	58
	1.00	6.6571	1.26491	7
	Total	6.4467	1.35178	168
3Q	.00	7.1283	1.57046	54
	.33	7.2102	1.40730	49
	.67	7.0186	1.25459	58
	1.00	7.4086	1.62731	7
	Total	7.1260	1.41202	168
3L	.00	5.9907	2.26964	54
	.33	6.2006	2.13935	49
	.67	5.8912	2.00624	58
	1.00	5.3800	1.78441	7
	Total	5.9921	2.11436	168

Box's Test of Equality of Covariance Matrices(a)

Box's M	39.193
F	1.987
Sig.	.18
df1	2033.614
df2	.008

tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

Design: Intercept+BORAKAM

Multivariate Tests(c)

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.935	770.532(a)	3.000	162.000	.000
	Wilks' Lambda	.065	770.532(a)	3.000	162.000	.000
	Hotelling's Trace	14.269	770.532(a)	3.000	162.000	.000
	Roy's Largest Root	14.269	770.532(a)	3.000	162.000	.000
BORAKAM	Pillai's Trace	.033	.615	9.000	492.000	.785
	Wilks' Lambda	.967	.609	9.000	394.416	.789
	Hotelling's Trace	.034	.604	9.000	482.000	.794
	Roy's Largest Root	.019	1.062(b)	3.000	164.000	.367

Exact statistic

The statistic is an upper bound on F that yields a lower bound on the significance level.

Design: Intercept+BORAKAM

Levene's Test of Equality of Error Variances(a)

	F	df1	df2	Sig.
BA	3.899	3	164	.010
PQ	.882	3	164	.452
IL	.416	3	164	.741

tests the null hypothesis that the error variance of the dependent variable is equal across groups.

Design: Intercept+BORAKAM

Tests of Between-Subjects Effects

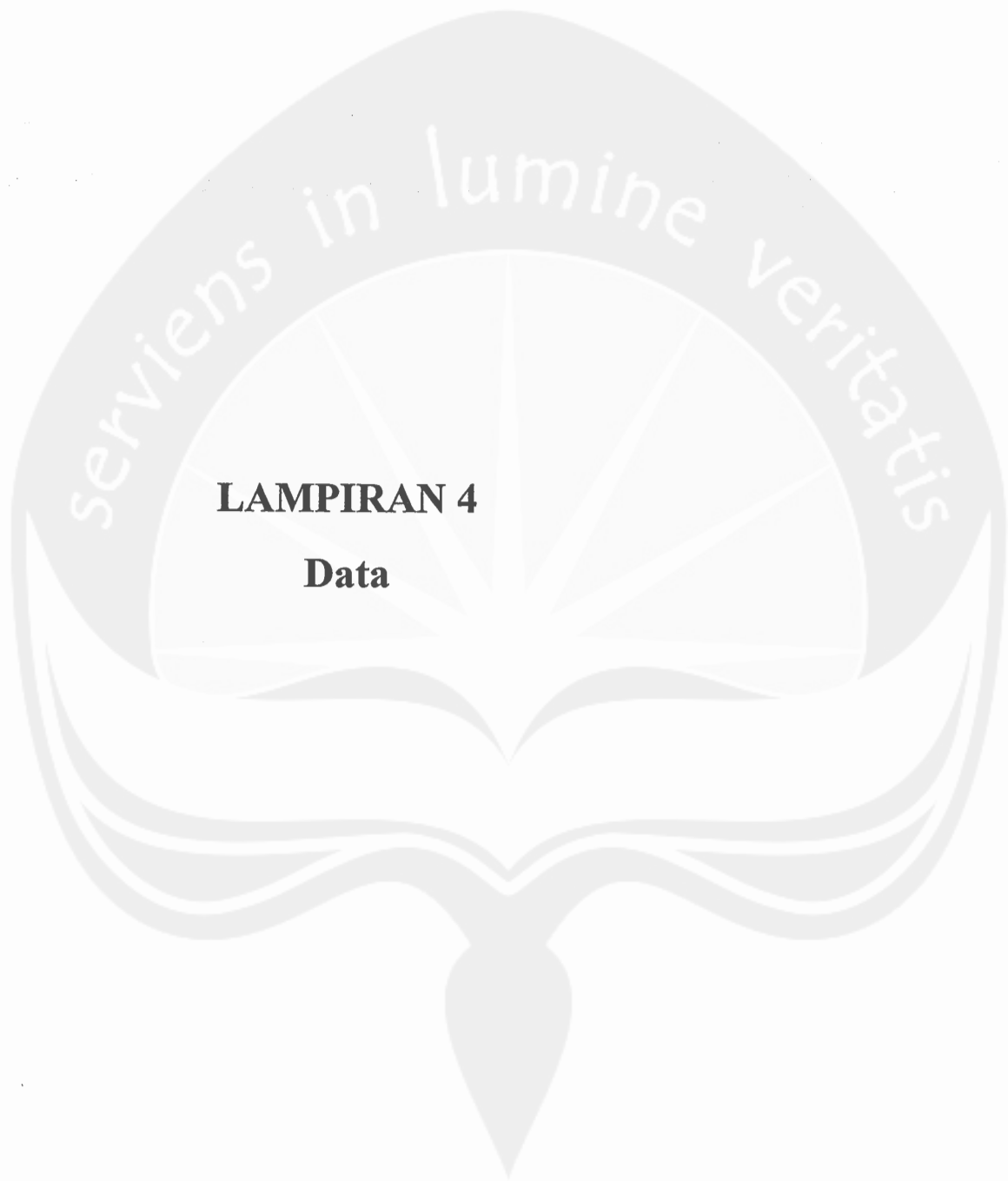
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	BA	3.935(a)	3	1.312	.714	.545
	PQ	1.575(b)	3	.525	.260	.854
	BL	5.344(c)	3	1.781	.394	.757
Intercept	BA	3393.110	1	3393.110	1847.343	.000
	PQ	4157.600	1	4157.600	2057.548	.000
	BL	2765.940	1	2765.940	611.970	.000
BORAKAM	BA	3.935	3	1.312	.714	.545
	PQ	1.575	3	.525	.260	.854
	BL	5.344	3	1.781	.394	.757
Error	BA	301.227	164	1.837		
	PQ	331.388	164	2.021		
	BL	741.236	164	4.520		
Total	BA	7287.289	168			
	PQ	8864.011	168			
	BL	6778.750	168			
Corrected Total	BA	305.162	167			
	PQ	332.963	167			
	BL	746.580	167			

R Squared = .013 (Adjusted R Squared = -.005)
R Squared = .005 (Adjusted R Squared = -.013)
R Squared = .007 (Adjusted R Squared = -.011)

Estimated Marginal Means

BORAKAM

Dependent Variable	BORAKAM	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
A	.00	6.254	.184	5.890	6.618
	.33	6.628	.194	6.246	7.011
	.67	6.447	.178	6.096	6.799
	1.00	6.657	.512	5.646	7.669
Q	.00	7.128	.193	6.746	7.510
	.33	7.210	.203	6.809	7.611
	.67	7.019	.187	6.650	7.387
	1.00	7.409	.537	6.348	8.469
L	.00	5.991	.289	5.419	6.562
	.33	6.201	.304	5.601	6.800
	.67	5.891	.279	5.340	6.442
	1.00	5.380	.804	3.793	6.967



LAMPIRAN 4

Data

BORA Laptop

Resp.	Toshiba	Compaq	Samsung	BORA	45	0	0	0	0,00
1	0	0	0	0,00	46	0	0	1	0,33
2	1	0	1	0,67	47	0	0	0	0,00
3	1	1	1	1,00	48	1	0	1	0,67
4	1	0	0	0,33	49	0	0	0	0,00
5	1	0	0	0,33	50	1	0	1	0,67
6	1	1	1	1,00	51	0	0	0	0,00
7	1	0	1	0,67	52	1	0	1	0,67
8	1	0	1	0,67	53	1	0	1	0,67
9	1	0	1	0,67	54	1	0	1	0,67
10	1	0	1	0,67	55	1	0	1	0,67
11	1	0	1	0,67	56	0	1	0	0,33
12	1	0	1	0,67	57	0	0	1	0,33
13	1	0	0	0,33	58	1	1	1	1,00
14	1	0	0	0,33	59	1	1	1	1,00
15	1	1	1	1,00	60	0	0	1	0,33
16	0	0	0	0,00	61	1	0	1	0,67
17	1	0	0	0,33	62	1	0	1	0,67
18	0	0	1	0,33	63	1	1	1	1,00
19	1	0	1	0,67	64	1	1	1	1,00
20	0	0	0	0,00	65	1	0	1	0,67
21	1	0	0	0,33	66	1	1	1	1,00
22	1	0	0	0,33	67	0	0	1	0,33
23	0	0	0	0,00	68	0	0	1	0,33
24	1	0	1	0,67	69	1	0	1	0,67
25	1	0	1	0,67	70	1	0	1	0,67
26	0	0	0	0,00	71	0	0	0	0,00
27	1	1	1	1,00	72	0	0	0	0,00
28	0	0	1	0,33	73	1	0	0	0,33
29	0	0	1	0,33	74	1	0	0	0,33
30	0	0	1	0,33	75	0	0	1	0,33
31	0	0	1	0,33	76	1	0	0	0,33
32	1	1	0	0,67	77	1	0	0	0,33
33	1	0	1	0,67	78	1	1	1	1,00
34	1	0	0	0,33	79	0	0	0	0,00
35	1	0	0	0,33	80	0	0	0	0,00
36	1	0	1	0,67	81	1	1	1	1,00
37	0	0	0	0,00	82	1	0	0	0,33
38	0	0	0	0,00	83	1	0	0	0,33
39	0	0	0	0,00	84	1	0	1	0,67
40	1	0	0	0,33	85	1	0	0	0,33
41	0	0	0	0,00	86	0	0	0	0,00
42	0	0	0	0,00	87	1	0	0	0,33
43	0	1	1	0,67	88	1	1	0	0,67
44	1	0	0	0,33	89	0	0	0	0,00

90	0	0	0	0,00	136	1	0	1	0,67
91	1	0	0	0,33	137	1	1	1	1,00
92	1	0	0	0,33	138	1	1	1	1,00
93	1	0	0	0,33	139	1	1	1	1,00
94	1	0	0	0,33	140	1	0	1	0,67
95	1	0	0	0,33	141	1	0	1	0,67
96	0	0	1	0,33	142	1	1	1	1,00
97	1	0	1	0,67	143	0	1	0	0,33
98	0	0	0	0,00	144	0	0	0	0,00
99	1	0	0	0,33	145	1	1	1	1,00
100	1	0	0	0,33	146	1	1	0	0,67
101	1	0	1	0,67	147	1	0	0	0,33
102	1	1	1	1,00	148	0	0	0	0,00
103	0	0	1	0,33	149	1	0	0	0,33
104	1	0	1	0,67	150	1	1	0	0,67
105	1	0	0	0,33	151	1	1	1	1,00
106	1	0	0	0,33	152	1	0	0	0,33
107	1	0	0	0,33	153	0	0	0	0,00
108	1	0	1	0,67	154	0	0	0	0,00
109	0	0	1	0,33	155	0	0	0	0,00
110	1	0	1	0,67	156	1	0	0	0,33
111	1	0	0	0,33	157	1	0	1	0,67
112	1	0	0	0,33	158	1	0	1	0,67
113	1	0	1	0,67	159	0	0	1	0,33
114	1	0	1	0,67	160	1	1	1	1,00
115	1	0	1	0,67	161	1	0	1	0,67
116	1	0	1	0,67	162	1	0	1	0,67
117	1	0	1	0,67	163	1	0	1	0,67
118	1	0	1	0,67	164	1	1	1	1,00
119	1	1	1	1,00	165	1	0	0	0,33
120	1	0	1	0,67	166	0	1	0	0,33
121	1	0	1	0,67	167	0	0	1	0,33
122	1	0	1	0,67	168	0	0	0	0,00
123	1	0	1	0,67					
124	1	1	1	1,00					
125	1	1	1	1,00					
126	1	1	1	1,00					
127	0	0	0	0,00					
128	1	0	0	0,33					
129	0	0	0	0,00					
130	0	1	0	0,33					
131	0	0	0	0,00					
132	1	1	1	1,00					
133	1	0	0	0,33					
134	1	1	1	1,00					
135	1	0	1	0,67					

BORA Kamera

Resp.	Sony	Kodak	Samsung	BORA	45	0	0	0	0,00
1	0	0	0	0,00	46	0	0	1	0,33
2	1	1	1	1,00	47	0	0	0	0,00
3	1	1	1	1,00	48	1	0	1	0,67
4	1	0	0	0,33	49	0	0	0	0,00
5	0	0	0	0,00	50	0	1	0	0,33
6	1	0	1	0,67	51	0	0	0	0,00
7	0	0	1	0,33	52	1	1	1	1,00
8	1	0	1	0,67	53	1	0	1	0,67
9	0	0	1	0,33	54	1	0	1	0,67
10	0	0	1	0,33	55	1	0	1	0,67
11	0	0	1	0,33	56	1	0	0	0,33
12	1	0	1	0,67	57	0	0	1	0,33
13	1	0	0	0,33	58	1	0	1	0,67
14	0	0	0	0,00	59	1	0	1	0,67
15	1	0	1	0,67	60	1	0	0	0,33
16	0	0	0	0,00	61	1	0	1	0,67
17	1	0	0	0,33	62	1	0	1	0,67
18	0	0	1	0,33	63	1	1	1	1,00
19	1	0	1	0,67	64	1	0	1	0,67
20	0	0	0	0,00	65	1	0	1	0,67
21	1	0	0	0,33	66	1	0	1	0,67
22	1	0	0	0,33	67	1	0	1	0,67
23	1	0	0	0,33	68	0	0	1	0,33
24	1	0	1	0,67	69	1	0	1	0,67
25	1	0	1	0,67	70	1	0	1	0,67
26	0	0	0	0,00	71	0	0	0	0,00
27	0	0	1	0,33	72	0	0	0	0,00
28	1	0	1	0,67	73	0	0	0	0,00
29	1	0	1	0,67	74	0	0	0	0,00
30	1	0	1	0,67	75	0	0	1	0,33
31	0	0	1	0,33	76	0	0	0	0,00
32	1	0	0	0,33	77	0	0	0	0,00
33	1	0	1	0,67	78	0	0	1	0,33
34	0	0	0	0,00	79	0	0	0	0,00
35	0	0	0	0,00	80	0	0	0	0,00
36	1	0	1	0,67	81	1	0	1	0,67
37	1	0	0	0,33	82	0	0	0	0,00
38	0	0	0	0,00	83	0	0	0	0,00
39	0	0	0	0,00	84	1	0	1	0,67
40	0	0	0	0,00	85	0	0	0	0,00
41	1	0	0	0,33	86	0	0	0	0,00
42	1	1	0	0,67	87	0	0	0	0,00
43	0	0	1	0,33	88	0	0	0	0,00
44	0	0	0	0,00	89	0	0	0	0,00

90	1	0	0	0,33	136	1	0	1	0,67
91	0	0	0	0,00	137	1	0	1	0,67
92	0	0	0	0,00	138	0	1	1	0,67
93	1	0	0	0,33	139	1	0	1	0,67
94	0	0	0	0,00	140	1	0	1	0,67
95	0	1	0	0,33	141	1	0	1	0,67
96	0	0	1	0,33	142	0	0	1	0,33
97	0	0	1	0,33	143	1	0	0	0,33
98	0	0	0	0,00	144	0	0	0	0,00
99	0	0	0	0,00	145	1	1	1	1,00
100	0	0	0	0,00	146	0	0	0	0,00
101	0	0	1	0,33	147	0	0	0	0,00
102	1	0	1	0,67	148	0	0	0	0,00
103	0	0	1	0,33	149	1	0	0	0,33
104	1	0	1	0,67	150	0	0	0	0,00
105	0	0	0	0,00	151	0	0	1	0,33
106	1	0	0	0,33	152	0	0	0	0,00
107	0	0	0	0,00	153	0	0	0	0,00
108	1	0	1	0,67	154	0	0	0	0,00
109	0	0	1	0,33	155	1	0	0	0,33
110	1	1	1	1,00	156	1	0	0	0,33
111	1	0	0	0,33	157	0	0	0	0,00
112	0	0	0	0,00	158	0	0	1	0,33
113	1	0	1	0,67	159	0	0	0	0,00
114	0	0	1	0,33	160	1	0	1	0,67
115	1	0	1	0,67	161	1	0	1	0,67
116	1	0	1	0,67	162	1	0	1	0,67
117	0	0	1	0,33	163	1	0	1	0,67
118	1	0	1	0,67	164	1	0	1	0,67
119	1	0	1	0,67	165	1	0	0	0,33
120	1	0	1	0,67	166	0	1	0	0,33
121	1	0	1	0,67	167	1	0	1	0,67
122	1	0	1	0,67	168	0	0	0	0,00
123	1	0	1	0,67					
124	1	0	1	0,67					
125	1	0	1	0,67					
126	1	0	1	0,67					
127	1	0	0	0,33					
128	0	0	0	0,00					
129	1	0	0	0,33					
130	0	0	1	0,33					
131	0	0	0	0,00					
132	1	1	1	1,00					
133	0	0	0	0,00					
134	1	0	1	0,67					
135	1	0	1	0,67					

Input Data MANOVA (Laptop)

				.00	6.96	8.27	3.33
				.33	4.32	6.33	.67
0	5.63	6.93	7.50	.00	3.44	6.53	3.83
7	6.85	8.40	4.50	.67	6.18	6.80	2.50
00	7.17	7.87	4.50	.00	4.91	6.93	3.33
3	7.20	7.73	7.67	.67	3.56	6.33	.00
3	7.75	7.40	.00	.00	7.75	8.00	8.00
00	7.17	9.40	5.17	.67	7.67	8.33	5.67
7	4.34	5.40	3.33	.67	4.56	4.67	4.00
7	6.42	7.53	3.67	.67	6.45	6.47	6.67
7	4.93	7.07	5.67	.67	5.96	8.80	6.33
7	5.72	7.40	5.00	.33	7.23	7.67	5.83
7	6.98	8.87	7.50	.33	5.92	7.67	5.17
7	5.38	6.60	6.50	1.00	6.44	8.07	7.83
3	6.86	7.67	7.50	1.00	5.11	4.40	4.33
3	5.69	7.20	6.50	.33	5.63	6.60	6.33
00	5.60	8.40	8.17	.67	6.21	7.20	6.67
0	5.10	5.67	5.50	.67	6.20	6.53	5.33
3	4.56	4.20	3.00	1.00	5.97	6.93	1.17
3	8.09	7.47	7.00	1.00	7.03	7.13	5.17
7	5.99	8.00	8.00	.67	6.55	7.20	4.67
0	3.79	5.93	3.00	1.00	7.57	7.33	7.67
3	6.97	8.00	5.00	.33	6.19	6.67	5.33
3	8.12	8.73	8.67	.33	7.13	6.87	7.33
0	8.24	5.27	1.33	.67	6.35	6.53	7.17
7	7.11	7.00	7.00	.67	7.00	6.67	6.67
7	6.65	8.20	5.83	.00	6.33	7.73	5.00
0	6.60	7.73	5.83	.00	7.02	7.33	7.50
00	6.88	7.60	2.67	.33	6.17	8.00	8.33
3	5.90	7.53	6.83	.33	5.48	7.13	4.50
3	5.25	6.73	2.50	.33	6.40	6.53	3.83
3	6.60	7.53	7.00	.33	5.88	6.73	5.17
3	4.47	4.67	2.67	.33	7.42	7.60	5.17
7	6.60	4.93	3.67	1.00	7.55	7.53	8.33
7	7.51	8.20	5.00	.00	5.92	5.67	5.17
3	5.30	6.47	.50	.00	7.85	9.33	7.17
3	7.08	7.80	7.67	1.00	6.08	6.20	7.17
7	6.27	7.73	6.67	.33	2.60	3.67	3.00
0	5.83	4.87	4.17	.33	8.57	8.73	5.33
0	5.46	6.53	4.50	.67	7.44	8.67	8.17
0	5.94	7.67	7.50	.33	7.61	7.87	8.17
3	6.17	5.13	5.33	.00	4.52	5.00	4.33
0	7.20	7.67	7.67	.33	5.74	7.60	3.83
0	6.15	8.00	6.50	.67	6.43	8.67	4.17
7	6.83	7.87	5.33	.00	5.68	6.47	2.17
3	7.79	8.27	8.17	.00	7.17	8.47	6.17

13	5.17	5.73	5.50	1.00	4.64	4.93	.00
13	5.17	5.73	5.67	1.00	6.78	7.20	3.00
13	7.63	8.00	7.50	1.00	6.28	6.13	.00
13	6.02	6.53	4.50	.67	5.63	5.47	5.50
13	6.13	7.53	5.00	.67	5.21	5.27	4.50
13	4.14	6.33	.50	1.00	3.93	6.00	3.00
17	7.07	7.20	6.83	.33	7.76	7.93	7.17
10	8.07	7.87	7.67	.00	2.80	5.33	2.33
13	5.49	6.20	7.33	1.00	5.43	6.13	5.50
13	5.88	6.33	6.33	.67	7.87	9.00	5.00
17	4.62	5.87	3.17	.33	7.17	9.67	8.83
00	5.54	8.67	9.17	.00	5.28	5.87	5.00
3	7.66	8.20	5.67	.33	4.09	6.00	6.00
7	7.00	7.00	7.00	.67	6.92	8.53	.00
3	5.29	5.07	4.33	1.00	3.33	6.00	3.33
3	4.77	4.60	.67	.33	4.17	6.00	6.00
3	8.38	8.87	8.00	.00	5.94	4.87	4.17
7	5.76	6.80	4.83	.00	8.20	8.00	4.17
3	7.41	8.73	5.00	.00	3.18	5.33	5.33
7	6.28	7.33	3.83	.33	6.12	7.93	6.17
3	6.03	5.00	.00	.67	5.35	5.67	5.33
3	8.10	8.13	6.83	.67	5.83	6.00	5.67
7	6.63	7.40	8.17	.33	4.44	6.07	5.50
7	8.10	8.53	6.67	1.00	6.30	6.67	6.67
7	5.25	5.40	4.00	.67	4.29	5.53	2.67
7	5.76	5.00	4.50	.67	6.04	5.60	6.00
7	6.90	7.93	8.00	.67	5.02	5.13	5.00
7	5.35	5.53	.00	1.00	4.64	4.20	2.33
00	5.57	6.80	6.33	.33	5.45	6.07	6.00
7	5.06	5.87	4.67	.33	7.23	8.87	8.83
7	6.12	6.33	4.33	.33	6.02	6.33	5.83
7	4.75	5.40	4.67	.00	5.76	6.47	3.50
7	5.62	5.67	4.17				
00	6.20	5.47	6.00				
00	6.44	7.67	6.00				
00	5.03	5.47	5.50				
0	7.18	7.67	6.00				
3	5.83	7.53	7.33				
0	6.67	7.40	3.00				
3	4.67	6.33	6.67				
0	3.17	4.93	3.33				
00	5.61	6.93	3.33				
3	3.52	4.13	3.33				
00	7.18	7.73	5.50				
7	6.42	6.53	4.33				
7	6.92	7.53	6.67				

Input Data MANOVA (Kamera)

				.00	5.94	8.13	4.33
				.33	6.86	8.53	4.50
10	6.77	8.87	7.67	.00	5.79	6.93	6.50
.00	8.55	9.40	6.83	.67	6.76	6.87	4.67
.00	7.16	8.73	7.17	.00	4.07	3.60	5.00
3	7.21	8.00	8.33	.33	5.29	6.20	.00
0	7.65	8.00	5.00	.00	8.00	8.27	8.17
7	5.39	9.60	5.67	1.00	7.83	8.27	6.33
3	7.52	8.60	7.50	.67	4.98	6.00	6.00
7	7.22	8.20	3.67	.67	6.67	7.40	7.50
3	5.83	5.80	6.33	.67	6.47	8.93	7.17
3	7.15	8.60	5.00	.33	7.25	7.80	6.83
3	6.68	4.33	7.33	.33	6.22	6.87	5.83
7	5.95	5.67	6.50	.67	7.00	7.07	7.50
3	7.69	8.00	7.50	.67	5.68	5.00	4.83
0	6.40	7.60	6.33	.33	7.01	7.00	7.33
7	6.60	7.67	7.67	.67	6.35	7.67	6.67
0	5.10	5.07	6.50	.67	6.71	7.67	5.00
3	4.25	5.13	3.67	1.00	6.37	8.27	2.50
3	8.22	9.33	7.67	.67	7.09	7.27	4.50
7	8.18	8.00	8.00	.67	6.29	7.53	5.67
0	6.74	7.27	6.83	.67	6.01	7.53	8.00
3	7.31	8.00	6.50	.67	6.22	5.67	4.83
3	9.25	9.00	9.00	.33	7.22	8.27	8.17
3	5.38	6.13	.67	.67	6.49	7.47	7.83
7	7.39	8.20	8.33	.67	7.43	7.67	7.17
7	8.47	8.67	7.67	.00	7.48	7.93	8.00
	7.19	8.20	7.83	.00	7.60	7.73	7.33
	6.54	6.53	4.17	.00	10.00	10.00	10.00
	7.19	7.33	6.33	.00	7.60	7.93	7.33
	5.41	6.60	3.17	.33	7.24	7.33	7.50
	7.17	7.33	6.33	.00	6.73	6.60	6.83
	5.98	5.33	4.50	.00	5.32	6.60	7.17
	6.51	6.13	6.17	.33	7.55	8.20	8.17
	7.80	9.60	1.00	.00	6.56	7.40	8.33
	7.60	7.40	6.83	.00	8.19	8.73	8.17
	7.29	8.20	6.50	.67	6.63	6.20	8.17
	7.84	9.00	7.67	.00	.93	3.20	1.17
	6.75	7.13	5.50	.00	2.96	6.93	3.00
	4.42	3.33	.67	.67	8.28	8.33	8.83
	6.97	9.33	.00	.00	7.83	8.27	8.33
	7.02	7.80	5.33	.00	2.51	5.60	4.00
	7.12	7.67	7.67	.00	6.27	6.67	4.50
	6.24	8.20	5.50	.00	7.03	8.80	6.17
	7.37	8.67	8.00	.00	7.39	8.27	1.00
	7.98	8.73	8.67	.33	7.06	7.93	5.00

10	4.72	4.80	4.33	.67	6.21	5.27	.50
10	4.68	5.87	3.67	.67	6.45	7.60	6.50
13	7.86	7.27	7.33	.67	6.24	7.00	7.00
10	6.48	7.80	5.00	.67	5.30	6.87	8.17
13	6.51	7.53	5.33	.67	4.98	5.20	5.00
13	6.74	8.20	8.33	.33	3.33	6.87	6.50
13	7.21	7.20	6.83	.33	7.31	6.27	6.67
10	8.38	8.13	8.83	.00	.00	5.80	5.83
10	5.64	8.20	8.67	1.00	4.93	5.33	3.33
10	6.91	7.00	6.67	.00	6.00	6.67	6.67
13	5.27	7.67	4.17	.00	7.78	9.93	9.67
17	6.39	5.47	4.33	.00	6.03	6.40	5.67
13	8.44	9.53	9.33	.33	6.23	7.20	6.67
17	7.67	8.07	8.50	.00	5.48	8.33	3.33
10	5.74	5.67	5.50	.33	4.05	5.00	5.00
13	4.71	3.33	3.50	.00	4.48	6.00	6.00
10	9.00	9.53	9.67	.00	5.44	5.47	5.00
17	6.93	7.47	6.67	.00	7.76	8.20	2.50
13	7.72	7.40	8.50	.33	6.93	6.00	6.00
00	6.12	5.93	6.00	.33	6.22	6.53	5.67
13	5.90	5.20	.00	.00	5.87	5.67	5.67
10	7.44	7.33	6.67	.33	6.25	9.33	5.83
17	7.66	7.53	7.67	.00	5.06	5.00	5.00
13	8.60	7.93	7.17	.67	5.00	5.00	5.00
17	5.99	5.93	4.33	.67	7.05	4.87	.00
17	5.52	5.33	5.50	.67	6.11	5.47	5.67
13	6.13	7.20	7.50	.67	5.05	6.33	6.33
17	5.17	5.67	.00	.67	4.83	5.33	5.67
17	6.04	7.13	7.67	.33	6.22	10.00	10.00
17	5.10	6.00	6.00	.33	5.00	7.60	7.50
17	6.13	6.67	6.00	.67	6.80	6.33	6.33
17	4.94	5.60	4.50	.00	6.45	5.00	5.00
17	7.36	8.33	6.33				
17	5.64	5.13	5.83				
17	6.93	8.13	5.17				
17	5.99	6.20	7.17				
13	7.58	6.73	6.00				
10	6.12	6.27	6.33				
13	7.42	7.87	4.83				
13	4.70	4.93	6.33				
10	6.59	7.20	7.00				
00	5.64	5.93	5.50				
10	6.33	7.27	7.33				
17	7.29	8.67	7.67				
17	7.07	8.20	5.00				
17	6.20	7.93	5.33				

