

CHAPTER 5

CONCLUSION

5.1 Introduction

This chapter will discuss about the conclusion, the implication of this study to manager, the limitation of this study, and some suggestions for future research.

5.2 Conclusion

From the result of hypotheses testing, price quality, risk averseness, perceived risk, personal gratification, and subjective norm were all affect the attitude of consumer toward counterfeits except integrity. Integrity did not significantly affect attitude toward counterfeits, this mean that people of Yogyakarta will still purchase counterfeit products even if the person has high or low integrity. This finding fails to support the fourth hypothesis.

Price quality, risk averseness, and perceived risk were variables that had negative impact on attitude toward counterfeits. These negative impact means that people in Yogyakarta who have high consideration on these factors will have unfavorable attitude toward counterfeits and avoid this kind of products.

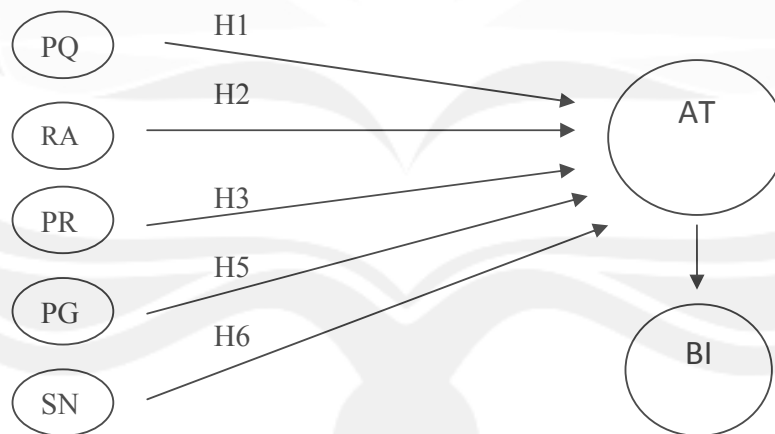
Subjective norm was the most affecting variable to attitude toward counterfeits has positive impact for attitude towards counterfeits. This positive relation mean that if consumer's friends or relatives approve or suggest the consumers to buy counterfeits, they will more likely to buy counterfeits.

Personal gratification also had affect and positive relation on attitude towards counterfeits. Economic crisis has make people of Yogyakarta who have sense of accomplishment accept counterfeit products as a substitute of high quality products even though they have high sense of accomplishment from genuine products.

Attitude toward counterfeits was significantly affect behavioral intentions and had positive relation. Thus, people in Yogyakarta that have more favorable attitudes toward counterfeits will have more favorable behavioral intentions toward counterfeits products.

Figure 5.1

Conceptual Model



5.3 Managerial Implications

From the result of hypothesis testing in chapter four, price quality had negative impact. Price quality inference was the second most influencing the attitude toward counterfeits. This result could be used for marketers to develop a

marketing strategy like set of the standard products' price that they sell in the market. This will help the producers of the goods to maintain their quality image in the eye of consumer and help the consumers to distinguish their products from counterfeits products.

Risk averseness and perceived risk as expected had negative impact to counterfeits, company can use this result to produce goods that have good performance and quality to meet the expectation of consumer to suppress the rising of counterfeits.

As in the discussion in previous chapter, sense of accomplishment proven had affect on attitude toward counterfeits, marketers can develop a strategy to produce goods that can show the social class of the buyer.

Integrity even though did not significantly affecting the attitude but it had negative impact on counterfeits, company can use this result to force the government to strengthen the regulation regarding fake and imitation products to encourage people in abide the law. Companies have to be careful with this evidence, because in Yogyakarta, both consumers with high and low integrity purchase counterfeit products.

Nevertheless, consumer's relatives play the most important role when come to the decision of purchasing counterfeits products. Yogyakarta consumer as the result of regression between subjective norm and attitude is high and positive. Marketers can use strategy to build a brand community for consumers. This brand community will make counterfeits buyers feel inferior to the members of the

genuine brand community that will eventually make the counterfeits buyer to buy genuine products.

5.4 Limitations of Research

There were some limitations in this study about the attitude of consumer toward counterfeits. The scope of this study was limited only in one city, Yogyakarta. The result of the study may be more accurate if the research is done in not only one city because more respondents are involved in the research. This study also only studied counterfeit products in general, more specific research on product category can be useful to further understand the behavior of consumers toward counterfeits. The measurement items for personal gratification also limited to only one question.

5.5 Suggestions

Future studies may focus on wider area, like in several cities. Result may be varying between one and the other cities. From the result, researcher can make comparison between cities and make general conclusion.

Future research may adopt this model of study to research more specific product categories, such as CD, DVD, clothes, shoes, accessories, toys, cosmetics, and so forth. Difference result may be obtained because the consumers who directly involve with the products will be more concern about the buying decision and products performance. Testing the hypothesis in several product categories

also will be useful to see the difference of consumer's attitude between one-product categories with other product categories.



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APPENDIX 1: QUESTIONNAIRE

Penulis akan melakukan survey untuk mengetahui penilaian dan perilaku konsumen terhadap barang-barang bajakan, sehingga diharapkan responden mengisi pertanyaan-pertanyaan dibawah dengan sejujur-jujurnya.

Produk **Gray Market** adalah barang-barang bermerk asli, dibedakan hanya dari jalur penjualan yang tidak sah oleh pemilik merk dagang.

Contoh produk **Gray Market** adalah barang-barang yang tidak bergaransi (seperti handphone, kamera, tv pada barang-barang elektronik).

Silahkan pilih salah satu jawaban yang paling sesuai dengan jawaban Anda dengan memberikan tanda centang (√) pada jawaban yang anda pilih.

JenisKelamin : Laki-laki Wanita

Umur : ≤20 th 21-25 th 26-30 th 30-40 th
 ≥41 th

Pendidikan terakhir : SD SMP SMA Universitas

Pendapatan / bln : ≤ Rp. 999.999,-
 Rp. 1.000.000,— Rp. 1.999.999,-
 Rp.2.000.000,— Rp. 2.999.999,-
 Rp.3.000.000,— Rp. 3.999.999,-
 ≥ Rp. 4.000.000,-

Keterangan: SS: Sangat Setuju S: Setuju AS: Agak Setuju N: Netral

ATS: Agak Tidak Setuju TS: Tidak Setuju

STS: Sangat Tidak Setuju

| Pertanyaan | SS | S | AS | N | ATS | TS | STS |
|---|----|---|----|---|-----|----|-----|
| 1. Secara umum, semakin mahal harga sebuah produk semakin tinggi pula kualitas produk tersebut. | | | | | | | |
| 2. Harga sebuah produk merupakan indikator yang baik atas kualitasnya | | | | | | | |
| 3. Anda harus selalu membayar sedikit lebih mahal untuk produk-produk terbaik. | | | | | | | |
| 4. Jika saya membeli sesuatu, saya tidak suka mengambil resiko. | | | | | | | |
| 5. Saya ingin memastikan bahwa produk tersebut bagus sebelum saya membelinya. | | | | | | | |
| 6. Saya tidak suka merasa tidak pasti saat membeli sesuatu. | | | | | | | |
| 7. Dengan mempertimbangkan harga, saya lebih memilih barang <i>gray market</i> . | | | | | | | |
| 8. Saya suka berbelanja barang <i>gray market</i> . | | | | | | | |
| 9. Secara umum membeli barang <i>gray market</i> biasanya menguntungkan konsumen. | | | | | | | |
| 10. Membeli barang <i>gray market</i> bukanlah tindakan yang salah | | | | | | | |
| 11. Pada prinsipnya, membeli barang <i>gray market</i> merupakan pilihan yang lebih baik. | | | | | | | |
| 12. Kerabat dan teman saya menyetujui keputusan saya dalam membeli produk bajakan. | | | | | | | |
| 13. Kerabat dan teman saya menginginkan saya membeli produk bajakan. | | | | | | | |
| 14. Resiko yang saya ambil ketika membeli produk bajakan adalah tinggi. | | | | | | | |
| 15. Kemungkinan besar produk bersangkutan tidak berfungsi. | | | | | | | |
| 16. Membeli produk bajakan mungkin merupakan keputusan buruk. | | | | | | | |

| Pertanyaan | SS | S | AS | N | ATS | TS | STS |
|---|----|---|----|---|-----|----|-----|
| 17. Saya memandang kejujuran sebagai ukuran kualitas penting dari karakter seseorang. | | | | | | | |
| 18. Saya menganggap setiap orang harus bersikap sopan. | | | | | | | |
| 19. Saya mengagumi orang yang bertanggung jawab. | | | | | | | |
| 20. Saya menyukai orang yang mampu mengendalikan diri. | | | | | | | |
| 21. Saya selalu berusaha untuk berprestasi. | | | | | | | |

Keterangan: SM: Sangat Mungkin M: Mungkin AM: Agak Mungkin N:Netral

ATM: Agak Tidak Mungkin TM: Tidak Mungkin

STM: Sangat Tidak Mungkin

| Pertanyaan | SM | M | AM | N | ATM | TM | STM |
|--|----|---|----|---|-----|----|-----|
| Seberapa mungkin anda... | | | | | | | |
| 22. ...mempertimbangkan barang bajakan sebagai alternative pilihan ketika membeli sesuatu. | | | | | | | |
| 23. ...membeli barang bajakan. | | | | | | | |
| 24. ...merekomendasikan kepada teman dan kerabat agar mereka membeli barang bajakan. | | | | | | | |
| 25. ...menyampaikan hal-hal positif tentang barang bajakan. | | | | | | | |

Terima kasih atas partisipasi Anda dalam mengisi pertanyaan-pertanyaan diatas.

QUESTIONNAIRE

Price Quality Inference

1. Generally speaking, the higher the price of a product, the higher the quality
2. The price of a product is good indicator of its quality
3. You always have to pay a bit more for the best

Risk averseness

1. When I buy something, I prefer not taking risks
2. I like to be sure the product is goods generally benefits the consumer
3. I don't like to feel uncertainty when I buy something

Attitude toward counterfeit products

1. Considering price, I prefer gray market goods
2. I like shopping for gray market goods
3. Buying gray market goods generally benefits the consumer
4. There's nothing wrong with purchasing gray market goods
5. Generally speaking, buying gray market goods is a better choice

Subjective Norm

1. My relatives and friends approve my decision to buy counterfeited products
2. My relatives and friends thin that I should buy counterfeited products

Behavioral Intentions

Considering today, what are the chances that you...

1. ...think about a counterfeited products as a choice when buying something
2. ...buy counterfeited product
3. Recommend to friends and relatives that they buy a counterfeited product
4. Say favorable things about counterfeited products

Perceived Risk

1. The risk that I take when I buy a counterfeited product is high
2. There is high probability that the product doesn't work
3. Spending money with counterfeited product might be a bad decision

Integrity

1. I consider honesty as an important quality for one's character
2. I consider very important that people be polite
3. I admire responsible people

4. I like people that have self-control
5. I respect and value people that have honesty

Personal Gratification

1. I always attempt to have a sense of accomplishment



APPENDIX 2: DATA OF THE RESPONDENTS

| Responden | Gender | Age | Education | Income | PQ1 | PQ2 | PQ3 | PQ4 | RA1 | RA2 | RA3 | RA4 | AT1 | AT2 | AT3 | AT4 | AT5 | AT6 | SN1 | SN2 | SN3 | SN4 | PR1 | PR2 | PR3 | PR4 | INT1 | INT2 | INT3 | INT4 | INT5 | PG | BI1 | BI2 | BI3 | BI4 | BI5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------|--------|-----|-----------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|----|-----|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 2 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 |
| 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 |
| 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 |

APPENDIX 3: RELIABILITY AND VALIDITY

Price Quality Inference

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 142 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 142 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .639 | 3 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| PQ1 | 11.4296 | 3.296 | .520 | .436 |
| PQ2 | 11.4789 | 3.684 | .527 | .427 |
| PQ3 | 11.1338 | 5.152 | .323 | .691 |

Risk Averseness

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 142 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 142 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .532 | 3 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| RA1 | 11.8099 | 3.928 | .370 | .395 |
| RA2 | 11.1761 | 5.664 | .373 | .431 |
| RA3 | 11.8873 | 4.257 | .329 | .465 |

Attitude

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 142 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 142 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .849 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| AT1 | 16.0141 | 23.844 | .677 | .813 |
| AT2 | 16.1901 | 24.453 | .641 | .822 |
| AT3 | 15.7606 | 24.084 | .662 | .817 |
| AT4 | 15.2887 | 24.065 | .592 | .837 |
| AT5 | 16.0986 | 24.316 | .732 | .800 |

Subjective Norm

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 142 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 142 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .861 | 2 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| SN1 | 3.1479 | 1.971 | .764 | . ^a |
| SN2 | 3.4859 | 2.663 | .764 | . ^a |

Perceived Risk

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 142 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 142 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .647 | 3 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| PR1 | 9.5634 | 5.709 | .467 | .538 |
| PR2 | 10.0563 | 5.827 | .531 | .451 |
| PR3 | 10.0845 | 6.617 | .381 | .649 |

Integrity

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 142 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 142 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .782 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| INT1 | 19.2606 | 2.776 | .585 | .746 |
| INT2 | 19.2676 | 2.963 | .576 | .742 |
| INT3 | 19.0282 | 3.559 | .673 | .706 |
| INT4 | 19.0493 | 3.664 | .617 | .729 |

Behavioral Intentions

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 142 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 142 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .827 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BI1 | 11.5775 | 18.969 | .555 | .824 |
| BI2 | 12.0845 | 16.418 | .715 | .753 |
| BI3 | 12.7817 | 16.966 | .727 | .749 |
| BI4 | 12.6761 | 17.639 | .622 | .796 |

APPENDIX 4: DESCRIPTIVE ANALYSIS

Frequencies

| | | Statistics | | | |
|---|---------|------------|-----|---------|-------|
| | | Gender | Age | Educati | Icome |
| N | Valid | 142 | 142 | 142 | 142 |
| | Missing | 0 | 0 | 0 | 0 |

Frequency Table

| | | Gender | | | |
|-------|--------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 63 | 44.4 | 44.4 | 44.4 |
| | Female | 79 | 55.6 | 55.6 | 100.0 |
| Total | | 142 | 100.0 | 100.0 | |

| | | Age | | | |
|-------|----------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | =20 th | 25 | 17.6 | 17.6 | 17.6 |
| | 21-25 th | 60 | 42.3 | 42.3 | 59.9 |
| | 26-30 th | 24 | 16.9 | 16.9 | 76.8 |
| | 30-40 th | 21 | 14.8 | 14.8 | 91.5 |
| | =41 th | 12 | 8.5 | 8.5 | 100.0 |
| | Total | 142 | 100.0 | 100.0 | |

Education

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Valid SD | 3 | 2.1 | 2.1 | 2.1 |
| SMP | 6 | 4.2 | 4.2 | 6.3 |
| SMA | 78 | 54.9 | 54.9 | 61.3 |
| Universitas | 55 | 38.7 | 38.7 | 100.0 |
| Total | 142 | 100.0 | 100.0 | |

Income

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------------|-----------|---------|---------------|--------------------|
| Valid =Rp. 999.999,- | 47 | 33.1 | 33.1 | 33.1 |
| Rp. 1.000.000,- - Rp. 1.999.999,- | 52 | 36.6 | 36.6 | 69.7 |
| Rp. 2.000.000,- - Rp. 2.999.999,- | 18 | 12.7 | 12.7 | 82.4 |
| Rp. 3.000.000,- - Rp. 3.999.999,- | 15 | 10.6 | 10.6 | 93.0 |
| =Rp. 4.000.000,- | 10 | 7.0 | 7.0 | 100.0 |
| Total | 142 | 100.0 | 100.0 | |

| | | PQ | RA | SN | PR | INT | PG | AT | BI |
|----|---------------------|---------|---------|--------|---------|-------|-------|--------|--------|
| AT | Pearson Correlation | -.250** | -.214* | .474** | -.283** | -.144 | -.018 | 1 | .481** |
| | Sig. (2-tailed) | .003 | .010 | .000 | .001 | .087 | .829 | | .000 |
| | N | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 |
| BI | Pearson Correlation | -.128 | -.261** | .601** | -.341** | -.133 | -.109 | .481** | 1 |
| | Sig. (2-tailed) | .130 | .002 | .000 | .000 | .115 | .197 | .000 | |
| | N | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 |

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

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

APPENDIX 6: ONE SAMPLE T-TEST

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|-----|-----|--------|----------------|-----------------|
| BI1 | 142 | 4.7958 | 1.61789 | .13577 |

One-Sample Test

| Test Value = 4 | | | | | | |
|----------------|-------|-----|-----------------|-----------------|---|--------|
| | | | | | 95% Confidence Interval of the Difference | |
| | t | df | Sig. (2-tailed) | Mean Difference | Lower | Upper |
| BI1 | 5.861 | 141 | .000 | .79577 | .5274 | 1.0642 |

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|-----|-----|--------|----------------|-----------------|
| BI2 | 142 | 4.2887 | 1.72828 | .14503 |

One-Sample Test

| Test Value = 4 | | | | | | |
|----------------|-------|-----|-----------------|-----------------|---|-------|
| | | | | | 95% Confidence Interval of the Difference | |
| | t | df | Sig. (2-tailed) | Mean Difference | Lower | Upper |
| BI2 | 1.991 | 141 | .048 | .28873 | .0020 | .5755 |

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|-----|-----|--------|----------------|-----------------|
| BI3 | 142 | 3.5915 | 1.63367 | .13709 |

One-Sample Test

| | Test Value = 4 | | | | | |
|-----|----------------|-----|-----------------|-----------------|---|--------|
| | | | | | 95% Confidence Interval of the Difference | |
| | t | df | Sig. (2-tailed) | Mean Difference | Lower | Upper |
| BI3 | -2.979 | 141 | .003 | -.40845 | -.6795 | -.1374 |

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|-----|-----|--------|----------------|-----------------|
| BI4 | 142 | 3.6972 | 1.70102 | .14275 |

One-Sample Test

| | Test Value = 4 | | | | | |
|-----|----------------|-----|-----------------|-----------------|---|--------|
| | | | | | 95% Confidence Interval of the Difference | |
| | t | df | Sig. (2-tailed) | Mean Difference | Lower | Upper |
| BI4 | -2.121 | 141 | .036 | -.30282 | -.5850 | -.0206 |

APPENDIX 7: REGRESSION

Variables Entered/Removed

| Model | Variables Entered | Variables Removed | Method |
|-------|--------------------------------------|-------------------|--------|
| 1 | PG, PQ, PR, RA, SN, INT ^a | | Enter |

a. All requested variables entered.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .601 ^a | .362 | .333 | .98466 |

a. Predictors: (Constant), PG, PQ, PR, RA, SN, INT

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 74.202 | 6 | 12.367 | 12.755 | .000 ^a |
| | Residual | 130.889 | 135 | .970 | | |
| | Total | 205.091 | 141 | | | |

a. Predictors: (Constant), PG, PQ, PR, RA, SN, INT

b. Dependent Variable: AT

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.667 | 1.111 | | 5.099 | .000 |
| | PQ | -.356 | .091 | -.273 | -3.898 | .000 |
| | RA | -.171 | .090 | -.137 | -1.894 | .060 |
| | SN | .397 | .061 | .469 | 6.489 | .000 |
| | PR | -.153 | .079 | -.144 | -1.946 | .054 |
| | INT | -.050 | .167 | -.024 | -.297 | .767 |
| | PG | .171 | .103 | .126 | 1.661 | .099 |

Regression

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------|-------------------|--------|
| 1 | AT ^a | | .Enter |

a. All requested variables entered.

b. Dependent Variable: BI

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .481 ^a | .231 | .226 | 1.19317 |

a. Predictors: (Constant), AT

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 59.891 | 1 | 59.891 | 42.069 | .000 ^a |
| | Residual | 199.310 | 140 | 1.424 | | |
| | Total | 259.201 | 141 | | | |

a. Predictors: (Constant), AT

b. Dependent Variable: BI

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.949 | .345 | | 5.644 | .000 |
| | AT | .540 | .083 | .481 | 6.486 | .000 |

a. Dependent Variable: BI