

BAB IV

KESIMPULAN DAN SARAN

4.1 Kesimpulan

Berdasarkan hasil analisis data dan pembahasan yang telah dilakukan, maka dapat diambil beberapa kesimpulan dari penelitian ini sebagai berikut:

4.1.1. Kesimpulan Karakteristik Responden

Kesimpulan yang dapat ditarik berdasarkan hasil analisis data karakteristik responden adalah sebagai berikut:

- a. Ditinjau dari jenis kelamin : sebagian besar responden adalah yang berjenis kelamin wanita dengan persentase sebesar 57 %.
- b. Ditinjau dari usia : responden yang paling banyak adalah mereka yang berusia 16-25 tahun dengan persentase sebesar 35 %.
- c. Ditinjau dari jenis pekerjaan : responden yang memiliki pekerjaan sebagai pelajar / mahasiswa adalah responden yang paling banyak, dengan persentase sebesar 35 %.
- d. Ditinjau dari tingkat pembelian responden terhadap produk YOU.C 1000: sebagian besar responden melakukan pembelian produk sebanyak 2 kali sebulan sebesar 68 %.

4.1.2. Tanggapan Konsumen terhadap Karakteristik Wiraniaga Produk YOU.C 1000

Rekapitulasi hasil analisis tanggapan konsumen terhadap karakteristik wiraniaga dari nilai rata-rata tanggapan yang tertinggi adalah sebagai berikut:

Rekapitulasi Hasil Analisis Tanggapan Konsumen

| No | Variabel | Nilai rata-rata | Kategori |
|----|-----------------------|-----------------|----------|
| 1 | Kedalaman pengetahuan | 3,87 | Baik |
| 2 | Pengetahuan yang luas | 3,84 | Baik |
| 3 | Antusiasme | 3,83 | Baik |
| 4 | Rasa jujur dan etika | 3,81 | Baik |
| 5 | Selera humor | 3,81 | Baik |
| 6 | Sensitivitas | 3,80 | Baik |
| 7 | Kesan pertama | 3,79 | Baik |
| 8 | Harga diri | 3,79 | Baik |
| 9 | Kreativitas | 3,76 | Baik |
| 10 | Fokus yang luas | 3,75 | Baik |
| 11 | Mengambil resiko | 3,74 | Baik |
| 12 | Adaptabilitas | 3,70 | Baik |
| | Total | 3,79 | Baik |

Secara keseluruhan tanggapan konsumen terhadap karakteristik wiraniaga produk YOU.C 1000 adalah baik, namun meskipun masuk

dalam kategori yang sama, ada perbedaan intensitas nilai rata-rata yang membedakan tingkat tanggapan konsumen. Tanggapan konsumen yang tertinggi adalah pada karakteristik kedalaman pengetahuan, disusul oleh karakteristik pengetahuan yang luas, karakteristik antusiasme, karakteristik rasa jujur dan etika, karakteristik selera humor, karakteristik sensitivitas, karakteristik kesan pertama, karakteristik harga diri, karakteristik kreativitas, karakteristik fokus yang luas, karakteristik mengambil resiko, dan tanggapan konsumen yang terendah adalah pada karakteristik adaptabilitas.

Hal ini menunjukkan bahwa hipotesis penelitian yang menyatakan bahwa tanggapan konsumen terhadap karakteristik wiraniaga produk YOU.C 1000 adalah baik, terbukti.

4.1.3. Perbedaan Tanggapan Konsumen Terhadap Karakteristik Wiraniaga Produk YOU.C 1000

Dengan menggunakan uji one sample t_{test} yang dilakukan untuk mengetahui apakah ada tidaknya perbedaan yang nyata dari selisih nilai rata-rata tanggapan konsumen terhadap karakteristik wiraniaga produk YOU.C 1000 diperoleh hasil nilai probabilitas (sign.) $0,000 < 0,05$ maka artinya H_0 ditolak dan H_1 diterima. Maka dapat disimpulkan bahwa nilai rata-rata tanggapan konsumen terhadap karakteristik wiraniaga dari setiap item pertanyaan adalah berbeda dengan rata-rata 3.

4.1.4. Perbedaan Tanggapan Konsumen Terhadap Karakteristik Wiraniaga Produk YOU.C 1000 Ditinjau Dari Frekuensi Pembelian Produk

| No. | Karakteristik | X ² hitung | X tabel | Sig | Keterangan |
|-----|-----------------------|-----------------------|---------|-------|---------------------|
| 1. | Kesan pertama | 8.438 | 12.590 | 0.208 | Tidak ada perbedaan |
| 2. | Kedalaman pengetahuan | 19.630 | 15.510 | 0.012 | Ada perbedaan |
| 3. | Pengetahuan yang luas | 7.223 | 15.510 | 0.513 | Tidak ada perbedaan |
| 4. | Adaptabilitas | 7.535 | 15.510 | 0.480 | Tidak ada perbedaan |
| 5. | Sensitivitas | 14.545 | 12.590 | 0.024 | Ada perbedaan |
| 6. | Antusiasme | 18.497 | 15.510 | 0.018 | Ada perbedaan |
| 7. | Harga diri | 14.005 | 12.590 | 0.030 | Ada perbedaan |
| 8. | Fokus yang luas | 16.581 | 12.590 | 0.011 | Ada perbedaan |
| 9. | Selera humor | 26.108 | 12.590 | 0.000 | Ada perbedaan |
| 10. | Kreativitas | 11.542 | 15.510 | 0.179 | Tidak ada perbedaan |
| 11. | Mengambil resiko | 8.180 | 15.510 | 0.416 | Tidak ada perbedaan |
| 12. | Rasa jujur dan etika | 13.937 | 12.590 | 0.030 | Ada perbedaan |

Dilihat dari karakteristik kedalaman pengetahuan, sensitivitas, antusiasme, harga diri, fokus yang luas, selera humor serta rasa jujur dan etika ada perbedaan tanggapan konsumen terhadap karakteristik wiraniaga produk YOU.C 1000.

Sedangkan menurut hipotesis yang diambil, ada perbedaan tanggapan konsumen terhadap karakteristik wiraniaga produk YOU.C 1000 ditinjau dari frekuensi pembelian produk. Jadi dalam penelitian ini hipotesis terbukti pada karakteristik kedalaman pengetahuan, sensitivitas, antusiasme, harga diri, fokus yang luas, selera humor serta rasa jujur dan etika.

4.2. Saran

Berdasarkan hasil analisis dan kesimpulan, penulis ingin memberikan saran yang mungkin dapat digunakan sebagai dasar pertimbangan dalam menentukan kebijaksanaan perusahaan antara lain sebagai berikut:

1. Dilihat dari rekapitulasi hasil analisis tanggapan konsumen terhadap karakteristik wiraniaga produk YOU.C 1000 diketahui bahwa tanggapan konsumen pada wiraniaga produk YOU.C 1000 yang terendah adalah pada karakteristik adaptabilitas, hal ini berarti kemampuan wiraniaga produk YOU.C 1000 untuk menyesuaikan gaya interaksi dengan konsumen dinilai konsumen masih rendah. Untuk itu perusahaan perlu melakukan training yang lebih lagi untuk meningkatkan kemampuan komunikasi wiraniaga untuk beradaptasi dengan berbagai macam konsumen. Misalnya dengan memberikan dasar-dasar *public speaking* kepada wiraniaga.
2. Ditinjau dari adanya perbedaan tanggapan konsumen terhadap karakteristik wiraniaga produk YOU.C 1000 terlihat bahwa konsumen dengan frekuensi pembelian lebih dari 3 kali sebulan memiliki tanggapan yang berbeda dengan konsumen dengan frekuensi pembelian 2 kali sebulan dan 1 kali sebulan. Oleh karena itu, sebaiknya perusahaan berusaha memelihara loyalitas konsumen yang memungkinkan pembelian ulang dilakukan. Antara lain dengan menempatkan wiraniaga YOU.C 1000 pada acara sponsor acara olah raga tertentu yang memberikan sampel minuman produk YOU.C 1000.
3. Selain itu untuk meningkatkan frekuensi pembelian produk maka sebaiknya perusahaan tidak hanya menempatkan wiraniaga produk YOU.C 1000 di supermarket-supermarket yang menjual produk YOU.C 1000, tetapi penempatan wiraniaga-wiraniaga juga dapat dilakukan di

tempat-tempat strategis, misalnya di kampus-kampus tertentu saat ada acara yang dihadiri banyak mahasiswa sehingga tempat tersebut bisa digunakan sebagai ajang untuk memperkenalkan dan menjaring konsumen yang lebih banyak lagi.



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LAMPIRAN



LAMPIRAN I

KUESIONER

KUESIONER

Kepada Yth : Bp / Ibu / Sdr / i

Konsumen YOU. C 1000 yang pernah berinteraksi langsung dengan wiraniaga YOU.C 1000

Di tempat

Dengan hormat,

Perkenankanlah, saya yang bertanda tangan di bawah ini:

Nama : Intan Setiyawati

No. mhs : 14060 / EM

adalah mahasiswa Universitas Atma Jaya Yogyakarta yang sedang melakukan penelitian skripsi dengan judul : **“Analisis Tanggapan Konsumen Terhadap Karakteristik Wiraniaga Produk YOU.C 1000”**. Penelitian ini hanya untuk tujuan ilmiah saja, maka dari itu saya mohon bantuan untuk mengisi kuesioner berikut ini.

Atas kesediaan dan partisipasi Bp / Ibu / Sdr / I, saya ucapkan banyak terima kasih.

Hormat saya,

(Intan Setiyawati)

Bagian 1

Petunjuk : Pada bagian ini saudara diminta untuk memberikan jawaban dengan memberi tanda silang (X) pada salah satu jawaban yang tersedia.

1. Jenis kelamin saudara:

- a. Pria
- b. Wanita

2. Usia saudara saat ini (Kotler, 1996: 190-191):

- a. 16 – 25 tahun
- b. 26 – 35 tahun
- c. 36 – 45 tahun
- d. 46 – 55 tahun
- e. > 55 tahun

3. Jenis pekerjaan saudara :

- a. Pelajar / mahasiswa
- b. PNS / TNI / POLRI
- c. Wiraswasta / pedagang
- d. Karyawan swasta
- e. Lain-lain

4. Tingkat pembelian saudara terhadap produk YOU.C 1000:

- a. 1 kali sebulan
- b. 2 kali sebulan
- c. Lebih dari 3 kali sebulan

Bagian II**Penilaian Konsumen Terhadap Karakteristik Wiraniaga**

Petunjuk : Pada bagian ini anda diminta untuk memberikan tanda check (√) pada

kolom-kolom tabel di bawah ini sesuai dengan pendapat anda.

| No | Tanggapan terhadap Karakteristik Wiraniaga | SS | S | N | TS | STS |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---|---|----|-----|
| 1 | Kesan pertama terhadap wiraniaga YOU.C 1000 adalah baik | | | | | |
| 2 | Wiraniaga YOU.C 1000 memiliki kedalaman pengetahuan tentang produk yang ditawarkan | | | | | |
| 3 | Wiraniaga YOU.C 1000 mempunyai pengetahuan yang luas sehingga dapat berinteraksi dengan berbagai jenis konsumen | | | | | |
| 4 | Kemampuan adaptabilitas yang dimiliki wiraniaga YOU.C 1000 adalah baik sehingga dapat menyesuaikan dengan berbagai karakteristik pelanggan | | | | | |
| 5 | Wiraniaga YOU.C 1000 memiliki tingkat sensitivitas yang tinggi saat menghadapi konsumen | | | | | |
| 6 | Wiraniaga YOU.C 1000 memiliki antusiasme yang tinggi dalam menghadapi pelanggan | | | | | |
| 7 | Wiraniaga YOU.C 1000 memiliki kepercayaan diri yang tinggi di dalam menjualkan produknya | | | | | |
| 8 | Wiraniaga YOU.C 1000 mampu memfokuskan usahanya untuk menjualkan produknya | | | | | |
| 9 | Wiraniaga YOU.C 1000 memiliki selera humor yang tinggi | | | | | |
| 10 | Kreativitas yang tinggi dimiliki wiraniaga YOU.C 1000 dalam menjualkan produknya | | | | | |
| 11 | Wiraniaga YOU.C 1000 berani mengambil resiko dengan memberikan solusi yang mungkin bermanfaat bagi masalah para pelanggan | | | | | |
| 12 | Wiraniaga YOU.C 1000 memiliki rasa jujur sehingga memegang teguh etika di dalam menjalankan tugasnya dan dapat membangun hubungan jangka panjang dengan pelanggan. | | | | | |



LAMPIRAN II

DATA PENELITIAN

Case Summaries

| | Jenis kelamin | Usia | Pekerjaan | Pembelian | Kesan pertama | Kedalaman pengetahuan | Pengetahuan yang luas |
|----|---------------|------|-----------|-----------|---------------|-----------------------|-----------------------|
| 1 | 2 | 2 | 2 | 2 | 3 | 5 | 5 |
| 2 | 2 | 1 | 1 | 2 | 3 | 4 | 4 |
| 3 | 1 | 1 | 1 | 1 | 3 | 5 | 5 |
| 4 | 2 | 1 | 4 | 2 | 4 | 4 | 4 |
| 5 | 2 | 1 | 1 | 2 | 3 | 3 | 5 |
| 6 | 1 | 1 | 1 | 1 | 3 | 3 | 4 |
| 7 | 2 | 2 | 2 | 2 | 4 | 4 | 4 |
| 8 | 2 | 1 | 1 | 1 | 4 | 4 | 4 |
| 9 | 1 | 3 | 3 | 2 | 4 | 2 | 2 |
| 10 | 2 | 3 | 4 | 2 | 4 | 3 | 4 |
| 11 | 1 | 1 | 1 | 2 | 4 | 4 | 4 |
| 12 | 2 | 1 | 1 | 2 | 4 | 4 | 4 |
| 13 | 2 | 4 | 5 | 2 | 4 | 4 | 4 |
| 14 | 1 | 2 | 4 | 2 | 4 | 4 | 4 |
| 15 | 2 | 2 | 4 | 1 | 4 | 3 | 4 |
| 16 | 2 | 1 | 1 | 2 | 4 | 4 | 3 |
| 17 | 1 | 4 | 3 | 2 | 4 | 4 | 3 |
| 18 | 1 | 1 | 1 | 1 | 4 | 5 | 5 |
| 19 | 2 | 2 | 3 | 1 | 4 | 4 | 4 |
| 20 | 2 | 1 | 1 | 2 | 4 | 5 | 5 |
| 21 | 2 | 3 | 3 | 2 | 5 | 4 | 4 |
| 22 | 1 | 1 | 1 | 2 | 3 | 4 | 4 |
| 23 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| 24 | 2 | 2 | 4 | 2 | 3 | 4 | 4 |
| 25 | 1 | 2 | 4 | 1 | 2 | 1 | 1 |
| 26 | 2 | 5 | 5 | 2 | 4 | 4 | 4 |
| 27 | 1 | 1 | 1 | 1 | 4 | 4 | 4 |
| 28 | 1 | 1 | 1 | 1 | 4 | 5 | 4 |
| 29 | 1 | 2 | 1 | 2 | 4 | 4 | 4 |
| 30 | 2 | 4 | 4 | 2 | 4 | 4 | 4 |
| 31 | 2 | 4 | 4 | 2 | 4 | 4 | 4 |
| 32 | 1 | 1 | 1 | 2 | 4 | 4 | 4 |
| 33 | 2 | 2 | 3 | 2 | 4 | 4 | 4 |
| 34 | 1 | 2 | 2 | 2 | 4 | 4 | 4 |
| 35 | 2 | 1 | 1 | 1 | 4 | 4 | 4 |
| 36 | 2 | 3 | 4 | 3 | 4 | 5 | 4 |
| 37 | 1 | 4 | 2 | 3 | 4 | 4 | 3 |
| 38 | 2 | 2 | 4 | 2 | 3 | 3 | 4 |
| 39 | 1 | 2 | 4 | 2 | 3 | 4 | 4 |
| 40 | 2 | 2 | 4 | 2 | 3 | 4 | 3 |
| 41 | 2 | 1 | 1 | 1 | 4 | 1 | 4 |
| 42 | 1 | 3 | 3 | 1 | 4 | 3 | 4 |
| 43 | 1 | 4 | 2 | 2 | 4 | 4 | 4 |
| 44 | 2 | 3 | 3 | 3 | 4 | 4 | 4 |
| 45 | 2 | 3 | 3 | 3 | 4 | 4 | 4 |
| 46 | 1 | 3 | 3 | 2 | 3 | 3 | 4 |
| 47 | 2 | 2 | 2 | 2 | 3 | 4 | 5 |
| 48 | 1 | 3 | 4 | 3 | 4 | 4 | 4 |
| 49 | 2 | 3 | 2 | 2 | 4 | 3 | 4 |
| 50 | 2 | 2 | 4 | 3 | 4 | 4 | 4 |
| 51 | 1 | 1 | 1 | 1 | 4 | 5 | 4 |
| 52 | 2 | 4 | 5 | 3 | 4 | 4 | 4 |
| 53 | 2 | 4 | 4 | 3 | 4 | 4 | 4 |
| 54 | 1 | 2 | 3 | 2 | 4 | 4 | 4 |
| 55 | 2 | 2 | 2 | 1 | 3 | 4 | 4 |

Case Summaries

| | Jenis kelamin | Usia | Pekerjaan | Pembelian | Kesan pertama | Kedalaman pengetahuan | Pengetahuan yang luas |
|-----|---------------|------|-----------|-----------|---------------|-----------------------|-----------------------|
| 56 | 2 | 1 | 4 | 1 | 3 | 4 | 4 |
| 57 | 1 | 4 | 2 | 2 | 4 | 5 | 3 |
| 58 | 1 | 2 | 4 | 2 | 4 | 4 | 4 |
| 59 | 2 | 2 | 4 | 2 | 4 | 4 | 4 |
| 60 | 2 | 3 | 2 | 2 | 3 | 4 | 4 |
| 61 | 1 | 3 | 2 | 2 | 4 | 4 | 4 |
| 62 | 2 | 2 | 3 | 3 | 4 | 4 | 4 |
| 63 | 1 | 2 | 3 | 3 | 4 | 4 | 4 |
| 64 | 2 | 3 | 4 | 2 | 3 | 3 | 3 |
| 65 | 2 | 1 | 1 | 2 | 3 | 3 | 3 |
| 66 | 1 | 1 | 1 | 2 | 4 | 4 | 4 |
| 67 | 2 | 2 | 3 | 2 | 4 | 4 | 4 |
| 68 | 1 | 1 | 1 | 2 | 4 | 4 | 4 |
| 69 | 1 | 3 | 4 | 3 | 4 | 5 | 5 |
| 70 | 2 | 1 | 1 | 2 | 4 | 3 | 3 |
| 71 | 2 | 2 | 4 | 2 | 5 | 4 | 4 |
| 72 | 1 | 2 | 4 | 2 | 3 | 4 | 4 |
| 73 | 1 | 1 | 1 | 3 | 3 | 4 | 4 |
| 74 | 1 | 1 | 1 | 3 | 4 | 4 | 4 |
| 75 | 2 | 3 | 4 | 2 | 4 | 3 | 3 |
| 76 | 2 | 3 | 5 | 3 | 4 | 4 | 4 |
| 77 | 1 | 1 | 1 | 2 | 4 | 5 | 5 |
| 78 | 2 | 1 | 1 | 2 | 4 | 5 | 4 |
| 79 | 2 | 1 | 1 | 2 | 4 | 4 | 4 |
| 80 | 1 | 2 | 4 | 2 | 4 | 4 | 4 |
| 81 | 1 | 2 | 5 | 2 | 4 | 4 | 4 |
| 82 | 2 | 3 | 1 | 2 | 4 | 4 | 4 |
| 83 | 2 | 1 | 1 | 2 | 4 | 4 | 4 |
| 84 | 1 | 3 | 4 | 2 | 5 | 4 | 4 |
| 85 | 1 | 3 | 3 | 2 | 4 | 3 | 3 |
| 86 | 1 | 1 | 1 | 2 | 4 | 4 | 3 |
| 87 | 2 | 2 | 3 | 2 | 4 | 4 | 4 |
| 88 | 2 | 2 | 3 | 2 | 4 | 4 | 3 |
| 89 | 1 | 1 | 1 | 2 | 4 | 4 | 4 |
| 90 | 1 | 3 | 4 | 2 | 4 | 4 | 4 |
| 91 | 2 | 3 | 4 | 1 | 4 | 4 | 3 |
| 92 | 2 | 1 | 1 | 2 | 3 | 4 | 3 |
| 93 | 1 | 5 | 5 | 2 | 4 | 4 | 4 |
| 94 | 2 | 1 | 1 | 2 | 3 | 4 | 3 |
| 95 | 2 | 2 | 4 | 1 | 4 | 3 | 3 |
| 96 | 1 | 2 | 4 | 1 | 4 | 3 | 3 |
| 97 | 2 | 1 | 1 | 2 | 4 | 4 | 4 |
| 98 | 2 | 2 | 5 | 2 | 4 | 4 | 4 |
| 99 | 1 | 3 | 4 | 2 | 4 | 4 | 4 |
| 100 | 2 | 1 | 1 | 2 | 4 | 4 | 3 |

Case Summaries

| | Adaptabilitas | Sensitivitas | Antusiasme | Harga diri | Fokus yang luas | Selera humor | Kreativitas |
|----|---------------|--------------|------------|------------|-----------------|--------------|-------------|
| 1 | 3 | 4 | 4 | 4 | 5 | 4 | 5 |
| 2 | 3 | 4 | 3 | 4 | 3 | 3 | 4 |
| 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 6 | 5 | 4 | 3 | 3 | 3 | 3 | 3 |
| 7 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 9 | 5 | 3 | 3 | 3 | 1 | 4 | 3 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 14 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 15 | 3 | 3 | 3 | 4 | 3 | 3 | 4 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 17 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 19 | 5 | 4 | 4 | 4 | 4 | 3 | 4 |
| 20 | 4 | 5 | 4 | 4 | 4 | 4 | 6 |
| 21 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 22 | 3 | 4 | 4 | 3 | 3 | 3 | 4 |
| 23 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 24 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 25 | 2 | 1 | 1 | 2 | 1 | 2 | 2 |
| 26 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 27 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 28 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 37 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 38 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 39 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 40 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |
| 41 | 4 | 4 | 2 | 4 | 3 | 4 | 4 |
| 42 | 3 | 3 | 4 | 4 | 3 | 3 | 4 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 46 | 3 | 3 | 4 | 4 | 3 | 3 | 4 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 48 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 49 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 50 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 51 | 4 | 3 | 4 | 4 | 3 | 3 | 2 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 54 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 55 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

Case Summaries

| | Adaptabilitas | Sensitivitas | Antusiasme | Harga diri | Fokus yang luas | Selera humor | Kreativitas |
|-----|---------------|--------------|------------|------------|-----------------|--------------|-------------|
| 56 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 57 | 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| 58 | 3 | 4 | 5 | 3 | 4 | 4 | 4 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 61 | 3 | 4 | 3 | 3 | 4 | 4 | 4 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 63 | 5 | 4 | 5 | 4 | 4 | 4 | 4 |
| 64 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 66 | 1 | 4 | 4 | 4 | 4 | 4 | 4 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 69 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 70 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 72 | 1 | 4 | 4 | 4 | 4 | 5 | 4 |
| 73 | 3 | 4 | 4 | 4 | 4 | 5 | 4 |
| 74 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 75 | 1 | 3 | 3 | 3 | 3 | 5 | 4 |
| 76 | 5 | 4 | 4 | 4 | 4 | 5 | 3 |
| 77 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 78 | 3 | 4 | 4 | 4 | 4 | 3 | 4 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 82 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 83 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 84 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 85 | 3 | 4 | 3 | 3 | 3 | 4 | 1 |
| 86 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 87 | 2 | 4 | 5 | 3 | 4 | 4 | 3 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 90 | 4 | 3 | 4 | 4 | 5 | 4 | 4 |
| 91 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 92 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 93 | 2 | 4 | 5 | 3 | 4 | 4 | 3 |
| 94 | 4 | 3 | 5 | 4 | 3 | 4 | 3 |
| 95 | 4 | 3 | 3 | 4 | 3 | 3 | 4 |
| 96 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 100 | 4 | 4 | 4 | 3 | 4 | 4 | 1 |

Case Summaries

| | Mengambil resiko | Rasa jujur dan etika |
|----|------------------|----------------------|
| 1 | 4 | 6 |
| 2 | 3 | 4 |
| 3 | 4 | 5 |
| 4 | 4 | 4 |
| 5 | 3 | 3 |
| 6 | 3 | 3 |
| 7 | 4 | 3 |
| 8 | 4 | 4 |
| 9 | 3 | 3 |
| 10 | 4 | 4 |
| 11 | 4 | 4 |
| 12 | 4 | 4 |
| 13 | 4 | 4 |
| 14 | 5 | 4 |
| 15 | 3 | 3 |
| 16 | 4 | 4 |
| 17 | 3 | 3 |
| 18 | 4 | 5 |
| 19 | 4 | 4 |
| 20 | 5 | 5 |
| 21 | 4 | 4 |
| 22 | 3 | 4 |
| 23 | 4 | 3 |
| 24 | 4 | 4 |
| 25 | 2 | 2 |
| 26 | 3 | 4 |
| 27 | 4 | 4 |
| 28 | 1 | 4 |
| 29 | 5 | 4 |
| 30 | 4 | 4 |
| 31 | 4 | 4 |
| 32 | 4 | 4 |
| 33 | 4 | 4 |
| 34 | 4 | 3 |
| 35 | 4 | 4 |
| 36 | 3 | 4 |
| 37 | 3 | 4 |
| 38 | 4 | 4 |
| 39 | 4 | 4 |
| 40 | 3 | 4 |
| 41 | 3 | 4 |
| 42 | 3 | 5 |
| 43 | 4 | 4 |
| 44 | 4 | 4 |
| 45 | 4 | 4 |
| 46 | 4 | 3 |
| 47 | 4 | 4 |
| 48 | 4 | 4 |
| 49 | 3 | 3 |
| 50 | 3 | 4 |
| 51 | 4 | 4 |
| 52 | 3 | 4 |
| 53 | 3 | 4 |
| 54 | 3 | 4 |
| 55 | 3 | 4 |

Case Summaries

| | Mengambil resiko | Rasa jujur dan etika |
|-----|------------------|----------------------|
| 56 | 4 | 4 |
| 57 | 1 | 4 |
| 58 | 4 | 4 |
| 59 | 4 | 4 |
| 60 | 4 | 4 |
| 61 | 3 | 3 |
| 62 | 4 | 4 |
| 63 | 4 | 4 |
| 64 | 3 | 3 |
| 65 | 3 | 4 |
| 66 | 4 | 3 |
| 67 | 3 | 4 |
| 68 | 4 | 4 |
| 69 | 5 | 4 |
| 70 | 3 | 3 |
| 71 | 4 | 4 |
| 72 | 4 | 3 |
| 73 | 4 | 4 |
| 74 | 4 | 4 |
| 75 | 4 | 3 |
| 76 | 3 | 3 |
| 77 | 5 | 4 |
| 78 | 5 | 3 |
| 79 | 4 | 4 |
| 80 | 4 | 4 |
| 81 | 4 | 4 |
| 82 | 3 | 4 |
| 83 | 4 | 4 |
| 84 | 5 | 4 |
| 85 | 3 | 3 |
| 86 | 4 | 4 |
| 87 | 4 | 4 |
| 88 | 4 | 4 |
| 89 | 4 | 4 |
| 90 | 4 | 4 |
| 91 | 4 | 3 |
| 92 | 4 | 3 |
| 93 | 4 | 4 |
| 94 | 5 | 4 |
| 95 | 5 | 4 |
| 96 | 5 | 3 |
| 97 | 4 | 4 |
| 98 | 4 | 4 |
| 99 | 4 | 4 |
| 100 | 3 | 4 |



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LAMPIRAN III

UJI VALIDITAS dan UJI RELIABILITAS

Validitas dan 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 | Part 1 | Value | .874 |
| | | N of Items | 6 ^a |
| | Part 2 | Value | .817 |
| | | N of Items | 6 ^b |
| Total N of Items | | | 12 |
| Correlation Between Forms | | | .805 |
| Spearman-Brown Coefficient | Equal Length | | .892 |
| | Unequal Length | | .892 |
| Guttman Split-Half Coefficient | | | .892 |

a. The items are: Tanggapan_1, Tanggapan_2, Tanggapan_3, Tanggapan_4, Tanggapan_5, Tanggapan_6.

b. The items are: Tanggapan_7, Tanggapan_8, Tanggapan_9, Tanggapan_10, Tanggapan_11, Tanggapan_12.

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------------|-------------------------------|--------------------------------------|----------------------------------------|----------------------------------------|
| Tanggapan_1 | 41.43 | 34.806 | .705 | .903 |
| Tanggapan_2 | 41.30 | 33.459 | .763 | .900 |
| Tanggapan_3 | 41.40 | 35.007 | .691 | .904 |
| Tanggapan_4 | 41.50 | 33.845 | .689 | .903 |
| Tanggapan_5 | 41.30 | 32.700 | .666 | .904 |
| Tanggapan_6 | 41.30 | 34.217 | .662 | .904 |
| Tanggapan_7 | 41.40 | 34.386 | .788 | .900 |
| Tanggapan_8 | 41.50 | 31.776 | .715 | .902 |
| Tanggapan_9 | 41.33 | 34.368 | .626 | .906 |
| Tanggapan_10 | 41.30 | 35.597 | .484 | .912 |
| Tanggapan_11 | 41.47 | 34.189 | .529 | .911 |
| Tanggapan_12 | 41.23 | 33.426 | .612 | .907 |

Scale Statistics

| | Mean | Variance | Std. Deviation | N of Items |
|------------|-------|----------|----------------|----------------|
| Part 1 | 22.57 | 10.875 | 3.298 | 6 ^a |
| Part 2 | 22.57 | 11.357 | 3.370 | 6 ^b |
| Both Parts | 45.13 | 40.120 | 6.334 | 12 |

a. The items are: Tanggapan_1, Tanggapan_2, Tanggapan_3, Tanggapan_4, Tanggapan_5, Tanggapan_6.

b. The items are: Tanggapan_7, Tanggapan_8, Tanggapan_9, Tanggapan_10, Tanggapan_11, Tanggapan_12.



LAMPIRAN IV

TABEL FREKUENSI

Frequencies

Frequency Table

Jenis kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Pria | 43 | 43.0 | 43.0 | 43.0 |
| | Wanita | 57 | 57.0 | 57.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | 16 - 25 tahun | 35 | 35.0 | 35.0 | 35.0 |
| | 26 - 35 tahun | 32 | 32.0 | 32.0 | 67.0 |
| | 36 - 45 tahun | 22 | 22.0 | 22.0 | 89.0 |
| | 46 - 55 tahun | 9 | 9.0 | 9.0 | 98.0 |
| | > 55 tahun | 2 | 2.0 | 2.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | Pelajar / Mahasiswa | 35 | 35.0 | 35.0 | 35.0 |
| | PNS / TNI / POLRI | 11 | 11.0 | 11.0 | 46.0 |
| | Wiraswasta / Pedagang | 17 | 17.0 | 17.0 | 63.0 |
| | Karyawan Swasta | 30 | 30.0 | 30.0 | 93.0 |
| | Lain-lain | 7 | 7.0 | 7.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Tingkat pembelian

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------------|-----------|---------|---------------|--------------------|
| Valid | 1 Kali sebulan | 18 | 18.0 | 18.0 | 18.0 |
| | 2 Kali sebulan | 68 | 68.0 | 68.0 | 86.0 |
| | Lebih dari 3 Kali sebulan | 14 | 14.0 | 14.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |



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LAMPIRAN V

ANALISIS RATA-RATA HITUNG

Descriptives

Descriptive Statistics

| | N | Mean | Std. Deviation |
|-----------------------|-----|--------|----------------|
| Kesan pertama | 100 | 3.7900 | .49838 |
| Kedalaman pengetahuan | 100 | 3.8700 | .69129 |
| Pengetahuan yang luas | 100 | 3.8400 | .61496 |
| Adaptabilitas | 100 | 3.7000 | .78496 |
| Sensitivitas | 100 | 3.8000 | .53182 |
| Antusiasme | 100 | 3.8300 | .63652 |
| Harga diri | 100 | 3.7900 | .51825 |
| Fokus yang luas | 100 | 3.7500 | .65713 |
| Selera humor | 100 | 3.8100 | .56309 |
| Kreativitas | 100 | 3.7600 | .71237 |
| Mengambil resiko | 100 | 3.7400 | .73333 |
| Rasa jujur dan etika | 100 | 3.8100 | .52599 |
| Valid N (listwise) | 100 | | |

Frequencies

Frequency Table

Kesan pertama

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Netral | 22 | 22.0 | 22.0 | 23.0 |
| | Setuju | 74 | 74.0 | 74.0 | 97.0 |
| | Sangat Setuju | 3 | 3.0 | 3.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

Kedalaman pengetahuan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Tidak Setuju | 1 | 1.0 | 1.0 | 3.0 |
| | Netral | 16 | 16.0 | 16.0 | 19.0 |
| | Setuju | 70 | 70.0 | 70.0 | 89.0 |
| | Sangat Setuju | 11 | 11.0 | 11.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

Pengetahuan yang luas

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 1 | 1.0 | 1.0 | 2.0 |
| | Netral | 19 | 19.0 | 19.0 | 21.0 |
| | Setuju | 71 | 71.0 | 71.0 | 92.0 |
| | Sangat Setuju | 8 | 8.0 | 8.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Adaptabilitas

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| | Tidak Setuju | 3 | 3.0 | 3.0 | 6.0 |
| | Netral | 23 | 23.0 | 23.0 | 29.0 |
| | Setuju | 63 | 63.0 | 63.0 | 92.0 |
| | Sangat Setuju | 8 | 8.0 | 8.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Sensitivitas

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Netral | 20 | 20.0 | 20.0 | 21.0 |
| | Setuju | 76 | 76.0 | 76.0 | 97.0 |
| | Sangat Setuju | 3 | 3.0 | 3.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Antusiasme

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 1 | 1.0 | 1.0 | 2.0 |
| | Netral | 21 | 21.0 | 21.0 | 23.0 |
| | Setuju | 68 | 68.0 | 68.0 | 91.0 |
| | Sangat Setuju | 9 | 9.0 | 9.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Harga diri

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Netral | 23 | 23.0 | 23.0 | 24.0 |
| | Setuju | 72 | 72.0 | 72.0 | 96.0 |
| | Sangat Setuju | 4 | 4.0 | 4.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Fokus yang luas

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Netral | 25 | 25.0 | 25.0 | 27.0 |
| | Setuju | 67 | 67.0 | 67.0 | 94.0 |
| | Sangat Setuju | 6 | 6.0 | 6.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Selera humor

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Netral | 24 | 24.0 | 24.0 | 25.0 |
| | Setuju | 68 | 68.0 | 68.0 | 93.0 |
| | Sangat Setuju | 7 | 7.0 | 7.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Kreativitas

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Tidak Setuju | 2 | 2.0 | 2.0 | 4.0 |
| | Netral | 22 | 22.0 | 22.0 | 26.0 |
| | Setuju | 66 | 66.0 | 66.0 | 92.0 |
| | Sangat Setuju | 8 | 8.0 | 8.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Mengambil resiko

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Tidak Setuju | 1 | 1.0 | 1.0 | 3.0 |
| | Netral | 28 | 28.0 | 28.0 | 31.0 |
| | Setuju | 59 | 59.0 | 59.0 | 90.0 |
| | Sangat Setuju | 10 | 10.0 | 10.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Rasa jujur dan etika

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Netral | 22 | 22.0 | 22.0 | 23.0 |
| | Setuju | 72 | 72.0 | 72.0 | 95.0 |
| | Sangat Setuju | 5 | 5.0 | 5.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |



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LAMPIRAN VI
ANALISIS UJI ONE SAMPLE T_TEST

T-Test

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|-----------------------|-----|--------|----------------|--------------------|
| Kesan pertama | 100 | 3.7900 | .49838 | .04984 |
| Kedalaman pengetahuan | 100 | 3.8700 | .69129 | .06913 |
| Pengetahuan yang luas | 100 | 3.8400 | .61496 | .06150 |
| Adaptabilitas | 100 | 3.7000 | .78496 | .07850 |
| Sensitivitas | 100 | 3.8000 | .53182 | .05318 |
| Antusiasme | 100 | 3.8300 | .63652 | .06365 |
| Harga diri | 100 | 3.7900 | .51825 | .05183 |
| Fokus yang luas | 100 | 3.7500 | .65713 | .06571 |
| Selera humor | 100 | 3.8100 | .56309 | .05631 |
| Kreativitas | 100 | 3.7600 | .71237 | .07124 |
| Mengambil resiko | 100 | 3.7400 | .73333 | .07333 |
| Rasa jujur dan etika | 100 | 3.8100 | .52599 | .05260 |

One-Sample Test

| Test Value = 3 | | | | | | |
|-----------------------|--------|----|-----------------|--------------------|-------------------------------------------------|--------|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| Kesan pertama | 15.851 | 99 | .000 | .79000 | .6911 | .8889 |
| Kedalaman pengetahuan | 12.585 | 99 | .000 | .87000 | .7328 | 1.0072 |
| Pengetahuan yang luas | 13.659 | 99 | .000 | .84000 | .7180 | .9620 |
| Adaptabilitas | 8.918 | 99 | .000 | .70000 | .5442 | .8558 |
| Sensitivitas | 15.043 | 99 | .000 | .80000 | .6945 | .9055 |
| Antusiasme | 13.040 | 99 | .000 | .83000 | .7037 | .9563 |
| Harga diri | 15.244 | 99 | .000 | .79000 | .6872 | .8928 |
| Fokus yang luas | 11.413 | 99 | .000 | .75000 | .6196 | .8804 |
| Selera humor | 14.385 | 99 | .000 | .81000 | .6983 | .9217 |
| Kreativitas | 10.669 | 99 | .000 | .76000 | .6186 | .9014 |
| Mengambil resiko | 10.091 | 99 | .000 | .74000 | .5945 | .8855 |
| Rasa jujur dan etika | 15.399 | 99 | .000 | .81000 | .7056 | .9144 |



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LAMPIRAN VII
ANALISIS CHI SQUARE

Pembelian * Kesan pertama

Crosstab

| | | | Kesan pertama | | | | Total |
|-----------|---------------------------|----------------|---------------|------|------|-----|-------|
| | | | TS | N | S | SS | |
| Pembelian | 1 kali sebulan | Count | 1 | 4 | 13 | 0 | 18 |
| | | Expected Count | .2 | 4.0 | 13.3 | .5 | 18.0 |
| | 2 kali sebulan | Count | 0 | 17 | 48 | 3 | 68 |
| | | Expected Count | .7 | 15.0 | 50.3 | 2.0 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 1 | 13 | 0 | 14 |
| | | Expected Count | .1 | 3.1 | 10.4 | .4 | 14.0 |
| Total | | Count | 1 | 22 | 74 | 3 | 100 |
| | | Expected Count | 1.0 | 22.0 | 74.0 | 3.0 | 100.0 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 8.438 ^a | 6 | .208 |
| Likelihood Ratio | 8.659 | 6 | .194 |
| Linear-by-Linear Association | 2.188 | 1 | .139 |
| N of Valid Cases | 100 | | |

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Pembelian * Kedalaman pengetahuan

Crosstab

| | | | Kedalaman pengetahuan | | | | | Total |
|-----------|---------------------------|----------------|-----------------------|------|------|------|-------|-------|
| | | | STS | TS | N | S | SS | |
| Pembelian | 1 kali sebulan | Count | 2 | 0 | 5 | 7 | 4 | 18 |
| | | Expected Count | .4 | .2 | 2.9 | 12.6 | 2.0 | 18.0 |
| | 2 kali sebulan | Count | 0 | 1 | 11 | 51 | 5 | 68 |
| | | Expected Count | 1.4 | .7 | 10.9 | 47.6 | 7.5 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 0 | 0 | 12 | 2 | 14 |
| | | Expected Count | .3 | .1 | 2.2 | 9.8 | 1.5 | 14.0 |
| Total | Count | 2 | 1 | 16 | 70 | 11 | 100 | |
| | Expected Count | 2.0 | 1.0 | 16.0 | 70.0 | 11.0 | 100.0 | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 19.630 ^a | 8 | .012 |
| Likelihood Ratio | 19.700 | 8 | .012 |
| Linear-by-Linear Association | 4.726 | 1 | .030 |
| N of Valid Cases | 100 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Pembelian * Pengetahuan yang luas

Crosstab

| | | | Pengetahuan yang luas | | | | | |
|-----------|---------------------------|----------------|-----------------------|-----|------|------|-----|-------|
| | | | STS | TS | N | S | SS | Total |
| Pembelian | 1 kali sebulan | Count | 1 | 0 | 3 | 12 | 2 | 18 |
| | | Expected Count | .2 | .2 | 3.4 | 12.8 | 1.4 | 18.0 |
| | 2 kali sebulan | Count | 0 | 1 | 15 | 47 | 5 | 68 |
| | | Expected Count | .7 | .7 | 12.9 | 48.3 | 5.4 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 0 | 1 | 12 | 1 | 14 |
| | | Expected Count | .1 | .1 | 2.7 | 9.9 | 1.1 | 14.0 |
| Total | | Count | 1 | 1 | 19 | 71 | 8 | 100 |
| | | Expected Count | 1.0 | 1.0 | 19.0 | 71.0 | 8.0 | 100.0 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|---------------------------------|--------------------|----|--------------------------|
| Pearson Chi-Square | 7.223 ^a | 8 | .513 |
| Likelihood Ratio | 6.663 | 8 | .573 |
| Linear-by-Linear Association | .938 | 1 | .333 |
| N of Valid Cases | 100 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Pembelian * Adaptabilitas

Crosstab

| | | Adaptabilitas | | | | | Total | |
|-----------|---------------------------|----------------|-----|-----|------|------|-------|-------|
| | | STS | TS | N | S | SS | | |
| Pembelian | 1 kali sebulan | Count | 0 | 1 | 5 | 10 | 2 | 18 |
| | | Expected Count | .5 | .5 | 4.1 | 11.3 | 1.4 | 18.0 |
| | 2 kali sebulan | Count | 3 | 2 | 16 | 44 | 3 | 68 |
| | | Expected Count | 2.0 | 2.0 | 15.6 | 42.8 | 5.4 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 0 | 2 | 9 | 3 | 14 |
| | | Expected Count | .4 | .4 | 3.2 | 8.8 | 1.1 | 14.0 |
| Total | | Count | 3 | 3 | 23 | 63 | 8 | 100 |
| | | Expected Count | 3.0 | 3.0 | 23.0 | 63.0 | 8.0 | 100.0 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 7.535 ^a | 8 | .480 |
| Likelihood Ratio | 8.032 | 8 | .430 |
| Linear-by-Linear Association | 1.174 | 1 | .278 |
| N of Valid Cases | 100 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .42.

Pembelian * Sensitivitas

Crosstab

| | | | Sensitivitas | | | | Total |
|-----------|---------------------------|----------------|--------------|------|------|-------|-------|
| | | | STS | N | S | SS | |
| Pembelian | 1 kali sebulan | Count | 1 | 7 | 9 | 1 | 18 |
| | | Expected Count | .2 | 3.6 | 13.7 | .5 | 18.0 |
| | 2 kali sebulan | Count | 0 | 13 | 54 | 1 | 68 |
| | | Expected Count | .7 | 13.6 | 51.7 | 2.0 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 0 | 13 | 1 | 14 |
| | | Expected Count | .1 | 2.8 | 10.6 | .4 | 14.0 |
| Total | Count | 1 | 20 | 76 | 3 | 100 | |
| | Expected Count | 1.0 | 20.0 | 76.0 | 3.0 | 100.0 | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 14.545 ^a | 6 | .024 |
| Likelihood Ratio | 15.522 | 6 | .017 |
| Linear-by-Linear Association | 9.399 | 1 | .002 |
| N of Valid Cases | 100 | | |

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Pembelian * Antusiasme

Crosstab

| | | Antusiasme | | | | | Total | |
|-----------|---------------------------|----------------|-----|------|------|------|-------|------|
| | | STS | TS | N | S | SS | | |
| Pembelian | 1 kali sebulan | Count | 1 | 1 | 7 | 9 | 0 | 18 |
| | | Expected Count | .2 | .2 | 3.8 | 12.2 | 1.6 | 18.0 |
| | 2 kali sebulan | Count | 0 | 0 | 14 | 47 | 7 | 68 |
| | | Expected Count | .7 | .7 | 14.3 | 46.2 | 6.1 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 0 | 0 | 12 | 2 | 14 |
| | | Expected Count | .1 | .1 | 2.9 | 9.5 | 1.3 | 14.0 |
| Total | Count | 1 | 1 | 21 | 68 | 9 | 100 | |
| | Expected Count | 1.0 | 1.0 | 21.0 | 68.0 | 9.0 | 100.0 | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 18.497 ^a | 8 | .018 ✓ |
| Likelihood Ratio | 20.214 | 8 | .010 |
| Linear-by-Linear Association | 13.754 | 1 | .000 |
| N of Valid Cases | 100 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Pembelian * Harga diri

Crosstab

| | | | Harga diri | | | | |
|-----------|---------------------------|----------------|------------|------|------|-----|-------|
| | | | TS | N | S | SS | Total |
| Pembelian | 1 kali sebulan | Count | 1 | 6 | 11 | 0 | 18 |
| | | Expected Count | .2 | 4.1 | 13.0 | .7 | 18.0 |
| | 2 kali sebulan | Count | 0 | 17 | 49 | 2 | 68 |
| | | Expected Count | .7 | 15.6 | 49.0 | 2.7 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 0 | 12 | 2 | 14 |
| | | Expected Count | .1 | 3.2 | 10.1 | .6 | 14.0 |
| Total | | Count | 1 | 23 | 72 | 4 | 100 |
| | | Expected Count | 1.0 | 23.0 | 72.0 | 4.0 | 100.0 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 14.005 ^a | 6 | .030 ✓ |
| Likelihood Ratio | 15.236 | 6 | .018 |
| Linear-by-Linear Association | 9.811 | 1 | .002 |
| N of Valid Cases | 100 | | |

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Pembelian * Fokus yang luas

Crosstab

| | | | Fokus yang luas | | | | Total |
|-----------|---------------------------|----------------|-----------------|------|------|-----|-------|
| | | | STS | N | S | SS | |
| Pembelian | 1 kali sebulan | Count | 1 | 10 | 6 | 1 | 18 |
| | | Expected Count | .4 | 4.5 | 12.1 | 1.1 | 18.0 |
| | 2 kali sebulan | Count | 1 | 15 | 48 | 4 | 68 |
| | | Expected Count | 1.4 | 17.0 | 45.6 | 4.1 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 0 | 13 | 1 | 14 |
| | | Expected Count | .3 | 3.5 | 9.4 | .8 | 14.0 |
| Total | | Count | 2 | 25 | 67 | 6 | 100 |
| | | Expected Count | 2.0 | 25.0 | 67.0 | 6.0 | 100.0 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 16.581 ^a | 6 | .011 |
| Likelihood Ratio | 18.796 | 6 | .005 |
| Linear-by-Linear Association | 10.473 | 1 | .001 |
| N of Valid Cases | 100 | | |

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .28.

Pembelian * Selera humor

Crosstab

| | | | Selera humor | | | | Total |
|-----------|---------------------------|----------------|--------------|------|------|-------|-------|
| | | | TS | N | S | SS | |
| Pembelian | 1 kali sebulan | Count | 1 | 9 | 8 | 0 | 18 |
| | | Expected Count | .2 | 4.3 | 12.2 | 1.3 | 18.0 |
| | 2 kali sebulan | Count | 0 | 15 | 50 | 3 | 68 |
| | | Expected Count | .7 | 16.3 | 46.2 | 4.8 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 0 | 10 | 4 | 14 |
| | | Expected Count | .1 | 3.4 | 9.5 | 1.0 | 14.0 |
| Total | Count | 1 | 24 | 68 | 7 | 100 | |
| | Expected Count | 1.0 | 24.0 | 68.0 | 7.0 | 100.0 | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 26.108 ^a | 6 | .000 ✓ |
| Likelihood Ratio | 24.590 | 6 | .000 |
| Linear-by-Linear Association | 20.086 | 1 | .000 |
| N of Valid Cases | 100 | | |

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Pembelian * Kreativitas

Crosstab

| | | | Kreativitas | | | | | Total |
|-----------|---------------------------|----------------|-------------|-----|------|------|-----|-------|
| | | | STS | TS | N | S | SS | |
| Pembelian | 1 kali sebulan | Count | 0 | 2 | 5 | 10 | 1 | 18 |
| | | Expected Count | .4 | .4 | 4.0 | 11.9 | 1.4 | 18.0 |
| | 2 kali sebulan | Count | 2 | 0 | 15 | 45 | 6 | 68 |
| | | Expected Count | 1.4 | 1.4 | 15.0 | 44.9 | 5.4 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 0 | 2 | 11 | 1 | 14 |
| | | Expected Count | .3 | .3 | 3.1 | 9.2 | 1.1 | 14.0 |
| Total | | Count | 2 | 2 | 22 | 66 | 8 | 100 |
| | | Expected Count | 2.0 | 2.0 | 22.0 | 66.0 | 8.0 | 100.0 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 11.542 ^a | 8 | .173 |
| Likelihood Ratio | 9.937 | 8 | .269 |
| Linear-by-Linear Association | 2.258 | 1 | .133 |
| N of Valid Cases | 100 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .28.

Pembelian * Mengambil resiko

Crosstab

| | | | Mengambil resiko | | | | | |
|-----------|---------------------------|----------------|------------------|-----|------|------|------|-------|
| | | | STS | TS | N | S | SS | Total |
| Pembelian | 1 kali sebulan | Count | 1 | 1 | 5 | 9 | 2 | 18 |
| | | Expected Count | .4 | .2 | 5.0 | 10.6 | 1.8 | 18.0 |
| | 2 kali sebulan | Count | 1 | 0 | 17 | 43 | 7 | 68 |
| | | Expected Count | 1.4 | .7 | 19.0 | 40.1 | 6.8 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 0 | 6 | 7 | 1 | 14 |
| | | Expected Count | .3 | .1 | 3.9 | 8.3 | 1.4 | 14.0 |
| Total | | Count | 2 | 1 | 28 | 59 | 10 | 100 |
| | | Expected Count | 2.0 | 1.0 | 28.0 | 59.0 | 10.0 | 100.0 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 8.180 ^a | 8 | .416 |
| Likelihood Ratio | 6.853 | 8 | .553 |
| Linear-by-Linear Association | .224 | 1 | .636 |
| N of Valid Cases | 100 | | |

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .14.

Pembelian * Rasa jujur dan etika

Crosstab

| | | | Rasa jujur dan etika | | | | |
|-----------|---------------------------|----------------|----------------------|------|------|-------|-------|
| | | | TS | N | S | SS | Total |
| Pembelian | 1 kali sebulan | Count | 1 | 4 | 10 | 3 | 18 |
| | | Expected Count | .2 | 4.0 | 13.0 | .9 | 18.0 |
| | 2 kali sebulan | Count | 0 | 17 | 49 | 2 | 68 |
| | | Expected Count | .7 | 15.0 | 49.0 | 3.4 | 68.0 |
| | Lebih dari 3 kali sebulan | Count | 0 | 1 | 13 | 0 | 14 |
| | | Expected Count | .1 | 3.1 | 10.1 | .7 | 14.0 |
| Total | Count | 1 | 22 | 72 | 5 | 100 | |
| | Expected Count | 1.0 | 22.0 | 72.0 | 5.0 | 100.0 | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 13.937 ^a | 6 | .030 |
| Likelihood Ratio | 12.216 | 6 | .057 |
| Linear-by-Linear Association | .175 | 1 | .676 |
| N of Valid Cases | 100 | | |

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Means

Report

| Pembelian | | Kesan pertama | Kedalaman pengetahuan | Pengetahuan yang luas |
|---------------------------|----------------|---------------|-----------------------|-----------------------|
| 1 kali sebulan | Mean | 3.6667 | 3.6111 | 3.7778 |
| | Std. Deviation | .59409 | 1.19503 | .87820 |
| | N | 18 | 18 | 18 |
| 2 kali sebulan | Mean | 3.7941 | 3.8824 | 3.8235 |
| | Std. Deviation | .50546 | .53335 | .57149 |
| | N | 68 | 68 | 68 |
| Lebih dari 3 kali sebulan | Mean | 3.9286 | 4.1429 | 4.0000 |
| | Std. Deviation | .26726 | .36314 | .39223 |
| | N | 14 | 14 | 14 |
| Total | Mean | 3.7900 | 3.8700 | 3.8400 |
| | Std. Deviation | .49838 | .69129 | .61496 |
| | N | 100 | 100 | 100 |

Report

| Pembelian | | Adaptabilitas | Sensitivitas | Antusiasme | Harga diri |
|---------------------------|----------------|---------------|--------------|------------|------------|
| 1 kali sebulan | Mean | 3.7222 | 3.5000 | 3.3333 | 3.5556 |
| | Std. Deviation | .75190 | .85749 | .84017 | .61570 |
| | N | 18 | 18 | 18 | 18 |
| 2 kali sebulan | Mean | 3.6176 | 3.8235 | 3.8971 | 3.7794 |
| | Std. Deviation | .81092 | .42113 | .55016 | .48394 |
| | N | 68 | 68 | 68 | 68 |
| Lebih dari 3 kali sebulan | Mean | 4.0714 | 4.0714 | 4.1429 | 4.1429 |
| | Std. Deviation | .61573 | .26726 | .36314 | .36314 |
| | N | 14 | 14 | 14 | 14 |
| Total | Mean | 3.7000 | 3.8000 | 3.8300 | 3.7900 |
| | Std. Deviation | .78496 | .53182 | .63652 | .51825 |
| | N | 100 | 100 | 100 | 100 |

Report

| Pembelian | | Fokus yang luas | Selera humor | Kreativitas |
|---------------------------|----------------|-----------------|--------------|-------------|
| 1 kali sebulan | Mean | 3.3333 | 3.3889 | 3.5556 |
| | Std. Deviation | .84017 | .60768 | .78382 |
| | N | 18 | 18 | 18 |
| 2 kali sebulan | Mean | 3.7941 | 3.8235 | 3.7794 |
| | Std. Deviation | .61228 | .48688 | .72987 |
| | N | 68 | 68 | 68 |
| Lebih dari 3 kali sebulan | Mean | 4.0714 | 4.2857 | 3.9286 |
| | Std. Deviation | .26726 | .46881 | .47463 |
| | N | 14 | 14 | 14 |
| Total | Mean | 3.7500 | 3.8100 | 3.7600 |
| | Std. Deviation | .65713 | .56309 | .71237 |
| | N | 100 | 100 | 100 |

Report

| Pembelian | | Mengambil resiko | Rasa jujur dan etika |
|---------------------------|----------------|------------------|----------------------|
| 1 kali sebulan | Mean | 3.5556 | 3.8333 |
| | Std. Deviation | .98352 | .78591 |
| | N | 18 | 18 |
| 2 kali sebulan | Mean | 3.8088 | 3.7794 |
| | Std. Deviation | .67487 | .48394 |
| | N | 68 | 68 |
| Lebih dari 3 kali sebulan | Mean | 3.6429 | 3.9286 |
| | Std. Deviation | .63332 | .26726 |
| | N | 14 | 14 |
| Total | Mean | 3.7400 | 3.8100 |
| | Std. Deviation | .73333 | .52599 |
| | N | 100 | 100 |



serviens in lumine veritatis

LAMPIRAN VIII

TABEL R DAN χ^2

TABEL DISTRIBUSI R

| Df | 5% | DF | 5% | DF | 5% | DF | 5% |
|----|-------|-----|-------|-----|-------|-----|-------|
| 1 | 0.997 | 51 | 0.271 | 101 | 0.194 | 151 | 0.159 |
| 2 | 0.950 | 52 | 0.268 | 102 | 0.193 | 152 | 0.158 |
| 3 | 0.878 | 53 | 0.266 | 103 | 0.192 | 153 | 0.158 |
| 4 | 0.811 | 54 | 0.263 | 104 | 0.191 | 154 | 0.157 |
| 5 | 0.754 | 55 | 0.261 | 105 | 0.190 | 155 | 0.157 |
| 6 | 0.707 | 56 | 0.259 | 106 | 0.189 | 156 | 0.156 |
| 7 | 0.666 | 57 | 0.256 | 107 | 0.188 | 157 | 0.156 |
| 8 | 0.632 | 58 | 0.254 | 108 | 0.187 | 158 | 0.155 |
| 9 | 0.602 | 59 | 0.252 | 109 | 0.187 | 159 | 0.155 |
| 10 | 0.576 | 60 | 0.250 | 110 | 0.186 | 160 | 0.154 |
| 11 | 0.553 | 61 | 0.248 | 111 | 0.185 | 161 | 0.154 |
| 12 | 0.532 | 62 | 0.246 | 112 | 0.184 | 162 | 0.153 |
| 13 | 0.514 | 63 | 0.244 | 113 | 0.183 | 163 | 0.153 |
| 14 | 0.497 | 64 | 0.242 | 114 | 0.182 | 164 | 0.152 |
| 15 | 0.482 | 65 | 0.240 | 115 | 0.182 | 165 | 0.152 |
| 16 | 0.468 | 66 | 0.239 | 116 | 0.181 | 166 | 0.151 |
| 17 | 0.456 | 67 | 0.237 | 117 | 0.180 | 167 | 0.151 |
| 18 | 0.444 | 68 | 0.235 | 118 | 0.179 | 168 | 0.151 |
| 19 | 0.433 | 69 | 0.234 | 119 | 0.179 | 169 | 0.150 |
| 20 | 0.423 | 70 | 0.232 | 120 | 0.178 | 170 | 0.150 |
| 21 | 0.413 | 71 | 0.230 | 121 | 0.177 | 171 | 0.149 |
| 22 | 0.404 | 72 | 0.229 | 122 | 0.176 | 172 | 0.149 |
| 23 | 0.396 | 73 | 0.227 | 123 | 0.176 | 173 | 0.148 |
| 24 | 0.388 | 74 | 0.226 | 124 | 0.175 | 174 | 0.148 |
| 25 | 0.381 | 75 | 0.224 | 125 | 0.174 | 175 | 0.148 |
| 26 | 0.374 | 76 | 0.223 | 126 | 0.174 | 176 | 0.147 |
| 27 | 0.367 | 77 | 0.221 | 127 | 0.173 | 177 | 0.147 |
| 28 | 0.361 | 78 | 0.220 | 128 | 0.172 | 178 | 0.146 |
| 29 | 0.355 | 79 | 0.219 | 129 | 0.172 | 179 | 0.146 |
| 30 | 0.349 | 80 | 0.217 | 130 | 0.171 | 180 | 0.146 |
| 31 | 0.344 | 81 | 0.216 | 131 | 0.170 | 181 | 0.145 |
| 32 | 0.339 | 82 | 0.215 | 132 | 0.170 | 182 | 0.145 |
| 33 | 0.334 | 83 | 0.213 | 133 | 0.169 | 183 | 0.144 |
| 34 | 0.329 | 84 | 0.212 | 134 | 0.168 | 184 | 0.144 |
| 35 | 0.325 | 85 | 0.211 | 135 | 0.168 | 185 | 0.144 |
| 36 | 0.320 | 86 | 0.210 | 136 | 0.167 | 186 | 0.143 |
| 37 | 0.316 | 87 | 0.208 | 137 | 0.167 | 187 | 0.143 |
| 38 | 0.312 | 88 | 0.207 | 138 | 0.166 | 188 | 0.142 |
| 39 | 0.308 | 89 | 0.206 | 139 | 0.165 | 189 | 0.142 |
| 40 | 0.304 | 90 | 0.205 | 140 | 0.165 | 190 | 0.142 |
| 41 | 0.301 | 91 | 0.204 | 141 | 0.164 | 191 | 0.141 |
| 42 | 0.297 | 92 | 0.203 | 142 | 0.164 | 192 | 0.141 |
| 43 | 0.294 | 93 | 0.202 | 143 | 0.163 | 193 | 0.141 |
| 44 | 0.291 | 94 | 0.201 | 144 | 0.163 | 194 | 0.140 |
| 45 | 0.288 | 95 | 0.200 | 145 | 0.162 | 195 | 0.140 |
| 46 | 0.285 | 96 | 0.199 | 146 | 0.161 | 196 | 0.139 |
| 47 | 0.282 | 97 | 0.198 | 147 | 0.161 | 197 | 0.139 |
| 48 | 0.279 | 98 | 0.197 | 148 | 0.160 | 198 | 0.139 |
| 49 | 0.276 | 99 | 0.196 | 149 | 0.160 | 199 | 0.138 |
| 50 | 0.273 | 100 | 0.195 | 150 | 0.159 | 200 | 0.138 |

TABEL DISTRIBUSI CHI SQUARE

| Df | 5% | DF | 5% | DF | 5% | DF | 5% |
|----|--------|-----|---------|-----|---------|-----|---------|
| 1 | 3.840 | 51 | 68.670 | 101 | 125.460 | 151 | 180.680 |
| 2 | 5.990 | 52 | 69.830 | 102 | 126.570 | 152 | 181.770 |
| 3 | 7.810 | 53 | 70.990 | 103 | 127.690 | 153 | 182.860 |
| 4 | 9.490 | 54 | 72.150 | 104 | 128.800 | 154 | 183.960 |
| 5 | 11.070 | 55 | 73.310 | 105 | 129.920 | 155 | 185.050 |
| 6 | 12.590 | 56 | 74.470 | 106 | 131.030 | 156 | 186.150 |
| 7 | 14.070 | 57 | 75.620 | 107 | 132.140 | 157 | 187.240 |
| 8 | 15.510 | 58 | 76.780 | 108 | 133.260 | 158 | 188.330 |
| 9 | 16.920 | 59 | 77.930 | 109 | 134.370 | 159 | 189.420 |
| 10 | 18.310 | 60 | 79.080 | 110 | 135.480 | 160 | 190.520 |
| 11 | 19.680 | 61 | 80.230 | 111 | 136.590 | 161 | 191.610 |
| 12 | 21.030 | 62 | 81.380 | 112 | 137.700 | 162 | 192.700 |
| 13 | 22.360 | 63 | 82.530 | 113 | 138.810 | 163 | 193.790 |
| 14 | 23.680 | 64 | 83.680 | 114 | 139.920 | 164 | 194.880 |
| 15 | 25.000 | 65 | 84.820 | 115 | 141.030 | 165 | 195.970 |
| 16 | 26.300 | 66 | 85.960 | 116 | 142.140 | 166 | 197.060 |
| 17 | 27.590 | 67 | 87.110 | 117 | 143.250 | 167 | 198.150 |
| 18 | 28.870 | 68 | 88.250 | 118 | 144.350 | 168 | 199.240 |
| 19 | 30.140 | 69 | 89.390 | 119 | 145.460 | 169 | 200.330 |
| 20 | 31.410 | 70 | 90.530 | 120 | 146.570 | 170 | 201.420 |
| 21 | 32.670 | 71 | 91.670 | 121 | 147.670 | 171 | 202.510 |
| 22 | 33.920 | 72 | 92.810 | 122 | 148.780 | 172 | 203.600 |
| 23 | 35.170 | 73 | 93.950 | 123 | 149.880 | 173 | 204.690 |
| 24 | 36.420 | 74 | 95.080 | 124 | 150.990 | 174 | 205.780 |
| 25 | 37.650 | 75 | 96.220 | 125 | 152.090 | 175 | 206.870 |
| 26 | 38.890 | 76 | 97.350 | 126 | 153.200 | 176 | 207.950 |
| 27 | 40.110 | 77 | 98.480 | 127 | 154.300 | 177 | 209.040 |
| 28 | 41.340 | 78 | 99.620 | 128 | 155.400 | 178 | 210.130 |
| 29 | 42.560 | 79 | 100.750 | 129 | 156.510 | 179 | 211.220 |
| 30 | 43.770 | 80 | 101.880 | 130 | 157.610 | 180 | 212.300 |
| 31 | 44.990 | 81 | 103.010 | 131 | 158.710 | 181 | 213.390 |
| 32 | 46.190 | 82 | 104.140 | 132 | 159.810 | 182 | 214.480 |
| 33 | 47.400 | 83 | 105.270 | 133 | 160.910 | 183 | 215.560 |
| 34 | 48.600 | 84 | 106.390 | 134 | 162.020 | 184 | 216.650 |
| 35 | 49.800 | 85 | 107.520 | 135 | 163.120 | 185 | 217.730 |
| 36 | 51.000 | 86 | 108.650 | 136 | 164.220 | 186 | 218.820 |
| 37 | 52.190 | 87 | 109.770 | 137 | 165.320 | 187 | 219.910 |
| 38 | 53.380 | 88 | 110.900 | 138 | 166.420 | 188 | 220.990 |
| 39 | 54.570 | 89 | 112.020 | 139 | 167.510 | 189 | 222.080 |
| 40 | 55.760 | 90 | 113.150 | 140 | 168.610 | 190 | 223.160 |
| 41 | 56.940 | 91 | 114.270 | 141 | 169.710 | 191 | 224.240 |
| 42 | 58.120 | 92 | 115.390 | 142 | 170.810 | 192 | 225.330 |
| 43 | 59.300 | 93 | 116.510 | 143 | 171.910 | 193 | 226.410 |
| 44 | 60.480 | 94 | 117.630 | 144 | 173.000 | 194 | 227.500 |
| 45 | 61.660 | 95 | 118.750 | 145 | 174.100 | 195 | 228.580 |
| 46 | 62.830 | 96 | 119.870 | 146 | 175.200 | 196 | 229.660 |
| 47 | 64.000 | 97 | 120.990 | 147 | 176.290 | 197 | 230.750 |
| 48 | 65.170 | 98 | 122.110 | 148 | 177.390 | 198 | 231.830 |
| 49 | 66.340 | 99 | 123.230 | 149 | 178.490 | 199 | 232.910 |
| 50 | 67.500 | 100 | 124.340 | 150 | 179.580 | 200 | 233.990 |