

BAB V

PENUTUP

Bab ini berisi mengenai penjelasan dari kesimpulan berdasarkan hasil penelitian dan analisis data yang telah dilakukan serta keterbatasan dan saran yang diberikan peneliti untuk penelitian selanjutnya.

5.1 Kesimpulan

Berdasarkan hasil penelitian serta analisis data yang telah dilakukan pada bab empat maka dapat disimpulkan:

1. *Brand image & loyalty* berpengaruh positif dan signifikan terhadap *purchase decision* pada produk Emina. Hal tersebut dapat dibuktikan dengan nilai t hitung sebesar $5,717 > 1,972$ dan nilai signifikansi sebesar $0,000 < 0,05$. Hal ini menunjukkan bahwa semakin baik variabel *brand image & loyalty* maka akan meningkatkan *purchase decision* pada produk Emina.
2. *Brand appeal* berpengaruh positif dan signifikan terhadap *purchase decision* pada produk Emina. Hal tersebut dapat dibuktikan dengan nilai t hitung sebesar $3,719 > 1,972$ dan nilai signifikansi sebesar $0,000 < 0,05$. Hal ini menunjukkan bahwa semakin baik variabel *brand appeal* maka akan meningkatkan *purchase decision* pada produk Emina.
3. *Perceived brand quality* berpengaruh positif dan signifikan terhadap *purchase decision* pada produk Emina. Hal tersebut dapat dibuktikan dengan

nilai t hitung sebesar $3,166 > 1,972$ dan nilai signifikansi sebesar $0,002 < 0,05$. Hal ini menunjukkan bahwa semakin baik variabel *perceived brand quality* maka akan meningkatkan *purchase decision* pada produk Emina.

5.2 Implikasi Manajerial

Berdasarkan penelitian yang dilakukan mengenai pengaruh *brand image and loyalty*, *new brand*, *brand credibility*, *brand appeal* dan *perceived brand quality* terhadap *purchase decision* menunjukkan bahwa *brand image and loyalty*, *brand appeal*, dan *perceived brand quality* berpengaruh positif terhadap *purchase decision* produk kosmetik emina di Kota Ngabang Kalimantan Barat. Hasil tersebut menuntut pihak manajerial untuk memberikan manfaat bagi perusahaan Emina. Berikut ini merupakan beberapa implikasi manajerial yang akan diberikan:

1. Berdasarkan hasil penelitian bahwa *brand image and loyalty* memiliki pengaruh terhadap *purchase decision* produk kosmetik Emina. Dapat disimpulkan bahwa *brand image and loyalty* produk kosmetik Emina mempengaruhi *purchase decision* konsumen di Ngabang Kalimantan Barat. Oleh karena itu, penting bagi perusahaan kosmetik Emina untuk terus membangun *brand image* yang baik. Selain itu perusahaan kosmetik Emina juga harus meningkatkan produk-produk kosmetik yang baik dan berkualitas bagi konsumen, karena ketika konsumen sudah nyaman dengan *brand* Emina maka mereka akan tetap menggunakan produk kosmetik Emina. Konsumen juga dapat merekomendasikan produk kosmetik Emina kepada

orang terdekat sehingga hal tersebut dapat mempengaruhi *purchase decision* konsumen.

2. Berdasarkan hasil penelitian bahwa *brand appeal* memiliki pengaruh terhadap *purchase decision* produk kosmetik Emina. Dapat disimpulkan bahwa *brand appeal* produk kosmetik Emina mempengaruhi *purchase decision* konsumen di Ngabang Kalimantan Barat. Oleh karena itu, penting bagi perusahaan kosmetik Emina untuk lebih peduli dengan tampilan dari produk atau kemasan produk kosmetik Emina. Emina harus menyediakan produk yang menarik perhatian konsumen sehingga konsumen tertarik atau berpikir untuk membeli produk kosmetik Emina. Selain penampilan atau kemasan produk kosmetik Emina, pihak perusahaan juga harus membuat iklan yang menarik sehingga meningkatkan daya tarik dari produk kosmetik Emina itu sendiri.
3. Berdasarkan hasil penelitian bahwa *perceived brand quality* memiliki pengaruh terhadap *purchase decision* produk kosmetik Emina. Dapat disimpulkan bahwa *perceived brand quality* produk kosmetik Emina mempengaruhi *purchase decision* konsumen di Ngabang Kalimantan Barat. Oleh karena itu, penting bagi perusahaan kosmetik Emina untuk meningkatkan kualitas produk sehingga konsumen merasakan kualitas yang dimiliki oleh produk kosmetik Emina. Ketika konsumen merasakan kualitas yang dimiliki oleh produk kosmetik Emina maka konsumen dapat berpikir untuk membeli produk kosmetik Emina.

5.3 Keterbatasan Penelitian

Berdasarkan penelitian yang telah dilakukan, terdapat beberapa keterbatasan dalam penelitian ini, yaitu:

1. Pengumpulan data responden dalam penelitian ini menggunakan kuesioner *online* yang disebar melalui instagram, whatsapp, dan line sehingga kurang adanya pengawasan yang mengakibatkan jawaban yang diberikan oleh responden bisa saja tidak menunjukkan keadaan yang sesungguhnya.
2. Dalam penelitian ini pengumpulan responden juga menjadi keterbatasan karena sulit mencari responden yang sesuai dengan kriteria penelitian.
3. Variabel yang digunakan dalam penelitian hanya terdiri dari 6 variabel yaitu *brand image & loyalty, new product & promotion, brand credibility, brand appeal, perceived brand quality (X)* dan *purchase decision (Y)*.

5.4 Saran

1. Bagi penelitian selanjutnya disarankan tidak hanya melakukan penyebaran kuesioner melalui online, tetapi juga secara *offline* sehingga meningkatkan keberagaman serta kevalidan pada data yang dikumpulkan.
2. Bagi penelitian selanjutnya diharapkan dapat menambahkan variabel-variabel penelitian lain yang dapat mempengaruhi *purchase decision* selain *brand image & loyalty, new product & promotion, brand appeal, dan perceived brand quality*.

3. Bagi penelitan selanjutnya diharapkan melakukan penelitian tidak hanya pada satu kota saja, sehingga penelitian memiliki cangkupan yang lebih luas.

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LAMPIRAN I

KUESIONER

Kepada Yth

Saudara/i

Dengan Hormat,

Perkenalkan nama saya Krissanta Anggun mahasiswi Program Studi Manajemen, Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian mengenai “DAMPAK CELEBRITY ENDORSEMENTS TERHADAP EFEKTIFITAS IKLAN DAN PURCHASE DECISION PRODUK KOSMETIK EMINA DI KALIMANTAN BARAT”. Saya memohon kesediaan Saudara/I sejenak meluangkan waktu untuk mengisi kuesioner ini. Kuesioner ini akan digunakan untuk kepentingan akademis semata (penelitian skripsi) dan tidak untuk tujuan lain. Oleh karena itu, saya mohon jawaban apa adanya dan pastikan semua pertanyaan yang diajukan telah dijawab oleh saudara/I, terimakasih.

Pertanyaan Demografi

- Jenis kelamin:
 - a. Pria
 - b. Wanita
- Usia:
 - a. 16-18 tahun
 - b. 18-24 tahun
 - c. 24-30 tahun

- d. 30-35 tahun
- Pendidikan:
 - a. SMA
 - b. D3
 - c. S1
 - d. S2
- Pekerjaan:
 - a. Pelajar
 - b. Mahasiswa/mahasiswi
 - c. Karyawan
 - d. DII

Pilihlah salah satu jawaban alternative yang tersedia untuk memilih jawaban anda.

Setiap item pernyataan memiliki alternative jawaban sebagai berikut:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

A. *Brand Image and Loyalty*

| Pernyataan | STS | TS | N | S | SS |
|--|-----|----|---|---|----|
| Iklan yang didukung oleh Marsha Aruan efektif dalam memperkuat citra merek Emina | | | | | |

| Pernyataan | STS | TS | N | S | SS |
|--|-----|----|---|---|----|
| Iklan yang didukung oleh Marsha Aruan efektif mengubah citra merek Emina | | | | | |

B. *New Brand/Product Promotion*

| Pernyataan | STS | TS | N | S | SS |
|---|-----|----|---|---|----|
| Iklan yang didukung oleh Marsha Aruan efektif untuk mempromosikan produk baru Emina | | | | | |
| Iklan yang didukung oleh Marsha Aruan efektif untuk mempromosikan merek baru Emina | | | | | |

C. *Brand Credibility*

| Pernyataan | STS | TS | N | S | SS |
|---|-----|----|---|---|----|
| Iklan yang didukung oleh Marsha Aruan dapat diandalkan | | | | | |
| Iklan yang didukung oleh Marsha Aruan bersifat informatif | | | | | |
| Iklan yang didukung oleh Marsha Aruan dapat dipercaya | | | | | |

D. *Brand Appeal*

| Pernyataan | STS | TS | N | S | SS |
|---|-----|----|---|---|----|
| Iklan yang didukung oleh Marsha Aruan menarik | | | | | |
| Iklan yang didukung oleh Marsha Aruan menarik perhatian | | | | | |
| Iklan yang didukung oleh Marsha Aruan bagus | | | | | |

E. *Perceived Brand Quality*

| Pernyataan | STS | TS | N | S | SS |
|--|-----|----|---|---|----|
| Produk yang didukung oleh Marsha Aruan memiliki kualitas yang baik | | | | | |

| Pernyataan | STS | TS | N | S | SS |
|---|-----|----|---|---|----|
| Dukungan Marsha Aruan adalah jaminan kualitas yang baik | | | | | |

F. *Purchase Decision*

| Pernyataan | STS | TS | N | S | SS |
|--|-----|----|---|---|----|
| Iklan yang didukung oleh Marsha Aruan memotivasi saya untuk melakukan pembelian produk Emina | | | | | |
| Dukungan Marsha Aruan berpengaruh positif terhadap keputusan pembelian | | | | | |
| Saya sering membeli produk Emina yang didukung oleh Marsha Aruan | | | | | |

LAMPIRAN II
HASIL KUESIONER

| x1.1 | x1.2 | totalx1 | x2.1 | x2.2 | totalx2 | x3.1 | x3.2 | x3.3 | totalx3 |
|------|------|---------|------|------|---------|------|------|------|---------|
| 4 | 3 | 7 | 3 | 3 | 6 | 4 | 4 | 3 | 11 |
| 5 | 4 | 9 | 4 | 4 | 8 | 4 | 5 | 4 | 13 |
| 5 | 5 | 10 | 5 | 5 | 10 | 3 | 5 | 3 | 11 |
| 3 | 4 | 7 | 4 | 3 | 7 | 3 | 4 | 3 | 10 |
| 4 | 4 | 8 | 4 | 4 | 8 | 3 | 4 | 4 | 11 |
| 3 | 4 | 7 | 4 | 4 | 8 | 3 | 4 | 2 | 9 |
| 2 | 3 | 5 | 3 | 5 | 8 | 4 | 4 | 4 | 12 |
| 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 5 | 15 |
| 4 | 5 | 9 | 4 | 3 | 7 | 4 | 4 | 4 | 12 |
| 4 | 4 | 8 | 4 | 3 | 7 | 2 | 4 | 3 | 9 |
| 5 | 5 | 10 | 5 | 5 | 10 | 3 | 4 | 3 | 10 |
| 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 4 | 14 |
| 4 | 4 | 8 | 4 | 3 | 7 | 4 | 3 | 3 | 10 |
| 4 | 5 | 9 | 5 | 5 | 10 | 4 | 5 | 5 | 14 |
| 5 | 5 | 10 | 5 | 5 | 10 | 3 | 5 | 4 | 12 |
| 4 | 4 | 8 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| 4 | 4 | 8 | 4 | 4 | 8 | 3 | 4 | 4 | 11 |
| 4 | 3 | 7 | 4 | 5 | 9 | 4 | 5 | 4 | 13 |
| 5 | 5 | 10 | 4 | 5 | 9 | 4 | 3 | 4 | 11 |
| 4 | 4 | 8 | 4 | 4 | 8 | 2 | 4 | 2 | 8 |
| 4 | 5 | 9 | 5 | 5 | 10 | 3 | 5 | 3 | 11 |
| 3 | 4 | 7 | 5 | 4 | 9 | 5 | 3 | 5 | 13 |
| 3 | 3 | 6 | 4 | 4 | 8 | 2 | 4 | 3 | 9 |
| 3 | 3 | 6 | 4 | 4 | 8 | 3 | 4 | 4 | 11 |
| 3 | 4 | 7 | 4 | 4 | 8 | 4 | 4 | 3 | 11 |
| 2 | 5 | 7 | 5 | 5 | 10 | 4 | 5 | 4 | 13 |
| 3 | 3 | 6 | 4 | 4 | 8 | 1 | 3 | 1 | 5 |
| 5 | 5 | 10 | 5 | 4 | 9 | 4 | 5 | 4 | 13 |
| 4 | 4 | 8 | 4 | 4 | 8 | 3 | 4 | 4 | 11 |
| 2 | 5 | 7 | 4 | 4 | 8 | 5 | 4 | 4 | 13 |
| 4 | 4 | 8 | 5 | 4 | 9 | 2 | 4 | 3 | 9 |
| 5 | 5 | 10 | 5 | 5 | 10 | 4 | 5 | 4 | 13 |
| 5 | 5 | 10 | 5 | 5 | 10 | 4 | 5 | 4 | 13 |
| 4 | 3 | 7 | 3 | 4 | 7 | 5 | 3 | 4 | 12 |
| 4 | 4 | 8 | 5 | 4 | 9 | 3 | 4 | 3 | 10 |
| 3 | 4 | 7 | 4 | 5 | 9 | 3 | 5 | 3 | 11 |
| 2 | 4 | 6 | 2 | 2 | 4 | 5 | 2 | 3 | 10 |

| x1.1 | x1.2 | totalx1 | x2.1 | x2.2 | totalx2 | x3.1 | x3.2 | x3.3 | totalx3 |
|------|------|---------|------|------|---------|------|------|------|---------|
| 4 | 3 | 7 | 5 | 4 | 9 | 2 | 3 | 3 | 8 |
| 3 | 3 | 6 | 3 | 3 | 6 | 5 | 3 | 5 | 13 |
| 4 | 4 | 8 | 4 | 3 | 7 | 4 | 3 | 4 | 11 |
| 5 | 5 | 10 | 4 | 4 | 8 | 3 | 3 | 3 | 9 |
| 4 | 4 | 8 | 4 | 3 | 7 | 4 | 3 | 3 | 10 |
| 4 | 4 | 8 | 5 | 5 | 10 | 1 | 4 | 1 | 6 |
| 4 | 4 | 8 | 4 | 4 | 8 | 5 | 4 | 5 | 14 |
| 3 | 3 | 6 | 4 | 4 | 8 | 3 | 3 | 3 | 9 |
| 4 | 4 | 8 | 3 | 3 | 6 | 2 | 3 | 3 | 8 |
| 2 | 3 | 5 | 4 | 3 | 7 | 3 | 4 | 4 | 11 |
| 4 | 4 | 8 | 4 | 4 | 8 | 3 | 4 | 2 | 9 |
| 5 | 4 | 9 | 4 | 4 | 8 | 3 | 4 | 4 | 11 |
| 4 | 4 | 8 | 5 | 4 | 9 | 5 | 5 | 5 | 15 |
| 3 | 3 | 6 | 3 | 3 | 6 | 5 | 3 | 3 | 11 |
| 4 | 4 | 8 | 4 | 4 | 8 | 3 | 4 | 3 | 10 |
| 4 | 4 | 8 | 4 | 4 | 8 | 2 | 3 | 3 | 8 |
| 4 | 4 | 8 | 4 | 4 | 8 | 4 | 3 | 5 | 12 |
| 4 | 4 | 8 | 5 | 4 | 9 | 3 | 4 | 3 | 10 |
| 5 | 5 | 10 | 5 | 5 | 10 | 4 | 3 | 3 | 10 |
| 5 | 5 | 10 | 5 | 5 | 10 | 1 | 5 | 1 | 7 |
| 1 | 1 | 2 | 2 | 1 | 3 | 5 | 4 | 4 | 13 |
| 4 | 4 | 8 | 5 | 5 | 10 | 3 | 4 | 4 | 11 |
| 4 | 4 | 8 | 4 | 3 | 7 | 4 | 4 | 5 | 13 |
| 4 | 4 | 8 | 3 | 3 | 6 | 2 | 3 | 3 | 8 |
| 4 | 4 | 8 | 4 | 4 | 8 | 4 | 4 | 5 | 13 |
| 3 | 5 | 8 | 4 | 3 | 7 | 3 | 3 | 4 | 10 |
| 3 | 2 | 5 | 5 | 5 | 10 | 5 | 4 | 4 | 13 |
| 5 | 4 | 9 | 4 | 4 | 8 | 2 | 2 | 3 | 7 |
| 3 | 3 | 6 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| 4 | 4 | 8 | 4 | 3 | 7 | 3 | 4 | 3 | 10 |
| 5 | 4 | 9 | 4 | 5 | 9 | 5 | 4 | 4 | 13 |
| 5 | 5 | 10 | 5 | 5 | 10 | 1 | 5 | 1 | 7 |
| 4 | 4 | 8 | 4 | 3 | 7 | 5 | 5 | 5 | 15 |
| 2 | 3 | 5 | 4 | 3 | 7 | 4 | 3 | 4 | 11 |
| 2 | 2 | 4 | 3 | 2 | 5 | 1 | 3 | 1 | 5 |
| 5 | 4 | 9 | 5 | 4 | 9 | 5 | 4 | 5 | 14 |
| 5 | 5 | 10 | 5 | 4 | 9 | 5 | 5 | 4 | 14 |

| x1.1 | x1.2 | totalx1 | x2.1 | x2.2 | totalx2 | x3.1 | x3.2 | x3.3 | totalx3 |
|------|------|---------|------|------|---------|------|------|------|---------|
| 3 | 3 | 6 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| 4 | 4 | 8 | 4 | 4 | 8 | 4 | 5 | 5 | 14 |
| 4 | 4 | 8 | 4 | 4 | 8 | 4 | 3 | 4 | 11 |
| 4 | 4 | 8 | 4 | 3 | 7 | 3 | 3 | 3 | 9 |
| 4 | 4 | 8 | 4 | 4 | 8 | 5 | 5 | 4 | 14 |
| 4 | 4 | 8 | 4 | 4 | 8 | 4 | 4 | 4 | 12 |
| 4 | 2 | 6 | 4 | 3 | 7 | 1 | 3 | 1 | 5 |
| 5 | 4 | 9 | 4 | 4 | 8 | 4 | 5 | 5 | 14 |
| 4 | 4 | 8 | 5 | 3 | 8 | 3 | 5 | 4 | 12 |
| 5 | 3 | 8 | 4 | 3 | 7 | 5 | 3 | 4 | 12 |
| 1 | 4 | 5 | 5 | 4 | 9 | 5 | 3 | 5 | 13 |
| 4 | 3 | 7 | 4 | 4 | 8 | 4 | 4 | 5 | 13 |
| 4 | 4 | 8 | 4 | 4 | 8 | 3 | 4 | 3 | 10 |
| 1 | 1 | 2 | 3 | 3 | 6 | 5 | 4 | 4 | 13 |
| 5 | 5 | 10 | 5 | 5 | 10 | 1 | 5 | 1 | 7 |
| 2 | 3 | 5 | 4 | 5 | 9 | 5 | 3 | 3 | 11 |
| 2 | 4 | 6 | 5 | 5 | 10 | 5 | 4 | 3 | 12 |
| 3 | 5 | 8 | 3 | 3 | 6 | 1 | 3 | 1 | 5 |
| 3 | 4 | 7 | 3 | 3 | 6 | 5 | 3 | 4 | 12 |
| 4 | 4 | 8 | 4 | 4 | 8 | 3 | 4 | 4 | 11 |
| 2 | 2 | 4 | 3 | 1 | 4 | 3 | 3 | 4 | 10 |
| 4 | 4 | 8 | 4 | 4 | 8 | 4 | 4 | 3 | 11 |
| 5 | 4 | 9 | 5 | 4 | 9 | 4 | 5 | 4 | 13 |
| 3 | 3 | 6 | 4 | 3 | 7 | 1 | 4 | 1 | 6 |
| 4 | 4 | 8 | 4 | 4 | 8 | 4 | 4 | 5 | 13 |
| 4 | 4 | 8 | 5 | 5 | 10 | 4 | 4 | 5 | 13 |
| 3 | 3 | 6 | 3 | 3 | 6 | 5 | 3 | 4 | 12 |
| 3 | 5 | 8 | 5 | 5 | 10 | 3 | 5 | 3 | 11 |
| 4 | 5 | 9 | 5 | 5 | 10 | 5 | 3 | 4 | 12 |
| 2 | 4 | 6 | 2 | 3 | 5 | 5 | 2 | 5 | 12 |
| 1 | 3 | 4 | 4 | 3 | 7 | 5 | 3 | 4 | 12 |
| 2 | 3 | 5 | 4 | 3 | 7 | 1 | 3 | 1 | 5 |
| 3 | 4 | 7 | 4 | 3 | 7 | 4 | 4 | 5 | 13 |
| 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 5 | 15 |
| 3 | 3 | 6 | 4 | 3 | 7 | 1 | 4 | 1 | 6 |
| 1 | 1 | 2 | 2 | 1 | 3 | 5 | 4 | 4 | 13 |
| 4 | 4 | 8 | 5 | 3 | 8 | 3 | 3 | 5 | 11 |

| x1.1 | x1.2 | totalx1 | x2.1 | x2.2 | totalx2 | x3.1 | x3.2 | x3.3 | totalx3 |
|------|------|---------|------|------|---------|------|------|------|---------|
| 5 | 4 | 9 | 4 | 4 | 8 | 5 | 4 | 4 | 13 |
| 3 | 4 | 7 | 5 | 4 | 9 | 3 | 4 | 4 | 11 |
| 4 | 4 | 8 | 4 | 3 | 7 | 4 | 4 | 4 | 12 |
| 3 | 3 | 6 | 4 | 4 | 8 | 5 | 3 | 4 | 12 |
| 4 | 4 | 8 | 5 | 5 | 10 | 5 | 4 | 5 | 14 |
| 5 | 5 | 10 | 5 | 5 | 10 | 3 | 3 | 3 | 9 |
| 2 | 2 | 4 | 3 | 3 | 6 | 4 | 3 | 5 | 12 |
| 5 | 5 | 10 | 5 | 4 | 9 | 5 | 5 | 5 | 15 |
| 2 | 3 | 5 | 3 | 3 | 6 | 1 | 3 | 1 | 5 |
| 2 | 2 | 4 | 5 | 2 | 7 | 5 | 5 | 5 | 15 |
| 2 | 3 | 5 | 4 | 3 | 7 | 5 | 3 | 5 | 13 |
| 3 | 3 | 6 | 4 | 3 | 7 | 3 | 4 | 4 | 11 |
| 3 | 3 | 6 | 4 | 3 | 7 | 5 | 3 | 4 | 12 |
| 3 | 3 | 6 | 3 | 3 | 6 | 4 | 3 | 5 | 12 |
| 1 | 3 | 4 | 5 | 4 | 9 | 1 | 4 | 1 | 6 |
| 3 | 4 | 7 | 4 | 4 | 8 | 4 | 3 | 5 | 12 |
| 4 | 5 | 9 | 4 | 5 | 9 | 5 | 4 | 5 | 14 |
| 2 | 3 | 5 | 4 | 3 | 7 | 3 | 4 | 3 | 10 |
| 5 | 5 | 10 | 5 | 4 | 9 | 5 | 5 | 5 | 15 |
| 2 | 2 | 4 | 4 | 5 | 9 | 1 | 5 | 1 | 7 |
| 3 | 4 | 7 | 4 | 4 | 8 | 4 | 3 | 5 | 12 |
| 2 | 4 | 6 | 5 | 3 | 8 | 5 | 3 | 5 | 13 |
| 1 | 5 | 6 | 5 | 5 | 10 | 1 | 5 | 1 | 7 |
| 4 | 3 | 7 | 3 | 3 | 6 | 5 | 3 | 5 | 13 |
| 4 | 4 | 8 | 4 | 4 | 8 | 5 | 4 | 4 | 13 |
| 2 | 2 | 4 | 3 | 3 | 6 | 3 | 5 | 4 | 12 |
| 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 5 | 15 |
| 4 | 4 | 8 | 4 | 4 | 8 | 5 | 4 | 5 | 14 |
| 5 | 5 | 10 | 4 | 4 | 8 | 5 | 4 | 5 | 14 |
| 5 | 5 | 10 | 5 | 5 | 10 | 3 | 4 | 4 | 11 |
| 3 | 3 | 6 | 5 | 5 | 10 | 5 | 5 | 4 | 14 |
| 3 | 4 | 7 | 4 | 4 | 8 | 5 | 4 | 5 | 14 |
| 3 | 3 | 6 | 3 | 3 | 6 | 5 | 2 | 4 | 11 |
| 4 | 3 | 7 | 3 | 3 | 6 | 3 | 3 | 4 | 10 |
| 4 | 4 | 8 | 4 | 4 | 8 | 5 | 4 | 5 | 14 |
| 2 | 4 | 6 | 4 | 4 | 8 | 5 | 4 | 5 | 14 |
| 2 | 4 | 6 | 4 | 4 | 8 | 1 | 4 | 1 | 6 |

| x1.1 | x1.2 | totalx1 | x2.1 | x2.2 | totalx2 | x3.1 | x3.2 | x3.3 | totalx3 |
|------|------|---------|------|------|---------|------|------|------|---------|
| 3 | 3 | 6 | 5 | 5 | 10 | 4 | 3 | 5 | 12 |
| 2 | 2 | 4 | 5 | 4 | 9 | 5 | 3 | 4 | 12 |
| 4 | 4 | 8 | 5 | 5 | 10 | 5 | 5 | 5 | 15 |
| 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 5 | 15 |
| 5 | 5 | 10 | 5 | 5 | 10 | 3 | 5 | 4 | 12 |
| 4 | 4 | 8 | 4 | 4 | 8 | 5 | 4 | 5 | 14 |
| 5 | 4 | 9 | 5 | 4 | 9 | 5 | 4 | 5 | 14 |
| 4 | 4 | 8 | 5 | 4 | 9 | 4 | 4 | 5 | 13 |
| 4 | 4 | 8 | 4 | 3 | 7 | 1 | 3 | 1 | 5 |
| 4 | 3 | 7 | 4 | 4 | 8 | 5 | 3 | 5 | 13 |
| 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 5 | 15 |
| 4 | 4 | 8 | 4 | 4 | 8 | 5 | 4 | 5 | 14 |
| 4 | 5 | 9 | 4 | 4 | 8 | 3 | 3 | 4 | 10 |
| 2 | 1 | 3 | 5 | 5 | 10 | 5 | 3 | 5 | 13 |
| 2 | 3 | 5 | 3 | 3 | 6 | 5 | 4 | 5 | 14 |
| 5 | 3 | 8 | 4 | 3 | 7 | 2 | 4 | 3 | 9 |
| 4 | 4 | 8 | 4 | 4 | 8 | 5 | 4 | 5 | 14 |
| 2 | 5 | 7 | 5 | 4 | 9 | 5 | 4 | 5 | 14 |
| 4 | 4 | 8 | 5 | 4 | 9 | 1 | 4 | 1 | 6 |
| 4 | 4 | 8 | 4 | 3 | 7 | 5 | 3 | 5 | 13 |
| 5 | 3 | 8 | 4 | 3 | 7 | 5 | 4 | 5 | 14 |
| 4 | 5 | 9 | 5 | 5 | 10 | 5 | 5 | 5 | 15 |
| 3 | 3 | 6 | 4 | 3 | 7 | 3 | 4 | 4 | 11 |
| 3 | 4 | 7 | 4 | 3 | 7 | 5 | 3 | 5 | 13 |
| 3 | 4 | 7 | 4 | 4 | 8 | 5 | 4 | 5 | 14 |
| 4 | 4 | 8 | 4 | 4 | 8 | 2 | 5 | 3 | 10 |
| 3 | 4 | 7 | 5 | 5 | 10 | 5 | 3 | 5 | 13 |
| 2 | 4 | 6 | 4 | 2 | 6 | 1 | 4 | 1 | 6 |
| 5 | 4 | 9 | 4 | 4 | 8 | 5 | 5 | 5 | 15 |
| 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 5 | 15 |
| 4 | 4 | 8 | 4 | 3 | 7 | 5 | 2 | 5 | 12 |
| 5 | 5 | 10 | 5 | 5 | 10 | 3 | 4 | 4 | 11 |
| 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 5 | 15 |
| 4 | 4 | 8 | 5 | 4 | 9 | 5 | 4 | 5 | 14 |
| 4 | 4 | 8 | 4 | 3 | 7 | 2 | 4 | 3 | 9 |
| 3 | 4 | 7 | 4 | 3 | 7 | 5 | 4 | 5 | 14 |
| 4 | 4 | 8 | 4 | 4 | 8 | 3 | 4 | 4 | 11 |

| x1.1 | x1.2 | totalx1 | x2.1 | x2.2 | totalx2 | x3.1 | x3.2 | x3.3 | totalx3 |
|------|------|---------|------|------|---------|------|------|------|---------|
| 3 | 4 | 7 | 4 | 4 | 8 | 5 | 5 | 5 | 15 |
| 3 | 3 | 6 | 3 | 3 | 6 | 5 | 5 | 5 | 15 |
| 4 | 4 | 8 | 5 | 4 | 9 | 1 | 4 | 1 | 6 |
| 4 | 4 | 8 | 4 | 3 | 7 | 5 | 4 | 5 | 14 |
| 4 | 4 | 8 | 5 | 3 | 8 | 3 | 4 | 4 | 11 |
| 3 | 3 | 6 | 3 | 2 | 5 | 5 | 3 | 5 | 13 |
| 5 | 4 | 9 | 4 | 5 | 9 | 5 | 5 | 4 | 14 |
| 4 | 4 | 8 | 4 | 4 | 8 | 1 | 5 | 1 | 7 |
| 5 | 4 | 9 | 5 | 5 | 10 | 5 | 4 | 5 | 14 |
| 5 | 4 | 9 | 4 | 5 | 9 | 5 | 5 | 5 | 15 |
| 5 | 5 | 10 | 5 | 3 | 8 | 3 | 5 | 4 | 12 |
| 4 | 4 | 8 | 5 | 5 | 10 | 3 | 4 | 3 | 10 |
| 5 | 4 | 9 | 4 | 4 | 8 | 1 | 4 | 1 | 6 |
| 5 | 4 | 9 | 4 | 4 | 8 | 3 | 5 | 4 | 12 |
| 5 | 5 | 10 | 5 | 4 | 9 | 2 | 5 | 3 | 10 |
| 4 | 4 | 8 | 3 | 3 | 6 | 4 | 4 | 5 | 13 |
| 3 | 3 | 6 | 4 | 3 | 7 | 3 | 4 | 4 | 11 |
| 2 | 4 | 6 | 4 | 4 | 8 | 4 | 4 | 3 | 11 |
| 4 | 5 | 9 | 5 | 4 | 9 | 2 | 4 | 5 | 11 |
| 5 | 5 | 10 | 4 | 5 | 9 | 3 | 5 | 4 | 12 |
| 2 | 2 | 4 | 4 | 3 | 7 | 3 | 2 | 3 | 8 |
| 5 | 5 | 10 | 4 | 4 | 8 | 5 | 5 | 5 | 15 |

| x4.1 | x4.2 | x4.3 | totalx4 | x5.1 | x5.2 | totalx5 |
|------|------|------|---------|------|------|---------|
| 4 | 4 | 3 | 11 | 4 | 3 | 7 |
| 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 5 | 5 | 5 | 15 | 5 | 2 | 7 |
| 3 | 3 | 3 | 9 | 4 | 3 | 7 |
| 4 | 3 | 4 | 11 | 5 | 4 | 9 |
| 3 | 3 | 4 | 10 | 4 | 4 | 8 |
| 4 | 4 | 3 | 11 | 5 | 4 | 9 |
| 5 | 5 | 4 | 14 | 4 | 5 | 9 |
| 5 | 5 | 4 | 14 | 3 | 4 | 7 |
| 3 | 2 | 4 | 9 | 5 | 4 | 9 |

| x4.1 | x4.2 | x4.3 | totalx4 | x5.1 | x5.2 | totalx5 |
|------|------|------|---------|------|------|---------|
| 5 | 5 | 5 | 15 | 5 | 2 | 7 |
| 4 | 5 | 5 | 14 | 5 | 4 | 9 |
| 5 | 3 | 3 | 11 | 3 | 4 | 7 |
| 4 | 5 | 5 | 14 | 4 | 4 | 8 |
| 4 | 3 | 5 | 12 | 5 | 4 | 9 |
| 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 3 | 4 | 11 | 4 | 4 | 8 |
| 4 | 4 | 3 | 11 | 4 | 4 | 8 |
| 5 | 5 | 4 | 14 | 3 | 5 | 8 |
| 5 | 5 | 4 | 14 | 3 | 5 | 8 |
| 3 | 3 | 4 | 10 | 4 | 3 | 7 |
| 5 | 4 | 3 | 12 | 3 | 5 | 8 |
| 3 | 3 | 3 | 9 | 3 | 3 | 6 |
| 4 | 3 | 3 | 10 | 5 | 4 | 9 |
| 3 | 4 | 4 | 11 | 5 | 3 | 8 |
| 4 | 4 | 5 | 13 | 4 | 4 | 8 |
| 1 | 2 | 3 | 6 | 4 | 4 | 8 |
| 4 | 4 | 5 | 13 | 4 | 3 | 7 |
| 4 | 3 | 3 | 10 | 4 | 4 | 8 |
| 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 3 | 3 | 2 | 8 | 4 | 3 | 7 |
| 4 | 3 | 4 | 11 | 4 | 3 | 7 |
| 2 | 2 | 4 | 8 | 4 | 4 | 8 |
| 4 | 4 | 3 | 11 | 2 | 4 | 6 |
| 3 | 3 | 4 | 10 | 4 | 3 | 7 |
| 4 | 5 | 4 | 13 | 5 | 3 | 8 |
| 3 | 5 | 4 | 12 | 5 | 3 | 8 |
| 3 | 3 | 3 | 9 | 4 | 3 | 7 |
| 5 | 5 | 3 | 13 | 3 | 5 | 8 |
| 5 | 5 | 3 | 13 | 4 | 4 | 8 |
| 3 | 3 | 4 | 10 | 4 | 3 | 7 |
| 3 | 3 | 4 | 10 | 4 | 3 | 7 |
| 1 | 1 | 5 | 7 | 5 | 4 | 9 |
| 5 | 5 | 4 | 14 | 5 | 5 | 10 |
| 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 3 | 3 | 3 | 9 | 5 | 3 | 8 |
| 4 | 3 | 3 | 10 | 4 | 4 | 8 |

| x4.1 | x4.2 | x4.3 | totalx4 | x5.1 | x5.2 | totalx5 |
|------|------|------|---------|------|------|---------|
| 4 | 3 | 4 | 11 | 4 | 3 | 7 |
| 3 | 4 | 4 | 11 | 4 | 3 | 7 |
| 5 | 5 | 5 | 15 | 5 | 3 | 8 |
| 3 | 5 | 3 | 11 | 4 | 3 | 7 |
| 4 | 5 | 4 | 13 | 5 | 3 | 8 |
| 3 | 3 | 3 | 9 | 3 | 3 | 6 |
| 5 | 3 | 4 | 12 | 4 | 3 | 7 |
| 3 | 3 | 3 | 9 | 4 | 3 | 7 |
| 3 | 5 | 4 | 12 | 5 | 4 | 9 |
| 1 | 1 | 5 | 7 | 5 | 4 | 9 |
| 3 | 5 | 1 | 9 | 5 | 5 | 10 |
| 3 | 4 | 5 | 12 | 5 | 3 | 8 |
| 4 | 3 | 3 | 10 | 4 | 5 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 6 |
| 5 | 3 | 4 | 12 | 4 | 4 | 8 |
| 3 | 4 | 3 | 10 | 4 | 3 | 7 |
| 5 | 4 | 4 | 13 | 5 | 5 | 10 |
| 3 | 3 | 3 | 9 | 4 | 3 | 7 |
| 3 | 4 | 3 | 10 | 5 | 5 | 10 |
| 3 | 3 | 3 | 9 | 4 | 3 | 7 |
| 3 | 4 | 3 | 10 | 5 | 3 | 8 |
| 1 | 1 | 5 | 7 | 4 | 4 | 8 |
| 4 | 4 | 2 | 10 | 5 | 4 | 9 |
| 4 | 3 | 3 | 10 | 4 | 4 | 8 |
| 1 | 1 | 2 | 4 | 4 | 4 | 8 |
| 4 | 4 | 5 | 13 | 4 | 4 | 8 |
| 3 | 5 | 5 | 13 | 3 | 3 | 6 |
| 3 | 4 | 1 | 8 | 4 | 3 | 7 |
| 5 | 4 | 4 | 13 | 4 | 4 | 8 |
| 3 | 4 | 3 | 10 | 3 | 5 | 8 |
| 3 | 3 | 3 | 9 | 5 | 3 | 8 |
| 5 | 4 | 4 | 13 | 4 | 4 | 8 |
| 3 | 4 | 4 | 11 | 4 | 5 | 9 |
| 1 | 1 | 2 | 4 | 4 | 4 | 8 |
| 4 | 2 | 4 | 10 | 4 | 3 | 7 |
| 3 | 4 | 3 | 10 | 5 | 3 | 8 |
| 3 | 5 | 3 | 11 | 5 | 3 | 8 |

| x4.1 | x4.2 | x4.3 | totalx4 | x5.1 | x5.2 | totalx5 |
|------|------|------|---------|------|------|---------|
| 4 | 4 | 4 | 12 | 4 | 4 | 8 |
| 4 | 3 | 3 | 10 | 4 | 3 | 7 |
| 3 | 3 | 4 | 10 | 4 | 3 | 7 |
| 3 | 4 | 1 | 8 | 2 | 5 | 7 |
| 1 | 1 | 5 | 7 | 5 | 4 | 9 |
| 5 | 3 | 2 | 10 | 3 | 3 | 6 |
| 5 | 4 | 4 | 13 | 5 | 4 | 9 |
| 1 | 1 | 5 | 7 | 4 | 4 | 8 |
| 4 | 3 | 4 | 11 | 3 | 3 | 6 |
| 4 | 3 | 2 | 9 | 4 | 4 | 8 |
| 3 | 4 | 1 | 8 | 3 | 3 | 6 |
| 4 | 5 | 4 | 13 | 5 | 4 | 9 |
| 3 | 4 | 5 | 12 | 4 | 5 | 9 |
| 1 | 1 | 3 | 5 | 4 | 4 | 8 |
| 4 | 5 | 4 | 13 | 4 | 4 | 8 |
| 5 | 3 | 3 | 11 | 4 | 4 | 8 |
| 3 | 4 | 3 | 10 | 3 | 3 | 6 |
| 3 | 3 | 5 | 11 | 5 | 3 | 8 |
| 3 | 4 | 5 | 12 | 5 | 5 | 10 |
| 4 | 3 | 4 | 11 | 4 | 3 | 7 |
| 3 | 4 | 3 | 10 | 4 | 3 | 7 |
| 1 | 1 | 3 | 5 | 4 | 4 | 8 |
| 3 | 4 | 3 | 10 | 4 | 4 | 8 |
| 3 | 5 | 4 | 12 | 5 | 5 | 10 |
| 1 | 1 | 3 | 5 | 3 | 4 | 7 |
| 5 | 5 | 1 | 11 | 5 | 3 | 8 |
| 4 | 4 | 3 | 11 | 5 | 5 | 10 |
| 4 | 3 | 4 | 11 | 5 | 5 | 10 |
| 3 | 4 | 3 | 10 | 5 | 3 | 8 |
| 4 | 4 | 2 | 10 | 4 | 4 | 8 |
| 4 | 3 | 3 | 10 | 3 | 4 | 7 |
| 5 | 4 | 4 | 13 | 5 | 5 | 10 |
| 3 | 3 | 5 | 11 | 3 | 3 | 6 |
| 4 | 5 | 2 | 11 | 3 | 4 | 7 |
| 4 | 4 | 5 | 13 | 4 | 5 | 9 |
| 1 | 1 | 3 | 5 | 5 | 4 | 9 |
| 5 | 3 | 2 | 10 | 3 | 4 | 7 |

| x4.1 | x4.2 | x4.3 | totalx4 | x5.1 | x5.2 | totalx5 |
|------|------|------|---------|------|------|---------|
| 4 | 3 | 3 | 10 | 3 | 4 | 7 |
| 3 | 4 | 3 | 10 | 2 | 3 | 5 |
| 5 | 4 | 3 | 12 | 4 | 5 | 9 |
| 5 | 4 | 2 | 11 | 3 | 5 | 8 |
| 1 | 1 | 2 | 4 | 4 | 4 | 8 |
| 4 | 5 | 4 | 13 | 4 | 5 | 9 |
| 5 | 5 | 5 | 15 | 5 | 5 | 10 |
| 3 | 3 | 3 | 9 | 4 | 3 | 7 |
| 5 | 5 | 3 | 13 | 5 | 5 | 10 |
| 1 | 1 | 4 | 6 | 3 | 4 | 7 |
| 5 | 4 | 3 | 12 | 5 | 5 | 10 |
| 5 | 5 | 4 | 14 | 4 | 4 | 8 |
| 1 | 1 | 4 | 6 | 5 | 4 | 9 |
| 5 | 5 | 3 | 13 | 4 | 5 | 9 |
| 5 | 5 | 4 | 14 | 4 | 4 | 8 |
| 3 | 4 | 3 | 10 | 3 | 3 | 6 |
| 4 | 5 | 1 | 10 | 5 | 5 | 10 |
| 5 | 5 | 4 | 14 | 5 | 4 | 9 |
| 4 | 5 | 5 | 14 | 4 | 5 | 9 |
| 3 | 4 | 5 | 12 | 5 | 3 | 8 |
| 4 | 5 | 4 | 13 | 5 | 5 | 10 |
| 5 | 5 | 3 | 13 | 5 | 5 | 10 |
| 5 | 5 | 3 | 13 | 4 | 4 | 8 |
| 3 | 4 | 3 | 10 | 4 | 3 | 7 |
| 5 | 5 | 4 | 14 | 4 | 5 | 9 |
| 5 | 5 | 3 | 13 | 5 | 5 | 10 |
| 1 | 1 | 3 | 5 | 4 | 4 | 8 |
| 4 | 5 | 5 | 14 | 4 | 5 | 9 |
| 5 | 5 | 2 | 12 | 3 | 4 | 7 |
| 5 | 5 | 3 | 13 | 4 | 4 | 8 |
| 5 | 5 | 4 | 14 | 5 | 5 | 10 |
| 3 | 4 | 5 | 12 | 5 | 3 | 8 |
| 4 | 5 | 4 | 13 | 4 | 5 | 9 |
| 5 | 5 | 5 | 15 | 5 | 4 | 9 |
| 5 | 5 | 4 | 14 | 4 | 5 | 9 |
| 1 | 1 | 4 | 6 | 4 | 4 | 8 |
| 5 | 5 | 4 | 14 | 4 | 5 | 9 |

| x4.1 | x4.2 | x4.3 | totalx4 | x5.1 | x5.2 | totalx5 |
|------|------|------|---------|------|------|---------|
| 5 | 5 | 5 | 15 | 5 | 5 | 10 |
| 4 | 5 | 4 | 13 | 5 | 5 | 10 |
| 3 | 4 | 5 | 12 | 4 | 3 | 7 |
| 5 | 5 | 1 | 11 | 5 | 5 | 10 |
| 5 | 5 | 3 | 13 | 2 | 5 | 7 |
| 3 | 3 | 4 | 10 | 5 | 3 | 8 |
| 4 | 5 | 4 | 13 | 4 | 5 | 9 |
| 4 | 5 | 3 | 12 | 3 | 4 | 7 |
| 1 | 1 | 4 | 6 | 4 | 4 | 8 |
| 5 | 4 | 3 | 12 | 4 | 4 | 8 |
| 5 | 4 | 4 | 13 | 5 | 5 | 10 |
| 4 | 5 | 4 | 13 | 4 | 5 | 9 |
| 3 | 4 | 3 | 10 | 4 | 3 | 7 |
| 5 | 5 | 4 | 14 | 4 | 5 | 9 |
| 5 | 5 | 4 | 14 | 5 | 5 | 10 |
| 3 | 3 | 4 | 10 | 5 | 3 | 8 |
| 5 | 5 | 2 | 12 | 5 | 5 | 10 |
| 1 | 1 | 3 | 5 | 4 | 4 | 8 |
| 5 | 5 | 5 | 15 | 5 | 5 | 10 |
| 5 | 5 | 4 | 14 | 5 | 5 | 10 |
| 5 | 5 | 3 | 13 | 4 | 5 | 9 |
| 3 | 4 | 4 | 11 | 5 | 3 | 8 |
| 5 | 5 | 5 | 15 | 4 | 5 | 9 |
| 5 | 5 | 4 | 14 | 5 | 5 | 10 |
| 3 | 3 | 5 | 11 | 5 | 3 | 8 |
| 5 | 5 | 4 | 14 | 4 | 5 | 9 |
| 3 | 4 | 5 | 12 | 5 | 3 | 8 |
| 5 | 5 | 3 | 13 | 5 | 5 | 10 |
| 5 | 5 | 3 | 13 | 5 | 5 | 10 |
| 1 | 1 | 4 | 6 | 4 | 4 | 8 |
| 5 | 5 | 4 | 14 | 5 | 5 | 10 |
| 3 | 4 | 4 | 11 | 4 | 3 | 7 |
| 5 | 5 | 4 | 14 | 3 | 5 | 8 |
| 5 | 5 | 4 | 14 | 5 | 5 | 10 |
| 1 | 1 | 4 | 6 | 5 | 4 | 9 |
| 5 | 5 | 5 | 15 | 5 | 5 | 10 |
| 5 | 5 | 5 | 15 | 5 | 5 | 10 |

| x4.1 | x4.2 | x4.3 | totalx4 | x5.1 | x5.2 | totalx5 |
|------|------|------|---------|------|------|---------|
| 3 | 4 | 4 | 11 | 5 | 3 | 8 |
| 5 | 5 | 4 | 14 | 5 | 4 | 9 |
| 1 | 1 | 5 | 7 | 5 | 4 | 9 |
| 3 | 5 | 4 | 12 | 5 | 5 | 10 |
| 3 | 3 | 4 | 10 | 4 | 3 | 7 |
| 3 | 5 | 3 | 11 | 4 | 5 | 9 |
| 3 | 4 | 2 | 9 | 2 | 3 | 5 |
| 4 | 5 | 4 | 13 | 4 | 4 | 8 |
| 5 | 4 | 5 | 14 | 4 | 4 | 8 |
| 3 | 4 | 4 | 11 | 5 | 3 | 8 |
| 5 | 5 | 3 | 13 | 2 | 4 | 6 |
| 5 | 4 | 5 | 14 | 5 | 3 | 8 |

| y1.1 | y1.2 | y1.3 | totally |
|------|------|------|---------|
| 3 | 4 | 4 | 11 |
| 4 | 4 | 3 | 11 |
| 3 | 4 | 5 | 12 |
| 3 | 3 | 2 | 8 |
| 4 | 4 | 4 | 12 |
| 1 | 4 | 4 | 9 |
| 4 | 4 | 3 | 11 |
| 5 | 4 | 4 | 13 |
| 3 | 5 | 4 | 12 |
| 1 | 4 | 4 | 9 |
| 3 | 5 | 5 | 13 |
| 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 5 | 14 |
| 4 | 5 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 5 | 14 |
| 3 | 3 | 2 | 8 |

| y1.1 | y1.2 | y1.3 | totally |
|------|------|------|---------|
| 3 | 4 | 4 | 11 |
| 5 | 3 | 3 | 11 |
| 3 | 3 | 3 | 9 |
| 4 | 3 | 2 | 9 |
| 4 | 3 | 2 | 9 |
| 4 | 4 | 5 | 13 |
| 1 | 4 | 3 | 8 |
| 3 | 3 | 5 | 11 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 3 | 12 |
| 3 | 3 | 4 | 10 |
| 4 | 4 | 5 | 13 |
| 4 | 3 | 4 | 11 |
| 4 | 3 | 2 | 9 |
| 3 | 4 | 4 | 11 |
| 3 | 5 | 4 | 12 |
| 3 | 5 | 2 | 10 |
| 3 | 3 | 4 | 10 |
| 5 | 3 | 2 | 10 |
| 5 | 4 | 4 | 13 |
| 3 | 4 | 4 | 11 |
| 3 | 5 | 4 | 12 |
| 1 | 4 | 5 | 10 |
| 5 | 4 | 4 | 13 |
| 4 | 5 | 3 | 12 |
| 3 | 3 | 3 | 9 |
| 3 | 3 | 2 | 8 |
| 4 | 5 | 5 | 14 |
| 4 | 4 | 5 | 13 |
| 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 9 |
| 3 | 4 | 4 | 11 |
| 3 | 4 | 4 | 11 |
| 4 | 3 | 3 | 10 |
| 3 | 4 | 4 | 11 |
| 4 | 5 | 3 | 12 |
| 1 | 5 | 5 | 11 |

| y1.1 | y1.2 | y1.3 | totally |
|------|------|------|---------|
| 3 | 1 | 1 | 5 |
| 4 | 5 | 5 | 14 |
| 5 | 2 | 4 | 11 |
| 3 | 4 | 3 | 10 |
| 5 | 4 | 4 | 13 |
| 4 | 3 | 3 | 10 |
| 4 | 4 | 3 | 11 |
| 3 | 4 | 5 | 12 |
| 5 | 4 | 3 | 12 |
| 3 | 3 | 3 | 9 |
| 4 | 5 | 5 | 14 |
| 1 | 5 | 4 | 10 |
| 4 | 4 | 5 | 13 |
| 5 | 4 | 2 | 11 |
| 1 | 3 | 2 | 6 |
| 4 | 4 | 5 | 13 |
| 3 | 3 | 1 | 7 |
| 4 | 3 | 2 | 9 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 11 |
| 3 | 4 | 4 | 11 |
| 3 | 4 | 4 | 11 |
| 4 | 4 | 5 | 13 |
| 1 | 3 | 3 | 7 |
| 3 | 4 | 4 | 11 |
| 4 | 5 | 5 | 14 |
| 3 | 3 | 4 | 10 |
| 4 | 4 | 5 | 13 |
| 5 | 4 | 4 | 13 |
| 3 | 3 | 4 | 10 |
| 5 | 3 | 3 | 11 |
| 1 | 5 | 3 | 9 |
| 3 | 3 | 2 | 8 |
| 3 | 4 | 2 | 9 |
| 1 | 4 | 4 | 9 |
| 5 | 5 | 3 | 13 |
| 5 | 4 | 4 | 13 |

| y1.1 | y1.2 | y1.3 | totally |
|------|------|------|---------|
| 4 | 2 | 2 | 8 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 1 | 4 | 3 | 8 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 13 |
| 3 | 5 | 3 | 11 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 2 | 10 |
| 3 | 2 | 1 | 6 |
| 1 | 3 | 2 | 6 |
| 5 | 5 | 2 | 12 |
| 5 | 5 | 5 | 15 |
| 1 | 3 | 3 | 7 |
| 3 | 1 | 1 | 5 |
| 3 | 3 | 5 | 11 |
| 3 | 4 | 3 | 10 |
| 4 | 4 | 2 | 10 |
| 5 | 5 | 4 | 14 |
| 5 | 3 | 4 | 12 |
| 3 | 5 | 4 | 12 |
| 3 | 4 | 5 | 12 |
| 3 | 2 | 4 | 9 |
| 5 | 5 | 5 | 15 |
| 1 | 4 | 2 | 7 |
| 5 | 4 | 3 | 12 |
| 3 | 3 | 2 | 8 |
| 4 | 3 | 3 | 10 |
| 3 | 3 | 4 | 10 |
| 3 | 4 | 3 | 10 |
| 1 | 4 | 1 | 6 |
| 5 | 4 | 4 | 13 |
| 4 | 5 | 5 | 14 |
| 3 | 3 | 3 | 9 |
| 5 | 5 | 4 | 14 |
| 1 | 3 | 1 | 5 |

| y1.1 | y1.2 | y1.3 | totally |
|------|------|------|---------|
| 5 | 4 | 3 | 12 |
| 5 | 4 | 2 | 11 |
| 1 | 5 | 1 | 7 |
| 5 | 3 | 3 | 11 |
| 5 | 4 | 3 | 12 |
| 4 | 3 | 3 | 10 |
| 5 | 5 | 2 | 12 |
| 5 | 3 | 3 | 11 |
| 5 | 4 | 5 | 14 |
| 4 | 5 | 5 | 14 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 3 | 13 |
| 5 | 3 | 3 | 11 |
| 4 | 3 | 3 | 10 |
| 5 | 4 | 3 | 12 |
| 5 | 5 | 4 | 14 |
| 1 | 5 | 2 | 8 |
| 5 | 5 | 4 | 14 |
| 4 | 3 | 3 | 10 |
| 5 | 5 | 5 | 15 |
| 3 | 5 | 4 | 12 |
| 4 | 5 | 5 | 14 |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 5 | 14 |
| 5 | 5 | 5 | 15 |
| 1 | 4 | 4 | 9 |
| 5 | 3 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 3 | 11 |
| 5 | 2 | 4 | 11 |
| 5 | 3 | 2 | 10 |
| 3 | 4 | 3 | 10 |
| 5 | 4 | 3 | 12 |
| 5 | 4 | 2 | 11 |
| 1 | 5 | 3 | 9 |
| 5 | 4 | 3 | 12 |

| y1.1 | y1.2 | y1.3 | totally |
|------|------|------|---------|
| 5 | 4 | 3 | 12 |
| 5 | 5 | 4 | 14 |
| 4 | 4 | 2 | 10 |
| 5 | 4 | 3 | 12 |
| 5 | 3 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 5 | 5 | 3 | 13 |
| 1 | 3 | 2 | 6 |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 4 | 13 |
| 5 | 3 | 4 | 12 |
| 4 | 5 | 4 | 13 |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 3 | 12 |
| 3 | 4 | 3 | 10 |
| 5 | 5 | 3 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 3 | 3 | 11 |
| 5 | 5 | 3 | 13 |
| 1 | 4 | 4 | 9 |
| 5 | 4 | 4 | 13 |
| 4 | 3 | 3 | 10 |
| 5 | 5 | 3 | 13 |
| 5 | 5 | 5 | 15 |
| 1 | 5 | 5 | 11 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 13 |
| 2 | 5 | 4 | 11 |
| 1 | 5 | 5 | 11 |
| 4 | 4 | 5 | 13 |
| 3 | 4 | 5 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 3 | 3 | 10 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 4 | 5 | 4 | 13 |

| y1.1 | y1.2 | y1.3 | totally |
|------|------|------|---------|
| 3 | 2 | 3 | 8 |
| 3 | 5 | 5 | 13 |

LAMPIRAN III
HASIL DEMOGRAFI

| jenis kelamin | usia | pendidikan | pekerjaan |
|---------------|-------------|------------|---------------------|
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| pria | 16-18 tahun | SMA | pelajar |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | S1 | Mahasiswa/Mahasiswi |
| pria | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| pria | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| pria | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| pria | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | SMA | karyawan |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | DLL |
| Wanita | 18-24 tahun | S1 | DLL |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| pria | 24-30 tahun | S1 | karyawan |
| pria | 24-30 tahun | S1 | DLL |
| Wanita | 18-24 tahun | SMA | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | DLL |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | SMA | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | SMA | Mahasiswa/Mahasiswi |

| jenis kelamin | usia | pendidikan | pekerjaan |
|---------------|-------------|------------|---------------------|
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | DLL |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | SMA | DLL |
| Wanita | 18-24 tahun | S1 | DLL |
| Wanita | 18-24 tahun | D3 | DLL |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 18-24 tahun | S1 | DLL |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 24-30 tahun | S1 | DLL |
| pria | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 24-30 tahun | S2 | DLL |
| Wanita | 30-35 tahun | SMA | DLL |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | DLL |
| Wanita | 18-24 tahun | D3 | karyawan |
| Wanita | 18-24 tahun | SMA | karyawan |
| Wanita | 18-24 tahun | D3 | karyawan |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | SMA | karyawan |
| Wanita | 18-24 tahun | SMA | karyawan |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 18-24 tahun | SMA | DLL |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 18-24 tahun | S1 | DLL |
| Wanita | 16-18 tahun | SMA | pelajar |

| jenis kelamin | usia | pendidikan | pekerjaan |
|---------------|-------------|------------|---------------------|
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 18-24 tahun | SMA | karyawan |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 16-18 tahun | SMA | pelajar |
| pria | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | SMA | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 16-18 tahun | SMA | DLL |

| jenis kelamin | usia | pendidikan | pekerjaan |
|---------------|-------------|------------|---------------------|
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 18-24 tahun | D3 | karyawan |
| Wanita | 16-18 tahun | SMA | pelajar |
| pria | 18-24 tahun | S2 | karyawan |
| Wanita | 18-24 tahun | SMA | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | D3 | karyawan |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 24-30 tahun | S1 | karyawan |
| Wanita | 24-30 tahun | S1 | karyawan |
| Wanita | 24-30 tahun | S1 | karyawan |
| Wanita | 24-30 tahun | S1 | karyawan |
| Wanita | 16-18 tahun | SMA | pelajar |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 18-24 tahun | D3 | DLL |
| Wanita | 18-24 tahun | D3 | DLL |
| Wanita | 18-24 tahun | D3 | DLL |
| Wanita | 18-24 tahun | D3 | karyawan |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | D3 | karyawan |
| Wanita | 18-24 tahun | D3 | karyawan |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | D3 | DLL |
| Wanita | 18-24 tahun | S1 | karyawan |

| jenis kelamin | usia | pendidikan | pekerjaan |
|---------------|-------------|------------|---------------------|
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 24-30 tahun | S1 | karyawan |
| Wanita | 24-30 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 30-35 tahun | S1 | karyawan |
| Wanita | 30-35 tahun | S1 | karyawan |
| Wanita | 30-35 tahun | S1 | karyawan |
| Wanita | 30-35 tahun | S2 | DLL |
| Wanita | 30-35 tahun | S2 | DLL |
| Wanita | 18-24 tahun | D3 | karyawan |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 30-35 tahun | S2 | DLL |
| Wanita | 30-35 tahun | S2 | DLL |
| Wanita | 30-35 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 24-30 tahun | S1 | karyawan |
| Wanita | 24-30 tahun | S1 | DLL |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 16-18 tahun | SMA | DLL |
| Wanita | 18-24 tahun | D3 | karyawan |
| Wanita | 18-24 tahun | D3 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | D3 | karyawan |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | S1 | karyawan |
| Wanita | 18-24 tahun | D3 | karyawan |
| Wanita | 18-24 tahun | S1 | Mahasiswa/Mahasiswi |
| Wanita | 18-24 tahun | S1 | DLL |

LAMPIRAN IV

HASIL INSTRUMEN PENELITIAN

Correlations

| | | X1.1 | X1.2 | Brand Image & Loyalty |
|-----------------------|---------------------|--------|--------|-----------------------|
| X1.1 | Pearson Correlation | 1 | .459** | .826** |
| | Sig. (2-tailed) | | 0,003 | 0,000 |
| | N | 40 | 40 | 40 |
| X1.2 | Pearson Correlation | .459** | 1 | .880** |
| | Sig. (2-tailed) | 0,003 | | 0,000 |
| | N | 40 | 40 | 40 |
| brand image & loyalty | Pearson Correlation | .826** | .880** | 1 |
| | Sig. (2-tailed) | 0,000 | 0,000 | |
| | N | 40 | 40 | 40 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| 0,623 | 0,629 | 2 |

Correlations

| | | X2.1 | X2.2 | New Product & Promotion |
|------|---------------------|--------|--------|-------------------------|
| X2.1 | Pearson Correlation | 1 | .506** | .855** |
| | Sig. (2-tailed) | | 0,001 | 0,000 |
| | N | 40 | 40 | 40 |
| X2.2 | Pearson Correlation | .506** | 1 | .880** |

| | | | | |
|-------------------------|---------------------|--------|--------|-------|
| | Sig. (2-tailed) | 0,001 | | 0,000 |
| | N | 40 | 40 | 40 |
| new product & promotion | Pearson Correlation | .855** | .880** | 1 |
| | Sig. (2-tailed) | 0,000 | 0,000 | |
| | N | 40 | 40 | 40 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| 0,670 | 0,672 | 2 |

Correlations

| | | X3.1 | X3.2 | X3.3 | Brand Credibility |
|------|---------------------|--------|--------|-------|-------------------|
| X3.1 | Pearson Correlation | 1 | .414** | .359* | .836** |
| | Sig. (2-tailed) | | 0,008 | 0,023 | 0,000 |
| | N | 40 | 40 | 40 | 40 |
| X3.2 | Pearson Correlation | .414** | 1 | 0,310 | .747** |
| | Sig. (2-tailed) | 0,008 | | 0,051 | 0,000 |
| | N | 40 | 40 | 40 | 40 |
| X3.3 | Pearson Correlation | .359* | 0,310 | 1 | .678** |
| | Sig. (2-tailed) | 0,023 | 0,051 | | 0,000 |
| | N | 40 | 40 | 40 | 40 |

| | | | | | |
|-------------------|---------------------|--------|--------|--------|----|
| brand credibility | Pearson Correlation | .836** | .747** | .678** | 1 |
| | Sig. (2-tailed) | 0,000 | 0,000 | 0,000 | |
| | N | 40 | 40 | 40 | 40 |

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

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

Reliability Statistics

| | | |
|------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| 0,620 | 0,629 | 3 |

Correlations

| | | X4.1 | X4.2 | X4.3 | Brand Appeal |
|--------------|---------------------|--------|--------|--------|--------------|
| X4.1 | Pearson Correlation | 1 | .486** | .358* | .787** |
| | Sig. (2-tailed) | | 0,001 | 0,023 | 0,000 |
| | N | 40 | 40 | 40 | 40 |
| X4.2 | Pearson Correlation | .486** | 1 | .426** | .847** |
| | Sig. (2-tailed) | 0,001 | | 0,006 | 0,000 |
| | N | 40 | 40 | 40 | 40 |
| X4.3 | Pearson Correlation | .358* | .426** | 1 | .714** |
| | Sig. (2-tailed) | 0,023 | 0,006 | | 0,000 |
| | N | 40 | 40 | 40 | 40 |
| brand appeal | Pearson Correlation | .787** | .847** | .714** | 1 |
| | Sig. (2-tailed) | 0,000 | 0,000 | 0,000 | |

| | | | | |
|---|----|----|----|----|
| N | 40 | 40 | 40 | 40 |
|---|----|----|----|----|

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

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| 0,684 | 0,688 | 3 |

Correlations

| | | X5.1 | X5.2 | Perceived Brand Quality |
|-------------------------|---------------------|--------|--------|-------------------------|
| X5.1 | Pearson Correlation | 1 | .747** | .938** |
| | Sig. (2-tailed) | | 0,000 | 0,000 |
| | N | 40 | 40 | 40 |
| X5.2 | Pearson Correlation | .747** | 1 | .931** |
| | Sig. (2-tailed) | 0,000 | | 0,000 |
| | N | 40 | 40 | 40 |
| perceived brand quality | Pearson Correlation | .938** | .931** | 1 |
| | Sig. (2-tailed) | 0,000 | 0,000 | |
| | N | 40 | 40 | 40 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| 0,854 | 0,855 | 2 |

Correlations

| | | Y1.1 | Y1.2 | Y1.3 | Purchase Decision |
|-------------------|---------------------|--------|--------|--------|-------------------|
| Y1.1 | Pearson Correlation | 1 | .688** | .390* | .858** |
| | Sig. (2-tailed) | | 0,000 | 0,013 | 0,000 |
| | N | 40 | 40 | 40 | 40 |
| Y1.2 | Pearson Correlation | .688** | 1 | .379* | .872** |
| | Sig. (2-tailed) | 0,000 | | 0,016 | 0,000 |
| | N | 40 | 40 | 40 | 40 |
| Y1.3 | Pearson Correlation | .390* | .379* | 1 | .700** |
| | Sig. (2-tailed) | 0,013 | 0,016 | | 0,000 |
| | N | 40 | 40 | 40 | 40 |
| purchase decision | Pearson Correlation | .858** | .872** | .700** | 1 |
| | Sig. (2-tailed) | 0,000 | 0,000 | 0,000 | |
| | N | 40 | 40 | 40 | 40 |

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

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| 0,742 | 0,739 | 3 |

LAMPIRAN V

HASIL UJI REGRESI LINIER BERGANDA

LAMPIRAN – HASIL STATISTIK DESKRIPTIF

| Variabel | N | Min | Max | Mean | Std. Deviation |
|---|-----|-----|-----|-------|----------------|
| <i>Brand Image and Loyalty (X1)</i> | 207 | 2 | 10 | 7,52 | 1,776 |
| <i>New Brand/Product Promotion (X2)</i> | 207 | 3 | 10 | 8,03 | 1,451 |
| <i>Brand Credibility (X3)</i> | 207 | 4 | 15 | 11,42 | 2,613 |
| <i>Brand Appeal (X4)</i> | 207 | 3 | 15 | 11,10 | 2,552 |
| <i>Perceived Brand Quality (X5)</i> | 207 | 3 | 15 | 11,23 | 2,200 |
| <i>Purchase Decision (Y)</i> | 207 | 3 | 15 | 11,23 | 2,200 |
| Valid N (listwise) | 207 | | | | |

LAMPIRAN – HASIL REGRESI LINEAR BERGANDA

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .879 ^a | 0.773 | 0.767 | 1.345 |

a. Predictors: (Constant), Brand Equity, New Product & Promotion, Brand Image & Loyalty, Brand Credibility, Brand Appeal

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1237.548 | 5 | 247.510 | 136.784 | .000 ^b |
| | Residual | 363.708 | 201 | 1.809 | | |
| | Total | 1601.256 | 206 | | | |

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Equity, New Product & Promotion, Brand Image, Brand Credibility, Brand Appeal

| Coefficients^a | | | | | |
|---------------------------------|-----------------------------|------------|---------------------------|--------|-------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 2.267 | 0.397 | | 5.717 | 0.000 |
| Brand Image & Loyalty | 0.308 | 0.076 | 0.249 | 4.070 | 0.000 |
| New Product & Promotion | -0.128 | 0.079 | -0.099 | -1.617 | 0.108 |
| Brand Credibility | 0.128 | 0.071 | 0.141 | 1.794 | 0.074 |
| Brand Appeal | 0.322 | 0.087 | 0.350 | 3.719 | 0.000 |
| Perceived Brand Quality | 0.372 | 0.118 | 0.289 | 3.166 | 0.002 |

a. Dependent Variable: Purchase Decision