

BAB V

PENUTUP

Pada bab ini terdapat kesimpulan dari hasil penelitian. Selanjutnya terdapat implikasi manajerial, memaparkan keterbatasan penelitian dan saran untuk penelitian selanjutnya.

5.1 Kesimpulan

Berikut hasil setelah dilakukannya penelitian, maka penulis mengambil kesimpulan sebagai berikut:

- a. Penelitian terdahulu dan penelitian sekarang sama-sama terdapat 5 faktor yang mempengaruhi perilaku pembelian sepatu futsal. Pada penelitian ini terdapat 5 faktor yang mempengaruhi perilaku pembelian terhadap sepatu futsal Ortuseight. Faktor-faktor tersebut adalah faktor *Brand loyalty*, variabel pembentuknya 1, 2, 3, 5, 6, 7, 8, 10, 11, dan 15. faktor *fitur product* variabel pembentuknya adalah 9, 17, 18, 21, dan 30. faktor *expediency*, variabel pembentuknya adalah 23, 24, 26, dan 27. Faktor *logical behaviour* variabel pembentuknya adalah 16. Dan faktor budaya variabel pembentuknya adalah 12, 14, 22, dan 28.

- b. Hasil analisis perbedaan faktor-faktor yang mempengaruhi perilaku pembelian terhadap sepatu futsal Ortuseight berdasarkan jenis kelamin dapat dilihat dari hasil analisis *Independent t-test*. Pada uji *Independent T-Test* diketahui bahwa tidak ada perbedaan persepsi perilaku pembelian antara laki-laki dan perempuan terhadap sepatu futsal Ortuseight pada kelima faktor.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian ini terdapat lima faktor yang mempengaruhi konsumen dalam mengambil dan mempertimbangkan keputusan pembelian sepatu futsal Ortuseight. Faktor yang dimaksud adalah faktor *brand loyalty*, *fitur product*, *expediency*, budaya dan *logical behaviour*. Pada penelitian ini tidak terdapat perbedaan persepsi perilaku pembelian antara laki-laki dan perempuan dalam pembelian sepatu futsal Ortuseight.

Berdasarkan uraian diatas, faktor-faktor tersebut tetap lah penting untuk pihak manajemen perusahaan Ortuseight sebagai dasar untuk mengembangkan produk sepatu futsal Ortuseight yang akan dibuat oleh perusahaan. Menurut penulis untuk saat ini belum terlihat perbedaan persepsi antara laki-laki dan perempuan dalam pembelian sepatu futsal merk Ortuseight dikarenakan brand tersebut masih terbilang baru dalam perusahaan sepatu olahraga. Kemampuan Perusahaan akan mendapatkan

keunggulan kompetitif jika dapat memenuhi keinginan konsumen. Dengan tidak ada perbedaan persepsi antara laki-laki dan perempuan, bukan berarti perusahaan bisa bersantai-santai dalam persaingan di bidang sepatu futsal, Akan lebih baik jika pihak Ortuseight tetap menerapkan kelima faktor dalam pembuatan sepatu futsal yang memberikan kenyamanan, inovasi serta manfaat untuk menarik minat yang lebih kepada para konsumen.

Bagi peneliti selanjutnya disarankan agar dapat melakukan penelitian dengan menggunakan faktor lain agar dapat mengetahui lebih luas faktor-faktor yang dapat mempengaruhi perilaku konsumen dalam mengambil keputusan pembelian.

5.3 Keterbatasan Penelitian

Dalam Penelitian ini penulis menyadari adanya keterbatasan yaitu kuisioner yang disebarluaskan secara *online*. Hal ini mempengaruhi jawaban para responden karena penulis tidak dapat langsung mendampingi responden dalam mengisi kuisioner yang dibagikan. Penelitian ini juga memiliki keterbatasan dimana kuisioner yang dibagikan hanya bisa diisi oleh responden yang pernah memiliki dan memakai sepatu futsal Ortuseight.

5.4 Saran

Setelah melakukan penelitian, penulis memiliki saran sebagai berikut :

1. Bagi Produsen

Disarankan untuk menerapkan dan memperhatikan kelima faktor seperti *brand loyalty*, *fitur product*, *expediency*, budaya dan *logical behaviour* untuk menarik minat konsumen dalam membeli sepatu futsal Ortuseight.

2. Bagi peneliti selanjutnya

Berdasarkan keterbatasan penelitian maka penelitian di masa yang akan datang agar dapat menyebarkan kuisisioner secara langsung kepada responden yang dituju dan mendampinginya, dan juga responden yang mengisi adalah yang memiliki dan memakai sepatu futsal Ortuseight. Hal ini dilakukan agar dapat mengukur lebih akurat dipenelitian selanjutnya.

DAFTAR PUSTAKA

- Preeti Mehra. (2017). *Factors Influencing Purchase Behaviour of Branded Sports Shoes. SCMS Journal of Indian Management.*
- Maulana M. Willem J. Rita T. (2017). Promosi, Harga Dan Inovasi Pengaruhnya Terhadap Keputusan Pembelian Sepatu Futsal Nike Di Toko Akbar Ali Sport Manado. Issn 2303-1174
- Murdoyo Totok. (2014). Analisis Faktor-Faktor Yang Mempengaruhi Konsumen dalam Pengambilan Keputusan Pembelian Produk Sepatu Futsal Merk Adidas Pada Pelanggan Lapangan Futsal Gor Surya Di Boyolali.
- Nugroho, S. (2003). *Perilaku konsumen*. Jakarta: Kencana.
- Kuncoro, M. (2012). *Metode Riset Untuk Bisnis dan Ekonomi*. Jakarta: Erlangga.
- Saputra, Denny (2014) *Effect Of Product Quality, Promotion, And Brand Image On Purchase Decision Of Nike Sport Shoes*
- Adamu, E. (2011). *Factors Affecting Consumers' Shoe Preference: the Case of Addis Ketema Sub-city on Domestic versus Imported Leather Shoes. Dissertation, Ababa University College of Management, Information, and Economic Sciences.*

Banarjee, S. C. (2014). *An Empirical Study on Identification of Consumer Preferences in the Footwear Market- An Application of Factor, Cluster and Conjoint Analysis. Management insight*, Vol 10 (2), 42-51.

Bhagat, S. M., & Mumbai. (2015). *Factors Influencing Purchase and Non-Purchase Behaviour in Online Shopping.*

Jogiyanto, H. (2010). *Metodologi Penelitian Bisnis*. yogyakarta: BPFE Universitas Gajah Mada.

Sumaryati (2016). Analisis Atribut Produk Terhadap Perilaku Pembelian Konsumen Sepatu Merek Nike

T. Subianto (2007). PERILAKU KONSUMEN BESERTA IMPLIKASINYA TERHADAP KEPUTUSAN PEMBELIAN



Factors Influencing Purchase Behaviour of Branded Sports Shoes

Preeti Mehra

**A
b
s
t
r
a
c
t**

This study offers and validates a comprehensive approach to explain factors influencing the attitude of respondents towards various characteristics of branded sports shoes. In order to attain these objectives a sample of 322 respondents belonging to three cities of Punjab: Jalandhar, Amritsar and Ludhiana, was drawn. Non-probability convenient sampling was adopted for selecting the respondents. It was however, found that brand loyalists preferred buying shoes of their fancied companies whereas innovators preferred shoes with the latest state-of-the-art trends and technologies. Consumers desired sports shoes to be colourful and stylish and happened to relate traits of shoes to their personality.

Keywords: Purchase behaviour, consumer behaviour, brand loyalty, sports shoes.



Dr. Preeti Mehra
Assistant Professor
DAV University, Jalandhar
preetikamehra@gmail.com

Indians are becoming mindful about their fitness and this is apparent in the number of health care and fitness centers that have proliferated in the current times. Exposure to various health issues has led to this awareness creation. The Indian shoe market has undoubtedly emerged as a clear winner from this mounting realization about maintaining a healthy lifestyle.

India's sportswear market has evolved from a niche segment, which was exclusively aimed at sportspersons, to a burgeoning consumer sector. The sportswear retail market in India is estimated at INR 365.8 billion and is expected to grow at a robust CAGR of 33% during 2010–2014. The market includes sports apparel, footwear and accessories, with footwear being the largest segment, accounting for around 60% of the total market (www.ey.com). The market is ruled by the four main brands; Adidas, Reebok, Nike and Puma. These are global players and possess over 80% market share of the market, with numerous other brands such as Fila and Lotto escalating their presence by the day. Brands such as Liberty, Woodland and Lotto also have a moderate

The sector is highly unorganised where 80% to 85% of the industry falls under very small micros, small and medium enterprises and hardly any brand names exist (www.economic-times.indiatimes.com). The average customer is unable to distinguish between clutters of brands. Reebok is a well-known and popular brand and is more preferable as compared to Nike, Puma and Adidas as it offers affordable shoes, which can be worn with casual attire too.

Review of Literature

Endalew Adamu (2011) expressed that like any other product, consumers see a shoe as a bundle of attributes capable of fulfilling their expectations. He further emphasized that these attributes are mainly the style, quality and price. He also suggested that in order to design competent marketing programs it is essential for companies, especially in foot wear and garment industry, to identify the product attributes that the consumers pay the most attention to.

Banerjee, Bagchi and Mehta (2014), conducted a study in which they explored the influence of twenty-one attributes on consumer purchase behaviour in the footwear segment. They expressed that both intrinsic and extrinsic factors like the price, fit, comfort, variety, design had an effect on a consumer's purchase intentions. The study also suggested that consumers look for convenience and accessibility in their shopping options. Apart from these factors like odour free and lightweight material also mattered up to a certain extent.

Mulugeta Girma (2016) conducted a research aimed to explore the pattern of brand preference towards domestic and foreign footwear products and its antecedents. Age and gender were taken as variables. The study was conducted on 319 usable samples and relevant data was obtained on purchase preference, brand consciousness, normative influences, emotional values and perceived quality using both inferential and descriptive statistical techniques. The finding disclosed that the emotional value of the brand and normative influences are the most and least significant antecedents respectively for brand preference. The study concluded that the emotional value of the brand significantly affected both genders; male and females significantly. It also pointed out that with rising age, their seemed to be a preference towards local brands.

Anand and Akelya emphasized that the mindset of the emerging Indian middle class has changed. They have high ambitions and a desire to improve their standards of living. Their spending patterns are changing and priorities have changed. Their inclination to incur higher expenditure on education, health, and personal care and apparels has increased (Anand and Akelya).

The literature review emphasizes the need to understand the mindset of the customers. There lies a need to explore the aspirations, preferences and self esteem needs of the consumer. An effort also needs to be made of understanding the role of feel good factor in shaping the buying preferences of the consumer. In the light of the gaps in the review the objectives of the study are mentioned below.

Objectives of the study

The current study explores characteristics of branded sports shoes that have an influence on the Purchase Behaviour of the customers.

Methodology

This is an endeavor to study characteristics of branded sports shoes that have an influence on the purchase behaviour of the customer's preference and decision-making for purchasing sports shoes among the consumers. The population of the study is comprised of three cities of Punjab: Amritsar, Ludhiana and Jalandhar. A sample of 350 respondents comprising of 100-120 from each city was planned. However, after scrutiny of the filled questionnaires, 322 were found fit for analysis; others were not complete or lacked seriousness in response and hence weeded out. Thus, the final sample was 322 respondents comprising 126 respondents from Jalandhar, 123 from Amritsar and 73 from Ludhiana. For selecting the respondents, non-probability convenient sampling technique was adopted as it well suits exploratory studies like this (Tull & Hawkins, 1996, p. 544). However, an effort was made to include respondents across different demographic variables to make the sample representative. The unit of the study was an individual.

Data were collected personally from the respondents by using a pre-tested, structured and non-disguised questionnaire. The information was gathered from the consumers visiting various shoe outlets. The questionnaire was personally administered to the consumers coming out of these stores.

Tools and Techniques

It has been attempted to explore the attitude of respondents towards various characteristics of sports shoes that influence their purchase behaviour. Income variable has been considered for analysis. The four income categories considered for analysis are I_1 (respondents having monthly income below ₹ 20,000); I_2 (respondents having monthly income between ₹ 20,000 and 40,000); I_3 (income between ₹ 40,000 and 60,000); and I_4 (income above ₹ 60,000). Respondents were asked to give their responses, to a set of thirty statements that were framed on the basis of intuition

and discussion with experts. These statements reflected the attitude of respondents towards sports shoes in general. Each statement was measured on five-point Likert scale with 5 representing, "strongly agree" and 1 signifying, "strongly disagree". Mean values of the four income categories were determined. F-ratios were also calculated. After checking whether significant differences exist between the opinion of different income groups, Factor analysis was employed on the aggregate group of respondents. The reliability of scale was measured with the help of Cronbach's Alpha.

The list of statements is given in Table 1.

Table 1
List of Statements Depicting Characteristics of branded sports shoes influencing Purchase Behaviour

Labels	Statements
(S1)	I am most enthusiastic to buy the most reputable brand.
(S2)	I prefer shoes with the most comfortable material.
(S3)	I select the brand name irrespective of its price.
(S4)	I like to try newly launched shoes to try something innovative.
(S5)	I prefer to try shoes that are the most durable.
(S6)	I believe that a well-designed shoe reflects a good quality product.
(S7)	While purchasing, I always pay attention to the difference in the price of the available shoes.
(S8)	I favor a shoe that offers unique features.
(S9)	Sports shoes are more preferable than formal shoes.
(S10)	I have a tendency to pick up shoes, which have the attractive look.
(S11)	I prefer a brand that offers good color choice.
(S12)	I feel that a shoe exposes my personality.
(S13)	An increase in the price of my preferred brand will not effect my buying intent.
(S14)	I prefer a brand which is the most cool and stylish.
(S15)	I prefer the most advertised brand of shoe.
(S16)	I prefer usage of a brand that is widely and easily available.
(S17)	I am loyal to particular brands of shoes.
(S18)	I prefer buying a different brand of shoe in each purchase.
(S19)	I favor a brand that fulfills my expectations.
(S20)	If satisfied with a brand only then I buy it in my next purchase.
(S21)	If there is a wide choice, I buy the shoe of the most popular company.

(S22)	I decide to buy a well-known brand of a shoe because I find it reliable.
(S23)	I prefer buying a brand that justifies my personality.
(S24)	I prefer buying a shoe of a particular brand.
(S25)	Extensive advertising by a competitor company does not effect my choice of shoes.
(S26)	While purchasing I pay the most attention to the economy provided by the brand.
(S27)	I am easily able to identify the brand I purchase amongst all displayed brands.
(S28)	I can easily identify the logo of my preferred brand
(S29)	I feel my brand satisfies my expectations.
(S30)	I prefer a brand that is well displayed.

In order to find the level of agreement/disagreement with the various statements on the basis of income status of respondents, mean scores were calculated. Weights of 5,4,3,2 and 1 were assigned respectively to the responses.

Mean scores are cumulative averages of the responses of the respondents. These help to assess and analyze the level of customer satisfaction on all the selected 30 statements separately. A moderate level of satisfaction is available in the mid- point of the scale, (i.e) 3 and this may be taken as an average. Based on this, variables which have a mean value above 4 depict a high level of respondent agreement, mean value above 2 and up to 3 shows moderate agreement level, above 1 and up to 2 shows less agreement level and mean value below 1 shows a high level of disagreement.

In order to examine whether any significant differences exist among the respondents belonging to various income categories with respect to characteristics of sports shoes influencing purchase behaviour the following null hypothesis has been tested

H_0 : There is no significant difference among the respondents belonging to different income groups regarding their preferences for various statements depicting characteristics of sports shoes influencing their purchase behaviour.

In order to compare the income-wise mean scores, F-ratios have been calculated to the responses of each statement. Mean values along with F-ratios for various statements are presented in Table 2.

Table 2
Attitude of Respondents towards Characteristics of branded sports shoes influencing Purchase Behaviour
(Overall and Income-wise Mean Scores and F-Ratio)

Labels	Statements	Overall Mean Value	I ₁ Mean Value	I ₂ Mean Value	I ₃ Mean Value	I ₄ Mean Value	F-ratio
(S1)	I am most enthusiastic to buy the most reputable brand.	2.70	2.68	2.71	2.69	2.72	0.77
(S2)	I like to try newly launched shoes to try something innovative.	2.83	2.83	2.81	2.84	2.85	2.00
(S3)	I prefer to try shoes that are the most durable.	2.74	2.75	2.73	2.74	2.74	2.12
(S4)	I prefer shoes with the most comfortable material.	3.12	3.12	3.11	3.12	3.13	0.72
(S5)	I select the brand name irrespective of its price.	2.99	2.98	2.97	3.00	3.01	0.76

(S6)	I believe that a well-designed shoe reflects a good quality product.	3.23	3.69	3.78	2.69	2.77	0.17
(S7)	While purchasing, I always pay attention to the difference in the price of the available shoes.	2.88	2.86	2.89	2.88	2.90	1.15
(S8)	I favor a shoe that offers unique features.	2.47	3.24	3.05	2.06	1.55	3.40*
(S9)	I feel that a shoe effect my image.	3.40	3.03	3.25	3.67	3.65	1.54
(S10)	I have a tendency to pick up shoes, which have the attractive look.	2.48	2.71	2.79	2.31	2.13	1.71
(S11)	I prefer a brand that offers good color choice.	2.60	2.56	2.63	2.62	2.59	1.42
(S12)	Sports shoes are more preferable than formal shoes.	2.40	2.33	2.40	2.47	2.42	2.08
(S13)	An increase in the price of my preferred brand will not effect my buying intent.	2.35	2.31	2.39	2.33	2.37	2.43
(S14)	I prefer a brand which is the most economical.	2.16	1.99	2.11	2.23	2.32	1.80
(S15)	I prefer a less advertised brand of shoe.	2.21	2.10	2.16	2.32	2.28	0.57
(S16)	I prefer usage of a brand that is widely and easily available.	2.22	2.09	2.22	2.31	2.29	0.93
(S17)	I am loyal to particular brands of shoes.	4.00	4.42	4.31	3.77	3.51	3.49*
(S18)	I prefer buying a different brand of shoe in each purchase.	3.96	3.82	3.99	4.03	4.02	1.07
(S19)	I favor a brand that fulfills my expectations.	3.98	3.98	3.96	4.01	3.99	2.50
(S20)	If satisfied with a brand only then I buy it in my next purchase.	3.97	3.90	4.01	3.98	3.99	1.97
(S21)	If there is a wide choice, I buy the shoe of the most popular company.	4.00	3.99	3.98	4.03	4.02	1.26
(S22)	I decide to buy a well-known brand of a shoe because I find it reliable.	4.03	4.03	3.99	4.07	4.05	1.61
(S23)	I prefer buying a brand that justifies my personality.	4.04	4.19	4.06	3.99	3.91	1.24
(S24)	I prefer buying a shoe of a particular brand.	3.38	3.39	3.41	3.51	3.22	1.61
(S25)	Extensive advertising by a competitor company does not effect my choice of shoes.	3.42	3.23	3.56	3.42	3.47	1.19

(S26)	While purchasing I pay the most attention to the economy provided by the brand.	3.57	3.45	3.42	3.72	3.69	2.40
(S27)	I am easily able to identify the brand I purchase amongst all displayed brands.	3.71	3.68	3.71	3.72	3.74	0.41
(S28)	I can easily identify the logo of my preferred brand.	3.33	3.23	3.42	3.33	3.36	1.24
(S29)	I feel my brand satisfies my expectations.	3.51	3.50	3.53	3.55	3.49	0.66
(S30)	I prefer a brand that is well displayed.	3.69	3.69	3.72	3.63	3.74	0.41

The table shows that the overall mean scores range from as high as 4.04 on statement S23 (I prefer buying a brand that justifies my personality) to as low as 2.16 on statement S14 (I prefer a brand which is the most economical). A high score of statement S23 indicates that most of the respondents consider a shoe as a reflection of their personality. This was validated by a high mean score of 3.40 of statement S9 (I feel that a shoe affects my image). This indicates that people consider a shoe as an essential part of their image and personality reflection. Statement S22 (I decide to buy a well-known brand of a shoe because I find it reliable.) is the next most agreed statement with a mean score of 4.03 thus highlighting the trust; the dependability a brand needs to create in the respondents' mind. The respondents have also shown high agreement with statements S21 (If there is a wide choice, I buy the shoe of the most popular company) and S17 (I am loyal to particular brands of shoes).

Most of the respondents are neutral to statements S2 (I like to try newly launched shoes to try something innovative); S3 (I prefer to try shoes that are the most durable) and S4 (I prefer shoes with the most comfortable material) as mean scores are close to 3.

The mean scores from the table show that most of the respondents disagree to statement S15 (I prefer a less advertised brand of shoe), statement S16 (I prefer usage of a brand that is widely and easily available.) and statement S13 (An increase in the price of my preferred brand will not affect my buying intent.) as the mean scores are close to 2. The lowest score of 2.16 has been acquired by statement S14 (I prefer a brand, which is the most economical.) depicting that the respondent does not consider economy as an important factor while purchasing a sport shoe.

The differences in mean scores of the respondents belonging to different income categories have been found to be statistically insignificant for 28 out of 30 statements. Majority of the respondents belonging to the lower income categories I₁ and I₂ have expressed greater level of agreement to statements: S8 (I favor a shoe that offers unique features) and S17 (I am loyal to particular brands of shoes). The differences between the opinion of lower and higher income groups have been found to be statistically significant with regard to these statements at 5 per cent level of significance.

A comparison of the responses shows that respondents belonging to all income groups carry almost similar views towards various characteristics of sports shoes and its effect on their purchase behaviour. Hence the null hypothesis is accepted.

Taking this into consideration, we have applied factor analysis only on the aggregate group of respondents and not on the individual income groups.

Sports Shoe Characteristics Influencing Purchase Behaviour: A Factor Analytical Approach (Overall Sample)

This section aims at understanding those characteristics of sports shoes that have an influence on the buying behaviour of consumers. Factor Analytic technique has been applied on thirty statements given in Table 2. The reliability of statements as measured by Cronbach's Alpha is 0.937 thus signifying a suitable level of internal reliability (Hair et al., 2010).

Data for Factor Analysis

In order to test the appropriateness of data pro for factor analysis, the subsequent steps were completed:

- Correlation matrix was computed and it portrayed that there were adequate correlations to conduct factor analysis.
- Anti-image correlations were figured. The partial correlations were low thus implying that true factors were present in the data.
- Overall Measures of Sampling Adequacy (MSA) such as KMO value was located to be 0.924, which suggested that the sample was suitable enough for sampling.
- Bartlett's Test of Sphericity (Bartlett, 1950) revealed statistically significant number of correlations amid the variables.

Henceforth, as disclosed by the overhead considerations, the data was established fit for factor analysis.

Extraction Approach and Number of Factors Extracted

The assumptions suggest that the data is appropriate for factor analysis. In our study however, Principal Component Analysis (PCA) has been applied for extraction of factors. The number of factors has been held on the basis of latent root criterion. Thus, only the factors having Eigen values or latent roots greater than 1 have been considered substantial;

all the factors with latent roots less than 1 have been overlooked. Barely five components have Eigen values greater than unity. The analysis gave a five-factor solution. Total variance accounted for by these factors is 72.083 per cent and remaining variance is explained by other factors.

Table 3 shows the extracted factors. The last column in the table shows communalities. Normally accepted values of communalities are amid the range 0.40 to 0.70 (Costello and Osborne, 2005). In the current study, all communalities are within this range. Large communalities suggest that a large amount of variance has been accounted for by the factor solution. In the current study, all the communalities are above 0.51.

A factor loading symbolizes the correlation between a variable and its factor. The factor loadings, which were greater than 0.30, have been held. Based on sample size of 500 respondents, it has been specified that factor loading of 0.30 or above has been considered to be substantial (Hair et al., 2010). In the study, principal factors have been orthogonally rotated by the application of varimax rotation. This has resulted in the emergence of five major factors for defining the purchase behaviour of consumers for shoes. Extracted factors, factor labelling, factor loadings and communalities are given in Table 3

Table 3
Principal Component Analysis with Varimax Rotation

LABEL	FACTORS					COMMUNALITIES
	F1	F2	F3	F4	F5	
	ADAPTABLENESS	BRAND RECOGNITION	BRAND LOYALTY	LOGICAL BEHAVIOUR	EXPEDIENCY	
S29	0.879					0.512
S2	0.859					0.778
S3	0.851					0.557
S4	0.84					0.5
S5	0.838					0.751
S6	0.81					0.782
S7	0.571					0.581
S8		0.844				0.575
S9		0.818				0.57

S10		0.808				0.554
S11		0.801				0.589
S12		0.798				0.735
S13		0.783				0.772
S14		0.59				0.825
S15			0.835			0.805
S16			0.834			0.811
S17			0.82			0.742
S18			0.747			0.807
S19			0.591			0.821
S25			0.579			0.844
S21			0.552			0.798
S22				0.873		0.592
S23				0.871		0.554
S24				0.857		0.521
S26				0.847		0.754
S20				0.802		0.745
S27					0.789	0.759
S28					0.783	0.75
S1					0.773	0.743
S30					0.707	0.777
Eigen Value	5.301	5.053	4.542	3.977	2.551	
Explained Variance (%)	17.571	15.842	15.474	13.258	8.838	
Cumulative Variance (%)	17.571	34.513	49.987	53.245	72.08	

Naming of Factors

All the factors have been given suitable names conferring to the variables that have loaded on to each factor. The five factors described in Table 3 are examined below.

Factor 1 (F1): ADAPTABLENESS

This is the first and the most vital factor that accounts for 35.54 per cent of the total variance. Seven variables have been positively loaded on this factor. The factor includes statements S29 (I feel my brand satisfies my expectations), S2 (I prefer shoes with the most comfortable material), S3 (I select the brand name irrespective of its price), S4 (I like to try newly launched shoes to try something innovative), S5 (I

prefer to try shoes that are the most durable), S6 (I believe that a well-designed shoe reflects a good quality product) and S7 (While purchasing, I always pay attention to the difference in the price of the available shoes). These statements emphasize that buyers are willing to buy shoes that offer comfort regardless of their cost. Moreover, it is also implied that people look forward to wearing shoes with innovative trends as it offers them with a new look.

Factor 2 (F2): BRAND RECOGNITION

Factor two explains statements S8 (I favor a shoe that offers unique features), S10 (I have a tendency to pick up shoes, which have the attractive look), S11 (I prefer a brand that

offers good color choice.), S12 (I feel that a shoe exposes my personality.) S13 (An increase in the price of my preferred brand will not affect my buying intent.) and S14 (I prefer a brand which is the most cool and stylish). This factor explains 12.72 per cent of the total variance. The factor structure studies the effects of brand traits on its preference. A brand with unique features reflects a good quality product. Consumers pay attention to small details of like: the look, colors and style of a shoe. They have a liking for colourful and attractive shoes. Furthermore, they consider the increase in the price of their preferred brand as an irrelevant factor while making a purchase.

Factor 3 (F3): BRAND LOYALTY

Statements S15 (I prefer the most advertised brand of shoe), S16 (I prefer usage of a brand that is widely and easily available), S17 (I am loyal to particular brands of shoes), S19 (I favor a brand that fulfills my expectations), S25 (Extensive advertising by a competitor company does not affect my choice of shoes) and S21 (If there is a wide choice, I buy the shoe of the most popular company) constitute the fourth factor, which explains 9.57 percent of variance. The factor structure elaborates the level of enthusiasm displayed by a consumer while buying a sports shoe. This factor suggests that consumers prefer shoes that are easily and widely available. In addition to this, brand loyalists prefer buying sports shoes of the same company over and over again even if it is lesser advertised as compared to the competitive brands as they feel that their expectations are being fulfilled.

Factor 4 (F4): LOGICAL BEHAVIOUR

The fourth factor includes statements S22 (I decide to buy a well-known brand of a shoe because I find it reliable.), S23 (I prefer buying a brand that justifies my personality.) S26 (While purchasing I pay the most attention to the economy provided by the brand.), and S20 (If satisfied with a brand only then I buy it in my next purchase). It explains 5.87 per cent of the total variance. The factor is titled and understood as logical behaviour of consumers during purchase of a sports shoe. It suggests that consumers act judiciously while buying a sports shoe only if they consider it reliable. However, the consumers believe in buying a brand that justifies their personality and go for repetitive purchases only if immensely satisfied.

Factor 5 (F5): EXPEDIENCY

Statements S27 (I am easily able to identify the brand I purchase amongst all displayed brands.), S28 (I can easily identify the logo of my preferred brand), S1 (I am most enthusiastic to buy the most reputable brand.) and S30 (I prefer a brand that is well displayed.) form the fifth factor 'utility' that accounts for 5.15 per cent of the total variance. It shows that consumers are of an opinion that a brand needs to be well displayed identifiable and reputable. A practical choice is to select a brand that is the most well demonstrated and popular.

Conclusions and recommendations

In this section some viable recommendations are forwarded on the basis of the research findings. The foregoing discussion reveals that consumers prefer a sports shoe that is comfortable. A sports shoe that provides ease and comfort is more desirable among consumers. Consumers are ready to shell out more money, if a shoe provides more relaxation. This implies that companies must offer sports shoes coupled with advanced state of the art technologies, the cost factor will not matter much as consumers are ready to buy even at higher prices.

Moreover, like as in case of any other accessory, people prefer innovativeness in shoes also. Variability in colours, style, and designs is a fad, especially amongst the youngsters. Consumers judge the personality of a person by his clothes and shoes. Shoes form a vital part of the appearance. Companies need to venture into product line extensions, launch new styles, designs that are in co-ordination with the ever-changing trends of these days. Modification of already existing products also needs to be undertaken.

Age has a tremendous effect on consumer's preference of shoes. Attributes are attached different importance by consumers belonging to different age groups. Therefore, it is significant for all companies in the foot wear industry to establish the stage of life of their consumers and also what product attributes they pay the most attention to. This will definitely help shoe companies to undertake effective segmentation and enable them to design effective marketing programs concurring with the attributes that are salient to distinctive consumers age groups.


Product promotions need to highlight, not only the functional benefits sought by the buyers but must also

accentuate the emblematic features associated with shoes. Appearance that inspires mindsets, exaggerates the passion among buyers needs to be projected. Perceived status of users, especially young ones needs to be taken care of. For the older customers prominence can be laid upon the comfort and durability of shoes. These initiatives, topped with a virtuous display and wholesome salesmanship will definitely help in attainment of captivating sales for all brands.

References

- Adamu, E. (2011), "Factors Affecting Consumers' Shoe Preference: the Case of Addis Ketema Sub-city on Domestic versus Imported Leather Shoes", Dissertation, Ababa University•College of Management, Information, and Economic Sciences.
- Banarjee, S., C .Bagchi, and N. Mehta (2014), "An Empirical Study on Identification of Consumer Preferences in the Footwear Market- An Application of Factor, Cluster and Conjoint Analysis", *Management Insight*, Vol 10 (2), 42-51.
- Girma, M. (2017), "Exploring Consumers Footwear's Brand Preference and Its Antecedents between age groups and gender: In Case of dire Dawa administration", • *International Journal of Scientific and Research Publications*, Vol 6 (6), 2250-3153
- "India has the largest footwear market in the world", available at www.economicstimes.indiatimes.com on 29 Jun, 2017.
- "Sports Wear Retail", available at <http://www.cy.com/in/en/industries/india-sectors/retailwholesale/sportswear-retail>.





Lampiran 2
KUISIONER PENELITIAN

KUISIONER PENELITIAN

a. Identitas responden :

- Nama :
- Jenis kelamin : a. laki-laki b. perempuan
- Apakah anda sudah mencoba memakai sepatu futsal merek ortuseight?
 - a. Sudah b. belum
- Seri sepatu futsal ortuseight apa yang anda gunakan?
 - a. Jogosala
 - b. Forte
 - c. Catalyst
 - d. extend

Berilah tanda Check List (✓) pada salah satu alternatif jawaban yang sesuai dengan pendapat anda berdasarkan apa yang anda rasakan sebagai pemilik atau pengguna sepatu olahraga futsal. Berikan pendapat anda berdasarkan kriteria sebagai berikut:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Ragu-ragu (R)

4 = Setuju (S)

5 = Sangat Setuju (SS)

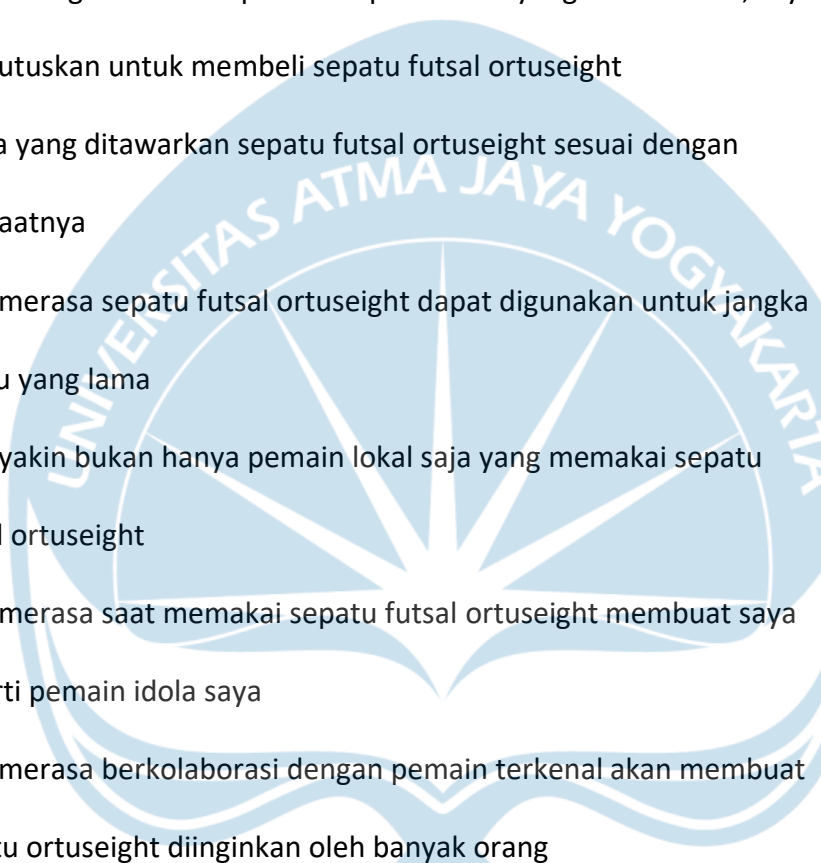
no

Pertanyaan

STS TS RG S SS

- 1 Saya merasa dengan menggunakan sepatu Futsal Ortuseight dapat meningkatkan kepercayaan diri saya dilapangan
- 2 Saya sangat antusias untuk membeli merek sepatu ortuseight
- 3 Saya suka mencoba seri sepatu futsal ortuseight yang baru diluncurkan
- 4 Dengan harga yang terjangkau, saya bisa mendapatkan sepatu futsal ortuseight dengan kualitas yang baik
- 5 Saya menyukai sepatu futsal ortuseight karena memiliki fitur-fitur yang menarik
- 6 Saya merasa bahwa sepatu futsal ortuseight dapat mempengaruhi citra atau gambaran diri saya
- 7 Dengan menggunakan sepatu futsal Ortuseight membuat saya lebih percaya diri
- 8 Saya memilih sepatu futsal ortuseight karena memiliki bahan yang nyaman dikaki
- 9 Saat membeli sepatu futsal ortuseight, saya memperhatikan bentuk, desain, warna dan lainnya
- 10 Saya hanya ingin menggunakan sepatu futsal ortuseight
Saya puas dan akan membeli sepatu futsal oerutseight lagi
- 11 Saya merasa merek sepatu futsal ortuseight dapat memenuhi harapan

- 12 Saya merasa Fitur sepatu futsal ortuseight dapat bersaing dengan merek sepatu futsal lainnya
- 13 Saya merasa sepatu futsal ortuseight sesuai dengan bentuk kaki orang-orang di Indonesia
- 14 Sepatu futsal ortueight dapat ditemukan di seluruh toko di Indonesia
- 15 Iklan dari brand pesaing tidak mempengaruhi pilihan saya dalam memilih sepau futsal ortuseight
- 16 Saya memilih sepatu futsal ortuseight karena pemain idola saya juga memakai merek sepatu yang sama
- 17 Desain dari sepatu futsal ortuseight membuat saya tertarik untuk membelinya
- 18 Saya merasa dengan adanya brand ambasaddor akan membuat semua orang tertarik untuk mencoba sepatu futsal ortuseight
- 19 Saya membeli sepatu futsal ortuseight karena mengikuti trend saja
- 20 Peningkatan harga sepatu futsal ortuseight tidak akan mempengaruhi niat beli saya
- 21 Saya mengetahui merek sepatu ortuseight dari media sosial
- 22 Saya merasa sepatu futsal ortuseight dapat digunakan oleh semua orang

- 
- 23 Saya merasa sepatu futsal ortuseight dapat menyesuaikan dengan kaki saya
- 24 Saya tidak malu untuk menawarkan sepatu Ortuseight kepada teman-teman saya
- 25 Dari berbagai alternatif produk sepatu futsal yang ada di dunia, saya memutuskan untuk membeli sepatu futsal ortuseight
- 26 Harga yang ditawarkan sepatu futsal ortuseight sesuai dengan manfaatnya
- 27 Saya merasa sepatu futsal ortuseight dapat digunakan untuk jangka waktu yang lama
- 28 Saya yakin bukan hanya pemain lokal saja yang memakai sepatu futsal ortuseight
- 29 Saya merasa saat memakai sepatu futsal ortuseight membuat saya seperti pemain idola saya
- 30 Saya merasa berkolaborasi dengan pemain terkenal akan membuat sepatu ortuseight diinginkan oleh banyak orang

Lampiran 3

JAWABAN RESPONDEN



Nama	Umur	Jenis kelamin	Apakah anda sudah mencoba sepatu futsal merek ortuseight?	Seri sepatu futsal ortuseight yang anda gunakan?
ichaputri	17	Perempuan	sudah	jogosala
Ino	23	laki-laki	sudah	jogosala
Ragil Pramono	32	laki-laki	sudah	jogosala
Cristofel	16	laki-laki	sudah	jogosala
Grace Yunsod Nazara	19	laki-laki	sudah	jogosala
M Habibie Jati Hidayat	14	laki-laki	sudah	jogosala
IFANA ALDI PUTRA	22	laki-laki	sudah	jogosala
Andre ramadhab	25	laki-laki	sudah	jogosala
Iqdam Liberty M	25	laki-laki	sudah	jogosala
Aditya Nugraha	24	laki-laki	sudah	extend
Wahyu prastyo hardiyanto	24	laki-laki	sudah	forte
Batista	21	laki-laki	sudah	jogosala
kevin sanjaya	23	laki-laki	belum	forte
Anjar Romario	25	laki-laki	sudah	catalyst
Firmansyah	21	laki-laki	sudah	jogosala
Rian	33	laki-laki	sudah	catalyst
Ridwan Azis	22	laki-laki	sudah	catalyst
Ahmad Khairul Fuady (dhidut)	36	laki-laki	sudah	jogosala
Raqin Maraya Ekaputra	26	laki-laki	sudah	catalyst
Miguel tjondro	23	laki-laki	sudah	catalyst
Muhammad Arya Rofis	20	laki-laki	sudah	jogosala
Muhamad Hilmi	20	laki-laki	sudah	catalyst
Firmansyah Eko Saputro	25	laki-laki	sudah	jogosala
Bismo Ari Prasetyo Aji	22 tahun	laki-laki	sudah	jogosala
Fernanda dwi prasetyo	24	laki-laki	sudah	catalyst
Agung Prasetyo	18	laki-laki	sudah	jogosala
Bagus s	21	laki-laki	sudah	jogosala
Anandra alza pradana	19	laki-laki	sudah	jogosala
Rais	30	laki-laki	sudah	jogosala
Dian	19	laki-laki	sudah	jogosala
Davva	15	laki-laki	sudah	jogosala
Firnaz Achmad Maula	16	laki-laki	sudah	jogosala
Andhika	29	laki-laki	sudah	jogosala
M subhan khananil manan	18	laki-laki	sudah	jogosala
Riondra Ardy Fahreza	26	laki-laki	sudah	jogosala
Suandi Malibi	21	laki-laki	sudah	catalyst
Aprilia Niken Maharani	19	Perempuan	sudah	jogosala
Fani Rismayanti	19	Perempuan	sudah	catalyst
manggala	24	laki-laki	sudah	jogosala
Muhammad Lubis				
Notangsi	20	laki-laki	sudah	jogosala
Bonaventura Bima	18	laki-laki	sudah	catalyst
Andriansyah Andayani	24	laki-laki	sudah	catalyst
Irma Fitri Nibrosa'ilmi	14	Perempuan	sudah	jogosala
Rian Adi	19	laki-laki	sudah	catalyst
Abith zaqi samudra	16	laki-laki	sudah	jogosala
Kamaluddin Ramdani	19	laki-laki	sudah	jogosala
Muhammad Habib Harmansyah	17 tahun	laki-laki	sudah	catalyst

Jefri Handoko	27	laki-laki	sudah	jogosala
Ramadhan Choerunnisa. M	19 tahun	Perempuan	sudah	jogosala
Yoga indra	18	laki-laki	sudah	jogosala
Satrio wijayanto	27	laki-laki	sudah	jogosala
FAJRINA NALA FAUZIAH	19	Perempuan	sudah	jogosala
Arga fernawan	19	laki-laki	sudah	jogosala
Nugroho Prasetyo	22 tahun	laki-laki	sudah	jogosala
Luthfi mega pramesti	19 th	Perempuan	sudah	jogosala
Adam Charisul Fasa	19	laki-laki	sudah	jogosala
Canggih wicaksono	21	laki-laki	sudah	catalyst
Nur dzaky pingky russeliawan	20 tahun	laki-laki	sudah	catalyst
Raden Kurnianto Ridwan Hanafi	21 tahun	laki-laki	sudah	catalyst
Fauzi	21	laki-laki	sudah	jogosala
Bonifasius Kevin Abel	20	laki-laki	sudah	jogosala
Mu'adz Abdurrozaq	25	laki-laki	sudah	catalyst
fariz	17	laki-laki	sudah	jogosala
amir fahmi hidayat	16	laki-laki	sudah	catalyst
Angga Dewa	24	laki-laki	sudah	catalyst
Mulya Ramdhani	22	laki-laki	sudah	jogosala
Afat	23	laki-laki	sudah	jogosala
Hutama Nanda	24	laki-laki	sudah	catalyst
Putri	20	Perempuan	sudah	catalyst
Ranggi	24	Perempuan	sudah	forte
rivka	19	Perempuan	sudah	forte
Farel Aqsha Vierry	21	laki-laki	sudah	catalyst
Fibert	20	laki-laki	sudah	catalyst
Hendrawan	20	laki-laki	sudah	jogosala
Yohanes	20	laki-laki	sudah	jogosala
Natalis Laga	22	laki-laki	sudah	jogosala
Ricko	19	laki-laki	sudah	catalyst
Saiful ali mahulau	28	laki-laki	sudah	catalyst
Bagas Aryo Saloko	18	laki-laki	sudah	jogosala
Edwin	23	laki-laki	sudah	jogosala
Cristian Raja Lege	22	laki-laki	sudah	jogosala
Rommy Putra Viantoro	18	laki-laki	sudah	jogosala
Salsa	18th	Perempuan	sudah	jogosala
Wilibordus Harianto				
Novas	19	laki-laki	sudah	jogosala
Antonius Rendi Bagus				
Saputro	19	laki-laki	sudah	jogosala
Raffi	19	laki-laki	sudah	jogosala
Azka Rifqi Prasetya Aji	21	laki-laki	sudah	extend
Ihza Agnadias Alfasha	22	laki-laki	sudah	jogosala
Muhammad jauhhar	19	laki-laki	sudah	catalyst
Abi	22	laki-laki	sudah	jogosala
Zaky Fathurrahman				
Ruslan	22	laki-laki	sudah	jogosala
Zidna	17 thn	laki-laki	sudah	jogosala
Filipus Kevin Adi Nugroho	19	laki-laki	sudah	catalyst
Amin	25	laki-laki	sudah	jogosala
Sultan Madani Ghivara	20	laki-laki	sudah	jogosala
Vando surya kurniawan	29 tahun	laki-laki	sudah	jogosala

Owen Massora	22	laki-laki	sudah	jogosala
Muhammad Izzi	21	laki-laki	sudah	catalyst
Dhito	20	laki-laki	sudah	jogosala
M. Jaelani	21 tahun	laki-laki	sudah	jogosala
Efren	19	laki-laki	sudah	jogosala
Alfonsus grignon richard djima	20	laki-laki	sudah	catalyst
Abraham Cartenz				
Bramasta Gandhi	20	laki-laki	sudah	jogosala
Loge Irawan	22	laki-laki	sudah	catalyst
Maezar	25	laki-laki	sudah	catalyst
Muh Riza Shahroudy	20	laki-laki	sudah	jogosala
Taufik ramadhan	23 tahun	laki-laki	sudah	catalyst
Muh Faqih Zuhdi	21	laki-laki	sudah	jogosala
Erwin Junanda	21 tahun	laki-laki	sudah	forte
Fajar noviyanto	22	laki-laki	sudah	jogosala
Luqman fahrurrozi	21	laki-laki	sudah	jogosala
Asep Firmansyah	29	laki-laki	sudah	jogosala
Gusuryanto	19	laki-laki	sudah	jogosala
Ryan Ramadhan	18	laki-laki	sudah	jogosala
Naufal Dwi R.P	17	laki-laki	sudah	catalyst
Mohammad Dani	17	laki-laki	sudah	jogosala
Roy	31	laki-laki	sudah	forte
MICHAEL SETIAWAN	24 tahun	laki-laki	sudah	jogosala
Irfan	17	laki-laki	sudah	jogosala
Pidol	22	laki-laki	sudah	jogosala
Agustinus Wahyu Wijayanto	20	laki-laki	sudah	jogosala
Stephanus Deksa				
Leksono	21	laki-laki	sudah	extend
Dwirama	21	laki-laki	sudah	jogosala
Dhimas	20	laki-laki	sudah	jogosala
Rae	20	laki-laki	sudah	catalyst
Tion andy	20 tahun	laki-laki	sudah	catalyst
anton	19	laki-laki	sudah	catalyst
Toni	20	laki-laki	sudah	extend
Sendy Gunawan	22	laki-laki	sudah	catalyst
Nyoman Adi Pramarta	23	laki-laki	sudah	jogosala
Ignatius Cahaya Putra W.	20	laki-laki	sudah	jogosala
Yosep	22	laki-laki	sudah	jogosala
Filipus Tesen	22 Tahun	laki-laki	sudah	forte
Ganang Puja Gautama	20	laki-laki	sudah	jogosala
Yulio Rafael	19	laki-laki	sudah	forte
Aulia Nur Hikmatin	24	Perempuan	sudah	catalyst
Razan Arvin	20	laki-laki	sudah	jogosala
Rizky Immanuel				
Manurung	22 tahun	laki-laki	sudah	catalyst
Wicak	24	laki-laki	sudah	jogosala
Sarsilit	21	laki-laki	sudah	extend
Yonatan Tertius Sudiono	20	laki-laki	sudah	jogosala
Arfan Amru Jihad	23	laki-laki	sudah	jogosala
Fahmi	21	laki-laki	sudah	jogosala
Resa surya	20	laki-laki	sudah	catalyst
Ahmad	17	laki-laki	belum	extend

Abiyoga Angga	19	laki-laki	sudah	catalyst
ACO	20	laki-laki	sudah	jogosala
Faishal hanif	15	laki-laki	sudah	jogosala
Ricko	25	laki-laki	sudah	jogosala
Rendi Bagus Saputro	19th	laki-laki	sudah	jogosala
Mochamad Arfian				
Yulianto	36th	laki-laki	sudah	jogosala
Roy Aliando Lubis	19	laki-laki	sudah	jogosala
Fahri Rayhan Alfarizi	23	laki-laki	sudah	extend
Refinado Aziz Ahmed	16	laki-laki	sudah	catalyst
Mochamad Wilyas				
Ramdan	22	laki-laki	belum	catalyst
Ihza Agnadias Alfasha	22	laki-laki	sudah	jogosala
Taurianto ade putra	21	laki-laki	sudah	forte
Zunan dwi yulianto	20	laki-laki	sudah	catalyst
Beben Reyaan	22	laki-laki	sudah	jogosala
Fendi Permana Syah	18 tahun	laki-laki	sudah	jogosala
Zaidan Baihaqi	18	laki-laki	sudah	jogosala
Alfredo fridolin lamanepa	20	laki-laki	sudah	jogosala
Sombed	20	laki-laki	sudah	catalyst
Mahendra eka ryan				
hidayat	29	laki-laki	sudah	catalyst
Barreto	20	laki-laki	sudah	jogosala
Muhammad Ilham	25	laki-laki	sudah	catalyst
N'golo Kante	32	laki-laki	belum	extend
Paulo	30thun	laki-laki	sudah	catalyst
Day	26	laki-laki	sudah	extend
Erwan dwi	38	laki-laki	sudah	catalyst
Yogi	25	laki-laki	sudah	jogosala
Wowi	34	laki-laki	sudah	catalyst
Dinda Lestari	21	Perempuan	sudah	extend
Faldy	28	laki-laki	sudah	extend
Achmad Al Wajid	20	laki-laki	sudah	jogosala
Achmad Al Wajid	20	laki-laki	sudah	jogosala
Achmad Al Wajid	20	laki-laki	sudah	jogosala
Dita	30	Perempuan	sudah	jogosala
Ramadhan Choerunnisa.				
M	19 tahun	Perempuan	sudah	jogosala
Natasya Sumitro	23 tahun	Perempuan	sudah	catalyst
Novia Amalia	23	Perempuan	sudah	catalyst
Jumaria Haqila	19	Perempuan	sudah	jogosala
Agus Sutriyono	26	laki-laki	sudah	jogosala
Muhammad noval	21	laki-laki	sudah	jogosala
Hansa	23	laki-laki	sudah	jogosala
Agus Sutriyono	26	laki-laki	sudah	jogosala
Muhammad zidane	20	laki-laki	sudah	jogosala
Septian	18	laki-laki	sudah	jogosala
Faiq Septian	21	laki-laki	sudah	extend
Alifatul Jannah Sinulingga	23 tahun	Perempuan	sudah	extend
Muchammad Rizki Putra				
Pratama	13	laki-laki	sudah	jogosala
Irwan Putra	22	laki-laki	sudah	jogosala
Erza Ap	24	laki-laki	sudah	jogosala
Oktavia Rahma Y	20	Perempuan	sudah	jogosala
Jay	24	laki-laki	sudah	forte

Dzulhan	28	laki-laki	sudah	jogosala
Nurdiansyah	24	laki-laki	sudah	jogosala
Muhammad Azzam N	24	laki-laki	sudah	catalyst
Khoirul adhi wahana	23	laki-laki	sudah	jogosala
Jay	24	laki-laki	sudah	forte
Johan	25	laki-laki	sudah	catalyst
Amir Dwi	29	laki-laki	sudah	jogosala



P	P	P	P	P	P	P	P	P	P	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	3	
1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9	0				

4	4	4	5	4	3	4	5	5	4	4	5	4	4	4	2	4	4	1	4	5	4	3	4	4	5	4	5	3	4		
5	5	4	3	4	5	5	5	5	5	5	5	5	5	5	5	4	5	2	3	4	3	5	5	5	5	4	5	5	5		
5	5	4	5	5	3	5	5	4	4	4	4	4	5	5	3	4	5	2	4	4	5	5	4	5	4	4	4	4	5		
5	4	5	5	5	5	5	5	5	4	5	5	5	5	5	3	5	5	5	1	3	5	5	5	5	3	4	3	5	5	4	
3	4	2	3	4	2	3	4	4	3	3	4	4	2	3	2	4	3	2	3	3	3	4	4	4	4	3	4	2	4		
4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	5	3	4	5	3	5	5	5	5	5	4	4	3	4	2	4	
4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	2	4	4	4	4	4	4	4	4	3	3		
3	3	5	3	3	3	3	3	4	3	4	3	3	4	4	3	3	4	4	3	4	3	4	4	4	4	4	4	4	4	3	
5	5	2	5	4	5	5	5	5	3	5	5	5	5	3	4	5	5	1	5	4	5	5	5	5	5	5	5	5	4	5	
5	5	5	5	5	4	4	4	5	4	4	5	5	5	5	3	4	4	2	3	5	5	4	5	4	4	4	4	5	4	4	
4	3	3	3	4	3	4	5	5	4	4	5	5	5	3	3	4	3	2	1	3	5	3	3	3	3	3	5	3	3		
4	3	2	3	3	2	3	3	5	3	3	5	3	4	3	3	5	3	3	3	4	4	4	4	4	3	4	3	3	3	3	
4	4	4	4	4	4	4	4	5	3	4	4	4	4	4	3	2	3	4	2	3	4	5	4	4	4	4	4	4	4	3	
4	4	3	5	2	5	4	4	5	3	2	5	3	3	4	3	4	3	2	3	4	4	4	2	3	4	4	3	2	4		
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
3	4	3	5	4	4	3	3	3	4	4	4	3	4	3	1	3	3	3	3	2	5	5	4	4	4	4	5	4	1	1	
5	5	5	5	5	4	5	5	5	4	4	4	4	5	5	3	5	4	1	4	5	5	5	5	5	5	4	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	1	5	5	5	5	5	5	5	5	5	5	
5	4	4	5	4	5	4	5	5	4	4	4	4	5	5	2	4	4	1	5	5	5	5	5	5	5	5	5	5	5	5	
4	4	3	5	4	4	4	5	4	3	3	5	4	4	4	2	2	4	1	3	4	4	4	4	4	4	4	4	2	2		
5	4	3	5	5	4	5	4	5	5	4	4	4	5	5	4	5	4	2	5	5	5	4	5	5	4	5	2	3	4		
4	4	5	5	4	3	3	5	5	4	4	5	5	5	4	3	5	3	3	4	5	5	5	5	4	5	4	3	2	4		
5	5	5	5	4	5	5	5	4	4	4	5	4	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	4	4	5	
3	3	3	4	3	3	3	3	4	3	3	4	4	3	2	2	4	4	3	3	4	4	4	4	3	3	4	4	3	2	2	
4	5	4	4	5	4	5	4	4	4	4	5	4	5	4	4	4	4	1	5	5	5	5	5	5	5	4	5	4	5		
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
4	5	4	5	5	5	4	5	5	4	5	5	4	3	4	3	5	4	1	4	4	4	5	4	4	5	4	5	3	5		
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	1	5	5	5	5	5	5	5	5	5	5	5	
4	4	3	4	4	3	4	4	4	2	4	5	4	5	4	1	4	3	3	1	3	5	4	5	4	4	4	4	5	3	3	
4	4	4	4	4	4	4	5	4	4	4	4	4	4	5	4	4	4	4	3	4	4	4	3	4	4	4	4	4	2	2	
4	4	5	5	4	4	5	5	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	4	5	
5	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	1	5	5	5	5	5	5	5	5	5	5	5	
4	4	3	5	3	4	4	5	4	4	5	5	4	4	4	4	3	5	3	3	5	4	4	4	4	5	4	5	3	3		
4	4	4	5	4	3	4	4	5	3	4	5	4	5	4	3	4	4	3	3	5	4	4	3	4	5	4	5	4	4		
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	3	4	4	4	4	4	4	4	4	4	4	4	
5	5	5	4	5	5	5	5	5	3	3	5	3	3	3	3	5	3	2	2	5	5	5	3	5	3	3	3	3	3	4	
3	3	2	4	3	3	3	3	3	3	3	3	3	3	4	3	3	2	3	3	3	3	3	3	3	4	4	3	4	3	2	2
5	4	2	5	4	3	5	5	2	5	5	5	5	5	5	4	4	5	1	2	4	5	5	5	5	5	5	4	4	5		
4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4	5	5	4	
4	5	5	5	5	4	4	5	5	5	4	5	5	5	4	4	5	5	2	5	5	5	5	5	5	5	5	4	5	4	5	
5	4	5	5	4	4	4	5	5	4	4	4	5	5	5	3	5	4	1	4	5	5	5	5	4	4	5	5	1	5		
5	5	4	4	5	4	4	5	4	5	4	5	4	5	4	4	5	5	4	4	4	5	4	4	4	4	5	5	4	4	4	
4	4	4	4	5	3	4	4	5	4	4	4	4	4	4	3	4	4	2	2	4	5	4	5	4	4	4	4	3	4		
5	5	4	4	2	3	5	4	5	5	5	4	4	2	3	3	5	5	1	4	5	5	5	5	4	4	4	4	3	4		
4	4	4	5	3	4	3	4	4	4	3	4	4	4	3	2	4	4	2	3	4	3	4	4	4	4	4	4	5	3	4	
5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	1	5	5	5	5	5	5	5	5	5	3	5	5	
3	3	3	4	3	3	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	3	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	3	5	5	5	5	4	5	3	3	5	5	4	5	1	5	5	1	2	5	5	3	5	4	3	4	2	2	5		
4	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	

4	4	4	5	5	3	3	4	5	3	3	4	4	5	3	3	4	5	3	4	5	5	5	4	4	5	4	4	3	4		
4	4	4	4	4	3	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4		
5	5	4	5	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	5	4	4	5	4		
4	4	4	5	4	3	4	4	5	4	4	5	5	4	4	2	5	4	3	4	5	5	5	4	4	4	4	5	3	5		
4	5	5	5	5	5	4	5	5	4	5	5	5	5	5	3	4	5	5	3	3	5	5	5	5	5	5	5	5	5		
4	4	3	4	3	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4		
4	3	3	4	4	4	4	4	4	4	3	5	5	5	5	3	4	4	3	3	3	4	4	3	3	4	3	5	3	4		
5	4	2	5	5	2	4	5	1	4	2	4	5	5	4	1	4	4	2	4	5	5	5	5	4	4	4	5	2	4		
5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	4	4	5	4	4	5	4	4	5	5	5	4	5	
4	3	3	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	5		
5	5	4	4	4	4	4	5	5	4	5	4	4	4	4	4	4	5	4	2	3	4	4	4	4	4	4	4	4	4		
5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	4	2	4	5	4	4	4	4	4	4	3	4	4	
4	4	3	5	5	4	4	5	5	4	5	5	5	4	4	3	5	5	4	3	5	5	5	5	5	4	5	5	4	4	5	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
4	4	3	5	3	3	4	5	5	4	3	5	4	4	4	3	4	4	2	2	4	4	3	3	4	4	5	5	2	4		
4	4	4	5	4	3	3	3	4	3	3	4	4	5	3	2	3	4	3	3	3	5	4	3	4	4	4	3	3	4		
3	4	4	5	3	3	4	4	2	3	3	4	4	4	5	5	3	4	4	1	4	4	3	4	4	4	3	4	4	4		
4	4	3	5	4	2	3	5	5	3	4	4	5	5	3	3	4	2	1	3	3	2	4	4	3	4	4	4	2	5		
5	5	2	5	3	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
3	3	3	4	3	3	4	3	3	3	3	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
4	4	3	5	4	4	4	5	4	4	4	4	4	4	4	5	3	4	3	2	3	4	4	4	5	4	4	5	4	3	4	
4	3	5	4	3	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	5	5	4	4	4	4	4	3	3	
3	3	2	4	4	3	3	3	4	4	3	4	4	4	4	3	1	3	3	1	3	4	4	4	3	3	5	3	3	1	4	
3	4	3	4	4	3	2	4	4	2	3	4	4	4	4	2	4	2	2	2	2	4	4	4	4	4	4	4	4	2	3	
4	5	5	5	2	2	4	4	5	2	4	4	4	4	4	5	1	4	2	1	1	1	5	5	5	2	4	5	2	1	1	
4	4	3	5	5	3	4	5	5	3	4	4	5	5	3	3	4	4	3	3	5	5	5	5	3	5	5	4	3	3		
3	4	2	4	4	3	3	4	4	2	4	4	4	5	1	3	4	5	4	1	4	4	2	3	2	4	4	4	2	5		
4	4	5	5	5	3	4	5	4	5	5	5	4	4	4	3	5	4	4	5	5	4	4	5	3	5	5	2	2	5		
4	4	4	4	4	3	3	4	3	4	4	4	4	4	3	3	2	3	4	2	3	4	4	4	3	3	4	4	3	2	4	
4	4	3	5	4	4	4	4	5	4	5	5	5	5	4	5	5	5	3	3	5	4	5	5	3	4	3	4	4	5		
3	4	3	5	4	3	3	5	5	3	4	5	5	5	3	3	4	5	3	3	5	5	5	3	3	5	5	4	3	5		
4	5	3	4	4	4	4	4	5	2	4	4	4	4	4	4	1	5	3	1	4	5	5	5	5	4	4	4	5	1	5	
3	4	4	5	4	3	2	4	5	3	4	5	4	4	4	4	4	4	2	3	4	4	4	4	4	4	4	4	4	3	3	
5	5	3	4	4	4	3	5	5	3	3	4	4	2	4	3	5	5	2	3	4	5	5	5	2	5	4	4	3	5		
5	5	5	5	5	4	4	4	4	4	4	4	5	5	5	5	5	5	4	5	5	4	5	5	4	5	4	5	5	4		
2	1	2	1	2	1	2	2	1	1	1	2	1	2	1	2	1	2	1	2	1	1	2	2	1	1	2	2	1	1	2	2
4	4	3	4	3	4	4	4	3	3	4	4	4	2	3	2	3	4	3	2	2	4	4	5	4	4	4	3	2	4		
4	4	3	5	4	3	3	5	5	4	4	5	5	4	3	2	4	4	2	4	5	4	5	4	3	5	4	4	2	5		
3	3	3	4	4	3	3	4	4	4	4	3	4	4	3	4	4	3	4	4	4	4	4	4	4	3	4	4	4	3	4	
4	4	3	5	4	4	3	5	4	3	4	3	5	4	4	5	5	4	4	5	4	4	5	4	4	5	4	4	4	5	5	
1	1	1	3	4	2	1	4	2	1	3	5	3	5	2	3	2	5	1	3	4	4	2	1	1	2	3	4	2	4		
3	4	2	3	3	3	3	4	5	3	3	4	3	5	2	3	4	5	2	2	4	5	4	3	3	4	3	3	2	4		
4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
5	4	4	5	5	5	4	4	5	3	4	5	5	5	4	5	5	5	2	3	5	4	5	4	4	5	5	5	5	5		
5	5	4	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	2	5	5	5	5	5	5	5	5	5	5	5		
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	1	3	5	5	5	5	5	5	5	5	5	
4	4	4	5	4	4	5	4	4	4	4	5	4	4	4	5	4	4	2	4	5	5	4	4	4	4	4	4	4	5	4	
4	4	3	5	5	4	4	5	5	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	5	5	
5	4	4	5	4	5	4	5	5	4	4	5	5	5	5	5	5	4	2	5	4	5	5	5	5	5	5	5	5	5	5	
4	2	4	3	3	4	3	4	4	3	3	5	3	5	3	3	3	3	3	4	3	4	5	4	5	3	5	4	3	4	5	
5	4	3	4	3	2	3	3	3	4	3	5	3	5	3	5	4	5	3	1	5	4	3	3	3	3	3	3	4	3	3	
4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	

5	4	5	4	4	3	5	5	4	4	4	5	4	5	5	4	4	4	3	4	5	5	4	5	5	4	4	3	4	3		
5	5	4	5	5	5	5	5	5	4	5	5	5	5	4	4	4	5	2	3	1	5	4	5	4	5	4	5	5	4		
5	4	3	4	4	4	4	5	5	4	3	5	4	4	3	1	4	4	1	3	4	4	4	4	3	4	4	4	1	3		
4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4	3	4	4	4	2	2	
4	4	3	4	4	4	4	4	5	5	4	5	5	5	3	5	5	4	5	4	5	5	4	5	5	4	4	5	5	5		
5	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
2	2	2	5	2	1	1	3	2	3	3	3	4	2	2	2	2	2	2	1	2	1	2	2	2	3	3	3	3	2		
3	4	3	3	4	4	4	3	4	3	4	3	5	4	4	3	4	4	4	4	3	3	4	4	4	3	3	4	4	4	4	
4	4	4	4	4	4	4	4	5	4	5	5	5	5	5	4	2	4	4	2	3	4	4	4	4	3	4	4	4	2	3	
4	3	3	5	4	3	4	4	4	3	3	4	5	5	3	3	4	5	4	3	5	5	4	3	3	4	4	4	4	3	3	
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
5	5	5	5	5	5	5	4	5	4	4	5	4	5	4	4	4	5	2	4	5	5	5	4	5	5	4	4	4	4	5	
4	3	4	5	4	3	4	4	5	3	4	4	4	4	3	3	4	4	3	3	4	4	3	4	3	5	4	3	3	5	5	
2	2	2	4	2	2	3	3	3	3	4	4	4	5	4	4	4	4	2	3	4	4	3	3	3	3	3	3	4	4	3	
4	3	3	4	4	3	3	4	5	3	3	3	3	4	3	2	3	4	3	2	4	5	4	4	3	4	4	3	2	4	4	
5	5	4	5	5	4	5	4	5	3	5	4	4	4	4	3	5	5	4	3	5	5	5	3	5	4	3	4	4	4	4	
4	2	3	4	4	3	3	3	4	2	3	2	4	4	2	2	3	3	3	3	4	4	4	2	2	4	4	2	2	2	2	
3	4	3	4	3	3	3	3	3	3	4	4	4	4	3	3	4	3	2	3	3	3	3	3	3	3	3	3	3	4	2	3
5	5	4	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	1	3	4	5	5	5	5	5	5	5	5	5	5	
5	5	4	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	1	3	4	5	5	5	5	5	5	5	5	5	
5	5	4	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	1	3	4	5	5	5	5	5	5	5	5	5	5	
4	4	5	5	4	4	5	5	4	4	4	4	4	5	4	4	4	5	2	4	4	4	4	4	4	4	4	4	4	4	4	
4	5	4	5	5	5	4	5	5	4	4	5	4	5	5	3	5	5	2	4	5	5	4	5	4	5	5	5	2	5	5	
5	5	4	5	5	5	4	5	4	5	5	4	4	4	4	4	5	5	5	1	1	5	5	5	4	5	5	2	4	1	5	
4	4	2	5	4	4	4	5	2	2	4	5	4	5	4	2	5	4	1	2	5	5	4	4	2	5	4	5	2	4	4	
4	2	2	4	4	5	4	5	4	4	4	5	5	5	4	2	4	4	2	4	5	5	4	4	4	4	5	2	5	2	4	
5	4	2	5	4	2	4	5	5	4	4	5	5	5	4	2	4	2	1	2	5	5	5	4	4	5	4	5	2	4	4	
4	4	2	5	5	2	4	5	5	2	4	5	5	5	4	2	4	5	1	5	5	4	5	4	5	5	4	5	2	5	5	
4	4	2	5	4	4	5	5	5	2	5	5	5	5	4	2	4	4	4	2	5	5	5	5	5	5	5	4	4	4	5	
5	4	2	5	4	2	4	5	5	4	4	5	5	5	4	2	4	2	1	2	5	5	5	4	4	5	4	5	2	4	4	
5	4	5	5	5	5	5	4	4	4	4	5	3	3	5	5	5	5	5	4	3	4	4	4	4	4	4	4	5	5	5	
5	4	5	5	4	3	5	5	5	4	4	5	4	5	5	4	4	5	4	5	3	5	4	4	5	4	4	4	4	4	5	
4	4	3	5	4	4	3	4	5	3	4	5	5	4	3	3	3	3	3	2	5	4	4	3	3	3	4	3	3	4	4	
4	5	4	5	4	5	4	4	4	4	4	4	5	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
4	5	4	5	5	4	4	3	5	3	4	5	4	5	3	2	5	5	1	4	5	5	5	5	3	5	5	5	4	5	5	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	4	4	4	4	3	4	4	5	3	4	4	4	4	3	3	5	4	3	3	4	4	4	4	4	4	4	4	3	3	4	4
4	3	3	4	2	3	3	3	4	3	3	4	4	4	4	3	4	4	3	3	4	4	4	4	3	4	4	4	4	3	3	3
3	5	2	4	3	4	3	2	5	2	3	4	5	5	4	3	3	4	4	3	5	5	5	5	3	5	4	4	5	4	4	
4	5	3	5	5	5	4	5	5	4	4	5	5	3	4	3	4	5	3	4	5	4	5	4	4	4	4	4	3	3	5	
5	5	5	5	5	2	2	5	4	1	5	5	5	5	2	1	4	5	1	1	5	5	5	2	4	5	4	4	5	5	5	
4	4	4	5	5	4	4	4	5	4	5	5	4	5	3	3	4	5	3	3	5	5	5	4	4	5	4	4	3	5	5	
4	4	5	5	4	4	4	4	5	5	5	4	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5
3	5	2	4	3	4	3	2	5	2	3	4	5	5	4	3	3	4	4	3	5	5	5	5	3	5	4	4	5	4	4	
4	4	2	3	3	3	4	4	5	4	4	4	3	3	3	2	4	4	3	4	4	5	5	5	4	4	4	4	4	4	4	
3	3	2	4	3	2	2	5	5	2	3	3	3	5	5	2	2	5	1	1	5	3	5	3	1	3	3	3	2	3	3	



Lampiran 4

ANALISIS FAKTOR

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,939
Bartlett's Test of Sphericity	Approx. Chi-Square	3668,003
	df	435
	Sig.	,000



Communalities

	Initial	Extraction
P1	1,000	,710
P2	1,000	,685
P3	1,000	,484
P4	1,000	,532
P5	1,000	,588
P6	1,000	,576
P7	1,000	,761
P8	1,000	,649
P9	1,000	,545
P10	1,000	,633
P11	1,000	,576
P12	1,000	,619
P13	1,000	,551
P14	1,000	,748
P15	1,000	,716
P16	1,000	,741
P17	1,000	,651
P18	1,000	,650
P19	1,000	,629
P20	1,000	,587
P21	1,000	,634
P22	1,000	,574
P23	1,000	,740
P24	1,000	,640
P25	1,000	,680
P26	1,000	,687
P27	1,000	,596
P28	1,000	,547
P29	1,000	,693
P30	1,000	,600

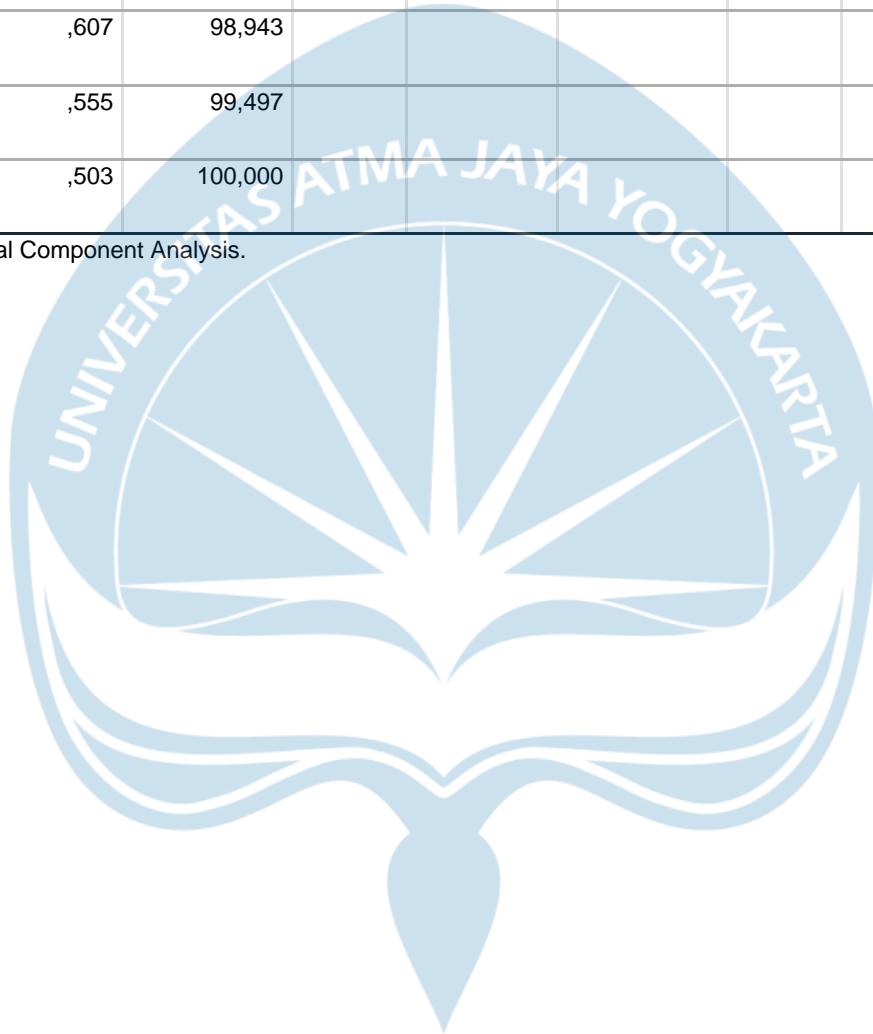
Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13,173	43,912	43,912	13,173	43,912	43,912	6,864	22,878	22,878
2	2,113	7,043	50,955	2,113	7,043	50,955	3,861	12,870	35,749
3	1,549	5,164	56,118	1,549	5,164	56,118	3,138	10,461	46,210
4	1,126	3,752	59,870	1,126	3,752	59,870	3,105	10,352	56,561
5	1,059	3,532	63,402	1,059	3,532	63,402	2,052	6,841	63,402
6	,864	2,880	66,282						
7	,807	2,688	68,970						
8	,743	2,478	71,448						
9	,657	2,191	73,639						
10	,628	2,092	75,731						
11	,600	1,999	77,729						
12	,595	1,985	79,714						
13	,568	1,893	81,607						
14	,526	1,752	83,359						
15	,502	1,674	85,033						
16	,479	1,598	86,630						
17	,452	1,506	88,136						
18	,390	1,300	89,436						
19	,366	1,220	90,656						
20	,364	1,212	91,868						
21	,322	1,073	92,940						
22	,316	1,053	93,993						

23	,305	1,016	95,010					
24	,296	,988	95,998					
25	,282	,939	96,937					
26	,225	,750	97,686					
27	,195	,650	98,336					
28	,182	,607	98,943					
29	,166	,555	99,497					
30	,151	,503	100,000					

Extraction Method: Principal Component Analysis.



Component Matrix

	Component				
	1	2	3	4	5
P1	,777	,057	-,312	-,069	,034
P2	,755	,006	-,299	-,037	,153
P3	,573	,362	-,102	,011	,119
P4	,677	-,244	-,054	,044	,098
P5	,730	-,052	-,131	-,183	-,034
P6	,696	,272	-,117	-,058	,016
P7	,777	,232	-,291	-,011	-,133
P8	,723	-,146	-,288	-,096	-,110
P9	,617	-,258	-,022	-,190	,248
P10	,666	,376	-,212	-,027	-,039
P11	,717	,149	-,148	-,093	-,095
P12	,671	-,310	-,030	-,094	-,249
P13	,652	-,317	,127	,042	-,085
P14	,531	-,323	,307	,213	-,471
P15	,682	,191	-,079	,433	-,144
P16	,572	,493	,314	-,192	-,188
P17	,769	-,054	-,061	-,212	,093
P18	,648	-,056	,281	-,370	-,108
P19	,086	,451	,593	,191	,173
P20	,572	,320	,220	,114	,308
P21	,551	-,287	,329	-,270	,260
P22	,588	-,375	,141	,253	-,057
P23	,727	-,283	,032	,070	,354
P24	,696	,015	,001	,338	,202
P25	,745	,281	-,137	,144	-,083
P26	,723	-,251	,179	,234	,119
P27	,700	-,084	-,008	,284	,136

P28	,628	-,116	,116	,088	-,345
P29	,617	,412	,329	-,123	-,137
P30	,655	-,095	,285	-,281	,033

Extraction Method: Principal Component Analysis.

a. 5 components extracted.



Rotated Component Matrix(a)

	Component				
	1	2	3	4	5
P1	,714	,307	,275	,153	-,079
P2	,650	,332	,370	,085	-,089
P3	,603	,127	,200	-,023	,254
P4	,342	,387	,430	,276	-,069
P5	,552	,437	,172	,247	-,039
P6	,666	,231	,172	,115	,188
P7	,807	,159	,167	,236	,035
P8	,584	,343	,214	,314	-,215
P9	,281	,580	,341	,094	-,075
P10	,753	,114	,120	,088	,174
P11	,652	,270	,132	,234	,076
P12	,347	,412	,160	,531	-,146
P13	,216	,402	,333	,481	-,002
P14	,068	,168	,176	,822	,090
P15	,571	-,121	,421	,396	,204
P16	,504	,246	-,154	,227	,592
P17	,527	,532	,240	,180	,028
P18	,303	,625	-,032	,341	,225
P19	-,068	-,045	,113	-,044	,779
P20	,379	,216	,380	-,033	,501
P21	,044	,717	,271	,148	,152
P22	,114	,259	,479	,515	-,011
P23	,277	,505	,622	,147	,008
P24	,416	,140	,611	,202	,181
P25	,708	,076	,266	,251	,199
P26	,226	,350	,583	,395	,133
P27	,387	,194	,570	,273	,100

P28	,334	,205	,147	,604	,090
P29	,474	,269	-,038	,258	,573
P30	,261	,623	,121	,275	,230

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.



The logo of Universitas Atma Jaya Yogyakarta is a light blue emblem. It features a central sunburst or starburst design with multiple rays emanating from a central point. This central design is enclosed within a circular border. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a light blue, sans-serif font along the inner edge of this circular border. Below the circular part of the logo, there are stylized, flowing lines that resemble a book or a decorative flourish.

UNIVERSITAS ATMA JAYA YOGYAKARTA

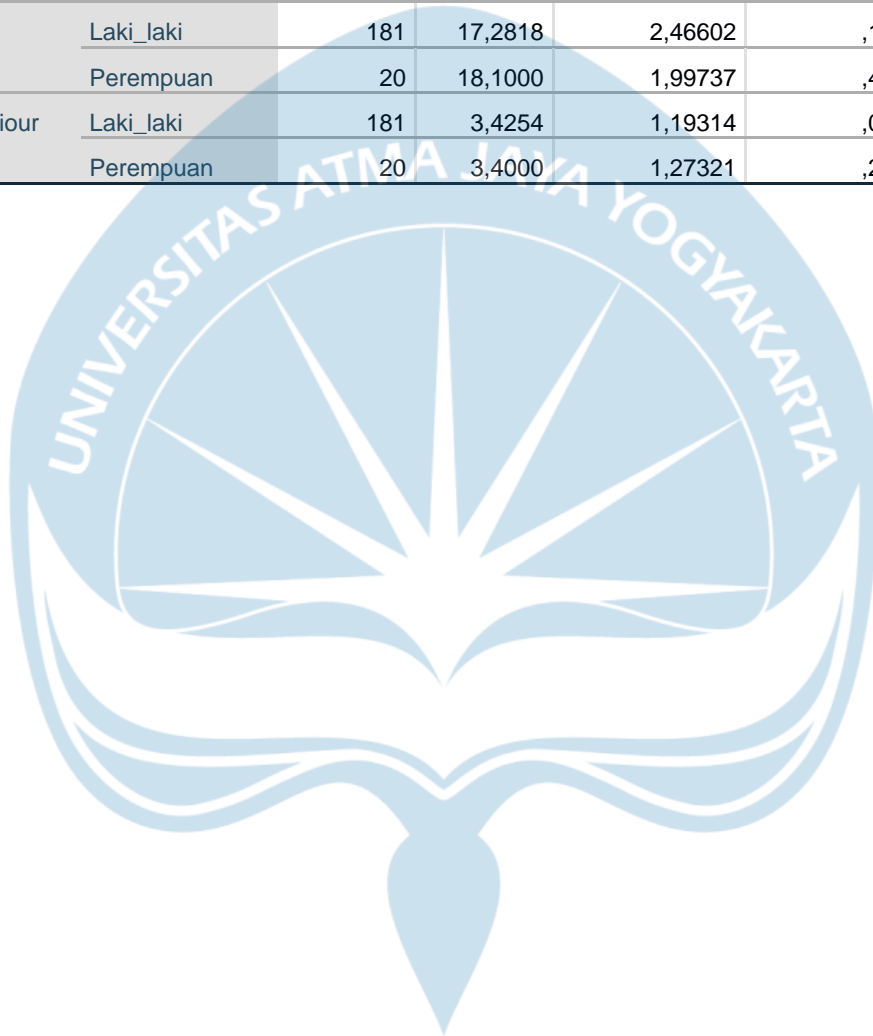
Lampiran 5

UJI INDEPENDENT T-TEST

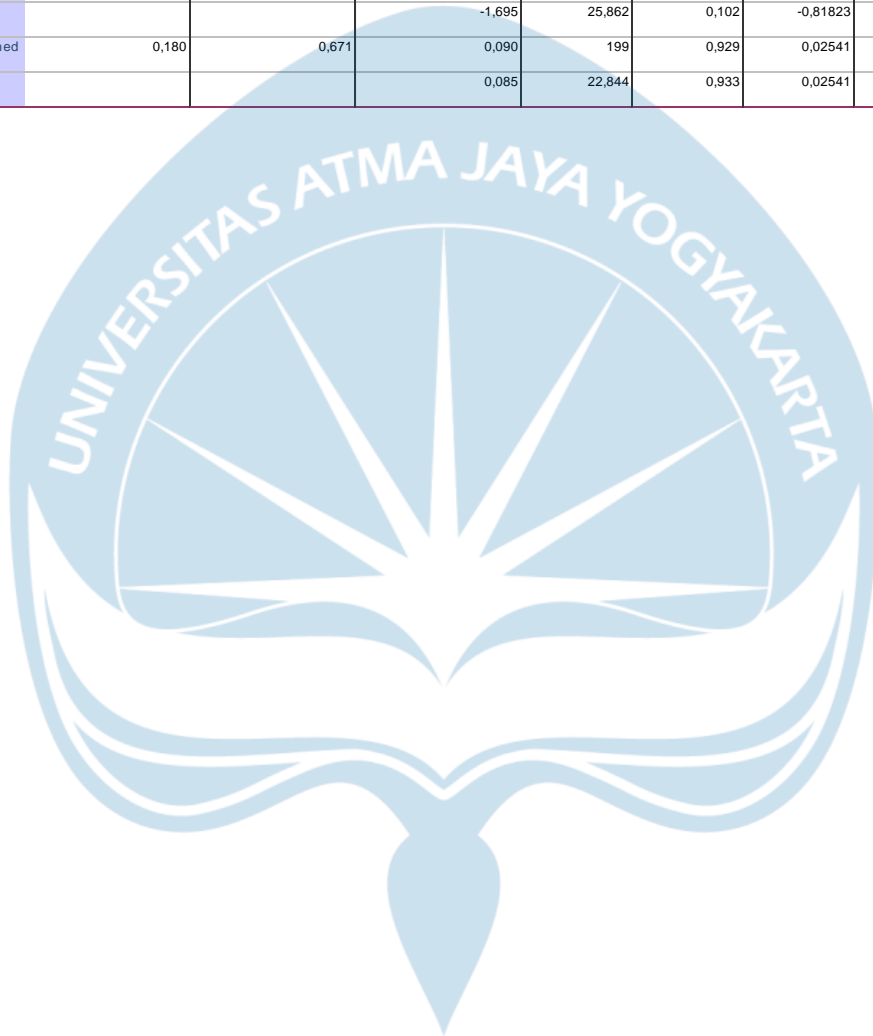


Group Statistics

	Jenis kelamin	N	Mean	Std. Deviation	Std. Error Mean
Brand loyalty	Laki_laki	181	43,5414	7,54576	,56087
	Perempuan	20	45,9500	6,28679	1,40577
Fitur product	Laki_laki	181	21,2099	3,29311	,24477
	Perempuan	20	21,9500	2,37254	,53052
Expediency	Laki_laki	181	16,9779	2,60546	,19366
	Perempuan	20	17,1500	1,89945	,42473
Budaya	Laki_laki	181	17,2818	2,46602	,18330
	Perempuan	20	18,1000	1,99737	,44662
Logical behaviour	Laki_laki	181	3,4254	1,19314	,08869
	Perempuan	20	3,4000	1,27321	,28470



Independent Samples Test											
		Levene's Test for Equality of Variances			t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the		
									Lower	Upper	
Brand loyalty	Equal variances assumed	0,968	0,326	-1,375	199	0,171	-2,40856	1,75191	-5,86325	1,04612	
	Equal variances not assumed			-1,591	25,462	0,124	-2,40856	1,51353	-5,52286	0,70573	
Fitur product	Equal variances assumed	1,956	0,164	-0,976	199	0,330	-0,74006	0,75795	-2,23471	0,75460	
	Equal variances not assumed			-1,267	27,817	0,216	-0,74006	0,58426	-1,93722	0,45711	
Expediency	Equal variances assumed	0,749	0,388	-0,287	199	0,775	-0,17210	0,60005	-1,35538	1,01118	
	Equal variances not assumed			-0,369	27,596	0,715	-0,17210	0,46680	-1,12892	0,78472	
Budaya	Equal variances assumed	1,141	0,287	-1,432	199	0,154	-0,81823	0,57147	-1,94514	0,30867	
	Equal variances not assumed			-1,695	25,862	0,102	-0,81823	0,48278	-1,81085	0,17438	
Logical behaviour	Equal variances assumed	0,180	0,671	0,090	199	0,929	0,02541	0,28300	-0,53265	0,58348	
	Equal variances not assumed			0,085	22,844	0,933	0,02541	0,29819	-0,59167	0,64250	

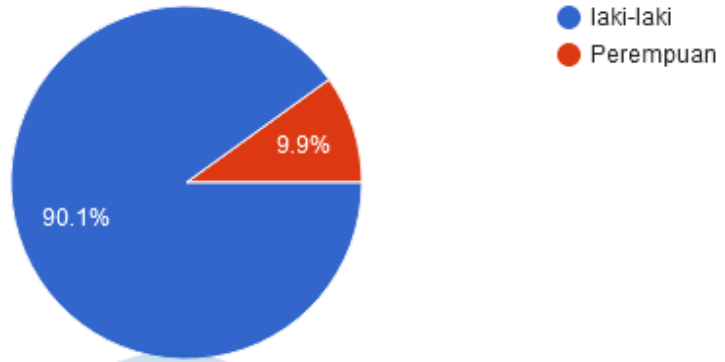




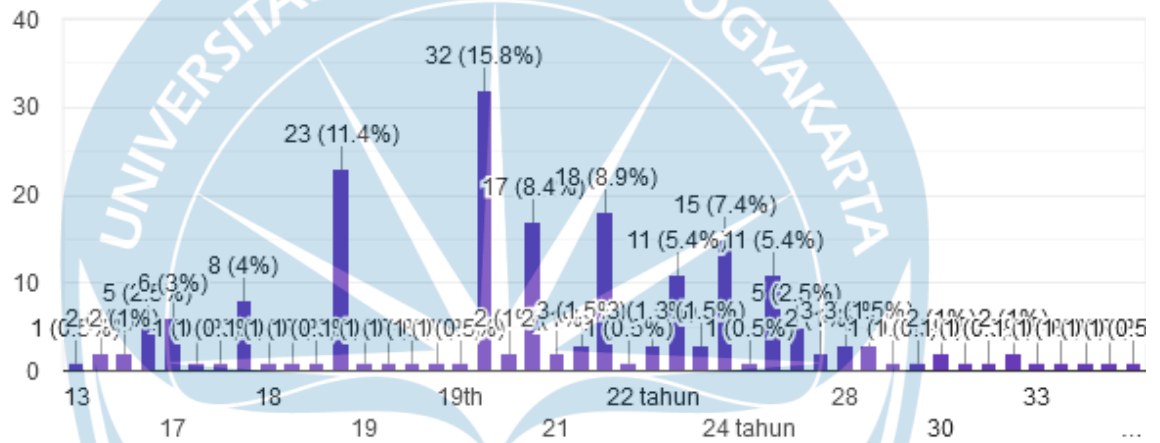
Lampiran 6

PROFIL DEMOGRAFI

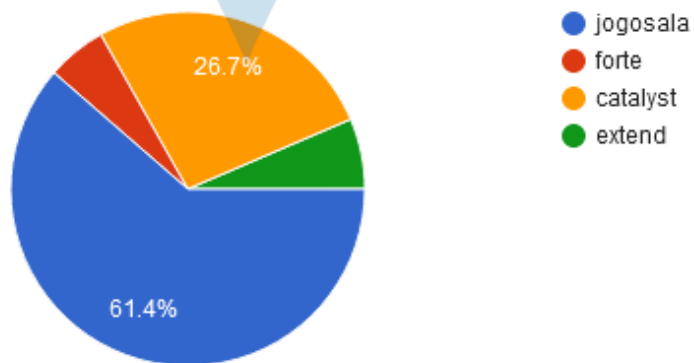
RESPONDEN



Gambar 4.1 Jenis Kelamin Responden



Gambar 4.2 Usia Responden



Gambar 4.3 Seri Sepatu Futsal Ortuseight