

## **BAB V**

### **KESIMPULAN DAN IMPLIKASI MANAJERIAL**

Setelah tahapan analisis data dilakukan maka dapat dilakukan pengambilan kesimpulan. Berdasarkan hasil yang ada, kesimpulan tersebut perlu dilakukan untuk mengetahui hasil yang telah diperoleh dari penelitian ini dan merupakan jawaban akhir dari masalah yang telah dirumuskan pada bab I.

Setelah kesimpulan dihasilkan maka implikasi manajerial perlu dilakukan untuk memberi masukan-masukan yang berhubungan dengan masalah yang diteliti, juga tidak menutup kemungkinan adanya pendapat lain yang berhubungan dengan masalah ini.

#### **V.1. KESIMPULAN**

1. Dari hasil analisis prosentase dapat diketahui karakteristik dari responden yang meliputi jenis kelamin, lamanya menonton televisi perhari, dan pendapatan / uang saku perbulan. Untuk jenis kelamin, responden yang terbanyak adalah laki-laki dengan jumlah 81 responden (59,6 %) sedangkan wanita berada di bawah responden laki-laki dengan jumlah 55 responden (40,4 %). Dari lamanya menonton televisi perharinya, responden yang terbanyak adalah berdurasi selama >3 jam perhari dengan jumlah 77 responden (56,6 %), kedua adalah berdurasi selama 2 jam perhari dengan jumlah 30 responden (22,1 %), ketiga adalah berdurasi selama 3 jam perhari dengan jumlah 29 responden (21,3 %). Berdasarkan jumlah pendapatan / uang saku, responden terbanyak adalah yang

mempunyai pendapatan pada range Rp250.001-Rp500.000 perbulan dengan jumlah 49 responden (36 %), kedua adalah pada range Rp500.001-Rp750.000 dengan jumlah 37 responden (27,2 %), ketiga adalah pada range Rp750.001-Rp1.000.000 dengan jumlah 28 responden (20,6 %), keempat adalah pada range < Rp250.000 dengan jumlah 15 responden (30 %), dan diikuti responden dengan pendapatan > Rp1.000.000 dengan jumlah 7 responden (5,2 %).

2. Dari uji t-test, untuk tiap-tiap variabel *marketplace information*, *buying convidence*, *social-image information*, *entertainment value*, *materialism*, *effect on children*, *free tv*, dan *manipulation* pada periklanan di televisi berdasarkan jenis kelamin adalah tidak signifikan atau tidak terdapat perbedaan. Hal ini berarti bahwa ternyata antara pria dan wanita mempunyai persepsi yang sama terhadap konsekuensi periklanan di televisi, bahwa iklan menjadi sumber informasi tentang penjualan lokal, tentang merek yang diinginkan konsumen, dan tentang produk yang tersedia di pasar. Pemirsa percaya bahwa iklan memberikan hiburan dan membuat perasaan senang namun dapat menciptakan masyarakat yang materialistis. Sisi negatif iklan adalah dapat mengeksploitasi dengan mengambil keuntungan yang tidak pantas dari anak-anak dan menuntun anak-anak untuk melakukan suatu permintaan pembelian yang tidak masuk akal pada orangtuanya.

3. a. Dari uji Anova, untuk tiap-tiap variabel *marketplace information*, *buying confidence*, *social-image information*, *entertainment value*, *materialism*, *effect on children*, *free tv*, *manipulation* pada periklanan di televisi berdasarkan perbedaan lamanya menonton televisi didapatkan hasil bahwa variabel *marketplace information*, *buying confidence*, *social-image information*, *entertainment value* tidak ada perbedaan yang signifikan, sedangkan pada variabel *materialism*, *effect on children*, *free tv*, dan *manipulation* terdapat perbedaan yang signifikan. Pada variabel *materialism* dapat dilihat bahwa semakin bertambahnya waktu menonton televisi maka nilai mean pun akan semakin besar pula sehingga akan mempengaruhi pemahaman yang menyatakan bahwa periklanan di televisi dapat membuat pemirsanya menjadi materialistis, akan tetapi pada durasi untuk menonton televisi lebih dari 3 jam mengalami penurunan mean. Pada variabel *effect on children* dapat dilihat bahwa pada antara durasi untuk 2 jam dengan 3 jam mengalami penurunan mean, tetapi pada durasi > 3 jam mengalami peningkatan mean. Jadi pada perhitungan di atas yang paling berpengaruh terhadap pemirsa adalah pada durasi lebih dari 3 jam yaitu sebesar 3,4740. Pada variabel *free tv* dapat dilihat bahwa pada antara durasi untuk 2 jam dengan 3 jam mengalami penurunan mean, tetapi pada durasi lebih dari 3 jam mengalami peningkatan mean. Jadi pada perhitungan di atas yang paling berpengaruh terhadap pemirsa adalah pada durasi 2 jam untuk menonton televisi yaitu sebesar 4,1000. Pada variabel *manipulation* dapat dilihat bahwa semakin bertambahnya waktu menonton

televisi maka nilai mean pun akan mengalami penurunan maka semakin lama pemirsa menonton iklan di televisi akan semakin memahami pula bahwa periklanan di televisi tidak selalu memanipulasi pemirsanya.

b. Dari uji Anova, untuk tiap-tiap variabel *marketplace information*, *buying confidence*, *social-image information*, *entertainment value*, *materialism*, *effect on children*, *free tv*, *manipulation* pada periklanan di televisi berdasarkan perbedaan pendapatan / uang saku perbulan didapatkan bahwa pada keseluruhan variabel tidak terdapat perbedaan yang signifikan. Dan hipotesis yang menyatakan terdapat perbedaan persepsi pemirsa terhadap periklanan dan konsekuensinya di televisi tidak terbukti atau dapat dikatakan semua responden mempunyai persepsi yang sama.

## V.2. IMPLIKASI MANAJERIAL

Implikasi manajerial dalam penelitian ini adalah :

Mengingat bahwa pemirsa setuju bahwa iklan merupakan sumber informasi tentang pasar, maka iklan harus dibuat lebih informatif dan menerangkan produk yang diiklankan sesuai kenyataan, sehingga pemirsa mendapat informasi yang jelas dan benar tentang produk yang diiklankan tersebut. Agar pemirsa merasa terhibur dan senang dengan iklan di televisi. Oleh karena itu, hendaknya iklan dibuat secara lebih inovatif dan menarik, dengan cara penyampaian pesan yang menarik, dan menggunakan bintang iklan yang menarik pula.

Pemirsa menganggap iklan di televisi menciptakan masyarakat yang materialistis dan membuat anak-anak melakukan permintaan yang tidak masuk akal pada orangtuanya. kedua hal ini sangat penting sebagai bahan pertimbangan dalam pembuatan iklan, supaya iklan yang dibuat tidak hanya memperlihatkan kemewahan barang-barang, bonus-bonus menarik, mainan-mainan yang menggairkan untuk dimiliki oleh anak-anak, ataupun kecantikan dan ketampanan bintang-bintang iklannya saja, tetapi juga harus mengandung unsur pendidikan dan pengetahuan yang bermanfaat bagi seluruh pemirsanya.

Iklan dianggap membuat orang membeli sesuatu dengan mudahnya. Karena itu pesan iklan memang harus dibuat secara benar-benar teliti dan hati-hati, jangan hanya menekankan pada kepentingan untuk mempengaruhi pemirsa untuk membeli sehingga akan meningkatkan angka penjualan produk pengiklan saja, tetapi buatlah pesan iklan yang membuat pemirsa memahami bahwa produk yang diiklankan adalah produk yang sungguh-sungguh mereka butuhkan sehingga mereka tidak begitu saja melakukan pembelian tanpa pikir panjang, melainkan lebih selektif. hal ini dapat dilakukan dengan membuat pesan yang menekankan kelebihan produk pengiklan dibandingkan dengan produk pesaing, yang tentunya tidak terlepas dari unsur informatif, pendidikan, dan pengetahuan dari iklan itu sendiri.

Perlu dilakukan evaluasi terhadap iklan-iklan yang sudah ditayangkan, supaya secara bertahap konsekuensi negatif yang dirasakan

oleh pemirsa dapat dihilangkan, sehingga persepsi pemirsa terhadap konsekuensi periklanan di televisi semakin baik. Sebab, persepsi yang baik terhadap iklan di televisi akan menimbulkan pendapat atau anggapan yang baik pula terhadap iklan di televisi.

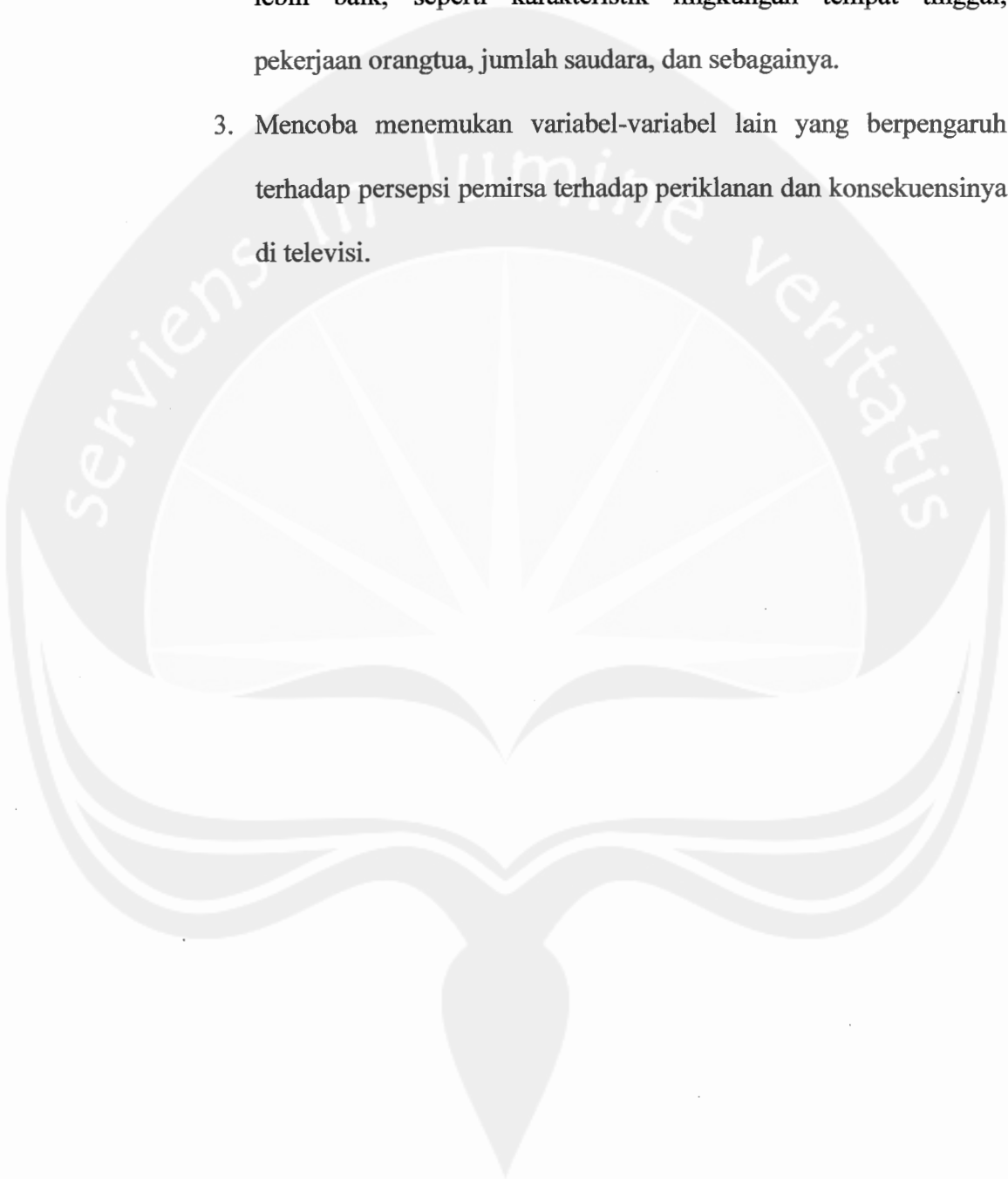
### **V.3 KELEMAHAN PENELITIAN**

Dalam penelitian ini penulis hanya menguji perbedaan jenis kelamin pemirsa, lamanya menonton televisi, dan jumlah pendapatan / uang saku pemirsa saja. Selain itu karakteristik responden yang digunakan tidak dianalisis lebih mendalam yang seharusnya masih dapat dianalisis lebih lanjut. Padahal banyak kemungkinan karakteristik responden tersebut mempunyai pengaruh terhadap persepsi pemirsa terhadap periklanan dan konsekuensinya di televisi. Penulis menyadari adanya keterbatasan waktu dan tenaga sehingga jika harus melakukan penelitian dan pengujian ulang tidak dapat dilaksanakan.

### **V.4. SARAN UNTUK PENELITIAN MENDATANG**

1. Dalam penelitian selanjutnya adalah responden yang digunakan bukan hanya mahasiswa saja tetapi semua orang dalam batas tertentu yang memenuhi syarat untuk penelitian, dan penyebaran kuesioner yang lebih banyak sehingga lebih memberikan variasi dan lebih memberikan data yang akurat.

2. Variabel karakteristik responden yang akan diteliti lebih banyak, karena akan memberikan variasi data dan hasil penelitian yang lebih baik, seperti karakteristik lingkungan tempat tinggal, pekerjaan orangtua, jumlah saudara, dan sebagainya.
3. Mencoba menemukan variabel-variabel lain yang berpengaruh terhadap persepsi pemirsa terhadap periklanan dan konsekuensinya di televisi.



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## KUISIONER

Isilah titik-titik di bawah ini dan beri tanda (X) pada pilihan yang sesuai dengan jawaban Anda :

### A. Data Responden :

1. Nama (bila tidak keberatan) : .....
2. Jenis kelamin : a. pria      b. wanita
3. Usia : ..... tahun
4. Berapa jam Anda menonton televisi dalam sehari?
  - a. 1 jam
  - b. 2 jam
  - c. 3 jam
  - d. > 3 jam
5. Uang saku perbulan (bila tidak keberatan) : .....
  - a. ≤ Rp 250.000
  - b. Rp 250.001 – Rp 500.000
  - c. Rp 500.001 – Rp 750.000
  - d. Rp 750.001 – Rp 1.000.000
  - e. > Rp 1.000.000

Keterangan :  
STS : Sangat Tidak Setuju  
TS : Tidak Setuju  
N : Netral  
S : Setuju  
SS : Sangat Setuju

Beri tanda (X) pada kotak jawaban berdasarkan penilaian Anda terhadap iklan yang ditayangkan di televisi, dari Sangat Tidak Setuju (STS) hingga Sangat Setuju (SS).

### B. Tentang iklan sebagai *Marketplace Information* (informasi tentang pasar)

- Iklan di TV merupakan sumber informasi yang berharga tentang penjualan lokal.

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Iklan di TV memberikan informasi tentang merek yang memiliki karakteristik sesuai dengan apa yang saya cari.

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Iklan di TV membantu saya agar tidak ketinggalan informasi tentang produk yang tersedia di pasar.

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

### C. *Buying confidence* (keyakinan dalam melakukan pembelian)

- Saya lebih percaya pada produk yang telah diiklankan di televisi daripada yang tidak diiklankan di televisi.

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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Iklan di televisi membantu saya dalam membeli merek produk terbaik untuk harga tertentu.

|     |   |   |   |   |    |
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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Iklan di televisi memudahkan saya dalam membuat keputusan pembelian.

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

### D. *Social-image information* (informasi tentang image sosial)

- Iklan di televisi memberikan saya informasi tentang apa yang sebaiknya dibeli dan dipakai.

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| STS |   |   |   |   | SS |
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- Iklan di televisi merupakan sumber informasi tentang produk apa yang dapat memperlihatkan image seseorang.

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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Iklan di televisi memberi saya informasi tentang fashion sehingga saya dapat menjaga image sosial yang baik.

|     |   |   |   |   |    |
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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

**E. Iklan sebagai *Entertainment Value* (nilai hiburan)**

- Kadang-kadang saya terhibur dengan apa yang saya lihat dan saya dengar dari iklan di TV.

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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Beberapa iklan di TV membuat saya merasa senang.

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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Kadang-kadang iklan di TV lebih menyenangkan daripada acara TV.

|     |   |   |   |   |    |
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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

**F. Iklan sebagai *Materialism* (materialisme)**

- Iklan di TV menjadikan kita sebagai masyarakat yang materialistis, tertarik untuk membeli dan memiliki barang-barang.

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|-----|---|---|---|---|----|
| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Iklan di TV membuat orang membeli produk yang tidak bermanfaat, hanya untuk pamer.

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|-----|---|---|---|---|----|
| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Iklan di TV terkadang membuat orang hidup dalam angan-angan.

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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

**G. *Value congruence* (kesesuaian nilai)**

- Iklan di televisi menggambarkan nilai dan keyakinan yang dimiliki oleh pemirsa.

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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Iklan di televisi berdasar pada ide dan nilai-nilai yang bertentangan dengan nilai-nilai yang dimiliki oleh pemirsa.

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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Iklan di televisi masih terlalu banyak seks di dalamnya.

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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

**H. Iklan sebagai *Effect on children* (pengaruh pada anak-anak)**

- Iklan di TV mengambil keuntungan yang tidak pantas dari anak-anak.

|     |   |   |   |   |    |
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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Iklan di TV menuntun anak-anak untuk membuat permintaan pembelian yang tidak masuk akal pada orangtuanya.

|     |   |   |   |   |    |
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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Iklan di TV memainkan peran penting dalam mendidik anak-anak tentang produk apa yang baik untuk mereka.

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|-----|---|---|---|---|----|
| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

**I. Iklan sebagai *Economic effects* (pengaruh ekonomi)**

- Iklan di TV meningkatkan ongkos produk.

|     |   |   |   |   |    |
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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Akan lebih baik menyimpan uang dalam iklan di TV dan menginvestasikannya pada perbaikan produk.

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

**J. *Free TV* (mendukung siaran televisi)**

- Iklan dibutuhkan untuk mendukung pemrograman televisi.

|     |   |   |   |   |    |
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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

**K. Iklan sebagai *Manipulation* (memanipulasi pemirsa)**

- Iklan di TV membuat saya membeli sesuatu yang tidak saya butuhkan.

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| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Kadang-kadang saya membeli sesuatu dengan mudahnya karena iklan di TV.

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

- Saya tidak pernah benar-benar terbujuk oleh iklan di TV untuk membeli suatu produk..

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| STS |   |   |   |   | SS |
| 1   | 2 | 3 | 4 | 5 |    |

| Jenis Kelamin | usia | Lamanya menonton TV | uang saku perbulan |
|---------------|------|---------------------|--------------------|
| 1             | 1    | 3                   | 1                  |
| 1             | 2    | 1                   | 1                  |
| 1             | 2    | 1                   | 2                  |
| 1             | 2    | 1                   | 2                  |
| 1             | 2    | 2                   | 4                  |
| 1             | 2    | 1                   | 3                  |
| 1             | 1    | 1                   | 3                  |
| 1             | 1    | 2                   | 2                  |
| 1             | 1    | 3                   | 3                  |
| 1             | 1    | 2                   | 2                  |
| 1             | 1    | 3                   | 2                  |
| 1             | 2    | 3                   | 2                  |
| 1             | 1    | 3                   | 2                  |
| 1             | 1    | 3                   | 2                  |
| 1             | 1    | 3                   | 2                  |
| 1             | 1    | 1                   | 2                  |
| 1             | 1    | 3                   | 2                  |
| 1             | 1    | 1                   | 3                  |
| 1             | 1    | 1                   | 3                  |
| 1             | 1    | 1                   | 2                  |
| 1             | 1    | 3                   | 3                  |
| 1             | 1    | 1                   | 2                  |
| 1             | 1    | 3                   | 2                  |
| 1             | 1    | 1                   | 3                  |
| 1             | 1    | 1                   | 4                  |
| 1             | 1    | 3                   | 4                  |
| 1             | 1    | 1                   | 4                  |
| 1             | 1    | 3                   | 4                  |
| 1             | 2    | 1                   | 3                  |
| 1             | 1    | 3                   | 3                  |
| 1             | 1    | 1                   | 2                  |
| 1             | 2    | 3                   | 2                  |
| 1             | 1    | 1                   | 3                  |
| 1             | 2    | 2                   | 2                  |
| 1             | 2    | 1                   | 2                  |
| 1             | 2    | 3                   | 2                  |
| 1             | 2    | 2                   | 3                  |
| 1             | 2    | 3                   | 5                  |
| 1             | 2    | 3                   | 4                  |
| 1             | 2    | 2                   | 4                  |
| 1             | 2    | 1                   | 3                  |
| 1             | 1    | 3                   | 2                  |
| 1             | 1    | 1                   | 4                  |
| 1             | 2    | 1                   | 3                  |
| 1             | 1    | 2                   | 2                  |
| 1             | 1    | 1                   | 1                  |
| 1             | 1    | 3                   | 1                  |
| 1             | 1    | 3                   | 1                  |
| 1             | 1    | 3                   | 3                  |
| 1             | 1    | 3                   | 3                  |
| 1             | 1    | 2                   | 1                  |



| Jenis Kelamin | usia | Lamanya menonton TV | uang saku perbulan |
|---------------|------|---------------------|--------------------|
| 2             | 2    | 2                   | 5                  |
| 2             | 1    | 1                   | 4                  |
| 2             | 1    | 2                   | 5                  |
| 2             | 1    | 2                   | 1                  |
| 2             | 1    | 3                   | 3                  |
| 2             | 1    | 2                   | 4                  |
| 2             | 1    | 3                   | 2                  |
| 2             | 1    | 1                   | 2                  |
| 2             | 1    | 3                   | 4                  |
| 2             | 1    | 3                   | 4                  |
| 2             | 1    | 2                   | 2                  |
| 2             | 1    | 3                   | 4                  |
| 2             | 1    | 3                   | 2                  |
| 2             | 2    | 2                   | 2                  |
| 2             | 1    | 1                   | 3                  |
| 2             | 1    | 1                   | 4                  |
| 2             | 1    | 3                   | 4                  |
| 2             | 1    | 3                   | 3                  |
| 2             | 1    | 1                   | 2                  |
| 2             | 1    | 1                   | 2                  |
| 2             | 1    | 3                   | 3                  |
| 2             | 1    | 1                   | 1                  |
| 2             | 1    | 3                   | 2                  |
| 2             | 1    | 3                   | 1                  |
| 2             | 1    | 3                   | 2                  |
| 2             | 1    | 2                   | 3                  |
| 2             | 1    | 2                   | 3                  |
| 2             | 1    | 3                   | 2                  |
| 2             | 1    | 2                   | 3                  |
| 2             | 2    | 3                   | 4                  |
| 2             | 1    | 1                   | 2                  |
| 2             | 2    | 2                   | 5                  |
| 2             | 2    | 1                   | 3                  |
| 2             | 2    | 1                   | 4                  |
| 2             | 1    | 3                   | 5                  |



| N  | A1 | A2 | A3 | a   | B1 | B2 | B3 | b   | C1 | C2 | C3 | c   | D1 | D2 | d   | E1 | E2 | E3 | e   | G1 | G2 | g   | I1 | J1 | J2 | j   |
|----|----|----|----|-----|----|----|----|-----|----|----|----|-----|----|----|-----|----|----|----|-----|----|----|-----|----|----|----|-----|
| 1  | 5  | 4  | 4  | 4,3 | 3  | 3  | 4  | 3,3 | 3  | 4  | 3  | 3,3 | 4  | 4  | 4   | 5  | 4  | 4  | 4,3 | 2  | 4  | 3   | 5  | 3  | 2  | 2,5 |
| 2  | 4  | 4  | 4  | 4   | 4  | 3  | 4  | 3,7 | 4  | 3  | 3  | 3,3 | 4  | 4  | 4   | 2  | 2  | 1  | 1,7 | 1  | 2  | 1,5 | 4  | 2  | 2  | 2   |
| 3  | 5  | 4  | 5  | 4,7 | 3  | 3  | 4  | 3,3 | 4  | 3  | 2  | 3   | 4  | 4  | 4   | 2  | 2  | 2  | 2   | 2  | 2  | 2   | 4  | 2  | 2  | 2   |
| 4  | 5  | 4  | 5  | 4,7 | 2  | 3  | 4  | 3   | 4  | 3  | 3  | 3,3 | 5  | 5  | 5   | 2  | 1  | 2  | 1,7 | 2  | 2  | 2   | 4  | 1  | 1  | 1   |
| 5  | 5  | 4  | 5  | 4,7 | 4  | 5  | 5  | 4,7 | 4  | 4  | 3  | 3,7 | 5  | 5  | 5   | 2  | 1  | 2  | 1,7 | 2  | 2  | 2   | 5  | 1  | 1  | 1   |
| 6  | 5  | 4  | 4  | 4,3 | 3  | 3  | 4  | 3,3 | 3  | 3  | 3  | 3   | 4  | 4  | 4   | 1  | 2  | 2  | 1,7 | 2  | 2  | 2   | 4  | 2  | 1  | 1,5 |
| 7  | 5  | 4  | 5  | 4,7 | 2  | 3  | 4  | 3   | 3  | 2  | 3  | 2,7 | 4  | 5  | 4,5 | 3  | 2  | 2  | 2,3 | 3  | 3  | 3   | 4  | 2  | 1  | 1,5 |
| 8  | 4  | 3  | 5  | 4   | 4  | 4  | 4  | 4   | 3  | 4  | 4  | 3,7 | 4  | 4  | 4   | 4  | 3  | 4  | 3,7 | 3  | 3  | 3   | 3  | 3  | 4  | 3,5 |
| 9  | 5  | 4  | 4  | 4,3 | 3  | 4  | 5  | 4   | 3  | 4  | 3  | 3,3 | 4  | 4  | 4   | 4  | 3  | 2  | 3   | 2  | 3  | 2,5 | 4  | 3  | 2  | 2,5 |
| 10 | 3  | 4  | 4  | 3,7 | 2  | 3  | 2  | 2,3 | 4  | 2  | 2  | 2,7 | 4  | 4  | 4   | 3  | 2  | 4  | 3   | 3  | 4  | 3,5 | 4  | 4  | 4  | 4   |
| 11 | 4  | 3  | 5  | 4   | 4  | 4  | 4  | 4   | 3  | 4  | 4  | 3,7 | 4  | 4  | 4   | 4  | 3  | 4  | 3,7 | 3  | 3  | 3   | 3  | 3  | 4  | 3,5 |
| 12 | 4  | 4  | 3  | 3,7 | 2  | 4  | 4  | 3,3 | 4  | 2  | 2  | 2,7 | 4  | 4  | 4   | 4  | 4  | 4  | 4   | 5  | 4  | 4,5 | 5  | 5  | 5  | 5   |
| 13 | 2  | 4  | 5  | 3,7 | 5  | 3  | 5  | 4,3 | 3  | 4  | 4  | 3,7 | 5  | 5  | 5   | 5  | 5  | 5  | 5   | 1  | 4  | 2,5 | 3  | 4  | 4  | 4   |
| 14 | 4  | 4  | 5  | 4,3 | 3  | 2  | 2  | 2,3 | 4  | 3  | 3  | 3,3 | 5  | 5  | 5   | 2  | 4  | 3  | 3   | 2  | 3  | 2,5 | 5  | 2  | 2  | 2   |
| 15 | 3  | 4  | 3  | 3,3 | 3  | 5  | 5  | 4,3 | 5  | 3  | 3  | 3,7 | 5  | 3  | 4   | 5  | 3  | 3  | 3,7 | 2  | 4  | 3   | 4  | 3  | 4  | 3,5 |
| 16 | 5  | 4  | 4  | 4,3 | 2  | 2  | 4  | 2,7 | 1  | 2  | 3  | 2   | 4  | 4  | 4   | 2  | 2  | 2  | 2   | 4  | 3  | 3,5 | 5  | 2  | 2  | 2   |
| 17 | 5  | 4  | 4  | 4,3 | 3  | 3  | 4  | 3,3 | 1  | 2  | 3  | 2   | 4  | 4  | 4   | 2  | 2  | 2  | 2   | 4  | 3  | 3,5 | 5  | 2  | 2  | 2   |
| 18 | 5  | 4  | 4  | 4,3 | 3  | 4  | 5  | 4   | 3  | 4  | 3  | 3,3 | 4  | 4  | 4   | 4  | 3  | 2  | 3   | 2  | 3  | 2,5 | 4  | 3  | 2  | 2,5 |
| 19 | 2  | 4  | 4  | 3,3 | 2  | 3  | 2  | 2,3 | 4  | 2  | 2  | 2,7 | 4  | 4  | 4   | 3  | 2  | 4  | 3   | 3  | 4  | 3,5 | 4  | 4  | 4  | 4   |
| 20 | 5  | 5  | 5  | 5   | 4  | 4  | 4  | 4   | 5  | 4  | 4  | 4,3 | 5  | 4  | 4,5 | 5  | 5  | 4  | 4,7 | 4  | 5  | 4,5 | 5  | 4  | 4  | 4   |
| 21 | 3  | 4  | 5  | 4   | 4  | 4  | 4  | 4   | 4  | 4  | 4  | 4   | 4  | 4  | 4   | 4  | 3  | 5  | 4   | 2  | 2  | 2   | 5  | 4  | 4  | 4   |
| 22 | 4  | 3  | 3  | 3,3 | 2  | 2  | 4  | 2,7 | 4  | 3  | 3  | 3,3 | 2  | 4  | 3   | 4  | 3  | 2  | 3   | 4  | 4  | 4   | 4  | 3  | 4  | 3,5 |
| 23 | 4  | 4  | 5  | 4,3 | 3  | 3  | 2  | 2,7 | 4  | 2  | 3  | 3   | 5  | 3  | 4   | 3  | 2  | 4  | 3   | 5  | 2  | 3,5 | 2  | 2  | 2  | 2   |
| 24 | 4  | 4  | 4  | 4   | 3  | 4  | 2  | 3   | 2  | 3  | 2  | 2,3 | 4  | 4  | 4   | 3  | 4  | 4  | 3,7 | 3  | 3  | 3   | 4  | 4  | 3  | 3,5 |
| 25 | 5  | 4  | 5  | 4,7 | 3  | 3  | 2  | 2,7 | 3  | 2  | 2  | 2,3 | 5  | 4  | 4,5 | 1  | 1  | 1  | 1   | 2  | 3  | 2,5 | 4  | 2  | 2  | 2   |
| 26 | 3  | 2  | 2  | 2,3 | 2  | 2  | 3  | 2,3 | 3  | 2  | 2  | 2,3 | 4  | 4  | 4   | 2  | 2  | 3  | 2,3 | 4  | 4  | 4   | 3  | 2  | 3  | 2,5 |
| 27 | 2  | 2  | 4  | 2,7 | 4  | 4  | 3  | 3,7 | 2  | 4  | 3  | 3   | 5  | 4  | 4,5 | 4  | 4  | 5  | 4,3 | 4  | 5  | 4,5 | 4  | 4  | 4  | 4   |
| 28 | 4  | 2  | 2  | 2,7 | 1  | 2  | 3  | 2   | 2  | 4  | 2  | 2,7 | 4  | 4  | 4   | 4  | 4  | 4  | 4   | 4  | 4  | 4   | 4  | 3  | 4  | 3,5 |
| 29 | 3  | 5  | 5  | 4,3 | 4  | 4  | 4  | 4   | 3  | 4  | 3  | 3,3 | 4  | 4  | 4   | 3  | 2  | 3  | 2,7 | 3  | 2  | 2,5 | 3  | 3  | 3  | 3   |
| 30 | 5  | 3  | 4  | 4   | 5  | 5  | 4  | 4,7 | 4  | 4  | 4  | 4   | 4  | 5  | 4,5 | 2  | 2  | 2  | 2   | 2  | 2  | 2   | 4  | 2  | 4  | 3   |
| 31 | 4  | 2  | 4  | 3,3 | 2  | 2  | 3  | 2,3 | 3  | 4  | 3  | 3,3 | 4  | 4  | 4   | 2  | 2  | 2  | 2   | 5  | 4  | 4,5 | 5  | 2  | 2  | 2   |
| 32 | 4  | 3  | 4  | 3,7 | 3  | 3  | 3  | 3   | 4  | 3  | 3  | 3,3 | 4  | 4  | 4   | 3  | 2  | 3  | 2,7 | 3  | 2  | 2,5 | 4  | 2  | 3  | 2,5 |
| 33 | 5  | 4  | 5  | 4,7 | 3  | 4  | 4  | 3,7 | 3  | 2  | 2  | 2,3 | 4  | 3  | 3,5 | 3  | 2  | 2  | 2,3 | 2  | 3  | 2,5 | 4  | 3  | 3  | 3   |
| 34 | 5  | 4  | 5  | 4,7 | 4  | 4  | 5  | 4,3 | 3  | 3  | 3  | 3   | 4  | 5  | 4,5 | 3  | 2  | 2  | 2,3 | 2  | 3  | 2,5 | 4  | 1  | 1  | 1   |
| 35 | 4  | 3  | 4  | 3,7 | 3  | 3  | 3  | 3   | 3  | 2  | 3  | 2,7 | 4  | 4  | 4   | 4  | 4  | 4  | 4   | 3  | 4  | 3,5 | 4  | 2  | 2  | 2   |

| N  | A1 | A2 | A3 | a   | B1 | B2 | B3 | b   | C1 | C2 | C3 | c   | D1 | D2 | d   | E1 | E2 | E3 | e   | G1 | G2 | g   | l1 | J1 | J2 | j   |
|----|----|----|----|-----|----|----|----|-----|----|----|----|-----|----|----|-----|----|----|----|-----|----|----|-----|----|----|----|-----|
| 36 | 4  | 4  | 4  | 4   | 4  | 3  | 2  | 3   | 3  | 3  | 3  | 3   | 4  | 4  | 4   | 4  | 3  | 2  | 3   | 4  | 4  | 4   | 4  | 2  | 2  | 2   |
| 37 | 4  | 4  | 4  | 4   | 4  | 3  | 3  | 3,3 | 3  | 4  | 3  | 3,3 | 3  | 4  | 3,5 | 3  | 3  | 3  | 3   | 4  | 3  | 3,5 | 3  | 4  | 4  | 4   |
| 38 | 5  | 4  | 4  | 4,3 | 4  | 5  | 5  | 4,7 | 4  | 3  | 2  | 3   | 5  | 5  | 5   | 3  | 4  | 4  | 3,7 | 4  | 5  | 4,5 | 4  | 3  | 4  | 3,5 |
| 39 | 4  | 3  | 4  | 3,7 | 2  | 3  | 2  | 2,3 | 3  | 4  | 4  | 3,7 | 4  | 4  | 4   | 2  | 2  | 3  | 2,3 | 2  | 2  | 2   | 3  | 3  | 3  | 3   |
| 40 | 5  | 3  | 5  | 4,3 | 1  | 2  | 4  | 2,3 | 4  | 5  | 2  | 3,7 | 5  | 5  | 5   | 5  | 5  | 5  | 5   | 5  | 5  | 5   | 5  | 5  | 5  | 5   |
| 41 | 4  | 4  | 4  | 4   | 4  | 5  | 4  | 4,3 | 4  | 3  | 3  | 3,3 | 5  | 4  | 4,5 | 2  | 4  | 4  | 3,3 | 4  | 5  | 4,5 | 5  | 4  | 5  | 4,5 |
| 42 | 4  | 4  | 3  | 3,7 | 5  | 4  | 3  | 4   | 3  | 4  | 4  | 3,7 | 5  | 3  | 4   | 2  | 3  | 3  | 2,7 | 5  | 3  | 4   | 3  | 4  | 5  | 4,5 |
| 43 | 3  | 3  | 4  | 3,3 | 4  | 3  | 4  | 3,7 | 5  | 3  | 4  | 4   | 4  | 4  | 4   | 5  | 4  | 3  | 4   | 5  | 5  | 5   | 4  | 3  | 4  | 3,5 |
| 44 | 4  | 4  | 5  | 4,3 | 4  | 4  | 4  | 4   | 3  | 4  | 3  | 3,3 | 4  | 4  | 4   | 5  | 3  | 2  | 3,3 | 4  | 4  | 4   | 4  | 4  | 4  | 4   |
| 45 | 5  | 1  | 5  | 3,7 | 4  | 4  | 4  | 4   | 4  | 3  | 3  | 3,3 | 5  | 5  | 5   | 2  | 2  | 2  | 2   | 3  | 3  | 3   | 5  | 1  | 1  | 1   |
| 46 | 5  | 3  | 4  | 4   | 3  | 2  | 1  | 2   | 2  | 1  | 1  | 1,3 | 5  | 4  | 4,5 | 4  | 5  | 4  | 4,3 | 4  | 4  | 4   | 4  | 2  | 2  | 2   |
| 47 | 3  | 4  | 4  | 3,7 | 5  | 2  | 4  | 3,7 | 3  | 3  | 2  | 2,7 | 4  | 4  | 4   | 5  | 5  | 5  | 5   | 4  | 4  | 4   | 4  | 5  | 4  | 4,5 |
| 48 | 3  | 3  | 3  | 3   | 3  | 3  | 3  | 3   | 3  | 3  | 4  | 3,3 | 4  | 4  | 4   | 2  | 2  | 2  | 2   | 3  | 3  | 3   | 4  | 2  | 3  | 2,5 |
| 49 | 4  | 1  | 4  | 3   | 4  | 1  | 1  | 2   | 1  | 3  | 1  | 1,7 | 3  | 2  | 2,5 | 5  | 5  | 5  | 5   | 4  | 4  | 4   | 4  | 5  | 5  | 5   |
| 50 | 5  | 5  | 5  | 5   | 3  | 4  | 5  | 4   | 5  | 4  | 4  | 4,3 | 5  | 3  | 4   | 5  | 3  | 3  | 3,7 | 3  | 4  | 3,5 | 5  | 2  | 4  | 3   |
| 51 | 4  | 3  | 4  | 3,7 | 4  | 4  | 3  | 3,7 | 4  | 3  | 3  | 3,3 | 4  | 4  | 4   | 2  | 3  | 3  | 2,7 | 3  | 3  | 3   | 4  | 2  | 4  | 3   |
| 52 | 4  | 3  | 3  | 3,3 | 3  | 3  | 4  | 3,3 | 4  | 4  | 3  | 3,7 | 4  | 4  | 4   | 4  | 3  | 3  | 3,3 | 3  | 4  | 3,5 | 3  | 4  | 4  | 4   |
| 53 | 4  | 3  | 4  | 3,7 | 3  | 4  | 2  | 3   | 3  | 5  | 4  | 4   | 5  | 5  | 5   | 4  | 3  | 3  | 3,3 | 4  | 5  | 4,5 | 5  | 5  | 4  | 4,5 |
| 54 | 4  | 3  | 3  | 3,3 | 2  | 3  | 3  | 2,7 | 4  | 3  | 4  | 3,7 | 4  | 4  | 4   | 2  | 4  | 5  | 3,7 | 3  | 5  | 4   | 4  | 4  | 3  | 3,5 |
| 55 | 4  | 3  | 3  | 3,3 | 5  | 4  | 3  | 4   | 3  | 3  | 4  | 3,3 | 5  | 4  | 4,5 | 3  | 2  | 2  | 2,3 | 3  | 4  | 3,5 | 2  | 3  | 4  | 3,5 |
| 56 | 4  | 4  | 4  | 4   | 3  | 4  | 5  | 4   | 5  | 5  | 4  | 4,7 | 3  | 4  | 3,5 | 4  | 5  | 5  | 4,7 | 3  | 4  | 3,5 | 5  | 4  | 3  | 3,5 |
| 57 | 4  | 3  | 5  | 4   | 4  | 3  | 5  | 4   | 5  | 4  | 4  | 4,3 | 3  | 4  | 3,5 | 3  | 3  | 3  | 3   | 5  | 5  | 5   | 4  | 4  | 3  | 3,5 |
| 58 | 5  | 5  | 4  | 4,7 | 3  | 4  | 5  | 4   | 5  | 5  | 4  | 4,7 | 4  | 3  | 3,5 | 3  | 4  | 4  | 3,7 | 4  | 4  | 4   | 3  | 4  | 4  | 4   |
| 59 | 3  | 5  | 4  | 4   | 5  | 5  | 4  | 4,7 | 5  | 5  | 5  | 5   | 4  | 4  | 4   | 3  | 4  | 3  | 3,3 | 5  | 4  | 4,5 | 3  | 4  | 5  | 4,5 |
| 60 | 5  | 4  | 4  | 4,3 | 5  | 5  | 5  | 5   | 5  | 4  | 3  | 4   | 5  | 4  | 4,5 | 4  | 3  | 3  | 3,3 | 3  | 4  | 3,5 | 5  | 3  | 3  | 3   |
| 61 | 4  | 3  | 3  | 3,3 | 3  | 2  | 3  | 2,7 | 2  | 3  | 2  | 2,3 | 5  | 5  | 5   | 4  | 4  | 3  | 3,7 | 4  | 4  | 4   | 4  | 4  | 4  | 4   |
| 62 | 5  | 4  | 5  | 4,7 | 5  | 4  | 5  | 4,7 | 3  | 4  | 5  | 4   | 4  | 5  | 4,5 | 4  | 3  | 3  | 3,3 | 2  | 2  | 2   | 5  | 4  | 5  | 4,5 |
| 63 | 3  | 3  | 3  | 3   | 4  | 3  | 3  | 3,3 | 4  | 2  | 3  | 3   | 4  | 3  | 3,5 | 4  | 3  | 3  | 3,3 | 2  | 3  | 2,5 | 5  | 3  | 2  | 2,5 |
| 64 | 3  | 3  | 3  | 3   | 1  | 2  | 3  | 2   | 2  | 3  | 3  | 2,7 | 4  | 4  | 4   | 2  | 4  | 4  | 3,3 | 5  | 5  | 5   | 3  | 1  | 1  | 1   |
| 65 | 4  | 3  | 3  | 3,3 | 3  | 2  | 3  | 2,7 | 2  | 3  | 2  | 2,3 | 5  | 5  | 5   | 4  | 4  | 4  | 4   | 4  | 4  | 4   | 4  | 4  | 3  | 3,5 |
| 66 | 5  | 4  | 5  | 4,7 | 5  | 4  | 5  | 4,7 | 3  | 4  | 5  | 4   | 4  | 5  | 4,5 | 4  | 3  | 3  | 3,3 | 2  | 2  | 2   | 5  | 4  | 5  | 4,5 |
| 67 | 3  | 3  | 3  | 3   | 4  | 3  | 3  | 3,3 | 4  | 2  | 3  | 3   | 4  | 3  | 3,5 | 4  | 3  | 3  | 3,3 | 2  | 3  | 2,5 | 5  | 3  | 2  | 2,5 |
| 68 | 5  | 4  | 4  | 4,3 | 3  | 2  | 3  | 2,7 | 4  | 4  | 4  | 4   | 4  | 4  | 4   | 3  | 3  | 4  | 3,3 | 4  | 3  | 3,5 | 4  | 4  | 4  | 4   |
| 69 | 4  | 4  | 4  | 4   | 4  | 3  | 4  | 3,7 | 4  | 2  | 4  | 3,3 | 4  | 4  | 4   | 4  | 2  | 3  | 3   | 3  | 2  | 2,5 | 4  | 2  | 3  | 2,5 |
| 70 | 4  | 3  | 5  | 4   | 2  | 3  | 3  | 2,7 | 4  | 2  | 3  | 3   | 4  | 4  | 4   | 1  | 1  | 4  | 2   | 3  | 3  | 3   | 4  | 2  | 4  | 3   |

| N   | A1 | A2 | A3 | a   | B1 | B2 | B3 | b   | C1 | C2 | C3 | c   | D1 | D2 | d   | E1 | E2 | E3 | e   | G1 | G2 | g   | l1 | J1 | J2 | j   |
|-----|----|----|----|-----|----|----|----|-----|----|----|----|-----|----|----|-----|----|----|----|-----|----|----|-----|----|----|----|-----|
| 71  | 2  | 3  | 3  | 2,7 | 1  | 1  | 2  | 1,3 | 1  | 1  | 1  | 1   | 4  | 3  | 3,5 | 4  | 4  | 4  | 4   | 3  | 2  | 2,5 | 1  | 2  | 3  | 2,5 |
| 72  | 1  | 1  | 4  | 2   | 3  | 3  | 2  | 2,7 | 3  | 3  | 3  | 3   | 2  | 3  | 2,5 | 3  | 3  | 2  | 2,7 | 2  | 2  | 2   | 2  | 2  | 1  | 1,5 |
| 73  | 1  | 3  | 2  | 2   | 3  | 3  | 3  | 3   | 2  | 4  | 4  | 3,3 | 1  | 2  | 1,5 | 1  | 4  | 4  | 3   | 3  | 2  | 2,5 | 4  | 3  | 3  | 3   |
| 74  | 1  | 3  | 3  | 2,3 | 2  | 3  | 3  | 2,7 | 2  | 1  | 1  | 1,3 | 4  | 4  | 4   | 2  | 2  | 2  | 2   | 3  | 4  | 3,5 | 3  | 2  | 2  | 2   |
| 75  | 2  | 2  | 1  | 1,7 | 3  | 2  | 3  | 2,7 | 3  | 1  | 3  | 2,3 | 3  | 2  | 2,5 | 1  | 3  | 3  | 2,3 | 1  | 5  | 3   | 1  | 5  | 1  | 3   |
| 76  | 5  | 5  | 5  | 5   | 5  | 5  | 3  | 4,3 | 3  | 3  | 3  | 3   | 2  | 2  | 2   | 2  | 5  | 5  | 4   | 2  | 4  | 3   | 1  | 1  | 1  | 1   |
| 77  | 5  | 4  | 4  | 4,3 | 4  | 2  | 3  | 3   | 3  | 4  | 3  | 3,3 | 4  | 4  | 4   | 5  | 4  | 5  | 4,7 | 5  | 5  | 5   | 5  | 1  | 2  | 1,5 |
| 78  | 5  | 4  | 5  | 4,7 | 5  | 4  | 4  | 4,3 | 4  | 4  | 3  | 3,7 | 4  | 4  | 4   | 5  | 4  | 4  | 4,3 | 5  | 5  | 5   | 4  | 2  | 4  | 3   |
| 79  | 5  | 4  | 5  | 4,7 | 5  | 4  | 4  | 4,3 | 2  | 2  | 2  | 2   | 4  | 4  | 4   | 5  | 4  | 5  | 4,7 | 5  | 5  | 5   | 5  | 1  | 2  | 1,5 |
| 80  | 5  | 5  | 4  | 4,7 | 4  | 4  | 4  | 4   | 3  | 4  | 5  | 4   | 5  | 4  | 4,5 | 5  | 5  | 5  | 5   | 5  | 5  | 5   | 5  | 5  | 5  | 5   |
| 81  | 5  | 3  | 5  | 4,3 | 1  | 3  | 3  | 2,3 | 2  | 3  | 3  | 2,7 | 4  | 2  | 3   | 4  | 5  | 5  | 4,7 | 2  | 4  | 3   | 4  | 3  | 4  | 3,5 |
| 82  | 4  | 4  | 4  | 4   | 4  | 5  | 5  | 4,7 | 2  | 4  | 4  | 3,3 | 4  | 5  | 4,5 | 5  | 4  | 4  | 4,3 | 3  | 4  | 3,5 | 4  | 5  | 5  | 5   |
| 83  | 4  | 4  | 4  | 4   | 3  | 4  | 4  | 3,7 | 4  | 3  | 3  | 3,3 | 4  | 3  | 3,5 | 3  | 4  | 3  | 3,3 | 3  | 4  | 3,5 | 4  | 4  | 4  | 4   |
| 84  | 4  | 4  | 4  | 4   | 5  | 5  | 5  | 5   | 4  | 4  | 5  | 4,3 | 5  | 4  | 4,5 | 4  | 3  | 4  | 3,7 | 4  | 4  | 4   | 5  | 3  | 4  | 3,5 |
| 85  | 4  | 4  | 4  | 4   | 3  | 4  | 2  | 3   | 4  | 4  | 3  | 3,7 | 4  | 4  | 4   | 5  | 5  | 5  | 5   | 4  | 4  | 4   | 4  | 5  | 4  | 4,5 |
| 86  | 3  | 2  | 4  | 3   | 3  | 2  | 2  | 2,3 | 2  | 2  | 3  | 2,3 | 3  | 4  | 3,5 | 3  | 3  | 3  | 3   | 2  | 3  | 2,5 | 3  | 3  | 4  | 3,5 |
| 87  | 4  | 3  | 4  | 3,7 | 3  | 4  | 4  | 3,7 | 4  | 3  | 3  | 3,3 | 4  | 3  | 3,5 | 3  | 3  | 2  | 2,7 | 3  | 4  | 3,5 | 4  | 4  | 4  | 4   |
| 88  | 4  | 4  | 4  | 4   | 5  | 5  | 5  | 5   | 5  | 4  | 5  | 4,7 | 5  | 4  | 4,5 | 4  | 2  | 4  | 3,3 | 4  | 4  | 4   | 5  | 3  | 4  | 3,5 |
| 89  | 4  | 4  | 4  | 4   | 2  | 4  | 2  | 2,7 | 4  | 4  | 2  | 3,3 | 4  | 4  | 4   | 5  | 5  | 5  | 5   | 4  | 4  | 4   | 4  | 5  | 4  | 4,5 |
| 90  | 3  | 2  | 4  | 3   | 3  | 2  | 2  | 2,3 | 2  | 2  | 3  | 2,3 | 3  | 4  | 3,5 | 3  | 3  | 3  | 3   | 2  | 3  | 2,5 | 3  | 3  | 4  | 3,5 |
| 91  | 5  | 3  | 4  | 4   | 2  | 3  | 2  | 2,3 | 3  | 3  | 4  | 3,3 | 5  | 4  | 4,5 | 4  | 3  | 4  | 3,7 | 3  | 4  | 3,5 | 4  | 5  | 5  | 5   |
| 92  | 4  | 3  | 4  | 3,7 | 3  | 3  | 3  | 3   | 4  | 3  | 4  | 3,7 | 3  | 3  | 3   | 4  | 4  | 2  | 3,3 | 4  | 4  | 4   | 2  | 2  | 3  | 2,5 |
| 93  | 3  | 3  | 3  | 3   | 4  | 3  | 4  | 3,7 | 4  | 4  | 4  | 4   | 3  | 3  | 3   | 4  | 5  | 4  | 4,3 | 5  | 5  | 5   | 4  | 3  | 4  | 3,5 |
| 94  | 3  | 4  | 3  | 3,3 | 5  | 4  | 3  | 4   | 4  | 4  | 5  | 4,3 | 3  | 4  | 3,5 | 4  | 3  | 4  | 3,7 | 5  | 5  | 5   | 4  | 5  | 5  | 5   |
| 95  | 4  | 3  | 4  | 3,7 | 4  | 3  | 4  | 3,7 | 4  | 3  | 3  | 3,3 | 4  | 4  | 4   | 3  | 2  | 2  | 2,3 | 2  | 2  | 2   | 4  | 2  | 3  | 2,5 |
| 96  | 4  | 4  | 4  | 4   | 4  | 3  | 4  | 3,7 | 3  | 3  | 2  | 2,7 | 3  | 2  | 2,5 | 2  | 4  | 4  | 3,3 | 4  | 3  | 3,5 | 4  | 3  | 3  | 3   |
| 97  | 4  | 2  | 4  | 3,3 | 2  | 2  | 3  | 2,3 | 2  | 3  | 2  | 2,3 | 4  | 4  | 4   | 4  | 4  | 4  | 4   | 2  | 3  | 2,5 | 4  | 2  | 4  | 3   |
| 98  | 3  | 4  | 5  | 4   | 3  | 4  | 4  | 3,7 | 2  | 4  | 3  | 3   | 5  | 5  | 5   | 4  | 3  | 4  | 3,7 | 3  | 4  | 3,5 | 3  | 4  | 4  | 4   |
| 99  | 4  | 4  | 4  | 4   | 3  | 4  | 4  | 3,7 | 4  | 3  | 2  | 3   | 3  | 4  | 3,5 | 2  | 2  | 2  | 2   | 2  | 3  | 2,5 | 4  | 3  | 3  | 3   |
| 100 | 4  | 4  | 4  | 4   | 3  | 4  | 4  | 3,7 | 3  | 3  | 3  | 3   | 4  | 4  | 4   | 2  | 2  | 2  | 2   | 3  | 2  | 2,5 | 4  | 3  | 2  | 2,5 |
| 101 | 5  | 4  | 5  | 4,7 | 4  | 4  | 4  | 4   | 4  | 4  | 4  | 4   | 4  | 4  | 4   | 5  | 5  | 5  | 5   | 3  | 4  | 3,5 | 4  | 4  | 4  | 4   |
| 102 | 5  | 2  | 4  | 3,7 | 4  | 4  | 4  | 4   | 4  | 3  | 2  | 3   | 4  | 4  | 4   | 4  | 4  | 4  | 4   | 3  | 5  | 4   | 4  | 4  | 4  | 4   |
| 103 | 3  | 4  | 1  | 2,7 | 4  | 3  | 4  | 3,7 | 4  | 2  | 2  | 2,7 | 5  | 4  | 4,5 | 4  | 5  | 4  | 4,3 | 2  | 4  | 3   | 2  | 4  | 1  | 2,5 |
| 104 | 3  | 3  | 4  | 3,3 | 3  | 4  | 3  | 3,3 | 4  | 3  | 4  | 3,7 | 4  | 4  | 4   | 4  | 2  | 1  | 2,3 | 2  | 3  | 2,5 | 4  | 2  | 2  | 2   |
| 105 | 4  | 2  | 5  | 3,7 | 4  | 4  | 5  | 4,3 | 4  | 1  | 2  | 2,3 | 2  | 3  | 2,5 | 5  | 4  | 4  | 4,3 | 5  | 5  | 5   | 4  | 2  | 1  | 1,5 |

| N   | A1 | A2 | A3 | a   | B1 | B2 | B3 | b   | C1 | C2 | C3 | c   | D1 | D2 | d   | E1 | E2 | E3 | e   | G1 | G2 | g   | l1 | J1 | J2 | j   |
|-----|----|----|----|-----|----|----|----|-----|----|----|----|-----|----|----|-----|----|----|----|-----|----|----|-----|----|----|----|-----|
| 106 | 4  | 4  | 5  | 4,3 | 4  | 4  | 4  | 4   | 4  | 3  | 3  | 3,3 | 4  | 4  | 4   | 4  | 4  | 3  | 3,7 | 4  | 4  | 4   | 4  | 3  | 4  | 3,5 |
| 107 | 3  | 4  | 4  | 3,7 | 2  | 3  | 4  | 3   | 3  | 2  | 2  | 2,3 | 4  | 4  | 4   | 4  | 5  | 4  | 4,3 | 2  | 4  | 3   | 3  | 4  | 4  | 4   |
| 108 | 3  | 3  | 4  | 3,3 | 2  | 2  | 2  | 2   | 3  | 3  | 2  | 2,7 | 4  | 4  | 4   | 3  | 3  | 3  | 3   | 3  | 2  | 2,5 | 4  | 3  | 2  | 2,5 |
| 109 | 4  | 3  | 4  | 3,7 | 4  | 3  | 4  | 3,7 | 4  | 4  | 1  | 3   | 4  | 3  | 3,5 | 4  | 3  | 4  | 3,7 | 3  | 3  | 3   | 4  | 3  | 3  | 3   |
| 110 | 4  | 3  | 4  | 3,7 | 5  | 4  | 3  | 4   | 3  | 4  | 2  | 3   | 4  | 4  | 4   | 3  | 2  | 2  | 2,3 | 2  | 3  | 2,5 | 4  | 2  | 3  | 2,5 |
| 111 | 4  | 4  | 4  | 4   | 2  | 2  | 2  | 2   | 4  | 4  | 4  | 4   | 5  | 5  | 5   | 4  | 4  | 4  | 4   | 3  | 4  | 3,5 | 5  | 4  | 4  | 4   |
| 112 | 3  | 3  | 5  | 3,7 | 4  | 5  | 4  | 4,3 | 3  | 3  | 5  | 3,7 | 5  | 5  | 5   | 2  | 1  | 3  | 2   | 2  | 1  | 1,5 | 5  | 3  | 5  | 4   |
| 113 | 4  | 2  | 5  | 3,7 | 2  | 4  | 4  | 3,3 | 2  | 3  | 2  | 2,3 | 5  | 4  | 4,5 | 4  | 3  | 3  | 3,3 | 5  | 2  | 3,5 | 4  | 2  | 4  | 3   |
| 114 | 4  | 4  | 5  | 4,3 | 1  | 2  | 2  | 1,7 | 2  | 2  | 2  | 2   | 4  | 4  | 4   | 3  | 2  | 2  | 2,3 | 3  | 4  | 3,5 | 4  | 3  | 4  | 3,5 |
| 115 | 2  | 4  | 4  | 3,3 | 2  | 3  | 5  | 3,3 | 4  | 4  | 4  | 4   | 5  | 4  | 4,5 | 1  | 1  | 1  | 1   | 2  | 2  | 2   | 3  | 3  | 3  | 3   |
| 116 | 2  | 4  | 4  | 3,3 | 4  | 4  | 4  | 4   | 4  | 4  | 4  | 4   | 5  | 4  | 4,5 | 4  | 4  | 3  | 3,7 | 1  | 3  | 2   | 4  | 4  | 4  | 4   |
| 117 | 4  | 4  | 4  | 4   | 2  | 4  | 4  | 3,3 | 4  | 4  | 4  | 4   | 4  | 3  | 3,5 | 2  | 2  | 2  | 2   | 4  | 5  | 4,5 | 4  | 5  | 5  | 5   |
| 118 | 4  | 3  | 4  | 3,7 | 3  | 2  | 3  | 2,7 | 3  | 2  | 3  | 2,7 | 4  | 4  | 4   | 4  | 5  | 3  | 4   | 3  | 4  | 3,5 | 4  | 4  | 4  | 4   |
| 119 | 3  | 4  | 5  | 4   | 4  | 4  | 3  | 3,7 | 4  | 2  | 4  | 3,3 | 5  | 5  | 5   | 2  | 2  | 1  | 1,7 | 2  | 3  | 2,5 | 5  | 3  | 2  | 2,5 |
| 120 | 4  | 5  | 5  | 4,7 | 2  | 4  | 5  | 3,7 | 2  | 2  | 3  | 2,3 | 5  | 5  | 5   | 2  | 3  | 4  | 3   | 4  | 5  | 4,5 | 4  | 5  | 4  | 4,5 |
| 121 | 4  | 3  | 4  | 3,7 | 1  | 4  | 4  | 3   | 3  | 1  | 1  | 1,7 | 3  | 3  | 3   | 2  | 4  | 4  | 3,3 | 1  | 3  | 2   | 5  | 1  | 1  | 1   |
| 122 | 2  | 2  | 4  | 2,7 | 2  | 4  | 4  | 3,3 | 2  | 4  | 4  | 3,3 | 4  | 4  | 4   | 4  | 4  | 4  | 4   | 4  | 4  | 4   | 5  | 4  | 4  | 4   |
| 123 | 2  | 4  | 4  | 3,3 | 4  | 4  | 2  | 3,3 | 4  | 2  | 4  | 3,3 | 4  | 5  | 4,5 | 4  | 2  | 2  | 2,7 | 4  | 4  | 4   | 4  | 2  | 4  | 3   |
| 124 | 5  | 5  | 5  | 5   | 3  | 3  | 4  | 3,3 | 5  | 3  | 3  | 3,7 | 4  | 3  | 3,5 | 5  | 2  | 2  | 3   | 4  | 4  | 4   | 5  | 4  | 3  | 3,5 |
| 125 | 4  | 4  | 5  | 4,3 | 4  | 4  | 5  | 4,3 | 4  | 4  | 4  | 4   | 5  | 5  | 5   | 5  | 4  | 5  | 4,7 | 4  | 5  | 4,5 | 5  | 5  | 5  | 5   |
| 126 | 4  | 4  | 5  | 4,3 | 3  | 3  | 4  | 3,3 | 4  | 3  | 3  | 3,3 | 4  | 4  | 4   | 5  | 4  | 3  | 4   | 3  | 4  | 3,5 | 5  | 4  | 2  | 3   |
| 127 | 4  | 4  | 4  | 4   | 4  | 4  | 4  | 4   | 4  | 3  | 3  | 3,3 | 4  | 4  | 4   | 2  | 2  | 2  | 2   | 2  | 2  | 2   | 4  | 2  | 2  | 2   |
| 128 | 5  | 4  | 4  | 4,3 | 4  | 4  | 4  | 4   | 4  | 2  | 3  | 3   | 4  | 5  | 4,5 | 2  | 2  | 2  | 2   | 2  | 2  | 2   | 4  | 2  | 2  | 2   |
| 129 | 5  | 4  | 5  | 4,7 | 4  | 4  | 4  | 4   | 4  | 4  | 3  | 3,7 | 4  | 5  | 4,5 | 2  | 2  | 2  | 2   | 2  | 2  | 2   | 4  | 2  | 2  | 2   |
| 130 | 4  | 3  | 4  | 3,7 | 3  | 3  | 4  | 3,3 | 3  | 2  | 3  | 2,7 | 4  | 4  | 4   | 3  | 2  | 2  | 2,3 | 2  | 3  | 2,5 | 4  | 3  | 3  | 3   |
| 131 | 2  | 3  | 3  | 2,7 | 3  | 2  | 2  | 2,3 | 3  | 2  | 2  | 2,3 | 1  | 3  | 2   | 2  | 2  | 2  | 2   | 4  | 1  | 2,5 | 2  | 1  | 1  | 1   |
| 132 | 2  | 4  | 4  | 3,3 | 2  | 4  | 4  | 3,3 | 2  | 4  | 4  | 3,3 | 2  | 3  | 2,5 | 2  | 3  | 2  | 2,3 | 3  | 4  | 3,5 | 2  | 3  | 3  | 3   |
| 133 | 5  | 5  | 5  | 5   | 5  | 5  | 5  | 5   | 5  | 5  | 5  | 5   | 4  | 5  | 4,5 | 2  | 2  | 2  | 2   | 3  | 3  | 3   | 4  | 4  | 5  | 4,5 |
| 134 | 3  | 3  | 4  | 3,3 | 2  | 2  | 3  | 2,3 | 4  | 3  | 4  | 3,7 | 4  | 4  | 4   | 2  | 3  | 2  | 2,3 | 3  | 3  | 3   | 4  | 2  | 2  | 2   |
| 135 | 2  | 3  | 3  | 2,7 | 4  | 4  | 3  | 3,7 | 3  | 3  | 3  | 3   | 3  | 3  | 3   | 4  | 3  | 5  | 4   | 3  | 3  | 3   | 4  | 3  | 3  | 3   |
| 136 | 5  | 3  | 4  | 4   | 3  | 4  | 4  | 3,7 | 2  | 3  | 2  | 2,3 | 4  | 4  | 4   | 4  | 2  | 5  | 3,7 | 5  | 5  | 5   | 4  | 1  | 3  | 2   |

## Reliability

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 136 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 136 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .815             | 27         |

### Item Statistics

|         | Mean   | Std. Deviation | N   |
|---------|--------|----------------|-----|
| BUTIR1  | 3.8676 | 1.00228        | 136 |
| BUTIR2  | 3.5074 | .84324         | 136 |
| BUTIR3  | 4.0735 | .81315         | 136 |
| BUTIR4  | 3.2721 | 1.07129        | 136 |
| BUTIR5  | 3.3897 | .93629         | 136 |
| BUTIR6  | 3.5588 | .98706         | 136 |
| BUTIR7  | 3.3603 | .95586         | 136 |
| BUTIR8  | 3.1471 | .94696         | 136 |
| BUTIR9  | 3.0956 | .95746         | 136 |
| BUTIR10 | 4.0368 | .80192         | 136 |
| BUTIR11 | 3.9412 | .72791         | 136 |
| BUTIR12 | 3.0588 | 1.02390        | 136 |
| BUTIR13 | 3.3235 | 1.15395        | 136 |
| BUTIR14 | 3.1250 | 1.10512        | 136 |
| BUTIR15 | 3.2132 | 1.11825        | 136 |
| BUTIR16 | 3.1029 | .79143         | 136 |
| BUTIR17 | 2.6471 | .76526         | 136 |
| BUTIR18 | 2.7206 | .95600         | 136 |
| BUTIR19 | 3.1618 | 1.09016        | 136 |
| BUTIR20 | 3.4926 | 1.02557        | 136 |
| BUTIR21 | 3.1544 | 1.10808        | 136 |
| BUTIR22 | 3.9191 | .97415         | 136 |
| BUTIR23 | 3.2426 | .94670         | 136 |
| BUTIR24 | 3.9412 | .88414         | 136 |
| BUTIR25 | 3.0515 | 1.14387        | 136 |
| BUTIR26 | 3.1985 | 1.19765        | 136 |
| BUTIR27 | 3.2353 | 1.07659        | 136 |

**Item-Total Statistics**

|         | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BUTIR1  | 86.9706                    | 114.503                        | .291                             | .811                             |
| BUTIR2  | 87.3309                    | 114.267                        | .376                             | .808                             |
| BUTIR3  | 86.7647                    | 117.292                        | .216                             | .813                             |
| BUTIR4  | 87.5662                    | 112.440                        | .359                             | .808                             |
| BUTIR5  | 87.4485                    | 113.094                        | .391                             | .807                             |
| BUTIR6  | 87.2794                    | 112.381                        | .401                             | .806                             |
| BUTIR7  | 87.4779                    | 113.155                        | .378                             | .807                             |
| BUTIR8  | 87.6912                    | 110.097                        | .541                             | .801                             |
| BUTIR9  | 87.7426                    | 112.326                        | .419                             | .805                             |
| BUTIR10 | 86.8015                    | 116.116                        | .289                             | .811                             |
| BUTIR11 | 86.8971                    | 117.545                        | .233                             | .812                             |
| BUTIR12 | 87.7794                    | 115.803                        | .222                             | .814                             |
| BUTIR13 | 87.5147                    | 109.926                        | .434                             | .804                             |
| BUTIR14 | 87.7132                    | 113.525                        | .297                             | .811                             |
| BUTIR15 | 87.6250                    | 113.066                        | .313                             | .810                             |
| BUTIR16 | 87.7353                    | 113.026                        | .481                             | .804                             |
| BUTIR17 | 88.1912                    | 118.200                        | .178                             | .814                             |
| BUTIR18 | 88.1176                    | 114.253                        | .322                             | .809                             |
| BUTIR19 | 87.6765                    | 112.769                        | .337                             | .809                             |
| BUTIR20 | 87.3456                    | 111.369                        | .431                             | .805                             |
| BUTIR21 | 87.6838                    | 114.647                        | .248                             | .813                             |
| BUTIR22 | 86.9191                    | 113.571                        | .348                             | .808                             |
| BUTIR23 | 87.5956                    | 114.420                        | .318                             | .810                             |
| BUTIR24 | 86.8971                    | 114.093                        | .364                             | .808                             |
| BUTIR25 | 87.7868                    | 109.932                        | .438                             | .804                             |
| BUTIR26 | 87.6397                    | 107.891                        | .499                             | .801                             |
| BUTIR27 | 87.6029                    | 120.330                        | .011                             | .823                             |

**Scale Statistics**

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 90.8382 | 121.751  | 11.03410       | 27         |

## Reliability

### Marketplace Information

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 136 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 136 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .615             | 3          |

#### Item Statistics

|        | Mean   | Std. Deviation | N   |
|--------|--------|----------------|-----|
| BUTIR1 | 3.8676 | 1.00228        | 136 |
| BUTIR2 | 3.5074 | .84324         | 136 |
| BUTIR3 | 4.0735 | .81315         | 136 |

#### Item-Total Statistics

|        | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BUTIR1 | 7.5809                     | 1.801                          | .454                             | .476                             |
| BUTIR2 | 7.9412                     | 2.382                          | .359                             | .601                             |
| BUTIR3 | 7.3750                     | 2.221                          | .472                             | .455                             |

#### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 11.4485 | 4.027    | 2.00673        | 3          |

## Reliability

### Buying confidence

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 136 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 136 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .711             | 3          |

#### Item Statistics

|        | Mean   | Std. Deviation | N   |
|--------|--------|----------------|-----|
| BUTIR4 | 3.2721 | 1.07129        | 136 |
| BUTIR5 | 3.3897 | .93629         | 136 |
| BUTIR6 | 3.5588 | .98706         | 136 |

#### Item-Total Statistics

|        | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BUTIR4 | 6.9485                     | 2.864                          | .465                             | .707                             |
| BUTIR5 | 6.8309                     | 2.793                          | .648                             | .481                             |
| BUTIR6 | 6.6618                     | 3.040                          | .489                             | .668                             |

#### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 10.2206 | 5.699    | 2.38728        | 3          |



## Reliability

### Social-image information

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 136 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 136 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .661             | 3          |

#### Item Statistics

|        | Mean   | Std. Deviation | N   |
|--------|--------|----------------|-----|
| BUTIR7 | 3.3603 | .95586         | 136 |
| BUTIR8 | 3.1471 | .94696         | 136 |
| BUTIR9 | 3.0956 | .95746         | 136 |

#### Item-Total Statistics

|        | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BUTIR7 | 6.2426                     | 2.778                          | .372                             | .694                             |
| BUTIR8 | 6.4559                     | 2.487                          | .500                             | .528                             |
| BUTIR9 | 6.5074                     | 2.341                          | .553                             | .453                             |

#### Scale Statistics

| Mean   | Variance | Std. Deviation | N of Items |
|--------|----------|----------------|------------|
| 9.6029 | 4.878    | 2.20867        | 3          |

## Reliability

### Entertainment Value

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 136 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 136 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .686             | 2          |

#### Item Statistics

|         | Mean   | Std. Deviation | N   |
|---------|--------|----------------|-----|
| BUTIR10 | 4.0368 | .80192         | 136 |
| BUTIR11 | 3.9412 | .72791         | 136 |

#### Item-Total Statistics

|         | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BUTIR10 | 3.9412                     | .530                           | .524                             | <sup>a</sup>                     |
| BUTIR11 | 4.0368                     | .643                           | .524                             | <sup>a</sup>                     |

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

#### Scale Statistics

| Mean   | Variance | Std. Deviation | N of Items |
|--------|----------|----------------|------------|
| 7.9779 | 1.785    | 1.33592        | 2          |

## Reliability

### Materialism

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 136 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 136 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .813             | 3          |

#### Item Statistics

|         | Mean   | Std. Deviation | N   |
|---------|--------|----------------|-----|
| BUTIR13 | 3.3235 | 1.15395        | 136 |
| BUTIR14 | 3.1250 | 1.10512        | 136 |
| BUTIR15 | 3.2132 | 1.11825        | 136 |

#### Item-Total Statistics

|         | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BUTIR13 | 6.3382                     | 4.211                          | .582                             | .826                             |
| BUTIR14 | 6.5368                     | 3.865                          | .739                             | .664                             |
| BUTIR15 | 6.4485                     | 4.027                          | .673                             | .732                             |

#### Scale Statistics

| Mean   | Variance | Std. Deviation | N of Items |
|--------|----------|----------------|------------|
| 9.6618 | 8.300    | 2.88090        | 3          |

## Reliability Value Congruence

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 136 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 136 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .413             | 3          |

### Item Statistics

|         | Mean   | Std. Deviation | N   |
|---------|--------|----------------|-----|
| BUTIR16 | 3.1029 | .79143         | 136 |
| BUTIR17 | 2.6471 | .76526         | 136 |
| BUTIR18 | 2.7206 | .95600         | 136 |

### Item-Total Statistics

|         | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BUTIR16 | 5.3676                     | 1.923                          | .174                             | .440                             |
| BUTIR17 | 5.8235                     | 1.791                          | .271                             | .280                             |
| BUTIR18 | 5.7500                     | 1.344                          | .304                             | .197                             |

### Scale Statistics

| Mean   | Variance | Std. Deviation | N of Items |
|--------|----------|----------------|------------|
| 8.4706 | 2.932    | 1.71244        | 3          |

## Reliability

### Effect on children

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 136 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 136 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .693             | 2          |

#### Item Statistics

|         | Mean   | Std. Deviation | N   |
|---------|--------|----------------|-----|
| BUTIR19 | 3.1618 | 1.09016        | 136 |
| BUTIR20 | 3.4926 | 1.02557        | 136 |

#### Item-Total Statistics

|         | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BUTIR19 | 3.4926                     | 1.052                          | .531                             | . <sup>a</sup>                   |
| BUTIR20 | 3.1618                     | 1.188                          | .531                             | . <sup>a</sup>                   |

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

#### Scale Statistics

| Mean   | Variance | Std. Deviation | N of Items |
|--------|----------|----------------|------------|
| 6.6544 | 3.428    | 1.85144        | 2          |

## Reliability Economic Effect

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 136 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 136 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .385             | 2          |

### Item Statistics

|         | Mean   | Std. Deviation | N   |
|---------|--------|----------------|-----|
| BUTIR22 | 3.9191 | .97415         | 136 |
| BUTIR23 | 3.2426 | .94670         | 136 |

### Item-Total Statistics

|         | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BUTIR22 | 3.2426                     | .896                           | .238                             | . <sup>a</sup>                   |
| BUTIR23 | 3.9191                     | .949                           | .238                             | . <sup>a</sup>                   |

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

### Scale Statistics

| Mean   | Variance | Std. Deviation | N of Items |
|--------|----------|----------------|------------|
| 7.1618 | 2.285    | 1.51154        | 2          |

## Reliability Manipulation

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 136 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 136 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .805             | 2          |

### Item Statistics

|         | Mean   | Std. Deviation | N   |
|---------|--------|----------------|-----|
| BUTIR25 | 3.0515 | 1.14387        | 136 |
| BUTIR26 | 3.1985 | 1.19765        | 136 |

### Item-Total Statistics

|         | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| BUTIR25 | 3.1985                     | 1.434                          | .674                             | . <sup>a</sup>                   |
| BUTIR26 | 3.0515                     | 1.308                          | .674                             | . <sup>a</sup>                   |

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

### Scale Statistics

| Mean   | Variance | Std. Deviation | N of Items |
|--------|----------|----------------|------------|
| 6.2500 | 4.589    | 2.14217        | 2          |

## T-Test

**Group Statistics**

|                          | SEX    | N  | Mean   | Std. Deviation | Std. Error Mean |
|--------------------------|--------|----|--------|----------------|-----------------|
| marketplace information  | pria   | 81 | 3.8519 | .73974         | .08219          |
|                          | wanita | 55 | 3.7636 | .55062         | .07425          |
| buying confidence        | pria   | 81 | 3.3704 | .81989         | .09110          |
|                          | wanita | 55 | 3.4606 | .76306         | .10289          |
| social-image information | pria   | 81 | 3.1852 | .76376         | .08486          |
|                          | wanita | 55 | 3.2242 | .69995         | .09438          |
| entertainment value      | pria   | 81 | 4.0185 | .65405         | .07267          |
|                          | wanita | 55 | 3.9455 | .69170         | .09327          |
| materialism              | pria   | 81 | 3.2346 | .95952         | .10661          |
|                          | wanita | 55 | 3.2000 | .96992         | .13078          |
| effect on children       | pria   | 81 | 3.3642 | .94542         | .10505          |
|                          | wanita | 55 | 3.2727 | .90174         | .12159          |
| free tv                  | pria   | 81 | 3.9383 | .96625         | .10736          |
|                          | wanita | 55 | 3.9455 | .75567         | .10190          |
| manipulation             | pria   | 81 | 3.0123 | 1.10107        | .12234          |
|                          | wanita | 55 | 3.2909 | 1.01238        | .13651          |



**Independent Samples Test**

|                      |                               | Levene's Test for<br>equality of Variances |      | t-test for Equality of Means |         |                 |                    |                          |   |        |
|----------------------|-------------------------------|--|------|------------------------------|---------|-----------------|--------------------|--------------------------|---|--------|
|                      |                               | F  | Sig. | t                            | df      | Sig. (2-tailed) | Mean<br>Difference | Std. Error<br>Difference | 95% Confidence<br>Interval of the<br>Difference |        |
|                      |                               |  |      |                              |         |                 |                    |                          | Lower   | Upper  |
| marketplace informa  | Equal variance<br>assumed     | 5.332                                      | .022 | .754                         | 134     | .452            | .08822             | .11706                   | -.14331   | .31974 |
|                      | Equal variance<br>not assumed |  |      | .796                         | 132.815 | .427            | .08822             | .11076                   | -.13087   | .30730 |
| buying confidence    | Equal variance<br>assumed     | 2.003                                      | .159 | -.648                        | 134     | .518            | -.09024            | .13934                   | -.36582   | .18535 |
|                      | Equal variance<br>not assumed |  |      | -.657                        | 121.464 | .513            | -.09024            | .13743                   | -.36229   | .18182 |
| social-image informa | Equal variance<br>assumed     | .129                                       | .720 | -.303                        | 134     | .763            | -.03906            | .12907                   | -.29433   | .21622 |
|                      | Equal variance<br>not assumed |  |      | -.308                        | 122.544 | .759            | -.03906            | .12692                   | -.29030   | .21219 |
| entertainment value  | Equal variance<br>assumed     | 1.760                                      | .187 | .625                         | 134     | .533            | .07306             | .11697                   | -.15829   | .30441 |
|                      | Equal variance<br>not assumed |  |      | .618                         | 111.684 | .538            | .07306             | .11824                   | -.16122   | .30735 |
| materialism          | Equal variance<br>assumed     | .230                                       | .633 | .205                         | 134     | .838            | .03457             | .16838                   | -.29846   | .36760 |
|                      | Equal variance<br>not assumed |  |      | .205                         | 115.259 | .838            | .03457             | .16873                   | -.29965   | .36879 |
| effect on children   | Equal variance<br>assumed     | .234                                       | .629 | .564                         | 134     | .574            | .09147             | .16215                   | -.22924   | .41218 |
|                      | Equal variance<br>not assumed |  |      | .569                         | 119.687 | .570            | .09147             | .16068                   | -.22668   | .40962 |
| free tv              | Equal variance<br>assumed     | 3.225                                      | .075 | -.046                        | 134     | .963            | -.00718            | .15505                   | -.31385   | .29948 |
|                      | Equal variance<br>not assumed |  |      | -.049                        | 131.257 | .961            | -.00718            | .14802                   | -.29999   | .28562 |
| manipulation         | Equal variance<br>assumed     | .658                                       | .419 | -1.495                       | 134     | .137            | -.27856            | .18629                   | -.64701   | .08989 |
|                      | Equal variance<br>not assumed |  |      | -1.520                       | 122.317 | .131            | -.27856            | .18331                   | -.64143   | .08430 |

# Oneway

## Descriptives

|                          | N       | Mean   | Std. Deviation | Std. Error | 5% Confidence Interval for Mean |             | Minimum | Maximum |
|--------------------------|---------|--------|----------------|------------|---------------------------------|-------------|---------|---------|
|                          |         |        |                |            | Lower Bound                     | Upper Bound |         |         |
|                          |         |        |                |            |                                 |             |         |         |
| marketplace information  | 2 jam   | 3.8222 | .66513         | .12144     | 3.5739                          | 4.0706      | 2.33    | 4.67    |
|                          | 3 jam   | 3.7011 | .78348         | .14549     | 3.4031                          | 3.9992      | 1.67    | 5.00    |
|                          | > 3 jam | 3.8571 | .62695         | .07145     | 3.7148                          | 3.9994      | 2.00    | 5.00    |
|                          | Total   | 136    | 3.8162         | .66891     | .05736                          | 3.7027      | 3.9296  | 1.67    |
| buying confidence        | 2 jam   | 3.1778 | .80579         | .14712     | 2.8769                          | 3.4787      | 2.00    | 4.67    |
|                          | 3 jam   | 3.5747 | .75011         | .13929     | 3.2894                          | 3.8600      | 2.00    | 5.00    |
|                          | > 3 jam | 3.4329 | .79851         | .09100     | 3.2517                          | 3.6141      | 1.33    | 5.00    |
|                          | Total   | 136    | 3.4069         | .79576     | .06824                          | 3.2719      | 3.5418  | 1.33    |
| social-image information | 2 jam   | 3.0000 | .63728         | .11635     | 2.7620                          | 3.2380      | 1.33    | 4.00    |
|                          | 3 jam   | 3.1379 | .67564         | .12546     | 2.8809                          | 3.3949      | 1.33    | 5.00    |
|                          | > 3 jam | 3.3030 | .78208         | .08913     | 3.1255                          | 3.4805      | 1.00    | 5.00    |
|                          | Total   | 136    | 3.2010         | .73622     | .06313                          | 3.0761      | 3.3258  | 1.00    |
| entertainment value      | 2 jam   | 4.0833 | .57361         | .10473     | 3.8691                          | 4.2975      | 2.50    | 5.00    |
|                          | 3 jam   | 3.9138 | .76845         | .14270     | 3.6215                          | 4.2061      | 2.00    | 5.00    |
|                          | > 3 jam | 3.9805 | .66610         | .07591     | 3.8293                          | 4.1317      | 1.50    | 5.00    |
|                          | Total   | 136    | 3.9890         | .66796     | .05728                          | 3.8757      | 4.1022  | 1.50    |
| materialism              | 2 jam   | 2.8222 | .96185         | .17561     | 2.4631                          | 3.1814      | 1.67    | 5.00    |
|                          | 3 jam   | 2.8621 | .76903         | .14281     | 2.5695                          | 3.1546      | 1.67    | 4.33    |
|                          | > 3 jam | 3.5108 | .93281         | .10630     | 3.2991                          | 3.7225      | 1.00    | 5.00    |
|                          | Total   | 136    | 3.2206         | .96030     | .08234                          | 3.0577      | 3.3834  | 1.00    |
| effect on children       | 2 jam   | 3.2333 | .98027         | .17897     | 2.8673                          | 3.5994      | 1.50    | 5.00    |
|                          | 3 jam   | 3.0345 | .84443         | .15681     | 2.7133                          | 3.3557      | 1.50    | 5.00    |
|                          | > 3 jam | 3.4740 | .91370         | .10413     | 3.2666                          | 3.6814      | 2.00    | 5.00    |
|                          | Total   | 136    | 3.3272         | .92572     | .07938                          | 3.1702      | 3.4842  | 1.50    |
| free tv                  | 2 jam   | 4.1000 | .66176         | .12082     | 3.8529                          | 4.3471      | 2.00    | 5.00    |
|                          | 3 jam   | 3.5862 | 1.08619        | .20170     | 3.1730                          | 3.9994      | 1.00    | 5.00    |
|                          | > 3 jam | 4.0130 | .85060         | .09693     | 3.8199                          | 4.2060      | 1.00    | 5.00    |
|                          | Total   | 136    | 3.9412         | .88414     | .07581                          | 3.7912      | 4.0911  | 1.00    |
| manipulation             | 2 jam   | 2.6167 | 1.19397        | .21799     | 2.1708                          | 3.0625      | 1.00    | 5.00    |
|                          | 3 jam   | 2.9655 | 1.14120        | .21192     | 2.5314                          | 3.3996      | 1.00    | 4.50    |
|                          | > 3 jam | 3.3831 | .91370         | .10413     | 3.1757                          | 3.5905      | 1.00    | 5.00    |
|                          | Total   | 136    | 3.1250         | 1.07108    | .09184                          | 2.9434      | 3.3066  | 1.00    |

**Test of Homogeneity of Variances**

|                          | Levene Statistic | df1 | df2 | Sig. |
|--------------------------|------------------|-----|-----|------|
| marketplace information  | .088             | 2   | 133 | .916 |
| buying confidence        | .141             | 2   | 133 | .869 |
| social-image information | 1.481            | 2   | 133 | .231 |
| entertainment value      | .761             | 2   | 133 | .469 |
| materialism              | 1.156            | 2   | 133 | .318 |
| effect on children       | .874             | 2   | 133 | .419 |
| free tv                  | 3.750            | 2   | 133 | .026 |
| manipulation             | 2.922            | 2   | 133 | .057 |

**ANOVA**

|                          |                | Sum of Squares | df  | Mean Square | F     | Sig. |
|--------------------------|----------------|----------------|-----|-------------|-------|------|
| marketplace information  | Between Groups | .514           | 2   | .257        | .571  | .566 |
|                          | Within Groups  | 59.890         | 133 | .450        |       |      |
|                          | Total          | 60.404         | 135 |             |       |      |
| buying confidence        | Between Groups | 2.444          | 2   | 1.222       | 1.957 | .145 |
|                          | Within Groups  | 83.043         | 133 | .624        |       |      |
|                          | Total          | 85.487         | 135 |             |       |      |
| social-image information | Between Groups | 2.129          | 2   | 1.064       | 1.993 | .140 |
|                          | Within Groups  | 71.044         | 133 | .534        |       |      |
|                          | Total          | 73.173         | 135 |             |       |      |
| entertainment value      | Between Groups | .437           | 2   | .218        | .485  | .616 |
|                          | Within Groups  | 59.797         | 133 | .450        |       |      |
|                          | Total          | 60.233         | 135 |             |       |      |
| materialism              | Between Groups | 14.975         | 2   | 7.487       | 9.093 | .000 |
|                          | Within Groups  | 109.519        | 133 | .823        |       |      |
|                          | Total          | 124.493        | 135 |             |       |      |
| effect on children       | Between Groups | 4.409          | 2   | 2.205       | 2.635 | .075 |
|                          | Within Groups  | 111.280        | 133 | .837        |       |      |
|                          | Total          | 115.689        | 135 |             |       |      |
| free tv                  | Between Groups | 4.808          | 2   | 2.404       | 3.174 | .045 |
|                          | Within Groups  | 100.721        | 133 | .757        |       |      |
|                          | Total          | 105.529        | 135 |             |       |      |
| manipulation             | Between Groups | 13.620         | 2   | 6.810       | 6.412 | .002 |
|                          | Within Groups  | 141.255        | 133 | 1.062       |       |      |
|                          | Total          | 154.875        | 135 |             |       |      |

## Oneway

### Test of Homogeneity of Variances

|                          | Levene<br>Statistic | df1 | df2 | Sig. |
|--------------------------|---------------------|-----|-----|------|
| marketplace information  | .949                | 4   | 131 | .438 |
| buying confidence        | 2.186               | 4   | 131 | .074 |
| social-image information | 1.311               | 4   | 131 | .269 |
| entertainment value      | 2.440               | 4   | 131 | .050 |
| materialism              | .211                | 4   | 131 | .932 |
| effect on children       | .259                | 4   | 131 | .904 |
| free tv                  | 3.187               | 4   | 131 | .016 |
| manipulation             | 1.300               | 4   | 131 | .273 |

### ANOVA

|                          |                | Sum of<br>Squares | df  | Mean Square | F     | Sig. |
|--------------------------|----------------|-------------------|-----|-------------|-------|------|
| marketplace information  | Between Groups | 1.399             | 4   | .350        | .776  | .543 |
|                          | Within Groups  | 59.006            | 131 | .450        |       |      |
|                          | Total          | 60.404            | 135 |             |       |      |
| buying confidence        | Between Groups | 3.827             | 4   | .957        | 1.535 | .196 |
|                          | Within Groups  | 81.660            | 131 | .623        |       |      |
|                          | Total          | 85.487            | 135 |             |       |      |
| social-image information | Between Groups | .589              | 4   | .147        | .266  | .899 |
|                          | Within Groups  | 72.584            | 131 | .554        |       |      |
|                          | Total          | 73.173            | 135 |             |       |      |
| entertainment value      | Between Groups | .592              | 4   | .148        | .325  | .861 |
|                          | Within Groups  | 59.641            | 131 | .455        |       |      |
|                          | Total          | 60.233            | 135 |             |       |      |
| materialism              | Between Groups | 3.608             | 4   | .902        | .977  | .422 |
|                          | Within Groups  | 120.886           | 131 | .923        |       |      |
|                          | Total          | 124.493           | 135 |             |       |      |
| effect on children       | Between Groups | 5.533             | 4   | 1.383       | 1.645 | .167 |
|                          | Within Groups  | 110.157           | 131 | .841        |       |      |
|                          | Total          | 115.689           | 135 |             |       |      |
| free tv                  | Between Groups | 5.386             | 4   | 1.346       | 1.761 | .140 |
|                          | Within Groups  | 100.144           | 131 | .764        |       |      |
|                          | Total          | 105.529           | 135 |             |       |      |
| manipulation             | Between Groups | 1.888             | 4   | .472        | .404  | .805 |
|                          | Within Groups  | 152.987           | 131 | 1.168       |       |      |
|                          | Total          | 154.875           | 135 |             |       |      |

**Descriptives**

|                          | N                         | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |      |
|--------------------------|---------------------------|------|----------------|------------|----------------------------------|-------------|---------|---------|------|
|                          |                           |      |                |            | Lower Bound                      | Upper Bound |         |         |      |
| marketplace information  | < Rp 250.000              | 15   | 3.9333         | .47476     | .12258                           | 3.6704      | 4.1962  | 3.00    | 5.00 |
|                          | Rp 250.000 - Rp 500.000   | 49   | 3.7347         | .67693     | .09670                           | 3.5403      | 3.9291  | 1.67    | 5.00 |
|                          | Rp 500.001 - Rp 750.000   | 37   | 3.9009         | .68882     | .11324                           | 3.6712      | 4.1306  | 2.00    | 5.00 |
|                          | Rp 750.001 - Rp 1.000.000 | 28   | 3.7262         | .68526     | .12950                           | 3.4605      | 3.9919  | 2.33    | 4.67 |
|                          | > Rp 1.000.000            | 7    | 4.0476         | .82616     | .31226                           | 3.2835      | 4.8117  | 2.67    | 5.00 |
|                          | Total                     | 136  | 3.8162         | .66891     | .05736                           | 3.7027      | 3.9296  | 1.67    | 5.00 |
| buying confidence        | < Rp 250.000              | 15   | 3.3333         | .59094     | .15258                           | 3.0061      | 3.6606  | 2.00    | 4.33 |
|                          | Rp 250.000 - Rp 500.000   | 49   | 3.4694         | .71011     | .10144                           | 3.2654      | 3.6734  | 2.33    | 5.00 |
|                          | Rp 500.001 - Rp 750.000   | 37   | 3.5045         | .79591     | .13085                           | 3.2391      | 3.7699  | 2.00    | 5.00 |
|                          | Rp 750.001 - Rp 1.000.000 | 28   | 3.1190         | .96103     | .18162                           | 2.7464      | 3.4917  | 1.33    | 4.67 |
|                          | > Rp 1.000.000            | 7    | 3.7619         | .89679     | .33895                           | 2.9325      | 4.5913  | 2.33    | 5.00 |
|                          | Total                     | 136  | 3.4069         | .79576     | .06824                           | 3.2719      | 3.5418  | 1.33    | 5.00 |
| social-image information | < Rp 250.000              | 15   | 3.2222         | .59982     | .15487                           | 2.8901      | 3.5544  | 1.33    | 4.00 |
|                          | Rp 250.000 - Rp 500.000   | 49   | 3.2177         | .71864     | .10288                           | 3.0113      | 3.4241  | 1.33    | 5.00 |
|                          | Rp 500.001 - Rp 750.000   | 37   | 3.2703         | .74053     | .12174                           | 3.0234      | 3.5172  | 1.67    | 4.67 |
|                          | Rp 750.001 - Rp 1.000.000 | 28   | 3.0952         | .80662     | .15225                           | 2.7020      | 3.4070  | 1.00    | 4.87 |
|                          | > Rp 1.000.000            | 7    | 3.0952         | .95674     | .36161                           | 2.2104      | 3.9801  | 2.33    | 6.00 |
|                          | Total                     | 136  | 3.2010         | .73622     | .06313                           | 3.0761      | 3.3258  | 1.00    | 5.00 |
| entertainment value      | < Rp 250.000              | 15   | 4.1000         | .33806     | .08729                           | 3.9128      | 4.2872  | 3.50    | 5.00 |
|                          | Rp 250.000 - Rp 500.000   | 49   | 4.0204         | .67669     | .09667                           | 3.8260      | 4.2148  | 2.50    | 5.00 |
|                          | Rp 500.001 - Rp 750.000   | 37   | 3.9459         | .65388     | .10750                           | 3.7279      | 4.1640  | 1.50    | 5.00 |
|                          | Rp 750.001 - Rp 1.000.000 | 28   | 3.9821         | .70029     | .13234                           | 3.7106      | 4.2537  | 2.00    | 5.00 |
|                          | > Rp 1.000.000            | 7    | 3.7857         | 1.11270    | .42056                           | 2.7566      | 4.8148  | 2.00    | 5.00 |
|                          | Total                     | 136  | 3.9890         | .66796     | .05728                           | 3.8757      | 4.1022  | 1.50    | 5.00 |
| materialism              | < Rp 250.000              | 15   | 3.2222         | .97319     | .25128                           | 2.6833      | 3.7612  | 1.67    | 5.00 |
|                          | Rp 250.000 - Rp 500.000   | 49   | 3.1633         | .94556     | .13508                           | 2.8917      | 3.4349  | 1.00    | 5.00 |
|                          | Rp 500.001 - Rp 750.000   | 37   | 3.2252         | .97200     | .15980                           | 2.9011      | 3.5493  | 1.67    | 5.00 |
|                          | Rp 750.001 - Rp 1.000.000 | 28   | 3.1429         | .97046     | .18340                           | 2.7666      | 3.5192  | 1.00    | 4.67 |
|                          | > Rp 1.000.000            | 7    | 3.9048         | .93718     | .35422                           | 3.0380      | 4.7715  | 2.00    | 5.00 |
|                          | Total                     | 136  | 3.2206         | .96030     | .08234                           | 3.0577      | 3.3834  | 1.00    | 5.00 |
| effect on children       | < Rp 250.000              | 15   | 3.3667         | .89576     | .23128                           | 2.8706      | 3.8627  | 1.50    | 4.50 |
|                          | Rp 250.000 - Rp 500.000   | 49   | 3.2245         | .87238     | .12463                           | 2.9739      | 3.4751  | 2.00    | 5.00 |
|                          | Rp 500.001 - Rp 750.000   | 37   | 3.5000         | .93541     | .15378                           | 3.1881      | 3.8119  | 2.00    | 5.00 |
|                          | Rp 750.001 - Rp 1.000.000 | 28   | 3.1071         | .95504     | .18068                           | 2.7364      | 3.4779  | 1.50    | 5.00 |
|                          | > Rp 1.000.000            | 7    | 3.9286         | 1.01770    | .38465                           | 2.9874      | 4.8698  | 3.00    | 5.00 |
|                          | Total                     | 136  | 3.3272         | .92572     | .07938                           | 3.1702      | 3.4842  | 1.50    | 5.00 |
| free tv                  | < Rp 250.000              | 15   | 4.3333         | .48795     | .12599                           | 4.0631      | 4.6036  | 4.00    | 5.00 |
|                          | Rp 250.000 - Rp 500.000   | 49   | 3.8163         | .97197     | .13885                           | 3.5371      | 4.0955  | 1.00    | 5.00 |
|                          | Rp 500.001 - Rp 750.000   | 37   | 4.0541         | .62120     | .10212                           | 3.8469      | 4.2612  | 3.00    | 5.00 |
|                          | Rp 750.001 - Rp 1.000.000 | 28   | 3.9286         | .97861     | .18494                           | 3.5491      | 4.3080  | 1.00    | 5.00 |
|                          | > Rp 1.000.000            | 7    | 3.4286         | 1.39728    | .52812                           | 2.1363      | 4.7208  | 1.00    | 5.00 |
|                          | Total                     | 136  | 3.9412         | .88414     | .07581                           | 3.7912      | 4.0911  | 1.00    | 5.00 |
| manipulation             | < Rp 250.000              | 15   | 3.1333         | .85496     | .22075                           | 2.6599      | 3.6068  | 2.00    | 4.50 |
|                          | Rp 250.000 - Rp 500.000   | 49   | 3.1633         | 1.02768    | .14681                           | 2.8681      | 3.4584  | 1.00    | 5.00 |
|                          | Rp 500.001 - Rp 750.000   | 37   | 3.1892         | 1.16876    | .19214                           | 2.7995      | 3.5789  | 1.00    | 5.00 |
|                          | Rp 750.001 - Rp 1.000.000 | 28   | 3.0893         | 1.03685    | .19595                           | 2.6872      | 3.4913  | 1.00    | 5.00 |
|                          | > Rp 1.000.000            | 7    | 2.6429         | 1.51971    | .57440                           | 1.2374      | 4.0484  | 1.00    | 5.00 |
|                          | Total                     | 136  | 3.1250         | 1.07108    | .09184                           | 2.9434      | 3.3066  | 1.00    | 5.00 |