

BAB V

KESIMPULAN DAN SARAN

Pada bab lima ini penulis membuat kesimpulan dari penelitian yang telah dilakukan, serta saran yang dapat digunakan sebagai masukan bagi pihak manajemen Alfa Gudang Rabat dalam perancangan strategi pemasaran produk perusahaan.

5.1. Kesimpulan

Kesimpulan hasil penelitian yang telah dilakukan adalah sebagai berikut:

1. Berdasarkan hasil analisis persentase:

- a. Mayoritas responden yang menjadi obyek dalam penelitian ini adalah wanita yaitu sebesar 73%.
- b. Mayoritas responden yang menjadi obyek dalam penelitian ini berusia di atas 25 tahun yaitu sebesar 69,6%.
- c. Mayoritas responden yang menjadi obyek dalam penelitian ini memiliki karakteristik pengeluaran di atas Rp. 1.000.000 dalam satu bulan yaitu sebesar 61,7%.
- d. Seluruh responden dalam penelitian ini telah berbelanja lebih dari empat kali di supermarket Alfa Gudang Rabat.
- e. Seluruh responden dalam penelitian ini ikut terlibatat dalam melakukan pengambilan keputusan pembelian atas produk atau barang di Alfa Gudang Rabat.

- f. Seluruh responden dalam penelitian ini menyatakan bahwa mereka ikut melakukan pengambilan keputusan tempat perbelanjaan.
2. Hasil analisis faktor dapat diketahui bahwa faktor citra supermarket Alfa Gudang Rabat menurut persepsi konsumen terbentuk ke dalam enam faktor yaitu sebagai berikut:
- a. Faktor 1 adalah : Lingkungan fisik
 - b. Faktor 2 adalah : Kualitas barang
 - c. Faktor 3 adalah : Pelayanan karyawan
 - d. Faktor 4 adalah : Fasilitas toko
 - e. Faktor 5 adalah : Harga barang
 - f. Faktor 6 adalah : Diskon
3. Berdasarkan hasil analisis regresi dapat disimpulkan sebagai berikut:

- a. Pengaruh citra supermarket terhadap pembelian ulang

Hasil analisis regresi secara simultan dapat diketahui bahwa citra supermarket memiliki pengaruh sebesar 79,3% terhadap pembelian ulang, sedangkan sisanya yaitu sebesar 20,7% minat konsumen untuk melakukan pembelian ulang dipengaruhi oleh variabel lain diluar enam variabel citra supermarket. Hasil analisis regresi secara parsial dapat diketahui bahwa faktor lingkungan fisik, pelayanan karyawan dan harga barang berpengaruh secara signifikan terhadap pembelian ulang. Faktor kualitas barang, fasilitas toko, dan diskon tidak berpengaruh secara signifikan terhadap pembelian ulang.

b. Pengaruh citra supermarket terhadap niat merekomendasi

Hasil analisis regresi secara simultan dapat diketahui bahwa citra supermarket memiliki pengaruh sebesar 57,3% terhadap niat merekomendasi, sedangkan sisanya yaitu sebesar 42,7% minat konsumen untuk merekomendasikan orang lain agar berbelanja di supermarket Alfa Gudang Rabat dipengaruhi oleh variabel lain diluar enam variabel citra supermarket. Hasil analisis regresi secara parsial dapat diketahui bahwa faktor pelayanan karyawan berpengaruh secara signifikan terhadap niat merekomendasi, sedangkan faktor yang lainnya yaitu faktor lingkungan fisik, kualitas barang, fasilitas toko, harga barang dan diskon tidak berpengaruh secara signifikan terhadap niat merekomendasi.

1. Hasil dari analisis uji beda dengan menggunakan analisis *Independent Sample T-test* dapat disimpulkan bahwa tidak terdapat perbedaan minat pembelian ulang antara konsumen dengan pengeluaran kurang dari Rp. 1.000.000 dan konsumen dengan pengeluaran lebih dari Rp. 1.000.000. ini menunjukkan bahwa konsumen dengan pengeluaran yang berbeda sama-sama memiliki minat untuk melakukan pembelian ulang di supermarket Alfa Gudang Rabat

5.2. Saran

Berdasarkan hasil analisis data dan kesimpulan di atas maka penulis memberikan saran kepada pihak manajemen perusahaan Alfa Gudang Rabat antara lain adalah sebagai berikut:

1. Berdasarkan hasil analisis faktor dapat diketahui bahwa citra supermarket Alfa Gudang Rabat terdiri dari lingkungan fisik, kualitas barang, pelayanan karyawan, fasilitas toko, harga barang dan diskon. Berdasarkan hal tersebut maka pihak manajemen Alfa Gudang Rabat harus dapat membuat suatu strategi pemasaran maupun strategi pelayanan bagi para pelanggan Alfa Gudang Rabat yang mengacu pada enam faktor citra supermarket. Hal ini dengan tujuan agar konsumen semakin puas atas pelayanan dan produk yang dijual supermarket Alfa Gudang Rabat.
2. Hasil analisis regresi dapat diketahui bahwa faktor dari citra supermarket Alfa Gudang Rabat berpengaruh secara signifikan terhadap pembelian ulang maupun niat merekomendasikan berdasarkan hal tersebut maka pihak manajemen Alfa Gudang Rabat harus dapat mempertahankan citra Alfa Gudang Rabat di mata pelanggan. Hasil analisis regresi secara parsial dapat diketahui bahwa faktor kualitas barang, fasilitas toko dan diskon tidak berpengaruh secara signifikan terhadap minat pembelian ulang dan niat merekomendasi. Langkah yang dapat diambil oleh pihak manajemen Alfa Gudang Rabat untuk meningkatkan minat melakukan pembelian ulang dan niat merekomendasikan supermarket Alfa Gudang Rabat dapat dilakukan dengan memperhatikan kualitas barang yang dijual, memperbaiki fasilitas toko yang disediakan yang lebih baik dari yang ada saat ini. Pihak manajemen Alfa Gudang Rabat sebaiknya membuat suatu program promosi penjualan yang lebih intensif yaitu dengan memberikan potongan harga/diskon bagi pelanggan.

5.3 Kelemahan penelitian

Dalam pengelompokan kriteria responden berdasarkan tingkat pengeluaran perbulan hanya dibagi menjadi 2 macam kriteria yaitu :

1. Pengeluaran dibawah Rp 1000.000
2. Pengeluaran diatas Rp 1000.000



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LAMPIRAN 1
KUESIONER

KUISIONER
PENGARUH CITRA SUPERMARKET
TERHADAP PEMBELIAN ULANG
DAN MEREKOMENDASIKAN SUPERMARKET
(DI SUPERMARKET ALFA GUDANG RABAT)

Kepada Yth
Bpk/Tbu/Sdr/i
Pelanggan Supermarket Alfa Gudang Rabat
Di tempat

Dengan hormat,

Perkenalkan saya mahasiswa Universitas Atma Jaya Yogyakarta, dalam rangka penulisan tugas akhir (skripsi), sebagai syarat kelulusan program sarjana strata 1 (S1) bidang ekonomi, maka saya mohon kesediaan anda meluangkan waktu, untuk mengisi kuisisioner yang bersama ini saya lampirkan.

Kuisisioner ini saya maksudkan sebagai data yang di perlukan bagi penulisan skripsi dengan judul "Pengaruh Citra Supermarket pembelian ulang dan merekomendasikan supermarket". Penelitian ini digunakan untuk keperluan ilmiah dan tidak disajikan pada pihak-pihak luar sehingga sama sekali tidak bermaksud untuk merugikan Bpk/Tbu/Sdr/i.

Atas kesediaan dan bantuan Bpk/Tbu/Sdr/I sekalian, saya mengucapkan banyak terima kasih.

Hormat Saya

(Erik martino adi c.)

DATA RESPONDEN

Berilah tanda silang (X) pada jawaban yang saudara anggap sesuai.

1. Jenis Kelamin
 - a. Pria
 - b. Wanita
2. Usia
 - a. Dibawah 25 tahun
 - b. Diatas 25 tahun
3. Pengeluaran tiap bulan
 - a. Dibawah Rp. 1.000.000
 - b. Diatas Rp. 1.000.000
4. Berapa kali anda berbelanja di Alfa Gudang Rabat
 - a. Kurang dari 4 kali
 - b. Lebih dari 4 kali
5. Apakah anda mengambil keputusan pembelian atas produk atau barang di Alfa Gudang Rabat
 - a. Ya
 - b. Tidak
6. Apakah anda yang mengambil keputusan tempat perbelanjaan
 - a. Ya
 - b. Tidak

DAFTAR PERTANYAAN

Untuk pernyataan berikut ini Bpk/ Ibu/Sdr/I diminta untuk memberikan tanda(X) pada tabel pernyataan yang telah disediakan, dengan kode :

| Skala | | Skor |
|---------------------|-------|------|
| Sangat Setuju | (SS) | 5 |
| Setuju | (S) | 4 |
| Netral | (N) | 3 |
| Tidak Setuju | (TS) | 2 |
| Sangat Tidak Setuju | (STS) | 1 |

1.Pernyataan tentang Citra Supermarket

| NO | PERNYATAAN | Pilihan / Jawaban | | | | |
|----|---|-------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| 1 | Lokasi Alfa Gudang Rabat strategis | | | | | |
| 2 | Bentuk bangunan Alfa Gudang Rabat menarik | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 3 | Tata ruang toko didalam Alfa gudang Rabat rapi | | | | | |
| 4 | Penataan barang didalam Alfa Gudang Rabat mudah di jangkau | | | | | |
| 5 | Desain ruang Alfa gudang Rabat nyaman untuk tempat berbelanja | | | | | |
| 6 | Layout Alfa Gudang Rabat memberikan keluasan toko dalam memilih barang | | | | | |
| 7 | Alfa Gudang Rabat mempunyai tempat yang bersih | | | | | |
| 8 | Kesejukan ruangan yang ber-AC memberikan kenyamanan dalam berbelanja | | | | | |
| 9 | Pencahayaan ruangan Alfa Gudang Rabat meberikan kenyamanan dalam berbelanja | | | | | |
| 10 | Alfa Gudang Rabat tersedia tempat parkir yang luas | | | | | |
| 11 | Karyawan Alfa Gudang Rabat mempunyai sikap yang baik | | | | | |
| 12 | Alfa Gudang Rabat mempunyai karyawan yang selalu siap membantu kosumen dalam berbelanja | | | | | |
| 13 | Para karyawan Alfa Gudang Rabat sangat ramah dalam melakukan pelayanan | | | | | |
| 14 | Karyawan Alfa Gudang Rabat cekatan dalam melakukan pelayanan terhadap konsumen | | | | | |
| 15 | Harga makanan di Alfa Gudang Rabat lebih murah dibandingkan supermarket yang lain | | | | | |
| 16 | Harga minuman di Alfa Gudang Rabat lebih murah dibandingkan supermarket yang lain | | | | | |
| 17 | Harga sembako di Alfa Gudang Rabat lebih murah dibandingkan supermarket yang lain | | | | | |
| 18 | Harga perlengkapan rumah tangga di Alfa Gudang Rabat lebih murah dibandingkan supermarket yang lain | | | | | |
| 19 | Di Alfa Gudang Rabat sering terjadi penurunan harga terhadap barang atau produk. | | | | | |
| 20 | Di Alfa Gudang Rabat sering terdapat diskon di setiap barang atau produk tertentu | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 21 | Di Alfa Gudang Rabat terdapat undian berhadiah bagi pembeli yang membeli produk tertentu dengan jumlah tertentu | | | | | |
| 22 | Kualitas produk makanan Alfa Gudang Rabat bermutu baik | | | | | |
| 23 | Kualitas produk minuman Alfa Gudang Rabat bermutu baik | | | | | |
| 24 | Kualitas produk kebutuhan sehari-hari atau sembako Alfa Gudang Rabat bermutu baik dibandingkan supermarket yang lain | | | | | |
| 25 | Kualitas barang perlengkapan rumah tangga Alfa Gudang Rabat berkualitas baik dibandingkan supermarket lain | | | | | |
| 26 | Alfa Gudang Rabat mempunyai jumlah kasir yang cukup untuk memudahkan pembayaran dibandingkan supermarket lain | | | | | |
| 27 | Terdapat kelancaran dalam melakukan pembayaran di Alfa Gudang Rabat | | | | | |
| 28 | Alfa Gudang Rabat mempunyai stok barang yang lengkap dibandingkan supermarket lain | | | | | |
| 29 | Alfa Gudang Rabat memberikan pelayanan keamanan dalam berbelanja kepada para pembeli | | | | | |
| 30 | Alfa Gudang Rabat menyediakan tempat yang memudahkan pembeli untuk mencari barang atau produk yang diinginkan | | | | | |

2. Variabel Dependen

| NO | PERNYATAAN | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| 1 | Saya akan melakukan pembelian ulang di Alfa Gudang Rabat | | | | | |
| 2 | Saya akan merekomendasikan Alfa Gudang Rabat kepada orang lain | | | | | |



LAMPIRAN II
ANALISIS PERSENTASE

Frequency Table

Jenis kelamin

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid Pria | 31 | 27.0 | 27.0 | 27.0 |
| Wanita | 84 | 73.0 | 73.0 | 100.0 |
| Total | 115 | 100.0 | 100.0 | |

Usia

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Di bawah 25 tahun | 35 | 30.4 | 30.4 | 30.4 |
| Di atas 25 tahun | 80 | 69.6 | 69.6 | 100.0 |
| Total | 115 | 100.0 | 100.0 | |

Pengeluaran

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------|-----------|---------|---------------|--------------------|
| Valid Di bawah Rp. 1.000.000 | 44 | 38.3 | 38.3 | 38.3 |
| Di atas Rp. 1.000.000 | 71 | 61.7 | 61.7 | 100.0 |
| Total | 115 | 100.0 | 100.0 | |

Berapa kali anda berbelanja di Alfa Gudang Rabat

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Lebih dari 4 kali | 115 | 100.0 | 100.0 | 100.0 |

Apakah anda mengambil keputusan pembelian atas produk atau barang di Alfa Gudang Rabat

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid Ya | 115 | 100.0 | 100.0 | 100.0 |

Apakah anda mengambil keputusan tempat perbelanjaan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid Ya | 115 | 100.0 | 100.0 | 100.0 |

Frequency Table

VAR_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 32 | 27.8 | 27.8 | 27.8 |
| | Setuju | 54 | 47.0 | 47.0 | 74.8 |
| | Sangat Setuju | 29 | 25.2 | 25.2 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 5 | 4.3 | 4.3 | 4.3 |
| | Netral | 16 | 13.9 | 13.9 | 18.3 |
| | Setuju | 72 | 62.6 | 62.6 | 80.9 |
| | Sangat Setuju | 22 | 19.1 | 19.1 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 5 | 4.3 | 4.3 | 4.3 |
| | Netral | 15 | 13.0 | 13.0 | 17.4 |
| | Setuju | 71 | 61.7 | 61.7 | 79.1 |
| | Sangat Setuju | 24 | 20.9 | 20.9 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 38 | 33.0 | 33.0 | 33.0 |
| | Setuju | 58 | 50.4 | 50.4 | 83.5 |
| | Sangat Setuju | 19 | 16.5 | 16.5 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.7 | 1.7 | 1.7 |
| | Tidak Setuju | 7 | 6.1 | 6.1 | 7.8 |
| | Netral | 23 | 20.0 | 20.0 | 27.8 |
| | Setuju | 64 | 55.7 | 55.7 | 83.5 |
| | Sangat Setuju | 19 | 16.5 | 16.5 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .9 | .9 | .9 |
| | Tidak Setuju | 2 | 1.7 | 1.7 | 2.6 |
| | Netral | 40 | 34.8 | 34.8 | 37.4 |
| | Setuju | 46 | 40.0 | 40.0 | 77.4 |
| | Sangat Setuju | 26 | 22.6 | 22.6 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .9 | .9 | .9 |
| | Tidak Setuju | 2 | 1.7 | 1.7 | 2.6 |
| | Netral | 27 | 23.5 | 23.5 | 26.1 |
| | Setuju | 78 | 67.8 | 67.8 | 93.9 |
| | Sangat Setuju | 7 | 6.1 | 6.1 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 2 | 1.7 | 1.7 | 1.7 |
| | Netral | 26 | 22.6 | 22.6 | 24.3 |
| | Setuju | 75 | 65.2 | 65.2 | 89.6 |
| | Sangat Setuju | 12 | 10.4 | 10.4 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | .9 | .9 | .9 |
| | Netral | 33 | 28.7 | 28.7 | 29.6 |
| | Setuju | 68 | 59.1 | 59.1 | 88.7 |
| | Sangat Setuju | 13 | 11.3 | 11.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.7 | 1.7 | 1.7 |
| | Tidak Setuju | 1 | .9 | .9 | 2.6 |
| | Netral | 28 | 24.3 | 24.3 | 27.0 |
| | Setuju | 67 | 58.3 | 58.3 | 85.2 |
| | Sangat Setuju | 17 | 14.8 | 14.8 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .9 | .9 | .9 |
| | Tidak Setuju | 2 | 1.7 | 1.7 | 2.6 |
| | Netral | 24 | 20.9 | 20.9 | 23.5 |
| | Setuju | 75 | 65.2 | 65.2 | 88.7 |
| | Sangat Setuju | 13 | 11.3 | 11.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.7 | 1.7 | 1.7 |
| | Tidak Setuju | 2 | 1.7 | 1.7 | 3.5 |
| | Netral | 33 | 28.7 | 28.7 | 32.2 |
| | Setuju | 56 | 48.7 | 48.7 | 80.9 |
| | Sangat Setuju | 22 | 19.1 | 19.1 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_13

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .9 | .9 | .9 |
| | Tidak Setuju | 3 | 2.6 | 2.6 | 3.5 |
| | Netral | 30 | 26.1 | 26.1 | 29.6 |
| | Setuju | 67 | 58.3 | 58.3 | 87.8 |
| | Sangat Setuju | 14 | 12.2 | 12.2 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_14

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 2 | 1.7 | 1.7 | 1.7 |
| | Netral | 30 | 26.1 | 26.1 | 27.8 |
| | Setuju | 66 | 57.4 | 57.4 | 85.2 |
| | Sangat Setuju | 17 | 14.8 | 14.8 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_15

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 8 | 7.0 | 7.0 | 7.0 |
| | Netral | 24 | 20.9 | 20.9 | 27.8 |
| | Setuju | 77 | 67.0 | 67.0 | 94.8 |
| | Sangat Setuju | 6 | 5.2 | 5.2 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_16

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 10 | 8.7 | 8.7 | 8.7 |
| | Netral | 31 | 27.0 | 27.0 | 35.7 |
| | Setuju | 71 | 61.7 | 61.7 | 97.4 |
| | Sangat Setuju | 3 | 2.6 | 2.6 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_17

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .9 | .9 | .9 |
| | Tidak Setuju | 9 | 7.8 | 7.8 | 8.7 |
| | Netral | 28 | 24.3 | 24.3 | 33.0 |
| | Setuju | 72 | 62.6 | 62.6 | 95.7 |
| | Sangat Setuju | 5 | 4.3 | 4.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_18

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .9 | .9 | .9 |
| | Tidak Setuju | 9 | 7.8 | 7.8 | 8.7 |
| | Netral | 22 | 19.1 | 19.1 | 27.8 |
| | Setuju | 81 | 70.4 | 70.4 | 98.3 |
| | Sangat Setuju | 2 | 1.7 | 1.7 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_19

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.6 | 2.6 | 2.6 |
| | Netral | 25 | 21.7 | 21.7 | 24.3 |
| | Setuju | 62 | 53.9 | 53.9 | 78.3 |
| | Sangat Setuju | 25 | 21.7 | 21.7 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_20

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .9 | .9 | .9 |
| | Tidak Setuju | 4 | 3.5 | 3.5 | 4.3 |
| | Netral | 31 | 27.0 | 27.0 | 31.3 |
| | Setuju | 59 | 51.3 | 51.3 | 82.6 |
| | Sangat Setuju | 20 | 17.4 | 17.4 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_21

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 4 | 3.5 | 3.5 | 3.5 |
| | Netral | 34 | 29.6 | 29.6 | 33.0 |
| | Setuju | 58 | 50.4 | 50.4 | 83.5 |
| | Sangat Setuju | 19 | 16.5 | 16.5 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_22

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.7 | 1.7 | 1.7 |
| | Tidak Setuju | 3 | 2.6 | 2.6 | 4.3 |
| | Netral | 26 | 22.6 | 22.6 | 27.0 |
| | Setuju | 73 | 63.5 | 63.5 | 90.4 |
| | Sangat Setuju | 11 | 9.6 | 9.6 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_23

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.7 | 1.7 | 1.7 |
| | Tidak Setuju | 4 | 3.5 | 3.5 | 5.2 |
| | Netral | 31 | 27.0 | 27.0 | 32.2 |
| | Setuju | 70 | 60.9 | 60.9 | 93.0 |
| | Sangat Setuju | 8 | 7.0 | 7.0 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_24

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.7 | 1.7 | 1.7 |
| | Tidak Setuju | 4 | 3.5 | 3.5 | 5.2 |
| | Netral | 27 | 23.5 | 23.5 | 28.7 |
| | Setuju | 75 | 65.2 | 65.2 | 93.9 |
| | Sangat Setuju | 7 | 6.1 | 6.1 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_25

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.7 | 1.7 | 1.7 |
| | Tidak Setuju | 4 | 3.5 | 3.5 | 5.2 |
| | Netral | 26 | 22.6 | 22.6 | 27.8 |
| | Setuju | 75 | 65.2 | 65.2 | 93.0 |
| | Sangat Setuju | 8 | 7.0 | 7.0 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_26

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .9 | .9 | .9 |
| | Tidak Setuju | 1 | .9 | .9 | 1.7 |
| | Netral | 36 | 31.3 | 31.3 | 33.0 |
| | Setuju | 66 | 57.4 | 57.4 | 90.4 |
| | Sangat Setuju | 11 | 9.6 | 9.6 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_27

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 2 | 1.7 | 1.7 | 1.7 |
| | Netral | 31 | 27.0 | 27.0 | 28.7 |
| | Setuju | 71 | 61.7 | 61.7 | 90.4 |
| | Sangat Setuju | 11 | 9.6 | 9.6 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_28

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.7 | 1.7 | 1.7 |
| | Tidak Setuju | 3 | 2.6 | 2.6 | 4.3 |
| | Netral | 27 | 23.5 | 23.5 | 27.8 |
| | Setuju | 75 | 65.2 | 65.2 | 93.0 |
| | Sangat Setuju | 8 | 7.0 | 7.0 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_29

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .9 | .9 | .9 |
| | Tidak Setuju | 3 | 2.6 | 2.6 | 3.5 |
| | Netral | 29 | 25.2 | 25.2 | 28.7 |
| | Setuju | 68 | 59.1 | 59.1 | 87.8 |
| | Sangat Setuju | 14 | 12.2 | 12.2 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

VAR_30

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .9 | .9 | .9 |
| | Tidak Setuju | 8 | 7.0 | 7.0 | 7.8 |
| | Netral | 18 | 15.7 | 15.7 | 23.5 |
| | Setuju | 67 | 58.3 | 58.3 | 81.7 |
| | Sangat Setuju | 21 | 18.3 | 18.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

Niat merekomendasi

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 4 | 3.5 | 3.5 | 3.5 |
| | Netral | 34 | 29.6 | 29.6 | 33.0 |
| | Setuju | 68 | 59.1 | 59.1 | 92.2 |
| | Sangat Setuju | 9 | 7.8 | 7.8 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |

Pembelian ulang

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.6 | 2.6 | 2.6 |
| | Netral | 26 | 22.6 | 22.6 | 25.2 |
| | Setuju | 81 | 70.4 | 70.4 | 95.7 |
| | Sangat Setuju | 5 | 4.3 | 4.3 | 100.0 |
| | Total | 115 | 100.0 | 100.0 | |



LAMPIRAN III
ANALISIS FAKTOR

Factor Analysis

Descriptive Statistics

| | Mean | Std. Deviation | Analysis N |
|--------|------|----------------|------------|
| VAR_1 | 3.97 | .73 | 115 |
| VAR_2 | 3.97 | .71 | 115 |
| VAR_3 | 3.99 | .72 | 115 |
| VAR_4 | 3.83 | .69 | 115 |
| VAR_5 | 3.79 | .85 | 115 |
| VAR_6 | 3.82 | .83 | 115 |
| VAR_7 | 3.77 | .63 | 115 |
| VAR_8 | 3.84 | .62 | 115 |
| VAR_9 | 3.81 | .63 | 115 |
| VAR_10 | 3.83 | .75 | 115 |
| VAR_11 | 3.84 | .67 | 115 |
| VAR_12 | 3.82 | .82 | 115 |
| VAR_13 | 3.78 | .72 | 115 |
| VAR_14 | 3.85 | .68 | 115 |
| VAR_15 | 3.70 | .68 | 115 |
| VAR_16 | 3.58 | .69 | 115 |
| VAR_17 | 3.62 | .73 | 115 |
| VAR_18 | 3.64 | .69 | 115 |
| VAR_19 | 3.95 | .74 | 115 |
| VAR_20 | 3.81 | .79 | 115 |
| VAR_21 | 3.80 | .75 | 115 |
| VAR_22 | 3.77 | .73 | 115 |
| VAR_23 | 3.68 | .73 | 115 |
| VAR_24 | 3.70 | .71 | 115 |
| VAR_25 | 3.72 | .72 | 115 |
| VAR_26 | 3.74 | .68 | 115 |
| VAR_27 | 3.79 | .63 | 115 |
| VAR_28 | 3.73 | .70 | 115 |
| VAR_29 | 3.79 | .72 | 115 |
| VAR_30 | 3.86 | .83 | 115 |

KMO and Bartlett's Test

| | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .868 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 4152.665 |
| | df | 435 |
| | Sig. | .000 |

Communalities

| | Initial | Extraction |
|--------|---------|------------|
| VAR_1 | 1.000 | .816 |
| VAR_2 | 1.000 | .830 |
| VAR_3 | 1.000 | .831 |
| VAR_4 | 1.000 | .735 |
| VAR_5 | 1.000 | .850 |
| VAR_6 | 1.000 | .810 |
| VAR_7 | 1.000 | .752 |
| VAR_8 | 1.000 | .897 |
| VAR_9 | 1.000 | .636 |
| VAR_10 | 1.000 | .803 |
| VAR_11 | 1.000 | .864 |
| VAR_12 | 1.000 | .847 |
| VAR_13 | 1.000 | .931 |
| VAR_14 | 1.000 | .873 |
| VAR_15 | 1.000 | .794 |
| VAR_16 | 1.000 | .687 |
| VAR_17 | 1.000 | .824 |
| VAR_18 | 1.000 | .745 |
| VAR_19 | 1.000 | .819 |
| VAR_20 | 1.000 | .758 |
| VAR_21 | 1.000 | .788 |
| VAR_22 | 1.000 | .881 |
| VAR_23 | 1.000 | .845 |
| VAR_24 | 1.000 | .919 |
| VAR_25 | 1.000 | .904 |
| VAR_26 | 1.000 | .874 |
| VAR_27 | 1.000 | .760 |
| VAR_28 | 1.000 | .922 |
| VAR_29 | 1.000 | .808 |
| VAR_30 | 1.000 | .792 |

Extraction Method: Principal Component Analysis.

Total Variance Explained

| Component | Initial Eigenvalues | | |
|-----------|---------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 13.836 | 46.121 | 46.121 |
| 2 | 4.010 | 13.365 | 59.486 |
| 3 | 2.228 | 7.427 | 66.914 |
| 4 | 2.097 | 6.991 | 73.905 |
| 5 | 1.313 | 4.376 | 78.281 |
| 6 | 1.108 | 3.693 | 81.974 |
| 7 | .781 | 2.602 | 84.576 |
| 8 | .606 | 2.020 | 86.596 |
| 9 | .511 | 1.704 | 88.300 |
| 10 | .429 | 1.430 | 89.730 |
| 11 | .377 | 1.257 | 90.986 |
| 12 | .333 | 1.109 | 92.096 |
| 13 | .324 | 1.079 | 93.174 |
| 14 | .278 | .926 | 94.100 |
| 15 | .271 | .903 | 95.003 |
| 16 | .226 | .753 | 95.756 |
| 17 | .188 | .625 | 96.382 |
| 18 | .167 | .555 | 96.937 |
| 19 | .145 | .483 | 97.420 |
| 20 | .138 | .460 | 97.880 |
| 21 | .112 | .375 | 98.255 |
| 22 | 9.688E-02 | .323 | 98.578 |
| 23 | 9.609E-02 | .320 | 98.898 |
| 24 | 9.039E-02 | .301 | 99.200 |
| 25 | 6.026E-02 | .201 | 99.400 |
| 26 | 5.551E-02 | .185 | 99.585 |
| 27 | 4.925E-02 | .164 | 99.750 |
| 28 | 3.617E-02 | .121 | 99.870 |
| 29 | 2.516E-02 | 8.386E-02 | 99.954 |
| 30 | 1.379E-02 | 4.596E-02 | 100.000 |

Extraction Method: Principal Component Analysis.

Total Variance Explained

| Component | Extraction Sums of Squared Loadings | | |
|-----------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 13.836 | 46.121 | 46.121 |
| 2 | 4.010 | 13.365 | 59.486 |
| 3 | 2.228 | 7.427 | 66.914 |
| 4 | 2.097 | 6.991 | 73.905 |
| 5 | 1.313 | 4.376 | 78.281 |
| 6 | 1.108 | 3.693 | 81.974 |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| 12 | | | |
| 13 | | | |
| 14 | | | |
| 15 | | | |
| 16 | | | |
| 17 | | | |
| 18 | | | |
| 19 | | | |
| 20 | | | |
| 21 | | | |
| 22 | | | |
| 23 | | | |
| 24 | | | |
| 25 | | | |
| 26 | | | |
| 27 | | | |
| 28 | | | |
| 29 | | | |
| 30 | | | |

Extraction Method: Principal Component Analysis.

Total Variance Explained

| Component | Rotation Sums of Squared Loadings | | |
|-----------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 5.448 | 18.160 | 18.160 |
| 2 | 4.802 | 16.005 | 34.166 |
| 3 | 4.512 | 15.039 | 49.205 |
| 4 | 4.188 | 13.959 | 63.163 |
| 5 | 3.308 | 11.027 | 74.190 |
| 6 | 2.335 | 7.784 | 81.974 |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| 12 | | | |
| 13 | | | |
| 14 | | | |
| 15 | | | |
| 16 | | | |
| 17 | | | |
| 18 | | | |
| 19 | | | |
| 20 | | | |
| 21 | | | |
| 22 | | | |
| 23 | | | |
| 24 | | | |
| 25 | | | |
| 26 | | | |
| 27 | | | |
| 28 | | | |
| 29 | | | |
| 30 | | | |

Extraction Method: Principal Component Analysis.

Component Matrix^a

| | Component | | | | | |
|--------|-----------|------|---|------|---|------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| VAR_13 | .805 | | | | | |
| VAR_11 | .796 | | | | | |
| VAR_29 | .793 | | | | | |
| VAR_10 | .793 | | | | | |
| VAR_14 | .787 | | | | | |
| VAR_24 | .778 | | | | | |
| VAR_7 | .773 | | | | | |
| VAR_28 | .765 | | | | | |
| VAR_25 | .762 | | | | | |
| VAR_22 | .745 | | | | | |
| VAR_12 | .738 | | | | | |
| VAR_23 | .738 | | | | | |
| VAR_5 | .718 | .501 | | | | |
| VAR_30 | .697 | | | | | |
| VAR_8 | .670 | | | .574 | | |
| VAR_3 | .657 | .599 | | | | |
| VAR_19 | .650 | | | | | |
| VAR_6 | .644 | .518 | | | | |
| VAR_9 | .630 | | | | | |
| VAR_27 | .623 | | | | | |
| VAR_15 | .617 | | | | | |
| VAR_17 | .602 | | | | | |
| VAR_18 | .581 | | | | | |
| VAR_20 | .572 | | | | | |
| VAR_26 | .567 | | | | | |
| VAR_21 | .563 | | | | | .510 |
| VAR_16 | .525 | | | | | |
| VAR_2 | .572 | .695 | | | | |
| VAR_4 | | .661 | | | | |
| VAR_1 | .520 | .659 | | | | |

Extraction Method: Principal Component Analysis.

a. 6 components extracted.

Rotated Component Matrix^a

| | Component | | | | | |
|--------|-----------|------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| VAR_1 | .884 | | | | | |
| VAR_2 | .845 | | | | | |
| VAR_6 | .822 | | | | | |
| VAR_3 | .814 | | | | | |
| VAR_5 | .777 | | | | | |
| VAR_30 | .774 | | | | | |
| VAR_4 | .692 | | | | | |
| VAR_28 | | .854 | | | | |
| VAR_22 | | .848 | | | | |
| VAR_24 | | .848 | | | | |
| VAR_25 | | .827 | | | | |
| VAR_23 | | .819 | | | | |
| VAR_13 | | | .841 | | | |
| VAR_12 | | | .810 | | | |
| VAR_14 | | | .809 | | | |
| VAR_29 | | | .717 | | | |
| VAR_11 | | | .697 | | | |
| VAR_26 | | | | .881 | | |
| VAR_8 | | | | .861 | | |
| VAR_27 | | | | .800 | | |
| VAR_10 | | | | .675 | | |
| VAR_7 | | | | .604 | | |
| VAR_9 | | | | .583 | | |
| VAR_17 | | | | | .836 | |
| VAR_15 | | | | | .803 | |
| VAR_16 | | | | | .772 | |
| VAR_18 | | | | | .759 | |
| VAR_20 | | | | | | .757 |
| VAR_21 | | | | | | .725 |
| VAR_19 | | | | | | .712 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.



LAMPIRAN IV
VALIDITAS dan RELIABILITAS

Faktor 1

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|---------|----------|---------|----------------|
| SCALE | 27.2348 | 21.4795 | 4.6346 | 7 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| VAR_1 | 23.2609 | 16.1945 | .8074 | .9331 |
| VAR_2 | 23.2696 | 16.0934 | .8535 | .9294 |
| VAR_3 | 23.2435 | 16.0279 | .8566 | .9290 |
| VAR_4 | 23.4000 | 17.0316 | .7007 | .9418 |
| VAR_5 | 23.4435 | 15.1437 | .8445 | .9299 |
| VAR_6 | 23.4174 | 15.4909 | .8071 | .9334 |
| VAR_30 | 23.3739 | 15.5519 | .8052 | .9335 |

Reliability Coefficients

N of Cases = 115.0 N of Items = 7
Alpha = .9420

Faktor 2

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|---------|----------|---------|----------------|
| SCALE | 18.6000 | 11.4877 | 3.3894 | 5 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| VAR_22 | 14.8348 | 7.4549 | .8788 | .9650 |
| VAR_23 | 14.9217 | 7.4236 | .8844 | .9641 |
| VAR_24 | 14.8957 | 7.3223 | .9478 | .9540 |
| VAR_25 | 14.8783 | 7.3710 | .9204 | .9583 |
| VAR_28 | 14.8696 | 7.4828 | .9097 | .9601 |

Reliability Coefficients

N of Cases = 115.0

N of Items = 5

Alpha = .9680

Faktor 3

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|---------|----------|---------|----------------|
| SCALE | 19.0870 | 11.0976 | 3.3313 | 5 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| VAR_11 | 15.2435 | 7.6069 | .8230 | .9517 |
| VAR_12 | 15.2696 | 6.6723 | .8819 | .9438 |
| VAR_13 | 15.3043 | 7.0031 | .9337 | .9328 |
| VAR_14 | 15.2348 | 7.3216 | .9029 | .9389 |
| VAR_29 | 15.2957 | 7.3153 | .8390 | .9490 |

Reliability Coefficients

N of Cases = 115.0 N of Items = 5

Alpha = .9542

Faktor 4

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|---------|----------|---------|----------------|
| SCALE | 22.7826 | 11.2418 | 3.3529 | 6 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| VAR_7 | 19.0174 | 8.0699 | .7818 | .9103 |
| VAR_8 | 18.9391 | 7.7945 | .8929 | .8962 |
| VAR_9 | 18.9739 | 8.3063 | .6936 | .9215 |
| VAR_10 | 18.9478 | 7.3481 | .8215 | .9056 |
| VAR_26 | 19.0435 | 7.8139 | .7853 | .9097 |
| VAR_27 | 18.9913 | 8.2192 | .7295 | .9169 |

Reliability Coefficients

N of Cases = 115.0 N of Items = 6
Alpha = .9241

Faktor 5

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|---------|----------|---------|----------------|
| SCALE | 14.5478 | 5.7937 | 2.4070 | 4 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| VAR_15 | 10.8435 | 3.3788 | .7895 | .8399 |
| VAR_16 | 10.9652 | 3.5777 | .6695 | .8840 |
| VAR_17 | 10.9304 | 3.1530 | .8089 | .8311 |
| VAR_18 | 10.9043 | 3.4206 | .7422 | .8573 |

Reliability Coefficients

N of Cases = 115.0

N of Items = 4

Alpha = .8863

Faktor 6

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|---------|----------|---------|----------------|
| SCALE | 11.5565 | 4.0384 | 2.0096 | 3 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| VAR_19 | 7.6087 | 1.9245 | .7706 | .7585 |
| VAR_20 | 7.7478 | 1.8920 | .6947 | .8308 |
| VAR_21 | 7.7565 | 1.9577 | .7207 | .8039 |

Reliability Coefficients

N of Cases = 115.0

N of Items = 3

Alpha = .8553

Variabel Dependen (Y)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|--------|----------|---------|----------------|
| SCALE | 7.4783 | 1.3043 | 1.1421 | 2 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| Y1 | 3.7130 | .4345 | .7334 | . |
| Y2 | 3.7652 | .3216 | .7334 | . |

Reliability Coefficients

N of Cases = 115.0

N of Items = 2

Alpha = .8407

serviens in lumine veritatis

**LAMPIRAN V
PENGARUH CITRA SUPERMARKET
TERHADAP PEMBELIAN ULANG**

Regression

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | Faktor 6, Faktor 5, Faktor 4, Faktor 2, Faktor 1 ^a , Faktor 3 | | Enter |

a. All requested variables entered.

b. Dependent Variable: Pembelian ulang

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .897 ^a | .804 | .793 | .2578 |

a. Predictors: (Constant), Faktor 6, Faktor 5, Faktor 4, Faktor 2, Faktor 1, Faktor 3

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 29.484 | 6 | 4.914 | 73.942 | .000 ^a |
| | Residual | 7.177 | 108 | 6.646E-02 | | |
| | Total | 36.661 | 114 | | | |

a. Predictors: (Constant), Faktor 6, Faktor 5, Faktor 4, Faktor 2, Faktor 1, Faktor 3

b. Dependent Variable: Pembelian ulang

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.645E-02 | .201 | | .132 | .895 |
| | Faktor 1 | .256 | .051 | .299 | 5.016 | .000 |
| | Faktor 2 | 2.047E-02 | .049 | .024 | .416 | .678 |
| | Faktor 3 | .362 | .058 | .426 | 6.224 | .000 |
| | Faktor 4 | 2.436E-03 | .061 | .002 | .040 | .968 |
| | Faktor 5 | .317 | .052 | .337 | 6.119 | .000 |
| | Faktor 6 | 3.105E-02 | .051 | .037 | .610 | .543 |

a. Dependent Variable: Pembelian ulang



serviens in lumine veritatis

LAMPIRAN VI
PENGARUH CITRA SUPERMARKET
TERHADAP NIAT MEREKOMENDASI

Regression

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | Faktor 6, Faktor 5, Faktor 4, Faktor 2, Faktor 1 ^a , Faktor 3 | | Enter |

a. All requested variables entered.

b. Dependent Variable: Niat merekomendasi

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .772 ^a | .595 | .573 | .4308 |

a. Predictors: (Constant), Faktor 6, Faktor 5, Faktor 4, Faktor 2, Faktor 1, Faktor 3

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 29.489 | 6 | 4.915 | 26.486 | .000 ^a |
| | Residual | 20.041 | 108 | .186 | | |
| | Total | 49.530 | 114 | | | |

a. Predictors: (Constant), Faktor 6, Faktor 5, Faktor 4, Faktor 2, Faktor 1, Faktor 3

b. Dependent Variable: Niat merekomendasi

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.067E-02 | .335 | | .091 | .927 |
| | Faktor 1 | .159 | .085 | .160 | 1.866 | .065 |
| | Faktor 2 | 3.627E-02 | .082 | .037 | .441 | .660 |
| | Faktor 3 | .461 | .097 | .466 | 4.743 | .000 |
| | Faktor 4 | 7.652E-02 | .102 | .065 | .749 | .455 |
| | Faktor 5 | .108 | .087 | .098 | 1.243 | .217 |
| | Faktor 6 | .126 | .085 | .128 | 1.481 | .142 |

a. Dependent Variable: Niat merekomendasi



LAMPIRAN VII
INDEPENDENT SAMPLE T-TEST

T-Test

Group Statistics

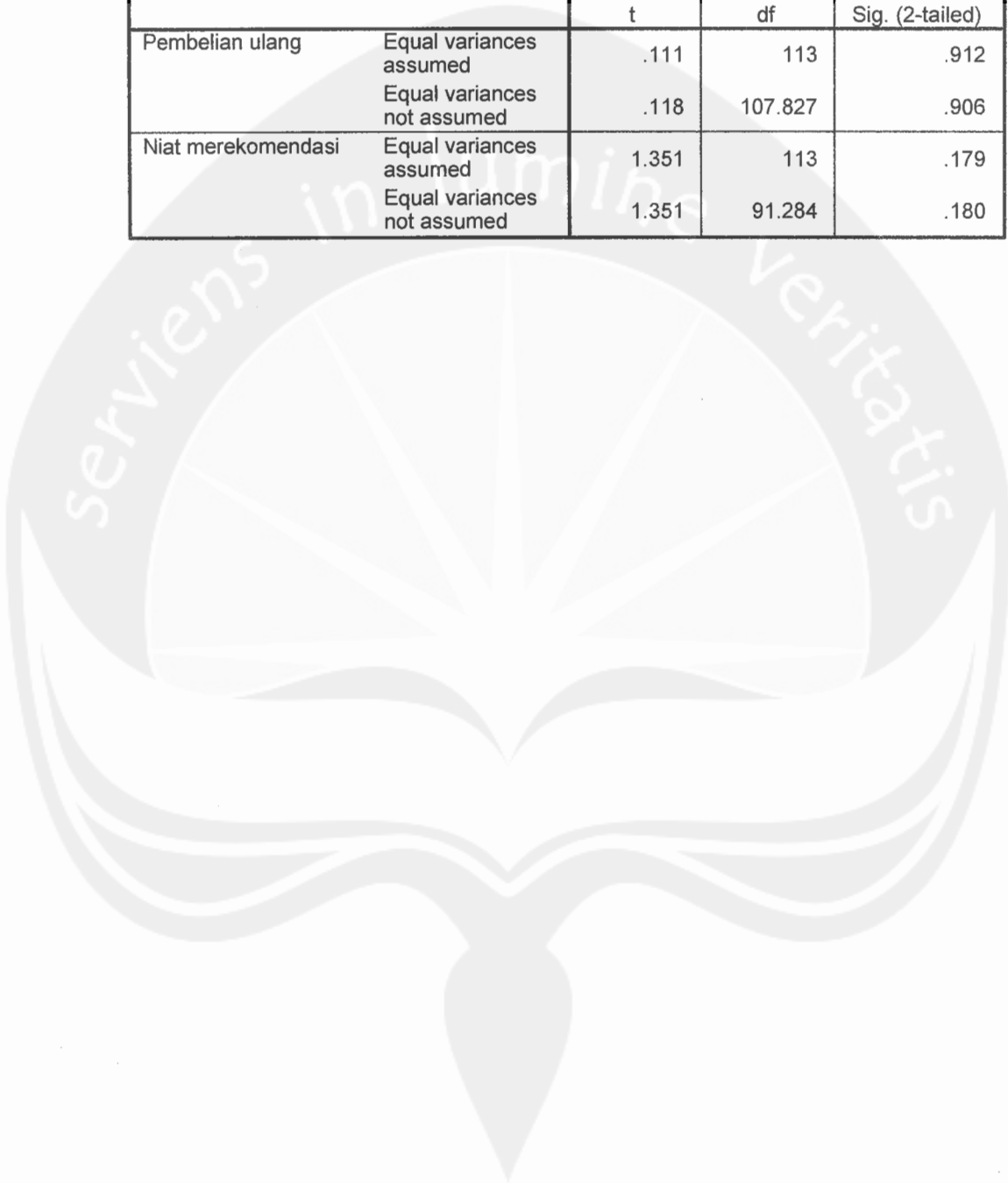
| | Pengeluaran | N | Mean | Std. Deviation | Std. Error Mean |
|--------------------|------------------------|----|------|----------------|-----------------|
| Pembelian ulang | Di bawah Rp. 1.000.000 | 44 | 3.77 | .48 | 7.17E-02 |
| | Di atas Rp. 1.000.000 | 71 | 3.76 | .62 | 7.36E-02 |
| Niat merekomendasi | Di bawah Rp. 1.000.000 | 44 | 3.82 | .66 | 9.90E-02 |
| | Di atas Rp. 1.000.000 | 71 | 3.65 | .66 | 7.79E-02 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | |
|--------------------|-----------------------------|---|------|
| | | F | Sig. |
| Pembelian ulang | Equal variances assumed | 3.280 | .073 |
| | Equal variances not assumed | | |
| Niat merekomendasi | Equal variances assumed | 2.037 | .156 |
| | Equal variances not assumed | | |

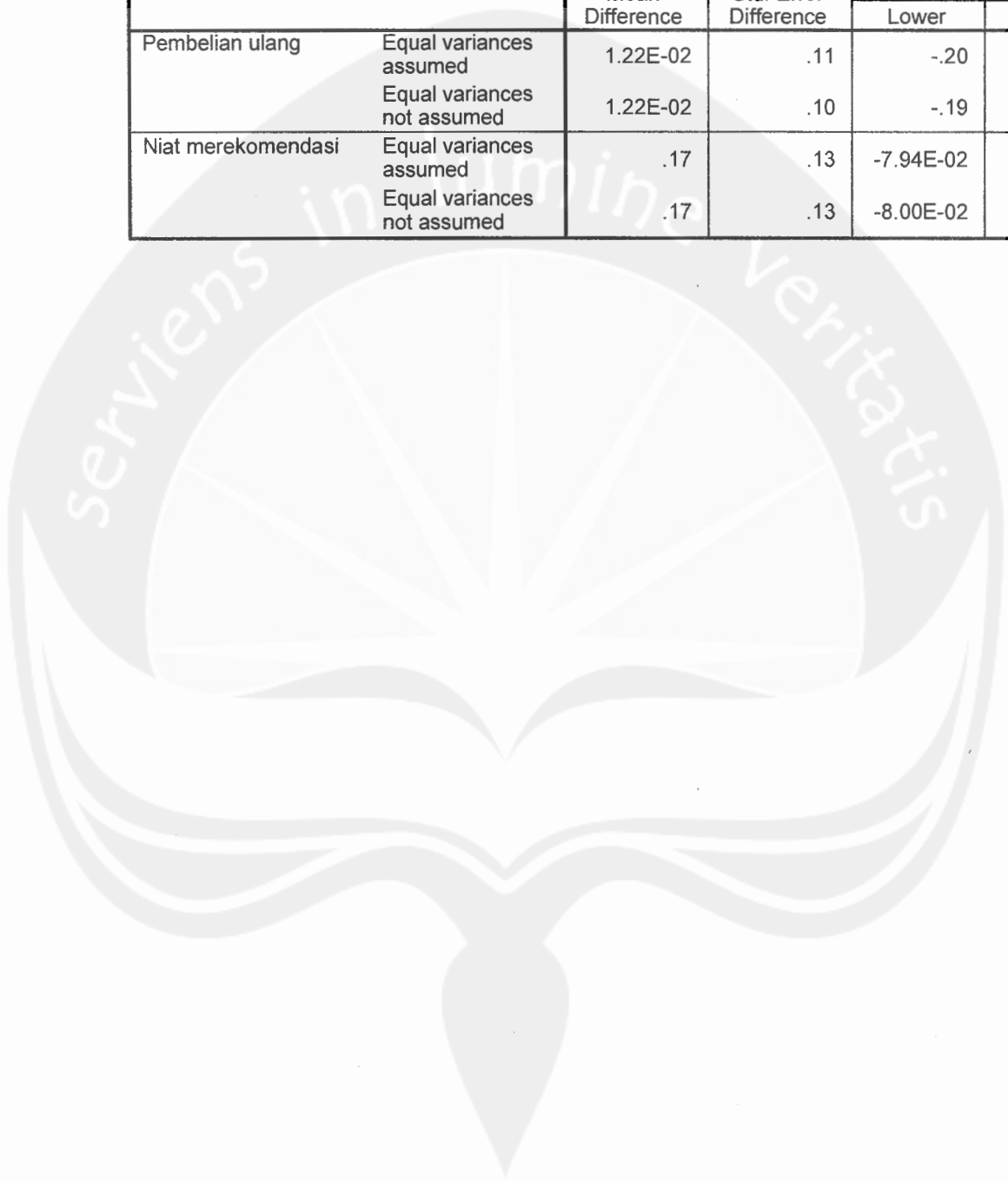
Independent Samples Test

| | | t-test for Equality of Means | | |
|--------------------|-----------------------------|------------------------------|---------|-----------------|
| | | t | df | Sig. (2-tailed) |
| Pembelian ulang | Equal variances assumed | .111 | 113 | .912 |
| | Equal variances not assumed | .118 | 107.827 | .906 |
| Niat merekomendasi | Equal variances assumed | 1.351 | 113 | .179 |
| | Equal variances not assumed | 1.351 | 91.284 | .180 |



Independent Samples Test

| | | t-test for Equality of Means | | | |
|--------------------|-----------------------------|------------------------------|-----------------------|---|-------|
| | | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | Lower | Upper |
| Pembelian ulang | Equal variances assumed | 1.22E-02 | .11 | -.20 | .23 |
| | Equal variances not assumed | 1.22E-02 | .10 | -.19 | .22 |
| Niat merekomendasi | Equal variances assumed | .17 | .13 | -7.94E-02 | .42 |
| | Equal variances not assumed | .17 | .13 | -8.00E-02 | .42 |





LAMPIRAN VIII
DATA JAWABAN RESPONDEN

Case Summaries

| | VAR 1 | VAR 2 | VAR 3 | VAR 4 | VAR 5 | VAR 6 | VAR 7 | VAR 8 | VAR 9 | VAR 10 | VAR 11 |
|----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| 1 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 |
| 2 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 |
| 6 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 3 |
| 9 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 11 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 12 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 13 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 3 |
| 14 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 16 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 17 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 19 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 20 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 21 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 22 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 24 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 28 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 30 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 32 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 3 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 37 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 38 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 39 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 41 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 44 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 47 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 3 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 49 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 50 | 4 | 4 | 4 | 4 | 2 | 3 | 1 | 2 | 2 | 1 | 1 |
| 51 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 4 |
| 52 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 53 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 5 | 3 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 56 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 58 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 3 | 2 |
| 59 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 61 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 62 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 63 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| 64 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| 65 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 66 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |

Case Summaries

| | VAR 1 | VAR 2 | VAR 3 | VAR 4 | VAR 5 | VAR 6 | VAR 7 | VAR 8 | VAR 9 | VAR 10 | VAR 11 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| 68 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 70 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 72 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 73 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 4 |
| 74 | 4 | 4 | 4 | 4 | 1 | 2 | 4 | 5 | 4 | 5 | 4 |
| 75 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 76 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 3 | 3 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 78 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 79 | 4 | 2 | 2 | 4 | 2 | 4 | 2 | 3 | 3 | 3 | 2 |
| 80 | 3 | 3 | 2 | 3 | 1 | 1 | 2 | 2 | 3 | 1 | 3 |
| 81 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 82 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 83 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 84 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 85 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 5 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 87 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 4 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 89 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 90 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 92 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 93 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 94 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 96 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 97 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 98 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 101 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 102 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 4 |
| 103 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 104 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 105 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 |
| 106 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 107 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 |
| 108 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 109 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 110 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 111 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 112 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 113 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 114 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 115 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |

Case Summaries

| | VAR 23 | VAR 24 | VAR 25 | VAR 26 | VAR 27 | VAR 28 | VAR 29 | VAR 30 | Pembelian ulang | Niat merekomen dasi |
|----|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|---------------------|
| 1 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 4 |
| 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 6 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 4 |
| 7 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 8 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 |
| 9 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 10 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 11 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 |
| 12 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 13 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 3 |
| 14 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 16 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 17 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 20 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 |
| 21 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 23 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 27 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 4 |
| 28 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 30 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 32 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 33 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 5 | 4 | 3 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 37 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 39 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 |
| 40 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |
| 41 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 43 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 44 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 47 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 49 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 50 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 2 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 52 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 53 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 54 | 3 | 3 | 3 | 5 | 5 | 3 | 5 | 3 | 3 | 3 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 56 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 58 | 2 | 2 | 2 | 4 | 4 | 2 | 2 | 4 | 2 | 2 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 63 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 64 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 67 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |

Case Summaries

| | VAR 23 | VAR 24 | VAR 25 | VAR 26 | VAR 27 | VAR 28 | VAR 29 | VAR 30 | Pembelian ulang | Niat merekomendasi |
|-----|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|--------------------|
| 68 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 69 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 70 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 3 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 72 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 74 | 2 | 2 | 2 | 5 | 5 | 2 | 4 | 2 | 4 | 5 |
| 75 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 76 | 3 | 3 | 3 | 5 | 5 | 3 | 3 | 3 | 3 | 3 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 78 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 79 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 |
| 80 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 3 | 2 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 84 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 85 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 4 | 4 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 88 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 90 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 |
| 91 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 4 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 94 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 95 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 |
| 96 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 4 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 98 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 |
| 99 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 100 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |
| 101 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 102 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 103 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 104 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 105 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 |
| 106 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 5 |
| 107 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 108 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 109 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 110 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 |
| 111 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 3 |
| 112 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 113 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 |
| 114 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 115 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |

Case Summaries

| | VAR 12 | VAR 13 | VAR 14 | VAR 15 | VAR 16 | VAR 17 | VAR 18 | VAR 19 | VAR 20 | VAR 21 | VAR 22 |
|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 69 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 3 |
| 70 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 71 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 72 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 73 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
| 74 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 2 |
| 75 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| 76 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 4 | 3 | 4 | 3 |
| 77 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 78 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 |
| 79 | 1 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 80 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 1 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 83 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 84 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 85 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 |
| 86 | 4 | 4 | 4 | 5 | 2 | 3 | 4 | 4 | 4 | 4 | 4 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 |
| 88 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 89 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 91 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 |
| 92 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 93 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 94 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 95 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 96 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 97 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 4 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 |
| 99 | 5 | 5 | 5 | 3 | 2 | 3 | 3 | 5 | 4 | 4 | 5 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 101 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 102 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 |
| 103 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 |
| 104 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 105 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 106 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 |
| 107 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 108 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 109 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 |
| 110 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 111 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 112 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 113 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 114 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 5 |
| 115 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 |



LAMPIRAN IX
TABEL DISTRIBUSI χ^2 , R, F DAN T

TABEL DISTRIBUSI CHI SQUARE

| DF | 5% | DF | 5% |
|-----|--------|-----|--------|
| 401 | 448,69 | 451 | 501,51 |
| 402 | 449,75 | 452 | 502,57 |
| 403 | 450,81 | 453 | 503,62 |
| 404 | 451,86 | 454 | 504,68 |
| 405 | 452,92 | 455 | 505,73 |
| 406 | 453,98 | 456 | 506,78 |
| 407 | 455,04 | 457 | 507,84 |
| 408 | 456,10 | 458 | 508,89 |
| 409 | 457,15 | 459 | 509,95 |
| 410 | 458,21 | 460 | 511,00 |
| 411 | 459,27 | 461 | 512,06 |
| 412 | 460,33 | 462 | 513,11 |
| 413 | 461,38 | 463 | 514,16 |
| 414 | 462,44 | 464 | 515,22 |
| 415 | 463,50 | 465 | 516,27 |
| 416 | 464,55 | 466 | 517,33 |
| 417 | 465,61 | 467 | 518,38 |
| 418 | 466,67 | 468 | 519,43 |
| 419 | 467,73 | 469 | 520,49 |
| 420 | 468,78 | 470 | 521,54 |
| 421 | 469,84 | 471 | 522,60 |
| 422 | 470,90 | 472 | 523,65 |
| 423 | 471,95 | 473 | 524,70 |
| 424 | 473,01 | 474 | 525,76 |
| 425 | 474,07 | 475 | 526,81 |
| 426 | 475,12 | 476 | 527,86 |
| 427 | 476,18 | 477 | 528,92 |
| 428 | 477,23 | 478 | 529,97 |
| 429 | 478,29 | 479 | 531,02 |
| 430 | 479,35 | 480 | 532,08 |
| 431 | 480,40 | 481 | 533,13 |
| 432 | 481,46 | 482 | 534,18 |
| 433 | 482,51 | 483 | 535,23 |
| 434 | 483,57 | 484 | 536,29 |
| 435 | 484,63 | 485 | 537,34 |
| 436 | 485,68 | 486 | 538,39 |
| 437 | 486,74 | 487 | 539,45 |
| 438 | 487,79 | 488 | 540,50 |
| 439 | 488,85 | 489 | 541,55 |
| 440 | 489,90 | 490 | 542,60 |
| 441 | 490,96 | 491 | 543,66 |
| 442 | 492,02 | 492 | 544,71 |
| 443 | 493,07 | 493 | 545,76 |
| 444 | 494,13 | 494 | 546,81 |
| 445 | 495,18 | 495 | 547,87 |
| 446 | 496,24 | 496 | 548,92 |
| 447 | 497,29 | 497 | 549,97 |
| 448 | 498,35 | 498 | 551,02 |
| 449 | 499,40 | 499 | 552,07 |
| 450 | 500,46 | 500 | 553,13 |

TABEL DISTRIBUSI F

| DF | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-----|------|------|------|------|------|------|------|------|------|------|
| 101 | 3.94 | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 |
| 102 | 3.93 | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 |
| 103 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 |
| 104 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 |
| 105 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 |
| 106 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 |
| 107 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 |
| 108 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 |
| 109 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 |
| 110 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 |
| 111 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 |
| 112 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 |
| 113 | 3.93 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 |
| 114 | 3.92 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 |
| 115 | 3.92 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 |
| 116 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 |
| 117 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 |
| 118 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 |
| 119 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 |
| 120 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 |
| 121 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 |
| 122 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 |
| 123 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 |
| 124 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 |
| 125 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 |
| 126 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 |
| 127 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 |
| 128 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 |
| 129 | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 |
| 130 | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 |
| 131 | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 |
| 132 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 |
| 133 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 |
| 134 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 |
| 135 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 |
| 136 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 |
| 137 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 |
| 138 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.16 | 2.08 | 2.01 | 1.95 | 1.90 |
| 139 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.16 | 2.08 | 2.01 | 1.95 | 1.90 |
| 140 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.16 | 2.08 | 2.01 | 1.95 | 1.90 |
| 141 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.16 | 2.08 | 2.00 | 1.95 | 1.90 |
| 142 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.16 | 2.07 | 2.00 | 1.95 | 1.90 |
| 143 | 3.91 | 3.06 | 2.67 | 2.43 | 2.28 | 2.16 | 2.07 | 2.00 | 1.95 | 1.90 |
| 144 | 3.91 | 3.06 | 2.67 | 2.43 | 2.28 | 2.16 | 2.07 | 2.00 | 1.95 | 1.90 |
| 145 | 3.91 | 3.06 | 2.67 | 2.43 | 2.28 | 2.16 | 2.07 | 2.00 | 1.94 | 1.90 |
| 146 | 3.91 | 3.06 | 2.67 | 2.43 | 2.28 | 2.16 | 2.07 | 2.00 | 1.94 | 1.90 |
| 147 | 3.91 | 3.06 | 2.67 | 2.43 | 2.28 | 2.16 | 2.07 | 2.00 | 1.94 | 1.90 |
| 148 | 3.91 | 3.06 | 2.67 | 2.43 | 2.28 | 2.16 | 2.07 | 2.00 | 1.94 | 1.90 |
| 149 | 3.90 | 3.06 | 2.67 | 2.43 | 2.27 | 2.16 | 2.07 | 2.00 | 1.94 | 1.89 |
| 150 | 3.90 | 3.06 | 2.66 | 2.43 | 2.27 | 2.16 | 2.07 | 2.00 | 1.94 | 1.89 |

TABEL DISTRIBUSI T

| Df | 10% | 5% | DF | 10% | 5% | Df | 10% | 5% | DF | 10% | 5% |
|----|-------|--------|-----|-------|-------|-----|-------|-------|-----|-------|-------|
| 1 | 6.314 | 12.706 | 51 | 1.675 | 2.008 | 101 | 1.660 | 1.984 | 151 | 1.655 | 1.976 |
| 2 | 2.920 | 4.303 | 52 | 1.675 | 2.007 | 102 | 1.660 | 1.983 | 152 | 1.655 | 1.976 |
| 3 | 2.353 | 3.182 | 53 | 1.674 | 2.006 | 103 | 1.660 | 1.983 | 153 | 1.655 | 1.976 |
| 4 | 2.132 | 2.776 | 54 | 1.674 | 2.005 | 104 | 1.660 | 1.983 | 154 | 1.655 | 1.975 |
| 5 | 2.015 | 2.571 | 55 | 1.673 | 2.004 | 105 | 1.659 | 1.983 | 155 | 1.655 | 1.975 |
| 6 | 1.943 | 2.447 | 56 | 1.673 | 2.003 | 106 | 1.659 | 1.983 | 156 | 1.655 | 1.975 |
| 7 | 1.895 | 2.365 | 57 | 1.672 | 2.002 | 107 | 1.659 | 1.982 | 157 | 1.655 | 1.975 |
| 8 | 1.860 | 2.306 | 58 | 1.672 | 2.002 | 108 | 1.659 | 1.982 | 158 | 1.655 | 1.975 |
| 9 | 1.833 | 2.262 | 59 | 1.671 | 2.001 | 109 | 1.659 | 1.982 | 159 | 1.654 | 1.975 |
| 10 | 1.812 | 2.228 | 60 | 1.671 | 2.000 | 110 | 1.659 | 1.982 | 160 | 1.654 | 1.975 |
| 11 | 1.796 | 2.201 | 61 | 1.670 | 2.000 | 111 | 1.659 | 1.982 | 161 | 1.654 | 1.975 |
| 12 | 1.782 | 2.179 | 62 | 1.670 | 1.999 | 112 | 1.659 | 1.981 | 162 | 1.654 | 1.975 |
| 13 | 1.771 | 2.160 | 63 | 1.669 | 1.998 | 113 | 1.658 | 1.981 | 163 | 1.654 | 1.975 |
| 14 | 1.761 | 2.145 | 64 | 1.669 | 1.998 | 114 | 1.658 | 1.981 | 164 | 1.654 | 1.975 |
| 15 | 1.753 | 2.131 | 65 | 1.669 | 1.997 | 115 | 1.658 | 1.981 | 165 | 1.654 | 1.974 |
| 16 | 1.746 | 2.120 | 66 | 1.668 | 1.997 | 116 | 1.658 | 1.981 | 166 | 1.654 | 1.974 |
| 17 | 1.740 | 2.110 | 67 | 1.668 | 1.996 | 117 | 1.658 | 1.980 | 167 | 1.654 | 1.974 |
| 18 | 1.734 | 2.101 | 68 | 1.668 | 1.995 | 118 | 1.658 | 1.980 | 168 | 1.654 | 1.974 |
| 19 | 1.729 | 2.093 | 69 | 1.667 | 1.995 | 119 | 1.658 | 1.980 | 169 | 1.654 | 1.974 |
| 20 | 1.725 | 2.086 | 70 | 1.667 | 1.994 | 120 | 1.658 | 1.980 | 170 | 1.654 | 1.974 |
| 21 | 1.721 | 2.080 | 71 | 1.667 | 1.994 | 121 | 1.658 | 1.980 | 171 | 1.654 | 1.974 |
| 22 | 1.717 | 2.074 | 72 | 1.666 | 1.993 | 122 | 1.657 | 1.980 | 172 | 1.654 | 1.974 |
| 23 | 1.714 | 2.069 | 73 | 1.666 | 1.993 | 123 | 1.657 | 1.979 | 173 | 1.654 | 1.974 |
| 24 | 1.711 | 2.064 | 74 | 1.666 | 1.993 | 124 | 1.657 | 1.979 | 174 | 1.654 | 1.974 |
| 25 | 1.708 | 2.060 | 75 | 1.665 | 1.992 | 125 | 1.657 | 1.979 | 175 | 1.654 | 1.974 |
| 26 | 1.706 | 2.056 | 76 | 1.665 | 1.992 | 126 | 1.657 | 1.979 | 176 | 1.654 | 1.974 |
| 27 | 1.703 | 2.052 | 77 | 1.665 | 1.991 | 127 | 1.657 | 1.979 | 177 | 1.654 | 1.973 |
| 28 | 1.701 | 2.048 | 78 | 1.665 | 1.991 | 128 | 1.657 | 1.979 | 178 | 1.653 | 1.973 |
| 29 | 1.699 | 2.045 | 79 | 1.664 | 1.990 | 129 | 1.657 | 1.979 | 179 | 1.653 | 1.973 |
| 30 | 1.697 | 2.042 | 80 | 1.664 | 1.990 | 130 | 1.657 | 1.978 | 180 | 1.653 | 1.973 |
| 31 | 1.696 | 2.040 | 81 | 1.664 | 1.990 | 131 | 1.657 | 1.978 | 181 | 1.653 | 1.973 |
| 32 | 1.694 | 2.037 | 82 | 1.664 | 1.989 | 132 | 1.656 | 1.978 | 182 | 1.653 | 1.973 |
| 33 | 1.692 | 2.035 | 83 | 1.663 | 1.989 | 133 | 1.656 | 1.978 | 183 | 1.653 | 1.973 |
| 34 | 1.691 | 2.032 | 84 | 1.663 | 1.989 | 134 | 1.656 | 1.978 | 184 | 1.653 | 1.973 |
| 35 | 1.690 | 2.030 | 85 | 1.663 | 1.988 | 135 | 1.656 | 1.978 | 185 | 1.653 | 1.973 |
| 36 | 1.688 | 2.028 | 86 | 1.663 | 1.988 | 136 | 1.656 | 1.978 | 186 | 1.653 | 1.973 |
| 37 | 1.687 | 2.026 | 87 | 1.663 | 1.988 | 137 | 1.656 | 1.977 | 187 | 1.653 | 1.973 |
| 38 | 1.686 | 2.024 | 88 | 1.662 | 1.987 | 138 | 1.656 | 1.977 | 188 | 1.653 | 1.973 |
| 39 | 1.685 | 2.023 | 89 | 1.662 | 1.987 | 139 | 1.656 | 1.977 | 189 | 1.653 | 1.973 |
| 40 | 1.684 | 2.021 | 90 | 1.662 | 1.987 | 140 | 1.656 | 1.977 | 190 | 1.653 | 1.973 |
| 41 | 1.683 | 2.020 | 91 | 1.662 | 1.986 | 141 | 1.656 | 1.977 | 191 | 1.653 | 1.972 |
| 42 | 1.682 | 2.018 | 92 | 1.662 | 1.986 | 142 | 1.656 | 1.977 | 192 | 1.653 | 1.972 |
| 43 | 1.681 | 2.017 | 93 | 1.661 | 1.986 | 143 | 1.656 | 1.977 | 193 | 1.653 | 1.972 |
| 44 | 1.680 | 2.015 | 94 | 1.661 | 1.986 | 144 | 1.656 | 1.977 | 194 | 1.653 | 1.972 |
| 45 | 1.679 | 2.014 | 95 | 1.661 | 1.985 | 145 | 1.655 | 1.976 | 195 | 1.653 | 1.972 |
| 46 | 1.679 | 2.013 | 96 | 1.661 | 1.985 | 146 | 1.655 | 1.976 | 196 | 1.653 | 1.972 |
| 47 | 1.678 | 2.012 | 97 | 1.661 | 1.985 | 147 | 1.655 | 1.976 | 197 | 1.653 | 1.972 |
| 48 | 1.677 | 2.011 | 98 | 1.661 | 1.984 | 148 | 1.655 | 1.976 | 198 | 1.653 | 1.972 |
| 49 | 1.677 | 2.010 | 99 | 1.660 | 1.984 | 149 | 1.655 | 1.976 | 199 | 1.653 | 1.972 |
| 50 | 1.676 | 2.009 | 100 | 1.660 | 1.984 | 150 | 1.655 | 1.976 | 200 | 1.653 | 1.972 |