

BAB IV

PENUTUP

A. KESIMPULAN

Menurut hasil penelitian ini, maka kesimpulan yang didapat adalah pada *brand* BlackBerry, tingkat *brand knowledge* mempengaruhi munculnya *brand image* terkait dengan *image* BlackBerry memiliki ciri khas produk tersendiri. Hasil penelitian tersebut dibuktikan dengan nilai R sebesar 0,235 dan nilai signifikansi yang didapatkan sebesar 0,019. Sedangkan *image* BlackBerry yang tidak terbukti dipengaruhi adalah BlackBerry memiliki warna yang menarik, memiliki warna dengan kesan yang elegan, memiliki ragam warna yang khas, memiliki pilihan warna yang *colorful*, memiliki bentuk yang bagus, memiliki fitur suara yang canggih, memiliki *style* yang modern, memiliki desain yang terkesan mewah, harganya cukup terjangkau, harganya sesuai dengan manfaat yang didapatkan konsumen, umur kebanyakan pengguna berkisar antara 18 sampai 27 tahun, membantu pengguna dalam bekerja, membantu pengguna dalam mempermudah perjalanan, membantu pengguna dalam menghilangkan kebosanan, membantu pengguna mendapatkan beragam informasi, menggambarkan gaya hidup masyarakat yang modern, menggambarkan gaya hidup yang praktis, mudah dioperasikan, memberikan kemudahan kepada konsumen, memiliki kehandalan yang memuaskan konsumen sepanjang waktu, memiliki daya tahan dalam jangka waktu yang lama, tempat penjualannya strategis, dan outletnya tersebar di seluruh wilayah. *Image* tersebut tidak terbukti dipengaruhi oleh

brand knowledge karena berdasarkan hasil olah data nilai signifikansi yang didapatkan semuanya melebihi 0,05.

Sementara untuk Samsung, tingkat *brand knowledge* mempengaruhi munculnya *brand image* terkait dengan *image* tempat penjualan Samsung yang tergolong strategis. Hal tersebut terbukti dengan nilai R yang didapat sebesar 0,224 serta dikuatkan dengan nilai signifikansi sebesar 0,025. Berdasarkan hasil penelitian, *image* yang tidak terbukti dipengaruhi oleh *brand knowledge* adalah Samsung memiliki warna yang menarik, memiliki warna dengan kesan yang elegan, memiliki ragam warna yang khas, memiliki pilihan warna yang *colorful*, memiliki bentuk yang bagus, memiliki ciri khas produk tersendiri, memiliki fitur suara yang canggih, memiliki *style* yang modern, memiliki desain yang terkesan mewah, harganya cukup terjangkau, harganya sesuai dengan manfaat yang didapatkan konsumen, umur kebanyakan pengguna berkisar antara 18 sampai 27 tahun, membantu pengguna dalam bekerja, membantu pengguna dalam mempermudah perjalanan, membantu pengguna dalam menghilangkan kebosanan, membantu pengguna mendapatkan beragam informasi, menggambarkan gaya hidup masyarakat yang modern, menggambarkan gaya hidup yang praktis, mudah dioperasikan, memberikan kemudahan kepada konsumen, memiliki kehandalan yang memuaskan konsumen sepanjang waktu, memiliki daya tahan dalam jangka waktu yang lama, dan outletnya tersebar di seluruh wilayah. *Image* Samsung tersebut tidak terbukti dipengaruhi karena berdasarkan nilai signifikansi yang didapatkan semuanya melebihi nilai 0,05 sehingga dikatakan tidak signifikan.

Selain itu, berdasarkan hasil penelitian yang didapatkan diketahui bahwa tingkat pengetahuan responden tentang BlackBerry masuk pada kategori tingkat sedang dengan

skor 2 sampai 5 sebanyak 66% responden. Sedangkan untuk Samsung, sama dengan BlackBerry, tingkat pengetahuan responden masuk pada kategori tingkat sedang dengan skor 2 – 5 sebanyak 68%. Hasil tersebut menunjukkan bahwa tingkat pemahaman atau pengetahuan merek yang dimiliki responden akan kedua merek *smartphone* sama – sama berada pada tingkat sedang.



B. SARAN

Berdasarkan kesimpulan di atas, maka peneliti mengusulkan saran sebagai berikut:

1. Peneliti selanjutnya yang hendak meneliti berkaitan dengan *brand image* disarankan untuk mencari dan menggali variabel selain *brand knowledge* yang berkaitan dengan *brand image* untuk melihat faktor lainnya yang sekiranya dapat menunjukkan pengaruh yang lebih selain tingkat pengetahuan akan merek.
2. Melihat dari hasil yang didapatkan pada analisis data, peneliti menyarankan sebaiknya populasi yang diambil diperluas tidak hanya mencakup satu wilayah saja, tetapi apabila memang ingin menggunakan satu universitas, setidaknya jumlah sampel yang digunakan diperbanyak supaya hasil analisis yang didapatkan dapat lebih bervariasi dan sekiranya memungkinkan hasil yang didapatkan akan lebih banyak item instrumen penelitian yang berpengaruh signifikan sesuai dengan teori yang ada.

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LAMPIRAN 1

KUISIONER PENELITIAN

Kepada Saudara/I Responden

Saya Michaela Tantri Atmadja Winoto adalah mahasiswi Ilmu Komunikasi Universitas Atma Jaya Yogyakarta, jurusan Komunikasi Pemasaran dan Periklanan. Saat ini saya sedang melakukan penelitian untuk skripsi saya yang berjudul :

“Pengaruh Tingkat *Brand Knowledge* Terhadap *Brand Image* Pada Produk *Smartphone* BlackBerry dan Samsung”

Berkenaan dengan hal tersebut, maka saya bermaksud meminta partisipasi dari Saudara/i sekalian untuk membantu saya mengisi kuisisioner ini. Mengingat pentingnya peran Saudara/i dalam penelitian ini, maka saya mengharapkan Saudara/i dapat memberikan umpan balik yang baik terkait dengan topik penelitian, dimana Saudara/i mengisi kuisisioner tersebut secara lengkap, jujur dan tidak dipengaruhi oleh pihak manapun.

Kuisisioner ini telah saya desain sedemikian rupa sehingga dapat dipastikan akan memudahkan Saudara/i dalam mengisinya dan tidak membutuhkan waktu yang lama. Hasil dari kuisisioner ini nantinya akan saya gunakan untuk keperluan ilmiah sebagai acuan dan pembahasan dalam penelitian saya.

Atas perhatian dan kesediaan Saudara/i meluangkan waktu untuk mengisi kuisisioner, saya ucapkan banyak terima kasih.

Hormat Saya,

Michaela Tantri Atmadja Winoto

Fakultas :

Usia :

BERILAH TANDA CENTANG (✓) PADA PILIHAN JAWABAN ANDA!

Brand Knowledge

❖ BLACKBERRY

NO	PERNYATAAN	BENAR	SALAH
1	 Logo tersebut adalah logo BlackBerry.		
2	Logo tersebut adalah logo <i>smartphone</i> .		
3	BlackBerry merupakan <i>smartphone</i> milik perusahaan asal Finlandia.		
4	BlackBerry merupakan produsen <i>smartphone</i> terbesar di dunia.		
5	BlackBerry menggunakan sistem operasi Android.		
6	BlackBerry memiliki aplikasi BBM.		
7	Fitur <i>casing</i> BlackBerry memiliki dua varian warna saja yaitu hitam dan putih.		
8	BlackBerry memproduksi <i>smartphone</i> GSM saja.		

❖ S A M S U N G

NO	PERNYATAAN	BENAR	SALAH
1	 Logo tersebut adalah logo Samsung.		
2	Logo tersebut adalah logo <i>smartphone</i> .		
3	<i>Smartphone</i> Samsung merupakan milik perusahaan asal Jepang.		
4	Samsung merupakan produsen <i>smartphone</i> terbesar di dunia.		
5	Samsung menggunakan sistem operasi android.		
6	Samsung memiliki aplikasi BBM.		
7	Fitur <i>casing</i> Samsung memiliki dua varian warna saja yaitu hitam dan putih.		
8	Samsung memproduksi <i>smartphone</i> GSM saja.		

Brand Image

❖ B L A C K B E R R Y

NO	PERNYATAAN	YA	TIDAK
ATRIBUT TERKAIT PRODUK			
1	<i>Smartphone</i> BlackBerry memiliki warna yang menarik.		

2	<i>Smartphone</i> BlackBerry memiliki warna dengan kesan yang elegan.		
3	<i>Smartphone</i> BlackBerry memiliki ragam warna yang khas.		
4	<i>Smartphone</i> BlackBerry memiliki pilihan warna yang <i>colorful</i> .		
5	<i>Smartphone</i> BlackBerry memiliki bentuk yang bagus.		
6	<i>Smartphone</i> BlackBerry memiliki ciri khas produk tersendiri.		
7	<i>Smartphone</i> BlackBerry memiliki fitur suara yang canggih.		
8	<i>Smartphone</i> BlackBerry memiliki <i>style</i> yang modern.		
9	<i>Smartphone</i> BlackBerry memiliki desain yang terkesan mewah.		
ATRIBUT TERKAIT NON – PRODUK			
10	Harga <i>smartphone</i> BlackBerry yang ditawarkan cukup terjangkau.		
11	Harga <i>smartphone</i> BlackBerry sesuai dengan manfaat yang didapatkan konsumen.		
12	Kebanyakan pengguna <i>smartphone</i> BlackBerry adalah orang muda dengan kisaran umur antara 18 hingga 27 tahun.		
13	<i>Smartphone</i> BlackBerry membantu <i>user</i> dalam bekerja dengan aplikasi bisnis yang ada.		
14	<i>Smartphone</i> BlackBerry membantu <i>user</i> dalam mempermudah perjalanan karena adanya aplikasi GPS.		
15	<i>Smartphone</i> BlackBerry membantu <i>user</i> dalam		

	menghilangkan kebosanan dengan aplikasi <i>game</i> seru yang ditawarkan.		
16	<i>Smartphone</i> BlackBerry membantu <i>user</i> mendapatkan beragam informasi.		
17	<i>Smartphone</i> BlackBerry menggambarkan gaya hidup masyarakat yang modern.		
18	<i>Smartphone</i> BlackBerry menggambarkan gaya hidup yang praktis dengan segala kemudahan teknologi yang diberikan.		
ATRIBUT FUNGSIONAL			
19	<i>Smartphone</i> BlackBerry mudah dioperasikan oleh konsumen.		
20	<i>Smartphone</i> BlackBerry memberikan kemudahan kepada konsumen.		
21	<i>Smartphone</i> BlackBerry memiliki kehandalan yang memuaskan konsumen sepanjang waktu.		
22	<i>Smartphone</i> BlackBerry memiliki daya tahan dalam jangka waktu yang lama.		
23	<i>Smartphone</i> BlackBerry tempat penjualannya tergolong strategis.		
24	<i>Smartphone</i> BlackBerry outletnya tersebar di seluruh wilayah Indonesia.		

❖ S A M S U N G

NO	PERNYATAAN	YA	TIDAK
ATRIBUT TERKAIT PRODUK			
1	<i>Smartphone</i> Samsung memiliki warna yang menarik.		

2	<i>Smartphone</i> Samsung memiliki warna dengan kesan elegan.		
3	<i>Smartphone</i> Samsung memiliki ragam warna yang khas.		
4	<i>Smartphone</i> Samsung memiliki pilihan warna yang <i>colorful</i> .		
5	<i>Smartphone</i> Samsung memiliki bentuk yang bagus.		
6	<i>Smartphone</i> Samsung memiliki ciri khas produk tersendiri.		
7	<i>Smartphone</i> Samsung memiliki fitur suara yang canggih.		
8	<i>Smartphone</i> Samsung memiliki <i>style</i> yang modern.		
9	<i>Smartphone</i> Samsung memiliki desain yang terkesan mewah.		
ATRIBUT TERKAIT NON – PRODUK			
10	Harga <i>smartphone</i> Samsung yang ditawarkan cukup terjangkau.		
11	Harga <i>smartphone</i> Samsung sesuai dengan manfaat yang didapatkan konsumen.		
12	Kebanyakan pengguna <i>smartphone</i> Samsung adalah orang muda dengan kisaran umur 18 hingga 27 tahun.		
13	<i>Smartphone</i> Samsung membantu <i>user</i> dalam bekerja dengan aplikasi bisnis yang ada.		
14	<i>Smartphone</i> Samsung membantu <i>user</i> dalam mempermudah perjalanan karena adanya aplikasi GPS.		
15	<i>Smartphone</i> Samsung membantu <i>user</i> dalam		

	menghilangkan kebosanan dengan aplikasi <i>game</i> seru yang ditawarkan.		
16	<i>Smartphone</i> Samsung membantu <i>user</i> mendapatkan beragam informasi.		
17	<i>Smartphone</i> Samsung menggambarkan gaya hidup masyarakat yang modern.		
18	<i>Smartphone</i> Samsung menggambarkan gaya hidup yang praktis dengan segala kemudahan teknologi yang diberikan.		
ATRIBUT FUNGSIONAL			
19	<i>Smartphone</i> Samsung mudah dioperasikan oleh konsumen.		
20	<i>Smartphone</i> Samsung memberikan kemudahan kepada konsumen.		
21	<i>Smartphone</i> Samsung memiliki kehandalan yang memuaskan konsumen sepanjang waktu.		
22	<i>Smartphone</i> Samsung memiliki daya tahan dalam jangka waktu yang lama.		
23	<i>Smartphone</i> Samsung tempat penjualannya tergolong strategis.		
24	<i>Smartphone</i> Samsung outletnya tersebar di seluruh wilayah Indonesia.		



LAMPIRAN 2

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51	1	1	1	1	1	1	1	1	8
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53	1	0	1	1	1	0	1	0	5
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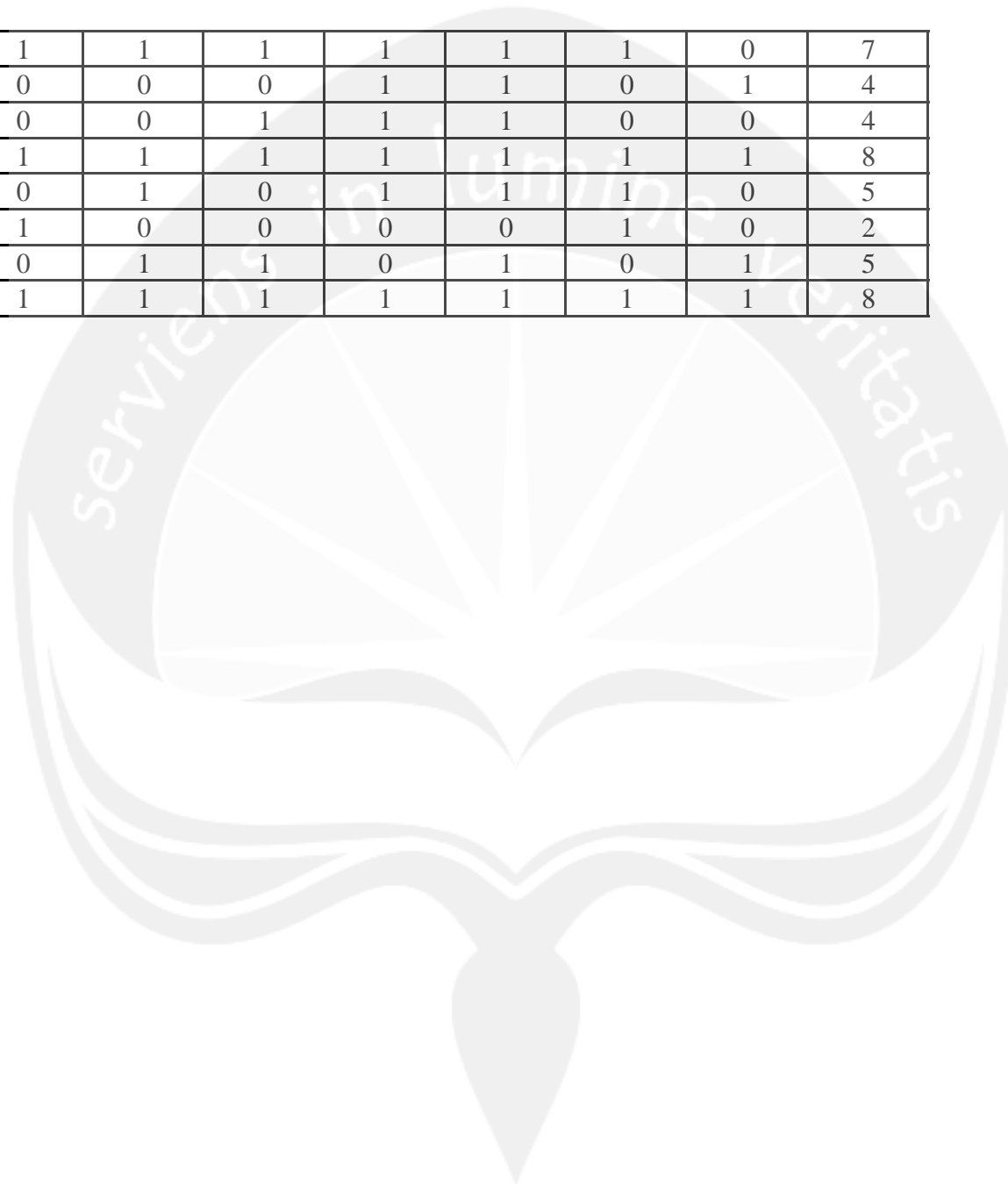
98	1	1	1	1	1	1	1	1	8
99	1	0	1	1	0	0	1	1	5
100	0	1	0	1	1	0	1	0	4



RESPONDEN	BKS1	BKS2	BKS3	BKS4	BKS5	BKS6	BKS7	BKS8	TOTAL
1	1	1	0	0	1	1	1	0	5
2	1	1	1	1	1	1	1	1	8
3	0	0	0	0	1	1	0	0	2
4	1	0	0	0	1	0	1	1	4
5	1	0	1	0	1	1	1	1	6
6	1	1	0	1	1	0	0	1	5
7	1	0	0	0	1	1	0	0	3
8	0	0	0	1	1	0	0	0	2
9	1	0	0	1	1	1	0	1	5
10	1	0	0	1	1	1	0	0	4
11	1	0	0	0	1	0	0	1	3
12	1	0	0	0	1	1	0	0	3
13	1	1	1	0	1	1	1	1	7
14	1	0	0	0	1	1	0	1	4
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17	1	1	1	1	0	0	1	0	5
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19	1	1	1	0	1	0	0	1	5
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22	1	1	1	0	0	1	1	1	6
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28	1	0	0	1	1	1	0	0	4
29	1	1	0	1	1	1	0	0	5
30	1	0	0	1	1	1	0	0	4

62	1	1	0	0	0	1	1	1	5
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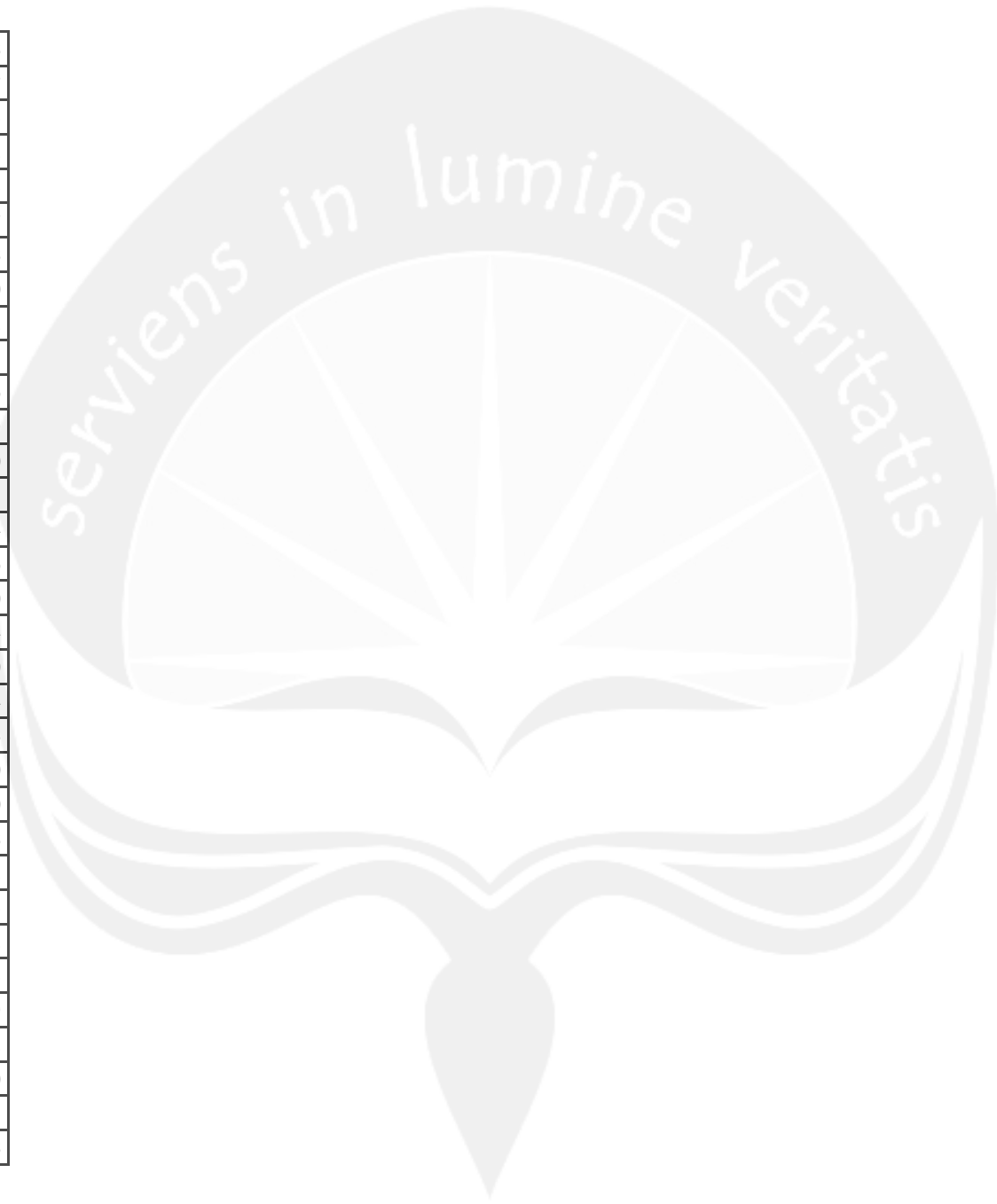
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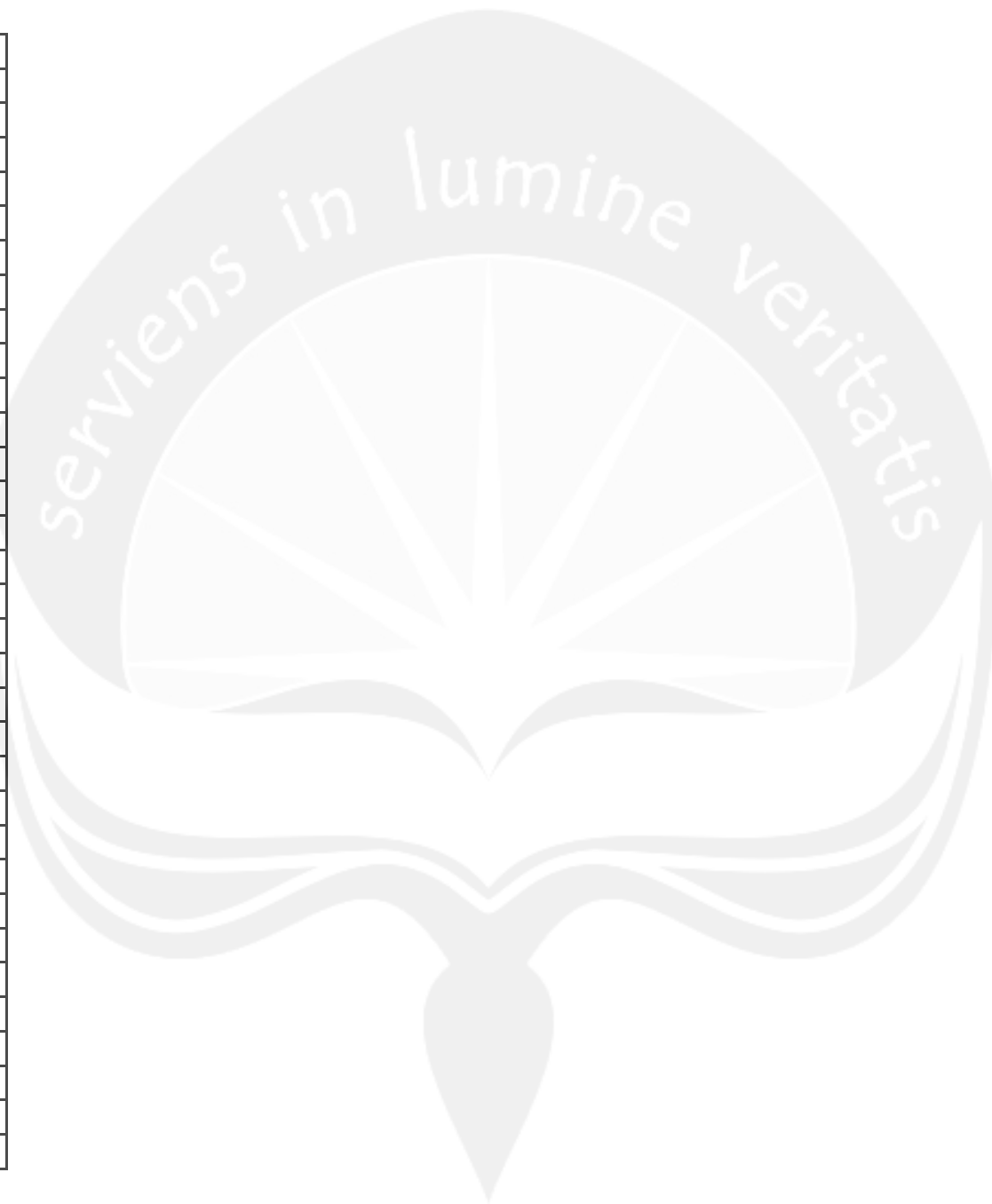
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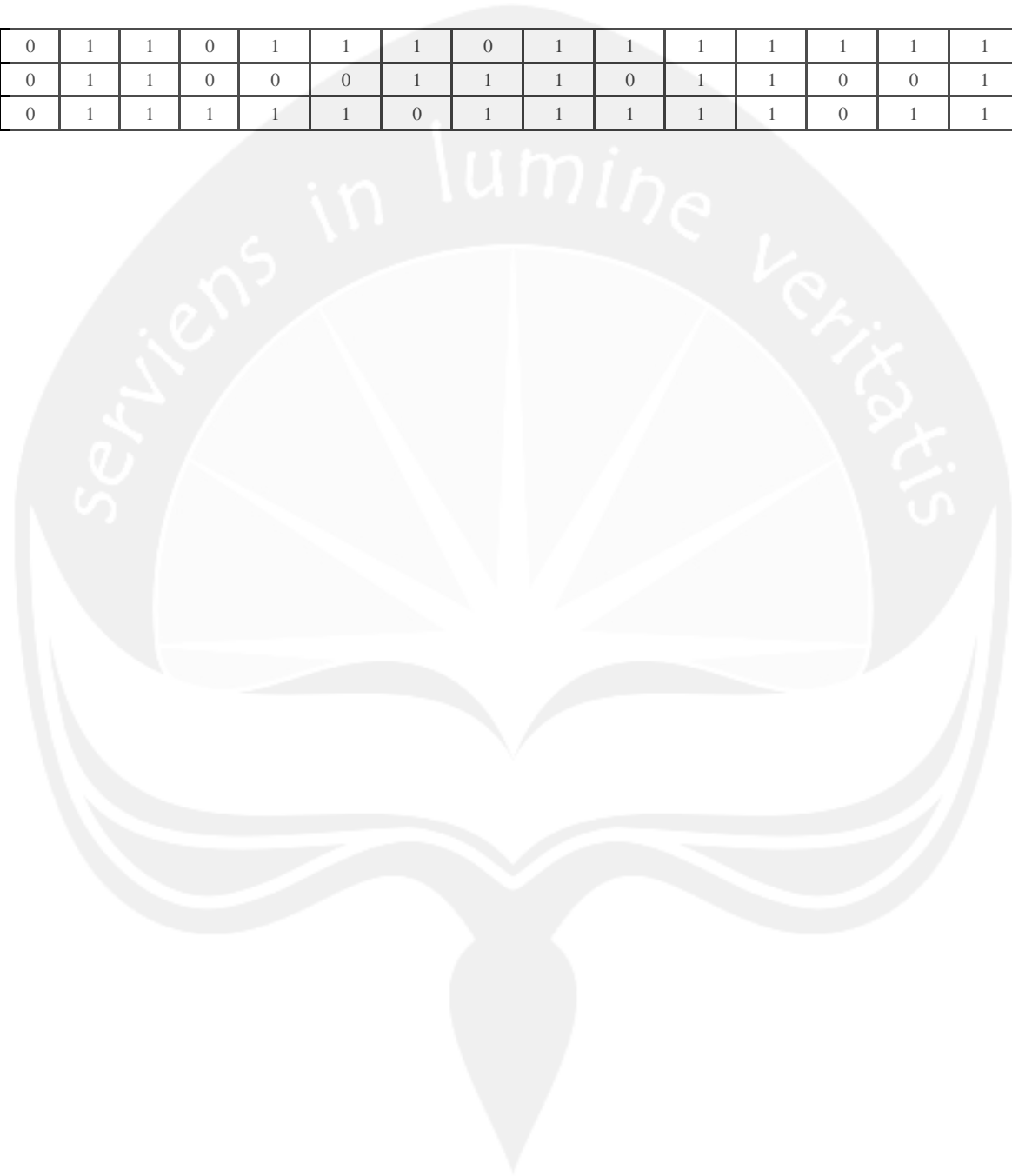


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28	0	0	0	1	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	6
29	0	0	0	0	0	0	1	1	1	0	0	0	1	1	1	0	1	1	1	0	0	1	0	0	0	10
30	0	0	0	0	0	1	1	1	0	1	0	0	1	1	1	1	1	1	0	1	1	1	1	1	0	14
31	0	0	0	1	1	0	1	1	0	0	0	0	1	1	1	0	1	0	0	1	1	1	0	1	1	12

32	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	20	
33	0	0	0	0	0	0	0	0	0	1	1	1	1	1	0	1	1	1	1	1	0	1	1	1	13	
34	0	1	0	1	1	1	1	1	0	1	1	1	0	1	0	1	1	1	0	1	1	1	1	1	18	
35	1	1	1	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	17	
36	1	1	0	1	0	0	1	1	1	0	0	1	1	1	1	1	1	0	1	1	1	1	1	1	18	
37	1	1	0	0	0	0	1	1	1	1	1	0	1	1	1	1	1	0	1	1	1	1	1	1	18	
38	0	0	1	0	1	1	1	1	1	0	0	1	0	0	0	1	1	1	1	0	1	1	1	0	1	14
39	0	0	1	0	1	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	1	1	0	1	9	
40	0	0	0	0	1	0	1	1	0	0	0	1	0	0	0	0	0	0	0	1	1	0	1	0	7	
41	1	1	1	0	0	0	1	1	1	1	1	0	1	1	0	0	0	0	0	1	1	1	1	0	14	
42	0	0	1	1	1	1	1	1	0	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	18	
43	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	20	
44	0	0	0	0	0	0	1	1	1	0	0	0	1	1	1	0	0	0	0	1	1	1	1	0	10	
45	0	0	0	1	1	0	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	18	
46	1	1	1	0	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	21	
47	1	1	0	0	0	0	0	0	0	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	15	
48	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	22	
49	1	1	1	0	0	0	0	0	0	1	0	1	1	0	0	1	1	1	1	1	1	1	1	1	15	
50	0	0	1	1	1	1	1	1	0	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	19	
51	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	0	0	1	0	1	0	0	5	
52	1	1	0	1	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0	1	19	
53	0	0	0	0	0	0	0	0	0	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	13	
54	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1	1	0	1	1	1	0	1	9	
55	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	22	
56	1	1	0	0	0	1	0	0	0	1	1	1	0	1	1	1	1	1	1	1	1	1	0	1	16	
57	1	1	0	0	0	0	1	1	0	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	13	
58	0	0	0	0	1	0	0	0	0	0	1	0	1	1	0	0	0	0	0	1	1	1	1	1	9	
59	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	21	
60	1	1	1	0	0	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0	1	1	19	
61	1	1	0	1	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	21	
62	1	1	1	1	0	0	1	1	0	1	1	1	0	1	1	1	1	1	0	1	1	1	1	1	19	
63	0	0	0	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	17	
64	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	19	

65	0	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	20	
66	1	0	0	0	0	0	1	1	0	1	0	1	1	1	0	0	0	0	0	1	1	1	0	1	11	
67	0	0	1	1	0	1	1	1	0	1	1	1	0	1	0	1	1	1	0	0	1	1	1	1	16	
68	0	0	1	0	0	0	1	1	1	1	1	1	1	1	1	1	0	0	1	0	1	1	0	0	14	
69	0	0	0	0	1	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
70	1	1	1	1	0	0	1	1	1	1	1	0	1	1	1	0	1	0	1	0	1	1	0	1	17	
71	1	1	1	0	0	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	19	
72	0	0	0	0	1	1	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	1	1	0	7	
73	0	1	0	0	1	1	1	1	1	1	1	1	0	1	0	1	1	0	1	1	1	1	1	1	18	
74	0	0	1	1	0	0	1	1	1	1	1	1	0	1	0	1	1	1	0	0	0	1	1	1	15	
75	0	0	0	0	1	1	1	0	0	0	1	0	1	1	1	0	0	0	0	1	1	0	0	0	9	
76	0	0	0	0	0	0	0	0	0	0	1	1	1	0	0	1	1	0	0	0	0	1	0	0	6	
77	0	0	0	1	0	0	1	1	0	1	0	1	1	0	1	1	1	0	1	1	1	1	1	1	15	
78	0	0	1	0	0	0	0	1	0	0	1	0	0	1	1	1	1	1	0	1	0	1	0	1	11	
79	0	0	0	0	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	18	
80	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	19	
81	0	0	0	1	0	0	1	1	1	0	1	0	1	1	0	1	1	1	1	1	1	1	1	1	16	
82	0	1	1	1	0	1	1	1	1	1	1	1	1	1	0	1	1	1	0	0	0	1	1	1	18	
83	0	1	0	0	0	1	1	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0	17	
84	1	1	1	0	0	0	0	0	0	1	1	1	1	1	0	1	1	1	0	1	0	1	1	1	15	
85	0	0	0	0	0	0	1	1	0	1	1	1	0	1	0	1	1	0	1	1	0	1	0	1	12	
86	0	1	0	0	0	0	1	0	0	0	1	1	0	0	1	0	1	1	1	1	1	1	1	1	13	
87	1	1	0	1	0	0	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	17	
88	1	1	1	0	1	0	1	1	1	0	1	0	1	1	1	1	1	0	1	1	0	1	1	1	18	
89	1	1	1	0	1	1	1	1	0	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	20	
90	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	22	
91	1	1	0	0	1	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	0	1	8	
92	0	0	0	0	1	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	16	
93	1	1	1	0	1	1	0	0	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	19	
94	0	0	0	0	1	0	1	1	1	0	0	1	0	0	0	0	0	0	1	1	1	1	0	1	10	
95	0	0	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	4	
96	1	1	0	0	1	0	0	0	0	1	0	0	1	1	1	1	0	1	1	1	0	1	1	1	14	
97	0	0	0	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0	0	1	1	1	1	0	1	16

98	1	1	1	1	0	0	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	20	
99	1	1	1	0	0	0	1	1	0	0	0	1	1	1	0	1	1	0	0	1	1	1	0	1	14
100	1	1	1	0	1	0	1	1	1	1	1	0	1	1	1	1	1	0	1	1	1	1	1	20	





LAMPIRAN 3

UJI VALIDITAS

Communalities

	Initial	Extraction
BKBB1	1,000	,695
BKBB2	1,000	,657
BKBB3	1,000	,556
BKBB4	1,000	,532
BKBB5	1,000	,532
BKBB6	1,000	,685
BKBB7	1,000	,618
BKBB8	1,000	,650

Extraction Method: Principal
Component Analysis.

Communalities

	Initial	Extraction
BKS1	1,000	,397
BKS2	1,000	,658
BKS3	1,000	,774
BKS4	1,000	,648
BKS5	1,000	,301
BKS6	1,000	,602
BKS7	1,000	,571
BKS8	1,000	,626

Extraction Method: Principal
Component Analysis.

Communalities

	Initial	Extraction
BIBB1	1,000	,816
BIBB2	1,000	,812
BIBB3	1,000	,647
BIBB4	1,000	,556
BIBB5	1,000	,704
BIBB6	1,000	,493
BIBB7	1,000	,786
BIBB8	1,000	,715
BIBB9	1,000	,573
BIBB10	1,000	,594
BIBB11	1,000	,553
BIBB12	1,000	,762
BIBB13	1,000	,604
BIBB14	1,000	,625
BIBB15	1,000	,606
BIBB16	1,000	,671
BIBB17	1,000	,604
BIBB18	1,000	,588
BIBB19	1,000	,538
BIBB20	1,000	,664
BIBB21	1,000	,601
BIBB22	1,000	,411
BIBB23	1,000	,360
BIBB24	1,000	,643

Extraction Method: Principal
Component Analysis.

Communalities

	Initial	Extraction
BIS1	1,000	,789
BIS2	1,000	,780
BIS3	1,000	,645
BIS4	1,000	,518
BIS5	1,000	,687
BIS6	1,000	,562
BIS7	1,000	,762
BIS8	1,000	,772
BIS9	1,000	,494
BIS10	1,000	,518
BIS11	1,000	,444
BIS12	1,000	,640
BIS13	1,000	,577
BIS14	1,000	,647
BIS15	1,000	,582
BIS16	1,000	,680
BIS17	1,000	,609
BIS18	1,000	,531
BIS19	1,000	,646
BIS20	1,000	,680
BIS21	1,000	,663
BIS22	1,000	,534
BIS23	1,000	,456
BIS24	1,000	,505

Extraction Method: Principal
Component Analysis.

Keterangan :

BK : *Brand Knowledge*

BI : *Brand Image*

BB : BlackBerry

S : Samsung

UJI RELIABILITAS

Reliability Statistics

Cronbach's Alpha	Part 1	Value	-,537 ^a
		N of Items	4 ^b
	Part 2	Value	,477
		N of Items	4 ^c
	Total N of Items		8
Correlation Between Forms			,451
Spearman-Brown Coefficient		Equal Length	,621
		Unequal Length	,621
Guttman Split-Half Coefficient			,577

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.

b. The items are: BKBB1, BKBB2, BKBB3, BKBB4.

c. The items are: BKBB5, BKBB6, BKBB7, BKBB8.

$$R_{xy} = 0,621$$

$$R_{11} = \frac{2R_{xy}}{1+R_{xy}}$$

$$R_{11} = \frac{2 \cdot (0,621)}{1+0,621}$$

$$R_{11} = \frac{1,242}{1,621} = 0,766$$

Reliability Statistics

Cronbach's Alpha	Part 1	Value	,486
		N of Items	4 ^a
	Part 2	Value	,117
		N of Items	4 ^b
	Total N of Items		8
Correlation Between Forms			,326
Spearman-Brown Coefficient		Equal Length	,492
		Unequal Length	,492
Guttman Split-Half Coefficient			,490

a. The items are: BKS1, BKS2, BKS3, BKS4.

b. The items are: BKS5, BKS6, BKS7, BKS8.

$$R_{xy} = 0,492$$

$$R_{11} = \frac{2 \cdot (0,492)}{1+0,492}$$

$$R_{11} = 0,660$$

Reliability Statistics

Cronbach's Alpha	Part 1	Value	,620
		N of Items	12 ^a
	Part 2	Value	,760
		N of Items	12 ^b
Correlation Between Forms	Total N of Items		24
Spearman-Brown Coefficient	Equal Length		,445
	Unequal Length		,616
Guttman Split-Half Coefficient			,613

a. The items are: BIBB1, BIBB2, BIBB3, BIBB4, BIBB5, BIBB6, BIBB7, BIBB8, BIBB9, BIBB10, BIBB11, BIBB12.

b. The items are: BIBB13, BIBB14, BIBB15, BIBB16, BIBB17, BIBB18, BIBB19, BIBB20, BIBB21, BIBB22, BIBB23, BIBB24.

$$R_{xy} = 0,616$$

$$R_{11} = \frac{2 \cdot (0,616)}{1 + 0,616}$$

$$R_{11} = 0,762$$

Reliability Statistics

Cronbach's Alpha	Part 1	Value	,620
		N of Items	12 ^a
	Part 2	Value	,751
		N of Items	12 ^b
Correlation Between Forms	Total N of Items		24
Spearman-Brown Coefficient	Equal Length		,405
	Unequal Length		,576
Guttman Split-Half Coefficient			,574

a. The items are: BIS1, BIS2, BIS3, BIS4, BIS5, BIS6, BIS7, BIS8, BIS9, BIS10, BIS11, BIS12.

b. The items are: BIS13, BIS14, BIS15, BIS16, BIS17, BIS18, BIS19, BIS20, BIS21, BIS22, BIS23, BIS24.

$$R_{xy} = 0,576$$

$$R_{11} = \frac{2 \cdot (0,576)}{1 + 0,576}$$

$$R_{11} = 0,731$$

DISTRIBUSI FREKUENSI

- *Brand Knowledge BB*

BKBB1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	10	10,0	10,0	10,0
Valid 1	90	90,0	90,0	100,0
Total	100	100,0	100,0	

BKBB2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	35	35,0	35,0	35,0
Valid 1	65	65,0	65,0	100,0
Total	100	100,0	100,0	

BKBB3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	51	51,0	51,0	51,0
Valid 1	49	49,0	49,0	100,0
Total	100	100,0	100,0	

BKBB4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	44	44,0	44,0	44,0
Valid 1	56	56,0	56,0	100,0
Total	100	100,0	100,0	

BKBB5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	59	59,0	59,0	59,0
Valid 1	41	41,0	41,0	100,0
Total	100	100,0	100,0	

BKBB6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	31	31,0	31,0	31,0
Valid 1	69	69,0	69,0	100,0
Total	100	100,0	100,0	

BKBB7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	61	61,0	61,0	61,0
Valid 1	39	39,0	39,0	100,0
Total	100	100,0	100,0	

BKBB8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	50	50,0	50,0	50,0
Valid 1	50	50,0	50,0	100,0
Total	100	100,0	100,0	

- *Brand Knowledge Samsung*

BKS1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	6	6,0	6,0	6,0
Valid 1	94	94,0	94,0	100,0
Total	100	100,0	100,0	

BKS2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	57	57,0	57,0	57,0
Valid 1	43	43,0	43,0	100,0
Total	100	100,0	100,0	

BKS3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	57	57,0	57,0	57,0
Valid 1	43	43,0	43,0	100,0
Total	100	100,0	100,0	

BKS4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	49	49,0	49,0	49,0
Valid 1	51	51,0	51,0	100,0
Total	100	100,0	100,0	

BKS5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	35	35,0	35,0	35,0
Valid 1	65	65,0	65,0	100,0
Total	100	100,0	100,0	

BKS6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	30	30,0	30,0	30,0
Valid 1	70	70,0	70,0	100,0
Total	100	100,0	100,0	

BKS7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	52	52,0	52,0	52,0
Valid 1	48	48,0	48,0	100,0
Total	100	100,0	100,0	

BKS8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	54	54,0	54,0	54,0
Valid 1	46	46,0	46,0	100,0
Total	100	100,0	100,0	

- *Brand Image BB*

BIBB1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	50	50,0	50,0	50,0
Valid 1	50	50,0	50,0	100,0
Total	100	100,0	100,0	

BIBB2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	45	45,0	45,0	45,0
Valid 1	55	55,0	55,0	100,0
Total	100	100,0	100,0	

BIBB3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	51	51,0	51,0	51,0
Valid 1	49	49,0	49,0	100,0
Total	100	100,0	100,0	

BIBB4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	63	63,0	63,0	63,0
Valid 1	37	37,0	37,0	100,0
Total	100	100,0	100,0	

BIBB5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	65	65,0	65,0	65,0
Valid 1	35	35,0	35,0	100,0
Total	100	100,0	100,0	

BIBB6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	54	54,0	54,0	54,0
Valid 1	46	46,0	46,0	100,0
Total	100	100,0	100,0	

BIBB7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	30	30,0	30,0	30,0
Valid 1	70	70,0	70,0	100,0
Total	100	100,0	100,0	

BIBB8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	35	35,0	35,0	35,0
Valid 1	65	65,0	65,0	100,0
Total	100	100,0	100,0	

BIBB9

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	59	59,0	59,0	59,0
Valid	1	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

BIBB10

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	30	30,0	30,0	30,0
Valid	1	70	70,0	70,0	100,0
	Total	100	100,0	100,0	

BIBB11

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	31	31,0	31,0	31,0
Valid	1	69	69,0	69,0	100,0
	Total	100	100,0	100,0	

BIBB12

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	32	32,0	32,0	32,0
Valid	1	68	68,0	68,0	100,0
	Total	100	100,0	100,0	

BIBB13

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	35	35,0	35,0	35,0
Valid	1	65	65,0	65,0	100,0
	Total	100	100,0	100,0	

BIBB14

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	24	24,0	24,0	24,0
Valid	1	76	76,0	76,0	100,0
	Total	100	100,0	100,0	

BIBB15

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	39	39,0	39,0	39,0
Valid 1	61	61,0	61,0	100,0
Total	100	100,0	100,0	

BIBB16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	33	33,0	33,0	33,0
Valid 1	67	67,0	67,0	100,0
Total	100	100,0	100,0	

BIBB17

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	28	28,0	28,0	28,0
Valid 1	72	72,0	72,0	100,0
Total	100	100,0	100,0	

BIBB18

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	47	47,0	47,0	47,0
Valid 1	53	53,0	53,0	100,0
Total	100	100,0	100,0	

BIBB19

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	32	32,0	32,0	32,0
Valid 1	68	68,0	68,0	100,0
Total	100	100,0	100,0	

BIBB20

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	19	19,0	19,0	19,0
Valid 1	81	81,0	81,0	100,0
Total	100	100,0	100,0	

BIBB21

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	24	24,0	24,0	24,0
Valid 1	76	76,0	76,0	100,0
Total	100	100,0	100,0	

BIBB22

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	11	11,0	11,0	11,0
Valid 1	89	89,0	89,0	100,0
Total	100	100,0	100,0	

BIBB23

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	35	35,0	35,0	35,0
Valid 1	65	65,0	65,0	100,0
Total	100	100,0	100,0	

BIBB24

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	27	27,0	27,0	27,0
Valid 1	73	73,0	73,0	100,0
Total	100	100,0	100,0	

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BIS1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	50	50,0	50,0	50,0
Valid 1	50	50,0	50,0	100,0
Total	100	100,0	100,0	

BIS2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	46	46,0	46,0	46,0
Valid 1	54	54,0	54,0	100,0
Total	100	100,0	100,0	

BIS3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	53	53,0	53,0	53,0
Valid 1	47	47,0	47,0	100,0
Total	100	100,0	100,0	

BIS4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	60	60,0	60,0	60,0
Valid 1	40	40,0	40,0	100,0
Total	100	100,0	100,0	

BIS5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	62	62,0	62,0	62,0
Valid 1	38	38,0	38,0	100,0
Total	100	100,0	100,0	

BIS6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	53	53,0	53,0	53,0
Valid 1	47	47,0	47,0	100,0
Total	100	100,0	100,0	

BIS7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	30	30,0	30,0	30,0
Valid 1	70	70,0	70,0	100,0
Total	100	100,0	100,0	

BIS8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	34	34,0	34,0	34,0
Valid 1	66	66,0	66,0	100,0
Total	100	100,0	100,0	

BIS9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	55	55,0	55,0	55,0
Valid 1	45	45,0	45,0	100,0
Total	100	100,0	100,0	

BIS10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	28	28,0	28,0	28,0
Valid 1	72	72,0	72,0	100,0
Total	100	100,0	100,0	

BIS11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	30	30,0	30,0	30,0
Valid 1	70	70,0	70,0	100,0
Total	100	100,0	100,0	

BIS12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	30	30,0	30,0	30,0
Valid 1	70	70,0	70,0	100,0
Total	100	100,0	100,0	

BIS13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	34	34,0	34,0	34,0
Valid 1	66	66,0	66,0	100,0
Total	100	100,0	100,0	

BIS14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	26	26,0	26,0	26,0
Valid 1	74	74,0	74,0	100,0
Total	100	100,0	100,0	

BIS15

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	42	42,0	42,0	42,0
Valid 1	58	58,0	58,0	100,0
Total	100	100,0	100,0	

BIS16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	34	34,0	34,0	34,0
Valid 1	66	66,0	66,0	100,0
Total	100	100,0	100,0	

BIS17

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	26	26,0	26,0	26,0
Valid 1	74	74,0	74,0	100,0
Total	100	100,0	100,0	

BIS18

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	45	45,0	45,0	45,0
Valid 1	55	55,0	55,0	100,0
Total	100	100,0	100,0	

BIS19

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	32	32,0	32,0	32,0
Valid 1	68	68,0	68,0	100,0
Total	100	100,0	100,0	

BIS20

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	17	17,0	17,0	17,0
Valid 1	83	83,0	83,0	100,0
Total	100	100,0	100,0	

BIS21

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	22	22,0	22,0	22,0
Valid 1	78	78,0	78,0	100,0
Total	100	100,0	100,0	

BIS22

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	16	16,0	16,0	16,0
Valid 1	84	84,0	84,0	100,0
Total	100	100,0	100,0	

BIS23

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	37	37,0	37,0	37,0
Valid 1	63	63,0	63,0	100,0
Total	100	100,0	100,0	

BIS24

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	24	24,0	24,0	24,0
Valid 1	76	76,0	76,0	100,0
Total	100	100,0	100,0	

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Tabel BB1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,018 ^a	,000	-,010	,505

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,008	1	,008	,031	,861 ^b
	Residual	24,992	98	,255		
	Total	25,000	99			

a. Dependent Variable: BIBB1

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,476	,146		3,270	,001
	TBKBB	,005	,030	,018	,175	,861

a. Dependent Variable: BIBB1

Tabel BB2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,042 ^a	,002	-,008	,502

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	,044	1	,044	,173	,678 ^b
	Residual	24,706	98	,252		
	Total	24,750	99			

a. Dependent Variable: BIBB2

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,493	,145		3,409	,001
	TBKBB	,012	,030	,042	,416	,678

a. Dependent Variable: BIBB2

Tabel BB3**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,036 ^a	,001	-,009	,505

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,033	1	,033	,130	,719 ^b
	Residual	24,957	98	,255		
	Total	24,990	99			

a. Dependent Variable: BIBB3

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,441	,145		3,030	,003
	TBKBB	,011	,030	,036	,361	,719

a. Dependent Variable: BIBB3

Tabel BB4**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,010 ^a	,000	-,010	,488

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,002	1	,002	,010	,920 ^b
	Residual	23,308	98	,238		
	Total	23,310	99			

a. Dependent Variable: BIBB4

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,383	,141		2,726	,008
	TBKBB	-,003	,029	-,010	-,100	,920

a. Dependent Variable: BIBB4

Tabel BB5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,144 ^a	,021	,011	,477

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,471	1	,471	2,072	,153 ^b
	Residual	22,279	98	,227		
	Total	22,750	99			

a. Dependent Variable: BIBB5

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,536	,137		3,896	,000
	TBKBB	-,040	,028	-,144	-1,439	,153

a. Dependent Variable: BIBB5

Tabel BB6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,235 ^a	,055	,045	,489

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,369	1	1,369	5,714	,019 ^b
	Residual	23,471	98	,240		
	Total	24,840	99			

a. Dependent Variable: BIBB6

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,144	,141		1,018	,311
	TBKBB	,069	,029	,235	2,390	,019

a. Dependent Variable: BIBB6

Tabel BB7

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,048 ^a	,002	-,008	,462

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,048	1	,048	,222	,638 ^b
	Residual	20,952	98	,214		
	Total	21,000	99			

a. Dependent Variable: BIBB7

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,641	,133		4,809	,000
	TBKBB	,013	,027	,048	,471	,638

a. Dependent Variable: BIBB7

Tabel BB8

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,033 ^a	,001	-,009	,482

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,024	1	,024	,105	,747 ^b
	Residual	22,726	98	,232		
	Total	22,750	99			

a. Dependent Variable: BIBB8

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,608	,139		4,378	,000
	TBKBB	,009	,028	,033	,324	,747

a. Dependent Variable: BIBB8

Tabel BB9

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,189 ^a	,036	,026	,488

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,867	1	,867	3,644	,059 ^b
	Residual	23,323	98	,238		
	Total	24,190	99			

a. Dependent Variable: BIBB9

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,158	,141		1,125	,263
	TBKBB	,055	,029	,189	1,909	,059

a. Dependent Variable: BIBB9

Tabel BB10

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,189 ^a	,036	,026	,455

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,750	1	,750	3,629	,060 ^b
	Residual	20,250	98	,207		
	Total	21,000	99			

a. Dependent Variable: BIBB10

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,466	,131		3,555	,001
	TBKBB	,051	,027	,189	1,905	,060

a. Dependent Variable: BIBB10

Tabel BB11

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,169 ^a	,029	,019	,460

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,613	1	,613	2,891	,092 ^b
	Residual	20,777	98	,212		
	Total	21,390	99			

a. Dependent Variable: BIBB11

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,478	,133		3,604	,000
	TBKBB	,046	,027	,169	1,700	,092

a. Dependent Variable: BIBB11

Tabel BB12

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,024 ^a	,001	-,010	,471

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,012	1	,012	,055	,815 ^b
	Residual	21,748	98	,222		
	Total	21,760	99			

a. Dependent Variable: BIBB12

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,650	,136		4,787	,000
	TBKBB	,007	,028	,024	,235	,815

a. Dependent Variable: BIBB12

Tabel BB13

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,020 ^a	,000	-,010	,482

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,009	1	,009	,041	,841 ^b
	Residual	22,741	98	,232		
	Total	22,750	99			

a. Dependent Variable: BIBB13

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,624	,139		4,491	,000
	TBKBB	,006	,028	,020	,202	,841

a. Dependent Variable: BIBB13

Tabel BB14

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,002 ^a	,000	-,010	,431

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	1	,000	,000	,983 ^b
	Residual	18,240	98	,186		
	Total	18,240	99			

a. Dependent Variable: BIBB14

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,757	,124		6,090	,000
	TBKBB	,001	,025	,002	,022	,983

a. Dependent Variable: BIBB14

Tabel BB15

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,048 ^a	,002	-,008	,492

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,055	1	,055	,228	,634 ^b
	Residual	23,735	98	,242		
	Total	23,790	99			

a. Dependent Variable: BIBB15

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,674	,142		4,748	,000
	TBKBB	-,014	,029	-,048	-,478	,634

a. Dependent Variable: BIBB15

Tabel BB16

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,119 ^a	,014	,004	,472

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,311	1	,311	1,399	,240 ^p
	Residual	21,799	98	,222		
	Total	22,110	99			

a. Dependent Variable: BIBB16

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,519	,136		3,819	,000
	TBKBB	,033	,028	,119	1,183	,240

a. Dependent Variable: BIBB16

Tabel BB17

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,046 ^a	,002	-,008	,453

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,042	1	,042	,205	,652 ^p
	Residual	20,118	98	,205		
	Total	20,160	99			

a. Dependent Variable: BIBB17

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,775	,131		5,937	,000
	TBKBB	-,012	,027	-,046	-,452	,652

a. Dependent Variable: BIBB17

Tabel BB18

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,027 ^a	,001	-,009	,504

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,018	1	,018	,070	,791 ^b
	Residual	24,892	98	,254		
	Total	24,910	99			

a. Dependent Variable: BIBB18

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,566	,145		3,897	,000
	TBKBB	-,008	,030	-,027	-,265	,791

a. Dependent Variable: BIBB18

Tabel BB19

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,175 ^a	,031	,021	,464

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	,668	1	,668	3,106	,081 ^b
	Residual	21,092	98	,215		
	Total	21,760	99			

a. Dependent Variable: BIBB19

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,459	,134		3,432	,001
	TBKBB	,048	,027	,175	1,762	,081

a. Dependent Variable: BIBB19

Tabel BB20

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,003 ^a	,000	-,010	,396

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	1	,000	,001	,975 ^b
	Residual	15,390	98	,157		
	Total	15,390	99			

a. Dependent Variable: BIBB20

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,807	,114		7,061	,000
	TBKBB	,001	,023	,003	,031	,975

a. Dependent Variable: BIBB20

Tabel BB21

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,099 ^a	,010	,000	,429

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,178	1	,178	,965	,328 ^b
	Residual	18,062	98	,184		
	Total	18,240	99			

a. Dependent Variable: BIBB21

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,646	,124		5,219	,000
	TBKBB	,025	,025	,099	,982	,328

a. Dependent Variable: BIBB21

Tabel BB22

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,085 ^a	,007	-,003	,315

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,070	1	,070	,705	,403 ^b
	Residual	9,720	98	,099		
	Total	9,790	99			

a. Dependent Variable: BIBB22

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,818	,091		9,015	,000
	TBKBB	,016	,019	,085	,840	,403

a. Dependent Variable: BIBB22

Tabel BB23

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,057 ^a	,003	-,007	,481

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,075	1	,075	,324	,570 ^b
	Residual	22,675	98	,231		
	Total	22,750	99			

a. Dependent Variable: BIBB23

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,576	,139		4,153	,000
	TBKBB	,016	,028	,057	,569	,570

a. Dependent Variable: BIBB23

Tabel BB24

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,012 ^a	,000	-,010	,448

a. Predictors: (Constant), TBKBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,003	1	,003	,015	,903 ^b
	Residual	19,707	98	,201		
	Total	19,710	99			

a. Dependent Variable: BIBB24

b. Predictors: (Constant), TBKBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,715	,129		5,532	,000
	TBKBB	,003	,026	,012	,122	,903

a. Dependent Variable: BIBB24

- Samsung

Tabel S1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,104 ^a	,011	,001	,502

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,268	1	,268	1,063	,305 ^b
	Residual	24,732	98	,252		
	Total	25,000	99			

a. Dependent Variable: BIS1

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,363	,142		2,553	,012
	TBKS	,030	,029	,104	1,031	,305

a. Dependent Variable: BIS1

Tabel S2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,099 ^a	,010	,000	,501

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,245	1	,245	,976	,326 ^b
	Residual	24,595	98	,251		
	Total	24,840	99			

a. Dependent Variable: BIS2
b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,409	,142		2,885	,005
	TBKS	,028	,029	,099	,988	,326

a. Dependent Variable: BIS2

Tabel S3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,002 ^a	,000	-,010	,504

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	1	,000	,001	,982 ^b
	Residual	24,910	98	,254		
	Total	24,910	99			

a. Dependent Variable: BIS3
b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,473	,143		3,316	,001
	TBKS	-,001	,029	-,002	-,023	,982

a. Dependent Variable: BIS3

Tabel S4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,106 ^a	,011	,001	,492

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,268	1	,268	1,108	,295 ^b
	Residual	23,732	98	,242		
	Total	24,000	99			

a. Dependent Variable: BIS4

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,537	,139		3,857	,000
	TBKS	-,030	,028	-,106	-1,052	,295

a. Dependent Variable: BIS4

Tabel S5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,045 ^a	,002	-,008	,490

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,048	1	,048	,199	,656 ^b
	Residual	23,512	98	,240		
	Total	23,560	99			

- a. Dependent Variable: BIS5
 b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,438	,139		3,159	,002
	TBKS	-,013	,028	-,045	-,446	,656

- a. Dependent Variable: BIS5

Tabel S6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,164 ^a	,027	,017	,497

- a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,668	1	,668	2,699	,104 ^b
	Residual	24,242	98	,247		
	Total	24,910	99			

- a. Dependent Variable: BIS6
 b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,686	,141		4,877	,000
	TBKS	-,047	,029	-,164	-1,643	,104

- a. Dependent Variable: BIS6

Tabel S7

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,050 ^a	,003	-,008	,462

- a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,053	1	,053	,248	,620 ^o
	Residual	20,947	98	,214		
	Total	21,000	99			

a. Dependent Variable: BIS7

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,761	,131		5,817	,000
	TBKS	-,013	,027	-,050	-,498	,620

a. Dependent Variable: BIS7

Tabel S8

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,080 ^a	,006	-,004	,477

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,144	1	,144	,634	,428 ^o
	Residual	22,296	98	,228		
	Total	22,440	99			

a. Dependent Variable: BIS8

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,761	,135		5,635	,000
	TBKS	-,022	,027	-,080	-,796	,428

a. Dependent Variable: BIS8

Tabel S9

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,012 ^a	,000	-,010	,503

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,003	1	,003	,013	,909 ^p
	Residual	24,747	98	,253		
	Total	24,750	99			

a. Dependent Variable: BIS9

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,435	,142		3,058	,003
	TBKS	,003	,029	,012	,115	,909

a. Dependent Variable: BIS9

Tabel S10

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,041 ^a	,002	-,009	,453

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,034	1	,034	,165	,685 ^b
	Residual	20,126	98	,205		
	Total	20,160	99			

a. Dependent Variable: BIS10

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,769	,128		5,995	,000
	TBKS	-,011	,026	-,041	-,406	,685

a. Dependent Variable: BIS10

Tabel S11

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,075 ^a	,006	-,004	,462

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,119	1	,119	,559	,456 ^b
	Residual	20,881	98	,213		
	Total	21,000	99			

a. Dependent Variable: BIS11

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,609	,131		4,660	,000
	TBKS	,020	,027	,075	,748	,456

a. Dependent Variable: BIS11

Tabel S12

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,050 ^a	,003	-,008	,462

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,053	1	,053	,248	,620 ^b
	Residual	20,947	98	,214		
	Total	21,000	99			

a. Dependent Variable: BIS12

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,761	,131		5,817	,000
	TBKS	-,013	,027	-,050	-,498	,620

a. Dependent Variable: BIS12

Tabel S13

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,019 ^a	,000	-,010	,478

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,008	1	,008	,037	,848 ^b
	Residual	22,432	98	,229		
	Total	22,440	99			

a. Dependent Variable: BIS13

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,684	,135		5,055	,000
	TBKS	-,005	,028	-,019	-,192	,848

a. Dependent Variable: BIS13

Tabel S14

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,087 ^a	,007	-,003	,441

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,144	1	,144	,740	,392 ^b
	Residual	19,096	98	,195		
	Total	19,240	99			

a. Dependent Variable: BIS14

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,639	,125		5,120	,000
	TBKS	,022	,025	,087	,860	,392

a. Dependent Variable: BIS14

Tabel S15

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,142 ^a	,020	,010	,494

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,493	1	,493	2,024	,158 ^b
	Residual	23,867	98	,244		
	Total	24,360	99			

a. Dependent Variable: BIS15

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,394	,140		2,823	,006
	TBKS	,040	,028	,142	1,423	,158

a. Dependent Variable: BIS15

Tabel S16

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,053 ^a	,003	-,007	,478

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,064	1	,064	,281	,597 ^b
	Residual	22,376	98	,228		
	Total	22,440	99			

a. Dependent Variable: BIS16

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,593	,135		4,386	,000
	TBKS	,015	,027	,053	,530	,597

a. Dependent Variable: BIS16

Tabel S17

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,008 ^a	,000	-,010	,443

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,001	1	,001	,006	,938 ^b
	Residual	19,239	98	,196		
	Total	19,240	99			

a. Dependent Variable: BIS17

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,731	,125		5,830	,000
	TBKS	,002	,025	,008	,078	,938

a. Dependent Variable: BIS17

Tabel S18

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,035 ^a	,001	-,009	,502

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,030	1	,030	,118	,732 ^b
	Residual	24,720	98	,252		
	Total	24,750	99			

a. Dependent Variable: BIS18

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,504	,142		3,549	,001
	TBKS	,010	,029	,035	,344	,732

a. Dependent Variable: BIS18

Tabel S19

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,027 ^a	,001	-,009	,471

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,016	1	,016	,072	,789 ^b
	Residual	21,744	98	,222		
	Total	21,760	99			

a. Dependent Variable: BIS19

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,646	,133		4,850	,000
	TBKS	,007	,027	,027	,269	,789

a. Dependent Variable: BIS19

Tabel S20

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,018 ^a	,000	-,010	,379

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,005	1	,005	,033	,856 ^b
	Residual	14,105	98	,144		
	Total	14,110	99			

a. Dependent Variable: BIS20

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,812	,107		7,561	,000
	TBKS	,004	,022	,018	,182	,856

a. Dependent Variable: BIS20

Tabel S21

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,044 ^a	,002	-,008	,418

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,034	1	,034	,194	,661 ^p
	Residual	17,126	98	,175		
	Total	17,160	99			

a. Dependent Variable: BIS21

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,731	,118		6,182	,000
	TBKS	,011	,024	,044	,440	,661

a. Dependent Variable: BIS21

Tabel S22

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,182 ^a	,033	,023	,364

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,446	1	,446	3,360	,070 ^p
	Residual	12,994	98	,133		
	Total	13,440	99			

a. Dependent Variable: BIS22

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,663	,103		6,438	,000
	TBKS	,038	,021	,182	1,833	,070

a. Dependent Variable: BIS22

Tabel S23

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,224 ^a	,050	,041	,475

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,170	1	1,170	5,180	,025 ^b
	Residual	22,140	98	,226		
	Total	23,310	99			

a. Dependent Variable: BIS23

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,916	,134		6,813	,000
	TBKS	-,062	,027	-,224	-2,276	,025

a. Dependent Variable: BIS23

Tabel S24

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,019 ^a	,000	-,010	,431

a. Predictors: (Constant), TBKS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,006	1	,006	,035	,852 ^b
	Residual	18,234	98	,186		
	Total	18,240	99			

a. Dependent Variable: BIS24

b. Predictors: (Constant), TBKS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,739	,122		6,052	,000
	TBKS	,005	,025	,019	,187	,852

a. Dependent Variable: BIS24

