BAB V

PENUTUP

Pada bab lima ini penulis mengambil kesimpulan dari hasil penelitian yang telah dilakukan. Meangcu hasil penelitian tersebut, selanjutnya dirumuskan saran bagi pihak-pihak yang berkepentingan. Kesimpulan dan saran tersebut adalah sebagai berikut:

5.1. Kesimpulan

Hasil penelitian yang telah dilakukan memberikan informasi bahwa pembentukan dimensi gaya hidup mahasiswa di kota Yogyakarta dikelompokkan pada lima faktor yaitu: *realistic approach, believers, thinkers, spenders*, dan *punctual*. Hal ini menunjukkan bahwa model atau bentuk dari gaya hidup mahasiswa di Yogyakarta bercirikan pendekatan secara realitistik dan rasional mengenai segala hal yang dilakukan (*realistic approach*), memiliki suatu keyakinan harus melakukan sesuatu sesuai dengan perannya (*believers*), melakukan sesuatu (berperilaku) dengan perencanaan yang baik (*thinkers*), suka membeli sesuatu (memiliki) dengan banyak opsi dalam pembelian produk (*spenders*), dan memiliki rutinitas yang dilakukan secara teratur dalam kesehariannya (*punctual*).

Mahasiswa dengan jenis kelamin laki-laki lebih cenderung memiliki gaya hidup *realistic approach* dan *thinkers*. Kondisi ini lebih disebabkan karena kaum pria lebih rasional (melakukan sesuatu yang menjadi kewajibannya dan cenderung

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berpikir saat hendak melakukan suatu tindakan). Hal ini berbeda dengan mahasiswa wanita yang lebih cenderung emosional dan lebih cenderung memiliki gaya hidup *believers*.

Mahasiswa dengan uang saku atau pendapatan yang lebih besar memiliki opsi yang lebih besar atau banyak dalam membeli (melakukan pembelian) pada suatu produk atau barang. Hal ini disebabkan karena mahasiswa dengan uang saku yang lebih besar memiliki kekuatan finansial yang lebih kuat untuk membeli lebih banyak produk dibandingkan mahasiswa dengan kemampuan finansial yang terbatas (lebih kecil).

5.2. Implikasi Manajerial

Perhatian pada perilaku konsumen yang baik dari seorang pemasar akan memberikan kontribusi positif bagi perusahaan. Salah satu aspek perilaku konsumen yang perlu untuk dipahami pemasar adalah aspek gaya hidup. Gaya hidup konsumen berhubungan dengan tingkah laku dan pola konsumsinya. Kemampuan pihak pemasar yang baik dalam memahami gaya hidup konsumen akan membantu pemasar untuk menciptakan produk yang dapat mendukung pola atau gaya hidup konsumen maupun strategi pemasaran yang harus diterapkan. Hasil penelitian ini memberikan informasi bahwa, pada konsumen dengan usia muda (mahasiswa) gaya hidup konsumen dikelompokkan ke dalam lima faktor yaitu *realistic approach, believers, thinkers, spenders,* dan *punctual*. Berdasarkan hal tersebut maka penting bagi pihak manajemen untuk memperhatikan faktor-faktor gaya hidup konsumen tersebut dan menerapkannya pada strategi produk atau pemasaran perusahaan.

5.3. Keterbatasan Penelitian

Keterbatasan tentunya akan memberikan suatu celah pada kelemahan dari hasil penelitian ini. Keterbatasan pada penelitian ini adalah jenis sampel yang *homogen* (mahasiswa) yang memiliki kecenderungan perilaku (gaya hidup relatif sama). Berdasarkan hal tersebut maka hasil penelitian ini bukanlah gambaran dari gaya hidup masyarakat yang sebenarnya. Oleh sebab itu, peniliti menyarankan pada penelitian mendatang untuk lebih variatif dalam mengambil sampel penelitian. Ini dilakukan dengan tujuan untuk dapat lebih spesifik mengetahui gaya hidup masyarakat.

5.4. Saran

Berdasarkan hasil penelitian, kesimpulan dan implikasi manajerial dan keterbatasan penelitian di atas, penulis merumuskan saran sebagai berikut, diharapkan untuk penelitian selanjutnya, menggunakan kelompok responden tidak hanya terbatas pada segmen mahasiswa saja, namun dapat ditambahkan menjadi masyarakat umum. Hal ini dikarenakan, perbedaan profesi dan latar belakang responden dapat menimbulkan potensi perbedaan gaya hidup yang dimiliki oleh seseorang. Sehingga, pada akhirnya, hasil penelitian dapat digeneralisasi secara luas berkaitan dengan gaya hidup masyarakat di kota Yogyakarta.

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Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.894	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
V.1	14.60	10.653	.818	.852
V.2	14.65	11.324	.792	.860
V.3	14.79	10.870	.847	.847
V.4	14.62	12.277	.628	.894
V.10	14.72	11.479	.633	.897

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.35	17.232	4.151	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.953	17

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
V.16	58.14	171.840	.774	.949
V.17	58.09	172.279	.766	.949
V.18	58.08	177.119	.702	.950
V.21	58.00	177.794	.630	.951
V.22	57.86	174.255	.732	.950
V.28	57.88	176.297	.658	.951
V.32	57.94	172.831	.757	.949
V.38	58.20	177.568	.619	.952
V.45	58.07	175.850	.659	.951
V.47	57.95	175.962	.680	.950
V.48	57.85	173.237	.748	.949
V.50	58.06	174.418	.701	.950
V.51	57.91	175.228	.705	.950
V.54	57.91	175.690	.722	.950
V.56	58.00	173.005	.793	.948
V.57	58.19	174.342	.783	.949
V.60	57.99	175.201	.787	.949

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
61.63	196.837	14.030	17

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.915	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
V.23	26.44	30.097	.872	.891
V.24	26.69	30.991	.790	.898
V.25	26.70	32.261	.765	.902
V.26	26.58	31.863	.671	.908
V.33	26.43	31.784	.751	.902
V.35	26.60	30.895	.800	.898
V.61	26.51	32.201	.585	.917
V.62	26.62	32.187	.586	.917

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.37	40.695	6.379	8

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.952	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
V.19	43.81	116.248	.801	.947
V.27	43.90	116.034	.757	.948
V.39	43.81	112.537	.879	.944
V.40	43.66	114.026	.831	.946
V.41	43.69	113.441	.843	.945
V.42	43.79	117.363	.782	.947
V.44	43.93	119.296	.630	.951
V.46	43.81	118.094	.721	.949
V.49	43.81	117.652	.708	.949
V.52	43.80	119.199	.697	.949
V.53	43.77	117.123	.773	.947
V.55	43.84	117.864	.781	.947
V.58	43.75	120.442	.624	.951

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
47.45	136.610	11.688	13

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.897	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
V.11	22.43	32.337	.685	.884
V.12	22.40	31.026	.780	.874
V.13	22.51	31.929	.710	.882
V.29	22.43	30.719	.685	.884
V.30	22.37	31.723	.688	.884
V.31	22.31	29.984	.695	.884
V.43	22.25	31.166	.682	.884

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.12	41.845	6.469	7

T-Test

Group Statistics

	Jenis kelamin	N	Mean	Std. Deviation	Std. Error Mean
Punctual	Laki-laki	100	3.7440	.68051	.06805
	Perempuan	100	3.5940	.95450	.09545
Realistic Approach	Laki-laki	100	3.8924	.65241	.06524
	Perempuan	100	3.3582	.89406	.08941
Thingkers	Laki-laki	100	3.8838	.74604	.07460
	Perempuan	100	3.7075	.84017	.08402
Believers	Laki-laki	100	3.4477	.83211	.08321
	Perempuan	100	3.8569	.92715	.09271
Spenders	Laki-laki	100	3.7043	.88676	.08868
	Perempuan	100	3.7586	.96372	.09637

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Punctual	Equal variances assumed	1.280	198	.202
	Equal variances not assumed	1.280	178.979	.202
Realistic Approach	Equal variances assumed	4.826	198	.000
	Equal variances not assumed	4.826	181.142	.000
Thingkers	Equal variances assumed	1.569	198	.118
	Equal variances not assumed	1.569	195.269	.118
Believers	Equal variances assumed	-3.285	198	.001
	Equal variances not assumed	-3.285	195.729	.001
Spenders	Equal variances assumed	-.415	198	.679
	Equal variances not assumed	-.415	196.644	.679

T-Test

Group Statistics

	Pendapatan / Uang saku rata-rata per bulan	N	Mean	Std. Deviation	Std. Error Mean
Punctual	<= Rp 1.000.000	39	3.6872	.84454	.13524
	> Rp 1.000.000	161	3.6646	.82934	.06536
Realistic Approach	<= Rp 1.000.000	39	3.5551	.82836	.13264
	> Rp 1.000.000	161	3.6423	.82623	.06512
Thingkers	<= Rp 1.000.000	39	3.7308	.68137	.10911
	> Rp 1.000.000	161	3.8113	.82421	.06496
Believers	<= Rp 1.000.000	39	3.5345	.83615	.13389
	> Rp 1.000.000	161	3.6808	.91782	.07233
Spenders	<= Rp 1.000.000	39	3.2637	.98623	.15792
	> Rp 1.000.000	161	3.8447	.87458	.06893

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Punctual	Equal variances assumed	.152	198	.879
	Equal variances not assumed	.150	57.087	.881
Realistic Approach	Equal variances assumed	-.591	198	.555
	Equal variances not assumed	-.591	57.726	.557
Thingkers	Equal variances assumed	-.565	198	.573
	Equal variances not assumed	-.634	67.692	.528
Believers	Equal variances assumed	-.908	198	.365
	Equal variances not assumed	-.962	62.162	.340
Spenders	Equal variances assumed	-3.629	198	.000
	Equal variances not assumed	-3.372	53.396	.001

Frequencies

Frequency Table

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19	16	8.0	8.0	8.0
	20	38	19.0	19.0	27.0
	21	50	25.0	25.0	52.0
	22	64	32.0	32.0	84.0
	23	19	9.5	9.5	93.5
	24	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	100	50.0	50.0	50.0
	Perempuan	100	50.0	50.0	100.0
	Total	200	100.0	100.0	

Pendapatan / Uang saku rata-rata per bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= Rp 1.000.000	39	19.5	19.5	19.5
	> Rp 1.000.000	161	80.5	80.5	100.0
	Total	200	100.0	100.0	

Tempat tinggal di Yogyakarta

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kos	56	28.0	28.0	28.0
	Rumah pribadi	144	72.0	72.0	100.0
	Total	200	100.0	100.0	

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.802
Bartlett's Test of Sphericity	Approx. Chi-Square	10265.342
	df	1891
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	10.368	16.722	16.722
2	8.230	13.274	29.996
3	5.739	9.257	39.252
4	4.962	8.002	47.255
5	3.515	5.669	52.924
6	2.113	3.408	56.331
7	1.769	2.854	59.185
8	1.736	2.800	61.985
9	1.522	2.455	64.440
10	1.347	2.172	66.612
11	1.229	1.981	68.594
12	1.179	1.902	70.496
13	1.113	1.795	72.291
14	1.043	1.682	73.973
15	1.002	1.615	75.589
16	.939	1.514	77.103
17	.908	1.465	78.568
18	.819	1.321	79.889
19	.763	1.230	81.119
20	.712	1.148	82.267
21	.693	1.118	83.385
22	.665	1.073	84.457
23	.633	1.021	85.478
24	.569	.919	86.396
25	.555	.894	87.291
26	.515	.830	88.121
27	.494	.797	88.917
28	.463	.746	89.664
29	.442	.712	90.376
30	.424	.684	91.061

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	% of Variance	Cumulative %
		Initial Eigenvalues	
31	.385	.621	91.682
32	.375	.605	92.287
33	.350	.564	92.851
34	.319	.514	93.365
35	.313	.505	93.870
36	.296	.477	94.347
37	.267	.430	94.777
38	.260	.420	95.196
39	.249	.402	95.598
40	.244	.393	95.991
41	.230	.370	96.361
42	.200	.323	96.684
43	.174	.281	96.965
44	.171	.276	97.241
45	.162	.261	97.501
46	.159	.256	97.758
47	.149	.240	97.997
48	.138	.223	98.220
49	.131	.212	98.432
50	.123	.199	98.631
51	.121	.194	98.825
52	.099	.159	98.984
53	.093	.150	99.134
54	.089	.143	99.277
55	.076	.122	99.399
56	.074	.120	99.519
57	.066	.106	99.626
58	.062	.100	99.726
59	.050	.081	99.806
60	.046	.074	99.880
61	.040	.064	99.944
62	.034	.056	100.000

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
V.60	.820				
V.56	.813				
V.57	.807				
V.16	.805				
V.32	.794				
V.17	.794				
V.48	.783				
V.22	.769				
V.54	.762				
V.50	.746				
V.51	.740				
V.18	.724				
V.47	.716				
V.28	.693				
V.45	.686				
V.38	.669				
V.21	.662				
V.9					
V.15					
V.34					
V.39		.896			
V.41		.867			
V.40		.855			
V.19		.838			
V.55		.820			
V.42		.817			
V.53		.810			
V.27		.797			
V.46		.770			
V.49		.753			
V.52		.740			
V.44		.676			
V.58		.661			
V.14					
V.8					
V.59					
V.5					
V.23			.921		
V.24			.861		
V.35			.856		
V.25			.849		

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

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
V.33			.824		
V.26			.709		
V.61			.659		
V.62			.628		
V.20					
V.12				.872	
V.13				.817	
V.11				.797	
V.29				.752	
V.31				.738	
V.30				.733	
V.43				.694	
V.3					.854
V.1					.827
V.2					.817
V.10					.764
V.4					.749
V.7					
V.37					
V.6					
V.36					

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
V.1	3.82	1.009	100
V.2	3.75	.880	100
V.3	3.59	.911	100
V.4	3.73	.952	100
V.7	3.81	.950	100
V.20	3.74	.860	100
V.29	3.89	1.014	100
V.10	3.63	.917	100
V.11	3.79	.913	100
V.12	3.84	.950	100
V.13	3.74	.872	100
V.18	3.72	.780	100
V.21	3.83	.911	100
V.45	3.69	.992	100
V.16	3.59	.922	100
V.17	3.73	.952	100
V.19	3.57	.807	100
V.22	3.99	.990	100
V.27	3.76	1.156	100
V.31	3.99	1.124	100
V.32	3.92	.981	100
V.43	3.86	1.092	100
V.44	3.48	1.105	100
V.49	3.64	1.030	100
V.61	3.77	1.072	100
V.62	3.76	.996	100
V.23	3.95	.978	100
V.24	3.70	.990	100
V.25	3.68	.863	100
V.33	3.95	.947	100
V.35	3.79	.988	100
V.39	3.63	1.212	100
V.40	3.80	1.198	100
V.41	3.77	1.213	100
V.42	3.64	.938	100
V.58	3.73	.930	100
V.46	3.85	.957	100
V.47	3.77	.962	100
V.48	3.84	1.002	100
V.50	3.60	.995	100
V.51	3.84	1.022	100
V.52	3.78	.960	100

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
V.53	3.82	.947	100
V.55	3.65	.925	100
V.56	3.71	1.047	100
V.57	3.48	1.000	100
V.60	3.65	.925	100
V.5	3.71	.998	100
V.6	3.79	.868	100
V.8	3.62	.919	100
V.9	3.58	1.017	100
V.14	3.72	.965	100
V.15	3.70	1.000	100
V.26	3.83	.865	100
V.28	3.97	.948	100
V.30	3.98	.841	100
V.34	4.05	.770	100
V.36	3.56	1.104	100
V.37	3.48	.979	100
V.38	3.64	.938	100
V.54	3.88	.742	100
V.59	4.08	.837	100

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.557
Bartlett's Test of Sphericity	Approx. Chi-Square	4854.344
	df	1891
	Sig.	.000

Communalities

	Initial	Extraction
V.1	1.000	.870
V.2	1.000	.854
V.3	1.000	.792
V.4	1.000	.814
V.7	1.000	.779
V.20	1.000	.841
V.29	1.000	.712
V.10	1.000	.835
V.11	1.000	.828
V.12	1.000	.836
V.13	1.000	.624
V.18	1.000	.760

Extraction Method: Principal Component Analysis.

Communalities

	Initial	Extraction
V.21	1.000	.778
V.45	1.000	.782
V.16	1.000	.786
V.17	1.000	.766
V.19	1.000	.799
V.22	1.000	.767
V.27	1.000	.795
V.31	1.000	.718
V.32	1.000	.761
V.43	1.000	.824
V.44	1.000	.612
V.49	1.000	.821
V.61	1.000	.732
V.62	1.000	.768
V.23	1.000	.907
V.24	1.000	.857
V.25	1.000	.813
V.33	1.000	.835
V.35	1.000	.803
V.39	1.000	.890
V.40	1.000	.912
V.41	1.000	.918
V.42	1.000	.777
V.58	1.000	.841
V.46	1.000	.867
V.47	1.000	.815
V.48	1.000	.757
V.50	1.000	.740
V.51	1.000	.806
V.52	1.000	.876
V.53	1.000	.836
V.55	1.000	.731
V.56	1.000	.852
V.57	1.000	.909
V.60	1.000	.750
V.5	1.000	.763
V.6	1.000	.714
V.8	1.000	.751
V.9	1.000	.746
V.14	1.000	.693
V.15	1.000	.772
V.26	1.000	.738
V.28	1.000	.526
V.30	1.000	.769

Extraction Method: Principal Component Analysis.

Communalities

	Initial	Extraction
V.34	1.000	.704
V.36	1.000	.655
V.37	1.000	.795
V.38	1.000	.749
V.54	1.000	.846
V.59	1.000	.634

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	8.026	12.945	12.945
2	6.361	10.260	23.205
3	5.496	8.865	32.070
4	4.534	7.313	39.383
5	3.349	5.401	44.784
6	2.963	4.779	49.563
7	2.647	4.269	53.832
8	2.338	3.770	57.602
9	2.184	3.523	61.125
10	1.677	2.705	63.830
11	1.585	2.557	66.387
12	1.435	2.315	68.702
13	1.377	2.221	70.924
14	1.267	2.044	72.968
15	1.183	1.908	74.876
16	1.137	1.835	76.711
17	1.040	1.677	78.388
18	.930	1.500	79.888
19	.897	1.446	81.334
20	.856	1.381	82.715
21	.807	1.302	84.017
22	.741	1.195	85.212
23	.675	1.089	86.301
24	.619	.998	87.299
25	.607	.980	88.279
26	.552	.890	89.169
27	.505	.814	89.983
28	.478	.771	90.753
29	.439	.708	91.462
30	.407	.656	92.118
31	.396	.639	92.757
32	.356	.574	93.331

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
33	.336	.542	93.873
34	.319	.514	94.388
35	.302	.487	94.875
36	.268	.432	95.307
37	.260	.420	95.727
38	.235	.378	96.105
39	.219	.353	96.458
40	.213	.344	96.802
41	.189	.305	97.107
42	.183	.295	97.401
43	.182	.293	97.695
44	.153	.247	97.942
45	.150	.242	98.184
46	.139	.223	98.407
47	.125	.202	98.609
48	.116	.187	98.796
49	.104	.168	98.964
50	.095	.153	99.116
51	.085	.136	99.253
52	.072	.117	99.369
53	.069	.111	99.480
54	.062	.100	99.580
55	.049	.080	99.660
56	.045	.073	99.733
57	.039	.063	99.796
58	.035	.056	99.852
59	.031	.050	99.902
60	.028	.046	99.948
61	.023	.037	99.984
62	.010	.016	100.000

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component										
	1	2	3	4	5	6	7	8	9	10	11
V.27	.703										
V.32	.674										
V.43	.640										
V.22	.607										
V.19	.600										
V.49	.589										
V.16	.585										
V.31	.549										
V.11	-.548										
V.17	.546										
V.44	.534										
V.61	.526										
V.48	.524										
V.62											
V.12											
V.50											
V.36											
V.46		-.611									
V.18		.603									
V.21		.531									
V.10		.525									
V.45		.512									
V.55											
V.13											
V.53											
V.52											
V.47											
V.24			.735								
V.35			.728								
V.23			.725								
V.25			.707								
V.33			.693								
V.1			-.533								
V.2											
V.51											
V.39				.657							
V.40				.644							
V.41				.623							
V.20				.526							
V.37											
V.14											
V.28											
V.34											

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component										
	1	2	3	4	5	6	7	8	9	10	11
V.26											
V.4					.568						
V.7					.533						
V.29											
V.60											
V.5											
V.6											
V.3											
V.57									.582		
V.56									.565		
V.58										.514	
V.59										.500	
V.42											
V.54											
V.15											
V.9											
V.30											
V.38											
V.8											

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component					
	12	13	14	15	16	17
V.27						
V.32						
V.43						
V.22						
V.19						
V.49						
V.16						
V.31						
V.11						
V.17						
V.44						
V.61						
V.48						
V.62						
V.12						
V.50						
V.36						
V.46						
V.18						
V.21						
V.10						
V.45						
V.55						
V.13						
V.53						
V.52						
V.47						
V.24						
V.35						
V.23						
V.25						
V.33						
V.1						
V.2						
V.51						
V.39						
V.40						
V.41						
V.20						
V.37						
V.14						
V.28						
V.34						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component					
	12	13	14	15	16	17
V.26						
V.4						
V.7						
V.29						
V.60						
V.5						
V.6						
V.3						
V.57						
V.56						
V.58						
V.59						
V.42						
V.54						
V.15						
V.9			.604			
V.30						
V.38						
V.8						

Extraction Method: Principal Component Analysis.

a. 17 components extracted.

Rotated Component Matrix[a]

	Component										
	1	2	3	4	5	6	7	8	9	10	11
V.19	.822										
V.16	.802										
V.32	.787										
V.49	.777										
V.22	.759										
V.17	.750										
V.43	.736										
V.27	.734										
V.61	.721										
V.31	.685										
V.44	.638										
V.62	.610										.506
V.52		.872									
V.53		.866									
V.51		.834									
V.46		.751									
V.48		.704									
V.47		.678									
V.55		.662									
V.50		.626									
V.11			.856								
V.45			.839								
V.12			.831								
V.10			.792								
V.21			.770								
V.18			.769								
V.13			.623								
V.23				.921							
V.24				.874							
V.33				.866							
V.25				.866							
V.35				.838							
V.40					.938						
V.41					.926						
V.39					.900						
V.20						.854					
V.4						.829					
V.7						.816					
V.29						.745					
V.34							.700				
V.5							.679				
V.26							.624				
V.28							.615				

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

Rotated Component Matrix^a

	Component										
	1	2	3	4	5	6	7	8	9	10	11
V.6							.609				
V.36							.511				
V.1								.881			
V.2								.876			
V.3								.858			
V.56									.894		
V.57									.877		
V.60									.717		
V.58										.864	
V.42										.775	
V.54											.886
V.38											
V.37											
V.59											
V.8											
V.30											
V.15											
V.9											
V.14											

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

Rotated Component Matrix[a]

	Component					
	12	13	14	15	16	17
V.19						
V.16						
V.32						
V.49						
V.22						
V.17						
V.43						
V.27						
V.61						
V.31						
V.44						
V.62						
V.52						
V.53						
V.51						
V.46						
V.48						
V.47						
V.55						
V.50						
V.11						
V.45						
V.12						
V.10						
V.21						
V.18						
V.13						
V.23						
V.24						
V.33						
V.25						
V.35						
V.40						
V.41						
V.39						
V.20						
V.4						
V.7						
V.29						
V.34						
V.5						
V.26						
V.28						

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

Rotated Component Matrix^a

	Component					
	12	13	14	15	16	17
V.6						
V.36						
V.1						
V.2						
V.3						
V.56						
V.57						
V.60						
V.58						
V.42						
V.54						
V.38	.805					
V.37	.595					
V.59		.722				
V.8						
V.30			.805			
V.15				.839		
V.9					.818	
V.14						.630

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

a. Rotation converged in 8 iterations.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.925	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
V.16	41.47	70.312	.736	.917
V.17	41.33	71.213	.649	.920
V.19	41.49	71.606	.753	.917
V.22	41.07	69.924	.703	.918
V.27	41.30	66.960	.753	.916
V.31	41.07	69.399	.635	.921
V.32	41.14	69.051	.768	.915
V.43	41.20	68.263	.725	.917
V.44	41.58	69.963	.614	.922
V.49	41.42	69.660	.687	.918
V.61	41.29	70.168	.625	.921
V.62	41.30	71.465	.599	.922

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
45.06	82.542	9.085	12