

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Analisis regresi linier berganda dengan metode stepwise digunakan untuk menguji H1, H2, dan H3. H1 menyatakan bahwa atribut produk kosmetik berpengaruh secara positif dan signifikan terhadap reputasi merek.

Hasil analisis data untuk H1a, H1b dan H1d masing-masing menunjukkan bahwa kualitas, warna dan keragaman produk kosmetik tidak berpengaruh secara positif dan signifikan terhadap reputasi merek. Sedangkan untuk H1c menunjukkan bahwa komposisi produk kosmetik berpengaruh secara positif dan signifikan terhadap reputasi merek.

Hasil analisis data untuk H2 menunjukkan bahwa harga produk kosmetik berpengaruh secara positif dan signifikan terhadap reputasi merek.

Hasil analisis data untuk H3 menunjukkan bahwa kemudahan untuk memperoleh produk kosmetik tidak berpengaruh secara positif dan signifikan terhadap reputasi merek.

Setelah diketahui bahwa variabel kualitas, warna dan keragaman produk tidak berpengaruh secara signifikan terhadap reputasi merek maka ketiga variabel tersebut dikeluarkan dari model. Variabel harga dan komposisi yang memiliki pengaruh signifikan, kemudian dilakukan uji regresi moderasi. Hal ini dilakukan untuk menguji H4 yaitu menguji faktor-faktor karakteristik responden yang

berperan sebagai moderator dalam hubungan antara komposisi dan harga terhadap reputasi merek.

Hasil analisis data untuk H4 menunjukkan karakteristik responden yang meliputi pekerjaan, usia, pendapatan dan negara asal kosmetik tidak mempengaruhi hubungan antara komposisi dan harga dengan reputasi merek. Hal tersebut dikarenakan untuk komposisi dan harga nilai $\beta_3 = 0$.

Dari hasil One Sample T-test disimpulkan bahwa:

- a) Variabel kualitas dan harga termasuk kategori cukup tinggi/baik ($>4,43$), variabel warna termasuk kategori tinggi/baik ($>5,29$ dan $<6,14$) dan variabel komposisi dan keragaman termasuk kategori sangat tinggi/baik ($>6,14$). Hal ini menunjukkan bahwa variabel kualitas dan harga dinilai cukup baik oleh konsumen, variabel warna dinilai baik dan variabel komposisi dan keragaman dinilai sangat baik oleh konsumen.
- b) Variabel kemudahan untuk memperoleh produk termasuk kategori sangat tinggi/baik ($>6,14$). Hal ini menunjukkan bahwa produk kosmetik dari Prancis, AS, Cina dan Indonesia dinilai sangat mudah untuk diperoleh konsumen.
- c) Variabel reputasi merek termasuk kategori cukup tinggi ($>4,43$). Hal ini menunjukkan bahwa reputasi merek produk dinilai cukup baik oleh konsumen.

Pengujian H5 menggunakan analisis variansi satu arah (*Oneway Anova*).

Hasil analisis data untuk H5a, H5b, dan H5c masing-masing menunjukkan bahwa tidak terdapat perbedaan penilaian atas variabel kualitas, warna, komposisi, keragaman, harga, kemudahan untuk memperoleh produk, dan reputasi merek jika ditinjau dari perbedaan pekerjaan, usia, dan pendapatan konsumen. Hal tersebut dapat dilihat dari $p\text{-value} > 0,05$.

Hasil analisis data untuk H5d menunjukkan terdapat perbedaan penilaian atas variabel warna jika ditinjau dari perbedaan asal negara kosmetik. Hal tersebut dapat dilihat dari $p\text{-value}$ variabel warna $< 0,05$. Sedangkan untuk variabel kualitas, komposisi, keragaman, harga, kemudahan untuk memperoleh produk, dan reputasi merek tidak terdapat perbedaan penilaian konsumen jika ditinjau dari perbedaan asal negara kosmetik ($p\text{-value} > 0,05$). Menurut persepsi konsumen, masing-masing kosmetik yang berasal dari Cina dan AS dinilai memiliki warna yang menarik, beragam, fashionable, tidak mudah luntur dan relatif tahan air, sedangkan kosmetik asal negara Prancis dan Indonesia dinilai lebih rendah oleh penggunanya.

Dari hasil analisis persentase berdasarkan karakteristik responden diketahui bahwa kebanyakan responden memiliki rata-rata usia antara 18 – 25 tahun (57,1%) dan 26 – 35 tahun (28,6%), berprofesi sebagai mahasiswa (42,9%) dan karyawan swasta (39,3%) dengan rata-rata pendapatan per bulan kurang dari 1 juta rupiah (82,1%) dan menggunakan produk kosmetik dengan produsen dalam dan luar negeri, yakni 58,0% menggunakan produk kosmetik dalam negeri, dan

42,0% sisanya menggunakan produk kosmetik dari luar negeri (9,8% dari Cina, 17,9% dari Prancis, dan 14,3% sisanya berasal dari Amerika Serikat).

Dari hasil uji Chi-Square untuk mengetahui adanya hubungan yang signifikan antara asal negara kosmetik yang digunakan dengan karakteristik responden (jenis pekerjaan, usia, dan pendapatan) dapat disimpulkan bahwa:

a) Hubungan antara negara asal kosmetik dan pekerjaan

Hasil analisis Chi-Square diperoleh nilai probabilitas (α) < 0,05 sehingga disimpulkan terdapat hubungan yang signifikan antara negara asal kosmetik yang digunakan dengan jenis pekerjaan responden. Kebanyakan konsumen yang berstatus mahasiswi dan karyawan swasta menggunakan kosmetik yang berasal dari dalam negeri, sedangkan wiraswasta selain dari dalam negeri juga menggunakan kosmetik dari negara Prancis.

b) Hubungan antara negara asal kosmetik dan usia

Hasil analisis Chi-Square diperoleh nilai probabilitas (α) < 0,05 sehingga dapat disimpulkan bahwa terdapat hubungan yang signifikan antara negara asal kosmetik yang digunakan dengan usia responden. Kebanyakan konsumen yang berusia di bawah 36 tahun menggunakan kosmetik yang berasal dari dalam negeri, sedangkan yang berusia 36 tahun ke atas berimbang antara kosmetik yang berasal dari dalam negeri dan dari Prancis.

c) Hubungan antara negara asal kosmetik dan pendapatan. Hasil analisis Chi-Square diperoleh nilai probabilitas (α) < 0,05 sehingga disimpulkan terdapat hubungan yang signifikan antara negara asal kosmetik yang

digunakan dengan tingkat pendapatan responden. Kebanyakan konsumen yang berpendapatan perbulan kurang dari Rp 1.000.000,- menggunakan kosmetik yang berasal dari dalam negeri, sedangkan konsumen yang berpendapatan lebih dari Rp 3.000.000,- menggunakan kosmetik berasal dari Perancis.

Untuk mengetahui indikator dari variabel harga dan komposisi yang signifikan lebih kecil dari mean kedua variabel tersebut dilakukan analisis *One Sample T-test*. Hasil analisis *One Sample T-test* pada indikator variabel komposisi menunjukkan nilai probabilitas $> 0,05$ pada indikator komposisi yang tepat untuk setiap manfaat yang ditawarkan, komposisi produk mengandung nutrisi dan vitamin yang tepat untuk kulit dan komposisi produk tidak mengandung bahan berbahaya dan beracun. Pada pertanyaan mengenai komposisi produk mengandung bahan alami $< 0,05$ dan bertanda positif sehingga termasuk kategori baik. Sedangkan pada pertanyaan mengenai komposisi produk terasa ringan dan nyaman di kulit $< 0,05$ dan bertanda negatif, dengan kata lain kurang dari *test value* 5,79 untuk kategori baik. Artinya, komposisi produk belum terasa ringan dan nyaman di kulit.

Berdasarkan hasil analisis *One Sample T-test* diketahui bahwa indikator variabel harga seluruhnya menunjukkan nilai probabilitas $> 0,05$, sehingga dapat dikatakan bahwa secara umum variabel harga sama dengan *test value* 5,02 untuk kategori baik. Artinya, kelima indikator produk kosmetik yang dikehendaki konsumen adalah produk yang memiliki "*good value*" yaitu produk kosmetik yang memiliki tipe dan jumlah manfaat potensial (seperti kualitas, citra dan

kenyamanan berbelanja) yang diharapkan konsumen pada tingkat harga tertentu berada pada kategori cukup baik sehingga kelima indikator tersebut masih perlu ditingkatkan lagi.

5.2 Saran

Harga adalah variabel penting bagi produsen. Ada konsumen yang sangat sensitif terhadap harga ada pula yang tidak. Persepsi konsumen terhadap kualitas produk seringkali dihubungkan dengan harga sehingga harga dapat mempengaruhi citra suatu produk. Dalam beberapa kasus, harga yang mahal dipersepsikan memiliki kualitas yang tinggi dan sebaliknya. Untuk memperoleh pangsa pasar yang lebih besar, keunggulan bersaing dan pada akhirnya meningkatkan laba perusahaan maka para produsen kosmetik harus memperhatikan strategi penetapan harga yang tepat. Berdasarkan hasil penelitian dapat disarankan agar para produsen kosmetik meningkatkan kelima indikator variabel harga sehingga produk kosmetik yang ditawarkan dapat memenuhi harapan konsumen akan “good value” dari suatu produk.

Bagi para produsen kosmetik, dalam memasarkan produknya perlu lebih memperhatikan komposisi produk. Berdasarkan hasil penelitian ini dapat disarankan agar para pemasar dalam memasarkan produknya memberikan penekanan lebih mengenai keunggulan komposisi produk, khususnya dalam hal kenyamanan produk apabila dikenakan pada kulit pengguna. Hal ini dapat dilakukan, misalnya dengan memberikan sampel-sampel gratis bagi calon

konsumen agar mereka dapat merasakan sendiri bahwa produk tersebut terasa ringan dan nyaman di kulit.

Para produsen kosmetik perlu memberikan informasi yang lengkap kepada konsumen mengenai produk yang mereka tawarkan dengan cara mencantumkan komposisi produk pada setiap kemasan produk agar konsumen mengetahui bahwa produk kosmetik yang mereka konsumsi memiliki komposisi yang tepat untuk setiap manfaat yang ditawarkan dan mengandung bahan yang aman/ tidak berbahaya.

Penelitian ini tidak lepas dari keterbatasan dan kelemahan. Keterbatasan penelitian ini disebabkan karena dilakukan pada jangkauan wilayah yang terbatas dan dengan non probabilistik (purposive) sampling sehingga untuk memotret persepsi kaum wanita Yogyakarta secara menyeluruh belum memadai dan mengandung kemungkinan atas hasil yang bias.

Dalam penelitian ini disimpulkan bahwa untuk kaum wanita Yogyakarta sensitifitas terhadap harga produk kosmetik tinggi. Untuk penelitian selanjutnya dapat dilakukan dengan meneliti wilayah yang berbeda sehingga hasil yang diperoleh kemungkinan berbeda.

5.3. Implikasi Manajerial

Dalam penelitian ini tidak diarahkan untuk jenis produk tertentu, sedangkan ada kemungkinan seorang konsumen menggunakan produk kosmetik dari dua atau lebih negara produsen. Misalnya, untuk jenis produk skin care menggunakan produk dari Prancis tetapi untuk jenis produk hair care

menggunakan produk dari Indonesia. Hal ini memungkinkan responden kesulitan dalam menentukan produk buatan negara mana yang akan dinilai. Penelitian selanjutnya dapat mengadopsi penelitian ini dengan obyek penelitian yang lebih spesifik misalnya produk-produk kosmetik dengan komposisi alami, jenis atau merek tertentu dan mengaitkannya dengan variabel lain, misal gaya hidup, loyalitas merek dan sebagainya.



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LAMPIRAN



KUESIONER

PENGARUH ATRIBUT PRODUK, HARGA DAN KEMUDAHAN UNTUK MEMPEROLEH PRODUK TERHADAP REPUTASI PRODUK KOSMETIK DALAM DAN LUAR NEGERI (Studi Empiris pada Konsumen di Yogyakarta)

Bagian A: Berilah tanda silang (x), pada pilihan yang sesuai dengan keadaan anda yang sebenarnya.

1. Pekerjaan anda sekarang:

- a. Mahasiswi
- b. Karyawan Swasta
- c. Pegawai Negeri
- d. Ibu Rumah Tangga
- e. Wiraswasta
- f. Lainnya:

2. Usia anda sekarang ini:

- a. 18 s.d. 25 tahun
- b. 26 s.d. 35 tahun
- c. 35 s.d. 45 tahun
- d. > 45 tahun

3. Tingkat penghasilan anda (pendapatan rata-rata tiap bulan):

- a. < Rp.1.000.000,-
- b. Rp. 1.000.000,- s.d. Rp. 2.000.000,-
- c. Rp. 2.000.000,- s.d. Rp. 3.000.000,-
- d. >Rp. 3.000.000,-

4. Kosmetik yang anda gunakan saat ini berasal dari negara (yang paling sering digunakan):

- a. Indonesia
- b. Cina
- c. Prancis
- d. AS
- e. Lainnya:

Keterangan:

Contoh merek produk kosmetik **Indonesia**: Sariayu, Mustika Ratu, Biokos; **Cina**: Tull Jye, Ciu Mien; **Prancis**: L'Oreal, Lancome; **AS**: Revlon, Maybelline, Clinique.

Bagian B: Berilah tanda (√) di bawah pilihan nilai yang sesuai dengan pilihan anda.

Pertanyaan berikut untuk mengetahui penilaian anda terhadap produk kosmetik dari Indonesia, Cina, Prancis dan AS.

Keterangan:

Sangat Setuju 7---6---5---4---3---2---1 Sangat Tidak Setuju

1. Kualitas

| No. | Pernyataan | Indonesia | | | | | | | Cina | | | | | | |
|-----|--|-----------|---|---|---|---|---|---|------|---|---|---|---|---|---|
| | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 1. | Produk kosmetik buatan negara ini sangat aman untuk kulit. | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 2. | Produk kosmetik buatan negara ini sangat efektif dalam memenuhi kebutuhan kulit (mis: memberi kelembaban, menghilangkan noda hitam, mencerahkan kulit dll.). | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| 3. | Produk kosmetik buatan negara ini tidak membuat kulit menjadi kering. | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| 4. | Produk kosmetik buatan negara ini tidak mengakibatkan alergi pada kulit. | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| 5. | Produk kosmetik buatan negara ini dikembangkan di pabrik yang | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | |
|--|----------------------|---------|--|--|--|--|--|--|----|--|--|--|--|--|--|
| | berteknologi tinggi. | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |

2. Warna

| No. | Pernyataan | Indonesia | | | | | | | Cina | | | | | | |
|-----|---|-----------|---|---|---|---|---|---|------|---|---|---|---|---|---|
| | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 1. | Warna produk kosmetik buatan negara ini menarik. | Indonesia | | | | | | | Cina | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 2. | Produk kosmetik buatan negara ini tersedia dalam warna yang sangat beragam. | Indonesia | | | | | | | Cina | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 3. | Warna produk kosmetik buatan negara ini <i>fashionable</i> / mengikuti mode. | Indonesia | | | | | | | Cina | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 4. | Warna produk kosmetik buatan negara ini tidak cepat luntur di kulit (khususnya <i>make up</i>) | Indonesia | | | | | | | Cina | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 5 | Warna produk kosmetik buatan negara ini tahan air/ <i>waterproof</i> (misal: eyeliner, mascara dll) | Indonesia | | | | | | | Cina | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |

3. Komposisi / bahan pembuat

| No. | Pernyataan | Indonesia | | | | | | | Cina | | | | | | |
|-----|--|-----------|---|---|---|---|---|---|------|---|---|---|---|---|---|
| | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 1. | Produk kosmetik buatan negara ini memiliki komposisi yang tepat untuk setiap manfaat yang ditawarkan. | Indonesia | | | | | | | Cina | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 2. | Produk kosmetik buatan negara ini terasa ringan dan nyaman di kulit (misal: bedak, pelembab kulit dll.). | Indonesia | | | | | | | Cina | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 3. | Produk kosmetik buatan negara ini banyak mengandung bahan alami. | Indonesia | | | | | | | Cina | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 4. | Produk kosmetik buatan negara ini mengandung nutrisi dan vitamin yang tepat untuk kulit. | Indonesia | | | | | | | Cina | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 5. | Produk kosmetik buatan negara ini tidak mengandung bahan berbahaya/ beracun. | Indonesia | | | | | | | Cina | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |

4. Keragaman kategori produk

| No. | Pernyataan | Indonesia | | | | | | | Cina | | | | | | |
|-----|---|-----------|---|---|---|---|---|---|------|---|---|---|---|---|---|
| | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 1. | Jenis produk kosmetik buatan negara ini sangat beragam (<i>skin care, hair care, make up</i>) | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 2. | Produk kosmetik buatan negara ini tersedia dalam berbagai jenis sesuai dengan usia. | | | | | | | | | | | | | | |
| | | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| 3. | Produk kosmetik buatan negara ini tersedia untuk berbagai jenis kulit. | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 4. | Produk kosmetik buatan negara ini tersedia dalam berbagai ukuran volume. | | | | | | | | | | | | | | |
| | | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| 5. | Produk kosmetik buatan negara ini tersedia untuk berbagai jenis warna kulit. | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |

5. Reputasi merek

| No. | Pernyataan | Indonesia | | | | | | | Cina | | | | | | |
|-----|--|-----------|---|---|---|---|---|---|------|---|---|---|---|---|---|
| | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 1. | Merek kosmetik buatan negara ini secara umum menunjukkan kualitas yang tinggi. | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | |
|----|--|-----------|--|--|--|--|--|--|------|--|--|--|--|--|--|
| 2. | Merek kosmetik buatan negara ini secara umum cukup terkenal. | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| 3. | Merek kosmetik buatan negara ini secara umum mudah diingat. | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| 4. | Merek kosmetik buatan negara ini secara umum menunjukkan status dan gaya hidup tertentu. | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| 5. | Merek kosmetik buatan negara ini secara umum cenderung peduli terhadap minat konsumen. | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |

6. Harga

| No. | Pernyataan | Indonesia | | | | | | | Cina | | | | | | |
|-----|---|-----------|---|---|---|---|---|---|------|---|---|---|---|---|---|
| | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 1. | Harga produk kosmetik buatan negara ini sangat sesuai dengan kualitas yang ditawarkan (<i>price value for money</i>). | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 2. | Harga produk kosmetik buatan negara ini sangat cocok dengan manfaat yang diperoleh. | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| 3. | Harga produk kosmetik buatan | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | |
|----|--|-----------|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|
| | negara ini secara umum terjangkau oleh semua golongan. | | | | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | | AS | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| 4. | Produk kosmetik buatan negara ini sering memberikan diskon harga. | Indonesia | | | | | | | | Cina | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | | AS | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| 5. | Produk kosmetik buatan negara ini sering memberikan harga promosi untuk produk baru. | Indonesia | | | | | | | | Cina | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | | AS | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |

7. Kemudahan memperoleh

| No. | Pernyataan | Indonesia | | | | | | | Cina | | | | | | |
|-----|--|-----------|---|---|---|---|---|---|------|---|---|---|---|---|---|
| | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 1. | Produk kosmetik buatan negara ini mudah didapatkan di pusat perbelanjaan. | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |
| 2. | Produk kosmetik buatan negara ini selalu tersedia dalam jumlah yang cukup di pusat perbelanjaan. | Indonesia | | | | | | | Cina | | | | | | |
| | | | | | | | | | | | | | | | |
| | | Prancis | | | | | | | AS | | | | | | |
| | | | | | | | | | | | | | | | |

Data Responden

| No. | kerja | usia | income | asal | Y_1 | Y_2 | Y_3 | Y_4 | Y_5 | Y | X1_1 | X1_2 | X1_3 | X1_4 | X1_5 | X1 | X2_1 | X2_2 | X2_3 | X2_4 | X2_5 | X2 |
|-----|-------|------|--------|------|-----|-----|-----|-----|-----|-----|------|------|------|------|------|-----|------|------|------|------|------|-----|
| 1 | 2 | 2 | 2 | 4 | 4 | 4 | 5 | 4 | 5 | 4.4 | 6 | 7 | 7 | 7 | 5 | 6.4 | 6 | 7 | 7 | 6 | 7 | 6.6 |
| 2 | 2 | 2 | 1 | 4 | 6 | 7 | 7 | 7 | 7 | 6.8 | 6 | 6 | 6 | 6 | 6 | 6 | 7 | 7 | 7 | 7 | 6 | 6.6 |
| 3 | 1 | 1 | 1 | 1 | 6 | 7 | 7 | 7 | 5 | 6.4 | 6 | 5 | 5 | 5 | 5.2 | 7 | 7 | 7 | 7 | 7 | 7 | 6.8 |
| 4 | 1 | 1 | 1 | 4 | 7 | 6 | 6 | 7 | 6 | 6.4 | 7 | 6 | 6 | 6 | 6.2 | 7 | 6 | 7 | 7 | 7 | 7 | 6.6 |
| 5 | 1 | 1 | 1 | 1 | 6 | 6 | 5 | 6 | 6 | 5.8 | 7 | 7 | 6 | 6 | 6.2 | 7 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 6 | 5 | 3 | 4 | 3 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 6 | 5 | 5 | 5.4 | 6 | 6 | 6 | 5 | 4 | 4 | 5 |
| 7 | 5 | 3 | 4 | 3 | 5 | 5 | 5 | 3 | 5 | 4.6 | 5 | 5 | 6 | 4 | 4.8 | 7 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 8 | 2 | 3 | 2 | 1 | 6 | 6 | 6 | 5 | 6 | 5.8 | 6 | 7 | 7 | 5 | 6.2 | 7 | 6 | 7 | 7 | 3 | 4 | 5.4 |
| 9 | 2 | 2 | 1 | 1 | 4 | 4 | 5 | 4 | 5 | 4.4 | 7 | 7 | 7 | 5 | 6.4 | 7 | 7 | 7 | 7 | 6 | 6 | 6.6 |
| 10 | 2 | 2 | 1 | 2 | 4 | 4 | 5 | 4 | 5 | 4.4 | 6 | 7 | 7 | 5 | 6.4 | 7 | 7 | 7 | 7 | 6 | 6 | 6.6 |
| 11 | 2 | 1 | 1 | 1 | 5 | 6 | 6 | 6 | 6 | 5.8 | 6 | 6 | 6 | 5 | 5.8 | 5 | 5 | 5 | 6 | 3 | 4 | 4.6 |
| 12 | 2 | 2 | 1 | 1 | 6 | 5 | 6 | 6 | 6 | 5.8 | 7 | 6 | 5 | 7 | 6.2 | 7 | 6 | 7 | 7 | 3 | 4 | 5.4 |
| 13 | 2 | 1 | 1 | 1 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 6 | 5 | 6 | 5.4 | 6 | 6 | 6 | 5 | 4 | 4 | 5 |
| 14 | 2 | 2 | 1 | 2 | 4 | 4 | 5 | 4 | 5 | 4.4 | 7 | 7 | 6 | 6 | 6.4 | 7 | 6 | 7 | 7 | 6 | 7 | 6.6 |
| 15 | 2 | 3 | 1 | 1 | 6 | 7 | 7 | 7 | 7 | 6.8 | 6 | 7 | 6 | 6 | 6 | 6 | 7 | 7 | 7 | 6 | 6 | 6.6 |
| 16 | 5 | 2 | 1 | 2 | 6 | 6 | 7 | 7 | 6 | 6.4 | 6 | 6 | 7 | 6 | 1 | 5.2 | 7 | 7 | 7 | 6 | 7 | 6.8 |
| 17 | 5 | 2 | 4 | 2 | 7 | 7 | 7 | 5 | 6 | 6.4 | 7 | 6 | 6 | 7 | 5 | 6.2 | 7 | 7 | 7 | 6 | 6 | 6.6 |
| 18 | 1 | 1 | 1 | 1 | 6 | 5 | 6 | 6 | 6 | 5.8 | 7 | 5 | 7 | 5 | 7 | 6.2 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 19 | 1 | 1 | 1 | 4 | 4 | 5 | 5 | 4 | 5 | 4.6 | 3 | 4 | 6 | 7 | 4 | 4.8 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 20 | 1 | 1 | 1 | 1 | 6 | 6 | 6 | 6 | 5 | 5.8 | 6 | 6 | 6 | 6 | 5 | 5.8 | 5 | 5 | 5 | 4 | 4 | 4.6 |
| 21 | 1 | 1 | 1 | 1 | 4 | 4 | 5 | 4 | 5 | 4.4 | 7 | 6 | 7 | 7 | 5 | 6.4 | 7 | 6 | 7 | 6 | 7 | 6.6 |
| 22 | 1 | 1 | 1 | 3 | 7 | 7 | 7 | 7 | 6 | 6.8 | 7 | 6 | 6 | 6 | 5 | 6 | 7 | 7 | 7 | 6 | 6 | 6.6 |
| 23 | 1 | 1 | 1 | 2 | 7 | 6 | 7 | 6 | 6 | 6.4 | 4 | 6 | 4 | 6 | 6 | 5.2 | 7 | 7 | 7 | 6 | 7 | 6.8 |
| 24 | 1 | 1 | 1 | 1 | 6 | 6 | 7 | 7 | 6 | 6.4 | 7 | 6 | 6 | 7 | 5 | 6.2 | 7 | 7 | 7 | 6 | 6 | 6.6 |
| 25 | 1 | 1 | 1 | 1 | 6 | 6 | 6 | 5 | 6 | 5.8 | 7 | 6 | 7 | 6 | 5 | 6.2 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 26 | 1 | 1 | 1 | 3 | 4 | 4 | 5 | 4 | 5 | 4.4 | 7 | 7 | 7 | 6 | 5 | 6.4 | 7 | 7 | 7 | 6 | 6 | 6.6 |
| 27 | 2 | 1 | 1 | 3 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 5 | 5 | 4 | 4.4 | 7 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 28 | 6 | 1 | 1 | 1 | 5 | 5 | 5 | 4 | 5 | 4.8 | 4 | 4 | 4 | 4 | 4 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 29 | 2 | 2 | 2 | 4 | 5 | 5 | 5 | 3 | 5 | 4.6 | 5 | 6 | 6 | 6 | 5 | 5.6 | 5 | 5 | 6 | 5 | 4 | 5 |
| 30 | 2 | 2 | 1 | 4 | 5 | 5 | 4 | 5 | 5 | 4.8 | 6 | 4 | 6 | 5 | 4 | 5 | 5 | 5 | 6 | 6 | 4 | 5.2 |
| 31 | 1 | 1 | 1 | 1 | 7 | 7 | 5 | 4 | 5 | 5.6 | 6 | 6 | 4 | 6 | 5 | 5.4 | 6 | 6 | 6 | 4 | 4 | 5.2 |
| 32 | 1 | 1 | 1 | 4 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 4 | 5 | 4 | 5 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 33 | 1 | 1 | 1 | 1 | 5 | 4 | 5 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4.4 | 7 | 4 | 6 | 6 | 6 | 4 | 5.4 |
| 34 | 5 | 3 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 3 | 5 | 4 | 3 | 4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 35 | 5 | 3 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 6 | 7 | 3 | 4 | 5.4 |

Data Responden

| No. | kerja | usia | income | asal | Y_1 | Y_2 | Y_3 | Y_4 | Y_5 | Y | X1_1 | X1_2 | X1_3 | X1_4 | X1_5 | X1 | X2_1 | X2_2 | X2_3 | X2_4 | X2_5 | X2 |
|-----|-------|------|--------|------|-----|-----|-----|-----|-----|-----|------|------|------|------|------|-----|------|------|------|------|------|-----|
| 36 | 2 | 3 | 2 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 37 | 2 | 2 | 1 | 1 | 5 | 4 | 5 | 5 | 5 | 4.8 | 5 | 4 | 5 | 3 | 3 | 4 | 7 | 4 | 6 | 6 | 4 | 5.4 |
| 38 | 2 | 2 | 1 | 1 | 5 | 5 | 5 | 4 | 5 | 4.8 | 5 | 5 | 5 | 4 | 6 | 5 | 4 | 6 | 6 | 6 | 4 | 5.2 |
| 39 | 2 | 1 | 1 | 2 | 7 | 7 | 5 | 4 | 5 | 5.6 | 5 | 7 | 5 | 6 | 4 | 5.4 | 6 | 4 | 6 | 6 | 4 | 5.2 |
| 40 | 2 | 2 | 1 | 1 | 5 | 4 | 4 | 5 | 5 | 4.6 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 5 | 5 | 4 | 4 | 4.4 |
| 41 | 2 | 1 | 1 | 1 | 5 | 4 | 4 | 5 | 5 | 4.6 | 5 | 6 | 6 | 6 | 6 | 5.8 | 5 | 7 | 6 | 3 | 4 | 5 |
| 42 | 2 | 2 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 7 | 6 | 6 | 6 | 5 | 6 | 5 | 6 | 5 | 3 | 4 | 4.6 |
| 43 | 2 | 3 | 1 | 1 | 5 | 5 | 4 | 5 | 3 | 4.4 | 5 | 4 | 5 | 4 | 4 | 4.4 | 6 | 6 | 6 | 3 | 4 | 5 |
| 44 | 5 | 2 | 1 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4.4 | 4 | 4 | 4 | 3 | 4 | 3.8 |
| 45 | 5 | 2 | 4 | 1 | 5 | 5 | 4 | 4 | 5 | 4.6 | 5 | 4 | 5 | 6 | 4 | 4.8 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 46 | 1 | 1 | 1 | 1 | 5 | 4 | 5 | 4 | 4 | 4.4 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 5 | 6 | 3 | 4 | 5 |
| 47 | 1 | 1 | 1 | 4 | 4 | 5 | 4 | 4 | 5 | 4.4 | 6 | 6 | 6 | 7 | 7 | 6.4 | 7 | 7 | 7 | 6 | 6 | 6.6 |
| 48 | 1 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 49 | 1 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 5 | 4 | 4 | 3 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 50 | 1 | 1 | 1 | 3 | 5 | 5 | 4 | 4 | 5 | 4.6 | 5 | 6 | 5 | 6 | 6 | 5.6 | 6 | 6 | 6 | 3 | 4 | 5 |
| 51 | 1 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 5 | 5 | 5 | 5 | 5 | 6 | 7 | 6 | 3 | 4 | 5.2 |
| 52 | 1 | 1 | 1 | 1 | 5 | 6 | 5 | 6 | 6 | 5.6 | 5 | 4 | 5 | 7 | 6 | 5.4 | 6 | 7 | 6 | 3 | 4 | 5.2 |
| 53 | 1 | 1 | 1 | 2 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 54 | 1 | 1 | 1 | 3 | 5 | 5 | 5 | 4 | 5 | 4.8 | 4 | 5 | 4 | 4 | 3 | 4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 55 | 2 | 1 | 1 | 3 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 56 | 6 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 57 | 2 | 2 | 2 | 4 | 5 | 4 | 5 | 5 | 5 | 4.8 | 5 | 4 | 3 | 4 | 4 | 4.4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 58 | 2 | 2 | 1 | 4 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 4 | 4 | 6 | 7 | 5 | 6 | 7 | 6 | 3 | 4 | 5.2 |
| 59 | 1 | 1 | 1 | 1 | 6 | 6 | 5 | 5 | 6 | 5.6 | 5 | 5 | 4 | 6 | 7 | 5.4 | 6 | 6 | 7 | 3 | 4 | 5.2 |
| 60 | 1 | 1 | 1 | 4 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 61 | 1 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 3 | 4 | 4 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 62 | 5 | 3 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 63 | 5 | 3 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 3 | 4 | 4 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 64 | 2 | 3 | 2 | 1 | 5 | 5 | 5 | 4 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 65 | 2 | 2 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 4 | 3 | 4 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 66 | 2 | 2 | 1 | 2 | 5 | 5 | 4 | 5 | 5 | 4.8 | 6 | 4 | 5 | 6 | 4 | 5 | 7 | 6 | 6 | 3 | 4 | 5.2 |
| 67 | 2 | 1 | 1 | 1 | 6 | 6 | 6 | 6 | 4 | 5.6 | 5 | 6 | 6 | 4 | 6 | 5.4 | 6 | 6 | 7 | 3 | 4 | 5.2 |
| 68 | 2 | 2 | 1 | 1 | 6 | 6 | 6 | 5 | 6 | 5.8 | 6 | 7 | 6 | 6 | 6 | 6.2 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 69 | 2 | 1 | 1 | 2 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 70 | 2 | 2 | 1 | 1 | 5 | 5 | 5 | 4 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |

Data Responden

| No. kerja | usia | income | asal | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2 |
|-----------|------|--------|------|-----|-----|-----|-----|-----|-----|------|------|------|------|------|-----|------|------|------|------|------|-----|
| 71 | 2 | 3 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 5 | 4 | 3 | 4 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 72 | 5 | 2 | 1 | 5 | 4 | 5 | 5 | 5 | 4.8 | 4 | 4 | 4 | 4 | 4 | 4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 73 | 5 | 2 | 4 | 5 | 5 | 5 | 4 | 5 | 4.8 | 5 | 5 | 5 | 4 | 6 | 5 | 6 | 6 | 7 | 3 | 4 | 5.2 |
| 74 | 1 | 1 | 1 | 6 | 5 | 6 | 5 | 6 | 5.6 | 5 | 6 | 5 | 4 | 7 | 5.4 | 7 | 6 | 6 | 3 | 4 | 5.2 |
| 75 | 1 | 1 | 4 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 76 | 1 | 1 | 1 | 5 | 5 | 5 | 4 | 5 | 4.8 | 4 | 6 | 4 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 77 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 4 | 4 | 4 | 4 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 78 | 1 | 1 | 3 | 5 | 5 | 5 | 4 | 5 | 4.8 | 3 | 4 | 3 | 4 | 3 | 3.4 | 1 | 3 | 3 | 2 | 3 | 2.4 |
| 79 | 1 | 1 | 1 | 5 | 4 | 5 | 5 | 5 | 4.8 | 4 | 4 | 3 | 4 | 4 | 3.8 | 3 | 3 | 3 | 4 | 4 | 3.4 |
| 80 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 4 | 4 | 4 | 4 | 4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 81 | 1 | 1 | 1 | 5 | 4 | 5 | 5 | 5 | 4.8 | 5 | 6 | 5 | 5 | 4 | 5 | 6 | 7 | 6 | 3 | 4 | 5.2 |
| 82 | 1 | 1 | 3 | 5 | 6 | 6 | 5 | 7 | 5.8 | 6 | 5 | 6 | 7 | 7 | 6.2 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 83 | 2 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 84 | 6 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 85 | 2 | 2 | 4 | 5 | 5 | 5 | 4 | 5 | 4.8 | 5 | 3 | 5 | 4 | 3 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 86 | 2 | 2 | 1 | 4 | 5 | 4 | 5 | 4 | 4.6 | 6 | 6 | 5 | 6 | 6 | 5.8 | 6 | 6 | 6 | 3 | 4 | 5 |
| 87 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 7 | 6 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 3 | 4 | 4.6 |
| 88 | 1 | 1 | 1 | 4 | 5 | 5 | 4 | 5 | 4.8 | 4 | 4 | 4 | 4 | 4 | 4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 89 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 4 | 6 | 5 | 6 | 5 | 6 | 7 | 6 | 3 | 4 | 5.2 |
| 90 | 5 | 3 | 4 | 3 | 5 | 6 | 5 | 6 | 5.6 | 4 | 6 | 6 | 5 | 6 | 5.4 | 7 | 6 | 6 | 3 | 4 | 5.2 |
| 91 | 5 | 3 | 4 | 3 | 5 | 6 | 5 | 7 | 5.8 | 6 | 5 | 6 | 7 | 7 | 6.2 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 92 | 2 | 3 | 2 | 1 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 93 | 2 | 2 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 94 | 2 | 2 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 4 | 3 | 3 | 6 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 95 | 2 | 1 | 1 | 5 | 5 | 6 | 5 | 6 | 5.4 | 3 | 4 | 3 | 4 | 4 | 3.6 | 5 | 4 | 4 | 4 | 5 | 4.4 |
| 96 | 2 | 2 | 1 | 5 | 5 | 4 | 5 | 4 | 4.6 | 5 | 6 | 6 | 6 | 6 | 5.8 | 7 | 5 | 6 | 3 | 4 | 5 |
| 97 | 2 | 1 | 1 | 5 | 5 | 5 | 4 | 5 | 4.8 | 6 | 5 | 6 | 6 | 7 | 6 | 5 | 6 | 5 | 3 | 4 | 4.6 |
| 98 | 2 | 2 | 1 | 5 | 5 | 4 | 5 | 6 | 5 | 4 | 4 | 5 | 5 | 5 | 4.6 | 4 | 5 | 4 | 3 | 4 | 4 |
| 99 | 2 | 3 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 4 | 4 | 4 | 4 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 100 | 5 | 2 | 1 | 5 | 5 | 5 | 4 | 5 | 4.8 | 5 | 5 | 4 | 5 | 6 | 5 | 6 | 7 | 6 | 3 | 4 | 5.2 |
| 101 | 5 | 2 | 4 | 5 | 6 | 6 | 5 | 6 | 5.6 | 5 | 6 | 5 | 4 | 7 | 5.4 | 7 | 6 | 6 | 3 | 4 | 5.2 |
| 102 | 1 | 1 | 1 | 5 | 6 | 6 | 5 | 7 | 5.8 | 7 | 6 | 6 | 6 | 6 | 6.2 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 103 | 1 | 1 | 1 | 4 | 5 | 5 | 4 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 104 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 3 | 4 | 4 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 105 | 1 | 1 | 1 | 5 | 6 | 6 | 5 | 6 | 5.6 | 5 | 5 | 5 | 6 | 6 | 5.4 | 6 | 7 | 6 | 3 | 4 | 5.2 |

Data Responden

| No. | kerja | usia | income | asal | Y_1 | Y_2 | Y_3 | Y_4 | Y_5 | Y | X1_1 | X1_2 | X1_3 | X1_4 | X1_5 | X1 | X2_1 | X2_2 | X2_3 | X2_4 | X2_5 | X2 |
|-----|-------|------|--------|------|-----|-----|-----|-----|-----|-----|------|------|------|------|------|-----|------|------|------|------|------|-----|
| 106 | 1 | 1 | 1 | 3 | 5 | 6 | 6 | 5 | 7 | 5.8 | 6 | 7 | 6 | 5 | 7 | 6.2 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 107 | 1 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 4 | 4 | 4 | 4 | 4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 108 | 1 | 1 | 1 | 2 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 6 | 5 | 5 | 4 | 5 | 6 | 6 | 7 | 3 | 4 | 5.2 |
| 109 | 1 | 1 | 1 | 1 | 5 | 6 | 6 | 5 | 6 | 5.6 | 4 | 5 | 6 | 6 | 6 | 5.4 | 6 | 7 | 6 | 3 | 4 | 5.2 |
| 110 | 1 | 1 | 1 | 3 | 5 | 5 | 4 | 5 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 6 | 7 | 3 | 4 | 5.4 |
| 111 | 2 | 1 | 1 | 3 | 5 | 5 | 5 | 4 | 5 | 4.8 | 5 | 4 | 5 | 4 | 4 | 4.4 | 7 | 7 | 6 | 3 | 4 | 5.4 |
| 112 | 6 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 4.8 | 4 | 4 | 4 | 4 | 4 | 4 | 7 | 6 | 7 | 3 | 4 | 5.4 |

Data Responden

| No. | X3_1 | X3_2 | X3_3 | X3_4 | X3_5 | X3 | X4_1 | X4_2 | X4_3 | X4_4 | X4_5 | X4 | X5_1 | X5_2 | X5_3 | X5_4 | X5_5 | X5 | X6_1 | X6_2 | X6 |
|-----|------|------|------|------|------|-----|------|------|------|------|------|-----|------|------|------|------|------|-----|------|------|-----|
| 1 | 6 | 6 | 7 | 7 | 6 | 6.4 | 5 | 6 | 7 | 7 | 7 | 6.4 | 4 | 5 | 6 | 6 | 6 | 5.4 | 6 | 6 | 6 |
| 2 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 5 | 7 | 7 | 6 | 6 | 7 | 7 | 7 |
| 3 | 7 | 6 | 7 | 6 | 7 | 6.6 | 7 | 6 | 7 | 7 | 7 | 6.8 | 6 | 5 | 6 | 5 | 5 | 5.4 | 7 | 7 | 7 |
| 4 | 6 | 6 | 7 | 6 | 7 | 6.4 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 6 | 7 | 6 | 7 | 6.2 | 7 | 6 | 6.5 |
| 5 | 7 | 6 | 7 | 6 | 7 | 6.6 | 5 | 6 | 7 | 5 | 7 | 6 | 5 | 5 | 7 | 7 | 6 | 6 | 6 | 6 | 6 |
| 6 | 6 | 5 | 6 | 6 | 6 | 5.8 | 7 | 7 | 7 | 2 | 6 | 5.8 | 7 | 7 | 7 | 7 | 6 | 6.8 | 7 | 7 | 7 |
| 7 | 4 | 6 | 6 | 6 | 6 | 5.6 | 5 | 6 | 7 | 6 | 7 | 6.2 | 6 | 5 | 5 | 5 | 5 | 5.2 | 7 | 7 | 7 |
| 8 | 7 | 6 | 7 | 6 | 7 | 6.6 | 5 | 6 | 7 | 5 | 7 | 6 | 5 | 5 | 7 | 7 | 6 | 6 | 6 | 6 | 6 |
| 9 | 6 | 6 | 7 | 6 | 7 | 6.4 | 7 | 6 | 7 | 7 | 5 | 6.4 | 5 | 5 | 6 | 6 | 5 | 5.4 | 6 | 6 | 6 |
| 10 | 7 | 6 | 6 | 6 | 7 | 6.4 | 7 | 6 | 7 | 7 | 5 | 6.4 | 5 | 4 | 6 | 6 | 6 | 5.4 | 7 | 5 | 6 |
| 11 | 4 | 6 | 5 | 6 | 5 | 5.2 | 5 | 6 | 6 | 7 | 7 | 6.2 | 6 | 6 | 7 | 6 | 7 | 6.4 | 6 | 7 | 6.5 |
| 12 | 7 | 6 | 7 | 6 | 7 | 6.6 | 5 | 5 | 7 | 7 | 6 | 6 | 5 | 5 | 7 | 7 | 6 | 6 | 6 | 6 | 6 |
| 13 | 5 | 7 | 6 | 6 | 5 | 5.8 | 5 | 7 | 6 | 6 | 5 | 5.8 | 7 | 7 | 6 | 7 | 7 | 6.8 | 7 | 7 | 7 |
| 14 | 7 | 6 | 7 | 7 | 5 | 6.4 | 7 | 6 | 7 | 7 | 5 | 6.4 | 6 | 6 | 5 | 4 | 6 | 5.4 | 6 | 6 | 6 |
| 15 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 6 | 6 | 7 | 7 | 7 |
| 16 | 7 | 6 | 7 | 6 | 7 | 6.6 | 7 | 7 | 7 | 6 | 7 | 6.8 | 6 | 5 | 6 | 5 | 5 | 5.4 | 7 | 7 | 7 |
| 17 | 7 | 6 | 7 | 7 | 5 | 6.4 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 6 | 7 | 6 | 7 | 6.2 | 6 | 7 | 6.5 |
| 18 | 7 | 6 | 7 | 6 | 7 | 6.6 | 5 | 6 | 7 | 5 | 7 | 6 | 5 | 5 | 7 | 7 | 6 | 6 | 6 | 6 | 6 |
| 19 | 6 | 5 | 6 | 6 | 5 | 5.6 | 5 | 6 | 6 | 7 | 7 | 6.2 | 6 | 5 | 5 | 5 | 5 | 5.2 | 7 | 7 | 7 |
| 20 | 5 | 5 | 6 | 5 | 5 | 5.2 | 6 | 5 | 7 | 7 | 6 | 6.2 | 6 | 6 | 7 | 6 | 7 | 6.4 | 6 | 7 | 6.5 |
| 21 | 7 | 6 | 7 | 5 | 7 | 6.4 | 7 | 6 | 6 | 6 | 7 | 6.4 | 6 | 5 | 6 | 5 | 5 | 5.4 | 6 | 6 | 6 |
| 22 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 5 | 7 | 7 | 6 | 6 | 7 | 7 | 7 |
| 23 | 7 | 6 | 7 | 6 | 7 | 6.6 | 7 | 6 | 7 | 7 | 7 | 6.8 | 6 | 5 | 6 | 5 | 5 | 5.4 | 7 | 7 | 7 |
| 24 | 7 | 6 | 7 | 5 | 7 | 6.4 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 6 | 7 | 6 | 7 | 6.2 | 6 | 7 | 6.5 |
| 25 | 7 | 6 | 7 | 6 | 7 | 6.6 | 5 | 6 | 7 | 5 | 7 | 6 | 5 | 5 | 7 | 7 | 6 | 6 | 6 | 6 | 6 |
| 26 | 7 | 6 | 7 | 7 | 5 | 6.4 | 5 | 7 | 7 | 7 | 6 | 6.4 | 6 | 5 | 6 | 5 | 5 | 5.4 | 6 | 6 | 6 |
| 27 | 6 | 5 | 7 | 5 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 5 | 5 | 5 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 28 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |
| 29 | 5 | 4 | 4 | 4 | 4 | 4.6 | 5 | 3 | 4 | 6 | 6 | 4.8 | 6 | 5 | 4 | 5 | 5 | 5 | 5 | 6 | 5.5 |
| 30 | 6 | 5 | 6 | 6 | 6 | 5.8 | 5 | 6 | 5 | 6 | 6 | 5.6 | 3 | 3 | 3 | 3 | 3 | 3 | 6 | 7 | 6.5 |
| 31 | 5 | 5 | 6 | 6 | 5 | 5.4 | 6 | 5 | 5 | 4 | 5 | 5 | 6 | 5 | 4 | 5 | 5 | 5 | 6 | 6 | 6 |
| 32 | 6 | 5 | 6 | 6 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |
| 33 | 6 | 5 | 7 | 5 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 34 | 6 | 5 | 7 | 5 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 35 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |

Data Responden

| No. | X3 1 | X3 2 | X3 3 | X3 4 | X3 5 | X3 | X4 1 | X4 2 | X4 3 | X4 4 | X4 5 | X4 | X5 1 | X5 2 | X5 3 | X5 4 | X5 5 | X5 | X6 1 | X6 2 | X6 |
|-----|------|------|------|------|------|-----|------|------|------|------|------|-----|------|------|------|------|------|-----|------|------|-----|
| 36 | 6 | 5 | 7 | 5 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 37 | 6 | 5 | 7 | 5 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 38 | 6 | 5 | 6 | 6 | 6 | 5.8 | 5 | 5 | 6 | 6 | 6 | 5.6 | 3 | 3 | 3 | 3 | 3 | 3 | 7 | 6 | 6.5 |
| 39 | 5 | 5 | 6 | 6 | 5 | 5.4 | 6 | 5 | 5 | 4 | 5 | 5 | 6 | 5 | 4 | 5 | 5 | 5 | 6 | 6 | 6 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 6 | 6 | 6 | 6 | 6 | 6 | 4 | 5 | 4 | 5 | 5 | 4.6 | 7 | 6 | 6.5 |
| 41 | 5 | 5 | 6 | 6 | 5 | 5.4 | 6 | 5 | 5 | 3 | 5 | 4.8 | 6 | 5 | 5 | 6 | 4 | 5.2 | 6 | 6 | 6 |
| 42 | 6 | 5 | 7 | 5 | 6 | 5.8 | 6 | 5 | 5 | 5 | 5 | 5.2 | 7 | 6 | 6 | 7 | 7 | 6.4 | 6 | 6 | 6 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 6 | 6 | 7 | 5 | 5 | 5.8 | 6 | 5 | 5 | 6 | 4 | 5.2 | 6 | 7 | 6.5 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 6 | 5 | 5 | 5 | 5 | 5.2 | 5 | 5 | 7 | 6 | 6 | 5.8 | 6 | 7 | 6.5 |
| 45 | 5 | 5 | 6 | 6 | 6 | 5.6 | 5 | 6 | 6 | 7 | 7 | 6.2 | 6 | 5 | 5 | 5 | 5 | 5.2 | 7 | 7 | 7 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 6 | 5 | 7 | 7 | 4 | 5.8 | 6 | 5 | 4 | 6 | 5 | 5.2 | 6 | 7 | 6.5 |
| 47 | 7 | 6 | 7 | 5 | 7 | 6.4 | 7 | 6 | 6 | 6 | 7 | 6.4 | 6 | 5 | 6 | 5 | 5.4 | 6 | 6 | 6 | 6 |
| 48 | 6 | 5 | 7 | 5 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |
| 49 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 50 | 5 | 5 | 4 | 4 | 5 | 4.6 | 4 | 5 | 5 | 5 | 5 | 4.8 | 6 | 5 | 4 | 5 | 5 | 5 | 5 | 6 | 5.5 |
| 51 | 6 | 5 | 7 | 5 | 6 | 5.8 | 5 | 5 | 6 | 6 | 6 | 5.6 | 3 | 3 | 3 | 3 | 3 | 3 | 6 | 7 | 6.5 |
| 52 | 5 | 5 | 6 | 6 | 5 | 5.4 | 4 | 5 | 6 | 5 | 5 | 5 | 5 | 6 | 5 | 4 | 5 | 5 | 6 | 6 | 6 |
| 53 | 5 | 5 | 6 | 7 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 5 | 5 | 5 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 54 | 6 | 5 | 7 | 5 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 55 | 6 | 5 | 6 | 6 | 6 | 5.8 | 7 | 4 | 6 | 6 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 56 | 5 | 5 | 6 | 6 | 7 | 5.8 | 6 | 6 | 6 | 5 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |
| 57 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 58 | 6 | 5 | 7 | 5 | 6 | 5.8 | 5 | 6 | 5 | 5 | 7 | 5.6 | 3 | 3 | 3 | 3 | 3 | 3 | 6 | 7 | 6.5 |
| 59 | 5 | 5 | 6 | 6 | 5 | 5.4 | 5 | 6 | 5 | 4 | 5 | 5 | 6 | 5 | 4 | 5 | 5 | 5 | 6 | 6 | 6 |
| 60 | 5 | 5 | 6 | 7 | 6 | 5.8 | 6 | 6 | 6 | 5 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |
| 61 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 62 | 6 | 5 | 7 | 5 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 5 | 5 | 5 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 63 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 6 | 6 | 5 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |
| 64 | 6 | 5 | 7 | 5 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 65 | 6 | 5 | 6 | 6 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 66 | 6 | 5 | 7 | 5 | 6 | 5.8 | 5 | 6 | 6 | 5 | 6 | 5.6 | 3 | 3 | 3 | 3 | 3 | 3 | 6 | 7 | 6.5 |
| 67 | 5 | 5 | 6 | 6 | 5 | 5.4 | 4 | 5 | 6 | 5 | 5 | 5 | 6 | 5 | 4 | 5 | 5 | 5 | 6 | 6 | 6 |
| 68 | 7 | 6 | 7 | 6 | 7 | 6.6 | 5 | 6 | 7 | 5 | 7 | 6 | 5 | 5 | 7 | 7 | 6 | 6 | 6 | 6 | 6 |
| 69 | 6 | 5 | 7 | 5 | 6 | 5.8 | 6 | 6 | 6 | 5 | 6 | 5.8 | 5 | 5 | 5 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 70 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |

Data Responden

| No. | X3_1 | X3_2 | X3_3 | X3_4 | X3_5 | X3 | X4_1 | X4_2 | X4_3 | X4_4 | X4_5 | X4 | X5_1 | X5_2 | X5_3 | X5_4 | X5_5 | X5 | X6_1 | X6_2 | X6 |
|-----|------|------|------|------|------|-----|------|------|------|------|------|-----|------|------|------|------|------|-----|------|------|-----|
| 71 | 6 | 5 | 7 | 5 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 72 | 6 | 5 | 7 | 5 | 6 | 5.8 | 6 | 6 | 6 | 5 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 73 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 6 | 6 | 5 | 5.6 | 3 | 3 | 3 | 3 | 3 | 3 | 6 | 7 | 6.5 |
| 74 | 5 | 5 | 6 | 6 | 6 | 5.4 | 4 | 5 | 6 | 5 | 5 | 5 | 6 | 5 | 4 | 5 | 5 | 5 | 7 | 5 | 6 |
| 75 | 5 | 6 | 6 | 6 | 6 | 5.8 | 6 | 6 | 6 | 7 | 4 | 5.8 | 5 | 5 | 5 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 76 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 6 | 6 | 5 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |
| 77 | 5 | 5 | 6 | 7 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 78 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 6 | 5 | 5.2 | 5 | 4 | 4 | 4 | 4 | 4.2 | 6 | 6 | 6 |
| 79 | 4 | 4 | 4 | 4 | 6 | 4 | 6 | 6 | 6 | 5 | 6 | 5.8 | 5 | 5 | 3 | 3 | 5 | 4.2 | 7 | 7 | 7 |
| 80 | 6 | 5 | 7 | 5 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 5 | 5 | 4 | 5 | 5 | 4.8 | 7 | 7 | 7 |
| 81 | 6 | 5 | 6 | 6 | 6 | 5.8 | 5 | 5 | 5 | 7 | 6 | 5.6 | 3 | 3 | 3 | 3 | 3 | 3 | 6 | 7 | 6.5 |
| 82 | 7 | 6 | 7 | 6 | 7 | 6.6 | 5 | 6 | 7 | 5 | 7 | 6 | 5 | 5 | 7 | 7 | 6 | 6 | 6 | 6 | 6 |
| 83 | 6 | 6 | 6 | 5 | 6 | 5.8 | 6 | 6 | 6 | 5 | 6 | 5.8 | 5 | 5 | 5 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 84 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |
| 85 | 5 | 5 | 6 | 7 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 86 | 5 | 5 | 6 | 6 | 5 | 5.4 | 4 | 5 | 5 | 5 | 5 | 4.8 | 5 | 5 | 5 | 6 | 5 | 5.2 | 6 | 6 | 6 |
| 87 | 5 | 5 | 6 | 7 | 6 | 5.8 | 7 | 7 | 5 | 2 | 5 | 5.2 | 6 | 6 | 7 | 6 | 7 | 6.4 | 6 | 6 | 6 |
| 88 | 6 | 5 | 6 | 6 | 6 | 5.8 | 6 | 6 | 6 | 5 | 6 | 5.8 | 5 | 5 | 4 | 5 | 5 | 4.8 | 7 | 7 | 7 |
| 89 | 5 | 6 | 6 | 6 | 6 | 5.8 | 6 | 5 | 5 | 6 | 6 | 5.6 | 2 | 3 | 3 | 3 | 4 | 3 | 7 | 6 | 6.5 |
| 90 | 6 | 5 | 6 | 4 | 6 | 5.4 | 4 | 5 | 6 | 5 | 5 | 5 | 6 | 5 | 4 | 5 | 5 | 5 | 6 | 6 | 6 |
| 91 | 7 | 6 | 7 | 6 | 7 | 6.6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 7 | 7 | 6 | 6 | 6 | 6 | 6 |
| 92 | 6 | 5 | 7 | 5 | 6 | 5.8 | 6 | 6 | 6 | 5 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 93 | 6 | 6 | 6 | 5 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 5 | 5 | 5 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 94 | 5 | 5 | 6 | 7 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |
| 95 | 5 | 5 | 4 | 3 | 4 | 4.2 | 5 | 4 | 4 | 4 | 5 | 4.4 | 6 | 5 | 4 | 4 | 5 | 4.8 | 6 | 6 | 6 |
| 96 | 5 | 5 | 6 | 6 | 5 | 5.4 | 6 | 5 | 4 | 4 | 5 | 4.8 | 6 | 6 | 4 | 5 | 5 | 5.2 | 6 | 6 | 6 |
| 97 | 5 | 5 | 6 | 7 | 6 | 5.8 | 4 | 5 | 5 | 7 | 5 | 5.2 | 6 | 6 | 7 | 6 | 7 | 6.4 | 6 | 6 | 6 |
| 98 | 5 | 6 | 7 | 5 | 7 | 6 | 5 | 6 | 7 | 5 | 7 | 6 | 4 | 5 | 5 | 3 | 4 | 4.2 | 3 | 5 | 4 |
| 99 | 6 | 5 | 7 | 5 | 6 | 5.8 | 5 | 6 | 6 | 5 | 7 | 5.8 | 6 | 6 | 3 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 100 | 5 | 5 | 6 | 7 | 6 | 5.8 | 6 | 5 | 5 | 7 | 5 | 5.6 | 2 | 3 | 3 | 3 | 4 | 3 | 7 | 6 | 6.5 |
| 101 | 5 | 5 | 6 | 6 | 5 | 5.4 | 4 | 5 | 6 | 5 | 5 | 5 | 6 | 5 | 4 | 5 | 5 | 5 | 6 | 6 | 6 |
| 102 | 7 | 6 | 7 | 6 | 7 | 6.6 | 5 | 6 | 7 | 5 | 7 | 6 | 5 | 5 | 7 | 7 | 6 | 6 | 6 | 6 | 6 |
| 103 | 5 | 5 | 6 | 7 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 5 | 5 | 5 | 4 | 5 | 4.8 | 7 | 7 | 7 |
| 104 | 6 | 5 | 6 | 6 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 | 7 |
| 105 | 5 | 5 | 6 | 6 | 5 | 5.4 | 4 | 5 | 6 | 5 | 5 | 5 | 6 | 5 | 4 | 5 | 5 | 5 | 6 | 6 | 6 |

Data Responden

| No. | X3_1 | X3_2 | X3_3 | X3_4 | X3_5 | X3 | X4_1 | X4_2 | X4_3 | X4_4 | X4_5 | X4 | X5_1 | X5_2 | X5_3 | X5_4 | X5_5 | X6_1 | X6_2 | X6 |
|-----|------|------|------|------|------|-----|------|------|------|------|------|-----|------|------|------|------|------|------|------|-----|
| 106 | 7 | 6 | 7 | 6 | 7 | 6.6 | 5 | 6 | 7 | 5 | 7 | 6 | 5 | 5 | 7 | 7 | 6 | 6 | 6 | 6 |
| 107 | 5 | 6 | 6 | 6 | 6 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 |
| 108 | 6 | 5 | 7 | 7 | 4 | 5.8 | 5 | 5 | 6 | 6 | 6 | 5.6 | 2 | 3 | 4 | 3 | 3 | 7 | 6 | 6.5 |
| 109 | 6 | 5 | 6 | 5 | 5 | 5.4 | 4 | 5 | 6 | 5 | 5 | 5 | 6 | 5 | 4 | 5 | 5 | 5 | 6 | 6 |
| 110 | 6 | 5 | 7 | 5 | 6 | 5.8 | 6 | 6 | 6 | 5 | 6 | 5.8 | 5 | 5 | 5 | 4 | 5 | 4.8 | 7 | 7 |
| 111 | 6 | 6 | 6 | 6 | 5 | 5.8 | 6 | 5 | 6 | 6 | 6 | 5.8 | 4 | 5 | 4 | 6 | 5 | 4.8 | 7 | 7 |
| 112 | 5 | 5 | 7 | 6 | 6 | 5.8 | 5 | 5 | 6 | 7 | 6 | 5.8 | 6 | 5 | 4 | 4 | 5 | 4.8 | 7 | 7 |

Output Validitas Variabel Kualitas

Correlations

| | | Correlations | | | | | |
|------|---------------------|--------------|--------|--------|--------|--------|--------|
| | | X1_1 | X1_2 | X1_3 | X1_4 | X1_5 | X1 |
| X1_1 | Pearson Correlation | 1 | ,590** | ,675** | ,567** | ,360** | ,786** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 112 | 112 | 112 | 112 | 112 | 112 |
| X1_2 | Pearson Correlation | ,590** | 1 | ,600** | ,607** | ,543** | ,841** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 112 | 112 | 112 | 112 | 112 | 112 |
| X1_3 | Pearson Correlation | ,675** | ,600** | 1 | ,580** | ,388** | ,803** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 | ,000 |
| | N | 112 | 112 | 112 | 112 | 112 | 112 |
| X1_4 | Pearson Correlation | ,567** | ,607** | ,580** | 1 | ,516** | ,824** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 112 | 112 | 112 | 112 | 112 | 112 |
| X1_5 | Pearson Correlation | ,360** | ,543** | ,388** | ,516** | 1 | ,725** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 |
| | N | 112 | 112 | 112 | 112 | 112 | 112 |
| X1 | Pearson Correlation | ,786** | ,841** | ,803** | ,824** | ,725** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 112 | 112 | 112 | 112 | 112 | 112 |

** . Correlation is significant at the 0.01 level (2-tailed).

Output Validitas Variabel Warna

Correlations

Correlations

| | X2_1 | X2_2 | X2_3 | X2_4 | X2_5 | X2 |
|--------------------------|--------|--------|--------|--------|--------|--------|
| X2_1 Pearson Correlation | 1 | ,604** | ,725** | ,045 | ,222* | ,715** |
| Sig. (2-tailed) | | ,000 | ,000 | ,640 | ,019 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X2_2 Pearson Correlation | ,604** | 1 | ,444** | -,037 | ,247** | ,612** |
| Sig. (2-tailed) | ,000 | | ,000 | ,699 | ,009 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X2_3 Pearson Correlation | ,725** | ,444** | 1 | ,243** | ,385** | ,770** |
| Sig. (2-tailed) | ,000 | ,000 | | ,010 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X2_4 Pearson Correlation | ,045 | -,037 | ,243** | 1 | ,809** | ,634** |
| Sig. (2-tailed) | ,640 | ,699 | ,010 | | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X2_5 Pearson Correlation | ,222* | ,247** | ,385** | ,809** | 1 | ,778** |
| Sig. (2-tailed) | ,019 | ,009 | ,000 | ,000 | | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X2 Pearson Correlation | ,715** | ,612** | ,770** | ,634** | ,778** | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| N | 112 | 112 | 112 | 112 | 112 | 112 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Output Validitas Variabel Komposisi

Correlations

Correlations

| | X3_1 | X3_2 | X3_3 | X3_4 | X3_5 | X3 |
|--------------------------|--------|--------|--------|--------|--------|--------|
| X3_1 Pearson Correlation | 1 | ,584** | ,726** | ,221* | ,679** | ,830** |
| Sig. (2-tailed) | | ,000 | ,000 | ,019 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X3_2 Pearson Correlation | ,584** | 1 | ,544** | ,434** | ,579** | ,784** |
| Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X3_3 Pearson Correlation | ,726** | ,544** | 1 | ,359** | ,657** | ,851** |
| Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X3_4 Pearson Correlation | ,221* | ,434** | ,359** | 1 | ,287** | ,597** |
| Sig. (2-tailed) | ,019 | ,000 | ,000 | | ,002 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X3_5 Pearson Correlation | ,679** | ,579** | ,657** | ,287** | 1 | ,826** |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,002 | | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X3 Pearson Correlation | ,830** | ,784** | ,851** | ,597** | ,826** | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| N | 112 | 112 | 112 | 112 | 112 | 112 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Output Validitas Variabel Keragaman

Correlations

Correlations

| | X4_1 | X4_2 | X4_3 | X4_4 | X4_5 | X4 |
|--------------------------|--------|--------|--------|--------|--------|--------|
| X4_1 Pearson Correlation | 1 | ,398** | ,249** | ,068 | ,189* | ,582** |
| Sig. (2-tailed) | | ,000 | ,008 | ,474 | ,046 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X4_2 Pearson Correlation | ,398** | 1 | ,555** | -,062 | ,429** | ,652** |
| Sig. (2-tailed) | ,000 | | ,000 | ,514 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X4_3 Pearson Correlation | ,249** | ,555** | 1 | ,308** | ,495** | ,770** |
| Sig. (2-tailed) | ,008 | ,000 | | ,001 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X4_4 Pearson Correlation | ,068 | -,062 | ,308** | 1 | ,228* | ,559** |
| Sig. (2-tailed) | ,474 | ,514 | ,001 | | ,016 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X4_5 Pearson Correlation | ,189* | ,429** | ,495** | ,228* | 1 | ,689** |
| Sig. (2-tailed) | ,046 | ,000 | ,000 | ,016 | | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X4 Pearson Correlation | ,582** | ,652** | ,770** | ,559** | ,689** | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| N | 112 | 112 | 112 | 112 | 112 | 112 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Output Validitas Variabel Harga

Correlations

Correlations

| | X5_1 | X5_2 | X5_3 | X5_4 | X5_5 | X5 |
|--------------------------|--------|--------|--------|--------|--------|--------|
| X5_1 Pearson Correlation | 1 | ,713** | ,316** | ,207* | ,516** | ,648** |
| Sig. (2-tailed) | | ,000 | ,001 | ,029 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X5_2 Pearson Correlation | ,713** | 1 | ,519** | ,531** | ,805** | ,842** |
| Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X5_3 Pearson Correlation | ,316** | ,519** | 1 | ,702** | ,771** | ,845** |
| Sig. (2-tailed) | ,001 | ,000 | | ,000 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X5_4 Pearson Correlation | ,207* | ,531** | ,702** | 1 | ,699** | ,798** |
| Sig. (2-tailed) | ,029 | ,000 | ,000 | | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X5_5 Pearson Correlation | ,516** | ,805** | ,771** | ,699** | 1 | ,925** |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| X5 Pearson Correlation | ,648** | ,842** | ,845** | ,798** | ,925** | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| N | 112 | 112 | 112 | 112 | 112 | 112 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Output Validitas Variabel Kemudahan

Correlations

Correlations

| | | X6_1 | X6_2 | X6 |
|------|---------------------|--------|--------|--------|
| X6_1 | Pearson Correlation | 1 | ,584** | ,906** |
| | Sig. (2-tailed) | | ,000 | ,000 |
| | N | 112 | 112 | 112 |
| X6_2 | Pearson Correlation | ,584** | 1 | ,873** |
| | Sig. (2-tailed) | ,000 | | ,000 |
| | N | 112 | 112 | 112 |
| X6 | Pearson Correlation | ,906** | ,873** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | |
| | N | 112 | 112 | 112 |

** . Correlation is significant at the 0.01 level (2-tailed).

Output Validitas Variabel Reputasi Merek

Correlations

| | Y_1 | Y_2 | Y_3 | Y_4 | Y_5 | Y |
|-------------------------|--------|--------|--------|--------|--------|--------|
| Y_1 Pearson Correlation | 1 | ,733** | ,551** | ,565** | ,374** | ,795** |
| Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| Y_2 Pearson Correlation | ,733** | 1 | ,593** | ,507** | ,570** | ,846** |
| Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| Y_3 Pearson Correlation | ,551** | ,593** | 1 | ,443** | ,660** | ,834** |
| Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| Y_4 Pearson Correlation | ,565** | ,507** | ,443** | 1 | ,441** | ,745** |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| Y_5 Pearson Correlation | ,374** | ,570** | ,660** | ,441** | 1 | ,760** |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 |
| N | 112 | 112 | 112 | 112 | 112 | 112 |
| Y Pearson Correlation | ,795** | ,846** | ,834** | ,745** | ,760** | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| N | 112 | 112 | 112 | 112 | 112 | 112 |

** Correlation is significant at the 0.01 level (2-tailed).

Output Reliabilitas Variabel Kualitas

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 112 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 112 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .852 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| X1_1 | 5.18 | .997 | 112 |
| X1_2 | 4.97 | 1.111 | 112 |
| X1_3 | 5.10 | 1.031 | 112 |
| X1_4 | 4.89 | 1.118 | 112 |
| X1_5 | 4.82 | 1.217 | 112 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1_1 | 19.79 | 13.089 | .670 | .821 |
| X1_2 | 19.99 | 12.027 | .734 | .803 |
| X1_3 | 19.87 | 12.784 | .688 | .816 |
| X1_4 | 20.07 | 12.157 | .707 | .810 |
| X1_5 | 20.14 | 12.718 | .544 | .857 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 24.96 | 18.918 | 4.349 | 5 |

Output Reliabilitas Variabel Warna

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 112 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 112 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .721 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| X2_1 | 6.46 | 1.004 | 112 |
| X2_2 | 6.24 | .913 | 112 |
| X2_3 | 6.23 | .816 | 112 |
| X2_4 | 3.65 | 1.228 | 112 |
| X2_5 | 4.33 | .842 | 112 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X2_1 | 20.46 | 7.367 | .510 | .661 |
| X2_2 | 20.68 | 8.256 | .394 | .705 |
| X2_3 | 20.69 | 7.622 | .636 | .623 |
| X2_4 | 23.27 | 7.459 | .326 | .758 |
| X2_5 | 22.59 | 7.487 | .642 | .618 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 26.92 | 11.156 | 3.340 | 5 |

Output Reliabilitas Variabel Komposisi

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 112 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 112 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .831 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| X3_1 | 5.79 | .843 | 112 |
| X3_2 | 5.30 | .627 | 112 |
| X3_3 | 6.27 | .816 | 112 |
| X3_4 | 5.72 | .841 | 112 |
| X3_5 | 5.89 | .809 | 112 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X3_1 | 23.19 | 5.775 | .705 | .774 |
| X3_2 | 23.67 | 6.728 | .682 | .791 |
| X3_3 | 22.71 | 5.759 | .744 | .763 |
| X3_4 | 23.25 | 6.982 | .372 | .870 |
| X3_5 | 23.08 | 5.912 | .705 | .775 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 28.97 | 9.342 | 3.056 | 5 |

Output Reliabilitas Variabel Keragaman

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 112 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 112 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .625 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| X4_1 | 5.60 | .854 | 112 |
| X4_2 | 5.53 | .735 | 112 |
| X4_3 | 6.06 | .714 | 112 |
| X4_4 | 5.82 | 1.076 | 112 |
| X4_5 | 5.96 | .747 | 112 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X4_1 | 23.38 | 5.083 | .304 | .608 |
| X4_2 | 23.45 | 4.988 | .443 | .544 |
| X4_3 | 22.91 | 4.587 | .617 | .466 |
| X4_4 | 23.15 | 4.959 | .181 | .705 |
| X4_5 | 23.01 | 4.820 | .489 | .521 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 28.97 | 6.981 | 2.642 | 5 |

Output Reliabilitas Variabel Harga

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 112 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 112 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .852 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| X5_1 | 5.13 | 1.086 | 112 |
| X5_2 | 4.96 | .752 | 112 |
| X5_3 | 4.84 | 1.298 | 112 |
| X5_4 | 5.04 | 1.222 | 112 |
| X5_5 | 5.13 | .902 | 112 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X5_1 | 19.96 | 13.214 | .458 | .873 |
| X5_2 | 20.13 | 13.198 | .777 | .811 |
| X5_3 | 20.25 | 10.387 | .709 | .813 |
| X5_4 | 20.05 | 11.222 | .646 | .829 |
| X5_5 | 19.96 | 11.746 | .882 | .774 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 25.09 | 18.010 | 4.244 | 5 |

Output Reliabilitas Variabel Kemudahan

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 112 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 112 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .733 | 2 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| X6_1 | 6.52 | .629 | 112 |
| X6_2 | 6.58 | .548 | 112 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X6_1 | 6.58 | .300 | .584 | . ^a |
| X6_2 | 6.52 | .396 | .584 | . ^a |

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

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 13.10 | 1.098 | 1.048 | 2 |

Output Reliabilitas Variabel Reputasi Merek

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 112 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 112 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .849 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|------|----------------|-----|
| Y_1 | 5.19 | .637 | 112 |
| Y_2 | 5.19 | .754 | 112 |
| Y_3 | 4.93 | .937 | 112 |
| Y_4 | 4.93 | .813 | 112 |
| Y_5 | 5.27 | .657 | 112 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y_1 | 20.31 | 6.523 | .694 | .814 |
| Y_2 | 20.31 | 5.892 | .746 | .795 |
| Y_3 | 20.57 | 5.328 | .690 | .816 |
| Y_4 | 20.57 | 6.175 | .582 | .840 |
| Y_5 | 20.23 | 6.594 | .641 | .825 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 25.50 | 9.189 | 3.031 | 5 |

Output Crosstab Karakteristik Pekerjaan V.S. Asal Kosmetik

Crosstabs

Case Processing Summary

| | Cases | | | | | |
|---------------------------|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Pekerjaan * Asal Kosmetik | 112 | 100.0% | 0 | .0% | 112 | 100.0% |

Pekerjaan * Asal Kosmetik Crosstabulation

Count

| | | Asal Kosmetik | | | | Total |
|-----------|------------|---------------|------|----------|----|-------|
| | | Indonesia | Cina | Perancis | AS | |
| Pekerjaan | Mahasiswi | 29 | 3 | 8 | 8 | 48 |
| | K. Swasta | 27 | 5 | 4 | 8 | 44 |
| | Wiraswasta | 5 | 3 | 8 | | 16 |
| | Lainnya | 4 | | | | 4 |
| Total | | 65 | 11 | 20 | 16 | 112 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 21.162 ^a | 9 | .012 |
| Likelihood Ratio | 22.426 | 9 | .008 |
| Linear-by-Linear Association | .000 | 1 | .994 |
| N of Valid Cases | 112 | | |

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .39.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | .399 | .012 |
| N of Valid Cases | | 112 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Output Crosstab Karakteristik Usia V.S. Asal Kosmetik

Crosstabs

Case Processing Summary

| | Cases | | | | | |
|----------------------|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Usia * Asal Kosmetik | 112 | 100.0% | 0 | .0% | 112 | 100.0% |

Usia * Asal Kosmetik Crosstabulation

| Count | | Asal Kosmetik | | | | Total |
|-------|------------|---------------|------|----------|----|-------|
| | | Indonesia | Cina | Perancis | AS | |
| Usia | 18 - 25 th | 39 | 5 | 12 | 8 | 64 |
| | 26 - 35 th | 18 | 6 | | 8 | 32 |
| | 36 - 45 th | 8 | | 8 | | 16 |
| Total | | 65 | 11 | 20 | 16 | 112 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 24.720 ^a | 6 | .000 |
| Likelihood Ratio | 30.229 | 6 | .000 |
| Linear-by-Linear Association | .373 | 1 | .541 |
| N of Valid Cases | 112 | | |

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is 1.57.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | .425 | .000 |
| N of Valid Cases | | 112 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Output Crosstab Karakteristik Pendapatan V.S. Asal Kosmetik

Crosstabs

Case Processing Summary

| | Cases | | | | | |
|----------------------------|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Pendapatan * Asal Kosmetik | 112 | 100.0% | 0 | .0% | 112 | 100.0% |

Pendapatan * Asal Kosmetik Crosstabulation

| Count | | Asal Kosmetik | | | | Total |
|------------|---------------|---------------|------|----------|----|-------|
| | | Indonesia | Cina | Perancis | AS | |
| Pendapatan | < Rp 1 juta | 58 | 10 | 12 | 12 | 92 |
| | Rp 1 - 2 juta | 4 | | | 4 | 8 |
| | > Rp 3 juta | 3 | 1 | 8 | | 12 |
| Total | | 65 | 11 | 20 | 16 | 112 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 31.247 ^a | 6 | .000 |
| Likelihood Ratio | 26.432 | 6 | .000 |
| Linear-by-Linear Association | 4.431 | 1 | .035 |
| N of Valid Cases | 112 | | |

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .79.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | .467 | .000 |
| N of Valid Cases | | 112 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Output Oneway ANOVA Karakteristik Pekerjaan

Oneway

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-----------|----------------|----------------|-----|-------------|-------|------|
| Kualitas | Between Groups | 2.879 | 3 | .960 | 1.278 | .286 |
| | Within Groups | 81.115 | 108 | .751 | | |
| | Total | 83.994 | 111 | | | |
| Warna | Between Groups | 9.107E-02 | 3 | 3.036E-02 | .066 | .978 |
| | Within Groups | 49.440 | 108 | .458 | | |
| | Total | 49.531 | 111 | | | |
| Komposisi | Between Groups | 7.080E-02 | 3 | 2.360E-02 | .062 | .980 |
| | Within Groups | 41.406 | 108 | .383 | | |
| | Total | 41.477 | 111 | | | |
| Keragaman | Between Groups | .251 | 3 | 8.360E-02 | .294 | .830 |
| | Within Groups | 30.746 | 108 | .285 | | |
| | Total | 30.997 | 111 | | | |
| Harga | Between Groups | .208 | 3 | 6.943E-02 | .094 | .963 |
| | Within Groups | 79.756 | 108 | .738 | | |
| | Total | 79.964 | 111 | | | |
| Reputasi | Between Groups | 1.392 | 3 | .464 | 1.271 | .288 |
| | Within Groups | 39.408 | 108 | .365 | | |
| | Total | 40.800 | 111 | | | |
| Kemudahan | Between Groups | 1.362 | 3 | .454 | 1.684 | .175 |
| | Within Groups | 29.118 | 108 | .270 | | |
| | Total | 30.480 | 111 | | | |

Output Oneway ANOVA Karakteristik Usia

Oneway

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-----------|----------------|----------------|-----|-------------|-------|------|
| Kualitas | Between Groups | 1.219 | 2 | .610 | .803 | .451 |
| | Within Groups | 82.775 | 109 | .759 | | |
| | Total | 83.994 | 111 | | | |
| Warna | Between Groups | .179 | 2 | 8.929E-02 | .197 | .821 |
| | Within Groups | 49.353 | 109 | .453 | | |
| | Total | 49.531 | 111 | | | |
| Komposisi | Between Groups | .192 | 2 | 9.621E-02 | .254 | .776 |
| | Within Groups | 41.284 | 109 | .379 | | |
| | Total | 41.477 | 111 | | | |
| Keragaman | Between Groups | .212 | 2 | .106 | .376 | .687 |
| | Within Groups | 30.784 | 109 | .282 | | |
| | Total | 30.997 | 111 | | | |
| Harga | Between Groups | 2.041 | 2 | 1.020 | 1.427 | .244 |
| | Within Groups | 77.924 | 109 | .715 | | |
| | Total | 79.964 | 111 | | | |
| Reputasi | Between Groups | .634 | 2 | .317 | .860 | .426 |
| | Within Groups | 40.166 | 109 | .368 | | |
| | Total | 40.800 | 111 | | | |
| Kemudahan | Between Groups | 1.527 | 2 | .763 | 2.874 | .061 |
| | Within Groups | 28.953 | 109 | .266 | | |
| | Total | 30.480 | 111 | | | |

Output Oneway ANOVA Karakteristik Pendapatan

Oneway

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-----------|----------------|----------------|-----|-------------|------|------|
| Kualitas | Between Groups | 3.972E-02 | 2 | 1.986E-02 | .026 | .975 |
| | Within Groups | 83.955 | 109 | .770 | | |
| | Total | 83.994 | 111 | | | |
| Warna | Between Groups | .140 | 2 | 6.981E-02 | .154 | .857 |
| | Within Groups | 49.391 | 109 | .453 | | |
| | Total | 49.531 | 111 | | | |
| Komposisi | Between Groups | 1.599E-02 | 2 | 7.994E-03 | .021 | .979 |
| | Within Groups | 41.461 | 109 | .380 | | |
| | Total | 41.477 | 111 | | | |
| Keragaman | Between Groups | 2.208E-02 | 2 | 1.104E-02 | .039 | .962 |
| | Within Groups | 30.975 | 109 | .284 | | |
| | Total | 30.997 | 111 | | | |
| Harga | Between Groups | .198 | 2 | 9.881E-02 | .135 | .874 |
| | Within Groups | 79.767 | 109 | .732 | | |
| | Total | 79.964 | 111 | | | |
| Reputasi | Between Groups | .667 | 2 | .334 | .906 | .407 |
| | Within Groups | 40.133 | 109 | .368 | | |
| | Total | 40.800 | 111 | | | |
| Kemudahan | Between Groups | .192 | 2 | 9.616E-02 | .346 | .708 |
| | Within Groups | 30.288 | 109 | .278 | | |
| | Total | 30.480 | 111 | | | |

Output Oneway ANOVA Karakteristik Negara Asal Kosmetik

Oneway

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-----------|----------------|----------------|-----|-------------|-------|------|
| Kualitas | Between Groups | .881 | 3 | .294 | .382 | .767 |
| | Within Groups | 83.113 | 108 | .770 | | |
| | Total | 83.994 | 111 | | | |
| Warna | Between Groups | 5.385 | 3 | 1.795 | 4.391 | .006 |
| | Within Groups | 44.146 | 108 | .409 | | |
| | Total | 49.531 | 111 | | | |
| Komposisi | Between Groups | 1.372 | 3 | .457 | 1.231 | .302 |
| | Within Groups | 40.105 | 108 | .371 | | |
| | Total | 41.477 | 111 | | | |
| Keragaman | Between Groups | 1.613 | 3 | .538 | 1.976 | .122 |
| | Within Groups | 29.384 | 108 | .272 | | |
| | Total | 30.997 | 111 | | | |
| Harga | Between Groups | 1.231 | 3 | .410 | .563 | .641 |
| | Within Groups | 78.733 | 108 | .729 | | |
| | Total | 79.964 | 111 | | | |
| Reputasi | Between Groups | .642 | 3 | .214 | .575 | .633 |
| | Within Groups | 40.158 | 108 | .372 | | |
| | Total | 40.800 | 111 | | | |
| Kemudahan | Between Groups | .383 | 3 | .128 | .459 | .712 |
| | Within Groups | 30.097 | 108 | .279 | | |
| | Total | 30.480 | 111 | | | |

T-Test

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|-----------|-----|--------|----------------|-----------------|
| Kualitas | 112 | 4.9929 | .8699 | .0822 |
| Warna | 112 | 5.3839 | .6680 | .0631 |
| Komposisi | 112 | 5.7946 | .6113 | .0578 |
| Keragaman | 112 | 5.7946 | .5284 | .0499 |
| Harga | 112 | 5.0179 | .8488 | .0802 |
| Reputasi | 112 | 5.1000 | .6063 | .0573 |
| Kemudahan | 112 | 6.5491 | .5240 | .0495 |

One-Sample Test

| | Test Value = 4.43 | | | | | |
|-----------|-------------------|-----|-----------------|-----------------|---|--------|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| Kualitas | 6.848 | 111 | .000 | .5629 | .4000 | .7257 |
| Warna | 15.113 | 111 | .000 | .9539 | .8289 | 1.0790 |
| Komposisi | 23.626 | 111 | .000 | 1.3646 | 1.2502 | 1.4791 |
| Keragaman | 27.329 | 111 | .000 | 1.3646 | 1.2657 | 1.4636 |
| Harga | 7.330 | 111 | .000 | .5879 | .4289 | .7468 |
| Reputasi | 11.695 | 111 | .000 | .6700 | .5565 | .7835 |
| Kemudahan | 42.797 | 111 | .000 | 2.1191 | 2.0210 | 2.2172 |

T-Test

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|-----------|-----|--------|----------------|-----------------|
| Kualitas | 112 | 4.9929 | .8699 | .0822 |
| Warna | 112 | 5.3839 | .6680 | .0631 |
| Komposisi | 112 | 5.7946 | .6113 | .0578 |
| Keragaman | 112 | 5.7946 | .5284 | .0499 |
| Harga | 112 | 5.0179 | .8488 | .0802 |
| Reputasi | 112 | 5.1000 | .6063 | .0573 |
| Kemudahan | 112 | 6.5491 | .5240 | .0495 |

One-Sample Test

| | Test Value = 5.29 | | | | | |
|-----------|-------------------|-----|-----------------|-----------------|---|--------|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| Kualitas | -3.615 | 111 | .000 | -.2971 | -.4600 | -.1343 |
| Warna | 1.488 | 111 | .140 | .0939 | -.0311 | .2190 |
| Komposisi | 8.737 | 111 | .000 | .5046 | .3902 | .6191 |
| Keragaman | 10.106 | 111 | .000 | .5046 | .4057 | .6036 |
| Harga | -3.393 | 111 | .001 | -.2721 | -.4311 | -.1132 |
| Reputasi | -3.317 | 111 | .001 | -.1900 | -.3035 | -.0765 |
| Kemudahan | 25.429 | 111 | .000 | 1.2591 | 1.1610 | 1.3572 |

Regresi Atribut Produk, Harga dan Kemudahan untuk Memperoleh Produk terhadap Reputasi Merek

Regression

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------|-------------------|---|
| 1 | Harga | . | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2 | Komposisi | . | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

a. Dependent Variable: Reputasi

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .501 ^a | .251 | .245 | .5269 |
| 2 | .581 ^b | .338 | .326 | .4978 |

a. Predictors: (Constant), Harga

b. Predictors: (Constant), Harga, Komposisi

ANOVA^c

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 10.258 | 1 | 10.258 | 36.944 | .000 ^a |
| | Residual | 30.542 | 110 | .278 | | |
| | Total | 40.800 | 111 | | | |
| 2 | Regression | 13.786 | 2 | 6.893 | 27.814 | .000 ^b |
| | Residual | 27.014 | 109 | .248 | | |
| | Total | 40.800 | 111 | | | |

a. Predictors: (Constant), Harga

b. Predictors: (Constant), Harga, Komposisi

c. Dependent Variable: Reputasi

Analisis Regresi

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.303 | .300 | | 11.015 | .000 |
| | Harga | .358 | .059 | .501 | 6.078 | .000 |
| 2 | (Constant) | 1.857 | .477 | | 3.897 | .000 |
| | Harga | .294 | .058 | .412 | 5.056 | .000 |
| | Komposisi | .305 | .081 | .307 | 3.773 | .000 |

a. Dependent Variable: Reputasi

Excluded Variables^c

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics |
|-------|-----------|--------------------|-------|------|---------------------|-------------------------|
| | | | | | | Tolerance |
| 1 | Kualitas | .257 ^a | 2.770 | .007 | .256 | .745 |
| | Warna | .173 ^a | 2.080 | .040 | .195 | .951 |
| | Komposisi | .307 ^a | 3.773 | .000 | .340 | .915 |
| | Keragaman | .218 ^a | 2.588 | .011 | .241 | .908 |
| | Kemudahan | -.017 ^a | -.200 | .842 | -.019 | .980 |
| 2 | Kualitas | .132 ^b | 1.312 | .192 | .125 | .598 |
| | Warna | -.081 ^b | -.717 | .475 | -.069 | .473 |
| | Keragaman | .055 ^b | .536 | .593 | .051 | .589 |
| | Kemudahan | -.047 ^b | -.592 | .555 | -.057 | .971 |

a. Predictors in the Model: (Constant), Harga

b. Predictors in the Model: (Constant), Harga, Komposisi

c. Dependent Variable: Reputasi

Regresi Karakteristik Responden, Komposisi, dan Interaksinya terhadap Reputasi Merek

Regression

Variables Entered/Removed(a)

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------|-------------------|---|
| 1 | Komposisi | | Stepwise (Criteria: Probability -of-F-to-enter <= .050, Probability -of-F-to-remove >= .100). |

a. Dependent Variable: Reputasi

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|---------|----------|-------------------|----------------------------|
| 1 | .427(a) | .183 | .175 | .55061 |

a. Predictors: (Constant), Komposisi

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 7.451 | 1 | 7.451 | 24.578 | .000 ^a |
| | Residual | 33.349 | 110 | .303 | | |
| | Total | 40.800 | 111 | | | |

a. Predictors: (Constant), Komposisi

b. Dependent Variable: Reputasi

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.644 | .498 | | 5.308 | .000 |
| | Komposisi | .424 | .085 | .427 | 4.958 | .000 |

a. Dependent Variable: Reputasi

Excluded Variables^b

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics |
|-------|-----------------------|--------------------|--------|------|---------------------|-------------------------|
| | | | | | | Tolerance |
| 1 | Pekerjaan*Komposisi | -.020 ^a | -.230 | .819 | -.022 | .987 |
| | Usia*Komposisi | -.065 ^a | -.723 | .471 | -.069 | .928 |
| | Pendapatan*Komposisi | .032 ^a | .361 | .719 | .035 | .979 |
| | Negara Asal*Komposisi | -.113 ^a | -1.269 | .207 | -.121 | .933 |

a. Predictors in the Model: (Constant), Komposisi

b. Dependent Variable: Reputasi

Regresi Karakteristik Responden, Harga, dan Interaksinya terhadap Reputasi Merek

Regression

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------|-------------------|---|
| 1 | Harga | | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

a. Dependent Variable: Reputasi

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .501 ^a | .251 | .245 | .52693 |

a. Predictors: (Constant), Harga

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 10.258 | 1 | 10.258 | 36.944 | .000 ^a |
| | Residual | 30.542 | 110 | .278 | | |
| | Total | 40.800 | 111 | | | |

a. Predictors: (Constant), Harga

b. Dependent Variable: Reputasi

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.303 | .300 | | 11.015 | .000 |
| | Harga | .358 | .059 | .501 | 6.078 | .000 |

a. Dependent Variable: Reputasi

Excluded Variables^b

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics |
|-------|-------------------|--------------------|-------|------|---------------------|-------------------------|
| | | | | | | Tolerance |
| 1 | Pekerjaan*Harga | -.014 ^a | -.168 | .867 | -.016 | .955 |
| | Usia*Harga | -.049 ^a | -.555 | .580 | -.053 | .890 |
| | Pendapatan*Harga | .020 ^a | .230 | .819 | .022 | .923 |
| | Negara Asal*Harga | -.051 ^a | -.599 | .550 | -.057 | .948 |

a. Predictors in the Model: (Constant), Harga

b. Dependent Variable: Reputasi

T- Test Indikator Variabel Komposisi

T-Test

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|------|-----|--------|----------------|-----------------|
| X3_1 | 112 | 5.7857 | .8429 | .0796 |
| X3_2 | 112 | 5.3036 | .6273 | .0593 |
| X3_3 | 112 | 6.2679 | .8163 | .0771 |
| X3_4 | 112 | 5.7232 | .8405 | .0794 |
| X3_5 | 112 | 5.8929 | .8094 | .0765 |

One-Sample Test

| | Test Value = 5.79 | | | | | |
|------|-------------------|-----|-----------------|-----------------|---|-------|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| X3_1 | -.054 | 111 | .957 | -.004 | -.162 | .154 |
| X3_2 | -8.206 | 111 | .000 | -.486 | -.604 | -.369 |
| X3_3 | 6.195 | 111 | .000 | .478 | .325 | .631 |
| X3_4 | -.841 | 111 | .402 | -.067 | -.224 | .091 |
| X3_5 | 1.345 | 111 | .181 | .103 | -.049 | .254 |

T-Test Indikator Variabel Harga

T-Test

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|------|-----|--------|----------------|-----------------|
| X5_1 | 112 | 5.1339 | 1.0863 | .1026 |
| X5_2 | 112 | 4.9554 | .7520 | .0711 |
| X5_3 | 112 | 4.8393 | 1.2983 | .1227 |
| X5_4 | 112 | 5.0357 | 1.2224 | .1155 |
| X5_5 | 112 | 5.1250 | .9017 | .0852 |

One-Sample Test

| | Test Value = 5.02 | | | | | |
|------|-------------------|-----|-----------------|-----------------|---|-------|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| X5_1 | 1.110 | 111 | .269 | .114 | -.089 | .317 |
| X5_2 | -.910 | 111 | .365 | -.065 | -.205 | .076 |
| X5_3 | -1.473 | 111 | .144 | -.181 | -.424 | .062 |
| X5_4 | .136 | 111 | .892 | .016 | -.213 | .245 |
| X5_5 | 1.232 | 111 | .220 | .105 | -.064 | .274 |