

BAB V

KESIMPULAN DAN IMPLIKASI MANAJERIAL

Berdasarkan hasil analisis pada bab empat maka pada bab lima ini penulis akan menyimpulkan hasil dari penelitian yang telah dilakukan. Berdasarkan hasil analisis, penulis juga akan memberikan saran bagi pihak-pihak yang berkepentingan dalam hal ini para pemasar untuk produk kamera saku digital.

5.1. Kesimpulan

1. Penilaian konsumen terhadap dimensi-dimensi ekuitas merek yang dimiliki oleh kamera digital Canon di Yogyakarta adalah baik. Hal ini dapat dilihat dari nilai ekuitas merek yang diberikan konsumen terhadap kamera saku digital Canon yaitu 4,81 yang merupakan hasil dari rata-rata penjumlahan nilai-nilai dimensi ekuitas merek tersebut yaitu dimensi *performance* bernilai 4,94 ; *social image* bernilai 4,7; *value* bernilai 4,7; *trustworthiness* bernilai 4,68; dan *attachment* bernilai 5.
2. Penilaian konsumen terhadap dimensi-dimensi ekuitas merek yang dimiliki oleh kamera digital Sony di Yogyakarta adalah baik. Hal ini dapat dilihat dari nilai ekuitas merek yang diberikan konsumen terhadap kamera saku digital Sony yaitu 4,55 yang juga merupakan hasil dari rata-rata penjumlahan nilai-nilai dimensi ekuitas merek tersebut yaitu dimensi *performance* bernilai 4,71 ; *social image* bernilai 4,4; *value* bernilai 4,64; *trustworthiness* bernilai 4,4; dan *attachment* bernilai 4,58.

3. Tidak terdapat perbedaan penilaian terhadap dimensi-dimensi ekuitas merek baik untuk kamera digital Canon maupun Sony jika ditinjau dari segi jenis kelamin.
4. Tidak terdapat perbedaan penilaian terhadap dimensi-dimensi ekuitas merek untuk kamera digital Canon jika ditinjau dari segi umur, sebaliknya terdapat perbedaan penilaian salah satu dimensi ekuitas merek untuk kamera digital Sony jika ditinjau dari segi umur yaitu dimensi *value*.
5. Terdapat perbedaan penilaian terhadap dimensi-dimensi ekuitas merek baik untuk kamera digital Canon maupun Sony jika ditinjau dari segi keahlian fotografi. Perbedaan penilaian terdapat pada dimensi *social image, trustworthiness* dan *attachment*.

5.2. Implikasi Manajerial

1. Implikasi manajerial di dalam penelitian ini adalah bagi pemasar kamera saku digital terutama merek Canon dan Sony. Nilai ekuitas merek kamera saku digital Canon lebih tinggi daripada Sony namun tidak terpaut jauh. Hal ini harus lebih diperhatikan bagi pihak Canon karena sebagai pemimpin pasar di Indonesia sangat penting untuk selalu meningkatkan ekuitas merek yang dimilikinya untuk selalu mempertahankan posisinya dan memperoleh keuntungan dari ekuitas merek yang dimilikinya.

2. Kelemahan kedua merek kamera saku digital baik Canon maupun Sony di dalam merangkul konsumen professional perlu mendapat perhatian lebih banyak lagi. Usulan strategi pemecahan masalah tersebut diantaranya adalah meningkatkan upaya untuk mengedukasi pasar melalui berbagai kegiatan promosi, serta merangkul para fotografer professional agar bersedia untuk menggunakan produk dengan merek bersangkutan.

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Lampiran I

Kuesioner

KUESIONER

Saya Respatio Kurniawan Agustinus, mahasiswa Pasca Sarjana Program Studi Magister Manajemen Universitas Atma Jaya Yogyakarta. Saat ini saya sedang mengadakan penelitian tentang "Penilaian Ekuitas Merek Kamera Digital Canon dan Sony". Sehubungan dengan hal tersebut, saya memohon kepada Bpk/Ibu/Saudara/i, meluangkan waktu untuk mengisi kuesioner di bawah ini.

Jawaban anda nantinya merupakan masukan yang sangat berarti bagi penelitian ini. Atas perhatiannya saya ucapkan terima kasih.

Berilah tanda silang (X) pada jawaban yang sesuai dengan data diri anda:

1. Jenis kelamin

 - a. Laki-laki
 - b. Perempuan

2. Usia..... tahun
 - a. 17 – 25 tahun
 - b. 26 – 35 tahun
 - c. 36 – 45 tahun
 - d. 46 tahun ke atas
3. Keahlian fotografi.....
 - a. Amatir
 - b. Profesional
4. Merek kamera saku digital anda:,
 - a. Canon
 - b. Sony

Pertanyaan di bawah ini menyangkut penilaian anda terhadap merek kamera saku digital yang anda miliki atau gunakan. Pilih salah satu jawaban dengan memberi tanda silang (X) untuk **Sangat Tidak Setuju Sekali (STSS), Sangat Tidak Setuju (STS), Tidak Setuju (TS), Netral (N), Setuju (S), Sangat Setuju (SS), Sangat Setuju Sekali (SSS)**.

No	Pertanyaan	Skala						
		STSS	STS	TS	N	S	SS	SSS
1	Dari kamera digital bermerek Canon, saya bisa mengharapkan daya guna yang unggul							
2	Selama menggunakan kamera digital bermerek Canon, tingkat kemungkinan rusaknya sangat rendah							
3	Kamera digital bermerek Canon dibuat untuk bekerja tanpa masalah							
4	Kamera digital bermerek Canon akan berfungsi dengan baik							
5	Kamera digital bermerek Canon sesuai dengan kepribadian saya							
6	Saya bangga untuk memiliki kamera digital bermerek Canon.							
7	Kamera digital bermerek Canon sangat dihargai oleh teman-teman saya							
8	Dalam hal status dan corak mode, kamera digital bermerek Canon sesuai dengan kepribadian saya							
9	Kamera digital bermerek Canon dihargai sesuai dengan kualitasnya							
10	Saya mendapat nilai lebih dibandingkan dengan uang yang saya keluarkan untuk membeli kamera digital bermerek Canon							
11	Saya menyadari harga kamera digital bermerek Canon termasuk murah karena banyak manfaat yang saya peroleh							
12	Saya menyadari bahwa perusahaan dan orang-orang yang berdiri di belakang produk kamera digital bermerek Canon dapat dipercaya							
13	Dalam hal keinginan konsumen, perusahaan kamera digital bermerek Canon sangat peduli							
14	Saya percaya perusahaan kamera digital bermerek Canon tidak akan merugikan konsumen							
15	Setelah melihat kamera digital bermerek Canon, saya menyukainya							
16	Saya memiliki perasaan positif untuk merek pada kamera digital bermerek Canon							
17	Seiring berjalannya waktu, saya akan semakin menyukai kamera digital bermerek Canon							

No	Pertanyaan	Skala						
		STSS	STS	TS	N	S	SS	SSS
1	Dari kamera digital bermerek Sony, saya bisa mengharapkan daya guna yang unggul							
2	Selama menggunakan kamera digital bermerek Sony, tingkat kemungkinan rusaknya sangat rendah							
3	Kamera digital bermerek Sony dibuat untuk bekerja tanpa masalah							
4	Kamera digital bermerek Sony akan berfungsi dengan baik							
5	Kamera digital bermerek Sony sesuai dengan kepribadian saya							
6	Saya bangga untuk memiliki kamera digital bermerek Sony.							
7	Kamera digital bermerek Sony sangat dihargai oleh teman-teman saya							
8	Dalam hal status dan corak mode, kamera digital bermerek Sony sesuai dengan kepribadian saya							
9	Kamera digital bermerek Sony dihargai sesuai dengan kualitasnya							
10	Saya mendapat nilai lebih dibandingkan dengan uang yang saya keluarkan untuk membeli kamera digital bermerek Sony							
11	Saya menyadari harga kamera digital bermerek Sony termasuk murah karena banyak manfaat yang saya peroleh							
12	Saya menyadari bahwa perusahaan dan orang-orang yang berdiri di belakang produk kamera digital bermerek Sony dapat dipercaya							
13	Dalam hal keinginan konsumen, perusahaan kamera digital bermerek Sony sangat peduli							
14	Saya percaya perusahaan kamera digital bermerek Sony tidak akan merugikan konsumen							
15	Setelah melihat kamera digital bermerek Sony, saya menyukainya							
16	Saya memiliki perasaan positif untuk merek pada kamera digital bermerek Sony							
17	Seiring berjalanannya waktu, saya akan semakin menyukai kamera digital bermerek Sony							

Lampiran II

Data Koresponden Uji Validitas dan
Reliabilitas

Data Koresponden Uji Validitas dan Reliabilitas

no	gender	usia	keahlian	p1	p2	p3	p4	p	i1	i2	i3	i4	i	v1	v2	v3	v	t1	t2	t3	t	a1	a2	a3	a	
1	1	1	1	5	4	5	6	5	4	3	3	4	3.5	7	5	1	4.33	2	3	4	3	5	5	5		
2	1	1	1	2	3	1	3	2.25	2	1	2	3	2	2	1	2	1.67	3	1	2	2	3	2	3	2.67	
3	1	1	1	5	6	6	6	5.75	7	7	3	5	5.5	7	5	4	5.33	7	4	4	5	6	6	6		
4	1	1	2	5	4	4.5	6	5	5	5	5	5	5.25	6	5	6	5.67	4	6	5	5	6	5	4	5	
5	1	1	1	4	4	4	4	3	5	4	3	3.75	5	4	3	4	5	5	5	5	5	5	5	4	4.67	
6	1	2	1	5	4	6	5	6	6	6	6	6	6	4	5	5	5	6	6	6	6	6	6	6	6.33	
7	1	1	1	4	4	7	6	5.25	5	5	6	5	5.25	7	6	6	6.33	7	7	7	7	6	7	7	6.67	
8	1	1	1	5	4	4	5	4.5	4	4	5	4	4.25	5	4	4	4.33	5	5	5	5	4	4	4	4	
9	1	1	1	5	4	5	4.5	6	6	6	6	6	6	6	4	5	4	4	5	4.33	5	4	4	4	4.33	
10	1	2	1	5	4	5	4.75	4	4	4	4	4	4	4	5	5	4	4.67	4	5	6	5	4	5	4	4.33
11	2	2	1	5	6	6	6	5.75	6	6	5	6	5.75	5	6	6	5.67	6	5	4	5	5	7	7	6.33	
12	1	2	1	6	6	6	6	4	4	2	3	3.25	5	5	5	5	4	3	4	3.67	5	5	1	3.67		
13	1	1	1	5	5	5	5	4	4	4	4	4	4	4	5	5	4	4.67	5	5	5	5	5	5	5	
14	1	1	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5.33	5	3	5	4.33	5	5	3	4.33	
15	1	1	1	3	4	3	3	3.25	3	3	3	3	3	3	4	4	3.67	4	4	4	3	4	4	3.67		
16	1	1	1	4	4	4	4	4	5	4	4	4	4	4.25	5	4	4	4.33	4	4	5	5	5	4	4.67	
17	1	1	1	5	5	5	5	5	5	6	6	5.5	6	5	4	5	4	4	4	4	4	5	5	4	4.67	
18	1	1	1	4	4	3	3.75	5	4	5	4.75	5	4	4	4	4.33	4	4	5	4.33	5	4	4	4.33		
19	1	2	1	4	4	4	4	3	3	3	3.5	4	4	4	3	3.67	3	4	4	3.67	4	4	4	4		
20	2	1	1	6	5	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4.67	5	5	6	5.33	
21	1	1	2	4	3	3	3.5	3	4	5	3	3.75	4	4	2	3.33	2	4	4	3.33	2	4	3	3		
22	2	1	1	5	5	5	5	5	5	5	5	5	5	4	4	4.33	4	4	4	4	4	4	5	4.67		
23	1	1	1	3	3	3	3	3	3	3	3.5	3	3	3	3	3	3	4	4	4	4	3	4	3.67		
24	2	1	1	5	6	6	6	5.75	6	6	5	5	5.5	6	5	4.67	5	5	6	5.33	6	6	6	6		
25	1	1	1	5	4	5	4.75	4	5	4	5	4	5	4	3	4	5	4	4	4.33	5	5	4	4.67		
26	1	1	1	4	3	3	3.5	3	4	4	3	3.5	3	4	3	3.33	5	4	4	4.33	4	4	4	4		
27	2	2	1	5	5	4	4.75	5	4	4	5	4.5	5	4	5	4.67	5	6	4	5	5	4	5	4.67		
28	1	1	1	6	5	4	5	4	6	4	5	4.75	5	5	4	4.67	5	6	4	5	5	5	5	5		
29	2	1	1	3	4	4	3.5	3	3	4	3	3.25	4	3	2	3	4	5	5	4.67	4	4	4	4.33		
30	1	2	1	4	4	3	4	3.75	5	4	4	5	4.5	4	4	5	4.33	4	4	5	4.33	5	4	4	4.33	



Lampiran III

Uji Validitas dan Reliabilitas

Reliability

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.898	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.53	.937	30
p2	4.40	.932	30
p3	4.37	1.217	30
p4	4.67	.994	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p1	13.43	8.047	.753	.878
p2	13.57	7.909	.792	.865
p3	13.60	6.662	.762	.884
p4	13.30	7.459	.825	.851

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.97	12.930	3.596	4

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.874	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
i1	13.17	8.282	.834	.794
i2	13.13	8.533	.758	.828
i3	13.13	10.878	.509	.916
i4	13.27	8.961	.843	.796

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.57	15.633	3.954	4

Reliability

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.763	3

Item Statistics

	Mean	Std. Deviation	N
v1	4.90	1.185	30
v2	4.37	.999	30
v3	3.97	1.245	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
v1	8.33	3.885	.591	.688
v2	8.87	4.051	.745	.541
v3	9.27	4.064	.484	.818

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.23	8.047	2.837	3

Reliability

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.776	3

Item Statistics

	Mean	Std. Deviation	N
t1	4.43	1.165	30
t2	4.43	1.165	30
t3	4.60	.932	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
t1	9.03	3.689	.533	.793
t2	9.03	3.137	.711	.580
t3	8.87	4.189	.622	.704

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.47	7.430	2.726	3

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
Total		30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.813	3

Item Statistics

	Mean	Std. Deviation	N
a1	4.67	.994	30
a2	4.77	1.006	30
a3	4.47	1.306	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
a1	9.23	4.461	.629	.781
a2	9.13	3.982	.772	.647
a3	9.43	3.357	.633	.808

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.90	8.093	2.845	3



Lampiran IV

Data Hasil Penyebaran Kuesioner

Data Koresponden Canon

no	gender	usia	keahlian	p1	p2	p3	p4	p	i1	i2	i3	i4	i	v1	v2	v3	v	t1	t2	t3	t	a1	a2	a3	a
1	1	1	4	5	3	5	4.25	6	7	4	5	5.5	6	5	6	5.67	4	5	4	4.33	5	4	5	4.67	
2	1	2	1	6	6	6	6	6	6	6	6	6	6	5	5	5.33	6	5	6	5.67	6	6	6	6	
3	1	1	1	7	4	6	7	6	7	7	7	7	7	6	1	4.67	7	7	7	7	7	7	7	7	
4	1	2	1	6	5	4	5	5	5	5	5	5	5	4	4.67	5	5	5	5	5	5	5	5	5	
5	1	1	1	6	4	6	5.5	4	6	4	4	4.5	6	7	7	6.67	4	5	5	4.67	6	6	6	6.33	
6	1	2	1	5	4	4	4.25	7	7	7	7	4	4	4	4	4.67	4	5	4	4.67	4	5	4	4.33	
7	1	1	1	7	4	5	5.25	5	5	6	5.25	6	5	4	5	5	5	5	5	5	5	5	5	5.33	
8	1	1	1	5	4	5	6	5	6	4	4	4.5	4	4	5	4.33	4	4	5	4.33	4	4	4	4	
9	1	1	1	5	5	5	5	3	4	4	4	3.75	5	5	4	4.67	4	4	4	4	5	5	4	4.67	
10	1	1	1	5	4	5	4.75	4	4	4	4	4	4	5	4.67	4	5	5	4.67	5	5	4	4.67		
11	1	2	1	5	5	5	5	6	5	5	5	5.5	5	5	6	5.33	5	5	5	5	5	5	5	5	
12	1	2	1	7	7	7	7	7	7	7	7	7	7	5	5	5.67	5	5	5	5	5	5	5	5	
13	1	1	1	5	5	5	5	5	4	5	4.75	4	4	4	4	4	4	4	4	4	4	5	5	5	
14	1	2	1	5	5	5	5	4	4	4	5	4.5	5	5	4	4.67	5	4	4	4.33	5	5	5	5	
15	1	2	1	5	4	5	4.75	5	5	5	5	5	5	5	5	4.33	5	4	4	4	5	5	4	4.67	
16	1	1	6	4	4	4	4.5	5	5	5	5	5	5	4	4	4.33	5	5	4	4.67	5	5	4	4.67	
17	2	1	1	5	5	4	4.75	5	5	5	5	5	4	4	4	4	4	5	5	4	4.67	5	5	5	5
18	1	2	1	5	4	4	4.5	3	4	5	3	3.75	5	4	4	4.33	4	5	4	4.33	5	4	4	4.33	
19	1	1	1	5	3	5	4.5	4	5	5	4	4.5	5	4	4	4.33	4	5	4	4.33	5	5	5	5	
20	1	1	1	6	6	5	4.25	4	5	5	4	4.5	6	5	5	5.33	4	4	4	4	5	5	4	4.67	
21	2	1	1	6	3	5	4.75	3	3	5	3.5	5	5	3	4.33	5	5	5	5	5	5	5	5		
22	1	2	1	5	4	3	4	5	4	4	3	4	4	5	4	4.33	3	4	5	4	4	4	4	4	
23	2	2	1	6	4	3	5	4.5	6	6	4	4	5	6	4	4.67	4	3	3	3.33	5	5	3	4.33	
24	2	3	1	5	4	4	4.5	5	5	5	5	5	5	4	4.67	4	4	5	4.33	5	5	4	4.67		
25	2	1	1	5	4	4	4.5	4	5	5	4.75	5	5	4	4.67	5	5	5	5	5	5	5	5		
26	2	2	1	6	3	5	4.25	4	4	4	6	4.5	5	5	5	4	4	4	4	3	4	4	3.67		
27	2	1	1	6	6	5	6	5.75	4	4	4	5	4.25	5	4	3	4	5	5	5	5	4	4.67		
28	1	4	1	6	5	5	5.5	5	4	5	4.75	5	5	4	4.67	5	4	5	4.67	5	5	5	5		

62	2	1	6	5	5	5.25	5	6	5	5.25	4	4	4	4	4	4	5	4.67	5	5	5			
63	2	1	5	5	5	4.75	5	4	4	4.25	5	5	4	4.67	4	4	4	4	5	5	5			
64	1	2	1	4	4	3	4	3.75	3	3	3	3	4	4	4	4	4	4	4	4	4	3.67		
65	1	1	1	7	6	3	5	5.25	5	4	4	3	4	4	3	3.33	4	4	4	4	5	5		
66	1	1	1	4	4	4	4	4	4	4	4	5	4	4.33	5	4	5	4.67	4	4	4	4		
67	1	4	1	6	5	4	5	5	6	5	4	6	5.25	5	5	4	4.67	6	5	5.33	5	6	5.67	
68	2	1	1	6	4	4	5	4.75	6	5	5	5	5	5	4	4.67	4	4	4.33	5	5	6	5.33	
69	1	1	1	5	6	5	5.25	6	5	4	5	5	6	5	5.67	6	5	6	5.67	5	6	6	5.67	
70	1	1	1	6	5	4	6	5.25	6	6	5	6	5.75	6	6	5.67	5	5	5	6	6	6	6	
71	2	3	1	5	7	7	5	6	5	5	7	5.5	5	5	5	5	5	5	5	5	5	5	5	
72	2	1	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
73	1	1	1	7	6	6	7	6.5	7	7	7	7	7	7	6.67	6	6	6	7	7	7	7	7	
74	2	1	1	4	4	3	4	3.75	4	4	4	4	4	4	5	4.33	5	4	4	4.33	4	5	4	4.33
75	1	2	1	5	4	4	5	4.5	4	4	4	4	4	4	4	4	5	4	5	4.67	5	4	4.33	
76	1	2	1	5	4	3	5	4.25	6	5	4	5	4	4	3.67	5	4	4	5	4.67	4	5	4.33	
77	2	2	1	5	3	3	4	3.75	4	5	5	5	4.75	5	4	5	4.67	5	5	5	5	5	5	
78	2	1	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
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82	2	2	1	5	4	5	4	4.5	4	5	5	5	4.75	5	6	4	5	4	5	5	4.67	6	5	5.67
83	2	2	1	5	4	5	5	4.75	4	5	4	4	4.25	6	4	3.43	7	6	6	6.33	6	5	5.33	
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85	1	1	2	6	5	5	4	5	5	6	4	6	5.25	5	5	3	4.33	4	6	5	5	4	3	4
86	1	1	2	7	7	6	6.75	7	7	7	7	6	5	5.33	6	6	6	6	6	6	7	7	6.67	
87	1	1	2	6	6	4	5	5.25	4	5	4	4.5	6	5	4	5	4	5	5	4.67	5	4	4.33	
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89	1	1	2	5	3	4	4.25	2	4	4	2	3	4	5	4	4.33	5	4	4	4.33	4	4	4	
90	1	1	2	6	5	4	4	4.75	2	2	3	4	2.75	4	3	2	3	1	2	3	2	3	4	
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92	1	4	2	6	5	5	5.25	6	6	6	5	5.75	6	5	6	5.67	6	6	6	6	6	6	6	
93	1	1	2	5	6	6	5.75	5	5	6	5	5.25	5	5	5	5	5	6	5.33	6	6	6	6	
94	1	2	2	5	4	5	4.75	5	6	6	4	5.25	2	5	6	4.33	5	6	5.33	4	6	6	5.33	

95	1	1	2	6	5	6	5.75	5	5	5	6	5	5.67	5	5	5	5	6	6	5.67	
96	1	2	2	6	3	5	6	5	5	6	5	7	5	6	6	5	5.33	6	6	5.67	
97	1	1	2	5	5	3	4	4.25	2	4	4	2	3	4	5	4	4.33	5	4	5.33	
98	1	1	2	5	4	4	6	4.75	2	3	4	2	2.75	3	2	4	3	2	1	2	4
99	1	1	2	4	4	6	5	4.75	3	4	2	2	2.75	2	4	3	3	1	2	2	5
100	2	1	2	4	6	5	4	4.75	4	2	2	3	2.75	5	4	4	4.33	4	4	5	5
101	1	1	2	5	3	4	5	4.25	4	4	2	2	3	4	4	5	4.33	4	5	4	5.33
102	1	3	2	3	4	5	5	4.25	4	2	2	4	3	4	5	2	3.67	5	4	2	4
103	1	4	2	4	5	5	3	4.25	2	2	4	4	3	2	4	5	3.67	2	5	4	3.67
104	1	1	2	4	4	5	5	4.5	4	5	4	3	4	5	2	4	3.67	4	2	5	3
105	1	2	2	5	5	3	4	4.25	2	4	4	2	3	4	5	4	4.33	5	4	4	4
106	1	1	2	5	3	4	4	4	4	5	4	3	4	4	5	5	4.67	4	2	5	3.67
107	1	2	2	5	6	6	5	5.5	3	4	4	4	5	4	6	5	3.67	5	6	4	5
108	1	3	2	6	6	5	5	5.5	5	3	3	5	4	5	5	3	4.33	5	4	5	4.33
109	1	4	2	6	5	4	5	5	5	3	5	4	5	4	5	4	4.67	4	4	5	4.33
110	1	2	2	6	5	5	6	5.5	3	5	4	6	6	5	5.67	4	7	5	5.33	4	6
111	1	2	2	4	5	5	6	5	6	5	3	4	4.5	7	5	4	5.33	6	5	5.67	5
112	1	1	2	5	5	3	4	4.25	2	4	4	2	3	4	5	4	4.33	5	4	4	4
113	1	1	2	6	5	4	4	4.75	2	3	4	2.75	4	3	2	3	1	2	3	2	5
								4.94					4.7				4.68				5

Data Koresponden Sony

no	gender	usia	keahlian	p1	p2	p3	p4	p	i1	i2	i3	i4	i	v1	v2	v3	v	t1	t2	t3	t	a1	a2	a3	a
1	1	1	5	4	5	6	5	4	3	3	4	3.5	7	5	1	4.33	2	3	4	3	5	5	5	5	
2	1	1	2	3	1	3	2.25	2	1	2	3	2	2	1	2	1.67	3	1	2	2	3	2	3	2.67	
3	1	1	1	5	6	6	5.75	7	7	3	5	5.5	7	5	4	5.33	7	4	4	5	6	6	6	6	
4	1	1	2	5	4	5	4.5	6	5	5	5	5.25	6	5	6	5.67	4	6	5	5	6	5	4	5	
5	1	1	1	4	4	4	4	4	3	5	4	3	3.75	5	4	3	4	5	5	5	5	5	5	4.67	
6	1	2	1	5	5	4	6	5	6	6	6	6	4	5	5	5	6	6	6	6	6	6	6	7	
7	1	1	4	4	7	6	5.25	5	6	5	5.25	7	6	6	6.33	7	7	7	7	7	7	7	6.67		
8	1	1	1	5	4	4	5	4.5	4	4	5	4.25	5	4	4	4.33	5	5	5	5	4	4	4	4	
9	1	1	1	5	4	4	5	4.5	6	6	6	6	6	4	5	4	4	5	4.33	5	4	4	4.33		
10	1	2	1	5	4	5	4.75	4	4	4	4	4	4	5	5	4.67	4	5	6	5	4	5	4	4.33	
11	2	2	1	5	6	6	5.75	6	6	5	6	5.75	5	6	6	5.67	6	5	4	5	5	7	7	6.33	
12	1	2	1	6	6	6	6	4	2	3	3.25	5	5	5	4	3	4	3.67	5	5	1	3.67	5		
13	1	1	1	5	5	5	5	4	4	4	4	4	5	5	4	4.67	5	5	5	5	5	5	5	5	
14	1	1	1	5	5	5	5	5	5	5	5	5	5	5	5	5.33	5	3	5	4.33	5	5	3	4.33	
15	1	1	1	3	4	3	3.25	3	3	3	3	3	3	4	4	3.67	4	4	4	4	3	4	4	3.67	
16	1	1	1	4	4	4	4	4	4	4	4	4	4	4	4	4.25	5	4	4	4.33	4	4	5	4.67	
17	1	1	5	5	5	5	5	6	6	5.5	6	6	5.5	6	5	4	5	4	4	4	4	5	5	4.67	
18	1	1	4	4	3	3.75	5	4	5	4.75	5	4	4.33	4	4	4.33	5	4	4	4.33	5	4	4	4.33	
19	1	2	1	4	4	4	4	4	3	5	3	3.5	4	4	3	3.67	3	4	4	3.67	4	4	4	4	
20	2	1	1	6	5	4	5	5	5	5	5	5	5	5	5	4	5	5	4.67	5	5	6	5.33		
21	1	1	2	4	3	4	3.5	3	4	5	3	3.75	4	4	2	3.33	2	4	4	3.33	2	4	3	3	
22	2	1	1	5	5	5	5	5	5	5	5	5	5	4	4	4.33	4	4	4	4	5	5	4.67		
23	1	2	1	3	3	3	3	3	3	3	3	3.5	3	3	3	3	4	4	4	4	3	4	4	3.67	
24	2	1	1	5	6	6	5.75	6	6	5	5.5	5	4	5	4.67	5	5	6	5.33	6	6	6	6		
25	1	1	5	4	5	5	4.75	4	5	4	3	4	5	4	3	4	5	4	4	4.33	5	5	4	4.67	
26	1	1	1	4	3	4	3.5	3	4	4	3	3.5	3	4	3	3.33	5	4	4	3.33	4	4	4	4	
27	2	2	1	5	5	4	4.75	5	4	4	5	4.5	5	4	5	4.67	5	6	4	5	5	4	5	4.67	
28	1	1	1	6	5	4	5	5	6	4	5	4.75	5	5	4	4.67	5	6	4	5	5	5	5	5	

29	2	1	1	3	4	4	3.5	3	4	3	3.25	4	3	2	3	4	5	5	4.67	4	4	4		
30	1	2	1	4	4	3	4	3.75	5	4	4	4.5	4	4	5	4.33	4	4	5	4.33	5	4	4.33	
31	2	2	1	4	4	4	5	4.25	4	5	4	4.25	4	5	4	4.33	5	3	3.67	5	5	3	4.33	
32	2	1	1	5	5	4	5	4.75	5	4	4	4.25	5	4	4	4.33	4	4	4	4	5	5	5	
33	1	1	1	4	5	6	4	5	6	3	4	4.5	4	3	4	3.67	4	5	5	4.67	6	4	5	
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35	2	1	1	6	4	3	5	4.5	4	6	7	5	5.5	6	6	5	5.67	4	5	3	4	4	6	
36	1	1	6	5	5	4	5	6	6	4	5	5.25	5	5	4	4.67	4	4	7	5	6	6	5.67	
37	1	1	6	5	7	7	6.25	6	4	4	7	5.25	4	7	5	5.33	7	5	6	6	4	4	4	
38	1	4	1	5	5	3	5	4.5	6	6	4	6	5.5	6	5	5.33	5	5	5	5	5	6	5.67	
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40	1	1	1	7	4	5	5	5.25	4	5	6	5	5	6	4	4.67	5	5	6	5.33	6	5	5.33	
41	1	2	1	5	4	3	4	4	6	6	4	4	5	6	3	3	4	4	4	5	4.33	6	4	
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43	2	1	1	6	5	6	7	6	6	6	6	6	6	6	6	7	6.33	6	6	7	6.33	7	6	6.67
44	1	1	1	3	4	4	4	3.75	3	3	4	3	3.25	4	4	4	4	3	4	4	3.67	3	3	2.67
45	2	1	1	6	5	5	4	5	4	4	4	3	3.75	4	4	4	4	5	5	5	4	5	4	4.67
46	2	2	1	5	5	4	5	4.75	5	5	4	6	5	5	5	5	5	4	4	4.33	6	6	4.33	
47	2	1	1	6	5	5	6	5.5	7	7	5	6.5	6	4	4	4.67	7	6	6	6.33	7	7	7	
48	2	1	1	3	3	4	3.25	4	5	5	4	4.5	5	5	5	5	4	5	5	4.67	5	4	4.33	
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54	1	2	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
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56	1	1	2	7	5	6	6	6	4	4	4	4.5	5	6	5	5.33	6	6	5	5.67	5	5	5	
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59	1	2	1	4	3	4	4	3.75	5	3	6	3	4.25	4	6	7	5.67	5	3	4	4	3	4	
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61	2	3	2	4	5	3	4	4	3	5	1	1	2.5	4	3	6	4.33	4	2	1	2.33	3	4	1.267

62	1	2	1	7	6	6	6.25	7	6	7	6.5	5	4	6	5	4	5	5	4.67	7	7	7		
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67	1	2	2	4	5	3	5	4.25	3	5	1	5	3.5	6	5	5	5.33	5	2	4	3.67	5	1	3
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69	2	1	2	6	3	6	4	4.75	1	5	3	5	3.5	4	5	6	5	1	5	4	3.33	3	4	5
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71	1	1	1	6	5	4	5	5	5	5	5	5	5	6	6	5	5.67	7	5	5	5.67	5	6	5.67
72	2	1	1	6	2	3	4	3.75	2	5	5	3.75	5	4	4	4.33	3	3	3	3	3	4	4	
73	2	2	1	5	5	4	6	5	5	5	5	5	5	6	4	4	4.67	5	5	6	5.33	7	6	5
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76	2	2	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
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80	2	1	1	4	4	5	4.25	3	4	5	4	4	5	3	5	4.33	4	4	4	4	4	4	4.33	
81	1	4	1	5	4	5	5	4.75	6	5	4	5	5	4	4	4.33	4	5	4	4.33	5	5	5.33	
82	1	1	1	5	5	4	5	4.75	4	4	4	6	4.5	6	4	4	4.67	5	4	5	4.67	5	5	5
83	1	2	1	4	5	4	3	4	5	5	4.25	5	4	3	4	5	3	4	5	4.33	5	5	4.33	
84	1	2	1	5	3	3	4	4	4	3.75	5	4	3	4	4	5	5	4	5	4.67	4	5	4.33	
85	2	1	1	4	3	4	4	3.75	3	4	3	4	3.5	5	4	5	4.67	4	4	4	4	4	4	4
86	2	1	1	5	5	4	5	4.75	4	4	5	5	4.5	4	4	3	3.67	4	5	5	4.67	5	5	5
87	1	1	1	6	3	3	5	4.25	5	5	5	5	5	5	3	4.33	5	5	5	5	4	4.33	5	
88	1	2	1	5	3	3	5	4	4	5	4	4.25	5	5	6	5.33	5	5	4	4.67	5	5	4.67	
89	1	1	1	4	5	5	5	4.75	5	4	4	4	4.25	5	6	4	5	4	4	4.33	5	5	4.67	
90	1	1	1	7	6	5	5.75	4	5	4	4.5	5	3	3	3.67	5	4	5	4.67	4	5	4.33		
91	1	1	1	7	5	4	5	5.25	4	3	4	4	3.75	6	3	4	4.33	6	5	5.33	5	6	5.33	
92	1	1	2	7	6	6	6.25	4	4	4	4	4	5	2	2	3	5	4	5	4.67	3	4	3.33	
93	1	2	1	5	5	4	4.5	5	3	3	4	3.75	5	6	3	4.67	6	4	3	4.33	5	5	5	
94	1	2	1	4	4	5	5	4.5	3	3	3	3	3	3	3	3	3.33	4	5	4	4.33	2	4	3

95	1	1	2	7	6	6	6.25	6	5	6	6	5.75	5	4	4.33	5	5	5	5	5	4	4.67
96	1	1	3	2	4	3	3	2	1	2	3	2	4	3	2	3	3	4	1	2.67	2	4
97	1	1	2	5	3	4	4	4	5	1	1	3	2.5	3	6	4	4.33	2	1	4	2.33	4
98	1	1	2	3	4	4	5	4	1	1	3	5	2.5	6	4	3	4.33	1	4	2.33	1	3
99	1	1	2	4	4	5	3	4	1	3	5	1	2.5	4	3	6	4.33	4	2	1	2.33	3
100	1	2	2	4	5	3	5	4.25	3	5	1	1	2.5	5	5	6	5.33	4	4	5	4.33	5
101	2	3	2	6	5	6	4	5.25	3	5	1	5	3.5	5	6	5	5.33	4	5	4	4.33	4
102	2	1	2	5	6	4	6	5.25	5	5	4	1	3.75	6	5	5	5.33	5	4	4	4.33	5
103	1	2	2	6	4	6	5	5.25	5	4	1	5	3.75	6	3	5	4.67	5	2	4	3.67	3
104	2	3	2	4	6	5	6	5.25	4	1	5	5	3.75	3	5	6	4.67	2	4	5	3.67	5
105	2	1	2	6	4	6	5	5.25	1	5	5	4	3.75	5	6	3	4.67	4	5	2	3.67	1
106	1	3	2	6	3	6	4	4.75	5	1	5	3	3.5	5	4	5	4.67	4	4	1	3	5
107	1	1	2	3	6	4	6	4.75	1	5	3	5	3.5	4	5	5	4.67	4	1	4	3	1
108	1	1	2	6	4	6	3	4.75	5	3	5	1	3.5	5	5	4	4.67	1	4	4	3	5
109	1	1	2	4	6	3	6	4.75	3	5	1	5	3.5	4	5	6	5	4	1	5	3.33	4
110	1	2	2	3	4	6	6	4.75	5	4	5	5	4.75	5	6	4	5	1	5	4	3.33	5
111	2	3	2	4	6	6	3	4.75	4	5	5	5	4.75	6	4	5	5	4	1	3.33	3	4
112	1	2	2	6	6	3	4	4.75	5	5	5	4	4.75	5	6	6	5.67	2	4	4	3.33	1
113	2	3	2	6	3	4	6	4.75	5	5	1	1	3	6	6	5	5.67	4	4	2	3.33	5
															4.4		4.64		4.4		4.58	
															4.71							

Lampiran V

Frekuensi Karakteristik Responden *Digicam*
Canon dan *Independent Sampel t Test*

Frequencies

Statistics

	jenis kelamin responden	usia responden	keahlian responden
N	113	113	113
Valid	113	113	113
Missing	0	0	0

Frequency Table

jenis kelamin responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid pria	79	69.9	69.9	69.9
wanita	34	30.1	30.1	100.0
Total	113	100.0	100.0	

usia responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid remaja	72	63.7	63.7	63.7
dewasa	41	36.3	36.3	100.0
Total	113	100.0	100.0	

keahlian responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid amatir	82	72.6	72.6	72.6
profesional	31	27.4	27.4	100.0
Total	113	100.0	100.0	

T-Test

Group Statistics

	jenis kelamin responden	N	Mean
performance	pria	79	4.9715
	wanita	34	4.8824
sosial image	pria	79	4.6741
	wanita	34	4.7721
value	pria	79	4.7215
	wanita	34	4.6569
trustworthiness	pria	79	4.6582
	wanita	34	4.7451
attachment	pria	79	4.9873
	wanita	34	5.0294

Group Statistics

	jenis kelamin responden	Std. Deviation	Std. Error Mean
performance	pria	.64050	.07206
	wanita	.82397	.14131
sosial image	pria	1.10676	.12452
	wanita	.84245	.14448
value	pria	.84636	.09522
	wanita	.55344	.09491
trustworthiness	pria	.93519	.10522
	wanita	.73882	.12671
attachment	pria	.81027	.09116
	wanita	.61610	.10566

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
performance	Equal variances assumed	1.527	.219
	Equal variances not assumed		
sosial image	Equal variances assumed	4.893	.029
	Equal variances not assumed		
value	Equal variances assumed	9.240	.003
	Equal variances not assumed		
trustworthiness	Equal variances assumed	.726	.396
	Equal variances not assumed		
attachment	Equal variances assumed	4.707	.032
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
performance	Equal variances assumed	.621	111	.536	.08917
	Equal variances not assumed	.562	50.938	.576	.08917
sosial image	Equal variances assumed	-.462	111	.645	-.09801
	Equal variances not assumed	-.514	81.263	.609	-.09801
value	Equal variances assumed	.409	111	.683	.06466
	Equal variances not assumed	.481	93.000	.632	.06466
trustworthiness	Equal variances assumed	-.481	111	.632	-.08687
	Equal variances not assumed	-.527	78.426	.599	-.08687
attachment	Equal variances assumed	-.271	111	.787	-.04207
	Equal variances not assumed	-.301	81.346	.764	-.04207

Independent Samples Test

		t-test for Equality of Means			
		Std. Error Difference	95% Confidence Interval of the Difference		
			Lower	Upper	
performance	Equal variances assumed	.14359	-.19537	.37371	
	Equal variances not assumed	.15862	-.22929	.40762	
sosial image	Equal variances assumed	.21234	-.51878	.32276	
	Equal variances not assumed	.19073	-.47749	.28148	
value	Equal variances assumed	.15814	-.24870	.37802	
	Equal variances not assumed	.13445	-.20233	.33164	
trustworthiness	Equal variances assumed	.18078	-.44510	.27136	
	Equal variances not assumed	.16470	-.41473	.24099	
attachment	Equal variances assumed	.15542	-.35005	.26591	
	Equal variances not assumed	.13955	-.31972	.23558	

T-Test

Group Statistics

	usia responden	N	Mean	Std. Deviation	Std. Error Mean
performance	remaja	72	4.9757	.71842	.08467
	dewasa	41	4.8902	.66626	.10405
sosial image	remaja	72	4.6771	1.07340	.12650
	dewasa	41	4.7500	.96501	.15071
value	remaja	72	4.6898	.82664	.09742
	dewasa	41	4.7236	.66208	.10340
trustworthiness	remaja	72	4.6111	.97544	.11496
	dewasa	41	4.8130	.66687	.10415
attachment	remaja	72	5.0694	.81253	.09576
	dewasa	41	4.8780	.63138	.09861

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
performance	Equal variances assumed	.241	.625
	Equal variances not assumed		
sosial image	Equal variances assumed	.686	.409
	Equal variances not assumed		
value	Equal variances assumed	1.030	.312
	Equal variances not assumed		
trustworthiness	Equal variances assumed	2.373	.126
	Equal variances not assumed		
attachment	Equal variances assumed	1.957	.165
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
performance	Equal variances assumed	.624	111	.534	.08545
	Equal variances not assumed	.637	88.617	.526	.08545
social image	Equal variances assumed	-.360	111	.720	-.07292
	Equal variances not assumed	-.371	90.820	.712	-.07292
value	Equal variances assumed	-.224	111	.823	-.03376
	Equal variances not assumed	-.238	98.713	.813	-.03376
trustworthiness	Equal variances assumed	-1.177	111	.242	-.20190
	Equal variances not assumed	-1.302	107.197	.196	-.20190
attachment	Equal variances assumed	1.300	111	.196	.19140
	Equal variances not assumed	1.392	100.610	.167	.19140

Independent Samples Test

		t-test for Equality of Means			
		Std. Error Difference	95% Confidence Interval of the Difference		
			Lower	Upper	
performance	Equal variances assumed	.13697	-.18596	.35686	
	Equal variances not assumed	.13415	-.18111	.35201	
sosial image	Equal variances assumed	.20262	-.47443	.32860	
	Equal variances not assumed	.19676	-.46377	.31794	
value	Equal variances assumed	.15092	-.33283	.26530	
	Equal variances not assumed	.14206	-.31566	.24813	
trustworthiness	Equal variances assumed	.17156	-.54185	.13805	
	Equal variances not assumed	.15512	-.50940	.10560	
attachment	Equal variances assumed	.14719	-.10027	.48306	
	Equal variances not assumed	.13745	-.08128	.46407	

T-Test

Group Statistics

		keahlian responden	N	Mean	Std. Deviation	Std. Error Mean
performance	amatir		82	4.9634	.72555	.08012
	profesional		31	4.8952	.62840	.11286
sosial image	amatir		82	4.9543	.87852	.09702
	profesional		31	4.0403	1.12379	.20184
value	amatir		82	4.7886	.72674	.08026
	profesional		31	4.4731	.83787	.15049
trustworthiness	amatir		82	4.8252	.73559	.08123
	profesional		31	4.3118	1.10533	.19852
attachment	amatir		82	5.0854	.73294	.08094
	profesional		31	4.7742	.77645	.13945

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
performance	Equal variances assumed	.503	.480
	Equal variances not assumed		
social image	Equal variances assumed	3.585	.061
	Equal variances not assumed		
value	Equal variances assumed	.802	.373
	Equal variances not assumed		
trustworthiness	Equal variances assumed	3.663	.058
	Equal variances not assumed		
attachment	Equal variances assumed	2.137	.147
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
performance	Equal variances assumed	.462	111	.645	.06825
	Equal variances not assumed	.493	62.023	.624	.06825
sosial image	Equal variances assumed	4.558	111	.000	.91395
	Equal variances not assumed	4.081	44.582	.000	.91395
value	Equal variances assumed	1.973	111	.051	.31550
	Equal variances not assumed	1.850	48.052	.070	.31550
trustworthiness	Equal variances assumed	2.860	111	.005	.51338
	Equal variances not assumed	2.393	40.467	.021	.51338
attachment	Equal variances assumed	1.981	111	.050	.31117
	Equal variances not assumed	1.930	51.454	.059	.31117

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
performance	Equal variances assumed	.14772	-.22446	.36097
	Equal variances not assumed	.13841	-.20843	.34494
sosial image	Equal variances assumed	.20052	.51660	1.31129
	Equal variances not assumed	.22394	.46278	1.36511
value	Equal variances assumed	.15990	-.00135	.63235
	Equal variances not assumed	.17055	-.02740	.65840
trustworthiness	Equal variances assumed	.17953	.15763	.86912
	Equal variances not assumed	.21450	.08001	.94674
attachment	Equal variances assumed	.15706	-.00006	.62241
	Equal variances not assumed	.16124	-.01246	.63481

Lampiran VI

Frekuensi Karakteristik Responden *Digicam*

Sony dan *Independent Sampel t Test*

Frequencies

Statistics

	jenis kelamin responden	usia responden	keahlian responden
N	113	113	113
Valid	113	113	113
Missing	0	0	0

Frequency Table

jenis kelamin responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid pria	71	62.8	62.8	62.8
wanita	42	37.2	37.2	100.0
Total	113	100.0	100.0	

usia responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid remaja	73	64.6	64.6	64.6
dewasa	40	35.4	35.4	100.0
Total	113	100.0	100.0	

keahlian responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid amatir	83	73.5	73.5	73.5
profesional	30	26.5	26.5	100.0
Total	113	100.0	100.0	

T-Test

Group Statistics

	jenis kelamin responden	N	Mean
performance	pria	71	4.7007
	wanita	42	4.7262
sosial image	pria	71	4.3838
	wanita	42	4.4167
value	pria	71	4.6291
	wanita	42	4.6587
trustworthiness	pria	71	4.3662
	wanita	42	4.4683
attachment	pria	71	4.4742
	wanita	42	4.7698

Group Statistics

	jenis kelamin responden	Std. Deviation	Std. Error Mean
performance	pria	.89004	.10563
	wanita	.61933	.09556
sosial image	pria	1.08219	.12843
	wanita	.89998	.13887
value	pria	.85737	.10175
	wanita	.61810	.09538
trustworthiness	pria	1.01755	.12076
	wanita	.88975	.13729
attachment	pria	1.07003	.12699
	wanita	.94993	.14658

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
performance	Equal variances assumed	4.919	.029
	Equal variances not assumed		
sosial image	Equal variances assumed	2.252	.136
	Equal variances not assumed		
value	Equal variances assumed	4.257	.041
	Equal variances not assumed		
trustworthiness	Equal variances assumed	.411	.523
	Equal variances not assumed		
attachment	Equal variances assumed	.956	.330
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
performance	Equal variances assumed	-.163	111	.870	-.02549
	Equal variances not assumed	-.179	107.979	.858	-.02549
sosial image	Equal variances assumed	-.166	111	.869	-.03286
	Equal variances not assumed	-.174	98.797	.862	-.03286
value	Equal variances assumed	-.196	111	.845	-.02962
	Equal variances not assumed	-.212	106.577	.832	-.02962
trustworthiness	Equal variances assumed	-.539	111	.591	-.10206
	Equal variances not assumed	-.558	95.502	.578	-.10206
attachment	Equal variances assumed	-1.478	111	.142	-.29566
	Equal variances not assumed	-1.525	94.472	.131	-.29566

Independent Samples Test

		t-test for Equality of Means			
		Std. Error Difference	95% Confidence Interval of the Difference		
			Lower	Upper	
performance	Equal variances assumed	.155588	-.33438	.28341	
	Equal variances not assumed	.14244	-.30783	.25686	
sosial image	Equal variances assumed	.19830	-.42581	.36008	
	Equal variances not assumed	.18915	-.40820	.34247	
value	Equal variances assumed	.15137	-.32958	.27033	
	Equal variances not assumed	.13946	-.30610	.24686	
trustworthiness	Equal variances assumed	.18927	-.47711	.27300	
	Equal variances not assumed	.18284	-.46502	.26091	
attachment	Equal variances assumed	.19998	-.69193	.10061	
	Equal variances not assumed	.19394	-.68070	.08938	

T-Test

Group Statistics

	usia responden	N	Mean	Std. Deviation	Std. Error Mean
performance	remaja	73	4.7158	.82634	.09672
	dewasa	40	4.7000	.75149	.11882
sosial image	remaja	73	4.4349	1.03919	.12163
	dewasa	40	4.3250	.97599	.15432
value	remaja	73	4.5342	.78516	.09190
	dewasa	40	4.8333	.72403	.11448
trustworthiness	remaja	73	4.4749	1.02578	.12006
	dewasa	40	4.2750	.85364	.13497
attachment	remaja	73	4.6667	.99691	.11668
	dewasa	40	4.4333	1.09180	.17263

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
performance	Equal variances assumed	.642	.425
	Equal variances not assumed		
social image	Equal variances assumed	.395	.531
	Equal variances not assumed		
value	Equal variances assumed	.146	.703
	Equal variances not assumed		
trustworthiness	Equal variances assumed	1.328	.252
	Equal variances not assumed		
attachment	Equal variances assumed	.746	.390
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
performance	Equal variances assumed	.100	111	.921	.01575
	Equal variances not assumed	.103	87.089	.918	.01575
social image	Equal variances assumed	.549	111	.584	.10993
	Equal variances not assumed	.559	84.782	.577	.10993
value	Equal variances assumed	-1.989	111	.049	-.29909
	Equal variances not assumed	-2.037	86.092	.045	-.29909
trustworthiness	Equal variances assumed	1.049	111	.297	.19989
	Equal variances not assumed	1.107	93.443	.271	.19989
attachment	Equal variances assumed	1.150	111	.253	.23333
	Equal variances not assumed	1.120	74.366	.266	.23333

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
performance	Equal variances assumed	.15754	-.29642	.32793
	Equal variances not assumed	.15321	-.28876	.32027
sosial image	Equal variances assumed	.20015	-.28668	.50654
	Equal variances not assumed	.19649	-.28075	.50062
value	Equal variances assumed	.15034	-.59700	-.00118
	Equal variances not assumed	.14680	-.59091	-.00726
trustworthiness	Equal variances assumed	.19058	-.17776	.57753
	Equal variances not assumed	.18064	-.15881	.55858
attachment	Equal variances assumed	.20287	-.16866	.63533
	Equal variances not assumed	.20836	-.18180	.64847

T-Test

Group Statistics

		keahlian responden	N	Mean	Std. Deviation	Std. Error Mean
performance	amatir		83	4.6627	.81566	.08953
	profesional		30	4.8417	.74128	.13534
sosial image	amatir		83	4.6114	.95337	.10465
	profesional		30	3.8000	.95005	.17345
value	amatir		83	4.5663	.80435	.08829
	profesional		30	4.8444	.65351	.11931
trustworthiness	amatir		83	4.6747	.86794	.09527
	profesional		30	3.6556	.84183	.15370
attachment	amatir		83	4.8755	.92057	.10105
	profesional		30	3.7778	.89842	.16403

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
performance	Equal variances assumed	.210	.648
	Equal variances not assumed		
social image	Equal variances assumed	.058	.810
	Equal variances not assumed		
value	Equal variances assumed	.581	.448
	Equal variances not assumed		
trustworthiness	Equal variances assumed	.050	.823
	Equal variances not assumed		
attachment	Equal variances assumed	.135	.714
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
performance	Equal variances assumed	-1.055	111	.294	-.17902
	Equal variances not assumed	-1.103	56.134	.275	-.17902
social image	Equal variances assumed	3.999	111	.000	.81145
	Equal variances not assumed	4.006	51.538	.000	.81145
value	Equal variances assumed	-1.701	111	.092	-.27818
	Equal variances not assumed	-1.874	62.795	.066	-.27818
trustworthiness	Equal variances assumed	5.555	111	.000	1.01914
	Equal variances not assumed	5.636	52.808	.000	1.01914
attachment	Equal variances assumed	5.633	111	.000	1.09772
	Equal variances not assumed	5.698	52.512	.000	1.09772

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
performance	Equal variances assumed	.16976	-.51541	.15738
	Equal variances not assumed	.16227	-.50407	.14604
sosial image	Equal variances assumed	.20291	.40936	1.21353
	Equal variances not assumed	.20258	.40486	1.21803
value	Equal variances assumed	.16357	-.60229	.04594
	Equal variances not assumed	.14843	-.57481	.01845
trustworthiness	Equal variances assumed	.18346	.65560	1.38268
	Equal variances not assumed	.18083	.65642	1.38187
attachment	Equal variances assumed	.19489	.71154	1.48391
	Equal variances not assumed	.19265	.71123	1.48422