Lampiran 2

KUESIONER PENELITIAN

EFEKTIVITAS BROSUR PADA PRODUK SHAR-E DENGAN MENGGUNAKAN CONSUMER DECESION MODEL (CDM)

Saudara/i yang terhormat perkenalkan nama saya Restu Frida Utami mahasiswa Pascasarjana UI yang sedang melakukan penelitian mengenai pesan brosur Shar-E yang dapat mempengaruhi niat beli Shar-E. Mohon kesediaan Saudara/i untuk mengisi kuesioner dibawah ini yang menurut Saudara/i paling sesuai. Pernyataan dan data Saudara/i akan dijaga kerahasiaanya dan hanya akan digunakan untuk keperluan penelitian.

SCREENING

Berilah tanda (X) pada kolom pilihan sebagai berikut:

1. Apakah Anda pernah melihat dan membaca brosur Shar-E versi "Raih 365 Umrah" ?
   a. Ya (lanjutkan ke No.2) b. Tidak STOP
2. Berapa kali Anda melihat brosur tersebut?
   a. 1 kali c. 6-10 kali
   b. 2-5 kali d. Lebih dari 10 kali
3. Apakah Anda bekerja di Bank?
   a. Ya STOP b. Tidak

DEMOGRAFI

1. Jenis kelamin? ☐ Pria ☐ Wanita
2. Agama Anda? ☐ Islam ☐ Non-Islam
3. Usia Anda? ☐ 20-25 th ☐ 26-35 th ☐ 36-50 th ☐ >50 th
4. Pendidikan terakhir? ☐ SMA/sederajat ☐ Diploma ☐ S1 ☐ S2 atau S3
5. Pekerjaan Anda?
   ☐ Karyawan/ Pegawai swasta
   ☐ Wiraswasta
   ☐ Profesional

☐ PNS/TNI/Polisi

☐ Lainnya

6. Pendapatan Anda?

☐ Rp. 1.000.000 - Rp. 2.500.000

☐ >Rp. 2.500.000 - Rp. 5.000.000

☐ >Rp. 5.000.000 - Rp. 7.500.000

☐ >Rp. 7.500.000 - Rp. 10.000.000

☐ > Rp. 10.000.000

Beri tanda X pada kolom pilihan sesuai pendapat Anda. Ada 5 alternatif jawaban:

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. Ragu : Ragu
4. S : setuju
5. SS : Sangat Setuju

	Variabel Pesan Brosur	Jawaban				
1	Brosur Shar-E mencerminkan pesan; menambah saldo Shar-E hingga mencapai kelipatan 2 juta akan mendapatkan umrah	ST	TS	R	S	SS
2	Brosur Shar-E mencerminkan kesan; tabungan yang halal dan bebas riba	ST	TS	R	S	SS
3	Brosur Shar-E mencerminkan kesan; mudah untuk menjadi nasabah Shar-E	ST	TS	R	S	SS
4	Brosur Shar-E mencerminkan kesan; tabungan yang memberikan kemudahan dalam melakukan transaksi perbankan	ST	TS	R	S	SS
5	Brosur Shar-E memberikan pesan; saldo awal yang dibutuhkan untuk membuka rekening Shar-E kecil.	ST	TS	R	S	SS
6	Brosur shar-E mencerminkan kesan; membeli shar-E akan mendapatkan umrah	ST	TS	R	S	SS
7	Perpaduan warna pada brosur Shar-E ditampilkan menarik	ST	TS	R	S	SS
8	Tekstur halus, kertas brosur Shar-E memberikan kesan menarik	ST	TS	R	S	SS
9	Brosur Shar-E memberikan informasi yang bermanfaat untuk memilih tabungan.	ST	TS	R	S	SS

10	Berbagai gambar logo dalam brosur Shar-E ditampilkan secara menarik					
11	Brosur Shar-E memberikan pesan yang mudah dipahami					

- Variabel Pengenalan Merk

1	Saya tahu Shar-E, karena brosurnya mencerminkan pesan tabungan yang halal dan bebas riba	ST	TS	R	S	SS
2	Saya tahu Shar-E, karena brosurnya mencerminkan kesan menambah saldo hingga mencapai kelipatan 2 juta akan mendapatkan hadiah umrah	ST	TS	R	S	SS
3	Saya tahu Shar-E, karena brosurnya mencerminkan kesan tabungan yang memberikan kemudahan dalam melakukan transaksi perbankan	ST	TS	R	S	SS
4	Saya tahu Shar-E, karena brosurnya mencerminkan kesan mudah untuk menjadi nasabahnya	ST	TS	R	S	SS
5	Saya tahu Shar-E, karena brosurnya mencerminkan kesan saldo awal yang dibutuhkan membuka rekening Shar-E kecil	ST	TS	R	S	SS
6	Saya tahu Shar-E, karena brosurnya mencerminkan membeli Shar-E akan mendapatkan Umrah	ST	TS	R	S	SS
7	Saya tahu Shar-E, karena perpaduan warna pada brosurnya ditampilkan secara menarik	ST	TS	R	S	SS
8	Saya tahu Shar-E, karena tekstur kertas brosurnya halus	ST	TS	R	S	SS
9	Saya tahu Shar-E, karena berbagai gambar logo dalam brosurnya ditampilkan secara menarik	ST	TS	R	S	SS
10	Saya tahu Shar-E, karena brosurnya mencerminkan kesan informasi yang bermanfaat untuk memilih tabungan	ST	TS	R	S	SS
11	Saya tahu Shar-E, karena brosurnya memberikan pesan yang mudah dipahami	ST	TS	R	S	SS

- Variabel Sikap

1	Saya suka Shar-E karena mudah untuk menjadi nasabahnya	ST	TS	R	S	SS
2	Saya suka Shar-E karena dapat memberikan kemudahan dalam melakukan transaksi perbankan	ST	TS	R	S	SS
3	Saya suka Shar-E karena menambah saldo hingga mencapai kelipatan 2 juta akan mendapatkan hadiah umrah.	ST	TS	R	S	SS
4	Saya suka Shar-E karena tabungan yang halal dan bebas riba	ST	TS	R	S	SS
5	Saya suka Shar-E karena saldo awal yang dibutuhkan untuk membuka rekening shar-E kecil	ST	TS	R	S	SS
6	Saya suka Shar-E karena membeli Shar-E akan mendapatkan hadiah umrah	ST	TS	R	S	SS
7	Saya suka Shar-E karena brosurnya memberikan pesan yang mudah dipahami	ST	TS	R	S	SS
8	Saya suka Shar-E, karena brosurnya memberikan informasi yang bermanfaat untuk memilih tabungan	ST	TS	R	S	SS
9	Saya suka Shar-E, karena tekstur kertas brosurnya halus	ST	TS	R	S	SS
10	Saya suka Shar-E karena berbagai gambar logo dalam brosurnya ditampilkan secara menarik	ST	TS	R	S	SS
11	Saya suka Shar-E karena perpaduan warna pada brosurnya ditampilkan menarik	ST	TS	R	S	SS

- Variabel Keyakinan

1	Saya yakin jika menambah saldo Shar-E dan mencapai kelipatan 2 juta akan mendapatkan hadiah umrah	ST	TS	R	S	SS
2	Saya yakin, Shar-E tabungan yang halal dan bebas riba	ST	TS	R	S	SS
3	Saya yakin, mudah untuk menjadi nasabah Shar-E	ST	TS	R	S	SS
4	Saya yakin, Shar-E memberikan kemudahan dalam kukan transaksi perbankan	ST	TS	R	S	SS

5	Saya yakin pada Shar-E, saldo awal yang dibutuhkan membuka rekening Shar-E kecil	ST	TS	R	S	SS
6	Saya yakin Shar-E, karena membeli Shar-E akan mendapatkan hadiah umrah	ST	TS	R	S	SS
7	Saya yakin pada Shar-E, yang brosurnya memberikan pesan yang mudah dipahami	ST	TS	R	S	SS
8	Saya yakin pada Shar-E, yang brosurnya memberikan informasi yang dapat membantu dalam memilih tabungan	ST	TS	R	S	SS
9	Saya yakin pada Shar-E, yang tekstur kertas brosurnya halus	ST	TS	R	S	SS
10	Saya yakin pada Shar-E, yang berbagai gambar logo dalam brosur ditampilkan secara menarik	ST	TS	R	S	SS
11	Saya yakin pada Shar-E, yang perpaduan warna brosurnya ditampilkan menarik	ST	TS	R	S	SS

- Variabel Niat Beli

1	Saya berniat membeli Shar-E, karena membeli Shar-E akan mendapatkan hadiah umrah	ST	TS	R	S	SS
2	Saya berniat membeli Shar-E karena apabila menambah saldo hingga mencapai kelipatan 2 juta akan mendapatkan hadiah umrah	ST	TS	R	S	SS
3	Saya berniat membeli Shar-E karena mudah untuk menjadi nasabahnya	ST	TS	R	S	SS
4	Saya berniat membeli Shar-E, karena memberikan kemudahan dalam melakukan transaksi perbankan	ST	TS	R	S	SS
5	Saya berniat membeli Shar-E, karena saldo awal yang dibutuhkan untuk membuka rekening Shar-E kecil	ST	TS	R	S	SS
6	Saya berniat membeli Shar-E, karena mencerminkan tabungan yang halal dan bebas riba	ST	TS	R	S	SS
7	Saya berniat membeli Shar-E, karena perpaduan warna pada brosur ditampilkan menarik.	ST	TS	R	S	SS
		ST	TS	R	S	SS

8	Saya berniat membeli Shar-E, karena tekstur kertas brosurnya halus					
9	Saya berniat membeli Shar-E, karena brosurnya memberikan informasi yang bermanfaat untuk memilih tabungan	ST	TS	R	S	SS
10	Saya berniat membeli Shar-E, karena berbagai gambar logo dalam brosurnya ditampilkan menarik	ST	TS	R	S	SS
11	Saya berniat membeli Shar-E, karena pesan dalam brosurnya mudah dipahami	ST	TS	R	S	SS

Lampiran 3

Data Uji Validitas dan Reliabilitas
30 Data Responden

No	Pesan Brosur										
	PB1	PB2	PB3	PB4	PB5	PB6	PB7	PB8	PB9	PB10	PB11
1	2	2	2	2	2	2	2	2	2	2	2
2	2	4	4	4	4	4	4	4	2	4	4
3	4	4	2	3	3	4	4	4	3	3	2
4	2	2	2	3	2	2	2	2	3	3	3
5	2	2	4	4	2	4	1	3	3	4	3
6	4	5	5	4	5	4	4	4	4	4	4
7	4	5	5	5	5	4	5	4	5	4	5
8	4	4	4	3	2	2	4	2	2	2	2
9	4	5	5	5	5	2	4	2	2	2	4
10	5	5	5	4	5	2	2	4	4	2	4
11	2	5	5	5	4	2	4	5	4	5	3
12	3	4	3	2	4	2	4	4	3	4	3
13	2	5	4	4	4	2	4	2	4	2	2
14	4	5	4	3	5	3	1	3	4	3	4
15	4	4	3	3	2	2	2	2	4	2	4
16	4	4	4	4	3	3	4	4	4	4	4
17	2	4	4	4	4	4	3	4	4	2	4
18	4	5	5	5	5	4	5	4	4	5	4
19	2	5	4	4	4	2	4	4	4	4	4
20	4	5	4	2	4	5	4	2	4	4	4
21	3	4	4	4	4	4	4	4	3	3	4
22	2	5	5	5	4	2	4	4	4	4	4
23	4	4	4	4	3	4	4	4	4	4	4
24	4	5	5	4	4	4	5	4	4	4	3
25	4	5	3	4	4	5	4	4	4	3	4
26	3	5	4	4	4	4	4	4	4	4	3
27	3	4	4	4	3	3	4	4	4	2	2
28	5	5	5	4	4	4	3	4	2	3	2
29	4	4	3	4	3	4	3	3	4	4	4
30	3	4	4	5	4	3	4	4	3	3	3

No	Pengenalan Merek										
	PM1	PM2	PM3	PM4	PM5	PM6	PM7	PM8	PM9	PM10	PM11
1	3	4	4	3	3	3	2	3	3	3	3
2	2	4	4	4	4	2	4	4	4	4	4
3	4	4	3	3	4	4	4	4	4	3	3
4	4	2	2	2	2	2	2	2	2	3	3
5	4	3	2	2	4	4	2	4	3	2	1
6	4	4	5	4	5	4	3	2	4	2	4
7	4	5	5	5	5	4	4	4	5	4	4
8	2	4	2	2	2	2	4	2	1	4	1
9	2	2	2	2	2	2	2	2	2	2	2
10	4	4	4	4	4	4	4	4	4	4	4
11	2	5	4	4	4	2	4	4	4	4	4
12	3	4	3	3	4	3	4	4	3	4	3
13	2	4	4	4	4	4	2	4	4	2	2
14	1	3	4	4	4	5	1	2	3	3	3
15	2	4	4	3	3	3	2	2	3	3	4
16	4	4	4	3	3	3	4	4	4	3	4
17	4	4	4	4	4	4	3	4	3	2	4
18	4	5	4	5	5	4	5	5	3	3	3
19	2	4	4	4	4	2	4	4	4	4	4
20	5	5	2	2	2	5	4	2	2	4	4
21	2	4	3	3	4	4	2	2	4	2	4
22	2	4	4	4	4	2	2	2	2	2	2
23	4	4	4	4	3	4	4	4	4	4	4
24	2	4	4	4	4	4	4	2	4	4	4
25	4	4	4	4	4	4	3	4	3	4	4
26	4	4	4	4	4	4	3	3	4	3	3
27	1	1	4	4	3	1	4	1	5	3	2
28	4	4	4	4	4	4	2	4	2	2	2
29	4	4	4	3	4	4	3	3	4	3	3
30	3	4	4	4	4	3	3	3	3	3	4

NO	Sikap										
	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11
1	3	4	4	4	4	3	3	3	4	4	3
2	2	4	4	4	4	2	4	4	4	4	4
3	3	4	4	3	3	3	4	4	3	3	4
4	3	2	3	2	2	2	2	2	2	3	3
5	4	3	4	4	4	4	2	4	3	2	3
6	4	5	5	4	5	3	3	3	3	3	4
7	4	5	5	5	5	4	4	4	4	4	4
8	2	4	3	3	3	2	3	2	2	3	1
9	2	4	4	4	4	2	2	2	2	2	2
10	5	5	5	3	4	4	2	3	2	2	3
11	2	4	4	4	4	2	2	3	4	4	4
12	3	3	4	3	4	3	4	4	4	4	3
13	4	4	4	4	4	4	2	2	4	2	4
14	4	3	4	3	5	4	2	2	3	3	5
15	4	4	4	4	3	4	2	2	2	2	3
16	4	4	4	4	3	3	4	4	4	3	4
17	2	4	4	4	4	3	3	4	2	2	4
18	3	5	4	4	4	4	4	5	4	4	4
19	2	4	4	4	4	2	4	4	4	4	4
20	5	5	5	2	4	5	4	2	4	4	4
21	4	4	4	4	4	4	2	2	4	2	4
22	2	5	5	5	5	2	2	2	4	2	4
23	4	4	4	4	4	4	4	4	4	4	4
24	3	4	4	4	4	2	2	2	3	4	4
25	4	5	3	4	3	4	3	4	4	3	5
26	4	4	4	4	4	4	4	3	4	3	4
27	1	4	4	4	2	1	4	3	4	3	3
28	4	5	4	2	2	4	2	2	2	2	2
29	3	4	4	4	4	4	3	3	3	3	3
30	4	4	4	4	4	3	3	3	4	3	4

NO	Keyakinan										
	K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	K11
1	3	4	4	4	3	3	3	3	3	2	2
2	2	4	4	4	4	4	4	4	4	4	4
3	3	3	3	3	3	3	3	3	3	3	3
4	2	2	2	2	2	2	2	2	2	3	3
5	4	3	4	4	4	4	2	4	3	2	2
6	3	4	4	3	4	3	4	3	3	3	4
7	4	5	5	5	5	4	4	4	5	4	4
8	2	4	3	3	3	2	3	3	1	2	1
9	2	4	4	4	4	2	2	2	2	2	2
10	3	4	3	3	4	3	2	2	4	2	4
11	2	5	4	4	4	4	4	4	4	4	4
12	3	3	3	3	4	3	4	4	4	4	3
13	3	4	4	4	4	4	2	2	4	2	4
14	3	4	4	4	4	3	2	3	3	2	3
15	2	4	4	3	3	4	3	3	4	2	4
16	3	4	4	4	3	3	4	4	4	4	4
17	2	4	4	4	4	2	2	2	2	2	4
18	3	4	5	4	4	3	4	4	4	4	4
19	4	4	4	4	4	2	4	4	4	4	4
20	4	5	5	4	5	5	4	2	4	4	4
21	3	4	4	3	4	4	2	2	4	2	4
22	3	4	4	4	4	2	2	2	4	2	4
23	4	4	4	4	3	4	4	4	4	4	4
24	3	5	5	4	4	3	2	2	4	2	4
25	3	5	4	4	4	4	3	4	4	3	4
26	3	4	4	4	4	4	3	3	3	3	4
27	1	4	4	4	3	2	3	3	4	3	3
28	4	5	4	2	4	4	1	1	3	1	1
29	4	4	4	3	4	4	3	3	3	3	3
30	3	4	4	4	4	3	3	3	4	3	4

No	Niat Beli										
	NB1	NB2	NB3	NB4	NB5	NB6	NB7	NB8	NB9	NB10	NB11
1	3	4	3	4	3	3	3	3	3	2	4
2	2	4	4	4	4	4	4	4	4	4	4
3	4	4	3	4	3	4	3	4	4	3	3
4	2	2	2	2	2	2	2	2	2	3	3
5	4	3	4	4	4	4	2	4	3	2	2
6	4	4	4	4	4	4	3	3	4	3	4
7	4	5	5	5	5	4	4	4	5	4	4
8	2	4	3	3	3	2	3	3	1	3	1
9	2	2	2	2	2	2	2	2	2	2	2
10	2	2	2	2	4	4	2	2	3	3	2
11	4	4	4	2	2	2	2	2	4	2	4
12	3	3	3	3	4	3	4	4	4	4	3
13	4	4	4	4	4	2	2	2	4	4	4
14	4	3	3	2	4	3	2	3	4	2	2
15	3	4	3	3	3	3	3	4	4	2	4
16	3	4	4	4	3	3	4	4	4	4	4
17	2	4	4	4	4	2	1	1	4	1	3
18	2	3	2	4	4	2	3	3	4	3	4
19	2	4	4	4	4	2	4	4	4	4	4
20	5	5	4	4	5	5	4	2	4	4	4
21	3	4	4	4	4	4	2	2	4	2	2
22	2	5	5	5	5	2	2	2	2	2	4
23	4	4	4	4	4	4	4	4	4	4	4
24	3	4	4	4	4	3	2	2	3	2	3
25	3	5	4	4	4	4	3	4	4	3	4
26	4	4	4	4	4	4	3	3	3	3	4
27	3	3	3	4	3	3	2	2	4	4	3
28	2	5	4	4	4	2	2	2	2	2	2
29	4	4	3	3	4	4	3	3	3	3	3
30	3	4	4	4	4	4	2	2	4	2	3

NO	Total				
	TTLPB	TTLPM	TTLS	TTLK	TTLNB
1	22	34	39	34	35
2	40	40	40	42	42
3	36	40	38	33	39
4	26	26	26	24	24
5	32	31	37	36	36
6	47	41	42	38	41
7	51	49	48	49	49
8	31	26	28	27	28
9	40	22	30	30	22
10	42	44	38	34	28
11	44	41	37	43	32
12	36	38	39	38	38
13	35	36	38	37	38
14	39	33	38	35	32
15	32	33	34	36	36
16	42	40	41	41	41
17	39	40	36	32	30
18	50	46	45	43	34
19	41	40	40	42	40
20	42	37	44	46	46
21	41	34	38	36	35
22	43	30	38	35	36
23	43	43	44	43	44
24	46	40	36	38	34
25	44	42	42	42	42
26	43	40	42	39	40
27	37	29	33	34	34
28	41	36	31	30	31
29	40	39	38	38	37
30	40	38	40	39	36

Output Uji Reliabilitas

Reliability

****** Method 1 (space saver) will be used for this analysis ******
R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)
Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
PB1	75,7000	152,4241	,3243	,7456
PB2	74,7000	143,8724	,7559	,7235
PB3	75,0333	145,1368	,6849	,7270
PB4	75,1667	148,0747	,5861	,7337
PB5	75,3000	142,9069	,7379	,7220
PB6	75,8000	149,6828	,4190	,7398
PB7	75,4667	145,4989	,5656	,7301
PB8	75,5333	147,0851	,6149	,7315
PB9	75,5000	150,3276	,5127	,7385
PB10	75,7000	148,3552	,5194	,7354
PB11	75,6000	149,4897	,5304	,7369
TOTAL_PB	39,5000	40,3276	1,0000	,8340

Reliability Coefficients
N of Cases = 30,0 N of Items = 12
Alpha = ,7522

Reliability
****** Method 1 (space saver) will be used for this analysis ******
R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)
Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
PM1	70,8000	140,9241	,3824	,7358
PM2	70,0333	137,7575	,6693	,7237
PM3	70,2333	139,1506	,6173	,7271
PM4	70,3667	138,2402	,6557	,7248

PM5	70,2000	138,5793	,6523	,7255
PM6	70,5333	141,0851	,4141	,7349
PM7	70,7333	139,0299	,5137	,7291
PM8	70,7333	136,2023	,6157	,7220
PM9	70,5333	139,1540	,5385	,7287
PM10	70,7667	144,7368	,3559	,7409
PM11	70,6667	137,5402	,6117	,7244
TOTAL_PM	36,9333	38,0644	1,0000	,8161

Reliability Coefficients
N of Cases = 30,0 N of Items = 12
Alpha = ,7478

Reliability
****** Method 1 (space saver) will be used for this analysis ******
R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
S1	72,7333	89,3057	,3241	,7197
S2	71,9000	90,4379	,4141	,7181
S3	71,9333	91,5816	,4714	,7201
S4	72,3000	90,9069	,3555	,7208
S5	72,2333	87,7023	,5345	,7082
S6	72,8333	87,8678	,4174	,7128
S7	73,0333	87,5506	,4929	,7091
S8	72,9667	86,9299	,5064	,7072
S9	72,6667	85,5402	,6595	,6989
S10	72,9667	89,7575	,4007	,7170
S11	72,4333	85,7023	,6363	,7000
TOTAL_S	38,0000	24,1379	1,0000	,7461

Reliability Coefficients
N of Cases = 30,0 N of Items = 12
Alpha = ,7304

Reliability
****** Method 1 (space saver) will be used for this analysis ******
R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)
Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted

K1	71,3333	114,4368	,3888	,7454
K2	70,2333	114,3230	,4764	,7435
K3	70,3333	112,2989	,6545	,7367
K4	70,6333	112,4471	,6126	,7375
K5	70,5000	113,8448	,5498	,7414
K6	71,0333	111,4126	,5205	,7370
K7	71,3333	108,2989	,6599	,7275
K8	71,3000	110,7690	,5349	,7355
K9	70,8000	107,5448	,7451	,7240
K10	71,4333	108,2540	,6577	,7274
K11	70,8667	109,2920	,5860	,7313
TOTAL_K	37,1333	30,3954	1,0000	,8428

Reliability Coefficients
N of Cases = 30,0 N of Items = 12
Alpha = ,7544

Reliability
****** Method 1 (space saver) will be used for this analysis ******
R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)
Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
NB1	68,9333	136,9609	,5266	,7392
NB2	68,2000	136,1655	,6113	,7362
NB3	68,4667	136,6713	,6067	,7372
NB4	68,4000	135,6276	,6330	,7349
NB5	68,3000	137,7345	,5685	,7397
NB6	68,8667	135,7747	,5638	,7365
NB7	69,2667	134,5471	,6783	,7321
NB8	69,1333	136,7402	,5178	,7390
NB9	68,5333	135,2920	,6147	,7346
NB10	69,1333	137,2230	,5188	,7398
NB11	68,7667	135,4264	,6095	,7349
TOTAL_NB	36,0000	37,2414	1,0000	,8487

Reliability Coefficients
N of Cases = 30,0 N of Items = 12
Alpha = ,7559

Reliability
****** Method 1 (space saver) will be used for this analysis ******
R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
PB1	75,7000	152,4241	,3243	,7456
PB2	74,7000	143,8724	,7559	,7235
PB3	75,0333	145,1368	,6849	,7270
PB4	75,1667	148,0747	,5861	,7337
PB5	75,3000	142,9069	,7379	,7220
PB6	75,8000	149,6828	,4190	,7398
PB7	75,4667	145,4989	,5656	,7301
PB8	75,5333	147,0851	,6149	,7315
PB9	75,5000	150,3276	,5127	,7385
PB10	75,7000	148,3552	,5194	,7354
PB11	75,6000	149,4897	,5304	,7369
TOTAL_PB	39,5000	40,3276	1,0000	,8340

Reliability Coefficients

N of Cases = 30,0 N of Items = 12

Alpha = ,7522

Output Uji Validitas

Correlations

Correlations

		PB1	PB2	PB3	PB4	PB5	PB6	PB7	PB8	PB9	PB10	PB11	TOTAL_PB
PB1	Pearson Correlation	1	,431**	,237	-,020	,272	,312*	,104	,031	,106	-,062	,180	,393*
	Sig. (1-tailed)	.	,009	,104	,458	,073	,047	,292	,435	,288	,372	,171	,016
	N	30	30	30	30	30	30	30	30	30	30	30	30
PB2	Pearson Correlation	,431**	1	,662**	,409*	,789**	,154	,533**	,369*	,436**	,210	,326*	,786**
	Sig. (1-tailed)	,009	.	,000	,012	,000	,209	,001	,023	,008	,133	,039	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PB3	Pearson Correlation	,237	,662**	1	,673**	,666**	,079	,364*	,391*	,249	,285	,322*	,723**
	Sig. (1-tailed)	,104	,000	.	,000	,000	,338	,024	,016	,092	,064	,042	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PB4	Pearson Correlation	-,020	,409*	,673**	1	,459**	,077	,392*	,497**	,265	,269	,323*	,630**
	Sig. (1-tailed)	,458	,012	,000	.	,005	,344	,016	,003	,079	,075	,041	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PB5	Pearson Correlation	,272	,789**	,666**	,459**	1	,196	,383*	,435**	,319*	,246	,474**	,772**
	Sig. (1-tailed)	,073	,000	,000	,005	.	,149	,018	,008	,043	,095	,004	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PB6	Pearson Correlation	,312*	,154	,079	,077	,196	1	,243	,305	,204	,358*	,258	,485**
	Sig. (1-tailed)	,047	,209	,338	,344	,149	.	,098	,051	,140	,026	,084	,003
	N	30	30	30	30	30	30	30	30	30	30	30	30
PB7	Pearson Correlation	,104	,533**	,364*	,392*	,383*	,243	1	,412*	,196	,378*	,098	,622**
	Sig. (1-tailed)	,292	,001	,024	,016	,018	,098	.	,012	,150	,020	,304	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PB8	Pearson Correlation	,031	,369*	,391*	,497**	,435**	,305	,412*	1	,327*	,515**	,197	,658**
	Sig. (1-tailed)	,435	,023	,016	,003	,008	,051	,012	.	,039	,002	,148	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PB9	Pearson Correlation	,106	,436**	,249	,265	,319*	,204	,196	,327*	1	,331*	,492**	,560**
	Sig. (1-tailed)	,288	,008	,092	,079	,043	,140	,150	,039	.	,037	,003	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30
PB10	Pearson Correlation	-,062	,210	,285	,269	,246	,358*	,378*	,515**	,331*	1	,356*	,573**
	Sig. (1-tailed)	,372	,133	,064	,075	,095	,026	,020	,002	,037	.	,027	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PB11	Pearson Correlation	,180	,326*	,322*	,323*	,474**	,258	,098	,197	,492**	,356*	1	,578**
	Sig. (1-tailed)	,171	,039	,042	,041	,004	,084	,304	,148	,003	,027	.	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL_PB	Pearson Correlation	,393*	,786**	,723**	,630**	,772**	,485**	,622**	,658**	,560**	,573**	,578**	1
	Sig. (1-tailed)	,016	,000	,000	,000	,000	,003	,000	,000	,001	,000	,000	.
	N	30	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

Correlations

Correlations

		PM1	PM2	PM3	PM4	PM5	PM6	PM7	PM8	PM9	PM10	PM11	TOTAL_PM
PM1	Pearson Correlatio	1	,366*	-,046	-,072	,098	,523**	,238	,439**	-,054	,031	,213	,458**
	Sig. (1-tailed)	.	,023	,404	,353	,303	,002	,103	,008	,389	,436	,129	,005
	N	30	30	30	30	30	30	30	30	30	30	30	30
PM2	Pearson Correlatio	,366*	1	,332*	,344*	,436**	,447**	,378*	,517**	,069	,319*	,451**	,707**
	Sig. (1-tailed)	,023	.	,036	,032	,008	,007	,020	,002	,359	,043	,006	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PM3	Pearson Correlatio	-,046	,332*	1	,871**	,689**	,145	,139	,252	,620**	,056	,472**	,659**
	Sig. (1-tailed)	,404	,036	.	,000	,000	,223	,231	,090	,000	,385	,004	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PM4	Pearson Correlatio	-,072	,344*	,871**	1	,759**	,156	,278	,384*	,543**	,125	,375*	,695**
	Sig. (1-tailed)	,353	,032	,000	.	,000	,206	,068	,018	,001	,256	,021	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PM5	Pearson Correlatio	,098	,436**	,689**	,759**	1	,371*	,135	,484**	,525**	-,102	,255	,691**
	Sig. (1-tailed)	,303	,008	,000	,000	.	,022	,238	,003	,001	,296	,087	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PM6	Pearson Correlatio	,523**	,447**	,145	,156	,371*	1	-,111	,247	,093	-,084	,244	,482**
	Sig. (1-tailed)	,002	,007	,223	,206	,022	.	,280	,094	,312	,330	,097	,004
	N	30	30	30	30	30	30	30	30	30	30	30	30
PM7	Pearson Correlatio	,238	,378*	,139	,278	,135	-,111	1	,377*	,345*	,665**	,327*	,573**
	Sig. (1-tailed)	,103	,020	,231	,068	,238	,280	.	,020	,031	,000	,039	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PM8	Pearson Correlatio	,439**	,517**	,252	,384*	,484**	,247	,377*	1	,230	,190	,179	,667**
	Sig. (1-tailed)	,008	,002	,090	,018	,003	,094	,020	.	,111	,158	,172	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PM9	Pearson Correlatio	-,054	,069	,620**	,543**	,525**	,093	,345*	,230	1	,179	,449**	,593**
	Sig. (1-tailed)	,389	,359	,000	,001	,001	,312	,031	,111	.	,172	,006	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
PM10	Pearson Correlatio	,031	,319*	,056	,125	-,102	-,084	,665**	,190	,179	1	,420*	,412*
	Sig. (1-tailed)	,436	,043	,385	,256	,296	,330	,000	,158	,172	.	,010	,012
	N	30	30	30	30	30	30	30	30	30	30	30	30
PM11	Pearson Correlatio	,213	,451**	,472**	,375*	,255	,244	,327*	,179	,449**	,420*	1	,659**
	Sig. (1-tailed)	,129	,006	,004	,021	,087	,097	,039	,172	,006	,010	.	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL_PM	Pearson Correlatio	,458**	,707**	,659**	,695**	,691**	,482**	,573**	,667**	,593**	,412*	,659**	1
	Sig. (1-tailed)	,005	,000	,000	,000	,000	,004	,000	,000	,000	,012	,000	.
	N	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (1-tailed).

Correlations

Correlations

		S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	TOTAL_S
S1	Pearson Correlat	1	,200	,291	-,254	,161	,850**	-,104	-,083	,013	-,137	,256	,415*
	Sig. (1-tailed)	.	,144	,059	,088	,198	,000	,292	,331	,472	,235	,086	,011
	N	30	30	30	30	30	30	30	30	30	30	30	30
S2	Pearson Correlat	,200	1	,539**	,252	,219	,270	,169	,099	,172	-,006	,130	,473**
	Sig. (1-tailed)	,144	.	,001	,090	,122	,074	,186	,301	,182	,487	,247	,004
	N	30	30	30	30	30	30	30	30	30	30	30	30
S3	Pearson Correlat	,291	,539**	1	,230	,605**	,246	,079	-,005	,183	-,005	,221	,512**
	Sig. (1-tailed)	,059	,001	.	,111	,000	,095	,338	,490	,167	,489	,120	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30
S4	Pearson Correlat	-,254	,252	,230	1	,501**	-,163	,088	,312*	,436**	,017	,327*	,421*
	Sig. (1-tailed)	,088	,090	,111	.	,002	,194	,322	,046	,008	,464	,039	,010
	N	30	30	30	30	30	30	30	30	30	30	30	30
S5	Pearson Correlat	,161	,219	,605**	,501**	1	,221	-,011	,102	,317*	,169	,441**	,593**
	Sig. (1-tailed)	,198	,122	,000	,002	.	,120	,477	,297	,044	,186	,007	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
S6	Pearson Correlat	,850**	,270	,246	-,163	,221	1	,007	,069	,055	-,137	,251	,499**
	Sig. (1-tailed)	,000	,074	,095	,194	,120	.	,486	,358	,386	,235	,090	,003
	N	30	30	30	30	30	30	30	30	30	30	30	30
S7	Pearson Correlat	-,104	,169	,079	,088	-,011	,007	1	,670**	,520**	,624**	,206	,560**
	Sig. (1-tailed)	,292	,186	,338	,322	,477	,486	.	,000	,002	,000	,137	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30
S8	Pearson Correlat	-,083	,099	-,005	,312*	,102	,069	,670**	1	,382*	,412*	,322*	,575**
	Sig. (1-tailed)	,331	,301	,490	,046	,297	,358	,000	.	,019	,012	,041	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
S9	Pearson Correlat	,013	,172	,183	,436**	,317*	,055	,520**	,382*	1	,539**	,587**	,707**
	Sig. (1-tailed)	,472	,182	,167	,008	,044	,386	,002	,019	.	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
S10	Pearson Correlat	-,137	-,006	-,005	,017	,169	-,137	,624**	,412*	,539**	1	,270	,469**
	Sig. (1-tailed)	,235	,487	,489	,464	,186	,235	,000	,012	,001	.	,075	,004
	N	30	30	30	30	30	30	30	30	30	30	30	30
S11	Pearson Correlat	,256	,130	,221	,327*	,441**	,251	,206	,322*	,587**	,270	1	,687**
	Sig. (1-tailed)	,086	,247	,120	,039	,007	,090	,137	,041	,000	,075	.	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL_S	Pearson Correlat	,415*	,473**	,512**	,421*	,593**	,499**	,560**	,575**	,707**	,469**	,687**	1
	Sig. (1-tailed)	,011	,004	,002	,010	,000	,003	,001	,000	,000	,004	,000	.
	N	30	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

Correlations

Correlations

		K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	K11	TOTAL_K
K1	Pearson Correlation	1	,201	,334*	,083	,458**	,485**	,090	,095	,303	,128	,038	,448**
	Sig. (1-tailed)	.	,143	,036	,331	,005	,003	,317	,308	,052	,250	,422	,006
	N	30	30	30	30	30	30	30	30	30	30	30	30
K2	Pearson Correlation	,201	1	,731**	,414*	,596**	,407*	,117	-,056	,392*	,009	,199	,523**
	Sig. (1-tailed)	,143	.	,000	,011	,000	,013	,268	,384	,016	,480	,146	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30
K3	Pearson Correlation	,334*	,731**	1	,666**	,649**	,406*	,230	,117	,497**	,157	,335*	,687**
	Sig. (1-tailed)	,036	,000	.	,000	,000	,013	,111	,269	,003	,203	,035	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
K4	Pearson Correlation	,083	,414*	,666**	1	,448**	,094	,356*	,442**	,428**	,348*	,409*	,650**
	Sig. (1-tailed)	,331	,011	,000	.	,007	,310	,027	,007	,009	,030	,012	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
K5	Pearson Correlation	,458**	,596**	,649**	,448**	1	,426**	,093	-,014	,401*	,111	,284	,589**
	Sig. (1-tailed)	,005	,000	,000	,007	.	,010	,312	,470	,014	,280	,064	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
K6	Pearson Correlation	,485**	,407*	,406*	,094	,426**	1	,198	,146	,454**	,183	,224	,576**
	Sig. (1-tailed)	,003	,013	,013	,310	,010	.	,147	,221	,006	,166	,117	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
K7	Pearson Correlation	,090	,117	,230	,356*	,093	,198	1	,766**	,395*	,902**	,400*	,705**
	Sig. (1-tailed)	,317	,268	,111	,027	,312	,147	.	,000	,015	,000	,014	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
K8	Pearson Correlation	,095	-,056	,117	,442**	-,014	,146	,766**	1	,336*	,715**	,224	,591**
	Sig. (1-tailed)	,308	,384	,269	,007	,470	,221	,000	.	,035	,000	,117	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
K9	Pearson Correlation	,303	,392*	,497**	,428**	,401*	,454**	,395*	,336*	1	,454**	,662**	,779**
	Sig. (1-tailed)	,052	,016	,003	,009	,014	,006	,015	,035	.	,006	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
K10	Pearson Correlation	,128	,009	,157	,348*	,111	,183	,902**	,715**	,454**	1	,486**	,703**
	Sig. (1-tailed)	,250	,480	,203	,030	,280	,166	,000	,000	,006	.	,003	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
K11	Pearson Correlation	,038	,199	,335*	,409*	,284	,224	,400*	,224	,662**	,486**	1	,640**
	Sig. (1-tailed)	,422	,146	,035	,012	,064	,117	,014	,117	,000	,003	.	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL_K	Pearson Correlation	,448**	,523**	,687**	,650**	,589**	,576**	,705**	,591**	,779**	,703**	,640**	1
	Sig. (1-tailed)	,006	,002	,000	,000	,000	,000	,000	,000	,000	,000	,000	.
	N	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (1-tailed).

Correlations

Correlations

		NB1	NB2	NB3	NB4	NB5	NB6	NB7	NB8	NB9	NB10	NB11	TOTAL_NB
NB1	Pearson Correlation	1	,287	,322*	,124	,220	,598**	,242	,214	,468**	,223	,277	,579**
	Sig. (1-tailed)	.	,062	,042	,256	,121	,000	,099	,129	,005	,119	,069	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
NB2	Pearson Correlation	,287	1	,805**	,695**	,523**	,209	,300	,139	,217	,054	,426**	,654**
	Sig. (1-tailed)	,062	.	,000	,000	,002	,134	,054	,232	,124	,388	,009	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
NB3	Pearson Correlation	,322*	,805**	1	,709**	,572**	,219	,158	,096	,306	,053	,388*	,648**
	Sig. (1-tailed)	,042	,000	.	,000	,000	,123	,202	,307	,050	,390	,017	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
NB4	Pearson Correlation	,124	,695**	,709**	1	,630**	,241	,269	,189	,296	,197	,440**	,674**
	Sig. (1-tailed)	,256	,000	,000	.	,000	,100	,075	,158	,056	,148	,007	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
NB5	Pearson Correlation	,220	,523**	,572**	,630**	1	,426**	,230	,083	,299	,183	,198	,612**
	Sig. (1-tailed)	,121	,002	,000	,000	.	,009	,111	,331	,054	,166	,147	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
NB6	Pearson Correlation	,598**	,209	,219	,241	,426**	1	,384*	,335*	,415*	,267	,126	,615**
	Sig. (1-tailed)	,000	,134	,123	,100	,009	.	,018	,035	,011	,077	,254	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
NB7	Pearson Correlation	,242	,300	,158	,269	,230	,384*	1	,760**	,341*	,748**	,481**	,716**
	Sig. (1-tailed)	,099	,054	,202	,075	,111	,018	.	,000	,032	,000	,004	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
NB8	Pearson Correlation	,214	,139	,096	,189	,083	,335*	,760**	1	,322*	,469**	,284	,573**
	Sig. (1-tailed)	,129	,232	,307	,158	,331	,035	,000	.	,041	,004	,064	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
NB9	Pearson Correlation	,468**	,217	,306	,296	,299	,415*	,341*	,322*	1	,335*	,544**	,660**
	Sig. (1-tailed)	,005	,124	,050	,056	,054	,011	,032	,041	.	,035	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
NB10	Pearson Correlation	,223	,054	,053	,197	,183	,267	,748**	,469**	,335*	1	,381*	,572**
	Sig. (1-tailed)	,119	,388	,390	,148	,166	,077	,000	,004	,035	.	,019	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
NB11	Pearson Correlation	,277	,426**	,388*	,440**	,198	,126	,481**	,284	,544**	,381*	1	,655**
	Sig. (1-tailed)	,069	,009	,017	,007	,147	,254	,004	,064	,001	,019	.	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL_NB	Pearson Correlation	,579**	,654**	,648**	,674**	,612**	,615**	,716**	,573**	,660**	,572**	,655**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	.
	N	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (1-tailed).

Lampiran 6

Data 141 Responden

No	Pesan Brosur (F)											No	Pesan Brosur (F)											No	Pesan Brosur (F)										
	1	2	3	4	5	6	7	8	9	10	11		1	2	3	4	5	6	7	8	9	10	11		1	2	3	4	5	6	7	8	9	10	11
1	3	4	4	4	4	3	2	2	4	2	4	48	5	3	4	4	4	4	2	2	4	2	4	95	5	5	5	4	4	4	3	4	2	3	2
2	4	4	4	4	4	4	4	4	4	4	4	49	5	5	5	5	5	4	5	5	5	5	5	96	4	4	3	4	3	4	3	3	4	4	4
3	4	4	4	2	4	2	2	2	4	3	4	50	2	5	4	4	3	3	4	4	4	4	4	97	3	4	4	5	4	3	4	4	3	3	3
4	3	4	4	4	4	4	2	2	4	4	2	51	4	4	4	4	4	4	5	4	4	4	4	98	4	5	4	3	5	3	1	3	4	3	4
5	4	4	4	4	3	4	4	4	3	4	3	52	5	5	5	5	5	5	5	5	5	5	5	99	2	5	4	4	5	2	2	4	5	4	3
6	4	4	4	4	4	4	4	4	4	4	4	53	3	4	4	4	3	4	2	3	4	2	4	100	4	5	4	4	4	3	3	2	4	3	3
7	4	4	4	4	4	4	4	4	4	4	4	54	4	4	4	4	4	2	4	3	4	4	4	101	5	5	5	5	5	5	5	5	5	4	4
8	2	4	4	4	4	4	2	4	4	2	4	55	4	4	4	3	4	3	4	4	4	4	4	102	4	4	4	4	3	3	3	4	4	3	3
9	3	3	3	4	4	4	5	5	4	4	3	56	5	5	1	5	1	5	5	5	5	5	1	103	4	4	3	3	3	3	4	2	4	4	4
10	4	5	4	4	5	3	4	4	5	4	4	57	4	4	4	4	4	4	4	4	4	4	4	104	4	4	5	4	4	3	3	3	4	3	4
11	4	5	5	3	5	2	4	4	4	5	5	58	2	2	4	4	3	2	4	4	4	4	4	105	4	4	3	4	3	4	4	4	4	3	4
12	5	5	5	5	5	4	4	4	4	4	4	59	4	4	4	4	4	4	4	4	4	4	4	106	4	4	5	4	4	3	3	4	4	3	4
13	2	4	2	4	4	4	4	4	3	4	2	60	4	5	5	5	4	5	3	4	4	3	4	107	4	4	4	4	4	4	4	4	4	4	4
14	3	4	4	3	4	4	4	4	4	4	2	61	5	5	5	5	4	5	3	4	4	3	4	108	4	4	4	4	4	4	5	4	4	4	4
15	1	4	4	4	4	2	3	3	4	2	3	62	5	5	1	1	5	1	5	5	5	5	5	109	4	4	4	3	3	4	4	4	4	4	4
16	4	4	4	4	4	4	4	5	4	5	4	63	5	5	5	5	5	5	5	5	5	5	5	110	4	4	4	4	4	4	4	4	4	4	4
17	5	5	5	5	5	4	4	4	4	4	4	64	4	4	4	3	4	3	4	4	5	4	5	111	4	4	4	4	4	4	4	4	4	4	4
18	2	3	4	2	2	2	3	3	4	2	2	65	2	4	3	3	2	3	2	2	4	3	3	112	4	4	4	4	4	4	4	4	4	4	4
19	4	4	4	4	4	4	2	2	4	2	4	66	5	5	5	5	5	3	5	5	5	5	4	113	4	4	4	4	4	4	2	3	4	4	4
20	2	4	4	4	4	2	2	2	4	2	4	67	4	4	4	4	4	4	4	4	4	4	4	114	4	3	3	4	4	4	3	4	4	4	3
21	2	5	4	4	4	3	3	4	4	4	4	68	4	5	4	4	5	4	2	3	4	2	4	115	5	5	4	4	4	2	4	4	4	2	2
22	4	5	5	3	4	4	4	3	3	3	4	69	4	5	3	3	4	4	3	4	4	3	4	116	4	5	5	4	4	4	5	4	5	5	3
23	2	4	4	3	4	3	4	4	4	3	4	70	5	5	5	4	3	2	3	4	4	4	4	117	2	4	4	4	4	4	2	2	4	2	4
24	3	4	4	4	5	2	4	5	5	5	4	71	4	4	4	4	4	5	2	3	4	4	4	118	5	4	4	2	4	4	2	4	4	4	2

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26	4	5	5	3	4	2	3	4	5	3	4	73	2	4	4	4	4	4	4	4	2	4	4	120	4	4	4	4	4	4	4	4	4	4	4
27	2	3	3	3	4	3	4	4	4	4	3	74	2	2	4	4	2	4	1	3	3	4	3	121	1	2	4	4	4	4	2	4	5	2	4
28	4	4	3	3	3	5	4	4	3	4	3	75	4	5	5	4	5	4	4	4	4	4	4	122	4	4	4	4	4	4	4	4	4	4	4
29	1	3	4	4	4	4	4	4	4	5	4	76	4	5	5	5	5	4	5	4	5	4	5	123	4	5	2	4	4	4	3	2	3	4	3
30	4	3	4	4	4	3	2	2	3	2	2	77	4	4	4	3	2	2	4	2	2	2	2	124	3	4	2	2	2	3	2	4	4	4	2
31	2	4	3	4	4	3	1	2	4	2	2	78	4	5	5	5	5	2	4	2	2	2	4	125	5	4	3	4	4	4	4	3	4	2	3
32	4	4	3	3	4	2	4	3	4	4	3	79	5	5	5	4	5	2	2	4	4	2	4	126	3	4	4	3	4	4	4	4	4	4	2
33	2	5	4	4	4	2	4	4	5	4	4	80	3	4	3	2	4	2	4	4	3	4	3	127	1	2	4	4	2	1	3	3	4	3	4
34	4	4	4	4	5	4	4	4	4	4	4	81	2	5	4	4	4	2	4	2	4	2	2	128	4	4	3	3	4	4	1	4	4	4	2
35	4	5	4	4	4	4	4	4	4	4	4	82	4	4	3	3	2	2	2	2	4	2	4	129	4	4	4	5	5	2	3	2	4	3	4
36	5	5	4	4	4	2	4	4	5	2	4	83	4	4	4	4	3	3	4	4	4	4	4	130	3	3	4	4	2	5	5	4	3	4	3
37	4	4	4	3	4	4	4	4	3	4	4	84	2	4	4	4	4	4	3	4	4	2	4	131	2	2	4	4	4	2	3	3	4	3	4
38	4	5	4	4	4	3	4	4	4	4	4	85	4	5	5	5	5	4	5	4	4	5	4	132	4	2	2	2	2	4	2	2	2	2	4
39	2	4	5	5	4	5	2	2	3	4	3	86	2	5	4	4	4	2	4	4	4	4	4	133	4	4	4	4	4	3	4	4	4	4	4
40	4	4	4	4	4	3	3	3	4	4	3	87	4	5	4	2	4	5	4	2	4	4	4	134	4	4	4	4	5	4	3	3	3	3	2
41	3	5	3	4	3	3	4	4	4	3	3	88	3	4	4	4	4	4	4	4	3	3	4	135	5	2	2	2	5	5	5	4	4	2	4
42	2	4	4	4	4	2	2	2	4	2	4	89	2	5	5	5	4	2	4	4	4	4	4	136	3	5	5	5	5	2	4	4	4	4	2
43	4	4	5	4	4	2	2	4	4	2	2	90	4	4	4	4	3	4	4	4	4	4	4	137	5	5	5	5	5	2	2	2	4	4	4
44	4	5	4	5	5	5	4	4	4	4	4	91	4	5	5	4	4	4	5	4	4	4	3	138	3	4	2	2	2	3	2	2	4	2	2
45	4	4	4	4	4	4	3	3	4	3	3	92	4	5	3	4	4	5	4	4	4	3	4	139	4	4	4	4	4	4	4	4	4	3	3
46	4	4	4	4	4	4	5	4	4	4	4	93	3	5	4	4	4	4	4	4	4	4	3	140	4	4	2	3	4	2	4	2	3	2	4
47	5	4	4	4	2	2	2	4	4	2	2	94	3	4	4	4	3	3	4	4	4	2	2	141	5	5	5	5	5	2	4	4	5	5	5

No	Pengenalan Merek (B)											No	Pengenalan Merek (B)											No	Pengenalan Merek (B)										
	1	2	3	4	5	6	7	8	9	10	11		1	2	3	4	5	6	7	8	9	10	11		1	2	3	4	5	6	7	8	9	10	11
1	3	3	4	4	4	3	2	2	2	4	4	48	3	4	4	4	4	4	3	2	2	4	4	95	4	4	4	4	4	4	2	4	2	2	2
2	4	4	4	4	4	4	4	4	4	4	4	49	4	4	5	5	5	4	5	5	5	5	5	96	4	4	4	3	4	4	3	3	4	3	3
3	4	2	4	4	4	2	2	2	2	4	4	50	4	2	4	4	3	2	4	4	4	4	4	97	3	4	4	4	4	3	3	3	3	3	4
4	4	4	2	4	4	4	2	4	4	4	2	51	4	4	4	4	4	4	4	4	4	4	4	98	1	3	4	4	4	5	1	2	3	3	3
5	5	5	4	4	4	4	4	4	4	4	4	52	5	5	4	4	5	5	5	5	5	5	5	99	5	2	4	3	5	2	2	4	4	4	3
6	4	4	4	4	4	4	4	4	4	4	4	53	4	3	4	4	3	4	3	2	4	4	4	100	4	3	3	4	4	2	2	2	3	4	4
7	4	4	4	4	4	4	4	4	4	4	4	54	4	3	4	4	4	3	4	4	4	4	4	101	5	5	5	5	5	5	5	5	5	5	5
8	4	2	4	4	4	4	2	2	2	4	4	55	4	3	4	4	4	3	4	4	3	4	4	102	4	4	3	4	3	3	3	4	3	4	4
9	2	3	2	3	2	2	2	3	2	3	2	56	5	5	5	5	1	5	5	5	5	5	1	103	4	2	3	3	4	3	4	4	3	4	3
10	5	3	4	5	5	3	4	4	4	4	4	57	3	4	4	4	4	4	4	4	4	4	4	104	4	4	3	3	4	4	3	3	3	4	4
11	5	4	2	3	5	2	4	4	4	4	4	58	2	2	2	4	4	4	4	4	4	4	4	105	4	4	4	3	3	4	4	4	3	3	4
12	5	4	4	5	5	4	4	4	4	4	4	59	4	4	4	4	4	4	4	4	4	4	4	106	3	4	4	4	3	3	4	4	4	4	4
13	4	4	4	2	4	4	4	4	4	3	3	60	5	4	4	4	4	5	3	4	3	5	5	107	4	4	4	4	4	4	4	4	4	4	4
14	4	4	4	4	4	4	4	4	4	4	2	61	4	4	4	4	4	5	3	4	3	4	4	108	4	4	4	4	4	4	4	4	4	4	4
15	4	2	4	4	4	2	2	3	3	4	4	62	1	1	1	1	4	1	4	4	4	4	4	109	4	3	4	5	4	3	4	4	4	4	4
16	4	4	4	4	4	4	4	5	5	4	4	63	5	5	5	5	5	5	5	5	5	5	5	110	4	4	4	4	4	4	4	4	4	4	4
17	4	4	4	4	4	4	4	4	4	4	4	64	4	4	3	3	3	2	3	3	3	4	4	111	4	4	4	4	4	4	4	4	4	4	4
18	4	4	2	4	2	4	3	4	4	4	2	65	4	3	2	3	3	2	2	2	3	4	4	112	4	4	4	4	4	4	4	4	4	4	4
19	4	4	4	4	4	4	2	4	2	4	4	66	5	4	5	5	5	3	5	5	5	5	5	113	4	4	4	4	4	4	2	3	4	4	4
20	4	4	4	4	4	4	2	2	2	4	4	67	4	4	4	4	4	4	4	4	4	4	4	114	3	4	3	4	4	4	3	4	4	4	4
21	4	3	4	4	4	3	3	4	4	4	4	68	4	4	4	4	4	4	4	2	3	4	4	115	4	2	3	4	2	2	2	2	2	4	2
22	4	4	3	4	4	3	3	3	3	3	4	69	5	4	3	3	4	4	3	4	3	4	4	116	4	3	4	4	5	3	4	4	4	4	5
23	4	3	4	4	4	4	4	3	3	4	4	70	5	5	4	4	3	3	3	4	4	5	4	117	4	2	4	4	4	2	2	2	2	4	4
24	5	3	4	4	5	3	4	5	5	5	4	71	5	5	4	3	4	4	3	4	4	4	4	118	4	4	2	2	4	4	2	4	4	2	2
25	4	3	4	4	4	3	4	4	4	4	4	72	3	4	4	3	3	3	2	3	3	3	3	119	5	3	4	4	4	3	4	3	2	4	5
26	5	4	4	4	4	3	4	4	2	4	4	73	2	4	4	4	4	2	4	4	4	4	4	120	4	4	4	4	4	4	4	4	4	4	4

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28	4	4	3	3	3	4	4	4	4	3	3	75	4	4	5	4	5	4	3	2	4	2	4	122	4	4	4	4	4	4	4	4	4	4	4
29	4	4	4	4	4	4	4	4	4	4	4	76	4	5	5	5	5	4	4	4	5	4	4	123	4	4	4	4	3	2	4	3	4	4	4
30	4	4	4	3	4	4	5	3	4	4	4	77	2	4	2	2	2	2	4	2	1	4	1	124	4	3	3	3	3	3	3	4	4	2	2
31	4	4	2	2	4	4	1	2	2	4	2	78	2	2	2	2	2	2	2	2	2	2	2	125	4	4	4	3	4	4	3	3	2	2	3
32	4	4	3	3	4	2	3	3	3	4	3	79	4	4	4	4	4	4	4	4	4	4	4	126	4	3	4	4	4	4	4	4	4	4	2
33	4	2	4	4	4	2	4	4	4	5	4	80	3	4	3	3	4	3	4	4	3	4	3	127	4	1	4	4	2	1	3	3	3	4	4
34	4	5	4	4	4	4	4	4	4	4	4	81	2	4	4	4	4	4	2	4	4	2	2	128	4	4	3	3	4	4	1	4	4	4	2
35	5	5	4	4	4	4	4	4	4	4	4	82	2	4	4	3	3	3	2	2	3	3	4	129	3	2	4	4	4	4	2	2	2	4	4
36	4	2	4	4	4	4	4	4	2	5	4	83	4	4	4	3	3	3	4	4	4	3	4	130	4	2	4	4	2	4	4	4	4	4	4
37	4	4	4	4	4	4	4	4	2	4	4	84	4	4	4	4	4	4	3	4	3	2	4	131	2	2	4	4	4	2	3	3	4	3	4
38	4	3	4	4	4	2	4	4	4	4	4	85	4	5	4	5	5	4	5	5	3	3	3	132	2	4	2	2	2	4	2	2	2	2	2
39	5	5	5	5	4	5	3	3	3	4	4	86	2	4	4	4	4	2	4	4	4	4	4	133	4	4	4	4	4	4	4	4	4	4	4
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41	4	3	3	3	3	3	3	3	3	4	3	88	2	4	3	3	4	4	2	2	4	2	4	135	4	4	4	4	4	4	4	2	2	4	4
42	4	2	4	4	4	2	2	2	2	4	2	89	2	4	4	4	4	2	2	2	2	2	2	136	5	2	4	4	4	2	4	4	4	4	2
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46	4	4	4	4	4	4	4	4	4	4	4	93	4	4	4	4	4	4	3	3	4	3	3	140	2	3	3	4	2	4	3	2	2	3	4
47	3	2	4	4	4	4	2	2	2	4	4	94	1	1	4	4	3	1	4	1	5	3	2	141	5	2	5	5	5	2	4	4	4	5	5

No	Sikap (A)											No	Sikap (A)											No	Sikap (A)										
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23	4	4	4	3	4	5	4	4	4	4	4	70	4	4	4	5	3	3	4	4	4	4	3	117	4	4	2	4	4	2	4	4	2	2	2
24	4	4	2	5	5	2	4	5	5	5	4	71	4	3	4	4	4	4	3	4	4	3	3	118	4	2	4	5	4	4	4	4	4	2	2
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35	4	4	4	4	4	4	4	4	4	4	4	82	4	4	4	4	3	4	2	2	2	2	3	129	4	4	2	4	4	2	4	4	2	2	3
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38	4	4	2	4	4	2	4	4	4	4	4	85	3	5	4	4	4	4	4	4	4	5	4	132	4	4	4	4	4	2	2	2	2	2	2
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41	3	4	4	4	3	4	3	4	3	3	3	88	4	4	4	4	4	4	2	4	2	2	4	135	4	5	4	5	5	4	4	4	2	4	2
42	4	4	2	4	4	2	2	4	2	2	2	89	2	5	5	5	5	2	2	4	2	2	4	136	5	5	2	5	5	2	2	4	4	4	4
43	4	4	2	5	4	2	2	4	4	2	2	90	4	4	4	4	4	4	4	4	4	4	4	137	4	4	2	5	2	2	4	5	2	2	2
44	4	4	4	4	4	4	4	4	4	4	4	91	3	4	4	4	4	2	2	3	4	2	4	138	3	2	3	2	2	3	2	2	2	2	2
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46	4	4	4	4	4	4	4	4	4	3	4	93	4	4	4	4	4	4	4	4	3	3	4	140	2	3	3	3	4	3	2	2	3	2	3
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No	Keyakinan (C)											No	Keyakinan (C)											No	Keyakinan (C)										
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1	3	3	4	4	4	3	4	4	3	2	2	48	4	3	4	3	4	4	4	4	3	2	2	95	4	5	4	2	4	4	1	1	3	1	1
2	3	4	4	4	4	3	4	4	4	4	4	49	3	3	4	4	4	3	3	3	4	5	5	96	4	4	4	3	4	4	3	3	3	3	3
3	3	4	4	4	4	3	4	4	2	2	3	50	2	4	4	4	3	2	4	4	4	4	4	97	3	4	4	4	4	3	3	3	4	3	4
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5	5	5	4	4	4	4	5	5	5	4	4	52	4	5	5	5	5	5	5	5	5	5	5	99	3	5	3	3	4	3	3	4	4	4	2
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7	4	4	4	4	4	4	4	4	4	4	4	54	3	4	4	4	4	4	4	4	4	4	4	101	5	5	5	5	5	3	4	4	4	4	4
8	2	4	4	4	4	2	4	4	2	2	2	55	3	3	4	4	4	4	3	3	3	3	3	102	3	5	4	3	3	3	4	4	4	3	3
9	4	4	4	4	4	4	4	4	4	4	4	56	5	5	5	5	1	5	5	5	5	5	5	103	3	4	4	3	3	3	4	4	4	4	4
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14	4	4	4	4	4	4	2	4	4	4	4	61	4	4	4	4	4	5	4	4	4	3	3	108	4	4	3	4	2	2	3	4	4	4	4
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16	4	4	4	4	4	4	4	4	5	5	4	63	5	5	5	5	5	5	5	5	5	5	5	110	4	4	4	4	4	4	4	4	3	3	3
17	5	5	4	4	4	5	4	4	4	4	4	64	4	5	3	3	4	3	4	4	3	3	4	111	3	4	4	4	4	3	4	4	3	3	3
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33	2	4	4	4	4	2	4	4	2	2	2	80	3	3	3	3	4	3	4	4	4	4	3	127	1	4	4	4	2	1	4	4	3	3	3
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40	3	4	4	3	4	3	2	3	3	3	3	87	4	5	5	4	5	5	4	2	4	4	4	134	3	4	4	4	4	4	3	3	3	3	3
41	3	4	3	4	3	3	3	4	3	3	3	88	3	4	4	3	4	4	2	2	4	2	4	135	5	5	5	5	5	4	5	4	4	4	4
42	2	4	4	4	4	2	2	4	2	2	2	89	3	4	4	4	4	2	2	2	4	2	4	136	2	5	5	4	5	2	2	4	4	4	4
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46	4	4	3	4	2	2	3	4	4	4	4	93	3	4	4	4	4	4	3	3	3	3	4	140	3	3	3	3	4	3	3	2	3	4	3
47	2	4	4	5	4	2	4	4	2	2	3	94	1	4	4	4	3	2	3	3	4	3	3	141	1	5	5	5	5	2	5	5	4	4	4

No	Niat beli (I)											No	Niat beli (I)											No	Niat beli (I)										
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1	2	3	4	4	4	3	3	3	4	3	4	48	4	3	4	3	4	4	4	4	3	2	2	95	5	2	4	4	4	2	2	2	2	2	2
2	3	3	4	4	4	4	4	4	4	4	4	49	3	3	5	5	5	3	5	5	5	5	5	96	4	4	3	3	4	4	3	3	3	3	3
3	3	3	4	4	4	3	2	2	4	2	2	50	2	2	4	4	3	4	4	4	4	4	4	97	4	4	4	4	4	3	2	2	4	2	3
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5	5	5	4	4	4	5	4	4	4	4	4	52	5	5	5	5	5	5	5	3	5	5	5	99	4	3	3	3	4	5	3	4	4	3	3
6	4	4	4	4	4	4	4	4	4	4	4	53	4	4	4	3	4	4	3	3	3	3	3	100	4	3	4	4	4	5	2	4	4	3	4
7	4	4	4	4	4	4	4	4	4	4	4	54	3	3	4	4	4	4	4	4	4	4	4	101	5	5	5	5	5	5	4	4	5	4	4
8	2	2	4	4	4	4	2	2	4	2	2	55	4	4	3	3	3	4	3	3	4	3	4	102	3	4	4	4	3	4	3	3	4	3	3
9	3	4	3	3	3	3	3	2	3	4	4	56	5	5	5	5	1	5	5	5	5	5	5	103	3	3	4	3	3	3	4	4	4	4	4
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15	2	2	4	4	4	4	3	3	3	3	3	62	1	1	1	5	5	5	5	5	5	5	5	109	3	4	4	3	4	3	4	3	4	4	4
16	5	5	5	4	5	5	4	5	5	5	5	63	5	5	5	5	5	5	5	5	5	5	5	110	4	4	4	4	4	4	3	3	4	3	4
17	5	5	4	4	4	5	4	4	4	4	4	64	4	3	4	4	4	5	3	3	4	3	3	111	3	3	4	4	4	4	3	3	4	3	4
18	2	2	2	2	2	4	3	3	3	3	2	65	3	3	4	4	4	5	3	2	4	3	3	112	4	4	4	4	4	3	3	3	4	3	3
19	3	3	4	3	4	4	2	2	4	2	2	66	4	5	4	5	5	5	5	4	4	4	4	113	4	4	4	4	4	3	3	3	4	3	4
20	3	3	3	3	4	4	2	2	2	2	4	67	4	4	4	4	4	4	4	4	4	4	4	114	3	3	3	3	3	3	3	3	3	3	3
21	4	3	4	3	4	5	3	4	3	3	3	68	4	4	4	4	4	5	4	4	2	2	4	115	2	2	4	4	4	4	2	2	4	2	4
22	4	3	4	3	4	4	2	2	3	2	4	69	3	3	3	4	4	5	3	3	4	3	4	116	5	5	4	4	4	5	4	5	4	5	4
23	4	4	4	5	4	3	4	5	4	4	4	70	5	5	4	4	3	5	4	4	4	4	4	117	2	2	4	4	4	4	2	2	2	2	2
24	2	2	4	4	5	5	4	2	4	2	4	71	3	3	3	3	3	3	3	3	3	3	3	118	4	3	4	3	4	4	2	4	3	2	3
25	3	3	4	4	4	4	4	4	4	4	4	72	4	3	3	4	3	3	3	3	3	2	4	119	3	3	4	4	4	1	2	3	4	2	3
26	4	4	4	4	5	5	4	4	4	3	3	73	4	4	4	4	4	2	4	4	4	4	4	120	4	4	4	4	4	4	4	4	4	4	4
27	3	3	3	3	3	3	3	3	3	3	3	74	3	4	4	4	4	4	2	4	3	2	2	121	2	1	4	2	4	4	2	2	4	2	2

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29	3	3	3	3	4	3	4	2	3	3	3	76	5	4	5	5	5	4	4	4	5	4	4	123	3	3	4	4	4	5	3	3	4	3	4
30	2	2	2	2	2	2	2	2	2	2	2	77	4	2	3	3	3	2	3	3	1	3	1	124	2	2	4	4	3	4	4	4	4	4	2
31	1	2	2	3	3	2	1	1	4	1	1	78	2	2	2	2	2	2	2	2	2	2	2	125	3	3	4	5	4	5	2	2	2	2	3
32	2	2	4	4	4	5	2	2	2	2	2	79	2	4	2	2	4	2	2	2	3	3	2	126	4	4	4	4	4	4	4	4	4	4	2
33	2	2	4	4	4	4	2	2	4	2	4	80	3	3	3	3	4	3	4	4	4	4	3	127	1	1	4	4	2	4	3	3	4	3	4
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35	4	5	4	4	4	5	4	4	5	4	4	82	4	3	3	3	3	3	3	4	4	2	4	129	2	2	4	5	4	4	3	2	4	2	4
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37	2	2	4	4	4	4	2	2	4	2	3	84	4	2	4	4	4	2	1	1	4	1	3	131	2	2	4	4	4	2	4	4	4	3	4
38	2	2	4	4	4	4	4	4	4	4	4	85	3	2	2	4	4	2	3	3	4	3	4	132	1	1	4	2	4	4	2	2	2	2	2
39	4	3	5	4	4	5	3	3	3	3	4	86	4	2	4	4	4	2	4	4	4	4	4	133	3	3	4	4	4	4	4	4	4	4	4
40	3	4	4	4	4	4	2	2	4	2	3	87	5	5	4	4	5	5	4	2	4	4	4	134	2	2	4	4	4	4	2	2	2	2	2
41	3	4	3	4	3	4	3	3	3	3	3	88	4	4	4	4	4	3	2	2	4	2	2	135	2	2	5	5	5	5	2	2	4	2	5
42	2	2	4	4	4	4	2	2	4	2	2	89	5	2	5	5	5	2	2	2	2	2	4	136	2	2	4	4	5	5	4	4	4	4	2
43	2	2	4	4	4	4	2	2	4	2	2	90	4	4	4	4	4	4	4	4	4	4	4	137	2	2	4	4	2	5	2	2	5	2	4
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45	3	4	4	4	4	4	4	4	4	3	4	92	5	4	4	4	4	3	3	4	4	3	4	139	1	1	3	3	3	4	2	2	2	2	2
46	2	2	4	4	4	4	2	2	4	2	4	93	4	4	4	4	4	4	3	3	3	3	4	140	4	4	3	2	4	3	3	3	2	2	3
47	2	2	4	5	4	4	3	2	4	2	4	94	3	3	3	4	3	3	2	2	4	4	3	141	1	2	5	5	5	5	4	4	5	4	5

Rata-rata					Rata-rata					Rata-rata					Rata-rata				
F	B	A	C	I	F	B	A	C	I	F	B	A	C	I	F	B	A	C	I
3,27	3,18	3,18	3,27	3,36	3,91	3,73	3,73	4,27	4,09	3,82	4	3,64	3,55	3	3,82	3,73	3,73	3,82	3,91
4	4	3,82	3,82	3,82	3,82	3,82	3,27	3,18	3	2	3,09	3,55	3,09	3,18	4	4	4	4	4
3,18	3,09	3,45	3,36	3	4	3,73	3,64	3,64	3,64	3,64	3,64	3,64	3,82	3,82	4,09	4	3,91	3,45	3,09
3,36	3,45	3,45	3,18	2,55	3,55	4,18	3,73	3,91	3,73	2,91	2,82	3,36	3,27	3,27	3,82	3,91	3,91	3,64	3,64
3,73	4,18	3,82	4,45	4,27	3,64	2,82	3	3,18	3,27	4,27	3,73	3,82	3,45	3,73	4	4	3,73	3,73	3,73
4	4	4	4	4	3,55	3,18	3,45	3,27	3,27	4,64	4,45	4,36	4,45	4,45	4	4	3,55	3,55	3,55
4	4	4	4	4	3,09	2,91	2,91	2,91	2,91	2,82	2,36	2,55	2,45	2,55	4	4	3,73	3,82	3,55
3,45	3,27	3,45	3,09	2,91	3,36	3,09	3,18	2,64	2,91	3,64	2	2,73	2,73	2	3,73	3,73	3,55	3,45	3,64
3,82	2,36	2,36	4	3,18	4,36	4	4	4	4	3,82	4	3,45	3,09	2,55	3,64	3,73	3,73	3,27	3
4,18	4,09	4,36	3,82	4,09	3,64	3,64	3,91	3,82	3,82	3,27	3,45	3,55	3,45	3,45	3,64	2,64	2,91	2,91	3,09
4,18	3,73	4,09	4	3,73	4,09	4	3,91	3,45	3,09	3,18	3,27	3,45	3,36	3,45	4,36	4	4,45	4,27	4,45
4,45	4,27	4,45	4,45	3,82	3,18	3,18	3,18	3,27	3,27	2,91	3	3,09	3,27	3,27	3,27	3,09	3,09	2,91	2,73
3,36	3,64	3,45	3,45	3,55	3,45	3,45	3,36	3,36	3,36	3,82	3,64	3,73	3,73	3,73	3,55	3,09	3,55	3,36	3,27
3,64	3,82	3,82	3,82	3,82	4,91	4,73	4,36	3,73	4,45	3,55	3,64	3,27	2,91	2,73	3,45	3,73	3,55	3,36	3
3,09	3,27	3,36	3,27	3,18	3,73	3,55	3,55	3,55	3,55	4,55	4,18	4,09	3,91	3,09	4	4	4	4	4
4,18	4,18	4,36	4,18	4,82	4,09	4	3,91	3,73	3,82	3,73	3,64	3,64	3,82	3,64	3,27	2,82	2,55	2,55	2,64
4,45	4	4,36	4,27	4,27	5	4,82	5	4,91	4,82	3,82	3,36	4	4,18	4,18	4	4	4	4	4
2,64	3,36	3,45	3,27	2,55	3,36	3,55	3,45	3,55	3,45	3,73	3,09	3,45	3,27	3,18	3,45	3,64	3,91	3,91	3,64
3,45	3,64	3,45	3,18	3	3,73	3,82	3,82	3,91	3,82	3,91	2,73	3,45	3,18	3,27	2,91	3,09	3,18	3,18	3,36
3,09	3,45	3,45	3,18	2,91	3,82	3,73	3,73	3,36	3,45	3,91	3,91	4	3,91	4	3,64	3,27	3,64	3,73	3,18
3,73	3,73	3,45	3,45	3,55	3,91	4,27	4,64	4,64	4,64	4,18	3,64	3,27	3,45	3,09	3,64	3,73	3,64	3,82	3,82
3,82	3,45	3,55	3,64	3,18	4	3,91	3,91	4,27	4	4	3,82	3,82	3,82	3,82	2,82	3	3	3	3
3,55	3,73	4	4	4,09	3,36	3,45	3,36	3,09	3	3,91	3,64	3,82	3,55	3,64	3,36	3,36	2,09	2	1
4,09	4,27	4,09	3,82	3,45	4	4	4	4	4	3,36	2,64	3	3,09	3,09	3,64	3,18	3,18	3,27	3,27
4	3,82	3,82	3,82	3,82	4,18	4,18	4,45	3,82	3,91	3,73	3,27	2,82	2,73	2,82	3,64	3,64	3,73	4,18	3,36
3,82	3,82	4,18	3,91	4	4,27	3,91	3,82	3,91	3,91	3,64	3,55	3,45	3,45	3,36	3,18	3,18	3,36	3,36	3,36
3,36	3,09	3,36	3,18	3	3,91	2,64	4,64	4,27	3,91	3,64	3,45	3,64	3,55	3,27	2,55	2,36	2,91	2,36	2,36
3,64	3,55	3,45	3,64	1	5	5	5	5	5	3,55	3	3,45	3,18	2,91	3,91	4	3,91	3,82	3,82
3,73	4	3,91	3,64	3,09	4	3,27	3,91	3,64	3,64	3,64	3,45	3,27	3,45	3,55	3,55	3,18	3,45	3,45	2,73

3	3,91	3,18	2,55	2	2,82	2,91	3,09	3,91	3,45	3,55	3,18	3,09	3,64	3,73	3,64	3,64	3,91	4,55	3,55
2,82	2,82	2,64	2,09	1,91	4,73	4,73	4,64	4,82	4,45	4,82	5	4,55	4,36	4,64	3,91	3,55	3,82	3,73	3,64
Rata-rata					Rata-rata					Rata-rata					Rata-rata				
F	B	A	C	I	F	B	A	C	I	F	B	A	C	I	F	B	A	C	I
3,82	3,73	3,09	3,09	3,09	3,73	3,73	3,73	3,73	3,73	3,45	3,36	3,55	3,64	3,55	2,55	2,55	2,27	2,36	2,27
4,09	4,09	4	3,64	3,73	3,73	3,73	3,73	3,64	3,55	3,73	3,55	3,73	4,55	3,73	3,82	2,73	2,55	2,73	2,27
4,09	4,18	4	4,18	4,27	3,91	4	3,82	4,18	4,18	3,73	3,64	3,64	3,73	3,55	3,09	2,91	2,73	3,09	3
3,45	3,27	3,45	3,36	2,82	4	4	4	4	4	3,55	3,55	3,82	3,55	3,45	3,91	3,55	3,09	3	3,09
4,55	4,18	4,18	4,09	4,09															

Output Deskriptif Statistik

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brosur Shar-E mencerminkan pesan; menambah saldo Shar-E hingga mencapai kelipatan 2 juta akan mendapatkan umrah	141	1.00	5.00	3.6028	1.03427
Brosur Shar-E mencerminkan kesan; tabungan yang halal dan bebas riba	141	2.00	5.00	4.1702	.77420
Brosur Shar-E mencerminkan kesan; mudah untuk menjadi nasabah Shar-E	141	1.00	5.00	3.9291	.82501
Brosur Shar-E mencerminkan kesan; tabungan yang memberikan kemudahan dalam melakukan transaksi perbankan	141	1.00	5.00	3.8298	.79244
Brosur Shar-E memberikan pesan; saldo awal yang dibutuhkan untuk membuka rekening Shar-E kecil.	141	1.00	5.00	3.8936	.83411
Brosur shar-E mencerminkan kesan; membeli shar-E akan mendapatkan umrah	141	1.00	5.00	3.3972	.99914
Perpaduan warna pada brosur Shar-E ditampilkan menarik	141	1.00	5.00	3.4610	1.03866
Tekstur halus, kertas brosur Shar-E memberikan kesan menarik	141	2.00	5.00	3.5674	.87264
Brosur Shar-E memberikan informasi yang bermanfaat untuk memilih tabungan.	141	2.00	5.00	3.9362	.63485
Berbagai gambar logo dalam brosur Shar-E ditampilkan secara menarik	141	2.00	5.00	3.4610	.94505
Brosur Shar-E memberikan pesan yang mudah dipahami	141	1.00	5.00	3.5603	.83980
Valid N (listwise)	141				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Saya tahu Shar-E, karena brosurnya mencerminkan pesan tabungan yang halal dan bebas riba	141	1.00	5.00	3.8014	.91198
Saya tahu Shar-E, karena brosurnya mencerminkan kesan menambah saldo hingga mencapai kelipatan 2 juta akan mendapatkan hadiah umrah	141	1.00	5.00	3.5390	.94505
Saya tahu Shar-E, karena brosurnya mencerminkan kesan tabungan yang memberikan kemudahan dalam melakukan transaksi perbankan	141	1.00	5.00	3.7163	.76836
Saya tahu Shar-E, karena brosurnya mencerminkan kesan mudah untuk menjadi nasabah	141	1.00	5.00	3.7730	.73064
Saya tahu Shar-E, karena brosurnya mencerminkan kesan saldo awal yang dibutuhkan membuka rekening Shar-E kecil	141	1.00	5.00	3.7943	.77014
Saya tahu Shar-E, karena brosurnya mencerminkan membeli Shar-E akan mendapatkan Umrah	141	1.00	5.00	3.4043	.94852
Saya tahu Shar-E, karena perpaduan warna pada brosurnya ditampilkan secara menarik	141	1.00	5.00	3.3050	.96320
Saya tahu Shar-E, karena tekstur kertas brosurnya halus	141	1.00	5.00	3.4326	.93583
Saya tahu Shar-E, karena berbagai gambar logo dalam brosurnya ditampilkan secara menarik	141	1.00	5.00	3.4043	.93334
Saya tahu Shar-E, karena brosurnya mencerminkan kesan informasi yang bermanfaat untuk memilih tabungan	141	2.00	5.00	3.7376	.78053
Saya tahu Shar-E, karena brosurnya memberikan pesan yang mudah dipahami	141	1.00	5.00	3.5674	.91265
Valid N (listwise)	141				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Saya suka Shar-E karena mudah untuk menjadi nasabahnya	141	1.00	5.00	3.7447	.84856
Saya suka Shar-E karena dapat memberikan kemudahan dalam melakukan transaksi perbankan	141	1.00	5.00	3.8511	.77401
Saya suka Shar-E karena menambah saldo hingga mencapai kelipatan 2 juta akan mendapatkan hadiah umrah.	141	1.00	5.00	3.5674	.98056
Saya suka Shar-E karena tabungan yang halal dan bebas riba	141	1.00	5.00	4.0567	.76320
Saya suka Shar-E karena saldo awal yang dibutuhkan untuk membuka rekening shar-E kecil	141	1.00	5.00	3.8936	.77184
Saya suka Shar-E karena membeli Shar-E akan mendapatkan hadiah umrah	141	1.00	5.00	3.3333	.97590
Saya suka Shar-E karena brosurnya memberikan pesan yang mudah dipahami	141	2.00	5.00	3.5319	.84982
Saya suka Shar-E, karena brosurnya memberikan informasi yang bermanfaat untuk memilih tabungan	141	2.00	5.00	3.8156	.70308
Saya suka Shar-E, karena tekstur kertas brosurnya halus	141	1.00	5.00	3.4043	.91791
Saya suka Shar-E karena berbagai gambar logo dalam brosurnya ditampilkan secara menarik	141	1.00	5.00	3.2553	.95172
Saya suka Shar-E karena perpaduan warna pada brosurnya ditampilkan menarik	141	1.00	5.00	3.3617	.95076
Valid N (listwise)	141				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Saya yakin jika menambah saldo Shar-E dan mencapai kelipatan 2 juta akan mendapatkan hadiah umrah	141	1.00	5.00	3.1702	1.04852
Saya yakin, Shar-E tabungan yang halal dan bebas riba	141	2.00	5.00	4.1135	.66646
Saya yakin, mudah untuk menjadi nasabah Shar-E	141	2.00	5.00	3.9787	.62642
Saya yakin, Shar-E memberikan kemudahan dalam melakukan transaksi perbankan	141	2.00	5.00	3.7801	.68757
Saya yakin pada Shar-E, saldo awal yang dibutuhkan membuka rekening Shar-E kecil	141	1.00	5.00	3.8440	.74913
Saya yakin Shar-E, karena membeli Shar-E akan mendapatkan hadiah umrah	141	1.00	5.00	3.1844	.95321
Saya yakin pada Shar-E, yang brosurnya memberikan pesan yang mudah dipahami	141	1.00	5.00	3.4894	.91509
Saya yakin pada Shar-E, yang brosurnya memberikan informasi yang dapat membantu dalam memilih tabungan	141	1.00	5.00	3.6809	.83083
Saya yakin pada Shar-E, yang tekstur kertas brosurnya halus	141	1.00	5.00	3.5177	.88320
Saya yakin pada Shar-E, yang berbagai gambar logo dalam brosur ditampilkan secara menarik	141	1.00	5.00	3.2482	.97216
Saya yakin pada Shar-E, yang perpaduan warna brosurnya ditampilkan menarik	141	1.00	5.00	3.3901	.92407
Valid N (listwise)	141				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Saya berniat membeli Shar-E, karena membeli Shar-E akan mendapatkan hadiah umrah	141	1.00	5.00	3.2270	1.07815
Saya berniat membeli Shar-E karena apabila menambah saldo hingga mencapai kelipatan 2 juta akan mendapatkan hadiah umrah	141	1.00	5.00	3.1206	1.06553
Saya berniat membeli Shar-E karena mudah untuk menjadi nasabahnya	141	1.00	5.00	3.7376	.80751
Saya berniat membeli Shar-E, karena memberikan kemudahan dalam melakukan transaksi perbankan	141	1.00	5.00	3.7518	.78518
Saya berniat membeli Shar-E, karena saldo awal yang dibutuhkan untuk membuka rekening Shar-E kecil	141	1.00	5.00	3.8369	.78033
Saya berniat membeli Shar-E, karena mencerminkan tabungan yang halal dan bebas riba	141	1.00	5.00	3.8369	.97559
Saya berniat membeli Shar-E, karena perpaduan warna pada brosur ditampilkan menarik.	141	1.00	5.00	3.1348	.96525
Saya berniat membeli Shar-E, karena tekstur kertas brosurnya halus	141	1.00	5.00	3.1489	1.00666
Saya berniat membeli Shar-E, karena brosurnya memberikan informasi yang bermanfaat untuk memilih tabungan	141	1.00	5.00	3.6454	.85469
Saya berniat membeli Shar-E, karena berbagai gambar logo dalam brosurnya ditampilkan menarik	141	1.00	5.00	3.0567	.97668
Saya berniat membeli Shar-E, karena pesan dalam brosurnya mudah dipahami	141	1.00	5.00	3.3972	.94778
Valid N (listwise)	141				

Output Statistik Demografi

Frequency Table

Melihat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Kali	71	50.4	50.4	50.4
	2-5 Kali	61	43.3	43.3	93.6
	6-10 Kali	4	2.8	2.8	96.5
	> 10 Kali	5	3.5	3.5	100.0
	Total	141	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	43	30.5	30.5	30.5
	Wanita	98	69.5	69.5	100.0
	Total	141	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 Tahun	35	24.8	24.8	24.8
	26-35 Tahun	61	43.3	43.3	68.1
	36-50 Tahun	41	29.1	29.1	97.2
	> 50 Tahun	4	2.8	2.8	100.0
	Total	141	100.0	100.0	

Pendidikan

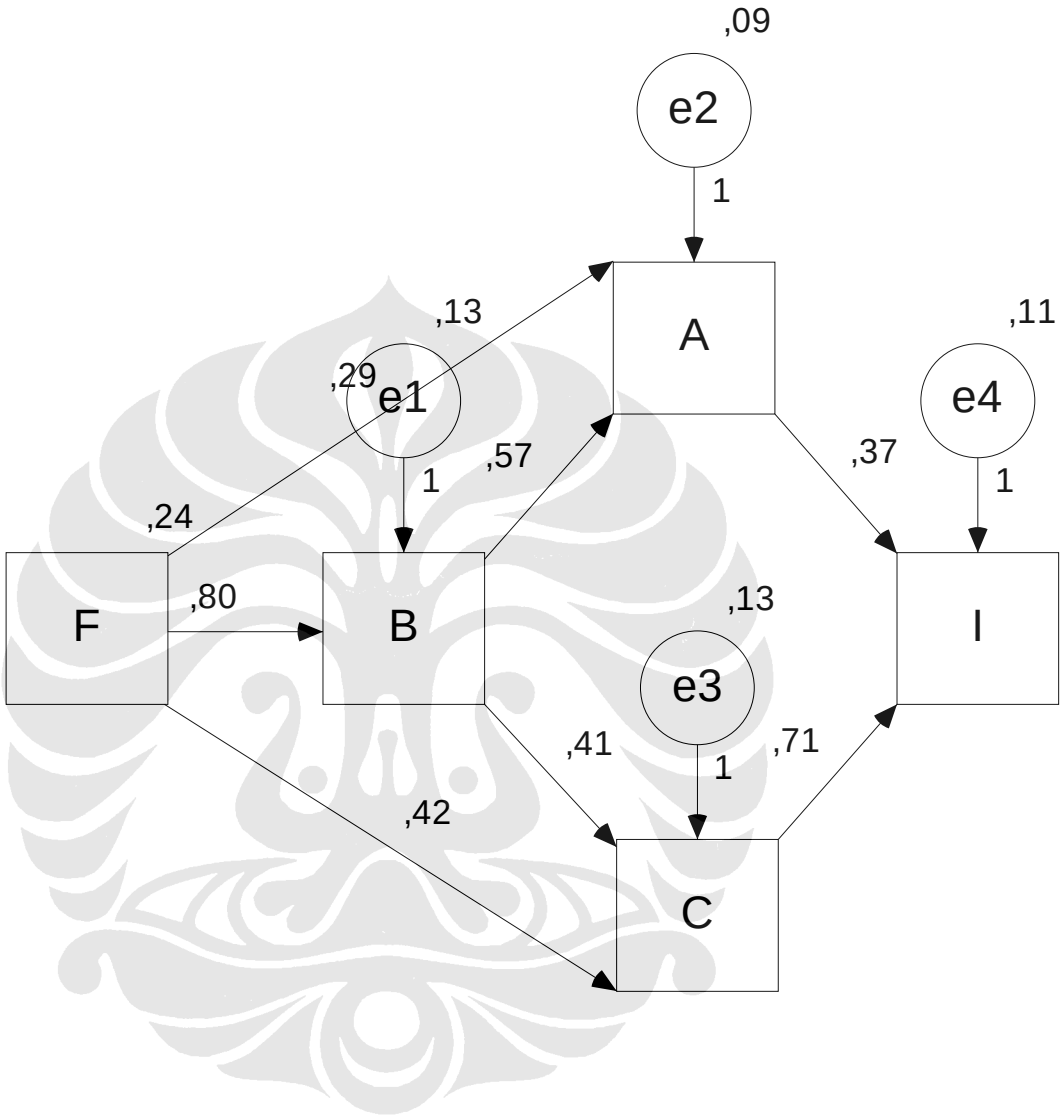
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA/sederajat	30	21.3	21.3	21.3
	Diploma	16	11.3	11.3	32.6
	S1	75	53.2	53.2	85.8
	S2 atau S3	20	14.2	14.2	100.0
	Total	141	100.0	100.0	

Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp.1.000.000-Rp.2.500.000	84	59.6	59.6	59.6
	>Rp.2.500.000-Rp.5.000.000	39	27.7	27.7	87.2
	>Rp.5.000.000-Rp.7.500.000	8	5.7	5.7	92.9
	Rp.7.500.000--Rp10.000.000	6	4.3	4.3	97.2
	>Rp.10.000.000	4	2.8	2.8	100.0
	Total	141	100.0	100.0	

Lampiran 9

Output Analisis Jalur



Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
sikap_
kenal_
niat_
yakin_
Observed, exogenous variables
pesan_
Unobserved, exogenous variables
error1
error2
error4
error3

Variable counts (Group number 1)

Number of variables in your model:	9
Number of observed variables:	5
Number of unobserved variables:	4
Number of exogenous variables:	5
Number of endogenous variables:	4

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	15
Number of distinct parameters to be estimated:	12
Degrees of freedom (15 - 12):	3

Result (Default model)

Minimum was achieved
Chi-square = 74,458
Degrees of freedom = 3
Probability level = ,000

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
kenal_ <--- pesan_	,800	,062	12,856	***	par_5
sikap_ <--- kenal_	,573	,069	8,304	***	par_1
yakin_ <--- kenal_	,414	,087	4,781	***	par_4
sikap_ <--- pesan_	,291	,075	3,880	***	par_6
yakin_ <--- pesan_	,416	,094	4,421	***	par_7
niat_ <--- sikap_	,372	,070	5,342	***	par_2
niat_ <--- yakin_	,708	,066	10,726	***	par_3

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
kenal_ <--- pesan_	,736
sikap_ <--- kenal_	,594
yakin_ <--- kenal_	,407
sikap_ <--- pesan_	,277
yakin_ <--- pesan_	,377
niat_ <--- sikap_	,307
niat_ <--- yakin_	,617

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
pesan_	,236	,028	8,367	***	par_8
error1	,128	,015	8,367	***	par_9
error2	,085	,010	8,367	***	par_10
error3	,135	,016	8,367	***	par_11
error4	,114	,014	8,367	***	par_12

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	pesan_	kenal_	yakin_	sikap_
kenal_	,800	,000	,000	,000
yakin_	,748	,414	,000	,000
sikap_	,749	,573	,000	,000
niat_	,808	,506	,708	,372

Standardized Total Effects (Group number 1 - Default model)

	pesan_	kenal_	yakin_	sikap_
kenal_	,736	,000	,000	,000
yakin_	,676	,407	,000	,000
sikap_	,714	,594	,000	,000
niat_	,637	,434	,617	,307

Direct Effects (Group number 1 - Default model)

	pesan_	kenal_	yakin_	sikap_
kenal_	,800	,000	,000	,000
yakin_	,416	,414	,000	,000
sikap_	,291	,573	,000	,000
niat_	,000	,000	,708	,372

Standardized Direct Effects (Group number 1 - Default model)

	pesan_	kenal_	yakin_	sikap_
kenal_	,736	,000	,000	,000
yakin_	,377	,407	,000	,000
sikap_	,277	,594	,000	,000
niat_	,000	,000	,617	,307

Indirect Effects (Group number 1 - Default model)

	pesan_	kenal_	yakin_	sikap_
kenal_	,000	,000	,000	,000
yakin_	,331	,000	,000	,000
sikap_	,458	,000	,000	,000
niat_	,808	,506	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	pesan_	kenal_	yakin_	sikap_
kenal_	,000	,000	,000	,000
yakin_	,300	,000	,000	,000
sikap_	,437	,000	,000	,000
niat_	,637	,434	,000	,000

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,025	,858	,290	,172
Saturated model	,000	1,000		
Independence model	,178	,314	-,028	,210

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,881	,605	,886	,614	,884
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Output Analisis Regresi

a. Model 1- Pesan Brosur

Descriptive Statistics

	Mean	Std. Deviation	N
B	3,5887	,53049	141
F	3,7099	,48786	141

Correlations

		B	F
Pearson Correlation	B	1,000	,736
	F	,736	1,000
Sig. (1-tailed)	B	.	,000
	F	,000	.
N	B	141	141
	F	141	141

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	F(a)	.	Enter

a All requested variables entered.
b Dependent Variable: B

Model Summary

Model	Model Summary	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,736(a)	,541	,538	,36053	,541	164,098	1	139	,000

a Predictors: (Constant), F

b. Model 2- Pesan Brosur

Descriptive Statistics

	Mean	Std. Deviation	N
A	3,6196	,51180	141
F	3,7099	,48786	141

Correlations

		A	F
Pearson Correlation	A	1,000	,714
	F	,714	1,000
Sig. (1-tailed)	A	.	,000
	F	,000	.
N	A	141	141
	F	141	141

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	F(a)	.	Enter

a All requested variables entered.
b Dependent Variable: A

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,714(a)	,510	,507	,35949	,510	144,759	1	139	,000

a Predictors: (Constant), F

c. Model 3- Pesan Brosur

Descriptive Statistics

	Mean	Std. Deviation	N
C	3,5816	,53924	141
F	3,7099	,48786	141

Correlations

		C	F
Pearson Correlation	C	1,000	,676
	F	,676	1,000
Sig. (1-tailed)	C	.	,000
	F	,000	.
N	C	141	141
	F	141	141

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	F(a)	.	Enter

a All requested variables entered.
b Dependent Variable: C

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,676(a)	,458	,454	,39855	,458	117,285	1	139	,000

a Predictors: (Constant), F

d. Model 4- Pengenalan Merek

Descriptive Statistics

	Mean	Std. Deviation	N
C	3,5816	,53924	141
B	3,5887	,53049	141

Correlations

		C	B
Pearson Correlation	C	1,000	,685
	B	,685	1,000
Sig. (1-tailed)	C	.	,000
	B	,000	.
N	C	141	141
	B	141	141

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	B(a)	.	Enter

a All requested variables entered.
b Dependent Variable: C

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,685(a)	,469	,465	,39448	,469	122,604	1	139	,000

a Predictors: (Constant), B

e. Model 5- Pengenalan Merek

Descriptive Statistics

	Mean	Std. Deviation	N
A	3,6196	,51180	141
B	3,5887	,53049	141

Correlations

		A	B
Pearson Correlation	A	1,000	,798
	B	,798	1,000
Sig. (1-tailed)	A	.	,000
	B	,000	.
N	A	141	141
	B	141	141

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	B(a)	.	Enter

a All requested variables entered.
b Dependent Variable: A

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,798(a)	,637	,634	,30967	,637	243,411	1	139	,000

a
Predictors: (Constant), B

f. Model 6- Sikap Konsumen

Descriptive Statistics

	Mean	Std. Deviation	N
I	3,4449	,64755	141
A	3,6196	,51180	141

Descriptive Statistics

	Mean	Std. Deviation	N
I	3,4449	,64755	141
A	3,6196	,51180	141

Correlations

		I	A
Pearson Correlation	I	1,000	,792
	A	,792	1,000
Sig. (1-tailed)	I	.	,000
	A	,000	.
N	I	141	141
	A	141	141

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	A[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: I

g. Model 7- Keyakinan Konsumen

Descriptive Statistics

	Mean	Std. Deviation	N
I	3,4449	,64755	141
C	3,5816	,53924	141

Correlations

		I	C
Pearson Correlation	I	1,000	,838
	C	,838	1,000
Sig. (1-tailed)	I	.	,000
	C	,000	.
N	I	141	141
	C	141	141

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	C[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,838[a]	,702	,700	,35495	,702	326,945	1	139	,000

a. Predictors: (Constant), C

Output Anova

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Pesan Iklan	1 Kali	71	3.7772	.48075	.05705	3.6634	3.8910	2.64	5.00
	2-5 Kali	61	3.6393	.48161	.06166	3.5160	3.7627	2.00	4.82
	6-10 Kali	4	3.5000	.87039	.43519	2.1150	4.8850	2.55	4.55
	> 10 Kali	5	3.7818	.17721	.07925	3.5618	4.0019	3.55	3.91
	Total	141	3.7099	.48786	.04109	3.6286	3.7911	2.00	5.00
Pengenalan Merk	1 Kali	71	3.7196	.50188	.05956	3.6008	3.8384	2.36	5.00
	2-5 Kali	61	3.4694	.52753	.06754	3.3343	3.6046	2.00	5.00
	6-10 Kali	4	3.0909	.74227	.37113	1.9098	4.2720	2.55	4.18
	> 10 Kali	5	3.5818	.29176	.13048	3.2196	3.9441	3.18	4.00
	Total	141	3.5887	.53049	.04467	3.5003	3.6770	2.00	5.00
Sikap Konsumen	1 Kali	71	3.7439	.50225	.05961	3.6250	3.8628	2.36	5.00
	2-5 Kali	61	3.5186	.46007	.05891	3.4008	3.6365	2.09	4.55
	6-10 Kali	4	2.9318	.85401	.42701	1.5729	4.2907	2.27	4.18
	> 10 Kali	5	3.6364	.35791	.16006	3.1920	4.0808	3.09	3.91
	Total	141	3.6196	.51180	.04310	3.5344	3.7048	2.09	5.00
Keyakinan Konsume	1 Kali	71	3.6927	.52794	.06265	3.5677	3.8177	2.09	5.00
	2-5 Kali	61	3.4754	.50925	.06520	3.3450	3.6058	2.00	4.55
	6-10 Kali	4	3.0682	.74366	.37183	1.8849	4.2515	2.36	4.09
	> 10 Kali	5	3.7091	.56554	.25292	3.0069	4.4113	3.00	4.55
	Total	141	3.5816	.53924	.04541	3.4918	3.6713	2.00	5.00
Niat Beli	1 Kali	71	3.5480	.68047	.08076	3.3870	3.7091	1.00	5.00
	2-5 Kali	61	3.3666	.59125	.07570	3.2152	3.5180	1.00	4.64
	6-10 Kali	4	2.9091	.85924	.42962	1.5418	4.2763	2.27	4.09
	> 10 Kali	5	3.3636	.44536	.19917	2.8106	3.9166	2.73	3.82
	Total	141	3.4449	.64755	.05453	3.3371	3.5527	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Pesan Iklan	Between Groups	.827	3	.276	1.163	.326
	Within Groups	32.493	137	.237		
	Total	33.321	140			
Pengenalan Merk	Between Groups	3.075	3	1.025	3.866	.011
	Within Groups	36.323	137	.265		
	Total	39.398	140			
Sikap Konsumen	Between Groups	3.613	3	1.204	4.991	.003
	Within Groups	33.058	137	.241		
	Total	36.671	140			
Keyakinan Konsumen	Between Groups	2.700	3	.900	3.244	.024
	Within Groups	38.009	137	.277		
	Total	40.709	140			
Niat Beli	Between Groups	2.310	3	.770	1.871	.137
	Within Groups	56.396	137	.412		
	Total	58.706	140			