

LAMPIRAN 1 VALIDITAS & RELIABILITAS PRETEST DIMENSI MUTU

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,516
Bartlett's Test of Sphericity	Approx. Chi-Square	10,787
	df	3
	Sig.	,013

Anti-image Matrices

		fitur yang menarik	kemudahan syarat	lama waktu produk
Anti-image Covariance	fitur yang menarik	,367	,136	-,207
	kemudahan syarat	,136	,416	-,208
	lama waktu produk	-,207	-,208	,207
Anti-image Correlation	fitur yang menarik	,520(a)	,348	-,751
	kemudahan syarat	,348	,523(a)	-,710
	lama waktu produk	-,751	-,710	,509(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,271	75,701	75,701	2,271	75,701	75,701
2	,602	20,057	95,758			
3	,127	4,242	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
fitur yang menarik	,831
kemudahan syarat	,810
lama waktu produk	,961

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,833	3

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LAMPIRAN 2 VALIDITAS & RELIABILITAS PRETEST DIMENSI MEREK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,389
Bartlett's Test of Sphericity	Approx. Chi-Square	19,832
	df	3
	Sig.	,000

Anti-image Matrices

		mudah diingat	nilai prestise	keyakinan menggunakan
Anti-image Covariance	mudah diingat	,063	,100	-,052
	nilai prestise	,100	,302	-,095
	keyakinan menggunakan	-,052	-,095	,046
Anti-image Correlation	mudah diingat	,404(a)	,727	-,964
	nilai prestise	,727	,288(a)	-,810
	keyakinan menggunakan	-,964	-,810	,436(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,284	76,133	76,133	2,284	76,133	76,133
2	,691	23,019	99,152			
3	,025	,848	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
mudah diingat	,905
nilai prestise	,704
keyakinan menggunakan	,985

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,814	3

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LAMPIRAN 3 VALIDITAS & RELIABILITAS PRETEST DIMENSI HARGA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,644
Bartlett's Test of Sphericity	Approx. Chi-Square	4,157
	df	3
	Sig.	,245

Anti-image Matrices

		nilai angsuran	biaya administrasi	kemudahan syarat agunan
Anti-image Covariance	nilai angsuran	,630	-,317	-,106
	biaya administrasi	-,317	,590	-,199
	kemudahan syarat agunan	-,106	-,199	,790
Anti-image Correlation	nilai angsuran	,627(a)	-,520	-,150
	biaya administrasi	-,520	,606(a)	-,292
	kemudahan syarat agunan	-,150	-,292	,753(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,942	64,737	64,737	1,942	64,737	64,737
2	,661	22,028	86,765			
3	,397	13,235	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
nilai angsuran	,826
biaya administrasi	,858
kemudahan syarat agunan	,723

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,712	3

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LAMPIRAN 4 VALIDITAS & RELIABILITAS PRETEST DIMENSI PELAYANAN PRODUK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,489
Bartlett's Test of Sphericity	Approx. Chi-Square	7,300
	df	6
	Sig.	,294

Anti-image Matrices

		kemudahan memenuhi kebutuhan pendidikan	Profesionalisme SDM	Jaringan ATM yang banyak	Kantor cabang yang strategis
Anti-image Covariance	kemudahan memenuhi kebutuhan pendidikan	,670	-,268	-,087	-,003
	Profesionalisme SDM	-,268	,491	,213	-,245
	Jaringan ATM yang banyak	-,087	,213	,567	-,316
	Kantor cabang yang strategis	-,003	-,245	-,316	,427
Anti-image Correlation	kemudahan memenuhi kebutuhan pendidikan	,665(a)	-,468	-,141	-,006
	Profesionalisme SDM	-,468	,458(a)	,405	-,536
	Jaringan ATM yang banyak	-,141	,405	,368(a)	-,642
	Kantor cabang yang strategis	-,006	-,536	-,642	,508(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,129	53,230	53,230	2,129	53,230	53,230
2	1,116	27,892	81,122	1,116	27,892	81,122
3	,526	13,157	94,279			
4	,229	5,721	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component	
	1	2
kemudahan memenuhi kebutuhan pendidikan	,731	-,395
Profesionalisme SDM	,752	-,512
Jaringan ATM yang banyak	,545	,784
Kantor cabang yang strategis	,855	,289

Reliability Statistics

Cronbach's Alpha	N of Items
,677	4

Extraction Method: Principal Component Analysis.
a 2 components extracted.

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LAMPIRAN 5 VALIDITAS & RELIABILITAS PRETEST VARIABEL MINAT BELI

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,734
Bartlett's Test of Sphericity	Approx. Chi-Square	30,383
	df	10
	Sig.	,001

Anti-image Matrices

		tertarik mencari informasi	mempertimbangkan membeli	tertarik mencoba	mengetahui produk	memiliki produk
Anti-image Covariance	tertarik mencari informasi	,239	-,087	-,017	-,025	,073
	mempertimbangkan membeli	-,087	,127	-,064	,067	-,084
	tertarik mencoba	-,017	-,064	,080	-,079	,027
	mengetahui produk	-,025	,067	-,079	,146	-,118
	memiliki produk	,073	-,084	,027	-,118	,337
Anti-image Correlation	tertarik mencari informasi	,857(a)	-,500	-,125	-,135	,257
	mempertimbangkan membeli	-,500	,691(a)	-,636	,491	-,408
	tertarik mencoba	-,125	-,636	,731(a)	-,738	,164
	mengetahui produk	-,135	,491	-,738	,671(a)	-,535
	memiliki produk	,257	-,408	,164	-,535	,766(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,969	79,374	79,374	3,969	79,374	79,374
2	,578	11,564	90,937			
3	,265	5,296	96,233			
4	,142	2,843	99,076			
5	,046	,924	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
tertarik mencari informasi	,866
mempertimbangkan membeli	,915
tertarik mencoba	,964
mengetahui produk	,891
memiliki produk	,812

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,932	5

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LAMPIRAN 6 PENGUKURAN VALIDITAS & RELIABILITAS DIMENSI MUTU/KUALITAS

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,584
Bartlett's Test of Sphericity	Approx. Chi-Square	177,533
	df	3
	Sig.	,000

Anti-image Matrices

		fitur yang menarik	kemudahan syarat	lama waktu produk
Anti-image Covariance	fitur yang menarik	,250	,080	-,171
	kemudahan syarat	,080	,495	-,170
	lama waktu produk	-,171	-,170	,176
Anti-image Correlation	fitur yang menarik	,582(a)	,228	-,814
	kemudahan syarat	,228	,657(a)	-,577
	lama waktu produk	-,814	-,577	,549(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,382	79,392	79,392	2,382	79,392	79,392
2	,511	17,035	96,427			
3	,107	3,573	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
fitur yang menarik	,895
kemudahan syarat	,810
lama waktu produk	,961

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,867	3

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LAMPIRAN 7 PENGUKURAN VALIDITAS & RELIABILITAS DIMENSI MEREK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,650
Bartlett's Test of Sphericity	Approx. Chi-Square	68,001
	df	3
	Sig.	,000

Anti-image Matrices

		mudah diingat	nilai prestise	keyakinan menggunakan
Anti-image Covariance	mudah diingat	,774	-,113	-,178
	nilai prestise	-,113	,575	-,314
	keyakinan menggunakan	-,178	-,314	,548
Anti-image Correlation	mudah diingat	,780(a)	-,169	-,274
	nilai prestise	-,169	,626(a)	-,559
	keyakinan menggunakan	-,274	-,559	,612(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,003	66,768	66,768	2,003	66,768	66,768
2	,639	21,290	88,058			
3	,358	11,942	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
mudah diingat	,731
nilai prestise	,847
keyakinan menggunakan	,867

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,732	3

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LAMPIRAN 8 PENGUKURAN VALIDITAS & RELIABILITAS DIMENSI HARGA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,654
Bartlett's Test of Sphericity	Approx. Chi-Square	80,051
	df	3
	Sig.	,000

Anti-image Matrices

		nilai angsuran	biaya administrasi	kemudahan syarat agunan
Anti-image Covariance	nilai angsuran	,490	-,174	-,303
	biaya administrasi	-,174	,748	-,097
	kemudahan syarat agunan	-,303	-,097	,521
Anti-image Correlation	nilai angsuran	,612(a)	-,288	-,601
	biaya administrasi	-,288	,796(a)	-,156
	kemudahan syarat agunan	-,601	-,156	,628(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,072	69,067	69,067	2,072	69,067	69,067
2	,614	20,482	89,549			
3	,314	10,451	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
nilai angsuran	,883
biaya administrasi	,743
kemudahan syarat agunan	,860

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,772	3

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LAMPIRAN 9 PENGUKURAN VALIDITAS & RELIABILITAS DIMENSI PELAYANAN PRODUK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,705
Bartlett's Test of Sphericity	Approx. Chi-Square	75,425
	df	6
	Sig.	,000

Anti-image Matrices

		kemudahan memenuhi kebutuhan pendidikan	Profesionalisme SDM	Jaringan ATM yang banyak	Kantor cabang yang strategis
Anti-image Covariance	kemudahan memenuhi kebutuhan pendidikan	,613	-,237	,010	-,187
	Profesionalisme SDM	-,237	,579	-,080	-,218
	Jaringan ATM yang banyak	,010	-,080	,982	-,005
	Kantor cabang yang strategis	-,187	-,218	-,005	,634
Anti-image Correlation	kemudahan memenuhi kebutuhan pendidikan	,707(a)	-,398	,013	-,301
	Profesionalisme SDM	-,398	,684(a)	-,106	-,359
	Jaringan ATM yang banyak	,013	-,106	,709(a)	-,007
	Kantor cabang yang strategis	-,301	-,359	-,007	,726(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,118	52,945	52,945	2,118	52,945	52,945
2	,981	24,536	77,481			
3	,482	12,048	89,529			
4	,419	10,471	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
kemudahan memenuhi kebutuhan pendidikan	,827
Profesionalisme SDM	,850
Jaringan ATM yang banyak	,206
Kantor cabang yang strategis	,818

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,689	4

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LAMPIRAN 10 PENGUKURAN VALIDITAS & RELIABILITAS VARIABEL MINAT BELI

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,860
Bartlett's Test of Sphericity	Approx. Chi-Square	419,142
	df	10
	Sig.	,000

Anti-image Matrices

		tertarik mencari informasi	mempertimbangkan membeli	tertarik mencoba	mengetahui produk	memiliki produk
Anti-image Covariance	tertarik mencari informasi	,211	-,078	-,084	-,015	,055
	mempertimbangkan membeli	-,078	,268	-,059	-,022	,018
Anti-image Correlation	tertarik mencoba	-,084	-,059	,125	-,063	-,075
	mengetahui produk	-,015	-,022	-,063	,252	-,118
	memiliki produk	,055	,018	-,075	-,118	,403
	tertarik mencari informasi	,844(a)	-,328	-,519	-,064	,189
	mempertimbangkan membeli	-,328	,909(a)	-,323	-,084	,054
	tertarik mencoba	-,519	-,323	,813(a)	-,354	-,336
	mengetahui produk	-,064	-,084	-,354	,894(a)	-,372
	memiliki produk	,189	,054	-,336	-,372	,853(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,966	79,322	79,322	3,966	79,322	79,322
2	,545	10,906	90,228			
3	,212	4,234	94,461			
4	,183	3,663	98,124			
5	,094	1,876	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
tertarik mencari informasi	,897
mempertimbangkan membeli	,888
tertarik mencoba	,960
mengetahui produk	,907
memiliki produk	,793

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,932	5

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LAMPIRAN 11 MULTIPLE REGRESI LINEAR

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	REGR factor score 1 for analysis 4, REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 2, REGR factor score 1 for analysis 3(a)		Enter

a All requested variables entered.

b Dependent Variable: REGR factor score 1 for analysis 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,327(a)	,107	,065	,96704172

a Predictors: (Constant), REGR factor score 1 for analysis 4, REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 2, REGR factor score 1 for analysis 3

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,511	4	2,378	2,542	,045(a)
	Residual	79,489	85	,935		
	Total	89,000	89			

a Predictors: (Constant), REGR factor score 1 for analysis 4, REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 2, REGR factor score 1 for analysis 3

b Dependent Variable: REGR factor score 1 for analysis 5

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	1,09E-016	,102		,000	1,000
	REGR factor score 1 for analysis 1	,032	,103	,032	,316	,753
	REGR factor score 1 for analysis 2	,327	,103	,327	3,169	,002
	REGR factor score 1 for analysis 3	-,030	,121	-,030	-,246	,806
	REGR factor score 1 for analysis 4	,022	,122	,022	,178	,859

a Dependent Variable: REGR factor score 1 for analysis 5

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LAMPIRAN 12 DISTRIBUSI FREKUENSI

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	38	42,2	42,2	42,2
	Perempuan	52	57,8	57,8	100,0
	Total	90	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-23 Tahun	68	75,6	75,6	75,6
	24-29 Tahun	22	24,4	24,4	100,0
	Total	90	100,0	100,0	

Agama

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agama	86	95,6	95,6	95,6
	Kristen Katolik	1	1,1	1,1	96,7
	Kristen Protestan	3	3,3	3,3	100,0
	Total	90	100,0	100,0	

Tempat Tinggal/Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bekasi	2	2,2	2,2	2,2
	Bogor	4	4,4	4,4	6,7
	Depok	54	60,0	60,0	66,7
	Jakarta Barat	2	2,2	2,2	68,9
	Jakarta Pusat	5	5,6	5,6	74,4
	Jakarta Selatan	6	6,7	6,7	81,1
	Jakarta Timur	14	15,6	15,6	96,7
	Jakarta Utara	2	2,2	2,2	98,9
	Serang	1	1,1	1,1	100,0
	Total	90	100,0	100,0	

Status Mahasiswa

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D3	27	30,0	30,0	30,0
	S1 Reguler	43	47,8	47,8	77,8
	S1 Ekstensi	20	22,2	22,2	100,0
	Total	90	100,0	100,0	

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FMIPA	33	36,7	36,7	36,7
	FISIP	28	31,1	31,1	67,8
	FE	29	32,2	32,2	100,0
	Total	90	100,0	100,0	

Rata-Rata Pengeluaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp.500.000,- s.d Rp. 1.500.000,-	71	78,9	78,9	78,9
	Rp. 1.500.000,- s.d Rp. 2.500.000,-	16	17,8	17,8	96,7
	Lebih dari Rp. 2.500.000,-	3	3,3	3,3	100,0
	Total	90	100,0	100,0	

Lama Memakai Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 6 bulan	19	21,1	21,1	21,1
	6 bulan s.d 1 tahun	24	26,7	26,7	47,8
	> 1 tahun	47	52,2	52,2	100,0
	Total	90	100,0	100,0	

Intensitas Pergi Ke Bank Dalam Sebulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 kali	37	41,1	41,1	41,1
	1 - 2 kali	5	5,6	5,6	46,7
	3 - 4 kali	36	40,0	40,0	86,7
	> 4 kali	12	13,3	13,3	100,0
	Total	90	100,0	100,0	

Intensitas Transaksi Perbankan Dalam Sebulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 kali	16	17,8	17,8	17,8
	1 - 2 kali	38	42,2	42,2	60,0
	3 - 4 kali	30	33,3	33,3	93,3
	> 4 kali	6	6,7	6,7	100,0
	Total	90	100,0	100,0	

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Alasan Menggunakan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ketentraman Karena Sesuai Prinsip Syariah	22	24,4	24,4	24,4
	Lokasi Mudah Dijangkau	19	21,1	21,1	45,6
	Pelayanan yang baik	8	8,9	8,9	54,4
	Transfer Gaji	8	8,9	8,9	63,3
	Transfer uang saku bulanan	30	33,3	33,3	96,7
	Lainnya	3	3,3	3,3	100,0
	Total	90	100,0	100,0	

Sumber Informasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Koran	7	7,8	7,8	7,8
	Majalah	3	3,3	3,3	11,1
	Televisi	46	51,1	51,1	62,2
	Sales Marketing	5	5,6	5,6	67,8
	Teman	12	13,3	13,3	81,1
	Keluarga	17	18,9	18,9	100,0
	Total	90	100,0	100,0	

Apakah Masih Menggunakan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	61	67,8	67,8	67,8
	Tidak	29	32,2	32,2	100,0
	Total	90	100,0	100,0	

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MERЕК

PERNYATAAN	SKALA SIKAP						
	1	2	3	4	5	6	7
4. Menurut saya produk pembiayaan edukasi BSM memiliki nama yang mudah diingat							
5. Menurut saya produk pembiayaan edukasi BSM memberikan nilai prestise							
6. Menurut saya nama besar BSM memberikan keyakinan bagi saya untuk menggunakan produk pembiayaan edukasi BSM							

HARGA

PERNYATAAN	SKALA SIKAP						
	1	2	3	4	5	6	7
7. Menurut saya Produk Pembiayaan edukasi BSM memberikan nilai angsuran yang ringan							
8. Menurut saya Produk Pembiayaan edukasi BSM memberikan biaya administrasi yang ringan							
9. Menurut saya Produk Pembiayaan edukasi BSM memberikan kemudahan dalam syarat agunan							

PELAYANAN PRODUK

PERNYATAAN	SKALA SIKAP						
	1	2	3	4	5	6	7
10. Menurut saya Produk pembiayaan edukasi BSM memberikan kemudahan bagi mahasiswa untuk memenuhi kebutuhan pendidikan							
11. Menurut saya SDM yang professional penting untuk menunjang pelayanan produk pembiayaan edukasi BSM							
12. Menurut saya Jaringan ATM yang banyak penting untuk menunjang transaksi produk pembiayaan edukasi BSM							
13. Menurut saya Lokasi cabang yang strategis penting untuk kemudahan pembayaran angsuran produk pembiayaan edukasi BSM							

MINAT BELI

PERNYATAAN	SKALA SIKAP						
	1	2	3	4	5	6	7
14. Saya ingin mencari informasi tentang produk pembiayaan edukasi BSM							
15. Saya akan mempertimbangkan untuk membeli produk pembiayaan edukasi BSM							
16. Saya tertarik untuk mencoba dulu produk pembiayaan edukasi BSM							
17. Saya ingin mengetahui lebih banyak tentang produk pembiayaan edukasi BSM							
18. Saya ingin memiliki produk pembiayaan edukasi BSM							

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