**KUESIONER PENELITIAN**

Lampiran 1

Assalamualaikum Wr. Wb,

Sehubungan dengan pelaksanaan tugas akhir untuk menempuh gelar Sarjana S1 di Fakultas Ekonomi Universitas Islam Batik Surakarta, penelitian saya yang berjudul Peran Diferensiasi Produk Pada Peningkatan Keputusan Pembelian Konsumen McDonald’s membutuhkan kerjasama dari para pembeli Mcdonald’s Surakarta.

Mohon dengan Hormat kesediaan Bapak/Ibu/Saudara untuk mengisi kuesioner, sehingga penelitian yang saya kerjakan ini dapat diselesaikan dengan baik dan bermanfaat kepada berbagai pihak. Perlu dipahami bahwa penelitian ini tidak ada tujuan lain semata-mata hanya pengembang ilmu pengetahuan khususnya dalam bidang pemasaran jasa dan semua jawaban Bapak/Ibu/Saudara saya jaga kerahasiaannya.

Atas kesediaannya saya ucapkan terima kasih, semoga penelitian ini bermanfaat.

Wassalamualaikum Wr. Wb

Hormat Saya

Deril Andrian

1. **Petunjuk pengisian**
2. Mohon memberi tanda centang (√) pada jawaban yang menurut Bapak/Ibu/Sdr/I anggap paling sesuai.
3. Mohon mengisi bagian yang membutuhkan jawaban tertulis.
4. Isilah jawaban pernyataan berikut ini sesuai pendapat anda dengan memberikan tanda centang (√ ) pada kolom yang tersedia.

Sangat Setuju = 5

Setuju (S) = 4

Kurang Setuju (KS) = 3

Tidak Setuju (TS) = 2

Sangat Tidak Setuju (STS) = 1

1. **Identitas responden**
2. Nama :
3. Jenis kelamin : Laki-laki Perempuan

1. Usia : 21 – 30 tahun 31 – 40 tahun

> 40 tahun

1. Pendidikan : SMK D3/S1

S2

1. Pendapatan : Rp 0 - Rp1.000.000 Rp. 1.000.001- Rp 1.500.000

Rp 1.500.001 – Rp. 2.500.000

> Rp. 2.500.001

**Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | KS | TS | STS |
| 1 | Produk Mcdonald’s sesuai dengan keinginan konsumen |  |  |  |  |  |
| 2 | Konsumen mendapatkan pelayanan terbaik dari karyawan McDonald’s |  |  |  |  |  |
| 3 | Konsumen dapat memilih berbagai menu dengan varian rasa yang berbeda beda dengan penyajian yang cepat. |  |  |  |  |  |
| 4 | Restoran Mcdonald’s surakarta terletak di tempat yang strategis dan melayani waktu pembelian 24 jam |  |  |  |  |  |
| 5 | Pembayaran produk bisa dilakukan dengan cash dan elektronik |  |  |  |  |  |

**Diferensiasi Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | KS | TS | STS |
| 1 | Produk McDonald’s mempunyai kualitas yang baik. |  |  |  |  |  |
| 2 | Produk McDonald’s memiliki banyak varian rasa. |  |  |  |  |  |
| 3 | Harga produk McDonald’s sesuai dengan kualitasnya. |  |  |  |  |  |
| 4 | Produk McDonald’s terbuat dari bahan yang higienis. |  |  |  |  |  |
| 5 | Produk McDonald’s mudah didapatkan. |  |  |  |  |  |

***Store Atmosphere***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Keterangan | SS | S | N | TS | STS |
| 1 | Dekorasi restoran McDonald’s sangat menarik. |  |  |  |  |  |
| 2 | Pencahayaan di restoran McDonald’s sudah mencukupi. |  |  |  |  |  |
| 3 | Udara di dalam restoran McDonald’s selalu segar |  |  |  |  |  |
| 4 | Restoran McDonald’s selalu menjaga kebersihan dan kerapihan |  |  |  |  |  |
| 5 | Interior restoran McDonald’s sesuai dengan *life style* masa kini. |  |  |  |  |  |

**Citra Merek**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Keterangan | SS | S | N | TS | STS |
| 1 | Merek McDonald’s sudah dikenal banyak orang. |  |  |  |  |  |
| 2 | Logo McDonald’s mudah diingat |  |  |  |  |  |
| 3 | Merek McDonald’s memberikan kesan positif pada konsumen. |  |  |  |  |  |
| 4 | Merek McDonald’s mudah diucapkan. |  |  |  |  |  |
| 5 | Merek McDonald’s memiliki ciri khas di setiap produk. |  |  |  |  |  |

**Lampiran 2**

**Tabulasi 20 responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Keputusan  Pembelian | | | | | JML | Diferensiasi Produk | | | | | JML | Store Atmosphere | | | | | JML | Citra merek | | | | | JML |
| 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| 1 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 3 | 5 | 5 | 3 | 21 | 5 | 5 | 5 | 5 | 4 | 24 | 3 | 4 | 3 | 3 | 4 | 17 |
| 2 | 4 | 4 | 4 | 5 | 4 | 21 | 3 | 5 | 5 | 5 | 5 | 23 | 5 | 4 | 5 | 4 | 4 | 22 | 3 | 3 | 4 | 4 | 3 | 17 |
| 3 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 4 | 4 | 3 | 18 |
| 4 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 3 | 4 | 4 | 3 | 18 |
| 5 | 4 | 5 | 4 | 5 | 3 | 21 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 3 | 4 | 3 | 19 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 3 | 3 | 4 | 3 | 17 |
| 7 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 4 | 5 | 4 | 5 | 23 |
| 8 | 5 | 5 | 5 | 5 | 4 | 24 | 3 | 4 | 4 | 3 | 4 | 18 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 4 | 3 | 5 | 3 | 20 |
| 9 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 3 | 4 | 3 | 19 |
| 10 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 5 | 4 | 4 | 5 | 23 |
| 11 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 4 | 5 | 5 | 4 | 23 |
| 12 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 4 | 5 | 4 | 5 | 23 | 3 | 4 | 3 | 4 | 4 | 18 | 5 | 4 | 3 | 5 | 4 | 21 |
| 13 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 3 | 3 | 5 | 4 | 20 | 4 | 3 | 3 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 4 | 24 |
| 14 | 4 | 5 | 5 | 5 | 3 | 22 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 3 | 4 | 3 | 19 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 4 | 4 | 3 | 5 | 19 | 3 | 4 | 3 | 4 | 4 | 18 | 4 | 5 | 3 | 5 | 4 | 21 |
| 16 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 3 | 3 | 18 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 5 | 3 | 4 | 4 | 20 |
| 17 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 3 | 3 | 4 | 4 | 18 | 4 | 3 | 4 | 3 | 3 | 17 |
| 18 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 3 | 4 | 18 | 4 | 4 | 4 | 5 | 5 | 22 | 3 | 5 | 3 | 3 | 4 | 18 |
| 19 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 24 | 3 | 5 | 4 | 3 | 3 | 18 |
| 20 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 3 | 4 | 19 | 5 | 5 | 5 | 4 | 5 | 24 |

**Uji Validitas dan Reliabilitas**

* 1. **Keputusan pembelian**

**Uji Validitas**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.TOT |
| Y.1 | Pearson Correlation | 1 | .302 | .612\*\* | .085 | .452\* | .740\*\* |
| Sig. (2-tailed) |  | .196 | .004 | .722 | .045 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.2 | Pearson Correlation | .302 | 1 | .553\* | .503\* | .091 | .725\*\* |
| Sig. (2-tailed) | .196 |  | .011 | .024 | .703 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.3 | Pearson Correlation | .612\*\* | .553\* | 1 | .467\* | .026 | .793\*\* |
| Sig. (2-tailed) | .004 | .011 |  | .038 | .912 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.4 | Pearson Correlation | .085 | .503\* | .467\* | 1 | -.179 | .565\*\* |
| Sig. (2-tailed) | .722 | .024 | .038 |  | .450 | .009 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.5 | Pearson Correlation | .452\* | .091 | .026 | -.179 | 1 | .463\* |
| Sig. (2-tailed) | .045 | .703 | .912 | .450 |  | .040 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.TOT | Pearson Correlation | .740\*\* | .725\*\* | .793\*\* | .565\*\* | .463\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .009 | .040 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

**Uji Reliabilitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 20 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .644 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y.1 | 17.8500 | 2.345 | .570 | .518 |
| Y.2 | 17.8000 | 2.379 | .548 | .528 |
| Y.3 | 18.0000 | 2.105 | .618 | .477 |
| Y.4 | 17.8000 | 2.589 | .281 | .648 |
| Y.5 | 17.9500 | 2.787 | .111 | .743 |

* 1. **Diferensiasi Produk**

**Uji Validitas**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.TOT |
| X1.1 | Pearson Correlation | 1 | .210 | .306 | .615\*\* | .163 | .689\*\* |
| Sig. (2-tailed) |  | .374 | .190 | .004 | .492 | .001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X1.2 | Pearson Correlation | .210 | 1 | .415 | .188 | .524\* | .647\*\* |
| Sig. (2-tailed) | .374 |  | .069 | .427 | .018 | .002 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X1.3 | Pearson Correlation | .306 | .415 | 1 | .285 | .424 | .677\*\* |
| Sig. (2-tailed) | .190 | .069 |  | .224 | .062 | .001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X1.4 | Pearson Correlation | .615\*\* | .188 | .285 | 1 | .350 | .733\*\* |
| Sig. (2-tailed) | .004 | .427 | .224 |  | .130 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X1.5 | Pearson Correlation | .163 | .524\* | .424 | .350 | 1 | .706\*\* |
| Sig. (2-tailed) | .492 | .018 | .062 | .130 |  | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X1.TOT | Pearson Correlation | .689\*\* | .647\*\* | .677\*\* | .733\*\* | .706\*\* | 1 |
| Sig. (2-tailed) | .001 | .002 | .001 | .000 | .000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

**Uji Reliabilitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 20 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .725 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X1.1 | 17.1000 | 4.516 | .459 | .690 |
| X1.2 | 17.1500 | 4.976 | .455 | .690 |
| X1.3 | 17.1500 | 4.871 | .496 | .676 |
| X1.4 | 17.3500 | 4.345 | .527 | .661 |
| X1.5 | 17.2500 | 4.513 | .496 | .673 |

* 1. **Store Atmosphere**

**Uji Validitas**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.TOT |
| X2.1 | Pearson Correlation | 1 | .670\*\* | .718\*\* | .235 | .135 | .840\*\* |
| Sig. (2-tailed) |  | .001 | .000 | .319 | .570 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.2 | Pearson Correlation | .670\*\* | 1 | .590\*\* | .238 | .129 | .792\*\* |
| Sig. (2-tailed) | .001 |  | .006 | .312 | .589 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.3 | Pearson Correlation | .718\*\* | .590\*\* | 1 | .180 | .062 | .784\*\* |
| Sig. (2-tailed) | .000 | .006 |  | .449 | .794 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.4 | Pearson Correlation | .235 | .238 | .180 | 1 | .627\*\* | .583\*\* |
| Sig. (2-tailed) | .319 | .312 | .449 |  | .003 | .007 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.5 | Pearson Correlation | .135 | .129 | .062 | .627\*\* | 1 | .464\* |
| Sig. (2-tailed) | .570 | .589 | .794 | .003 |  | .039 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.TOT | Pearson Correlation | .840\*\* | .792\*\* | .784\*\* | .583\*\* | .464\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .007 | .039 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

**Uji Reliabilitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 20 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .749 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X2.1 | 16.9000 | 2.937 | .688 | .631 |
| X2.2 | 17.0500 | 3.208 | .625 | .661 |
| X2.3 | 17.1500 | 3.187 | .603 | .669 |
| X2.4 | 16.9500 | 4.050 | .380 | .749 |
| X2.5 | 16.9500 | 4.471 | .281 | .772 |

* 1. **Citra Merek**

**Uji Validitas**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.TOT |
| X3.1 | Pearson Correlation | 1 | .099 | .359 | .679\*\* | .405 | .774\*\* |
| Sig. (2-tailed) |  | .679 | .120 | .001 | .077 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3.2 | Pearson Correlation | .099 | 1 | -.063 | .074 | .458\* | .508\* |
| Sig. (2-tailed) | .679 |  | .792 | .758 | .042 | .022 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3.3 | Pearson Correlation | .359 | -.063 | 1 | .124 | .432 | .582\*\* |
| Sig. (2-tailed) | .120 | .792 |  | .601 | .057 | .007 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3.4 | Pearson Correlation | .679\*\* | .074 | .124 | 1 | .139 | .598\*\* |
| Sig. (2-tailed) | .001 | .758 | .601 |  | .559 | .005 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3.5 | Pearson Correlation | .405 | .458\* | .432 | .139 | 1 | .763\*\* |
| Sig. (2-tailed) | .077 | .042 | .057 | .559 |  | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3.TOT | Pearson Correlation | .774\*\* | .508\* | .582\*\* | .598\*\* | .763\*\* | 1 |
| Sig. (2-tailed) | .000 | .022 | .007 | .005 | .000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

**Uji Reliabilitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 20 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .641 | 5 |

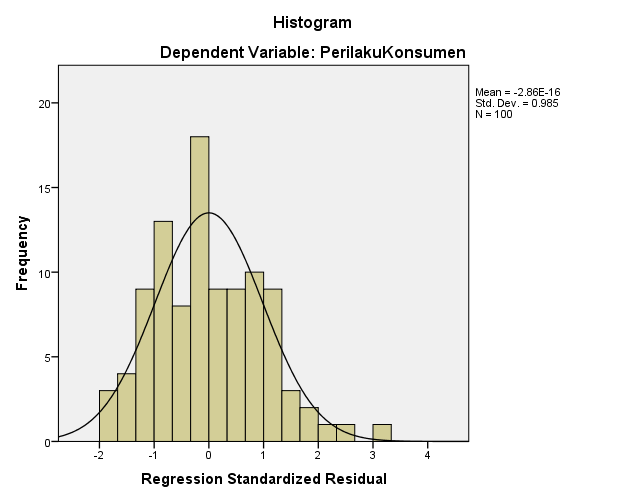
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X3.1 | 15.6000 | 3.726 | .589 | .488 |
| X3.2 | 15.6000 | 4.674 | .193 | .689 |
| X3.3 | 16.1000 | 4.411 | .300 | .635 |
| X3.4 | 15.7500 | 4.513 | .370 | .600 |
| X3.5 | 16.1500 | 3.818 | .580 | .496 |

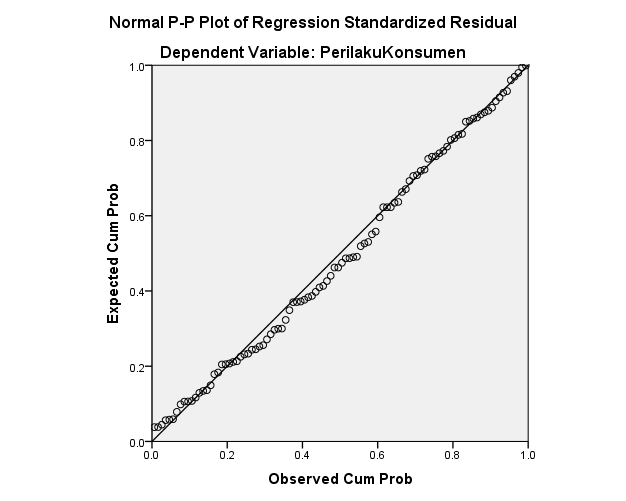
**Tabulasi 100 responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Keputusan  Pembelian | | | | | JML | Diferensiasi Produk | | | | | JML | Store Atmosphere | | | | | JML | Citra Merek | | | | | JML |
| 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| 1 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 3 | 5 | 5 | 3 | 21 | 5 | 5 | 5 | 5 | 4 | 24 | 3 | 4 | 3 | 3 | 4 | 17 |
| 2 | 4 | 4 | 4 | 5 | 4 | 21 | 3 | 5 | 5 | 5 | 5 | 23 | 5 | 4 | 5 | 4 | 4 | 22 | 3 | 3 | 4 | 4 | 3 | 17 |
| 3 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 4 | 4 | 3 | 18 |
| 4 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 3 | 4 | 4 | 3 | 18 |
| 5 | 4 | 5 | 4 | 5 | 3 | 21 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 3 | 4 | 3 | 19 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 3 | 3 | 4 | 3 | 17 |
| 7 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 4 | 5 | 4 | 5 | 23 |
| 8 | 5 | 5 | 5 | 5 | 4 | 24 | 3 | 4 | 4 | 3 | 4 | 18 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 4 | 3 | 5 | 3 | 20 |
| 9 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 3 | 4 | 3 | 19 |
| 10 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 5 | 4 | 4 | 5 | 23 |
| 11 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 4 | 5 | 5 | 4 | 23 |
| 12 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 4 | 5 | 4 | 5 | 23 | 3 | 4 | 3 | 4 | 4 | 18 | 5 | 4 | 3 | 5 | 4 | 21 |
| 13 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 3 | 3 | 5 | 4 | 20 | 4 | 3 | 3 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 4 | 24 |
| 14 | 4 | 5 | 5 | 5 | 3 | 22 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 3 | 4 | 3 | 19 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 4 | 4 | 3 | 5 | 19 | 3 | 4 | 3 | 4 | 4 | 18 | 4 | 5 | 3 | 5 | 4 | 21 |
| 16 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 3 | 3 | 18 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 5 | 3 | 4 | 4 | 20 |
| 17 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 3 | 3 | 4 | 4 | 18 | 4 | 3 | 4 | 3 | 3 | 17 |
| 18 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 3 | 4 | 18 | 4 | 4 | 4 | 5 | 5 | 22 | 3 | 5 | 3 | 3 | 4 | 18 |
| 19 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 24 | 3 | 5 | 4 | 3 | 3 | 18 |
| 20 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 3 | 4 | 19 | 5 | 5 | 5 | 4 | 5 | 24 |
| 21 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 4 | 24 |
| 22 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 4 | 4 | 22 |
| 23 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 3 | 3 | 4 | 4 | 18 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 3 | 3 | 18 |
| 25 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 24 |
| 26 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 5 | 23 | 3 | 4 | 3 | 4 | 4 | 18 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 4 | 5 | 23 | 3 | 3 | 4 | 4 | 4 | 18 |
| 28 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 4 | 24 |
| 29 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 3 | 3 | 18 |
| 30 | 4 | 4 | 3 | 4 | 3 | 18 | 4 | 4 | 3 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 4 | 19 | 3 | 3 | 4 | 4 | 4 | 18 |
| 31 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 4 | 4 | 23 |
| 32 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 5 | 5 | 4 | 5 | 23 | 4 | 4 | 5 | 4 | 4 | 21 | 3 | 4 | 3 | 4 | 4 | 18 |
| 33 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 3 | 3 | 4 | 4 | 18 |
| 34 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 4 | 4 | 5 | 5 | 23 |
| 35 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 4 | 4 | 5 | 23 |
| 36 | 4 | 3 | 4 | 3 | 4 | 18 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 4 | 4 | 4 | 18 |
| 37 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 3 | 3 | 4 | 4 | 18 |
| 38 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 3 | 3 | 18 |
| 39 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 4 | 5 | 24 |
| 40 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 4 | 3 | 4 | 19 |
| 41 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 4 | 4 | 5 | 4 | 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 42 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 5 | 21 | 3 | 4 | 3 | 4 | 4 | 18 |
| 43 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 4 | 3 | 3 | 18 |
| 44 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 5 | 4 | 4 | 4 | 21 |
| 46 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 4 | 4 | 21 | 3 | 4 | 4 | 4 | 3 | 18 |
| 47 | 5 | 4 | 4 | 5 | 4 | 22 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 3 | 4 | 19 |
| 48 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 4 | 5 | 5 | 4 | 22 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 3 | 3 | 4 | 4 | 18 |
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| 50 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 3 | 3 | 18 |
| 51 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 3 | 3 | 4 | 18 |
| 52 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 4 | 4 | 5 | 5 | 21 | 4 | 4 | 4 | 4 | 5 | 21 |
| 53 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 3 | 4 | 5 | 22 | 4 | 5 | 5 | 4 | 4 | 22 |
| 54 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 5 | 4 | 5 | 4 | 23 |
| 55 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 5 | 5 | 4 | 5 | 23 |
| 56 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 3 | 4 | 18 |
| 57 | 4 | 5 | 5 | 4 | 5 | 23 | 3 | 4 | 5 | 5 | 5 | 22 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 5 | 5 | 4 | 5 | 23 |
| 58 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 3 | 4 | 5 | 5 | 21 | 5 | 4 | 5 | 5 | 4 | 23 |
| 59 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 60 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 4 | 4 | 23 |
| 61 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 5 | 5 | 4 | 4 | 22 |
| 62 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 4 | 5 | 5 | 21 | 5 | 4 | 4 | 4 | 4 | 21 |
| 63 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
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| 65 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 4 | 4 | 5 | 4 | 22 |
| 66 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 5 | 5 | 5 | 5 | 24 |
| 67 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 4 | 3 | 4 | 5 | 21 | 5 | 5 | 4 | 5 | 4 | 23 |
| 68 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 3 | 4 | 5 | 5 | 21 | 4 | 5 | 5 | 4 | 5 | 23 |
| 69 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 5 | 4 | 5 | 4 | 22 |
| 70 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 5 | 4 | 4 | 23 |
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| 73 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 5 | 21 |
| 74 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 3 | 4 | 4 | 19 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 3 | 3 | 4 | 4 | 18 |
| 75 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 24 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 4 | 5 | 5 | 24 |
| 77 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 4 | 4 | 5 | 23 |
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| 79 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 4 | 4 | 4 | 5 | 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 3 | 4 | 3 | 4 | 18 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 3 | 4 | 4 | 19 |
| 81 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 4 | 4 | 21 |
| 82 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 5 | 5 | 4 | 5 | 23 |
| 83 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 5 | 5 | 5 | 4 | 23 |
| 84 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 5 | 4 | 23 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 4 | 5 | 5 | 4 | 22 |
| 86 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 3 | 4 | 4 | 4 | 19 |
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| 90 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 4 | 4 | 21 |
| 91 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 4 | 5 | 4 | 4 | 22 |
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| 95 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 3 | 4 | 4 | 4 | 19 | 5 | 5 | 5 | 4 | 5 | 24 |
| 96 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 5 | 5 | 5 | 23 |
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| 99 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 4 | 5 | 23 |
| 100 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 5 | 4 | 4 | 21 |

**Hasil Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.40403209 |
| Most Extreme Differences | Absolute | .059 |
| Positive | .059 |
| Negative | -.036 |
| Test Statistic | | .059 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |



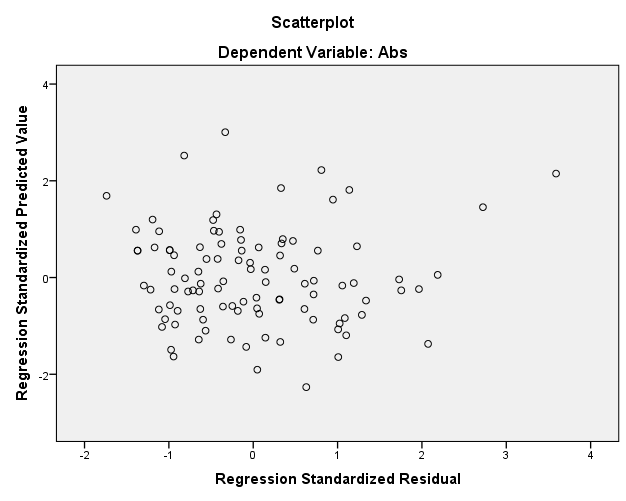


**Hasil Uji Multikolinieritas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 6.727 | 2.438 |  | 2.760 | .007 |  |  |
| Diferensiasi Produk | .382 | .077 | .430 | 4.953 | .000 | .927 | 1.079 |
| Store Atmosphere | .184 | .089 | .178 | 2.058 | .042 | .936 | 1.068 |
| Citra Merek | .154 | .060 | .217 | 2.581 | .011 | .983 | 1.017 |
| a. Dependent Variable: KeputusanPembelian | | | | | | | | |

**Hasil Uji Heteroskedastisitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4.602 | 1.385 |  | 3.323 | .001 |
| Diferensiasi Produk | -.043 | .044 | -.101 | -.987 | .326 |
| Store Atmosphere | -.084 | .051 | -.170 | -1.661 | .100 |
| Citra Merek | -.033 | .034 | -.097 | -.973 | .333 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |



**Hasil Uji Analisis Regresi Linier Berganda**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 6.727 | 2.438 |  | 2.760 | .007 |  |  |
| Diferensiasi Produk | .382 | .077 | .430 | 4.953 | .000 | .927 | 1.079 |
| Store Atmosphere | .184 | .089 | .178 | 2.058 | .042 | .936 | 1.068 |
| Citra Merek | .154 | .060 | .217 | 2.581 | .011 | .983 | 1.017 |
| a. Dependent Variable: KeputusanPembelian | | | | | | | | |

**Hasil Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 96.231 | 3 | 32.077 | 15.779 | .000b |
| Residual | 195.159 | 96 | 2.033 |  |  |
| Total | 291.390 | 99 |  |  |  |
| a. Dependent Variable: KeputusanPembelian | | | | | | |
| b. Predictors: (Constant), Diferensiasi Produk, Store Atmosphere, Citra merek | | | | | | |

**Hasil Uji t**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 6.727 | 2.438 |  | 2.760 | .007 |  |  |
| Diferensiasi Produk | .382 | .077 | .430 | 4.953 | .000 | .927 | 1.079 |
| Store Atmosphere | .184 | .089 | .178 | 2.058 | .042 | .936 | 1.068 |
| Citra Merek | .154 | .060 | .217 | 2.581 | .011 | .983 | 1.017 |
| a. Dependent Variable: KeputusanPembelian | | | | | | | | |

**Hasil Uji R2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .575a | .330 | .309 | 1.42580 |
| a. Predictors: (Constant), Diferensiasi Produk,Store Atmosphere, Citra Merek | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | |