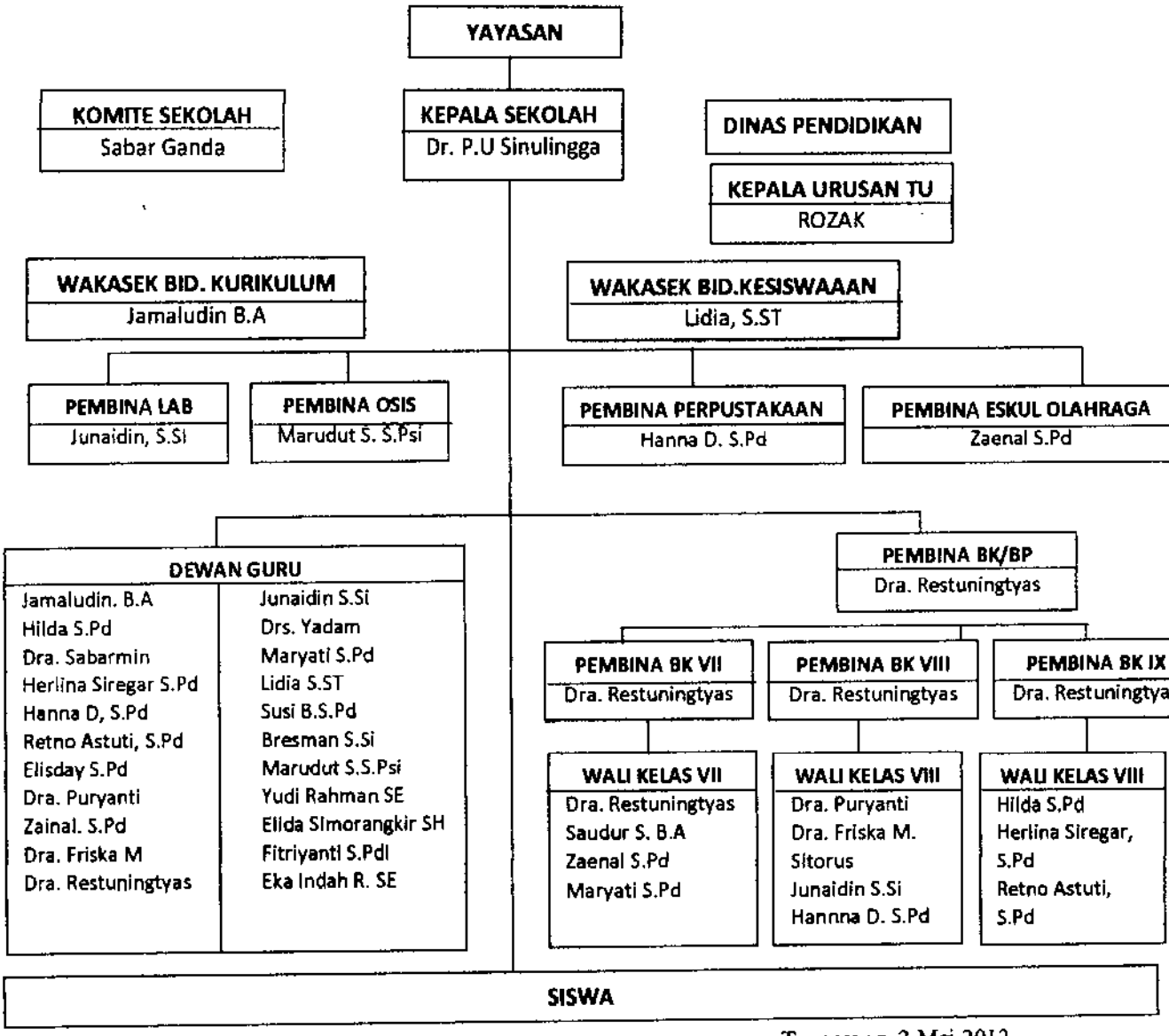
Lampiran 1 Struktur Organisasi SMP Yadika 3

STRUKTUR ORGANISASI SMP YADIKA 3 KARANG TENGAH
TAHUN PELAJARAN 2012/2013



Tangerang, 3 Mei 2012

Kepala SMP Yadika 3

Drs. PU. Sinulingga

Lampiran 2 KUESIONER PENELITIAN

Assalamualaikum wr.wb

Para orangtua siswa yang berbahagia, Saya Mahasiswi Universitas Mercu Buana Jakarta, saat ini saya sedang melaksanakan penelitian dengan judul PENGARUH IMPLEMENTASI KEBIJAKAN PEMERINTAH MENGENAI DANA BOS , *PERCEIVED PRICE*, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMILIHAN SEKOLAH DI SMP YADIKA 3". Hasil dari kuesioner ini akan saya gunakan sebagai bahan penelitian untuk menyelesaikan tesis sebagai salah satu syarat untuk meraih gelar Magister Manajemen (MM) pada Universitas Mercu Buana. Untuk itu saya mohon para orangtua siswa untuk mengisi daftar pertanyaan dibawah ini dengan sebaik-baiknya dan sejujur-jujurnya sesuai dengan kondisi yang dirasakan para siswa, agar penelitian ini dapat menghasilkan manfaat bagi kita semua.

Terimakasih atas kerjasamanya untuk mengisi kuesioner ini.

Hormat Saya,

Eka Indah Rosiyanti

Tabel Indikator Variabel

Variabel	Dimensi	Indikator	Variabel Name
Implementasi Kebijakan Pemerintah Mengenai Dana Bantuan Operasional Sekolah (BOS)	Komunikasi	- Penyaluran komunikasi yang baik tentang Dana Bos - Kejelasan informasi mengenai Dana Bos - Konsistensi informasi yang disampaikan mengenai Dana Bos	Kebijakan Dana Bos 1, 2, 3, 4
	Sumber Daya	kompetensi implementer dari pihak sekolah	Kebijakan Dana BOS 5,6,7
	Disposisi	Watak dan karakteristik yang dimiliki oleh implementor	Kebijakan Dana Bos 8,9
	Struktur Organisasi	Prosedur operasi yang standar	Kebijakan Dana BOS 10,11
Perceived Price	Kesadaran Harga	Harga masih terjangkau	PP 1
	Kesadaran nilai fisik produk	Harga sesuai dengan manfaat yang diperoleh	PP 2
	Potongan harga	- Harga lebih murah dari sekolah lain - Mendapatkan potongan harga	PP 3, 4
	Skema Harga Kualitas	Harga sebanding dengan kualitas yang diterima	PP 5
	Harga Prestis	Harga menunjukkan prestis dari produk yang diterima	PP 6,7
Citra Merek	Prestasi sekolah	SMP Yadika 3 merupakan sekolah berprestasi	BI 1, 2
	School image	- Citra SMP Yadika 3 - Citra siswa/siswi SMP Yadika 3	BI 3, 4, 5, 6
	Pelayanan	- Pelayanan staff dan kegiatan yang melibatkan siswa - Pelayanan guru terhadap siswa	BI 7, 8,9, 10
	Fasilitas	- Kebersihan fasilitas - Kelengkapan sarana dan Prasarana	BI 11, 12, 13, 14, 15, 16
	Pengajaran	- Kualitas kurikulum dan Kegiatan ekstrakurikuler - Kualitas guru	BI 17, 18, 19, 20, 21

Variabel	Dimensi	Indikator	Variabel Name
Keputusan Pemilihan	Pengenalan Masalah	- SMP Yadika 3 merupakan pilihan orangtua - SMP Yadika 3 merupakan sekolah yang berkualitas - SMP Yadika 3 merupakan pilihan anak	KP 1, 2, 3
	Pencarian informasi	- Informasi mengenai sekolah SMP Yadika 3 dari kakak kelas/alumni - Informasi mengenai sekolah SMP yadika 3 dari iklan/brosur	KP 4, 5
	Evaluasi alternative	- Mencari informasi mengenai sekolah lain - Membandingkan dengan sekolah lain	KP 6, 7
	Keputusan Pembelian	- SMP Yadika 3 harganya terjangkau - SMP Yadika 3 prosesnya mudah - SMP Yadika 3 sudah terkenal - SMP Yadika 3 sesuai spesifikasi yang diinginkan	KP 8, 9, 10, 11
	Perilaku setelah pembelian	- SMP Yadika 3 sesuai dengan harapan	KP 12

Form Kuesioner

Petunjuk Pengisian Kuesioner

- Mohon angket diisi untuk menjawab seluruh pernyataan yang telah disediakan
- Berilah tanda silang (x) pada kolom yang tersedia dan pilih sesuai keadaan yang sebenarnya
- Proses Saudara menjawab pernyataan-pernyataan dalam kuesioner ini tidak ada jawaban yang salah, oleh sebab itu, usahakan agar tidak ada jawaban yang dikosongkan
- Terimakasih atas kesediaan mengisi kuesioner penelitian ini.

1. Implementasi Kebijakan Pemerintah mengenai Dana Bos (X1)

Ada lima alternative jawaban, yaitu :

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Ragu-ragu
4 = Setuju
5 = Sangat Setuju

No	Item Pernyataan	STS	TS	R	S	SS
		1	2	3	4	5
1.	Informasi mengenai Program Bantuan Dana Bos (BOS) di sosialisasikan oleh pihak sekolah					
2.	Program Bantuan Operasional Sekolah (Bos) yang terdapat di SMP Yadika 3 membebaskan biaya pendidikan bagi siswa tidak mampu					
3.	Program Dana Bos meringankan biaya pendidikan bagi siswa lainnya					
4.	SMP Yadika 3 tetap melaksanakan kebijakan pemerintah mengenai Dana Bantuan Operasional Sekolah (BOS) sesuai dengan program pemerintah					
5.	Penyaluran Dana Bos di SMP Yadika 3 sudah tepat sasaran sesuai dengan tujuan penggunaan Bantuan Operasiona`l Sekolah (Bos)					
6.	Pihak sekolah menggunakan program Bantuan Operasional Sekolah (BOS) secara efektif					
7.	Pihak sekolah menggunakan program Bantuan Operasional Sekolah untuk biaya operasional sekolah seperti Pembelian/penggandaan buku teks pelajaran, yaitu untuk mengganti yang rusak atau untuk memenuhi kekurangan, Pembiayaan seluruh kegiatan dalam rangka penerimaan siswa baru, Pembiayaan ulangan harian, ulangan umum, ujian sekolah, pelatihan guru, dan lain-lain)					

No	Item Pernyataan	STS	TS	R	S	SS
		1	2	3	4	5
8	Tidak ada pengurangan dalam penerimaan Jumlah Bantuan Operasional Sekolah (BOS) bagi para siswa dari sekolah.					
9	Terdapat informasi tentang laporan pertanggungjawaban penggunaan Bantuan Operasional Sekolah (BOS) dari pihak sekolah setiap waktu tertentu					
10	Terdapat kemudahan yang diberikan dalam Bantuan Operasional Sekolah (BOS) bagi para siswa (struktur)					
11	Bantuan Operasional Sekolah (BOS) yang diberikan selalu tepat waktu (struktur)					

2. ***Perceived Price (X2)***

Petunjuk Pengisian Kuesioner :

- Mohon angket diisi untuk menjawab seluruh pernyataan yang telah disediakan
- Berilah tanda silang (x) pada kolom yang tersedia dan pilih sesuai keadaan yang sebenarnya
- Proses Saudara menjawab pernyataan-pernyataan dalam kuesioner ini tidak ada jawaban yang salah, oleh sebab itu, usahakan agar tidak ada jawaban yang dikosongkan
- Terimakasih atas kesediaan mengisi kuesioner penelitian ini.
-

Ada lima alternative jawaban, yaitu :
1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Ragu-ragu
4 = Setuju
5 = Sangat Setuju

No	Item Pernyataan	STS	TS	R	S	SS
		1	2	3	4	5
1	Harga yang ditawarkan oleh SMP Yadika 3 masih terjangkau					
2	Manfaat yang saya terima sebanding dengan harga yang saya bayarkan di SMP Yadika 3					
3	Saya mendapatkan potongan harga ketika memilih di SMP Yadika 3					
4	Saya mendapatkan harga lebih murah ketika memilih SMP Yadika 3 dibandingkan dengan memilih sekolah lain					

No	Item Pernyataan	STS	TS	R	S	SS
		1	2	3	4	5
5	Harga yang ditawarkan sesuai dengan kualitas jasa yang diberikan					
6	Saya bersedia membayar lebih mahal karena kualitas SMP Yadika lebih baik					
7	Saya bersedia membayar lebih mahal karena memilih SMP Yadika 3 memberikan kebanggaan tersendiri bagi saya					

3. Citra Merek (X3)

Petunjuk Pengisian Kuesioner :

- Mohon angket diisi untuk menjawab seluruh pernyataan yang telah disediakan
- Berilah tanda silang (x) pada kolom yang tersedia dan pilih sesuai keadaan yang sebenarnya
- Proses Saudara menjawab pernyataan-pernyataan dalam kuesioner ini tidak ada jawaban yang salah, oleh sebab itu, usahakan agar tidak ada jawaban yang dikosongkan
- Terimakasih atas kesediaan mengisi kuesioner penelitian ini

Ada lima alternative jawaban, yaitu :
1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Ragu-ragu
4 = Setuju
5 = Sangat Setuju

No	Item Pernyataan	STS	TS	R	S	SS
		1	2	3	4	5
1	SMP Yadika 3 berprestasi dalam bidang akademik					
2	SMP Yadika 3 berprestasi dalam bidang olahraga					
3	SMP Yadika 3 termasuk sekolah berkarakter kristiani.					
4	SMP Yadika 3 termasuk sekolah SMP favorit di Tangerang, khususnya wilayah Ciledug					
5	Siswa/siswi SMP Yadika 3 sebagian besar taat beragama					
6	Siswa/siswi SMP Yadika 3 sebagian besar pandai bersosialisasi					
7	Guru dan staff bersikap ramah					
8	Guru membantu siswa yang kesulitan					
9	Guru dapat menjelaskan materi dengan jelas					
10	Guru menanggapi pertanyaan dari siswa					

No	Item Pernyataan	STS	TS	R	S	SS
		1	2	3	4	5
11	Kebersihan Kelas baik					
12	Ruang kelas yang sejuk					
13	Ruang kelas memiliki penerangan yang baik					
14	Sarana laboratoriumnya memadai					
15	Sarana ruang multimedia memadai					
16	Sarana perpustakaan memadai					
17	Kurikulumnya menekankan aspek akademis					
18	Kurikulumnya menekankan aspek pengembangan karakter					
19	Guru-guru tegas dan disiplin					
20	Guru-guru berdedikasi tinggi					
21	Guru berpengalaman dalam bidang yang diajarkan pada siswa					

4. Keputusan Pemilihan Sekolah (Y)

Petunjuk Pengisian Kuesioner :

- Mohon angket diisi untuk menjawab seluruh pernyataan yang telah disediakan
- Berilah tanda silang (x) pada kolom yang tersedia dan pilih sesuai keadaan yang sebenarnya
- Proses Saudara menjawab pernyataan-pernyataan dalam kuesioner ini tidak ada jawaban yang salah, oleh sebah itu, usahakan agar tidak ada jawaban yang dikosongkan
- Terimakasih atas kesediaan mengisi kuesioner penelitian ini

Ada lima alternative jawaban, yaitu :
1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Ragu-ragu
4 = Setuju
5 = Sangat Setuju

No	Item Pernyataan	STS	TS	R	S	SS
		1	2	3	4	5
1	Bapak/Ibu memilih SMP Yadika3 karena ingin menyekolahkan anaknya di SMP Yadika 3					
2	Bapak/Ibu menyekolahkan anaknya disekolah yang berkualitas					
3	Bapak/Ibu menyekolahkan anaknya karena keinginan anak sendiri					
4	Bapak/Ibu mengetahui informasi SMP Yadika 3 dari kakak kelas atau alumni					

No	Item Pernyataan	STS	TS	R	S	SS
		1	2	3	4	5
5	Bapak/Ibu mengetahui sekolah SMP yadika 3 dengan melihat iklan/brosur					
6	Bapak/Ibu mencari informasi mengenai sekolah lain selain SMP Yadika 3					
7	Bapak/Ibu membandingkan SMP Yadika 3 dengan sekolah lain					
8	Bapak/Ibu memilih SMP Yadika 3 karena harganya terjangkau					
9	Bapak/Ibu memilih SMP Yadika 3 karena prosesnya mudah					
10	Bapak/Ibu memilih SMP Yadika 3 karena sudah terkenal					
11	Bapak/Ibu memilih SMP Yadika 3 sesuai dengan spesifikasi yang diinginkan					
12	Bapak/Ibu memilih SMP Yadika 3 sesuai dengan harapan yang diinginkan					

Lampiran 3 Karakteristik Responden

Berilah tanda silang (X) pada jawaban yang anda anggap paling sesuai

1. Jenis Kelamin :
   1. Wanita
   2. Pria

2. Pendidikan formal terakhir yang berhasil diselesaikan :
   1. SD
   2. SMP
   3. SMU
   4. Diploma
   5. Sarjana
   6. S2/S3

3. Usia Anda
   1. 20 - 30 tahun
   2. 31 – 40 tahun
   3. 41 – 50 tahun
   4. ≥ 51 tahun

4. Jenis Pekerjaan
   1. Ibu Rumah Tangga
   2. PNS
   3. Swasta
   4. Wirausaha

5. Penghasilan rata-rata perbulan :
   1. ≤ Rp. 500.000
   2. Rp. 500.000-Rp. 1.000.000
   3. Rp. 1.000.000 - 2.000.000
   4. Rp. 2.000.000 - 3.000.000
   5. > Rp. 5.000.000

6 Motivasi Bapak/Ibu memasukkan anak anda menjadi siswa SMP YADIKA 3?
   1. Kemauan anak sendiri
   2. Kemauan orangtua
   3. Ikut-ikutan teman
   4. Lainnya

7. Bapak/Ibu membandingkan dengan sekolah lain sebelum masuk SMP YADIKA 3?
   1. Ya
   2. Tidak

8. Alasan Bapak/Ibu ketika menjatuhkan pilihan disekolah swasta?
   1. Nilai ujian nasional tidak mencukup
   2. Sekolah memang sudah sesuai dengan harapan
   3. Faktor lokasi
   4. Faktor lain

Lampiran 4 Rekap Kuesioner

Responden	Dana Bu										
	DB1	DB2	DB3	DB4	DB5	DB6	DB7	DB8	DB9	DB10	DB11
1	3	4	4	4	2	3	1	4	5	4	4
2	4	5	3	4	4	3	4	3	4	3	1
3	3	3	3	4	3	4	4	4	3	4	4
4	5	3	4	5	3	2	4	2	5	5	2
5	4	4	3	4	4	4	4	3	3	4	3
6	4	2	2	4	4	4	4	4	4	4	4
7	5	4	4	4	4	3	3	4	3	3	3
8	4	4	4	4	3	3	4	3	4	4	4
9	4	3	2	4	4	4	4	4	4	4	4
10	5	4	4	5	3	3	4	4	3	4	3
11	4	4	4	4	4	4	3	4	4	3	4
12	4	4	4	4	4	4	5	2	4	4	4
13	4	4	4	4	4	4	4	4	3	4	4
14	4	4	4	4	4	4	4	4	4	4	4
15	4	4	4	4	4	4	4	4	4	4	4
16	4	4	3	4	4	4	4	4	5	4	4
17	4	5	4	4	4	4	4	3	4	4	4
18	4	5	4	4	4	4	4	3	4	4	4
19	4	4	4	4	4	4	4	4	4	4	4
20	4	5	4	4	4	5	2	4	4	4	4
21	4	5	5	4	4	4	3	4	4	4	4
22	4	4	5	4	4	4	4	4	4	5	4
23	4	5	4	4	3	4	5	4	5	4	4
24	4	5	5	5	4	4	4	5	4	4	4
25	5	3	4	5	5	5	5	4	4	4	4
26	5	5	5	5	4	4	4	4	4	4	4
27	5	5	5	5	5	4	2	5	4	5	4
28	5	5	5	5	5	5	4	5	4	5	4
29	5	5	5	5	4	5	5	5	5	5	5
30	1	1	1	1	1	1	1	1	1	1	1
31	4	4	4	4	4	4	5	4	5	4	4
32	4	4	4	5	4	4	4	4	4	4	5
33	5	4	5	4	4	4	4	4	4	4	4
34	4	4	5	4	4	4	5	4	4	4	4
35	4	4	4	4	4	4	4	4	4	4	4
36	4	4	4	4	4	4	4	4	4	4	4

Responden	Dana Bos										
	DB1	DB2	DB3	DB4	DB5	DB6	DB7	DB8	DB9	DB10	DB11
37	5	4	3	5	5	4	4	4	4	4	4
38	5	5	5	5	5	5	5	5	5	5	5
39	4	4	4	4	4	4	4	4	4	4	4
40	4	5	4	4	4	4	4	4	4	4	4
41	4	4	4	4	4	4	4	4	4	4	4
42	4	4	5	4	4	5	5	4	4	5	4
43	1	5	1	1	1	1	1	1	1	1	1
44	4	4	2	4	5	4	4	2	4	4	4
45	4	4	5	2	4	4	4	5	2	4	4
46	2	4	4	3	3	3	4	2	2	4	3
47	2	1	4	5	4	4	3	4	4	4	4
48	3	2	2	3	4	4	4	3	3	3	4
49	4	5	4	4	5	5	5	4	4	4	5
50	4	5	4	4	5	5	5	4	4	4	5
51	1	4	3	4	3	3	4	4	5	5	4
52	4	5	4	4	5	4	4	4	3	5	1
53	4	5	5	4	3	3	4	4	5	5	5
54	1	1	1	1	1	1	1	1	1	1	1
55	4	2	5	5	1	3	4	4	4	4	4
56	2	1	3	2	1	1	1	2	1	1	1
57	4	4	4	4	4	4	4	4	4	4	4
58	4	4	4	4	4	4	4	4	4	4	4
59	4	3	4	4	4	4	4	4	4	3	4
60	4	4	4	4	4	4	4	4	4	4	4
61	4	4	4	4	4	4	4	4	4	4	4
62	4	5	5	4	3	3	4	5	5	3	2
63	3	1	4	3	3	3	3	3	3	4	4
64	4	4	4	4	4	4	4	4	4	4	4
65	4	4	4	4	4	4	4	4	4	4	4
66	5	5	5	2	2	2	2	3	3	4	2
67	5	4	4	5	5	4	4	4	5	4	5
68	4	4	4	4	4	4	5	4	3	4	4
69	4	4	3	4	4	5	4	4	5	4	4
70	4	4	4	5	5	4	5	4	4	4	4
71	4	3	4	4	4	4	3	4	4	4	3
72	4	4	5	4	3	3	3	5	5	4	4
73	5	4	4	4	4	3	4	4	4	4	3
74	4	3	4	4	4	4	4	4	4	4	4
75	4	4	4	4	4	4	3	4	4	4	4

Responden	Dana Bos										
	DB1	DB2	DB3	DB4	DB5	DB6	DB7	DB8	DB9	DB10	DB11
76	4	3	4	4	4	4	4	4	5	2	3
77	4	4	4	4	4	4	4	4	4	4	4
78	4	5	4	4	4	4	4	5	4	4	4
79	4	4	4	4	4	5	3	3	4	4	3
80	4	4	5	4	4	4	4	4	4	4	4
81	4	5	2	3	3	3	1	2	2	2	2
82	4	4	4	4	4	4	4	4	4	4	4
83	4	5	4	4	4	4	4	3	4	4	4
B4	2	4	4	4	2	4	2	4	3	3	4
85	4	3	4	4	4	4	3	4	4	3	4
86	1	1	2	3	1	3	1	2	2	3	2
87	4	5	2	4	4	4	5	4	1	4	5
88	4	4	4	4	4	4	5	4	1	4	5
89	5	5	5	2	2	2	2	5	5	5	5
90	3	3	3	4	3	3	3	4	3	4	3
91	3	3	4	4	4	3	3	3	3	4	4
92	3	3	4	4	4	3	3	4	3	4	4
93	3	3	4	4	4	3	3	4	3	4	4
94	3	3	4	4	4	3	3	4	3	4	4
95	3	3	4	4	3	4	4	4	3	4	4
96	3	3	4	4	4	3	4	4	3	4	4
97	4	3	4	4	4	3	4	4	4	4	4
98	4	3	4	4	4	4	3	4	4	4	4
99	4	4	4	4	4	4	4	4	4	4	4
100	4	4	4	4	4	4	5	5	4	4	4

Responden	PERSEPSI PRICE						
	PP1	PP2	PP3	PP4	PP5	PP6	PP7
1	1	2	2	2	3	2	1
2	2	3	3	2	3	2	2
3	4	4	2	2	1	2	2
4	3	3	3	3	4	3	1
5	3	3	2	3	3	3	3
6	5	4	2	2	3	2	2
7	4	4	4	2	1	2	4
8	3	3	3	3	5	3	3
9	4	4	4	3	5	2	2
10	4	4	4	4	1	4	4
11	5	4	5	1	3	4	3
12	4	4	4	4	3	3	3
13	4	4	3	4	3	3	4
14	4	4	2	4	4	4	4
15	4	4	4	4	4	3	3
16	4	4	5	4	4	2	3
17	4	4	3	4	3	4	4
18	4	4	4	4	4	4	2
19	4	4	4	4	2	4	4
20	4	4	4	5	4	3	3
21	3	2	3	3	3	3	3
22	2	3	3	2	3	3	2
23	5	5	5	5	4	2	2
24	4	4	5	5	4	3	3
25	4	4	4	4	4	4	4
26	4	4	4	4	4	4	4
27	4	4	5	4	4	4	4
28	5	5	4	5	4	3	3
29	4	4	4	5	4	5	4
30	1	1	1	1	1	1	1
31	5	4	5	5	3	3	3
32	4	4	2	4	4	4	4
33	4	4	4	4	3	4	4
34	4	5	3	4	3	3	4
35	4	4	3	4	3	4	4
36	4	4	4	4	3	3	3
37	5	5	4	5	4	4	1
38	5	5	5	3	5	1	2

Responden	PERCEIVED PRICE						
	PP1	PP2	PP3	PP4	PP5	PP6	PP7
39	4	4	4	4	4	4	5
40	4	4	4	4	4	4	5
41	4	4	4	4	4	4	4
42	4	4	3	4	4	4	4
43	3	3	4	4	4	4	4
44	2	3	4	4	3	4	4
45	4	4	4	4	4	3	3
46	2	3	3	3	3	1	2
47	5	4	4	4	4	4	4
48	4	4	2	4	4	2	3
49	3	2	3	2	2	2	3
50	5	4	5	5	5	4	4
51	4	4	3	3	3	3	3
52	4	4	4	4	5	1	1
53	4	5	5	3	4	4	3
54	1	1	1	2	1	2	2
55	1	1	1	1	1	1	1
56	4	1	4	1	1	1	1
57	3	3	2	2	4	3	4
58	3	3	4	4	3	3	4
59	3	4	4	3	3	3	3
60	4	4	4	4	4	3	3
61	4	4	4	4	4	4	4
62	4	3	4	4	3	3	3
63	5	3	1	5	2	1	1
64	4	4	4	4	4	4	4
65	5	5	4	4	4	4	4
66	2	4	4	3	4	3	4
67	4	5	1	1	5	4	4
68	1	2	3	2	2	2	1
69	2	3	2	2	1	2	2
70	4	2	2	3	3	3	3
71	4	3	4	3	4	4	3
72	4	3	4	4	3	3	3
73	4	3	2	3	3	2	2
74	4	4	1	1	2	4	4
75	4	4	4	4	3	2	3
76	1	5	2	1	5	4	4
77	4	4	4	4	4	4	4

Responden	PERCEIVED PRICE						
	PP1	PP2	PP3	PP4	PP5	PP6	PP7
78	3	4	4	3	4	3	4
79	4	4	4	3	4	3	4
80	4	4	3	4	4	3	4
81	4	4	4	4	4	3	3
82	4	4	4	4	4	4	4
83	4	4	4	4	4	4	4
84	4	4	3	3	4	4	3
85	4	4	4	3	1	3	2
86	4	4	4	3	2	2	3
87	3	4	2	2	4	3	3
88	3	4	2	2	4	3	3
89	1	1	4	4	2	4	4
90	4	4	4	4	3	4	4
91	4	4	4	4	2	4	4
92	3	4	4	4	4	3	3
93	2	3	3	3	2	2	2
94	3	4	4	3	4	4	4
95	4	4	3	3	4	3	4
96	4	4	3	4	4	4	4
97	3	3	4	4	3	4	4
98	3	4	4	4	4	4	4
99	5	4	5	3	4	4	4
100	1	2	1	2	2	1	2

Responden	Citra Merek																				
	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8	BI9	BI10	BI11	BI12	BI13	BI14	BI15	BI16	BI17	BI18	BI19	BI20	BI21
1	3	4	3	3	3	3	4	3	3	3	4	3	3	3	4	3	4	3	4	2	4
2	3	4	3	4	4	4	4	4	3	4	4	3	3	4	4	4	4	4	3	4	3
3	4	4	4	4	3	2	4	4	4	4	4	3	3	4	4	4	4	3	4	3	4
4	4	4	4	4	4	1	4	4	5	5	5	5	3	3	3	3	3	3	3	3	3
5	3	4	3		4	1	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
6	4	3	3	2	2	1	4	2	4	3	5	5	5	5	5	5	4	5	4	5	4
7	4	4	4	4	4	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4
8	3	3	3	4	3	4	4	3	4	4	4	5	4	4	4	4	4	4	4	4	4
9	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3
10	4	4	3	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4
11	4	4	4	4	3	3	4	4	3	5	3	5	4	4	3	4	4	4	4	4	4
12	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
13	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
14	4	4	5	5	5	3	4	3	3	5	3	4	4	4	4	4	3	4	3	4	3
15	4	4	4	4	4	2	3	4	4	4	5	4	4	4	4	4	4	4	4	4	4
16	4	4	4	4	3	1	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4
17	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
18	4	4	4	5	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4
19	4	4	4	5	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4
20	4	4	4	4	4	2	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4

Responden	Citra Merek																			
	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8	BI9	BI10	BI11	BI12	BI13	BI14	BI15	BI16	BI17	BI18	BI19	BI20	BI21
21	1	2	1	1	1	1	1	1	1	2	1	1	1	4	2	1	1	4	1	2	1
22	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
23	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
24	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
25	4	4	4	4	4	1	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4
26	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
27	4	4	4	4	4	2	4	4	5	5	5	5	4	4	4	5	5	5	4	4	5
28	4	4	4	4	4	3	4	4	4	4	4	5	5	5	5	4	4	5	4	5	4
29	4	4	5	5	4	4	5	4	4	5	5	4	4	4	4	4	5	5	4	4	5
30	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
31	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4
32	3	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	5	4	3	4	5
33	4	4	4	4	4	1	2	3	4	3	4	4	4	4	4	4	4	4	4	4	4
34	4	3	3	4	3	5	4	3	3	3	3	4	4	4	4	4	4	4	5	4	4
35	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
36	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
37	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4
38	5	5	4	4	4	1	4	5	5	5	5	5	5	5	5	5	5	5	5	4	5
39	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
40	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4
41	3	4	4	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
42	4	4	4	4	4	3	4	3	3	4	4	4	4	4	4	3	4	4	3	3	4
43	4	4	4	4	4	3	3	3	3	4	3	4	4	4	4	4	4	4	3	3	4

Responden	Citra Merek																				
	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8	BI9	BI10	BI11	BI12	BI13	BI14	BI15	BI16	BI17	BI18	BI19	BI20	BI21
44	3	4	3	4	4	2	4	5	4	4	4	5	4	4	4	4	5	4	3	4	5
45	4	4	4	3	3	3	4	4	5	4	5	4	4	4	4	4	4	4	3	4	4
46	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
47	4	4	4	4	5	3	3	4	4	4	4	5	4	5	5	4	4	4	4	4	4
48	4	3	3	3	4	2	4	4	4	3	4	4	4	4	4	4	4	4	3	3	4
49	4	4	4	4	5	5	5	4	4	4	4	5	4	5	5	5	4	4	4	5	4
50	4	4	4	4	5	5	5	4	4	4	4	5	4	5	5	5	4	4	4	5	4
51	4	4	3	3	4	4	3	3	4	3	3	4	4	3	4	4	4	4	4	3	4
52	4	4	4	4	3	5	5	3	4	5	3	5	5	5	4	5	5	5	3	5	5
53	4	4	4	4	3	3	4	4	3	4	4	4	4	4	4	4	5	5	5	3	5
54	3	2	3	3	3	3	3	3	2	3	3	3	2	2	2	3	2	2	2	3	3
55	2	4	3	3	2	3	3	3	2	4	2	4	4	4	4	4	4	4	2	4	4
56	3	2	3	3	3	3	3	2	3	4	4	4	4	4	4	4	4	4	1	1	1
57	4	4	4	4	3	4	3	3	4	4	3	4	4	4	4	3	4	4	4	4	4
58	4	4	4	4	3	3	3	3	4	3	3	4	4	3	4	3	4	3	3	4	4
59	4	4	4	3	3	4	4	4	4	5	3	4	4	4	3	3	4	5	3	4	4
60	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4
61	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
62	4	4	5	3	4	2	4	4	4	4	3	3	3	4	3	3	3	4	4	3	3
63	3	4	5	5	3	2	3	3	2	3	1	1	2	4	3	3	4	4	1	4	4
64	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
65	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
66	4	3	5	3	3	4	4	4	4	3	4	4	4	4	3	4	3	3	3	3	3

Responden	Citra Merek																				
	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8	BI9	BI10	BI11	BI12	BI13	BI14	BI15	BI16	BI17	BI18	BI19	BI20	BI21
67	4	4	4	4	3	2	4	4	4	3	3	4	4	4	5	4	5	5	4	4	4
68	2	3	2	2	3	3	4	3	3	2	3	3	3	2	3	2	1	1	1	2	2
69	2	2	2	2	3	2	3	3	3	3	2	2	2	3	2	1	2	2	2	2	2
70	4	4	4	2	4	4	3	3	4	3	2	5	5	4	4	4	4	4	4	4	4
71	4	4	4	4	3	2	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
72	4	4	5	3	4	2	4	4	4	4	3	3	3	4	3	3	3	4	4	3	3
73	3	3	4	3	3	2	4	4	3	4	3	3	4	4	4	3	4	3	3	4	4
74	3	3	3	3	3	4	3	3	4	4	3	3	3	4	4	3	4	4	3	3	3
75	3	3	3	3	3	3	3	3	3	4	3	3	3	4	4	3	4	3	3	3	3
76	4	4	4	4	2	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4
77	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
78	4	4	4	5	4	4	4	4	5	4	5	5	4	5	4	5	5	5	3	4	4
79	4	4	4	3	4	3	4	3	3	4	4	4	4	3	4	2	3	4	2	4	4
80	4	4	5	4	3	3	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4
81	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
82	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
83	4	4	4	4	4	4	4	4	4	4	5	4	4	4	5	4	4	5	4	4	4
84	4	4	4	3	3	3	4	4	4	4	3	4	3	4	4	4	4	4	3	4	3
85	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	3	4	4
86	3	5	5	4	3	3	3	4	3	4	4	3	5	5	4	5	4	4	4	3	5
87	4	1	4	3	2	2	5	5	5	5	3	5	4	4	4	3	4	4	2	1	4
88	4	1	5	4	3	5	5	5	4	4	3	5	4	4	4	4	4	4	4	4	4
89	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	3	3	3	3	4	4

Responden	Citra Merek																				
	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8	BI9	BI10	BI11	BI12	BI13	BI14	BI15	BI16	BI17	BI18	BI19	BI20	BI21
90	4	5	5	3	4	2	3	4	5	4	4	4	4	4	4	4	4	4	3	4	4
91	4	5	5	5	3	5	4	2	2	3	3	4	4	3	4	4	5	4	3	4	4
92	4	3	3	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
93	5	4	5	5	5	5	5	5	4	5	5	5	5	5	4	3	5	5	5	5	5
94	4	4	4	3	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4	3	4
95	4	3	3	3	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4	3	4
96	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4
97	4	4	4	3	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4	3	4
98	4	3	3	3	4	3	3	3	4	4	3	4	4	4	4	4	4	4	4	3	4
99	4	3	3	3	4	2	3	3	3	4	2	3	4	4	4	3	4	4	4	2	4
100	2	3	2	2	2	2	4	2	3	2	2	2	1	2	1	2	2	1	2	1	1

Responden	Keputusan Pemilihan											
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12
1	2	3	2	2	2	3	2	2	1	2	2	2
2	3	3	3	3	3	3	3	3	3	3	3	3
3	4	4	3	3	3	3	3	3	3	3	3	4
4	4	4	4	2	1	2	4	4	4	4	4	3
5	3	4	4	4	3	4	3	4	4	4	4	4
6	4	4	4	4	4	4	4	3	4	4	4	4
7	4	4	4	4	1	4	4	2	4	4	4	4
8	4	4	3	4	3	3	4	3	4	3	4	4
9	4	4	4	4	4	4	4	4	4	4	4	4
10	4	4	3	4	3	4	4	3	4	4	4	3
11	4	4	4	4	4	4	4	4	4	4	4	4
12	4	4	4	5	4	5	4	4	4	4	3	4
13	5	4	4	4	3	3	3	4	4	4	4	3
14	4	4	4	4	3	3	3	4	4	4	4	4
15	4	4	4	4	2	4	4	3	4	4	4	4
16	4	4	4	4	2	4	4	4	4	4	4	4
17	4	4	4	4	4	3	3	4	4	4	4	4
18	4	4	4	4	3	4	3	4	4	4	4	4
19	4	4	4	4	4	4	2	4	4	4	4	4
20	4	4	4	4	5	2	2	4	4	4	5	5

Responden	Keputusan Pembelian											
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12
21	2	3	2	1	3	3	2	3	2	2	2	3
22	3	2	2	2	2	3	2	2	2	3	2	1
23	4	4	4	4	4	4	4	4	4	4	4	4
24	4	4	4	4	4	4	4	4	4	4	4	4
25	4	5	4	4	3	4	4	4	4	4	4	4
26	4	4	5	4	4	4	4	4	4	3	4	4
27	5	4	3	3	4	4	4	4	4	4	4	5
28	5	5	4	5	2	2	5	5	5	4	4	4
29	5	5	4	5	4	3	3	5	5	5	5	5
30	1	1	1	1	1	1	1	1	1	1	1	1
31	5	4	5	5	3	3	3	4	4	4	5	5
32	4	4	2	4	4	4	4	2	4	4	4	4
33	4	4	4	4	3	4	4	2	2	2	4	4
34	4	5	3	4	3	3	4	4	4	4	4	4
35	4	4	3	4	3	4	4	4	4	4	4	4
36	4	4	4	4	3	3	3	4	4	4	4	4
37	5	5	4	5	4	4	1	4	4	4	4	4
38	5	5	5	3	5	5	5	5	5	5	5	5
39	4	4	4	4	4	4	5	4	4	4	4	4
40	4	4	4	4	4	4	5	5	2	5	5	5
41	4	4	4	4	4	4	4	4	4	4	4	4
42	4	4	3	4	4	4	4	4	4	4	4	3
43	1	2	1	1	1	1	2	1	1	1	2	1

Responden	Keputusan Pembelian											
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12
44	3	3	3	4	4	4	4	3	4	4	4	4
45	4	4	4	4	4	5	5	4	4	4	4	4
46	4	4	4	4	3	3	4	3	4	3	4	4
47	2	4	5	3	4	2	4	4	4	4	3	5
48	3	4	4	3	4	4	4	4	4	4	4	4
49	3	3	4	4	3	3	2	4	4	3	3	3
50	4	4	4	4	4	4	2	4	4	4	4	5
51	4	4	4	4	3	3	4	4	4	4	3	4
52	5	4	4	2	4	2	4	3	4	4	4	5
53	4	4	4	3	3	4	4	4	5	5	5	5
54	1	1	1	1	1	1	1	1	1	1	1	1
55	4	4	4	4	4	4	4	1	3	3	3	3
56	3	4	2	1	2	1	1	4	4	2	3	2
57	2	4	1	3	2	4	4	3	4	3	4	4
58	4	3	4	3	3	4	4	3	3	3	4	3
59	3	4	4	4	4	4	4	3	4	4	3	3
60	4	4	3	3	4	4	2	4	4	4	4	4
61	4	4	3	3	4	3	3	4	4	4	4	4
62	4	4	4	2	3	4	4	4	4	4	3	3
63	3	3	1	1	1	4	2	5	5	5	4	1
64	4	4	4	4	4	4	4	4	4	4	4	4
65	4	4	4	4	4	3	3	4	4	4	4	4
66	4	4	3	4	3	4	4	3	3	4	4	3

Responden	Keputusan Pembelian											
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12
67	4	4	3	3	3	5	4	4	4	3	4	5
68	1	1	1	2	2	3	2	2	1	2	2	3
69	2	1	3	2	3	2	1	2	2	2	3	2
70	4	4	4	4	3	3	4	4	5	5	4	4
71	4	4	2	2	2	4	4	4	4	4	4	4
72	4	4	4	2	3	4	4	4	4	4	3	3
73	4	4	4	2	2	4	4	4	4	2	4	4
74	1	1	5	1	1	5	5	4	4	4	4	4
75	4	4	3	2	1	5	5	4	4	3	3	3
76	4	4	4	4	4	4	4	4	4	4	4	4
77	4	4	2	2	4	4	4	4	4	4	4	4
78	4	4	5	3	5	4	2	4	4	4	5	5
79	3	4	4	3	4	3	4	4	4	4	3	4
80	4	4	5	2	4	4	4	4	4	4	4	4
81	4	4	4	3	3	4	4	4	4	3	4	4
82	4	4	4	4	4	4	4	4	4	4	4	4
83	4	4	4	4	4	4	4	4	4	4	4	4
84	4	4	3	4	4	4	4	3	4	4	4	4
85	3	4	2	3	4	4	4	3	3	3	3	3
86	1	4	5	4	1	1	1	2	2	2	1	2
87	4	4	5	3	4	4	4	4	4	4	4	5
88	4	4	4	4	4	4	3	4	4	4	5	5
89	4	3	3	4	3	3	3	3	4	3	3	3

Responden	Keputusan Pembelian											
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12
90	4	4	4	4	3	4	4	4	4	4	4	4
91	4	4	4	4	2	4	4	4	4	3	4	4
92	3	4	4	4	4	3	3	3	4	4	4	4
93	3	4	4	3	4	4	4	3	4	4	4	4
94	3	4	4	3	4	4	4	3	4	4	4	4
95	4	4	3	3	4	3	4	3	4	4	4	4
96	4	4	3	4	4	4	4	3	4	4	4	4
97	3	3	4	4	3	4	4	4	3	4	4	4
98	3	4	4	4	4	4	4	3	4	4	3	3
99	3	4	4	3	4	4	4	3	4	4	3	3
100	2	3	2	2	2	3	2	2	2	3	2	3

Lampiran 5 Hasil Analisis Validitas dan Reliabilitas dengan Menggunakan Software SPSS for Windows

Correlations

Correlations

	Dana Bos	
	Pearson Correlation	Sig. (2-tailed)
DB1	.793**	.000
DB2	.707**	.000
DB3	.757**	.000
DB4	.837**	.000
DB5	.784**	.000
DB6	.825**	.000
DB7	.578**	.000
DB8	.760**	.000
DB9	.695**	.000
DB10	.827**	.000
DB11	.740**	.000

**. Correlation is significant at the 0.01 level

Correlations

Correlations

	Perceived Price	
	Pearson Correlation	Sig. (2-tailed)
PP1	.784**	.000
PP2	.799**	.000
PP3	.706**	.000
PP4	.818**	.000
PP5	.530**	.000
PP6	.624**	.000
PP7	.609**	.000

**. Correlation is significant at the 0.01 level

Correlations

Correlations

	Citra Merek	
	Pearson Correlation	Sig. (2-tailed)
BI1	.873	.000
BI2	.873	.000
BI3	.254	.114
BI4	.255	.113
BI5	.209	.196
BI6	.870	.000
BI7	.925	.000
BI8	.259	.106
BI9	.870	.000
BI10	.873	.000
BI11	.267	.096
BI12	.873	.000
BI13	.187	.247
BI14	.873	.000
BI15	.873	.000
BI16	.185	.254
BI17	.312	.050
BI18	.813	.000
BI19	.251	.118
BI20	.234	.146
BI21	.224	.164

Correlations

	Citra Merek	
	Pearson Correlation	Sig. (2-tailed)
BI22	.247	.124
BI23	.075	.646
BI24	.873	.000
BI25	.870	.000
BI26	.873	.000
BI27	.251	.119
BI28	.855	.000
BI29	.844	.000
BI30	.844	.000
BI31	.130	.424
BI32	.182	.262
BI33	.003	.986
BI34	.844	.000
BI35	.855	.000
BI36	.844	.000
BI37	.844	.000
BI38	.778	.000
BI39	.300	.060
BI40	.006	.973
BI41	.297	.063
BI42	.207	.201
BI43	.136	.401
BI44	-.063	.700

Correlations

Correlations

	Keputusan Pemilihan	
	Pearson Correlation	Sig. (2-tailed)
KP1	.892**	.000
KP2	.871**	.000
KP3	.844**	.000
KP4	.787**	.000
KP5	.573**	.000
KP6	.524**	.001
KP7	.563**	.000
KP8	.803**	.000
KP9	.808**	.000
KP10	.847**	.000
KP11	.900**	.000
KP12	.872**	.000

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.920	11

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.817	7

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.997	21

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.942	12

Lampiran 6 Hasil Analisis Deskriptif Statistik Mean Square dengan Menggunakan Software SPSS for Windows

Descriptives

```
[DataSet1] C:\Users\Brainwalk\Desktop\Eka - SEM\data\data.sav
```

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
DB1	100	1.00	5.00	3.8100	.91778
DB2	100	1.00	5.00	3.8300	1.03529
DB3	100	1.00	5.00	3.8700	.90626
DB4	100	1.00	5.00	3.9300	.79462
DB5	100	1.00	5.00	3.7100	.93523
DB6	100	1.00	5.00	3.7000	.84686
DB7	100	1.00	5.00	3.6800	1.02376
DB8	100	1.00	5.00	3.7700	.85108
DB9	100	1.00	5.00	3.7100	.97747
DB10	100	1.00	5.00	3.8600	.79162
DB11	100	1.00	5.00	3.7300	.93046
Valid N (listwise)	100				

Descriptives

```
[DataSet1] C:\Users\Brainwalk\Desktop\Eka - SEM\data\data.sav
```

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PP1	100	1.00	5.00	3.5800	1.05582
PP2	100	1.00	5.00	3.6400	.91585
PP3	100	1.00	5.00	3.4200	1.07478
PP4	100	1.00	5.00	3.3700	1.06035
PP5	100	1.00	5.00	3.3300	1.05462
PP6	100	1.00	5.00	3.1000	.96922
PP7	100	1.00	5.00	3.1500	1.00880
Valid N (listwise)	100				

Descriptives

```
[DataSet1] C:\Users\Brainwalk\Desktop\Eka - SEM\data\data.sav
```

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BI1	100	1.00	5.00	3.7400	.67600
BI2	100	1.00	5.00	3.7300	.75015
BI3	100	1.00	5.00	3.8000	.77850
BI4	100	1.00	5.00	3.6600	.79417
BI5	100	1.00	5.00	3.5800	.78083
BI6	100	1.00	5.00	3.0700	1.12146
BI7	100	1.00	5.00	3.7700	.72272
BI8	100	1.00	5.00	3.6400	.74563
BI9	100	1.00	5.00	3.7400	.76038
BI10	100	1.00	5.00	3.9000	.70353
BI11	100	1.00	5.00	3.6400	.89352
BI12	100	1.00	5.00	3.9500	.82112
BI13	100	1.00	5.00	3.8300	.73930
BI14	100	1.00	5.00	3.9400	.61661
BI15	100	1.00	5.00	3.8700	.69129
BI16	100	1.00	5.00	3.7600	.76700
BI17	100	1.00	5.00	3.8800	.75585
BI18	100	1.00	5.00	3.8900	.75069
BI19	100	1.00	5.00	3.5200	.87016
BI20	100	1.00	5.00	3.6500	.84537
BI21	100	1.00	5.00	3.8200	.78341
Valid N (listwise)	100				

Descriptives

```
[DataSet1] C:\Users\Brainwalk\Desktop\Eka - SEM\data\data.sav
```

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KP1	100	1.00	5.00	3.6100	.94168
KP2	100	1.00	5.00	3.7700	.80221
KP3	100	1.00	5.00	3.5400	.98903
KP4	100	1.00	5.00	3.3500	1.01876
KP5	100	1.00	5.00	3.2200	1.01085
KP6	100	1.00	5.00	3.5400	.89239
KP7	100	1.00	5.00	3.4800	1.00985
KP8	100	1.00	5.00	3.5100	.88186
KP9	100	1.00	5.00	3.7000	.88192
KP10	100	1.00	5.00	3.6400	.83509
KP11	100	1.00	5.00	3.6900	.82505
KP12	100	1.00	5.00	3.7100	.93523
Valid N (listwise)	100				

Lampiran 7 Hasil Analisis Deskriptif Frekuensi Identitas Responden dengan Menggunakan Software SPSS for Windows

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wanita	73	73.0	73.0	73.0
	Pria	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	5	5.0	5.0	5.0
	SMP	30	30.0	30.0	35.0
	SMU	29	29.0	29.0	64.0
	Diploma	15	15.0	15.0	79.0
	Sarjana	17	17.0	17.0	96.0
	S2/S3	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30 Tahun	2	2.0	2.0	2.0
	31 - 40 Tahun	17	17.0	17.0	19.0
	41 - 50 Tahun	64	64.0	64.0	83.0
	>51 Tahun	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ibu Rumah Tangga	38	38.0	38.0	38.0
	PNS	7	7.0	7.0	45.0
	Swasta	38	38.0	38.0	83.0
	Wirausaha	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Rentang Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp. 500.000	7	7.0	7.0	7.0
	Rp. 500.000 - Rp. 1.000.000	12	12.0	12.0	19.0
	Rp. 1.000.000 - Rp. 2.000.000	29	29.0	29.0	48.0
	Rp. 2.000.000 - Rp. 3.000.000	24	24.0	24.0	72.0
	> Rp. 3.000.000	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Motivasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kemauan Anak Sendiri	58	58.0	58.0	58.0
	Kemauan Orang Tua	24	24.0	24.0	82.0
	Lainnya	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Perbandingan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	56	56.0	56.0	56.0
	Tidak	43	43.0	43.0	99.0
	3.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Alasan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nilai Ujian Nasional Tidak Mencukupi	11	11.0	11.0	11.0
	Sekolah Memang Sudah Sesuai Harapan	39	39.0	39.0	50.0
	Faktor Lokasi	38	38.0	38.0	88.0
	Faktor Lainnya	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Lampiran 8 Hasil Analisis Deskriptif Frekuensi Item Jawaban dengan Menggunakan Software SPSS for Windows

Frequency Table

DB1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	15	15.0	15.0	15.0
	Setuju	65	65.0	65.0	80.0
	Ragu-ragu	11	11.0	11.0	91.0
	Tidak Setuju	4	4.0	4.0	95.0
	Sangat Tidak Setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

DB2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	25	25.0	25.0	25.0
	Setuju	48	48.0	48.0	73.0
	Ragu-ragu	18	18.0	18.0	91.0
	Tidak Setuju	3	3.0	3.0	94.0
	Sangat Tidak Setuju	8	6.0	6.0	100.0
	Total	100	100.0	100.0	

DB3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	19	19.0	19.0	19.0
	Setuju	62	62.0	62.0	81.0
	Ragu-ragu	9	9.0	9.0	90.0
	Tidak Setuju	7	7.0	7.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

DB4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	15	15.0	15.0	15.0
	Setuju	73	73.0	73.0	88.0
	Ragu-ragu	5	5.0	5.0	93.0
	Tidak Setuju	4	4.0	4.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

DB6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	10	10.0	10.0	10.0
	Setuju	61	61.0	61.0	71.0
	Ragu-ragu	22	22.0	22.0	93.0
	Tidak Setuju	3	3.0	3.0	96.0
	Sangat Tidak Setuju	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

DB7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	15	15.0	15.0	15.0
	Setuju	57	57.0	57.0	72.0
	Ragu-ragu	16	16.0	16.0	88.0
	Tidak Setuju	5	5.0	5.0	93.0
	Sangat Tidak Setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

DB8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	11	11.0	11.0	11.0
	Setuju	68	68.0	68.0	79.0
	Ragu-ragu	11	11.0	11.0	90.0
	Tidak Setuju	7	7.0	7.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

DB9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	15	15.0	15.0	15.0
	Setuju	57	57.0	57.0	72.0
	Ragu-ragu	18	18.0	18.0	90.0
	Tidak Setuju	4	4.0	4.0	94.0
	Sangat Tidak Setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

DB10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	11	11.0	11.0	11.0
	Setuju	74	74.0	74.0	85.0
	Ragu-ragu	9	9.0	9.0	94.0
	Tidak Setuju	2	2.0	2.0	96.0
	Sangat Tidak Setuju	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

DB11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	10	10.0	10.0	10.0
	Setuju	70	70.0	70.0	80.0
	Ragu-ragu	9	9.0	9.0	89.0
	Tidak Setuju	5	5.0	5.0	94.0
	Sangat Tidak Setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

PP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	12	12.0	12.0	12.0
	Setuju	57	57.0	57.0	69.0
	Ragu-ragu	16	16.0	16.0	85.0
	Tidak Setuju	7	7.0	7.0	92.0
	Sangat Tidak Setuju	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

PP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	9	9.0	9.0	9.0
	Setuju	62	62.0	62.0	71.0
	Ragu-ragu	18	18.0	18.0	89.0
	Tidak Setuju	6	6.0	6.0	95.0
	Sangat Tidak Setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

DB10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	11	11.0	11.0	11.0
	Setuju	74	74.0	74.0	85.0
	Ragu-ragu	9	9.0	9.0	94.0
	Tidak Setuju	2	2.0	2.0	96.0
	Sangat Tidak Setuju	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

DB11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	10	10.0	10.0	10.0
	Setuju	70	70.0	70.0	80.0
	Ragu-ragu	9	9.0	9.0	89.0
	Tidak Setuju	5	5.0	5.0	94.0
	Sangat Tidak Setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

PP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	12	12.0	12.0	12.0
	Setuju	57	57.0	57.0	69.0
	Ragu-ragu	16	16.0	16.0	85.0
	Tidak Setuju	7	7.0	7.0	92.0
	Sangat Tidak Setuju	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

PP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	9	9.0	9.0	9.0
	Setuju	62	62.0	62.0	71.0
	Regu-ragu	18	18.0	18.0	89.0
	Tidak Setuju	6	6.0	6.0	95.0
	Sangat Tidak Setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

PP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	10	10.0	10.0	10.0
	Setuju	50	50.0	50.0	60.0
	Ragu-ragu	19	19.0	19.0	79.0
	Tidak Setuju	14	14.0	14.0	93.0
	Sangat Tidak Setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

PP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	9	9.0	9.0	9.0
	Setuju	47	47.0	47.0	56.0
	Ragu-ragu	23	23.0	23.0	79.0
	Tidak Setuju	14	14.0	14.0	93.0
	Sangat Tidak Setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

PP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	7	7.0	7.0	7.0
	Setuju	47	47.0	47.0	54.0
	Ragu-ragu	27	27.0	27.0	81.0
	Tidak Setuju	10	10.0	10.0	91.0
	Sangat Tidak Setuju	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

PP6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	1	1.0	1.0	1.0
	Setuju	41	41.0	41.0	42.0
	Ragu-ragu	33	33.0	33.0	75.0
	Tidak Setuju	17	17.0	17.0	92.0
	Sangat Tidak Setuju	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

PP7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	2	2.0	2.0	2.0
	Setuju	44	44.0	44.0	46.0
	Ragu-ragu	30	30.0	30.0	76.0
	Tidak Setuju	15	15.0	15.0	91.0
	Sangat Tidak Setuju	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

BI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	3	3.0	3.0	3.0
	Setuju	76	76.0	76.0	79.0
	Ragu-ragu	15	15.0	15.0	94.0
	Tidak Setuju	4	4.0	4.0	98.0
	Sangat Tidak Setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

BI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	5	5.0	5.0	5.0
	Setuju	73	73.0	73.0	78.0
	Ragu-ragu	15	15.0	15.0	93.0
	Tidak Setuju	4	4.0	4.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

BI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	13	13.0	13.0	13.0
	Setuju	61	61.0	61.0	74.0
	Ragu-ragu	21	21.0	21.0	95.0
	Tidak Setuju	3	3.0	3.0	98.0
	Sangat Tidak Setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

BI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	9	9.0	9.0	9.0
	Setuju	57	57.0	57.0	66.0
	Ragu-ragu	27	27.0	27.0	93.0
	Tidak Setuju	5	5.0	5.0	98.0
	Sangat Tidak Setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

BI5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	7	7.0	7.0	7.0
	Setuju	53	53.0	53.0	60.0
	Ragu-ragu	33	33.0	33.0	93.0
	Tidak Setuju	5	5.0	5.0	98.0
	Sangat Tidak Setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

BI6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	9	9.0	9.0	9.0
	Setuju	30	30.0	30.0	39.0
	Ragu-ragu	29	29.0	29.0	68.0
	Tidak Setuju	23	23.0	23.0	91.0
	Sangat Tidak Setuju	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

BI7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	9	9.0	9.0	9.0
	Setuju	65	65.0	65.0	74.0
	Ragu-ragu	22	22.0	22.0	96.0
	Tidak Setuju	2	2.0	2.0	98.0
	Sangat Tidak Setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

BI8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	6	6.0	6.0	6.0
	Setuju	60	60.0	60.0	66.0
	Ragu-ragu	28	28.0	28.0	94.0
	Tidak Setuju	4	4.0	4.0	98.0
	Sangat Tidak Setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

BI9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	9	9.0	9.0	9.0
	Setuju	64	64.0	64.0	73.0
	Ragu-ragu	21	21.0	21.0	94.0
	Tidak Setuju	4	4.0	4.0	98.0
	Sangat Tidak Setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

BI10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	14	14.0	14.0	14.0
	Setuju	67	67.0	67.0	81.0
	Ragu-ragu	15	15.0	15.0	96.0
	Tidak Setuju	3	3.0	3.0	99.0
	Sangat Tidak Setuju	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

BI11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	14	14.0	14.0	14.0
	Setuju	47	47.0	47.0	61.0
	Ragu-ragu	31	31.0	31.0	92.0
	Tidak Setuju	5	5.0	5.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

BI12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	20	20.0	20.0	20.0
	Setuju	63	63.0	63.0	83.0
	Ragu-ragu	12	12.0	12.0	95.0
	Tidak Setuju	2	2.0	2.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

BI13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	8	8.0	8.0	8.0
	Setuju	76	76.0	76.0	84.0
	Ragu-ragu	10	10.0	10.0	94.0
	Tidak Setuju	3	3.0	3.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

BI14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	10	10.0	10.0	10.0
	Setuju	79	79.0	79.0	89.0
	Ragu-ragu	7	7.0	7.0	96.0
	Tidak Setuju	3	3.0	3.0	99.0
	Sangat Tidak Setuju	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

BI15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	9	9.0	9.0	9.0
	Setuju	76	76.0	76.0	85.0
	Ragu-ragu	10	10.0	10.0	95.0
	Tidak Setuju	3	3.0	3.0	98.0
	Sangat Tidak Setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

BI16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	8	8.0	8.0	8.0
	Setuju	69	69.0	69.0	77.0
	Ragu-ragu	17	17.0	17.0	94.0
	Tidak Setuju	3	3.0	3.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

BI17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	11	11.0	11.0	11.0
	Setuju	75	75.0	75.0	86.0
	Ragu-ragu	8	8.0	8.0	94.0
	Tidak Setuju	3	3.0	3.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

BI18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	12	12.0	12.0	12.0
	Setuju	73	73.0	73.0	85.0
	Ragu-ragu	10	10.0	10.0	95.0
	Tidak Setuju	2	2.0	2.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

BI19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	4	4.0	4.0	4.0
	Setuju	60	60.0	60.0	64.0
	Ragu-ragu	25	25.0	25.0	89.0
	Tidak Setuju	6	6.0	6.0	95.0
	Sangat Tidak Setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

BI20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	7	7.0	7.0	7.0
	Setuju	64	64.0	64.0	71.0
	Ragu-ragu	20	20.0	20.0	91.0
	Tidak Setuju	5	5.0	5.0	96.0
	Sangat Tidak Setuju	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

BI21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	9	9.0	9.0	9.0
	Setuju	74	74.0	74.0	83.0
	Ragu-ragu	11	11.0	11.0	94.0
	Tidak Setuju	2	2.0	2.0	96.0
	Sangat Tidak Setuju	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

KP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	8	8.0	8.0	8.0
	Setuju	63	63.0	63.0	71.0
	Ragu-ragu	17	17.0	17.0	88.0
	Tidak Setuju	6	6.0	6.0	94.0
	Sangat Tidak Setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

KP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	6	6.0	6.0	6.0
	Setuju	77	77.0	77.0	83.0
	Ragu-ragu	10	10.0	10.0	93.0
	Tidak Setuju	2	2.0	2.0	95.0
	Sangat Tidak Setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

KP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	9	9.0	9.0	9.0
	Setuju	57	57.0	57.0	66.0
	Ragu-ragu	19	19.0	19.0	85.0
	Tidak Setuju	9	9.0	9.0	94.0
	Sangat Tidak Setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

KP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	5	5.0	5.0	5.0
	Setuju	53	53.0	53.0	58.0
	Ragu-ragu	21	21.0	21.0	79.0
	Tidak Setuju	14	14.0	14.0	93.0
	Sangat Tidak Setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

KP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	3	3.0	3.0	3.0
	Setuju	46	46.0	46.0	49.0
	Ragu-ragu	30	30.0	30.0	79.0
	Tidak Setuju	12	12.0	12.0	91.0
	Sangat Tidak Setuju	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

KP6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	6	6.0	6.0	6.0
	Setuju	58	58.0	58.0	64.0
	Ragu-ragu	25	25.0	25.0	89.0
	Tidak Setuju	6	6.0	6.0	95.0
	Sangat Tidak Setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

KP7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	7	7.0	7.0	7.0
	Setuju	59	59.0	59.0	66.0
	Ragu-ragu	15	15.0	15.0	81.0
	Tidak Setuju	13	13.0	13.0	94.0
	Sangat Tidak Setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

KP8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	5	5.0	5.0	5.0
	Setuju	58	58.0	58.0	63.0
	Ragu-ragu	24	24.0	24.0	87.0
	Tidak Setuju	9	9.0	9.0	96.0
	Sangat Tidak Setuju	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

KP9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	6	6.0	6.0	6.0
	Setuju	75	75.0	75.0	81.0
	Ragu-ragu	7	7.0	7.0	88.0
	Tidak Setuju	7	7.0	7.0	95.0
	Sangat Tidak Setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

KP10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	6	6.0	6.0	6.0
	Setuju	66	66.0	66.0	72.0
	Ragu-ragu	17	17.0	17.0	89.0
	Tidak Setuju	8	8.0	8.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

KP11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	8	8.0	8.0	8.0
	Setuju	65	65.0	65.0	73.0
	Ragu-ragu	18	18.0	18.0	91.0
	Tidak Setuju	6	6.0	6.0	97.0
	Sangat Tidak Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

KP12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Setuju	14	14.0	14.0	14.0
	Setuju	57	57.0	57.0	71.0
	Ragu-ragu	20	20.0	20.0	91.0
	Tidak Setuju	4	4.0	4.0	95.0
	Sangat Tidak Setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Lampiran 9 Hasil Syntax dan Output Analisis Confirmatory Factor Analysis (CFA) pada Variabel Dana BOS dengan Menggunakan software LISREL 8.80

```
                    DATE:  7/12/2013
                    TIME: 13:58

                  L I S R E L  8.80

                          BY

                  Karl G. Jöreskog & Dag Sörbom

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 The following lines were read from file C:\Documents and
Settings\Kominfo\My Documents\BnW SC\Eka - SEM\data\CFA DB.spj:

 Raw Data from file 'C:\Documents and Settings\Kominfo\My
Documents\BnW SC\Eka - SEM\data\data.psf'
 Sample Size = 100
 Latent Variables  Intention Dana Price Image
 Relationships
 DB1 = Dana
 DB2-DB11 = Dana
 set error covariance between  DB10 and DB3 free
 set error covariance between  DB2 and DB1 free
 set error covariance between  DB8 and DB3 free
 set error covariance between  DB6 and DB5 free
 Path Diagram
 End of Problem

 Sample Size =   100

      Covariance Matrix

 DB1         DB2         DB3         DB4         DB5         DB6
 --------    --------    --------    --------    --------    ........

DB1   0.84
DB2   0.51    1.07
DB3   0.47    0.38    0.82
DB4   0.41    0.22    0.34    0.63
DB5   0.52    0.38    0.28    0.47    0.87
DB6   0.39    0.33    0.28    0.43    0.61    0.72
DB7   0.47    0.35    0.33    0.47    0.62    0.55
DB8   0.42    0.32    0.51    0.39    0.40    0.41
DB9   0.48    0.35    0.46    0.46    0.38    0.39
```

DB10	0.39	0.33	0.44	0.39	0.39	0.36
DB11	0.34	0.26	0.38	0.40	0.46	0.50

Covariance Matrix

	DB7	DB8	DB9	DB10	DB11
DB7	1.05				
DB8	0.39	0.72			
DB9	0.41	0.45	0.96		
DB10	0.45	0.40	0.43	0.63	
DB11	0.52	0.49	0.42	0.46	0.87

Number of Iterations = 11

LISREL Estimates (Maximum Likelihood)

Measurement Equations

DB1 = 0.64*Dana, Errorvar.= 0.44 , R^2 = 0.48
(0.083) (0.068)
7.63 6.41

DB2 = 0.47*Dana, Errorvar.= 0.85 , R^2 = 0.20
(0.10) (0.12)
4.54 6.85

DB3 = 0.54*Dana, Errorvar.= 0.52 , R^2 = 0.36
(0.086) (0.078)
6.31 6.71

DB4 = 0.64*Dana, Errorvar.= 0.22 , R^2 = 0.65
(0.068) (0.038)
9.42 5.80

DB5 = 0.70*Dana, Errorvar.= 0.38 , R^2 = 0.57
(0.083) (0.062)
8.52 6.10

DB6 = 0.66*Dana, Errorvar.= 0.28 , R^2 = 0.60
(0.074) (0.048)
8.94 5.96

DB7 = 0.74*Dana, Errorvar.= 0.50 , R^2 = 0.52
(0.092) (0.079)
8.08 6.30

DB8 = 0.63*Dana, Errorvar.= 0.33 , R^2 = 0.55
(0.076) (0.053)
8.33 6.23

DB9 = 0.66*Dana, Errorvar.= 0.52 , R^2 = 0.45
(0.090) (0.080)
7.35 6.48

DB10 = 0.62*Dana, Errorvar.= 0.25 , R^2 = 0.60
(0.069) (0.041)
8.96 6.00

DB11 = 0.68*Dana, Errorvar.= 0.40 , R^2 = 0.54
(0.083) (0.064)
8.24 6.25

Error Covariance for DB2 and DB1 = 0.22
(0.070)
3.09

Error Covariance for DB6 and DB5 = 0.15
(0.043)
3.36
Error Covariance for DB8 and DB3 = 0.16
(0.047)
3.36
Error Covariance for DB10 and DB3 = 0.095
(0.038)
2.48

Correlation Matrix of Independent Variables

Dana
1.00

Goodness of Fit Statistics

Degrees of Freedom = 40
Minimum Fit Function Chi-Square = 72.35 (P = 0.0013)
Normal Theory Weighted Least Squares Chi-Square =70.83(P = 0.0019)
Estimated Non-centrality Parameter (NCP) = 30.83
90 Percent Confidence Interval for NCP = (11.21 ; 58.30)
Minimum Fit Function Value = 0.73
Population Discrepancy Function Value (F0) = 0.31
90 Percent Confidence Interval for F0 = (0.11 ; 0.59)
Root Mean Square Error of Approximation (RMSEA) = 0.088
90 Percent Confidence Interval for RMSEA = (0.053 ; 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.038
Expected Cross-Validation Index (ECVI) = 1.24
90 Percent Confidence Interval for ECVI = (1.04 ; 1.52)
ECVI for Saturated Model = 1.33
ECVI for Independence Model = 15.11
Chi-Square for Independence Model with 55 Degrees of Freedom = 1473.98
Independence AIC = 1495.98
Model AIC = 122.83
Saturated AIC = 132.00
Independence CAIC = 1535.64
Model CAIC = 216.57
Saturated CAIC = 369.94
Normed Fit Index (NFI) = 0.95
Non-Normed Fit Index (NNFI) = 0.97
Parsimony Normed Fit Index (PNFI) = 0.69
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.93
Critical N (CN) = 88.15
Root Mean Square Residual (RMR) = 0.049
Standardized RMR = 0.057
Goodness of Fit Index (GFI) = 0.88
Adjusted Goodness of Fit Index (AGFI) = 0.81
Parsimony Goodness of Fit Index (PGFI) = 0.54

Time used: 0.016 Seconds

Lampiran 10 Hasil Syntax dan Output Analisis Confirmatory Factor Analysis (CFA) pada Variabel *Perceived Price* dengan Menggunakan software LISREL 8.80

```
                    DATE:  7/12/2013
                    TIME: 14:03

                  L I S R E L  8.80

                          BY

                Karl G. Jöreskog & Dag Sörbom

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 The following lines were read from file C:\Documents and
Settings\Kominfo\My Documents\BnW SC\Eka - SEM\data\CFA PP.spj:

 Raw Data from file 'C:\Documents and Settings\Kominfo\My
Documents\BnW SC\Eka - SEM\data\data.psf'
 Sample Size = 100
 Latent Variables  Intention Dana Price Image
 Relationships
 PP1-PP7=Price
 set error covariance between  PP7 and PP6 free
 set error covariance between  PP2 and PP1 free
 set error covariance between  PP4 and PP3 free
 set error covariance between  PP6 and PP1 free
 set error covariance between  PP7 and PP1 free
 Path Diagram
 End of Problem

 Sample Size =   100

          Covariance Matrix

          PP1        PP2        PP3        PP4        PP5        PP6
          ---        ---        ---        ---        ---        ---
PP1       1.11
PP2       0.64       0.84
PP3       0.52       0.41       1.16
PP4       0.57       0.40       0.63       1.12
PP5       0.38       0.54       0.38       0.41       1.11
PP6       0.31       0.38       0.35       0.39       0.40       0.94
PP7       0.29       0.39       0.32       0.36       0.35       0.73
```

Covariance Matrix

	PP7
PP7	1.02

Number of Iterations = 9

LISREL Estimates (Maximum Likelihood)

Measurement Equations

PP1 = 0.74*Price, Errorvar.= 0.56 , R^2 = 0.50
(0.12) (0.14)
6.28 4.08

PP2 = 0.71*Price, Errorvar.= 0.34 , R^2 = 0.60
(0.092) (0.087)
7.65 3.90

PP3 = 0.62*Price, Errorvar.= 0.78 , R^2 = 0.33
(0.11) (0.13)
5.48 6.05

PP4 = 0.65*Price, Errorvar.= 0.70 , R^2 = 0.38
(0.11) (0.12)
5.98 5.81

PP5 = 0.65*Price, Errorvar.= 0.68 , R^2 = 0.39
(0.11) (0.12)
6.11 5.87

PP6 = 0.57*Price, Errorvar.= 0.62 , R^2 = 0.34
(0.10) (0.10)
5.57 5.93

PP7 = 0.54*Price, Errorvar.= 0.72 , R^2 = 0.29
(0.11) (0.12)
5.05 6.14

Error Covariance for PP2 and PP1 = 0.11
(0.093)
1.15

Error Covariance for PP4 and PP3 = 0.23
(0.096)
2.38

Error Covariance for PP6 and PP1 = -0.11
(0.074)
-1.49

Error Covariance for PP7 and PP1 = -0.12
(0.077)
-1.55

Error Covariance for PP7 and PP6 = 0.42
(0.095)
4.46

Correlation Matrix of Independent Variables

	Price
	1.00

Goodness of Fit Statistics

Degrees of Freedom = 9
Minimum Fit Function Chi-Square = 14.70 (P = 0.100)
Normal Theory Weighted Least Squares Chi-Square = 14.05 (P = 0.12)
Estimated Non-centrality Parameter (NCP) = 5.05
90 Percent Confidence Interval for NCP = (0.0 ; 19.37)
Minimum Fit Function Value = 0.1
Population Discrepancy Function Value (F0) = 0.051
90 Percent Confidence Interval for F0 = (0.0 ; 0.20)
Root Mean Square Error of Approximation (RMSEA) = 0.075
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.15)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.26
Expected Cross-Validation Index (ECVI) = 0.53
90 Percent Confidence Interval for ECVI = (0.47 ; 0.67)
ECVI for Saturated Model = 0.57
ECVI for Independence Model = 4.17
Chi-Square for Independence Model with 21 Degrees of Freedom = 398.74
Independence AIC = 412.74
Model AIC = 52.05
Saturated AIC = 56.00
Independence CAIC = 437.97
Model CAIC = 120.55
Saturated CAIC = 156.94
Normed Fit Index (NFI) = 0.96
Non-Normed Fit Index (NNFI) = 0.96
Parsimony Normed Fit Index (PNFI) = 0.41
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.99
Relative Fit Index (RFI) = 0.91
Critical N (CN) = 146.94
Root Mean Square Residual (RMR) = 0.036
Standardized RMR = 0.034
Goodness of Fit Index (GFI) = 0.96
Adjusted Goodness of Fit Index (AGFI) = 0.88
Parsimony Goodness of Fit Index (PGFI) = 0.31

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
PP5	PP1	11.4	-0.31
PP5	PP2	10.6	0.23

Time used: 0.016 Seconds

Lampiran 11 Hasil Syntax dan Output Analisis Confirmatory Factor Analysis (CFA) pada Variabel Citra Merek dengan Menggunakan software LISREL 8.80

```
                    DATE:  7/12/2013
                    TIME: 13:55

                  L I S R E L  8.80

                          BY

                Karl G. Jöreskog & Dag Sörbom

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 The following lines were read from file C:\Documents and
Settings\Kominfo\My Documents\BnW SC\Eka - SEM\data\CFA BI.spj:

 Raw Data from file 'C:\Documents and Settings\Kominfo\My
Documents\BnW SC\Eka - SEM\data\data.psf'
 Sample Size = 100
 Latent Variables  Intention Dana Price Image
 Relationships
 BI1-BI21=Image
 set error covariance between  BI18 and BI14 free
 set error covariance between  BI3 and BI1 free
 set error covariance between  BI13 and BI12 free
 set error covariance between  BI9 and BI8 free
 set error covariance between  BI11 and BI9 free
 set error covariance between  BI21 and BI17 free
 set error covariance between  BI18 and BI17 free
 set error covariance between  BI4 and BI3 free
 set error covariance between  BI12 and BI2 free
 set error covariance between  BI13 and BI4 free
 set error covariance between  BI13 and BI4 free
 set error covariance between  BI12 and BI9 free
 set error covariance between  BI9 and BI4 free
 set error covariance between  BI8 and BI7 free
 set error covariance between  BI10 and BI8 free
 set error covariance between  BI15 and BI13 free
 set error covariance between  BI9 and BI1 free
 set error covariance between  BI7 and BI6 free
 Path Diagram
 End of Problem

 Sample Size =   100
```

Covariance Matrix

	BI1	BI2	BI3	BI4	BI5	BI6
BI1	0.46					
BI2	0.26	0.56				
BI3	0.38	0.33	0.61			
BI4	0.33	0.33	0.41	0.63		
BI5	0.31	0.29	0.26	0.33	0.61	
BI6	0.20	0.13	0.24	0.32	0.21	1.26
BI7	0.25	0.12	0.25	0.25	0.21	0.34
BI8	0.29	0.19	0.33	0.31	0.28	0.13
BI9	0.34	0.19	0.25	0.17	0.27	0.04
BI10	0.29	0.21	0.31	0.31	0.25	0.12
BI11	0.33	0.29	0.27	0.32	0.30	0.09
BI12	0.37	0.19	0.27	0.29	0.29	0.27
BI13	0.35	0.26	0.30	0.27	0.27	0.26
BI14	0.22	0.18	0.22	0.21	0.19	0.14
BI15	0.28	0.23	0.22	0.26	0.24	0.15
BI16	0.32	0.30	0.29	0.34	0.26	0.24
BI17	0.32	0.29	0.30	0.38	0.22	0.22
BI18	0.31	0.24	0.29	0.30	0.20	0.18
BI19	0.41	0.31	0.30	0.32	0.33	0.24
BI20	0.30	0.36	0.32	0.38	0.30	0.34
BI21	0.34	0.32	0.33	0.37	0.26	0.21

Covariance Matrix

	BI7	BI8	BI9	BI10	BI11	BI12
BI7	0.52					
BI8	0.31	0.56				
BI9	0.26	0.38	0.58			
BI10	0.27	0.34	0.31	0.49		
BI11	0.30	0.38	0.45	0.33	0.80	
BI12	0.32	0.33	0.42	0.36	0.45	0.67
BI13	0.23	0.27	0.31	0.30	0.36	0.49
BI14	0.15	0.21	0.21	0.25	0.22	0.27
BI15	0.18	0.22	0.25	0.23	0.33	0.37
BI16	0.24	0.27	0.31	0.27	0.39	0.43
BI17	0.23	0.28	0.28	0.31	0.32	0.38
BI18	0.17	0.21	0.23	0.31	0.27	0.34
BI19	0.23	0.33	0.34	0.27	0.39	0.38
BI20	0.22	0.28	0.23	0.25	0.34	0.39
BI21	0.24	0.34	0.28	0.31	0.33	0.38

Covariance Matrix

	BI13	BI14	BI15	BI16	BI17	BI18
BI13	0.55					
BI14	0.30	0.38				
BI15	0.39	0.30	0.48			
BI16	0.41	0.32	0.37	0.59		
BI17	0.39	0.30	0.37	0.43	0.57	
BI18	0.36	0.36	0.34	0.36	0.43	0.56

BI19	0.39	0.27	0.34	0.40	0.39	0.34
BI20	0.37	0.30	0.34	0.39	0.34	0.36
BI21	0.43	0.27	0.35	0.39	0.47	0.37

Covariance Matrix

	BI19	BI20	BI21
BI19	0.76		
BI20	0.39	0.71	
BI21	0.45	0.43	0.61

Number of Iterations = 28

LISREL Estimates (Maximum Likelihood)

Measurement Equations

BI1 = 0.55*Image, Errorvar.= 0.15 , R^2 = 0.67
(0.056) (0.023)
9.82 6.55

BI2 = 0.47*Image, Errorvar.= 0.34 , R^2 = 0.39
(0.069) (0.050)
6.79 6.82

BI3 = 0.51*Image, Errorvar.= 0.34 , R^2 = 0.43
(0.070) (0.049)
7.24 6.94

BI4 = 0.56*Image, Errorvar.= 0.31 , R^2 = 0.50
(0.070) (0.045)
8.03 6.88

BI5 = 0.47*Image, Errorvar.= 0.38 , R^2 = 0.37
(0.072) (0.056)
6.58 6.84

BI6 = 0.37*Image, Errorvar.= 1.12 , R^2 = 0.11
(0.11) (0.16)
3.29 7.00

BI7 = 0.40*Image, Errorvar.= 0.36 , R^2 = 0.31
(0.068) (0.052)
5.88 6.96

BI8 = 0.49*Image, Errorvar.= 0.29 , R^2 = 0.45
(0.065) (0.042)
7.45 6.94

BI9 = 0.49*Image, Errorvar.= 0.31 , R^2 = 0.44
(0.067) (0.042)
7.30 7.44

BI10 = 0.49*Image, Errorvar.= 0.25 , R^2 = 0.49
(0.063) (0.038)
7.86 6.72

BI11 = 0.59*Image, Errorvar.= 0.45 , R^2 = 0.44
(0.081) (0.066)
7.35 6.78

BI12 = 0.65*Image, Errorvar.= 0.25 , R^2 = 0.63
(0.069) (0.037)
9.39 6.56

BI13 = 0.63*Image, Errorvar.= 0.14 , R^2 = 0.74
(0.059) (0.023)

10.63 6.08

BI14 = 0.44*Image, Errorvar.= 0.18 , R^2 = 0.52
(0.054) (0.027)
8.20 6.68
BI15 = 0.54*Image, Errorvar.= 0.18 , R^2 = 0.61
(0.059) (0.029)
9.21 6.47
BI16 = 0.63*Image, Errorvar.= 0.19 , R^2 = 0.68
(0.063) (0.030)
9.97 6.33
BI17 = 0.62*Image, Errorvar.= 0.18 , R^2 = 0.68
(0.062) (0.028)
9.95 6.48
BI18 = 0.55*Image, Errorvar.= 0.25 , R^2 = 0.55
(0.064) (0.036)
8.58 6.87
BI19 = 0.64*Image, Errorvar.= 0.35 , R^2 = 0.54
(0.076) (0.052)
8.42 6.65
BI20 = 0.61*Image, Errorvar.= 0.34 , R^2 = 0.52
(0.074) (0.051)
8.23 6.68
BI21 = 0.64*Image, Errorvar.= 0.20 , R^2 = 0.67
(0.065) (0.032)
9.88 6.34

Error Covariance for BI3 and BI1 = 0.095
(0.023)
4.06

Error Covariance for BI4 and BI3 = 0.10
(0.029)
3.49

Error Covariance for BI7 and BI6 = 0.20
(0.065)
3.01

Error Covariance for BI8 and BI7 = 0.087
(0.030)
2.94

Error Covariance for BI9 and BI1 = 0.068
(0.018)
3.73

Error Covariance for BI9 and BI4 = -0.10
(0.027)
-3.91

Error Covariance for BI9 and BI8 = 0.095
(0.025)
3.80

Error Covariance for BI10 and BI8 = 0.052
(0.025)
2.05

Error Covariance for BI11 and BI9 = 0.10
(0.032)
3.22

Error Covariance for BI12 and BI2 = -0.10
(0.028)
-3.40

Error Covariance for BI12 and BI9 = 0.056
(0.021)
2.59
Error Covariance for BI13 and BI4 = -0.05
(0.019)
-2.88
Error Covariance for BI13 and BI12 = 0.056
(0.021)
2.71
Error Covariance for BI15 and BI13 = 0.039
(0.017)
2.31
Error Covariance for BI18 and BI14 = 0.10
(0.024)
4.27
Error Covariance for BI18 and BI17 = 0.069
(0.020)
3.48
Error Covariance for BI21 and BI17 = 0.066
(0.021)
3.08

Correlation Matrix of Independent Variables

Image

1.00

Goodness of Fit Statistics

Degrees of Freedom = 172
Minimum Fit Function Chi-Square = 312.87 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 283.92 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 111.92
90 Percent Confidence Interval for NCP = (69.54 ; 162.19)
Minimum Fit Function Value = 3.16
Population Discrepancy Function Value (F0) = 1.13
90 Percent Confidence Interval for F0 = (0.70 ; 1.64)
Root Mean Square Error of Approximation (RMSEA) = 0.081
90 Percent Confidence Interval for RMSEA = (0.064 ; 0.098)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0024
Expected Cross-Validation Index (ECVI) = 4.06
90 Percent Confidence Interval for ECVI = (3.63 ; 4.57)
ECVI for Saturated Model = 4.67
ECVI for Independence Model = 57.11
Chi-Square for Independence Model with 210 Degrees of Freedom = 5611.83
Independence AIC = 5653.83
Model AIC = 401.92
Saturated AIC = 462.00
Independence CAIC = 5729.54
Model CAIC = 614.62
Saturated CAIC = 1294.79
Normed Fit Index (NFI) = 0.94
Non-Normed Fit Index (NNFI) = 0.97

Parsimony Normed Fit Index (PNFI) = 0.77
Comparative Fit Index (CFI) = 0.97
Incremental Fit Index (IFI) = 0.97
Relative Fit Index (RFI) = 0.93
Critical N (CN) = 70.00
Root Mean Square Residual (RMR) = 0.037
Standardized RMR = 0.060
Goodness of Fit Index (GFI) = 0.79
Adjusted Goodness of Fit Index (AGFI) = 0.71
Parsimony Goodness of Fit Index (PGFI) = 0.58

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
BI10	BI7	8.9	0.09
BI14	BI1	9.2	-0.04
BI16	BI14	7.9	0.05
BI17	BI16	8.7	0.05
BI19	BI1	10.9	0.07

Time used: 0.078 Seconds

Lampiran 12 Hasil Syntax dan Output Analisis Confirmatory Factor Analysis (CFA) pada Variabel keputusan Pemilihan dengan Menggunakan software LISREL 8.80

```
                    DATE:  7/12/2013
                    TIME: 13:43

                  L I S R E L  8.80

                          BY

                  Karl G. Jöreskog & Dag Sörbom

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 The following lines were read from file C:\Documents and
Settings\Kominfo\My Documents\BnW SC\Eka - SEM\data\CFA KP.spj:

 Raw Data from file 'C:\Documents and Settings\Kominfo\My
Documents\BnW SC\Eka - SEM\data\data.psf'
 Sample Size = 100
 Latent Variables  Intention Dana Price Image
 Relationships
 KP1=Intention
 KP2-KP12 = Intention
 set error covariance between  KP7 and KP6 free
 set error covariance between  KP2 and KP1 free
 set error covariance between  KP8 and KP4 free
 set error covariance between  KP12 and KP11 free
 set error covariance between  KP11 and KP1 free
 set error covariance between  KP11 and KP2 free
 set error covariance between  KP12 and KP3 free
 set error covariance between  KP12 and KP5 free
 Path Diagram
 End of Problem

 Sample Size =   100

          Covariance Matrix

          KP1       KP2       KP3       KP4       KP5       KP6
          --------  --------  --------  --------  --------  --------
KP1       0.89
KP2       0.57      0.64
KP3       0.42      0.39      0.98
KP4       0.54      0.49      0.53      1.04
KP5       0.45      0.38      0.43      0.49      1.02
```

KP6	0.34	0.25	0.26	0.26	0.32	0.80
KP7	0.42	0.36	0.38	0.31	0.26	0.55
KP8	0.48	0.40	0.42	0.27	0.30	0.31
KP9	0.56	0.49	0.44	0.39	0.35	0.35
KP10	0.48	0.40	0.41	0.41	0.43	0.38
KP11	0.56	0.39	0.40	0.41	0.41	0.37
KP12	0.53	0.46	0.55	0.50	0.56	0.37

Covariance Matrix

	KP7	KP8	KP9	KP10	KP11	KP12
KP7	1.02					
KP8	0.33	0.78				
KP9	0.44	0.57	0.78			
KP10	0.43	0.51	0.57	0.70		
KP11	0.40	0.48	0.52	0.50	0.68	
KP12	0.46	0.47	0.49	0.48	0.60	0.87

Number of Iterations = 12

LISREL Estimates (Maximum Likelihood)

Measurement Equations

KP1 = 0.73*Intentio, Errorvar.= 0.35 , R^2 = 0.60
(0.081) (0.057)
8.98 6.19

KP2 = 0.62*Intentio, Errorvar.= 0.26 , R^2 = 0.60
(0.069) (0.041)
8.99 6.19

KP3 = 0.61*Intentio, Errorvar.= 0.60 , R^2 = 0.38
(0.092) (0.089)
6.68 6.76

KP4 = 0.62*Intentio, Errorvar.= 0.65 , R^2 = 0.37
(0.095) (0.097)
6.55 6.71

KP5 = 0.57*Intentio, Errorvar.= 0.70 , R^2 = 0.31
(0.096) (0.10)
5.92 6.83

KP6 = 0.48*Intentio, Errorvar.= 0.57 , R^2 = 0.28
(0.085) (0.083)
5.56 6.86

KP7 = 0.56*Intentio, Errorvar.= 0.71 , R^2 = 0.31
(0.096) (0.10)
5.83 6.83

KP8 = 0.69*Intentio, Errorvar.= 0.30 , R^2 = 0.62
(0.076) (0.048)
9.17 6.21

KP9 = 0.76*Intentio, Errorvar.= 0.20 , R^2 = 0.74
(0.072) (0.035)
10.62 5.70

KP10 = 0.71*Intentio, Errorvar.= 0.19 , R^2 = 0.73
(0.068) (0.033)
10.47 5.79

KP11 = 0.70*Intentio, Errorvar.= 0.20 , R^2 = 0.71
(0.068) (0.033)
10.24 5.85
KP12 = 0.70*Intentio, Errorvar.= 0.38 , R^2 = 0.56
(0.081) (0.057)
8.59 6.67

Goodness of Fit Statistics

Degrees of Freedom = 46
Minimum Fit Function Chi-Square = 62.15 (P = 0.056)
Normal Theory Weighted Least Squares Chi-Square = 59.81 (P = 0.083)
Estimated Non-centrality Parameter (NCP) = 13.81
90 Percent Confidence Interval for NCP = (0.0 ; 37.91)
Minimum Fit Function Value = 0.63
Population Discrepancy Function Value (F0) = 0.14
90 Percent Confidence Interval for F0 = (0.0 ; 0.38)
Root Mean Square Error of Approximation (RMSEA) = 0.055
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.091)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.39
Expected Cross-Validation Index (ECVI) = 1.25
90 Percent Confidence Interval for ECVI = (1.11 ; 1.49)
ECVI for Saturated Model = 1.58
ECVI for Independence Model = 19.03
Chi-Square for Independence Model with 66 Degrees of Freedom = 1860.09
Independence AIC = 1884.09
Model AIC = 123.81
Saturated AIC = 156.00
Independence CAIC = 1927.36
Model CAIC = 239.18
Saturated CAIC = 437.20
Normed Fit Index (NFI) = 0.97
Non-Normed Fit Index (NNFI) = 0.99
Parsimony Normed Fit Index (PNFI) = 0.67
Comparative Fit Index (CFI) = 0.99
Incremental Fit Index (IFI) = 0.99
Relative Fit Index (RFI) = 0.95
Critical N (CN) = 114.42
Root Mean Square Residual (RMR) = 0.042
Standardized RMR = 0.046
Goodness of Fit Index (GFI) = 0.91
Adjusted Goodness of Fit Index (AGFI) = 0.84
Parsimony Goodness of Fit Index (PGFI) = 0.54

Time used: 0.016 Seconds

Lampiran 13 Hasil Syntax dan Output Analisis Structural Equation Model (SEM) dengan Menggunakan software LISREL 8.80

DATE: 7/13/2013
TIME: 18:29

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Users\Brainwalk\Desktop\Eka - SEM\data\Path SEM Full.spj:

Raw Data from file 'C:\Users\Brainwalk\Desktop\Eka - SEM\data\data.psf'
Sample Size = 100
Latent Variables Intention Dana Price Image
Relationships
PP1-PP7=Price
BI1-BI21=Image
DB1-DB11 = Dana
KP1-KP12 = Intention
set error covariance between KP7 and KP6 free
set error covariance between KP2 and KP1 free
set error covariance between KP8 and KP4 free
set error covariance between KP12 and KP11 free
set error covariance between KP11 and KP1 free
set error covariance between KP11 and KP2 free
set error covariance between KP12 and KP3 free
set error covariance between KP12 and KP5 free
set error covariance between DB10 and DB3 free
set error covariance between DB2 and DB1 free
set error covariance between DB8 and DB3 free
set error covariance between DB6 and DB5 free
set error covariance between BI18 and BI14 free
set error covariance between BI3 and BI1 free

set error covariance between BI13 and BI12 free
set error covariance between BI9 and BI8 free
set error covariance between BI11 and BI9 free
set error covariance between BI21 and BI17 free
set error covariance between BI18 and BI17 free
set error covariance between BI4 and BI3 free
set error covariance between BI12 and BI2 free
set error covariance between BI13 and BI4 free
set error covariance between BI13 and BI4 free
set error covariance between BI12 and BI9 free
set error covariance between BI9 and BI4 free
set error covariance between BI8 and BI7 free
set error covariance between BI10 and BI8 free
set error covariance between BI15 and BI13 free
set error covariance between BI9 and BI1 free
set error covariance between BI7 and BI6 free
set error covariance between PP7 and PP6 free
set error covariance between PP2 and PP1 free
set error covariance between PP4 and PP3 free
set error covariance between PP6 and PP1 free
set error covariance between PP7 and PP1 free
Intention = Dana Price Image
Path Diagram
End of Problem

Sample Size = 100

W_A_R_N_I_N_G: *Total sample size* is smaller than the number of parameters.
Parameter estimates are unreliable.

Covariance Matrix

	KP1	KP2	KP3	KP4	KP5	KP6
KP1	0.89					
KP2	0.57	0.64				
KP3	0.42	0.39	0.98			
KP4	0.54	0.49	0.53	1.04		
KP5	0.45	0.38	0.43	0.49	1.02	
KP6	0.34	0.25	0.26	0.26	0.32	0.80
KP7	0.42	0.36	0.38	0.31	0.26	0.55
KP8	0.48	0.40	0.42	0.27	0.30	0.31
KP9	0.56	0.49	0.44	0.39	0.35	0.35
KP10	0.48	0.40	0.41	0.41	0.43	0.38
KP11	0.56	0.39	0.40	0.41	0.41	0.37
KP12	0.53	0.46	0.55	0.50	0.56	0.37
DB1	0.47	0.26	0.25	0.29	0.24	0.43

DB2	0.43	0.17	0.20	0.27	0.32	0.24
DB3	0.37	0.26	0.18	0.19	0.24	0.30
DB4	0.35	0.31	0.32	0.31	0.30	0.28
DB5	0.36	0.25	0.32	0.31	0.39	0.39
DB6	0.29	0.23	0.31	0.35	0.43	0.29
DB7	0.39	0.23	0.35	0.41	0.36	0.39
DB8	0.35	0.24	0.25	0.21	0.34	0.34
DB9	0.31	0.19	0.24	0.23	0.23	0.29
DB10	0.36	0.22	0.26	0.27	0.23	0.25
DB11	0.29	0.21	0.25	0.40	0.41	0.44
PP1	0.49	0.49	0.42	0.31	0.27	0.25
PP2	0.44	0.43	0.45	0.45	0.39	0.35
PP3	0.40	0.36	0.38	0.39	0.35	0.14
PP4	0.45	0.36	0.25	0.42	0.29	0.12
PP5	0.42	0.40	0.31	0.29	0.49	0.26
PP6	0.22	0.18	0.18	0.38	0.31	0.25
PP7	0.19	0.21	0.27	0.38	0.30	0.27
BI1	0.35	0.32	0.32	0.30	0.28	0.20
BI2	0.25	0.25	0.23	0.30	0.13	0.18
BI3	0.34	0.31	0.33	0.25	0.14	0.18
BI4	0.32	0.27	0.21	0.30	0.16	0.12
BI5	0.21	0.20	0.25	0.30	0.22	0.04
BI6	0.14	0.11	0.11	0.30	0.25	0.04
BI7	0.29	0.22	0.21	0.23	0.32	0.14
BI8	0.30	0.25	0.32	0.31	0.29	0.23
BI9	0.35	0.28	0.34	0.30	0.31	0.24
BI10	0.31	0.30	0.34	0.22	0.24	0.15
BI11	0.35	0.32	0.35	0.38	0.29	0.12
BI12	0.40	0.35	0.39	0.43	0.38	0.14
BI13	0.36	0.36	0.38	0.44	0.31	0.14
BI14	0.24	0.28	0.30	0.22	0.25	0.14
BI15	0.29	0.28	0.31	0.33	0.22	0.19
BI16	0.37	0.34	0.31	0.40	0.28	0.13
BI17	0.37	0.35	0.31	0.32	0.27	0.26
BI18	0.36	0.37	0.34	0.29	0.34	0.21
BI19	0.38	0.38	0.42	0.48	0.30	0.23
BI20	0.42	0.29	0.29	0.46	0.27	0.21
BI21	0.33	0.31	0.31	0.40	0.30	0.22

Covariance Matrix

	KP7	KP8	KP9	KP10	KP11	KP12
KP7	1.02					
KP8	0.33	0.78				
KP9	0.44	0.57	0.78			
KP10	0.43	0.51	0.57	0.70		

KP11	0.40	0.48	0.52	0.50	0.68	
KP12	0.46	0.47	0.49	0.48	0.60	0.87
DB1	0.32	0.31	0.31	0.30	0.38	0.35
DB2	0.20	0.26	0.16	0.20	0.32	0.38
DB3	0.33	0.26	0.27	0.30	0.26	0.24
DB4	0.30	0.27	0.31	0.34	0.29	0.40
DB5	0.31	0.42	0.38	0.40	0.39	0.52
DB6	0.21	0.34	0.27	0.34	0.29	0.42
DB7	0.32	0.35	0.35	0.42	0.38	0.45
DB8	0.27	0.26	0.26	0.33	0.27	0.36
DB9	0.26	0.29	0.25	0.31	0.21	0.26
DB10	0.28	0.27	0.29	0.35	0.29	0.34
DB11	0.23	0.29	0.31	0.36	0.33	0.42
PP1	0.33	0.58	0.55	0.45	0.42	0.44
PP2	0.41	0.42	0.41	0.44	0.44	0.51
PP3	0.24	0.32	0.27	0.28	0.26	0.31
PP4	0.17	0.41	0.33	0.37	0.34	0.27
PP5	0.41	0.42	0.37	0.40	0.44	0.54
PP6	0.25	0.26	0.21	0.28	0.28	0.32
PP7	0.40	0.25	0.23	0.28	0.30	0.36
BI1	0.31	0.30	0.33	0.32	0.32	0.31
BI2	0.22	0.19	0.20	0.23	0.18	0.17
BI3	0.21	0.33	0.30	0.28	0.29	0.22
BI4	0.09	0.27	0.28	0.24	0.33	0.24
BI5	0.06	0.22	0.23	0.25	0.22	0.20
BI6	-0.01	0.16	0.15	0.13	0.16	0.19
BI7	0.09	0.26	0.23	0.26	0.27	0.30
BI8	0.16	0.25	0.28	0.28	0.28	0.31
BI9	0.30	0.26	0.32	0.32	0.33	0.38
BI10	0.23	0.25	0.32	0.29	0.27	0.27
BI11	0.17	0.27	0.23	0.24	0.32	0.37
BI12	0.31	0.24	0.35	0.31	0.37	0.45
BI13	0.28	0.22	0.33	0.27	0.31	0.34
BI14	0.18	0.22	0.29	0.23	0.23	0.26
BI15	0.27	0.27	0.31	0.24	0.28	0.34
BI16	0.18	0.21	0.29	0.27	0.30	0.33
BI17	0.33	0.25	0.39	0.31	0.38	0.36
BI18	0.33	0.31	0.41	0.34	0.34	0.35
BI19	0.34	0.26	0.32	0.34	0.33	0.40
BI20	0.27	0.26	0.36	0.30	0.37	0.35
BI21	0.31	0.18	0.32	0.32	0.32	0.34

Covariance Matrix

	DB1	DB2	DB3	DB4	DB5	DB6
DB1	0.84					

DB2	0.51	1.07				
DB3	0.47	0.38	0.82			
DB4	0.41	0.22	0.34	0.63		
DB5	0.52	0.38	0.28	0.47	0.87	
DB6	0.39	0.33	0.28	0.43	0.61	0.72
DB7	0.47	0.35	0.33	0.47	0.62	0.55
DB8	0.42	0.32	0.51	0.39	0.40	0.41
DB9	0.48	0.35	0.46	0.46	0.38	0.39
DB10	0.39	0.33	0.44	0.39	0.39	0.36
DB11	0.34	0.26	0.38	0.40	0.46	0.50
PP1	0.18	0.12	0.15	0.29	0.37	0.36
PP2	0.25	0.27	0.16	0.31	0.42	0.40
PP3	0.22	0.43	0.26	0.12	0.21	0.16
PP4	0.19	0.35	0.23	0.15	0.28	0.23
PP5	0.26	0.44	0.18	0.24	0.41	0.33
PP6	0.23	0.29	0.22	0.21	0.26	0.19
PP7	0.18	0.29	0.21	0.11	0.27	0.23
BI1	0.13	0.18	0.14	0.15	0.23	0.15
BI2	0.11	0.15	0.20	0.23	0.16	0.16
BI3	0.11	0.12	0.19	0.11	0.10	0.08
BI4	0.14	0.15	0.17	0.18	0.19	0.14
BI5	0.09	0.17	0.11	0.19	0.26	0.17
BI6	-0.03	0.24	0.17	0.04	0.09	0.06
BI7	0.19	0.23	0.09	0.19	0.26	0.21
BI8	0.19	0.22	0.06	0.19	0.24	0.19
BI9	0.25	0.21	0.10	0.24	0.32	0.22
BI10	0.18	0.15	0.11	0.22	0.19	0.16
BI11	0.21	0.19	0.07	0.16	0.22	0.19
BI12	0.21	0.20	0.09	0.24	0.30	0.19
BI13	0.16	0.13	0.09	0.18	0.22	0.16
BI14	0.14	0.13	0.14	0.16	0.19	0.18
BI15	0.15	0.15	0.09	0.21	0.23	0.21
BI16	0.07	0.10	0.05	0.13	0.15	0.11
BI17	0.12	0.12	0.11	0.22	0.23	0.16
BI18	0.15	0.17	0.19	0.22	0.24	0.19
BI19	0.19	0.29	0.23	0.28	0.28	0.22
BI20	0.26	0.21	0.22	0.23	0.34	0.27
BI21	0.14	0.16	0.12	0.21	0.23	0.20

Covariance Matrix

	DB7	DB8	DB9	DB10	DB11	PP1
DB7	1.05					
DB8	0.39	0.72				
DB9	0.41	0.45	0.96			
DB10	0.45	0.40	0.43	0.63		

DB11	0.52	0.49	0.42	0.46	0.87	
PP1	0.25	0.22	0.19	0.19	0.24	1.11
PP2	0.32	0.24	0.23	0.23	0.29	0.64
PP3	0.00	0.19	0.24	0.16	0.07	0.52
PP4	0.17	0.17	0.22	0.28	0.20	0.57
PP5	0.28	0.20	0.26	0.26	0.23	0.38
PP6	0.11	0.16	0.24	0.16	0.30	0.31
PP7	0.14	0.19	0.14	0.11	0.28	0.29
BI1	0.16	0.14	0.10	0.13	0.14	0.36
BI2	0.08	0.12	0.30	0.17	0.08	0.29
8I3	0.07	0.11	0.04	0.11	0.08	0.34
BI4	0.16	0.05	0.12	0.15	0.15	0.29
BI5	0.18	0.10	0.17	0.16	0.13	0.33
BI6	0.16	0.05	-0.02	0.00	0.06	0.01
BI7	0.28	0.17	0.08	0.16	0.17	0.08
BI8	0.21	0.12	0.09	0.13	0.18	0.19
BI9	0.27	0.23	0.13	0.21	0.18	0.25
BI10	0.14	0.12	0.09	0.13	0.07	0.29
BI11	0.11	0.09	0.16	0.14	0.07	0.21
BI12	0.24	0.12	0.07	0.18	0.19	0.24
BI13	0.16	0.11	0.06	0.17	0.14	0.33
BI14	0.12	0.17	0.09	0.14	0.15	0.33
BI15	0.17	0.14	0.14	0.18	0.23	0.36
BI16	0.10	0.08	0.02	0.10	0.09	0.35
BI17	0.13	0.12	0.11	0.17	0.20	0.34
BI18	0.13	0.17	0.15	0.17	0.18	0.43
BI19	0.24	0.22	0.30	0.24	0.27	0.35
BI20	0.23	0.15	0.23	0.20	0.18	0.34
BI21	0.15	0.12	0.14	0.25	0.24	0.29

Covariance Matrix

	PP2	PP3	PP4	PP5	PP6	PP7
PP2	0.84					
PP3	0.41	1.16				
PP4	0.40	0.63	1.12			
PP5	0.54	0.38	0.41	1.11		
PP6	0.38	0.35	0.39	0.40	0.94	
PP7	0.39	0.32	0.36	0.35	0.73	1.02
BI1	0.39	0.34	0.27	0.33	0.24	0.25
BI2	0.27	0.34	0.32	0.18	0.20	0.18
BI3	0.31	0.27	0.31	0.25	0.21	0.21
BI4	0.34	0.28	0.34	0.22	0.24	0.20
BI5	0.23	0.37	0.43	0.20	0.25	0.22
BI6	0.19	0.17	0.15	0.11	0.21	0.14
BI7	0.25	0.11	0.13	0.31	0.10	0.00

BI8	0.33	0.24	0.21	0.28	0.16	0.08
BI9	0.35	0.26	0.21	0.37	0.20	0.18
BI10	0.29	0.32	0.19	0.29	0.17	0.11
BI11	0.35	0.39	0.25	0.38	0.18	0.15
BI12	0.28	0.32	0.16	0.39	0.25	0.21
BI13	0.33	0.34	0.23	0.31	0.19	0.20
BI14	0.25	0.24	0.18	0.23	0.10	0.15
BI15	0.31	0.25	0.20	0.33	0.21	0.24
BI16	0.33	0.31	0.22	0.29	0.16	0.19
BI17	0.36	0.24	0.20	0.28	0.19	0.21
BI18	0.37	0.31	0.22	0.35	0.23	0.24
BI19	0.46	0.38	0.29	0.35	0.32	0.35
BI20	0.31	0.26	0.37	0.25	0.20	0.21
BI21	0.37	0.28	0.32	0.30	0.25	0.26

Covariance Matrix

	BI1	BI2	BI3	BI4	BI5	BI6
BI1	0.46					
BI2	0.26	0.56				
BI3	0.38	0.33	0.61			
BI4	0.33	0.33	0.41	0.63		
BI5	0.31	0.29	0.26	0.33	0.61	
BI6	0.20	0.13	0.24	0.32	0.21	1.26
BI7	0.25	0.12	0.25	0.25	0.21	0.34
BI8	0.29	0.19	0.33	0.31	0.28	0.13
BI9	0.34	0.19	0.25	0.17	0.27	0.04
BI10	0.29	0.21	0.31	0.31	0.25	0.12
BI11	0.33	0.29	0.27	0.32	0.30	0.09
BI12	0.37	0.19	0.27	0.29	0.29	0.27
BI13	0.35	0.26	0.30	0.27	0.27	0.26
BI14	0.22	0.18	0.22	0.21	0.19	0.14
BI15	0.28	0.23	0.22	0.26	0.24	0.15
BI16	0.32	0.30	0.29	0.34	0.26	0.24
BI17	0.32	0.29	0.30	0.38	0.22	0.22
BI18	0.31	0.24	0.29	0.30	0.20	0.18
BI19	0.41	0.31	0.30	0.32	0.33	0.24
BI20	0.30	0.36	0.32	0.38	0.30	0.34
BI21	0.34	0.32	0.33	0.37	0.26	0.21

Covariance Matrix

	BI7	BI8	BI9	BI10	BI11	BI12
BI7	0.52					
BI8	0.31	0.56				

BI9	0.26	0.38	0.58			
BI10	0.27	0.34	0.31	0.49		
BI11	0.30	0.38	0.45	0.33	0.80	
BI12	0.32	0.33	0.42	0.36	0.45	0.67
BI13	0.23	0.27	0.31	0.30	0.36	0.49
BI14	0.15	0.21	0.21	0.25	0.22	0.27
BI15	0.18	0.22	0.25	0.23	0.33	0.37
BI16	0.24	0.27	0.31	0.27	0.39	0.43
BI17	0.23	0.28	0.28	0.31	0.32	0.38
BI18	0.17	0.21	0.23	0.31	0.27	0.34
BI19	0.23	0.33	0.34	0.27	0.39	0.38
BI20	0.22	0.28	0.23	0.25	0.34	0.39
BI21	0.24	0.34	0.28	0.31	0.33	0.38

Covariance Matrix

	BI13	BI14	BI15	BI16	BI17	BI18
BI13	0.55					
BI14	0.30	0.38				
BI15	0.39	0.30	0.48			
BI16	0.41	0.32	0.37	0.59		
BI17	0.39	0.30	0.37	0.43	0.57	
BI18	0.36	0.36	0.34	0.36	0.43	0.56
BI19	0.39	0.27	0.34	0.40	0.39	0.34
BI20	0.37	0.30	0.34	0.39	0.34	0.36
BI21	0.43	0.27	0.35	0.39	0.47	0.37

Covariance Matrix

	BI19	BI20	BI21
BI19	0.76		
BI20	0.39	0.71	
BI21	0.45	0.43	0.61

Number of Iterations = 51

LISREL Estimates (Maximum Likelihood)

Measurement Equations

KP1 = 0.74*Intentio, Errorvar.= 0.34 , R^2 = 0.61
(0.054)
6.32

KP2 = 0.63*Intentio, Errorvar.= 0.25 , R^2 = 0.62
(0.059) (0.039)

10.66 6.31
KP3 = 0.63*Intentio, Errorvar.= 0.59 , R^2 = 0.40
(0.095) (0.087)
6.60 6.78
KP4 = 0.65*Intentio, Errorvar.= 0.61 , R^2 = 0.41
(0.098) (0.091)
6.67 6.73
KP5 = 0.59*Intentio, Errorvar.= 0.68 , R^2 = 0.34
(0.098) (0.099)
5.99 6.84
KP6 = 0.48*Intentio, Errorvar.= 0.56 , R^2 = 0.29
(0.087) (0.082)
5.53 6.88
KP7 = 0.56*Intentio, Errorvar.= 0.70 , R^2 = 0.31
(0.098) (0.10)
5.74 6.86
KP8 = 0.68*Intentio, Errorvar.= 0.31 , R^2 = 0.60
(0.081) (0.049)
8.38 6.41
KP9 = 0.74*Intentio, Errorvar.= 0.23 , R^2 = 0.70
(0.079) (0.038)
9.34 6.14
KP10 = 0.71*Intentio, Errorvar.= 0.20 , R^2 = 0.72
(0.075) (0.033)
9.45 6.08
KP11 = 0.70*Intentio, Errorvar.= 0.20 , R^2 = 0.71
(0.066) (0.032)
10.48 6.09
KP12 = 0.72*Intentio, Errorvar.= 0.36 , R^2 = 0.59
(0.086) (0.054)
8.36 6.66
DB1 = 0.64*Dana, Errorvar.= 0.43 , R^2 = 0.49
(0.083) (0.067)
7.73 6.45
DB2 = 0.47*Dana, Errorvar.= 0.85 , R^2 = 0.21
(0.10) (0.12)
4.60 6.86
DB3 = 0.54*Dana, Errorvar.= 0.52 , R^2 = 0.36
(0.086) (0.077)
6.35 6.74
DB4 = 0.64*Dana, Errorvar.= 0.22 , R^2 = 0.65
(0.068) (0.038)
9.46 5.89
DB5 = 0.71*Dana, Errorvar.= 0.37 , R^2 = 0.58
(0.082) (0.060)
8.70 6.13

DB6 = 0.66*Dana, Errorvar.= 0.28 , R^2 = 0.61
(0.073) (0.047)
8.99 6.04
DB7 = 0.74*Dana, Errorvar.= 0.49 , R^2 = 0.53
(0.091) (0.078)
8.17 6.34
DB8 = 0.63*Dana, Errorvar.= 0.33 , R^2 = 0.54
(0.075) (0.053)
8.28 6.31
DB9 = 0.65*Dana, Errorvar.= 0.54 , R^2 = 0.44
(0.090) (0.082)
7.22 6.55
DB10 = 0.61*Dana, Errorvar.= 0.25 , R^2 = 0.60
(0.069) (0.041)
8.95 6.10
DB11 = 0.68*Dana, Errorvar.= 0.40 , R^2 = 0.54
(0.083) (0.064)
8.25 6.32
PP1 = 0.76*Price, Errorvar.= 0.54 , R^2 = 0.52
(0.10) (0.100)
7.56 5.38
PP2 = 0.75*Price, Errorvar.= 0.28 , R^2 = 0.67
(0.081) (0.060)
9.27 4.57
PP3 = 0.59*Price, Errorvar.= 0.80 , R^2 = 0.30
(0.11) (0.12)
5.60 6.59
PP4 = 0.62*Price, Errorvar.= 0.74 , R^2 = 0.34
(0.10) (0.11)
5.97 6.52
PP5 = 0.67*Price, Errorvar.= 0.66 , R^2 = 0.41
(0.10) (0.10)
6.70 6.35
PP6 = 0.51*Price, Errorvar.= 0.68 , R^2 = 0.28
(0.097) (0.10)
5.28 6.60
PP7 = 0.51*Price, Errorvar.= 0.76 , R^2 = 0.25
(0.10) (0.11)
4.97 6.66
BI1 = 0.56*Image, Errorvar.= 0.15 , R^2 = 0.68
(0.056) (0.022)
10.01 6.52
BI2 = 0.47*Image, Errorvar.= 0.35 , R^2 = 0.39
(0.069) (0.051)
6.76 6.83

BI3 = 0.51*Image, Errorvar.= 0.33 , R^2 = 0.44

(0.070) (0.048)
7.34 6.93
BI4 = 0.56*Image, Errorvar.= 0.31 , R^2 = 0.50
(0.070) (0.045)
8.01 6.90
BI5 = 0.47*Image, Errorvar.= 0.38 , R^2 = 0.37
(0.072) (0.056)
6.58 6.85
BI6 = 0.36*Image, Errorvar.= 1.13 , R^2 = 0.10
(0.11) (0.16)
3.23 7.00
BI7 = 0.40*Image, Errorvar.= 0.36 , R^2 = 0.31
(0.068) (0.052)
5.91 6.96
BI8 = 0.49*Image, Errorvar.= 0.29 , R^2 = 0.45
(0.065) (0.042)
7.50 6.95
BI9 = 0.50*Image, Errorvar.= 0.31 , R^2 = 0.45
(0.067) (0.041)
7.43 7.43
BI10 = 0.50*Image, Errorvar.= 0.25 , R^2 = 0.50
(0.062) (0.037)
7.94 6.73
BI11 = 0.59*Image, Errorvar.= 0.45 , R^2 = 0.44
(0.081) (0.066)
7.33 6.79
BI12 = 0.64*Image, Errorvar.= 0.25 , R^2 = 0.62
(0.069) (0.038)
9.31 6.63
BI13 = 0.63*Image, Errorvar.= 0.14 , R^2 = 0.73
(0.059) (0.023)
10.55 6.22
BI14 = 0.45*Image, Errorvar.= 0.18 , R^2 = 0.52
(0.054) (0.027)
8.25 6.69
BI15 = 0.54*Image, Errorvar.= 0.19 , R^2 = 0.61
(0.059) (0.028)
9.21 6.51
BI16 = 0.63*Image, Errorvar.= 0.19 , R^2 = 0.67
(0.064) (0.030)
9.86 6.40
BI17 = 0.62*Image, Errorvar.= 0.18 , R^2 = 0.68
(0.062) (0.028)
9.94 6.52

BI18 = 0.56*Image, Errorvar.= 0.24 , R^2 = 0.57
(0.064) (0.035)

8.76 6.84

BI19 = 0.64*Image, Errorvar.= 0.34 , R^2 = 0.55

(0.076) (0.052)

8.50 6.66

BI20 = 0.61*Image, Errorvar.= 0.34 , R^2 = 0.52

(0.074) (0.051)

8.21 6.70

BI21 = 0.64*Image, Errorvar.= 0.21 , R^2 = 0.66

(0.065) (0.032)

9.78 6.40

Error Covariance for KP2 and KP1 = 0.10

(0.035)

2.86

Error Covariance for KP7 and KP6 = 0.27

(0.071)

3.86

Error Covariance for KP8 and KP4 = -0.17

(0.049)

-3.44

Error Covariance for KP11 and KP1 = 0.050

(0.028)

1.79

Error Covariance for KP11 and KP2 = -0.05

(0.023)

-2.06

Error Covariance for KP12 and KP3 = 0.11

(0.043)

2.48

Error Covariance for KP12 and KP5 = 0.12

(0.047)

2.66

Error Covariance for KP12 and KP11 = 0.100

(0.029)

3.44

Error Covariance for DB2 and DB1 = 0.21

(0.069)

3.06

Error Covariance for DB6 and DB5 = 0.14

(0.042)

3.31

Error Covariance for DB8 and DB3 = 0.16

(0.047)

3.38

Error Covariance for DB10 and DB3 = 0.094

(0.038)

2.47

Error Covariance for PP2 and PP1 = 0.065

(0.061)
1.06
Error Covariance for PP4 and PP3 = 0.27
(0.090)
2.96
Error Covariance for PP6 and PP1 = -0.08
(0.067)
-1.24
Error Covariance for PP7 and PP1 = -0.10
(0.070)
-1.43
Error Covariance for PP7 and PP6 = 0.47
(0.093)
5.11
Error Covariance for BI3 and BI1 = 0.091
(0.023)
3.98
Error Covariance for BI4 and BI3 = 0.10
(0.029)
3.44
Error Covariance for BI7 and BI6 = 0.20
(0.065)
3.03
Error Covariance for BI8 and BI7 = 0.087
(0.030)
2.92
Error Covariance for BI9 and BI1 = 0.063
(0.018)
3.58
Error Covariance for BI9 and BI4 = -0.11
(0.027)
-3.98
Error Covariance for BI9 and BI8 = 0.094
(0.025)
3.76
Error Covariance for BI10 and BI8 = 0.051
(0.025)
2.03
Error Covariance for BI11 and BI9 = 0.10
(0.032)
3.22
Error Covariance for BI12 and BI2 = -0.09
(0.028)
-3.30
Error Covariance for BI12 and BI9 = 0.055
(0.021)
2.56

Error Covariance for BI13 and BI4 = -0.05
(0.019)
-2.76
Error Covariance for BI13 and BI12 = 0.063
(0.021)
2.99
Error Covariance for BI15 and BI13 = 0.040
(0.017)
2.39
Error Covariance for BI18 and BI14 = 0.097
(0.023)
4.19
Error Covariance for BI18 and BI17 = 0.065
(0.019)
3.38
Error Covariance for BI21 and BI17 = 0.070
(0.022)
3.23

Structural Equations

Intentio = 0.31*Dana + 0.47*Price + 0.27*Image, Errorvar.= 0.18 , R^2 = 0.82

(0.082)	(0.13)	(0.11)	(0.053)
3.79	3.55	2.47	3.46

Correlation Matrix of Independent Variables

	Dana	Price	Image
Dana	1.00		
Price	0.56	1.00	
	(0.09)		
	6.54		
Image	0.45	0.76	1.00
	(0.09)	(0.06)	
	5.13	13.07	

Covariance Matrix of Latent Variables

	Intentio	Dana	Price	Image
Intentio	1.00			
Dana	0.69	1.00		
Price	0.85	0.56	1.00	
Image	0.76	0.45	0.76	1.00

Goodness of Fit Statistics

Degrees of Freedom = 1184
Minimum Fit Function Chi-Square = 2092.10 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 1642.73 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 458.73
90 Percent Confidence Interval for NCP = (356.08 ; 569.41)
Minimum Fit Function Value = 21.13
Population Discrepancy Function Value (F0) = 4.63
90 Percent Confidence Interval for F0 = (3.60 ; 5.75)
Root Mean Square Error of Approximation (RMSEA) = 0.063
90 Percent Confidence Interval for RMSEA = (0.055 ; 0.070)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0034
Expected Cross-Validation Index (ECVI) = 19.46
90 Percent Confidence Interval for ECVI = (18.43 ; 20.58)
ECVI for Saturated Model = 26.79
ECVI for Independence Model = 208.49
Chi-Square for Independence Model with 1275 Degrees of Freedom = 20538.30
Independence AIC = 20640.30
Model AIC = 1926.73
Saturated AIC = 2652.00
Independence CAIC = 20824.17
Model CAIC = 2438.66
Saturated CAIC = 7432.46
Normed Fit Index (NFI) = 0.90
Non-Normed Fit Index (NNFI) = 0.95
Parsimony Normed Fit Index (PNFI) = 0.83
Comparative Fit Index (CFI) = 0.95
Incremental Fit Index (IFI) = 0.95
Relative Fit Index (RFI) = 0.89
Critical N (CN) = 62.52
Root Mean Square Residual (RMR) = 0.059
Standardized RMR = 0.074
Goodness of Fit Index (GFI) = 0.61
Adjusted Goodness of Fit Index (AGFI) = 0.56
Parsimony Goodness of Fit Index (PGFI) = 0.54

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
BI9	Dana	7.9	0.14
BI16	Dana	11.1	-0.18

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
DB11	KP6	10.8	0.15
PP1	KP9	8.1	0.11
BI2	DB9	18.5	0.18

(0.061)
1.06
Error Covariance for PP4 and PP3 = 0.27
(0.090)
2.96
Error Covariance for PP6 and PP1 = -0.08
(0.067)
-1.24
Error Covariance for PP7 and PP1 = -0.10
(0.070)
-1.43
Error Covariance for PP7 and PP6 = 0.47
(0.093)
5.11
Error Covariance for BI3 and BI1 = 0.091
(0.023)
3.98
Error Covariance for BI4 and BI3 = 0.10
(0.029)
3.44
Error Covariance for BI7 and BI6 = 0.20
(0.065)
3.03
Error Covariance for BI8 and BI7 = 0.087
(0.030)
2.92
Error Covariance for BI9 and BI1 = 0.063
(0.018)
3.58
Error Covariance for BI9 and BI4 = -0.11
(0.027)
-3.98
Error Covariance for BI9 and BI8 = 0.094
(0.025)
3.76
Error Covariance for BI10 and BI8 = 0.051
(0.025)
2.03
Error Covariance for BI11 and BI9 = 0.10
(0.032)
3.22
Error Covariance for BI12 and BI2 = -0.09
(0.028)
-3.30
Error Covariance for BI12 and BI9 = 0.055
(0.021)
2.56

BI5	PP4	12.0	0.18
BI10	KP4	8.1	-0.11
BI10	BI7	8.5	0.09
BI14	BI1	9.2	-0.04
BI16	BI14	8.3	0.05
BI17	BI16	9.1	0.05
BI19	BI1	9.9	0.06
BI21	DB10	9.5	0.07

Time used: 5.382 Seconds

Lampiran 12 R tabel

R tabel

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	10.000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798

Lampiran 13 Tabel Stundent (t tabel)

α untuk pengujian						
Dk	0,50	0,20	0,10	**0,05**	0,02	0,01
1	1.000	3.078	6.314	12.706	31.821	63.657
2	0.816	1.886	2.920	4.303	6.965	9.925
3	0.765	1.638	2.353	3.182	4.541	5.841
4	0.741	1.533	2.132	2.776	3.747	4.604
5	0.727	1.476	2.015	2.571	3.365	4.032
6	0.718	1.440	1.943	2.447	3.143	3.707
7	0.711	1.415	1.895	2.365	2.998	3.499
8	0.706	1.397	1.860	2.306	2.896	3.355
9	0.703	1.383	1.833	2.262	2.821	3.250
10	0.700	1.372	1.812	2.228	2.764	3.169
15	0.691	1.341	1.753	2.131	2.602	2.947
20	0.687	1.325	1.725	2.086	2.528	2.845
25	0.684	1.316	1.708	2.060	2.485	2.787
30	0.683	1.310	1.697	2.042	2.457	2.750
40	0.681	1.303	1.684	2.021	2.423	2.704
50	0.679	1.299	1.676	2.009	2.403	2.678
60	0.679	1.296	1.671	2.000	2.390	2.660
70	0.678	1.294	1.667	1.994	2.381	2.648
80	0.678	1.292	1.664	1.990	2.374	2.639
90	0.677	1.291	1.662	1.987	2.368	2.632
95	0.677	1.291	1.661	1.985	2.366	2.629
96	0.677	1.290	1.661	1.985	2.366	2.628
97	0.677	1.290	1.661	1.985	2.365	2.627
98	0.677	1.290	1.661	**1.984**	2.365	2.627
99	0.677	1.290	1.660	1.984	2.365	2.626
100	0.677	1.290	1.660	1.984	2.364	2.626
120	0.677	1.289	1.658	1.980	2.358	2.617
150	0.676	1.287	1.655	1.976	2.351	2.609
200	0.676	1.286	1.653	1.972	2.345	2.601
400	0.675	1.284	1.649	1.966	2.336	2.588
600	0.675	1.283	1.647	1.964	2.333	2.584
800	0.675	1.283	1.647	1.963	2.331	2.582
1200	0.675	1.282	1.646	1.962	2.329	2.580
~	0,674	1.282	1.645	1.960	2.326	2.576

Lampiran 14 Hasil Analisa Korelasi Dimensi

```
CORRELATIONS
  /VARIABLES=KomunikasiSumDayaDisposisiStrukturKenalCariEvaluasiPutus PERI
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
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Correlations


```
CORRELATIONS
  /VARIABLES=KomunikasiSumDayaDisposisiStrukturKenalCariEvaluasiPutus PERI
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```


Correlations

Correlations

		Komunikasi	SumberDaya	Disposisi	Struktur	Pengenalan	Pencarian	Evaluasi	Keputusan	PERI
Komunikasi	Pearson Correlation	1	.679**	.760**	.683**	.560**	.437**	.512**	.538**	.521**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
SumberDaya	Pearson Correlation	.679**	1	.600**	.694**	.468**	.522**	.452**	.571**	.599**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Disposisi	Pearson Correlation	.760**	.600**	1	.708**	.431**	.368**	.432**	.452**	.417**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000

	N	100	100	100	100	100	100	100	100	100
Struktur	Pearson Correlation	.683**	.694**	.708**	1	.448**	.482**	.458**	.534**	.523**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Pengenalan	Pearson Correlation	.560**	.468**	.431**	.448**	1	.702**	.514**	.784**	.713**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Pencarian	Pearson Correlation	.437**	.522**	.368**	.482**	.702**	1	.389**	.566**	.648**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Evaluasi	Pearson Correlation	.512**	.452**	.432**	.458**	.514**	.389**	1	.581**	.522**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
Keputusan	Pearson Correlation	.538**	.571**	.452**	.534**	.784**	.566**	.581**	1	.718**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
PERI	Pearson Correlation	.521**	.599**	.417**	.523**	.713**	.648**	.522**	.718**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

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CORRELATIONS
  /VARIABLES=HRG NILAI Potongan SKEMA PrestisKenalCariEvaluasiPutus PERI
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
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Correlations

[DataSet2] D:\Pengolahan Data_Goodex\Data_eka.sav

Correlations

		HRG	NILAI	Potongan harga	SKEMA	Prestis	Pengenalan	Pencarian	Evaluasi	Keputusan	PERI
HRG	Pearson Correlation	1	.657**	.550**	.343**	.503**	.586**	.313**	.323**	.623**	.448**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.002	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
NILAI	Pearson Correlation	.657**	1	.466**	.563**	.584**	.631**	.529**	.483**	.616**	.596**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Potonganharga	Pearson Correlation	.550**	.466**	1	.397**	.544**	.515**	.443**	.210*	.451**	.332**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.036	.000	.001
	N	100	100	100	100	100	100	100	100	100	100
SKEMA	Pearson Correlation	.343**	.563**	.397**	1	.396**	.479**	.425**	.369**	.508**	.549**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Prestis	Pearson Correlation	.503**	.584**	.544**	.396**	1	.616**	.472**	.431**	.554**	.421**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Pengenalan	Pearson Correlation	.586**	.631**	.515**	.479**	.616**	1	.702**	.514**	.784**	.713**

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.313**	.529**	.443**	.425**	.472**	.702**	1	.389**	.566**	.648**
Pencarian	Sig. (2-tailed)	.002	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.323**	.483**	.210*	.369**	.431**	.514**	.389**	1	.581**	.522**
Evaluasi	Sig. (2-tailed)	.001	.000	.036	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.623**	.616**	.451**	.508**	.554**	.784**	.566**	.581**	1	.718**
Keputusan	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.448**	.596**	.332**	.549**	.421**	.713**	.648**	.522**	.718**	1
PERI	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

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

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

```
CORRELATIONS
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  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
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	N	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.421**	.527**	.596**	.596**	.582**	.702**	1	.389**	.566**	.648**
Pencarian	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.195	.372**	.354**	.354**	.475**	.514**	.389**	1	.581**	.522**
Evaluasi	Sig. (2-tailed)	.052	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.526**	.606**	.581**	.581**	.634**	.784**	.566**	.581**	1	.718**
Keputusan	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.369**	.552**	.589**	.589**	.577**	.713**	.648**	.522**	.718**	1
PERI	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

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

Correlations

[DataSet2] D:\Pengolahan Data_Goodex\Data_eka.sav

Correlations

		Prestasi	Image	Layan	Fasilitas	Pengajaran	Pengenalan	Pencarian	Evaluasi	Keputusan	PERI
Prestasi	Pearson Correlation	1	.654**	.643**	.643**	.700**	.517**	.421**	.195	.526**	.369**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.052	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Image	Pearson Correlation	.654**	1	.724**	.724**	.662**	.630**	.527**	.372**	.608**	.552**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Layan	Pearson Correlation	.643**	.724**	1	1.000**	.855**	.693**	.596**	.354**	.581**	.589**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Fasilitas	Pearson Correlation	.643**	.724**	1.000**	1	.855**	.693**	.596**	.354**	.581**	.589**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Pengajaran	Pearson Correlation	.700**	.662**	.855**	.855**	1	.684**	.582**	.475**	.634**	.577**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Pengenalan	Pearson Correlation	.517**	.630**	.693**	.693**	.684**	1	.702**	.514**	.784**	.713**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000