

*LAMPIRAN I –
Kuesioner Penelitian*

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KUESIONER PENELITIAN

Kepada Yth.
Bapak/Ibu/Saudara/i
Di tempat

Dengan hormat,

Saya Nurlaela Saya memohon bantuan dan kesediaan dari Bapak/Ibu/Saudara/i agar berkenan meluangkan waktunya untuk mengisi kuesioner yang saya lampirkan.

Kuesioner yang Bapak/Ibu/Saudara/i isi ini akan sangat berguna untuk penelitian yang sedang saya lakukan, yang berjudul “Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Melalui Niat Beli Konsumen Pada Uang Elektronik BRI Brizzi”, di mana penelitian ini bertujuan untuk mengukur niat dan keputusan pembelian konsumen pada uang elektronik BRI Brizzi.

Segala keterangan, data dan informasi yang saya peroleh dari kuisisioner ini akan saya pergunakan untuk kepentingan ilmu pengetahuan, dan seluruh kerahasiaan data pribadi anda akan tetap terjaga.

Atas kesediaan waktu dan partisipasi Bapak/Ibu/Saudara/i untuk menjawab kuesioner ini saya ucapkan banyak terima kasih.

Hormat saya,

(Nurlaela)

Profil/Data responden

(Mohon beri tanda √ pada kotak yang telah tersedia)

Usia:

- 20 – 30 tahun
- 31 – 40 tahun
- 41 – 50 tahun
- > 50 tahun

Pendidikan terakhir :

- SMA/ Sederajat
- Diploma
- S1
- S2
- S3

Jenis Kelamin:

- Pria
- Wanita

Apakah Anda mengetahui BRI Brizzi:

- Ya, Tahu
- Tidak tahu

Apakah Anda pernah menggunakan BRI Brizzi:

- Ya, Pernah
- Belum Pernah



Pilihlah salah satu jawaban yang tersedia dengan memberi tanda √ atau tanda x pada kolom yang telah disediakan!

Keterangan:

STS = sangat tidak setuju, TS = tidak setuju, N = Netral, S = setuju, SS = sangat setuju

No.	Pertanyaan	STS	TS	N	S	SS
Citra Merek						
1	BRI Brizzi memiliki citra merek positif					
2	BRI Brizzi memiliki citra merek yang lebih baik dibanding kompetitornya					
3	Setiap informasi yang saya dapatkan terkait BRI Brizzi selalu relevan					
4	Saya selalu mendapatkan informasi yang positif tentang BRI Brizzi					
5	BRI Brizzi selalu menawarkan <i>benefit</i> yang berbeda					
6	BRI Brizzi merupakan merek yang disukai					

7	BRI Brizzi memiliki <i>value</i> yang menguntungkan					
8	BRI Brizzi menawarkan berbagai keuntungan					
9	BRI Brizzi merupakan uang elektronik yang unik					
10	Fitur BRI Brizzi tidak dimiliki oleh uang elektronik lainnya					
11	Saya merasakan perbedaan signifikan ketika melihat merek BRI Brizzi					
12	BRI Brizzi memiliki keunggulan kompetitif					
13	BRI Brizzi memiliki identitas merek yang kuat					
14	BRI Brizzi memiliki karakter yang khas					
15	Saya mampu dengan mudah mengenali BRI Brizzi dibanding uang elektronik lainnya					
16	Sangat mudah membedakan BRI Brizzi dengan uang elektronik lainnya					

No.	Pertanyaan	STS	TS	N	S	SS
Pesan Elektronik						
17	Saya sangat mudah mendapatkan informasi BRI Brizzi melalui media online					
18	Media online merupakan sarana yang tepat untuk berbagi informasi terkait BRI Brizzi					
19	Melalui media online, saya memperoleh opini positif terkait BRI Brizzi					
20	Saya mendapatkan informasi melalui media online bahwa BRI Brizzi merupakan pilihan tepat					
21	Saya merasakan kesenangan orang lain di media online ketika sedang membicarakan BRI Brizzi					
22	Saya merasakan pengalaman positif orang lain terkait dengan BRI Brizzi di media online					
23	Saya merasakan ekspresi positif orang lain pada BRI Brizzi di media online					
24	Saya melihat ungkapan positif orang lain setelah menggunakan BRI Brizzi					
25	Saya mendapatkan rekomendasi dari orang lain untuk menggunakan BRI Brizzi					
26	Saya merasakan kepedulian orang lain saat merekomendasikan BRI Brizzi					
27	Saya melihat pemberian opini positif dari orang lain terkait BRI Brizzi secara online					
28	Pemberian saran orang lain melalui media online membantu saya untuk berinteraksi sebelum menggunakan BRI Brizzi					
29	Saya memperoleh informasi mengenai bonus BRI Brizzi melalui media online					
30	Saya memperoleh informasi promo BRI Brizzi melalui media online					
31	Saya memperoleh informasi terkait hadiah bila menggunakan BRI Brizzi melalui media online					
32	Saya memperoleh informasi mengenai paket penawaran BRI Brizzi melalui media online					

No.	Pertanyaan	STS	TS	N	S	SS
Kesadaran Merek						
33	Saya mengetahui BRI Brizzi					
34	Saya selalu mengingat BRI Brizzi					
35	Ketika melihat iklan BRI Brizzi, saya mampu mengenalinya dengan baik					
36	Saya sangat mengenali BRI Brizzi					
37	Ketika melihat uang elektronik, saya akan mengingat kembali BRI Brizzi					
38	Pada situasi apapun, saya mengingat BRI Brizzi					
39	Ketika memikirkan tentang uang elektronik, BRI Brizzi hadir di dalam memori saya					
40	Ketika harus melakukan pembayaran parkir, tol, dsb., saya mengingat BRI Brizzi					
41	BRI Brizzi merupakan uang elektronik yang pertama kali datang kepikiran saya					
42	Bila mengingat uang elektronik, maka BRI Brizzi yang saya sebut pertama kali					
43	Ketika ada yang menanyakan tentang uang elektronik, maka saya selalu mengingat BRI Brizzi					
44	Ketika teringat uang elektronik, BRI Brizzi yang pertama kali hadir di pikiran saya					
45	Saya mampu mengingat BRI Brizzi secara spontan					
46	Saya mengetahui BRI Brizzi secara spontan tanpa bantuan apapun					
47	Saya mampu mengingat BRI Brizzi sebagai uang elektronik					
48	Ketika memikirkan uang elektronik, secara spontan saya mengingat BRI Brizzi					

No.	Pertanyaan	STS	TS	N	S	SS
Niat Beli Konsumen						
49	Saya menyadari manfaat positif dari menggunakan BRI Brizzi					
50	Saya berkeinginan untuk menggunakan BRI Brizzi					
51	Secara sadar, saya akan menggunakan BRI Brizzi di masa depan					
52	Saya menyadari dan merasa BRI Brizzi layak untuk digunakan					
53	Saya terdorong untuk menggunakan BRI Brizzi					
54	Saya memiliki niat menggunakan BRI Brizzi di masa depan					
55	Saya akan menggunakan BRI Brizzi di masa mendatang					
56	Saya berminat untuk menggunakan BRI Brizzi di masa depan					

57	Saya memiliki kecenderungan untuk menggunakan BRI Brizzi masa mendatang					
58	Saya memiliki kecenderungan memilih untuk menggunakan BRI Brizzi					
59	Saya ingin membeli atau menggunakan BRI Brizzi di masa mendatang					
60	Saya memiliki minat untuk menggunakan BRI Brizzi di masa depan					
61	Saya lebih menyukai BRI Brizzi dibanding uang elektronik lainnya					
62	Saya memilih BRI Brizzi karena sesuai preferensi					
63	Saya lebih memilih BRI Brizzi dibanding merek lainnya					
64	Saya lebih suka BRI Brizzi daripada uang elektronik lainnya					

No.	Pertanyaan	STS	TS	N	S	SS
Keputusan Pembelian						
65	Di lingkungan keluarga saya menggunakan BRI Brizzi sehingga saya memutuskan untuk memilikinya					
66	Di lingkungan kehidupan sehari-hari saya, mayoritas menggunakan BRI Brizzi sehingga saya memutuskan menggunakannya					
67	Banyak yang mengungkapkan pengalamannya terkait BRI Brizzi sehingga saya memutuskan menggunakannya					
68	Saya melihat di <i>inner circle</i> saya menggunakan BRI Brizzi sehingga saya memutuskan menggunakannya					
69	Saya memutuskan untuk memiliki BRI Brizzi karena sesuai dengan kebutuhan di usia saya saat ini					
70	Saya memutuskan untuk menggunakan BRI Brizzi karena dapat mendukung aktivitas pekerjaan saya					
71	Saya memutuskan untuk menggunakan BRI Brizzi karena harganya yang terjangkau dan memiliki nilai ekonomis					
72	Saya memutuskan menggunakan BRI Brizzi karena sesuai dengan gaya hidup saya					
73	Saya termotivasi untuk memiliki dan menggunakan BRI Brizzi					
74	Saya memiliki motivasi yang muncul dari dalam diri saya untuk menggunakan BRI Brizzi					
75	Saya memiliki persepsi positif terhadap BRI Brizzi sehingga saya memutuskan untuk menggunakannya					
76	Saya memiliki sikap positif terhadap BRI Brizzi yang					

	terbentuk dari dalam diri saya sehingga memutuskan menggunakannya					
77	Di kehidupan sosial yang saya jalani, banyak yang mereferensikan BRI Brizzi sehingga saya memutuskan menggunakannya					
78	Keluarga maupun orang tua saya merekomendasikan untuk menggunakan BRI Brizzi sehingga saya memutuskan menggunakannya					
79	Teman maupun kerabat saya mengusulkan untuk menggunakan BRI Brizzi sehingga saya memutuskan menggunakannya					
80	Tetangga maupun kolega saya mereferensikan untuk menggunakan BRI Brizzi sehingga saya memutuskan untuk membelinya sebagai bentuk status sosial					

SELESAI DAN TERIMA KASIH! 😊😊😊



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LAMPIRAN II – Profil Responden



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Frequencies

Notes

Output Created		26-MAR-2019 12:34:00
Comments		
Input	Data	C:\Responden_Ola100.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=Usia Pendidikan JenisKelamin Mengetahui Menggunakan /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Statistics

		Usia	Pendidikan Terakhir	Jenis Kelamin	Apakah mengetahui uang elektronik BRI Brizzi?	Apakah pernah menggunakan uang elektronik BRI Brizzi?
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Frequency Table

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30 tahun	37	37.0	37.0	37.0
	31-40 tahun	51	51.0	51.0	88.0
	41-50 tahun	11	11.0	11.0	99.0
	>50 tahun	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA/Sederajat	3	3.0	3.0	3.0
	Diploma	16	16.0	16.0	19.0
	S1	74	74.0	74.0	93.0
	S2	6	6.0	6.0	99.0
	S3	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	34	34.0	34.0	34.0
	Wanita	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

Apakah mengetahui uang elektronik BRI Brizzi?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya, Tahu	100	100.0	100.0	100.0

Apakah pernah menggunakan uang elektronik BRI Brizzi?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belum Pernah	100	100.0	100.0	100.0



LAMPIRAN III – Statistik Deskriptif



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Frequencies

Notes		
Output Created		26-MAR-2019 18:39:12
Comments		
Input	Data	C:\Responden_Ola100.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
	Missing Value Handling	Definition of Missing
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=CM1 CM2 CM3 CM4 CM5 CM6 CM7 CM8 CM9 CM10 CM11 CM12 CM13 CM14 CM15 CM16 X1 PE1 PE2 PE3 PE4 PE5 PE6 PE7 PE8 PE9 PE10 PE11 PE12 PE13 PE14 PE15 PE16 X2 KM1 KM2 KM3 KM4 KM5 KM6 KM7 KM8 KM9 KM10 KM11 KM12 KM13 KM14 KM15 KM16 X3 NB1 NB2 NB3 NB4 NB5 NB6 NB7 NB8 NB9 NB10 NB11 NB12 NB13 NB14 NB15 NB16 Y1 KP1 KP2 KP3 KP4 KP5 KP6 KP7 KP8 KP9 KP10 KP11 KP12 KP13 KP14 KP15 KP16 Y2 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.02

Frequency Table

CM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	14	14.0	14.0	14.0
	N	26	26.0	26.0	40.0
	S	49	49.0	49.0	89.0
	SS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

CM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	9.0	9.0	9.0
	N	18	18.0	18.0	27.0
	S	55	55.0	55.0	82.0
	SS	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

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CM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	14	14.0	14.0	14.0
	N	25	25.0	25.0	39.0
	S	37	37.0	37.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

CM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	12	12.0	12.0	12.0
	N	29	29.0	29.0	41.0
	S	35	35.0	35.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

CM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	19	19.0	19.0	19.0
	N	26	26.0	26.0	45.0
	S	37	37.0	37.0	82.0
	SS	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

CM6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	15	15.0	15.0	16.0
	N	27	27.0	27.0	43.0
	S	44	44.0	44.0	87.0
	SS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

CM7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	15	15.0	15.0	16.0
	N	22	22.0	22.0	38.0
	S	40	40.0	40.0	78.0
	SS	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

CM8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	16	16.0	16.0	16.0
	N	23	23.0	23.0	39.0
	S	42	42.0	42.0	81.0
	SS	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

CM9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	17	17.0	17.0	17.0
	N	25	25.0	25.0	42.0
	S	39	39.0	39.0	81.0
	SS	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

CM10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	12	12.0	12.0	13.0
	N	34	34.0	34.0	47.0
	S	37	37.0	37.0	84.0
	SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

CM11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	18	18.0	18.0	19.0
	N	31	31.0	31.0	50.0
	S	36	36.0	36.0	86.0
	SS	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

CM12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	15	15.0	15.0	15.0
	N	28	28.0	28.0	43.0
	S	41	41.0	41.0	84.0
	SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

CM13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	12	12.0	12.0	12.0
	N	35	35.0	35.0	47.0
	S	38	38.0	38.0	85.0
	SS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

CM14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	15	15.0	15.0	15.0
	N	31	31.0	31.0	46.0
	S	34	34.0	34.0	80.0
	SS	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

CM15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.0	8.0	8.0
	N	29	29.0	29.0	37.0
	S	48	48.0	48.0	85.0
	SS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

CM16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	14	14.0	14.0	14.0
	N	23	23.0	23.0	37.0
	S	45	45.0	45.0	82.0
	SS	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

PE1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	N	13	13.0	13.0	14.0
	S	47	47.0	47.0	61.0
	SS	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

PE2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	15	15.0	15.0	15.0
	S	48	48.0	48.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

PE3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	15	15.0	15.0	15.0
	S	55	55.0	55.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

PE4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	22	22.0	22.0	24.0
	S	42	42.0	42.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

PE5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	22	22.0	22.0	23.0
	S	54	54.0	54.0	77.0
	SS	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

PE6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	N	19	19.0	19.0	20.0
	S	49	49.0	49.0	69.0
	SS	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

PE7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	N	16	16.0	16.0	17.0
	S	58	58.0	58.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

PE8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	N	17	17.0	17.0	18.0
	S	48	48.0	48.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

PE9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	2	2.0	2.0	3.0
	N	18	18.0	18.0	21.0
	S	43	43.0	43.0	64.0
	SS	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

PE10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	1	1.0	1.0	3.0
	N	15	15.0	15.0	18.0
	S	50	50.0	50.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

PE11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	14	14.0	14.0	15.0
	S	51	51.0	51.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

PE12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	26	26.0	26.0	27.0
	S	42	42.0	42.0	69.0
	SS	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

PE13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	16	16.0	16.0	17.0
	S	48	48.0	48.0	65.0
	SS	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

PE14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	17	17.0	17.0	18.0
	S	45	45.0	45.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

PE15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	14	14.0	14.0	16.0
	S	52	52.0	52.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

PE16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	19	19.0	19.0	21.0
	S	47	47.0	47.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

KM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	15	15.0	15.0	15.0
	N	24	24.0	24.0	39.0
	S	57	57.0	57.0	96.0
	SS	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

KM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	16	16.0	16.0	17.0
	N	22	22.0	22.0	39.0
	S	52	52.0	52.0	91.0
	SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

KM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	13	13.0	13.0	13.0
	N	26	26.0	26.0	39.0
	S	51	51.0	51.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

KM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	9.0	9.0	9.0
	N	30	30.0	30.0	39.0
	S	49	49.0	49.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

KM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	8	8.0	8.0	9.0
	N	25	25.0	25.0	34.0
	S	54	54.0	54.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

KM6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	9	9.0	9.0	10.0
	N	21	21.0	21.0	31.0
	S	56	56.0	56.0	87.0
	SS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

KM7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	12	12.0	12.0	12.0
	N	30	30.0	30.0	42.0
	S	47	47.0	47.0	89.0
	SS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

KM8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	16	16.0	16.0	16.0
	N	22	22.0	22.0	38.0
	S	51	51.0	51.0	89.0
	SS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

KM9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	14	14.0	14.0	15.0
	N	26	26.0	26.0	41.0
	S	47	47.0	47.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

KM10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	13	13.0	13.0	14.0
	N	25	25.0	25.0	39.0
	S	54	54.0	54.0	93.0
	SS	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

KM11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	12	12.0	12.0	13.0
	N	33	33.0	33.0	46.0
	S	43	43.0	43.0	89.0
	SS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

KM12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	10	10.0	10.0	10.0
	N	28	28.0	28.0	38.0
	S	52	52.0	52.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

KM13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	15	15.0	15.0	15.0
	N	24	24.0	24.0	39.0
	S	53	53.0	53.0	92.0
	SS	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

KM14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	9	9.0	9.0	11.0
	N	31	31.0	31.0	42.0
	S	44	44.0	44.0	86.0
	SS	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

KM15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	13	13.0	13.0	14.0
	N	25	25.0	25.0	39.0
	S	47	47.0	47.0	86.0
	SS	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

KM16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	16	16.0	16.0	16.0
	N	28	28.0	28.0	44.0
	S	47	47.0	47.0	91.0
	SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

NB1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	20	20.0	20.0	20.0
	S	48	48.0	48.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

NB2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	13	13.0	13.0	13.0
	S	48	48.0	48.0	61.0
	SS	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

NB3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	22	22.0	22.0	22.0
	S	48	48.0	48.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

NB4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	14	14.0	14.0	14.0
	S	56	56.0	56.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

NB5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	15	15.0	15.0	15.0
	S	48	48.0	48.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

NB6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	14	14.0	14.0	15.0
	S	54	54.0	54.0	69.0
	SS	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

NB7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	10	10.0	10.0	10.0
	S	53	53.0	53.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

NB8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	21	21.0	21.0	21.0
	S	54	54.0	54.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

NB9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	21	21.0	21.0	21.0
	S	49	49.0	49.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

NB10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	13	13.0	13.0	13.0
	S	53	53.0	53.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

NB11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	21	21.0	21.0	22.0
	S	53	53.0	53.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

NB12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	16	16.0	16.0	16.0
	S	51	51.0	51.0	67.0
	SS	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

NB13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	22	22.0	22.0	22.0
	S	42	42.0	42.0	64.0
	SS	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

NB14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	19	19.0	19.0	19.0
	S	49	49.0	49.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

NB15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	17	17.0	17.0	17.0
	S	54	54.0	54.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

NB16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	16	16.0	16.0	16.0
	S	54	54.0	54.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

KP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	2	2.0	2.0	3.0
	N	18	18.0	18.0	21.0
	S	49	49.0	49.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	1	1.0	1.0	2.0
	N	17	17.0	17.0	19.0
	S	48	48.0	48.0	67.0
	SS	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

KP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	2	2.0	2.0	3.0
	N	22	22.0	22.0	25.0
	S	50	50.0	50.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

KP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	1	1.0	1.0	2.0
	N	16	16.0	16.0	18.0
	S	45	45.0	45.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

KP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	18	18.0	18.0	19.0
	S	52	52.0	52.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

KP6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	2	2.0	2.0	4.0
	N	13	13.0	13.0	17.0
	S	50	50.0	50.0	67.0
	SS	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

KP7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	19	19.0	19.0	21.0
	S	48	48.0	48.0	69.0
	SS	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

KP8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	1	1.0	1.0	2.0
	N	20	20.0	20.0	22.0
	S	39	39.0	39.0	61.0
	SS	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

KP9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	1	1.0	1.0	2.0
	N	16	16.0	16.0	18.0
	S	48	48.0	48.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

KP10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	N	13	13.0	13.0	15.0
	S	55	55.0	55.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

KP11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	2	2.0	2.0	3.0
	N	12	12.0	12.0	15.0
	S	57	57.0	57.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

KP12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	1	1.0	1.0	2.0
	N	18	18.0	18.0	20.0
	S	47	47.0	47.0	67.0
	SS	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

KP13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	14	14.0	14.0	16.0
	S	54	54.0	54.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

KP14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	18	18.0	18.0	19.0
	S	48	48.0	48.0	67.0
	SS	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

KP15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	1	1.0	1.0	3.0
	N	18	18.0	18.0	21.0
	S	39	39.0	39.0	60.0
	SS	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

KP16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	19	19.0	19.0	20.0
	S	42	42.0	42.0	62.0
	SS	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Rekap:

Likert	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	CM9	CM10	CM11	CM12	CM13	CM14	CM15	CM16	CM
STS	0	0	0	0	0	1	1	0	0	1	1	0	0	0	0	0	0
TS	14	9	14	12	19	15	15	16	17	12	18	15	12	15	8	14	14
N	26	18	25	29	26	27	22	23	25	34	31	28	35	31	29	23	27
S	49	55	37	35	37	44	40	42	39	37	36	41	38	34	48	45	41
SS	11	18	24	24	18	13	22	19	19	16	14	16	15	20	15	18	18
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Likert	PE1	PE2	PE3	PE4	PE5	PE6	PE7	PE8	PE9	PE10	PE11	PE12	PE13	PE14	PE15	PE16	PE
STS	1	0	0	0	0	1	1	1	1	2	0	0	0	0	0	0	0
TS	0	0	0	2	1	0	0	0	2	1	1	1	1	1	2	2	1
N	13	15	15	22	22	19	16	17	18	15	14	26	16	17	14	19	17
S	47	48	55	42	54	49	58	48	43	50	51	42	48	45	52	47	49
SS	39	37	30	34	23	31	25	34	36	32	34	31	35	37	32	32	33
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Likert	KM1	KM2	KM3	KM4	KM5	KM6	KM7	KM8	KM9	KM10	KM11	KM12	KM13	KM14	KM15	KM16	KM
STS	0	1	0	0	1	1	0	0	1	1	1	0	0	2	1	0	1
TS	15	16	13	9	8	9	12	16	14	13	12	10	15	9	13	16	13
N	24	22	26	30	25	21	30	22	26	25	33	28	24	31	25	28	26
S	57	52	51	49	54	56	47	51	47	54	43	52	53	44	47	47	50
SS	4	9	10	12	12	13	11	11	12	7	11	10	8	14	14	9	10
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Likert	NB1	NB2	NB3	NB4	NB5	NB6	NB7	NB8	NB9	NB10	NB11	NB12	NB13	NB14	NB15	NB16	NB
STS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TS	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
N	20	13	22	14	15	14	10	21	21	13	21	16	22	19	17	16	17
S	48	48	48	56	48	54	53	54	49	53	53	51	42	49	54	54	51
SS	32	39	30	30	37	31	37	25	30	34	25	33	36	32	29	30	32
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Likert	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP15	KP16	KP
STS	1	1	1	1	0	2	0	1	1	2	1	1	0	0	2	0	1
TS	2	1	2	1	1	2	2	1	1	0	2	1	2	1	1	1	1
N	18	17	22	16	18	13	19	20	16	13	12	18	14	18	18	19	17
S	49	48	50	45	52	50	48	39	48	55	57	47	54	48	39	42	48
SS	30	33	25	37	29	33	31	39	34	30	28	33	30	33	40	38	33
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100



Reliability

Notes

Output Created	26-MAR-2019 18:39:31	
Comments		
Input	Data	C:\Responden_Ola100.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	100
	File	
Matrix Input		
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY /VARIABLES=CM1 CM2 CM3 CM4 CM5 CM6 CM7 CM8 CM9 CM10 CM11 CM12 CM13 CM14 CM15 CM16 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.	
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.913	16

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
CM1	54.31	89.267	.507	.910
CM2	54.06	88.724	.568	.909
CM3	54.17	85.557	.646	.906
CM4	54.17	85.355	.674	.905
CM5	54.34	86.045	.609	.907
CM6	54.35	86.836	.608	.907
CM7	54.21	85.743	.614	.907
CM8	54.24	86.023	.632	.907
CM9	54.28	85.759	.636	.906
CM10	54.33	87.072	.594	.908
CM11	54.44	86.734	.584	.908
CM12	54.30	87.525	.568	.909
CM13	54.32	87.533	.600	.908
CM14	54.29	85.299	.670	.905
CM15	54.18	90.291	.471	.911
CM16	54.21	87.016	.600	.908

RELIABILITY

/VARIABLES=PE1 PE2 PE3 PE4 PE5 PE6 PE7 PE8 PE9 PE10 PE11 PE12
PE13 PE14 PE15 PE16

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability

Notes

Output Created	26-MAR-2019 18:39:45	
Comments		
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	Weight	<none>
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	N of Rows in Working Data	100
	File	
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	<pre> RELIABILITY /VARIABLES=PE1 PE2 PE3 PE4 PE5 PE6 PE7 PE8 PE9 PE10 PE11 PE12 PE13 PE14 PE15 PE16 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL. </pre>	
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.941	16

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PE1	61.72	66.466	.724	.936
PE2	61.73	67.876	.662	.937
PE3	61.80	68.929	.598	.939
PE4	61.87	66.195	.695	.937
PE5	61.96	67.130	.717	.936
PE6	61.86	66.465	.707	.936
PE7	61.89	67.634	.665	.937
PE8	61.81	67.065	.657	.937
PE9	61.84	65.570	.707	.936
PE10	61.86	65.697	.706	.936
PE11	61.77	67.472	.687	.937
PE12	61.92	66.276	.704	.936
PE13	61.78	67.486	.661	.937
PE14	61.77	67.351	.654	.937
PE15	61.81	67.125	.693	.937
PE16	61.86	66.647	.691	.937

RELIABILITY

```

/VARIABLES=KM1 KM2 KM3 KM4 KM5 KM6 KM7 KM8 KM9 KM10 KM11 KM12
KM13 KM14 KM15 KM16
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

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Reliability

Notes

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	N of Rows in Working Data	100
	File	
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY /VARIABLES=KM1 KM2 KM3 KM4 KM5 KM6 KM7 KM8 KM9 KM10 KM11 KM12 KM13 KM14 KM15 KM16 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.	
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.927	16

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KM1	53.70	80.172	.672	.922
KM2	53.68	77.957	.728	.920
KM3	53.62	79.955	.646	.922
KM4	53.56	80.289	.651	.922
KM5	53.52	80.495	.621	.923
KM6	53.49	81.545	.534	.925
KM7	53.63	79.751	.660	.922
KM8	53.63	79.932	.608	.923
KM9	53.65	79.179	.639	.922
KM10	53.67	80.405	.612	.923
KM11	53.69	79.145	.668	.922
KM12	53.58	82.307	.513	.926
KM13	53.66	80.105	.633	.923
KM14	53.61	79.432	.624	.923
KM15	53.60	78.162	.700	.921
KM16	53.71	78.673	.711	.920

RELIABILITY

```

/VARIABLES=NB1 NB2 NB3 NB4 NB5 NB6 NB7 NB8 NB9 NB10 NB11 NB12
NB13 NB14 NB15 NB16
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

Reliability

Notes

Output Created		26-MAR-2019 18:40:13
Comments		
Input	Data	C:\Responden_Ola100.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	100
	File	
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY /VARIABLES=NB1 NB2 NB3 NB4 NB5 NB6 NB7 NB8 NB9 NB10 NB11 NB12 NB13 NB14 NB15 NB16 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.	
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.923	16

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NB1	62.20	49.051	.675	.917
NB2	62.06	49.491	.670	.917
NB3	62.24	48.972	.678	.917
NB4	62.16	49.530	.700	.916
NB5	62.10	50.980	.494	.922
NB6	62.17	49.658	.639	.918
NB7	62.05	50.735	.575	.920
NB8	62.28	49.699	.642	.918
NB9	62.23	49.633	.616	.919
NB10	62.11	49.937	.642	.918
NB11	62.30	49.667	.614	.919
NB12	62.15	50.452	.557	.920
NB13	62.18	49.402	.601	.919
NB14	62.19	49.024	.688	.917
NB15	62.20	50.141	.603	.919
NB16	62.18	49.705	.656	.918

RELIABILITY

```

/VARIABLES=KP1 KP2 KP3 KP4 KP5 KP6 KP7 KP8 KP9 KP10 KP11 KP12
KP13 KP14 KP15 KP16
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

Reliability

Notes		
Output Created		26-MAR-2019 18:40:25
Comments		
Input	Data	C:\Responde_n_Ola100.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	100
	File	
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=KP1 KP2 KP3 KP4 KP5 KP6 KP7 KP8 KP9 KP10 KP11 KP12 KP13 KP14 KP15 KP16 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.940	16



Item-Total Statistics

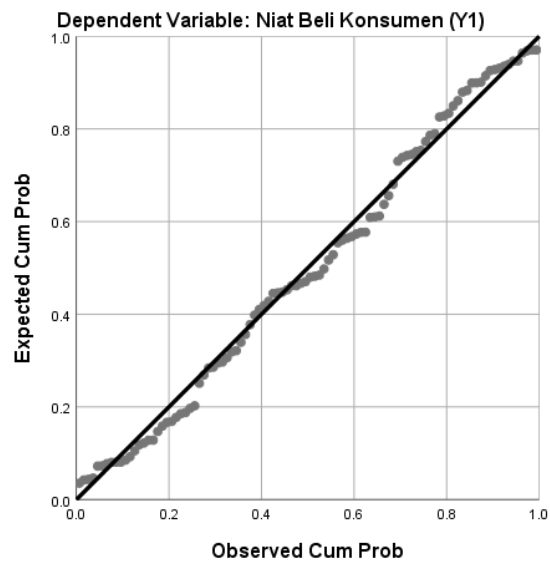
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	61.63	73.488	.674	.936
KP2	61.57	73.379	.701	.936
KP3	61.72	73.941	.645	.937
KP4	61.52	72.717	.742	.935
KP5	61.59	75.315	.621	.937
KP6	61.58	71.822	.763	.934
KP7	61.60	74.485	.641	.937
KP8	61.54	72.978	.682	.936
KP9	61.55	74.088	.648	.937
KP10	61.57	73.844	.677	.936
KP11	61.59	74.648	.636	.937
KP12	61.58	74.044	.642	.937
KP13	61.56	75.239	.625	.937
KP14	61.55	74.210	.692	.936
KP15	61.54	70.998	.782	.934
KP16	61.51	73.626	.706	.936

LAMPIRAN IV – Uji Asumsi Klasik

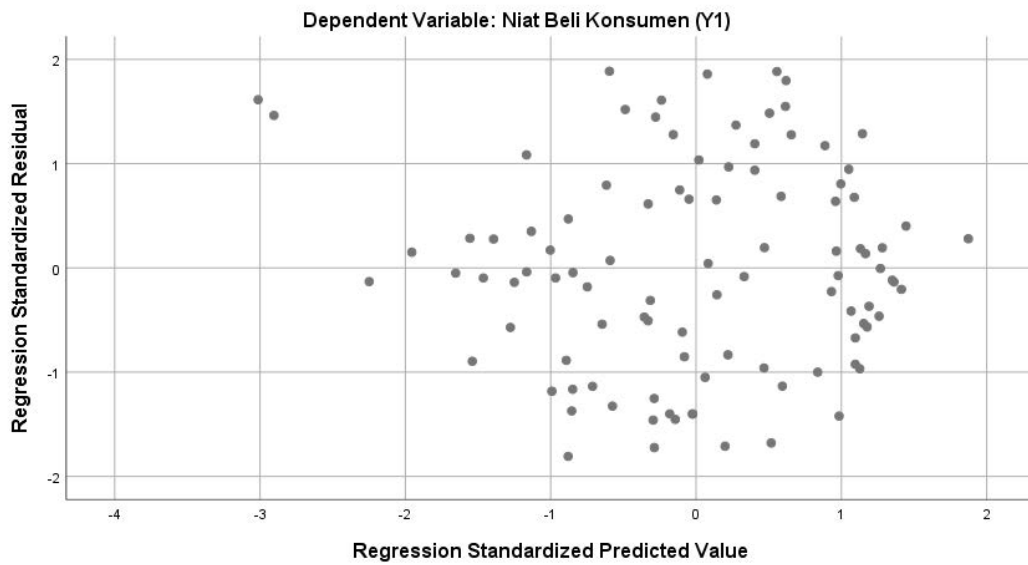


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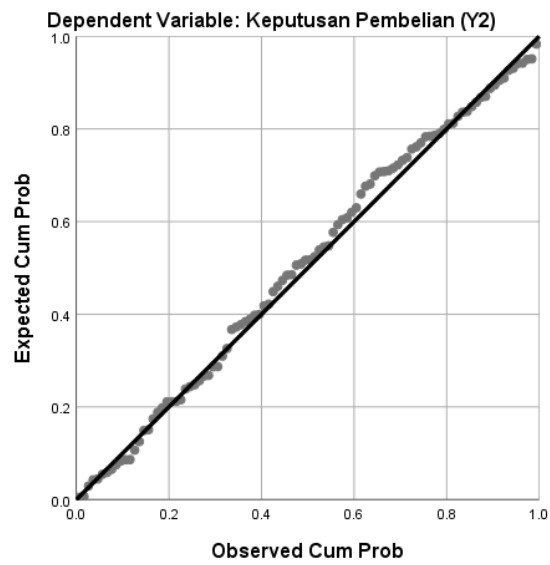
Normal P-P Plot of Regression Standardized Residual



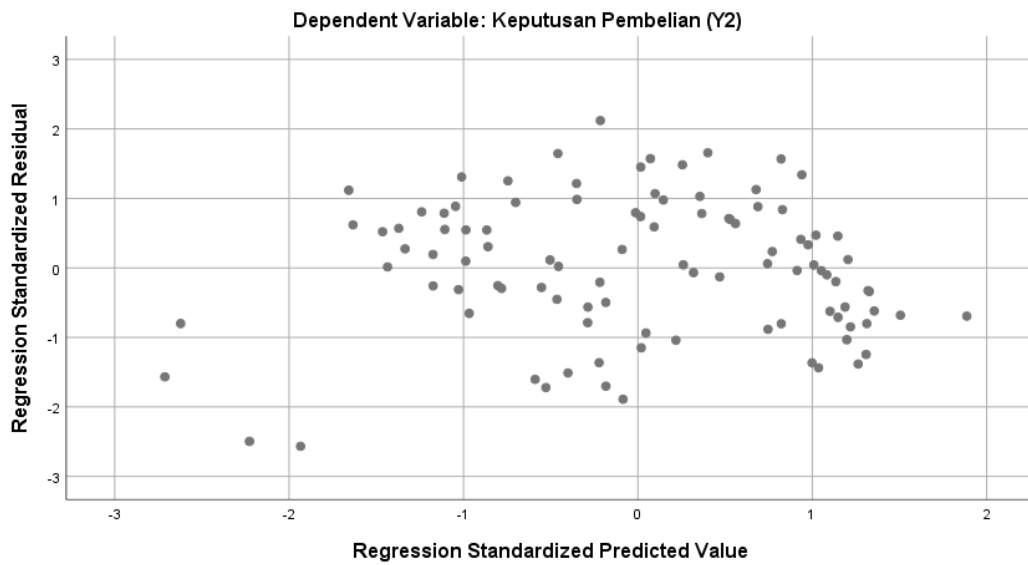
Scatterplot



Normal P-P Plot of Regression Standardized Residual



Scatterplot



LAMPIRAN V – Uji Hipotesis & Analisis



Korelasi

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Regression

Notes

Output Created	26-MAR-2019 18:41:13	
Comments		
Input	Data	C:\Responden_Ola100.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	<pre> REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y1 /METHOD=ENTER X1 X2 X3 /SCATTERPLOT=(*ZRESID ,*ZPRED) /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE ZRESID. </pre>	
Resources	Processor Time	00:00:00.42
	Elapsed Time	00:00:00.39
	Memory Required	6752 bytes
	Additional Memory Required for Residual Plots	648 bytes
Variables Created or Modified	ZRE_1	Standardized Residual

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kesadaran Merek (X3), Citra Merek (X1), Pesan Elektronik (X2) ^b		Enter

a. Dependent Variable: Niat Beli Konsumen (Y1)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.815 ^a	.664	.653	.27642	1.928

a. Predictors: (Constant), Kesadaran Merek (X3), Citra Merek (X1), Pesan Elektronik (X2)

b. Dependent Variable: Niat Beli Konsumen (Y1)



ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.481	3	4.827	63.174	.000 ^b
	Residual	7.335	96	.076		
	Total	21.816	99			

a. Dependent Variable: Niat Beli Konsumen (Y1)

b. Predictors: (Constant), Kesadaran Merek (X3), Citra Merek (X1), Pesan Elektronik (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.668	.260		2.568	.012		
	Citra Merek (X1)	.324	.050	.428	6.517	.000	.812	1.231
	Pesan Elektronik (X2)	.353	.058	.409	6.135	.000	.787	1.270
	Kesadaran Merek (X3)	.238	.048	.301	4.982	.000	.962	1.040

a. Dependent Variable: Niat Beli Konsumen (Y1)

Regression

Notes

Output Created	26-MAR-2019 18:41:49	
Comments		
Input	Data	C:\Responden_Ola100.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	<pre> REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y2 /METHOD=ENTER X1 X2 X3 Y1 /SCATTERPLOT=(*ZRESID ,*ZPRED) /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE ZRESID. </pre>	
Resources	Processor Time	00:00:00.48
	Elapsed Time	00:00:00.41
	Memory Required	7392 bytes
	Additional Memory Required for Residual Plots	632 bytes
Variables Created or Modified	ZRE_2	Standardized Residual

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Niat Beli Konsumen (Y1), Kesadaran Merek (X3), Pesan Elektronik (X2), Citra Merek (X1) ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian (Y2)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.890 ^a	.792	.783	.26587	2.222

a. Predictors: (Constant), Niat Beli Konsumen (Y1), Kesadaran Merek (X3), Pesan Elektronik (X2), Citra Merek (X1)

b. Dependent Variable: Keputusan Pembelian (Y2)



ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.586	4	6.396	90.490	.000 ^b
	Residual	6.715	95	.071		
	Total	32.301	99			

a. Dependent Variable: Keputusan Pembelian (Y2)

b. Predictors: (Constant), Niat Beli Konsumen (Y1), Kesadaran Merek (X3), Pesan Elektronik (X2), Citra Merek (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.635	.259		-2.455	.016		
	Citra Merek (X1)	.358	.057	.389	6.237	.000	.563	1.776
	Pesan Elektronik (X2)	.336	.065	.320	5.151	.000	.565	1.768
	Kesadaran Merek (X3)	.257	.051	.267	4.985	.000	.764	1.309
	Niat Beli Konsumen (Y1)	.275	.098	.226	2.800	.006	.336	2.974

a. Dependent Variable: Keputusan Pembelian (Y2)

Correlations

Notes

Output Created	26-MAR-2019 14:24:04	
Comments		
Input	Data	C:\Responden_Ola100.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
	Missing Value Handling	Definition of Missing
Cases Used		Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax	CORRELATIONS /VARIABLES=X1 X2 X3 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.	
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,04

Correlations

		Citra Merek (X1)	Pesan Elektronik (X2)	Kesadaran Merek (X3)
Citra Merek (X1)	Pearson Correlation	1	.434**	.089
	Sig. (2-tailed)		.000	.381
	N	100	100	100
Pesan Elektronik (X2)	Pearson Correlation	.434**	1	.196
	Sig. (2-tailed)	.000		.051
	N	100	100	100
Kesadaran Merek (X3)	Pearson Correlation	.089	.196	1
	Sig. (2-tailed)	.381	.051	
	N	100	100	100

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

Correlations

Notes

Output Created		26-MAR-2019 08:01:47
Comments		
Input	Data	C:\Responden_Ola100.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax	CORRELATIONS /VARIABLES=X1_1 X1_2 X1_3 X1_4 X2_1 X2_2 X2_3 X2_4 X3_1 X3_2 X3_3 X3_4 Y_1 Y_2 Y_3 Y_4 Z_1 Z_2 Z_3 Z_4 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.	
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,07

Correlations

		Y_1	Y_2	Y_3	Y_4	Z_1	Z_2	Z_3	Z_4
X1_1	Pearson Correlation	.533**	.488**	.475**	.530**	.582**	.572**	.490**	.590**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X1_2	Pearson Correlation	.472**	.483**	.484**	.500**	.563**	.549**	.518**	.623**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X1_3	Pearson Correlation	.593**	.564**	.458**	.597**	.595**	.646**	.503**	.605**

Correlations

		Y_1	Y_2	Y_3	Y_4	Z_1	Z_2	Z_3	Z_4
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X1_4	Pearson Correlation	.533**	.502**	.433**	.540**	.577**	.561**	.439**	.575**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X2_1	Pearson Correlation	.533**	.544**	.608**	.593**	.515**	.579**	.509**	.600**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X2_2	Pearson Correlation	.555**	.486**	.596**	.549**	.579**	.641**	.600**	.676**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X2_3	Pearson Correlation	.568**	.504**	.585**	.586**	.499**	.623**	.602**	.664**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X2_4	Pearson Correlation	.537**	.450**	.563**	.535**	.525**	.585**	.495**	.623**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X3_1	Pearson Correlation	.370**	.337**	.336**	.370**	.338**	.367**	.495**	.349**
	Sig. (2-tailed)	.000	.001	.001	.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X3_2	Pearson Correlation	.275**	.335**	.316**	.313**	.271**	.319**	.436**	.287**
	Sig. (2-tailed)	.006	.001	.001	.002	.006	.001	.000	.004
	N	100	100	100	100	100	100	100	100
X3_3	Pearson Correlation	.410**	.403**	.418**	.408**	.420**	.420**	.557**	.415**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X3_4	Pearson Correlation	.284**	.294**	.321**	.327**	.292**	.306**	.463**	.318**
	Sig. (2-tailed)	.004	.003	.001	.001	.003	.002	.000	.001
	N	100	100	100	100	100	100	100	100
Y_1	Pearson Correlation	1	.762**	.749**	.832**	.657**	.683**	.669**	.682**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
Y_2	Pearson Correlation	.762**	1	.720**	.799**	.683**	.691**	.605**	.631**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100

Correlations

		Y_1	Y_2	Y_3	Y_4	Z_1	Z_2	Z_3	Z_4
Y_3	Pearson Correlation	.749**	.720**	1	.805**	.614**	.639**	.651**	.698**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
Y_4	Pearson Correlation	.832**	.799**	.805**	1	.698**	.709**	.642**	.705**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
Z_1	Pearson Correlation	.657**	.683**	.614**	.698**	1	.782**	.710**	.790**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
Z_2	Pearson Correlation	.683**	.691**	.639**	.709**	.782**	1	.757**	.833**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100
Z_3	Pearson Correlation	.669**	.605**	.651**	.642**	.710**	.757**	1	.795**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100
Z_4	Pearson Correlation	.682**	.631**	.698**	.705**	.790**	.833**	.795**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	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).

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Titik Persentase Distribusi F untuk Probabilita = 0,10

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
92	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
93	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
94	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
95	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
96	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.59	1.58	1.56
97	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.73	1.70	1.67	1.64	1.61	1.59	1.58	1.56
98	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.73	1.70	1.66	1.64	1.61	1.59	1.57	1.56
99	2.76	2.36	2.14	2.00	1.91	1.83	1.78	1.73	1.70	1.66	1.64	1.61	1.59	1.57	1.56
100	2.76	2.36	2.14	2.00	1.91	1.83	1.78	1.73	1.69	1.66	1.64	1.61	1.59	1.57	1.56
101	2.76	2.36	2.14	2.00	1.91	1.83	1.78	1.73	1.69	1.66	1.64	1.61	1.59	1.57	1.56
102	2.76	2.36	2.14	2.00	1.90	1.83	1.78	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.56
103	2.75	2.35	2.14	2.00	1.90	1.83	1.78	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
104	2.75	2.35	2.14	2.00	1.90	1.83	1.78	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
105	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
106	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
107	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
108	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
109	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
110	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
111	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.58	1.57	1.55
112	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.58	1.57	1.55
113	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.60	1.58	1.57	1.55
114	2.75	2.35	2.13	1.99	1.90	1.83	1.77	1.72	1.69	1.66	1.63	1.60	1.58	1.56	1.55
115	2.75	2.35	2.13	1.99	1.90	1.83	1.77	1.72	1.69	1.65	1.63	1.60	1.58	1.56	1.55

DF = n-2	Tingkat Signifikansi Untuk Uji 1 arah				
	0,05	0,025	0,001	0,005	0,0005
	Tingkat Signifikansi Untuk Uji 2 arah				
	0,1	0,05	0,02	0,01	0,001
1	0,9877	0,9969	0,9995	0,9999	1,0000
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
33	0,2826	0,3338	0,3916	0,4296	0,5322

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
69	0,1968	0,2335	0,2756	0,3038	0,3823
70	0,1954	0,2319	0,2737	0,3017	0,3798
71	0,1940	0,2303	0,2718	0,2997	0,3773
72	0,1927	0,2287	0,2700	0,2977	0,3748
73	0,1914	0,2272	0,2682	0,2957	0,3724
74	0,1901	0,2257	0,2664	0,2938	0,3701
75	0,1888	0,2242	0,2647	0,2919	0,3678
76	0,1876	0,2227	0,2630	0,2900	0,3655
77	0,1864	0,2213	0,2613	0,2882	0,3633
78	0,1852	0,2199	0,2597	0,2864	0,3611
79	0,1841	0,2185	0,2581	0,2847	0,3589
80	0,1829	0,2172	0,2565	0,2830	0,3568
81	0,1818	0,2159	0,2550	0,2813	0,3547
82	0,1807	0,2146	0,2535	0,2796	0,3527
83	0,1796	0,2133	0,2520	0,2780	0,3507
84	0,1786	0,2120	0,2505	0,2764	0,3487
85	0,1775	0,2108	0,2491	0,2748	0,3468
86	0,1765	0,2096	0,2477	0,2732	0,3449
87	0,1755	0,2084	0,2463	0,2717	0,3430
88	0,1745	0,2072	0,2449	0,2702	0,3412
89	0,1735	0,2061	0,2435	0,2687	0,3393
90	0,1726	0,2050	0,2422	0,2673	0,3375
91	0,1716	0,2039	0,2409	0,2659	0,3358
92	0,1707	0,2028	0,2396	0,2645	0,3341
93	0,1698	0,2017	0,2384	0,2631	0,3323
94	0,1689	0,2006	0,2371	0,2617	0,3307
95	0,1680	0,1996	0,2359	0,2604	0,3290
96	0,1671	0,1986	0,2347	0,2591	0,3274
97	0,1663	0,1975	0,2335	0,2578	0,3258
98	0,1654	0,1966	0,2324	0,2565	0,3242
99	0,1646	0,1956	0,2312	0,2552	0,3226
100	0,1638	0,1946	0,2301	0,2540	0,3211
101	0,1630	0,1937	0,2290	0,2528	0,3196
102	0,1622	0,1927	0,2279	0,2515	0,3181
103	0,1614	0,1918	0,2268	0,2504	0,3166



CURICULUM VITAE



Nama : Nurlaela
Place and date of birth : Purwakarta 08 April 1985
Sex : Female
Nationality : Indonesia
Marital Status : Single
Email : Nurlaela.la@yahoo.com
Religion : Moslem
Address : JL.H Jimin Petukangan utara
Pesanggrahan Jakarta selatan |
Phone Number /Mobile : 087889534466

FORMAL EDUCATION

Elementary school : SDN 1 Benteng, Purwakarta
Secondary School : SMPN 1 Campaka, Purwakarta
Senior High School : LPK Bina Gama (Home schooling)
Bachelor Degree : Sahid Institute Of Tourism Jakarta
Master Degree : Mercu Buana University

SKILLS

Language : English Score TOEFL: 527

WORK EXPERIENCE

2012- 2015 : Tokisirazu Japanese Restaurant (Supervisor)
2015- 2016 : Kempinski Hotel (Admin /Banquet team)
2016- 2017 : Grand Hyatt Hotel (Receptionist)

HOBBIES

Sport : Swimming, Running