Lampiran 1

## PERNYATAAN KUESIONER

Kualitas pelayanan $X_1$

| No | Daftar Peryataan | ss | s | ks | ts | sts |
|---|---|---|---|---|---|---|
| 1 | Keadaan fisik (kondisi produk) dalam keadaan baik | | | | | |
| 2 | Peralatan (sarana prasarana ) sangat lengkap | | | | | |
| 3 | Materi Komunikasi (informasi dan petunjuk jelas) | | | | | |
| 4 | Distributor peduli akan keinginan konsumen | | | | | |
| 5 | Distributor cepat menanggapai kebutuhan konsumen | | | | | |
| 6 | Menjaga hubungan baik kepada konsumen | | | | | |
| 7 | Cepat tanggap dalam mengatasi masalah pada keluhan konsumen | | | | | |
| 8 | Kemampuan memberikan pelayanan  dengan  cepat dan benar | | | | | |
| 9 | Distributor dapat bekerja sama dengan konsumen | | | | | |
| 10 | Kemampuan pelayanan distributor dapat dipercaya | | | | | |
| 11 | Keakuratan distributor dalam memberikan pelayanan jasa | | | | | |
| 12 | Konsisten dalam pelayanan jasa  kesesuaian jadwal yang sudah ditentukan | | | | | |
| 13 | Pengetahuan dan keterampilan distributor dalam menjalankan tugasnya | | | | | |
| 14 | Distributor dapat diandalkan | | | | | |
| 15 | Distributor dapat memberikan kepercayaan kepada konsumen | | | | | |

Citra Merek $X_2$

| No | Daftar Peryataan | ss | s | ks | ts | sts |
|---|---|---|---|---|---|---|
| 1 | apakah produk hwi sudah dikenal banyak orang | | | | | |
| 2 | apakah produk K-link sudah dikenal banyak orang | | | | | |
| 3 | apakah produk hpai sudah dikenal banyak orang | | | | | |
| 4 | apakah produk 4jovem  sudah dikenal banyak orang | | | | | |
| 5 | apakah produk Merek hwi dipakai banyak orang | | | | | |
| 6 | apakah produk Merek k-link dipakai banyak orang | | | | | |
| 7 | apakah produk Merek hpai dipakai banyak orang | | | | | |
| 8 | apakah produk Merek 4 jovem dipakai banyak orang | | | | | |
| 9 | Produk hwi memberikan kesan positif kepada konsumen | | | | | |
| 10 | Produk k-link memberikan kesan positif kepada konsumen | | | | | |
| 11 | Produk hpai memberikan kesan positif kepada konsumen | | | | | |
| 12 | Produk 4 jovem memberikan kesan positif kepada konsumen | | | | | |
| 13 | Para distributor menjual produk dengan merek yang dikembangkan oleh perusahaan terkenal | | | | | |
| 14 | Konsumen suka dengan karakter dari merek dari perusahaan tersebut | | | | | |
| 15 | Merek dari perusahaan memiliki identitas yang baik | | | | | |

Promosi X₃

| No | Daftar Peryataan | ss | s | ks | ts | sts |
|---|---|---|---|---|---|---|
| 1 | Produk hwi sangat dibutuhkan | | | | | |
| 2 | Produk k-link sangat dibutuhkan | | | | | |
| 3 | Produk hpai sangat dibutuhkan | | | | | |
| 4 | Produk 4 jovem sangat dibutuhkan | | | | | |
| 5 | Adanya faktor lingkungan untuk mencoba produk hwi | | | | | |
| 6 | Adanya faktor lingkungan untuk mencoba produk k-link | | | | | |
| 7 | Adanya faktor lingkungan untuk mencoba produk hpai | | | | | |
| 8 | Adanya faktor lingkungan untuk mencoba produk 4 jovem | | | | | |
| 9 | Adanya kebutuhan akan produk hwi membuat saya berusahan mencari informasi tentang produk tersebut | | | | | |
| 10 | Adanya kebutuhan akan produk k-link membuat saya berusahan mencari informasi tentang produk tersebut | | | | | |
| 11 | Adanya kebutuhan akan produk hpai membuat saya berusahan mencari informasi tentang produk tersebut | | | | | |
| 12 | Adanya kebutuhan akan produk 4 jovem membuat saya berusahan mencari informasi tentang produk tersebut | | | | | |
| 13 | Konsumen membeli produk herbal kesehatan dan kecantikan sebulan sekali | | | | | |
| 14 | Konsumen membeli produk herbal kesehatan dan kecantikan dalam jumlah banyak | | | | | |
| 15 | Konsumen membeli produk kesehatan dan kecantikan dari distibutor yang dikenal | | | | | |

Keputusan Pembelian Y

| No | Daftar Peryataan | ss | s | ks | ts | sts |
|---|---|---|---|---|---|---|
| 1 | Besarnya diskon yang diberikan oleh perusahaan menarik perhatian anda | | | | | |
| 2 | Perusahaan selalu memberikan diskon pada konsumen yang berlangganan | | | | | |
| 3 | Perusahaan sekali-kali mengadakan potongan harga dari biasanya | | | | | |
| 4 | Perusahaan dalam waktu tertentu selalu memberikan harga Cuma-Cuma | | | | | |
| 5 | Pemajangan spanduk dan alat promosi ditempat-tempat strategis dan dalam lingkungan kantor | | | | | |
| 6 | Perusahaan menawarkan pengajuan member kepada konsumen | | | | | |
| 7 | Program paket yang ditawarkan relatif terjangkau | | | | | |
| 8 | Memberikan program tambahan pada paket berlangganan | | | | | |
| 9 | Perusahaan dalam promosinya menawarkan produk perusahaan sendiri | | | | | |
| 10 | Para distributor produk herbal kesehatan dan kecantikan melakukan promosi dengan tepat | | | | | |
| 11 | Para distributor produk herbal kesehatan dan kecantikan melakukan promosi dengan baik | | | | | |
| 12 | Para distributor memanfaatkan sosial media sebagai alat promosi | | | | | |
| 13 | Para distributor membagikan brosur sebagai kegiatan promosi | | | | | |
| 14 | Para distributor menggunakan produk untuk menghasilkan testimoni | | | | | |
| 15 | Para distributor memasarkan produknya kepada keluarga dan teman dekat | | | | | |

| No | X1 Butir Soal | | | | | | | | | | | | | | | Total |
|----|----|---|---|---|---|---|---|---|---|----|----|----|----|----|----|-------|
|    | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |  |
| 1  | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 61 |
| 2  | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 62 |
| 3  | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 70 |
| 4  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 5  | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 65 |
| 6  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 7  | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 5 | 5 | 66 |
| 8  | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 70 |
| 9  | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 73 |
| 11 | 5 | 4 | 5 | 5 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 55 |
| 12 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 63 |
| 13 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 3 | 61 |
| 14 | 5 | 5 | 3 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 3 | 4 | 5 | 5 | 5 | 65 |
| 15 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 73 |
| 16 | 5 | 5 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 55 |
| 17 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 60 |
| 18 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 66 |
| 19 | 5 | 5 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 5 | 3 | 60 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 60 |
| 21 | 3 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 65 |
| 22 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 69 |
| 23 | 4 | 3 | 3 | 3 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 24 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 73 |
| 25 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 67 |
| 26 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 69 |
| 27 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 68 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 29 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 69 |
| 30 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 31 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 68 |
| 32 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 70 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 34 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 70 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 36 | 5 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 55 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 38 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 56 |
| 39 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 67 |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 40 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 42 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 60 |
| 43 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 68 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 45 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 67 |
| 46 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 68 |
| 47 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 48 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 70 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 61 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 63 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 52 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 65 |
| 53 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 70 |
| 54 | 5 | 5 | 3 | 5 | 3 | 3 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 5 | 5 | 63 |
| 55 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 65 |
| 56 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 57 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 68 |
| 58 | 3 | 3 | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 59 |
| 59 | 5 | 5 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 5 | 3 | 5 | 60 |
| 60 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 68 |
| 61 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 50 |
| 62 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 66 |
| 63 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 5 | 54 |
| 64 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 70 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 66 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 70 |
| 67 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 60 |
| 68 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 70 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 72 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 67 |
| 73 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 68 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 73 |
| 76 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 60 |
| 77 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 60 |

| No | X2 | | | | | | | | | | | | | | | Total |
|----|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|-------|
| | Butir Soal | | | | | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| 1 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 70 |
| 2 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 69 |
| 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 65 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 65 |
| 6 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 65 |
| 7 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 56 |
| 8 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 70 |
| 9 | 5 | 4 | 4 | 3 | 5 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 63 |
| 10 | 5 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 5 | 5 | 3 | 5 | 58 |
| 11 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 70 |
| 12 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 66 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 72 |
| 14 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 55 |
| 15 | 3 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 3 | 5 | 3 | 5 | 60 |
| 16 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 70 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 65 |
| 19 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 70 |
| 20 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 65 |
| 21 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 66 |
| 22 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 60 |
| 23 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 67 |
| 24 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 66 |
| 25 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 3 | 5 | 5 | 4 | 66 |
| 26 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 70 |
| 27 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 63 |
| 28 | 5 | 4 | 3 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 60 |
| 29 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 60 |
| 30 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 55 |
| 31 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 60 |
| 32 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 3 | 5 | 3 | 3 | 4 | 5 | 3 | 5 | 60 |
| 33 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 60 |
| 34 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 66 |
| 35 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 63 |
| 36 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 5 | 60 |
| 37 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 54 |
| 38 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 4 | 3 | 4 | 63 |
| 39 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 67 |
| 40 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 3 | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 60 |
| 41 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 63 |

| 42 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 5 | 3 | 5 | 5 | 58 |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 43 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 64 |
| 44 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 70 |
| 45 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 66 |
| 46 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 68 |
| 47 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 70 |
| 48 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 68 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 72 |
| 50 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 72 |
| 51 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 69 |
| 52 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 4 | 5 | 5 | 66 |
| 53 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 72 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 55 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 70 |
| 56 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 70 |
| 57 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 70 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 73 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 71 |
| 60 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 70 |
| 61 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 68 |
| 62 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 70 |
| 63 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 70 |
| 64 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 70 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 66 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 73 |
| 67 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 66 |
| 68 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 70 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 70 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 74 |
| 73 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 70 |
| 74 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 69 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 59 |
| 76 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 72 |
| 77 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 72 |

| No | X3 | | | | | | | | | | | | | | | Total |
|----|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|-------|
| | Butir Soal | | | | | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| 1 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 60 |
| 2 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 3 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 70 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 62 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 6 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 73 |
| 7 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 65 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 70 |
| 9 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 66 |
| 10 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 60 |
| 11 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 3 | 3 | 5 | 3 | 5 | 4 | 5 | 59 |
| 12 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 3 | 4 | 3 | 5 | 60 |
| 13 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 66 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 74 |
| 15 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 68 |
| 16 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 70 |
| 17 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 64 |
| 18 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 20 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 73 |
| 21 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 70 |
| 22 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 70 |
| 23 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 66 |
| 24 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 65 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 74 |
| 26 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 60 |
| 27 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 5 | 64 |
| 28 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 70 |
| 29 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 62 |
| 30 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 70 |
| 31 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 60 |
| 32 | 5 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 65 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 74 |
| 34 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 68 |
| 35 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 68 |
| 36 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 67 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 74 |
| 38 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 67 |
| 39 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 67 |
| 40 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 66 |
| 41 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 70 |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 42 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 70 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 45 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 46 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 70 |
| 47 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 48 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 66 |
| 49 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 63 |
| 50 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 56 |
| 51 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 55 |
| 52 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 62 |
| 53 | 5 | 5 | 3 | 3 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 66 |
| 54 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 57 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 56 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 68 |
| 57 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 5 | 4 | 3 | 4 | 3 | 4 | 57 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 59 | 5 | 3 | 5 | 3 | 3 | 5 | 5 | 3 | 3 | 3 | 5 | 3 | 5 | 3 | 5 | 59 |
| 60 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 66 |
| 61 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 70 |
| 62 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 67 |
| 63 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 64 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 61 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 70 |
| 66 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 68 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 74 |
| 69 | 5 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 5 | 3 | 5 | 5 | 59 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 71 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 73 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 74 |
| 73 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 74 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 59 |
| 75 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 70 |
| 76 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 70 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 73 |

| No | | | | | | | | | | | | | | | | Total |
|----|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|-------|
| | | | | | | Y | | | | | | | | | | |
| | | | | | | Butir Soal | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| 1 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 69 |
| 2 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 70 |
| 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 66 |
| 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 73 |
| 5 | 4 | 4 | 4 | 5 | 5 | 2 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 5 | 59 |
| 6 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 3 | 5 | 3 | 3 | 4 | 5 | 62 |
| 7 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 70 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 9 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 63 |
| 10 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 70 |
| 11 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 4 | 63 |
| 12 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 63 |
| 13 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 61 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 58 |
| 15 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 65 |
| 16 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 69 |
| 17 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 70 |
| 18 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 65 |
| 19 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 64 |
| 20 | 5 | 3 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 5 | 3 | 5 | 5 | 60 |
| 21 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 66 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 23 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 67 |
| 24 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 25 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 66 |
| 26 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 70 |
| 27 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 63 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 30 | 5 | 4 | 2 | 3 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 5 | 3 | 5 | 55 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 33 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 69 |
| 34 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 66 |
| 35 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 63 |
| 36 | 5 | 4 | 5 | 3 | 3 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 3 | 5 | 3 | 60 |
| 37 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 54 |
| 38 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 63 |
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| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 60 |
| 41 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 63 |

| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 58 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 43 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 64 |
| 44 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 70 |
| 45 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 66 |
| 46 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 68 |
| 47 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 70 |
| 48 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 68 |
| 49 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 72 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 72 |
| 51 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 66 |
| 52 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 72 |
| 53 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 71 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 74 |
| 55 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 67 |
| 56 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 70 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 71 |
| 58 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 72 |
| 59 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 71 |
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| 61 | 4 | 3 | 4 | 3 | 5 | 5 | 3 | 3 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 61 |
| 62 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 72 |
| 63 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 71 |
| 64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 73 |
| 65 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 68 |
| 66 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 71 |
| 67 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 71 |
| 68 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 68 |
| 69 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 69 |
| 70 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 71 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 73 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 61 |
| 73 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 71 |
| 74 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 70 |
| 75 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 70 |
| 76 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 71 |
| 77 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 73 |

Lampran 3
Hasil Uji Validitas Kualitas Pelayanan

**Correlations**

| | | VAR00 001 | VAR00 002 | VAR00 003 | VAR00 004 | VAR00 005 | VAR00 006 | VAR00 007 | VAR00 008 | VAR00 009 | VAR00 010 | VAR00 011 | VAR00 012 | VAR00 013 | VAR00 014 | VAR00 015 | VAR00 016 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00 001 | Pearson Correlation | 1 | ,710** | ,529** | ,046 | ,354** | -,202 | -,141 | -,110 | -,002 | -,218 | ,116 | ,130 | ,098 | -,092 | ,248* | ,257* |
| | Sig. (2-tailed) | | ,000 | ,000 | ,693 | ,002 | ,078 | ,222 | ,341 | ,989 | ,057 | ,314 | ,259 | ,396 | ,427 | ,030 | ,024 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 002 | Pearson Correlation | ,710** | 1 | ,476** | ,242* | ,418** | ,052 | ,188 | ,121 | -,012 | ,111 | ,268* | ,239* | ,182 | ,117 | ,291* | ,496** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,034 | ,000 | ,654 | ,102 | ,296 | ,919 | ,335 | ,019 | ,036 | ,113 | ,309 | ,010 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 003 | Pearson Correlation | ,529** | ,476** | 1 | ,119 | ,504** | ,115 | -,010 | -,028 | -,019 | ,050 | ,343** | ,333** | ,245* | -,113 | ,186 | ,416** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,304 | ,000 | ,318 | ,931 | ,812 | ,869 | ,667 | ,002 | ,003 | ,032 | ,328 | ,105 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 004 | Pearson Correlation | ,046 | ,242* | ,119 | 1 | ,127 | ,456** | ,611** | ,623** | ,058 | ,589** | ,075 | ,205 | ,155 | ,553** | ,051 | ,591** |
| | Sig. (2-tailed) | ,693 | ,034 | ,304 | | ,270 | ,000 | ,000 | ,000 | ,615 | ,000 | ,518 | ,073 | ,178 | ,000 | ,662 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 005 | Pearson Correlation | ,354** | ,418** | ,504** | ,127 | 1 | ,161 | ,226* | ,347** | ,150 | ,337** | ,562** | ,450** | ,288* | ,138 | ,188 | ,613** |
| | Sig. (2-tailed) | ,002 | ,000 | ,000 | ,270 | | ,163 | ,048 | ,002 | ,192 | ,003 | ,000 | ,000 | ,011 | ,230 | ,101 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00006 | Pearson Correlation | -,202 | ,052 | ,115 | ,456** | ,161 | 1 | ,555** | ,716** | ,238* | ,591** | ,221 | ,188 | ,163 | ,520** | -,026 | ,575** |
| | Sig. (2-tailed) | ,078 | ,654 | ,318 | ,000 | ,163 | | ,000 | ,000 | ,037 | ,000 | ,054 | ,101 | ,157 | ,000 | ,825 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00007 | Pearson Correlation | -,141 | ,188 | -,010 | ,611** | ,226* | ,555** | 1 | ,740** | ,345** | ,611** | ,301** | ,327** | ,201 | ,766** | ,060 | ,703** |
| | Sig. (2-tailed) | ,222 | ,102 | ,931 | ,000 | ,048 | ,000 | | ,000 | ,002 | ,000 | ,008 | ,004 | ,080 | ,000 | ,603 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00008 | Pearson Correlation | -,110 | ,121 | -,028 | ,623** | ,347** | ,716** | ,740** | 1 | ,266* | ,691** | ,301** | ,345** | ,214 | ,745** | ,101 | ,735** |
| | Sig. (2-tailed) | ,341 | ,296 | ,812 | ,000 | ,002 | ,000 | ,000 | | ,019 | ,000 | ,008 | ,002 | ,062 | ,000 | ,383 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00009 | Pearson Correlation | -,002 | -,012 | -,019 | ,058 | ,150 | ,238* | ,345** | ,266* | 1 | ,281* | ,259* | ,385** | ,198 | ,306** | ,137 | ,434** |
| | Sig. (2-tailed) | ,989 | ,919 | ,869 | ,615 | ,192 | ,037 | ,002 | ,019 | | ,013 | ,023 | ,001 | ,084 | ,007 | ,233 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00010 | Pearson Correlation | -,218 | ,111 | ,050 | ,589** | ,337** | ,591** | ,611** | ,691** | ,281* | 1 | ,294** | ,470** | ,315** | ,645** | ,119 | ,713** |
| | Sig. (2-tailed) | ,057 | ,335 | ,667 | ,000 | ,003 | ,000 | ,000 | ,000 | ,013 | | ,009 | ,000 | ,005 | ,000 | ,301 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00011 | Pearson Correlation | ,116 | ,268* | ,343** | ,075 | ,562** | ,221 | ,301** | ,301** | ,259* | ,294** | 1 | ,457** | ,556** | ,250* | ,323** | ,628** |
| | Sig. (2-tailed) | ,314 | ,019 | ,002 | ,518 | ,000 | ,054 | ,008 | ,008 | ,023 | ,009 | | ,000 | ,000 | ,028 | ,004 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00012 | Pearson Correlation | ,130 | ,239* | ,333** | ,205 | ,450** | ,188 | ,327** | ,345** | ,385** | ,470** | ,457** | 1 | ,432** | ,328** | ,277* | ,654** |

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Sig. (2-tailed) | ,259 | ,036 | ,003 | ,073 | ,000 | ,101 | ,004 | ,002 | ,001 | ,000 | ,000 | | ,000 | ,004 | ,015 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00013 | Pearson Correlation | ,098 | ,182 | ,245* | ,155 | ,288* | ,163 | ,201 | ,214 | ,198 | ,315** | ,556** | ,432** | 1 | ,177 | ,602** | ,561** |
| | Sig. (2-tailed) | ,396 | ,113 | ,032 | ,178 | ,011 | ,157 | ,080 | ,062 | ,084 | ,005 | ,000 | ,000 | | ,125 | ,000 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00014 | Pearson Correlation | -,092 | ,117 | -,113 | ,553** | ,138 | ,520** | ,766** | ,745** | ,306** | ,645** | ,250* | ,328** | ,177 | 1 | ,160 | ,665** |
| | Sig. (2-tailed) | ,427 | ,309 | ,328 | ,000 | ,230 | ,000 | ,000 | ,000 | ,007 | ,000 | ,028 | ,004 | ,125 | | ,164 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00015 | Pearson Correlation | ,248* | ,291* | ,186 | ,051 | ,188 | -,026 | ,060 | ,101 | ,137 | ,119 | ,323** | ,277* | ,602** | ,160 | 1 | ,423** |
| | Sig. (2-tailed) | ,030 | ,010 | ,105 | ,662 | ,101 | ,825 | ,603 | ,383 | ,233 | ,301 | ,004 | ,015 | ,000 | ,164 | | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00016 | Pearson Correlation | ,257* | ,496** | ,416** | ,591** | ,613** | ,575** | ,703** | ,735** | ,434** | ,713** | ,628** | ,654** | ,561** | ,665** | ,423** | 1 |
| | Sig. (2-tailed) | ,024 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |

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

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

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Hasil Uji Validitas Citra Merek

**Correlations**

| | | VAR00001 | VAR00002 | VAR00003 | VAR00004 | VAR00005 | VAR00006 | VAR00007 | VAR00008 | VAR00009 | VAR00010 | VAR00011 | VAR00012 | VAR00013 | VAR00014 | VAR00015 | VAR00016 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00001 | Pearson Correlation | 1 | ,066 | ,148 | -,026 | ,036 | -,206 | ,303** | ,013 | ,185 | ,096 | -,023 | ,265* | ,020 | ,328** | ,182 | ,299** |
| | Sig. (2-tailed) | | ,571 | ,200 | ,825 | ,756 | ,073 | ,007 | ,911 | ,108 | ,406 | ,840 | ,020 | ,865 | ,004 | ,112 | ,008 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00002 | Pearson Correlation | ,066 | 1 | ,109 | ,061 | ,120 | ,191 | -,128 | ,016 | -,199 | -,132 | ,221 | ,164 | ,043 | -,032 | ,046 | ,176 |
| | Sig. (2-tailed) | ,571 | | ,344 | ,597 | ,298 | ,096 | ,266 | ,891 | ,083 | ,253 | ,053 | ,155 | ,713 | ,781 | ,689 | ,127 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00003 | Pearson Correlation | ,148 | ,109 | 1 | ,191 | ,208 | ,262* | ,399** | ,433** | ,064 | ,464** | ,135 | -,066 | -,048 | ,338** | ,124 | ,506** |
| | Sig. (2-tailed) | ,200 | ,344 | | ,096 | ,069 | ,021 | ,000 | ,000 | ,580 | ,000 | ,241 | ,571 | ,678 | ,003 | ,283 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00004 | Pearson Correlation | -,026 | ,061 | ,191 | 1 | ,382** | ,582** | ,338** | ,331** | ,209 | ,156 | ,117 | ,125 | ,150 | ,196 | ,016 | ,516** |
| | Sig. (2-tailed) | ,825 | ,597 | ,096 | | ,001 | ,000 | ,003 | ,003 | ,068 | ,175 | ,313 | ,278 | ,193 | ,088 | ,890 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00005 | Pearson Correlation | ,036 | ,120 | ,208 | ,382** | 1 | ,333** | ,156 | ,442** | ,386** | ,152 | ,227* | ,035 | ,170 | ,073 | -,037 | ,503** |
| | Sig. (2-tailed) | ,756 | ,298 | ,069 | ,001 | | ,003 | ,176 | ,000 | ,001 | ,188 | ,047 | ,763 | ,138 | ,530 | ,748 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00 006 | Pearson Correlation | -,206 | ,191 | ,262* | ,582** | ,333** | 1 | ,239* | ,497** | ,160 | ,219 | ,118 | ,179 | ,198 | ,101 | ,003 | ,527** |
| | Sig. (2-tailed) | ,073 | ,096 | ,021 | ,000 | ,003 | | ,036 | ,000 | ,166 | ,056 | ,307 | ,120 | ,085 | ,384 | ,981 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 007 | Pearson Correlation | ,303** | -,128 | ,399** | ,338** | ,156 | ,239* | 1 | ,364** | ,232* | ,495** | ,314** | ,250* | ,230* | ,691** | ,020 | ,670** |
| | Sig. (2-tailed) | ,007 | ,266 | ,000 | ,003 | ,176 | ,036 | | ,001 | ,042 | ,000 | ,005 | ,029 | ,044 | ,000 | ,864 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 008 | Pearson Correlation | ,013 | ,016 | ,433** | ,331** | ,442** | ,497** | ,364** | 1 | ,289* | ,516** | ,176 | ,256* | ,130 | ,249* | ,115 | ,664** |
| | Sig. (2-tailed) | ,911 | ,891 | ,000 | ,003 | ,000 | ,000 | ,001 | | ,011 | ,000 | ,126 | ,025 | ,261 | ,029 | ,320 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 009 | Pearson Correlation | ,185 | -,199 | ,064 | ,209 | ,386** | ,160 | ,232* | ,289* | 1 | ,321** | ,322** | ,156 | ,229* | ,211 | ,200 | ,531** |
| | Sig. (2-tailed) | ,108 | ,083 | ,580 | ,068 | ,001 | ,166 | ,042 | ,011 | | ,004 | ,004 | ,176 | ,045 | ,065 | ,081 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 010 | Pearson Correlation | ,096 | -,132 | ,464** | ,156 | ,152 | ,219 | ,495** | ,516** | ,321** | 1 | ,385** | ,243* | ,204 | ,423** | ,072 | ,646** |
| | Sig. (2-tailed) | ,406 | ,253 | ,000 | ,175 | ,188 | ,056 | ,000 | ,000 | ,004 | | ,001 | ,033 | ,076 | ,000 | ,536 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 011 | Pearson Correlation | -,023 | ,221 | ,135 | ,117 | ,227* | ,118 | ,314** | ,176 | ,322** | ,385** | 1 | ,276* | ,232* | ,217 | -,041 | ,514** |
| | Sig. (2-tailed) | ,840 | ,053 | ,241 | ,313 | ,047 | ,307 | ,005 | ,126 | ,004 | ,001 | | ,015 | ,042 | ,058 | ,721 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 012 | Pearson Correlation | ,265* | ,164 | -,066 | ,125 | ,035 | ,179 | ,250* | ,256* | ,156 | ,243* | ,276* | 1 | ,299** | ,364** | ,054 | ,478** |

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Sig. (2-tailed) | ,020 | ,155 | ,571 | ,278 | ,763 | ,120 | ,029 | ,025 | ,176 | ,033 | ,015 | | ,008 | ,001 | ,643 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00013 | Pearson Correlation | ,020 | ,043 | -,048 | ,150 | ,170 | ,198 | ,230* | ,130 | ,229* | ,204 | ,232* | ,299** | 1 | ,266* | ,139 | ,444** |
| | Sig. (2-tailed) | ,865 | ,713 | ,678 | ,193 | ,138 | ,085 | ,044 | ,261 | ,045 | ,076 | ,042 | ,008 | | ,020 | ,228 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00014 | Pearson Correlation | ,328** | -,032 | ,338** | ,196 | ,073 | ,101 | ,691** | ,249* | ,211 | ,423** | ,217 | ,364** | ,266* | 1 | ,187 | ,626** |
| | Sig. (2-tailed) | ,004 | ,781 | ,003 | ,088 | ,530 | ,384 | ,000 | ,029 | ,065 | ,000 | ,058 | ,001 | ,020 | | ,104 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00015 | Pearson Correlation | ,182 | ,046 | ,124 | ,016 | -,037 | ,003 | ,020 | ,115 | ,200 | ,072 | -,041 | ,054 | ,139 | ,187 | 1 | ,267* |
| | Sig. (2-tailed) | ,112 | ,689 | ,283 | ,890 | ,748 | ,981 | ,864 | ,320 | ,081 | ,536 | ,721 | ,643 | ,228 | ,104 | | ,019 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00016 | Pearson Correlation | ,299** | ,176 | ,506** | ,516** | ,503** | ,527** | ,670** | ,664** | ,531** | ,646** | ,514** | ,478** | ,444** | ,626** | ,267* | 1 |
| | Sig. (2-tailed) | ,008 | ,127 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,019 | |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |

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

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

Lampiran 5
Hasill Uji Validitas Promosi

**Correlations**

| | | VAR00001 | VAR00002 | VAR00003 | VAR00004 | VAR00005 | VAR00006 | VAR00007 | VAR00008 | VAR00009 | VAR00010 | VAR00011 | VAR00012 | VAR00013 | VAR00014 | VAR00015 | VAR00016 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00001 | Pearson Correlation | 1 | ,358** | ,598** | ,028 | -,043 | ,060 | ,360** | -,119 | ,383** | ,320** | ,208 | ,064 | -,011 | ,251* | ,031 | ,410** |
| | Sig. (2-tailed) | | ,001 | ,000 | ,810 | ,708 | ,601 | ,001 | ,301 | ,001 | ,005 | ,069 | ,578 | ,927 | ,028 | ,792 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00002 | Pearson Correlation | ,358** | 1 | ,232* | ,356** | ,309** | ,178 | ,283* | ,185 | ,426** | ,367** | ,574** | ,330** | ,126 | ,294** | ,052 | ,607** |
| | Sig. (2-tailed) | ,001 | | ,043 | ,001 | ,006 | ,121 | ,013 | ,108 | ,000 | ,001 | ,000 | ,003 | ,273 | ,010 | ,651 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00003 | Pearson Correlation | ,598** | ,232* | 1 | ,181 | -,017 | ,211 | ,226* | ,049 | ,135 | ,367** | ,140 | ,033 | -,123 | -,015 | -,123 | ,351** |
| | Sig. (2-tailed) | ,000 | ,043 | | ,115 | ,883 | ,065 | ,048 | ,672 | ,243 | ,001 | ,225 | ,774 | ,285 | ,899 | ,287 | ,002 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00004 | Pearson Correlation | ,028 | ,356** | ,181 | 1 | ,553** | ,691** | ,232* | ,464** | ,336** | ,395** | ,097 | ,529** | ,262* | ,267* | ,038 | ,664** |
| | Sig. (2-tailed) | ,810 | ,001 | ,115 | | ,000 | ,000 | ,042 | ,000 | ,003 | ,000 | ,401 | ,000 | ,021 | ,019 | ,742 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00005 | Pearson Correlation | -,043 | ,309** | -,017 | ,553** | 1 | ,493** | ,280* | ,524** | ,361** | ,333** | ,218 | ,412** | ,439** | ,197 | ,140 | ,628** |
| | Sig. (2-tailed) | ,708 | ,006 | ,883 | ,000 | | ,000 | ,014 | ,000 | ,001 | ,003 | ,057 | ,000 | ,000 | ,086 | ,224 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00 006 | Pearson Correlation | ,060 | ,178 | ,211 | ,691** | ,493** | 1 | ,427** | ,578** | ,251* | ,277* | ,433** | ,389** | ,405** | ,144 | ,048 | ,681** |
| | Sig. (2-tailed) | ,601 | ,121 | ,065 | ,000 | ,000 | | ,000 | ,000 | ,027 | ,015 | ,000 | ,000 | ,000 | ,212 | ,680 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 007 | Pearson Correlation | ,360** | ,283* | ,226* | ,232* | ,280* | ,427** | 1 | ,211 | ,614** | ,577** | ,523** | ,241* | ,228* | ,539** | ,005 | ,695** |
| | Sig. (2-tailed) | ,001 | ,013 | ,048 | ,042 | ,014 | ,000 | | ,065 | ,000 | ,000 | ,000 | ,035 | ,046 | ,000 | ,964 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 008 | Pearson Correlation | -,119 | ,185 | ,049 | ,464** | ,524** | ,578** | ,211 | 1 | ,179 | ,114 | ,376** | ,160 | ,449** | ,124 | ,238* | ,552** |
| | Sig. (2-tailed) | ,301 | ,108 | ,672 | ,000 | ,000 | ,000 | ,065 | | ,120 | ,323 | ,001 | ,165 | ,000 | ,284 | ,037 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 009 | Pearson Correlation | ,383** | ,426** | ,135 | ,336** | ,361** | ,251* | ,614** | ,179 | 1 | ,504** | ,331** | ,407** | -,027 | ,615** | ,005 | ,673** |
| | Sig. (2-tailed) | ,001 | ,000 | ,243 | ,003 | ,001 | ,027 | ,000 | ,120 | | ,000 | ,003 | ,000 | ,817 | ,000 | ,965 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 010 | Pearson Correlation | ,320** | ,367** | ,367** | ,395** | ,333** | ,277* | ,577** | ,114 | ,504** | 1 | ,239* | ,410** | ,141 | ,537** | -,176 | ,655** |
| | Sig. (2-tailed) | ,005 | ,001 | ,001 | ,000 | ,003 | ,015 | ,000 | ,323 | ,000 | | ,037 | ,000 | ,222 | ,000 | ,125 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 011 | Pearson Correlation | ,208 | ,574** | ,140 | ,097 | ,218 | ,433** | ,523** | ,376** | ,331** | ,239* | 1 | ,064 | ,321** | ,230* | ,173 | ,590** |
| | Sig. (2-tailed) | ,069 | ,000 | ,225 | ,401 | ,057 | ,000 | ,000 | ,001 | ,003 | ,037 | | ,580 | ,004 | ,044 | ,131 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 012 | Pearson Correlation | ,064 | ,330** | ,033 | ,529** | ,412** | ,389** | ,241* | ,160 | ,407** | ,410** | ,064 | 1 | ,234* | ,437** | -,068 | ,562** |

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Sig. (2-tailed) | ,578 | ,003 | ,774 | ,000 | ,000 | ,000 | ,035 | ,165 | ,000 | ,000 | ,580 | | ,040 | ,000 | ,555 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00013 | Pearson Correlation | -,011 | ,126 | -,123 | ,262* | ,439** | ,405** | ,228* | ,449** | -,027 | ,141 | ,321** | ,234* | 1 | ,210 | ,328** | ,462** |
| | Sig. (2-tailed) | ,927 | ,273 | ,285 | ,021 | ,000 | ,000 | ,046 | ,000 | ,817 | ,222 | ,004 | ,040 | | ,066 | ,004 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00014 | Pearson Correlation | ,251* | ,294** | -,015 | ,267* | ,197 | ,144 | ,539** | ,124 | ,615** | ,537** | ,230* | ,437** | ,210 | 1 | -,017 | ,577** |
| | Sig. (2-tailed) | ,028 | ,010 | ,899 | ,019 | ,086 | ,212 | ,000 | ,284 | ,000 | ,000 | ,044 | ,000 | ,066 | | ,887 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00015 | Pearson Correlation | ,031 | ,052 | -,123 | ,038 | ,140 | ,048 | ,005 | ,238* | ,005 | -,176 | ,173 | -,068 | ,328** | -,017 | 1 | ,190 |
| | Sig. (2-tailed) | ,792 | ,651 | ,287 | ,742 | ,224 | ,680 | ,964 | ,037 | ,965 | ,125 | ,131 | ,555 | ,004 | ,887 | | ,098 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00016 | Pearson Correlation | ,410** | ,607** | ,351** | ,664** | ,628** | ,681** | ,695** | ,552** | ,673** | ,655** | ,590** | ,562** | ,462** | ,577** | ,190 | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,002 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,098 | |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |

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

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

Lampiran 6
Hasil uji validitas keputusan pembelian

**Correlations**

| | | VAR00 001 | VAR00 002 | VAR00 003 | VAR00 004 | VAR00 005 | VAR00 006 | VAR00 007 | VAR00 008 | VAR00 009 | VAR00 010 | VAR00 011 | VAR00 012 | VAR00 013 | VAR00 014 | VAR00 015 | VAR00 016 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00 001 | Pearson Correlation | 1 | ,190 | ,455** | -,140 | -,112 | -,007 | ,425** | -,184 | ,099 | ,326** | ,080 | -,029 | -,030 | ,275* | ,070 | ,298** |
| | Sig. (2-tailed) | | ,097 | ,000 | ,226 | ,331 | ,952 | ,000 | ,109 | ,390 | ,004 | ,489 | ,801 | ,795 | ,016 | ,546 | ,008 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 002 | Pearson Correlation | ,190 | 1 | ,147 | ,114 | ,071 | ,077 | ,270* | ,036 | -,009 | ,251* | ,425** | ,075 | ,125 | ,052 | ,030 | ,367** |
| | Sig. (2-tailed) | ,097 | | ,201 | ,325 | ,539 | ,508 | ,017 | ,755 | ,937 | ,027 | ,000 | ,514 | ,277 | ,651 | ,795 | ,001 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 003 | Pearson Correlation | ,455** | ,147 | 1 | ,196 | ,285* | ,107 | ,667** | ,138 | ,451** | ,370** | ,416** | ,232* | ,095 | ,383** | ,040 | ,647** |
| | Sig. (2-tailed) | ,000 | ,201 | | ,088 | ,012 | ,354 | ,000 | ,230 | ,000 | ,001 | ,000 | ,042 | ,412 | ,001 | ,732 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 004 | Pearson Correlation | -,140 | ,114 | ,196 | 1 | ,478** | ,133 | ,215 | ,674** | ,231* | ,048 | ,313** | ,104 | ,405** | ,163 | ,039 | ,533** |
| | Sig. (2-tailed) | ,226 | ,325 | ,088 | | ,000 | ,250 | ,061 | ,000 | ,043 | ,678 | ,006 | ,369 | ,000 | ,155 | ,739 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00 005 | Pearson Correlation | -,112 | ,071 | ,285* | ,478** | 1 | ,218 | ,199 | ,245* | ,200 | ,260* | ,388** | ,154 | ,492** | ,251* | ,163 | ,559** |
| | Sig. (2-tailed) | ,331 | ,539 | ,012 | ,000 | | ,057 | ,083 | ,032 | ,081 | ,022 | ,000 | ,181 | ,000 | ,028 | ,157 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00006 | Pearson Correlation | -,007 | ,077 | ,107 | ,133 | ,218 | 1 | ,138 | ,254* | ,111 | ,282* | ,202 | ,074 | ,629** | ,116 | ,348** | ,470** |
| | Sig. (2-tailed) | ,952 | ,508 | ,354 | ,250 | ,057 | | ,232 | ,026 | ,337 | ,013 | ,079 | ,524 | ,000 | ,316 | ,002 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00007 | Pearson Correlation | ,425** | ,270* | ,667** | ,215 | ,199 | ,138 | 1 | ,255* | ,361** | ,467** | ,384** | ,285* | ,203 | ,388** | ,082 | ,688** |
| | Sig. (2-tailed) | ,000 | ,017 | ,000 | ,061 | ,083 | ,232 | | ,025 | ,001 | ,000 | ,001 | ,012 | ,076 | ,000 | ,476 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00008 | Pearson Correlation | -,184 | ,036 | ,138 | ,674** | ,245* | ,254* | ,255* | 1 | ,096 | ,051 | ,304** | ,123 | ,463** | ,180 | -,014 | ,486** |
| | Sig. (2-tailed) | ,109 | ,755 | ,230 | ,000 | ,032 | ,026 | ,025 | | ,405 | ,657 | ,007 | ,286 | ,000 | ,118 | ,904 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00009 | Pearson Correlation | ,099 | -,009 | ,451** | ,231* | ,200 | ,111 | ,361** | ,096 | 1 | ,230* | ,270* | ,076 | ,191 | ,269* | ,036 | ,483** |
| | Sig. (2-tailed) | ,390 | ,937 | ,000 | ,043 | ,081 | ,337 | ,001 | ,405 | | ,045 | ,018 | ,514 | ,096 | ,018 | ,758 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00010 | Pearson Correlation | ,326** | ,251* | ,370** | ,048 | ,260* | ,282* | ,467** | ,051 | ,230* | 1 | ,301** | ,143 | ,382** | ,457** | ,112 | ,600** |
| | Sig. (2-tailed) | ,004 | ,027 | ,001 | ,678 | ,022 | ,013 | ,000 | ,657 | ,045 | | ,008 | ,215 | ,001 | ,000 | ,332 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00011 | Pearson Correlation | ,080 | ,425** | ,416** | ,313** | ,388** | ,202 | ,384** | ,304** | ,270* | ,301** | 1 | ,182 | ,257* | ,214 | ,173 | ,642** |
| | Sig. (2-tailed) | ,489 | ,000 | ,000 | ,006 | ,000 | ,079 | ,001 | ,007 | ,018 | ,008 | | ,113 | ,024 | ,062 | ,133 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00012 | Pearson Correlation | -,029 | ,075 | ,232* | ,104 | ,154 | ,074 | ,285* | ,123 | ,076 | ,143 | ,182 | 1 | ,158 | ,239* | ,129 | ,386** |

| | | VAR00001 | VAR00002 | VAR00003 | VAR00004 | VAR00005 | VAR00006 | VAR00007 | VAR00008 | VAR00009 | VAR00010 | VAR00011 | VAR00012 | VAR00013 | VAR00014 | VAR00015 | VAR00016 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Sig. (2-tailed) | ,801 | ,514 | ,042 | ,369 | ,181 | ,524 | ,012 | ,286 | ,514 | ,215 | ,113 | | ,171 | ,037 | ,264 | ,001 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00013 | Pearson Correlation | -,030 | ,125 | ,095 | ,405** | ,492** | ,629** | ,203 | ,463** | ,191 | ,382** | ,257* | ,158 | 1 | ,228* | ,227* | ,624** |
| | Sig. (2-tailed) | ,795 | ,277 | ,412 | ,000 | ,000 | ,000 | ,076 | ,000 | ,096 | ,001 | ,024 | ,171 | | ,046 | ,048 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00014 | Pearson Correlation | ,275* | ,052 | ,383** | ,163 | ,251* | ,116 | ,388** | ,180 | ,269* | ,457** | ,214 | ,239* | ,228* | 1 | ,164 | ,575** |
| | Sig. (2-tailed) | ,016 | ,651 | ,001 | ,155 | ,028 | ,316 | ,000 | ,118 | ,018 | ,000 | ,062 | ,037 | ,046 | | ,153 | ,000 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00015 | Pearson Correlation | ,070 | ,030 | ,040 | ,039 | ,163 | ,348** | ,082 | -,014 | ,036 | ,112 | ,173 | ,129 | ,227* | ,164 | 1 | ,327** |
| | Sig. (2-tailed) | ,546 | ,795 | ,732 | ,739 | ,157 | ,002 | ,476 | ,904 | ,758 | ,332 | ,133 | ,264 | ,048 | ,153 | | ,004 |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |
| VAR00016 | Pearson Correlation | ,298** | ,367** | ,647** | ,533** | ,559** | ,470** | ,688** | ,486** | ,483** | ,600** | ,642** | ,386** | ,624** | ,575** | ,327** | 1 |
| | Sig. (2-tailed) | ,008 | ,001 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,001 | ,000 | ,000 | ,004 | |
| | N | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 |

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

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

# DISTRIBUSI NILAI r<sub>tabel</sub> SIGNIFIKANSI 5% dan 1%

| N | The Level of Significance | | N | The Level of Significance | |
|---|---|---|---|---|---|
| | 5% | 1% | | 5% | 1% |
| 3 | 0.997 | 0.999 | 38 | 0.320 | 0.413 |
| 4 | 0.950 | 0.990 | 39 | 0.316 | 0.408 |
| 5 | 0.878 | 0.959 | 40 | 0.312 | 0.403 |
| 6 | 0.811 | 0.917 | 41 | 0.308 | 0.398 |
| 7 | 0.754 | 0.874 | 42 | 0.304 | 0.393 |
| 8 | 0.707 | 0.834 | 43 | 0.301 | 0.389 |
| 9 | 0.666 | 0.798 | 44 | 0.297 | 0.384 |
| 10 | 0.632 | 0.765 | 45 | 0.294 | 0.380 |
| 11 | 0.602 | 0.735 | 46 | 0.291 | 0.376 |
| 12 | 0.576 | 0.708 | 47 | 0.288 | 0.372 |
| 13 | 0.553 | 0.684 | 48 | 0.284 | 0.368 |
| 14 | 0.532 | 0.661 | 49 | 0.281 | 0.364 |
| 15 | 0.514 | 0.641 | 50 | 0.279 | 0.361 |
| 16 | 0.497 | 0.623 | 55 | 0.266 | 0.345 |
| 17 | 0.482 | 0.606 | 60 | 0.254 | 0.330 |
| 18 | 0.468 | 0.590 | 65 | 0.244 | 0.317 |
| 19 | 0.456 | 0.575 | 70 | 0.235 | 0.306 |
| 20 | 0.444 | 0.561 | 75 | 0.227 | 0.296 |
| 21 | 0.433 | 0.549 | 80 | 0.220 | 0.286 |
| 22 | 0.432 | 0.537 | 85 | 0.213 | 0.278 |
| 23 | 0.413 | 0.526 | 90 | 0.207 | 0.267 |
| 24 | 0.404 | 0.515 | 95 | 0.202 | 0.263 |
| 25 | 0.396 | 0.505 | 100 | 0.195 | 0.256 |
| 26 | 0.388 | 0.496 | 125 | 0.176 | 0.230 |
| 27 | 0.381 | 0.487 | 150 | 0.159 | 0.210 |
| 28 | 0.374 | 0.478 | 175 | 0.148 | 0.194 |
| 29 | 0.367 | 0.470 | 200 | 0.138 | 0.181 |
| 30 | **0.361** | 0.463 | 300 | 0.113 | 0.148 |
| 31 | 0.355 | 0.456 | 400 | 0.098 | 0.128 |

## Tabel Nilai t

| d.f | $t_{0.10}$ | $t_{0.05}$ | $t_{0.025}$ | $t_{0.01}$ | $t_{0.005}$ | d.f |
|---|---|---|---|---|---|---|
| 1 | 3,078 | 6,314 | 12,706 | 31,821 | 63, 657 | 1 |
| 2 | 1,886 | 2,920 | 4,303 | 6,965 | 9,925 | 2 |
| 3 | 1,638 | 2,353 | 3,182 | 4,541 | 5,841 | 3 |
| 4 | 1,533 | 2,132 | 2,776 | 3,747 | 4,604 | 4 |
| 5 | 1,476 | 2,015 | 2,571 | 3,365 | 4,032 | 5 |
| 6 | 1,440 | 1,943 | 2,447 | 3,143 | 3,707 | 6 |
| 7 | 1,415 | 1,895 | 2,365 | 2,998 | 3,499 | 7 |
| 8 | 1,397 | **1,860** | 2,306 | 2,896 | 3,355 | 8 |
| 9 | 1,383 | 1,833 | 2,262 | 2,821 | 3,250 | 9 |
| 10 | 1,372 | 1,812 | 2,228 | 2,764 | 3,169 | 10 |
| 11 | 1,363 | 1,796 | 2,201 | 2,718 | 3,106 | 11 |
| 12 | 1,356 | 1,782 | 2,179 | 2,681 | 3,055 | 12 |
| 13 | 1,350 | **1,771** | 2,160 | 2,650 | 3,012 | 13 |
| 14 | 1,345 | 1,761 | 2,145 | 2,624 | 2,977 | 14 |
| 15 | 1,341 | 1,753 | 2,131 | 2,602 | 2,947 | 15 |
| 16 | 1,337 | 1,746 | 2,120 | 2,583 | 2,921 | 16 |
| 17 | 1,333 | 1,740 | 2,110 | 2,567 | 2,898 | 17 |
| 18 | 1,330 | 1,734 | 2,101 | 2,552 | 2,878 | 18 |
| 19 | 1,328 | 1,729 | 2,093 | 2,539 | 2,861 | 19 |
| 20 | 1,325 | 1,725 | 2,086 | 2,528 | 2,845 | 20 |
| 21 | 1,323 | 1,721 | 2,080 | 2,518 | 2,831 | 21 |
| 22 | 1,321 | 1,717 | 2,074 | 2,508 | 2,819 | 22 |
| 23 | 1,319 | 1,714 | 2,069 | 2,500 | 2,807 | 23 |
| 24 | 1,318 | 1,711 | 2,064 | 2,492 | 2,797 | 24 |
| 25 | 1,316 | 1,708 | 2,060 | 2,485 | 2,787 | 25 |
| 26 | 1,315 | 1,706 | 2,056 | 2,479 | 2,779 | 26 |
| 27 | 1,314 | 1,703 | 2,052 | 2,473 | 2,771 | 27 |
| 28 | 1,313 | 1,701 | 2,048 | 2,467 | 2,763 | 28 |
| 29 | 1,311 | 1,699 | 2,045 | 2,462 | 2,756 | 29 |
| 30 | 1,310 | 1,697 | 2,042 | 2,457 | 2,750 | 30 |
| 31 | 1,309 | 1,696 | 2,040 | 2,453 | 2,744 | 31 |
| 32 | 1,309 | 1,694 | 2,037 | 2,449 | 2,738 | 32 |
| 33 | 1,308 | 1,692 | 2,035 | 2,445 | 2,733 | 33 |
| 34 | 1,307 | 1,691 | 2,032 | 2,441 | 2,728 | 34 |
| 35 | 1,306 | 1,690 | 2,030 | 2,438 | 2,724 | 35 |
| 36 | 1,306 | 1,688 | 2,028 | 2,434 | 2,719 | 36 |
| 37 | 1,305 | 1,687 | 2,026 | 2,431 | 2,715 | 37 |
| 38 | 1,304 | 1,686 | 2,024 | 2,429 | 2,712 | 38 |
| 39 | 1,303 | 1,685 | 2,023 | 2,426 | 2,708 | 39 |

Sumber: *Aplikasi Analisis Multivariate Dengan Program SPSS* (Dr. Imam Ghozali)

## Tabel Nilai t

| d.f | $t_{0.10}$ | $t_{0.05}$ | $t_{0.025}$ | $t_{0.01}$ | $t_{0.005}$ | d.f |
|---|---|---|---|---|---|---|
| 40 | 1,303 | 1,684 | 2,021 | 2,423 | 2,704 | 40 |
| 41 | 1,303 | 1,683 | 2,020 | 2,421 | 2,701 | 41 |
| 42 | 1,302 | 1,682 | 2,018 | 2,418 | 2,698 | 42 |
| 43 | 1,302 | 1,681 | 2,017 | 2,416 | 2,695 | 43 |
| 44 | 1,301 | 1,680 | 2,015 | 2,414 | 2,692 | 44 |
| 45 | 1,301 | 1,679 | 2,014 | 2,412 | 2,690 | 45 |
| 46 | 1,300 | 1,679 | 2,013 | 2,410 | 2,687 | 46 |
| 47 | 1,300 | 1,678 | 2,012 | 2,408 | 2,685 | 47 |
| 48 | 1,299 | 1,677 | 2,011 | 2,407 | 2,682 | 48 |
| 49 | 1,299 | 1,677 | 2,010 | 2,405 | 2,680 | 49 |
| 50 | 1,299 | 1,676 | 2,009 | 2,403 | 2,678 | 50 |
| 51 | 1,298 | 1,675 | 2,008 | 2,402 | 2,676 | 51 |
| 52 | 1,298 | 1,675 | 2,007 | 2,400 | 2,674 | 52 |
| 53 | 1,298 | 1,674 | 2,006 | 2,399 | 2,672 | 53 |
| 54 | 1,297 | 1,674 | 2,005 | 2,397 | 2,670 | 54 |
| 55 | 1,297 | 1,673 | 2,004 | 2,396 | 2,668 | 55 |
| 56 | 1,297 | 1,673 | 2,003 | 2,395 | 2,667 | 56 |
| 57 | 1,297 | 1,672 | 2,002 | 2,394 | 2,665 | 57 |
| 58 | 1,296 | 1,672 | 2,002 | 2,392 | 2,663 | 58 |
| 59 | 1,296 | 1,671 | 2,001 | 2,391 | 2,662 | 59 |
| 60 | 1,296 | 1,671 | 2,000 | 2,390 | 2,660 | 60 |
| 61 | 1,296 | 1,670 | 2,000 | 2,389 | 2,659 | 61 |
| 62 | 1,295 | 1,670 | 1,999 | 2,388 | 2,657 | 62 |
| 63 | 1,295 | 1,669 | 1,998 | 2,387 | 2,656 | 63 |
| 64 | 1,295 | 1,669 | 1,998 | 2,386 | 2,655 | 64 |
| 65 | 1,295 | 1,669 | 1,997 | 2,385 | 2,654 | 65 |
| 66 | 1,295 | 1,668 | 1,997 | 2,384 | 2,652 | 66 |
| 67 | 1,294 | 1,668 | 1,996 | 2,383 | 2,651 | 67 |
| 68 | 1,294 | 1,668 | 1,995 | 2,382 | 2,650 | 68 |
| 69 | 1,294 | 1,667 | 1,995 | 2,382 | 2,649 | 69 |
| 70 | 1,294 | 1,667 | 1,994 | 2,381 | 2,648 | 70 |
| 71 | 1,294 | 1,667 | 1,994 | 2,380 | 2,647 | 71 |
| 72 | 1,293 | 1,666 | 1,993 | 2,379 | 2,646 | 72 |
| 73 | 1,293 | 1,666 | 1,993 | 2,379 | 2,645 | 73 |
| 74 | 1,293 | 1,666 | 1,993 | 2,378 | 2,644 | 74 |
| 75 | 1,293 | 1,665 | 1,992 | 2,377 | 2,643 | 75 |
| 76 | 1,293 | 1,665 | 1,992 | 2,376 | 2,642 | 76 |
| 77 | 1,293 | 1,665 | 1,991 | 2,376 | 2,641 | 77 |
| 78 | 1,292 | 1,665 | 1,991 | 2,375 | 2,640 | 78 |

Sumber: *Aplikasi Analisis Multivariate Dengan Program SPSS* (Dr. Imam Ghozali)

# Tabel Nilai $F_{0.05}$

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 12 | 15 | 20 | 24 | 30 | 40 | 60 | 120 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 161 | 200 | 216 | 225 | 230 | 234 | 237 | 239 | 241 | 242 | 244 | 246 | 248 | 249 | 250 | 251 | 252 | 253 | 254 |
| 2 | 18,5 | 19,0 | 19,2 | 19,2 | 19,3 | 19,3 | 19,4 | 19,4 | 19,4 | 19,4 | 19,4 | 19,4 | 19,4 | 19,5 | 19,5 | 19,5 | 19,5 | 19,5 | 19,5 |
| 3 | 10,1 | 9,55 | 9,28 | 9,12 | 9,01 | 8,94 | 8,89 | 8,85 | 8,81 | 8,79 | 8,74 | 8,70 | 8,66 | 8,64 | 8,62 | 8,59 | 8,57 | 8,55 | 8,53 |
| 4 | 7,71 | 6,94 | 6,59 | 6,39 | 6,26 | 6,16 | 6,09 | 6,04 | 6,00 | 5,96 | 5,91 | 5,86 | 5,80 | 5,77 | 5,75 | 5,72 | 5,69 | 5,66 | 5,63 |
| 5 | 6,61 | 5,79 | 5,41 | 5,19 | 5,05 | 4,95 | 4,88 | 4,82 | 4,77 | 4,74 | 4,68 | 4,62 | 4,56 | 4,53 | 4,50 | 4,46 | 4,43 | 4,40 | 4,37 |
| 6 | 5,99 | 5,14 | 4,76 | 4,53 | 4,39 | 4,28 | 4,21 | 4,15 | 4,10 | 4,06 | 4,00 | 3,94 | 3,87 | 3,84 | 3,81 | 3,77 | 3,74 | 3,70 | 3,67 |
| 7 | 5,59 | 4,74 | 4,35 | 4,12 | 3,97 | 3,87 | 3,79 | 3,73 | 3,68 | 3,64 | 3,57 | 3,51 | 3,44 | 3,41 | 3,38 | 3,34 | 3,30 | 3,27 | 3,23 |
| 8 | 5,32 | 4,46 | 4,07 | 3,84 | 3,69 | 3,58 | 3,50 | 3,44 | 3,39 | 3,35 | 3,28 | 3,22 | 3,15 | 3,12 | 3,08 | 3,04 | 3,01 | 2,97 | 2,93 |
| 9 | 5,12 | 4,26 | 3,86 | 3,63 | 3,48 | 3,37 | 3,29 | 3,23 | 3,18 | 3,14 | 3,07 | 3,01 | 2,94 | 2,90 | 2,86 | 2,83 | 2,79 | 2,75 | 2,71 |
| 10 | 4,96 | 4,10 | 3,71 | 3,48 | 3,33 | 3,22 | 3,14 | 3,07 | 3,02 | 2,98 | 2,91 | 2,85 | 2,77 | 2,74 | 2,70 | 2,66 | 2,62 | 2,58 | 2,54 |
| 11 | 4,84 | 3,98 | 3,59 | 3,36 | 3,20 | 3,09 | 3,01 | 2,95 | 2,90 | 2,85 | 2,79 | 2,72 | 2,65 | 2,61 | 2,57 | 2,53 | 2,49 | 2,45 | 2,40 |
| 12 | 4,75 | 3,89 | 3,49 | 3,26 | 3,11 | 3,00 | 2,91 | 2,85 | 2,80 | 2,75 | 2,69 | 2,62 | 2,54 | 2,51 | 2,47 | 2,43 | 2,38 | 2,34 | 2,30 |
| 13 | 4,67 | 3,81 | 3,41 | 3,13 | 3,03 | 2,92 | 2,83 | 2,77 | 2,71 | 2,67 | 2,60 | 2,53 | 2,46 | 2,42 | 2,38 | 2,34 | 2,30 | 2,25 | 2,21 |
| 14 | 4,60 | 3,74 | 3,34 | 3,11 | 2,96 | 2,85 | 2,76 | 2,70 | 2,65 | 2,60 | 2,53 | 2,46 | 2,39 | 2,35 | 2,31 | 2,27 | 2,22 | 2,18 | 2,13 |
| 15 | 4,54 | 3,68 | 3,29 | 3,06 | 2,90 | 2,79 | 2,71 | 2,64 | 2,59 | 2,54 | 2,48 | 2,40 | 2,33 | 2,29 | 2,25 | 2,20 | 2,16 | 2,11 | 2,07 |
| 16 | 4,49 | 3,63 | 3,24 | 3,01 | 2,85 | 2,74 | 2,66 | 2,59 | 2,54 | 2,49 | 2,42 | 2,35 | 2,28 | 2,24 | 2,19 | 2,15 | 2,11 | 2,06 | 2,01 |
| 17 | 4,45 | 3,59 | 3,20 | 2,96 | 2,81 | 2,70 | 2,61 | 2,55 | 2,49 | 2,45 | 2,38 | 2,31 | 2,23 | 2,19 | 2,15 | 2,10 | 2,06 | 2,01 | 1,96 |
| 18 | 4,41 | 3,55 | 3,16 | 2,93 | 2,77 | 2,66 | 2,58 | 2,51 | 2,46 | 2,41 | 2,34 | 2,27 | 2,19 | 2,15 | 2,11 | 2,06 | 2,02 | 1,97 | 1,92 |
| 19 | 4,38 | 3,52 | 3,13 | 2,90 | 2,74 | 2,63 | 2,54 | 2,48 | 2,42 | 2,38 | 2,31 | 2,23 | 2,16 | 2,11 | 2,07 | 2,03 | 1,98 | 1,93 | 1,88 |
| 20 | 4,35 | 3,49 | 3,10 | 2,87 | 2,71 | 2,60 | 2,51 | 2,45 | 2,39 | 2,35 | 2,28 | 2,20 | 2,12 | 2,08 | 2,04 | 1,99 | 1,95 | 1,90 | 1,84 |
| 21 | 4,32 | 3,47 | 3,07 | 2,84 | 2,68 | 2,57 | 2,49 | 2,42 | 2,37 | 2,32 | 2,25 | 2,18 | 2,10 | 2,05 | 2,01 | 1,96 | 1,92 | 1,87 | 1,81 |
| 22 | 4,30 | 3,44 | 3,05 | 2,82 | 2,66 | 2,55 | 2,46 | 2,40 | 2,34 | 2,30 | 2,23 | 2,15 | 2,07 | 2,03 | 1,98 | 1,94 | 1,89 | 1,84 | 1,78 |
| 23 | 4,28 | 3,42 | 3,03 | 2,80 | 2,64 | 2,53 | 2,44 | 2,37 | 2,32 | 2,27 | 2,20 | 2,13 | 2,05 | 2,01 | 1,96 | 1,91 | 1,86 | 1,81 | 1,76 |
| 24 | 4,26 | 3,40 | 3,01 | 2,78 | 2,62 | 2,51 | 2,42 | 2,36 | 2,30 | 2,25 | 2,18 | 2,11 | 2,03 | 1,98 | 1,94 | 1,89 | 1,84 | 1,79 | 1,73 |
| 25 | 4,24 | 3,39 | 2,99 | 2,76 | 2,60 | 2,49 | 2,40 | 2,34 | 2,28 | 2,24 | 2,16 | 2,09 | 2,01 | 1,96 | 1,92 | 1,87 | 1,82 | 1,77 | 1,71 |
| 30 | 4,17 | 3,32 | 2,92 | 2,69 | 2,53 | 2,42 | 2,33 | 2,27 | 2,21 | 2,16 | 2,09 | 2,01 | 1,93 | 1,89 | 1,84 | 1,79 | 1,74 | 1,68 | 1,62 |
| 40 | 4,08 | 3,23 | 2,84 | 2,61 | 2,45 | 2,34 | 2,25 | 2,18 | 2,12 | 2,08 | 2,00 | 1,92 | 1,84 | 1,79 | 1,74 | 1,69 | 1,64 | 1,58 | 1,51 |
| 60 | 4,00 | 3,15 | 2,76 | 2,53 | 2,37 | 2,25 | 2,17 | 2,10 | 2,04 | 1,99 | 1,92 | 1,84 | 1,75 | 1,70 | 1,65 | 1,59 | 1,53 | 1,47 | 1,39 |
| 120 | 3,92 | 3,07 | 2,68 | 2,45 | 2,29 | 2,18 | 2,09 | 2,02 | 1,96 | 1,91 | 1,83 | 1,75 | 1,66 | 1,61 | 1,55 | 1,50 | 1,43 | 1,35 | 1,22 |
| | 3,84 | 3,00 | 2,60 | 2,37 | 2,21 | 2,10 | 2,01 | 1,94 | 1,88 | 1,83 | 1,75 | 1,67 | 1,57 | 1,52 | 1,46 | 1,39 | 1,32 | 1,22 | 1,00 |

Sumber: *Aplikasi Analisis Multivariate Dengan Program SPSS* (Dr. Imam Ghozali)