

# LAMPIRAN

**Lampiran 1 Kuesioner Penelitian**

## **KUESIONER PENELITIAN**

Kepada,

Konsumen pemutih wajah Pond's di Universitas Lampung

Assalamualaikum Wr. Wb.

Sehubungan dengan dilakukannya penelitian tentang “Analisis Faktor Atribut Produk Pemutih Wajah Pond's (Studi Pada Mahasiswi Universitas Lampung)”, saya selaku peneliti memohon kesediaan saudara untuk meluangkan waktu guna menjadi responden dengan cara mengisi daftar pertanyaan yang tersedia pada lampiran dengan sebenarnya. Penelitian ini dilakukan untuk penyusunan skripsi sebagai prasyarat meraih gelar Sarjana Administrasi Bisnis pada Jurusan Administrasi Bisnis, Fakultas Ilmu Sosial dan Ilmu Politik (FISIP), Universitas Lampung.

Demikian permohonan saya, atas perhatian dan kesediaan Anda meluangkan waktu, saya ucapkan terima kasih.

Hormat saya,

NURAINI

NPM. 0616051044

**Daftar Pertanyaan Responden**  
**Analisis Faktor Atribut Produk Pemutih Wajah Pond's**

**(Studi Pada Mahasiswi Universitas Lampung)**

**I. Identitas Responden:**

1. Nama : .....(boleh tidak diisi)
2. Usia : .....tahun
3. Angkatan : .....
3. Uang saku (perbulan) : Rp.....
4. Produk Pond's yang digunakan : .....
5. Harga pemutih wajah Pond's yang digunakan: Rp.....
6. Lama menggunakan pemutih wajah Pond's: .....tahun.....bulan
7. Tempat membeli:.....
8. Produk lain sejenis yang pernah digunakan:.....

**II. Petunjuk Pengisian:**

Bacalah dengan teliti pertanyaan dibawah ini:  
Anda dapat memberikan tanda silang (x) pada kolom yang sesuai dengan jawaban anda.

Keterangan:

- a. SS : Sangat Setuju
- b. S : Setuju
- c. R : Ragu-ragu
- d. TS : Tidak Setuju
- e. STS : Sangat Tidak Setuju

Catatan:

- Tidak ada jawaban yang benar atau salah
- Jawablah yang paling mewakili pendapat Anda

Sangat Setuju (SS)	Setuju (S)	Ragu-ragu (RG)	Tidak Setuju (TS)	Sangat Tidak Setuju (STS)

5	4	3	2	1
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**Pernyataan Untuk Harga**

1. Harga pemutih wajah Pond's terjangkau.

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....  
 .....

2. Harga pemutih wajah Pond's sesuai dengan manfaat yang ditawarkan

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....  
 .....

3. Harga pemutih wajah Pond's lebih murah dibanding produk lain

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....  
 .....

4. Harga pemutih wajah Pond's sesuai dengan kualitas yang ditawarkan

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....  
 .....

**Pernyataan Untuk Kemasan Produk**

1. Bentuk kemasan yang ditampilkan pemutih wajah Pond's sangat menarik

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....  
 .....

2. Warna kemasan yang ditampilkan pemutih wajah Pond's sangat menarik

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....

.....

3. Segel kemasan Pond's menjamin keamanan produk

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....

.....

4. Desain kemasan yang ditampilkan pemutih wajah Pond's berbeda dengan produk pesaing

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....

.....

5. Kemasan pemutih wajah Pond's memiliki kesan (citra) yang unik

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....

.....

### **Pernyataan Untuk Kualitas Produk**

1. Pemutih wajah Pond's dapat mencerahkan kulit wajah sehingga tampak lebih putih

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....

.....

2. Pemutih wajah Pond's memiliki aroma yang menyegarkan

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....

.....

3. Pemutih wajah Pond's meresap kedalam kulit wajah sehingga tahan lama saat

digunakan

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....  
.....

4. Pemutih wajah Pond's dapat dipercaya mempercantik penampilan

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....  
.....

5. Kualitas pemutih wajah Pond's sesuai dengan harapan

- a. SS      b. S      c. RG      d. TS      e. STS

Alasannya:.....  
.....

**Terima Kasih Atas Kerjasama Anda**

No	X1.1	X1.2	X1.3	X1.4	X2.1	X2.2	X2.3	X2.4	X2.5	X3.1	X3.2	X3.3	X3.4	X3.5	Tot
1	2	3	2	4	4	4	5	2	2	3	2	2	3	2	
2	5	4	5	4	4	5	5	2	4	4	4	4	4	4	
3	5	3	3	4	4	4	4	5	5	4	3	3	4	4	
4	2	2	2	3	4	4	4	2	4	4	4	4	4	4	
5	4	3	2	4	5	5	5	5	4	2	4	5	2	4	
6	5	4	3	4	4	4	5	4	4	4	5	4	4	4	
7	5	3	3	4	5	5	5	5	5	5	5	5	5	5	
8	2	4	2	4	4	4	4	4	5	4	4	4	4	4	
9	3	2	2	2	3	4	4	4	3	2	2	2	3	3	
10	4	4	3	4	4	4	3	4	3	2	4	2	3	2	
11	5	4	5	4	4	5	5	4	4	4	4	4	5	5	
12	4	4	2	4	4	4	5	5	2	4	4	5	4	4	
13	2	5	1	2	3	4	4	4	2	4	2	3	2	4	
14	2	4	2	4	4	4	5	5	4	4	2	2	4	4	
15	4	5	4	3	4	4	4	4	4	4	4	3	4	4	
16	5	5	4	4	4	4	2	2	4	4	4	4	4	3	
17	4	4	3	5	4	4	2	2	2	2	4	2	2	2	
18	5	4	4	4	4	4	4	4	4	4	4	4	4	4	
19	4	4	4	3	4	2	4	3	3	4	3	3	3	3	
20	3	3	2	2	2	3	2	2	3	2	2	2	2	2	
21	2	4	3	4	4	4	5	4	4	5	3	5	5	5	
22	5	5	2	4	2	3	2	2	3	4	3	2	4	5	
23	4	4	2	4	4	4	5	4	4	4	4	4	3	4	
24	5	4	4	5	4	4	2	2	3	5	4	3	5	5	
25	4	4	2	4	4	4	4	2	4	5	5	4	4	4	
26	5	4	2	4	4	5	2	4	4	4	3	4	4	4	
27	5	4	4	4	4	4	2	3	4	5	4	4	4	4	
28	3	2	2	2	4	4	4	4	4	5	4	4	2	4	

### Lanjutan

No	X1.1	X1.2	X1.3	X1.4	X2.1	X2.2	X2.3	X2.4	X2.5	X3.1	X3.2	X3.3	X3.4	X3.5	Tot
29	4	3	3	2	3	2	4	2	2	4	2	2	3	3	
30	3	5	2	4	5	4	5	5	5	5	4	4	4	4	
31	4	4	2	4	5	4	5	4	5	5	4	4	4	4	
32	4	3	2	4	5	4	5	4	4	5	5	4	5	4	
33	3	3	2	4	4	3	2	3	5	4	3	2	3	5	
34	4	5	2	5	4	5	5	3	3	4	5	3	2	4	
35	5	4	5	4	4	5	4	4	5	5	5	4	5	4	
36	5	5	4	4	4	4	4	3	3	4	4	4	2	4	
37	5	5	4	5	5	4	3	5	2	5	5	4	5	4	
38	5	4	4	4	5	4	5	4	4	4	4	3	3	4	
39	5	4	5	4	5	4	4	5	2	4	3	2	2	4	
40	4	3	3	4	4	4	4	5	5	3	4	4	4	4	
41	2	3	2	2	4	3	4	3	3	2	3	3	2	3	
42	5	4	5	4	5	4	5	4	4	5	4	4	4	4	
43	2	4	2	4	4	4	5	5	5	5	5	4	5	4	
44	4	2	2	4	4	5	4	4	5	4	4	2	3	3	

45	3	4	2	4	4	4	5	5	5	5	5	4	5	4
46	4	5	2	5	4	4	5	4	4	4	5	4	4	4
47	5	4	5	4	5	4	4	5	5	3	4	4	2	2
48	4	3	2	4	4	4	5	4	4	4	2	2	3	3
49	5	2	2	2	2	3	2	3	4	4	5	4	5	4
50	5	4	5	5	5	4	5	4	4	4	4	4	5	5
51	5	4	5	5	4	4	5	5	5	5	4	4	2	4
52	4	3	2	5	4	5	4	4	5	2	3	3	2	3
53	5	3	2	4	4	4	4	4	4	5	4	5	4	5
54	5	4	4	5	5	4	5	4	5	4	5	5	4	4
55	4	4	2	4	4	4	5	5	5	5	4	4	5	5
56	5	4	3	5	5	4	5	4	5	5	5	4	4	5

### Lanjutan

No	X1.1	X1.2	X1.3	X1.4	X2.1	X2.2	X2.3	X2.4	X2.5	X3.1	X3.2	X3.3	X3.4	X3.5	Tot
57	2	2	1	2	4	5	5	5	5	4	4	4	5	3	
58	3	3	2	2	3	4	3	2	4	4	2	4	3	4	
59	5	5	4	4	4	1	4	2	2	4	2	3	2	4	
60	5	5	5	5	4	4	5	5	5	5	5	5	4	5	
61	5	5	2	4	4	4	3	2	4	4	4	4	2	4	
62	4	4	2	4	4	2	4	4	5	5	4	4	5	4	
63	4	4	2	2	4	4	4	5	2	2	2	2	2	2	
64	5	4	3	5	5	5	5	5	4	5	5	5	4	4	
65	4	2	2	3	2	2	3	2	2	4	5	4	5	4	
66	5	5	3	4	4	4	3	3	2	5	4	4	5	4	
67	4	4	2	4	4	4	5	4	5	5	5	5	4	4	
68	3	4	2	4	4	4	5	3	5	4	4	4	5	4	
69	4	3	3	5	4	4	4	4	4	5	5	5	4	4	
70	5	4	2	3	3	2	2	4	4	5	4	2	3	5	
71	4	3	2	4	4	4	5	5	5	4	4	2	4	4	
72	2	2	2	2	3	4	2	2	2	3	4	3	3	4	
73	5	5	4	4	5	4	5	4	5	4	5	4	2	5	
74	3	4	2	3	3	4	4	5	4	4	4	2	3	3	
75	2	4	3	5	5	5	5	5	4	4	4	2	2	4	
76	4	4	2	4	2	4	3	3	4	5	4	4	5	5	
77	4	3	2	4	4	4	5	2	3	4	4	3	2	4	
78	5	4	3	5	3	4	4	5	5	5	5	5	4	5	
79	4	4	3	4	2	4	4	4	5	4	4	4	5	4	
80	5	5	2	5	4	3	4	3	4	5	5	4	5	5	

### Lampiran 3

## Hasil Uji Validitas

### Variabel X1 (Harga)

Correlations

		X1.1	X1.2	X1.3	X1.4	TOTAL_X1
X1.1	Pearson Correlation	1	.355**	.581**	.435**	.623**
	Sig. (2-tailed)		.001	.000	.000	.000
	N	80	80	80	80	80
X1.2	Pearson Correlation	.355**	1	.350**	.472**	.500**
	Sig. (2-tailed)	.001		.001	.000	.000
	N	80	80	80	80	80
X1.3	Pearson Correlation	.581**	.350**	1	.367**	.589**
	Sig. (2-tailed)	.000	.001		.001	.000
	N	80	80	80	80	80
X1.4	Pearson Correlation	.435**	.472**	.367**	1	.741**
	Sig. (2-tailed)	.000	.000	.001		.000
	N	80	80	80	80	80
TOTAL_X1	Pearson Correlation	.623**	.500**	.589**	.741**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

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

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

### Variabel X2 (Kemasan)

**Correlations**

		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL_X2
X2.1	Pearson Correlation	1	.375**	.523**	.408**	.232*	.460**
	Sig. (2-tailed)		.001	.000	.000	.039	.000
	N	80	80	80	80	80	80
X2.2	Pearson Correlation	.375**	1	.326**	.371**	.311**	.421**
	Sig. (2-tailed)	.001		.003	.001	.005	.000
	N	80	80	80	80	80	80
X2.3	Pearson Correlation	.523**	.326**	1	.503**	.340**	.558**
	Sig. (2-tailed)	.000	.003		.000	.002	.000
	N	80	80	80	80	80	80
X2.4	Pearson Correlation	.408**	.371**	.503**	1	.446**	.679**
	Sig. (2-tailed)	.000	.001	.000		.000	.000
	N	80	80	80	80	80	80
X2.5	Pearson Correlation	.232*	.311**	.340**	.446**	1	.604**
	Sig. (2-tailed)	.039	.005	.002	.000		.000
	N	80	80	80	80	80	80
TOTAL_X2	Pearson Correlation	.460**	.421**	.558**	.679**	.604**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80

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

**Variabel X3 (Kualitas)**

**Correlations**

		X3.1	X3.2	X3.3	X3.4	X3.5	TOTAL_X3
X3.1	Pearson Correlation	1	.481**	.484**	.556**	.654**	.573**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	80	80	80	80	80	80
X3.2	Pearson Correlation	.481**	1	.601**	.432**	.411**	.604**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	80	80	80	80	80	80
X3.3	Pearson Correlation	.484**	.601**	1	.459**	.467**	.653**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	80	80	80	80	80	80
X3.4	Pearson Correlation	.556**	.432**	.459**	1	.450**	.536**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	80	80	80	80	80	80
X3.5	Pearson Correlation	.654**	.411**	.467**	.450**	1	.536**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	80	80	80	80	80	80
TOTAL_X3	Pearson Correlation	.573**	.604**	.653**	.536**	.536**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80

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

**Lampiran 4**

## Reliabilitas

### X1 (Harga)

#### Reliability

**Case Processing Summary**

		N	%
Cases	Valid	80	100.0
	Excluded <sup>a</sup>	0	.0
	Total	80	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.747	4

### X2 (Kemasan)

#### Reliability

**Case Processing Summary**

		N	%
Cases	Valid	80	100.0
	Excluded <sup>a</sup>	0	.0
	Total	80	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.753	5

### X3 (Kualitas)

## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	80	100.0
	Excluded <sup>a</sup>	0	.0
	Total	80	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.828	5

## Lampiran 5 Tabel Frekuensi Jawaban Responden

### Frequencies

**Statistics**

		X1.1	X1.2	X1.3	X1.4
N	Valid	80	80	80	80
	Missing	0	0	0	0

### Frequency Table

**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	13.8	13.8	13.8
	3	9	11.2	11.2	25.0
	4	27	33.8	33.8	58.8
	5	33	41.2	41.2	100.0
	Total	80	100.0	100.0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	10.0	10.0	10.0
	3	17	21.2	21.2	31.2
	4	40	50.0	50.0	81.2
	5	15	18.8	18.8	100.0
	Total	80	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.5	2.5	2.5
	2	42	52.5	52.5	55.0
	3	15	18.8	18.8	73.8
	4	12	15.0	15.0	88.8
	5	9	11.2	11.2	100.0
	Total	80	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	13.8	13.8	13.8
	3	6	7.5	7.5	21.2
	4	47	58.8	58.8	80.0
	5	16	20.0	20.0	100.0
	Total	80	100.0	100.0	

**Frequencies**

**Statistics**

		X2.1	X2.2	X2.3	X2.4	X2.5
N	Valid	80	80	80	80	80
	Missing	0	0	0	0	0

**Frequency Table**

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	7.5	7.5	7.5
	3	8	10.0	10.0	17.5
	4	50	62.5	62.5	80.0
	5	16	20.0	20.0	100.0
	Total	80	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	5	6.2	6.2	7.5
	3	6	7.5	7.5	15.0
	4	56	70.0	70.0	85.0
	5	12	15.0	15.0	100.0
Total		80	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	13.8	13.8	13.8
	3	7	8.8	8.8	22.5
	4	28	35.0	35.0	57.5
	5	34	42.5	42.5	100.0
	Total	80	100.0	100.0	

#### X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	16	20.0	20.0	20.0
	3	11	13.8	13.8	33.8
	4	31	38.8	38.8	72.5
	5	22	27.5	27.5	100.0
	Total	80	100.0	100.0	

#### X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	15.0	15.0	15.0
	3	10	12.5	12.5	27.5
	4	32	40.0	40.0	67.5
	5	26	32.5	32.5	100.0
	Total	80	100.0	100.0	

## Frequencies

**Statistics**

		X3.1	X3.2	X3.3	X3.4	X3.5
N	Valid	80	80	80	80	80
	Missing	0	0	0	0	0

**Frequency Table**

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	10.0	10.0	10.0
	3	4	5.0	5.0	15.0
	4	40	50.0	50.0	65.0
	5	28	35.0	35.0	100.0
	Total	80	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	12.5	12.5	12.5
	3	9	11.2	11.2	23.8
	4	40	50.0	50.0	73.8
	5	21	26.2	26.2	100.0
	Total	80	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	17	21.2	21.2	21.2
	3	12	15.0	15.0	36.2
	4	40	50.0	50.0	86.2
	5	11	13.8	13.8	100.0
	Total	80	100.0	100.0	

#### X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	22.5	22.5	22.5
	3	14	17.5	17.5	40.0
	4	28	35.0	35.0	75.0
	5	20	25.0	25.0	100.0
	Total	80	100.0	100.0	

#### X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	7.5	7.5	7.5
	3	10	12.5	12.5	20.0
	4	46	57.5	57.5	77.5
	5	18	22.5	22.5	100.0
	Total	80	100.0	100.0	

**Lampiran 6:**

## Frekuensi Rata-Rata Variabel

### Statistics

		HARGA	KEMASAN	KUALITAS
N	Valid	80	80	80
	Missing	0	0	0

### HARGA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	7.5	7.5	7.5
	3	22	27.5	27.5	35.0
	4	36	45.0	45.0	80.0
	5	16	20.0	20.0	100.0
	Total	80	100.0	100.0	

### KEMASAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.8	3.8	3.8
	3	18	22.5	22.5	26.2
	4	42	52.5	52.5	78.8
	5	17	21.2	21.2	100.0
	Total	80	100.0	100.0	

### KUALITAS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	6.2	6.2	6.2
	3	19	23.8	23.8	30.0
	4	39	48.8	48.8	78.8
	5	17	21.2	21.2	100.0
Total		80	100.0	100.0	

### Lampiran 7 Tabel Anti Image

#### Anti-image Matrices

		X1.1	X1.2	X1.3	X1.4	X2.1	X2.2	X2.3	X2.4	X2.5	X3.1
Anti-image Covariance	X1.1	.488	-.023	-.263	-.107	.023	.075	.142	-.047	.019	-.012
	X1.2	-.023	.645	-.084	-.207	.020	.071	.012	-.062	.125	-.101
	X1.3	-.263	-.084	.567	.000	-.130	-.013	-.023	.034	.011	.015
	X1.4	-.107	-.207	.000	.443	-.129	-.103	-.045	.060	-.077	.021
	X2.1	.023	.020	-.130	-.129	.486	-.084	-.162	-.090	.029	-.054
	X2.2	.075	.071	-.013	-.103	-.084	.681	-.006	-.116	-.062	.101
	X2.3	.142	.012	-.023	-.045	-.162	-.006	.539	-.174	-.035	-.026
	X2.4	-.047	-.062	.034	.060	-.090	-.116	-.174	.600	-.184	.000
	X2.5	.019	.125	.011	-.077	.029	-.062	-.035	-.184	.608	-.050
	X3.1	-.012	-.101	.015	.021	-.054	.101	-.026	.000	-.050	.410
	X3.2	-.074	.046	.049	-.114	-.016	-.054	.032	-.005	-.049	-.061
	X3.3	-.059	-.034	-.007	.084	-.036	-.076	-.096	.053	-.052	-.021
	X3.4	.057	.087	-.036	-.056	.125	-.002	.037	-.057	-.020	-.164
	X3.5	-.036	-.001	.021	-.056	.057	.010	-.015	.029	-.046	-.202
	Anti-image Correlation	X1.1	.688 <sup>a</sup>	-.041	-.501	-.231	.047	.129	.276	-.087	.035
X1.2		-.041	.695 <sup>a</sup>	-.139	-.387	.035	.108	.021	-.100	.200	-.196
X1.3		-.501	-.139	.700 <sup>a</sup>	.000	-.248	-.021	-.042	.057	.019	.030
X1.4		-.231	-.387	.000	.772 <sup>a</sup>	-.278	-.188	-.092	.117	-.149	.049
X2.1		.047	.035	-.248	-.278	.760 <sup>a</sup>	-.146	-.317	-.167	.053	-.121
X2.2		.129	.108	-.021	-.188	-.146	.785 <sup>a</sup>	-.011	-.181	-.096	.191

X2.3	.276	.021	-.042	-.092	-.317	-.011	.754 <sup>a</sup>	-.306	-.061	-.056
X2.4	-.087	-.100	.057	.117	-.167	-.181	-.306	.758 <sup>a</sup>	-.305	.000
X2.5	.035	.200	.019	-.149	.053	-.096	-.061	-.305	.851 <sup>a</sup>	-.099
X3.1	-.028	-.196	.030	.049	-.121	.191	-.056	.000	-.099	.792 <sup>a</sup>
X3.2	-.153	.083	.094	-.249	-.033	-.094	.063	-.009	-.091	-.137
X3.3	-.121	-.060	-.014	.180	-.073	-.131	-.186	.097	-.095	-.047
X3.4	.109	.145	-.063	-.113	.241	-.003	.068	-.100	-.034	-.343
X3.5	-.072	-.002	.040	-.118	.115	.018	-.028	.053	-.082	-.440

a. Measures of Sampling Adequacy(MSA)

## Lampiran 8

### Nilai Determinan dan KMO

### Factor Analysis

#### Correlation Matrix<sup>a</sup>

a. Determinant = .004

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.782
Bartlett's Test of Sphericity	Approx. Chi-Square
	399.272
	df
	91
	Sig.
	.000

**Lampiran 9 Tabel *Total Variance Explained***

Component	Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.408	31.488	31.488	4.408	31.488	31.488	3.229
2	2.071	14.790	46.278	2.071	14.790	46.278	2.691
3	1.913	13.667	59.944	1.913	13.667	59.944	2.471
4	.928	6.631	66.576				
5	.740	5.288	71.864				
6	.680	4.857	76.721				
7	.563	4.021	80.742				
8	.537	3.839	84.581				
9	.501	3.576	88.157				
10	.443	3.162	91.320				
11	.375	2.682	94.001				
12	.320	2.284	96.285				
13	.293	2.091	98.376				
14	.227	1.624	100.000				

Extraction Method: Principal Component Analysis.

## Lampiran 10

### Component Matrix

**Component Matrix<sup>a</sup>**

	Component		
	1	2	3
X1.1	.461	-.419	.527
X1.2	.388	-.232	.539
X1.3	.403	-.136	.663
X1.4	.702	.010	.373
X2.1	.536	.505	.383
X2.2	.379	.579	-.018
X2.3	.474	.610	-.065
X2.4	.472	.578	-.086
X2.5	.588	.260	-.358
X3.1	.686	-.381	-.265
X3.2	.736	-.139	-.148
X3.3	.711	-.117	-.253
X3.4	.519	-.341	-.496
X3.5	.615	-.406	-.276

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

## Lampiran 11

### Tabel Nilai Communalities

Communalities		
	Initial	Extraction
X1.1	1.000	.666
X1.2	1.000	.495
X1.3	1.000	.621
X1.4	1.000	.633
X2.1	1.000	.689
X2.2	1.000	.479
X2.3	1.000	.601
X2.4	1.000	.564
X2.5	1.000	.542
X3.1	1.000	.686
X3.2	1.000	.584
X3.3	1.000	.583
X3.4	1.000	.631
X3.5	1.000	.620

Extraction Method: Principal  
Component Analysis.

**Setelah X1.2 dan X2.2 di drop**

**Communalities**

	Initial	Extraction
X1.1	1.000	.759
X1.3	1.000	.703
X1.4	1.000	.593
X2.1	1.000	.725
X2.3	1.000	.700
X2.4	1.000	.611
X2.5	1.000	.525
X3.1	1.000	.669
X3.2	1.000	.591
X3.3	1.000	.579
X3.4	1.000	.631
X3.5	1.000	.612

Extraction Method: Principal  
Component Analysis.

## Lampiran 12

### Rotated Component Matrix Setelah Rotasi

Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
X1.1	.233	-.160	.824
X1.3	-.010	.060	.836
X1.4	.313	.344	.614
X2.1	-.052	.713	.462
X2.3	.091	.832	-.017
X2.4	.119	.773	-.013
X2.5	.489	.532	-.058
X3.1	.801	.089	.141
X3.2	.673	.220	.300
X3.3	.698	.246	.177
X3.4	.790	-.023	-.081
X3.5	.772	-.003	.130

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3
1	.771	.474	.425
2	-.590	.783	.197
3	-.239	-.403	.883

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

**Lampiran 13 Tabel *Total Variance Explained***

**Setelah X1.2 dan X2.2 di drop**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of V
1	4.168	34.733	34.733	4.168	34.733	34.733	3.219	
2	1.851	15.424	50.157	1.851	15.424	50.157	2.345	
3	1.682	14.019	64.176	1.682	14.019	64.176	2.138	
4	.722	6.014	70.190					
5	.676	5.630	75.820					
6	.625	5.209	81.029					
7	.532	4.436	85.464					
8	.464	3.867	89.331					
9	.382	3.187	92.519					
10	.331	2.762	95.281					
11	.308	2.567	97.847					
12	.258	2.153	100.000					

Extraction Method: Principal Component Analysis.

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