

**Lampiran 3.Rekapitulasi Data Hasil Kuisisioner pada 30 Responden**

**REKAPITULASI DATA HASIL KUISISIONER PADA 30 RESPONDEN**

No Res	Citra Perusahaan					Citra Produk								Citra Pembeli	
	X1 <sub>1</sub>	X1 <sub>2</sub>	X1 <sub>3</sub>	X1 <sub>4</sub>	X1 <sub>5</sub>	X2 <sub>1</sub>	X2 <sub>2</sub>	X2 <sub>3</sub>	X2 <sub>4</sub>	X2 <sub>5</sub>	X2 <sub>6</sub>	X2 <sub>7</sub>	X2 <sub>8</sub>	X3 <sub>1</sub>	X3 <sub>2</sub>
1	4	4	4	4	4	3	4	5	4	4	4	4	4	4	4
2	4	4	4	4	4	4	4	5	4	4	4	4	3	4	4
3	4	2	3	3	4	4	5	5	4	4	3	4	3	2	2
4	4	4	4	4	4	4	4	4	3	4	3	3	4	5	5
5	4	4	4	4	3	4	3	4	3	4	4	3	5	4	5
6	4	3	3	3	4	3	4	3	5	4	3	3	4	3	2
7	4	4	4	5	5	4	4	3	3	4	4	5	4	5	4
8	4	4	4	5	5	4	4	4	4	5	4	4	3	5	4
9	5	4	4	5	4	5	4	4	4	5	4	4	3	5	4
10	4	4	4	5	4	4	4	3	5	5	5	5	4	5	4
11	5	4	4	5	3	4	4	4	5	3	4	5	4	5	4
12	5	4	4	5	3	4	4	3	5	5	4	4	4	5	4
13	5	4	4	5	3	4	3	4	5	5	5	4	4	5	4
14	4	4	4	4	5	4	3	5	4	5	5	4	4	5	4
15	4	4	4	4	3	3	3	5	4	5	4	4	4	4	4
16	4	4	4	4	4	3	4	5	4	5	4	4	5	4	4
17	4	4	3	4	4	4	5	4	4	3	4	4	4	4	4
18	4	3	4	4	3	3	5	4	4	3	4	5	4	3	3
19	4	3	3	4	3	4	5	4	4	4	3	4	4	4	2
20	4	4	4	4	3	5	5	4	3	4	3	4	5	3	2
21	3	3	4	4	3	3	4	4	3	4	4	4	5	4	4
22	4	3	4	4	3	3	3	4	3	4	4	4	3	5	4
23	4	3	4	4	4	3	3	4	3	4	4	4	3	4	1
24	5	4	4	5	4	3	3	4	4	4	5	3	3	3	3
25	4	4	4	4	4	4	3	4	5	4	4	3	3	4	4
26	4	4	4	4	4	4	4	4	5	3	4	3	4	4	3
27	4	4	4	4	4	4	4	4	4	4	4	3	4	3	2
28	4	3	4	4	3	4	4	3	4	4	4	4	4	4	4
29	4	4	3	4	3	4	4	4	4	4	4	4	4	3	4
30	4	4	3	4	4	5	4	4	5	3	4	4	4	4	3

### Reability

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0

a.Listwise deletion based on all  
variable,s in the procedur

#### Reability Statistic

Cronbach's Alpha	N of Items
.831	16

#### Item-Total Statistic

	Scale mean if item deleted	scale variance if item deleted	correction item total correction	cronbach alpha if item deleted
x1.1	55.20	30.510	.377	.868
x1.2	55.63	28.792	.597	.860
x1.3	55.53	30.120	.497	.865
x1.4	55.13	28.189	.686	.856
x1.5	55.63	28.723	.610	.859
x2.1	55.03	28.516	.571	.860
x2.2	55.73	28.409	.463	.866
x2.3	55.23	30.116	.348	.870
x2.4	55.10	30.231	.365	.869
x2.5	55.43	30.323	.369	.868
x2.6	55.57	28.599	.525	.862
x2.7	55.70	28.976	.390	.870
x2.8	55.47	27.844	.643	.857
x3.1	55.27	25.444	.764	.849
x3.2	55.83	26.144	.544	.865
y	58.50	30.121	.539	.864

#### Scale Statistic

Mean	Variance	Std.Deviation	N of Items
59.33	32.509	5.701	16

## **UJI VALIDITAS**

### **Nonparametric Correlations**

			<b>total skor</b>
<b>spearman's rho</b>	<b>x1.1</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.470 .004 30</b>
	<b>x1.2</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.591 .000 30</b>
	<b>x1.3</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.511 .002 30</b>
	<b>x1.4</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.690 .000 30</b>
	<b>x1.5</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.677 .000 30</b>
	<b>x2.1</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.596 .000 30</b>
	<b>x2.2</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.475 .000 30</b>
	<b>x2.3</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.468 .000 30</b>
	<b>x2.4</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.455 .000 30</b>
	<b>x2.5</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.490 .000 30</b>
	<b>x2.6</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.524 .000 30</b>
	<b>x2.7</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.528 .000 30</b>
	<b>x2.8</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.710 .000 30</b>
	<b>x3.1</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.793 .000 30</b>
	<b>x3.2</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.679 .000 30</b>
	<b>y</b>	<b>correlation coefficient sig.(1-tiled) N</b>	<b>.554 .001 30</b>

