



**PENGARUH PERUBAHAN MEREK (*REBRANDING*) PRODUK
LARUTAN PENYEGAR CAP KAKI TIGA MENJADI CAP BADAK
TERHADAP LOYALITAS PELANGGAN**

Dengan Hormat,

Sehubungan dengan penulisan skripsi dengan judul Pengaruh Perubahan Merek (*Rebranding*) Produk Larutan Penyegar Cap Kaki Tiga menjadi Cap Badak Terhadap Loyalitas Pelanggan, saya mohon anda bersedia meluangkan waktu untuk mengisi kuesioner ini. Jawaban serta identitas Anda merupakan rahasia dan hasilnya akan dipergunakan untuk keperluan skripsi ini.

Daftar pertanyaan ini dibuat untuk membantu Anda menyampaikan pendapat dengan cepat dan mudah. **Tidak ada jawaban yang benar atau salah, yang saya inginkan adalah pendapat yang jujur dan mohon Anda menjawab seluruh pertanyaan yang ada.**

Akhir kata saya mengucapkan banyak terima kasih atas kesediaan dan waktu yang anda berikan. Semoga apa yang Anda berikan dapat bermanfaat.

Hormat Saya

Ajie Bayu Anggoro

A. IDENTITAS RESPONDEN

Petunjuk penggunaan :

Berilah tanda (\checkmark) pada jawaban yang sesuai dengan identitas diri anda.

CONTOH :

Apakah kriteria pasangan idaman anda?

Baik Cakep

Pintar Kaya

1. Usia :

15 – 20 tahun 25 – 30 tahun

21 – 25 tahun >30 tahun

2. Jenis Kelamin :

Pria Wanita

3. Status Pekerjaan :

Mahasiswa / Mahasiswi Wirausaha

Pegawai Negeri Lain-lain

4. Apakah anda mengetahui perubahan merek (*rebranding*) produk larutan penyegar cap kaki tiga menjadi cap badak?

Ya Tidak

Jika “Tidak” anda tidak perlu melanjutkan pengisian kuesioner.

5. Jika “Ya”, darimanakah Anda mengetahui perubahan merek (*rebranding*) produk larutan penyegar cap kaki tiga menjadi cap badak?

Koran Radio

Majalah Keluarga

Televisi Lainnya.....

6. Apakah anda pernah mengkonsumsi larutan penyegar cap kaki tiga dan larutan penyegar cap badak?

Ya Tidak

Jika “Tidak” anda tidak perlu melanjutkan pengisian kuesioner.

7. Pengeluaran rutin per bulan :

Rp 250.000 – Rp 500.000

Rp 500.000 – Rp 1.000.000

Rp 1.000.000 – Rp 3.000.000

> Rp 3.000.000

B. PERUBAHAN MEREK (*REBRANDING*) PRODUK LARUTAN
PENYEGAR CAP KAKI TIGA MENJADI CAP BADAK

Sebelum Perubahan Merek (rebranding)



Larutan Penyegar Cap Kaki Tiga

Sesudah Perubahan Merek (rebranding)



Larutan Penyegar
Cap Badak



Larutan Penyegar
Cap Kaki Tiga

Petunjuk penggunaan :
Contoh :

PERNYATAAN	STS	TS	N	S	SS
	1 - 20	21 - 40	41 - 60	61 - 80	81-100
Saya sangat tampan					99

Keterangan :

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

Berilah nilai sesuai dengan kolom – kolom yang telah disediakan.

PERNYATAAN	STS	TS	N	S	SS
	1 - 20	21 - 40	41 - 60	61 - 80	81-100
Memilih ulang sebuah merek (X_1)					
1. Merek cap badak mengingatkan anda pada larutan penyegar					
2. Merek cap badak memiliki perbedaan dengan merek cap kaki tiga					
3. Merek cap badak mudah diucapkan					
Membuat Ulang Kesadaran Merek (X_2)					
1. Merek cap badak mudah dikenal					
2. Merek cap badak mudah diingat					
3. Logo badak mudah dikenal					
Memposisikan ulang merek (X_3)					
1. Atribut produk menimbulkan keyakinan pada produk					
2. Manfaat produk menimbulkan keyakinan pada produk					
3. Merek baru menimbulkan kepercayaan pada produk					
Menciptakan ulang citra merek (X_4)					
1. Bahan baku yang digunakan larutan penyegar cap badak berkualitas					
2. Larutan penyegar cap badak memberikan manfaat untuk kesehatan konsumen					

3. Kesan yang baik terhadap produk					
Membuat ulang kepercayaan (X_5)					
1. Larutan penyegar cap badak lebih baik dibandingkan produk lain					
2. Larutan penyegar cap badak lebih berkhasiat daripada produk lain					
3. Larutan penyegar cap badak lebih berkualitas daripada produk lain					
Loyalitas Konsumen (Y)					
1. Sering membeli larutan penyegar cap badak					
2. Merekomendasikan larutan penyegar cap badak ke orang lain					

Lampiran 2.Tabulasi Hasil Kuesioner

res	x1.1	x1.2	x1.3	X1	x2.1	x2.2	x2.3	X2	x3.1	x3.2	x3.3	X3	x4.1	x4.2	x4.3	X4	x5.1	x5.2	x5.3	X5	y1	y2	Y
1	75	45	100	220	99	100	100	299	70	78	56	204	79	99	100	278	50	56	58	164	80	60	140
2	90	67	100	257	100	80	98	278	80	66	55	201	100	80	60	240	50	61	80	191	75	55	130
3	72	53	100	225	80	89	100	269	72	63	55	190	100	62	81	243	59	62	72	193	53	60	113
4	73	60	99	232	82	81	92	255	72	61	75	208	60	80	80	220	63	54	60	177	63	80	143
5	73	60	80	213	100	98	99	297	63	61	60	184	80	79	80	239	63	60	79	202	91	80	171
6	63	73	99	235	100	80	98	278	60	54	79	193	80	83	80	243	79	74	80	233	60	74	134
7	80	60	70	210	95	90	90	275	60	80	93	233	96	95	80	271	92	93	95	280	60	80	140
8	90	70	70	230	80	70	70	220	80	70	80	230	80	70	70	220	80	70	70	220	70	90	160
9	75	65	75	215	55	65	80	200	75	70	60	205	65	75	85	225	85	70	75	230	82	80	162
10	70	75	75	220	75	70	80	225	60	70	70	200	41	75	70	186	60	60	55	175	70	70	140
11	60	60	65	185	60	60	70	190	70	60	60	190	75	70	75	220	65	65	75	205	60	65	125
12	70	80	61	211	61	65	80	206	69	70	80	219	70	80	80	230	75	75	80	230	80	61	141
13	61	40	80	181	80	80	80	240	40	60	40	140	60	100	60	220	60	60	60	180	70	60	130
14	75	25	85	185	95	90	85	270	80	80	85	245	85	75	85	245	80	80	80	240	95	90	185
15	70	25	90	185	90	90	90	270	75	80	75	230	75	90	80	245	80	80	80	240	80	80	160
16	70	77	72	219	55	63	62	180	60	73	60	193	55	74	71	200	75	75	75	225	62	40	102
17	70	80	75	225	70	75	75	220	70	85	40	195	60	80	70	210	60	60	60	180	75	70	145
18	68	66	86	220	68	86	86	240	66	75	75	216	80	70	70	220	60	60	70	190	70	75	145
19	75	70	75	220	80	80	80	240	80	80	80	240	80	80	75	235	75	75	75	225	75	75	150
20	70	50	75	195	80	80	85	245	50	75	70	195	50	75	80	205	80	80	80	240	70	75	145
21	85	75	85	245	75	85	75	235	75	85	75	235	75	85	85	245	85	75	75	235	85	75	160
22	85	50	70	205	85	85	80	250	60	70	60	190	60	80	80	220	70	75	75	220	85	70	155
23	85	100	50	235	80	75	95	250	60	60	60	180	75	85	75	235	75	70	75	220	50	75	125
24	60	60	80	200	80	80	80	240	60	60	60	180	75	75	75	225	70	70	70	210	80	80	160
25	70	60	65	195	75	75	75	225	60	60	40	160	65	70	60	195	60	65	60	185	65	60	125
26	80	80	60	220	60	60	60	180	80	80	80	240	60	60	60	180	60	60	60	180	60	40	100
27	72	85	90	247	90	90	90	270	80	80	75	235	90	90	90	270	80	80	80	240	85	85	170
28	50	50	99	199	70	70	83	223	69	50	50	169	50	55	63	168	62	61	60	183	72	70	142
29	82	50	63	195	63	60	85	208	55	85	55	195	65	70	85	220	70	70	70	210	70	82	152
30	75	40	80	195	60	60	60	180	75	75	60	210	80	80	80	240	60	60	80	200	75	75	150
31	70	70	86	226	86	86	86	258	70	79	70	219	80	80	60	220	70	70	70	210	75	75	150

32	75	75	75	225	81	81	81	243	60	80	85	225	80	70	70	220	65	65	65	195	83	83	166
33	75	75	75	225	80	80	80	240	75	75	75	225	90	90	80	260	75	75	75	225	90	95	185
34	80	40	80	200	50	50	70	170	22	80	21	123	50	21	50	121	70	25	50	145	80	60	140
35	70	72	75	217	60	65	60	185	81	85	60	226	60	70	61	191	60	60	60	180	71	60	131
36	70	75	70	215	60	60	80	200	75	75	60	210	80	75	60	215	75	60	80	215	80	75	155
37	80	83	60	223	70	70	75	215	78	73	60	211	84	88	55	227	70	76	72	218	71	41	112
38	70	50	100	220	100	100	80	280	80	62	80	222	70	80	80	230	61	70	70	201	80	60	140
39	75	40	90	205	92	90	85	267	80	85	75	240	75	80	80	235	80	85	80	245	80	90	170
40	80	40	90	210	80	80	90	250	80	80	60	220	80	80	80	240	80	90	95	265	80	90	170
41	70	29	99	198	90	90	90	270	73	73	73	219	99	99	99	297	90	90	90	270	78	78	156
42	70	60	75	205	75	75	75	225	60	60	60	180	70	70	60	200	65	60	65	190	70	65	135
43	70	40	85	195	90	95	93	278	75	93	80	248	78	80	80	238	77	85	80	242	75	85	160
44	50	61	61	172	61	61	60	182	50	50	50	150	61	70	70	201	50	50	50	150	61	65	126
45	75	40	95	210	95	85	81	261	80	90	75	245	80	95	80	255	75	86	80	241	95	90	185
46	75	40	90	205	92	80	75	247	80	95	75	250	70	75	75	220	80	85	80	245	80	86	166
47	75	50	80	205	75	80	85	240	90	60	75	225	75	75	80	230	80	95	95	270	75	90	165
48	80	60	90	230	80	80	90	250	80	70	90	240	80	75	80	235	75	85	95	255	75	96	171
49	70	50	80	200	85	85	60	230	80	60	75	215	80	60	75	215	85	90	90	265	75	90	165
50	50	70	80	200	70	70	70	210	70	70	81	221	51	65	70	186	70	70	70	210	50	50	100
51	55	62	99	216	99	99	90	288	50	60	72	182	99	100	99	298	45	88	59	192	56	89	145
52	70	60	65	195	65	80	80	225	75	70	40	185	70	65	65	200	65	60	65	190	70	60	130
53	60	60	60	180	60	60	60	180	80	80	80	240	40	40	80	160	100	100	100	300	81	81	162
54	44	63	89	196	90	82	83	255	45	42	42	129	98	99	99	296	45	39	55	139	56	88	144
55	70	75	70	215	65	70	75	210	61	65	61	187	70	75	70	215	60	70	61	191	65	61	126
56	20	50	100	170	45	25	65	135	100	100	50	250	70	50	50	170	50	50	50	150	65	50	115
57	85	85	81	251	80	82	80	242	75	74	60	209	82	72	72	226	80	72	82	234	60	45	105
58	75	70	85	230	75	85	80	240	80	75	75	230	75	80	85	240	85	75	75	235	75	80	155
59	90	50	50	190	65	65	75	205	70	80	50	200	61	70	70	201	50	50	50	150	50	50	100
60	70	75	55	200	50	55	55	160	70	70	55	195	50	59	65	174	55	50	55	160	75	55	130
61	75	75	75	225	80	80	80	240	60	80	80	220	60	60	60	180	75	80	75	230	60	80	140
62	70	50	85	205	60	70	70	200	50	75	75	200	70	70	70	210	50	50	50	150	70	70	140
63	70	80	85	235	75	72	80	227	75	75	60	210	75	60	80	215	60	60	60	180	70	60	130
64	70	70	81	221	80	80	80	240	70	82	70	222	72	72	72	216	85	85	85	255	85	80	165
65	53	71	98	222	83	83	83	249	60	73	42	175	80	82	88	250	49	42	58	149	67	68	135
66	70	70	85	225	95	92	90	277	75	90	80	245	77	79	80	236	75	90	80	245	77	89	166

67	80	60	65	205	70	70	75	215	65	70	40	175	70	70	60	200	70	65	60	195	70	65	135
68	80	60	80	220	80	80	90	250	60	85	80	225	85	90	90	265	75	75	75	225	80	80	160
69	60	80	80	220	85	85	85	255	70	85	85	240	82	80	60	222	81	81	81	243	84	84	168
70	70	70	90	230	85	85	85	255	80	80	80	240	70	70	70	210	80	80	80	240	90	80	170
71	85	85	90	260	91	94	94	279	99	100	100	299	86	94	94	274	89	94	94	277	90	90	180
72	89	90	90	269	88	88	95	271	91	90	90	271	93	93	95	281	99	99	99	297	95	85	180
73	90	89	90	269	89	99	99	287	99	99	80	278	89	89	89	267	89	89	94	272	85	90	175
74	75	97	97	269	97	97	90	284	97	90	90	277	80	90	90	260	90	91	90	271	85	95	180
75	86	85	90	261	80	85	85	250	85	85	87	257	93	85	85	263	93	90	90	273	80	85	165
76	89	94	94	277	89	89	85	263	94	99	99	292	75	99	99	273	99	99	80	278	99	85	184
77	85	85	85	255	85	89	85	259	85	85	82	252	90	90	91	271	90	87	90	267	80	85	165
78	80	90	90	260	93	93	90	276	90	93	93	276	87	90	95	272	87	88	96	271	85	90	175
79	69	79	79	227	70	80	70	220	73	77	80	230	77	82	88	247	77	60	63	200	70	70	140
80	85	87	85	257	85	85	85	255	92	92	89	273	87	90	84	261	86	89	84	259	80	85	165
81	89	90	78	257	100	99	90	289	100	100	99	299	96	96	99	291	95	95	95	285	95	95	190
82	90	80	81	251	76	85	80	241	82	84	85	251	75	82	87	244	85	87	94	266	80	85	165
83	85	87	90	262	88	88	81	257	84	84	94	262	84	88	88	260	87	88	91	266	85	85	170
84	90	90	90	270	94	94	95	283	82	90	90	262	80	82	84	246	90	96	84	270	90	85	175
85	75	85	85	245	85	80	85	250	82	81	70	233	70	70	79	219	70	70	70	210	70	76	146
Σ	6223	5620	6902	18745	6712	6740	6919	20371	6171	6471	5948	18590	6377	6603	6562	19542	6197	6212	6346	18755	6367	6357	12724

Lampiran 3.Uji Validitas dan Reabilitas X1

Uji Validitas

Descriptive Statistics

	Mean	Std. Deviation	N
x1.1	73.5667	8.98536	30
x1.2	68.4000	10.38102	30
x1.3	74.7000	9.07498	30
X1	216.6667	22.97125	30

Correlations

		x1.1	x1.2	x1.3	X1
x1.1	Pearson Correlation	1	.552**	.518**	.845**
	Sig. (2-tailed)		.002	.003	.000
	Sum of Squares and Cross-products	2341.367	1493.200	1224.100	5058.667
	Covariance	80.737	51.490	42.210	174.437
	N	30	30	30	30
x1.2	Pearson Correlation	.552**	1	.368*	.813**
	Sig. (2-tailed)	.002		.045	.000
	Sum of Squares and Cross-products	1493.200	3125.200	1006.600	5625.000
	Covariance	51.490	107.766	34.710	193.966
	N	30	30	30	30
x1.3	Pearson Correlation	.518**	.368*	1	.764**
	Sig. (2-tailed)	.003	.045		.000
	Sum of Squares and Cross-products	1224.100	1006.600	2388.300	4619.000
	Covariance	42.210	34.710	82.355	159.276
	N	30	30	30	30

X1	Pearson Correlation	.845**	.813**	.764**	1
	Sig. (2-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	5058.667	5625.000	4619.000	15302.667
	Covariance	174.437	193.966	159.276	527.678
	N	30	30	30	30

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

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

Uji Reabilitas

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.730	3

Item Statistics

	Mean	Std. Deviation	N
x1.1	73.5667	8.98536	30
x1.2	68.4000	10.38102	30
x1.3	74.7000	9.07498	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	143.1000	259.541	.647	.535
x1.2	148.2667	247.513	.528	.682
x1.3	141.9667	291.482	.496	.707

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
216.6667	527.678	22.97125	3

Lampiran 4.Uji Validitas dan Reabilitas X2

Uji Validitas

Descriptive Statistics

	Mean	Std. Deviation	N
x2.1	76.6333	17.53712	30
x2.2	74.9000	16.55784	30
x2.3	81.7667	17.08939	30
X2	233.3000	46.11167	30

Correlations

		x2.1	x2.2	x2.3	X2
x2.1	Pearson Correlation	1	.796**	.641**	.904**
	Sig. (2-tailed)		.000	.000	.000
	Sum of Squares and Cross-products	8918.967	6704.900	5570.433	21194.300
	Covariance	307.551	231.203	192.084	730.838
	N	30	30	30	30
x2.2	Pearson Correlation	.796**	1	.717**	.928**
	Sig. (2-tailed)	.000		.000	.000
	Sum of Squares and Cross-products	6704.900	7950.700	5886.300	20541.900
	Covariance	231.203	274.162	202.976	708.341
	N	30	30	30	30
x2.3	Pearson Correlation	.641**	.717**	1	.872**
	Sig. (2-tailed)	.000	.000		.000
	Sum of Squares and Cross-products	5570.433	5886.300	8469.367	19926.100
	Covariance	192.084	202.976	292.047	687.107
	N	30	30	30	30

X2	Pearson Correlation	.904**	.928**	.872**	1
	Sig. (2-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	21194.300	20541.900	19926.100	61662.300
	Covariance	730.838	708.341	687.107	2126.286
	N	30	30	30	30

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

Uji Reabilitas

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.884	3

Item Statistics

	Mean	Std. Deviation	N
x2.1	76.6333	17.53712	30
x2.2	74.9000	16.55784	30
x2.3	81.7667	17.08939	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	156.6667	972.161	.774	.835
x2.2	158.4000	983.766	.836	.781
x2.3	151.5333	1044.120	.715	.886

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
233.3000	2126.286	46.11167	3

Lampiran 5. Uji Validitas dan Reabilitas X3

Uji Validitas

Descriptive Statistics

	Mean	Std. Deviation	N
x3.1	63.0667	16.18414	30
x3.2	71.3000	12.26475	30
x3.3	62.2667	18.75235	30
X3	196.6333	39.34768	30

Correlations

		x3.1	x3.2	x3.3	X3
x3.1	Pearson Correlation	1	.390*	.638**	.837**
	Sig. (2-tailed)		.033	.000	.000
	Sum of Squares and Cross-products	7595.867	2242.400	5612.467	15450.733
	Covariance	261.926	77.324	193.533	532.784
	N	30	30	30	30
x3.2	Pearson Correlation	.390*	1	.527**	.723**
	Sig. (2-tailed)	.033		.003	.000
	Sum of Squares and Cross-products	2242.400	4362.300	3516.600	10121.300
	Covariance	77.324	150.424	121.262	349.010
	N	30	30	30	30
x3.3	Pearson Correlation	.638**	.527**	1	.903**
	Sig. (2-tailed)	.000	.003		.000
	Sum of Squares and Cross-products	5612.467	3516.600	10197.867	19326.933
	Covariance	193.533	121.262	351.651	666.446
	N	30	30	30	30

X3	Pearson Correlation	.837**	.723**	.903**	1
	Sig. (2-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	15450.733	10121.300	19326.933	44898.967
	Covariance	532.784	349.010	666.446	1548.240
	N	30	30	30	30

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

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

Uji Reabilitas

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.760	3

Item Statistics

	Mean	Std. Deviation	N
x3.1	63.0667	16.18414	30
x3.2	71.3000	12.26475	30
x3.3	62.2667	18.75235	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	133.5667	744.599	.613	.651
x3.2	125.3333	1000.644	.512	.774
x3.3	134.3667	566.999	.705	.545

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
196.6333	1548.240	39.34768	3

Lampiran 6. Uji Validitas dan Reabilitas X4

Uji Validitas

Descriptive Statistics

	Mean	Std. Deviation	N
x4.1	68.1333	17.94961	30
x4.2	75.6333	12.66677	30
x4.3	73.4333	12.38654	30
X4	217.2000	34.97723	30

Correlations

		x4.1	x4.2	x4.3	X4
x4.1	Pearson Correlation	1	.520**	.399*	.843**
	Sig. (2-tailed)		.003	.029	.000
	Sum of Squares and Cross-products	9343.467	3430.467	2570.267	15344.200
	Covariance	322.189	118.292	88.630	529.110
	N	30	30	30	30
x4.2	Pearson Correlation	.520**	1	.553**	.825**
	Sig. (2-tailed)	.003		.002	.000
	Sum of Squares and Cross-products	3430.467	4652.967	2515.767	10599.200
	Covariance	118.292	160.447	86.751	365.490
	N	30	30	30	30
x4.3	Pearson Correlation	.399*	.553**	1	.759**
	Sig. (2-tailed)	.029	.002		.000
	Sum of Squares and Cross-products	2570.267	2515.767	4449.367	9535.400
	Covariance	88.630	86.751	153.426	328.807
	N	30	30	30	30

X4	Pearson Correlation	.843**	.825**	.759**	1
	Sig. (2-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	15344.200	10599.200	9535.400	35478.800
	Covariance	529.110	365.490	328.807	1223.407
	N	30	30	30	30

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

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

Uji Reabilitas

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.720	3

Item Statistics

	Mean	Std. Deviation	N
x4.1	68.1333	17.94961	30
x4.2	75.6333	12.66677	30
x4.3	73.4333	12.38654	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x4.1	149.0667	487.375	.522	.712
x4.2	141.5667	652.875	.634	.543
x4.3	143.7667	719.220	.528	.658

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
217.2000	1223.407	34.97723	3

Lampiran 7.Uji Validitas dan Reabilitas

Uji Validitas

Descriptive Statistics

	Mean	Std. Deviation	N
x5.1	61.2333	20.40061	30
x5.2	61.9667	21.81187	30
x5.3	65.3333	21.43045	30
X5	188.5333	61.28269	30

Correlations

		x5.1	x5.2	x5.3	X5
x5.1	Pearson Correlation	1	.887**	.835**	.941**
	Sig. (2-tailed)		.000	.000	.000
	Sum of Squares and Cross-products	12069.367	11443.233	10591.667	34104.267
	Covariance	416.185	394.594	365.230	1176.009
	N	30	30	30	30
x5.2	Pearson Correlation	.887**	1	.946**	.982**
	Sig. (2-tailed)	.000		.000	.000
	Sum of Squares and Cross-products	11443.233	13796.967	12828.333	38068.533
	Covariance	394.594	475.757	442.356	1312.708
	N	30	30	30	30
x5.3	Pearson Correlation	.835**	.946**	1	.965**
	Sig. (2-tailed)	.000	.000		.000
	Sum of Squares and Cross-products	10591.667	12828.333	13318.667	36738.667
	Covariance	365.230	442.356	459.264	1266.851
	N	30	30	30	30

X5	Pearson Correlation	.941**	.982**	.965**	1
	Sig. (2-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	34104.267	38068.533	36738.667	108911.467
	Covariance	1176.009	1312.708	1266.851	3755.568
	N	30	30	30	30

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

Uji Reabilitas

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.960	3

Item Statistics

	Mean	Std. Deviation	N
x5.1	61.2333	20.40061	30
x5.2	61.9667	21.81187	30
x5.3	65.3333	21.43045	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x5.1	127.3000	1819.734	.873	.972
x5.2	126.5667	1605.909	.958	.910
x5.3	123.2000	1681.131	.919	.939

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
188.5333	3755.568	61.28269	3

Lampiran 8.Uji Validitas dan Reabilitas

Uji Validitas

Descriptive Statistics

	Mean	Std. Deviation	N
y1	62.1333	25.52448	30
y2	61.1667	26.06766	30
Y	123.3000	50.23472	30

Correlations

		y1	y2	Y
y1	Pearson Correlation	1	.896**	.973**
	Sig. (2-tailed)		.000	.000
	Sum of Squares and Cross-products	18893.467	17291.333	36184.800
	Covariance	651.499	596.253	1247.752
	N	30	30	30
y2	Pearson Correlation	.896**	1	.974**
	Sig. (2-tailed)	.000		.000
	Sum of Squares and Cross-products	17291.333	19706.167	36997.500
	Covariance	596.253	679.523	1275.776
	N	30	30	30
Y	Pearson Correlation	.973**	.974**	1
	Sig. (2-tailed)	.000	.000	
	Sum of Squares and Cross-products	36184.800	36997.500	73182.300
	Covariance	1247.752	1275.776	2523.528
	N	30	30	30

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

Uji Reabilitas

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.927	3

Item Statistics

	Mean	Std. Deviation	N
y1	62.1333	25.52448	30
y2	61.1667	26.06766	30
Y	123.3000	50.23472	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	184.4667	5754.602	.952	.887
y2	185.4333	5670.530	.954	.880
Y	123.3000	2523.528	1.000	.945

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
246.6000	10094.110	100.46945	3

Lampiran 9. Hasil Uji Regresi Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.729 ^a	.532	.502	15.56572	.532	17.946	5	79	.000

a. Predictors: (Constant), X5, X4, X1, X2, X3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21740.998	5	4348.200	17.946	.000 ^a
	Residual	19141.049	79	242.292		
	Total	40882.047	84			

a. Predictors: (Constant), X5, X4, X1, X2, X3

b. Dependent Variable: Y

coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40.153	16.112		2.492	.015
	X1	-.115	.093	-.129	-1.228	.223
	X2	.169	.078	.263	2.173	.033
	X3	.160	.079	.259	2.019	.047
	X4	.065	.080	.098	.818	.416
	X5	.201	.067	.363	3.004	.004

a. Dependent Variable: Y

Lampiran 10. Tabel F pada $\alpha=5\%$

dk penyebut (df2)	dk pembilang (df1)					
	1	2	3	4	5	6
1	161,45	199,50	215,71	224,58	230,16	233,99
2	18,51	19,00	19,16	19,25	19,30	19,33
3	10,13	9,55	9,28	9,12	9,01	8,94
4	7,71	6,94	6,59	6,39	6,26	6,16
5	6,61	5,79	5,41	5,19	5,05	4,95
6	5,99	5,14	4,76	4,53	4,39	4,28
7	5,59	4,74	4,35	4,12	3,97	3,87
8	5,32	4,46	4,07	3,84	3,69	3,58
9	5,12	4,26	3,86	3,63	3,48	3,37
10	4,97	4,10	3,71	3,48	3,33	3,22
11	4,84	3,98	3,59	3,36	3,20	3,10
12	4,75	3,89	3,49	3,26	3,11	3,00
13	4,67	3,81	3,41	3,18	3,03	2,92
14	4,60	3,74	3,34	3,11	2,96	2,85
15	4,54	3,68	3,29	3,06	2,90	2,79
16	4,49	3,63	3,24	3,01	2,85	2,74
17	4,45	3,59	3,20	2,97	2,81	2,67
18	4,41	3,56	3,16	2,93	2,77	2,66
19	4,38	3,52	3,13	2,90	2,74	2,63
20	4,35	3,49	3,10	2,87	2,71	2,60
21	4,33	3,47	3,07	2,84	2,69	2,57
22	4,30	3,44	3,05	2,82	2,66	2,55
23	4,28	3,42	3,03	2,80	2,64	2,53
24	4,26	3,40	3,01	2,78	2,62	2,51
25	4,24	3,39	2,99	2,76	2,60	2,49
26	4,23	3,37	2,98	2,74	2,59	2,47
27	4,21	3,35	2,96	2,73	2,57	2,46
28	4,20	3,34	2,95	2,71	2,56	2,45
29	4,18	3,33	2,93	2,70	2,55	2,43
30	4,17	3,32	2,92	2,69	2,53	2,42
38	4,10	3,24	2,85	2,62	2,46	2,35
48	4,04	3,19	2,80	2,57	2,41	2,29
58	4,01	3,16	2,76	2,53	2,37	2,26
68	3,98	3,13	2,74	2,51	2,35	2,24
78	3,96	3,11	2,72	2,49	2,33	2,22
88	3,95	3,10	2,71	2,48	2,32	2,20
98	3,94	3,09	2,70	2,46	2,31	2,19
100	3,94	3,09	2,70	2,46	2,31	2,19

Lampiran 11. Tabel t

df	Taraf Nyata (α)		df	Taraf Nyata (α)		df	Taraf Nyata (α)	
	5%	1%		5%	1%		5%	1%
1	12,706	63,657	49	2,010	2,680	97	1,985	2,627
2	4,303	9,925	50	2,009	2,678	98	1,984	2,627
3	3,182	5,841	51	2,008	2,676	99	1,984	2,626
4	2,776	4,604	52	2,007	2,674	100	1,984	2,626
5	2,571	4,032	53	2,006	2,672	101	1,984	2,625
6	2,447	3,707	54	2,005	2,670	102	1,983	2,625
7	2,365	3,499	55	2,004	2,668	103	1,983	2,624
8	2,306	3,355	56	2,003	2,667	104	1,983	2,624
9	2,262	3,250	57	2,002	2,665	105	1,983	2,623
10	2,228	3,169	58	2,002	2,663	106	1,983	2,623
11	2,201	3,106	59	2,001	2,662	107	1,982	2,623
12	2,179	3,055	60	2,000	2,660	108	1,982	2,622
13	2,160	3,012	61	2,000	2,659	109	1,982	2,622
14	2,145	2,977	62	1,999	2,657	110	1,982	2,621
15	2,131	2,947	63	1,998	2,656	111	1,982	2,621
16	2,120	2,921	64	1,998	2,655	112	1,981	2,620
17	2,110	2,898	65	1,997	2,654	113	1,981	2,620
18	2,101	2,878	66	1,997	2,652	114	1,981	2,620
19	2,093	2,861	67	1,996	2,651	115	1,981	2,619
20	2,086	2,845	68	1,995	2,650	116	1,981	2,619
21	2,080	2,831	69	1,995	2,649	117	1,980	2,619
22	2,074	2,819	70	1,994	2,648	118	1,980	2,618
23	2,069	2,807	71	1,994	2,647	119	1,980	2,618
24	2,064	2,797	72	1,993	2,646	120	1,980	2,617
25	2,060	2,787	73	1,993	2,645	121	1,980	2,617
26	2,056	2,779	74	1,993	2,644	122	1,980	2,617
27	2,052	2,771	75	1,992	2,643	123	1,979	2,616
28	2,048	2,763	76	1,992	2,642	124	1,979	2,616
29	2,045	2,756	77	1,991	2,641	125	1,979	2,616
30	2,042	2,750	78	1,991	2,640	126	1,979	2,615
31	2,040	2,744	79	1,990	2,640	127	1,979	2,615
32	2,037	2,738	80	1,990	2,639	128	1,979	2,615
33	2,035	2,733	81	1,990	2,638	129	1,979	2,614
34	2,032	2,728	82	1,989	2,637	130	1,978	2,614
35	2,030	2,724	83	1,989	2,636	131	1,978	2,614
36	2,028	2,719	84	1,989	2,636	132	1,978	2,614
37	2,026	2,715	85	1,988	2,635	133	1,978	2,613
38	2,024	2,712	86	1,988	2,634	134	1,978	2,613
39	2,023	2,708	87	1,988	2,634	135	1,978	2,613
40	2,021	2,704	88	1,987	2,633	136	1,978	2,612
41	2,020	2,701	89	1,987	2,632	137	1,977	2,612
42	2,018	2,698	90	1,987	2,632	138	1,977	2,612
43	2,017	2,695	91	1,986	2,631	139	1,977	2,612
44	2,015	2,692	92	1,986	2,630	140	1,977	2,611
45	2,014	2,690	93	1,986	2,630	141	1,977	2,611
46	2,013	2,687	94	1,986	2,629	142	1,977	2,611
47	2,012	2,685	95	1,985	2,629	143	1,977	2,611
48	2,011	2,682	96	1,985	2,628	144	1,977	2,610