

**LAMPIRAN REKAPITULASI
JAWABAN RESPONDEN**



X 1 . 1	X 1 . 2	X 1 . 3	X 1 . 4	X 2 . 1	X 2 . 2	X 2 . 3	X 2 . 4	X 3 . 1	X 3 . 2	X 3 . 3	X 3 . 4	X 4 . 1	X 4 . 2	X 4 . 3	X 4 . 4	X 4 . 4			
2	2	2	2	2 . 0 0	1	1	3	1 . 5 0	4	4	2	3	3 . 2 5	3	4	5	4	4 . 0 0	
5	5	5	5	5 . 0 0	5	5	5	5 . 0 0	5	5	2	5	4 . 2 5	5	5	5	1	4 . 0 0	
5	5	5	5	5 . 0 0	5	1	5	5 . 0 0	4	5	5	5	5	5	5	5	5	5 . 0 0	
5	5	5	5	5 . 0 0	5	5	5	5 . 0 0	5	5	5	5	5	5	5	5	5	5 . 0 0	
1	1	1	2	1 . 2 5	2	1	1	2 . 5 0	1	1	2	2	1 . 5	1	2	1	1	1 . 2 5	
4	3	5	4	4 . 0 0	5	5	3	5 . 5 0	4	5	5	5	5	5	5	4	2	4	3 . 7 5
2	2	2	2	2 . 0 0	2	2	2	2 . 0 0	2	2	2	2	2	2	2	2	2	2	2 . 0 0
4	3	5	4	4 . 0 0	5	5	3	5 . 5 0	4	5	5	5	5	5	5	4	2	4	3 . 7 5
3	3	3	1	2 .	1	3	3	1 .	2 .	1	4	1	4	2 . 5	3	3	5	4	3 .

				5 0					0 0										7 5
1	1	1	1	1 0 0	1	1	1	1	1 0 0	1	1	1	1	1	1	1	1	1	1 0 0
5	5	5	5	5 0 0	1	5	5	5	4 0 0	3	5	2	4	3 5	5	5	5	5	5 0 0
4	4	3	4	3 7 5	5	5	5	5	5 0 0	5	4	4	4	4 2 5	4	4	4	5	4 2 5
3	2	3	3	2 7 5	2	2	2	3	2 2 5	4	4	4	4	4	3	3	3	3	3 0 0
3	1	4	5	3 2 5	5	4	4	5	4 5 0	5	4	3	5	4 2 5	3	4	3	2	3 0 0
5	5	3	4	4 2 5	4	4	2	4	3 5 0	4	5	3	5	4 2 5	5	5	3	5	4 5 0
4	4	4	5	4 2 5	4	4	4	4	4 0 0	3	4	4	3	3 5	4	4	4	4	4 0 0
3	4	3	3	3 2 5	2	3	3	3	2 7 5	4	3	3	3	3 2 5	4	3	4	3	3 5 0
2	2	3	2	2 2 5	2	2	2	2	2 0 0	3	3	3	3	3	2	2	2	2	2 0 0
4	4	4	4	4 .	3	3	4	4	3 .	5	3	3	5	4	3	3	3	4	3 .

				0 0					5 0										2 5
3	3	1	1	2 . 0 0	3	5	3	4	3 . 7 5	5	4	3	4	4	4	4	4	4	4 . 0 0
3	2	3	4	3 . 0 0	1	2	1	4	2 . 0 0	2	4	1	3	2 . 5	4	3	1	2	2 . 5 0
5	5	4	3	4 . 2 5	5	5	5	5	5 . 0 0	5	5	5	4	4 . 7 5	5	5	5	5	5 . 0 0
3	3	3	3	3 . 0 0	3	2	2	3	2 . 5 0	2	2	3	3	2 . 5	2	2	2	2	2 . 0 0
3	3	3	3	3 . 0 0	3	3	3	3	3 . 0 0	3	3	3	3	3	3	3	3	3	3 . 0 0
4	4	3	3	3 . 5 0	3	4	3	4	3 . 5 0	4	3	4	4	3 . 7 5	4	4	3	4	3 . 7 5
3	4	3	3	3 . 2 5	3	3	3	3	3 . 0 0	2	3	3	3	2 . 7 5	3	3	3	3	3 . 0 0
3	5	5	3	4 . 0 0	3	5	5	5	4 . 5 0	5	5	3	4	4 . 2 5	5	5	5	4	4 . 7 5
5	5	5	5	5 . 0 0	5	5	3	5	4 . 5 0	5	5	2	4	4	5	5	3	5	4 . 5 0
5	5	5	5	5 .	5	5	3	5	4 .	5	5	5	5	5	5	5	5	3	4 .

				0 0					0 0										0 0
				3 . 2 5					4 . 0 0										3 . 7 5
4	4	3	2		4	4	3	5	0	5	5	5	5	5	5	4	3	3	
				5 . 0 0					4 . 5 0						4 . 5				5 . 0 0
5	5	5	5		5	5	3	5	0	5	5	3	5	5		5	5	5	
				3 . 5 0					4 . 2 5						3 . 5				3 . 2 5
4	4	3	3		5	4	4	4	5	4	4	3	3	3	5	4	4	3	2
				4 . 2 5					4 . 2 5						3 . 2 5				4 . 2 5
4	4	5	4		4	5	3	5	5	4	3	3	3	3	5	4	5	4	4
				2 . 7 5					5 . 0 0						3 . 7 5				3 . 5 0
3	3	1	4		5	5	5	5	0	4	4	3	4	4	5	3	5	2	4
				2 . 0 0					2 . 7 5						3 . 5				3 . 2 5
2	3	2	1		2	4	2	3	5	3	4	3	4	4	5	4	4	2	3
				3 . 0 0					2 . 0 0						1 . 5				2 . 0 0
3	3	3	3		2	2	2	2	0	1	1	1	3	3	5	2	2	2	2
				4 . 0 0					2 . 2 5						2 . 5				3 . 2 5
5	3	3	5		2	2	3	2	5	1	3	3	3	3	5	3	3	2	5
				4 . 2 5					4 . 2 5						4 . 5				3 . 7 5
3	4	5	5		5	4	4	4	5	5	4	4	5	5	4	4	4	4	3
				2 .					4 .						4 .				4 .
3	3	2	2		3	5	4	4	4	4	5	4	3	5	4	5	5	4	4

				5 0					0 0					2 5					5 0
5	4	4	1	3 · 5 0	4	5	5	5	4 · 7 5	5	5	3	5	4 · 5 5	4	5	1	3	3 · 2 5
3	3	3	3	3 · 0 0	3	3	3	3	3 · 0 0	3	3	3	3	3	3	3	3	3	3 · 0 0
3	3	4	4	3 · 5 0	2	5	3	4	3 · 5 0	3	3	2	3	2 · 7 5	3	4	4	3	3 · 5 0
5	3	3	4	3 · 7 5	4	5	1	3	3 · 2 5	4	4	4	5	4 · 2 5	3	5	4	5	4 · 2 5
4	4	5	5	4 · 5 0	5	5	3	5	4 · 5 0	5	5	5	5	5	4	4	3	3	3 · 5 0
4	4	4	4	4 · 0 0	5	5	5	5	5 · 0 0	5	4	4	5	4 · 5 5	5	5	2	5	4 · 2 5
2	3	3	3	2 · 7 5	3	4	1	1	2 · 2 5	3	4	3	3	3 · 2 5	3	3	4	3	3 · 2 5
1	3	2	2	2 · 0 0	5	2	1	3	2 · 7 5	5	5	2	5	4 · 2 5	3	2	1	2	2 · 0 0
4	4	5	5	4 · 5 0	4	5	4	5	4 · 5 0	5	5	3	5	4 · 5 5	5	5	4	3	4 · 2 5
4	4	4	3	3 ·	3	3	1	4	2 ·	4	4	5	4	4 ·	4	4	1	5	3 ·

				7 5					7 5					2 5					5 0
				3 · 0 0	5	5	5	4	4 · 7 5	5	3	3	3	3 · 5	3	4	1	4	3 · 0 0
X 1 · 1	X 1 · 2	X 1 · 3	X 1 · 4	X 1	X 2 · 1	X 2 · 2	X 2 · 3	X 2 · 4	X 2	X 3 · 1	X 3 · 2	X 3 · 3	X 3 · 4	X 3	X 4 · 1	X 4 · 2	X 4 · 3	X 4 · 4	X 4
				1 · 5 0	1	2	3	2	2 · 0 0	4	4	2	4	3 · 5	3	3	3	3	3 · 0 0
				1 · 0 0	1	2	1	1	1 · 2 5	1	1	3	1	1 · 5	2	1	1	5	2 · 2 5
				4 · 0 0	5	5	5	5	5 · 0 0	5	5	3	5	4 · 5	5	5	5	5	5 · 0 0
				3 · 5 0	4	4	2	4	3 · 5 0	4	4	3	5	4	4	4	1	4	3 · 2 5
				4 · 7 5	5	5	3	5	4 · 5 0	5	5	3	4	4 · 2 5	5	5	5	5	5 · 0 0
				4 · 0 0	5	4	4	4	4 · 2 5	5	5	3	4	4 · 2 5	4	4	4	4	4 · 0 0
				3 · 2 5	4	4	1	4	3 · 2 5	4	4	3	3	3 · 5	3	3	4	3	3 · 2 5
				3 · ·	5	3	3	3	3 · ·	5	5	3	5	4 · 5	4	5	3	4	4 · ·

				0					0										0
				0					0										0
				2					4					3					3
3	3	2	3	.7	4	4	5	4	.2	4	4	2	5	.7	5	4	2	3	.5
				5					5					5					0
5	5	5	5	0	5	5	3	5	0	5	5	4	5	4	5	5	4	3	4
				5					.5					.7					.2
5	5	4	4	0	5	5	3	5	0	5	5	4	5	5	4	5	4	4	5
				4					4					4					4
4	4	4	4	.0	4	4	4	4	.0	4	4	4	5	.2					.0
				4					4					4					4
4	4	4	4	0	4	4	4	4	0	4	4	4	5	5	4	4	4	4	0
				5					5										5
5	5	5	5	.0	5	5	5	5	.0	5	5	5	5	5	5	5	5	5	.0
				4					3										3
5	5	5	4	.7	4	4	4	3	.7	5	5	5	5	5	3	3	3	3	.0
				3					3					3					3
3	3	3	3	.0	3	5	3	3	.5	4	4	3	4	.7	4	5	3	3	.7
				1					1					1					1
1	1	1	1	.0	1	1	1	1	.0	1	1	1	3	.5	1	1	1	1	.0
				1					1					1					1
1	1	1	1	.0	1	1	1	1	.0	1	1	2	1	.2	1	1	1	1	.0
				4					4					4					5
5	4	5	5	.	5	5	3	4	.	5	5	2	5	.	5	5	5	5	.

				7 5					2 5					2 5					0 0
3	3	4	4	3 · 5 0	5	4	4	5	4 · 5 0	4	4	3	4	3 · 7 5	4	4	5	4	4 · 2 5
4	5	3	3	3 · 7 5	5	5	2	5	4 · 2 5	5	5	3	5	4 · 5	5	5	5	4	4 · 7 5
3	4	3	3	3 · 2 5	3	5	3	3	3 · 5 0	2	5	2	3	3	5	5	4	4	4 · 5 0
4	4	2	5	3 · 7 5	3	3	3	3	3 · 0 0	4	3	3	3	3 · 2 5	2	5	3	3	3 · 2 5
1	1	1	1	1 · 0 0	3	2	2	1	2 · 0 0	3	3	1	4	2 · 7 5	4	2	1	1	2 · 0 0
5	5	5	5	5 · 0 0	5	5	5	1	4 · 0 0	5	5	5	5	5	5	5	5	5	5 · 0 0
4	5	4	3	4 · 0 0	5	5	3	5	4 · 5 0	4	5	3	4	4	4	5	2	4	3 · 7 5
4	4	3	1	3 · 0 0	5	5	1	5	4 · 0 0	5	5	4	5	4 · 7 5	5	3	4	4	4 · 0 0
4	4	4	4	4 · 0 0	5	4	4	4	4 · 2 5	5	5	2	3	3 · 7 5	5	4	2	3	3 · 5 0
1	3	1	1	1 ·	3	5	3	3	3 ·	5	4	3	5	4 ·	3	5	1	3	3 ·

				5 0					5 0					2 5					0 0
5	5	4	4	4 . 5 0	5	5	4	4	4 . 5 0	4	5	4	5	4 . 5 5	4	3	5	4	4 . 0 0
4	4	4	4	4 . 0 0	4	5	4	5	4 . 5 0	4	4	4	4	4	4	4	4	4	4 . 0 0
2	3	2	2	2 . 2 5	2	1	2	3	2 . 0 0	3	4	3	5	3 . 7 5	3	4	4	2	3 . 2 5
3	2	2	3	2 . 5 0	2	3	2	3	2 . 5 0	2	4	2	3	2 . 7 5	3	4	2	1	2 . 5 0
4	4	5	4	4 . 2 5	4	5	4	4	4 . 2 5	4	5	4	5	4 . 5 5	5	5	5	5	5 . 0 0
3	3	3	3	3 . 0 0	3	3	3	3	3 . 0 0	3	3	3	3	3	3	3	3	3	3 . 0 0
3	3	3	3	3 . 0 0	3	3	3	3	3 . 0 0	3	3	3	3	3	3	3	3	3	3 . 0 0
3	3	3	3	3 . 0 0	3	3	3	3	3 . 0 0	3	3	3	3	3	3	3	3	3	3 . 0 0
3	3	3	3	3 . 0 0	3	3	3	3	3 . 0 0	3	3	3	3	3	3	3	3	3	3 . 0 0
5	4	4	3	4 .	4	5	4	4	4 .	4	3	3	4	3 . 5	5	4	4	3	4 .

				0 0					2 5										0 0
2	3	3	2	2 . 5 0	3	4	3	2	3 . 0 0	2	3	3	2	2 . 5	3	3	2	3	2 . 7 5
4	4	4	4	4 . 0 0	4	4	3	4	3 . 7 5	4	4	4	3	3 . 7 5	3	4	4	4	3 . 7 5
3	3	3	4	3 . 2 5	2	3	3	3	2 . 7 5	3	3	3	3	3	3	3	3	4	3 . 2 5
3	3	4	3	3 . 2 5	4	3	3	3	3 . 2 5	3	4	3	3	3 . 2 5	4	3	4	3	3 . 5 0
4	4	4	4	4 . 0 0	3	4	4	3	3 . 5 0	4	4	4	3	3 . 7 5	4	4	4	3	3 . 7 5
3	3	3	3	3 . 0 0	3	3	2	2	2 . 5 0	3	3	3	3	3	2	2	3	3	2 . 5 0
4	4	4	4	4 . 0 0	4	4	4	4	4 . 0 0	3	4	3	4	3 . 5	4	4	4	4	4 . 0 0
3	4	2	4	3 . 2 5	3	3	2	3	2 . 7 5	3	2	3	4	3	3	3	4	3	3 . 2 5
3	4	4	4	3 . 7 5	3	3	3	3	3 . 0 0	4	4	3	3	3 . 5	4	3	4	4	3 . 7 5
3	3	3	3	3 .	3	4	3	3	3 .	3	3	4	4	3 . 5	3	3	4	3	3 .

				0					2										2
				0					5										5
				2					3										2
3	3	2	3	·					·										·
				7	4	3	4	3	5	4	3	3	2	3	2	3	3	3	7
				5					0										5
				4					4										4
				·					·										·
4	4	4	4	0	4	4	4	4	0	4	4	4	4	4	4	4	4	4	0
				0					0										0



**LAMPIRAN REKAPITULASI
UMUR DAN JENIS KELAMIN
RESPONDEN**



Jenis kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
laki laki	81	67.5	67.5	67.5
Valid perempuan	39	32.5	32.5	100.0
Total	120	100.0	100.0	

umur

	Frequency	Percent	Valid Percent	Cumulative Percent
10-15 th	45	37.5	37.5	37.5
Valid 15-20 th	38	31.7	31.7	69.2
20-25 th	37	30.8	30.8	100.0
Total	120	100.0	100.0	

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X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	8,3	8,3	8,3
2	5	8,3	8,3	16,7
3	21	35,0	35,0	51,7
4	16	26,7	26,7	78,3
5	13	21,7	21,7	100,0
Total	60	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	8,3	8,3	8,3
2	5	8,3	8,3	16,7
3	22	36,7	36,7	53,3
4	16	26,7	26,7	80,0
5	12	20,0	20,0	100,0
Total	60	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	8,3	8,3	8,3
2	5	8,3	8,3	16,7
3	25	41,7	41,7	58,3
4	8	13,3	13,3	71,7
5	17	28,3	28,3	100,0
Total	60	100,0	100,0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	11,7	11,7	11,7
2	7	11,7	11,7	23,3
3	19	31,7	31,7	55,0
4	13	21,7	21,7	76,7
5	14	23,3	23,3	100,0
Total	60	100,0	100,0	

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	8,3	8,3	8,3
2	11	18,3	18,3	26,7
3	13	21,7	21,7	48,3
4	11	18,3	18,3	66,7
5	20	33,3	33,3	100,0
Total	60	100,0	100,0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	6,7	6,7	6,7
2	8	13,3	13,3	20,0
3	10	16,7	16,7	36,7
4	12	20,0	20,0	56,7
5	26	43,3	43,3	100,0
Total	60	100,0	100,0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	11,7	11,7	11,7
2	8	13,3	13,3	25,0
3	24	40,0	40,0	65,0
4	9	15,0	15,0	80,0
5	12	20,0	20,0	100,0
Total	60	100,0	100,0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	8,3	8,3	8,3
2	5	8,3	8,3	16,7
3	10	16,7	16,7	33,3
4	16	26,7	26,7	60,0
5	24	40,0	40,0	100,0
Total	60	100,0	100,0	

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	8,3	8,3	8,3
2	5	8,3	8,3	16,7
3	9	15,0	15,0	31,7
4	14	23,3	23,3	55,0
5	27	45,0	45,0	100,0
Total	60	100,0	100,0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	5,0	5,0	5,0
2	3	5,0	5,0	10,0
3	12	20,0	20,0	30,0
4	22	36,7	36,7	66,7
5	20	33,3	33,3	100,0
Total	60	100,0	100,0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	10,0	10,0	10,0
2	10	16,7	16,7	26,7
3	26	43,3	43,3	70,0
4	8	13,3	13,3	83,3
5	10	16,7	16,7	100,0
Total	60	100,0	100,0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,7	1,7	1,7
2	2	3,3	3,3	5,0
3	18	30,0	30,0	35,0
4	17	28,3	28,3	63,3
5	22	36,7	36,7	100,0
Total	60	100,0	100,0	

X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	3,3	3,3	3,3
2	5	8,3	8,3	11,7
3	16	26,7	26,7	38,3
4	16	26,7	26,7	65,0
5	21	35,0	35,0	100,0
Total	60	100,0	100,0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,7	1,7	1,7
2	6	10,0	10,0	11,7
3	14	23,3	23,3	35,0
4	19	31,7	31,7	66,7
5	20	33,3	33,3	100,0
Total	60	100,0	100,0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	15,0	15,0	15,0
2	10	16,7	16,7	31,7
3	15	25,0	25,0	56,7
4	15	25,0	25,0	81,7
5	11	18,3	18,3	100,0
Total	60	100,0	100,0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	5,0	5,0	5,0
2	8	13,3	13,3	18,3
3	16	26,7	26,7	45,0
4	18	30,0	30,0	75,0
5	15	25,0	25,0	100,0
Total	60	100,0	100,0	

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	10,0	10,0	10,0
2	4	6,7	6,7	16,7
3	19	31,7	31,7	48,3
4	19	31,7	31,7	80,0
5	12	20,0	20,0	100,0
Total	60	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	8,3	8,3	8,3
2	2	3,3	3,3	11,7
3	18	30,0	30,0	41,7
4	24	40,0	40,0	81,7
5	11	18,3	18,3	100,0
Total	60	100,0	100,0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	11,7	11,7	11,7
2	8	13,3	13,3	25,0
3	21	35,0	35,0	60,0
4	15	25,0	25,0	85,0
5	9	15,0	15,0	100,0
Total	60	100,0	100,0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	8	13,3	13,3	13,3
2	2	3,3	3,3	16,7
3	24	40,0	40,0	56,7
4	20	33,3	33,3	90,0
5	6	10,0	10,0	100,0
Total	60	100,0	100,0	

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	8,3	8,3	8,3
2	3	5,0	5,0	13,3
3	17	28,3	28,3	41,7
4	15	25,0	25,0	66,7
5	20	33,3	33,3	100,0
Total	60	100,0	100,0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	6,7	6,7	6,7
2	3	5,0	5,0	11,7
3	15	25,0	25,0	36,7
4	17	28,3	28,3	65,0
5	21	35,0	35,0	100,0
Total	60	100,0	100,0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	8,3	8,3	8,3
2	10	16,7	16,7	25,0
3	23	38,3	38,3	63,3
4	18	30,0	30,0	93,3
5	4	6,7	6,7	100,0
Total	60	100,0	100,0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	10,0	10,0	10,0
2	3	5,0	5,0	15,0
3	21	35,0	35,0	50,0
4	17	28,3	28,3	78,3
5	13	21,7	21,7	100,0
Total	60	100,0	100,0	

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	5,0	5,0	5,0
2	3	5,0	5,0	10,0
3	13	21,7	21,7	31,7
4	23	38,3	38,3	70,0
5	18	30,0	30,0	100,0
Total	60	100,0	100,0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	5,0	5,0	5,0
2	1	1,7	1,7	6,7
3	14	23,3	23,3	30,0
4	22	36,7	36,7	66,7
5	20	33,3	33,3	100,0
Total	60	100,0	100,0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	3,3	3,3	3,3
2	8	13,3	13,3	16,7
3	34	56,7	56,7	73,3
4	13	21,7	21,7	95,0
5	3	5,0	5,0	100,0
Total	60	100,0	100,0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	3,3	3,3	3,3
2	2	3,3	3,3	6,7
3	17	28,3	28,3	35,0
4	18	30,0	30,0	65,0
5	21	35,0	35,0	100,0
Total	60	100,0	100,0	

X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	3,3	3,3	3,3
2	4	6,7	6,7	10,0
3	17	28,3	28,3	38,3
4	20	33,3	33,3	71,7
5	17	28,3	28,3	100,0
Total	60	100,0	100,0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	5,0	5,0	5,0
2	2	3,3	3,3	8,3
3	18	30,0	30,0	38,3
4	17	28,3	28,3	66,7
5	20	33,3	33,3	100,0
Total	60	100,0	100,0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	10,0	10,0	10,0
2	7	11,7	11,7	21,7
3	16	26,7	26,7	48,3
4	19	31,7	31,7	80,0
5	12	20,0	20,0	100,0
Total	60	100,0	100,0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	6,7	6,7	6,7
2	1	1,7	1,7	8,3
3	24	40,0	40,0	48,3
4	23	38,3	38,3	86,7
5	8	13,3	13,3	100,0
Total	60	100,0	100,0	

LAMPIRAN UJI VALIDITAS



		X1.1	X1.2	X1.3	X1.4	brand awareness
X1.1	Pearson Correlation	1	.839**	.748**	.725**	.922**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
X1.2	Pearson Correlation	.839**	1	.716**	.642**	.887**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	120	120	120	120	120
X1.3	Pearson Correlation	.748**	.716**	1	.759**	.902**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	120	120	120	120	120
X1.4	Pearson Correlation	.725**	.642**	.759**	1	.875**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
brand awareness	Pearson Correlation	.922**	.887**	.902**	.875**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

Correlations

		X2.1	X2.2	X2.3	X2.4	brand assosiation
X2.1	Pearson Correlation	1	.645**	.480**	.709**	.857**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
X2.2	Pearson Correlation	.645**	1	.513**	.695**	.858**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	120	120	120	120	120
X2.3	Pearson Correlation	.480**	.513**	1	.517**	.740**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	120	120	120	120	120
X2.4	Pearson Correlation	.709**	.695**	.517**	1	.879**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
brand assosiation	Pearson Correlation	.857**	.858**	.740**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

		X3.1	X3.2	X3.3	X3.4	perceived quality
X3.1	Pearson Correlation	1	.771**	.509**	.721**	.908**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
X3.2	Pearson Correlation	.771**	1	.448**	.715**	.881**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	120	120	120	120	120
X3.3	Pearson Correlation	.509**	.448**	1	.405**	.699**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	120	120	120	120	120
X3.4	Pearson Correlation	.721**	.715**	.405**	1	.848**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
perceived quality	Pearson Correlation	.908**	.881**	.699**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

		X4.1	X4.2	X4.3	X4.4	brand loyalty
X4.1	Pearson Correlation	1	.727**	.464**	.551**	.844**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
X4.2	Pearson Correlation	.727**	1	.439**	.548**	.834**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	120	120	120	120	120
X4.3	Pearson Correlation	.464**	.439**	1	.434**	.753**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	120	120	120	120	120
X4.4	Pearson Correlation	.551**	.548**	.434**	1	.779**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
brand loyalty	Pearson Correlation	.844**	.834**	.753**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

LAMPIRAN REALIBILITAS



Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.951	5

RELIABILITY

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability Statistics

Cronbach's Alpha	N of Items
.913	5

RELIABILITY

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

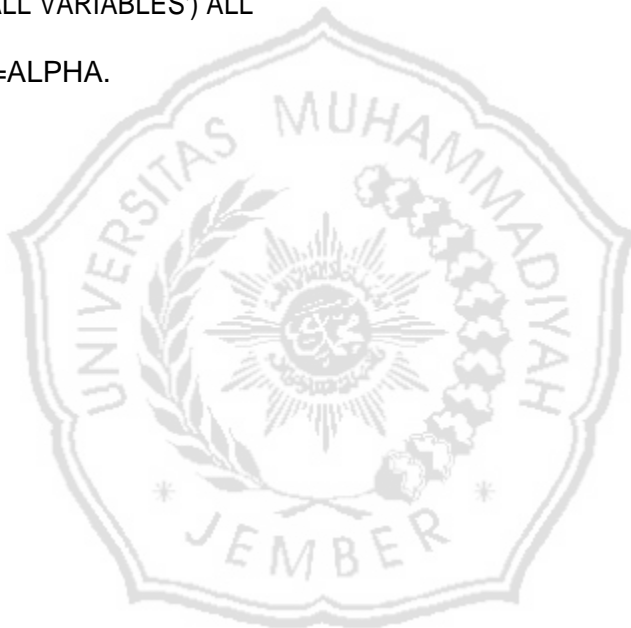
Cronbach's Alpha	N of Items
.914	5

RELIABILITY

/VARIABLES=X4.1 X4.2 X4.3 X4.4 X4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.



LAMPIRAN UJI T-TEST



T-Test

Group Statistics

	ICE CREAM	N	Mean	Std. Deviation	Std. Error Mean
BRAND AWARENIESS	WALLS	60	3.4125	1.06049	.13691
	CAMPINA	60	3.3583	1.06103	.13698
BRAND ASSOSIATION	WALLS	60	3.5750	1.07189	.13838
	CAMPINA	60	3.5167	.98491	.12715
PERCEIVED QUALITY	WALLS	60	3.7042	.96275	.12429
	CAMPINA	60	3.6917	.82899	.10702
BRAND LOYALTY	WALLS	60	3.5958	.91607	.11826
	CAMPINA	60	3.6208	.88955	.11484

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
BRAND AWARENESS	Equal variances assumed	.126	.724	.280
	Equal variances not assumed			.280
BRAND ASSOCIATION	Equal variances assumed	1.513	.221	.310
	Equal variances not assumed			.310
PERCEIVED QUALITY	Equal variances assumed	1.596	.209	.076
	Equal variances not assumed			.076
BRAND LOYALTY	Equal variances assumed	.004	.948	-.152
	Equal variances not assumed			-.152

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
BRAND AWARENESS	Equal variances assumed	118	.780	.05417
	Equal variances not assumed	118.000	.780	.05417
BRAND ASSOCIATION	Equal variances assumed	118	.757	.05833
	Equal variances not assumed	117.165	.757	.05833
PERCEIVED QUALITY	Equal variances assumed	118	.939	.01250
	Equal variances not assumed	115.454	.939	.01250
BRAND LOYALTY	Equal variances assumed	118	.880	-.02500
	Equal variances not assumed	117.898	.880	-.02500

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
BRAND AWARENISS	Equal variances assumed	.19367	-.32935	.43768
	Equal variances not assumed	.19367	-.32935	.43768
BRAND ASSOSIATION	Equal variances assumed	.18793	-.31381	.43048
	Equal variances not assumed	.18793	-.31384	.43051
PERCEIVED QUALITY	Equal variances assumed	.16402	-.31230	.33730
	Equal variances not assumed	.16402	-.31237	.33737
BRAND LOYALTY	Equal variances assumed	.16485	-.35144	.30144
	Equal variances not assumed	.16485	-.35144	.30144