



## KUESIONER PENELITIAN

### PERBANDINGAN PENGARUH PERSEPSI ATRIBUT-ATRIBUT TOKO ELZATA DAN ZOYA TERHADAP MINAT BELI ULANG PADA GENERASI MILENIAL

Kepada

Yth.Konsumen toko Elzata dan Zoya

Di Tempat

Dengan Hormat,

Dalam rangka penelitian berjudul “Perbandingan Pengaruh Persepsi Atribut-Atribut Toko Elzata Dan Zoya Terhadap Minat Beli Ulang Pada Generasi Milenial” dan sebagai salah satu syarat untuk memperoleh gelar sarjana (S1) di Fakultas Ekonomi Universitas Muhammadiyah Jember, maka dengan ini saya mengharapkan bantuan saudara untuk mengisi daftar pertanyaan yang saya sertakan dibawah ini.

Agar memperoleh masukan yang berarti, saya berharap kuesioner ini diisi sesuai dengan keadaan yang sebenarnya, semua sumber dan data yang diperoleh dijamin kerahasiaannya.

Atas perhatian dan bantuannya saya ucapan terima kasih.

Hormat saya

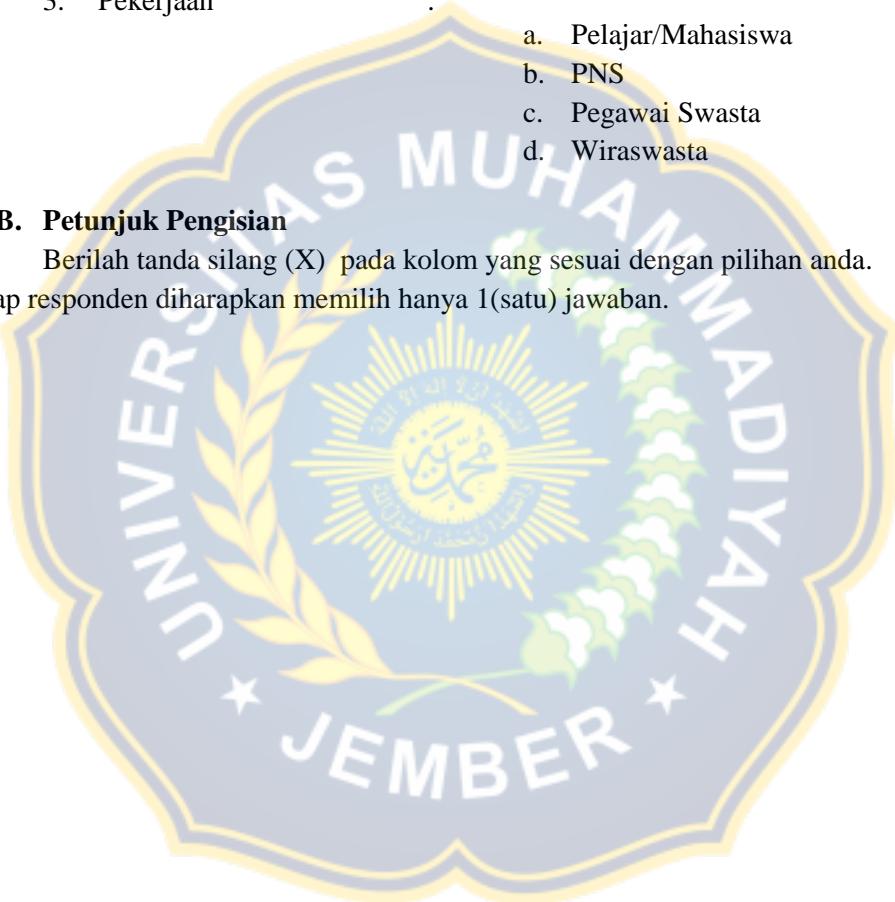
Ika Winda Wulandari  
16.041.1009

**A. Identitas Responden**

1. Umur :
2. Pendidikan terakhir :
  - a. SD/SMP/SMA
  - b. Diploma
  - c. Sarjana
  - d. Pasca Sarjana
3. Pekerjaan :
  - a. Pelajar/Mahasiswa
  - b. PNS
  - c. Pegawai Swasta
  - d. Wiraswasta

**B. Petunjuk Pengisian**

Berilah tanda silang (X) pada kolom yang sesuai dengan pilihan anda.  
Setiap responden diharapkan memilih hanya 1(satu) jawaban.



### C. Daftar Pertanyaan untuk Konsumen toko Elzata

besar sehingga konsumen dapat menghemat biaya berbelanja produk di toko Elzatta

#### **D. Daftar Pertanyaan untuk Konsumen toko Zoya**

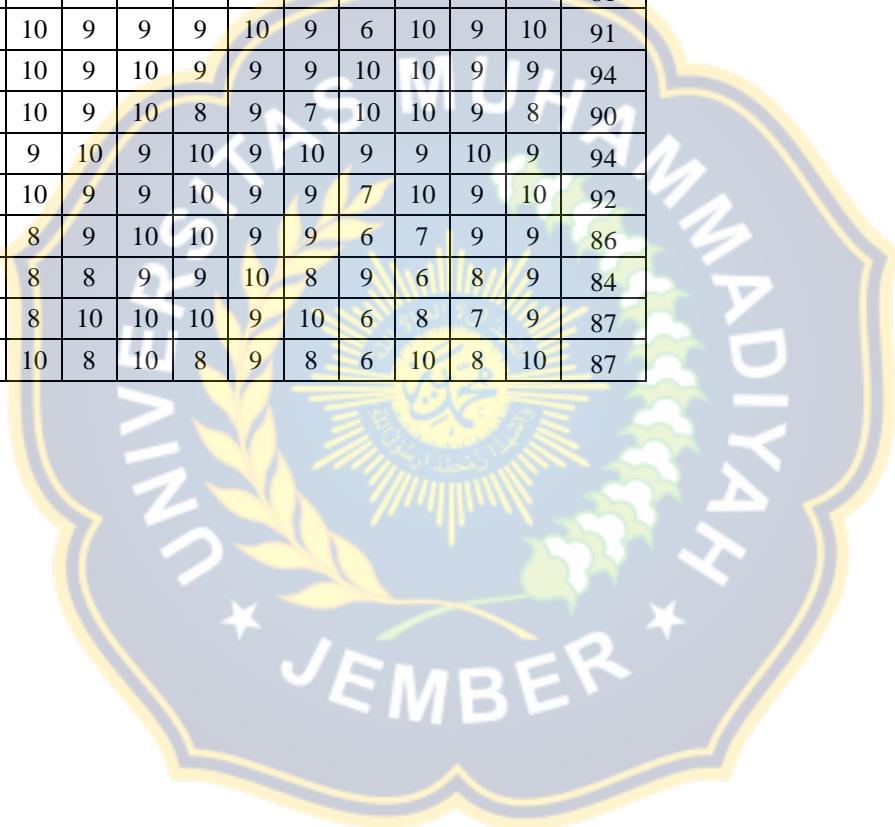
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  | sehingga konsumen dapat menghemat biaya berbelanja produk di toko Zoya |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|



Elzatta

| No | Atribut Toko |    |    |    |    |    |    |    |    |    | Total |
|----|--------------|----|----|----|----|----|----|----|----|----|-------|
|    | 1            | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 |       |
| 1  | 9            | 9  | 9  | 2  | 4  | 9  | 9  | 9  | 10 | 9  | 79    |
| 2  | 9            | 9  | 9  | 1  | 5  | 9  | 9  | 9  | 9  | 9  | 78    |
| 3  | 8            | 9  | 9  | 4  | 4  | 9  | 8  | 9  | 9  | 9  | 78    |
| 4  | 10           | 9  | 10 | 2  | 4  | 9  | 10 | 9  | 10 | 9  | 82    |
| 5  | 9            | 9  | 9  | 2  | 2  | 9  | 9  | 8  | 9  | 9  | 75    |
| 6  | 8            | 9  | 9  | 4  | 2  | 9  | 8  | 9  | 10 | 9  | 77    |
| 7  | 9            | 8  | 9  | 4  | 4  | 8  | 9  | 9  | 10 | 8  | 78    |
| 8  | 10           | 10 | 9  | 5  | 3  | 10 | 10 | 9  | 10 | 10 | 86    |
| 9  | 8            | 8  | 8  | 5  | 5  | 8  | 8  | 9  | 10 | 8  | 77    |
| 10 | 10           | 10 | 9  | 4  | 5  | 10 | 10 | 9  | 10 | 10 | 87    |
| 11 | 10           | 10 | 9  | 5  | 4  | 10 | 10 | 9  | 10 | 10 | 87    |
| 12 | 10           | 10 | 9  | 5  | 4  | 7  | 10 | 10 | 9  | 10 | 84    |
| 13 | 6            | 6  | 9  | 5  | 4  | 7  | 10 | 9  | 9  | 10 | 75    |
| 14 | 10           | 10 | 7  | 5  | 2  | 7  | 9  | 10 | 10 | 8  | 78    |
| 15 | 6            | 10 | 9  | 5  | 4  | 10 | 9  | 9  | 9  | 8  | 79    |
| 16 | 6            | 6  | 7  | 5  | 2  | 10 | 9  | 9  | 10 | 10 | 74    |
| 17 | 9            | 8  | 9  | 3  | 1  | 8  | 9  | 3  | 1  | 8  | 59    |
| 18 | 10           | 8  | 10 | 3  | 1  | 8  | 9  | 3  | 1  | 8  | 61    |
| 19 | 1            | 9  | 9  | 1  | 4  | 9  | 7  | 1  | 4  | 9  | 54    |
| 20 | 1            | 6  | 7  | 1  | 2  | 9  | 7  | 1  | 2  | 8  | 44    |
| 21 | 6            | 6  | 7  | 6  | 9  | 2  | 4  | 6  | 9  | 9  | 64    |
| 22 | 8            | 9  | 9  | 8  | 8  | 4  | 4  | 8  | 8  | 9  | 75    |
| 23 | 10           | 9  | 10 | 10 | 10 | 4  | 3  | 10 | 10 | 9  | 85    |
| 24 | 9            | 9  | 9  | 9  | 9  | 5  | 5  | 9  | 9  | 9  | 82    |
| 25 | 7            | 9  | 9  | 7  | 9  | 4  | 4  | 7  | 9  | 9  | 74    |
| 26 | 9            | 9  | 9  | 9  | 9  | 4  | 3  | 9  | 9  | 9  | 79    |
| 27 | 9            | 9  | 9  | 7  | 9  | 1  | 3  | 7  | 9  | 9  | 72    |
| 28 | 9            | 9  | 9  | 8  | 8  | 4  | 5  | 8  | 8  | 9  | 77    |
| 29 | 7            | 10 | 9  | 7  | 9  | 3  | 3  | 7  | 9  | 9  | 73    |
| 30 | 7            | 9  | 9  | 9  | 9  | 4  | 1  | 9  | 9  | 9  | 75    |
| 31 | 7            | 10 | 10 | 7  | 7  | 1  | 5  | 7  | 1  | 10 | 65    |
| 32 | 7            | 10 | 6  | 10 | 10 | 1  | 1  | 10 | 1  | 10 | 66    |

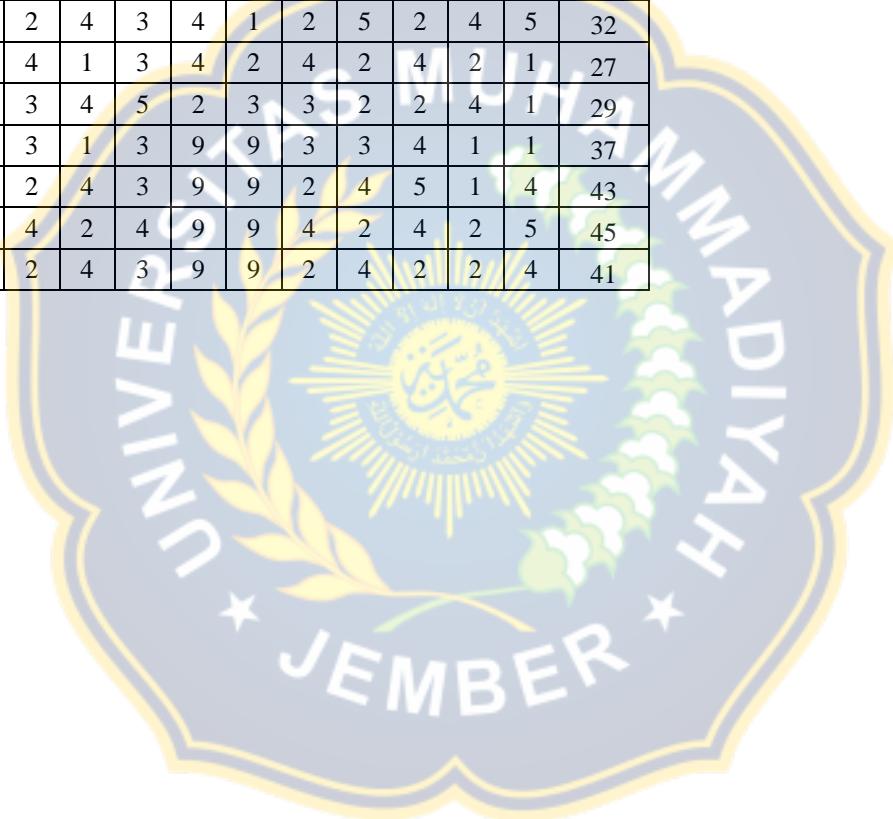
|    |    |    |    |    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|----|----|----|----|
| 33 | 10 | 9  | 10 | 10 | 9  | 4  | 5  | 9  | 4  | 9  | 79 |
| 34 | 9  | 9  | 9  | 9  | 7  | 2  | 4  | 7  | 2  | 9  | 67 |
| 35 | 8  | 8  | 8  | 8  | 8  | 4  | 2  | 8  | 4  | 8  | 66 |
| 36 | 9  | 8  | 6  | 9  | 8  | 2  | 4  | 8  | 2  | 8  | 64 |
| 37 | 9  | 9  | 9  | 9  | 7  | 4  | 1  | 7  | 4  | 9  | 68 |
| 38 | 9  | 9  | 9  | 9  | 9  | 5  | 1  | 9  | 5  | 9  | 74 |
| 39 | 9  | 10 | 10 | 9  | 10 | 4  | 2  | 10 | 4  | 10 | 78 |
| 40 | 9  | 9  | 9  | 9  | 9  | 2  | 2  | 6  | 9  | 6  | 70 |
| 41 | 8  | 9  | 8  | 9  | 9  | 9  | 6  | 8  | 9  | 6  | 81 |
| 42 | 10 | 9  | 9  | 9  | 10 | 9  | 6  | 10 | 9  | 10 | 91 |
| 43 | 10 | 9  | 10 | 9  | 9  | 9  | 10 | 10 | 9  | 9  | 94 |
| 44 | 10 | 9  | 10 | 8  | 9  | 7  | 10 | 10 | 9  | 8  | 90 |
| 45 | 9  | 10 | 9  | 10 | 9  | 10 | 9  | 9  | 10 | 9  | 94 |
| 46 | 10 | 9  | 9  | 10 | 9  | 9  | 7  | 10 | 9  | 10 | 92 |
| 47 | 8  | 9  | 10 | 10 | 9  | 9  | 6  | 7  | 9  | 9  | 86 |
| 48 | 8  | 8  | 9  | 9  | 10 | 8  | 9  | 6  | 8  | 9  | 84 |
| 49 | 8  | 10 | 10 | 10 | 9  | 10 | 6  | 8  | 7  | 9  | 87 |
| 50 | 10 | 8  | 10 | 8  | 9  | 8  | 6  | 10 | 8  | 10 | 87 |



## Zoya

| No | Atribut Toko |    |    |    |    |    |    |    |    |    | Total |
|----|--------------|----|----|----|----|----|----|----|----|----|-------|
|    | 1            | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 |       |
| 1  | 9            | 8  | 8  | 8  | 8  | 10 | 8  | 9  | 8  | 6  | 82    |
| 2  | 9            | 10 | 8  | 8  | 10 | 10 | 8  | 7  | 7  | 6  | 83    |
| 3  | 8            | 9  | 8  | 10 | 8  | 8  | 8  | 9  | 8  | 8  | 84    |
| 4  | 8            | 8  | 9  | 8  | 8  | 8  | 9  | 8  | 9  | 8  | 83    |
| 5  | 8            | 9  | 8  | 8  | 9  | 8  | 8  | 9  | 8  | 8  | 83    |
| 6  | 8            | 10 | 8  | 8  | 10 | 8  | 8  | 10 | 8  | 8  | 86    |
| 7  | 9            | 8  | 8  | 9  | 8  | 9  | 8  | 8  | 8  | 9  | 84    |
| 8  | 9            | 9  | 8  | 9  | 9  | 9  | 8  | 9  | 8  | 9  | 87    |
| 9  | 8            | 8  | 10 | 8  | 8  | 8  | 10 | 8  | 10 | 8  | 86    |
| 10 | 8            | 9  | 8  | 8  | 9  | 8  | 8  | 9  | 8  | 8  | 83    |
| 11 | 9            | 8  | 8  | 9  | 8  | 9  | 8  | 8  | 8  | 9  | 84    |
| 12 | 9            | 9  | 8  | 8  | 8  | 9  | 8  | 9  | 8  | 9  | 85    |
| 13 | 8            | 8  | 10 | 9  | 8  | 8  | 8  | 8  | 10 | 9  | 86    |
| 14 | 8            | 9  | 8  | 8  | 10 | 8  | 10 | 9  | 8  | 9  | 87    |
| 15 | 8            | 9  | 8  | 9  | 8  | 8  | 8  | 9  | 8  | 7  | 82    |
| 16 | 9            | 9  | 9  | 6  | 8  | 9  | 8  | 9  | 9  | 7  | 83    |
| 17 | 9            | 9  | 9  | 6  | 9  | 9  | 9  | 9  | 9  | 7  | 85    |
| 18 | 8            | 9  | 9  | 9  | 9  | 8  | 9  | 6  | 9  | 8  | 84    |
| 19 | 10           | 9  | 10 | 6  | 6  | 10 | 6  | 6  | 10 | 10 | 83    |
| 20 | 7            | 9  | 9  | 9  | 1  | 7  | 1  | 9  | 9  | 9  | 70    |
| 21 | 8            | 9  | 9  | 9  | 9  | 8  | 9  | 9  | 9  | 7  | 86    |
| 22 | 9            | 8  | 9  | 9  | 9  | 9  | 9  | 8  | 9  | 9  | 88    |
| 23 | 6            | 10 | 9  | 8  | 9  | 6  | 9  | 10 | 9  | 7  | 83    |
| 24 | 8            | 7  | 8  | 10 | 9  | 8  | 5  | 8  | 8  | 8  | 79    |
| 25 | 10           | 7  | 9  | 8  | 8  | 10 | 4  | 10 | 9  | 7  | 82    |
| 26 | 10           | 10 | 9  | 10 | 9  | 10 | 4  | 9  | 8  | 9  | 88    |
| 27 | 10           | 6  | 9  | 9  | 8  | 10 | 3  | 9  | 8  | 7  | 79    |
| 28 | 6            | 6  | 9  | 9  | 8  | 6  | 4  | 6  | 8  | 10 | 72    |
| 29 | 6            | 10 | 9  | 9  | 8  | 6  | 2  | 6  | 8  | 10 | 74    |
| 30 | 6            | 10 | 9  | 9  | 8  | 6  | 1  | 6  | 8  | 10 | 73    |
| 31 | 2            | 5  | 3  | 9  | 10 | 2  | 2  | 2  | 4  | 4  | 43    |
| 32 | 2            | 5  | 4  | 9  | 9  | 2  | 3  | 4  | 4  | 2  | 44    |
| 33 | 2            | 4  | 4  | 9  | 9  | 2  | 9  | 4  | 3  | 2  | 48    |
| 34 | 5            | 5  | 4  | 10 | 10 | 5  | 7  | 5  | 5  | 4  | 60    |

|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 35 | 2 | 4 | 4 | 9 | 9 | 2 | 9 | 4 | 4 | 3 | 50 |
| 36 | 2 | 4 | 4 | 9 | 9 | 2 | 9 | 4 | 3 | 4 | 50 |
| 37 | 3 | 3 | 3 | 8 | 8 | 3 | 9 | 1 | 3 | 4 | 45 |
| 38 | 4 | 4 | 5 | 5 | 5 | 4 | 9 | 4 | 5 | 1 | 46 |
| 39 | 2 | 2 | 3 | 2 | 4 | 2 | 9 | 3 | 3 | 3 | 33 |
| 40 | 4 | 1 | 5 | 2 | 4 | 4 | 9 | 4 | 1 | 4 | 38 |
| 41 | 4 | 2 | 5 | 3 | 3 | 4 | 2 | 1 | 5 | 4 | 33 |
| 42 | 2 | 3 | 5 | 4 | 4 | 2 | 2 | 1 | 1 | 5 | 29 |
| 43 | 4 | 4 | 5 | 2 | 2 | 4 | 2 | 4 | 5 | 4 | 36 |
| 44 | 2 | 4 | 3 | 4 | 1 | 2 | 5 | 2 | 4 | 5 | 32 |
| 45 | 4 | 1 | 3 | 4 | 2 | 4 | 2 | 4 | 2 | 1 | 27 |
| 46 | 3 | 4 | 5 | 2 | 3 | 3 | 2 | 2 | 4 | 1 | 29 |
| 47 | 3 | 1 | 3 | 9 | 9 | 3 | 3 | 4 | 1 | 1 | 37 |
| 48 | 2 | 4 | 3 | 9 | 9 | 2 | 4 | 5 | 1 | 4 | 43 |
| 49 | 4 | 2 | 4 | 9 | 9 | 4 | 2 | 4 | 2 | 5 | 45 |
| 50 | 2 | 4 | 3 | 9 | 9 | 2 | 4 | 2 | 2 | 4 | 41 |





Elzatta

**E1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 2         | 4.0     | 4.0           | 4.0                |
|       | 6.00  | 4         | 8.0     | 8.0           | 12.0               |
|       | 7.00  | 5         | 10.0    | 10.0          | 22.0               |
|       | 8.00  | 9         | 18.0    | 18.0          | 40.0               |
|       | 9.00  | 16        | 32.0    | 32.0          | 72.0               |
|       | 10.00 | 14        | 28.0    | 28.0          | 100.0              |
| Total |       | 50        | 100.0   | 100.0         |                    |

**E2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 6.00  | 4         | 8.0     | 8.0           | 8.0                |
|       | 8.00  | 8         | 16.0    | 16.0          | 24.0               |
|       | 9.00  | 26        | 52.0    | 52.0          | 76.0               |
|       | 10.00 | 12        | 24.0    | 24.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**E3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 6.00  | 2         | 4.0     | 4.0           | 4.0                |
|       | 7.00  | 4         | 8.0     | 8.0           | 12.0               |
|       | 8.00  | 3         | 6.0     | 6.0           | 18.0               |
|       | 9.00  | 30        | 60.0    | 60.0          | 78.0               |
|       | 10.00 | 11        | 22.0    | 22.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**E4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 3         | 6.0     | 6.0           | 6.0                |
|       | 2.00  | 3         | 6.0     | 6.0           | 12.0               |
|       | 3.00  | 2         | 4.0     | 4.0           | 16.0               |
|       | 4.00  | 4         | 8.0     | 8.0           | 24.0               |
|       | 5.00  | 8         | 16.0    | 16.0          | 40.0               |
|       | 6.00  | 1         | 2.0     | 2.0           | 42.0               |
|       | 7.00  | 4         | 8.0     | 8.0           | 50.0               |
|       | 8.00  | 5         | 10.0    | 10.0          | 60.0               |
|       | 9.00  | 13        | 26.0    | 26.0          | 86.0               |
|       | 10.00 | 7         | 14.0    | 14.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**E5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 2         | 4.0     | 4.0           | 4.0                |
|       | 2.00  | 5         | 10.0    | 10.0          | 14.0               |
|       | 3.00  | 1         | 2.0     | 2.0           | 16.0               |
|       | 4.00  | 9         | 18.0    | 18.0          | 34.0               |
|       | 5.00  | 3         | 6.0     | 6.0           | 40.0               |
|       | 7.00  | 3         | 6.0     | 6.0           | 46.0               |
|       | 8.00  | 4         | 8.0     | 8.0           | 54.0               |
|       | 9.00  | 18        | 36.0    | 36.0          | 90.0               |
|       | 10.00 | 5         | 10.0    | 10.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**E6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 3         | 6.0     | 6.0           | 6.0                |
|       | 2.00  | 4         | 8.0     | 8.0           | 14.0               |
|       | 3.00  | 1         | 2.0     | 2.0           | 16.0               |
|       | 4.00  | 10        | 20.0    | 20.0          | 36.0               |
|       | 5.00  | 2         | 4.0     | 4.0           | 40.0               |
|       | 7.00  | 4         | 8.0     | 8.0           | 48.0               |
|       | 8.00  | 6         | 12.0    | 12.0          | 60.0               |
|       | 9.00  | 13        | 26.0    | 26.0          | 86.0               |
|       | 10.00 | 7         | 14.0    | 14.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**E7**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 4         | 8.0     | 8.0           | 8.0                |
|       | 2.00  | 3         | 6.0     | 6.0           | 14.0               |
|       | 3.00  | 4         | 8.0     | 8.0           | 22.0               |
|       | 4.00  | 5         | 10.0    | 10.0          | 32.0               |
|       | 5.00  | 4         | 8.0     | 8.0           | 40.0               |
|       | 6.00  | 5         | 10.0    | 10.0          | 50.0               |
|       | 7.00  | 3         | 6.0     | 6.0           | 56.0               |
|       | 8.00  | 3         | 6.0     | 6.0           | 62.0               |
|       | 9.00  | 11        | 22.0    | 22.0          | 84.0               |
|       | 10.00 | 8         | 16.0    | 16.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**E8**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 2         | 4.0     | 4.0           | 4.0                |
|       | 3.00  | 2         | 4.0     | 4.0           | 8.0                |
|       | 6.00  | 3         | 6.0     | 6.0           | 14.0               |
|       | 7.00  | 7         | 14.0    | 14.0          | 28.0               |
|       | 8.00  | 7         | 14.0    | 14.0          | 42.0               |
|       | 9.00  | 19        | 38.0    | 38.0          | 80.0               |
|       | 10.00 | 10        | 20.0    | 20.0          | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

**E9**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00      | 4       | 8.0           | 8.0                |
|       | 2.00      | 3       | 6.0           | 14.0               |
|       | 4.00      | 5       | 10.0          | 24.0               |
|       | 5.00      | 1       | 2.0           | 26.0               |
|       | 7.00      | 1       | 2.0           | 28.0               |
|       | 8.00      | 4       | 8.0           | 36.0               |
|       | 9.00      | 20      | 40.0          | 76.0               |
|       | 10.00     | 12      | 24.0          | 100.0              |
| Total |           | 50      | 100.0         | 100.0              |

**E10**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 6.00      | 2       | 4.0           | 4.0                |
|       | 8.00      | 10      | 20.0          | 24.0               |
|       | 9.00      | 26      | 52.0          | 76.0               |
|       | 10.00     | 12      | 24.0          | 100.0              |
| Total |           | 50      | 100.0         | 100.0              |

Zoya

**Z1**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00      | 10      | 20.0          | 20.0               |
|       | 3.00      | 3       | 6.0           | 26.0               |
|       | 4.00      | 6       | 12.0          | 38.0               |
|       | 5.00      | 1       | 2.0           | 40.0               |
|       | 6.00      | 4       | 8.0           | 48.0               |
|       | 7.00      | 1       | 2.0           | 50.0               |
|       | 8.00      | 12      | 24.0          | 74.0               |
|       | 9.00      | 9       | 18.0          | 92.0               |
|       | 10.00     | 4       | 8.0           | 100.0              |
|       | Total     | 50      | 100.0         | 100.0              |

**Z2**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00      | 3       | 6.0           | 6.0                |
|       | 2.00      | 3       | 6.0           | 12.0               |
|       | 3.00      | 2       | 4.0           | 16.0               |
|       | 4.00      | 9       | 18.0          | 34.0               |
|       | 5.00      | 3       | 6.0           | 40.0               |
|       | 6.00      | 2       | 4.0           | 44.0               |
|       | 7.00      | 2       | 4.0           | 48.0               |
|       | 8.00      | 7       | 14.0          | 62.0               |
|       | 9.00      | 13      | 26.0          | 88.0               |
|       | 10.00     | 6       | 12.0          | 100.0              |
| Total |           | 50      | 100.0         | 100.0              |

Z3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00  | 8         | 16.0    | 16.0          | 16.0               |
|       | 4.00  | 6         | 12.0    | 12.0          | 28.0               |
|       | 5.00  | 6         | 12.0    | 12.0          | 40.0               |
|       | 8.00  | 13        | 26.0    | 26.0          | 66.0               |
|       | 9.00  | 14        | 28.0    | 28.0          | 94.0               |
|       | 10.00 | 3         | 6.0     | 6.0           | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

Z4

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 4         | 8.0     | 8.0           | 8.0                |
|       | 3.00  | 1         | 2.0     | 2.0           | 10.0               |
|       | 4.00  | 3         | 6.0     | 6.0           | 16.0               |
|       | 5.00  | 1         | 2.0     | 2.0           | 18.0               |
|       | 6.00  | 3         | 6.0     | 6.0           | 24.0               |
|       | 8.00  | 12        | 24.0    | 24.0          | 48.0               |
|       | 9.00  | 22        | 44.0    | 44.0          | 92.0               |
|       | 10.00 | 4         | 8.0     | 8.0           | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

Z5

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00      | 2       | 4.0           | 4.0                |
|       | 2.00      | 2       | 4.0           | 8.0                |
|       | 3.00      | 2       | 4.0           | 12.0               |
|       | 4.00      | 3       | 6.0           | 18.0               |
|       | 5.00      | 1       | 2.0           | 20.0               |
|       | 6.00      | 1       | 2.0           | 22.0               |
|       | 8.00      | 16      | 32.0          | 54.0               |
|       | 9.00      | 18      | 36.0          | 90.0               |
|       | 10.00     | 5       | 10.0          | 100.0              |
|       | Total     | 50      | 100.0         | 100.0              |

Z6

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00      | 10      | 20.0          | 20.0               |
|       | 3.00      | 3       | 6.0           | 26.0               |
|       | 4.00      | 6       | 12.0          | 38.0               |
|       | 5.00      | 1       | 2.0           | 40.0               |
|       | 6.00      | 4       | 8.0           | 48.0               |
|       | 7.00      | 1       | 2.0           | 50.0               |
|       | 8.00      | 12      | 24.0          | 74.0               |
|       | 9.00      | 7       | 14.0          | 88.0               |
|       | 10.00     | 6       | 12.0          | 100.0              |
|       | Total     | 50      | 100.0         | 100.0              |

Z7

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00      | 2       | 4.0           | 4.0                |
|       | 2.00      | 8       | 16.0          | 16.0               |
|       | 3.00      | 3       | 6.0           | 26.0               |
|       | 4.00      | 5       | 10.0          | 36.0               |
|       | 5.00      | 2       | 4.0           | 40.0               |
|       | 6.00      | 1       | 2.0           | 42.0               |
|       | 7.00      | 1       | 2.0           | 44.0               |
|       | 8.00      | 13      | 26.0          | 70.0               |
|       | 9.00      | 13      | 26.0          | 96.0               |
|       | 10.00     | 2       | 4.0           | 100.0              |
| Total | 50        | 100.0   | 100.0         |                    |

Z8

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00      | 3       | 6.0           | 6.0                |
|       | 2.00      | 4       | 8.0           | 8.0                |
|       | 3.00      | 1       | 2.0           | 2.0                |
|       | 4.00      | 10      | 20.0          | 20.0               |
|       | 5.00      | 2       | 4.0           | 4.0                |
|       | 6.00      | 5       | 10.0          | 10.0               |
|       | 7.00      | 1       | 2.0           | 2.0                |
|       | 8.00      | 7       | 14.0          | 14.0               |
|       | 9.00      | 14      | 28.0          | 28.0               |
|       | 10.00     | 3       | 6.0           | 6.0                |
| Total | 50        | 100.0   | 100.0         |                    |

Z9

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 4         | 8.0     | 8.0           | 8.0                |
|       | 2.00  | 3         | 6.0     | 6.0           | 14.0               |
|       | 3.00  | 4         | 8.0     | 8.0           | 22.0               |
|       | 4.00  | 5         | 10.0    | 10.0          | 32.0               |
|       | 5.00  | 4         | 8.0     | 8.0           | 40.0               |
|       | 7.00  | 1         | 2.0     | 2.0           | 42.0               |
|       | 8.00  | 17        | 34.0    | 34.0          | 76.0               |
|       | 9.00  | 9         | 18.0    | 18.0          | 94.0               |
|       | 10.00 | 3         | 6.0     | 6.0           | 100.0              |
|       | Total | 50        | 100.0   | 100.0         |                    |

Z10

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 4         | 8.0     | 8.0           | 8.0                |
|       | 2.00  | 2         | 4.0     | 4.0           | 12.0               |
|       | 3.00  | 2         | 4.0     | 4.0           | 16.0               |
|       | 4.00  | 9         | 18.0    | 18.0          | 34.0               |
|       | 5.00  | 3         | 6.0     | 6.0           | 40.0               |
|       | 6.00  | 2         | 4.0     | 4.0           | 44.0               |
|       | 7.00  | 7         | 14.0    | 14.0          | 58.0               |
|       | 8.00  | 8         | 16.0    | 16.0          | 74.0               |
|       | 9.00  | 9         | 18.0    | 18.0          | 92.0               |
|       | 10.00 | 4         | 8.0     | 8.0           | 100.0              |
| Total |       | 50        | 100.0   | 100.0         |                    |



## a. Uji Validitas

Elzatta

|    |                     | Correlations |        |        |        |        |        |        |        |        |      |         |
|----|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|------|---------|
|    |                     | E1           | E2     | E3     | E4     | E5     | E6     | E7     | E8     | E9     | E10  | Elzatta |
| E1 | Pearson Correlation | 1            | .414** | .364** | .317*  | .177   | -.001  | .106   | .618** | .256   | .086 | .646**  |
|    | Sig. (2-tailed)     |              | .003   | .009   | .025   | .218   | .997   | .462   | .000   | .073   | .553 | .000    |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50   | 50      |
| E2 | Pearson Correlation | .414**       | 1      | .355*  | .238   | .211   | -.017  | -.073  | .363** | .101   | .136 | .431**  |
|    | Sig. (2-tailed)     | .003         |        | .011   | .096   | .142   | .904   | .613   | .010   | .485   | .345 | .002    |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50   | 50      |
| E3 | Pearson Correlation | .364**       | .355*  | 1      | .094   | .140   | .184   | .144   | .099   | .157   | .174 | .443**  |
|    | Sig. (2-tailed)     | .009         | .011   |        | .518   | .332   | .202   | .318   | .494   | .276   | .228 | .001    |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50   | 50      |
| E4 | Pearson Correlation | .317*        | .238   | .094   | 1      | .862** | -      | -      | .373** | -.060  | .028 | .372**  |
|    | Sig. (2-tailed)     | .025         | .096   | .518   |        | .000   | .001   | .000   | .008   | .679   | .845 | .008    |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50   | 50      |
| E5 | Pearson Correlation | .177         | .211   | .140   | .862** | 1      | -      | -      | .291*  | .016   | .042 | .324*   |
|    | Sig. (2-tailed)     | .218         | .142   | .332   | .000   |        | .511** | .643** |        |        |      |         |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50   | 50      |
| E6 | Pearson Correlation | -.001        | -.017  | .184   | -      | -      | 1      | .799** | .041   | .402** | .062 | .398**  |
|    | Sig. (2-tailed)     | .997         | .904   | .202   | .001   | .000   |        | .000   | .776   | .004   | .667 | .004    |

|         | N                   | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| E7      | Pearson Correlation | .106   | -.073  | .144   | -      | .593** | .643** | .799** | 1      | .045   | .363** | .085   |
|         | Sig. (2-tailed)     | .462   | .613   | .318   | .000   | .000   | .000   | .000   |        | .755   | .009   | .558   |
|         | N                   | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
| E8      | Pearson Correlation | .618** | .363** | .099   | .373** | .291*  | .041   | .045   | 1      | .522** | .340*  | .765** |
|         | Sig. (2-tailed)     | .000   | .010   | .494   | .008   | .040   | .776   | .755   |        | .000   | .016   | .000   |
|         | N                   | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
| E9      | Pearson Correlation | .256   | .101   | .157   | -.060  | .016   | .402** | .363** | .522** | 1      | .059   | .691** |
|         | Sig. (2-tailed)     | .073   | .485   | .276   | .679   | .910   | .004   | .009   | .000   |        | .682   | .000   |
|         | N                   | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
| E10     | Pearson Correlation | .086   | .136   | .174   | .028   | .042   | .062   | .085   | .340*  | .059   | 1      | .285*  |
|         | Sig. (2-tailed)     | .553   | .345   | .228   | .845   | .770   | .667   | .558   | .016   | .682   |        | .045   |
|         | N                   | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
| Elzatta | Pearson Correlation | .646** | .431** | .443** | .372** | .324*  | .398** | .326*  | .765** | .691** | .285*  | 1      |
|         | Sig. (2-tailed)     | .000   | .002   | .001   | .008   | .022   | .004   | .021   | .000   | .000   | .045   |        |
|         | N                   | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |

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

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

## Zoya

|    |                     | Correlations |        |        |        |        |        |        |        |        |        |        |
|----|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|    |                     | Z1           | Z2     | Z3     | Z4     | Z5     | Z6     | Z7     | Z8     | Z9     | Z10    | Zoya   |
| Z1 | Pearson Correlation | 1            | .802** | .897** | .335*  | .309*  | .998** | .309*  | .874** | .878** | .786** | .917** |
|    | Sig. (2-tailed)     |              | .000   | .000   | .017   | .029   | .000   | .029   | .000   | .000   | .000   | .000   |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
| Z2 | Pearson Correlation | .802**       | 1      | .865** | .482** | .430** | .801** | .307*  | .824** | .890** | .827** | .916** |
|    | Sig. (2-tailed)     | .000         |        | .000   | .000   | .002   | .000   | .030   | .000   | .000   | .000   | .000   |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
| Z3 | Pearson Correlation | .897**       | .865** | 1      | .322*  | .254   | .890** | .254   | .829** | .941** | .864** | .905** |
|    | Sig. (2-tailed)     | .000         | .000   |        | .023   | .075   | .000   | .075   | .000   | .000   | .000   | .000   |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
| Z4 | Pearson Correlation | .335*        | .482** | .322*  | 1      | .778** | .332*  | .131   | .465** | .355*  | .436** | .566** |
|    | Sig. (2-tailed)     | .017         | .000   | .023   |        | .000   | .019   | .363   | .001   | .011   | .002   | .000   |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
| Z5 | Pearson Correlation | .309*        | .430** | .254   | .778** | 1      | .313*  | .391** | .415** | .268   | .292*  | .547** |
|    | Sig. (2-tailed)     | .029         | .002   | .075   | .000   |        | .027   | .005   | .003   | .060   | .039   | .000   |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
| Z6 | Pearson Correlation | .998**       | .801** | .890** | .332*  | .313*  | 1      | .313*  | .869** | .870** | .772** | .912** |
|    | Sig. (2-tailed)     | .000         | .000   | .000   | .019   | .027   |        | .027   | .000   | .000   | .000   | .000   |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
| Z7 | Pearson Correlation | .309*        | .307*  | .254   | .131   | .391** | .313*  | 1      | .383** | .318*  | .172   | .461** |
|    | Sig. (2-tailed)     | .029         | .030   | .075   | .363   | .005   | .027   |        | .006   | .024   | .231   | .001   |
|    | N                   | 50           | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |
| Z8 | Pearson Correlation | .874**       | .824** | .829** | .465** | .415** | .869** | .383** | 1      | .822** | .714** | .914** |
|    | Sig. (2-tailed)     | .000         | .000   | .000   | .001   | .003   | .000   | .006   |        | .000   | .000   | .000   |

|  |  | N               | 50                  | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |        |  |
|--|--|-----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--|
|  |  | Z9              | Pearson Correlation | .878** | .890** | .941** | .355*  | .268   | .870** | .318*  | .822** | 1      | .824** | .912** |  |
|  |  | Sig. (2-tailed) | .000                | .000   | .000   | .011   | .060   | .000   | .024   | .000   |        | .000   | .000   | .000   |  |
|  |  | N               | 50                  | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |        |  |
|  |  | Z10             | Pearson Correlation | .786** | .827** | .864** | .436** | .292*  | .772** | .172   | .714** | .824** | 1      | .847** |  |
|  |  | Sig. (2-tailed) | .000                | .000   | .000   | .002   | .039   | .000   | .231   | .000   | .000   | .000   |        | .000   |  |
|  |  | N               | 50                  | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |        |  |
|  |  | Zoya            | Pearson Correlation | .917** | .916** | .905** | .566** | .547** | .912** | .461** | .914** | .912** | .847** | 1      |  |
|  |  | Sig. (2-tailed) | .000                | .000   | .000   | .000   | .000   | .000   | .001   | .000   | .000   | .000   | .000   | .000   |  |
|  |  | N               | 50                  | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     | 50     |        |  |

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

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

## b. Uji Reliabilitas

Elzatta

Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 50 | 100.0 |

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

## Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .683             | 11         |

Zoya

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 50 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .781             | 11         |



UJI BEDA (*INDEPENDENT SAMPLE T-TEST*)

**Group Statistics**

|       | Kode    | N  | Mean    | Std. Deviation | Std. Error Mean |
|-------|---------|----|---------|----------------|-----------------|
| Merek | Elzatta | 50 | 76.6200 | 10.30928       | 1.45795         |
|       | Zoya    | 50 | 65.6600 | 21.75711       | 3.07692         |

**Independent Samples Test**

|           | Levene's<br>Test for<br>Equality of<br>Variances | t-test for Equality of Means |          |           |            |                            |                        |                              |   |                    |
|-----------|--|------------------------------|----------|-----------|------------|----------------------------|------------------------|------------------------------|---|--------------------|
|           |  |                              |          |           |            | Sig.<br>(2-<br>tailed<br>) | Mean<br>Differenc<br>e | Std. Error<br>Differenc<br>e | 95% Confidence<br>Interval of the<br>Difference |                    |
|           |  | F                            | Sig.     | t         | df         |                            |                        |                              | Lower   | Upper              |
| Mere<br>k | Equal<br>variance<br>assumed                     | 74.62<br>3                   | .00<br>0 | 3.21<br>9 | 98         | .002<br>.002               | 10.96000<br>10.96000   | 3.40486<br>3.40486           | 4.2031<br>4.1691                                | 17.7168<br>17.7508 |
|           | Equal<br>variance<br>not<br>assumed              |                              |          | 3.21<br>9 | 69.94<br>7 |                            |                        |                              | 3<br>3  | 7<br>7             |



| 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 |
| 32 | 0.349                     | 0.449 | 500  | 0.088                     | 0.115 |
| 33 | 0.344                     | 0.442 | 600  | 0.080                     | 0.105 |
| 34 | 0.339                     | 0.436 | 700  | 0.074                     | 0.097 |
| 35 | 0.334                     | 0.430 | 800  | 0.070                     | 0.091 |
| 36 | 0.329                     | 0.424 | 900  | 0.065                     | 0.086 |
| 37 | 0.325                     | 0.418 | 1000 | 0.062                     | 0.081 |