

LAMPIRAN 1
PENGANTAR KUESIONER

KUISIONER PENELITIAN



PENGARUH *BRAND* AMBASADOR, LABEL HALAL, *WORD OF MOUTH* DAN CITRA MEREK TERHADAP MINAT BELI KONSUMEN WARDAH COSMETICS

(Studi Pada Konsumen Wardah Cosmetics Departement Store Johar Plaza Jember)

Kepada

Yth. Saudara/I Responden Penelitian

Di tempat

Dengan hormat,

Saya mahasiswa dari Prodi Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Jember mengadakan penelitian tentang “Pengaruh *Brand Ambassador*, Label Halal, *Word Of Mouth* dan Citra Merek Terhadap Minat Beli Konsumen Wardah Cosmetics (Studi Pada Konsumen Wardah Cosmetics Departement Store Johar Plaza Jember)”.

Pada kesempatan ini, saya sangat mengharapkan bantuan saudara untuk bersedia mengisi kuisioner dan menjawab seluruh pertanyaan berikut ini dengan sebenar-benarnya. Data yang kami kumpulkan ini hanya untuk kepentingan ilmiah dalam pembuatan “Tugas Akhir (Skripsi)”.

Informasi yang saudara responden berikan hanya digunakan untuk kepentingan terbatas, dalam arti diperlukan untuk penelitian ini saja, semua data dan jawaban saudara/I akan dijamin kerahasiaan. Atas kesediaan dan kerjasamanya peneliti mengucapkan terimakasih dan mohon maaf apabila terdapat kata-kata maupun tulisan yang kurang berkenan sehubungan dengan penelitian ini.

Peneliti



Intishar Mareta U.M

NIM 1410411185

LAMPIRAN 2
PETUNJUK PENGISIAN
KUESIONER PENELITIAN

A. Petunjuk pengisian kuesioner

1. Mohon diberi tanda checklist pada kolom jawaban Saudara yang paling sesuai. Pendapat anda dinyatakan dalam skala 1 s/d 5 yang memiliki makna :

Sangat Setuju (SS) = Skor 5

Setuju (S) = Skor 4

Kurang Setuju (KS) = Skor 3

Tidak Setuju (TS) = Skor 2

Sangat Tidak Setuju (STS) = Skor 1

2. Setiap pertanyaan hanya membutuhkan satu jawaban saja.
3. Mohon memberikan jawaban yang sebenarnya.
4. Setelah mengisi kuesioner mohon Saudara berikan kepada yang menyerahkan kuesioner.
5. Terima kasih atas partisipasi anda.

B. Identitas Responden

1. Nama responden :
2. Umur :
3. Jenis Profesi :
 - a. Pelajar / Mahasiswa
 - b. Karyawan
 - c. Pegawai negeri
 - d. Lainnya
4. Sudah berapa kali mengunjungi Wardah Cosmetics di Matahari Departemen Store Johar Plaza Jember :
 - a. 3 kali
 - b. 4-5 kali
 - c. 6-9 kali
 - d. 9 kali
5. Berapa jumlah produk Wardah Cosmetics yang sudah dibeli di Matahari Departemen Store Johar Plaza Jember :
 - a. 3 Produk
 - b. 4 - 5 Produk
 - c. 6 - 9 Produk
 - d. > 9 Produk

LAMPIRAN 3
KUESIONER PENELITIAN

DAFTAR PERTANYAAN VARIABEL BRAND AMBASSADOR

No	Pernyataan	Alternatif Jawaban				
		SS	S	KS	TS	STS
1	Saya merasa <i>image</i> Wardah Cosmetics memiliki beberapa kesamaan dengan para <i>Brand Ambassador</i> seperti Dewi Sandra, Dian pelangi, Zaskia Sungkar, dll (kesamaan dalam gaya hidup, kepribadian dll).					
2	Sifat dan kepribadian religious yang dimiliki oleh para <i>Brand Ambassador</i> dapat mewakili produk-produk Wardah yang terkenal halal.					
3	Para <i>Brand Ambassador</i> seperti Dewi Sandra, Dian pelangi, Zaskia Sungkar, dll memiliki aura positif yang selalu dipancarkan dalam setiap kesempatan.					

DAFTAR PENYATAAN VARIABEL LABEL HALAL

No	Pernyataan	Alternatif Jawaban				
		SS	S	KS	TS	STS
1	Label halal yang ditentukan pada Wardah Cosmetics dapat menjamin bahwa bahan-bahan yang digunakan untuk pembuatan produk adalah bahan alami.					
2	Label halal yang dimiliki dapat menunjukkan bahwa make up menggunakan Wardah Cosmetics tetap dapat melakukan ibadah karena make up yang awet walaupun terkena air wudhu.					
3	Label halal yang dimiliki dibawah pengawasan LPPOM-MUI sehingga terjamin kebersihannya.					

DAFTAR PERNYATAAN VARIABEL WORD OF MOUTH

No	Pernyataan	Alternatif Jawaban				
		SS	S	KS	TS	STS
1	Saya akan berbagi pengalaman tentang penggunaan produk Wardah Cosmetics kepada orang lain.					
2	Cosmetics Wardah telah terbukti kualitasnya sehingga saya akan mengajak orang lain untuk menggunakan serta melakukan pembelian.					
3	Saya mendorong teman-teman untuk menggunakan Wardah Cosmetics.					

DAFTAR PERNYATAAN VARIABEL CITRA MEREK

No	Pernyataan	Alternatif Jawaban				
		SS	S	KS	TS	STS
1	Wardah Cosmetics dikenal dengan kesan religious cantik dari hati dan sebutan eart, love, live dalam setiap kampanyenya.					
2	Wardah Cosmetics selalu diingat karena merupakan kosmetik halal pertama di Indonesia.					
3	Wardah Cosmetics terbukti keunggulannya dimata masyarakat dilihat dari penjualannya yang semakin meningkat sehingga dapat mengalahkan merek lainnya.					

DAFTAR PERNYATAAN VARIABEL MINAT BELI KONSUMEN

No	Pernyataan	Alternatif Jawaban				
		SS	S	KS	TS	STS
1	Anda berminat untuk membeli produk wardah karena mengetahui kualitas bahan yang digunakan.					
2	Ada minat membeli produk wardah karena terbuat dari bahan alami dan tidak merusak kulit.					
3	Setelah terbukti kualitas dari semua produk Wardah maka saya berniat untuk membelinya.					

LAMPIRAN 4
REKAPITULASI KUESIONER

No	Usia	Profesi	Frekuensi Berkunjung	Jumlah Produk yang Sudah Pernah Dibeli
1	20	a	b	C
2	22	c	c	C
4	19	b	a	B
4	23	a	a	C
5	19	b	c	C
6	21	c	a	B
7	20	c	b	B
8	23	b	b	B
9	22	a	c	B
10	20	b	c	C
11	19	c	c	C
12	19	c	c	B
13	24	c	a	B
14	24	c	c	C
15	38	a	a	C
16	22	a	b	A
17	22	c	a	C
18	20	c	c	A
19	24	c	a	B
20	24	c	c	A
21	22	c	c	B
22	19	c	c	C
23	23	b	b	C
24	21	a	c	C
25	32	c	a	C
26	19	c	b	B
27	20	c	c	B
28	22	c	c	B
29	20	b	b	B
30	22	b	a	B
31	20	b	b	B
32	19	a	c	B
33	24	c	c	B
34	20	c	c	B
35	20	c	a	B
36	35	c	b	C
37	19	c	a	C
38	24	b	b	A
39	19	c	a	B
40	23	a	c	B
41	20	c	b	B
42	32	c	a	B
43	22	a	c	B
44	20	a	c	C
45	19	c	c	C
46	19	c	a	B
47	24	c	b	C
48	24	a	c	C
49	19	b	c	B
50	22	c	a	C

Sumber: Data primer yang diolah 2018

No	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	Y.1	Y.2	Y.3	Y
1	4	4	4	12	4	4	4	12	4	4	4	12	4	4	5	13	4	4	4	12
2	5	5	4	14	4	5	4	13	4	5	5	14	4	5	5	14	4	5	5	14
4	4	4	5	13	4	5	4	13	4	4	4	12	4	4	5	13	5	4	4	13
4	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
5	4	3	4	11	2	5	4	11	3	4	4	11	3	3	3	9	3	4	4	11
6	4	4	4	12	4	4	4	12	5	4	4	13	4	4	4	12	4	4	4	12
7	5	4	4	13	4	5	4	13	4	4	4	12	5	4	4	13	5	4	4	13
8	4	4	4	12	5	5	5	15	4	5	5	14	4	5	5	14	4	5	5	14
9	3	3	3	9	4	3	3	10	3	3	3	9	3	3	4	10	3	4	3	10
10	3	3	4	10	3	3	3	9	3	3	4	10	3	3	4	10	3	3	3	9
11	4	5	5	14	4	5	4	13	5	4	4	13	4	4	5	13	5	4	4	13
12	4	5	5	14	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15
13	4	5	5	14	5	5	4	14	5	5	5	15	4	5	5	14	5	5	4	14
14	4	4	4	12	4	4	5	13	4	4	4	12	4	4	4	12	4	4	4	12
15	4	3	3	10	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
16	4	5	4	13	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
17	4	4	4	12	4	4	5	13	4	4	5	13	4	4	4	12	4	4	5	13
18	4	5	4	13	4	4	5	13	4	5	5	14	4	5	4	13	5	4	4	13
19	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
20	5	4	4	13	4	4	4	12	4	4	4	12	4	4	5	13	4	4	4	12
21	5	5	5	15	5	5	4	14	5	5	5	15	4	5	5	14	5	5	4	14
22	4	5	5	14	4	5	5	14	4	4	4	12	4	5	5	14	5	5	4	14
23	4	4	4	12	4	4	4	12	4	4	4	12	4	4	3	11	4	4	4	12
24	4	5	5	14	5	5	4	14	5	5	5	15	5	5	4	14	5	5	4	14
25	4	5	5	14	5	4	5	14	5	4	4	13	5	5	4	14	5	5	4	14
26	5	5	4	14	5	5	5	15	4	5	5	14	5	5	5	15	4	5	5	14
27	5	5	4	14	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
28	4	4	5	13	4	4	5	13	4	4	4	12	4	4	5	13	4	5	4	13
29	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15
30	5	4	4	13	4	5	4	13	4	5	4	13	4	4	5	13	4	4	5	13
31	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
32	4	4	3	11	3	4	4	11	3	4	4	11	4	3	3	10	3	4	4	11
33	4	2	4	10	2	3	3	8	2	4	3	9	3	4	3	10	3	3	4	10
34	4	4	4	12	4	4	4	12	4	4	5	13	4	4	4	12	4	4	4	12
35	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
36	4	4	4	12	4	4	4	12	4	4	4	12	4	4	5	13	4	4	4	12
37	5	5	5	15	5	5	5	15	4	5	5	14	5	5	5	15	5	5	5	15
38	4	4	4	12	4	4	4	12	4	4	5	13	4	3	3	10	4	4	4	12
39	4	4	4	12	4	4	4	12	3	4	4	11	4	4	3	11	4	4	4	12
40	5	5	4	14	5	4	4	13	4	4	5	13	5	4	4	13	5	4	4	13
41	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15
42	4	4	4	12	4	4	4	12	4	4	4	12	2	5	4	11	4	4	4	12
43	4	4	4	12	4	4	4	12	4	5	4	13	5	4	4	13	4	4	4	12
44	4	4	4	12	4	4	4	12	4	4	4	12	4	3	3	10	4	4	4	12
45	5	4	4	13	5	4	4	13	4	4	5	13	4	4	4	12	5	4	4	13
46	4	5	5	14	4	5	5	14	4	4	5	13	4	4	5	13	5	4	4	13
47	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15
48	4	4	4	12	4	4	4	12	5	4	4	13	4	4	5	13	5	4	4	13
49	5	4	5	14	4	4	5	13	5	4	4	13	4	4	5	13	5	4	4	13
50	4	4	4	12	4	4	4	12	3	4	4	11	4	4	4	12	4	4	4	12

Sumber: Data primer yang diolah 2018

LAMPIRAN 5
FREKUENSI PERNYATAAN
RESPONDEN

1. Usia

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean
Usia	50	19	19	38	1109	22.18
Valid N (listwise)	50					

2. Profesi

Profesi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid a	11	22.0	22.0	22.0
b	10	20.0	20.0	42.0
c	29	58.0	58.0	100.0
Total	50	100.0	100.0	

3. Frekuensi Berkunjung

Frekuensi Berkunjung

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid a	15	30.0	30.0	30.0
b	12	24.0	24.0	54.0
c	23	46.0	46.0	100.0
Total	50	100.0	100.0	

4. Jumlah Produk yang Sudah Pernah Dibeli

Jumlah Produk yang Sudah Pernah Dibeli

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid a	4	8.0	8.0	8.0
b	26	52.0	52.0	60.0
c	20	40.0	40.0	100.0
Total	50	100.0	100.0	

1. Brand Ambassador

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	4.0	4.0	4.0
	4	34	68.0	68.0	72.0
	5	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	2.0	2.0	2.0
	3	4	8.0	8.0	10.0
	4	27	54.0	54.0	64.0
	5	18	36.0	36.0	100.0
	Total	50	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	6.0	6.0	6.0
	4	32	64.0	64.0	70.0
	5	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

2. Label Halal

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	4.0	4.0	4.0
	3	2	4.0	4.0	8.0
	4	33	66.0	66.0	74.0
	5	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	6.0	6.0	6.0
	4	29	58.0	58.0	64.0
	5	18	36.0	36.0	100.0
	Total	50	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	6.0	6.0	6.0
	4	32	64.0	64.0	70.0
	5	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

3. Word Of Mouth

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	2.0	2.0	2.0
	3	6	12.0	12.0	14.0
	4	31	62.0	62.0	76.0
	5	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	4.0	4.0	4.0
	4	34	68.0	68.0	72.0
	5	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	4.0	4.0	4.0
	4	30	60.0	60.0	64.0
	5	18	36.0	36.0	100.0
	Total	50	100.0	100.0	

4. Citra Merek

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	2.0	2.0	2.0
	3	4	8.0	8.0	10.0
	4	34	68.0	68.0	78.0
	5	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	12.0	12.0	12.0
	4	29	58.0	58.0	70.0
	5	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	14.0	14.0	14.0
	4	22	44.0	44.0	58.0
	5	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

5. Minat Beli Konsumen

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	10.0	10.0	10.0
	4	26	52.0	52.0	62.0
	5	19	38.0	38.0	100.0
	Total	50	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	4.0	4.0	4.0
	4	34	68.0	68.0	72.0
	5	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	4.0	4.0	4.0
	4	38	76.0	76.0	80.0
	5	10	20.0	20.0	100.0
	Total	50	100.0	100.0	



LAMPIRAN 6

HASIL UJI VALIDITAS

1. Brand Ambassador

Correlations

		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	.466**	.293*	.707**
	Sig. (2-tailed)		.001	.039	.000
	N	50	50	50	50
X1.2	Pearson Correlation	.466**	1	.595**	.890**
	Sig. (2-tailed)	.001		.000	.000
	N	50	50	50	50
X1.3	Pearson Correlation	.293*	.595**	1	.788**
	Sig. (2-tailed)	.039	.000		.000
	N	50	50	50	50
X1	Pearson Correlation	.707**	.890**	.788**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50

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

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

2. Label Halal

Correlations

		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	.467**	.511**	.829**
	Sig. (2-tailed)		.001	.000	.000
	N	50	50	50	50
X2.2	Pearson Correlation	.467**	1	.532**	.805**
	Sig. (2-tailed)	.001		.000	.000
	N	50	50	50	50
X2.3	Pearson Correlation	.511**	.532**	1	.817**
	Sig. (2-tailed)	.000	.000		.000
	N	50	50	50	50
X2	Pearson Correlation	.829**	.805**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50

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

3. Word Of Mouth

Correlations

		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	.477**	.485**	.819**
	Sig. (2-tailed)		.000	.000	.000
	N	50	50	50	50
X3.2	Pearson Correlation	.477**	1	.656**	.831**
	Sig. (2-tailed)	.000		.000	.000
	N	50	50	50	50
X3.3	Pearson Correlation	.485**	.656**	1	.843**
	Sig. (2-tailed)	.000	.000		.000
	N	50	50	50	50
X3	Pearson Correlation	.819**	.831**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50

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

4. Citra Merek

Correlations

		X4.1	X4.2	X4.3	X4
X4.1	Pearson Correlation	1	.428**	.313*	.716**
	Sig. (2-tailed)		.002	.027	.000
	N	50	50	50	50
X4.2	Pearson Correlation	.428**	1	.578**	.842**
	Sig. (2-tailed)	.002		.000	.000
	N	50	50	50	50
X4.3	Pearson Correlation	.313*	.578**	1	.816**
	Sig. (2-tailed)	.027	.000		.000
	N	50	50	50	50
X4	Pearson Correlation	.716**	.842**	.816**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50

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

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

5. Minat Beli Konsumen

Correlations

		Y.1	Y.2	Y.3	Y
Y.1	Pearson Correlation	1	.532**	.324*	.811**
	Sig. (2-tailed)		.000	.022	.000
	N	50	50	50	50
Y.2	Pearson Correlation	.532**	1	.597**	.864**
	Sig. (2-tailed)	.000		.000	.000
	N	50	50	50	50
Y.3	Pearson Correlation	.324*	.597**	1	.748**
	Sig. (2-tailed)	.022	.000		.000
	N	50	50	50	50
Y	Pearson Correlation	.811**	.864**	.748**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50

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

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

LAMPIRAN 7
HASIL UJI RELIABILITAS

1. *Brand Ambassador*

Reliability Statistics

Cronbach's Alpha	N of Items
.715	3

2. Label Halal

Reliability Statistics

Cronbach's Alpha	N of Items
.747	3

3. *Word Of Mouth*

Reliability Statistics

Cronbach's Alpha	N of Items
.766	3

4. Citra Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.701	3

5. Minat Beli Konsumen

Reliability Statistics

Cronbach's Alpha	N of Items
.724	3

LAMPIRAN 8
HASIL UJI UJI REGRESI, UJI
ASUMSI KLASIK DAN UJI
HIPOTESIS

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REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X1 X2 X3 X4
/SCATTERPLOT=(*SRESID ,*ZPRED)
/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .

```

Regression

Notes		
Output Created		09-APR-2018 09:48:17
Comments		
Input	Data	D:\TYPING\PROJECT S\101 - 200\26. RETA\Untitled2.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	50
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2 X3 X4 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:00.61
	Elapsed Time	00:00:00.64
	Memory Required	2708 bytes
	Additional Memory Required for Residual Plots	888 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X4, X3, X1, X2 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972 ^a	.945	.940	.322

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

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.207	4	20.052	193.112	.000 ^b
	Residual	4.673	45	.104		
	Total	84.880	49			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X3, X1, X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.086	.434		2.500	.016		
	X1	.136	.065	.146	2.106	.041	.254	3.934
	X2	.474	.078	.531	6.046	.000	.158	6.314
	X3	.135	.067	.147	2.000	.022	.225	4.441
	X4	.172	.063	.201	2.731	.009	.226	4.432

a. Dependent Variable: Y

Coefficient Correlations^a

Model			X4	X3	X1	X2
1	Correlations	X4	1.000	-.137	-.293	-.428
		X3	-.137	1.000	-.228	-.477
		X1	-.293	-.228	1.000	-.283
		X2	-.428	-.477	-.283	1.000
	Covariances	X4	.004	-.001	-.001	-.002
		X3	-.001	.005	-.001	-.003
		X1	-.001	-.001	.004	-.001
		X2	-.002	-.003	-.001	.006

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	X1	X2	X3	X4
1	1	4.984	1.000	.00	.00	.00	.00	.00
	2	.009	23.231	.94	.01	.01	.01	.03
	3	.003	43.058	.02	.01	.02	.52	.57
	4	.002	45.538	.04	.97	.02	.06	.20
	5	.002	57.474	.00	.02	.95	.40	.19

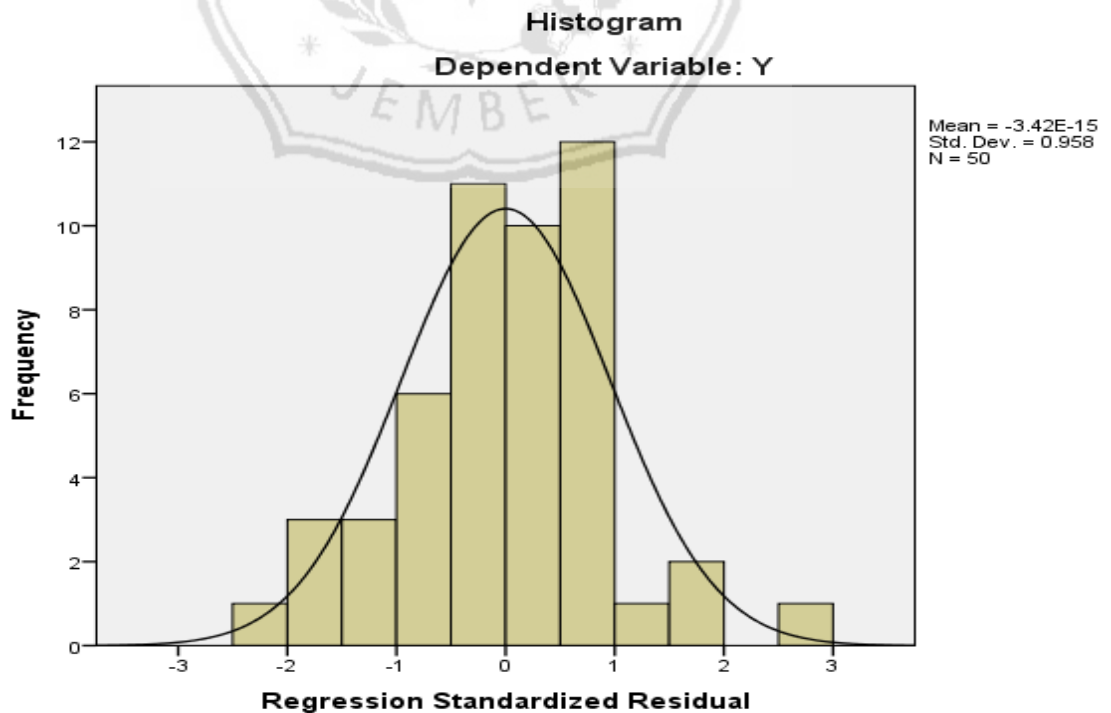
a. Dependent Variable: Y

Residuals Statistics^a

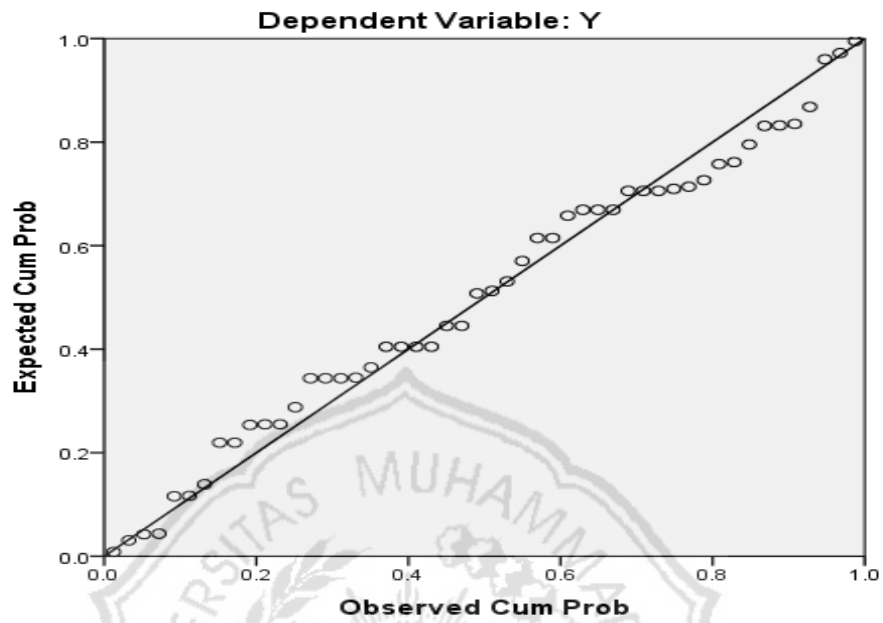
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.16	14.83	12.68	1.279	50
Std. Predicted Value	-2.748	1.677	.000	1.000	50
Standard Error of Predicted Value	.048	.183	.097	.031	50
Adjusted Predicted Value	8.76	14.81	12.67	1.298	50
Residual	-.772	.836	.000	.309	50
Std. Residual	-2.396	2.595	.000	.958	50
Stud. Residual	-2.630	3.155	.010	1.041	50
Deleted Residual	-.930	1.236	.007	.366	50
Stud. Deleted Residual	-2.827	3.535	.013	1.086	50
Mahal. Distance	.095	14.877	3.920	3.259	50
Cook's Distance	.000	.953	.041	.139	50
Centered Leverage Value	.002	.304	.080	.067	50

a. Dependent Variable: Y

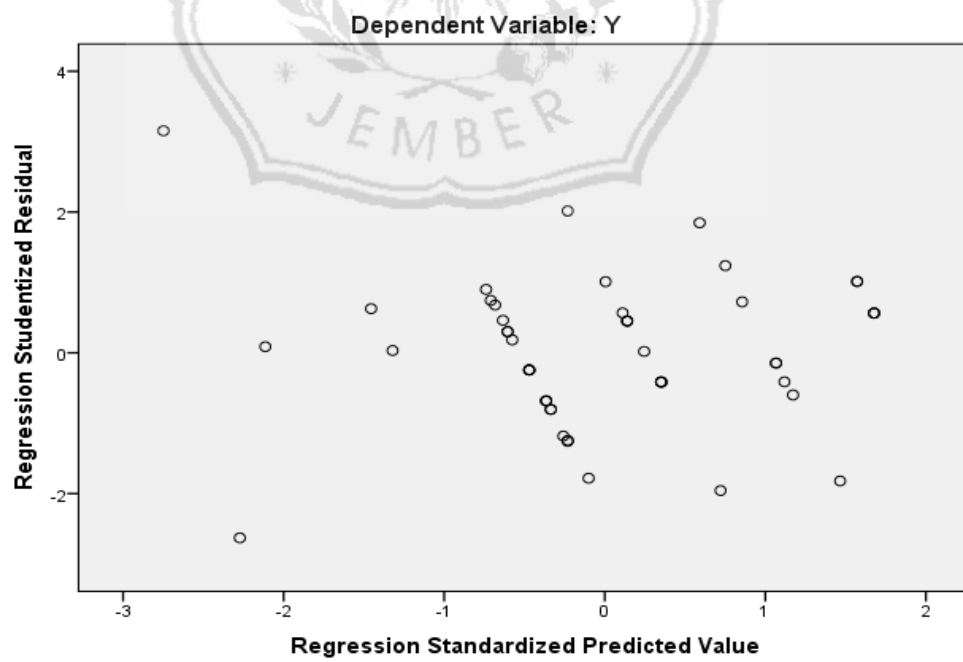
Charts



Normal P-P Plot of Regression Standardized Residual



Scatterplot



UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.30880267
Most Extreme Differences	Absolute	.077
	Positive	.075
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

UJI PARK (HETEROSKEDASTISITAS)

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.450	1.330		-1.843	.072
	X1	.157	.198	.225	.795	.431
	X2	-.330	.240	-.494	-1.377	.175
	X3	-.064	.206	-.093	-.310	.758
	X4	.290	.193	.454	1.509	.138

a. Dependent Variable: LnRES2

UJI LINIERITAS

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Y * X1 Between Groups (Combined)	65.839	6	10.973	24.780	.000
Linearity	64.472	1	64.472	145.595	.000
Deviation from Linearity	1.367	5	.273	.617	.687
Within Groups	19.041	43	.443		
Total	84.880	49			

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Y * X2 Between Groups (Combined)	79.668	7	11.381	91.715	.000
Linearity	77.275	1	77.275	622.720	.000
Deviation from Linearity	2.393	6	.399	3.214	.211
Within Groups	5.212	42	.124		
Total	84.880	49			

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Y * X3 Between Groups (Combined)	70.247	6	11.708	34.404	.000
Linearity	66.622	1	66.622	195.770	.000
Deviation from Linearity	3.625	5	.725	2.131	.080
Within Groups	14.633	43	.340		
Total	84.880	49			

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Y * X4 Between Groups (Combined)	72.164	6	12.027	40.671	.000
Linearity	68.035	1	68.035	230.064	.000
Deviation from Linearity	4.128	5	.826	2.792	.129
Within Groups	12.716	43	.296		
Total	84.880	49			

LAMPIRAN 9
TABEL R *PRODUCT MOMENT*,
TABEL DISTRIBUSI F, DAN
TABEL DISTRIBUSI T

Tabel r product Moment (Sig = 0,05)							
Df	r	df	R	Df	R	df	R
1	0.9969	26	0.3739	51	0.2706	76	0.2227
2	0.9500	27	0.3673	52	0.2681	77	0.2213
3	0.8783	28	0.3610	53	0.2656	78	0.2199
4	0.8114	29	0.3550	54	0.2632	79	0.2165
5	0.7545	30	0.3494	55	0.2609	80	0.2162
6	0.7067	31	0.3440	56	0.2586	81	0.2159
7	0.6664	32	0.3388	57	0.2564	82	0.2146
8	0.6319	33	0.3388	58	0.2542	83	0.2133
9	0.6021	34	0.3291	59	0.2521	84	0.2120
10	0.5760	35	0.3246	60	0.2500	85	0.2108
11	0.5529	36	0.3202	61	0.2480	86	0.2096
12	0.5324	37	0.3160	62	0.2461	87	0.2084
13	0.5140	38	0.3120	63	0.2441	88	0.2072
14	0.4973	39	0.3081	64	0.2423	89	0.2061
15	0.4821	40	0.3044	65	0.2404	90	0.2050
16	0.4683	41	0.3008	66	0.2387	91	0.2039
17	0.4555	42	0.2973	67	0.2369	92	0.2028
18	0.4438	43	0.2940	68	0.2352	93	0.2017
19	0.4329	44	0.2907	69	0.2335	94	0.2006
20	0.4227	45	0.2876	70	0.2319	95	0.1996
21	0.4132	46	0.2845	71	0.2303	96	0.1986
22	0.4044	47	0.2816	72	0.2287	97	0.1975
23	0.3961	48	0.2787	73	0.2272	98	0.1966
24	0.3882	49	0.2759	74	0.2257	99	0.1956
25	0.3809	50	0.2732	75	0.2242	100	0.1946

Sumber: Data primer yang diolah 2018

Tabel Distribusi F

	DF 1									
DF 2	1	2	3	4	5	6	7	8	9	10
1	161.4476	199.5000	215.7073	224.5833	230.1619	233.986	236.7684	238.8827	240.5433	241.8818
2	18.5128	19.0000	19.1643	19.2468	19.2964	19.3295	19.3532	19.371	19.3848	19.3959
3	10.1280	9.5521	9.2766	9.1172	9.0135	8.9406	8.8867	8.8452	8.8123	8.7855
4	7.7086	6.9443	6.5914	6.3882	6.2561	6.1631	6.0942	6.041	5.9988	5.9644
5	6.6079	5.7861	5.4095	5.1922	5.0503	4.9503	4.8759	4.8183	4.7725	4.7351
6	5.9874	5.1433	4.7571	4.5337	4.3874	4.2839	4.2067	4.1468	4.099	4.06
7	5.5914	4.7374	4.3468	4.1203	3.9715	3.866	3.787	3.7257	3.6767	3.6365
8	5.3177	4.4590	4.0662	3.8379	3.6875	3.5806	3.5005	3.4381	3.3881	3.3472
9	5.1174	4.2565	3.8625	3.6331	3.4817	3.3738	3.2927	3.2296	3.1789	3.1373
10	4.9646	4.1028	3.7083	3.4780	3.3258	3.2172	3.1355	3.0717	3.0204	2.9782
11	4.8443	3.9823	3.5874	3.3567	3.2039	3.0946	3.0123	2.948	2.8962	2.8536
12	4.7472	3.8853	3.4903	3.2592	3.1059	2.9961	2.9134	2.8486	2.7964	2.7534
13	4.6672	3.8056	3.4105	3.1791	3.0254	2.9153	2.8321	2.7669	2.7144	2.671
14	4.6001	3.7389	3.3439	3.1122	2.9582	2.8477	2.7642	2.6987	2.6458	2.6022
15	4.5431	3.6823	3.2874	3.0556	2.9013	2.7905	2.7066	2.6408	2.5876	2.5437
16	4.4940	3.6337	3.2389	3.0069	2.8524	2.7413	2.6572	2.5911	2.5377	2.4935
17	4.4513	3.5915	3.1968	2.9647	2.8100	2.6987	2.6143	2.548	2.4943	2.4499
18	4.4139	3.5546	3.1599	2.9277	2.7729	2.6613	2.5767	2.5102	2.4563	2.4117
19	4.3807	3.5219	3.1274	2.8951	2.7401	2.6283	2.5435	2.4768	2.4227	2.3779
20	4.3512	3.4928	3.0984	2.8661	2.7109	2.599	2.514	2.4471	2.3928	2.3479
21	4.3248	3.4668	3.0725	2.8401	2.6848	2.5727	2.4876	2.4205	2.366	2.321
22	4.3009	3.4434	3.0491	2.8167	2.6613	2.5491	2.4638	2.3965	2.3419	2.2967
23	4.2793	3.4221	3.0280	2.7955	2.6400	2.5277	2.4422	2.3748	2.3201	2.2747
24	4.2597	3.4028	3.0088	2.7763	2.6207	2.5082	2.4226	2.3551	2.3002	2.2547
25	4.2417	3.3852	2.9912	2.7587	2.6030	2.4904	2.4047	2.3371	2.2821	2.2365
26	4.2252	3.3690	2.9752	2.7426	2.5868	2.4741	2.3883	2.3205	2.2655	2.2197
27	4.2100	3.3541	2.9604	2.7278	2.5719	2.4591	2.3732	2.3053	2.2501	2.2043
28	4.1960	3.3404	2.9467	2.7141	2.5581	2.4453	2.3593	2.2913	2.236	2.19
29	4.1830	3.3277	2.9340	2.7014	2.5454	2.4324	2.3463	2.2783	2.2229	2.1768
30	4.1709	3.3158	2.9223	2.6896	2.5336	2.4205	2.3343	2.2662	2.2107	2.1646
31	4.1596	3.3048	2.9113	2.6787	2.5225	2.4094	2.3232	2.2549	2.1994	2.1532
32	4.1491	3.2945	2.9011	2.6684	2.5123	2.3991	2.3127	2.2444	2.1888	2.1425
33	4.1393	3.2849	2.8916	2.6589	2.5026	2.3894	2.303	2.2346	2.1789	2.1325
34	4.1300	3.2759	2.8826	2.6499	2.4936	2.3803	2.2938	2.2253	2.1696	2.1231

35	4.1213	3.2674	2.8742	2.6415	2.4851	2.3718	2.2852	2.2167	2.1608	2.1143
36	4.1132	3.2594	2.8663	2.6335	2.4772	2.3638	2.2771	2.2085	2.1526	2.1061
37	4.1055	3.2519	2.8588	2.6261	2.4696	2.3562	2.2695	2.2008	2.1449	2.0982
38	4.0982	3.2448	2.8517	2.6190	2.4625	2.349	2.2623	2.1936	2.1375	2.0909
39	4.0913	3.2381	2.8451	2.6123	2.4558	2.3423	2.2555	2.1867	2.1306	2.0839
40	4.0847	3.2317	2.8387	2.6060	2.4495	2.3359	2.249	2.1802	2.124	2.0772
41	4.0785	3.2257	2.8327	2.6000	2.4434	2.3298	2.2429	2.174	2.1178	2.071
42	4.0727	3.2199	2.8270	2.5943	2.4377	2.324	2.2371	2.1681	2.1119	2.065
43	4.0670	3.2145	2.8216	2.5888	2.4322	2.3185	2.2315	2.1625	2.1062	2.0593
44	4.0617	3.2093	2.8165	2.5837	2.4270	2.3133	2.2263	2.1572	2.1009	2.0539
45	4.0566	3.2043	2.8115	2.5787	2.4221	2.3083	2.2212	2.1521	2.0958	2.0487
46	4.0517	3.1996	2.8068	2.5740	2.4174	2.3035	2.2164	2.1473	2.0909	2.0438
47	4.0471	3.1951	2.8024	2.5695	2.4128	2.299	2.2118	2.1427	2.0862	2.0391
48	4.0427	3.1907	2.7981	2.5652	2.4085	2.2946	2.2074	2.1382	2.0817	2.0346
49	4.0384	3.1866	2.7939	2.5611	2.4044	2.2904	2.2032	2.134	2.0775	2.0303
50	4.0343	3.1826	2.7900	2.5572	2.4004	2.2864	2.1992	2.1299	2.0734	2.0261
51	4.0304	3.1788	2.7862	2.5534	2.3966	2.2826	2.1953	2.126	2.0694	2.0222
52	4.0266	3.1751	2.7826	2.5498	2.3930	2.2789	2.1916	2.1223	2.0656	2.0184
53	4.0230	3.1716	2.7791	2.5463	2.3894	2.2754	2.1881	2.1187	2.062	2.0147
54	4.0195	3.1682	2.7758	2.5429	2.3861	2.272	2.1846	2.1152	2.0585	2.0112
55	4.0162	3.1650	2.7725	2.5397	2.3828	2.2687	2.1813	2.1119	2.0552	2.0078
56	4.0130	3.1619	2.7694	2.5366	2.3797	2.2656	2.1782	2.1087	2.0519	2.0045
57	4.0099	3.1588	2.7664	2.5336	2.3767	2.2625	2.1751	2.1056	2.0488	2.0014
58	4.0069	3.1559	2.7636	2.5307	2.3738	2.2596	2.1721	2.1026	2.0458	1.9983
59	4.0040	3.1531	2.7608	2.5279	2.3710	2.2568	2.1693	2.0997	2.0429	1.9954
60	4.0012	3.1504	2.7581	2.5252	2.3683	2.2541	2.1665	2.097	2.0401	1.9926
61	3.9985	3.1478	2.7555	2.5226	2.3657	2.2514	2.1639	2.0943	2.0374	1.9899
62	3.9959	3.1453	2.7530	2.5201	2.3631	2.2489	2.1613	2.0917	2.0348	1.9872
63	3.9934	3.1428	2.7505	2.5177	2.3607	2.2464	2.1588	2.0892	2.0322	1.9847
64	3.9909	3.1404	2.7482	2.5153	2.3583	2.244	2.1564	2.0868	2.0298	1.9822
65	3.9886	3.1381	2.7459	2.5130	2.3560	2.2417	2.1541	2.0844	2.0274	1.9798
66	3.9863	3.1359	2.7437	2.5108	2.3538	2.2395	2.1518	2.0821	2.0251	1.9775
67	3.9840	3.1338	2.7416	2.5087	2.3517	2.2373	2.1497	2.0799	2.0229	1.9752
68	3.9819	3.1317	2.7395	2.5066	2.3496	2.2352	2.1475	2.0778	2.0207	1.973
69	3.9798	3.1296	2.7375	2.5046	2.3475	2.2332	2.1455	2.0757	2.0186	1.9709
70	3.9778	3.1277	2.7355	2.5027	2.3456	2.2312	2.1435	2.0737	2.0166	1.9689
71	3.9758	3.1258	2.7336	2.5008	2.3437	2.2293	2.1415	2.0717	2.0146	1.9669
72	3.9739	3.1239	2.7318	2.4989	2.3418	2.2274	2.1397	2.0698	2.0127	1.9649
73	3.9720	3.1221	2.7300	2.4971	2.3400	2.2256	2.1378	2.068	2.0108	1.9631
74	3.9702	3.1203	2.7283	2.4954	2.3383	2.2238	2.136	2.0662	2.009	1.9612

75	3.9685	3.1186	2.7266	2.4937	2.3366	2.2221	2.1343	2.0644	2.0073	1.9594
76	3.9668	3.1170	2.7249	2.4920	2.3349	2.2204	2.1326	2.0627	2.0055	1.9577
77	3.9651	3.1154	2.7233	2.4904	2.3333	2.2188	2.131	2.0611	2.0039	1.956
78	3.9635	3.1138	2.7218	2.4889	2.3317	2.2172	2.1294	2.0595	2.0022	1.9544
79	3.9619	3.1123	2.7203	2.4874	2.3302	2.2157	2.1278	2.0579	2.0007	1.9528
80	3.9604	3.1108	2.7188	2.4859	2.3287	2.2142	2.1263	2.0564	1.9991	1.9512
81	3.9589	3.1093	2.7173	2.4844	2.3273	2.2127	2.1248	2.0549	1.9976	1.9497
82	3.9574	3.1079	2.7159	2.4830	2.3259	2.2113	2.1234	2.0534	1.9961	1.9482
83	3.9560	3.1065	2.7146	2.4817	2.3245	2.2099	2.122	2.052	1.9947	1.9468
84	3.9546	3.1052	2.7132	2.4803	2.3231	2.2086	2.1206	2.0506	1.9933	1.9454
85	3.9532	3.1038	2.7119	2.4790	2.3218	2.2072	2.1193	2.0493	1.9919	1.944
86	3.9519	3.1026	2.7106	2.4777	2.3205	2.2059	2.118	2.048	1.9906	1.9426
87	3.9506	3.1013	2.7094	2.4765	2.3193	2.2047	2.1167	2.0467	1.9893	1.9413
88	3.9493	3.1001	2.7082	2.4753	2.3181	2.2034	2.1155	2.0454	1.988	1.94
89	3.9481	3.0989	2.7070	2.4741	2.3169	2.2022	2.1143	2.0442	1.9868	1.9388
90	3.9469	3.0977	2.7058	2.4729	2.3157	2.2011	2.1131	2.043	1.9856	1.9376
91	3.9457	3.0966	2.7047	2.4718	2.3145	2.1999	2.1119	2.0418	1.9844	1.9364
92	3.9445	3.0954	2.7036	2.4707	2.3134	2.1988	2.1108	2.0407	1.9833	1.9352
93	3.9434	3.0943	2.7025	2.4696	2.3123	2.1977	2.1097	2.0395	1.9821	1.9341
94	3.9423	3.0933	2.7014	2.4685	2.3113	2.1966	2.1086	2.0384	1.981	1.9329
95	3.9412	3.0922	2.7004	2.4675	2.3102	2.1955	2.1075	2.0374	1.9799	1.9318
96	3.9402	3.0912	2.6994	2.4665	2.3092	2.1945	2.1065	2.0363	1.9789	1.9308
97	3.9391	3.0902	2.6984	2.4655	2.3082	2.1935	2.1054	2.0353	1.9778	1.9297
98	3.9381	3.0892	2.6974	2.4645	2.3072	2.1925	2.1044	2.0343	1.9768	1.9287
99	3.9371	3.0882	2.6965	2.4636	2.3063	2.1915	2.1035	2.0333	1.9758	1.9277
100	3.9361	3.0873	2.6955	2.4626	2.3053	2.1906	2.1025	2.0323	1.9748	1.9267

Sumber: Data primer yang diolah 2018

Tabel Distribusi t			
Df	0,1	0,05	0,025
1	3.0777	6.3138	12.7062
2	1.8856	2.9200	4.3027
3	1.6377	2.3534	3.1824
4	1.5332	2.1318	2.7764
5	1.4759	2.0150	2.5706
6	1.4398	1.9432	2.4469
7	1.4149	1.8946	2.3646
8	1.3968	1.8595	2.3060
9	1.3830	1.8331	2.2622
10	1.3722	1.8125	2.2281
11	1.3634	1.7959	2.2010
12	1.3562	1.7823	2.1788
13	1.3502	1.7709	2.1604
14	1.3450	1.7613	2.1448
15	1.3406	1.7531	2.1314
16	1.3368	1.7459	2.1199
17	1.3334	1.7396	2.1098
18	1.3304	1.7341	2.1009
19	1.3277	1.7291	2.0930
20	1.3253	1.7247	2.0860
21	1.3232	1.7207	2.0796
22	1.3212	1.7171	2.0739
23	1.3195	1.7139	2.0687
24	1.3178	1.7109	2.0639
25	1.3163	1.7081	2.0595
26	1.3150	1.7056	2.0555
27	1.3137	1.7033	2.0518
28	1.3125	1.7011	2.0484
29	1.3114	1.6991	2.0452
30	1.3104	1.6973	2.0423
31	1.3095	1.6955	2.0395
32	1.3086	1.6939	2.0369
33	1.3077	1.6924	2.0345
34	1.3070	1.6909	2.0322
35	1.3062	1.6896	2.0301
36	1.3055	1.6883	2.0281
37	1.3049	1.6871	2.0262
38	1.3042	1.6860	2.0244
39	1.3036	1.6849	2.0227
40	1.3031	1.6839	2.0211
41	1.3025	1.6829	2.0195
42	1.3020	1.6820	2.0181
43	1.3016	1.6811	2.0167
44	1.3011	1.6802	2.0154
45	1.3006	1.6794	2.0141
46	1.3002	1.6787	2.0129
47	1.2998	1.6779	2.0117
48	1.2994	1.6772	2.0106
49	1.2991	1.6766	2.0096

50	1.2987	1.6759	2.0086
51	1.2984	1.6753	2.0076
52	1.2980	1.6747	2.0066
53	1.2977	1.6741	2.0057
54	1.2974	1.6736	2.0049
55	1.2971	1.6730	2.0040
56	1.2969	1.6725	2.0032
57	1.2966	1.6720	2.0025
58	1.2963	1.6716	2.0017
59	1.2961	1.6711	2.0010
60	1.2958	1.6706	2.0003
61	1.2956	1.6702	1.9996
62	1.2954	1.6698	1.9990
63	1.2951	1.6694	1.9983
64	1.2949	1.6690	1.9977
65	1.2947	1.6686	1.9971
66	1.2945	1.6683	1.9966
67	1.2943	1.6679	1.9960
68	1.2941	1.6676	1.9955
69	1.2939	1.6672	1.9949
70	1.2938	1.6669	1.9944
71	1.2936	1.6666	1.9939
72	1.2934	1.6663	1.9935
73	1.2933	1.6660	1.9930
74	1.2931	1.6657	1.9925
75	1.2929	1.6654	1.9921
76	1.2928	1.6652	1.9917
77	1.2926	1.6649	1.9913
78	1.2925	1.6646	1.9908
79	1.2924	1.6644	1.9905
80	1.2922	1.6641	1.9901
81	1.2921	1.6639	1.9897
82	1.2920	1.6636	1.9893
83	1.2918	1.6634	1.9890
84	1.2917	1.6632	1.9886
85	1.2916	1.6630	1.9883
86	1.2915	1.6628	1.9879
87	1.2914	1.6626	1.9876
88	1.2912	1.6624	1.9873
89	1.2911	1.6622	1.987
90	1.291	1.662	1.9867
91	1.2909	1.6618	1.9864
92	1.2908	1.6616	1.9861
93	1.2907	1.6614	1.9858
94	1.2906	1.6612	1.9855
95	1.2905	1.6611	1.9853
96	1.2904	1.6609	1.985
97	1.2903	1.6607	1.9847
98	1.2902	1.6606	1.9845
99	1.2902	1.6604	1.9842
100	1.2901	1.6602	1.984

Sumber: Data primer yang diolah 2018

LAMPIRAN 10
DOKUMENTASI PENELITIAN



