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LAMPIRAN

Lampiran

Lampiran 1: Riwayat hidup

RIWAYAT HIDUP

Identitas Diri

Nama : Muhammad Iqram Mustamin

Tempat, Tanggal Lahir : Ujung Pandang, 25 September 1998

Jenis Kelamin : Laki-laki

Agama : Islam

Alamat Rumah : Komp. PU Penjernihan Raya 1 A.29

No Telpon : 085243174014

E-mail : iqram2509@gmail.com

Riwayat Pendidikan

2004 – 2006 :SDN Tamalanrea 3 Makassar

2007 – 2010 :SDN Panaikang 2 Makassar

2010 – 2013 :SMP Negri 8 Makassar

2013 – 2016 :SMA Negri 5 Makassar

Pengalaman Organisasi

1. 2014 – 2015 Ketua Umum Futsal Sma Negri 5 Makassar
2. 2017 - Sekarang Anggota Ikatan Mahasiswa Manajemen (IMMAJ FEB-UH)
3. 2020 – Sekarang Anggota Himpunan Pengusaha Muda (HIPMI-UH)

Demikian biodata ini dibuat dengan sebenarnya.

Makassar, Januari 2021

Muhammad Iqram Mustamin

Lampiran 2: Kuesioner

DAFTAR PERTANYAAN KUESIONER

Kepada Yth:

Saudara/i
Mahasiswa Universitas Hasanuddin
Di tempat,

Dengan Hormat,

Sehubung dengan penyusunan skripsi pada Departamen Manajemen Fakultas Ekonomi dan Bisnis Universitas Hasanuddin yang berjudul “ **Pengaruh *Brand image* dan Kualitas Layanan Terhadap Keputusan Menyewa Lapangan Futsal Goro di Kota Makassar**”,saya:

Nama : Muhammad Iqram Mustamin

NIM : A021171525

Memohon kesediaan saudara/i mahasiswa untuk mengisi kuesioner yang saya ajukan ini sesuai dengan pengalaman anda dalam menyewa lapangan futsal Goro di Kota Makassar. Penelitian ini diharapkan dapat menjadi refrensi untuk mempelajari permasalahan yang berhubungan dengan keputusan menyewa. Segala informasi yang anda berikan akan dijamin kerahasiaan dan hanya untuk kepentingan akademis. Atas kesediaanya saya ucapkan terima kasih

Peneliti,

Muhammad Iqram Mustamin

Lampiran 3: Identitas Responden dan Jawaban Responden

IDENTITAS BAPAK/SDR

1. Jenis Kelamin

- Pria
- Wanita

2. Umur

- < 20 tahun
- 21-29 tahun
- 30-39 tahun
- 40-49 tahun

3. Pendidikan

- SMA
- D3
- Sarjana (S1)
- Pasca Sarjana

4. Pekerjaan

- Pelajar / Mahasiswa
- Pegawai Negeri
- Karyawan Swasta
- Lain-lain

**PILIH LAH SALAH SATU JAWABAN PERTANYAAN DI BAWAH INI YANG
DIANGGAP PALING TEPAT DENGAN MEMBERI TANDA (Contreng) :**

Pilihan Jawaban:

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Netral (N)
4. Setuju (S)
5. Sangat Setuju (SS)

Pernyataan

“Pengaruh *Brand image* Dan Kualitas Layanan Terhadap Keputusan Menyewa Lapangan Futsal Goro Di Kota Makassar”

A. BRAND IMAGE (X1)

| No | Pernyataan | Tanggapan Responden | | | | |
|----|--|---------------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Lapangan futsal GORO mempunyai citra yang positif dalam benak pelanggan | | | | | |
| 2 | Lapangan futsal GORO memiliki ciri khas yang membedakan dari pesaing | | | | | |
| 3 | Lapangan futsal GORO adalah lapangan yang dikenal luas oleh masyarakat | | | | | |
| 4 | Lapangan futsal GORO memiliki banyak keunggulan dibandingkan dengan lapangan lainnya | | | | | |

| | | | | | | |
|---|---|--|--|--|--|--|
| 5 | Lapangan futsal GORO sangat menarik dibandingkan pesaingnya | | | | | |
| 6 | Saya sangat senang dan suka bermain di lapangan futsal GORO | | | | | |

B. KUALITAS LAYANAN (X2)

| No | Pernyataan | Tanggapan Responden | | | | |
|----|---|---------------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Kondisi perlengkapan dan peralatan yang tersedia di lapangan futsal GORO layak pakai | | | | | |
| 2 | Lapangan futsal GORO memiliki media dalam memperkenalkan layanan seperti brosur, pamflet, dan lain-lain | | | | | |
| 3 | Pelanggan merasa aman dalam melakukan transaksi | | | | | |
| 4 | Selalu memperhatikan kebutuhan pelanggan | | | | | |
| 5 | Karyawan memiliki respon yang cepat dalam membantu dan memenuhi permintaan pelanggan | | | | | |

C. KEPUTUSAN MENYEWA (Y)

| No | Pernyataan | Tanggapan Responden | | | | |
|----|---|---------------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Saya mengetahui bahwa lapangan futsal GORO memiliki kualitas yang baik | | | | | |
| 2 | Saya tertarik menggunakan lapangan futsal GORO karena sudah banyak masyarakat yang menggunakannya | | | | | |
| 3 | Saya sudah mantap menggunakan layanan lapangan futsal GORO | | | | | |
| 4 | Citra merek dan kualitas pelayanan mempengaruhi saya untuk menggunakan layanan lapangan futsal GORO | | | | | |

Jawaban Responden

| Jenis kelamin | Pendidikan saat ini | Pekerjaan |
|---------------|---------------------|-------------------|
| Pria | Sarjana (S1) | Fresh Graduate |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | SMA | Karyawan Swasta |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Pasca Sarjana | Pegawai Negeri |
| Pria | Pasca Sarjana | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Pasca Sarjana | Karyawan Swasta |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | SMA | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | D3 | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | D3 | Karyawan Swasta |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Pegawai Negeri |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Pelajar/mahasiswa |

| | | |
|--------|---------------|-------------------|
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Pegawai Negeri |
| Pria | Pasca Sarjana | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Pegawai Negeri |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Wanita | Sarjana (S1) | Pelajar/mahasiswa |
| Wanita | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | SMA | Karyawan Swasta |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Wanita | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Wanita | SMA | Pelajar/mahasiswa |
| Wanita | SMA | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Wanita | SMA | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Wanita | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Wanita | SMA | Pelajar/mahasiswa |

| | | |
|--------|---------------|-------------------|
| Wanita | SMA | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Wanita | SMA | Pelajar/mahasiswa |
| Wanita | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pegawai Negeri |
| Wanita | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Wanita | SMA | Pelajar/mahasiswa |
| Wanita | Pasca Sarjana | Pelajar/mahasiswa |
| Wanita | SMA | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Wanita | Sarjana (S1) | Pelajar/mahasiswa |
| Wanita | Sarjana (S1) | Pelajar/mahasiswa |
| Wanita | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Wanita | SMA | Pelajar/mahasiswa |
| Pria | D3 | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Pegawai Negeri |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Karyawan Swasta |
| Pria | D3 | Pelajar/mahasiswa |
| Pria | Pasca Sarjana | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Wanita | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Wanita | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Wanita | D3 | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pegawai Negeri |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pegawai Negeri |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |

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| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Pegawai Negeri |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | SMA | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
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| Pria | Sarjana (S1) | Pelajar/mahasiswa |
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| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |
| Pria | Sarjana (S1) | Karyawan Swasta |
| Pria | Sarjana (S1) | Pelajar/mahasiswa |

| No | Brand image (X1) | | | | | | KUALITAS LAYANAN (X2) | | | | | KEPUTUSAN MENYEWA (Y) | | | |
|----|------------------|------|------|------|------|------|-----------------------|------|------|------|------|-----------------------|----|----|----|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Y1 | Y2 | Y3 | Y4 |
| 1 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 4 |
| 2 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 6 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 1 |
| 7 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 |
| 8 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 |
| 9 | 3 | 4 | 3 | 5 | 3 | 3 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 |
| 10 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 11 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 12 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 4 |
| 13 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 14 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 16 | 2 | 2 | 2 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 17 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| 18 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 5 | 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| 19 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 |
| 20 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 5 | 3 |
| 21 | 3 | 3 | 5 | 2 | 2 | 5 | 3 | 3 | 5 | 2 | 2 | 3 | 3 | 3 | 3 |
| 22 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 5 | 2 |
| 23 | 2 | 2 | 2 | 2 | 2 | 2 | 5 | 3 | 5 | 2 | 5 | 2 | 3 | 3 | 5 |
| 24 | 2 | 4 | 2 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 25 | 3 | 2 | 3 | 2 | 3 | 2 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 26 | 2 | 2 | 3 | 2 | 3 | 5 | 3 | 3 | 5 | 2 | 3 | 3 | 3 | 3 | 2 |
| 27 | 2 | 2 | 2 | 2 | 2 | 2 | 5 | 3 | 5 | 3 | 5 | 3 | 3 | 3 | 3 |
| 28 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 29 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 30 | 3 | 3 | 3 | 3 | 2 | 5 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 |
| 31 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 32 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| 33 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 5 | 2 | 1 |
| 34 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 5 | 2 | 1 | 1 | 2 | 2 | 2 | 1 |
| 35 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 5 | 2 | 2 |
| 36 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 |
| 37 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 38 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 5 | 2 | 5 | 5 | 2 | 3 | 3 |
| 39 | 1 | 2 | 5 | 2 | 2 | 2 | 2 | 5 | 2 | 2 | 2 | 5 | 3 | 3 | 3 |
| 40 | 4 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 5 | 2 | 3 |
| 41 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |

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|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 42 | 2 | 4 | 1 | 2 | 2 | 1 | 2 | 5 | 2 | 2 | 1 | 2 | 2 | 5 | 2 |
| 43 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 3 | 5 |
| 44 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 |
| 45 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 46 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 5 | 3 | 2 | 3 | 3 | 2 | 3 |
| 47 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 3 | 3 |
| 48 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 5 | 3 |
| 49 | 2 | 2 | 3 | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 2 | 2 | 3 | 3 | 5 |
| 50 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 5 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |
| 51 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 52 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 1 | 4 |
| 53 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 |
| 54 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 |
| 55 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 |
| 56 | 3 | 3 | 3 | 3 | 5 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 4 | 4 |
| 57 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 |
| 58 | 3 | 4 | 5 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 59 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 60 | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 1 |
| 61 | 3 | 3 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 62 | 4 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 63 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 1 | 4 |
| 64 | 3 | 3 | 5 | 5 | 3 | 4 | 3 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 |
| 65 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 1 | 4 |
| 66 | 5 | 2 | 3 | 3 | 5 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 4 |
| 67 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 1 | 4 |
| 68 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 69 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 5 | 3 | 3 | 2 | 3 | 3 | 3 |
| 70 | 5 | 2 | 5 | 2 | 2 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 71 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 |
| 72 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 |
| 73 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 3 | 2 | 3 | 2 |
| 74 | 5 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 5 | 2 | 3 | 3 | 3 | 2 | 3 |
| 75 | 3 | 3 | 2 | 5 | 3 | 5 | 2 | 2 | 5 | 3 | 3 | 3 | 5 | 3 | 3 |
| 76 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 |
| 77 | 2 | 2 | 2 | 2 | 2 | 5 | 2 | 2 | 2 | 2 | 2 | 2 | 5 | 2 | 3 |
| 78 | 2 | 2 | 5 | 2 | 2 | 2 | 2 | 5 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| 79 | 5 | 2 | 5 | 2 | 5 | 2 | 2 | 2 | 2 | 2 | 2 | 5 | 2 | 2 | 3 |
| 80 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| 81 | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 3 |
| 82 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 |
| 83 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 84 | 3 | 3 | 2 | 2 | 5 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 85 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 86 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |

| | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 87 | 2 | 4 | 2 | 2 | 5 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 2 |
| 88 | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 5 | 2 | 2 | 2 | 5 | 2 | 2 |
| 89 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 90 | 2 | 2 | 1 | 2 | 2 | 2 | 5 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 |
| 91 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 4 | 4 | 4 | 1 |
| 92 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 93 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 94 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 1 | 4 | 4 |
| 95 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 96 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 97 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 98 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 |
| 99 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 100 | 3 | 3 | 5 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 2 |
| 101 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 5 | 2 | 2 | 5 | 2 |
| 102 | 2 | 5 | 3 | 2 | 2 | 2 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 103 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 104 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 5 |
| 105 | 2 | 2 | 2 | 2 | 5 | 2 | 2 | 2 | 2 | 2 | 5 | 2 | 2 | 2 | 2 |
| 106 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 5 | 2 | 2 |
| 107 | 2 | 2 | 2 | 5 | 2 | 5 | 2 | 2 | 2 | 5 | 2 | 2 | 2 | 2 | 2 |
| 108 | 3 | 3 | 2 | 3 | 3 | 2 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 |
| 109 | 3 | 5 | 2 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 110 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 5 | 2 | 3 |
| 111 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 112 | 2 | 3 | 5 | 2 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 3 | 3 | 3 |
| 113 | 3 | 4 | 3 | 3 | 5 | 5 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 4 |
| 114 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 |
| 115 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 1 | 4 |
| 116 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 1 |
| 117 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| 118 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 119 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 5 | 5 | 5 | 4 |
| 120 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 1 | 5 | 4 |
| 121 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 122 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 123 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 1 | 4 | 5 | 5 |
| 124 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 |
| 125 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 |
| 126 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 1 | 4 | 3 | 4 |
| 127 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 128 | 5 | 4 | 5 | 5 | 4 | 5 | 2 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 1 |
| 129 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 |
| 130 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 |
| 131 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 |

| | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 132 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 |
| 133 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 134 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 4 | 5 |
| 135 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| 136 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 5 |
| 137 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 5 |
| 138 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 139 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 |
| 140 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 4 |
| 141 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 |
| 142 | 4 | 3 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 1 | 4 |
| 143 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 |
| 144 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 1 | 4 | 5 | 3 |
| 145 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 146 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 1 |
| 147 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 148 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 149 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 |
| 150 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 1 | 5 | 5 |
| 151 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 152 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 1 | 5 | 5 | 5 |
| 153 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 154 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 |
| 155 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 1 | 4 |
| 156 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 157 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 158 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 |
| 159 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 |
| 160 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 161 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 5 | 4 | 1 |
| 162 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 163 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 1 | 4 | 5 | 4 |
| 164 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 165 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 5 | 4 | 5 |
| 166 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 3 | 5 |
| 167 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 168 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 |

Lampiran 4: Tabulasi Data Identitas Dan Jawaban Responden

| JenisKelamin | | | | | |
|--------------|--------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pria | 146 | 86.9 | 86.9 | 86.9 |
| | Wanita | 22 | 13.1 | 13.1 | 100.0 |
| | Total | 168 | 100.0 | 100.0 | |

| Pendidikan | | | | | |
|------------|---------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | D3 | 5 | 3.0 | 3.0 | 3.0 |
| | Pasca Sarjana | 18 | 10.7 | 10.7 | 13.7 |
| | Sarjana (S1) | 102 | 60.7 | 60.7 | 74.4 |
| | SMA | 43 | 25.6 | 25.6 | 100.0 |
| | Total | 168 | 100.0 | 100.0 | |

| Pekerjaan | | | | | |
|-----------|-------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Fresh Graduate | 1 | .6 | .6 | .6 |
| | Karyawan Swasta | 36 | 21.4 | 21.4 | 22.0 |
| | Pegawai Negeri | 9 | 5.4 | 5.4 | 27.4 |
| | Pelajar/mahasiswa | 122 | 72.6 | 72.6 | 100.0 |
| | Total | 168 | 100.0 | 100.0 | |

| X1.1 | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 5 | 3,0 | 3,0 | 3,0 |
| | 2 | 36 | 21,4 | 21,4 | 24,4 |
| | 3 | 65 | 38,7 | 38,7 | 63,1 |
| | 4 | 47 | 28,0 | 28,0 | 91,1 |
| | 5 | 15 | 8,9 | 8,9 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

| X1.2 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 1,2 | 1,2 | 1,2 |
| | 2 | 44 | 26,2 | 26,2 | 27,4 |
| | 3 | 50 | 29,8 | 29,8 | 57,1 |
| | 4 | 54 | 32,1 | 32,1 | 89,3 |
| | 5 | 18 | 10,7 | 10,7 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

| X1.3 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 7 | 4,2 | 4,2 | 4,2 |
| | 2 | 35 | 20,8 | 20,8 | 25,0 |
| | 3 | 57 | 33,9 | 33,9 | 58,9 |
| | 4 | 40 | 23,8 | 23,8 | 82,7 |
| | 5 | 29 | 17,3 | 17,3 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

| X1.4 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 2,4 | 2,4 | 2,4 |
| | 2 | 38 | 22,6 | 22,6 | 25,0 |
| | 3 | 61 | 36,3 | 36,3 | 61,3 |
| | 4 | 43 | 25,6 | 25,6 | 86,9 |
| | 5 | 22 | 13,1 | 13,1 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

| X1.5 | | | | | |
|-------------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 2,4 | 2,4 | 2,4 |
| | 2 | 37 | 22,0 | 22,0 | 24,4 |
| | 3 | 52 | 31,0 | 31,0 | 55,4 |

| | | | | | |
|--|-------|-----|-------|-------|-------|
| | 4 | 54 | 32,1 | 32,1 | 87,5 |
| | 5 | 21 | 12,5 | 12,5 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

| X1.6 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 2,4 | 2,4 | 2,4 |
| | 2 | 38 | 22,6 | 22,6 | 25,0 |
| | 3 | 54 | 32,1 | 32,1 | 57,1 |
| | 4 | 55 | 32,7 | 32,7 | 89,9 |
| | 5 | 17 | 10,1 | 10,1 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

| X2.1 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 36 | 21,4 | 21,4 | 21,4 |
| | 3 | 53 | 31,5 | 31,5 | 53,0 |
| | 4 | 60 | 35,7 | 35,7 | 88,7 |
| | 5 | 19 | 11,3 | 11,3 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

| X2.2 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,6 | ,6 | ,6 |
| | 2 | 31 | 18,5 | 18,5 | 19,0 |
| | 3 | 46 | 27,4 | 27,4 | 46,4 |
| | 4 | 65 | 38,7 | 38,7 | 85,1 |
| | 5 | 25 | 14,9 | 14,9 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

| X2.3 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | ,6 | ,6 | ,6 |
| | 2 | 30 | 17,9 | 17,9 | 18,5 |
| | 3 | 48 | 28,6 | 28,6 | 47,0 |
| | 4 | 62 | 36,9 | 36,9 | 83,9 |
| | 5 | 27 | 15,5 | 15,5 | 99,4 |
| | Total | 168 | 100,0 | 100,0 | |

| X2.4 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 1,2 | 1,2 | 1,2 |
| | 2 | 36 | 21,4 | 21,4 | 22,6 |
| | 3 | 49 | 29,2 | 29,2 | 51,8 |
| | 4 | 64 | 38,1 | 38,1 | 89,9 |
| | 5 | 17 | 10,1 | 10,1 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

| X2.5 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 2,4 | 2,4 | 2,4 |
| | 2 | 25 | 14,9 | 14,9 | 17,3 |
| | 3 | 46 | 27,4 | 27,4 | 44,6 |
| | 4 | 72 | 42,9 | 42,9 | 87,5 |
| | 5 | 21 | 12,5 | 12,5 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

| Y1 | | | | | |
|-----------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 8 | 4,8 | 4,8 | 4,8 |
| | 2 | 25 | 14,9 | 14,9 | 19,6 |

| | | | | | |
|--|-------|-----|-------|-------|-------|
| | 3 | 49 | 29,2 | 29,2 | 48,8 |
| | 4 | 61 | 36,3 | 36,3 | 85,1 |
| | 5 | 25 | 14,9 | 14,9 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

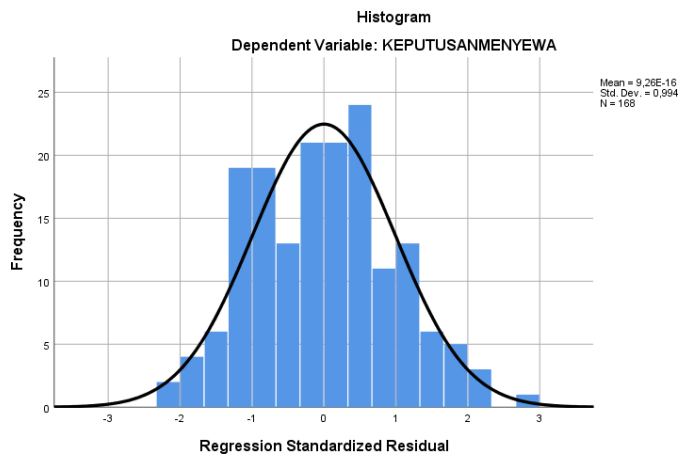
| Y2 | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 6 | 3,6 | 3,6 | 3,6 |
| | 2 | 20 | 11,9 | 11,9 | 15,5 |
| | 3 | 47 | 28,0 | 28,0 | 43,5 |
| | 4 | 63 | 37,5 | 37,5 | 81,0 |
| | 5 | 32 | 19,0 | 19,0 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

| Y3 | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 10 | 6,0 | 6,0 | 6,0 |
| | 2 | 23 | 13,7 | 13,7 | 19,6 |
| | 3 | 47 | 28,0 | 28,0 | 47,6 |
| | 4 | 61 | 36,3 | 36,3 | 83,9 |
| | 5 | 27 | 16,1 | 16,1 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

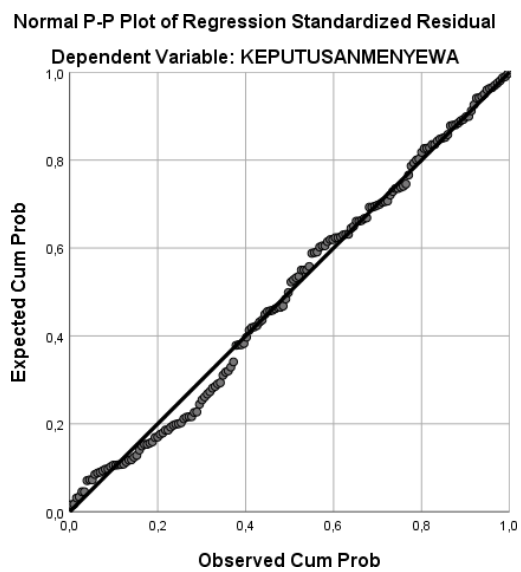
| Y4 | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 10 | 6,0 | 6,0 | 6,0 |
| | 2 | 20 | 11,9 | 11,9 | 17,9 |
| | 3 | 47 | 28,0 | 28,0 | 45,8 |
| | 4 | 65 | 38,7 | 38,7 | 84,5 |
| | 5 | 26 | 15,5 | 15,5 | 100,0 |
| | Total | 168 | 100,0 | 100,0 | |

Uji Asumsi Klasik

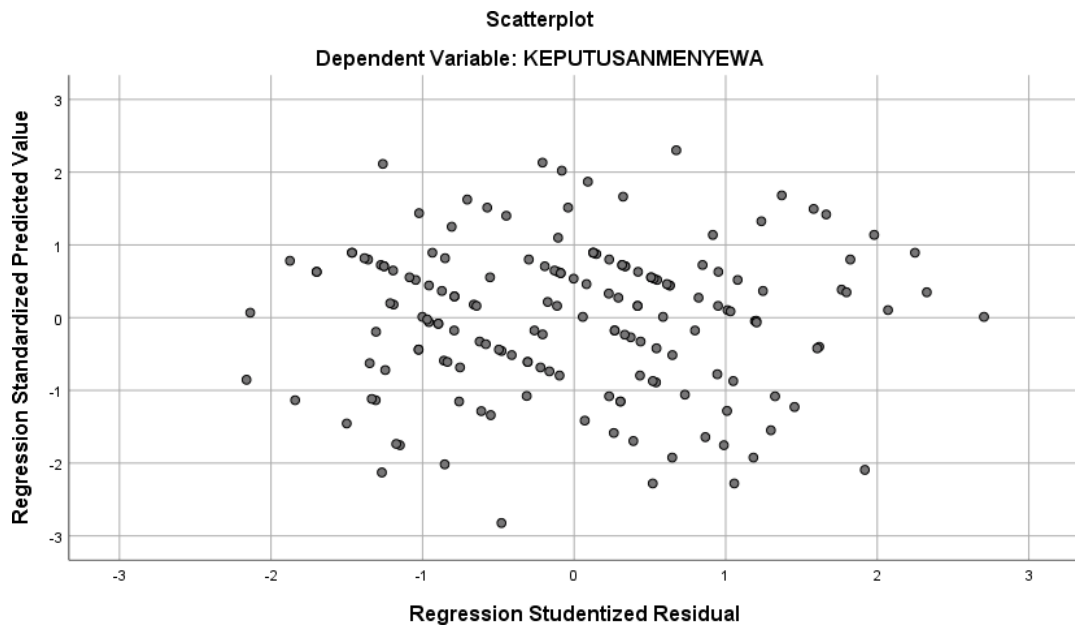
1. Uji Normalitas



2. Uji Normalitas P-PLOT



4.6.1 Uji Heterokedastisitas



4.6.2 Uji Linearitas

UJI LINEARITAS *BRAND IMAGE* (X1)

| ANOVA Table | | | | | | | |
|---------------------------------|----------------|--------------------------|----------------|-----|-------------|---------|------|
| | | | Sum of Squares | df | Mean Square | F | Sig. |
| agresifitas * religiusitasX1 | Between Groups | (Combined) | 717,227 | 23 | 31,184 | 7,175 | ,000 |
| | | Linearity | 622,152 | 1 | 622,152 | 143,140 | ,000 |
| | | Deviation from Linearity | 95,076 | 22 | 4,322 | ,994 | ,475 |
| | Within Groups | | 625,892 | 144 | 4,346 | | |
| | Total | | 1343,119 | 167 | | | |

UJI LINEARITAS KUALITAS LAYANAN (X2)

| ANOVA Table | | | | | | | |
|---------------------------------|----------------|--------------------------|----------------|-----|-------------|---------|------|
| | | | Sum of Squares | df | Mean Square | F | Sig. |
| agresifitas * religiusitasX2 | Between Groups | (Combined) | 780,017 | 17 | 45,883 | 12,222 | ,000 |
| | | Linearity | 678,352 | 1 | 678,352 | 180,701 | ,000 |
| | | Deviation from Linearity | 101,666 | 16 | 6,354 | 1,693 | ,054 |
| | Within Groups | | 563,102 | 150 | 3,754 | | |
| | Total | | 1343,119 | 167 | | | |

Uji Validitas

UJI VALIDITAS : BRAND IMAGE (X1)

| Correlations | | | | | | | | |
|----------------|---------------------|--------|--------|--------|--------|--------|--------|-------------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | BRAND IMAGE |
| X1.1 | Pearson Correlation | 1 | ,587** | ,624** | ,623** | ,660** | ,582** | ,845** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 | 168 | 168 |
| X1.2 | Pearson Correlation | ,587** | 1 | ,517** | ,600** | ,608** | ,517** | ,795** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 | 168 | 168 |
| X1.3 | Pearson Correlation | ,624** | ,517** | 1 | ,444** | ,518** | ,545** | ,767** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 | 168 | 168 |
| X1.4 | Pearson Correlation | ,623** | ,600** | ,444** | 1 | ,557** | ,613** | ,796** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 | 168 | 168 |
| X1.5 | Pearson Correlation | ,660** | ,608** | ,518** | ,557** | 1 | ,568** | ,812** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 | 168 | 168 |
| X1.6 | Pearson Correlation | ,582** | ,517** | ,545** | ,613** | ,568** | 1 | ,794** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 | 168 | 168 |
| BRANDIMA GE | Pearson Correlation | ,845** | ,795** | ,767** | ,796** | ,812** | ,794** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 168 | 168 | 168 | 168 | 168 | 168 | 168 |

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

UJI VALIDITAS : KUALITAS LAYANAN (X2)

| Correlations | | | | | | | |
|------------------|---------------------|--------|--------|--------|--------|--------|------------------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | KUALITAS LAYANAN |
| X2.1 | Pearson Correlation | 1 | ,406** | ,426** | ,548** | ,574** | ,792** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 | 168 |
| X2.2 | Pearson Correlation | ,406** | 1 | ,217** | ,441** | ,399** | ,663** |
| | Sig. (2-tailed) | ,000 | | ,005 | ,000 | ,000 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 | 168 |
| X2.3 | Pearson Correlation | ,426** | ,217** | 1 | ,356** | ,464** | ,671** |
| | Sig. (2-tailed) | ,000 | ,005 | | ,000 | ,000 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 | 168 |
| X2.4 | Pearson Correlation | ,548** | ,441** | ,356** | 1 | ,561** | ,781** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 | 168 |
| X2.5 | Pearson Correlation | ,574** | ,399** | ,464** | ,561** | 1 | ,807** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 | 168 |
| KUALITAS LAYANAN | Pearson Correlation | ,792** | ,663** | ,671** | ,781** | ,807** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 168 | 168 | 168 | 168 | 168 | 168 |

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

UJI VALIDITAS : KEPUTUSAN MENYEWA (Y)

| Correlations | | | | | | |
|-------------------|---------------------|--------|--------|--------|--------|-------------------|
| | | Y1 | Y2 | Y3 | Y4 | KEPUTUSAN MENYEWA |
| Y1 | Pearson Correlation | 1 | ,208** | ,267** | ,334** | ,681** |
| | Sig. (2-tailed) | | ,007 | ,000 | ,000 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 |
| Y2 | Pearson Correlation | ,208** | 1 | ,153* | ,253** | ,601** |
| | Sig. (2-tailed) | ,007 | | ,047 | ,001 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 |
| Y3 | Pearson Correlation | ,267** | ,153* | 1 | ,294** | ,655** |
| | Sig. (2-tailed) | ,000 | ,047 | | ,000 | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 |
| Y4 | Pearson Correlation | ,334** | ,253** | ,294** | 1 | ,712** |
| | Sig. (2-tailed) | ,000 | ,001 | ,000 | | ,000 |
| | N | 168 | 168 | 168 | 168 | 168 |
| KEPUTUSAN MENYEWA | Pearson Correlation | ,681** | ,601** | ,655** | ,712** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 168 | 168 | 168 | 168 | 168 |

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

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

Uji Reliabilitas

BRAND IMAGE (X1)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| ,799 | 7 |

KUALITAS LAYANAN (X2)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| ,791 | 6 |

KEPUTUSAN MENYEWA (Y)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| ,760 | 5 |

KOEFISIEN DETERMINAN R2

| Model Summary ^b | | | | | | | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|------|------|---------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
| | | | | | R Square Change | F Change | df 1 | df 2 | Sig. F Change | |
| 1 | ,748 ^a | ,559 | ,553 | 1,895 | ,559 | 104,504 | 2 | 165 | ,000 | 1,970 |

a. Predictors: (Constant), KUALITASLAYANAN, BRANDIMAGE

b. Dependent Variable: KEPUTUSANMENYEWA

UJI F (SIMULTAN)

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 750,579 | 2 | 375,289 | 104,504 | ,000 ^b |
| | Residual | 592,540 | 165 | 3,591 | | |
| | Total | 1343,119 | 167 | | | |

a. Dependent Variable: KEPUTUSANMENYEWA

b. Predictors: (Constant), KUALITASLAYANAN, BRANDIMAGE

| Coefficients ^a | | | | | | | | | | | |
|---------------------------|------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|-------------------------|-----------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | Collinearity Statistics | | |
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 3,822 | ,720 | | 5,309 | ,000 | | | | | |
| | BRAND IMAGE | ,198 | ,044 | ,343 | 4,485 | ,000 | ,681 | ,330 | ,232 | ,457 | 2,190 |
| | KUALITAS LAYANAN | ,359 | ,060 | ,458 | 5,980 | ,000 | ,711 | ,422 | ,309 | ,457 | 2,190 |

a. Dependent Variable: KEPUTUSANMENYEWA