

LAMPIRAN 1 : ANGKET PENELITIAN

**Kuesioner Penelitian**

Hal : Permohonan Pengisian Kuesioner  
Lampiran :  
Kepada Yth : Konsumen yang telah menonton video promosi Allure Matcha Latte di Youtube dengan judul “ALLURE Matcha Latte Story: A Short Movie of Glenn Alinskie & Chelsea Olivia ”

Dengan Hormat,

Sehubungan dengan adanya penelitian yang saya lakukan dengan judul Pengaruh *Storytelling Marketing* Terhadap *Brand Equity* Dan Keputusan Pembelian (Survey pada video ALLURE Matcha Latte Story: A Short Movie of Glenn Alinskie & Chelsea Olivia ” di Youtube), maka saya memohon kesediaan Anda untuk menjawab dan memberikan penilaian terhadap daftar pernyataan mengenai iklan Allure Matcha Latte di Youtube. Kuesioner ini semata-mata hanya untuk kepentingan ilmiah, jawaban yang anda berikan akan dijamin kerahasiaannya dan tidak dipublikasikan. Kesediaan Anda merupakan bantuan yang sangat besar artinya bagi penelitian ini. Atas kesediaan dan partisipasi Anda, saya ucapkan terimakasih.

Malang, 18 Mei 2017  
Peneliti

**Nirakatriena Pravitaswari**  
**NIM. 125030200111163**

Dosen Pembimbing

**Dosen Pembimbing I**

**Dosen Pembimbing II**

**Dr.Drs. Zainul Arifin, MS**  
**NIP. 19570415 198601 1 001**

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**NIP. 197512202005011002**

**Data Diri Responden**

Nama : .....

Email : .....

Jenis Kelamin : .....

Pekerjaan : .....

Uaia : .....

Pendapatan : .....

Apakah saudara sebelumnya pernah membeli produk Allure Matcha Latte?

 Sudah Pernah     Belum Pernah
**Keterangan:**

No	Jawaban Responden	Kode
1	Sangat Setuju	SS
2	Setuju	S
3	Netral	N
4	Tidak Setuju	TS
5	Sangat Tidak Setuju	STS

Isilah jawaban anda dengan tanda (√) pada kolom jawaban di bawah ini.

**1. Indikator *Storytelling Marketing***

A	AKSI					
NO.	Pernyataan					
		SS	S	N	TS	STS
1.	Menurut saya ide dalam menyampaikan cerita menarik.					
2.	Saya tertarik untuk mengetahui dan mengulas lebih dalam cerita.					

<b>B</b>	<b>KOMUNIKASI</b>					
<b>NO.</b>	<b>Pernyataan</b>					
		<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
<b>1.</b>	Saya memahami isi dari cerita.					
<b>2.</b>	Saya percaya dengan informasi yang ada dalam cerita.					
<b>3.</b>	Menurut saya informasi dari alur cerita jelas.					
<b>4.</b>	Informasi dalam alur cerita membuat saya antusias.					
<b>C.</b>	<b>TRANSMISI NILAI</b>					
<b>NO.</b>	<b>Pernyataan</b>					
		<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
<b>1.</b>	Menurut saya alur sesuai dengan nilai cerita yang diangkat.					
<b>2.</b>	Pesan dari cerita yang diangkat memotivasi saya.					
<b>3.</b>	Nilai dari cerita yang diangkat <i>familiar</i> dalam kehidupan saya.					
<b>4.</b>	Saya ingin menceritakan kembali nilai yang saya pahami dari cerita					
<b>D</b>	<b>PENGETAHUAN</b>					
<b>NO.</b>	<b>Pernyataan</b>					

		SS	S	N	TS	STS
1.	Menurut saya tujuan cerita tersampaikan dengan baik.					
2.	Bahasa yang digunakan mudah saya pahami					
3.	Informasi yang disajikan mudah saya pahami.					
<b>E</b>	<b>ASPEK CERITA</b>					
NO.	Pernyataan					
		SS	S	N	TS	STS
1.	Menurut saya judul cerita menarik.					
2.	Menurut saya jalan cerita mudah dipahami					
3.	Menurut saya karakter/tokoh utama dalam cerita menarik					
4.	Menurut saya latar dalam cerita menarik.					
5.	Menurut saya suasana yang dibangun dalam cerita menarik					
<b>F</b>	<b>ASPEK PENCIPTAAN DIGITAL</b>					
NO.	Pernyataan					
		SS	S	N	TS	STS
1.	Durasi waktu yang digunakan untuk					

	menyampaikan nilai cerita telah sesuai.					
2.	Menurut saya kualitas teknologi yang digunakan baik.					
3,	Menurut saya penyajian cerita dikemas dengan baik.					

## 2. Indikator *Brand Equity*

A	<b>BRAND AWARENESS</b>					
NO.	Pernyataan					
		SS	S	N	TS	STS
1.	Saya sebelumnya sudah mengetahui dan pernah melihat video iklan produk Allure ini.					
2.	Allure adalah merek <i>matcha latte</i> kemasan yang pertama kali diingat.					
B	<b>PERCEIVED QUALITY</b>					
NO.	Pernyataan					
		SS	S	N	TS	STS
1.	Menurut saya kualitas produk dengan spesifikasi yang diinformasikan sesuai.					
2.	Kualitas produk dengan harapan saya telah sesuai.					

<b>C</b>	<b><i>BRAND ASSOCIATIONS</i></b>					
<b>NO.</b>	<b>Pernyataan</b>					
		<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
<b>1.</b>	Lokasi pembelian produk mudah saya jangkau (ex:Indomaret)					
<b>2.</b>	Menurut saya produk memiliki keunikan					
<b>3.</b>	Merek memilikin citra yang menarik menurut saya					
<b>D</b>	<b><i>BRAND LOYALITY</i></b>					
<b>NO.</b>	<b>Pernyataan</b>					
		<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
<b>1.</b>	Saya tidak ingin berganti merek matcha latte selain Allure.					
<b>2.</b>	Saya akan merekomendasikan merek pada orang lain					
<b>3.</b>	Saya akan melakukan pembelian kembali Allure Matcha Latte.					

### 3. Indikator Keputusan Pembelian

A	Struktur Keputusan Pembelian					
NO.	Pernyataan					
		SS	S	N	TS	STS
1.	Saya memutuskan membeli karena kualitas produk.					
2.	Variasi rasa yang ditawarkan telah sesuai dengan selera saya.					
3.	Saya ingin membeli setelah melihat cerita tersebut.					
4.	Saya membeli karena merek (Allure) dari iklan tersebut.					

**TERIMAKASIH**

## LAMPIRAN 2: HASIL UJI VALIDITAS DAN RELIABILITAS

## Correlations

		X1.1	X1.2	X1
X1.1	Pearson Correlation	1	,593**	,885**
	Sig. (2-tailed)		,001	,000
	N	30	30	30
X1.2	Pearson Correlation	,593**	1	,900**
	Sig. (2-tailed)	,001		,000
	N	30	30	30
X1	Pearson Correlation	,885**	,900**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

## Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	,535**	,397*	,328	,739**
	Sig. (2-tailed)		,002	,030	,077	,000
	N	30	30	30	30	30
X2.2	Pearson Correlation	,535**	1	,415*	,328	,725**
	Sig. (2-tailed)	,002		,022	,077	,000
	N	30	30	30	30	30
X2.3	Pearson Correlation	,397*	,415*	1	,501**	,768**
	Sig. (2-tailed)	,030	,022		,005	,000
	N	30	30	30	30	30
X2.4	Pearson Correlation	,328	,328	,501**	1	,762**
	Sig. (2-tailed)	,077	,077	,005		,000
	N	30	30	30	30	30
X2	Pearson Correlation	,739**	,725**	,768**	,762**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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



**Correlations**

		X3.1	X3.2	X3.3	X3.4	X3
X3.1	Pearson Correlation	1	,401*	,632**	,392*	,741**
	Sig. (2-tailed)		,028	,000	,032	,000
	N	30	30	30	30	30
X3.2	Pearson Correlation	,401*	1	,424*	,759**	,788**
	Sig. (2-tailed)	,028		,020	,000	,000
	N	30	30	30	30	30
X3.3	Pearson Correlation	,632**	,424*	1	,563**	,840**
	Sig. (2-tailed)	,000	,020		,001	,000
	N	30	30	30	30	30
X3.4	Pearson Correlation	,392*	,759**	,563**	1	,843**
	Sig. (2-tailed)	,032	,000	,001		,000
	N	30	30	30	30	30
X3	Pearson Correlation	,741**	,788**	,840**	,843**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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

**Correlations**

		X4.1	X4.2	X4.3	X4
X4.1	Pearson Correlation	1	,497**	,510**	,795**
	Sig. (2-tailed)		,005	,004	,000
	N	30	30	30	30
X4.2	Pearson Correlation	,497**	1	,777**	,898**
	Sig. (2-tailed)	,005		,000	,000
	N	30	30	30	30
X4.3	Pearson Correlation	,510**	,777**	1	,865**
	Sig. (2-tailed)	,004	,000		,000
	N	30	30	30	30
X4	Pearson Correlation	,795**	,898**	,865**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

## Correlations

		X5.1	X5.2	X5.3	X5.4	X5.5	X5
X5.1	Pearson Correlation	1	,241	,351	,371*	,341	,671**
	Sig. (2-tailed)		,200	,057	,043	,065	,000
	N	30	30	30	30	30	30
X5.2	Pearson Correlation	,241	1	,198	,349	,405*	,615**
	Sig. (2-tailed)	,200		,293	,059	,026	,000
	N	30	30	30	30	30	30
X5.3	Pearson Correlation	,351	,198	1	,488**	,448*	,680**
	Sig. (2-tailed)	,057	,293		,006	,013	,000
	N	30	30	30	30	30	30
X5.4	Pearson Correlation	,371*	,349	,488**	1	,476**	,747**
	Sig. (2-tailed)	,043	,059	,006		,008	,000
	N	30	30	30	30	30	30
X5.5	Pearson Correlation	,341	,405*	,448*	,476**	1	,792**
	Sig. (2-tailed)	,065	,026	,013	,008		,000
	N	30	30	30	30	30	30
X5	Pearson Correlation	,671**	,615**	,680**	,747**	,792**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

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

## Correlations

		X.6.1	X6.2	X6.3	X6
X.6.1	Pearson Correlation	1	,583**	,687**	,896**
	Sig. (2-tailed)		,001	,000	,000
	N	30	30	30	30
X6.2	Pearson Correlation	,583**	1	,544**	,799**
	Sig. (2-tailed)	,001		,002	,000
	N	30	30	30	30
X6.3	Pearson Correlation	,687**	,544**	1	,877**
	Sig. (2-tailed)	,000	,002		,000
	N	30	30	30	30
X6	Pearson Correlation	,896**	,799**	,877**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

## Reliability Statistics

Cronbach's Alpha	N of Items
,939	21

**Correlations**

		Y1.1	Y1.2	Y1
Y1.1	Pearson Correlation	1	,592**	,919**
	Sig. (2-tailed)		,001	,000
	N	30	30	30
Y1.2	Pearson Correlation	,592**	1	,862**
	Sig. (2-tailed)	,001		,000
	N	30	30	30
Y1	Pearson Correlation	,919**	,862**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

**Correlations**

		Y2.1	Y2.2	Y2
Y2.1	Pearson Correlation	1	,810**	,942**
	Sig. (2-tailed)		,000	,000
	N	30	30	30
Y2.2	Pearson Correlation	,810**	1	,960**
	Sig. (2-tailed)	,000		,000
	N	30	30	30
Y2	Pearson Correlation	,942**	,960**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

### Correlations

		Y3.1	Y3.2	Y3.3	Y3
Y3.1	Pearson Correlation	1	,565**	,445*	,839**
	Sig. (2-tailed)		,001	,014	,000
	N	30	30	30	30
Y3.2	Pearson Correlation	,565**	1	,400*	,802**
	Sig. (2-tailed)	,001		,029	,000
	N	30	30	30	30
Y3.3	Pearson Correlation	,445*	,400*	1	,771**
	Sig. (2-tailed)	,014	,029		,000
	N	30	30	30	30
Y3	Pearson Correlation	,839**	,802**	,771**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

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

### Correlations

		Y4.1	Y4.2	Y4.3	Y4
Y4.1	Pearson Correlation	1	,367*	,388*	,772**
	Sig. (2-tailed)		,046	,034	,000
	N	30	30	30	30
Y4.2	Pearson Correlation	,367*	1	,838**	,848**
	Sig. (2-tailed)	,046		,000	,000
	N	30	30	30	30
Y4.3	Pearson Correlation	,388*	,838**	1	,855**
	Sig. (2-tailed)	,034	,000		,000
	N	30	30	30	30
Y4	Pearson Correlation	,772**	,848**	,855**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,901	10

**Correlations**

		Z1.4	Z1.2	Z1.3	z4	Z1
Z1.4	Pearson Correlation	1	,635**	,476**	,134	,808**
	Sig. (2-tailed)		,000	,008	,482	,000
	N	30	30	30	30	30
Z1.2	Pearson Correlation	,635**	1	,536**	,310	,834**
	Sig. (2-tailed)	,000		,002	,095	,000
	N	30	30	30	30	30
Z1.3	Pearson Correlation	,476**	,536**	1	,583**	,831**
	Sig. (2-tailed)	,008	,002		,001	,000
	N	30	30	30	30	30
z4	Pearson Correlation	,134	,310	,583**	1	,554**
	Sig. (2-tailed)	,482	,095	,001		,001
	N	30	30	30	30	30
Z1	Pearson Correlation	,808**	,834**	,831**	,554**	1
	Sig. (2-tailed)	,000	,000	,000	,001	
	N	30	30	30	30	30

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,756	4

## LAMPIRAN 3: HASIL DISTRIBUSI FREKUENSI GAMBARAN RESPONDEN

**Statistics**

JenisKelamin

N	Valid	100
	Missing	0

**JenisKelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	45	45,0	45,0	45,0
	P	55	55,0	55,0	100,0
	Total	100	100,0	100,0	

**Statistics**

Usia

N	Valid	100
	Missing	0

**Usia**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	1	1,0	1,0	1,0
	19	2	2,0	2,0	3,0
	20	1	1,0	1,0	4,0
	21	6	6,0	6,0	10,0
	22	11	11,0	11,0	21,0
	23	26	26,0	26,0	47,0
	24	18	18,0	18,0	65,0
	25	17	17,0	17,0	82,0
	26	8	8,0	8,0	90,0
	27	6	6,0	6,0	96,0
	28	2	2,0	2,0	98,0
	29	1	1,0	1,0	99,0
	36	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

**Statistics**

Pekerjaan

N	Valid	100
	Missing	0

**Pekerjaan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DOKTER	5	5,0	5,0	5,0
	LAINNYA	2	2,0	2,0	7,0
	MAHASISWA	25	25,0	25,0	32,0
	Perawat	1	1,0	1,0	33,0
	PNS	7	7,0	7,0	40,0
	POLISI	1	1,0	1,0	41,0
	Satpam	1	1,0	1,0	42,0
	SWASTA	44	44,0	44,0	86,0
	TNI	1	1,0	1,0	87,0
	WIRASWASTA	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

**Statistics**

PenghasilanPerbulan

N	Valid	100
	Missing	0

**PenghasilanPerbulan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp 1.500.000-Rp2.500.000	33	33,0	33,0	33,0
	Rp 2.500.000-Rp3.500.000	36	36,0	36,0	69,0
	Rp 3.500.000-Rp4.500.000	12	12,0	12,0	81,0
	Rp 500.000-Rp1.500.000	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

## LAMPIRAN 4 : HASIL DISTRIBUSI VARIABEL

Statistics

	X1.1	X1.2	X2.1	X2.2	X2.3	X2.4	X3.1	X3.2	X3.3	X3.4	X4.1	X4.2	X4.3	X5.1
N Valid	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	3,92	3,69	4,16	3,62	3,98	3,56	3,77	3,40	3,31	3,29	4,04	3,94	3,97	3,75
Std. Error of Mean	,076	,099	,060	,065	,060	,089	,075	,086	,102	,094	,072	,068	,036	,081
Median	4,00	4,00	4,00	4,00	4,00	4,00	4,00	3,00	4,00	3,00	4,00	4,00	4,00	4,00
Mode	4	4	4	4	4	4	4	3	4	3	4	4	4	4
Std. Deviation	,761	,992	,598	,648	,603	,891	,750	,865	1,022	,935	,724	,679	,361	,809
Variance	,579	,984	,358	,420	,363	,794	,563	,747	1,044	,875	,524	,461	,130	,654

Statistics

	X5.2	X5.3	X5.4	X5.5	X6.1	X6.2	X6.3
N Valid	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0
Mean	4,04	4,05	4,11	4,01	4,18	3,96	3,97
Std. Error of Mean	,063	,072	,087	,092	,072	,068	,073
Median	4,00	4,00	4,00	4,00	4,00	4,00	4,00
Mode	4	4	4	4	4	4	4
Std. Deviation	,634	,716	,875	,916	,716	,680	,731
Variance	,402	,513	,766	,838	,513	,463	,534

## X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,0	2,0	2,0
	2	4	4,0	4,0	6,0
	3	9	9,0	9,0	15,0
	4	70	70,0	70,0	85,0
	5	15	15,0	15,0	100,0
Total		100	100,0	100,0	

## X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	17	17,0	17,0	17,0
	3	18	18,0	18,0	35,0
	4	44	44,0	44,0	79,0
	5	21	21,0	21,0	100,0
	Total		100	100,0	100,0



**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	11	11,0	11,0	11,0
4	62	62,0	62,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4,0	4,0	4,0
3	35	35,0	35,0	39,0
4	56	56,0	56,0	95,0
5	5	5,0	5,0	100,0
Total	100	100,0	100,0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	13	13,0	13,0	15,0
4	70	70,0	70,0	85,0
5	15	15,0	15,0	100,0
Total	100	100,0	100,0	

**X2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	10	10,0	10,0	11,0
3	35	35,0	35,0	46,0
4	40	40,0	40,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	2	2,0	2,0	5,0
	3	18	18,0	18,0	23,0
	4	69	69,0	69,0	92,0
	5	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	11	11,0	11,0	12,0
	3	46	46,0	46,0	58,0
	4	31	31,0	31,0	89,0
	5	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	23	23,0	23,0	26,0
	3	23	23,0	23,0	49,0
	4	42	42,0	42,0	91,0
	5	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	18	18,0	18,0	19,0
	3	44	44,0	44,0	63,0
	4	25	25,0	25,0	88,0
	5	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

**X4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	3	3,0	3,0	4,0
	3	9	9,0	9,0	13,0
	4	65	65,0	65,0	78,0
	5	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

**X4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	2	2,0	2,0	3,0
	3	14	14,0	14,0	17,0
	4	68	68,0	68,0	85,0
	5	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

**X4.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8,0	8,0	8,0
	4	87	87,0	87,0	95,0
	5	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

**X5.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	5	5,0	5,0	6,0
	3	27	27,0	27,0	33,0
	4	52	52,0	52,0	85,0
	5	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

**X5.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	12	12,0	12,0	14,0
	4	66	66,0	66,0	80,0
	5	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

**X5.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	3	3,0	3,0	4,0
	3	8	8,0	8,0	12,0
	4	66	66,0	66,0	78,0
	5	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

**X5.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	6	6,0	6,0	7,0
	3	9	9,0	9,0	16,0
	4	49	49,0	49,0	65,0
	5	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

**X5.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	7	7,0	7,0	8,0
	3	14	14,0	14,0	22,0
	4	46	46,0	46,0	68,0
	5	32	32,0	32,0	100,0
	Total	100	100,0	100,0	

**X.6.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	12	12,0	12,0	14,0
4	52	52,0	52,0	66,0
5	34	34,0	34,0	100,0
Total	100	100,0	100,0	

**X6.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3,0	3,0	3,0
3	16	16,0	16,0	19,0
4	63	63,0	63,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

**X6.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	22	22,0	22,0	24,0
4	53	53,0	53,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

**Statistics**

	Y1.1	Y1.2	Y2.1	Y2.2	Y3.1	Y3.2	Y3.3	Y4.1	Y4.2	Y4.3	
N	Valid	100	100	100	100	100	100	100	100	100	
	Missing	0	0	0	0	0	0	0	0	0	
Mean		3,20	3,41	3,81	3,50	3,80	3,80	3,82	3,02	3,48	3,66
Std. Error of Mean		,143	,110	,068	,077	,074	,071	,080	,092	,075	,071
Median		3,50	4,00	4,00	3,00	4,00	4,00	4,00	3,00	3,00	4,00
Mode		2	4	4	3	4	4	4	3	3	4
Std. Deviation		1,428	1,102	,677	,772	,739	,711	,796	,921	,745	,714
Variance		2,040	1,214	,458	,596	,545	,505	,634	,848	,555	,509

**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11,0	11,0	11,0
	2	34	34,0	34,0	45,0
	3	5	5,0	5,0	50,0
	4	24	24,0	24,0	74,0
	5	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	8,0	8,0	8,0
	2	9	9,0	9,0	17,0
	3	32	32,0	32,0	49,0
	4	36	36,0	36,0	85,0
	5	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

**Y2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	28	28,0	28,0	30,0
	4	57	57,0	57,0	87,0
	5	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

**Y2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6,0	6,0	6,0
	3	49	49,0	49,0	55,0
	4	34	34,0	34,0	89,0
	5	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

**Y3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	39	39,0	39,0	39,0
	4	42	42,0	42,0	81,0
	5	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

**Y3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	2	2,0	2,0	3,0
	3	25	25,0	25,0	28,0
	4	60	60,0	60,0	88,0
	5	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

**Y3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	7	7,0	7,0	8,0
	3	15	15,0	15,0	23,0
	4	63	63,0	63,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

**Y4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	7,0	7,0	7,0
	2	15	15,0	15,0	22,0
	3	52	52,0	52,0	74,0
	4	21	21,0	21,0	95,0
	5	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

**Y4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5,0	5,0	5,0
	3	52	52,0	52,0	57,0
	4	33	33,0	33,0	90,0
	5	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

**Y4.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	3	42	42,0	42,0	43,0
	4	46	46,0	46,0	89,0
	5	11	11,0	11,0	100,0
	Total	100	100,0	100,0	



**Statistics**

		Z1.4	Z1.2	Z1.3	z4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3,55	3,59	3,61	4,05
Std. Error of Mean		,080	,070	,074	,069
Median		3,50	4,00	4,00	4,00
Mode		3	3 <sup>a</sup>	4	4
Std. Deviation		,796	,698	,737	,687
Variance		,634	,487	,543	,472

a. Multiple modes exist. The smallest value is shown

**Z1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,0	2,0	2,0
	2	2	2,0	2,0	4,0
	3	46	46,0	46,0	50,0
	4	39	39,0	39,0	89,0
	5	11	11,0	11,0	100,0
Total		100	100,0	100,0	

**Z1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	44	44,0	44,0	47,0
	4	44	44,0	44,0	91,0
	5	9	9,0	9,0	100,0
Total		100	100,0	100,0	

**Z1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	4	4,0	4,0	5,0
	3	36	36,0	36,0	41,0
	4	51	51,0	51,0	92,0
	5	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

**z4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	2	2,0	2,0	3,0
	3	9	9,0	9,0	12,0
	4	67	67,0	67,0	79,0
	5	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

LAMPIRAN 5: HASIL PERHITUNGAN ANALISIS JALUR (*PATH ANALYSIS*)

## 1. Persamaan Substruk 1

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	XSCORE <sup>b</sup>	.	Enter

a. Dependent Variable: YSCORE

b. All requested variables entered.

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,561 <sup>a</sup>	,315	,308	5,124

a. Predictors: (Constant), XSCORE

ANOVA<sup>d</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1181,998	1	1181,998	45,020	,000 <sup>b</sup>
	Residual	2573,002	98	26,255		
	Total	3755,000	99			

a. Dependent Variable: YSCORE

b. Predictors: (Constant), XSCORE

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,692	3,733		2,864	,005
	XSCORE	,307	,046	,561	6,710	,000

a. Dependent Variable: YSCORE

## 2. Persamaan Substruk 2

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	YSCORE <sup>b</sup>	.	Enter

a. Dependent Variable: ZZSCORE

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,749 <sup>a</sup>	,561	,556	1,451

a. Predictors: (Constant), YSCORE

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263,655	1	263,655	125,219	,000 <sup>b</sup>
	Residual	206,345	98	2,106		
	Total	470,000	99			

a. Dependent Variable: ZZSCORE

b. Predictors: (Constant), YSCORE

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,393	,853		6,322	,000
	YSCORE	,265	,024	,749	11,190	,000

a. Dependent Variable: ZZSCORE

### 3. Persamaan Substruk 3

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	XSCORE <sup>b</sup>	.	Enter

a. Dependent Variable: ZZSCORE

b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,431 <sup>a</sup>	,186	,178	1,976

a. Predictors: (Constant), XSCORE

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87,330	1	87,330	22,365	,000 <sup>b</sup>
	Residual	382,670	98	3,905		
	Total	470,000	99			

a. Dependent Variable: ZZSCORE

b. Predictors: (Constant), XSCORE

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,057	1,439		5,597	,000
	XSCORE	,084	,018	,431	4,729	,000

a. Dependent Variable: ZZSCORE

## LAMPIRAN 6 : TABULASI HASIL PENELITIAN

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