



## LAMPIRAN

### Kuesioner

#### Lampiran 1 Kuesioner

Salam sejahtera. Nama saya Reynaldy Sebastian Lim mahasiswa Institut Bisnis dan Informatika Kwik Kian Gie Program Studi Ilmu Komunikasi dengan konsentrasi Komunikasi Pemasaran. Saat ini saya sedang melakukan penelitian yang berjudul 'Pengaruh Brand Communication Terhadap Penguatan Brand Awareness Indonesia Dining Restaurant'. Kuesioner ini diberikan kepada Bapak/Ibu untuk dijawab yang nantinya akan dijadikan data untuk penelitian. Dengan demikian, silahkan mengisi kuesioner dibawah dengan cara memberi tanda checklist (V) di salah satu angka dari pernyataan dibawah.

1. Jenis Kelamin :
  - a. Laki-laki
  - b. Perempuan
2. Usia :
  - a. < 15 tahun
  - b. 15 tahun -24 tahun
  - c. 25 tahun -39 tahun
  - d. > 40 tahun
3. Pekerjaan :
  - a. Mahasiswa/Pelajar
  - b. Dosen/Guru
  - c. Karyawan
  - d. Lain-Lain

Keterangan:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Ragu-ragu
- 4 = Setuju
- 5 = Sangat Setuju



**X = Brand Communication**

| No. | Pernyataan                                                                                    | 1 | 2 | 3 | 4 | 5 |
|-----|-----------------------------------------------------------------------------------------------|---|---|---|---|---|
|     | <i>Relevancy of the content</i>                                                               |   |   |   |   |   |
| 4.  | Saya dapat mengerti pesan yang disampaikan oleh Pancious melalui konten yang diberikan.       |   |   |   |   |   |
| 5.  | Saya merasa terikat setelah melihat konten yang diberikan Pancious.                           |   |   |   |   |   |
|     | <i>Frequent updates of content</i>                                                            |   |   |   |   |   |
| 6.  | Konten yang diberikan oleh Pancious mampu menyesuaikan kebutuhan saat ini.                    |   |   |   |   |   |
| 7.  | Pancious selalu mengunggah kontennya diwaktu yang tepat.                                      |   |   |   |   |   |
|     | <i>Popularity of the content</i>                                                              |   |   |   |   |   |
| 8.  | Saya selalu menyukai konten yang diberikan oleh Pancious                                      |   |   |   |   |   |
| 9.  | Konten yang dimiliki pancious memiliki popularitas yang baik.                                 |   |   |   |   |   |
|     | <i>Endroser/Juru Bicara</i>                                                                   |   |   |   |   |   |
| 10. | Saya tertarik melihat konten dari Pancious setelah melihat juru bicara dalam konten tersebut. |   |   |   |   |   |
| 11. | Juru Bicara mampu mengkomunikasikan merek dengan baik dan jelas.                              |   |   |   |   |   |

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2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



**Y = Brand Awareness**

| No. | Pernyataan                                                                                                       | 1 | 2 | 3 | 4 | 5 |
|-----|------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
|     | <i>Top of Mind</i>                                                                                               |   |   |   |   |   |
| 12. | Produk atau merek yang ditawarkan Pancious memiliki ciri khas tertentu.                                          |   |   |   |   |   |
| 13. | Karakteristik dari produk atau merek yang dijual oleh Pancious memiliki ciri khas tertentu.                      |   |   |   |   |   |
|     | <i>Brand Recall</i>                                                                                              |   |   |   |   |   |
| 14. | Saya memiliki pengetahuan mengenai produk dan harga yang ditawarkan oleh Pancious.                               |   |   |   |   |   |
| 15. | Saya akan berpikir untuk membeli produk lagi di Pancious daripada merek yang lainnya.                            |   |   |   |   |   |
|     | <i>Brand Recognition</i>                                                                                         |   |   |   |   |   |
| 16. | Pancious memiliki berbagai varian produk dan juga memiliki citra rasa yang khas disetiap produk yang ditawarkan. |   |   |   |   |   |
| 17. | Saya lebih memilih produk atau merek yang ditawarkan Pancious daripada produk dari merek yang lain.              |   |   |   |   |   |
|     | <i>Unaware Brand</i>                                                                                             |   |   |   |   |   |
| 18. | Saya sama sekali tidak mengenal Pancious*                                                                        |   |   |   |   |   |
| 19. | Saya tidak sadar mengenai adanya produk atau merek dari Pancious*                                                |   |   |   |   |   |

Catatan: Pernyataan yang diberikan tanda (\*) bersifat negatif. Harap berhati-hati sebelum menjawab pernyataan diatas.

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## Lampiran 2 Jawaban Kuesioner

Variabel X

3

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Institut Bisnis dan Informatika Kwik Kian Gie

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| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 |  |
| 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 |  |
| 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 |  |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |  |
| 2 | 3 | 3 | 4 | 3 | 3 | 4 | 2 |  |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |  |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |  |
| 3 | 2 | 4 | 5 | 5 | 5 | 3 | 4 |  |
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| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |  |
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| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 3 | 3 | 3 | 2 | 4 | 3 | 2 | 3 |  |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 4 | 2 | 3 | 3 | 3 | 2 | 2 | 3 |  |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
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| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 3 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 17 |
| 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 28 |
| 2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 17 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 5 | 3 | 2 | 4 | 4 | 5 | 5 | 32 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 22 |
| 3 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 26 |
| 3 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 27 |
| 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 27 |
| 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 28 |
| 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 2 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 14 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 37 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 29 |
| 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 26 |
| 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 35 |
| 4 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 34 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 20 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 29 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8  |
| 4 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 23 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |

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| 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 25 |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 28 |
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| 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 32 |
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| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
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| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
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| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |

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| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
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| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
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| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |

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| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
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| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |

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|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
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| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 37 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |

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|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 37 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |

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|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |

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|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |

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Variabel Y

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 5 | 5 | 4 | 4 | 4 | 3 | 25 |
| 5 | 4 | 2 | 5 | 2 | 3 | 21 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 1 | 1 | 1 | 1 | 1 | 1 | 6  |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 3 | 3 | 3 | 2 | 4 | 19 |
| 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 4 | 4 | 3 | 4 | 4 | 5 | 24 |
| 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 3 | 3 | 2 | 3 | 3 | 2 | 16 |
| 4 | 4 | 3 | 2 | 4 | 3 | 20 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 2 | 22 |
| 4 | 4 | 2 | 3 | 3 | 2 | 18 |
| 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 4 | 4 | 4 | 3 | 4 | 2 | 21 |
| 4 | 3 | 2 | 3 | 4 | 3 | 19 |

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|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 5 | 5 | 3 | 5 | 5 | 5 | 28 |
| 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 4 | 4 | 2 | 2 | 3 | 3 | 18 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 4 | 3 | 3 | 3 | 4 | 20 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 4 | 2 | 2 | 4 | 2 | 17 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 5 | 4 | 4 | 4 | 4 | 3 | 24 |
| 4 | 4 | 3 | 2 | 3 | 3 | 19 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 3 | 1 | 2 | 3 | 1 | 13 |
| 4 | 4 | 3 | 3 | 4 | 3 | 21 |
| 2 | 1 | 3 | 2 | 1 | 2 | 11 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 3 | 4 | 4 | 1 | 20 |
| 5 | 5 | 4 | 3 | 4 | 4 | 25 |
| 4 | 4 | 5 | 3 | 4 | 3 | 23 |
| 4 | 3 | 2 | 3 | 3 | 3 | 18 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 1 | 1 | 2 | 3 | 2 | 2 | 11 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 3 | 3 | 2 | 2 | 3 | 2 | 15 |
| 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 4 | 2 | 3 | 3 | 4 | 4 | 20 |
| 3 | 4 | 3 | 3 | 3 | 2 | 18 |

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|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 4 | 3 | 5 | 5 | 4 | 4 | 25 |
| 4 | 5 | 4 | 4 | 3 | 4 | 24 |
| 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 3 | 2 | 3 | 2 | 2 | 15 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 1 | 1 | 1 | 1 | 1 | 1 | 6  |
| 3 | 3 | 2 | 2 | 2 | 2 | 14 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 5 | 3 | 24 |
| 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 1 | 5 | 4 | 5 | 23 |
| 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 3 | 3 | 5 | 4 | 4 | 4 | 23 |
| 4 | 4 | 5 | 2 | 4 | 2 | 21 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 3 | 3 | 2 | 3 | 3 | 2 | 16 |
| 5 | 5 | 3 | 4 | 5 | 4 | 26 |
| 3 | 3 | 1 | 3 | 3 | 2 | 15 |
| 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |

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|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 4 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |

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|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
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| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |

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| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
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| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
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| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
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| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
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| 4 | 5 | 4 | 5 | 4 | 5 | 27 |

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| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
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| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
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| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
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| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
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| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
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| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
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| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
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| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
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| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
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| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
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| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
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| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
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| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
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| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
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| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
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| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
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| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
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| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
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| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 5 | 4 | 5 | 4 | 4 | 5 | 26 |
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## Lampiran 3 Uji Validitas

Variabel X

|       |                     | Correlations |        |        |        |        |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|
|       |                     | X.1          | X.2    | X.3    | X.4    | X.5    | X.6    | X.7    | X.8    | Total  |
| X.1   | Pearson Correlation | 1            | .701** | .760** | .586** | .609** | .580** | .776** | .901** | .875** |
|       | Sig. (2-tailed)     |              | <.001  | <.001  | .007   | .004   | .007   | <.001  | <.001  | <.001  |
|       | N                   | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| X.2   | Pearson Correlation | .701**       | 1      | .661** | .499*  | .468*  | .417   | .781** | .668** | .766** |
|       | Sig. (2-tailed)     | <.001        |        | .002   | .025   | .037   | .067   | <.001  | .001   | <.001  |
|       | N                   | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| X.3   | Pearson Correlation | .760**       | .661** | 1      | .550*  | .562** | .559*  | .737** | .781** | .821** |
|       | Sig. (2-tailed)     | <.001        | .002   |        | .012   | .010   | .010   | <.001  | <.001  | <.001  |
|       | N                   | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| X.4   | Pearson Correlation | .586**       | .499*  | .550*  | 1      | .842** | .758** | .750** | .653** | .836** |
|       | Sig. (2-tailed)     | .007         | .025   | .012   |        | <.001  | <.001  | <.001  | .002   | <.001  |
|       | N                   | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| X.5   | Pearson Correlation | .609**       | .468*  | .562** | .842** | 1      | .776** | .691** | .762** | .844** |
|       | Sig. (2-tailed)     | .004         | .037   | .010   | <.001  |        | <.001  | <.001  | <.001  | <.001  |
|       | N                   | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| X.6   | Pearson Correlation | .580**       | .417   | .559*  | .758** | .776** | 1      | .691** | .602** | .802** |
|       | Sig. (2-tailed)     | .007         | .067   | .010   | <.001  | <.001  |        | <.001  | .005   | <.001  |
|       | N                   | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| X.7   | Pearson Correlation | .776**       | .781** | .737** | .750** | .691** | .691** | 1      | .762** | .915** |
|       | Sig. (2-tailed)     | <.001        | <.001  | <.001  | <.001  | <.001  | <.001  |        | <.001  | <.001  |
|       | N                   | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| X.8   | Pearson Correlation | .901**       | .668** | .781** | .653** | .762** | .602** | .762** | 1      | .904** |
|       | Sig. (2-tailed)     | <.001        | .001   | <.001  | .002   | <.001  | .005   | <.001  |        | <.001  |
|       | N                   | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| Total | Pearson Correlation | .875**       | .766** | .821** | .836** | .844** | .802** | .915** | .904** | 1      |
|       | Sig. (2-tailed)     | <.001        | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  |        |
|       | N                   | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |

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

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

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## Variabel Y

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|       |                     | Correlations |        |        |        |        |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|
|       |                     | Y.1          | Y.2    | Y.3    | Y.4    | Y.5    | Y.6    | Y.7    | Y.8    | Total  |
| Y.1   | Pearson Correlation | 1            | .831** | .641** | .838** | .645** | .682** | -.295  | -.245  | .827** |
|       | Sig. (2-tailed)     |              | <.001  | .002   | <.001  | .002   | <.001  | .206   | .297   | <.001  |
|       |                     | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| Y.2   | Pearson Correlation | .831**       | 1      | .749** | .702** | .769** | .680** | -.375  | -.275  | .825** |
|       | Sig. (2-tailed)     | <.001        |        | <.001  | <.001  | <.001  | <.001  | .103   | .241   | <.001  |
|       |                     | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| Y.3   | Pearson Correlation | .641**       | .749** | 1      | .697** | .848** | .696** | -.241  | -.358  | .830** |
|       | Sig. (2-tailed)     | .002         | <.001  |        | <.001  | <.001  | <.001  | .305   | .121   | <.001  |
|       |                     | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| Y.4   | Pearson Correlation | .838**       | .702** | .697** | 1      | .637** | .676** | -.261  | -.205  | .830** |
|       | Sig. (2-tailed)     | <.001        | <.001  | <.001  |        | .003   | .001   | .266   | .387   | <.001  |
|       |                     | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| Y.5   | Pearson Correlation | .645**       | .769** | .848** | .637** | 1      | .662** | -.389  | -.398  | .775** |
|       | Sig. (2-tailed)     | .002         | <.001  | <.001  | .003   |        | .001   | .090   | .082   | <.001  |
|       |                     | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| Y.6   | Pearson Correlation | .682**       | .680** | .696** | .676** | .662** | 1      | -.035  | -.271  | .833** |
|       | Sig. (2-tailed)     | <.001        | <.001  | <.001  | .001   | .001   |        | .884   | .247   | <.001  |
|       |                     | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| Y.7   | Pearson Correlation | -.295        | -.375  | -.241  | -.261  | -.389  | -.035  | 1      | .712** | .022   |
|       | Sig. (2-tailed)     | .206         | .103   | .305   | .266   | .090   | .884   |        | <.001  | .926   |
|       |                     | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| Y.8   | Pearson Correlation | -.245        | -.275  | -.358  | -.205  | -.398  | -.271  | .712** | 1      | -.020  |
|       | Sig. (2-tailed)     | .297         | .241   | .121   | .387   | .082   | .247   | <.001  |        | .932   |
|       |                     | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |
| Total | Pearson Correlation | .827**       | .825** | .830** | .830** | .775** | .833** | .022   | -.020  | 1      |
|       | Sig. (2-tailed)     | <.001        | <.001  | <.001  | <.001  | <.001  | <.001  | .926   | .932   |        |
|       |                     | 20           | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     |

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

## Lampiran 4 Uji Reliabilitas

### Variabel X

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .941             | 8          |

### Variabel Y

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .767             | 8          |

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumpulkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



## Lampiran 5 Uji Asumsi Klasik

### Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

|                                  |                         | Unstandardized Residual |
|----------------------------------|-------------------------|-------------------------|
| Total                            |                         | 400                     |
| Normal Parameters <sup>a,b</sup> | Mean                    | .0000000                |
|                                  | Std. Deviation          | 1.38928528              |
| Most Extreme Differences         | Absolute                | .188                    |
|                                  | Positive                | .188                    |
|                                  | Negative                | -.135                   |
| Test Statistic                   |                         | .188                    |
| Asymp. Sig. (2-tailed)           |                         | .000 <sup>c</sup>       |
| Monte Carlo Sig. (2-tailed)      | Sig.                    | .000 <sup>d</sup>       |
|                                  | 99% Confidence Interval | Lower Bound .000        |
|                                  |                         | Upper Bound .000        |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

### Uji Multikolinearitas

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

| Model |                     | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|---------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |                     | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant)          | 1.812                       | .550       |                           | 3.292  | .001 |                         |       |
|       | Brand Communication | .697                        | .016       | .909                      | 43.611 | .000 | 1.000                   | 1.000 |

a. Dependent Variable: Brand Awareness

### Uji Heteroskedastisitas

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

| Model |                     | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                     | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)          | 3.852                       | .381       |                           | 10.108 | .000 |
|       | Brand Communication | -.085                       | .011       | -.361                     | -7.731 | .000 |

a. Dependent Variable: ABSRES

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



## Lampiran 6 Analisis Regresi Linear Sederhana

### Analisis Regresi Linear Sederhana

**Coefficients<sup>a</sup>**

| Model |                     | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                     | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)          | 1.812                       | .550       |                           | 3.292  | .001 |
|       | Brand Communication | .697                        | .016       | .909                      | 43.611 | .000 |

a. Dependent Variable: Brand Awareness

### Uji Koefisien Determinasi ( $R^2$ )

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .909 <sup>a</sup> | .827     | .827              | 1.39103                    |

a. Predictors: (Constant), Brand Communication

### Uji Statistik F

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F        | Sig.              |
|-------|------------|----------------|-----|-------------|----------|-------------------|
| 1     | Regression | 3680.125       | 1   | 3680.125    | 1901.909 | .000 <sup>b</sup> |
|       | Residual   | 770.115        | 398 | 1.935       |          |                   |
|       | Total      | 4450.240       | 399 |             |          |                   |

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Brand Communication

### Uji Statistik t

**Coefficients<sup>a</sup>**

| Model |                     | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                     | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)          | 1.812                       | .550       |                           | 3.292  | .001 |
|       | Brand Communication | .697                        | .016       | .909                      | 43.611 | .000 |

a. Dependent Variable: Brand Awareness

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.