**LAMPIRAN**

**Lampiran 1**

**Kuesioner**

Dengan Hormat,

Saya adalah Mahasiswa Institut Bisnis Informatika Kwik Kian Gie School of Business, jurusan Administrasi Bisnis, yang sedang melakukan penelitian sebagai syarat kelulusan mengenai pengaruh inovasi produk dan citra merek terhadap keputusan pembelian Go-Jek di Jakarta Utara. Untuk itu saya mohon kesediaan Saudara/i untuk menjawab pertanyaan-pertanyaan dibawah ini sesuai dengan instruksi yang diberikan. Atas perhatiannya saya ucapkan terimakasih.

**Profil** **Responden**

1. Nama :
2. Jenis Kelamin : a. Laki-laki b. Perempuan
3. Usia : a. 15-22 tahun

b. 23-24 tahun

c. 34-45 tahun

d. >45 tahun

1. Pendidikan Terakhir : a. SMP d. Sarjana

b. SMA e. Pasca Sarjana

c. Diploma

1. Pekerjaan : a. Pelajar/Mahasiswa e. Lainnya.......

b. Karyawan

c. Wiraswasta

d. Ibu Rumah Tangga

**Petunjuk :**

Berilah tanda (X) pada kolom dibawah ini yang anda anggap paling sesuai untuk pilihan dibawah ini !

**Keterangan :**

1: STS = Sangat Sidak Setuju

2: TS = Tidak Setuju

3: N = Netral

4: S = Setuju

5: SS = Sangat Setuju

1. **Inovasi Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pertanyaan** | **STS**  **(1)** | **TS**  **(2)** | **N**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| 1. | Go-Jek merupakan produk baru diantara produk sejenis |  |  |  |  |  |
| 2. | Go-Jek benar-benar baru di pasar transportasi |  |  |  |  |  |
| 3. | Aplikasi Go-Jek tidak hanya produk transportasi |  |  |  |  |  |
| 4. | Aplikasi Go-Jek sangat inovatif |  |  |  |  |  |

1. **Citra Merek**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pertanyaan** | **STS**  **(1)** | **TS**  **(2)** | **N**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| 1. | Menggunakan Go-Jek karena dikenal sebagai jasa transportasi online yang pertama di Indonesia |  |  |  |  |  |
| 2. | Driver Gojek lebih banyak tersebar sehingga mudah didapatkan |  |  |  |  |  |
| 3. | Merasa puas setelah menggunakan jasa Go-Jek |  |  |  |  |  |

1. **Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pertanyaan** | **STS**  **(1)** | **TS**  **(2)** | **N**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| 1. | Memiliki keinginan untuk menggunakan aplikasi Go-Jek |  |  |  |  |  |
| 2. | Puas terhadap layanan dari Go-Jek |  |  |  |  |  |
| 3. | Melakukan pembelian ulang terhadap aplikasi Go-Jek |  |  |  |  |  |

**Lampiran 2**

**Data Pra Kuesioner**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Inovasi Produk | | | | Citra Merek | | | Keputusan Pembelian | | |
| IP1 | IP2 | IP3 | IP4 | CM1 | CM2 | CM3 | KP1 | KP2 | KP3 |
| 2 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 3 | 2 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 1 | 1 | 5 | 5 | 1 | 2 | 4 | 3 | 4 | 2 |
| 2 | 2 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 5 | 3 | 5 | 5 | 4 | 3 | 3 | 2 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 5 | 4 | 4 | 4 | 2 | 3 | 3 | 4 |
| 2 | 2 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 4 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 4 | 1 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 |
| 3 | 2 | 5 | 4 | 2 | 3 | 3 | 4 | 4 | 3 |
| 2 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 3 |
| 3 | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 3 | 3 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 |

**Lampiran 3**

**Uji Validitas Inovasi Produk**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| IP1 | 13,9333 | 1,857 | ,585 | ,655 |
| IP2 | 13,9667 | 1,895 | ,640 | ,611 |
| IP3 | 13,4333 | 2,944 | ,414 | ,747 |
| IP4 | 13,6667 | 2,299 | ,550 | ,671 |

**Uji Validitas Citra Merek**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| CM1 | 8,6333 | 2,309 | ,731 | ,717 |
| CM2 | 8,5333 | 2,671 | ,775 | ,671 |
| CM3 | 8,5000 | 3,224 | ,569 | ,864 |

**Uji Validitas Keputusan Pembelian**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KP2 | 8,5667 | 2,806 | ,708 | ,819 |
| KP1 | 8,4667 | 2,257 | ,825 | ,695 |
| KP3 | 8,5667 | 2,185 | ,673 | ,863 |

**Lampiran 4**

**Uji Reliabilitas Inovasi Produk**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,739 | 4 |

**Uji Reliabilitas Citra Merek**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,826 | 3 |

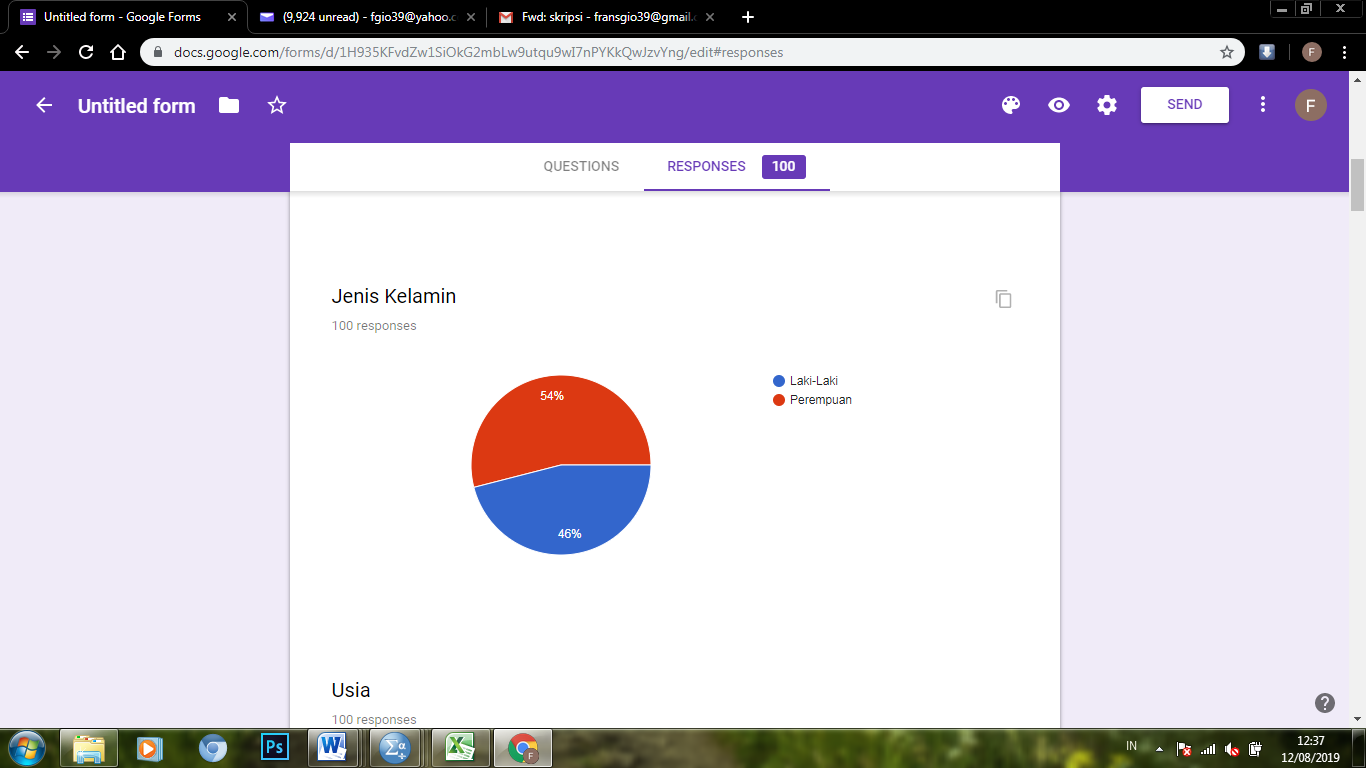
**Uji Reliabilitas Keputusan Pembelian**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,852 | 3 |

**Lampiran 5**

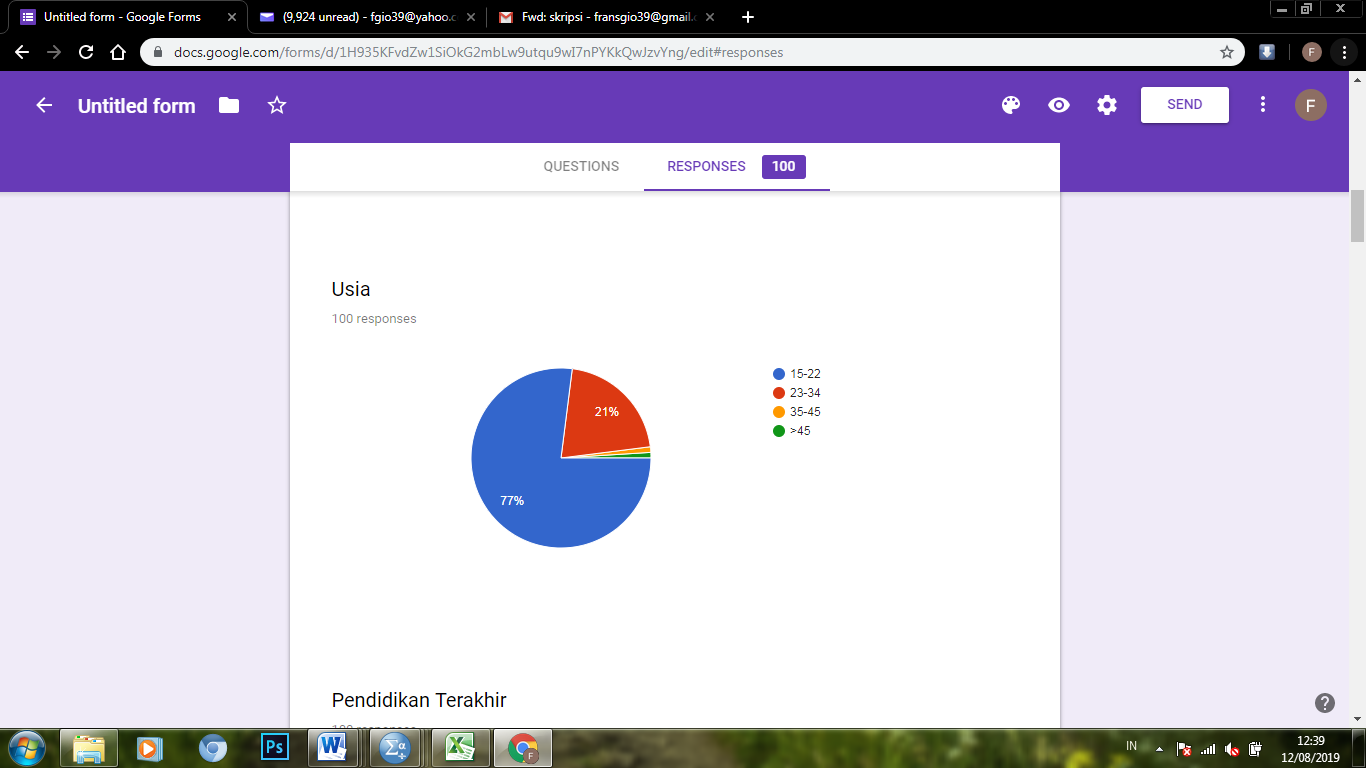
**Profil Responden**

1. **Presentase Responden Berdasarkan Jenis Kelamin**



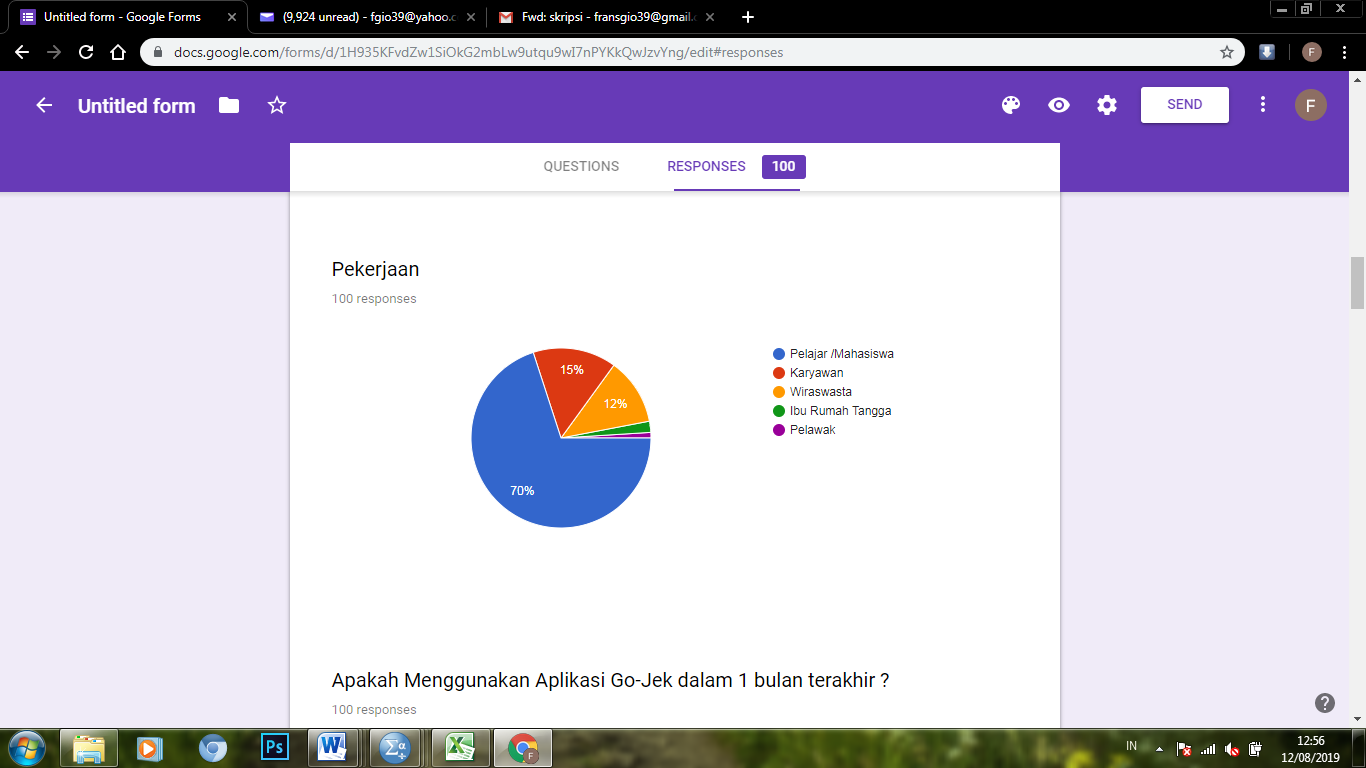
Sumber : Output Google Docs

1. **Presentase Responden Berdasarkan Usia**



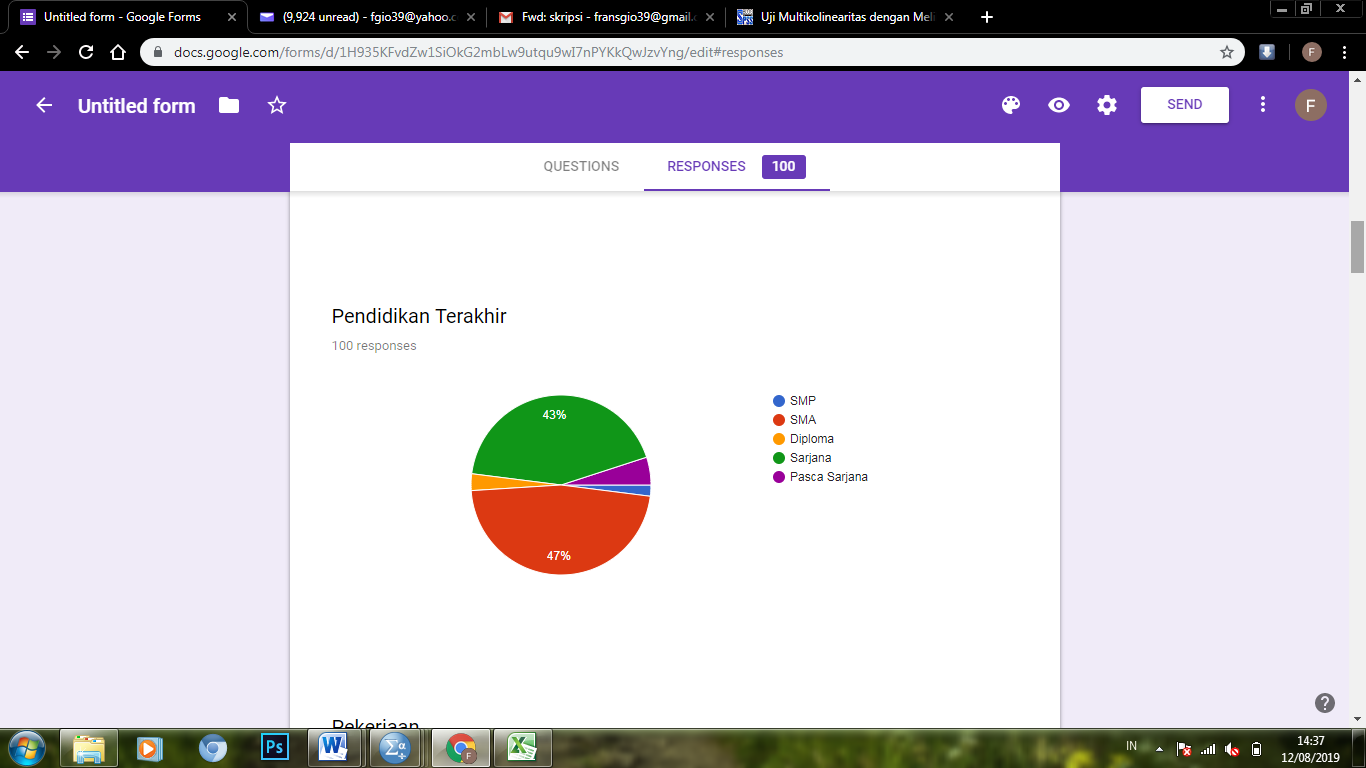
Sumber : Output Google Docs

1. **Presentase Responden Berdasarkan Pekerjaan**



Sumber : Output Google Docs

1. **Presentase Responden Berdasarkan Pendidikan Terakhir**



Sumber : Output Google Docs

**Lampiran 6**

**Data Kuesioner Responden**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Inovasi Produk | | | | Citra Merek | | | Keputusan Pembelian | | |
| IP1 | IP2 | IP3 | IP4 | CM1 | CM2 | CM3 | KP1 | KP2 | KP3 |
| 2 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 3 | 2 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 1 | 1 | 5 | 5 | 1 | 2 | 4 | 3 | 4 | 2 |
| 2 | 2 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 2 | 2 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 3 | 3 | 5 | 3 | 5 | 5 | 4 | 3 | 3 | 2 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 5 | 4 | 4 | 4 | 2 | 3 | 3 | 4 |
| 2 | 2 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 4 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 1 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 |
| 3 | 2 | 5 | 4 | 2 | 3 | 3 | 4 | 4 | 3 |
| 2 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 3 |
| 3 | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 3 | 3 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 |
| 4 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 2 | 2 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 |
| 3 | 3 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 5 |
| 3 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 | 4 | 3 | 2 | 3 | 4 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 2 | 3 | 3 | 2 | 3 |
| 3 | 3 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 3 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 |
| 4 | 4 | 5 | 4 | 1 | 3 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 5 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |
| 5 | 2 | 5 | 5 | 2 | 4 | 5 | 5 | 5 | 4 |
| 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 3 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 3 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| 2 | 2 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| 4 | 2 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 2 | 1 | 3 | 3 | 5 | 2 |
| 3 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 |
| 5 | 3 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 2 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 4 | 3 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 |
| 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 2 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 5 |
| 2 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 2 | 5 | 4 | 1 | 4 | 5 | 5 | 5 | 5 |
| 4 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 5 |
| 4 | 4 | 5 | 5 | 1 | 4 | 5 | 5 | 5 | 5 |
| 4 | 3 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 5 |
| 3 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |
| 5 | 2 | 5 | 4 | 2 | 3 | 3 | 4 | 3 | 4 |
| 5 | 3 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |
| 5 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 3 | 1 | 5 | 5 | 2 | 2 | 3 | 3 | 3 | 3 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 5 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 1 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 3 | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 3 | 4 |
| 3 | 2 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 5 |
| 4 | 2 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 |
| 4 | 4 | 5 | 5 | 2 | 2 | 3 | 5 | 4 | 5 |
| 5 | 3 | 5 | 5 | 3 | 2 | 2 | 4 | 4 | 3 |
| 2 | 2 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 5 | 1 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |

**Lampiran 7**

**Analisis Deskriptif**

1. **Skor Rata-Rata Inovasi Produk**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **IP1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 2 | 2,0 | 2,0 | 2,0 |
| 2,00 | 11 | 11,0 | 11,0 | 13,0 |
| 3,00 | 21 | 21,0 | 21,0 | 34,0 |
| 4,00 | 31 | 31,0 | 31,0 | 65,0 |
| 5,00 | 35 | 35,0 | 35,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

Sumber : Output SPSS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **IP2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 4 | 4,0 | 4,0 | 4,0 |
| 2,00 | 21 | 21,0 | 21,0 | 25,0 |
| 3,00 | 24 | 24,0 | 24,0 | 49,0 |
| 4,00 | 35 | 35,0 | 35,0 | 84,0 |
| 5,00 | 16 | 16,0 | 16,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

Sumber : Output SPSS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **IP3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2,00 | 1 | 1,0 | 1,0 | 1,0 |
| 3,00 | 1 | 1,0 | 1,0 | 2,0 |
| 4,00 | 11 | 11,0 | 11,0 | 13,0 |
| 5,00 | 87 | 87,0 | 87,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

Sumber : Output SPSS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **IP4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3,00 | 3 | 3,0 | 3,0 | 3,0 |
| 4,00 | 29 | 29,0 | 29,0 | 32,0 |
| 5,00 | 68 | 68,0 | 68,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

Sumber : Output SPSS

1. **Skor Rata-Rata Citra Merek**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CM1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 4 | 4,0 | 4,0 | 4,0 |
| 2,00 | 6 | 6,0 | 6,0 | 10,0 |
| 3,00 | 16 | 16,0 | 16,0 | 26,0 |
| 4,00 | 39 | 39,0 | 39,0 | 65,0 |
| 5,00 | 35 | 35,0 | 35,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

Sumber : Output SPSS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CM2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 1 | 1,0 | 1,0 | 1,0 |
| 2,00 | 5 | 5,0 | 5,0 | 6,0 |
| 3,00 | 13 | 13,0 | 13,0 | 19,0 |
| 4,00 | 40 | 40,0 | 40,0 | 59,0 |
| 5,00 | 41 | 41,0 | 41,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

Sumber : Output SPSS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CM3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2,00 | 2 | 2,0 | 2,0 | 2,0 |
| 3,00 | 19 | 19,0 | 19,0 | 21,0 |
| 4,00 | 39 | 39,0 | 39,0 | 60,0 |
| 5,00 | 40 | 40,0 | 40,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

Sumber : Output SPSS

1. **Skor Rata-Rata Keputusan Pembelian**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2,00 | 1 | 1,0 | 1,0 | 1,0 |
| 3,00 | 12 | 12,0 | 12,0 | 13,0 |
| 4,00 | 38 | 38,0 | 38,0 | 51,0 |
| 5,00 | 49 | 49,0 | 49,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

Sumber : Output SPSS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2,00 | 1 | 1,0 | 1,0 | 1,0 |
| 3,00 | 14 | 14,0 | 14,0 | 15,0 |
| 4,00 | 54 | 54,0 | 54,0 | 69,0 |
| 5,00 | 31 | 31,0 | 31,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

Sumber : Output SPSS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2,00 | 4 | 4,0 | 4,0 | 4,0 |
| 3,00 | 15 | 15,0 | 15,0 | 19,0 |
| 4,00 | 34 | 34,0 | 34,0 | 53,0 |
| 5,00 | 47 | 47,0 | 47,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

Sumber : Output SPSS

1. **Mean dan Interval 95% Setiap Indikator**

|  |  |  |  |
| --- | --- | --- | --- |
| Descriptives | | | |
|  |  |  | Statistic |
| IP1 | Mean | | 3,86 |
| 95% Confidence Interval for Mean | Lower Bound | 3,64 |
| Upper Bound | 4,07 |
| IP2 | Mean | | 3,38 |
| 95% Confidence Interval for Mean | Lower Bound | 3,16 |
| Upper Bound | 3,59 |
| IP3 | Mean | | 4,84 |
| 95% Confidence Interval for Mean | Lower Bound | 4,74 |
| Upper Bound | 4,93 |
| IP4 | Mean | | 4,65 |
| 95% Confidence Interval for Mean | Lower Bound | 4,54 |
| Upper Bound | 4,75 |
| CM1 | Mean | | 3,95 |
| 95% Confidence Interval for Mean | Lower Bound | 3,74 |
| Upper Bound | 4,15 |
| CM2 | Mean | | 4,15 |
| 95% Confidence Interval for Mean | Lower Bound | 3,97 |
| Upper Bound | 4,32 |

|  |  |  |  |
| --- | --- | --- | --- |
| CM3 | Mean | | 4,17 |
| 95% Confidence Interval for Mean | Lower Bound | 4,01 |
| Upper Bound | 4,32 |
| KP1 | Mean | | 4,35 |
| 95% Confidence Interval for Mean | Lower Bound | 4,2 |
| Upper Bound | 4,49 |
| KP2 | Mean | | 4,15 |
| 95% Confidence Interval for Mean | Lower Bound | 4,01 |
| Upper Bound | 4,28 |
| KP3 | Mean | | 4,24 |
| 95% Confidence Interval for Mean | Lower Bound | 4,07 |
| Upper Bound | 4,4 |

Sumber : Output SPSS

**Lampiran 8**

**Analisis Regresi Berganda**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,504a | ,254 | ,238 | ,55101 |
| a. Predictors: (Constant), X\_IP, X\_CM | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 10,021 | 2 | 5,011 | 16,503 | ,000b |
| Residual | 29,450 | 97 | ,304 |  |  |
| Total | 39,471 | 99 |  |  |  |
| a. Dependent Variable: X\_KP | | | | | | |
| b. Predictors: (Constant), X\_IP, X\_CM | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 2,271 | ,464 |  | 4,889 | ,000 |
| X\_CM | ,425 | ,081 | ,486 | 5,274 | ,000 |
| X\_IP | ,057 | ,105 | ,050 | ,545 | ,587 |
| a. Dependent Variable: X\_KP | | | | | | |

**Lampiran 9**

**Uji Asumsi Klasik**

1. **Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | ,54541295 |
| Most Extreme Differences | Absolute | ,074 |
| Positive | ,049 |
| Negative | -,074 |
| Test Statistic | | ,074 |
| Asymp. Sig. (2-tailed) | | ,200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

1. **Uji Heterokedastisitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | ,822 | ,298 |  | 2,755 | ,007 |
| X\_CM | -,069 | ,052 | -,140 | -1,329 | ,187 |
| X\_IP | -,031 | ,068 | -,048 | -,456 | ,649 |
| a. Dependent Variable: ABS\_RES | | | | | | |

1. **Uji Autokorelasi**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,504a | ,254 | ,238 | ,55101 | 2,034 |
| a. Predictors: (Constant), X\_IP, X\_CM | | | | | |
| b. Dependent Variable: X\_KP | | | | | |

1. **Uji Multikolinearitas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 2,271 | ,464 |  | 4,889 | ,000 |  |  |
| X\_CM | ,425 | ,081 | ,486 | 5,274 | ,000 | ,905 | 1,104 |
| X\_IP | ,057 | ,105 | ,050 | ,545 | ,587 | ,905 | 1,104 |
| a. Dependent Variable: X\_KP | | | | | | | | |

**Lampiran 10**

1. **Uji Keberartian Model (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | ,325 | 2 | ,163 | 1,297 | ,278b |
| Residual | 12,160 | 97 | ,125 |  |  |
| Total | 12,486 | 99 |  |  |  |
| a. Dependent Variable: ABS\_RES | | | | | | |
| b. Predictors: (Constant), X\_IP, X\_CM | | | | | | |

1. **Uji Koefisien Regresi (Uji T)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | ,822 | ,298 |  | 2,755 | ,007 |
| X\_CM | -,069 | ,052 | -,140 | -1,329 | ,187 |
| X\_IP | -,031 | ,068 | -,048 | -,456 | ,649 |
| a. Dependent Variable: ABS\_RES | | | | | | |

1. **Koefisien Determinasi (R2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,161a | ,026 | ,006 | ,35407 |
| a. Predictors: (Constant), X\_IP, X\_CM | | | | |