**LAMPIRAN**

Lampiran 1

**Kuisioner Penelitian**

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Kepada para responden yang terhormat,

Perkenalkan nama saya Raymond, mahasiswa Institut Bisnis dan Informatika Kwik Kian Gie jurusan Ilmu Administrasi Bisnis angkatan 2015. Saat Saat ini saya sedang melakukan analisa faktor-faktor preferensi konsumen Kata Kopi di Jakarta Utara.

Pada kesempatan ini, saya memohon kesediaan dan kerja sama Anda untuk meluangkan waktu dan mengisi jawaban dengan lengkap dan sesuai dengan kenyataan yang ada.

Terima Kasih.

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Nama Responden:

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**Profil Responden**

1. Tingkat Pendidikan :
2. SMP / SMA
3. D3
4. S1
5. S2
6. Usia :
7. < 15 tahun
8. 15-25 tahun
9. 26-35 tahun
10. 36-55 tahun
11. > 55 tahun
12. Pekerjaan:
13. Pelajar
14. Pegawai
15. Wiraswasta
16. Ibu Rumah Tangga
17. Lain-lain
18. Rata-rata pendapata per bulan :
19. < Rp 3 juta
20. Rp 3 juta – 3,5 juta
21. Rp 3,5 juta – 4 juta
22. Rp 4 juta – 4,5 juta
23. Rp 4,5 juta – 5 juta
24. > Rp 5 juta

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**Proses Pengambilan Keputusan**

Pengenalan Kebutuhan

1. Apa tujuan utama Anda berkunjung ke kafe Kata Kopi?
2. Informal (ngobrol / diskusi)
3. Formal (rapat / tugas / bisnis / pekerjaan)
4. Lainnya:
5. Berapa lama Anda sekali datang berkunjung ke kafe Kata Kopi?
6. < 15 menit
7. 15-30 menit
8. 30 menit – 1 jam
9. > 1 jam
10. Frekuensi Anda membeli kopi di kafe Kata Kopi rata-rata dalam 1 bulan:
11. 1-2 kali
12. 3-4 kali
13. Lebih dari 4 kali

Pencarian Informasi

1. Darimana Anda pertama kali mengetahui tentang kafe Kata Kopi?
2. Sumber Pribadi (teman, saudara, keluarga)
3. Sumber Umum (*mass media*)
4. Sumber Komersial (media sosial)
5. Lainnya:

Evaluasi Alternatif

1. Atribut apa yang Anda pertimbangkan ketika memilih kafe Kata Kopi? Berilah ranking untuk atribut yang paling penting sampai yang paling tidak penting (1-10) !

|  |  |
| --- | --- |
| Rasa yang enak |  |
| Rasa yang konsisten dari waktu ke waktu |  |
| Kemasan yang menarik |  |
| Merek terkenal |  |
| Harga yang ditawarkan terjangkau |  |
| Harga sesuai dengan kualitasnya |  |
| Harga sesuai dengan rasanya |  |
| Harga lebih murah |  |
| Iklan dari media sosial |  |
| Menyukai mereknya |  |

1. Sebutkan 5 merek kafe yang menjadi pertimbangan anda selain kafe Kata Kopi:
2. Ketika Anda dihadapkan pada berbagai pilihan merek kopi, kopi dari kafe Kata Kopi akan menjadi prioritas Anda.
3. Sangat Tidak Setuju
4. Tidak Setuju
5. Netral
6. Setuju
7. Sangat Setuju

Pasca Pembelian

1. Anda merasakan kepuasan setelah ke kafe Kata Kopi.
2. Sangat Tidak Setuju
3. Tidak Setuju
4. Netral
5. Setuju
6. Sangat Setuju
7. Anda akan merekomendasikan kafe Kata Kopi kepada orang lain.
8. Sangat Tidak Setuju
9. Tidak Setuju
10. Netral
11. Setuju
12. Sangat Setuju

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Preferensi Konsumen

Berilah tanda silang (x) pada nilai yang menurut Anda paling benar.

|  |
| --- |
| KETERANGAN: 1 = Sangat Tidak Setuju 2 = Tidak Setuju 3 = Netral 4 = Setuju 5 = Sangat Setuju |

|  |  |
| --- | --- |
| Pernyataan | Nilai |
| 1. Membeli kopi dari Kata Kopi karena memiliki rasa yang enak.
 | 1 2 3 4 5 |
| 1. Membeli kopi dari Kata Kopi karena rasanya konsisten dari waktu ke waktu.
 | 1 2 3 4 5 |
| 1. Membeli kopi dari Kata Kopi karena memiliki kemasan yang menarik.
 | 1 2 3 4 5 |
| 1. Membeli kopi dari Kata Kopi karena mereknya terkenal.
 | 1 2 3 4 5 |
| 1. Membeli kopi dari Kata Kopi karena harga yang ditawarkan cukup terjangkau.
 | 1 2 3 4 5 |
| 1. Membeli kopi dari Kata Kopi karena harga yang ditawarkan sesuai dengan kualitas minumannya.
 | 1 2 3 4 5 |
| 1. Membeli kopi dari Kata Kopi karena harga yang ditawarkan sesuai dengan rasa yang diberikan.
 | 1 2 3 4 5 |
| 1. Membeli kopi dari Kata Kopi karena harganya lebih murah dibandingkan kafe lain.
 | 1 2 3 4 5 |
| 1. Berkunjung ke Kata Kopi karena iklan dari media sosial.
 | 1 2 3 4 5 |
| 1. Berkunjung ke Kata Kopi karena menyukai mereknya.
 | 1 2 3 4 5 |

Terima kasih atas kerja sama Anda.

Lampiran 2

**Hasil Kuesioner Penelitian**

**Nama-nama merek kopi yang menjadi pilihan konsumen selain Kata Kopi**

|  |  |
| --- | --- |
| No.  | Nama Merek Kopi |
| 1 | coffeegasm | starbucks  | coffee bean  | wake cup | six ounces |
| 2 | starbucks | coffeegasm | coffee bean  | wake cup | six ounces |
| 3 | Starbucks | one fine day | koi | excelso | coffee bean |
| 4 | coffee motion | ravelle | kopi kecil | humble | coffeegasm |
| 5 | kopi kulo | djournal | starbucks | ombe kofie | coffee bean |
| 6 | kopi kulo | kopi soe | kopi melali | excelso | coffee bean |
| 7 | elmakko | starbucks | coffee bean  | wake cup | coffeegasm |
| 8 | starbucks | maxx coffee | jco | Coffee bean  | koi |
| 9 | melali | starbucks | jco | coffeegasm | kopi kulo |
| 10 | Starbucks | kopi melali | coffeegasm | tavor | kupi plus ruti |
| 11 | melali | coffeegasm | elmakko | coffee motion | starbucks |
| 12 | starbucks | excelso | batavia | sky garden |  koi |
| 13 | melali | maxx coffee | starbucks | coffee bean  | excelso |
| 14 | melali | tavor | gapura | kopisoe | kopi bor |
| 15 | melali | coffeegasm | kahvenin | starbucks | excelso |
| 16 | starbucks | coffeegasm | excelso | coffee bean  | maxx coffee |
| 17 | vottro | janji jiwa | coffeegasm | melali | amyrea |
| 18 | starbucks | excelso | Coffee bean  | kopi kulo | melali |
| 19 | kopi kulo | kopi kenangan | janji jiwa | kopi lurah | kopi johnny |
| 20 | starbucks | coffeelogue | demarco | excelso | coffee bean |
| 21 | starbucks | mccafe | jco | excelso | coffee bean |
| 22 | starbucks | excelso | wake cup | excelso | coffee bean |
| 23 | janji jiwa | starbucks | jco | kopi kulo | elmakko |
| 24 | elmakko | first crack | one day cafe | wake cup | coffee bean |
| 25 | kopi kulo | elmakko | starbucks | copilot | coffee bean |
| 26 | kopi kenangan | starbucks | coffee bean | excelso | wake cup |
| 27 | Join kopi | starbucks | coffee bean | excelso | wake cup |
| 28 | djournal | coffeegasm | copper club | nocturnal | starbucks |
| 29 | kopi kenangan | sarjana kopi | kopi nako | starbucks | maxx coffee |
| 30 | starbucks | maxx coffee | kopi kenangan | jco | coffee bean |
| 31 | starbucks | melali | copper club | gapura | amyrea |
| 32 | starbucks | excelso | maxx coffee | jacoffee | bangi |
| 33 | starbucks | first crack | maxx coffee | excelso | bangi kopi |
| 34 | koi | starbucks | coffeelogue | Coffee bean  | first crack |
| 35 | coffeegasm | starbucks | kopi tuku | copper club | monks |
| 36 | melali | coffeegasm | gapura | matamata | bright coffee |
| 37 | elmakko | eatboss | strawberry | sukasuka | kincir |
| 38 | starbucks | excelso | elmakko | coffee bean  | kopi luwak |
| 39 | kalyan | kove | elmakko | coffee bean  | excelso |
| 40 | janji jiwa | coffeegasm | starbucks | coffeelogue | wake cup |
| 41 | starbucks | coffee bean | coffeegasm | wake cup | six ounces |
| 42 | elmakko | gapura | janji jiwa | coffeegasm | starbucks |
| 43 | sleepyhead coffee | wisang kopi | otten coffee | Coffee bean  | starbucks |
| 44 | kopi kurang lebih | kopi kecil | kopi kulo | roempi coffee | kopi kenangan |
| 45 | kopi p | kopi kenangan | starbucks | coffee bean | wake cup |
| 46 | starbucks | kopi tuku | karibu | coffee bean | elmakko |
| 47 | anomali  | starbucks | kopi kulo | kopi kenangan | maxx coffee |
| 48 | kopi kurang lebih | elmakko | kalima | starbucks | six ounces |
| 49 | starbucks | coffee bean | coffeegasm | wake cup | six ounces |
| 50 | turning point | tanamera | cafe alley | asagao | cotive |
| 51 | elmakko | turning point | asagao | first crack | tavor |
| 52 | starbucks | hours | six ounces | porta alter | wake cup |
| 53 | KLTR | kultura | 9 cups | starbucks | coffee bean |
| 54 | ravelle | cortado | mucca | pizza e birra | starbucks |
| 55 | starbucks | first crack | coffeelogue | teabags | mccafe |
| 56 | bor | homebound | six ounces | kopi soe | kopi tuku |
| 57 | copper club | dancing goat & coffee | coffee bean | excelso | kopi luwak |
| 58 | BOR | sarase | KLTR | starbucks | sebastian coffee |
| 59 | sama kamu | janji jiwa | starbucks | kopi kenangan | melali |
| 60 | elmakko | coffeelogue | coffeegasm | kopi kenangan | kopi kulo |
| 61 | starbucks | coffee bean | coffeegasm | wake cup | six ounces |
| 62 | kopi tuku | kopi kulo | kopi kurang lebih | tanamera | bermuda |
| 63 | starbucks | coffee bean | coffeegasm | wake cup | six ounces |
| 64 | coffeelogue | starbucks | maxx coffee | jco | dunkin donuts |
| 65 | starbucks | coffee bean | coffeegasm | wake cup | six ounces |
| 66 | ruci joint | crumble crew | kanawa coffee | that's life coffee | caribou coffee |
| 67 | starbucks | upnormal | maxx coffee | coffee bean | wake cup |
| 68 | starbucks | coffee bean | coffeegasm | wake cup | six ounces |
| 69 | kopi kulo | janji jiwa | kopi kenangan | kopi kurang lebih | kopi tuku |
| 70 | kopi kulo | janji jiwa | starbucks | dunkin donuts | kopi gawe |
| 71 | kopi kenangan | janji jiwa | kopi kulo | kopi johnny | starbucks |
| 72 | starbucks | coffee bean | coffeegasm | wake cup | six ounces |
| 73 | kopi kurang lebih | wake cup | kopi kulo | starbucks | coffee bean |
| 74 | portafilter | amyrea | wake cup | first crack | kopium |
| 75 | starbucks | kopi tuku | anomali coffee | excelso | coffee bean |
| 76 | kopi kurang lebih | cooper club | starbucks | coffee bean | kopium |
| 77 | kopi kurang lebih | coffee bean | cooper club | starbucks | kopi johnny |
| 78 | kopi kurang lebih | excelso | kalima | coffee bean | kopiyor |
| 79 | kopi kurang lebih | coffee bean | cooper club | excelso | kopiyor |
| 80 | kopi kurang lebih | ottoman | kopi p | ombe kofie | KLTR |
| 81 | starbucks | excelso | humble | maxx coffee | coffee bean |
| 82 | starbucks | bengawan solo | humble | maxx coffee | excelso |
| 83 | starbucks | BOR | coffee bean | excelso | kopi kulo |
| 84 | starbucks | BOR | elmakko | coffeegasm | tanamera |
| 85 | elmakko | coffeelogue | tavor | fika cafe | wake cup |
| 86 | kopi kecil | elmakko | tavor | join kopi | wake cup |
| 87 | starbucks | coffeelogue | coffeegasm | six ounces | kahvenin |
| 88 | starbucks | coffee bean | coffeegasm | wake cup | six ounces |
| 89 | starbucks | coffee bean | coffeegasm | wake cup | six ounces |
| 90 | starbucks | excelso | Coffee bean  | wake cup | six ounces |
| 91 | starbucks | coffee bean | coffeegasm | wake cup | six ounces |
| 92 | kopi tuku | janji jiwa | first crack | kalyan | ombe kofie |
| 93 | starbucks | coffee bean | excelso | maxx coffee | tanamera |
| 94 | starbucks | coffee bean | kopi belitung | maxx coffee | tanamera |
| 95 | kopi p | kopium | coffee motion | kopi kecil | starbucks |
| 96 | kopi p | kopium | coffee motion | kopi kecil | starbucks |
| 97 | kopi p | kopium | coffee motion | kopi kecil | kopi dinda |
| 98 | starbucks | 7 speed coffee | carribou coffee | srsly coffee | ombe kofie |
| 99 | starbucks  | bengawan solo | elmakko | coffee bean  | excelso |
| 100 | starbucks | maxx coffee | anomali coffee | djournal  | elmakko |

**Ranking Atribut yang menjadi pertimbangan dalam memilih kafe Kata Kopi**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **A1** | **A2** | **A3** | **A4** | **A5** | **A6** | **A7** | **A8** | **A9** | **A10** |
| 1 | 2 | 7 | 8 | 5 | 3 | 4 | 6 | 9 | 10 |
| 9 | 8 | 4 | 5 | 10 | 7 | 6 | 3 | 2 | 1 |
| 1 | 7 | 10 | 6 | 4 | 3 | 2 | 5 | 9 | 8 |
| 2 | 1 | 6 | 8 | 3 | 4 | 5 | 7 | 9 | 10 |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 1 | 9 | 6 | 8 | 2 | 4 | 5 | 3 | 10 | 7 |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 2 | 3 | 7 | 5 | 1 | 6 | 4 | 8 | 10 | 9 |
| 6 | 7 | 4 | 3 | 8 | 9 | 10 | 5 | 2 | 1 |
| 5 | 4 | 3 | 10 | 6 | 7 | 1 | 9 | 8 | 2 |
| 1 | 6 | 9 | 7 | 2 | 3 | 4 | 5 | 10 | 8 |
| 3 | 5 | 8 | 9 | 1 | 6 | 4 | 2 | 7 | 10 |
| 9 | 5 | 3 | 7 | 10 | 6 | 8 | 4 | 2 | 1 |
| 5 | 6 | 7 | 3 | 2 | 9 | 4 | 1 | 8 | 10 |
| 7 | 5 | 4 | 2 | 9 | 8 | 10 | 6 | 3 | 1 |
| 1 | 2 | 10 | 9 | 3 | 4 | 5 | 6 | 7 | 8 |
| 10 | 9 | 7 | 6 | 5 | 4 | 8 | 3 | 2 | 1 |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 2 | 8 | 10 | 9 | 1 | 3 | 4 | 5 | 7 | 6 |
| 4 | 6 | 8 | 10 | 3 | 2 | 1 | 5 | 7 | 9 |
| 1 | 2 | 6 | 10 | 3 | 5 | 4 | 7 | 9 | 8 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 10 | 4 | 5 | 1 | 7 | 8 | 9 | 2 | 3 | 6 |
| 5 | 6 | 7 | 8 | 3 | 2 | 1 | 4 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 9 | 8 | 2 | 1 | 3 | 10 | 7 | 4 | 5 | 6 |
| 10 | 9 | 8 | 2 | 7 | 6 | 5 | 4 | 3 | 1 |
| 10 | 5 | 6 | 4 | 7 | 3 | 8 | 9 | 2 | 1 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3 | 2 | 1 | 5 | 4 | 8 | 6 | 9 | 10 | 7 |
| 1 | 6 | 7 | 5 | 3 | 2 | 4 | 8 | 10 | 9 |
| 9 | 10 | 5 | 6 | 7 | 8 | 4 | 3 | 1 | 2 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 9 | 8 | 7 | 6 | 10 | 1 | 5 | 4 | 3 | 2 |
| 2 | 1 | 7 | 9 | 5 | 4 | 3 | 8 | 10 | 6 |
| 1 | 3 | 7 | 9 | 2 | 4 | 5 | 6 | 10 | 8 |
| 2 | 1 | 10 | 9 | 5 | 4 | 3 | 6 | 7 | 8 |
| 10 | 5 | 1 | 6 | 2 | 7 | 8 | 9 | 3 | 4 |
| 1 | 5 | 2 | 3 | 4 | 7 | 8 | 6 | 10 | 9 |
| 1 | 2 | 3 | 4 | 8 | 6 | 5 | 7 | 9 | 10 |
| 1 | 10 | 9 | 7 | 2 | 3 | 4 | 5 | 6 | 8 |
| 9 | 8 | 10 | 1 | 7 | 6 | 4 | 5 | 2 | 3 |
| 1 | 6 | 4 | 10 | 2 | 5 | 8 | 3 | 7 | 9 |
| 3 | 8 | 5 | 10 | 1 | 2 | 7 | 4 | 6 | 9 |
| 6 | 5 | 7 | 8 | 1 | 4 | 3 | 2 | 10 | 9 |
| 1 | 7 | 6 | 8 | 2 | 3 | 4 | 5 | 10 | 9 |
| 1 | 2 | 10 | 9 | 5 | 3 | 4 | 6 | 7 | 8 |
| 1 | 6 | 10 | 8 | 5 | 3 | 4 | 2 | 9 | 7 |
| 9 | 6 | 5 | 3 | 10 | 2 | 4 | 1 | 7 | 8 |
| 2 | 1 | 3 | 8 | 6 | 4 | 7 | 5 | 10 | 9 |
| 3 | 4 | 5 | 6 | 8 | 1 | 2 | 9 | 10 | 7 |
| 5 | 6 | 7 | 9 | 1 | 2 | 3 | 4 | 10 | 8 |
| 1 | 2 | 5 | 10 | 4 | 3 | 6 | 7 | 9 | 8 |
| 1 | 4 | 5 | 8 | 2 | 3 | 7 | 6 | 9 | 10 |
| 1 | 2 | 10 | 9 | 6 | 5 | 4 | 3 | 8 | 7 |
| 4 | 1 | 6 | 7 | 5 | 2 | 3 | 10 | 8 | 9 |
| 4 | 3 | 7 | 8 | 5 | 2 | 1 | 6 | 10 | 9 |
| 4 | 3 | 10 | 8 | 1 | 2 | 5 | 6 | 7 | 9 |
| 1 | 2 | 4 | 7 | 6 | 3 | 5 | 8 | 9 | 10 |
| 1 | 3 | 7 | 2 | 5 | 10 | 4 | 8 | 9 | 6 |
| 6 | 5 | 7 | 8 | 9 | 2 | 1 | 4 | 9 | 10 |
| 4 | 6 | 9 | 10 | 1 | 2 | 3 | 5 | 8 | 7 |
| 1 | 6 | 8 | 9 | 2 | 5 | 4 | 3 | 10 | 7 |
| 6 | 10 | 2 | 4 | 1 | 7 | 8 | 9 | 3 | 5 |
| 5 | 4 | 6 | 2 | 8 | 9 | 3 | 10 | 1 | 7 |
| 2 | 3 | 4 | 5 | 8 | 9 | 10 | 2 | 7 | 6 |
| 1 | 7 | 3 | 10 | 9 | 8 | 4 | 2 | 5 | 6 |
| 1 | 3 | 9 | 10 | 4 | 2 | 5 | 8 | 6 | 7 |
| 10 | 8 | 5 | 1 | 7 | 9 | 6 | 2 | 4 | 3 |
| 1 | 2 | 9 | 7 | 3 | 4 | 5 | 8 | 6 | 10 |
| 1 | 2 | 7 | 8 | 6 | 5 | 4 | 3 | 10 | 9 |
| 1 | 5 | 2 | 7 | 4 | 3 | 10 | 9 | 8 | 6 |
| 1 | 5 | 7 | 9 | 2 | 3 | 4 | 6 | 10 | 8 |
| 1 | 5 | 10 | 9 | 2 | 3 | 4 | 6 | 8 | 7 |
| 6 | 1 | 2 | 7 | 3 | 8 | 9 | 4 | 10 | 5 |
| 1 | 4 | 7 | 9 | 6 | 5 | 2 | 3 | 8 | 10 |
| 1 | 6 | 7 | 10 | 2 | 5 | 4 | 3 | 8 | 9 |
| 1 | 3 | 2 | 9 | 7 | 4 | 6 | 5 | 8 | 10 |
| 2 | 1 | 7 | 8 | 3 | 6 | 5 | 4 | 10 | 9 |
| 3 | 2 | 8 | 6 | 4 | 1 | 5 | 9 | 10 | 7 |
| 3 | 4 | 8 | 9 | 6 | 1 | 2 | 5 | 10 | 7 |
| 10 | 8 | 7 | 9 | 2 | 3 | 6 | 4 | 1 | 5 |
| 3 | 2 | 4 | 5 | 10 | 1 | 6 | 7 | 8 | 9 |
| 1 | 7 | 6 | 5 | 4 | 8 | 10 | 9 | 3 | 2 |
| 5 | 2 | 10 | 3 | 7 | 1 | 6 | 9 | 4 | 8 |
| 4 | 6 | 10 | 7 | 1 | 2 | 5 | 3 | 9 | 8 |
| 5 | 10 | 6 | 8 | 1 | 9 | 3 | 4 | 2 | 7 |
| 2 | 3 | 7 | 8 | 4 | 1 | 5 | 6 | 10 | 9 |
| 1 | 6 | 7 | 9 | 4 | 2 | 3 | 5 | 10 | 8 |
| 5 | 4 | 6 | 9 | 2 | 1 | 3 | 7 | 10 | 8 |
| 9 | 8 | 4 | 3 | 10 | 7 | 6 | 5 | 1 | 2 |
| 1 | 2 | 6 | 8 | 10 | 9 | 3 | 4 | 5 | 7 |
| 3 | 7 | 1 | 5 | 2 | 4 | 8 | 6 | 10 | 9 |
| 8 | 7 | 4 | 6 | 9 | 2 | 3 | 1 | 5 | 10 |
| 9 | 10 | 5 | 4 | 8 | 7 | 6 | 3 | 2 | 1 |
| 9 | 8 | 4 | 3 | 10 | 7 | 6 | 5 | 2 | 1 |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |

**Dimensi Preferensi Konsumen**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X1** | **X2** | **X3** | **X4** | **X5** | **X6** | **X7** | **X8** | **X9** | **X10** |
| 5 | 5 | 3 | 3 | 5 | 5 | 5 | 4 | 3 | 3 |
| 5 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 2 | 2 | 5 | 5 | 5 | 2 | 3 | 2 |
| 5 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 |
| 5 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 3 | 4 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 3 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 1 | 3 |
| 4 | 3 | 3 | 3 | 5 | 4 | 4 | 5 | 2 | 2 |
| 3 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 2 |
| 3 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 5 | 2 | 2 | 2 | 5 | 5 | 4 | 4 | 2 | 2 |
| 3 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 2 |
| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 4 | 2 | 3 | 5 | 5 | 5 | 4 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 3 |
| 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 3 |
| 4 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 4 |
| 3 | 3 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 2 |
| 2 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 |
| 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 3 |
| 4 | 4 | 3 | 2 | 4 | 4 | 5 | 4 | 3 | 2 |
| 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 3 | 3 |
| 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 |
| 3 | 4 | 1 | 1 | 2 | 4 | 4 | 2 | 1 | 1 |
| 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 3 | 1 | 5 | 5 | 4 | 3 | 2 | 3 |
| 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 2 | 4 | 3 | 2 | 3 | 2 | 2 | 4 | 2 | 1 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 2 | 3 | 3 |
| 5 | 5 | 1 | 3 | 5 | 1 | 3 | 3 | 2 | 1 |
| 4 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 3 | 4 | 5 | 5 | 3 | 1 | 3 |
| 3 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 3 |
| 4 | 5 | 3 | 2 | 4 | 4 | 5 | 3 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 3 |
| 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 5 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 |
| 5 | 5 | 5 | 1 | 4 | 5 | 5 | 4 | 1 | 4 |
| 3 | 3 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | 3 |
| 4 | 4 | 3 | 2 | 5 | 5 | 5 | 4 | 2 | 2 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 2 |
| 4 | 4 | 3 | 3 | 5 | 5 | 5 | 4 | 2 | 1 |
| 4 | 4 | 3 | 2 | 3 | 4 | 4 | 5 | 2 | 2 |
| 4 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 3 | 3 |
| 4 | 4 | 2 | 3 | 5 | 5 | 4 | 5 | 2 | 4 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 4 | 3 | 3 | 1 | 5 | 5 | 1 | 1 | 2 |
| 4 | 4 | 2 | 2 | 5 | 5 | 5 | 5 | 2 | 3 |
| 5 | 5 | 3 | 1 | 3 | 4 | 4 | 2 | 3 | 1 |
| 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 2 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 |
| 4 | 5 | 2 | 2 | 4 | 4 | 4 | 4 | 2 | 2 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 5 | 5 | 3 | 1 | 4 | 5 | 4 | 5 | 1 | 1 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 2 | 2 |
| 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| 5 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 2 | 4 |
| 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 |
| 5 | 4 | 3 | 2 | 4 | 5 | 5 | 4 | 2 | 2 |
| 2 | 2 | 4 | 4 | 2 | 2 | 2 | 3 | 4 | 3 |
| 4 | 4 | 5 | 1 | 3 | 2 | 2 | 2 | 2 | 2 |
| 4 | 4 | 4 | 2 | 4 | 3 | 4 | 3 | 2 | 4 |
| 5 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 1 | 1 |
| 5 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 3 |
| 4 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 2 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 3 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 3 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 3 | 4 |
| 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 1 | 4 |
| 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
| 4 | 4 | 2 | 1 | 5 | 4 | 4 | 4 | 1 | 1 |
| 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 3 | 3 |
| 4 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 3 | 3 |
| 5 | 5 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 5 |
| 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 1 |
| 5 | 3 | 3 | 2 | 4 | 4 | 5 | 4 | 2 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 |
| 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 1 | 1 |
| 3 | 2 | 2 | 4 | 2 | 2 | 2 | 3 | 4 | 4 |
| 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 4 |
| 5 | 5 | 3 | 1 | 5 | 5 | 5 | 2 | 3 | 3 |

Lampiran 3

**Hasil Analisis Faktor**

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| **KMO and Bartlett's Test** |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | ,765 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 438,543 |
| Df | 45 |
| Sig. | ,000 |

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| **Communalities** |
|  | Initial | Extraction |
| X1 | 1,000 | ,744 |
| X2 | 1,000 | ,690 |
| X3 | 1,000 | ,549 |
| X4 | 1,000 | ,657 |
| X5 | 1,000 | ,741 |
| X6 | 1,000 | ,742 |
| X7 | 1,000 | ,768 |
| X8 | 1,000 | ,755 |
| X9 | 1,000 | ,698 |
| X10 | 1,000 | ,708 |
| Extraction Method: Principal Component Analysis. |

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| **Rotated Component Matrixa** |
|  | Component |
| 1 | 2 | 3 |
| X1 | ,840 | ,046 | ,191 |
| X2 | ,828 | ,039 | ,055 |
| X3 | ,389 | ,628 | ,065 |
| X4 | -,162 | ,738 | ,292 |
| X5 | ,425 | ,084 | ,744 |
| X6 | ,557 | ,025 | ,657 |
| X7 | ,670 | ,096 | ,557 |
| X8 | -,042 | ,262 | ,827 |
| X9 | -,042 | ,834 | -,015 |
| X10 | ,159 | ,814 | ,142 |
| Extraction Method: Principal Component Analysis.  Rotation Method: Varimax with Kaiser Normalization.a |
| a. Rotation converged in 6 iterations. |

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| **Total Variance Explained** |
| Component | Initial Eigenvalues | Extraction Sums of Squared Loadings | Rotation Sums of Squared Loadings |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3,956 | 39,562 | 39,562 | 3,956 | 39,562 | 39,562 | 2,537 | 25,372 | 25,372 |
| 2 | 2,083 | 20,831 | 60,393 | 2,083 | 20,831 | 60,393 | 2,387 | 23,865 | 49,237 |
| 3 | 1,012 | 10,120 | 70,513 | 1,012 | 10,120 | 70,513 | 2,128 | 21,276 | 70,513 |
| 4 | ,681 | 6,814 | 77,327 |  |  |  |  |  |  |
| 5 | ,593 | 5,932 | 83,260 |  |  |  |  |  |  |
| 6 | ,509 | 5,094 | 88,354 |  |  |  |  |  |  |
| 7 | ,388 | 3,884 | 92,238 |  |  |  |  |  |  |
| 8 | ,353 | 3,533 | 95,770 |  |  |  |  |  |  |
| 9 | ,267 | 2,671 | 98,441 |  |  |  |  |  |  |
| 10 | ,156 | 1,559 | 100,000 |  |  |  |  |  |  |
| Extraction Method: Principal Component Analysis. |

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| **Anti-image Matrices** |
|  | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 |
| Anti-image Covariance | X1 | ,458 | -,166 | -,058 | ,058 | -,089 | ,025 | -,117 | ,075 | ,048 | -,064 |
| X2 | -,166 | ,586 | -,119 | ,046 | -,095 | ,035 | -,058 | ,058 | ,022 | ,012 |
| X3 | -,058 | -,119 | ,646 | -,093 | ,070 | -,081 | ,043 | -,064 | -,034 | -,156 |
| X4 | ,058 | ,046 | -,093 | ,599 | -,007 | ,006 | -,028 | -,109 | -,208 | -,051 |
| X5 | -,089 | -,095 | ,070 | -,007 | ,412 | -,095 | -,012 | -,222 | -,073 | ,045 |
| X6 | ,025 | ,035 | -,081 | ,006 | -,095 | ,296 | -,184 | -,011 | ,072 | -,005 |
| X7 | -,117 | -,058 | ,043 | -,028 | -,012 | -,184 | ,264 | -,013 | -,039 | -,008 |
| X8 | ,075 | ,058 | -,064 | -,109 | -,222 | -,011 | -,013 | ,566 | ,102 | -,120 |
| X9 | ,048 | ,022 | -,034 | -,208 | -,073 | ,072 | -,039 | ,102 | ,519 | -,228 |
| X10 | -,064 | ,012 | -,156 | -,051 | ,045 | -,005 | -,008 | -,120 | -,228 | ,498 |
| Anti-image Correlation | X1 | ,807a | -,321 | -,106 | ,111 | -,205 | ,069 | -,336 | ,147 | ,098 | -,134 |
| X2 | -,321 | ,822a | -,194 | ,078 | -,194 | ,083 | -,148 | ,101 | ,040 | ,023 |
| X3 | -,106 | -,194 | ,805a | -,150 | ,135 | -,186 | ,105 | -,105 | -,059 | -,275 |
| X4 | ,111 | ,078 | -,150 | ,781a | -,014 | ,013 | -,071 | -,188 | -,373 | -,092 |
| X5 | -,205 | -,194 | ,135 | -,014 | ,797a | -,273 | -,035 | -,459 | -,159 | ,098 |
| X6 | ,069 | ,083 | -,186 | ,013 | -,273 | ,749a | -,660 | -,027 | ,183 | -,013 |
| X7 | -,336 | -,148 | ,105 | -,071 | -,035 | -,660 | ,766a | -,033 | -,105 | -,021 |
| X8 | ,147 | ,101 | -,105 | -,188 | -,459 | -,027 | -,033 | ,720a | ,189 | -,227 |
| X9 | ,098 | ,040 | -,059 | -,373 | -,159 | ,183 | -,105 | ,189 | ,629a | -,448 |
| X10 | -,134 | ,023 | -,275 | -,092 | ,098 | -,013 | -,021 | -,227 | -,448 | ,757a |
| a. Measures of Sampling Adequacy(MSA) |

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| **Component Matrixa** |
|  | Component |
| 1 | 2 | 3 |
| X1 | ,686 | -,399 | ,338 |
| X2 | ,592 | -,386 | ,437 |
| X3 | ,572 | ,340 | ,326 |
| X4 | ,401 | ,691 | -,138 |
| X5 | ,771 | -,207 | -,321 |
| X6 | ,778 | -,317 | -,193 |
| X7 | ,822 | -,304 | -,033 |
| X8 | ,596 | ,172 | -,608 |
| X9 | ,334 | ,740 | ,195 |
| X10 | ,553 | ,608 | ,182 |
| Extraction Method: Principal Component Analysis. |
| a. 3 components extracted. |

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| **Component Transformation Matrix** |
| Component | 1 | 2 | 3 |
| 1 | ,653 | ,444 | ,613 |
| 2 | -,501 | ,861 | -,090 |
| 3 | ,568 | ,249 | -,785 |
| Extraction Method: Principal Component Analysis.  Rotation Method: Varimax with Kaiser Normalization. |

