

# **LAMPIRAN**

## *LAMPIRAN 1*

## KMM

NO	nama	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	
		F	UF	F	UF	F	F	UF	UF	F	UF	F	F	UF	UF	F	F	UF	UF	F	F	F	UF	F	UF	UF	F	UF	F	UF
1	aditya	4	4	4	3	4	4	4	4	2	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	3	
2	ikhshan	4	2	5	4	2	4	4	3	2	4	4	5	4	4	4	4	4	4	5	2	4	5	4	4	5	4	5	2	
3	dika	4	5	5	4	4	4	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	
4	sandro	4	3	4	4	2	4	4	2	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	2	
5	erick	4	3	3	4	4	3	4	2	2	4	3	3	4	4	3	3	3	4	4	3	2	2	4	4	2	4	4	3	
6	tika	5	5	4	5	4	4	4	4	5	4	5	4	3	4	5	3	5	5	4	4	4	3	4	4	4	4	5	5	
7	roedi	4	4	5	4	4	5	5	4	4	4	4	5	4	4	4	4	3	4	4	5	3	4	4	3	4	4	4		
8	Erry	4	2	4	4	2	4	4	2	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	2	
9	shely	2	3	4	3	4	4	2	2	3	3	4	3	2	2	2	2	2	2	4	4	3	2	1	2	2	2	2	4	
10	sumi	4	4	4	4	5	5	4	4	5	4	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	
11	maria	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	5	2	
12	imroh	4	3	3	4	4	3	4	2	2	4	3	3	4	4	3	3	3	4	4	3	2	2	4	4	2	4	4	3	
13	basuki	4	5	5	4	4	4	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	
14	arina	4	4	4	4	4	3	4	2	4	4	4	4	3	4	4	4	4	3	3	4	4	4	4	4	3	4	3	4	
15	indah	4	3	4	2	4	2	3	2	3	4	3	5	2	2	3	3	2	5	4	3	4	3	4	2	3	5	2	2	
16	hendra	4	4	2	4	2	2	4	4	5	4	4	4	4	3	3	2	3	5	4	2	2	2	4	4	3	4	4	3	
17	nanang	5	4	5	4	4	4	4	4	5	4	4	5	4	4	5	4	4	4	4	4	4	5	4	4	4	4	4	5	4
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19	linda	4	5	5	4	4	4	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	
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21	donny	4	4	2	4	2	2	4	4	5	4	4	4	4	3	3	2	3	5	4	2	2	2	4	4	3	4	4	3	
22	david	4	4	4	4	5	5	4	4	5	4	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	
23	yosef	4	2	2	4	5	4	5	3	2	5	4	4	5	4	4	3	4	4	4	2	3	4	5	4	3	4	5	2	
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25	raharjo	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	5	3	
26	rizki	4	4	5	4	4	5	5	4	4	4	4	5	4	4	4	4	3	4	4	5	3	4	4	3	4	4	4	4	
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29	fitra	5	4	5	4	4	4	4	4	5	4	4	5	4	4	5	4	4	4	4	4	5	4	4	4	4	4	5	4	
30	arif	5	5	4	5	4	4	4	4	5	4	5	4	3	4	5	3	5	5	4	4	4	3	4	4	4	4	5	5	
31	setyo	4	4	4	3	4	4	4	4	2	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	3	
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35	roy	4	4	1	4	2	2	4	4	5	4	4	4	4	3	3	2	3	5	4	2	2	2	4	4	3	4	4	3	
36	ayu	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	5	3	
37	mita	4	4	4	3	4	4	4	4	3	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	
38	dodot	4	4	4	3	4	4	4	4	2	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	3	
39	endra	4	4	5	4	4	5	5	4	4	4	4	5	4	4	4	4	3	4	4	5	3	4	4	3	4	4	4	4	
40	rio	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	5	3	

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	nama	iklan																												
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2	galih	5	5	4	5	5	5	5	4	5	5	4	4	5	5	4	4	4	5	5	4	4	4	4	4	4	4	2	5	
3	sisda	5	4	2	5	4	5	4	3	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	2	4	2	3	4	
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9	badar	5	4	4	5	5	5	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
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15	bildad	4	3	3	3	1	2	2	3	3	4	3	4	2	1	4	4	4	4	4	4	4	3	3	3	2	3	3	2	4
16	eka	4	3	2	4	2	4	2	2	3	3	2	4	2	2	4	4	4	3	3	2	2	2	2	2	2	2	4	4	
17	mohamad	4	4	2	5	5	4	5	3	4	2	5	3	3	5	5	5	4	4	4	4	3	1	4	1	2	4	5	4	
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21	bayu	5	5	4	5	5	5	5	4	5	5	4	4	5	5	3	4	2	4	5	4	4	5	5	4	4	4	4	4	
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24	pras	5	4	4	4	4	4	3	3	4	4	5	4	3	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	
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32	wilson	4	4	4	4	4	4	4	4	4	3	4	4	2	4	4	4	2	4	4	4	4	4	4	4	4	4	4	5	
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35	tomy	4	4	2	5	5	4	5	3	4	2	5	3	3	5	5	5	2	4	4	4	3	3	4	3	2	4	5	4	
36	herry	5	4	4	4	4	4	3	5	4	4	5	4	2	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	
37	alvon	4	5	4	5	4	5	4	4	5	5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	
38	kevin	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	
39	elsa	5	5	4	5	5	5	5	4	5	5	4	4	5	5	4	4	4	4	4	4	4	5	5	4	4	4	4	5	
40	siska	5	5	4	5	5	5	5	4	5	5	4	4	3	5	4	4	3	4	5	4	3	3	3	4	4	4	5	4	

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PERILAKU  
MEMBELI

Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	F	UF	F	UF	F	UF	F	F	UF	UF	F	F	UF	UF	F	F	UF	F	UF	UF	F	UF	UF	F	UF	F	F	UF	F	UF
KLAN																														
Idila	3	4	4	3	4	5	4	3	3	4	4	4	4	4	4	2	4	4	4	4	3	3	4	4	3	3	4	3	4	4
Galih	3	2	3	4	4	5	4	3	3	4	4	4	5	4	3	3	3	4	5	3	4	3	4	4	3	3	3	4	3	1
Sisda	2	2	2	2	2	4	2	2	4	2	2	2	4	2	2	2	1	2	4	4	2	2	1	2	1	2	2	4	2	2
Rudha	3	2	2	3	3	4	2	2	3	2	2	4	2	2	1	3	2	2	4	4	2	2	2	2	2	4	3	4	2	1
Licky	2	2	3	4	4	5	5	3	4	5	4	4	5	5	2	2	3	4	5	5	3	3	4	4	4	4	5	4	2	4
Rizal	2	2	4	4	2	4	4	2	2	4	4	5	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
Toky	3	3	3	5	3	4	3	2	2	5	4	4	5	5	3	2	3	4	5	4	4	4	4	3	4	3	4	5	4	4
Magnes	4	3	4	1	3	3	3	1	4	3	5	5	3	1	3	5	1	3	4	2	2	1	3	3	3	2	2	4	2	4
Adar	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	4	4	3
Winda	2	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	3	5	4	4	4	4	3
Navy	4	4	4	5	4	5	4	4	4	5	4	4	5	5	4	4	4	4	5	4	4	4	5	4	4	4	5	4	4	4
Ma	2	2	3	4	4	5	5	3	3	5	4	4	5	5	2	3	3	4	5	3	4	3	4	4	3	3	3	4	3	3
Navra	4	3	4	4	4	5	5	3	4	5	4	4	5	5	2	2	2	4	4	4	3	3	4	4	3	2	3	4	2	4
Qbal	3	3	3	3	2	4	3	3	3	4	3	4	3	4	2	2	3	2	4	4	3	3	4	2	4	3	2	3	2	2
Sildad	2	2	2	2	2	5	4	4	4	5	4	5	5	4	4	2	4	2	4	4	4	4	4	4	4	4	3	4	4	1
Ska	1	5	2	3	3	4	4	3	3	4	4	4	4	3	2	2	3	4	4	3	4	3	5	3	2	4	3	4	4	4
Mohamad	3	4	4	3	4	5	4	3	3	4	4	4	4	4	4	2	4	4	4	4	4	3	3	4	4	3	3	4	4	1
Okto	2	1	1	4	1	2	2	2	2	3	2	1	2	1	1	2	1	2	4	3	1	1	4	2	1	2	2	4	2	3
Fariez	3	4	4	4	3	4	4	4	4	4	3	4	4	4	3	2	4	4	4	4	3	4	4	3	4	3	3	4	4	3
Suyanto	4	2	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	5	3	4	4	4	3
Payu	4	3	4	4	4	5	5	3	4	5	4	4	5	5	2	2	4	4	5	4	4	4	5	4	4	4	4	4	4	3
Santi	3	4	4	4	3	4	4	4	4	4	3	4	4	4	3	2	4	4	4	4	3	3	4	4	3	2	3	4	2	3
Siska	2	2	4	4	2	4	4	2	4	4	4	5	4	4	2	2	3	4	4	4	4	4	4	3	4	3	4	4	4	4
Oras	4	2	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	5	3	4	4	4	3
Oro	4	2	4	4	4	4	4	2	2	4	4	4	4	4	2	2	3	2	4	4	2	4	4	3	4	2	4	4	4	4
Ghestie	2	2	3	3	2	4	3	3	3	2	2	2	3	2	2	3	1	2	4	4	3	4	4	3	2	4	4	3	2	3
Rosa	2	5	2	2	2	4	2	2	3	4	4	4	4	4	2	2	2	4	4	4	2	2	4	2	2	2	4	4	5	2
Richa	2	2	3	4	3	4	4	2	4	4	2	3	4	3	2	2	4	3	4	4	3	3	4	3	2	2	3	4	3	2
Erwin	4	3	4	4	4	5	5	3	3	5	4	4	5	5	2	2	2	4	5	4	3	3	4	4	3	2	3	4	2	4
Fitri	4	2	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	5	3	4	4	4	3
Sandy	3	4	4	3	4	5	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4
Wilson	3	3	4	4	4	5	4	4	4	4	4	4	5	4	3	4	3	4	5	4	4	3	4	4	4	3	4	4	4	2
Erik I	3	4	4	4	4	4	2	2	4	2	4	4	4	2	4	2	4	4	4	4	2	2	3	2	3	2	2	4	4	2
Sony	3	4	2	3	3	4	2	2	4	2	2	4	2	2	2	3	2	2	2	4	2	2	2	2	2	4	3	4	3	3
omy	2	2	3	4	4	5	5	4	4	5	4	4	5	5	2	2	3	4	5	5	3	3	4	4	4	5	4	4	4	4
Herry	2	2	4	4	2	4	4	2	2	4	4	5	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
Alvon	3	4	4	5	4	4	3	4	4	5	4	4	5	5	3	4	3	4	5	4	4	4	4	3	4	3	4	5	4	4
Cevin	4	3	4	3	3	3	3	3	4	3	5	5	3	4	3	5	3	3	4	2	2	2	3	3	3	2	2	3	2	4
Slsa	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4
Siska	3	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	5	4	4	4	4	4

## SKORING AITEM VALID

## KMM

NO	nama	1	2	3	4	6	7	8	10	11	12	13	14	15	16	17	20	21	22	23	24	25	27	total
		F	UF	F	UF	F	UF	UF	UF	F	F	UF	UF	F	F	UF	F	UF	F	UF	UF	F	F	
1	aditya	4	4	4	3	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	88
2	ikhshan	4	2	5	4	4	4	3	4	4	5	4	4	4	4	4	2	4	5	4	4	5	5	88
3	dika	4	5	5	4	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4	93
4	sandro	4	3	4	4	4	4	2	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	84
5	erick	4	3	3	4	3	4	2	4	3	3	4	4	3	3	3	3	2	2	4	4	2	4	71
6	tika	5	5	4	5	4	4	4	4	5	4	3	4	5	3	5	4	4	3	4	4	4	5	92
7	roedi	4	4	5	4	5	5	4	4	4	5	4	4	4	4	3	5	3	4	4	3	4	4	90
8	Erry	4	2	4	4	4	4	2	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	82
9	shely	2	3	4	3	4	2	2	3	4	3	2	2	2	2	2	4	3	2	1	2	2	2	56
10	sumi	4	4	4	4	5	4	4	4	5	4	4	3	4	4	4	4	4	4	4	4	4	3	88
11	maria	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	2	4	4	4	4	5	88
12	imroh	4	3	3	4	3	4	2	4	3	3	4	4	3	3	3	3	2	2	4	4	2	4	71
13	basuki	4	5	5	4	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4	93
14	arina	4	4	4	4	3	4	2	4	4	4	3	4	4	4	4	4	4	4	4	4	3	3	82
15	indah	4	3	4	2	2	3	2	4	3	5	2	2	3	3	2	3	4	3	4	2	3	2	65
16	hendra	4	4	2	4	2	4	4	4	4	4	4	3	3	2	3	2	2	2	4	4	3	4	72
17	nanang	5	4	5	4	4	4	4	4	4	5	4	4	5	4	4	4	5	4	4	4	4	5	94
18	ani	4	2	5	5	4	4	4	4	4	4	4	2	4	4	4	4	4	2	4	4	2	5	83
19	linda	4	5	5	4	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4	93
20	eka	4	4	4	2	2	2	2	4	4	4	4	4	4	2	2	4	4	4	4	2	2	3	71
21	donny	4	4	2	4	2	4	4	4	4	4	4	3	3	2	3	2	2	2	4	4	3	4	72
22	david	4	4	4	4	5	4	4	4	5	4	4	3	4	4	4	4	4	4	4	4	4	3	88
23	yosef	4	2	2	4	4	5	3	5	4	4	5	4	4	3	4	2	3	4	5	4	3	5	83
24	danu	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	87
25	raharjo	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	3	4	4	4	4	5	89
26	rizki	4	4	5	4	5	5	4	4	4	5	4	4	4	4	3	5	3	4	4	3	4	4	90
27	sisil	4	1	4	4	4	4	2	4	4	4	4	4	1	4	4	4	4	4	4	4	4	4	80
28	ditya	4	4	4	2	2	2	2	4	4	4	4	4	4	2	2	4	4	4	4	2	2	3	71
29	fitra	5	4	5	4	4	4	4	4	4	5	4	4	5	4	4	4	5	4	4	4	4	5	94
30	arif	5	5	4	5	4	4	4	4	5	4	3	4	5	3	5	4	4	3	4	4	4	5	92
31	setyo	4	4	4	3	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	88
32	koko	4	4	4	4	5	4	4	4	5	4	4	3	4	4	4	4	4	4	4	4	4	3	88
33	rendra	4	4	4	4	5	4	4	4	5	4	4	3	4	4	4	4	4	4	4	4	4	3	88
34	indah	4	5	5	4	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4	93
35	roy	4	4	1	4	2	4	4	4	4	4	4	3	3	2	3	2	2	2	4	4	3	4	71
36	ayu	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	3	4	4	4	4	5	89
37	mita	4	4	4	3	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	89
38	dodot	4	4	4	3	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	88
39	endra	4	4	5	4	5	5	4	4	4	5	4	4	4	4	3	5	3	4	4	3	4	4	90
40	rio	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	3	4	4	4	4	5	89

## IKLAN

no	nama	1	2	3	4	5	6	7	8	9	10	11	13	14	18	19	20	21	22	23	24	25	26	28	total
		F	UF	UF	F	F	F	UF	F	F	UF	F	UF	UF	UF	F	F	UF	UF	F	UF	UF	F	F	
1	aldila	5	4	4	4	4	4	3	3	4	4	5	3	4	4	4	4	3	3	3	4	4	4	4	88
2	galih	5	5	4	5	4	5	5	4	5	5	4	5	5	5	5	4	4	4	4	4	4	4	5	104
3	sisda	5	4	2	5	4	5	4	3	4	4	4	4	4	4	4	4	4	4	4	2	4	2	4	88
4	yudha	2	4	2	4	4	2	4	4	4	2	4	2	4	2	4	2	2	2	4	2	4	2	2	68
5	dicky	4	4	2	5	5	4	5	3	4	5	5	5	5	5	4	5	4	4	5	3	4	3	4	97
6	rizal	4	5	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	91
7	roky	4	4	3	4	4	4	4	4	4	5	4	4	4	4	4	4	5	5	4	5	5	4	5	97
8	agnes	4	4	3	3	3	5	4	4	5	2	5	3	3	4	5	4	3	1	4	1	2	4	4	80
9	badar	5	4	4	5	5	5	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	98
10	winda	4	4	3	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	92
11	navy	5	4	3	4	5	4	3	4	4	4	4	4	5	4	4	3	4	4	4	4	4	4	4	92
12	lia	5	4	4	5	5	4	5	5	4	4	5	4	5	4	4	5	4	4	5	4	4	4	4	101
13	navra	5	4	4	4	5	5	4	3	4	4	5	4	5	4	4	4	4	5	5	4	4	4	4	98
14	iqbal	4	4	4	4	4	4	4	4	4	2	4	1	4	4	4	4	4	4	4	4	4	4	5	88
15	bildad	4	3	3	3	2	2	2	3	3	4	3	2	1	4	4	4	3	3	3	2	3	3	4	68
16	eka	4	3	2	4	2	4	2	2	3	3	2	2	2	3	3	2	2	2	2	2	2	2	4	59
17	mohamad	4	4	2	5	5	4	5	3	4	2	5	3	5	4	4	4	3	1	4	1	2	4	4	82
18	okto	5	3	4	4	4	4	2	4	4	4	5	2	4	4	4	4	3	4	4	4	4	4	4	88
19	fariez	4	4	4	5	4	5	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	5	97
20	suyanto	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	5	95
21	bayu	5	5	4	5	5	5	5	4	5	5	4	5	5	4	5	4	4	5	5	4	4	4	4	105
22	santi	5	5	4	5	5	5	5	4	5	5	4	3	5	4	5	4	3	3	3	4	4	4	4	98
23	siska	4	5	4	4	4	4	4	4	4	4	2	4	4	4	4	3	4	4	4	4	4	4	4	90
24	pras	5	4	4	4	4	4	3	3	4	4	5	3	4	4	4	4	3	3	3	4	4	4	4	88
25	roro	4	3	2	4	5	4	4	2	3	4	2	4	5	4	4	4	4	4	3	4	3	4	4	84
26	ghestie	5	4	2	4	5	5	4	3	4	4	4	4	5	4	4	4	3	4	4	2	4	3	4	89
27	rosa	5	4	4	5	5	5	4	4	5	5	5	5	5	5	5	5	4	5	4	4	4	4	4	106
28	richa	4	4	2	4	4	4	3	4	4	4	3	4	4	4	4	4	4	3	3	2	4	3	4	83
29	erwin	5	4	4	4	5	5	4	3	4	4	5	4	5	4	4	4	4	5	5	4	4	4	4	98
30	fitri	4	4	3	4	4	4	4	4	4	5	4	4	4	4	4	4	5	5	4	5	5	4	5	97
31	sandy	5	4	4	4	5	5	4	4	4	4	5	4	5	4	4	4	4	5	5	4	4	4	4	99
32	wilson	4	4	4	4	4	4	4	4	4	3	4	2	4	4	4	4	4	4	4	4	4	4	5	90
33	erik l	4	4	4	4	4	3	4	4	4	4	4	2	4	4	4	4	3	3	3	4	3	3	4	84
34	sony	4	3	2	4	3	4	2	2	3	3	2	2	2	3	3	2	2	2	2	2	2	2	4	60
35	tomy	4	4	2	5	5	4	5	3	4	2	5	3	5	4	4	4	3	3	4	3	2	4	4	86
36	herry	5	4	4	4	4	4	3	5	4	4	5	2	4	4	4	4	3	4	4	4	4	4	4	91
37	alvon	4	5	4	5	4	5	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	5	98
38	kevin	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	5	95
39	elsa	5	5	4	5	4	5	5	4	5	5	4	5	5	4	4	4	4	5	5	4	4	4	5	104
40	siska	5	5	4	5	5	5	5	4	5	5	4	3	5	4	5	4	3	3	3	4	4	4	4	98



PERILAKU  
MEMBELI

no	nama	1	3	4	5	6	7	8	9	10	11	12	13	14	15	17	18	21	22	23	24	25	26	27	28	29	30	TOTAL	
		F	F	UF	F	UF	F	F	UF	UF	F	F	UF	UF	F	UF	F	F	UF	UF	F	UF	F	F	UF	F	UF		
	<b>KMM</b>																												
1	aditya	3	4	4	4	5	3	4	4	5	4	4	4	5	3	3	4	4	5	5	4	4	4	4	4	3	3	103	
2	ikhshan	5	5	4	4	4	4	4	5	4	4	5	4	4	3	4	4	4	4	4	4	4	3	5	4	4	4	107	
3	dika	3	4	4	4	5	3	4	4	5	4	4	4	5	3	3	4	4	5	5	4	4	4	4	4	3	3	103	
4	sandro	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	100	
5	erick	3	3	4	4	5	5	3	4	4	4	4	4	4	2	1	4	4	3	4	4	2	2	4	4	3	2	90	
6	tika	4	5	4	4	5	3	4	5	5	4	4	4	5	3	5	4	3	3	4	5	4	5	5	4	5	5	111	
7	roedi	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	100	
8	erry	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	5	103
9	shely	2	2	2	2	3	5	4	2	3	2	2	3	2	2	1	2	2	2	3	2	2	2	3	3	2	2	62	
10	sumi	4	4	4	3	5	4	3	4	4	4	4	4	4	3	3	4	4	3	4	5	3	3	4	4	4	3	98	
11	maria	4	4	4	4	4	5	4	4	4	5	4	4	4	2	4	4	4	4	5	2	4	4	5	4	5	4	105	
12	imroh	3	3	4	2	3	4	3	4	3	2	3	2	3	5	3	4	2	5	4	3	3	3	2	4	2	3	82	
13	basuki	2	3	4	3	4	4	4	3	4	4	4	5	5	2	4	4	4	4	5	2	4	4	5	4	5	4	100	
14	arina	4	4	4	3	4	4	3	4	4	4	4	4	4	3	2	4	4	3	4	4	3	3	4	4	4	3	95	
15	indah	4	3	3	2	5	4	4	3	2	2	2	3	2	1	4	4	3	4	1	5	2	3	2	4	3	3	78	
16	hendra	2	3	4	3	4	4	4	3	4	4	4	5	5	2	5	5	4	5	4	2	4	3	4	4	4	3	98	
17	nanang	5	5	4	4	4	4	4	5	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	109	
18	ani	4	3	4	4	4	4	4	3	5	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	105	
19	linda	4	4	4	5	3	4	3	4	2	3	4	3	2	5	3	1	3	2	3	4	2	3	4	4	4	2	85	
20	eka	3	3	3	2	3	3	3	3	4	4	4	3	4	3	1	3	3	2	4	3	3	3	3	3	3	4	81	
21	donny	2	2	5	3	4	3	3	4	4	4	3	5	3	2	3	4	3	5	5	4	4	4	4	4	2	5	94	
22	david	4	4	4	4	4	5	4	4	4	5	4	4	4	2	4	4	4	4	5	2	4	4	5	4	5	4	105	
23	yosef	4	3	5	4	4	4	4	3	4	5	4	5	4	2	3	3	3	4	4	4	4	4	3	4	4	4	99	
24	danu	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	100	
25	raharjo	4	3	4	4	4	4	4	3	5	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	105	
26	rizky	2	3	4	3	4	4	4	3	4	4	4	5	5	2	5	5	4	5	4	2	4	3	4	4	4	1	96	
27	sisil	4	4	4	3	5	4	3	4	4	4	4	4	4	3	3	4	4	3	4	5	3	3	4	4	4	3	98	
28	ditya	3	4	4	4	5	3	4	4	5	4	4	4	5	3	3	4	4	5	5	4	4	4	4	4	3	3	103	
29	fitra	5	5	4	4	4	3	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	108	
30	arif	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	3	4	5	4	4	4	4	4	4	4	105	
31	setyo	4	3	5	4	4	4	4	3	4	5	4	5	4	3	3	3	2	4	4	4	4	4	3	4	4	4	99	
32	koko	4	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	5	2	4	4	5	4	5	4	107	
33	rendra	5	5	4	4	4	4	4	5	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	109	
34	indah	2	3	4	3	4	4	4	3	4	4	4	5	5	2	5	5	4	5	4	2	4	3	4	4	4	3	98	
35	roy	5	5	4	4	4	4	4	5	4	4	5	4	4	4	3	5	4	4	4	4	4	4	4	4	4	4	108	
36	ayu	4	3	5	4	4	4	4	3	4	5	4	5	4	2	3	3	3	4	4	4	4	4	3	4	4	4	99	
37	mita	2	3	4	3	4	4	4	3	4	4	4	5	5	2	5	5	4	5	4	2	4	3	4	4	4	2	97	
38	dodot	4	3	4	4	4	4	4	3	5	5	4	3	4	4	4	5	5	4	4	4	4	4	4	4	4	4	105	
39	endra	5	5	4	4	4	4	4	5	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	109	
40	rio	3	4	4	4	5	3	4	4	5	4	4	4	5	3	3	4	4	5	5	4	4	4	4	4	3	3	103	

PERILAKU  
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no	nama	1	3	4	5	6	7	8	9	10	11	12	13	14	15	17	18	21	22	23	24	25	26	27	28	29	30	TOTAL
		F	F	UF	F	UF	F	F	UF	UF	F	F	UF	UF	F	UF	F	F	UF	UF	F	UF	F	F	UF	F	UF	
	<b>IKLAN</b>																											
41	aldila	3	4	3	4	5	4	3	4	4	4	4	4	4	4	4	4	3	3	4	4	3	3	4	3	4	4	97
42	galih	3	3	4	4	5	4	3	3	4	4	4	5	4	3	3	4	4	3	4	4	3	3	3	4	3	1	92
43	sisda	2	2	2	2	4	2	2	2	2	2	2	4	2	2	1	2	2	2	1	2	1	2	2	4	2	2	55
44	yudha	3	2	3	3	4	2	2	2	2	2	4	2	2	1	2	2	2	2	2	2	2	4	3	4	2	1	62
45	dicky	2	3	4	4	5	5	3	3	5	4	4	5	5	2	3	4	3	3	4	4	4	4	5	4	2	4	98
46	rizal	2	4	4	2	4	4	2	4	4	4	5	4	4	2	4	4	4	4	4	4	4	4	4	4	4	3	96
47	roky	3	3	5	3	4	3	2	3	5	4	4	5	5	3	3	4	4	4	4	3	4	3	4	5	4	4	98
48	agnes	4	4	1	3	3	3	1	4	3	5	5	3	1	3	1	3	2	1	3	3	3	2	2	4	2	4	73
49	badar	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	3	101
50	winda	2	4	2	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	3	5	4	4	4	4	3	97
51	navy	4	4	5	4	5	4	4	4	5	4	4	5	5	4	4	4	4	4	4	5	4	4	4	4	5	4	111
52	lia	2	3	4	4	5	5	3	3	5	4	4	5	5	2	3	4	4	3	4	4	3	3	3	4	3	3	95
53	navra	4	4	4	4	5	5	3	4	5	4	4	5	5	2	2	4	3	3	4	4	3	2	3	4	2	4	96
54	iqbal	3	3	3	2	4	3	3	3	4	3	4	3	4	2	3	2	3	3	4	2	4	3	2	3	2	2	77
55	bildad	2	2	2	2	5	4	4	2	5	4	5	5	4	4	4	2	4	4	4	4	4	4	3	4	4	1	92
56	eka	1	2	3	3	4	4	3	2	4	4	4	4	3	2	3	4	4	3	5	3	2	4	3	4	4	4	86
57	mohamad	3	4	3	4	5	4	3	4	4	4	4	4	4	4	4	4	3	3	4	4	3	3	4	4	4	1	95
58	okto	2	1	4	1	2	2	2	1	3	2	1	2	1	1	1	2	1	1	4	2	1	2	2	4	2	3	50
59	fariez	3	4	4	3	4	4	4	4	4	3	4	4	4	3	4	4	3	4	4	3	4	3	3	4	4	3	95
60	suyanto	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	5	3	4	4	4	3	102
61	bayu	4	4	4	4	5	5	3	4	5	4	4	5	5	2	4	4	4	4	5	4	4	4	4	4	4	3	106
62	santi	3	4	4	3	4	4	4	4	4	3	4	4	4	3	4	4	3	3	4	4	3	2	3	4	2	3	91
63	siska	2	4	4	2	4	4	2	4	4	4	5	4	4	2	3	4	4	4	4	3	4	3	4	4	4	4	94
64	pras	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	5	3	4	4	4	3	102
65	roro	4	4	4	4	4	4	2	4	4	4	4	4	4	2	3	2	2	4	4	3	4	2	4	4	4	4	92
66	ghestie	2	3	3	2	4	3	3	3	2	2	2	3	2	2	1	2	3	4	4	3	2	4	4	3	2	3	71
67	rosa	2	2	2	2	4	2	2	2	4	4	4	4	4	2	2	4	2	2	4	2	2	2	4	4	5	2	75
68	richa	2	3	4	3	4	4	2	3	4	2	3	4	3	2	4	3	3	3	4	3	2	2	3	4	3	2	79
69	erwin	4	4	4	4	5	5	3	4	5	4	4	5	5	2	2	4	3	3	4	4	3	2	3	4	2	4	96
70	fitri	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	5	3	4	4	4	3	102
71	sandy	3	4	3	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	102
72	wilson	3	4	4	4	5	4	4	4	4	4	4	5	4	3	3	4	4	3	4	4	4	3	4	4	4	2	99
73	erik l	3	4	4	4	4	2	2	4	2	4	4	4	2	4	4	4	2	2	3	2	3	2	2	4	4	2	81
74	sony	3	2	3	3	4	2	2	2	2	2	4	2	2	2	2	2	2	2	2	2	2	4	3	4	3	3	66
75	tomy	2	3	4	4	5	5	4	3	5	4	4	5	5	2	3	4	3	3	4	4	4	4	5	4	4	4	101
76	herry	2	4	4	2	4	4	2	4	4	4	5	4	4	2	4	4	4	4	4	4	4	4	4	4	4	3	96
77	alvon	3	4	5	4	4	3	4	4	5	4	4	5	5	3	3	4	4	4	4	3	4	3	4	5	4	4	103
78	kevin	4	4	3	3	3	3	3	4	3	5	5	3	4	3	3	3	2	2	3	3	3	2	2	3	2	4	82
79	elsa	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	102
80	siska	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	5	4	4	4	4	101

## *LAMPIRAN 2*

RELIABILITY ANALYSIS - SCALE (ALPHA)  
KOMUNIKASI MULUT KE MULUT

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
N1	102.9250	98.8404	.5968	.8830
N2	103.2250	95.5635	.4394	.8848
N3	102.9750	94.6917	.4854	.8836
N4	103.1750	98.2506	.4158	.8849
N5	103.2000	98.8308	.2686	.8892
N6	103.1750	93.0712	.5960	.8804
N7	103.0500	97.1769	.5241	.8828
N8	103.5250	92.4096	.6658	.8785
N9	103.1250	98.5737	.2333	.8916
N10	102.8750	100.9840	.4276	.8857
N11	102.8000	98.8308	.4807	.8841
N12	102.8750	100.1122	.4055	.8855
N13	103.1250	100.6763	.3197	.8867
N14	103.3000	98.6256	.4400	.8845
N15	103.1250	91.1891	.7017	.8773
N16	103.2250	91.7173	.6433	.8790
N17	103.3250	93.6609	.7152	.8782
N18	102.9000	102.8615	.1169	.8898
N19	102.9750	104.2814	.0111	.8896
N20	103.2250	97.3071	.4228	.8848
N21	103.4250	97.3276	.3976	.8855
N22	103.3750	94.9583	.5554	.8816
N23	103.0250	99.8712	.4229	.8852
N24	103.2500	98.1923	.4559	.8842

N25	103.4000	92.8103	.7288	.8775
N26	103.0000	102.2051	.2841	.8874
N27	102.9750	96.4865	.4508	.8842
N28	103.7500	99.4744	.2423	.8897

### Reliability Coefficients

N of Cases = 40.0

N of Items = 28

Alpha = .8880

## RELIABILITY ANALYSIS - SCALE (ALPHA)

**IKLAN**

## Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
N1	105.1500	120.8487	.5417	.9053
N2	105.5250	121.3840	.5670	.9052
N3	106.2500	117.5769	.5626	.9046
N4	105.3000	122.4205	.4907	.9062
N5	105.3750	117.7788	.6299	.9034
N6	105.3500	118.7974	.5877	.9042
N7	105.7000	116.8308	.5985	.9038
N8	105.9500	120.9205	.4841	.9061
N9	105.4500	120.0487	.6675	.9038
N10	105.6500	116.4385	.5742	.9043
N11	105.5750	119.0712	.4303	.9075
N12	105.7000	127.1385	.1535	.9101
N13	106.1000	113.9385	.6084	.9038
N14	105.3750	113.8814	.7202	.9011
N15	105.6750	130.7378	-.1684	.9147
N16	105.6250	130.1378	-.1287	.9138
N17	105.9500	128.1513	.0008	.9152
N18	105.6250	121.6250	.6622	.9046
N19	105.5000	123.2308	.5546	.9061
N20	105.6750	118.1737	.6766	.9029
N21	105.9750	116.9481	.7098	.9021
N22	105.9250	114.1737	.6243	.9033
N23	105.6750	117.3019	.6631	.9028

N24	106.1250	114.0096	.6395	.9029
N25	105.8500	119.0026	.5746	.9045
N26	105.9500	117.9462	.7284	.9023
N27	105.8000	124.2667	.2032	.9116
N28	105.4000	123.5282	.4001	.9074

#### Reliability Coefficients

N of Cases = 40.0

N of Items = 28

Alpha = .9090

RELIABILITY ANALYSIS - SCALE (ALPHA)  
**PERILAKU MEMBELI**

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
N1	105.7500	183.7089	.3956	.9264
N2	105.7500	186.1646	.2801	.9284
N3	105.4250	179.7158	.6432	.9228
N4	105.2250	184.1259	.4892	.9248
N5	105.5375	179.9733	.6568	.9226
N6	104.8125	187.9771	.3904	.9259
N7	105.1750	185.2601	.4350	.9255
N8	105.5750	180.8044	.6334	.9230
N9	105.3750	180.2373	.6362	.9229
N10	105.0000	180.1013	.6563	.9227
N11	105.1500	180.2304	.6372	.9229
N12	105.0125	183.6834	.5556	.9241
N13	104.9375	182.9454	.5522	.9241
N14	105.0750	175.4880	.7292	.9213
N15	106.0750	183.6652	.3976	.9264
N16	105.9500	186.7570	.2901	.9278
N17	105.6875	177.0783	.6241	.9229
N18	105.2375	178.8416	.6750	.9223
N19	104.8000	190.8962	.2682	.9269
N20	105.1000	189.8633	.2854	.9269
N21	105.5375	178.9100	.6934	.9221
N22	105.3875	178.0378	.6400	.9227
N23	105.0500	183.2633	.5306	.9243
N24	105.5375	184.1758	.4220	.9258



N25	105.4500	175.7949	.7806	.9207
N26	105.6125	183.3796	.5245	.9244
N27	105.2875	180.7391	.6408	.9229
N28	105.0250	191.4930	.3547	.9265
N29	105.4000	180.9013	.5476	.9241
N30	105.7000	183.2506	.4141	.9261

### Reliability Coefficients

N of Cases = 80.0

N of Items = 30

Alpha = .9267

## *LAMPIRAN 3*

## Uji Normalitas

### Case Processing Summary

KMM	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
56	1	100.0%	0	.0%	1	100.0%
65	1	100.0%	0	.0%	1	100.0%
71	5	100.0%	0	.0%	5	100.0%
72	2	100.0%	0	.0%	2	100.0%
80	1	100.0%	0	.0%	1	100.0%
82	2	100.0%	0	.0%	2	100.0%
83	2	100.0%	0	.0%	2	100.0%
84	1	100.0%	0	.0%	1	100.0%
87	1	100.0%	0	.0%	1	100.0%
88	9	100.0%	0	.0%	9	100.0%
89	4	100.0%	0	.0%	4	100.0%
90	3	100.0%	0	.0%	3	100.0%
92	2	100.0%	0	.0%	2	100.0%
93	4	100.0%	0	.0%	4	100.0%
94	2	100.0%	0	.0%	2	100.0%

### Tests of Normality

	KMM	Kolmogorov-Smirnov			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
BLI.KMM	71	.222	5	.200	.789	5	.081
	72	.260	2	.			
	82	.260	2	.			
	83	.260	2	.			
	88	.260	9	.081			
	89	.191	4	.			
	90	.282	3	.			
	92	.260	2	.			
	93	.347	4	.			
	94	.260	2	.			

\* this is a lower bound of thr true significance

## Uji Normalitas

### Case Processing Summary

	Cases						
	Valid			Missing		Total	
	IKLAN	N	Percent	N	Percent	N	Percent
BELIKLAN	59	1	100.0%	0	.0%	1	100.0%
	60	1	100.0%	0	.0%	1	100.0%
	68	2	100.0%	0	.0%	2	100.0%
	80	1	100.0%	0	.0%	1	100.0%
	82	1	100.0%	0	.0%	1	100.0%
	83	1	100.0%	0	.0%	1	100.0%
	84	2	100.0%	0	.0%	2	100.0%
	86	1	100.0%	0	.0%	1	100.0%
	88	5	100.0%	0	.0%	5	100.0%
	89	1	100.0%	0	.0%	1	100.0%
	90	2	100.0%	0	.0%	2	100.0%
	91	2	100.0%	0	.0%	2	100.0%
	92	2	100.0%	0	.0%	2	100.0%
	95	2	100.0%	0	.0%	2	100.0%
	97	4	100.0%	0	.0%	4	100.0%
	98	6	100.0%	0	.0%	6	100.0%
	99	1	100.0%	0	.0%	1	100.0%
	101	1	100.0%	0	.0%	1	100.0%
	104	2	100.0%	0	.0%	2	100.0%
	105	1	100.0%	0	.0%	1	100.0%
	106	1	100.0%	0	.0%	1	100.0%

### Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk			
	IKLAN	Statistic	df	Sig.	Statistic	df	Sig.
BELIKLAN	68	.260	2	.			
	84	.260	2	.			
	88	.206	5	.200	.844	5	.227
	90	.260	2	.			
	92	.260	2	.			
	95	.260	2	.			
	97	.162	4	.			
	98	.255	6	.200	.916	6	.456
	104	.260	2	.			

\* This is a lower bound of the true significance.

## *LAMPIRAN 4*

## Uji Linearitas

### Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
BELI.KMM * KMM	40	100.0%	0	.0%	40	100.0%

### Report

#### BELI.KMM

KMM	Mean	N	Std. Deviation
56	64.00	1	.
65	79.00	1	.
71	92.80	5	11.69
72	96.00	2	4.24
80	98.00	1	.
82	99.00	2	5.66
83	103.00	2	4.24
84	100.00	1	.
87	100.00	1	.
88	104.22	9	3.31
89	101.75	4	3.50
90	101.67	3	5.69
92	107.50	2	3.54
93	97.00	4	8.16
94	107.50	2	.71
Total	99.22	40	9.46

**ANOVA Tabel**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	2470.203	14	176.443	4.338	.001
Linearity	1676.839	1	1676.839	41.229	.000
Deviation from Linearity	793.364	13	61.028	1.501	.186
Within Groups	1016.772	25	40.671		
Total	3486.975	39			

**Measures of Association**

	R	R Squared	Eta	Eta Squared
BELI.KMM * KMM	.693	.481	.842	.708

## Uji Linearitas

### Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
BELI.IKLAN * IKLAN	40	100.0%	0	.0%	40	100.0%

### Report

#### BELI.IKLAN

IKLAN	Mean	N	Std. Deviation
59	87.00	1	.
60	68.00	1	.
68	78.50	2	21.92
80	73.00	1	.
82	94.00	1	.
83	80.00	1	.
84	85.50	2	6.36
86	102.00	1	.
88	76.60	5	22.70
89	71.00	1	.
90	96.50	2	3.54
91	94.00	2	.00
92	104.00	2	9.90
95	92.00	2	14.14
97	98.25	4	2.99
98	97.83	6	4.58
99	102.00	1	.
101	95.00	1	.
104	97.00	2	7.07
105	106.00	1	.
106	76.00	1	.
Total	90.30	40	13.92



**ANOVA Tabel**

	Sum of Squares	df	Mean Square	F	Sig.
BELI.IKLAN Between (Combined) * IKLAN Groups	4478.117	20	223.906	1.384	.242
Linearity	1486.139	1	1486.139	9.185	.007
Deviation from Linearity	2991.978	19	157.473	.973	.523
Within Groups	3074.283	19	161.804		
Total	7552.400	39			

**Measures of Association**

	R	R Squared	Eta	Eta Squared
BELI.IKLAN * IKLAN	.444	.197	.770	.593

## *LAMPIRAN 5*

## Analisis Regresi

### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	KMM	.	Enter

a All requested variables entered.

b Dependent Variable: BELI.KMM

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693	.481	.467	6.90

a Predictors: (Constant), KMM

### ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1676.839	1	1676.839	35.202	.000
	Residual	1810.136	38	47.635		
	Total	3486.975	39			

a Predictors: (Constant), KMM

b Dependent Variable: BELI.KMM

### Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	39.445	10.135		3.892	.000
	KMM	.711	.120	.693	5.933	.000

a Dependent Variable: BELI.KMM

## Analisis Regresi

### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	IKLAN	.	Enter

a All requested variables entered.

b Dependent Variable: BELI.IKLAN

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.444	.197	.176	12.63

a Predictors: (Constant), IKLAN

### ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1486.139	1	1486.139	9.309	.004
	Residual	6066.261	38	159.638		
	Total	7552.400	39			

a Predictors: (Constant), IKLAN

b Dependent Variable: BELI.IKLAN

### Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40.344	16.494		2.446	.019
	IKLAN	.553	.181	.444	3.051	.004

a Dependent Variable: BELI.IKLAN

*LAMPIRAN 6*

*LAMPIRAN 7*

## IDENTITAS SUBJEK

NO	Nama	Usia	Tingkat Pendidikan	Jenis kelamin
1	Aditya Saputra	21 th	SMA	Laki-laki
2	Mohammad Ikhsan	25 th	S1	Laki-laki
3	Dika Ananta	19 th	SMA	Perempuan
4	G Sandro Mario	20 th	SMA	Laki-laki
5	Erick Setiawan	23 th	S1	Laki-laki
6	Tika Soemardy	20 th	SMA	Perempuan
7	Roedi BS	20 th	SMA	Laki-laki
8	Erry Fadilla	22 th	S1	Perempuan
9	Shely Silvana VDH	19 th	SMA	Perempuan
10	Sumi Suparti N	20 th	SMA	Perempuan
11	Maria Ikasari	23 th	S1	Perempuan
12	Rau Dlatul Imroh	20 th	SMA	Perempuan
13	N. Basuki	19 th	SMA	Laki-laki
14	Arina P	23 th	S1	Perempuan
15	Linda Agustin	22 th	SMA	Perempuan
16	Hendra Rochman W	22 th	SMA	Laki-laki
17	Nanang H	24 th	S1	Laki-laki
18	Anik Supriyani	22 th	SMK	Perempuan
19	Indra Gunawan	19 th	SMP	Laki-laki
20	Eka Wulan Oktavia	21 th	SMA	Perempuan
21	Donny Irawan	21 th	SMA	Laki-laki
22	David J	22 th	S1	Laki-laki
23	Yosef Robert	24 th	S1	Laki-laki
24	Danu	19 th	SMA	Laki-laki
25	Raharjo	20 th	SMA	Laki-laki
26	Rizki Amalia	23 th	SMA	Perempuan
27	Sisil Sasmita	20 th	SMA	Perempuan
28	Ditya R	20 th	SMA	Perempuan
29	Fitra Agustin	25 th	S2	Perempuan

30	Arif	24 th	S1	Laki-laki
31	Setyo Mahardy	19 th	SMA	Laki-laki
32	Koko	19 th	SMA	Laki-laki
33	Rendra	20 th	D1	Laki-laki
34	Indah B	21 th	SMA	Perempuan
35	Roy Soemardy	23 th	S1	Laki-laki
36	Ayu	22 th	D1	Perempuan
37	Mita Putri	21 th	SMA	Perempuan
38	Dodot	22 th	S1	Laki-laki
39	Endra Ramadhan	21 th	SMA	Laki-laki
40	Rio	22 th	S1	Laki-laki
41	Aldila SPS	22 th	S1	Perempuan
42	Galih Perdana P	21 th	SMA	Laki-laki
43	Sisda Septaria	20 th	SMA	Perempuan
44	Dwi Yudha	22 th	D1	Laki-laki
45	Dicky P	20 th	SMA	Laki-laki
46	Rizal Fahmi	24 th	S1	Laki-laki
47	Roky Dian	25 th	S1	Laki-laki
48	Agnes Widya Astanti	23 th	SMA	Perempuan
49	Badarussyamsi	25 th	SMA	Laki-laki
50	Wynda Etika Sari	21 th	D1	Perempuan
51	Navy	24 th	S1	Perempuan
52	Lia Andriani	24 th	D3	Perempuan
53	Syarifah Navratilova	21 th	SMA	Perempuan
54	MT Iqbal Darmawan	20 th	SMA	Laki-laki
55	Bildad	19 th	SMA	Laki-laki
56	Eko Pratama S	19 th	SMA	Laki-laki
57	Mohammad Akylla	23 th	S1	Laki-laki
58	Octo F	22 th	SMA	Laki-laki
59	Fariez	20 th	SMA	Laki-laki
60	Suyanto	25 th	D3	Laki-laki
61	Bayu Adjie P	19 th	SMA	Laki-laki
62	Santi	20 th	SMA	Perempuan



63	Siska Ekaputri	20 th	SMA	Perempuan
64	Prasetyo	20 th	SMK	Laki-laki
65	Roro Wilis	22 th	DI	Perempuan
66	Ghestie	23 th	S1	Perempuan
67	Rozza Prima Indrie	20 th	SMA	Perempuan
68	Richa Dwi Permata S	19 th	SMA	Perempuan
69	Erwin	24 th	S1	Laki-laki
70	Fitri Nuraini	25 th	S2	Perempuan
71	Sandi D	25 th	S1	Laki-laki
72	Wilson Harrefa	22 th	S1	Laki-laki
73	Erik I	23 th	S1	Laki-laki
74	Sony T	22 th	SMA	Laki-laki
75	Tomy Ardiansyah	23 th	SMA	Laki-laki
76	Herry Kurniawan	20 th	SMA	Laki-laki
77	Alfon	20 th	SMA	Laki-laki
78	Kevin	22 th	SMA	Laki-laki
79	Elsa Prissila	21 th	SMA	Perempuan
80	Siska DP	22 th	SMK	Perempuan

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