LAMPIRAN

General Linear Model

Between-Subjects Factors

		N
R.X.1	1,0	1
	1,5	5
	2,0	10
	2,5	16
	3,0	22
	3,5	32
	4,0	29
	4,5	6
	5,0	4

Multivariate Tests[c]

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	,910	578,507[a]	2,000	115,000	,000
	Wilks' Lambda	,090	578,507[a]	2,000	115,000	,000
	Hotelling's Trace	10,061	578,507[a]	2,000	115,000	,000
	Roy's Largest Root	10,061	578,507[a]	2,000	115,000	,000
R.X.1	Pillai's Trace	,308	2,641	16,000	232,000	,001
	Wilks' Lambda	,694	2,881[a]	16,000	230,000	,000
	Hotelling's Trace	,438	3,122	16,000	228,000	,000
	Roy's Largest Root	,431	6,254[b]	8,000	116,000	,000

a. Exact statistic

b. The statistic is an upper bound on F that yields a lower bound on the significance level.

c. Design: Intercept+R.X.1

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	R.Y.1	24,317[a]	8	3,040	5,104	,000
	R.Y.2	20,754[b]	8	2,594	5,606	,000
Intercept	R.Y.1	531,710	1	531,710	892,900	,000
	R.Y.2	501,219	1	501,219	1083,215	,000
R.X.1	R.Y.1	24,317	8	3,040	5,104	,000
	R.Y.2	20,754	8	2,594	5,606	,000
Error	R.Y.1	69,076	116	,595		
	R.Y.2	53,675	116	,463		
Total	R.Y.1	1747,410	125			
	R.Y.2	1597,290	125			
Corrected Total	R.Y.1	93,393	124			
	R.Y.2	74,428	124			

a. R Squared = ,260 (Adjusted R Squared = ,209)

b. R Squared = ,279 (Adjusted R Squared = ,229)

Fakultas Ekonomi
Universitas Muhammadiyah
Surakarta

Kepada : Yth. Sdr/ Sdri
Mahasiswa Fakultas Ekonomi
Universitas Muhammadiyah Surakarta
Ditempat

Dengan hormat,

Sehubungan dengan penelitian yang saya adakan dengan judul "ANALISIS PENGARUH KESESUAIAN CITRA DIRI TERHADAP KESUKAAN MEREK DAN KEPUASAN PARA PENGGUNA SEPEDA MOTOR MEREK HONDA (Study pada mahasiswa Fakultas Ekonomi Universitas Muhammadiyah Surakarta)", maka saya mohon kesediaan Sdr/ Sdri untuk mengisi daftar pertanyaan berikut. Daftar pertanyaan ini digunakan untuk melengkapi data penelitian dalam rangka penulisan skripsi.

Tujuan dari penelitian ini adalah untuk mengutahui adanya pengaruh positif dan signifikan antara kesesuaian citra diri konsumen dengan merek yang digunakan terhadap kesukaan akan merek dan kepuasan dalam menggunakan sepeda motor merek Honda. Serta untuk mengetahui apakah konsumen pada berbagai tingkatan kesesuaian citra diri dengan merek yang digunakan akan memiliki tingkat kesukaan akan merek dan kepuasan yang berbeda.

Mengingat pentingnya kegunaan data tersebut, saya sangat mengharapkan kerjasama anda dalam memberikan jawaban yang benar tanpa dipengaruhi oleh pihak-pihak lain. Atas perhatian, bantuan serta kerjasama yang diberikan, saya ucapkan terima kasih.

Hormat saya,

(DIDIK KURNIASIH)

KUESIONER

Petunjuk pengisian :
Mohon berikan jawaban dari setiap pertanyaan dibawah ini menurut pendapat anda dengan memberikan **tanda silang (X)** pada setiap jawaban yang anda pilih.

KARAKTERISTIK REPONDEN :

1. Nama : ……...
2. Jenis kelamin anda adalah :
   a. Laki-laki
   b. Perempuan
3. Usia anda saat ini adalah :
   a. 15-24 tahun
   b. 25-34 tahun
   c. >35 tahun
4. Pendapatan/ uang saku perbulan yang anda terima saat ini adalah :
   a. =Rp. 500.000,00
   b. >Rp. 500.000,00-Rp. 1.000.000,00
   c. >Rp. 1.000.000,00-Rp. 1.500.000,00
   d. >Rp. 1.500.000,00
5. Status pernikahan anda saat ini adalah :
   a. Belum menikah
   b. Menikah
   c. Lainnya

Berikan **tanda silang (X)** pada kolom yang telah disediakan :

Keterangan : **SS** = Sangat Setuju
S = Setuju
N = Netral
TS = Tidak Setuju
STS = Sangat Tidak Setuju

NO	PERTANYAAN	JAWABAN				
		SS	S	N	TS	STS
	KESESUAIAN CITRA DIRI					
1	Citra yang melekat pada sepeda motor merek Honda sesuai dengan karakter diri saya					
2	Cerminan diri saya kurang lebih sama dengan orang yang menggunakan sepeda motor merek Honda pada kegiatan sehari-hari.					

NO	PERTANYAAN	JAWABAN				
		SS	S	N	TS	STS
	KESUKAAN MEREK					
1	Saya lebih menyukai sepeda motor merek Honda daripada sepeda motor merek lain.					
2	Saya lebih sering menggunakan sepeda motor merek Honda dari pada sepeda motor merek lain.					
3	Sepeda motor Honda adalah merek pilihan saya dibandingkan dengan sepeda motor merek lain.					
4	Saya lebih tertarik membeli sepeda motor merek Honda daripada sepeda motor merek lain.					

NO	PERTANYAAN	JAWABAN				
		SS	S	N	TS	STS
	KEPUASAN					
1	Setelah mempertimbangkan dengan yang lainnya, saya lebih puas dengan sepeda motor merek Honda.					
2	Kualitas sepeda motor merek Honda adalah sempurna					
3	Jika seseorang bertanya pada saya, saya akan merekomendasikan kepada mereka sepeda motor merek Honda.					

PRETEST

Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
X1.1	3.60	.81	30
X1.2	3.07	1.08	30
Y1.1	4.13	1.04	30
Y1.2	4.10	1.03	30
Y1.3	3.63	1.07	30
Y1.4	3.83	1.02	30
Y2.1	3.97	1.16	30
Y2.2	3.90	1.18	30
Y2.3	3.83	1.26	30

Correlation Matrix

		X1.1	X1.2	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2	Y2.3
Correlation	X1.1	1.000	.580	.391	.379	.262	.374	.461	.494	.437
	X1.2	.580	1.000	.421	.397	.411	.511	.442	.544	.590
	Y1.1	.391	.421	1.000	.985	.698	.736	.689	.682	.673
	Y1.2	.379	.397	.985	1.000	.695	.739	.668	.659	.651
	Y1.3	.262	.411	.698	.695	1.000	.735	.548	.571	.594
	Y1.4	.374	.511	.736	.739	.735	1.000	.666	.756	.728
	Y2.1	.461	.442	.689	.668	.548	.666	1.000	.901	.868
	Y2.2	.494	.544	.682	.659	.571	.756	.901	1.000	.888
	Y2.3	.437	.590	.673	.651	.594	.728	.868	.888	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	270.432
	df	36
	Sig.	.000

Anti-image Matrices

		X1.1	X1.2	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2	Y2.3
Anti-image Covariance	X1.1	.573	-.246	2.890E-03	-7.30E-03	4.696E-02	1.774E-02	-4.28E-02	-3.09E-02	5.454E-02
	X1.2	-.246	.457	-1.08E-02	1.275E-02	-3.32E-02	-3.10E-02	6.951E-02	-1.43E-02	-9.39E-02
	Y1.1	2.890E-03	-1.08E-02	2.785E-02	-2.71E-02	-8.99E-03	9.957E-03	-2.96E-03	-4.25E-03	-1.73E-03
	Y1.2	-7.30E-03	1.275E-02	-2.71E-02	2.863E-02	-7.82E-04	-1.74E-02	-1.05E-03	5.351E-03	1.585E-03
	Y1.3	4.696E-02	-3.32E-02	-8.99E-03	-7.82E-04	.395	-.124	-9.43E-03	2.334E-02	-1.65E-02
	Y1.4	1.774E-02	-3.10E-02	9.957E-03	-1.74E-02	-.124	.248	3.578E-02	-6.19E-02	-1.71E-02
	Y2.1	-4.28E-02	6.951E-02	-2.96E-03	-1.05E-03	-9.43E-03	3.578E-02	.139	-7.07E-02	-5.82E-02
	Y2.2	-3.09E-02	-1.43E-02	-4.25E-03	5.351E-03	2.334E-02	-6.19E-02	-7.07E-02	.116	-4.25E-02
	Y2.3	5.454E-02	-9.39E-02	-1.73E-03	1.585E-03	-1.65E-02	-1.71E-02	-5.82E-02	-4.25E-02	.153
Anti-image Correlation	X1.1	.824[a]	-.481	2.289E-02	-5.70E-02	9.881E-02	4.702E-02	-.152	-.120	.185
	X1.2	-.481	.804[a]	-9.54E-02	.111	-7.82E-02	-9.21E-02	.275	-6.18E-02	-.356
	Y1.1	2.289E-02	-9.54E-02	.795[a]	-.958	-8.57E-02	.120	-4.76E-02	-7.46E-02	-2.65E-02
	Y1.2	-5.70E-02	.111	-.958	.785[a]	-7.36E-03	-.206	-1.66E-02	9.269E-02	2.398E-02
	Y1.3	9.881E-02	-7.82E-02	-8.57E-02	-7.36E-03	.932[a]	-.396	-4.02E-02	.109	-6.73E-02
	Y1.4	4.702E-02	-9.21E-02	.120	-.206	-.396	.899[a]	.192	-.364	-8.78E-02
	Y2.1	-.152	.275	-4.76E-02	-1.66E-02	-4.02E-02	.192	.857[a]	-.555	-.399
	Y2.2	-.120	-6.18E-02	-7.46E-02	9.269E-02	.109	-.364	-.555	.870[a]	-.319
	Y2.3	.185	-.356	-2.65E-02	2.398E-02	-6.73E-02	-8.78E-02	-.399	-.319	.898

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X1.1	1.000	.809
X1.2	1.000	.778
Y1.1	1.000	.900
Y1.2	1.000	.901
Y1.3	1.000	.755
Y1.4	1.000	.781
Y2.1	1.000	.922
Y2.2	1.000	.940
Y2.3	1.000	.910

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.950	66.110	66.110	5.950	66.110	66.110	3.173	35.254	35.254
2	1.065	11.834	77.944	1.065	11.834	77.944	2.736	30.400	65.654
3	.682	7.580	85.524	.682	7.580	85.524	1.788	19.870	85.524
4	.532	5.908	91.433						
5	.335	3.727	95.160						
6	.238	2.647	97.807						
7	.106	1.179	98.986						
8	7.689E-02	.854	99.840						
9	1.437E-02	.160	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
X1.1	.566	.643	
X1.2	.646	.541	
Y1.1	.874		
Y1.2	.861		
Y1.3	.764		
Y1.4	.868		
Y2.1	.871		
Y2.2	.902		
Y2.3	.893		

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
X1.1			.865
X1.2			.810
Y1.1	.858		
Y1.2	.873		
Y1.3	.819		
Y1.4	.700		
Y2.1		.859	
Y2.2		.836	
Y2.3		.816	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3
1	.670	.624	.403
2	-.581	.102	.808
3	.463	-.775	.431

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Coefficient Matrix

	Component		
	1	2	3
X1.1	-.103	-.188	.698
X1.2	-.046	-.177	.619
Y1.1	.405	-.172	-.042
Y1.2	.431	-.199	-.049
Y1.3	.436	-.236	-.040
Y1.4	.224	.007	-.021
Y2.1	-.199	.552	-.161
Y2.2	-.188	.490	-.070
Y2.3	-.170	.468	-.068

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Component Score Covariance Matrix

Component	1	2	3
1	1.000	1.789E-16	.000
2	1.789E-16	1.000	1.637E-16
3	.000	1.637E-16	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

PRETEST

Kesesuaian Citra Diri
Reliability

```
 ****** Method 1 (space saver) will be used for this analysis
******


  R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P
H A)


Reliability Coefficients

N of Cases =     30.0                    N of Items =  2

Alpha =    .7161
```

Kesukaan Merek
Reliability

```
 ****** Method 1 (space saver) will be used for this analysis
******


  R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P
H A)


Reliability Coefficients

N of Cases =     30.0                    N of Items =  4

Alpha =    .9281
```

Kepuasan
Reliability

```
 ****** Method 1 (space saver) will be used for this analysis
******


  R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P
H A)


Reliability Coefficients
```

N of Cases = 30.0 *N of Items = 3*

Alpha = .9581

SKOR ITEM PERTANYAAN PRE TEST

No	x1.1	x1.2	X1	Rata²	y1.1	y1.2	y1.3	y1.4	Y1	Rata²	y2.1	y2.2	y2.3	Y2	Rata²
1	4	4	8	4.00	5	4	4	4	17	4.25	5	5	5	15	5.00
2	2	4	4	2.00	4	4	3	4	15	3.75	3	3	3	9	3.00
3	3	4	7	3.50	5	5	4	5	19	4.75	5	5	5	15	5.00
4	4	4	8	4.00	5	5	4	4	18	4.50	4	4	5	13	4.33
5	4	4	6	3.00	4	4	4	4	16	4.00	4	4	2	10	3.33
6	3	4	4	2.00	5	5	4	3	17	4.25	3	2	2	7	2.33
7	3	4	6	3.00	3	3	3	2	11	2.75	5	4	4	13	4.33
8	3	4	5	2.50	5	5	4	4	18	4.50	3	3	3	9	3.00
9	3	4	4	2.00	1	1	1	1	4	1.00	1	1	1	3	1.00
10	3	4	6	3.00	2	2	3	3	10	2.50	2	2	2	6	2.00
11	4	4	8	4.00	3	3	4	3	13	3.25	2	2	2	6	2.00
12	5	4	9	4.50	5	5	4	5	19	4.75	4	5	5	14	4.67
13	4	4	7	3.50	4	4	4	4	16	4.00	5	5	5	15	5.00
14	4	4	6	3.00	4	4	2	4	14	3.50	5	5	4	14	4.67
15	2	4	4	2.00	4	4	4	4	16	4.00	4	4	4	12	4.00
16	2	4	4	2.00	3	3	2	3	11	2.75	2	2	2	6	2.00
17	3	4	6	3.00	3	3	3	3	12	3.00	3	3	3	9	3.00
18	4	4	8	4.00	5	5	4	5	19	4.75	5	5	5	15	5.00
19	4	4	7	3.50	4	4	2	2	12	3.00	3	4	3	10	3.33
20	4	4	8	4.00	5	5	5	5	20	5.00	5	5	5	15	5.00
21	4	4	8	4.00	5	5	4	4	18	4.50	4	4	3	11	3.67
22	4	4	8	4.00	4	4	2	3	13	3.25	4	3	4	11	3.67
23	3	4	7	3.50	4	4	5	5	18	4.50	4	5	5	14	4.67
24	3	4	6	3.00	5	5	5	4	19	4.75	5	5	5	15	5.00
25	4	4	6	3.00	5	5	5	4	19	4.75	5	4	5	14	4.67
26	5	4	10	5.00	5	5	4	5	19	4.75	5	5	5	15	5.00
27	4	4	6	3.00	3	3	3	4	13	3.25	4	4	4	12	4.00

28	5	4	10	5.00	5	5	5	5	20	5.00	5	5	5	15	5.00
29	4	4	7	3.50	5	5	5	5	20	5.00	5	5	5	15	5.00
30	4	4	7	3.50	4	4	3	4	15	3.75	5	4	4	13	4.33

Jenis Kelamin
Univariate Analysis of Variance

Between-Subjects Factors

		Value Label	N
JENIS_KE	1	Laki-laki	40
	2	Perempuan	85

Tests of Between-Subjects Effects

Dependent Variable: R.Y.1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.001E-03[a]	1	6.001E-03	.008	.929
Intercept	1437.541	1	1437.541	1893.379	.000
JENIS_KE	6.001E-03	1	6.001E-03	.008	.929
Error	93.387	123	.759		
Total	1747.410	125			
Corrected Total	93.393	124			

a. R Squared = .000 (Adjusted R Squared = -.008)

Usia
Univariate Analysis of Variance

Between-Subjects Factors

		Value Label	N
USIA	1	15-24	114
	2	25-34	11

Tests of Between-Subjects Effects

Dependent Variable: R.Y.1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.286E-03[a]	1	1.286E-03	.002	.967
Intercept	529.618	1	529.618	697.522	.000
USIA	1.286E-03	1	1.286E-03	.002	.967
Error	93.392	123	.759		
Total	1747.410	125			
Corrected Total	93.393	124			

a. R Squared = .000 (Adjusted R Squared = -.008)

Pendapatan
Univariate Analysis of Variance

Between-Subjects Factors

		Value Label	N
PENDAPAT	1	<=Rp.500.000	89
	2	Rp.500.001-Rp.1.000.000	32
	3	Rp.1.000.001-Rp.1.500.000	4

Tests of Between-Subjects Effects

Dependent Variable: R.Y.1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.740[a]	2	.870	1.158	.318
Intercept	393.405	1	393.405	523.662	.000
PENDAPAT	1.740	2	.870	1.158	.318
Error	91.653	122	.751		
Total	1747.410	125			
Corrected Total	93.393	124			

a. R Squared = .019 (Adjusted R Squared = .003)

Status Pernikahan
Univariate Analysis of Variance

Between-Subjects Factors

		Value Label	N
STATUS	1	Belum Menikah	123
	2	Menikah	2

Tests of Between-Subjects Effects

Dependent Variable: R.Y.1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.568E-02[a]	1	2.568E-02	.034	.854
Intercept	107.354	1	107.354	141.425	.000
STATUS	2.568E-02	1	2.568E-02	.034	.854
Error	93.368	123	.759		
Total	1747.410	125			
Corrected Total	93.393	124			

a. R Squared = .000 (Adjusted R Squared = -.008)

NO	Jenis Kelamin	Usia	Pendapatan	Status
1	2	1	1	1
2	2	1	1	1
3	2	1	1	1
4	2	1	2	1
5	2	1	1	1
6	2	1	1	1
7	2	1	1	1
8	2	1	1	1
9	2	1	1	1
10	1	1	2	1
11	2	1	1	1
12	2	1	1	1
13	2	1	1	1
14	2	1	1	1
15	2	1	1	1
16	2	1	2	1
17	1	1	1	1
18	1	2	1	1
19	2	1	1	1
20	2	1	1	1
21	2	1	1	1
22	2	1	1	1
23	2	1	1	1
24	2	1	1	1
25	2	1	1	1
26	2	1	1	1
27	2	1	1	1
28	2	2	1	1
29	2	1	1	1
30	2	1	1	1
31	2	1	1	1
32	1	1	1	1
33	1	1	1	1
34	1	1	1	1
35	2	1	1	1
36	2	1	1	1
37	2	1	2	1
38	2	1	2	1
39	2	1	1	1
40	1	1	1	1
41	1	1	1	1
42	1	1	1	1
43	1	1	1	1
44	1	1	1	1
45	1	1	1	1
46	1	1	1	1
47	1	1	1	1
48	2	1	1	1

49	2	1	1	1
50	2	1	1	1
51	2	1	2	1
52	2	2	1	1
53	1	1	1	1
54	1	1	1	1
55	2	1	1	1
56	1	2	1	1
57	2	1	2	1
58	1	1	2	1
59	2	1	1	1
60	2	1	1	1
61	2	1	2	1
62	1	1	1	1
63	1	2	2	1
64	1	2	2	1
65	2	1	1	1
66	2	1	1	1
67	2	1	2	1
68	2	1	1	1
69	2	1	2	1
70	2	1	1	1
71	2	1	1	1
72	2	1	1	1
73	1	1	2	1
74	1	2	1	1
75	1	1	2	1
76	1	1	2	1
77	2	1	2	1
78	1	1	3	2
79	1	1	1	1
80	2	1	2	1
81	1	2	1	1
82	1	2	1	1
83	1	1	2	1
84	2	1	2	1
85	2	1	1	2
86	1	1	1	1
87	2	1	1	1
88	1	1	2	1
89	1	1	1	1
90	1	1	1	1
91	2	1	1	1
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93	2	1	1	1
94	2	1	1	1
95	2	1	1	1
96	2	1	1	1
97	2	1	1	1
98	2	1	1	1

99	2	1	1	1
100	2	1	1	1
101	2	2	2	1
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104	2	1	2	1
105	2	1	1	1
106	1	1	1	1
107	1	1	1	1
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109	2	1	1	1
110	2	1	1	1
111	2	1	1	1
112	2	1	2	1
113	2	1	1	1
114	2	1	1	1
115	2	1	1	1
116	2	1	1	1
117	1	1	2	1
118	2	1	3	1
119	2	1	3	1
120	2	1	3	1
121	2	1	2	1
122	2	1	2	1
123	1	2	2	1
124	1	1	2	1
125	2	1	2	1

Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
X.1.1	3.55	.93	125
X.1.2	3.00	.94	125
Y.1.1	3.69	.92	125
Y.1.2	3.69	1.07	125
Y.1.3	3.57	.97	125
Y.1.4	3.54	1.00	125
Y.2.1	3.59	.92	125
Y.2.2	3.30	.85	125
Y.2.3	3.57	.79	125

Correlation Matrix

		X.1.1	X.1.2	Y.1.1	Y.1.2	Y.1.3	Y.1.4	Y.2.1	Y.2.2	Y.2.3
Correlation	X.1.1	1.000	.590	.421	.393	.419	.415	.447	.536	.340
	X.1.2	.590	1.000	.317	.247	.318	.315	.308	.362	.294
	Y.1.1	.421	.317	1.000	.652	.698	.715	.632	.572	.637
	Y.1.2	.393	.247	.652	1.000	.683	.575	.607	.578	.632
	Y.1.3	.419	.318	.698	.683	1.000	.819	.725	.634	.684
	Y.1.4	.415	.315	.715	.575	.819	1.000	.651	.586	.653
	Y.2.1	.447	.308	.632	.607	.725	.651	1.000	.734	.760
	Y.2.2	.536	.362	.572	.578	.634	.586	.734	1.000	.734
	Y.2.3	.340	.294	.637	.632	.684	.653	.760	.734	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.887
Bartlett's Test of Sphericity	Approx. Chi-Square	770.099
	df	36
	Sig.	.000

Anti-image Matrices

		X.1.1	X.1.2	Y.1.1	Y.1.2	Y.1.3	Y.1.4	Y.2.1	Y.2.2	Y.2.3
Anti-image Covariance	X.1.1	.491	-.279	-2.77E-02	-4.97E-02	1.103E-02	-2.71E-02	-3.81E-02	-.126	9.254E-02
	X.1.2	-.279	.635	-2.02E-02	4.315E-02	-1.69E-02	1.645E-04	2.063E-02	5.681E-03	-4.29E-02
	Y.1.1	-2.77E-02	-2.02E-02	.379	-.111	-1.42E-02	-.101	-2.58E-02	5.827E-03	-3.40E-02
	Y.1.2	-4.97E-02	4.315E-02	-.111	.431	-9.38E-02	4.531E-02	-1.33E-03	-2.00E-02	-6.30E-02
	Y.1.3	1.103E-02	-1.69E-02	-1.42E-02	-9.38E-02	.232	-.141	-6.44E-02	-1.03E-02	-1.66E-03
	Y.1.4	-2.71E-02	1.645E-04	-.101	4.531E-02	-.141	.278	3.473E-03	1.973E-03	-3.84E-02
	Y.2.1	-3.81E-02	2.063E-02	-2.58E-02	-1.33E-03	-6.44E-02	3.473E-03	.300	-8.33E-02	-9.81E-02
	Y.2.2	-.126	5.681E-03	5.827E-03	-2.00E-02	-1.03E-02	1.973E-03	-8.33E-02	.332	-.116
	Y.2.3	9.254E-02	-4.29E-02	-3.40E-02	-6.30E-02	-1.66E-03	-3.84E-02	-9.81E-02	-.116	.295
Anti-image Correlation	X.1.1	.789[a]	-.499	-6.43E-02	-.108	3.263E-02	-7.32E-02	-9.90E-02	-.312	.243
	X.1.2	-.499	.790[a]	-4.13E-02	8.244E-02	-4.40E-02	3.918E-04	4.725E-02	1.238E-02	-9.93E-02
	Y.1.1	-6.43E-02	-4.13E-02	.935[a]	-.274	-4.80E-02	-.311	-7.64E-02	1.644E-02	-.102
	Y.1.2	-.108	8.244E-02	-.274	.916[a]	-.296	.131	-3.68E-03	-5.29E-02	-.177
	Y.1.3	3.263E-02	-4.40E-02	-4.80E-02	-.296	.877[a]	-.554	-.244	-3.71E-02	-6.32E-03
	Y.1.4	-7.32E-02	3.918E-04	-.311	.131	-.554	.870[a]	1.203E-02	6.502E-03	-.134
	Y.2.1	-9.90E-02	4.725E-02	-7.64E-02	-3.68E-03	-.244	1.203E-02	.924[a]	-.264	-.330
	Y.2.2	-.312	1.238E-02	1.644E-02	-5.29E-02	-3.71E-02	6.502E-03	-.264	.904[a]	-.371
	Y.2.3	.243	-9.93E-02	-.102	-.177	-6.32E-03	-.134	-.330	-.371	.890

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X.1.1	1.000	.786
X.1.2	1.000	.825
Y.1.1	1.000	.783
Y.1.2	1.000	.653
Y.1.3	1.000	.837
Y.1.4	1.000	.819
Y.2.1	1.000	.819
Y.2.2	1.000	.867
Y.2.3	1.000	.823

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Square	
Component	Total	% of Variance	Cumulative %	Total	% of Variance
1	5.487	60.964	60.964	5.487	60.964
2	1.141	12.681	73.645	1.141	12.681
3	.583	6.475	80.120	.583	6.475
4	.460	5.113	85.233		
5	.409	4.545	89.778		
6	.317	3.522	93.299		
7	.250	2.777	96.076		
8	.207	2.295	98.371		
9	.147	1.629	100.000		

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
X.1.1	.616	.637	
X.1.2		.760	
Y.1.1	.820		
Y.1.2	.781		
Y.1.3	.874		
Y.1.4	.836		
Y.2.1	.857		
Y.2.2	.828		
Y.2.3	.841		

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
X.1.1			.814
X.1.2			.892
Y.1.1	.811		
Y.1.2	.673		
Y.1.3	.802		
Y.1.4	.833		
Y.2.1		.747	
Y.2.2		.825	
Y.2.3		.758	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3
1	.703	.608	.370
2	-.336	-.174	.926
3	.627	-.775	.082

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Coefficient Matrix

	Component		
	1	2	3
X.1.1	-.141	.011	.554
X.1.2	-.041	-.212	.665
Y.1.1	.471	-.297	-.004
Y.1.2	.261	-.019	-.080
Y.1.3	.385	-.151	-.052
Y.1.4	.487	-.302	-.017
Y.2.1	-.140	.466	-.078
Y.2.2	-.362	.650	.029
Y.2.3	-.125	.487	-.149

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Component Score Covariance Matrix

Component	1	2	3
1	1.000	-2.62E-16	2.069E-16
2	-2.62E-16	1.000	-1.62E-16
3	2.069E-16	-1.62E-16	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Kesesuaian Citra Diri
Reliability

```
 ****** Method 1 (space saver) will be used for this analysis
******


  R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P
H A)


Reliability Coefficients

N of Cases =    125.0                    N of Items =  2

Alpha =    .7422
```

Kesukaan Merek
Reliability

```
 ****** Method 1 (space saver) will be used for this analysis
******


  R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P
H A)


Reliability Coefficients

N of Cases =    125.0                    N of Items =  4

Alpha =    .8969
```

Kepuasan
Reliability

```
 ****** Method 1 (space saver) will be used for this analysis
******


  R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P
H A)


Reliability Coefficients

N of Cases =    125.0                    N of Items =  3

Alpha =    .8944
```

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	R.X.1[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: R.Y.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.451[a]	.203	.197	.778

a. Predictors: (Constant), R.X.1

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.978	1	18.978	31.368	.000[a]
	Residual	74.415	123	.605		
	Total	93.393	124			

a. Predictors: (Constant), R.X.1

b. Dependent Variable: R.Y.1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.101	.283		7.421	.000
	R.X.1	.469	.084	.451	5.601	.000

a. Dependent Variable: R.Y.1

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	R.X.1[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: R.Y.2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475[a]	.225	.219	.685

a. Predictors: (Constant), R.X.1

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.774	1	16.774	35.785	.000[a]
	Residual	57.655	123	.469		
	Total	74.428	124			

a. Predictors: (Constant), R.X.1

b. Dependent Variable: R.Y.2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.046	.249		8.209	.000
	R.X.1	.441	.074	.475	5.982	.000

a. Dependent Variable: R.Y.2

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NO	X.1.1	X.1.2	**X.1**	**Rata2**	Y.1.1	Y.1.2	Y.1.3	Y.1.4	**Y.1**	**Rata2**	Y.2.1	Y.2.2	Y.2.3	**Y.2**	**Rata2**
1	4	3	**7**	**3.5**	5	5	5	5	**20**	**5.0**	4	4	4	**12**	**4.0**
2	4	4	**8**	**4.0**	5	4	4	4	**17**	**4.3**	4	4	3	**11**	**3.7**
3	4	4	**8**	**4.0**	3	4	4	4	**15**	**3.8**	4	3	3	**10**	**3.3**
4	4	4	**8**	**4.0**	5	4	5	5	**19**	**4.8**	5	4	4	**13**	**4.3**
5	2	2	**4**	**2.0**	3	4	3	2	**12**	**3.0**	4	4	4	**12**	**4.0**
6	3	3	**6**	**3.0**	3	4	3	3	**13**	**3.3**	3	3	3	**9**	**3.0**
7	3	3	**6**	**3.0**	5	5	5	4	**19**	**4.8**	4	3	4	**11**	**3.7**
8	4	2	**6**	**3.0**	5	5	5	5	**20**	**5.0**	5	4	4	**13**	**4.3**
9	4	3	**7**	**3.5**	4	4	4	4	**16**	**4.0**	4	4	3	**11**	**3.7**
10	5	5	**10**	**5.0**	3	3	3	2	**11**	**2.8**	2	2	2	**6**	**2.0**
11	3	2	**5**	**2.5**	3	2	2	2	**9**	**2.3**	3	2	3	**8**	**2.7**
12	2	1	**3**	**1.5**	3	4	4	3	**14**	**3.5**	4	3	3	**10**	**3.3**
13	2	1	**3**	**1.5**	2	2	2	2	**8**	**2.0**	3	3	3	**9**	**3.0**
14	4	4	**8**	**4.0**	4	4	4	3	**15**	**3.8**	5	4	4	**13**	**4.3**
15	3	2	**5**	**2.5**	4	3	2	3	**12**	**3.0**	4	3	4	**11**	**3.7**
16	3	2	**5**	**2.5**	3	2	1	1	**7**	**1.8**	1	2	2	**5**	**1.7**
17	4	3	**7**	**3.5**	3	4	4	3	**14**	**3.5**	4	3	3	**10**	**3.3**
18	5	5	**10**	**5.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
19	3	3	**6**	**3.0**	4	4	3	4	**15**	**3.8**	3	3	3	**9**	**3.0**
20	1	1	**2**	**1.0**	3	4	3	3	**13**	**3.3**	3	3	4	**10**	**3.3**
21	4	2	**6**	**3.0**	3	2	2	2	**9**	**2.3**	2	3	3	**8**	**2.7**
22	2	2	**4**	**2.0**	3	3	4	3	**13**	**3.3**	4	3	4	**11**	**3.7**
23	3	3	**6**	**3.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
24	4	1	**5**	**2.5**	2	1	2	2	**7**	**1.8**	3	3	2	**8**	**2.7**
25	4	3	**7**	**3.5**	5	5	5	5	**20**	**5.0**	5	4	4	**13**	**4.3**
26	4	3	**7**	**3.5**	3	3	3	2	**11**	**2.8**	4	3	3	**10**	**3.3**

27	4	3	**7**	**3.5**	5	5	4	4	**18**	**4.5**	5	5	4	**14**	**4.7**
28	4	4	**8**	**4.0**	4	3	3	4	**14**	**3.5**	4	4	3	**11**	**3.7**
29	4	3	**7**	**3.5**	4	4	4	3	**15**	**3.8**	4	3	4	**11**	**3.7**
30	4	3	**7**	**3.5**	3	2	3	2	**10**	**2.5**	3	2	3	**8**	**2.7**
31	4	3	**7**	**3.5**	4	3	3	4	**14**	**3.5**	4	3	3	**10**	**3.3**
32	2	1	**3**	**1.5**	2	2	2	2	**8**	**2.0**	2	2	2	**6**	**2.0**
33	4	2	**6**	**3.0**	4	4	5	5	**18**	**4.5**	5	5	4	**14**	**4.7**
34	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	5	4	**13**	**4.3**
35	4	3	**7**	**3.5**	4	3	4	5	**16**	**4.0**	3	4	4	**11**	**3.7**
36	4	2	**6**	**3.0**	4	4	3	3	**14**	**3.5**	3	4	3	**10**	**3.3**
37	4	3	**7**	**3.5**	4	4	4	4	**16**	**4.0**	3	4	4	**11**	**3.7**
38	4	2	**6**	**3.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
39	4	2	**6**	**3.0**	4	4	4	4	**16**	**4.0**	4	3	3	**10**	**3.3**
40	2	2	**4**	**2.0**	4	4	4	4	**16**	**4.0**	3	3	4	**10**	**3.3**
41	2	3	**5**	**2.5**	4	3	3	4	**14**	**3.5**	4	3	4	**11**	**3.7**
42	4	2	**6**	**3.0**	4	4	4	4	**16**	**4.0**	4	3	4	**11**	**3.7**
43	2	2	**4**	**2.0**	4	3	3	3	**13**	**3.3**	3	3	4	**10**	**3.3**
44	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
45	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	3	4	**11**	**3.7**
46	5	5	**10**	**5.0**	5	1	5	5	**16**	**4.0**	5	4	5	**14**	**4.7**
47	4	5	**9**	**4.5**	5	4	4	4	**17**	**4.3**	4	4	4	**12**	**4.0**
48	5	4	**9**	**4.5**	4	5	4	4	**17**	**4.3**	4	4	4	**12**	**4.0**
49	4	4	**8**	**4.0**	4	5	5	4	**18**	**4.5**	4	4	4	**12**	**4.0**
50	4	4	**8**	**4.0**	4	5	5	4	**18**	**4.5**	4	4	4	**12**	**4.0**
51	4	3	**7**	**3.5**	2	3	2	3	**10**	**2.5**	2	3	2	**7**	**2.3**
52	4	3	**7**	**3.5**	3	3	4	5	**15**	**3.8**	4	4	5	**13**	**4.3**
53	3	2	**5**	**2.5**	5	4	5	5	**19**	**4.8**	4	3	4	**11**	**3.7**
54	4	4	**8**	**4.0**	4	4	3	4	**15**	**3.8**	3	3	3	**9**	**3.0**
55	4	3	**7**	**3.5**	4	4	4	5	**17**	**4.3**	5	4	4	**13**	**4.3**

56	4	2	**6**	**3.0**	4	4	2	3	**13**	**3.3**	2	3	3	**8**	**2.7**
57	4	3	**7**	**3.5**	4	4	5	4	**17**	**4.3**	4	3	4	**11**	**3.7**
58	4	2	**6**	**3.0**	2	2	2	2	**8**	**2.0**	2	2	2	**6**	**2.0**
59	4	3	**7**	**3.5**	2	2	2	2	**8**	**2.0**	3	3	3	**9**	**3.0**
60	4	4	**8**	**4.0**	3	3	4	4	**14**	**3.5**	4	3	3	**10**	**3.3**
61	4	2	**6**	**3.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
62	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
63	4	4	**8**	**4.0**	3	2	2	3	**10**	**2.5**	3	2	3	**8**	**2.7**
64	4	4	**8**	**4.0**	3	3	2	2	**10**	**2.5**	2	2	2	**6**	**2.0**
65	4	4	**8**	**4.0**	4	5	4	3	**16**	**4.0**	3	3	3	**9**	**3.0**
66	4	3	**7**	**3.5**	4	5	4	4	**17**	**4.3**	4	3	4	**11**	**3.7**
67	3	3	**6**	**3.0**	4	5	4	4	**17**	**4.3**	4	3	4	**11**	**3.7**
68	3	3	**6**	**3.0**	4	4	4	4	**16**	**4.0**	3	3	4	**10**	**3.3**
69	2	2	**4**	**2.0**	4	4	4	2	**14**	**3.5**	5	4	4	**13**	**4.3**
70	2	2	**4**	**2.0**	3	2	3	3	**11**	**2.8**	2	2	3	**7**	**2.3**
71	3	4	**7**	**3.5**	5	4	3	4	**16**	**4.0**	4	4	4	**12**	**4.0**
72	4	2	**6**	**3.0**	2	5	3	3	**13**	**3.3**	3	3	3	**9**	**3.0**
73	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
74	4	3	**7**	**3.5**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
75	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
76	2	3	**5**	**2.5**	2	2	2	2	**8**	**2.0**	2	1	2	**5**	**1.7**
77	2	3	**5**	**2.5**	2	2	2	2	**8**	**2.0**	2	1	2	**5**	**1.7**
78	2	3	**5**	**2.5**	2	2	3	3	**10**	**2.5**	2	3	3	**8**	**2.7**
79	1	2	**3**	**1.5**	2	1	2	2	**7**	**1.8**	2	1	2	**5**	**1.7**
80	4	3	**7**	**3.5**	5	4	3	4	**16**	**4.0**	4	3	4	**11**	**3.7**
81	3	3	**6**	**3.0**	3	3	3	2	**11**	**2.8**	3	3	3	**9**	**3.0**
82	4	3	**7**	**3.5**	5	3	5	5	**18**	**4.5**	4	3	3	**10**	**3.3**
83	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
84	5	4	**9**	**4.5**	4	4	4	4	**16**	**4.0**	5	5	4	**14**	**4.7**

85	5	2	**7**	**3.5**	5	5	5	5	**20**	**5.0**	5	5	5	**15**	**5.0**
86	5	5	**10**	**5.0**	4	5	5	4	**18**	**4.5**	4	5	5	**14**	**4.7**
87	4	4	**8**	**4.0**	5	5	5	5	**20**	**5.0**	4	4	5	**13**	**4.3**
88	4	4	**8**	**4.0**	4	5	4	4	**17**	**4.3**	5	4	5	**14**	**4.7**
89	4	3	**7**	**3.5**	4	5	4	4	**17**	**4.3**	4	4	5	**13**	**4.3**
90	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	5	5	**14**	**4.7**
91	4	3	**7**	**3.5**	3	4	3	3	**13**	**3.3**	4	3	4	**11**	**3.7**
92	3	3	**6**	**3.0**	1	1	2	2	**6**	**1.5**	3	3	3	**9**	**3.0**
93	2	3	**5**	**2.5**	1	1	1	1	**4**	**1.0**	1	2	2	**5**	**1.7**
94	4	3	**7**	**3.5**	5	4	3	2	**14**	**3.5**	2	3	3	**8**	**2.7**
95	2	1	**3**	**1.5**	4	4	4	5	**17**	**4.3**	3	3	4	**10**	**3.3**
96	3	2	**5**	**2.5**	4	5	5	5	**19**	**4.8**	4	3	4	**11**	**3.7**
97	2	2	**4**	**2.0**	3	3	3	2	**11**	**2.8**	3	3	3	**9**	**3.0**
98	5	4	**9**	**4.5**	4	5	4	4	**17**	**4.3**	4	3	4	**11**	**3.7**
99	2	3	**5**	**2.5**	4	4	3	4	**15**	**3.8**	3	2	3	**8**	**2.7**
100	4	3	**7**	**3.5**	3	2	3	4	**12**	**3.0**	2	2	2	**6**	**2.0**
101	4	4	**8**	**4.0**	5	5	5	5	**20**	**5.0**	4	4	4	**12**	**4.0**
102	4	3	**7**	**3.5**	5	5	4	5	**19**	**4.8**	5	4	5	**14**	**4.7**
103	5	4	**9**	**4.5**	5	5	5	5	**20**	**5.0**	5	4	5	**14**	**4.7**
104	2	2	**4**	**2.0**	2	2	2	2	**8**	**2.0**	2	2	3	**7**	**2.3**
105	2	2	**4**	**2.0**	3	2	3	3	**11**	**2.8**	3	2	2	**7**	**2.3**
106	4	3	**7**	**3.5**	4	5	4	4	**17**	**4.3**	5	4	4	**13**	**4.3**
107	5	4	**9**	**4.5**	4	5	4	4	**17**	**4.3**	4	4	4	**12**	**4.0**
108	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	3	4	**11**	**3.7**
109	3	2	**5**	**2.5**	3	4	3	2	**12**	**3.0**	3	3	3	**9**	**3.0**
110	3	2	**5**	**2.5**	4	2	4	4	**14**	**3.5**	3	3	3	**9**	**3.0**
111	5	3	**8**	**4.0**	4	5	5	4	**18**	**4.5**	4	4	4	**12**	**4.0**
112	4	3	**7**	**3.5**	4	4	4	4	**16**	**4.0**	4	3	3	**10**	**3.3**
113	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**

114	3	2	**5**	**2.5**	4	4	2	2	**12**	**3.0**	3	2	3	**8**	**2.7**
115	2	2	**4**	**2.0**	4	4	4	4	**16**	**4.0**	2	2	3	**7**	**2.3**
116	3	3	**6**	**3.0**	2	4	4	4	**14**	**3.5**	3	3	3	**9**	**3.0**
117	4	4	**8**	**4.0**	4	4	3	3	**14**	**3.5**	4	4	4	**12**	**4.0**
118	4	3	**7**	**3.5**	4	4	4	4	**16**	**4.0**	4	3	4	**11**	**3.7**
119	4	3	**7**	**3.5**	4	4	3	4	**15**	**3.8**	4	3	4	**11**	**3.7**
120	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
121	2	3	**5**	**2.5**	4	4	3	3	**14**	**3.5**	4	3	4	**11**	**3.7**
122	4	2	**6**	**3.0**	4	5	4	3	**16**	**4.0**	4	3	4	**11**	**3.7**
123	4	4	**8**	**4.0**	4	4	4	4	**16**	**4.0**	4	4	4	**12**	**4.0**
124	4	3	**7**	**3.5**	4	4	3	3	**14**	**3.5**	4	4	4	**12**	**4.0**
125	3	3	**6**	**3.0**	2	4	3	3	**12**	**3.0**	4	3	4	**11**	**3.7**