**Lampiran 1:**

**KUISIONER**

**PENGARUH ATRIBUT PRODUK TERHADAP KEUNGGULAN BERSAING PADA AROMABAKERY AND CAKE SHOP**

**LUBUK PAKAM**

1. **Identitas Penulis**

Nama : Nur Avika Ramadani

NPM : 163114426

Fakultas : Ekonomi

Program Studi : Manajemen

Umur : 23 Tahun

Jenis Kelamin : Perempuan

Alamat : Jaharun A Dsn IV Kecamatan Galang

Judul Penelitian : Pengaruh Atribut Produk Terhadap Keunggulan Bersaing Pada Aroma Bakery and Cake Shop Lubuk Pakam

Dengan ini saya mohon kesediaan saudara/i untuk mengisi daftar kuisioner.Informasi yang anda berikan hanya semata-mata untuk melengkapi data penelitian dalam rangka penyusunan skripsi.Untuk itu, isilah kuisioner ini dengan jawaban yang sebenar-benarnya, atas kesediaan saudara/i saya ucapkan terima kasih.

Medan, Juni 2021

Penulis

Nur Avika Ramadani

1. **Identitas Responden**
2. Nama :.....................................................
3. JenisKelamin

* Pria
* Wanita

1. Usia :
2. Alamat :
3. Pendidikan :

* SD
* SMP/MTS
* SMA/SMK
* S1

f . Penghasilan :

* ≤ 1.000.000
* 1.000.000-2.000.000
* 2.000.000-3.000.000
* ≥ 3.000.000

1. **Petunjuk Pengisian**
2. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
3. Anda hanya dapat memberikan satu jawaban di setiap pertanyaan.
4. Isilah kuesioner dengan memberi tanda (√) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.
5. Alternatif jawaban adalah sebagai berikut:

|  |  |
| --- | --- |
| Keterangan | Nilai |
| Sangat Setuju (SS) | 5 |
| Setuju (S) | 4 |
| Kurang Setuju (KS) | 3 |
| Tidak Setuju (TS) | 2 |
| Sangat Tidak Setuju (STS) | 1 |

1. Jawablah semua pertanyaaan yang ada tanpa ada yang terlewat

**Daftar Pernyataan**

1. **Atribut Produk (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Merek** |
| 1 | Aroma *Bakery and Cake Shop* memiliki ciri khas atau simbol yang mudah diingat |  |  |  |  |  |
| 2 | Aroma *Bakery and Cake Shop* memiliki produk yang berbeda dari merek yang lainnya |  |  |  |  |  |
| 3 | Merek Aroma *Bakery and Cake Shop* sudah di kenal banyak orang |  |  |  |  |  |
|  | **Kualitas Produk** |  |  |  |  |  |
| 4 | Produk Aroma *Bakery and Cake Shop* memiliki banyak varian rasa |  |  |  |  |  |
| 5 | Produk Aroma *Bakery and Cake Shop* terbuat dari bahan baku yang berkualitas |  |  |  |  |  |
| 6 | Produk Aroma *Bakery and Cake Shop* memiliki kemasan yang ramah lingkungan |  |  |  |  |  |
|  | **Sifat Produk** |  |  |  |  |  |
| 7 | Produk Aroma *Bakery and Cake Shop* memiliki ketahanan produk dari 3 sampai 4 hari untuk di makan |  |  |  |  |  |
| 8 | Produk Aroma *Bakery and Cake Shop* yang lembut dan manis menjadi ciri khas produk |  |  |  |  |  |
| 9 | Produk Aroma *Bakery and Cake Shop* sangat cocok digunakan sebagai oleh-oleh |  |  |  |  |  |
|  | **Kemasan** |  |  |  |  |  |
| 10 | Kualitas bahan kemasan pada setiap produk yang mudah basah dan desain yang kurang menarik |  |  |  |  |  |
| 11 | Kemasan produk Aroma *Bakery and Cake Shop* aman dan tidak merusak rasa produk |  |  |  |  |  |
| 12 | Kemasan pada produk Aroma *Bakery and Cake Shop* menjadi daya tarik konsumen |  |  |  |  |  |
|  | **Label** |  |  |  |  |  |
| 13 | Terdapat logo Halal pada setiap kemasan produk |  |  |  |  |  |
| 14 | Terdapat tanggal produksi dan kadaluwarsa pada setiap produk |  |  |  |  |  |
| 15 | Terdapat nomor izin BPOM pada setiap produk |  |  |  |  |  |

1. **Keunggulan Bersaing (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Harga dan Nilai** |
| 1 | Harga produk yang ditawarkan bervariasi dan terjangkau oleh setiap Konsumen |  |  |  |  |  |
| 2 | Harga yang ditawarkan sesuai dengan kualitas produk yang dihasilkan |  |  |  |  |  |
| 3 | Harga yang diberikan lebih murah daripada toko sejenis lainnya |  |  |  |  |  |
|  | **Menyenangkan Konsumen** |  |  |  |  |  |
| 4 | Selalu mengutamakan kenyamanan para konsumen dari segi pelayanan di dalam toko Aroma *Bakery and Cake Shop* Lubuk Pakam |  |  |  |  |  |
| 5 | Memberikan rasa aman dan nyaman saat berbelanja di dalam Toko *Aroma Bakery and Cake Shop* Lubuk Pakam |  |  |  |  |  |
| 6 | Memberikan pelayanan yang sigap dan cepat tanggap kepada konsumen saat berbelanja di *Aroma Bakery and Cake Shop* Lubuk Pakam |  |  |  |  |  |
|  | **Pengalaman Konsumen** |  |  |  |  |  |
| 7 | Keunikan cita rasa yang khas dari setiap produk dapat membuat konsumen ingin berkunjung kembali |  |  |  |  |  |
| 8 | Setiap produk yang dihasilkan akan membuat konsumen kembali lagi untuk membelinya karena tidak tersedia di toko lain yang sejenis |  |  |  |  |  |
| 9 | Mudah dikenali baik dari segi rasa, tekstur dan kemasan pada setiap produk |  |  |  |  |  |
|  | **Atribut yang Dicatat** |  |  |  |  |  |
| 10 | Memiliki merek dan logo yang mudah diingat oleh konsumen |  |  |  |  |  |
| 11 | Terdapat informasi mengenai komposisi yang ada pada setiap produk |  |  |  |  |  |
| 12 | Kemasan yang digunakan praktis dan ramah lingkungan |  |  |  |  |  |
|  | **Keistimewaan Layanan yang Unik** |  |  |  |  |  |
| 13 | Selalu memberikan *struck* belanja kepada konsumen |  |  |  |  |  |
| 14 | Produk yang tidak sesuai dengan harapan konsumen dapat dikembalikan atau ditukar dengan produk baru yang sejenis |  |  |  |  |  |
| 15 | Memberikan lokasi atau area parkir kendaraan yang aman dan gratis |  |  |  |  |  |

**Lampiran 2**

**TABULASI JAWABAN RESPONDEN**

**Tabulasi Jawaban Kuisioner Atribut Produk (X)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X** | **X1** | **X2** | **X3** | **X4** | **X5** | **X6** | **X7** | **X8** | **X9** | **X10** | **X11** | **X12** | **X13** | **X14** | **X15** | **TOTAL** |
| 1 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 60 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 63 |
| 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 68 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 61 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 63 |
| 7 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 62 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 10 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 72 |
| 11 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 58 |
| 12 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 63 |
| 13 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 65 |
| 14 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 59 |
| 15 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 63 |
| 16 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 72 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 67 |
| 18 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 70 |
| 19 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 68 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 21 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 60 |
| 22 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 70 |
| 23 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 65 |
| 24 | 5 | 4 | 4 | 1 | 5 | 4 | 5 | 1 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 58 |
| 25 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 64 |
| 26 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 69 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 72 |
| 31 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 67 |
| 32 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 67 |
| 33 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 64 |
| 34 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 67 |
| 35 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 66 |
| 36 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 69 |
| 37 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 70 |
| 38 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 68 |
| 39 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 65 |
| 40 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 68 |
| 41 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 68 |
| 42 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 62 |
| 43 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 63 |
| 44 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 61 |
| 45 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 62 |
| 46 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 63 |
| 47 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 60 |
| 48 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 56 |
| 49 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 57 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 61 |
| 51 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 61 |
| 52 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 58 |
| 53 | 5 | 3 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 65 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 55 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 63 |
| 56 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 68 |
| 57 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 65 |
| 58 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 68 |
| 59 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 65 |
| 60 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 69 |
| 61 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 57 |
| 62 | 5 | 4 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 2 | 5 | 4 | 5 | 5 | 5 | 67 |
| 63 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 70 |
| 64 | 5 | 5 | 5 | 4 | 5 | 2 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 68 |
| 65 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 2 | 5 | 4 | 5 | 5 | 5 | 67 |
| 66 | 4 | 4 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 65 |
| 67 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 71 |
| 68 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 69 |
| 69 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 5 | 4 | 5 | 5 | 68 |
| 70 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 62 |
| 71 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 68 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 70 |
| 73 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 66 |
| 74 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 67 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 66 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 67 |
| 77 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 69 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 62 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 61 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 61 |
| 82 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 65 |
| 83 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 57 |
| 84 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 62 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 86 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 57 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 63 |
| 88 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 61 |
| 89 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 69 |
| 90 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 64 |
| 91 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 1 | 2 | 58 |
| 92 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 60 |
| 93 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 63 |
| 94 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 64 |
| 95 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 63 |
| 96 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 68 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 58 |
| 98 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 67 |

**TABULASI JAWABAN RESPONDEN**

**Tabulasi Jawaban Kuisioner Keunggulan Bersaing (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Y** | **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **Y10** | **Y11** | **Y12** | **Y13** | **Y14** | **Y15** | **TOTAL** |
| 1 | 5 | 5 | 5 | 4 | 4 | 4 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 2 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 4 | 1 | 3 | 3 | 4 | 4 | 3 | 4 | 55 |
| 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 58 |
| 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 2 | 3 | 3 | 5 | 4 | 3 | 5 | 55 |
| 5 | 4 | 3 | 4 | 4 | 3 | 5 | 3 | 3 | 2 | 4 | 3 | 5 | 4 | 3 | 5 | 55 |
| 6 | 5 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 57 |
| 7 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 52 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 10 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 71 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 64 |
| 12 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 59 |
| 13 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 60 |
| 14 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 52 |
| 15 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 61 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 64 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 65 |
| 18 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 69 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 61 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 68 |
| 24 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 65 |
| 25 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 5 | 4 | 4 | 5 | 59 |
| 26 | 5 | 5 | 3 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 55 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 30 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 62 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 58 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 34 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 62 |
| 35 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 73 |
| 36 | 4 | 5 | 5 | 5 | 1 | 4 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 63 |
| 37 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 71 |
| 38 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 56 |
| 39 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 74 |
| 40 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 68 |
| 41 | 5 | 5 | 4 | 5 | 2 | 2 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 53 |
| 42 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 54 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 58 |
| 44 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 46 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 47 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 57 |
| 48 | 5 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 58 |
| 49 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 57 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 51 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 56 |
| 52 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 53 |
| 53 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 57 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 55 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 68 |
| 56 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 69 |
| 57 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 71 |
| 58 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 61 |
| 59 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 67 |
| 60 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 63 |
| 61 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 53 |
| 62 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 67 |
| 63 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 69 |
| 64 | 5 | 5 | 4 | 4 | 2 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 68 |
| 65 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 68 |
| 66 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 67 |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| 68 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 72 |
| 69 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 68 |
| 70 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 5 | 4 | 4 | 5 | 59 |
| 71 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 63 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 58 |
| 73 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 60 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 61 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 63 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 58 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 65 |
| 78 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 60 |
| 79 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 57 |
| 80 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 2 | 2 | 4 | 4 | 56 |
| 81 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 82 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 66 |
| 83 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 60 |
| 84 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 85 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 66 |
| 86 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 69 |
| 87 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 57 |
| 88 | 5 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 61 |
| 89 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 62 |
| 90 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 62 |
| 91 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 67 |
| 92 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 65 |
| 93 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 62 |
| 94 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 60 |
| 95 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 64 |
| 96 | 3 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 63 |
| 97 | 4 | 3 | 2 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 60 |
| 98 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 61 |

**Lampiran 3:**

**HASIL UJI VALIDITAS**

1. **Uji Validitas Atribut Produk (X)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | | | | |
|  | | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 | X14 | X15 | TOTAL |
| X1 | Pearson Correlation | 1 | 0,579\*\* | 0,324 | -0,022 | 0,442\* | -0,151 | 0,281 | -0,032 | -0,094 | 0,292 | 0,162 | 0,448\* | 0,549\*\* | 0,359 | 0,221 | 0,478\*\* |
| Sig. (2-tailed) |  | 0,001 | 0,081 | 0,907 | 0,014 | 0,427 | 0,133 | 0,868 | 0,621 | 0,117 | 0,393 | 0,013 | 0,002 | 0,051 | 0,24 | 0,008 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2 | Pearson Correlation | 0,579\*\* | 1 | 0,612\*\* | 0,324 | 0,579\*\* | 0,032 | 0,171 | 0,33 | 0,119 | 0,303 | 0,286 | 0,357 | 0,500\*\* | 0,491\*\* | 0,460\* | 0,691\*\* |
| Sig. (2-tailed) | 0,001 |  | 0 | 0,081 | 0,001 | 0,868 | 0,367 | 0,075 | 0,532 | 0,104 | 0,125 | 0,053 | 0,005 | 0,006 | 0,01 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3 | Pearson Correlation | 0,324 | 0,612\*\* | 1 | 0,364\* | 0,199 | 0,181 | 0,163 | 0,154 | 0,073 | 0,019 | 0,043 | 0,063 | 0,272 | 0,245 | 0,199 | 0,427\* |
| Sig. (2-tailed) | 0,081 | 0 |  | 0,048 | 0,291 | 0,338 | 0,391 | 0,416 | 0,703 | 0,921 | 0,824 | 0,743 | 0,146 | 0,192 | 0,292 | 0,019 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4 | Pearson Correlation | -0,022 | 0,324 | 0,364\* | 1 | 0,274 | 0,331 | 0,021 | 0,786\*\* | 0,519\*\* | 0,221 | 0,209 | -0,112 | 0,041 | 0,027 | 0,27 | 0,541\*\* |
| Sig. (2-tailed) | 0,907 | 0,081 | 0,048 |  | 0,142 | 0,074 | 0,913 | 0 | 0,003 | 0,241 | 0,268 | 0,557 | 0,832 | 0,889 | 0,149 | 0,002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X5 | Pearson Correlation | 0,442\* | 0,579\*\* | 0,199 | 0,274 | 1 | 0,197 | 0,281 | 0,141 | -0,094 | 0,207 | 0,352 | 0,448\* | 0,305 | 0,259 | 0,122 | 0,538\*\* |
| Sig. (2-tailed) | 0,014 | 0,001 | 0,291 | 0,142 |  | 0,297 | 0,133 | 0,457 | 0,621 | 0,272 | 0,056 | 0,013 | 0,101 | 0,166 | 0,52 | 0,002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X6 | Pearson Correlation | -0,151 | 0,032 | 0,181 | 0,331 | 0,197 | 1 | 0,141 | 0,153 | 0,248 | 0,345 | 0,228 | 0,019 | 0,063 | 0,145 | 0,113 | 0,367\* |
| Sig. (2-tailed) | 0,427 | 0,868 | 0,338 | 0,074 | 0,297 |  | 0,459 | 0,421 | 0,186 | 0,062 | 0,226 | 0,919 | 0,739 | 0,444 | 0,551 | 0,046 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X7 | Pearson Correlation | 0,281 | 0,171 | 0,163 | 0,021 | 0,281 | 0,141 | 1 | 0,137 | 0,02 | -0,087 | 0,560\*\* | 0,627\*\* | 0,171 | 0,317 | 0,287 | 0,477\*\* |
| Sig. (2-tailed) | 0,133 | 0,367 | 0,391 | 0,913 | 0,133 | 0,459 |  | 0,471 | 0,915 | 0,646 | 0,001 | 0 | 0,367 | 0,088 | 0,125 | 0,008 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X8 | Pearson Correlation | -0,032 | 0,33 | 0,154 | 0,786\*\* | 0,141 | 0,153 | 0,137 | 1 | 0,627\*\* | 0,380\* | 0,273 | 0,13 | 0,142 | 0,201 | 0,427\* | 0,619\*\* |
| Sig. (2-tailed) | 0,868 | 0,075 | 0,416 | 0 | 0,457 | 0,421 | 0,471 |  | 0 | 0,038 | 0,145 | 0,493 | 0,455 | 0,287 | 0,019 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X9 | Pearson Correlation | -0,094 | 0,119 | 0,073 | 0,519\*\* | -0,094 | 0,248 | 0,02 | 0,627\*\* | 1 | 0,188 | 0,111 | 0,073 | 0,237 | 0,253 | 0,392\* | 0,461\* |
| Sig. (2-tailed) | 0,621 | 0,532 | 0,703 | 0,003 | 0,621 | 0,186 | 0,915 | 0 |  | 0,32 | 0,559 | 0,703 | 0,207 | 0,178 | 0,032 | 0,01 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X10 | Pearson Correlation | 0,292 | 0,303 | 0,019 | 0,221 | 0,207 | 0,345 | -0,087 | 0,380\* | 0,188 | 1 | 0,429\* | 0,328 | 0,326 | 0,32 | 0,3 | 0,563\*\* |
| Sig. (2-tailed) | 0,117 | 0,104 | 0,921 | 0,241 | 0,272 | 0,062 | 0,646 | 0,038 | 0,32 |  | 0,018 | 0,077 | 0,079 | 0,085 | 0,107 | 0,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X11 | Pearson Correlation | 0,162 | 0,286 | 0,043 | 0,209 | 0,352 | 0,228 | ,560\*\* | 0,273 | 0,111 | 0,429\* | 1 | 0,654\*\* | 0,156 | 0,29 | 0,347 | 0,622\*\* |
| Sig. (2-tailed) | 0,393 | 0,125 | 0,824 | 0,268 | 0,056 | 0,226 | 0,001 | 0,145 | 0,559 | 0,018 |  | 0 | 0,41 | 0,12 | 0,06 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X12 | Pearson Correlation | 0,448\* | 0,357 | 0,063 | -0,112 | 0,448\* | 0,019 | 0,627\*\* | 0,13 | 0,073 | 0,328 | 0,654\*\* | 1 | 0,408\* | 0,468\*\* | 0,282 | 0,606\*\* |
| Sig. (2-tailed) | 0,013 | 0,053 | 0,743 | 0,557 | 0,013 | 0,919 | 0 | 0,493 | 0,703 | 0,077 | 0 |  | 0,025 | 0,009 | 0,131 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X13 | Pearson Correlation | 0,549\*\* | 0,500\*\* | 0,272 | 0,041 | 0,305 | 0,063 | 0,171 | 0,142 | 0,237 | 0,326 | 0,156 | 0,408\* | 1 | 0,873\*\* | 0,704\*\* | 0,648\*\* |
| Sig. (2-tailed) | 0,002 | 0,005 | 0,146 | 0,832 | 0,101 | 0,739 | 0,367 | 0,455 | 0,207 | 0,079 | 0,41 | 0,025 |  | 0 | 0 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X14 | Pearson Correlation | 0,359 | 0,491\*\* | 0,245 | 0,027 | 0,259 | 0,145 | 0,317 | 0,201 | 0,253 | 0,32 | 0,29 | 0,468\*\* | 0,873\*\* | 1 | 0,869\*\* | 0,700\*\* |
| Sig. (2-tailed) | 0,051 | 0,006 | 0,192 | 0,889 | 0,166 | 0,444 | 0,088 | 0,287 | 0,178 | 0,085 | 0,12 | 0,009 | 0 |  | 0 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X15 | Pearson Correlation | 0,221 | 0,460\* | 0,199 | 0,27 | 0,122 | 0,113 | 0,287 | 0,427\* | 0,392\* | 0,3 | 0,347 | 0,282 | 0,704\*\* | 0,869\*\* | 1 | 0,707\*\* |
| Sig. (2-tailed) | 0,24 | 0,01 | 0,292 | 0,149 | 0,52 | 0,551 | 0,125 | 0,019 | 0,032 | 0,107 | 0,06 | 0,131 | 0 | 0 |  | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | 0,478\*\* | 0,691\*\* | 0,427\* | 0,541\*\* | 0,538\*\* | 0,367\* | 0,477\*\* | 0,619\*\* | 0,461\* | 0,563\*\* | 0,622\*\* | 0,606\*\* | 0,648\*\* | 0,700\*\* | 0,707\*\* | 1 |
| Sig. (2-tailed) | 0,008 | 0 | 0,019 | 0,002 | 0,002 | 0,046 | 0,008 | 0 | 0,01 | 0,001 | 0 | 0 | 0 | 0 | 0 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | | | | |

1. **UJI VALIDITAS KEUNGGULAN BERSAING (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 | Y13 | Y14 | Y15 | TOTAL |
| Y1 | Pearson Correlation | 1 | 0,687\*\* | 0,461\* | 0,470\*\* | 0,354 | 0,104 | 0,051 | -0,102 | 0,235 | 0,083 | 0,454\* | 0,062 | -0,134 | 0,325 | 0,334 | 0,426\* |
| Sig. (2-tailed) |  | 0,000 | 0,010 | 0,009 | 0,055 | 0,585 | 0,790 | 0,593 | 0,212 | 0,662 | 0,012 | 0,745 | 0,479 | 0,080 | 0,071 | 0,019 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | 0,687\*\* | 1 | 0,389\* | 0,260 | 0,317 | -0,062 | 0,106 | -0,121 | 0,290 | 0,115 | 0,360 | 0,055 | -0,140 | 0,387\* | 0,298 | 0,390\* |
| Sig. (2-tailed) | 0,000 |  | 0,034 | 0,165 | 0,088 | 0,745 | 0,578 | 0,524 | 0,120 | 0,543 | 0,050 | 0,772 | 0,461 | 0,035 | 0,110 | 0,033 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | 0,461\* | 0,389\* | 1 | 0,131 | 0,380\* | 0,280 | 0,243 | -0,061 | 0,362\* | 0,556\*\* | 0,453\* | 0,399\* | 0,231 | 0,340 | 0,337 | 0,569\*\* |
| Sig. (2-tailed) | 0,010 | 0,034 |  | 0,491 | 0,038 | 0,134 | 0,195 | 0,749 | 0,049 | 0,001 | 0,012 | 0,029 | 0,219 | 0,066 | 0,068 | 0,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | 0,470\*\* | 0,260 | 0,131 | 1 | 0,441\* | 0,481\*\* | 0,297 | 0,364\* | 0,030 | 0,385\* | 0,396\* | 0,273 | 0,208 | 0,156 | 0,215 | 0,527\*\* |
| Sig. (2-tailed) | 0,009 | 0,165 | 0,491 |  | 0,015 | 0,007 | 0,111 | 0,048 | 0,875 | 0,036 | 0,030 | 0,144 | 0,270 | 0,411 | 0,254 | 0,003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y5 | Pearson Correlation | 0,354 | 0,317 | 0,380\* | 0,441\* | 1 | 0,343 | 0,456\* | 0,339 | 0,470\*\* | 0,466\*\* | 0,627\*\* | 0,264 | 0,209 | 0,262 | 0,125 | 0,672\*\* |
| Sig. (2-tailed) | 0,055 | 0,088 | 0,038 | 0,015 |  | 0,064 | 0,011 | 0,067 | 0,009 | 0,009 | 0,000 | 0,159 | 0,268 | 0,162 | 0,511 | 0,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y6 | Pearson Correlation | 0,104 | -0,062 | 0,280 | ,0481\*\* | 0,343 | 1 | 0,219 | 0,219 | 0,034 | 0,202 | 0,082 | 0,527\*\* | 0,390\* | -0,044 | 0,304 | 0,416\* |
| Sig. (2-tailed) | 0,585 | 0,745 | 0,134 | 0,007 | 0,064 |  | 0,244 | 0,244 | 0,858 | 0,284 | 0,668 | 0,003 | 0,033 | 0,818 | 0,102 | 0,022 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y7 | Pearson Correlation | 0,051 | 0,106 | 0,243 | 0,297 | 0,456\* | 0,219 | 1 | 0,648\*\* | 0,627\*\* | 0,615\*\* | 0,540\*\* | 0,397\* | 0,563\*\* | 0,536\*\* | 0,237 | 0,762\*\* |
| Sig. (2-tailed) | 0,790 | 0,578 | 0,195 | 0,111 | 0,011 | 0,244 |  | 0,000 | 0,000 | 0,000 | 0,002 | 0,030 | 0,001 | 0,002 | 0,207 | 0,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y8 | Pearson Correlation | -0,102 | -0,121 | -0,061 | 0,364\* | 0,339 | 0,219 | 0,648\*\* | 1 | 0,377\* | 0,395\* | 0,480\*\* | 0,151 | 0,430\* | 0,279 | -0,011 | 0,535\*\* |
| Sig. (2-tailed) | 0,593 | 0,524 | 0,749 | 0,048 | 0,067 | 0,244 | 0,000 |  | 0,040 | 0,031 | 0,007 | 0,425 | 0,018 | 0,136 | 0,954 | 0,002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y9 | Pearson Correlation | 0,235 | 0,290 | 0,362\* | 0,030 | 0,470\*\* | 0,034 | 0,627\*\* | 0,377\* | 1 | 0,573\*\* | 0,767\*\* | 0,246 | 0,455\* | 0,739\*\* | 0,178 | 0,755\*\* |
| Sig. (2-tailed) | 0,212 | 0,120 | 0,049 | 0,875 | 0,009 | 0,858 | 0,000 | 0,040 |  | 0,001 | 0,000 | 0,191 | 0,011 | 0,000 | 0,346 | 0,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y10 | Pearson Correlation | 0,083 | 0,115 | 0,556\*\* | 0,385\* | 0,466\*\* | 0,202 | 0,615\*\* | 0,395\* | 0,573\*\* | 1 | 0,719\*\* | 0,422\* | 0,602\*\* | 0,526\*\* | 0,243 | 0,779\*\* |
| Sig. (2-tailed) | 0,662 | 0,543 | 0,001 | 0,036 | 0,009 | 0,284 | 0,000 | 0,031 | 0,001 |  | 0,000 | 0,020 | 0,000 | 0,003 | 0,195 | 0,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y11 | Pearson Correlation | 0,454\* | 0,360 | 0,453\* | 0,396\* | 0,627\*\* | 0,082 | 0,540\*\* | 0,480\*\* | 0,767\*\* | 0,719\*\* | 1 | 0,292 | 0,396\* | 0,613\*\* | 0,197 | 0,836\*\* |
| Sig. (2-tailed) | 0,012 | 0,050 | 0,012 | 0,030 | 0,000 | 0,668 | 0,002 | 0,007 | 0,000 | 0,000 |  | 0,117 | 0,030 | 0,000 | 0,297 | 0,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y12 | Pearson Correlation | 0,062 | 0,055 | 0,399\* | 0,273 | 0,264 | 0,527\*\* | 0,397\* | 0,151 | 0,246 | 0,422\* | 0,292 | 1 | 0,354 | 0,222 | 0,702\*\* | 0,565\*\* |
| Sig. (2-tailed) | 0,745 | 0,772 | 0,029 | 0,144 | 0,159 | 0,003 | 0,030 | 0,425 | 0,191 | 0,020 | 0,117 |  | 0,055 | 0,238 | 0,000 | 0,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y13 | Pearson Correlation | -0,134 | -0,140 | 0,231 | 0,208 | 0,209 | 0,390\* | 0,563\*\* | 0,430\* | 0,455\* | 0,602\*\* | 0,396\* | 0,354 | 1 | 0,581\*\* | 0,215 | 0,613\*\* |
| Sig. (2-tailed) | 0,479 | 0,461 | 0,219 | 0,270 | 0,268 | 0,033 | 0,001 | 0,018 | 0,011 | 0,000 | 0,030 | 0,055 |  | 0,001 | 0,254 | 0,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y14 | Pearson Correlation | 0,325 | 0,387\* | 0,340 | 0,156 | 0,262 | -0,044 | 0,536\*\* | 0,279 | 0,739\*\* | 0,526\*\* | 0,613\*\* | 0,222 | 0,581\*\* | 1 | 0,405\* | 0,711\*\* |
| Sig. (2-tailed) | 0,080 | 0,035 | 0,066 | 0,411 | 0,162 | 0,818 | 0,002 | 0,136 | 0,000 | 0,003 | 0,000 | 0,238 | 0,001 |  | 0,026 | 0,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y15 | Pearson Correlation | 0,334 | 0,298 | 0,337 | 0,215 | 0,125 | 0,304 | 0,237 | -0,011 | 0,178 | 0,243 | 0,197 | 0,702\*\* | 0,215 | 0,405\* | 1 | 0,473\*\* |
| Sig. (2-tailed) | 0,071 | 0,110 | 0,068 | 0,254 | 0,511 | 0,102 | 0,207 | 0,954 | 0,346 | 0,195 | 0,297 | 0,000 | 0,254 | 0,026 |  | 0,008 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | 0,426\* | 0,390\* | 0,569\*\* | 0,527\*\* | 0,672\*\* | 0,416\* | 0,762\*\* | 0,535\*\* | 0,755\*\* | 0,779\*\* | 0,836\*\* | 0,565\*\* | 0,613\*\* | 0,711\*\* | 0,473\*\* | 1 |
| Sig. (2-tailed) | 0,019 | 0,033 | 0,001 | 0,003 | 0,000 | 0,022 | 0,000 | 0,002 | 0,000 | 0,000 | 0,000 | 0,001 | 0,000 | 0,000 | 0,008 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | | | | |

**Lampiran 4:**

**ANALISIS DESKRIPTIF VARIABEL X**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | | | | | | | | | | | |
|  | | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 | X14 | X15 | TOTAL |
| N | Valid | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4,39 | 4,24 | 4,41 | 4,31 | 4,38 | 4,02 | 4,32 | 4,26 | 4,47 | 4,07 | 4,22 | 4,13 | 4,42 | 4,35 | 4,43 | 64,41 |
| Median | | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 64,00 |
| Std. Deviation | | 0,549 | 0,538 | 0,553 | 0,724 | 0,584 | 0,746 | 0,549 | 0,580 | 0,541 | 0,790 | 0,635 | 0,620 | 0,536 | 0,690 | 0,592 | 4,322 |
| Variance | | 0,302 | 0,290 | 0,306 | 0,524 | 0,341 | 0,556 | 0,301 | 0,336 | 0,293 | 0,624 | 0,403 | 0,384 | 0,287 | 0,476 | 0,351 | 18,677 |
| Range | | 2 | 2 | 2 | 4 | 2 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 2 | 4 | 3 | 19 |
| Sum | | 430 | 416 | 432 | 422 | 429 | 394 | 423 | 417 | 438 | 399 | 414 | 405 | 433 | 426 | 434 | 6312 |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 3 | 3,1 | 3,1 | 3,1 |
| 4 | 54 | 55,1 | 55,1 | 58,2 |
| 5 | 41 | 41,8 | 41,8 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 5 | 5,1 | 5,1 | 5,1 |
| 4 | 64 | 65,3 | 65,3 | 70,4 |
| 5 | 29 | 29,6 | 29,6 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 3 | 3,1 | 3,1 | 3,1 |
| 4 | 52 | 53,1 | 53,1 | 56,1 |
| 5 | 43 | 43,9 | 43,9 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 9 | 9,2 | 9,2 | 10,2 |
| 4 | 46 | 46,9 | 46,9 | 57,1 |
| 5 | 42 | 42,9 | 42,9 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 5 | 5,1 | 5,1 | 5,1 |
| 4 | 51 | 52,0 | 52,0 | 57,1 |
| 5 | 42 | 42,9 | 42,9 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |
| **X6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | 3,1 | 3,1 | 3,1 |
| 3 | 17 | 17,3 | 17,3 | 20,4 |
| 4 | 53 | 54,1 | 54,1 | 74,5 |
| 5 | 25 | 25,5 | 25,5 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 4 | 4,1 | 4,1 | 4,1 |
| 4 | 59 | 60,2 | 60,2 | 64,3 |
| 5 | 35 | 35,7 | 35,7 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 1 | 1,0 | 1,0 | 2,0 |
| 4 | 67 | 68,4 | 68,4 | 70,4 |
| 5 | 29 | 29,6 | 29,6 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 2 | 2,0 | 2,0 | 2,0 |
| 4 | 48 | 49,0 | 49,0 | 51,0 |
| 5 | 48 | 49,0 | 49,0 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 4,1 | 4,1 | 4,1 |
| 3 | 15 | 15,3 | 15,3 | 19,4 |
| 4 | 49 | 50,0 | 50,0 | 69,4 |
| 5 | 30 | 30,6 | 30,6 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X11** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 8 | 8,2 | 8,2 | 9,2 |
| 4 | 57 | 58,2 | 58,2 | 67,3 |
| 5 | 32 | 32,7 | 32,7 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X12** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 10 | 10,2 | 10,2 | 11,2 |
| 4 | 62 | 63,3 | 63,3 | 74,5 |
| 5 | 25 | 25,5 | 25,5 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X13** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 2 | 2,0 | 2,0 | 2,0 |
| 4 | 53 | 54,1 | 54,1 | 56,1 |
| 5 | 43 | 43,9 | 43,9 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X14** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 6 | 6,1 | 6,1 | 7,1 |
| 4 | 48 | 49,0 | 49,0 | 56,1 |
| 5 | 43 | 43,9 | 43,9 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X15** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 2 | 2,0 | 2,0 | 3,1 |
| 4 | 49 | 50,0 | 50,0 | 53,1 |
| 5 | 46 | 46,9 | 46,9 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

**ANALISIS DESKRIPTIF VARIABEL Y**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | | | | | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 | Y13 | Y14 | Y15 | TOTAL |
| N | Valid | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4,19 | 4,18 | 4,18 | 4,15 | 3,83 | 4,17 | 3,90 | 4,05 | 4,07 | 4,10 | 4,06 | 4,27 | 4,19 | 4,24 | 4,43 | 62,03 |
| Median | | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 4,00 | 60,50 |
| Std. Deviation | | 0,668 | 0,632 | 0,632 | 0,598 | 0,760 | 0,610 | 0,725 | 0,709 | 0,865 | 0,696 | 0,686 | 0,682 | 0,668 | 0,575 | 0,497 | 5,678 |
| Variance | | 0,447 | 0,399 | 0,399 | 0,358 | 0,578 | 0,372 | 0,526 | 0,503 | 0,747 | 0,484 | 0,470 | 0,465 | 0,447 | 0,331 | 0,247 | 32,236 |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 11 | 11,2 | 11,2 | 12,2 |
| 4 | 54 | 55,1 | 55,1 | 67,3 |
| 5 | 32 | 32,7 | 32,7 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 12 | 12,2 | 12,2 | 12,2 |
| 4 | 56 | 57,1 | 57,1 | 69,4 |
| 5 | 30 | 30,6 | 30,6 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 2 | 2,0 | 2,0 | 2,0 |
| 3 | 6 | 6,1 | 6,1 | 8,2 |
| 4 | 62 | 63,3 | 63,3 | 71,4 |
| 5 | 28 | 28,6 | 28,6 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 8 | 8,2 | 8,2 | 9,2 |
| 4 | 64 | 65,3 | 65,3 | 74,5 |
| 5 | 25 | 25,5 | 25,5 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 2 | 2 | 2,0 | 2,0 | 3,1 |
| 3 | 26 | 26,5 | 26,5 | 29,6 |
| 4 | 53 | 54,1 | 54,1 | 83,7 |
| 5 | 16 | 16,3 | 16,3 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 8 | 8,2 | 8,2 | 9,2 |
| 4 | 62 | 63,3 | 63,3 | 72,4 |
| 5 | 27 | 27,6 | 27,6 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 2 | 2,0 | 2,0 | 2,0 |
| 3 | 25 | 25,5 | 25,5 | 27,6 |
| 4 | 52 | 53,1 | 53,1 | 80,6 |
| 5 | 19 | 19,4 | 19,4 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 16 | 16,3 | 16,3 | 17,3 |
| 4 | 57 | 58,2 | 58,2 | 75,5 |
| 5 | 24 | 24,5 | 24,5 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 2 | 6 | 6,1 | 6,1 | 7,1 |
| 3 | 9 | 9,2 | 9,2 | 16,3 |
| 4 | 51 | 52,0 | 52,0 | 68,4 |
| 5 | 31 | 31,6 | 31,6 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 16 | 16,3 | 16,3 | 17,3 |
| 4 | 53 | 54,1 | 54,1 | 71,4 |
| 5 | 28 | 28,6 | 28,6 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y11** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 20 | 20,4 | 20,4 | 20,4 |
| 4 | 52 | 53,1 | 53,1 | 73,5 |
| 5 | 26 | 26,5 | 26,5 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y12** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 10 | 10,2 | 10,2 | 11,2 |
| 4 | 49 | 50,0 | 50,0 | 61,2 |
| 5 | 38 | 38,8 | 38,8 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y13** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 11 | 11,2 | 11,2 | 12,2 |
| 4 | 54 | 55,1 | 55,1 | 67,3 |
| 5 | 32 | 32,7 | 32,7 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y14** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 7 | 7,1 | 7,1 | 7,1 |
| 4 | 60 | 61,2 | 61,2 | 68,4 |
| 5 | 31 | 31,6 | 31,6 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y15** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4 | 56 | 57,1 | 57,1 | 57,1 |
| 5 | 42 | 42,9 | 42,9 | 100,0 |
| Total | 98 | 100,0 | 100,0 |  |

**Lampiran 5:**

**HASIL UJI RELIABILITAS**

1. **Uji Reliabilitas Atribut Produk (X)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,841 | 15 |

1. **Uji Reliabilitas Keunggulan Bersaing (Y)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,876 | 15 |

**Lampiran 6 :**

**Hasil Uji Regresi Linear Sederhana**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 20,585 | 7,546 |  | 2,728 | 0,008 |
| ATRIBUT PRODUK | 0,643 | 0,117 | 0,490 | 5,505 | 0,000 |
| a. Dependent Variable: KEUNGGULAN BERSAING | | | | | | |

**HASIL UJI T**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 20,585 | 7,546 |  | 2,728 | 0,008 |
| ATRIBUT PRODUK | 0,643 | 0,117 | 0,490 | 5,505 | 0,000 |
| a. Dependent Variable: KEUNGGULAN BERSAING | | | | | | |

# HASIL UJI KOEFISIEN DETERMINASI (R2)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,490a | 0,240 | 0,232 | 4,976 | 1,449 |
| a. Predictors: (Constant), ATRIBUT PRODUK | | | | | |
| b. Dependent Variable: KEUNGGULAN BERSAING | | | | | |

**Tabel Uji R**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **df = (N-2)** | | **Tingkat signifikansi untuk uji satu arah** | | | | | | | | |
| **0.05** | | **0.025** | | **0.01** | | | **0.005** | **0.0005** |
| **Tingkat signifikansi untuk uji dua arah** | | | | | | | | |
| **0.1** | | **0.05** | | **0.02** | | | **0.01** | **0.001** |
| **1** | | 0.9877 | | 0.9969 | | 0.9995 | | | 0.9999 | 1.0000 |
| **2** | | 0.9000 | | 0.9500 | | 0.9800 | | | 0.9900 | 0.9990 |
| **3** | | 0.8054 | | 0.8783 | | 0.9343 | | | 0.9587 | 0.9911 |
| **4** | | 0.7293 | | 0.8114 | | 0.8822 | | | 0.9172 | 0.9741 |
| **5** | | 0.6694 | | 0.7545 | | 0.8329 | | | 0.8745 | 0.9509 |
| **6** | | 0.6215 | | 0.7067 | | 0.7887 | | | 0.8343 | 0.9249 |
| **7** | | 0.5822 | | 0.6664 | | 0.7498 | | | 0.7977 | 0.8983 |
| **8** | | 0.5494 | | 0.6319 | | 0.7155 | | | 0.7646 | 0.8721 |
| **9** | | 0.5214 | | 0.6021 | | 0.6851 | | | 0.7348 | 0.8470 |
| **10** | | 0.4973 | | 0.5760 | | 0.6581 | | | 0.7079 | 0.8233 |
| **11** | | 0.4762 | | 0.5529 | | 0.6339 | | | 0.6835 | 0.8010 |
| **12** | | 0.4575 | | 0.5324 | | 0.6120 | | | 0.6614 | 0.7800 |
| **13** | | 0.4409 | | 0.5140 | | 0.5923 | | | 0.6411 | 0.7604 |
| **14** | | 0.4259 | | 0.4973 | | 0.5742 | | | 0.6226 | 0.7419 |
| **15** | | 0.4124 | | 0.4821 | | 0.5577 | | | 0.6055 | 0.7247 |
| **16** | | 0.4000 | | 0.4683 | | 0.5425 | | | 0.5897 | 0.7084 |
| **17** | | 0.3887 | | 0.4555 | | 0.5285 | | | 0.5751 | 0.6932 |
| **18** | | 0.3783 | | 0.4438 | | 0.5155 | | | 0.5614 | 0.6788 |
| **19** | | 0.3687 | | 0.4329 | | 0.5034 | | | 0.5487 | 0.6652 |
| **20** | | 0.3598 | | 0.4227 | | 0.4921 | | | 0.5368 | 0.6524 |
| **21** | | 0.3515 | | 0.4132 | | 0.4815 | | | 0.5256 | 0.6402 |
| **22** | | 0.3438 | | 0.4044 | | 0.4716 | | | 0.5151 | 0.6287 |
| **23** | | 0.3365 | | 0.3961 | | 0.4622 | | | 0.5052 | 0.6178 |
| **24** | | 0.3297 | | 0.3882 | | 0.4534 | | | 0.4958 | 0.6074 |
| **25** | | 0.3233 | | 0.3809 | | 0.4451 | | | 0.4869 | 0.5974 |
| **26** | | 0.3172 | | 0.3739 | | 0.4372 | | | 0.4785 | 0.5880 |
| **27** | | 0.3115 | | 0.3673 | | 0.4297 | | | 0.4705 | 0.5790 |
| **28** | | 0.3061 | | 0.3610 | | 0.4226 | | | 0.4629 | 0.5703 |
| **29** | | 0.3009 | | 0.3550 | | 0.4158 | | | 0.4556 | 0.5620 |
| **30** | | 0.2960 | | 0.3494 | | 0.4093 | | | 0.4487 | 0.5541 |
| **31** | | 0.2913 | | 0.3440 | | 0.4032 | | | 0.4421 | 0.5465 |
| **32** | | 0.2869 | | 0.3388 | | 0.3972 | | | 0.4357 | 0.5392 |
| **33** | | 0.2826 | | 0.3338 | | 0.3916 | | | 0.4296 | 0.5322 |
| **34** | | 0.2785 | | 0.3291 | | 0.3862 | | | 0.4238 | 0.5254 |
| **35** | | 0.2746 | | 0.3246 | | 0.3810 | | | 0.4182 | 0.5189 |
| **36** | | 0.2709 | | 0.3202 | | 0.3760 | | | 0.4128 | 0.5126 |
| **37** | | 0.2673 | | 0.3160 | | 0.3712 | | | 0.4076 | 0.5066 |
| **38** | | 0.2638 | | 0.3120 | | 0.3665 | | | 0.4026 | 0.5007 |
| **39** | | 0.2605 | | 0.3081 | | 0.3621 | | | 0.3978 | 0.4950 |
| **40** | | 0.2573 | | 0.3044 | | 0.3578 | | | 0.3932 | 0.4896 |
| **41** | | 0.2542 | | 0.3008 | | 0.3536 | | | 0.3887 | 0.4843 |
|  | | **Tingkat signifikansi untuk uji satu arah** | | | | | | | | |
|  | | **0.05** | | **0.025** | | **0.01** | **0.005** | | **0.0005** | |
| **df = (N-2)** | | **Tingkat signifikansi untuk uji dua arah** | | | | | | | | |
|  | | **0.1** | | **0.05** | | **0.02** | **0.01** | | **0.001** | |
| **42** | | 0.2512 | | 0.2973 | | 0.3496 | 0.3843 | | 0.4791 | |
| **43** | | 0.2483 | | 0.2940 | | 0.3457 | 0.3801 | | 0.4742 | |
| **44** | | 0.2455 | | 0.2907 | | 0.3420 | 0.3761 | | 0.4694 | |
| **45** | | 0.2429 | | 0.2876 | | 0.3384 | 0.3721 | | 0.4647 | |
| **46** | | 0.2403 | | 0.2845 | | 0.3348 | 0.3683 | | 0.4601 | |
| **47** | | 0.2377 | | 0.2816 | | 0.3314 | 0.3646 | | 0.4557 | |
| **48** | | 0.2353 | | 0.2787 | | 0.3281 | 0.3610 | | 0.4514 | |
| **49** | | 0.2329 | | 0.2759 | | 0.3249 | 0.3575 | | 0.4473 | |
| **50** | | 0.2306 | | 0.2732 | | 0.3218 | 0.3542 | | 0.4432 | |

**TABEL UJI T**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **Df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **1** | 1.00000 | 3.07768 | 6.31375 | 12.70620 | 31.82052 | 63.65674 | 318.30884 |
| **2** | 0.81650 | 1.88562 | 2.91999 | 4.30265 | 6.96456 | 9.92484 | 22.32712 |
| **3** | 0.76489 | 1.63774 | 2.35336 | 3.18245 | 4.54070 | 5.84091 | 10.21453 |
| **4** | 0.74070 | 1.53321 | 2.13185 | 2.77645 | 3.74695 | 4.60409 | 7.17318 |
| **5** | 0.72669 | 1.47588 | 2.01505 | 2.57058 | 3.36493 | 4.03214 | 5.89343 |
| **6** | 0.71756 | 1.43976 | 1.94318 | 2.44691 | 3.14267 | 3.70743 | 5.20763 |
| **7** | 0.71114 | 1.41492 | 1.89458 | 2.36462 | 2.99795 | 3.49948 | 4.78529 |
| **8** | 0.70639 | 1.39682 | 1.85955 | 2.30600 | 2.89646 | 3.35539 | 4.50079 |
| **9** | 0.70272 | 1.38303 | 1.83311 | 2.26216 | 2.82144 | 3.24984 | 4.29681 |
| **10** | 0.69981 | 1.37218 | 1.81246 | 2.22814 | 2.76377 | 3.16927 | 4.14370 |
| **11** | 0.69745 | 1.36343 | 1.79588 | 2.20099 | 2.71808 | 3.10581 | 4.02470 |
| **12** | 0.69548 | 1.35622 | 1.78229 | 2.17881 | 2.68100 | 3.05454 | 3.92963 |
| **13** | 0.69383 | 1.35017 | 1.77093 | 2.16037 | 2.65031 | 3.01228 | 3.85198 |
| **14** | 0.69242 | 1.34503 | 1.76131 | 2.14479 | 2.62449 | 2.97684 | 3.78739 |
| **15** | 0.69120 | 1.34061 | 1.75305 | 2.13145 | 2.60248 | 2.94671 | 3.73283 |
| **16** | 0.69013 | 1.33676 | 1.74588 | 2.11991 | 2.58349 | 2.92078 | 3.68615 |
| **17** | 0.68920 | 1.33338 | 1.73961 | 2.10982 | 2.56693 | 2.89823 | 3.64577 |
| **18** | 0.68836 | 1.33039 | 1.73406 | 2.10092 | 2.55238 | 2.87844 | 3.61048 |
| **19** | 0.68762 | 1.32773 | 1.72913 | 2.09302 | 2.53948 | 2.86093 | 3.57940 |
| **20** | 0.68695 | 1.32534 | 1.72472 | 2.08596 | 2.52798 | 2.84534 | 3.55181 |
| **21** | 0.68635 | 1.32319 | 1.72074 | 2.07961 | 2.51765 | 2.83136 | 3.52715 |
| **22** | 0.68581 | 1.32124 | 1.71714 | 2.07387 | 2.50832 | 2.81876 | 3.50499 |
| **23** | 0.68531 | 1.31946 | 1.71387 | 2.06866 | 2.49987 | 2.80734 | 3.48496 |
| **24** | 0.68485 | 1.31784 | 1.71088 | 2.06390 | 2.49216 | 2.79694 | 3.46678 |
| **25** | 0.68443 | 1.31635 | 1.70814 | 2.05954 | 2.48511 | 2.78744 | 3.45019 |
| **26** | 0.68404 | 1.31497 | 1.70562 | 2.05553 | 2.47863 | 2.77871 | 3.43500 |
| **27** | 0.68368 | 1.31370 | 1.70329 | 2.05183 | 2.47266 | 2.77068 | 3.42103 |
| **28** | 0.68335 | 1.31253 | 1.70113 | 2.04841 | 2.46714 | 2.76326 | 3.40816 |
| **29** | 0.68304 | 1.31143 | 1.69913 | 2.04523 | 2.46202 | 2.75639 | 3.39624 |
| **30** | 0.68276 | 1.31042 | 1.69726 | 2.04227 | 2.45726 | 2.75000 | 3.38518 |
| **31** | 0.68249 | 1.30946 | 1.69552 | 2.03951 | 2.45282 | 2.74404 | 3.37490 |
| **32** | 0.68223 | 1.30857 | 1.69389 | 2.03693 | 2.44868 | 2.73848 | 3.36531 |
| **33** | 0.68200 | 1.30774 | 1.69236 | 2.03452 | 2.44479 | 2.73328 | 3.35634 |
| **34** | 0.68177 | 1.30695 | 1.69092 | 2.03224 | 2.44115 | 2.72839 | 3.34793 |
| **35** | 0.68156 | 1.30621 | 1.68957 | 2.03011 | 2.43772 | 2.72381 | 3.34005 |
| **36** | 0.68137 | 1.30551 | 1.68830 | 2.02809 | 2.43449 | 2.71948 | 3.33262 |
| **37** | 0.68118 | 1.30485 | 1.68709 | 2.02619 | 2.43145 | 2.71541 | 3.32563 |
| **38** | 0.68100 | 1.30423 | 1.68595 | 2.02439 | 2.42857 | 2.71156 | 3.31903 |
| **39** | 0.68083 | 1.30364 | 1.68488 | 2.02269 | 2.42584 | 2.70791 | 3.31279 |
| **40** | 0.68067 | 1.30308 | 1.68385 | 2.02108 | 2.42326 | 2.70446 | 3.30688 |
| **41** | 0.68052 | 1.30254 | 1.68288 | 2.01954 | 2.42080 | 2.70118 | 3.30127 |
| **42** | 0.68038 | 1.30204 | 1.68195 | 2.01808 | 2.41847 | 2.69807 | 3.29595 |
| **43** | 0.68024 | 1.30155 | 1.68107 | 2.01669 | 2.41625 | 2.69510 | 3.29089 |
| **44** | 0.68011 | 1.30109 | 1.68023 | 2.01537 | 2.41413 | 2.69228 | 3.28607 |
| **45** | 0.67998 | 1.30065 | 1.67943 | 2.01410 | 2.41212 | 2.68959 | 3.28148 |
| **46** | 0.67986 | 1.30023 | 1.67866 | 2.01290 | 2.41019 | 2.68701 | 3.27710 |
| **47** | 0.67975 | 1.29982 | 1.67793 | 2.01174 | 2.40835 | 2.68456 | 3.27291 |
| **48** | 0.67964 | 1.29944 | 1.67722 | 2.01063 | 2.40658 | 2.68220 | 3.26891 |
| **49** | 0.67953 | 1.29907 | 1.67655 | 2.00958 | 2.40489 | 2.67995 | 3.26508 |
| **50** | 0.67943 | 1.29871 | 1.67591 | 2.00856 | 2.40327 | 2.67779 | 3.26141 |
| **51** | 0.67933 | 1.29837 | 1.67528 | 2.00758 | 2.40172 | 2.67572 | 3.25789 |
| **52** | 0.67924 | 1.29805 | 1.67469 | 2.00665 | 2.40022 | 2.67373 | 3.25451 |
| **53** | 0.67915 | 1.29773 | 1.67412 | 2.00575 | 2.39879 | 2.67182 | 3.25127 |
| **54** | 0.67906 | 1.29743 | **1.67356** | 2.00488 | 2.39741 | 2.66998 | 3.24815 |
| **55** | 0.67898 | 1.29713 | 1.67303 | 2.00404 | 2.39608 | 2.66822 | 3.24515 |
| **56** | 0.67890 | 1.29685 | 1.67252 | 2.00324 | 2.39480 | 2.66651 | 3.24226 |
| **57** | 0.67882 | 1.29658 | 1.67203 | 2.00247 | 2.39357 | 2.66487 | 3.23948 |
| **58** | 0.67874 | 1.29632 | 1.67155 | 2.00172 | 2.39238 | 2.66329 | 3.23680 |
| **59** | 0.67867 | 1.29607 | 1.67109 | 2.00100 | 2.39123 | 2.66176 | 3.23421 |
| **60** | 0.67860 | 1.29582 | 1.67065 | 2.00030 | 2.39012 | 2.66028 | 3.23171 |
| **61** | 0.67853 | 1.29558 | 1.67022 | 1.99962 | 2.38905 | 2.65886 | 3.22930 |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **Df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **62** | 0.67847 | 1.29536 | 1.66980 | 1.99897 | 2.38801 | 2.65748 | 3.22696 |
| **63** | 0.67840 | 1.29513 | 1.66940 | 1.99834 | 2.38701 | 2.65615 | 3.22471 |
| **64** | 0.67834 | 1.29492 | 1.66901 | 1.99773 | 2.38604 | 2.65485 | 3.22253 |
| **65** | 0.67828 | 1.29471 | 1.66864 | 1.99714 | 2.38510 | 2.65360 | 3.22041 |
| **66** | 0.67823 | 1.29451 | 1.66827 | 1.99656 | 2.38419 | 2.65239 | 3.21837 |
| **67** | 0.67817 | 1.29432 | 1.66792 | 1.99601 | 2.38330 | 2.65122 | 3.21639 |
| **68** | 0.67811 | 1.29413 | 1.66757 | 1.99547 | 2.38245 | 2.65008 | 3.21446 |
| **69** | 0.67806 | 1.29394 | 1.66724 | 1.99495 | 2.38161 | 2.64898 | 3.21260 |
| **70** | 0.67801 | 1.29376 | 1.66691 | 1.99444 | 2.38081 | 2.64790 | 3.21079 |
| **71** | 0.67796 | 1.29359 | 1.66660 | 1.99394 | 2.38002 | 2.64686 | 3.20903 |
| **72** | 0.67791 | 1.29342 | 1.66629 | 1.99346 | 2.37926 | 2.64585 | 3.20733 |
| **73** | 0.67787 | 1.29326 | 1.66600 | 1.99300 | 2.37852 | 2.64487 | 3.20567 |
| **74** | 0.67782 | 1.29310 | 1.66571 | 1.99254 | 2.37780 | 2.64391 | 3.20406 |
| **75** | 0.67778 | 1.29294 | 1.66543 | 1.99210 | 2.37710 | 2.64298 | 3.20249 |
| **76** | 0.67773 | 1.29279 | 1.66515 | 1.99167 | 2.37642 | 2.64208 | 3.20096 |
| **77** | 0.67769 | 1.29264 | 1.66488 | 1.99125 | 2.37576 | 2.64120 | 3.19948 |
| **78** | 0.67765 | 1.29250 | 1.66462 | 1.99085 | 2.37511 | 2.64034 | 3.19804 |
| **79** | 0.67761 | 1.29236 | 1.66437 | 1.99045 | 2.37448 | 2.63950 | 3.19663 |
| **80** | 0.67757 | 1.29222 | 1.66412 | 1.99006 | 2.37387 | 2.63869 | 3.19526 |
| **81** | 0.67753 | 1.29209 | 1.66388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| **82** | 0.67749 | 1.29196 | 1.66365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |
| **83** | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| **84** | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| **85** | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| **86** | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| **87** | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| **88** | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| **89** | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| **90** | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| **91** | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| **92** | 0.67717 | 1.29082 | 1.66159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| **93** | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| **94** | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| **95** | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| **96** | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| **97** | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| **98** | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| **99** | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| **100** | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |