

KUESIONER

No. Responden :

Pertanyaan-pertanyaan yang kami ajukan ini berkaitan dengan produk mebel ELEGANZ, dan kami mohon kesediaan dari Bapak / Ibu / Saudara untuk membantu mengisi daftar pertanyaan berikut ini dengan cara memberi tanda (X) untuk jawaban yang sesuai dengan **KEYAKINAN** anda terhadap hal / item yang ditanyakan, dan memberi tanda (✓) untuk jawaban yang sesuai dengan **KENYATAAN** yang anda rasakan dari menggunakan produk mebel Eleganza. Penilaian anda disetiap titik garis bilangan akan menunjukkan baik buruknya hal / item yang ditanyakan.

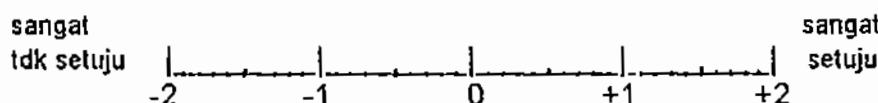
Contoh : Pertanyaan : Kualitas bahan baku yang digunakan baik.

Apabila Bapak / Ibu / Saudara merasa yakin bahwa kualitas bahan baku mebel Eleganza sangat baik, maka memberi (X) pada garis bilangan yang menunjuk angka +2. Namun setelah menggunakan produk tersebut ternyata kualitasnya tidak sebaik yang diyakini atau hanya kurang baik, maka memberi (✓) pada garis bilangan yang menunjuk angka +1,5.

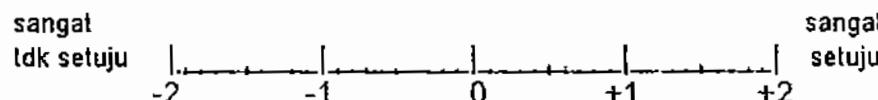


I. Kualitas

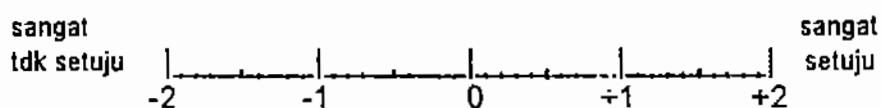
1. Kualitas kayu yang digunakan baik.



2. Kualitas cat yang digunakan baik.

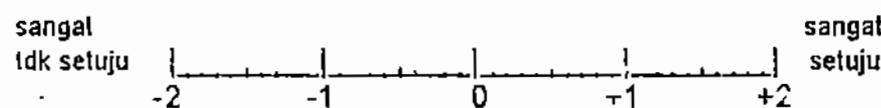


3. Penyelesaian akhir produk (finishing touch) halus.

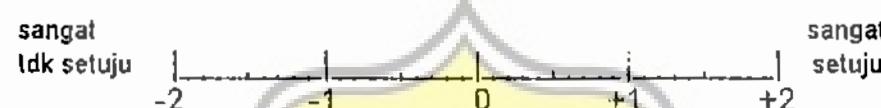


II. Design

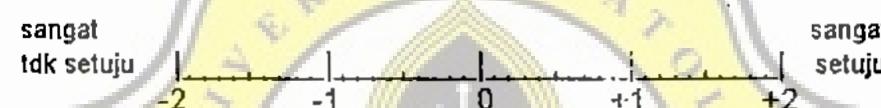
4. Model produk mengikuti perkembangan jaman.



5. Model sesuai dengan keinginan konsumen.



6. Variasi model yang ditawarkan banyak.

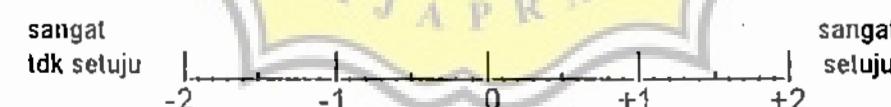


III. Harga

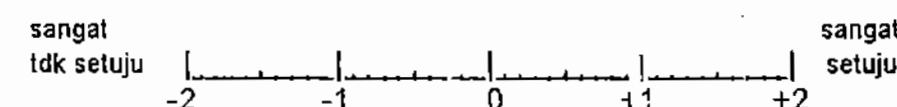
7. Harga produk murah.



8. Potongan harga yang diberikan besar.

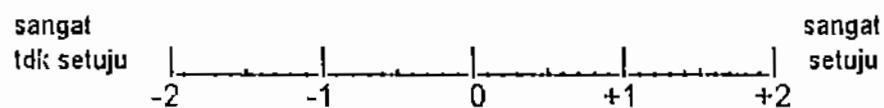


9. Syarat pembayaran dengan tenggang waktu tertentu memuaskan.

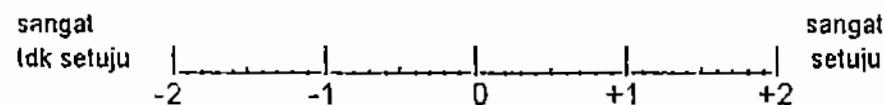


IV. Promosi

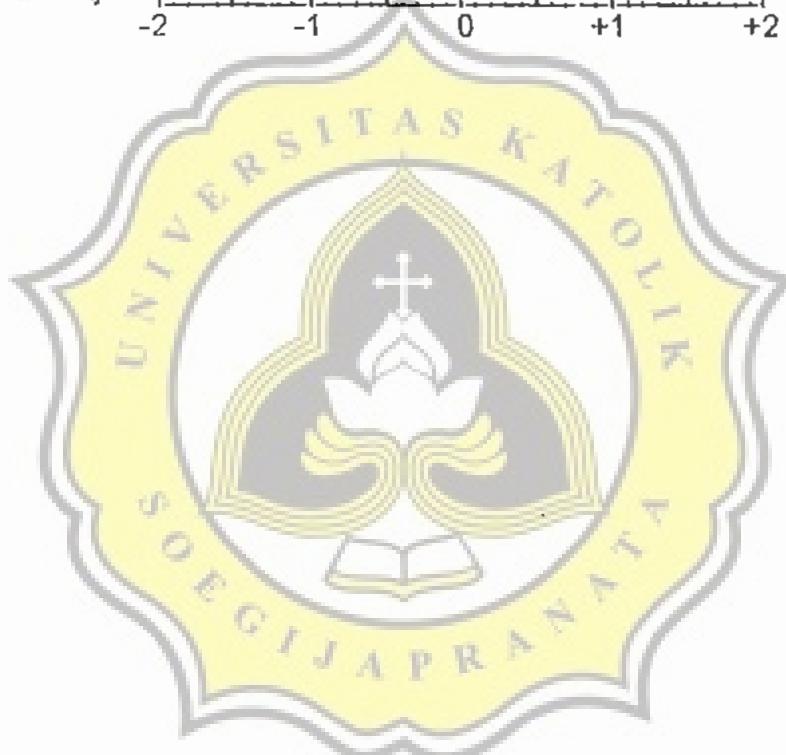
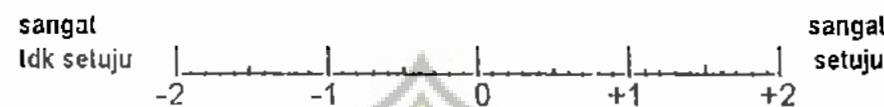
10. Iklan di surat kabar menarik.



11. Cara menjual salesman menarik.



12. Brosur yang dicetak menarik.



Lampliran 2.1. Perhitungan Nilai Keyakinan dan Evaluasi Responden

| Item | NILAI KEYAKINAN | | NILAI EVALUASI | |
|-----------------------|-----------------|-----------|----------------|-----------|
| | Jumlah | Rata-rata | Jumlah | Rata-rata |
| 1. Kualitas kayu | 112,3 | 1,87 | 113,9 | 1,90 |
| 2. Kualitas cat | 113,1 | 1,89 | 112,9 | 1,88 |
| 3. Kualitas finishing | 113,9 | 1,90 | 114,1 | 1,90 |
| 4. Model produk | 115,8 | 1,93 | 113,4 | 1,89 |
| 5. Kesesuaian model | 114,6 | 1,91 | 113,1 | 1,89 |
| 6. Variasi model | 113,0 | 1,88 | 115,7 | 1,93 |
| 7. Harga produk | 113,7 | 1,90 | 113,6 | 1,89 |
| 8. Potongan harga | 115,1 | 1,92 | 114,7 | 1,91 |
| 9. Syarat pembayaran | 114,7 | 1,91 | 114,8 | 1,91 |
| 10. Iklan surat kabar | 112,0 | 1,87 | 114,7 | 1,91 |
| 11. Personal selling | 114,6 | 1,91 | 116,4 | 1,94 |
| 12. Brosur | 112,2 | 1,87 | 114,1 | 1,90 |

Lampiran 2.2. Perhitungan Sikap Konsumen dengan Model Fishbein

| Item | Keyakinan | Evaluasi | Sikap Konsumen |
|-----------------------|-----------|----------|----------------------|
| | (bi) | (ei) | $Ao = (bi) (ei)$ |
| 1. Kualitas kayu | 1,87 | 1,90 | 3,55 |
| 2. Kualitas cat | 1,89 | 1,88 | 3,55 |
| 3. Kualitas finishing | 1,90 | 1,90 | 3,61 |
| 4. Model produk | 1,93 | 1,89 | 3,65 |
| 5. Kesesuaian model | 1,91 | 1,89 | 3,61 |
| 6. Variasi model | 1,88 | 1,93 | 3,63 |
| 7. Harga produk | 1,90 | 1,89 | 3,59 |
| 8. Potongan harga | 1,92 | 1,91 | 3,67 |
| 9. Syarat pembayaran | 1,91 | 1,91 | 3,65 |
| 10. Iklan surat kabar | 1,87 | 1,91 | 3,57 |
| 11. Personal selling | 1,91 | 1,94 | 3,71 |
| 12. Brosur | 1,87 | 1,90 | 3,55 |

| | K1 | K2 | K3 | K4 | K5 | K6 | K7 | K8 | K9 | K10 | K11 | K12 | e1 | e2 | e3 | e4 | e5 | e6 | e7 |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1 | 1.5 | 1.0 | 1.2 | 1.0 | 1.2 | 1.0 | 1.5 | 1.0 | 1.0 | 1.5 | 1.5 | 1.5 | 1.2 | 1.5 | 1.5 | 1.4 | 1.0 | 2.0 | 1.2 |
| 2 | 2.0 | 1.0 | 1.0 | 2.0 | 2.0 | 1.0 | 1.5 | 2.0 | 2.0 | 1.0 | 1.5 | 1.6 | 2.0 | 1.5 | 1.8 | 1.5 | 1.0 | 2.0 | 1.6 |
| 3 | 1.5 | 1.0 | 1.0 | 1.4 | 1.2 | 1.0 | 1.0 | 2.0 | 2.0 | 1.0 | 2.0 | 1.0 | 1.5 | 1.4 | 1.5 | 1.4 | 1.5 | 1.5 | 1.5 |
| 4 | 1.0 | 1.0 | 1.2 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.4 | 1.0 | 1.0 | 1.0 | 1.5 | 1.5 | 1.3 | 1.2 | 1.2 | 1.0 |
| 5 | 1.5 | 1.8 | 1.6 | 2.0 | 2.0 | 1.5 | 1.5 | 2.0 | 1.8 | 1.5 | 1.7 | 1.7 | 2.0 | 1.5 | 2.0 | 1.5 | 1.5 | 2.0 | 2.0 |
| 6 | 1.5 | 2.0 | 1.9 | 2.0 | 2.0 | 1.5 | 1.8 | 1.8 | 2.0 | 1.5 | 1.5 | 2.0 | 2.0 | 1.5 | 2.0 | 1.6 | 1.5 | 2.0 | 2.0 |
| 7 | 1.0 | 2.0 | 1.7 | 1.5 | 1.5 | 1.5 | 1.5 | 2.0 | 1.7 | 1.5 | 1.5 | 1.6 | 1.5 | 2.0 | 1.8 | 1.5 | 1.8 | 1.7 | 1.5 |
| 8 | 1.5 | 1.0 | 1.0 | 1.5 | 1.5 | 1.5 | 1.5 | 1.8 | 1.0 | 2.0 | 1.5 | 1.5 | 1.5 | 1.5 | 1.0 | 2.0 | 1.5 | 1.5 | 1.5 |
| 9 | 2.0 | 1.0 | 1.5 | 2.0 | 1.6 | 1.7 | 2.0 | 1.5 | 1.8 | 1.5 | 1.6 | 1.7 | 1.7 | 1.8 | 2.0 | 1.5 | 1.5 | 2.0 | 1.5 |
| 10 | 1.5 | 2.0 | 2.0 | 1.9 | 2.0 | 1.8 | 1.8 | 1.9 | 2.0 | 1.5 | 2.0 | 1.5 | 1.7 | 1.8 | 1.8 | 1.8 | 2.0 | 2.0 | 1.5 |
| 11 | 1.8 | 1.9 | 2.0 | 2.0 | 2.0 | 1.8 | 1.9 | 1.8 | 1.8 | 1.8 | 2.0 | 1.8 | 2.0 | 1.8 | 1.8 | 2.0 | 2.0 | 1.8 | 1.8 |
| 12 | 1.8 | 2.0 | 2.0 | 2.0 | 2.0 | 1.8 | 2.0 | 1.8 | 1.6 | 2.0 | 1.8 | 2.0 | 2.0 | 1.8 | 1.8 | 2.0 | 2.0 | 1.8 | 2.0 |
| 13 | 1.8 | 2.0 | 2.0 | 2.0 | 2.0 | 1.9 | 1.8 | 2.0 | 1.8 | 1.9 | 2.0 | 1.8 | 2.0 | 1.8 | 2.0 | 1.8 | 1.9 | 2.0 | 2.0 |
| 14 | 1.5 | 2.0 | 2.0 | 1.8 | 1.5 | 2.0 | 2.0 | 1.6 | 1.5 | 2.0 | 2.0 | 1.5 | 2.0 | 1.5 | 1.8 | 1.8 | 1.5 | 2.0 | 2.0 |
| 15 | 2.0 | 1.6 | 2.0 | 1.9 | 1.8 | 2.0 | 1.8 | 1.9 | 2.0 | 1.5 | 2.0 | 1.5 | 1.5 | 1.5 | 2.0 | 1.6 | 2.0 | 1.8 | 1.8 |
| 16 | 2.0 | 2.0 | 2.0 | 2.0 | 1.9 | 2.0 | 2.0 | 1.9 | 2.0 | 1.8 | 2.0 | 1.9 | 1.8 | 2.0 | 1.9 | 2.0 | 1.9 | 2.0 | 2.0 |
| 17 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 1.8 | 2.0 | 2.0 | 1.8 | 2.0 | 1.9 | 2.0 | 1.9 | 2.0 | 2.0 |
| 18 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 1.9 | 2.0 | 2.0 | 2.0 | 2.0 | 1.8 | 2.0 | 1.9 | 2.0 | 2.0 | 2.0 |
| 19 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 1.8 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 20 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 1.9 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 21 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 1.9 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 22 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 23 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 24 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 25 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 26 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 27 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 28 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 29 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 30 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 31 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 32 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 33 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 34 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 35 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 36 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 37 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |

| | k1 | k2 | k3 | k4 | k5 | k6 | k7 | k8 | k9 | k10 | k11 | k12 | e1 | e2 | e3 | e4 | e5 | e6 | e7 |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 38 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 39 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 40 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 41 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 42 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 43 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 44 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 45 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 46 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 47 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 48 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 49 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 50 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 51 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| 52 | 1.8 | 2.0 | 2.0 | 2.0 | 1.8 | 2.0 | 2.0 | 1.8 | 1.6 | 2.0 | 1.8 | 2.0 | 2.0 | 1.8 | 1.8 | 2.0 | 2.0 | 1.9 | 1.8 |
| 53 | 2.0 | 2.0 | 2.0 | 2.0 | 1.9 | 2.0 | 2.0 | 1.9 | 1.8 | 1.9 | 2.0 | 1.8 | 2.0 | 1.8 | 1.9 | 2.0 | 2.0 | 1.9 | 1.6 |
| 54 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 1.8 | 2.0 | 1.9 | 2.0 | 1.9 | 2.0 |
| 55 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 1.8 | 2.0 | 2.0 | 1.8 | 2.0 | 1.9 | 2.0 | 2.0 | 1.9 | 2.0 |
| 56 | 1.5 | 2.0 | 1.9 | 2.0 | 1.8 | 2.0 | 1.8 | 1.9 | 1.5 | 2.0 | 1.5 | 2.0 | 2.0 | 1.5 | 2.0 | 1.6 | 2.0 | 1.8 | 2.0 |
| 57 | 1.8 | 1.9 | 2.0 | 2.0 | 1.8 | 2.0 | 1.8 | 1.9 | 1.6 | 2.0 | 2.0 | 1.8 | 2.0 | 1.8 | 2.0 | 1.8 | 2.0 | 1.8 | 1.8 |
| 58 | 1.8 | 2.0 | 2.0 | 2.0 | 1.8 | 2.0 | 1.8 | 2.0 | 1.8 | 1.8 | 2.0 | 1.8 | 1.8 | 2.0 | 1.8 | 2.0 | 2.0 | 1.8 | 1.8 |
| 59 | 1.5 | 2.0 | 2.0 | 1.8 | 1.5 | 2.0 | 1.8 | 1.8 | 2.0 | 1.5 | 1.7 | 1.7 | 2.0 | 1.5 | 2.0 | 1.5 | 1.8 | 1.7 | 1.5 |
| 60 | 2.0 | 1.5 | 1.9 | 2.0 | 1.8 | 2.0 | 1.9 | 1.8 | 1.5 | 2.0 | 2.0 | 1.5 | 1.5 | 2.0 | 2.0 | 1.6 | 2.0 | 1.5 | 2.0 |



| | e8 | e9 | e10 | e11 | e12 | tot_k | tot_e |
|----|-----|-----|-----|-----|-----|-------|-------|
| 38 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 39 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 40 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 41 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 42 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 43 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 44 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 45 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 46 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 47 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 48 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 49 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 50 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 51 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 24.0 | 24.0 |
| 52 | 2.0 | 1.9 | 2.0 | 2.0 | 1.9 | 22.8 | 23.1 |
| 53 | 2.0 | 2.0 | 2.0 | 2.0 | 1.9 | 23.3 | 23.3 |
| 54 | 2.0 | 2.0 | 2.0 | 2.0 | 1.9 | 23.8 | 23.5 |
| 55 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 23.8 | 23.6 |
| 56 | 1.6 | 1.8 | 2.0 | 2.0 | 1.8 | 21.9 | 22.1 |
| 57 | 2.0 | 2.0 | 1.9 | 1.8 | 2.0 | 22.6 | 22.9 |
| 58 | 2.0 | 2.0 | 1.9 | 2.0 | 1.9 | 22.8 | 23.0 |
| 59 | 2.0 | 1.9 | 1.7 | 1.5 | 2.0 | 21.3 | 21.1 |
| 60 | 1.5 | 2.0 | 1.6 | 2.0 | 1.8 | 21.9 | 21.5 |

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)

Item-total Statistics

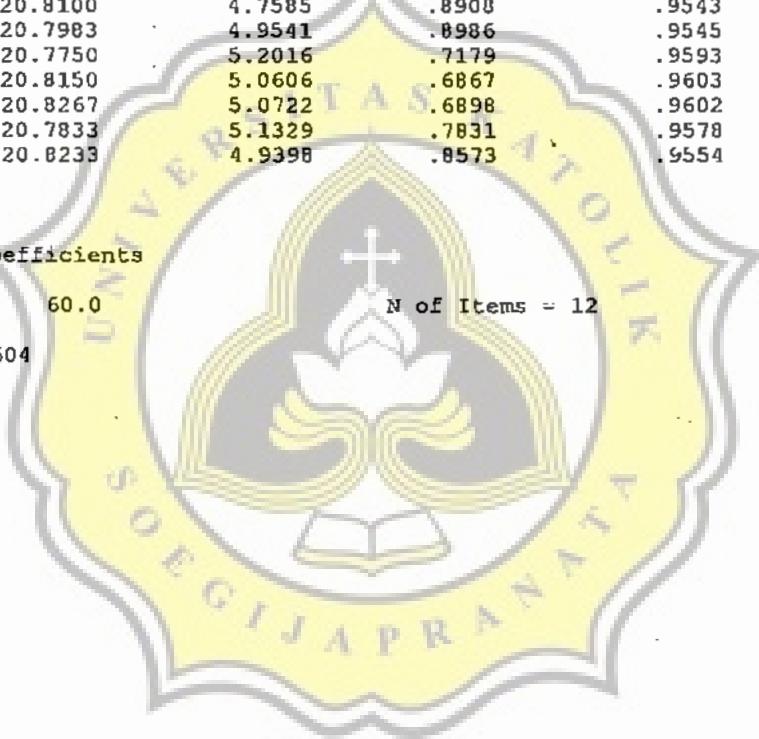
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|-----|---|---|--|--------------------------------------|
| K1 | 20.8217 | 5.0265 | .7406 | .9587 |
| K2 | 20.8150 | 4.7057 | .8202 | .9573 |
| K3 | 20.7950 | 4.8130 | .8645 | .9551 |
| K4 | 20.7633 | 5.0224 | .8683 | .9555 |
| K5 | 20.8000 | 4.9664 | .8704 | .9552 |
| K6 | 20.8100 | 4.7585 | .8908 | .9543 |
| K7 | 20.7983 | 4.9541 | .8986 | .9545 |
| K8 | 20.7750 | 5.2016 | .7179 | .9593 |
| K9 | 20.8150 | 5.0606 | .6867 | .9603 |
| K10 | 20.8267 | 5.0722 | .6898 | .9602 |
| K11 | 20.7833 | 5.1329 | .7831 | .9578 |
| K12 | 20.8233 | 4.9398 | .8573 | .9554 |

Reliability Coefficients

N of Cases = 60.0

Alpha = .9604

N of Items = 12



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)

Item-total Statistics

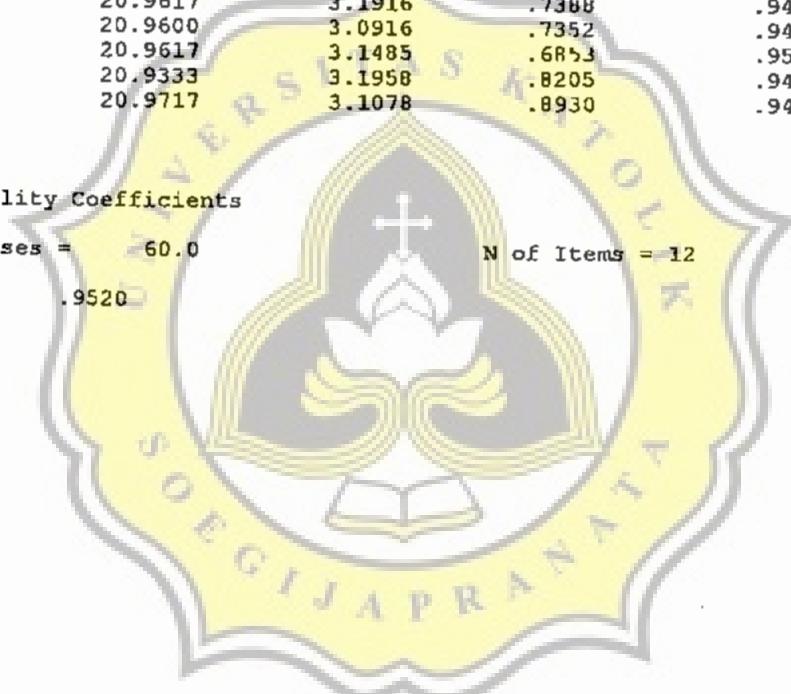
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|-----|-------------------------------------|---|--|-----------------------------|
| E1 | 20.9750 | 3.0917 | .757* | .9483 |
| E2 | 20.9917 | 3.1472 | .7633 | .9480 |
| E3 | 20.9550 | 3.2096 | .7243 | .9492 |
| E4 | 20.9833 | 3.0889 | .8105 | .9465 |
| E5 | 20.9883 | 2.9360 | .8432 | .9458 |
| E6 | 20.9450 | 3.2917 | .6671 | .9509 |
| E7 | 20.9800 | 3.0047 | .8523 | .9451 |
| E8 | 20.9617 | 3.1916 | .7388 | .9488 |
| E9 | 20.9600 | 3.0916 | .7352 | .9491 |
| E10 | 20.9617 | 3.1485 | .6853 | .9506 |
| E11 | 20.9333 | 3.1958 | .8205 | .9469 |
| E12 | 20.9717 | 3.1078 | .8930 | .9444 |

Reliability Coefficients

N of Cases = 60.0

N of Items = 12

Alpha = .9520



(Lampiran 12, hal. 37)

TABEL XII

Harga Kritik korelasi Rank Spearman memberikan harga r

untuk harga n memenuhi $P(r \geq r_{\alpha}) = \alpha$ di mana R statistik rank Spearman.

| n | $\alpha = .10$ | .05 | .025 | .01 | .005 | .001 |
|-----|----------------|-------|-------|-------|-------|-------|
| 4 | .8000 | .8000 | | | | |
| 5 | .7000 | .8000 | .9000 | .9000 | | |
| 6 | .6000 | .7714 | .8286 | .8857 | .9429 | |
| 7 | .5357 | .6786 | .7450 | .8571 | .8929 | .9643 |
| 8 | .5000 | .6190 | .7143 | .8095 | .8571 | .9286 |
| 9 | .4667 | .5833 | .6833 | .7667 | .8167 | .9000 |
| 10 | .4442 | .5515 | .6364 | .7333 | .7818 | .8667 |
| 11 | .4182 | .5273 | .6091 | .7000 | .7455 | .8364 |
| 12 | .3986 | .4965 | .5804 | .6713 | .7273 | .8182 |
| 13 | .3791 | .4780 | .5549 | .6429 | .6978 | .7912 |
| 14 | .3626 | .4593 | .5341 | .6220 | .6747 | .7670 |
| 15 | .3500 | .4429 | .5179 | .6000 | .6536 | .7464 |
| 16 | .3382 | .4265 | .5000 | .5824 | .6324 | .7265 |
| 17 | .3260 | .4118 | .4853 | .5637 | .6152 | .7083 |
| 18 | .3148 | .3994 | .4716 | .5480 | .5975 | .6904 |
| 19 | .3070 | .3895 | .4579 | .5333 | .5825 | .6737 |
| 20 | .2977 | .3789 | .4451 | .5203 | .5684 | .6586 |
| 21 | .2909 | .3688 | .4351 | .5078 | .5545 | .6455 |
| 22 | .2829 | .3597 | .4241 | .4963 | .5426 | .6318 |
| 23 | .2767 | .3518 | .4150 | .4852 | .5306 | .6186 |
| 24 | .2704 | .3435 | .4061 | .4748 | .5200 | .6070 |
| 25 | .2646 | .3362 | .3977 | .4654 | .5100 | .5962 |
| 26 | .2588 | .3299 | .3894 | .4564 | .5002 | .5856 |
| 27 | .2540 | .3236 | .3822 | .4481 | .4915 | .5757 |
| 28 | .2490 | .3175 | .3749 | .4401 | .4828 | .5660 |
| 29 | .2443 | .3113 | .3685 | .4320 | .4744 | .5567 |
| 30 | .2400 | .3059 | .3620 | .4251 | .4665 | .5479 |

SURAT KETERANGAN

Yang bertanda tangan dibawah ini :

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Menerangkan bahwa :

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Fakultas : Ekonomi Unika Soegijapranata Semarang
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Telah melaksanakan observasi di perusahaan kami, Eleganza Furniture Semarang dengan mengambil judul " Analisis Sikap Konsumen Terhadap Atribut Produk Mebel Eleganza Semarang."

Demikian surat keterangan ini kami buat untuk dipergunakan sebagai laporan mengenai kegiatan observasi yang tersebut di atas.

Semarang, 12 Juli 1999

Eleganza Furniture Semarang


VY AGUS BAKTI. A
Kabag. Produksi
