

# LAMPIRAN SKRIPSI

# LAMPIRAN I

## Kuesioner Prasurvey



## LAMPIRAN II

### Kuesioner Penelitian

## **KUESIONER PENELITIAN**

### **Analisis Faktor-faktor yang Mempengaruhi Konsumen dalam Menggunakan Kartu Prabayar Simpati**

#### **Pengantar :**

Kuesioner ini khusus ditujukan bagi konsumen kartu prabayar Simpati di Kota Semarang guna mengetahui faktor-faktor yang mempengaruhi konsumen dalam menggunakan kartu prabayar tersebut. Berkenaan dengan hal tersebut, mohon sekiranya anda mengisi jawaban yang tersedia dengan sebenar-benarnya. Atas kesediaan Anda meluangkan waktu untuk mengisi pertanyaan-pertanyaan di bawah ini, saya ucapkan banyak terima kasih.

#### **I. PETUNJUK CARA PENGISIAN**

Pernyataan-pernyataan di bawah ini berkenaan dengan faktor-faktor yang mempengaruhi keputusan Anda dalam membeli kartu prabayar Simpati. Pilihlah pandangan yang sesuai dengan tingkat persetujuan Anda, dimana :

- |                     |       |
|---------------------|-------|
| Sangat Tidak Setuju | : STS |
| Tidak Setuju        | : TS  |
| Netral              | : N   |
| Setuju              | : S   |
| Sangat Setuju       | : SS  |

## II. IDENTITAS RESPONDEN

1. Nama \*) : .....
2. Alamat : .....
3. No. Telpon : .....
4. Umur : .....
5. Jenis Kelamin :  Pria  Wanita
6. Pekerjaan Utama adalah :
  - a. Pegawai Negeri Sipil
  - b. Wiraswasta
  - c. Swasta
  - d. Pelajar / Mahasiswa
  - e. Lainnya : .....
7. Pendidikan Terakhir :
  - a. SD
  - b. SMP
  - c. SMA
  - d. Akademi
  - e. Perguruan Tinggi
8. Lama menggunakan kartu prabayar Simpati :
  - a. < 6 bulan ( stop wawancara )
  - b. > 6 bulan ( lanjut wawancara )

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\*) Catatan : Apabila berkeberatan daftar isian tentang nama dapat diabaikan/dikosongkan.

| No  | Variabel  | STS | TS | N | S | SS |
|-----|---|-----|----|---|---|----|
| 1.  | Menurut Anda kartu perdana Simpati harganya terjangkau konsumen   |     |    |   |   |    |
| 2.  | Menurut Anda pulsa isi ulang kartu prabayar Simpati karena harganya terjangkau  |     |    |   |   |    |
| 3.  | Menurut Anda kartu prabayar Simpati karena memiliki kemampuan menangkap signal dengan kuat  |     |    |   |   |    |
| 4.  | Menurut Anda kartu prabayar Simpati karena didukung oleh jaringan yang tersebar di beberapa tempat sehingga daerah operasi luas       |     |    |   |   |    |
| 5.  | Menurut Anda kartu prabayar Simpati bebas biaya roaming   |     |    |   |   |    |
| 6.  | Biaya percakapan kartu prabayar Simpati murah   |     |    |   |   |    |
| 7.  | Menurut Anda kartu prabayar Simpati menghasilkan suara yang jernih dan jelas saat digunakan untuk percakapan                          |     |    |   |   |    |
| 8.  | Menurut Anda tersedia banyak <i>counter</i> / toko resmi yang menjual kartu prabayar perdana / voucher isi ulang Simpati              |     |    |   |   |    |
| 9.  | Menurut Anda kartu prabayar Simpati tidak pernah mengalami <i>blank</i> ( terputus ) didaerah operasi saat digunakan dalam percakapan |     |    |   |   |    |
| 10. | Menurut Anda kartu prabayar Simpati memiliki fasilitas <i>feature</i> yang lengkap  |     |    |   |   |    |
| 11. | Anda membeli kartu prabayar Simpati karena mendapatkan saran dari teman   |     |    |   |   |    |
| 12. | Menurut Anda voucher isi ulang kartu prabayar Simpati mudah didapatkan  |     |    |   |   |    |
| 13. | Anda membeli kartu prabayar Simpati karena tertarik dengan promosi  |     |    |   |   |    |

# LAMPIRAN III

## Tabulasi Data



**TABULASI DATA PROSES PENGAMBILAN KEPUTUSAN PEMBELIAN  
KARTU GSM PABAYAR SIMPATI**

| Responden | Variabel Analisis Faktor |        |        |        |        |        |        |        |        |        |         |         |         |         |
|-----------|--------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|
|           | Ke                       | Kues_1 | Kues_2 | Kues_3 | Kues_4 | Kues_5 | Kues_6 | Kues_7 | Kues_8 | Kues_9 | Kues_10 | Kues_11 | Kues_12 | Kues_13 |
|           | 1                        | 5      | 5      | 2      | 2      | 5      | 5      | 2      | 5      | 2      | 2       | 1       | 5       | 2       |
|           | 2                        | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5       | 2       | 5       | 5       |
|           | 3                        | 4      | 4      | 4      | 5      | 4      | 2      | 4      | 4      | 4      | 4       | 2       | 1       | 4       |
|           | 4                        | 5      | 5      | 5      | 5      | 4      | 5      | 5      | 5      | 5      | 4       | 2       | 4       | 5       |
|           | 5                        | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 2       | 1       | 5       | 5       |
|           | 6                        | 4      | 4      | 5      | 4      | 4      | 2      | 5      | 5      | 5      | 2       | 2       | 5       | 2       |
|           | 7                        | 2      | 4      | 5      | 5      | 4      | 2      | 5      | 2      | 5      | 5       | 2       | 3       | 4       |
|           | 8                        | 4      | 5      | 5      | 5      | 4      | 4      | 5      | 5      | 5      | 2       | 1       | 4       | 2       |
|           | 9                        | 5      | 5      | 5      | 5      | 4      | 4      | 5      | 5      | 5      | 2       | 2       | 4       | 4       |
|           | 10                       | 4      | 5      | 5      | 5      | 4      | 2      | 5      | 5      | 5      | 4       | 2       | 4       | 4       |
|           | 11                       | 4      | 5      | 4      | 5      | 4      | 2      | 5      | 5      | 5      | 4       | 1       | 4       | 4       |
|           | 12                       | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5       | 2       | 4       | 2       |
|           | 13                       | 4      | 5      | 5      | 5      | 4      | 4      | 5      | 5      | 4      | 1       | 1       | 4       | 2       |
|           | 14                       | 3      | 4      | 4      | 4      | 3      | 1      | 5      | 4      | 5      | 2       | 1       | 3       | 1       |
|           | 15                       | 4      | 5      | 5      | 5      | 3      | 5      | 5      | 5      | 5      | 3       | 1       | 5       | 3       |
|           | 16                       | 4      | 5      | 5      | 5      | 4      | 5      | 5      | 5      | 5      | 3       | 2       | 4       | 5       |
|           | 17                       | 4      | 5      | 5      | 5      | 3      | 5      | 5      | 5      | 5      | 4       | 2       | 4       | 3       |
|           | 18                       | 3      | 4      | 4      | 5      | 3      | 2      | 5      | 4      | 5      | 3       | 1       | 3       | 3       |
|           | 19                       | 4      | 5      | 2      | 4      | 4      | 4      | 5      | 5      | 4      | 2       | 2       | 4       | 4       |
|           | 20                       | 4      | 5      | 5      | 5      | 4      | 5      | 5      | 5      | 5      | 3       | 2       | 4       | 4       |
|           | 21                       | 3      | 5      | 5      | 5      | 2      | 2      | 5      | 5      | 5      | 3       | 3       | 4       | 4       |
|           | 22                       | 4      | 5      | 5      | 5      | 3      | 5      | 5      | 5      | 5      | 3       | 1       | 4       | 4       |
|           | 23                       | 4      | 5      | 5      | 5      | 4      | 4      | 5      | 5      | 5      | 4       | 2       | 4       | 4       |
|           | 24                       | 2      | 3      | 3      | 2      | 3      | 2      | 2      | 2      | 2      | 2       | 1       | 2       | 2       |
|           | 25                       | 2      | 4      | 4      | 3      | 3      | 2      | 3      | 5      | 3      | 2       | 2       | 4       | 2       |
|           | 26                       | 5      | 5      | 5      | 5      | 3      | 5      | 5      | 5      | 5      | 1       | 1       | 4       | 4       |
|           | 27                       | 5      | 5      | 5      | 5      | 4      | 4      | 5      | 5      | 5      | 3       | 1       | 4       | 4       |
|           | 28                       | 3      | 4      | 3      | 5      | 5      | 4      | 4      | 5      | 3      | 2       | 2       | 4       | 2       |
|           | 29                       | 2      | 3      | 5      | 3      | 5      | 1      | 5      | 3      | 5      | 2       | 1       | 4       | 4       |
|           | 30                       | 5      | 5      | 5      | 4      | 3      | 2      | 5      | 3      | 4      | 2       | 2       | 2       | 2       |
|           | 31                       | 5      | 5      | 5      | 4      | 3      | 2      | 5      | 5      | 5      | 2       | 1       | 4       | 2       |
|           | 32                       | 3      | 3      | 2      | 2      | 2      | 3      | 4      | 4      | 2      | 1       | 1       | 4       | 1       |
|           | 33                       | 2      | 2      | 5      | 5      | 3      | 4      | 4      | 4      | 4      | 2       | 2       | 3       | 4       |
|           | 34                       | 4      | 4      | 4      | 5      | 5      | 5      | 5      | 5      | 5      | 1       | 1       | 5       | 5       |
|           | 35                       | 4      | 4      | 5      | 5      | 4      | 5      | 5      | 5      | 5      | 2       | 2       | 5       | 5       |
|           | 36                       | 4      | 4      | 2      | 2      | 3      | 2      | 2      | 2      | 2      | 3       | 3       | 2       | 2       |
|           | 37                       | 2      | 2      | 4      | 4      | 3      | 2      | 2      | 4      | 4      | 2       | 2       | 2       | 2       |
|           | 38                       | 2      | 2      | 4      | 4      | 4      | 5      | 4      | 4      | 4      | 3       | 2       | 4       | 2       |
|           | 39                       | 3      | 2      | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 4       | 2       | 4       | 3       |
|           | 40                       | 5      | 5      | 4      | 4      | 5      | 4      | 5      | 4      | 4      | 4       | 2       | 5       | 3       |

**TABULASI DATA PROSES PENGAMBILAN KEPUTUSAN PEMBELIAN  
KARTU GSM PABAYAR SIMPATI**

**Variabel Analisis Faktor**

| Responden | Variabel Analisis Faktor |        |        |        |        |        |        |        |        |        |         |         |         |         |
|-----------|--------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|
|           | Ke                       | Kues_1 | Kues_2 | Kues_3 | Kues_4 | Kues_5 | Kues_6 | Kues_7 | Kues_8 | Kues_9 | Kues_10 | Kues_11 | Kues_12 | Kues_13 |
|           | 1                        | 5      | 5      | 2      | 2      | 5      | 5      | 2      | 5      | 2      | 2       | 1       | 5       | 2       |
|           | 2                        | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 4      | 5       | 2       | 5       | 5       |
|           | 3                        | 4      | 4      | 4      | 5      | 2      | 4      | 4      | 4      | 4      | 4       | 2       | 1       | 4       |
|           | 4                        | 5      | 5      | 5      | 4      | 5      | 5      | 5      | 5      | 5      | 4       | 2       | 4       | 5       |
|           | 5                        | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 2       | 2       | 5       | 5       |
|           | 6                        | 4      | 5      | 5      | 4      | 4      | 5      | 5      | 5      | 5      | 2       | 1       | 5       | 2       |
|           | 7                        | 2      | 4      | 5      | 5      | 2      | 5      | 2      | 2      | 5      | 5       | 2       | 3       | 4       |
|           | 8                        | 4      | 5      | 5      | 5      | 4      | 5      | 5      | 5      | 5      | 2       | 1       | 4       | 2       |
|           | 9                        | 5      | 5      | 5      | 5      | 4      | 4      | 5      | 5      | 4      | 4       | 2       | 4       | 4       |
|           | 10                       | 4      | 5      | 5      | 5      | 2      | 5      | 5      | 5      | 5      | 2       | 2       | 4       | 4       |
|           | 11                       | 4      | 5      | 4      | 5      | 2      | 5      | 5      | 5      | 4      | 1       | 1       | 4       | 2       |
|           | 12                       | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 2       | 2       | 4       | 4       |
|           | 13                       | 4      | 5      | 4      | 4      | 3      | 4      | 5      | 5      | 4      | 1       | 1       | 4       | 2       |
|           | 14                       | 3      | 4      | 5      | 5      | 1      | 5      | 4      | 4      | 5      | 2       | 1       | 3       | 1       |
|           | 15                       | 4      | 5      | 5      | 5      | 3      | 5      | 5      | 5      | 5      | 3       | 1       | 5       | 3       |
|           | 16                       | 4      | 5      | 5      | 5      | 4      | 5      | 5      | 5      | 5      | 4       | 2       | 4       | 5       |
|           | 17                       | 4      | 5      | 5      | 5      | 3      | 5      | 5      | 5      | 5      | 4       | 2       | 4       | 3       |
|           | 18                       | 3      | 4      | 5      | 5      | 2      | 5      | 5      | 5      | 5      | 3       | 1       | 3       | 3       |
|           | 19                       | 4      | 4      | 2      | 4      | 3      | 4      | 4      | 4      | 4      | 2       | 2       | 4       | 2       |
|           | 20                       | 4      | 5      | 5      | 5      | 4      | 5      | 5      | 5      | 5      | 3       | 2       | 4       | 4       |
|           | 21                       | 3      | 5      | 5      | 5      | 2      | 5      | 5      | 5      | 5      | 3       | 1       | 4       | 3       |
|           | 22                       | 4      | 5      | 5      | 5      | 3      | 5      | 5      | 5      | 5      | 3       | 1       | 4       | 4       |
|           | 23                       | 4      | 5      | 5      | 5      | 4      | 5      | 5      | 5      | 5      | 4       | 1       | 4       | 4       |
|           | 24                       | 2      | 3      | 3      | 2      | 2      | 2      | 2      | 2      | 2      | 2       | 2       | 2       | 2       |
|           | 25                       | 2      | 4      | 4      | 4      | 3      | 3      | 3      | 3      | 3      | 2       | 2       | 4       | 2       |
|           | 26                       | 5      | 5      | 5      | 5      | 2      | 5      | 5      | 5      | 5      | 4       | 1       | 4       | 4       |
|           | 27                       | 5      | 5      | 5      | 5      | 4      | 5      | 5      | 5      | 5      | 3       | 1       | 4       | 4       |
|           | 28                       | 3      | 4      | 4      | 3      | 4      | 4      | 4      | 4      | 3      | 2       | 2       | 4       | 2       |
|           | 29                       | 2      | 3      | 5      | 5      | 1      | 5      | 5      | 5      | 5      | 2       | 1       | 1       | 4       |
|           | 30                       | 5      | 5      | 5      | 4      | 2      | 5      | 5      | 3      | 4      | 2       | 2       | 2       | 2       |
|           | 31                       | 5      | 5      | 5      | 4      | 2      | 5      | 5      | 5      | 5      | 2       | 1       | 4       | 2       |
|           | 32                       | 3      | 3      | 2      | 2      | 2      | 3      | 4      | 4      | 2      | 1       | 1       | 4       | 1       |
|           | 33                       | 2      | 2      | 5      | 5      | 3      | 4      | 4      | 4      | 4      | 2       | 2       | 3       | 4       |
|           | 34                       | 4      | 4      | 4      | 4      | 5      | 5      | 5      | 5      | 5      | 1       | 1       | 5       | 5       |
|           | 35                       | 4      | 4      | 4      | 5      | 4      | 5      | 5      | 5      | 5      | 2       | 2       | 5       | 5       |
|           | 36                       | 4      | 4      | 2      | 2      | 3      | 3      | 2      | 2      | 2      | 3       | 3       | 2       | 2       |
|           | 37                       | 2      | 2      | 4      | 4      | 3      | 3      | 2      | 2      | 4      | 2       | 2       | 2       | 2       |
|           | 38                       | 2      | 2      | 4      | 4      | 4      | 5      | 4      | 4      | 4      | 3       | 2       | 4       | 2       |
|           | 39                       | 3      | 2      | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 2       | 2       | 4       | 3       |
|           | 40                       | 5      | 5      | 4      | 4      | 5      | 5      | 4      | 4      | 4      | 4       | 2       | 5       | 3       |





## LAMPIRAN IV

Hasil Uji Validitas dan Reliabilitas

# Reliability : Uji Validitas dan Reliabilitas Kuesioner

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

## Item-total Statistics

|        | Scale                      | Scale                          | Corrected                     | Alpha              |
|--------|----------------------------|--------------------------------|-------------------------------|--------------------|
|        | Mean<br>if Item<br>Deleted | Variance<br>if Item<br>Deleted | Item-<br>Total<br>Correlation | if Item<br>Deleted |
| KUES1  | 45.6700                    | 60.1021                        | .4495                         | .8663              |
| KUES2  | 45.3700                    | 61.2052                        | .4700                         | .8648              |
| KUES3  | 45.3900                    | 57.6948                        | .6483                         | .8551              |
| KUES4  | 45.3700                    | 56.4173                        | .7373                         | .8500              |
| KUES5  | 45.6400                    | 59.5055                        | .5305                         | .8617              |
| KUES6  | 46.0100                    | 57.5454                        | .5487                         | .8609              |
| KUES7  | 45.4000                    | 57.9596                        | .6084                         | .8572              |
| KUES8  | 45.3700                    | 59.1445                        | .5412                         | .8611              |
| KUES9  | 45.3900                    | 56.2807                        | .7520                         | .8492              |
| KUES10 | 46.1000                    | 55.6637                        | .6700                         | .8530              |
| KUES11 | 47.8400                    | 67.8327                        | .3108                         | .8859              |
| KUES12 | 45.9100                    | 59.7797                        | .4535                         | .8663              |
| KUES13 | 46.1000                    | 56.4545                        | .6193                         | .8563              |

## Reliability Coefficients

N of Cases = 100.0

Alpha = .8703

N of Items = 13

# LAMPIRAN V

## Hasil Analisis Faktor

# Factor Analysis : Uji Ke-1

## Anti-image Matrices

| Anti-image Covariance  | KUES1             | KUES2             | KUES3             | KUES4             | KUES5             | KUES6             | KUES7             | KUES8              | KUES9             | KUES10            |
|------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|-------------------|
| KUES1                  | .241              | -.194             | 4.781E-03         | 6.566E-03         | 4.599E-02         | -7.67E-02         | 3.698E-03         | 1.918E-03          | 5.034E-03         | -5.20E-02         |
| KUES2                  | -.194             | .245              | 1.419E-03         | 1.317E-02         | -5.20E-02         | 4.981E-02         | 1.196E-02         | -4.32E-02          | -3.67E-02         | 4.262E-02         |
| KUES3                  | 4.781E-03         | 1.419E-03         | .174              | -5.45E-02         | 6.403E-03         | -6.80E-03         | -1.47E-02         | 3.030E-02          | -3.14E-02         | 3.304E-02         |
| KUES4                  | 6.566E-03         | 1.317E-02         | -5.45E-02         | 8.231E-02         | -5.94E-03         | 1.284E-02         | -6.86E-03         | -6.86E-03          | -4.53E-02         | -5.42E-02         |
| KUES5                  | 4.599E-02         | -5.20E-02         | 6.403E-03         | -5.94E-03         | .333              | -.212             | 1.050E-02         | -1.36E-03          | -1.04E-02         | -1.00E-02         |
| KUES6                  | -7.67E-02         | 4.981E-02         | -6.80E-03         | 1.284E-02         | -2.12             | .259              | 3.492E-02         | 3.492E-02          | -2.29E-02         | -2.91E-02         |
| KUES7                  | 3.698E-03         | 1.196E-02         | -1.47E-02         | -6.86E-03         | 1.050E-02         | 3.492E-02         | -.290             | -.163              | -4.42E-02         | -4.42E-02         |
| KUES8                  | 1.918E-03         | -4.32E-02         | 3.030E-02         | -6.86E-03         | -1.36E-03         | -2.29E-02         | -.163             | .404               | 4.430E-02         | 6.478E-02         |
| KUES9                  | 5.034E-03         | -3.67E-02         | -3.14E-02         | -5.42E-02         | -1.04E-02         | -7.44E-03         | -4.42E-02         | -.102              | 4.430E-02         | -1.67E-03         |
| KUES10                 | -5.20E-02         | 4.262E-02         | 3.304E-02         | -3.45E-02         | -1.00E-02         | -2.91E-02         | -5.90E-02         | 6.478E-02          | -1.67E-03         | .380              |
| KUES11                 | -7.38E-02         | 8.127E-02         | -2.28E-03         | -7.13E-03         | -2.89E-02         | -2.62E-03         | 2.334E-02         | -5.89E-02          | 1.459E-02         | -5.99E-02         |
| KUES12                 | 3.614E-02         | -3.86E-02         | -1.93E-02         | 1.717E-02         | 2.237E-02         | -7.05E-02         | 3.926E-02         | -.229              | -8.18E-03         | -5.91E-02         |
| KUES13                 | -2.15E-02         | 1.867E-02         | 5.886E-03         | -3.51E-02         | 3.413E-02         | -7.00E-02         | 7.683E-03         | 1.324E-02          | 8.445E-03         | -.166             |
| Anti-image Correlation | KUES1             | KUES2             | KUES3             | KUES4             | KUES5             | KUES6             | KUES7             | KUES8              | KUES9             | KUES10            |
| KUES1                  | .640 <sup>a</sup> | -.799             | 2.336E-02         | 4.665E-02         | .162              | -.307             | 1.400E-02         | 6.151E-03          | 3.218E-02         | -.172             |
| KUES2                  | -.799             | .637 <sup>a</sup> | 6.875E-03         | 9.279E-02         | -.182             | .198              | 4.494E-02         | -.138              | -.233             | .140              |
| KUES3                  | 2.336E-02         | 6.875E-03         | .906 <sup>a</sup> | -.455             | 2.660E-02         | -3.20E-02         | -6.53E-02         | .114               | -.236             | .128              |
| KUES4                  | 4.665E-02         | 9.279E-02         | -.455             | .828 <sup>a</sup> | -3.59E-02         | 8.795E-02         | -4.44E-02         | -.248              | -.592             | -.195             |
| KUES5                  | .162              | -.182             | 2.660E-02         | -3.59E-02         | .730 <sup>a</sup> | -.721             | -3.380E-02        | -3.72E-03          | -5.66E-02         | -2.81E-02         |
| KUES6                  | -.307             | .198              | -3.20E-02         | 8.795E-02         | -.721             | .703 <sup>a</sup> | .127              | -7.08E-02          | -4.58E-02         | -9.26E-02         |
| KUES7                  | 1.400E-02         | 4.494E-02         | -6.53E-02         | -4.44E-02         | 3.380E-02         | .127              | .877 <sup>a</sup> | -.476              | -.257             | -.178             |
| KUES8                  | 6.151E-03         | -.138             | .114              | -.248             | -3.72E-03         | .127              | -.476             | .724 <sup>a</sup>  | .219              | .165              |
| KUES9                  | 3.218E-02         | -.233             | -.236             | -.592             | -5.66E-02         | -.195             | -.592             | -.854 <sup>a</sup> | .854 <sup>a</sup> | -8.48E-03         |
| KUES10                 | -.172             | .140              | .128              | -.195             | -2.81E-02         | -.195             | -.178             | .165               | -8.48E-03         | .866 <sup>a</sup> |
| KUES11                 | -.157             | .172              | -.157             | -2.60E-02         | -5.25E-02         | -5.39E-03         | 4.540E-02         | -9.70E-02          | 4.789E-02         | -.102             |
| KUES12                 | 9.729E-02         | -.103             | -6.11E-02         | 7.902E-02         | 5.119E-02         | -.183             | 9.633E-02         | -.475              | -3.39E-02         | -.127             |
| KUES13                 | -6.65E-02         | 5.723E-02         | 2.199E-02         | -.185             | 8.965E-02         | -.209             | 2.164E-02         | 3.158E-02          | 4.015E-02         | -.407             |



Anti-image Matrices

| Anti-image Covariance  | KUES1             | KUES2             | KUES12            | KUES13 |
|------------------------|-------------------|-------------------|-------------------|--------|
| KUES1                  | -7.38E-02         | 3.614E-02         | -2.15E-02         |        |
| KUES2                  | 8.127E-02         | -3.86E-02         | 1.867E-02         |        |
| KUES3                  | -2.28E-03         | -1.93E-02         | 5.886E-03         |        |
| KUES4                  | -7.13E-03         | 1.717E-02         | -3.51E-02         |        |
| KUES5                  | -2.89E-02         | 2.237E-02         | 3.413E-02         |        |
| KUES6                  | -2.62E-03         | -7.05E-02         | -7.00E-02         |        |
| KUES7                  | 2.334E-02         | 3.926E-02         | 7.683E-03         |        |
| KUES8                  | -5.89E-02         | -.229             | 1.324E-02         |        |
| KUES9                  | 1.459E-02         | -8.18E-03         | 6.445E-03         |        |
| KUES10                 | -5.99E-02         | -5.91E-02         | -.166             |        |
| KUES11                 | .913              | 9.094E-02         | 4.614E-02         |        |
| KUES12                 | 9.094E-02         | .573              | 3.215E-03         |        |
| KUES13                 | 4.614E-02         | 3.215E-03         | .435              |        |
| Anti-image Correlation | KUES1             | KUES2             | KUES12            | KUES13 |
| KUES1                  | -.157             | 9.729E-02         | -6.65E-02         |        |
| KUES2                  | .172              | -.103             | 5.723E-02         |        |
| KUES3                  | -5.71E-03         | -6.11E-02         | 2.139E-02         |        |
| KUES4                  | -2.60E-02         | 7.902E-02         | -.185             |        |
| KUES5                  | -5.25E-02         | 5.119E-02         | 8.965E-02         |        |
| KUES6                  | -5.39E-03         | -.183             | -.209             |        |
| KUES7                  | 4.540E-02         | 9.633E-02         | 2.164E-02         |        |
| KUES8                  | -9.70E-02         | -.475             | 3.158E-02         |        |
| KUES9                  | 4.789E-02         | -3.39E-02         | 4.015E-02         |        |
| KUES10                 | -.102             | -.127             | -.407             |        |
| KUES11                 | .330 <sup>a</sup> | .126              | 7.321E-02         |        |
| KUES12                 | .126              | .784 <sup>a</sup> | 6.436E-03         |        |
| KUES13                 | 7.321E-02         | 6.436E-03         | .887 <sup>a</sup> |        |

a. Measures of Sampling Adequacy(MSA)

# Factor Analysis : Uji Uliang Ke-1

## KMO and Bartlett's Test

|  |  |
|--|--|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy: | .796   |
| Bartlett's Test of Sphericity                    | Approx.<br>958,445<br>Chi-Square<br>78<br>df<br>Sig.<br>.000 |

Anti-image Matrices

|                        |                   |                   |                   |                   |                   |                   |           |                   |                   |           |
|------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------|-------------------|-------------------|-----------|
|                        | KUES1             | KUES2             | KUES3             | KUES4             | KUES5             | KUES6             | KUES7     | KUES8             | KUES9             | KUES10    |
| Anti-image Covariance  | KUES1             | KUES2             | KUES3             | KUES4             | KUES5             | KUES6             | KUES7     | KUES8             | KUES9             | KUES10    |
|                        | .247              | -.198             | 4.714E-03         | 6.147E-03         | 4.489E-02         | -7.89E-02         | 5.738E-03 | -2.94E-03         | 6.385E-03         | -5.89E-02 |
|                        | -.198             | .252              | 1.671E-03         | 1.423E-02         | -5.11E-02         | 5.157E-02         | -2.33E-02 | -3.95E-02         | -3.93E-02         | 4.993E-02 |
|                        | 4.714E-03         | 1.671E-03         | .174              | -5.46E-02         | 6.348E-03         | -6.81E-03         | -1.46E-02 | 3.044E-02         | -3.14E-02         | 3.324E-02 |
|                        | 6.147E-03         | 1.423E-02         | -5.46E-02         | 8.237E-02         | -6.18E-03         | 1.283E-02         | -6.70E-03 | -4.62E-02         | -5.42E-02         | -3.54E-02 |
|                        | 4.489E-02         | -5.11E-02         | 6.348E-03         | -6.18E-03         | .334              | -.212             | 1.129E-02 | -3.27E-03         | -9.99E-03         | -1.21E-02 |
|                        | -7.89E-02         | 5.157E-02         | -6.81E-03         | 1.283E-02         | -.212             | .259              | 3.506E-02 | -2.33E-02         | -2.33E-02         | -2.96E-02 |
|                        | 5.738E-03         | 1.021E-02         | -1.46E-02         | -6.70E-03         | 1.129E-02         | 3.506E-02         | .290      | -1.63             | -4.48E-02         | -5.82E-02 |
|                        | -2.94E-03         | -3.35E-02         | 3.044E-02         | -4.62E-02         | -3.27E-03         | -2.33E-02         | -.163     | .408              | 4.577E-02         | 6.213E-02 |
|                        | 6.385E-03         | -3.93E-02         | -3.14E-02         | -5.42E-02         | -9.99E-03         | -7.41E-03         | -4.48E-02 | .102              | -7.19E-04         | -7.19E-04 |
|                        | -5.89E-02         | 4.993E-02         | 3.324E-02         | -3.54E-02         | -1.21E-02         | -2.96E-02         | -5.82E-02 | -7.19E-04         | -.228             | -9.81E-03 |
|                        | 4.531E-02         | -4.89E-02         | -1.94E-02         | 1.818E-02         | 2.573E-02         | -7.14E-02         | 3.761E-02 | -9.81E-03         | 7.767E-03         | -5.45E-02 |
|                        | -1.83E-02         | 1.509E-02         | 6.034E-03         | -3.49E-02         | 3.588E-02         | -7.03E-02         | 6.551E-03 | 1.646E-02         | 7.767E-03         | -.165     |
| Anti-image Correlation | KUES1             | KUES2             | KUES3             | KUES4             | KUES5             | KUES6             | KUES7     | KUES8             | KUES9             | KUES10    |
|                        | .646 <sup>a</sup> | -.794             | 2.274E-02         | 4.311E-02         | .156              | -.312             | 2.144E-02 | -9.26E-03         | 4.027E-02         | -.191     |
|                        | -.794             | .643 <sup>a</sup> | 7.977E-03         | 9.877E-02         | -.176             | .202              | 3.773E-02 | -.123             | -.245             | .160      |
|                        | 2.274E-02         | 7.977E-03         | .905 <sup>a</sup> | -.456             | 2.633E-02         | -3.21E-02         | -6.51E-02 | .114              | -.236             | .157      |
|                        | 4.311E-02         | 9.877E-02         | -.456             | .827 <sup>a</sup> | -3.73E-02         | 8.784E-02         | -4.33E-02 | -.252             | .852 <sup>a</sup> | -.363E-03 |
|                        | .156              | -.176             | 2.633E-02         | -3.73E-02         | .730 <sup>a</sup> | -7.22             | 3.627E-02 | -8.87E-03         | -.260             | -.174     |
|                        | -.312             | .202              | -3.21E-02         | 8.784E-02         | -.722             | .700 <sup>a</sup> | .128      | -.474             | -.260             | -.174     |
|                        | 2.144E-02         | 3.773E-02         | -6.51E-02         | -4.33E-02         | 8.784E-02         | -4.33E-02         | -.474     | .730 <sup>a</sup> | .225              | .157      |
|                        | -9.26E-03         | -1.23             | .114              | -.252             | -8.87E-03         | -7.17E-02         | -.474     | .730 <sup>a</sup> | .225              | .157      |
|                        | 4.027E-02         | -.245             | -.236             | -.592             | -5.42E-02         | -4.56E-02         | -2.60     | .852 <sup>a</sup> | .157              | -.363E-03 |
|                        | -1.91             | .160              | .129              | -.199             | -3.37E-02         | -9.37E-02         | -.174     | -.363E-03         | .867 <sup>a</sup> | -.115     |
|                        | .119              | -.128             | -6.09E-02         | 8.298E-02         | 5.834E-02         | -.184             | 9.144E-02 | -4.03E-02         | -.115             | -.403     |
|                        | -5.58E-02         | 4.544E-02         | 2.186E-02         | -.184             | 9.388E-02         | -209              | 1.838E-02 | 3.896E-02         | 3.679E-02         | -.403     |

Anti-image Matrices

|                        | KUES12            | KUES13            |
|------------------------|-------------------|-------------------|
| Anti-image Covariance  |                   |                   |
| KUES1                  | 4.531E-02         | -1.83E-02         |
| KUES2                  | -4.89E-02         | 1.509E-02         |
| KUES3                  | -1.94E-02         | 6.034E-03         |
| KUES4                  | 1.818E-02         | -3.49E-02         |
| KUES5                  | 2.573E-02         | 3.588E-02         |
| KUES6                  | -7.14E-02         | -7.03E-02         |
| KUES7                  | 3.761E-02         | 6.551E-03         |
| KUES8                  | -.228             | 1.646E-02         |
| KUES9                  | -9.81E-03         | 7.767E-03         |
| KUES10                 | -5.45E-02         | -.165             |
| KUES12                 | .583              | -1.41E-03         |
| KUES13                 | -1.41E-03         | .438              |
| Anti-image Correlation |                   |                   |
| KUES1                  | .119              | -5.58E-02         |
| KUES2                  | -.128             | 4.544E-02         |
| KUES3                  | -6.09E-02         | 2.186E-02         |
| KUES4                  | 8.298E-02         | -.184             |
| KUES5                  | 5.834E-02         | 9.388E-02         |
| KUES6                  | -.184             | -.209             |
| KUES7                  | 9.144E-02         | 1.838E-02         |
| KUES8                  | -.469             | 3.896E-02         |
| KUES9                  | -4.03E-02         | 3.579E-02         |
| KUES10                 | -.115             | -.403             |
| KUES12                 | .789 <sup>a</sup> | -2.80E-03         |
| KUES13                 | -2.80E-03         | .891 <sup>a</sup> |

a. Measures of Sampling Adeq. Jacq.(MSA)

Communalities

|        | Initial | Extraction |
|--------|---------|------------|
| KUES1  | 1.000   | .906       |
| KUES2  | 1.000   | .929       |
| KUES3  | 1.000   | .835       |
| KUES4  | 1.000   | .929       |
| KUES5  | 1.000   | .742       |
| KUES6  | 1.000   | .872       |
| KUES7  | 1.000   | .801       |
| KUES8  | 1.000   | .820       |
| KUES9  | 1.000   | .898       |
| KUES10 | 1.000   | .696       |
| KUES12 | 1.000   | .787       |
| KUES13 | 1.000   | .675       |

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings |               |              |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % | Total                             | % of Variance | Cumulative % |
| 1         | 5.479               | 45.656        | 45.656       | 5.479                               | 45.656        | 45.656       | 4.075                             | 33.962        | 33.962       |
| 2         | 2.181               | 18.177        | 63.833       | 2.181                               | 18.177        | 63.833       | 2.306                             | 19.216        | 53.178       |
| 3         | 1.230               | 10.248        | 74.081       | 1.230                               | 10.248        | 74.081       | 1.859                             | 15.493        | 68.671       |
| 4         | 1.000               | 8.335         | 82.416       | 1.000                               | 8.335         | 82.416       | 1.649                             | 13.745        | 82.416       |
| 5         | .666                | 5.554         | 87.970       |                                     |               |              |                                   |               |              |
| 6         | .436                | 3.634         | 91.604       |                                     |               |              |                                   |               |              |
| 7         | .315                | 2.627         | 94.231       |                                     |               |              |                                   |               |              |
| 8         | .210                | 1.746         | 95.978       |                                     |               |              |                                   |               |              |
| 9         | .198                | 1.647         | 97.625       |                                     |               |              |                                   |               |              |
| 10        | .123                | 1.023         | 98.647       |                                     |               |              |                                   |               |              |
| 11        | .108                | .900          | 99.548       |                                     |               |              |                                   |               |              |
| 12        | 5.428E-02           | .452          | 100.000      |                                     |               |              |                                   |               |              |

Extraction Method: Principal Component Analysis.

Component Matrix<sup>a</sup>

|        | Component |           |           |           |
|--------|-----------|-----------|-----------|-----------|
|        | 1         | 2         | 3         | 4         |
| KUES1  | .471      | .678      | .163      | -.444     |
| KUES2  | .508      | .559      | .371      | -.469     |
| KUES3  | .788      | -.441     | -2.04E-02 | -.139     |
| KUES4  | .859      | -.425     | -4.08E-02 | -9.19E-02 |
| KUES5  | .554      | .537      | -.315     | .217      |
| KUES6  | .566      | .617      | -.332     | .246      |
| KUES7  | .746      | -.437     | .231      | -6.11E-03 |
| KUES8  | .618      | 3.572E-03 | .565      | .344      |
| KUES9  | .867      | -.335     | -1.10E-02 | -.183     |
| KUES10 | .743      | -4.24E-02 | -.375     | 2.910E-02 |
| KUES12 | .520      | .242      | .405      | .542      |
| KUES13 | .705      | -2.57E-02 | -.420     | 3.253E-02 |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix<sup>a</sup>

|        | Component |           |           |           |
|--------|-----------|-----------|-----------|-----------|
|        | 1         | 2         | 3         | 4         |
| KUES1  | 5.267E-02 | .315      | .894      | 6.260E-02 |
| KUES2  | .141      | .127      | .926      | .188      |
| KUES3  | .901      | 7.942E-02 | 5.653E-02 | .120      |
| KUES4  | .937      | .148      | 4.987E-02 | .162      |
| KUES5  | 8.738E-02 | .806      | .233      | .175      |
| KUES6  | 4.349E-02 | .874      | .260      | .195      |
| KUES7  | .815      | -5.18E-02 | 5.116E-02 | .361      |
| KUES8  | .351      | 3.485E-02 | .171      | .817      |
| KUES9  | .909      | .149      | .176      | .137      |
| KUES10 | .622      | .554      | 4.366E-02 | 1.522E-02 |
| KUES12 | .102      | .289      | 9.681E-02 | .827      |
| KUES13 | .585      | .576      | 2.367E-02 | -2.41E-02 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Component Transformation Matrix

| Component | 1     | 2     | 3     | 4    |
|-----------|-------|-------|-------|------|
| 1         | .771  | .443  | .301  | .344 |
| 2         | -.588 | .533  | .598  | .110 |
| 3         | -.080 | -.634 | .363  | .678 |
| 4         | -.229 | .342  | -.648 | .640 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.



## LAMPIRAN VI

### Distribusi Frekuensi

# Frequencies

KUES1

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 2         | 2.0     | 2.0           | 2.0                |
| 2.00       | 10        | 10.0    | 10.0          | 12.0               |
| 3.00       | 13        | 13.0    | 13.0          | 25.0               |
| 4.00       | 40        | 40.0    | 40.0          | 65.0               |
| 5.00       | 35        | 35.0    | 35.0          | 100.0              |
| Total      | 100       | 100.0   | 100.0         |                    |
| Total      | 100       | 100.0   |               |                    |

KUES2

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 2.00 | 7         | 7.0     | 7.0           | 7.0                |
| 3.00       | 7         | 7.0     | 7.0           | 14.0               |
| 4.00       | 39        | 39.0    | 39.0          | 53.0               |
| 5.00       | 47        | 47.0    | 47.0          | 100.0              |
| Total      | 100       | 100.0   | 100.0         |                    |
| Total      | 100       | 100.0   |               |                    |

KUES3

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 3         | 3.0     | 3.0           | 3.0                |
| 2.00       | 5         | 5.0     | 5.0           | 8.0                |
| 3.00       | 6         | 6.0     | 6.0           | 14.0               |
| 4.00       | 37        | 37.0    | 37.0          | 51.0               |
| 5.00       | 49        | 49.0    | 49.0          | 100.0              |
| Total      | 100       | 100.0   | 100.0         |                    |
| Total      | 100       | 100.0   |               |                    |

KUES4

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 3         | 3.0     | 3.0           | 3.0                |
| 2.00       | 5         | 5.0     | 5.0           | 8.0                |
| 3.00       | 6         | 6.0     | 6.0           | 14.0               |
| 4.00       | 35        | 35.0    | 35.0          | 49.0               |
| 5.00       | 51        | 51.0    | 51.0          | 100.0              |
| Total      | 100       | 100.0   | 100.0         |                    |
| Total      | 100       | 100.0   |               |                    |

**KUES5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 1         | 1.0     | 1.0           | 1.0                |
|       | 2.00  | 8         | 8.0     | 8.0           | 9.0                |
|       | 3.00  | 17        | 17.0    | 17.0          | 26.0               |
|       | 4.00  | 39        | 39.0    | 39.0          | 65.0               |
|       | 5.00  | 35        | 35.0    | 35.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |
| Total |       | 100       | 100.0   |               |                    |

**KUES6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 5         | 5.0     | 5.0           | 5.0                |
|       | 2.00  | 14        | 14.0    | 14.0          | 19.0               |
|       | 3.00  | 19        | 19.0    | 19.0          | 38.0               |
|       | 4.00  | 38        | 38.0    | 38.0          | 76.0               |
|       | 5.00  | 24        | 24.0    | 24.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |
| Total |       | 100       | 100.0   |               |                    |

**KUES7**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 3         | 3.0     | 3.0           | 3.0                |
|       | 2.00  | 6         | 6.0     | 6.0           | 9.0                |
|       | 3.00  | 6         | 6.0     | 6.0           | 15.0               |
|       | 4.00  | 35        | 35.0    | 35.0          | 50.0               |
|       | 5.00  | 50        | 50.0    | 50.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |
| Total |       | 100       | 100.0   |               |                    |

**KUES8**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 3         | 3.0     | 3.0           | 3.0                |
|       | 2.00  | 5         | 5.0     | 5.0           | 8.0                |
|       | 3.00  | 6         | 6.0     | 6.0           | 14.0               |
|       | 4.00  | 35        | 35.0    | 35.0          | 49.0               |
|       | 5.00  | 51        | 51.0    | 51.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |
| Total |       | 100       | 100.0   |               |                    |

**KUES9**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 3         | 3.0     | 3.0           | 3.0                |
|       | 2.00  | 5         | 5.0     | 5.0           | 8.0                |
|       | 3.00  | 6         | 6.0     | 6.0           | 14.0               |
|       | 4.00  | 37        | 37.0    | 37.0          | 51.0               |
|       | 5.00  | 49        | 49.0    | 49.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |
| Total |       | 100       | 100.0   |               |                    |

**KUES10**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 5         | 5.0     | 5.0           | 5.0                |
|       | 2.00  | 17        | 17.0    | 17.0          | 22.0               |
|       | 3.00  | 18        | 18.0    | 18.0          | 40.0               |
|       | 4.00  | 40        | 40.0    | 40.0          | 80.0               |
|       | 5.00  | 20        | 20.0    | 20.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |
| Total |       | 100       | 100.0   |               |                    |

**KUES11**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 39        | 39.0    | 39.0          | 39.0               |
|       | 2.00  | 49        | 49.0    | 49.0          | 88.0               |
|       | 3.00  | 8         | 8.0     | 8.0           | 96.0               |
|       | 4.00  | 2         | 2.0     | 2.0           | 98.0               |
|       | 5.00  | 2         | 2.0     | 2.0           | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |
| Total |       | 100       | 100.0   |               |                    |

**KUES12**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 5         | 5.0     | 5.0           | 5.0                |
|       | 2.00  | 9         | 9.0     | 9.0           | 14.0               |
|       | 3.00  | 17        | 17.0    | 17.0          | 31.0               |
|       | 4.00  | 47        | 47.0    | 47.0          | 78.0               |
|       | 5.00  | 22        | 22.0    | 22.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |
| Total |       | 100       | 100.0   |               |                    |

KUES13

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | 1.00  | 5         | 5.0     | 5.0              | 5.0                   |
|       | 2.00  | 17        | 17.0    | 17.0             | 22.0                  |
|       | 3.00  | 18        | 18.0    | 18.0             | 40.0                  |
|       | 4.00  | 40        | 40.0    | 40.0             | 80.0                  |
|       | 5.00  | 20        | 20.0    | 20.0             | 100.0                 |
|       | Total | 100       | 100.0   | 100.0            |                       |
| Total |       | 100       | 100.0   |                  |                       |