

LAMPIRAN



## KUESIONER PRA SURVEY

Nama :

Umur :

Universitas :

Pengeluaran per bulan :

- a. < Rp 500.000
- b. Rp 500.000- Rp 1.500.000
- c. Rp 1.500.000- Rp 2.500.000
- d. > Rp 2.500.000

Pertanyaan :

1. Apakah anda menggunakan smartphone?

Ya  Tidak

2. Apakah anda menggunakan smartphone Oppo?

Ya  Tidak

3. Mengapa anda memilih smartphone Oppo?

4. Fitur apa yang anda sukai dari smartphone Oppo?

5. Kegiatan apa saja yang anda lakukan dengan menggunakan smartphone?



## HASIL KUESIONER PRA SURVEY

Terdapat beberapa alasan mahasiswa di Kota Semarang membeli Oppo *Smartphone*, yaitu:

| NO  | Variabel                                      | Jumlah Jawaban |
|-----|---|----------------|
| 1.  | Kualitas baik                                 | 23             |
| 2.  | Kamera bagus                                  | 27             |
| 3.  | Murah   | 20             |
| 4.  | Promo   | 18             |
| 5.  | <i>Beautify Recognition technology</i>        | 19             |
| 6.  | <i>Brand ambassador</i> adalah idola          | 8              |
| 7.  | Fitur lengkap                                 | 13             |
| 8.  | Desain elegan                                 | 14             |
| 9.  | Desain bagus                                  | 11             |
| 10. | Pengoprasian simpel                           | 15             |
| 11. | Aktif berpromosi                              | 7              |
| 12. | Awet/tahan lama                               | 9              |
| 13. | Memori internal cukup besar                   | 12             |
| 14. | Sering dipromosikan oleh <i>seller</i>        | 4              |
| 15. | Tertarik iklan                                | 17             |
| 16. | Rekomendasi teman                             | 14             |
| 17. | Rekomendasi saudara yang sudah pernah memakai | 12             |
| 18. | Garansi software seumur hidup                 | 22             |
| 19. | Ketajaman layar baik ( <i>processor</i> )     | 10             |
| 20. | <i>Fast charging</i>                          | 25             |
| 21. | Baterai tahan lama                            | 21             |
| 22. | Dual SIM                                      | 13             |
| 23. | Ada garansi 6 bulan untuk baterai             | 7              |
| 24. | RAM besar                                     | 19             |

|     |                                |    |
|-----|--------------------------------|----|
| 25. | Counter mudah ditemukan        | 11 |
| 26. | Coba-coba                      | 3  |
| 27. | Bisa ditambah memori eksternal | 13 |
| 28. | Sedang terkenal                | 21 |



## KUESIONER

Perkenalkan, saya Mutiara Nurul C. Mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Katolik Soegijapranata Semarang. Saya sedang mengadakan penelitian mengenai “Analisis Faktor Keputusan Pembelian Oppo *Smartphone*”. Untuk mendapatkan data untuk penelitian tersebut, saya meminta kesediaan dan waktu teman-teman untuk mengisi kuesioner yang terkait dengan faktor-faktor yang mempengaruhi teman-teman membeli Oppo *Smartphone*.

Teman-teman dimohon untuk dengan cermat, teliti dan jujur dalam menjawab kuesioner ini. Semua identitas dan informasi anda akan dirahasiakan dan hanya dipergunakan untuk kepentingan akademis. Atas bantuan teman-teman saya ucapkan terimakasih.

### IDENTITAS RESPONDEN

Isilah pertanyaan atau pilihlah jawaban yang anda anggap sesuai dengan memberi tanda (x)

1. Nama :
2. Jenis kelamin :
  - a. Pria
  - b. Wanita
3. Usia :
4. Universitas :
  - a. Universitas Diponegoro
  - b. Universitas Katolik Soegijapranata
  - c. Universitas Islam Sultan Agung
  - d. Universitas Dian Nuswantoro
5. Angkatan :
6. Total pengeluaran dalam sebulan :
  - a. < Rp 500.000
  - b. Rp 500.001- Rp 1.500.000

- c. Rp 1.500.001- Rp 2.500.000
- d. > Rp 2.500.000

**BAGIAN 1**

Isilah pertanyaan atau pilihlah jawaban yang anda anggap sesuai dengan memberi tanda (x)

1. Apakah anda menggunakan Oppo *Smartphone* ?
  - a. Ya
  - b. Tidak
2. Apakah anda membeli Oppo *Smartphone* ≤ 1 tahun?
  - a. Ya
  - b. Tidak
3. Seri Oppo *Smartphone* apa yang anda beli?  
.....

**BAGIAN 2**

Berilah tanda silang (X) pada kolom jawaban yang tersedia.

STS = Sangat Tidak Setuju, TS = Tidak Setuju , N = Netral, S = Setuju, SS = Sangat Setuju

| No. | PERNYATAAN   | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1.  | Saya membeli Oppo <i>Smartphone</i> karena mempunyai kualitas baik                           |     |    |   |   |    |
| 2.  | Saya membeli Oppo <i>Smartphone</i> karena Oppo <i>Smartphone</i> mempunyai kamera bagus     |     |    |   |   |    |
| 3.  | Saya membeli Oppo <i>Smartphone</i> karena Oppo <i>Smartphone</i> mempunyai harga yang murah |     |    |   |   |    |
| 4.  | Saya membeli Oppo <i>Smartphone</i> karena   |     |    |   |   |    |

|     |  |  |  |  |  |  |
|-----|--|--|--|--|--|--|
|     | terdapat promo ( <i>cashback</i> pada saat hari-hari tertentu seperti Ramadhan, hari kemerdekaan dan akhir tahun)      |  |  |  |  |  |
| 5.  | Saya membeli Oppo <i>Smartphone</i> karena Oppo <i>Smartphone</i> mempunyai fitur <i>Beauty recognition Technology</i> |  |  |  |  |  |
| 6.  | Saya membeli Oppo <i>Smartphone</i> karena Oppo <i>Smartphone</i> mempunyai fitur yang lengkap                         |  |  |  |  |  |
| 7.  | Saya membeli Oppo <i>Smartphone</i> karena Oppo <i>Smartphone</i> mempunyai desain elegan                              |  |  |  |  |  |
| 8.  | Saya membeli Oppo <i>Smartphone</i> karena pengoperasiannya simpel   |  |  |  |  |  |
| 9.  | Saya membeli Oppo <i>Smartphone</i> karena tertarik oleh iklan   |  |  |  |  |  |
| 10. | Saya membeli Oppo <i>Smartphone</i> karena rekomendasi dari teman  |  |  |  |  |  |
| 11. | Saya membeli Oppo <i>Smartphone</i> karena Oppo <i>Smartphone fast charging</i>  |  |  |  |  |  |
| 12. | Saya membeli Oppo <i>Smartphone</i> karena baterai Oppo <i>Smartphone</i> tahan lama                                   |  |  |  |  |  |
| 13. | Saya membeli Oppo <i>Smartphone</i> karena Oppo <i>Smartphone</i> mempunyai RAM besar                                  |  |  |  |  |  |
| 14. | Saya membeli Oppo <i>Smartphone</i> karena Oppo <i>Smartphone</i> bisa ditambah memori eksternal                       |  |  |  |  |  |
| 15. | Saya membeli Oppo <i>Smartphone</i> karena sedang terkenal   |  |  |  |  |  |

DATA RESPONDEN

| NO | nama                         | no hp        | Jenis Kelamin | usia | Universitas            | angkatan | total pengeluaran             | oppo? | < 1tahun? | seri |
|----|------------------------------|--------------|---------------|------|------------------------|----------|-------------------------------|-------|-----------|------|
| 1  | wigar bagus pradipta         | 8122672350   | Pria          | 21   | unika soegijapranata   | 2014     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | F5 + |
| 2  | Eka Puji Yuliana Putri       | 82220225391  | Wanita        | 21   | unika soegijapranata   | 2013     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | F1 S |
| 3  | Linati haida Alimi           | 87832999842  | Wanita        | 21   | universitas diponegoro | 2014     | Rp. 1.500.001 - Rp. 2.500.000 | ya    | ya        | F5   |
| 4  | Chistian Wahyu Eko Apriliono | 81336824249  | Pria          | 22   | Udinus                 | 2014     | > Rp. 2.500.000               | ya    | ya        | F1 S |
| 5  | Irsyad Arken                 | 81226446017  | Pria          | 22   | unika soegijapranata   | 2014     | > Rp. 2.500.000               | ya    | ya        | F5   |
| 6  | Devi Chatlea                 | 82225000077  | Wanita        | 22   | unika soegijapranata   | 2014     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | A37  |
| 7  | galih                        | 82225914059  | Pria          | 21   | unika soegijapranata   | 2015     | > Rp. 2.500.000               | ya    | ya        | F1 + |
| 8  | lia fernanda                 | 81225518082  | Wanita        | 22   | universitas diponegoro | 2014     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | F1 + |
| 9  | enola benita                 | 82247057632  | Wanita        | 22   | unika soegijapranata   | 2014     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | F1 S |
| 10 | eirene                       | 89636642153  | Wanita        | 20   | unika soegijapranata   | 2016     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | A39  |
| 11 | tita                         | 85740706659  | Wanita        | 22   | universitas diponegoro | 2014     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | F1 S |
| 12 | handika danry                | 811676400    | Pria          | 21   | universitas diponegoro | 2015     | > Rp. 2.500.000               | ya    | ya        | F5   |
| 13 | brigita nindya               | 85210433122  | Wanita        | 22   | unika soegijapranata   | 2014     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | F1 + |
| 14 | ananda achmad fatchur risqi  | 87731416196  | Pria          | 22   | Unisula                | 2014     | > Rp. 2.500.000               | ya    | ya        | F1 + |
| 15 | mega                         | 89668585777  | Wanita        | 22   | universitas diponegoro | 2014     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | A57  |
| 16 | sanandya silmi p             | 81226440010  | Wanita        | 22   | unika soegijapranata   | 2014     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | F1 S |
| 17 | Nadia                        | 81805911966  | Wanita        | 22   | unika soegijapranata   | 2014     | Rp. 1.500.001 - Rp. 2.500.000 | ya    | ya        | F1 S |
| 18 | alan novian                  | 89536746044  | Pria          | 19   | Udinus                 | 2017     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | A37  |
| 19 | audria                       | 81226203614  | Wanita        | 22   | unika soegijapranata   | 2014     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | F5   |
| 20 | Anind                        | 85640723575  | Wanita        | 21   | Unisula                | 2015     | Rp. 500.000 - Rp. 1.500.000   | Ya    | ya        | A39  |
| 21 | Milka Eclesi                 | 081215991xxx | Wanita        | 21   | Unika soegijapranata   | 2015     | Rp. 500.000 - Rp. 1.500.000   | Ya    | Ya        | F1 S |
| 22 | Yanto                        | 85554996574  | Pria          | 21   | Unika soegijapranata   | 2015     | Rp. 500.000 - Rp. 1.500.000   | ya    | ya        | F3+  |



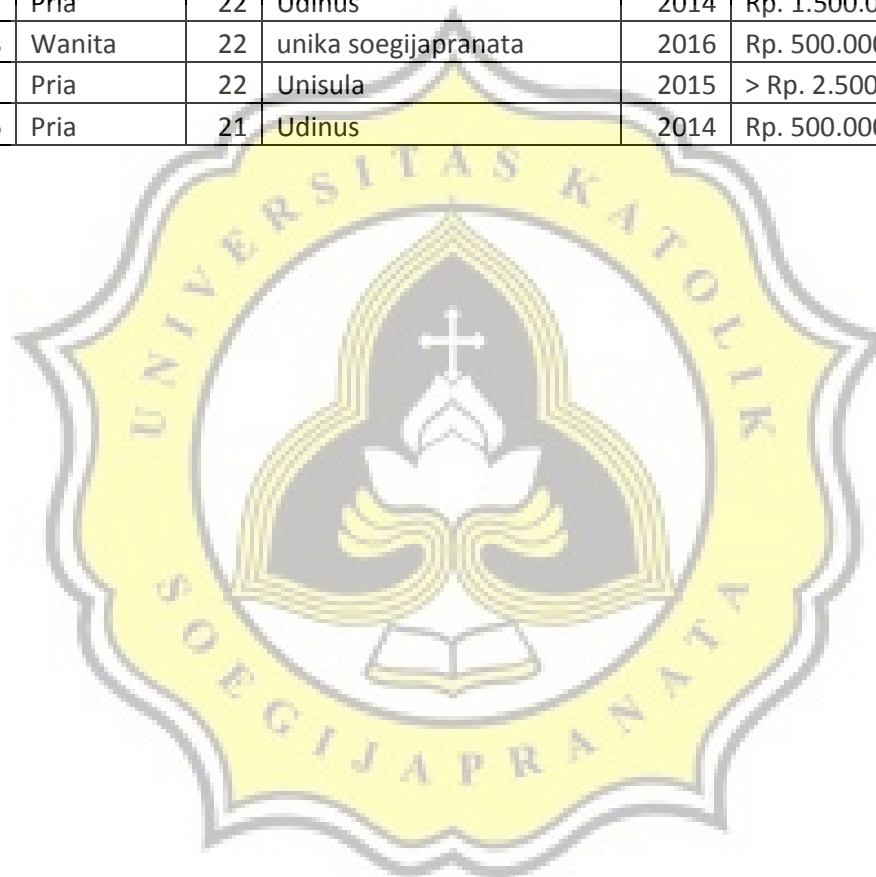
|    |                        |             |        |    |                        |      |                               |    |    |      |
|----|------------------------|-------------|--------|----|------------------------|------|-------------------------------|----|----|------|
| 23 | lukman bayu pratama    | 81235316237 | Pria   | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 24 | silka                  | 8222111902  | Wanita | 22 | universitas diponegoro | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |
| 25 | wanodyya               | 81901202958 | Pria   | 22 | Udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F1 + |
| 26 | Suci                   | 85740122779 | Wanita | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5   |
| 27 | aulina                 | 85215142789 | Wanita | 22 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 28 | anisa noviarani        | 85642163282 | Wanita | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S |
| 29 | astuti wulandari       | 81548298884 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 30 | jhovia aloedya pramana | 85868611064 | Pria   | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 s |
| 31 | farel rahman           | 87883333935 | Pria   | 21 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5   |
| 32 | disa                   | 81327775455 | Wanita | 22 | unika soegijapranata   | 2014 | > Rp. 2.500.000               | ya | ya | F1 + |
| 33 | syahilla evriana       | 85799196566 | Wanita | 21 | Unisula                | 2015 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 34 | ratu aam amaliah       | 87886448350 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A37  |
| 35 | nickolas valentino     | 81213882567 | Pria   | 21 | unika soegijapranata   | 2015 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | f5   |
| 36 | atikah                 | 8564075306  | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A57  |
| 37 | rahmi nur alifiani     | 85743633983 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F3   |
| 38 | vivi                   | 85727531970 | Wanita | 22 | unika soegijapranata   | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 39 | lukman ari             | 82113916924 | Pria   | 22 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | f1 + |
| 40 | gedeh wing sanggeni    | 85877890452 | pria   | 22 | unika soegijapranata   | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | f1 s |
| 41 | vinia                  | 8990621370  | Wanita | 22 | unika soegijapranata   | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A57  |
| 42 | anis nur halimah       | 85842050535 | Wanita | 21 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 43 | afan                   | 8989902990  | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 s |
| 44 | ronaldo adi            | 85778848526 | Pria   | 20 | Udinus                 | 2016 | > Rp. 2.500.000               | ya | ya | F1 + |
| 45 | dinda anggun pk        | 82234292407 | Wanita | 22 | unika soegijapranata   | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 s |
| 46 | artha dyah             | 87750151951 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A57  |
| 47 | michael kurnia         | 89737009944 | Pria   | 22 | unika soegijapranata   | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5   |
| 48 | loveloi                | 82136717335 | Wanita | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 49 | muthia                 | 85799990805 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5   |
| 50 | agus setiyanto         | 85741048545 | pria   | 22 | Unika soegijapranata   | 2014 | >Rp. 500.000                  | Ya | Ya | F5   |
| 51 | aurota fitriana        | 89605814667 | Wanita | 22 | Universitas Diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | Ya | Ya | A37  |

|    |                     |             |        |    |                        |      |                               |    |    |       |
|----|---------------------|-------------|--------|----|------------------------|------|-------------------------------|----|----|-------|
| 52 | eka risa            | 85712625338 | Pria   | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F7    |
| 53 | amira               | 81546087615 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37   |
| 54 | suci aul radian     | 82243621055 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A39   |
| 55 | dita                | 82242185969 | Wanita | 22 | unika soegijapranata   | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37   |
| 56 | prince eve          | 81931853517 | Pria   | 22 | unika soegijapranata   | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F7    |
| 57 | natanya ayu hapsari | 85799733272 | Wanita | 22 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37 f |
| 58 | diana               | 85741644693 | Wanita | 22 | Udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A39   |
| 59 | indri               | 8157708878  | Wanita | 22 | universitas diponegoro | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F7    |
| 60 | Rachma Dian Safitri | 85740056690 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 s  |
| 61 | Kirana              | 81226402482 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37   |
| 62 | sherli junianingrum | 82133370600 | Wanita | 22 | universitas diponegoro | 2015 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5    |
| 63 | Theresia Dirda      | 82219326858 | Wanita | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A39   |
| 64 | Christina Elisabeth | 85368620263 | Wanita | 19 | unika soegijapranata   | 2017 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F3 +  |
| 65 | bagas septian       | 85747882715 | Pria   | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 +  |
| 66 | nadyarahman         | 85726726620 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F3 +  |
| 67 | Kevin Lie           | 89629948968 | Pria   | 22 | unika soegijapranata   | 2013 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F1 S  |
| 68 | Yohanes Gunawan K   | 82242175025 | Pria   | 22 | unika soegijapranata   | 2013 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37   |
| 69 | Zikrina Sekar       | 81227004196 | Wanita | 22 | Unisula                | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F1 +  |
| 70 | Natalia Erlin       | 85848272229 | Wanita | 22 | unika soegijapranata   | 2013 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S  |
| 71 | natania Ima         | 87832500689 | Wanita | 22 | unika soegijapranata   | 2013 | Rp. 1.500.000 - Rp. 2.500.000 | ya | ya | F7    |
| 72 | vikcy susanto       | 82214545262 | Pria   | 22 | unika soegijapranata   | 2013 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 +  |
| 73 | febrina             | 82226669032 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5    |
| 74 | Thio Kori           | 81390250173 | Wanita | 22 | unika soegijapranata   | 2013 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A57   |
| 75 | anggra              | 82226620343 | Wanita | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S  |
| 76 | Benita Livia        | 82220215009 | Wanita | 22 | unika soegijapranata   | 2013 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S  |
| 77 | afan                | 81296690381 | Pria   | 22 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S  |
| 78 | Rina                | 8562725165  | Wanita | 22 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5    |
| 79 | Muhamad Mukti       | 81329252011 | Pria   | 22 | Unisula                | 2015 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S  |
| 80 | Shafa fathiya       | 85811810540 | Wanita | 22 | unika soegijapranata   | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S  |
| 81 | Anis safitri        | 82137173879 | Wanita | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F7    |

|     |                   |             |        |    |                        |      |                               |    |    |      |
|-----|-------------------|-------------|--------|----|------------------------|------|-------------------------------|----|----|------|
| 82  | sara              | 89698221770 | Wanita | 22 | unika soegijapranata   | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F7   |
| 83  | nabila            | 82138183176 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A39  |
| 84  | Ela noviana       | 82241998955 | Wanita | 22 | unika soegijapranata   | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F3 + |
| 85  | cahya arum sari   | 8972068539  | Wanita | 22 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 86  | ayumeta           | 81228013335 | Wanita | 22 | unika soegijapranata   | 2013 | < Rp. 500.000                 | ya | ya | F5   |
| 87  | abay              | 82255929029 | Wanita | 22 | Unisula                | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |
| 88  | Dwi Purwo         | 85701887143 | Wanita | 22 | universitas diponegoro | 2014 | < Rp. 500.000                 | ya | ya | A39  |
| 89  | Suci intan rahayu | 85375687240 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A39  |
| 90  | Koni              | 87732141750 | Pria   | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 91  | Sheryllia ofel    | 81326617477 | Wanita | 22 | unika soegijapranata   | 2013 | < Rp. 500.000                 | ya | ya | F3 + |
| 92  | maydha            | 85792225112 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F1 S |
| 93  | lis               | 85328088740 | Wanita | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5   |
| 94  | Renando Abidtahya | 81802056198 | Pria   | 21 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 95  | Evafachrunnisa    | 85829410078 | Wanita | 22 | Unisula                | 2014 | < Rp. 500.000                 | ya | ya | F7   |
| 96  | Naufal zulfikar p | 82229939199 | Pria   | 22 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F7   |
| 97  | furqaan           | 8578657824  | Pria   | 22 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5   |
| 98  | titi              | 82325284008 | Wanita | 21 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 99  | fella             | 81456049049 | Wanita | 22 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S |
| 100 | tata              | 87832085235 | Wanita | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S |
| 101 | anindyaif         | 81337388361 | Wanita | 21 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A57  |
| 102 | Tyas              | 81947175279 | Wanita | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 103 | Ambar             | 85641248574 | Wanita | 21 | Udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A57  |
| 104 | Esa               | 87733807721 | Pria   | 22 | udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A57  |
| 105 | ulfah             | 85740328196 | Wanita | 19 | unisula                | 2017 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F3   |
| 106 | Mega paramitha    | 85799782901 | Wanita | 21 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 107 | Chairunisa        | 85641401725 | Wanita | 21 | universitas diponegoro | 2015 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S |
| 108 | Desta             | 81548932560 | Pria   | 21 | Unisula                | 2015 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 109 | reyzza hanif      | 82138279270 | Pria   | 22 | udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S |
| 110 | bondan widyasari  | 85640374410 | Wanita | 21 | unika soegijapranata   | 2015 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A57  |
| 111 | Nisrina           | 82223044076 | Wanita | 22 | Unisula                | 2014 | < Rp. 500.000                 | ya | ya | A57  |
| 112 | sely              | 85642577736 | Wanita | 22 | universitas diponegoro | 2014 | > Rp. 2.500.000               | ya | ya | F5   |

|     |                        |             |        |    |                        |      |                               |    |    |      |
|-----|------------------------|-------------|--------|----|------------------------|------|-------------------------------|----|----|------|
| 113 | indrianti susanto      | 85799819352 | Wanita | 22 | universitas diponegoro | 2014 | < Rp. 500.000                 | ya | ya | F5   |
| 114 | astid                  | 85778848526 | Wanita | 22 | Udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |
| 115 | andini puspitasari     | 85641127585 | Wanita | 22 | Unisula                | 2014 | Rp. 1.500.001- Rp. 2.500.000  | ya | ya | F5   |
| 116 | rezha                  | 89699530196 | Pria   | 21 | Udinus                 | 2015 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |
| 117 | tahta pramudita        | 8987903906  | Pria   | 22 | unisula                | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A37  |
| 118 | erina tyas             | 81216176694 | Wanita | 22 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1S  |
| 119 | maynar aprilia         | 81225738296 | Wanita | 22 | Udinus                 | 2015 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 + |
| 120 | hilda heramita         | 81226249323 | Wanita | 20 | universitas diponegoro | 2016 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 121 | pandu jati pamungkas   | 81229547731 | Pria   | 20 | Udinus                 | 2016 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |
| 122 | fani alizi             | 81239764779 | Wanita | 22 | Udinus                 | 2014 | < Rp. 500.000                 | ya | ya | A37  |
| 123 | difa ayu putisetia     | 8989970626  | Wanita | 22 | Udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A39  |
| 124 | farrel ferdianta       | 8812432065  | Pria   | 22 | Udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A37  |
| 125 | mega sylvi             | 85740804292 | Wanita | 22 | Unisula                | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |
| 126 | regita prima           | 85640218821 | Wanita | 22 | Unisula                | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |
| 127 | okky vega              | 81325377737 | Pria   | 22 | udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |
| 128 | dhimas nur f           | 82141066416 | Pria   | 21 | Unisula                | 2015 | > Rp. 2.500.000               | ya | ya | A37  |
| 129 | alief sofyan           | 89613216779 | Pria   | 22 | udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A57  |
| 130 | nadhila                | 82845538910 | Wanita | 22 | Udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F1 S |
| 131 | fadhilah mifta firdaus | 81901358259 | Wanita | 22 | Udinus                 | 2014 | > Rp. 2.500.000               | ya | ya | F5   |
| 132 | reza putra             | 81297771827 | Pria   | 21 | universitas diponegoro | 2015 | > Rp. 2.500.000               | ya | ya | F1 S |
| 133 | yandi purnama          | 87839681556 | Pria   | 22 | universitas diponegoro | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 + |
| 134 | muhammad gaza          | 85600782542 | Pria   | 22 | unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5   |
| 135 | dita desnasari         | 82135108771 | Wanita | 22 | Unisula                | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S |
| 136 | kamal husen            | 8112997727  | Pria   | 22 | Udinus                 | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5   |
| 137 | sebrina putri suseno   | 85743072967 | Wanita | 22 | Udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A37  |
| 138 | feradela oktavia       | 88806207339 | Wanita | 22 | Udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A37  |
| 139 | izzun amanullah        | 85226111838 | Pria   | 21 | Unisula                | 2015 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A37  |
| 140 | cache                  | 81575678892 | Wanita | 21 | Udinus                 | 2015 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |
| 141 | dennis                 | 87835115733 | Pria   | 22 | Udinus                 | 2015 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A37  |
| 142 | alridho ade            | 85641421888 | Pria   | 22 | Udinus                 | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |
| 143 | damar                  | 85727286846 | Pria   | 21 | Unisula                | 2015 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |

|     |                       |             |        |    |                      |      |                               |    |    |      |
|-----|-----------------------|-------------|--------|----|----------------------|------|-------------------------------|----|----|------|
| 144 | sherly anindita       | 81226296900 | Wanita | 20 | Unisula              | 2016 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1 S |
| 145 | dessy restu andari    | 89527466202 | Wanita | 22 | Udinus               | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | A57  |
| 146 | indah nanda           | 8978223003  | Wanita | 22 | Udinus               | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | A39  |
| 147 | thomas wibisono       | 8222111192  | Pria   | 22 | Udinus               | 2014 | Rp. 1.500.001 - Rp. 2.500.000 | ya | ya | F5   |
| 148 | dian puspitaningrum   | 89531871298 | Wanita | 22 | unika soegijapranata | 2016 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F1S  |
| 149 | randika               | 85848812525 | Pria   | 22 | Unisula              | 2015 | > Rp. 2.500.000               | ya | ya | F5   |
| 150 | erico ardian ramadhan | 85742117546 | Pria   | 21 | Udinus               | 2014 | Rp. 500.000 - Rp. 1.500.000   | ya | ya | F5   |



### JAWABAN RESPONDEN

| NO | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 | X14 | X15 |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| 1  | 5  | 5  | 4  | 3  | 3  | 5  | 4  | 4  | 5  | 5   | 5   | 5   | 5   | 3   | 5   |
| 2  | 5  | 4  | 3  | 2  | 5  | 5  | 4  | 1  | 4  | 1   | 4   | 4   | 5   | 4   | 5   |
| 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 4  | 3   | 3   | 4   | 4   | 3   | 2   |
| 4  | 4  | 4  | 4  | 3  | 2  | 4  | 4  | 3  | 4  | 5   | 5   | 4   | 3   | 4   | 4   |
| 5  | 3  | 5  | 4  | 3  | 4  | 4  | 5  | 5  | 4  | 3   | 5   | 4   | 4   | 5   | 4   |
| 6  | 4  | 3  | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 4   | 3   | 3   | 3   | 3   | 3   |
| 7  | 4  | 5  | 3  | 3  | 4  | 4  | 4  | 2  | 4  | 3   | 4   | 4   | 4   | 3   | 4   |
| 8  | 4  | 4  | 5  | 3  | 3  | 3  | 3  | 3  | 2  | 3   | 4   | 3   | 3   | 3   | 2   |
| 9  | 3  | 4  | 4  | 3  | 4  | 5  | 3  | 4  | 3  | 3   | 4   | 4   | 4   | 5   | 4   |
| 10 | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 2  | 3   | 4   | 4   | 3   | 3   | 4   |
| 11 | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 2  | 2   | 3   | 3   | 3   | 3   | 3   |
| 12 | 5  | 3  | 4  | 4  | 4  | 3  | 3  | 5  | 4  | 3   | 5   | 5   | 3   | 4   | 5   |
| 13 | 4  | 4  | 5  | 5  | 5  | 4  | 5  | 5  | 3  | 5   | 5   | 5   | 5   | 5   | 4   |
| 14 | 4  | 5  | 2  | 3  | 4  | 4  | 4  | 3  | 3  | 3   | 4   | 3   | 3   | 3   | 3   |
| 15 | 4  | 4  | 5  | 1  | 2  | 5  | 5  | 4  | 1  | 4   | 4   | 5   | 5   | 5   | 4   |
| 16 | 4  | 4  | 3  | 2  | 2  | 3  | 3  | 5  | 4  | 3   | 3   | 4   | 4   | 3   | 2   |
| 17 | 2  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 1   | 1   |
| 18 | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 3  | 3  | 3   | 2   | 3   | 3   | 3   | 3   |
| 19 | 2  | 2  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3   | 4   | 3   | 3   | 3   | 3   |
| 20 | 4  | 5  | 1  | 1  | 3  | 3  | 3  | 2  | 1  | 1   | 3   | 3   | 4   | 1   | 1   |
| 21 | 4  | 5  | 4  | 2  | 3  | 4  | 5  | 3  | 2  | 4   | 4   | 4   | 4   | 4   | 5   |
| 22 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 5   | 4   |
| 23 | 3  | 5  | 2  | 3  | 4  | 4  | 3  | 2  | 2  | 1   | 4   | 4   | 2   | 1   | 1   |
| 24 | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 4   | 3   | 3   | 3   | 3   | 3   |
| 25 | 4  | 4  | 2  | 2  | 2  | 4  | 4  | 1  | 1  | 2   | 2   | 3   | 2   | 4   | 2   |
| 26 | 3  | 2  | 4  | 3  | 1  | 4  | 4  | 3  | 1  | 1   | 2   | 2   | 2   | 4   | 3   |
| 27 | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 3   | 3   | 4   | 4   | 3   | 3   |
| 28 | 4  | 5  | 4  | 1  | 1  | 4  | 4  | 1  | 1  | 1   | 3   | 3   | 3   | 1   | 3   |

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 29 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 |
| 30 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 |
| 31 | 5 | 5 | 5 | 2 | 1 | 4 | 5 | 1 | 1 | 3 | 1 | 3 | 5 | 5 | 1 |
| 32 | 4 | 3 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |
| 33 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 34 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 2 | 1 | 1 | 3 | 2 | 4 | 3 | 1 |
| 35 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 1 | 3 | 3 | 4 | 4 | 4 | 3 | 2 |
| 36 | 3 | 5 | 3 | 1 | 5 | 3 | 3 | 2 | 1 | 3 | 5 | 5 | 5 | 5 | 1 |
| 37 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 2 | 2 | 1 | 5 | 4 | 5 | 5 | 4 |
| 38 | 5 | 5 | 1 | 1 | 5 | 5 | 5 | 2 | 2 | 5 | 5 | 5 | 5 | 5 | 5 |
| 39 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 5 | 3 | 5 | 2 | 4 |
| 40 | 2 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 1 | 3 | 4 | 4 | 3 | 3 | 3 |
| 41 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 4 | 3 |
| 42 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 1 | 3 | 5 | 5 | 4 | 4 | 4 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 44 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 1 | 3 | 4 | 4 | 4 | 4 | 4 |
| 45 | 4 | 4 | 2 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 46 | 4 | 2 | 2 | 1 | 1 | 4 | 5 | 2 | 5 | 3 | 5 | 5 | 1 | 4 | 2 |
| 47 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 |
| 48 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 3 | 4 | 3 |
| 49 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 50 | 4 | 4 | 3 | 1 | 3 | 5 | 4 | 1 | 2 | 5 | 4 | 5 | 4 | 3 | 2 |
| 51 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 1 | 1 | 3 | 4 | 5 | 5 | 5 | 2 |
| 52 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 2 |
| 53 | 4 | 4 | 5 | 5 | 2 | 3 | 4 | 1 | 1 | 1 | 2 | 2 | 4 | 5 | 1 |
| 54 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 |
| 55 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| 56 | 3 | 4 | 3 | 1 | 3 | 4 | 5 | 2 | 1 | 2 | 4 | 3 | 3 | 3 | 4 |

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 57 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 2 | 2 | 2 | 3 | 3 | 4 | 3 | 3 |
| 58 | 5 | 4 | 3 | 1 | 1 | 3 | 5 | 3 | 2 | 1 | 3 | 2 | 5 | 5 | 1 |
| 59 | 4 | 3 | 4 | 1 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 60 | 5 | 5 | 2 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 61 | 3 | 5 | 5 | 1 | 3 | 3 | 4 | 3 | 1 | 3 | 2 | 2 | 3 | 5 | 1 |
| 62 | 4 | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 63 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 3 | 5 |
| 64 | 5 | 5 | 2 | 1 | 5 | 4 | 4 | 1 | 1 | 1 | 5 | 5 | 5 | 1 | 1 |
| 65 | 5 | 3 | 3 | 4 | 4 | 5 | 2 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 |
| 66 | 5 | 4 | 4 | 4 | 2 | 3 | 5 | 5 | 1 | 4 | 5 | 5 | 5 | 4 | 4 |
| 67 | 5 | 5 | 1 | 1 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 |
| 68 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 1 | 2 | 4 | 3 | 3 | 2 | 1 |
| 69 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 4 | 3 | 2 | 5 | 4 | 2 | 4 | 4 |
| 70 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 2 | 5 | 4 |
| 71 | 5 | 5 | 4 | 1 | 3 | 4 | 5 | 2 | 5 | 3 | 5 | 5 | 5 | 5 | 3 |
| 72 | 5 | 5 | 5 | 2 | 5 | 3 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 2 |
| 73 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 74 | 4 | 4 | 3 | 2 | 2 | 4 | 5 | 3 | 2 | 3 | 4 | 4 | 5 | 4 | 2 |
| 75 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 3 |
| 76 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 1 | 3 | 1 | 3 | 4 | 5 | 1 | 1 |
| 77 | 4 | 3 | 2 | 2 | 2 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 |
| 78 | 5 | 5 | 3 | 2 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 |
| 79 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 80 | 5 | 5 | 4 | 2 | 3 | 5 | 5 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 2 |
| 81 | 4 | 5 | 3 | 1 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 82 | 3 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 |
| 83 | 3 | 2 | 4 | 2 | 1 | 3 | 3 | 1 | 4 | 3 | 1 | 3 | 3 | 3 | 2 |
| 84 | 3 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 |
| 85 | 4 | 5 | 3 | 1 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 3 | 5 | 5 | 2 |
| 86 | 4 | 5 | 1 | 1 | 5 | 5 | 3 | 3 | 3 | 3 | 2 | 3 | 5 | 3 | 5 |



|     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 87  | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 88  | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 4 |
| 89  | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 5 | 4 | 2 |
| 90  | 5 | 4 | 3 | 1 | 1 | 3 | 4 | 1 | 1 | 1 | 1 | 3 | 2 | 4 | 1 |
| 91  | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 1 | 3 | 3 | 4 | 4 | 5 | 3 |
| 92  | 4 | 5 | 3 | 2 | 2 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 2 |
| 93  | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 2 | 2 | 3 | 4 | 5 | 2 | 4 | 4 |
| 94  | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| 95  | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 4 | 3 | 3 | 2 |
| 96  | 4 | 5 | 2 | 2 | 3 | 3 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 1 |
| 97  | 3 | 3 | 4 | 3 | 3 | 5 | 3 | 5 | 5 | 3 | 4 | 3 | 5 | 2 | 2 |
| 98  | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 2 | 3 | 5 | 3 | 5 | 5 | 4 | 4 |
| 99  | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 2 | 1 | 3 | 4 | 5 | 3 | 4 |
| 100 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 101 | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 2 | 2 | 3 | 4 | 1 | 3 | 4 | 4 |
| 102 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 4 | 1 | 4 | 5 | 5 | 5 | 5 | 3 |
| 103 | 4 | 5 | 3 | 1 | 3 | 4 | 4 | 2 | 3 | 2 | 4 | 4 | 4 | 3 | 3 |
| 104 | 4 | 5 | 3 | 1 | 3 | 4 | 4 | 2 | 3 | 2 | 4 | 4 | 4 | 3 | 3 |
| 105 | 4 | 5 | 3 | 1 | 1 | 4 | 5 | 1 | 1 | 1 | 3 | 3 | 4 | 3 | 2 |
| 106 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 3 | 5 | 4 |
| 107 | 3 | 4 | 3 | 1 | 3 | 4 | 4 | 3 | 2 | 1 | 3 | 4 | 3 | 4 | 3 |
| 108 | 2 | 5 | 2 | 2 | 3 | 1 | 3 | 2 | 5 | 2 | 3 | 2 | 2 | 3 | 3 |
| 109 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 2 | 2 | 5 | 4 | 3 | 4 | 3 |
| 110 | 4 | 4 | 5 | 2 | 1 | 4 | 3 | 1 | 2 | 2 | 2 | 5 | 5 | 5 | 1 |
| 111 | 5 | 5 | 4 | 2 | 4 | 4 | 4 | 2 | 1 | 2 | 2 | 4 | 4 | 4 | 4 |
| 112 | 3 | 4 | 2 | 2 | 4 | 2 | 2 | 2 | 4 | 1 | 3 | 2 | 4 | 4 | 3 |
| 113 | 5 | 4 | 4 | 3 | 2 | 4 | 2 | 1 | 1 | 2 | 2 | 3 | 1 | 1 | 4 |
| 114 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 2 |
| 115 | 5 | 5 | 4 | 4 | 2 | 4 | 3 | 4 | 1 | 5 | 3 | 3 | 5 | 3 | 4 |
| 116 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 2 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 117 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 118 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 119 | 4 | 4 | 5 | 2 | 3 | 5 | 4 | 1 | 3 | 3 | 4 | 3 | 4 | 4 | 2 |
| 120 | 4 | 5 | 5 | 1 | 2 | 5 | 4 | 3 | 5 | 3 | 3 | 4 | 3 | 4 | 4 |
| 121 | 5 | 4 | 4 | 1 | 3 | 4 | 2 | 4 | 3 | 1 | 4 | 5 | 4 | 3 | 5 |
| 122 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 2 | 5 | 3 | 2 | 4 |
| 123 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 2 | 5 | 4 | 3 | 5 | 3 |
| 124 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 1 | 3 | 5 | 3 | 4 | 3 | 4 |
| 125 | 3 | 3 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 2 | 3 | 4 | 3 | 4 | 4 |
| 126 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 2 | 3 | 3 | 4 | 3 | 5 | 2 | 4 |
| 127 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 3 | 5 | 3 | 5 | 3 | 3 |
| 128 | 5 | 5 | 5 | 2 | 2 | 5 | 5 | 4 | 4 | 2 | 5 | 4 | 3 | 4 | 5 |
| 129 | 5 | 4 | 4 | 2 | 3 | 4 | 1 | 3 | 4 | 4 | 5 | 5 | 2 | 3 | 3 |
| 130 | 5 | 5 | 3 | 3 | 4 | 5 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 3 |
| 131 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 5 | 4 | 3 | 4 | 4 | 5 |
| 132 | 5 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 5 | 4 | 3 | 3 | 5 |
| 133 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 1 | 3 | 3 | 4 | 5 | 2 | 5 |
| 134 | 5 | 5 | 5 | 3 | 5 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 1 |
| 135 | 5 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 5 | 2 |
| 136 | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 |
| 137 | 5 | 4 | 3 | 1 | 5 | 4 | 2 | 2 | 4 | 5 | 5 | 3 | 3 | 3 | 3 |
| 138 | 3 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 2 | 5 | 3 | 2 | 5 | 4 | 2 |
| 139 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 2 | 3 | 2 | 3 | 2 | 2 | 2 |
| 140 | 4 | 3 | 5 | 2 | 5 | 2 | 4 | 4 | 4 | 2 | 2 | 5 | 3 | 3 | 3 |
| 141 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 3 | 5 |
| 142 | 5 | 5 | 2 | 4 | 3 | 4 | 2 | 4 | 4 | 1 | 2 | 3 | 5 | 4 | 5 |
| 143 | 3 | 4 | 2 | 5 | 2 | 1 | 3 | 4 | 5 | 2 | 3 | 4 | 5 | 5 | 4 |
| 144 | 4 | 5 | 3 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 5 | 2 | 3 | 3 |
| 145 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 2 | 4 | 4 | 3 | 4 | 4 |
| 146 | 5 | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 147 | 5 | 5 | 3 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 5 | 4 |
| 148 | 2 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 149 | 4 | 5 | 5 | 2 | 2 | 5 | 3 | 3 | 2 | 5 | 3 | 3 | 5 | 4 | 5 |
| 150 | 4 | 5 | 2 | 2 | 3 | 5 | 4 | 4 | 3 | 5 | 2 | 4 | 3 | 4 | 2 |



## HASIL ANALISIS FAKTOR

### KMO and Bartlett's Test

|  |                    |         |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | ,719    |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 383,011 |
|  | Df                 | 105     |
|  | Sig.               | ,000    |



Anti-image Matrices

|                        |   | Membeli Oppo karena kualitas baik | Membeli Oppo karena kamera bagus | Membeli Oppo karena harga murah | Membeli Oppo karena ada promo | Membeli Oppo karena ada fitur Beautify Recognition Technology | Membeli Oppo karena desain elegan | Membeli Oppo karena pengoperasian simpel | Membeli Oppo karena tertarik iklan | Membeli Oppo karena Rekomendasi dari teman | Membeli Oppo karena ada garansi software seumur hidup | Membeli Oppo karena fast charging | Membeli Oppo karena tahan lama | Membeli Oppo Karena RAM besar | Membeli Oppo Karena bisa ditambah memori eksternal | Membeli Oppo karena sedang terkenal |
|------------------------|---|-----------------------------------|----------------------------------|---------------------------------|-------------------------------|---|-----------------------------------|--|------------------------------------|--|---|-----------------------------------|--------------------------------|-------------------------------|--|-------------------------------------|
| Anti-Image Covariance  | Membeli Oppo karena kualitas baik                             | ,698                              | -,249                            | -,091                           | ,075                          | ,031  | -,118                             | ,015                                     | ,033                               | -,028                                      | -,001   | ,038                              | -,147                          | ,006                          | -,102  | -,084                               |
|                        | Membeli Oppo karena kamera bagus                              | -,249                             | ,708                             | ,030                            | ,075                          | -,163   | ,036                              | -,094                                    | ,013                               | ,071                                       | ,031  | -,053                             | ,056                           | -,158                         | ,029   | -,001                               |
|                        | Membeli Oppo karena harga murah                               | -,091                             | ,030                             | ,798                            | -,239                         | ,018  | -,039                             | -,080                                    | -,101                              | ,087                                       | ,008  | ,075                              | -,046                          | ,018                          | -,045  | ,099                                |
|                        | Membeli Oppo karena ada promo                                 | ,075                              | ,075                             | -,239                           | ,691                          | -,113   | ,093                              | -,001                                    | -,157                              | ,022                                       | -,082   | ,009                              | ,077                           | -,060                         | ,091   | -,101                               |
|                        | Membeli Oppo karena ada fitur Beautify Recognition Technology | ,031                              | -,163                            | ,018                            | -,113                         | ,756  | ,011                              | ,088                                     | -,073                              | -,027                                      | -,013   | -,145                             | -,063                          | -,106                         | ,058   | -,001                               |
|                        | Membeli Oppo karena desain elegan                             | -,118                             | ,036                             | -,039                           | -,093                         | ,011  | ,779                              | -,166                                    | -,028                              | ,119                                       | -,073   | -,095                             | -,007                          | -,087                         | ,089   | -,125                               |
|                        | Membeli Oppo karena pengoperasian simpel                      | ,015                              | -,094                            | -,080                           | -,001                         | ,088  | -,166                             | ,791                                     | -,075                              | ,094                                       | -,023   | -,073                             | ,025                           | -,057                         | -,148  | ,062                                |
|                        | Membeli Oppo karena tertarik iklan                            | ,033                              | ,013                             | -,101                           | -,157                         | -,073   | -,028                             | -,075                                    | ,640                               | -,165                                      | -,032   | -,032                             | -,051                          | ,010                          | -,063  | -,160                               |
|                        | Membeli Oppo karena Rekomendasi dari teman                    | -,028                             | ,071                             | ,087                            | ,022                          | -,027   | ,119                              | ,094                                     | -,165                              | ,739                                       | -,139   | -,073                             | -,073                          | -,002                         | ,016   | -,063                               |
|                        | Membeli Oppo karena ada garansi software seumur hidup         | -,001                             | ,031                             | ,008                            | -,082                         | -,013   | -,073                             | -,023                                    | -,032                              | -,139                                      | ,764  | -,090                             | -,019                          | -,059                         | -,135  | -,060                               |
|                        | Membeli Oppo karena fast charging                             | ,038                              | -,053                            | ,075                            | ,009                          | -,145   | -,095                             | -,073                                    | -,032                              | -,073                                      | -,090   | ,681                              | -,187                          | ,014                          | -,044  | -,042                               |
|                        | Membeli Oppo karena tahan lama                                | -,147                             | ,056                             | -,046                           | ,077                          | -,063   | -,007                             | ,025                                     | -,051                              | -,073                                      | -,019   | -,187                             | ,700                           | -,081                         | -,037  | -,066                               |
|                        | Membeli Oppo Karena RAM besar                                 | -,006                             | -,158                            | ,018                            | -,060                         | -,106   | -,087                             | -,057                                    | ,010                               | -,002                                      | -,059   | ,014                              | -,081                          | ,787                          | -,135  | ,024                                |
|                        | Membeli Oppo Karena bisa ditambah memori eksternal            | -,102                             | ,029                             | -,045                           | ,091                          | ,058  | ,089                              | -,148                                    | -,063                              | ,016                                       | -,135   | -,044                             | -,037                          | -,135                         | ,786   | -,038                               |
|                        | Membeli Oppo karena sedang terkenal                           | -,084                             | -,001                            | ,099                            | -,101                         | -,001   | -,125                             | ,062                                     | -,160                              | -,063                                      | -,060   | -,042                             | -,066                          | ,024                          | -,038  | ,730                                |
| Anti-Image Correlation | Membeli Oppo karena kualitas baik                             | ,667 <sup>a</sup>                 | -,354                            | -,122                           | ,108                          | ,042  | -,160                             | ,020                                     | ,049                               | -,040                                      | -,001   | ,055                              | -,210                          | ,009                          | -,137  | -,117                               |
|                        | Membeli Oppo karena kamera bagus                              | -,354                             | ,612 <sup>a</sup>                | ,039                            | ,107                          | -,223   | ,048                              | -,126                                    | ,020                               | ,098                                       | ,042  | -,076                             | ,080                           | -,211                         | ,039   | -,002                               |
|                        | Membeli Oppo karena harga murah                               | -,122                             | ,039                             | ,510 <sup>a</sup>               | -,322                         | ,023  | -,049                             | -,101                                    | -,141                              | ,113                                       | ,010  | ,102                              | -,062                          | ,022                          | -,057  | ,130                                |
|                        | Membeli Oppo karena ada promo                                 | ,108                              | ,107                             | -,322                           | ,579 <sup>a</sup>             | -,156   | ,126                              | -,001                                    | -,237                              | -,031                                      | -,113   | ,013                              | ,110                           | -,081                         | ,123   | -,142                               |
|                        | Membeli Oppo karena ada fitur Beautify Recognition Technology | ,042                              | -,223                            | ,023                            | -,156                         | ,729 <sup>a</sup>   | ,016                              | ,113                                     | -,105                              | -,037                                      | -,017   | -,202                             | -,086                          | -,137                         | ,076   | -,001                               |
|                        | Membeli Oppo karena desain elegan                             | -,160                             | ,048                             | -,049                           | ,126                          | ,015  | ,665 <sup>a</sup>                 | -,212                                    | -,040                              | ,156                                       | -,094   | -,130                             | -,010                          | -,112                         | ,114   | -,165                               |
|                        | Membeli Oppo karena pengoperasian simpel                      | ,020                              | -,126                            | -,101                           | -,001                         | ,113  | -,212                             | ,661 <sup>a</sup>                        | -,106                              | ,123                                       | -,030   | -,100                             | ,034                           | -,072                         | -,187  | ,082                                |
|                        | Membeli Oppo karena tertarik iklan                            | ,049                              | ,020                             | -,141                           | -,237                         | -,105   | -,040                             | -,106                                    | ,771 <sup>a</sup>                  | -,239                                      | -,046   | -,049                             | -,076                          | ,014                          | -,089  | -,234                               |
|                        | Membeli Oppo karena Rekomendasi dari teman                    | -,040                             | ,098                             | ,113                            | ,031                          | -,037   | ,156                              | ,123                                     | -,239                              | ,717 <sup>a</sup>                          | -,184   | -,103                             | -,102                          | -,003                         | ,021   | -,085                               |
|                        | Membeli Oppo karena ada garansi software seumur hidup         | -,001                             | ,042                             | ,010                            | -,113                         | -,017   | -,094                             | -,030                                    | -,046                              | -,184                                      | ,832 <sup>a</sup>                                     | -,125                             | -,026                          | -,076                         | -,174  | -,080                               |
|                        | Membeli Oppo karena fast charging                             | ,055                              | -,076                            | ,102                            | ,013                          | -,202   | -,130                             | -,100                                    | -,049                              | -,103                                      | -,125   | ,796 <sup>a</sup>                 | -,271                          | ,019                          | -,060  | -,060                               |
|                        | Membeli Oppo karena tahan lama                                | -,210                             | ,080                             | -,062                           | ,110                          | -,086   | -,010                             | ,034                                     | -,076                              | -,102                                      | -,026   | -,271                             | ,791 <sup>a</sup>              | -,109                         | -,050  | -,093                               |
|                        | Membeli Oppo Karena RAM besar                                 | ,009                              | -,211                            | ,022                            | -,081                         | -,137   | -,112                             | -,072                                    | ,014                               | -,003                                      | -,076   | ,019                              | -,109                          | ,776 <sup>a</sup>             | -,172  | ,031                                |
|                        | Membeli Oppo Karena bisa ditambah memori eksternal            | -,137                             | ,039                             | -,057                           | ,123                          | ,076  | ,114                              | -,187                                    | -,089                              | ,021                                       | -,174   | -,060                             | -,050                          | -,172                         | ,714 <sup>a</sup>                                  | -,050                               |
|                        | Membeli Oppo karena sedang terkenal                           | -,117                             | -,002                            | ,130                            | -,142                         | -,001   | -,165                             | ,082                                     | -,234                              | -,085                                      | -,080   | -,060                             | -,093                          | ,031                          | -,050  | ,785 <sup>a</sup>                   |

a. Measures of Sampling Adequacy(MSA)

**Communalities**

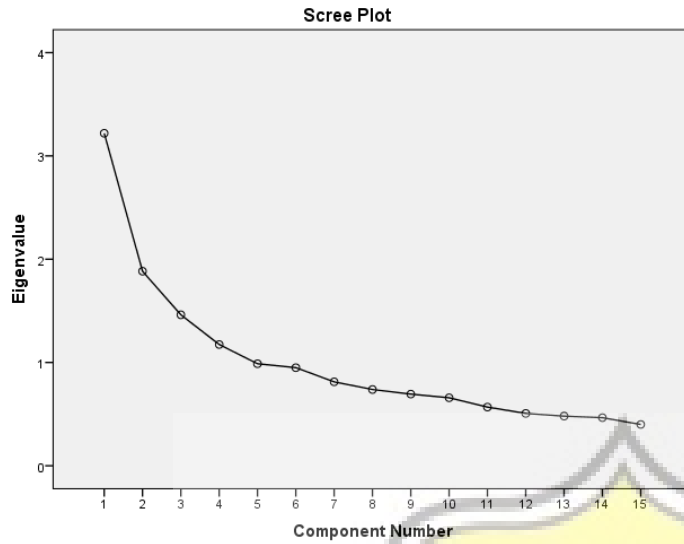
|   | Initial | Extraction |
|---|---------|------------|
| Membeli Oppo karena kualitas baik                             | 1,000   | ,443       |
| Membeli Oppo karena kamera bagus                              | 1,000   | ,661       |
| Membeli Oppo karena harga murah                               | 1,000   | ,604       |
| Membeli Oppo karena ada promo                                 | 1,000   | ,722       |
| Membeli Oppo karena ada fitur Beautify Recognition Technology | 1,000   | ,677       |
| Membeli Oppo karena desain elegan                             | 1,000   | ,360       |
| Membeli Oppo karena pengoperasian simpel                      | 1,000   | ,535       |
| Membeli Oppo karena tertarik iklan                            | 1,000   | ,591       |
| Membeli Oppo karena Rekomendasi dari teman                    | 1,000   | ,560       |
| Membeli Oppo karena ada garansi software seumur hidup         | 1,000   | ,431       |
| Membeli Oppo karena fast charging                             | 1,000   | ,473       |
| Membeli Oppo karena tahan lama                                | 1,000   | ,449       |
| Membeli Oppo Karena RAM besar                                 | 1,000   | ,398       |
| Membeli Oppo Karena bisa ditambah memori eksternal            | 1,000   | ,427       |
| Membeli Oppo karena sedang terkenal                           | 1,000   | ,409       |

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         | 3,220               | 21,464        | 21,464       | 3,220                               | 21,464        | 21,464       | 2,540                             | 16,936        | 16,936       |
| 2         | 1,884               | 12,557        | 34,021       | 1,884                               | 12,557        | 34,021       | 1,796                             | 11,973        | 28,908       |
| 3         | 1,462               | 9,745         | 43,765       | 1,462                               | 9,745         | 43,765       | 1,794                             | 11,959        | 40,867       |
| 4         | 1,174               | 7,828         | 51,593       | 1,174                               | 7,828         | 51,593       | 1,609                             | 10,727        | 51,593       |
| 5         | ,988                | 6,584         | 58,178       |                                     |               |              |                                   |               |              |
| 6         | ,950                | 6,331         | 64,509       |                                     |               |              |                                   |               |              |
| 7         | ,813                | 5,417         | 69,926       |                                     |               |              |                                   |               |              |
| 8         | ,738                | 4,923         | 74,848       |                                     |               |              |                                   |               |              |
| 9         | ,694                | 4,625         | 79,473       |                                     |               |              |                                   |               |              |
| 10        | ,658                | 4,388         | 83,861       |                                     |               |              |                                   |               |              |
| 11        | ,568                | 3,788         | 87,648       |                                     |               |              |                                   |               |              |
| 12        | ,506                | 3,376         | 91,025       |                                     |               |              |                                   |               |              |
| 13        | ,481                | 3,204         | 94,229       |                                     |               |              |                                   |               |              |
| 14        | ,466                | 3,104         | 97,333       |                                     |               |              |                                   |               |              |
| 15        | ,400                | 2,667         | 100,000      |                                     |               |              |                                   |               |              |

Extraction Method: Principal Component Analysis.



**Component Matrix<sup>a</sup>**

|   | Component |       |       |       |
|---|-----------|-------|-------|-------|
|   | 1         | 2     | 3     | 4     |
| Membeli Oppo karena kualitas baik                             | ,442      | ,495  | -,042 | ,027  |
| Membeli Oppo karena kamera bagus                              | ,334      | ,561  | -,049 | ,483  |
| Membeli Oppo karena harga murah                               | ,137      | -,140 | ,746  | ,097  |
| Membeli Oppo karena ada promo                                 | ,206      | -,602 | ,488  | ,281  |
| Membeli Oppo karena ada fitur Beautify Recognition Technology | ,474      | -,143 | -,142 | ,642  |
| Membeli Oppo karena desain elegan                             | ,402      | ,358  | ,173  | -,201 |
| Membeli Oppo karena pengoperasian simpel                      | ,310      | ,379  | ,487  | -,241 |
| Membeli Oppo karena tertarik iklan                            | ,584      | -,458 | ,195  | -,033 |
| Membeli Oppo karena Rekomendasi dari teman                    | ,399      | -,466 | -,406 | -,138 |
| Membeli Oppo karena ada garansi software seumur hidup         | ,564      | -,209 | -,008 | -,264 |
| Membeli Oppo karena fast charging                             | ,638      | -,005 | -,257 | -,002 |
| Membeli Oppo karena tahan lama                                | ,617      | ,039  | -,249 | -,066 |
| Membeli Oppo Karena RAM besar                                 | ,492      | ,271  | ,107  | ,267  |
| Membeli Oppo Karena bisa ditambah memori eksternal            | ,453      | ,214  | ,140  | -,395 |
| Membeli Oppo karena sedang terkenal                           | ,563      | -,240 | -,118 | -,141 |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.



Rotated Component Matrix<sup>a</sup>

|   | Component |       |       |       |
|---|-----------|-------|-------|-------|
|   | 1         | 2     | 3     | 4     |
| Membeli Oppo karena kualitas baik                             | ,115      | ,461  | ,424  | -,194 |
| Membeli Oppo karena kamera bagus                              | -,112     | ,779  | ,166  | -,122 |
| Membeli Oppo karena harga murah                               | -,142     | ,006  | ,270  | ,715  |
| Membeli Oppo karena ada promo                                 | ,175      | -,010 | -,186 | ,810  |
| Membeli Oppo karena ada fitur Beautify Recognition Technology | ,316      | ,654  | -,309 | ,232  |
| Membeli Oppo karena desain elegan                             | ,124      | ,190  | ,555  | -,027 |
| Membeli Oppo karena pengoperasian simpel                      | -,066     | ,097  | ,698  | ,183  |
| Membeli Oppo karena tertarik iklan                            | ,587      | ,031  | ,082  | ,488  |
| Membeli Oppo karena Rekomendasi dari teman                    | ,709      | -,084 | -,219 | -,049 |
| Membeli Oppo karena ada garansi software seumur hidup         | ,594      | -,019 | ,247  | ,130  |
| Membeli Oppo karena fast charging                             | ,584      | ,327  | ,134  | -,082 |
| Membeli Oppo karena tahan lama                                | ,562      | ,288  | ,189  | -,120 |
| Membeli Oppo Karena RAM besar                                 | ,137      | ,548  | ,255  | ,116  |
| Membeli Oppo Karena bisa ditambah memori eksternal            | ,291      | ,008  | ,585  | -,025 |
| Membeli Oppo karena sedang terkenal                           | ,619      | ,068  | ,111  | ,094  |

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization. <sup>a</sup>

a. Rotation converged in 7 iterations.

# GOOGLEFORM

The screenshot shows a Google Forms interface in a web browser. The browser's address bar displays the URL: [https://docs.google.com/forms/d/1rd-j\\_pkjuZHOQCAPPBV25zuXrK2TR7CCDKcCjw](https://docs.google.com/forms/d/1rd-j_pkjuZHOQCAPPBV25zuXrK2TR7CCDKcCjw). The form title is "Formulir tanpa judul". The interface is in Indonesian, with tabs for "PERTANYAAN" and "TANGGAPAN 153". The "TANGGAPAN" tab is active, showing a list of 153 responses. The list is currently in "RINGKASAN" (Summary) view. A toggle switch for "Menerima tanggapan" is turned on. The list of responses includes the following names:

- Wigar Bagus Pradipta
- Eka puji yuliana putri
- Linati Halda Almi
- Christian wahyu eko apriliono
- Irsyad arken
- Devi chatlea
- Galih ganteng

