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X5_2 X5_3 X5_4 X6_1 X6_2 X7_1 X7_2 Y_1 Y_2 Y_3 Y_4 Y_5
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Frequencies

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Frequency Table

X1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	3	3.3	3.3	3.3
2.00	4	4.4	4.4	7.8
3.00	5	5.6	5.6	13.3
4.00	32	35.6	35.6	48.9
5.00	46	51.1	51.1	100.0
Total	90	100.0	100.0	

X1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.1	1.1	1.1
2.00	7	7.8	7.8	8.9
3.00	6	6.7	6.7	15.6
4.00	32	35.6	35.6	51.1
5.00	44	48.9	48.9	100.0
Total	90	100.0	100.0	

X1_3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.2	2.2	2.2
2.00	6	6.7	6.7	8.9
3.00	7	7.8	7.8	16.7
4.00	32	35.6	35.6	52.2
5.00	43	47.8	47.8	100.0
Total	90	100.0	100.0	

X1_4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.2	2.2	2.2
2.00	5	5.6	5.6	7.8
3.00	7	7.8	7.8	15.6
4.00	39	43.3	43.3	58.9
5.00	37	41.1	41.1	100.0
Total	90	100.0	100.0	

X1_5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.1	1.1	1.1
2.00	7	7.8	7.8	8.9
3.00	6	6.7	6.7	15.6
4.00	37	41.1	41.1	56.7
5.00	39	43.3	43.3	100.0
Total	90	100.0	100.0	

X2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	8	8.9	8.9	8.9
3.00	24	26.7	26.7	35.6
4.00	47	52.2	52.2	87.8
5.00	11	12.2	12.2	100.0
Total	90	100.0	100.0	

X2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	8	8.9	8.9	8.9
3.00	24	26.7	26.7	35.6
4.00	37	41.1	41.1	76.7
5.00	21	23.3	23.3	100.0
Total	90	100.0	100.0	

X2_3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.1	1.1	1.1
2.00	6	6.7	6.7	7.8
3.00	22	24.4	24.4	32.2
4.00	41	45.6	45.6	77.8
5.00	20	22.2	22.2	100.0
Total	90	100.0	100.0	

X2_4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	10	11.1	11.1	11.1
3.00	25	27.8	27.8	38.9
Valid 4.00	33	36.7	36.7	75.6
5.00	22	24.4	24.4	100.0
Total	90	100.0	100.0	

X3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.4	4.4	4.4
3.00	20	22.2	22.2	26.7
Valid 4.00	36	40.0	40.0	66.7
5.00	30	33.3	33.3	100.0
Total	90	100.0	100.0	

X3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	7	7.8	7.8	7.8
3.00	21	23.3	23.3	31.1
Valid 4.00	40	44.4	44.4	75.6
5.00	22	24.4	24.4	100.0
Total	90	100.0	100.0	

X3_3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.4	4.4	4.4
3.00	21	23.3	23.3	27.8
Valid 4.00	47	52.2	52.2	80.0
5.00	18	20.0	20.0	100.0
Total	90	100.0	100.0	

X3_4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	6	6.7	6.7	6.7
3.00	18	20.0	20.0	26.7
Valid 4.00	44	48.9	48.9	75.6
5.00	22	24.4	24.4	100.0
Total	90	100.0	100.0	

X3_5

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.4	4.4	4.4
3.00	23	25.6	25.6	30.0
Valid 4.00	47	52.2	52.2	82.2
5.00	16	17.8	17.8	100.0
Total	90	100.0	100.0	

X4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	6	6.7	6.7	6.7
3.00	17	18.9	18.9	25.6
Valid 4.00	41	45.6	45.6	71.1
5.00	26	28.9	28.9	100.0
Total	90	100.0	100.0	

X5_1

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.1	1.1	1.1
2.00	7	7.8	7.8	8.9
Valid 3.00	18	20.0	20.0	28.9
4.00	35	38.9	38.9	67.8
5.00	29	32.2	32.2	100.0
Total	90	100.0	100.0	

X5_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.1	1.1	1.1
2.00	5	5.6	5.6	6.7
3.00	22	24.4	24.4	31.1
4.00	34	37.8	37.8	68.9
5.00	28	31.1	31.1	100.0
Total	90	100.0	100.0	

X5_3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.1	1.1	1.1
2.00	10	11.1	11.1	12.2
3.00	20	22.2	22.2	34.4
4.00	32	35.6	35.6	70.0
5.00	27	30.0	30.0	100.0
Total	90	100.0	100.0	

X5_4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.1	1.1	1.1
2.00	5	5.6	5.6	6.7
3.00	23	25.6	25.6	32.2
4.00	28	31.1	31.1	63.3
5.00	33	36.7	36.7	100.0
Total	90	100.0	100.0	

X6_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	4	4.4	4.4	4.4
2.00	5	5.6	5.6	10.0
3.00	12	13.3	13.3	23.3
4.00	30	33.3	33.3	56.7
5.00	39	43.3	43.3	100.0
Total	90	100.0	100.0	

X6_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	5	5.6	5.6	5.6
2.00	5	5.6	5.6	11.1
3.00	17	18.9	18.9	30.0
4.00	31	34.4	34.4	64.4
5.00	32	35.6	35.6	100.0
Total	90	100.0	100.0	

X7_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	10	11.1	11.1	11.1
3.00	5	5.6	5.6	16.7
4.00	40	44.4	44.4	61.1
5.00	35	38.9	38.9	100.0
Total	90	100.0	100.0	

X7_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.1	1.1	1.1
2.00	8	8.9	8.9	10.0
3.00	6	6.7	6.7	16.7
4.00	43	47.8	47.8	64.4
5.00	32	35.6	35.6	100.0
Total	90	100.0	100.0	

Y_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	11	12.2	12.2	12.2
3.00	7	7.8	7.8	20.0
4.00	41	45.6	45.6	65.6
5.00	31	34.4	34.4	100.0
Total	90	100.0	100.0	

Y_2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	10	11.1	11.1	11.1
3.00	14	15.6	15.6	26.7
Valid 4.00	26	28.9	28.9	55.6
5.00	40	44.4	44.4	100.0
Total	90	100.0	100.0	

Y_3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	13	14.4	14.4	14.4
3.00	7	7.8	7.8	22.2
Valid 4.00	34	37.8	37.8	60.0
5.00	36	40.0	40.0	100.0
Total	90	100.0	100.0	

Y_4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	10	11.1	11.1	11.1
3.00	9	10.0	10.0	21.1
Valid 4.00	32	35.6	35.6	56.7
5.00	39	43.3	43.3	100.0
Total	90	100.0	100.0	

Y_5

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	10	11.1	11.1	11.1
3.00	10	11.1	11.1	22.2
Valid 4.00	40	44.4	44.4	66.7
5.00	30	33.3	33.3	100.0
Total	90	100.0	100.0	

```

CORRELATIONS
/VARIABLES=X1_1 X1_2 X1_3 X1_4 X1_5 X1_TOTAL
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Correlations

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Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	Product (X1)
X1_1	Pearson Correlation	1	.795**	.820**	.804**	.789**	.917**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	90	90	90	90	90	90
X1_2	Pearson Correlation	.795**	1	.819**	.824**	.810**	.924**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	90	90	90	90	90	90
X1_3	Pearson Correlation	.820**	.819**	1	.776**	.799**	.919**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	90	90	90	90	90	90
X1_4	Pearson Correlation	.804**	.824**	.776**	1	.824**	.919**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	90	90	90	90	90	90
X1_5	Pearson Correlation	.789**	.810**	.799**	.824**	1	.917**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	90	90	90	90	90	90
Product (X1)	Pearson Correlation	.917**	.924**	.919**	.919**	.917**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

```

CORRELATIONS
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Correlations

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	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
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Correlations

		X2_1	X2_2	X2_3	X2_4	Price (X2)
X2_1	Pearson Correlation	1	.646**	.583**	.608**	.800**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	90	90	90	90	90
X2_2	Pearson Correlation	.646**	1	.710**	.769**	.897**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	90	90	90	90	90
X2_3	Pearson Correlation	.583**	.710**	1	.782**	.884**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	90	90	90	90	90
X2_4	Pearson Correlation	.608**	.769**	.782**	1	.911**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	90	90	90	90	90
Price (X2)	Pearson Correlation	.800**	.897**	.884**	.911**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

CORRELATIONS
 /VARIABLES=X3_1 X3_2 X3_3 X3_4 X3_5 X3_TOTAL
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Correlations

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	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
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Correlations

		X3_1	X3_2	X3_3	X3_4	X3_5	Promotion (X3)
X3_1	Pearson Correlation	1	.656**	.492**	.591**	.583**	.813**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	90	90	90	90	90	90
X3_2	Pearson Correlation	.656**	1	.483**	.784**	.628**	.871**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	90	90	90	90	90	90
X3_3	Pearson Correlation	.492**	.483**	1	.532**	.568**	.738**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	90	90	90	90	90	90
X3_4	Pearson Correlation	.591**	.784**	.532**	1	.636**	.865**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	90	90	90	90	90	90
X3_5	Pearson Correlation	.583**	.628**	.568**	.636**	1	.823**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	90	90	90	90	90	90
Promoti on (X3)	Pearson Correlation	.813**	.871**	.738**	.865**	.823**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

CORRELATIONS
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Correlations

Notes

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	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
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[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

Correlations

		X4_1	Place (X4)
X4_1	Pearson Correlation	1	.620**
	Sig. (2-tailed)		.000
	N	90	90
Place (X4)	Pearson Correlation	.620**	1
	Sig. (2-tailed)	.000	
	N	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

CORRELATIONS
 /VARIABLES=X5_1 X5_2 X5_3 X5_4 X5_TOTAL
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Correlations

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	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
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	Elapsed Time	00:00:00.00

Correlations

		X5_1	X5_2	X5_3	X5_4	Participant (X5)
X5_1	Pearson Correlation	1	.772**	.872**	.864**	.940**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	90	90	90	90	90
X5_2	Pearson Correlation	.772**	1	.804**	.843**	.914**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	90	90	90	90	90
X5_3	Pearson Correlation	.872**	.804**	1	.815**	.937**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	90	90	90	90	90
X5_4	Pearson Correlation	.864**	.843**	.815**	1	.943**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	90	90	90	90	90
Participant (X5)	Pearson Correlation	.940**	.914**	.937**	.943**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

CORRELATIONS
 /VARIABLES=X6_1 X6_2 X6_TOTAL
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Correlations

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
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[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

Correlations

		X6_1	X6_2	Proces (X6)
X6_1	Pearson Correlation	1	.816**	.951**
	Sig. (2-tailed)		.000	.000
	N	90	90	90
X6_2	Pearson Correlation	.816**	1	.954**
	Sig. (2-tailed)	.000		.000
	N	90	90	90
Proces (X6)	Pearson Correlation	.951**	.954**	1
	Sig. (2-tailed)	.000	.000	
	N	90	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

CORRELATIONS
 /VARIABLES=X7_1 X7_2 X7_TOTAL
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations

Notes

Output Created		09-AUG-2012 02:22:46
Comments		
Input	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BAR U\Untitled DATA Mida .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X7_1 X7_2 X7_TOTAL /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

Correlations

		X7_1	X7_2	Physical Evidence (X7)
X7_1	Pearson Correlation	1	.651**	.909**
	Sig. (2-tailed)		.000	.000
	N	90	90	90
X7_2	Pearson Correlation	.651**	1	.908**
	Sig. (2-tailed)	.000		.000
	N	90	90	90
Physical Evidence (X7)	Pearson Correlation	.909**	.908**	1
	Sig. (2-tailed)	.000	.000	
	N	90	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

```

CORRELATIONS
/VARIABLES=Y_1 Y_2 Y_3 Y_4 Y_5 Y_TOTAL
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

		Notes
Output Created		09-AUG-2012 02:23:29
Comments		
	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BAR U\Untitled DATA Mida .sav
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=Y_1 Y_2 Y_3 Y_4 Y_5 Y_TOTAL /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03

Correlations

		Y_1	Y_2	Y_3	Y_4	Y_5	Keputusan Pembelian (Y)
Y_1	Pearson Correlation	1	.775**	.827**	.756**	.753**	.906**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	90	90	90	90	90	90
Y_2	Pearson Correlation	.775**	1	.794**	.802**	.705**	.902**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	90	90	90	90	90	90
Y_3	Pearson Correlation	.827**	.794**	1	.811**	.723**	.919**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	90	90	90	90	90	90
Y_4	Pearson Correlation	.756**	.802**	.811**	1	.816**	.924**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	90	90	90	90	90	90
Y_5	Pearson Correlation	.753**	.705**	.723**	.816**	1	.879**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	90	90	90	90	90	90
Keputusan Pembelian (Y)	Pearson Correlation	.906**	.902**	.919**	.924**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

RELIABILITY
 /VARIABLES=X1_1 X1_2 X1_3 X1_4 X1_5
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability

		Notes
Output Created		09-AUG-2012 02:23:40
Comments		
Input	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BAR U\Untitled DATA Mida .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
Missing Value Handling	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Syntax	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
		RELIABILITY /VARIABLES=X1_1 X1_2 X1_3 X1_4 X1_5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.954	5

RELIABILITY
 /VARIABLES=X2_1 X2_2 X2_3 X2_4
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability

		Notes
Output Created		09-AUG-2012 02:23:54
Comments		
Input	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BAR U\Untitled DATA Mida .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X2_1 X2_2 X2_3 X2_4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.897	4

RELIABILITY
 /VARIABLES=X3_1 X3_2 X3_3 X3_4 X3_5
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability

		Notes
Output Created		09-AUG-2012 02:24:15
Comments		
Input	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BAR U\Untitled DATA Mida .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X3_1 X3_2 X3_3 X3_4 X3_5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.881	5

RELIABILITY
 /VARIABLES=X4_1 X4_TOTAL
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability

		Notes
Output Created		09-AUG-2012 02:24:49
Comments		
Input	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
Missing Value Handling	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Syntax	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
		RELIABILITY /VARIABLES=X4_1 X4_TOTAL /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.726	2

RELIABILITY
 /VARIABLES=X5_1 X5_2 X5_3 X5_4
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability

		Notes
Output Created		09-AUG-2012 02:25:00
Comments		
Input	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BAR U\Untitled DATA Mida .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
Missing Value Handling	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X5_1 X5_2 X5_3 X5_4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.951	4

RELIABILITY
 /VARIABLES=X6_1 X6_2
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability

		Notes
Output Created		09-AUG-2012 02:25:12
Comments		
Input	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BAR U\Untitled DATA Mida .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X6_1 X6_2 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.898	2

RELIABILITY
 /VARIABLES=X7_1 X7_2
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability

		Notes
Output Created		09-AUG-2012 02:25:23
Comments		
Input	Data	F:\SKRIPSI\UNIPA
	Active Dataset	2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav
	Filter	DataSet1
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X7_1 X7_2 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.789	2

RELIABILITY
 /VARIABLES=Y_1 Y_2 Y_3 Y_4 Y_5
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability

		Notes
Output Created		09-AUG-2012 02:25:33
Comments		
Input	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BAR U\Untitled DATA Mida .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Y_1 Y_2 Y_3 Y_4 Y_5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.945	5

```

REGRESSION
/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y_TOTAL
/METHOD=ENTER X1_TOTAL X2_TOTAL X3_TOTAL X4_TOTAL X5_TOTAL X6_TOTAL X7_TOTAL
/SCATTERPLOT=(*SRESID ,Y_TOTAL)
/RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID)
/SAVE RESID.

```

Regression

Notes

		09-AUG-2012 02:26:11
Output Created		
Comments		
	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BAR U\Untitled DATA Mida .sav
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics are based on cases with no missing values for any variable used.
		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y_TOTAL /METHOD=ENTER X1_TOTAL X2_TOTAL X3_TOTAL X4_TOTAL X5_TOTAL X6_TOTAL X7_TOTAL /SCATTERPLOT=(*SRESID ,Y_TOTAL) /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE RESID.
Syntax		
	Processor Time	00:00:00.49
	Elapsed Time	00:00:00.50
Resources	Memory Required	4100 bytes
	Additional Memory Required for Residual Plots	864 bytes
Variables Created or Modified	RES_1	Unstandardized Residual

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian (Y)	20.2333	4.48981	90
Product (X1)	21.0333	4.44808	90
Price (X2)	15.0222	3.11927	90
Promotion (X3)	19.5000	3.40274	90
Place (X4)	3.8889	1.31067	90
Participant (X5)	15.6444	3.64834	90
Proces (X6)	7.9444	2.11661	90
Physical Evidence (X7)	8.1889	1.70850	90

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Physical Evidence (X7), Proces (X6), Price (X2), Product (X1), Place (X4), Participant (X5), Promotion (X3) ^b		Enter

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

Model Summary^b

Model	Durbin-Watson
1	1.597 ^a

a. Predictors: (Constant), Physical Evidence (X7), Proces (X6), Price (X2), Product (X1), Place (X4), Participant (X5), Promotion (X3)

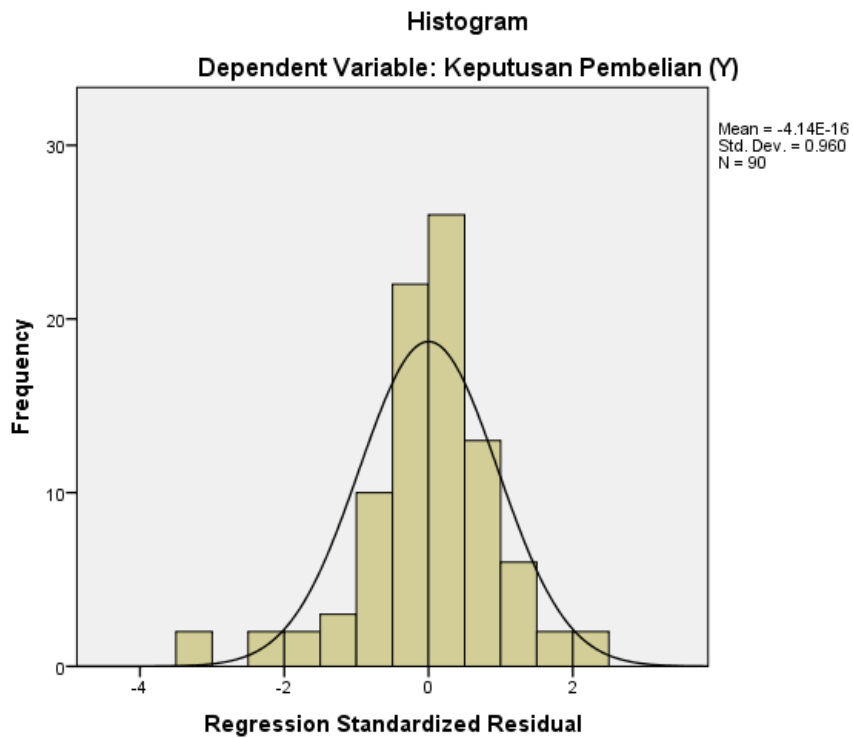
b. Dependent Variable: Keputusan Pembelian (Y)

Coefficients^a

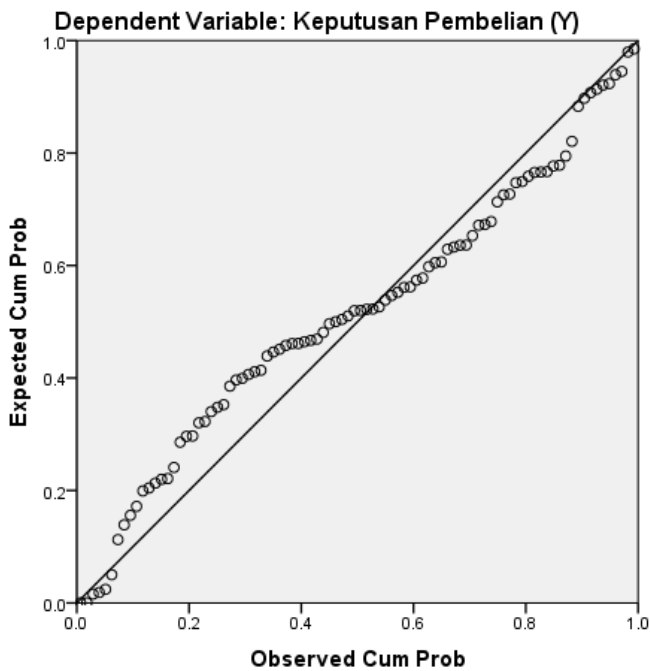
Model	Collinearity Statistics	
	Tolerance	VIF
1		
Product (X1)	.767	1.303
Price (X2)	.503	1.989
Promotion (X3)	.497	2.014
Place (X4)	.600	1.666
Participant (X5)	.606	1.651
Proses (X6)	.737	1.357
Physical Evidence (X7)	.604	1.655

a. Dependent Variable: Keputusan Pembelian (Y)

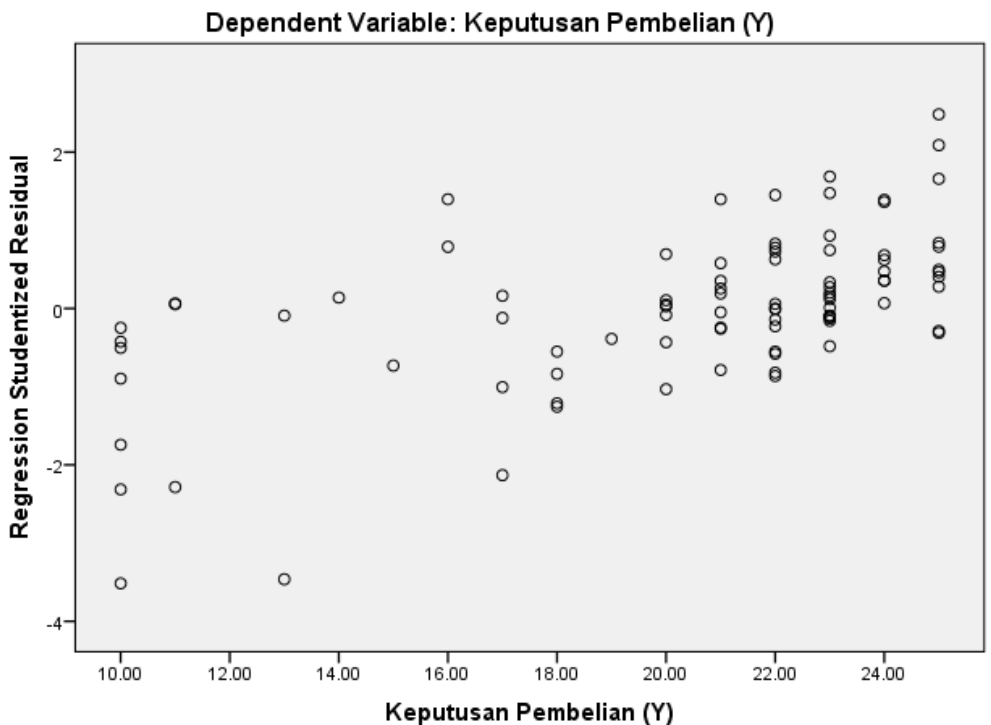
Charts



Normal P-P Plot of Regression Standardized Residual



Scatterplot



NPAR TESTS
 /K-S(NORMAL)=RES_1
 /MISSING ANALYSIS.

NPar Tests

Notes

Output Created		09-AUG-2012 02:26:48
Comments		
Input	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BAR U\Untitled DATA Mida .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		NPAR TESTS /K-S(NORMAL)=RES_1 /MISSING ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00
	Number of Cases Allowed ^a	196608

a. Based on availability of workspace memory.

[DataSet1] F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BARU\Untitled DATA Mida .sav

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.61577541
	Absolute	.114
Most Extreme Differences	Positive	.079
	Negative	-.114
Kolmogorov-Smirnov Z		1.086
Asymp. Sig. (2-tailed)		.189

a. Test distribution is Normal.

b. Calculated from data.

```

REGRESSION
/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y_TOTAL
/METHOD=ENTER X1_TOTAL X2_TOTAL X3_TOTAL X4_TOTAL X5_TOTAL X6_TOTAL X7_TOTAL
/SCATTERPLOT=(*SRESID ,Y_TOTAL).

```

Regression

Notes

Output Created		09-AUG-2012 02:27:51
Comments		
Input	Data	F:\SKRIPSI\UNIPA 2020\MANAJEMEN\MIDA\BAR U\Untitled DATA Mida .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	N of Rows in Working Data File	90
	Definition of Missing	User-defined missing values are treated as missing.
Syntax	Cases Used	Statistics are based on cases with no missing values for any variable used.
		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y_TOTAL /METHOD=ENTER X1_TOTAL X2_TOTAL X3_TOTAL X4_TOTAL X5_TOTAL X6_TOTAL X7_TOTAL /SCATTERPLOT=(*SRESID ,Y_TOTAL).
Resources	Processor Time	00:00:00.17
	Elapsed Time	00:00:00.17
	Memory Required	4124 bytes
	Additional Memory Required for Residual Plots	192 bytes

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian (Y)	20.2333	4.48981	90
Product (X1)	21.0333	4.44808	90
Price (X2)	15.0222	3.11927	90
Promotion (X3)	19.5000	3.40274	90
Place (X4)	3.8889	1.31067	90
Participant (X5)	15.6444	3.64834	90
Proces (X6)	7.9444	2.11661	90
Physical Evidence (X7)	8.1889	1.70850	90

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Physical Evidence (X7), Proces (X6), Price (X2), Product (X1), Place (X4), Participant (X5), Promotion (X3) ^b		. Enter

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 ^a	.661	.632	2.72514

a. Predictors: (Constant), Physical Evidence (X7), Proces (X6), Price (X2), Product (X1), Place (X4), Participant (X5), Promotion (X3)

b. Dependent Variable: Keputusan Pembelian (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1185.137	7	169.305	22.798	.000 ^b
	Residual	608.963	82	7.426		
	Total	1794.100	89			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Physical Evidence (X7), Proses (X6), Price (X2), Product (X1), Place (X4), Participant (X5), Promotion (X3)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.216	2.275		.095	.925
	Product (X1)	.173	.074	.171	2.332	.022
	Price (X2)	-.395	.131	-.275	-3.027	.003
	Promotion (X3)	.269	.120	.204	2.234	.028
	Place (X4)	.877	.284	.256	3.081	.003
	Participant (X5)	.204	.102	.166	2.009	.048
	Proses (X6)	.435	.159	.205	2.734	.008
	Physical Evidence (X7)	.856	.217	.326	3.937	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Responden	VARIABEL PRODUCT					Jumlah
	X1_1	X1_2	X1_3	X1_4	X1_5	
Resp_1	5	5	5	5	5	25
Resp_2	3	3	3	3	3	15
Resp_3	5	5	5	4	4	23
Resp_4	5	5	5	4	4	23
Resp_5	5	5	5	5	5	25
Resp_6	5	5	5	5	5	25
Resp_7	4	4	4	4	4	20
Resp_8	4	4	4	4	4	20
Resp_9	4	4	4	4	4	20
Resp_10	4	4	4	4	4	20
Resp_11	4	4	4	5	5	22
Resp_12	1	2	2	1	2	8
Resp_13	5	5	5	5	5	25
Resp_14	2	2	2	2	2	10
Resp_15	5	5	5	5	5	25
Resp_16	5	5	5	5	5	25
Resp_17	4	4	4	4	4	20
Resp_18	4	4	4	4	5	21
Resp_19	4	4	4	4	4	20
Resp_20	4	4	4	4	4	20
Resp_21	4	5	4	4	4	21
Resp_22	4	4	4	4	4	20
Resp_23	5	4	4	4	4	21
Resp_24	4	4	4	5	4	21
Resp_25	3	3	3	3	3	15
Resp_26	5	5	5	5	5	25
Resp_27	5	3	3	3	3	17
Resp_28	5	5	5	5	5	25
Resp_29	4	4	4	4	4	20
Resp_30	5	5	5	5	5	25

Resp_31	1	1	1	1	1	5
Resp_32	5	5	5	5	5	25
Resp_33	2	2	2	2	2	10
Resp_34	5	4	4	4	4	21
Resp_35	4	5	5	5	3	22
Resp_36	5	5	5	5	5	25
Resp_37	5	5	5	5	5	25
Resp_38	1	2	1	2	2	8
Resp_39	2	2	2	2	2	10
Resp_40	2	2	2	2	2	10
Resp_41	5	5	5	5	5	25
Resp_42	5	5	5	5	5	25
Resp_43	5	5	5	5	5	25
Resp_44	5	5	5	5	5	25
Resp_45	5	4	5	5	5	24
Resp_46	5	5	4	5	5	24
Resp_47	3	2	2	3	2	12
Resp_48	4	5	5	4	4	22
Resp_49	4	4	5	4	4	21
Resp_50	4	5	4	4	5	22
Resp_51	4	5	5	4	4	22
Resp_52	5	4	5	4	5	23
Resp_53	4	5	4	5	5	23
Resp_54	4	5	4	5	4	22
Resp_55	3	3	3	3	3	15
Resp_56	5	5	4	5	5	24
Resp_57	4	3	3	4	4	18
Resp_58	4	3	4	3	3	17
Resp_59	4	5	5	4	5	23
Resp_60	4	5	4	4	5	22
Resp_61	5	5	4	4	5	23
Resp_62	5	5	4	5	4	23

Resp_63	4	5	5	5	5	24
Resp_64	5	5	4	5	4	23
Resp_65	5	4	5	4	5	23
Resp_66	5	5	4	4	4	22
Resp_67	4	5	5	4	4	22
Resp_68	5	4	4	5	5	23
Resp_69	5	5	4	5	4	23
Resp_70	5	5	4	5	4	23
Resp_71	5	4	5	5	4	23
Resp_72	5	5	5	4	4	23
Resp_73	5	4	5	4	5	23
Resp_74	5	4	5	4	5	23
Resp_75	4	4	5	5	5	23
Resp_76	4	4	5	5	4	22
Resp_77	5	4	5	4	5	23
Resp_78	5	4	5	4	4	22
Resp_79	5	5	5	4	4	23
Resp_80	4	4	5	4	4	21
Resp_81	5	4	4	4	4	21
Resp_82	5	5	4	5	5	24
Resp_83	3	4	3	4	4	18
Resp_84	4	4	4	5	5	22
Resp_85	4	4	3	3	4	18
Resp_86	5	5	5	4	4	23
Resp_87	5	5	5	4	5	24
Resp_88	5	4	5	5	4	23
Resp_89	4	5	5	4	5	23
Resp_90	5	5	5	5	5	25

Responden	VARIABEL PRICE				Jumlah
	X2_1	X2_2	X2_3	X2_4	
Resp_1	4	4	4	3	15
Resp_2	3	3	3	3	12
Resp_3	4	4	4	4	16
Resp_4	3	3	4	3	13
Resp_5	2	2	3	2	9
Resp_6	2	2	2	2	8
Resp_7	3	3	3	3	12
Resp_8	4	4	4	4	16
Resp_9	3	3	3	3	12
Resp_10	4	4	4	4	16
Resp_11	4	4	4	4	16
Resp_12	3	3	3	3	12
Resp_13	4	4	4	4	16
Resp_14	3	3	3	3	12
Resp_15	4	4	4	4	16
Resp_16	4	4	4	4	16
Resp_17	5	4	4	2	15
Resp_18	4	4	4	4	16
Resp_19	4	4	4	4	16
Resp_20	5	2	2	2	11
Resp_21	3	3	3	3	12
Resp_22	4	4	4	4	16
Resp_23	2	2	2	2	8
Resp_24	4	4	4	4	16
Resp_25	4	4	3	4	15
Resp_26	4	4	3	3	14
Resp_27	5	4	4	4	17
Resp_28	3	5	5	5	18
Resp_29	3	3	5	5	16
Resp_30	3	5	3	3	14
Resp_31	3	2	2	2	9
Resp_32	4	4	4	4	16

Resp_33	2	2	1	3	8
Resp_34	5	5	5	5	20
Resp_35	5	5	5	5	20
Resp_36	4	4	4	4	16
Resp_37	4	4	4	4	16
Resp_38	2	3	2	2	9
Resp_39	3	4	4	4	15
Resp_40	4	5	5	4	18
Resp_41	4	5	5	4	18
Resp_42	5	4	5	5	19
Resp_43	4	3	3	4	14
Resp_44	4	5	4	5	18
Resp_45	4	3	4	3	14
Resp_46	4	4	4	3	15
Resp_47	3	3	3	3	12
Resp_48	4	4	4	4	16
Resp_49	3	3	4	3	13
Resp_50	2	2	3	2	9
Resp_51	2	2	2	2	8
Resp_52	3	3	3	3	12
Resp_53	4	4	4	4	16
Resp_54	3	3	3	3	12
Resp_55	4	4	4	4	16
Resp_56	4	4	4	4	16
Resp_57	3	3	3	3	12
Resp_58	4	4	4	4	16
Resp_59	3	3	3	3	12
Resp_60	5	5	4	5	19
Resp_61	4	5	5	4	18
Resp_62	4	4	5	5	18
Resp_63	4	3	4	3	14
Resp_64	3	3	4	3	13
Resp_65	3	3	3	3	12
Resp_66	4	4	3	3	14

Resp_67	3	3	4	3	13
Resp_68	2	3	3	2	10
Resp_69	5	4	5	5	19
Resp_70	4	5	5	5	19
Resp_71	4	4	5	5	18
Resp_72	5	5	4	5	19
Resp_73	4	4	4	5	17
Resp_74	4	4	5	5	18
Resp_75	4	5	3	4	16
Resp_76	3	5	5	5	18
Resp_77	4	5	5	4	18
Resp_78	4	3	3	3	13
Resp_79	4	5	4	4	17
Resp_80	4	5	4	4	17
Resp_81	4	5	4	5	18
Resp_82	4	4	5	4	17
Resp_83	3	3	4	4	14
Resp_84	3	4	5	5	17
Resp_85	5	5	5	5	20
Resp_86	4	4	4	4	16
Resp_87	5	4	5	5	19
Resp_88	4	5	5	5	19
Resp_89	4	5	4	5	18
Resp_90	4	5	4	5	18

Responden	VARIABEL PROMOTION					Jumlah
	X3_1	X3_2	X3_3	X3_4	X3_5	
Resp_1	4	4	4	5	4	21
Resp_2	3	3	4	4	3	17
Resp_3	5	4	4	5	4	22
Resp_4	3	3	3	3	3	15
Resp_5	5	3	2	2	3	15
Resp_6	2	3	2	2	2	11
Resp_7	3	3	3	3	3	15
Resp_8	5	4	4	5	4	22
Resp_9	3	3	3	3	3	15
Resp_10	4	4	4	5	4	21
Resp_11	4	4	4	4	4	20
Resp_12	3	3	3	3	3	15
Resp_13	4	4	4	4	4	20
Resp_14	3	3	3	3	3	15
Resp_15	4	4	4	5	4	21
Resp_16	4	4	4	5	4	21
Resp_17	4	2	4	4	5	19
Resp_18	4	4	5	4	4	21
Resp_19	5	4	4	4	4	21
Resp_20	2	2	5	4	5	18
Resp_21	5	3	5	4	3	20
Resp_22	4	4	4	5	4	21
Resp_23	2	2	2	3	2	11
Resp_24	4	4	5	4	4	21
Resp_25	4	4	4	4	4	20
Resp_26	3	3	5	3	3	17
Resp_27	5	5	4	5	4	23
Resp_28	3	3	3	3	3	15
Resp_29	5	5	3	5	3	21
Resp_30	3	3	3	3	3	15
Resp_31	2	2	2	2	2	10

Resp_32	4	4	4	4	4	20
Resp_33	3	3	3	3	3	15
Resp_34	5	5	5	5	4	24
Resp_35	5	5	5	5	5	25
Resp_36	4	4	4	4	4	20
Resp_37	4	4	4	4	4	20
Resp_38	4	2	4	2	3	15
Resp_39	4	3	3	3	4	17
Resp_40	5	5	5	5	5	25
Resp_41	4	5	5	5	4	23
Resp_42	5	4	4	4	5	22
Resp_43	4	3	4	3	3	17
Resp_44	4	5	4	5	4	22
Resp_45	4	3	3	3	4	17
Resp_46	5	4	5	4	5	23
Resp_47	5	5	4	5	5	24
Resp_48	5	4	4	4	4	21
Resp_49	4	3	4	3	3	17
Resp_50	5	4	4	4	4	21
Resp_51	3	3	4	3	4	17
Resp_52	4	4	4	4	3	19
Resp_53	5	5	5	5	4	24
Resp_54	3	4	4	4	4	19
Resp_55	5	5	4	5	5	24
Resp_56	5	5	4	5	4	23
Resp_57	3	4	4	4	3	18
Resp_58	5	4	5	4	4	22
Resp_59	4	4	3	4	4	19
Resp_60	5	5	4	5	5	24
Resp_61	5	4	4	4	4	21
Resp_62	4	5	4	5	5	23
Resp_63	4	4	5	4	4	21
Resp_64	5	4	4	4	4	21
Resp_65	3	2	3	2	3	13

Resp_66	3	3	3	3	3	15
Resp_67	3	4	3	4	4	18
Resp_68	3	3	3	3	2	14
Resp_69	3	4	3	4	4	18
Resp_70	4	4	3	4	3	18
Resp_71	4	4	5	3	4	20
Resp_72	5	5	4	5	4	23
Resp_73	4	3	4	4	3	18
Resp_74	5	5	4	4	4	22
Resp_75	3	4	3	4	4	18
Resp_76	3	2	3	2	3	13
Resp_77	5	5	4	4	5	23
Resp_78	4	4	3	4	4	19
Resp_79	5	4	5	4	4	22
Resp_80	5	4	4	4	4	21
Resp_81	5	5	4	4	5	23
Resp_82	5	5	4	5	5	24
Resp_83	4	4	4	4	4	20
Resp_84	4	4	4	4	4	20
Resp_85	4	5	4	4	5	22
Resp_86	4	5	5	4	4	22
Resp_87	5	4	4	4	5	22
Resp_88	4	4	4	4	4	20
Resp_89	4	5	5	4	5	23
Resp_90	4	5	5	4	4	22

Responden	Place	Jumlah
	X4_1	
Resp_1	5	5
Resp_2	1	1
Resp_3	1	1
Resp_4	5	5
Resp_5	5	5
Resp_6	5	5
Resp_7	5	5
Resp_8	5	5
Resp_9	1	1
Resp_10	5	5
Resp_11	2	2
Resp_12	1	1
Resp_13	5	5
Resp_14	1	1
Resp_15	1	1
Resp_16	2	2
Resp_17	5	5
Resp_18	5	5
Resp_19	4	4
Resp_20	5	5
Resp_21	5	5
Resp_22	1	1
Resp_23	1	1
Resp_24	2	2
Resp_25	4	4
Resp_26	1	1
Resp_27	4	4
Resp_28	3	3
Resp_29	3	3
Resp_30	3	3
Resp_31	2	2
Resp_32	4	4

Resp_33	5	5
Resp_34	5	5
Resp_35	5	5
Resp_36	3	3
Resp_37	4	4
Resp_38	2	2
Resp_39	3	3
Resp_40	4	4
Resp_41	4	4
Resp_42	5	5
Resp_43	4	4
Resp_44	5	5
Resp_45	4	4
Resp_46	4	4
Resp_47	4	4
Resp_48	4	4
Resp_49	5	5
Resp_50	5	5
Resp_51	2	2
Resp_52	5	5
Resp_53	4	4
Resp_54	4	4
Resp_55	4	4
Resp_56	4	4
Resp_57	5	5
Resp_58	5	5
Resp_59	3	3
Resp_60	4	4
Resp_61	5	5
Resp_62	4	4
Resp_63	5	5
Resp_64	5	5
Resp_65	4	4
Resp_66	4	4

Resp_67	5	5
Resp_68	3	3
Resp_69	5	5
Resp_70	4	4
Resp_71	5	5
Resp_72	4	4
Resp_73	5	5
Resp_74	4	4
Resp_75	4	4
Resp_76	2	2
Resp_77	5	5
Resp_78	5	5
Resp_79	4	4
Resp_80	5	5
Resp_81	5	5
Resp_82	4	4
Resp_83	4	4
Resp_84	4	4
Resp_85	4	4
Resp_86	5	5
Resp_87	5	5
Resp_88	5	5
Resp_89	5	5
Resp_90	5	5

Responden	VARIABEL PARTISIPANT				Jumlah
	X5_1	X5_2	X5_3	X5_4	
Resp_1	5	5	5	5	20
Resp_2	1	1	1	1	4
Resp_3	2	2	2	2	8
Resp_4	4	5	5	5	19
Resp_5	5	5	5	5	20
Resp_6	5	5	5	5	20
Resp_7	5	5	5	5	20
Resp_8	5	5	5	5	20
Resp_9	2	3	2	3	10
Resp_10	3	3	3	3	12
Resp_11	3	3	3	3	12
Resp_12	4	4	4	4	16
Resp_13	3	3	3	3	12
Resp_14	3	3	3	3	12
Resp_15	2	2	2	2	8
Resp_16	3	4	3	3	13
Resp_17	4	4	4	4	16
Resp_18	3	3	3	3	12
Resp_19	3	4	3	3	13
Resp_20	4	4	4	4	16
Resp_21	4	4	4	4	16
Resp_22	3	3	3	3	12
Resp_23	5	5	5	5	20
Resp_24	5	5	5	5	20
Resp_25	3	3	4	3	13
Resp_26	2	2	2	2	8
Resp_27	5	4	5	5	19
Resp_28	3	3	2	3	11
Resp_29	4	5	4	4	17
Resp_30	4	3	4	4	15
Resp_31	4	4	4	4	16
Resp_32	5	5	5	5	20

Resp_33	5	5	5	5	20
Resp_34	5	5	5	5	20
Resp_35	4	4	4	5	17
Resp_36	5	5	5	5	20
Resp_37	3	3	3	3	12
Resp_38	2	2	2	2	8
Resp_39	2	3	2	3	10
Resp_40	4	5	4	4	17
Resp_41	5	4	5	5	19
Resp_42	5	5	5	5	20
Resp_43	4	4	4	4	16
Resp_44	4	4	4	4	16
Resp_45	5	5	5	5	20
Resp_46	5	5	5	5	20
Resp_47	3	3	2	3	11
Resp_48	3	3	2	3	11
Resp_49	4	4	5	4	17
Resp_50	5	4	4	5	18
Resp_51	4	4	4	4	16
Resp_52	4	4	4	4	16
Resp_53	5	5	4	5	19
Resp_54	4	5	5	4	18
Resp_55	4	3	4	4	15
Resp_56	4	4	4	3	15
Resp_57	4	5	5	5	19
Resp_58	4	5	5	5	19
Resp_59	4	4	3	4	15
Resp_60	4	4	4	3	15
Resp_61	4	4	4	4	16
Resp_62	5	5	4	5	19
Resp_63	4	3	4	4	15
Resp_64	4	4	4	4	16
Resp_65	4	3	4	3	14
Resp_66	3	4	3	4	14

Resp_67	4	4	4	4	16
Resp_68	5	4	5	4	18
Resp_69	5	5	5	4	19
Resp_70	4	4	4	4	16
Resp_71	4	4	3	3	14
Resp_72	3	3	3	3	12
Resp_73	4	4	3	3	14
Resp_74	4	4	4	4	16
Resp_75	4	4	4	4	16
Resp_76	4	3	3	3	13
Resp_77	5	3	3	5	16
Resp_78	3	5	3	5	16
Resp_79	3	5	3	5	16
Resp_80	5	4	4	5	18
Resp_81	5	5	5	5	20
Resp_82	3	3	3	3	12
Resp_83	2	2	2	2	8
Resp_84	5	4	5	5	19
Resp_85	5	4	5	5	19
Resp_86	5	4	4	5	18
Resp_87	5	5	4	5	19
Resp_88	4	3	3	4	14
Resp_89	4	4	4	4	16
Resp_90	5	5	5	5	20

Responden	VARIABEL PROSES		Jumlah
	X6_1	X6_2	
Resp_1	5	5	10
Resp_2	5	5	10
Resp_3	1	1	2
Resp_4	5	5	10
Resp_5	2	2	4
Resp_6	5	5	10
Resp_7	1	1	2
Resp_8	4	5	9
Resp_9	2	2	4
Resp_10	3	3	6
Resp_11	1	1	2
Resp_12	1	1	2
Resp_13	4	3	7
Resp_14	3	3	6
Resp_15	3	3	6
Resp_16	3	4	7
Resp_17	4	4	8
Resp_18	3	3	6
Resp_19	3	4	7
Resp_20	4	4	8
Resp_21	4	4	8
Resp_22	2	3	5
Resp_23	5	5	10
Resp_24	5	5	10
Resp_25	2	1	3
Resp_26	2	2	4
Resp_27	5	5	10
Resp_28	3	3	6
Resp_29	4	5	9
Resp_30	4	3	7
Resp_31	4	3	7
Resp_32	5	5	10

Resp_33	5	5	10
Resp_34	5	5	10
Resp_35	4	4	8
Resp_36	5	5	10
Resp_37	3	3	6
Resp_38	3	2	5
Resp_39	3	2	5
Resp_40	5	5	10
Resp_41	4	4	8
Resp_42	4	4	8
Resp_43	5	5	10
Resp_44	5	5	10
Resp_45	5	5	10
Resp_46	5	5	10
Resp_47	5	5	10
Resp_48	4	4	8
Resp_49	5	4	9
Resp_50	5	4	9
Resp_51	4	4	8
Resp_52	4	3	7
Resp_53	4	5	9
Resp_54	5	3	8
Resp_55	4	3	7
Resp_56	5	3	8
Resp_57	5	4	9
Resp_58	5	3	8
Resp_59	5	4	9
Resp_60	3	4	7
Resp_61	5	4	9
Resp_62	5	4	9
Resp_63	4	3	7
Resp_64	4	4	8
Resp_65	5	4	9
Resp_66	5	5	10

Resp_67	4	4	8
Resp_68	5	5	10
Resp_69	5	5	10
Resp_70	5	5	10
Resp_71	4	4	8
Resp_72	4	5	9
Resp_73	4	3	7
Resp_74	5	5	10
Resp_75	4	5	9
Resp_76	4	5	9
Resp_77	5	5	10
Resp_78	5	4	9
Resp_79	4	4	8
Resp_80	4	4	8
Resp_81	5	5	10
Resp_82	4	4	8
Resp_83	4	4	8
Resp_84	3	4	7
Resp_85	5	5	10
Resp_86	5	4	9
Resp_87	5	5	10
Resp_88	4	4	8
Resp_89	4	4	8
Resp_90	5	4	9

Responden	VARIABEL PHYSICAL EVIDANCE		Jumlah
	X7_1	X7_2	
Resp_1	4	4	8
Resp_2	2	2	4
Resp_3	2	2	4
Resp_4	5	5	10
Resp_5	5	5	10
Resp_6	5	5	10
Resp_7	4	5	9
Resp_8	3	4	7
Resp_9	3	5	8
Resp_10	4	4	8
Resp_11	4	5	9
Resp_12	3	5	8
Resp_13	4	4	8
Resp_14	3	5	8
Resp_15	5	5	10
Resp_16	4	4	8
Resp_17	5	4	9
Resp_18	4	4	8
Resp_19	5	4	9
Resp_20	2	3	5
Resp_21	5	3	8
Resp_22	4	2	6
Resp_23	2	2	4
Resp_24	4	4	8
Resp_25	4	4	8
Resp_26	2	2	4
Resp_27	5	5	10
Resp_28	2	3	5
Resp_29	4	4	8
Resp_30	3	3	6
Resp_31	2	1	3
Resp_32	5	4	9

Resp_33	2	2	4
Resp_34	5	5	10
Resp_35	5	5	10
Resp_36	5	4	9
Resp_37	4	3	7
Resp_38	2	2	4
Resp_39	2	2	4
Resp_40	4	4	8
Resp_41	5	4	9
Resp_42	5	5	10
Resp_43	5	5	10
Resp_44	4	5	9
Resp_45	5	4	9
Resp_46	5	4	9
Resp_47	4	4	8
Resp_48	4	4	8
Resp_49	4	5	9
Resp_50	4	5	9
Resp_51	4	4	8
Resp_52	5	5	10
Resp_53	5	4	9
Resp_54	4	5	9
Resp_55	5	5	10
Resp_56	4	4	8
Resp_57	5	5	10
Resp_58	5	4	9
Resp_59	4	4	8
Resp_60	4	5	9
Resp_61	5	4	9
Resp_62	5	4	9
Resp_63	5	4	9
Resp_64	5	4	9
Resp_65	4	4	8
Resp_66	4	4	8

Resp_67	5	5	10
Resp_68	5	4	9
Resp_69	5	4	9
Resp_70	4	5	9
Resp_71	4	4	8
Resp_72	5	5	10
Resp_73	4	4	8
Resp_74	5	5	10
Resp_75	4	4	8
Resp_76	5	5	10
Resp_77	5	4	9
Resp_78	4	5	9
Resp_79	4	4	8
Resp_80	5	4	9
Resp_81	5	5	10
Resp_82	4	4	8
Resp_83	4	4	8
Resp_84	4	3	7
Resp_85	4	4	8
Resp_86	4	4	8
Resp_87	4	5	9
Resp_88	4	5	9
Resp_89	4	5	9
Resp_90	4	4	8

Responde n	VARIABEL KEPUTUSAN PEMBELIAN					Jumla h
	Y_1	Y_2	Y_3	Y_4	Y_5	
Resp_1	5	5	5	5	5	25
Resp_2	2	2	2	2	2	10
Resp_3	2	2	2	2	2	10
Resp_4	5	5	5	5	5	25
Resp_5	5	5	5	5	5	25
Resp_6	5	5	5	5	5	25
Resp_7	4	5	4	4	5	22
Resp_8	4	5	4	4	4	21
Resp_9	2	2	2	2	2	10
Resp_10	2	2	2	2	2	10
Resp_11	2	2	2	2	2	10
Resp_12	3	3	3	3	4	16
Resp_13	4	5	4	4	4	21
Resp_14	4	3	3	3	3	16
Resp_15	4	5	4	4	4	21
Resp_16	4	4	4	4	4	20
Resp_17	4	5	4	4	4	21
Resp_18	4	4	5	4	4	21
Resp_19	4	4	5	5	4	22
Resp_20	2	3	2	5	5	17
Resp_21	4	4	5	5	5	23
Resp_22	3	2	3	3	3	14
Resp_23	2	3	2	2	2	11
Resp_24	4	4	4	4	4	20
Resp_25	4	3	4	3	3	17
Resp_26	2	2	2	2	2	10
Resp_27	5	5	5	5	5	25
Resp_28	3	2	2	3	3	13
Resp_29	4	4	4	4	4	20
Resp_30	3	3	3	3	3	15
Resp_31	3	2	2	2	2	11
Resp_32	5	5	4	5	4	23

Resp_33	5	5	5	5	5	25
Resp_34	5	5	5	5	5	25
Resp_35	4	5	5	5	5	24
Resp_36	5	5	5	5	4	24
Resp_37	4	4	5	5	4	22
Resp_38	2	2	2	2	2	10
Resp_39	2	3	2	2	2	11
Resp_40	4	4	4	4	4	20
Resp_41	5	5	5	5	4	24
Resp_42	5	4	4	4	5	22
Resp_43	4	5	5	5	4	23
Resp_44	5	5	4	5	5	24
Resp_45	5	5	5	5	4	24
Resp_46	5	4	5	4	5	23
Resp_47	3	3	4	4	4	18
Resp_48	5	5	5	5	5	25
Resp_49	5	5	5	5	5	25
Resp_50	5	5	5	5	5	25
Resp_51	5	5	5	5	5	25
Resp_52	4	5	5	5	5	24
Resp_53	4	5	5	5	4	23
Resp_54	4	4	4	4	4	20
Resp_55	4	4	4	4	4	20
Resp_56	4	5	4	4	4	21
Resp_57	4	5	5	4	4	22
Resp_58	2	3	2	3	3	13
Resp_59	5	5	4	4	5	23
Resp_60	5	5	5	5	4	24
Resp_61	4	5	5	4	4	22
Resp_62	4	5	5	5	4	23
Resp_63	5	4	5	5	4	23
Resp_64	4	4	5	5	4	22
Resp_65	4	3	4	5	5	21
Resp_66	4	4	5	4	5	22

Resp_67	5	4	5	4	5	23
Resp_68	5	5	4	4	4	22
Resp_69	4	5	4	5	4	22
Resp_70	5	5	5	4	3	22
Resp_71	4	4	3	4	4	19
Resp_72	4	3	3	4	4	18
Resp_73	4	3	4	4	3	18
Resp_74	4	3	4	3	3	17
Resp_75	3	4	3	4	4	18
Resp_76	4	3	4	3	3	17
Resp_77	5	5	4	5	4	23
Resp_78	4	4	5	5	5	23
Resp_79	5	4	5	4	5	23
Resp_80	5	4	4	4	5	22
Resp_81	4	5	4	5	4	22
Resp_82	5	5	5	5	4	24
Resp_83	5	5	4	4	5	23
Resp_84	5	4	4	5	5	23
Resp_85	4	4	4	4	4	20
Resp_86	4	5	4	5	4	22
Resp_87	4	4	4	4	5	21
Resp_88	4	4	4	5	4	21
Resp_89	5	4	4	5	5	23
Resp_90	4	5	5	5	4	23