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<http://www.sctv.co.id/corporate> diakses pada tanggal 11/05/2015 20:00

<http://www.jadwaltelevisi.com/info/acara-tv-inbox-di-sctv> diakses pada tanggal 03/07/2015 13:16

<http://www.jadwaltelevisi.com/info/acara-tv-dahsyat-di-rcti> diakses pada tanggal 03/07/2015 15:45

[http://www.koran-sindo.com/read/989885/149/rcti-borong-tiga-penghargaan-roy morgan-customer-satisfaction 1429146973](http://www.koran-sindo.com/read/989885/149/rcti-borong-tiga-penghargaan-roy-morgan-customer-satisfaction-1429146973) diakses pada tanggal 03/07/2015 14:02

<http://tesismanajemen.com/fungsi-manajemen-menurut-hendry-fayol/> diakses pada tanggal 26/07/2015 19:17

LAMPIRAN 1

KUESIONER RISET

No. Responden :

Selamat Pagi Saudara/i

Saya Zalika Lutfia Rani Mahasiswi Fakultas Ekonomi Jurusan Manajemen Universitas Darma Persada Jakarta, memohon kesediaan Saudara/i mengisi kuisioner ini untuk keperluan penelitian skripsi yang berjudul **Asosiasi Merek (*Brand Association*) pada Acara Musik Inbox di SCTV dan Dahsyat di RCTI (Studi kasus berdasarkan persepsi Mahasiswa Universitas Darma Persada)**. Kami sangat menghargai kejujuran anda dalam mengisi kuesioner ini. Terimakasih atas partisipasi anda untuk menjadi salah satu peserta survey dan secara suka rela mengisi kuesioner ini.

Pilih Salah satu jawaban dengan memberi tanda (x) pada kolom jawaban yang telah tersedia

SCREENING QUESTION

Apakah Saudara/i sudah menonton minimal 3 (tiga) kali dalam satu bulan penayangan program acara musik Inbox yang ditayangkan di SCTV ?

1. Ya
2. Tidak (Stop disini, terima kasih atas partisipasinya)

PROFIL RESPONDEN

Nama :

1. Apa jenis kelamin anda :

- a) Laki-laki
- b) Perempuan

2. Berapa usia anda saat ini?

- a) 18 – 22 Tahun
- b) > 22 – 26 Tahun
- c) > 26 – 30 Tahun
- d) >30 Tahun

3. Fakultas ?

- a) Sastra
- b) Teknik
- c) Teknologi Kelautan
- d) Ekonomi

4. Berapa pengeluaran Anda per bulan?

- a) < Rp 1.000.000
- b) Rp 1.000.000 – Rp 2.000.000
- c) > Rp 2.000.000 – Rp 3.000.000
- d) > Rp 3.000.000

Beri tanda (x) pada kotak **Ya** atau **Tidak**, mengenai Kesan/Persepsi Saudara/i terhadap program acara musik INBOX

	Ya	Tidak
1. Acara musik terfavorit	☐	☐
2. Memiliki tangga lagu terbaru	☐	☐
3. Pembawa Acara Inbox Andhika Pratama	☐	☐
4. Produk Indonesia	☐	☐
5. Acara SCTV	☐	☐
6. Tagline “Barometer musik indonesia, Mantap!”	☐	☐
7. Tebak lagu dengan Putri Sangkar	☐	☐
8. Penonton Inbox Semua Usia	☐	☐
9. Penonton Inbox Semua Kalangan	☐	☐
10. Bagi-bagi hadiah dengan bintang Mr. Tajir	☐	☐
11. Acara musik penuh selebritis	☐	☐
12. Nonton Inbox gratis	☐	☐

KUESIONER RISET

No. Responden :

Selamat Pagi Saudara/i

Saya Zalika Lutfia Rani Mahasiswi Fakultas Ekonomi Jurusan Manajemen Universitas Darma Persada Jakarta, memohon kesediaan Saudara/i mengisi kuisoner ini untuk keperluan penelitian skripsi yang berjudul **Asosiasi Merek (*Brand Association*) pada Acara Musik Inbox di SCTV dan Dahsyat di RCTI (Studi kasus berdasarkan persepsi Mahasiswa Universitas Darma Persada)**. Kami sangat menghargai kejujuran anda dalam mengisi kuesioner ini. Terimakasih atas partisipasi anda untuk menjadi salah satu peserta survey dan secara suka rela mengisi kuesioner ini.

Pilih Salah satu jawaban dengan memberi tanda (x) pada kolom jawaban yang telah tersedia

SCREENING QUESTION

Apakah Saudara/i sudah menonton minimal 3 (tiga) kali dalam satu bulan penayangan program acara musik Dahsyat yang ditayangkan di RCTI ?

1. Ya
2. Tidak (Stop disini, terima kasih atas partisipasinya)

PROFIL RESPONDEN

Nama :

1. Apa jenis kelamin anda :

- a) Laki-laki
- b) Perempuan

2. Berapa usia anda saat ini?

- a) 18 – 22 Tahun
- b) > 22 – 26 Tahun
- c) > 26 – 30 Tahun
- d) >30 Tahun

3. Fakultas ?

- a) Sastra
- b) Teknik
- c) Teknologi Kelautan
- d) Ekonomi

4. Berapa pengeluaran Anda per bulan?

- a) < Rp 1.000.000
- b) Rp 1.000.000 – Rp 2.000.000
- c) > Rp 2.000.000 – Rp 3.000.000
- d) Rp 3.000.000

Beri tanda (x) pada kotak **Ya** atau **Tidak**, mengenai Kesan/Persepsi Saudara/i terhadap program acara musik Dahsyat

	Ya	Tidak
1. Acara musik terfavorit	☐	☐
2. Memiliki tangga lagu terbaru	☐	☐
3. Pembawa Acara Dahsyat Raffi Ahmad	☐	☐
4. Produk Indonesia	☐	☐
5. Acara RCTI	☐	☐
6. Tagline “Deretan lagu <i>Hits</i> Teratas!”	☐	☐
7. Penghargaan <i>Host of the day</i>	☐	☐
8. Penonton Dahsyat Semua Usia	☐	☐
9. Penonton Dahsyat Semua Kalangan	☐	☐
10. Acara Lomba E-Buset di Dahsyat	☐	☐
11. Acara musik penuh selebritis	☐	☐
12. Nonton Dahsyat dapat honor	☐	☐
13. Dahsyat Award	☐	☐

LAMPIRAN2



UNIVERSITAS DARMA PERSADA

Jl. Raden Inten II (Terusan Casablanca) Pondok Kelapa- Jakarta 13450

Telp. (021) 8649051, 8649053, 8649057 Fax. (021) 8649052

E-mail : humas@unsada.ac.id Home page : http://www.unsada.ac.id

Nomor : 74 /R&ET/FE-UNSAOA/V/2015
 Lamp
 Perihal : Permohonan Riset

Jakarta, 09 Juni 2015

Kepada Yth. KA.Biro
 Akademik Universitas
 Darma Persada
 Jl.Raden Inten II (Terusan casablanca) Pondok Kelapa

Dengan hormat,

Oengan ini kami mohon bantuan Bapak / Ibu kiranya dapat diijinkan dan diberi kesempatan kepada Mahasiswa untuk mengadakan riset mengumpulkan data di Instansi yang Bapak / Ibu pimpin, sebatas keperluan mencari data untuk melengkapi proses penulisan skripsi sebagai salah satu syarat untuk menyelesaikan studi pada Fakultas Ekonomi Jurusan Manajemen Universitas Darma Persada kepada :

Nama Mahasiswa : Zalka Iutfia Rani
 NIM : 201410012
 Program Studi : Manajemen
 Tema Riset : Asosiasi Merek (Brand Association) Pada Acara Musik
 Inbox di SCTV dan Dahsyat di RCTI (Studi Kasus
 berdasarkan persepsi Mahasiswa Universitas Darma
 Persada)
 Telepon : 08998691973

Perlu kami informasikan bahwa sebagai lembaga pendidikan akan menjamin kerahasiaan data yang diberikan sesuai Kode Etik Perguruan Tinggi.

Demikian atas ijin dan bantuan Bapak / Ibu kami ucapkan terima kasih.

Kajur Manajemen
 Fakultas Ekonomi


 Ellena Nurfazria Handayani, SE, MM

LAMPIRAN 3

LEMBAR KONSULTASI BIMBINGAN SKRJPSI MAHASISWA

Nama Mahasiswa : ... 9.\:WP... \!:-Q.Y:PD\.....
 No. Induk Mhs :?P..\ -19.9.1-.....
 Dosen Pembimbing : ..D.:t.: \!:'P -QQ.AS:10.... !:'9..- £qJrio \-\ . St MM
 Mulai Bimbingan :f. D. _q\... 21?..1?.....
 Terakhir Bimbingan : - 11)vli 2015

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Jakarta, - (..... !P..lt.

Mengetah ui Kajur,

Pembimbing,



(.....)

LAMPIRAN 4

PROFIL RESPONDEN

INBOX

NO	NAMA RESPONDEN	JENIS KELAMIN	USIA	FAKULTAS	PENGELUARAN
1	OKTA	2	1	2	1
2	ANTON	1	1	3	1
3	BAYU	1	1	2	1
4	RENDHIKA	1	1	2	1
5	DHIKA	1	2	3	3
6	RIRI	2	1	4	1
7	ANDAN	1	1	3	2
8	HERRY	1	1	3	1
9	RACHMAN IKHSAN	1	1	2	1
10	ZULHENDRI	1	1	3	2
11	RIAN	1	1	1	2
12	MAUDY	2	1	4	1
13	ALDY	1	1	3	2
14	RAHMAT	1	1	3	3
15	EFFI	2	1	4	3
16	CHINTYA	2	2	1	3
17	KIKI	2	1	2	1
18	KHARISMA	1	1	2	2
19	RIZQOH	2	1	4	2
20	NIAS	2	1	1	2
21	WAHYUNI	2	1	2	2
22	ILHAM	1	1	2	1
23	RIDHO	1	1	2	2
24	ADINDA	2	1	4	1
25	DIANTI	2	1	4	4
26	DIMAS	1	2	4	2
27	FITRI	2	1	4	1
28	VIQIH	1	1	1	2
29	DITA	2	1	1	1
30	APTRENA	2	2	2	3

31	SANI	2	1	1	1
32	BAYU P	1	1	2	1
33	AGUNG	1	1	2	1
34	HERU	1	1	2	1
35	GALUH R	1	1	2	2
36	RIO	1	1	2	2
37	CHAIRUL	1	1	2	1
38	DYAH	2	1	2	1
39	PRAMESTI HATTA	1	1	2	2
40	ARI FANDIKA	1	1	2	2
41	INDAH MAYANG	2	1	2	3
42	AZIZAH	2	1	2	2
43	REZA	1	1	2	2
44	DHIMAS YUDHA	1	1	2	1
45	DIMAS PANJI S	1	1	2	1
46	AHMAD SYAHRONI	1	1	2	1
47	RIDWANTO	1	1	2	1
48	ADE SETIAWAN	2	1	1	2
49	WINA	2	1	1	2
50	FANI	2	1	1	1
51	PANJI	1	1	3	1
52	RIZKY IRVANA	1	1	3	1
53	GILANG A R	1	1	1	1
54	YESSI	2	1	4	1
55	ANIN	2	1	4	1
56	MUNTAZ FARA D	2	1	4	1
57	DINI S	2	1	4	1
58	EVI H	2	1	4	1
59	MIRANTI D	2	1	4	1
60	ADHIETTIA	1	1	4	2
61	FAKHRI F	1	1	1	1
62	GALIH	1	1	4	1
63	RENDY SATRIA	1	1	4	1
64	WULAN	2	1	4	1
65	TRI W	2	1	4	1
66	AFEBRIANI	2	1	4	1
67	ANISA R	2	1	4	1
68	DIAH FAJARINI	2	1	4	1
69	SARAH WIDAD	2	1	4	1
70	SISKA	2	1	2	1
71	TINI	2	1	4	1

72	CHANDRA	1	1	2	1
73	VITA	2	1	1	1
74	VERYSKA A	2	1	4	2
75	BOWO	1	1	2	4
76	SYAIFUL	1	2	2	3
77	HUSNUR	1	1	2	1
78	TATI	2	1	2	1
79	YOGI	1	2	2	4
80	FEBRI	1	1	2	1
81	UMI F	2	1	2	1
82	RIZAL	1	1	2	1
83	ARIF	1	1	2	4
84	RIZKY	1	1	2	1
85	PUTRA PRATAMA	1	1	2	1
86	AGUS S	1	1	3	2
87	FRISCHA	2	1	3	2
88	M. ERAI	1	1	3	1
89	CHRIS W	1	1	3	1
90	FARAFLY	1	1	2	3
91	ARI	1	1	1	1
92	ANITA	2	1	1	2
93	DARA	2	1	1	2
94	DENIS	1	1	3	2
95	MIKO BELLA	2	1	1	1
96	DEWI	2	1	1	2
97	DESY W	2	1	4	1
98	SYIFA AJENG	2	1	4	1
99	ANI T S	2	1	4	1
100	TRI O	2	1	4	1
	TOTAL	148	106	255	155
	RATA-RATA	1,48	1,06	2,55	1,55

DAHSYAT

NO	NAMA RESPONDEN	JENIS KELAMIN	USIA	FAKULTAS	PENGELUARAN
1	winda dwi a	2	1	4	1
2	riana syintia	2	1	4	1
3	ambar	2	1	4	1
4	riana syintia	2	1	4	1
5	bella arissandy	2	1	4	1
6	dini	2	2	1	2
7	Annisa	2	1	4	1
8	desy wulandari	2	1	4	1
9	humariorh	2	1	4	1
10	ivanka robbi	1	1	4	2
11	rendy saputra	1	1	1	1
12	jordi	1	1	4	2
13	devi	2	1	4	1
14	ibrahim	1	2	4	1
15	risky budianto	1	1	4	1
16	mohammad hamdani	1	1	4	1
17	yulianingsih	2	1	4	1
18	shela wardaningsih	2	1	4	1
19	sharfina	2	1	4	1
20	amaliah	2	1	4	1
21	muhammad sauqi	1	1	4	1
22	muchlis f	1	1	4	1
23	denny	1	1	4	1
24	denny kurniawan	1	1	4	1
25	kurniawan	1	1	4	1
26	sri mulyani s	2	1	2	1
27	octavia indriani	2	1	2	1
28	alfa juliana	2	1	2	1
29	mitasari	2	1	2	1
30	daniel ramadhan	1	1	2	1
31	nur aini	2	1	2	1
32	tri juniyanti	2	1	2	2
33	nurina azizah	2	1	2	3
34	ridwanto	1	1	2	1
35	dhimas yudha p	1	1	2	1
36	dimas panji s	1	1	2	1
37	ari fandika	1	1	2	2
38	indah ms	2	1	2	3

39	rizki azizah	2	1	2	1
40	amalia mawaddah	2	1	2	1
41	ratih dwi	2	1	2	1
42	windy t	2	1	2	1
43	r a luna shafa z	2	1	2	1
44	kiki minawati	2	1	2	1
45	iqbal	1	1	4	1
46	dhika	1	1	4	2
47	tidar agung s	1	1	4	1
48	muhammad sadam	1	1	4	1
49	rifa	2	1	4	2
50	ringo	1	2	4	1
51	muharrom y	1	1	4	1
52	edo	1	2	4	4
53	imam agus	1	1	4	2
54	akbar	1	1	4	1
55	m faqih	1	1	4	2
56	wicaksono	1	1	2	1
57	saiman indrawan iqbal	1	1	2	1
58	muhammad insan	1	1	2	4
59	abdulah haris	1	1	2	2
60	muhammad mambaul a	1	1	2	3
61	aliev	1	1	2	1
62	acit	1	1	2	2
63	yudhistira	1	1	2	3
64	hermawan a	1	1	2	2
65	m. Nur rizky	1	1	2	1
66	arga	1	1	2	1
67	achmad budi	1	1	2	1
68	grinaldi	1	1	2	1
69	rafly	1	1	1	2
70	milda	1	1	4	2
71	perdana adi	1	1	4	1
72	ratna f y	2	1	4	3
73	dinda m	2	1	4	1
74	ayu	2	1	4	4
75	maria	2	1	4	3
76	diah e	2	1	4	2
77	rivan	1	2	2	3

78	faisal m	1	1	2	1
79	putri j	2	1	2	1
80	dwi cahyo	1	1	2	1
81	brian	1	1	1	2
82	lazuardi tri	1	1	1	2
83	adit	1	1	4	4
84	frans	1	1	4	1
85	rahiem	1	1	2	1
86	yolanda	2	2	4	2
87	faisal	1	1	3	3
88	ayu	2	1	1	1
89	lutfi	2	1	1	1
90	syifa f	2	1	4	1
91	miko bella	2	1	1	2
92	kinkin p	2	1	1	2
93	niko p	1	1	3	2
94	febri christianto	1	1	3	1
95	randy	1	1	3	2
96	wahyu	1	1	1	2
97	maya	2	1	1	1
98	aryza mei	2	2	1	2
99	amir	1	1	2	2
100	indah fitriyani	2	1	1	2
	TOTAL	144	107	281	154
	RATA-RATA	1,44	1,07	2,81	1,54

LAMPIRAN 5

TABULASI DATA EXCEL INBOX

Resp	Var1	Var2	Var3	Var4	Var5	Var6	Var7	Var8	Var9	Var10	Var11	Var12	Ri	Ri ²
1	1	1	1	1	0	1	1	0	1	1	1	1	10	100
2	0	1	1	0	0	1	1	0	1	0	1	1	7	49
3	1	1	1	1	1	1	1	1	1	1	1	1	12	144
4	1	1	1	1	1	1	1	1	1	1	1	1	12	144
5	1	1	1	1	0	1	1	0	1	1	1	1	10	100
6	1	1	1	1	1	1	1	1	1	1	1	1	12	144
7	1	1	1	1	0	1	1	0	1	1	1	1	10	100
8	0	1	1	0	0	1	1	0	1	0	1	1	7	49
9	1	0	0	1	0	1	0	0	1	1	1	1	7	49
10	1	1	1	1	1	1	1	1	1	1	1	1	12	144
11	1	1	1	1	1	1	1	1	1	1	1	1	12	144
12	1	1	1	1	0	1	1	0	1	1	1	1	10	100
13	1	1	1	1	0	1	1	0	1	1	1	1	10	100
14	1	0	0	1	0	1	0	0	1	1	1	1	7	49
15	1	1	1	1	1	1	1	1	1	1	1	1	12	144
16	1	1	1	1	1	1	1	1	1	1	1	1	12	144
17	1	1	1	1	1	1	1	1	1	1	1	1	12	144
18	1	1	1	1	0	1	1	0	1	1	1	1	10	100
19	1	1	1	1	1	1	1	1	1	1	1	1	12	144
20	1	1	1	1	1	1	1	1	1	1	1	1	12	144
21	1	1	1	1	1	1	1	1	1	1	1	1	12	144
22	1	1	1	1	1	1	1	1	1	1	1	1	12	144
23	1	1	1	1	0	1	1	0	1	1	1	1	10	100
24	1	1	1	1	0	1	1	0	1	1	1	1	10	100
25	1	1	1	1	0	1	1	0	1	1	1	1	10	100
26	1	0	0	1	0	1	0	0	1	1	1	1	7	49
27	1	1	1	1	0	1	1	0	1	1	1	1	10	100
28	1	1	1	1	1	1	1	1	1	1	1	0	11	121
29	1	1	1	1	1	1	1	1	1	1	1	1	12	144
30	0	1	1	0	1	1	1	1	1	0	1	1	9	81
31	0	0	0	0	1	1	0	1	1	0	1	1	6	36
32	0	1	1	0	0	0	1	0	0	0	0	1	4	16
33	0	1	1	0	0	1	1	0	1	0	1	0	6	36
34	1	1	1	1	1	1	1	1	1	1	1	1	12	144
35	0	0	0	0	0	0	0	0	0	0	0	1	1	1
36	1	0	0	1	1	0	0	1	0	1	0	1	6	36
37	1	1	1	1	1	0	1	1	0	1	0	1	9	81

38	1	1	1	1	0	1	1	0	1	1	1	1	10	100
39	1	1	1	1	1	1	1	1	1	1	1	1	12	144
40	1	1	1	1	1	1	1	1	1	1	1	1	12	144
41	1	1	1	1	0	1	1	0	1	1	1	1	10	100
42	1	1	1	1	0	1	1	0	1	1	1	1	10	100
43	1	1	1	1	1	1	1	1	1	1	1	1	12	144
44	0	1	1	0	0	0	1	0	0	0	0	1	4	16
45	0	1	1	0	0	0	1	0	0	0	0	1	4	16
46	0	1	1	0	1	1	1	1	1	0	1	1	9	81
47	0	1	1	0	0	1	1	0	1	0	1	0	6	36
48	1	1	1	1	0	1	1	0	1	1	1	1	10	100
49	1	1	1	1	0	1	1	0	1	1	1	1	10	100
50	1	1	1	1	1	1	1	1	1	1	1	1	12	144
51	1	1	1	1	0	0	1	0	0	1	0	1	7	49
52	1	1	1	1	1	0	1	1	0	1	0	1	9	81
53	0	1	1	0	1	1	1	1	1	0	1	1	9	81
54	1	1	1	1	1	0	1	1	0	1	0	1	9	81
55	1	1	1	1	1	0	1	1	0	1	0	1	9	81
56	1	1	1	1	0	1	1	0	1	1	1	1	10	100
57	1	1	1	1	1	1	1	1	1	1	1	1	12	144
58	1	1	1	1	1	1	1	1	1	1	1	1	12	144
59	1	1	1	1	1	1	1	1	1	1	1	1	12	144
60	0	1	1	0	0	0	1	0	0	0	0	0	3	9
61	1	1	1	1	1	1	1	1	1	1	1	1	12	144
62	1	1	1	1	1	1	1	1	1	1	1	1	12	144
63	0	1	1	0	0	1	1	0	1	0	1	1	7	49
64	1	1	1	1	1	1	1	1	1	1	1	1	12	144
65	0	1	1	0	1	1	1	1	1	0	1	1	9	81
66	1	1	1	1	0	1	1	0	1	1	1	1	10	100
67	1	0	0	1	1	1	0	1	1	1	1	1	9	81
68	1	1	1	1	0	1	1	0	1	1	1	1	10	100
69	0	1	1	0	1	1	1	1	1	0	1	1	9	81
70	0	1	1	0	1	1	1	1	1	0	1	1	9	81
71	1	1	1	1	1	1	1	1	1	1	1	1	12	144
72	1	1	1	1	1	1	1	1	1	1	1	1	12	144
73	1	1	1	1	1	1	1	1	1	1	1	1	12	144
74	1	0	0	1	0	1	0	0	1	1	1	1	7	49
75	1	1	1	1	1	1	1	1	1	1	1	1	12	144
76	0	0	0	0	0	1	0	0	1	0	1	0	3	9
77	1	1	1	1	0	1	1	0	1	1	1	1	10	100
78	1	1	1	1	0	1	1	0	1	1	1	1	10	100

79	0	1	1	0	1	1	1	1	1	0	1	1	9	81
80	1	1	1	1	0	1	1	0	1	1	1	1	10	100
81	1	0	0	1	0	1	0	0	1	1	1	1	7	49
82	0	0	0	0	0	0	0	0	0	0	0	1	1	1
83	0	1	1	0	0	0	1	0	0	0	0	0	3	9
84	0	1	1	0	1	1	1	1	1	0	1	1	9	81
85	1	1	1	1	1	1	1	1	1	1	1	1	12	144
86	1	1	1	1	0	0	1	0	0	1	0	0	6	36
87	1	1	1	1	0	1	1	0	1	1	1	1	10	100
88	1	1	1	1	1	1	1	1	1	1	1	1	12	144
89	1	1	1	1	0	1	1	0	1	1	1	1	10	100
90	1	1	1	1	1	1	1	1	1	1	1	1	12	144
91	1	1	1	1	1	1	1	1	1	1	1	1	12	144
92	1	1	1	1	0	1	1	0	1	1	1	1	10	100
93	1	0	0	1	1	1	0	1	1	1	1	1	9	81
94	1	1	1	1	1	1	1	1	1	1	1	1	12	144
95	1	1	1	1	1	1	1	1	1	1	1	1	12	144
96	0	0	0	0	1	1	0	1	1	0	1	1	6	36
97	1	1	1	1	1	1	1	1	1	1	1	1	12	144
98	1	1	1	1	1	1	1	1	1	1	1	1	12	144
99	1	1	1	1	0	1	1	0	1	1	1	1	10	100
100	1	1	1	1	1	1	1	1	1	1	1	1	12	144
Ci	77	87	87	77	55	86	87	55	86	77	86	93	953	9817
Ci^2	5929	7569	7569	5929	3025	7396	7569	3025	7396	5929	7396	8649	77381	

LAMPIRAN 6

TABULASI DATA EXCEL DAHSYAT

[illegible]

37	0	1	1	1	0	0	1	1	1	0	0	0	1	7	49
38	1	0	1	0	0	1	1	1	0	0	0	0	1	6	36
39	0	0	1	1	1	0	0	1	1	0	1	1	1	8	64
40	0	1	1	1	1	1	1	1	1	0	1	1	1	11	121
41	0	1	1	1	1	0	1	1	1	1	1	1	1	11	121
42	0	0	1	1	1	0	1	1	1	0	1	1	0	8	64
43	0	0	1	1	1	0	0	1	1	0	1	1	1	8	64
44	1	1	0	1	1	1	1	0	1	1	0	1	1	10	100
45	0	0	0	0	1	0	0	0	0	0	0	1	0	2	4
46	1	1	1	1	0	0	0	1	1	1	1	0	1	9	81
47	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
48	0	0	1	0	1	1	1	1	0	0	1	1	1	8	64
49	1	1	1	1	0	1	1	1	1	1	1	0	1	11	121
50	1	1	1	1	0	1	1	1	1	1	1	0	1	11	121
51	1	1	1	1	0	1	1	1	1	0	1	0	0	9	81
52	1	1	1	1	1	1	0	1	1	0	1	1	1	11	121
53	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
54	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
55	0	0	1	1	0	1	0	1	1	0	0	0	1	6	36
56	1	0	0	1	0	0	1	0	1	0	1	0	1	6	36
57	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
58	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
59	1	1	1	1	0	1	1	1	1	1	1	0	1	11	121
60	0	1	0	0	1	0	0	0	0	0	1	1	1	5	25
61	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
62	1	1	1	1	1	1	1	1	1	0	1	1	1	12	144
63	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
64	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
65	1	1	1	1	1	1	0	1	1	0	1	1	1	11	121
66	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
67	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
68	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
69	1	1	1	1	1	0	0	1	1	0	1	1	1	10	100
70	1	1	1	1	1	1	1	1	1	0	0	1	1	11	121
71	1	0	1	1	1	0	1	1	1	0	1	1	1	10	100
72	0	0	0	1	1	0	0	0	1	0	1	1	1	6	36
73	1	0	1	1	1	0	1	1	1	1	1	1	1	11	121
74	0	1	1	1	0	1	1	1	1	1	1	0	1	10	100
75	1	1	1	1	1	1	0	1	1	0	1	1	1	11	121
76	1	1	1	1	1	1	1	1	1	0	1	1	1	12	144
77	1	1	0	1	1	1	0	0	1	0	1	1	1	9	81

78	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
79	0	1	1	1	1	1	1	1	1	0	1	1	1	11	121
80	0	1	1	0	1	1	1	1	0	0	1	1	1	9	81
81	0	1	1	1	1	1	1	1	1	0	1	1	1	11	121
82	0	0	1	1	0	1	0	1	1	0	1	0	1	7	49
83	0	1	1	1	1	0	1	1	1	0	0	1	1	9	81
84	0	1	0	1	1	0	1	0	1	0	0	1	1	7	49
85	0	1	0	0	0	0	0	0	0	0	0	0	1	2	4
86	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
87	0	0	1	1	0	0	0	1	1	1	1	0	1	7	49
88	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
89	1	1	0	1	1	1	1	0	1	1	1	1	1	11	121
90	1	1	1	1	1	1	1	1	1	0	0	1	0	10	100
91	1	0	1	1	1	1	1	1	1	1	1	1	0	11	121
92	1	1	1	1	0	1	0	1	1	1	1	0	1	10	100
93	0	1	1	1	1	0	1	1	1	1	0	1	1	10	100
94	1	0	0	1	1	1	0	0	1	1	1	1	1	9	81
95	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
96	0	0	1	1	1	1	1	1	1	0	0	1	1	9	81
97	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
98	0	0	1	1	1	1	0	1	1	1	1	1	1	10	100
99	1	1	1	1	1	1	1	1	1	1	1	1	1	13	169
100	1	1	1	1	1	1	0	1	1	0	1	1	1	11	121
Ci	60	70	83	86	75	70	67	79	86	47	76	75	88	962	10142
Ci^2	3600	4900	6889	7396	5625	4900	4489	6241	7396	2209	5776	5625	7744	72790	

LAMPIRAN 7

UJI VALIDITAS DAN REALIBILITAS INBOX

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,825	,830	12

Inter-Item Correlation Matrix

	VAR0000	VAR0000	VAR0000	VAR0000	VAR0000	VAR0000	VAR0000	VAR00	VAR00	VAR000	VAR000	VAR000
	1	2	3	4	5	6	7	008	009	10	11	12
VAR00001	1,000	,142	,142	1,000	,127	,259	,142	,127	,259	1,000	,259	,316
VAR00002	,142	1,000	1,000	,142	,129	,101	1,000	,129	,101	,142	,101	,010
VAR00003	,142	1,000	1,000	,142	,129	,101	1,000	,129	,101	,142	,101	,010
VAR00004	1,000	,142	,142	1,000	,127	,259	,142	,127	,259	1,000	,259	,316
VAR00005	,127	,129	,129	,127	1,000	,156	,129	1,000	,156	,127	,156	,225
VAR00006	,259	,101	,101	,259	,156	1,000	,101	,156	1,000	,259	1,000	,228
VAR00007	,142	1,000	1,000	,142	,129	,101	1,000	,129	,101	,142	,101	,010
VAR00008	,127	,129	,129	,127	1,000	,156	,129	1,000	,156	,127	,156	,225
VAR00009	,259	,101	,101	,259	,156	1,000	,101	,156	1,000	,259	1,000	,228
VAR00010	1,000	,142	,142	1,000	,127	,259	,142	,127	,259	1,000	,259	,316
VAR00011	,259	,101	,101	,259	,156	1,000	,101	,156	1,000	,259	1,000	,228
VAR00012	,316	,010	,010	,316	,225	,228	,010	,225	,228	,316	,228	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	8,7600	6,002	,599	.	,801
VAR00002	8,6600	6,570	,426	.	,816
VAR00003	8,6600	6,570	,426	.	,816
VAR00004	8,7600	6,002	,599	.	,801
VAR00005	8,9800	6,161	,408	.	,821
VAR00006	8,6700	6,365	,532	.	,808
VAR00007	8,6600	6,570	,426	.	,816
VAR00008	8,9800	6,161	,408	.	,821
VAR00009	8,6700	6,365	,532	.	,808
VAR00010	8,7600	6,002	,599	.	,801
VAR00011	8,6700	6,365	,532	.	,808
VAR00012	8,6000	6,909	,333	.	,822

LAMPIRAN 8

UJI VALIDITAS RELIABILITAS DAHSYAT

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,798	,801	13

Inter-Item Correlation Matrix

	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013
VAR00001	1,000	,267	,228	,318	,094	,401	,295	,231	,318	,401	,210	,094	,138
VAR00002	,267	1,000	,110	,176	,227	,333	,283	,145	,176	,223	,143	,227	,295
VAR00003	,228	,110	1,000	,508	,046	,285	,362	,878	,508	,266	,182	,046	,079
VAR00004	,318	,176	,508	1,000	,100	,113	,207	,429	1,000	,322	,178	,100	,117
VAR00005	,094	,227	,046	,100	1,000	,076	,184	-,014	,100	,035	,270	1,000	,142
VAR00006	,401	,333	,285	,113	,076	1,000	,376	,252	,113	,354	,296	,076	,161
VAR00007	,295	,283	,362	,207	,184	,376	1,000	,317	,207	,320	,104	,184	-,063
VAR00008	,231	,145	,878	,429	-,014	,252	,317	1,000	,429	,289	,113	-,014	,112
VAR00009	,318	,176	,508	1,000	,100	,113	,207	,429	1,000	,322	,178	,100	,117
VAR00010	,401	,223	,266	,322	,035	,354	,320	,289	,322	1,000	,388	,035	,224
VAR00011	,210	,143	,182	,178	,270	,296	,104	,113	,178	,388	1,000	,270	,225
VAR00012	,094	,227	,046	,100	1,000	,076	,184	-,014	,100	,035	,270	1,000	,142
VAR00013	,138	,295	,079	,117	,142	,161	-,063	,112	,117	,224	,225	,142	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	9,0200	7,474	,464	.	,781
VAR00002	8,9200	7,731	,399	.	,787
VAR00003	8,7900	7,723	,524	.	,777
VAR00004	8,7600	7,821	,524	.	,778
VAR00005	8,8700	7,932	,344	.	,792
VAR00006	8,9200	7,610	,450	.	,782
VAR00007	8,9500	7,604	,437	.	,784
VAR00008	8,8300	7,738	,465	.	,781
VAR00009	8,7600	7,821	,524	.	,778
VAR00010	9,1500	7,381	,489	.	,779
VAR00011	8,8600	7,839	,392	.	,787
VAR00012	8,8700	7,932	,344	.	,792
VAR00013	8,7400	8,376	,255	.	,797

LAMPIRAN 9

UJI ASOSIASI MUSIK INBOX

Warning # 849 in column 23. Text: in_ID

The LOCALE subcommand of the SET command has an invalid parameter. It could not be mapped to a valid backend locale.

NPAR TESTS

/COCHRAN=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006
VAR00007 VAR00008 VAR00009 VAR00010 VAR00011 VAR00012

/MISSING LISTWISE

/METHOD=EXACT TIMER(5).

NPar Tests

Notes

Output Created		20-JUN-2015 13:43:40
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for all tests are based on cases with no missing data for any variables used.

Syntax	NPAR TESTS	
	/COCHRAN=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007 VAR00008 VAR00009 VAR00010 VAR00011 VAR00012 /MISSING LISTWISE /METHOD=EXACT TIMER(5).	
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,14
	Number of Cases Allowed ^a	52428
	Time for Exact Statistics	0:00:00,00

a. Based on availability of workspace memory.

[DataSet0]

Warnings

Insufficient memory to compute exact statistics.

Cochran Test

Frequencies

	Value	
	0	1
VAR00001	23	77
VAR00002	13	87
VAR00003	13	87
VAR00004	23	77
VAR00005	45	55
VAR00006	14	86
VAR00007	13	87
VAR00008	45	55
VAR00009	14	86
VAR00010	23	77
VAR00011	14	86
VAR00012	7	93

Test Statistics^b

N	100
Cochran's Q	138,353 ^a
df	11
Asymp. Sig.	,000

a. 1 is treated as a success.

b. Some or all exact significances cannot be computed because there is insufficient memory.

NPAR TESTS

/COCHRAN=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006
VAR00007 VAR00009 VAR00010 VAR00011 VAR00012

/MISSING LISTWISE

/METHOD=EXACT TIMER(5).

NPar Tests

Notes

Output Created	20-JUN-2015 13:46:03	
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	N of Rows in Working Data File	100
	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for all tests are based on cases with no missing data for any variables used.
Syntax	NPAR TESTS	
	/COCHRAN=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007 VAR00009 VAR00010 VAR00011 VAR00012	
	/MISSING LISTWISE	
	/METHOD=EXACT TIMER(5).	
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Number of Cases Allowed ^a	56173
	Time for Exact Statistics	0:00:00,01

a. Based on availability of workspace memory.

[DataSet0]

Warnings

Insufficient memory to compute exact statistics.

Cochran Test

Frequencies

	Value	
	0	1
VAR00001	23	77
VAR00002	13	87
VAR00003	13	87
VAR00004	23	77
VAR00005	45	55
VAR00006	14	86
VAR00007	13	87
VAR00009	14	86
VAR00010	23	77
VAR00011	14	86
VAR00012	7	93

a. 1 is treated as a success.

b. Some or all exact significances cannot be computed because there is insufficient memory.

Test Statistics^b

N	100
Cochran's Q	95,615 ^a
df	10
Asymp. Sig.	,000

NPAR TESTS

```
/COCHRAN=VAR00001 VAR00002 VAR00003 VAR00004 VAR00006 VAR00007  
VAR00009 VAR00010 VAR00011 VAR00012
```

```
/MISSING LISTWISE
```

```
/METHOD=EXACT TIMER(5)
```

NPar Tests

Notes

Output Created	20-JUN-2015 13:48:27	
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for all tests are based on cases with no missing data for any variables used.
Syntax	NPAR TESTS	
	/COCHRAN=VAR00001 VAR00002 VAR00003 VAR00004 VAR00006 VAR00007 VAR00009 VAR00010 VAR00011 VAR00012	
	/MISSING LISTWISE	
	/METHOD=EXACT TIMER(5).	
	Processor Time	00:05:00,49
Resources	Elapsed Time	00:05:01,80
	Number of Cases Allowed ^a	60494
	Time for Exact Statistics	0:05:01,80

a. Based on availability of workspace memory.

[DataSet0]

Cochran Test**Frequencies**

	Value	
	0	1
VAR00001	23	77
VAR00002	13	87
VAR00003	13	87
VAR00004	23	77
VAR00006	14	86
VAR00007	13	87
VAR00009	14	86
VAR00010	23	77
VAR00011	14	86
VAR00012	7	93

Test Statistics^b

N	100
Cochran's Q	30,354 ^a
df	9
Asymp. Sig.	,000

a. 1 is treated as a success.

b. Some or all exact significances cannot be computed because the time limit has been exceeded.

NPAR TESTS

/COCHRAN=VAR00002 VAR00003 VAR00004 VAR00006 VAR00007 VAR00009
VAR00010 VAR00011 VAR00012

/MISSING LISTWISE

/METHOD=EXACT TIMER(5).

NPar Tests

Notes		
Output Created		20-JUN-2015 14:00:53
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	N of Rows in Working Data File	100
	Definition of Missing	User-defined missing values are treated as missing. Statistics for all tests are based on cases with no missing data for any variables used.
	Cases Used	NPAR TESTS /COCHRAN=VAR00002 VAR00003 VAR00004 VAR00006 VAR00007 VAR00009 VAR00010 VAR00011 VAR00012 /MISSING LISTWISE /METHOD=EXACT TIMER(5).
Resources	Processor Time	00:05:02,30
	Elapsed Time	00:05:03,59
	Number of Cases Allowed ^a	65536
	Time for Exact Statistics	0:05:03,58

a. Based on availability of workspace memory.

[DataSet0]

Cochran Test

Frequencies

	Value	
	0	1
VAR00002	13	87
VAR00003	13	87
VAR00004	23	77
VAR00006	14	86
VAR00007	13	87
VAR00009	14	86
VAR00010	23	77
VAR00011	14	86
VAR00012	7	93

Test Statistics^b

N	100
Cochran's Q	23,949 ^a
df	8
Asymp. Sig.	,002

a. 1 is treated as a success.

b. Some or all exact significances cannot be computed because the time limit has been exceeded.

NPAR TESTS
 /COCHRAN=VAR00002 VAR00003 VAR00006 VAR00007 VAR00009 VAR00010
 VAR00011 VAR00012
 /MISSING LISTWISE
 /METHOD=EXACT TIMER(5).

NPar Tests

Notes		
Output Created		20-JUN-2015 14:09:26
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing. Statistics for all tests are based on cases with no missing data for any variables used.
	Cases Used	NPAR TESTS /COCHRAN=VAR00002 VAR00003 VAR00006 VAR00007 VAR00009 VAR00010 VAR00011 VAR00012 /MISSING LISTWISE /METHOD=EXACT TIMER(5).
Syntax		
Resources	Processor Time	00:04:58,87
	Elapsed Time	00:05:00,39
	Number of Cases Allowed ^a	71493
	Time for Exact Statistics	0:05:00,39

a. Based on availability of workspace memory.

[DataSet0]

Cochran Test

Frequencies

	Value	
	0	1
VAR00002	13	87
VAR00003	13	87
VAR00006	14	86
VAR00007	13	87
VAR00009	14	86
VAR00010	23	77
VAR00011	14	86
VAR00012	7	93

Test Statistics^b

N	100
Cochran's Q	16,354 ^a
df	7
Asymp. Sig.	,022

a. 1 is treated as a success.

b. Some or all exact significances cannot be computed because the time limit has been exceeded.

