

## DAFTAR PUSTAKA

- Aaker, J. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347–356.
- Abo-Khalil, A. G., Abdelkareem, M. A., Sayed, E. T., & Sayed, E. T. (2022). Electric vehicle impact on energy industry, policy, technical barriers, and power systems. *International Journal of Thermofluids*, 13. <https://doi.org/https://doi.org/10.1016/j.ijft.2022.100134>
- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192–201. <https://doi.org/10.1016/j.jdmm.2015.12.005>
- Almana, A. M., & Mirza, A. A. (2013). The impact of electronic word of mouth on consumers' purchasing decisions. *International Journal of Computer Applications*, 82(9), 23–31. <https://doi.org/10.5120/14145-2286>
- Arenas-Gaitan, J., Javier Rondan-Cataluna, F., & Esteban Ramirez-Correa, P. (2013). Social identity, electronic word-of-mouth and referrals in social network services. *Kybernetes*, 42(8), 1149–1165. <https://doi.org/10.1108/k-04-2013-0081>
- Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived Quality and Emotional Value That Influence Consumer's Purchase Intention Towards American And Local Product. *Procedia Economic and Finance*. [https://doi.org/10.1016/S2212-5671\(16\)00078-2](https://doi.org/10.1016/S2212-5671(16)00078-2)
- Auger, P., Devinney, T. M., Louviere, J. J., & Burke, P. F. (2008). Do social product features have value to consumers? *International Journal of Research in Marketing*, 25(3), 183–191. <https://doi.org/10.1016/j.ijresmar.2008.03.005>
- Bardi, A., & Schwartz, S. H. (2003). Values and Behavior: Strength and Structure of Relations. *Personality and Social Psychology Bulletin*, 29(10), 1207–1220. <https://doi.org/10.1177/0146167203254602>
- Bénabou, R., & Tirole, J. (2011). Identity, Morals, and Taboos: Beliefs as Assets. *Quarterly Journal of Economics*, 126(2), 805–855. <https://doi.org/10.1093/qje/qjr002>
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606.
- Bickart, B., & Schindler, R. M. (2001). Internet forums as influential sources of consumer information. *Journal of Interactive Marketing*, 5(3), 31–52. <https://doi.org/10.1002/dir.1014>
- Bourne, D. M. (2021). *Why is social value important for businesses to understand?* LinkedIn.Com.
- Brunk, K. H. (2010). Exploring origins of ethical company/brand perceptions—A consumer perspective of corporate ethics. *Journal of Business Research*, 63(3), 255–262. <https://doi.org/10.1016/j.jbusres.2009.03.011>
- Buhmann, K. M., & Criado, J. R. (2023). Consumers' preferences for electric vehicles: The role of status and reputation. *Transportation Research Part D: Transport and Environment*, 114. <https://doi.org/https://doi.org/10.1016/j.trd.2022.103530>

- Candan, B., & Yıldırım, S. (2013). Investigating the relationship between consumption values and personal values of green product buyers. *International Journal of Economics and Management Sciences*, 2(12), 29–40.
- Cao, J., Chen, X., Qiu, R., & Hou, S. (2021). Electric vehicle industry sustainable development with a stakeholder engagement system. *Technology in Society*, 67. <https://doi.org/https://doi.org/10.1016/j.techsoc.2021.101771>
- Carl, W. J. (2008). The role of disclosure in organized word-of-mouth marketing programs. *Journal of Marketing Communications*, 14(3), 225–241. <https://doi.org/10.1080/13527260701833839>
- Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of Business Ethics*, 97, 139–158. <https://doi.org/10.1007/s10551-010-0501-6>
- Casielles, R. V., Álvarez, L. S., & Martín, A. M. D. (2005). Trust as a key factor in successful relationships between consumers and retail service providers. *The Service Industries Journal*, 25(1), 83–101. <https://doi.org/10.1080/0264206042000302423>
- Chaug-Ing Hsu, Hui-Chieh Li, & Lu, S.-M. (2013). A dynamic marketing model for hybrid electric vehicles: A case study of Taiwan. *Transportation Research Part D: Transport and Environment*, 20, 21–29. <https://doi.org/https://doi.org/10.1016/j.trd.2013.01.001>
- Chen, C.-H., Nguyen, B., Klaus, P. “Phil,” & Wu, M.-S. (2015). Exploring electronic word-of-mouth (eWOM) in the consumer purchase decision-making process: the case of online holidays—evidence from United Kingdom (UK) consumers. *Journal of Travel & Tourism Marketing*, 32(8), 953–970. <https://doi.org/10.1080/10548408.2014.956165>
- Chen, Y., Wang, Q., & Xie, J. (2011). Online social interactions: A natural experiment on word of mouth versus observational learning. *Journal of Marketing Research*, 48(2), 238–254. <https://doi.org/10.1509/jmkr.48.2.238>
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/10662240810883290>
- Chu, S.-C., Kamal, S., & Kim, Y. (2019). Re-examining of consumers' responses toward social media advertising and purchase intention toward luxury products from 2013 to 2018: A retrospective commentary. *Journal of Global Fashion Marketing*, 10(1), 81–92. <https://doi.org/10.1080/20932685.2018.1550008>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*. McGraw-Hill Education.
- Cronin Jr, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)
- Databoks. (2023). *Volume Penjualan Wholesale Bulanan Mobil Listrik BEV di*

- Indonesia (Januari 2022-April 2023)*. Databoks Katadata.
- De Medeiros, J. F., Ribeiro, J. L. D., & Cortimiglia, M. N. (2016). Influence of perceived value on purchasing decisions of green products in Brazil. *Journal of Cleaner Production*, 110(January), 158–169. <https://doi.org/10.1016/j.jclepro.2015.07.100>
- De Pelsmacker, P., Geuens, M., & Bergh, J. Van den. (2016). *Marketing Communications: A European Perspective*. Pearson Education Limited.
- Deci, E. L., & Ryan, R. M. (2008). Self-determination theory: A macrotheory of human motivation, development, and health. *Canadian Psychology/Psychologie Canadienne*, 49(3), 182–185. <https://doi.org/10.1037/a0012801>
- DepHub. (2022). *Pemerintah Terus Dorong Penggunaan Mobil Listrik*. Kementerian Perhubungan Republik Indonesia. Sebagai negara dengan populasi besar dan pertumbuhan ekonomi yang pesat, Indonesia menghadapi masalah serius terkait polusi udara dan keberlanjutan energi. Mobil listrik dianggap sebagai solusi potensial untuk mengatasi masalah ini sambil merangsang pertumbuhan
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307–319. <https://doi.org/10.1177/002224379102800305>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- ESDM. (2022). *Kendaraan Listrik, Aksi Nyata Wujudkan Energi Lebih Bersih dan Ramah Lingkungan*. <https://ebtke.esdm.go.id/post/2022/11/20/3347/kendaraan.listrik.aksi.nyata.wujudkan.energi.lebih.bersih.dan.ramah.lingkungan>
- Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*, 15(2), 161–183. <https://doi.org/10.1108/jamr-05-2017-0062>
- Febransyah, A. (2021). Predicting purchase intention towards battery electric vehicles: A case of Indonesian market. *World Electric Vehicle Journal*, 12(4), 240. <https://doi.org/10.3390/wevj12040240>
- Gagné, M., & Deci, E. L. (2005). Self-determination theory and work motivation. *Journal of Organizational Behavior*, 26(4), 331–362. <https://doi.org/10.1002/job.322>
- Gaikindo. (2023). *Konsumen Indonesia Gunakan Mobil Listrik sebagai Mobil Kedua, bukan Utama*. Gaikindo.or.Id.
- Ghasri, M., Ardeshiri, A., & Rashidi, T. (2019). Perception towards electric vehicles and the impact on consumers' preference. *Transportation Research Part D: Transport and Environment*, 77, 271–291.
- Ghosh, A., Varshney, S., & Venugopal, P. (2014). Social media WOM: Definition, consequences and inter-relationships. *Management and Labour Studies*, 39(3), 293–308. <https://doi.org/10.1177/0258042x15577899>

- Ghozali, I. (2016). *Aplikasi Multivariete dengan Program IBM SPSS 23*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program SPSS 25* (9th ed.). Badan Penerbit UNDIP.
- Grönroos, C. (2011). A service perspective on business relationships: The value creation, interaction and marketing interface. *Industrial Marketing Management*, 40(2), 240–247. <https://doi.org/10.1016/j.indmarman.2010.06.036>
- Gutman, J. (1982). A Means-End Chain Model Based on Consumer Categorization Processes. *Journal of Marketing*, 46(2), 60. <https://doi.org/10.2307/3203341>
- Hagman, J., & Stier, J. J. (2022). Selling electric vehicles: Experiences from vehicle salespeople in Sweden. *Research in Transportation Business & Management*, 45. <https://doi.org/https://doi.org/10.1016/j.rtbm.2022.100882>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., Sarstedt, M., Ringle, C., & Gudergan, S. (2017). *Advanced Issues in Partial Least Squares Structural Equation Modeling*. Sage.
- Hair, J., Ringle, C., Gudergan, S., Fischer, A., Nitzl, C., & Menictas, C. (2018). Partial least squares structural equation modeling-based discrete choice modeling: an illustration in modeling retailer choice. *Business Research*, 12. <https://doi.org/10.1007/s40685-018-0072-4>
- Hair Jr, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/mtp1069-6679190202>
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM) An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/eb-10-2013-0128>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/pr-08-2017-0034>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Hennigs, N., Wiedmann, K.-P., & Klarmann, C. (2012). Consumer value perception of luxury goods: a cross-cultural and cross-industry comparison. In *Luxury marketing: A challenge for theory and practice* (pp. 77–99). Springer.
- Hidru, M. K., Parsons, G. R., Kempton, W., & Gardner, M. P. (2011). Willingness to pay for electric vehicles and their attributes. *Resource and Energy Economics*, 33(3), 686–705. <https://doi.org/10.1016/j.reseneeco.2011.02.002>
- Hoang, T. T., Pham, T. H., & Vu, T. M. H. (2022). Examining customer purchase decision towards battery electric vehicles in Vietnam market: A combination of self-interested and pro-environmental approach. *Cogent Business & Management*, 9(1), 2141671.

- <https://doi.org/10.1080/23311975.2022.2141671>
- Hofstede, G., & Bond, M. H. (1988). Individualism and Confucian Dynamism: A Note on Hofstede's Cultural Root to Economic Growth. *Organizational Dynamics*, 16(4), 4–12. [https://doi.org/10.1016/0090-2616\(88\)90009-5](https://doi.org/10.1016/0090-2616(88)90009-5)
- Homburg, C., & Rudolph, B. (2001). Customer satisfaction in industrial markets: dimensional and multiple role issues. *Journal of Business Research*, 52(1), 15–33. [https://doi.org/10.1016/s0148-2963\(99\)00101-0](https://doi.org/10.1016/s0148-2963(99)00101-0)
- Hu, L., & Bentler, P. M. (1998). Fit indices in covariance structure modeling: Sensitivity to underparameterized model misspecification. *Psychological Methods*, 3(4), 424. <https://doi.org/10.1037/1082-989x.3.4.424>
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Joseph, C. (2017). *Social Values in Business*. Small Business. Chron.Com.
- Joung, H. W., Choi, E. K., & Wang, E. (2016). Effects of Perceived Quality and Perceived Value of Campus Foodservice on Customer Satisfaction: Moderating Role of Gender. *Journal of Quality Assurance in Hospitality & Tourism*, 17(2), 101–113. <https://doi.org/10.1080/1528008x.2015.1042620>
- Katadata. (2023a). *Tren Penjualan Mobil Listrik Menguat pada Kuartal I 2023*. Databoks Katadata.
- Kato, T. (2021). Functional value vs emotional value: A comparative study of the values that contribute to a preference for a corporate brand. *International Journal of Information Management Data Insights*, 1(2), 100024.
- Kemenperin. (2019). *Mengembangkan Mobil Listrik*. Kemenperin.Go.Id.
- Khuong, M. N., & Duyen, H. T. M. (2016). Personal factors affecting consumer purchase decision towards men skin care products—A study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 7(2), 44–50. <https://doi.org/10.8.20.7:8080/xmlui/handle/123456789/1802>
- Kim, J.-H., & Park, J.-W. (2019). The effect of airport self-service characteristics on passengers' perceived value, satisfaction, and behavioral intention: based on the SOR model. *Sustainability*, 11(19), 5352. <https://doi.org/10.3390/su11195352>
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing*. Global Edition.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/mrr-07-2015-0161>
- Kuo, Y.-F., Wu, C.-M., & Deng, W.-J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behavior*, 25(4), 887–896. <https://doi.org/10.1016/j.chb.2009.03.003>
- Laros, F. J. M., & Steenkamp, J.-B. E. M. (2005). Emotions in consumer behavior: a hierarchical approach. *Journal of Business Research*, 58(10), 1437–1445. <https://doi.org/10.1016/j.jbusres.2003.09.013>
- Lashari, Z. A., Ko, J., & Jang, J. (2021). Consumers' intention to purchase electric vehicles: Influences of user attitude and perception. *Sustainability*, 13(12), 6778. <https://doi.org/10.3390/su13126778>



- Legault, L. (2017). *Self-Determination Theory -Encyclopedia of Personality and Individual Differences* (pp. 1–9).
- Liao, J., & Wang, L. (2009). Face as a mediator of the relationship between material value and brand consciousness. *Psychology & Marketing*, 26(11), 987–1001. <https://doi.org/10.1002/mar.20309>
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic Word-of-Mouth in Hospitality and Tourism Management. *Tourism Management*, 29(3), 458–468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Liu, X., & Hu, J. (2012). Adolescent evaluations of brand extensions: The influence of reference group. *Psychology & Marketing*, 29(2), 98–106. <https://doi.org/10.1080/20932685.2018.1461020>
- Marakanon, L., & Panjakajornsak, V. (2017). Perceived Quality, Perceived Risk and Customer Trust Affecting Customer Loyalty of Environmentally Friendly Electronics Products. *Kasetsart Journal of Social Sciences*, 38(1), 24–30. <https://doi.org/10.1016/j.kjss.2016.08.012>
- Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value: conceptualization, measurement and application in the catalog and Internet shopping environment☆. *Journal of Retailing*, 77(1), 39–56. [https://doi.org/10.1016/s0022-4359\(00\)00045-2](https://doi.org/10.1016/s0022-4359(00)00045-2)
- Nonis, S., & Swift, C. O. (2001). An Examination of the Relationship Between Academic Dishonesty and Workplace Dishonesty: A Multicampus Investigation. *Journal of Education for Business*, 77(2), 69–77. <https://doi.org/10.1080/08832320109599052>
- Park, J., Hyun, H., & Thavisay, T. (2021). A study of antecedents and outcomes of social media WOM towards luxury brand purchase intention. *Journal of Retailing and Consumer Services*, 58, 102272.
- Pentina, I., Basmanova, O., Zhang, L., & Ukis, Y. (2015). Exploring the role of culture in eWOM adoption. *MIS Review: An International Journal*, 20(2), 1–26. <https://doi.org/10.6131/MISR.2015.2002.01>
- Peter, J. P., & Olson, J. C. (2013). *Perilaku Konsumen dan Strategi Pemasaran Buku I*. Salemba Empat.
- Phau, I., & Prendergast, G. (2000). Consuming luxury brands: the relevance of the ‘rarity principle.’ *Journal of Brand Management*, 8(2), 122–138. <https://doi.org/10.1057/palgrave.bm.2540013>
- Prendergast, G., & Wong, C. (2003). Parental influence on the purchase of luxury brands of infant apparel: an exploratory study in Hong Kong. *Journal of Consumer Marketing*, 20(2), 157–169. <https://doi.org/10.1108/07363760310464613>
- Rayanti, D. (2023). *Penjualan Wuling Air ev Januari Merosot, dari Ribuan Jadi Cuma Segini Penjualan Wuling Air ev Januari Merosot, dari Ribuan Jadi Cuma Segini" selengkapnya*. Detikoto.
- Rovira, N., Özgen, S., Medir, M., Tous, J., & Alabart, J. R. (2012). Human values in the team leader selection process. *The Spanish Journal of Psychology*, 15(1), 216–226.
- Ruan, T., & Lv, Q. (2022). Public perception of electric vehicles on reddit over the past decade. *Communications in Transportation Research*, 2(December),

100070. <https://doi.org/10.1016/j.commtr.2022.100070>
- Ryan, R. M., & Deci, E. L. (2008). Self-determination theory and the role of basic psychological needs in personality and the organization of behavior. In O. P. John, R. W. Robins, & L. A. Pervin (Eds.), *Handbook of personality: Theory and research* (pp. 654–678). The Guilford Press.
- Ryu, K., Han, H., & Kim, T.-H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27(3), 459–469. <https://doi.org/10.1016/j.ijhm.2007.11.001>
- Sagiv, L., Roccas, S., Cieciuch, J., & Schwartz, S. H. (2017). Personal values in human life. *Nature Human Behaviour*, 1(9), 630–639.
- San Román, T. G., Momber, I., Abbad, M. R., & Miralles, Á. S. (2011). Regulatory framework and business models for charging plug-in electric vehicles: Infrastructure, agents, and commercial relationships. *Energy Policy*, 39(10), 6360–6375. <https://doi.org/10.1016/j.enpol.2011.07.037>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial least squares structural equation modeling. In *Handbook of market research* (pp. 587–632). Springer.
- Schiffman, L. G., & Kanuk, L. L. (2009). *Perilaku Konsumen*. PT. Indeks.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). Wiley.
- Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80(2), 159–169. <https://doi.org/10.1016/j.jretai.2004.04.001>
- Serra-Cantalops, A., Ramón Cardona, J., & Salvi, F. (2020). Antecedents of positive eWOM in hotels. Exploring the relative role of satisfaction, quality and positive emotional experiences. *International Journal of Contemporary Hospitality Management*, 32(11), 3457–3477. <https://doi.org/10.1108/IJCHM-02-2020-0113>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). What we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Sheth, J. N., Sethia, N., & Srinivas, S. (2010). Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39(1), 21–39. <https://doi.org/10.1007/s11747-010-0216-3>
- Shukla, P. (2012). The influence of value perceptions on luxury purchase intentions in developed and emerging markets. *International Marketing Review*, 29(6), 574–596. <https://doi.org/10.1108/02651331211277955>
- Sitinjak, T. J., & Sugiarto. (2006). *LISREL*. Graha Ilmu.
- Smith, R., & Deppa, B. (2009). Two dimensions of attribute importance. *Journal of Consumer Marketing*, 26(1), 28–38. <https://doi.org/10.1108/07363760910927028>
- Snoj, B., Korda, A. P., & Mumel, D. (2004). The relationships among perceived quality, perceived risk and perceived product value. *Journal of Product & Brand Management*, 13(3), 156–167. <https://doi.org/10.1108/10610420410538050>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why

- should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53(March). <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Triyono, R., Mutia, Y. A., Purwansya, Y. G., & Hidayati, N. (2022). Strategi Social-Interactive Marketing Dalam Rangka Menciptakan Brand Awareness dan Brand Image Produk Mobil BEV (Battery Vehicle) Indonesia. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 5(4), 505–520. <https://doi.org/10.31842/jurnalinobis.v5i4.247>
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10. <https://doi.org/10.1007/s11747-007-0069-6>
- Vázquez, R., Del Rio, A. B., & Iglesias, V. (2002). Consumer-based brand equity: development and validation of a measurement instrument. *Journal of Marketing Management*, 18(1–2), 27–48. <https://doi.org/10.1362/0267257022775882>
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing*, 85(1), 31–41. <https://doi.org/10.1016/j.jretai.2008.11.001>
- Vinson, D. E., Scott, J. E., & Lamont, L. M. (1977). The role of personal values in marketing and consumer behavior. *Journal of Marketing*, 41(2), 44–50. <https://doi.org/10.2307/1250633>
- Walizer, M. H., Sadiman, A. S., & Wienir, P. L. (1987). *Metode dan Analisis Penelitian: mencari hubungan*. Erlangga.
- Woodruff, R. B. (1997). Customer Value: The Next Source for Competitive Advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153. <https://doi.org/10.1007/bf02894350>
- Yang, J., Kim, W., Ambler, N., & Jeong, J. (2012). The heterogeneous effect of WOM on product sales: why the effect of WOM valence is mixed? *European Journal of Marketing*, 46(11/12), 1523–1538. <https://doi.org/10.1108/03090561211259961>
- Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology & Marketing*, 21(10), 799–822. <https://doi.org/10.1002/mar.20030>
- Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, 32(4), 493–504. <https://doi.org/10.1108/JSM-01-2017-0031>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>
- Zhang, X., Li, Z., Luo, L., Fan, Y., & Du, Z. (2022). A review on thermal management of lithium-ion batteries for electric vehicles. *Energy*, 238,



121652. <https://doi.org/10.1016/j.energy.2021.121652>

## LAMPIRAN

### Lampiran 1. Kuesioner Penelitian

#### KUESIONER PENELITIAN

##### **Bagian 1. Surat Pengantar**

Responden yang terhormat,

Perkenalkan saya Jisnu Mahan Pratama Putra, mahasiswa Magister Manajemen, Fakultas Ekonomika dan Bisnis, Universitas Gadjah Mada, Yogyakarta (MM FEB UGM). Saat ini saya sedang melakukan penelitian yang berjudul “**Kajian Anteseden Dan Hasil Keputusan Pembelian Terhadap Sosial Media WOM Mobil Listrik Di Indonesia**” yang ditujukan untuk memenuhi persyaratan untuk menyelesaikan pendidikan Magister Manajemen.

Melalui surat pengantar ini, saya mohon kesediaan Anda untuk menjadi responden dengan mengisi kuesioner penelitian ini. Adapun kriteria responden yang dapat berpartisipasi dalam penelitian ini adalah:

1. Responden berjenis kelamin pria maupun wanita yang berusia minimal 17 tahun.
2. Responden aktif menggunakan media sosial.
3. Responden memiliki mobil listrik.
4. Responden sudah pernah melakukan WOM (*Word-of-Mouth*) media sosial.

Dengan ini, saya mohon Anda untuk mengisi kuesioner secara jujur dan sungguh-sungguh. Jawaban yang Anda berikan pada kuesioner ini akan sangat berpengaruh

pada hasil penelitian ini. Jawaban dan identitas Anda selaku responden akan dijaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian. Apabila Anda memiliki pertanyaan terkait pengisian kuesioner penelitian ini, dapat menghubungi saya melalui alamat email: [jisnumahan@mail.ugm.ac.id](mailto:jisnumahan@mail.ugm.ac.id).

Demikian, atas perhatian dan kesediaan Anda saya ucapkan terimakasih.

Hormat saya,

Jisnu Mahan Pratama Putra

### **Bagian 2.** Konfirmasi Kriteria Responden

Apabila responden menjawab pertanyaan dengan jawaban “Ya” pada masing-masing butir pertanyaan konfirmasi maka responden dinyatakan memenuhi kriteria dan diarahkan untuk melanjutkan ke bagian berikutnya.

1. Apakah anda mengetahui tentang mobil listrik?

- ☐ Ya
- ☐ Tidak

2. Apakah anda sudah memiliki mobil listrik?

- ☐ Ya
- ☐ Tidak

### **Bagian 3.** Demografi Responden

Bacalah pertanyaan-pertanyaan berikut ini dengan seksama. Kemudian jawablah sesuai dengan instruksi atau pilihlah salah satu jawaban yang menurut

Anda paling sesuai dengan diri Anda dengan memberikan tanda pada kotak jawaban yang telah disediakan.

1. Nama :

2. Jenis Kelamin :

☐ Pria

☐ Wanita

3. Usia (Tahun) :

☐ 17-25 Tahun

☐ 26-35 Tahun

☐ 36-45 Tahun

☐ 46-55 Tahun

☐ >55 Tahun

4. Domisili Saat Ini (Pulau):

☐ Jawa

☐ Kalimantan

☐ Sumatera

☐ Nusa Tenggara dan Bali

☐ Sulawesi

☐ Maluku

☐ Papua

5. Tingkat Pendidikan Terakhir:

☐ SD

☐ SMP/Sederajat

- ☐ SMA/SMK/Sederajat
- ☐ Diploma/S1
- ☐ S2/S3
- ☐ Lainnya

6. Pekerjaan:

- ☐ Pelajar
- ☐ Mahasiswa
- ☐ Pekerja Operasional
- ☐ Pekerja Manajerial
- ☐ Profesional
- ☐ Pengusaha
- ☐ Petani
- ☐ Ibu Rumah Tangga
- ☐ Lainnya

7. Pendapatan per Bulan:

- ☐ < Rp. 10.000.000
- ☐ Rp. 10.000.001 - Rp. 20.000.000
- ☐ Rp. 20.000.001 - Rp. 30.000.000
- ☐ Rp. 30.000.001 - Rp. 40.000.000
- ☐ Rp. 40.000.001 - Rp. 50.000.000
- ☐ > Rp. 50.000.000

8. Dimana anda mendapatkan informasi mengenai mobil listrik?

- ☐ Media Sosial



- ☐ Koran
- ☐ Berita
- ☐ Majalah
- ☐ Orang Terdekat
- ☐ Lainnya

9. Range Harga Mobil Listrik yang Dimiliki?

- ☐ < Rp 250.000.000 – Rp 500.000.000
- ☐ > Rp 500.000.000 – Rp 1.000.000.000
- ☐ > Rp 1.000.000.000

**Bagian 4.** Pertanyaan Pengukuran Variabel

Bacalah pertanyaan-pertanyaan berikut ini dengan seksama. Kemudian pilihlah salah satu jawaban yang menurut Anda paling sesuai dengan diri Anda dengan memberikan tanda pada kotak jawaban yang telah disediakan. Silahkan Anda memberikan jawaban yang dianggap paling cocok dengan persepsi yang dimiliki. Jawaban pada kuesioner ini menggunakan skala 1-5 dengan keterangan sebagai berikut:

1= Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

### 1. Kualitas yang Dirasakan (PQ)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Mobil listrik bisa diandalkan. (PQ1)					
2	Mobil listrik akan bertahan lama. (PQ2)					
3	Mobil listrik memiliki fitur yang up-to-date. (PQ3)					
4	Mobil listrik harus canggih. (PQ4)					
5	Pengerjaan dari mobil listrik teliti dan canggih. (PQ5)					

### 2. Nilai Sosial (SV)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Memiliki mobil listrik menunjukkan simbol pencapaian. (SV1)					
2	Memiliki mobil listrik menunjukkan simbol kemakmuran. (SV2)					
3	Memiliki mobil listrik menunjukkan simbol gengsi. (SV3)					

4	Dengan memiliki mobil listrik saya dapat diterima di lingkungan saya. (SV4)					
5	Saya membeli mobil listrik untuk mendapatkan/meningkatkan status sosial. (SV5)					

### 3. Nilai Pribadi (PV)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Membeli mobil listrik meningkatkan kebahagiaan saya. (PV1)					
2	Penting bagi saya untuk memiliki mobil listrik yang bagus. (PV2)					
3	Saya mampu membeli mobil listrik yang saya inginkan. (PV3)					
4	Membeli mobil listrik meningkatkan nilai dalam diri saya. (PV4)					

### 4. Nilai Fungsional (FV)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Saya percaya mobil listrik memiliki kegunaan yang unggul. (FV1)					
2	Saya percaya mobil listrik memiliki kinerja yang baik di jalan. (FV2)					
3	Saya percaya mobil listrik memiliki kualitas unggul. (FV3)					
4	Saya harus membayar sedikit lebih untuk mendapatkan produk yang terbaik. (FV4)					

### 5. Keputusan Pembelian (PD)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Saya merasa senang dengan keputusan saya untuk membeli mobil listrik ini. (PD1)					
2	Saya akan secara positif merekomendasikan mobil listrik ini kepada orang lain. (PD2)					
3	Saya sering melihat ulasan dari produk ini sehingga saya memutuskan untuk membeli mobil listrik ini. (PD3)					
4	Saya berniat untuk membeli lagi dari merek mobil listrik ini dimasa yang akan datang. (PD4)					
5	Secara keseluruhan, saya puas dengan pembelian mobil listrik ini. (PD5)					

### 6. E-WOM (SM)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Saya memposting status tentang mobil listrik yang saya miliki di jejaring sosial saya. (SM1)					
2	Saya memposting foto tentang mobil listrik yang saya miliki di jejaring sosial saya. (SM2)					
3	Saya memposting komentar tentang mobil listrik yang saya miliki di jejaring sosial saya. (SM3)					
4	Saya merekomendasikan mobil listrik kepada teman dan kerabat saya. (SM3)					
5	Jika teman saya sedang mencari mobil baru, saya menyuruh mereka untuk membeli mobil listrik yang pernah saya gunakan. (SM4)					



UNIVERSITAS  
GADJAH MADA

**ANTESEDEN DAN KONSEKUENSI KEPUTUSAN BELI MOBIL LISTRIK DI INDONESIA**

Jisnu Mahan Pratama Putra, Dr. Indah Fatmawati, S.E., M.Si.

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>



## Lampiran 2. Tabulasi Data Responden

P Q 1	P Q 2	P Q 3	P Q 4	P Q 5	S V 1	S V 2	S V 3	S V 4	S V 5	P V 1	P V 2	P V 3	P V 4	F V 1	F V 2	F V 3	F V 4	P D 1	P D 2	P D 3	P D 4	P D 5	S M 1	S M 2	S M 3	S M 4	S M 5
4	5	4	4	5	5	4	5	4	4	5	5	5	4	5	4	5	5	4	5	5	5	4	5	4	4	4	4
3	3	3	3	4	4	4	4	3	4	4	3	3	3	3	4	4	4	4	4	3	3	4	4	4	4	4	3
4	4	4	4	4	5	5	4	4	4	4	4	4	4	5	4	5	4	5	4	4	5	4	5	5	4	4	5
4	3	3	3	3	4	3	4	3	4	3	4	3	4	4	4	3	3	3	4	4	3	4	3	3	3	4	4
5	5	5	4	5	4	5	5	4	5	4	5	5	4	5	4	5	5	4	5	4	5	5	4	5	4	5	4
2	2	3	2	2	2	3	3	3	3	3	3	3	3	2	2	3	3	3	3	2	3	2	3	2	3	3	2
5	5	5	4	4	5	4	4	4	5	5	5	5	4	4	5	5	5	5	5	5	4	4	5	5	4	5	4
4	5	4	4	5	4	5	4	4	5	4	5	4	4	4	5	4	4	4	5	4	4	5	4	5	4	4	5
4	4	5	5	4	5	5	4	5	5	5	5	5	4	4	4	5	5	4	5	4	4	4	5	5	5	4	4
4	3	4	3	4	4	3	4	3	4	4	3	4	3	4	3	4	3	4	3	4	3	4	4	3	4	3	4
5	4	4	5	4	4	5	4	4	4	4	4	5	4	4	5	4	5	5	4	5	5	4	4	5	5	5	5
5	4	5	5	5	5	4	4	4	4	5	5	5	5	5	5	4	4	4	4	5	5	5	4	5	5	5	5
3	3	3	3	3	3	2	3	2	2	3	2	2	2	2	2	3	2	2	3	2	3	2	2	2	2	2	3
5	5	4	5	4	5	4	5	4	5	5	4	4	5	5	4	4	5	5	5	5	4	5	5	4	5	5	4
4	5	4	4	4	5	4	4	5	4	4	5	5	5	4	4	5	5	4	4	4	4	5	4	4	4	5	5
5	4	5	5	4	5	5	4	5	5	5	5	5	4	5	4	5	5	4	4	5	5	5	5	5	4	5	5
4	5	5	4	5	4	5	4	5	5	5	4	4	4	4	4	4	4	5	5	5	5	4	4	4	5	5	4
4	4	5	5	4	5	5	4	4	4	4	5	4	4	5	5	4	4	5	5	5	4	5	5	4	5	5	5
4	4	4	5	4	5	4	4	4	4	4	4	5	4	4	5	4	4	5	5	5	4	5	5	5	5	4	5
5	4	4	5	5	5	4	4	5	5	5	4	4	5	5	4	4	5	5	4	4	5	5	5	4	4	5	5
3	4	3	4	3	3	3	3	3	4	3	4	3	3	3	4	4	4	3	3	3	3	3	3	3	3	4	3
3	4	3	4	4	4	4	4	3	3	3	3	3	3	3	4	4	4	3	3	4	4	3	4	4	4	4	4
4	5	4	5	4	4	5	3	3	5	4	3	5	3	4	5	5	5	5	4	4	5	5	4	5	4	4	4
5	4	4	5	5	4	4	4	4	5	5	4	4	4	4	5	5	4	4	4	4	5	5	5	5	4	4	5
4	4	3	4	4	3	3	3	4	3	4	3	4	4	3	3	4	4	3	4	4	4	4	4	3	3	3	3
4	4	4	3	4	4	4	4	3	4	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	4	3	4
4	4	4	4	5	5	5	4	5	5	4	4	5	5	4	4	5	5	4	5	5	5	5	4	4	5	4	5
5	4	4	5	5	4	5	4	4	4	4	5	4	5	4	4	4	5	4	5	4	5	4	5	4	4	4	5
4	5	4	5	5	5	4	5	5	5	4	4	5	5	4	5	4	5	4	4	4	4	4	5	4	4	5	5
5	5	4	5	5	5	4	5	5	5	5	5	5	4	5	5	4	5	5	4	5	5	4	5	5	4	4	5
4	5	5	5	5	5	4	4	5	4	5	5	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	5
5	4	5	5	5	4	5	4	5	5	4	5	5	5	4	5	5	5	5	5	5	4	5	5	4	4	5	4
4	5	4	4	5	5	5	5	5	4	4	4	5	5	5	4	5	4	5	4	4	4	5	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	5	4	4	4	5	4	5	4	5	4	4	4	4
3	3	3	3	2	3	2	2	2	2	3	2	2	3	3	2	2	3	3	3	2	2	3	3	2	3	3	3
5	4	5	5	5	4	5	5	5	5	5	4	4	5	4	4	5	5	5	4	5	4	4	4	4	5	5	4
5	4	4	4	5	4	5	4	5	5	4	4	5	4	5	4	5	4	5	5	4	4	5	5	4	4	5	4
4	5	5	4	5	5	4	5	5	4	4	4	5	4	5	4	5	4	4	5	5	4	5	5	5	4	5	5
4	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	5	4	5	5	4	5	4	4	5
5	5	5	4	5	5	4	5	4	4	5	4	5	5	4	4	5	5	4	5	4	4	5	5	4	5	4	4
5	5	5	5	5	5	5	4	5	5	5	5	4	4	5	5	5	4	4	5	4	4	4	4	4	5	4	4
4	4	4	4	4	4	4	5	4	5	4	5	4	5	5	4	4	5	5	4	5	5	4	5	5	5	5	5
4	5	4	4	4	4	5	4	4	4	4	4	4	4	5	4	5	4	5	5	4	4	5	5	5	5	5	4
5	4	5	5	5	4	4	4	5	5	4	5	5	4	4	5	5	5	4	4	5	5	4	5	5	4	4	5
4	5	5	5	4	5	4	4	4	4	4	4	4	4	5	4	5	4	4	5	4	5	4	5	4	5	5	4
5	4	5	4	5	4	4	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5
4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	4	3	3	3	3	4
5	5	4	4	4	5	5	5	5	4	4	4	5	5	4	5	4	4	4	5	5	4	5	5	4	5	5	5

4	4	4	5	4	5	5	4	4	4	4	4	5	5	5	4	4	5	5	4	4	5	5	4	5	4	4	5	
3	5	3	3	4	1	1	2	1	1	3	2	1	3	1	1	2	2	4	4	3	3	3	5	5	5	4	5	
5	5	4	4	4	5	4	4	5	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	
5	5	5	4	4	5	5	5	4	4	5	5	5	4	5	5	5	4	5	5	5	4	4	5	5	5	4	4	
3	3	3	4	4	3	3	3	4	4	3	3	3	4	3	3	3	4	3	3	3	4	4	3	3	3	4	4	
5	4	4	4	4	4	4	4	5	4	5	5	4	4	5	5	5	4	4	5	5	5	5	4	4	4	5	4	
3	4	4	4	3	3	4	3	4	4	4	3	4	4	3	4	4	3	4	3	3	3	3	3	4	3	4	3	
4	4	4	4	4	5	4	4	5	4	5	4	4	4	5	4	5	5	4	5	4	5	4	4	5	4	4	5	5
4	5	5	4	5	4	5	4	4	5	5	4	4	4	4	4	4	5	4	4	5	4	4	4	4	5	5	5	5
2	2	2	1	1	1	2	1	2	1	4	3	4	4	1	1	2	2	1	1	1	2	1	5	5	5	5	5	5
5	5	4	5	4	4	4	4	4	5	4	5	5	5	5	5	5	5	5	5	4	5	4	5	4	5	4	5	
4	4	4	3	4	3	4	3	4	3	4	4	3	4	4	3	4	4	3	3	3	4	3	4	3	3	4	4	
5	4	5	5	4	5	5	5	5	4	4	4	4	5	4	5	4	5	4	5	4	4	4	4	4	4	4	5	
2	4	4	3	3	5	5	5	4	4	5	5	4	5	4	5	4	5	2	3	3	2	2	3	4	4	4	5	
4	5	5	4	5	5	5	5	4	4	4	4	4	5	4	4	4	5	5	5	4	5	4	4	4	4	5	4	
5	4	4	4	4	5	4	5	5	4	4	4	4	4	4	4	4	5	5	4	4	5	5	4	4	4	4	4	
4	4	4	3	4	3	4	3	3	4	4	3	3	4	4	3	3	4	3	3	4	4	4	4	4	3	4	4	3
4	5	4	5	4	5	4	5	4	5	5	5	4	4	5	4	4	5	4	5	4	5	4	5	5	5	4	5	5
5	5	4	5	5	5	5	4	5	5	4	5	5	4	5	5	5	5	4	5	5	5	5	4	4	4	4	5	4
4	3	3	4	4	4	3	3	4	4	4	3	3	4	4	3	3	4	4	3	3	4	4	4	3	3	4	4	4
5	5	4	5	5	4	4	5	4	5	5	4	4	5	4	4	4	5	4	4	5	4	4	5	5	5	4	4	4
4	5	4	5	4	5	4	4	5	5	4	4	4	5	4	4	4	4	5	4	5	4	5	4	4	5	5	4	4
4	5	4	4	4	5	4	4	4	5	4	4	5	4	4	4	4	5	4	4	4	4	4	4	5	5	4	5	5
5	5	4	4	4	5	5	4	4	4	5	5	4	4	5	5	4	4	5	5	4	4	4	4	5	5	4	4	4
5	4	4	5	4	4	4	4	4	4	4	5	5	4	5	4	4	4	4	4	4	5	4	5	5	5	5	4	4
3	3	4	4	3	3	3	4	4	3	3	3	4	4	3	3	4	4	3	3	4	4	3	3	3	4	4	3	3
2	2	2	1	1	2	2	1	2	2	1	2	2	1	2	1	2	2	1	1	1	2	2	1	1	1	2	1	1
5	5	5	4	4	5	5	5	4	4	5	5	5	4	5	5	5	4	5	5	5	5	4	4	5	5	5	4	4
2	2	2	3	2	2	3	3	2	2	3	3	3	2	3	2	2	2	2	2	3	3	3	2	3	2	3	2	2
4	5	4	4	5	4	5	4	5	4	5	5	5	4	5	4	4	5	4	5	4	5	4	5	4	4	4	5	4
5	5	4	5	5	4	4	4	4	4	4	4	4	4	5	4	4	5	5	4	5	5	5	4	5	5	4	5	4
4	4	4	4	4	4	4	3	4	3	4	4	3	3	4	3	4	4	3	4	3	4	4	3	3	4	3	3	3
5	5	4	5	4	4	5	5	5	5	5	5	4	4	4	4	5	4	5	4	5	4	5	4	5	4	4	4	5
3	3	3	3	3	3	2	2	3	3	3	3	3	2	3	2	3	3	3	2	3	2	3	2	3	2	2	2	2
4	4	5	5	4	5	5	4	4	4	5	5	4	5	5	4	5	5	5	5	5	4	5	5	5	5	4	4	5
4	4	4	5	4	5	5	5	4	5	5	5	4	4	5	4	5	4	5	5	5	5	4	4	4	4	4	5	4
2	2	3	3	2	2	3	2	3	3	2	3	2	2	3	2	3	2	2	2	3	3	3	2	2	2	2	3	3
5	5	5	4	4	4	4	5	4	4	5	4	4	5	4	5	4	5	5	5	4	4	4	4	4	5	5	5	4
5	5	4	5	4	4	5	4	5	5	5	5	4	4	5	5	5	5	5	5	4	4	5	5	5	5	4	4	5
4	4	4	5	5	4	5	4	4	4	4	4	4	4	5	5	4	5	4	5	5	5	5	4	4	5	5	5	4
4	5	5	5	4	5	5	4	4	5	5	4	4	5	4	4	4	5	5	4	5	4	5	4	5	4	5	4	4
2	2	2	2	1	1	2	2	2	1	1	1	2	1	1	1	1	2	1	1	2	1	1	1	1	1	2	1	1
5	4	4	5	5	4	5	5	5	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	5	4	5	4
4	4	4	4	4	4	4	4	3	4	3	4	4	4	3	4	3	4	3	4	4	3	3	4	3	3	3	3	3
2	2	3	3	2	3	2	2	2	2	3	3	3	3	3	3	2	2	3	2	3	2	2	2	2	3	2	3	2
5	4	4	4	5	4	4	4	5	4	5	5	4	5	4	4	5	4	4	5	4	4	5	5	4	5	4	4	4
5	4	4	4	4	4	4	4	5	5	5	4	5	4	4	4	5	5	5	4	5	4	5	4	5	5	5	5	4
4	5	5	5	5	5	4	5	5	4	5	5	4	5	5	5	4	5	5	5	4	4	5	4	5	4	5	4	5
4	5	4	4	4	4	4	4	5	4	5	4	5	5	5	5	4	5	5	4	5	4	5	4	5	5	4	5	5
5	4	5	5	4	4	4	5	4	4	5	4	4	5	5	4	4	5	4	5	4	5	4	5	5	5	4	5	4
3	4	4	3	3	3	4	3	4	3	4	4	3	3	4	3	3	3	3	4	3	4	3	4	3	3	4	4	4
2	2	2	1	2	1	2	1	1	2	1	2	1	2	2	1	2	1	1	1	1	1	2	2	1	1	2	2	2
5	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4
4	4	5	4	5	5	4	4	5	5	5	5	5	5	5	5	4	5	5	4	4	5	5	4	4	5	4	4	4
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
3	3	4	4	3	3	3	4	4	3	3	3	4	4	3	3	4	4	3	3	4	4	3	3	3	4	4	3	3
5	4	5	4	4	4	4	5	5	4	4	5	4	4	5	5	5	5	4	4	4	5	4	5	5	5	5	4	4
2	2	3	2	2	2	2	2	2	2	2	3	2	3	2	3	2	3	2	3	2	2	3	3	3	3	2	2	2
2	2	2	2	3	3	2	3	3	2	2	2	2	3	3	3	3	2	3	3	2	3	3	3	3	2	2	3	3
4	5	5	5	4	5	5	5	4	5	4	5	5	5	4	5	5	4	4	5	4	4	4	4	4	5	4	5	5

5	5	5	5	5	4	5	5	5	5	4	4	5	4	4	4	4	5	5	5	5	5	5	5	4	4	5	5	
3	3	2	2	3	3	3	2	2	3	3	3	2	2	3	3	2	2	3	3	2	2	3	3	3	2	2	3	
4	4	3	3	4	4	4	3	3	4	4	4	3	3	4	4	3	3	4	4	3	3	4	4	4	3	3	4	
4	4	3	4	4	3	4	4	4	3	4	3	3	3	3	4	4	3	3	3	4	4	3	4	3	3	4	4	
3	3	4	3	3	3	4	3	4	4	3	3	3	4	4	3	4	4	3	4	3	4	3	4	4	3	3	3	
5	4	5	5	4	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	4	4	5	4	5	
5	5	5	5	4	4	5	4	4	5	5	5	5	5	4	5	5	5	4	5	5	4	5	4	5	4	5	5	
5	5	4	4	4	4	4	5	5	4	4	4	5	5	4	5	4	4	5	5	5	4	4	4	5	4	5	4	
4	5	4	5	4	5	4	5	5	4	4	4	4	4	4	4	5	4	5	4	5	5	5	4	5	5	5	5	
3	3	3	2	3	3	2	2	2	2	3	2	3	3	2	3	2	2	2	3	3	2	3	2	3	2	3	3	
5	4	5	5	5	5	4	4	4	5	4	5	5	5	5	4	5	4	4	4	5	5	5	5	4	4	5	5	
4	4	5	5	4	4	4	4	5	5	4	4	5	5	4	4	5	4	5	4	4	4	5	5	5	5	5	5	
4	5	5	5	4	5	4	5	4	4	5	4	5	5	5	5	4	5	5	4	4	5	5	5	5	5	5	5	
4	5	5	5	4	4	4	5	5	4	5	5	4	5	5	5	5	5	4	5	5	4	5	4	4	5	5	5	
5	4	4	5	4	5	5	5	5	5	4	4	4	5	5	4	4	4	5	5	5	4	5	5	4	5	5	4	
4	5	4	4	4	4	5	4	5	4	5	5	5	5	4	5	5	5	5	5	5	4	4	4	4	5	4	5	
4	3	3	4	4	3	4	3	4	4	4	3	3	3	4	3	3	4	4	3	4	4	3	4	4	3	3	4	
4	3	3	4	4	4	4	4	3	3	4	3	3	3	3	4	3	4	4	3	3	4	3	3	4	4	3	4	
5	5	5	5	4	4	5	5	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	
4	4	4	4	4	3	4	4	4	3	4	3	4	4	3	4	4	3	3	4	4	3	3	3	4	3	4	3	
4	5	4	5	5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	
4	4	5	5	5	5	5	5	4	5	5	5	4	4	5	4	4	5	4	4	4	5	5	4	4	5	5	5	
3	3	3	4	3	3	3	3	4	4	3	3	4	4	4	4	3	4	4	4	4	4	3	4	3	4	4	4	
4	5	5	4	5	5	5	5	4	5	4	5	4	4	4	4	5	5	5	5	4	4	4	5	4	5	5	5	
4	4	5	5	5	5	5	5	4	5	4	4	5	5	5	5	5	5	5	5	4	5	4	5	4	4	5	5	
5	5	5	4	4	5	4	5	4	5	5	4	4	4	4	4	5	5	4	4	5	4	4	5	4	4	4	5	
4	4	5	4	5	5	5	4	4	4	5	5	5	4	4	4	4	5	4	4	5	4	4	4	4	5	5	4	
4	5	5	5	4	5	5	5	4	5	5	4	4	5	5	4	5	5	4	5	5	4	4	4	5	5	5	4	
5	5	4	4	4	5	5	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	5	4	
4	4	4	5	5	5	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	5	4	4	4	5	
5	5	4	5	4	5	5	4	5	4	5	5	4	5	5	5	4	5	5	5	4	5	4	5	5	4	5	4	
5	5	5	4	4	5	4	4	4	5	4	4	4	4	4	5	4	4	5	4	5	5	5	4	4	5	4	5	
5	4	4	4	4	5	5	4	4	4	4	4	5	5	4	5	5	5	5	4	5	5	5	4	4	5	4	4	
5	4	5	5	5	5	4	5	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	4	5	4	
5	4	5	5	4	5	4	5	4	5	5	4	4	5	5	4	4	5	5	4	4	4	4	4	4	4	5	4	
5	4	5	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	
5	4	4	4	5	5	4	4	4	4	4	4	4	4	4	5	4	4	4	4	5	5	4	4	5	4	4	5	
5	5	4	5	4	4	4	4	4	4	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	4	
4	4	4	4	5	5	4	5	4	4	4	4	4	4	5	5	4	5	5	4	4	4	4	4	5	5	4	4	
4	4	5	4	5	4	4	5	4	5	4	4	5	4	4	4	5	4	4	4	5	4	5	4	5	4	4	5	
2	1	2	2	1	1	1	2	1	2	2	2	1	1	1	1	1	1	2	2	1	1	1	2	1	2	2	1	
4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	
5	5	4	5	5	5	5	4	5	5	5	5	4	5	5	5	4	5	5	5	4	5	5	5	5	4	5	5	
4	5	5	5	5	5	5	4	5	4	5	5	4	4	5	4	4	4	4	5	4	5	4	5	4	5	5	4	
5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	
5	5	4	5	5	5	4	5	5	4	5	5	4	5	5	4	4	4	4	4	4	4	4	4	4	5	4	4	
5	4	5	4	5	5	5	4	5	5	4	5	4	5	5	4	4	5	4	5	5	4	5	4	4	4	4	5	
5	4	4	4	5	5	4	4	4	5	5	4	4	4	5	4	4	4	4	5	4	4	4	5	5	4	4	5	
4	4	4	4	5	5	4	4	4	4	4	4	4	4	5	5	4	4	5	5	4	5	4	5	5	4	4	5	
5	5	4	5	4	4	4	4	4	5	5	4	5	4	5	5	4	5	5	4	4	4	4	4	4	4	5	4	4
5	4	5	4	4	5	5	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	4	
4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	5	4	4	5	5	4	5	4	5	5	4	4	5	
5	5	4	5	4	4	4	4	4	4	5	5	4	5	4	5	5	4	5	5	4	4	4	4	4	4	5	4	4
4	4	4	5	4	4	5	5	4	4	4	5	5	4	4	5	5	5	4	4	4	5	4	4	5	4	5	4	
4	5	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	
4	3	4	3	4	3	3	3	4	3	4	3	3	3	4	3	3	4	4	3	3	4	4	4	3	4	4	3	
5	5	4	4	4	4	4	5	5	4	5	5	5	4	5	4	5	4	4	4	4	5	5	4	4	5	5	5	
4	5	5	5	4	5	4	4	5	5	5	5	5	5	5	5	4	5	5	5	4	4	4	4	4	4	5	5	
4	5	5	5	5	4	5	5	5	5	4	5	5	5	5	4	5	5	5	4	5	5	5	5	4	5	5	5	
5	5	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	5	4	4	5	5	4	4	5	5	5	5	
4	5	5	5	5	5	4	4	5	5	4	4	5	4	4	5	4	5	5	4	4	5	5	4	5	5	5	5	
4	5	5	5	5	5	4	4	5	5	4	4	5	4	4	5	4	5	5	4	4	5	5	4	5	5	5	5	
4																												



4	5	4	5	4	4	4	5	4	5	4	4	4	4	4	5	4	5	4	5	5	5	5	4	5	4				
4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	3	3	4	3	3	4	4	4	3	4	4	4			
1	1	1	2	2	1	2	2	1	2	2	1	2	1	2	1	2	2	2	1	1	1	2	2	1	2	2	1		
3	3	3	2	3	3	3	2	2	3	2	2	3	2	2	3	3	3	3	2	2	3	3	3	3	2	2	3		
5	4	5	4	5	4	4	4	5	4	4	4	4	4	4	5	5	4	5	5	5	5	5	4	5	5	5	5		
5	4	4	4	5	4	4	5	4	5	5	4	4	4	4	5	4	5	5	4	5	5	4	4	5	5	5	5		
4	4	3	4	3	4	4	3	4	4	3	4	4	4	4	3	4	3	4	3	3	4	4	3	3	3	4	3		
4	4	4	4	4	4	4	4	3	4	3	4	3	4	4	4	3	3	4	4	4	4	3	3	3	4	4	3		
5	5	4	5	4	4	4	5	5	5	4	5	4	5	4	4	4	4	4	4	5	5	5	4	5	5	4	4	4	
4	5	4	4	4	4	5	4	5	5	4	5	4	5	5	5	4	5	5	5	4	5	5	4	5	5	5	5		
5	4	4	5	5	5	5	4	5	5	4	4	4	4	4	5	5	4	4	4	5	5	4	5	4	5	5	5		
3	2	2	2	2	2	2	3	3	3	2	2	2	2	3	2	3	2	2	3	2	3	3	2	2	2	2	2		
4	5	5	4	5	4	4	4	4	4	5	4	5	5	5	4	5	5	4	4	4	4	4	5	4	4	5	4		
4	4	5	4	5	4	5	4	5	5	4	4	5	4	5	4	5	5	4	4	5	4	4	4	4	4	5	5		
5	4	4	4	5	5	4	4	5	5	5	5	4	5	4	5	5	5	5	5	5	4	5	5	4	4	5	5	4	
1	1	2	2	1	1	2	1	1	2	2	2	1	2	1	2	2	2	1	1	2	2	1	1	1	1	2	1		
5	5	5	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	5	4	5	4	4	5	5		
4	4	4	4	5	4	5	4	4	4	5	5	4	5	4	5	5	5	5	5	5	4	4	4	5	4	5	5		
5	5	5	4	5	4	4	4	5	4	5	4	4	5	5	5	4	5	4	4	5	4	4	5	5	5	5	4	4	
4	5	4	5	4	5	4	5	4	5	4	4	5	5	5	4	4	5	4	4	4	4	5	5	4	5	5	5	5	
5	4	5	4	5	5	5	5	5	5	4	4	5	5	5	4	4	5	5	4	5	5	4	4	5	5	5	4		
3	4	3	4	3	3	3	4	4	4	4	4	3	3	3	3	4	3	4	4	4	4	4	4	4	4	3	4		
4	4	5	4	5	5	5	4	4	4	4	5	4	4	4	5	5	5	5	4	4	4	4	4	4	5	5	4	4	
4	4	5	5	4	5	4	5	5	4	4	5	5	4	4	4	5	4	4	4	4	4	4	4	4	5	5	4	4	
4	4	5	5	4	5	4	5	5	4	4	5	5	4	4	4	5	4	4	4	4	4	4	4	5	5	4	5	5	
4	5	4	5	5	4	5	5	4	4	5	5	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	5	4	4
5	4	5	5	5	5	4	5	4	5	4	4	5	4	4	5	4	4	5	4	4	4	4	5	5	5	4	5	5	4
3	3	3	4	3	4	4	3	4	4	4	3	3	4	4	3	4	4	4	3	4	3	3	4	3	4	3	4	4	
4	5	5	4	4	4	5	5	5	5	5	4	4	5	4	4	5	4	4	4	4	4	4	4	5	5	4	5	4	
4	4	5	5	5	4	4	4	4	4	5	4	5	5	4	5	5	4	4	5	4	5	4	5	4	4	4	5	4	
3	3	4	3	4	3	4	3	3	3	4	4	4	3	4	4	3	4	4	3	4	4	3	4	3	3	3	3	4	
4	5	4	4	4	4	5	4	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	4	4	5	4	4	4	
5	4	5	4	4	5	4	4	4	4	4	4	4	4	5	5	5	5	4	4	5	4	5	5	4	4	5	4	5	
5	4	5	4	4	4	4	4	5	5	4	4	4	5	4	4	4	4	4	4	5	5	4	5	4	4	4	5	5	
4	4	4	4	4	4	4	5	4	4	4	4	4	4	5	4	5	5	4	4	5	5	4	5	5	4	4	4	4	
5	5	5	4	5	4	5	5	4	4	4	5	5	5	5	4	4	4	5	4	5	5	5	5	5	4	4	4	4	
5	5	4	5	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	
4	4	5	5	5	5	4	5	4	5	5	5	5	5	4	5	4	4	4	5	4	5	5	4	4	4	4	4	5	
2	3	3	2	2	2	2	3	3	2	2	3	3	2	3	2	2	2	2	3	2	3	3	2	3	2	2	3	3	
5	5	4	5	5	4	4	4	5	4	5	4	5	5	5	4	4	5	5	5	5	5	5	4	5	4	4	4	4	
5	5	5	4	4	4	5	4	5	5	4	4	5	5	5	4	4	5	5	5	4	5	4	5	5	4	5	5	5	
4	4	3	4	3	4	4	3	3	4	4	3	4	4	4	4	4	4	4	3	4	4	3	4	3	4	4	4	4	
2	1	1	1	1	2	2	2	1	1	1	2	2	1	2	1	2	1	2	2	2	2	2	2	2	2	2	1	1	
4	5	4	5	5	4	4	5	4	5	5	5	5	4	4	5	4	4	5	4	4	4	4	4	5	5	4	5	5	
4	5	4	4	4	5	4	5	5	5	4	5	5	4	4	4	4	5	4	4	5	4	5	4	5	5	5	5	4	
2	2	3	2	3	2	2	2	3	3	3	3	3	3	3	2	2	2	3	2	3	2	2	3	3	3	2	3	3	
5	5	4	5	5	4	4	4	4	5	4	4	4	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	4
4	5	5	4	4	4	5	4	4	5	5	5	5	4	4	5	4	4	4	4	5	4	5	4	4	5	4	5	4	
5	4	4	5	4	5	4	5	5	4	5	5	5	4	5	5	4	5	4	4	5	4	5	4	5	4	4	4	4	
5	5	4	4	5	4	5	4	4	4	5	4	5	4	5	5	5	4	4	5	4	5	4	5	5	4	4	4	4	
3	3	4	3	4	3	4	3	3	3	4	4	4	3	4	3	4	4	3	4	4	3	4	4	4	4	3	3	3	4
4	4	5	4	5	5	4	5	4	5	5	4	4	5	4	4	5	4	4	5	5	4	4	5	4	5	4	5	5	
2	3	3	3	2	3	2	2	3	2	3	3	2	3	2	2	3	2	3	3	2	2	2	2	3	3	2	2	2	
1	2	1	1	2	1	1	2	2	2	1	1	2	2	2	1	2	1	2	2	2	1	1	2	2	1	2	1	1	
3	4	3	4	3	3	4	3	4	3	3	4	3	4	3	4	3	4	3	4	3	3	4	3	3	4	3	4	3	
5	5	4	4	5	5	5	4	4	5	5	5	4	4	5	5	4	4	5	5	4	4	5	5	5	5	4	4	5	
4	4	5	4	4	4	4	5	4	4	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	4	4	5	4	4
5	4	5	5	5	4	5	4	4	5	4	5	4	4	4	4	4	5	4	4	4	5	4	5	4	5	4	5	4	
5	4	4	5	5	5	4	4	5	5	5	5	4	4	5	5	4	5	5	5	4	4	5	4	5	5	4	4	4	
5	5	4	4	5	4	5	4	4	4	5	4	5	4	5	5	5	4	4	5	4	5	4	5	5	4	4	4	4	
3	3	4	3	4	3	4	3	3	3	4	4	4	3	4	3	4	4	3	4	4	3	4	4	4	4	3	3	3	4
4	4	5	4	5	5	4	5	4	5	5	4	4	5	4	4	4	5	4	4	5	5	4	4	5	4	5	4	5	5
2	3	3	3	2	3	2	2	3	2	3	3	2	3	2	2	3	2	3	3	2	2	2	2	3	3	2	2	2	
1	2	1	1	2	1	1	2	2	2	1	1	2	2	2	1	2	1	2	2	2	2	2	2	2	2	1	2	1	1
3	4	3	4	3	3	4	3	4	3	3	4	3	4	3	4	3	4	3	4	3	3	4	3	3	4	3	4	3	
5	5	4	4	5	5	5	4	4	5	5	5	4	4	5	5	4	4	5	5	4	4	5	5	5	5	4	4	5	
4	4	5	4	4	4	4	5	4	4	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	4	4	5	4	4
5	4	5	5	5	4	5	4	4	5	4	5	4	4	4	4	4	5	4	4	4	5	4	5	4	5	4	5	4	
5	4	4	5	4	5	4	5	5	4	5	5	5	4	5	5	4	5	5	4	5	4	5	4	5	4	4	4	4	
5	5	4	4	5	4	5	4	4	4	5	4	5	4	5	5	5	4	4	5	4	5	4	5	5	4	4	4		

4	4	5	5	4	5	5	5	5	4	5	4	4	5	5	5	4	4	4	4	4	4	5	5	5	4	5	5
4	4	5	4	4	4	5	5	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	5	5	4	5	5
4	5	5	4	5	4	4	5	5	5	4	4	4	5	4	4	4	5	5	5	5	5	4	4	5	5	5	5
4	4	5	5	4	4	4	5	4	4	4	5	4	4	5	5	4	4	4	5	5	4	5	4	4	4	5	4
5	5	4	5	4	4	4	5	4	5	4	5	4	4	4	4	5	5	4	5	5	5	5	4	5	4	5	4
5	5	5	4	5	5	4	5	5	4	5	4	4	5	4	4	4	5	5	5	4	4	5	5	5	5	5	4
5	5	5	5	4	4	4	5	5	4	5	4	5	5	4	4	4	5	4	4	5	5	5	4	5	5	4	4
4	4	4	4	5	5	4	4	4	5	5	4	5	4	5	5	4	4	5	5	4	4	5	5	4	5	4	4
4	4	5	4	5	4	5	5	5	4	5	4	5	4	4	5	5	4	4	5	4	4	4	4	4	4	4	5
4	5	4	4	4	5	5	5	4	4	5	4	5	4	4	5	5	4	5	5	4	4	5	4	4	5	4	4
5	5	5	5	4	5	5	4	5	4	5	5	5	5	4	5	4	4	5	5	5	5	5	4	4	4	4	5
4	5	4	4	4	5	4	5	4	4	4	4	4	5	5	4	5	5	5	4	5	5	5	5	4	5	4	5
4	3	4	4	4	4	3	3	4	4	4	3	3	3	3	3	3	3	3	3	4	4	3	3	4	4	3	4
4	4	3	3	4	4	4	3	3	4	4	4	3	3	3	4	3	3	3	4	4	3	3	4	4	3	3	4
5	4	3	3	3	3	3	2	2	2	3	3	3	4	3	4	4	4	5	5	5	5	5	5	2	3	4	3
3	4	3	3	4	4	3	3	3	3	4	4	3	4	4	3	3	4	4	3	4	3	4	3	4	3	3	3
4	4	4	4	4	4	5	4	5	4	5	4	5	4	5	4	4	4	5	4	4	4	4	4	4	5	5	5
4	4	5	5	5	4	4	5	5	5	4	4	5	5	4	4	5	5	4	4	5	5	5	5	4	4	5	5
5	5	5	5	5	4	4	4	4	3	3	4	4	4	3	4	4	3	2	2	2	3	3	4	4	5	5	5
4	5	5	5	5	5	5	5	5	5	5	5	4	5	4	4	4	5	4	3	4	2	4	5	4	5	5	4
3	4	4	4	4	3	3	4	4	4	4	3	3	3	4	4	4	3	4	4	3	4	4	4	4	3	4	3
3	4	4	4	3	4	3	4	3	3	3	4	3	4	4	3	3	4	4	4	4	4	4	4	4	3	4	3
4	5	5	4	4	5	4	5	4	5	5	4	5	5	2	2	3	3	5	3	5	3	4	5	5	4	5	5
4	4	4	4	4	4	5	4	5	5	4	4	5	4	4	4	5	5	3	2	2	2	3	4	5	4	4	4
4	4	4	5	4	4	4	5	4	4	5	4	4	5	5	4	4	4	4	4	4	4	5	4	4	4	5	4
5	4	5	4	4	5	5	5	5	4	4	4	5	5	5	5	4	5	5	5	5	5	5	4	5	5	4	5
4	5	4	5	5	5	4	4	4	5	4	4	4	5	5	4	5	4	4	4	4	5	5	5	5	4	4	4
5	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4
3	3	3	4	3	3	3	3	4	4	3	4	4	4	3	4	4	4	3	3	4	3	3	3	4	4	4	3
3	4	4	3	3	3	4	4	4	4	4	4	3	4	3	3	3	4	3	4	4	3	3	4	3	3	4	3
2	2	3	3	2	3	3	3	2	3	5	5	5	5	2	2	2	2	3	3	2	3	2	2	3	3	2	2
4	3	3	4	4	4	3	3	4	3	4	4	4	3	3	3	3	3	3	4	3	4	3	3	4	4	3	3
4	5	4	5	5	5	4	5	4	5	4	4	4	4	5	5	4	5	4	5	5	4	5	4	5	5	5	5
3	2	3	3	3	5	5	5	5	3	3	3	3	3	3	2	2	3	2	2	3	2	3	3	2	3	2	2
4	3	3	4	4	4	3	3	4	4	3	4	3	4	4	4	3	3	4	4	4	3	3	3	3	3	3	3
4	5	4	4	4	5	4	4	5	5	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5
5	5	5	5	5	4	5	5	4	5	5	5	5	4	5	5	5	4	5	5	5	4	4	4	4	5	4	5
2	2	2	2	3	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	3
4	4	5	5	4	5	4	4	4	4	4	4	5	4	5	4	5	5	5	5	5	5	5	4	4	5	5	4
4	4	3	3	3	4	4	3	3	3	4	4	3	3	4	4	3	3	4	4	3	3	3	4	4	3	3	3
3	4	4	3	3	3	4	4	3	3	4	3	4	3	3	3	3	4	3	4	3	4	3	3	3	4	4	3
3	3	3	3	3	4	4	4	4	3	3	4	3	4	4	3	4	3	4	4	4	4	4	4	4	4	3	3
4	4	3	3	3	4	3	3	3	4	4	4	3	3	4	4	4	3	3	4	3	4	3	4	3	3	4	4
2	2	2	1	1	2	2	1	2	1	2	2	1	1	1	2	1	1	1	1	1	1	1	1	4	3	3	4
3	4	4	4	4	4	4	3	3	3	4	3	4	4	3	3	4	4	4	3	3	4	3	4	4	4	4	4
4	4	4	5	5	4	5	4	4	5	4	4	4	5	5	5	5	4	5	5	5	4	5	5	4	4	4	5
5	5	5	4	5	5	5	5	4	5	5	5	5	4	5	5	5	4	5	5	5	4	5	5	5	5	4	5
2	2	2	1	1	2	2	2	1	1	2	2	2	1	2	2	2	1	2	2	2	2	1	1	2	2	2	1
3	3	3	2	3	5	5	4	5	4	5	5	4	5	4	5	5	4	5	5	5	5	5	4	4	5	5	4
4	5	4	4	5	4	5	4	4	5	5	5	4	5	4	4	4	4	5	4	4	4	5	4	4	5	4	5
3	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4	4
5	5	5	4	4	4	5	4	4	5	4	4	5	4	5	4	4	4	4	5	4	4	5	4	4	5	4	5
3	4	3	4	3	3	3	4	3	4	4	4	4	3	4	3	3	4	4	4	3	3	3	4	4	4	3	4
4	5	5	4	5	5	4	5	5	4	4	5	4	5	4	5	4	4	4	5	5	4	5	5	4	4	5	5
5	5	4	5	5	5	5	4	5	4	5	5	5	4	5	4	5	5	5	5	5	5	5	4	5	4	5	4
4	4	3	3	3	4	4	4	4	3	4	3	3	3	3	4	3	3	4	4	3	3	5	3	4	4	3	4
3	2	3	2	2	3	2	3	2	2	3	2	2	2	3	2	2	3	4	4	5	5	3	2	3	2	2	3
5	5	5	5	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	4	5	4	4	5	4
2	3	3	3	2	2	3	2	2	2	2	3	2	3	3	3	2	3	3	2	2	3	3	3	3	2	2	3
2	3	2	2	2	2	3	2	2	3	3	2	2	3	3	3	3	2	3	2	2	2	2	2	3	2	2	3



4	4	5	4	5	5	4	5	5	4	5	5	5	5	4	4	4	5	4	4	4	4	4	5	4	5	5		
5	4	4	5	5	4	5	4	5	4	5	5	5	4	4	5	4	4	5	4	5	5	4	5	4	5	4	5	
4	4	5	4	5	4	5	5	5	4	4	4	5	4	5	4	5	4	5	5	5	4	5	4	5	4	4	4	
4	4	4	4	4	4	4	5	4	4	4	4	4	5	4	4	4	4	5	5	5	4	5	5	5	5	4	5	
5	4	4	4	4	5	5	4	5	5	4	5	4	5	4	4	5	5	5	5	5	4	5	4	4	4	5	4	4
2	2	3	2	2	2	2	2	3	3	3	2	2	3	2	2	3	2	2	2	2	2	3	3	2	3	2	3	
5	4	5	5	4	4	5	5	4	4	5	5	4	5	4	5	5	4	4	4	4	4	4	5	5	4	5	5	
4	4	5	5	5	5	4	4	5	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	4	4
4	4	4	4	4	2	1	1	1	1	1	2	1	1	2	2	1	1	4	5	5	2	4	1	2	1	1	2	
4	4	5	5	5	5	4	5	5	4	4	5	5	4	4	4	4	4	4	5	5	4	5	5	4	4	5	4	
4	4	5	5	4	4	4	5	5	5	4	5	5	5	5	5	4	5	5	4	4	4	5	5	5	5	5	4	
4	5	4	4	4	4	4	5	5	5	5	4	5	4	5	5	5	4	5	4	4	5	5	5	4	4	5	5	
5	5	5	5	4	4	4	5	5	4	5	4	4	5	5	4	5	5	2	2	2	3	3	4	5	4	4	5	
2	1	1	2	2	1	1	1	1	2	1	2	2	2	2	1	2	2	1	2	2	2	2	1	2	1	2	1	
3	4	4	3	3	3	4	4	3	3	3	4	4	3	3	4	4	3	3	4	4	3	3	3	4	4	3	3	
5	5	4	5	4	5	4	4	5	5	5	5	4	4	5	5	4	4	4	5	5	4	4	4	4	4	4	5	
5	5	4	4	4	5	4	4	4	4	5	4	4	4	4	5	4	4	5	5	4	5	5	5	5	5	5	4	5
1	2	1	2	2	2	2	2	1	1	2	1	2	2	5	4	4	4	1	2	2	1	1	1	2	1	2	2	
4	4	3	3	4	4	3	3	3	4	4	4	3	4	4	4	3	3	4	4	4	3	4	4	3	4	4	4	
5	4	4	5	4	4	4	5	5	4	5	4	4	5	4	4	5	4	5	5	5	5	5	5	5	5	5	4	
5	5	4	4	4	4	5	5	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	5	5	4	5	5	
5	5	4	4	4	4	5	4	4	5	4	4	4	5	4	4	5	5	4	5	5	4	5	4	4	4	4	5	
5	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5	4	5	4	5	4	4	5	5	
4	4	5	5	4	5	5	4	4	5	5	5	4	4	5	5	4	5	4	5	4	5	4	4	4	5	4	4	
4	4	5	5	4	5	4	4	5	5	4	5	5	4	4	5	5	4	5	5	4	5	4	4	4	5	4	4	
4	4	5	5	4	5	4	4	5	5	4	5	5	4	4	5	5	5	4	5	5	4	5	4	4	5	5	4	
5	5	5	4	4	5	4	5	4	5	4	5	5	4	4	5	4	5	4	5	4	4	4	4	5	4	4	5	4
4	4	5	4	4	5	4	5	4	5	5	4	4	5	4	5	4	5	4	4	5	5	4	4	4	4	4	5	
4	5	4	5	5	4	5	5	4	4	5	5	4	4	5	5	4	5	4	4	4	4	4	4	4	4	4	5	
3	3	3	4	3	4	4	3	4	4	4	4	4	3	3	3	3	3	3	3	3	4	4	4	3	4	4	3	3
5	5	5	5	4	5	4	4	4	4	5	4	5	5	4	5	4	5	4	4	5	5	4	4	5	5	5	5	
4	4	4	3	4	4	4	4	3	4	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	4	3	4	
3	2	2	2	2	3	3	3	3	2	3	3	2	3	3	2	3	2	2	2	2	2	2	3	2	3	2	3	
5	4	5	5	5	4	5	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	5	4	
5	5	4	4	4	4	4	5	4	4	5	4	4	5	5	4	4	5	4	4	4	5	4	4	5	4	4	5	
4	4	5	5	5	4	4	5	5	5	4	4	5	5	4	4	5	5	4	4	5	5	5	4	4	5	5	5	
4	5	5	5	5	4	5	4	5	4	5	4	4	4	5	5	4	4	5	4	4	4	4	5	4	4	4	5	
2	2	2	2	2	4	4	4	2	3	2	1	2	2	1	1	1	2	2	1	2	1	1	4	4	4	3	4	
4	5	5	4	4	4	5	5	4	4	4	5	5	4	4	5	5	4	4	5	5	4	4	4	5	5	4	4	
5	4	5	5	5	4	4	4	5	5	4	5	4	5	5	4	5	5	4	5	5	4	5	5	4	5	5	4	
5	5	5	4	5	5	5	5	5	5	4	5	4	4	5	4	4	4	4	5	5	4	4	4	5	5	4	5	
2	1	2	1	2	2	1	2	1	1	2	1	1	1	1	2	1	1	2	1	2	1	1	1	2	2	1	2	
5	5	5	4	5	4	5	4	4	4	5	4	5	5	4	4	5	4	5	5	4	5	5	5	4	5	5	4	
5	4	5	5	5	4	5	4	5	5	2	3	2	2	5	4	5	4	5	5	4	5	5	4	4	4	4	5	
4	4	5	5	4	4	4	5	5	5	5	5	5	4	4	4	5	5	4	4	5	4	5	5	5	5	4	5	
4	4	5	5	5	5	4	4	5	5	5	5	5	4	4	5	4	4	4	4	4	4	4	4	4	5	5	4	
4	5	4	4	5	5	4	4	5	5	4	5	5	5	5	5	4	4	4	4	5	5	4	4	5	4	4	4	
5	4	5	4	4	5	4	5	4	5	4	5	5	4	4	5	5	4	4	5	5	4	4	5	5	5	4	4	5
4	5	5	4	4	4	5	5	5	4	4	4	5	5	4	4	5	4	4	4	4	4	5	4	4	4	4	5	5
3	4	4	3	4	4	3	3	3	3	4	4	3	4	4	4	4	3	3	3	4	3	3	4	3	4	3	3	
5	5	5	4	5	4	5	5	4	4	5	5	5	5	4	5	5	4	5	4	4	5	4	4	5	5	4	4	
3	3	2	2	3	3	3	2	2	3	3	3	2	2	3	3	2	2	3	3	2	2	3	3	3	2	2	3	
5	4	5	4	4	5	5	4	5	5	4	5	5	4	4	5	5	4	5	5	5	4	4	5	5	5	5	5	
2	2	2	1	1	4	2	4	4	3	4	2	2	3	2	1	1	2	2	2	2	2	1	2	2	2	1	2	2
4	5	4	4	4	4	4	4	4	5	4	5	4	4	5	4	5	5	4	5	4	5	4	4	4	5	5	5	



3	4	4	4	3	3	3	3	4	3	4	4	3	4	3	3	3	3	4	4	4	3	3	3	4	3	3	4
5	4	4	4	5	5	4	4	4	5	5	4	4	4	5	4	4	4	5	4	4	4	5	5	4	4	4	5
4	4	4	4	3	3	3	4	4	4	4	3	4	3	4	4	4	3	3	3	3	3	4	3	4	4	4	4
5	5	5	4	4	5	5	4	4	4	5	5	5	5	5	4	5	5	5	4	4	5	5	4	4	4	4	5
1	2	2	2	2	4	3	4	2	3	1	1	1	1	4	4	3	5	2	2	2	1	1	2	2	2	1	2
4	5	4	4	5	4	5	5	4	5	5	4	5	4	4	4	5	5	4	5	5	5	5	4	5	4	4	4
4	5	4	4	4	4	5	4	4	4	4	5	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	4
5	5	5	4	5	3	3	3	3	2	2	3	3	2	2	3	2	3	2	3	2	2	2	2	2	3	3	3
5	4	4	5	5	5	4	4	5	4	5	4	4	4	5	4	4	5	5	4	5	5	4	4	4	5	5	5
5	5	5	5	5	5	5	5	4	4	5	4	5	4	5	4	5	4	4	4	5	5	2	3	3	3	2	
4	4	4	4	5	5	5	4	5	5	4	5	4	5	5	5	5	4	5	5	4	4	5	3	2	3	2	2
4	5	5	5	5	5	4	5	5	4	4	4	5	5	4	4	4	4	5	5	5	4	5	5	4	4	5	5
4	5	4	4	4	4	5	4	4	4	4	5	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	4
3	4	3	3	5	4	4	4	5	5	1	1	2	2	2	2	1	1	2	4	2	3	2	1	4	2	4	3
3	2	2	3	3	5	5	5	5	5	5	5	5	4	4	5	5	5	5	4	4	4	5	5	4	4	4	5
5	5	5	5	5	4	5	5	4	4	4	5	5	4	5	5	5	5	4	5	4	5	4	2	2	4	3	3
5	4	5	4	4	4	5	5	5	4	4	4	5	4	5	4	5	5	4	5	4	5	5	4	5	5	4	5
2	2	2	2	2	5	5	5	4	4	3	2	3	2	3	2	2	3	2	2	3	3	4	4	3	5	5	5
4	4	5	5	5	4	4	4	5	4	4	4	4	5	4	5	5	4	5	5	5	5	4	5	4	5	4	5
5	4	3	4	3	2	3	2	2	3	5	4	4	2	5	5	2	2	2	3	4	4	3	3	4	5	5	5
5	5	5	5	5	2	2	3	2	2	3	3	2	3	2	3	2	2	3	2	3	2	2	3	2	2	2	3
5	5	4	5	5	4	4	4	4	5	4	4	3	3	4	4	4	5	5	4	5	5	4	5	4	5	5	5
3	4	3	3	3	3	4	3	4	4	4	3	3	4	3	4	3	4	4	4	4	3	4	3	3	4	3	3
5	4	5	5	5	5	4	4	4	5	4	4	5	5	3	3	2	3	5	5	4	5	5	5	5	4	5	5
5	4	5	4	4	4	3	3	4	4	4	4	5	5	5	4	5	4	4	4	4	3	4	5	5	5	5	5
4	4	5	4	5	4	3	3	3	3	4	5	5	4	5	4	5	5	4	4	4	4	4	5	4	4	4	4
4	4	4	5	5	4	4	4	5	5	4	4	4	5	4	4	4	5	4	4	4	5	5	4	4	4	5	5
5	4	4	5	4	5	4	4	4	4	5	4	4	5	4	5	4	4	4	5	4	4	5	5	4	5	4	5
3	3	3	4	3	3	3	4	4	3	3	3	4	3	3	3	4	3	4	3	3	3	3	3	4	3	4	3
4	4	4	4	5	2	2	2	3	3	4	5	5	4	5	5	4	5	5	5	5	5	4	5	4	4	4	5
4	4	4	5	4	5	4	4	4	5	4	5	4	4	4	5	5	4	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	2	4	4	1	2	4	3	3	4	1	1	1	2	2	2	1	2	1	1	1	2	2	1
3	3	3	3	2	3	2	3	3	3	3	3	2	2	3	3	3	2	3	3	2	2	3	5	2	3	3	2
5	5	4	5	5	5	4	4	5	5	4	5	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4
4	4	4	4	5	3	2	2	2	2	5	5	5	5	4	4	5	4	5	4	4	4	5	4	4	4	5	4
3	2	3	2	3	2	2	2	3	3	2	2	3	3	3	2	2	3	2	2	3	3	3	2	2	2	3	3
5	4	5	4	4	4	4	4	5	4	4	4	4	4	5	4	4	5	5	5	4	4	4	4	4	5	4	4
5	4	5	5	4	2	2	2	3	3	5	4	4	5	4	4	4	5	4	4	4	4	5	5	5	5	4	4
5	4	5	4	4	5	4	4	5	4	4	4	5	5	4	5	4	5	4	4	5	5	4	4	4	5	5	4
4	5	4	4	4	5	5	4	5	5	4	5	5	4	4	5	4	5	5	5	4	4	5	5	4	5	5	4
4	3	3	4	3	3	4	3	4	4	3	4	3	3	3	4	4	4	3	4	4	3	3	3	4	3	4	4
2	2	2	2	2	2	2	2	1	1	2	3	2	3	5	4	5	5	2	2	3	4	3	3	3	2	4	3
4	5	5	4	5	4	5	4	4	5	4	5	5	5	5	5	4	4	5	5	4	5	4	5	5	4	5	4
4	5	5	4	5	5	4	4	5	4	5	5	4	4	4	4	5	4	5	5	5	4	4	5	4	5	5	5
3	2	3	3	3	4	4	3	3	4	4	4	4	4	5	4	5	5	5	4	5	5	4	5	5	5	5	5

### Lampiran 3. Distribusi Jawaban Responden

#### Frequencies

Statistics						
	N		Mean	Std. Deviation	Minimum	Maximum
	Valid	Missing				
PQ1	397	0	4.04	.96	1	5
PQ2	397	0	4.08	.97	1	5
PQ3	397	0	4.07	.95	1	5
PQ4	397	0	4.03	.98	1	5
PQ5	397	0	4.02	.98	1	5
SV1	397	0	4.03	.98	1	5
SV2	397	0	4.01	.96	1	5
SV3	397	0	3.96	.98	1	5
SV4	397	0	4.00	1.01	1	5
SV5	397	0	4.02	.99	1	5
PV1	397	0	4.05	.95	1	5
PV2	397	0	4.01	.94	1	5
PV3	397	0	4.02	1.00	1	5
PV4	397	0	4.01	.98	1	5
FV1	397	0	4.01	.95	1	5
FV2	397	0	4.00	1.01	1	5
FV3	397	0	4.02	1.01	1	5
FV4	397	0	3.99	1.02	1	5
PD1	397	0	4.02	.98	1	5
PD2	397	0	4.04	.99	1	5
PD3	397	0	3.99	.99	1	5
PD4	397	0	3.99	1.02	1	5
PD5	397	0	3.98	.97	1	5
SM1	397	0	4.02	.97	1	5
SM2	397	0	4.03	.96	1	5
SM3	397	0	4.02	.99	1	5
SM4	397	0	4.10	.98	1	5
SM5	397	0	4.07	.98	1	5

#### Frequency Table

Jenis Kelamin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	245	61.7	61.7	61.7
	Perempuan	152	38.3	38.3	100.0
	Total	397	100.0	100.0	

**Usia (Tahun)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > 55	67	16.9	16.9	16.9
17 - 25	81	20.4	20.4	37.3
26 - 35	86	21.7	21.7	58.9
36 - 45	95	23.9	23.9	82.9
46 - 55	68	17.1	17.1	100.0
Total	397	100.0	100.0	

**Domisili Saat Ini (Pulau)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Jawa	211	53.1	53.1	53.1
Kalimantan	29	7.3	7.3	60.5
Maluku	28	7.1	7.1	67.5
Nusa Tenggara dan Bali	28	7.1	7.1	74.6
Papua	27	6.8	6.8	81.4
Sulawesi	28	7.1	7.1	88.4
Sumatera	46	11.6	11.6	100.0
Total	397	100.0	100.0	

**Tingkat Pendidikan Terakhir**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Diploma/S1	253	63.7	63.7	63.7
S2/S3	93	23.4	23.4	87.2
SD	6	1.5	1.5	88.7
SMA/SMK/Sederajat	37	9.3	9.3	98.0
SMP/Sederajat	8	2.0	2.0	100.0
Total	397	100.0	100.0	

**Pekerjaan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ibu Rumah Tangga	5	1.3	1.3	1.3
Mahasiswa	8	2.0	2.0	3.3
Pekerja Manajerial	48	12.1	12.1	15.4
Pekerja Operasional	75	18.9	18.9	34.3
Pelajar	3	.8	.8	35.0
Pengusaha	132	33.2	33.2	68.3
Petani	6	1.5	1.5	69.8
Profesional	120	30.2	30.2	100.0
Total	397	100.0	100.0	

**Pendapatan per Bulan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp 10.000.000	50	12.6	12.6	12.6
> Rp 50.000.000	59	14.9	14.9	27.5
Rp 10.000.001 - Rp 20.000.000	108	27.2	27.2	54.7
Rp 20.000.001 - Rp 30.000.000	60	15.1	15.1	69.8
Rp 30.000.001 - Rp 40.000.000	61	15.4	15.4	85.1
Rp 40.000.001 - Rp 50.000.000	59	14.9	14.9	100.0
Total	397	100.0	100.0	

**Dimana anda mendapatkan informasi mengenai mobil listrik?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Berita	31	7.8	7.8	7.8
Koran	31	7.8	7.8	15.6
Lainnya	30	7.6	7.6	23.2
Majalah	31	7.8	7.8	31.0
Media Sosial	243	61.2	61.2	92.2
Orang Terdekat	31	7.8	7.8	100.0
Total	397	100.0	100.0	

**PQ1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	6	1.5	1.5	1.5
2.00	30	7.6	7.6	9.1
3.00	49	12.3	12.3	21.4
4.00	169	42.6	42.6	64.0
5.00	143	36.0	36.0	100.0
Total	397	100.0	100.0	

**PQ2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	7	1.8	1.8	1.8
2.00	31	7.8	7.8	9.6
3.00	37	9.3	9.3	18.9
4.00	170	42.8	42.8	61.7
5.00	152	38.3	38.3	100.0
Total	397	100.0	100.0	



**PQ3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	1.5	1.5	1.5
	2.00	24	6.0	6.0	7.6
	3.00	57	14.4	14.4	21.9
	4.00	160	40.3	40.3	62.2
	5.00	150	37.8	37.8	100.0
	Total	397	100.0	100.0	

**PQ4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	27	6.8	6.8	9.3
	3.00	45	11.3	11.3	20.7
	4.00	174	43.8	43.8	64.5
	5.00	141	35.5	35.5	100.0
	Total	397	100.0	100.0	

**PQ5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	26	6.5	6.5	9.1
	3.00	50	12.6	12.6	21.7
	4.00	173	43.6	43.6	65.2
	5.00	138	34.8	34.8	100.0
	Total	397	100.0	100.0	

**SV1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	25	6.3	6.3	8.8
	3.00	52	13.1	13.1	21.9
	4.00	168	42.3	42.3	64.2
	5.00	142	35.8	35.8	100.0
	Total	397	100.0	100.0	

**SV2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	1.8	1.8	1.8
	2.00	32	8.1	8.1	9.8
	3.00	43	10.8	10.8	20.7
	4.00	184	46.3	46.3	67.0
	5.00	131	33.0	33.0	100.0
	Total	397	100.0	100.0	

**SV3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	2.0	2.0	2.0
	2.00	32	8.1	8.1	10.1
	3.00	53	13.4	13.4	23.4
	4.00	179	45.1	45.1	68.5
	5.00	125	31.5	31.5	100.0
	Total	397	100.0	100.0	

**SV4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	3.5	3.5	3.5
	2.00	24	6.0	6.0	9.6
	3.00	46	11.6	11.6	21.2
	4.00	177	44.6	44.6	65.7
	5.00	136	34.3	34.3	100.0
	Total	397	100.0	100.0	

**SV5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	2.8	2.8	2.8
	2.00	25	6.3	6.3	9.1
	3.00	50	12.6	12.6	21.7
	4.00	172	43.3	43.3	65.0
	5.00	139	35.0	35.0	100.0
	Total	397	100.0	100.0	

**PV1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	22	5.5	5.5	8.1
	3.00	42	10.6	10.6	18.6
	4.00	188	47.4	47.4	66.0
	5.00	135	34.0	34.0	100.0
	Total	397	100.0	100.0	

**PV2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	22	5.5	5.5	7.8
	3.00	54	13.6	13.6	21.4
	4.00	185	46.6	46.6	68.0
	5.00	127	32.0	32.0	100.0
	Total	397	100.0	100.0	

**PV3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	30	7.6	7.6	9.8
	3.00	49	12.3	12.3	22.2
	4.00	165	41.6	41.6	63.7
	5.00	144	36.3	36.3	100.0
	Total	397	100.0	100.0	

**PV4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	2.8	2.8	2.8
	2.00	24	6.0	6.0	8.8
	3.00	51	12.8	12.8	21.7
	4.00	177	44.6	44.6	66.2
	5.00	134	33.8	33.8	100.0
	Total	397	100.0	100.0	

**FV1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	21	5.3	5.3	7.8
	3.00	55	13.9	13.9	21.7
	4.00	179	45.1	45.1	66.8
	5.00	132	33.2	33.2	100.0
	Total	397	100.0	100.0	

**FV2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	3.5	3.5	3.5
	2.00	26	6.5	6.5	10.1
	3.00	41	10.3	10.3	20.4
	4.00	181	45.6	45.6	66.0
	5.00	135	34.0	34.0	100.0
	Total	397	100.0	100.0	

**FV3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	33	8.3	8.3	10.6
	3.00	46	11.6	11.6	22.2
	4.00	162	40.8	40.8	63.0
	5.00	147	37.0	37.0	100.0
	Total	397	100.0	100.0	

**FV4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	2.8	2.8	2.8
	2.00	32	8.1	8.1	10.8
	3.00	43	10.8	10.8	21.7
	4.00	173	43.6	43.6	65.2
	5.00	138	34.8	34.8	100.0
	Total	397	100.0	100.0	

**PD1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	29	7.3	7.3	9.6
	3.00	46	11.6	11.6	21.2
	4.00	173	43.6	43.6	64.7
	5.00	140	35.3	35.3	100.0
	Total	397	100.0	100.0	

**PD2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	30	7.6	7.6	9.8
	3.00	45	11.3	11.3	21.2
	4.00	167	42.1	42.1	63.2
	5.00	146	36.8	36.8	100.0
	Total	397	100.0	100.0	

**PD3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	32	8.1	8.1	10.6
	3.00	41	10.3	10.3	20.9
	4.00	183	46.1	46.1	67.0
	5.00	131	33.0	33.0	100.0
	Total	397	100.0	100.0	

**PD4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	3.3	3.3	3.3
	2.00	26	6.5	6.5	9.8
	3.00	50	12.6	12.6	22.4
	4.00	169	42.6	42.6	65.0
	5.00	139	35.0	35.0	100.0
	Total	397	100.0	100.0	

**PD5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	3.0	3.0	3.0
	2.00	18	4.5	4.5	7.6
	3.00	63	15.9	15.9	23.4
	4.00	178	44.8	44.8	68.3
	5.00	126	31.7	31.7	100.0
	Total	397	100.0	100.0	

**SM1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	28	7.1	7.1	9.3
	3.00	44	11.1	11.1	20.4
	4.00	182	45.8	45.8	66.2
	5.00	134	33.8	33.8	100.0
	Total	397	100.0	100.0	

**SM2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	24	6.0	6.0	8.3
	3.00	52	13.1	13.1	21.4
	4.00	173	43.6	43.6	65.0
	5.00	139	35.0	35.0	100.0
	Total	397	100.0	100.0	

**SM3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	30	7.6	7.6	9.8
	3.00	45	11.3	11.3	21.2
	4.00	172	43.3	43.3	64.5
	5.00	141	35.5	35.5	100.0
	Total	397	100.0	100.0	

**SM4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	1.8	1.8	1.8
	2.00	29	7.3	7.3	9.1
	3.00	45	11.3	11.3	20.4
	4.00	154	38.8	38.8	59.2
	5.00	162	40.8	40.8	100.0
	Total	397	100.0	100.0	

**SM5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	2.8	2.8	2.8
	2.00	19	4.8	4.8	7.6
	3.00	53	13.4	13.4	20.9
	4.00	163	41.1	41.1	62.0
	5.00	151	38.0	38.0	100.0
	Total	397	100.0	100.0	

#### Lampiran 4. Uji Statistik Deskriptif dan Korelasi Pearson

- Hasil Uji Statistik Deskriptif**

Variabel	Minimum	Maksimum	Mean	Stdev
PQ	1	5	4.05	0.97
SV	1	5	4.00	0.98
PV	1	5	4.02	0.97
FV	1	5	4.01	1.00
PD	1	5	4.00	0.99
SM	1	5	4.05	0.98

- Hasil Uji Korelasi Pearson**

		PQ	SV	PV	PD	SM
PQ	Pearson Correlation	1	.812(**)	.840(**)	.839(**)	.801(**)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	397	397	397	397	397
SV	Pearson Correlation	.812(**)	1	.833(**)	.811(**)	.809(**)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	397	397	397	397	397
PV	Pearson Correlation	.840(**)	.833(**)	1	.837(**)	.849(**)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	397	397	397	397	397
PD	Pearson Correlation	.839(**)	.811(**)	.837(**)	1	.827(**)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	397	397	397	397	397
SM	Pearson Correlation	.801(**)	.809(**)	.849(**)	.827(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	397	397	397	397	397



### Lampiran 5. Hasil Evaluasi Model Pengukuran

- Hasil Perhitungan *Outer Loading*

	FV	PD	PQ	PV	SM	SV
FV1	0.894					
FV2	0.891					
FV3	0.893					
FV4	0.897					
PD1		0.893				
PD2		0.889				
PD3		0.890				
PD4		0.876				
PD5		0.879				
PQ1			0.884			
PQ2			0.883			
PQ3			0.890			
PQ4			0.890			
PQ5			0.892			
PV1				0.884		
PV2				0.888		
PV3				0.891		
PV4				0.879		
SM1					0.877	
SM2					0.882	
SM3					0.889	
SM4					0.882	
SM5					0.888	
SV1						0.888
SV2						0.876
SV3						0.878
SV4						0.884
SV5						0.887

- Perhitungan *Average Variance Extracted (AVE)*

	<i>Average Variance Extracted (AVE)</i>
PQ	0.799
SV	0.784
PV	0.788

<b>FV</b>	<b>0.784</b>
<b>PD</b>	<b>0.781</b>
<b>SM</b>	<b>0.779</b>

• **Perhitungan *Cross Loading***

	<b>FV</b>	<b>PD</b>	<b>PQ</b>	<b>PV</b>	<b>SM</b>	<b>SV</b>
<b>FV1</b>	<b>0.894</b>	0.758	0.688	0.731	0.694	0.711
<b>FV2</b>	<b>0.891</b>	0.774	0.745	0.767	0.737	0.741
<b>FV3</b>	<b>0.893</b>	0.757	0.709	0.768	0.733	0.732
<b>FV4</b>	<b>0.897</b>	0.756	0.727	0.773	0.738	0.754
<b>PD1</b>	0.748	<b>0.893</b>	0.732	0.750	0.749	0.719
<b>PD2</b>	0.746	<b>0.889</b>	0.752	0.727	0.705	0.723
<b>PD3</b>	0.755	<b>0.890</b>	0.748	0.746	0.743	0.714
<b>PD4</b>	0.781	<b>0.876</b>	0.751	0.752	0.737	0.705
<b>PD5</b>	0.742	<b>0.879</b>	0.732	0.730	0.727	0.730
<b>PQ1</b>	0.706	0.762	<b>0.884</b>	0.733	0.710	0.703
<b>PQ2</b>	0.702	0.728	<b>0.883</b>	0.750	0.721	0.712
<b>PQ3</b>	0.709	0.722	<b>0.890</b>	0.768	0.716	0.731
<b>PQ4</b>	0.736	0.753	<b>0.890</b>	0.756	0.719	0.736
<b>PQ5</b>	0.709	0.759	<b>0.892</b>	0.720	0.689	0.723
<b>PV1</b>	0.731	0.712	0.735	<b>0.884</b>	0.766	0.722
<b>PV2</b>	0.771	0.754	0.749	<b>0.888</b>	0.722	0.735
<b>PV3</b>	0.769	0.756	0.746	<b>0.891</b>	0.768	0.761
<b>PV4</b>	0.741	0.744	0.746	<b>0.879</b>	0.751	0.730
<b>SM1</b>	0.711	0.726	0.685	0.747	<b>0.877</b>	0.693
<b>SM2</b>	0.710	0.731	0.693	0.750	<b>0.882</b>	0.709
<b>SM3</b>	0.737	0.757	0.737	0.783	<b>0.889</b>	0.735
<b>SM4</b>	0.727	0.718	0.726	0.760	<b>0.882</b>	0.731
<b>SM5</b>	0.701	0.722	0.698	0.708	<b>0.888</b>	0.705
<b>SV1</b>	0.733	0.734	0.711	0.743	0.715	<b>n</b>
<b>SV2</b>	0.740	0.695	0.712	0.734	0.698	<b>0.876</b>
<b>SV3</b>	0.695	0.687	0.716	0.718	0.703	<b>0.878</b>
<b>SV4</b>	0.727	0.723	0.721	0.750	0.731	<b>0.884</b>
<b>SV5</b>	0.734	0.737	0.726	0.728	0.722	<b>0.887</b>

• **Perhitungan Fornell Larcker Criterion**

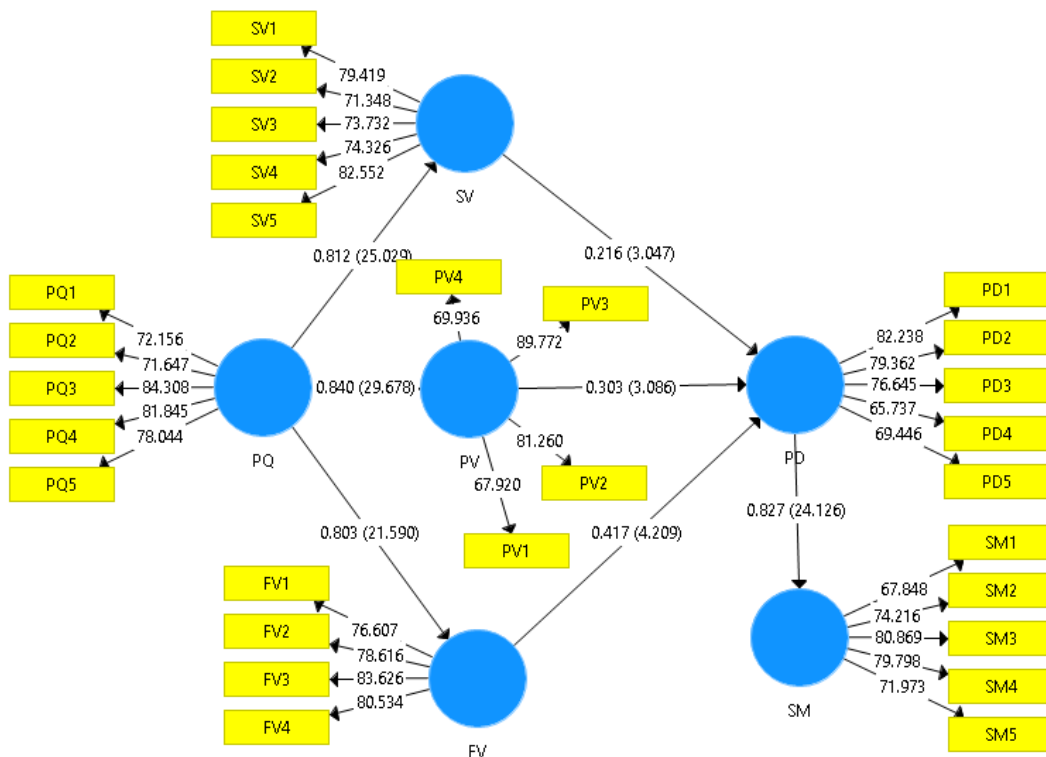
	<b>FV</b>	<b>PD</b>	<b>PQ</b>	<b>PV</b>	<b>SM</b>	<b>SV</b>
--	-----------	-----------	-----------	-----------	-----------	-----------

<b>FV</b>	0.894					
<b>PD</b>	0.852	0.886				
<b>PQ</b>	0.803	0.839	0.888			
<b>PV</b>	0.850	0.837	0.840	0.886		
<b>SM</b>	0.812	0.827	0.801	0.849	0.884	
<b>SV</b>	0.822	0.811	0.812	0.832	0.809	0.883

- **Perhitungan *Cronbach's Alpha* dan *Composite Reliability***

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
<b>FV</b>	<b>0.916</b>	<b>0.941</b>
<b>PD</b>	<b>0.931</b>	<b>0.948</b>
<b>PQ</b>	<b>0.933</b>	<b>0.949</b>
<b>PV</b>	<b>0.908</b>	<b>0.936</b>
<b>SM</b>	<b>0.930</b>	<b>0.947</b>
<b>SV</b>	<b>0.929</b>	<b>0.946</b>

- **Gambar Model Pengukuran**



### Lampiran 6. Hasil Uji Model Struktural

- **Perhitungan R-Square**

	<b>SSO</b>	<b>SSE</b>	<b>Q<sup>2</sup> (=1-SSE/SSO)</b>
<b>FV</b>	1588.000	779.110	0.509
<b>PD</b>	1985.000	778.365	0.608
<b>PQ</b>	1985.000	1985.000	
<b>PV</b>	1588.000	716.660	0.549
<b>SM</b>	1985.000	934.119	0.529
<b>SV</b>	1985.000	971.669	0.510

- **Perhitungan F-Square**

	<b>FV</b>	<b>PD</b>	<b>PV</b>	<b>SM</b>	<b>SV</b>
<b>FV</b>		<b>0.189</b>			
<b>PD</b>				<b>2.164</b>	
<b>PQ</b>	<b>1.814</b>		<b>2.396</b>		<b>1.942</b>
<b>PV</b>		<b>0.094</b>			
<b>SM</b>					
<b>SV</b>		<b>0.056</b>			

### Lampiran 7. Perhitungan *Model Fit*

	<b>Saturated Model</b>	<b>Estimated Model</b>
<b>SRMR</b>	0.031	0.103
<b>d_ ULS</b>	0.384	4.298
<b>d_ G</b>	0.419	0.647
<b>Chi-Square</b>	995.209	1268.431
<b>NFI</b>	0.915	0.892

### Lampiran 8. Hasil Pengujian *Path Coefficient*

Hiotesis	Hubungan Variabel	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Keterangan
1	PQ -> SV	0.812	25.029	0.000	Signifikan
2	PQ -> PV	0.840	29.678	0.000	Signifikan
3	PQ -> FV	0.803	21.590	0.000	Signifikan
4	SV -> PD	0.216	3.047	0.002	Signifikan
5	PV -> PD	0.303	3.086	0.002	Signifikan
6	FV -> PD	0.417	4.209	0.000	Signifikan
7	PD -> SM	0.827	24.126	0.000	Signifikan