Lampiran A



Lampiran B



Lampiran C



Lampiran D

Lampiran E

Lampiran F

Motor A

|  |
| --- |
| **Rotated Component Matrixa** |
|  | Component |
| 1 | 2 | 3 | 4 |
| 1. Berkualitas
 | **,448** | ,323 | ,344 | -,042 |
| 1. Nyaman
 | ,570 | ,062 | **,663** | -,016 |
| 1. Ringan
 | ,089 | ,061 | **,850** | ,226 |
| 1. Ramping Gesit
 | ,124 | -,010 | **,886** | ,174 |
| 1. Digunakan Keluarga
 | **,680** | -,148 | ,019 | -,007 |
| 1. Terkait Status
 | -,133 | **,782** | ,113 | ,201 |
| 1. Berbeda/Menonjol
 | ,291 | **,802** | -,017 | -,060 |
| 1. Diterima Lingkungan
 | ,246 | **,758** | ,005 | ,167 |
| 1. Menyenangkan
 | **,673** | ,396 | ,192 | ,312 |
| 1. Relaks dan Santai
 | **,701** | ,261 | ,120 | ,226 |
| 1. Percaya Diri
 | **,779** | ,245 | ,143 | ,196 |
| 1. Bebas dan Mudah
 | **,675** | ,178 | ,309 | ,354 |
| 1. Feminin
 | ,360 | ,195 | ,131 | **,434** |
| 1. Kemandirian
 | ,401 | ,399 | -,010 | **,547** |
| 1. Ramah Lingkungan
 | ,376 | ,292 | ,073 | **,620** |
| 1. Ekonomis dan Murah
 | -,054 | -,094 | ,259 | **,756** |
| Extraction Method: Principal Component Analysis.  Rotation Method: Varimax with Kaiser Normalization. |
| a. Rotation converged in 7 iterations. |

Motor B

|  |
| --- |
| **Rotated Component Matrixa** |
|  | Component |
| 1 | 2 |
| 1. Berkualitas
 | **,689** | ,377 |
| 1. Nyaman
 | **,798** | ,347 |
| 1. Ringan
 | **,797** | ,236 |
| 1. Ramping Gesit
 | **,792** | ,144 |
| 1. Digunakan Keluarga
 | **,668** | ,213 |
| 1. Terkait Status
 | ,215 | **,778** |
| 1. Berbeda/Menonjol
 | ,231 | **,823** |
| 1. Diterima Lingkungan
 | ,135 | **,832** |
| 1. Menyenangkan
 | **,708** | ,465 |
| 1. Relaks dan Santai
 | **,808** | ,380 |
| 1. Percaya Diri
 | ,526 | **,669** |
| 1. Bebas dan Mudah
 | **,757** | ,374 |
| 1. Feminin
 | **,626** | ,296 |
| 1. Kemandirian
 | ,510 | **,579** |
| 1. Ramah Lingkungan
 | **,616** | ,497 |
| 1. Ekonomis dan Murah
 | **,742** | ,058 |
| Extraction Method: Principal Component Analysis.  Rotation Method: Varimax with Kaiser Normalization. |
| a. Rotation converged in 3 iterations. |

Motor C

|  |
| --- |
| **Rotated Component Matrixa** |
|  | Component |
| 1 | 2 | 3 |
| 1. Berkualitas
 | **,754** | ,058 | ,260 |
| 1. Nyaman
 | **,699** | ,451 | ,175 |
| 1. Ringan
 | ,257 | **,773** | ,226 |
| 1. Ramping Gesit
 | ,263 | **,743** | ,136 |
| 1. Digunakan Keluarga
 | **,744** | ,184 | ,046 |
| 1. Terkait Status
 | ,234 | ,169 | **,829** |
| 1. Berbeda/Menonjol
 | ,235 | ,062 | **,897** |
| 1. Diterima Lingkungan
 | ,283 | ,126 | **,808** |
| 1. Menyenangkan
 | **,788** | ,307 | ,318 |
| 1. Relaks dan Santai
 | **,722** | ,493 | ,257 |
| 1. Percaya Diri
 | **,747** | ,293 | ,374 |
| 1. Bebas dan Mudah
 | **,700** | ,495 | ,217 |
| 1. Feminin
 | ,211 | **,808** | ,206 |
| 1. Kemandirian
 | **,628** | ,273 | ,397 |
| 1. Ramah Lingkungan
 | **,631** | ,371 | ,255 |
| 1. Ekonomis dan Murah
 | ,200 | **,574** | -,080 |
| Extraction Method: Principal Component Analysis.  Rotation Method: Varimax with Kaiser Normalization. |
| a. Rotation converged in 5 iterations. |

Motor D

|  |
| --- |
| **Rotated Component Matrixa** |
|  | Component |
| 1 | 2 | 3 |
| 1. Berkualitas
 | **,647** | -,091 | ,249 |
| 1. Nyaman
 | **,746** | ,251 | ,067 |
| 1. Ringan
 | ,145 | **,833** | ,061 |
| 1. Ramping Gesit
 | ,238 | **,751** | ,134 |
| 1. Digunakan Keluarga
 | ,147 | **,580** | ,127 |
| 1. Terkait Status
 | ,135 | ,106 | **,870** |
| 1. Berbeda/Menonjol
 | ,294 | -,101 | **,751** |
| 1. Diterima Lingkungan
 | ,272 | ,172 | **,817** |
| 1. Menyenangkan
 | **,600** | ,445 | ,193 |
| 1. Relaks dan Santai
 | **,848** | ,246 | ,042 |
| 1. Percaya Diri
 | **,660** | ,164 | ,362 |
| 1. Bebas dan Mudah
 | **,605** | ,427 | ,166 |
| 1. Feminin
 | ,388 | **,702** | ,041 |
| 1. Kemandirian
 | **,720** | ,213 | ,287 |
| 1. Ramah Lingkungan
 | **,696** | ,118 | ,198 |
| 1. Ekonomis dan Murah
 | -,014 | **,760** | -,144 |
| Extraction Method: Principal Component Analysis.  Rotation Method: Varimax with Kaiser Normalization. |
| a. Rotation converged in 6 iterations. |
|  |

Motor E

|  |
| --- |
| **Rotated Component Matrixa** |
|  | Component |
| 1 | 2 | 3 |
| 1. Berkualitas
 | **,688** | -,157 | ,234 |
| 1. Nyaman
 | **,712** | ,278 | -,014 |
| 1. Ringan
 | ,036 | **,887** | ,045 |
| 1. Ramping Gesit
 | ,166 | **,858** | ,121 |
| 1. Digunakan Keluarga
 | ,290 | **,491** | ,130 |
| 1. Terkait Status
 | ,169 | ,023 | **,821** |
| 1. Berbeda/Menonjol
 | ,343 | -,007 | **,778** |
| 1. Diterima Lingkungan
 | ,252 | ,196 | **,833** |
| 1. Menyenangkan
 | **,850** | ,158 | ,243 |
| 1. Relaks dan Santai
 | **,800** | ,341 | ,065 |
| 1. Percaya Diri
 | **,806** | ,132 | ,354 |
| 1. Bebas dan Mudah
 | **,661** | ,445 | ,191 |
| 1. Feminin
 | ,062 | **,794** | ,150 |
| 1. Kemandirian
 | **,771** | ,150 | ,238 |
| 1. Ramah Lingkungan
 | **,625** | ,083 | ,390 |
| 1. Ekonomis dan Murah
 | ,178 | **,664** | -,199 |
| Extraction Method: Principal Component Analysis.  Rotation Method: Varimax with Kaiser Normalization. |
| a. Rotation converged in 6 iterations. |

Motor F

|  |
| --- |
| **Rotated Component Matrixa** |
|  | Component |
| 1 | 2 | 3 | 4 |
| 1. Berkualitas
 | **,760** | ,090 | ,336 | -,052 |
| 1. Nyaman
 | **,885** | ,072 | ,165 | ,028 |
| 1. Ringan
 | **,788** | ,100 | -,051 | ,267 |
| 1. Ramping Gesit
 | **,755** | ,213 | -,010 | ,317 |
| 1. Digunakan Keluarga
 | ,355 | ,352 | -,087 | **,551** |
| 1. Terkait Status
 | ,113 | **,800** | ,135 | -,054 |
| 1. Berbeda/Menonjol
 | ,139 | **,777** | ,195 | ,060 |
| 1. Diterima Lingkungan
 | ,126 | **,826** | ,043 | ,135 |
| 1. Menyenangkan
 | **,791** | ,275 | ,372 | ,026 |
| 1. Relaks dan Santai
 | **,837** | ,123 | ,140 | ,214 |
| 1. Percaya Diri
 | **,565** | ,412 | ,554 | -,079 |
| 1. Bebas dan Mudah
 | **,527** | ,354 | ,482 | -,019 |
| 1. Feminin
 | ,061 | ,049 | **,844** | ,149 |
| 1. Kemandirian
 | ,222 | ,403 | **,413** | -,004 |
| 1. Ramah Lingkungan
 | ,240 | ,281 | **,539** | ,419 |
| 1. Ekonomis dan Murah
 | ,085 | -,115 | ,222 | **,837** |
| Extraction Method: Principal Component Analysis.  Rotation Method: Varimax with Kaiser Normalization. |
| a. Rotation converged in 8 iterations. |