

*Lampiran 1*

## **KUESIONER PENELITIAN**

Assalamu'alaikum Wr.Wb.

Dengan Hormat,

Yang bertanda tangan dibawah ini, saya:

Nama : Rinda Widyawati

Nim : 2013115446

Saat ini sedang menyelesaikan karya ilmiah (skripsi) Jurusan Ekonomi Syariah S1, Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri (IAIN) dengan judul “ Analisis Faktot-faktor Yang Mempengaruhi Minat Masyarakat Pekalongan Berbisnis Dengan Sistem Multi Level Marketing (Studi Kasus: PT. Natural Nusantara)

Untuk membantu kelancaran terdsebut, saya mohon kesediaan saudara / saudari untuk mengisi daftar pernyataan yang ada pada kuesioner ini. Peran saudara / saudari akan sangat membantu keberhasilan penelitian ini.

Berdasarkan kode etik penelitian ilmiah, saya akan menjamin kerahasiaan informasi yang saudara / saudari berikan, atas kerjasama dan kesediaan saudara / saudari mengisi kuesioner ini, saya ucapkan terima kasih.

Wassalamu'alaikum Wr.Wb.

Pekalongan, 05 Agustus 2021

Hormat saya,



Rinda Widyawati  
NIM. 2013115446

No. Responden :

### Kuisisioner Penelitian

#### Determinasi Faktor Minat Masyarakat Pekalongan Sebagai Distributor *Multi Level Marketing* (MLM) PT.Natural Nusantara Cabang Pekalongan G.1866”.

Petunjuk:

Jawablah pertanyaan dibawah ini dengan mengisi titik - titik pada setiap pertanyaan atau dengan memberikan tanda centang (√) pada kolom jawaban dan yang tersedia dan yang paling cocok dengan keadaan sebenarnya.

#### IDENTITAS RESPONDEN

1. Nama : .....
2. Usia : ..... Tahun
3. Alamat : .....
4. Pendidikan terakhir :  SD / MSI  SMA/SMK  
 SMP / MTS D-1/  / S-1
5. Jenis Kelamin :  Laki-laki  Perempuan
6. Point Value :  0 - 4.999 PV  5.001 - 9.999 PV  
 5.000 PV  10.000 PV
7. Jenjang :  Manager  Pearl Manager  
 Silver Manager  Emerald Manager
8. Pendapatan : <Rp. 500.000  
<Rp. 500.000 – Rp. 1.000.000  
<Rp. 1.000.000 – Rp. 3.000.000  
<Rp. 3.000.000 – Rp. 5.000.000

**Keterangan :**

1 = Sangat Tidak Setuju, 2 = Tidak Setuju, 3 = Ragu –ragu, 4 = Setuju, 5 = Sangat Setuju.

| No | MODAL (X <sub>1</sub> )<br>Pernyataan      | Nilai |   |    |    |     |
|----|--|-------|---|----|----|-----|
|    |  | 5     | 4 | 3  | 2  | 1   |
|    |  | SS    | S | RG | TS | STS |
| 1. | Modal (dana) berasal dari sendiri          |       |   |    |    |     |
| 2. | Modal (dana) berasal dari pinjaman (asing) |       |   |    |    |     |

| No | KUALITAS PRODUK (X <sub>2</sub> )<br>Pernyataan   | Nilai |   |    |    |     |
|----|---|-------|---|----|----|-----|
|    |   | 5     | 4 | 3  | 2  | 1   |
|    |   | SS    | S | RG | TS | STS |
| 1. | Produk PT. Natural Nusantara memiliki keistimewaan dengan kandungan bahan alami diprodukannya.                  |       |   |    |    |     |
| 2. | Produk PT. Natural Nusantara baik untuk pemakaian jangka panjang karena tidak mengandung bahan pengawet buatan. |       |   |    |    |     |
| 3. | Produk PT. Natural Nusantara aman untuk dikonsumsi  |       |   |    |    |     |
| 4. | Produk PT. Natural Nusantara memiliki daya tahan kemasan yang baik  |       |   |    |    |     |

| No | <i>REWARD(X<sub>3</sub>)</i>   | Nilai |   |    |    |     |
|----|--|-------|---|----|----|-----|
|    |  | 5     | 4 | 3  | 2  | 1   |
|    | Pernyataan   | SS    | S | RG | TS | STS |
| 1. | Saya merasa dengan gaji yang diberikan dalam bekerja   |       |   |    |    |     |
| 2. | Upah/insentif yang diberikan mendorong saya untuk selalu bersemangat dalam menjalankan bisnis                                      |       |   |    |    |     |
| 3. | PT. Natural Nusantara memberikan peluang yang merata kepada seluruh distributor dalam memberikan promosi jabatan yang lebih tinggi |       |   |    |    |     |
| 4. | PT. Natural Nusantara mampu menciptakan lingkungan kerjasama yang baik bagi seluruh distributor                                    |       |   |    |    |     |

| No | FLEKSIBELITAS WAKTU (X <sub>4</sub> )                                   | Nilai |   |    |    |     |
|----|---|-------|---|----|----|-----|
|    |   | 5     | 4 | 3  | 2  | 1   |
|    | Pernyataan  | SS    | S | RG | TS | STS |
| 1. | Saya merasa dapat menurunkan konflik antara pekerjaan dan keluarga      |       |   |    |    |     |
| 2. | Saya dapat leluasa mengurus urusan rumah tangga diluar jadwal pekerjaan |       |   |    |    |     |
| 3. | Saya dapat mengatur waktu libur   |       |   |    |    |     |
| 4. | Saya mendapat kebebasan untuk memiliki pekerjaan sampingan              |       |   |    |    |     |

| No | PENGEMBANGAN KARIR (X <sub>5</sub> )                      | Nilai |   |    |    |     |
|----|---|-------|---|----|----|-----|
|    | Pernyataan  | 5     | 4 | 3  | 2  | 1   |
|    |   | SS    | S | RG | TS | STS |
| 1. | Adanya perlakuan yang adil dalam berkarir                 |       |   |    |    |     |
| 2. | Atasan membantu dalam pengembangan karir distributor      |       |   |    |    |     |
| 3. | Adanya informasi tentang peluang untuk pengembangan karir |       |   |    |    |     |
| 4. | Adanya minat untuk dipromosikan                           |       |   |    |    |     |

| No | MINAT BERBISNIS MLM (Y)   | Nilai |   |    |    |     |
|----|---|-------|---|----|----|-----|
|    | Pernyataan  | 5     | 4 | 3  | 2  | 1   |
|    |   | SS    | S | RG | TS | STS |
| 1. | Saya memperoleh penghasilan yang besar dari berbisnis jaringan di perusahaan ini.                         |       |   |    |    |     |
| 2. | Saya tidak perlu menyediakan tempat, stok barang dan menggaji karyawan dalam berbisnis di perusahaan ini. |       |   |    |    |     |
| 3. | Keluarga saya dapat mengambil alih jaringan bisnis saya ketika saya meninggal dunia.                      |       |   |    |    |     |
| 4. | PT. Natural Nusantara memberlakukan sistem tanpa tutup point.   |       |   |    |    |     |
| 5. | Saya mendapat panduan yang lengkap dalam berbisnis di PT. Natural Nusantara                               |       |   |    |    |     |

Lampiran 2

**DATA RESPONDEN**

| No | Jenis Kelamin | Usia        | Pendidikan | Point Value      | Jenjang         | Pendapatan                    |
|----|---------------|-------------|------------|------------------|-----------------|-------------------------------|
| 1  | P             | < 20 Tahun  | SMA/SMK/MA | 5.001 - 9.999 PV | Pearl Manager   | Rp. 1.000.100 – Rp. 3.000.000 |
| 2  | L             | 21-25 Tahun | D3/S1      | 5.000 PV         | Silver Manager  | Rp. 500.000 – Rp. 1.000.000   |
| 3  | P             | 26-30 Tahun | SMA/SMK/MA | 5.000 PV         | Silver Manager  | Rp. 1.000.100 – Rp. 3.000.000 |
| 4  | P             | > 30 Tahun  | SD/MI      | 0 - 4.999 PV     | Manager         | <Rp. 500.000                  |
| 5  | L             | 21-25 Tahun | SMA/SMK/MA | 5.001 - 9.999 PV | Pearl Manager   | Rp. 1.000.100 – Rp. 3.000.000 |
| 6  | P             | > 30 Tahun  | SMA/SMK/MA | 10.000 PV        | Emerald Manager | >Rp. 3.000.000                |
| 7  | L             | 26-30 Tahun | SMP/MTs    | 0 - 4.999 PV     | Manager         | Rp. 500.000 – Rp. 1.000.000   |
| 8  | P             | < 20 Tahun  | SMA/SMK/MA | 5.001 - 9.999 PV | Pearl Manager   | Rp. 1.000.100 – Rp. 3.000.000 |
| 9  | P             | 26-30 Tahun | SMA/SMK/MA | 0 - 4.999 PV     | Manager         | <Rp. 500.000                  |
| 10 | P             | 21-25 Tahun | D3/S1      | 5.001 - 9.999 PV | Pearl Manager   | Rp. 1.000.100 – Rp. 3.000.000 |
| 11 | P             | < 20 Tahun  | SMA/SMK/MA | 0 - 4.999 PV     | Manager         | Rp. 500.000 – Rp. 1.000.000   |
| 12 | L             | 26-30 Tahun | D3/S1      | 5.000 PV         | Silver Manager  | Rp. 1.000.100 – Rp. 3.000.000 |

|    |   |                |            |                     |                    |                                  |
|----|---|----------------|------------|---------------------|--------------------|----------------------------------|
| 13 | P | 21-25<br>Tahun | SMA/SMK/MA | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 14 | L | < 20<br>Tahun  | SMA/SMK/MA | 5.001 -<br>9.999 PV | Pearl<br>Manager   | >Rp. 3.000.000                   |
| 15 | P | 26-30<br>Tahun | SMP/MTs    | 0 - 4.999<br>PV     | Manager            | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 16 | P | < 20<br>Tahun  | SMA/SMK/MA | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 17 | P | 21-25<br>Tahun | SMA/SMK/MA | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 18 | L | 21-25<br>Tahun | SMP/MTs    | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 19 | P | > 30<br>Tahun  | SMA/SMK/MA | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 20 | L | 26-30<br>Tahun | SMA/SMK/MA | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 21 | L | 21-25<br>Tahun | D3/S1      | 10.000 PV           | Emerald<br>Manager | >Rp. 3.000.000                   |
| 22 | P | < 20<br>Tahun  | SMA/SMK    | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 23 | L | > 30<br>Tahun  | SMA/SMK    | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 24 | P | 21-25<br>Tahun | SMA/SMK    | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 25 | L | 21-25<br>Tahun | SMA/SMK    | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 26 | P | > 30<br>Tahun  | SMP/MTs    | 0 - 4.999<br>PV     | Manager            | Rp. 500.000 – Rp.<br>1.000.000   |
| 27 | P | 21-25<br>Tahun | SMA/SMK    | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |

|    |   |                |         |                     |                    |                                  |
|----|---|----------------|---------|---------------------|--------------------|----------------------------------|
| 28 | P | 26-30<br>Tahun | SMP/MTs | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 29 | L | < 20<br>Tahun  | D3/S1   | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 30 | P | > 30<br>Tahun  | D3/S1   | 5.000 PV            | Silver<br>Manager  | >Rp. 3.000.000                   |
| 31 | P | < 20<br>Tahun  | SD/MI   | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 32 | P | 21-25<br>Tahun | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 33 | L | < 20<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 34 | P | 21-25<br>Tahun | D3/S1   | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 35 | L | 26-30<br>Tahun | SMA/SMK | 10.000 PV           | Emerald<br>Manager | >Rp. 3.000.000                   |
| 36 | P | 21-25<br>Tahun | D3/S1   | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 37 | P | > 30<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 38 | L | 26-30<br>Tahun | SMA/SMK | 0 - 4.999<br>PV     | Manager            | Rp. 500.000 – Rp.<br>1.000.000   |
| 39 | L | 21-25<br>Tahun | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 40 | P | < 20<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 41 | P | 21-25<br>Tahun | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 42 | P | < 20<br>Tahun  | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |



|    |   |                |         |                     |                    |                                  |
|----|---|----------------|---------|---------------------|--------------------|----------------------------------|
| 43 | P | 26-30<br>Tahun | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 44 | L | 26-30<br>Tahun | SMP/MTs | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 45 | P | 21-25<br>Tahun | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 46 | P | 26-30<br>Tahun | SMA/SMK | 10.000 PV           | Emerald<br>Manager | >Rp. 3.000.000                   |
| 47 | L | < 20<br>Tahun  | SMA/SMK | 0 - 4.999<br>PV     | Manager            | Rp. 500.000 – Rp.<br>1.000.000   |
| 48 | P | 21-25<br>Tahun | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 49 | P | > 30<br>Tahun  | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 50 | L | 21-25<br>Tahun | D3/S1   | 5.000 PV            | Silver<br>Manager  | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 51 | P | < 20<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 52 | L | 21-25<br>Tahun | D3/S1   | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 53 | P | 26-30<br>Tahun | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | >Rp. 3.000.000                   |
| 54 | P | > 30<br>Tahun  | SD/MI   | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 55 | L | 21-25<br>Tahun | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 56 | P | < 20<br>Tahun  | SMA/SMK | 10.000 PV           | Emerald<br>Manager | >Rp. 3.000.000                   |
| 57 | L | 26-30<br>Tahun | SMP/MTs | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |

|    |   |                |         |                     |                    |                                  |
|----|---|----------------|---------|---------------------|--------------------|----------------------------------|
| 58 | P | < 20<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 59 | P | 26-30<br>Tahun | SMA/SMK | 0 - 4.999<br>PV     | Manager            | Rp. 500.000 – Rp.<br>1.000.000   |
| 60 | P | 21-25<br>Tahun | D3/S1   | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 61 | P | < 20<br>Tahun  | SMA/SMK | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 62 | L | 26-30<br>Tahun | D3/S1   | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 63 | P | 21-25<br>Tahun | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 64 | L | > 30<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 65 | P | 26-30<br>Tahun | SMP/MTs | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 66 | P | < 20<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 67 | P | 21-25<br>Tahun | SMP/MTs | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 68 | L | 21-25<br>Tahun | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 69 | P | < 20<br>Tahun  | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 70 | L | 26-30<br>Tahun | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 71 | L | 21-25<br>Tahun | D3/S1   | 10.000 PV           | Emerald<br>Manager | >Rp. 3.000.000                   |
| 72 | P | < 20<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |

|    |   |                |         |                     |                    |                                  |
|----|---|----------------|---------|---------------------|--------------------|----------------------------------|
| 73 | L | < 20<br>Tahun  | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 74 | P | 21-25<br>Tahun | SMA/SMK | 0 - 4.999<br>PV     | Manager            | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 75 | L | 21-25<br>Tahun | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | >Rp. 3.000.000                   |
| 76 | P | > 30<br>Tahun  | SMP/MTs | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 77 | P | 21-25<br>Tahun | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 78 | P | 26-30<br>Tahun | SMP/MTs | 0 - 4.999<br>PV     | Manager            | Rp. 500.000 – Rp.<br>1.000.000   |
| 79 | L | < 20<br>Tahun  | D3/S1   | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 80 | P | > 30<br>Tahun  | SMP/MTs | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 81 | P | > 30<br>Tahun  | SD/MI   | 0 - 4.999<br>PV     | Manager            | Rp. 500.000 – Rp.<br>1.000.000   |
| 82 | P | 21-25<br>Tahun | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 83 | L | < 20<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 84 | P | 21-25<br>Tahun | D3/S1   | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 85 | L | 26-30<br>Tahun | SMA/SMK | 10.000 PV           | Emerald<br>Manager | >Rp. 3.000.000                   |
| 86 | P | 21-25<br>Tahun | D3/S1   | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 87 | P | > 30<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |

|     |   |                |         |                     |                    |                                  |
|-----|---|----------------|---------|---------------------|--------------------|----------------------------------|
| 88  | L | 26-30<br>Tahun | SMA/SMK | 0 - 4.999<br>PV     | Manager            | Rp. 500.000 – Rp.<br>1.000.000   |
| 89  | L | 21-25<br>Tahun | SD/MI   | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 90  | P | < 20<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 91  | P | 21-25<br>Tahun | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 92  | P | > 30<br>Tahun  | SMP/MTs | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 93  | P | 26-30<br>Tahun | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 94  | L | 26-30<br>Tahun | SMP/MTs | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 95  | P | 21-25<br>Tahun | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 96  | P | 26-30<br>Tahun | SMA/SMK | 10.000 PV           | Emerald<br>Manager | >Rp. 3.000.000                   |
| 97  | L | < 20<br>Tahun  | SMA/SMK | 0 - 4.999<br>PV     | Manager            | <Rp. 500.000                     |
| 98  | P | 21-25<br>Tahun | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 500.000 – Rp.<br>1.000.000   |
| 99  | P | > 30<br>Tahun  | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 100 | L | 21-25<br>Tahun | D3/S1   | 5.001 -<br>9.999 PV | Pearl<br>Manager   | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 101 | L | 21-25<br>Tahun | D3/S1   | 10.000 PV           | Emerald<br>Manager | >Rp. 3.000.000                   |
| 102 | P | < 20<br>Tahun  | SMA/SMK | 5.000 PV            | Silver<br>Manager  | Rp. 1.000.100 – Rp.<br>3.000.000 |

|     |   |                |         |                     |                   |                                  |
|-----|---|----------------|---------|---------------------|-------------------|----------------------------------|
| 103 | L | > 30<br>Tahun  | SD/MI   | 5.000 PV            | Silver<br>Manager | Rp. 500.000 – Rp.<br>1.000.000   |
| 104 | P | 21-25<br>Tahun | SMA/SMK | 0 - 4.999<br>PV     | Manager           | <Rp. 500.000                     |
| 105 | L | 21-25<br>Tahun | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager  | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 106 | P | > 30<br>Tahun  | SMP/MTs | 0 - 4.999<br>PV     | Manager           | Rp. 1.000.100 – Rp.<br>3.000.000 |
| 107 | P | 21-25<br>Tahun | SMA/SMK | 5.000 PV            | Silver<br>Manager | >Rp. 3.000.000                   |
| 108 | P | 26-30<br>Tahun | SMP/MTs | 0 - 4.999<br>PV     | Manager           | Rp. 500.000 – Rp.<br>1.000.000   |
| 109 | L | < 20<br>Tahun  | D3/S1   | 5.000 PV            | Silver<br>Manager | Rp. 500.000 – Rp.<br>1.000.000   |
| 110 | P | < 20<br>Tahun  | SMA/SMK | 5.001 -<br>9.999 PV | Pearl<br>Manager  | Rp. 1.000.100 – Rp.<br>3.000.000 |

Lampiran 3

**DATA MENTAH KUESIONER**

| No<br>Responden | MODAL (X1) |   |        |
|-----------------|------------|---|--------|
|                 | 1          | 2 | JUMLAH |
| 1               | 3          | 3 | 6      |
| 2               | 4          | 4 | 8      |
| 3               | 3          | 2 | 5      |
| 4               | 3          | 3 | 6      |
| 5               | 5          | 3 | 8      |
| 6               | 3          | 4 | 7      |
| 7               | 4          | 5 | 9      |
| 8               | 3          | 4 | 7      |
| 9               | 5          | 5 | 10     |
| 10              | 5          | 4 | 9      |
| 11              | 3          | 2 | 5      |
| 12              | 3          | 4 | 7      |
| 13              | 4          | 4 | 8      |
| 14              | 3          | 2 | 5      |
| 15              | 4          | 3 | 7      |
| 16              | 4          | 5 | 9      |
| 17              | 4          | 3 | 7      |
| 18              | 5          | 5 | 10     |
| 19              | 5          | 5 | 10     |
| 20              | 4          | 5 | 9      |
| 21              | 4          | 5 | 9      |
| 22              | 3          | 3 | 6      |
| 23              | 5          | 5 | 10     |
| 24              | 3          | 2 | 5      |
| 25              | 5          | 4 | 9      |

|    |   |   |    |
|----|---|---|----|
| 26 | 4 | 3 | 7  |
| 27 | 3 | 2 | 5  |
| 28 | 4 | 4 | 8  |
| 29 | 5 | 5 | 10 |
| 30 | 4 | 4 | 8  |
| 31 | 4 | 5 | 9  |
| 32 | 4 | 4 | 8  |
| 33 | 3 | 3 | 6  |
| 34 | 3 | 4 | 7  |
| 35 | 5 | 5 | 10 |
| 36 | 3 | 3 | 6  |
| 37 | 2 | 3 | 5  |
| 38 | 5 | 5 | 10 |
| 39 | 3 | 2 | 5  |
| 40 | 2 | 4 | 6  |
| 41 | 3 | 2 | 5  |
| 42 | 5 | 5 | 10 |
| 43 | 4 | 4 | 8  |
| 44 | 3 | 5 | 8  |
| 45 | 5 | 4 | 9  |
| 46 | 4 | 4 | 8  |
| 47 | 3 | 3 | 6  |
| 48 | 4 | 5 | 9  |
| 49 | 5 | 4 | 9  |
| 50 | 5 | 5 | 10 |
| 51 | 3 | 4 | 7  |
| 52 | 4 | 4 | 8  |
| 53 | 3 | 2 | 5  |
| 54 | 4 | 5 | 9  |
| 55 | 3 | 3 | 6  |

|    |   |   |    |
|----|---|---|----|
| 56 | 4 | 4 | 8  |
| 57 | 4 | 4 | 8  |
| 58 | 3 | 3 | 6  |
| 59 | 3 | 4 | 7  |
| 60 | 4 | 4 | 8  |
| 61 | 4 | 4 | 8  |
| 62 | 3 | 4 | 7  |
| 63 | 4 | 5 | 9  |
| 64 | 5 | 5 | 10 |
| 65 | 4 | 4 | 8  |
| 66 | 3 | 4 | 7  |
| 67 | 4 | 5 | 9  |
| 68 | 5 | 4 | 9  |
| 69 | 5 | 5 | 10 |
| 70 | 4 | 4 | 8  |
| 71 | 5 | 4 | 9  |
| 72 | 3 | 3 | 6  |
| 73 | 4 | 4 | 8  |
| 74 | 3 | 3 | 6  |
| 75 | 4 | 4 | 8  |
| 76 | 4 | 4 | 8  |
| 77 | 5 | 4 | 9  |
| 78 | 4 | 5 | 9  |
| 79 | 5 | 5 | 10 |
| 80 | 3 | 3 | 6  |
| 81 | 2 | 2 | 4  |
| 82 | 4 | 5 | 9  |
| 83 | 3 | 3 | 6  |
| 84 | 4 | 4 | 8  |
| 85 | 3 | 2 | 5  |



|     |   |   |    |
|-----|---|---|----|
| 86  | 3 | 3 | 6  |
| 87  | 5 | 3 | 8  |
| 88  | 3 | 4 | 7  |
| 89  | 4 | 5 | 9  |
| 90  | 3 | 4 | 7  |
| 91  | 4 | 5 | 9  |
| 92  | 3 | 3 | 6  |
| 93  | 3 | 2 | 5  |
| 94  | 3 | 4 | 7  |
| 95  | 4 | 4 | 8  |
| 96  | 3 | 2 | 5  |
| 97  | 5 | 5 | 10 |
| 98  | 4 | 5 | 9  |
| 99  | 4 | 3 | 7  |
| 100 | 3 | 3 | 6  |
| 101 | 4 | 4 | 8  |
| 102 | 4 | 5 | 9  |
| 103 | 4 | 5 | 9  |
| 104 | 3 | 3 | 6  |
| 105 | 5 | 5 | 10 |
| 106 | 2 | 3 | 5  |
| 107 | 5 | 4 | 9  |
| 108 | 3 | 3 | 6  |
| 109 | 4 | 4 | 8  |
| 110 | 4 | 4 | 8  |

| No<br>Responden | Kualitas Produk (X2) |   |   |   | JUMLAH |
|-----------------|----------------------|---|---|---|--------|
|                 | 1                    | 2 | 3 | 4 |        |
| 1               | 3                    | 4 | 4 | 5 | 16     |
| 2               | 3                    | 3 | 4 | 5 | 15     |
| 3               | 3                    | 3 | 2 | 4 | 12     |
| 4               | 3                    | 4 | 5 | 5 | 17     |
| 5               | 5                    | 5 | 5 | 4 | 19     |
| 6               | 4                    | 5 | 5 | 4 | 18     |
| 7               | 3                    | 5 | 4 | 3 | 15     |
| 8               | 4                    | 3 | 2 | 4 | 13     |
| 9               | 5                    | 5 | 5 | 5 | 20     |
| 10              | 4                    | 4 | 3 | 3 | 14     |
| 11              | 3                    | 4 | 3 | 3 | 13     |
| 12              | 5                    | 3 | 4 | 4 | 16     |
| 13              | 4                    | 4 | 4 | 3 | 15     |
| 14              | 4                    | 5 | 3 | 2 | 14     |
| 15              | 3                    | 4 | 5 | 5 | 17     |
| 16              | 5                    | 5 | 5 | 4 | 19     |
| 17              | 4                    | 4 | 4 | 4 | 16     |
| 18              | 5                    | 5 | 5 | 5 | 20     |
| 19              | 4                    | 5 | 5 | 5 | 19     |
| 20              | 5                    | 3 | 4 | 5 | 17     |
| 21              | 5                    | 5 | 5 | 5 | 20     |
| 22              | 3                    | 3 | 4 | 2 | 12     |
| 23              | 4                    | 5 | 5 | 5 | 19     |
| 24              | 4                    | 4 | 4 | 4 | 16     |
| 25              | 4                    | 3 | 3 | 4 | 14     |
| 26              | 5                    | 4 | 5 | 4 | 18     |
| 27              | 4                    | 5 | 5 | 4 | 18     |
| 28              | 3                    | 4 | 4 | 5 | 16     |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 29 | 5 | 4 | 5 | 4 | 18 |
| 30 | 4 | 3 | 3 | 4 | 14 |
| 31 | 4 | 5 | 5 | 5 | 19 |
| 32 | 5 | 4 | 5 | 4 | 18 |
| 33 | 3 | 3 | 4 | 4 | 14 |
| 34 | 4 | 5 | 4 | 5 | 18 |
| 35 | 5 | 5 | 5 | 5 | 20 |
| 36 | 3 | 3 | 3 | 3 | 12 |
| 37 | 4 | 2 | 4 | 4 | 14 |
| 38 | 5 | 4 | 5 | 5 | 19 |
| 39 | 3 | 3 | 3 | 3 | 12 |
| 40 | 4 | 4 | 5 | 5 | 18 |
| 41 | 4 | 4 | 3 | 3 | 14 |
| 42 | 5 | 5 | 3 | 4 | 17 |
| 43 | 5 | 3 | 4 | 4 | 16 |
| 44 | 4 | 4 | 4 | 4 | 16 |
| 45 | 4 | 3 | 4 | 3 | 14 |
| 46 | 4 | 4 | 4 | 5 | 17 |
| 47 | 4 | 4 | 2 | 3 | 13 |
| 48 | 4 | 5 | 5 | 5 | 19 |
| 49 | 5 | 5 | 5 | 5 | 20 |
| 50 | 5 | 5 | 4 | 5 | 19 |
| 51 | 4 | 4 | 4 | 4 | 16 |
| 52 | 3 | 4 | 4 | 4 | 15 |
| 53 | 3 | 5 | 2 | 4 | 14 |
| 54 | 5 | 3 | 4 | 5 | 17 |
| 55 | 5 | 4 | 5 | 4 | 18 |
| 56 | 5 | 5 | 4 | 5 | 19 |
| 57 | 3 | 3 | 4 | 4 | 14 |
| 58 | 3 | 4 | 3 | 4 | 14 |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 59 | 5 | 5 | 5 | 5 | 20 |
| 60 | 5 | 4 | 4 | 4 | 17 |
| 61 | 4 | 4 | 4 | 3 | 15 |
| 62 | 5 | 4 | 4 | 4 | 17 |
| 63 | 4 | 4 | 5 | 4 | 17 |
| 64 | 5 | 5 | 5 | 5 | 20 |
| 65 | 5 | 4 | 4 | 5 | 18 |
| 66 | 4 | 5 | 5 | 4 | 18 |
| 67 | 4 | 4 | 5 | 4 | 17 |
| 68 | 5 | 5 | 4 | 5 | 19 |
| 69 | 4 | 4 | 5 | 5 | 18 |
| 70 | 5 | 3 | 4 | 4 | 16 |
| 71 | 5 | 4 | 4 | 5 | 18 |
| 72 | 2 | 3 | 3 | 4 | 12 |
| 73 | 5 | 4 | 4 | 5 | 18 |
| 74 | 4 | 4 | 3 | 4 | 15 |
| 75 | 4 | 3 | 4 | 3 | 14 |
| 76 | 5 | 5 | 4 | 4 | 18 |
| 77 | 5 | 5 | 4 | 5 | 19 |
| 78 | 5 | 4 | 4 | 4 | 17 |
| 79 | 4 | 5 | 5 | 5 | 19 |
| 80 | 4 | 3 | 3 | 4 | 14 |
| 81 | 3 | 4 | 2 | 3 | 12 |
| 82 | 5 | 5 | 5 | 4 | 19 |
| 83 | 3 | 4 | 4 | 5 | 16 |
| 84 | 3 | 3 | 4 | 5 | 15 |
| 85 | 3 | 3 | 2 | 4 | 12 |
| 86 | 3 | 4 | 5 | 5 | 17 |
| 87 | 5 | 5 | 5 | 4 | 19 |
| 88 | 4 | 5 | 5 | 4 | 18 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 89  | 3 | 5 | 4 | 3 | 15 |
| 90  | 4 | 3 | 2 | 4 | 13 |
| 91  | 5 | 5 | 5 | 5 | 20 |
| 92  | 4 | 4 | 3 | 3 | 14 |
| 93  | 3 | 4 | 3 | 3 | 13 |
| 94  | 5 | 3 | 4 | 4 | 16 |
| 95  | 4 | 4 | 4 | 3 | 15 |
| 96  | 4 | 5 | 3 | 2 | 14 |
| 97  | 5 | 4 | 5 | 5 | 19 |
| 98  | 4 | 3 | 4 | 4 | 15 |
| 99  | 4 | 4 | 4 | 4 | 16 |
| 100 | 5 | 5 | 5 | 5 | 20 |
| 101 | 4 | 5 | 5 | 5 | 19 |
| 102 | 5 | 3 | 4 | 5 | 17 |
| 103 | 5 | 5 | 5 | 5 | 20 |
| 104 | 4 | 3 | 4 | 5 | 16 |
| 105 | 4 | 5 | 5 | 5 | 19 |
| 106 | 4 | 5 | 5 | 4 | 18 |
| 107 | 4 | 4 | 5 | 4 | 17 |
| 108 | 5 | 5 | 4 | 5 | 19 |
| 109 | 4 | 4 | 5 | 5 | 18 |
| 110 | 5 | 3 | 4 | 4 | 16 |

| No<br>Responden | <i>Reward (X3)</i> |   |   |   | JUMLAH |
|-----------------|--------------------|---|---|---|--------|
|                 | 1                  | 2 | 3 | 4 |        |
| 1               | 3                  | 3 | 4 | 4 | 14     |
| 2               | 4                  | 4 | 4 | 4 | 16     |
| 3               | 3                  | 2 | 2 | 4 | 11     |
| 4               | 3                  | 3 | 4 | 5 | 15     |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 5  | 5 | 4 | 5 | 4 | 18 |
| 6  | 3 | 4 | 5 | 5 | 17 |
| 7  | 3 | 3 | 3 | 3 | 12 |
| 8  | 3 | 3 | 3 | 2 | 11 |
| 9  | 5 | 5 | 5 | 5 | 20 |
| 10 | 5 | 5 | 5 | 4 | 19 |
| 11 | 3 | 2 | 4 | 3 | 12 |
| 12 | 3 | 4 | 3 | 4 | 14 |
| 13 | 4 | 4 | 5 | 4 | 17 |
| 14 | 3 | 2 | 3 | 3 | 11 |
| 15 | 4 | 3 | 4 | 5 | 16 |
| 16 | 4 | 5 | 5 | 4 | 18 |
| 17 | 4 | 3 | 3 | 4 | 14 |
| 18 | 5 | 5 | 5 | 5 | 20 |
| 19 | 5 | 5 | 5 | 5 | 20 |
| 20 | 4 | 5 | 4 | 4 | 17 |
| 21 | 4 | 5 | 5 | 5 | 19 |
| 22 | 3 | 3 | 3 | 4 | 13 |
| 23 | 5 | 3 | 5 | 4 | 17 |
| 24 | 3 | 2 | 3 | 4 | 12 |
| 25 | 5 | 4 | 3 | 3 | 15 |
| 26 | 4 | 3 | 5 | 4 | 16 |
| 27 | 5 | 5 | 4 | 5 | 19 |
| 28 | 4 | 4 | 5 | 4 | 17 |
| 29 | 5 | 5 | 5 | 5 | 20 |
| 30 | 3 | 4 | 3 | 2 | 12 |
| 31 | 4 | 5 | 5 | 5 | 19 |
| 32 | 4 | 4 | 5 | 4 | 17 |
| 33 | 3 | 3 | 4 | 5 | 15 |
| 34 | 3 | 4 | 4 | 4 | 15 |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 35 | 5 | 5 | 4 | 5 | 19 |
| 36 | 3 | 2 | 2 | 4 | 11 |
| 37 | 3 | 2 | 4 | 3 | 12 |
| 38 | 4 | 4 | 5 | 5 | 18 |
| 39 | 3 | 2 | 3 | 3 | 11 |
| 40 | 4 | 5 | 5 | 5 | 19 |
| 41 | 3 | 2 | 4 | 3 | 12 |
| 42 | 4 | 4 | 5 | 4 | 17 |
| 43 | 4 | 4 | 3 | 4 | 15 |
| 44 | 5 | 5 | 4 | 4 | 18 |
| 45 | 5 | 4 | 4 | 4 | 17 |
| 46 | 4 | 4 | 4 | 3 | 15 |
| 47 | 4 | 4 | 4 | 3 | 15 |
| 48 | 3 | 4 | 5 | 4 | 16 |
| 49 | 3 | 5 | 3 | 3 | 14 |
| 50 | 5 | 5 | 5 | 5 | 20 |
| 51 | 5 | 4 | 4 | 5 | 18 |
| 52 | 5 | 4 | 5 | 5 | 19 |
| 53 | 2 | 3 | 3 | 4 | 12 |
| 54 | 3 | 4 | 1 | 3 | 11 |
| 55 | 5 | 5 | 4 | 5 | 19 |
| 56 | 5 | 4 | 5 | 4 | 18 |
| 57 | 4 | 4 | 4 | 4 | 16 |
| 58 | 5 | 4 | 5 | 3 | 17 |
| 59 | 4 | 4 | 3 | 4 | 15 |
| 60 | 4 | 3 | 2 | 3 | 12 |
| 61 | 5 | 4 | 5 | 4 | 18 |
| 62 | 4 | 5 | 5 | 5 | 19 |
| 63 | 4 | 4 | 5 | 4 | 17 |
| 64 | 5 | 5 | 5 | 5 | 20 |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 65 | 5 | 5 | 5 | 5 | 20 |
| 66 | 5 | 3 | 4 | 4 | 16 |
| 67 | 5 | 4 | 5 | 5 | 19 |
| 68 | 2 | 3 | 5 | 3 | 13 |
| 69 | 5 | 4 | 5 | 4 | 18 |
| 70 | 4 | 5 | 3 | 3 | 15 |
| 71 | 4 | 3 | 5 | 4 | 16 |
| 72 | 3 | 3 | 4 | 4 | 14 |
| 73 | 5 | 5 | 5 | 5 | 20 |
| 74 | 5 | 4 | 4 | 4 | 17 |
| 75 | 5 | 5 | 5 | 5 | 20 |
| 76 | 4 | 5 | 4 | 1 | 14 |
| 77 | 5 | 4 | 5 | 5 | 19 |
| 78 | 5 | 5 | 4 | 4 | 18 |
| 79 | 4 | 4 | 5 | 3 | 16 |
| 80 | 5 | 3 | 4 | 4 | 16 |
| 81 | 5 | 4 | 5 | 5 | 19 |
| 82 | 3 | 3 | 5 | 3 | 14 |
| 83 | 4 | 5 | 5 | 5 | 19 |
| 84 | 4 | 2 | 4 | 3 | 13 |
| 85 | 4 | 4 | 3 | 4 | 15 |
| 86 | 2 | 3 | 4 | 3 | 12 |
| 87 | 3 | 5 | 4 | 4 | 16 |
| 88 | 5 | 4 | 5 | 4 | 18 |
| 89 | 4 | 4 | 4 | 5 | 17 |
| 90 | 4 | 5 | 4 | 4 | 17 |
| 91 | 4 | 3 | 4 | 5 | 16 |
| 92 | 3 | 4 | 4 | 4 | 15 |
| 93 | 3 | 3 | 4 | 3 | 13 |
| 94 | 4 | 4 | 5 | 4 | 17 |



|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 95  | 4 | 3 | 4 | 5 | 16 |
| 96  | 4 | 5 | 5 | 5 | 19 |
| 97  | 4 | 4 | 5 | 5 | 18 |
| 98  | 3 | 4 | 4 | 4 | 15 |
| 99  | 3 | 2 | 3 | 2 | 10 |
| 100 | 4 | 5 | 5 | 5 | 19 |
| 101 | 4 | 5 | 5 | 4 | 18 |
| 102 | 3 | 5 | 4 | 3 | 15 |
| 103 | 4 | 3 | 2 | 4 | 13 |
| 104 | 4 | 4 | 4 | 4 | 16 |
| 105 | 5 | 5 | 5 | 5 | 20 |
| 106 | 3 | 4 | 3 | 3 | 13 |
| 107 | 5 | 3 | 4 | 4 | 16 |
| 108 | 4 | 4 | 4 | 3 | 15 |
| 109 | 4 | 5 | 3 | 2 | 14 |
| 110 | 5 | 5 | 4 | 4 | 18 |

| No<br>Responden | Fleksibilitas Waktu (X4) |   |   |   | JUMLAH |
|-----------------|--------------------------|---|---|---|--------|
|                 | 1                        | 2 | 3 | 4 |        |
| 1               | 4                        | 4 | 4 | 3 | 15     |
| 2               | 3                        | 4 | 5 | 4 | 16     |
| 3               | 3                        | 5 | 3 | 3 | 14     |
| 4               | 5                        | 3 | 4 | 4 | 16     |
| 5               | 5                        | 4 | 4 | 5 | 18     |
| 6               | 5                        | 4 | 5 | 5 | 19     |
| 7               | 2                        | 3 | 3 | 4 | 12     |
| 8               | 3                        | 4 | 1 | 3 | 11     |
| 9               | 5                        | 5 | 4 | 5 | 19     |
| 10              | 5                        | 4 | 5 | 4 | 18     |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 11 | 4 | 4 | 4 | 4 | 16 |
| 12 | 5 | 4 | 5 | 3 | 17 |
| 13 | 4 | 4 | 3 | 4 | 15 |
| 14 | 4 | 3 | 2 | 3 | 12 |
| 15 | 5 | 4 | 5 | 4 | 18 |
| 16 | 4 | 5 | 5 | 5 | 19 |
| 17 | 4 | 4 | 5 | 4 | 17 |
| 18 | 5 | 5 | 5 | 5 | 20 |
| 19 | 5 | 5 | 5 | 5 | 20 |
| 20 | 5 | 3 | 4 | 4 | 16 |
| 21 | 5 | 4 | 5 | 5 | 19 |
| 22 | 2 | 3 | 5 | 3 | 13 |
| 23 | 5 | 4 | 5 | 4 | 18 |
| 24 | 4 | 5 | 3 | 3 | 15 |
| 25 | 4 | 3 | 5 | 4 | 16 |
| 26 | 5 | 5 | 4 | 4 | 18 |
| 27 | 4 | 4 | 5 | 5 | 18 |
| 28 | 5 | 4 | 4 | 4 | 17 |
| 29 | 5 | 5 | 5 | 5 | 20 |
| 30 | 4 | 5 | 4 | 1 | 14 |
| 31 | 5 | 4 | 5 | 5 | 19 |
| 32 | 5 | 5 | 4 | 4 | 18 |
| 33 | 4 | 4 | 5 | 3 | 16 |
| 34 | 5 | 3 | 4 | 4 | 16 |
| 35 | 5 | 4 | 5 | 5 | 19 |
| 36 | 3 | 3 | 5 | 3 | 14 |
| 37 | 4 | 4 | 2 | 3 | 13 |
| 38 | 5 | 5 | 5 | 5 | 20 |
| 39 | 4 | 4 | 3 | 4 | 15 |
| 40 | 5 | 5 | 5 | 5 | 20 |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 41 | 3 | 5 | 4 | 4 | 16 |
| 42 | 5 | 4 | 5 | 4 | 18 |
| 43 | 4 | 4 | 4 | 5 | 17 |
| 44 | 4 | 5 | 4 | 4 | 17 |
| 45 | 4 | 3 | 4 | 5 | 16 |
| 46 | 3 | 4 | 4 | 4 | 15 |
| 47 | 3 | 3 | 4 | 3 | 13 |
| 48 | 4 | 4 | 5 | 4 | 17 |
| 49 | 4 | 3 | 4 | 5 | 16 |
| 50 | 4 | 5 | 5 | 5 | 19 |
| 51 | 4 | 4 | 4 | 4 | 16 |
| 52 | 3 | 4 | 4 | 4 | 15 |
| 53 | 3 | 5 | 2 | 4 | 14 |
| 54 | 5 | 3 | 4 | 5 | 17 |
| 55 | 5 | 4 | 5 | 4 | 18 |
| 56 | 3 | 4 | 4 | 5 | 16 |
| 57 | 3 | 3 | 4 | 4 | 14 |
| 58 | 3 | 4 | 3 | 4 | 14 |
| 59 | 5 | 5 | 5 | 5 | 20 |
| 60 | 5 | 4 | 4 | 4 | 17 |
| 61 | 4 | 3 | 4 | 4 | 15 |
| 62 | 5 | 4 | 4 | 4 | 17 |
| 63 | 3 | 3 | 2 | 4 | 12 |
| 64 | 4 | 4 | 4 | 5 | 17 |
| 65 | 4 | 5 | 5 | 4 | 18 |
| 66 | 5 | 5 | 4 | 5 | 19 |
| 67 | 3 | 4 | 5 | 4 | 16 |
| 68 | 1 | 3 | 3 | 4 | 11 |
| 69 | 4 | 5 | 5 | 5 | 19 |
| 70 | 5 | 4 | 4 | 4 | 17 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 71  | 4 | 4 | 4 | 3 | 15 |
| 72  | 5 | 3 | 4 | 4 | 16 |
| 73  | 3 | 4 | 5 | 4 | 16 |
| 74  | 2 | 3 | 5 | 3 | 13 |
| 75  | 5 | 4 | 4 | 5 | 18 |
| 76  | 5 | 5 | 5 | 4 | 19 |
| 77  | 5 | 4 | 5 | 4 | 18 |
| 78  | 5 | 5 | 4 | 5 | 19 |
| 79  | 5 | 5 | 5 | 5 | 20 |
| 80  | 4 | 4 | 4 | 4 | 16 |
| 81  | 5 | 5 | 4 | 5 | 19 |
| 82  | 5 | 3 | 3 | 4 | 15 |
| 83  | 5 | 4 | 4 | 5 | 18 |
| 84  | 3 | 3 | 2 | 4 | 12 |
| 85  | 5 | 4 | 4 | 3 | 16 |
| 86  | 4 | 4 | 4 | 4 | 16 |
| 87  | 5 | 5 | 5 | 5 | 20 |
| 88  | 4 | 4 | 4 | 4 | 16 |
| 89  | 5 | 5 | 5 | 5 | 20 |
| 90  | 4 | 1 | 3 | 4 | 12 |
| 91  | 5 | 5 | 5 | 5 | 20 |
| 92  | 4 | 4 | 5 | 4 | 17 |
| 93  | 5 | 3 | 2 | 5 | 15 |
| 94  | 4 | 4 | 5 | 4 | 17 |
| 95  | 5 | 5 | 4 | 5 | 19 |
| 96  | 5 | 3 | 3 | 4 | 15 |
| 97  | 2 | 3 | 4 | 4 | 13 |
| 98  | 5 | 5 | 5 | 5 | 20 |
| 99  | 3 | 4 | 3 | 3 | 13 |
| 100 | 4 | 3 | 4 | 3 | 14 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 101 | 4 | 4 | 2 | 3 | 13 |
| 102 | 5 | 4 | 4 | 5 | 18 |
| 103 | 4 | 5 | 4 | 4 | 17 |
| 104 | 4 | 4 | 5 | 4 | 17 |
| 105 | 4 | 5 | 2 | 4 | 15 |
| 106 | 4 | 4 | 3 | 3 | 14 |
| 107 | 4 | 5 | 5 | 5 | 19 |
| 108 | 5 | 4 | 4 | 5 | 18 |
| 109 | 4 | 5 | 5 | 3 | 17 |
| 110 | 5 | 4 | 5 | 4 | 18 |

| No<br>Responden | Pengembangan Karir (X5) |   |   |   | JUMLAH |
|-----------------|-------------------------|---|---|---|--------|
|                 | 1                       | 2 | 3 | 4 |        |
| 1               | 3                       | 4 | 3 | 4 | 14     |
| 2               | 4                       | 4 | 3 | 4 | 15     |
| 3               | 3                       | 2 | 3 | 4 | 12     |
| 4               | 4                       | 4 | 3 | 5 | 16     |
| 5               | 5                       | 5 | 5 | 4 | 19     |
| 6               | 5                       | 4 | 4 | 5 | 18     |
| 7               | 4                       | 4 | 3 | 4 | 15     |
| 8               | 3                       | 3 | 4 | 4 | 14     |
| 9               | 5                       | 5 | 5 | 5 | 20     |
| 10              | 4                       | 4 | 4 | 4 | 16     |
| 11              | 4                       | 4 | 3 | 3 | 14     |
| 12              | 3                       | 4 | 5 | 4 | 16     |
| 13              | 4                       | 5 | 4 | 4 | 17     |
| 14              | 3                       | 4 | 4 | 3 | 14     |
| 15              | 4                       | 4 | 5 | 5 | 18     |
| 16              | 5                       | 5 | 4 | 4 | 18     |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 17 | 4 | 5 | 4 | 4 | 17 |
| 18 | 5 | 4 | 5 | 5 | 19 |
| 19 | 5 | 5 | 4 | 5 | 19 |
| 20 | 4 | 4 | 5 | 4 | 17 |
| 21 | 5 | 4 | 5 | 5 | 19 |
| 22 | 3 | 3 | 4 | 4 | 14 |
| 23 | 4 | 4 | 4 | 5 | 17 |
| 24 | 3 | 3 | 4 | 4 | 14 |
| 25 | 4 | 4 | 4 | 3 | 15 |
| 26 | 4 | 4 | 5 | 4 | 17 |
| 27 | 5 | 4 | 4 | 5 | 18 |
| 28 | 4 | 4 | 3 | 4 | 15 |
| 29 | 5 | 5 | 5 | 5 | 20 |
| 30 | 3 | 3 | 4 | 4 | 14 |
| 31 | 5 | 5 | 4 | 5 | 19 |
| 32 | 4 | 5 | 5 | 4 | 18 |
| 33 | 3 | 3 | 3 | 5 | 14 |
| 34 | 4 | 5 | 4 | 4 | 17 |
| 35 | 5 | 4 | 5 | 5 | 19 |
| 36 | 3 | 3 | 3 | 4 | 13 |
| 37 | 3 | 4 | 4 | 4 | 15 |
| 38 | 5 | 5 | 5 | 5 | 20 |
| 39 | 4 | 3 | 3 | 3 | 13 |
| 40 | 5 | 4 | 4 | 5 | 18 |
| 41 | 4 | 3 | 4 | 3 | 14 |
| 42 | 4 | 4 | 5 | 5 | 18 |
| 43 | 5 | 4 | 5 | 4 | 18 |
| 44 | 4 | 5 | 4 | 4 | 17 |
| 45 | 5 | 3 | 4 | 4 | 16 |
| 46 | 5 | 5 | 4 | 5 | 19 |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 47 | 3 | 3 | 4 | 4 | 14 |
| 48 | 4 | 4 | 4 | 5 | 17 |
| 49 | 5 | 5 | 5 | 3 | 18 |
| 50 | 5 | 5 | 5 | 5 | 20 |
| 51 | 4 | 4 | 4 | 4 | 16 |
| 52 | 3 | 4 | 4 | 3 | 14 |
| 53 | 3 | 5 | 2 | 3 | 13 |
| 54 | 5 | 3 | 4 | 5 | 17 |
| 55 | 5 | 4 | 5 | 5 | 19 |
| 56 | 3 | 4 | 4 | 5 | 16 |
| 57 | 3 | 3 | 4 | 2 | 12 |
| 58 | 3 | 4 | 3 | 3 | 13 |
| 59 | 5 | 5 | 5 | 5 | 20 |
| 60 | 5 | 4 | 4 | 5 | 18 |
| 61 | 4 | 4 | 4 | 4 | 16 |
| 62 | 5 | 3 | 4 | 5 | 17 |
| 63 | 4 | 4 | 5 | 4 | 17 |
| 64 | 5 | 5 | 5 | 4 | 19 |
| 65 | 5 | 4 | 4 | 5 | 18 |
| 66 | 4 | 3 | 4 | 4 | 15 |
| 67 | 4 | 4 | 5 | 4 | 17 |
| 68 | 5 | 5 | 4 | 5 | 19 |
| 69 | 4 | 5 | 5 | 5 | 19 |
| 70 | 5 | 4 | 4 | 5 | 18 |
| 71 | 5 | 5 | 4 | 5 | 19 |
| 72 | 2 | 3 | 3 | 2 | 10 |
| 73 | 5 | 4 | 4 | 5 | 18 |
| 74 | 4 | 3 | 3 | 4 | 14 |
| 75 | 4 | 4 | 4 | 4 | 16 |
| 76 | 5 | 4 | 4 | 5 | 18 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 77  | 4 | 5 | 4 | 5 | 18 |
| 78  | 5 | 4 | 5 | 5 | 19 |
| 79  | 4 | 5 | 5 | 5 | 19 |
| 80  | 4 | 3 | 3 | 4 | 14 |
| 81  | 3 | 2 | 2 | 5 | 12 |
| 82  | 5 | 4 | 5 | 5 | 19 |
| 83  | 3 | 3 | 3 | 4 | 13 |
| 84  | 3 | 4 | 4 | 5 | 16 |
| 85  | 3 | 3 | 2 | 5 | 13 |
| 86  | 3 | 3 | 3 | 3 | 12 |
| 87  | 3 | 4 | 3 | 4 | 14 |
| 88  | 4 | 3 | 4 | 5 | 16 |
| 89  | 3 | 4 | 5 | 4 | 16 |
| 90  | 4 | 3 | 4 | 5 | 16 |
| 91  | 5 | 5 | 5 | 3 | 18 |
| 92  | 4 | 5 | 4 | 3 | 16 |
| 93  | 3 | 3 | 2 | 4 | 12 |
| 94  | 5 | 5 | 5 | 5 | 20 |
| 95  | 4 | 4 | 4 | 4 | 16 |
| 96  | 4 | 3 | 2 | 3 | 12 |
| 97  | 5 | 4 | 3 | 3 | 15 |
| 98  | 4 | 4 | 5 | 4 | 17 |
| 99  | 4 | 4 | 3 | 4 | 15 |
| 100 | 5 | 5 | 5 | 4 | 19 |
| 101 | 4 | 5 | 5 | 4 | 18 |
| 102 | 5 | 4 | 5 | 3 | 17 |
| 103 | 5 | 4 | 5 | 3 | 17 |
| 104 | 4 | 3 | 3 | 4 | 14 |
| 105 | 5 | 5 | 5 | 5 | 20 |
| 106 | 4 | 3 | 3 | 5 | 15 |



|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 107 | 4 | 5 | 5 | 4 | 18 |
| 108 | 5 | 3 | 3 | 5 | 16 |
| 109 | 4 | 4 | 4 | 5 | 17 |
| 110 | 5 | 4 | 4 | 4 | 17 |

| No Responden | Minat Berbisnis MLM (Y) |   |   |   |   | JUMLAH |
|--------------|-------------------------|---|---|---|---|--------|
|              | 1                       | 2 | 3 | 4 | 5 |        |
| 1            | 4                       | 4 | 4 | 3 | 4 | 19     |
| 2            | 3                       | 4 | 5 | 4 | 4 | 20     |
| 3            | 3                       | 5 | 3 | 3 | 2 | 16     |
| 4            | 5                       | 3 | 4 | 4 | 4 | 20     |
| 5            | 5                       | 4 | 4 | 5 | 5 | 23     |
| 6            | 5                       | 4 | 5 | 5 | 4 | 23     |
| 7            | 2                       | 3 | 3 | 4 | 5 | 17     |
| 8            | 3                       | 4 | 1 | 3 | 3 | 14     |
| 9            | 5                       | 5 | 4 | 5 | 5 | 24     |
| 10           | 5                       | 4 | 5 | 4 | 4 | 22     |
| 11           | 4                       | 4 | 4 | 4 | 4 | 20     |
| 12           | 5                       | 4 | 5 | 3 | 4 | 21     |
| 13           | 4                       | 4 | 3 | 4 | 5 | 20     |
| 14           | 4                       | 3 | 2 | 3 | 5 | 17     |
| 15           | 5                       | 4 | 5 | 4 | 4 | 22     |
| 16           | 4                       | 5 | 5 | 5 | 5 | 24     |
| 17           | 4                       | 4 | 5 | 4 | 5 | 22     |
| 18           | 5                       | 5 | 5 | 5 | 4 | 24     |
| 19           | 5                       | 5 | 5 | 5 | 5 | 25     |
| 20           | 5                       | 3 | 4 | 4 | 4 | 20     |
| 21           | 5                       | 4 | 5 | 5 | 4 | 23     |
| 22           | 2                       | 3 | 5 | 3 | 3 | 16     |

|    |   |   |   |   |   |    |
|----|---|---|---|---|---|----|
| 23 | 5 | 4 | 5 | 4 | 4 | 22 |
| 24 | 4 | 5 | 3 | 3 | 2 | 17 |
| 25 | 4 | 3 | 5 | 4 | 4 | 20 |
| 26 | 5 | 5 | 4 | 4 | 4 | 22 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 |
| 28 | 5 | 4 | 4 | 4 | 4 | 21 |
| 29 | 5 | 5 | 5 | 5 | 5 | 25 |
| 30 | 4 | 5 | 4 | 1 | 3 | 17 |
| 31 | 5 | 4 | 5 | 5 | 5 | 24 |
| 32 | 5 | 5 | 4 | 4 | 5 | 23 |
| 33 | 4 | 4 | 5 | 3 | 2 | 18 |
| 34 | 5 | 3 | 4 | 4 | 5 | 21 |
| 35 | 5 | 4 | 5 | 5 | 4 | 23 |
| 36 | 3 | 3 | 5 | 3 | 3 | 17 |
| 37 | 4 | 4 | 2 | 3 | 4 | 17 |
| 38 | 5 | 5 | 5 | 5 | 5 | 25 |
| 39 | 4 | 4 | 3 | 4 | 3 | 18 |
| 40 | 5 | 5 | 5 | 5 | 4 | 24 |
| 41 | 3 | 5 | 4 | 4 | 2 | 18 |
| 42 | 5 | 4 | 5 | 4 | 4 | 22 |
| 43 | 4 | 4 | 4 | 5 | 4 | 21 |
| 44 | 4 | 5 | 4 | 4 | 5 | 22 |
| 45 | 4 | 3 | 4 | 5 | 2 | 18 |
| 46 | 3 | 4 | 4 | 4 | 5 | 20 |
| 47 | 3 | 3 | 4 | 3 | 3 | 16 |
| 48 | 4 | 4 | 5 | 4 | 4 | 21 |
| 49 | 4 | 3 | 4 | 5 | 5 | 21 |
| 50 | 4 | 5 | 5 | 5 | 5 | 24 |
| 51 | 4 | 4 | 5 | 5 | 4 | 22 |
| 52 | 3 | 4 | 4 | 4 | 4 | 19 |

|    |   |   |   |   |   |    |
|----|---|---|---|---|---|----|
| 53 | 3 | 2 | 3 | 2 | 4 | 14 |
| 54 | 4 | 5 | 5 | 5 | 5 | 24 |
| 55 | 5 | 5 | 5 | 5 | 4 | 24 |
| 56 | 5 | 5 | 5 | 4 | 5 | 24 |
| 57 | 5 | 4 | 4 | 4 | 4 | 21 |
| 58 | 3 | 5 | 3 | 3 | 4 | 18 |
| 59 | 5 | 5 | 5 | 5 | 5 | 25 |
| 60 | 4 | 3 | 4 | 4 | 4 | 19 |
| 61 | 4 | 3 | 3 | 5 | 3 | 18 |
| 62 | 5 | 5 | 3 | 4 | 4 | 21 |
| 63 | 4 | 4 | 4 | 5 | 4 | 21 |
| 64 | 5 | 3 | 3 | 4 | 3 | 18 |
| 65 | 4 | 5 | 4 | 4 | 5 | 22 |
| 66 | 3 | 4 | 5 | 5 | 4 | 21 |
| 67 | 4 | 4 | 4 | 5 | 4 | 21 |
| 68 | 5 | 5 | 5 | 4 | 5 | 24 |
| 69 | 5 | 5 | 5 | 5 | 5 | 25 |
| 70 | 3 | 4 | 4 | 4 | 4 | 19 |
| 71 | 5 | 5 | 5 | 4 | 5 | 24 |
| 72 | 3 | 4 | 3 | 3 | 4 | 17 |
| 73 | 5 | 5 | 4 | 4 | 5 | 23 |
| 74 | 4 | 4 | 3 | 5 | 5 | 21 |
| 75 | 3 | 2 | 4 | 5 | 3 | 17 |
| 76 | 4 | 5 | 4 | 4 | 4 | 21 |
| 77 | 5 | 5 | 5 | 4 | 5 | 24 |
| 78 | 4 | 4 | 4 | 4 | 4 | 20 |
| 79 | 4 | 5 | 5 | 5 | 5 | 24 |
| 80 | 3 | 3 | 3 | 3 | 4 | 16 |
| 81 | 4 | 5 | 3 | 2 | 2 | 16 |
| 82 | 4 | 3 | 4 | 5 | 4 | 20 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 83  | 5 | 5 | 5 | 5 | 5 | 25 |
| 84  | 4 | 3 | 2 | 4 | 5 | 18 |
| 85  | 5 | 5 | 5 | 5 | 3 | 23 |
| 86  | 4 | 4 | 3 | 3 | 3 | 17 |
| 87  | 3 | 4 | 3 | 3 | 5 | 18 |
| 88  | 5 | 3 | 4 | 4 | 4 | 20 |
| 89  | 4 | 4 | 4 | 3 | 3 | 18 |
| 90  | 4 | 5 | 3 | 2 | 5 | 19 |
| 91  | 5 | 4 | 5 | 5 | 4 | 23 |
| 92  | 4 | 3 | 4 | 4 | 4 | 19 |
| 93  | 4 | 4 | 4 | 4 | 5 | 21 |
| 94  | 5 | 5 | 5 | 5 | 5 | 25 |
| 95  | 4 | 5 | 5 | 5 | 4 | 23 |
| 96  | 5 | 3 | 4 | 5 | 5 | 22 |
| 97  | 5 | 5 | 5 | 5 | 4 | 24 |
| 98  | 4 | 3 | 4 | 5 | 5 | 21 |
| 99  | 4 | 5 | 5 | 5 | 4 | 23 |
| 100 | 4 | 4 | 4 | 4 | 2 | 18 |
| 101 | 4 | 3 | 3 | 4 | 5 | 19 |
| 102 | 5 | 4 | 5 | 4 | 5 | 23 |
| 103 | 4 | 5 | 5 | 4 | 4 | 22 |
| 104 | 3 | 4 | 4 | 5 | 5 | 21 |
| 105 | 5 | 5 | 5 | 5 | 5 | 25 |
| 106 | 4 | 3 | 3 | 4 | 5 | 19 |
| 107 | 4 | 5 | 5 | 5 | 4 | 23 |
| 108 | 5 | 4 | 3 | 3 | 5 | 20 |
| 109 | 3 | 3 | 4 | 4 | 3 | 17 |
| 110 | 4 | 5 | 4 | 5 | 4 | 22 |

Lampiran 4

**DESKRIPSI DATA**

1. Karakteristik responden berdasarkan usia

| <b>Karakteristik</b> | <b>Kategori</b> | <b>Jumlah</b> | <b>%</b>    |
|----------------------|-----------------|---------------|-------------|
| Usia                 | < 20 Tahun      | 27            | 24,5%       |
|                      | 21-25 Tahun     | 40            | 36,4%       |
|                      | 26-30 Tahun     | 25            | 22,7%       |
|                      | > 30 Tahun      | 18            | 16,4%       |
|                      | <b>Total</b>    | <b>110</b>    | <b>100%</b> |

2. Karakteristik responden berdasarkan jenis kelamin

| <b>Karakteristik</b> | <b>Kategori</b> | <b>Jumlah</b> | <b>%</b>    |
|----------------------|-----------------|---------------|-------------|
| Jenis Kelamin        | Perempuan       | 70            | 63,6        |
|                      | Laki-laki       | 40            | 36,4        |
|                      | <b>Total</b>    | <b>110</b>    | <b>100%</b> |

3. Karakteristik responden berdasarkan pendidikan

| <b>Karakteristik</b> | <b>Kategori</b> | <b>Jumlah</b> | <b>%</b>    |
|----------------------|-----------------|---------------|-------------|
| Pendidikan           | SD/MI           | 6             | 5,5%        |
|                      | SMP/MTs         | 16            | 14,5%       |
|                      | SMA/SMK/MA      | 69            | 62,7%       |
|                      | D3/S1           | 19            | 17,3%       |
|                      | <b>Total</b>    | <b>110</b>    | <b>100%</b> |

4. Karakter responden berdasarkan Point Value

| Karakteristik | Kategori         | Jumlah     | %           |
|---------------|------------------|------------|-------------|
| Point Value   | 0 – 4.999 PV     | 29         | 26,4%       |
|               | 5.000 PV         | 32         | 29,1%       |
|               | 5.000 – 9.999 PV | 40         | 36,4%       |
|               | 10.000           | 9          | 8,2%        |
|               | <b>Total</b>     | <b>110</b> | <b>100%</b> |

5. Karakter responden berdasarkan Pendapatan

| Karakteristik | Kategori                         | Jumlah     | %           |
|---------------|----------------------------------|------------|-------------|
| Pendapatan    | <Rp. 500.000                     | 16         | 14.5%       |
|               | Rp. 500.000 –<br>Rp. 1.000.000   | 31         | 28.2%       |
|               | Rp. 1.000.100 –<br>Rp. 3.000.000 | 49         | 44.5%       |
|               | >Rp. 3.000.000                   | 14         | 12.7%       |
|               | <b>Total</b>                     | <b>110</b> | <b>100%</b> |

Lampiran 5

**HASIL UJI SPSS**

**A. Uji Instrumen**

1. Uji Validitas

| <b>Item pertanyaan</b>                              | <b>r hitung</b> | <b>r tabel</b> | <b>Ket</b> |
|---|-----------------|----------------|------------|
| <b>Variabel Modal (X<sub>1</sub>)</b>               |                 |                |            |
| Pernyataan Nomor 1                                  | 0,884           | 0,187          | Valid      |
| Pernyataan Nomor 2                                  | 0,916           | 0,187          | Valid      |
| <b>Variabel Kualitas Produk (X<sub>2</sub>)</b>     |                 |                |            |
| Pernyataan Nomor 1                                  | 0,683           | 0,187          | Valid      |
| Pernyataan Nomor 2                                  | 0,676           | 0,187          | Valid      |
| Pernyataan Nomor 3                                  | 0,825           | 0,187          | Valid      |
| Pernyataan Nomor 4                                  | 0,701           | 0,187          | Valid      |
| <b>Variabel Reward (X<sub>3</sub>)</b>              |                 |                |            |
| Pernyataan Nomor 1                                  | 0,774           | 0,187          | Valid      |
| Pernyataan Nomor 2                                  | 0,756           | 0,187          | Valid      |
| Pernyataan Nomor 3                                  | 0,768           | 0,187          | Valid      |
| Pernyataan Nomor 4                                  | 0,738           | 0,187          | Valid      |
| <b>Variabel Fleksibilitas Waktu (X<sub>4</sub>)</b> |                 |                |            |
| Pernyataan Nomor 1                                  | 0,734           | 0,187          | Valid      |
| Pernyataan Nomor 2                                  | 0,639           | 0,187          | Valid      |

| Item pertanyaan                                    | r hitung | r tabel | Ket   |
|--|----------|---------|-------|
| Pernyataan Nomor 3                                 | 0,705    | 0,187   | Valid |
| Pernyataan Nomor 4                                 | 0,681    | 0,187   | Valid |
| <b>Variabel Pengembangan Karir (X<sub>5</sub>)</b> |          |         |       |
| Pernyataan Nomor 1                                 | 0,805    | 0,187   | Valid |
| Pernyataan Nomor 2                                 | 0,736    | 0,187   | Valid |
| Pernyataan Nomor 3                                 | 0,778    | 0,187   | Valid |
| Pernyataan Nomor 4                                 | 0,596    | 0,187   | Valid |

| Item pertanyaan                         | r hitung | r tabel | Ket   |
|---|----------|---------|-------|
| <b>Variabel Minat Berbisnis MLM (Y)</b> |          |         |       |
| Pernyataan Nomor 1                      | 0,703    | 0,187   | Valid |
| Pernyataan Nomor 2                      | 0,590    | 0,187   | Valid |
| Pernyataan Nomor 3                      | 0,724    | 0,187   | Valid |
| Pernyataan Nomor 4                      | 0,714    | 0,187   | Valid |
| Pernyataan Nomor 5                      | 0,599    | 0,187   | Valid |

## 2. Uji Reliabilitas

| Variabel                | Alpha | Standar Alpha | Keterangan |
|-------------------------|-------|---------------|------------|
| Modal (X <sub>1</sub> ) | 0,762 | 0,60          | Reliabel   |



|                                       |       |      |          |
|---------------------------------------|-------|------|----------|
| Kualitas Produk (X <sub>2</sub> )     | 0,697 | 0,60 | Reliabel |
| Reward (X <sub>3</sub> )              | 0,754 | 0,60 | Reliabel |
| Fleksibilitas Waktu (X <sub>4</sub> ) | 0,632 | 0,60 | Reliabel |
| Pengembangan Karir (X <sub>5</sub> )  | 0,708 | 0,60 | Reliabel |
| Minat Berbisnis MLM (Y)               | 0,686 | 0,60 | Reliabel |

## B. Uji Asumsi Klasik

### 1. Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 110                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 1.96373110              |
| Most Extreme Differences         | Absolute       | .075                    |
|                                  | Positive       | .075                    |
|                                  | Negative       | -.067                   |
| Test Statistic                   |                | .075                    |
| Asymp. Sig. (2-tailed)           |                | .156 <sup>c</sup>       |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

2. Uji Linieritas

| <b>Hubungan</b>                                | <b><i>Devination<br/>From<br/>Linierity</i></b> | <b>Taraf<br/>Signifikansi</b> | <b>Kriteria</b> |
|--|---|-------------------------------|-----------------|
| Modal dengan Minat Berbisni MLM                | 0,112   | 0,05                          | Linier          |
| Kualitas Produk dengan Minat Berbisnis MLM     | 0,303   | 0,05                          | Linier          |
| <i>Reward</i> dengan Minat Berbisnis MLM       | 0,311   | 0,05                          | Linier          |
| Fleksibilitas Waktu dengan Minat Berbisnis MLM | 0,368   | 0,05                          | Linier          |
| Pengembangan Karir dengan Minat Berbisnis MLM  | 0,149   | 0,05                          | Linier          |

3. Uji Multikolonieritas

**Coefficients<sup>a</sup>**

| Model |                 | Collinearity Statistics |       |
|-------|-----------------|-------------------------|-------|
|       |                 | Tolerance               | VIF   |
| 1     | Modal           | .533                    | 1.877 |
|       | Kualitas Produk | .393                    | 2.544 |

|                     |      |       |
|---------------------|------|-------|
| <i>Reward</i>       | .674 | 1.483 |
| Fleksibilitas Waktu | .688 | 1.454 |
| Pengembangan Karir  | .328 | 3.049 |

a. Dependent Variable: Minat Berbisnis MLM

#### 4. Uji Heteroskedastisitas

##### Coefficients<sup>a</sup>

| Model               | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|---------------------|-----------------------------|------------|---------------------------|--------|------|
|                     | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant)        | 2.964                       | 1.070      |                           | 2.771  | .007 |
| Modal               | -.056                       | .104       | -.070                     | -.538  | .592 |
| Kualitas Produk     | .057                        | .084       | .104                      | .684   | .495 |
| <i>Reward</i>       | .068                        | .056       | .142                      | 1.220  | .225 |
| Fleksibilitas Waktu | -.089                       | .064       | -.161                     | -1.401 | .164 |
| Pengembangan Karir  | -.099                       | .093       | -.178                     | -1.069 | .288 |

a. Dependent Variable: Abs

### C. Uji Regresi Berganda

#### Coefficients<sup>a</sup>

| Model               | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|---------------------|-----------------------------|------------|---------------------------|-------|------|
|                     | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)        | 3.903                       | 1.677      |                           | 2.327 | .022 |
| Modal               | .043                        | .163       | .025                      | .261  | .795 |
| Kualitas Produk     | .278                        | .131       | .234                      | 2.123 | .036 |
| <i>Reward</i>       | .177                        | .087       | .170                      | 2.029 | .045 |
| Fleksibilitas Waktu | .248                        | .100       | .207                      | 2.489 | .014 |
| Pengembangan Karir  | .306                        | .145       | .254                      | 2.109 | .037 |

a. Dependent Variable: Minat Berbisnis MLM

### D. Uji Hipotesis

#### 1. Uji t (Secara Parsial)

#### Coefficients<sup>a</sup>

| Model | Unstandardized Coefficients |            | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|------------|---------------------------|---|------|
|       | B                           | Std. Error | Beta                      |   |      |

|                     |       |       |      |       |      |
|---------------------|-------|-------|------|-------|------|
| 1 (Constant)        | 3.903 | 1.677 |      | 2.327 | .022 |
| Modal               | .043  | .163  | .025 | .261  | .795 |
| Kualitas Produk     | .278  | .131  | .234 | 2.123 | .036 |
| <i>Reward</i>       | .177  | .087  | .170 | 2.029 | .045 |
| Fleksibilitas Waktu | .248  | .100  | .207 | 2.489 | .014 |
| Pengembangan Karir  | .306  | .145  | .254 | 2.109 | .037 |

a. Dependent Variable: Minat Berbisnis MLM

## 2. Uji F (Secara Simultan)

### ANOVA<sup>a</sup>

| Model        | Sum of Squares | Df  | Mean Square | F      | Sig.              |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 428.988        | 5   | 85.798      | 21.228 | .000 <sup>b</sup> |
| Residual     | 420.330        | 104 | 4.042       |        |                   |
| Total        | 849.318        | 109 |             |        |                   |

a. Dependent Variable: Minat Berbisnis MLM

b. Predictors: (Constant), Pengembangan Karir, Fleksibilitas Waktu, *Reward*, Modal, Kualitas Produk

### 3. Uji Koefisien Determinasi ( $R^2$ )

#### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .711 <sup>a</sup> | .505     | .481              | 2.010                      |

a. Predictors: (Constant), Pengembangan Karir, Fleksibilitas Waktu, *Reward*, Modal, Kualitas Produk

b. Dependent Variable: Minat Berbisnis MLM

Lampiran 6

Tabel r,t dan F

Tabel r untuk df = 101 - 150

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|------------|--|--------|--------|--------|--------|
|            | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|            | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|            | 0.1                                      | 0.05   | 0.02   | 0.01   | 0.001  |
| 101        | 0.1630                                   | 0.1937 | 0.2290 | 0.2528 | 0.3196 |
| 102        | 0.1622                                   | 0.1927 | 0.2279 | 0.2515 | 0.3181 |
| 103        | 0.1614                                   | 0.1918 | 0.2268 | 0.2504 | 0.3166 |
| 104        | 0.1606                                   | 0.1909 | 0.2257 | 0.2492 | 0.3152 |
| 105        | 0.1599                                   | 0.1900 | 0.2247 | 0.2480 | 0.3137 |
| 106        | 0.1591                                   | 0.1891 | 0.2236 | 0.2469 | 0.3123 |
| 107        | 0.1584                                   | 0.1882 | 0.2226 | 0.2458 | 0.3109 |
| 108        | 0.1576                                   | 0.1874 | 0.2216 | 0.2446 | 0.3095 |
| 109        | 0.1569                                   | 0.1865 | 0.2206 | 0.2436 | 0.3082 |
| 110        | 0.1562                                   | 0.1857 | 0.2196 | 0.2425 | 0.3068 |
| 111        | 0.1555                                   | 0.1848 | 0.2186 | 0.2414 | 0.3055 |
| 112        | 0.1548                                   | 0.1840 | 0.2177 | 0.2403 | 0.3042 |
| 113        | 0.1541                                   | 0.1832 | 0.2167 | 0.2393 | 0.3029 |
| 114        | 0.1535                                   | 0.1824 | 0.2158 | 0.2383 | 0.3016 |
| 115        | 0.1528                                   | 0.1816 | 0.2149 | 0.2373 | 0.3004 |
| 116        | 0.1522                                   | 0.1809 | 0.2139 | 0.2363 | 0.2991 |
| 117        | 0.1515                                   | 0.1801 | 0.2131 | 0.2353 | 0.2979 |
| 118        | 0.1509                                   | 0.1793 | 0.2122 | 0.2343 | 0.2967 |
| 119        | 0.1502                                   | 0.1786 | 0.2113 | 0.2333 | 0.2955 |
| 120        | 0.1496                                   | 0.1779 | 0.2104 | 0.2324 | 0.2943 |
| 121        | 0.1490                                   | 0.1771 | 0.2096 | 0.2315 | 0.2931 |
| 122        | 0.1484                                   | 0.1764 | 0.2087 | 0.2305 | 0.2920 |
| 123        | 0.1478                                   | 0.1757 | 0.2079 | 0.2296 | 0.2908 |
| 124        | 0.1472                                   | 0.1750 | 0.2071 | 0.2287 | 0.2897 |
| 125        | 0.1466                                   | 0.1743 | 0.2062 | 0.2278 | 0.2886 |
| 126        | 0.1460                                   | 0.1736 | 0.2054 | 0.2269 | 0.2875 |
| 127        | 0.1455                                   | 0.1729 | 0.2046 | 0.2260 | 0.2864 |
| 128        | 0.1449                                   | 0.1723 | 0.2039 | 0.2252 | 0.2853 |
| 129        | 0.1443                                   | 0.1716 | 0.2031 | 0.2243 | 0.2843 |
| 130        | 0.1438                                   | 0.1710 | 0.2023 | 0.2235 | 0.2832 |
| 131        | 0.1432                                   | 0.1703 | 0.2015 | 0.2226 | 0.2822 |
| 132        | 0.1427                                   | 0.1697 | 0.2008 | 0.2218 | 0.2811 |
| 133        | 0.1422                                   | 0.1690 | 0.2001 | 0.2210 | 0.2801 |
| 134        | 0.1416                                   | 0.1684 | 0.1993 | 0.2202 | 0.2791 |
| 135        | 0.1411                                   | 0.1678 | 0.1986 | 0.2194 | 0.2781 |
| 136        | 0.1406                                   | 0.1672 | 0.1979 | 0.2186 | 0.2771 |
| 137        | 0.1401                                   | 0.1666 | 0.1972 | 0.2178 | 0.2761 |
| 138        | 0.1396                                   | 0.1660 | 0.1965 | 0.2170 | 0.2752 |
| 139        | 0.1391                                   | 0.1654 | 0.1958 | 0.2163 | 0.2742 |
| 140        | 0.1386                                   | 0.1648 | 0.1951 | 0.2155 | 0.2733 |
| 141        | 0.1381                                   | 0.1642 | 0.1944 | 0.2148 | 0.2723 |
| 142        | 0.1376                                   | 0.1637 | 0.1937 | 0.2140 | 0.2714 |
| 143        | 0.1371                                   | 0.1631 | 0.1930 | 0.2133 | 0.2705 |
| 144        | 0.1367                                   | 0.1625 | 0.1924 | 0.2126 | 0.2696 |
| 145        | 0.1362                                   | 0.1620 | 0.1917 | 0.2118 | 0.2687 |
| 146        | 0.1357                                   | 0.1614 | 0.1911 | 0.2111 | 0.2678 |
| 147        | 0.1353                                   | 0.1609 | 0.1904 | 0.2104 | 0.2669 |
| 148        | 0.1348                                   | 0.1603 | 0.1898 | 0.2097 | 0.2660 |
| 149        | 0.1344                                   | 0.1598 | 0.1892 | 0.2090 | 0.2652 |
| 150        | 0.1339                                   | 0.1593 | 0.1886 | 0.2083 | 0.2643 |

Titik Persentase Distribusi t (df = 81 -120)

| df \ Pr | 0.25    | 0.10    | 0.05    | 0.025   | 0.01    | 0.005   | 0.001   |
|---------|---------|---------|---------|---------|---------|---------|---------|
|         | 0.50    | 0.20    | 0.10    | 0.050   | 0.02    | 0.010   | 0.002   |
| 81      | 0.67753 | 1.29209 | 1.66388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| 82      | 0.67749 | 1.29196 | 1.66365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |
| 83      | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| 84      | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| 85      | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| 86      | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| 87      | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| 88      | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| 89      | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| 90      | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| 91      | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| 92      | 0.67717 | 1.29082 | 1.66159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| 93      | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| 94      | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| 95      | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| 96      | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| 97      | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| 98      | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| 99      | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| 100     | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |
| 101     | 0.67693 | 1.28999 | 1.66008 | 1.98373 | 2.36384 | 2.62539 | 3.17289 |
| 102     | 0.67690 | 1.28991 | 1.65993 | 1.98350 | 2.36346 | 2.62489 | 3.17206 |
| 103     | 0.67688 | 1.28982 | 1.65978 | 1.98326 | 2.36310 | 2.62441 | 3.17125 |
| 104     | 0.67686 | 1.28974 | 1.65964 | 1.98304 | 2.36274 | 2.62393 | 3.17045 |
| 105     | 0.67683 | 1.28967 | 1.65950 | 1.98282 | 2.36239 | 2.62347 | 3.16967 |
| 106     | 0.67681 | 1.28959 | 1.65936 | 1.98260 | 2.36204 | 2.62301 | 3.16890 |
| 107     | 0.67679 | 1.28951 | 1.65922 | 1.98238 | 2.36170 | 2.62256 | 3.16815 |
| 108     | 0.67677 | 1.28944 | 1.65909 | 1.98217 | 2.36137 | 2.62212 | 3.16741 |
| 109     | 0.67675 | 1.28937 | 1.65895 | 1.98197 | 2.36105 | 2.62169 | 3.16669 |
| 110     | 0.67673 | 1.28930 | 1.65882 | 1.98177 | 2.36073 | 2.62126 | 3.16598 |
| 111     | 0.67671 | 1.28922 | 1.65870 | 1.98157 | 2.36041 | 2.62085 | 3.16528 |
| 112     | 0.67669 | 1.28916 | 1.65857 | 1.98137 | 2.36010 | 2.62044 | 3.16460 |
| 113     | 0.67667 | 1.28909 | 1.65845 | 1.98118 | 2.35980 | 2.62004 | 3.16392 |
| 114     | 0.67665 | 1.28902 | 1.65833 | 1.98099 | 2.35950 | 2.61964 | 3.16326 |
| 115     | 0.67663 | 1.28896 | 1.65821 | 1.98081 | 2.35921 | 2.61926 | 3.16262 |
| 116     | 0.67661 | 1.28889 | 1.65810 | 1.98063 | 2.35892 | 2.61888 | 3.16198 |
| 117     | 0.67659 | 1.28883 | 1.65798 | 1.98045 | 2.35864 | 2.61850 | 3.16135 |
| 118     | 0.67657 | 1.28877 | 1.65787 | 1.98027 | 2.35837 | 2.61814 | 3.16074 |
| 119     | 0.67656 | 1.28871 | 1.65776 | 1.98010 | 2.35809 | 2.61778 | 3.16013 |
| 120     | 0.67654 | 1.28865 | 1.65765 | 1.97993 | 2.35782 | 2.61742 | 3.15954 |

Catatan: Probabilita yang lebih kecil yang ditunjukkan pada judul tiap kolom adalah luas daerah dalam satu ujung, sedangkan probabilitas yang lebih besar adalah luas daerah dalam kedua ujung



**Titik Persentase Distribusi F untuk Probabilitas = 0,05**

| df untuk penyebut (N2) | df untuk pembilang (N1) |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                        | 1                       | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    | 10   | 11   | 12   | 13   | 14   | 15   |
| 91                     | 3.95                    | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| 92                     | 3.94                    | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 93                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 94                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.77 |
| 95                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.82 | 1.80 | 1.77 |
| 96                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 97                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 98                     | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 99                     | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 100                    | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 101                    | 3.94                    | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 102                    | 3.93                    | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 103                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 104                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 105                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.81 | 1.79 | 1.76 |
| 106                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| 107                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| 108                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 109                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 110                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 111                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 112                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 113                    | 3.93                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.87 | 1.84 | 1.81 | 1.78 | 1.76 |
| 114                    | 3.92                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 115                    | 3.92                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 116                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 117                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 118                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 119                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| 120                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| 121                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 122                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 123                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 124                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 125                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 126                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 127                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| 128                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| 129                    | 3.91                    | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 130                    | 3.91                    | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 131                    | 3.91                    | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 132                    | 3.91                    | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| 133                    | 3.91                    | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| 134                    | 3.91                    | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| 135                    | 3.91                    | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.82 | 1.79 | 1.77 | 1.74 |

## SURAT IZIN PENELITIAN DARI KAMPUS



**KEMENTERIAN AGAMA REPUBLIK INDONESIA**  
**INSTITUT AGAMA ISLAM NEGERI PEKALONGAN**  
**FAKULTAS EKONOMI DAN BISNIS ISLAM**  
Jalan Pahlawan KM. 5 Kajen Kab. Pekalongan Kode Pos 51161  
www.febi.iainpekalongan.ac.id email: febi@iainpekalongan.ac.id

Nomor : B-7660/In.30/F.IV/TL.00/09/2021  
Sifat : Biasa  
Lampiran : -  
Hal : **Permohonan Izin Penelitian**

20 September 2021

Yth,  
Pimpinan PT Natural Nusantara Cabang Pekalongan  
di-  
**Tempat**

**Assalamu'alaikum Wr. Wb.**

Diberitahukan dengan hormat bahwa mahasiswa:

Nama : Rinda Widyawati  
NIM : 2013115446

adalah mahasiswa Jurusan Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam IAIN Pekalongan. Mahasiswa Sebagaimana tersebut diatas akan melakukan penelitian di lembaga/wilayah yang Bapak/Ibu Pimpin guna keperluan menyusun skripsi dengan judul: **"Determinasi faktor minat masyarakat Pekalongan sebagai distributor multi level marketing (MLM) PT Natural Nusantara cabang Pekalongan G.1886"**.

Sehubungan dengan hal tersebut, dimohon bantuan Bapak/Ibu mengizinkan mahasiswa yang bersangkutan mengadakan riset guna penelitian skripsi tersebut. Demikian atas kebijaksanaan, izin dan bantuan Bapak/Ibu, kami sampaikan terimakasih.

**Wassalamu'alaikum Wr. Wb.**



Shinta Dewi Rismawati

**VISI FAKULTAS EKONOMI & BISNIS ISLAM :**  
Menjadi Fakultas terkemuka dan kompetitif dalam pengembangan ilmu ekonomi dan bisnis Islam berwawasan keindonesiaan di tingkat nasional pada tahun 2036

**VISI JURUSAN EKONOMI SYARIAH :**  
Menjadi Jurusan yang terkemuka dan kompetitif dalam pengembangan ilmu ekonomi syariah berwawasan keindonesiaan di tingkat nasional pada tahun 2036

Lampiran 8

**SURAT IZIN PENELITIAN DARI STOKIS PT. NATURAL  
NUSANTARA CABANG PEKALONGAN G.1866.**



**STOCKIST PT. NATURAL NUSANTARA CABANG PEKALONGAN  
G.1866**

Perum Graha Naya Permata 3 Blok B/ No. 11, Kec. Wiradesa,  
Pekalongan, Jawa Tengah 51152

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Pekalongan, 01 Oktober 2021

Nomor : 005/STOCKIST NASA/IX/2021  
Lampiran : -  
Hal : Surat Keterangan Selesai Penelitian

Bersama ini Stockist PT. Natural Nusantara Cabang Pekalongan G.1866, menerangkan bahwa :

Nama : Rinda Widyawati  
Nim : 2013115446  
Sekolah/Universitas : Institut Agama Islam Negeri Pekalongan

Kami sampaikan bahwa mahasiswa tersebut diatas benar telah melaksanakan penelitian di Stockist PT. Natural Nusantara Cabang Pekalongan G.1866 guna memenuhi persyaratan untuk menyelesaikan pembuatan Skripsi dengan judul : **Determinasi Faktor Minat Masyarakat Pekalongan Sebagai Distributor Multi Level Marketing (MLM) PT. Natural Nusantara Cabang Pekalongan G.1866.**

Demikian surat keterangan ini dibuat untuk diketahui dan dipergunakan sebagaimana mestinya.

  
SRI HANIA

Lampiran 9

DOKUMENTASI





## DAFTAR RIWAYAT HIDUP

### IDENTITAS PRIBADI

Nama : Rinda Widyawati  
Tempat, Tanggal Lahir : Pekalongan, 17 Juli 1996  
Alamat : Desa jajarwayang RT 01 RW 01 Kec. Bojong  
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- SDN 02 Jajarwayang Bojong Lulus Tahun 2008
- MTS Sunan Kalijaga Bojong Lulus Tahun 2011
- SMK Ma'arif Nu Titro Lulus Tahun 2014
- IAIN Pekalongan Jurusan Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam Angkatan 2015

### DATA ORANG TUA

Nama Ayah : Sugeng  
Pekerjaan : Wiraswasta  
Nama Ibu : Iswati  
Pekerjaan : Ibu Rumah Tangga  
Alamat : Desa jajarwayang RT 01 RW 01 kec. Bojong  
Kab. Pekalongan



**KEMENTERIAN AGAMA  
INSTITUT AGAMA ISLAM NEGERI (IAIN)  
PEKALONGAN**

Jl. Kusuma Bangsa No. 9 Pekalongan, Telp. (0285) 412575 ext : 112 | Faks. (0285) 423418  
Website : [perpustakaan.iainpekalongan.ac.id](http://perpustakaan.iainpekalongan.ac.id) | Email : [perpustakaan@iainpekalongan.ac.id](mailto:perpustakaan@iainpekalongan.ac.id)

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**LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI  
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS**

Sebagai sivitas akademika IAIN Pekalongan, yang bertanda tangan di bawah ini, saya:

Nama : RINDA WIDYAWATI  
NIM : 2013115446  
Jurusan / Fakultas : EKONOMI SYARIAH / FEBI  
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