

BAB V

KESIMPULAN DAN SARAN

A. Kesimpulan

Hasil dari penelitian ini menunjukkan bahwa berdasarkan 7 (tujuh) kali pengujian terhadap 9 (sembilan) butir asosiasi terhadap koran TopSkor. Kemudian ditemukan 3 butir asosiasi yang paling unggul diantara asosiasi-asosiasi lainnya, yaitu **asosiasi variabel 1 (harga murah), asosiasi variabel 9 (harian khusus olahraga), dan asosiasi variabel 7 (Terbit setiap hari)**. ternyata H_0 diterima. Artinya, kemungkinan jawaban "Ya" adalah sama untuk ketiga asosiasi tersebut.

Dari ketiga variabel asosiasi merek (*Brand Association*) di atas, berikut ini analisis ketiga variabel asosiasi dari berbagai sumber. Yang pertama asosiasi harga murah, karena koran TopSkor menjualnya dengan harga Rp 2000,- per eksemplar lebih murah dibandingkan dengan tabloid Bola dan tabloid Go yang dijual dengan harga Rp 6000,- per eksemplar. Dengan harga yang murah TopSkor dapat dijangkau oleh semua kalangan. Yang kedua asosiasi harian Khusus olahraga, karena koran TopSkor mengambil format koran harian yang terbitnya setiap hari dan topik dari beritanya hanya olahraga saja. Sedangkan Bola dan Go mengambil

format tabloid. Yang terakhir adalah asosiasi terbit setiap hari. Karena koran TopSkor mengambil format koran harian, jadi koran TopSkor terbitnya setiap hari kecuali hari libur besar. Selain itu, pertandingan-pertandingan olahraga yang terjadi setiap hari dan bisa disaksikan di televisi. Sedangkan tabloid Bola dan Go terbit seminggu 2 (dua) kali (www.Swa/artikel.com. Di akses 20 Desember 2007). Jadi, dari analisis atribut asosiasi diatas yang mempengaruhi pembaca dalam membaca koran TopSkor.

B. Saran

Berdasarkan kesimpulan diatas, penulis ingin menyampaikan beberapa saran yang mungkin bermanfaat bagi koran TopSkor. Yaitu :

1. Untuk koran TopSkor hendaknya tetap mempertahankan ketiga atribut asosiasi yang paling kuat dan dapat membentuk *brand image* (citra merek), yaitu harga murah, harian khusus olahraga, dan terbit setiap hari.
2. Lebih memperhatikan lagi masukan-masukan dari para pembaca koran TopSkor melalui segmen TopSkor mania, agar para pembaca koran TopSkor tetap setia dan dengan masukan-masukan tersebut dapat lebih meningkatkan kualitas dari koran TopSkor itu sendiri.

DAFTAR PUSTAKA

- Alma, Buchari. 2007, *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi revisi. Bandung: Alfabeta
- Armstrong, G. dan Philip Kotler. 2001. *Dasar-dasar Pemasaran*. Terjemahan: Alexander Sindoro. Jakarta: PT Indeks
- Budiarto, Teguh. 2000, *Dasar Pemasaran (Diktat kuliah)*. Jakarta: Universitas Gunadarma, Fakultas Ekonomi
- Darmadi, D. *et al.* 2004, *Strategi Menaklukkan Pasar*. Jakarta: PT Gramedia Pustaka Utama
- Kartajaya, Hermawan. 2002, *MarkPlus On Strategy: 12 Tahun Perjalanan MarkPlus&Co Membangun Strategi Perusahaan*. Jakarta: PT Gramedia Pustaka Utama
- Kasali, Rhenald. 2003. *Membidik Pasar Indonesia: Segmentasi, Targeting, Positioning*. Jakarta: PT Gramedia Pustaka Utama
- Kennedy, J. E. dan R. Dermawan S. 2006, *Marketing Communication: Taktik dan Strategi*. Jakarta: PT Bhuana Ilmu Populer
- Kotler, Philip. 2000. *Manajemen Pemasaran*. Edisi Milenium. Terjemahan dari: Hendra Teguh dan Ronny A. Rusli. Jakarta: PT Prenhallindo
- Lamb, *et al.* 2001. *Pemasaran*. Jilid ke-1. Jakarta: Salemba Empat
- Lane, K. dan Philip Kotler. 2007. *Manajemen Pemasaran*. Edisi ke-12. Jakarta: PT Erlangga

- Rakhmat, J. 2000. *Psikologi Komunikasi*. Bandung: Remaja Karya
- Rangkuti, Freddy. 2004. *The Power Of Brand: Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek*. Jakarta: PT Gramedia Pustaka Utama
- Ratminto dan Atik Septi Winarsih. 2006. *Manajemen Pelayanan: Pengembangan Model Konseptual, Penerapan Citizen's Charter dan Standar Pelayanan Minimal*. Yogyakarta: Pustaka Pelajar
- Ritonga, A. 1987. *Statistika Terapan Untuk Penelitian*. Jakarta: LPFEUI.
- Schiffman dan Leslie Lazar Kanuk. 2001. *Consumer Behaviour*. Edisi ke-5. New Jersey: Prentice-Hal.Inc
- Sugiyono. 2004. *Metode Penelitian Bisnis*. Bandung: Alfabeta
- Simamora, B. 2002. *Aura Merek: 7 Langkah Membangun Merek Yang Kuat*. Jakarta: PT Gramedia Pustaka Utama
- Tunggal, Amin Widjaja. 2005. *Brand Management*. Jakarta: Harvarindo
- Utami, Christina Whidya. 2006. *Manajemen Ritel: Strategi dan Implementasi Ritel Modern*. Jakarta: Salemba Empat
- Wasesa, Silih Agung. 2005. *Strategi Public Relation's*. Jakarta: PT Gramedia Pustaka Utama
- www.abhicom2002.blogspot.com/2005/06/Koran. (20 Desember 2007. Keyword : Sejarah Koran)
- www.Depdagri.co.id/daftar_istilah. (20 Februari 2008. Keyword: Pengertian Media massa)

www.Deprindag Jawa Barat.com/Undang-Undang HKI No15 Tahun 2001.

(10 Januari 2008. Keyword : Pengertian Merek)

www.Koran TopSkor.com. (22 Desember 2007. Keyword : Koran TopSkor)

www.media - milis.blogspot.com/2007. (22 Desember 2007. Keyword :
Survei Pembaca Koran)

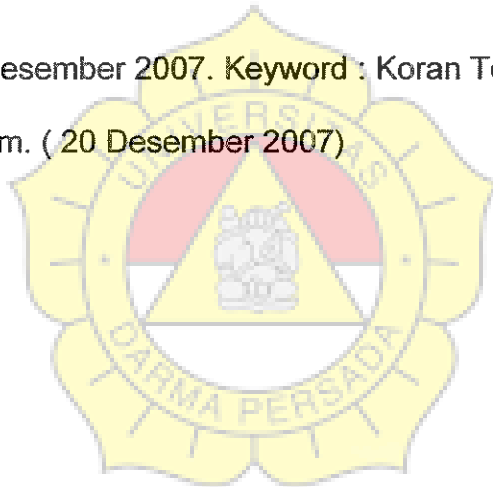
www.researchengines.com/Mangkoes 6-04-2/artikel. (26 Februari 2008.

Keyword : Pengertian media massa)

www.semesta media.com/artikel. (20 Februari 2008. Keyword : Pengertian
Media Massa)

www.swa/artikel.com. (20 Desember 2007. Keyword : Koran TopSkor)

www.wikipedia Indonesia.com. (20 Desember 2007)



Lampiran 1

KUESIONER PENELITIAN

Saya Moh Irwan Fadillah Mahasiswa Universitas Darma Persada Jakarta Fakultas Ekonomi Jurusan Manajemen, memohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner ini untuk keperluan penelitian skripsi yang berjudul **analisis asosiasi merek (Brand Association) pada koran TopSkor**. Lokasi penelitian yang saya pilih adalah di RW 011 Kelurahan Bekasi Jaya Kecamatan Bekasi Timur.

No. Responden : (di isi oleh peneliti)

Nama :

Pilih salah satu jawaban dengan memberi tanda (X) pada kotak yang telah tersedia berikut ini.

A. Data Responden

1. Apakah anda pernah membaca koran TopSkor minimal tiga kali dalam sebulan terakhir?

1 YA 2 TIDAK

Apabila jawaban anda YA, silakan anda lanjutkan mengisi pertanyaan berikut ini :

2. Apa jenis kelamin anda ?

1 Laki-laki 2 Perempuan

3. Usia anda saat ini ?

1 15-20 Tahun 2 21-25 Tahun 3 26-30 Tahun 4 31-35 Tahun

5 >36 Tahun

4. Pendidikan terakhir anda ?

1 SD 2 SMP/Sederajat 3 SMA/Sederajat 4 D3

5 S1 6 S2

7 S3

5. Status anda ?

1 Menikah 2 Belum menikah

6. Pekerjaan anda sekarang ?

1 Pegawai Swasta 2 Pegawai BUMN 3 PNS

4 Pelajar/Mahasiswa 5 Wiraswasta

7. Pengeluaran anda perbulan ?

1 <500.000 2 500.001 – 1.000.000 3 1.000.001 – 2.000.000

4 >2.000.001

8. Domisili anda ? 1 RT-1 2 RT-2 3 RT-3 4 RT-4 5 RT-5

6 RT-6 7 RT-7 8 RT-8 9 RT-9 10 RT-10 11 RT-11

12 RT-12 13 RT-13 14 RT-14

B. Pertanyaan Utama

silahkan pilih salah satu jawaban “YA” atau “TIDAK” dengan memberikan tanda (X) pada kotak jawaban yang telah tersedia mengenai Asosiasi Merek (*Brand Association*) pada “ koran TopSkor “ berikut ini.

- | YA | TIDAK | |
|-----------------------------|--------------------------|--|
| 1. <input type="checkbox"/> | <input type="checkbox"/> | Harga murah |
| 2. <input type="checkbox"/> | <input type="checkbox"/> | Beritanya <i>Up To Date</i> |
| 3. <input type="checkbox"/> | <input type="checkbox"/> | Preview dan hasil pertandingan olahraga |
| 4. <input type="checkbox"/> | <input type="checkbox"/> | Beritanya khusus sepakbola |
| 5. <input type="checkbox"/> | <input type="checkbox"/> | Prediksi dan Bursa Taruhan pertandingan sepakbola |
| 6. <input type="checkbox"/> | <input type="checkbox"/> | Slogan <i>Langsung, Lugas, dan Eksklusif</i> |
| 7. <input type="checkbox"/> | <input type="checkbox"/> | Terbit setiap hari |
| 8. <input type="checkbox"/> | <input type="checkbox"/> | Kerjasama dengan <i>La Gazetta Dello Sport</i> koran olahraga No.1di Italia |
| 9. <input type="checkbox"/> | <input type="checkbox"/> | Harian khusus olahraga |



Lampiran 2

TABULASI DATA KUESIONER

| No. Resp | Var 1 | Var 2 | Var 3 | Var 4 | Var 5 | Var 6 | Var 7 | Var 8 | Var 9 | Ri | Ri ² |
|-------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----|-----------------|
| 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 2 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 3 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 4 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 5 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 6 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 7 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 8 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 5 | 25 |
| 9 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 10 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 6 | 36 |
| 11 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 8 | 64 |
| 12 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 81 |
| 13 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 14 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 15 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 7 | 49 |
| 16 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 7 | 49 |
| 17 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 7 | 49 |
| 18 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 19 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 6 | 36 |
| 20 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 21 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 22 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 23 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 7 | 49 |
| 24 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 25 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 26 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 6 | 36 |
| 27 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 28 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 29 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 81 |
| 30 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 81 |
| 31 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 32 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 33 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 34 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 35 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 81 |
| 36 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 6 | 36 |
| 37 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 38 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 39 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 5 | 25 |
| 40 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 41 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 42 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 4 | 16 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 43 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 5 | 25 |
| 44 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 8 | 64 |
| 45 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 4 | 16 |
| 46 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 5 | 25 |
| 47 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 5 | 25 |
| 48 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 5 | 25 |
| 49 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 5 | 25 |
| 50 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 51 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 52 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 5 | 25 |
| 53 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 5 | 25 |
| 54 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 5 | 25 |
| 55 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 56 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 5 | 25 |
| 57 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 5 | 25 |
| 58 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 59 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 60 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 6 | 36 |
| 61 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 5 | 25 |
| 62 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 7 | 49 |
| 63 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 64 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 5 | 25 |
| 65 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 66 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 6 | 36 |
| 67 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 68 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 5 | 25 |
| 69 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 5 | 25 |
| 70 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 4 | 16 |
| 71 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 5 | 25 |
| 72 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 73 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 6 | 36 |
| 74 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 5 | 25 |
| 75 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 5 | 25 |
| 76 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 77 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 78 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 6 | 36 |
| 79 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 80 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 81 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 82 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 8 | 64 |
| 83 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 7 | 49 |
| 84 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 7 | 49 |
| 85 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 8 | 64 |
| 86 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 87 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 88 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 89 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 7 | 49 |
| 90 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |

| | | | | | | | | | | | |
|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|
| 91 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 6 | 36 |
| 92 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 5 | 25 |
| 93 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 6 | 36 |
| 94 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 95 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 96 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 97 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 6 | 36 |
| Ci | 93 | 70 | 79 | 32 | 48 | 53 | 85 | 63 | 92 | 615 | 4029 |
| Ci² | 8649 | 4900 | 6241 | 1024 | 2304 | 2809 | 7225 | 3969 | 8464 | 45585 | |



Lampiran 3

PROFIL RESPONDEN

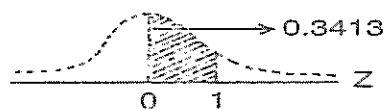
| NO | NAMA RESP | KELAMIN | USIA | PENDIDIKAN | STATUS | PEKERJAAN | PENGELUARAN | DOMISILI |
|----|----------------|---------|------|------------|--------|-----------|-------------|----------|
| 1 | Dwi Hananto | 1 | 1 | 2 | 2 | 4 | 1 | 5 |
| 2 | Andri Yulianto | 1 | 2 | 3 | 2 | 4 | 1 | 1 |
| 3 | Rahmat Wijaya | 1 | 3 | 4 | 2 | 1 | 1 | 2 |
| 4 | Firman Antono | 1 | 1 | 3 | 2 | 4 | 1 | 2 |
| 5 | Riki | 1 | 2 | 4 | 2 | 1 | 1 | 3 |
| 6 | Ibnu muchtar | 1 | 3 | 5 | 2 | 1 | 1 | 3 |
| 7 | Arief Hermawan | 1 | 2 | 4 | 2 | 1 | 1 | 4 |
| 8 | Rully Pratama | 1 | 2 | 3 | 2 | 4 | 1 | 5 |
| 9 | Ari Rahman | 1 | 2 | 4 | 2 | 1 | 1 | 4 |
| 10 | Medi Sukardi | 1 | 2 | 3 | 2 | 2 | 1 | 1 |
| 11 | Dwi Guritno | 1 | 2 | 3 | 2 | 2 | 1 | 2 |
| 12 | Agum Andri G | 1 | 3 | 3 | 2 | 1 | 2 | 3 |
| 13 | M. Didiet A | 1 | 2 | 4 | 2 | 1 | 3 | 2 |
| 14 | Angga Gumilar | 1 | 1 | 3 | 2 | 4 | 1 | 2 |
| 15 | M. Abdul Jabar | 1 | 1 | 3 | 2 | 4 | 1 | 7 |
| 16 | Mizar M | 1 | 1 | 3 | 2 | 4 | 1 | 5 |
| 17 | Kembong | 1 | 1 | 3 | 2 | 4 | 1 | 1 |
| 18 | Fendi | 1 | 1 | 3 | 2 | 4 | 2 | 1 |
| 19 | Yogi Pariama | 1 | 1 | 3 | 2 | 4 | 1 | 9 |
| 20 | Triaje Wahyu E | 1 | 1 | 3 | 2 | 4 | 1 | 5 |
| 21 | Trio Wisnu | 1 | 1 | 3 | 2 | 4 | 1 | 2 |
| 22 | Maman Sulaeman | 1 | 3 | 4 | 2 | 1 | 2 | 2 |
| 23 | A. Sofyan | 1 | 4 | 4 | 1 | 1 | 2 | 5 |
| 24 | Nur Rifai | 1 | 4 | 2 | 1 | 1 | 3 | 1 |
| 25 | Fahrurozi | 1 | 3 | 3 | 1 | 1 | 3 | 10 |
| 26 | M. Imansyah | 1 | 3 | 2 | 1 | 5 | 3 | 11 |
| 27 | Ahmad Zakaria | 1 | 1 | 2 | 2 | 4 | 1 | 4 |
| 28 | Iqbal Fauzi | 1 | 1 | 2 | 2 | 4 | 1 | 8 |
| 29 | Ahmad Suep | 1 | 1 | 2 | 2 | 4 | 1 | 1 |
| 30 | Ardiansyah | 1 | 1 | 2 | 2 | 4 | 1 | 1 |
| 31 | Sudrajat | 1 | 2 | 3 | 1 | 5 | 2 | 9 |
| 32 | Erwin Wijaya | 1 | 4 | 4 | 1 | 2 | 2 | 10 |
| 33 | M. Aan | 1 | 2 | 3 | 1 | 1 | 4 | 8 |
| 34 | A. Oji | 1 | 1 | 3 | 2 | 4 | 1 | 8 |
| 35 | Slamet Nadi | 1 | 1 | 2 | 2 | 4 | 1 | 1 |
| 36 | Anton | 1 | 2 | 2 | 1 | 5 | 3 | 7 |
| 37 | Saprudi | 1 | 4 | 3 | 1 | 1 | 4 | 10 |
| 38 | Hidayat | 1 | 2 | 5 | 2 | 1 | 2 | 3 |
| 39 | Moh. Syahrul | 1 | 3 | 4 | 1 | 2 | 3 | 11 |
| 40 | Hengki Pratama | 1 | 3 | 5 | 1 | 2 | 3 | 10 |
| 41 | Danur Sedayu | 1 | 1 | 3 | 2 | 4 | 1 | 2 |
| 42 | Andri sanjaya | 1 | 2 | 3 | 2 | 4 | 2 | 7 |
| 43 | Achmad Shuban | 1 | 2 | 3 | 1 | 4 | 2 | 3 |
| 44 | Ryan Ariyanto | 1 | 2 | 3 | 2 | 4 | 1 | 10 |

| | | | | | | | | |
|----|-------------------|---|---|---|---|---|---|----|
| 45 | Prabowo Putra | 1 | 2 | 4 | 2 | 2 | 2 | 2 |
| 46 | Didi Supriyatna | 1 | 4 | 4 | 1 | 3 | 3 | 8 |
| 47 | Imam Darmawan | 1 | 2 | 3 | 1 | 3 | 3 | 6 |
| 48 | Edwin Frederik | 1 | 3 | 4 | 1 | 3 | 3 | 7 |
| 49 | Suparman | 1 | 4 | 5 | 1 | 2 | 3 | 6 |
| 50 | Moh. Ichwan | 1 | 4 | 5 | 1 | 3 | 3 | 8 |
| 51 | Yudi Siswandi | 1 | 2 | 2 | 2 | 4 | 1 | 6 |
| 52 | Sambudi | 1 | 5 | 5 | 1 | 3 | 4 | 6 |
| 53 | Hendry Bekti | 1 | 5 | 4 | 1 | 2 | 3 | 9 |
| 54 | Aditya Riyandi | 1 | 5 | 3 | 1 | 5 | 2 | 11 |
| 55 | Dodi Wijaya | 1 | 4 | 4 | 1 | 3 | 2 | 11 |
| 56 | Afrizal | 1 | 5 | 5 | 1 | 2 | 4 | 6 |
| 57 | Dwi Kurnadi | 1 | 3 | 4 | 2 | 1 | 2 | 4 |
| 58 | Chandra Winata | 1 | 2 | 3 | 2 | 4 | 1 | 4 |
| 59 | Indriyanto | 1 | 3 | 4 | 1 | 2 | 2 | 7 |
| 60 | M. Faozan | 1 | 5 | 3 | 1 | 1 | 2 | 7 |
| 61 | Pratama Hadi | 1 | 2 | 4 | 1 | 1 | 3 | 11 |
| 62 | Bambang Haryadi | 1 | 4 | 3 | 1 | 3 | 3 | 12 |
| 63 | Agus Riyanto | 1 | 5 | 5 | 1 | 2 | 4 | 13 |
| 64 | Maulana | 1 | 3 | 4 | 2 | 2 | 3 | 14 |
| 65 | M. Affan | 1 | 1 | 1 | 2 | 4 | 1 | 12 |
| 66 | Dimas Hermawan | 1 | 1 | 1 | 2 | 4 | 1 | 12 |
| 67 | Ade Kurnia | 1 | 1 | 1 | 2 | 4 | 1 | 14 |
| 68 | Panca Utomo | 1 | 3 | 3 | 1 | 1 | 4 | 13 |
| 69 | Ali Darokah | 1 | 5 | 4 | 1 | 3 | 4 | 13 |
| 70 | Sofyandi | 1 | 4 | 3 | 1 | 5 | 2 | 12 |
| 71 | Moh. Atif | 1 | 1 | 1 | 2 | 4 | 1 | 14 |
| 72 | Nurianto | 1 | 2 | 3 | 2 | 4 | 2 | 12 |
| 73 | Agus Mintono | 1 | 4 | 5 | 1 | 2 | 4 | 3 |
| 74 | Rifki Haikal | 1 | 2 | 4 | 2 | 1 | 2 | 9 |
| 75 | Nuri Septiani | 2 | 2 | 3 | 2 | 4 | 2 | 13 |
| 76 | Rizki Dwi | 2 | 2 | 3 | 2 | 4 | 2 | 4 |
| 77 | Annisa Soraya | 2 | 3 | 4 | 1 | 2 | 3 | 5 |
| 78 | Ririn Puspitasari | 2 | 1 | 3 | 2 | 4 | 2 | 8 |
| 79 | Nabila Fitria | 2 | 2 | 2 | 2 | 4 | 2 | 11 |
| 80 | Nurhayati | 2 | 2 | 3 | 2 | 4 | 3 | 3 |
| 81 | Djunaedi Iswanto | 1 | 5 | 5 | 1 | 1 | 3 | 3 |
| 82 | Endang Sukmawati | 2 | 2 | 3 | 2 | 4 | 2 | 4 |
| 83 | Purwanto | 1 | 5 | 4 | 1 | 2 | 3 | 9 |
| 84 | M. Dhuha | 1 | 1 | 1 | 2 | 4 | 1 | 13 |
| 85 | Reza Ardhana | 1 | 2 | 3 | 2 | 4 | 2 | 6 |
| 86 | Yudi Heryanto | 1 | 2 | 4 | 2 | 1 | 2 | 14 |
| 87 | Herih Oktavianto | 1 | 3 | 4 | 2 | 1 | 2 | 2 |
| 88 | Wisnu Budiarto | 1 | 2 | 4 | 2 | 2 | 2 | 5 |
| 89 | Rizki Umbara | 1 | 1 | 2 | 2 | 4 | 1 | 14 |
| 90 | Muchrizal | 1 | 1 | 2 | 2 | 4 | 1 | 5 |
| 91 | Novrianto | 1 | 4 | 5 | 1 | 3 | 3 | 8 |
| 92 | EsyamDita | 1 | 2 | 4 | 2 | 1 | 2 | 9 |

| | | | | | | | | |
|----|----------------|---|---|---|---|---|---|----|
| 93 | Heru Kurniawan | 1 | 5 | 3 | 1 | 2 | 3 | 11 |
| 94 | Hendra Rulista | 1 | 3 | 5 | 1 | 1 | 2 | 12 |
| 95 | Fajri Palupi | 1 | 1 | 2 | 2 | 4 | 1 | 6 |
| 96 | Danny Riswanto | 1 | 4 | 4 | 1 | 1 | 3 | 1 |
| 97 | Asep Sulaksana | 1 | 5 | 5 | 1 | 2 | 3 | 10 |



Lampiran 4



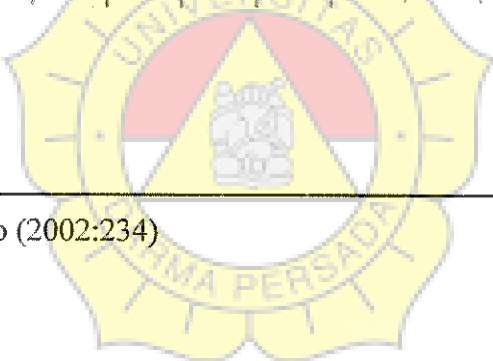
Luas Kurva Normal (Tabel Z)

| z | .00 | .01 | .02 | .03 | .04 | .05 | .06 | .07 | .08 | .09 |
|-----|------|------|------|------|------|------|------|------|------|------|
| 0.0 | 0000 | 0040 | 0080 | 0120 | 0159 | 0199 | 0239 | 0279 | 0319 | 0359 |
| 0.1 | 0398 | 0438 | 0478 | 0517 | 0557 | 0596 | 0636 | 0675 | 0714 | 0753 |
| 0.2 | 0793 | 0832 | 0871 | 0910 | 0948 | 0987 | 1026 | 1064 | 1103 | 1141 |
| 0.3 | 1179 | 1217 | 1255 | 1293 | 1331 | 1368 | 1406 | 1443 | 1480 | 1517 |
| 0.4 | 1554 | 1591 | 1628 | 1664 | 1700 | 1736 | 1772 | 1808 | 1844 | 1879 |
| 0.5 | 1915 | 1950 | 1985 | 2019 | 2054 | 2088 | 2123 | 2157 | 2190 | 2224 |
| 0.6 | 2257 | 2291 | 2324 | 2357 | 2389 | 2422 | 2454 | 2486 | 2518 | 2549 |
| 0.7 | 2580 | 2612 | 2642 | 2673 | 2704 | 2734 | 2764 | 2794 | 2823 | 2852 |
| 0.8 | 2881 | 2910 | 2939 | 2967 | 2995 | 3023 | 3051 | 3078 | 3106 | 3133 |
| 0.9 | 3159 | 3186 | 3212 | 3238 | 3264 | 3289 | 3315 | 3340 | 3365 | 3389 |
| 1.0 | 3413 | 3438 | 3461 | 3485 | 3508 | 3531 | 3554 | 3577 | 3599 | 3621 |
| 1.1 | 3643 | 3665 | 3686 | 3718 | 3729 | 3749 | 3770 | 3790 | 3810 | 3830 |
| 1.2 | 3849 | 3869 | 3888 | 3907 | 3925 | 3944 | 3962 | 3980 | 3997 | 4015 |
| 1.3 | 4032 | 4049 | 4066 | 4083 | 4099 | 4115 | 4131 | 4147 | 4162 | 4177 |
| 1.4 | 4192 | 4207 | 4222 | 4236 | 4251 | 4265 | 4279 | 4292 | 4306 | 4319 |
| 1.5 | 4332 | 4345 | 4357 | 4370 | 4382 | 4394 | 4406 | 4418 | 4430 | 4441 |
| 1.6 | 4452 | 4463 | 4474 | 4485 | 4495 | 4505 | 4515 | 4525 | 4535 | 4545 |
| 1.7 | 4554 | 4564 | 4573 | 4582 | 4591 | 4599 | 4608 | 4616 | 4625 | 4633 |
| 1.8 | 4641 | 4649 | 4656 | 4664 | 4671 | 4678 | 4686 | 4693 | 4699 | 4706 |
| 1.9 | 4713 | 4719 | 4726 | 4732 | 4738 | 4744 | 4750 | 4758 | 4762 | 4767 |
| 2.0 | 4773 | 4778 | 4783 | 4788 | 4793 | 4798 | 4803 | 4808 | 4812 | 4817 |
| 2.1 | 4821 | 4826 | 4830 | 4834 | 4838 | 4842 | 4846 | 4850 | 4854 | 4857 |
| 2.2 | 4861 | 4865 | 4868 | 4871 | 4875 | 4878 | 4881 | 4884 | 4887 | 4890 |
| 2.3 | 4893 | 4896 | 4898 | 4901 | 4904 | 4906 | 4909 | 4911 | 4913 | 4916 |
| 2.4 | 4918 | 4920 | 4922 | 4925 | 4927 | 4929 | 4931 | 4932 | 4934 | 4936 |

Sumber : Metodologi Penelitian, W.Gulo (2002:230)

Tabel Distribusi χ^2

| df | .99 | .95 | .90 | .80 | .70 | .60 | .50 | .40 | .30 | .20 | .10 | .05 | .02 | .01 | .001 |
|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|
| 1 | 0.0157 | 0.0628 | 0.0393 | 0.158 | 0.042 | .148 | .455 | 1.074 | 1.642 | 2.706 | 3.841 | 5.412 | 6.635 | 10.827 | |
| 2 | 0.0201 | 0.404 | .103 | .211 | .446 | .712 | 1.386 | 2.408 | 3.219 | 4.605 | 5.991 | 7.524 | 9.210 | 13.815 | |
| 3 | .115 | .193 | .352 | .588 | 1.005 | 1.424 | 2.366 | 3.665 | 4.642 | 6.251 | 7.515 | 9.537 | 11.341 | 16.268 | |
| 4 | .297 | .429 | .711 | 1.064 | 1.649 | 2.195 | 3.357 | 4.878 | 5.989 | 7.779 | 9.488 | 11.668 | 13.277 | 18.465 | |
| 5 | .554 | .732 | 1.145 | 1.610 | 2.343 | 3.000 | 4.351 | 6.064 | 7.289 | 9.236 | 11.070 | 13.368 | 15.086 | 20.517 | |
| 6 | .872 | 1.134 | 1.635 | 2.204 | 3.070 | 3.828 | 5.248 | 7.231 | 8.558 | 10.645 | 12.592 | 15.033 | 16.812 | 22.457 | |
| 7 | 1.239 | 1.594 | 2.167 | 2.938 | 3.822 | 4.671 | 6.348 | 8.383 | 9.803 | 12.017 | 14.067 | 16.012 | 18.475 | 24.322 | |
| 8 | 1.646 | 2.032 | 2.733 | 3.499 | 4.584 | 5.527 | 7.344 | 9.524 | 11.030 | 13.362 | 15.507 | 18.168 | 20.090 | 26.125 | |
| 9 | 2.088 | 2.532 | 3.325 | 4.166 | 5.380 | 6.363 | 8.343 | 10.556 | 12.242 | 14.684 | 16.919 | 19.679 | 21.666 | 27.877 | |
| 10 | 2.558 | 3.059 | 3.940 | 4.865 | 6.179 | 7.267 | 9.342 | 11.781 | 13.442 | 15.987 | 18.307 | 21.161 | 23.209 | 29.588 | |
| 11 | 3.053 | 3.609 | 4.575 | 5.578 | 6.969 | 8.146 | 10.341 | 12.899 | 14.631 | 17.275 | 19.678 | 22.618 | 24.725 | 31.264 | |
| 12 | 3.571 | 4.178 | 5.226 | 6.304 | 7.907 | 9.034 | 11.340 | 14.011 | 15.812 | 18.549 | 21.026 | 24.054 | 26.217 | 32.909 | |
| 13 | 4.107 | 4.765 | 5.892 | 7.043 | 8.634 | 9.926 | 12.340 | 15.119 | 16.985 | 19.812 | 22.362 | 25.472 | 27.588 | 34.528 | |
| 14 | 4.660 | 5.368 | 6.571 | 7.790 | 9.467 | 10.821 | 13.339 | 16.222 | 18.151 | 21.064 | 23.685 | 26.672 | 29.141 | 36.123 | |
| 15 | 5.229 | 5.985 | 7.261 | 8.547 | 10.307 | 11.721 | 14.339 | 17.322 | 19.311 | 22.307 | 24.996 | 28.299 | 30.578 | 37.697 | |
| 16 | 5.812 | 6.614 | 7.962 | 9.312 | 11.152 | 12.624 | 15.335 | 18.419 | 20.465 | 23.542 | 26.298 | 29.632 | 32.000 | 39.252 | |
| 17 | 6.408 | 7.255 | 8.672 | 10.085 | 12.002 | 13.531 | 16.339 | 19.511 | 21.615 | 24.789 | 27.587 | 30.995 | 33.409 | 40.790 | |
| 18 | 7.015 | 7.906 | 9.390 | 10.865 | 12.857 | 14.440 | 17.338 | 20.601 | 22.780 | 25.989 | 28.869 | 32.346 | 34.805 | 42.312 | |
| 19 | 7.633 | 8.567 | 10.117 | 11.651 | 13.715 | 15.352 | 18.338 | 21.689 | 23.900 | 27.204 | 30.144 | 33.687 | 36.191 | 43.820 | |
| 20 | 8.260 | 9.237 | 10.881 | 12.443 | 14.578 | 16.266 | 19.337 | 22.775 | 25.028 | 28.412 | 31.410 | 35.020 | 37.566 | 45.315 | |
| 21 | 8.897 | 9.915 | 11.661 | 13.240 | 15.445 | 17.180 | 20.337 | 23.838 | 26.171 | 29.615 | 32.671 | 36.343 | 38.932 | 46.787 | |
| 22 | 9.542 | 10.600 | 12.339 | 14.041 | 16.314 | 18.101 | 21.337 | 24.939 | 27.301 | 30.813 | 33.924 | 37.659 | 40.289 | 48.268 | |
| 23 | 10.196 | 11.293 | 13.091 | 14.848 | 17.187 | 19.021 | 22.337 | 26.019 | 28.429 | 32.007 | 35.172 | 38.968 | 41.638 | 49.729 | |
| 24 | 10.856 | 11.992 | 13.848 | 15.658 | 18.062 | 19.943 | 23.337 | 27.096 | 29.553 | 33.196 | 36.415 | 40.270 | 42.980 | 51.179 | |
| 25 | 11.524 | 12.697 | 14.611 | 16.473 | 18.940 | 20.867 | 24.337 | 28.172 | 30.675 | 34.352 | 37.652 | 41.566 | 44.314 | 52.620 | |
| 26 | 12.198 | 13.409 | 15.379 | 17.292 | 19.820 | 21.792 | 25.336 | 29.246 | 31.795 | 35.543 | 38.885 | 42.896 | 45.642 | 54.032 | |
| 27 | 12.879 | 14.125 | 16.151 | 18.114 | 20.702 | 22.719 | 26.336 | 30.319 | 32.912 | 36.741 | 40.113 | 44.140 | 46.963 | 55.476 | |
| 28 | 13.565 | 14.847 | 16.928 | 18.939 | 21.588 | 23.647 | 27.336 | 31.391 | 34.027 | 37.916 | 41.337 | 45.419 | 48.276 | 56.853 | |
| 29 | 14.256 | 15.574 | 17.708 | 19.768 | 22.475 | 24.577 | 28.336 | 32.461 | 35.139 | 39.067 | 42.567 | 46.693 | 49.584 | 58.262 | |
| 30 | 14.953 | 16.306 | 18.493 | 20.598 | 23.364 | 25.508 | 29.336 | 33.530 | 36.290 | 40.236 | 43.772 | 47.962 | 50.892 | 59.702 | |



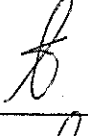




sumber : Metodologi Penelitian, W Gulo (2002:234)

FAKULTAS EKONOMI
UNIVERSITAS DARMA PERSAJA

LEMBAR KEGIATAN PENYUSUNAN SKIRPSI

NAMA MAHASISWA : MOH. IRWAN Fadillah.
NIM : 03410010.
DOSEN PEMBIMBING : Fauzi Bai Syir, Drs. MM.

| KONSULTASI KE | TANGGAL KONSULTASI | MATERI YANG DIBAHAS | PARAF PEMBIMBING |
|---------------|--------------------|---------------------|---|
| I | 18 Maret 2008 | Revisi Bab 5. |  |
| II | 16 Juli | Revisi Bab 4 & 5. |  |
| III | | |  |
| IV | | |  |
| V | | |  |
| VI | | | |

Tanggal mulai bimbingan : _____

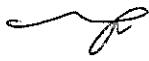





Tanggal selesai bimbingan : _____

CATATAN :

Tanggal mulai bimbingan dicantumkan sejak dikeluarkannya surat ini.

LEMBAR KEGIATAN PENYUSUNAN SKIRPSI

NAMA MAHASISWA : MOH. IRWAN FADILLAH
 NIM : 03410010
 DOSEN PEMBIMBING : FIRSAH NOVA, MM.

| KONSULTASI KE | TANGGAL KONSULTASI | MATERI YANG DIBAHAS | PARAF PEMBIMBING |
|---------------|--------------------|----------------------|---|
| I | 16 NOV 2007 | REVISI JUDUL & BAB I |  |
| II | 23 NOV 2007 | REVISI Bab I |  |
| III | 30 NOV 2007 | Bab II & BAB III |  |
| IV | 8 JAN 2008 | REVISI Bab II |  |
| V | 13 FEBRUARI 2008 | REVISI Bab III |  |
| VI | 15 APRIL 2008 | Bab 4 dan Bab 5. |  |

Tanggal mulai bimbingan : _____

Tanggal selesai bimbingan : _____

CATATAN :

Tanggal mulai bimbingan dicantumkan sejak dikeluarkannya surat ini.

**PEMERINTAH KOTA BEKASI
KECAMATAN BEKASI TIMUR
KELURAHAN BEKASI JAYA**

Jl. Raya Mekar Sari No. 3 Telp (021) 8819072

SURAT KETERANGAN

NOMOR : ..474.../...14...../K.BJ/...VI.../2008

Kepala Kelurahan Bekasi Jaya, Kecamatan Bekasi Timur, Kota Bekasi,
menerangkan bahwa :

1. Nama Lengkap : ..MOH. IRWAN. HADILLAH.....
2. Jenis Kelamin : ..LAKI-LAKI.....
3. Tempat / Tgl.Lahir : ..JAKARTA, ..7-06-1985.....
4. Agama : ..ISLAM.....
5. Kewarganegaraan : ..INDONESIA.....
6. Pekerjaan : ..MAHASISWA.....
7. Surat Bukti diri KTP : 10.5502.070685.1001.....
KK Nomor : 10.5502/05/44773.....
8. Tempat Tinggal : JL. ..IRIGASI QUARTA 3 D2 No. 15.....
RT. ..02..... RW.11.....
9. Keperluan : ..Untuk persyaratan pengambilan data penduduk
RW11 KEL. BEKASI JAYA. UNTUK keperluan SKRIPSI
10. Berlaku : 10 JUNI 2008..... s/d10 JULI 2008.....
11. Keterangan lain : Berdasarkan SP. RT/RW No. 57/02/VI-BJ/VI/2008 dan
TGL. 10-6-2008 dan menurut pengakuan ya...
yang bersangkutan.....

Demikian Surat Keterangan ini kami buat untuk diketahui dan menjadi bahan
seperlunya.

Bekasi 10 JUNI 2008.....

Yang bersangkutan

KELURAHAN BEKASI JAYA

DAFTAR RIWAYAT HIDUP

Data Pribadi

Nama Lengkap : Moh. Irwan Fadillah
 Tempat/Tanggal Lahir : Jakarta, 07 Juni 1985
 Alamat : Jl. Irigasi Quarta III Blok D2/15 RT 02/11
 Kel.Bekasi Jaya – Kec.Bekasi Timur
 Kota Bekasi 17112
 Telepon : 021- 8817844/081399001885
 Jenis Kelamin : Laki – Laki
 Agama : Islam
 Kebangsaan : Indonesia
 Status : Belum Menikah

Pendidikan Formal

- | | |
|-----------------------|---------------------------|
| 1. SMUN KORPRI BEKASI | Tahun 2000-2003 |
| 2. SLTPN 3 BEKASI | 1997-2000 |



Pengalaman Organisasi Kampus

Panitia PEKA 2005 FE Universitas Darma Persada Seksi Keamanan.