

## **BAB V**

### **PENUTUP**

#### **5.1 kesimpulan**

Berdasarkan poenelitian pengaruh *Product Quality* dan *Costumer Value* terhadap *Purchase Decision virtual item* pada *Game Genshin Impact* dengan *Promotional Media* sebagai variabel mediasi yang dilakukan, dapat ditarik kesimpulan sebagai berikut :

1. *Product quality* berpengaruh positif dan signifikan terhadap *promotional media* . hal ini berarti *product quality* mempengaruhi media promosi. Semakin baik kualitas produk maka media promosi yang digunakan akan semakin beragam untuk mengambil keputusan pembelian *virtusl item Game Genshin Impact*
2. *Costumer value* berpngaruh positif namun tidak signifiikan terhadap *promotional media*. Hasil ini menunjukkan bahwa nilai konsumen tidak memotivasi secara langsung media promosi.
3. *Product quality* berpengaruh positif terhadap *purchase decision*. Hasil ini menunjukkan bahwa *product quality* ( $X_1$ ) dapat mempengaruhi *purchase decision player* terhadap *virtual item Game Genshin Impact*.
4. *Costumer value* berpengaruh positif terhadap *purchase decision* Hasil ini menunjukkan bahwa adanya pengaruh yang kuat dan signifikan *costumer value* terhadap *purchase decision*. dengan kata lain semaakin tinggi nilai yang dirasakan konsumen semakin besar kecenderungan untuk membeli produk tersebut.
5. *Promotional media* berpengaruh positif terhadap *purchase decision* Hasil ini menunjukkan bahwa adanya pengaruh yang kuat dan

signifikan *promotional media* terhadap *purchase decision* dengan kata lain semakin intense media promosi yang digunakan, semakin tinggi pula kemungkinan konsumen untuk melakukan pembelian pada *Game Genshin Impact*.

6. *Product quality* berpengaruh positif dan signifikan terhadap *purchase decision* dengan mediasi *promotional media*. Hasil ini menunjukkan kualitas produk yang baik dapat dipromosikan dengan efektif untuk mendorong terjadinya keputusan pembelian.
7. *Costumer value* berpengaruh positif namun tidak signifikan terhadap *purchase decision* dengan mediasi *promotional media*. Hasil ini menunjukkan bahwa media promosi secara tidak langsung mempengaruhi nilai konsumen dan keputusan pembelian.

## 5.2 Implikasi

Implikasi penelitian dapat diketahui dari pengaruh *product quality* dan *costumer value* memiliki peran penting dalam meningkatkan *purchase decision virtual item* pada *Game Genshin Impact*. Dengan demikian, strategi pemasaran dengan meningkatkan *promotional media* yang lebih kuat dapat meningkatkan kesadaran dan keputusan pembelian dari konsumen di masa yang akan datang. Implikasi ini mengarah pada tindakan konkret yang dapat dilakukan oleh berbagai pihak yang membutuhkan hasil penelitian yaitu :

1. Manajemen HoYovers sebagai *developer Genshin Impact* perlu terus meningkatkan konsistensi dalam menjaga *Product Quality*, terutama pada aspek kualitas yang dipersepsikan oleh pemain. Hasil analisis menunjukkan bahwa *Product Quality* berpengaruh signifikan terhadap

*Purchase Decision*, dan nilai TCR sebesar 92,3% menunjukkan bahwa persepsi pemain terhadap kualitas virtual item berada pada kategori sangat baik. Namun demikian, untuk mencapai tingkat optimal, diperlukan penguatan pada aspek transparansi, diferensiasi item, serta integrasi dengan promotional media agar kualitas yang dipersepsikan tetap selaras dengan harapan pemain dan mendorong keputusan pembelian berulang.

2. Manajemen HoYovers sebagai *developer Genshin Impact* perlu terus meningkatkan konsistensi dalam penerapan *Promotional Media*, terutama pada aspek konsistensi penyampaian informasi promosi kepada pemain. Hasil analisis menunjukkan bahwa *Promotional Media* berpengaruh signifikan terhadap *Purchase Decision*, dan nilai TCR sebesar 91,7% menunjukkan bahwa persepsi pemain terhadap media promosi berada pada kategori sangat baik. Namun demikian, untuk mencapai tingkat optimal, diperlukan penguatan pada aspek keselarasan pesan promosi di berbagai kanal, keberlanjutan kampanye promosi, serta inovasi konten agar konsistensi promosi dapat semakin memperkuat keputusan pembelian *virtual item* oleh pemain.

### **5.3 keterbatasan penelitian**

Terdapat sejumlah keterbatasan yang harus dipertimbangkan untuk penelitian masa mendatang yaitu :

1. Keterbatasan sampel

Sampel yang terbatas yakni hanya player *Genshin Impact* yang pernah melakukan pembelian virtual item

## 2. Variabel yang tidak terukur dalam penelitian ini

Peneliti tidak mempertimbangkan variabel lain yang dapat mempengaruhi keputusan pembelian seperti faktor harga, kepuasan pelanggan, brand image, online experience dan lain-lain.

### 5.4 Saran Penelitian

Berdasarkan hasil peneliyian, pembahasan dan kesimpulan yang telah diuraikan diatas, maka ada beberapa saran dari peneliti yang dapat bermanfaat yaitu sebagai berikut :

1. Bagi HoYovers selaku *developer* dari *Game Genshin Impact*
  - a. Bagi perusahaan diharapkan untuk meningkatkan promosi yang dilakukan tbaik *offline* maupun *online*, tidak meratanya media promosi yang dilakukan dinilai menjadi salah satu gfaktor kurangnya *purchase decision* produk.
  - b. Meningkatkan pelayanan *costumer service* lebih gesit dan responsif terhadap pembelian yang dilakukan *player*
  - c. Meningkatkan ulasan dan promosi dengan melibatkan *player* secara langsung tentang karakter/senjata yang dirilis agar meningkatkan keinginan pembelian.
2. Bagi Akademis
  - a. Skripsi ini diharapkan dapat menjadi salah satu referensi tambahan dalam melakukan penelitian tentang *product quality*, *costumer value*, *promotional media* maupun *product quality* di masa mendatang terutama untuk objek penelitian *Game Genshin Impact*

3. Bagi peneliti selanjutnya

- a.* bagi peneliti selanjutnya disarankan untuk memperluas ruang lingkup penelitian dengan mencakup objek penelitian yang lebih luas tentang pengaruh pembelian *product quality* dan *costumer value*
- b.* bagi peneliti selanjutnya untuk dapat mempertimbangkan dengan baik pemilihan variabel penelitian yang mungkin mempengaruhi *purchase decision* seperti harga, *brand awareness*, kepuasan pelanggan dan lain-lain.

## DAFTAR PUSTAKA

- Agustina Yanti, V. (2024). Pengaruh kualitas produk dan promosi media *online* terhadap keputusan pembelian produk UMKM olahan pangan di perkotaan. *KOMITMEN: Jurnal Ilmiah Manajemen*, 5(2), 56–61. UIM Sunan Gunung Djati, Bandung
- Amelia, C. S., Yuliarti, A. D., & Yusuf, A. (2024). Pengaruh customer *value* terhadap keputusan pembelian Mixue Ice Cream & Tea (Survei pada pelanggan Mixue Ice Cream & Tea). *Jurnal Nasional Manajemen Pemasaran & Sumber Daya Manusia*, 5(2), 100–105. Universitas Kristen Petra, Surabaya
- Andrian, S. E., Putra, C. I. W., Jumawan, S., & Nursal, M. F. (2022). *Perilaku konsumen*. (R. Iye & E. D. Widyawaty, Eds). Malang: Penerbit Rena Cipta Mandiri.
- Angelia, C., Hutabarat, F. A. M., Nugroho, N., & Arwin. (2021). Perilaku konsumtif *gamers Genshin impact* terhadap pembelian gacha. *Journal of Business and Economics Research*, 2(3), 61–65. Politeknik Cendana, Medan
- Angelia, C., Hutabarat, F. A. M., Nugroho, N., Supriyanto, S., & Sulaiman, F. (2022). Kualitas produk dan *customer value* terhadap loyalitas pelanggan dalam melakukan pembelian item pada *game Genshin impact*. *ESCAF*, 1, 142–148. Universitas Bina Insan, Lubuk Linggau
- Aulia, R. (2017). Analisis faktor-faktor yang mempengaruhi keputusan pembelian pada Supermarket Bilka di Surabaya (Artikel Ilmiah, STIE Perbanas Surabaya). STIE Perbanas Repository.
- Axis. (n.d.). Apa itu *Genshin impact* dan sistem gacha di dalamnya?. Axis Blog. <https://www.axis.co.id/blog/apa-itu-genshin-impact-dan-sistem-gacha-di-dalamnya>
- BAB VI Corinna et.al (2024) Pengaruh Nilai Pelanggan (*Customer Value*) Terhadap Keputusan Pembelian Mixue Ice Cream & Tea (Survei Pada Pelanggan Mixue Ice Cream & Tea, Universitas Singaperbangsa Karawang
- Bibli. (n.d.). Apa itu Genshin Impact ? Bibli Friends. <https://www.bibli.com/friends/blog/apa-itu-genshin-impact-12/>
- Business of Apps. (n.d.). *Genshin impact statistics and revenue data*. Business of Apps. <https://www.businessofapps.com/data/genshin-impact-statistics/>
- Fandom. (n.d.). *Version history of Genshin impact*. *Genshin impact* Wiki. <https://genshin-impact.fandom.com/wiki/Version>
- Farizky, M. I., Thalib, S., & Hendratni, T. W. (2022). Pengaruh kualitas produk

- dan promosi melalui media sosial terhadap kepuasan pelanggan di "What's Good Coffee". Jurnal Ilmiah Manajemen Pancasila, 2(2), 92–103. Universitas Pancasila, Jakarta
- Fenny, F., & Suryati, L. (2024). *The influence of social media marketing, product quality, and influences on Brand X purchasing decisions*. Dinasti International Journal of Management Science, 5(6), 1310–1319. STIE Eka Prasetya dan Universitas IBBI, Sumatra Utara
- Grewal, D., Roggeveen, A. L., Compeau, L. D., & Levy, M. (2016). Perceived quality and the effectiveness of retail promotions. *Journal of Retailing and Consumer Services*, 29, 1–9. <https://doi.org/10.1016/j.jretconser.2015.10.004>
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2014). *Multivariate data analysis* (7th ed.). Pearson.
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2019). *Multivariate data analysis* (8th ed.). Pearson.
- Haque, M. G. (2020). Pengaruh kualitas produk dan harga terhadap keputusan pembelian pada PT. Berlian Multitama di Jakarta. 21(1), 31–38. E-Mabis: Jurnal Ekonomi Manajemen dan Bisnis,. STIE Indonesia Banking School, Jakarta
- Hybrid. (n.d.). Cara *top-up Genshin impact* dengan mudah. Hybrid.co.id. <https://hybrid.co.id/post/top-up-genshin-impact/>
- Karenena, F. N. (2023). Representasi budaya dalam media *game Genshin impact* sebagai soft power Tiongkok. Skripsi, Universitas Sriwijaya.
- Kotler, P., & Armstrong, G. (2023). *Principles of marketing* (19th ed., Global edition). *Pearson Education Limited*.
- Kotler, P., & Keller, K. L. (2019). *Marketing Management* (15th ed.). *Pearson Education*
- Kotler, P., Keller, K.L, Chernev, A, (2021). *Marketing Management* (16<sup>th</sup> ed.) *Pearson Education*
- Kuncoro, M. (2013). Metode riset untuk bisnis & ekonomi: bagaimana meneliti dan menulis tesis? (Edisi ke-4, hlm. xvi + 342). Jakarta: Erlangga.
- Liana, Y., Putri, I., Djafri, T., & Priyo, D. (2024). Pengaruh kualitas produk terhadap loyalitas konsumen melalui kepuasan konsumen pada perusahaan Shopee. ESCAF, 12(1), 142–148. STIE Malangkeucwara, Malang
- Martini, L. K. B., Suardhika, I. N., & Dewi, L. K. C. (2022). *Tik Tok as a promotional media to influence consumer purchase decisions*. Jurnal Aplikasi Manajemen, 20(1), 170–180. STIE Bali International Institute of Tourism Management, Universitas Mahasaraswati Denpasar, Universitas Triatma Mulya, Bali

- Mawardah, I. (2016). Pengaruh kualitas pelayanan dan *customer value* terhadap kepuasan nasabah (Studi Kasus Pada Bank Syariah Bukopin). Skripsi, Universitas Islam Negeri Syarif Hidayatullah.
- Medcom. (2025, Januari 4). *Review game Genshin impact*. OSC Medcom. <https://osc.medcom.id/community/review-game-genshin-impact-2444>
- Perdana, S. P. (2019). Pengaruh kualitas produk terhadap keputusan pembelian konsumen meubel AA di Kecamatan Rambatan ditinjau menurut perspektif ekonomi syariah. Skripsi, Universitas Islam Negeri Sultan Syarif Kasim Riau.
- Prastin, M. A. (2024). Pengaruh media pembelajaran terhadap pemahaman siswa dalam pembelajaran IPS. Universitas Halu Oleo, Kendari
- Pratama, A. C., & Martini, N. (2021). Pengaruh kualitas dan inovasi produk terhadap kepuasan bermain *game Mobile Legends: Bang Bang* Kota Karawang. *Jurnal Ilmiah Manajemen Forkamma*, 5(1), 90–100. Universitas Singaperbangsa, Karawang
- Putri, D. A. (2017). Hubungan kualitas produk dengan keputusan pembelian handphone Android pada mahasiswa psikologi Universitas Medan Area. Skripsi, Fakultas Psikologi, Universitas Medan Area.
- Raharjo, S., Wulandari, & Dito, A. H. (2024). Pengaruh promosi media sosial dan reputasi perusahaan terhadap keputusan pembelian produk *virtual Genshin impact*. *Jurnal ARIMBI (Applied Research in Management and Business)*, 3(2), 40–46.
- Riduwan. (2012). *Dasar-Dasar Statistika*. Bandung: Alfabeta.
- Santy, A. D., & Abdurrahman, M. S. (2024). Pengaruh *marketing activities game Genshin impact* dalam media sosial X terhadap brand loyalty. *e-Proceeding of Management*, 11(3), 3366–3368.
- Satrio, A. W. (2023). Peran pemerintah Tiongkok dalam promosi budaya melalui industri gim: Studi kasus *Genshin impact* yang dikembangkan oleh Mihoyo. Skripsi, Universitas Gadjah Mada.
- Setiawan, A., & Sukma, R. P. (2023). Pengaruh kualitas produk dan promosi terhadap kepuasan melalui keputusan pembelian di LTG by Esterakyat. *Human Capital Development*, 10(2), 1–10.
- Silitonga, N. A. (2022). Pengaruh kualitas produk dan kualitas pelayanan terhadap keputusan pembelian pada produk *game Genshin impact Mobile*. Skripsi, Universitas Lampung.
- Soetanto, J. P., Septina, F., & Febry, T. (2020). Pengaruh kualitas produk dan keragaman produk terhadap keputusan pembelian produk Amondeu. *Performa: Jurnal Manajemen dan Start-Up Bisnis*, 5(1), 63–71.
- Statista. (2024). *Genshin impact in-app purchase revenue worldwide 2020-*

- 2024 [Dataset]. Statista. Retrieved from <https://www.statista.com>
- Statista. (2024). *Genshin impact mobile revenue per download (RPD) by region 2024* [Dataset]. Statista. Retrieved from <https://www.statista.com>
- Statista. (2024). *Global Genshin impact app downloads 2020-2024* [Dataset]. Statista. Retrieved from <https://www.statista.com>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2021). *Statistika untuk Penelitian*. Bandung: Alfabeta.
- Sugiyono, P. D. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta, Bandung.
- Sujarweni, V. W. (2020). *Metodologi Penelitian Bisnis dan Ekonomi*. Yogyakarta: Pustaka Baru Press.
- Sularjo, A. A., Howard, M. C., Ewitrawati, A. E., Allen, N. E. F., Christie, C., & Pratomo, E. R. (2024). Dampak penggambaran region Sumeru dari *Genshin impact* yang kurang merepresentasikan budaya Timur Tengah pada masyarakat. *IKONIK: Jurnal Seni dan Desain*, 6(2), 107–113.
- Sunardi, S., & Martini, N. (2021). Pengaruh kualitas dan inovasi produk terhadap kepuasan bermain *game Mobile Legends*: Bang Bang Kota Karawang [PDF]. Universitas Pamulang.
- Surya, E., Muftiadi, A., & Chan, A. (2024). Pengaruh *customer perceived value* terhadap *repurchase intention* dalam *game Genshin impact*. *Jurnal Lentera Bisnis*, 13(2), 866–869. <https://doi.org/10.34127/jrlab.v13i2.1091>
- Swastha, B., & Irawan, I. (2008). *Manajemen pemasaran modern*. Liberty.
- Tellis, G. J., & Fornell, C. (1988). *The relationship between advertising and product quality over the product life cycle: A contingency theory*. *Journal of Marketing Research*, 25(1), 64–71. <https://doi.org/10.1177/002224378802500106>
- TheGamer. (n.d.). *How the gacha system works in Genshin impact*. The Gamer. <https://www.thegamer.com/how-gacha-system-works-genshin-impact/>
- Tjiptono, F. (2007). *Strategi pemasaran*. Andi Offset.
- Wikipedia. (n.d.). Permainan gacha. Wikipedia bahasa Indonesia. [https://id.m.wikipedia.org/wiki/Permainan\\_gacha](https://id.m.wikipedia.org/wiki/Permainan_gacha)
- Wiranegara, C. O., & Brahmana, R. K. (n.d.). Analisa pengaruh *customer value* terhadap *purchase intention* melalui *online promotion* di Starbucks Coffee Surabaya. Universitas Kristen Petra.

- Wulandini, D. A. (2024). Pengaruh kualitas produk, harga, dan jenis media promosi terhadap keputusan pembelian konsumen sepatu pantofel kulit (EMRO) pada UD. Putra Mandiri di Mojokerto. STIE Mahardhika.
- Yusof, Y. B., Supriyanto, A., & Wibowo, J. (2023). *The influence of free trial experience and aesthetic design on buying interest in Genshin impact game products*. Greenomika, 05(2), 145–153. <https://doi.org/10.55732/unu.gn>

## **LAMPIRAN**

## **Lampiran 1**

### **Kuisisioner Penelitian**

**Pengaruh *Product Quality* Dan *Costumer Value* Terhadap *Purchase Decision*  
*Virtual Item* Pada *Game Genshin Impact* Dengan *Promotional Media* Sebagai  
 Variabel Mediasi**

Assalamual'aikum warahmatullahi wabarakatuh, kepada Bapak/Ibu/Sdr/Sdri yang saya hormati,

Perkenalkan, saya Dea Maharani mahasiswa Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas Baiturrahmah Padang. Saat ini saya sedang melakukan penelitian guna menyelesaikan tugas akhir skripsi yang berjudul “Pengaruh *Product Quality* Dan *Costumer Value* Terhadap *Purchase Decision* *Virtual Item* Pada *Game Genshin Impact* Dengan *Promotional Media* Sebagai Variabel Mediasi ”.

Dalam rangka pelaksanaan penelitian tersebut, saya mengharapkan partisipasi Bapak/Ibu/Sdr/Sdri sekalian untuk mengisi kuesioner ini sebagai data yang akan dipergunakan dalam penelitian. Seluruh informasi yang Bapak/Ibu/Sdr/Sdri berikan akan dijamin kerahasiaannya dan digunakan hanya untuk kepentingan penelitian. Dan jawaban yang Bapak/Ibu/Sdr/Sdri berikan kepada saya tidak berpengaruh terhadap Bapak/Ibu/Sdr/Sdri karena ini hanya merupakan penelitian yang dilakukan untuk menyelesaikan tugas akhir skripsi saya Atas partisipasi dan kerjasamanya, saya ucapkan terima kasih, Assalamual'aikum warahmatullahi wabarakatuh.

Hormat Saya,

(Dea Maharani)

### A. Kuisioner Penelitian

Sebelum menjawab pertanyaan dalam kuisioner ini, mohon kesediaan saudara/i untuk mengisi data berikut terlebih dahulu ( jawaban yang saudara/i berikan akan diperlakukan secara aman dan rahasia)

- Jenis Kelamin : ☐ Laki-laki ☐ perempuan
- Usia : ☐ 17 tahun – 20 tahun  
☐ 21 tahun – 31 tahun  
☐ 32 tahun – 42 tahun  
☐ Lebih dari 43 tahun
- Patch mulai bermain : ☐ Patch 1.0 - 1.6 ☐ Patch 3.0 – 3.8  
☐ Patch 2.0 – 2.8 ☐ Patch 4.0 – 4.8  
☐ Patch 5.0 - sekarang
- Total uang pernah dikeluarkan : ☐ Kurang dari Rp. 50.000  
☐ Rp. 100.000 – Rp. 300.000  
☐ Rp. 300.000 – Rp. 600.000  
☐ Lebih dari Rp. 600.000
- Pekerjaan : ☐ Pelajar/ Mahasiswa ☐ Pegawai Negri  
☐ Pegawai Swasta ☐ Wiraswasta  
☐ Lainnya

### Petunjuk Pengisian

1. Isilah kuesioner ini dengan jujur dan sesuai dengan kenyataan serta keadaan yang ada.
2. Apabila terdapat pernyataan kuesioner yang tidak dipahami atau kurang jelas, maka anda dapat tanyakan pada peneliti.

3. Bacalah dengan baik setiap pernyataan, kemudian beri tanda ( ✓ ) pada jawaban yang dianggap paling tepat.

|                       |               |                   |                      |                              |
|-----------------------|---------------|-------------------|----------------------|------------------------------|
| 5                     | 4             | 3                 | 2                    | 1                            |
| Sangat Setuju<br>(SS) | Setuju<br>(S) | Ragu-Ragu<br>(RR) | Tidak Setuju<br>(TS) | Sangat Tidak Setuju<br>(STS) |

Keterangan:

### 1.Product Quality (X1)

| No                                   | Pertanyaan                                                                                                                                            | SS | S | RR | TS | STS |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| <b>Kinerja</b>                       |                                                                                                                                                       |    |   |    |    |     |
| 1                                    | Skill dan efek dari karakter/senjata tampil dengan gameplay sesuai harapan                                                                            |    |   |    |    |     |
| 2                                    | karakter/senjata limited memiliki kegunaan nyata dalam eksplorasi, pertempuran atau event yang berlangsung                                            |    |   |    |    |     |
| <b>Daya Tahan</b>                    |                                                                                                                                                       |    |   |    |    |     |
| 3                                    | karater/senjata limited tetap relevan dan unggul untuk digunakan pada update game selanjutnya                                                         |    |   |    |    |     |
| 4                                    | pembelian item terasa sepadan dengan masa pakai karakter/senjata limited tersebut dalam game                                                          |    |   |    |    |     |
| <b>Kesesuaian dengan spesifikasi</b> |                                                                                                                                                       |    |   |    |    |     |
| 5                                    | fitur operasional (cooldown, skill effect, damage, elemental burst, pasift skill) pada karakter limited berfungsi sesuai yang dijanjikan/dipromosikan |    |   |    |    |     |
| 6                                    | karakter/senjata yg dirilis memenuhi ekspetasi berdasarkan infromasi promosi atau ulasan                                                              |    |   |    |    |     |

| No                                 | Pertanyaan                                                                                                                                            | SS | S | RR | TS | STS |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
|                                    | yang saya terima                                                                                                                                      |    |   |    |    |     |
| <b>Fitur</b>                       |                                                                                                                                                       |    |   |    |    |     |
| 7                                  | saya melakukan pembelian karakter/senjata untuk mendukung strategi/gaya bermain yang saya lakukan                                                     |    |   |    |    |     |
| 8                                  | fitur karakter/senjata limited (cooldown, skill effect, damage, elemental burst, pasift skill) membuatnya lebih unggul dibandingkan karakter standart |    |   |    |    |     |
| <b>Reabilitas</b>                  |                                                                                                                                                       |    |   |    |    |     |
| 9                                  | karakter/senjata yang saya dapatkan belum pernah mengalami bug atau error saat digunakan                                                              |    |   |    |    |     |
| 10                                 | item virtual langsung aktif dan dapat digunakan setelah dibeli                                                                                        |    |   |    |    |     |
| <b>Estetika</b>                    |                                                                                                                                                       |    |   |    |    |     |
| 11                                 | saya melakukan pembelian karakter/senjata limited karena desain visual, suara,karakteristik dan animasi yang memikat                                  |    |   |    |    |     |
| 12                                 | saya melakukan pembelian karena karakter/senjata limited memiliki gaya visual/karakteristik yang mencerminkan kepribadian saya                        |    |   |    |    |     |
| <b>Kekampuan Melayani</b>          |                                                                                                                                                       |    |   |    |    |     |
| 13                                 | masalah teknis dalam game seperti bug yang terjadi ditangani dengan cepat oleh team servic                                                            |    |   |    |    |     |
| 14                                 | fitur layanan bantuan (help center/feedback) di <i>Genshin Impact</i> mudah diakses dan dioperasikan                                                  |    |   |    |    |     |
| <b>Kualitas Yang Dipersepsikan</b> |                                                                                                                                                       |    |   |    |    |     |
| 15                                 | <i>Genshin Impact</i> dikenal sebagai game berkualitas di komunitas game                                                                              |    |   |    |    |     |
| 16                                 | <i>Genshin Impact</i> menunjukkan kepedulian terhadap <i>player</i> melalui kompensasi atau pengumuman resmi saat terjadi gangguan layanan            |    |   |    |    |     |

## 2. Costumer Value (X2)

| No                     | Pertanyaan                                                                                                                              | SS | S | RR | TS | STS |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| <b>Nilai Emosioanl</b> |                                                                                                                                         |    |   |    |    |     |
| 1                      | saya melakukan pembelian karena merasa terikat secara emosional dengan karakter/item (seperti backstory, vibe, persona, aesthetic, lore |    |   |    |    |     |
| 2                      | Saya merasa puas secara emosioanl setelah mendapatkan karakter/senjata yang saya inginkan ketika membeli item                           |    |   |    |    |     |
| <b>Nilai Sosial</b>    |                                                                                                                                         |    |   |    |    |     |
| 3                      | Saya merasa bangga memiliki karakter, senaata, atau item limited rare dalam game                                                        |    |   |    |    |     |
| 4                      | Kepemilikan karakter/senjata limited membantu saya membangun citra atau identitas diri di dunia game                                    |    |   |    |    |     |
| <b>Nilai Kualitas</b>  |                                                                                                                                         |    |   |    |    |     |
| 5                      | Kualitas karakter/senjata yang dibeli meningkatkan pengalaman bermain lebih baik dan menarik                                            |    |   |    |    |     |
| 6                      | Vitual item yang saya beli untuk mendapatkan item limited memberikan manfaat nyata dalam eksplporasi, pertarungan atau konten end-game  |    |   |    |    |     |
| <b>Nilai Harga</b>     |                                                                                                                                         |    |   |    |    |     |
| 7                      | Harga item yang dibeli sepadan dengan manfaat yang didapatkan                                                                           |    |   |    |    |     |
| 8                      | Harga yang ditawarkan cukup terjangkau                                                                                                  |    |   |    |    |     |

### 3. Promotional media (Z)

| No               | Pertanyaan                                                                                                   | SS | S | RR | TS | STS |
|------------------|--------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| <b>Jangkauan</b> |                                                                                                              |    |   |    |    |     |
| 1                | saya merasa promosi Game <i>Genshin Impact</i> dilihat banyak orang di platform yang saya gunakan dan lokasi |    |   |    |    |     |

| No                     | Pertanyaan                                                                                                                      | SS | S | RR | TS | STS |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
|                        | yang mudah dijumpai                                                                                                             |    |   |    |    |     |
| 2                      | saya merasa promosi Game <i>Genshin Impact</i> dilihat banyak orang di platform yang saya gunakan dan lokasi yang mudah dijumpa |    |   |    |    |     |
| <b>Frekuensi</b>       |                                                                                                                                 |    |   |    |    |     |
| 3                      | Saya merasa promosi <i>Genshin Impact</i> muncul dalam frekuensi yang pas, tidak terlalu sering namun tetap mudah diingat.      |    |   |    |    |     |
| 4                      | Promosi yang muncul berulang kali membuat saya lebih yakin untuk melakukan pembelian                                            |    |   |    |    |     |
| <b>Dampak</b>          |                                                                                                                                 |    |   |    |    |     |
| 5                      | media promosi yang digunakan (seperti Instagram, YouTube, atau TikTok) terasa cocok untuk menyampaikan isi promosinya           |    |   |    |    |     |
| 6                      | promosi membuat saya merasa antusias dan bersemangat terhadap karakter/senjata yang ditawarkan                                  |    |   |    |    |     |
| <b>Efisiensi Biaya</b> |                                                                                                                                 |    |   |    |    |     |
| 7                      | promosi yang dilakukan efektif menjangkau banyak <i>player</i> dengan biaya yang terasa efisien                                 |    |   |    |    |     |
| 8                      | promosi Game <i>Genshin Impact</i> yang saya lihat berhasil mendorong keinginan melakukan pembelian                             |    |   |    |    |     |
| <b>Keterlibatan</b>    |                                                                                                                                 |    |   |    |    |     |
| 9                      | saya pernah/sering meluangkan waktu untuk melihat atau menonton promosi <i>Genshin Impact</i> hingga selesa                     |    |   |    |    |     |
| 10                     | saya merasa promosi yang dilakukan                                                                                              |    |   |    |    |     |

| No                        | Pertanyaan                                                                                                                               | SS | S | RR | TS | STS |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
|                           | mendorong saya untuk ikut serta dalam event, mengkalim bonus, atau melakukan pembelian yang mereka tawarkan                              |    |   |    |    |     |
| <b>Kejelasan Pesan</b>    |                                                                                                                                          |    |   |    |    |     |
| 11                        | Informasi dalam promosi disampaikan dengan jelas dan mudah dipahami                                                                      |    |   |    |    |     |
| 12                        | Pesan dalam promosi sesuai dengan kebutuhan saya sebagai <i>player</i>                                                                   |    |   |    |    |     |
| <b>Kemampuan Adaptasi</b> |                                                                                                                                          |    |   |    |    |     |
| 13                        | promosi ditampilkan dalam berbagai format menarik seperti vidio pendek, gambar, dan story sesuai dengan platform                         |    |   |    |    |     |
| 14                        | saya merasa konten promosi yang dibuat sesuai dengan trend atau kebiasaan pengguna media sosial                                          |    |   |    |    |     |
| <b>Konsistensi</b>        |                                                                                                                                          |    |   |    |    |     |
| 15                        | promosi menggunakan gaya komunikasi visual (artsyle, warna, font, musik) yang khas sehingga mudah dikenali sebagai <i>Genshin Impact</i> |    |   |    |    |     |
| 16                        | isi pesan dan gaya bahasa promosi yang digunakan terasa selaras meskipun muncul di platform yang berbeda                                 |    |   |    |    |     |

#### 4. Purchase Decition

| No                                                            | Pertanyaan                                                                          | SS | S | RR | TS |
|---------------------------------------------------------------|-------------------------------------------------------------------------------------|----|---|----|----|
| <b>Kemantapan membeli setelah mengetahui informasi produk</b> |                                                                                     |    |   |    |    |
| 1                                                             | saya merasa yakin melakukan pembelian setelah mengetahui informasi produk yang bisa |    |   |    |    |

| No                                                          | Pertanyaan                                                                                                                                       | SS | S | RR | TS |
|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|
|                                                             | didapatka                                                                                                                                        |    |   |    |    |
| 2                                                           | informasi produk dan fitur yang ditawarkan mempengaruhi kemantapan dalam mengambil keputusan pembeli                                             |    |   |    |    |
| <b>Memutuskan Membeli karena merek yang paling disukai</b>  |                                                                                                                                                  |    |   |    |    |
| 3                                                           | saya melakukan pembelian karena virtual item membuat saya bisa mendapatkan karakter/senjata favorit                                              |    |   |    |    |
| 4                                                           | saya merasa percaya diri ketika melakukan pembelian karena sudah mengenal dan mengetahui Game <i>Genshin Impact</i>                              |    |   |    |    |
| <b>Membeli karena sesuai dengan keinginan dan kebutuhsn</b> |                                                                                                                                                  |    |   |    |    |
| 5                                                           | saya melakukan analisis terhadap karakter/senjata sebelum membeli <i>virtual item</i> untuk memastikan kesesuaian dengan keinginan dan kebutuhan |    |   |    |    |
| 6                                                           | saya merasa puas setelah melakukan pembelian karena <i>virtual item</i> membuat saya bisa mendapatkan karakter yang saya inginkan dan butuhkan   |    |   |    |    |
| <b>Membeli karena Mendapatkan Rekomendasi Orang Lain</b>    |                                                                                                                                                  |    |   |    |    |
| 7                                                           | saya memutuskan membeli <i>virtual item</i> karena direkomendasikan oleh teman, mutual, atau atas rekomendasi fandom                             |    |   |    |    |
| 8                                                           | saya mencari rekomendasi dan testimoni dari teman, keluarga dan anggota fandom sebelum membuat keputusan pembelian                               |    |   |    |    |

## **Lampiran 2**

### **Uji Validittas**

## a. Tabulasi Uji Valid

| PURCHASE<br>DECISION |         |         |         |         |         |         |         |         |           | PROMOTIONAL MEDIA |         |         |         |         |         |         |         |         |         |          |          |          |          |          |          |          |           |    |
|----------------------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|-----------|----|
| N<br>O               | Y.<br>1 | Y.<br>2 | Y.<br>3 | Y.<br>4 | Y.<br>5 | Y.<br>6 | Y.<br>7 | Y.<br>8 | TOT<br>AL | N<br>O            | Z.<br>1 | Z.<br>2 | Z.<br>3 | Z.<br>4 | Z.<br>5 | Z.<br>6 | Z.<br>7 | Z.<br>8 | Z.<br>9 | Z.<br>10 | Z.<br>11 | Z.<br>12 | Z.<br>13 | Z.<br>14 | Z.<br>15 | Z.<br>16 | TOT<br>AL |    |
| 1                    | 3       | 3       | 2       | 3       | 3       | 2       | 2       | 3       | 21        | 1                 | 4       | 4       | 5       | 5       | 4       | 4       | 5       | 4       | 4       | 4        | 4        | 5        | 4        | 4        | 4        | 4        | 4         | 68 |
| 2                    | 3       | 3       | 2       | 3       | 3       | 2       | 3       | 2       | 21        | 2                 | 5       | 4       | 5       | 5       | 4       | 4       | 5       | 5       | 4       | 4        | 5        | 5        | 5        | 5        | 5        | 5        | 5         | 75 |
| 3                    | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 40        | 3                 | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5        | 5        | 5        | 4        | 5        | 5        | 5        | 5         | 79 |
| 4                    | 4       | 4       | 4       | 3       | 4       | 3       | 4       | 4       | 30        | 4                 | 5       | 5       | 5       | 4       | 5       | 5       | 5       | 5       | 5       | 5        | 5        | 5        | 4        | 5        | 5        | 5        | 4         | 77 |
| 5                    | 5       | 4       | 5       | 5       | 3       | 4       | 4       | 4       | 34        | 5                 | 5       | 4       | 4       | 3       | 4       | 5       | 5       | 4       | 4       | 5        | 5        | 5        | 4        | 4        | 4        | 4        | 4         | 69 |
| 6                    | 5       | 5       | 5       | 4       | 5       | 5       | 4       | 5       | 38        | 6                 | 4       | 4       | 4       | 4       | 5       | 4       | 4       | 4       | 4       | 4        | 4        | 4        | 4        | 4        | 3        | 3        | 3         | 62 |
| 7                    | 4       | 5       | 5       | 5       | 4       | 4       | 4       | 4       | 35        | 7                 | 5       | 5       | 5       | 4       | 4       | 4       | 5       | 5       | 5       | 5        | 5        | 5        | 4        | 4        | 4        | 4        | 4         | 72 |
| 8                    | 5       | 4       | 4       | 5       | 4       | 5       | 4       | 4       | 35        | 8                 | 4       | 4       | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5        | 4        | 4        | 5        | 4        | 4        | 4        | 5         | 73 |
| 9                    | 5       | 5       | 5       | 4       | 5       | 5       | 4       | 5       | 38        | 9                 | 5       | 4       | 5       | 5       | 4       | 4       | 4       | 5       | 5       | 4        | 5        | 5        | 4        | 5        | 5        | 4        | 4         | 73 |
| 10                   | 3       | 2       | 3       | 3       | 3       | 3       | 2       | 2       | 21        | 10                | 4       | 5       | 5       | 5       | 4       | 5       | 4       | 4       | 4       | 4        | 4        | 4        | 3        | 3        | 3        | 3        | 3         | 63 |
| 11                   | 4       | 4       | 4       | 5       | 4       | 4       | 4       | 4       | 33        | 11                | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5        | 5        | 4        | 4        | 5        | 3        | 3        | 4         | 73 |
| 12                   | 5       | 4       | 4       | 5       | 4       | 4       | 5       | 5       | 36        | 12                | 4       | 5       | 4       | 4       | 5       | 4       | 5       | 4       | 5       | 5        | 5        | 4        | 5        | 4        | 5        | 4        | 4         | 71 |
| 13                   | 5       | 4       | 4       | 5       | 5       | 4       | 5       | 5       | 37        | 13                | 4       | 5       | 5       | 5       | 5       | 5       | 4       | 3       | 5       | 5        | 5        | 5        | 4        | 4        | 4        | 4        | 4         | 71 |
| 14                   | 5       | 4       | 4       | 3       | 4       | 4       | 4       | 5       | 33        | 14                | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 4       | 4       | 4        | 4        | 4        | 4        | 4        | 4        | 4        | 5         | 72 |
| 15                   | 5       | 5       | 4       | 5       | 4       | 4       | 4       | 5       | 36        | 15                | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4        | 4        | 4        | 4        | 4        | 3        | 4        | 4         | 63 |
| 16                   | 5       | 4       | 5       | 3       | 5       | 4       | 4       | 5       | 35        | 16                | 5       | 4       | 5       | 4       | 5       | 5       | 5       | 2       | 5       | 5        | 5        | 4        | 5        | 4        | 4        | 4        | 4         | 70 |
| 17                   | 4       | 5       | 5       | 5       | 4       | 4       | 4       | 4       | 35        | 17                | 4       | 5       | 5       | 4       | 5       | 5       | 4       | 4       | 4       | 4        | 5        | 5        | 4        | 5        | 4        | 4        | 5         | 72 |
| 18                   | 5       | 5       | 4       | 5       | 5       | 4       | 5       | 5       | 38        | 18                | 4       | 5       | 5       | 4       | 4       | 5       | 5       | 4       | 4       | 5        | 4        | 4        | 4        | 4        | 4        | 5        | 4         | 70 |
| 19                   | 5       | 4       | 5       | 5       | 5       | 4       | 3       | 5       | 36        | 19                | 5       | 4       | 5       | 5       | 4       | 4       | 5       | 5       | 4       | 4        | 5        | 4        | 4        | 4        | 4        | 5        | 4         | 71 |
| 20                   | 4       | 5       | 4       | 5       | 5       | 4       | 4       | 4       | 35        | 20                | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5        | 5        | 5        | 4        | 5        | 4        | 5        | 5         | 78 |
| 21                   | 5       | 5       | 4       | 4       | 5       | 3       | 3       | 4       | 33        | 21                | 4       | 5       | 5       | 3       | 4       | 5       | 4       | 4       | 3       | 5        | 2        | 5        | 5        | 4        | 4        | 4        | 4         | 66 |
| 22                   | 1       | 2       | 1       | 1       | 1       | 2       | 2       | 2       | 12        | 22                | 3       | 3       | 2       | 1       | 2       | 2       | 1       | 2       | 2       | 1        | 2        | 2        | 1        | 1        | 2        | 2        | 2         | 29 |
| 23                   | 5       | 4       | 4       | 5       | 3       | 3       | 4       | 3       | 31        | 23                | 5       | 5       | 5       | 5       | 5       | 5       | 4       | 5       | 5       | 5        | 5        | 5        | 5        | 4        | 4        | 4        | 4         | 76 |

|    |   |   |   |   |   |   |   |   |    |    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 24 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 | 24 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 72 |
| 25 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 35 | 25 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 71 |
| 26 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 31 | 26 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 71 |
| 27 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 35 | 27 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 61 |
| 28 | 4 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 32 | 28 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 62 |
| 29 | 3 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 31 | 29 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 69 |
| 30 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 20 | 30 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 37 |

| PRODUCT QUALITY |              |              |              |              |              |              |              |              |              |           |           |           |           |           |           |           |               | COSTUMER VALUE (X.2) |              |              |              |              |              |              |              |              |               |    |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|----|
| N<br>O          | X<br>1.<br>1 | X<br>1.<br>2 | X<br>1.<br>3 | X<br>1.<br>4 | X<br>1.<br>5 | X<br>1.<br>6 | X<br>1.<br>7 | X<br>1.<br>8 | X<br>1.<br>9 | X1<br>.10 | X1<br>.11 | X1<br>.12 | X1<br>.13 | X1<br>.14 | X1<br>.15 | X1<br>.16 | TO<br>TA<br>L | N<br>O               | X<br>2.<br>1 | X<br>2.<br>2 | X<br>2.<br>3 | X<br>2.<br>4 | X<br>2.<br>5 | X<br>2.<br>6 | X<br>2.<br>7 | X<br>2.<br>8 | TO<br>TA<br>L |    |
| 1               | 4            | 4            | 4            | 3            | 4            | 4            | 5            | 4            | 3            | 3         | 2         | 3         | 3         | 3         | 3         | 2         | 54            | 1                    | 2            | 2            | 2            | 2            | 3            | 2            | 2            | 3            |               | 18 |
| 2               | 5            | 5            | 5            | 4            | 5            | 4            | 4            | 5            | 3            | 3         | 2         | 3         | 3         | 3         | 2         | 3         | 59            | 2                    | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4             | 32 |
| 3               | 5            | 5            | 5            | 5            | 5            | 5            | 3            | 5            | 5            | 5         | 5         | 5         | 5         | 5         | 4         | 5         | 77            | 3                    | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 5            | 5             | 33 |
| 4               | 5            | 5            | 5            | 4            | 5            | 5            | 5            | 5            | 4            | 4         | 4         | 3         | 4         | 4         | 4         | 4         | 70            | 4                    | 2            | 3            | 4            | 2            | 3            | 2            | 2            | 2            | 2             | 20 |
| 5               | 4            | 4            | 4            | 4            | 4            | 4            | 3            | 4            | 5            | 4         | 5         | 5         | 3         | 4         | 4         | 4         | 65            | 5                    | 3            | 4            | 4            | 3            | 3            | 4            | 4            | 3            | 28            |    |
| 6               | 4            | 4            | 4            | 5            | 4            | 4            | 4            | 4            | 5            | 5         | 5         | 4         | 5         | 5         | 4         | 4         | 70            | 6                    | 5            | 5            | 5            | 4            | 4            | 3            | 4            | 4            | 34            |    |
| 7               | 4            | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 4            | 5         | 5         | 5         | 4         | 5         | 5         | 4         | 76            | 7                    | 5            | 5            | 5            | 5            | 5            | 4            | 5            | 5            | 39            |    |
| 8               | 4            | 4            | 5            | 3            | 4            | 5            | 4            | 5            | 5            | 4         | 4         | 5         | 4         | 4         | 5         | 4         | 69            | 8                    | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 32            |    |
| 9               | 4            | 5            | 5            | 3            | 4            | 4            | 5            | 4            | 5            | 5         | 5         | 4         | 5         | 5         | 4         | 4         | 71            | 9                    | 3            | 4            | 4            | 4            | 3            | 4            | 4            | 3            | 29            |    |
| 10              | 3            | 3            | 3            | 2            | 3            | 3            | 1            | 3            | 3            | 2         | 3         | 3         | 3         | 2         | 4         | 2         | 43            | 10                   | 2            | 2            | 2            | 2            | 2            | 2            | 3            | 3            |               | 18 |
| 11              | 5            | 5            | 5            | 5            | 5            | 5            | 4            | 5            | 4            | 4         | 4         | 5         | 4         | 4         | 5         | 4         | 73            | 11                   | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 5            | 33            |    |
| 12              | 4            | 5            | 4            | 4            | 4            | 5            | 4            | 4            | 5            | 4         | 4         | 5         | 4         | 4         | 4         | 5         | 69            | 12                   | 3            | 4            | 4            | 4            | 4            | 4            | 4            | 5            | 32            |    |
| 13              | 4            | 4            | 4            | 4            | 4            | 5            | 5            | 4            | 5            | 4         | 4         | 5         | 5         | 4         | 4         | 5         | 70            | 13                   | 4            | 4            | 5            | 5            | 4            | 4            | 4            | 4            | 34            |    |
| 14              | 4            | 5            | 5            | 5            | 5            | 4            | 5            | 5            | 5            | 4         | 4         | 3         | 4         | 4         | 5         | 4         | 71            | 14                   | 5            | 2            | 2            | 3            | 4            | 5            | 2            | 3            | 26            |    |
| 15              | 4            | 4            | 4            | 5            | 4            | 4            | 4            | 4            | 5            | 5         | 4         | 5         | 4         | 5         | 4         | 4         | 69            | 15                   | 4            | 4            | 4            | 4            | 4            | 3            | 4            | 4            | 31            |    |
| 16              | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 5            | 4         | 5         | 3         | 5         | 4         | 5         | 4         | 67            | 16                   | 1            | 1            | 1            | 1            | 2            | 1            | 1            | 1            | 9             |    |
| 17              | 4            | 4            | 4            | 3            | 5            | 5            | 5            | 5            | 4            | 5         | 5         | 5         | 4         | 5         | 5         | 4         | 72            | 17                   | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 24            |    |
| 18              | 4            | 5            | 4            | 5            | 5            | 5            | 5            | 4            | 5            | 5         | 4         | 5         | 5         | 5         | 4         | 5         | 75            | 18                   | 5            | 4            | 5            | 5            | 4            | 4            | 4            | 5            | 36            |    |
| 19              | 4            | 4            | 5            | 5            | 5            | 4            | 4            | 4            | 5            | 4         | 5         | 5         | 5         | 4         | 3         | 3         | 69            | 19                   | 5            | 4            | 3            | 5            | 4            | 5            | 4            | 5            | 35            |    |

| PRODUCT QUALITY |              |              |              |              |              |              |              |              |              |           |           |           |           |           |           |           |               | COSTUMER VALUE (X.2) |              |              |              |              |              |              |              |              |               |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| N<br>O          | X<br>1.<br>1 | X<br>1.<br>2 | X<br>1.<br>3 | X<br>1.<br>4 | X<br>1.<br>5 | X<br>1.<br>6 | X<br>1.<br>7 | X<br>1.<br>8 | X<br>1.<br>9 | X1<br>.10 | X1<br>.11 | X1<br>.12 | X1<br>.13 | X1<br>.14 | X1<br>.15 | X1<br>.16 | TO<br>TA<br>L | N<br>O               | X<br>2.<br>1 | X<br>2.<br>2 | X<br>2.<br>3 | X<br>2.<br>4 | X<br>2.<br>5 | X<br>2.<br>6 | X<br>2.<br>7 | X<br>2.<br>8 | TO<br>TA<br>L |
| 9               |              |              |              |              |              |              |              |              |              |           |           |           |           |           |           |           |               | 9                    |              |              |              |              |              |              |              |              |               |
| 20              | 5            | 5            | 5            | 4            | 5            | 5            | 4            | 5            | 4            | 5         | 4         | 5         | 5         | 5         | 5         | 4         | 75            | 20                   | 5            | 5            | 4            | 3            | 5            | 4            | 5            | 4            | 35            |
| 21              | 5            | 4            | 4            | 4            | 5            | 5            | 4            | 5            | 5            | 5         | 4         | 4         | 5         | 5         | 5         | 3         | 72            | 21                   | 4            | 4            | 4            | 4            | 3            | 4            | 4            | 4            | 31            |
| 22              | 2            | 3            | 2            | 1            | 2            | 3            | 1            | 2            | 1            | 2         | 1         | 1         | 1         | 2         | 2         | 2         | 28            | 22                   | 4            | 4            | 4            | 3            | 3            | 3            | 3            | 3            | 27            |
| 23              | 5            | 4            | 5            | 4            | 5            | 4            | 4            | 5            | 5            | 4         | 4         | 5         | 3         | 4         | 4         | 4         | 69            | 23                   | 4            | 3            | 3            | 4            | 3            | 4            | 5            | 4            | 30            |
| 24              | 4            | 5            | 5            | 4            | 4            | 5            | 5            | 5            | 5            | 5         | 5         | 5         | 4         | 5         | 4         | 4         | 74            | 24                   | 4            | 4            | 4            | 4            | 4            | 5            | 5            | 4            | 34            |
| 25              | 5            | 5            | 5            | 5            | 4            | 5            | 4            | 4            | 4            | 4         | 5         | 4         | 4         | 4         | 5         | 4         | 71            | 25                   | 2            | 2            | 1            | 3            | 2            | 2            | 2            | 3            | 17            |
| 26              | 4            | 4            | 5            | 5            | 5            | 4            | 5            | 5            | 4            | 3         | 4         | 3         | 4         | 3         | 4         | 4         | 66            | 26                   | 2            | 2            | 2            | 2            | 2            | 2            | 2            | 2            | 16            |
| 27              | 4            | 4            | 4            | 5            | 4            | 4            | 4            | 4            | 4            | 5         | 5         | 4         | 4         | 5         | 4         | 4         | 68            | 27                   | 4            | 4            | 3            | 4            | 4            | 3            | 5            | 4            | 31            |
| 28              | 4            | 4            | 5            | 5            | 5            | 5            | 5            | 4            | 4            | 5         | 5         | 5         | 5         | 5         | 5         | 2         | 73            | 28                   | 2            | 2            | 2            | 2            | 2            | 2            | 2            | 2            | 16            |
| 29              | 4            | 4            | 4            | 4            | 5            | 4            | 3            | 5            | 3            | 4         | 3         | 5         | 4         | 4         | 4         | 3         | 63            | 29                   | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 32            |
| 30              | 3            | 3            | 2            | 2            | 2            | 3            | 2            | 3            | 3            | 3         | 2         | 2         | 3         | 3         | 2         | 2         | 40            | 30                   | 3            | 3            | 4            | 4            | 5            | 5            | 4            | 4            | 32            |

b. *Convergent validity*

|        | X1    | X2    | Y     | Z     | Z x X2 | Z x X1 |
|--------|-------|-------|-------|-------|--------|--------|
| X1.1   | 0,751 |       |       |       |        |        |
| X1.10  | 0,833 |       |       |       |        |        |
| X1.11  | 0,801 |       |       |       |        |        |
| X1.12  | 0,771 |       |       |       |        |        |
| X1.13  | 0,785 |       |       |       |        |        |
| X1.14  | 0,833 |       |       |       |        |        |
| X1.15  | 0,706 |       |       |       |        |        |
| X1.16  | 0,718 |       |       |       |        |        |
| X1.2   | 0,743 |       |       |       |        |        |
| X1.3   | 0,817 |       |       |       |        |        |
| X1.4   | 0,789 |       |       |       |        |        |
| X1.5   | 0,804 |       |       |       |        |        |
| X1.6   | 0,82  |       |       |       |        |        |
| X1.7   | 0,752 |       |       |       |        |        |
| X1.8   | 0,764 |       |       |       |        |        |
| X1.9   | 0,784 |       |       |       |        |        |
| X2.1   |       | 0,885 |       |       |        |        |
| X2.2   |       | 0,901 |       |       |        |        |
| X2.3   |       | 0,831 |       |       |        |        |
| X2.4   |       | 0,928 |       |       |        |        |
| X2.5   |       | 0,858 |       |       |        |        |
| X2.6   |       | 0,824 |       |       |        |        |
| X2.7   |       | 0,895 |       |       |        |        |
| X2.8   |       | 0,906 |       |       |        |        |
| Y.1    |       |       | 0,876 |       |        |        |
| Y.2    |       |       | 0,856 |       |        |        |
| Y.3    |       |       | 0,886 |       |        |        |
| Y.4    |       |       | 0,779 |       |        |        |
| Y.5    |       |       | 0,838 |       |        |        |
| Y.6    |       |       | 0,762 |       |        |        |
| Y.7    |       |       | 0,784 |       |        |        |
| Y.8    |       |       | 0,852 |       |        |        |
| Z.1    |       |       |       | 0,742 |        |        |
| Z.10   |       |       |       | 0,891 |        |        |
| Z.11   |       |       |       | 0,769 |        |        |
| Z.12   |       |       |       | 0,732 |        |        |
| Z.13   |       |       |       | 0,89  |        |        |
| Z.14   |       |       |       | 0,811 |        |        |
| Z.15   |       |       |       | 0,786 |        |        |
| Z.16   |       |       |       | 0,787 |        |        |
| Z.2    |       |       |       | 0,729 |        |        |
| Z.3    |       |       |       | 0,869 |        |        |
| Z.4    |       |       |       | 0,743 |        |        |
| Z.5    |       |       |       | 0,759 |        |        |
| Z.6    |       |       |       | 0,845 |        |        |
| Z.7    |       |       |       | 0,846 |        |        |
| Z.8    |       |       |       | 0,719 |        |        |
| Z.9    |       |       |       | 0,783 |        |        |
| Z x X2 |       |       |       |       | 1      |        |
| Z x X1 |       |       |       |       |        | 1      |

c. **Uji Reabilitas**

|    | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|----|------------------|-------------------------------|-------------------------------|----------------------------------|
| X1 | 0,957            | 0,958                         | 0,961                         | 0,609                            |
| X2 | 0,958            | 0,98                          | 0,964                         | 0,773                            |
| Y  | 0,935            | 0,941                         | 0,947                         | 0,69                             |
| Z  | 0,961            | 0,966                         | 0,965                         | 0,633                            |

## **Lampiran 3**

### **Analisis Sem-Pls**

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |        |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|--------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 1               | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 3         | 2         | 5              | 1      | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 2        | 5         | 2        | 3        | 5         |
| 2               | 4        | 5        | 9         | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 2         | 3         | 5              | 2      | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 3               | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 3        | 5        | 8         | 5        | 5         | 10        | 5         | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9              | 3      | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 4               | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 4         | 8         | 4         | 3         | 7         | 4         | 4         | 8         | 4         | 4         | 8              | 4      | 2        | 3        | 5         | 4        | 2        | 6         | 3        | 2        | 5         | 2        | 2        | 4         |
| 5               | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 5        | 4         | 9         | 5         | 5         | 10        | 3         | 4         | 7         | 4         | 4         | 8              | 5      | 3        | 4        | 7         | 4        | 3        | 7         | 3        | 4        | 7         | 4        | 3        | 7         |
| 6               | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 6      | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 3        | 7         | 4        | 4        | 8         |
| 7               | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 7      | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        |
| 8               | 4        | 4        | 8         | 5        | 3        | 8         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 8      | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 9               | 3        | 5        | 8         | 5        | 3        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 9      | 3        | 4        | 7         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 3        | 7         |
| 10              | 3        | 3        | 6         | 3        | 2        | 5         | 3        | 3        | 6         | 1        | 3        | 4         | 3        | 2         | 5         | 3         | 3         | 6         | 3         | 2         | 5         | 2         | 2         | 4              | 10     | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 3        | 6         |
| 11              | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4         | 8         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 11     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 12              | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 4         | 5         | 9              | 12     | 3        | 4        | 7         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 13              | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9              | 13     | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 4        | 8         |
| 14              | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 4         | 9         | 4         | 3         | 7         | 4         | 4         | 8         | 5         | 4         | 9              | 14     | 5        | 2        | 7         | 2        | 3        | 5         | 4        | 5        | 9         | 2        | 3        | 5         |
| 15              | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 4         | 5         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 15     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         |
| 16              | 3        | 4        | 7         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 3         | 8         | 5         | 4         | 9         | 5         | 4         | 9              | 16     | 1        | 1        | 2         | 1        | 1        | 2         | 2        | 1        | 3         | 1        | 1        | 2         |
| 17              | 4        | 4        | 8         | 4        | 3        | 7         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 17     | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         |
| 18              | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5         | 10        | 4         | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9              | 18     | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 5        | 9         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |        |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|--------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 19              | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 5         | 10        | 5         | 4         | 9         | 3         | 3         | 6              | 19     | 5        | 4        | 9         | 3        | 5        | 8         | 4        | 5        | 9         | 4        | 5        | 9         |
| 20              | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 5         | 9         | 4         | 5         | 9         | 5         | 5         | 10        | 5         | 4         | 9              | 20     | 5        | 5        | 10        | 4        | 3        | 7         | 5        | 4        | 9         | 5        | 4        | 9         |
| 21              | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 5        | 9         | 5        | 5         | 10        | 4         | 4         | 8         | 5         | 5         | 10        | 5         | 3         | 8              | 21     | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 4        | 8         |
| 22              | 2        | 3        | 5         | 2        | 1        | 3         | 2        | 3        | 5         | 1        | 2        | 3         | 1        | 2         | 3         | 1         | 1         | 2         | 1         | 2         | 3         | 2         | 2         | 4              | 22     | 4        | 4        | 8         | 4        | 3        | 7         | 3        | 3        | 6         | 3        | 3        | 6         |
| 23              | 5        | 4        | 9         | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 3         | 4         | 7         | 4         | 4         | 8              | 23     | 4        | 3        | 7         | 3        | 4        | 7         | 3        | 4        | 7         | 5        | 4        | 9         |
| 24              | 4        | 5        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9         | 4         | 4         | 8              | 24     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         |
| 25              | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4         | 8         | 5         | 4         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 25     | 2        | 2        | 4         | 1        | 3        | 4         | 2        | 2        | 4         | 2        | 3        | 5         |
| 26              | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 3         | 7         | 4         | 3         | 7         | 4         | 3         | 7         | 4         | 4         | 8              | 26     | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         |
| 27              | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 27     | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 3        | 7         | 5        | 4        | 9         |
| 28              | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 5         | 9         | 5         | 5         | 10        | 5         | 5         | 10        | 5         | 2         | 7              | 28     | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         |
| 29              | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 5        | 8         | 3        | 4         | 7         | 3         | 5         | 8         | 4         | 4         | 8         | 4         | 3         | 7              | 29     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 30              | 3        | 3        | 6         | 2        | 2        | 4         | 2        | 3        | 5         | 2        | 3        | 5         | 3        | 3         | 6         | 2         | 2         | 4         | 3         | 3         | 6         | 2         | 2         | 4              | 30     | 3        | 3        | 6         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         |
| 31              | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 3         | 2         | 5              | 31     | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 2        | 5         | 2        | 3        | 5         |
| 32              | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 2         | 3         | 5              | 32     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 33              | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 3        | 5        | 8         | 5        | 5         | 10        | 5         | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9              | 33     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 34              | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 4         | 8         | 4         | 3         | 7         | 4         | 4         | 8         | 4         | 4         | 8              | 34     | 2        | 3        | 5         | 4        | 2        | 6         | 3        | 2        | 5         | 2        | 2        | 4         |
| 35              | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9              | 35     | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 4        | 8         |
| 36              | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 36     | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 3        | 7         | 4        | 4        | 8         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |        |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|--------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 37              | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 37     | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        |
| 38              | 4        | 4        | 8         | 5        | 3        | 8         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 38     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 39              | 4        | 5        | 9         | 5        | 3        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 39     | 3        | 4        | 7         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 3        | 7         |
| 40              | 3        | 3        | 6         | 3        | 2        | 5         | 3        | 3        | 6         | 1        | 3        | 4         | 3        | 2         | 5         | 3         | 3         | 6         | 3         | 2         | 5         | 4         | 2         | 6              | 40     | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 3        | 6         |
| 41              | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4         | 8         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 41     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 42              | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 4         | 5         | 9              | 42     | 3        | 4        | 7         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 43              | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9              | 43     | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 4        | 8         |
| 44              | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 4         | 9         | 4         | 3         | 7         | 4         | 4         | 8         | 5         | 4         | 9              | 44     | 5        | 2        | 7         | 2        | 3        | 5         | 4        | 5        | 9         | 2        | 3        | 5         |
| 45              | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 4         | 5         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 45     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         |
| 46              | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 3         | 8         | 5         | 4         | 9         | 5         | 4         | 9              | 46     | 1        | 1        | 2         | 1        | 1        | 2         | 2        | 1        | 3         | 1        | 1        | 2         |
| 47              | 4        | 4        | 8         | 4        | 3        | 7         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 47     | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         |
| 48              | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5         | 10        | 4         | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9              | 48     | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 5        | 9         |
| 49              | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 5         | 10        | 5         | 4         | 9         | 3         | 3         | 6              | 49     | 5        | 4        | 9         | 3        | 5        | 8         | 4        | 5        | 9         | 4        | 5        | 9         |
| 50              | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 5         | 9         | 4         | 5         | 9         | 5         | 5         | 10        | 5         | 4         | 9              | 50     | 5        | 5        | 10        | 4        | 3        | 7         | 5        | 4        | 9         | 5        | 4        | 9         |
| 51              | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 5        | 9         | 5        | 5         | 10        | 4         | 4         | 8         | 5         | 5         | 10        | 5         | 3         | 8              | 51     | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 4        | 8         |
| 52              | 2        | 3        | 5         | 2        | 1        | 3         | 2        | 3        | 5         | 1        | 2        | 3         | 1        | 2         | 3         | 1         | 1         | 2         | 1         | 2         | 3         | 2         | 2         | 4              | 52     | 4        | 4        | 8         | 4        | 3        | 7         | 3        | 3        | 6         | 3        | 3        | 6         |
| 53              | 5        | 4        | 9         | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 3         | 4         | 7         | 4         | 4         | 8              | 53     | 4        | 3        | 7         | 3        | 4        | 7         | 3        | 4        | 7         | 5        | 4        | 9         |
| 54              | 4        | 5        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9         | 4         | 4         | 8              | 54     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |        |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|--------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 55              | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4         | 8         | 5         | 4         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 55     | 2        | 2        | 4         | 1        | 3        | 4         | 2        | 2        | 4         | 2        | 3        | 5         |
| 56              | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 3         | 7         | 4         | 3         | 7         | 4         | 3         | 7         | 4         | 4         | 8              | 56     | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         |
| 57              | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 57     | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 3        | 7         | 5        | 4        | 9         |
| 58              | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 5         | 9         | 5         | 5         | 10        | 5         | 5         | 10        | 5         | 2         | 7              | 58     | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         |
| 59              | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 5        | 8         | 3        | 4         | 7         | 3         | 5         | 8         | 4         | 4         | 8         | 4         | 3         | 7              | 59     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 60              | 3        | 3        | 6         | 2        | 2        | 4         | 2        | 3        | 5         | 2        | 3        | 5         | 3        | 3         | 6         | 2         | 2         | 4         | 3         | 3         | 6         | 2         | 2         | 4              | 60     | 3        | 3        | 6         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         |
| 61              | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 3         | 2         | 5              | 61     | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 2        | 5         | 2        | 3        | 5         |
| 62              | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 2         | 3         | 5              | 62     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 63              | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 3        | 5        | 8         | 5        | 5         | 10        | 5         | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9              | 63     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 64              | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 4         | 8         | 4         | 3         | 7         | 4         | 4         | 8         | 4         | 4         | 8              | 64     | 2        | 3        | 5         | 4        | 2        | 6         | 3        | 2        | 5         | 2        | 2        | 4         |
| 65              | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 5        | 4         | 9         | 5         | 5         | 10        | 3         | 4         | 7         | 4         | 4         | 8              | 65     | 3        | 4        | 7         | 4        | 3        | 7         | 3        | 4        | 7         | 4        | 3        | 7         |
| 66              | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 66     | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 3        | 7         | 4        | 4        | 8         |
| 67              | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 67     | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        |
| 68              | 4        | 4        | 8         | 5        | 3        | 8         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 68     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 69              | 4        | 5        | 9         | 5        | 3        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 69     | 3        | 4        | 7         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 3        | 7         |
| 70              | 3        | 3        | 6         | 3        | 2        | 5         | 3        | 3        | 6         | 1        | 3        | 4         | 3        | 2         | 5         | 3         | 3         | 6         | 3         | 2         | 5         | 4         | 2         | 6              | 70     | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 3        | 6         |
| 71              | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4         | 8         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 71     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 72              | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 4         | 5         | 9              | 72     | 3        | 4        | 7         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |        |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|--------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 73              | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9              | 73     | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 4        | 8         |
| 74              | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 4         | 9         | 4         | 3         | 7         | 4         | 4         | 8         | 5         | 4         | 9              | 74     | 5        | 2        | 7         | 2        | 3        | 5         | 4        | 5        | 9         | 2        | 3        | 5         |
| 75              | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 4         | 5         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 75     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         |
| 76              | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 3         | 8         | 5         | 4         | 9         | 5         | 4         | 9              | 76     | 1        | 1        | 2         | 1        | 1        | 2         | 2        | 1        | 3         | 1        | 1        | 2         |
| 77              | 4        | 4        | 8         | 4        | 3        | 7         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 77     | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         |
| 78              | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5         | 10        | 4         | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9              | 78     | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 5        | 9         |
| 79              | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 5         | 10        | 5         | 4         | 9         | 3         | 3         | 6              | 79     | 5        | 4        | 9         | 3        | 5        | 8         | 4        | 5        | 9         | 4        | 5        | 9         |
| 80              | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 5         | 9         | 4         | 5         | 9         | 5         | 5         | 10        | 5         | 4         | 9              | 80     | 5        | 5        | 10        | 4        | 3        | 7         | 5        | 4        | 9         | 5        | 4        | 9         |
| 81              | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 5        | 9         | 5        | 5         | 10        | 4         | 4         | 8         | 5         | 5         | 10        | 5         | 3         | 8              | 81     | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 4        | 8         |
| 82              | 2        | 3        | 5         | 2        | 1        | 3         | 2        | 3        | 5         | 1        | 2        | 3         | 1        | 2         | 3         | 1         | 1         | 2         | 1         | 2         | 3         | 2         | 2         | 4              | 82     | 4        | 4        | 8         | 4        | 3        | 7         | 3        | 3        | 6         | 3        | 3        | 6         |
| 83              | 5        | 4        | 9         | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 3         | 4         | 7         | 4         | 4         | 8              | 83     | 4        | 3        | 7         | 3        | 4        | 7         | 3        | 4        | 7         | 5        | 4        | 9         |
| 84              | 4        | 5        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9         | 4         | 4         | 8              | 84     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         |
| 85              | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4         | 8         | 5         | 4         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 85     | 2        | 2        | 4         | 1        | 3        | 4         | 2        | 2        | 4         | 2        | 3        | 5         |
| 86              | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 3         | 7         | 4         | 3         | 7         | 4         | 3         | 7         | 4         | 4         | 8              | 86     | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         |
| 87              | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 87     | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 3        | 7         | 5        | 4        | 9         |
| 88              | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 5         | 9         | 5         | 5         | 10        | 5         | 5         | 10        | 5         | 2         | 7              | 88     | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         |
| 89              | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 5        | 8         | 3        | 4         | 7         | 3         | 5         | 8         | 4         | 4         | 8         | 4         | 3         | 7              | 89     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 90              | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 4         | 5         | 9              | 90     | 3        | 4        | 7         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |        |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|--------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 91              | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9              | 91     | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 4        | 8         |
| 92              | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 4         | 9         | 4         | 3         | 7         | 4         | 4         | 8         | 5         | 4         | 9              | 92     | 5        | 2        | 7         | 2        | 3        | 5         | 4        | 5        | 9         | 2        | 3        | 5         |
| 93              | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 4         | 5         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 93     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         |
| 94              | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 4         | 8         | 4         | 3         | 7         | 4         | 4         | 8         | 4         | 4         | 8              | 94     | 2        | 3        | 5         | 4        | 2        | 6         | 3        | 2        | 5         | 2        | 2        | 4         |
| 95              | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 5        | 4         | 9         | 5         | 5         | 10        | 3         | 4         | 7         | 4         | 4         | 8              | 95     | 3        | 4        | 7         | 4        | 3        | 7         | 3        | 4        | 7         | 4        | 3        | 7         |
| 96              | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 96     | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 3        | 7         | 4        | 4        | 8         |
| 97              | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 97     | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        |
| 98              | 4        | 4        | 8         | 5        | 3        | 8         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 98     | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 99              | 4        | 5        | 9         | 5        | 3        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 99     | 3        | 4        | 7         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 3        | 7         |
| 100             | 3        | 3        | 6         | 3        | 2        | 5         | 3        | 3        | 6         | 1        | 3        | 4         | 3        | 2         | 5         | 3         | 3         | 6         | 3         | 2         | 5         | 4         | 2         | 6              | 100    | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 3        | 6         |
| 101             | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4         | 8         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 101    | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 102             | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 4         | 5         | 9              | 102    | 3        | 4        | 7         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 103             | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9              | 103    | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 4        | 8         |
| 104             | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 4         | 9         | 4         | 3         | 7         | 4         | 4         | 8         | 5         | 4         | 9              | 104    | 5        | 2        | 7         | 2        | 3        | 5         | 4        | 5        | 9         | 2        | 3        | 5         |
| 105             | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 4         | 5         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 105    | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |        |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|--------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 106             | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 3         | 8         | 5         | 4         | 9         | 5         | 4         | 9              | 106    | 1        | 1        | 2         | 1        | 1        | 2         | 2        | 1        | 3         | 1        | 1        | 2         |
| 107             | 4        | 4        | 8         | 4        | 3        | 7         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 107    | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         |
| 108             | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5         | 10        | 4         | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9              | 108    | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 5        | 9         |
| 109             | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 5         | 10        | 5         | 4         | 9         | 3         | 3         | 6              | 109    | 5        | 4        | 9         | 3        | 5        | 8         | 4        | 5        | 9         | 4        | 5        | 9         |
| 110             | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 5         | 9         | 4         | 5         | 9         | 5         | 5         | 10        | 5         | 4         | 9              | 110    | 5        | 5        | 10        | 4        | 3        | 7         | 5        | 4        | 9         | 5        | 4        | 9         |
| 111             | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 5        | 9         | 5        | 5         | 10        | 4         | 4         | 8         | 5         | 5         | 10        | 5         | 3         | 8              | 111    | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 4        | 8         |
| 112             | 2        | 3        | 5         | 2        | 1        | 3         | 2        | 3        | 5         | 1        | 2        | 3         | 1        | 2         | 3         | 1         | 1         | 2         | 1         | 2         | 3         | 2         | 2         | 4              | 112    | 4        | 4        | 8         | 4        | 3        | 7         | 3        | 3        | 6         | 3        | 3        | 6         |
| 113             | 5        | 4        | 9         | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 3         | 4         | 7         | 4         | 4         | 8              | 113    | 4        | 3        | 7         | 3        | 4        | 7         | 3        | 4        | 7         | 5        | 4        | 9         |
| 114             | 4        | 5        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9         | 4         | 4         | 8              | 114    | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         |
| 115             | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 4         | 5         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 115    | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         |
| 116             | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 3         | 8         | 5         | 4         | 9         | 5         | 4         | 9              | 116    | 1        | 1        | 2         | 1        | 1        | 2         | 2        | 1        | 3         | 1        | 1        | 2         |
| 117             | 4        | 4        | 8         | 4        | 3        | 7         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 117    | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |         |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|---------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O  | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 11<br>8         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5         | 10        | 4         | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9              | 11<br>8 | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 5        | 9         |
| 11<br>9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 5        | 8         | 3        | 4         | 7         | 3         | 5         | 8         | 4         | 4         | 8         | 4         | 3         | 7              | 11<br>9 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 12<br>0         | 3        | 3        | 6         | 2        | 2        | 4         | 2        | 3        | 5         | 2        | 3        | 5         | 3        | 3         | 6         | 2         | 2         | 4         | 3         | 3         | 6         | 2         | 2         | 4              | 12<br>0 | 3        | 3        | 6         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         |
| 12<br>1         | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 3         | 2         | 5              | 12<br>1 | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 2        | 5         | 2        | 3        | 5         |
| 12<br>2         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 2         | 3         | 5              | 12<br>2 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 12<br>3         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 3        | 5        | 8         | 5        | 5         | 10        | 5         | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9              | 12<br>3 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 12<br>4         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 4         | 8         | 4         | 3         | 7         | 4         | 4         | 8         | 4         | 4         | 8              | 12<br>4 | 2        | 3        | 5         | 4        | 2        | 6         | 3        | 2        | 5         | 2        | 2        | 4         |
| 12<br>5         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 5        | 4         | 9         | 5         | 5         | 10        | 3         | 4         | 7         | 4         | 4         | 8              | 12<br>5 | 3        | 4        | 7         | 4        | 3        | 7         | 3        | 4        | 7         | 4        | 3        | 7         |
| 12<br>6         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 12<br>6 | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 3        | 7         | 4        | 4        | 8         |
| 12<br>7         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 12<br>7 | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        |
| 12<br>8         | 4        | 4        | 8         | 5        | 3        | 8         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 12<br>8 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 12<br>9         | 4        | 5        | 9         | 5        | 3        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 12<br>9 | 3        | 4        | 7         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 3        | 7         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |         |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|---------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O  | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 13<br>0         | 3        | 3        | 6         | 3        | 2        | 5         | 3        | 3        | 6         | 1        | 3        | 4         | 3        | 2         | 5         | 3         | 3         | 6         | 3         | 2         | 5         | 4         | 2         | 6              | 13<br>0 | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 3        | 6         |
| 13<br>1         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4         | 8         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 13<br>1 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 13<br>2         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 4         | 5         | 9              | 13<br>2 | 3        | 4        | 7         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 13<br>3         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9              | 13<br>3 | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 4        | 8         |
| 13<br>4         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 4         | 9         | 4         | 3         | 7         | 4         | 4         | 8         | 5         | 4         | 9              | 13<br>4 | 5        | 2        | 7         | 2        | 3        | 5         | 4        | 5        | 9         | 2        | 3        | 5         |
| 13<br>5         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 4         | 5         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 13<br>5 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         |
| 13<br>6         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 3         | 8         | 5         | 4         | 9         | 5         | 4         | 9              | 13<br>6 | 1        | 1        | 2         | 1        | 1        | 2         | 2        | 1        | 3         | 1        | 1        | 2         |
| 13<br>7         | 4        | 4        | 8         | 4        | 3        | 7         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 13<br>7 | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         |
| 13<br>8         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5         | 10        | 4         | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9              | 13<br>8 | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 5        | 9         |
| 13<br>9         | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 5         | 10        | 5         | 4         | 9         | 3         | 3         | 6              | 13<br>9 | 5        | 4        | 9         | 3        | 5        | 8         | 4        | 5        | 9         | 4        | 5        | 9         |
| 14<br>0         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 5         | 9         | 4         | 5         | 9         | 5         | 5         | 10        | 5         | 4         | 9              | 14<br>0 | 5        | 5        | 10        | 4        | 3        | 7         | 5        | 4        | 9         | 5        | 4        | 9         |
| 14<br>1         | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 5        | 9         | 5        | 5         | 10        | 4         | 4         | 8         | 5         | 5         | 10        | 5         | 3         | 8              | 14<br>1 | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 4        | 8         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |         |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|---------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O  | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 14<br>2         | 2        | 3        | 5         | 2        | 1        | 3         | 2        | 3        | 5         | 1        | 2        | 3         | 1        | 2         | 3         | 1         | 1         | 2         | 1         | 2         | 3         | 2         | 2         | 4              | 14<br>2 | 4        | 4        | 8         | 4        | 3        | 7         | 3        | 3        | 6         | 3        | 3        | 6         |
| 14<br>3         | 5        | 4        | 9         | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 3         | 4         | 7         | 4         | 4         | 8              | 14<br>3 | 4        | 3        | 7         | 3        | 4        | 7         | 3        | 4        | 7         | 5        | 4        | 9         |
| 14<br>4         | 4        | 5        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9         | 4         | 4         | 8              | 14<br>4 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         |
| 14<br>5         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4         | 8         | 5         | 4         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 14<br>5 | 2        | 2        | 4         | 1        | 3        | 4         | 2        | 2        | 4         | 2        | 3        | 5         |
| 14<br>6         | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 3         | 7         | 4         | 3         | 7         | 4         | 3         | 7         | 4         | 4         | 8              | 14<br>6 | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         |
| 14<br>7         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 14<br>7 | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 3        | 7         | 5        | 4        | 9         |
| 14<br>8         | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 5         | 9         | 5         | 5         | 10        | 5         | 5         | 10        | 5         | 2         | 7              | 14<br>8 | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         |
| 14<br>9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 5        | 8         | 3        | 4         | 7         | 3         | 5         | 8         | 4         | 4         | 8         | 4         | 3         | 7              | 14<br>9 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 15<br>0         | 3        | 3        | 6         | 2        | 2        | 4         | 2        | 3        | 5         | 2        | 3        | 5         | 3        | 3         | 6         | 2         | 2         | 4         | 3         | 3         | 6         | 2         | 2         | 4              | 15<br>0 | 3        | 3        | 6         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         |
| 15<br>1         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5         | 10        | 4         | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9              | 15<br>1 | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 5        | 9         |
| 15<br>2         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 2         | 3         | 5              | 15<br>2 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 15<br>3         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 3        | 5        | 8         | 5        | 5         | 10        | 5         | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9              | 15<br>3 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |        |          |          |           |          |          |           |          |          |           |          |          |           |    |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|--------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |    |
| 15<br>4         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 4         | 8         | 4         | 3         | 7         | 4         | 4         | 8         | 4         | 4         | 8              | 8      | 15<br>4  | 2        | 3         | 5        | 4        | 2         | 6        | 3        | 2         | 5        | 2        | 2         | 4  |
| 15<br>5         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 5        | 4         | 9         | 5         | 5         | 10        | 3         | 4         | 7         | 4         | 4         | 8              | 8      | 15<br>5  | 3        | 4         | 7        | 4        | 3         | 7        | 3        | 4         | 7        | 4        | 3         | 7  |
| 15<br>6         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 8      | 15<br>6  | 5        | 5         | 10       | 5        | 4         | 9        | 4        | 3         | 7        | 4        | 4         | 8  |
| 15<br>7         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 9      | 15<br>7  | 5        | 5         | 10       | 5        | 5         | 10       | 5        | 4         | 9        | 5        | 5         | 10 |
| 15<br>8         | 4        | 4        | 8         | 5        | 3        | 8         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 9      | 15<br>8  | 4        | 4         | 8        | 4        | 4         | 8        | 4        | 4         | 8        | 4        | 4         | 8  |
| 15<br>9         | 4        | 5        | 9         | 5        | 3        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 8      | 15<br>9  | 3        | 4         | 7        | 4        | 4         | 8        | 3        | 4         | 7        | 4        | 3         | 7  |
| 16<br>0         | 3        | 3        | 6         | 3        | 2        | 5         | 3        | 3        | 6         | 1        | 3        | 4         | 3        | 2         | 5         | 3         | 3         | 6         | 3         | 2         | 5         | 4         | 2         | 6              | 6      | 16<br>0  | 2        | 2         | 4        | 2        | 2         | 4        | 2        | 2         | 4        | 3        | 3         | 6  |
| 16<br>1         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4         | 8         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 9      | 16<br>1  | 4        | 4         | 8        | 4        | 4         | 8        | 4        | 4         | 8        | 4        | 5         | 9  |
| 16<br>2         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 4         | 5         | 9              | 9      | 16<br>2  | 3        | 4         | 7        | 4        | 4         | 8        | 4        | 4         | 8        | 4        | 5         | 9  |
| 16<br>3         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9              | 9      | 16<br>3  | 4        | 4         | 8        | 5        | 5         | 10       | 4        | 4         | 8        | 4        | 4         | 8  |
| 16<br>4         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 4         | 9         | 4         | 3         | 7         | 4         | 4         | 8         | 5         | 4         | 9              | 9      | 16<br>4  | 5        | 2         | 7        | 2        | 3         | 5        | 4        | 5         | 9        | 2        | 3         | 5  |
| 16<br>5         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 4         | 5         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 8      | 16<br>5  | 4        | 4         | 8        | 4        | 4         | 8        | 4        | 3         | 7        | 4        | 4         | 8  |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |         |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|---------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O  | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 16<br>6         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 3         | 8         | 5         | 4         | 9         | 5         | 4         | 9              | 16<br>6 | 1        | 1        | 2         | 1        | 1        | 2         | 2        | 1        | 3         | 1        | 1        | 2         |
| 16<br>7         | 4        | 4        | 8         | 4        | 3        | 7         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 16<br>7 | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         |
| 16<br>8         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5         | 10        | 4         | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9              | 16<br>8 | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 5        | 9         |
| 16<br>9         | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 5         | 10        | 5         | 4         | 9         | 3         | 3         | 6              | 16<br>9 | 5        | 4        | 9         | 3        | 5        | 8         | 4        | 5        | 9         | 4        | 5        | 9         |
| 17<br>0         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 5         | 9         | 4         | 5         | 9         | 5         | 5         | 10        | 5         | 4         | 9              | 17<br>0 | 5        | 5        | 10        | 4        | 3        | 7         | 5        | 4        | 9         | 5        | 4        | 9         |
| 17<br>1         | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 5        | 9         | 5        | 5         | 10        | 4         | 4         | 8         | 5         | 5         | 10        | 5         | 3         | 8              | 17<br>1 | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 4        | 8         |
| 17<br>2         | 2        | 3        | 5         | 2        | 1        | 3         | 2        | 3        | 5         | 1        | 2        | 3         | 1        | 2         | 3         | 1         | 1         | 2         | 1         | 2         | 3         | 2         | 2         | 4              | 17<br>2 | 4        | 4        | 8         | 4        | 3        | 7         | 3        | 3        | 6         | 3        | 3        | 6         |
| 17<br>3         | 5        | 4        | 9         | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 3         | 4         | 7         | 4         | 4         | 8              | 17<br>3 | 4        | 3        | 7         | 3        | 4        | 7         | 3        | 4        | 7         | 5        | 4        | 9         |
| 17<br>4         | 4        | 5        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9         | 4         | 4         | 8              | 17<br>4 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         |
| 17<br>5         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4         | 8         | 5         | 4         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 17<br>5 | 2        | 2        | 4         | 1        | 3        | 4         | 2        | 2        | 4         | 2        | 3        | 5         |
| 17<br>6         | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 3         | 7         | 4         | 3         | 7         | 4         | 3         | 7         | 4         | 4         | 8              | 17<br>6 | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         |
| 17<br>7         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5         | 10        | 4         | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9              | 17<br>7 | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 5        | 9         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |         |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|---------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O  | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 17<br>8         | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 5         | 9         | 5         | 5         | 10        | 5         | 5         | 10        | 5         | 2         | 7              | 17<br>8 | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         |
| 17<br>9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 5        | 8         | 3        | 4         | 7         | 3         | 5         | 8         | 4         | 4         | 8         | 4         | 3         | 7              | 17<br>9 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 18<br>0         | 3        | 3        | 6         | 2        | 2        | 4         | 2        | 3        | 5         | 2        | 3        | 5         | 3        | 3         | 6         | 2         | 2         | 4         | 3         | 3         | 6         | 2         | 2         | 4              | 18<br>0 | 3        | 3        | 6         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         |
| 18<br>1         | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 3         | 2         | 5              | 18<br>1 | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 2        | 5         | 2        | 3        | 5         |
| 18<br>2         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 2         | 3         | 5              | 18<br>2 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 18<br>3         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 3        | 5        | 8         | 5        | 5         | 10        | 5         | 5         | 10        | 5         | 5         | 10        | 4         | 5         | 9              | 18<br>3 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 18<br>4         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 4         | 8         | 4         | 3         | 7         | 4         | 4         | 8         | 4         | 4         | 8              | 18<br>4 | 2        | 3        | 5         | 4        | 2        | 6         | 3        | 2        | 5         | 2        | 2        | 4         |
| 18<br>5         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 5        | 4         | 9         | 5         | 5         | 10        | 3         | 4         | 7         | 4         | 4         | 8              | 18<br>5 | 3        | 4        | 7         | 4        | 3        | 7         | 3        | 4        | 7         | 4        | 3        | 7         |
| 18<br>6         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 18<br>6 | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 3        | 7         | 4        | 4        | 8         |
| 18<br>7         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 18<br>7 | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        |
| 18<br>8         | 4        | 4        | 8         | 5        | 3        | 8         | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 18<br>8 | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         |
| 18<br>9         | 4        | 5        | 9         | 5        | 3        | 8         | 4        | 4        | 8         | 5        | 4        | 9         | 5        | 5         | 10        | 5         | 4         | 9         | 5         | 5         | 10        | 4         | 4         | 8              | 18<br>9 | 3        | 4        | 7         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 3        | 7         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |        |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|--------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 190             | 3        | 3        | 6         | 3        | 2        | 5         | 3        | 3        | 6         | 1        | 3        | 4         | 3        | 2         | 5         | 3         | 3         | 6         | 3         | 2         | 5         | 4         | 2         | 6              | 190    | 2        | 2        | 4         | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 3        | 6         |
| 191             | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 4         | 8         | 4         | 5         | 9         | 4         | 4         | 8         | 5         | 4         | 9              | 191    | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 192             | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 4         | 5         | 9         | 4         | 4         | 8         | 4         | 5         | 9              | 192    | 3        | 4        | 7         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         |
| 193             | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 5        | 9         | 5        | 4        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 5         | 4         | 9         | 4         | 5         | 9              | 193    | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 4        | 8         |
| 194             | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 4         | 9         | 4         | 3         | 7         | 4         | 4         | 8         | 5         | 4         | 9              | 194    | 5        | 2        | 7         | 2        | 3        | 5         | 4        | 5        | 9         | 2        | 3        | 5         |
| 195             | 4        | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 5         | 10        | 4         | 5         | 9         | 4         | 5         | 9         | 4         | 4         | 8              | 195    | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         |
| 196             | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 3         | 8         | 5         | 4         | 9         | 5         | 4         | 9              | 196    | 1        | 1        | 2         | 1        | 1        | 2         | 2        | 1        | 3         | 1        | 1        | 2         |
| 197             | 4        | 4        | 8         | 4        | 3        | 7         | 5        | 5        | 10        | 5        | 5        | 10        | 4        | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9         | 5         | 4         | 9              | 197    | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         | 3        | 3        | 6         |
| 198             | 4        | 5        | 9         | 4        | 5        | 9         | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5         | 10        | 4         | 5         | 9         | 5         | 5         | 10        | 4         | 5         | 9              | 198    | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 5        | 9         |
| 199             | 4        | 4        | 8         | 5        | 5        | 10        | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 4         | 9         | 5         | 5         | 10        | 5         | 4         | 9         | 3         | 3         | 6              | 199    | 5        | 4        | 9         | 3        | 5        | 8         | 4        | 5        | 9         | 4        | 5        | 9         |
| 200             | 5        | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 4        | 5        | 9         | 4        | 5         | 9         | 4         | 5         | 9         | 5         | 5         | 10        | 5         | 4         | 9              | 200    | 5        | 5        | 10        | 4        | 3        | 7         | 5        | 4        | 9         | 5        | 4        | 9         |
| 201             | 5        | 4        | 9         | 4        | 4        | 8         | 5        | 5        | 10        | 4        | 5        | 9         | 5        | 5         | 10        | 4         | 4         | 8         | 5         | 5         | 10        | 5         | 3         | 8              | 201    | 4        | 4        | 8         | 4        | 4        | 8         | 3        | 4        | 7         | 4        | 4        | 8         |

| PRODUCT QUALITY |          |          |           |          |          |           |          |          |           |          |          |           |          |           |           |           |           |           |           |           |           |           |           | COSTUMER VALUE |         |          |          |           |          |          |           |          |          |           |          |          |           |
|-----------------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|---------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O          | X1.<br>1 | X1.<br>2 | TOT<br>AL | X1.<br>3 | X1.<br>4 | TOT<br>AL | X1.<br>5 | X1.<br>6 | TOT<br>AL | X1.<br>7 | X1.<br>8 | TOT<br>AL | X1.<br>9 | X1.<br>10 | TOT<br>AL | X1.<br>11 | X1.<br>12 | TOT<br>AL | X1.<br>13 | X1.<br>14 | TOT<br>AL | X1.<br>15 | X1.<br>16 | TOT<br>AL      | N<br>O  | X2.<br>1 | X2.<br>2 | TOT<br>AL | X2.<br>3 | X2.<br>4 | TOT<br>AL | X2.<br>5 | X2.<br>6 | TOT<br>AL | X2.<br>7 | X2.<br>8 | TOT<br>AL |
| 20<br>2         | 2        | 3        | 5         | 2        | 1        | 3         | 2        | 3        | 5         | 1        | 2        | 3         | 1        | 2         | 3         | 1         | 1         | 2         | 1         | 2         | 3         | 2         | 2         | 4              | 20<br>2 | 4        | 4        | 8         | 4        | 3        | 7         | 3        | 3        | 6         | 3        | 3        | 6         |
| 20<br>3         | 5        | 4        | 9         | 5        | 4        | 9         | 5        | 4        | 9         | 4        | 5        | 9         | 5        | 4         | 9         | 4         | 5         | 9         | 3         | 4         | 7         | 4         | 4         | 8              | 20<br>3 | 4        | 3        | 7         | 3        | 4        | 7         | 3        | 4        | 7         | 5        | 4        | 9         |
| 20<br>4         | 4        | 4        | 8         | 4        | 3        | 7         | 4        | 4        | 8         | 5        | 4        | 9         | 3        | 3         | 6         | 2         | 3         | 5         | 3         | 3         | 6         | 3         | 2         | 5              | 20<br>4 | 2        | 2        | 4         | 2        | 2        | 4         | 3        | 2        | 5         | 2        | 3        | 5         |

| PURCHASE DECISION |         |         |           |         |         |           |         |         |           |         |         | PROMOTIONAL MEDIA |        |         |         |           |         |         |           |         |         |           |         |         |           |         |          |           |          |          |           |          |          |           |          |          |           |
|-------------------|---------|---------|-----------|---------|---------|-----------|---------|---------|-----------|---------|---------|-------------------|--------|---------|---------|-----------|---------|---------|-----------|---------|---------|-----------|---------|---------|-----------|---------|----------|-----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| N<br>O            | Y.<br>1 | Y.<br>2 | TOT<br>AL | Y.<br>3 | Y.<br>4 | TOT<br>AL | Y.<br>5 | Y.<br>6 | TOT<br>AL | Y.<br>7 | Y.<br>8 | TOT<br>AL         | N<br>O | Z.<br>1 | Z.<br>2 | TOT<br>AL | Z.<br>3 | Z.<br>4 | TOT<br>AL | Z.<br>5 | Z.<br>6 | TOT<br>AL | Z.<br>7 | Z.<br>8 | TOT<br>AL | Z.<br>9 | Z.1<br>0 | TOT<br>AL | Z.1<br>1 | Z.1<br>2 | TOT<br>AL | Z.1<br>3 | Z.1<br>4 | TOT<br>AL | Z.1<br>5 | Z.1<br>6 | TOT<br>AL |
| 1                 | 2       | 3       | 5         | 3       | 3       | 6         | 2       | 2       | 4         | 3       | 2       | 5                 | 1      | 4       | 4       | 8         | 5       | 5       | 10        | 4       | 4       | 8         | 5       | 4       | 9         | 4       | 4        | 8         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 4        | 8         |
| 2                 | 2       | 3       | 5         | 3       | 3       | 6         | 4       | 4       | 8         | 4       | 4       | 8                 | 2      | 5       | 4       | 9         | 5       | 5       | 10        | 4       | 4       | 8         | 5       | 5       | 10        | 4       | 4        | 8         | 5        | 5        | 10        | 5        | 5        | 10        | 5        | 5        | 10        |
| 3                 | 5       | 5       | 10        | 5       | 5       | 10        | 4       | 4       | 8         | 4       | 4       | 8                 | 3      | 5       | 5       | 10        | 5       | 5       | 10        | 5       | 5       | 10        | 5       | 5       | 10        | 5       | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 5        | 10        |
| 4                 | 4       | 3       | 7         | 4       | 4       | 8         | 4       | 2       | 6         | 3       | 2       | 5                 | 4      | 5       | 5       | 10        | 5       | 4       | 9         | 5       | 5       | 10        | 5       | 5       | 10        | 5       | 5        | 10        | 5        | 4        | 9         | 5        | 5        | 10        | 5        | 4        | 9         |
| 5                 | 5       | 5       | 10        | 3       | 4       | 7         | 4       | 3       | 7         | 3       | 4       | 7                 | 5      | 5       | 4       | 9         | 4       | 3       | 7         | 4       | 5       | 9         | 5       | 4       | 9         | 4       | 5        | 9         | 5        | 5        | 10        | 4        | 4        | 8         | 4        | 4        | 8         |
| 6                 | 5       | 4       | 9         | 5       | 5       | 10        | 5       | 4       | 9         | 4       | 3       | 7                 | 6      | 4       | 4       | 8         | 4       | 4       | 8         | 5       | 4       | 9         | 4       | 5       | 9         | 4       | 4        | 8         | 4        | 4        | 8         | 4        | 3        | 7         | 3        | 3        | 6         |
| 7                 | 5       | 5       | 10        | 4       | 5       | 9         | 5       | 5       | 10        | 5       | 4       | 9                 | 7      | 5       | 5       | 10        | 5       | 4       | 9         | 4       | 4       | 8         | 5       | 5       | 10        | 5       | 5        | 10        | 5        | 4        | 9         | 4        | 4        | 8         | 4        | 4        | 8         |
| 8                 | 4       | 5       | 9         | 4       | 4       | 8         | 4       | 4       | 8         | 4       | 4       | 8                 | 8      | 4       | 4       | 8         | 5       | 5       | 10        | 5       | 5       | 10        | 5       | 5       | 10        | 5       | 4        | 9         | 4        | 5        | 9         | 4        | 4        | 8         | 4        | 5        | 9         |
| 9                 | 5       | 4       | 9         | 5       | 5       | 10        | 4       | 4       | 8         | 3       | 4       | 7                 | 9      | 5       | 4       | 9         | 5       | 5       | 10        | 4       | 4       | 8         | 4       | 5       | 9         | 5       | 4        | 9         | 5        | 5        | 10        | 4        | 5        | 9         | 5        | 4        | 9         |

|    |   |   |    |   |   |    |   |   |    |   |   |    |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |
|----|---|---|----|---|---|----|---|---|----|---|---|----|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|
| 10 | 3 | 3 | 6  | 3 | 2 | 5  | 2 | 2 | 4  | 2 | 2 | 4  | 10 | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 3 | 3 | 6  | 3 | 3 | 6  |
| 11 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 11 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 3 | 8  | 3 | 4 | 7  |
| 12 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 12 | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  |
| 13 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 13 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 14 | 4 | 3 | 7  | 4 | 4 | 8  | 2 | 3 | 5  | 4 | 5 | 9  | 14 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 5 | 9  |
| 15 | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 3 | 7  | 15 | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 4 | 4 | 8  |
| 16 | 5 | 3 | 8  | 5 | 4 | 9  | 1 | 1 | 2  | 2 | 1 | 3  | 16 | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 17 | 5 | 5 | 10 | 4 | 5 | 9  | 3 | 3 | 6  | 3 | 3 | 6  | 17 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 4 | 9  | 4 | 5 | 9  |
| 18 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 18 | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  |
| 19 | 5 | 5 | 10 | 5 | 4 | 9  | 3 | 5 | 8  | 4 | 5 | 9  | 19 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 5 | 4 | 9  |
| 20 | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 4 | 9  | 20 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 |
| 21 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 3 | 4 | 7  | 21 | 4 | 5 | 9  | 5 | 3 | 8  | 4 | 5 | 9  | 4 | 4 | 8  | 3 | 5 | 8  | 2 | 5 | 7  | 5 | 4 | 9  | 4 | 4 | 8  |
| 22 | 1 | 1 | 2  | 1 | 2 | 3  | 4 | 3 | 7  | 3 | 3 | 6  | 22 | 3 | 3 | 6  | 2 | 1 | 3  | 2 | 2 | 4  | 1 | 2 | 3  | 2 | 1 | 3  | 2 | 2 | 4  | 1 | 1 | 2  | 2 | 2 | 4  |
| 23 | 4 | 5 | 9  | 3 | 4 | 7  | 3 | 4 | 7  | 3 | 4 | 7  | 23 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  |
| 24 | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 5 | 9  | 24 | 5 | 4 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9  | 5 | 5 | 10 |
| 25 | 5 | 4 | 9  | 4 | 4 | 8  | 1 | 3 | 4  | 2 | 2 | 4  | 25 | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  |
| 26 | 4 | 3 | 7  | 4 | 3 | 7  | 2 | 2 | 4  | 2 | 2 | 4  | 26 | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 5 | 9  |
| 27 | 5 | 4 | 9  | 4 | 5 | 9  | 3 | 4 | 7  | 4 | 3 | 7  | 27 | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 4 | 3 | 7  | 3 | 3 | 6  |
| 28 | 5 | 5 | 10 | 5 | 5 | 10 | 2 | 2 | 4  | 2 | 2 | 4  | 28 | 3 | 4 | 7  | 3 | 4 | 7  | 4 | 4 | 8  | 4 | 4 | 8  | 3 | 4 | 7  | 4 | 3 | 7  | 4 | 5 | 9  | 4 | 5 | 9  |
| 29 | 3 | 5 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 29 | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  |
| 30 | 2 | 2 | 4  | 3 | 3 | 6  | 4 | 4 | 8  | 5 | 5 | 10 | 30 | 3 | 2 | 5  | 2 | 3 | 5  | 3 | 2 | 5  | 3 | 2 | 5  | 3 | 2 | 5  | 2 | 2 | 4  | 2 | 2 | 4  | 2 | 2 | 4  |
| 31 | 2 | 3 | 5  | 3 | 3 | 6  | 2 | 2 | 4  | 3 | 2 | 5  | 31 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 32 | 2 | 3 | 5  | 3 | 3 | 6  | 4 | 4 | 8  | 4 | 4 | 8  | 32 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 |

|    |   |   |    |   |   |    |   |   |    |   |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |
|----|---|---|----|---|---|----|---|---|----|---|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|
| 33 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 4 | 8 | 33 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 5 | 10 |
| 34 | 4 | 3 | 7  | 4 | 4 | 8  | 4 | 2 | 6  | 3 | 2 | 5 | 34 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  |
| 35 | 5 | 5 | 10 | 3 | 4 | 7  | 4 | 3 | 7  | 3 | 4 | 7 | 35 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 36 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 3 | 7 | 36 | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 3 | 3 | 6  |
| 37 | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 4 | 9 | 37 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 38 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 38 | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 5 | 9  |
| 39 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 3 | 4 | 7 | 39 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 4 | 9  |
| 40 | 3 | 3 | 6  | 3 | 2 | 5  | 2 | 2 | 4  | 2 | 2 | 4 | 40 | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 3 | 3 | 6  | 3 | 3 | 6  |
| 41 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 41 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 3 | 8  | 3 | 4 | 7  |
| 42 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 42 | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  |
| 43 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8 | 43 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 44 | 4 | 3 | 7  | 4 | 4 | 8  | 2 | 3 | 5  | 4 | 5 | 9 | 44 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 5 | 9  |
| 45 | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 3 | 7 | 45 | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 4 | 4 | 8  |
| 46 | 5 | 3 | 8  | 5 | 4 | 9  | 1 | 1 | 2  | 2 | 1 | 3 | 46 | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 2 | 7  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 47 | 5 | 5 | 10 | 4 | 5 | 9  | 3 | 3 | 6  | 3 | 3 | 6 | 47 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 4 | 9  | 4 | 5 | 9  |
| 48 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8 | 48 | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  |
| 49 | 5 | 5 | 10 | 5 | 4 | 9  | 3 | 5 | 8  | 4 | 5 | 9 | 49 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 5 | 4 | 9  |
| 50 | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 4 | 9 | 50 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 |
| 51 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 3 | 4 | 7 | 51 | 4 | 5 | 9  | 5 | 3 | 8  | 4 | 5 | 9  | 4 | 4 | 8  | 3 | 5 | 8  | 2 | 5 | 7  | 5 | 4 | 9  | 4 | 4 | 8  |
| 52 | 1 | 1 | 2  | 1 | 2 | 3  | 4 | 3 | 7  | 3 | 3 | 6 | 52 | 3 | 3 | 6  | 2 | 1 | 3  | 2 | 2 | 4  | 1 | 1 | 2  | 2 | 1 | 3  | 2 | 2 | 4  | 1 | 1 | 2  | 2 | 2 | 4  |
| 53 | 4 | 5 | 9  | 3 | 4 | 7  | 3 | 4 | 7  | 3 | 4 | 7 | 53 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  |
| 54 | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 5 | 9 | 54 | 5 | 4 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9  | 5 | 5 | 10 |
| 55 | 5 | 4 | 9  | 4 | 4 | 8  | 1 | 3 | 4  | 2 | 2 | 4 | 55 | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  |

|    |   |   |    |   |   |    |   |   |    |   |   |    |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |
|----|---|---|----|---|---|----|---|---|----|---|---|----|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|
| 56 | 4 | 3 | 7  | 4 | 3 | 7  | 2 | 2 | 4  | 2 | 2 | 4  | 56 | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 5 | 9  |
| 57 | 5 | 4 | 9  | 4 | 5 | 9  | 3 | 4 | 7  | 4 | 3 | 7  | 57 | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 4 | 3 | 7  | 3 | 3 | 6  |
| 58 | 5 | 5 | 10 | 5 | 5 | 10 | 2 | 2 | 4  | 2 | 2 | 4  | 58 | 3 | 4 | 7  | 3 | 4 | 7  | 4 | 4 | 8  | 4 | 4 | 8  | 3 | 4 | 7  | 4 | 3 | 7  | 4 | 5 | 9  | 4 | 5 | 9  |
| 59 | 3 | 5 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 59 | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  |
| 60 | 2 | 2 | 4  | 3 | 3 | 6  | 4 | 4 | 8  | 5 | 5 | 10 | 60 | 3 | 2 | 5  | 2 | 3 | 5  | 3 | 2 | 5  | 3 | 2 | 5  | 3 | 2 | 5  | 2 | 2 | 4  | 2 | 2 | 4  | 2 | 2 | 4  |
| 61 | 2 | 3 | 5  | 3 | 3 | 6  | 2 | 2 | 4  | 3 | 2 | 5  | 61 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 62 | 2 | 3 | 5  | 3 | 3 | 6  | 4 | 4 | 8  | 4 | 4 | 8  | 62 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 |
| 63 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 4 | 8  | 63 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 5 | 10 |
| 64 | 4 | 3 | 7  | 4 | 4 | 8  | 4 | 2 | 6  | 3 | 2 | 5  | 64 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  |
| 65 | 5 | 5 | 10 | 3 | 4 | 7  | 4 | 3 | 7  | 3 | 4 | 7  | 65 | 5 | 4 | 9  | 4 | 3 | 7  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 4 | 8  |
| 66 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 3 | 7  | 66 | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 3 | 3 | 6  |
| 67 | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 67 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 68 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 68 | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 5 | 9  |
| 69 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 3 | 4 | 7  | 69 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 4 | 9  |
| 70 | 3 | 3 | 6  | 3 | 2 | 5  | 2 | 2 | 4  | 2 | 2 | 4  | 70 | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 3 | 3 | 6  | 3 | 3 | 6  |
| 71 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 71 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 3 | 8  | 3 | 4 | 7  |
| 72 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 72 | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  |
| 73 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 73 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 74 | 4 | 3 | 7  | 4 | 4 | 8  | 2 | 3 | 5  | 4 | 5 | 9  | 74 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 5 | 9  |
| 75 | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 3 | 7  | 75 | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 4 | 4 | 8  |
| 76 | 5 | 3 | 8  | 5 | 4 | 9  | 1 | 1 | 2  | 2 | 1 | 3  | 76 | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 2 | 7  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 77 | 5 | 5 | 10 | 4 | 5 | 9  | 3 | 3 | 6  | 3 | 3 | 6  | 77 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 4 | 9  | 4 | 5 | 9  |
| 78 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 78 | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  |

|     |   |   |    |   |   |    |   |   |    |   |   |    |     |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |
|-----|---|---|----|---|---|----|---|---|----|---|---|----|-----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|
| 79  | 5 | 5 | 10 | 5 | 4 | 9  | 3 | 5 | 8  | 4 | 5 | 9  | 79  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 5 | 4 | 9  |
| 80  | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 4 | 9  | 80  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 |
| 81  | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 3 | 4 | 7  | 81  | 4 | 5 | 9  | 5 | 3 | 8  | 4 | 5 | 9  | 4 | 4 | 8  | 3 | 5 | 8  | 2 | 5 | 7  | 5 | 4 | 9  | 4 | 4 | 8  |
| 82  | 1 | 1 | 2  | 1 | 2 | 3  | 4 | 3 | 7  | 3 | 3 | 6  | 82  | 3 | 3 | 6  | 2 | 1 | 3  | 2 | 2 | 4  | 1 | 2 | 3  | 2 | 1 | 3  | 2 | 2 | 4  | 1 | 1 | 2  | 2 | 2 | 4  |
| 83  | 4 | 5 | 9  | 3 | 4 | 7  | 3 | 4 | 7  | 3 | 4 | 7  | 83  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  |
| 84  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 5 | 9  | 84  | 5 | 4 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9  | 5 | 5 | 10 |
| 85  | 5 | 4 | 9  | 4 | 4 | 8  | 1 | 3 | 4  | 2 | 2 | 4  | 85  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  |
| 86  | 4 | 3 | 7  | 4 | 3 | 7  | 2 | 2 | 4  | 2 | 2 | 4  | 86  | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 5 | 9  |
| 87  | 5 | 4 | 9  | 4 | 5 | 9  | 3 | 4 | 7  | 4 | 3 | 7  | 87  | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 4 | 3 | 7  | 3 | 3 | 6  |
| 88  | 5 | 5 | 10 | 5 | 5 | 10 | 2 | 2 | 4  | 2 | 2 | 4  | 88  | 3 | 4 | 7  | 3 | 4 | 7  | 4 | 4 | 8  | 4 | 4 | 8  | 3 | 4 | 7  | 4 | 3 | 7  | 4 | 5 | 9  | 4 | 5 | 9  |
| 89  | 3 | 5 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 89  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  |
| 90  | 2 | 2 | 4  | 3 | 3 | 6  | 4 | 4 | 8  | 5 | 5 | 10 | 90  | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  |
| 91  | 2 | 3 | 5  | 3 | 3 | 6  | 2 | 2 | 4  | 3 | 2 | 5  | 91  | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 92  | 2 | 3 | 5  | 3 | 3 | 6  | 4 | 4 | 8  | 4 | 4 | 8  | 92  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 5 | 9  |
| 93  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 4 | 8  | 93  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 4 | 4 | 8  |
| 94  | 4 | 3 | 7  | 4 | 4 | 8  | 4 | 2 | 6  | 3 | 2 | 5  | 94  | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  |
| 95  | 5 | 5 | 10 | 3 | 4 | 7  | 4 | 3 | 7  | 3 | 4 | 7  | 95  | 5 | 4 | 9  | 4 | 3 | 7  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 4 | 8  |
| 96  | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 3 | 7  | 96  | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 3 | 3 | 6  |
| 97  | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 97  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 98  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 98  | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 5 | 9  |
| 99  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 3 | 4 | 7  | 99  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 4 | 9  |
| 100 | 3 | 3 | 6  | 3 | 2 | 5  | 2 | 2 | 4  | 2 | 2 | 4  | 100 | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 3 | 3 | 6  | 3 | 3 | 6  |

|         |   |   |    |   |   |    |   |   |    |   |   |   |         |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |   |   |   |    |
|---------|---|---|----|---|---|----|---|---|----|---|---|---|---------|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|---|---|---|----|
| 10<br>1 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 10<br>1 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 3 | 8 | 3 | 4 | 7  |
| 10<br>2 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 10<br>2 | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 5 | 9 | 4 | 4 | 8  |
| 10<br>3 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8 | 10<br>3 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8 | 4 | 4 | 8  |
| 10<br>4 | 4 | 3 | 7  | 4 | 4 | 8  | 2 | 3 | 5  | 4 | 5 | 9 | 10<br>4 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 4 | 5 | 9  |
| 10<br>5 | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 3 | 7 | 10<br>5 | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7 | 4 | 4 | 8  |
| 10<br>6 | 5 | 3 | 8  | 5 | 4 | 9  | 1 | 1 | 2  | 2 | 1 | 3 | 10<br>6 | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 2 | 7  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8 | 4 | 4 | 8  |
| 10<br>7 | 5 | 5 | 10 | 4 | 5 | 9  | 3 | 3 | 6  | 3 | 3 | 6 | 10<br>7 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 4 | 9 | 4 | 5 | 9  |
| 10<br>8 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8 | 10<br>8 | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8 | 5 | 4 | 9  |
| 10<br>9 | 5 | 5 | 10 | 5 | 4 | 9  | 3 | 5 | 8  | 4 | 5 | 9 | 10<br>9 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8 | 5 | 4 | 9  |
| 11<br>0 | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 4 | 9 | 11<br>0 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 4 | 9 | 5 | 5 | 10 |
| 11<br>1 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 3 | 4 | 7 | 11<br>1 | 4 | 5 | 9  | 5 | 3 | 8  | 4 | 5 | 9  | 4 | 4 | 8  | 3 | 5 | 8  | 2 | 5 | 7  | 5 | 4 | 9 | 4 | 4 | 8  |
| 11<br>2 | 1 | 1 | 2  | 1 | 2 | 3  | 4 | 3 | 7  | 3 | 3 | 6 | 11<br>2 | 3 | 3 | 6  | 2 | 1 | 3  | 2 | 2 | 4  | 1 | 2 | 3  | 2 | 1 | 3  | 2 | 2 | 4  | 1 | 1 | 2 | 2 | 2 | 4  |
| 11<br>3 | 4 | 5 | 9  | 3 | 4 | 7  | 3 | 4 | 7  | 3 | 4 | 7 | 11<br>3 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9 | 4 | 4 | 8  |
| 11      | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 5 | 9 | 11      | 5 | 4 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9 | 5 | 5 | 10 |



|         |   |   |    |   |   |    |   |   |    |   |   |   |         |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |   |   |   |    |
|---------|---|---|----|---|---|----|---|---|----|---|---|---|---------|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|---|---|---|----|
| 12<br>8 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 12<br>8 | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8 | 4 | 5 | 9  |
| 12<br>9 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 3 | 4 | 7 | 12<br>9 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9 | 5 | 4 | 9  |
| 13<br>0 | 3 | 3 | 6  | 3 | 2 | 5  | 2 | 2 | 4  | 2 | 2 | 4 | 13<br>0 | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 3 | 3 | 6 | 3 | 3 | 6  |
| 13<br>1 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 13<br>1 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 3 | 8 | 3 | 4 | 7  |
| 13<br>2 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 13<br>2 | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 5 | 9 | 4 | 4 | 8  |
| 13<br>3 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8 | 13<br>3 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8 | 4 | 4 | 8  |
| 13<br>4 | 4 | 3 | 7  | 4 | 4 | 8  | 2 | 3 | 5  | 4 | 5 | 9 | 13<br>4 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 4 | 5 | 9  |
| 13<br>5 | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 3 | 7 | 13<br>5 | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7 | 4 | 4 | 8  |
| 13<br>6 | 5 | 3 | 8  | 5 | 4 | 9  | 1 | 1 | 2  | 2 | 1 | 3 | 13<br>6 | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 3 | 8  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8 | 4 | 4 | 8  |
| 13<br>7 | 5 | 5 | 10 | 4 | 5 | 9  | 3 | 3 | 6  | 3 | 3 | 6 | 13<br>7 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 4 | 9 | 4 | 5 | 9  |
| 13<br>8 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8 | 13<br>8 | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8 | 5 | 4 | 9  |
| 13<br>9 | 5 | 5 | 10 | 5 | 4 | 9  | 3 | 5 | 8  | 4 | 5 | 9 | 13<br>9 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8 | 5 | 4 | 9  |
| 14<br>0 | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 4 | 9 | 14<br>0 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 4 | 9 | 5 | 5 | 10 |
| 14      | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 3 | 4 | 7 | 14      | 4 | 5 | 9  | 5 | 3 | 8  | 4 | 5 | 9  | 4 | 4 | 8  | 3 | 5 | 8  | 2 | 5 | 7  | 5 | 4 | 9 | 4 | 4 | 8  |



|         |   |   |    |   |   |    |   |   |    |   |   |   |         |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |   |   |   |   |
|---------|---|---|----|---|---|----|---|---|----|---|---|---|---------|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|---|---|---|---|
| 15<br>5 | 5 | 5 | 10 | 3 | 4 | 7  | 4 | 3 | 7  | 3 | 4 | 7 | 15<br>5 | 5 | 4 | 9  | 4 | 3 | 7  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 4 | 8 | 4 | 4 | 8 |
| 15<br>6 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 3 | 7 | 15<br>6 | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7 | 3 | 3 | 6 |
| 15<br>7 | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 4 | 9 | 15<br>7 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8 | 4 | 4 | 8 |
| 15<br>8 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 15<br>8 | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8 | 4 | 5 | 9 |
| 15<br>9 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 3 | 4 | 7 | 15<br>9 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9 | 5 | 4 | 9 |
| 16<br>0 | 3 | 3 | 6  | 3 | 2 | 5  | 2 | 2 | 4  | 2 | 2 | 4 | 16<br>0 | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 3 | 3 | 6 | 3 | 3 | 6 |
| 16<br>1 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 16<br>1 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 3 | 8 | 3 | 4 | 7 |
| 16<br>2 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 16<br>2 | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 5 | 9 | 4 | 4 | 8 |
| 16<br>3 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8 | 16<br>3 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8 | 4 | 4 | 8 |
| 16<br>4 | 4 | 3 | 7  | 4 | 4 | 8  | 2 | 3 | 5  | 4 | 5 | 9 | 16<br>4 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 4 | 5 | 9 |
| 16<br>5 | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 3 | 7 | 16<br>5 | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7 | 4 | 4 | 8 |
| 16<br>6 | 5 | 3 | 8  | 5 | 4 | 9  | 1 | 1 | 2  | 2 | 1 | 3 | 16<br>6 | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 2 | 7  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8 | 4 | 4 | 8 |
| 16<br>7 | 5 | 5 | 10 | 4 | 5 | 9  | 3 | 3 | 6  | 3 | 3 | 6 | 16<br>7 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 4 | 9 | 4 | 5 | 9 |
| 16      | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8 | 16      | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8 | 5 | 4 | 9 |



|         |   |   |    |   |   |    |   |   |    |   |   |   |         |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |   |   |    |
|---------|---|---|----|---|---|----|---|---|----|---|---|---|---------|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|
| 18<br>2 | 2 | 3 | 5  | 3 | 3 | 6  | 4 | 4 | 8  | 4 | 4 | 8 | 18<br>2 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 |
| 18<br>3 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 4 | 8 | 18<br>3 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 5 | 10 |
| 18<br>4 | 4 | 3 | 7  | 4 | 4 | 8  | 4 | 2 | 6  | 3 | 2 | 5 | 18<br>4 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  |
| 18<br>5 | 5 | 5 | 10 | 3 | 4 | 7  | 4 | 3 | 7  | 3 | 4 | 7 | 18<br>5 | 5 | 4 | 9  | 4 | 3 | 7  | 4 | 5 | 9  | 5 | 4 | 9  | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 4 | 8  |
| 18<br>6 | 5 | 4 | 9  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 3 | 7 | 18<br>6 | 4 | 4 | 8  | 4 | 4 | 8  | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 3 | 3 | 6  |
| 18<br>7 | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 4 | 9 | 18<br>7 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 18<br>8 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 18<br>8 | 4 | 4 | 8  | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 5 | 9  |
| 18<br>9 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 3 | 4 | 7 | 18<br>9 | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8  | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 5 | 4 | 9  |
| 19<br>0 | 3 | 3 | 6  | 3 | 2 | 5  | 2 | 2 | 4  | 2 | 2 | 4 | 19<br>0 | 4 | 5 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 3 | 3 | 6  | 3 | 3 | 6  |
| 19<br>1 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 19<br>1 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 4 | 8  | 5 | 3 | 8  | 3 | 4 | 7  |
| 19<br>2 | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8 | 19<br>2 | 4 | 5 | 9  | 4 | 4 | 8  | 5 | 4 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  |
| 19<br>3 | 4 | 5 | 9  | 5 | 4 | 9  | 5 | 5 | 10 | 4 | 4 | 8 | 19<br>3 | 4 | 5 | 9  | 5 | 5 | 10 | 5 | 5 | 10 | 4 | 3 | 7  | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  |
| 19<br>4 | 4 | 3 | 7  | 4 | 4 | 8  | 2 | 3 | 5  | 4 | 5 | 9 | 19<br>4 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 5 | 10 | 5 | 4 | 9  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 5 | 9  |
| 19      | 4 | 5 | 9  | 4 | 5 | 9  | 4 | 4 | 8  | 4 | 3 | 7 | 19      | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 4 | 8  | 4 | 3 | 7  | 4 | 4 | 8  |



**b. .Loading factor**

|      | x.1   | x.2   | y     | z     |
|------|-------|-------|-------|-------|
| X1.1 | 0,823 |       |       |       |
| X1.2 | 0,872 |       |       |       |
| X1.3 | 0,899 |       |       |       |
| X1.4 | 0,855 |       |       |       |
| X1.5 | 0,881 |       |       |       |
| X1.6 | 0,854 |       |       |       |
| X1.7 | 0,867 |       |       |       |
| X1.8 | 0,838 |       |       |       |
| X2.1 |       | 0,949 |       |       |
| X2.2 |       | 0,938 |       |       |
| X2.3 |       | 0,908 |       |       |
| X2.4 |       | 0,941 |       |       |
| Y.1  |       |       | 0,72  |       |
| Y.2  |       |       | 0,741 |       |
| Y.3  |       |       | 0,799 |       |
| Y.4  |       |       | 0,747 |       |
| Z.1  |       |       |       | 0,866 |
| Z.2  |       |       |       | 0,875 |
| Z.3  |       |       |       | 0,859 |
| Z.4  |       |       |       | 0,885 |
| Z.5  |       |       |       | 0,906 |
| Z.6  |       |       |       | 0,881 |
| Z.7  |       |       |       | 0,921 |
| Z.8  |       |       |       | 0,84  |

**c. AVE & Uji reabilitas**

|     | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|-----|------------------|-------------------------------|-------------------------------|----------------------------------|
| x.1 | 0,95             | 0,951                         | 0,958                         | 0,742                            |
| x.2 | 0,951            | 0,951                         | 0,965                         | 0,873                            |
| y   | 0,744            | 0,747                         | 0,839                         | 0,566                            |
| z   | 0,958            | 0,961                         | 0,965                         | 0,773                            |

## a. HTMT

|     | x.1   | x.2   | y     | z     |
|-----|-------|-------|-------|-------|
| x.1 | 0,861 |       |       |       |
| x.2 | 0,264 | 0,934 |       |       |
| y   | 0,652 | 0,752 | 0,763 |       |
| z   | 0,82  | 0,064 | 0,397 | 0,879 |

## b. Fornell Larcker

|     | x.1   | x.2   | y     | z |
|-----|-------|-------|-------|---|
| x.1 |       |       |       |   |
| x.2 | 0,276 |       |       |   |
| y   | 0,803 | 0,881 |       |   |
| z   | 0,851 | 0,105 | 0,526 |   |

## c. Cross loading

|      | x.1   | x.2    | y     | z     |
|------|-------|--------|-------|-------|
| X1.1 | 0,823 | 0,23   | 0,813 | 0,466 |
| X1.2 | 0,872 | 0,183  | 0,751 | 0,495 |
| X1.3 | 0,899 | 0,226  | 0,803 | 0,525 |
| X1.4 | 0,855 | 0,129  | 0,775 | 0,469 |
| X1.5 | 0,881 | 0,325  | 0,597 | 0,703 |
| X1.6 | 0,854 | 0,297  | 0,662 | 0,679 |
| X1.7 | 0,867 | 0,285  | 0,559 | 0,684 |
| X1.8 | 0,838 | 0,133  | 0,676 | 0,467 |
| X2.1 | 0,264 | 0,949  | 0,034 | 0,715 |
| X2.2 | 0,243 | 0,938  | 0,018 | 0,715 |
| X2.3 | 0,232 | 0,908  | 0,078 | 0,704 |
| X2.4 | 0,247 | 0,941  | 0,109 | 0,716 |
| Y.1  | 0,802 | 0,261  | 0,72  | 0,631 |
| Y.2  | 0,829 | 0,258  | 0,741 | 0,541 |
| Y.3  | 0,206 | 0,87   | 0,799 | 0,015 |
| Y.4  | 0,197 | 0,841  | 0,747 | 0,075 |
| Z.1  | 0,68  | 0,139  | 0,337 | 0,866 |
| Z.2  | 0,6   | 0,049  | 0,286 | 0,875 |
| Z.3  | 0,735 | -0,098 | 0,25  | 0,859 |
| Z.4  | 0,724 | 0,23   | 0,47  | 0,885 |
| Z.5  | 0,774 | 0,02   | 0,352 | 0,906 |
| Z.6  | 0,648 | 0,031  | 0,314 | 0,881 |
| Z.7  | 0,815 | 0,037  | 0,402 | 0,921 |
| Z.8  | 0,749 | 0,046  | 0,358 | 0,84  |

## R-SQUARE

|    | R-square | R-square adjusted |
|----|----------|-------------------|
| Y. | 0.378    | 0.369             |
| Z  | 0.427    | 0.421             |

## F-SQUARE

|     | X1 | X2. | Y.    | Z     |
|-----|----|-----|-------|-------|
| X1  |    |     | 0.029 | 0.265 |
| X2. |    |     | 0.024 | 0.018 |
| Y.  |    |     |       |       |
| Z   |    |     | 0.097 |       |

## MODEL FIT

|            | Saturated model | Estimated model |
|------------|-----------------|-----------------|
| SRMR       | 0.086           | 0.086           |
| d_ULS      | 8.733           | 8.733           |
| d_G        | 2.472           | 2.472           |
| Chi-square | 2.439.503       | 2.439.503       |
| NFI        | 0.445           | 0.445           |

## DIRECT EFFECT

|           | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values |
|-----------|---------------------|-----------------|----------------------------|--------------------------|----------|
| X1 -> Y.  | 0.210               | 0.223           | 0.087                      | 2.404                    | 0.016    |
| X1 -> Z   | 0.545               | 0.555           | 0.079                      | 6.880                    | 0.000    |
| X2. -> Y. | 0.174               | 0.177           | 0.082                      | 2.135                    | 0.033    |
| X2. -> Z  | 0.143               | 0.150           | 0.089                      | 1.601                    | 0.109    |
| Z -> Y.   | 0.325               | 0.324           | 0.086                      | 3.761                    | 0.000    |

## INDIRECT EFFECT

|                | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values |
|----------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| X1 -> Z -> Y.  | 0.177               | 0.179           | 0.052                      | 3.381                    | 0.001    |
| X2. -> Z -> Y. | 0.046               | 0.049           | 0.033                      | 1.402                    | 0.161    |

**LAMPIRAN 4**  
**Penelitian Geogle From**



Formulir ini tidak menerima respons.

Kelola



Bagian 1 dari 5

## Pengaruh *Product Quality* dan *Costumer Value* terhadap *Purchase Decision Virtual Item* pada *Game Genshin Impact* dengan *Promotional Media* sebagai variabel mediasi

**B** *I* U ↺ ↻

Hallo Traveler ! 🌟🌿

Perkenalkan saya Dea Maharani, mahasiswi semester akhir program studi Manajemen Fakultas Ekonomi Bisnis Universitas Baiturrahmah Padang.

saat ini saya sedang melakukan penelitian untuk memenuhi tugas akhir tentang "Pengaruh *Product quality* dan *costumer value* terhadap *purchase decision virtual item* pada game *Genshin Impact* dengan *promotional media* sebagai variabel mediasi"

kuisisioner ini bertujuan untuk mengumpulkan data yang akan digunakan semata-mata untuk kepentingan akademis. partisipasi kamu bersifat sukarela , dan semua informasi yang kamu berikan akan dijaga kerahasiaannya. Dengan demikian, saya mohon ketersediaan anda untuk mengisi kuisisioner ini apabila memenuhi kriteria sebagai berikut :

1. Berusia lebih dari 17 tahun
2. pernah melakukan top-up (pembelian item virtual) *Game Genshin Impact*

terimakasih atas partisipasinya Traveler !

**B** *I* U ↺ ↻

Formulir ini otomatis mengumpulkan email dari semua responden. [Ubah setelan](#)

**Lampiran 5**  
**Kartu Bimbingan Dan Peserta Sempro**



**UNIVERSITAS BAITURRAHMAH PADANG**  
**FAKULTAS EKONOMI DAN BISNIS**  
**KARTU BIMBINGAN SKRIPSI**

Nama Mahasiswa : DEA MAHARANI  
 NPM : 2110070530123  
 Jurusan : MANAJEMEN  
 Pembimbing II : HARRY WAHYUDI, Ph.D  
 Judul Skripsi : PENGARUH PRODUCT QUALITY DAN COSTUMER VALUE  
 TERHADAP PURCHASE DECISION VIRTUAL ITEM PADA  
 GAME GENSIN IMPACT PATCH 5.0 DENGAN  
 PROMOTIONAL MEDIA SEBAGAI VARIABEL MEDIASI

| Bbg Ke: | Hari/Tanggal | Materi Bimbingan                              | Tanda Tangan Pembimbing II |
|---------|--------------|-----------------------------------------------|----------------------------|
| 1       | 12/10-24     | Pengantar Jurnal                              |                            |
| 2       | 29/11-24     | Referensi Bab I                               |                            |
| 3       | 11/12-24     | Referensi Bab I, II, III                      |                            |
| 4       | 23/1-25      | Referensi Scopus                              |                            |
| 5       | 27/06-25     | Referensi Jurnal Head Supra                   |                            |
| 6       | 30/06-25     | Bab I/Referensi Database<br>Referensi Kuisson |                            |
| 7       | 15/07-25     | Referensi Head deha                           |                            |
| 8       | 13/07-25     | Referensi Bab IV                              |                            |
| 9       | 21/08-25     | Referensi Bab IV<br>Referensi Kuisson         |                            |
|         |              |                                               |                            |



**UNIVERSITAS BAITURRAHMAH PADANG**  
**FAKULTAS EKONOMI DAN BISNIS**  
**KARTU BIMBINGAN SKRIPSI**

Nama Mahasiswa : DEA MAHARANI  
 NPM : 2110070530123  
 Jurusan : MANAJEMEN  
 Pembimbing II : Dr. EDI SUANDI, M.M  
 Judul Skripsi : PENGARUH PRODUCT QUALITY DAN COSTUMER VALUE  
 TERHADAP PURCHASE DECISION VIRTUAL ITEM PADA  
 GAME GENSIN IMPACT PATCH 5.0 DENGAN  
 PROMOTIONAL MEDIA SEBAGAI VARIABEL MEDIASI

| Bbg Ke: | Hari/Tanggal | Materi Bimbingan                 | Tanda Tangan Pembimbing II |
|---------|--------------|----------------------------------|----------------------------|
| 1       | 19/11-24     | Penyusunan judul                 |                            |
| 2       | 23/1-29      | Diskusi Bab I                    |                            |
| 3       | 30/02-25     | Diskusi Bab I, II, III           |                            |
| 4       | 10/02-25     | Aku <u>Stro</u>                  |                            |
| 5       | 27/06-25     | ACC JUDUL HASIL SEMPRO           |                            |
| 6       | 30/06-25     | BIMBINGAN KUISOMER               |                            |
| 7       | 23/08-25     | DISKUSI HASIL OLAKH DATA         |                            |
| 8       | 25/08-25     | DISKUSI BAB IV, V                |                            |
| 9       | 27/08-25     | DISKUSI BAB IV, V<br>ACC KOMPRES |                            |
|         |              |                                  |                            |



**Kartu Peserta Seminar Proposal**  
**Program Studi Manajemen**  
**Fakultas Ekonomi Dan Bisnis**  
**Universitas Baiturrahmah**

Nama Mahasiswa : DEA MAHARANI

NPM : 2110070530123

**Menjadi Penyanggah Utama**

1. Penyaji : SAHMI ATEI  
 Hari/Tanggal : KUALITA MAHARANI  
 Jam : JUM'AT / 20-01-25  
09.00

2. Penyaji : SRI LADA SINDIA  
 Hari/Tanggal : KAMIS, 23 JAN 25  
 Jam : 09.15 - 09.45

Pembimbing I  
[Signature]  
(DINA DEB DIAN SARI)

Pembimbing II  
[Signature]  
(AFRIDA S.E.M.M.A.T)

Pembimbing I  
[Signature]  
(YERDI DELVITA)

Pembimbing II  
[Signature]  
(AFRIDA S.E.M.M.A.T)

**Sebagai Peserta Dalam Seminar Proposal**

1. Penyaji : KUALITA MAHARANI  
 Hari/Tanggal : JUMAT 20-12-24  
 Jam : 09.00

2. Penyaji : AULIA RAHMADANI  
 Hari/Tanggal : JUMAT 20-12-24  
 Jam : 10.00 - 10.30

Pembimbing I  
[Signature]  
(DINA DEB DIAN SARI)

Pembimbing II  
[Signature]  
(SILVY ASTARI S.E.M.M.A.T)

Pembimbing I  
[Signature]  
(Dr. Edy Subandi M.Pd)

Pembimbing II  
[Signature]  
(SILVY ASTARI S.E.M.M.A.T)

3. Penyaji : ALIEHA RAHMADANI  
 Hari/Tanggal : JUMAT 03-01-25  
 Jam : 09.00 - Selesai

4. Penyaji : YELI MULYADA SARI  
 Hari/Tanggal : KAMIS 23 JAN 2025  
 Jam : 08.15 - Selesai

Pembimbing I  
[Signature]  
(HAROT WAHIDUDDIN)

Pembimbing II  
[Signature]  
(AMRULHAH S.E.M.A.T)

Pembimbing I  
[Signature]  
(NABAWAL CISEP)

Pembimbing II  
[Signature]  
(RINA FEBRIANI)

Universitas Baiturrahmah  
 Fakultas Ekonomi Dan Bisnis  
 Ketua Prodi

( Rina Febriani, S.E., M.Si )

## **Lampiran 6**

### **Turnitin**

## TURNITIN DEA MAHARANI

## ORIGINALITY REPORT

16%

SIMILARITY INDEX

15%

INTERNET SOURCES

10%

PUBLICATIONS

8%

STUDENT PAPERS

## PRIMARY SOURCES

1

eprints2.undip.ac.id

Internet Source

3%

2

repository.stei.ac.id

Internet Source

2%

3

semnas.univbinainsan.ac.id

Internet Source

2%

4

journal.unimal.ac.id

Internet Source

1%

5

Corrinna Salsabila Amelia, Almira Dwi Yuliarti, Abdul Yusuf. "Pengaruh Nilai Pelanggan (Customer Value) Terhadap Keputusan Pembelian Mixue Ice Cream & Tea (Survei Pada Pelanggan Mixue Ice Cream & Tea)", Jurnal Nasional Manajemen Pemasaran & SDM, 2024

Publication

1%

6

Submitted to Yonkers High School

Student Paper

1%

7

unkartur.ac.id

Internet Source

1%

8

eprints.iain-surakarta.ac.id

Internet Source

1%

9

Submitted to Universitas Putera Batam

Student Paper

1%

# TURNITIN DEA MAHARANI FEB-UNBRAH

Padang, 27 Agustus 2025

A handwritten signature in black ink, appearing to read 'Chandra Syahputra', is written over a horizontal line.

Chandra Syahputra, S.E., M.M.

---

**Submission date:** 27-Aug-2025 05:13AM (UTC-0500)  
**Submission ID:** 2696213776  
**File name:** SKRIPSI\_DEA\_MAHARANI\_2025.pdf (1.02M)  
**Word count:** 21358  
**Character count:** 129682

---

## **Lampiran 7**

### **SAPS**

**DAFTAR USULAN PENETAPAN ANGKA KREDIT KEGIATAN MAHASISWA**  
**STUDENT ACTIVITIES PERFORMANCE SYSTEM (SAPS)**  
**UNIVERSITAS BAITURRAHMAH**

| KETERANGAN PERORANGAN |                          |               |
|-----------------------|--------------------------|---------------|
| 1.                    | Nama                     | DEA MAHARANI  |
| 2.                    | NPM                      | 2110070530123 |
| 3.                    | Fakultas/ Jurusan        | Ekonomi       |
| 4.                    | Program Studi            | Manajemen     |
| 5.                    | Tahun Masuk              | 2021          |
| 6.                    | Tempat dan Tanggal Lahir | / 01-01-1970  |
| 7.                    | Jenis Kelamin            |               |
| 8.                    | E-Mail                   |               |
| 9.                    | No. HP                   |               |
| 10.                   | Alamat                   |               |

| UNSUR YANG DINILAI |                                                        |              |               |             |
|--------------------|--------------------------------------------------------|--------------|---------------|-------------|
| NO.                | UNSUR DAN SUB UNSUR                                    | ANGKA KREDIT |               |             |
|                    |                                                        | DEFAULT      | JUMLAH USULAN | TIM PENILAI |
|                    | <b>UNSUR UTAMA</b>                                     |              |               |             |
| 1.                 | <b>PENALARAN</b>                                       |              |               |             |
|                    | <b>Menulis Karya Ilmiah</b>                            |              |               |             |
|                    | <b>Dalam Majalah Ilmiah Tiap Artikel</b>               |              |               |             |
|                    | 1. Internasional                                       | 40           | 0             | 0           |
|                    | 2. Nasional                                            | 30           | 0             | 0           |
|                    | 3. Regional                                            | 20           | 0             | 0           |
|                    | 4. Universitas                                         | 15           | 0             | 0           |
|                    | 5. Fakultas                                            | 10           | 0             | 0           |
|                    | 6. Program Studi                                       | 15           | 0             | 0           |
|                    | <b>Dalam Koran/ Majalah Populer/ Umum Tiap Artikel</b> |              |               |             |
|                    | 1. Internasional/bhs. asing                            | 30           | 0             | 0           |
|                    | 2. Nasional                                            | 20           | 0             | 0           |
|                    | 3. Lokal                                               | 10           | 0             | 0           |
|                    | <b>Dalam Bentuk Buku (dengan ISBN)</b>                 |              |               |             |
|                    | 1. Sebagai penulis                                     | 40           | 0             | 0           |
|                    | 2. Sebagai penulis artikel                             | 30           | 0             | 0           |
|                    | 3. Sebagai editor                                      | 20           | 0             | 0           |

| NO. | UNSUR YANG DINILAI<br>UNSUR DAN SUB UNSUR | ANGKA KREDIT |               |             |
|-----|-------------------------------------------|--------------|---------------|-------------|
|     |                                           | DEFAULT      | JUMLAH USULAN | TIM PENILAI |
|     |                                           |              |               |             |
|     | 2. Nasional                               |              |               |             |
|     | 3. Regional                               | 15           | 0             | 0           |
|     | 4. Lokal                                  | 10           | 0             | 0           |
|     |                                           | 5            | 0             | 0           |
|     | <b>TOTAL</b>                              | <b>1694</b>  | <b>42</b>     | <b>427</b>  |

Padang, 26-08-2025  
Diajukan Oleh

(DEA MAHARANI)

Acc 8/26/25  
26/08/25  
elva