Lampiran 1. Kuesioner

Tanggal Pengisian : 
No. Kuesioner : 

KUESIONER PENELITIAN
Analisis efektivitas community marketing terhadap loyalitas pelanggan pada “Telkomsel School Community”
PT. Telkomsel, Tbk. Cabang Bogor

Kuesioner ini merupakan salah satu instrumen penelitian dalam penyusunan skripsi yang dilakukan oleh :
Nama : Rowidah  
NIM : H24070058  
Departemen : Manajemen  
Fakultas : Ekonomi dan Manajemen  
Universitas : IPB

Mohon kesediaan Anda untuk menjadi responden dalam pengisian kuesioner ini. Informasi yang didapatkan hanya digunakan untuk kepentingan penelitian dan dijamin kerahasiaannya. Atas kesediaannya, saya ucapkan terimakasih.

A. Screening Responden
Petunjuk : Berilah tanda (X) pada jawaban yang Anda pilih.
1. Apakah Anda menggunakan kartu Telkomsel (As, Simpati, Halo)?
   a. Ya  
   b. Tidak
   (jika jawaban “YA”, maka lanjutkan ke pertanyaan selanjutnya. Jika jawaban “TIDAK”, maka HENTIKAN pengisian kuesioner ini)
2. Apakah Anda tergabung dalam Telkomsel School Community SMP 11?
   (Informasi : apabila pernah mengetik SEKOLAH_ID SEKOLAH Ke 2323, maka Anda telah tergabung dalam Telkomsel School Community)
   a. Ya  
   b. Tidak
   (jika jawaban “YA”, maka lanjutkan ke pertanyaan selanjutnya. Jika jawaban “TIDAK”, maka HENTIKAN pengisian kuesioner ini)

B. Identitas Responden
Nama Lengkap : 
Alamat : 
Jenis Kelamin : 
Usia : 
Email : 
Merek Hp :  
Tipe : 
Pembelian pulsa/bulan : 
Jenis Provider yang Anda gunakan :
   (Jawaban boleh lebih dari satu)
   a. Telkomsel  
   b. Indosat  
   c. XL  
   d. 3  
   e. lainnya, (Sebutkan)…..
Apa Alasan Anda bergabung dalam Telkomsel School Community : 
   (Jawaban boleh lebih dari satu)
   a. Banyak teman dan keluarga yang menggunakan telkomsel.
   b. Kemudahan yang diperoleh (seperti sms gratis, nelpon murah, dll).
Lanjutan Lampiran 1

c. Adanya program-program yang menarik.
d. Lainnya, (Sebutkan).....

Petunjuk : Pilih jawaban yang Anda nilai paling sesuai, dengan memberikan tanda (√) pada kolom jawaban yang tersedia.


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<thead>
<tr>
<th>No.</th>
<th>Pertanyaan</th>
<th>STS</th>
<th>TS</th>
<th>CS</th>
<th>S</th>
<th>SS</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Sesama anggota komunitas Telkomsel School Community di SMP 11 memiliki hubungan yang dekat satu sama lain.</td>
<td></td>
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<td>Anggota komunitas saling mengenal satu sama lain.</td>
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</tr>
<tr>
<td>3</td>
<td>Anggota komunitas memiliki media komunikasi yang baik seperti mailing list, blog, facebook, dll.</td>
<td></td>
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<td></td>
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<tr>
<td>4</td>
<td>Media komunikasi dalam komunitas meningkatkan hubungan sesama anggota komunitas.</td>
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<tr>
<td>5</td>
<td>Telkomsel School Community SMP 11 memiliki fasilitas-fasilitas menarik yang bermanfaat bagi anggota komunitas seperti informasi beasiswa, diskon, dll.</td>
<td></td>
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<tr>
<td>6</td>
<td>Banyak keunggulan menjadi member/anggota komunitas seperti nelpon murah, internet murah, sms gratis, dll.</td>
<td></td>
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<td>7</td>
<td>Terdapat struktur organisasi yang jelas dalam komunitas Telkomsel School Community SMP 11.</td>
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<td>8</td>
<td>Adanya pemimpin dalam komunitas Telkomsel School Community SMP 11 membuat lebih teratur.</td>
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<td>9</td>
<td>Telkomsel sering mengadakan kegiatan-kegiatan untuk anggota-anggota komunitas Telkomsel School Community SMP 11.</td>
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<tr>
<td>10</td>
<td>Adanya kegiatan-kegiatan yang diadakan Telkomsel membuat anggota tetap setia untuk bergabung dalam komunitas.</td>
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Lanjutan Lampiran 1

D. Loyalitas

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<th>S</th>
<th>SS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Jika kartu Telkomsel saya hilang/rusak, maka saya akan membelinya lagi atau mengurusnya kembali.</td>
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<tr>
<td>2.</td>
<td>Saya sering melakukan isi ulang pulsa Telkomsel.</td>
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<tr>
<td>3.</td>
<td>Saya akan membeli/menggunakan fasilitas lain yang ditawarkan Telkomsel, seperti NSP, games, wallpaper, dll.</td>
<td></td>
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<tr>
<td></td>
<td>Jika saya menemukan kendala-kendala untuk penggunaan kartu Telkomsel, maka saya akan segera melaporkan ke pihak Telkomsel langsung.</td>
<td></td>
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<tr>
<td></td>
<td>Produk Telkomsel memiliki kualitas yang baik serta layak untuk direkomendasikan ke orang lain, dan saya akan melakukannya.</td>
<td></td>
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<td></td>
<td>Saya akan merekomendasikan kepada keluarga, kerabat, dan teman untuk menggunakan produk Telkomsel.</td>
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<tr>
<td></td>
<td>Saya akan tetap menggunakan kartu Telkomsel walaupun operator lain menawarkan berbagai keunggulan produk mereka.</td>
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<td>Saya yakin produk Telkomsel adalah yang terbaik dibandingkan operator seluler yang lain.</td>
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Saran untuk “Telkomsel School Community”:

...........................................................................................................................................................................
...........................................................................................................................................................................

TERIMA KASIH
### Lampiran 2. Hasil validitas faktor-faktor yang mendukung Community Marketing

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<tr>
<th>Correlations</th>
<th>VAR00001</th>
<th>VAR00002</th>
<th>VAR00003</th>
<th>VAR00004</th>
<th>VAR00005</th>
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<th>VAR00007</th>
<th>VAR00008</th>
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<td>.039</td>
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*Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).
### Lampiran 3. Hasil Uji Validitas Loyalitas Pelanggan


<table>
<thead>
<tr>
<th>Variabel 1</th>
<th>Variabel 2</th>
<th>Variabel 3</th>
<th>Variabel 4</th>
<th>Variabel 5</th>
<th>Variabel 6</th>
<th>Variabel 7</th>
<th>Variabel 8</th>
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**.** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).
Lampiran 4. Hasil Uji Reliabilitas Faktor-faktor yang mendukung Community Marketing dan loyalitas.

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<td>100.0</td>
</tr>
</tbody>
</table>

\(^a\) Listwise deletion based on all variables in the procedure.

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>N of Items</td>
</tr>
<tr>
<td>.833</td>
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<table>
<thead>
<tr>
<th>Case Processing Summary</th>
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</thead>
<tbody>
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<td>Cases</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
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<td>30</td>
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<tr>
<td>Excluded(^a)</td>
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<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

\(^a\) Listwise deletion based on all variables in the procedure.

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
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<tr>
<td>Cronbach's Alpha</td>
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<td>N of Items</td>
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<tr>
<td>.883</td>
</tr>
</tbody>
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Lampiran 5. Hasil Uji Analisis Faktor-faktor yang Mendukung Community Marketing

<table>
<thead>
<tr>
<th>KMO and Bartlett's Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity</td>
</tr>
<tr>
<td>df</td>
</tr>
<tr>
<td>Sig.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Anti-image Matrices</th>
<th>Kedekatan Personal</th>
<th>Media Komunikasi</th>
<th>Feature</th>
<th>Struktur Organisasi</th>
<th>Program/Kegiatan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-image Covariance</td>
<td>Kedekatan Personal</td>
<td>.652</td>
<td>-.168</td>
<td>-.051</td>
<td>-.199</td>
</tr>
<tr>
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<td>Media Komunikasi</td>
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<td>.588</td>
<td>-.140</td>
<td>-.173</td>
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<tr>
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<td>Feature</td>
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<td>Program/Kegiatan</td>
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<td>-.093</td>
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<td>.111</td>
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<td>Anti-image Correlation</td>
<td>Kedekatan Personal</td>
<td>.790*</td>
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<td>-.079</td>
<td>-.317</td>
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<td>Media Komunikasi</td>
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<td>.783*</td>
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<tr>
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<td>Struktur Organisasi</td>
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<td>-.291</td>
<td>-.232</td>
<td>.733*</td>
</tr>
<tr>
<td></td>
<td>Program/Kegiatan</td>
<td>-.035</td>
<td>-.134</td>
<td>-.329</td>
<td>.157</td>
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</tbody>
</table>

* a. Measures of Sampling Adequacy (MSA)

<table>
<thead>
<tr>
<th>Communalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>Kedekatan Personal</td>
</tr>
<tr>
<td>Media Komunikasi</td>
</tr>
<tr>
<td>Feature</td>
</tr>
<tr>
<td>Struktur Organisasi</td>
</tr>
<tr>
<td>Program/Kegiatan</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
### Total Variance Explained

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
</tr>
<tr>
<td>1</td>
<td>2.536</td>
<td>50.728</td>
</tr>
<tr>
<td>2</td>
<td>1.013</td>
<td>20.258</td>
</tr>
<tr>
<td>3</td>
<td>.557</td>
<td>11.141</td>
</tr>
<tr>
<td>4</td>
<td>.465</td>
<td>9.295</td>
</tr>
<tr>
<td>5</td>
<td>.429</td>
<td>8.577</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

### Component Matrix

<table>
<thead>
<tr>
<th>Component</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kedekatan Personal</td>
<td>.745</td>
</tr>
<tr>
<td>Media Komunikasi</td>
<td>.809</td>
</tr>
<tr>
<td>Feature</td>
<td>.751</td>
</tr>
<tr>
<td>Struktur Organisasi</td>
<td>.754</td>
</tr>
<tr>
<td>Program/Kegiatan</td>
<td>.442</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

a. 1 components extracted.
**Lampiran 6. Hasil Analisis Faktor-faktor Loyalitas Pelanggan**

### KMO and Bartlett’s Test

<table>
<thead>
<tr>
<th>Measure of Sampling Adequacy</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-Meyer-Olkin (KMO)</td>
<td>.798</td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity</td>
<td>84.258</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistics</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approx. Chi-Square</td>
<td>84.258</td>
</tr>
<tr>
<td>df</td>
<td>6</td>
</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
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</tbody>
</table>

### Anti-image Matrices

<table>
<thead>
<tr>
<th></th>
<th>Repeat Purchase</th>
<th>Purchase Product and Service Line</th>
<th>Refers Other</th>
<th>Demonstrate an Immunity to the Pull of Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Anti-image Covariance</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Repeat Purchase</td>
<td>.684</td>
<td>-.092</td>
<td>-.100</td>
<td>-.104</td>
</tr>
<tr>
<td>Purchase Product and Service Line</td>
<td>-.092</td>
<td>.500</td>
<td>-.197</td>
<td>-.089</td>
</tr>
<tr>
<td>Refers Other</td>
<td>-.100</td>
<td>-.197</td>
<td>.400</td>
<td>-.191</td>
</tr>
<tr>
<td>Demonstrate an Immunity to the Pull of Competition</td>
<td>-.104</td>
<td>-.089</td>
<td>-.191</td>
<td>.504</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Anti-image Correlation</strong></th>
<th>Repeat Purchase</th>
<th>Purchase Product and Service Line</th>
<th>Refers Other</th>
<th>Demonstrate an Immunity to the Pull of Competition</th>
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</thead>
<tbody>
<tr>
<td>Repeat Purchase</td>
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<tr>
<td>Purchase Product and Service Line</td>
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<td>-.441</td>
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</tr>
<tr>
<td>Refers Other</td>
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<td>-.425</td>
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<tr>
<td>Demonstrate an Immunity to the Pull of Competition</td>
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<td>-.177</td>
<td>-.425</td>
<td>.807a</td>
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a. Measures of Sampling Adequacy (MSA)

### Communalities

<table>
<thead>
<tr>
<th></th>
<th>Initial</th>
<th>Extraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repeat Purchase</td>
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<td>.537</td>
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<tr>
<td>Purchase Product and Service Line</td>
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<tr>
<td>Refers Other</td>
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<td>.780</td>
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<td>Demonstrate an Immunity to the Pull of Competition</td>
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<td>.697</td>
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</table>

Extraction Method: Principal Component Analysis.
Lanjutan Lampiran 6

**Total Variance Explained**

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
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<tr>
<td>1</td>
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Extraction Method: Principal Component Analysis.

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<th>Component</th>
<th>Component Matrix a</th>
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<tr>
<td>1</td>
<td>Repeat Purchase .733</td>
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<tr>
<td></td>
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</tr>
<tr>
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<td>Refers Other .883</td>
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<td>Demonstrate an Immunity to the Pull of Competition .835</td>
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</table>

Extraction Method: Principal Component Analysis.

a. 1 components extracted.
Lampiran 7. Hasil Uji Korelasi Rank Spearman

<table>
<thead>
<tr>
<th></th>
<th>Kedekatan Personal</th>
<th>Media Komunikasi</th>
<th>Feature</th>
<th>Struktur Organisasi</th>
<th>Program/kegiatan</th>
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<tr>
<td>Spearman's rho</td>
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<td>.496**</td>
<td>.209</td>
</tr>
<tr>
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<td>.000</td>
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<td>.000</td>
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<td>.399**</td>
<td>1.000</td>
<td>.380**</td>
<td>.475**</td>
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<tr>
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<td>.005</td>
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<td>.000</td>
<td>.005</td>
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<tr>
<td>Program/kegiatan</td>
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**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).
Lampiran 8. Foto Kegiatan TSC