

LAMPIRAN

Identitas Responden

Nomor :
Nama :
Umur :
Perguruan Tinggi :
Jenis Kelamin : (1) Laki-laki (2) Perempuan

LOGO BARU INDOSAT OOREDOO



Petunjuk pengisian :

Berikan penilaian anda terhadap logo Indosat Ooredoo jika dibandingkan dengan delapan logo provider lainnya dengan meOngkari angka yang tersedia

1. Keaslian logo (original) Tidak original 1 2 3 4
5 Original

2.	Tingkat Kemiripan logo 5 Tinggi (Differensiasi)	Rendah	1	2	3	4
3.	Logo Simple (mudah ditangkap, 5 Simple dimengerti dalam waktu singkat)	Tidak simple	1	2	3	4
4.	Legible atau keterbacaan logo 5 Mudah Jika diaplikasikan dalam berbagai ukuran	Sulit terbaca	1	2	3	4
5.	Logo Memorable 5 Mudah Diingat	Sulit diingat	1	2	3	4
6.	Mencerminkan jenis usahanya 5 Jelas	Tidak jelas	1	2	3	4
7.	Mudah diaplikasikan ke berbagai 5 Mudah media Sekali	Sulit sekali	1	2	3	4

LOGO LAMA INDOSAT OOREDOO



Petunjuk pengisian :

Berikan penilaian anda terhadap logo Indosat Ooredoo jika dibandingkan dengan delapan logo provider lainnya dengan mengkari angka yang tersedia

1. Keaslian logo (original) 5 Original	Tidak original	1	2	3	4
2. Tingkat Kemiripan logo 5 Tinggi (Differensiasi)	Rendah	1	2	3	4
3. Logo Simple (mudah ditangkap, 5 Simple dimengerti dalam waktu singkat)	Tidak simple	1	2	3	4

- | | | | | | | |
|----|--|---------------|---|---|---|---|
| 4. | Legible atau keterbacaan logo
5 Mudah
Jika diaplikasikan dalam berbagai ukuran | Sulit terbaca | 1 | 2 | 3 | 4 |
| 5. | Logo Memorable
5 Mudah

Diingat | Sulit diingat | 1 | 2 | 3 | 4 |
| 6. | Mencerminkan jenis usahanya
5 Jelas | Tidak jelas | 1 | 2 | 3 | 4 |
| 7. | Mudah diaplikasikan ke berbagai
5 Mudah | Sulit sekali | 1 | 2 | 3 | 4 |

media

LOGO BARU

Frequencies

Statistics

		LB1	LB2	LB3	LB4	LB5	LB6	LB7	LOGO_B ARU
N	Valid	60	60	60	60	60	60	60	60
	Missing	0	0	0	0	0	0	0	0
Mean		3.8833	2.3833	3.6000	3.3833	3.9000	3.6500	3.5000	24.3000
Std. Error of Mean		.15050	.16137	.13696	.12820	.11325	.12538	.13340	.49420
Median		4.0000	2.0000	4.0000	4.0000	4.0000	4.0000	4.0000	24.0000
Mode		5.00	1.00	4.00	4.00	4.00	4.00	4.00	24.00
Std. Deviation		1.1657 8	1.2499 7	1.0608 6	.99305	.87721	.97120	1.0333 4	3.82809
Variance		1.359	1.562	1.125	.986	.769	.943	1.068	14.654
Skewness		-.828	.517	-.624	-.417	-.736	-.842	-.763	-.292
Std. Error of Skewness		.309	.309	.309	.309	.309	.309	.309	.309
Kurtosis		-.319	-.745	.082	-.340	.896	1.051	.458	-.066
Std. Error of Kurtosis		.608	.608	.608	.608	.608	.608	.608	.608
Range		4.00	4.00	4.00	4.00	4.00	4.00	4.00	19.00
Minimum		1.00	1.00	1.00	1.00	1.00	1.00	1.00	14.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00	5.00	33.00
Sum		233.00	143.00	216.00	203.00	234.00	219.00	210.00	1458.00
Percentiles	25	3.0000	1.0000	3.0000	3.0000	3.0000	3.0000	3.0000	22.0000
	50	4.0000	2.0000	4.0000	4.0000	4.0000	4.0000	4.0000	24.0000
	75	5.0000	3.0000	4.0000	4.0000	4.7500	4.0000	4.0000	27.0000

Frequency Table

LB1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	3.3	3.3	3.3
	2.00	8	13.3	13.3	16.7
	3.00	8	13.3	13.3	30.0
	4.00	19	31.7	31.7	61.7
	5.00	23	38.3	38.3	100.0
Total		60	100.0	100.0	

LB2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	31.7	31.7	31.7
	2.00	15	25.0	25.0	56.7
	3.00	14	23.3	23.3	80.0
	4.00	8	13.3	13.3	93.3
	5.00	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

LB3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	5.0	5.0	5.0
	2.00	5	8.3	8.3	13.3
	3.00	17	28.3	28.3	41.7
	4.00	23	38.3	38.3	80.0
	5.00	12	20.0	20.0	100.0
	Total	60	100.0	100.0	

LB4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	3.3	3.3	3.3
	2.00	10	16.7	16.7	20.0
	3.00	17	28.3	28.3	48.3
	4.00	25	41.7	41.7	90.0
	5.00	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

LB5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.7	1.7	1.7
	2.00	2	3.3	3.3	5.0
	3.00	14	23.3	23.3	28.3
	4.00	28	46.7	46.7	75.0
	5.00	15	25.0	25.0	100.0
	Total	60	100.0	100.0	

LB6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	5.0	5.0	5.0
	2.00	2	3.3	3.3	8.3
	3.00	18	30.0	30.0	38.3
	4.00	27	45.0	45.0	83.3
	5.00	10	16.7	16.7	100.0
	Total	60	100.0	100.0	

LB7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	6.7	6.7	6.7
	2.00	4	6.7	6.7	13.3
	3.00	18	30.0	30.0	43.3
	4.00	26	43.3	43.3	86.7
	5.00	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

LOGO_BARU

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14.00	1	1.7	1.7	1.7
	17.00	1	1.7	1.7	3.3
	18.00	4	6.7	6.7	10.0
	19.00	1	1.7	1.7	11.7
	20.00	2	3.3	3.3	15.0
	21.00	5	8.3	8.3	23.3
	22.00	4	6.7	6.7	30.0
	23.00	5	8.3	8.3	38.3
	24.00	9	15.0	15.0	53.3
	25.00	3	5.0	5.0	58.3
	26.00	6	10.0	10.0	68.3
	27.00	6	10.0	10.0	78.3
	28.00	6	10.0	10.0	88.3
	29.00	3	5.0	5.0	93.3
	30.00	2	3.3	3.3	96.7
	31.00	1	1.7	1.7	98.3
	33.00	1	1.7	1.7	100.0
	Total	60	100.0	100.0	

LOGO LAMA

Frequencies

Statistics

		LL1	LL2	LL3	LL4	LL5	LL6	LL7	LOGO_L AMA
N	Valid	60	60	60	60	60	60	60	60
	Missing	0	0	0	0	0	0	0	0
Mean		3.9667	2.7000	3.7167	3.4167	3.7000	3.2667	3.7333	24.5000
Std. Error of Mean		.12570	.16173	.10654	.12417	.12419	.12089	.11366	.42353
Median		4.0000	3.0000	4.0000	4.0000	4.0000	3.0000	4.0000	24.5000
Mode		4.00	3.00	4.00	4.00	4.00	4.00	4.00	24.00
Std. Deviation		.97366	1.25279	.82527	.96184	.96199	.93640	.88042	3.28066
Variance		.948	1.569	.681	.925	.925	.877	.775	10.763
Skewness		-1.071	.330	-1.107	-1.056	-.773	-.182	-.367	-.283
Std. Error of Skewness		.309	.309	.309	.309	.309	.309	.309	.309
Kurtosis		.852	-.722	2.547	.779	.674	-.652	.306	1.346
Std. Error of Kurtosis		.608	.608	.608	.608	.608	.608	.608	.608
Range		4.00	4.00	4.00	4.00	4.00	4.00	4.00	18.00
Minimum		1.00	1.00	1.00	1.00	1.00	1.00	1.00	15.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00	5.00	33.00
Sum		238.00	162.00	223.00	205.00	222.00	196.00	224.00	1470.00
Percentiles	25	4.0000	2.0000	3.0000	3.0000	3.0000	3.0000	3.0000	23.0000
	50	4.0000	3.0000	4.0000	4.0000	4.0000	3.0000	4.0000	24.5000
	75	5.0000	3.0000	4.0000	4.0000	4.0000	4.0000	4.0000	26.7500

Frequency Table

LL1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.7	1.7	1.7
	2.00	6	10.0	10.0	11.7
	3.00	5	8.3	8.3	20.0
	4.00	30	50.0	50.0	70.0
	5.00	18	30.0	30.0	100.0
Total		60	100.0	100.0	

LL2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	20.0	20.0	20.0
	2.00	15	25.0	25.0	45.0
	3.00	19	31.7	31.7	76.7
	4.00	7	11.7	11.7	88.3
	5.00	7	11.7	11.7	100.0
	Total	60	100.0	100.0	

LL3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	3.3	3.3	3.3
	2.00	1	1.7	1.7	5.0
	3.00	16	26.7	26.7	31.7
	4.00	34	56.7	56.7	88.3
	5.00	7	11.7	11.7	100.0
	Total	60	100.0	100.0	

LL4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	6.7	6.7	6.7
	2.00	5	8.3	8.3	15.0
	3.00	16	26.7	26.7	41.7
	4.00	32	53.3	53.3	95.0
	5.00	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

LL5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	3.3	3.3	3.3
	2.00	4	6.7	6.7	10.0
	3.00	15	25.0	25.0	35.0
	4.00	28	46.7	46.7	81.7
	5.00	11	18.3	18.3	100.0
	Total	60	100.0	100.0	

LL6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.7	1.7	1.7
	2.00	13	21.7	21.7	23.3
	3.00	19	31.7	31.7	55.0
	4.00	23	38.3	38.3	93.3
	5.00	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

LL7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.7	1.7	1.7
	2.00	2	3.3	3.3	5.0
	3.00	21	35.0	35.0	40.0
	4.00	24	40.0	40.0	80.0
	5.00	12	20.0	20.0	100.0
	Total	60	100.0	100.0	

LOGO_LAMA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15.00	1	1.7	1.7	1.7
	16.00	1	1.7	1.7	3.3
	18.00	1	1.7	1.7	5.0
	20.00	3	5.0	5.0	10.0
	21.00	2	3.3	3.3	13.3
	22.00	6	10.0	10.0	23.3
	23.00	4	6.7	6.7	30.0
	24.00	12	20.0	20.0	50.0
	25.00	9	15.0	15.0	65.0
	26.00	6	10.0	10.0	75.0
	27.00	7	11.7	11.7	86.7
	28.00	3	5.0	5.0	91.7
	29.00	2	3.3	3.3	95.0
	30.00	1	1.7	1.7	96.7
	32.00	1	1.7	1.7	98.3
	33.00	1	1.7	1.7	100.0
	Total	60	100.0	100.0	

