LIGHT BRICKS PRODUCTION AND MARKETING ON UD. TWINS PERKASA

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Submitted to fulfill the requirement
of the undergraduate degree program

Department of International Business Administration
Faculty of Business & Social Sciences

BSD City, Serpong, Tangerang, Indonesia
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APROVAL PAGE

UNDERGRADUATE THESIS PROPSAL

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Dr. Satiri	**Dr. Samuel Prasetya**

PREFACE

This thesis is the report form of academic writing, which is developed by student research, in order to graduate based on the campus curriculum for undergraduate degree. This thesis report contains analysis of the managerial decision and marketing activities of a private corporation that sells a product for the construction which is light bricks. The managerial decision of this company gives the big impact for the company, whether in the positive or negative manner. This paper will also talk about the marketing activities, so that we can take a look closer towards the marketing activities of the company. That's why this paper will discuss and find out how the company face the impacts and what are the certain things that has been impacted from the company managerial decision.

BSD City, Serpong, Tangerang, May 2018

Thesis Advisor	Dean
Department of Management	Faculty of Business & Social Science
Dr. Satiri	**Dr. Samuel Prasetya**

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CHAPTER I: INTRODUCTION

I.1. PRODUCTIVITY, HIGH DEMAND AND MARKETING STRATEGY

Productivity is an economic measure of output per unit of input. Inputs include labor and capital, while output is typically measured in revenues and other gross domestic product components such as business inventories. Productivity measures may be examined collectively or viewed industry by industry to examine trends in labor growth, wage levels and technological improvement (Draff, 2015).

Demand is an economic principle that describes a consumer's desire and willingness to pay a price for a specific good or service. Holding all other factors constant, an increase in the price of a good or service will decrease demand, and vice versa. Think of demand as your willingness to go out and buy a certain product. For example, market demand is the total of what everybody in the market wants. Productivity and demand are relating to each other higher the demand the company should increase their productivity in order to fulfil the customer needs (Riley, 2009).

A marketing strategy is a business' overall game plan for reaching people and turning them into customers of the product or service that the business provides. The marketing strategy of a company contains the company's value proposition, key marketing messages, information on the target customer, and other high level elements. The marketing strategy informs the marketing plan, which is a document that lays out the types and timing of marketing activities. A company's marketing strategy should have a longer lifespan than any individual marketing plan as the strategy is where the value proposition and the key elements of a company's brand reside. These things ideally do not shift very much over time (Kazoo Associates, 2017)

I.2. COMPANY PROFILE

UD. Twin Perkasa is a company engaged in the production of light brick type CLC (Cellular Lightweight Concrete). Also a pioneer in producing light bricks in Manado City. Our current production output has been widely used in building houses, chophouses, office where boarding, shopping centers and even housing. Besides being used in Manado city our products have also been widely used outside of Manado. UD. Twin Perkasa can produce up to 15 cubic per day with one machine and 20 printed buckets. UD Twin Perkasa produce two sizes of light bricks, which are the width of 7,5 centimeters and 10 centimeters. The price of the light bricks is Rp. 775,000 per cubic. UD. Twin Perkasa has been established since May 22, 2012, Kayu Bulan, Manado, North Sulawesi, by Mrs. Junita. UD. Twins Perkasa has been one of the pioneer companies producing light bricks in Manado. UD. Twin Perkasa who has become a pioneer of light brick production and sales company has a problem where the supply of light brick production is not enough due to the high demand from customers (UD.Twins Perkasa, 2016).

I.3. RESEARCH PROBLEMS

There are few research problems to be analysis in this essay, as follows:

1. This research is about the correlations between demand and productivity in UD Twin Perkasa.
2. This research is about increasing the productivity level and maintaining the old and new customers.
3. This research is studying about the company strategy towards decision making on productivity, effectiveness and marketing process.
4. This research is about how the demand can be affecting the company's production and customer thoughts toward the company.

I.4. RESEARCH OBJECTIVES

These research objectives are to find out whether the old strategy of marketing will still affective for the company. The company strategy in order to maintaining the customer in high demand situation. Increase sales and overcome the new customers of the company. Knowing company marketing strategy on increasing people knowledge and maintaining the demand towards the light bricks.

CHAPTER II: LITERATURE REVIEW

II.1. MARKETING THEORY

Marketing can be defined as the action or business activities of promoting and selling products / services, including market research and advertising. Marketing is one of the most important role while doing a business. There are a lot of theory that can be used in this research paper. This paper is going to use 4P's and SWOT analysis to look at deeper into the company's marketing strategies.

II.2. 4P'S THEORY

4P is a marketing strategy that is commonly used to help people understand what the product is offering or to plan what is the best plan for the company. This is used so that the company can be more successful company. 4P's are the price, place, production, and promotion. We are going to elaborate the 4P's including the example of UD Twin Perkasa.

The first P that we are going to discuss is product. Light bricks are divided into 2 categories, CLC and Alc. The differences are between the materials and the machine to produce it. In this case, UD. Twin Perkasa's product is light bricks. They are selling light bricks with the type of CLC. Where CLC is Cellular Lightweight Concrete. UD Twin Perkasa is the only lightweight concrete company in Manado. There are 2 sizes of CLC light bricks in UD Twin Perkasa. There are the size of 7,5 cm and 10 cm. Within a cube, the 7.5 cm size will get 111 light bricks and the 10 cm will get 83 light bricks.

The second P is about the place. Place is important to produce a product. In this case, the place is used to make or to produce the light bricks. The production place is on the side of the country. It is chosen there, as the price of the land is cheaper and also they are far away from the citizens. As it is prohibited to have a production in the middle of the city. As the citizens might complain about the pollution and the noise during the working day.

The third P is about the price. Money is also important on selling a product. Whether it is reasonable or not. People will mostly buy things if the price is reasonable according to the quality of the product. The price in this case, per cube is 775,000 Rupiah. That is if the customer buys in the company. If the customer is asking for a delivery service, there will be an additional charge. The price for both sizes of light bricks are the same.

The last P is the promotion. Promotion is very useful when or during the process of selling a product. As the customer should get the information about each company's product. About the product that they are making and they are selling. The good things behind the product. In this case of UD Twin Perkasa, their promotion is by using website, distributing brochure, posters, reseller, and mouth to mouth. As mouth to mouth is the most effective strategy on doing promotion in UD Twin Perkasa. Because mouth to

mouth is done by each customer. They are recommending other customers to get it from UD Twin Perkasa.

II.3. SWOT ANALYSIS

SWOT analysis is used to look at what the company is good at or the companies needs to improves on and also look at the company's threats. SWOT is the shortened of Strength, Weakness, Opportunities, Threats. This is a way to improve sales as well. We are going to look at the company's SWOT Analysis.

Strength is the good thing inside of the company. It is the good point inside of the company that can make the company better. The strength of the company is that they are the one that has the best quality of light bricks in Manado. They are also the only one bricks company in Manado. This makes the strength of the company, as they are keep getting better and better.

Weakness is the opposite of the strength. Weakness is the thing that have to be discussed or need to be fixed inside of the company, so that perhaps the company can be better in terms of the performance. In this case, UD Twin Perkasa, I think the weakness is on the productivity level. As the demand is so high, they need to increase the productivity level. So that the weakness can be the strength of the company.

Opportunity is one thing that can make the company's performance increased. It can be the chance for the company to sell its product into the market. UD. Twin Perkasa has the opportunity to enter the market as they are the only one that produce the light bricks in Manado.

Threat is the thing that may be able to harm the company. In this case, the thing that may harm UD. Twin Perkasa is that if there is a new comers of light bricks company, and also if there are another companies that produce high quality of light bricks with the cheaper price.

II.4. MARGIN

Margin is one of five of the value drivers. Margin, generally is the difference between the selling price and the selling cost for the products or services that is going to be sold. The margin is usually counted and expressed as percentage. For example, in this UD. Twin Perkasa, the cost for making one cube of light brick is 500.000 Rupiah. It is sold for 775.000 Rupiah. So, the margin is 225.000 Rupiah. It is calculated 45% on the percentage. There are a lot of type of margins. There are, gross margin, operating margin, and net profit margin (Schmidt, 2018).

Gross margin can be counted by having the gross profit. Gross profit is the money that is earned by doing the sales and needs to be minus the direct cost of the sales. Where the gross margin is the gross profit expressed as the percentage of sales (Andromeda Simulations International, 2017).

Operating margin is going to be measured as the profitability. It will be looked at on how much dollar can indicated revenues is left over after looking at the COGS (Cost of Goods Sold) and operating expenses are counted. To count the operating expense, it can be calculated by operating earnings divided by revenue (Inc. InvestingAnswer, 2018).

Profit margin usually reverse to the percentage of revenue after all cost has been deducted with also the depreciation cost and taxes and other expenses. To get the profit margin, the formula is (total sales – total expenses) divided by total sales. That is if you want to get the profit margin. It is used to calculate how much profit are the company getting after selling the product.

II.5. TURNOVER

Turnover is also the other one of the value drivers beside margin. Turnover is the annual sales volume after all expenses and sales assets. It is used to see like how long the products in the warehouse will stay and the circulation from the warehouse to the store. The lower the number it is, the better the turnover is.

It is the different case if we are looking at from the human resource point of view. If we are looking at from the HRM point of view, we will be looking at the employee's turnover. If the employee's turnover is lower, this means that the employees cannot stay in the company for a very long time. Means there would be a lot of firing, or the inner organization have a problem, so that the employees doesn't have the courage to work there anymore.

II.6. NET PROFIT

Net profit is the very bottom line of the accounting book. This is the amount of money that a company earn after selling a product, which means the total revenue, and it has to be minus by the total expenses. This is to show whether the company is earning money or lost money. Usually it is given in a period of time. The period of time usually is one year.

CHAPTER III: RESEARCH METHODOLOGY

III.1. RESEARCH PROCESS

Source: (Anantadjaya & Nawangwulan, 2018)

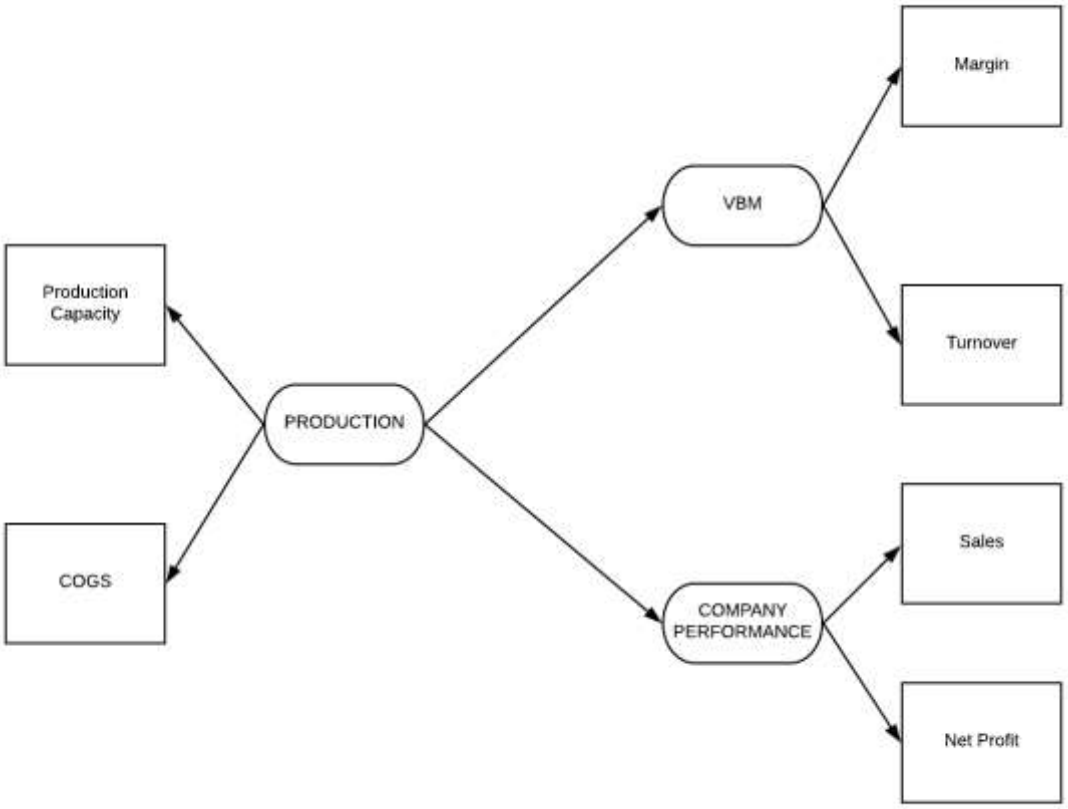
First of all, this research needs to find out about the topics and the problems for the case of this research. The second step, this research is going to find out about the theories to support the research and literature that could help in process of analysis, combining the data and problem solving of the case. The third step, this research will collect and analyze the data in order to find out the result or solutions for the problems based on the case. The fourth step after getting the result from the analysis is the conclusion and solution for this problem in the research. This research will found out how the interpretation of the result and solutions.

III.2. SAMPLE SIZE METHOD

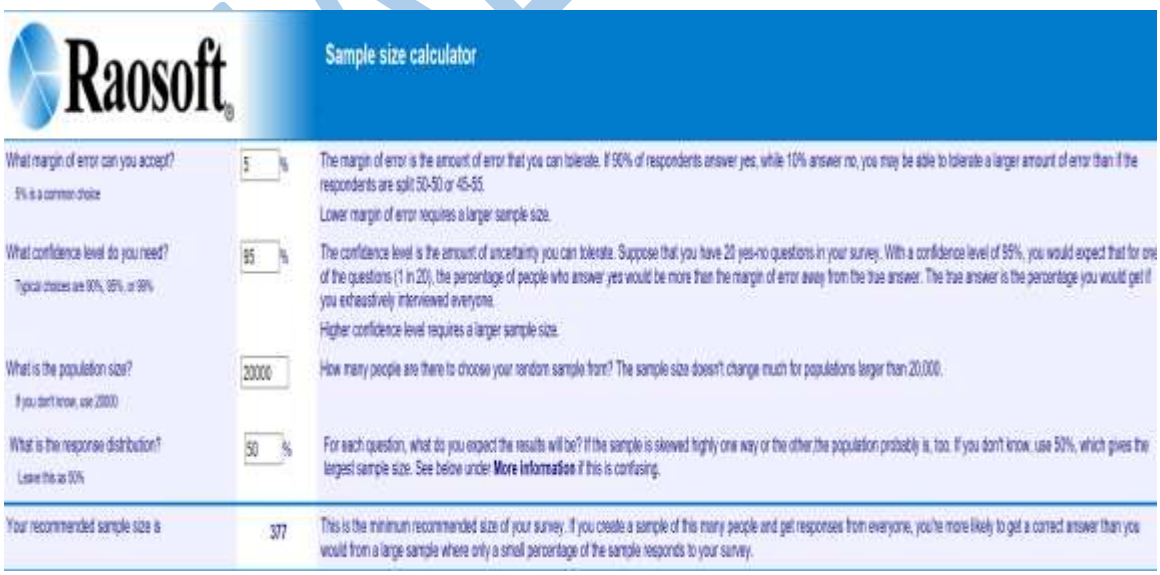
Sources: (Anantadjaya & Nawangwulan, 2018)

This sample size method is to record the data for supply, production activity and sales. The data are based on bottom until the top manager data that has been recorded in the company in order to find out the impact of productivity level against the sales and supply effectiveness for facing the high demand.

III.3. RESEARCH MODEL



III.4. SAMPLING PROCESS



(**Source**: http://www.raosoft.com)

Raosoft is an application to help us to count the sample size. My research model is going to use Raosoft so that it would be easier for me to get the sample size. In this case, my paper is researching about UD. Twin Perkasa. UD. Twin Perkasa has the population of 40 employees and we are going to do the pretest by giving questionnaires to the employees with 5% error level, 95% confidence level and 50 % Response Distribution for UD. Twins Perkasa.

III.5. HYPOTHESIS

Based on our research, we believe that the management decision will affect the budgeting and the revenue of UD. Twin Perkasa. The thing that affect management decisions are action plan and strategies. The budgeting is affected by cost and margin. Also the revenue will be affected by profitability and loss.

III.6. PRE-TEST

III.6.1. PRE-TEST VALIDITY QUESTIONNAIRES ON EMPLOYEES IN UD. TWIN PERKASA

Correlations On Employees in UD. Twin Perkasa

Correlations

		X1	X2	X3	X4	X5	X6
X1	Pearson Correlation	1	.281	.358*	.147	.370*	.037
	Sig. (2-tailed)		.102	.035	.399	.028	.833
	N	35	35	35	35	35	35
X2	Pearson Correlation	.281	1	.257	.190	.093	.093
	Sig. (2-tailed)	.102		.136	.273	.594	.596
	N	35	35	35	35	35	35
X3	Pearson Correlation	.358*	.257	1	.428*	.294	.501**
	Sig. (2-tailed)	.035	.136		.010	.087	.002
	N	35	35	35	35	35	35
X4	Pearson Correlation	.147	.190	.428*	1	.173	.345*
	Sig. (2-tailed)	.399	.273	.010		.320	.043
	N	35	35	35	35	35	35
X5	Pearson Correlation	.370*	.093	.294	.173	1	.290
	Sig. (2-tailed)	.028	.594	.087	.320		.091
	N	35	35	35	35	35	35
X6	Pearson Correlation	.037	.093	.501**	.345*	.290	1
	Sig. (2-tailed)	.833	.596	.002	.043	.091	
	N	35	35	35	35	35	35
X7	Pearson Correlation	-.203	.093	-.440**	-.293	-.373*	-.392*
	Sig. (2-tailed)	.242	.594	.008	.087	.028	.020
	N	35	35	35	35	35	35
X8	Pearson Correlation	.318	-.098	.265	-.034	.331	-.046
	Sig. (2-tailed)	.063	.574	.123	.847	.052	.794
	N	35	35	35	35	35	35
X9	Pearson Correlation	.266	.421*	.379*	.227	.433**	.343*
	Sig. (2-tailed)	.122	.012	.025	.189	.009	.043
	N	35	35	35	35	35	35

X10	Pearson Correlation	-.071	.274	.531**	.036	.287	.378*
	Sig. (2-tailed)	.685	.111	.001	.837	.095	.025
	N	35	35	35	35	35	35

Correlations

		X7	X8	X9	X10
X1	Pearson Correlation	-.203	.318	.266	-.071
	Sig. (2-tailed)	.242	.063	.122	.685
	N	35	35	35	35
X2	Pearson Correlation	.093	-.098	.421*	.274
	Sig. (2-tailed)	.594	.574	.012	.111
	N	35	35	35	35
X3	Pearson Correlation	-.440**	.265	.379*	.531**
	Sig. (2-tailed)	.008	.123	.025	.001
	N	35	35	35	35
X4	Pearson Correlation	-.293	-.034	.227	.036
	Sig. (2-tailed)	.087	.847	.189	.837
	N	35	35	35	35
X5	Pearson Correlation	-.373*	.331	.433**	.287
	Sig. (2-tailed)	.028	.052	.009	.095
	N	35	35	35	35
X6	Pearson Correlation	-.392*	-.046	.343*	.378*
	Sig. (2-tailed)	.020	.794	.043	.025
	N	35	35	35	35
X7	Pearson Correlation	1	-.441**	-.256	-.231
	Sig. (2-tailed)		.008	.138	.183
	N	35	35	35	35
X8	Pearson Correlation	-.441**	1	.263	.150
	Sig. (2-tailed)	.008		.127	.391
	N	35	35	35	35
X9	Pearson Correlation	-.256	.263	1	.279
	Sig. (2-tailed)	.138	.127		.105
	N	35	35	35	35
X10	Pearson Correlation	-.231	.150	.279	1
	Sig. (2-tailed)	.183	.391	.105	
	N	35	35	35	35

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations On Employees in UD. Twin Perkasa

Correlations

			X1	X2	X3	X4	X5	X6	X7	X8	X9	X10
Kendall's tau_b	X1	Correlation Coefficient	1.000	.281	.347*	.136	.370*	-.003	-.203	.307	.266	-.102
		Sig. (2-tailed)	.	.101	.041	.412	.031	.985	.236	.064	.120	.546
		N	35	35	35	35	35	35	35	35	35	35
	X2	Correlation Coefficient	.281	1.000	.248	.227	.093	.091	.093	-.094	.421*	.266
		Sig. (2-tailed)	.101	.	.143	.172	.586	.579	.586	.569	.014	.116
		N	35	35	35	35	35	35	35	35	35	35

	X3	Correlation Coefficient	.347*	.248	1.000	.420*	.282	.482**	-.435*	.265	.372*	.477**
		Sig. (2-tailed)	.041	.143	.	.010	.096	.003	.010	.104	.028	.004
		N	35	35	35	35	35	35	35	35	35	35
	X4	Correlation Coefficient	.136	.227	.420*	1.000	.167	.316*	-.265	-.048	.229	.075
		Sig. (2-tailed)	.412	.172	.010	.	.316	.046	.110	.764	.168	.647
		N	35	35	35	35	35	35	35	35	35	35
	X5	Correlation Coefficient	.370*	.093	.282	.167	1.000	.326*	-.373*	.322	.433*	.274
		Sig. (2-tailed)	.031	.586	.096	.316	.	.046	.030	.052	.012	.106
		N	35	35	35	35	35	35	35	35	35	35
	X6	Correlation Coefficient	-.003	.091	.482**	.316*	.326*	1.000	-.412*	-.014	.363*	.358*
		Sig. (2-tailed)	.985	.579	.003	.046	.046	.	.012	.927	.026	.027
		N	35	35	35	35	35	35	35	35	35	35
	X7	Correlation Coefficient	-.203	.093	-.435*	-.265	-.373*	-.412*	1.000	-.421*	-.256	-.216
		Sig. (2-tailed)	.236	.586	.010	.110	.030	.012	.	.011	.136	.201
		N	35	35	35	35	35	35	35	35	35	35
	X8	Correlation Coefficient	.307	-.094	.265	-.048	.322	-.014	-.421*	1.000	.256	.155
		Sig. (2-tailed)	.064	.569	.104	.764	.052	.927	.011	.	.122	.342
		N	35	35	35	35	35	35	35	35	35	35
	X9	Correlation Coefficient	.266	.421*	.372*	.229	.433*	.363*	-.256	.256	1.000	.268
		Sig. (2-tailed)	.120	.014	.028	.168	.012	.026	.136	.122	.	.113
		N	35	35	35	35	35	35	35	35	35	35
	X10	Correlation Coefficient	-.102	.266	.477**	.075	.274	.358*	-.216	.155	.268	1.000
		Sig. (2-tailed)	.546	.116	.004	.647	.106	.027	.201	.342	.113	.
		N	35	35	35	35	35	35	35	35	35	35
Spearman's rho	X1	Correlation Coefficient	1.000	.281	.351*	.141	.370*	-.003	-.203	.318	.266	-.103
		Sig. (2-tailed)	.	.102	.039	.420	.028	.986	.242	.062	.122	.554
		N	35	35	35	35	35	35	35	35	35	35
	X2	Correlation Coefficient	.281	1.000	.251	.234	.093	.095	.093	-.098	.421*	.270
		Sig. (2-tailed)	.102	.	.145	.176	.594	.587	.594	.576	.012	.117
		N	35	35	35	35	35	35	35	35	35	35
	X3	Correlation Coefficient	.351*	.251	1.000	.442**	.285	.504**	-.441**	.280	.377*	.478**
		Sig. (2-tailed)	.039	.145	.	.008	.097	.002	.008	.103	.025	.004
		N	35	35	35	35	35	35	35	35	35	35
	X4	Correlation Coefficient	.141	.234	.442**	1.000	.172	.345*	-.274	-.050	.237	.077
		Sig. (2-tailed)	.420	.176	.008	.	.323	.042	.111	.774	.171	.659
		N	35	35	35	35	35	35	35	35	35	35
	X5	Correlation Coefficient	.370*	.093	.285	.172	1.000	.342*	-.373*	.334	.433**	.277
		Sig. (2-tailed)	.028	.594	.097	.323	.	.044	.028	.050	.009	.107
		N	35	35	35	35	35	35	35	35	35	35

X6	Correlation Coefficient	-.003	.095	.504**	.345*	.342*	1.000	-.432**	-.015	.381*	.373*
	Sig. (2-tailed)	.986	.587	.002	.042	.044	.	.010	.932	.024	.027
	N	35	35	35	35	35	35	35	35	35	35
X7	Correlation Coefficient	-.203	.093	-.441**	-.274	-.373*	-.432**	1.000	-.436**	-.256	-.219
	Sig. (2-tailed)	.242	.594	.008	.111	.028	.010	.	.009	.138	.206
	N	35	35	35	35	35	35	35	35	35	35
X8	Correlation Coefficient	.318	-.098	.280	-.050	.334	-.015	-.436**	1.000	.265	.163
	Sig. (2-tailed)	.062	.576	.103	.774	.050	.932	.009	.	.124	.348
	N	35	35	35	35	35	35	35	35	35	35
X9	Correlation Coefficient	.266	.421*	.377*	.237	.433**	.381*	-.256	.265	1.000	.272
	Sig. (2-tailed)	.122	.012	.025	.171	.009	.024	.138	.124	.	.115
	N	35	35	35	35	35	35	35	35	35	35
X10	Correlation Coefficient	-.103	.270	.478**	.077	.277	.373*	-.219	.163	.272	1.000
	Sig. (2-tailed)	.554	.117	.004	.659	.107	.027	.206	.348	.115	.
	N	35	35	35	35	35	35	35	35	35	35

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

III.6.2. PRE-TEST REALIBILITY QUESTIONAIRES ON EMPLOYEES IN UD. TWIN PERKASA

Correlations On Employees in UD. Twin Perkasa

Correlations

		X1	X2	X3	X4	X5	X6
X1	Pearson Correlation	1	.281	.358*	.147	.370*	.037
	Sig. (2-tailed)		.102	.035	.399	.028	.833
	N	35	35	35	35	35	35
X2	Pearson Correlation	.281	1	.257	.190	.093	.093
	Sig. (2-tailed)	.102		.136	.273	.594	.596
	N	35	35	35	35	35	35
X3	Pearson Correlation	.358*	.257	1	.428*	.294	.501**
	Sig. (2-tailed)	.035	.136		.010	.087	.002
	N	35	35	35	35	35	35
X4	Pearson Correlation	.147	.190	.428*	1	.173	.345*
	Sig. (2-tailed)	.399	.273	.010		.320	.043
	N	35	35	35	35	35	35
X5	Pearson Correlation	.370*	.093	.294	.173	1	.290
	Sig. (2-tailed)	.028	.594	.087	.320		.091
	N	35	35	35	35	35	35
X6	Pearson Correlation	.037	.093	.501**	.345*	.290	1
	Sig. (2-tailed)	.833	.596	.002	.043	.091	
	N	35	35	35	35	35	35
X7	Pearson Correlation	-.203	.093	-.440**	-.293	-.373*	-.392*
	Sig. (2-tailed)	.242	.594	.008	.087	.028	.020
	N	35	35	35	35	35	35

X8	Pearson Correlation	.318	-.098	.265	-.034	.331	-.046
	Sig. (2-tailed)	.063	.574	.123	.847	.052	.794
	N	35	35	35	35	35	35
X9	Pearson Correlation	.266	.421*	.379*	.227	.433**	.343*
	Sig. (2-tailed)	.122	.012	.025	.189	.009	.043
	N	35	35	35	35	35	35
X10	Pearson Correlation	-.071	.274	.531**	.036	.287	.378*
	Sig. (2-tailed)	.685	.111	.001	.837	.095	.025
	N	35	35	35	35	35	35

Correlations

		X7	X8	X9	X10
X1	Pearson Correlation	-.203	.318	.266	-.071
	Sig. (2-tailed)	.242	.063	.122	.685
	N	35	35	35	35
X2	Pearson Correlation	.093	-.098	.421*	.274
	Sig. (2-tailed)	.594	.574	.012	.111
	N	35	35	35	35
X3	Pearson Correlation	-.440**	.265	.379*	.531**
	Sig. (2-tailed)	.008	.123	.025	.001
	N	35	35	35	35
X4	Pearson Correlation	-.293	-.034	.227	.036
	Sig. (2-tailed)	.087	.847	.189	.837
	N	35	35	35	35
X5	Pearson Correlation	-.373*	.331	.433**	.287
	Sig. (2-tailed)	.028	.052	.009	.095
	N	35	35	35	35
X6	Pearson Correlation	-.392*	-.046	.343*	.378*
	Sig. (2-tailed)	.020	.794	.043	.025
	N	35	35	35	35
X7	Pearson Correlation	1	-.441**	-.256	-.231
	Sig. (2-tailed)		.008	.138	.183
	N	35	35	35	35
X8	Pearson Correlation	-.441**	1	.263	.150
	Sig. (2-tailed)	.008		.127	.391
	N	35	35	35	35
X9	Pearson Correlation	-.256	.263	1	.279
	Sig. (2-tailed)	.138	.127		.105
	N	35	35	35	35
X10	Pearson Correlation	-.231	.150	.279	1
	Sig. (2-tailed)	.183	.391	.105	
	N	35	35	35	35

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations On Employees In UD. TWIN PERKASA

Correlations

			X1	X2	X3	X4	X5	X6	X7	X8	X9	X10
Kendall's tau_b	X1	Correlation Coefficient	1.000	.281	.347*	.136	.370*	-.003	-.203	.307	.266	-.102

		Sig. (2-tailed)	.	.101	.041	.412	.031	.985	.236	.064	.120	.546
		N	35	35	35	35	35	35	35	35	35	35
	X2	Correlation Coefficient	.281	1.000	.248	.227	.093	.091	.093	-.094	.421*	.266
		Sig. (2-tailed)	.101	.	.143	.172	.586	.579	.586	.569	.014	.116
		N	35	35	35	35	35	35	35	35	35	35
	X3	Correlation Coefficient	.347*	.248	1.000	.420*	.282	.482**	-.435*	.265	.372*	.477**
		Sig. (2-tailed)	.041	.143	.	.010	.096	.003	.010	.104	.028	.004
		N	35	35	35	35	35	35	35	35	35	35
	X4	Correlation Coefficient	.136	.227	.420*	1.000	.167	.316*	-.265	-.048	.229	.075
		Sig. (2-tailed)	.412	.172	.010	.	.316	.046	.110	.764	.168	.647
		N	35	35	35	35	35	35	35	35	35	35
	X5	Correlation Coefficient	.370*	.093	.282	.167	1.000	.326*	-.373*	.322	.433*	.274
		Sig. (2-tailed)	.031	.586	.096	.316	.	.046	.030	.052	.012	.106
		N	35	35	35	35	35	35	35	35	35	35
	X6	Correlation Coefficient	-.003	.091	.482**	.316*	.326*	1.000	-.412*	-.014	.363*	.358*
		Sig. (2-tailed)	.985	.579	.003	.046	.046	.	.012	.927	.026	.027
		N	35	35	35	35	35	35	35	35	35	35
	X7	Correlation Coefficient	-.203	.093	-.435*	-.265	-.373*	-.412*	1.000	-.421*	-.256	-.216
		Sig. (2-tailed)	.236	.586	.010	.110	.030	.012	.	.011	.136	.201
		N	35	35	35	35	35	35	35	35	35	35
	X8	Correlation Coefficient	.307	-.094	.265	-.048	.322	-.014	-.421*	1.000	.256	.155
		Sig. (2-tailed)	.064	.569	.104	.764	.052	.927	.011	.	.122	.342
		N	35	35	35	35	35	35	35	35	35	35
	X9	Correlation Coefficient	.266	.421*	.372*	.229	.433*	.363*	-.256	.256	1.000	.268
		Sig. (2-tailed)	.120	.014	.028	.168	.012	.026	.136	.122	.	.113
		N	35	35	35	35	35	35	35	35	35	35
	X10	Correlation Coefficient	-.102	.266	.477**	.075	.274	.358*	-.216	.155	.268	1.000
		Sig. (2-tailed)	.546	.116	.004	.647	.106	.027	.201	.342	.113	.
		N	35	35	35	35	35	35	35	35	35	35
Spearman's rho	X1	Correlation Coefficient	1.000	.281	.351*	.141	.370*	-.003	-.203	.318	.266	-.103
		Sig. (2-tailed)	.	.102	.039	.420	.028	.986	.242	.062	.122	.554
		N	35	35	35	35	35	35	35	35	35	35
	X2	Correlation Coefficient	.281	1.000	.251	.234	.093	.095	.093	-.098	.421*	.270
		Sig. (2-tailed)	.102	.	.145	.176	.594	.587	.594	.576	.012	.117
		N	35	35	35	35	35	35	35	35	35	35
	X3	Correlation Coefficient	.351*	.251	1.000	.442**	.285	.504**	-.441**	.280	.377*	.478**
		Sig. (2-tailed)	.039	.145	.	.008	.097	.002	.008	.103	.025	.004
		N	35	35	35	35	35	35	35	35	35	35
	X4	Correlation Coefficient	.141	.234	.442**	1.000	.172	.345*	-.274	-.050	.237	.077
		Sig. (2-tailed)	.420	.176	.008	.	.323	.042	.111	.774	.171	.659

	N	35	35	35	35	35	35	35	35	35	35
X5	Correlation Coefficient	.370*	.093	.285	.172	1.000	.342*	-.373*	.334	.433**	.277
	Sig. (2-tailed)	.028	.594	.097	.323	.	.044	.028	.050	.009	.107
	N	35	35	35	35	35	35	35	35	35	35
X6	Correlation Coefficient	-.003	.095	.504**	.345*	.342*	1.000	-.432**	-.015	.381*	.373*
	Sig. (2-tailed)	.986	.587	.002	.042	.044	.	.010	.932	.024	.027
	N	35	35	35	35	35	35	35	35	35	35
X7	Correlation Coefficient	-.203	.093	-.441**	-.274	-.373*	-.432**	1.000	-.436**	-.256	-.219
	Sig. (2-tailed)	.242	.594	.008	.111	.028	.010	.	.009	.138	.206
	N	35	35	35	35	35	35	35	35	35	35
X8	Correlation Coefficient	.318	-.098	.280	-.050	.334	-.015	-.436**	1.000	.265	.163
	Sig. (2-tailed)	.062	.576	.103	.774	.050	.932	.009	.	.124	.348
	N	35	35	35	35	35	35	35	35	35	35
X9	Correlation Coefficient	.266	.421*	.377*	.237	.433**	.381*	-.256	.265	1.000	.272
	Sig. (2-tailed)	.122	.012	.025	.171	.009	.024	.138	.124	.	.115
	N	35	35	35	35	35	35	35	35	35	35
X10	Correlation Coefficient	-.103	.270	.478**	.077	.277	.373*	-.219	.163	.272	1.000
	Sig. (2-tailed)	.554	.117	.004	.659	.107	.027	.206	.348	.115	.
	N	35	35	35	35	35	35	35	35	35	35

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded[a]	0	.0
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.620	10

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