STRATEGY MARKETING OF DOTA 2 IN JAKARTA
UNDERGRADUATE THESIS PROPOSAL

Rezza Asriansyah
11201509002

Submitted to fulfill the requirement
of the undergraduate degree program

Department of Management
Faculty of Business & Social Sciences

BSD City, Serpong, Tangerang, Indonesia
May 2018

APPROVAL PAGE

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Thesis Advisor
Department of

Dean

Faculty of Business & Social Sciences

Dr. Samuel Prasetya

PREFACE

This thesis to support in my graduation for undergraduated degree of research that I have done within the specified time period.This thesis contains a report about the marketing strategy in game products that can support and help find out about the marketing system in game products in internal and external companies games

BSD City, Serpong, Tangerang, May 16, 2018

Dr. Samuel Prasetya
Department Head
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Management

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CHAPTER I – INTRODUCTION

I.1. BACKGROUND

Game is a game facility that uses an interaction with the interface through images, sounds and images at once with sound generated by video devices. Beginning Games at the end of the 1940s where the first game was created using a cathode-ray tube based defense missile system (Martin, 2017). In 1952 began the game game developed by a student from Cambridge University named A.S.Douglas who first developed the initial OXO game of the game Tic Tac Toe. In 1972 was the beginning of the development of the game company with the Magnavox Company that made the first console game namely Odyseey.In 1989 - 1999 began the development of the video game is to 16 Bit and the start of the battle Game industry begins that is the battle between Nintendo Company that launched Super Nintendo Entertainment System (SNES) with Super Mario Bros and SEGA Company which launched SEGA Mega Drive System with the game Sonic the Hedgehog, the two companies continue to issue innovative game world to beat each competitor. In 1999 the SEGA and Nintendo gained unexpected competitors namely Sony Company that launched the PlayStation 1 (PS1) console that made the market fall for SEGA and Nintendo who made the SEGA Company out and out in the Game Console world and downplayed the company Scope into sales Game does not include console anymore. Nowadays, the game console is dominated by 3 big game companies that is Nintendo Company, Sony Company and also new competitor game that Microsoft is launching new console game that is Xbox and also many game lovers who start turning to game Personal Computer (PC) (Prayogo, 2017)

Figure 1

Source : (HUMPHRIES, 2017)

Defense of the Ancient (DOTA) stems from Blizzard Company-made game, StarCraft: Brood War (Figure 1) released in 1998 for PC (Auday, 2017). StarCraft popularity is able to defeat Warcraft II: Tides of Darkness which has been released three years earlier. One of the new features that Blizzard embed in the game Real Time Strategy (RTS) is a new map editor or known as StarEdit in StarCraft. Through this feature, users can create new game modes using StarCraft assets that will later be played by other users. In 2002, a Modder with the username Aeon64 or the original name Eul made an innovation with his homemade folder named Aeon of Strife (AoS). The folder was named as the forerunner of the genre MOBA (Multiplayer Online Battle Arena) or ARTS (Action Real Time Strategy). Not long after AoS boom, Blizzard released Warcraft III: Legendary Reign of Chaos on July 3, 2002. The game offers a gameplay not yet owned by StarCraft such as level on hero, ability level, and dynamic item progress. The popularity of AoS did not stop after Warcraft III was released. Following the success and popularity of StarEdit, Blizzard also provides a World Editor feature in the newest game. AoS concept is well received by all players want to be revived with a custom map in Warcraft III. Defense of the Ancients Beta 2 from all the custom AOS concept folders created in Warcraft III, there is only one that became the most popular. Custom folder is made by a Modder with the real name Eul and his work entitled Defense of the Ancients Beta 2 (Dunia Gamez, 2016).The first version of Defense of the Ancients is more or less already describes what is in the successor version.

After a while trying to develop DotA, Eul suddenly disappeared from community Modder. Then came a username Guinsoo and Pendragon who continued the development of the DotA project. They modified Eul's DotA and created their own version of DotA entitled DotA: Allstars. DotA: Allstars are the common DotA map we play in Warcraft 3. Over time the number of players is getting more and more, this is when Guinsoo and Pendragon invite Icefrog as well as Abdul Ismail to help develop DotA project. Year 2005 after the release of DotA Map version 6.00. Guinsoo and Pendragon decided to quit the modification world of the DotA project. DotA project was finally forwarded by Icefrog. Entering the year 2009 known Guinsoo and Pendragon turned out to join the Riot Games Company and make League of Legends. Even so IceFrog still continue to choose DotA until

about the year 2010 and that year became the starting point for DotA development. Icefrog announced that it has been trusted by Valve Company to develop a DotA sequel that stands in a game of its own called Dota 2. Unlike League of Legend or Heroes of Newerth, Valve Company assures that Dota 2 will be exactly like DotA. So that the previous DotA lovers need not worry about having to learn the mechanism of the game from scratch again (Davidson, 2017).

In 2005 Valve Company launched the first DOTA 2 game to Indonesia with the lure of DOTA 2 game that has a DotA mechanic game like before or DOTA 2 players often call it by the name "DOTA 1", game lovers DOTA 2 continues to slide up to now it has about 500,000 active DOTA 2 players and 25,000 active players in Indonesia and around 2,786 active DOTA 2 players in Jakarta who become Jakarta as the most popular DOTA 2 player in Indonesia (Maulana , 2017). This research studies how the strategy and promotion of DOTA 2 or more precisely the Valve Company in taking interest or interest from game players in Indonesia and also how DOTA 2 responded to the same game competitors with more facilities such as mobile games and whether Value propositions from DOTA from other MOBA games in Jakarta where Jakarta is the capital city as well as one of the areas in Indonesia with the most DOTA 2 player in Indonesia and measures there performance of game DOTA 2 from the sales and user of DOTA 2 from the last three years.

I.2. RESEARCH PROBLEMS AND QUESTION

There are two research problem and question in this study :

- **Problem 1** : How the Valve Company make promotion strategy for DOTA 2 in game companies in Jakarta
  Question 1: How the Valve Company promote the DOTA 2 to game players in Jakarta?

- **Problem 2** : How the DOTA 2 create their value propositions and how the DOTA 2 managed their value propositions
  Question 2: How the DOTA 2 in this case Valve Company create and managed their value propositions to the shareholders and their game players in Jakarta?

- **Problem 3**: How DOTA 2 games maintain sales from the game and maintain and increase the number of customers / users.
  Question 3: How DOTA 2 Increased and maintain their users/customer?

I.3. RESEARCH PURPOSE

Based on the research questions stated above, the purpose of this research will be described as follow:

- To analyze the value propositions and factor that affecting in the game company in Jakarta

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- To analyze and determine the strategy of Valve Company to give their performance of their product in this case DOTA 2 and value propositions to the investor or shareholder and the game players in Jakarta

I.4. RESEARCH SCOPE AND LIMITATION

- The strategy of DOTA 2 and Valve Company in Jakarta
- The factor that affecting the market in game companies in Jakarta
- The value propositions of Valve Company
- The strategy to keep the active users of DOTA2 through to the performance in Jakarta.

CHAPTER II - LITERATURE REVIEW

II.1. STRATEGY MARKETING

II.1.1. VALUE PROPOSITION

Value Proposition is the value or benefit provided and offered by the seller to the buyer in the form of goods or services (Ristono, 2016). The direct value proposition is how the seller to make their product or service different from the products of their competitors and how the hoaxes make their products selected by customers rather than their competitors. Value proposition is divided into two types of value proposition, *Quantitative* and *Qualitative*. Quantitative value propositions are how the seller assigns a value more than their product in terms of something that customers can count on as discounts, buy 2 get 1 and the speed of the seller serving the customer. Qualitative value propositions are more of a product's value in quality than the product such as raw material quality with the number 1 quality, using experienced chefs in restaurants and selecting employees with good experience (Indah.W, 2017).

Value proposition is also divided into five ways is Newness, Performance, Customization, Getting the job done, Brand.

- **Newness**

Value Proposition that uses a new innovation for a product or modify a pre-existing product. Value proposition type of news seems to be product innovation such as *Sate Tai-Chan* product, mineral water making in the form of plastic bottle in facilitate the customer bringing everywhere and application product about ojek online that allows ojek customers to order ojek from where he wants (Ultima ERP, 2017).

- **Performance**

Value Proposition using a way to create value, the company must make product performance improvements his service. Motor manufacturers, will add value by adding the capacity of the engine, so the motor can run faster. Another example is the manufacturer of computer processors. Improved the ability of computer processors can be a value for computer users to process data or graphics more quickly and accurately (Ultima ERP, 2017).

- **Customization**

Customization is a product or service tailored to individual customer needs, example of a motorcycle product. Motorcycle modifications are examples of products tailored to the needs and desires of customers. Now developing mass customization concept, namely the form of adjustment of individual needs but can be used mas. An example is automatic motorcycle product intended for female customers (Ultima ERP, 2017).

- **Getting the job done**

    The value of product that made by helping customers do certain work. An example is the services provided by the advertising agency. They will design and create ads to help companies carry out their promotional function. With the help of advertising agency, a company can concentrate more on promotional strategy (Ultima ERP, 2017).

- **Brand**

    The seller can provide value to customers by means of member status. The socio-economic status of a person can be seen from the brand of the car being driven. Similarly, a person staying in a five-star hotel is different in its socioeconomic status by staying in a three-star hotel. Starbuck customers differ in their socioeconomic status with coffee shop customers, even though they drink coffee. Companies can design value proposition to meet customer recognition needs (Ultima ERP, 2017).

II.1.2. PROMOTION

Marketing Mix is a marketing mix is a number of marketing tools that a company uses to convince a targeted marketing object or target market. Marketing mix is the most widely used there are four namely *Product, Price, Place* and *Promotion* (Yasha, 2017).

Figure 2

Source : (Bhasin, 2017)

Products are all forms offered to the market to be used or consumed so as to meet the needs and wants of the market. The desire of such markets can be physical, services, people, organizations and ideas. Products can also be interpreted from the results of the company's production activities which will later be sold to other companies (Yasha, 2017).

Price is the amount of money that must be paid by the customer or the user of a sale and purchase activity to get the product offered. Price has a guideline that a customer will buy goods or services if money or time spent in accordance with the benefits that customers want to get from the production goods or services offered by the company or the seller and the price may also be profitable to the seller or the company (Yasha, 2017)

Place or Distribution Channels are any activities or undertakings undertaken by a company to make its products or services easily available or available in the hands of consumers and customers. Place can be either a variety of existing conventional distribution channels or online distribution channels. The conventional distribution channel is a place or distribution channels where sellers and buyers conduct buying and selling activities directly meet such as traditional markets and supermarkets / hypermarket. Online distribution channel is distribution channel where seller and buyer activity is done by using internet facility or electronic media that is like in trading from E-Commerce company (Yasha, 2017).

Promotion is a persuasion effort such as the urge to invite consumers and potential customers to buy or use products or services produced by a company. There are several elements that your company can optimize related to promotions like *Salesperson, Public Relations and Advertising* (Landasan Teori, 2016).

Salesperson are people who offer products or services offered by the company to the target market or customer.

Public Relations are the people who are responsible for maintaining the good name of the company, as well as running branding functions for the company so that the brand is recognized by many people positively.

Advertising is all kinds of promotions that are published through various media channels. Companies can determine what media channels appropriate to the character of the product and the needs of the market whether it be television, newspaper, radio or billboards (Landasan Teori, 2016).

II.2. PERFORMANCE
II.2.1. SALES

Sales is one of the activities undertaken by the company to keep its business to grow and to get the desired profit or profit (Rahardjo, 2017). Sales also means the process of selling activities, i.e. from selling activities selling price until the product is distributed to the consumer or customer. Selling Activities is a complementary activity or supplement of the purchase, to enable the occurrence of transactions. The activities of buying and selling activities is a unity for the transfer of rights or transactions.

II.2.2. CUSTOMER

Performance is the work that can be achieved by a person or group of people within an organization, in accordance with its authority and responsibility respectively in order to effort to achieve the objectives of the organization concerned legally, not violating the law and in accordance with the moral and ethical. Sales can be a decision for corporate management in making the implementation of business and marketing strategies that impact on sales effectiveness. The company's strategic orientation construct consists of value for the customer. The ability to deliver superior value to customers will lead to salesperson performance. Superior value to customers can be the quality of products and product prices in accordance with customer expectations and can raise sales that make the reputation and performance of the company to be good that makes sales become one benchmark of a performance.

CHAPTER II.3. PREVIOUS STUDIES

Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
1. Sejarah Perkembangan Game Dari Masa Ke Masa (Prayogo, 2017)	History of Game • First Technology of game • First story of Developer of game • How to create game marketing	• The development of the game is tailored to the needs of the customers and the innovation of the game company to win the game pejualan competition
2. Sejarah dan Perkembangan Dota 2, Berawal dari Mod Hingga Kompetisi Esports Terbesar di Dunia (Auday, 2017)	Brand Awareness: • Brand Image • Brand Ambassador	• Brand Awareness is needed to facilitate the marketing and sales of a product game using the brand awareness product before • Brand ambassadors are highly impactful on attracting the attention of previous game players and attracting other customers to play our games
3. Jumlah Pemain Aktif DOTA 2 Terus Turun Sepanjang Tahun 2017 (Maulana , 2017)	Customer Loyalty: • Brand loyalty • Brand name • Product Innovations	• Brand Loyalty and brand name of a product can be one factor in knowing whether there is a decrease in the customer or an increase in the customer and can be one of supporting the increase of sales of a product and Product quality is significantly related to brand trust and is one of the key determinants of brand satisfaction • Innovation in a product becomes one to make our products remain competitive in the market
4. Game Online DAN Berpikir Kreatif (Yudha, 2015)	Social community thinking: • Duration of usage time • User attitude change • The desire to play again	• The duration of a game player can have an impact on a change in attitude on the player and can lead to a desire to play again or maybe to play it

Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
5. Analisis Presepsi Mahasiswa Terhadap Faktor-Faktor Yang mempengaruhi kinerja DOTA 2 Team (Thomas, 2016)	Motivation gamers : • Advancement • Mechanic • Competition • Diversion • Challenge	• The game's system can have an effect on attracting the game's attention and can also make the game boss feel that can reduce the number of users of the game.

Based on the previous study that we already found, there are several variable and sub variable in previous study that not match with our study analysis, for example in title number 4 and some in title 1 which is more about the social thining of DOTA 2 game that does not directly discuss about the customer does not see the outline of my product and objective research is about the product of DOTA 2 and we are more looking from the standpoint of product promotion , value proposition and also marketing strategy of DOTA 2 game product.

CHAPTER III – RESEARCH METHODOLOGY

CHAPTER III.1. DATA COLLECTION

This data collection using two ways of data retrieval is retrieval of primary data and secondary data. Primary data is the source of research data obtained directly from the original source in the form of interviews, polls of individuals or groups (people) and observations of an object , event or test result (object) for that research using questionnaire in collecting data for primary data. Secondary data is the source of research data obtained through intermediate media or indirectly in the form of books, records, existing evidence, or good archives published or unpublished publicly. In other words, researchers need data collection by visiting libraries, study centers, archives centers or reading many books related to their research and I use secondary data from the internet that user data from DOTA 2 and data sales from DOTA 2.
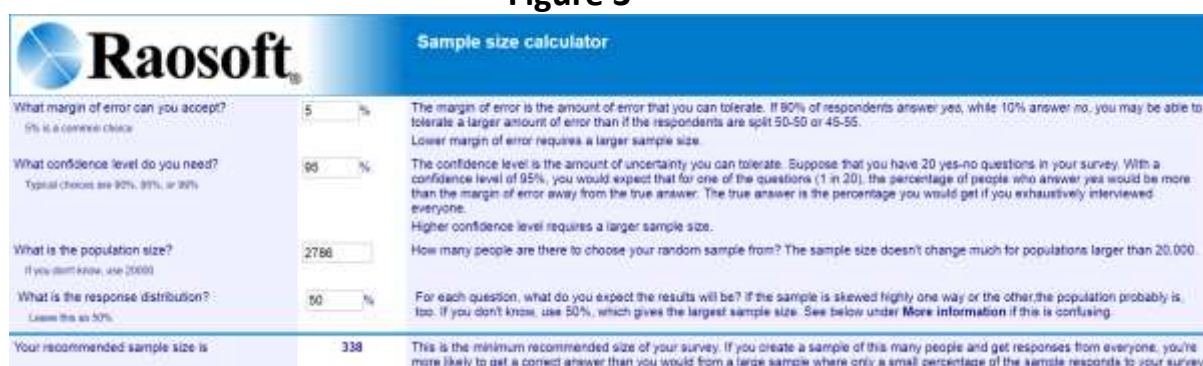
CHAPTER III.2. HYPOTHESES

H_0: Promotion and value propositions in improving marketing strategy marketing strategy relate to performance affecting sales and customer from DOTA 2.

H_1: marketing strategy relate to performance affecting sales and customer from DOTA 2 from effect of the marketing strategy of DOTA 2.

CHAPTER III.3. SAMPLE SIZE

Figure 3

Source : (www.raosoft.com)

Jakarta included the territory with DOTA 2 player that is 2,786 active players DOTA 2 Game to 338 people with 95% confidence level, 5% margin error with population 2,786 people And 50% response distribution as well as sales data DOTA 2 game and users DOTA 2 from Steam Valve for the last 3 years.

CHAPTER III.4. SAMPLING PROCESS

Figure 4

For this research is used the cluster random sampling process, this research took the start with the largest population of Indonesia and selected the four largest islands in Indonesia, namely Sulawesi, Kalimantan, Java and Sumatra. This research shrinks its scopes into the Java region and chooses Jakarta as the Capital of Indonesia and is also one of the region with the largest number of DOTA 2 game players in Indonesia.

CHAPTER III.5. RESEARCH MODEL
Figure 5
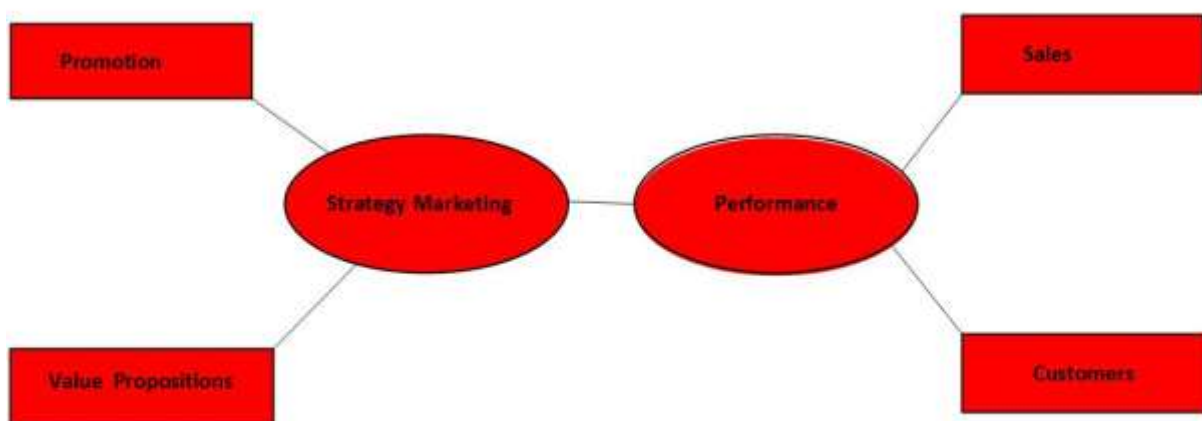
CHAPTER III.6. PRE-TEST
CHAPTER III.6.1. PRE-TEST QUESTIONAIRE

Correlations Validity Test Questionnaire

Correlations

		X1	X2	X3	X4	X5	X6
X1	Pearson Correlation	1	.269	.593**	.344	-.091	.262
	Sig. (2-tailed)		.137	.000	.054	.619	.148
	N	32	32	32	32	32	32
X2	Pearson Correlation	.269	1	.303	-.058	-.034	.070
	Sig. (2-tailed)	.137		.092	.752	.852	.705
	N	32	32	32	32	32	32
X3	Pearson Correlation	.593**	.303	1	.299	-.002	.196
	Sig. (2-tailed)	.000	.092		.096	.993	.283
	N	32	32	32	32	32	32
X4	Pearson Correlation	.344	-.058	.299	1	.240	.056
	Sig. (2-tailed)	.054	.752	.096		.185	.762
	N	32	32	32	32	32	32
X5	Pearson Correlation	-.091	-.034	-.002	.240	1	.320
	Sig. (2-tailed)	.619	.852	.993	.185		.074
	N	32	32	32	32	32	32
X6	Pearson Correlation	.262	.070	.196	.056	.320	1
	Sig. (2-tailed)	.148	.705	.283	.762	.074	
	N	32	32	32	32	32	32
X7	Pearson Correlation	.491**	.327	.301	.296	.075	.194
	Sig. (2-tailed)	.004	.068	.094	.100	.683	.288
	N	32	32	32	32	32	32
X8	Pearson Correlation	.332	.441*	.403*	.253	.008	.176
	Sig. (2-tailed)	.063	.011	.022	.162	.963	.335
	N	32	32	32	32	32	32
X9	Pearson Correlation	.177	-.088	.024	-.295	-.137	.000
	Sig. (2-tailed)	.331	.633	.895	.102	.454	1.000
	N	32	32	32	32	32	32

Correlations

		X7	X8	X9
X1	Pearson Correlation	.491**	.332	.177
	Sig. (2-tailed)	.004	.063	.331
	N	32	32	32
X2	Pearson Correlation	.327	.441*	-.088
	Sig. (2-tailed)	.068	.011	.633
	N	32	32	32
X3	Pearson Correlation	.301	.403*	.024
	Sig. (2-tailed)	.094	.022	.895
	N	32	32	32

X4	Pearson Correlation	.296	.253	-.295
	Sig. (2-tailed)	.100	.162	.102
	N	32	32	32
X5	Pearson Correlation	.075	.008	-.137
	Sig. (2-tailed)	.683	.963	.454
	N	32	32	32
X6	Pearson Correlation	.194	.176	.000
	Sig. (2-tailed)	.288	.335	1.000
	N	32	32	32
X7	Pearson Correlation	1	.775**	-.021
	Sig. (2-tailed)		.000	.911
	N	32	32	32
X8	Pearson Correlation	.775**	1	-.255
	Sig. (2-tailed)	.000		.158
	N	32	32	32
X9	Pearson Correlation	-.021	-.255	1
	Sig. (2-tailed)	.911	.158	
	N	32	32	32

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

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VAR00008 VAR00009
  /PRINT=BOTH TWOTAIL NOSIG
  /MISSING=PAIRWISE.
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Nonparametric Correlations

Correlations

			X1	X2	X3	X4	X5	X6	X7	X8	X9
Kendall's tub	X1	Correlation Coefficient	1.000	.285	.489**	.321*	-.140	.241	.525**	.390*	.111
		Sig. (2-tailed)	.	.078	.002	.050	.393	.135	.001	.014	.492
		N	32	32	32	32	32	32	32	32	32
	X2	Correlation Coefficient	.285	1.000	.299	-.017	-.084	.032	.264	.363*	-.064
		Sig. (2-tailed)	.078	.	.059	.918	.604	.843	.093	.022	.692
		N	32	32	32	32	32	32	32	32	32
	X3	Correlation Coefficient	.489**	.299	1.000	.234	-.108	.115	.268	.389*	.018
		Sig. (2-tailed)	.002	.059	.	.144	.499	.466	.083	.012	.908
		N	32	32	32	32	32	32	32	32	32
	X4	Correlation Coefficient	.321*	-.017	.234	1.000	.210	-.016	.259	.222	-.263
		Sig. (2-tailed)	.050	.918	.144	.	.200	.920	.103	.163	.106
		N	32	32	32	32	32	32	32	32	32
	X5	Correlation Coefficient	-.140	-.084	-.108	.210	1.000	.167	.062	-.009	-.187
		Sig. (2-tailed)	.393	.604	.499	.200	.	.302	.694	.955	.251
		N	32	32	32	32	32	32	32	32	32

			X1	X2	X3	X4	X5	X6	X7	X8	X9
	X6	Correlation Coefficient	.241	.032	.115	-.016	.167	1.000	.218	.136	.059
		Sig. (2-tailed)	.135	.843	.466	.920	.302	.	.163	.386	.713
		N	32	32	32	32	32	32	32	32	32
	X7	Correlation Coefficient	.525**	.264	.268	.259	.062	.218	1.000	.724**	.000
		Sig. (2-tailed)	.001	.093	.083	.103	.694	.163	.	.000	1.000
		N	32	32	32	32	32	32	32	32	32
	X8	Correlation Coefficient	.390*	.363*	.389*	.222	-.009	.136	.724**	1.000	-.137
		Sig. (2-tailed)	.014	.022	.012	.163	.955	.386	.000	.	.386
		N	32	32	32	32	32	32	32	32	32
	X9	Correlation Coefficient	.111	-.064	.018	-.263	-.187	.059	.000	-.137	1.000
		Sig. (2-tailed)	.492	.692	.908	.106	.251	.713	1.000	.386	.
		N	32	32	32	32	32	32	32	32	32
Spearman's rho	X1	Correlation Coefficient	1.000	.319	.525**	.359*	-.150	.266	.596**	.437*	.122
		Sig. (2-tailed)	.	.076	.002	.044	.414	.141	.000	.012	.507
		N	32	32	32	32	32	32	32	32	32
	X2	Correlation Coefficient	.319	1.000	.348	-.018	-.093	.031	.304	.417*	-.071
		Sig. (2-tailed)	.076	.	.051	.921	.611	.866	.091	.017	.698
		N	32	32	32	32	32	32	32	32	32
	X3	Correlation Coefficient	.525**	.348	1.000	.262	-.113	.130	.311	.440*	.019
		Sig. (2-tailed)	.002	.051	.	.148	.538	.477	.083	.012	.918
		N	32	32	32	32	32	32	32	32	32
	X4	Correlation Coefficient	.359*	-.018	.262	1.000	.229	-.014	.287	.235	-.290
		Sig. (2-tailed)	.044	.921	.148	.	.208	.940	.111	.196	.107
		N	32	32	32	32	32	32	32	32	32
	X5	Correlation Coefficient	-.150	-.093	-.113	.229	1.000	.184	.070	-.012	-.199
		Sig. (2-tailed)	.414	.611	.538	.208	.	.313	.705	.946	.275
		N	32	32	32	32	32	32	32	32	32
	X6	Correlation Coefficient	.266	.031	.130	-.014	.184	1.000	.234	.152	.075
		Sig. (2-tailed)	.141	.866	.477	.940	.313	.	.197	.405	.683
		N	32	32	32	32	32	32	32	32	32
	X7	Correlation Coefficient	.596**	.304	.311	.287	.070	.234	1.000	.779**	-.001
		Sig. (2-tailed)	.000	.091	.083	.111	.705	.197	.	.000	.998
		N	32	32	32	32	32	32	32	32	32
	X8	Correlation Coefficient	.437*	.417*	.440*	.235	-.012	.152	.779**	1.000	-.164
		Sig. (2-tailed)	.012	.017	.012	.196	.946	.405	.000	.	.370
		N	32	32	32	32	32	32	32	32	32
	X9	Correlation Coefficient	.122	-.071	.019	-.290	-.199	.075	-.001	-.164	1.000
		Sig. (2-tailed)	.507	.698	.918	.107	.275	.683	.998	.370	.
		N	32	32	32	32	32	32	32	32	32

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

CHAPTER III.6.2. PRE-TEST USER DOTA 2
Validity Test Correlations

Correlations

		X1	X2
X1	Pearson Correlation	1	.924**
	Sig. (2-tailed)		.000
	N	52	52
X2	Pearson Correlation	.924**	1
	Sig. (2-tailed)	.000	
	N	52	52

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

Nonparametric Correlations

Correlations

			X1	X2
Kendall's tau_b	X1	Correlation Coefficient	1.000	.811**
		Sig. (2-tailed)	.	.000
		N	52	52
	X2	Correlation Coefficient	.811**	1.000
		Sig. (2-tailed)	.000	.
		N	52	52
Spearman's rho	X1	Correlation Coefficient	1.000	.942**
		Sig. (2-tailed)	.	.000
		N	52	52
	X2	Correlation Coefficient	.942**	1.000
		Sig. (2-tailed)	.000	.
		N	52	52

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

`

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded[a]	0	.0
	Total	52	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.853	2

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