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Measurement Scale for Self-Concepts, Person Concepts and Product Concepts

Produk Samsung J5

1. Rugged (5) Delicate
2. Excitable (7) Calm
3. Uncomfortable (4) Comfortable
4. Dominanting (5) Submissive
5. Thrity (4) Indulgent
6. Pleasant (4) Unpleasant
7. Contemporary (5) Noncontemporary
8. Organized (4) Unorganized
9. Rational (2) Emotional
10. Youthful (6) Mature
11. Formal (5) Informal
12. Orthodox (6) Liberal
13. Complex (7) Simple
14. Colorless (6) Colorful
15. Modest (2) Vain