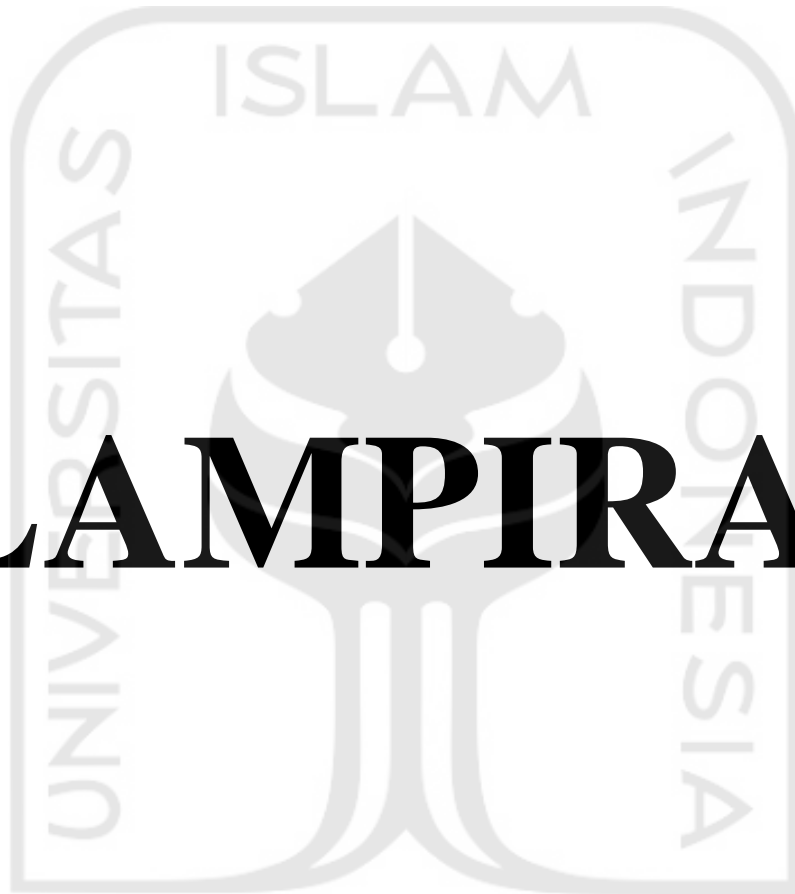


LAMPIRAN



الجامعة الإسلامية
الاندونيسية

LAMPIRAN 1. KUESIONER PENELITIAN

PEDOMAN WAWANCARA

“Analisis Strategi Pengembangan Usaha dengan Pendekatan Blue Ocean Strategy
(Studi Kasus Pada *Traditional Food* di *Eatventure* Jogja City Mall (JCM)”

Nama Responden : _____

Usia : 17-25 thn 26-34 thn 35-43thn >44thn

Alamat : _____

No telp/HP : _____

Pekerjaan : Mahasiswa PNS Karyawan Swasta
 Lain _____

Pendidikan terakhir : SMA S1 S2 Lain-lain _____

Penghasilan/bulan : < 1.500.000, 1.500.000 – 2.000.000
 > 2.000.000

Status keluarga : menikah/belum menikah

Berapaka kali dalam sebulan/tahun Bapak/Ibu/Saudara/I membeli makanan tradisional? : _____

Berapa besar (rupiah) pembelian makanan tradisional oleh Bapak/Ibu/Saudara/I selama perbulan/tahun?: _____

1. Bapak/Ibu/Saudara/I memberikan pendapat terhadap makanan tradisional. Isilah dengan memberikan penilaian 1-10 terhadap faktor-faktor di bawah ini, dimana (1 adalah paling tidak setuju, dan 10 adalah paling setuju)

No	Faktor Kepuasan	Nilai Terendah (1)	Penilaian	Nilai Tertinggi (10)
1	Apakah makanan tradisional itu mahal?	Tidak Setuju	1 2 3 4 5 6 7 8 9 10	Paling Setuju
2	Apakah makanan tradisional itu mudah ditemukan (diakses)?	Tidak Setuju	1 2 3 4 5 6 7 8 9 10	Paling Setuju
3	Apakah makanan tradisional itu selalu berkaitan dengan budaya?	Tidak Setuju	1 2 3 4 5 6 7 8 9 10	Paling Setuju
4	Apakah pembeli harus mengetahui tentang makanan tradisional terlebih dahulu sebelum membelinya?	Tidak Setuju	1 2 3 4 5 6 7 8 9 10	Paling Setuju
5	Apakah makan tradisional itu selalu berkaitan dengan makanan kesukaan keluarga?	Tidak Setuju	1 2 3 4 5 6 7 8 9 10	Paling Setuju

2. Bapak/Ibu/Saudara/I memberikan penilaian terhadap makanan tradisional. Isilah dengan memberikan penilaian 1-10 terhadap faktor-faktor di bawah ini, dimana (1 adalah buruk, dan 10 adalah baik)

No	Faktor Kepuasan	Nilai Terendah (1)	Penilaian	Nilai Tertinggi (10)
1	Bagaimana cita rasa yang ditawarkan oleh makanan tradisional kepada anda?	Buruk	1 2 3 4 5 6 7 8 9 10	Baik
2	Bagaimana promo yang ditawarkan oleh makanan tradisional kepada anda?	Buruk	1 2 3 4 5 6 7 8 9 10	Baik
3	Bagaimana jenis makanan tradisional yang ditawarkan kepada anda?	Buruk	1 2 3 4 5 6 7 8 9 10	Baik
4		Buruk	1 2 3 4 5 6 7 8 9 10	Baik

	Bagaimana inovasi yang dilakukan oleh makanan tradisional?			
5	Bagaimana informasi makanan tradisional yang ditawarkan kepada anda?	Buruk	1 2 3 4 5 6 7 8 9 10	Baik

3. Bapak/Ibu/Saudara/I memberikan argumentasi terhadap makanan tradisional.

Isilah dengan memberikan penilaian 1-10 terhadap faktor-faktor di bawah ini, dimana (1 adalah tidak penting, dan 10 adalah terpenting)

No	Faktor Kepuasan	Nilai Terendah (1)	Penilaian	Nilai Tertinggi (10)
1	Apakah harga makanan tradisional menjadi faktor pertimbangan ketika akan membeli?	Tidak Penting	1 2 3 4 5 6 7 8 9 10	Terpenting
2	Apakah faktor selera menjadi pertimbangan ketika akan membeli makanan tradisional?	Tidak Penting	1 2 3 4 5 6 7 8 9 10	Terpenting
3	Apakah pengolahan secara higienis pada makanan tradisional menjadi pertimbangan ketika akan membeli?	Tidak Penting	1 2 3 4 5 6 7 8 9 10	Terpenting
4	Apakah kesan makanan sehat menjadi pertimbangan ketika akan membeli makanan tradisional?	Tidak Penting	1 2 3 4 5 6 7 8 9 10	Terpenting
5	Apakah kegemaran terhadap makanan tradisional menjadi pertimbangan ketika akan membeli?	Tidak Penting	1 2 3 4 5 6 7 8 9 10	Terpenting

4. Bapak/Ibu/Saudara/I memberikan pandangan realita terhadap makanan tradisional.

Isilah dengan memberikan penilaian 1-10 terhadap faktor-faktor di bawah ini, dimana (1 adalah tidak suka, dan 10 adalah suka)

No	Faktor Kepuasan	Nilai Terendah (1)	Penilaian	Nilai Tertinggi (10)
1	Apakah cita rasa yang ditawarkan oleh makanan tradisional sesuai dengan keinginan anda?	Buruk	1 2 3 4 5 6 7 8 9 10	Baik
2	Apakah promo yang ditawarkan oleh makanan tradisional menarik bagi anda?	Buruk	1 2 3 4 5 6 7 8 9 10	Baik
3	Apakah jenis makanan tradisional yang ditawarkan kepada anda beragam?	Buruk	1 2 3 4 5 6 7 8 9 10	Baik
4	Apakah inovasi yang dilakukan oleh makanan tradisional sudah bagus menurut anda?	Buruk	1 2 3 4 5 6 7 8 9 10	Baik
5	Apakah anda mendapatkan informasi makanan tradisional yang ditawarkan?	Buruk	1 2 3 4 5 6 7 8 9 10	Baik

LAMPIRAN 2. TABULASI DATA

No	A1	A2	A3	A4	A5	TOT	B1	B2	B3	B4	B5	TOT	C1	C2	C3	C4	C5	TOT	D1	D2	D3	D4	D5	TOT
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LAMPIRAN 3. HASI ANALISIS CROSSTAB

CROSSTABS

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/FORMAT=AVALUE TABLES

/STATISTICS=CHISQ

/CELLS=COUNT EXPECTED ROW COLUMN TOTAL

/COUNT ROUND CELL.

Crosstabs

Notes		
Output Created		04-FEB-2019 07:34:26
Comments		
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Syntax	CROSSTABS /TABLES=USIA PENDAPATAN PENDIDIKAN BY PENDAPAT PENILAIAN ARGUMENTASI REALITA /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED ROW COLUMN TOTAL /COUNT ROUND CELL.	
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	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

Cases

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
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USIA * PENILAIAN	100	100.0%	0	0.0%	100	100.0%
USIA * ARGUMENTASI	100	100.0%	0	0.0%	100	100.0%
USIA * REALITA	100	100.0%	0	0.0%	100	100.0%

PENDAPATAN * PENDAPAT	100	100.0%	0	0.0%	100	100.0%
PENDAPATAN * PENILAIAN	100	100.0%	0	0.0%	100	100.0%
PENDAPATAN * ARGUMENTASI	100	100.0%	0	0.0%	100	100.0%
PENDAPATAN * REALITA	100	100.0%	0	0.0%	100	100.0%
PENDIDIKAN * PENDAPAT	100	100.0%	0	0.0%	100	100.0%
PENDIDIKAN * PENILAIAN	100	100.0%	0	0.0%	100	100.0%
PENDIDIKAN * ARGUMENTASI	100	100.0%	0	0.0%	100	100.0%
PENDIDIKAN * REALITA	100	100.0%	0	0.0%	100	100.0%

USIA * PENDAPAT

Crosstab

		PENDAPAT			
		1	2	Total	
USIA	1	Count	1	11	4
		Expected Count	.3	3.7	4.0
		% within USIA	25.0%	75.0%	100.0%
		% within PENDAPAT	12.5%	3.3%	4.0%
		% of Total	1.0%	3.0%	4.0%
2	Count	4	39	43	
		Expected Count	3.4	39.6	43.0
		% within USIA	9.3%	90.7%	100.0%
		% within PENDAPAT	50.0%	42.4%	43.0%

	% of Total	4.0%	39.0%	43.0%
3	Count	3	50	53
	Expected Count	4.2	48.8	53.0
	% within USIA	5.7%	94.3%	100.0%
	% within PENDAPAT	37.5%	54.3%	53.0%
	% of Total	3.0%	50.0%	53.0%
Total	Count	8	92	100
	Expected Count	8.0	92.0	100.0
	% within USIA	8.0%	92.0%	100.0%
	% within PENDAPAT	100.0%	100.0%	100.0%
	% of Total	8.0%	92.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2.064 ^a	2	.356
Likelihood Ratio	1.583	2	.453
Linear-by-Linear Association	1.503	1	.220
N of Valid Cases	100		

a. 4 cells (66.7%) have expected count less than 5. The minimum expected count is .32.

USIA * PENILAIAN

Crosstab

		PENILAIAN		Total	
		1	2		
USIA	1	Count	3	27	4
		Expected Count	1.0	3.0	4.0
		% within USIA	75.0%	25.0%	100.0%
		% within PENILAIAN	11.5%	1.4%	4.0%
		% of Total	3.0%	1.0%	4.0%
2		Count	10	33	43
		Expected Count	11.2	31.8	43.0
		% within USIA	23.3%	76.7%	100.0%
		% within PENILAIAN	38.5%	44.6%	43.0%
		% of Total	10.0%	33.0%	43.0%
3		Count	13	40	53
		Expected Count	13.8	39.2	53.0
		% within USIA	24.5%	75.5%	100.0%
		% within PENILAIAN	50.0%	54.1%	53.0%
		% of Total	13.0%	40.0%	53.0%
Total		Count	26	74	100
		Expected Count	26.0	74.0	100.0
		% within USIA	26.0%	74.0%	100.0%
		% within PENILAIAN	100.0%	100.0%	100.0%

% of Total	26.0%	74.0%	100.0%
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Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.220 ^a	2	.074
Likelihood Ratio	4.419	2	.110
Linear-by-Linear Association	1.171	1	.279
N of Valid Cases	100		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.04.

USIA * ARGUMENTASI

Crosstab

		ARGUMENTASI			
		1	2	Total	
USIA	1	Count	1	23	4
		Expected Count	.8	3.2	4.0
		% within USIA	25.0%	75.0%	100.0%
		% within ARGUMENTASI	5.0%	3.8%	4.0%
		% of Total	1.0%	3.0%	4.0%
2	Count	10	33	43	
	Expected Count	8.6	34.4	43.0	

	% within USIA	23.3%	76.7%	100.0%
	% within ARGUMENTASI	50.0%	41.3%	43.0%
	% of Total	10.0%	33.0%	43.0%
3	Count	9	44	53
	Expected Count	10.6	42.4	53.0
	% within USIA	17.0%	83.0%	100.0%
	% within ARGUMENTASI	45.0%	55.0%	53.0%
	% of Total	9.0%	44.0%	53.0%
Total	Count	20	80	100
	Expected Count	20.0	80.0	100.0
	% within USIA	20.0%	80.0%	100.0%
	% within ARGUMENTASI	100.0%	100.0%	100.0%
	% of Total	20.0%	80.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	.649 ^a	2	.723
Likelihood Ratio	.648	2	.723
Linear-by-Linear Association	.608	1	.436
N of Valid Cases	100		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .80.

USIA * REALITA

Crosstab

		REALITA		Total	
		1	2		
USIA	1	Count	3	29	4
		Expected Count	1.8	2.2	4.0
		% within USIA	75.0%	25.0%	100.0%
		% within REALITA	6.7%	1.8%	4.0%
		% of Total	3.0%	1.0%	4.0%
2	2	Count	19	31	43
		Expected Count	19.4	23.7	43.0
		% within USIA	44.2%	55.8%	100.0%
		% within REALITA	42.2%	43.6%	43.0%
		% of Total	19.0%	24.0%	43.0%
3	3	Count	23	40	53
		Expected Count	23.9	29.2	53.0
		% within USIA	43.4%	56.6%	100.0%
		% within REALITA	51.1%	54.5%	53.0%
		% of Total	23.0%	30.0%	53.0%
Total		Count	45	55	100
		Expected Count	45.0	55.0	100.0
		% within USIA	45.0%	55.0%	100.0%
		% within REALITA	100.0%	100.0%	100.0%

% of Total	45.0%	55.0%	100.0%
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Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.521 ^a	2	.467
Likelihood Ratio	1.555	2	.460
Linear-by-Linear Association	.510	1	.475
N of Valid Cases	100		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.80.

PENDAPATAN * PENDAPAT

Crosstab

		PENDAPAT		Total
		1	2	
PENDAPATAN 1	Count	4	30	48
	Expected Count	3.8	44.2	48.0
	% within PENDAPATAN	8.3%	91.7%	100.0%
	% within PENDAPAT	50.0%	47.8%	48.0%
	% of Total	4.0%	44.0%	48.0%
2	Count	2	26	32

	Expected Count	2.6	29.4	32.0
	% within PENDAPATAN	6.3%	93.8%	100.0%
	% within PENDAPAT	25.0%	32.6%	32.0%
	% of Total	2.0%	30.0%	32.0%
3	Count	2	44	20
	Expected Count	1.6	18.4	20.0
	% within PENDAPATAN	10.0%	90.0%	100.0%
	% within PENDAPAT	25.0%	19.6%	20.0%
	% of Total	2.0%	18.0%	20.0%
Total	Count	8	92	100
	Expected Count	8.0	92.0	100.0
	% within PENDAPATAN	8.0%	92.0%	100.0%
	% within PENDAPAT	100.0%	100.0%	100.0%
	% of Total	8.0%	92.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.249 ^a	2	.883
Likelihood Ratio	.252	2	.882
Linear-by-Linear Association	.013	1	.910
N of Valid Cases	100		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.60.

PENDAPATAN * PENILAIAN

Crosstab

		PENILAIAN		Total
		1	2	
PENDAPATAN 1	Count	12	25	48
	Expected Count	12.5	35.5	48.0
	% within PENDAPATAN	25.0%	75.0%	100.0%
	% within PENILAIAN	46.2%	48.6%	48.0%
	% of Total	12.0%	36.0%	48.0%
2	Count	9	37	32
	Expected Count	8.3	23.7	32.0
	% within PENDAPATAN	28.1%	71.9%	100.0%
	% within PENILAIAN	34.6%	31.1%	32.0%
	% of Total	9.0%	23.0%	32.0%
3	Count	5	38	20
	Expected Count	5.2	14.8	20.0
	% within PENDAPATAN	25.0%	75.0%	100.0%
	% within PENILAIAN	19.2%	20.3%	20.0%
	% of Total	5.0%	15.0%	20.0%
Total	Count	26	74	100
	Expected Count	26.0	74.0	100.0

	% within PENDAPATAN	26.0%	74.0%	100.0%
	% within PENILAIAN	100.0%	100.0%	100.0%
	% of Total	26.0%	74.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	.110 ^a	2	.946
Likelihood Ratio	.109	2	.947
Linear-by-Linear Association	.007	1	.935
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.20.

PENDAPATAN * ARGUMENTASI

Crosstab

		ARGUMENTASI		Total	
		1	2		
PENDAPATAN	1	Count	10	26	48
		Expected Count	9.6	38.4	48.0
		% within PENDAPATAN	20.8%	79.2%	100.0%
		% within ARGUMENTASI	50.0%	47.5%	48.0%
		% of Total	10.0%	38.0%	48.0%

2	Count	6	36	32
	Expected Count	6.4	25.6	32.0
	% within PENDAPATAN	18.8%	81.3%	100.0%
	% within ARGUMENTASI	30.0%	32.5%	32.0%
	% of Total	6.0%	26.0%	32.0%
3	Count	4	38	20
	Expected Count	4.0	16.0	20.0
	% within PENDAPATAN	20.0%	80.0%	100.0%
	% within ARGUMENTASI	20.0%	20.0%	20.0%
	% of Total	4.0%	16.0%	20.0%
Total	Count	20	80	100
	Expected Count	20.0	80.0	100.0
	% within PENDAPATAN	20.0%	80.0%	100.0%
	% within ARGUMENTASI	100.0%	100.0%	100.0%
	% of Total	20.0%	80.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	.052 ^a	2	.974
Likelihood Ratio	.052	2	.974
Linear-by-Linear Association	.016	1	.898
N of Valid Cases	100		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.00.

PENDAPATAN * REALITA

Crosstab

		REALITA		Total	
		1	2		
PENDAPATAN	1	Count	23	17	48
		Expected Count	21.6	26.4	48.0
		% within PENDAPATAN	47.9%	52.1%	100.0%
		% within REALITA	51.1%	45.5%	48.0%
		% of Total	23.0%	25.0%	48.0%
2	Count	15	38	32	
	Expected Count	14.4	17.6	32.0	
	% within PENDAPATAN	46.9%	53.1%	100.0%	
	% within REALITA	33.3%	30.9%	32.0%	
	% of Total	15.0%	17.0%	32.0%	
3	Count	7	45	20	
	Expected Count	9.0	11.0	20.0	
	% within PENDAPATAN	35.0%	65.0%	100.0%	
	% within REALITA	15.6%	23.6%	20.0%	
	% of Total	7.0%	13.0%	20.0%	
Total	Count	45	55	100	
	Expected Count	45.0	55.0	100.0	
	% within PENDAPATAN	45.0%	55.0%	100.0%	

	% within REALITA	100.0%	100.0%	100.0%
	% of Total	45.0%	55.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.019 ^a	2	.601
Likelihood Ratio	1.035	2	.596
Linear-by-Linear Association	.769	1	.381
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.00.

PENDIDIKAN * PENDAPAT

Crosstab

		PENDAPAT		Total	
		1	2		
PENDIDIKAN	1	Count	2	30	24
		Expected Count	1.9	22.1	24.0
		% within PENDIDIKAN	8.3%	91.7%	100.0%
		% within PENDAPAT	25.0%	23.9%	24.0%
		% of Total	2.0%	22.0%	24.0%
2	Count	6	70	76	
	Expected Count	6.1	69.9	76.0	

	% within PENDIDIKAN	7.9%	92.1%	100.0%
	% within PENDAPAT	75.0%	76.1%	76.0%
	% of Total	6.0%	70.0%	76.0%
Total	Count	8	92	100
	Expected Count	8.0	92.0	100.0
	% within PENDIDIKAN	8.0%	92.0%	100.0%
	% within PENDAPAT	100.0%	100.0%	100.0%
	% of Total	8.0%	92.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	.005 ^a	1	.945		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.005	1	.945		
Fisher's Exact Test				1.000	.617
Linear-by-Linear Association	.005	1	.945		
N of Valid Cases	100				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.92.

b. Computed only for a 2x2 table

PENDIDIKAN * PENILAIAN

Crosstab

		PENILAIAN		
		1	2	Total
PENDIDIKAN 1	Count	6	24	24
	Expected Count	6.2	17.8	24.0
	% within PENDIDIKAN	25.0%	75.0%	100.0%
	% within PENILAIAN	23.1%	24.3%	24.0%
	% of Total	6.0%	18.0%	24.0%
2	Count	20	76	76
	Expected Count	19.8	56.2	76.0
	% within PENDIDIKAN	26.3%	73.7%	100.0%
	% within PENILAIAN	76.9%	75.7%	76.0%
	% of Total	20.0%	56.0%	76.0%
Total	Count	26	74	100
	Expected Count	26.0	74.0	100.0
	% within PENDIDIKAN	26.0%	74.0%	100.0%
	% within PENILAIAN	100.0%	100.0%	100.0%
	% of Total	26.0%	74.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	.016 ^a	1	.898		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.017	1	.898		
Fisher's Exact Test				1.000	.564
Linear-by-Linear Association	.016	1	.899		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.24.

b. Computed only for a 2x2 table

PENDIDIKAN * ARGUMENTASI

Crosstab

		ARGUMENTASI		Total	
		1	2		
PENDIDIKAN	1	Count	9	15	24
		Expected Count	4.8	19.2	24.0
		% within PENDIDIKAN	37.5%	62.5%	100.0%
		% within ARGUMENTASI	45.0%	18.8%	24.0%
		% of Total	9.0%	15.0%	24.0%
2	Count	11	85	76	
	Expected Count	15.2	60.8	76.0	

	% within PENDIDIKAN	14.5%	85.5%	100.0%
	% within ARGUMENTASI	55.0%	81.3%	76.0%
	% of Total	11.0%	65.0%	76.0%
Total	Count	20	80	100
	Expected Count	20.0	80.0	100.0
	% within PENDIDIKAN	20.0%	80.0%	100.0%
	% within ARGUMENTASI	100.0%	100.0%	100.0%
	% of Total	20.0%	80.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	6.044 ^a	1	.014		
Continuity Correction ^b	4.691	1	.030		
Likelihood Ratio	5.478	1	.019		
Fisher's Exact Test				.020	.018
Linear-by-Linear Association	5.984	1	.014		
N of Valid Cases	100				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.80.

b. Computed only for a 2x2 table

PENDIDIKAN * REALITA

Crosstab

			REALITA		Total
			1	2	
PENDIDIKAN	1	Count	17	12	24
		Expected Count	10.8	13.2	24.0
		% within PENDIDIKAN	70.8%	29.2%	100.0%
		% within REALITA	37.8%	12.7%	24.0%
		% of Total	17.0%	7.0%	24.0%
2	Count	28	88	76	
	Expected Count	34.2	41.8	76.0	
	% within PENDIDIKAN	36.8%	63.2%	100.0%	
	% within REALITA	62.2%	87.3%	76.0%	
	% of Total	28.0%	48.0%	76.0%	
Total	Count	45	55	100	
	Expected Count	45.0	55.0	100.0	
	% within PENDIDIKAN	45.0%	55.0%	100.0%	
	% within REALITA	100.0%	100.0%	100.0%	
	% of Total	45.0%	55.0%	100.0%	

Chi-Square Tests

Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)

Pearson Chi-Square	8.515 ^a	1	.004		
Continuity Correction ^b	7.197	1	.007		
Likelihood Ratio	8.620	1	.003		
Fisher's Exact Test				.005	.004
Linear-by-Linear Association	8.430	1	.004		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.80.

b. Computed only for a 2x2 table

CORRELATIONS

/VARIABLES=PENDAPAT PENILAIAN ARGUMENTASI REALITA USIA PENDAPATAN
PENDIDIKAN

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

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