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**SURAT KETERANGAN**

No. 05/DP/TMM/IV/2004

PT. Tirtamas Megah Temanggung dengan ini menerangkan :

Nama : Ajeng Retno Wardani  
No. Mhs. : 00311056

Adalah benar mahasiswa Fakultas Ekonomi Jurusan Manajemen Universitas Islam Indonesia (UII) Yogyakarta yang telah selesai melaksanakan penelitian di PT. Tirtamas Megah Temanggung terhitung mulai tanggal 20 Januari - 3 April 2004.

Demikian Surat Keterangan ini kami buat untuk dapat dipergunakan sebagaimana mestinya.

Temanggung, 6 April 2004

Personalia  
  
SUHARTONO  
Kasie

## **Kuisisioner / Angket**

*Assalamuallaikum wr. wb.*

Dalam rangka penyusunan skripsi yang berjudul “ **Analisis Hubungan Karakteristik Konsumen Terhadap Penilaian Atribut Produk Dan Keputusan Pembelian Air Mineral Total Pada PT. Tirtamas Megah Teemanggung** “ maka peneliti memintaa bantuan Bapak/ Ibu/ Saudara untuk mengisi lembar pertanyaan yang berhubungan dengan penilaian Baapak/ Ibu/ Saudara terhadap produk air mineral Total

Atas bantuan Bapak/ Ibu/ Saudara, peneliti mengucapkan terima kasih yang sebesar- besarnya.

*Wassalamualaikum wr.wb.*

Hormat Kami

Ajeng Retno Wardani

**Petunjuk pengisian**

Jawablah pertanyaan dibawah ini dengan memberikan tanda silang ( X ) pada alternative jawaban yang sesuai dengan pilihan anda.

**I. Identitas responden**

Nama :  
Alamat :

**II. Karakteristik responden**

1. Umur

- a. 18 tahun – 23 tahun
- b. 24 tahun – 29 tahun
- c. > 29 tahun

2. Pendapatan anda dalam satu bulan

- a. Rp 200.000 – Rp 600.000
- b. RP 700.000 – Rp 1.100.000
- c. > Rp 1.200.000

3. Perkerjaan anda sekarang

- a. Mahasiswa
- b. Pegawai negeri
- c. Pegawai swasta

**III. Penilaian minat responden terhadap produk air mineral total**

Keterangan :

- STS = Sangat Tidak Setuju
- TS = Tidak Setuju
- N = Netral
- S = Setuju
- SS = Sangat Setuju

**A. Harga**

	STS 1	TS 2	N 3	S 4	SS 5
1. Menurut penilaian Anda produk air mineral TOTAL memiliki harga jual yang murah					
2. Anda Memutuskan membeli produk air mineral TOTAL karena mempunyai harga yang murah					

**B. Kualitas**

	STS 1	TS 2	N 3	S 4	SS 5
1. Menurut Penilaian Anda kebersihan air mineral TOTAL sudah sesuai dengan standar untuk air yang siap dikonsumsi dan Air mineral total mempunyai kandungan mineral yang tinggi serta rasa yang segar					
2. Anda memutuskan membeli produk air mineral TOTAL karena mempunyai kualitas kebersihan yang bagus serta kandungan mineral yang tinggi					

**C. Kemasan**

	STS 1	TS 2	N 3	S 4	SS 5
1. Menurut Penilaian Anda Kemasan produk air mineral TOTAL cukup bervariasi ukurannya dan menarik					
2. Anda memutuskan membeli produk air mineral TOTAL karena kemasan yang menarik dan banyak variasi ukurannya					

## REKAPITULASI DATA PENELITIAN 120 RESPONDEN

NO	KARAKTERISTIK			HARGA		KUALITAS		KEMASAN	
	Usla	Pendapatan	Pekerjaan	P	KB	P	KB	P	KB
1	2	2	3	4	4	2	2	3	3
2	3	2	3	4	4	2	2	4	3
3	2	2	3	4	4	5	3	3	3
4	2	2	3	4	4	4	4	4	4
5	3	3	3	4	1	4	4	4	4
6	2	2	3	5	5	4	2	4	4
7	3	2	3	5	4	5	2	2	5
8	2	1	3	1	4	4	5	4	4
9	2	2	3	4	1	4	5	4	4
10	3	2	3	1	4	4	5	2	5
11	2	1	3	1	1	4	4	4	4
12	2	1	3	2	1	4	4	4	4
13	3	2	3	2	1	4	4	4	5
14	2	2	3	4	1	4	4	5	4
15	1	1	3	1	1	2	4	2	2
16	2	1	3	3	3	4	4	3	3
17	1	1	3	2	2	5	4	2	1
18	2	3	3	5	5	5	5	4	5
19	2	2	3	2	2	5	5	5	5
20	2	1	3	4	4	4	4	4	5
21	3	1	3	4	4	4	4	5	5
22	1	1	3	4	4	2	3	1	2
23	2	3	3	2	2	4	2	4	2
24	3	3	3	2	1	4	2	1	2
25	2	2	3	4	1	4	5	4	2
26	2	2	3	4	5	5	5	1	2
27	2	2	3	2	2	5	4	2	2
28	2	1	3	4	4	3	3	4	4
29	3	2	3	4	4	4	2	4	4
30	3	3	3	5	5	4	5	4	4
31	2	2	3	3	4	5	5	4	4
32	2	2	3	3	4	3	4	4	4
33	2	1	3	4	4	4	4	4	4
34	2	3	3	5	5	5	4	4	4
35	3	3	3	5	5	5	4	4	5
36	3	3	3	5	5	5	4	4	4
37	2	2	3	4	4	4	4	5	4
38	2	2	3	4	4	4	4	5	4
39	2	2	3	4	2	5	4	5	4
40	2	3	3	4	2	4	4	2	4
41	2	2	3	4	2	4	4	4	2
42	1	2	3	3	4	2	4	1	2
43	3	1	3	2	1	2	4	1	2
44	2	2	3	2	1	4	4	1	2
45	2	2	3	5	2	5	4	1	2
46	2	1	3	1	2	4	4	2	2
47	2	2	3	4	4	4	4	4	4
48	3	2	3	4	4	4	4	4	4
49	1	1	1	4	2	4	2	4	1
50	2	3	1	4	4	4	4	4	1

NO	KARAKTERISTIK			HARGA		KUALITAS		KEMASAN	
	Usia	Pendapatan	Pekerjaan	P	KB	P	KB	P	KB
51	1	1	1	1	2	4	3	1	1
52	1	1	1	3	1	4	1	1	1
53	1	1	1	2	2	4	2	2	2
54	2	3	1	4	5	4	2	4	5
55	1	1	1	4	1	5	3	2	1
56	1	1	1	4	5	5	4	2	2
57	1	1	1	5	5	4	2	2	2
58	1	1	1	4	2	4	2	3	1
59	1	1	1	2	2	4	4	2	2
60	1	1	1	4	4	4	2	2	2
61	1	1	1	4	4	4	2	2	4
62	1	1	1	2	4	5	2	3	4
63	1	2	1	4	4	2	4	4	2
64	1	1	1	4	2	4	3	3	2
65	1	1	1	2	2	4	3	3	2
66	1	1	1	4	1	4	4	4	2
67	1	1	1	3	5	4	2	2	2
68	1	3	1	4	2	4	4	2	2
69	2	1	1	2	2	4	4	4	5
70	2	1	1	2	1	4	3	4	5
71	1	1	1	2	2	5	5	4	2
72	1	1	1	4	1	4	4	4	2
73	2	2	1	4	5	4	3	5	5
74	1	1	1	4	4	4	5	4	4
75	2	2	2	2	1	4	4	4	5
76	3	2	2	2	1	4	2	4	5
77	3	2	2	4	4	5	5	4	5
78	2	2	2	4	4	4	1	4	5
79	3	3	2	4	5	4	2	4	5
80	2	2	2	5	4	4	4	4	5
81	1	1	1	5	4	4	2	2	3
82	1	1	1	5	4	4	4	3	3
83	1	1	1	4	4	4	1	5	4
84	1	1	1	5	5	4	2	3	4
85	1	1	1	4	5	5	3	4	4
86	2	3	1	4	4	3	2	4	4
87	2	2	2	4	4	5	5	2	2
88	2	2	2	4	5	5	5	2	2
89	2	2	2	4	4	2	2	4	2
90	2	2	2	4	4	4	4	4	2
91	2	2	2	4	2	4	4	2	2
92	2	2	2	4	2	4	5	4	5
93	2	2	2	5	4	5	5	4	4
94	3	2	2	4	1	4	2	4	4
95	2	2	2	5	4	4	4	5	4
96	2	2	2	4	4	4	4	4	4
97	1	3	1	5	5	2	2	2	2
98	1	2	1	4	5	4	5	4	2
99	3	2	2	4	4	4	4	2	2
100	2	2	2	4	4	4	5	2	2

NO	KARAKTERISTIK			HARGA		KUALITAS		KEMASAN	
	Usia	Pendapatan	Pekerjaan	P	KB	P	KB	P	KB
101	3	3	3	5	5	5	5	2	2
102	1	1	1	4	4	4	4	4	4
103	2	3	2	5	5	4	4	4	4
104	2	2	2	4	4	4	4	4	4
105	2	2	2	4	4	4	4	4	4
106	3	2	2	4	2	4	4	4	4
107	2	2	2	5	4	5	4	4	4
108	1	1	3	5	4	4	4	4	4
109	2	1	3	5	4	4	4	2	2
110	1	3	3	4	4	4	2	2	2
111	2	3	3	2	2	4	5	2	2
112	1	1	3	3	2	4	4	4	2
113	1	1	1	2	1	3	3	3	3
114	3	3	1	4	5	4	4	4	4
115	1	1	1	4	3	4	4	4	4
116	1	1	1	4	4	5	4	5	4
117	1	1	1	4	4	2	4	3	4
118	2	1	1	4	4	4	5	4	4
119	1	1	1	4	4	4	4	4	2
120	3	3	1	5	5	4	4	2	2

**Keterangan**

**Usia**

- 1 = 18 -23 tahun
- 2 = 24 - 29 tahun
- 3 = > 29 tahun

**Pendapatan**

- 1 = Rp.200.000 - 600.000
- 2 = Rp.700.000 - 1.100.000
- 3 = > Rp.1.200.000

**Pekerjaan**

- 1 = Mahasiswa
- 2 = Pegawai Negeri
- 3 = Pegawai Swasta



## Crosstabs

### Umur \* Penilaian Atribut Harga

Crosstab

			Penilaian Atribut Harga					Total
			STS	TS	N	S	SS	
Umur	18 - 23 tahun	Count	2	7	4	22	6	41
		% of Total	1.7%	5.8%	3.3%	18.3%	5.0%	34.2%
	24 - 29 tahun	Count	3	9	3	32	10	57
		% of Total	2.5%	7.5%	2.5%	26.7%	8.3%	47.5%
	> 29 tahun	Count	1	4		11	6	22
		% of Total	.8%	3.3%		9.2%	5.0%	18.3%
Total	Count	6	20	7	65	22	120	
	% of Total	5.0%	16.7%	5.8%	54.2%	18.3%	100.0%	

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.873 <sup>a</sup>	8	.868
Likelihood Ratio	4.872	8	.771
Linear-by-Linear Association	.515	1	.473
N of Valid Cases	120		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is 1.10.

#### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.177	.868
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Umur \* Keputusan Pembelian Karena Atribut harga

### Crosstab

			Keputusan Pembelian Karena Atribut harga					Total
			STS	TS	N	S	SS	
Umur	18 - 23 tahun	Count	6	11	1	16	7	41
		% of Total	5.0%	9.2%	.8%	13.3%	5.8%	34.2%
	24 - 29 tahun	Count	8	12	1	28	8	57
		% of Total	6.7%	10.0%	.8%	23.3%	6.7%	47.5%
	> 29 tahun	Count	6	1		6	7	22
		% of Total	5.0%	.8%		6.7%	5.8%	18.3%
Total		Count	20	24	2	52	22	120
		% of Total	16.7%	20.0%	1.7%	43.3%	18.3%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.610 <sup>a</sup>	8	.294
Likelihood Ratio	10.506	8	.231
Linear-by-Linear Association	.421	1	.517
N of Valid Cases	120		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .37.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.272	.294
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Umur \* Penilaian Atribut Kualitas

### Crosstab

			Penilaian Atribut Kualitas				Total
			TS	N	S	SS	
Umur	18 - 23 tahun	Count	6	1	27	7	41
		% of Total	5.0%	.8%	22.5%	5.8%	34.2%
	24 - 29 tahun	Count	2	3	39	13	57
		% of Total	1.7%	2.5%	32.5%	10.8%	47.5%
	> 29 tahun	Count	2		15	5	22
		% of Total	1.7%		12.5%	4.2%	18.3%
Total		Count	10	4	81	25	120
		% of Total	8.3%	3.3%	67.5%	20.8%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.477 <sup>a</sup>	6	.484
Likelihood Ratio	6.223	6	.399
Linear-by-Linear Association	1.473	1	.225
N of Valid Cases	120		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .73.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.209	.484
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Umur \* Keputusan Pembelian Karena Atribut Kualitas

Crosstab

			Keputusan Pembelian Karena Atribut Kualitas					Total
			STS	TS	N	S	SS	
Umur	18 - 23 tahun	Count	2	12	7	17	3	41
		% of Total	1.7%	10.0%	5.8%	14.2%	2.5%	34.2%
	24 - 29 tahun	Count	1	6	4	32	14	57
		% of Total	.8%	5.0%	3.3%	26.7%	11.7%	47.5%
	> 29 tahun	Count		7		11	4	22
		% of Total		5.8%		9.2%	3.3%	18.3%
Total		Count	3	25	11	60	21	120
		% of Total	2.5%	20.8%	9.2%	50.0%	17.5%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.372 <sup>a</sup>	8	.026
Likelihood Ratio	20.044	8	.010
Linear-by-Linear Association	3.765	1	.052
N of Valid Cases	120		

<sup>a</sup>. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .55.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.356	.026
N of Valid Cases		120	

<sup>a</sup>. Not assuming the null hypothesis.

<sup>b</sup>. Using the asymptotic standard error assuming the null hypothesis.

## Umur \* Penilaian Atribut Kemasan

Crosstab

			Penilaian Atribut Kemasan					Total
			STS	TS	N	S	SS	
Umur	18 - 23 tahun	Count	4	14	8	13	2	41
		% of Total	3.3%	11.7%	6.7%	10.8%	1.7%	34.2%
	24 - 29 tahun	Count	3	9	3	35	7	57
		% of Total	2.5%	7.5%	2.5%	29.2%	5.8%	47.5%
	> 29 tahun	Count	2	5		14	1	22
		% of Total	1.7%	4.2%		11.7%	.8%	18.3%
Total	Count	9	28	11	62	10	120	
	% of Total	7.5%	23.3%	9.2%	51.7%	8.3%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.782 <sup>a</sup>	8	.016
Likelihood Ratio	20.175	8	.010
Linear-by-Linear Association	4.004	1	.045
N of Valid Cases	120		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is 1.65.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.368	.016
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Umur \* Keputusan Pembelian Karena Atribut Kemasan

Crosstab

			Keputusan Pembelian Karena Atribut Kemasan					Total
			STS	TS	N	S	SS	
Umur	18 - 23 tahun	Count	6	21	3	11		41
		% of Total	5.0%	17.5%	2.5%	9.2%		34.2%
	24 - 29 tahun	Count	1	16	3	26	11	57
		% of Total	.8%	13.3%	2.5%	21.7%	9.2%	47.5%
	> 29 tahun	Count		5	1	8	8	22
		% of Total		4.2%	.8%	6.7%	6.7%	18.3%
Total		Count	7	42	7	45	19	120
		% of Total	5.8%	35.0%	5.8%	37.5%	15.8%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.446 <sup>a</sup>	8	.000
Likelihood Ratio	33.476	8	.000
Linear-by-Linear Association	21.988	1	.000
N of Valid Cases	120		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is 1.28.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.438	.000
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Pendapatan \* Penilaian Atribut Harga

Crosstab

			Penilaian Atribut Harga					Total
			STS	TS	N	S	SS	
Pendapatan	Rp.200.000 - Rp.600.000	Count	5	11	4	23	6	49
		% of Total	4.2%	9.2%	3.3%	19.2%	5.0%	40.8%
	Rp.700.000 - Rp.1.100.000	Count	1	6	3	33	7	50
		% of Total	.8%	5.0%	2.5%	27.5%	5.8%	41.7%
	> Rp.1.200.000	Count		3		9	9	21
		% of Total		2.5%		7.5%	7.5%	17.5%
Total	Count	6	20	7	65	22	120	
	% of Total	5.0%	16.7%	5.8%	54.2%	18.3%	100%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.648 <sup>a</sup>	8	.017
Likelihood Ratio	18.747	8	.016
Linear-by-Linear Association	9.936	1	.002
N of Valid Cases	120		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is 1.05.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.367	.017
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Pendapatan \* Keputusan Pembelian Karena Atribut harga

### Crosstab

			Keputusan Pembelian Karena Atribut harga					Total
			STS	TS	N	S	SS	
Pendapatan	Rp.200.000 - Rp.600.000	Count	10	12	2	20	5	49
		% of Total	8.3%	10.0%	1.7%	16.7%	4.2%	40.8%
	Rp.700.000 - Rp.1.100.000	Count	8	8		29	5	50
		% of Total	6.7%	6.7%		24.2%	4.2%	41.7%
	> Rp.1.200.000	Count	2	4		3	12	21
		% of Total	1.7%	3.3%		2.5%	10.0%	17.5%
Total	Count	20	24	2	52	22	120	
	% of Total	16.7%	20.0%	1.7%	43.3%	18.3%	100%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.425 <sup>a</sup>	8	.000
Likelihood Ratio	28.861	8	.000
Linear-by-Linear Association	6.453	1	.011
N of Valid Cases	120		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .35.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.461	.000
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.



## Pendapatan \* Penilaian Atribut Kualitas

Crosstab

			Penilaian Atribut Kualitas				Total
			TS	N	S	SS	
Pendapatan	Rp.200.000 - Rp.600.000	Count	4	2	36	7	49
		% of Total	3.3%	1.7%	30.0%	5.8%	40.8%
	Rp.700.000 - Rp.1.100.000	Count	5	1	31	13	50
		% of Total	4.2%	.8%	25.8%	10.8%	41.7%
	> Rp.1.200.000	Count	1	1	14	5	21
		% of Total	.8%	.8%	11.7%	4.2%	17.5%
Total	Count	10	4	81	25	120	
	% of Total	8.3%	3.3%	67.5%	20.8%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.191 <sup>a</sup>	6	.785
Likelihood Ratio	3.338	6	.765
Linear-by-Linear Association	.744	1	.388
N of Valid Cases	120		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .70.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.161	.785
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Pendapatan \* Keputusan Pembelian Karena Atribut Kualitas

Crosstab

			Keputusan Pembelian Karena Atribut Kualitas					Total
			STS	TS	N	S	SS	
Pendapatan	Rp.200.000 - Rp.600.000	Count	2	10	9	24	4	49
		% of Total	1.7%	8.3%	7.5%	20.0%	3.3%	40.8%
	Rp.700.000 - Rp.1.100.000	Count	1	8	2	28	13	50
		% of Total	.8%	6.7%	1.7%	21.7%	10.8%	41.7%
	> Rp.1.200.000	Count		7		10	4	21
		% of Total		5.8%		8.3%	3.3%	17.5%
Total		Count	3	25	11	60	21	120
		% of Total	2.5%	20.8%	9.2%	50.0%	17.5%	100%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.719 <sup>a</sup>	8	.047
Likelihood Ratio	17.596	8	.024
Linear-by-Linear Association	1.235	1	.267
N of Valid Cases	120		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .53.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.340	.047
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Pendapatan \* Penilaian Atribut Kemasan

Crosstab

			Penilaian Atribut Kemasan					Total
			STS	TS	N	S	SS	
Pendapatan	Rp.200.000 - Rp.600.000	Count	4	13	9	20	3	49
		% of Total	3.3%	10.8%	7.5%	16.7%	2.5%	40.8%
	Rp.700.000 - Rp.1.100.000	Count	4	8	2	29	7	50
		% of Total	3.3%	6.7%	1.7%	24.2%	5.8%	41.7%
	> Rp.1.200.000	Count	1	7		13		21
		% of Total	.8%	5.8%		10.8%		17.5%
Total		Count	9	28	11	62	10	120
		% of Total	7.5%	23.3%	9.2%	51.7%	8.3%	100%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.323 <sup>a</sup>	8	.038
Likelihood Ratio	19.165	8	.014
Linear-by-Linear Association	.662	1	.416
N of Valid Cases	120		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is 1.58.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.346	.038
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Pendapatan \* Keputusan Pembelian Karena Atribut Kemasan

Crosstab

			Keputusan Pembelian Karena Atribut Kemasan					Total
			STS	TS	N	S	SS	
Pendapatan	Rp.200.000 - Rp.600.000	Count	8	18	4	17	4	49
		% of Total	5.0%	15.0%	3.3%	14.2%	3.3%	40.8%
	Rp.700.000 - Rp.1.100.000	Count		16	3	20	11	50
		% of Total		13.3%	2.5%	16.7%	9.2%	41.7%
	> Rp.1.200.000	Count	1	8		8	4	21
		% of Total	.8%	6.7%		6.7%	3.3%	17.5%
Total		Count	7	42	7	45	19	120
		% of Total	5.8%	35.0%	5.8%	37.5%	15.8%	100%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.669 <sup>a</sup>	8	.167
Likelihood Ratio	15.184	8	.056
Linear-by-Linear Association	3.035	1	.082
N of Valid Cases	120		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is 1.23.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.298	.167
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Pekerjaan \* Penilaian Atribut Harga

Crosstab

			Penilaian Atribut Harga					Total
			STS	TS	N	S	SS	
Pekerjaan	Mahasiswa	Count	1	8	2	26	6	43
		% of Total	.8%	6.7%	1.7%	21.7%	5.0%	35.8%
	Pegawai Negeri	Count		2		16	5	23
		% of Total		1.7%		13.3%	4.2%	19.2%
	Pengawai Swasta	Count	5	10	5	23	11	54
		% of Total	4.2%	8.3%	4.2%	19.2%	9.2%	45.0%
Total		Count	6	20	7	65	22	120
		% of Total	5.0%	16.7%	5.8%	54.2%	18.3%	100%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.715 <sup>a</sup>	8	.218
Likelihood Ratio	13.025	8	.111
Linear-by-Linear Association	.650	1	.357
N of Valid Cases	120		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is 1.15.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.286	.218
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Pekerjaan \* Keputusan Pembelian Karena Atribut harga

Crosstab

			Keputusan Pembelian Karena Atribut harga					Total
			STS	TS	N	S	SS	
Pekerjaan	Mahasiswa	Count	6	10	1	15	11	43
		% of Total	5.0%	8.3%	.8%	12.5%	9.2%	35.8%
	Pegawai Negeri	Count	3	3		14	3	23
		% of Total	2.5%	2.5%		11.7%	2.5%	19.2%
	Pengawai Swasta	Count	11	11	1	23	8	54
		% of Total	9.2%	9.2%	.8%	19.2%	6.7%	45.0%
Total		Count	20	24	2	52	22	120
		% of Total	16.7%	20.0%	1.7%	43.3%	18.3%	100%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.406 <sup>a</sup>	8	.602
Likelihood Ratio	6.636	8	.576
Linear-by-Linear Association	.750	1	.387
N of Valid Cases	120		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .38.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.225	.602
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Pekerjaan \* Penilaian Atribut Kualitas

Crosstab

			Penilaian Atribut Kualitas				Total
			TS	N	S	SS	
Pekerjaan	Mahasiswa	Count	3	2	32	6	43
		% of Total	2.5%	1.7%	26.7%	5.0%	35.8%
	Pegawai Negeri	Count	1		17	5	23
		% of Total	.8%		14.2%	4.2%	19.2%
	Pengawai Swasta	Count	6	2	32	14	54
		% of Total	5.0%	1.7%	26.7%	11.7%	45.0%
Total		Count	10	4	81	25	120
		% of Total	8.3%	3.3%	67.5%	20.8%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.693 <sup>a</sup>	6	.584
Likelihood Ratio	5.576	6	.472
Linear-by-Linear Association	.065	1	.798
N of Valid Cases	120		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .77.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.194	.584
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Pekerjaan \* Keputusan Pembelian Karena Atribut Kualitas

Crosstab

			Keputusan Pembelian Karena Atribut Kualitas					Total
			STS	TS	N	S	SS	
Pekerjaan	Mahasiswa	Count	2	13	8	16	4	43
		% of Total	1.7%	10.8%	6.7%	13.3%	3.3%	35.8%
	Pegawai Negeri	Count	1	4		12	6	23
		% of Total	.8%	3.3%		10.0%	5.0%	19.2%
	Pengawai Swasta	Count		8	3	32	11	54
		% of Total		6.7%	2.5%	26.7%	9.2%	45.0%
Total		Count	3	25	11	60	21	120
		% of Total	2.5%	20.8%	9.2%	50.0%	17.5%	100%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.837 <sup>a</sup>	8	.024
Likelihood Ratio	20.210	8	.010
Linear-by-Linear Association	9.416	1	.002
N of Valid Cases	120		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .57.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.358	.024
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.



## Pekerjaan \* Penilaian Atribut Kemasan

Crosstab

			Penilaian Atribut Kemasan					Total
			STS	TS	N	S	SS	
Pekerjaan	Mahasiswa	Count	2	12	8	18	3	43
		% of Total	1.7%	10.0%	6.7%	15.0%	2.5%	35.8%
	Pegawai Negeri	Count		5		17	1	23
		% of Total		4.2%		14.2%	.8%	19.2%
	Pengawai Swasta	Count	7	11	3	27	6	54
		% of Total	5.8%	9.2%	2.5%	22.5%	5.0%	45.0%
Total		Count	9	28	11	62	10	120
		% of Total	7.5%	23.3%	9.2%	51.7%	8.3%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.074 <sup>a</sup>	8	.041
Likelihood Ratio	18.583	8	.017
Linear-by-Linear Association	.058	1	.809
N of Valid Cases	120		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is 1.73.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.344	.041
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Pekerjaan \* Keputusan Pembelian Karena Atribut Kemasan

Crosstab

			Keputusan Pembelian Karena Atribut Kemasan					Total
			STS	TS	N	S	SS	
Pekerjaan	Mahasiswa	Count	6	17	3	13	4	43
		% of Total	5.0%	14.2%	2.5%	10.8%	3.3%	35.8%
	Pegawai Negeri	Count		7		9	7	23
		% of Total		5.8%		7.5%	5.8%	19.2%
	Pegawai Swasta	Count	1	18	4	23	8	54
		% of Total	.8%	15.0%	3.3%	19.2%	6.7%	45.0%
Total		Count	7	42	7	45	19	120
		% of Total	5.8%	35.0%	5.8%	37.5%	15.8%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.056 <sup>a</sup>	8	.058
Likelihood Ratio	16.438	8	.037
Linear-by-Linear Association	4.032	1	.045
N of Valid Cases	120		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is 1.34.

### Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.334	.058
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

