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Lampiran I

Uji Validitas Pertanyaan pada Produk Avanza

****** Method 1 (space saver) will be used for this analysis ******

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
AVA_1	18.4200	7.2282	.4449	.6745
AVA_2	18.3800	7.2200	.4927	.6628
AVA_3	18.6000	6.8980	.4114	.6876
AVA_4	18.7400	7.5024	.4753	.6692
AVA_5	18.8600	7.6331	.5299	.6623
AVA_6	18.6400	7.7453	.3165	.7070
AVA_7	18.6800	7.6914	.3505	.6979

Reliability Coefficients

N of Cases = 50.0 N of Items = 7

Alpha = .7129

Lampiran II

Uji Validitas pada Produk Xenia

****** Method 1 (space saver) will be used for this analysis ******

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
XEN_1	19.7000	6.1327	.3490	.6816
XEN_2	19.4600	6.4576	.4006	.6573
XEN_3	19.6800	6.8751	.3025	.6834
XEN_4	19.4800	6.4996	.4193	.6520
XEN_5	19.2000	6.6122	.4976	.6359
XEN_6	19.5400	6.7433	.4220	.6527
XEN_7	19.7400	6.8086	.4946	.6407

Reliability Coefficients

N of Cases = 50.0 N of Items = 7

Alpha = .6913

Lampiran III

Hasil Analisis Chi Square Karakeristik Konsumen dengan Atribut Produk Avanza

Jenis Kelamin * Penampilan (Avanza)

Crosstab

Count

		Penampilan (Avanza)				
		STS	TS	S	SS	Total
Jenis Kelamin	Pria	1	2	14	15	32
	Wanita		2	7	9	18
Total		1	4	21	24	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.991[a]	3	.803
Likelihood Ratio	1.308	3	.727
Linear-by-Linear Association	.045	1	.832
N of Valid Cases	50		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .36.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.139	.803
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Penampilan (Avanza)

Crosstab

Count

		Penampilan (Avanza)				Total
		STS	TS	S	SS	
Pendapatan	< Rp.2.500.000	1	2	3	2	8
	Rp.2.500.0000 - 3.500.000			10	6	16
	> Rp.3.500.000		2	8	16	26
Total		1	4	21	24	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.085[a]	6	.029
Likelihood Ratio	12.737	6	.047
Linear-by-Linear Association	6.323	1	.012
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .16.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.469	.029
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Performa (Avanza)

Crosstab

Count

		Performa (Avanza)			Total
		TS	S	SS	
Pendapatan	< Rp.2.500.000		1	7	8
	Rp.2.500.0000 - 3.500.000	1	12	3	16
	> Rp.3.500.000	2	11	13	26
Total		3	24	23	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.980[a]	4	.027
Likelihood Ratio	12.104	4	.017
Linear-by-Linear Association	1.013	1	.314
N of Valid Cases	50		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .48.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.424	.027
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Merek (Avanza)

Crosstab

Count

		Merek (Avanza)				Total
		STS	TS	S	SS	
Pendapatan	< Rp.2.500.000		2	3	3	8
	Rp.2.500.0000 - 3.500.000	1	5	4	6	16
	> Rp.3.500.000		7	14	5	26
Total		1	14	21	14	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.718[a]	6	.456
Likelihood Ratio	6.003	6	.423
Linear-by-Linear Association	.290	1	.590
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .16.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.320	.456
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Aksesoris (Avanza)

Crosstab

Count

		Aksesoris (Avanza)			
		TS	S	SS	Total
Pendapatan	< Rp.2.500.000	3	5		8
	Rp.2.500.0000 - 3.500.000	4	11	1	16
	> Rp.3.500.000	3	15	8	26
Total		10	31	9	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.574[a]	4	.108
Likelihood Ratio	8.913	4	.063
Linear-by-Linear Association	6.556	1	.010
N of Valid Cases	50		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is 1.44.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.363	.108
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Harga (Avanza)

Crosstab

Count

		Harga (Avanza)				Total
		STS	TS	S	SS	
Pendapatan	< Rp.2.500.000		4	1	3	8
	Rp.2.500.0000 - 3.500.000	1	5	7	3	16
	> Rp.3.500.000		5	4	17	26
Total		1	14	12	23	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.960[a]	6	.044
Likelihood Ratio	13.148	6	.041
Linear-by-Linear Association	4.886	1	.027
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .16.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.454	.044
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Promosi (Avanza)

Crosstab

Count

		Promosi (Avanza)			Total
		TS	S	SS	
Pendapatan	< Rp.2.500.000	3	4	1	8
	Rp.2.500.0000 - 3.500.000	4	11	1	16
	> Rp.3.500.000	4	17	5	26
Total		11	32	7	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.973[a]	4	.562
Likelihood Ratio	3.024	4	.554
Linear-by-Linear Association	1.985	1	.159
N of Valid Cases	50		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is 1.12.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.237	.562
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Pelayanan (Avanza)

Crosstab

Count

		Pelayanan (Avanza)			Total
		TS	S	SS	
Pendapatan	< Rp.2.500.000	1	5	2	8
	Rp.2.500.0000 - 3.500.000	4	10	2	16
	> Rp.3.500.000	6	9	11	26
Total		11	24	15	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.442[a]	4	.245
Likelihood Ratio	5.832	4	.212
Linear-by-Linear Association	.454	1	.500
N of Valid Cases	50		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is 1.76.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.313	.245
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Performa (Avanza)

Crosstab

Count

		Performa (Avanza)			Total
		TS	S	SS	
Jenis Kelamin	Pria	2	18	12	32
	Wanita	1	6	11	18
Total		3	24	23	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.666[a]	2	.264
Likelihood Ratio	2.689	2	.261
Linear-by-Linear Association	1.853	1	.173
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.08.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.225	.264
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Merek (Avanza)

Crosstab

Count

		Merek (Avanza)				Total
		STS	TS	S	SS	
Jenis Kelamin	Pria		9	12	11	32
	Wanita	1	5	9	3	18
Total		1	14	21	14	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.497[a]	3	.321
Likelihood Ratio	3.862	3	.277
Linear-by-Linear Association	1.434	1	.231
N of Valid Cases	50		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .36.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.256	.321
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Aksesoris (Avanza)

Crosstab

Count

		Aksesoris (Avanza)			Total
		TS	S	SS	
Jenis Kelamin	Pria	7	21	4	32
	Wanita	3	10	5	18
Total		10	31	9	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.838[a]	2	.399
Likelihood Ratio	1.774	2	.412
Linear-by-Linear Association	1.248	1	.264
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 3.24.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.188	.399
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Harga (Avanza)

Crosstab

Count

		Harga (Avanza)				Total
		STS	TS	S	SS	
Jenis Kelamin	Pria	1	9	7	15	32
	Wanita		5	5	8	18
Total		1	14	12	23	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.745[a]	3	.863
Likelihood Ratio	1.072	3	.784
Linear-by-Linear Association	.024	1	.876
N of Valid Cases	50		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .36.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.121	.863
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Promosi (Avanza)

Crosstab

Count

		Promosi (Avanza)			Total
		TS	S	SS	
Jenis Kelamin	Pria	9	17	6	32
	Wanita	2	15	1	18
Total		11	32	7	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.591[a]	2	.101
Likelihood Ratio	4.933	2	.085
Linear-by-Linear Association	.047	1	.829
N of Valid Cases	50		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 2.52.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.290	.101
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Pelayanan (Avanza)

Crosstab

Count

		Pelayanan (Avanza)			
		TS	S	SS	Total
Jenis Kelamin	Pria	8	14	10	32
	Wanita	3	10	5	18
Total		11	24	15	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.744[a]	2	.689
Likelihood Ratio	.754	2	.686
Linear-by-Linear Association	.052	1	.820
N of Valid Cases	50		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.96.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.121	.689
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Penampilan (Avanza)

Crosstab

Count

		Penampilan (Avanza)				Total
		STS	TS	S	SS	
Umur	23 - 30 th	1	2	3		6
	31 - 40 th			3	9	12
	41 - 50 th		2	15	15	32
Total		1	4	21	24	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.038[a]	6	.004
Likelihood Ratio	17.511	6	.008
Linear-by-Linear Association	4.578	1	.032
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .12.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.525	.004
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Performa (Avanza)

Crosstab

Count

		Performa (Avanza)			Total
		TS	S	SS	
Umur	23 - 30 th			6	6
	31 - 40 th	2	7	3	12
	41 - 50 th	1	17	14	32
Total		3	24	23	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.388[a]	4	.023
Likelihood Ratio	13.216	4	.010
Linear-by-Linear Association	1.285	1	.257
N of Valid Cases	50		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .36.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.431	.023
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Merek (Avanza)

Crosstab

Count

		Merek (Avanza)				Total
		STS	TS	S	SS	
Umur	23 - 30 th		1	2	3	6
	31 - 40 th	1	5	4	2	12
	41 - 50 th		8	15	9	32
Total		1	14	21	14	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.436[a]	6	.376
Likelihood Ratio	5.983	6	.425
Linear-by-Linear Association	.000	1	.992
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .12.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.338	.376
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Aksesoris (Avanza)

Crosstab

Count

		Aksesoris (Avanza)			Total
		TS	S	SS	
Umur	23 - 30 th	3	3		6
	31 - 40 th	2	9	1	12
	41 - 50 th	5	19	8	32
Total		10	31	9	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.149[a]	4	.188
Likelihood Ratio	6.507	4	.164
Linear-by-Linear Association	4.483	1	.034
N of Valid Cases	50		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is 1.08.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.331	.188
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Harga (Avanza)

Crosstab

Count

		Harga (Avanza)				Total
		STS	TS	S	SS	
Umur	23 - 30 th		2	1	3	6
	31 - 40 th		4	1	7	12
	41 - 50 th	1	8	10	13	32
Total		1	14	12	23	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.529[a]	6	.740
Likelihood Ratio	4.201	6	.649
Linear-by-Linear Association	.135	1	.714
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .12.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.257	.740
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Promosi (Avanza)

Crosstab

Count

		Promosi (Avanza)			Total
		TS	S	SS	
Umur	23 - 30 th	3	3		6
	31 - 40 th	1	10	1	12
	41 - 50 th	7	19	6	32
Total		11	32	7	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.780[a]	4	.216
Likelihood Ratio	6.320	4	.176
Linear-by-Linear Association	1.885	1	.170
N of Valid Cases	50		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .84.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.322	.216
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Pelayanan (Avanza)

Crosstab

Count

		Pelayanan (Avanza)			Total
		TS	S	SS	
Umur	23 - 30 th	1	4	1	6
	31 - 40 th	3	6	3	12
	41 - 50 th	7	14	11	32
Total		11	24	15	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.353[a]	4	.852
Likelihood Ratio	1.379	4	.848
Linear-by-Linear Association	.287	1	.592
N of Valid Cases	50		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is 1.32.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.162	.852
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Penampilan (Avanza)

Crosstab

Count

		Penampilan (Avanza)				Total
		STS	TS	S	SS	
Pekerjaan	Mahasiswa	1	2	3	1	7
	Pegawai Negeri			1	2	3
	Karyawan Swasta			6	9	15
	Wiraswasta		2	10	11	23
	Ibu Rumah Tangga			1	1	2
Total		1	4	21	24	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.898[a]	12	.307
Likelihood Ratio	12.380	12	.416
Linear-by-Linear Association	4.159	1	.041
N of Valid Cases	50		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .04.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.466	.307
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Performa (Avanza)

Crosstab

Count

		Performa (Avanza)			
		TS	S	SS	Total
Pekerjaan	Mahasiswa		1	6	7
	Pegawai Negeri		2	1	3
	Karyawan Swasta		9	6	15
	Wiraswasta	3	11	9	23
	Ibu Rumah Tangga		1	1	2
Total		3	24	23	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.714[a]	8	.367
Likelihood Ratio	9.970	8	.267
Linear-by-Linear Association	3.675	1	.055
N of Valid Cases	50		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .12.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.385	.367
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Merek (Avanza)

Crosstab

Count

		Merek (Avanza)				Total
		STS	TS	S	SS	
Pekerjaan	Mahasiswa		2	2	3	7
	Pegawai Negeri		1		2	3
	Karyawan Swasta		5	7	3	15
	Wiraswasta	1	6	10	6	23
	Ibu Rumah Tangga			2		2
Total		1	14	21	14	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.287[a]	12	.762
Likelihood Ratio	10.129	12	.605
Linear-by-Linear Association	.541	1	.462
N of Valid Cases	50		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .04.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.377	.762
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Aksesoris (Avanza)

Crosstab

Count

		Aksesoris (Avanza)			
		TS	S	SS	Total
Pekerjaan	Mahasiswa	3	4		7
	Pegawai Negeri		3		3
	Karyawan Swasta	2	11	2	15
	Wiraswasta	5	11	7	23
	Ibu Rumah Tangga		2		2
Total		10	31	9	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.761[a]	8	.282
Likelihood Ratio	12.048	8	.149
Linear-by-Linear Association	2.893	1	.089
N of Valid Cases	50		

a. 13 cells (86.7%) have expected count less than 5. The minimum expected count is .36.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.404	.282
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Harga (Avanza)

Crosstab

Count

		Harga (Avanza)				Total
		STS	TS	S	SS	
Pekerjaan	Mahasiswa		3	1	3	7
	Pegawai Negeri			1	2	3
	Karyawan Swasta		4	3	8	15
	Wiraswasta	1	6	6	10	23
	Ibu Rumah Tangga		1	1		2
Total		1	14	12	23	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.461[a]	12	.941
Likelihood Ratio	7.320	12	.836
Linear-by-Linear Association	.236	1	.627
N of Valid Cases	50		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .04.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.314	.941
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Promosi (Avanza)

Crosstab

Count

		Promosi (Avanza)			Total
		TS	S	SS	
Pekerjaan	Mahasiswa	3	3	1	7
	Pegawai Negeri	2		1	3
	Karyawan Swasta	2	12	1	15
	Wiraswasta	4	15	4	23
	Ibu Rumah Tangga		2		2
Total		11	32	7	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.545[a]	8	.229
Likelihood Ratio	11.879	8	.157
Linear-by-Linear Association	1.554	1	.213
N of Valid Cases	50		

a. 12 cells (80.0%) have expected count less than 5. The minimum expected count is .28.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.417	.229
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Lampiran IV
Hasil Analisis Chi Square Karakteristik Responden dengan Atribut Produk Xenia

Jenis Kelamin * Penampilan (Xenia)

Crosstab

Count

		Penampilan (Xenia)				Total
		STS	TS	S	SS	
Jenis Kelamin	Pria	1	6	16	5	28
	Wanita	1	7	8	6	22
Total		2	13	24	11	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.145[a]	3	.543
Likelihood Ratio	2.165	3	.539
Linear-by-Linear Association	.016	1	.898
N of Valid Cases	50		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .88.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.203	.543
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Performa (Xenia)

Crosstab

Count

		Performa (Xenia)				Total
		STS	TS	S	SS	
Jenis Kelamin	Pria	3	9	12	4	28
	Wanita	1	8	9	4	22
Total		4	17	21	8	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.779[a]	3	.855
Likelihood Ratio	.814	3	.846
Linear-by-Linear Association	.247	1	.619
N of Valid Cases	50		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.76.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.124	.855
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Merek (Xenia)

Crosstab

Count

		Merek (Xenia)			Total
		TS	S	SS	
Jenis Kelamin	Pria	10	14	4	28
	Wanita	8	7	7	22
Total		18	21	11	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.693[a]	2	.260
Likelihood Ratio	2.708	2	.258
Linear-by-Linear Association	.614	1	.433
N of Valid Cases	50		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.84.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.226	.260
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Aksesoris (Xenia)

Crosstab

Count

		Aksesoris (Xenia)				Total
		STS	TS	S	SS	
Jenis Kelamin	Pria	2	8	8	10	28
	Wanita		3	8	11	22
Total		2	11	16	21	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.653[a]	3	.301
Likelihood Ratio	4.457	3	.216
Linear-by-Linear Association	2.909	1	.088
N of Valid Cases	50		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .88.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.261	.301
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Harga (Xenia)

Crosstab

Count

		Harga (Xenia)			Total
		TS	S	SS	
Jenis Kelamin	Pria	2	14	12	28
	Wanita	1	11	10	22
Total		3	25	22	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.157[a]	2	.924
Likelihood Ratio	.161	2	.923
Linear-by-Linear Association	.092	1	.762
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.32.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.056	.924
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Promosi (Xenia)

Crosstab

Count

		Promosi (Xenia)			Total
		TS	S	SS	
Jenis Kelamin	Pria	1	18	9	28
	Wanita	2	11	9	22
Total		3	29	18	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.322[a]	2	.516
Likelihood Ratio	1.325	2	.516
Linear-by-Linear Association	.039	1	.844
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.32.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.160	.516
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Pelayanan (Xenia)

Crosstab

Count

		Pelayanan (Xenia)				Total
		STS	TS	S	SS	
Jenis Kelamin	Pria	3	7	12	6	28
	Wanita		12	9	1	22
Total		3	19	21	7	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.707[a]	3	.052
Likelihood Ratio	9.161	3	.027
Linear-by-Linear Association	1.197	1	.274
N of Valid Cases	50		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.32.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.365	.052
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Penampilan (Xenia)

Crosstab

Count

		Penampilan (Xenia)				Total
		STS	TS	S	SS	
Umur	23 - 30 th	1	5	4	3	13
	31 - 40 th		3	8	3	14
	41 - 50 th	1	5	12	5	23
Total		2	13	24	11	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.201[a]	6	.783
Likelihood Ratio	3.683	6	.719
Linear-by-Linear Association	.472	1	.492
N of Valid Cases	50		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .52.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.245	.783
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Performa (Xenia)

Crosstab

Count

		Performa (Xenia)				Total
		STS	TS	S	SS	
Umur	23 - 30 th	1	3	6	3	13
	31 - 40 th	1	4	9		14
	41 - 50 th	2	10	6	5	23
Total		4	17	21	8	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.430[a]	6	.283
Likelihood Ratio	9.571	6	.144
Linear-by-Linear Association	.530	1	.466
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is 1.04.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.360	.283
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Merek (Xenia)

Crosstab

Count

		Merek (Xenia)			Total
		TS	S	SS	
Umur	23 - 30 th	8	1	4	13
	31 - 40 th	4	9	1	14
	41 - 50 th	6	11	6	23
Total		18	21	11	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.716[a]	4	.030
Likelihood Ratio	12.468	4	.014
Linear-by-Linear Association	1.500	1	.221
N of Valid Cases	50		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 2.86.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.420	.030
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Aksesoris (Xenia)

Crosstab

Count

		Aksesoris (Xenia)				Total
		STS	TS	S	SS	
Umur	23 - 30 th		1	2	10	13
	31 - 40 th			6	8	14
	41 - 50 th	2	10	8	3	23
Total		2	11	16	21	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.284[a]	6	.001
Likelihood Ratio	26.552	6	.000
Linear-by-Linear Association	16.490	1	.000
N of Valid Cases	50		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .52.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.555	.001
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Harga (Xenia)

Crosstab

Count

		Harga (Xenia)			Total
		TS	S	SS	
Umur	23 - 30 th		8	5	13
	31 - 40 th		8	6	14
	41 - 50 th	3	9	11	23
Total		3	25	22	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.726[a]	4	.317
Likelihood Ratio	5.879	4	.208
Linear-by-Linear Association	.052	1	.820
N of Valid Cases	50		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .78.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.294	.317
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Promosi (Xenia)

Crosstab

Count

		Promosi (Xenia)			Total
		TS	S	SS	
Umur	23 - 30 th	1	6	6	13
	31 - 40 th	2	12		14
	41 - 50 th		11	12	23
Total		3	29	18	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.707[a]	4	.013
Likelihood Ratio	18.243	4	.001
Linear-by-Linear Association	1.398	1	.237
N of Valid Cases	50		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .78.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.450	.013
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Umur * Pelayanan (Xenia)

Crosstab

Count

		Pelayanan (Xenia)				
		STS	TS	S	SS	Total
Umur	23 - 30 th		5	7	1	13
	31 - 40 th	1	7	6		14
	41 - 50 th	2	7	8	6	23
Total		3	19	21	7	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.418[a]	6	.284
Likelihood Ratio	9.663	6	.140
Linear-by-Linear Association	.309	1	.578
N of Valid Cases	50		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .78.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.359	.284
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Pelayanan (Avanza)

Crosstab

Count

		Pelayanan (Avanza)			Total
		TS	S	SS	
Pekerjaan	Mahasiswa	3	4		7
	Pegawai Negeri			3	3
	Karyawan Swasta	2	5	8	15
	Wiraswasta	4	15	4	23
	Ibu Rumah Tangga	2			2
Total		11	24	15	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.465[a]	8	.002
Likelihood Ratio	25.186	8	.001
Linear-by-Linear Association	.103	1	.748
N of Valid Cases	50		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .44.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.573	.002
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Penampilan (Xenia)

Crosstab

Count

		Penampilan (Xenia)				Total
		STS	TS	S	SS	
Pendapatan	< Rp.2.500.000	1	2	4	9	16
	Rp.2.500.0000 - 3.500.000		6	12	2	20
	> Rp.3.500.000	1	5	8		14
Total		2	13	24	11	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.629[a]	6	.005
Likelihood Ratio	20.685	6	.002
Linear-by-Linear Association	7.844	1	.005
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .56.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.521	.005
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Performa (Xenia)

Crosstab

Count

		Performa (Xenia)				Total
		STS	TS	S	SS	
Pendapatan	< Rp.2.500.000	1	4	7	4	16
	Rp.2.500.0000 - 3.500.000	3	8	9		20
	> Rp.3.500.000		5	5	4	14
Total		4	17	21	8	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.590[a]	6	.198
Likelihood Ratio	12.311	6	.055
Linear-by-Linear Association	.005	1	.945
N of Valid Cases	50		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is 1.12.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.383	.198
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Merek (Xenia)

Crosstab

Count

		Merek (Xenia)			Total
		TS	S	SS	
Pendapatan	< Rp.2.500.000	8	6	2	16
	Rp.2.500.0000 - 3.500.000	7	9	4	20
	> Rp.3.500.000	3	6	5	14
Total		18	21	11	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.714[a]	4	.446
Likelihood Ratio	3.695	4	.449
Linear-by-Linear Association	3.483	1	.062
N of Valid Cases	50		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 3.08.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.263	.446
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Aksesoris (Xenia)

Crosstab

Count

		Aksesoris (Xenia)				
		STS	TS	S	SS	Total
Pendapatan	< Rp.2.500.000	1	2	2	11	16
	Rp.2.500.0000 - 3.500.000		5	7	8	20
	> Rp.3.500.000	1	4	7	2	14
Total		2	11	16	21	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.041[a]	6	.087
Likelihood Ratio	12.650	6	.049
Linear-by-Linear Association	4.827	1	.028
N of Valid Cases	50		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .56.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.425	.087
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Harga (Xenia)

Crosstab

Count

		Harga (Xenia)			Total
		TS	S	SS	
Pendapatan	< Rp.2.500.000	1	10	5	16
	Rp.2.500.0000 - 3.500.000	1	9	10	20
	> Rp.3.500.000	1	6	7	14
Total		3	25	22	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.678[a]	4	.795
Likelihood Ratio	1.707	4	.789
Linear-by-Linear Association	.702	1	.402
N of Valid Cases	50		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .84.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.180	.795
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Promosi (Xenia)

Crosstab

Count

		Promosi (Xenia)			
		TS	S	SS	Total
Pendapatan	< Rp.2.500.000	2	7	7	16
	Rp.2.500.0000 - 3.500.000	1	13	6	20
	> Rp.3.500.000		9	5	14
Total		3	29	18	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.292[a]	4	.510
Likelihood Ratio	3.901	4	.420
Linear-by-Linear Association	.036	1	.850
N of Valid Cases	50		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .84.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.249	.510
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pendapatan * Pelayanan (Xenia)

Crosstab

Count

		Pelayanan (Xenia)				Total
		STS	TS	S	SS	
Pendapatan	< Rp.2.500.000	2	6	6	2	16
	Rp.2.500.0000 - 3.500.000	1	12	7		20
	> Rp.3.500.000		1	8	5	14
Total		3	19	21	7	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.672[a]	6	.011
Likelihood Ratio	19.957	6	.003
Linear-by-Linear Association	6.611	1	.010
N of Valid Cases	50		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .84.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.500	.011
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Penampilan (Xenia)

Crosstab

Count

		Penampilan (Xenia)				Total
		STS	TS	S	SS	
Pekerjaan	Mahasiswa	1	1	2	4	8
	Pegawai Negeri	1	4	4	1	10
	Karyawan Swasta		4	6	2	12
	Wiraswasta		2	12	1	15
	Ibu Rumah Tangga		2		3	5
Total		2	13	24	11	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.661[a]	12	.042
Likelihood Ratio	23.327	12	.025
Linear-by-Linear Association	.306	1	.580
N of Valid Cases	50		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .20.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.550	.042
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Performa (Xenia)

Crosstab

Count

		Performa (Xenia)				Total
		STS	TS	S	SS	
Pekerjaan	Mahasiswa	1	3	3	1	8
	Pegawai Negeri	1	1	6	2	10
	Karyawan Swasta		5	5	2	12
	Wiraswasta	2	7	5	1	15
	Ibu Rumah Tangga		1	2	2	5
Total		4	17	21	8	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.937[a]	12	.708
Likelihood Ratio	10.419	12	.579
Linear-by-Linear Association	.008	1	.929
N of Valid Cases	50		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .40.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.389	.708
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Merek (Xenia)

Crosstab

Count

		Merek (Xenia)			Total
		TS	S	SS	
Pekerjaan	Mahasiswa	5	1	2	8
	Pegawai Negeri	4	3	3	10
	Karyawan Swasta	5	5	2	12
	Wiraswasta	2	10	3	15
	Ibu Rumah Tangga	2	2	1	5
Total		18	21	11	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.569[a]	8	.380
Likelihood Ratio	9.292	8	.318
Linear-by-Linear Association	.780	1	.377
N of Valid Cases	50		

a. 12 cells (80.0%) have expected count less than 5. The minimum expected count is 1.10.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.382	.380
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Aksesoris (Xenia)

Crosstab

Count

		Aksesoris (Xenia)				
		STS	TS	S	SS	Total
Pekerjaan	Mahasiswa		1	1	6	8
	Pegawai Negeri		2	5	3	10
	Karyawan Swasta	1	5	1	5	12
	Wiraswasta		3	7	5	15
	Ibu Rumah Tangga	1		2	2	5
Total		2	11	16	21	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.529[a]	12	.168
Likelihood Ratio	17.409	12	.135
Linear-by-Linear Association	1.278	1	.258
N of Valid Cases	50		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .20.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.498	.168
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Harga (Xenia)

Crosstab

Count

		Harga (Xenia)			
		TS	S	SS	Total
Pekerjaan	Mahasiswa		1	7	8
	Pegawai Negeri		6	4	10
	Karyawan Swasta		7	5	12
	Wiraswasta		9	6	15
	Ibu Rumah Tangga	3	2		5
Total		3	25	22	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.763[a]	8	.000
Likelihood Ratio	24.951	8	.002
Linear-by-Linear Association	11.115	1	.001
N of Valid Cases	50		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .30.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.646	.000
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Promosi (Xenia)

Crosstab

Count

		Promosi (Xenia)			Total
		TS	S	SS	
Pekerjaan	Mahasiswa	1	2	5	8
	Pegawai Negeri		7	3	10
	Karyawan Swasta	1	6	5	12
	Wiraswasta	1	10	4	15
	Ibu Rumah Tangga		4	1	5
Total		3	29	18	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.564[a]	8	.584
Likelihood Ratio	7.487	8	.485
Linear-by-Linear Association	1.253	1	.263
N of Valid Cases	50		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .30.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.341	.584
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

Pekerjaan * Pelayanan (Xenia)

Crosstab

Count

		Pelayanan (Xenia)				
		STS	TS	S	SS	Total
Pekerjaan	Mahasiswa		4	4		8
	Pegawai Negeri	1	3	5	1	10
	Karyawan Swasta		2	7	3	12
	Wiraswasta	2	7	4	2	15
	Ibu Rumah Tangga		3	1	1	5
Total		3	19	21	7	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.810[a]	12	.545
Likelihood Ratio	13.257	12	.351
Linear-by-Linear Association	.037	1	.847
N of Valid Cases	50		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .30.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.422	.545
N of Valid Cases		50	

a. Not assuming the null hypothesis.

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

LAMPIRAN V

REKAPITULASI DATA PENELITIAN 100 KONSUMEN

No	Ksmn	Jns Kelamin	Usia	Tingkat pendapatan	Jenis Pekerjaan	Pnmpln	Prfrm	Merk	Aksrs	Hrg	Prms	Plyn	Umum						
													Pnm	Perf	Merk	Aksrs	Hrg	Pro	Pelyn
1	Avanza	Wanita	31-40 th	Rp. 2.500.000-Rp.3.500.000	Karyawan swasta	4	4	4	3	4	3	2	2	1	3	4	5	7	6
2	Avanza	Pria	31-40 th	<Rp. 2.500.000	Mahasiswa	3	4	4	3	4	2	3	3	1	2	4	7	5	6
3	Avanza	Pria	23-30 th	<Rp. 2.500.000	Mahasiswa	3	3	4	2	2	3	3	6	2	4	3	1	5	7
4	Avanza	Pria	31-40 th	Rp. 2.500.000-Rp.3.500.000	Wiraswasta	4	2	2	3	3	3	3	1	2	3	4	7	6	5
5	Avanza	Pria	41-50 th	Rp. 2.500.000-Rp.3.500.000	Wiraswasta	4	3	3	3	3	2	3	1	3	2	4	5	4	3
6	Avanza	Pria	41-50 th	Rp. 2.500.000-Rp.3.500.000	Ibu RT	3	3	3	3	3	3	3	6	2	1	3	7	5	4
7	Avanza	Pria	41-50 th	>Rp.3.500.000	Wiraswasta	4	4	4	2	2	3	2	7	2	1	3	5	6	4
8	Avanza	Wanita	41-50 th	>Rp.3.500.000	Wiraswasta	4	4	3	4	4	3	4	7	2	1	4	6	5	3
9	Avanza	Wanita	31-40 th	>Rp.3.500.000	Karyawan swasta	4	3	2	3	3	3	3	6	1	3	4	7	5	2
10	Avanza	Pria	23-30 th	<Rp.2.500.000	Mahasiswa	4	4	3	3	3	3	2	5	2	3	4	6	7	1
11	Avanza	Pria	31-40 th	Rp. 2.500.000-Rp.3.500.000	Karyawan swasta	4	3	2	2	2	3	2	7	2	4	3	6	5	1
12	Avanza	Pria	31-40 th	>Rp.3.500.000	Wiraswasta	3	4	3	3	3	3	3	6	1	5	7	2	4	3
13	Avanza	Pria	41-50 th	Rp. 2.500.000-Rp.3.500.000	Pegawai Negeri	3	3	4	3	3	2	3	7	2	6	5	3	1	4
14	Avanza	Wanita	41-50 th	>Rp.3.500.000	Wiraswasta	4	4	3	4	4	3	4	6	1	5	7	2	3	4
15	Avanza	Pria	41-50 th	>Rp.3.500.000	Karyawan swasta	4	3	2	2	2	3	2	6	1	7	5	2	4	3
16	Avanza	Wanita	41-50 th	>Rp.3.500.000	Karyawan swasta	4	4	3	3	3	3	3	7	1	6	5	3	4	2
17	Avanza	Pria	41-50 th	>Rp.3.500.000	Karyawan swasta	4	3	3	3	3	3	4	5	3	6	7	2	1	4
18	Avanza	Pria	41-50 th	>Rp.3.500.000	Wiraswasta	3	3	4	3	3	2	3	7	1	6	5	2	3	4
19	Avanza	Wanita	41-50 th	Rp. 2.500.000-Rp.3.500.000	Wiraswasta	4	3	2	2	2	3	3	6	5	1	7	2	4	3
20	Avanza	Wanita	41-50 th	>Rp.3.500.000	Wiraswasta	3	4	4	3	3	3	3	7	1	5	6	2	4	3
21	Avanza	Wanita	41-50 th	>Rp.3.500.000	Karyawan swasta	4	3	3	3	3	3	4	7	1	3	4	2	6	5
22	Avanza	Pria	41-50 th	>Rp.3.500.000	Wiraswasta	2	3	2	4	4	3	4	6	7	1	3	5	2	4
23	Avanza	Pria	41-50 th	Rp. 2.500.000-Rp.3.500.000	Wiraswasta	3	4	4	3	3	4	4	6	7	1	4	3	2	5
24	Avanza	Wanita	41-50 th	Rp. 2.500.000-Rp.3.500.000	Karyawan swasta	3	4	2	3	3	2	3	7	1	6	5	4	2	3
25	Avanza	Wanita	41-50 th	>Rp.3.500.000	Karyawan swasta	3	4	3	3	3	3	2	5	6	7	1	5	4	2
26	Avanza	Wanita	41-50 th	>Rp.3.500.000	Ibu RT	3	4	3	3	3	3	4	5	6	1	4	3	2	7
27	Avanza	Wanita	41-50 th	<Rp. 2.500.000	Wiraswasta	4	4	3	3	3	3	4	5	6	1	4	3	2	7
28	Avanza	Pria	41-50 th	<Rp. 2.500.000	Wiraswasta	3	3	2	3	3	4	4	3	6	2	1	4	5	7
29	Avanza	Pria	31-40 th	>Rp.3.500.000	Wiraswasta	4	2	2	3	3	3	4	2	1	3	4	5	6	7
30	Avanza	Pria	31-40 th	<Rp. 2.500.000	Mahasiswa	4	3	2	3	3	4	3	2	1	3	4	6	5	7
31	Avanza	Wanita	31-40 th	Rp. 2.500.000-Rp.3.500.000	Wiraswasta	3	4	1	4	3	3	3	2	4	3	1	5	6	7
32	Avanza	Pria	31-40 th	Rp. 2.500.000-Rp.3.500.000	Karyawan swasta	3	3	3	3	3	3	2	3	4	2	1	6	7	5
33	Avanza	Pria	41-50 th	>Rp.3.500.000	Karyawan swasta	3	3	2	4	3	2	2	1	3	4	5	6	7	7
34	Avanza	Pria	31-40 th	Rp. 2.500.000-Rp.3.500.000	Wiraswasta	4	3	3	3	3	4	2	1	3	4	6	5	7	7
35	Avansa	Pria	41-50 th	> Rp.3.500.000	Pegawai Negeri	4	4	4	3	4	4	4	3	1	4	2	7	6	5
36	Avansa	Pria	41-50 th	> Rp.3.500.000	Karyawan Swasta	3	4	3	3	2	2	3	6	5	1	2	3	4	7

37	Avansa	Pria	41-50 th	> Rp.3.500.000	Wiraswasta	4	4	3	4	2	4	4	5	6	7	2	4	3	1
38	Avansa	Pria	23-30 th	<Rp.2.500.000	Mahasiswa	4	4	3	3	4	3	4	5	7	1	2	4	3	6
39	Avansa	Pria	41-50 th	> Rp.3.500.000	Pegawai Negeri	2	3	2	3	3	2	2	6	7	2	4	3	1	5
40	Avansa	Wanita	41-50 th	> Rp.3.500.000	Karyawan Swasta	4	4	3	4	3	4	3	5	1	2	3	7	4	6
41	Avansa	Pria	41-50 th	Rp.2.500.000 - Rp.3.500.000	Karyawan Swasta	3	3	4	3	3	3	2	6	7	5	2	3	4	1
42	Avansa	Wanita	41-50 th	> Rp.3.500.000	Wiraswasta	2	3	3	4	4	3	2	6	1	5	4	3	2	7
43	Avansa	Pria	41-50 th	> Rp.3.500.000	Wiraswasta	3	3	3	2	4	2	3	7	1	6	5	4	3	2
44	Avansa	Wanita	23-30 th	<Rp.2.500.000	Mahasiswa	2	2	2	2	2	2	3	1	2	7	4	5	3	6
45	Avansa	Pria	31-40 th	Rp.2.500.000 - Rp.3.500.000	Wiraswasta	3	3	4	2	2	2	3	2	6	2	3		7	4
46	Avansa	Pria	23-30 th	<Rp.2.500.000	Mahasiswa	1	4	4	2	3	2	3	6	7	5	4	3	2	1
47	Avansa	Pria	41-50 th	> Rp.3.500.000	Wiraswasta	4	4	3	4	2	4	4	7	7	5	3	2	6	1
48	Avansa	Pria	41-50 th	> Rp.3.500.000	Karyawan Swasta	4	4	4	3	4	3	3	7	4	6	7	1	2	3
49	Avansa	Wanita	41-50 th	Rp.2.500.000 - Rp.3.500.000	Wiraswasta	3	3	2	4	3	3	3	1	5	7	2	3	6	4
50	Avansa	Wanita	41-50 th	Rp.2.500.000 - Rp.3.500.000	Wiraswasta	3	3	4	2	3	3	3	4	7	5	6	3	1	1
51	Xenia	Wanita	31-40 th	> Rp.3.500.000	Pegawai Negeri	3	3	3	3	4	3	3	4	3	1	5	2	6	7
52	Xenia	Wanita	23-30 th	<Rp.2.500.000	Mahasiswa	2	2	2	3	3	3	2	3	5	4	2	7	1	6
53	Xenia	Pria	41-50 th	> Rp.3.500.000	Wiraswasta	4	2	3	4	3	4	3	1	6	5	3	2	4	7
54	Xenia	Wanita	23-30 th	<Rp.2.500.000	Mahasiswa	2	2	2	4	3	4	2	1	5	6	2	4	3	7
55	Xenia	Pria	31-40 th	Rp.2.500.000 - Rp.3.500.000	Pegawai Negeri	3	3	3	4	3	3	3	1	7	6	3	2	4	5
56	Xenia	Wanita	41-50 th	> Rp.3.500.000	Karyawan Swasta	3	4	4	4	4	3	3	1	6	5	4	2	3	7
57	Xenia	Pria	23-30 th	<Rp.2.500.000	Mahasiswa	2	3	2	2	3	2	2	3	7	1	4	6	2	5
58	Xenia	Pria	31-40 th	Rp.2.500.000 - Rp.3.500.000	Karyawan Swasta	2	2	2	4	3	3	3	2	6	4	3	7	1	5
59	Xenia	Pria	23-30 th	<Rp.2.500.000	Mahasiswa	1	1	2	4	3	4	3	3	7	4	2	5	1	6
60	Xenia	Pria	23-30 th	<Rp.2.500.000	Mahasiswa	2	2	2	2	4	4	3	3	6	1	2	7	4	5
61	Xenia	Pria	41-50 th	> Rp.3.500.000	Wiraswasta	3	2	4	3	2	3	3	2	6	1	4	5	3	7
62	Xenia	Wanita	31-40 th	Rp.2.500.000 - Rp.3.500.000	Wiraswasta	3	2	3	3	3	2	2	5	7	6	4	2	3	1
63	Xenia	Pria	41-50 th	<Rp.2.500.000	Ibu RT	2	3	3	1	2	4	2	5	7	5	3	1	4	2
64	Xenia	Wanita	31-40 th	Rp.2.500.000 - Rp.3.500.000	Wiraswasta	3	3	3	2	4	3	2	7	5	6	3	2	4	1
65	Xenia	Pria	41-50 th	Rp.2.500.000 - Rp.3.500.000	Karyawan Swasta	4	2	2	3	3	4	3	7	5	6	4	3	1	2
66	Xenia	Wanita	41-50 th	Rp.2.500.000 - Rp.3.500.000	Wiraswasta	3	2	2	3	3	4	2	6	2	7	5	4	3	1
67	Xenia	Wanita	41-50 th	Rp.2.500.000 - Rp.3.500.000	Pegawai Negeri	4	2	2	3	2	3	2	5	2	6	7	4	3	1
68	Xenia	Wanita	23-30 th	<Rp.2.500.000	Mahasiswa	3	3	4	2	3	3	3	5	3	6	7	4	2	1
69	Xenia	Pria	41-50 th	<Rp.2.500.000	Wiraswasta	3	4	3	3	3	4	1	6	4	7	5	1	3	2
70	Xenia	Pria	41- 0 th	Rp.2.500.000 - Rp.3.500.000	Karyawan Swasta	3	3	2	4	4	4	3	5	4	6	7	2	3	1
71	Xenia	Wanita	41-50 th	Rp.2.500.000 - Rp.3.500.000	Pegawai Negeri	4	1	3	4	4	4	2	7	4	6	1	2	3	5
72	Xenia	Pria	31-40 th	Rp.2.500.000 - Rp.3.500.000	Wiraswasta	3	3	3	4	4	3	2	6	4	5	1	2	3	7
73	Xenia	Pria	31-40 th	<Rp.2.500.000	Pegawai Negeri	3	3	2	2	3	3	1	6	3	7	1	2	4	7
74	Xenia	Wanita	41-50 th	> Rp.3.500.000	Pegawai Negeri	1	4	4	4	3	4	3	1	6	2	3	4	3	7
75	Xenia	Wanita	31-40 th	> Rp.3.500.000	Wiraswasta	2	3	2	4	3	3	3	1	5	3	6	2	4	6
76	Xenia	Wanita	23-30 th	<Rp.2.500.000	Mahasiswa	2	3	4	4	3	4	2	1	6	3	5	2	4	7
77	Xenia	Wanita	41-50 th	Rp.2.500.000 - Rp.3.500.000	Karyawan Swasta	2	3	2	4	4	3	2	1	6	3	2	7	4	5
78	Xenia	Wanita	23-30 th	<Rp.2.500.000	Mahasiswa	3	4	3	4	4	4	3	1	5	3	4	7	2	6

79	Xenia	Pria	41-50 th	> Rp.3.500.000	Wiraswasta	3	3	3	2	4	3	4	6	5	3	4	1	2	7
80	Xenia	Pria	41-50 th	<Rp.2.500.000	Karyawan Swasta	2	3	3	2	4	3	4	7	5	3	4	1	2	6
81	Xenia	Pria	31-40 th	> Rp.3.500.000	Pegawai Negeri	4	3	2	3	3	3	3	5	6	1	3	2	4	7
82	Xenia	Pria	23-30 th	<Rp.2.500.000	Ibu RT	3	4	2	4	4	3	4	6	5	4	2	1	3	7
83	Xenia	Wanita	31-40 th	<Rp.2.500.000	Karyawan Swasta	2	2	3	3	3	2	3	2	3	5	6	1	4	7
84	Xenia	Pria	31-40 th	<Rp.2.500.000	Wiraswasta	3	3	3	4	4	3	2	2	4	5	6	1	7	3
85	Xenia	Pria	31-40 th	Rp.2.500.000 - Rp.3.500.000	Ibu RT	4	2	3	3	4	3	2	2	3	7	5	1	6	4
86	Xenia	Pria	31-40 th	Rp.2.500.000 - Rp.3.500.000	Wiraswasta	3	1	3	4	3	3	2	2	4	7	6	1	7	3
87	Xenia	Pria	41-50 th	Rp.3.500.000	Wiraswasta	4	2	4	4	4	3	4	1	3	2	6	5	7	4
88	Xenia	Pria	41-50 th	Rp.2.500.000 - Rp.3.500.000	Wiraswasta	3	2	3	2	3	3	3	2	5	4	6	7	1	3
89	Xenia	Pria	41-50 th	Rp.2.500.000 - Rp.3.500.000	Wiraswasta	3	1	4	3	4	3	1	2	7	4	5	6	1	3
90	Xenia	Wanita	41-50 th	Rp.2.500.000 - Rp.3.500.000	Wiraswasta	3	2	3	2	3	4	2	2	6	2	5	1	3	4
91	Xenia	Pria	41-50 th	> Rp.3.500.000	Pegawai Negeri	2	4	2	3	4	3	4	5	1	7	2	6	3	4
92	Xenia	Wanita	41-50 th	> Rp.3.500.000	Karyawan Swasta	2	2	4	4	4	4	4	6	2	5	3	7	4	1
93	Xenia	Pria	41-50 th	> Rp.3.500.000	Karyawan Swasta	3	2	3	1	3	3	2	5	1	6	4	7	2	3
94	Xenia	Pria	23-30 th	Rp.2.500.000 - Rp.3.500.000	Pegawai Negeri	3	3	4	2	3	3	3	6	1	5	4	7	2	3
95	Xenia	Pria	41-50 th	> Rp.3.500.000	Karyawan Swasta	3	3	3	3	4	4	3	6	1	7	4	5	3	2
96	Xenia	Pria	41-50 th	> Rp.3.500.000	Karyawan Swasta	3	4	3	2	3	4	4	4	5	3	2	1	6	7
97	Xenia	Wanita	23-30 th	<Rp.2.500.000	Ibu RT	4	4	2	4	3	3	3	4	5	3	1	2	6	7
98	Xenia	Wanita	31-40 th	Rp.2.500.000 - Rp.3.500.000	Ibu RT	4	3	4	3	4	3	2	3	7	4	1	2	6	5
99	Xenia	Wanita	23-30 th	Rp.2.500.000 - Rp.3.500.000	Pegawai Negeri	4	3	4	3	4	4	2	4	5	3	2	1	6	7
100	Xenia	Wanita	23-30 th	Rp.2.500.000 - Rp.3.500.000	Karyawan Swasta	4	3	2	4	4	3	3	3	7	4	6	5	1	2

LAMPIRAN VI
Tabel Korelasi Product Moment (r) 1-Tail

DF	1%	5%	10%	DF	1%	5%	10%
1	0.9999	0.9877	0.9511	51	0.3509	0.2284	0.1789
2	0.9900	0.9000	0.8000	52	0.3477	0.2262	0.1772
3	0.9587	0.8054	0.6870	53	0.3445	0.2241	0.1755
4	0.9172	0.7293	0.6084	54	0.3415	0.2221	0.1739
5	0.8745	0.6694	0.5509	55	0.3385	0.2201	0.1723
6	0.8343	0.6215	0.5067	56	0.3357	0.2181	0.1708
7	0.7977	0.5822	0.4716	57	0.3328	0.2162	0.1693
8	0.7646	0.5494	0.4428	58	0.3301	0.2144	0.1678
9	0.7348	0.5214	0.4187	59	0.3274	0.2126	0.1664
10	0.7079	0.4973	0.3981	60	0.3248	0.2108	0.1650
11	0.6835	0.4762	0.3802	61	0.3223	0.2091	0.1636
12	0.6614	0.4575	0.3646	62	0.3198	0.2075	0.1623
13	0.6411	0.4409	0.3507	63	0.3173	0.2058	0.1610
14	0.6226	0.4259	0.3383	64	0.3150	0.2042	0.1598
15	0.6055	0.4124	0.3271	65	0.3126	0.2027	0.1586
16	0.5897	0.4000	0.3170	66	0.3104	0.2012	0.1574
17	0.5751	0.3887	0.3077	67	0.3081	0.1997	0.1562
18	0.5614	0.3783	0.2992	68	0.3060	0.1982	0.1550
19	0.5487	0.3687	0.2914	69	0.3038	0.1968	0.1539
20	0.5368	0.3598	0.2841	70	0.3017	0.1954	0.1528
21	0.5256	0.3515	0.2774	71	0.2997	0.1940	0.1517
22	0.5151	0.3438	0.2711	72	0.2977	0.1927	0.1507
23	0.5052	0.3365	0.2653	73	0.2957	0.1914	0.1497
24	0.4958	0.3297	0.2598	74	0.2938	0.1901	0.1486
25	0.4869	0.3233	0.2546	75	0.2919	0.1888	0.1477
26	0.4785	0.3172	0.2497	76	0.2900	0.1876	0.1467
27	0.4705	0.3115	0.2451	77	0.2882	0.1864	0.1457
28	0.4629	0.3061	0.2407	78	0.2864	0.1852	0.1448
29	0.4556	0.3009	0.2366	79	0.2847	0.1841	0.1439
30	0.4487	0.2960	0.2327	80	0.2830	0.1829	0.1430
31	0.4421	0.2913	0.2289	81	0.2813	0.1818	0.1421
32	0.4357	0.2869	0.2254	82	0.2796	0.1807	0.1412
33	0.4296	0.2826	0.2220	83	0.2780	0.1796	0.1404
34	0.4238	0.2785	0.2187	84	0.2764	0.1786	0.1396
35	0.4182	0.2746	0.2156	85	0.2748	0.1775	0.1387
36	0.4128	0.2709	0.2126	86	0.2732	0.1765	0.1379
37	0.4076	0.2673	0.2097	87	0.2717	0.1755	0.1371
38	0.4026	0.2638	0.2070	88	0.2702	0.1745	0.1364
39	0.3978	0.2605	0.2043	89	0.2687	0.1735	0.1356
40	0.3932	0.2573	0.2018	90	0.2673	0.1726	0.1348
41	0.3887	0.2542	0.1993	91	0.2659	0.1716	0.1341
42	0.3843	0.2512	0.1970	92	0.2645	0.1707	0.1334
43	0.3801	0.2483	0.1947	93	0.2631	0.1698	0.1327
44	0.3761	0.2455	0.1925	94	0.2617	0.1689	0.1320
45	0.3721	0.2429	0.1903	95	0.2604	0.1680	0.1313
46	0.3683	0.2403	0.1883	96	0.2591	0.1671	0.1306
47	0.3646	0.2377	0.1863	97	0.2578	0.1663	0.1299
48	0.3610	0.2353	0.1843	98	0.2565	0.1654	0.1292
49	0.3575	0.2329	0.1825	99	0.2552	0.1646	0.1286
50	0.3542	0.2306	0.1806	100	0.2540	0.1638	0.1279

LAMPIRAN VII
TABEL DISTRIBUSI NILAI CHI SQUARE

DF	α 0.005	0.01	0.025	0.05	0.1	DF	α 0.005	0.01	0.025	0.05	0.1
1	7.87940	6.63489	5.02390	3.84146	2.70554	76	111.49537	107.58244	101.99920	97.35097	92.16615
2	10.59653	9.21035	7.37778	5.99148	4.60518	77	112.70374	108.77089	103.15808	98.48438	93.27017
3	12.83807	11.34488	9.34840	7.81472	6.25130	78	113.91069	109.95822	104.31587	99.61696	94.37351
4	14.86017	13.27670	11.14326	9.48773	7.77943	79	115.11631	111.14403	105.47269	100.74861	95.47617
5	16.74965	15.08632	12.83249	11.07048	9.23635	80	116.32093	112.32879	106.62854	101.87947	96.57820
6	18.54751	16.81187	14.44935	12.59158	10.64464	81	117.52396	113.51235	107.78340	103.00954	97.67956
7	20.27774	18.47532	16.01277	14.06713	12.01703	82	118.72615	114.69476	108.93728	104.13872	98.78034
8	21.95486	20.09016	17.53454	15.50731	13.36156	83	119.92696	115.87616	110.09018	105.26716	99.88045
9	23.58927	21.66605	19.02278	16.91896	14.68366	84	121.12618	117.05662	111.24222	106.39486	100.97997
10	25.18805	23.20929	20.48320	18.30703	15.98717	85	122.32441	118.23557	112.39332	107.52173	102.07894
11	26.75686	24.72502	21.92002	19.67515	17.27501	86	123.52182	119.41374	113.54358	108.64787	103.17727
12	28.29966	26.21696	23.33666	21.02606	18.54934	87	124.71757	120.59088	114.69288	109.77332	104.27502
13	29.81932	27.68818	24.73558	22.36203	19.81193	88	125.91228	121.76716	115.84147	110.89796	105.37226
14	31.31943	29.14116	26.11893	23.68478	21.06414	89	127.10598	122.94217	116.98902	112.02196	106.46890
15	32.80149	30.57795	27.48836	24.99580	22.30712	90	128.29868	124.11620	118.13591	113.14523	107.56501
16	34.26705	31.99986	28.84532	26.29622	23.54182	91	129.49018	125.28932	119.28197	114.26790	108.66059
17	35.71838	33.40872	30.19098	27.58710	24.76903	92	130.68118	126.46160	120.42703	115.38975	109.75561
18	37.15639	34.80524	31.52641	28.86932	25.98942	93	131.87050	127.63298	121.57141	116.51105	110.85013
19	38.58212	36.19077	32.85234	30.14351	27.20356	94	133.05892	128.80321	122.71516	117.63169	111.94419
20	39.99686	37.56627	34.16958	31.41042	28.41197	95	134.24656	129.97253	123.85798	118.75157	113.03767
21	41.40094	38.93223	35.47886	32.67056	29.61509	96	135.43274	131.14110	125.00014	119.87090	114.13068
22	42.79566	40.28945	36.78068	33.92446	30.81320	97	136.61885	132.30887	126.14142	120.98966	115.22322
23	44.18139	41.63833	38.07561	35.17246	32.00689	98	137.80297	133.47562	127.28209	122.10774	116.31532
24	45.55836	42.97978	39.36406	36.41503	33.19624	99	138.98692	134.64149	128.42193	123.22523	117.40688
25	46.92797	44.31401	40.64650	37.65249	34.38158	100	140.16971	135.80689	129.56125	124.34210	118.49800
26	48.28978	45.64164	41.92314	38.88513	35.56316	101	141.35093	136.97109	130.69963	125.45839	119.58867
27	49.64504	46.96284	43.19452	40.11327	36.74123	102	142.53186	138.13432	131.83753	126.57412	120.67887
28	50.99356	48.27817	44.46079	41.33715	37.91591	103	143.71207	139.29726	132.97462	127.68929	121.76863
29	52.33550	49.58783	45.72228	42.55695	39.08748	104	144.89139	140.45905	134.11115	128.80387	122.85796
30	53.67187	50.89218	46.97922	43.77295	40.25602	105	146.06932	141.62029	135.24698	129.91793	123.94686
31	55.00248	52.19135	48.23192	44.98534	41.42175	106	147.24684	142.78025	136.38208	131.03146	125.03534
32	56.32799	53.48566	49.48044	46.19424	42.58473	107	148.42374	143.93992	137.51671	132.14440	126.12343
33	57.64831	54.77545	50.72510	47.39990	43.74518	108	149.59948	145.09886	138.65057	133.25688	127.21104
34	58.96371	56.06085	51.96602	48.60236	44.90316	109	150.77413	146.25678	139.78389	134.36873	128.29832
35	60.27459	57.34199	53.20331	49.80183	46.05877	110	151.94816	147.41432	140.91649	135.48016	129.38515
36	61.58107	58.61915	54.43726	50.99848	47.21217	111	153.12150	148.57103	142.04860	136.59108	130.47155
37	62.88317	59.89256	55.66798	52.19229	48.36339	112	154.29478	149.72693	143.18007	137.70145	131.55760
38	64.18123	61.16202	56.89549	53.38351	49.51258	113	155.46661	150.88213	144.31097	138.81135	132.64330
39	65.47532	62.42809	58.12005	54.57224	50.65978	114	156.63721	152.03652	145.44131	139.92074	133.72856
40	66.76605	63.69077	59.34168	55.75849	51.80504	115	157.80760	153.19043	146.57104	141.02969	134.81348
41	68.05263	64.94998	60.56055	56.94240	52.94850	116	158.97716	154.34400	147.70020	142.13818	135.89800
42	69.33604	66.20629	61.77672	58.12403	54.09019	117	160.14593	155.49655	148.82884	143.24619	136.98217
43	70.61573	67.45929	62.99031	59.30352	55.23018	118	161.31422	156.64830	149.95690	144.35363	138.06599
44	71.89234	68.70964	64.20141	60.48090	56.36852	119	162.48140	157.79934	151.08438	145.46071	139.14945
45	73.16604	69.95690	65.41013	61.65622	57.50529	120	163.64848	158.95003	152.21133	146.56731	140.23256
46	74.43671	71.20150	66.61647	62.82961	58.64053	121	164.81390	160.10004	153.33786	147.67354	141.31533
47	75.70385	72.44317	67.82064	64.00113	59.77429	122	165.97970	161.24942	154.46373	148.77922	142.39771
48	76.96892	73.68256	69.02257	65.17076	60.90661	123	167.14392	162.39816	155.58927	149.88453	143.47981
49	78.23055	74.91939	70.22236	66.33865	62.03753	124	168.30830	163.54636	156.71412	150.98945	144.56158
50	79.48984	76.15380	71.42019	67.50481	63.16711	125	169.47120	164.69391	157.83843	152.09385	145.64294
51	80.74645	77.38601	72.61603	68.66932	64.29539	126	170.63374	165.84095	158.96236	153.19786	146.72408
52	82.00062	78.61563	73.80992	69.83216	65.42242	127	171.79614	166.98736	160.08581	154.30147	147.80484
53	83.25251	79.84336	75.00190	70.99343	66.54818	128	172.95717	168.13302	161.20875	155.40474	148.88525
54	84.50176	81.06878	76.19206	72.15321	67.67277	129	174.11844	169.27843	162.33111	156.50750	149.96538
55	85.74906	82.29198	77.38044	73.31148	68.79621	130	175.27809	170.42301	163.45307	157.60994	151.04519
56	86.99398	83.51355	78.56713	74.46829	69.91852	131	176.43766	171.56713	164.57458	158.71189	152.12471
57	88.23656	84.73265	79.75218	75.62372	71.03970	132	177.59634	172.71089	165.69567	159.81350	153.20389
58	89.47699	85.95015	80.93560	76.77778	72.15983	133	178.75508	173.85372	166.81623	160.91475	154.28281
59	90.71533	87.16583	82.11737	77.93049	73.27891	134	179.91252	174.99636	167.93628	162.01562	155.36145
60	91.95181	88.37943	83.29771	79.08195	74.39700	135	181.06947	176.13825	169.05602	163.11605	156.43974
61	93.18622	89.59122	84.47640	80.23209	75.51409	136	182.22667	177.27987	170.17517	164.21615	157.51773
62	94.41853	90.80150	85.65370	81.38098	76.63020	137	183.38246	178.42084	171.29399	165.31594	158.59548
63	95.64919	92.00989	86.82963	82.52872	77.74539	138	184.53771	179.56085	172.41237	166.41534	159.67295
64	96.87794	93.21670	88.00398	83.67524	78.85965	139	185.69235	180.70077	173.53031	167.51426	160.75008
65	98.10492	94.42200	89.17716	84.82064	79.97299	140	186.84651	181.84053	174.64778	168.61296	161.82699
66	99.33027	95.62559	90.34883	85.96494	81.08547	141	188.00044	182.97912	175.76487	169.71123	162.90357
67	100.55377	96.82768	91.51933	87.10804	82.19711	142	189.15334	184.11748	176.88149	170.80915	163.97995
68	101.77574	98.02832	92.68849	88.25017	83.30788	143	190.30600	185.25544	177.99785	171.90675	165.05602
69	102.99614	99.22741	93.85648	89.39119	84.41787	144	191.45850	186.39288	179.11372	173.00404	166.13179
70	104.21477	100.42505	95.02315	90.53126	85.52704	145	192.61018	187.52986	180.22907	174.10097	167.20736
71	105.43228	101.62144	96.18873	91.67026	86.63543	146	193.76097	188.66619	181.34410	175.19761	168.28263
72	106.64732	102.81634	97.35298	92.80827	87.74306	147	194.91123	189.80239	182.45884	176.29386	169.35768
73	107.86186	104.00977	98.51621	93.94533	88.84994	148	196.06172	190.93777	183.57307	177.38972	170.43241
74	109.07417	105.20193	99.67838	95.08146	89.95605	149	197.21136	192.07294	184.68688	178.48533	171.50694
75	110.28543	106.39285	100.83929	96.21666	91.06145	150	198.35987	193.20750	185.80037	179.58061	172.58118

Sumber : Database Microsoft Exel

LAMPIRAN VIII

LEMBAR KUESIONER

Kepada

Yth. Bapak / Ibu

Konsumen Avanza Di

tempat

Dengan Hormat,

Dalam rangka pencarian data guna penyusunan skripsi, kami sangat mengharapkan bantuan saudara untuk mengisi daftar pertanyaan berikut. Semua jawaban telah kami sediakan dan saudara tinggal memberikan tanda silang (X) pada jawaban yang saudara anggap benar.

Tidak ada maksud lain dibalik pengisian daftar pertanyaan ini, kecuali guna keperluan penelitian ilmiah yang sedang kami lakukan. Oleh karena itu jawaban dari saudara yang diberikan dengan sebenar-benarnya akan sangat membantu kami.

Partisipasi saudara dalam pengisian daftar pertanyaan ini sangat kami hargai, dan atas kesediaannya kami ucapkan terima kasih.

Hormat kami,

Anie Suziati

KUESIONER

I. Identitas responden

Petunjuk : jawablah pertanyaan dibawah ini dengan cara memberi tanda silang (x) pada salah satu jawaban yang tersedia.

Nama : .....

1. Jenis Kelamin ?

a. Pria b. Wanita

2. Berapakah usia anda sekarang?

a. Umur 20 – 30 tahun

b. Umur 31 – 40 tahun

c. Umur 41 – 50 tahun

3. Berapakah rata-rata penghasilan anda perbulan?

a. Kurang dari Rp. 2500.000

b. Rp.2500.000 - Rp. 3500.000

c. Rp. 3500.000 keatas

4. Apakah pekerjaan anda sekarang ?

a. Mahasiswa

b. Pegawai Negeri

c. Karyawan swasta

d. Wiraswasta

e. Ibu Rumah Tangga

II. Penilaian Responden terhadap Toyota Avanza

Petunjuk : jawablah pertanyaan dibawah ini dengan cara memberi tanda silang (x) pada salah satu jawaban yang tersedia.

Apakah anda setuju dengan peryataan dibawah ini, bahwa :

A. Penampilan /*feature* produk

1. Desain dan body Avanza sangat bagus, moderen, nyaman dan multifungsi sesuai dengan kebutuhan konsumen.

   a. Sangat setuju c. Tidak setuju

   b. Setuju d. Sangat tidak setuju

B. Performa mesin

2. Avanza didukung oleh mesin berteknologi tinggi dengan sistem EFI yang irit bahan bakar,bertenaga besar dengan suara yang halus.

   a. Sangat setuju c. Tidak setuju

   b. Setuju d. Sangat tidak setuju

C. Merek

3. Jaminan kualitas Toyota yang diberikan pada merek Avanza memberikan jaminan produk dibuat dengan tehnologi tinggi.

   a. Sangat setuju c. Tidak setuju

   b. Setuju d. Sangat tidak setuju

D. Aksesories

4. Avanza memiliki aksesoris tambahan yang sangat lengkap dan berkualitas meliputi ac,velg racing,power window,dll

   a. Sangat setuju c. Tidak setuju

   b. Setuju d. Sangat tidak setuju

E. Harga

5. Harga mobil Toyota Avanza lebih murah dan terjangkau.

a. Sangat setuju
b. Setuju
c. Tidak setuju
d. Sangat tidak setuju

F. Promosi

6. Media promosi Avanza melalui iklan dan test drive sangat menarik, efektif dan memuaskan.

a. Sangat setuju
b. Setuju
c. Tidak setuju
d. Sangat tidak setuju

G. Pelayanan

7. Pelayanan penjualan dan purna jual yang diberikan Toyota Autorized serta jaminan suku cadang asli dan garansi yang diberikan oleh cabang, dealer, autoworkshop Toyota sangat lengkap dan memuaskan.

a. Sangat setuju
b. Setuju
c. Tidak setuju
d. Sangat tidak setuju

Kepada

Yth. Bapak / Ibu

Konsumen Xenia Di tempat

Dengan Hormat,

Dalam rangka pencarian data guna penyusunan skripsi, kami sangat mengharapkan bantuan saudara untuk mengisi daftar pertanyaan berikut. Semua jawaban telah kami sediakan dan saudara tinggal memberikan tanda silang (X) pada jawaban yang saudara anggap benar.

Tidak ada maksud lain dibalik pengisian daftar pertanyaan ini, kecuali guna keperluan penelitian ilmiah yang sedang kami lakukan. Oleh karena itu jawaban dari saudara yang diberikan dengan sebenar-benarnya akan sangat membantu kami.

Partisipasi saudara dalam pengisian daftar pertanyaan ini sangat kami hargai, dan atas kesediaannya kami ucapkan terima kasih.

Hormat kami,

Anie Suziati

KUESIONER

I. Identitas responden

Petunjuk : jawablah pertanyaan dibawah ini dengan cara memberi tanda silang (x) pada salah satu jawaban yang tersedia.

Nama : .....

1. Jenis Kelamin ?

a. Pria b. Wanita

2. Berapakah usia anda sekarang?

a. Umur 20 – 30 tahun

b. Umur 31 – 40 tahun

c. Umur 41 – 50 tahun

3. Berapakah rata-rata penghasilan anda perbulan?

a. Kurang dari Rp. 2500.000

b. Rp.2500.000 - Rp. 3500.000

c. Rp. 3500.000 keatas

4. Apakah pekerjaan anda sekarang ?

a. Mahasiswa

b. Pegawai Negeri

c. Karyawan swasta

d. Wiraswasta

e. Ibu Rumah Tangga

II. Penilaian Responden terhadap Daihatsu Xenia

Petunjuk : jawablah pertanyaan dibawah ini dengan cara memberi tanda silang (x) pada salah satu jawaban yang tersedia.

Apakah anda setuju dengan peryataan dibawah ini, bahwa :

A. Penampilan */feature* produk

1. Desain dan body Xenia sangat bagus, moderen, nyaman dan multifungsi sesuai dengan kebutuhan konsumen.

   a. Sangat setuju
   b. Setuju
   c. Tidak setuju
   d. Sangat tidak setuju

B. Performa mesin

2. Xenia didukung oleh mesin berteknologi tinggi dengan sistem EFI yang irit bahan bakar,bertenaga besar dengan suara yang halus.

   a. Sangat setuju
   b. Setuju
   c. Tidak setuju
   d. Sangat tidak setuju

C. Merek

3. Jaminan kualitas internasional Daihatsu yang diberikan pada merek Xenia memberikan jaminan produk dibuat dengan tehnologi tinggi.

   a. Sangat setuju
   b. Setuju
   c. Tidak setuju
   d. Sangat tidak setuju

D. Aksesories

4. Xenia memiliki aksesoris tambahan yang sangat lengkap dan berkualitas meliputi ac,velg racing,power window,dll

   a. Sangat setuju
   b. Setuju
   c. Tidak setuju
   d. Sangat tidak setuju

G. Harga

5. Harga mobil Daihatsu Xenia lebih murah dan terjangkau.

a. Sangat setuju
b. Setuju
c. Tidak setuju
d. Sangat tidak setuju

H. Promosi

6. Media promosi Xenia melalui iklan dan test drive sangat menarik, efektif dan memuaskan.

a. Sangat setuju
b. Setuju
c. Tidak setuju
d. Sangat tidak setuju

G. Pelayanan

7. Pelayanan penjualan dan purna jual yang diberikan Daihatsu Autorized serta jaminan suku cadang asli dan garansi yang diberikan oleh cabang, dealer, autoworkshop Daihatsu sangat lengkap dan memuaskan.

a. Sangat setuju
b. Setuju
c. Tidak setuju
d. Sangat tidak setuju