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LAMPIRAN

Kepada Yth,
Saudara/i Responden penelitian
Di Fakultas Ekonomi UII

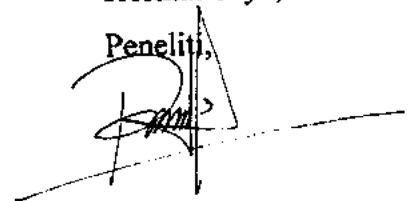
Dalam rangka penyusunan tugas akhir yang berjudul “**Analisis Perbedaan Motivasi Konsumen Dalam Membeli Pasta gigi Close-Up**” sebagai prasyarat untuk memperoleh gelar sarjana pada Universitas Islam Indonesia, saya:

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Nim : 00311300
Program Studi : Manajemen
Bidang Studi : Pemasaran

Memohon kesediaan Saudara/i untuk membantu penulis menjadi responden penelitian, yaitu dengan mengisi daftar pertanyaan yang telah penulis susun. Untuk hal tersebut, maka identitas saudara/i dapat dijamin kerahasiaannya.

Demikianlah, atas partisipasi dan bantuan saudara/i, peneliti mengucapkan banyak terima kasih.

Hormat Saya,
Peneliti,



Agus Sutanto

DAFTAR PERTANYAAN

PETUNJUK: Berilah tanda silang (X) yang menurut anda paling sesuai dengan pendapat atau keadaan Anda.

Bagian I. Karakteristik Responden

Nama :

Alamat :

1. Jenis Kelamin
 - (a). Pria
 - (b). Wanita
2. Uang saku anda per bulan
 - (a). < Rp.500.000,00
 - (b). Rp.500.000,00 – Rp.1.000.000,00
 - (c). > Rp.1.000.000,00
3. Apakah anda mengetahui tentang produk pasta gigi Close-Up
 - (a). Ya
 - (b). Tidak
4. Darimana anda mengetahui tentang produk Close-Up tersebut
 - (a). Tahu dengan sendirinya
 - (b). Dari iklan
 - (c). Dari orang lain

5. Sudah berapa lama anda menggunakan produk pasta gigi Close-Up
 - (a). kurang dari 6 bulan
 - (b). 6 bulan s/d 1 th
 - (c). lebih dari 1 tahun
6. Berapa frekuensi tiap bulannya anda membeli pasta gigi Close-Up
 - (a). kurang dari 3 kali
 - (b). 4-5 kali
 - (c). lebih dari 5 kali
7. Motivasi apa yang mendorong anda untuk menggunakan produk pasta gigi Close-Up
 - Motif Rasional:
 - (a). Harga
 - (b). Kualitas
 - (c). Kemasan / desain
 - (d). Merk
 - Motif Emosional :
 - (a). Prestise
 - (b). Percaya Diri (PD)

Bagian II. Pendapat Responden

No	Motivasi	SS	S	TS	STS
1.	Harga				
	• Harga Close-Up yang relatif terjangkau.				
	• Harga Close-Up yang sesuai dengan kualitasnya.				
2.	Kualitas				
	• Kualitas Close-Up yang baik.				
	• Kualitas Close-Up yang sesuai dengan kebutuhan.				
3.	Kemasan				
	• Kemasan / Desain Close-Up yang menarik.				
	• Kemasan Close-Up mempunyai berbagai ukuran				
4.	Merk				
	• Merk Close-Up sesuai dengan selera anak muda				
	• Merk Close-Up memberikan daya tarik tersendiri				
	• Merk Close-Up bonafid dan tidak ketinggalan zaman				

5.	Prestise / gengsi				
	• Close-up mampu menaikkan prestise / penghargaan diri				
	• Close-Up mampu mengangkat gengsi				
6.	Percaya Diri (PD)				
	• Close-Up mendorong lebih percaya diri (PD)				
	• Close-Up mampu memaksimalkan penampilan				

Keterangan :

SS = Sangat Setuju

TS = Tidak Setuju

S = Setuju

STS = Sangat Tidak Setuju

DATA CHI SQUARED

Resp	Jenis Kelamin	Uang Saku	Tahu Produk	Tahu Dari Mana	Berapa Lama	Frek. Beli	Motivasi		Harga	Kualitas	Kemesan	Merk	Gengsi	PD
							Rasional	Emosional						
1	2	2	1	3	2	1	4	2	2	3	3	3	3	4
2	2	3	1	1	3	1	2	1	2	2	3	3	4	4
3	2	2	1	1	3	1	4	1	4	3	4	4	3	4
4	1	1	1	2	3	1	3	1	2	1	2	1	2	3
5	2	2	1	2	1	1	2	2	4	4	4	4	3	4
6	2	3	1	2	1	1	3	1	4	4	4	4	4	4
7	2	3	1	3	3	1	2	1	2	3	3	3	4	4
8	2	3	1	1	3	1	2	1	3	3	3	2	4	4
9	2	3	1	1	1	1	1	1	2	2	2	1	4	4
10	1	1	1	2	1	1	2	1	4	3	3	3	2	3
11	2	3	1	2	3	1	2	1	2	2	2	1	4	4
12	2	3	1	1	1	1	1	1	3	2	3	1	4	4
13	2	3	1	1	1	1	2	1	3	2	3	1	4	4
14	1	1	1	2	2	1	2	1	4	3	3	3	2	3
15	1	1	1	1	1	1	2	1	4	3	3	3	2	3
16	2	3	1	2	1	1	2	1	3	2	3	2	4	4
17	1	1	1	2	3	1	2	2	4	3	3	3	2	3
18	1	1	1	2	3	1	2	1	4	3	3	3	2	3
19	2	2	1	2	1	1	3	2	3	2	3	2	1	4
20	2	2	1	1	3	1	2	1	4	4	4	4	3	4
21	2	3	1	2	1	1	2	2	4	3	4	3	4	4
22	2	3	1	1	3	1	2	1	4	3	4	3	4	4
23	2	3	1	2	3	1	2	1	3	2	3	2	4	4
24	2	3	1	3	3	1	3	2	3	2	3	2	4	4
25	1	2	1	2	3	1	2	1	2	2	3	2	2	2
26	1	2	1	2	1	1	2	2	2	2	3	2	2	2
27	1	2	1	3	3	1	3	1	2	2	3	2	2	2
28	2	3	1	2	1	1	2	1	3	2	3	2	4	3
29	2	2	1	1	3	1	4	1	4	3	4	4	3	3
30	2	3	1	2	3	1	2	1	3	2	3	2	4	3
31	2	3	1	1	1	1	1	1	4	3	4	3	4	3
32	2	3	1	2	3	1	3	2	3	2	3	3	4	3
33	1	1	1	2	1	1	3	1	2	1	2	1	1	3
34	2	3	1	2	3	1	2	1	4	3	4	4	4	3
35	1	2	1	1	2	1	4	1	2	2	3	2	2	2
36	1	1	1	2	1	1	3	1	2	1	2	1	2	3
37	2	3	1	2	1	1	3	2	4	4	4	4	4	4
38	1	1	1	1	1	1	1	1	2	1	2	1	2	3
39	2	2	1	2	2	1	2	1	4	4	4	4	3	4
40	1	2	1	3	2	1	3	1	3	2	3	2	2	2
41	1	2	1	1	2	1	2	2	3	2	3	2	1	2
42	2	3	1	2	3	1	2	2	3	2	3	3	4	3
43	2	2	1	2	3	1	2	2	4	4	4	4	3	3
44	2	3	1	3	3	1	3	2	4	3	4	4	4	3
45	2	2	1	1	3	1	4	1	3	3	3	3	3	3
46	2	2	1	1	2	1	4	2	3	3	3	3	3	3
47	1	2	1	1	1	1	4	1	2	2	3	2	1	2
48	1	2	1	1	1	1	2	1	2	2	3	2	2	2
49	2	2	1	3	2	1	2	1	3	3	3	3	3	3
50	1	2	1	2	1	1	3	2	2	2	3	2	2	2
51	2	2	1	2	3	1	3	2	4	3	4	4	3	3
52	2	2	1	2	2	1	2	2	4	3	4	4	3	3

Resp	Jenis Kelamin	Uang Saku	Tahu Produk	Tahu Dari Mana	Berapa Lama	Frek. Beli	Motivasi		Harga	Kualitas	Kemasan	Merk	Gengsi
							Rasional	Emosional					
53	2	2	1	1	1	1	1	1	3	3	3	3	3
54	2	2	1	1	2	1	4	1	4	3	4	4	3
55	1	2	1	1	3	1	3	1	3	2	3	2	1
56	1	2	1	2	3	1	3	1	3	2	3	2	2
57	1	1	1	2	3	1	1	1	2	1	2	1	2
58	1	2	1	2	3	1	1	2	3	2	3	2	2
59	2	2	1	3	3	1	3	2	3	3	3	3	3
60	1	1	1	3	3	1	2	2	2	1	2	1	2
61	2	2	1	1	3	1	2	2	3	3	3	3	3
62	1	2	1	2	3	1	1	2	3	2	3	2	2
63	1	2	1	2	3	1	1	1	3	2	3	2	1
64	2	2	1	2	3	1	1	1	4	3	4	4	3
65	1	2	1	2	3	1	3	1	3	2	3	2	2
66	2	2	1	2	3	1	3	1	3	3	3	3	3
67	2	2	1	2	3	1	3	2	3	3	3	3	3
68	2	3	1	2	3	1	1	2	3	3	3	3	4
69	2	2	1	2	3	1	1	2	3	2	3	2	2
70	2	2	1	3	3	1	3	2	4	3	4	4	3
71	2	3	1	3	3	1	3	2	4	3	4	4	3
72	2	2	1	1	2	1	4	1	3	2	3	2	2
73	2	3	1	1	2	1	4	1	3	3	3	3	4
74	2	3	1	1	3	1	3	2	3	3	3	3	4
75	2	2	1	1	3	1	3	1	3	2	3	2	2
76	2	3	1	2	3	1	3	1	4	3	4	4	2
77	2	3	1	1	2	1	2	2	4	3	4	4	2
78	2	2	1	3	1	1	1	2	4	4	4	4	3
79	2	2	1	2	1	1	1	2	3	3	3	3	2
80	1	1	1	1	1	1	1	1	2	1	2	1	2
81	2	2	1	1	2	1	2	1	3	3	3	3	2
82	1	1	1	3	2	1	2	1	2	1	2	1	1
83	1	2	1	3	2	1	2	1	3	3	3	3	1
84	1	1	1	2	3	1	3	1	2	1	2	1	1
85	1	2	1	2	3	1	3	1	3	2	3	2	1
86	2	2	1	1	3	1	3	2	4	3	4	4	3
87	1	2	1	1	3	1	3	1	3	2	3	2	1
88	2	3	1	1	1	1	4	1	4	3	4	4	3
89	1	2	1	1	2	1	4	1	3	2	3	2	1
90	1	1	1	2	1	1	4	1	2	1	2	1	1
91	1	3	1	1	3	1	3	1	4	4	4	4	2
92	2	3	1	1	3	1	3	2	4	3	4	4	2
93	1	1	1	3	3	1	3	1	2	2	2	1	1
94	1	2	1	3	3	1	3	2	3	2	3	2	1
95	2	2	1	3	3	1	3	2	3	3	3	3	2
96	1	1	1	1	3	1	3	2	2	2	2	1	1
97	2	2	1	1	3	1	3	1	4	4	4	4	3
98	2	2	1	1	2	1	4	2	3	3	3	3	2
99	1	1	1	1	1	1	4	2	2	2	2	1	1
100	1	1	1	2	1	1	4	1	2	2	2	1	1
101	2	2	1	1	2	1	2	1	3	3	3	3	2
102	1	2	1	1	3	1	2	1	3	2	3	2	1
103	2	3	1	1	1	1	2	1	4	4	4	4	3
104	2	3	1	1	1	1	3	2	4	3	4	4	3
105	2	2	1	2	1	1	3	1	3	3	3	3	2

Frequencies

Statistics

		Jenis Kelamin	Besarnya Uang Saku	Tahu Produk	Tahu Dari Mana	Lama Menggunakan
N	Valid	105	105	105	105	105
	Missing	0	0	0	0	0
Mean		1.61	2.12	1.08	1.75	2.23
Std. Error of Mean		.048	.067	.026	.070	.066
Median		2.00	2.00	1.00	2.00	-3.00
Mode		2	2	1	2	3
Std. Deviation		.49	.69	.27	.72	.88
Variance		.24	.47	.071	.52	.77
Skewness		-.456	-.166	3.241	.408	-.467
Std. Error of Skewness		.236	.236	.236	.236	.236
Kurtosis		-1.828	-.867	8.672	-.971	-1.556
Std. Error of Kurtosis		.467	.467	.467	.467	.467
Range		1	2	1	2	2
Minimum		1	1	1	1	1
Maximum		2	3	2	3	3
Sum		169	223	113	184	234

Statistics

		Frekuensi Pembelian	Motif Rasional	Motif Emosional	Harga	Kualitas
N	Valid	105	105	105	105	105
	Missing	0	0	0	0	0
Mean		1.00	2.51	1.37	3.08	2.52
Std. Error of Mean		.000	.090	.047	.074	.078
Median		1.00	3.00	1.00	3.00	3.00
Mode		1	2 ^a	1	3	3
Std. Deviation		.00	.92	.49	.76	.80
Variance		.00	.85	.24	.57	.64
Skewness			-.005	.540	-.128	-.079
Std. Error of Skewness		.236	.236	.236	.236	.236
Kurtosis			-.803	-1.742	-1.23	-.405
Std. Error of Kurtosis		.467	.467	.467	.467	.467
Range		0	3	1	2	3
Minimum		1	1	1	2	1
Maximum		1	4	2	4	4
Sum		105	264	144	323	265

		Kemasan	Merek	Prestise/ Gengsi	Percaya Diri/ PD
N	Valid	105	105	105	105
	Missing	0	0	0	0
Mean		3.12	2.62	2.53	2.71
Std. Error of Mean		.063	.102	.101	.085
Median		3.00	3.00	2.00	3.00
Mode		3	3	2	3
Std. Deviation		.646	1.041	1.038	.874
Variance		.417	1.084	1.078	.764
Skewness		-.121	-.116	.041	-.198
Std. Error of Skewness		.236	.236	.236	.236
Kurtosis		-.594	-1.154	-1.159	-.626
Std. Error of Kurtosis		.467	.467	.467	.467
Range		2	3	3	3
Minimum		2	1	1	1
Maximum		4	4	4	4
Sum		328	275	266	285

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	41	39.0	39.0	39.0
	Wanita	64	61.0	61.0	100.0
	Total	105	100.0	100.0	

Besarnya Uang Saku

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dibawah Rp 500.000	19	18.1	18.1	18.1
	Rp 500.000 - Rp 1.000.000	54	51.4	51.4	69.5
	Diatas Rp 1.000.000	32	30.5	30.5	100.0
	Total	105	100.0	100.0	

Tahu Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	105	100.0	100.0	100.0

Tahu Dari Mana

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tahu Dengan Sendirinya	43	41.0	41.0	41.0
	Dari Iklan	45	42.9	42.9	83.8
	Dari Orang Lain	17	16.2	16.2	100.0
	Total	105	100.0	100.0	

Lama Menggunakan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang dari 6 bulan	31	29.5	29.5	29.5
	6 bulan s/d 1 tahun	19	18.1	18.1	47.6
	Lebih dari 1 tahun	55	52.4	52.4	100.0
	Total	105	100.0	100.0	

Frekuensi Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang dari 3 kali	105	100.0	100.0	100.0

Motif Rasional

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Harga	15	14.3	14.3	14.3
	Kualitas	37	35.2	35.2	49.5
	Kemasan/desain	37	35.2	35.2	84.8
	Merk	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

Motif Emosional

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prestise	66	62.9	62.9	62.9
	Percaya Diri (PD)	39	37.1	37.1	100.0
	Total	105	100.0	100.0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	26	24.8	24.8	24.8
	Setuju	45	42.9	42.9	67.6
	Sangat Setuju	34	32.4	32.4	100.0
	Total	105	100.0	100.0	

Kualitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	10	9.5	9.5	9.5
	Tidak Setuju	40	38.1	38.1	47.6
	Setuju	45	42.9	42.9	90.5
	Sangat Setuju	10	9.5	9.5	100.0
	Total	105	100.0	100.0	

Kemasan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	16	15.2	15.2	15.2
	Setuju	60	57.1	57.1	72.4
	Sangat Setuju	29	27.5	27.6	100.0
	Total	105	100.0	100.0	

Merak

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	18	17.1	17.1	17.1
	Tidak Setuju	30	28.6	28.6	45.7
	Setuju	31	29.5	29.5	75.2
	Sangat Setuju	26	24.8	24.8	100.0
	Total	105	100.0	100.0	

Prestise/Gengsi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	19	18.1	18.1	18.1
	Tidak Setuju	35	33.3	33.3	51.4
	Setuju	27	25.7	25.7	77.1
	Sangat Setuju	24	22.9	22.9	100.0
	Total	105	100.0	100.0	

Percaya Diri/PD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	9	8.6	8.6	8.6
	Tidak Setuju	32	30.5	30.5	39.0
	Setuju	44	41.9	41.9	81.0
	Sangat Setuju	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Harga terjangkau	105	100.0%	0	.0%	105	100.0%
Jenis Kelamin * Harga sesuai kualitas	105	100.0%	0	.0%	105	100.0%
Jenis Kelamin * Harga setara merk lain	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Harga terjangkau	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Harga sesuai kualitas	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Harga setara merk lain	105	100.0%	0	.0%	105	100.0%

Jenis Kelamin * Harga terjangkau

Crosstab

			Harga terjangkau			Total
			Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	16	23	2	41
		Expected Count	7.8	25.0	8.2	41.0
	Wanita	Count	4	41	19	64
		Expected Count	12.2	39.0	12.8	64.0
Total		Count	20	64	21	105
		Expected Count	20.0	64.0	21.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.044 ^a	2	.000
Likelihood Ratio	23.666	2	.000
Linear-by-Linear Association	21.025	1	.000
N of Valid Cases	105		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.81.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.417	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Harga sesuai kualitas

Crosstab

			Harga sesuai kualitas				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	0	23	12	6	41
		Expected Count	.4	17.6	10.5	12.5	41.0
	Wanita	Count	1	22	15	26	64
		Expected Count	.6	27.4	16.5	19.5	64.0
Total		Count	1	45	27	32	105
		Expected Count	1.0	45.0	27.0	32.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.262 ^a	3	.026
Likelihood Ratio	10.140	3	.017
Linear-by-Linear Association	6.553	1	.010
N of Valid Cases	105		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .39.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.285	.026
N of Valid Cases	105	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Harga setara merk lain

Crosstab

			Harga setara merk lain				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	2	26	5	8	41
		Expected Count	.8	14.4	14.4	11.3	41.0
	Wanita	Count	0	11	32	21	64
		Expected Count	1.2	22.6	22.6	17.7	64.0
Total		Count	2	37	37	29	105
		Expected Count	2.0	37.0	37.0	29.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.013 ^a	3	.000
Likelihood Ratio	31.960	3	.000
Linear-by-Linear Association	17.178	1	.000
N of Valid Cases	105		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .78.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.471	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Harga terjangkau

Crosstab

			Harga terjangkau			Total
			Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	13	4	2	19
		Expected Count	3.6	11.6	3.8	19.0
	Rp 500.000 - Rp 1.000.000	Count	6	39	9	54
		Expected Count	10.3	32.9	10.8	54.0
	> Rp 1.000.000	Count	1	21	10	32
		Expected Count	6.1	19.5	6.4	32.0
Total	Count	20	64	21	105	
	Expected Count	20.0	64.0	21.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.741 ^a	4	.000
Likelihood Ratio	34.072	4	.000
Linear-by-Linear Association	20.294	1	.000
N of Valid Cases	105		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 3.62.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.524	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Harga sesuai kualitas

Crosstab

			Harga sesuai kualitas				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	0	14	2	3	19
		Expected Count	.2	8.1	4.9	5.8	19.0
	Rp 500.000 - Rp 1.000.000	Count	0	21	18	15	54
		Expected Count	.5	23.1	13.9	16.5	54.0
	> Rp 1.000.000	Count	1	10	7	14	32
		Expected Count	.3	13.7	8.2	9.8	32.0
Total	Count	1	45	27	32	105	
	Expected Count	1.0	45.0	27.0	32.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.129 ^a	6	.028
Likelihood Ratio	14.054	6	.029
Linear-by-Linear Association	5.894	1	.015
N of Valid Cases	105		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .18.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.344	.028
N of Valid Cases	105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Harga setara merk lain

Crosstab

			Harga setara merk lain				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	2	12	0	5	19
		Expected Count	.4	6.7	6.7	5.2	19.0
	Rp 500.000 - Rp 1.000.000	Count	0	18	22	14	54
		Expected Count	1.0	19.0	19.0	14.9	54.0
	> Rp 1.000.000	Count	0	7	15	10	32
		Expected Count	.6	11.3	11.3	8.8	32.0
Total	Count	2	37	37	29	105	
	Expected Count	2.0	37.0	37.0	29.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.542 ^a	6	.001
Likelihood Ratio	27.328	6	.000
Linear-by-Linear Association	6.953	1	.008
N of Valid Cases	105		

a. 3 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	.428	.001
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Kualitas baik	105	100.0%	0	.0%	105	100.0%
Jenis Kelamin * Kualitas sesuai	105	100.0%	0	.0%	105	100.0%
Jenis Kelamin * Kualitas rasa yakin	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Kualitas baik	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Kualitas sesuai	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Kualitas rasa yakin	105	100.0%	0	.0%	105	100.0%

Jenis Kelamin * Kualitas baik

Crosstab

			Kualitas baik				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	7	16	16	2	41
		Expected Count	2.7	9.8	23.0	5.5	41.0
	Wanita	Count	0	9	43	12	64
		Expected Count	4.3	15.2	36.0	8.5	64.0
Total		Count	7	25	59	14	105
		Expected Count	7.0	25.0	59.0	14.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.601 ^a	3	.000
Likelihood Ratio	27.364	3	.000
Linear-by-Linear Association	22.675	1	.000
N of Valid Cases	105		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.73.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.436	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Kualitas sesuai

Crosstab

			Kualitas sesuai				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	7	24	9	1	41
		Expected Count	2.7	16.4	18.0	3.9	41.0
	Wanita	Count	0	18	37	9	64
		Expected Count	4.3	25.6	28.0	6.1	64.0
Total		Count	7	42	46	10	105
		Expected Count	7.0	42.0	46.0	10.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.586 ^a	3	.000
Likelihood Ratio	31.139	3	.000
Linear-by-Linear Association	25.203	1	.000
N of Valid Cases	105		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.73.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.456	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Kualitas rasa yakin

Crosstab

			Kualitas rasa yakin				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	8	22	10	1	41
		Expected Count	3.1	18.4	16.0	3.5	41.0
	Wanita	Count	0	25	31	8	64
		Expected Count	4.9	28.6	25.0	5.5	64.0
Total		Count	8	47	41	9	105
		Expected Count	8.0	47.0	41.0	9.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.329 ^a	3	.000
Likelihood Ratio	23.685	3	.000
Linear-by-Linear Association	17.500	1	.000
N of Valid Cases	105		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 3.12.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.403	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Kualitas baik

Crosstab

			Kualitas baik				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	7	7	4	1	19
		Expected Count	1.3	4.5	10.7	2.5	19.0
	Rp 500.000 - Rp 1.000.000	Count	0	13	33	8	54
		Expected Count	3.6	12.9	30.3	7.2	54.0
	> Rp 1.000.000	Count	0	5	22	5	32
		Expected Count	2.1	7.6	18.0	4.3	32.0
Total	Count	7	25	59	14	105	
	Expected Count	7.0	25.0	59.0	14.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.390 ^a	6	.000
Likelihood Ratio	34.096	6	.000
Linear-by-Linear Association	18.398	1	.000
N of Valid Cases	105		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 1.27.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.527	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Kualitas sesuai

Crosstab

			Kualitas sesuai				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	7	7	5	0	19
		Expected Count	1.3	7.6	8.3	1.8	19.0
	Rp 500.000 - Rp 1.000.000	Count	0	22	26	6	54
		Expected Count	3.6	21.6	23.7	5.1	54.0
	> Rp 1.000.000	Count	0	13	15	4	32
		Expected Count	2.1	12.8	14.0	3.0	32.0
	Total	Count	7	42	46	10	105
		Expected Count	7.0	42.0	46.0	10.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.620 ^a	6	.000
Likelihood Ratio	29.860	6	.000
Linear-by-Linear Association	11.017	1	.001
N of Valid Cases	105		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is 1.27.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.503	.000
N of Valid Cases	105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Kualitas rasa yakin

Crosstab

			Kualitas rasa yakin				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	6	8	5	0	19
		Expected Count	1.4	8.5	7.4	1.6	19.0
	Rp 500.000 - Rp 1.000.000	Count	2	23	23	6	54
		Expected Count	4.1	24.2	21.1	4.6	54.0
	> Rp 1.000.000	Count	0	16	13	3	32
		Expected Count	2.4	14.3	12.5	2.7	32.0
Total	Count	8	47	41	9	105	
	Expected Count	8.0	47.0	41.0	9.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.165 ^a	6	.002
Likelihood Ratio	19.187	6	.004
Linear-by-Linear Association	6.548	1	.010
N of Valid Cases	105		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 1.45.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.410	.002
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Kemasan menarik	105	100.0%	0	0%	105	100.0%
Jenis Kelamin * Kemasan berbagai ukuran	105	100.0%	0	.0%	105	100.0%
Jenis Kelamin * Kemasan beri kesan tertentu	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Kemasan menarik	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Kemasan berbagai ukuran	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Kemasan beri kesan tertentu	105	100.0%	0	.0%	105	100.0%

Jenis Kelamin * Kemasan menarik

Crosstab

			Kemasan menarik			Total
			Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	10	28	3	41
		Expected Count	6.6	25.8	8.6	41.0
	Wanita	Count	7	38	19	64
		Expected Count	10.4	40.2	13.4	64.0
Total		Count	17	66	22	105
		Expected Count	17.0	66.0	22.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.078 ^a	2	.011
Likelihood Ratio	9.947	2	.007
Linear-by-Linear Association	8.605	1	.003
N of Valid Cases	105		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.64.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.282	.011
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Kemasan berbagai ukuran

Crosstab

			Kemasan berbagai ukuran				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	2	18	19	2	41
		Expected Count	.8	12.5	16.8	10.9	41.0
	Wanita	Count	0	14	24	26	64
		Expected Count	1.2	19.5	26.2	17.1	64.0
Total		Count	2	32	43	28	105
		Expected Count	2.0	32.0	43.0	28.0	105.0

CHI-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.553 ^a	3	.000
Likelihood Ratio	23.184	3	.000
Linear-by-Linear Association	17.588	1	.000
N of Valid Cases	105		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .78.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.396	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Kemasan beri kesan tertentu

Crosstab

			Kemasan beri kesan tertentu				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	2	16	22	1	41
		Expected Count	.8	9.8	18.4	12.1	41.0
	Wanita	Count	0	9	25	30	64
		Expected Count	1.2	15.2	28.6	18.9	64.0
Total		Count	2	25	47	31	105
		Expected Count	2.0	25.0	47.0	31.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.565 ^a	3	.000
Likelihood Ratio	34.011	3	.000
Linear-by-Linear Association	25.458	1	.000
N of Valid Cases	105		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .78.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.456	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Kemasan berbagai ukuran

Crosstab

			Kemasan berbagai ukuran				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	2	10	6	1	19
		Expected Count	.4	5.8	7.8	5.1	19.0
	Rp 500.000 - Rp 1.000.000	Count	0	14	27	13	54
		Expected Count	1.0	16.5	22.1	14.4	54.0
	> Rp 1.000.000	Count	0	8	10	14	32
		Expected Count	.6	9.8	13.1	8.5	32.0
Total	Count	2	32	43	28	105	
	Expected Count	2.0	32.0	43.0	28.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.919 ^a	6	.001
Likelihood Ratio	20.279	6	.002
Linear-by-Linear Association	12.486	1	.000
N of Valid Cases	105		

a. 3 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	.416	.001
N of Valid Cases	105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Kemasan berbagai ukuran

Crosstab

			Kemasan berbagai ukuran				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	2	10	6	1	19
		Expected Count	.4	5.8	7.8	5.1	19.0
	Rp 500.000 - Rp 1.000.000	Count	0	14	27	13	54
		Expected Count	1.0	16.5	22.1	14.4	54.0
	> Rp 1.000.000	Count	0	8	10	14	32
		Expected Count	.6	9.8	13.1	8.5	32.0
Total	Count	2	32	43	28	105	
	Expected Count	2.0	32.0	43.0	28.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.919 ^a	6	.001
Likelihood Ratio	20.279	6	.002
Linear-by-Linear Association	12.486	1	.000
N of Valid Cases	105		

a. 3 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	.416	.001
N of Valid Cases	105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Kemasan beri kesan tertentu

Crosstab

			Kemasan beri kesan tertentu				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	2	12	5	0	19
		Expected Count	.4	4.5	8.5	5.6	19.0
	Rp 500.000 - Rp 1.000.000	Count	0	8	30	16	54
		Expected Count	1.0	12.9	24.2	15.9	54.0
	> Rp 1.000.000	Count	0	5	12	15	32
		Expected Count	.6	7.6	14.3	9.4	32.0
Total		Count	2	25	47	31	105
		Expected Count	2.0	25.0	47.0	31.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.243 ^a	6	.000
Likelihood Ratio	35.832	6	.000
Linear-by-Linear Association	21.833	1	.000
N of Valid Cases	105		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .36.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.507	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Merk sesuai selera	105	100.0%	0	.0%	105	100.0%
Jenis Kelamin * Merk beri daya tarik	105	100.0%	0	.0%	105	100.0%
Jenis Kelamin * Merk bonafid	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Merk sesuai selera	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Merk beri daya tarik	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Merk bonafid	105	100.0%	0	.0%	105	100.0%

Jenis Kelamin * Merk sesuai selera

Crosstab

			Merk sesuai selera				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	8	18	14	1	41
		Expected Count	4.3	9.8	19.5	7.4	41.0
	Wanita	Count	3	7	36	18	64
		Expected Count	6.7	15.2	30.5	11.6	64.0
Total		Count	11	25	50	19	105
		Expected Count	11.0	25.0	50.0	19.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.324 ^a	3	.000
Likelihood Ratio	30.812	3	.000
Linear-by-Linear Association	25.163	1	.000
N of Valid Cases	105		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.30.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.461	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Merk beri daya tarik

Crosstab

			Merk beri daya tarik				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	11	20	8	2	41
		Expected Count	5.5	11.7	13.3	10.5	41.0
	Wanita	Count	3	10	26	25	64
		Expected Count	8.5	18.3	20.7	16.5	64.0
Total		Count	14	30	34	27	105
		Expected Count	14.0	30.0	34.0	27.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.601 ^a	3	.000
Likelihood Ratio	36.383	3	.000
Linear-by-Linear Association	31.183	1	.000
N of Valid Cases	105		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.47.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.492	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Merk bonafid

Crosstab

			Merk bonafid				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	11	20	8	2	41
		Expected Count	5.9	12.9	14.1	8.2	41.0
	Wanita	Count	4	13	28	19	64
		Expected Count	9.1	20.1	21.9	12.8	64.0
Total		Count	15	33	36	21	105
		Expected Count	15.0	33.0	36.0	21.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.826 ^a	3	.000
Likelihood Ratio	27.485	3	.000
Linear-by-Linear Association	23.846	1	.000
N of Valid Cases	105		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.86.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.444	.000
N of Valid Cases	105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Merk sesuai selera

Crosstab

			Merk sesuai selera				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	7	8	4	0	19
		Expected Count	2.0	4.5	9.0	3.4	19.0
	Rp 500.000 - Rp 1.000.000	Count	1	13	30	10	54
		Expected Count	5.7	12.9	25.7	9.8	54.0
	> Rp 1.000.000	Count	3	4	16	9	32
		Expected Count	3.4	7.6	15.2	5.8	32.0
Total	Count	11	25	50	19	105	
	Expected Count	11.0	25.0	50.0	19.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.661 ^a	6	.000
Likelihood Ratio	30.408	6	.000
Linear-by-Linear Association	15.652	1	.000
N of Valid Cases	105		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.99.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.469	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Merk beri daya tarik

Crosstab

			Merk beri daya tarik				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	11	3	4	1	19
		Expected Count	2.5	5.4	6.2	4.9	19.0
	Rp 500.000 - Rp 1.000.000	Count	0	21	19	14	54
		Expected Count	7.2	15.4	17.5	13.9	54.0
	> Rp 1.000.000	Count	3	6	11	12	32
		Expected Count	4.3	9.1	10.4	8.2	32.0
Total		Count	14	30	34	27	105
		Expected Count	14.0	30.0	34.0	27.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.795 ^a	6	.000
Likelihood Ratio	41.665	6	.000
Linear-by-Linear Association	15.713	1	.000
N of Valid Cases	105		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 2.53.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.551	.000
N of Valid Cases	105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Merk bonafid

Crosstab

			Merk bonafid				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	11	3	5	0	19
		Expected Count	2.7	6.0	6.5	3.8	19.0
	Rp 500.000 - Rp 1.000.000	Count	0	24	16	12	54
		Expected Count	7.7	17.0	16.5	10.8	54.0
	> Rp 1.000.000	Count	4	6	13	9	32
		Expected Count	4.6	10.1	11.0	6.4	32.0
Total	Count	15	33	36	21	105	
	Expected Count	15.0	33.0	36.0	21.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.836 ^a	6	.000
Likelihood Ratio	45.439	6	.000
Linear-by-Linear Association	13.757	1	.000
N of Valid Cases	105		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 2.71.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.547	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Mampu menaikkan prestise	105	100.0%	0	.0%	105	100.0%
Jenis Kelamin * Mampu mengangkat gengsi	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Mampu menaikkan prestise	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Mampu mengangkat gengsi	105	100.0%	0	.0%	105	100.0%

Jenis Kelamin * Mampu menaikkan prestise

Crosstab

			Mampu menaikkan prestise				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	28	15	0	0	41
		Expected Count	10.5	10.5	12.9	7.0	41.0
	Wanita	Count	1	12	33	18	64
		Expected Count	16.5	16.5	20.1	11.0	64.0
Total		Count	27	27	33	18	105
		Expected Count	27.0	27.0	33.0	18.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.943 ^a	3	.000
Likelihood Ratio	94.832	3	.000
Linear-by-Linear Association	64.944	1	.000
N of Valid Cases	105		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.03.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.640	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Mampu mengangkat gengsi

Crosstab

			Mampu mengangkat gengsi				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	19	17	5	0	41
		Expected Count	8.2	13.7	10.2	9.0	41.0
	Wanita	Count	2	18	21	23	64
		Expected Count	12.8	21.3	15.8	14.0	64.0
Total		Count	21	35	26	23	105
		Expected Count	21.0	35.0	26.0	23.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.695 ^a	3	.000
Likelihood Ratio	53.325	3	.000
Linear-by-Linear Association	41.903	1	.000
N of Valid Cases	105		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.20.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.542	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Mampu menaikkan prestise

Crosstab

			Mampu menaikkan prestise				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	12	7	0	0	19
		Expected Count	4.9	4.9	6.0	3.3	19.0
	Rp 500.000 - Rp 1.000.000	Count	14	18	21	1	54
		Expected Count	13.9	13.9	17.0	9.3	54.0
	> Rp 1.000.000	Count	1	2	12	17	32
		Expected Count	8.2	8.2	10.1	5.5	32.0
Total	Count	27	27	33	18	105	
	Expected Count	27.0	27.0	33.0	18.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.652 ^a	6	.000
Likelihood Ratio	73.489	6	.000
Linear-by-Linear Association	49.045	1	.000
N of Valid Cases	105		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 3.26.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.620	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Mampu mengangkat gengsi

Crosstab

			Mampu mengangkat gengsi				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	8	9	2	0	19
		Expected Count	3.8	6.3	4.7	4.2	19.0
	Rp 500.000 - Rp 1.000.000	Count	12	24	17	1	54
		Expected Count	10.8	18.0	13.4	11.8	54.0
	> Rp 1.000.000	Count	1	2	7	22	32
		Expected Count	6.4	10.7	7.9	7.0	32.0
Total	Count	21	35	26	23	105	
	Expected Count	21.0	35.0	26.0	23.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.277 ^a	6	.000
Likelihood Ratio	72.558	6	.000
Linear-by-Linear Association	45.507	1	.000
N of Valid Cases	105		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 3.80.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.628	.000
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Mendorong PD	105	100.0%	0	.0%	105	100.0%
Jenis Kelamin * Memaksimalkan penampian	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Mendorong PD	105	100.0%	0	.0%	105	100.0%
Besarnya Uang Saku * Memaksimalkan penampian	105	100.0%	0	.0%	105	100.0%

Jenis Kelamin * Mendorong PD

Crosstab

			Mendorong PD				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	12	18	9	2	41
		Expected Count	6.6	15.2	9.8	9.4	41.0
	Wanita	Count	5	21	16	22	64
		Expected Count	10.4	23.8	15.2	14.6	64.0
Total		Count	17	39	25	24	105
		Expected Count	17.0	39.0	25.0	24.0	105.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.543 ^a	3	.001
Likelihood Ratio	19.611	3	.000
Linear-by-Linear Association	16.757	1	.000
N of Valid Cases	105		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.64.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.378	.001
N of Valid Cases		105	

a. Not assuming the null hypothesis.

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

Jenis Kelamin * Memaksimalkan penampilan

Crosstab

			Memaksimalkan penampilan				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Jenis Kelamin	Pria	Count	14	16	10	1	41
		Expected Count	7.0	10.2	16.4	7.4	
	Wanita	Count	4	10	32	18	64
		Expected Count	11.0	15.8	25.6	11.6	
Total		Count	18	26	42	19	105
		Expected Count	18.0	26.0	42.0	19.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.080 ^a	3	.000
Likelihood Ratio	32.825	3	.000
Linear-by-Linear Association	28.763	1	.000
N of Valid Cases	105		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.03.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.472	.000
N of Valid Cases	105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Mendorong PD

Crosstab

			Mendorong PD				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	5	5	7	2	19
		Expected Count	3.1	7.1	4.5	4.3	19.0
	Rp 500.000 - Rp 1.000.000	Count	11	25	10	8	54
		Expected Count	8.7	20.1	12.9	12.3	54.0
	> Rp 1.000.000	Count	1	9	8	14	32
		Expected Count	5.2	11.9	7.6	7.3	32.0
Total	Count	17	39	25	24	105	
	Expected Count	17.0	39.0	25.0	24.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.591 ^a	6	.005
Likelihood Ratio	19.187	6	.004
Linear-by-Linear Association	9.482	1	.002
N of Valid Cases	105		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 3.08.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.388	.005
N of Valid Cases	105	

a. Not assuming the null hypothesis.

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

Besarnya Uang Saku * Memaksimalkan penampilan**Crosstab**

			Memaksimalkan penampilan				Total
			Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju	
Besarnya Uang Saku	< Rp 50.000	Count	7	6	6	0	19
		Expected Count	3.3	4.7	7.6	3.4	19.0
	Rp 500.000 - Rp 1.000.000	Count	8	15	24	7	54
		Expected Count	9.3	13.4	21.6	9.8	54.0
	> Rp 1.000.000	Count	3	5	12	12	32
		Expected Count	5.5	7.9	12.8	5.8	32.0
Total	Count	18	26	42	19	105	
	Expected Count	18.0	26.0	42.0	19.0	105.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.768 ^a	6	.005
Likelihood Ratio	20.007	6	.003
Linear-by-Linear Association	14.661	1	.000
N of Valid Cases	105		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 3.26.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.389	.005
N of Valid Cases	105	

a. Not assuming the null hypothesis.

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

Tabel r Product Moment (satu arah)

df	5%	df	5%	df	5%	df	5%
1	0.9511	51	0.1789	101	0.1273	151	0.1042
2	0.8000	52	0.1772	102	0.1267	152	0.1038
3	0.6870	53	0.1755	103	0.1261	153	0.1035
4	0.6084	54	0.1739	104	0.1255	154	0.1032
5	0.5509	55	0.1723	105	0.1249	155	0.1028
6	0.5067	56	0.1708	106	0.1243	156	0.1025
7	0.4716	57	0.1693	107	0.1237	157	0.1022
8	0.4428	58	0.1678	108	0.1231	158	0.1019
9	0.4187	59	0.1664	109	0.1226	159	0.1015
10	0.3981	60	0.1650	110	0.1220	160	0.1012
11	0.3802	61	0.1636	111	0.1215	161	0.1009
12	0.3646	62	0.1623	112	0.1209	162	0.1006
13	0.3507	63	0.1610	113	0.1204	163	0.1003
14	0.3383	64	0.1598	114	0.1199	164	0.1000
15	0.3271	65	0.1586	115	0.1193	165	0.0997
16	0.3170	66	0.1574	116	0.1188	166	0.0994
17	0.3077	67	0.1562	117	0.1183	167	0.0991
18	0.2992	68	0.1550	118	0.1178	168	0.0988
19	0.2914	69	0.1539	119	0.1173	169	0.0985
20	0.2841	70	0.1528	120	0.1168	170	0.0982
21	0.2774	71	0.1517	121	0.1163	171	0.0979
22	0.2711	72	0.1507	122	0.1159	172	0.0976
23	0.2653	73	0.1497	123	0.1154	173	0.0973
24	0.2598	74	0.1486	124	0.1149	174	0.0971
25	0.2546	75	0.1477	125	0.1145	175	0.0968
26	0.2497	76	0.1467	126	0.1140	176	0.0965
27	0.2451	77	0.1457	127	0.1136	177	0.0962
28	0.2407	78	0.1448	128	0.1131	178	0.0960
29	0.2366	79	0.1439	129	0.1127	179	0.0957
30	0.2327	80	0.1430	130	0.1123	180	0.0954
31	0.2289	81	0.1421	131	0.1118	181	0.0952
32	0.2254	82	0.1412	132	0.1114	182	0.0949
33	0.2220	83	0.1404	133	0.1110	183	0.0947
34	0.2187	84	0.1396	134	0.1106	184	0.0944
35	0.2156	85	0.1387	135	0.1102	185	0.0941
36	0.2126	86	0.1379	136	0.1098	186	0.0939
37	0.2097	87	0.1371	137	0.1094	187	0.0936
38	0.2070	88	0.1364	138	0.1090	188	0.0934
39	0.2043	89	0.1356	139	0.1086	189	0.0931
40	0.2018	90	0.1348	140	0.1082	190	0.0929
41	0.1993	91	0.1341	141	0.1078	191	0.0927
42	0.1970	92	0.1334	142	0.1074	192	0.0924
43	0.1947	93	0.1327	143	0.1070	193	0.0922
44	0.1925	94	0.1320	144	0.1067	194	0.0919
45	0.1903	95	0.1313	145	0.1063	195	0.0917
46	0.1883	96	0.1306	146	0.1059	196	0.0915
47	0.1863	97	0.1299	147	0.1056	197	0.0912
48	0.1843	98	0.1292	148	0.1052	198	0.0910
49	0.1825	99	0.1286	149	0.1049	199	0.0908
50	0.1806	100	0.1279	150	0.1045	200	0.0905

Tabel Chi Square

	10%	5%	2,5%	1%
1	2.71	3.84	5.02	6.63
2	4.61	5.99	7.38	9.21
3	6.25	7.81	9.35	11.34
4	7.78	9.49	11.14	13.28
5	9.24	11.07	12.83	15.09
6	10.64	12.59	14.45	16.81
7	12.02	14.07	16.01	18.48
8	13.36	15.51	17.53	20.09
9	14.68	16.92	19.02	21.67
10	15.99	18.31	20.48	23.21
11	17.28	19.68	21.92	24.73
12	18.55	21.03	23.34	26.22
13	19.81	22.36	24.74	27.69
14	21.06	23.68	26.12	29.14
15	22.31	25.00	27.49	30.58
16	23.54	26.30	28.85	32.00
17	24.77	27.59	30.19	33.41
18	25.99	28.87	31.53	34.81
19	27.20	30.14	32.85	36.19
20	28.41	31.41	34.17	37.57
21	29.62	32.67	35.48	38.93
22	30.81	33.92	36.78	40.29
23	32.01	35.17	38.08	41.64
24	33.20	36.42	39.36	42.98
25	34.38	37.65	40.65	44.31
26	35.56	38.89	41.92	45.64
27	36.74	40.11	43.19	46.96
28	37.92	41.34	44.46	48.28
29	39.09	42.56	45.72	49.59
30	40.26	43.77	46.98	50.89
31	41.42	44.99	48.23	52.19
32	42.58	46.19	49.48	53.49
33	43.75	47.40	50.73	54.78
34	44.90	48.60	51.97	56.06
35	46.06	49.80	53.20	57.34
36	47.21	51.00	54.44	58.62
37	48.36	52.19	55.67	59.89
38	49.51	53.38	56.90	61.16
39	50.66	54.57	58.12	62.43
40	51.81	55.76	59.34	63.69
41	52.95	56.94	60.56	64.95
42	54.09	58.12	61.78	66.21
43	55.23	59.30	62.99	67.46
44	56.37	60.48	64.20	68.71
45	57.51	61.66	65.41	69.96
46	58.64	62.83	66.62	71.20
47	59.77	64.00	67.82	72.44
48	60.91	65.17	69.02	73.68
49	62.04	66.34	70.22	74.92
50	63.17	67.50	71.42	76.15

	10%	5%	2,5%	1%
51	64.30	68.67	72.62	77.39
52	65.42	69.83	73.81	78.62
53	66.55	70.99	75.00	79.84
54	67.67	72.15	76.19	81.07
55	68.80	73.31	77.38	82.29
56	69.92	74.47	78.57	83.51
57	71.04	75.62	79.75	84.73
58	72.16	76.78	80.94	85.95
59	73.28	77.93	82.12	87.17
60	74.40	79.08	83.30	88.38
61	75.51	80.23	84.48	89.59
62	76.63	81.38	85.65	90.80
63	77.75	82.53	86.83	92.01
64	78.86	83.68	88.00	93.22
65	79.97	84.82	89.18	94.42
66	81.09	85.96	90.35	95.63
67	82.20	87.11	91.52	96.83
68	83.31	88.25	92.69	98.03
69	84.42	89.39	93.86	99.23
70	85.53	90.53	95.02	100.43
71	86.64	91.67	96.19	101.62
72	87.74	92.81	97.35	102.82
73	88.85	93.95	98.52	104.01
74	89.96	95.08	99.68	105.20
75	91.06	96.22	100.84	106.39
76	92.17	97.35	102.00	107.58
77	93.27	98.48	103.16	108.77
78	94.37	99.62	104.32	109.96
79	95.48	100.75	105.47	111.14
80	96.58	101.88	106.63	112.33
81	97.68	103.01	107.78	113.51
82	98.78	104.14	108.94	114.69
83	99.88	105.27	110.09	115.88
84	100.98	106.39	111.24	117.06
85	102.08	107.52	112.39	118.24
86	103.18	108.65	113.54	119.41
87	104.28	109.77	114.69	120.59
88	105.37	110.90	115.84	121.77
89	106.47	112.02	116.99	122.94
90	107.57	113.15	118.14	124.12
91	108.66	114.27	119.28	125.29
92	109.76	115.39	120.43	126.46
93	110.85	116.51	121.57	127.63
94	111.94	117.63	122.72	128.80
95	113.04	118.75	123.86	129.97
96	114.13	119.87	125.00	131.14
97	115.22	120.99	126.14	132.31
98	116.32	122.11	127.28	133.48
99	117.41	123.23	128.42	134.64
100	118.50	124.34	129.56	135.81

Reliability

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

RELIABILITY ANALYSIS - SCALE (AL

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Ite Delete
HARGA1	5.7667	2.2540	.6442	.5915
HARGA2	6.1000	1.7483	.5571	.6575
HARGA3	6.0000	1.9310	.5144	.7024

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .7333

Reliability

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

RELIABILITY ANALYSIS - SCALE (AL

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Ite Delete
KUALITA1	5.1333	1.7747	.5715	.8938
KUALITA2	5.4333	1.5644	.7738	.7054
KUALITA3	5.5667	1.4264	.7701	.7027

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .8376

Reliability

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

RELIABILITY ANALYSIS - SCALE (A L

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Ite Delete
KEMAS1	5.9667	1.7575	.3597	.7063
KEMAS2	6.0667	1.0989	.5315	.5021
KEMAS3	6.0333	1.2747	.5714	.4400

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .6652

Reliability

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

RELIABILITY ANALYSIS - SCALE (A L

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Ite Delete
MEREK1	5.0667	2.8230	.7504	.8550
MEREK2	5.2333	3.0816	.7560	.8504
MEREK3	5.3000	2.7000	.8168	.7935

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .8829

Reliability

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

RELIABILITY ANALYSIS - SCALE (AL

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Ite Delete
GENGS11	3.1000	.9207	.9086	.
GENGS12	3.0000	.8276	.9086	.

Reliability Coefficients

N of Cases = 30.0

N of Items = 2

Alpha = .9514

Reliability

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

RELIABILITY ANALYSIS - SCALE (AL

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Ite Delete
PD1	3.1667	.4195	.6143	.
PD2	3.4333	.4609	.6143	.

Reliability Coefficients

N of Cases = 30.0

N of Items = 2

Alpha = .7605