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Lampiran I

Kuesioner

Daftar Pertanyaan

Pertanyaan dibawah ini mohon dijawab dengan memakai tanda silang (x) sisipan jawaban yang sesuai dengan keadaan anda.

I. Pertanyaan Umum

1. Nama :
2. Jenis kelamin :
 - a. Laki-laki
 - b. Perempuan
3. Jenis Pekerjaan :
 - a. Karyawan swasta
 - b. Pegawai negeri
 - c. Wiraswasta
 - d. Pelajar/Mahasiswa
4. Pendapatan :
 - a. <Rp 500.000
 - b. Rp 500.000 – Rp 1.000.000
 - c. Rp 1.000.000 – Rp 1.500.000
 - d. >Rp 1.500.000

II. Skor Evaluasi

Pertanyaan mengenai evaluasi konsumen terhadap Kartu Telpon Prabayar simPATI (dimana: SS – Sangat Setuju, S = Setuju, N = Netral, TS = Tidak Seutju, STS = Sangat Tidak Setuju).

A. Produk						
No.	Pernyataan	SS	S	N	TS	STS
1.	Kartu telpon Prabayar simPATI menawarkan kualitas jaringan sinyal yang baik.					
2.	Kartu telpon Prabayar simPATI menawarkan <i>fiture</i> yang lengkap.					
B. Harga						
No.	Pernyataan	SS	S	N	TS	STS
3.	Harga perdana yang ditawarkan oleh Kartu telpon Prabayar simPATI					

	tergolong murah.					
4.	Harga voucher isi ulang yang ditawarkan oleh Kartu telpon Prabayar simPATI tergolong murah.					
C. Distribusi Penjualan						
No.	Pernyataan	SS	S	N	TS	STS
5.	Distributor dan pengecer yang menawarkan Kartu telpon Prabayar simPATI tergolong banyak.					
6.	Distributor dan pengecer yang menawarkan Kartu telpon simPATI mudah di temui hampir disetiap tempat.					
D. Promosi						
No.	Pernyataan	SS	S	N	TS	STS
7.	Kualitas iklan pada media masa dan elektronik yang ditayangkan oleh Kartu telpon Prabayar simPATI menarik, kreatif dan inovatif.					
8.	Kuantitas iklan pada media masa dan elektronik yang ditayangkan oleh Kartu telpon Prabayar simPATI tergolong banyak.					

III. Tingkat Kepercayaan

Berilah penilaian terhadap atribut dibawah ini sesuai dengan pendapat anda (dimana SB = Sangat Baik, B = Baik, N = Netral, TB = Tidak Baik, STB = Sangat Tidak Baik).

A. Kualitas Produk						
No.	Pernyataan	SB	B	N	TB	STB
1.	Kualitas jaringan sinyal dan <i>fiture</i> Kartu telpon Prabayar simPATI.					
B. Tingkat Harga yang rendah						
No.	Pernyataan	SB	B	N	TB	STB
2.	Harga perdana dan <i>voucher</i> isi ulang yang ditawarkan oleh Kartu telpon Prabayar simPATI.					
C. Banyaknya Distribusi Penjualan						
No.	Pernyataan	SB	B	N	TB	STB
3.	Distributor dan pengecer yang menawarkan Kartu telpon Prabayar simPATI tergolong banyak dan mudah ditemui.					
D. Kualitas dan Kuantitas Promosi						
No.	Pernyataan	SB	B	N	TB	STB
4.	Kualitas dan kuantitas iklan pada media masa dan elektronik yang ditayangkan oleh Kartu telpon Prabayar simPATI.					

Keterangan:

Tingkat Kepercayaan	Tingkat Evaluasi	
Pilihan	Pilihan	Skor
SB = Sangat Baik	SS = Sangat Setuju	5
B = Baik	S = Setuju	4
N = Netral	N = Netral	3
TB = Tidak Baik	TS = Tidak Setuju	2
STB = Sangat Tidak Baik	STS = Sangat Tidak Setuju	1

Lampiran II

Cash Summaries

N	Belief			
	Kualitas	Harga	Distribusi	Promoel
1	5	4	5	4
2	4	3	4	5
3	4	3	4	4
4	5	4	4	4
5	4	3	3	3
6	3	4	4	4
7	5	4	5	4
8	5	4	4	4
9	4	4	4	3
10	3	4	5	5
11	4	4	4	4
12	5	3	5	5
13	2	3	4	2
14	4	4	4	4
15	4	4	3	5
16	3	4	4	2
17	4	4	2	4
18	3	4	3	4
19	5	4	3	4
20	3	2	3	4
21	3	4	4	4
22	4	4	5	4
23	5	3	4	2
24	4	4	5	4
25	5	3	3	5
26	3	4	2	4
27	4	5	4	4
28	5	4	2	4
29	4	3	4	4
30	3	4	4	2
31	4	4	5	3
32	4	3	4	5
33	5	3	4	4
34	4	4	4	4
35	4	3	3	5
36	3	4	4	4
37	4	4	4	2
38	4	4	4	4
39	5	4	4	3
40	3	4	2	3
41	4	4	4	4
42	4	3	4	5
43	5	3	5	2
44	4	4	4	4
45	4	3	3	4
46	3	4	4	5
47	4	4	4	4
48	3	4	2	2
49	4	4	3	4
50	5	2	3	4
51	3	4	4	3
52	4	5	4	4
53	3	3	4	3
54	4	4	4	5
55	5	4	4	5

N	Belief			
	Kualitas	Harga	Distribusi	Promosi
56	5	4	2	4
57	4	4	5	4
58	4	4	2	4
59	5	3	4	4
60	4	3	4	5
61	5	3	4	4
62	4	4	4	4
63	5	3	3	4
64	4	4	4	4
65	4	4	4	5
66	5	4	4	4
67	4	5	2	3
68	3	4	2	3
69	4	4	4	4
70	4	3	5	5
71	5	5	4	4
72	5	4	4	4
73	4	3	3	2
74	4	4	4	2
75	4	4	5	4
76	3	4	4	2
77	4	4	3	4
78	4	4	3	4
79	3	4	4	3
80	4	5	5	4
81	4	3	4	4
82	5	4	5	5
83	4	4	4	3
84	4	4	4	4
85	5	4	5	4
86	5	4	3	4
87	4	3	4	4
88	3	4	5	4
89	4	4	4	5
90	4	3	5	5
91	5	3	5	4
92	3	4	4	4
93	4	3	5	5
94	4	3	4	4
95	5	4	5	4
96	4	3	3	3
97	3	4	4	4
98	4	4	4	2
99	5	4	4	4
100	4	4	4	3

Evaluation				Evaluation			
Kualitas				Harga			
1	2	Mean	Konversi	1	2	Mean	Konversi
3	3	3,000	N	4	3	3,500	S
4	4	4,000	S	5	4	4,500	SS
4	4	4,000	S	4	3	3,500	S
4	4	4,000	S	4	3	3,500	S
4	4	4,000	S	3	3	3,000	N
5	3	4,000	S	4	4	4,000	S
4	5	4,500	SS	3	3	3,000	N
5	5	5,000	SS	4	4	4,000	S
4	4	4,000	S	4	3	3,500	S
3	3	3,000	N	4	3	3,500	S
3	3	3,000	N	4	3	3,500	S
3	3	3,000	N	4	3	3,500	S
4	3	3,500	S	3	3	3,000	N
5	4	4,500	SS	4	3	3,500	S
5	4	4,500	SS	4	4	4,000	S
4	3	3,500	S	4	4	4,000	S
5	4	4,500	SS	4	3	3,500	S
4	4	4,000	S	3	4	3,500	S
5	4	4,500	SS	4	4	4,000	S
3	3	3,000	N	4	3	3,500	S
4	3	3,500	S	4	3	3,500	S
4	3	3,500	S	3	2	2,500	TS
3	3	3,000	N	4	3	3,500	S
5	5	5,000	SS	3	3	3,000	N
4	4	4,000	S	3	3	3,000	N
3	4	3,500	S	4	4	4,000	S
4	4	4,000	S	3	3	3,000	N
5	4	4,500	SS	5	4	4,500	SS
4	5	4,500	SS	4	4	4,000	S
4	5	4,500	SS	3	3	3,000	N
3	5	4,000	S	3	3	3,000	N
4	4	4,000	S	4	4	4,000	S
4	4	4,000	S	5	3	4,000	S
4	4	4,000	S	4	3	3,500	S
4	3	3,500	S	5	3	4,000	S
3	4	3,500	S	4	4	4,000	S
4	5	4,500	SS	4	2	3,000	N
5	5	5,000	SS	3	2	2,500	TS
3	4	3,500	S	4	2	3,000	N
2	5	3,500	S	4	3	3,500	S
4	5	4,500	SS	4	3	3,500	S
5	4	4,500	SS	3	2	2,500	TS
5	5	5,000	SS	3	5	4,000	S
4	4	4,000	S	4	5	4,500	SS
4	4	4,000	S	3	5	4,000	S
3	3	3,000	N	2	5	3,500	S
2	4	3,000	N	2	4	3,000	N
3	5	4,000	S	3	4	3,500	S
2	5	3,500	S	3	5	4,000	S
3	5	4,000	S	2	4	3,000	N
3	4	3,500	S	3	5	4,000	S
2	5	3,500	S	2	4	3,000	N
3	5	4,000	S	3	3	3,000	N
2	4	3,000	N	2	2	2,000	TS

Evaluation				Evaluation			
Kualitas				Harga			
1	2	Mean	Konversi	1	2	Mean	Konversi
2	2	2,000	TS	3	3	3,000	N
3	3	3,000	N	2	2	2,000	TS
2	2	2,000	TS	1	2	1,500	STS
3	3	3,000	N	2	2	2,000	TS
4	4	4,000	S	3	4	3,500	S
4	4	4,000	S	3	4	3,500	S
4	4	4,000	S	3	3	3,000	N
4	4	4,000	S	4	3	3,500	S
3	4	3,500	S	3	3	3,000	N
4	5	4,500	SS	4	4	4,000	S
5	4	4,500	SS	4	2	3,000	N
4	4	4,000	S	4	4	4,000	S
3	4	3,500	S	4	2	3,000	N
5	5	5,000	SS	2	3	2,500	TS
4	4	4,000	S	4	3	3,500	S
5	4	4,500	SS	3	2	2,500	TS
4	4	4,000	S	3	3	3,000	N
4	5	4,500	SS	4	3	3,500	S
5	4	4,500	SS	3	3	3,000	N
4	5	4,500	SS	4	4	4,000	S
4	4	4,000	S	4	4	4,000	S
5	4	4,500	SS	4	3	3,500	S
4	5	4,500	SS	4	4	4,000	S
4	5	4,500	SS	2	2	2,000	TS
5	4	4,500	SS	4	3	3,500	S
4	4	4,000	S	2	2	2,000	TS
4	5	4,500	SS	3	3	3,000	N
5	4	4,500	SS	2	2	2,000	TS
4	5	4,500	SS	3	3	3,000	N
4	4	4,000	S	4	4	4,000	S
4	4	4,000	S	1	2	1,500	STS
5	4	4,500	SS	4	4	4,000	S
4	3	3,500	S	3	4	3,500	S
3	4	3,500	S	2	2	2,000	TS
4	5	4,500	SS	4	3	3,500	S
4	5	4,500	SS	3	4	3,500	S
3	3	3,000	N	3	3	3,000	N
4	4	4,000	S	4	3	3,500	S
4	4	4,000	S	5	4	4,500	SS
4	4	4,000	S	4	3	3,500	S
4	4	4,000	S	4	3	3,500	S
4	4	4,000	S	4	3	3,500	S
5	3	4,000	S	3	3	3,000	N
4	5	4,500	SS	4	4	4,000	S
5	5	5,000	SS	4	2	3,000	N
4	4	4,000	S	4	4	4,000	S
4	4	4,000	S	5	2	3,500	S

Evaluation Distribusi				Evaluation Promosi			
1	2	Mean	Konversi	1	2	Mean	Konversi
4	4	4,000	S	1	3	2,000	TS
4	4	4,000	S	5	4	4,500	SS
4	4	4,000	S	4	4	4,000	S
4	3	3,500	S	4	3	3,500	S
3	4	3,500	S	2	2	2,000	TS
5	4	4,500	SS	4	4	4,000	S
4	5	4,500	SS	3	3	3,000	N
4	4	4,000	S	4	3	3,500	S
4	3	3,500	S	4	4	4,000	S
3	3	3,000	N	3	3	3,000	N
4	4	4,000	S	4	4	4,000	S
4	3	3,500	S	4	4	4,000	S
4	4	4,000	S	2	3	2,500	TS
5	5	5,000	SS	4	4	4,000	S
4	4	4,000	S	3	4	3,500	S
4	5	4,500	SS	4	4	4,000	S
4	4	4,000	S	4	4	4,000	S
3	3	3,000	N	4	4	4,000	S
5	4	4,500	SS	4	4	4,000	S
4	4	4,000	S	3	3	3,000	N
5	5	5,000	SS	4	4	4,000	S
4	4	4,000	S	4	3	3,500	S
4	4	4,000	S	4	4	4,000	S
3	4	3,500	S	5	4	4,500	SS
5	5	5,000	SS	4	3	3,500	S
3	4	3,500	S	3	3	3,000	N
4	4	4,000	S	3	4	3,500	S
4	3	3,500	S	3	3	3,000	N
5	4	4,500	SS	4	4	4,000	S
4	4	4,000	S	4	4	4,000	S
5	4	4,500	SS	4	4	4,000	S
4	3	3,500	S	3	4	3,500	S
4	4	4,000	S	4	5	4,500	SS
5	4	4,500	SS	4	3	3,500	S
3	3	3,000	N	4	4	4,000	S
4	5	4,500	SS	3	3	3,000	N
4	4	4,000	S	2	4	3,000	N
3	4	3,500	S	3	4	3,500	S
4	5	4,500	SS	4	3	3,500	S
4	5	4,500	SS	2	3	2,500	TS
5	4	4,500	SS	3	3	3,000	N
4	3	3,500	S	1	2	1,500	STS
4	4	4,000	S	5	4	4,500	SS
4	4	4,000	S	2	4	3,000	N
4	3	3,500	S	4	4	4,000	S
3	4	3,500	S	2	3	2,500	TS
4	4	4,000	S	2	3	2,500	TS
4	5	4,500	SS	4	4	4,000	S
4	5	4,500	SS	2	4	3,000	N
3	5	4,000	S	4	3	3,500	S
3	5	4,000	S	4	4	4,000	S
4	3	3,500	S	4	2	3,000	N
4	5	4,500	SS	4	3	3,500	S
5	5	5,000	SS	3	4	3,500	S
5	4	4,500	SS	4	3	3,500	S
4	4	4,000	S	3	4	3,500	S
4	5	4,500	SS	3	4	3,500	S
3	4	3,500	S	5	2	3,500	S

Evaluation Distribusi				Evaluation Promosi			
1	2	Mean	Konversi	1	2	Mean	Konversi
5	3	4,000	S	4	4	4,000	S
5	4	4,500	SS	4	3	3,500	S
4	4	4,000	S	5	5	5,000	SS
5	4	4,500	SS	4	3	3,500	S
4	3	3,500	S	4	4	4,000	S
3	4	3,500	S	2	2	2,000	TS
4	2	3,000	N	2	2	2,000	TS
4	4	4,000	S	2	2	2,000	TS
4	5	4,500	SS	4	4	4,000	S
4	4	4,000	S	2	2	2,000	TS
4	4	4,000	S	3	3	3,000	N
4	3	3,500	S	1	2	1,500	STS
4	5	4,500	SS	5	5	5,000	SS
4	4	4,000	S	2	2	2,000	TS
4	3	3,500	S	4	4	4,000	S
3	4	3,500	S	2	2	2,000	TS
4	2	3,000	N	2	2	2,000	TS
2	2	2,000	TS	4	3	3,500	S
2	2	2,000	TS	2	2	2,000	TS
3	4	3,500	S	4	4	4,000	S
3	2	2,500	TS	2	3	2,500	TS
4	3	3,500	S	1	2	1,500	STS
4	4	4,000	S	2	2	2,000	TS
4	4	4,000	S	2	2	2,000	TS
5	5	5,000	SS	1	1	1,000	STS
4	4	4,000	S	2	2	2,000	TS
4	4	4,000	S	4	3	3,500	S
5	5	5,000	SS	2	2	2,000	TS
4	4	4,000	S	4	4	4,000	S
4	4	4,000	S	4	4	4,000	S
5	4	4,500	SS	4	3	3,500	S
4	5	4,500	SS	3	2	2,500	TS
4	5	4,500	SS	4	5	4,500	SS
5	4	4,500	SS	4	3	3,500	S
4	4	4,000	S	4	3	3,500	S
3	5	4,000	S	5	4	4,500	SS
4	4	4,000	S	4	4	4,000	S
4	3	3,500	S	4	3	3,500	S
3	4	3,500	S	2	2	2,000	TS
4	4	4,000	S	4	4	4,000	S
5	5	5,000	SS	3	3	3,000	N
4	4	4,000	S	4	3	3,500	S
4	5	4,500	SS	4	4	4,000	S

Lampiran III

Validity, Reliability & Critical Value of r

Reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	KUALI_1	4,0333	,7184	30,0
2.	KUALI_2	3,8000	,7144	30,0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	7,8333	1,5230	1,2341	2

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
KUALI_1	3,8000	,5103	,4838	.
KUALI_2	4,0333	,5161	,4838	.

Reliability Coefficients

N of Cases = 30,0 N of Items = 2
Alpha = ,6521

Reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	HARGA_1	3,7333	,5833	30,0
2.	HARGA_2	3,3000	,5350	30,0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	7,0333	,9299	,9643	2

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
HARGA_1	3,3000	,2862	,4862	.
HARGA_2	3,7333	,3402	,4862	.

Reliability Coefficients

N of Cases = 30,0 N of Items = 2
Alpha = ,6527

Reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	DISTRI_1	4,0667	,6397	30,0
2.	DISTRI_2	3,9667	,6149	30,0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	3,9333	1,1368	1,0662	2

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
DISTRI_1	3,9667	,3782	,4441	.
DISTRI_2	4,0667	,4092	,4441	.

Reliability Coefficients

N of Cases = 30,0 N of Items = 2
 Alpha = ,6148

Reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	PROMO_1	3,6000	,8550	30,0
2.	PROMO_2	3,5667	,5683	30,0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	3,1667	1,6609	1,2688	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
PROMO_1	3,5667	,3230	,6245	.
PROMO_2	3,6000	,7310	,6245	.

Reliability Coefficients

N of Cases = 30,0

N of Items = 2

Alpha = ,7308

Lampiran IV

Fishbein

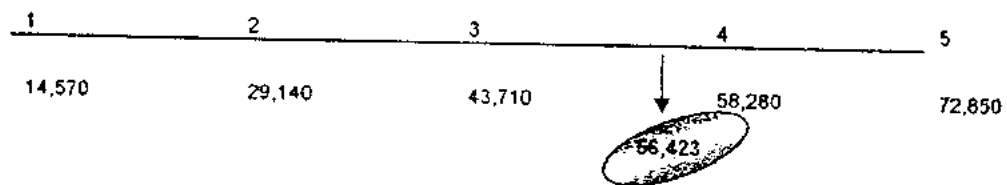
Belief	Kinerja Jawaban Reponden					Total	Harmean
	STS	TS	N	S	SS		
	1	2	3	4	5		
Kualitas							
	0	1	20	52	27	100	4,0500
	0	2	60	208	135	405	
Harga							
	0	2	28	65	5	100	3,7300
	0	4	84	260	25	373	
Distribusi							
	0	9	16	56	19	100	3,8500
	0	18	48	224	95	385	
Promosi							
	0	11	13	58	18	100	3,8300
	0	22	39	232	90	383	

Evaluation	Kinerja Jawaban Reponden					Total	Harmean
	STS	TS	N	S	SS		
	1	2	3	4	5		
Kualitas							
	0	9	39	101	51	200	3,9700
	0	18	117	404	255	794	
Harga							
	2	31	78	77	12	200	3,3300
	2	62	234	308	60	666	
Distribusi							
	0	7	34	116	43	200	3,9750
	0	14	102	464	215	795	
Promosi							
	6	42	50	91	11	200	3,2950
	6	84	150	364	55	659	

NO	ATTRIBUTES	BELIEF (bi)	EVALUATION (ei)	ATTITUDE (bi*ei)
1	Kualitas	4,050	3,970	16,079
2	Harga	3,730	3,330	12,421
3	Distribusi	3,850	3,975	15,304
4	Promosi	3,830	3,295	12,620
SUMMARY				

NO	ATTRIBUTES	KEYAKINAN	EVALUATION	TOTAL
		IDEAL		
1	Kualitas	5	3,970	19,850
2	Harga	5	3,330	16,650
3	Distribusi	5	3,975	19,875
4	Promosi	5	3,295	16,475
SUMMARY				

NO	ATTRIBUTES	KEYAKINAN	EVALUATION	TOTAL
		MINIMUM		
1	Kualitas	1	3,970	3,970
2	Harga	1	3,330	3,330
3	Distribusi	1	3,975	3,975
4	Promosi	1	3,295	3,295
SUMMARY				



Lampiran V

Chi Square & Normal Curve

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Kualitas	100	100,0%	0	,0%	100	100,0%
Jenis Kelamin * Harga	100	100,0%	0	,0%	100	100,0%
Jenis Kelamin * Distribusi	100	100,0%	0	,0%	100	100,0%
Jenis Kelamin * Promosi	100	100,0%	0	,0%	100	100,0%

Jenis Kelamin * Kualitas

Crosstab

			Kualitas				Total
			TS	N	S	SS	
Jenis Kelamin	Laki-laki	Count	1	4	31	15	51
		% within Jenis Kelamin	2,0%	7,8%	60,8%	29,4%	100,0%
		% of Total	1,0%	4,0%	31,0%	15,0%	51,0%
	Perempuan	Count	1	8	21	19	49
		% within Jenis Kelamin	2,0%	16,3%	42,9%	38,8%	100,0%
		% of Total	1,0%	8,0%	21,0%	19,0%	49,0%
Total	Count	2	12	52	34	100	
	% within Jenis Kelamin	2,0%	12,0%	52,0%	34,0%	100,0%	
	% of Total	2,0%	12,0%	52,0%	34,0%	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3,688 ^a	3	,297
Likelihood Ratio	3,726	3	,293
Linear-by-Linear Association	,003	1	,960
N of Valid Cases	100		

^a 2 cells (25,0%) have expected count less than 5. The minimum expected count is ,98.

Jenis Kelamin * Harga

Crosstab

			Harga				Total	
			STS	TS	N	S		SS
Jenis Kelamin	Laki-laki	Count	2	7	12	28	2	51
		% within Jenis Kelamin	3,9%	13,7%	23,5%	54,9%	3,9%	100,0%
		% of Total	2,0%	7,0%	12,0%	28,0%	2,0%	51,0%
Perempuan		Count	0	5	15	27	2	49
		% within Jenis Kelamin	,0%	10,2%	30,6%	55,1%	4,1%	100,0%
		% of Total	,0%	5,0%	15,0%	27,0%	2,0%	49,0%
Total		Count	2	12	27	55	4	100
		% within Jenis Kelamin	2,0%	12,0%	27,0%	55,0%	4,0%	100,0%
		% of Total	2,0%	12,0%	27,0%	55,0%	4,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig (2-sided)
Pearson Chi-Square	2,646 ^a	4	,619
Likelihood Ratio	3,420	4	,490
Linear-by-Linear Association	,507	1	,476
N of Valid Cases	100		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,98.

Jenis Kelamin * Distribusi

Crosstab

			Distribusi				Total
			TS	N	S	SS	
Jenis Kelamin	Laki-laki	Count	0	2	30	19	51
		% within Jenis Kelamin	,0%	3,9%	58,8%	37,3%	100,0%
		% of Total	,0%	2,0%	30,0%	19,0%	51,0%
Perempuan		Count	3	3	30	13	49
		% within Jenis Kelamin	6,1%	6,1%	61,2%	26,5%	100,0%
		% of Total	3,0%	3,0%	30,0%	13,0%	49,0%
Total		Count	3	5	60	32	100
		% within Jenis Kelamin	3,0%	5,0%	60,0%	32,0%	100,0%
		% of Total	3,0%	5,0%	60,0%	32,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,287 ^a	3	,232
Likelihood Ratio	5,452	3	,142
Linear-by-Linear Association	3,515	1	,061
N of Valid Cases	100		

^a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is 1,47.

Jenis Kelamin * Promosi

Crosstab

		Promosi					Total	
		STS	TS	N	S	SS		
Jenis Kelamin	Laki-laki	Count	1	12	9	25	4	51
		% within Jenis Kelamin	2,0%	23,5%	17,6%	49,0%	7,8%	100,0%
		% of Total	1,0%	12,0%	9,0%	25,0%	4,0%	51,0%
Perempuan		Count	3	9	4	29	4	49
		% within Jenis Kelamin	6,1%	18,4%	8,2%	59,2%	8,2%	100,0%
		% of Total	3,0%	9,0%	4,0%	29,0%	4,0%	49,0%
Total		Count	4	21	13	54	8	100
		% within Jenis Kelamin	4,0%	21,0%	13,0%	54,0%	8,0%	100,0%
		% of Total	4,0%	21,0%	13,0%	54,0%	8,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3,609 ^a	4	,461
Likelihood Ratio	3,707	4	,447
Linear-by-Linear Association	,136	1	,712
N of Valid Cases	100		

^a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is 1,96.

Pekerjaan * Harga

Crosstab

		Harga						
		STS	TS	N	S	SS	Total	
Pekerjaan	Karyawan Swasta	Count	0	2	11	13	2	28
		% within Pekerjaan	,0%	7,1%	39,3%	46,4%	7,1%	100,0%
		% of Total	,0%	2,0%	11,0%	13,0%	2,0%	28,0%
	Pegawai Negeri	Count	0	4	2	9	0	15
		% within Pekerjaan	,0%	26,7%	13,3%	60,0%	,0%	100,0%
		% of Total	,0%	4,0%	2,0%	9,0%	,0%	15,0%
	Wiraswasta	Count	1	3	6	15	0	25
		% within Pekerjaan	4,0%	12,0%	24,0%	60,0%	,0%	100,0%
		% of Total	1,0%	3,0%	6,0%	15,0%	,0%	25,0%
Pelajar/Mahasiswa	Count	1	3	8	18	2	32	
	% within Pekerjaan	3,1%	9,4%	25,0%	56,3%	6,3%	100,0%	
	% of Total	1,0%	3,0%	8,0%	18,0%	2,0%	32,0%	
Total	Count	2	12	27	55	4	100	
	% within Pekerjaan	2,0%	12,0%	27,0%	55,0%	4,0%	100,0%	
	% of Total	2,0%	12,0%	27,0%	55,0%	4,0%	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,981 ^a	12	,531
Likelihood Ratio	12,579	12	,400
Linear-by-Linear Association	,001	1	,974
N of Valid Cases	100		

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,30.

Pekerjaan * Distribusi

Crosstab

Pekerjaan	Karyawan Swasta		Distribusi				Total
			TS	N	S	SS	
Karyawan Swasta	Count	2	0	17	9	28	
	% within Pekerjaan	7,1%	,0%	60,7%	32,1%	100,0%	
	% of Total	2,0%	,0%	17,0%	9,0%	28,0%	
Pegawai Negeri	Count	1	0	12	2	15	
	% within Pekerjaan	6,7%	,0%	80,0%	13,3%	100,0%	
	% of Total	1,0%	,0%	12,0%	2,0%	15,0%	
Wiraswasta	Count	0	3	13	9	25	
	% within Pekerjaan	,0%	12,0%	52,0%	36,0%	100,0%	
	% of Total	,0%	3,0%	13,0%	9,0%	25,0%	
Pelajar/Mahasiswa	Count	0	2	18	12	32	
	% within Pekerjaan	,0%	6,3%	56,3%	37,5%	100,0%	
	% of Total	,0%	2,0%	18,0%	12,0%	32,0%	
Total	Count	3	5	60	32	100	
	% within Pekerjaan	3,0%	5,0%	60,0%	32,0%	100,0%	
	% of Total	3,0%	5,0%	60,0%	32,0%	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12,089 ^a	9	,208
Likelihood Ratio	14,980	9	,091
Linear-by-Linear Association	1,036	1	,309
N of Valid Cases	100		

^a 9 cells (56,3%) have expected count less than 5. The minimum expected count is ,45.

Pendapatan * Distribusi

Crosstab

		Distribusi					
		TS	N	S	SS	Total	
Pendapatan	< Rp.500.000	Count	0	2	13	6	21
		% within Pendapatan	.0%	9.5%	61.9%	28.6%	100.0%
		% of Total	.0%	2.0%	13.0%	6.0%	21.0%
	Rp.500.000-Rp 1.500.000	Count	1	0	22	10	33
		% within Pendapatan	3.0%	.0%	66.7%	30.3%	100.0%
		% of Total	1.0%	.0%	22.0%	10.0%	33.0%
	Rp.1.001.000-Rp 1.500.000	Count	2	0	13	8	23
		% within Pendapatan	8.7%	.0%	56.5%	34.8%	100.0%
		% of Total	2.0%	.0%	13.0%	8.0%	23.0%
	> Rp.1.500.000	Count	0	3	12	8	23
		% within Pendapatan	.0%	13.0%	52.2%	34.8%	100.0%
		% of Total	.0%	3.0%	12.0%	8.0%	23.0%
Total	Count	3	5	60	32	100	
	% within Pendapatan	3.0%	5.0%	60.0%	32.0%	100.0%	
	% of Total	3.0%	5.0%	60.0%	32.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.199 ^a	9	.262
Likelihood Ratio	13.367	9	.147
Linear-by-Linear Association	.000	1	.991
N of Valid Cases	100		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .63.