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LAMPIRAN

LAMPIRAN I

KUESIONER

KUESIONER

Kepada para responden yang terhormat

Dalam rangka penyusunan skripsi kami tentang Analisis Positioning Handphone Nokia studi pada mahasiswa Fakultas Ekonomi Universitas Islam Indonesia Yogyakarta, maka kami sangat mengharapkan bantuan anda untuk mengisi angket ini dengan pendapat anda yang sebenarnya. Setiap kesungguhan jawaban anda merupakan bantuan yang sangat berharga bagi kami dalam penyelesaian skripsi sebagai tugas akhir di Fakultas Ekonomi Universitas Islam Indonesia.

Atas bantuan anda dalam mengisi angket ini kami mengucapkan banyak terima kasih.

Hormat Saya

Fajar Setiyadi

BAGIAN I

Isilah pertanyaan-pertanyaan dibawah ini dengan memberikan tanda silang (X) pada jawaban yang sesuai dengan kondisi anda

1. Nama :
2. Usia :
3. Jurusan :
 - a. Manajemen
 - b. Akutansi
 - c. Ekonomi pembangunan
4. Jenis kelamin :
 - a. Laki-laki
 - b. Perempuan
5. Besarnya uang saku :
 - a. Rp 250.000,00 - Rp 500.000,00
 - b. Rp 501.000,00 - Rp 750.000,00
 - c. Rp 751.000,00 - Rp 1.000.000,00
 - d. Diatas Rp 1.000.000,00
6. Merek handphone yang digunakan :
 - a. Nokia
 - b. Siemens
 - c. Samsung
 - d. Sony Ericsson

BAGIAN II

Isilah pertanyaan dibawah ini dengan memberikan tanda silang (X) pada jawaban yang sesuai dengan pendapat anda.

1. SS = Sangat Setuju
2. S = Setuju
3. TS = Tidak Setuju
4. STS = Sangat Tidak Setuju

NO	Pertanyaan	JAWABAN			
		SS	S	TS	STS
1	KUALITAS Kualitas masing-masing handphone dibawah ini memiliki kualitas yang bagus a) Nokia b) Siemens c) Samsung d) Sony Ericsson				
2	Pengoperasian masing-masing handphone dibawah ini memiliki pengoperasian yang mudah a) Nokia b) Siemens c) Samsung d) Sony Ericsson				

<p>3</p>	<p>HARGA</p> <p>Harga masing-masing handphone dibawah ini sudah sesuai</p> <ul style="list-style-type: none"> a) Nokia b) Siemens c) Samsung d) Sony Ericcson 				
<p>4</p>	<p>Purna jual masing-masing handphone dibawah ini memiliki purna jual yang mudah dan baik</p> <ul style="list-style-type: none"> a) Nokia b) Siemens c) Samsung d) Sony Ericcson 				
<p>5</p>	<p>MEREK</p> <p>Image masing-masing handphone dibawah ini memiliki image yang baik</p> <ul style="list-style-type: none"> a) Nokia b) Siemens c) Samsung d) Sony Ericcson 				
<p>6</p>	<p>Citra masing-masing merek handphone dibawah ini sudah sesuai dengan kualitasnya.</p> <ul style="list-style-type: none"> a) Nokia b) Siemens c) Samsung d) Sony ericcson 				

7	<p>PROMOSI</p> <p>Model dan warna masing-masing handphone dibawah ini menarik dan tidak membosankan</p> <ul style="list-style-type: none"> a) Nokia b) Siemens c) Samsung d) Sony Ericcson 				
8	<p>Jaringan distribusi masing-masing handphone dibawah ini memiliki jaringan yang luas</p> <ul style="list-style-type: none"> a) Nokia b) Siemens c) Samsung d) Sony Ericcson 				

BAGIAN III

Dari atribut-atribut berikut dibawah ini, berilah nomor urut pilihan sesuai dengan urutan prioritas anda dalam memilih produk handphone.

Kualitas handphone ()

Harga handphone ()

Merek handphone ()

Promosi handphone ()

LAMPIRAN II
SKOR ASLI JAWABAN RESPONDEN

Frequency Table

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 tahun	35	35.0	35.0	35.0
	21-23 tahun	63	63.0	63.0	98.0
	> 24 tahun	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Jurusan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Akutansi	41	41.0	41.0	41.0
	Ekonomi Pembangunan	18	18.0	18.0	59.0
	Manajemen	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	35	35.0	35.0	35.0
	Perempuan	65	65.0	65.0	100.0
	Total	100	100.0	100.0	

Uang Saku

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	250.000 - 500.000	41	41.0	41.0	41.0
	501.000 - 750.000	26	26.0	26.0	67.0
	751.000 - 1.000.000	28	28.0	28.0	93.0
	Diatas 1.000.000	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Merek Handphone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nokia	48	48.0	48.0	48.0
	Siemens	28	28.0	28.0	76.0
	Samsung	14	14.0	14.0	90.0
	Sony Ericcson	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

DATA PENELITIAN

Resp	NOKIA								SIEMENS								SAMSUNG								SONY ERICSSON							
	1	2	3	4	5	6	7	8	1	2	3	4	5	6	7	8	1	2	3	4	5	6	7	8	1	2	3	4	5	6	7	8
35	4	4	3	3	4	4	4	4	2	2	3	2	3	2	4	4	4	3	4	4	4	4	4	4	4	4	3	2	3	2	3	4
36	3	4	4	4	4	4	4	4	3	2	3	2	2	2	2	2	2	3	4	2	3	4	3	4	3	4	3	3	4	2	3	3
37	4	4	4	4	4	4	4	4	2	3	3	2	3	3	3	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3	4	4
38	4	4	4	4	4	4	4	4	3	3	3	2	4	4	2	3	3	3	3	3	3	2	4	4	2	2	2	3	2	2	4	4
39	2	4	3	4	4	4	4	4	2	3	3	3	3	3	3	4	2	2	3	3	3	3	3	3	4	2	3	3	4	4	3	4
40	2	3	4	4	3	3	4	4	2	3	3	2	3	3	3	3	2	2	3	2	3	3	3	2	2	2	2	2	2	2	3	3
41	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	2	3	3	3	3	4	3	3	3	3	3	3	2	3	3	2	2
42	4	4	4	4	4	4	4	4	3	3	3	3	3	3	2	3	3	2	4	3	3	3	3	3	3	3	3	3	3	3	3	3
43	3	4	3	4	3	3	4	4	3	3	3	3	3	3	3	4	4	2	4	3	3	3	3	3	3	3	2	2	3	3	2	3
44	3	4	3	4	4	4	4	4	4	3	3	3	3	3	4	3	2	2	4	2	4	4	4	2	3	2	3	2	3	2	3	2
45	3	3	3	3	3	3	3	3	3	2	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
46	3	3	3	3	3	3	3	3	3	2	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3
47	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3
48	2	4	3	4	4	3	4	4	3	3	3	3	3	3	4	3	3	2	3	4	3	3	3	3	3	3	2	3	3	3	3	2
49	3	3	3	4	4	4	4	4	3	3	3	2	3	3	3	2	3	3	2	3	2	3	3	3	3	3	3	2	3	3	3	3
50	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
51	3	2	4	4	4	4	4	4	3	2	3	3	4	3	4	4	3	2	3	2	3	2	3	3	4	3	2	3	2	3	3	4
52	3	4	4	4	4	4	4	4	3	2	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	2	3	3	3
53	3	3	3	4	4	3	4	4	3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	2	3	3	4
54	3	3	3	4	3	3	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3
55	4	4	4	4	4	4	4	4	3	2	2	4	3	3	3	4	2	2	3	4	2	3	3	3	3	2	2	2	3	4	3	3
56	3	2	3	4	3	3	4	4	3	3	3	4	3	3	2	4	3	2	3	4	3	3	3	3	3	3	3	3	2	2	2	3
57	3	4	4	4	3	3	4	4	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	2	2	3	3
58	3	2	4	4	4	4	4	4	4	3	2	3	3	3	3	3	3	2	3	2	3	3	3	3	3	3	3	2	4	3	3	4
59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
60	3	4	4	4	4	4	4	4	2	3	3	3	3	3	4	3	3	2	3	4	3	4	3	4	3	4	4	4	4	4	4	4
61	3	4	3	4	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	1	2	2	3	2	3
62	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3
63	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	1	2	2	3	2
64	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2	3	2	3	3	3	3	3	3	3	3	2	2	2	2	2
65	3	3	3	4	4	4	4	4	3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3
66	4	3	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	1	2	1	4	4
67	4	3	4	4	4	4	4	4	3	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
68	4	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	2	2	2	3	3	2	2

DATA RESPONDEN & URUTAN KEPENTINGAN

Res	Usia	Jurusan	Jns Klirn	Uang Saku	Merek	Urutan			
						1	2	3	4
1	22	Akutansi	Laki-laki	751.000 - 1.000.000	Nokia	1	2	3	4
2	22	Manajemen	Laki-laki	501.000 - 750.000	Nokia	3	2	1	4
3	22	Manajemen	Laki-laki	501.000 - 750.000	Samsung	2	3	1	4
4	19	Ekonomi Pembangunan	Laki-laki	250.000 - 500.000	Nokia	2	1	4	3
5	21	Ekonomi Pembangunan	Laki-laki	Diatas 1.000.000	Nokia	4	1	3	2
6	22	Ekonomi Pembangunan	Laki-laki	751.000 - 1.000.000	Sony Ericcson	3	1	2	4
7	21	Ekonomi Pembangunan	Laki-laki	751.000 - 1.000.000	Samsung	3	1	4	2
8	23	Ekonomi Pembangunan	Laki-laki	751.000 - 1.000.000	Nokia	1	2	3	4
9	21	Manajemen	Laki-laki	250.000 - 500.000	Nokia	1	4	2	3
10	20	Ekonomi Pembangunan	Laki-laki	250.000 - 500.000	Nokia	2	1	3	4
11	21	Manajemen	Laki-laki	250.000 - 500.000	Nokia	1	2	3	4
12	19	Manajemen	Perempuan	501.000 - 750.000	Nokia	4	1	2	3
13	21	Ekonomi Pembangunan	Laki-laki	250.000 - 500.000	Samsung	2	3	1	4
14	21	Akutansi	Perempuan	250.000 - 500.000	Siemens	1	4	2	3
15	23	Akutansi	Perempuan	501.000 - 750.000	Sony Ericcson	1	2	3	4
16	21	Ekonomi Pembangunan	Laki-laki	751.000 - 1.000.000	Sony Ericcson	1	3	2	4
17	21	Ekonomi Pembangunan	Perempuan	250.000 - 500.000	Samsung	2	3	1	4
18	20	Akutansi	Perempuan	501.000 - 750.000	Nokia	3	2	1	4
19	22	Akutansi	Perempuan	250.000 - 500.000	Sony Ericcson	3	1	2	4
20	24	Akutansi	Perempuan	501.000 - 750.000	Nokia	1	2	3	4
21	22	Manajemen	Perempuan	250.000 - 500.000	Nokia	3	2	1	4
22	20	Akutansi	Perempuan	501.000 - 750.000	Samsung	1	3	2	4
23	21	Manajemen	Perempuan	250.000 - 500.000	Nokia	3	2	1	4
24	21	Akutansi	Perempuan	751.000 - 1.000.000	Nokia	2	1	3	4
25	23	Manajemen	Perempuan	250.000 - 500.000	Nokia	3	2	1	4
26	22	Akutansi	Perempuan	250.000 - 500.000	Sony Ericcson	2	1	3	4
27	22	Manajemen	Perempuan	250.000 - 500.000	Nokia	3	1	2	4
28	22	Manajemen	Perempuan	250.000 - 500.000	Nokia	3	1	2	4
29	22	Manajemen	Perempuan	250.000 - 500.000	Nokia	3	1	2	4
30	24	Ekonomi Pembangunan	Perempuan	Diatas 1.000.000	Nokia	2	1	3	4
31	21	Akutansi	Perempuan	501.000 - 750.000	Nokia	1	2	3	4
32	21	Manajemen	Perempuan	250.000 - 500.000	Nokia	3	2	1	4
33	21	Ekonomi Pembangunan	Perempuan	751.000 - 1.000.000	Nokia	2	1	3	4
34	19	Manajemen	Perempuan	250.000 - 500.000	Nokia	3	2	1	4
35	20	Manajemen	Perempuan	501.000 - 750.000	Samsung	4	2	3	1
36	19	Manajemen	Perempuan	501.000 - 750.000	Nokia	3	2	1	4
37	19	Manajemen	Perempuan	Diatas 1.000.000	Nokia	1	2	3	4
38	19	Manajemen	Perempuan	751.000 - 1.000.000	Nokia	2	1	3	4
39	20	Manajemen	Perempuan	250.000 - 500.000	Nokia	2	1	3	4
40	20	Akutansi	Laki-laki	250.000 - 500.000	Nokia	2	1	3	4
41	20	Manajemen	Perempuan	250.000 - 500.000	Siemens	2	3	1	4
42	18	Manajemen	Perempuan	501.000 - 750.000	Nokia	1	3	2	4
43	22	Manajemen	Perempuan	501.000 - 750.000	Nokia	2	1	3	4
44	19	Ekonomi Pembangunan	Perempuan	250.000 - 500.000	Nokia	1	2	4	3
45	20	Ekonomi Pembangunan	Perempuan	501.000 - 750.000	Samsung	1	2	3	4
46	20	Ekonomi Pembangunan	Perempuan	250.000 - 500.000	Nokia	1	2	3	4
47	22	Akutansi	Laki-laki	501.000 - 750.000	Nokia	1	2	3	4
48	23	Manajemen	Perempuan	501.000 - 750.000	Nokia	1	3	2	4
49	23	Akutansi	Laki-laki	250.000 - 500.000	Nokia	1	2	3	4
50	22	Akutansi	Perempuan	751.000 - 1.000.000	Siemens	3	1	2	4

DATA RESPONDEN & URUTAN KEPENTINGAN

Res	Usia	Jurusan	Jns Kimn	Uang Saku	Merek	Urutan			
						1	2	3	4
51	23	Manajemen	Laki-laki	250.000 - 500.000	Nokia	3	1	2	4
52	23	Manajemen	Perempuan	751.000 - 1.000.000	Nokia	1	2	3	4
53	19	Akutansi	Perempuan	250.000 - 500.000	Nokia	2	1	3	4
54	19	Akutansi	Perempuan	501.000 - 750.000	Nokia	1	3	2	4
55	20	Manajemen	Perempuan	250.000 - 500.000	Samsung	2	1	3	4
56	20	Akutansi	Perempuan	501.000 - 750.000	Siemens	2	3	1	4
57	19	Akutansi	Perempuan	250.000 - 500.000	Nokia	2	1	3	4
58	22	Manajemen	Perempuan	501.000 - 750.000	Nokia	1	3	2	4
59	19	Manajemen	Perempuan	250.000 - 500.000	Nokia	1	3	2	4
60	20	Akutansi	Perempuan	501.000 - 750.000	Sony Ericcson	1	2	4	3
61	21	Akutansi	Perempuan	250.000 - 500.000	Siemens	1	2	3	4
62	22	Akutansi	Perempuan	250.000 - 500.000	Nokia	3	1	2	4
63	22	Akutansi	Perempuan	250.000 - 500.000	Nokia	3	1	2	4
64	21	Akutansi	Perempuan	250.000 - 500.000	Siemens	2	1	3	4
65	22	Akutansi	Perempuan	250.000 - 500.000	Siemens	3	1	2	4
66	18	Manajemen	Perempuan	751.000 - 1.000.000	Nokia	2	4	3	1
67	20	Akutansi	Perempuan	501.000 - 750.000	Nokia	3	2	1	4
68	22	Manajemen	Perempuan	250.000 - 500.000	Siemens	3	2	1	4
69	23	Akutansi	Laki-laki	751.000 - 1.000.000	Siemens	1	3	2	4
70	23	Akutansi	Laki-laki	751.000 - 1.000.000	Siemens	1	2	3	4
71	23	Akutansi	Laki-laki	751.000 - 1.000.000	Siemens	2	1	3	4
72	22	Akutansi	Laki-laki	751.000 - 1.000.000	Siemens	3	1	2	4
73	23	Akutansi	Laki-laki	501.000 - 750.000	Siemens	3	2	1	4
74	22	Akutansi	Laki-laki	751.000 - 1.000.000	Siemens	2	1	3	4
75	23	Manajemen	Laki-laki	751.000 - 1.000.000	Siemens	3	1	2	4
76	22	Manajemen	Laki-laki	751.000 - 1.000.000	Siemens	3	2	1	4
77	21	Akutansi	Laki-laki	751.000 - 1.000.000	Siemens	3	1	2	4
78	21	Ekonomi Pembangunan	Perempuan	Diatas 1.000.000	Siemens	4	1	2	3
79	19	Ekonomi Pembangunan	Laki-laki	501.000 - 750.000	Siemens	2	3	1	4
80	20	Ekonomi Pembangunan	Laki-laki	751.000 - 1.000.000	Siemens	2	1	3	4
81	22	Manajemen	Laki-laki	Diatas 1.000.000	Siemens	1	2	3	4
82	19	Manajemen	Laki-laki	250.000 - 500.000	Siemens	1	3	2	4
83	19	Akutansi	Laki-laki	Diatas 1.000.000	Siemens	4	1	2	3
84	19	Manajemen	Perempuan	250.000 - 500.000	Siemens	1	2	3	4
85	20	Manajemen	Laki-laki	Diatas 1.000.000	Siemens	2	1	3	4
86	21	Manajemen	Perempuan	501.000 - 750.000	Nokia	1	2	3	4
87	21	Akutansi	Perempuan	250.000 - 500.000	Nokia	3	4	2	1
88	20	Akutansi	Perempuan	250.000 - 500.000	Siemens	1	2	3	4
89	20	Akutansi	Perempuan	501.000 - 750.000	Siemens	1	3	2	4
90	21	Manajemen	Perempuan	751.000 - 1.000.000	Siemens	2	1	3	4
91	21	Manajemen	Perempuan	250.000 - 500.000	Samsung	3	4	1	2
92	22	Akutansi	Laki-laki	751.000 - 1.000.000	Samsung	2	1	3	4
93	22	Akutansi	Laki-laki	751.000 - 1.000.000	Samsung	2	1	3	4
94	21	Manajemen	Perempuan	751.000 - 1.000.000	Samsung	2	1	3	4
95	19	Akutansi	Perempuan	250.000 - 500.000	Samsung	2	1	4	3
96	21	Manajemen	Perempuan	250.000 - 500.000	Samsung	3	4	1	2
97	22	Akutansi	Perempuan	501.000 - 750.000	Sony Ericcson	3	1	2	4
98	23	Akutansi	Perempuan	501.000 - 750.000	Sony Ericcson	1	2	3	4
99	22	Ekonomi Pembangunan	Laki-laki	751.000 - 1.000.000	Sony Ericcson	3	1	2	4
100	21	Manajemen	Perempuan	751.000 - 1.000.000	Sony Ericcson	1	2	3	4

LAMPIRAN III
ANALISIS VALIDITAS DAN RELIABILITAS

NOKIA

Reliability

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

RELIABILITY ANALYSIS - SCALE (SPLIT)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
ITEM_1	25.7667	6.5299	.5683	.8592
ITEM_2	25.3000	6.7000	.7773	.8374
ITEM_3	25.5667	6.5299	.7032	.8420
ITEM_4	25.3333	7.1264	.5361	.8599
ITEM_5	25.3667	6.2402	.7818	.8321
ITEM_6	25.4667	7.0161	.5121	.8628
ITEM_7	25.3667	6.5161	.5735	.8586
ITEM_8	25.3000	7.1138	.5740	.8566

Reliability Coefficients

N of Cases =	30.0	N of Items =	8
Correlation between forms =	.8150	Equal-length Spearman-Brown =	.8981
Guttman Split-half =	.8981	Unequal-length Spearman-Brown =	.8981
4 Items in part 1		4 Items in part 2	
Alpha for part 1 =	.7666	Alpha for part 2 =	.7343

SIEMENS

Reliability

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

RELIABILITY ANALYSIS - SCALE (SPLIT)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
ITEM_1	22.1667	10.2126	.4404	.8435
ITEM_2	22.3667	10.1023	.5144	.8352
ITEM_3	21.9000	8.9897	.7587	.8049
ITEM_4	22.4667	9.1540	.5753	.8294
ITEM_5	21.9333	8.6851	.7079	.8100
ITEM_6	21.9000	9.2655	.7634	.8070
ITEM_7	22.3667	10.5161	.3895	.8483
ITEM_8	22.2333	9.6333	.5255	.8347

Reliability Coefficients

N of Cases =	30.0	N of Items =	8
Correlation between forms =	.7730	Equal-length Spearman-Brown =	.8720
Guttman Split-half =	.8718	Unequal-length Spearman-Brown =	.8720
4 Items in part 1		4 Items in part 2	
Alpha for part 1 =	.7039	Alpha for part 2 =	.7331

SAMSUNG

Reliability

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

RELIABILITY ANALYSIS - SCALE (SPLIT)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
ITEM_1	19.3667	12.5161	.5311	.7937
ITEM_2	19.7333	11.6506	.5088	.7963
ITEM_3	19.3667	11.1368	.6318	.7764
ITEM_4	19.6333	12.9299	.4823	.8002
ITEM_5	19.2667	12.5471	.4843	.7988
ITEM_6	19.3667	12.0333	.5873	.7854
ITEM_7	19.3667	10.2402	.6525	.7737
ITEM_8	19.7667	12.3230	.4110	.8101

Reliability Coefficients

N of Cases =	30.0	N of Items =	8
Correlation between forms =	.7257	Equal-length Spearman-Brown =	.8411
Guttman Split-half =	.8393	Unequal-length Spearman-Brown =	.8411
4 Items in part 1		4 Items in part 2	
Alpha for part 1 =	.6741	Alpha for part 2 =	.6691

SONY ERICSSON

Reliability

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

RELIABILITY ANALYSIS - SCALE (SPLIT)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
ITEM_1	18.1333	14.5333	.6916	.8317
ITEM_2	18.7333	15.3747	.5912	.8438
ITEM_3	18.2000	16.2345	.4775	.8556
ITEM_4	18.4333	13.8402	.7171	.8280
ITEM_5	18.4000	14.4552	.6549	.8362
ITEM_6	18.2667	15.3057	.6280	.8399
ITEM_7	18.5333	15.6368	.6135	.8420
ITEM_8	18.5333	15.9126	.4674	.8577

Reliability Coefficients

N of Cases =	30.0	N of Items =	8
Correlation between forms =	.7601	Equal-length Spearman-Brown =	.8637
Guttman Split-half =	.8626	Unequal-length Spearman-Brown =	.8637
4 Items in part 1		4 Items in part 2	
Alpha for part 1 =	.7690	Alpha for part 2 =	.7316

LAMPIRAN IV

**HASIL ANALISIS NILAI STANDAR RATA-RATA
DAN URUTAN TINGKAT KEPENTINGAN PADA
MASING-MASING ATRIBUT**

PERHITUNGAN xkj

Nokia 1

1	2	3	4	Total
0	10	56	34	100
0	20	168	136	324

kj = 3.24

Nokia 2

1	2	3	4	Total
0	5	29	66	100
0	10	87	264	361

kj = 3.61

Nilai Rata-rata Atribut Kualitas (xkj) = 3.425

Nokia 3

1	2	3	4	Total
0	1	50	49	100
0	2	150	196	348

kj = 3.48

Nokia 4

1	2	3	4	Total
0	0	29	71	100
0	0	87	284	371

kj = 3.71

Nilai Rata-rata Atribut Harga (xkj) = 3.595

Nokia 5

1	2	3	4	Total
0	1	30	69	100
0	2	90	276	368

kj = 3.68

Nokia 6

1	2	3	4	Total
0	0	50	50	100
0	0	150	200	350

kj = 3.5

Nilai Rata-rata Atribut Merek (xkj) = 3.59

Nokia 7

1	2	3	4	Total
0	2	24	74	100
0	4	72	296	372

kj = 3.72

Nokia 8

1	2	3	4	Total
0	0	30	70	100
0	0	90	280	370

kj = 3.7

Nilai Rata-rata Atribut Promosi (xkj) = 3.71

Siemens 1

1	2	3	4	Total
0	9	69	22	100
0	18	207	88	313

kj = 3.13

Siemens 2

1	2	3	4	Total
0	20	64	16	100
0	40	192	64	296

kj = 2.96

Nilai Rata-rata Atribut Kualitas (xkj) = 3.045

Siemens 3

1	2	3	4	Total
0	9	67	24	100
0	18	201	96	315

kj = 3.15

Siemens 4

1	2	3	4	Total
1	20	63	16	100
1	40	189	64	294

kj = 2.94

Nilai Rata-rata Atribut Harga (xkj) = 3.045

Siemens 5

1	2	3	4	Total
0	8	47	45	100
0	16	141	180	337

kj = 3.37

Siemens 6

1	2	3	4	Total
0	6	64	30	100
0	12	192	120	324

kj = 3.24

Nilai Rata-rata Atribut Merek (xkj) = 3.305

Siemens 7

1	2	3	4	Total
1	18	65	16	100
1	36	195	64	296

kj = 2.96

Siemens 8

1	2	3	4	Total
0	13	51	36	100
0	26	153	144	323

kj = 3.23

Nilai Rata-rata Atribut Promosi (xkj) = 3.095

PERHITUNGAN xkj

Samsung 1

1	2	3	4	Total
0	25	65	10	100
0	50	195	40	285

kj = 2.85

Samsung 2

1	2	3	4	Total
3	52	40	5	100
3	104	120	20	247

kj = 2.47

Nilai Rata-rata Atribut Kualitas (xkj) = 2.66

Samsung 3

1	2	3	4	Total
1	24	58	17	100
1	48	174	68	291

kj = 2.91

Samsung 4

1	2	3	4	Total
1	32	58	9	100
1	64	174	36	275

kj = 2.75

Nilai Rata-rata Atribut Harga (xkj) = 2.83

Samsung 5

1	2	3	4	Total
2	15	67	16	100
2	30	201	64	297

kj = 2.97

Samsung 6

1	2	3	4	Total
1	17	69	13	100
1	34	207	52	294

kj = 2.94

Nilai Rata-rata Atribut Merek (xkj) = 2.955

Samsung 7

1	2	3	4	Total
3	26	41	30	100
3	52	123	120	298

kj = 2.98

Samsung 8

1	2	3	4	Total
2	26	54	18	100
2	52	162	72	288

kj = 2.88

Nilai Rata-rata Atribut Promosi (xkj) = 2.93

Sony Ericcson 1

1	2	3	4	Total
3	26	62	9	100
3	52	186	36	277

kj = 2.77

Sony Ericcson 2

1	2	3	4	Total
8	57	30	5	100
8	114	90	20	232

kj = 2.32

Nilai Rata-rata Atribut Kualitas (xkj) = 2.545

Sony Ericcson 3

1	2	3	4	Total
3	30	58	9	100
3	60	174	36	273

kj = 2.73

Sony Ericcson 4

1	2	3	4	Total
5	33	50	12	100
5	66	150	48	269

kj = 2.69

Nilai Rata-rata Atribut Harga (xkj) = 2.71

Sony Ericcson 5

1	2	3	4	Total
4	26	55	15	100
4	52	165	60	281

kj = 2.81

Sony Ericcson 6

1	2	3	4	Total
3	24	61	12	100
3	48	183	48	282

kj = 2.82

Nilai Rata-rata Atribut Merek (xkj) = 2.815

Sony Ericcson 7

1	2	3	4	Total
4	37	52	7	100
4	74	156	28	262

kj = 2.62

Sony Ericcson 8

1	2	3	4	Total
4	32	49	15	100
4	64	147	60	275

kj = 2.75

Nilai Rata-rata Atribut Promosi (xkj) = 2.685

Descriptives

Descriptive Statistics

	N	Sum	Mean
Nokia 1	100	324.00	3.2400
Nokia 2	100	361.00	3.6100
Nokia 3	100	348.00	3.4800
Nokia 4	100	371.00	3.7100
Nokia 5	100	368.00	3.6800
Nokia 6	100	350.00	3.5000
Nokia 7	100	372.00	3.7200
Nokia 8	100	370.00	3.7000
Siemens 1	100	313.00	3.1300
Siemens 2	100	296.00	2.9600
Siemens 3	100	315.00	3.1500
Siemens 4	100	294.00	2.9400
Siemens 5	100	337.00	3.3700
Siemens 6	100	324.00	3.2400
Siemens 7	100	296.00	2.9600
Siemens 8	100	323.00	3.2300
Samsung 1	100	285.00	2.8500
Samsung 2	100	247.00	2.4700
Samsung 3	100	291.00	2.9100
Samsung 4	100	275.00	2.7500
Samsung 5	100	297.00	2.9700
Samsung 6	100	294.00	2.9400
Samsung 7	100	298.00	2.9800
Samsung 8	100	288.00	2.8800
Sony Ericcson 1	100	277.00	2.7700
Sony Ericcson 2	100	232.00	2.3200
Sony Ericcson 3	100	273.00	2.7300
Sony Ericcson 4	100	269.00	2.6900
Sony Ericcson 5	100	281.00	2.8100
Sony Ericcson 6	100	282.00	2.8200
Sony Ericcson 7	100	262.00	2.6200
Sony Ericcson 8	100	275.00	2.7500
Valid N (listwise)	100		

Frequency Table

Nokia 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	10	10.0	10.0	10.0
	3 S	56	56.0	56.0	66.0
	4 SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Nokia 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	5	5.0	5.0	5.0
	3 S	29	29.0	29.0	34.0
	4 SS	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

Nokia 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	1	1.0	1.0	1.0
	3 S	50	50.0	50.0	51.0
	4 SS	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

Nokia 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 S	29	29.0	29.0	29.0
	4 SS	71	71.0	71.0	100.0
	Total	100	100.0	100.0	

Nokia 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	1	1.0	1.0	1.0
	3 S	30	30.0	30.0	31.0
	4 SS	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

Nokia 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 S	50	50.0	50.0	50.0
	4 SS	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Nokia 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	2	2.0	2.0	2.0
	3 S	24	24.0	24.0	26.0
	4 SS	74	74.0	74.0	100.0
	Total	100	100.0	100.0	

Nokia 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 S	30	30.0	30.0	30.0
	4 SS	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

Siemens 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	9	9.0	9.0	9.0
	3 S	69	69.0	69.0	78.0
	4 SS	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Siemens 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	20	20.0	20.0	20.0
	3 S	64	64.0	64.0	84.0
	4 SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Siemens 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	9	9.0	9.0	9.0
	3 S	67	67.0	67.0	76.0
	4 SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Siemens 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	1	1.0	1.0	1.0
	2 TS	20	20.0	20.0	21.0
	3 S	63	63.0	63.0	84.0
	4 SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Siemens 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	8	8.0	8.0	8.0
	3 S	47	47.0	47.0	55.0
	4 SS	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

Siemens 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	6	6.0	6.0	6.0
	3 S	64	64.0	64.0	70.0
	4 SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

Siemens 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	1	1.0	1.0	1.0
	2 TS	18	18.0	18.0	19.0
	3 S	65	65.0	65.0	84.0
	4 SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Siemens 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	13	13.0	13.0	13.0
	3 S	51	51.0	51.0	64.0
	4 SS	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Samsung 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 TS	25	25.0	25.0	25.0
	3 S	65	65.0	65.0	90.0
	4 SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Samsung 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	3	3.0	3.0	3.0
	2 TS	52	52.0	52.0	55.0
	3 S	40	40.0	40.0	95.0
	4 SS	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Samsung 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	1	1.0	1.0	1.0
	2 TS	24	24.0	24.0	25.0
	3 S	58	58.0	58.0	83.0
	4 SS	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Samsung 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	1	1.0	1.0	1.0
	2 TS	32	32.0	32.0	33.0
	3 S	58	58.0	58.0	91.0
	4 SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Samsung 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	2	2.0	2.0	2.0
	2 TS	15	15.0	15.0	17.0
	3 S	67	67.0	67.0	84.0
	4 SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Samsung 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	1	1.0	1.0	1.0
	2 TS	17	17.0	17.0	18.0
	3 S	69	69.0	69.0	87.0
	4 SS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Samsung 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	3	3.0	3.0	3.0
	2 TS	26	26.0	26.0	29.0
	3 S	41	41.0	41.0	70.0
	4 SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

Samsung 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	2	2.0	2.0	2.0
	2 TS	26	26.0	26.0	28.0
	3 S	54	54.0	54.0	82.0
	4 SS	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Sony Ericcson 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	3	3.0	3.0	3.0
	2 TS	26	26.0	26.0	29.0
	3 S	62	62.0	62.0	91.0
	4 SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Sony Ericcson 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	8	8.0	8.0	8.0
	2 TS	57	57.0	57.0	65.0
	3 S	30	30.0	30.0	95.0
	4 SS	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Sony Ericcson 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	3	3.0	3.0	3.0
	2 TS	30	30.0	30.0	33.0
	3 S	58	58.0	58.0	91.0
	4 SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Sony Ericcson 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	5	5.0	5.0	5.0
	2 TS	33	33.0	33.0	38.0
	3 S	50	50.0	50.0	88.0
	4 SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Sony Ericcson 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	4	4.0	4.0	4.0
	2 TS	26	26.0	26.0	30.0
	3 S	55	55.0	55.0	85.0
	4 SS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Sony Ericcson 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	3	3.0	3.0	3.0
	2 TS	24	24.0	24.0	27.0
	3 S	61	61.0	61.0	88.0
	4 SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Sony Ericcson 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	4	4.0	4.0	4.0
	2 TS	37	37.0	37.0	41.0
	3 S	52	52.0	52.0	93.0
	4 SS	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Sony Ericcson 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 STS	4	4.0	4.0	4.0
	2 TS	32	32.0	32.0	36.0
	3 S	49	49.0	49.0	85.0
	4 SS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Frequency Table

Urut 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kualitas Handphone	34	34.0	34.0	34.0
	Harga	30	30.0	30.0	64.0
	Merek	31	31.0	31.0	95.0
	Promosi	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Urut 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kualitas Handphone	43	43.0	43.0	43.0
	Harga	35	35.0	35.0	78.0
	Merek	16	16.0	16.0	94.0
	Promosi	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Urut 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kualitas Handphone	20	20.0	20.0	20.0
	Harga	31	31.0	31.0	51.0
	Merek	44	44.0	44.0	95.0
	Promosi	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Urut 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kualitas Handphone	3	3.0	3.0	3.0
	Harga	4	4.0	4.0	7.0
	Merek	9	9.0	9.0	16.0
	Promosi	84	84.0	84.0	100.0
	Total	100	100.0	100.0	

Urutan Kepentingan

No.	Atribut	1	2	3	4	Total
1	Kualitas	34	43	20	3	100
2	Harga	30	35	31	4	100
3	Merek	31	16	44	9	100
4	Promosi	5	6	5	84	100

Bobot Atribut (tk)

No.	Atribut	1	2	3	4	Total	Urutan	Bobot
1	Kualitas	34	86	60	12	192	1	0.4
2	Harga	30	70	93	16	209	2	0.3
3	Merek	31	32	132	36	231	3	0.2
4	Promosi	5	12	15	336	368	4	0.1

Nokia

	N	Mean
Kualitas	2	3.4250
Harga	2	3.5950
Merek	2	3.5900
Promosi	2	3.7100
Valid N (listwise)	2	

Siemens

	N	Mean
Kualitas	2	3.0450
Harga	2	3.0450
Merek	2	3.3050
Promosi	2	3.0950
Valid N (listwise)	2	

Samsung

	N	Mean
Kualitas	2	2.6600
Harga	2	2.8300
Merek	2	2.9550
Promosi	2	2.9300
Valid N (listwise)	2	

Sony Ericcson

	N	Mean
Kualitas	2	2.5450
Harga	2	2.7100
Merek	2	2.8150
Promosi	2	2.6850
Valid N (listwise)	2	

LAMPIRAN V.

HASIL ANALISIS INDEKS SIKAP KONSUMEN

PERHITUNGAN INDEKS SIKAP KONSUMEN

Atribut	Nokia			Siemens		
	tk	xkj	Sj	tk	xkj	Sj
Kualitas	0.4	3.425	1.37	0.4	3.045	1.218
Harga	0.3	3.595	1.0785	0.3	3.045	0.9135
Merek	0.2	3.59	0.718	0.2	3.305	0.661
Promosi	0.1	3.71	0.371	0.1	3.095	0.3095
Total			3.5375			3.102

Atribut	Samsung			Sony Ericcson		
	tk	xkj	Sj	tk	xkj	Sj
Kualitas	0.4	2.66	1.064	0.4	2.545	1.018
Harga	0.3	2.83	0.849	0.3	2.71	0.813
Merek	0.2	2.955	0.591	0.2	2.815	0.563
Promosi	0.1	2.93	0.293	0.1	2.685	0.2685
Total			2.797			2.6625

LAMPIRAN VI

HASIL ANALISIS METODE

MULTIDIMENSIONAL OF PREFERENCE DATA

M D P R E F
 MULTIDIMENSIONAL ANALYSIS OF PREFERENCE DATA
 PROGRAM WRITTEN BY DR. J. D. CARROLL AND JIH JIE CHANG
 PC - MDS VERSION

ANALYSIS START: DATE 08/23/2004, TIME 23:07:30

ANALYSIS TITLE:

DATA IS READ FROM FILE: fajar.dat
 OUTPUT FILE IS: fajar.txt

NP (NO. OF DATA ROWS (VECTORS OR SUBJECTS))	4
NS (NO. OF COLUMNS (POINTS OR STIMULI))	4
NF (NO. OF DIMENSIONS)	2
NFP (NO. OF DIMENSIONS PLOTTED)	2
IREAD 1=NF X NS SCORE MATRIX WITH ROW MEAN SUBTRACTED	1
2-SAME AS 1 WITH SCORES DIVIDED BY ROW S. D.	
NORP 0=NORMALIZE SUBJ. VECTORS	0
1=DO NOT	

INPUT FORMAT = (5X, 4F6.3)

DATA FOR RECORD: 1
 .34E+01 .30E+01 .27E+01 .25E+01

DATA FOR RECORD: 4
 .37E+01 .31E+01 .29E+01 .27E+01

MEAN OF THE RAW SCORES (BY SUBJECT)

	Kualitas	Harga	Merek	Promosi
	2.9188	3.0450	3.1663	3.1050

FIRST SCORE MATRIX (SUBJECT BY STIMULUS)

	NOKIA	SIEMENS	SAMSUNG	SONY ERICCS
Kualitas	.5062	.1263	-.2587	-.3737
Harga	.5500	.0000	-.2150	-.3350
Merek	.4237	.1387	-.2113	-.3513
Promosi	.6050	-.0100	-.1750	-.4200

CROSS PRODUCT MATRIX OF SUBJECTS (ROW VECTORS)

	Kualitas	Harga	Merek	Promosi
Kualitas	.4789	.4593	.4180	.5073
Harga	.4593	.4610	.3961	.5111
Merek	.4180	.3961	.3668	.4395
Promosi	.5073	.5111	.4395	.5732

CORRELATION MATRIX OF SUBJECTS (ROW VECTORS)

	Kualitas	Harga	Merek	Promosi
Kualitas	1.0000	.9775	.9973	.9683
Harga	.9775	1.0000	.9634	.9943
Merek	.9973	.9634	1.0000	.9585
Promosi	.9683	.9943	.9585	1.0000

CROSS PRODUCT MATRIX OF STIMULI (COLUMN POINTS)

	NOKIA	SIEMENS	SAMSUNG	SONY ERICCS
NOKIA	1.1044	.1167	-.4446	-.7764
SIEMENS	.1167	.0353	-.0602	-.0917
SAMSUNG	-.4446	-.0602	.1884	.3164
SONY ERICCS	-.7764	-.0917	.3164	.5517

ROOTS OF THE FIRST SCORE MATRIX

1.8473	.0292	.0033	.0000
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PROPORTION OF VARIANCE ACCOUNTED FOR BY EACH FACTOR

1	2	3	4
.9827	.0155	.0018	.0000

CUMULATIVE PROPORTION OF VARIANCE ACCOUNTED FOR

1	2	3	4
.9827	.9982	1.0000	1.0000

SECOND SCORE MATRIX (DATA ROWS BY DATA COLUMNS)

Kualitas	.7272	.1861	-.3575	-.5557
Harga	.8001	.0088	-.2767	-.5322
Merek	.7068	.2240	-.3732	-.5576
Promosi	.8086	-.0200	-.2624	-.5262

POPULATION MATRIX (ROWS OR VECTORS)

FACTOR

Kualitas	.9932	.1167
Harga	.9957	-.0927
Merek	.9868	.1620
Promosi	.9920	-.1262

NORMALIZED STIMULUS MATRIX (COLUMNS OR POINTS)

FACTOR

NOKIA	.7720	-.3391
SIEMENS	.0878	.8478
SAMSUNG	-.3142	-.3900
SONY ERICCS	-.5456	-.1188

STIMULUS MATRIX (STRETCHED BY SQ. ROOT OF THE EIGENVALUES)

FACTOR

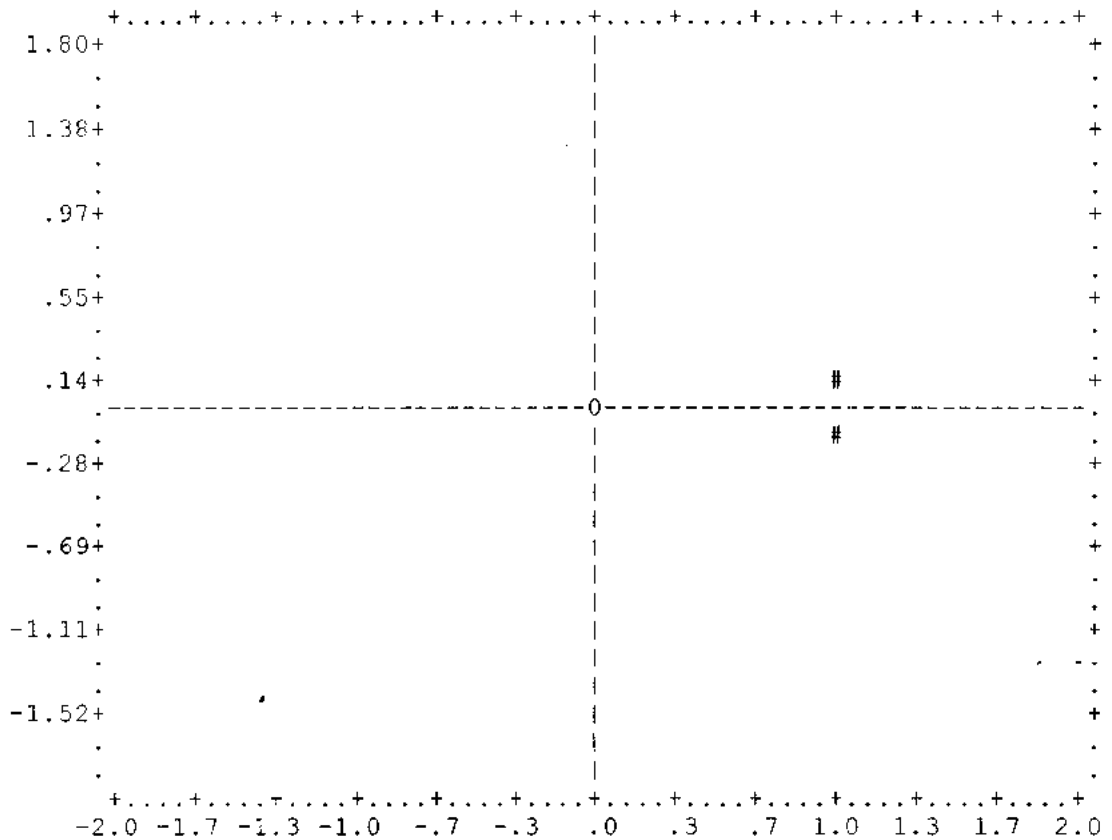
NOKIA	1.0492	-.0579
SIEMENS	.1193	.1449
SAMSUNG	-.4270	-.0666
SONY ERICCS	-.7415	-.0203

*****IDENTIFICATION KEY FOR PLOTS WITH IDENTIFIED POINTS*****

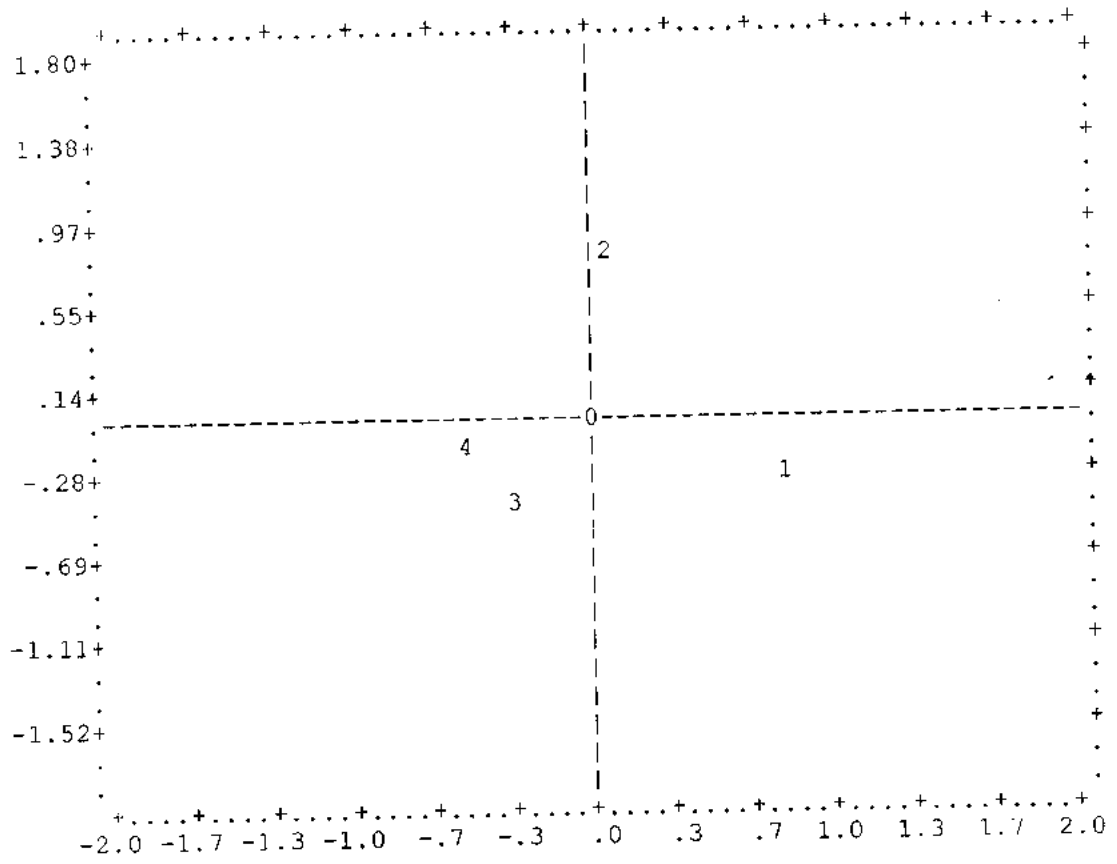
PT #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CHAR	1	2	3	4	5	6	7	8	9	A	B	C	D	E	F
PT #	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
CHAR	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
PT #	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
CHAR	V	W	X	Y	Z	+	/	=	*	&	\$	@	%	?	<
PT #	46	47	48	49	50										
CHAR	()	"	;	@										

POINT NUMBERS ABOVE 50 IDENTIFIED AS >, MULTIPLE POINTS IDENTIFIED AS #
 IN JOINT SPACE PLOTS, THE FIRST 4 POINTS ARE COLUMNS AND THE NEXT 4 ARE ROW (VECTOR) END POINTS.

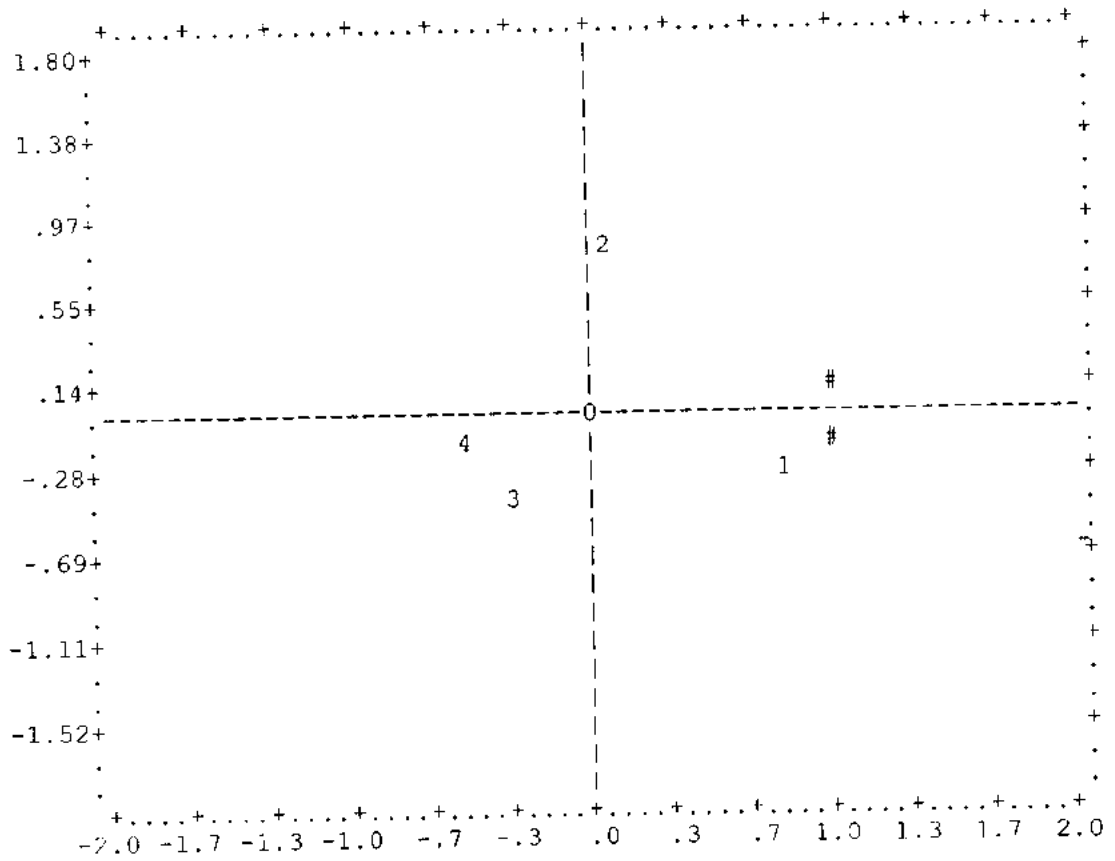
PLOT OF ROW VECTORS IN DIMENSIONS 1 AND 2



PLOT OF COLUMN STIMULI IN DIMENSIONS 1 AND 2



PLOT OF COLUMNS AND ROWS IN DIMENSIONS 1 AND 2



ANALYSIS END: DATE 08/23/2004, TIME 23:32:32

(X,Y,Z) Inc= 10 Theta= 0 Phi= 0

