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# LAMPIRAN

# KUESIONER

Kepada  
Mahasiswa FE UII  
Di Tempat

Dengan hormat,

Dalam rangka penyusunan skripsi kami tentang Analisis Positioning Produk Air Minum Kemasan (AMK) Aqua, Ades, Dua Tang dan Total (Studi Terhadap Mahasiswa FE UII Yogyakarta), maka kami sangat mengharapkan bantuan Anda untuk mengisi angket ini dengan pendapat Anda sebenarnya. Setiap kesungguhan jawaban Anda merupakan bantuan yang sangat berharga bagi kami dalam penyelesaian skripsi sebagai tugas akhir di FE UII.

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

Hormat kami

Ika Yanuar M

### BAGIAN I

Isilah pertanyaan-pertanyaan di bawah ini dengan memberikan tanda silang (X) pada jawaban yang sesuai dengan kondisi Anda.

1. Nama :
2. Usia :
3. Jurusan :
4. Produk AMK yang Anda konsumsi/gunakan :
  - a. Aqua
  - b. Ades
  - c. Dua Tang
  - d. Total
5. Jenis Kelamin:
6. Besarnya uang saku bulanan:
  - a. Rp. 250.000,00 - Rp. 500.000,00
  - b. Rp. 550.000,00 - Rp. 1.000.000,00
  - c. Rp. 1.050.000,00 - Rp 1.500.000,00
  - d. Di atas Rp. 1.500.000,00

### BAGIAN II

Isilah pernyataan di bawah ini dengan memberikan tanda silang (X) pada jawaban yang sesuai dengan pendapat Anda.

SS : Sangat Setuju  
S : Setuju

STS : Sangat Tidak Setuju  
TS : Tidak Setuju

No	Pernyataan	Aqua				Ades			
		SS	S	TS	STS	SS	S	TS	STS
1	Harga produk AMK Anda murah								
2	Harga galon dan isi ulangannya (pada kemasan galon) murah								
3	Produk AMK Anda memiliki mutu yang bagus								
4	Produk AMK Anda memiliki kualitas air yang baik								
5	Masa berlaku (kadaluarsa) produk AMK Anda lama								
6	Produk AMK Anda mudah di dapat di pasaran								
7	Produk AMK Anda memiliki distribusi yang luas								

**KARAKTERISTIK RESPONDEN DAN  
SKOR ASLI JAWABAN RESPONDEN**

**Frequencies**  
**Frequency Table**

**Usia**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 20 tahun	22	22.0	22.0	22.0
	21 - 23 tahun	74	74.0	74.0	96.0
	> 23 tahun	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

**Jurusan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Akuntansi	28	28.0	28.0	28.0
	Manajemen	54	54.0	54.0	82.0
	Ekonomi Pembangunan	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**Produk AMDK**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aqua	56	56.0	56.0	56.0
	Ades	24	24.0	24.0	80.0
	Dua Tang	8	8.0	8.0	88.0
	Total	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

**Jenis Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	42	42.0	42.0	42.0
	Wanita	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

**Uang Saku**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp. 250.000 - Rp. 500.000	59	59.0	59.0	59.0
	Rp. 550.000 - Rp. 1.000.000	35	35.0	35.0	94.0
	Rp. 1.050.000 - Rp. 1.500.000	3	3.0	3.0	97.0
	> Rp. 1.500.000	3	3.0	3.0	100.0
	Total	100	100.0	100.0	



**Frequencies**  
**Frequency Table**

**ITEM02**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	STS	1	1.8	1.8	1.8
		TS	27	48.2	48.2	50.0
		S	25	44.6	44.6	94.6
		SS	3	5.4	5.4	100.0
		Total	56	100.0	100.0	
Ades	Valid	STS				
		TS	5	20.8	20.8	20.8
		S	16	66.7	66.7	87.5
		SS	3	12.5	12.5	100.0
		Total	24	100.0	100.0	
Dua Tang	Valid	STS				
		TS	2	25.0	25.0	25.0
		S				
		SS	6	75.0	75.0	100.0
		Total	8	100.0	100.0	
Total	Valid	STS				
		TS	4	33.3	33.3	33.3
		S	5	41.7	41.7	75.0
		SS	3	25.0	25.0	100.0
		Total	12	100.0	100.0	

**ITEM03**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	TS	1	1.8	1.8	1.8
		S	28	50.0	50.0	51.8
		SS	27	48.2	48.2	100.0
		Total	56	100.0	100.0	
Ades	Valid	TS				
		S	12	50.0	50.0	50.0
		SS	12	50.0	50.0	100.0
		Total	24	100.0	100.0	
Dua Tang	Valid	TS				
		S	8	100.0	100.0	100.0
		SS				
		Total				
Total	Valid	TS	1	8.3	8.3	8.3
		S	8	66.7	66.7	75.0
		SS	3	25.0	25.0	100.0
		Total	12	100.0	100.0	

**ITEM04**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	S	28	50.0	50.0	50.0
		SS	28	50.0	50.0	100.0
		Total	56	100.0	100.0	
Ades	Valid	S	14	58.3	58.3	58.3
		SS	10	41.7	41.7	100.0
		Total	24	100.0	100.0	
Dua Tang	Valid	S	8	100.0	100.0	100.0
		SS				
		Total				
Total	Valid	S	9	75.0	75.0	75.0
		SS	3	25.0	25.0	100.0
		Total	12	100.0	100.0	

**ITEM05**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	TS	4	7.1	7.1	7.1
		S	39	69.6	69.6	76.8
		SS	13	23.2	23.2	100.0
		Total	56	100.0	100.0	
Ades	Valid	TS	3	12.5	12.5	12.5
		S	16	66.7	66.7	79.2
		SS	5	20.8	20.8	100.0
		Total	24	100.0	100.0	
Dua Tang	Valid	TS	1	12.5	12.5	12.5
		S	4	50.0	50.0	62.5
		SS	3	37.5	37.5	100.0
		Total	8	100.0	100.0	
Total	Valid	TS	1	8.3	8.3	8.3
		S	8	66.7	66.7	75.0
		SS	3	25.0	25.0	100.0
		Total	12	100.0	100.0	

**ITEM06**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	TS	5	8.9	8.9	8.9
		S	32	57.1	57.1	66.1
		SS	19	33.9	33.9	100.0
		Total	56	100.0	100.0	
Ades	Valid	TS	1	4.2	4.2	4.2
		S	9	37.5	37.5	41.7
		SS	14	58.3	58.3	100.0
		Total	24	100.0	100.0	
Dua Tang	Valid	TS	4	50.0	50.0	50.0
		S	4	50.0	50.0	100.0
		SS				
		Total	8	100.0	100.0	
Total	Valid	TS	1	8.3	8.3	8.3
		S	8	66.7	66.7	75.0
		SS	3	25.0	25.0	100.0
		Total	12	100.0	100.0	

**ITEM07**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	TS	2	3.6	3.6	3.6
		S	32	57.1	57.1	60.7
		SS	22	39.3	39.3	100.0
		Total	56	100.0	100.0	
Ades	Valid	TS	1	4.2	4.2	4.2
		S	8	33.3	33.3	37.5
		SS	15	62.5	62.5	100.0
		Total	24	100.0	100.0	
Dua Tang	Valid	TS	4	50.0	50.0	50.0
		S	3	37.5	37.5	87.5
		SS	1	12.5	12.5	100.0
		Total	8	100.0	100.0	
Total	Valid	TS	4	33.3	33.3	33.3
		S	7	58.3	58.3	91.7
		SS	1	8.3	8.3	100.0
		Total	12	100.0	100.0	

**ITEM08**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	STS	1	1.8	1.8	1.8
		TS	3	5.4	5.4	7.1
		S	44	78.6	78.6	85.7
		SS	8	14.3	14.3	100.0
		Total	56	100.0	100.0	
Ades	Valid	STS				
		TS	2	8.3	8.3	8.3
		S	17	70.8	70.8	79.2
		SS	5	20.8	20.8	100.0
		Total	24	100.0	100.0	
Dua Tang	Valid	STS				
		TS				
		S	3	37.5	37.5	37.5
		SS	5	62.5	62.5	100.0
		Total	8	100.0	100.0	
Total	Valid	STS				
		TS	3	25.0	25.0	25.0
		S	6	50.0	50.0	75.0
		SS	3	25.0	25.0	100.0
		Total	12	100.0	100.0	

**ITEM09**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	STS				
		TS	7	12.5	12.5	12.5
		S	41	73.2	73.2	85.7
		SS	8	14.3	14.3	100.0
		Total	56	100.0	100.0	
Ades	Valid	STS				
		TS	3	12.5	12.5	12.5
		S	18	75.0	75.0	87.5
		SS	3	12.5	12.5	100.0
		Total	24	100.0	100.0	
Dua Tang	Valid	STS	1	12.5	12.5	12.5
		TS				
		S	4	50.0	50.0	62.5
		SS	3	37.5	37.5	100.0
		Total	8	100.0	100.0	
Total	Valid	STS				
		TS	2	16.7	16.7	16.7
		S	7	58.3	58.3	75.0
		SS	3	25.0	25.0	100.0
		Total	12	100.0	100.0	

**ITEM10**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	STS	1	1.8	1.8	1.8
		TS	10	17.9	17.9	19.6
		S	32	57.1	57.1	76.8
		SS	13	23.2	23.2	100.0
		Total	56	100.0	100.0	
Ades	Valid	STS				
		TS	1	4.2	4.2	4.2
		S	15	62.5	62.5	66.7
		SS	8	33.3	33.3	100.0
		Total	24	100.0	100.0	
Dua Tang	Valid	STS				
		TS	6	75.0	75.0	75.0
		S	1	12.5	12.5	87.5
		SS	1	12.5	12.5	100.0
		Total	8	100.0	100.0	
Total	Valid	STS	1	8.3	8.3	8.3
		TS	6	50.0	50.0	58.3
		S	4	33.3	33.3	91.7
		SS	1	8.3	8.3	100.0
		Total	12	100.0	100.0	

**Frequencies**  
**Frequency Table**

**Harga**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	1	17	30.4	30.4	30.4
		2	33	58.9	58.9	89.3
		3	2	3.6	3.6	92.9
		4	2	3.6	3.6	96.4
		5	2	3.6	3.6	100.0
		Total	56	100.0	100.0	
Ades	Valid	1	5	20.8	20.8	20.8
		2	17	70.8	70.8	91.7
		3	1	4.2	4.2	95.8
		4	1	4.2	4.2	100.0
		5				
		Total	24	100.0	100.0	
Dua Tang	Valid	1				
		2	8	100.0	100.0	100.0
		3				
		4				
		5				
		Total				
Total	Valid	1	2	16.7	16.7	16.7
		2	9	75.0	75.0	91.7
		3				
		4	1	8.3	8.3	100.0
		5				
		Total	12	100.0	100.0	

**Mutu**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	1	19	33.9	33.9	33.9
		2	16	28.6	28.6	62.5
		3	14	25.0	25.0	87.5
		4	6	10.7	10.7	98.2
		5	1	1.8	1.8	100.0
		Total	56	100.0	100.0	
Ades	Valid	1	12	50.0	50.0	50.0
		2	3	12.5	12.5	62.5
		3	5	20.8	20.8	83.3
		4	4	16.7	16.7	100.0
		5				
		Total	24	100.0	100.0	
Dua Tang	Valid	1	4	50.0	50.0	50.0
		2				
		3	4	50.0	50.0	100.0
		4				
		5				
		Total	8	100.0	100.0	
Total	Valid	1	7	58.3	58.3	58.3
		2	2	16.7	16.7	75.0
		3	2	16.7	16.7	91.7
		4				
		5	1	8.3	8.3	100.0
		Total	12	100.0	100.0	

**Ketersediaan Produk**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	1	11	19.6	19.6	19.6
		2	3	5.4	5.4	25.0
		3	20	35.7	35.7	60.7
		4	17	30.4	30.4	91.1
		5	5	8.9	8.9	100.0
		Total	56	100.0	100.0	
Ades	Valid	1	7	29.2	29.2	29.2
		2	3	12.5	12.5	41.7
		3	11	45.8	45.8	87.5
		4	2	8.3	8.3	95.8
		5	1	4.2	4.2	100.0
		Total	24	100.0	100.0	
Dua Tang	Valid	1	4	50.0	50.0	50.0
		2				
		3	3	37.5	37.5	87.5
		4	1	12.5	12.5	100.0
		5				
		Total	8	100.0	100.0	
Total	Valid	1	1	8.3	8.3	8.3
		2	1	8.3	8.3	16.7
		3	7	58.3	58.3	75.0
		4	3	25.0	25.0	100.0
		5				
		Total	12	100.0	100.0	



**Kemasan**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	1	4	7.1	7.1	7.1
		2	2	3.6	3.6	10.7
		3	15	26.8	26.8	37.5
		4	27	48.2	48.2	85.7
		5	8	14.3	14.3	100.0
		Total	56	100.0	100.0	
Ades	Valid	1				
		2	1	4.2	4.2	4.2
		3	4	16.7	16.7	20.8
		4	16	66.7	66.7	87.5
		5	3	12.5	12.5	100.0
		Total	24	100.0	100.0	
Dua Tang	Valid	1				
		2				
		3				
		4	7	87.5	87.5	87.5
		5	1	12.5	12.5	100.0
		Total	8	100.0	100.0	
Total	Valid	1				
		2				
		3	3	25.0	25.0	25.0
		4	6	50.0	50.0	75.0
		5	3	25.0	25.0	100.0
		Total	12	100.0	100.0	

**Promosi**

Produk AMDK			Frequency	Percent	Valid Percent	Cumulative Percent
Aqua	Valid	1	5	8.9	8.9	8.9
		2	2	3.6	3.6	12.5
		3	5	8.9	8.9	21.4
		4	4	7.1	7.1	28.6
		5	40	71.4	71.4	100.0
	Total	56	100.0	100.0		
Ades	Valid	1				
		2				
		3	3	12.5	12.5	12.5
		4	1	4.2	4.2	16.7
		5	20	83.3	83.3	100.0
	Total	24	100.0	100.0		
Dua Tang	Valid	1				
		2				
		3	1	12.5	12.5	12.5
		4				
		5	7	87.5	87.5	100.0
	Total	8	100.0	100.0		
Total	Valid	1	2	16.7	16.7	16.7
		2				
		3				
		4	2	16.7	16.7	33.3
		5	8	66.7	66.7	100.0
	Total	12	100.0	100.0		

## Descriptives

Descriptive Statistics

Produk AMDK		N	Minimum	Maximum	Mean	Std. Deviation
Aqua	Harga	56	1.00	4.00	2.652	.563
	Mutu	56	2.33	4.00	3.375	.417
	Ketersediaan Produk	56	2.00	4.00	3.304	.545
	Kemasan	56	1.50	4.00	3.036	.435
	Promosi	56	1.00	4.00	3.018	.700
	Valid N (listwise)	56				
Ades	Harga	24	2.00	4.00	2.917	.545
	Mutu	24	2.67	4.00	3.333	.428
	Ketersediaan Produk	24	2.00	4.00	3.563	.577
	Kemasan	24	2.00	4.00	3.063	.450
	Promosi	24	2.00	4.00	3.292	.550
	Valid N (listwise)	24				
Dua Tang	Harga	8	1.50	4.00	3.438	1.050
	Mutu	8	2.67	3.33	3.083	.236
	Ketersediaan Produk	8	2.00	3.50	2.563	.623
	Kemasan	8	2.00	4.00	3.375	.694
	Promosi	8	2.00	4.00	2.375	.744
	Valid N (listwise)	8				
Total	Harga	12	2.00	4.00	2.917	.821
	Mutu	12	2.67	4.00	3.194	.413
	Ketersediaan Produk	12	2.00	4.00	2.958	.542
	Kemasan	12	2.00	4.00	3.042	.656
	Promosi	12	1.00	4.00	2.417	.793
	Valid N (listwise)	12				

**Frequencies**  
**Frequency Table**

**ITEM01**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	27	27.0	27.0	29.0
	S	53	53.0	53.0	82.0
	SS	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**ITEM02**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	38	38.0	38.0	39.0
	S	46	46.0	46.0	85.0
	SS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

**ITEM03**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	S	56	56.0	56.0	58.0
	SS	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

**ITEM04**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	59	59.0	59.0	59.0
	SS	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

**ITEM05**

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

**ITEM06**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	11.0	11.0	11.0
	S	53	53.0	53.0	64.0
	SS	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

**ITEM07**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	11.0	11.0	11.0
	S	50	50.0	50.0	61.0
	SS	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

**ITEM08**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	8	8.0	8.0	9.0
	S	70	70.0	70.0	79.0
	SS	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

**ITEM09**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	12	12.0	12.0	13.0
	S	70	70.0	70.0	83.0
	SS	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

**ITEM10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	23	23.0	23.0	25.0
	S	52	52.0	52.0	77.0
	SS	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

**Frequencies**  
**Frequency Table**

**Harga**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	24	24.0	24.0	24.0
	2	67	67.0	67.0	91.0
	3	3	3.0	3.0	94.0
	4	4	4.0	4.0	98.0
	5	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

**Mutu**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	42	42.0	42.0	42.0
	2	21	21.0	21.0	63.0
	3	25	25.0	25.0	88.0
	4	10	10.0	10.0	98.0
	5	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

**Ketersediaan Produk**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	23.0	23.0	23.0
	2	7	7.0	7.0	30.0
	3	41	41.0	41.0	71.0
	4	23	23.0	23.0	94.0
	5	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

**Kemasan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	3	3.0	3.0	7.0
	3	22	22.0	22.0	29.0
	4	56	56.0	56.0	85.0
	5	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

### Promosi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	7.0	7.0	7.0
2	2	2.0	2.0	9.0
3	9	9.0	9.0	18.0
4	7	7.0	7.0	25.0
5	75	75.0	75.0	100.0
Total	100	100.0	100.0	

### Descriptives

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Harga	100	1.00	4.00	2.810	.670
Mutu	100	2.33	4.00	3.320	.413
Ketersediaan Produk	100	2.00	4.00	3.265	.613
Kemasan	100	1.50	4.00	3.070	.492
Promosi	100	1.00	4.00	2.960	.737
Valid N (listwise)	100				

Tabel Data: Karakteristik Responden dan Jawaban Responden dari Pernyataan Bagian II

No. Resp.	Usia	Jurusan	Produk AMDK	Sex	Uang Saku	Nomor Item										
						1	2	3	4	5	6	7	8	9	10	
1	21	Akuntansi	Ades	Wanita	Rp. 550.000 - Rp. 1.000.000	3	3	4	4	3	3	3	3	3	3	2
2	23	Akuntansi	Ades	Pria	Rp. 250.000 - Rp. 500.000	2	2	3	3	4	3	3	3	3	3	3
3	22	Akuntansi	Ades	Wanita	Rp. 550.000 - Rp. 1.000.000	3	2	3	3	3	3	3	3	3	3	3
4	23	Akuntansi	Ades	Pria	Rp. 250.000 - Rp. 500.000	2	2	4	4	3	3	3	3	3	3	3
5	23	Akuntansi	Ades	Wanita	Rp. 250.000 - Rp. 500.000	3	2	3	3	3	3	3	3	3	3	2
6	23	Manajemen	Ades	Pria	Rp. 1.050.000 - Rp. 1.500.000	2	2	4	4	3	3	3	3	3	3	4
7	21	Manajemen	Ades	Pria	Rp. 500.000 - Rp. 1.000.000	3	3	4	4	3	3	3	3	3	3	2
8	21	Ekonomi Pembangunan	Ades	Pria	Rp. 500.000 - Rp. 1.000.000	3	3	4	4	4	3	3	3	3	3	2
9	21	Ekonomi Pembangunan	Ades	Wanita	Rp. 550.000 - Rp. 1.000.000	3	3	4	4	4	3	3	3	3	4	3
10	22	Ekonomi Pembangunan	Ades	Pria	Rp. 550.000 - Rp. 1.000.000	3	3	4	4	3	3	3	3	3	3	4
11	22	Manajemen	Ades	Wanita	Rp. 550.000 - Rp. 1.000.000	3	2	3	3	3	2	3	3	3	3	3
12	21	Manajemen	Ades	Pria	Rp. 550.000 - Rp. 1.000.000	3	3	3	3	3	3	3	3	3	3	3
13	22	Manajemen	Ades	Wanita	Rp. 550.000 - Rp. 1.000.000	2	2	4	4	3	2	4	3	3	3	2
14	22	Manajemen	Ades	Wanita	Rp. 250.000 - Rp. 500.000	3	2	3	4	4	3	3	3	3	3	2
15	21	Manajemen	Ades	Wanita	Rp. 550.000 - Rp. 1.000.000	3	2	3	3	3	3	3	3	3	3	2
16	19	Akuntansi	Ades	Wanita	Rp. 550.000 - Rp. 1.000.000	3	3	3	4	4	3	3	3	3	3	2
17	19	Akuntansi	Ades	Pria	Rp. 550.000 - Rp. 500.000	2	2	3	3	3	3	3	3	3	3	3
18	23	Manajemen	Ades	Wanita	Rp. 250.000 - Rp. 500.000	4	4	4	4	4	4	4	4	4	3	3
19	22	Manajemen	Ades	Pria	Rp. 550.000 - Rp. 1.000.000	1	1	3	3	2	2	2	2	2	3	2
20	21	Manajemen	Ades	Pria	Rp. 250.000 - Rp. 500.000	2	2	3	3	3	2	2	2	2	3	2
21	22	Manajemen	Ades	Pria	Rp. 250.000 - Rp. 500.000	2	2	2	2	3	2	3	4	1	2	1
22	24	Manajemen	Ades	Pria	Rp. 250.000 - Rp. 500.000	4	3	3	3	4	3	3	3	3	3	2
23	22	Manajemen	Ades	Wanita	Rp. 250.000 - Rp. 500.000	2	2	4	4	4	3	3	3	3	3	3
24	22	Akuntansi	Ades	Wanita	Rp. 550.000 - Rp. 1.000.000	3	4	4	4	3	2	3	3	4	3	3
25	20	Manajemen	Ades	Pria	Rp. 550.000 - Rp. 1.000.000	3	3	3	3	3	3	3	3	3	3	3
26	22	Manajemen	Aqua	Wanita	Rp. 550.000 - Rp. 1.000.000	2	2	3	3	3	3	3	3	3	3	3
27	22	Akuntansi	Aqua	Pria	Rp. 550.000 - Rp. 1.000.000	3	3	3	3	3	3	3	3	3	3	3
28	23	Akuntansi	Aqua	Pria	Rp. 550.000 - Rp. 1.000.000	3	3	3	3	3	3	3	3	3	3	3
29	25	Akuntansi	Aqua	Pria	Rp. 550.000 - Rp. 1.000.000	3	3	3	3	3	3	3	3	3	3	3
30	21	Ekonomi Pembangunan	Aqua	Pria	Rp. 250.000 - Rp. 500.000	3	2	3	3	3	3	3	3	3	3	3
31	22	Ekonomi Pembangunan	Aqua	Pria	Rp. 250.000 - Rp. 500.000	3	3	4	4	4	4	4	4	4	3	3
32	24	Manajemen	Aqua	Pria	Rp. 550.000 - Rp. 1.000.000	3	2	3	3	3	3	3	3	3	3	2
33	22	Manajemen	Aqua	Pria	Rp. 550.000 - Rp. 1.000.000	3	3	3	3	3	3	3	3	3	3	3
34	21	Manajemen	Aqua	Wanita	Rp. 250.000 - Rp. 500.000	3	3	4	4	3	3	3	3	3	3	3
35	21	Akuntansi	Aqua	Wanita	Rp. 250.000 - Rp. 500.000	3	3	4	4	3	4	4	4	3	3	4
36	20	Akuntansi	Aqua	Wanita	Rp. 250.000 - Rp. 500.000	3	3	4	4	3	4	4	4	4	3	4
37	21	Akuntansi	Aqua	Wanita	Rp. 250.000 - Rp. 500.000	3	3	4	4	3	4	4	4	4	3	4
38	20	Akuntansi	Aqua	Wanita	Rp. 250.000 - Rp. 500.000	3	3	4	4	3	4	4	4	4	3	4
39	21	Akuntansi	Aqua	Pria	Rp. 250.000 - Rp. 500.000	3	3	4	4	3	4	4	4	4	3	4
40	18	Manajemen	Aqua	Wanita	Rp. 250.000 - Rp. 500.000	3	2	3	3	3	2	3	2	3	2	3





Tabel Data: Karakteristik Responden dan Jawaban Responden dari Pernyataan Bagian II

(lanjutan)

No. Resp.	Usia	Jurusan	Produk AMDK	Sex	Uang Saku	Nomor Item										
						1	2	3	4	5	6	7	8	9	10	
71	23	Ekonomi Pembangunan	Aqua	Wanita	Rp. 250.000 - Rp. 500.000	3	3	4	4	3	3	4	3	3	3	3
72	23	Manajemen	Aqua	Wanita	Rp. 550.000 - Rp. 1.000.000	3	3	4	4	4	4	4	4	3	4	3
73	18	Akuntansi	Aqua	Wanita	Rp. 550.000 - Rp. 1.000.000	3	3	4	4	4	4	4	3	3	3	4
74	22	Ekonomi Pembangunan	Aqua	Pria	Rp. 250.000 - Rp. 500.000	3	2	4	4	3	4	4	3	3	3	4
75	21	Manajemen	Aqua	Wanita	Rp. 250.000 - Rp. 500.000	2	2	3	3	3	4	4	3	3	3	4
76	21	Manajemen	Aqua	Wanita	Rp. 250.000 - Rp. 500.000	2	2	3	3	3	4	4	3	3	3	3
77	21	Manajemen	Aqua	Wanita	Rp. 250.000 - Rp. 500.000	3	3	4	4	3	4	4	3	3	3	3
78	21	Manajemen	Aqua	Wanita	Rp. 550.000 - Rp. 1.000.000	2	3	3	3	2	3	3	3	3	3	4
79	20	Akuntansi	Aqua	Wanita	Rp. 550.000 - Rp. 1.000.000	3	3	3	3	4	4	4	3	3	3	3
80	22	Ekonomi Pembangunan	Aqua	Wanita	Rp. 250.000 - Rp. 500.000	3	3	4	3	3	2	2	3	2	3	3
81	22	Ekonomi Pembangunan	Total	Pria	Rp. 250.000 - Rp. 500.000	4	4	3	3	4	3	3	4	3	2	2
82	19	Manajemen	Total	Wanita	Rp. 250.000 - Rp. 500.000	4	4	3	3	4	3	3	4	3	3	2
83	22	Ekonomi Pembangunan	Total	Pria	Rp. 250.000 - Rp. 500.000	4	4	3	3	4	3	3	3	3	3	3
84	20	Ekonomi Pembangunan	Total	Pria	Rp. 250.000 - Rp. 500.000	4	4	3	3	3	2	2	4	4	4	4
85	22	Ekonomi Pembangunan	Total	Pria	Rp. 550.000 - Rp. 1.000.000	2	2	3	3	3	2	2	4	4	4	2
86	22	Akuntansi	Total	Wanita	Rp. 250.000 - Rp. 500.000	1	2	3	3	2	2	2	3	1	2	2
87	20	Manajemen	Total	Pria	Rp. 250.000 - Rp. 500.000	4	4	3	3	3	3	4	4	4	4	2
88	20	Ekonomi Pembangunan	Total	Wanita	Rp. 250.000 - Rp. 500.000	4	4	3	3	4	3	3	3	3	3	2
89	20	Akuntansi	Total	Pria	Rp. 550.000 - Rp. 1.000.000	4	4	3	3	3	2	2	4	3	2	2
90	21	Manajemen	Total	Wanita	Rp. 250.000 - Rp. 500.000	2	2	3	3	3	2	3	2	2	2	1
91	23	Manajemen	Total	Wanita	Rp. 550.000 - Rp. 1.000.000	3	3	5	3	4	4	3	4	4	2	1
92	22	Manajemen	Total	Wanita	Rp. 550.000 - Rp. 1.000.000	4	4	3	3	3	3	3	3	3	3	2
93	22	Manajemen	Total	Pria	Rp. 250.000 - Rp. 500.000	2	2	3	3	3	3	4	3	3	3	3
94	21	Manajemen	Dua Tang	Pria	Rp. 250.000 - Rp. 500.000	3	3	3	3	3	3	3	3	3	3	3
95	23	Ekonomi Pembangunan	Dua Tang	Wanita	Rp. 250.000 - Rp. 500.000	4	4	4	4	4	3	2	3	3	3	2
96	23	Manajemen	Dua Tang	Pria	Rp. 550.000 - Rp. 1.000.000	3	3	3	3	3	3	3	3	3	3	3
97	23	Manajemen	Dua Tang	Wanita	Rp. 250.000 - Rp. 500.000	4	3	3	3	3	3	3	3	3	3	3
98	21	Manajemen	Dua Tang	Wanita	Rp. 550.000 - Rp. 1.000.000	4	4	4	3	3	4	3	3	3	4	4
99	20	Manajemen	Dua Tang	Wanita	Rp. 250.000 - Rp. 500.000	2	2	4	4	3	4	4	3	4	4	3
100	24	Ekonomi Pembangunan	Dua Tang	Pria	Rp. 250.000 - Rp. 500.000	2	2	2	2	3	3	2	2	2	2	3

Tabel Data: Prioritas/Urutan

No. Resp.	Harga	Mutu	Ketersediaan Produk	Kemasan	Promosi
1	1	4	2	3	5
2	1	2	1	3	5
3	1	4	2	3	5
4	1	4	5	2	3
5	1	2	4	5	3
6	2	1	3	4	5
7	2	1	3	4	5
8	2	1	3	4	5
9	2	1	3	4	5
10	3	2	1	4	5
11	2	1	3	4	5
12	2	1	3	4	5
13	2	1	3	4	5
14	2	1	3	4	5
15	2	1	3	4	5
16	2	4	1	5	3
17	2	3	1	4	5
18	2	3	1	5	4
19	2	3	1	4	5
20	2	1	3	4	5
21	4	1	2	3	5
22	2	3	1	4	5
23	2	3	1	4	5
24	2	1	3	4	5
25	2	1	3	5	4
26	2	1	4	3	5
27	2	1	5	4	3
28	3	2	4	1	5
29	2	3	1	4	5
30	2	3	1	5	4
31	2	1	3	5	4
32	2	1	3	4	5
33	1	4	3	2	5
34	1	2	3	4	5
35	1	2	3	4	5
36	1	2	3	4	5
37	1	2	4	3	5
38	1	2	4	3	5
39	1	2	4	3	5
40	2	1	3	4	5
41	2	1	3	4	5
42	2	1	4	3	5
43	1	4	2	3	5
44	2	1	5	4	3
45	2	1	4	3	5
46	1	4	2	3	5
47	1	2	3	4	5
48	2	1	3	4	5
49	1	2	3	4	5
50	2	1	4	3	5

Tabel Data: Prioritas/Urutan

(lanjutan)

No. Resp.	Harga	Mutu	Ketersediaan Produk	Kemasan	Promosi
51	5	3	4	1	2
52	2	3	1	4	5
53	2	1	4	3	5
54	1	2	4	5	3
55	2	1	3	4	5
56	2	3	5	4	1
57	2	3	4	5	1
58	3	2	1	4	5
59	1	4	3	5	2
60	2	3	1	4	5
61	2	1	3	4	5
62	2	3	1	4	5
63	2	3	1	5	4
64	2	3	4	1	5
65	2	3	1	4	5
66	2	4	5	3	1
67	2	1	3	4	5
68	2	3	4	1	5
69	2	1	4	5	3
70	2	5	4	3	1
71	4	2	5	3	1
72	2	3	1	4	5
73	2	3	1	4	5
74	5	4	1	2	3
75	2	1	3	4	5
76	1	2	3	4	5
77	1	2	3	4	5
78	1	2	4	3	5
79	1	2	3	4	5
80	4	1	2	3	5
81	4	1	2	3	5
82	1	2	3	4	5
83	2	1	3	5	4
84	2	3	1	5	4
85	1	2	3	4	5
86	2	1	3	4	5
87	2	5	4	3	1
88	2	1	3	4	5
89	2	3	4	5	1
90	2	1	3	4	5
91	2	1	4	3	5
92	2	1	3	4	5
93	2	3	1	4	5
94	2	3	1	4	5
95	2	3	1	4	5
96	2	3	1	4	5
97	2	1	4	5	3
98	2	1	3	4	5
99	2	1	3	4	5
100	2	1	3	4	5

ANALISIS RELIABILITAS DAN  
VALIDITAS

## Reliability

### 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
ITEM01	28.3400	10.8731	.4443	.7747
ITEM03	27.8100	11.4282	.4978	.7686
ITEM05	28.0600	11.5317	.4382	.7745
ITEM07	27.9300	10.8538	.5166	.7645
ITEM09	28.1800	11.4622	.4371	.7745
ITEM02	28.4600	10.9176	.4376	.7756
ITEM04	27.8000	11.6768	.4676	.7725
ITEM06	27.9600	10.8267	.5359	.7622
ITEM08	28.1000	11.5657	.4188	.7765
ITEM10	28.2500	10.7753	.4507	.7742

#### Reliability Coefficients

N of Cases =	100.0	N of Items =	10
Correlation between forms =	.8002	Equal-length Spearman-Brown =	.8890
Guttman Split-half =	.8887	Unequal-length Spearman-Brown =	.8890
5 Items in part 1		5 Items in part 2	
Alpha for part 1 =	.6031	Alpha for part 2 =	.5963

PERHITUNGAN NILAI TIMBANG  
BOBOT DAN NILAI STANDAR  
ATRIBUT SERTA INDEKS SIKAP  
KONSUMEN

**Perhitungan Nilai Timbang/Bobot  
PRODUK AQUA**

**1. Tabel Frekuensi**

No.	Atribut	Peringkat					Total
		1	2	3	4	5	
1	Harga	17	33	2	2	2	56
2	Mutu	19	16	14	6	1	56
3	Ketersediaan Produk	11	3	20	17	5	56
4	Kemasan	4	2	15	27	8	56
5	Promosi	5	2	5	4	40	56

**2. Tabel Hasil Kali**

No.	Atribut	Skor					Jumlah Bobot	Timbangan
		5	4	3	2	1		
1	Harga	85	132	6	4	2	229	0.273
2	Mutu	95	64	42	12	1	214	0.255
3	Ketersediaan Produk	55	12	60	34	5	166	0.198
4	Kemasan	20	8	45	54	8	135	0.161
5	Promosi	25	8	15	8	40	96	0.114
							840	1.000

**Perhitungan Nilai Timbang/Bobot  
PRODUK ADES**

**1. Tabel Frekuensi**

No.	Atribut	Peringkat					Total
		1	2	3	4	5	
1	Harga	5	17	1	1	0	24
2	Mutu	12	3	5	4	0	24
3	Ketersediaan Produk	7	3	11	2	1	24
4	Kemasan	0	1	4	16	3	24
5	Promosi	0	0	3	1	20	24

**2. Tabel Hasil Kali**

No.	Atribut	Skor					Jumlah Bobot	Timbangan
		5	4	3	2	1		
1	Harga	25	68	3	2	0	98	0.272
2	Mutu	60	12	15	8	0	95	0.264
3	Ketersediaan Produk	35	12	33	4	1	85	0.236
4	Kemasan	0	4	12	32	3	51	0.142
5	Promosi	0	0	9	2	20	31	0.086
							360	1.000



**Perhitungan Nilai Timbang/Bobot  
PRODUK DUA TANG**

**1. Tabel Frekuensi**

No.	Atribut	Peringkat					Total
		1	2	3	4	5	
1	Harga	0	8	0	0	0	8
2	Mutu	4	0	4	0	0	8
3	Ketersediaan Produk	4	0	3	1	0	8
4	Kemasan	0	0	0	7	1	8
5	Promosi	0	0	1	0	7	8

**2. Tabel Hasil Kali**

No.	Atribut	Skor					Jumlah Bobot	Timbangan
		5	4	3	2	1		
1	Harga	0	32	0	0	0	32	0.267
2	Mutu	20	0	12	0	0	32	0.267
3	Ketersediaan Produk	20	0	9	2	0	31	0.258
4	Kemasan	0	0	0	14	1	15	0.125
5	Promosi	0	0	3	0	7	10	0.083
							120	1.000

**Perhitungan Nilai Timbang/Bobot  
PRODUK TOTAL**

**1. Tabel Frekuensi**

No.	Atribut	Peringkat					Total
		1	2	3	4	5	
1	Harga	2	9	0	1	0	12
2	Mutu	7	2	2	0	1	12
3	Ketersediaan Produk	1	1	7	3	0	12
4	Kemasan	0	0	3	6	3	12
5	Promosi	2	0	0	2	8	12

**2. Tabel Hasil Kali**

No.	Atribut	Skor					Jumlah Bobot	Timbangan
		5	4	3	2	1		
1	Harga	10	36	0	2	0	48	0.267
2	Mutu	35	8	6	0	1	50	0.278
3	Ketersediaan Produk	5	4	21	6	0	36	0.200
4	Kemasan	0	0	9	12	3	24	0.133
5	Promosi	10	0	0	4	8	22	0.122
							180	1.000

**Perhitungan Nilai Timbang/Bobot  
KESELURUHAN PRODUK**

**1. Tabel Frekuensi**

No.	Atribut	Peringkat					Total
		1	2	3	4	5	
1	Harga	24	67	3	4	2	100
2	Mutu	42	21	25	10	2	100
3	Ketersediaan Produk	23	7	41	23	6	100
4	Kemasan	4	3	22	56	15	100
5	Promosi	7	2	9	7	75	100

**2. Tabel Hasil Kali**

No.	Atribut	Skor					Jumlah Bobot	Timbangan
		5	4	3	2	1		
1	Harga	120	268	9	8	2	407	0.271
2	Mutu	210	84	75	20	2	391	0.261
3	Ketersediaan Produk	115	28	123	46	6	318	0.212
4	Kemasan	20	12	66	112	15	225	0.150
5	Promosi	35	8	27	14	75	159	0.106
							1500	1.000

**Perhitungan Nilai Standar Atribut  
PRODUK AQUA**

**1. Atribut HARGA**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item01	1	16	34	5	56
2 Item02	1	27	25	3	56
Jumlah	2	43	59	8	112
Skor	1	2	3	4	
Hasil kali	2	86	177	32	297
Nilai Standar					2.652

**2. Atribut MUTU**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item03	0	1	28	27	56
2 Item04	0	0	28	28	56
3 Item05	0	4	39	13	56
Jumlah	0	5	95	68	168
Skor	1	2	3	4	
Hasil kali	0	10	285	272	567
Nilai Standar					3.375

**3. Atribut KETERSEDIAAN PRODUK**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item06	0	5	32	19	56
2 Item07	0	2	32	22	56
Jumlah	0	7	64	41	112
Skor	1	2	3	4	
Hasil kali	0	14	192	164	370
Nilai Standar					3.304

**4. Atribut KEMASAN**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item08	1	3	44	8	56
2 Item09	0	7	41	8	56
Jumlah	1	10	85	16	112
Skor	1	2	3	4	
Hasil kali	1	20	255	64	340
Nilai Standar					3.036

**5. Atribut PROMOSI**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item10	1	10	32	13	56
Jumlah	1	10	32	13	56
Skor	1	2	3	4	
Hasil kali	1	20	96	52	169
Nilai Standar					3.018

**Perhitungan Nilai Standar Atribut  
PRODUK ADES**

**1. Atribut HARGA**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item01	0	5	16	3	24
2 Item02	0	5	16	3	24
Jumlah	0	10	32	6	48
Skor	1	2	3	4	
Hasil kali	0	20	96	24	140
Nilai Standar					2.917

**2. Atribut MUTU**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item03	0	0	12	12	24
2 Item04	0	0	14	10	24
3 Item05	0	3	16	5	24
Jumlah	0	3	42	27	72
Skor	1	2	3	4	
Hasil kali	0	6	126	108	240
Nilai Standar					3.333

**3. Atribut KETERSEDIAAN PRODUK**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item06	0	1	9	14	24
2 Item07	0	1	8	15	24
Jumlah	0	2	17	29	48
Skor	1	2	3	4	
Hasil kali	0	4	51	116	171
Nilai Standar					3.563

**4. Atribut KEMASAN**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item08	0	2	17	5	24
2 Item09	0	3	18	3	24
Jumlah	0	5	35	8	48
Skor	1	2	3	4	
Hasil kali	0	10	105	32	147
Nilai Standar					3.063

**5. Atribut PROMOSI**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item10	0	1	15	8	24
Jumlah	0	1	15	8	24
Skor	1	2	3	4	
Hasil kali	0	2	45	32	79
Nilai Standar					3.292

**Perhitungan Nilai Standar Atribut  
PRODUK DUA TANG**

**1. Atribut HARGA**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item01	1	1	0	6	8
2 Item02	0	2	0	6	8
Jumlah	1	3	0	12	16
Skor	1	2	3	4	
Hasil kali	1	6	0	48	55
Nilai Standar					3.438

**2. Atribut MUTU**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item03	0	0	8	0	8
2 Item04	0	0	8	0	8
3 Item05	0	1	4	3	8
Jumlah	0	1	20	3	24
Skor	1	2	3	4	
Hasil kali	0	2	60	12	74
Nilai Standar					3.083

**3. Atribut KETERSEDIAAN PRODUK**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item06	0	4	4	0	8
2 Item07	0	4	3	1	8
Jumlah	0	8	7	1	16
Skor	1	2	3	4	
Hasil kali	0	16	21	4	41
Nilai Standar					2.563

**4. Atribut KEMASAN**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item08	0	0	3	5	8
2 Item09	1	0	4	3	8
Jumlah	1	0	7	8	16
Skor	1	2	3	4	
Hasil kali	1	0	21	32	54
Nilai Standar					3.375

**5. Atribut PROMOSI**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item10	0	6	1	1	8
Jumlah	0	6	1	1	8
Skor	1	2	3	4	
Hasil kali	0	12	3	4	19
Nilai Standar					2.375

**Perhitungan Nilai Standar Atribut  
PRODUK TOTAL**

**1. Atribut HARGA**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item01	0	5	3	4	12
2 Item02	0	4	5	3	12
Jumlah	0	9	8	7	24
Skor	1	2	3	4	
Hasil kali	0	18	24	28	70
Nilai Standar					2.917

**2. Atribut MUTU**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item03	0	1	8	3	12
2 Item04	0	0	9	3	12
3 Item05	0	1	8	3	12
Jumlah	0	2	25	9	36
Skor	1	2	3	4	
Hasil kali	0	4	75	36	115
Nilai Standar					3.194

**3. Atribut KETERSEDIAAN PRODUK**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item06	0	1	8	3	12
2 Item07	0	4	7	1	12
Jumlah	0	5	15	4	24
Skor	1	2	3	4	
Hasil kali	0	10	45	16	71
Nilai Standar					2.958

**4. Atribut KEMASAN**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item08	0	3	6	3	12
2 Item09	0	2	7	3	12
Jumlah	0	5	13	6	24
Skor	1	2	3	4	
Hasil kali	0	10	39	24	73
Nilai Standar					3.042

**5. Atribut PROMOSI**

Item	Alternatif Jawaban				Total
	STS	TS	S	SS	
1 Item10	1	6	4	1	12
Jumlah	1	6	4	1	12
Skor	1	2	3	4	
Hasil kali	1	12	12	4	29
Nilai Standar					2.417

**Perhitungan Nilai Standar Atribut  
KESELURUHAN PRODUK**

**1. Atribut HARGA**

Item		Alternatif Jawaban				Total
		STS	TS	S	SS	
1	Item01	2	27	53	18	100
2	Item02	1	38	46	15	100
Jumlah		3	65	99	33	200
Skor		1	2	3	4	
Hasil kali		3	130	297	132	562
Nilai Standar						2.810

**2. Atribut MUTU**

Item		Alternatif Jawaban				Total
		STS	TS	S	SS	
1	Item03	0	2	56	42	100
2	Item04	0	0	59	41	100
3	Item05	0	9	67	24	100
Jumlah		0	11	182	107	300
Skor		1	2	3	4	
Hasil kali		0	22	546	428	996
Nilai Standar						3.320

**3. Atribut KETERSEDIAAN PRODUK**

Item		Alternatif Jawaban				Total
		STS	TS	S	SS	
1	Item06	0	11	53	36	100
2	Item07	0	11	50	39	100
Jumlah		0	22	103	75	200
Skor		1	2	3	4	
Hasil kali		0	44	309	300	653
Nilai Standar						3.265

**4. Atribut KEMASAN**

Item		Alternatif Jawaban				Total
		STS	TS	S	SS	
1	Item08	1	8	70	21	100
2	Item09	1	12	70	17	100
Jumlah		2	20	140	38	200
Skor		1	2	3	4	
Hasil kali		2	40	420	152	614
Nilai Standar						3.070

**5. Atribut PROMOSI**

Item		Alternatif Jawaban				Total
		STS	TS	S	SS	
1	Item10	2	23	52	23	100
Jumlah		2	23	52	23	100
Skor		1	2	3	4	
Hasil kali		2	46	156	92	296
Nilai Standar						2.960

**Rekapitulasi Hasil Perhitungan  
Nilai Standar Atribut**

No.	Atribut	Produk			
		Aqua	Ades	Dua Tang	Seluruh
1	Harga	2.652	2.917	3.438	2.917
2	Mutu	3.375	3.333	3.083	3.194
3	Ketersediaan Produk	3.304	3.563	2.563	2.958
4	Kemasan	3.036	3.063	3.375	3.042
5	Promosi	3.018	3.292	2.375	2.417

**Rekapitulasi Hasil Perhitungan  
Nilai Timbangan**

No.	Atribut	Produk			
		Aqua	Ades	Dua Tang	Seluruh
1	Harga	0.273	0.272	0.267	0.267
2	Mutu	0.255	0.264	0.267	0.278
3	Ketersediaan Produk	0.198	0.236	0.258	0.200
4	Kemasan	0.161	0.142	0.125	0.133
5	Promosi	0.114	0.086	0.083	0.122



**Hasil Perhitungan Indeks Sikap**

No.	Atribut	Produk			
		Aqua	Ades	Dua Tang	Seluruh
1	Harga	0.723	0.794	0.917	0.778
2	Mutu	0.860	0.880	0.822	0.887
3	Ketersediaan Produk	0.653	0.841	0.662	0.592
4	Kemasan	0.488	0.434	0.422	0.406
5	Promosi	0.345	0.283	0.198	0.295
<b>Jumlah = Indeks Sikap (SJ)</b>		<b>3.068</b>	<b>3.232</b>	<b>3.021</b>	<b>2.958</b>
					<b>3.094</b>

HASIL ANALISIS METODE  
MULTIDIMENSIONAL ANALYSIS OF  
PREFERENCE DATA

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

ANALYSIS START: DATE 08/27/2024, TIME 23:13:13

ANALYSIS TITLE: Multidimensional Preference  
 DATA IS READ FROM FILE: ika.txt  
 OUTPUT FILE IS: ika.out

NP (NO. OF DATA ROWS (VECTORS OR SUBJECTS)) 5  
 NS (NO. OF COLUMNS (POINTS OR STIMULI)) 4  
 NF (NO. OF DIMENSIONS) 2  
 NFP (NO. OF DIMENSIONS PLOTTED) 2

IREAD 1=NP X NS SCORE MATRIX WITH ROW MEAN SUBTRACTED 1  
 2=SAME AS 1 WITH SCORES DIVIDED BY ROW S. D.

NCRF 0=NORMALIZE SUBJ. VECTORS 0  
 1=DO NOT

INPUT FORMAT = (4F6.3)

DATA FOR RECORD: 1  
 .27E+01 .29E+01 .34E+01 .29E+01

DATA FOR RECORD: 5  
 .30E+01 .33E+01 .24E-01 .24E+01

MEAN OF THE RAW SCORES (BY SUBJECT)

	Harga	Mutu	Ktrsediaan	Kemasan	Promosi
	2.9810	3.2463	3.0970	3.1290	2.7755

FIRST SCORE MATRIX (SUBJECT BY STIMULUS)

	Aqua	Ades	Duatang	Total
Harga	-.3290	-.0640	.4570	-.0640
Mutu	.1287	.0867	-.1633	-.0523
Ktrsediaan	.2070	.4660	-.5340	-.1390
Kemasan	-.0930	-.0660	.2460	-.0870
Promosi	.2425	.5165	-.4005	-.3585

CROSS PRODUCT MATRIX OF SUBJECTS (ROW VECTORS)

	Harga	Mutu	Ktrsediaan	Kemasan	Promosi
Harga	.3253	-.1192	-.3331	.1528	-.2729
Mutu	-.1192	.0535	.1615	-.0533	.1601
Ktrsediaan	-.3331	.1615	.5645	-.1693	.5546
Kemasan	.1528	-.0533	-.1693	.0811	-.1240
Promosi	-.2729	.1601	.5546	-.1240	.6145

CORRELATION MATRIX OF SUBJECTS (ROW VECTORS)

	Harga	Mutu	Ktrsediaan	Kemasan	Promosi
Harga	1.0000	-.9035	-.7773	.9409	-.6104
Mutu	-.9035	1.0000	.9296	-.8095	.8834
Ktrsediaan	-.7773	.9296	1.0000	-.7912	.9416
Kemasan	.9409	-.8095	-.7912	1.0000	-.5554
Promosi	-.6104	.8834	.9416	-.5554	1.0000

CROSS PRODUCT MATRIX OF STIMULI (COLUMN POINTS)

	Aqua	Ades	Duatang	Total
Aqua	.2351	.2601	-.4019	-.0933
Ades	.2601	.4999	-.5153	-.2446
Duatang	-.4019	-.5153	.7416	.1757
Total	-.0933	-.2446	.1757	.1600

ROOTS OF THE FIRST SCORE MATRIX

1.4259	.1902	.0228	.0000
--------	-------	-------	-------

PROPORTION OF VARIANCE ACCOUNTED FOR BY EACH FACTOR

1	2	3	4
.8700	.1161	.0139	.0000

CUMULATIVE PROPORTION OF VARIANCE ACCOUNTED FOR

1	2	3	4
.8700	.9861	1.0000	1.0000

SECOND SCORE MATRIX (DATA ROWS BY DATA COLUMNS)

Harga	-.5002	-.1592	.8332	-.1739
Mutu	.4271	.4633	-.7665	-.1239
Ktrsediaan	.3662	.5743	-.6869	-.2535
Kemasan	-.5013	-.1428	.8324	-.1882
Promosi	.2567	.6915	-.5302	-.4181

POPULATION MATRIX (ROWS OR VECTORS)

FACTOR

Harga	.8213	.5705
Mutu	-.9501	-.1659
Ktrsediaan	-.9995	.0316
Kemasan	.8087	.5883
Promosi	-.9521	.3057

NORMALIZED STIMULUS MATRIX (COLUMNS OR POINTS)

FACTOR

Agua	-.3769	-.3311
Ades	-.5580	.5242
Duatang	.7015	.4506
Total	.2334	-.6407

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

FACTOR

Agua	-.4501	-.1457
Ades	-.6663	.2286
Duatang	.9377	.1965
Total	.2787	-.2794

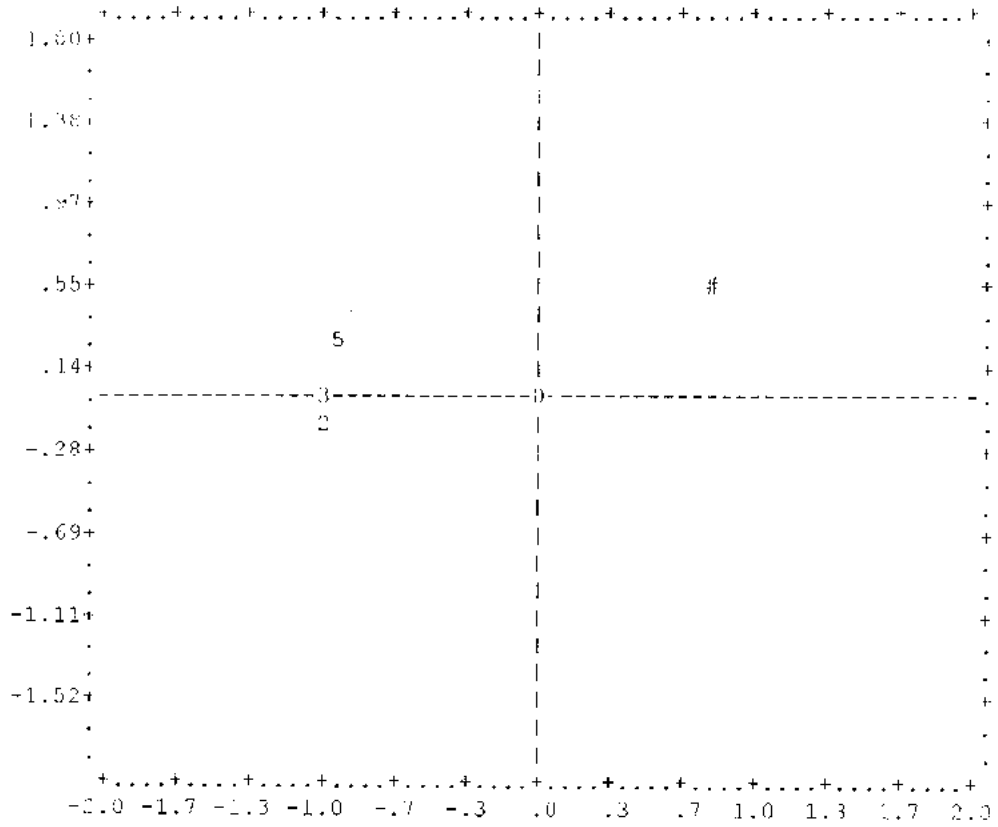
\*\*\*\*\*IDENTIFICATION KEY FOR PLOTS WITH IDENTIFIED POINTS\*\*\*\*\*

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	(	)	"	:	@										

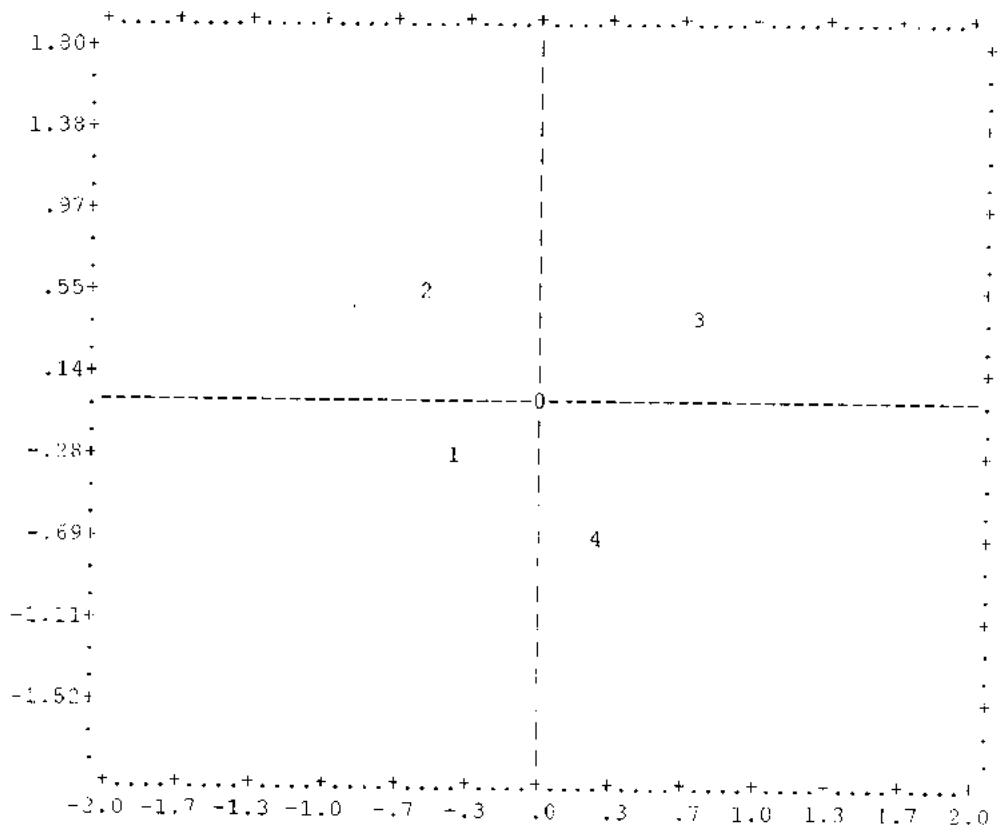
POINT NUMBERS ABOVE 50 IDENTIFIED AS >, MULTIPLE POINTS IDENTIFIED AS #

IN JOINT SPACE PLOTS, THE FIRST 4 POINTS ARE COLUMNS AND THE NEXT 5 ARE ROW (VECTOR) END POINTS.

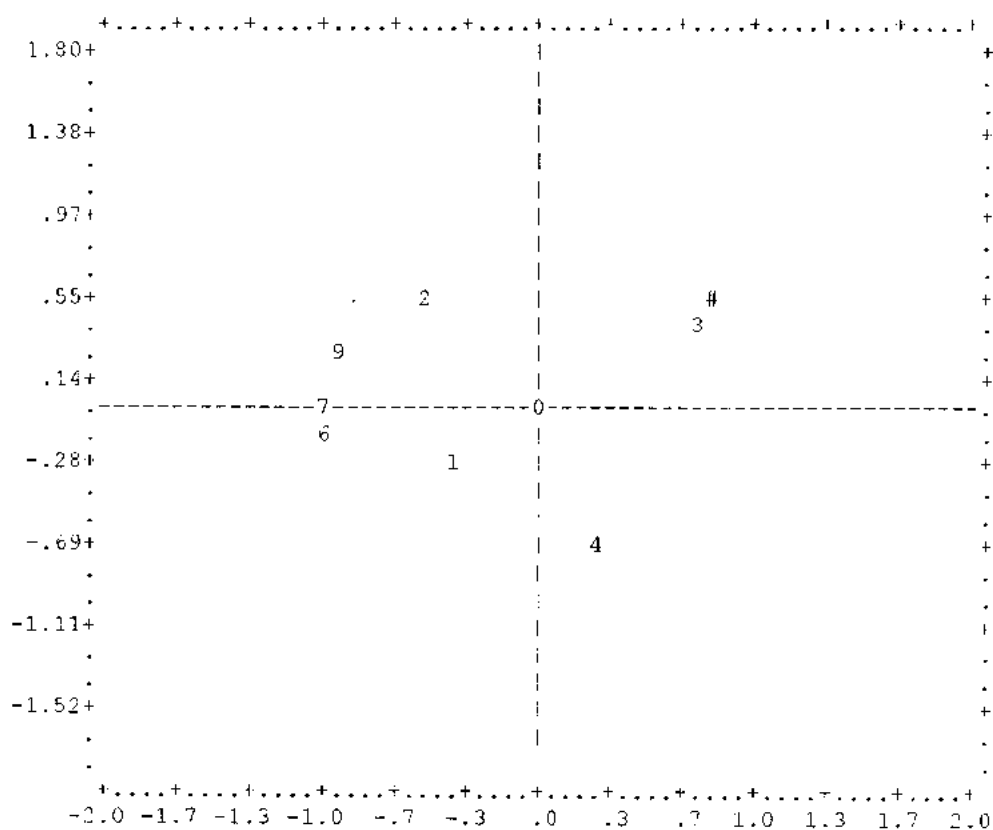
PLOT OF ROW VECTORS IN DIMENSIONS 1 AND 2



PLOT OF COLUMN STIMULI IN DIMENSIONS AND 2



PLOT OF COLUMNS AND ROWS IN DIMENSIONS 1 AND 2



ANALYSIS END: DATE 08/27/2004, TIME 23:14:31



