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REKAPITULASI DATA PENELITIAN 100 KONSUMEN

No	MOTIVASI RASIONAL										MOTIVASI EMOSIONAL																							
	Lokasi		Harga		Fasilitas		Pelayanan		Promosi		Kebersihan		Kenyamanan		Urutan																			
	P1	P2	Rata2	F3	P4	Rata2	P5	P6	Rata2	P7	P8	P9	Rata2	P10	P11	Rata2	P12	P13	Rata2	P14	P15	P16	P17	Rata2	Prod	fas	ipel	jam	sb	lok	pro			
1	4	4	4,00	4	3	3,50	3	2	2,50	2	3	4	3,00	3	3	3,00	3	4	3,50	4	4	4	3	3,75	3	5	1	6	7	4	2			
2	4	4	4,00	4	3	3,50	1	2	1,50	4	4	4	4,00	3	3	3,00	1	2	1,50	2	1	2	2	1,75	4	1	3	2	5	6	7			
3	4	4	4,00	4	3	3,50	3	2	2,50	3	3	3	3,00	2	3	2,50	4	3	3,50	3	4	3	4	3,50	3	2	4	1	7	6	5			
4	3	3	3,00	3	2	2,50	2	2	2,00	4	4	4	4,00	3	4	3,50	3	4	3,50	4	4	4	4	4,00	4	2	3	1	5	6	7			
5	4	4	4,00	4	4	4,00	3	3	3,00	4	3	4	3,67	2	3	2,50	4	3	3,50	2	4	3	3	3,00	4	1	3	2	5	6	7			
6	4	4	4,00	2	3	2,50	4	3	3,50	2	2	3	2,33	3	3	3,00	4	4	4,00	3	4	3	4	3,50	6	5	7	4	1	3	2			
7	4	4	4,00	2	2	2,00	4	4	4,00	3	3	3	3,00	2	3	2,50	4	3	3,50	3	4	2	2	2,75	6	7	5	4	1	2	3			
8	4	4	4,00	4	3	3,50	2	4	3,00	2	2	2	2,00	2	1	1,50	4	3	3,50	2	3	3	2	2,50	5	7	6	4	1	2	3			
9	4	4	4,00	3	4	3,50	3	3	3,00	1	1	2	1,33	4	4	4,00	3	3	3,00	3	2	2	2	2,25	6	7	5	3	2	4	1			
10	4	4	4,00	2	2	2,00	2	3	2,50	3	3	3	3,00	3	2	2,50	3	3	3,00	2	4	4	4	3	3,50	5	6	7	2	1	3	4		
11	3	3	3,00	4	3	3,50	2	3	2,50	3	3	4	3,33	3	2	2,50	3	3	3,00	2	3	3	4	3	3,25	6	1	2	5	6	3	4		
12	4	4	4,00	4	4	4,00	3	4	3,50	2	2	2	2,00	3	3	3,00	1	2	1,50	2	2	2	2	2,00	2	6	1	5	7	4	3			
13	3	3	3,00	4	4	4,00	2	2	2,00	3	4	3	3,33	3	1	2,00	3	2	2,50	4	4	3	4	3	3,75	2	7	1	8	5	4	3		
14	4	4	4,00	2	4	3,00	1	1	1,00	3	3	3	3,00	3	4	3,50	3	3	3,00	3	4	4	4	3	3,50	1	5	2	6	3	7	4		
15	3	2	2,50	3	3	3,00	3	2	2,50	2	2	3	2,33	3	3	3,00	2	2	2,00	2	1	2	2	2	1,75	2	1	7	6	4	7	3		
16	3	4	3,50	4	4	4,00	3	2	2,50	2	3	2	2,33	3	2	2,50	4	4	4,00	3	4	4	4	3	3,50	2	1	7	5	3	6	4		
17	4	4	4,00	2	2	2,00	2	2	2,00	4	3	4	3,67	4	4	4,00	1	2	1,50	3	3	3	3	3,00	2	1	5	6	4	7	3			
18	3	2	2,50	2	2	2,00	4	4	4,00	4	3	3	3,33	2	2	2,00	3	3	3,00	2	4	2	2	1	2,25	2	1	5	2	6	3	7	4	
19	3	3	3,00	4	4	4,00	2	3	2,50	4	4	3	3,67	3	4	3,50	3	3	3,00	3	4	4	2	2	2,75	6	1	4	2	5	3	7	7	
20	2	3	2,50	4	4	4,00	2	4	3,00	3	3	3	3,00	3	3	3,00	1	2	1,50	4	4	3	4	3	3,75	5	2	1	3	6	4	7	7	
21	4	4	4,00	3	3	3,00	3	3	3,00	1	2	2	1,57	2	2	2,00	3	3	3,00	2	2	2	2	2	2,00	7	1	3	4	5	2	6	6	
22	3	3	3,00	3	4	3,50	3	3	3,00	2	2	2	2,00	2	2	2,00	4	4	4,00	3	4	3	4	3	3,00	6	1	3	4	5	2	7	7	
23	4	4	4,00	4	4	4,00	3	3	3,50	4	4	4	4,00	4	4	4,00	4	4	4,00	4	4	4	4	4	4	4	7	3	4	5	2	6	6	
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25	3	3	3,00	3	4	3,50	3	3	3,00	3	3	3	3,00	4	3	3,50	4	3	3,50	3	4	4	4	3	3,50	1	2	3	5	6	4	7	7	
26	3	4	3,50	3	3	3,00	1	3	2,00	2	3	4	3,00	4	4	4,00	3	4	3,50	3	2	2	2	2	2,25	1	2	3	6	5	4	6	6	
27	4	3	3,50	3	4	3,50	2	4	3,00	3	2	3	2,67	3	3	3,00	4	3	3,50	2	1	1	1	2	1,50	1	4	2	5	6	3	7	7	
28	3	2	2,50	3	3	3,00	2	3	2,50	2	2	2	2,00	3	1	2,00	3	3	3,00	2	2	1	2	2	1,75	6	2	7	1	3	4	7	7	
29	4	3	3,50	4	3	3,50	2	3	2,50	2	4	3	3,00	3	2	2,50	3	4	3,50	3	3	3	3	3	3,00	6	2	5	1	4	3	7	7	
30	4	4	4,00	2	3	2,50	4	4	4,00	2	3	4	3,00	3	3	3,00	1	2	1,50	2	2	2	2	1	1,75	7	2	6	1	4	3	5	5	
31	4	4	4,00	3	3	3,00	3	4	3,50	3	3	3	3,00	3	3	3,00	3	3	3,00	3	1	2	3	2,25	5	2	6	7	4	3	1	1	1	
32	3	3	3,00	3	4	3,50	4	3	3,50	4	4	3	3,67	2	4	4,00	4	3	3,50	3	4	3	1	2,75	6	1	7	5	4	3	2	2	2	
33	2	2	2,00	3	3	3,00	3	4	3,50	2	4	3	3,00	3	2	2,50	3	3	3,00	3	3	3	3	3	3,00	5	4	6	7	3	2	1	1	1
34	2	4	3,00	3	3	3,00	3	2	2,50	4	3	3	3,33	3	2	2,50	3	2	2,50	2	4	4	4	4	3	3,25	5	4	6	7	2	3	1	1
35	4	4	4,00	3	4	3,50	4	4	4,00	3	3	3	3,00	3	3	3,00	4	2	3,00	3	4	1	3	2,75	6	4	7	5	2	3	1	1	1	

36	4	3	350	2	3	250	4	4	400	2	2	2	233	3	3	3	300	3	3	300	3	4	4	2	325	7	3	6	4	5	1	2
37	4	3	350	3	3	300	3	3	300	2	3	3	267	3	2	2	250	3	2	250	2	3	4	2	275	7	2	6	3	5	4	1
38	3	2	250	3	4	350	2	4	300	2	2	2	200	2	2	2	200	4	4	400	2	3	2	1	200	5	1	5	3	7	4	2
39	3	4	350	3	1	350	2	3	250	4	4	4	400	3	2	2	250	2	2	200	4	4	4	4	400	5	2	6	4	7	3	1
40	3	3	300	4	3	350	3	3	300	2	3	2	233	3	2	2	250	3	3	300	4	4	3	3	350	2	5	1	4	6	3	7
41	4	3	350	3	4	350	3	3	300	3	3	3	300	3	1	2	200	4	4	400	4	4	4	4	375	3	7	1	2	6	4	5
42	3	3	300	3	2	250	2	4	300	4	2	2	267	3	4	4	350	4	2	300	4	4	4	4	400	3	5	1	2	7	4	6
43	3	3	300	3	3	300	1	2	150	3	3	3	300	4	4	4	400	3	2	250	4	4	4	3	375	2	7	1	3	6	4	5
44	3	4	350	3	4	350	1	2	150	2	4	3	300	2	2	2	200	2	2	200	4	4	4	4	375	3	6	1	4	7	2	5
45	3	4	350	4	4	400	3	3	300	1	2	2	167	4	4	4	400	3	3	300	3	3	3	3	300	1	2	5	4	6	3	7
46	4	4	400	3	3	300	2	4	300	3	3	3	300	4	4	4	400	3	3	300	3	4	2	3	300	1	2	6	3	7	4	5
47	3	3	300	3	3	300	3	3	300	2	3	4	300	4	4	4	400	4	3	350	1	3	3	2	225	1	4	6	2	5	3	7
48	3	3	300	3	3	300	4	4	400	2	2	3	233	4	4	4	400	3	3	300	3	4	4	3	350	1	2	5	3	6	4	7
49	2	3	250	1	2	150	3	3	300	2	2	3	233	2	3	2	250	3	3	300	2	3	1	2	200	3	7	4	2	5	1	6
50	3	4	350	4	3	350	3	3	300	3	3	3	300	3	3	3	300	3	2	250	3	4	4	3	350	4	2	1	5	3	6	7
51	3	3	300	3	3	300	4	4	400	2	2	2	200	2	2	2	200	3	3	300	2	3	3	2	250	7	4	5	6	3	2	1
52	3	3	300	5	3	300	2	3	250	3	3	3	300	3	2	2	250	3	2	250	3	3	4	2	275	5	1	7	2	3	6	4
53	4	4	400	4	4	400	4	3	350	3	3	3	300	3	4	4	350	3	2	250	3	3	3	2	275	4	5	6	7	1	2	3
54	4	4	400	4	4	400	4	2	300	3	3	4	333	2	2	2	200	4	3	350	3	4	3	3	325	7	4	5	3	2	6	1
55	1	1	100	4	3	350	4	3	350	2	3	3	267	3	3	3	300	2	1	150	2	2	1	2	175	7	6	5	4	3	2	1
56	2	3	250	3	2	250	3	3	300	2	2	2	200	3	2	2	250	3	3	300	4	3	4	3	350	6	1	2	3	5	7	4
57	2	2	200	2	2	200	3	2	250	2	1	3	200	2	2	2	200	1	1	100	3	4	3	2	300	2	1	7	4	5	3	6
58	3	4	350	3	3	300	2	3	250	2	2	2	200	4	4	4	400	3	2	250	2	3	2	2	250	1	7	6	5	4	3	2
59	2	2	200	2	3	250	4	4	400	2	4	3	300	4	4	4	400	2	2	200	2	3	2	2	225	1	6	5	4	3	2	7
60	3	3	300	2	3	250	4	4	400	3	3	2	267	3	3	3	300	4	2	300	3	2	2	2	225	7	6	1	2	3	4	5
61	3	4	350	4	4	400	3	3	300	3	3	3	300	3	2	2	250	3	3	300	5	4	2	2	275	7	5	2	3	1	4	6
62	1	2	150	3	3	300	2	3	250	3	3	3	300	3	4	3	350	2	2	200	2	3	1	1	175	7	6	1	4	3	2	5
63	3	4	350	1	2	150	3	3	300	4	4	4	400	3	4	4	350	3	3	300	2	3	4	4	325	7	5	1	2	4	3	6
64	4	4	400	2	2	200	3	2	250	3	4	3	333	2	2	2	200	4	2	300	4	3	3	3	325	6	5	1	2	4	3	7
65	3	3	300	3	2	250	3	3	300	3	3	3	300	2	2	2	200	3	3	300	2	4	4	2	300	5	6	1	2	3	4	7
66	4	4	400	1	2	150	2	4	300	2	3	3	267	4	3	3	350	4	4	400	2	1	2	1	150	1	3	4	2	7	6	5
67	4	4	400	3	4	350	2	3	250	3	3	3	300	4	3	3	350	2	3	250	3	4	4	4	375	1	2	3	4	6	5	7
68	3	4	350	3	3	300	2	3	250	2	3	4	300	4	4	4	400	2	1	150	3	2	2	2	175	1	2	3	4	5	6	7
69	3	3	300	4	3	350	3	2	250	1	3	3	233	3	2	2	250	3	3	300	3	2	2	1	200	4	1	2	3	4	5	6
70	3	2	250	3	2	250	2	1	150	1	3	3	233	2	1	1	150	4	2	300	3	3	2	2	250	4	1	3	2	5	6	7
71	3	4	350	4	4	400	1	2	150	3	3	3	300	4	4	4	400	3	2	250	3	3	4	2	300	1	2	3	4	6	5	7
72	4	4	400	2	3	250	1	3	200	3	3	4	333	4	4	4	400	1	1	100	3	4	4	3	350	1	2	3	4	5	6	7
73	4	2	300	2	2	200	4	4	400	2	3	3	267	2	3	2	250	2	3	250	2	2	2	2	200	6	3	2	1	4	5	7
74	3	3	300	3	3	300	3	5	300	2	4	3	300	2	2	2	200	2	3	250	3	4	4	4	375	6	5	1	4	3	2	7

Uji Validitas Variabel Lokasi

Correlations

		P1	P2	Total
P1	Pearson Correlation	1	.439*	.790**
	Sig. (2-tailed)		.015	.000
	N	30	30	30
P2	Pearson Correlation	.439*	1	.898**
	Sig. (2-tailed)	.015		.000
	N	30	30	30
Total	Pearson Correlation	.790**	.898**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0

N of Items = 2

Alpha = .6578

Uji Validitas Variabel Harga

Correlations

		P3	P4	Total
P3	Pearson Correlation	1	.646**	.913**
	Sig. (2-tailed)	.	.000	.000
	N	30	30	30
P4	Pearson Correlation	.646**	1	.901**
	Sig. (2-tailed)	.000	.	.000
	N	30	30	30
Total	Pearson Correlation	.913**	.901**	1
	Sig. (2-tailed)	.000	.000	.
	N	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0

N of Items = 2

Alpha = .7843

Uji Validitas Variabel Fasilitas

Correlations

		P5	P6	Total
P5	Pearson Correlation	1	.443*	.867**
	Sig. (2-tailed)		.014	.000
	N	30	30	30
P6	Pearson Correlation	.443*	1	.831**
	Sig. (2-tailed)	.014		.000
	N	30	30	30
Total	Pearson Correlation	.867**	.831**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0

N of Items = 2

Alpha = .6114

Uji Validitas Variabel Pelayanan

Correlations

		P7	P8	P9	Total
P7	Pearson Correlation	1	.576**	.388*	.815**
	Sig. (2-tailed)		.001	.034	.000
	N	30	30	30	30
P8	Pearson Correlation	.576**	1	.540**	.855**
	Sig. (2-tailed)	.001		.002	.000
	N	30	30	30	30
P9	Pearson Correlation	.388*	.540**	1	.781**
	Sig. (2-tailed)	.034	.002		.000
	N	30	30	30	30
Total	Pearson Correlation	.815**	.855**	.781**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .7478

Uji Validitas Variabel Promosi

Correlations

		P10	P11	Total
P10	Pearson Correlation	1	.692**	.902**
	Sig. (2-tailed)	.	.000	.000
	N	30	30	30
P11	Pearson Correlation	.692**	1	.936**
	Sig. (2-tailed)	.000	.	.000
	N	30	30	30
Total	Pearson Correlation	.902**	.936**	1
	Sig. (2-tailed)	.000	.000	.
	N	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0

N of Items = 2

Alpha = .8079

Uji Validitas Variabel Kebersihan

Correlations

		P12	P13	Total
P12	Pearson Correlation	1	.557**	.906**
	Sig. (2-tailed)		.001	.000
	N	30	30	30
P13	Pearson Correlation	.557**	1	.856**
	Sig. (2-tailed)	.001		.000
	N	30	30	30
Total	Pearson Correlation	.906**	.856**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0

N of Items = 2

Alpha = .7063

Uji Validitas Variabel Kenyamanan

Correlations

		P14	P15	P16	P17	Total
P14	Pearson Correlation	1	.477**	.483**	.518**	.719**
	Sig. (2-tailed)		.008	.007	.003	.000
	N	30	30	30	30	30
P15	Pearson Correlation	.477**	1	.748**	.481**	.858**
	Sig. (2-tailed)	.008		.000	.007	.000
	N	30	30	30	30	30
P16	Pearson Correlation	.483**	.748**	1	.559**	.869**
	Sig. (2-tailed)	.007	.000		.001	.000
	N	30	30	30	30	30
P17	Pearson Correlation	.518**	.481**	.559**	1	.791**
	Sig. (2-tailed)	.003	.007	.001		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.719**	.858**	.869**	.791**	
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0

N of Items = 4

Alpha = .8202

Crosstabs

Jenis Kelamin * Lokasi

Crosstab

Count		Lokasi				Total
		STS	TS	S	SS	
Jenis Kelamin	Wanita	1	2	8	23	34
	Pria	1	2	31	32	66
Total		2	4	39	55	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.344 ^a	3	.148
Continuity Correction			
Likelihood Ratio	5.543	3	.136
Linear-by-Linear Association	.896	1	.344
N of Valid Cases	100		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .68.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.225			.148
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Usia * Lokasi

Crosstab

Count		Lokasi				Total
		STS	TS	S	SS	
Usia	< 20 tahun			3	8	11
	21 - 30 tahun			5	11	16
	31 - 40 tahun	1	2	18	18	39
	41 - 50 tahun	1	1	11	18	31
	> 50 tahun		1	2		3
Total		2	4	39	55	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.868 ^a	12	.309
Continuity Correction			
Likelihood Ratio	13.043	12	.366
Linear-by-Linear Association	3.918	1	.048
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .06.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.349			.309
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Pendidikan * Lokasi

Crosstab

Count		Lokasi				Total
		STS	TS	S	SS	
Pendidikan	SD			2		2
	SMP		2	7	8	17
	SMA	1	2	13	18	34
	Perguruan Tinggi	1		17	29	47
Total		2	4	39	55	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.093 ^a	9	.429
Continuity Correction			
Likelihood Ratio	3.004	9	.275
Linear-by-Linear Association	2.605	1	.107
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .04.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.289			.429
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Pekerjaan * Lokasi

Crosstab

Count		Lokasi				Total
		STS	TS	S	SS	
Pekerjaan	Pegawai Negeri	1	1	2	4	8
	Pegawai Swasta		2	13	15	15
	TNI		1	7	1	9
	Wiraswasta	1		9	16	26
	Lain-lain			3	6	9
Total		2	4	39	55	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.971 ^a	12	.117
Continuity Correction			
Likelihood Ratio	18.080	12	.113
Linear-by-Linear Association	.875	1	.350
N of Valid Cases	100		

a. 18 cells (30.0%) have expected count less than 5. The minimum expected count is .16.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.390			.117
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Penghasilan * Lokasi

Crosstab

Count		Lokasi				Total
		STS	TS	S	SS	
Penghasilan	< Rp.1.500.000		1	3	11	15
	Rp.1.501.000 - 2.000.000	1	1	12	15	29
	Rp.2.001.000 - 2.500.000		2	17	22	41
	Rp.2.501.000 - 3.000.000	1		5	2	8
	> Rp.3.001.000			2	5	7
Total		2	4	39	55	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.404 ^a	12	.414
Continuity Correction			
Likelihood Ratio	12.102	12	.438
Linear-by-Linear Association	.421	1	.516
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .14.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.332			.414
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

Crosstabs

Jenis Kelamin * Harga

Crosstab

Count		harga				Total
		STS	TS	S	S3	
Jenis Kelamin	Wanita	2	2	17	13	34
	Pria	4	7	22	33	66
Total		6	9	39	46	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.631 ^a	3	.418
Continuity Correction			
Likelihood Ratio	2.635	3	.418
Linear-by-Linear Association	.166	1	.712
N of Valid Cases	100		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.04.

Symmetric Measures

		value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.166			.418
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Usia * Harga

Crosstab

Count		Harga				Total
		STS	TS	S	SS	
Usia	< 20 tahun	3	1	4	3	11
	21 - 30 tahun		4	7	5	16
	31 - 40 tahun	1	4	14	20	39
	41 - 50 tahun	2		12	17	31
	> 50 tahun			2	1	3
Total		6	9	39	46	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.155 ^a	12	.048
Continuity Correction			
Likelihood Ratio	20.283	12	.062
Linear-by-Linear Association	6.541	1	.011
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .18.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.418			.048
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Pendidikan * Harga

Crosstab

Count		Harga				Total
		STS	TS	S	SS	
Pendidikan	SD		1		1	2
	SMP	1	3	9	4	17
	SMA	3	2	10	19	34
	Perguruan Tinggi	2	3	20	22	47
Total		6	9	39	46	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.866 ^a	3	.221
Continuity Correction			
Likelihood Ratio	10.913	3	.281
Linear-by-Linear Association	1.833	1	.170
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .12.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.326			.221
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Pekerjaan * Harga

Crosstab

Count		Harga				Total
		STS	TS	S	SS	
Pekerjaan	Pegawai Negeri	2	3		3	8
	Pegawai Swasta	1	4	25	18	48
	TNI			2	7	9
	Wiraswasta	1	1	10	14	26
	Lain-lain	2	1	2	4	9
Total		6	9	39	46	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.331 ^a	12	.004
Continuity Correction			
Likelihood Ratio	27.202	12	.007
Linear-by-Linear Association	.986	1	.321
N of Valid Cases	100		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .48.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.476			.004
N of Valid Cases	100			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis

Penghasilan * Harga

Crosstab

Count	Harga				Total
	STS	TS	S	SS	
Penghasilan < Rp.1.500.000	3	5	5	2	15
Rp.1.501.000 - 2.000.000	3	2	10	14	29
Rp.2.001.000 - 2.500.000		2	21	18	41
Rp. 2.501.000 - 3.000.000			3	5	8
> Rp.3.001.000				7	7
Total	6	9	39	46	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.350 ^a	12	.001
Continuity Correction			
Likelihood Ratio	35.906	12	.000
Linear-by-Linear Association	19.806	1	.000
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .42.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.506			.001
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

Crosstabs

Jenis Kelamin * Fasilitas

Crosstab

Count		Fasilitas				Total
		STS	TS	S	SS	
Jenis Kelamin	Wanita	4	6	14	10	34
	Pria	3	3	49	11	66
Total		7	9	63	21	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.581 ^a	3	.009
Continuity Correction			
Likelihood Ratio	11.362	3	.010
Linear-by-Linear Association	.839	1	.360
N of Valid Cases	100		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.38.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.322			.009
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

Usia * Fasilitas

Crosstab

Count		Fasilitas				Total
		STS	TS	S	SS	
Usia	< 20 tahun	1	3	7		11
	21 - 30 tahun	3	5	6	2	16
	31 - 40 tahun	3	1	24	11	39
	41 - 50 tahun			24	7	31
	> 50 tahun			2	1	3
Total		7	9	63	21	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.142 ^a	12	.003
Continuity Correction			
Likelihood Ratio	32.651	12	.001
Linear-by-Linear Association	12.984	1	.000
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .21.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.481			.003
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Pendidikan * Fasilitas

Crosstab

Count		Fasilitas				Total
		STS	TS	S	SS	
Pendidikan	SD				2	2
	SMP			8	9	17
	SMA	2	2	26	4	34
	Perguruan Tinggi	5	7	29	6	47
Total		7	9	63	21	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.209 ^a	9	.002
Continuity Correction			
Likelihood Ratio	25.320	9	.003
Linear-by-Linear Association	14.434	1	.000
N of Valid Cases	100		

a. 11 cells (68.8%) have expected count less than 5. The minimum expected count is .14.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.456			.002
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Pekerjaan * Fasilitas

Crosstab

Count		Fasilitas				Total
		STS	TS	S	SS	
Pekerjaan	Pegawai Negeri	2	1	2	3	8
	Pegawai Swasta	3	5	28	12	48
	TNI			9		9
	Wiraswasta		1	19	5	26
	Lain-lain	1	2	5	1	9
Total		7	9	63	21	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.704 ^a	12	.161
Continuity Correction			
Likelihood Ratio	18.373	12	.105
Linear-by-Linear Association	.024	1	.876
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .56.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.378			.161
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

Penghasilan * Fasilitas

Crosstab

Count		Fasilitas				Total
		STS	TS	S	SS	
Penghasilan	< Rp.1.500.000	1	2	9	3	15
	Rp.1.501.000 - 2.000.000	1	2	19	7	29
	Rp.2.001.000 - 2.500.000	4	4	24	9	41
	Rp. 2.501.000 - 3.000.000		1	6	1	8
	> Rp.3.001.000	1		5	1	7
Total		7	9	63	21	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.310 ^a	12	.977
Continuity Correction			
Likelihood Ratio	5.456	12	.941
Linear-by-Linear Association	.215	1	.643
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .49.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.203			.977
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Crosstabs

Jenis Kelamin * Pelayanan

Crosstab

Count		Pelayanan				Total
		STS	TS	S	SS	
Jenis Kelamin	Wanita	1	6	21	6	34
	Pria	5	19	28	14	66
Total		6	25	49	20	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.773 ^a	3	.287
Continuity Correction			
Likelihood Ratio	3.887	3	.274
Linear-by-Linear Association	.954	1	.329
N of Valid Cases	100		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.04.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Numinal by Nominal	Contingency Coefficient	.191			.287
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Usia * Pelayanan

Crosstab

Count		Pelayanan				Total
		STS	TS	S	SS	
Usia	< 20 tahun			3	8	11
	21 - 30 tahun		3	10	3	16
	31 - 40 tahun	1	12	20	6	39
	41 - 50 tahun	5	10	13	3	31
	> 50 tahun			3		3
Total		6	25	49	20	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.366 ^a	12	.001
Continuity Correction			
Likelihood Ratio	32.712	12	.001
Linear-by-Linear Association	15.998	1	.000
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .18.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.506			.001
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Pendidikan * Pelayanan

Crosstab

Count		Pelayanan				Total
		STS	TS	S	SS	
Pendidikan	SD			2		2
	SMP		7	6	4	17
	SMA	1	8	17	6	34
	Perguruan Tinggi	5	10	24	8	47
Total		6	25	49	20	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.512 ^a	9	.474
Continuity Correction			
Likelihood Ratio	9.935	9	.351
Linear-by-Linear Association	.431	1	.488
N of Valid Cases	100		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .12.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.282			.474
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

Pekerjaan * Pelayanan

Crosstab

Count		Pelayanan				Total
		STS	TS	S	SS	
Pekerjaan	Pegawai Negeri		2	3	3	8
	Pegawai Swasta	1	13	29	5	48
	TNI		1	7	1	9
	Wiraswasta	5	9	8	4	26
	Lain-lain			2	7	9
Total		6	25	49	20	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.540 ^a	12	.000
Continuity Correction			
Likelihood Ratio	35.240	12	.000
Linear-by-Linear Association	.141	1	.708
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .48.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.532			.000
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

Penghasilan * Pelayanan

Crosstab

Count		Pelayanan				Total
		STS	TS	S	SS	
Penghasilan	< Rp.1.500.000		2	7	6	15
	Rp.1.501.000 - 2.000.000	2	8	12	7	29
	Rp.2.001.000 - 2.500.000	4	12	20	5	41
	Rp.2.501.000 - 3.000.000		1	6	1	8
	> Rp.3.001.000		2	4	1	7
Total		6	25	49	20	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.927 ^a	12	.535
Continuity Correction			
Likelihood Ratio	12.247	12	.426
Linear-by-Linear Association	1.715	1	.190
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .42.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.314			.535
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Crosstabs

Jenis Kelamin * Promosi

Crosstab

Count		Promosi				Total
		STS	TS	S	SS	
Jenis Kelamin	Wanita	1	1	14	18	34
	Pria	3	17	23	23	66
Total		4	18	37	41	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.669 ^a	3	.034
Continuity Correction			
Likelihood Ratio	10.676	3	.014
Linear-by-Linear Association	5.944	1	.015
N of Valid Cases	100		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.36.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.282			.034
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Usia * Promosi

Crosstab

Count		Promosi				Total
		STS	TS	S	SS	
Usia	< 20 tahun		2	1	8	11
	21 - 30 tahun	1	2	5	8	16
	31 - 40 tahun	2	8	19	10	39
	41 - 50 tahun	1	5	10	15	31
	> 50 tahun		1	2		3
Total		4	18	37	41	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.500 ^a	12	.334
Continuity Correction			
Likelihood Ratio	15.762	12	.202
Linear-by-Linear Association	1.282	1	.258
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .12.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.345			.334
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

Pendidikan * Promosi

Crosstab

Count		Promosi				Total
		STS	TS	S	SS	
Pendidikan	SD			2		2
	SMP		5	6	6	17
	SMA	1	5	13	15	34
	Perguruan Tinggi	3	8	16	20	47
Total		4	18	37	41	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.690 ^a	9	.669
Continuity Correction			
Likelihood Ratio	7.670	9	.668
Linear-by-Linear Association	.025	1	.874
N of Valid Cases	100		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .08.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.250			.669
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Pekerjaan * Promosi

Crosstab

Count		Promosi				Total
		STS	TS	S	SS	
Pekerjaan	Pegawai Negeri		2	2	4	8
	Pegawai Swasta	4	9	17	18	48
	TNI		1	5	3	9
	Wiraswasta		5	11	10	26
	Lain-lain		1	2	6	9
Total		4	18	37	41	100

Chi-Square Tests

	Value	df	Asymp. Sig. 2-sided
Pearson Chi-Square	5.891 ^a	12	.712
Continuity Correction			
Likelihood Ratio	10.260	12	.593
Linear-by-Linear Association	1.667	1	.197
N of Valid Cases	100		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .32.

Symmetric Measures

		Value	Asymp. Std. Error ^b	Approx. T ^d	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.286			.712
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Penghasilan * Promosi

Crosstab

Count		Promosi				Total
		STS	TS	S	SS	
Penghasilan	< Rp.1.500.000		4	5	6	15
	Rp.1.501.000 - 2.000.000		3	15	11	29
	Rp.2.001.000 - 2.500.000	4	7	11	19	41
	Rp. 2.501.000 - 3.000.000		3	2	3	8
	> Rp 3.001.000		1	4	2	7
Total		4	18	37	41	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.712 ^a	12	.320
Continuity Correction			
Likelihood Ratio	14.665	12	.260
Linear by-Linear Association	.242	1	.623
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .28.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.347			.320
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Crosstabs Jenis Kelamin * Kebersihan

Crosstab

Count		Kebersihan				Total
		STS	TS	S	SS	
Jenis Kelamin	Wanita	11	4	16	3	34
	Pria	2	3	39	22	66
Total		13	7	55	25	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.495 ^a	3	.000
Continuity Correction			
Likelihood Ratio	22.812	3	.000
Linear-by-Linear Association	21.767	1	.000
N of Valid Cases	100		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.38.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.429			.000
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

Usia * Kebersihan

Crosstab

Count		Kebersihan				Total
		STS	TS	S	SS	
Usia	< 20 tahun	1	3	5	2	11
	21 - 30 tahun	2	1	9	4	16
	31 - 40 tahun	7	2	21	9	39
	41 - 50 tahun	3	1	18	9	31
	> 50 tahun			2	1	3
Total		13	7	55	25	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.898 ^a	12	.625
Continuity Correction			
Likelihood Ratio	7.894	12	.793
Linear-by-Linear Association	1.375	1	.241
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .21.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. γ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.300			.625
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Pendidikan * Kebersihan

Crosstab

Count		Kebersihan				Total
		STS	TS	S	SS	
Pendidikan	SD	1		1		2
	SMP	1	2	11	3	17
	SMA	4	2	14	14	34
	Perguruan Tinggi	7	3	29	8	47
Total		13	7	55	25	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.204 ^a	9	.262
Continuity Correction			
Likelihood Ratio	10.721	9	.295
Linear-by-Linear Association	.067	1	.796
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .14.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.317			.262
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

Pekerjaan * Kebersihan

Crosstab

Count		Kebersihan				Total
		STS	TS	S	SS	
Pekerjaan	Pegawai Negeri	4		3	1	8
	Pegawai Swasta	5	3	27	13	48
	TNI	1		5	3	9
	Wiraswasta	3	2	15	6	26
	Lain-lain		2	5	2	9
Total		13	7	55	25	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.528 ^a	12	.214
Continuity Correction			
Likelihood Ratio	13.389	12	.341
Linear-by-Linear Association	.931	1	.335
N of Valid Cases	100		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .56.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.367			.214
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Penghasilan * Kebersihan

Crosstab

Count		Kebersihan				Total
		STS	TS	S	SS	
Penghasilan	< Rp.1.500.000	2	3	6	4	15
	Rp.1.501.000 - 2.000.000	4	4	10	11	29
	Rp.2.001.000 - 2.500.000	6		32	3	41
	Rp. 2.501.000 - 3.000.000	1		3	4	8
	> Rp.3.001.000			4	3	7
Total		13	7	55	25	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.686 ^a	12	.006
Continuity Correction			
Likelihood Ratio	31.987	12	.001
Linear-by-Linear Association	1.547	1	.214
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .49.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.466			.006
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Crosstabs Jenis Kelamin * Kenyamanan

Crosstab

Count		Kenyamanan				Total
		STS	TS	S	SS	
Jenis Kelamin	Wanita	1	18	7	8	34
	Pria	1	12	24	29	66
Total		2	30	31	37	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.593 ^a	3	.004
Continuity Correction			
Likelihood Ratio	13.302	3	.004
Linear-by-Linear Association	9.984	1	.002
N of Valid Cases	100		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .68.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.346			.004
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

Usia * Kenyamanan

Crosstab

Count		Kenyamanan				Total
		STS	TS	S	SS	
Usia	< 20 tahun			3	8	11
	21 - 30 tahun		7	6	3	16
	31 - 40 tahun	1	11	11	16	39
	41 - 50 tahun	1	12	10	8	31
	> 50 tahun			1	2	3
Total		2	30	31	37	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.435 ^a	12	.271
Continuity Correction			
Likelihood Ratio	18.503	12	.101
Linear-by-Linear Association	2.504	1	.114
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .06.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.356			.271
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Pendidikan * Kenyamanan

Crosstab

Count		Kenyamanan				Total
		STS	TS	S	SS	
Pendidikan	SD		1		1	2
	SMP	1	5	6	5	17
	SMA	1	9	12	15	34
	Perguruan Tinggi		18	13	16	47
Total		2	30	31	37	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.514 ^a	3	.534
Continuity Correction			
Likelihood Ratio	8.801	3	.456
Linear-by-Linear Association	.012	1	.912
N of Valid Cases	100		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .04.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.264			.584
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

Pekerjaan * Kenyamanan

Crosstab

Count		Kenyamanan				Total
		STS	TS	S	SS	
Pekerjaan	Pegawai Negeri		3	5		8
	Pegawai Swasta	2	14	16	16	48
	TNI		1	1	7	9
	Wiraswasta		12	6	8	26
	Lain-lain			3	6	9
Total		2	30	31	37	100

Chi-Square Tests

	Value	df	Asymp. Sig. 2-sided
Pearson Chi-Square	22.288 ^a	12	.034
Continuity Correction			
Likelihood Ratio	27.190	12	.007
Linear-by-Linear Association	2.639	1	.104
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .16.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.427			.034
N of Valid Cases		100			

a. Not assuming the null hypothesis.

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

Penghasilan * Kenyamanan

Crosstab

Count	Kenyamanan				Total
	STS	TS	S	SS	
Penghasilan < Rp.1.500.000	1	1	5	8	15
Rp.1.501.000 - 2.000.000	1	11	8	9	29
Rp.2.001.000 - 2.500.000		15	16	10	41
Rp. 2.501.000 - 3.000.000		3		5	8
> Rp.3.001.000			2	5	7
Total	2	30	31	37	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.482 ^a	12	.078
Continuity Correction			
Likelihood Ratio	25.012	12	.015
Linear-by-Linear Association	.600	1	.438
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .14.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.404			.078
N of Valid Cases	100			

a. Not assuming the null hypothesis.

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

TABEL DISTRIBUSI NILAI CHI SQUARE

DF	α					DF	α				
	0.005	0.01	0.025	0.05	0.1		0.005	0.01	0.025	0.05	0.1
1	7.879	5.024	3.841	2.706	75	111.436	107.562	101.999	97.351	92.166	
2	10.597	7.378	5.991	4.605	77	112.704	108.771	103.158	98.484	93.270	
3	12.838	9.348	7.815	6.251	78	113.911	109.959	104.316	99.617	94.374	
4	14.860	11.143	9.488	7.779	79	115.116	111.144	105.473	100.749	95.476	
5	16.750	12.832	11.070	9.236	80	116.321	112.329	106.629	101.879	96.578	
6	18.548	14.449	12.582	10.645	81	117.524	113.512	107.783	103.010	97.680	
7	20.278	16.013	14.067	12.017	82	118.726	114.695	108.937	104.139	98.780	
8	21.955	17.535	15.507	13.362	83	119.927	115.876	110.090	105.267	99.880	
9	23.589	19.020	16.919	14.684	84	121.126	117.057	111.242	106.395	100.980	
10	25.188	20.483	18.307	15.987	85	122.324	118.236	112.393	107.522	102.079	
11	26.757	21.920	19.675	17.275	86	123.522	119.414	113.544	108.648	103.177	
12	28.300	23.337	21.026	18.549	87	124.718	120.591	114.693	109.773	104.275	
13	29.819	24.736	22.362	19.812	88	125.912	121.767	115.841	110.898	105.372	
14	31.319	26.119	23.685	21.064	89	127.108	122.942	116.989	112.022	106.469	
15	32.801	27.488	24.996	22.307	90	128.299	124.116	118.136	113.145	107.565	
16	34.267	28.845	26.295	23.542	91	129.490	125.289	119.282	114.268	108.661	
17	35.718	30.191	27.587	24.769	92	130.681	126.462	120.427	115.390	109.756	
18	37.156	31.526	28.869	25.989	93	131.871	127.633	121.571	116.511	110.850	
19	38.582	32.852	30.144	27.204	94	133.059	128.803	122.715	117.632	111.944	
20	39.997	34.170	31.410	28.412	95	134.247	129.973	123.858	118.752	113.038	
21	41.401	35.479	32.671	29.615	96	135.433	131.141	125.000	119.871	114.131	
22	42.796	36.781	33.924	30.813	97	136.619	132.309	126.141	120.990	115.223	
23	44.181	38.076	35.172	32.007	98	137.803	133.476	127.282	122.108	116.315	
24	45.558	39.364	36.415	33.196	99	138.987	134.641	128.422	123.225	117.407	
25	46.925	40.646	37.652	34.382	100	140.170	135.807	129.561	124.342	118.498	
26	48.283	41.923	38.885	35.563	101	141.351	136.971	130.700	125.458	119.589	
27	49.624	43.195	40.112	36.741	102	142.532	138.134	131.839	126.574	120.679	
28	50.958	44.461	41.337	37.916	103	143.711	139.297	132.975	127.689	121.769	
29	52.275	45.722	42.557	39.087	104	144.889	140.459	134.111	128.804	122.858	
30	53.587	46.979	43.773	40.256	105	146.069	141.620	135.247	129.915	123.947	
31	54.892	48.232	44.985	41.422	106	147.247	142.780	136.382	131.031	125.035	
32	56.191	49.480	46.194	42.585	107	148.424	143.940	137.517	132.144	126.123	
33	57.483	50.725	47.400	43.745	108	149.600	145.099	138.651	133.257	127.211	
34	58.769	51.966	48.602	44.903	109	150.774	146.257	139.784	134.369	128.298	
35	60.050	53.203	49.802	46.059	110	151.948	147.414	140.915	135.480	129.385	
36	61.326	54.437	50.998	47.212	111	153.121	148.571	142.049	136.591	130.472	
37	62.597	55.668	52.192	48.363	112	154.295	149.727	143.180	137.701	131.558	
38	63.863	56.895	53.384	49.513	113	155.467	150.882	144.311	138.811	132.643	
39	65.125	58.120	54.572	50.660	114	156.637	152.037	145.441	139.921	133.729	
40	66.382	59.342	55.758	51.805	115	157.808	153.190	146.571	141.030	134.813	
41	67.635	60.561	56.942	52.949	116	158.977	154.344	147.700	142.138	135.898	
42	68.884	61.777	58.124	54.090	117	160.146	155.497	148.821	143.246	136.982	
43	70.129	62.990	59.304	55.230	118	161.314	156.648	149.957	144.354	138.066	
44	71.370	64.201	60.481	56.369	119	162.481	157.799	151.084	145.461	139.149	
45	72.607	65.410	61.656	57.505	120	163.648	158.950	152.211	146.567	140.233	
46	73.840	66.616	62.830	58.641	121	164.814	160.100	153.338	147.674	141.315	
47	75.070	67.821	64.001	59.774	122	165.980	161.249	154.464	148.779	142.398	
48	76.297	69.023	65.171	60.907	123	167.144	162.398	155.589	149.885	143.480	
49	77.521	70.222	66.339	62.039	124	168.308	163.545	156.714	150.989	144.562	
50	78.742	71.420	67.505	63.167	125	169.471	164.694	157.838	152.094	145.643	
51	79.960	72.616	68.669	64.295	126	170.634	165.841	158.962	153.198	146.724	
52	81.175	73.810	69.832	65.422	127	171.796	166.987	160.086	154.301	147.805	
53	82.388	75.002	70.993	66.548	128	172.957	168.133	161.209	155.405	148.885	
54	83.599	76.192	72.153	67.673	129	174.118	169.278	162.331	156.507	149.965	
55	84.808	77.380	73.311	68.796	130	175.279	170.423	163.453	157.610	151.045	
56	86.015	78.567	74.468	69.919	131	176.438	171.567	164.575	158.712	152.125	
57	87.220	79.752	75.624	71.040	132	177.596	172.711	165.696	159.814	153.204	
58	88.423	80.936	76.778	72.160	133	178.755	173.854	166.816	160.915	154.283	
59	89.624	82.117	77.930	73.279	134	179.913	174.996	167.936	162.016	155.361	
60	90.823	83.298	79.082	74.397	135	181.069	176.138	169.056	163.116	156.440	
61	92.020	84.476	80.232	75.514	136	182.227	177.280	170.175	164.216	157.518	
62	93.215	85.654	81.381	76.630	137	183.382	178.421	171.294	165.316	158.595	
63	94.408	86.830	82.529	77.745	138	184.538	179.561	172.412	166.415	159.673	
64	95.600	88.004	83.675	78.860	139	185.692	180.701	173.530	167.514	160.750	
65	96.790	89.177	84.821	79.973	140	186.847	181.841	174.648	168.613	161.827	
66	97.979	90.349	85.965	81.085	141	188.000	182.979	175.765	169.711	162.904	
67	99.167	91.519	87.108	82.197	142	189.153	184.117	176.881	170.809	163.980	
68	100.354	92.688	88.250	83.308	143	190.306	185.255	177.998	171.907	165.056	
69	101.539	93.856	89.391	84.418	144	191.459	186.393	179.114	173.004	166.132	
70	102.722	95.023	90.531	85.527	145	192.610	187.530	180.229	174.101	167.207	
71	103.904	96.189	91.670	86.635	146	193.761	188.666	181.344	175.198	168.283	
72	105.085	97.353	92.806	87.743	147	194.911	189.802	182.459	176.294	169.358	
73	106.265	98.515	93.945	88.850	148	196.062	190.938	183.573	177.390	170.432	
74	107.444	99.675	95.084	89.956	149	197.211	192.073	184.687	178.485	171.507	
75	108.622	100.833	96.217	91.061	150	198.360	193.207	185.800	179.581	172.581	

**TABEL KORELASI PEARSON PRODUCT MOMENT
PADA α 5 %**

N	2-tailed	1-tailed	N	2-tailed	1-tailed	N	2-tailed	1-tailed
3	0.9969	0.9877	53	0.2704	0.2282	103	0.1936	0.1529
4	0.9500	0.9000	54	0.2679	0.2261	104	0.1927	0.1522
5	0.8783	0.8054	55	0.2654	0.2240	105	0.1917	0.1514
6	0.8114	0.7293	56	0.2630	0.2219	106	0.1908	0.1506
7	0.7545	0.6694	57	0.2607	0.2199	107	0.1899	0.1508
8	0.7067	0.6215	58	0.2584	0.2180	108	0.1891	0.1501
9	0.6664	0.5822	59	0.2562	0.2161	109	0.1882	0.1504
10	0.6319	0.5494	60	0.2540	0.2143	110	0.1873	0.1506
11	0.6021	0.5214	61	0.2519	0.2125	111	0.1865	0.1509
12	0.5760	0.4973	62	0.2499	0.2107	112	0.1856	0.1502
13	0.5529	0.4762	63	0.2479	0.2090	113	0.1848	0.1505
14	0.5324	0.4575	64	0.2459	0.2074	114	0.1840	0.1508
15	0.5140	0.4409	65	0.2440	0.2057	115	0.1832	0.1501
16	0.4973	0.4259	66	0.2421	0.2041	116	0.1824	0.1505
17	0.4821	0.4124	67	0.2403	0.2026	117	0.1816	0.1508
18	0.4683	0.4000	68	0.2385	0.2011	118	0.1808	0.1501
19	0.4555	0.3887	69	0.2368	0.1996	119	0.1801	0.1505
20	0.4438	0.3783	70	0.2351	0.1981	120	0.1793	0.1509
21	0.4329	0.3687	71	0.2334	0.1967	121	0.1786	0.1502
22	0.4227	0.3598	72	0.2318	0.1953	122	0.1778	0.1496
23	0.4132	0.3515	73	0.2302	0.1940	123	0.1771	0.1490
24	0.4044	0.3438	74	0.2286	0.1926	124	0.1764	0.1484
25	0.3961	0.3365	75	0.2271	0.1913	125	0.1757	0.1478
26	0.3882	0.3297	76	0.2256	0.1900	126	0.1750	0.1472
27	0.3809	0.3233	77	0.2241	0.1888	127	0.1743	0.1466
28	0.3739	0.3172	78	0.2226	0.1876	128	0.1736	0.1460
29	0.3673	0.3115	79	0.2212	0.1864	129	0.1729	0.1454
30	0.3610	0.3061	80	0.2198	0.1852	130	0.1723	0.1449
31	0.3550	0.3009	81	0.2185	0.1840	131	0.1716	0.1443
32	0.3494	0.2960	82	0.2171	0.1829	132	0.1709	0.1438
33	0.3440	0.2913	83	0.2158	0.1817	-		
34	0.3388	0.2869	84	0.2145	0.1806	170	0.1506	0.1266
35	0.3338	0.2826	85	0.2132	0.1796	171	0.1501	0.1262
36	0.3291	0.2785	86	0.2120	0.1785	172	0.1497	0.1258
37	0.3246	0.2746	87	0.2107	0.1775	173	0.1492	0.1255
38	0.3202	0.2709	88	0.2095	0.1764	174	0.1488	0.1251
39	0.3160	0.2673	89	0.2084	0.1754	175	0.1484	0.1247
40	0.3120	0.2638	90	0.2072	0.1744	176	0.1480	0.1244
41	0.3081	0.2605	91	0.2060	0.1735	177	0.1475	0.1240
42	0.3044	0.2573	92	0.2049	0.1725	178	0.1471	0.1237
43	0.3008	0.2542	93	0.2038	0.1716	179	0.1467	0.1233
44	0.2973	0.2512	94	0.2027	0.1707	180	0.1463	0.1230
45	0.2940	0.2483	95	0.2016	0.1697	181	0.1459	0.1226
46	0.2907	0.2455	96	0.2006	0.1688	182	0.1455	0.1223
47	0.2876	0.2429	97	0.1995	0.1680	183	0.1451	0.1220
48	0.2845	0.2403	98	0.1985	0.1671	184	0.1447	0.1216
49	0.2816	0.2377	99	0.1975	0.1662	185	0.1443	0.1213
50	0.2787	0.2353	100	0.1965	0.1654	186	0.1439	0.1210
51	0.2759	0.2329	101	0.1955	0.1646	187	0.1435	0.1206
52	0.2732	0.2306	102	0.1946	0.1638	188	0.1431	0.1203

Sumber : Database Microsoft Excel

HOTEL DINA
Jl. Parangtritis 15 Yogyakarta – Indonesia
Telepon (0274) 374098 – Fax : 512766

Kepada Yth.
Dekan Fakultas Ekonomi
Universitas Islam Indonesia
Yogyakarta

Assalamu'alaikum Wr Wb

Selubungan dengan Surat Permohonan Ijin Penelitian No. 174/DEK/10/Bag.Um/IV/2005 tanggal 14 April 2005, maka kami memberitahukan bahwa yang tertera di bawah ini :

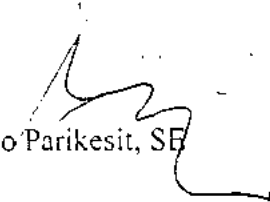
Nama : Prita Gita Wahyuning
No. Mahasiswa : 95211127
Jurusan : Manajemen
Alamat : Jl. Pawiro Kuwat 38.A CC Yogyakarta

Telah mengadakan penelitian pada perusahaan kami untuk keperluan menyusun skripsi dengan judul : ANALISIS PERBEDAAN MOTIVASI KONSUMEN DALAM KEPUTUSANNYA MENGINAP DI HOTEL DINA YOGYAKARTA pada periode waktu April s/d Mei 2005.

Demikian surat keterangan ini, atas kesempatan yang diberikan pada perusahaan kami, kami ucapkan terima kasih.

Wassalamu'alaikum Wr.Wb.

Pimpinan Hotel Dina


Aryo Parikesit, SE



UNIVERSITAS ISLAM INDONESIA

FAKULTAS EKONOMI

Condong Catur, Depok, Sleman, Yogyakarta 55283
Telepon (0274) 881546 - 885376 - 884019 - Fax. : 882589

Nomor : 174/DEK/10/Bag.Um/IV/2005
Hal : PERMOHONAN IJIN PENELITIAN

14 April 2005

Kepada Yth.
Pimpinan Hotel Dina
di Yogyakarta

Assalamu 'alaikum Wr. Wb.

Diberitahukan dengan hormat, bahwa mahasiswa sebelum mengakhiri pendidikan di Fakultas Ekonomi UII Yogyakarta diwajibkan membuat karya ilmiah berupa Riset Penelitian. Sehubungan dengan hal itu mahasiswa kami :

Nama : Prita Gita Wahyuning
No. Mahasiswa : 95211127
Jurusan : Manajemen
Alamat : Jl. Pawiro Kuwat 33 A CC Yogyakarta

Bermaksud mohon keterangan / data pada instansi / perusahaan yang Saudara pimpin untuk keperluan menyusun skripsi dengan judul : ANALISIS PERBEDAAN MOTIVASI KONSUMEN DALAM KEPUTUSANNYA MENGINAP DI HOTEL DINA YOGYAKARTA.

Dosen Pembimbing : Dra. Hj. Sri Harjanti, MM

Hasil karya ilmiah tersebut semata-mata bersifat dan bertujuan keilmuan dan tidak disajikan kepada pihak luar. Oleh karena itu kami mohon perkenan Saudara untuk dapat memberikan data/keterangan yang diperlukan oleh mahasiswa tersebut.

Atas perkenan dan bantuan Saudara , kami ucapkan terima kasih.

Wassalamu 'alaikum Wr. Wb



Dekan,
[Signature]
Suwarsono Muhammad, M.A.
No. : 82.048

QUESTIONER

I. Karakteristik Responden

1. Jenis Kelamin
 - a. Pria
 - b. Wanita
2. Berapakah usia anda saat ini
 - a. Kurang dari 20 tahun
 - b. 21 – 30 tahun
 - c. 31 – 40 tahun
 - d. 41 – 50 tahun
 - e. Lebih dari 50 tahun
3. Pendidikan terakhir
 - a. SD
 - b. SMA
 - c. SMP
 - d. Perguruan tinggi
4. Apa pekerjaan anda
 - a. Pegawai negeri
 - b. Pegawai swasta
 - c. TNI
 - d. Wiraswasta
 - e. Lain-lain sebutkan
5. Penghasilan tiap bulan

- a. Kurang dari Rp 1.500.000
- b. Rp 1.501.000 – Rp 2.000.000
- c. Rp 2.001.000 – Rp 2.500.000
- d. Rp 2.501.000 – Rp 3.000.000
- e. Lebih dari Rp 3.001.000

II. Motivasi Responden

Petunjuk :

Berikanlah jawaban pertanyaan berikut sesuai dengan pendapat Anda, dengan cara memberi tanda (v) pada kolom yang tersedia.

NO	PERTANYAAN	JAWABAN			
		SS	S	TS	STS
	MOTIVASI RASIONAL				
	<i>a. Lokasi</i>				
1.	Anda memilih Hotel Dina karena letaknya yang strategis dan mudah dijangkau dari pusat kota.				
2.	Anda memilih Hotel Dina karena dekat dengan tempat wisata.				
	<i>b. Harga</i>				
3.	Anda memilih menginap di Hotel Dina karena harganya lebih murah dibanding yang lain				
4.	Tarif Hotel Dina sesuai dengan yang Anda peroleh dari Hotel Dina				

	<i>c. Fasilitas</i>				
5.	Fasilitas yang disediakan Hotel Dina seperti AC, telepon, air panas, dan tempat tidur memadai				
6.	Ruang pertemuan yang disediakan Hotel Dina memadai.				
	<i>d. Pelayanan</i>				
7.	Pelayanan <i>cleaning service, laundry</i> dan <i>receptionist</i> sangat membantu Anda				
8.	Karyawan Hotel Dina sangat ramah dan membuat Anda merasa nyaman tinggal di Hotel Dina				
9.	Pelayanan administrasi pada Hotel Dina sangat memudahkan Anda.				
	<i>e. Promosi</i>				
10.	Brosur yang diberikan Hotel Dina menarik perhatian Anda.				
11.	Hotel Dina memberikan potongan harga pada waktu tertentu, terutama saat musim liburan.				
	MOTIVASI EMOSIONAL				
	<i>f. Kebersihan</i>				
12.	Kebersihan yang ada di lingkungan Hotel Dina cukup baik.				

13.	Kebersihan di dalam kamar Hotel Dina cukup baik.				
	<i>g. Kenyamanan</i>				
14.	Interior yang dipilih Hotel Dina memberikan rasa nyaman				
15.	Hotel Dina memberikan ketenangan bagi Anda sebagai tamu yang ingin beristirahat.				
16.	Tempat parkir Hotel Dina luas.				
17.	Keamanan pada Hotel Dina cukup baik				

Keterangan :

- SS : Sangat Setuju
S : Setuju
TS : Tidak Setuju
STS : Sangat Tidak Setuju

III. Jawablah Pertanyaan Di Bawah Ini

1. Anda menginap di Hotel Dina dalam rangka
 - a. keperluan kantor/bisnis
 - b. studi banding
 - c. liburan/keperluan pribadi
 - d. survey
2. Darimana anda mengenal Hotel Dina
 - a. Teman
 - b. Brosur
 - c. Biro perjalanan
 - d. Pemasaran

3. Anda merasa puas menginap di Hotel Dina
- a. Sangat setuju
 - b. Setuju
 - c. Tidak setuju
 - d. Sangat tidak setuju
4. Bila jawaban anda {C} atau {D} faktor apakah yang membuat anda kurang puas
- a. Lokasi yang kurang strategis
 - b. Fasilitas yang ditawarkan kurang sesuai dengan keinginan anda
 - c. Pelayanan kurang memuaskan
 - d. Harga tidak sesuai dengan fasilitas yang tersedia
 - e. Promosi yang kurang baik
 - f. Kebersihan yang kurang baik
 - g. Kenyamanan yang kurang baik
 - h. Lain-lain, sebutkan
5. Bila anda berkunjung ke Yogyakarta lagi, apakah anda akan menginap di Hotel Dina
- a. Ya
 - b. Tidak
6. Bila tidak, apakah penyebabnya
- a. Hotel tempat menginap ditentukan kantor
 - b. Tarif tidak sesuai dengan kemampuan anda
 - c. Letak kurang strategis
 - d. Promosi yang kurang baik
 - e. Kebersihan yang kurang baik
 - f. Kenyamanan yang kurang baik

- g.. Lain-lain, sebutkan
7. Bisa ya, apakah penyebabnya
- a. Fasilitas
 - b. Pelayanan
 - c. Harga
 - d. Lokasi
 - e. Promosi
 - f. Kebersihan
 - g. Kenyamanan
8. Berilah rangking terendah 1 dan tertinggi 7 dari berbagai faktor di bawah ini
- a. Fasilitas []
 - b. Pelayanan []
 - c. Harga []
 - d. Lokasi []
 - e. Promosi []
 - f. Kebersihan []
 - g. Kenyamanan []
9. Mohon diberikan komentar/kritik/saran yang mungkin berguna bagi Hotel Dina sesuai dengan pendapat anda :



UNIVERSITAS ISLAM INDONESIA
FAKULTAS EKONOMI
PRODI. MANAJEMEN

KARTU KONSULTASI SKRIPSI

Nama : PRITA GITA W.

No. Mhs. : 95211127

Prodi. : Manajemen / PEMASARAN

Judul Skripsi :

ANALISIS PERBEDAAN
MOTIVASI KONSUMEN DALAM
KEPUTUSANNYA MENGGUNAKAN DI
HOTEL DIANTARA GEGAYAKARTA

Mulai Menyusun : Semester Genap 04/05

Tanggal : 05 Maret s/d 05 September 2005

Adviser : SRJ HARDJANTI, DRA, HJ, MM.

Tanda Tangan Adviser,

(.....)

KETERANGAN

1. Ganti Judul :

2. Perpanjangan :

1. Tgl. s/d Paraf (.....)

2. Tgl. s/d Paraf (.....)

3. Tgl. s/d Paraf (.....)

4. Tgl. s/d Paraf (.....)

SETIAP KONSULTASI HARAP DIBAWA

CATATAN INDIVIDUAL

Tanggal	Materi	T. Tangan Adviser	Tanggal	Materi	T. Tangan Adviser
4/4'05	UPP	A			
6/4'05	"	A			
8/4'05	N	A			
11/4'05	ACE	A			
13/4	sub II	B			
16/4	N	A			
27/4	N II	A			
1/5	II	A			
8/6	ACE (2. pertemuan)	A			

Catatan :

- Kalau jangka waktu bimbingan sudah habis harap segera perpanjangan ke Bagian Pengajaran FE UII dengan membawa blanko