

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	140	46.7	46.7	46.7
	Wanita	160	53.3	53.3	100.0
	Total	300	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20 Tahun	38	12.7	12.7	12.7
	21-35 Tahun	262	87.3	87.3	100.0
	Total	300	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/ Mahasiswa	300	100.0	100.0	100.0

Pendidikan_Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	5	1.7	1.7	1.7
	Pasca S	1	.3	.3	2.0
	Sarjana	32	10.7	10.7	12.7
	SMA	262	87.3	87.3	100.0
	Total	300	100.0	100.0	

Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lebih dari Rp5,000,000	4	1.3	1.3	1.3
	Rp1,000,000 - Rp3,000,000	145	48.3	48.3	49.7
	Rp3,000,000 - Rp5,000,000	15	5.0	5.0	54.7
	Sampai dengan Rp1,000,000	136	45.3	45.3	100.0
	Total	300	100.0	100.0	

Pernah_Melihat_Iklan_Indomie

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pernah	300	100.0	100.0	100.0

Pernah_Menggunakan_Produk_Indomie

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pernah	300	100.0	100.0	100.0

Statistics

	AS1	AS2	AS3	ATA 1	ATA 2	PQ1	PQ2	PQ3	PQ4	BA W1	BA W2	BAS 1	BAS 2	BAS 3	BL1	BL2
NValid	300	300	300	300	300	300	300	300	300	300	300	300	300	300	300	300
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	4.63 00	4.61 00	4.54 00	4.64 67	4.43 33	4.75 00	4.85 67	4.84 00	4.52 00	5.27 67	5.24 33	5.00 67	5.01 67	4.59 00	4.27 67	4.00 67
Std. Deviation	.932 38	1.02 701	.989 10	.904 37	1.05 321	1.07 300	1.01 302	.995 51	1.11 673	.953 85	.894 50	.960 75	1.00 653	1.07 038	1.25 114	1.43 998
Minimum	1.00	1.00	1.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00
Sum	1389 .00	1383 .00	1362 .00	1394 .00	1330 .00	1425 .00	1457 .00	1452 .00	1356 .00	1583 .00	1573 .00	1502 .00	1505 .00	1377 .00	1283 .00	1202 .00