

LAMPIRAN A
BENTUK KUESIONER

Kuesioner Pendahuluan

Dalam rangka penelitian mengenai produk mi instan, saya mahasiswa Teknik Industri – Universitas Katolik Widya Mandala memohon ketersediaan Saudara untuk mengisi kuesioner ini. Sebelumnya Saya ucapkan terima kasih atas ketersediaan Saudara, semoga Tuhan Yang Maha Esa membalasnya.

Nama :
Alamat :
No. telepon :
Tanggal interview:

Bagian I

Jenis kelamin Anda: 1. Laki-laki 2. Perempuan
Usia Anda: 1. ≤ 17 2. 18 - 22 3. 23 - 30 4. 31 - 40 5. ≥ 41
Anda saat ini bertempat tinggal di daerah: 1. Pusat kota 2. Pinggiran kota
Tingkat pendidikan terakhir Anda: 1. SD 3. SLTP 5. SMU/Sederajat
2. Diploma 4. S-1/S-2/S-3
Pekerjaan Anda sekarang: 1. Pelajar 4. Mahasiswa
2. Pegawai Negeri 5. Pegawai Swasta
3. Wiraswasta 6. Ibu rumah tangga
Status Anda saat ini: 1. Lajang/single 2. Single parents 3. Menikah
Pendapatan Anda tiap bulan: 1. < Rp 500.000,-
2. Rp 500.000 – 1000.000,-
3. Rp 1000.000 – 1500.000,-
4. Rp 1500.000 – 2000.000,-
5. > 2000.000,-

Gaya hidup Anda:

1. Menyukai kemewahan 4. Menyukai tantangan
2. Aktif suka bepergian dan berbelanja 5. Tidak termotivasi
3. Mencari kebugaran 6. Lainnya.....(sebutkan)

Kepribadian Anda: 1. terbuka/extrovert (cenderung menyukai suasana ramai)
2. tertutup/entrovert (cenderung menyendiri/tidak suka suasana ramai)

Apakah Anda pernah mengonsumsi produk mi instan: 1. Ya 2. Tidak

Jika Anda menjawab tidak, pengisian kuesioner berhenti.

Pada saat peristiwa apa Anda membeli produk mi instan:

1. Peristiwa biasa 2. Peristiwa khusus (bencana alam, hari raya, dll)

Manfaat apa yang Anda peroleh dari produk mi instan:

1. Ekonomis (harga murah) 4. Praktis pembuatannya
2. Untuk kesehatan (makan) 5. Lainnya.....(sebutkan)
3. Rasanya enak

Kegunaan produk mi instan yang Anda beli untuk:

1. Sebagai hidangan utama (pengganti nasi)
2. Sebagai hidangan alternatif (makanan tambahan selain nasi)

Berapa bungkus Anda membeli produk mi instan per bulan:

1. < 10 bungkus
2. 10 – 20 bungkus
3. 20 – 30 bungkus
4. > 30 bungkus

Ukuran (gram) produk mi instan yang paling sering Anda beli:

1. 50 gram 3. 100 gram 5. Lainnya.....(sebutkan)
2. 75 gram 4. 84 gram

Dimanakah biasanya Anda membeli produk mi instan:

1. Warung
2. Pasar swalayan
3. Supermarket
4. Hypermarket
5. Lainnya.....(sebutkan)

Apakah Anda loyal terhadap merk produk mi instan tertentu? 1. Ya

2. Tidak

Berhubungan dengan pertanyaan sebelumnya jika Anda menjawab ya sebutkan merk tersebut:

.....
Merk produk mi instan yang paling sering Anda beli:

1. Indomie
2. Supermie
3. Sarimie
4. Mie sedap
5. Mie duo
6. Alhami
7. Salam mie
8. Lainnya.....(sebutkan)

Alasan Anda memilih merk produk mi instan tersebut?

1. Banyak pilihan rasa
2. Rasanya cocok dengan lidah
3. Ukurannya (gram) besar
4. Ada bonus pembelian
5. Lainnya.....(sebutkan)

Pernakah Anda membeli merk produk mi instan yang lain?

1. Ya
2. Tidak

Alasan Anda membeli merk produk mi instan yang lain?

1. Coba-coba
2. Bosan dengan merk produk mi instan yang sering dibeli
3. Ada bonus pembelian
4. Ukurannya (gram) lebih besar dari merk produk mi instan yang sering dibeli
5. Lainnya.....(sebutkan)

Dari daftar merk produk mi instan yang ada di bawah ini:

- Beri tanda (√) untuk merk yang paling Anda ketahui
- Kemudian berikan urutan untuk merk-merk tersebut berdasarkan yang paling Anda ketahui (nomor 1 untuk merk yang paling Anda ketahui dan seterusnya)

Merk produk mi instan	Tanda (√)	Nomor
Indomie		
Supermie		
Sarimie		
Mie sedap		
Mie ABC		
Mie president		
Gurimi		
Nissinmi		
Mie duo		
Alhami		
Mie gede		
Cinta mie		
Salam mie		
Chatz mie		
Mie peduli		
Gaga mie		
Mie selera rakyat		
Lainnya.....(sebutkan)		

Bagian II

Berilah tanda (✓) pada atribut-atribut yang menjadi pertimbangan Anda dalam memilih produk mi instant.

No.	Atribut	Tanda
1.	Brand image (pandangan masyarakat terhadap merk produk mi instan)	
2.	Harga murah	
3.	Rasa mi	
4.	Variasi rasa banyak	
5.	Variasi rasa sedikit	
6.	Bentuk mi pipih	
7.	Bentuk mi bulat	
8.	Ukuran mi besar	
9.	Ukuran mi kecil	
10.	Tersedia informasi komposisi mi	
11.	Tersedia informasi komposisi bumbu	
12.	Tersedia informasi komposisi minyak	
13.	Halal	
14.	Tersedia informasi nilai gizi	
15.	Ukuran berat bersih 50 gram	
16.	Ukuran berat bersih 75 gram	
17.	Ukuran berat bersih 84 gram	
18.	Ukuran berat bersih 100 gram	
19.	Kualitas kemasan (kemasan tidak berlubang atau sobek)	
20.	Warna kemasan menarik	
21.	Bentuk kemasan plastik	
22.	Bentuk kemasan cup	
23.	Tersedia petunjuk saran penyajian/serving suggestion	
24.	Tersedia informasi kode produksi dan tanggal kadaluarsa	
25.	Tersedia layanan konsumen/customer service	
26.	Tersedianya bonus pembelian	
27.	Promosi	
28.	Mudah didapatkan	
29.	Lainnya.....(sebutkan)	

Kuesioner

Dalam rangka penelitian mengenai produk mi instan, saya mahasiswa Teknik Industri – Universitas Katolik Widya Mandala memohon ketersediaan saudara untuk mengisi kuesioner ini. Sebelumnya saya ucapkan terima kasih atas ketersediaan saudara, semoga Tuhan Yang Maha Esa membalasnya.

Nama :
 Alamat :
 No. telepon :
 Tanggal interview:

Bagian I

Pilihlah salah satu jawaban yang sesuai dengan karakteristik Anda.

1. Jenis kelamin Anda:
A. Laki-laki B. Perempuan
2. Usia Anda:
A. ≤ 17 tahun C. 23 - 30 tahun E. ≥ 41 tahun
B. 18 – 22 tahun D. 31 - 40 tahun
3. Anda saat ini bertempat tinggal di daerah:
A. Pusat kota B. Pinggiran kota
4. Tingkat pendidikan terakhir Anda:
A. SD C. SLTP E. SMU/Sederajat
B. Diploma D. S-1/S-2/S-3
5. Pekerjaan Anda sekarang:
A. Pelajar D. Mahasiswa
B. Pegawai Negeri E. Pegawai Swasta
C. Wiraswasta F. Ibu rumah tangga
6. Status Anda saat ini:
A. Belum menikah B. Single parent C. Menikah
7. Pendapatan Anda tiap bulan:
A. $< \text{Rp } 500.000,-$ D. $\text{Rp } 1.500.000 - 2.000.000,-$
B. $\text{Rp } 500.000 - 1.000.000,-$ E. $> \text{Rp } 2.000.000,-$
C. $\text{Rp } 1.000.000 - 1.500.000,-$
8. Gaya hidup Anda:
A. Menyukai kemewahan D. Menyukai tantangan
B. Aktif suka bepergian dan berbelanja E. Termotivasi
C. Mencari kebugaran F. Sederhana
9. Apakah Anda pernah mengonsumsi produk mi instan:
A. Ya B. Tidak

Jika Anda menjawab TIDAK, pengisian kuesioner berhenti.

- 10. Pada saat peristiwa apa Anda membeli produk mi instan:**
- A. Peristiwa biasa B. Peristiwa khusus (bencana alam, hari raya, dll)

11. Alasan apa yang membuat Anda mengonsumsi produk mi instan:

A. Ekonomis (harga murah)	C. Rasanya enak
B. Untuk kesehatan (makan)	D. Praktis pembuatannya
12. Produk mi instan yang Anda beli digunakan sebagai:

A. Hidangan utama (pengganti nasi)	B. Hidangan alternatif (makanan tambahan selain nasi)
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13. Berapa bungkus Anda membeli produk mi instan per bulan:

A. < 10 bungkus	B. 10 – 20 bungkus
C. > 20 bungkus	
14. Ukuran (gram) produk mi instan yang paling sering Anda beli:

A. 50 gram	C. 100 gram	E. Tidak memperhatikan ukuran
B. 75 gram	D. 84 gram	
15. Dimanakah biasanya Anda membeli produk mi instan:

A. Warung	D. Mini market
B. Toko	E. Hypermarket
C. Pasar swalayan	
16. Media sumber informasi utama bagi Anda:

A. Televisi	D. Majalah
B. Radio	E. Internet
C. Koran	F. Tabloid
17. Apakah Anda loyal terhadap merk produk mi instan tertentu?

A. Ya	B. Tidak
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Jika Anda menjawab YA, lanjutkan ke nomer 18, jika menjawab TIDAK, lanjutkan ke nomer 19.

18. Alasan Anda tetap membeli merk produk mi instan tertentu?

A. Banyak pilihan rasa B. Rasanya cocok dengan lidah C. Ukurannya (gram) besar D. Ada bonus pembelian E. Lainnya.....	(sebutkan)
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19. Alasan Anda membeli merk produk mi instan yang lain?

A. Coba-coba B. Bosan dengan merk produk mi instan yang sering dibeli C. Ada bonus pembelian D. Ukurannya (gram) lebih besar dari merk produk mi instan yang sering dibeli E. Lainnya.....	(sebutkan)
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Bagian II

Berikan penilaian Anda pada atribut-atribut produk mi instant yang ada di bawah ini.

1 = tidak penting

2 = kurang penting

3 = cukup penting

4 = penting

5 = sangat penting

No.	Atribut	Penilaian				
1.	Brand image (pandangan masyarakat terhadap merk produk mi instant)	1	2	3	4	5
2.	Harga murah	1	2	3	4	5
3.	Rasa mi	1	2	3	4	5
4.	Variasi rasa banyak	1	2	3	4	5
5.	Bentuk mi bulat (tidak pipih)	1	2	3	4	5
6.	Ukuran mi besar (diameter/lebar mi besar)	1	2	3	4	5
7.	Tersedia informasi nilai gizi	1	2	3	4	5
8.	Ukuran berat bersih (gram) besar	1	2	3	4	5
9.	Kualitas kemasan (kemasan tidak berlubang atau sobek)	1	2	3	4	5
10.	Warna kemasan menarik	1	2	3	4	5
11.	Bentuk kemasan plastik	1	2	3	4	5
12.	Tersedia layanan konsumen/ <i>customer service</i>	1	2	3	4	5
13.	Tersedianya bonus pembelian	1	2	3	4	5
14.	Promosi	1	2	3	4	5
15.	Mudah didapatkan	1	2	3	4	5

Bagian III

Anda diminta untuk memberikan penilaian untuk setiap merk produk mi instant berdasarkan atribut yang sudah ada.

- 1 = tidak bagus
- 2 = kurang bagus
- 3 = cukup bagus
- 4 = bagus
- 5 = sangat bagus

No.	Atribut	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
1.	Brand image (pandangan masyarakat terhadap merk produk mi instan)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
2.	Harga murah	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
3.	Rasa mi	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
4.	Variasi rasa banyak	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
5.	Bentuk mi bulat (tidak pipih)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
6.	Ukuran mi besar (diameter/lebar mi besar)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
7.	Ukuran berat bersih (gram) besar	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
8.	Kualitas kemasan (kemasan tidak bertubang atau sobek)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
9.	Warna kemasan menarik	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
10.	Bentuk kemasan plastik	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
11.	Tersedianya bonus pembelian	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
12.	Promosi	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
13.	Mudah didapatkan	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

LAMPIRAN B
REKAP DATA KUESIONER

Tabel B.1 Rekap Data Kuesioner I
(Karakteristik Konsumen Produk Mi Instan)

Responden	Pertanyaan																		
	1	2	3	4	5	6	7	8	10	11	12	13	14	15	16	17	18	19	
1	2	3	2	5	5	1	4	2	1	3	2	2	4	3	3	2		1	
2	2	5	1	5	6	3	3	6	1	1	2	1	5	2	1	1	5		
3	1	5	1	5	3	3	5	6	1	4	2	1	5	2	1	2		1	
4	1	2	1	5	4	1	2	6	1	4	2	1	5	2	1	2		2	
5	2	3	1	4	5	1	5	2	1	3	2	1	5	3	1	2		1	
6	1	3	1	2	4	1	2	3	1	4	2	1	5	4	1	2		1	
7	1	2	2	5	4	1	1	6	1	4	2	1	3	2	1	1		1	
8	1	3	2	2	5	1	3	6	1	1	2	1	5	2	1	2		1	
9	1	4	2	4	5	1	3	6	1	1	2	1	5	2	3	2		2	
10	1	3	1	4	5	3	2	2	1	1	2	2	5	4	1	1	2		
11	2	2	2	5	5	3	2	6	1	4	1	2	5	2	1	1	2		
12	2	3	2	5	5	3	2	6	1	4	2	3	5	2	1	1	1		
13	2	2	1	5	5	1	1	6	1	4	2	2	5	2	1	1	2		
14	1	4	2	4	5	3	3	5	1	1	2	1	5	3	1	2		2	
15	1	5	1	2	5	3	2	4	1	4	2	1	5	1	1	2		2	
16	1	3	1	2	5	1	2	3	1	4	2	1	5	3	1	1	2		
17	1	2	2	5	4	1	1	6	1	3	2	1	5	3	1	2		1	
18	1	2	1	5	4	1	1	4	1	1	2	1	4	3	1	2		1	
19	2	4	2	5	6	3	1	6	1	4	1	1	5	3	1	1	1		
20	1	2	2	5	4	1	1	4	1	4	2	1	3	3	1	2		1	
21	1	2	1	5	4	1	1	4	1	4	2	2	5	2	1	2		1	
22	1	3	1	4	5	1	2	4	1	3	2	1	5	2	1	2		1	
23	2	2	2	4	4	1	1	5	1	4	2	1	2	3	2	2		1	
24	2	4	2	3	6	3	4	6	1	4	2	3	4	3	1	1	2		
25	2	2	2	2	7	1	2	2	1	4	2	2	4	3	1	1	2		
26	2	3	2	4	4	1	1	2	1	4	2	1	4	2	1	1	2		
27	2	3	2	4	5	1	2	6	1	4	1	1	5	3	1	2		1	
28	2	3	2	4	5	1	3	5	1	3	2	1	5	3	3	1	2		
29	1	3	1	4	3	2	5	1	1	3	1	2	5	2	3	2		2	
30	2	3	1	4	5	1	3	1	2	4	1	1	5	3	1	2		1	
31	1	4	2	4	5	3	3	6	1	4	2	2	5	2	1	1			
32	1	4	1	4	5	1	5	2	1	4	2	2	5	4	3	1	2		
33	1	4	2	5	5	3	2	6	1	4	2	1	2	3	1	2		1	
34	2	3	1	4	5	1	2	4	1	4	2	1	2	3	1	2		1	
35	1	5	1	4	5	3	5	3	1	1	2	1	5	2	1	1	1		
36	1	3	2	4	5	1	2	6	1	4	2	2	5	2	1	1	2		
37	1	3	1	4	3	1	5	5	1	4	2	1	5	4	3	2		2	
38	2	3	2	4	5	1	2	6	1	4	1	1	5	4	1	1	2		
39	2	2	1	4	5	1	2	6	1	4	2	1	5	4	1	2		1	
40	1	5	2	5	5	3	4	6	1	4	2	2	5	5	1	2		2	

Responden	Pertanyaan																		
	1	2	3	4	5	6	7	8	10	11	12	13	14	15	16	17	18	19	
41	1	2	1	4	5	1	2	2	1	1	2	1	3	4	1	2		1	
42	2	3	1	4	5	3	4	6	1	4	1	1	5	3	1	1	2		
43	1	4	1	4	5	3	4	6	1	3	2	2	5	3	1	2		3	
44	2	3	2	4	5	1	2	6	1	4	2	1	5	4	3	1	2		
45	2	3	1	4	5	1	3	2	1	4	1	2	5	3	1	1	2		
46	2	3	1	4	5	1	2	2	1	4	2	1	5	4	1	2		1	
47	2	2	1	4	5	1	2	6	1	4	2	2	5	4	1	2		1	
48	2	3	1	4	5	1	2	6	1	4	2	2	5	3	1	2		2	
49	1	2	1	5	4	1	1	6	1	4	2	3	5	2	1	2		2	
50	2	3	2	4	5	1	2	6	1	4	2	1	5	1	1	2		1	
51	2	3	1	4	5	1	2	6	1	4	2	1	5	4	3	1	2		
52	1	3	2	4	5	1	2	6	1	4	2	2	3	2	1	1	2		
53	1	2	2	5	4	1	1	6	1	4	2	1	5	2	1	2		1	
54	2	3	1	2	5	1	2	6	1	3	2	2	5	3	1	2		1	
55	1	1	1	5	1	1	1	6	1	4	2	2	5	3	1	1	2		
56	2	1	1	1	1	1	1	6	1	4	2	2	3	3	1	1	2		
57	1	5	2	3	5	3	5	6	1	1	2	2	1	2	1	2		2	
58	2	5	1	1	5	1	1	6	1	1	2	1	5	2	2	2		1	
59	2	1	1	3	1	1	1	6	1	3	2	1	5	2	1	2		1	
60	1	2	1	5	4	1	1	6	1	3	2	1	5	2	1	2		1	
61	2	5	1	5	6	3	1	6	1	4	2	2	5	2	2	2		1	
62	1	5	1	5	5	3	3	6	1	3	2	3	5	2	1	2		1	
63	2	2	1	5	4	1	1	2	1	4	2	1	5	3	1	2		5	
64	2	5	1	3	6	3	1	6	1	4	2	2	5	3	1	1	2		
65	2	5	2	1	6	3	1	2	1	4	2	1	5	3	1	2		1	
66	1	1	2	5	1	1	1	6	1	4	2	2	5	3	1	2		2	
67	1	2	2	4	4	1	1	6	1	4	1	3	5	4	1	1	2		
68	1	5	2	1	3	3	3	2	1	4	2	1	5	3	1	2		2	
69	1	2	1	5	4	1	1	3	1	4	2	1	5	2	1	2		1	
70	2	5	1	5	6	3	2	6	1	4	1	2	3	3	1	1	2		
71	1	5	2	5	5	3	1	6	1	1	2	2	1	2	1	2		1	
72	2	2	2	5	5	1	1	6	1	3	2	1	5	2	1	2		1	
73	1	5	2	5	3	3	3	6	1	4	2	3	5	4	1	1	2		
74	1	1	2	5	1	1	1	2	1	4	2	3	5	5	1	2		2	
75	1	2	1	5	4	2	3	6	1	4	2	2	5	3	1	1	1		
76	1	2	1	5	4	1	1	6	1	3	2	3	5	5	1	2		1	
77	1	1	1	1	7	1	1	2	1	3	2	3	5	5	1	1	2		
78	2	3	1	4	5	1	3	6	1	4	2	1	5	2	1	2		2	
79	2	3	1	5	5	1	2	6	1	2	2	1	5	1	1	2		1	
80	2	3	1	4	5	1	3	6	1	3	2	1	5	4	1	2		1	
81	1	2	1	5	4	1	1	6	1	4	1	1	5	2	3	2		1	
82	1	3	1	5	3	1	5	1	1	4	2	1	5	4	1	2		1	
83	1	3	1	4	3	1	4	4	2	1	2	1	5	4	3	2		1	

Responden	Pertanyaan																		
	1	2	3	4	5	6	7	8	10	11	12	13	14	15	16	17	18	19	
84	1	3	1	4	5	1	1	4	1	4	2	2	5	2	2	2		1	
85	1	3	1	2	3	3	4	4	1	4	2	2	5	3	1	2		1	
86	2	3	1	4	3	1	2	5	1	3	1	3	4	2	1	2		1	
87	2	3	1	2	3	1	2	6	1	4	2	2	5	4	1	1	2		
88	1	3	2	4	2	1	4	4	1	4	2	1	5	4	3	1	2		
89	2	2	1	3	2	1	2	6	1	4	2	2	3	4	1	2		1	
90	1	4	2	2	2	3	5	6	1	1	2	1	5	4	1	2		2	
91	2	3	2	4	2	3	4	2	1	4	2	1	5	3	1	2		1	
92	2	3	2	2	5	1	5	6	1	4	2	2	4	3	6	1	2		
93	1	1	2	5	1	2	1	6	1	1	1	1	5	2	1	2		1	
94	1	2	2	4	4	1	5	5	2	3	2	1	2	4	1	1	2		
95	1	3	2	4	3	1	1	6	1	4	2	1	5	1	3	2		1	
96	1	2	2	5	4	1	2	4	1	4	2	1	5	3	1	2		1	
97	1	2	2	5	4	1	1	6	1	3	2	2	5	2	1	1	2		
98	1	2	2	4	5	1	2	6	2	4	2	1	5	2	1	2		1	
99	2	2	2	5	1	1	1	2	1	4	1	3	5	4	1	2		1	
100	1	2	1	5	3	1	2	2	1	1	2	3	2	2	5	1	4		
101	1	2	2	5	5	1	2	4	1	4	2	3	4	3	1	2		1	
102	1	2	1	5	5	1	3	6	1	4	2	2	4	2	1	2		1	
103	1	2	1	5	4	1	1	6	1	4	2	1	5	4	1	2		1	
104	2	3	2	5	4	1	1	6	1	4	1	2	5	3	1	2		1	
105	1	2	2	5	4	1	1	6	1	4	2	2	5	3	1	1	2		
106	1	3	1	4	5	1	3	6	2	4	2	1	3	4	3	2		1	
107	1	1	1	5	1	1	1	1	1	4	2	1	5	3	1	2		1	
108	2	4	2	3	6	3	5	6	2	3	2	1	2	4	1	1	2		
109	1	2	1	2	4	1	1	4	1	4	2	2	3	2	1	1	2		
110	2	2	2	4	4	1	1	2	1	3	2	3	5	2	1	2		1	
111	2	1	2	1	6	1	1	2	1	3	1	1	1	1	1	2		1	
112	2	2	2	5	4	1	1	4	1	4	2	1	5	3	3	2		1	
113	1	2	2	5	4	1	1	6	1	1	2	1	5	4	1	2		1	
114	1	2	2	5	4	1	1	4	1	3	1	1	5	4	1	2		1	
115	2	2	2	5	4	1	2	5	1	3	2	2	2	2	4	2		1	
116	1	2	2	5	4	1	1	6	1	4	1	1	5	3	4	2		1	
117	1	2	2	5	4	1	2	6	1	1	2	2	5	4	1	2		1	
118	1	3	1	4	6	1	1	6	1	4	2	1	3	4	1	2		1	
119	2	3	2	4	5	1	3	2	1	4	2	1	5	4	1	2		2	
120	1	3	1	4	5	3	3	2	1	4	2	2	5	4	1	2		1	
121	2	3	2	4	3	1	2	2	1	4	2	1	5	4	1	2		1	
122	1	2	2	4	4	1	1	6	1	4	2	1	3	4	1	1	2		
123	1	2	2	5	4	1	2	6	1	1	2	2	5	3	1	2		1	
124	2	5	1	3	6	3	1	6	1	4	2	3	5	3	2	2		3	
125	1	5	1	5	3	3	3	5	1	4	2	1	5	3	2	2		2	
126	2	5	1	5	6	3	1	5	1	4	2	1	5	3	1	2		2	

Responden	Pertanyaan																		
	1	2	3	4	5	6	7	8	10	11	12	13	14	15	16	17	18	19	
127	2	1	1	3	1	1	1	4	1	4	2	2	5	4	1	1	2		
128	1	2	1	4	4	1	1	6	1	4	2	2	5	4	1	2		2	
129	2	2	1	4	4	1	1	6	1	4	2	2	5	4	1	2		2	
130	1	2	2	5	4	1	1	6	1	4	2	1	5	4	1	2		1	
131	1	4	2	5	5	3	4	6	1	1	2	1	5	1	1	2		1	
132	2	1	1	5	1	1	1	2	1	4	1	2	5	3	3	2		1	
133	1	5	1	5	5	2	4	2	1	3	2	1	5	4	1	2		2	
134	1	4	2	5	5	3	4	5	1	3	2	1	5	4	1	2		2	
135	2	3	1	2	5	3	4	2	1	1	2	1	5	4	1	2		1	
136	1	2	1	2	5	1	3	1	1	3	2	3	5	2	1	1	1		
137	1	3	2	5	5	1	3	3	1	4	2	1	2	3	2	2		1	
138	1	3	1	5	5	3	4	2	1	3	2	2	5	4	1	2		1	
139	1	2	1	5	4	1	1	6	1	1	2	2	5	3	1	1	2		
140	2	2	1	5	4	1	2	3	1	3	2	2	5	3	1	1	2		
141	2	2	1	5	4	1	2	2	1	4	2	1	5	4	1	2		1	
142	2	2	2	5	4	1	2	6	1	4	2	1	5	3	1	2		1	
143	2	2	1	5	4	1	2	4	1	2	1	2	5	4	1	1	2		
144	2	2	1	5	4	1	1	6	1	4	2	1	5	2	1	1	2		
145	1	2	2	5	1	1	2	6	1	4	2	2	5	5	1	1	2		
146	1	2	1	5	4	1	1	4	1	1	1	1	3	4	1	2		1	
147	1	3	2	5	4	1	2	6	1	2	2	1	4	3	1	2		1	
148	1	3	1	5	4	1	1	6	1	1	2	1	5	4	1	1	1		
149	1	2	2	5	4	1	1	2	1	4	2	2	2	2	1	2		2	
150	2	2	2	5	5	1	2	6	1	4	2	3	5	2	1	1	1		
151	2	4	2	4	2	1	3	4	1	4	2	1	2	3	2	2		1	
152	2	2	2	2	4	1	1	6	1	4	2	1	4	4	1	1	2		
153	2	2	1	2	4	1	1	6	1	3	2	1	5	3	3	1	1		
154	2	3	2	4	4	1	1	6	1	4	2	3	5	2	1	2		1	
155	1	2	1	5	5	2	3	4	1	4	2	1	5	2	5	2		1	
156	2	2	1	5	5	1	3	6	1	3	2	1	5	4	1	2		2	
157	1	3	2	4	5	1	2	6	1	4	2	1	2	4	3	2		2	
158	1	3	2	4	3	1	3	5	1	1	2	2	2	3	3	2		1	
159	2	3	1	4	7	1	1	2	1	4	2	2	4	3	1	2		1	
160	2	3	1	4	5	2	3	2	1	1	2	1	5	5	1	1	1		
161	1	3	1	4	5	1	4	5	1	4	2	1	5	3	3	2		2	
162	2	3	1	4	5	1	3	6	1	4	1	1	4	3	3	1	2		
163	2	3	1	4	5	1	2	2	1	3	1	1	5	4	1	1	2		
164	2	4	1	4	5	1	4	2	1	4	1	2	5	3	3	2		1	
165	1	3	1	4	5	1	5	2	1	4	2	2	5	3	1	2		2	
166	1	4	1	4	5	1	5	3	1	4	1	1	4	4	1	2		1	
167	2	2	1	5	5	1	2	6	1	4	1	1	5	3	1	2		1	
168	2	3	1	4	5	1	3	2	1	4	2	2	2	1	3	2		2	
169	2	2	2	4	5	1	2	4	1	1	1	2	4	4	1	1	2		

Responden	Pertanyaan																		
	1	2	3	4	5	6	7	8	10	11	12	13	14	15	16	17	18	19	
170	2	5	1	5	3	3	2	1	2	4	1	3	5	3	1	2		2	
171	2	3	1	4	5	1	4	4	1	4	2	1	5	2	1	2		1	
172	1	3	1	2	3	1	1	1	1	4	2	2	5	2	1	1	2		
173	2	4	2	2	5	3	2	6	1	4	2	2	3	4	1	2		1	
174	1	2	2	5	3	1	2	2	1	4	2	1	5	1	1	1	2		
175	2	3	1	5	3	1	2	6	2	4	2	2	5	2	1	2		1	
176	1	3	1	3	5	1	3	6	1	4	2	1	5	2	1	1	2		
177	2	3	1	2	6	3	3	6	1	4	2	1	5	3	1	2		1	
178	1	3	1	4	2	1	4	6	1	3	2	2	5	4	1	2		1	
179	2	3	2	4	2	3	4	2	1	3	2	2	5	2	1	1	2		
180	2	3	2	5	5	1	5	2	1	4	2	1	5	3	4	2		1	
181	1	3	1	5	3	1	2	6	1	1	2	1	5	2	1	2		2	
182	1	3	2	4	3	3	4	6	1	4	2	2	5	2	1	2		1	
183	1	4	2	4	2	3	5	6	1	4	2	2	5	2	1	2		1	
184	1	1	1	2	1	1	1	3	1	4	2	1	5	2	1	1	2		
185	1	2	2	5	4	1	2	6	1	1	2	1	5	4	1	2		2	
186	2	2	2	5	4	1	2	2	1	3	2	1	4	4	1	1	2		
187	2	2	2	5	4	1	1	2	1	3	2	1	5	4	1	1	2		
188	1	1	1	5	4	1	1	3	1	4	2	1	5	2	1	2		1	
189	1	3	1	4	3	1	2	4	1	1	2	1	5	3	1	2		2	
190	2	2	2	4	4	1	1	5	1	3	1	1	5	2	1	2		1	
191	2	3	1	4	4	1	1	5	1	4	2	1	5	3	1	2		5	
192	2	2	2	4	4	1	1	6	1	4	1	1	5	3	1	2		2	
193	2	2	1	4	4	1	1	5	1	4	2	4	5	2	1	2		1	
194	2	3	1	4	5	1	1	6	1	4	1	1	2	3	3	2		1	
195	1	3	1	4	4	1	2	4	1	1	2	1	5	4	1	2		2	
196	2	3	1	2	5	1	2	6	1	4	2	1	5	2	1	1	1		
197	1	5	2	4	5	3	4	6	1	4	2	3	4	3	1	1	2		
198	1	3	1	4	2	1	4	6	1	3	2	2	5	4	1	2		1	
199	2	3	2	4	2	3	4	2	1	3	2	2	5	2	1	1	2		
200	1	2	1	5	4	2	3	6	1	4	2	2	5	3	1	1	1		

Tabel B.2 Rekap Data Kuesioner Bagian II (Atribut Produk Mi Instan)

Responden	Atribut													Mudah didapatkan
	Brand image	Harga murah	Rasa mi	Variasi Rasa banyak	Bentuk Mi	Ukuran mi	Inf. nilai gizi	Ukuran berat bersih (Gram)	Kualitas kemasan	Warna kemasan	Bentuk kemasan	Layanan konsumen	Bonus Pembelian	Promosi
1	3	4	5	5	3	3	4	3	4	3	5	5	4	5
2	5	3	3	2	1	3	4	5	5	5	5	1	4	3
3	4	2	5	4	2	2	1	3	5	4	3	2	3	2
4	3	3	5	2	1	1	2	5	5	5	5	3	2	3
5	1	2	3	4	5	1	3	5	1	2	3	4	5	1
6	3	4	3	4	4	5	5	5	5	4	4	5	4	5
7	1	5	5	5	5	3	4	4	4	4	3	5	5	5
8	3	5	5	5	3	2	4	1	4	4	4	5	5	4
9	3	4	4	2	2	2	3	4	5	3	3	4	4	4
10	3	4	4	3	2	3	3	3	5	3	2	3	3	4
11	2	5	3	4	1	4	4	4	5	2	4	4	5	5
12	4	4	3	5	3	4	4	5	5	5	5	5	5	1
13	2	4	5	4	3	2	5	4	5	3	3	4	5	5
14	3	4	4	3	2	2	3	3	4	3	3	3	3	4
15	5	5	5	5	2	2	5	5	5	5	5	5	5	5
16	2	4	4	4	2	2	2	2	5	4	1	3	1	5
17	4	4	5	4	1	3	5	4	5	4	4	5	3	4
18	4	4	5	3	2	2	3	3	5	3	3	3	4	2
19	5	2	5	5	1	2	5	5	5	5	1	5	5	5
20	1	5	5	5	3	1	5	3	5	3	4	5	4	5
21	3	3	5	1	1	4	5	5	3	2	3	5	5	5
22	5	5	5	5	1	1	3	3	5	3	3	5	3	5
23	3	4	5	3	3	2	3	3	5	3	3	2	2	3

Responden	Atribut														Mudah didapatkan
	Brand image	Harga murah	Rasa mi	Variasi Rasa banyak	Bentuk Mi	Ukuran mi	Inf. nilai gizi	Ukuran berat bersih (Gram)	Kualitas kemasan	Warna kemasan	Bentuk kemasan	Layanan konsumen	Bonus Pembelian	Promosi	
24	3	3	5	4	1	3	5	4	5	3	3	5	2	4	5
25	1	3	5	3	2	2	3	3	5	3	2	3	3	4	5
26	2	4	4	3	3	4	3	4	5	2	2	3	4	5	5
27	4	3	4	3	2	2	3	3	4	3	3	2	2	4	4
28	4	1	5	4	1	1	5	1	5	4	2	4	1	4	4
29	2	4	5	4	1	1	3	1	5	2	3	1	2	4	5
30	1	1	5	4	5	5	3	3	5	3	3	1	2	2	3
31	1	1	5	4	1	1	4	1	5	1	4	4	1	4	5
32	3	2	5	4	1	1	2	2	5	4	4	1	2	4	5
33	2	2	4	4	2	3	4	4	5	3	2	4	4	2	3
34	2	2	4	4	2	3	4	4	5	3	2	4	4	2	3
35	3	4	4	5	1	5	4	5	4	4	3	4	5	5	5
36	1	4	5	5	2	4	4	4	5	4	4	4	5	4	4
37	3	3	4	4	3	3	4	3	4	3	3	2	3	3	3
38	4	2	5	5	1	1	4	1	5	3	3	4	3	3	5
39	3	3	4	4	1	2	3	3	5	4	3	4	3	4	5
40	1	3	5	3	1	4	4	4	5	1	1	1	5	5	4
41	1	3	3	3	3	3	4	5	5	5	3	5	5	5	5
42	5	5	5	5	3	3	4	5	5	2	2	4	3	5	5
43	4	4	5	5	1	4	5	5	5	4	1	4	4	5	5
44	5	5	5	4	1	3	4	3	5	5	5	5	4	5	5
45	4	5	5	5	2	3	4	4	5	3	3	2	5	5	5
46	5	4	5	3	2	3	3	3	5	2	2	2	3	3	4
47	2	1	5	5	1	2	3	2	4	4	4	3	4	5	5

Responden	Atribut														Mudah didapatkan
	Brand image	Harga murah	Rasa mi	Variasi Rasa banyak	Bentuk Mi	Ukuran mi	Inf. nilai gizi	Ukuran berat bersih (Gram)	Kualitas kemasan	Warna kemasan	Bentuk kemasan	Layanan konsumen	Bonus Pembelian	Promosi	
48	4	4	4	4	2	2	2	3	5	3	3	4	2	5	5
49	3	5	4	4	1	5	4	5	5	3	3	5	4	3	5
50	3	4	5	4	1	3	5	4	5	4	3	4	5	4	5
51	4	4	4	4	2	3	4	3	3	4	4	4	4	4	4
52	4	4	5	5	2	3	3	4	5	4	3	4	5	5	5
53	2	2	4	3	3	3	5	4	5	3	3	4	4	4	4
54	2	2	5	4	1	1	1	3	5	2	2	2	4	4	4
55	3	2	5	3	2	2	2	5	3	1	2	2	2	3	5
56	3	5	5	3	2	2	2	5	3	1	2	2	2	3	5
57	1	5	5	5	3	1	5	3	5	3	4	5	4	5	5
58	5	5	5	1	1	4	2	4	5	1	4	1	5	1	5
59	5	3	4	5	1	4	3	3	5	3	2	3	2	4	4
60	1	3	4	5	2	3	2	3	5	3	3	3	2	4	4
61	5	3	5	3	2	2	2	3	5	1	1	2	2	5	5
62	4	4	5	4	1	3	1	3	5	1	1	2	2	3	5
63	2	2	5	5	2	2	5	3	4	4	4	5	4	5	5
64	3	3	5	5	1	3	4	4	5	4	4	4	3	4	5
65	5	5	5	4	2	4	3	5	5	4	4	3	4	5	5
66	3	4	4	4	2	2	5	3	5	3	3	5	3	3	5
67	3	4	5	4	1	4	2	4	5	4	4	3	3	3	3
68	5	5	5	4	2	5	3	5	5	4	4	3	3	4	4
69	2	4	4	3	2	5	3	4	4	3	3	4	3	3	5
70	4	3	5	5	3	5	5	5	5	3	3	3	5	4	5
71	3	3	4	3	1	1	5	4	5	5	5	4	5	3	4

Responden	Atribut														
	Brand image	Harga murah	Rasa mi	Variasi Rasa banyak	Bentuk Mi	Ukuran mi	Inf. nilai gizi	Ukuran berat bersih (Gram)	Kualitas kemasan	Warna kemasan	Bentuk kemasan	Layanan konsumen	Bonus Pembelian	Promosi	Mudah didapatkan
72	3	1	3	5	1	1	3	2	5	1	1	4	1	2	5
73	5	5	4	4	3	3	5	3	5	5	4	4	4	5	5
74	3	3	4	4	2	3	3	2	3	2	3	3	3	2	5
75	4	4	5	4	2	2	3	3	2	3	3	2	4	3	4
76	4	4	4	4	2	4	2	2	4	2	2	2	2	2	4
77	4	5	5	5	5	5	4	4	5	2	2	3	3	5	5
78	5	3	3	3	2	3	5	3	4	3	3	3	3	4	4
79	4	3	3	3	2	2	5	3	4	2	2	2	2	3	3
80	3	4	4	4	2	3	4	3	5	2	2	2	2	3	3
81	4	3	5	3	1	3	4	2	4	2	2	1	2	3	1
82	5	1	3	3	1	2	5	2	5	1	2	2	2	2	2
83	5	5	5	4	3	3	5	3	4	2	2	2	2	3	3
84	2	4	5	3	2	1	5	5	5	1	4	5	1	5	5
85	2	5	5	4	1	1	3	1	5	3	4	5	3	5	4
86	4	3	4	5	5	4	4	5	5	3	4	4	5	3	5
87	4	4	4	3	1	1	3	2	5	4	2	2	4	4	5
88	2	2	5	4	3	4	3	4	5	4	5	4	2	3	5
89	3	3	4	4	2	2	4	3	5	3	3	2	5	5	5
90	4	5	4	5	1	1	5	5	5	4	4	5	4	5	5
91	4	5	5	5	1	1	4	1	5	4	3	5	5	5	5
92	4	5	5	4	2	2	5	2	5	1	1	2	1	2	4
93	3	4	5	3	1	2	5	5	5	1	2	1	2	3	5
94	4	4	5	5	2	3	4	4	5	4	4	4	3	4	5
95	4	5	5	3	3	3	4	4	4	4	4	5	4	4	4

Responden	Atribut														
	Brand image	Harga murah	Rasa mi	Variasi Rasa banyak	Bentuk Mi	Ukuran mi	Inf. nilai gizi	Ukuran berat bersih (Gram)	Kualitas kemasan	Warna kemasan	Bentuk kemasan	Layanan konsumen	Bonus Pembelian	Promosi	Mudah didapatkan
96	4	5	5	5	2	2	5	5	5	1	1	5	2	5	5
97	5	5	5	2	2	3	3	5	5	2	2	1	5	4	3
98	3	4	5	4	1	2	3	5	5	4	3	4	4	5	5
99	5	5	5	5	2	3	5	3	5	4	4	5	3	4	4
100	4	5	4	3	1	5	5	3	5	4	2	5	5	5	5
101	5	4	5	4	2	3	4	3	5	4	4	2	4	5	5
102	2	3	4	3	1	2	5	1	4	3	1	2	5	4	5
103	4	4	5	4	1	3	5	1	5	3	2	4	3	4	4
104	3	3	5	5	1	3	2	3	5	2	2	4	4	3	5
105	3	3	4	4	2	2	5	2	5	3	3	2	4	3	5
106	5	3	4	4	3	5	3	3	4	3	5	3	4	3	5
107	1	2	3	4	5	1	3	5	1	2	3	4	5	1	2
108	1	5	5	5	3	1	5	3	5	3	4	5	4	5	5
109	3	2	5	4	1	2	3	4	5	3	3	4	2	3	4
110	3	3	5	4	1	3	3	3	5	3	4	3	3	5	5
111	2	4	5	5	2	4	2	4	3	5	3	4	5	5	5
112	4	3	5	5	2	3	5	5	5	4	4	5	3	4	5
113	2	4	3	3	2	2	3	2	5	3	3	3	5	3	5
114	3	3	4	4	2	3	4	5	5	2	2	2	4	4	5
115	5	4	4	3	3	4	3	3	4	3	3	2	2	3	4
116	4	5	5	3	3	4	4	2	5	4	3	3	5	3	4
117	1	2	5	4	3	3	3	2	3	3	3	3	3	2	5
118	3	4	5	4	1	1	1	4	4	3	3	1	2	4	5
119	4	3	5	3	2	2	2	3	5	4	3	2	2	3	5

Responden	Atribut														
	Brand image	Harga murah	Rasa mi	Variasi Rasa banyak	Bentuk Mi	Ukuran mi	Inf. nilai gizi	Ukuran berat bersih (Gram)	Kualitas kemasan	Warna kemasan	Bentuk kemasan	Layanan konsumen	Bonus Pembelian	Promosi	Mudah didapatkan
120	4	4	5	4	1	1	1	3	5	1	1	2	1	3	4
121	5	4	5	4	2	2	2	3	4	2	2	2	2	4	5
122	2	3	5	3	1	4	3	4	5	3	2	3	3	3	4
123	3	4	5	5	3	5	5	5	5	4	4	5	3	5	5
124	4	2	5	4	3	4	5	4	5	4	4	5	5	5	3
125	2	3	4	4	1	1	3	1	5	1	1	1	3	3	5
126	2	3	4	4	1	2	3	1	5	1	1	1	2	2	4
127	5	4	5	1	1	3	3	4	5	1	1	2	3	3	5
128	5	3	5	1	1	3	3	4	5	1	1	2	3	3	5
129	1	3	5	3	1	5	1	5	4	1	1	1	5	4	5
130	2	1	5	4	1	2	3	1	5	2	2	4	1	5	5
131	2	3	3	2	4	3	3	3	4	3	5	3	2	5	4
132	3	3	4	4	2	3	4	5	5	2	2	2	4	4	5
133	2	3	4	5	3	4	4	3	4	5	3	4	3	4	4
134	3	4	4	3	3	4	4	4	5	3	5	3	4	4	5
135	3	4	3	4	5	3	2	3	4	3	4	3	4	4	5
136	1	5	5	5	3	1	5	3	5	3	4	5	4	5	5
137	1	2	3	4	5	1	3	5	1	2	3	4	5	1	2
138	3	4	4	5	3	3	2	3	2	4	5	3	4	3	5
139	4	3	4	4	2	2	3	2	3	2	2	2	3	5	5
140	4	4	5	3	1	1	3	1	5	4	2	3	1	3	5
141	3	4	5	4	1	2	4	3	5	3	3	4	5	5	5
142	5	4	5	5	2	2	4	3	5	5	4	5	5	5	5
143	5	2	4	2	2	2	3	2	5	3	3	4	1	5	5

Responden	Atribut														Mudah didapatkan
	Brand image	Harga murah	Rasa mi	Variasi Rasa banyak	Bentuk Mi	Ukuran mi	Inf. nilai gizi	Ukuran berat bersih (Gram)	Kualitas kemasan	Warna kemasan	Bentuk kemasan	Layanan konsumen	Bonus Pembelian	Promosi	
144	4	4	5	4	1	1	4	1	3	3	3	3	2	2	5
145	4	4	4	4	2	4	4	4	4	3	3	4	4	4	4
146	4	3	4	4	3	4	3	2	3	3	3	2	3	4	5
147	5	4	5	5	1	3	5	3	5	5	4	5	5	4	5
148	4	4	4	4	5	4	3	4	5	5	5	4	4	3	4
149	5	5	4	3	1	2	4	3	3	1	2	2	2	3	3
150	4	4	5	5	2	3	5	3	5	5	5	4	4	5	5
151	2	2	5	3	3	2	5	4	5	3	4	4	2	3	5
152	4	3	5	5	2	3	5	3	5	4	3	3	3	5	5
153	2	3	2	2	1	2	3	3	3	3	3	4	2	2	4
154	3	3	4	5	1	2	4	4	5	4	4	4	3	4	5
155	4	4	4	4	1	4	4	2	4	4	3	4	5	4	4
156	3	3	4	4	1	1	5	3	5	2	2	3	2	3	4
157	4	5	4	3	2	3	3	2	5	3	4	3	2	4	5
158	5	4	5	3	2	4	3	3	4	3	4	3	2	5	5
159	3	3	4	3	2	3	5	3	5	4	3	3	2	4	5
160	4	4	5	5	2	2	5	4	5	4	5	3	3	5	5
161	3	2	5	4	2	2	5	2	5	4	4	5	4	4	5
162	3	2	5	1	1	1	4	2	5	1	1	1	1	2	5
163	5	1	5	1	1	1	4	1	5	3	3	2	4	4	4
164	4	3	5	4	1	3	4	2	5	5	4	5	4	5	5
165	4	4	5	4	3	3	3	2	3	2	2	2	2	3	4
166	2	4	5	5	2	3	5	3	5	3	3	4	5	5	5
167	3	1	3	1	3	1	4	2	5	4	4	3	2	2	4

Responden	Atribut														Mudah didapatkan
	Brand image	Harga murah	Rasa mi	Variasi Rasa banyak	Bentuk Mi	Ukuran mi	Inf. nilai gizi	Ukuran berat bersih (Gram)	Kualitas kemasan	Warna kemasan	Bentuk kemasan	Layanan konsumen	Bonus Pembelian	Promosi	
168	4	1	4	4	2	2	4	2	3	3	3	4	4	4	5
169	1	5	5	5	1	5	5	5	5	4	1	5	5	5	5
170	5	4	5	5	1	4	3	3	5	5	4	5	3	5	5
171	1	4	5	5	1	2	5	4	5	3	3	4	3	4	4
172	4	4	4	3	2	2	4	4	5	2	3	5	3	3	5
173	4	4	5	5	1	1	5	5	5	5	4	5	5	5	5
174	4	4	5	4	1	2	5	3	5	3	3	5	5	5	5
175	1	2	3	4	5	1	3	5	1	2	3	4	5	1	2
176	1	3	5	4	1	1	3	3	5	3	3	4	3	4	4
177	3	3	4	4	2	2	2	2	4	3	3	4	4	3	4
178	3	3	4	4	2	2	2	2	4	3	3	3	4	4	4
179	1	2	3	4	1	1	3	2	3	3	3	4	3	3	4
180	4	2	3	3	2	2	2	2	3	3	3	3	3	3	4
181	3	3	4	4	3	3	3	3	3	3	3	3	4	4	4
182	5	5	5	5	3	3	3	2	3	3	3	3	4	4	4
183	3	3	3	3	3	3	3	3	3	3	3	3	3	3	5
184	4	4	4	4	1	2	3	3	4	3	4	4	4	4	4
185	4	4	5	5	2	2	2	3	4	3	3	4	3	3	4
186	3	3	4	5	3	3	3	4	3	3	4	4	2	3	4
187	4	3	4	4	3	2	3	2	3	3	3	4	2	4	4
188	1	4	4	5	2	2	2	3	4	3	3	4	2	4	4
189	2	3	4	4	3	2	3	5	4	4	4	4	3	3	4
190	4	5	5	5	4	5	3	4	5	4	4	5	3	4	5
191	4	4	4	3	1	1	5	3	5	4	2	4	4	4	4

Responden	Atribut														
	Brand image	Harga murah	Rasa mi	Variasi Rasa banyak	Bentuk Mi	Ukuran mi	Inf. nilai gizi	Ukuran berat bersih (Gram)	Kualitas kemasan	Warna kemasan	Bentuk kemasan	Layanan konsumen	Bonus Pembelian	Promosi	Mudah didapatkan
192	3	4	5	2	2	2	1	3	5	3	2	2	4	4	4
193	4	5	5	4	3	5	4	4	4	4	4	4	5	4	4
194	5	1	5	2	1	1	4	4	5	4	2	3	2	1	5
195	4	5	5	4	3	5	4	5	4	4	4	4	4	5	4
196	1	3	4	4	2	2	5	4	5	5	4	5	4	4	4
197	3	2	4	4	4	4	5	4	5	3	3	4	5	5	5
198	2	4	5	4	3	2	5	4	2	3	3	3	3	3	3
199	3	4	4	3	2	2	3	3	3	3	3	3	3	4	4
200	2	1	5	5	1	2	3	2	4	4	4	3	4	5	5

Tabel B.3 Rekap Data Kuesioner Bagian III
(Perbandingan antara Merek Produk Mi Instan)

Responden	Atribut Brand Image					
	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
1	5	4	5	4	5	3
2	5	1	5	4	3	4
3	4	2	4	3	3	4
4	5	3	5	4	4	4
5	4	5	4	4	2	2
6	5	3	3	4	3	3
7	5	4	5	5	5	5
8	5	3	4	3	3	2
9	4	4	4	3	3	3
10	5	3	4	3	3	2
11	4	4	4	3	2	4
12	5	3	4	3	2	4
13	5	4	4	4	3	3
14	5	4	4	3	4	3
15	5	3	3	3	3	3
16	5	3	3	3	3	3
17	5	4	4	3	2	1
18	3	4	5	3	3	2
19	4	2	3	3	2	3
20	5	5	5	5	5	5
21	5	5	5	5	5	5
22	5	4	4	4	4	4
23	4	3	3	2	2	2
24	5	4	4	4	3	3
25	5	5	5	3	4	3
26	5	4	4	3	4	2
27	5	4	3	1	3	3
28	5	4	4	2	2	2
29	5	4	4	3	1	1
30	5	4	3	2	2	1
31	5	3	5	5	5	3
32	5	4	5	1	2	1
33	4	3	4	3	2	3
34	4	3	4	3	2	3
35	4	3	3	2	3	2
36	5	4	4	3	3	3
37	4	4	3	3	2	2
38	5	4	4	2	3	2
39	5	4	4	3	4	4
40	5	4	4	2	3	2
41	5	5	5	5	5	5
42	5	4	4	2	2	2

Atribut Brand Image						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
43	5	4	4	3	3	3
44	5	5	5	5	5	5
45	5	4	4	3	2	2
46	4	4	3	4	3	3
47	5	2	3	3	4	2
48	5	4	4	4	2	3
49	5	2	4	5	3	1
50	5	4	5	3	3	3
51	4	4	4	3	3	3
52	4	3	3	2	2	2
53	3	3	4	5	4	3
54	5	3	3	3	3	3
55	3	3	3	2	3	3
56	3	3	3	2	2	2
57	5	4	4	3	2	3
58	5	5	5	5	4	4
59	5	4	4	3	3	3
60	5	4	3	4	3	4
61	5	4	4	3	3	3
62	5	4	4	4	3	3
63	5	4	4	3	2	3
64	5	4	4	3	3	3
65	5	4	4	3	4	4
66	5	5	5	5	5	4
67	5	4	3	2	3	2
68	5	4	4	2	3	2
69	5	4	4	4	4	3
70	3	2	3	3	3	2
71	5	3	4	2	3	3
72	3	2	3	2	2	2
73	5	3	4	2	3	3
74	4	2	4	2	3	2
75	4	2	4	2	3	2
76	4	2	4	2	2	2
77	5	2	5	2	2	2
78	4	4	4	3	4	3
79	4	4	4	3	3	3
80	3	3	3	2	3	3
81	4	3	4	2	3	2
82	5	2	4	1	2	1
83	4	4	4	3	3	3
84	5	4	4	4	3	3
85	5	4	4	4	4	3
86	4	3	4	2	2	2
87	4	4	4	4	4	4

Atribut Brand Image						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
88	5	4	3	3	3	2
89	5	5	5	4	4	4
90	5	5	5	4	4	4
91	5	3	4	4	4	3
92	5	3	3	3	3	3
93	5	3	4	2	2	3
94	5	3	4	4	4	3
95	5	4	5	4	3	3
96	5	4	4	4	4	4
97	5	4	4	3	3	3
98	5	4	5	5	4	4
99	5	3	5	3	2	1
100	5	3	4	2	3	2
101	5	3	5	4	3	3
102	5	3	3	3	2	2
103	5	4	5	3	3	3
104	5	4	4	3	3	1
105	5	3	4	4	3	4
106	3	3	3	3	3	3
107	5	4	3	1	1	2
108	5	2	2	3	4	2
109	5	4	5	5	5	4
110	5	5	5	2	3	3
111	5	5	5	5	5	4
112	4	4	4	3	3	4
113	3	3	3	3	3	3
114	5	4	4	3	3	3
115	2	5	5	5	3	2
116	5	3	3	2	4	2
117	5	4	3	1	1	2
118	5	2	2	3	4	2
119	4	1	1	2	3	2
120	5	2	2	3	4	3
121	5	3	3	4	5	4
122	5	3	3	3	4	3
123	5	4	4	4	3	3
124	4	3	3	3	4	3
125	5	2	3	4	1	3
126	5	2	3	4	1	3
127	5	2	4	5	4	3
128	5	2	4	5	4	3
129	5	4	4	5	4	5
130	5	3	3	3	4	4
131	5	4	4	1	4	3
132	5	4	4	3	3	4

Atribut Brand Image						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
133	5	4	5	5	5	4
134	5	5	5	5	5	5
135	4	3	4	4	4	3
136	5	4	4	3	3	4
137	5	3	4	5	5	4
138	3	2	2	3	3	1
139	5	4	5	3	3	2
140	5	5	5	2	2	2
141	4	3	4	4	3	3
142	5	5	5	3	3	3
143	4	3	4	3	3	2
144	5	4	4	3	4	2
145	5	3	4	3	3	3
146	5	4	3	2	2	2
147	5	2	3	5	3	2
148	4	3	3	2	3	2
149	5	1	2	4	2	2
150	5	5	4	3	3	2
151	4	4	4	3	3	3
152	5	4	4	4	2	3
153	5	3	3	4	3	3
154	5	5	5	4	4	3
155	3	3	3	3	3	3
156	5	4	3	2	2	2
157	5	4	4	3	4	3
158	5	3	4	4	5	3
159	5	4	4	3	3	3
160	5	4	4	3	2	2
161	5	4	4	2	3	3
162	5	2	4	4	4	4
163	5	3	4	2	2	2
164	5	5	5	3	3	3
165	3	3	3	3	3	3
166	5	5	5	5	3	3
167	5	5	1	3	2	2
168	4	3	3	3	2	2
169	5	3	3	3	3	4
170	5	3	3	3	3	3
171	5	5	5	3	3	3
172	5	3	5	3	3	3
173	5	1	3	3	4	4
174	5	4	4	4	2	1
175	5	1	3	3	3	3
176	5	3	4	4	4	3
177	5	5	5	5	5	5

Atribut Brand Image						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
178	4	3	4	4	3	3
179	4	3	4	4	4	3
180	3	3	4	3	4	3
181	4	3	4	3	3	3
182	3	2	3	2	3	2
183	3	3	3	3	3	3
184	4	3	3	4	4	4
185	5	4	3	5	5	4
186	3	3	2	2	2	2
187	4	3	4	4	4	4
188	4	4	4	3	3	3
189	4	4	4	4	4	3
190	5	5	4	3	3	2
191	5	5	5	3	3	3
192	5	3	3	2	2	2
193	5	3	3	4	3	3
194	4	4	4	4	4	4
195	5	3	3	4	3	3
196	4	4	4	4	3	3
197	3	3	3	3	3	3
198	5	2	2	3	4	2
199	5	4	5	5	5	4
200	4	3	4	4	3	3

Atribut Harga Murah						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
1	5	4	5	4	5	4
2	3	5	3	4	4	3
3	3	4	3	3	4	4
4	3	5	3	3	3	3
5	3	3	3	3	2	3
6	2	4	4	3	3	3
7	4	5	5	5	5	4
8	3	3	3	2	3	3
9	4	4	4	3	3	3
10	4	3	3	3	3	3
11	4	4	4	4	4	4
12	4	3	4	2	3	4
13	5	5	5	5	5	5
14	3	4	4	4	4	4
15	3	4	4	4	4	4
16	2	3	3	3	3	3
17	3	4	3	3	3	3
18	4	2	3	3	3	3
19	4	3	3	3	3	3

Atribut Harga Murah						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
20	4	3	3	5	4	4
21	5	5	4	4	4	5
22	4	4	4	4	4	4
23	3	3	3	3	2	3
24	3	3	3	3	3	3
25	4	4	4	4	4	4
26	2	3	3	4	4	3
27	4	3	3	4	3	4
28	4	3	3	3	3	3
29	4	4	4	5	5	5
30	2	2	2	4	4	4
31	5	5	5	5	5	5
32	4	4	4	3	3	3
33	2	3	3	4	4	4
34	2	3	3	4	4	4
35	4	4	3	3	2	1
36	4	4	4	4	4	4
37	4	4	4	3	3	2
38	1	2	2	4	2	2
39	4	4	4	4	4	4
40	1	2	2	3	1	4
41	5	5	5	5	5	5
42	1	3	3	4	4	4
43	4	4	4	4	4	4
44	4	3	5	5	3	3
45	4	3	4	3	3	3
46	3	3	3	5	3	3
47	3	3	3	3	3	3
48	2	4	4	4	3	3
49	2	5	5	5	5	5
50	5	5	5	5	5	5
51	3	3	3	3	3	3
52	3	4	4	2	3	2
53	1	2	2	5	3	3
54	3	3	3	3	3	3
55	3	3	3	2	3	3
56	3	3	3	2	2	2
57	3	3	3	3	3	2
58	3	4	4	3	4	3
59	3	4	4	3	3	3
60	3	4	3	4	3	3
61	3	3	4	4	3	3
62	3	4	4	4	3	3
63	4	5	5	4	4	4
64	4	4	4	5	4	4

Atribut Harga Murah						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
65	5	5	5	5	5	5
66	4	5	5	4	5	5
67	3	4	4	4	4	4
68	3	4	4	5	4	5
69	5	5	5	5	5	5
70	3	3	3	5	3	3
71	4	3	3	3	3	3
72	3	3	3	3	3	3
73	4	3	3	3	3	3
74	4	4	4	4	4	4
75	4	4	4	4	4	4
76	2	4	2	4	4	4
77	2	4	2	4	4	4
78	2	3	4	3	3	3
79	3	3	3	3	3	3
80	5	4	4	4	4	4
81	2	3	3	2	2	2
82	3	3	3	3	3	3
83	3	3	4	3	3	3
84	5	5	5	4	3	4
85	3	3	3	5	4	3
86	3	5	3	3	3	1
87	3	4	4	3	3	4
88	4	4	4	5	5	5
89	3	4	4	5	5	5
90	4	4	4	4	4	4
91	4	4	4	5	4	4
92	4	4	4	4	4	4
93	5	5	5	5	5	5
94	4	5	4	4	4	4
95	3	4	4	4	4	4
96	5	3	5	5	3	3
97	4	4	3	3	3	3
98	3	4	4	4	4	4
99	3	3	3	3	3	3
100	4	4	4	4	4	4
101	4	4	4	4	3	3
102	5	5	5	5	5	5
103	4	4	4	3	3	3
104	2	4	5	5	5	3
105	3	3	3	5	4	4
106	5	5	3	5	2	4
107	5	4	4	4	5	5
108	5	3	4	4	5	5
109	4	4	3	5	4	4

Atribut Harga Murah						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
110	3	3	3	3	3	3
111	5	5	4	3	3	2
112	4	4	4	4	4	4
113	3	3	3	3	3	3
114	3	3	2	3	2	1
115	4	2	4	3	4	4
116	1	2	3	3	4	5
117	4	3	3	2	2	2
118	4	5	5	5	4	3
119	4	5	5	5	3	3
120	3	5	5	4	4	4
121	4	5	5	4	4	4
122	3	4	4	4	4	4
123	4	4	4	4	4	4
124	3	4	4	3	5	4
125	2	3	3	5	3	2
126	2	3	3	5	3	2
127	5	4	4	5	4	4
128	5	4	4	5	4	4
129	5	4	3	4	3	5
130	4	4	3	4	4	3
131	5	5	3	2	4	3
132	5	5	5	4	4	5
133	4	4	4	5	4	4
134	4	4	4	5	4	4
135	3	4	4	5	4	3
136	4	4	3	5	5	4
137	4	5	4	5	5	4
138	2	2	3	3	4	2
139	5	5	5	5	5	5
140	3	4	3	3	3	3
141	3	3	3	4	3	4
142	3	3	3	3	3	3
143	3	2	3	4	3	5
144	3	4	4	3	3	3
145	3	3	3	5	3	3
146	4	4	3	3	2	2
147	5	3	4	5	2	2
148	4	3	4	3	2	3
149	3	2	5	5	2	2
150	3	4	4	5	5	4
151	3	3	3	3	3	3
152	4	4	4	4	4	4
153	4	3	2	2	3	2
154	5	5	5	5	5	5

Atribut Harga Murah						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
155	3	3	3	3	3	3
156	5	4	3	3	3	3
157	3	3	3	4	4	3
158	5	4	4	4	4	4
159	3	4	4	5	5	4
160	4	4	4	4	4	4
161	4	4	4	3	3	3
162	3	3	3	5	4	3
163	4	4	4	4	4	4
164	1	3	3	4	4	4
165	3	3	3	3	3	3
166	3	3	3	3	3	3
167	4	3	2	4	3	1
168	3	3	2	2	2	3
169	1	5	1	5	1	3
170	4	4	4	4	4	4
171	3	3	3	4	4	4
172	4	3	4	3	3	3
173	5	4	4	4	4	4
174	5	5	5	5	5	3
175	5	1	3	3	3	3
176	3	3	3	5	4	3
177	4	4	4	5	4	4
178	4	4	4	4	4	4
179	5	4	5	4	4	4
180	3	4	3	4	4	3
181	3	3	3	4	4	3
182	2	3	2	3	3	3
183	5	5	5	5	5	5
184	3	2	3	2	3	3
185	4	4	4	4	4	4
186	2	2	2	4	3	2
187	3	3	3	3	3	3
188	4	3	4	3	3	3
189	5	4	4	5	4	4
190	5	4	3	4	3	3
191	5	5	5	4	4	4
192	4	4	4	4	4	4
193	3	3	3	3	3	3
194	3	4	4	5	4	5
195	3	3	3	3	3	3
196	3	4	4	4	4	4
197	3	3	3	3	3	3
198	4	4	4	4	4	4
199	5	5	5	5	5	5
200	5	3	4	5	2	2

Atribut Rasa Mi						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
1	5	3	4	3	4	3
2	4	2	4	4	4	4
3	4	3	4	3	3	3
4	5	3	5	4	5	4
5	5	4	4	4	5	5
6	4	3	3	4	3	3
7	5	4	4	5	5	5
8	5	3	4	4	4	4
9	5	5	5	3	3	3
10	5	3	4	3	3	3
11	4	4	4	3	3	3
12	5	3	3	3	4	3
13	5	5	5	5	5	5
14	4	4	4	4	4	4
15	5	3	3	3	3	3
16	5	3	4	3	3	3
17	4	4	4	4	3	3
18	4	3	4	4	4	2
19	4	3	3	3	2	2
20	5	5	4	4	4	4
21	5	4	5	5	5	5
22	4	4	4	4	4	4
23	4	4	4	4	5	4
24	5	4	4	4	3	3
25	5	3	4	4	3	2
26	5	3	4	3	3	2
27	4	3	3	2	3	3
28	4	3	3	2	2	2
29	5	5	5	2	1	1
30	5	4	4	2	1	1
31	5	5	5	5	5	5
32	5	5	5	2	3	2
33	4	3	3	3	2	3
34	4	3	3	3	2	3
35	3	2	3	1	2	1
36	5	4	4	3	3	3
37	4	3	4	4	3	3
38	5	5	5	5	5	5
39	5	4	4	4	4	4
40	5	3	3	2	3	1
41	5	5	5	5	5	5
42	5	3	4	3	3	3
43	4	4	4	4	4	4
44	5	3	5	5	4	3
45	5	3	4	3	2	2

Atribut Rasa Mi						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
46	4	3	3	4	4	3
47	5	3	3	3	5	3
48	4	4	4	4	2	3
49	3	2	2	5	2	2
50	5	5	5	5	5	5
51	4	4	4	4	4	4
52	4	4	4	2	2	2
53	3	2	4	5	4	3
54	4	3	4	3	3	2
55	3	2	3	3	2	2
56	3	4	4	2	2	2
57	5	2	5	5	3	3
58	5	4	4	4	3	4
59	4	3	3	2	3	3
60	5	3	2	4	2	4
61	5	2	2	3	3	4
62	5	4	4	4	3	4
63	5	5	5	4	3	3
64	5	4	4	3	2	2
65	5	4	4	3	4	3
66	5	5	5	3	4	4
67	5	4	3	2	3	2
68	5	3	3	2	3	3
69	5	3	4	4	4	3
70	5	4	4	4	3	3
71	4	3	4	3	3	3
72	4	2	3	3	2	2
73	4	3	4	3	3	3
74	4	2	4	2	3	2
75	4	4	4	2	3	2
76	4	2	4	2	2	2
77	5	2	5	2	3	2
78	4	3	4	3	3	3
79	4	4	4	4	4	4
80	5	4	4	4	4	4
81	4	3	4	2	2	2
82	5	2	3	1	3	1
83	4	3	3	3	3	3
84	5	4	3	4	2	3
85	5	3	4	4	5	3
86	3	4	4	3	4	2
87	4	4	4	3	3	3
88	5	4	3	3	3	3
89	4	3	3	3	3	3
90	4	4	4	4	4	4

Atribut Rasa Mi						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
91	5	3	4	4	5	3
92	5	4	4	3	3	3
93	5	3	4	3	3	3
94	5	3	4	4	3	3
95	4	4	4	4	4	4
96	5	4	4	5	3	4
97	5	4	4	3	3	3
98	5	4	4	5	4	4
99	4	4	4	4	3	3
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101	4	3	4	3	3	2
102	5	3	3	4	3	3
103	5	4	5	3	3	3
104	5	4	4	2	4	1
105	5	3	3	5	3	3
106	5	3	3	3	3	3
107	5	4	4	4	3	3
108	5	3	4	4	3	2
109	5	3	4	4	4	4
110	5	5	5	3	3	3
111	5	3	3	4	4	3
112	5	4	4	4	4	4
113	3	3	3	3	3	3
114	5	4	4	3	3	2
115	2	2	2	3	4	5
116	5	4	4	3	4	3
117	5	4	4	1	2	3
118	5	1	1	3	4	3
119	5	2	2	2	4	2
120	5	2	2	3	4	3
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122	5	2	2	3	4	3
123	4	4	3	4	4	3
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126	4	2	3	4	2	3
127	4	2	3	5	2	2
128	4	2	3	5	2	2
129	5	4	3	5	2	4
130	5	4	4	4	3	5
131	5	4	3	3	3	3
132	5	4	4	5	4	3
133	4	3	4	4	4	4
134	4	3	4	3	4	3
135	3	3	4	4	4	3

Atribut Rasa Mi						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
136	5	5	4	4	4	3
137	5	5	3	4	4	3
138	3	2	4	4	4	1
139	5	5	5	3	3	3
140	5	5	5	3	3	3
141	3	3	3	4	3	2
142	5	5	5	3	2	2
143	4	2	3	4	3	2
144	5	4	4	4	3	3
145	5	4	5	3	4	4
146	4	3	3	2	2	3
147	5	3	3	4	3	2
148	4	3	3	3	2	2
149	5	1	3	5	3	3
150	5	4	4	5	4	3
151	5	4	4	3	3	3
152	5	4	4	4	2	2
153	3	4	4	4	4	4
154	5	4	4	3	3	2
155	5	5	3	3	3	3
156	5	5	3	3	3	3
157	5	3	4	4	5	3
158	4	3	4	4	5	3
159	4	3	4	3	3	3
160	5	4	4	3	3	3
161	4	3	3	3	3	3
162	5	3	4	4	4	3
163	4	4	4	3	3	3
164	5	5	5	4	4	3
165	4	4	4	4	4	4
166	4	3	3	4	2	2
167	5	5	1	4	1	2
168	2	3	3	3	3	3
169	5	3	3	3	3	4
170	3	3	3	3	3	3
171	5	5	5	4	4	3
172	4	3	4	3	3	3
173	5	4	4	4	4	4
174	5	3	4	5	3	3
175	5	1	3	3	3	3
176	5	4	4	1	2	3
177	5	1	1	3	4	3
178	5	4	5	5	5	5
179	4	4	4	4	4	4
180	5	4	4	4	3	4

Atribut Rasa Mi						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
181	3	2	4	5	4	3
182	5	4	4	1	2	3
183	5	1	1	3	4	3
184	3	2	4	5	4	3
185	5	5	4	4	4	4
186	5	4	5	5	5	5
187	4	4	4	4	4	4
188	5	2	2	3	3	4
189	5	4	4	4	3	4
190	5	4	4	4	3	2
191	5	5	5	5	4	4
192	4	3	3	5	3	3
193	5	3	3	5	4	3
194	5	3	3	3	3	3
195	5	3	5	3	5	4
196	4	4	3	4	3	3
197	5	4	4	4	4	3
198	5	5	4	4	4	3
199	5	5	3	4	4	3
200	3	2	4	4	4	1

Atribut Variasi Rasa Banyak						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
1	5	4	4	3	4	3
2	4	3	4	4	4	4
3	4	4	4	4	4	4
4	4	3	4	4	4	4
5	4	4	4	4	4	4
6	5	3	3	3	3	3
7	4	3	3	5	3	4
8	5	3	4	3	4	3
9	4	4	4	3	3	3
10	5	3	3	3	3	3
11	4	4	4	2	2	2
12	5	4	4	3	4	3
13	4	4	4	4	4	4
14	3	3	3	3	3	3
15	5	3	3	3	3	3
16	5	5	5	5	3	3
17	5	3	3	3	3	3
18	3	3	3	3	3	3
19	4	4	4	3	3	3
20	5	3	4	2	4	4
21	5	5	4	4	5	5
22	4	4	4	4	4	4

Atribut Variasi Rasa Banyak						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
23	5	3	3	3	3	3
24	5	3	3	3	3	3
25	5	4	4	4	3	3
26	4	2	3	2	3	3
27	4	3	2	2	3	4
28	4	2	2	2	2	2
29	5	3	4	1	1	1
30	5	5	5	3	3	1
31	5	4	5	4	5	4
32	5	5	5	2	2	1
33	4	3	4	3	2	3
34	4	3	4	3	2	3
35	5	4	3	3	2	1
36	5	4	4	3	3	3
37	4	4	4	4	2	2
38	5	3	4	4	4	3
39	5	4	4	4	4	4
40	5	5	5	2	3	2
41	5	3	4	3	4	3
42	5	4	3	3	3	3
43	5	5	5	5	5	3
44	5	4	5	4	4	4
45	5	4	4	3	3	2
46	5	4	5	3	4	3
47	5	3	3	3	4	2
48	4	4	3	3	3	3
49	4	5	5	5	5	5
50	5	5	5	5	5	5
51	4	4	4	4	4	4
52	4	3	3	2	2	2
53	4	3	4	5	4	3
54	4	2	4	2	2	2
55	4	3	3	2	3	4
56	4	4	4	2	2	3
57	5	5	5	5	5	5
58	4	4	4	1	2	2
59	4	3	3	2	3	3
60	4	2	2	1	2	3
61	4	3	2	2	3	3
62	5	3	3	2	3	3
63	5	4	4	4	3	3
64	5	4	4	3	2	2
65	5	5	5	5	5	5
66	5	5	5	3	5	3
67	5	4	4	3	3	3

Atribut Variasi Rasa Banyak						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
68	5	4	4	4	4	4
69	5	3	4	3	4	3
70	3	2	3	2	3	3
71	5	3	4	3	4	4
72	4	3	3	3	3	3
73	5	3	4	3	3	3
74	4	3	4	3	3	2
75	4	4	4	3	3	2
76	4	2	4	2	2	2
77	5	4	5	3	3	3
78	4	3	3	3	3	3
79	4	4	4	4	4	4
80	5	3	4	3	3	4
81	4	3	2	2	2	2
82	5	2	4	1	2	2
83	3	3	3	3	3	3
84	3	3	4	3	4	4
85	5	3	4	3	4	3
86	4	3	4	2	3	3
87	4	3	4	3	3	3
88	4	4	4	3	3	3
89	4	4	4	4	4	4
90	5	4	4	4	4	4
91	5	3	4	3	4	3
92	5	5	5	5	5	5
93	4	4	4	4	4	4
94	5	4	5	3	3	3
95	5	5	4	5	4	4
96	5	4	4	3	3	3
97	5	5	5	3	3	3
98	5	5	5	4	5	5
99	5	4	5	2	2	2
100	5	2	4	1	1	1
101	4	3	4	3	2	2
102	5	4	4	4	4	4
103	4	4	4	4	3	3
104	5	4	4	1	5	1
105	3	3	3	2	2	1
106	4	4	4	4	3	3
107	5	5	4	3	3	3
108	5	3	3	3	3	1
109	5	3	4	3	4	3
110	5	5	5	3	3	3
111	5	4	5	4	2	4
112	5	4	5	4	4	5

Atribut Variasi Rasa Banyak						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
113	3	3	3	3	3	3
114	5	5	5	3	3	2
115	3	4	3	5	5	5
116	5	5	4	3	5	3
117	4	4	4	3	3	3
118	5	2	2	2	4	3
119	5	1	2	1	4	3
120	5	4	4	3	4	3
121	5	4	4	4	5	4
122	5	3	3	3	4	4
123	5	5	5	4	3	2
124	4	3	3	4	4	4
125	5	3	3	2	2	3
126	5	3	3	2	2	3
127	5	2	3	4	3	2
128	5	2	3	4	3	2
129	5	1	1	2	1	3
130	5	3	4	4	3	5
131	5	5	3	3	3	2
132	5	5	5	5	5	5
133	3	3	4	3	4	3
134	4	3	4	3	4	3
135	4	3	4	3	4	3
136	4	5	5	5	4	3
137	4	5	5	3	3	3
138	4	2	3	3	4	1
139	5	5	5	4	4	3
140	3	3	3	3	3	3
141	4	2	2	3	3	2
142	5	3	5	3	2	2
143	3	3	3	3	2	3
144	4	3	4	4	1	1
145	5	4	5	3	3	3
146	5	5	4	3	3	3
147	5	3	3	3	3	1
148	4	4	3	4	3	4
149	5	2	2	3	2	2
150	5	5	4	4	3	3
151	5	4	4	3	3	3
152	4	4	4	3	3	3
153	5	4	2	3	4	3
154	5	3	3	3	3	3
155	5	5	3	3	3	3
156	5	5	1	3	3	3
157	5	2	3	3	5	2

Atribut Variasi Rasa Banyak						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
158	5	3	4	3	5	3
159	5	3	4	2	3	4
160	5	4	4	2	2	2
161	4	4	3	3	3	3
162	5	3	4	3	4	3
163	5	5	5	3	3	3
164	5	4	4	3	3	3
165	4	3	3	2	2	2
166	5	3	4	4	2	2
167	3	2	2	4	3	1
168	4	4	2	3	3	3
169	5	3	3	3	3	3
170	3	3	3	3	3	3
171	5	5	5	2	3	2
172	5	5	5	5	5	5
173	5	4	4	4	4	4
174	5	5	5	5	5	5
175	5	1	3	3	3	3
176	5	4	4	3	3	2
177	5	3	4	3	4	3
178	4	4	4	3	3	3
179	5	5	5	5	4	5
180	5	5	5	5	5	3
181	5	4	5	4	4	4
182	5	5	4	5	4	4
183	5	5	4	5	4	4
184	5	3	4	3	3	3
185	4	3	4	3	3	2
186	4	4	4	3	3	2
187	5	4	5	4	4	5
188	5	5	5	5	5	3
189	5	4	5	4	4	4
190	5	4	3	4	3	2
191	5	5	5	5	4	4
192	5	2	2	1	3	3
193	4	3	3	3	3	3
194	5	5	5	5	5	5
195	4	4	4	4	3	4
196	5	3	3	3	3	3
197	5	3	4	3	3	3
198	4	3	3	3	3	3
199	5	3	4	3	3	3
200	5	5	1	3	3	3

Atribut Bentuk Mi Bulat						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
1	5	5	5	5	5	5
2	3	4	3	4	3	4
3	3	3	3	3	3	3
4	3	3	3	4	4	4
5	4	4	4	4	4	4
6	4	4	4	4	4	4
7	3	5	4	5	3	5
8	5	5	5	5	5	5
9	5	5	5	5	5	5
10	4	4	4	4	4	4
11	1	1	1	1	1	1
12	5	4	3	3	3	3
13	4	3	3	3	3	3
14	2	3	2	3	3	3
15	2	2	2	2	2	2
16	2	2	2	2	2	2
17	4	4	4	4	4	4
18	3	4	4	4	3	3
19	3	3	3	3	3	3
20	5	5	4	4	4	4
21	5	4	4	4	4	5
22	3	3	3	3	3	3
23	4	4	4	4	4	4
24	3	3	3	3	3	3
25	5	5	5	5	5	5
26	4	4	4	3	4	3
27	3	2	2	1	3	3
28	3	2	2	1	1	1
29	3	3	3	3	3	3
30	4	4	4	4	4	4
31	5	5	5	5	5	5
32	4	4	4	4	4	4
33	3	3	3	3	3	3
34	3	3	3	3	3	3
35	3	2	3	2	1	2
36	3	3	3	3	3	3
37	4	4	4	2	3	2
38	5	5	5	5	5	5
39	1	1	1	1	1	1
40	5	5	5	5	5	5
41	5	5	5	5	5	5
42	2	2	3	3	3	3
43	3	3	3	3	3	3
44	4	4	5	4	4	4
45	4	4	4	3	3	3

Atribut Bentuk Mi Bulat						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
46	2	2	2	2	2	2
47	3	3	3	3	3	3
48	3	3	3	3	3	3
49	1	1	1	1	1	1
50	4	4	4	4	4	4
51	3	3	3	3	4	3
52	2	2	2	2	2	2
53	4	4	4	1	4	3
54	4	4	4	4	4	4
55	3	3	2	3	2	3
56	3	3	3	2	2	2
57	5	5	5	5	5	5
58	3	3	3	1	3	3
59	3	3	3	1	3	3
60	3	2	2	1	2	2
61	3	2	2	1	2	2
62	3	2	2	1	3	3
63	3	3	3	3	3	3
64	4	4	4	3	3	3
65	5	4	4	3	4	4
66	5	3	5	5	5	4
67	5	4	4	3	3	2
68	5	4	4	3	4	3
69	4	4	4	4	4	4
70	5	5	5	5	4	5
71	5	4	5	3	4	4
72	2	2	2	2	2	2
73	5	4	5	3	3	3
74	4	2	4	2	3	2
75	3	4	4	2	3	2
76	2	2	2	2	2	2
77	5	2	4	2	3	2
78	3	4	3	3	3	3
79	3	3	3	3	3	3
80	2	3	3	3	3	3
81	3	3	3	3	3	3
82	1	1	1	1	1	1
83	3	3	3	3	3	3
84	4	4	4	4	3	3
85	5	5	5	5	5	5
86	4	3	3	3	3	3
87	3	3	4	3	4	3
88	4	4	4	4	4	4
89	2	2	2	2	2	2
90	4	4	4	4	4	4

Atribut Bentuk Mi Bulat						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
91	5	5	5	5	5	5
92	3	3	3	3	3	3
93	1	1	1	1	1	1
94	2	2	2	2	2	2
95	4	4	4	4	4	4
96	5	5	4	4	4	4
97	5	5	5	5	5	5
98	3	3	3	3	3	3
99	3	3	3	3	3	3
100	2	2	2	2	2	2
101	2	4	4	3	4	2
102	4	4	4	4	4	4
103	1	1	1	1	1	1
104	4	5	5	5	5	3
105	3	3	3	3	3	3
106	3	3	3	3	2	3
107	5	5	5	5	5	5
108	4	4	4	3	3	3
109	5	5	5	5	5	5
110	3	3	3	3	3	3
111	4	4	5	5	5	4
112	4	4	4	4	4	4
113	3	3	3	3	3	3
114	1	1	1	1	1	1
115	4	4	2	3	2	2
116	5	5	5	5	5	5
117	3	3	3	3	3	3
118	4	3	3	4	4	3
119	5	2	2	2	3	3
120	4	3	3	4	4	3
121	4	3	3	4	4	3
122	5	4	4	4	5	4
123	2	2	2	2	2	4
124	4	3	3	4	4	4
125	2	2	2	2	2	2
126	2	2	2	2	2	2
127	1	2	1	1	2	2
128	1	2	1	1	2	2
129	1	1	1	1	1	1
130	3	4	4	5	4	3
131	5	4	4	2	3	3
132	3	2	2	2	2	2
133	4	4	4	4	4	4
134	4	4	4	4	4	4
135	3	4	4	4	4	4

Atribut Bentuk Mi Bulat						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
136	3	3	3	2	2	2
137	5	5	4	4	5	5
138	4	2	3	3	4	1
139	3	3	3	3	3	3
140	5	5	5	5	5	5
141	3	3	3	3	4	3
142	3	3	3	3	3	3
143	2	1	1	2	1	2
144	2	1	1	2	1	1
145	4	4	4	4	4	4
146	2	3	3	3	3	3
147	3	3	3	3	3	3
148	3	3	3	2	4	4
149	1	1	1	1	1	1
150	3	3	3	3	3	3
151	4	4	4	4	4	4
152	3	3	3	3	3	3
153	3	3	4	2	3	2
154	1	2	2	3	2	3
155	1	1	1	1	1	1
156	5	1	5	1	1	5
157	3	3	3	3	3	3
158	4	4	4	4	4	4
159	4	3	3	2	3	3
160	5	5	5	5	5	5
161	3	3	3	3	3	3
162	5	3	5	5	5	5
163	4	4	4	4	4	4
164	4	4	4	4	4	4
165	2	2	2	2	2	2
166	3	3	3	3	3	3
167	4	4	1	3	1	2
168	3	3	3	3	3	3
169	1	1	1	1	1	1
170	3	3	3	3	3	3
171	4	4	4	4	4	4
172	4	4	4	4	4	4
173	4	4	4	4	4	4
174	4	4	4	4	4	4
175	5	1	3	3	3	3
176	3	3	3	3	3	3
177	5	5	4	4	4	4
178	5	2	4	2	3	2
179	3	4	3	3	3	3
180	4	4	4	4	4	4

Atribut Bentuk Mi Bulat						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
181	5	2	4	2	3	2
182	3	4	3	3	3	3
183	5	4	4	4	4	5
184	3	2	2	1	1	1
185	3	3	3	3	3	3
186	4	4	4	4	4	4
187	3	3	3	3	3	3
188	2	2	2	2	2	2
189	3	3	3	3	3	3
190	5	3	3	4	3	3
191	3	3	3	3	3	3
192	4	4	4	4	4	4
193	2	2	2	2	2	2
194	4	4	4	4	4	4
195	2	2	3	5	4	5
196	4	3	3	1	3	4
197	3	3	3	3	3	3
198	5	4	4	3	3	2
199	5	4	4	3	4	3
200	3	3	3	3	3	3

Atribut Ukuran Mi Besar						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
1	5	5	5	5	5	5
2	3	3	3	4	4	4
3	4	3	3	3	4	4
4	3	3	3	3	4	3
5	5	5	4	4	4	5
6	3	3	3	3	3	3
7	5	3	3	4	4	4
8	5	5	5	5	5	5
9	2	2	2	2	2	2
10	3	3	3	3	3	3
11	4	4	4	3	3	3
12	5	4	4	4	2	3
13	4	3	3	3	3	3
14	2	3	2	3	4	3
15	3	3	3	3	3	3
16	4	4	4	4	4	4
17	3	3	3	3	3	3
18	4	3	3	3	3	2
19	4	4	4	4	4	4
20	5	5	4	4	4	4
21	5	5	4	4	4	5
22	3	3	3	3	3	3

Atribut Ukuran Mi Besar						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
23	3	3	3	3	3	3
24	1	1	1	1	1	1
25	5	5	5	5	5	5
26	4	4	4	3	4	3
27	4	2	2	2	4	3
28	4	2	2	2	2	2
29	3	3	3	3	3	3
30	3	3	3	3	3	3
31	4	4	4	4	4	4
32	4	5	4	5	5	5
33	3	3	3	3	3	3
34	3	3	3	3	3	3
35	5	4	2	3	2	3
36	3	3	3	3	3	3
37	3	3	4	3	2	3
38	5	5	5	5	5	5
39	4	4	4	4	5	4
40	2	2	2	2	5	2
41	5	5	5	5	5	5
42	3	4	3	3	3	3
43	4	4	4	4	4	4
44	4	4	4	4	4	4
45	4	4	4	3	3	3
46	3	3	3	3	3	3
47	4	3	3	3	4	3
48	3	3	3	3	3	3
49	3	3	3	5	3	5
50	5	4	4	4	4	4
51	4	4	4	4	4	3
52	3	3	3	2	2	4
53	4	4	4	5	4	3
54	4	4	4	4	4	4
55	3	3	4	3	3	4
56	3	3	3	3	2	3
57	5	5	4	4	4	5
58	3	3	3	1	3	3
59	4	3	3	2	3	3
60	4	3	3	4	2	3
61	4	3	3	2	3	3
62	4	3	3	1	3	3
63	3	3	3	3	3	3
64	4	4	4	3	3	3
65	4	4	4	4	5	4
66	4	4	4	4	4	4
67	4	4	4	4	4	4

Atribut Ukuran Mi Besar						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
68	5	4	3	3	4	4
69	4	4	4	4	4	4
70	5	5	5	5	5	5
71	4	3	4	3	5	4
72	3	3	3	3	3	3
73	4	3	4	3	4	3
74	3	3	3	3	3	3
75	4	4	4	3	3	5
76	3	3	3	3	3	3
77	3	3	5	3	3	2
78	3	3	3	3	4	4
79	3	3	3	3	3	3
80	4	4	4	4	4	4
81	3	3	3	3	4	3
82	2	2	2	1	3	1
83	3	3	3	3	3	3
84	4	4	4	4	5	4
85	5	5	5	5	5	5
86	5	4	3	2	4	4
87	2	4	3	3	3	3
88	3	4	3	4	4	4
89	3	3	3	3	3	3
90	4	4	4	4	4	4
91	5	5	5	5	5	5
92	4	4	4	4	4	4
93	3	3	3	3	3	3
94	4	4	4	4	5	3
95	4	4	4	4	4	4
96	3	3	3	3	3	3
97	5	5	5	5	5	5
98	4	4	4	4	4	4
99	3	3	3	3	3	3
100	4	4	4	4	4	4
101	4	4	4	4	3	3
102	5	5	4	4	4	4
103	3	3	3	4	3	3
104	2	2	2	3	4	2
105	3	3	3	3	3	3
106	5	5	5	4	2	3
107	5	5	4	2	3	2
108	5	3	3	3	3	3
109	5	5	5	5	5	5
110	4	4	4	3	3	3
111	4	2	4	3	5	3
112	4	4	4	4	4	4

Atribut Ukuran Mi Besar						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
113	3	3	3	3	3	3
114	3	2	2	3	2	2
115	4	5	5	4	4	3
116	5	5	5	5	5	5
117	3	3	3	2	2	5
118	4	2	2	2	5	3
119	4	3	3	3	4	3
120	4	3	3	4	4	3
121	4	4	4	4	4	4
122	3	3	3	3	5	3
123	5	4	5	5	4	2
124	4	4	4	3	4	3
125	2	2	2	2	2	2
126	2	2	2	2	2	2
127	5	5	5	5	5	5
128	5	5	5	5	5	5
129	4	4	4	4	4	4
130	4	4	3	4	3	5
131	5	5	3	4	3	3
132	4	5	5	4	4	4
133	4	4	4	4	4	4
134	4	4	4	4	4	4
135	4	4	4	4	4	4
136	5	3	3	3	4	3
137	3	5	3	3	3	3
138	4	2	4	3	3	1
139	4	4	4	4	4	4
140	2	2	2	2	2	2
141	4	3	3	3	4	3
142	3	3	3	3	4	3
143	1	2	2	2	1	2
144	1	1	1	2	3	3
145	4	4	4	4	4	4
146	3	3	3	2	5	3
147	5	3	3	3	4	3
148	3	5	3	3	3	3
149	3	3	3	3	3	3
150	2	3	3	3	3	3
151	4	4	4	4	4	4
152	4	4	4	4	4	4
153	3	2	2	3	2	3
154	4	4	4	4	4	4
155	5	5	5	5	5	5
156	5	5	5	5	5	5
157	4	2	3	3	5	3

Atribut Ukuran Mi Besar						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
158	5	4	4	4	5	3
159	3	3	3	2	5	3
160	4	4	4	4	4	4
161	3	3	3	3	3	3
162	5	3	5	5	5	5
163	2	2	2	2	2	2
164	4	4	4	3	3	3
165	3	3	3	3	3	3
166	3	3	3	3	3	3
167	1	1	2	4	3	1
168	3	3	3	3	3	3
169	3	3	3	3	3	4
170	3	3	3	3	3	3
171	3	3	3	3	3	3
172	4	3	4	3	3	3
173	4	4	4	4	5	4
174	4	4	4	4	4	4
175	5	1	3	3	3	3
176	2	2	2	2	2	2
177	4	3	3	3	4	3
178	5	5	5	5	5	5
179	5	4	3	2	4	4
180	2	2	2	2	5	2
181	4	4	4	4	5	4
182	4	4	4	4	5	4
183	5	5	5	5	5	5
184	5	4	3	2	4	4
185	2	2	2	2	2	2
186	4	3	3	3	4	3
187	4	4	4	4	5	4
188	2	2	2	2	2	2
189	4	3	3	3	4	3
190	5	5	5	5	5	5
191	1	1	1	1	1	1
192	4	4	4	4	4	4
193	4	4	4	4	4	4
194	4	3	3	3	3	3
195	4	5	5	3	5	5
196	4	3	3	4	4	4
197	4	3	3	3	3	3
198	4	4	4	3	4	3
199	4	2	2	2	4	3
200	4	4	4	4	4	4

Atribut Ukuran Berat Bersih (gram) Besar						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
1	5	5	5	5	5	5
2	4	3	4	4	5	4
3	4	3	4	4	4	4
4	4	3	4	4	5	4
5	5	5	5	5	5	5
6	3	3	3	3	3	3
7	4	4	5	3	3	4
8	4	4	4	4	4	4
9	4	4	4	4	4	4
10	3	3	3	3	3	3
11	5	5	5	3	3	3
12	4	4	3	3	3	4
13	4	4	3	3	3	3
14	4	4	4	4	4	4
15	5	4	4	4	4	4
16	4	4	4	4	4	4
17	4	4	4	4	4	4
18	3	4	3	3	3	3
19	4	4	3	3	3	3
20	3	3	3	3	4	3
21	5	5	5	5	5	5
22	4	4	4	4	4	4
23	4	4	4	4	4	4
24	4	4	4	4	4	4
25	4	4	4	4	5	4
26	3	3	3	4	4	2
27	4	2	3	2	4	3
28	4	3	3	3	3	3
29	4	4	4	4	4	4
30	5	5	5	5	5	5
31	5	5	5	5	5	5
32	4	4	4	4	5	5
33	4	4	4	3	4	4
34	4	4	4	3	4	4
35	5	4	3	2	1	2
36	4	4	4	4	4	4
37	3	3	3	3	3	3
38	5	5	5	5	5	5
39	5	5	5	5	5	5
40	2	2	2	1	5	1
41	5	5	5	5	5	5
42	4	4	3	3	3	3
43	4	3	3	3	4	3
44	5	5	5	5	5	5
45	3	3	3	4	3	2

Atribut Ukuran Berat Bersih (gram) Besar						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
46	3	3	3	3	4	3
47	5	5	5	5	5	5
48	3	3	3	3	3	3
49	5	5	5	5	5	5
50	5	4	4	5	5	5
51	4	4	4	4	4	4
52	4	4	4	4	4	4
53	4	4	4	5	5	3
54	4	4	4	4	4	4
55	2	4	3	3	3	4
56	3	2	2	2	4	2
57	5	5	5	5	5	5
58	4	4	4	4	4	4
59	4	4	4	3	3	3
60	4	3	3	4	2	3
61	4	4	4	4	4	4
62	4	4	4	4	4	4
63	4	3	3	3	3	3
64	5	4	4	3	3	3
65	4	4	4	4	3	4
66	4	4	4	4	4	4
67	4	4	4	4	5	4
68	5	4	4	3	5	4
69	5	5	5	5	5	5
70	5	5	5	5	5	5
71	4	4	4	4	4	4
72	3	3	3	3	3	3
73	4	4	4	4	4	4
74	4	4	4	4	4	4
75	4	4	4	4	4	4
76	4	4	3	3	3	3
77	5	4	4	4	4	5
78	3	3	3	3	3	3
79	3	3	3	3	3	2
80	4	3	3	3	3	3
81	3	3	3	3	4	3
82	3	3	3	3	3	2
83	3	3	3	3	3	3
84	5	4	3	4	4	4
85	5	5	5	5	5	5
86	3	4	3	4	3	2
87	4	4	3	2	3	2
88	5	5	4	4	5	4
89	3	3	3	4	4	4
90	5	5	5	5	5	5

Atribut Ukuran Berat Bersih (gram) Besar						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
91	5	5	5	5	5	5
92	4	4	4	4	4	4
93	5	5	5	5	5	5
94	4	4	4	3	3	3
95	4	4	4	4	5	4
96	4	4	4	3	3	3
97	5	5	5	4	4	4
98	4	4	4	4	4	4
99	3	3	3	3	3	3
100	4	4	4	4	4	4
101	4	4	3	4	4	3
102	5	4	4	4	4	4
103	4	4	4	4	4	4
104	5	5	5	5	5	5
105	4	4	4	4	4	4
106	3	3	4	3	4	3
107	4	5	4	5	5	5
108	5	5	3	5	5	3
109	4	4	4	4	5	4
110	5	5	5	5	5	5
111	4	4	5	3	2	3
112	5	5	5	5	5	5
113	3	3	3	3	3	3
114	5	5	5	5	5	5
115	5	4	5	4	4	2
116	5	5	5	5	5	5
117	4	4	4	3	3	5
118	4	2	2	2	5	3
119	4	1	1	2	5	3
120	4	2	3	4	5	3
121	4	2	2	3	5	4
122	3	3	3	3	5	3
123	5	5	5	5	5	5
124	4	5	3	3	5	4
125	3	3	3	3	2	3
126	3	3	3	3	2	3
127	5	4	4	5	4	4
128	5	4	4	5	4	4
129	5	5	5	5	5	5
130	4	5	3	5	5	4
131	5	5	3	3	4	3
132	5	3	3	3	3	5
133	3	3	3	3	5	3
134	4	4	4	4	5	4
135	4	4	4	4	5	4

Atribut Ukuran Berat Bersih (gram) Besar						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
136	3	3	3	3	5	3
137	4	4	4	5	3	3
138	4	2	4	3	2	1
139	3	3	3	3	3	3
140	3	3	3	3	3	3
141	4	4	3	3	3	3
142	5	5	5	5	5	5
143	3	2	3	3	2	2
144	2	1	2	2	3	3
145	4	4	4	4	4	4
146	4	3	2	3	4	3
147	4	4	3	4	3	4
148	4	3	3	4	2	2
149	4	4	4	4	4	4
150	5	5	5	5	5	5
151	4	4	4	4	4	4
152	4	4	4	4	4	4
153	3	3	3	2	3	3
154	4	4	4	4	4	4
155	4	4	4	2	2	2
156	5	4	3	2	2	2
157	4	4	4	4	4	4
158	3	3	3	3	3	3
159	5	3	4	2	5	5
160	4	4	4	4	4	4
161	3	3	3	3	3	3
162	5	5	4	4	5	4
163	3	3	3	3	3	3
164	4	4	4	4	4	4
165	4	4	4	3	3	3
166	3	3	3	3	3	3
167	4	1	2	4	3	1
168	3	3	3	3	3	3
169	5	5	5	5	5	5
170	5	5	5	5	5	5
171	4	4	4	4	4	4
172	4	4	4	4	4	4
173	5	5	5	5	5	5
174	5	5	5	5	5	5
175	5	1	3	3	3	3
176	3	3	3	3	3	3
177	3	3	3	3	4	3
178	3	4	4	3	4	3
179	4	3	4	3	3	3
180	3	3	3	3	5	3

Atribut Ukuran Berat Bersih (gram) Besar						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
181	4	4	4	3	3	3
182	5	5	5	5	5	5
183	3	5	3	3	5	3
184	4	3	4	3	4	3
185	3	4	3	4	5	4
186	4	3	4	3	5	4
187	5	5	5	5	5	5
188	4	3	3	3	4	3
189	3	3	3	3	3	3
190	4	4	4	4	4	4
191	4	4	4	4	4	4
192	3	3	3	4	5	3
193	4	4	4	4	4	4
194	3	3	3	3	3	3
195	4	3	4	4	3	4
196	4	3	3	4	4	4
197	5	4	4	4	3	3
198	5	4	4	3	3	3
199	4	4	4	4	3	4
200	4	4	4	4	4	4

Atribut Kualitas Kemasan						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
1	5	5	5	5	5	5
2	5	4	5	5	5	5
3	4	4	4	4	4	4
4	5	5	5	5	5	5
5	4	4	4	4	4	4
6	4	3	3	3	3	3
7	3	3	5	4	4	4
8	5	5	5	5	5	5
9	4	4	4	4	4	4
10	4	3	3	3	3	3
11	5	5	4	3	3	3
12	5	4	3	4	2	4
13	5	5	5	5	5	5
14	4	4	4	4	4	4
15	5	5	5	5	5	5
16	5	5	5	5	5	5
17	4	3	3	4	4	3
18	5	3	4	3	4	3
19	3	3	3	3	3	3
20	5	5	5	5	5	5
21	4	4	4	5	5	5
22	3	3	3	5	3	3

Atribut Kualitas Kemasan						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
23	4	4	4	4	4	4
24	4	4	4	4	4	4
25	5	5	5	5	5	5
26	4	4	4	4	4	4
27	4	4	3	3	3	3
28	5	3	3	3	3	3
29	5	5	4	4	4	4
30	4	4	4	4	4	4
31	5	5	5	5	5	5
32	5	5	5	4	4	4
33	4	3	3	3	2	3
34	4	3	3	3	2	3
35	5	4	3	2	1	4
36	4	4	4	4	4	4
37	3	3	3	3	2	2
38	5	5	5	5	5	5
39	3	3	3	3	3	3
40	5	4	4	2	4	2
41	5	5	5	5	5	5
42	4	4	3	3	3	3
43	4	3	4	3	4	3
44	5	5	5	5	5	5
45	4	5	4	4	3	2
46	4	4	4	4	4	4
47	5	4	4	4	4	4
48	3	3	3	3	3	3
49	5	5	5	5	5	5
50	5	5	5	5	5	5
51	4	4	4	4	4	4
52	5	2	2	3	3	5
53	5	5	4	5	5	3
54	4	4	4	4	4	4
55	3	5	4	3	4	3
56	3	3	3	2	3	3
57	4	4	4	4	4	4
58	5	5	5	3	3	3
59	5	5	5	4	4	5
60	5	3	4	4	3	4
61	4	3	3	3	3	3
62	4	4	4	4	4	4
63	5	5	5	5	5	5
64	5	5	5	5	5	5
65	5	4	4	3	4	4
66	5	4	4	5	4	4
67	5	5	5	3	5	3

Atribut Kualitas Kemasan						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
68	5	4	4	3	4	3
69	5	5	5	5	5	5
70	5	5	5	5	5	5
71	4	3	4	4	5	5
72	5	5	5	5	5	5
73	4	3	4	3	3	3
74	4	2	3	3	3	3
75	4	4	4	3	3	3
76	4	4	4	4	4	4
77	5	5	5	5	5	5
78	4	4	4	4	4	4
79	3	3	3	3	3	3
80	4	5	5	5	5	5
81	3	3	3	3	3	3
82	3	3	3	3	3	3
83	3	3	3	3	3	3
84	5	5	4	5	5	5
85	5	5	5	5	5	5
86	4	4	4	2	3	3
87	5	4	3	4	4	4
88	5	5	5	5	5	5
89	4	4	4	4	4	4
90	5	5	5	5	5	5
91	5	5	5	5	5	5
92	5	5	5	5	5	5
93	5	5	5	5	5	5
94	5	4	5	4	4	4
95	4	4	4	4	4	4
96	4	3	4	3	3	4
97	5	5	5	5	5	5
98	5	5	5	5	5	5
99	3	3	3	3	3	3
100	3	3	3	3	3	3
101	5	4	4	4	3	4
102	5	4	4	4	4	4
103	5	5	5	4	4	4
104	5	5	5	5	5	5
105	3	3	3	3	3	3
106	4	3	4	4	4	3
107	4	4	4	4	4	4
108	5	4	4	4	4	4
109	5	5	5	5	5	5
110	5	5	5	5	5	5
111	5	3	3	3	4	3
112	4	4	4	4	4	4

Atribut Kualitas Kemasan						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
113	3	3	3	3	3	3
114	4	4	4	4	4	4
115	3	2	3	2	2	2
116	2	2	2	2	2	2
117	4	4	4	4	4	4
118	5	5	5	5	5	5
119	5	4	4	4	5	4
120	5	4	4	5	5	5
121	5	4	4	5	5	5
122	5	5	5	5	5	5
123	5	5	5	5	5	5
124	5	4	4	4	4	4
125	3	2	3	3	2	3
126	3	2	3	3	2	3
127	5	5	5	5	5	5
128	5	5	5	5	5	5
129	5	5	5	5	5	5
130	5	5	4	5	3	4
131	5	4	4	4	4	4
132	4	3	3	4	3	4
133	4	4	4	4	4	4
134	4	4	4	4	4	4
135	3	3	3	3	3	3
136	3	4	4	3	3	4
137	4	4	3	3	4	3
138	3	2	3	2	2	1
139	4	4	4	4	4	4
140	5	5	5	5	5	5
141	4	3	3	3	3	2
142	5	5	5	5	5	5
143	5	4	5	5	5	5
144	3	3	4	4	4	5
145	4	4	4	4	4	4
146	4	3	3	4	3	4
147	4	3	4	3	4	2
148	5	4	4	3	3	4
149	4	4	4	4	4	4
150	5	5	5	5	5	5
151	4	4	4	4	4	4
152	4	4	4	4	4	4
153	4	4	3	3	4	4
154	5	5	5	5	5	5
155	3	3	3	3	3	3
156	5	3	4	3	3	3
157	5	3	4	4	5	3

Atribut Kualitas Kemasan						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
158	5	3	4	4	5	3
159	4	4	4	4	4	4
160	4	4	4	4	4	4
161	4	4	4	3	4	3
162	5	5	5	5	5	5
163	5	5	5	5	5	5
164	4	4	4	4	4	4
165	4	4	4	4	3	3
166	2	3	3	3	3	3
167	2	5	1	4	1	2
168	3	3	3	3	3	3
169	5	5	5	5	5	5
170	5	5	5	5	5	5
171	5	5	5	5	5	5
172	5	5	5	5	5	5
173	5	5	5	5	5	5
174	4	4	4	4	4	4
175	5	1	3	3	3	3
176	4	3	4	3	3	4
177	5	5	5	5	5	5
178	5	5	5	5	5	5
179	3	3	3	3	3	3
180	3	3	3	3	3	3
181	5	4	4	4	3	4
182	5	5	5	5	5	5
183	5	3	3	5	5	5
184	3	3	3	3	3	3
185	4	3	4	3	3	4
186	5	5	5	5	5	5
187	5	4	4	5	4	4
188	3	3	3	3	3	3
189	3	3	3	3	3	3
190	4	4	4	4	4	4
191	5	5	5	5	5	5
192	5	5	5	5	5	5
193	4	4	4	4	4	4
194	5	5	5	5	5	3
195	4	4	3	5	4	5
196	4	4	4	4	4	4
197	3	3	3	3	3	3
198	3	3	3	3	2	2
199	5	5	5	5	5	5
200	3	4	4	3	3	4

Atribut Warna Kemasan Menarik						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
1	5	4	5	4	4	4
2	4	3	4	4	4	4
3	4	2	4	3	3	4
4	5	3	4	4	5	4
5	4	3	3	3	3	3
6	4	3	3	3	3	3
7	4	5	5	5	5	4
8	5	5	5	5	5	5
9	4	4	4	4	4	4
10	4	4	4	4	4	3
11	5	5	4	3	3	3
12	5	4	4	4	2	4
13	4	4	4	4	4	4
14	3	3	3	3	3	3
15	5	3	3	3	3	3
16	5	4	4	4	3	3
17	4	2	2	4	3	2
18	4	3	3	3	3	3
19	4	3	3	3	3	3
20	4	3	4	4	4	4
21	3	4	5	5	5	5
22	3	3	3	3	3	3
23	4	3	3	3	4	3
24	4	4	4	4	4	4
25	4	2	2	4	4	3
26	3	3	2	3	3	3
27	4	3	3	2	3	3
28	4	2	3	2	2	2
29	4	4	4	4	4	4
30	4	4	4	4	4	4
31	3	3	3	3	3	3
32	5	5	5	4	4	4
33	3	3	3	4	3	3
34	3	3	3	4	3	4
35	3	2	1	3	2	2
36	4	4	4	4	4	4
37	2	2	4	3	2	2
38	3	3	4	4	5	3
39	3	3	3	3	3	3
40	5	3	4	4	4	3
41	5	5	5	5	5	5
42	4	3	3	2	2	2
43	4	4	4	4	4	4
44	5	4	5	4	4	4
45	3	3	2	3	2	3

Atribut Warna Kemasan Menarik						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
46	4	3	3	3	3	3
47	5	3	3	3	5	3
48	3	4	3	4	2	3
49	1	2	2	2	2	2
50	5	5	4	5	5	5
51	4	4	4	4	4	4
52	4	3	3	2	2	5
53	3	3	4	5	4	3
54	4	3	4	4	3	3
55	3	4	4	4	4	3
56	4	4	3	3	3	2
57	4	4	4	4	4	4
58	4	3	3	3	3	3
59	4	3	3	3	3	4
60	4	3	2	3	3	4
61	3	3	3	3	3	3
62	3	3	3	3	3	3
63	5	5	5	3	2	3
64	5	4	5	3	2	3
65	4	4	4	5	4	5
66	5	5	5	5	4	4
67	4	4	4	3	5	3
68	4	4	4	4	5	5
69	5	4	5	4	4	4
70	3	3	4	3	3	3
71	4	4	4	3	4	4
72	4	3	3	3	4	3
73	4	4	4	3	3	3
74	4	2	3	2	3	2
75	4	4	4	2	3	2
76	3	3	3	3	3	3
77	3	3	4	3	3	3
78	3	3	3	3	4	4
79	3	3	3	3	4	4
80	3	4	4	4	4	4
81	2	3	2	3	3	3
82	3	2	3	1	2	1
83	3	3	3	3	3	3
84	5	3	2	4	3	3
85	5	3	5	3	4	3
86	4	4	4	3	2	3
87	3	3	5	2	4	3
88	3	4	4	5	5	5
89	3	3	3	3	3	3
90	5	5	5	4	4	4

Atribut Warna Kemasan Menarik						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
91	5	3	5	4	4	3
92	3	3	3	3	3	3
93	3	3	3	3	3	3
94	4	3	5	4	4	4
95	4	4	4	4	4	4
96	3	3	3	4	4	5
97	5	5	5	5	5	5
98	5	5	5	5	5	5
99	4	3	4	4	4	4
100	5	5	5	5	5	1
101	3	3	3	4	3	2
102	5	4	4	4	5	4
103	4	4	4	3	3	3
104	5	5	5	3	4	3
105	3	3	3	4	3	5
106	4	4	3	3	3	4
107	4	4	4	3	4	4
108	4	3	3	3	4	3
109	5	3	5	4	4	3
110	5	5	5	5	5	5
111	5	5	4	3	3	3
112	3	3	4	3	3	4
113	3	3	3	3	3	3
114	4	3	3	2	1	2
115	5	5	4	4	3	1
116	3	2	2	1	4	5
117	4	3	3	2	2	5
118	5	3	3	3	4	3
119	5	1	1	1	3	3
120	4	3	3	2	4	3
121	4	3	3	2	4	4
122	4	3	3	4	4	3
123	5	4	4	5	5	4
124	4	3	3	3	4	3
125	3	2	3	4	2	3
126	3	2	3	4	2	3
127	4	3	3	5	3	3
128	4	3	3	5	3	3
129	1	1	1	1	1	1
130	4	5	4	4	3	5
131	5	3	3	3	3	3
132	5	5	3	3	2	3
133	5	3	5	4	3	3
134	5	3	4	4	4	3
135	4	3	5	3	4	3

Atribut Warna Kemasan Menarik						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
136	4	3	3	3	3	4
137	4	3	3	3	3	4
138	4	2	4	3	2	1
139	4	4	4	4	4	4
140	5	5	5	3	3	3
141	4	3	3	3	4	2
142	5	5	5	5	5	5
143	4	3	4	3	3	5
144	4	3	3	4	5	5
145	4	4	4	4	4	4
146	3	2	2	2	4	3
147	5	4	3	2	2	3
148	4	4	3	5	4	5
149	3	3	3	3	3	3
150	4	4	4	4	4	3
151	3	3	3	3	3	3
152	5	3	3	2	2	2
153	2	2	2	2	2	2
154	5	5	5	4	4	4
155	4	4	4	4	4	4
156	5	4	5	5	4	4
157	5	4	3	4	4	4
158	5	4	4	4	4	4
159	4	3	4	3	3	4
160	5	3	3	3	3	3
161	4	4	4	4	3	4
162	3	3	4	3	3	3
163	4	4	4	3	3	3
164	4	5	5	4	4	4
165	4	4	3	3	3	4
166	4	4	4	4	3	3
167	4	1	2	4	2	1
168	3	3	3	3	3	3
169	5	3	2	5	3	5
170	5	5	5	5	5	5
171	5	3	4	3	2	2
172	5	5	5	5	5	5
173	5	5	5	5	5	5
174	4	4	4	4	4	4
175	5	1	3	3	3	3
176	5	4	4	5	5	4
177	4	4	4	3	3	3
178	5	5	5	3	4	3
179	3	3	3	4	3	5
180	4	4	4	4	4	4

Atribut Warna Kemasan Menarik						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
181	5	5	5	5	5	5
182	5	1	3	3	3	3
183	5	4	4	5	5	4
184	4	3	3	3	4	3
185	3	2	3	4	2	3
186	4	4	4	3	3	3
187	5	5	5	3	4	3
188	3	3	3	4	3	5
189	3	2	3	4	2	3
190	5	4	4	4	3	3
191	4	4	4	4	4	4
192	3	3	2	3	3	2
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Atribut Bentuk Kemasan Plastik						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
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5	4	4	4	4	4	4
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17	4	4	4	4	4	4
18	4	3	3	3	3	3
19	3	3	3	3	3	3
20	5	5	5	5	5	5
21	5	5	5	5	5	5
22	3	3	3	3	3	3

Atribut Bentuk Kemasan Plastik						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
23	4	3	3	3	4	3
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25	5	5	5	5	5	5
26	3	3	3	3	3	3
27	4	3	3	2	3	3
28	4	2	3	2	2	2
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47	5	3	3	3	4	3
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65	4	4	4	4	4	5
66	5	5	5	5	5	5
67	4	4	4	4	5	4

Atribut Bentuk Kemasan Plastik						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
68	5	4	4	4	5	5
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70	3	3	3	3	3	3
71	4	4	4	4	4	4
72	3	2	2	2	3	1
73	4	4	4	4	4	4
74	4	4	4	4	4	4
75	4	4	3	4	4	4
76	3	3	3	3	3	3
77	3	3	3	3	3	3
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82	3	3	3	1	3	1
83	3	3	3	3	3	3
84	5	5	4	3	4	4
85	5	5	5	5	5	5
86	5	5	5	4	4	2
87	5	2	3	3	2	2
88	5	4	4	5	5	5
89	4	4	4	4	4	4
90	4	4	4	4	4	4
91	5	5	5	5	5	5
92	4	4	4	4	4	4
93	5	5	5	5	5	5
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95	4	4	4	4	4	4
96	4	4	3	4	4	5
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107	5	5	5	5	5	5
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109	5	5	5	5	5	5
110	5	5	5	5	5	5
111	5	2	5	3	4	2
112	4	4	4	4	4	4

Atribut Bentuk Kemasan Plastik						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
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142	5	5	5	5	5	5
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144	4	3	1	4	5	5
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157	4	4	4	4	4	4

Atribut Bentuk Kemasan Plastik						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
158	4	4	4	4	4	4
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198	3	3	3	3	3	3
199	5	5	5	5	5	5
200	4	4	4	4	4	4

Atribut Tersedianya Bonus Pembelian						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
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21	2	3	3	4	4	3
22	3	3	3	3	3	3
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24	3	3	3	3	3	3
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43	4	4	4	4	4	4
44	2	2	3	5	4	3
45	4	4	3	3	3	3

Atribut Tersedianya Bonus Pembelian						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
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48	1	2	2	1	1	1
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52	4	4	3	3	3	3
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81	3	3	3	3	3	3
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83	3	3	3	3	3	3
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85	1	1	1	5	1	1
86	5	4	3	2	4	3
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89	2	2	2	2	2	2
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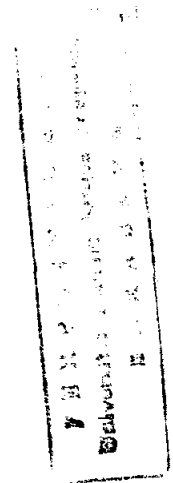
Atribut Tersedianya Bonus Pembelian						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
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93	4	4	4	4	4	4
94	4	4	4	3	3	3
95	3	3	3	3	3	3
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98	2	2	2	5	2	2
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131	5	4	4	4	4	1
132	3	1	1	1	2	2
133	4	2	2	5	2	2
134	1	1	1	5	1	1
135	5	2	2	5	2	2

Atribut Tersedianya Bonus Pembelian						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
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157	3	3	3	3	3	3
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178	3	3	3	4	3	4
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180	4	3	3	3	3	4

Atribut Tersedianya Bonus Pembelian						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
181	5	4	4	5	4	5
182	2	3	2	3	2	3
183	2	2	3	4	3	3
184	3	4	3	4	3	3
185	1	3	1	3	2	3
186	4	5	4	4	5	4
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191	5	5	5	5	5	5
192	2	2	1	4	2	1
193	3	3	3	5	4	3
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197	3	3	3	3	3	3
198	2	2	2	5	2	2
199	3	3	4	2	4	1
200	4	2	3	3	3	1

Atribut Promosi						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
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20	5	5	5	5	5	1
21	5	5	5	5	5	5
22	4	4	4	4	4	4

Atribut Promosi						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
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26	4	3	2	4	4	2
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29	5	4	4	2	1	1
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65	5	5	5	5	5	5
66	5	5	5	5	4	3
67	5	5	5	3	5	3



Atribut Promosi						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
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95	4	3	4	4	4	3
96	5	3	3	5	3	4
97	5	5	5	3	1	1
98	5	5	5	5	5	5
99	5	3	3	2	2	2
100	3	3	3	3	3	3
101	4	3	4	4	3	2
102	2	2	2	2	2	2
103	4	3	5	3	3	3
104	5	5	5	5	5	2
105	3	3	3	3	3	3
106	4	5	3	2	1	2
107	5	4	4	4	4	4
108	5	5	4	4	5	4
109	5	3	4	5	5	2
110	5	5	5	3	3	3
111	5	3	5	2	4	3
112	4	4	4	4	4	4

Atribut Promosi						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
113	3	3	3	3	3	3
114	5	5	5	5	5	5
115	4	2	2	2	3	2
116	4	4	4	4	4	4
117	5	4	4	2	3	4
118	5	2	2	3	4	2
119	5	3	2	4	4	2
120	5	3	2	4	5	2
121	5	2	2	4	5	2
122	4	3	2	4	4	3
123	5	3	4	2	2	2
124	4	3	4	3	4	4
125	4	3	3	4	2	3
126	4	3	3	4	2	4
127	5	1	1	5	4	4
128	5	1	1	5	4	4
129	4	4	4	4	4	4
130	5	5	4	5	4	5
131	5	4	5	4	4	2
132	5	5	3	5	3	3
133	5	3	3	5	4	2
134	5	2	3	5	4	2
135	5	2	3	5	4	2
136	4	4	4	3	3	3
137	5	3	3	3	3	3
138	4	2	4	3	4	1
139	5	5	5	3	4	3
140	5	5	5	2	2	2
141	5	3	4	4	4	3
142	5	5	5	5	5	5
143	4	3	4	5	4	4
144	3	5	5	3	1	3
145	5	4	4	4	4	4
146	3	4	2	4	4	3
147	3	4	2	4	2	5
148	5	3	4	4	3	3
149	5	5	5	5	5	5
150	5	5	4	5	4	3
151	4	4	4	3	3	3
152	5	3	3	3	3	3
153	4	3	3	4	3	3
154	5	4	4	3	3	3
155	1	1	1	1	1	1
156	5	1	1	1	1	1
157	5	3	3	4	4	4

Atribut Promosi						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
158	4	4	4	4	4	4
159	4	4	4	4	4	3
160	5	4	4	3	3	3
161	5	5	4	4	4	4
162	5	1	4	4	4	3
163	5	3	3	3	2	2
164	4	4	4	4	4	4
165	4	4	4	4	4	4
166	5	4	4	5	1	1
167	4	3	2	3	3	1
168	5	3	3	3	3	3
169	5	2	2	2	2	2
170	5	5	5	5	5	5
171	5	4	4	3	3	3
172	5	5	5	5	5	5
173	5	5	5	5	5	5
174	5	4	4	4	2	3
175	5	1	3	3	3	3
176	5	3	4	5	4	3
177	5	5	5	5	5	5
178	4	3	4	4	4	4
179	4	3	4	4	3	4
180	5	3	4	5	5	4
181	5	4	5	5	5	3
182	4	4	4	4	4	4
183	3	3	3	3	3	3
184	5	4	5	5	5	4
185	4	2	4	4	4	3
186	4	1	3	5	4	3
187	5	4	4	4	4	4
188	5	3	4	5	4	3
189	3	2	2	3	3	3
190	5	4	4	4	3	3
191	5	5	5	4	4	4
192	5	3	2	3	3	2
193	5	4	4	4	4	4
194	3	3	3	5	4	3
195	5	3	4	4	3	5
196	4	4	4	4	4	4
197	5	3	4	4	3	3
198	3	3	3	2	3	3
199	5	5	5	2	3	1
200	5	4	4	3	4	4

Atribut Mudah Didapatkan						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
1	5	3	4	3	3	2
2	5	5	5	5	5	5
3	5	5	5	5	5	5
4	5	5	5	5	5	5
5	5	4	3	3	2	1
6	5	3	4	2	3	3
7	5	5	4	5	5	5
8	5	3	4	4	4	3
9	5	5	5	2	3	2
10	4	4	4	4	4	4
11	5	5	5	3	3	3
12	5	4	4	3	4	3
13	5	4	4	4	4	4
14	5	5	5	5	5	5
15	5	5	5	5	5	5
16	5	3	3	3	3	3
17	5	4	3	3	2	1
18	3	4	3	3	2	2
19	4	4	4	4	4	4
20	5	4	5	3	4	2
21	5	5	5	5	5	5
22	4	4	4	4	4	4
23	5	4	4	3	3	3
24	4	4	4	4	4	4
25	5	5	5	2	5	5
26	5	4	4	2	2	2
27	5	5	4	3	5	5
28	5	5	5	3	3	3
29	5	5	5	3	2	2
30	5	4	4	3	3	2
31	5	3	4	4	4	3
32	5	5	5	2	2	1
33	4	3	3	3	3	3
34	4	3	3	3	3	3
35	5	4	3	2	2	1
36	4	4	4	4	4	4
37	4	4	4	2	2	2
38	5	3	4	5	4	3
39	4	4	4	4	4	4
40	5	5	5	2	5	2
41	5	3	4	5	5	3
42	5	3	4	3	3	3
43	5	5	5	5	5	3
44	5	3	5	5	4	3
45	5	4	4	3	3	3

Atribut Mudah Didapatkan						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
46	4	4	4	5	4	4
47	5	5	5	5	5	5
48	5	5	5	5	3	1
49	5	3	3	5	3	3
50	5	5	5	3	3	3
51	4	4	4	4	4	4
52	5	5	5	4	3	2
53	4	3	4	5	3	3
54	4	3	4	4	2	2
55	5	3	3	1	3	5
56	3	4	4	4	2	2
57	4	4	5	4	4	3
58	5	5	5	3	3	3
59	5	4	4	4	3	3
60	5	5	5	5	4	3
61	4	3	3	4	2	2
62	4	4	4	3	2	2
63	5	5	5	3	2	3
64	5	5	5	3	2	3
65	5	5	5	5	5	5
66	5	5	5	5	5	4
67	5	5	5	5	5	5
68	5	5	5	5	5	5
69	5	3	3	4	3	2
70	5	3	3	4	4	2
71	5	4	5	4	5	4
72	4	2	3	2	2	2
73	5	4	5	4	4	4
74	5	5	5	3	3	3
75	5	4	5	3	3	3
76	4	4	4	4	3	3
77	5	5	5	5	5	5
78	4	4	4	3	4	3
79	4	4	4	3	4	3
80	3	3	3	3	3	3
81	4	3	4	3	3	3
82	5	2	5	1	2	1
83	4	4	4	4	4	4
84	5	5	4	5	3	3
85	5	3	4	4	3	2
86	4	4	4	2	2	2
87	5	3	4	3	4	4
88	5	5	4	3	2	2
89	4	4	4	4	4	4
90	5	5	5	4	4	4

Atribut Mudah Didapatkan						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
91	5	2	3	4	3	2
92	4	4	4	4	4	4
93	5	5	5	5	5	5
94	5	4	4	4	4	3
95	5	4	5	3	4	4
96	5	4	4	5	4	3
97	5	5	5	5	4	4
98	5	5	5	5	5	5
99	5	5	5	3	2	2
100	5	5	5	5	5	3
101	5	4	5	3	3	3
102	5	4	4	4	2	2
103	5	3	4	3	3	3
104	5	5	5	5	5	4
105	5	5	5	3	3	3
106	3	4	3	2	1	1
107	5	5	5	4	4	3
108	5	4	4	3	4	2
109	5	2	3	5	3	2
110	5	5	5	5	5	5
111	5	3	2	3	3	3
112	4	4	4	4	4	4
113	3	3	3	3	3	3
114	5	5	5	5	5	5
115	5	5	5	4	4	1
116	4	4	4	4	4	4
117	5	5	5	3	3	4
118	5	4	4	3	4	2
119	5	4	4	3	5	2
120	5	4	4	3	5	2
121	5	3	3	3	5	2
122	5	4	4	3	4	3
123	5	5	5	5	5	5
124	5	5	3	3	4	4
125	4	3	3	2	2	2
126	4	3	4	2	2	3
127	5	4	4	5	5	5
128	5	4	4	5	5	5
129	5	4	5	4	5	4
130	5	5	3	5	4	5
131	5	3	2	3	3	3
132	5	4	4	3	4	2
133	3	3	3	4	3	2
134	5	2	3	4	3	2
135	4	3	3	5	4	3

Atribut Mudah Didapatkan						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
136	5	2	3	4	3	2
137	5	4	4	4	4	4
138	5	3	3	3	3	1
139	5	5	5	4	5	3
140	5	5	5	3	3	3
141	5	4	4	4	3	3
142	5	5	5	5	5	5
143	5	4	4	4	5	3
144	5	5	5	5	5	5
145	5	4	5	4	4	4
146	4	3	3	3	3	4
147	4	5	4	4	3	4
148	4	2	2	3	4	4
149	5	2	5	5	5	1
150	5	5	5	3	5	5
151	5	5	5	4	3	3
152	5	5	4	3	3	3
153	5	4	4	3	4	5
154	5	5	5	5	5	5
155	5	5	5	5	5	5
156	5	5	5	5	5	5
157	5	4	4	4	5	3
158	4	4	4	4	4	4
159	5	5	5	5	5	3
160	5	5	5	3	3	3
161	5	5	5	4	4	4
162	5	2	4	5	3	3
163	5	5	5	4	4	4
164	5	5	5	5	5	5
165	5	5	4	3	3	3
166	4	4	4	4	4	4
167	2	5	1	4	1	2
168	5	2	2	2	2	2
169	5	5	5	5	5	3
170	5	5	5	5	5	5
171	5	5	5	3	3	3
172	5	5	5	3	4	4
173	5	5	5	5	5	5
174	5	5	5	5	4	3
175	5	1	3	3	3	3
176	5	4	3	5	4	3
177	4	4	4	4	4	4
178	5	3	4	5	5	3
179	5	4	4	5	4	2
180	4	3	3	3	3	3

Atribut Mudah Didapatkan						
Responden	Indomie	Sarimi	Supermie	Mie Sedap	Gaga mie	Mi President
181	5	4	4	5	4	2
182	4	4	5	3	3	3
183	4	4	3	3	3	2
184	4	4	4	3	3	3
185	3	3	3	3	3	3
186	4	4	4	5	4	4
187	4	3	4	3	4	3
188	4	4	4	4	4	3
189	5	3	4	5	4	3
190	5	3	4	3	3	3
191	5	5	5	4	4	4
192	4	4	4	2	4	3
193	5	5	5	5	5	5
194	4	5	5	5	4	5
195	5	4	3	5	4	3
196	4	4	4	4	4	4
197	5	3	4	3	3	3
198	5	5	5	4	3	2
199	4	3	4	5	3	3
200	5	5	5	5	5	5

LAMPIRAN C
OUTPUT *CLUSTER*, DISKRIMINAN,
DAN *CROSSTAB*

Tabel C.1 Hasil Cluster

Tabel C.1.1 Initial Cluster Centers

	Cluster	
	1	2
BRANDIMG	1.00	5.00
HARGA	2.00	4.00
RASA	3.00	5.00
VARIASI	4.00	5.00
BENTUKMI	5.00	1.00
UKURANMI	1.00	4.00
NILAIGIZ	3.00	3.00
GRAM	5.00	3.00
KUALITAS	1.00	5.00
WARNA	2.00	5.00
BTKKEMAS	3.00	4.00
KONSUMEN	4.00	5.00
BONUS	5.00	3.00
PROMOSI	1.00	5.00
MDHDIDPT	2.00	5.00

Tabel C.1.3 Final Cluster Centers

	Cluster	
	1	2
BRANDIMG	3.14	3.32
HARGA	3.04	3.90
RASA	4.33	4.59
VARIASI	3.45	4.25
BENTUKMI	1.93	2.11
UKURANMI	2.20	3.01
NILAIGIZ	3.09	4.12
GRAM	2.90	3.67
KUALITAS	4.22	4.71
WARNA	2.50	3.69
BTKKEMAS	2.50	3.56
KONSUMEN	2.64	4.14
BONUS	2.77	3.94
PROMOSI	3.19	4.40
MDHDIDPT	4.18	4.69

Tabel C.1.2 Iteration History

Iteration	Change in Cluster Centers	
	1	2
1	4.004	4.012
2	.223	1.787E-02
3	.221	1.794E-02
4	.565	5.668E-02
5	.616	8.114E-02
6	.870	.169
7	.859	.286
8	.784	.583
9	.300	.339
10	.146	.152

Tabel C.1.4 Number of Cases in each Cluster

Number of Cases in each Cluster		
Cluster	1	98.000
	2	102.000
Valid		200.000
Missing		.000

a. Iterations stopped because the maximum number of iterations was performed. Iterations failed to converge. The maximum distance by which any center has changed is 9.825E-02. The current iteration is 10. The minimum distance between initial centers is 10.488.

Tabel C.1.5 ANOVA

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
BRANDIMG	1.631	1	1.537	198	1.061	.304
HARGA	37.064	1	1.055	198	35.137	.000
RASA	3.423	1	.466	198	7.347	.007
VARIASI	32.463	1	.816	198	39.770	.000
BENTUKMI	1.606	1	1.113	198	1.444	.231
UKURANMI	32.446	1	1.217	198	26.667	.000
NILAIGIZ	52.593	1	.953	198	55.167	.000
GRAM	29.534	1	1.210	198	24.401	.000
KUALITAS	11.582	1	.749	198	15.470	.000
WARNA	70.334	1	.851	198	82.667	.000
BTKKEMAS	56.033	1	.837	198	66.977	.000
KONSUMEN	111.617	1	.902	198	123.756	.000
BONUS	69.106	1	1.097	198	62.983	.000
PROMOSI	72.944	1	.767	198	95.122	.000
MDHDIDPT	12.625	1	.599	198	21.068	.000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Tabel C.2 Hasil Diskriminan

Tabel C.2.1 Analysis Case Processing Summary

Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		200	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
Total		200	100.0

Tabel C.2.2 Group Statistics

Group Statistics

Cluster Number of Case		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
1	BRANIM	3.1429	1.2763	98	98.000
	HARGA	3.0408	1.0833	98	98.000
	RASA	4.3265	.7568	98	98.000
	VARIASI	3.4490	.9646	98	98.000
	BENTUK	1.9286	1.0179	98	98.000
	UKURAN	2.2041	.9735	98	98.000
	NILAIGIZ	3.0918	1.0657	98	98.000
	GRAM	2.8980	1.1531	98	98.000
	KUALITAS	4.2245	1.0796	98	98.000
	WARNA	2.5000	.9443	98	98.000
	BTKKEMAS	2.5000	.8996	98	98.000
	CUSSERV	2.6429	1.0077	98	98.000
	BONUS	2.7653	1.1559	98	98.000
	PROMOSI	3.1939	1.0119	98	98.000
	MDHDAPAT	4.1837	.9007	98	98.000
2	BRANIM	3.3235	1.2036	102	102.000
	HARGA	3.9020	.9699	102	102.000
	RASA	4.5882	.6028	102	102.000
	VARIASI	4.2549	.8406	102	102.000
	BENTUK	2.1078	1.0892	102	102.000
	UKURAN	3.0098	1.2146	102	102.000
	NILAIGIZ	4.1176	.8821	102	102.000
	GRAM	3.6667	1.0468	102	102.000
	KUALITAS	4.7059	.5902	102	102.000
	WARNA	3.6863	.9008	102	102.000
	BTKKEMAS	3.5588	.9289	102	102.000
	CUSSERV	4.1373	.8904	102	102.000
	BONUS	3.9412	.9316	102	102.000
	PROMOSI	4.4020	.7211	102	102.000
	MDHDAPAT	4.6863	.6290	102	102.000
Total	BRANIM	3.2350	1.2399	200	200.000
	HARGA	3.4800	1.1117	200	200.000
	RASA	4.4600	.6934	200	200.000
	VARIASI	3.8600	.9876	200	200.000
	BENTUK	2.0200	1.0560	200	200.000
	UKURAN	2.6150	1.1720	200	200.000
	NILAIGIZ	3.6150	1.1013	200	200.000
	GRAM	3.2900	1.1630	200	200.000
	KUALITAS	4.4700	.8962	200	200.000
	WARNA	3.1050	1.0954	200	200.000
	BTKKEMAS	3.0400	1.0554	200	200.000
	CUSSERV	3.4050	1.2076	200	200.000
	BONUS	3.3650	1.1996	200	200.000
	PROMOSI	3.8100	1.0628	200	200.000
	MDHDAPAT	4.4400	.8122	200	200.000

Tabel C.2.3 Tests of Equality of Group Means

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
BRANIM	.995	1.061	1	198	.304
HARGA	.849	35.137	1	198	.000
RASA	.964	7.347	1	198	.007
VARIASI	.833	39.770	1	198	.000
BENTUK	.993	1.444	1	198	.231
UKURAN	.881	26.667	1	198	.000
NILAIGIZ	.782	55.167	1	198	.000
GRAM	.890	24.401	1	198	.000
KUALITAS	.928	15.470	1	198	.000
WARNA	.705	82.667	1	198	.000
BTKKEMAS	.747	66.977	1	198	.000
CUSSERV	.615	123.756	1	198	.000
BONUS	.759	62.983	1	198	.000
PROMOSI	.675	95.122	1	198	.000
MDHDAPAT	.904	21.068	1	198	.000

Tabel C.2.4 Stepwise Statistics

Variables Entered/Removed^{a,b,c,d}

Step	Entered	Min. D Squared					
		Statistic	Between Groups	Exact F			
				Statistic	df1	df2	Sig.
1	CUSSERV	2.476	1 and 2	123.756	1	198.000	4.370E-20
2	PROMOSI	4.247	1 and 2	105.608	2	197.000	.000
3	UKURAN	5.598	1 and 2	92.323	3	196.000	2.747E-37
4	BTKKEMAS	6.915	1 and 2	85.088	4	195.000	1.067E-41
5	NILAIGIZ	7.945	1 and 2	77.817	5	194.000	1.760E-44
6	BONUS	8.878	1 and 2	72.086	6	193.000	1.213E-46
7	HARGA	9.588	1 and 2	66.386	7	192.000	6.491E-48
8	MDHDAPAT	10.264	1 and 2	61.855	8	191.000	5.600E-49
9	KUALITAS	10.665	1 and 2	56.835	9	190.000	3.356E-49
10	VARIASI	11.004	1 and 2	52.499	10	189.000	3.097E-49

At each step, the variable that maximizes the Mahalanobis distance between the two closest groups is entered.

- a. Maximum number of steps is 30.
- b. Maximum significance of F to enter is .05.
- c. Minimum significance of F to remove is .10.
- d. F level, tolerance, or VIN insufficient for further computation.

Tabel C.2.5 Eigenvalues

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	2.778 ^a	100.0	100.0	.857

- a. First 1 canonical discriminant functions were used in the analysis.

Tabel C.2.6 Wilks' Lambda

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.265	256.520	10	.000

Tabel C.2.7 Structure Matrix

Structure Matrix

	Function
	1
CUSSERV	.474
PROMOSI	.416
BTKKEMAS	.349
BONUS	.338
WARN ^a	.317
NILAIGIZ	.317
VARIASI	.269
HARGA	.253
UKURAN	.220
MOHDAPAT	.196
KUALITAS	.168
BENTUK ^a	.094
GRAM ^a	.080
RAS ^a	.040
BRANIM ^a	-.013

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions
Variables ordered by absolute size of correlation within function.

a. This variable not used in the analysis.

Tabel C.2.8 Classification Processing Summary

Classification Processing Summary

Processed		200
Excluded	Missing or out-of-range group codes	0
	At least one missing discriminating variable	0
Used in Output		200

Tabel C.2.9 Prior Probabilities for Groups

Prior Probabilities for Groups

Cluster Number of Case	Prior	Cases Used in Analysis	
		Unweighted	Weighted
1	.500	98	98.000
2	.500	102	102.000
Total	1.000	200	200.000

Tabel C.2.10 Classification Results

Classification Results^{b,c}

		Predicted Group Membership		Total
		1	2	
Original	Count	Cluster Number of Case		
	1	95	3	98
	2	4	98	102
	%			
	1	96.9	3.1	100.0
	2	3.9	96.1	100.0
Cross-validated ^a	Count	Cluster Number of Case		
	1	94	4	98
	2	8	94	102
	%			
	1	95.9	4.1	100.0
	2	7.8	92.2	100.0

a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b. 96.5% of original grouped cases correctly classified.

c. 94.0% of cross-validated grouped cases correctly classified.

Tabel C.3 Hasil Tabulasi Silang

Tabel C.3.1 Case Processing Summary

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
QUEST_1 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_2 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_3 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_4 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_5 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_6 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_7 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_8 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_10 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_11 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_12 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_13 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_14 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_15 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_16 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_17 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_18 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%
QUEST_19 * Cluster Number of Case	200	100.0%	0	.0%	200	100.0%

Tabel C.3.2 QUEST_1 * Segmen Number of Case

Crosstab			
Count	Cluster Number of Case		Total
	1	2	
QUEST_1 laki	50	57	107
QUEST_1 wanita	48	45	93
Total	98	102	200

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.475 ^b	1	.491		
Continuity Correction	.300	1	.584		
Likelihood Ratio	.475	1	.491		
Fisher's Exact Test				.571	.292
Linear-by-Linear Association	.473	1	.492		
N of Valid Cases	200				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected 45.57.

Tabel C.3.3 QUEST_2 * Segmen Number of Case

Crosstab

Count	Cluster Number of Case		Total
	1	2	
QUEST_2 <= 17 tahun	9	4	13
18 - 22 tahun	34	38	72
23 - 30 tahun	41	36	77
31 - 40 tahun	7	10	17
>= 41 tahun	7	14	21
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.255 ^a	4	.262
Likelihood Ratio	5.352	4	.253
Linear-by-Linear Association	2.589	1	.108
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.37.

Tabel C.3.4 QUEST_3 * Segmen Number of Case

Crosstab

Count	Cluster Number of Case		Total
	1	2	
QUEST_3 pusat kota	61	50	111
pinggiran kota	37	52	89
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.540 ^b	1	.060		
Continuity Correction	3.024	1	.082		
Likelihood Ratio	3.552	1	.059		
Fisher's Exact Test				.066	.041
Linear-by-Linear Association	3.522	1	.061		
N of Valid Cases	200				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 43.61.

Tabel C.3.5 QUEST_4 * Segmen Number of Case

Crosstab

Count	Cluster Number of Case		Total
	1	2	
QUEST_4 SD	2	4	6
Diploma	8	12	20
SLTP	3	6	9
S-1/S-2/S-3	38	41	79
SMU	47	39	86
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.246 ^a	4	.518
Likelihood Ratio	3.284	4	.512
Linear-by-Linear Association	2.822	1	.093
N of Valid Cases	200		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.94.

Tabel C.3.6 QUEST_5 * Segmen Number of Case

Crosstab

Count	Cluster Number of Case		Total
	1	2	
QUEST_5 Pelajar	8	4	12
Pegawai Negeri	6	4	10
Wiraswasta	10	12	22
Mahasiswa	31	29	60
Pegawai Swasta	38	42	80
Ibu Rumah Tangga	4	9	13
Tidak bekerja	1	2	3
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.360 ^a	6	.628
Likelihood Ratio	4.444	6	.617
Linear-by-Linear Association	2.829	1	.093
N of Valid Cases	200		

a. 3 cells (21.4%) have expected count less than 5. The minimum expected count is 1.47.

Tabel C.3.7 QUEST_6 * Segmen Number of Case

Crosstab

Count	Cluster Number of Case		Total
	1	2	
QUEST_6 Belum menikah	79	70	149
Single parent	3	4	7
Menikah	16	28	44
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.881 ^a	2	.144
Likelihood Ratio	3.922	2	.141
Linear-by-Linear Association	3.852	1	.050
N of Valid Cases	200		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 3.43.

Tabel C.3.8 QUEST_7 * Segmen Number of Case

Crosstab

Count	Cluster Number of Case		Total
	1	2	
QUEST_7 < Rp 500.000	37	35	72
Rp 500.000 - 1.000.000	25	33	58
Rp 1.000.000 - 1.500.000	19	12	31
Rp 1.500.000 - 2.000.000	7	16	23
> Rp 2.000.000	10	6	16
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.184 ^a	4	.126
Likelihood Ratio	7.305	4	.121
Linear-by-Linear Association	.000	1	.997
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.84.

Tabel C.3.9 QUEST_8 * Segmen Number of Case

Crosstab

Count	Cluster Number of Case		Total
	1	2	
QUEST_8 Menyukai kemewahan	4	3	7
Aktif suka bepergian berbelanja	19	21	40
Mencari kebugaran	4	5	9
Menyukai tantangan	9	15	24
Termotivasi	7	8	15
Sederhana	55	50	105
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.080 ^a	5	.838
Likelihood Ratio	2.096	5	.836
Linear-by-Linear Association	.293	1	.588
N of Valid Cases	200		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 3.43.

Tabel C.3.10 QUEST_10 * Segmen Number of Case

Crosstab

Count	Cluster Number of Case		Total
	1	2	
QUEST_10 Peristiwa biasa	95	97	192
Peristiwa khusus	3	5	8
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.441 ^b	1	.507		
Continuity Correction	.092	1	.762		
Likelihood Ratio	.446	1	.504		
Fisher's Exact Test				.721	.383
Linear-by-Linear Association	.439	1	.508		
N of Valid Cases	200				

a. Computed only for a 2x2 table

b. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 3.92.

Tabel C.3.11 QUEST_11 * Segmen Number of Case

Count

	Cluster Number of Case		Total
	1	2	
QUEST_1 Ekonomis (harga murah)	13	17	30
Untuk kesehatan (maksudnya)	2	1	3
Rasa (beraneka ragam)/enak	23	15	38
Praktis pembuatannya	60	69	129
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.100 ^a	3	.376
Likelihood Ratio	3.120	3	.373
Linear-by-Linear Association	.002	1	.964
N of Valid Cases	200		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.47.

Tabel C.3.12 QUEST_12 * Segmen Number of Case

Count

	Cluster Number of Case		Total
	1	2	
QUEST_12 Hidangan utama	16	15	31
Hidangan alternatif	82	87	169
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.100 ^b	1	.752		
Continuity Correction	.015	1	.904		
Likelihood Ratio	.100	1	.752		
Fisher's Exact Test				.846	.452
Linear-by-Linear Association	.100	1	.752		
N of Valid Cases	200				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.19.

Tabel C.3.13 QUEST_13 * Segmen Number of Case

Count

	Cluster Number of Case		Total
	1	2	
QUEST_13 < 10 bungkus	57	56	113
10 - 20 bungkus	38	28	66
> 20 bungkus	3	18	21
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.163 ^a	2	.002
Likelihood Ratio	13.337	2	.001
Linear-by-Linear Association	3.456	1	.063
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.29.

Tabel C.3.14 QUEST_14 * Segmen Number of Case

Count

	Cluster Number of Case		Total
	1	2	
QUEST_14 50 gram		3	3
75 gram	10	4	14
100 gram	5	8	13
84 gram	6	11	17
Tidak memperhatikan ukuran	77	76	153
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.664 ^a	4	.105
Likelihood Ratio	8.933	4	.063
Linear-by-Linear Association	.048	1	.827
N of Valid Cases	200		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.47.

Tabel C.3.15 QUEST_15 * Segmen Number of Case

Count

	Cluster Number of Case		Total
	1	2	
QUEST_15 warung	3	5	8
Toko	26	34	60
Pasar swalayan	35	33	68
Mini market	31	27	58
Hypermarket	3	3	6
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.822 ^a	4	.768
Likelihood Ratio	1.830	4	.767
Linear-by-Linear Association	1.444	1	.229
N of Valid Cases	200		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.94.

Tabel C.3.16 QUEST_16 * Segmen Number of Case

Count

	Cluster Number of Case		Total
	1	2	
QUEST_16 Televisi	77	86	163
Radio	6	2	8
Koran	12	11	23
Majalah	2	1	3
Internet		2	2
Tabloid	1		1
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.796 ^a	5	.327
Likelihood Ratio	7.052	5	.217
Linear-by-Linear Association	.363	1	.547
N of Valid Cases	200		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .49.

Tabel C.3.17 QUEST_17 * Segmen Number of Case

Count

	Cluster Number of Case		Total
	1	2	
QUEST_17 Ya	29	37	66
Tidak	69	65	134
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.010 ^b	1	.315		
Continuity Correction	.730	1	.393		
Likelihood Ratio	1.012	1	.315		
Fisher's Exact Test				.367	.197
Linear-by-Linear Association	1.004	1	.316		
N of Valid Cases	200				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 32.34.

Tabel C.3.18 QUEST_18 * Segmen Number of Case

Count

	Cluster Number of Case		Total
	1	2	
QUEST_18.00	69	66	135
Banyak pilihan rasa	2	9	11
Rasanya cocok dengan lidah	27	25	52
Ada bonus pembelian		1	1
Lainnya		1	1
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.521 ^a	4	.163
Likelihood Ratio	7.654	4	.105
Linear-by-Linear Association	.493	1	.483
N of Valid Cases	200		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .49.

Tabel C.3.19 QUEST_19 * Segmen Number of Case

Count

Crosstab

	Cluster Number of Case		Total
	1	2	
QUEST_19_00	29	36	65
Coba-coba	48	49	97
Bosan	21	13	34
Ada bonus pembelian		2	2
Lainnya		2	2
Total	98	102	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.569 ^a	4	.160
Likelihood Ratio	8.131	4	.087
Linear-by-Linear Association	.050	1	.823
N of Valid Cases	200		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .98.

LAMPIRAN D

OUTPUT *MULTI DIMENSIONAL*
***SCALING* DAN REGRESI LINEAR**
GANDA

Tabel D.1 Hasil *Multi Dimensional Scaling*

Case Processing Summary^a

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
13	100.0%	0	.0%	13	100.0%

a. Euclidean Distance used

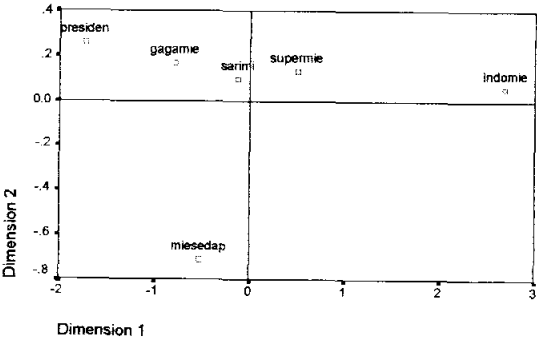
Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	INDOMIE	2.6826	.0568
2	SARIMI	-.1268	.0972
3	SUPERMIE	.4983	.1314
4	MIESEDAP	-.5278	-.7114
5	GAGAMIE	-.7944	.1668
6	PRESIDEN	-1.7317	.2590

Derived Stimulus Configuration

Euclidean distance model



Tabel D.2 Hasil Regresi Linier Ganda

Atribut Brand Image

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.535	.026		.000
	DIMEN_1	.407	.019	.995	.000
	DIMEN_2	.102	.079	.059	.289

a. Dependent Variable: BRANIM

Atribut Harga Murah

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.627	.029		.000
	DIMEN_1	.47E-03	.021	-.089	.747
	DIMEN_2	-.321	.090	-.896	.037

a. Dependent Variable: HARGA

Atribut Rasa

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.589	.030		.000
	DIMEN_1	.333	.022	.989	.001
	DIMEN_2	-.136	.093	-.095	.239

a. Dependent Variable: RASA

Atribut Variasi Rasa Banyak

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.591	.016		.000
	DIMEN_1	.354	.012	.984	.000
	DIMEN_2	.256	.049	.167	.014

a. Dependent Variable: VARIASI

Atribut Bentuk Mie Bulat

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.232	.004		.000
	DIMEN_1	.053E-02	.003	.894	.000
	DIMEN_2	.148	.013	.443	.001

a. Dependent Variable: BENTUK

Atribut Ukuran Mie Besar

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.506	.043		.000
	DIMEN_1	.1517E-02	.031	.641	.174
	DIMEN_2	.163	.132	.445	.306

a. Dependent Variable: UKURAN

Atribut Ukuran Berat Bersih Besar

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.819	.047		.000
	DIMEN_1	.1562E-02	.034	.726	.149
	DIMEN_2	.2592E-02	.144	.224	.593

a. Dependent Variable: GRAM

Atribut Kualitas Kemasan

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	4.039	.020		.000
	DIMEN_1	.1200E-02	.014	.956	.011
	DIMEN_2	.2222E-02	.061	.061	.739

a. Dependent Variable: KUALITAS

Atribut Warna Kemasan Menarik

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.576	.038		.000
	DIMEN_1	.137	.028	.943	.016
	DIMEN_2	240E-02	.118	.036	.861

a. Dependent Variable: WARNA

Atribut Promosi

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.652	.025		.000
	DIMEN_1	.273	.019	.967	.001
	DIMEN_2	-.274	.079	-.229	.040

a. Dependent Variable: PROMOSI

Atribut Bentuk Kemasan Plastik

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.734	.026		.000
	DIMEN_1	143E-02	.019	.916	.024
	DIMEN_2	240E-02	.082	-.143	.555

a. Dependent Variable: BTKKEMAS

Atribut Mudah Didapatkan

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.942	.059		.000
	DIMEN_1	.313	.043	.972	.005
	DIMEN_2	147E-02	.182	-.033	.822

a. Dependent Variable: MOHDAPAT

Atribut Tersedianya Bonus Pembelian

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2.978	.008		.000
	DIMEN_1	987E-02	.006	.271	.007
	DIMEN_2	-.600	.025	-.960	.000

a. Dependent Variable: BONUS

