

LAMPIRAN 1 : KUESIONER

KUESIONER

Kepada

Yth. Para Responden

Dalam rangka memenuhi persyaratan tugas akhir (tesis), saya (Claudia Patriajaya, S.Kom) sebagai mahasiswa Magister Manajemen Program Pascasarjana Universitas Katolik Widya Mandala Surabaya melakukan penelitian dengan judul **“Karakteristik Demografi Sebagai Dasar Segmentasi dan Target Pasar Untuk Penetapan Strategi Bauran Pemasaran Pasar Lem Dove di Surabaya”**. Untuk itu, dengan hormat saya meminta bantuan Anda untuk mengisi kuisisioner ini. Jawaban yang jujur dari Anda sangat saya harapkan. Saya mengucapkan banyak terima kasih atas partisipasi yang diberikan.

I. Berilah tanda (X) pada jawaban yang sesuai dengan pilihan anda:

1. Jenis Industri:

- ☐ Mebel
- ☐ Percetakan
- ☐ Lain-lain. Sebutkan:

2. Omzet Perusahaan Anda?

- ☐ < 1 miliar per tahun
- ☐ 1 miliar sampai dengan 50 Miliar per tahun
- ☐ > 50 miliar per tahun

3. Jumlah Karyawan Perusahaan Anda?

- ☐ 10-99 karyawan
- ☐ 100-499 karyawan
- ☐ > 500 karyawan

4. Jumlah Pengambilan Produk oleh Perusahaan Anda?

- ☐ <100 unit
- ☐ 100-500 unit
- ☐ > 500 unit

5. Lokasi Perusahaan Anda?

- ☐ Surabaya
- ☐ Luar Surabaya. Sebutkan:

II. Berilah tanda (X) untuk jawaban yang anda anggap paling sesuai dengan pilihan anda, berdasarkan keterangan berikut:

STS : Sangat tidak setuju (1)

TS : Tidak setuju (2)

N : Netral (3)

S : Setuju (4)

SS : Sangat setuju (5)

No	Produk	Pilihan Jawaban				
		1	2	3	4	5
1	Variasi produk lem mampu memenuhi kebutuhan pelanggan					
2	Kualitas produk bersaing dengan produk lain					
3	Produk dengan desain menarik					
4	Feature produk (ukuran, bahan, daya tahan, fungsi, dan kemampuan produk) sesuai dengan harapan					
5	Merek produk memiliki reputasi baik					
6	Kemasan produk menarik (fleksibel, mampu melindungi isi produk)					
7	Tersedia berbagai ukuran produk sesuai kebutuhan					
8	Layanan pembelian memuaskan pelanggan					

9	Perusahaan memberikan garansi atas cacat produk					
10	Return produk dimungkinkan jika tidak sesuai dengan spesifikasi perjanjian dengan pelanggan					

No	Harga	Pilihan Jawaban				
		1	2	3	4	5
1	Harga sesuai kinerja produk					
2	Harga kompetitif dibandingkan pesaing					
3	Strategi harga yang ditetapkan menarik untuk membeli					

No	Promosi	Pilihan Jawaban				
		1	2	3	4	5
1	Terdapat program promosi yang menarik atas produk tersebut					
2	Tema-tema promosi sesuai dengan isu terkini					
3	Tema-tema promosi mendorong pembelian					

No	Lokasi	Pilihan Jawaban				
		1	2	3	4	5
1	Layanan pengiriman tepat waktu					
2	Sistem distribusi kepada pelanggan fleksibel, tergantung kesepakatan					
3	Layanan distribusi meningkatkan kenyamanan pembelian					

Terima Kasih

LAMPIRAN 2 : HASIL OUTPUT SPSS PROFILE KONSUMEN

Frequency Table

Jenis Industri

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mebel	66	44,0	44,0	44,0
	Percetakan	53	35,3	35,3	79,3
	Lain-Lain	31	20,7	20,7	100,0
	Total	150	100,0	100,0	

Omzet Perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 miliar	58	38,7	38,7	38,7
	1 s/d 50 miliar	83	55,3	55,3	94,0
	> 50 miliar	9	6,0	6,0	100,0
	Total	150	100,0	100,0	

Jumlah Karyawan Perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-99 karyawan	136	90,7	90,7	90,7
	100-499 karyawan	9	6,0	6,0	96,7
	500 karyawan ke atas	5	3,3	3,3	100,0
	Total	150	100,0	100,0	

Jumlah Pengambilan Produk oleh Perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 100 unit	56	37,3	37,3	37,3
	100-500 unit	78	52,0	52,0	89,3
	500 unit ke atas	16	10,7	10,7	100,0
	Total	150	100,0	100,0	

Lokasi perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surabaya	47	31,3	31,3	31,3
	Luar Surabaya	103	68,7	68,7	100,0
	Total	150	100,0	100,0	

Profil Responden Cluster Primer.**Jenis Industri**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mebel	61	45,2	45,2	45,2
	Percetakan	48	35,6	35,6	80,7
	Lain-Lain	26	19,3	19,3	100,0
	Total	135	100,0	100,0	

Omzet Perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 miliar	52	38,5	38,5	38,5
	1 s/d 50 miliar	74	54,8	54,8	93,3
	> 50 miliar	9	6,7	6,7	100,0
	Total	135	100,0	100,0	

Jumlah Karyawan Perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-99 karyawan	121	89,6	89,6	89,6
	100-499 karyawan	9	6,7	6,7	96,3
	500 karyawan ke atas	5	3,7	3,7	100,0
	Total	135	100,0	100,0	

Jumlah Pengambilan Produk oleh Perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 100 unit	42	31,1	31,1	31,1
	100-500 unit	77	57,0	57,0	88,1
	500 unit ke atas	16	11,9	11,9	100,0
	Total	135	100,0	100,0	

Lokasi perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surabaya	42	31,1	31,1	31,1
	Luar Surabaya	93	68,9	68,9	100,0
	Total	135	100,0	100,0	

Profil Responden Cluster Sekunder.

Jenis Industri

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mebel	5	33,3	33,3	33,3
	Percetakan	5	33,3	33,3	66,7
	Lain-Lain	5	33,3	33,3	100,0
	Total	15	100,0	100,0	

Omzet Perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 miliar	6	40,0	40,0	40,0
	1 s/d 50 miliar	9	60,0	60,0	100,0
	Total	15	100,0	100,0	

Jumlah Karyawan Perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-99 karyawan	15	100,0	100,0	100,0

Jumlah Pengambilan Produk oleh Perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 100 unit	14	93,3	93,3	93,3
	100-500 unit	1	6,7	6,7	100,0
	Total	15	100,0	100,0	

Lokasi perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surabaya	5	33,3	33,3	33,3
	Luar Surabaya	10	66,7	66,7	100,0
	Total	15	100,0	100,0	

LAMPIRAN 3 : HASIL OUTPUT SPSS Uji Validitas Dan Reliabilitas

Correlations											
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total X1
X1.1	Pearson Correlation	1	,678**	,678**	,194*	,143	,172*	,292**	,276**	,085	,083
	Sig. (2-tailed)		,000	,000	,017	,082	,035	,000	,001	,299	,312
	N	150	150	150	150	150	150	150	150	150	150
X1.2	Pearson Correlation	,678**	1	,751**	,005	,143	,081	,176*	,313**	,114	,070
	Sig. (2-tailed)	,000		,000	,948	,082	,324	,032	,000	,163	,395
	N	150	150	150	150	150	150	150	150	150	150
X1.3	Pearson Correlation	,678**	,751**	1	,144	,133	,237**	,195*	,240**	,191*	,072
	Sig. (2-tailed)	,000	,000		,079	,105	,003	,017	,003	,019	,379
	N	150	150	150	150	150	150	150	150	150	150
X1.4	Pearson Correlation	,194*	,005	,144	1	,662**	,883**	,299**	,275**	,234**	,184*
	Sig. (2-tailed)	,017	,948	,079		,000	,000	,000	,001	,004	,024
	N	150	150	150	150	150	150	150	150	150	150
X1.5	Pearson Correlation	,143	,143	,133	,662**	1	,658**	,321**	,421**	,334**	,271**
	Sig. (2-tailed)	,082	,082	,105	,000		,000	,000	,000	,000	,001
	N	150	150	150	150	150	150	150	150	150	150
X1.6	Pearson Correlation	,172*	,081	,237**	,883**	,658**	1	,258**	,315**	,290**	,205*
	Sig. (2-tailed)	,035	,324	,003	,000	,000		,001	,000	,000	,012
	N	150	150	150	150	150	150	150	150	150	150
X1.7	Pearson Correlation	,292**	,176*	,195*	,299**	,321**	,258**	1	,687**	,489**	,299**
	Sig. (2-tailed)	,000	,032	,017	,000	,000	,001		,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150
X1.8	Pearson Correlation	,276**	,313**	,240**	,275**	,421**	,315**	,687**	1	,546**	,320**
	Sig. (2-tailed)	,001	,000	,003	,001	,000	,000	,000		,000	,000
	N	150	150	150	150	150	150	150	150	150	150
X1.9	Pearson Correlation	,085	,114	,191*	,234**	,334**	,290**	,489**	,546**	1	,417**
	Sig. (2-tailed)	,299	,163	,019	,004	,000	,000	,000	,000		,000
	N	150	150	150	150	150	150	150	150	150	150
X1.10	Pearson Correlation	,083	,070	,072	,184*	,271**	,205*	,299**	,320**	,417**	1
	Sig. (2-tailed)	,312	,395	,379	,024	,001	,012	,000	,000	,000	
	N	150	150	150	150	150	150	150	150	150	150
Total X1	Pearson Correlation	,590**	,546**	,605**	,628**	,655**	,665**	,674**	,732**	,599**	,432**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	150	150	150	150	150	150	150	150	150	150

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

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded ^a	0	,0
	Total	150	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,818	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	33,1867	22,435	,478	,804
X1.2	33,1333	22,855	,429	,809
X1.3	32,4600	21,485	,464	,807
X1.4	32,8667	21,928	,516	,800
X1.5	32,8533	21,992	,556	,796
X1.6	32,8467	21,406	,554	,796
X1.7	33,1867	20,770	,549	,796
X1.8	33,2067	20,152	,623	,787
X1.9	32,9467	22,266	,484	,803
X1.10	33,0133	24,389	,337	,816

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
36,6333	26,583	5,15585	10

Correlations**Correlations**

		X21	X22	X23	Total X2
X21	Pearson Correlation	1	,649**	,664**	,878**
	Sig. (2-tailed)		,000	,000	,000
	N	150	150	150	150
X22	Pearson Correlation	,649**	1	,661**	,875**
	Sig. (2-tailed)	,000		,000	,000
	N	150	150	150	150
X23	Pearson Correlation	,664**	,661**	1	,883**
	Sig. (2-tailed)	,000	,000		,000
	N	150	150	150	150
Total X2	Pearson Correlation	,878**	,875**	,883**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	150	150	150	150

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

Reliability**Case Processing Summary**

		N	%
Cases	Valid	150	100,0
	Excluded ^a	0	,0
	Total	150	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,852	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X21	6,2800	2,310	,721	,796
X22	6,3400	2,347	,718	,798
X23	6,2333	2,287	,729	,787

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9,4267	4,850	2,20234	3

Correlations**Correlations**

		X31	X32	X33	Total X3
X31	Pearson Correlation	1	,793**	,740**	,916**
	Sig. (2-tailed)		,000	,000	,000
	N	150	150	150	150
X32	Pearson Correlation	,793**	1	,805**	,938**
	Sig. (2-tailed)	,000		,000	,000
	N	150	150	150	150
X33	Pearson Correlation	,740**	,805**	1	,916**
	Sig. (2-tailed)	,000	,000		,000
	N	150	150	150	150
Total X3	Pearson Correlation	,916**	,938**	,916**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	150	150	150	150

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded ^a	0	,0
	Total	150	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,913	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X31	6,2400	4,076	,807	,891
X32	5,8533	3,965	,856	,850
X33	6,0533	4,266	,816	,884

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9,0733	8,847	2,97438	3

Correlations

Correlations

		X41	X42	X43	Total X4
X41	Pearson Correlation	1	,732**	,662**	,873**
	Sig. (2-tailed)		,000	,000	,000
	N	150	150	150	150
X42	Pearson Correlation	,732**	1	,803**	,928**
	Sig. (2-tailed)	,000		,000	,000
	N	150	150	150	150
X43	Pearson Correlation	,662**	,803**	1	,918**
	Sig. (2-tailed)	,000	,000		,000
	N	150	150	150	150
Total X4	Pearson Correlation	,873**	,928**	,918**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	150	150	150	150

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

Reliability**Case Processing Summary**

		N	%
Cases	Valid	150	100,0
	Excluded ^a	0	,0
	Total	150	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,887	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X41	7,8600	2,000	,730	,881
X42	7,9600	1,904	,844	,791
X43	7,3400	1,622	,786	,845

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,5800	3,923	1,98068	3

LAMPIRAN 4 : HASIL OUTPUT SPSS ANALISA CLUSTER

Cluster

Case Processing Summary^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
150	100,0	0	,0	150	100,0

a. Squared Euclidean Distance used

b. Average Linkage (Between Groups)

Cluster

	1	2	3
Jenis	Mebel	Percetakan	Lain-lain
Omzet	< 1 milyar	1 - 50 milyar	> 50 milyar
Kywn	10 - 99	100 - 499	> 500
Beli	< 100	100 - 500	> 500
Lokasi	Surabaya	Luar Surabaya	

Cluster Primer

No	Resp	Profil					X1										X2			X3			X4		
		Jenis	Omzet	Kywn	Beli	Lokasi	1	2	3	4	5	6	7	8	9	10	1	2	3	1	2	3	1	2	3
1	21	1	2	1	2	2	4	4	3	4	4	3	4	4	3	4	2	2	2	4	4	3	4	3	4
2	14	1	2	1	1	2	3	4	3	3	4	3	3	4	3	4	2	2	2	3	4	3	3	3	4
3	127	1	1	1	1	2	2	2	3	4	4	4	4	4	4	4	2	2	2	3	3	3	3	4	4
4	18	1	2	1	1	2	2	4	3	2	4	3	2	4	4	4	3	3	3	2	4	3	3	4	5
5	24	1	2	1	1	1	3	3	2	3	3	3	3	3	4	3	3	4	3	3	3	3	5	4	5
6	120	1	1	1	1	2	2	3	2	4	4	4	3	2	3	4	3	3	2	2	4	3	4	5	5
7	123	1	1	1	1	2	2	2	2	5	4	5	2	2	4	3	4	4	3	3	3	3	4	4	4
8	13	1	2	1	1	2	3	3	2	3	3	2	3	3	2	3	3	3	4	3	3	2	3	3	4
9	75	1	1	1	3	2	5	4	5	4	4	4	5	4	4	4	5	5	5	2	3	2	4	4	5
10	103	1	1	1	3	1	5	5	5	5	5	5	5	5	5	5	4	4	4	2	2	2	4	4	5
11	3	1	2	1	3	2	5	5	4	4	5	4	5	5	5	4	5	5	5	2	2	3	3	3	4
12	100	1	2	1	2	2	3	3	4	4	4	4	4	4	5	4	3	3	2	2	3	2	3	3	3

13	97	1	2	1	2	2	3	3	4	4	3	4	5	3	5	5	3	3	3	2	2	2	3	3	3
14	143	1	2	1	2	2	3	3	2	4	4	4	5	5	4	3	2	2	2	2	2	2	3	3	3
15	60	1	1	1	1	1	4	3	4	3	3	3	3	4	4	3	4	5	4	2	2	2	3	3	3
16	129	1	2	1	2	1	3	3	4	4	4	4	5	5	5	4	4	5	4	2	2	2	3	3	3
17	46	1	2	1	3	1	3	4	5	4	4	4	5	5	5	4	4	4	4	2	2	2	4	3	4
18	52	1	1	1	3	2	4	4	5	4	4	4	5	5	5	4	4	3	4	2	2	3	3	3	4
19	8	1	2	1	2	2	4	4	5	4	4	4	5	4	4	4	3	4	4	2	2	3	3	3	3
20	59	1	2	1	3	2	5	3	4	5	5	5	5	5	3	4	3	4	3	2	3	2	3	3	3
21	42	1	3	3	2	1	3	3	4	4	4	4	4	3	3	4	5	5	5	2	2	2	4	4	5
22	134	1	2	1	1	2	3	3	4	4	4	4	3	3	3	3	4	5	4	2	3	3	4	4	4
23	37	1	2	1	2	2	4	4	5	3	4	4	3	4	5	4	3	4	4	3	4	3	3	3	4
24	82	1	2	1	2	1	4	4	5	4	4	4	3	4	4	4	3	3	3	2	2	2	4	4	5
25	93	1	2	1	3	2	4	4	5	5	4	5	4	4	4	4	3	3	3	2	2	2	4	4	5
26	26	1	1	1	3	2	4	5	5	4	4	5	5	4	4	3	3	4	5	2	3	2	4	4	5
27	146	1	1	2	2	2	3	3	4	4	4	4	5	5	4	4	4	3	4	3	3	3	5	4	5
28	142	1	1	1	2	2	3	3	4	4	4	4	4	3	3	4	3	3	4	2	2	3	4	4	5
29	148	1	2	1	2	1	3	3	4	4	4	4	5	3	4	4	2	2	4	2	2	2	4	5	5
30	149	1	1	1	2	2	3	3	4	4	4	4	4	4	4	4	3	3	3	2	4	4	4	5	5
31	33	1	2	1	2	1	4	3	4	4	4	4	3	4	4	3	4	4	3	2	2	2	5	5	5
32	31	1	2	1	1	2	3	3	3	4	4	3	3	3	3	3	3	3	3	2	2	2	4	4	5
33	105	1	1	1	2	2	3	3	4	4	4	4	3	4	4	4	2	3	3	2	2	2	5	4	5
34	147	1	2	1	1	2	3	3	4	4	4	4	2	3	4	4	2	2	3	2	2	2	5	4	5
35	7	1	1	1	2	1	4	4	5	4	4	5	2	3	3	4	2	4	4	3	3	3	3	3	3
36	68	1	3	2	1	1	4	4	5	3	3	3	4	3	3	3	3	2	3	2	4	3	4	4	5
37	109	1	1	1	2	2	4	4	5	4	5	4	4	2	4	3	4	2	3	2	3	2	3	3	4
38	4	1	1	1	2	1	4	4	5	4	4	4	3	3	4	3	4	4	5	2	2	2	3	3	4
39	9	1	2	1	1	2	3	3	4	4	4	4	4	2	4	3	3	3	3	3	3	2	3	3	3
40	128	1	1	1	1	1	3	3	4	4	4	4	3	2	3	3	2	2	2	2	4	2	3	3	3
41	98	1	1	1	2	1	4	4	5	3	3	3	4	4	4	4	3	3	3	2	2	2	3	3	3
42	132	1	1	1	2	2	4	4	5	3	4	3	3	3	4	4	4	3	3	2	2	2	4	3	4
43	96	1	2	1	2	2	4	4	5	4	4	4	2	3	3	3	3	3	3	3	3	3	4	3	4
44	139	1	2	1	2	2	3	3	4	4	4	4	3	4	4	4	3	3	3	2	3	3	4	3	4
45	5	1	2	1	1	2	3	2	3	4	4	4	3	4	4	4	3	3	3	2	2	3	3	3	3
46	135	1	2	1	1	2	3	3	4	4	4	4	3	3	3	3	3	3	4	2	3	3	3	3	4
47	131	1	1	2	2	2	3	3	4	4	5	4	3	3	3	4	3	3	4	2	3	2	4	3	4
48	102	1	1	1	1	2	3	3	4	4	4	4	2	2	3	3	3	3	4	2	2	3	4	3	4
49	41	1	2	1	2	2	4	3	4	4	4	4	3	3	3	4	4	3	3	2	4	3	5	3	3
50	12	1	2	1	2	2	5	5	5	4	4	4	3	4	3	3	5	2	3	2	2	2	3	3	3
51	106	1	2	1	2	2	2	2	3	5	5	5	4	5	5	5	2	2	2	3	3	3	5	5	5
52	110	1	1	1	1	2	2	2	3	3	4	3	5	5	3	4	3	3	3	2	2	2	5	4	5

53	17	1	1	1	3	2	5	5	5	5	5	5	5	5	4	4	3	3	3	5	5	5	3	4	5
54	20	1	2	1	3	1	5	5	5	5	5	5	5	5	4	4	3	3	4	5	5	5	4	4	5
55	124	1	1	1	1	2	3	3	4	4	4	4	3	3	4	3	3	3	3	5	5	5	3	3	3
56	119	1	1	1	2	2	4	4	5	4	4	4	4	3	3	3	3	4	3	5	5	5	4	3	3
57	27	1	2	1	2	2	4	4	5	4	4	5	4	4	4	3	3	3	4	3	5	5	3	3	3
58	76	1	1	1	2	2	4	4	5	4	4	4	4	4	4	4	4	3	4	3	5	5	4	4	5
59	138	1	2	2	2	2	4	4	5	4	4	4	4	4	4	3	3	3	4	5	5	5	5	4	5
60	87	1	1	1	2	2	4	4	5	3	2	3	4	4	4	3	4	4	3	5	5	5	4	4	5
61	16	1	2	1	2	2	3	5	5	3	5	5	3	5	4	4	2	2	2	3	5	5	4	4	5
62	22	2	3	3	2	2	4	4	3	4	4	3	4	4	3	3	2	2	2	4	4	3	4	3	4
63	130	2	2	1	2	2	3	3	4	4	4	4	3	3	5	4	2	2	2	4	4	3	3	3	4
64	19	2	1	1	1	1	2	4	3	2	4	3	2	4	3	3	3	3	3	2	4	3	4	4	5
65	30	2	2	1	1	1	2	2	2	4	4	4	3	3	5	5	2	2	2	5	5	4	5	4	5
66	118	2	2	1	1	2	2	2	2	4	4	4	3	2	4	3	2	3	3	4	4	3	3	3	3
67	136	2	1	1	1	2	2	2	2	4	4	4	3	3	3	3	2	2	3	3	4	3	3	3	3
68	117	2	2	1	1	1	3	2	2	4	3	4	2	2	2	3	2	3	2	4	4	3	3	3	3
69	23	2	2	1	1	2	2	2	2	4	3	4	2	2	4	3	2	2	2	4	4	3	5	4	4
70	121	2	2	1	1	1	2	2	2	3	3	3	3	2	4	3	4	3	4	4	4	3	4	4	5
71	122	2	2	1	1	1	3	2	2	3	2	3	3	2	3	4	3	4	4	2	2	2	3	3	4
72	44	2	2	1	2	2	3	3	4	4	4	4	4	4	4	3	3	4	2	2	2	2	3	3	4
73	126	2	2	1	2	2	3	3	4	3	4	3	5	4	4	4	4	4	4	3	2	2	3	3	4
74	10	2	1	1	2	1	4	5	4	3	4	3	5	5	4	5	3	4	3	2	3	2	3	3	3
75	95	2	1	1	3	2	4	5	5	4	5	4	5	5	5	4	3	3	3	2	2	2	4	3	4
76	29	2	3	3	3	2	3	3	4	5	5	4	5	5	5	4	4	4	4	2	2	2	4	4	5
77	145	2	1	1	1	2	3	3	4	4	4	4	3	3	3	4	5	5	5	3	3	3	5	5	5
78	6	2	1	1	3	2	4	4	5	4	4	5	4	5	5	4	3	3	4	2	2	2	4	4	5
79	108	2	2	2	2	1	4	4	5	4	4	4	5	4	4	4	3	2	3	3	3	2	5	5	5
80	57	2	3	3	2	2	4	4	5	5	4	5	5	4	2	4	4	3	4	2	2	3	4	4	5
81	144	2	2	1	2	1	3	3	4	4	4	4	4	4	4	3	3	3	4	3	3	3	5	5	5
82	50	2	2	1	2	2	3	3	4	4	3	4	4	3	4	4	2	2	3	2	4	4	4	4	5
83	140	2	2	1	1	1	3	3	4	4	4	4	3	3	3	3	2	2	3	2	4	3	4	5	5
84	80	2	1	1	2	2	4	3	4	5	5	5	3	3	3	4	3	4	3	2	2	2	4	4	5
85	62	2	2	1	1	2	2	3	4	3	3	3	3	3	4	3	3	3	2	2	3	2	4	4	5
86	104	2	1	1	1	2	3	3	4	4	2	4	3	3	4	4	3	3	3	2	2	3	5	4	5
87	36	2	2	1	1	2	2	4	5	4	4	4	3	3	3	3	3	3	3	2	3	3	5	4	5
88	47	2	2	1	1	1	3	3	4	5	4	5	2	3	3	3	3	4	3	3	3	3	3	3	3
89	51	2	1	1	1	1	3	3	4	4	4	4	2	2	3	4	4	4	3	4	4	3	3	3	3
90	40	2	2	1	2	2	4	4	5	5	4	5	3	3	3	4	4	4	4	2	3	3	4	4	5
91	83	2	3	3	2	2	4	4	5	4	4	4	3	3	3	4	4	3	4	2	2	3	4	4	5
92	81	2	2	1	2	2	3	4	5	4	3	4	3	3	4	4	4	4	4	2	3	2	4	4	5

93	58	2	2	1	2	2	4	3	4	5	5	5	4	2	4	3	4	3	4	3	3	2	4	3	4	
94	53	2	1	1	2	2	4	4	5	5	4	5	3	3	4	4	4	4	3	4	2	2	2	3	3	3
95	61	2	2	1	2	2	4	5	5	4	3	4	3	4	3	3	3	4	3	3	2	2	2	3	3	3
96	111	2	2	1	2	2	4	4	5	4	4	4	3	4	4	4	3	3	3	3	2	2	2	3	3	3
97	89	2	2	1	2	2	4	4	5	4	4	4	3	3	3	3	4	4	3	3	2	3	3	3	3	4
98	133	2	2	1	2	1	3	3	4	4	4	4	3	4	4	4	4	4	3	4	2	2	3	3	3	4
99	54	2	1	1	2	2	4	3	4	4	5	4	3	4	4	4	4	3	2	3	2	2	3	3	3	4
100	112	2	1	2	1	1	3	3	4	4	4	4	3	4	3	3	3	3	3	3	2	3	2	3	3	4
101	141	2	1	1	1	2	3	3	4	4	4	4	3	3	3	3	3	3	3	3	2	2	2	3	3	3
102	45	2	1	1	2	2	4	3	4	4	4	4	3	3	3	4	4	3	3	4	3	3	3	3	3	4
103	11	2	2	1	1	1	4	4	4	2	2	2	3	4	4	5	5	2	3	2	2	2	2	3	3	3
104	73	2	2	1	2	2	4	4	5	5	5	5	3	3	4	4	2	2	2	3	3	3	3	4	4	5
105	107	2	2	1	2	2	4	4	5	5	4	5	2	3	3	3	2	2	2	4	4	3	5	5	5	5
106	74	2	2	1	3	2	4	4	5	5	5	5	5	5	5	4	3	4	3	5	5	5	5	4	4	5
107	137	2	1	1	2	1	4	4	5	4	4	4	3	4	5	3	3	3	3	5	5	5	5	4	3	3
108	88	2	2	1	2	2	3	4	5	3	3	3	3	4	5	4	3	3	4	5	5	5	5	4	4	5
109	101	2	2	1	2	2	4	4	5	4	3	4	5	5	4	3	4	3	3	4	4	3	3	3	3	4
110	15	3	1	1	2	1	3	3	5	3	3	5	3	3	4	4	2	2	2	3	3	5	3	3	3	4
111	28	3	2	1	1	2	2	2	2	4	4	4	3	2	3	4	3	3	2	5	5	5	5	4	4	4
112	78	3	2	1	3	2	4	4	5	5	5	5	5	5	5	4	5	5	5	2	3	2	4	4	4	5
113	48	3	3	2	2	2	4	3	4	3	3	3	5	3	4	4	3	2	2	2	2	2	2	3	3	3
114	49	3	2	1	2	2	4	4	5	3	4	3	4	4	4	3	5	4	4	2	2	2	2	3	3	3
115	125	3	2	1	2	1	4	4	4	3	4	3	5	5	5	4	3	3	3	2	3	2	3	3	3	3
116	55	3	2	1	3	1	4	4	5	5	4	5	4	5	5	4	4	4	4	2	2	2	2	3	3	3
117	86	3	1	1	2	1	5	4	5	4	4	4	3	4	5	4	3	3	4	3	4	3	5	5	5	5
118	25	3	1	1	2	1	4	3	4	4	3	4	5	5	4	4	3	3	3	2	2	2	4	4	4	5
119	43	3	2	1	2	2	4	3	4	4	4	4	5	5	4	3	4	4	3	2	2	3	4	5	5	5
120	92	3	2	1	2	2	3	4	5	4	4	4	5	5	4	3	3	3	3	2	2	3	3	4	4	5
121	150	3	1	1	2	2	3	3	4	4	4	4	4	3	4	4	4	4	4	4	4	3	4	5	5	5
122	99	3	1	1	2	2	3	3	4	4	4	4	4	3	4	4	3	3	3	2	4	4	4	4	4	5
123	32	3	1	1	1	2	3	3	3	4	4	2	3	3	4	4	3	3	3	2	3	2	5	5	5	5
124	34	3	2	1	1	1	4	3	4	4	4	4	3	3	3	3	3	2	2	2	2	3	5	5	5	5
125	85	3	2	1	2	2	4	4	5	4	3	4	3	3	3	3	3	3	3	2	3	3	4	4	4	5
126	91	3	3	2	2	2	4	4	5	4	3	4	4	3	3	3	4	3	3	2	2	2	3	4	4	5
127	90	3	2	1	2	1	4	4	5	3	4	3	3	3	3	4	4	3	4	2	4	3	4	4	4	5
128	94	3	1	1	1	1	4	4	5	3	3	3	3	3	3	3	4	4	4	3	3	3	4	4	4	5
129	56	3	2	1	2	1	4	4	5	5	4	5	2	3	3	4	4	3	4	3	3	3	3	3	3	4
130	35	3	3	2	2	2	4	4	5	4	4	4	3	3	3	3	3	2	2	2	3	3	3	3	3	4
131	84	3	2	1	1	2	3	4	5	3	3	3	3	3	3	3	2	2	2	2	3	3	3	3	3	4
132	72	3	1	1	2	1	4	5	5	5	5	5	2	2	4	4	2	2	2	4	4	4	4	4	4	5

133	71	3	1	1	2	2	4	4	5	5	4	5	3	2	3	4	4	4	3	4	4	3	4	4	5
134	38	3	1	1	2	1	4	4	5	4	4	4	4	4	4	4	3	3	3	5	5	5	3	3	4
135	39	3	1	1	2	1	2	4	5	4	4	4	3	4	5	4	3	3	4	5	5	5	3	3	4

Cluster Sekunder

No	Resp	Profil					X1										X2			X3			X4		
		Jenis	Omzet	Kywn	Beli	Lokasi	1	2	3	4	5	6	7	8	9	10	1	2	3	1	2	3	1	2	3
1	114	1	2	1	1	2	2	2	2	2	2	2	2	2	2	3	2	2	2	5	4	4	4	4	5
2	1	1	1	1	1	1	4	4	5	2	3	2	3	3	4	4	4	4	4	4	4	3	3	3	4
3	2	1	2	1	1	2	3	4	4	2	4	2	2	2	3	4	4	3	4	4	4	3	3	3	4
4	113	1	2	1	1	1	3	3	4	2	4	2	3	3	4	3	3	3	3	5	5	5	3	3	3
5	67	1	2	1	1	2	4	4	5	2	2	2	3	2	4	3	3	3	3	2	4	3	4	4	5
6	66	2	2	1	1	2	4	4	5	2	3	2	2	2	2	3	2	3	2	5	5	5	4	4	5
7	69	2	2	1	1	2	4	4	5	3	3	3	3	2	3	4	2	2	2	5	5	5	4	4	5
8	65	2	2	1	1	1	4	4	5	3	2	2	2	2	2	3	2	2	3	3	5	5	4	4	5
9	70	2	2	1	1	2	4	4	5	2	2	2	3	2	4	3	2	3	2	4	4	3	4	4	5
10	77	2	2	1	1	1	4	3	4	2	2	2	3	2	4	4	2	2	2	3	5	5	4	4	5
11	116	3	1	1	1	2	2	3	2	2	2	2	2	2	2	3	2	2	2	5	5	5	4	4	5
12	115	3	1	1	1	2	2	3	2	2	2	2	2	2	2	3	2	2	2	5	5	5	4	3	3
13	79	3	1	1	2	2	3	4	5	3	4	3	3	3	4	4	5	4	4	5	5	4	4	3	4
14	64	3	1	1	1	1	4	4	5	2	2	2	2	2	2	3	2	2	2	3	3	5	3	3	3
15	63	3	1	1	1	2	4	4	5	2	2	2	2	2	2	3	3	4	5	5	5	5	5	5	5