

Lampiran C.1 Kuesioner pendahuluan

**PRAKUISIONER
PENGUKURAN KEPUASAN KONSUMEN TELKOMSEL
PASCABAYAR DI SURABAYA**

Untuk memperoleh data dalam penelitian yang akan saya lakukan pada saat tugas akhir ini, saya mohon saudara berkenan mengisi kuisioner ini dengan sebenarnya. Sebelumnya saya ucapkan terima kasih atas kesediaan saudara dalam mengisi kuesioner ini.

BAGIAN I

Berilah tanda X untuk jawaban yang anda pilih.

1. Jenis kelamin : a. Laki-laki b. Perempuan
2. Usia : a. < 20thn b. 20-30 thn c. 31-40thn d. 41-50thn e. >50 thn
3. Pekerjaan : a. Mahasiswa/ pelajar c. Pegawai negeri e. Ibu rumah tangga
b. Wiraswasta d. Pegawai swasta f. Lainnya.....
4. Status : a. Menikah b. Belum menikah c. Duda/Janda
5. Pendapatan kira-kira tiap bulan : a. Kurang dari Rp 1000.000,-
b. $Rp\ 1000.000 \leq - < Rp\ 2000.000,-$
c. $Rp\ 2.000.000 \leq - < Rp\ 3000.000,-$
d. $Rp\ 3.000.000 \leq - < Rp\ 4000.000,-$
e. $\geq Rp\ 4.000.000,-$
6. Dari media mana anda mengetahui telkomsel pascabayar:
a. Koran b. Televisi c. Radio d. Internet e. Majalah f. Tabloid g. Lainnya....
7. Apakah kemudahan membayar tagihan telepon seluler sangat diperlukan:
a. Ya b. Tidak
8. Dalam satu bulan, berapa kira-kira dana yang anda gunakan untuk membayar tagihan :
a. Kurang dari Rp100.000
b. $Rp\ 100.000 \leq - < Rp\ 200.000$
c. $Rp\ 200.000 \leq - < Rp\ 300.000$
d. $Rp\ 300.000 \leq - < Rp\ 400.000$
e. $\geq Rp\ 400.000$
9. Alasan anda memilih kartu telkomsel pasca bayar:
a. Coba-coba d. Lainnya.....
b. Jangkauannya
c. Banyak yang memakainya
10. Berapa telepon seluler yang anda miliki:
a. 1 b. 2 c. 3 d. Lebih dari 3
11. Anda lebih suka membayar tagihan pulsa dimana:
a. Bank b. ATM c. Kantor telepon seluler

BAGIAN II

Berikut ini adalah kuesioner untuk mengukur tingkat kepentingan fasilitas telkomsel pascabayar. Berilah tanda X untuk mengisi jawaban yang anda anggap sesuai dengan keadaan yang sebenarnya.

1 = Sangat tidak penting

4 = Penting

2 = Tidak penting

5 = Sangat penting

3 = Biasa

	Tingkat kepentingan					
1	Bebas roaming nasional	1	2	3	4	5
2	Adanya roaming internasional	1	2	3	4	5
3	Layanan lewat ATM	1	2	3	4	5
4	Adanya call hold	1	2	3	4	5
5	Kemudahan mendapatkan kartu telkomsel pasca bayar	1	2	3	4	5
6	Layanan SLJJ telkomsel	1	2	3	4	5
7	Tingkat kejernihan suara telkomsel pasca bayar	1	2	3	4	5
8	Adanya undian berhadiah untuk pengguna telkomsel	1	2	3	4	5
9	Sinyal dalam gedung	1	2	3	4	5
10	Sinyal luar Kota	1	2	3	4	5
11	Caroline (customer service on line)	1	2	3	4	5
12	Adanya multi mobile banking	1	2	3	4	5
13	Jumlah gerai	1	2	3	4	5
14	Layanan IOD (info on demand)	1	2	3	4	5
15	Fasilitas sms info pajak kendaraan bermotor diseluruh jawa timur	1	2	3	4	5
16	Tarif telepon	1	2	3	4	5
17	Adanya halo keluarga	1	2	3	4	5
18	Tarif sms	1	2	3	4	5
19	Tarif mms	1	2	3	4	5
20	SLI	1	2	3	4	5
21	Memori kartu	1	2	3	4	5
22	Layanan GPRS/WAP telkomsel pasca bayar	1	2	3	4	5
23	Brand image	1	2	3	4	5
24	Adanya call forwarding	1	2	3	4	5
25	Adanya internet	1	2	3	4	5
26	Adanya jangkauan nasional dan internasional	1	2	3	4	5
27	Adanya 150 sms gratis dengan abonomen 45 ribu	1	2	3	4	5
28	Adanya fax dan data	1	2	3	4	5

Fasilitas lain yang anda anggap perlu:

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

BAGIAN III

berikut ini adalah kuesioner untuk mengukur tingkat kepuasan konsumen telkomsel pasca bayar. Berilah tanda x untuk mengisi jawaban yang anda anggap sesuai dengan keadaan yang sebenarnya.

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5	Kemudahan mendapatkan kartu telkomsel pasca bayar	1	2	3	4	5
6	Layanan SLJJ telkomsel	1	2	3	4	5
7	Tingkat kejernihan suara telkomsel pasca bayar	1	2	3	4	5
8	Adanya undian berhadiah untuk pengguna telkomsel	1	2	3	4	5
9	Sinyal dalam gedung	1	2	3	4	5
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Fasilitas lain yang anda anggap perlu:

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

KUISIONER

PENGUKURAN KEPUASAN KONSUMEN TELKOMSEL

PASCABAYAR DI SURABAYA

Untuk memperoleh data dalam penelitian yang akan saya lakukan pada saat tugas akhir ini, saya mohon saudara berkenan mengisi kuisisioner ini dengan sebenar-benarnya. Sebelumnya saya ucapkan terima kasih atas kesediaan saudara dalam mengisi kuisisioner ini.

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a. 1 b. 2 c. 3 d. Lebih dari 3
11. Anda lebih suka membayar tagihan pulsa dimana:
a. Bank b. ATM c. Kantor telepon seluler
12. Gaya hidup anda:
a. Menyukai kemewahan
b. Sering berbelanja
c. Menyukai kebugaran
d. Menyukai tantangan
e. Sederhana

BAGIAN II

Berikut ini adalah kuesioner untuk mengukur tingkat kepentingan fasilitas telkomsel pascabayar. Berilah tanda X untuk mengisi jawaban yang anda anggap sesuai dengan keadaan yang sebenarnya.

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	Tingkat kepentingan					
1	Bebas roaming nasional	1	2	3	4	5
2	Adanya roaming internasional	1	2	3	4	5
3	Layanan lewat ATM	1	2	3	4	5
4	Layanan bebas roming abonemen 65 ribu	1	2	3	4	5
5	Adanya veronica	1	2	3	4	5
6	Kemudahan mendapatkan kartu telkomsel pasca bayar	1	2	3	4	5
7	Layanan SLJJ telkomsel	1	2	3	4	5
8	Tingkat kejernihan suara telkomsel pasca bayar	1	2	3	4	5
9	Adanya undian berhadiah untuk pengguna telkomsel	1	2	3	4	5
10	Sinyal luar Kota	1	2	3	4	5
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15	Fasilitas sms info pajak kendaraan bermotor diseluruh jawa timur	1	2	3	4	5
16	Tarif telepon	1	2	3	4	5
17	Adanya halo keluarga	1	2	3	4	5
18	Tarif sms	1	2	3	4	5
19	Tarif mms	1	2	3	4	5
20	SLI	1	2	3	4	5
21	Memori kartu	1	2	3	4	5
22	Adanya Call Forwarding	1	2	3	4	5
23	Layanan GPRS/WAP telkomsel pasca bayar	1	2	3	4	5
24	Brand image	1	2	3	4	5
25	Call waiting	1	2	3	4	5
26	Adanya internet	1	2	3	4	5
27	Adanya jangkauan nasional dan internasional	1	2	3	4	5
28	Adanya 150 sms gratis dengan abonemen 45 ribu	1	2	3	4	5
29	Layanan 24 jam setiap hari	1	2	3	4	5
30	Adanya fax dan data	1	2	3	4	5
31	Adanya halo komoditi (abonemen 0)	1	2	3	4	5

BAGIAN III

berikut ini adalah kuesioner untuk mengukur tingkat kepuasan konsumen telkomsel pasca bayar. Berilah tanda x untuk mengisi jawaban yang anda anggap sesuai dengan keadaan yang sebenarnya.

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4	Layanan bebas roming abonemen 65 ribu	1	2	3	4	5
5	Adanya veronica	1	2	3	4	5
6	Kemudahan mendapatkan kartu telkomsel pasca bayar	1	2	3	4	5
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19	Tarif mms	1	2	3	4	5
20	SLI	1	2	3	4	5
21	Memori kartu	1	2	3	4	5
22	Adanya Call Forwading	1	2	3	4	5
23	Layanan GPRS/WAP telkomsel pasca bayar	1	2	3	4	5
24	Brand image	1	2	3	4	5
25	Call waiting	1	2	3	4	5
26	Adanya internet	1	2	3	4	5
27	Adanya jangkauan nasional dan internasional	1	2	3	4	5
28	Adanya 150 sms gratis dengan abonemen 45 ribu	1	2	3	4	5
29	Layanan 24 jam setiap hari	1	2	3	4	5
30	Adanya fax dan data	1	2	3	4	5
31	Adanya halo comoditi (abonemen 0)	1	2	3	4	5

LAMPIRAN C : II

Lampiran C.2.1 Tingkat Kepentingan

no	variabel 3	variabel 5	variabel 6	variabel 7	variabel 8	variabel 10	variabel 11	variabel 12	variabel 13	variabel 14	variabel 15	variabel 16	variabel 17
1	3	4	3	3	4	2	3	3	2	4	3	3	4
2	2	3	3	4	3	3	4	3	2	3	3	4	4
3	3	4	4	4	3	5	5	4	3	2	2	5	4
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137	5	4	3	3	4	3	4	3	4	5	3	3
138	5	4	3	4	4	5	5	5	5	5	4	4

[illegible]

variabel 18	variabel 19	variabel 20	variabel 21	variabel 24	variabel 26	variabel 27	variabel 28	variabel 29	variabel 31	sum	mean	st dev	koef varian
5	4	3	3	3	3	2	3	2	4	73	2.354839	0.777652	0.3302359
4	4	3	4	5	4	4	3	3	3	78	2.516129	0.722315	0.28707396
4	4	3	5	5	3	5	4	3	4	88	2.83871	0.936734	0.3299858
5	5	4	5	3	3	5	4	4	4	90	2.903226	0.792754	0.27305962
4	5	3	4	5	4	5	3	5	3	88	2.83871	0.886883	0.31242466
4	4	3	5	3	5	5	3	4	4	96	3.096774	0.777652	0.25111689
3	3	2	4	5	5	5	4	4	4	96	3.096774	0.886883	0.28638927
4	4	3	4	3	4	5	4	3	4	83	2.677419	0.722315	0.26978035
4	4	3	4	3	4	5	4	3	5	84	2.709677	0.775107	0.28605131
3	3	4	5	5	5	5	4	4	5	95	3.064516	0.868873	0.28352706
4	4	3	5	4	5	4	4	3	5	97	3.129032	0.795243	0.25414975
5	5	3	5	5	4	5	3	5	4	93	3	0.877924	0.29264142
4	4	3	5	5	5	5	4	5	5	95	3.064516	1.057628	0.34512073
4	4	3	5	5	5	5	4	5	5	99	3.193548	0.87567	0.27419978
3	3	4	5	5	5	4	3	4	3	89	2.870968	0.919701	0.32034527
4	4	3	4	4	4	5	3	3	3	86	2.774194	0.751809	0.27100107
4	4	3	5	5	4	5	5	3	3	85	2.741935	0.87567	0.3193621
4	4	3	5	4	4	5	5	5	4	98	3.16129	0.619192	0.19586698
4	4	3	5	4	5	5	5	4	5	94	3.032258	0.733178	0.24179262
3	3	4	4	4	5	5	4	4	4	89	2.870968	0.757049	0.26369107
5	5	4	5	5	5	5	5	3	5	106	3.419355	0.656376	0.19195915
4	3	4	4	4	4	4	3	4	5	87	2.806452	0.518435	0.18472966
4	4	4	5	4	4	5	4	4	5	94	3.032258	0.848155	0.27971082
4	4	5	5	4	4	4	3	4	4	95	3.064516	0.694416	0.22659887
4	4	2	4	5	5	5	4	3	5	93	3	0.824525	0.27484175
5	5	3	4	5	4	5	2	5	5	97	3.129032	0.850482	0.27180362
4	4	3	4	5	5	5	5	5	5	99	3.193548	0.822125	0.25743305
3	3	4	4	5	5	5	4	4	5	92	2.967742	0.797724	0.26879832
5	5	4	5	4	5	4	4	5	5	99	3.193548	0.702902	0.22010061
4	4	4	5	4	5	4	4	4	5	96	3.096774	0.716822	0.23147382
4	4	4	5	3	5	5	4	5	5	94	3.032258	0.848155	0.27971082

4	4	4	4	4	4	4	4	4	4	4	4	3	94	3.032258	0.733178	0.24179262
3	3	4	4	4	3	5	5	3	3	3	3	3	87	2.803452	0.850482	0.30304542
5	5	4	4	4	3	3	3	3	3	3	3	3	90	2.903226	0.668312	0.2301962
4	4	4	4	4	3	4	4	4	3	3	3	3	89	2.870968	0.694416	0.2418752
4	4	4	4	4	3	4	4	4	3	3	3	3	89	2.870968	0.694416	0.2418752
4	4	4	3	4	4	4	4	4	4	4	4	4	88	2.83871	0.491026	0.17297514
4	3	4	4	4	3	4	4	4	3	3	3	3	86	2.774194	0.448978	0.16184082
3	3	3	3	3	3	3	3	3	4	4	4	4	82	2.645161	0.589768	0.22296101
3	5	3	3	3	3	3	3	3	3	4	4	4	77	2.483871	0.775107	0.31205597
5	3	4	5	4	3	3	4	4	3	4	4	4	94	3.032258	0.848155	0.27971082
4	4	4	4	4	3	5	4	4	4	4	4	3	92	2.967742	0.6742	0.22717604
4	4	4	4	5	4	3	5	3	3	3	3	3	87	2.806452	0.671262	0.23918537
4	4	4	4	4	4	4	4	4	4	4	3	3	87	2.806452	0.599736	0.21369919
4	4	3	3	4	3	4	5	5	3	3	3	3	95	3.064516	0.757049	0.2470369
3	5	5	5	5	4	4	5	4	5	4	4	4	96	3.096774	0.777652	0.25111689
4	4	4	4	4	4	4	4	4	4	4	4	4	88	2.83871	0.576208	0.20298241
5	5	3	3	4	3	4	5	5	5	5	5	3	96	3.096774	0.834058	0.26933112
3	3	4	4	4	4	4	4	4	4	5	5	3	90	2.903226	0.848155	0.29214242
4	5	4	4	4	3	3	3	4	4	4	3	3	90	2.903226	0.668312	0.2301962
5	5	4	5	5	4	4	5	5	5	5	5	5	102	3.290323	0.662371	0.2013088
5	5	4	4	5	4	4	5	5	3	4	4	3	96	3.096774	0.936734	0.30248698
4	4	3	4	4	3	3	5	4	4	4	4	4	86	2.774194	0.540824	0.19494803
5	3	4	5	5	3	3	5	4	5	4	5	3	94	3.032258	0.848155	0.27971082
3	3	3	3	3	3	3	4	4	4	4	4	4	89	2.870968	0.694416	0.2418752
4	4	3	5	5	3	4	4	4	3	3	3	3	90	2.903226	0.733178	0.25253895
5	5	4	4	4	5	4	5	5	5	5	5	3	96	3.096774	0.834058	0.26933112
4	4	4	3	3	3	3	3	4	4	4	4	4	83	2.677419	0.722315	0.26978035
5	5	3	3	3	3	3	5	5	5	5	5	4	93	3	0.928256	0.30941882
5	5	4	4	4	5	4	5	5	5	5	5	3	97	3.129032	0.795243	0.25414975
4	4	3	3	3	3	5	5	4	4	3	3	3	93	3	0.824525	0.27484175
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5	5	3	3	3	4	3	3	4	5	5	4	3	99	3.193548	0.87567	0.27419978
4	4	3	3	3	3	3	3	3	5	5	3	3	89	2.870968	0.757049	0.26369107

4	4	4	4	5	4	4	4	4	4	5	5	5	5	5	95	3.064516	0.548083	0.17884822
4	5	4	4	5	4	4	4	4	5	5	5	5	5	5	98	3.16129	0.619192	0.19586698
5	5	4	4	4	4	4	4	4	4	3	3	3	3	3	93	3	0.705708	0.23523598
3	3	3	3	5	3	3	3	5	5	3	3	5	5	5	89	2.870968	0.757049	0.26369107
4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	96	3.096774	0.576208	0.18606721
4	4	4	4	3	4	3	3	4	4	3	3	5	4	4	97	3.129032	0.671262	0.21452708
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	90	2.903226	0.514609	0.17725411
4	4	4	4	4	3	4	4	4	5	4	3	3	3	3	86	2.774194	0.6887	0.24825249
4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	83	2.677419	0.583027	0.21775722
3	3	4	4	3	4	4	4	4	4	4	4	4	4	3	86	2.774194	0.540824	0.19494803
4	3	3	3	4	4	4	3	3	4	4	5	3	3	3	87	2.806452	0.671262	0.23918537
4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	86	2.774194	0.540824	0.19494803
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4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	85	2.741935	0.63495	0.23157016
4	4	4	4	3	4	4	4	4	5	3	5	3	3	3	94	3.032258	0.733178	0.24179262
5	5	3	3	5	4	4	4	4	4	3	4	4	4	3	90	2.903226	0.848155	0.29214242
4	4	4	4	3	4	3	3	4	4	3	5	5	5	4	97	3.129032	0.671262	0.21452708
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	90	2.903226	0.514609	0.17725411
5	5	3	3	4	4	4	4	4	5	3	5	4	4	4	95	3.064516	0.894416	0.22659887
4	4	3	3	5	4	4	4	4	4	3	4	4	4	3	85	2.741935	0.558796	0.20379619
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4	5	4	4	4	3	3	3	4	4	4	3	3	3	3	90	2.903226	0.668312	0.2301962
5	5	3	3	4	4	5	4	5	5	3	4	4	4	4	97	3.129032	0.850482	0.27180362
4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	90	2.903226	0.596432	0.20543772
4	4	3	3	4	3	3	4	4	4	3	3	3	3	3	86	2.774194	0.619192	0.22319726
4	4	3	3	5	4	4	4	3	3	4	4	4	4	4	88	2.83871	0.491026	0.17297514
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5	5	3	3	4	4	4	4	4	4	3	4	4	4	3	90	2.903226	0.733178	0.25253895
4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	84	2.709677	0.647281	0.23887741
4	4	3	3	4	4	4	4	4	4	3	4	4	4	4	95	3.064516	0.625543	0.20412464

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4	4	4	3	4	4	4	4	4	5	5	4	3	5	3	91	2.935484	0.562322	0.19156009
5	5	4	4	5	4	4	4	4	4	4	3	4	4	3	95	3.064516	0.694416	0.22659887
5	5	5	3	4	5	5	4	5	5	4	3	4	4	4	101	3.258065	0.656376	0.20146208
5	5	5	3	4	4	4	4	4	4	4	3	4	4	4	95	3.064516	0.625543	0.20412464
5	5	5	3	4	4	4	4	4	4	4	3	4	4	4	97	3.129032	0.671262	0.21452708
4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	88	2.83871	0.387553	0.13652449
4	4	4	2	4	4	4	4	4	4	4	3	4	3	3	87	2.806452	0.671262	0.23918537
4	4	4	3	4	4	4	4	4	4	4	3	4	3	3	88	2.83871	0.387553	0.13652449
4	4	4	4	3	4	4	4	4	4	4	3	4	3	3	94	3.032258	0.668312	0.22040061
5	5	5	3	4	4	4	4	4	4	4	3	4	4	3	95	3.064516	0.694416	0.22659887
3	4	4	4	3	3	3	4	4	3	3	3	3	3	3	85	2.741935	0.702902	0.25635247
4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	88	2.83871	0.387553	0.13652449
3	4	4	4	5	4	4	4	4	5	5	3	4	4	3	85	2.741935	0.558796	0.20379619
5	5	5	3	5	4	5	4	5	5	4	3	4	4	3	95	3.064516	0.694416	0.22659887
5	5	5	3	3	4	4	4	3	4	4	5	4	4	3	99	3.193548	0.87567	0.27419978
4	4	4	3	3	3	3	3	3	5	5	5	3	3	3	89	2.870968	0.757049	0.26369107
3	4	4	3	4	4	4	4	4	4	4	3	4	4	3	83	2.677419	0.583027	0.21775722
4	4	4	4	3	4	4	4	4	4	4	3	4	4	3	94	3.032258	0.668312	0.22040061
4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	85	2.741935	0.558796	0.20379619
4	4	4	3	4	3	3	3	4	4	4	3	4	4	4	83	2.677419	0.583027	0.21775722
4	4	4	3	4	3	3	3	3	3	3	3	3	3	3	76	2.451613	0.470472	0.19190304
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5	5	4	3	5	4	4	3	3	4	4	5	4	4	5	90	2.903226	0.848155	0.29214242
4	4	4	3	3	4	4	4	4	3	3	4	3	3	3	81	2.612903	0.510754	0.19547372
4	4	3	2	3	3	3	3	3	4	4	4	3	3	4	88	2.83871	0.834058	0.29381577
5	5	5	5	4	4	4	4	4	5	5	5	5	5	4	99	3.193548	0.63495	0.19882286
4	4	4	2	4	3	3	4	4	4	4	4	4	4	4	87	2.806452	0.599736	0.21369919
3	3	3	3	5	4	4	4	4	4	4	4	4	4	4	89	2.870968	0.814881	0.28383508
4	4	4	3	4	4	4	4	4	4	4	3	5	5	3	88	2.83871	0.491026	0.17297514

Lampiran C.2.2 Tingkat Kepuasan

NO	variabel 3	variabel 5	variabel 6	variabel 7	variabel 8	variabel 10	variabel 11	variabel 12	variabel 13	variabel 14	variabel 15	variabel 16
1	5	2	5	3	3	4	4	4	4	4	4	3
2	5	3	5	3	3	5	5	5	5	4	3	4
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6	5	3	5	1	3	4	4	4	5	4	4	4
7	5	3	5	1	4	4	4	4	5	4	4	4
8	5	3	5	1	4	3	3	3	5	3	4	4
9	5	2	5	1	4	5	4	4	5	4	4	4
10	5	2	5	1	3	3	3	4	5	4	4	4
11	5	3	5	3	3	4	4	4	4	3	3	4
12	5	3	5	4	4	4	4	4	5	4	4	4
13	5	2	5	1	4	4	4	4	5	3	3	3
14	5	3	5	1	3	3	4	4	5	3	4	4
16	5	3	5	4	4	4	4	4	5	3	3	4
17	4	3	5	4	4	4	5	4	5	4	4	4
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19	4	2	5	1	2	3	5	3	5	3	4	4
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21	4	3	4	4	2	5	5	5	5	4	3	4
22	4	3	5	4	2	4	5	5	4	4	3	4
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26	5	3	5	3	3	4	5	4	5	4	4	4
27	5	3	5	4	4	4	4	4	5	3	3	4
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29	5	3	4	4	3	4	3	4	4	3	3	3
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31	5	3	5	3	4	5	5	5	5	4	3	4
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[illegible]

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175	4	3	3	4	4	3	4	4	4	3	4	4	3	3
176	3	4	4	4	3	4	3	3	4	4	4	4	4	3
177	5	2	4	4	4	3	4	4	4	3	3	5	3	3

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SUM	781	467	769	634	632	723	691	690	793	628	639	651	709		
MEAN	33.95652	20.30435	33.43478	27.56522	27.47826	31.43478	30.04348	30	34.47826	27.30435	27.78261	28.30435	30.82609		

RECEIVED
MAY 10 1964
U.S. AIR FORCE
HONOLULU, HAWAII

variabel 17	variabel 18	variabel 19	variabel 20	variabel 21	variabel 24	variabel 26	variabel 27	variabel 28	variabel 29	variabel 31	sum	mean
5	4	3	3	4	4	4	5	3	4	3	87	3.782609
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4	4	3	4	4	3	3	5	4	4	4	87	3.782609
4	4	3	3	4	3	4	5	4	4	4	87	3.782609
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5	3	3	4	5	4	4	5	4	4	3	100	4.347826
5	3	3	4	5	4	4	5	4	4	3	93	4.043478
5	3	3	3	4	3	3	5	4	3	4	98	4.26087
5	3	3	4	4	4	4	5	3	3	4	105	4.565217
4	4	3	4	5	4	4	5	4	4	4	99	4.304348
4	4	3	4	5	3	4	5	3	3	3	99	4.304348
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4	4	3	4	5	4	4	5	3	4	3	110	4.782609
5	4	3	4	4	3	4	4	4	4	4	105	4.565217
4	4	3	4	5	4	4	5	3	4	4	104	4.521739
4	4	3	3	4	3	4	4	4	4	4	103	4.478261
4	4	3	4	5	3	3	5	3	4	4	111	4.826087
3	4	3	4	5	3	3	5	4	3	4	110	4.782609
4	4	3	3	5	4	3	5	4	3	4	113	4.913043
4	4	3	3	5	4	4	5	3	4	3	114	4.956522
4	4	3	4	5	3	4	4	4	4	4	118	5.130435
4	3	3	4	5	4	4	5	3	3	3	116	5.043478
4	4	3	3	5	3	4	5	4	4	3	117	5.086957
3	3	3	4	4	4	3	5	3	3	4	115	5
4	3	3	3	4	3	4	5	4	4	4	113	4.913043
5	4	3	3	4	4	4	5	3	4	3	119	5.173913
4	4	3	3	5	4	4	4	3	3	4	123	5.347826
3	4	3	3	4	4	4	5	3	3	3	114	4.956522
4	4	3	4	4	3	4	5	3	4	4	118	5.130435

4	3	4	5	4	4	5	4	4	5	4	4	3	127	5.521739
3	3	4	5	4	4	5	4	4	5	4	4	3	126	5.478261
3	4	4	4	4	3	4	3	3	5	3	3	4	122	5.304348
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3	3	3	4	3	4	4	3	4	5	3	4	3	141	6.130435
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3	3	3	3	4	4	4	4	4	4	4	3	152	6.608696
3	3	3	3	4	4	4	4	4	3	4	3	151	6.565217
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4	3	3	3	4	4	4	5	4	4	4	4	168	7.304348
4	4	4	3	4	4	4	5	4	4	2	4	160	6.956522
4	4	4	3	4	4	4	5	4	4	4	4	163	7.086957
4	4	4	2	4	4	4	4	2	4	4	2	163	7.086957
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2	3	3	3	4	4	4	4	3	4	4	4	169	7.347826
4	4	4	3	4	4	4	5	4	4	4	4	175	7.608696
4	2	1	1	4	4	4	5	4	4	1	1	168	7.304348
4	4	4	1	4	4	4	5	4	4	4	4	175	7.608696
3	3	3	3	4	4	4	5	4	4	4	4	174	7.565217
4	2	4	4	4	4	4	5	4	3	4	4	174	7.565217
4	3	3	3	4	4	1	4	4	3	4	4	172	7.478261
3	3	3	3	4	4	4	5	4	3	4	4	178	7.73913
1	3	3	3	4	4	4	5	4	3	3	3	178	7.73913
3	4	2	2	4	3	3	5	4	2	3	3	175	7.608696
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3	3	3	3	4	4	4	5	4	4	4	4	188	8.173913
3	1	1	1	4	4	4	5	4	2	3	3	181	7.869565

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4	4	3	5	3	4	4	4	5	4	4	3	3	207	9
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4	1	4	4	4	4	4	4	4	3	4	4	4	211	1.159341
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4	4	4	4	4	4	4	4	4	2	4	4	4	219	1.203297
4	4	3	4	4	4	4	4	5	3	3	4	4	214	1.175824
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3	4	4	5	4	4	4	4	5	4	4	4	3	232	1.274725
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3	4	3	4	4	4	4	4	3	4	4	4	270	1.483516
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4	3	3	4	4	3	4	4	3	3	3	3	274	1.505495
4	4	3	4	4	4	4	4	3	5	3	3	286	1.571429
4	4	3	4	4	4	4	5	3	4	4	3	288	1.582418
4	4	3	4	4	3	4	5	3	4	4	3	282	1.549451
4	4	3	4	4	4	4	5	3	3	3	3	285	1.565934
4	4	3	4	4	4	4	2	3	4	4	3	287	1.576923
3	4	4	4	4	3	4	4	4	3	3	3	278	1.527473
654	623	615	756	658	674	613	797	645	621	33256			
28.43478	27.08696	26.73913	32.86957	28.6087	29.30435	34.65217	26.65217	28.04348	27				

LAMPIRAN C : III

Lampiran C.3 Hasil Faktor Kepentingan

Tabel C.3.1 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.634
Bartlett's Test of Sphericity	Approx. Chi-Square	761.196
	df	210
	Sig.	.000

Tabel C.3.3 Communalities

Communalities		
	Initial	Extraction
ATM	1.000	.183
VERONICA	1.000	.177
KEMDHAN	1.000	.305
SLIJTEL	1.000	.159
KEJERNIH	1.000	9.189E-02
SINYAL	1.000	.370
CAROLINE	1.000	.230
BANKINGG	1.000	.363
GERAI	1.000	.214
IODTEL	1.000	9.666E-02
FSLTSPJK	1.000	.356
TARIFTLP	1.000	.378
HALO	1.000	.346
TRFSMS	1.000	.338
TRFMMS	1.000	.318
SLI	1.000	.180
MEMORIKR	1.000	.380
BRAND	1.000	.360
INTERNET	1.000	.384
JAGKAUAN	1.000	.232
LYANGRTS	1.000	.140

Extraction Method: Principal Component Analysis.

Tabel C.3.4 Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.338	15.894	15.894	3.338	15.894	15.894	3.095	14.736	14.736
2	2.264	10.783	26.677	2.264	10.783	26.677	2.508	11.941	26.677
3	1.783	8.491	35.169						
4	1.360	6.474	41.643						
5	1.213	5.776	47.419						
6	1.205	5.737	53.156						
7	1.082	5.151	58.307						
8	1.039	4.949	63.256						
9	.951	4.526	67.782						
10	.912	4.344	72.126						
11	.856	4.077	76.203						
12	.811	3.861	80.064						
13	.690	3.288	83.352						
14	.633	3.014	86.366						
15	.540	2.572	88.938						
16	.473	2.254	91.191						
17	.446	2.122	93.313						
18	.419	1.997	95.310						
19	.389	1.852	97.163						
20	.368	1.754	98.917						
21	.227	1.083	100.000						

Extraction Method: Principal Component Analysis.

Tabel C.3.2 Anti-image Matrices

Anti-image Matrices

		ATM	VERONICA	KEMDHAN	SLJJTEL	KEJERNIH
Anti-image Covariance	ATM	.771	.132	-.166	6.341E-02	8.923E-03
	VERONICA	.132	.795	-9.915E-02	2.715E-02	-2.244E-02
	KEMDHAN	-.166	-9.915E-02	.671	-.219	-.144
	SLJJTEL	6.341E-02	2.715E-02	-.219	.781	-4.887E-03
	KEJERNIH	8.923E-03	-2.244E-02	-.144	-4.887E-03	.845
	SINYAL	-6.097E-02	-2.724E-02	-7.766E-02	1.198E-02	-7.635E-03
	CAROLINE	3.204E-02	7.431E-02	3.555E-03	-9.628E-02	3.633E-02
	BANKINGG	-7.432E-02	-5.394E-02	-1.958E-03	5.628E-04	-2.198E-02
	GERAI	-5.850E-02	-3.334E-02	-6.529E-02	8.186E-03	.104
	IODTEL	-8.328E-04	-1.814E-02	5.604E-02	3.201E-02	-8.430E-02
	FSLTSPJK	-.128	-5.275E-02	.101	-4.813E-02	-.124
	TARIFTLP	-3.294E-03	-2.213E-02	-5.051E-02	-6.146E-02	7.331E-02
	HALO	5.474E-02	9.316E-02	-2.093E-02	-7.992E-02	1.583E-02
	TRFSMS	-4.016E-02	-.147	-3.650E-02	-6.298E-03	-2.643E-02
	TRFMMS	6.842E-02	6.583E-02	-2.422E-02	8.162E-03	8.536E-02
	SLI	-7.884E-02	-3.954E-02	-.108	-2.243E-02	-1.972E-02
	MEMORIKR	9.288E-02	5.572E-02	4.041E-02	8.514E-02	-6.499E-03
	BRAND	-6.236E-02	4.990E-02	4.195E-02	-3.424E-02	-3.302E-02
	INTERNET	2.240E-02	9.987E-02	7.343E-02	-5.158E-02	-.131
	JAGKAUAN	-4.859E-02	4.479E-02	-5.721E-02	.103	-3.280E-02
	LYANGRTS	-6.476E-02	-9.672E-02	3.660E-03	-8.453E-02	-2.412E-02
Anti-image Correlation	ATM	.635 ^a	.169	-.231	8.170E-02	1.106E-02
	VERONICA	.169	.540 ^a	-.136	3.445E-02	-2.739E-02
	KEMDHAN	-.231	-.136	.654 ^a	-.303	-.192
	SLJJTEL	8.170E-02	3.445E-02	-.303	.646 ^a	-6.015E-03
	KEJERNIH	1.106E-02	-2.739E-02	-.192	-6.015E-03	.572 ^a
	SINYAL	-8.212E-02	-3.614E-02	-.112	1.603E-02	-9.827E-03
	CAROLINE	4.248E-02	9.703E-02	5.052E-03	-.127	4.603E-02
	BANKINGG	-.111	-7.957E-02	-3.144E-03	8.373E-04	-3.145E-02
	GERAI	-7.431E-02	-4.170E-02	-8.890E-02	1.033E-02	.126
	IODTEL	-1.085E-03	-2.329E-02	7.829E-02	4.144E-02	-.105
	FSLTSPJK	-.180	-7.283E-02	.152	-6.703E-02	-.166
	TARIFTLP	-4.707E-03	-3.115E-02	-7.738E-02	-8.726E-02	.100
	HALO	7.949E-02	.133	-3.257E-02	-.115	2.197E-02
	TRFSMS	-7.334E-02	-.264	-7.144E-02	-1.142E-02	-4.612E-02
	TRFMMS	.114	.108	-4.307E-02	1.345E-02	.135
	SLI	-.110	-5.438E-02	-.161	-3.111E-02	-2.631E-02
	MEMORIKR	.133	7.876E-02	6.217E-02	.121	-8.913E-03
	BRAND	-8.330E-02	6.565E-02	6.007E-02	-4.544E-02	-4.215E-02
	INTERNET	3.028E-02	.133	.106	-6.925E-02	-.169
	JAGKAUAN	-6.394E-02	5.805E-02	-8.069E-02	.135	-4.123E-02
	LYANGRTS	-8.290E-02	-.122	5.022E-03	-.107	-2.950E-02

Anti-image Matrices

		SINYAL	CAROLINE	BANKINGG	GERAI	IODTEL
Anti-image Covariance	ATM	-6.097E-02	3.204E-02	-7.432E-02	-5.850E-02	-8.328E-04
	VERONICA	-2.724E-02	7.431E-02	-5.394E-02	-3.334E-02	-1.814E-02
	KEMDHAN	-7.766E-02	3.555E-03	-1.958E-03	-6.529E-02	5.604E-02
	SLJJTEL	1.198E-02	-9.628E-02	5.628E-04	8.186E-03	3.201E-02
	KEJERNIH	-7.635E-03	3.633E-02	-2.198E-02	.104	-8.430E-02
	SINYAL	.715	-.154	-7.374E-02	-.103	5.596E-02
	CAROLINE	-.154	.738	-.189	6.362E-02	5.168E-02
	BANKINGG	-7.374E-02	-.189	.578	-.140	-.209
	GERAI	-.103	6.362E-02	-.140	.804	6.853E-02
	IODTEL	5.596E-02	5.168E-02	-.209	6.853E-02	.764
	FSLTSPJK	-9.536E-02	-5.053E-02	-9.391E-02	-.116	9.598E-02
	TARIFTLP	1.305E-02	3.061E-04	-7.170E-02	.103	-.145
	HALO	-9.261E-02	1.796E-02	3.194E-02	3.467E-02	-2.673E-02
	TRFSMS	-1.350E-02	1.160E-02	-3.266E-03	1.668E-02	4.200E-02
	TRFMMS	-8.884E-03	9.941E-03	-.102	4.478E-02	3.222E-02
	SLI	7.361E-02	-1.689E-02	-6.311E-02	4.073E-02	5.591E-03
	MEMORIKR	-7.251E-02	5.960E-02	5.193E-02	1.269E-02	-2.444E-03
	BRAND	8.518E-04	.113	2.721E-02	-1.297E-02	3.737E-02
	INTERNET	-3.897E-02	2.760E-02	-3.890E-02	-2.245E-02	-6.268E-02
	JAGKAUAN	5.566E-02	-8.554E-02	-3.529E-02	-8.565E-03	5.363E-02
	LYANGRTS	-5.091E-02	-7.676E-02	8.402E-02	4.055E-03	-.121
Anti-image Correlation	ATM	-8.212E-02	4.248E-02	-.111	-7.431E-02	-1.085E-03
	VERONICA	-3.614E-02	9.703E-02	-7.957E-02	-4.170E-02	-2.329E-02
	KEMDHAN	-.112	5.052E-03	-3.144E-03	-8.890E-02	7.829E-02
	SLJJTEL	1.603E-02	-.127	8.373E-04	1.033E-02	4.144E-02
	KEJERNIH	-9.827E-03	4.603E-02	-3.145E-02	.126	-.105
	SINYAL	.788 ^a	-.212	-.115	-.136	7.574E-02
	CAROLINE	-.212	.641 ^a	-.289	8.261E-02	6.885E-02
	BANKINGG	-.115	-.289	.682 ^a	-.206	-.314
	GERAI	-.136	8.261E-02	-.206	.636 ^a	8.746E-02
	IODTEL	7.574E-02	6.885E-02	-.314	8.746E-02	.501 ^a
	FSLTSPJK	-.139	-7.242E-02	-.152	-.159	.135
	TARIFTLP	1.938E-02	4.472E-04	-.118	.144	-.209
	HALO	-.140	2.666E-02	5.355E-02	4.930E-02	-3.900E-02
	TRFSMS	-2.560E-02	2.166E-02	-6.886E-03	2.983E-02	7.706E-02
	TRFMMS	-1.531E-02	1.686E-02	-.195	7.277E-02	5.373E-02
	SLI	.107	-2.411E-02	-.102	5.570E-02	7.846E-03
	MEMORIKR	-.108	8.744E-02	8.607E-02	1.783E-02	-3.525E-03
	BRAND	1.182E-03	.154	4.198E-02	-1.696E-02	5.017E-02
	INTERNET	-5.470E-02	3.813E-02	-6.071E-02	-2.972E-02	-8.513E-02
	JAGKAUAN	7.606E-02	-.115	-5.362E-02	-1.104E-02	7.092E-02
	LYANGRTS	-6.769E-02	-.100	.124	5.084E-03	-.155

Anti-image Matrices

		SLI	MEMORIKR	BRAND	INTERNET
Anti-image Covariance	ATM	-7.884E-02	9.288E-02	-6.236E-02	2.240E-02
	VERONICA	-3.954E-02	5.572E-02	4.990E-02	9.987E-02
	KEMDHAN	-.108	4.041E-02	4.195E-02	7.343E-02
	SLJJTEL	-2.243E-02	8.514E-02	-3.424E-02	-5.158E-02
	KEJERNIH	-1.972E-02	-6.499E-03	-3.302E-02	-.131
	SINYAL	7.361E-02	-7.251E-02	8.518E-04	-3.897E-02
	CAROLINE	-1.689E-02	5.960E-02	.113	2.760E-02
	BANKINGG	-6.311E-02	5.193E-02	2.721E-02	-3.890E-02
	GERAI	4.073E-02	1.269E-02	-1.297E-02	-2.245E-02
	IODTEL	5.591E-03	-2.444E-03	3.737E-02	-6.268E-02
	FSLTSPJK	-6.157E-02	-4.034E-03	1.168E-03	-2.249E-02
	TARIFTLP	6.804E-03	-8.627E-02	-.172	-4.213E-02
	HALO	4.029E-02	-5.384E-02	-5.358E-02	3.242E-02
	TRFSMS	5.764E-02	-7.523E-02	-3.189E-02	4.882E-02
	TRFMMS	-8.415E-02	4.421E-02	-3.552E-02	-1.238E-02
	SLI	.665	-.286	5.939E-02	-6.645E-02
	MEMORIKR	-.286	.630	1.135E-02	-.104
	BRAND	5.939E-02	1.135E-02	.727	-.164
	INTERNET	-6.645E-02	-.104	-.164	.710
	JAGKAUAN	5.854E-02	-8.896E-02	-5.470E-02	-.131
	LYANGRTS	-6.326E-02	-4.802E-02	-9.291E-02	3.770E-02
Anti-image Correlation	ATM	-.110	.133	-8.330E-02	3.028E-02
	VERONICA	-5.438E-02	7.876E-02	6.565E-02	.133
	KEMDHAN	-.161	6.217E-02	6.007E-02	.106
	SLJJTEL	-3.111E-02	.121	-4.544E-02	-6.925E-02
	KEJERNIH	-2.631E-02	-8.913E-03	-4.215E-02	-.169
	SINYAL	.107	-.108	1.182E-03	-5.470E-02
	CAROLINE	-2.411E-02	8.744E-02	.154	3.813E-02
	BANKINGG	-.102	8.607E-02	4.198E-02	-6.071E-02
	GERAI	5.570E-02	1.783E-02	-1.696E-02	-2.972E-02
	IODTEL	7.846E-03	-3.525E-03	5.017E-02	-8.513E-02
	FSLTSPJK	-9.294E-02	-6.259E-03	1.687E-03	-3.286E-02
	TARIFTLP	1.047E-02	-.136	-.254	-6.275E-02
	HALO	6.299E-02	-8.651E-02	-8.012E-02	4.905E-02
	TRFSMS	.113	-.152	-5.997E-02	9.290E-02
	TRFMMS	-.150	8.117E-02	-6.070E-02	-2.140E-02
	SLI	.584 ^a	-.442	8.542E-02	-9.670E-02
	MEMORIKR	-.442	.603 ^a	1.678E-02	-.156
	BRAND	8.542E-02	1.678E-02	.695 ^a	-.229
	INTERNET	-9.670E-02	-.156	-.229	.695 ^a
	JAGKAUAN	8.293E-02	-.130	-7.413E-02	-.179
	LYANGRTS	-8.718E-02	-6.802E-02	-.122	5.030E-02

Anti-Image Matrices

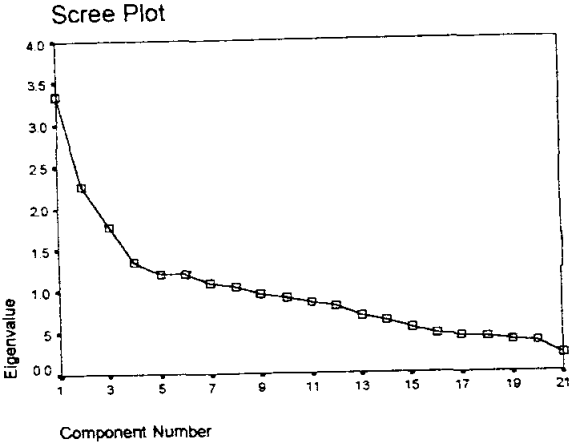
		FSLTSPJK	TARIFTLP	HALO	TRFSMS	TRFMMS
Anti-image Covariance	ATM	-.128	-3.294E-03	5.474E-02	-4.016E-02	6.842E-02
	VERONICA	-5.275E-02	-2.213E-02	9.316E-02	-.147	6.583E-02
	KEMDHAN	.101	-5.051E-02	-2.093E-02	-3.650E-02	-2.422E-02
	SLJJTEL	-4.813E-02	-6.146E-02	-7.992E-02	-6.298E-03	8.162E-03
	KEJERNIH	-.124	7.331E-02	1.583E-02	-2.643E-02	8.536E-02
	SINYAL	-9.536E-02	1.305E-02	-9.261E-02	-1.350E-02	-8.884E-03
	CAROLINE	-5.053E-02	3.061E-04	1.796E-02	1.160E-02	9.941E-03
	BANKINGG	-9.391E-02	-7.170E-02	3.194E-02	-3.266E-03	-.102
	GERAI	-.116	.103	3.467E-02	1.668E-02	4.478E-02
	IODTEL	9.598E-02	-.145	-2.673E-02	4.200E-02	3.222E-02
	FSLTSPJK	.660	-.113	-1.714E-02	-2.796E-02	-2.168E-02
	TARIFTLP	-.113	.635	-.173	5.954E-02	2.037E-02
	HALO	-1.714E-02	-.173	.615	-.174	6.546E-02
	TRFSMS	-2.796E-02	5.954E-02	-.174	.389	-.263
	TRFMMS	-2.168E-02	2.037E-02	6.546E-02	-.263	.471
	SLI	-6.157E-02	6.804E-03	4.029E-02	5.764E-02	-8.415E-02
	MEMORIKR	-4.034E-03	-8.627E-02	-5.384E-02	-7.523E-02	4.421E-02
	BRAND	1.168E-03	-.172	-5.358E-02	-3.189E-02	-3.552E-02
	INTERNET	-2.249E-02	-4.213E-02	3.242E-02	4.882E-02	-1.238E-02
	JAGKAUAN	.135	-1.930E-02	-8.033E-02	-9.212E-02	5.158E-02
	LYANGRTS	-7.842E-02	.124	-1.806E-02	8.282E-02	-.131
Anti-image Correlation	ATM	-.180	-4.707E-03	7.949E-02	-7.334E-02	.114
	VERONICA	-7.283E-02	-3.115E-02	.133	-.264	.108
	KEMDHAN	.152	-7.738E-02	-3.257E-02	-7.144E-02	-4.307E-02
	SLJJTEL	-6.703E-02	-8.726E-02	-.115	-1.142E-02	1.345E-02
	KEJERNIH	-.166	.100	2.197E-02	-4.612E-02	.135
	SINYAL	-.139	1.938E-02	-.140	-2.560E-02	-1.531E-02
	CAROLINE	-7.242E-02	4.472E-04	2.666E-02	2.166E-02	1.686E-02
	BANKINGG	-.152	-.118	5.355E-02	-6.886E-03	-.195
	GERAI	-.159	.144	4.930E-02	2.983E-02	7.277E-02
	IODTEL	.135	-.209	-3.900E-02	7.706E-02	5.373E-02
	FSLTSPJK	.719 ^a	-.174	-2.691E-02	-5.520E-02	-3.888E-02
	TARIFTLP	-.174	.629 ^a	-.276	.120	3.724E-02
	HALO	-2.691E-02	-.276	.675 ^a	-.357	.122
	TRFSMS	-5.520E-02	.120	-.357	.586 ^a	-.615
	TRFMMS	-3.888E-02	3.724E-02	.122	-.615	.587 ^a
	SLI	-9.294E-02	1.047E-02	6.299E-02	.113	-.150
	MEMORIKR	-6.259E-03	-.136	-8.651E-02	-.152	8.117E-02
	BRAND	1.687E-03	-.254	-8.012E-02	-5.997E-02	-6.070E-02
	INTERNET	-3.286E-02	-6.275E-02	4.905E-02	9.290E-02	-2.140E-02
	JAGKAUAN	.193	-2.799E-02	-.118	-.171	8.682E-02
	LYANGRTS	-.109	.174	-2.589E-02	.149	-.214

Anti-image Matrices

		JAGKAUAN	LYANGRTS
Anti-image Covariance	ATM	-4.859E-02	-6.476E-02
	VERONICA	4.479E-02	-9.672E-02
	KEMDHAN	-5.721E-02	3.660E-03
	SLJJTEL	.103	-8.453E-02
	KEJERNIH	-3.280E-02	-2.412E-02
	SINYAL	5.566E-02	-5.091E-02
	CAROLINE	-8.554E-02	-7.676E-02
	BANKINGG	-3.529E-02	8.402E-02
	GERAI	-8.565E-03	4.055E-03
	IODTEL	5.363E-02	-.121
	FSLTSPJK	.135	-7.842E-02
	TARIFTLP	-1.930E-02	.124
	HALO	-8.033E-02	-1.806E-02
	TRFSMS	-9.212E-02	8.282E-02
	TRFMMS	5.158E-02	-.131
	SLI	5.854E-02	-6.326E-02
	MEMORIKR	-8.896E-02	-4.802E-02
	BRAND	-5.470E-02	-9.291E-02
	INTERNET	-.131	3.770E-02
	JAGKAUAN	.749	-.135
	LYANGRTS	-.135	.792
Anti-image Correlation	ATM	-6.394E-02	-8.290E-02
	VERONICA	5.805E-02	-.122
	KEMDHAN	-8.069E-02	5.022E-03
	SLJJTEL	.135	-.107
	KEJERNIH	-4.123E-02	-2.950E-02
	SINYAL	7.606E-02	-6.769E-02
	CAROLINE	-.115	-.100
	BANKINGG	-5.362E-02	.124
	GERAI	-1.104E-02	5.084E-03
	IODTEL	7.092E-02	-.155
	FSLTSPJK	.193	-.109
	TARIFTLP	-2.799E-02	.174
	HALO	-.118	-2.589E-02
	TRFSMS	-.171	.149
	TRFMMS	8.682E-02	-.214
	SLI	8.293E-02	-8.718E-02
	MEMORIKR	-.130	-6.802E-02
	BRAND	-7.413E-02	-.122
	INTERNET	-.179	5.030E-02
	JAGKAUAN	.600 ^a	-.176
	LYANGRTS	-.176	.542 ^a

a. Measures of Sampling Adequacy(MSA)

Tabel C.3.5 Scree Plot



Tabel C.3.6 Rotated Component Matrix

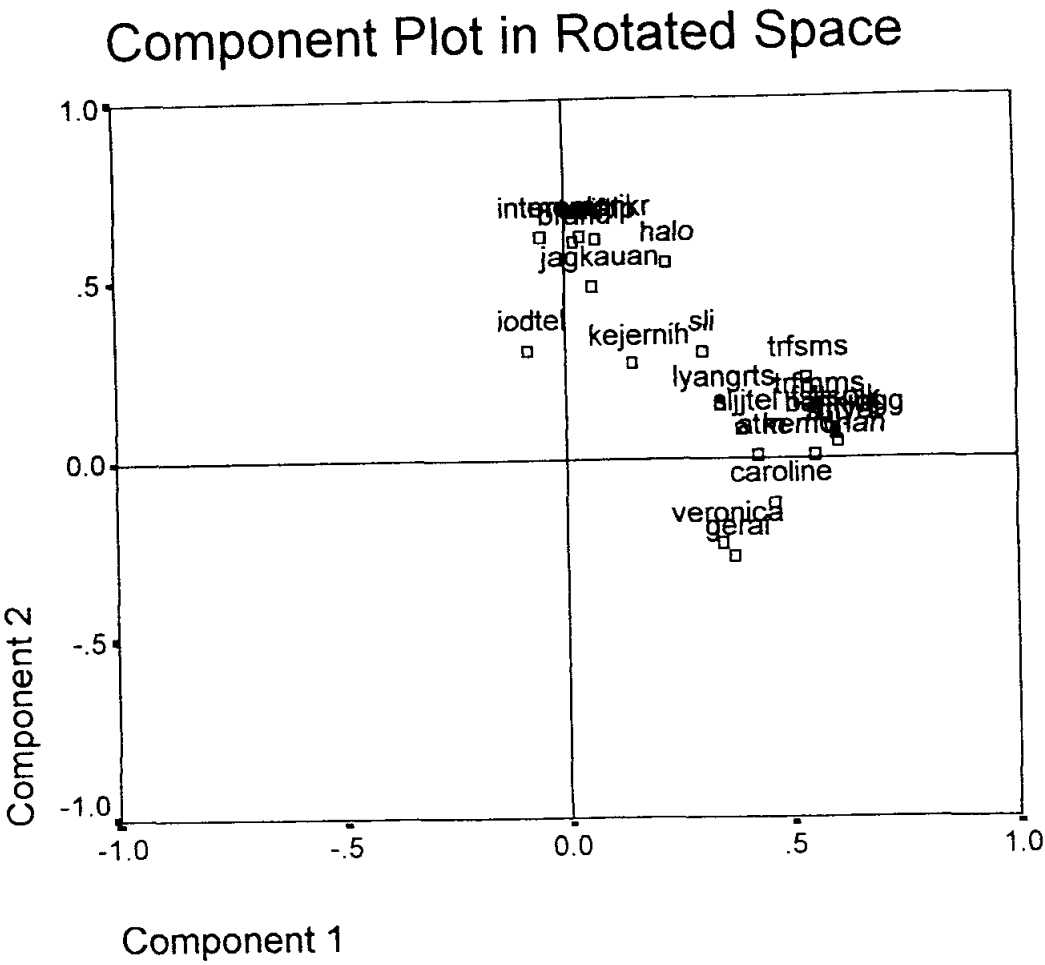
Rotated Component Matrix ^a

	Component	
	1	2
ATM	.427	9.000E-03
VERONICA	.348	-.237
KEMDHAN	.553	6.706E-03
SLJJTEL	.391	7.731E-02
KEJERNIH	.153	.262
SINYAL	.606	4.382E-02
CAROLINE	.464	-.122
BANKINGG	.599	6.938E-02
GERAI	.373	-.274
IODTEL	-8.46E-02	.299
FSLTSPJK	.591	8.031E-02
TARIFTLP	7.150E-02	.610
HALO	.227	.542
TRFSMS	.538	.221
TRFMMS	.552	.115
SLI	.307	.294
MEMORIKR	3.607E-02	.615
BRAND	2.002E-02	.600
INTERNET	-5.00E-02	.618
JAGKAUAN	6.300E-02	.478
LYANGRTS	.345	.144

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

^a. Rotation converged in 3 iterations.

Tabel C.3.7 Component Plot in Rotated Space



Lampiran C.4 Hasil *Cluster* Kepentingan

Tabel C.4.1 *Initial Cluster Centers*

Initial Cluster Centers		
	Cluster	
	1	2
ATM	5.00	4.00
VERONICA	5.00	4.00
KEMDHAN	4.00	4.00
SLJJTEL	3.00	5.00
KEJERNIH	5.00	3.00
SINYAL	5.00	3.00
CAROLINE	1.00	3.00
BANKINGG	5.00	3.00
GERAI	4.00	2.00
IODTEL	5.00	2.00
FSLTSPJK	4.00	3.00
TARIFTLP	5.00	3.00
HALO	4.00	4.00
TRFSMS	5.00	5.00
TRFMMS	5.00	5.00
SLI	4.00	3.00
MEMORIKR	5.00	3.00
BRAND	5.00	3.00
INTERNET	5.00	3.00
JAGKAUAN	5.00	3.00
LYANGRTS	1.00	4.00

Tabel C.4.2 *Iteration History*

Iteration History ^a		
Iteration	Change in Cluster Centers	
	1	2
1	4.790	4.186
2	.505	.198
3	.414	.250
4	.366	.368
5	.119	.122
6	.198	.192
7	.158	.146
8	.128	.112
9	5.942E-02	5.080E-02
10	9.507E-02	7.731E-02

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 5.638E-02. The current iteration is 10. The minimum distance between initial centers is 8.124.

Tabel C.4.3 *Final Cluster Centers*

Final Cluster Centers		
	Cluster	
	1	2
ATM	3.93	3.55
VERONICA	4.56	4.00
KEMDHAN	4.27	3.69
SLIJTEL	4.05	3.62
KEJERNIH	4.11	3.89
SINYAL	4.60	3.94
CAROLINE	4.37	3.95
BANKINGG	4.36	3.68
GERAI	3.54	3.22
IODTEL	3.53	3.53
FSLTSPJK	4.35	3.67
TARIFTLP	4.12	3.76
HALO	4.47	3.87
TRFSMS	4.53	3.80
TRFMMS	4.58	3.65
SLI	3.75	3.31
MEMORIKR	4.37	4.05
BRAND	3.90	3.71
INTERNET	4.14	3.91
JAGKAUAN	4.52	4.28
LYANGRTS	4.20	3.78

Tabel C.4.4 *Number of Cases in each Cluster*

Number of Cases in each Cluster		
Cluster	1	81.000
	2	101.000
Valid		182.000
Missing		.000

Tabel C.4.5 ANOVA

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
ATM	6.203	1	.536	180	11.569	.001
VERONICA	13.874	1	.811	180	17.104	.000
KEMDHAN	15.045	1	.442	180	34.060	.000
SLJJTEL	8.143	1	.464	180	17.552	.000
KEJERNIH	2.176	1	.354	180	6.139	.014
SINYAL	19.839	1	.372	180	53.298	.000
CAROLINE	7.925	1	.642	180	12.335	.001
BANKINGG	20.472	1	.469	180	43.620	.000
GERAI	4.759	1	.507	180	9.382	.003
IODTEL	6.454E-04	1	.452	180	.001	.970
FSLTSPJK	20.324	1	.481	180	42.273	.000
TARIFTLP	5.861	1	.506	180	11.584	.001
HALO	16.066	1	.431	180	37.316	.000
TRFSMS	23.881	1	.279	180	85.608	.000
TRFMMS	38.609	1	.448	180	86.224	.000
SLJ	8.948	1	.370	180	24.202	.000
MEMORIKR	4.628	1	.487	180	9.505	.002
BRAND	1.595	1	.422	180	3.783	.053
INTERNET	2.274	1	.409	180	5.553	.020
JAGKAUAN	2.617	1	.358	180	7.308	.008
LYANGRTS	7.755	1	.622	180	12.458	.001

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.

Lampiran C.5 Hasil Diskriminan Kepentingan

Tabel C.5.1 *Analysis Case Processing Summary*

Analysis Case Processing Summary		N	Percent
Unweighted Cases			
Valid		182	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		182	100.0

Tabel C.5.3 *Tests of Equality of Group Means*

Tests of Equality of Group Means					
	Wilks' Lambda	F	df1	df2	Sig.
ATM	.940	11.569	1	180	.001
VERONICA	.913	17.104	1	180	.000
KEMDHAN	.841	34.060	1	180	.000
SLJJTEL	.911	17.552	1	180	.000
KEJERNIH	.967	6.139	1	180	.014
SINYAL	.772	53.298	1	180	.000
CAROLINE	.936	12.335	1	180	.001
BANKINGG	.805	43.620	1	180	.000
GERAI	.950	9.382	1	180	.003
IODTEL	1.000	.001	1	180	.970
FSLTSPJK	.810	42.273	1	180	.000
TARIFTLP	.940	11.584	1	180	.001
HALO	.828	37.316	1	180	.000
TRFSMS	.678	85.608	1	180	.000
TRFMMS	.676	86.224	1	180	.000
SLJ	.881	24.202	1	180	.000
MEMORIKR	.950	9.505	1	180	.002
BRAND	.979	3.783	1	180	.053
INTERNET	.970	5.553	1	180	.020
JAGKAUAN	.961	7.308	1	180	.008
LYANGRTS	.935	12.458	1	180	.001

Tabel C.5.2 Group Statistics

Group Statistics

Cluster Number of Case		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
1	ATM	3.9259	.7870	81	81.000
	VERONICA	4.5556	.5477	81	81.000
	KEMDHAN	4.2716	.7073	81	81.000
	SLJJTEL	4.0494	.7054	81	81.000
	KEJERNIH	4.1111	.6124	81	81.000
	SINYAL	4.6049	.5630	81	81.000
	CAROLINE	4.3704	.8131	81	81.000
	BANKINGG	4.3580	.7125	81	81.000
	GERAI	3.5432	.7254	81	81.000
	IODTEL	3.5309	.6141	81	81.000
	FSLTSPJK	4.3457	.6921	81	81.000
	TARIFTLP	4.1235	.6961	81	81.000
	HALO	4.4691	.6141	81	81.000
	TRFSMS	4.5309	.5934	81	81.000
	TRFMMS	4.5802	.6096	81	81.000
	SLI	3.7531	.6429	81	81.000
	MEMORIKR	4.3704	.6972	81	81.000
	BRAND	3.9012	.6443	81	81.000
	INTERNET	4.1358	.7027	81	81.000
	JAGKAUAN	4.5185	.5028	81	81.000
	LYANGRTS	4.1975	.7145	81	81.000
2	ATM	3.5545	.6852	101	101.000
	VERONICA	4.0000	1.1045	101	101.000
	KEMDHAN	3.6931	.6284	101	101.000
	SLJJTEL	3.6238	.6611	101	101.000
	KEJERNIH	3.8911	.5814	101	101.000
	SINYAL	3.9406	.6453	101	101.000
	CAROLINE	3.9505	.7922	101	101.000
	BANKINGG	3.6832	.6623	101	101.000
	GERAI	3.2178	.7015	101	101.000
	IODTEL	3.5347	.7150	101	101.000
	FSLTSPJK	3.6733	.6944	101	101.000
	TARIFTLP	3.7624	.7232	101	101.000
	HALO	3.8713	.6879	101	101.000
	TRFSMS	3.8020	.4695	101	101.000
	TRFMMS	3.6535	.7132	101	101.000
	SLI	3.3069	.5787	101	101.000
	MEMORIKR	4.0495	.6982	101	101.000
	BRAND	3.7129	.6532	101	101.000
	INTERNET	3.9109	.5848	101	101.000
	JAGKAUAN	4.2772	.6651	101	101.000
	LYANGRTS	3.7822	.8438	101	101.000

Group Statistics

Cluster Number of Case		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
Total	ATM	3.7198	.7533	182	182.000
	VERONICA	4.2473	.9398	182	182.000
	KEMDHAN	3.9505	.7228	182	182.000
	SLJJTEL	3.8132	.7116	182	182.000
	KEJERNIH	3.9890	.6038	182	182.000
	SINYAL	4.2363	.6927	182	182.000
	CAROLINE	4.1374	.8262	182	182.000
	BANKINGG	3.9835	.7615	182	182.000
	GERAI	3.3626	.7285	182	182.000
	IODTEL	3.5330	.6702	182	182.000
	FSLTSPJK	3.9725	.7684	182	182.000
	TARIFTLP	3.9231	.7318	182	182.000
	HALO	4.1374	.7190	182	182.000
	TRFSMS	4.1264	.6398	182	182.000
	TRFMMS	4.0659	.8115	182	182.000
	SLI	3.5055	.6458	182	182.000
	MEMORIKR	4.1923	.7140	182	182.000
	BRAND	3.7967	.6543	182	182.000
	INTERNET	4.0110	.6479	182	182.000
	JAGKAUAN	4.3846	.6088	182	182.000
	LYANGRTS	3.9670	.8136	182	182.000

Tabel C.5.4 Variabel Entered / Removed

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

Step	Entered	Min. D Squared					
		Statistic	Between Groups	Exact F			
				Statistic	df1	df2	Sig.
1	TRFMMS	1.918	1 and 2	86.224	1	180.000	1.817E-17
2	SINYAL	3.500	1 and 2	78.231	2	179.000	.000
3	HALO	4.577	1 and 2	67.812	3	178.000	2.697E-29
4	SLI	5.773	1 and 2	63.789	4	177.000	2.567E-33
5	VERONIC A	6.818	1 and 2	59.928	5	176.000	3.236E-36
6	BANKING G	7.792	1 and 2	56.755	6	175.000	1.535E-38
7	FSLTSPJ K	8.374	1 and 2	51.980	7	174.000	1.950E-39
8	KEMDHA N	9.079	1 and 2	49.028	8	173.000	1.310E-40
9	INTERNE T	9.846	1 and 2	46.991	9	172.000	7.667E-42
10	GERAI	10.328	1 and 2	44.103	10	171.000	3.077E-42
11	TRFSMS	10.679	1 and 2	41.213	11	170.000	2.807E-42

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

- Maximum number of steps is 42.
- Maximum significance of F to enter is .05.
- Minimum significance of F to remove is .10.
- F level, tolerance, or VIN insufficient for further computation.

Tabel C.5.5 Eigenvalues

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	2.667 ^a	100.0	100.0	.853

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

Tabel C.5.6 Wilks' Lambda

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.273	226.727	11	.000

Tabel C.5.7 *Structure Matrix*

Structure Matrix	
	Function
	1
TRFMMS	.424
TRFSMS	.422
SINYAL	.333
BANKINGG	.301
FSLTSPJK	.297
HALO	.279
KEMDHAN	.266
SLI	.225
VERONICA	.189
GERAI	.140
MEMORIKR ^a	.126
BRAND ^a	.118
INTERNET	.108
LYANGRTS ^a	.078
ATM ^a	.058
CAROLINE ^a	.041
SLJJTEL ^a	.028
IODTEL ^a	-.017
KEJERNIH ^a	-.015
TARIFTLP ^a	.013
JAGKAUAN ^a	.003

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.5.8 *Classification Processing Summary*

Classification Processing Summary		
Processed		182
Excluded	Missing or out-of-range group codes	0
	At least one missing discriminating variable	0
Used in Output		182

Tabel C.5.9 *Prior Probabilities for Groups*

Prior Probabilities for Groups			
Cluster Number of Case	Prior	Cases Used in Analysis	
		Unweighted	Weighted
1	.500	81	81.000
2	.500	101	101.000
Total	1.000	182	182.000

Tabel C.5.10 *Classification Results*

Classification Results ^{b,c}

			Predicted Group Membership		Total
			1	2	
Original	Count	Cluster Number of Case 1	75	6	81
		2	4	97	101
	%	1	92.6	7.4	100.0
		2	4.0	96.0	100.0
Cross-validated ^a	Count	1	74	7	81
		2	4	97	101
	%	1	91.4	8.6	100.0
		2	4.0	96.0	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. 94.5% of original grouped cases correctly classified.
- c. 94.0% of cross-validated grouped cases correctly classified.

Lampiran C.6 Hasil Tabulasi Silang Kepentingan

Tabel C.6.1 Case Processing Summary

	Case Processing Summary					
	Valid			Missing		Total
	N	Percent	N	Percent	N	Percent
Cluster Number of Case * JNSKLM	182	100.0%	0	.0%	182	100.0%
Cluster Number of Case * USIA	182	100.0%	0	.0%	182	100.0%
Cluster Number of Case * PEKERJAA	182	100.0%	0	.0%	182	100.0%
Cluster Number of Case * STATUS	182	100.0%	0	.0%	182	100.0%
Cluster Number of Case * PENDAPAT	182	100.0%	0	.0%	182	100.0%
Cluster Number of Case * MEDIA	182	100.0%	0	.0%	182	100.0%
Cluster Number of Case * KEMDHAN	182	100.0%	0	.0%	182	100.0%
Cluster Number of Case * DANAYGKL	182	100.0%	0	.0%	182	100.0%
Cluster Number of Case * ALASAN	182	100.0%	0	.0%	182	100.0%
Cluster Number of Case * TLPSELUL	182	100.0%	0	.0%	182	100.0%
Cluster Number of Case * MEMBYR	182	100.0%	0	.0%	182	100.0%
Cluster Number of Case * GAYAHP	182	100.0%	0	.0%	182	100.0%

Tabel C.6.2 Segmen Number of Case*JNSKLM

Crosstab

Count

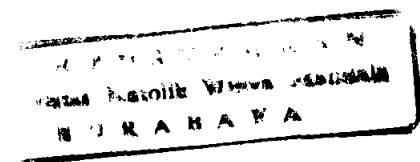
		JNSKLM		Total
		laki-laki	perempuan	
Cluster Number of Case	1	45	36	81
	2	58	43	101
Total		103	79	182

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.064 ^a	1	.800		
Continuity Correction ^a	.011	1	.918		
Likelihood Ratio	.064	1	.800		
Fisher's Exact Test				.881	.459
Linear-by-Linear Association	.064	1	.801		
N of Valid Cases	182				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 35.16.



Tabel C.6.3 Segmen *Number of Case* * USIA

Crosstab

Count		USIA					Total
		kurang 20thn	20-30thn	31-40thn	41-50thn	lebih dari 50thn	
Cluster Number	1	11	21	22	22	5	81
of Case	2	12	29	21	30	9	101
Total		23	50	43	52	14	182

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.541 ^a	4	.819
Likelihood Ratio	1.545	4	.819
Linear-by-Linear Association	.244	1	.622
N of Valid Cases	182		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.23.

Tabel C.6.4 Segmen *Number of Case* * PEKERJAA

Crosstab

Count		PEKERJAA					Total
		mahasiswa/pelajar	wiraswasta	pegawai negeri	pegawai swasta	ibu rumah tangga	
Cluster Number	1	14	33	8	13	13	81
of Case	2	24	37	14	14	12	101
Total		38	70	22	27	25	182

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.795 ^a	5	.003
Likelihood Ratio	19.339	5	.002
Linear-by-Linear Association	1.260	1	.262
N of Valid Cases	182		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .45.

Tabel C.6.5 Segmen *Number of Case* * STATUS

Crosstab

Count		STATUS			Total
		menikah	belum menikah	duda/janda	
Cluster Number	1	55	16	10	81
of Case	2	51	34	16	101
Total		106	50	26	182

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.206 ^a	4	.125
Likelihood Ratio	8.040	4	.090
Linear-by-Linear Association	2.004	1	.157
N of Valid Cases	182		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .45.

Tabel C.6.6 Segmen *Number of Case* * PENDAPATAN

Crosstab

Count

		PENDAPAT					Total
		<1000.000	1000.000-2000.000	2100.000-3000.000	3100.000-4000.000	>4000.000	
Cluster Number	1	7	9	8	26	31	81
of Case	2	20	7	8	33	33	101
Total		27	16	16	59	64	182

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.268 ^a	4	.261
Likelihood Ratio	5.470	4	.242
Linear-by-Linear Association	1.850	1	.174
N of Valid Cases	182		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.12.

Tabel C.6.7 Segmen *Number of Case* * MEDIA

Crosstab

Count

		MEDIA						Total
		koran	televisi	radio	internet	majalah	tabloid	lainnya
Cluster Number	1	10	16	8	15	15	6	11
of Case	2	12	35	7	12	15	5	15
Total		22	51	15	27	30	11	26

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.244 ^a	6	.396
Likelihood Ratio	6.341	6	.386
Linear-by-Linear Association	1.048	1	.306
N of Valid Cases	182		

a. 1 cells (7.1%) have expected count less than 5. The minimum expected count is 4.90.

Tabel C.6.8 Segmen *Number of Case* * KMDHAN

Crosstab

Count

		KEMDHAN		Total
		ya	tidak	
Cluster Number	1	74	7	81
of Case	2	96	5	101
Total		170	12	182

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.995 ^a	1	.319		
Continuity Correction ^a	.486	1	.486		
Likelihood Ratio	.988	1	.320		
Fisher's Exact Test				.376	.242
Linear-by-Linear Association	.989	1	.320		
N of Valid Cases	182				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.34.

Tabel C.6.9 Segmen Number of Case * DANAYGKL

Crosstab

Count		DANAYGKL					Total
		< 100.000	100.000-200.000	200.000-300.000	300.000-400.000	>400.000	
Cluster Number	1	4	26	24	20	7	81
of Case	2	11	31	27	21	11	101
Total		15	57	51	41	18	182

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.629 ^a	4	.622
Likelihood Ratio	2.731	4	.604
Linear-by-Linear Association	.348	1	.555
N of Valid Cases	182		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.68.

Tabel C.6.10 Segmen Number of Case * ALASAN

Crosstab

Count		ALASAN				Total
		coba-coba	jangkauannya	banyak yg memakainya	lainnya	
Cluster Number	1	22	21	15	23	81
of Case	2	22	38	13	28	101
Total		44	59	28	51	182

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.374 ^a	3	.337
Likelihood Ratio	3.400	3	.334
Linear-by-Linear Association	.009	1	.924
N of Valid Cases	182		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.46.

Tabel C.6.11 Segmen *Number of Case* * TLPSELUL

Crosstab

Count

		TLPSELUL			Total
		1	2	3	
Cluster Number	1	36	36	9	81
of Case	2	50	40	11	101
Total		86	76	20	182

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.498 ^a	2	.780
Likelihood Ratio	.498	2	.780
Linear-by-Linear Association	.276	1	.599
N of Valid Cases	182		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.90.

Tabel C.6.12 Segmen *Number of Case* * MEMBYR

Crosstab

Count

		MEMBYR			Total
		BANK	ATM	kantor telepon seluler	
Cluster Number	1	26	49	6	81
of Case	2	30	58	13	101
Total		56	107	19	182

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.441 ^a	2	.486
Likelihood Ratio	1.482	2	.477
Linear-by-Linear Association	.745	1	.388
N of Valid Cases	182		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.46.

Tabel C.6.13 Segmen *Number of Case* * GAYAHP

Crosstab

Count

		GAYAHP					Total
		menyukai kemewahan	sering berbelanja	menyukai kebugaran	menyukai tantangan	sederhana	
Cluster Number	1	26	17	1	20	17	81
of Case	2	29	20	9	26	17	101
Total		55	37	10	46	34	182

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5,458 ^a	4	,243
Likelihood Ratio	6,351	4	,174
Linear-by-Linear Association	,001	1	,976
N of Valid Cases	182		

a. 1 cells (10,0%) have expected count less than 5. The minimum expected count is 4,45.

Lampiran C.7 Hasil T-test

Tabel C.7.1 Paired Samples Statistics

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	K1	3.72	182	.75	5.58E-02
	P1	4.29	182	.49	3.64E-02
Pair 2	K2	4.45	182	.59	4.37E-02
	P2	2.57	182	.57	4.22E-02
Pair 3	K3	3.95	182	.72	5.36E-02
	P3	4.23	182	.51	3.81E-02
Pair 4	K4	3.81	182	.71	5.27E-02
	P4	3.66	182	.48	3.52E-02
Pair 5	K5	3.99	182	.60	4.48E-02
	P5	3.63	182	.49	3.60E-02
Pair 6	K6	4.24	182	.69	5.13E-02
	P6	3.97	182	.68	5.08E-02
Pair 7	K7	4.25	182	.65	4.80E-02
	P7	3.92	182	.57	4.23E-02
Pair 8	K8	3.98	182	.76	5.64E-02
	P8	3.86	182	.63	4.68E-02
Pair 9	K9	3.36	182	.73	5.40E-02
	P9	4.39	182	.53	3.95E-02
Pair 10	K10	3.53	182	.67	4.97E-02
	P10	3.53	182	.50	3.71E-02
Pair 11	K11	3.97	182	.77	5.70E-02
	P11	3.58	182	.52	3.83E-02
Pair 12	K12	3.92	182	.73	5.42E-02
	P12	3.69	182	.46	3.43E-02
Pair 13	K13	4.14	182	.72	5.33E-02
	P13	3.96	182	.65	4.83E-02
Pair 14	K14	4.13	182	.64	4.74E-02
	P14	3.70	182	.47	3.48E-02
Pair 15	K15	4.13	182	.67	4.95E-02
	P15	3.51	182	.50	3.72E-02
Pair 16	K16	3.51	182	.65	4.79E-02
	P16	3.46	182	.50	3.70E-02
Pair 17	K17	4.19	182	.71	5.29E-02
	P17	4.15	182	.51	3.80E-02
Pair 18	K18	3.80	182	.65	4.85E-02
	P18	3.62	182	.51	3.78E-02
Pair 19	K19	4.01	182	.65	4.80E-02
	P19	3.80	182	.41	3.06E-02
Pair 20	K20	4.38	182	.61	4.51E-02
	P20	4.46	182	.57	4.24E-02
Pair 21	K21	3.73	182	.76	5.63E-02
	P21	3.48	182	.50	3.71E-02
Pair 22	K22	4.02	182	.66	4.93E-02
	P22	3.65	182	.49	3.63E-02
Pair 23	K23	3.68	182	.72	5.34E-02
	P23	3.48	182	.50	3.71E-02

Tabel C.7.2 Paired samples Correlations

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	K1 & P1	182	-.002	.976
Pair 2	K2 & P2	182	-.108	.147
Pair 3	K3 & P3	182	-.148	.046
Pair 4	K4 & P4	182	.054	.466
Pair 5	K5 & P5	182	.028	.708
Pair 6	K6 & P6	182	-.021	.777
Pair 7	K7 & P7	182	-.129	.083
Pair 8	K8 & P8	182	.103	.165
Pair 9	K9 & P9	182	-.156	.036
Pair 10	K10 & P10	182	-.043	.561
Pair 11	K11 & P11	182	-.050	.501
Pair 12	K12 & P12	182	.219	.003
Pair 13	K13 & P13	182	.306	.000
Pair 14	K14 & P14	182	.004	.958
Pair 15	K15 & P15	182	.122	.102
Pair 16	K16 & P16	182	.056	.456
Pair 17	K17 & P17	182	.205	.005
Pair 18	K18 & P18	182	.162	.029
Pair 19	K19 & P19	182	.111	.134
Pair 20	K20 & P20	182	.242	.001
Pair 21	K21 & P21	182	.134	.072
Pair 22	K22 & P22	182	-.017	.818
Pair 23	K23 & P23	182	-.006	.937

Tabel C.7.3 Paired Samples Test

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	K1 - P1	-.57	.90	6.67E-02	-.70	-.44	-8.567	181	.000
Pair 2	K2 - P2	1.68	1.15	8.53E-02	1.51	1.85	19.718	181	.000
Pair 3	K3 - P3	-.27	.95	7.02E-02	-.41	-.14	-3.914	181	.000
Pair 4	K4 - P4	.33	1.03	7.60E-02	.18	.48	4.338	181	.000
Pair 5	K5 - P5	.52	.87	6.41E-02	.39	.64	8.055	181	.000
Pair 6	K6 - P6	.26	.98	7.30E-02	.12	.41	3.615	181	.000
Pair 7	K7 - P7	.31	1.23	9.11E-02	.13	.49	3.439	181	.001
Pair 8	K8 - P8	.19	1.00	7.40E-02	4.63E-02	.34	2.600	181	.010
Pair 9	K9 - P9	-.99	1.02	7.57E-02	-1.14	-.85	-13.130	181	.000
Pair 10	K10 - P10	.13	1.02	7.57E-02	-1.75E-02	.28	1.742	181	.083
Pair 11	K11 - P11	.46	1.02	7.58E-02	.31	.61	6.090	181	.000
Pair 12	K12 - P12	.35	.89	6.59E-02	.22	.48	5.250	181	.000
Pair 13	K13 - P13	.24	.88	6.50E-02	.11	.37	3.717	181	.000
Pair 14	K14 - P14	.30	1.00	7.40E-02	.16	.45	4.084	181	.000
Pair 15	K15 - P15	.64	.99	7.30E-02	.50	.79	8.800	181	.000
Pair 16	K16 - P16	.13	.88	6.52E-02	-2.30E-03	.26	1.938	181	.054
Pair 17	K17 - P17	3.85E-02	.79	5.85E-02	-7.70E-02	.15	.657	181	.512
Pair 18	K18 - P18	.18	.76	5.65E-02	6.99E-02	.29	3.211	181	.002
Pair 19	K19 - P19	.21	.73	5.40E-02	.10	.32	3.866	181	.000
Pair 20	K20 - P20	5.49E-03	.80	5.96E-02	-.11	.12	.092	181	.927
Pair 21	K21 - P21	.36	.95	7.01E-02	.22	.50	5.096	181	.000
Pair 22	K22 - P22	.42	1.07	7.95E-02	.27	.58	5.319	181	.000
Pair 23	K23 - P23	4.95E-02	1.11	8.26E-02	-.11	.21	.599	181	.550