

**APPENDIX 1  
SHEET OF QUOSIONER**

Research Quosionnaire Data

Researcher's Name : Wahyuni  
Major : Management  
University : Nanjing Xiaozhuang University – Esa Unggul University

**THE INFLUENCE OF QUALITY SERVICE AMONG INDONESIA  
STUDENT ON PURCHASING DECISION  
(CASE STUDY ON ALIBABA TAobao NANJING, CHINA)**

With Respect,

In order to conduct research supporting the final thesis for my bachelor degree, I hereby ask your participation to become one of the respondents.

This research was conducted with the aim of analyzing the influence of service quality on the decision of purchasing products online. The title of this research is " The Influence Of The Service Quality On Making Purchasing Decision of Online Products At Alibaba Taobao China With The Independent Variables of Product Quality, Price and Product Delivery Quality ".

For your participation and time, thank you very much.

Sincerely,

**(Wahyuni)**

**Instructions**

You are required to fill out the field and check (√) the boxes below in accordance you're your answers on the questions given.

**I. Respondent Characteristics**

- 1. Name : .....
- 2. Gender :  Female  Male
- 3. Age :  17 – 20th  21 – 24 th  > 25
- 4. Education :  Senior High School  Diploma  S1  S2  S3
- 5. Income :  < 1000 RMB  1100 RMB – 2000 RMB  > 2000 RMB
- 6. The University: ... ..

**II. Correspondent Experience**

- 1. Are you a user of Alibaba Taobao:  
 Yes  No
- 2. What you know about Alibaba Taobao:  
 Friends  Internet Site  Advertising
- 3. How often do you visit the site Alibaba Taobao:  
 Very often  Often  Sometimes  Very rare

4. The main reason you visit Alibaba's Taobao:

- Menu Variations  variations of Product  good services  Entertainment

### III. Variable Statement

You are required to fill out the field and check (√) the boxes below in accordance you're your answers on the questions given.

Strongly Agree : 5

Agree : 4

Neutral : 3

Disagree : 2

Strongly Disagree : 1

**Table 1.** Variable of Service Quality ( X<sub>1</sub> )

NO	Statement	1	2	3	4	5
1.	Alibaba Taobao has many products that are offered according to what I need					
2.	Alibaba Taobao offers various types of product price level that suits what I need					
3.	Alibaba Taobabo warranty shipping is safe and reliable					
4.	Alibaba Taobao's product display and store selection menu are easy to use					
5.	I bought product from Taobao because I was satisfied with the services previously provided					
6.	The employees responsiveness and agility in serving every customer is good					

7.	The employees capabilities and hospitality in providing service					
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**Table 2.** Variable of Product Quality ( X<sub>2</sub> )

NO	Statement	1	2	3	4	5
1.	Alibaba's Taobao has different types of products that I want					
2.	Description of products offered is easy to understand					
3.	Each product offered have a warranty in accordance with the terms of the application					
4.	Products offered is in accordance with my desired requirement					
5.	The uniqueness and diversity of products offered may increase the buyer's interest					
6.	Almost all the products offered by Alibaba Taobao has a quality that suits according what I want					

**Table 3.** Variable of Price ( X<sub>3</sub> )

NO	Statement	1	2	3	4	5
1.	The price is determined in accordance with the product quality and service quality given					
2.	The price level is affordable for college students					
3.	The price can compete with other e-commerce companies					
4.	The price is suitable with the benefits and value acquired by the customers					
5.	Prices tend to be cheaper than other sites					

6.	Discount affects your interest in purchasing decisions					
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**Table 4.** Delivery of Goods Variable ( X<sub>4</sub>)

NO	Statement	1	2	3	4	5
1.	Alibaba Taobao often provide free shipping of goods					
2.	Alibaba Taobao offer inexpensive delivery					
3.	Customers can find product position while shipping					
4.	Customers can easily contact the delivery service					
5.	Shipping clerk gives good service					
6.	Goods received in excellent condition					

**Table 5.** Variable Purchase Decisions ( Y )

NO	Statement	1	2	3	4	5
1.	Products offered suitable to what I needs					
2.	The price offered according to what I want					
3.	The delivery service perform in accordance with previous agreement					
4.	The services provided by the employee is in accordance with my request					

**Table 6.** Variable Of Customer Satisfaction ( Z )

NO	Statement	1	2	3	4	5
1.	Alibaba Taobao offers a complete product					
2.	Alibaba Taobao has a good product quality					

3.	Other alternatives are available if the desired item is sold out					
4.	The employee is friendly while providing product					
5.	The payment process of the products purchased are very easy to do					
6.	Products are safely protected until received by the customer					
7.	Product guaranty offered is accordance with previous agreemen					

**APPENDIX 2**  
**SAMPLE TABULATION DATA 120 RESPONDENTS FROM 267**

SERVICE QUALITY							
1	2	3	4	5	6	7	TOTAL
4	5	3	4	4	5	3	28
5	4	4	5	4	3	3	28
5	5	5	5	5	4	4	33
4	4	3	4	3	3	3	24
5	5	4	4	3	4	3	28
4	3	3	2	4	3	4	23
3	3	3	3	3	3	3	21
3	2	1	1	2	2	3	14
4	4	4	4	4	3	4	27
4	5	5	5	5	5	5	34
4	4	4	4	4	4	4	28
5	5	5	4	4	4	4	31
5	4	4	5	4	3	3	28
3	3	3	3	4	4	4	24
5	4	4	5	3	4	4	29
4	3	4	4	3	3	3	24
4	4	3	3	3	3	3	23
4	3	3	4	4	4	4	26
5	5	2	5	3	3	3	26
4	5	3	4	3	4	4	27
5	5	2	5	3	3	3	26
4	3	3	3	3	3	3	22
5	5	4	4	4	4	5	31
4	4	4	4	3	3	3	25
4	4	4	4	4	4	4	28
4	4	4	3	3	3	3	24
3	3	3	3	3	3	3	21
5	5	4	5	5	5	5	34
4	3	2	3	3	3	3	21
4	4	2	3	3	3	3	22
4	4	3	3	4	2	3	23
4	4	5	4	4	5	5	31
4	5	4	4	5	5	4	31

PRODUCT QUALITY							TOTAL
8	9	10	11	12	13	TOTAL	
4	4	3	3	4	4	22	
4	4	4	5	4	5	26	
5	4	4	5	5	5	28	
4	3	3	3	3	3	19	
4	3	2	3	3	3	18	
3	4	2	3	3	3	18	
3	3	3	3	3	3	18	
3	3	3	3	3	3	18	
4	4	4	3	5	4	24	
4	5	5	5	5	4	28	
4	4	4	4	4	4	24	
5	4	4	4	4	4	25	
5	4	4	5	5	3	26	
4	4	3	3	3	4	21	
5	3	4	4	5	3	24	
3	3	4	4	3	3	20	
4	3	3	3	4	4	21	
4	4	3	4	5	3	23	
5	3	2	3	5	2	20	
4	4	4	4	4	3	23	
5	3	3	2	3	5	21	
4	4	3	3	3	5	22	
5	4	4	4	4	4	25	
4	3	3	3	4	2	19	
4	4	5	4	4	4	25	
3	4	3	3	3	4	20	
4	3	3	3	3	3	19	
5	5	5	5	3	5	28	
4	3	3	3	3	3	19	
4	3	3	3	4	3	20	
3	2	3	3	3	3	17	
5	4	3	4	5	4	25	
4	5	5	5	4	5	28	

4	5	5	4	4	5	5	32
4	4	4	4	3	4	4	27
4	4	3	3	3	4	3	24
4	4	5	5	3	4	5	30
5	5	5	4	5	4	5	33
5	5	5	5	5	5	5	35
5	4	5	3	3	4	4	28
4	5	4	5	5	5	4	32
5	5	4	5	3	4	4	30
5	4	2	3	3	3	3	23
5	5	5	5	4	5	5	34
4	4	5	4	5	5	4	31
5	5	4	3	4	4	2	27
3	4	4	4	3	4	4	26
5	5	5	5	5	5	5	35

5	4	4	5	5	4	27
4	3	3	3	4	4	21
3	4	3	4	4	5	23
3	4	4	3	2	4	20
4	5	4	4	4	5	26
4	4	5	4	4	5	26
5	5	5	5	3	4	27
4	5	4	5	5	5	28
5	5	5	2	4	5	21
3	4	4	3	3	4	21
5	5	5	5	5	5	30
4	5	4	4	4	5	26
5	5	3	4	4	3	24
5	4	4	3	4	3	23
5	5	5	5	5	5	30

VARIABLE OF PRICE						
1	1	1	1	1	1	
4	5	6	7	8	9	TOTAL
4	4	5	5	5	5	28
4	3	4	5	4	5	25
5	5	5	5	4	4	28
3	4	4	3	3	5	22
4	2	4	3	2	3	18
4	2	3	3	4	3	19
3	3	3	3	3	3	18
2	3	3	3	3	2	16
4	4	4	4	4	5	25
5	5	5	5	5	5	30
4	5	4	4	4	4	25
4	4	4	4	3	5	24
4	5	4	4	3	5	25
4	4	3	3	3	4	21
4	5	4	4	5	3	25
3	3	3	3	4	4	20
4	4	3	3	3	3	20
5	4	5	4	3	5	26
2	5	5	2	3	3	20

DELIVERY OF GOODS QUALITY						
2	2	2				TOT
20	1	22	3	4	25	AL
3	3	3	4	4	5	22
5	4	4	4	4	3	24
5	5	5	5	5	4	29
4	3	4	4	3	3	21
3	2	4	3	2	3	17
3	4	3	3	4	4	21
3	3	3	3	3	3	18
2	5	1	2	1	2	13
5	4	5	5	4	4	27
4	4	5	5	4	5	27
4	4	4	4	4	4	24
5	5	5	4	4	4	27
5	2	4	3	2	3	19
3	3	4	4	4	3	21
4	3	5	5	5	5	27
3	3	3	4	4	3	20
3	3	4	4	3	3	20
5	4	5	4	4	3	25
5	5	5	4	3	2	24



4	4	4	2	5	4	23
2	5	5	3	4	4	23
3	2	2	3	3	4	17
4	4	5	4	4	5	26
5	4	4	4	4	4	25
4	4	4	4	4	4	24
4	3	4	4	3	4	22
4	4	3	4	4	5	24
5	5	5	5	4	5	29
4	3	4	3	4	5	23
3	4	4	4	4	3	22
3	4	5	3	5	5	25
5	5	5	5	5	5	30
4	4	4	5	5	5	27
4	5	5	4	4	4	26
4	4	4	4	4	4	24
4	4	4	4	4	3	23
4	5	5	5	5	5	29
5	5	3	3	4	5	25
3	5	5	5	5	5	28
3	4	5	5	5	5	27
5	5	5	4	5	5	29
1	3	5	5	3	5	22
3	4	4	4	4	4	23
5	5	4	5	4	5	28
3	4	4	4	4	3	22
4	4	3	5	5	5	26
4	5	5	5	4	3	26
4	5	5	5	5	5	29

5	4	5	3	2	2	21
5	5	5	4	3	2	24
4	4	3	3	4	5	23
5	4	4	5	3	3	24
4	4	4	3	3	4	22
4	4	4	4	4	3	23
5	5	3	4	4	4	25
3	3	5	4	3	4	22
4	5	5	5	5	4	28
5	3	3	3	4	4	22
4	4	4	4	3	4	23
5	5	5	5	2	3	25
4	5	5	4	4	5	27
4	5	4	5	5	4	27
5	5	4	5	4	5	28
4	3	4	4	4	4	23
4	4	4	3	3	3	21
4	4	4	4	5	5	26
4	5	4	3	4	4	24
4	4	4	3	4	5	24
4	5	4	5	4	5	27
5	5	5	5	5	4	29
3	5	3	4	3	5	23
4	5	5	5	4	4	27
5	5	5	5	5	4	29
4	5	3	4	4	4	24
5	4	4	4	3	4	24
4	2	3	3	4	3	19
5	4	4	4	5	5	27

PURCHASE DECISIONS					
26	27	28	29	TOTAL	
5	3	3	4	15	
4	3	4	4	15	
5	5	4	4	18	
3	3	3	3	12	
3	3	2	3	11	
3	3	4	2	12	
3	3	3	3	12	
3	3	2	2	10	

SATISFACTION							
30	31	32	33	34	35	36	TOTAL
5	3	3	4	4	4	4	27
4	3	4	4	5	3	4	27
5	4	4	4	5	4	5	31
3	3	4	3	4	3	3	23
3	2	4	4	3	4	3	23
3	4	4	3	4	4	4	26
3	3	3	3	3	3	3	21
3	3	3	3	2	2	2	18

4	4	4	4	16
5	5	3	4	17
4	4	5	4	17
5	5	5	5	20
5	4	3	3	15
3	3	4	3	13
4	4	5	4	17
3	3	4	4	14
4	3	3	3	13
3	4	4	4	15
5	4	2	2	13
4	4	3	3	14
5	2	2	5	14
3	2	3	4	12
4	4	4	3	15
4	4	4	4	16
4	4	4	4	16
3	3	4	4	14
4	3	3	3	13
4	5	5	5	19
3	3	3	4	13
3	3	3	3	12
3	4	3	3	13
5	4	5	5	19
5	5	5	4	19
4	5	5	4	18
4	4	4	4	16
3	3	3	3	12
5	4	3	4	16
4	4	4	4	16
5	4	4	4	17
4	5	4	4	17
5	5	4	5	19
5	3	4	3	15
4	4	4	4	16
5	5	5	5	20
4	3	4	4	15
5	5	5	5	20
4	3	3	4	14

4	4	4	4	4	4	4	28
5	4	4	5	4	3	5	30
4	4	4	4	5	4	4	29
5	5	5	5	5	4	4	33
5	4	3	3	4	3	3	25
3	3	3	4	4	3	3	23
5	3	3	3	5	4	4	27
4	4	3	3	3	4	4	25
4	3	3	4	4	5	5	28
3	3	4	5	5	3	4	27
5	3	3	2	5	2	2	22
4	3	4	4	5	4	3	27
3	5	4	3	5	4	4	28
4	4	4	3	2	2	5	24
4	4	4	5	4	4	5	30
4	4	4	4	4	4	4	28
4	4	3	4	4	4	4	27
4	4	3	3	3	3	3	23
3	3	3	3	4	3	3	22
5	4	5	5	5	5	4	33
3	5	3	3	5	5	3	27
3	4	3	3	4	2	3	22
4	3	3	4	4	4	3	25
4	4	4	5	4	4	5	30
4	4	5	5	5	4	5	32
4	4	5	4	5	5	5	32
4	3	3	4	3	4	4	25
3	4	3	4	3	3	3	23
5	5	5	5	5	5	5	35
5	5	5	4	5	4	5	33
4	3	4	5	5	5	5	31
5	5	5	5	5	5	5	35
5	5	4	5	5	5	5	34
2	3	4	4	4	4	4	25
3	3	4	3	4	4	5	26
5	4	5	5	5	5	5	34
4	4	3	3	3	4	4	25
5	5	5	5	4	3	4	31
5	3	4	5	5	3	3	28

**APPENDIX 3**  
**ANALYSIS FACTORS**  
**Description Test**

GEND		Statistic	Std. Error		
AGE	1	Mean	1,71	,048	
		95% Confidence Interval for Mean	Lower Bound	1,62	
			Upper Bound	1,81	
		5% Trimmed Mean		1,70	
		Median		2,00	
		Variance		,261	
		Std. Deviation		,510	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-,316	,226
		Kurtosis		-,608	,449
	2	Mean		1,58	,040
95% Confidence Interval for Mean		Lower Bound	1,50		
		Upper Bound	1,66		
5% Trimmed Mean		1,59			
Median		2,00			
Variance		,245			

		Std. Deviation	,495		
		Minimum	1		
		Maximum	2		
		Range	1		
		Interquartile Range	1		
		Skewness	-,335	,196	
		Kurtosis	-1,913	,390	
INCO	1	Mean	1,66	,057	
		95% Confidence Interval for Mean	Lower Bound	1,55	
			Upper Bound	1,77	
		5% Trimmed Mean	1,62		
		Median	2,00		
		Variance	,369		
		Std. Deviation	,607		
		Minimum	1		
		Maximum	3		
		Range	2		
		Interquartile Range	1		
		Skewness	,335	,226	
		Kurtosis	-,639	,449	
		2		Mean	1,50
95% Confidence Interval for Mean	Lower Bound			1,41	
	Upper Bound			1,60	

		5% Trimmed Mean	1,45	
		Median	1,00	
		Variance	,357	
		Std. Deviation	,597	
		Minimum	1	
		Maximum	3	
		Range	2	
		Interquartile Range	1	
		Skewness	,738	,196
		Kurtosis	-,414	,390
REAS	1	Mean	2,18	,062
		95% Confidence Interval for Mean	Lower Bound	2,06
			Upper Bound	2,31
		5% Trimmed Mean	2,16	
		Median	2,00	
		Variance	,435	
		Std. Deviation	,659	
		Minimum	1	
		Maximum	4	
		Range	3	
		Interquartile Range	0	
		Skewness	,727	,226
		Kurtosis	1,155	,449
	2	Mean	2,08	,056

	95% Confidence Interval for Mean	Lower Bound	1,97	
		Upper Bound	2,20	
	5% Trimmed Mean		2,04	
	Median		2,00	
	Variance		,486	
	Std. Deviation		,697	
	Minimum		1	
	Maximum		4	
	Range		3	
	Interquartile Range		0	
	Skewness		,709	,196
	Kurtosis		1,096	,390

GEND		Statistic	Std. Error		
AGE	1	Mean	1,71	,048	
		95% Confidence Interval for Mean	Lower Bound	1,62	
			Upper Bound	1,81	
		5% Trimmed Mean		1,70	
		Median		2,00	
		Variance		,261	
		Std. Deviation		,510	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-,316	,226
		Kurtosis		-,608	,449

2	Mean		1,58	,040
	95% Confidence Interval for Mean	Lower Bound	1,50	
		Upper Bound	1,66	
	5% Trimmed Mean		1,59	
	Median		2,00	
	Variance		,245	
	Std. Deviation		,495	
	Minimum		1	
	Maximum		2	
	Range		1	
	Interquartile Range		1	
	Skewness		-,335	,196
	Kurtosis		-1,913	,390
1	Mean		1,66	,057
	95% Confidence Interval for Mean	Lower Bound	1,55	
		Upper Bound	1,77	
	5% Trimmed Mean		1,62	
	Median		2,00	
	Variance		,369	
	Std. Deviation		,607	
	Minimum		1	
	Maximum		3	
	Range		2	
	Interquartile Range		1	
	Skewness		,335	,226
	Kurtosis		-,639	,449
2	Mean		1,50	,048
	95% Confidence Interval for Mean	Lower Bound	1,41	
		Upper Bound	1,60	
	5% Trimmed Mean		1,45	
	Median		1,00	
	Variance		,357	
	Std. Deviation		,597	

INCO

		Minimum	1		
		Maximum	3		
		Range	2		
		Interquartile Range	1		
		Skewness	,738	,196	
		Kurtosis	-,414	,390	
REAS	1	Mean	2,18	,062	
		95% Confidence Interval for Mean	Lower Bound	2,06	
			Upper Bound	2,31	
		5% Trimmed Mean	2,16		
		Median	2,00		
		Variance	,435		
		Std. Deviation	,659		
		Minimum	1		
		Maximum	4		
		Range	3		
		Interquartile Range	0		
		Skewness	,727	,226	
		Kurtosis	1,155	,449	
		2	Mean	2,08	,056
	95% Confidence Interval for Mean		Lower Bound	1,97	
			Upper Bound	2,20	
	5% Trimmed Mean		2,04		
	Median		2,00		
	Variance		,486		
	Std. Deviation		,697		
	Minimum		1		
Maximum	4				
Range	3				
Interquartile Range	0				
Skewness	,709	,196			
Kurtosis	1,096	,390			



## Frequencies

### Statistics

		GEND	AGE	INCO	REAS
N	Valid	267	267	267	267
	Missing	0	0	0	0
Mean		1.57	1.64	1.57	2.13
Median		2.00	2.00	2.00	2.00

### Frequency Table

#### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	114	42.7	42.7	42.7
	2	153	57.3	57.3	100.0
	Total	267	100.0	100.0	

#### Age

Valid	1	100	37.5	37.5	37.5
	2	164	61.4	61.4	98.9
	3	3	1.1	1.1	100.0
	Total	267	100.0	100.0	

#### Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	131	49.1	49.1	49.1
	2	120	44.9	44.9	94.0
	3	16	6.0	6.0	100.0
	Total	267	100.0	100.0	

#### Reason

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	35	13.1	13.1	13.1
	2	175	65.5	65.5	78.7
	3	45	16.9	16.9	95.5
	4	12	4.5	4.5	100.0
	Total	267	100.0	100.0	

## Descriptive Statistics

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
GEND	267	1	1	2	1.57	.030	.496	.246	-.297	.149	-1.926	.297
AGE	267	2	1	3	1.64	.031	.505	.255	-.305	.149	-1.277	.297
INCO	267	2	1	3	1.57	.037	.605	.366	.551	.149	-.602	.297
REAS	267	3	1	4	2.13	.042	.682	.465	.695	.149	1.062	.297
Valid N (listwise)	267											

## Case Processing Summary

GEND		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
AGE	1	114	100.0%	0	0.0%	114	100.0%
	2	153	100.0%	0	0.0%	153	100.0%
INCO	1	114	100.0%	0	0.0%	114	100.0%
	2	153	100.0%	0	0.0%	153	100.0%
REAS	1	114	100.0%	0	0.0%	114	100.0%
	2	153	100.0%	0	0.0%	153	100.0%

## M-Estimators<sup>a</sup>

GEND		Huber's M-Estimator <sup>b</sup>	Tukey's Biweight <sup>c</sup>	Hampel's M-Estimator <sup>d</sup>	Andrews' Wave <sup>e</sup>
AGE	1				
	2				
INCO	1				
	2				
REAS	1				
	2				

- Some M-Estimators cannot be computed because of the highly centralized distribution around the median.
- The weighting constant is 1,339.
- The weighting constant is 4,685
- The weighting constants are 1,700, 3,400, and 8,500
- The weighting constant is  $1,340 \cdot \pi$ .

## Percentiles

GEND			Percentiles						
			5	10	25	50	75	90	95
Weighted Average(Definition 1)	AGE	1	1.00	1.00	1.00	2.00	2.00	2.00	2.00
		2	1.00	1.00	1.00	2.00	2.00	2.00	2.00
	INCO	1	1.00	1.00	1.00	2.00	2.00	2.00	3.00
		2	1.00	1.00	1.00	1.00	2.00	2.00	3.00
	REAS	1	1.00	1.50	2.00	2.00	2.00	3.00	3.25
		2	1.00	1.00	2.00	2.00	2.00	3.00	3.30
Tukey's Hinges	AGE	1			1.00	2.00	2.00		
		2			1.00	2.00	2.00		
	INCO	1			1.00	2.00	2.00		
		2			1.00	1.00	2.00		
	REAS	1			2.00	2.00	2.00		
		2			2.00	2.00	2.00		

Extreme Values

	GEND		Case Number	Value	
AGE	1	Highest	1	5	3
			2	39	3
			3	79	3
			4	4	2
			5	6	2 <sup>a</sup>
	1	Lowest	1	214	1
			2	213	1
			3	212	1
			4	211	1
			5	210	1 <sup>b</sup>
	2	Highest	1	2	2
			2	3	2
			3	9	2
			4	12	2
			5	15	2 <sup>a</sup>
2		Lowest	1	223	1
			2	222	1
			3	221	1
			4	220	1
			5	219	1 <sup>b</sup>
INCO	1	Highest	1	39	3
			2	74	3
			3	79	3
			4	150	3
			5	151	3 <sup>c</sup>
	1	Lowest	1	261	1
			2	260	1
			3	259	1
			4	238	1
			5	236	1 <sup>b</sup>
	2	Highest	1	3	3
			2	11	3
			3	20	3
			4	139	3
			5	140	3 <sup>c</sup>
2		Lowest	1	267	1
			2	266	1
			3	255	1
			4	251	1
			5	249	1 <sup>b</sup>
REAS	1	Highest	1	36	4
			2	39	4
			3	144	4
			4	145	4
			5	146	4
	1	Lowest	1	242	1
			2	189	1
			3	174	1
			4	143	1
			5	118	1 <sup>b</sup>
	2	Highest	1	47	4
			2	166	4
			3	167	4
			4	168	4
			5	217	4 <sup>d</sup>
2		Lowest	1	246	1
			2	244	1
			3	218	1
			4	216	1
			5	194	1 <sup>b</sup>

- a. Only a Partial list of cases with the value 2 are shown in the table of upper extremes.
- b. Only a Partial list of cases with the value 1 are shown in the table of lower extremes.
- c. Only a Partial list of cases with the value 3 are shown in the table of upper extremes.
- d. Only a Partial list of cases with the value 4 are shown in the table of upper extremes.

**APPENDIX 4**  
**VALIDITY AND REABILITY TEST**

Validitas Correlations

		SQ1	SQ2	SQ3	SQ4	SQ5	SQ6	SQ7	SERVICE QUALITY
SQ1	Pearson Correlation	1	,656**	,477**	,505**	,425**	,463**	,426**	,725**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	267	267	267	267	267	267	267	267
SQ2	Pearson Correlation	,656**	1	,504**	,537**	,547**	,483**	,443**	,763**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	267	267	267	267	267	267	267	267
SQ3	Pearson Correlation	,477**	,504**	1	,596**	,546**	,559**	,551**	,791**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	267	267	267	267	267	267	267	267
SQ4	Pearson Correlation	,505**	,537**	,596**	1	,579**	,512**	,523**	,785**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	267	267	267	267	267	267	267	267
SQ5	Pearson Correlation	,425**	,547**	,546**	,579**	1	,520**	,573**	,778**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	267	267	267	267	267	267	267	267
SQ6	Pearson Correlation	,463**	,483**	,559**	,512**	,520**	1	,614**	,776**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	267	267	267	267	267	267	267	267
SQ7	Pearson Correlation	,426**	,443**	,551**	,523**	,573**	,614**	1	,774**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	267	267	267	267	267	267	267	267
SERVICE QUALITY	Pearson Correlation	,725**	,763**	,791**	,785**	,778**	,776**	,774**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	267	267	267	267	267	267	267	267

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

### Correlations

		PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PRODUC TQUALITY
PQ1	Pearson Correlation	1	,461**	,432**	,518**	,633**	,359**	,727**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	266	266	266	266	266	266	266
PQ2	Pearson Correlation	,461**	1	,530**	,534**	,521**	,508**	,756**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	266	267	267	267	267	267	267
PQ3	Pearson Correlation	,432**	,530**	1	,598**	,607**	,562**	,801**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	266	267	267	267	267	267	267
PQ4	Pearson Correlation	,518**	,534**	,598**	1	,610**	,548**	,822**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	266	267	267	267	267	267	267
PQ5	Pearson Correlation	,633**	,521**	,607**	,610**	1	,416**	,813**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	266	267	267	267	267	267	267
PQ6	Pearson Correlation	,359**	,508**	,562**	,548**	,416**	1	,726**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	266	267	267	267	267	267	267
PRODUC TQUALITY	Pearson Correlation	,727**	,756**	,801**	,822**	,813**	,726**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	266	267	267	267	267	267	267

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

Correlations

		P1	P2	P3	P4	P5	P6	PRICE
P1	Pearson Correlation	1	,488 **	,449 **	,462 **	,473 **	,346 **	,718 **
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	267	267	267	267	267	267	267
P2	Pearson Correlation	,488 **	1	,603 **	,565 **	,549 **	,478 **	,819 **
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	267	267	267	267	267	267	267
P3	Pearson Correlation	,449 **	,603 **	1	,525 **	,481 **	,371 **	,762 **
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	267	267	267	267	267	267	267
P4	Pearson Correlation	,462 **	,565 **	,525 **	1	,453 **	,497 **	,773 **
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	267	267	267	267	267	267	267
P5	Pearson Correlation	,473 **	,549 **	,481 **	,453 **	1	,358 **	,744 **
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	267	267	267	267	267	267	267
P6	Pearson Correlation	,346 **	,478 **	,371 **	,497 **	,358 **	1	,678 **
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	267	267	267	267	267	267	267
PRICE	Pearson Correlation	,718 **	,819 **	,762 **	,773 **	,744 **	,678 **	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	267	267	267	267	267	267	267

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



Correlations

		DG1	DG2	DG3	DQ4	DQ5	DQ6	DELIVERY GOODS
DG1	Pearson Correlation	1	,516**	,556**	,402**	,269**	,333**	,690**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	267	267	267	267	266	267	267
DG2	Pearson Correlation	,516**	1	,573**	,436**	,346**	,436**	,761**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	267	267	267	267	266	267	267
DG3	Pearson Correlation	,556**	,573**	1	,532**	,367**	,368**	,773**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	267	267	267	267	266	267	267
DQ4	Pearson Correlation	,402**	,436**	,532**	1	,512**	,535**	,762**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	267	267	267	267	266	267	267
DQ5	Pearson Correlation	,269**	,346**	,367**	,512**	1	,575**	,687**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	266	266	266	266	266	266	266
DQ6	Pearson Correlation	,333**	,436**	,368**	,535**	,575**	1	,729**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	267	267	267	267	266	267	267
DELIVERY GOODS	Pearson Correlation	,690**	,761**	,773**	,762**	,687**	,729**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	267	267	267	267	266	267	0

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

Correlations

		PD1	PD2	PD3	PD4	PURCHAS EDECISIO NS
PD1	Pearson Correlation	1	,490 **	,384 **	,418 **	,729 **
	Sig. (2-tailed)		,000	,000	,000	,000
	N	267	267	267	266	267
PD2	Pearson Correlation	,490 **	1	,538 **	,445 **	,798 **
	Sig. (2-tailed)	,000		,000	,000	,000
	N	267	267	267	266	267
PD3	Pearson Correlation	,384 **	,538 **	1	,484 **	,785 **
	Sig. (2-tailed)	,000	,000		,000	,000
	N	267	267	267	266	267
PD4	Pearson Correlation	,418 **	,445 **	,484 **	1	,764 **
	Sig. (2-tailed)	,000	,000	,000		,000
	N	266	266	266	266	266
PURCHAS EDECISIO NS	Pearson Correlation	,729 **	,798 **	,785 **	,764 **	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	267	267	267	266	267

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

Correlation

0		S1	S2	S3	S4	S5	S6	S7	SATISFACTION
S1	Pearson Correlation	1	,476 **	,489 **	,471 **	,509 **	,470 **	,543 **	,737 **
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	267	267	267	267	267	267	267	267
S2	Pearson Correlation	,476 **	1	,577 **	,491 **	,450 **	,620 **	,553 **	,775 **
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	267	267	267	267	267	267	267	267
S3	Pearson Correlation	,489 **	,577 **	1	,585 **	,479 **	,535 **	,599 **	,793 **
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	267	267	267	267	267	267	267	267
S4	Pearson Correlation	,471 **	,491 **	,585 **	1	,463 **	,516 **	,557 **	,757 **
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	267	267	267	267	267	267	267	267
S5	Pearson Correlation	,509 **	,450 **	,479 **	,463 **	1	,482 **	,469 **	,716 **
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	267	267	267	267	267	267	267	267
S6	Pearson Correlation	,470 **	,620 **	,535 **	,516 **	,482 **	1	,626 **	,790 **
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	267	267	267	267	267	267	267	267
S7	Pearson Correlation	,543 **	,553 **	,599 **	,557 **	,469 **	,626 **	1	,808 **
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	267	267	267	267	267	267	267	267
SATISFACTION	Pearson Correlation	,737 **	,775 **	,793 **	,757 **	,716 **	,790 **	,808 **	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	267	267	267	267	267	267	267	267

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

### Reability Test

#### Reliability Statistics

Cronbach's Alpha	N of Items
,885	7

#### Case Processing Summary

		N	%
Cases	Valid	267	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	267	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,869	6

#### Case Processing Summary

		N	%
Cases	Valid	266	99,6
	Excluded <sup>a</sup>	1	,4
	Total	267	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
------------------	------------

,843	6
------	---

**Case Processing Summary**

		N	%
Cases	Valid	267	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	267	100,0

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

**Case Processing Summary**

		N	%
Cases	Valid	266	99,6
	Excluded <sup>a</sup>	1	,4
	Total	267	100,0

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

**Case Processing Summary**

		N	%
Cases	Valid	267	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	267	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,884	7

Descriptive

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
GEND	267	1	2	1,57	,496	-,297	,149	-1,926	,297
AGE	267	1	3	1,64	,505	-,305	,149	-1,277	,297
INCO	267	1	3	1,57	,605	,551	,149	-,602	,297
REAS	267	1	4	2,13	,682	,695	,149	1,062	,297
Valid N (listwise)	267								

Gender

Case Processing Summary

GEND		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
AGE	1	114	100,0%	0	0,0%	114	100,0%
	2	153	100,0%	0	0,0%	153	100,0%
INCO	1	114	100,0%	0	0,0%	114	100,0%
	2	153	100,0%	0	0,0%	153	100,0%
REAS	1	114	100,0%	0	0,0%	114	100,0%
	2	153	100,0%	0	0,0%	153	100,0%

**APPENDIX 5**  
**F TEST AND T TEST**

Regression T & F TEST

Variables Enteres/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	SATISFACTION, DELIVERYGOODS, PRODUCTQUALITY, PURCHASEDECISIONS, PRICE <sup>b</sup>		Enter

a. Dependent Variable: SERVICEQUALITY

b. All requested variables entered

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,876 <sup>a</sup>	.768	.764	2.302

a. Predictors : (Constant), Satisfaction, Delivery of Goods, Product Quality, Purchase Decisions, Price.

ANOVA<sup>a</sup>

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4582.396	5	916.479	172.887	,000 <sup>b</sup>
	Residual	1383.566	261	5.301		
	Total	5965.963	266			

- a. Dependent Variable: Service Quality
- b. Predictors: (Constat), Satisfaction, Delivery of Goods, Product Quality, Purchase Decisions, Price.

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.210	1.031		.203	.839
	PRODUCTQUALITY	.433	.065	.372	6.652	.000
	PRICE	.158	.073	.128	2.178	.030
	DELIVERYGOODS	.168	.069	.135	2.444	.015
	PURCHASEDECISIONS	.159	.109	.084	1.453	.147
	SATISFACTION	.256	.072	.235	3.555	.000

- a. Dependent Variable: Service Quality



**APPENDIX 6**  
**RESPONDENT CHARACTERISTIC & EXPERIENCE**

NO	GENDER	AGE	EDUCATION	INCOME	TIME VISIT	REASON
1	FEMALE	17 - 20	S1	< 1000	OFTEN	GOOD SERVICE
2	FEMALE	21 - 24	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
3	FEMALE	21 - 24	S1	>2000	OFTEN	VARIATION OF PRODUCT
4	MALE	21 - 24	S1	< 1000	SOMETIMES	VARIATION OF PRODUCT
5	MALE	> 25	S1	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
6	MALE	21 - 24	S1	< 1000	VERY OFTEN	VARIATION OF PRODUCT
7	MALE	17 - 20	S1	< 1000	VERY RARE	MENU VARIATIONS
8	MALE	17 - 20	S1	< 1000	SOMETIMES	VARIATION OF PRODUCT
9	FEMALE	21 - 24	S1	1100 - 2000	SOMETIMES	MENU VARIATIONS
10	FEMALE	17 - 20	S1	< 1000	OFTEN	MENU VARIATIONS
11	FEMALE	17 - 20	S1	> 2000	VERY OFTEN	MENU VARIATIONS
12	FEMALE	21 - 24	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
13	FEMALE	17 - 20	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
14	FEMALE	17 - 20	S1	1100 - 2000	OFTEN	MENU VARIATIONS
15	FEMALE	21 - 24	S1	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
16	FEMALE	21 - 24	S1	<1000	OFTEN	VARIATION OF PRODUCT
17	MALE	17 - 20	S1	< 1000	OFTEN	VARIATION OF PRODUCT

18	FEMALE	17 - 20	S1	< 1000	VERY OFTEN	VARIATION OF PRODUCT
19	FEMALE	17 - 20	S1	< 1000	SOMETIMES	MENU VARIATIONS
20	FEMALE	17 - 20	S1	> 2000	SOMETIMES	VARIATION OF PRODUCT
21	FEMALE	17 - 20	S1	< 1000	SOMETIMES	MENU VARIATIONS
22	FEMALE	17 - 20	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
23	FEMALE	17 - 20	DIPLOMA	1100 - 2000	OFTEN	GOOD SERVICE
24	FEMALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
25	FEMALE	17 - 20	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
27	FEMALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	MENU VARIATIONS
28	FEMALE	17 - 20	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
29	MALE	17 - 20	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
30	MALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
31	MALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
32	FEMALE	17 - 20	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
33	FEMALE	17 - 20	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
34	FEMALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
35	FEMALE	17 - 20	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
36	FEMALE	17 - 20	DIPLOMA	<1000	VERY RARE	MENU VARIATIONS
37	MALE	21 - 24	S1	1100 - 2000	OFTEN	ENTERTAINMENT

38	MALE	17 - 20	DIPLOMA	< 1000	OFTEN	MENU VARIATIONS
39	MALE	21 - 24	S1	1100 - 2000	VERY OFTEN	GOOD SERVICE
40	MALE	> 25	S1	> 2000	VERY OFTEN	ENTERTAINMENT
41	FEMALE	17 - 20	DIPLOMA	< 1000	OFTEN	GOOD SERVICE
42	MALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	GOOD SERVICE
43	MALE	21 - 24	S1	< 1000	OFTEN	VARIATION OF PRODUCT
44	FEMALE	21 - 24	S1	< 1000	OFTEN	VARIATION OF PRODUCT
45	FEMALE	17 - 20	S1	< 1000	SOMETIMES	VARIATION OF PRODUCT
46	FEMALE	21 - 24	S1	< 1000	OFTEN	VARIATION OF PRODUCT
47	MALE	21 - 24	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
48	FEMALE	21 - 24	S1	1100 - 2000	VERY OFTEN	ENTERTAINMENT
49	FEMALE	17 - 20	S1	< 1000	OFTEN	VARIATION OF PRODUCT
50	MALE	17 - 20	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
51	MALE	21 - 24	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
52	FEMALE	21 - 24	S1	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
53	FEMALE	17 - 20	S1	< 1000	VERY OFTEN	VARIATION OF PRODUCT
54	FEMALE	17 - 20	S1	< 1000	VERY OFTEN	VARIATION OF PRODUCT
55	FEMALE	17 - 20	S1	< 1000	SOMETIMES	VARIATION OF PRODUCT
56	FEMALE	17 - 20	S1	1100 - 2000	OFTEN	GOOD SERVICE

57	FEMALE	17 - 20	S1	< 1000	VERY RARE	VARIATION OF PRODUCT
58	FEMALE	17 - 20	S1	< 1000	VERY OFTEN	VARIATION OF PRODUCT
59	FEMALE	17 - 20	S1	< 1000	VERY OFTEN	GOOD SERVICE
60	MALE	21 - 24	S1	1100 - 2000	OFTEN	GOOD SERVICE
61	MALE	21 - 24	S1	1100 - 2000	VERY RARE	VARIATION OF PRODUCT
62	MALE	21 - 24	S1	1100 - 2000	VERY OFTEN	MENU VARIATIONS
63	MALE	21 - 24	S1	< 1000	OFTEN	VARIATION OF PRODUCT
64	MALE	21 - 24	S1	1100 - 2000	OFTEN	MENU VARIATIONS
65	FEMALE	21 - 24	S1	< 1000	OFTEN	VARIATION OF PRODUCT
66	MALE	21 - 24	S1	< 1000	SOMETIMES	MENU VARIATIONS
67	FEMALE	21 - 24	S1	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
68	MALE	21 - 24	S1	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
69	MALE	21 - 24	S1	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
70	FEMALE	17 - 20	S1	< 1000	VERY OFTEN	VARIATION OF PRODUCT
71	FEMALE	17 - 20	S1	< 1000	VERY OFTEN	VARIATION OF PRODUCT
72	FEMALE	21 - 24	S1	< 1000	VERY OFTEN	VARIATION OF PRODUCT
73	FEMALE	21 - 24	S1	< 1000	SOMETIMES	VARIATION OF PRODUCT
74	MALE	21 - 24	S1	< 1000	VERY OFTEN	VARIATION OF PRODUCT
75	MALE	17 - 20	S1	> 2000	#NAME?	VARIATION OF PRODUCT

76	MALE	21 - 24	S1	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
77	FEMALE	17 - 20	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
78	FEMALE	21 - 24	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
79	MALE	21 - 24	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
80	MALE	>25	S2	> 2000	VERY OFTEN	MENU VARIATIONS
81	MALE	17 - 20	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
82	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
83	MALE	17 - 20	DIPLOMA	1100 - 2000	SOMETIMES	GOOD SERVICE
84	MALE	17 - 20	DIPLOMA	1100 - 2000	OFTEN	GOOD SERVICE
85	FEMALE	17 - 20	DIPLOMA	< 1000	VERY OFTEN	MENU VARIATIONS
86	FEMALE	17 - 20	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
87	MALE	21 - 24	DIPLOMA	< 1000	VERY RARE	VARIATION OF PRODUCT
88	FEMALE	17 - 20	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
89	FEMALE	17 - 20	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
90	FEMALE	17 - 20	DIPLOMA	1100 - 2000	VERY RARE	VARIATION OF PRODUCT
91	FEMALE	17 - 20	DIPLOMA	< 1000	VERY RARE	VARIATION OF PRODUCT
92	MALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
93	FEMALE	17 - 20	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
94	FEMALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT

95	MALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
96	MALE	17 - 20	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
97	MALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
98	MALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	GOOD SERVICE
99	MALE	21 - 24	DIPLOMA	1100 - 2000	VERY RARE	VARIATION OF PRODUCT
100	MALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
101	MALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	GOOD SERVICE
102	MALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
103	MALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
104	FEMALE	17 - 20	DIPLOMA	< 1000	OFTEN	GOOD SERVICE
105	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
106	FEMALE	21 - 24	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
107	FEMALE	17 - 24	DIPLOMA	< 1000	OFTEN	GOOD SERVICE
108	FEMALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
109	FEMALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	GOOD SERVICE
110	FEMALE	17 - 20	DIPLOMA	1100- 2000	OFTEN	VARIATION OF PRODUCT
111	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	GOOD SERVICE
112	FEMALE	21 - 20	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
113	FEMALE	21 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT

114	FEMALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
115	FEMALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
116	MALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
117	MALE	21 - 24	DIPLOMA	< 1000	VERY OFTEN	VARIATION OF PRODUCT
118	MALE	17 - 20	DIPLOMA	< 1000	OFTEN	GOOD SERVICE
119	MALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	MENU VARIATIONS
120	MALE	17 - 20	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
121	MALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
122	MALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
123	MALE	17 - 20	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
124	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
125	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
126	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
127	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
128	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
129	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
130	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
131	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
132	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT

133	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
134	FEMALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	GOOD SERVICE
135	MALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	GOOD SERVICE
136	FEMALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	GOOD SERVICE
137	MALE	17 - 20	DIPLOMA	1100 - 2000	SOMETIMES	GOOD SERVICE
138	MALE	17 - 20	DIPLOMA	1100 - 2000	SOMETIMES	GOOD SERVICE
139	MALE	17 - 20	DIPLOMA	1100 - 2000	SOMETIMES	GOOD SERVICE
140	FEMALE	17 - 20	DIPLOMA	> 2000	SOMETIMES	MENU VARIATIONS
141	FEMALE	17 - 20	DIPLOMA	> 2000	SOMETIMES	MENU VARIATIONS
142	FEMALE	17 - 20	DIPLOMA	> 2000	SOMETIMES	MENU VARIATIONS
143	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	MENU VARIATIONS
144	MALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	MENU VARIATIONS
145	MALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	ENTERTAINMENT
146	MALE	21 - 24	DIPLOMA	< 1000	OFTEN	ENTERTAINMENT
147	MALE	21 - 24	DIPLOMA	< 1000	OFTEN	ENTERTAINMENT
148	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	GOOD SERVICE
149	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
150	MALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
151	MALE	21 - 24	DIPLOMA	> 2000	SOMETIMES	VARIATION OF PRODUCT



152	MALE	21 - 24	DIPLOMA	> 2000	SOMETIMES	VARIATION OF PRODUCT
153	MALE	21 - 24	DIPLOMA	> 2000	SOMETIMES	VARIATION OF PRODUCT
154	MALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
155	MALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
156	MALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	GOOD SERVICE
157	MALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	GOOD SERVICE
158	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	GOOD SERVICE
159	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	GOOD SERVICE
160	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	GOOD SERVICE
161	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	GOOD SERVICE
162	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	MENU VARIATIONS
163	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	MENU VARIATIONS
164	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	MENU VARIATIONS
165	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	MENU VARIATIONS
166	FEMALE	21 - 24	DIPLOMA	< 1000	VERY RARE	MENU VARIATIONS
167	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	ENTERTAINMENT
168	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	ENTERTAINMENT
169	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	ENTERTAINMENT
170	MALE	21 - 24	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT

171	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
172	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
173	MALE	17 - 20	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
174	MALE	17 - 20	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
175	MALE	17 - 20	DIPLOMA	1100 - 2000	OFTEN	MENU VARIATIONS
176	MALE	17 - 20	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
177	FEMALE	17 - 20	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
178	FEMALE	17 - 20	DIPLOMA	1100 - 2000	SOMETIMES	GOOD SERVICE
179	FEMALE	17 - 20	DIPLOMA	1100 - 2000	SOMETIMES	GOOD SERVICE
180	FEMALE	17 - 20	DIPLOMA	1100 - 2000	SOMETIMES	MENU VARIATIONS
181	FEMALE	17 - 20	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
182	FEMALE	17 - 20	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
183	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
184	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
185	MALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
186	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
187	MALE	21 - 24	DIPLOMA	> 2000	OFTEN	VARIATION OF PRODUCT
188	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
189	MALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT

190	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	MENU VARIATIONS
191	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
192	FEMALE	21 - 24	DIPLOMA	> 2000	SOMETIMES	VARIATION OF PRODUCT
193	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	GOOD SERVICE
194	FEMALE	21 - 24	DIPLOMA	1100 - 2000	VERY RARE	GOOD SERVICE
195	FEMALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	MENU VARIATIONS
196	FEMALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
197	FEMALE	21 - 24	DIPLOMA	< 1000	VERY OFTEN	VARIATION OF PRODUCT
198	FEMALE	21 - 24	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
199	FEMALE	21 - 24	S1	< 1000	OFTEN	VARIATION OF PRODUCT
200	MALE	21 - 24	S1	1100 - 2000	SOMETIMES	GOOD SERVICE
201	MALE	21 - 24	S1	1100 - 2000	OFTEN	GOOD SERVICE
202	MALE	21 - 24	S1	1100 - 2000	OFTEN	GOOD SERVICE
203	MALE	21 - 24	S1	< 1000	SOMETIMES	GOOD SERVICE
204	MALE	21 - 24	S1	1100 - 2000	OFTEN	GOOD SERVICE
205	MALE	21 - 24	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
206	FEMALE	21 - 24	S1	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
207	FEMALE	21 - 24	S1	< 1000	OFTEN	VARIATION OF PRODUCT
208	FEMALE	21 - 24	S1	< 1000	OFTEN	VARIATION OF PRODUCT

209	FEMALE	21 - 24	S1	< 1000	OFTEN	VARIATION OF PRODUCT
210	MALE	21 - 24	S1	< 1000	VERY OFTEN	VARIATION OF PRODUCT
211	MALE	17 - 20	S1	< 1000	VERY OFTEN	VARIATION OF PRODUCT
212	MALE	17 - 20	S1	> 2000	VERY OFTEN	VARIATION OF PRODUCT
213	MALE	17 - 20	S1	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
214	MALE	17 - 20	S1	1100 - 2000	OFTEN	VARIATION OF PRODUCT
215	MALE	17 - 20	S1	1100 - 2000	VERY RARE	VARIATION OF PRODUCT
216	FEMALE	17 - 20	S1	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
217	FEMALE	17 - 20	S1	> 2000	VERY OFTEN	MENU VARIATIONS
218	FEMALE	17 - 20	S1	< 1000	OFTEN	ENTERTAINMENT
219	FEMALE	17 - 20	S1	1100 - 2000	VERY RARE	MENU VARIATIONS
220	FEMALE	17 - 20	S1	1100 - 2000	VERY OFTEN	GOOD SERVICE
221	FEMALE	17 - 20	DIPLOMA	1100 - 2000	OFTEN	ENTERTAINMENT
222	FEMALE	17 - 20	DIPLOMA	< 1000	OFTEN	GOOD SERVICE
223	FEMALE	17 - 20	DIPLOMA	1100 - 2000	OFTEN	GOOD SERVICE
224	FEMALE	17 - 20	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
225	FEMALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
226	FEMALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
227	FEMALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT

228	FEMALE	21 - 24	DIPLOMA	< 1000	VERY OFTEN	VARIATION OF PRODUCT
229	FEMALE	21 - 24	DIPLOMA	1100 - 2000	VERY OFTEN	ENTERTAINMENT
230	FEMALE	21 - 24	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
231	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
232	FEMALE	21 - 24	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
233	FEMALE	21 - 24	DIPLOMA	< 1000	#NAME?	VARIATION OF PRODUCT
234	FEMALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
235	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
236	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
237	MALE	21 - 24	DIPLOMA	< 1000	OFTEN	GOOD SERVICE
238	MALE	21 - 24	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
239	MALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
240	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	GOOD SERVICE
241	MALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	GOOD SERVICE
242	MALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
243	MALE	21 - 24	DIPLOMA	< 1000	VERY OFTEN	MENU VARIATIONS
244	MALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
245	FEMALE	21 - 24	DIPLOMA	1100 - 2000	VERY RARE	MENU VARIATIONS
246	FEMALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT

247	FEMALE	21 - 24	DIPLOMA	< 1000	VERY OFTEN	MENU VARIATIONS
248	FEMALE	21 - 24	DIPLOMA	< 1000	VERY RARE	VARIATION OF PRODUCT
249	FEMALE	21 - 24	DIPLOMA	< 1000	VERY RARE	VARIATION OF PRODUCT
250	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
251	FEMALE	21 - 24	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
252	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
253	FEMALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
254	FEMALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT
255	FEMALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
256	FEMALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
257	FEMALE	21 - 24	DIPLOMA	1100 - 2000	VERY RARE	VARIATION OF PRODUCT
258	MALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
259	MALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
260	MALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
261	MALE	21 - 24	DIPLOMA	< 1000	SOMETIMES	VARIATION OF PRODUCT
262	MALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
263	MALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
264	FEMALE	21 - 24	DIPLOMA	1100 - 2000	VERY OFTEN	VARIATION OF PRODUCT
265	FEMALE	21 - 24	DIPLOMA	1100 - 2000	OFTEN	VARIATION OF PRODUCT

266	FEMALE	21 - 24	DIPLOMA	1100 - 2000	SOMETIMES	VARIATION OF PRODUCT
267	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT
268	FEMALE	21 - 24	DIPLOMA	< 1000	OFTEN	VARIATION OF PRODUCT