

Lampiran 12.

Group Statistics

Frekuensi Pembelian Iklan		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
jarang	Kualitas Audio & Video	3,4000	,51640	10	10,000
	Isi Program Acara Berita	3,2000	,42164	10	10,000
	Isi Program Acara Sinetron	3,2000	,42164	10	10,000
	Isi Program Acara Kuis	2,6000	,69921	10	10,000
	Isi Program Acara Film & Music	2,4000	,51640	10	10,000
	Rating Program Acara	2,7000	,48305	10	10,000
	Image SCTV	3,3000	,48305	10	10,000
	Jam Tayang Program Pagi Hari	2,6000	,51640	10	10,000
	Jam Tayang Program Siang Hari	2,7000	,48305	10	10,000
	Jam Tayang Program Sore Hari	2,8000	,42164	10	10,000
	Jam Tayang Program Malam Hari	3,2000	,42164	10	10,000
	Harga Iklan Dibandingkan Dengan Stasiun TV Lain	2,3000	,48305	10	10,000
	Pemberian Bonus Spot	2,3000	,48305	10	10,000
	Program Paket Iklan	2,7000	,48305	10	10,000
	Kestabilan Harga	3,1000	,31623	10	10,000
	Pelayanan Order Iklan	3,1000	,31623	10	10,000
	Pelayanan Materi Iklan	3,1000	,31623	10	10,000
	Promosi Program Yang Dilakukan Oleh AE	2,8000	,63246	10	10,000
	Frekuensi Kunjungan AE	2,0000	,00000	10	10,000
	Garansi Iklan Tidak Tayang	3,2000	,42164	10	10,000
	Lokasi Kantor SCTV	3,8000	,42164	10	10,000
	Coverage Area SCTV	3,3000	,48305	10	10,000
	Segmentasi Pemirsa	3,1000	,31623	10	10,000

Group Statistics

Frekuensi Pembelian Iklan		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
cukup	Kualitas Audio & Video	3,7885	,41238	52	52,000
	Isi Program Acara Berita	3,5769	,49887	52	52,000
	Isi Program Acara Sinetron	3,3269	,47367	52	52,000
	Isi Program Acara Kuis	2,8269	,61743	52	52,000
	Isi Program Acara Film & Music	2,8462	,57342	52	52,000
	Rating Program Acara	3,3269	,64841	52	52,000
	Image SCTV	3,4231	,49887	52	52,000
	Jam Tayang Program Pagi Hari	2,9808	,54198	52	52,000
	Jam Tayang Program Siang Hari	3,1346	,56112	52	52,000
	Jam Tayang Program Sore Hari	3,3462	,62260	52	52,000
	Jam Tayang Program Malam Hari	3,6923	,50637	52	52,000
	Harga Iklan Dibandingkan Dengan Stasiun TV Lain	3,1346	,68682	52	52,000
	Pemberian Bonus Spot	3,0962	,72110	52	52,000
	Program Paket Iklan	3,3269	,64841	52	52,000
	Kestabilan Harga	3,4038	,49545	52	52,000
	Pelayanan Order Iklan	3,6731	,47367	52	52,000
	Pelayanan Materi Iklan	3,6731	,47367	52	52,000
	Promosi Program Yang Dilakukan Oleh AE	3,4808	,57702	52	52,000
	Frekuensi Kunjungan AE	3,2692	,59788	52	52,000
	Garansi Iklan Tidak Tayang	3,6346	,48624	52	52,000
	Lokasi Kantor SCTV	4,0962	,29768	52	52,000
	Coverage Area SCTV	3,7115	,60509	52	52,000
	Segmentasi Pemirsa	3,4423	,53919	52	52,000

Group Statistics

Frekuensi Pembelian Iklan		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
sering	Kualitas Audio & Video	4,0000	,00000	10	10,000
	Isi Program Acara Berita	3,7000	,48305	10	10,000
	Isi Program Acara Sinetron	3,2000	,42164	10	10,000
	Isi Program Acara Kuis	2,9000	,56765	10	10,000
	Isi Program Acara Film & Music	2,9000	,56765	10	10,000
	Rating Program Acara Image SCTV	3,6000	,51640	10	10,000
	Jam Tayang Program Pagi Hari	3,0000	,47140	10	10,000
	Jam Tayang Program Siang Hari	3,0000	,47140	10	10,000
	Jam Tayang Program Sore Hari	3,4000	,51640	10	10,000
	Jam Tayang Program Malam Hari	3,9000	,31623	10	10,000
	Harga Iklan Dibandingkan Dengan Stasiun TV Lain	3,5000	,52705	10	10,000
	Pemberian Bonus Spot	3,5000	,52705	10	10,000
	Program Paket Iklan	3,6000	,51640	10	10,000
	Kestabilan Harga	3,7000	,48305	10	10,000
	Pelayanan Order Iklan	3,9000	,31623	10	10,000
	Pelayanan Materi Iklan	3,8000	,42164	10	10,000
	Promosi Program Yang Dilakukan Oleh AE	3,8000	,42164	10	10,000
	Frekuensi Kunjungan AE	3,8000	,42164	10	10,000
	Garansi Iklan Tidak Tayang	3,9000	,31623	10	10,000
	Lokasi Kantor SCTV	4,0000	,00000	10	10,000
	Coverage Area SCTV	3,9000	,31623	10	10,000
	Segmentasi Pemirsa	3,7000	,48305	10	10,000

Group Statistics

Frekuensi Pembelian Iklan		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
Total	Kualitas Audio & Video	3,7639	,42767	72	72,000
	Isi Program Acara Berita	3,5417	,50176	72	72,000
	Isi Program Acara Sinetron	3,2917	,45772	72	72,000
	Isi Program Acara Kuis	2,8056	,61983	72	72,000
	Isi Program Acara Film & Music	2,7917	,57989	72	72,000
	Rating Program Acara Image SCTV	3,2778	,65482	72	72,000
	Jam Tayang Program Pagi Hari	2,9306	,53934	72	72,000
	Jam Tayang Program Siang Hari	3,0556	,55383	72	72,000
	Jam Tayang Program Sore Hari	3,2778	,61029	72	72,000
	Jam Tayang Program Malam Hari	3,6528	,50796	72	72,000
	Harga Iklan Dibandingkan Dengan Stasiun TV Lain	3,0694	,71850	72	72,000
	Pemberian Bonus Spot	3,0417	,73996	72	72,000
	Program Paket Iklan	3,2778	,65482	72	72,000
	Kestabilan Harga	3,4028	,49390	72	72,000
	Pelayanan Order Iklan	3,6250	,48752	72	72,000
	Pelayanan Materi Iklan	3,6111	,49092	72	72,000
	Promosi Program Yang Dilakukan Oleh AE	3,4306	,62408	72	72,000
	Frekuensi Kunjungan AE	3,1667	,73158	72	72,000
	Garansi Iklan Tidak Tayang	3,6111	,49092	72	72,000
	Lokasi Kantor SCTV	4,0417	,31118	72	72,000
	Coverage Area SCTV	3,6806	,57718	72	72,000
	Segmentasi Pemirsa	3,4306	,52612	72	72,000