

Lampiran 14.

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

Step	Entered	Min. D Squared					
		Statistic	Between Groups	Exact F			
				Statistic	df1	df2	Sig.
1	Frekuensi Kunjungan AE	,980	cukup and sering	8,221	1	69,000	5,487E-03
2	Kualitas Audio & Video	1,339	cukup and sering	5,533	2	68,000	5,936E-03
3	Image SCTV	1,340	cukup and sering	3,637	3	67,000	1,707E-02

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

- Maximum number of steps is 46.
- 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.

Variables in the Analysis

Step		Tolerance	Sig. of F to Remove	Min. D Squared	Between Groups
1	Frekuensi Kunjungan AE	1,000	,000		
2	Frekuensi Kunjungan AE	,995	,000	,279	cukup and sering
	Kualitas Audio & Video	,995	,020	,980	cukup and sering
3	Frekuensi Kunjungan AE	,761	,000	,502	cukup and sering
	Kualitas Audio & Video	,938	,007	,993	cukup and sering
	Image SCTV	,740	,033	1,339	cukup and sering

Variables Not in the Analysis

Step		Tolerance	Min. Tolerance	Sig. of F to Enter	Min. D Squared	Between Groups
0	Kualitas Audio & Video	1,000	1,000	,004	,279	cukup and sering
	Isi Program Acara Berita	1,000	1,000	,050	,064	cukup and sering
	Isi Program Acara Sinetron	1,000	1,000	,580	,000	jarang and sering
	Isi Program Acara Kuis	1,000	1,000	,505	,014	cukup and sering
	Isi Program Acara Film & Music	1,000	1,000	,066	,009	cukup and sering
	Rating Program Acara	1,000	1,000	,004	,198	cukup and sering
	Image SCTV	1,000	1,000	,172	,062	jarang and cukup
	Jam Tayang Program Pagi Hari	1,000	1,000	,112	,001	cukup and sering

Variables Not in the Analysis

Step		Tolerance	Min. Tolerance	Sig. of F to Enter	Min. D Squared	Between Groups
0	Jam Tayang Program Siang Hari	1,000	1,000	,069	,062	cukup and sering
	Jam Tayang Program Sore Hari	1,000	1,000	,025	,008	cukup and sering
	Jam Tayang Program Malam Hari	1,000	1,000	,004	,191	cukup and sering
	Harga Iklan Dibandingkan Dengan Stasiun TV Lain	1,000	1,000	,000	,321	cukup and sering
	Pemberian Bonus Spot	1,000	1,000	,000	,362	cukup and sering
	Program Paket Iklan	1,000	1,000	,004	,198	cukup and sering
	Kestabilan Harga	1,000	1,000	,023	,390	cukup and sering
	Pelayanan Order Iklan	1,000	1,000	,000	,268	cukup and sering
	Pelayanan Materi Iklan	1,000	1,000	,001	,080	cukup and sering
	Promosi Program Yang Dilakukan Oleh AE	1,000	1,000	,000	,317	cukup and sering
	Frekuensi Kunjungan AE	1,000	1,000	,000	,980	cukup and sering
	Garansi Iklan Tidak Tayang	1,000	1,000	,004	,334	cukup and sering
	Lokasi Kantor SCTV	1,000	1,000	,018	,104	cukup and sering
	Coverage Area SCTV	1,000	1,000	,049	,113	cukup and sering
	Segmentasi Pemirsa	1,000	1,000	,035	,257	cukup and sering

Variables Not in the Analysis

Step		Tolerance	Min. Tolerance	Sig. of F to Enter	Min. D Squared	Between Groups
1	Kualitas Audio & Video	,995	,995	,020	1,339	cukup and sering
	Isi Program Acara Berita	,877	,877	,957	,990	cukup and sering
	Isi Program Acara Sinetron	,973	,973	,478	1,179	cukup and sering
	Isi Program Acara Kuis	,997	,997	,862	,984	cukup and sering
	Isi Program Acara Film & Music	,964	,964	,706	,989	cukup and sering
	Rating Program Acara	,737	,737	,876	,985	cukup and sering
	Image SCTV	,785	,785	,101	,993	cukup and sering
	Jam Tayang Program Pagi Hari	,953	,953	,777	1,014	cukup and sering
	Jam Tayang Program Siang Hari	,906	,906	,281	1,316	cukup and sering
	Jam Tayang Program Sore Hari	,925	,925	,691	1,015	cukup and sering
	Jam Tayang Program Malam Hari	,879	,879	,859	,990	cukup and sering
	Harga Iklan Dibandingkan Dengan Stasiun TV Lain	,598	,598	,829	,986	cukup and sering
	Pemberian Bonus Spot	,603	,603	,684	,981	cukup and sering
	Program Paket Iklan	,737	,737	,876	,985	cukup and sering
	Kestabilan Harga	,751	,751	,340	1,003	cukup and sering
	Pelayanan Order Iklan	,793	,793	,839	,986	cukup and sering
	Pelayanan Materi Iklan	,758	,758	,770	1,035	cukup and sering
	Promosi Program Yang Dilakukan Oleh AE	,563	,563	,547	,995	cukup and sering
	Garansi Iklan Tidak Tayang	,659	,659	,494	,980	cukup and sering
	Lokasi Kantor SCTV	,977	,977	,136	1,208	cukup and sering
	Coverage Area SCTV	,891	,891	,993	,980	cukup and sering
	Segmentasi Pemirsa	,645	,645	,133	,991	cukup and sering

Variables Not in the Analysis

Step		Tolerance	Min. Tolerance	Sig. of F to Enter	Min. D Squared	Between Groups
2	Isi Program Acara Berita	,873	,870	,903	1,359	cukup and sering
	Isi Program Acara Sinetron	,949	,949	,328	1,636	cukup and sering
	Isi Program Acara Kuis	,949	,947	,984	1,344	cukup and sering
	Isi Program Acara Film & Music	,901	,901	,778	1,404	cukup and sering
	Rating Program Acara	,670	,670	,400	1,410	cukup and sering
	Image SCTV	,740	,740	,033	1,340	cukup and sering
	Jam Tayang Program Pagi Hari	,891	,891	,657	1,459	cukup and sering
	Jam Tayang Program Siang Hari	,834	,834	,123	1,948	cukup and sering
	Jam Tayang Program Sore Hari	,892	,892	,695	1,432	cukup and sering
	Jam Tayang Program Malam Hari	,822	,822	,982	1,342	cukup and sering
	Harga Iklan Dibandingkan Dengan Stasiun TV Lain	,568	,568	,490	1,386	cukup and sering
	Pemberian Bonus Spot	,563	,563	,321	1,374	cukup and sering
	Program Paket Iklan	,670	,670	,400	1,410	cukup and sering
	Kestabilan Harga	,738	,738	,244	1,344	cukup and sering
	Pelayanan Order Iklan	,661	,661	,816	1,373	cukup and sering
	Pelayanan Materi Iklan	,630	,630	,323	1,617	cukup and sering
	Promosi Program Yang Dilakukan Oleh AE	,560	,557	,477	1,366	cukup and sering
	Garansi Iklan Tidak Tayang	,641	,641	,309	1,349	cukup and sering
	Lokasi Kantor SCTV	,964	,964	,155	1,642	cukup and sering
	Coverage Area SCTV	,825	,825	,699	1,364	cukup and sering
	Segmentasi Pemirsa	,623	,623	,060	1,386	cukup and sering

Variables Not in the Analysis

Step		Tolerance	Min. Tolerance	Sig. of F to Enter	Min. D Squared	Between Groups
3	Isi Program Acara Berita	,856	,711	,927	1,360	cukup and sering
	Isi Program Acara Sinetron	,949	,740	,339	1,637	cukup and sering
	Isi Program Acara Kuis	,897	,699	,817	1,344	cukup and sering
	Isi Program Acara Film & Music	,865	,711	,614	1,404	cukup and sering
	Rating Program Acara	,453	,453	,671	1,432	cukup and sering
	Jam Tayang Program Pagi Hari	,889	,735	,660	1,459	cukup and sering
	Jam Tayang Program Siang Hari	,832	,684	,122	1,952	cukup and sering
	Jam Tayang Program Sore Hari	,890	,720	,671	1,432	cukup and sering
	Jam Tayang Program Malam Hari	,811	,699	,975	1,343	cukup and sering
	Harga Iklan Dibandingkan Dengan Stasiun TV Lain	,417	,417	,772	1,396	cukup and sering
	Pemberian Bonus Spot	,406	,406	,867	1,381	cukup and sering
	Program Paket Iklan	,453	,453	,671	1,432	cukup and sering
	Kestabilan Harga	,139	,139	,247	1,392	cukup and sering
	Pelayanan Order Iklan	,651	,628	,889	1,373	cukup and sering
	Pelayanan Materi Iklan	,615	,610	,381	1,620	cukup and sering
	Promosi Program Yang Dilakukan Oleh AE	,554	,497	,654	1,366	cukup and sering
	Garansi Iklan Tidak Tayang	,630	,567	,528	1,349	cukup and sering
	Lokasi Kantor SCTV	,961	,738	,198	1,645	cukup and sering
	Coverage Area SCTV	,726	,652	,900	1,365	cukup and sering
	Segmentasi Pemirsa	,590	,573	,217	1,386	cukup and sering