

Lampiran 15

Wilks' Lambda

Step	Number of Variables	Lambda	df1	df2	df3
1	1	,522	1	2	69
2	2	,465	2	2	69
3	3	,420	3	2	69

Wilks' Lambda

Step	Exact F			
	Statistic	df1	df2	Sig.
1	31,609	2	69,000	1,802E-10
2	15,871	4	136,000	1,102E-10
3	12,138	6	134,000	7,202E-11

Summary of Canonical Discriminant Functions

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1,329 ^a	98,3	98,3	,755
2	,023 ^a	1,7	100,0	,150

a. First 2 canonical discriminant functions were used in the analysis

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 2	,420	59,030	6	,000
2	,978	1,539	2	,463

Standardized Canonical Discriminant Function Coefficients

	Function	
	1	2
Kualitas Audio & Video	,510	,137
Image SCTV	-,431	1,052
Frekuensi Kunjungan AE	1,065	-,254