

Lampiran 16

Structure Matrix

	Function	
	1	2
Frekuensi Kunjungan AE	,830*	,224
Promosi Program Yang Dilakukan Oleh AE	,542*	,237
Pelayanan Materi Iklan ^a	,511*	,351
Garansi Iklan Tidak Tayang	,500*	,277
Pelayanan Order Iklan ^a	,492*	,323
Segmentasi Pemirsa ^a	,488*	,352
Jam Tayang Program Siang Hari	,383*	,124
Kualitas Audio & Video	,358*	,343
Jam Tayang Program Malam Hari	,350*	,257
Jam Tayang Program Sore Hari	,284*	,172
Isi Program Acara Berita ^a	,270*	,221
Jam Tayang Program Pagi Hari	,264*	,187
Isi Program Acara Sinetron	,199*	,098
Lokasi Kantor SCTV ^a	,192*	,026
Image SCTV	,154	,959*
Kestabilan Harga ^a	,174	,854*
Program Paket Iklan ^a	,361	,630*
Rating Program Acara ^a	,361	,630*
Pemberian Bonus Spot ^a	,458	,572*
Harga Iklan Dibandingkan Dengan Stasiun TV Lain	,454	,557*
Coverage Area SCTV ^a	,265	,451*
Isi Program Acara Film & Music	,191	,305*
Isi Program Acara Kuis ^a	,050	,299*

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions

Variables ordered by absolute size of correlation within function.

*. Largest absolute correlation between each variable and any discriminant function

a. This variable not used in the analysis.

Canonical Discriminant Function Coefficients

	Function	
	1	2
Kualitas Audio & Video	1,272	,342
Image SCTV	-,872	2,127
Frekuensi Kunjungan AE	1,987	-,473
(Constant)	-8,079	-7,114

Unstandardized coefficients