

Quick Cluster

Initial Cluster Centers

	Cluster			
	1	2	3	4
Kualitas Audio & Video	3,00	4,00	4,00	4,00
Isi Program Acara Berita	3,00	4,00	3,00	4,00
Isi Program Acara Sinetron	3,00	3,00	3,00	4,00
Isi Program Acara Kuis	3,00	2,00	2,00	4,00
Isi Program Acara Film & Music	3,00	2,00	2,00	4,00
Rating Program Acara	3,00	2,00	3,00	4,00
Image SCTV	3,00	3,00	3,00	4,00
Jam Tayang Program Pagi Hari	4,00	3,00	2,00	4,00
Jam Tayang Program Siang Hari	4,00	3,00	2,00	4,00
Jam Tayang Program Sore Hari	4,00	3,00	2,00	4,00
Jam Tayang Program Malam Hari	4,00	3,00	3,00	4,00
Harga Iklan Dibandingkan Dengan Stasiun TV Lain	2,00	2,00	2,00	4,00
Pemberian Bonus Spot	2,00	2,00	2,00	4,00
Program Paket Iklan	3,00	2,00	3,00	4,00
Kestabilan Harga	3,00	3,00	3,00	4,00
Pelayanan Order Iklan	3,00	3,00	4,00	4,00
Pelayanan Materi Iklan	3,00	3,00	4,00	4,00
Promosi Program Yang Dilakukan Oleh AE	4,00	2,00	4,00	4,00
Frekuensi Kunjungan AE	3,00	2,00	2,00	4,00
Garansi Iklan Tidak Tayang	3,00	3,00	4,00	4,00
Lokasi Kantor SCTV	4,00	4,00	4,00	5,00
Coverage Area SCTV	3,00	5,00	4,00	5,00
Segmentasi Pemirsa	3,00	2,00	3,00	4,00

Iteration History^a.

Iteration	Change in Cluster Centers			
	1	2	3	4
1	2,201	2,209	2,298	2,213
2	8,442E-02	,555	,297	,124
3	,113	,224	,187	,000
4	7,714E-02	,180	,000	,000
5	,110	,223	,000	,000
6	,000	,000	,000	,000

a. Convergence achieved due to no or small distance change. The maximum distance by which any center has changed is ,000. The current iteration is 6. The minimum distance between initial centers is 3,873.