

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Kualitas Audio & Video	,787	3	,156	68	5,034	,003
Isi Program Acara Berita	1,463	3	,198	68	7,374	,000
Isi Program Acara Sinetron	,240	3	,208	68	1,153	,334
Isi Program Acara Kuis	3,195	3	,260	68	12,282	,000
Isi Program Acara Film & Music	2,987	3	,219	68	13,618	,000
Rating Program Acara	7,038	3	,137	68	51,281	,000
Image SCTV	3,601	3	,103	68	35,106	,000
Jam Tayang Program Pagi Hari	2,631	3	,188	68	14,019	,000
Jam Tayang Program Siang Hari	2,127	3	,226	68	9,392	,000
Jam Tayang Program Sore Hari	3,218	3	,247	68	13,031	,000
Jam Tayang Program Malam Hari	2,492	3	,159	68	15,629	,000
Harga Iklan Dibandingkan Dengan Stasiun TV Lain	8,545	3	,162	68	52,733	,000
Pemberian Bonus Spot	8,909	3	,179	68	49,863	,000
Program Paket Iklan	7,038	3	,137	68	51,281	,000
Kestabilan Harga	4,302	3	,065	68	66,278	,000
Pelayanan Order Iklan	2,691	3	,129	68	20,782	,000
Pelayanan Materi Iklan	2,798	3	,128	68	21,830	,000
Promosi Program Yang Dilakukan Oleh AE	4,992	3	,186	68	26,783	,000
Frekuensi Kunjungan AE	7,647	3	,221	68	34,530	,000
Garansi Iklan Tidak Tayang	3,023	3	,118	68	25,558	,000
Lokasi Kantor SCTV	,285	3	,089	68	3,213	,028
Coverage Area SCTV	3,441	3	,196	68	17,553	,000
Segmentasi Pemirsa	2,775	3	,167	68	16,653	,000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Number of Cases in each Cluster

Cluster	1	23,000
	2	11,000
	3	10,000
	4	28,000
Valid		72,000
Missing		,000