

Question	Kondisi Sekarang					Harapan Advertiser				
	Brk	K	C	B	SB	Brk	K	C	B	SB
2. Penilaian terhadap Harga Spot Iklan SCTV :										
Harga iklan dibandingkan dengan stasiun TV lain										
Pemberian discount										
Program Paket Iklan										
Kestabilan harga										
3. Penilaian terhadap Promosi :										
Pelayanan order iklan										
Pelayanan materi iklan										
Promosi program yang dilakukan oleh AE										
Frekuensi kunjungan AE										
Garansi iklan tidak tayang										
4. Penilaian terhadap Distribusi :										
Lokasi kantor SCTV										
Coverage area SCTV										
Segmentasi pemirsa										

Keterangan :

Brk = Buruk; K = Kurang; Ckp = Cukup; B = Baik; SB = Sangat Baik

Atas bantuan dan kerjasama Bapak/ Ibu, saya ucapkan banyak terima kasih.

Salam,

Fery Coenrad Javlean

Mhs. MM Univ. Indonusa Esa Unggul

Account Executive SCTV, telp. 522-5555 ext 3516

Nomor	Video&Audio		Berita		Sinetron		Kuis		Film&Musik	
	Real	Hope	Real	Hope	Real	Hope	Real	Hope	Real	Hope
1	4	4	4	4	3	4	3	4	3	4
2	3	4	4	4	4	4	2	4	2	4
3	3	4	4	4	3	4	3	4	3	4
4	4	4	4	4	3	4	3	4	3	4
5	4	4	4	4	4	4	4	4	4	4
6	4	4	4	4	3	4	3	4	3	4
7	3	4	4	4	3	4	2	4	2	4
8	3	4	4	4	3	4	2	4	2	4
9	4	4	3	4	3	4	3	4	2	4
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11	4	4	4	4	3	4	3	4	3	4
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22	4	4	3	4	3	4	2	4	2	4
23	4	4	4	4	3	4	3	4	3	4
24	4	4	3	4	3	4	2	4	2	4
25	4	4	3	4	3	4	2	4	2	4
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28	4	4	3	4	3	4	3	4	3	4
29	4	5	4	5	3	5	2	5	2	5
30	3	4	3	4	3	4	3	4	3	4
31	4	4	3	4	4	4	3	4	3	4
32	3	4	4	4	3	4	2	4	2	4
33	4	5	3	5	3	5	3	5	3	5
34	4	5	4	5	4	5	3	5	3	5
35	4	5	3	5	3	5	3	5	3	5
36	3	5	3	5	3	5	3	5	3	5
37	3	4	4	4	4	4	2	4	2	4
38	3	4	3	4	4	4	3	4	2	4
39	3	5	3	5	3	5	2	5	2	5
40	4	5	3	5	4	5	3	5	3	5
41	3	5	3	5	3	5	2	5	2	5
42	3	4	3	4	3	4	3	4	3	4
43	4	5	3	5	3	5	2	5	2	5
44	3	4	3	4	3	4	2	4	2	4
45	4	5	4	5	3	5	2	5	2	5
46	4	5	3	5	3	5	3	5	3	5
47	4	5	3	5	4	5	4	5	3	5
48	3	5	3	5	3	5	3	5	3	5
49	4	5	3	5	4	5	3	5	3	5
50	4	3	3	3	4	3	4	3	4	3
51	4	4	4	4	4	4	2	4	3	4
52	4	4	4	4	3	4	3	4	3	4
53	4	5	4	5	3	5	3	5	3	5
54	4	5	4	5	4	5	4	5	4	5
55	4	4	4	4	4	4	3	4	3	4
56	4	5	3	5	3	5	3	5	3	5
57	4	5	4	5	3	5	2	5	3	5
58	4	4	3	4	4	4	3	4	3	4
59	4	4	4	4	3	4	2	4	3	4
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67	4	4	4	4	4	4	3	4	3	4
68	4	5	4	5	4	5	4	5	4	5
69	4	4	4	4	3	4	2	4	2	4
70	4	4	3	4	3	4	2	4	2	4
71	3	4	3	4	3	4	3	4	3	4
72	4	4	4	4	4	4	4	4	3	4
TOTAL	271	308	255	308	237	308	202	308	201	308
MEAN	3,76	4,28	3,54	4,28	3,29	4,28	2,81	4,28	2,79	4,28

Nomor	Rating		Image		Pagi Hari		Siang Hari		Sore Hari	
	Real	Hope	Real	Hope	Real	Hope	Real	Hope	Real	Hope
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5	4	4	4	4	3	4	4	4	4	4
6	4	4	4	4	3	4	3	4	3	4
7	4	4	4	4	2	4	2	4	2	4
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21	4	4	4	4	4	4	4	4	4	4
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23	4	4	4	4	2	4	3	4	3	4
24	4	4	4	4	3	4	3	4	4	4
25	3	4	3	4	2	4	2	4	2	4
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28	3	4	3	4	3	4	3	4	3	4
29	3	5	3	5	2	5	3	5	3	5
30	2	4	3	4	3	4	2	4	3	4
31	3	4	3	4	3	4	3	4	3	4
32	2	4	3	4	2	4	3	4	2	4
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35	3	5	3	5	3	5	3	5	3	5
36	3	5	3	5	3	5	3	5	4	5
37	3	4	3	4	2	4	2	4	2	4
38	3	4	3	4	3	4	3	4	3	4
39	3	5	4	5	2	5	2	5	3	5
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42	3	4	3	4	3	4	3	4	3	4
43	3	5	3	5	3	5	3	5	3	5
44	2	4	3	4	2	4	2	4	2	4
45	2	5	3	5	3	5	3	5	3	5
46	3	5	3	5	4	5	4	5	4	5
47	3	5	3	5	3	5	3	5	3	5
48	3	5	4	5	3	5	3	5	3	5
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55	3	4	3	4	3	4	3	4	4	4
56	4	5	4	5	3	5	3	5	4	5
57	3	5	3	5	4	5	4	5	4	5
58	3	4	3	4	3	4	3	4	3	4
59	4	4	3	4	3	4	3	4	3	4
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67	4	4	4	4	3	4	3	4	4	4
68	4	5	4	5	3	5	3	5	4	5
69	3	4	3	4	2	4	2	4	3	4
70	3	4	4	4	3	4	3	4	3	4
71	3	4	3	4	4	4	4	4	4	4
72	3	4	4	4	3	4	3	4	3	4
TOTAL	236	309	248	308	211	308	220	308	236	308
MEAN	3,28	4,29	3,44	4,28	2,93	4,28	3,06	4,28	3,28	4,28

Nomor	Malam Hari		Harga		Discount		Paket Kilan		Kestabilan Harga	
	Real	Hope	Real	Hope	Real	Hope	Real	Hope	Real	Hope
1	3	4	3	4	3	4	3	4	4	4
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3	4	4	4	4	4	4	4	4	4	4
4	4	4	3	4	3	4	3	4	4	4
5	4	4	4	4	4	4	4	4	4	4
6	4	4	4	4	4	4	4	4	4	4
7	3	4	4	4	4	4	4	4	4	4
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23	4	4	4	4	4	4	4	4	4	4
24	4	4	4	4	4	4	4	4	4	4
25	3	4	2	4	2	4	3	4	3	4
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28	3	4	2	4	2	4	3	4	3	4
29	3	5	3	5	3	5	3	5	3	5
30	4	4	2	4	2	4	2	4	3	4
31	3	4	3	4	3	4	3	4	3	4
32	4	4	2	4	2	4	2	4	3	4
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35	4	5	3	5	2	5	3	5	3	5
36	4	5	3	5	2	5	3	5	3	5
37	3	4	3	4	3	4	3	4	3	4
38	3	4	3	4	3	4	3	4	3	4
39	3	5	3	5	3	5	3	5	4	5
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44	3	4	2	4	2	4	2	4	3	4
45	3	5	2	5	2	5	2	5	3	5
46	4	5	3	5	3	5	3	5	3	5
47	3	5	2	5	2	5	3	5	3	5
48	3	5	3	5	3	5	3	5	4	5
49	4	5	2	5	2	5	2	5	3	5
50	4	3	4	3	4	3	4	3	4	3
51	4	4	3	4	3	4	4	4	4	4
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55	4	4	3	4	3	4	3	4	3	4
56	4	5	3	5	3	5	4	5	4	5
57	4	5	3	5	3	5	3	5	3	5
58	4	4	3	4	3	4	3	4	3	4
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67	4	4	4	4	4	4	4	4	4	4
68	4	5	3	5	3	5	4	5	4	5
69	3	4	2	4	2	4	3	4	3	4
70	3	4	2	4	2	4	3	4	3	4
71	4	4	2	4	2	4	3	4	3	4
72	4	4	3	4	3	4	3	4	3	4
TOTAL	263	308	221	308	219	309	236	309	245	309
MEAN	3,65	4,28	3,07	4,28	3,04	4,29	3,28	4,29	3,40	4,29

Nomor	Pelayanan Order		Pelayanan Materi		Promosi AE		Frekuensi Kunjungan		Garansi dan	
	Real	Hope	Real	Hope	Real	Hope	Real	Hope	Real	Hope
1	4	4	4	4	4	4	4	4	4	4
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6	4	4	4	4	4	4	4	4	4	4
7	4	4	4	4	4	4	4	4	4	4
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35	4	5	4	5	4	5	3	5	4	5
36	4	5	4	5	4	5	3	5	4	5
37	3	4	3	4	3	4	3	4	4	4
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39	3	5	3	5	3	5	2	5	4	5
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43	3	5	3	5	3	5	3	5	3	5
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46	3	5	3	5	3	5	3	5	3	5
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54	4	5	4	5	4	5	4	5	4	5
55	3	4	3	4	3	4	4	4	4	4
56	4	5	4	5	4	5	4	5	4	5
57	4	5	4	5	4	5	4	5	4	5
58	4	4	4	4	4	4	3	4	3	4
59	4	4	4	4	3	4	3	4	3	4
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67	4	4	4	4	4	4	4	4	4	4
68	4	5	4	5	4	5	3	5	4	5
69	3	4	3	4	3	4	2	4	3	4
70	3	4	3	4	2	4	2	4	3	4
71	3	4	3	4	4	4	3	4	3	4
72	3	4	3	4	3	4	2	4	3	4
TOTAL	261	309	260	309	247	309	228	309	260	309
MEAN	3,63	4,29	3,61	4,29	3,43	4,29	3,17	4,29	3,61	4,29

Nomor	Lokasi Kantor		Coverage Area		Segmentasi	
	Real	Hope	Real	Hope	Real	Hope
1	4	4	4	4	4	4
2	4	4	4	4	4	4
3	4	4	4	4	4	4
4	4	4	4	4	4	4
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6	4	4	4	4	4	4
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8	4	4	4	4	4	4
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11	4	4	4	4	4	4
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38	4	4	3	4	3	4
39	4	6	4	5	3	5
40	4	5	3	5	3	5
41	4	5	3	5	3	5
42	4	4	3	4	3	4
43	4	6	3	5	3	5
44	3	4	3	4	3	4
45	4	5	5	5	2	5
46	4	5	3	5	3	5
47	4	5	3	5	3	5
48	4	5	3	5	3	5
49	4	6	3	5	3	5
50	4	4	4	4	3	4
51	5	4	4	4	4	4
52	5	4	4	4	4	4
53	5	5	5	5	4	5
54	5	5	5	5	4	5
55	4	4	4	4	4	4
56	4	5	4	5	3	5
57	5	5	5	5	4	5
58	4	4	3	4	3	4
59	4	4	4	4	4	4
60	4	4	4	4	3	4
61	4	4	4	4	4	4
62	4	4	3	4	3	4
63	4	4	4	4	4	4
64	4	4	4	4	3	4
65	4	4	4	4	4	4
66	4	4	4	4	4	4
67	4	4	4	4	4	4
68	4	5	4	5	4	5
69	4	4	4	4	3	4
70	3	4	3	4	3	4
71	4	4	3	4	3	4
72	4	4	4	4	4	4
TOTAL	291	309	265	309	247	309
MEAN	4,04	4,29	3,68	4,29	3,43	4,29

Lampiran 3.

HASIL UJI VALIDITAS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
1	1																							
2	0,145	1																						
3	0,141	0,161	1																					
4	0,248	0,026	0,451	1																				
5	0,310	0,151	0,391	0,865	1																			
6	0,338	0,383	0,102	0,239	0,340	1																		
7	0,234	0,318	0,102	0,283	0,324	0,693	1																	
8	0,294	0,037	0,254	0,465	0,594	0,335	0,220	1																
9	0,294	0,093	0,289	0,442	0,563	0,266	0,164	0,815	1															
10	0,255	0,054	0,261	0,405	0,524	0,333	0,236	0,658	0,662	1														
11	0,330	0,196	0,139	0,275	0,420	0,463	0,339	0,476	0,520	0,568	1													
12	0,263	0,441	0,152	0,252	0,306	0,827	0,657	0,267	0,273	0,244	0,453	1												
13	0,299	0,468	0,172	0,233	0,263	0,819	0,672	0,254	0,269	0,224	0,414	0,975	1											
14	0,338	0,363	0,102	0,239	0,340	1,000	0,693	0,335	0,268	0,333	0,453	0,827	0,819	1										
15	0,190	0,368	0,096	0,259	0,346	0,738	0,918	0,212	0,174	0,278	0,341	0,714	0,724	0,738	1									
16	0,448	0,266	0,118	0,175	0,367	0,596	0,404	0,221	0,287	0,308	0,481	0,588	0,551	0,596	0,461	1								
17	0,426	0,285	0,136	0,165	0,355	0,604	0,427	0,216	0,268	0,319	0,524	0,597	0,549	0,604	0,481	0,971	1							
18	0,175	0,324	0,097	0,256	0,407	0,598	0,416	0,259	0,256	0,384	0,478	0,592	0,540	0,559	0,526	0,677	0,692	1						
19	0,218	0,441	0,147	0,135	0,315	0,608	0,449	0,315	0,359	0,400	0,499	0,728	0,715	0,608	0,552	0,612	0,614	0,735	1					
20	0,227	0,353	0,136	0,072	0,157	0,560	0,427	0,109	0,081	0,272	0,355	0,637	0,588	0,560	0,539	0,559	0,532	0,600	0,654	1				
21	0,181	0,304	0,111	0,116	0,283	0,219	0,060	0,353	0,313	0,383	0,271	0,176	0,176	0,219	0,164	0,260	0,292	0,414	0,278	0,292	1			
22	0,318	0,655	0,038	0,021	0,135	0,498	0,499	0,154	0,100	0,175	0,193	0,496	0,526	0,459	0,507	0,369	0,400	0,428	0,428	0,450	0,467	1		
23	0,208	0,756	0,173	0,217	0,344	0,588	0,493	0,206	0,207	0,193	0,356	0,628	0,641	0,588	0,516	0,419	0,438	0,543	0,618	0,494	0,319	0,552	1	
24	0,448	0,510	0,308	0,461	0,609	0,838	0,667	0,539	0,531	0,595	0,643	0,841	0,827	0,838	0,743	0,723	0,732	0,750	0,786	0,654	0,420	0,584	0,711	1

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.

Final Cluster Centers

	Cluster			
	1	2	3	4
Kualitas Audio & Video	3,74	3,55	3,50	3,96
Isi Program Acara Berita	3,26	3,36	3,60	3,82
Isi Program Acara Sineutron	3,35	3,09	3,20	3,36
Isi Program Acara Kuis	3,00	2,55	2,00	3,04
Isi Program Acara Film & Music	2,87	2,45	2,10	3,11
Rating Program Acara Image SCTV	2,91	2,45	3,30	3,89
Jam Tayang Program Pagi Hari	3,13	3,09	3,20	3,93
Jam Tayang Program Siang Hari	3,09	2,55	2,30	3,18
Jam Tayang Program Sore Hari	3,13	2,73	2,50	3,32
Jam Tayang Program Malam Hari	3,43	2,73	2,70	3,57
Harga Iklan Dibandingkan Dengan Stasiun TV Lain	3,70	3,09	3,30	3,96
Pemberian Bonus Spot	2,83	2,00	3,00	3,71
Program Paket Iklan	2,74	2,00	3,00	3,71
Kestabilan Harga	2,91	2,45	3,30	3,89
Pelayanan Order Iklan	3,04	3,00	3,20	3,93
Pelayanan Materi Iklan	3,48	3,00	3,70	3,96
Promosi Program Yang Dilakukan Oleh AE	3,43	3,00	3,70	3,96
Frekuensi Kunjungan AE	3,30	2,55	3,40	3,89
Garansi Iklan Tidak Tayang	3,00	2,09	3,10	3,75
Lokasi Kantor SCTV	3,39	3,00	3,80	3,96
Coverage Area SCTV	4,04	3,82	4,00	4,14
Segmentasi Pemirsa	3,30	3,27	3,80	4,11
	3,22	2,91	3,40	3,82

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

Lampiran 7. Tabel "qc-1"

Nomor	Nama	QCL-1
1	English First	4
2	PT DM Pratama	3
3	Bintang Mediatama Indonesia	4
4	Image Utaam Raya	4
5	Cipta Agung Nusantara	4
6	PT Quantum Komunika Citra	4
7	Cipta Adimedia Nusantara	3
8	Armananta Eka Putra	3
9	Centranusa Insan Cemerlang	1
10	Fajar Cahaya Buana	4
11	Unocal Indonesia Company	4
12	Danzas Sarana Perkasa	4
13	Manajemen Golbu TV	1
14	Merapi Utama Pharma	4
15	Sara Lee International Indonesia	1
16	Perfetti Van Melle Indonesia	3
17	SC Johnson & Son Ltd.	4
18	Beiersdorf Indonesia	4
19	Star Cosmos	4
20	Karunia Alam Segar	4
21	Wings Surya	4
22	PT Lionindo Jaya	3
23	Astra France Motor	4
24	Indomeiji Dairy Food	4
25	Deperindag	3
26	PT Smart Corporation	2
27	PT Jakarana Tama Bogor	1
28	PT Heids ABC Indonesia	2
29	PT Kinocare Era Kosmetindo	3
30	PT Aqua Golden Mississippi	2
31	PT Mead Johnson Indonesia	1
32	PT Intiboga Sejahtera	2
33	PT Medifarma Laboratories	2
34	PT Unilever Indonesia	1
35	PT Globina Karya	1
36	PT Wikatama Indah Sigaret	1
37	PT Indofood Sukses Makmur	3
38	PT Astaguna Wisesa	1
39	PT Santos Jaya Abadi	3
40	PT Konimex	1
41	PT Frisian Flag Indonesia	2
42	PT Agel Langgeng	1
43	PT Abbot Indonesia	1
44	PT Nutrifood Indonesia	2
45	Bank Mandiri	2
46	PT Kao Indonesia	1
47	PT Telkom	2
48	PT Kalbe Farma	1
49	Indoking Aneka Agar	1
50	PT Sampoerna Indonesia	4
51	John Hopkins Univ.	4
52	PT Mitraguna Adikriya	1
53	PT Torabika Eka Semesta	4
54	PT Sido Muncul	4
55	PT Mayora Indah	1
56	PT Gondo Wangi Sariaji	4
57	PT Kakao Mas Gemilang	4
58	LG Electronics	1
59	PT Aditec Cakrawiyasa	3
60	PT Sinda Budi Sentosa	4
61	PT Combiphar	1
62	PT Yahi Utama	1
63	Dwi Putri Dewi	4
64	Yakult Indo Persada	1
65	PT Mustika Ratu	4
66	PT Bintang Tujuh	4
67	PT Kalbe Farma	4
68	Kobe Lyrna Industry	4
69	BNi	2
70	Univ Yarsi	2
71	PT Kino Sentra Indutrinindo	1
72	PT SATELINDO	1

Lampiran 8 . TABEL KOMPOSISI CLUSTER BERDASARKAN USIA

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
umur advertiser * Cluster Number of Case	72	100	0	0	72	100

umur advertiser * Cluster Number of Case Crosstabulation

% within Cluster Number of Case

		Cluster Number of Case				Total
		1	2	3	4	
umur advertiser	<25	4,2				1,4
	26-30	25,0	20,0	42,1	47,4	34,7
	31-35	37,5	30,0	31,8	42,1	36,1
	36-40	25,0	50,0	21,1	10,5	23,8
	>40	8,3		5,3		4,2
Total		100,0	100,0	100,0	100,0	100,0

Lampiran 9. TABEL KOMPOSISI CLUSTER BERDASARKAN JABATAN

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
jabatan * Cluster Number of Case	72	100	0	0	72	100

jabatan * Cluster Number of Case Crosstabulation

% within Cluster Number of Case

		Cluster Number of Case				Total
		1	2	3	4	
jabatan	Supervisor	20,8	10,0	15,8	10,5	15,3
	Manager	66,7	90,0	68,4	84,2	76,0
	Direktur	12,5		15,8	5,3	9,7
Total		100,0	100,0	100,0	100,0	100,0

Lampiran 10. TABEL KOMPOSISI BERDASARKAN PENDIDIKAN

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pendidikan * Cluster Number of Case	72	100	0	0	72	100

pendidikan * Cluster Number of Case Crosstabulation

% within Cluster Number of Case

		Cluster Number of Case				Total
		1	2	3	4	
pendidikan	S1	54,2	40,0	42,1	63,2	51,4
	S2	20,8	60,0	52,6	26,3	36,1
	S3	25,0		5,3	10,5	12,5
Total		100,0	100,0	100,0	100,0	100,0

Lampiran 11.

Discriminant**Analysis Case Processing Summary**

Unweighted Cases		N	Percent
Valid		72	100,0
Excluded	Missing or out-of-range group codes	0	,0
	At least one missing discriminating variable	0	,0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	,0
	Total	0	,0
Total		72	100,0

Lampiran 12.

Group Statistics

Frekuensi Pembelian Iklan	Mean	Std. Deviation	Valid N (listwise)	
			Unweighted	Weighted
jarang				
Kualitas Audio & Video	3,4000	,51640	10	10,000
Isi Program Acara Berita	3,2000	,42164	10	10,000
Isi Program Acara Sinetron	3,2000	,42164	10	10,000
Isi Program Acara Kuis	2,6000	,69921	10	10,000
Isi Program Acara Film & Music	2,4000	,51640	10	10,000
Rating Program Acara	2,7000	,48305	10	10,000
Image SCTV	3,3000	,48305	10	10,000
Jam Tayang Program Pagi Hari	2,6000	,51640	10	10,000
Jam Tayang Program Siang Hari	2,7000	,48305	10	10,000
Jam Tayang Program Sore Hari	2,8000	,42164	10	10,000
Jam Tayang Program Malam Hari	3,2000	,42164	10	10,000
Harga Iklan Dibandingkan Dengan Stasiun TV Lain	2,3000	,48305	10	10,000
Pemberian Bonus Spot	2,3000	,48305	10	10,000
Program Paket Iklan	2,7000	,48305	10	10,000
Kestabilan Harga	3,1000	,31623	10	10,000
Pelayanan Order Iklan	3,1000	,31623	10	10,000
Pelayanan Materi Iklan	3,1000	,31623	10	10,000
Promosi Program Yang Dilakukan Oleh AE	2,8000	,63246	10	10,000
Frekuensi Kunjungan AE	2,0000	,00000	10	10,000
Garansi Iklan Tidak Tayang	3,2000	,42164	10	10,000
Lokasi Kantor SCTV	3,8000	,42164	10	10,000
Coverage Area SCTV	3,3000	,48305	10	10,000
Segmentasi Pemirsa	3,1000	,31623	10	10,000

Group Statistics

Frekuensi Pembelian Iklan		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
cukup	Kualitas Audio & Video	3,7885	,41238	52	52,000
	Isi Program Acara Berita	3,5769	,49887	52	52,000
	Isi Program Acara Sinetron	3,3269	,47367	52	52,000
	Isi Program Acara Kuis	2,8269	,61743	52	52,000
	Isi Program Acara Film & Music	2,8462	,57342	52	52,000
	Rating Program Acara	3,3269	,64841	52	52,000
	Image SCTV	3,4231	,49887	52	52,000
	Jam Tayang Program Pagi Hari	2,9808	,54198	52	52,000
	Jam Tayang Program Siang Hari	3,1346	,56112	52	52,000
	Jam Tayang Program Sore Hari	3,3462	,62260	52	52,000
	Jam Tayang Program Malam Hari	3,6923	,50637	52	52,000
	Harga Iklan Dibandingkan Dengan Stasiun TV Lain	3,1346	,68682	52	52,000
	Pemberian Bonus Spot	3,0962	,72110	52	52,000
	Program Paket Iklan	3,3269	,64841	52	52,000
	Kestabilan Harga	3,4038	,49545	52	52,000
	Pelayanan Order Iklan	3,6731	,47367	52	52,000
	Pelayanan Materi Iklan	3,6731	,47367	52	52,000
	Promosi Program Yang Dilakukan Oleh AE	3,4808	,57702	52	52,000
	Frekuensi Kunjungan AE	3,2692	,59788	52	52,000
	Garansi Iklan Tidak Tayang	3,6346	,48624	52	52,000
	Lokasi Kantor SCTV	4,0962	,29768	52	52,000
	Coverage Area SCTV	3,7115	,60509	52	52,000
	Segmentasi Pemirsa	3,4423	,53919	52	52,000

Group Statistics

Frekuensi Pembelian Iklan	Mean	Std. Deviation	Valid N (listwise)	
			Unweighted	Weighted
sering	4,0000	,00000	10	10,000
Kualitas Audio & Video	3,7000	,48305	10	10,000
Isi Program Acara Berita	3,2000	,42164	10	10,000
Isi Program Acara Sinetron	2,9000	,56765	10	10,000
Isi Program Acara Kuis	2,9000	,56765	10	10,000
Isi Program Acara Film & Music	3,6000	,51640	10	10,000
Rating Program Acara Image SCTV	3,7000	,48305	10	10,000
Jam Tayang Program Pagi Hari	3,0000	,47140	10	10,000
Jam Tayang Program Siang Hari	3,0000	,47140	10	10,000
Jam Tayang Program Sore Hari	3,4000	,51640	10	10,000
Jam Tayang Program Malam Hari	3,9000	,31623	10	10,000
Harga Iklan Dibandingkan Dengan Stasiun TV Lain	3,5000	,52705	10	10,000
Pemberian Bonus Spot	3,5000	,52705	10	10,000
Program Paket Iklan	3,6000	,51640	10	10,000
Kestabilan Harga	3,7000	,48305	10	10,000
Pelayanan Order Iklan	3,9000	,31623	10	10,000
Pelayanan Materi Iklan	3,8000	,42164	10	10,000
Promosi Program Yang Dilakukan Oleh AE	3,8000	,42164	10	10,000
Frekuensi Kunjungan AE	3,8000	,42164	10	10,000
Garansi Iklan Tidak Tayang	3,9000	,31623	10	10,000
Lokasi Kantor SCTV	4,0000	,00000	10	10,000
Coverage Area SCTV	3,9000	,31623	10	10,000
Segmentasi Pemirsa	3,7000	,48305	10	10,000

Group Statistics

Frekuensi Pembelian Iklan		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
Total	Kualitas Audio & Video	3,7639	,42767	72	72,000
	Isi Program Acara Berita	3,5417	,50176	72	72,000
	Isi Program Acara Sinetron	3,2917	,45772	72	72,000
	Isi Program Acara Kuis	2,8056	,61983	72	72,000
	Isi Program Acara Film & Music	2,7917	,57989	72	72,000
	Rating Program Acara Image SCTV	3,2778	,65482	72	72,000
	Image SCTV	3,4444	,50039	72	72,000
	Jam Tayang Program Pagi Hari	2,9306	,53934	72	72,000
	Jam Tayang Program Siang Hari	3,0556	,55383	72	72,000
	Jam Tayang Program Sore Hari	3,2778	,61029	72	72,000
	Jam Tayang Program Malam Hari	3,6528	,50796	72	72,000
	Harga Iklan Dibandingkan Dengan Stasiun TV Lain	3,0694	,71850	72	72,000
	Pemberian Bonus Spot	3,0417	,73996	72	72,000
	Program Paket Iklan	3,2778	,65482	72	72,000
	Kestabilan Harga	3,4028	,49390	72	72,000
	Pelayanan Order Iklan	3,6250	,48752	72	72,000
	Pelayanan Materi Iklan	3,6111	,49092	72	72,000
	Promosi Program Yang Dilakukan Oleh AE	3,4306	,62408	72	72,000
	Frekuensi Kunjungan AE	3,1667	,73158	72	72,000
	Garansi Iklan Tidak Tayang	3,6111	,49092	72	72,000
	Lokasi Kantor SCTV	4,0417	,31118	72	72,000
	Coverage Area SCTV	3,6806	,57718	72	72,000
	Segmentasi Pemirsa	3,4306	,52612	72	72,000

Lampiran 13

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Kualitas Audio & Video	,853	5,960	2	69	,004
Isi Program Acara Berita	,917	3,121	2	69	,050
Isi Program Acara Sinetron	,984	,548	2	69	,580
Isi Program Acara Kuis	,980	,691	2	69	,505
Isi Program Acara Film & Music	,924	2,823	2	69	,066
Rating Program Acara	,852	5,987	2	69	,004
Image SCTV	,950	1,808	2	69	,172
Jam Tayang Program Pagi Hari	,938	2,264	2	69	,112
Jam Tayang Program Siang Hari	,926	2,773	2	69	,069
Jam Tayang Program Sore Hari	,899	3,883	2	69	,025
Jam Tayang Program Malam Hari	,850	6,074	2	69	,004
Harga Iklan Dibandingkan Dengan Stasiun TV Lain	,782	9,625	2	69	,000
Pemberian Bonus Spot	,800	8,598	2	69	,000
Program Paket Iklan	,852	5,987	2	69	,004
Kestabilan Harga	,896	4,002	2	69	,023
Pelayanan Order Iklan	,785	9,464	2	69	,000
Pelayanan Materi Iklan	,815	7,841	2	69	,001
Promosi Program Yang Dilakukan Oleh AE	,802	8,511	2	69	,000
Frekuensi Kunjungan AE	,522	31,609	2	69	,000
Garansi Iklan Tidak Tayang	,851	6,051	2	69	,004
Lokasi Kantor SCTV	,890	4,261	2	69	,018
Coverage Area SCTV	,916	3,151	2	69	,049
Segmentasi Pemirsa	,907	3,534	2	69	,035

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

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

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

Lampiran 17.

Functions at Group Centroids

Frekuensi Pembelian Iklan	Function	
	1	2
jarang	-2,655	,121
cukup	,254	-8,561E-02
sering	1,336	,324

Unstandardized canonical discriminant functions evaluated at group means

Lampiran 18. Perbandingan Means Persepsi Real dengan Harapan Advertiser

No.	Variabel	Nilai Means		Pencapaian Harapan
		Real	Hope	
1	Isi Program Acara Kuis	2,81	4,28	0,66
2	Isi Program Acara Film & Musik	2,79	4,28	0,65
3	Jam Tayang Program Pagi Hari	2,93	4,28	0,68
4	Pemberian Bonus Spot	3,04	4,29	0,71
5	Jam Tayang Program Siang Hari	3,06	4,28	0,71
6	Rating Program Acara	3,28	4,29	0,76
7	Frekuensi Kunjungan AE	3,17	4,29	0,74
8	Harga Iklan	3,07	4,28	0,72
9	Program Paket Iklan	3,28	4,29	0,76
10	Jam Tayang Program Sore Hari	3,28	4,28	0,77
11	Isi Program Acara Sinetron	3,29	4,28	0,77
12	Kestabilan Harga	3,40	4,29	0,79
13	Promosi Oleh AE	3,43	4,29	0,80
14	Segmentasi Pemirsa	3,43	4,29	0,80
15	Pelayanan Materi Iklan	3,61	4,29	0,84
16	Garansi Iklan Tidak Tayang	3,61	4,29	0,84
17	Pelayanan Order Iklan	3,63	4,29	0,85
18	Jam Tayang Program Malam Hari	3,65	4,28	0,85
19	Coverage Area SCTV	3,68	4,29	0,86
20	Kualitas Audio & Video	3,76	4,28	0,88
21	Isi Program Acara Berita	3,54	4,28	0,83
22	Image SCTV	3,44	4,28	0,80
23	Lokasi Kantor SCTV	4,04	4,29	0,94
	TOTAL	77,22	98,56	0,78
	MEAN	3,357	4,285	0,034

Lampiran 19. Data Input Analisis Regresi Linear Berganda

Nomor	Image	Harga	Rating	Frekuensi Kunjungan	Frekuensi Berkas
	X1	X2	X3	X4	Y
1	4	3	3	4	2
2	3	3	3	4	2
3	4	4	4	4	2
4	4	3	3	4	3
5	4	4	4	4	2
6	4	4	4	4	2
7	4	4	4	4	2
8	3	3	3	4	2
9	3	3	3	3	2
10	4	4	4	4	3
11	4	4	4	3	2
12	4	4	4	3	2
13	3	3	3	3	2
14	4	4	4	4	2
15	3	3	3	3	3
16	3	3	4	3	2
17	4	4	4	4	3
18	4	4	4	4	2
19	4	4	4	4	2
20	4	4	4	4	3
21	4	4	4	4	3
22	3	3	3	3	2
23	4	4	4	3	2
24	4	4	4	4	3
25	3	2	3	2	1
26	3	2	3	2	1
27	3	2	3	3	2
28	3	2	3	2	1
29	3	3	3	3	2
30	3	2	2	2	1
31	3	3	3	3	2
32	3	2	2	3	2
33	3	2	2	2	2
34	3	3	3	3	2
35	3	3	3	3	2
36	3	3	3	3	2
37	3	3	3	3	2
38	3	3	3	2	1
39	4	3	3	2	1
40	3	2	2	3	2
41	3	2	2	2	1
42	3	3	3	3	2
43	3	3	3	3	2
44	3	2	2	2	1
45	3	2	2	2	2
46	3	3	3	3	2
47	3	2	3	2	2
48	4	3	3	3	2
49	3	2	2	3	2
50	4	4	4	3	2
51	4	3	4	4	2
52	3	3	3	3	2
53	4	3	4	3	2
54	4	4	4	4	2
55	3	3	3	4	3
56	4	3	4	4	3
57	3	3	3	4	2
58	3	3	3	3	2
59	3	3	4	3	2
60	4	3	4	3	2
61	3	3	3	3	3
62	3	3	3	4	2
63	4	4	4	4	2
64	4	3	3	3	2
65	3	4	4	4	2
66	4	4	4	4	2
67	4	4	4	4	2
68	4	3	4	3	2
69	3	2	3	2	2
70	4	2	3	2	1
71	3	2	3	3	2
72	4	3	3	2	1
TOTAL	248	221	236	228	144

Lampiran 20.

Regression 1.

Descriptive Statistics

	Mean	Std. Deviation	N
frekuensi beli	2,0000	,53074	72
image	3,4444	,50039	72
harga	3,0694	,71850	72
rating	3,2778	,65482	72
frekuensi AE	3,1667	,73158	72

Correlations

		frekuensi beli	image	harga	rating	frekuensi AE
Pearson Correlation	frekuensi beli	1,000	,212	,443	,365	,653
	image	,212	1,000	,657	,693	,449
	harga	,443	,657	1,000	,827	,728
	rating	,365	,693	,827	1,000	,608
	frekuensi AE	,653	,449	,728	,608	1,000
Sig. (1-tailed)	frekuensi beli		,037	,000	,001	,000
	image	,037		,000	,000	,000
	harga	,000	,000		,000	,000
	rating	,001	,000	,000		,000
	frekuensi AE	,000	,000	,000	,000	
N	frekuensi beli	72	72	72	72	72
	image	72	72	72	72	72
	harga	72	72	72	72	72
	rating	72	72	72	72	72
	frekuensi AE	72	72	72	72	72

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	frekuensi AE, image, rating, harga ^a		Enter

a. All requested variables entered.

b. Dependent Variable: frekuensi beli

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,659 ^a	,435	,401	,41073

a. Predictors: (Constant), frekuensi AE, image, rating, harga

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,697	4	2,174	12,889	,000 ^a
	Residual	11,303	67	,169		
	Total	20,000	71			

a. Predictors: (Constant), frekuensi AE, image, rating, harga

b. Dependent Variable: frekuensi beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,761	,356		2,139	,036
	image	-,119	,138	-,112	-,861	,392
	harga	-1,308E-02	,143	-,018	-,092	,927
	rating	2,824E-02	,141	,035	,200	,842
	frekuensi AE	,504	,097	,695	5,177	,000

a. Dependent Variable: frekuensi beli

Lampiran 21.

Regression II.

Descriptive Statistics

	Mean	Std. Deviation	N
frekuensi beli	2,0000	,53074	72
frekuensi AE	3,1667	,73158	72

Correlations

		frekuensi beli	frekuensi AE
Pearson Correlation	frekuensi beli	1,000	,653
	frekuensi AE	,653	1,000
Sig. (1-tailed)	frekuensi beli	,	,000
	frekuensi AE	,000	,
N	frekuensi beli	72	72
	frekuensi AE	72	72

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	frekuensi AE ^a		Enter

a. All requested variables entered.

b. Dependent Variable: frekuensi beli

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,653 ^a	,426	,418	,40486

a. Predictors: (Constant), frekuensi AE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,526	1	8,526	52,018	,000 ^a
	Residual	11,474	70	,164		
	Total	20,000	71			

a. Predictors: (Constant), frekuensi AE

b. Dependent Variable: frekuensi beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,500	,213		2,343	,022

Lampiran 22. Rate Card



MEI 2003



SCHEDULE & RATE CARD

WB	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	WB		
05:00	DIAMBAING FAJAR							CAHAYA MU S12-15:30	05:00	
05:30	LIPUTAN 8 PAOI S5-1 (4)								05:30	
06:00									06:00	
06:30									06:30	
07:00	DOREMI S12-12:30	BUBBLE KIDS S10-15:30	TOP KLIP S10-15:30	DUNIA ANAK S8-14:30	AKTIF BERCAN CEM (AKSI) S8-14:30	CAKUP BAAA S8-14:30	GENA ROMANI KRISTENKHALOLIK ATMOSPHERE S10-15:30	07:00		
07:30	DEMA POKAH BIRMA	DR SLUMP-ARALE CHAN (CINA) S10-15:30		POTTER RALPH (CINA) S10-15:30		RAHASIA DAFUR RITA S14-17:30	GROWING UP WLD S12-15:30	07:30		
08:00	SIN AFK S10-15:30						WRUNG NERANI S16-18:30	08:00		
08:30	FILM SCTV PADI S12-15:30						SUJERUS BAKAROLI S10-15:30	08:30		
09:00	KOPIDARAT 105 FM (LIVE) S16-18:30						FOKEMOH S16-18:30	09:00		
09:30						BAGIRASA BAGI CERITA (BLOCKING)	NOHO CHAN S18-19:30	09:30		
10:00							HOT SHOT S14-17:30	10:00		
10:30							SPONTAN S16-18:30	10:30		
11:00	OTISTA S14-17:30	HALO SELEBRITI S14-17:30	HOT SHOT S14-17:30	HALO SELEBRITI S14-17:30	OTISTA S14-17:30	HOT SHOT S14-17:30		11:00		
11:30	BUSER SIANG S16-18:30								11:30	
12:00	LIPUTAN 8 SIANG S12-15:30								12:00	
12:30	KADO ULANG TAHUN (LIVE) S16-18:30				BOLLY HOLLY S16-18:30		GAYA S10-15:30	POIRET S12-15:30	12:30	
13:00	PUS KOKOK KOKOK S12-15:30				LORONG WAKTU S12/LORONG WAKTU R S10-15:30		FRM SARTU SHTIG S12-15:30	FRM MINDU SIANG S12-15:30	13:00	
13:30	WALI CANTIKNYA (15) (JAWA BA / MATA TAKUT JATUH CINTA (R))								13:30	
14:00	FOSTER S16-19:30	BIBIR PLUS S16-19:30	FOSTER S16-19:30	GONDANGGA S16-19:30	BIBIR PLUS S16-19:30	CALCIO ACTION (7488) BY GROWING UP WLD (R)	CERPEN MISTERI S16-18:30	14:00		
14:30	ADU NEKAD S16-19:30							PORTAL S16-19:30	LIGA BAHU MAHDIRI S16-18:30	14:30
15:00	NOVELA FAMILIA MARIANA & SILVANA (99) VIVAN LOS (99) (CINA) S20-19:30							KAMAR RITA RITA (BLOCKING)		15:00
15:30	BUSER PETANG S20-19:30							BAYANGAN ARINDA S24-17:30	M. NEAR ANIMATION S20-19:30	15:30
16:00	LIPUTAN 8 PETANG S20-19:30								16:00	
16:30	SHAKA LAVA BOOM BOOM S24-19:30							SINETRON REVAJA "STRAHBERRY" G11-12:30	ASAL S24-12:30	TIC G11-12:30
17:00	SINETRON "KALAU CINTA SUDAH BICARA" G13-12:30	SINETRON "APA KATA HATI" G11-12:30	GALA BOLLYWOOD (18:00-20:00) G14-12:30	GALA ASIA (20:00-22:00) G10-12:30	SINETRON REVAJA "STRAHBERRY" G11-12:30	ASAL S24-12:30	DERAP HUKUM G12-12:30	SPECIAL FILM THAILAND (99:00-10:00) G10-12:30	17:00	
17:30	SINETRON "CINTA TADA ANHAR" G13-12:30	FIV G10-12:30	19 One Four Two Four 1 21 Aman 1 23 Aman 2	20 Seven Miles 19 A Lion Called Ham 22 One Upon A Time 23 Dragon Land	DUET MAUT G13-12:30	CENTROCAMPO (LIVE) G10-12:30	LIGA ITALIA (LIVE) G13-12:30	17:30		
18:00	MIMI KALUYEE G14-12:30		ARIS MATHS (LIVE) G7-12:30	SINETRON "MABUK CINTA" G13-12:30	SINETRON "BENCI BENCI RINDU" G13-12:30		MUSIK SPECIAL	18:00		
18:30	DERAP HUKUM G14-12:30	LUMIS MA JUM (11) G1-12:30		GREGGAI G10-12:30	ULTIMATE KILLERS S16-18:30	CENTROCAMPO S20-15:30		18:30		
19:00	SEMI FILMAN S20-19:30					CHARMED V G7-12:30		19:00		
19:30	SELASA DRAMA S16-19:30								19:30	
20:00	JACK AND THE BEAN STALK S12-15:30		DEBAT MINGGU RA S14-17:30	ARENA LIGA ITALIA S12-15:30	TUN-TASTIC (BLOCKING)	TAYANGAN TERBUKA MALAM S8-13:30	REHUKARNASI G7-12:30	20:00		
20:30			PEDANG SAKTI S12-15:30	SOLUSI WAHANA KRISTIANI (BLOCKING)	MAY BE IT'S ME S12-15:30		BABYLON V (18) S16-18:30	20:30		
21:00				STRONG MEDICINE S16-18:30	TAYANGAN TERBUKA MALAM S8-13:30		AMERICAN FAMILY (6) S17-18:30	21:00		
21:30	SIGN OFF								21:30	
22:00	Flow Program / Change							REVISI 6	22:00	
22:30	Not For Reuse							13/05/2003	22:30	
23:00	Slide Up Slide Down								23:00	
23:30	Program to be used in other channel previous to this time slot. To change to this channel previous to this time slot.								23:30	

Handwritten signature/initials