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LAMPIRAN

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1. Kuesioner

KUESIONER

Untuk memberikan masukan mengenai strategi *harga* yang tepat dari PT. Garuda Metalindo, kami ingin *mengetahui serta membandingkan* sejauh mana pendapat anda mengenai *kedua jenis* produk kami pada saat ini. Maka dimohon kesediaan bapak / ibu untuk mengisi kuesioner ini *dengan cara mengisi, melingkari, memilih* dan *dimohon untuk mengisi semua pertanyaan sesuai petunjuk*.

Pengisi Kuesioner

Nama Perusahaan :

Nama :

Departemen / Bagian : Purchasing / Project Engineer / Procurement/
(coret jawaban yang tidak sesuai sesuai, atau isi jika jawaban lain)

Skala Perusahaan : (lingkari jawaban yang sesuai a, b, c, atau d)

- a. Dibawah 100 org. b. 100 s/d 500 org. c. 501 s/d 1000 org. d. Diatas 1000 org

Kategori produk: (Dummy/Ordinal Scale)

1. Produk ini termasuk dalam kelompok *produk khusus (special part)* atau *produk dalam mesin (engine part)* atau *produk berdampak pada keselamatan (safety part)*.
a. Ya b. Tidak
2. Produk ini anda peroleh (beli) dari *satu sumber saja*.
a. Ya b. Tidak

Keterangan Pengisian: (Likert Scale)

Sangat Tidak Setuju	Tidak Setuju	Ragu ragu	Setuju	Sangat Setuju
1	2	3	4	5

Tingkat Kompetisi (Degree of Competition) (C)

Hitt, Ireland, Hoskisson (Strategic Management, hal. 57-59), Salvatore (Management Economics, hal 323-324), Sitingjak, Durianto D.(Model Matriks Konsumen, hal 17, "Mikael Potter")

Number of Competitors

1. Perusahaan anda mengijinkan pembelian produk ini dari *dua sumber atau lebih*.
1 2 3 4 5

High Fixed Cost

2. Perusahaan anda mengijinkan supplier mendapatkan produk ini *dari sumber lain (trading/pass through)*.
1 2 3 4 5

Slow Industry Growth / Demand Condition

3. Menurut pendapat anda, *kebutuhan* akan produk ini *sedikit (tidak bertambah banyak)*.
1 2 3 4 5

Supply Condition

4. Menurut pendapat anda, *pemenuhan* untuk kebutuhan produk ini tercukupi dengan baik.
1 2 3 4 5

Low Switching Cost

5. Menurut pendapat anda, produk ini merupakan **produk yang mudah didapat**.
- 1 2 3 4 5
6. Anda dapat dengan **mudah memindahkan pembelian** produk ini ke sumber yang lain.
- 1 2 3 4 5

New Entrance

7. Perusahaan anda mengizinkan **penambahan supplier baru**.
- 1 2 3 4 5

Loyalitas Pelanggan terhadap Produk atau PT. Garuda Metalindo (L)

Simamora B. (Remarketing for Bissiness Recovery, hal 119-122), Durianto D., (Brand Equity Ten, hal. 19-21, hal. 67-87, "Aaker"), Griffin J., (Customer Loyalty, hal.31)

Committed Buyer

1. Anda **membanggakan** produk PT. Garuda Metalindo yang anda pakai sekarang dan **mereferensikannya** kepada pihak lain.
- 1 2 3 4 5
2. Anda akan mempertimbangkan untuk **membeli produk jenis yang lain** dari PT. Garuda Metalindo.
- 1 2 3 4 5

Liking the Brand

3. Anda **menyukai dan akrab** terhadap produk PT. Garuda Metalindo yang anda pakai sekarang dan akan **mempertahkannya**
- 1 2 3 4 5

Satisfied Buyer

4. Anda **puas** terhadap produk PT. Garuda Metalindo ini.
- 1 2 3 4 5

Satisfied Buyer with Switching cost

5. Anda merasa **rugi pindah** dari produk PT. Garuda Metalindo **ke merek lain**, (karena sudah paham dengan produk PT. Garuda Metalindo atau kuatir merek lain tidak sesuai).
- 1 2 3 4 5

Habitual Buyer

6. Menurut pendapat anda, alasan untuk membeli produk PT. Garuda Metalindo ini adalah **karena sudah menjadi kebiasaan**.
- 1 2 3 4 5

Price Sensitive Switcher

7. Anda cenderung **mengutamakan alasan faktor harga** dalam pembelian produk ini.
- 1 2 3 4 5

Variety-prone Switcher

8. Dalam memutuskan memilih **produk baru**, anda cenderung mencari produk dari **perusahaan lain**.

1 2 3 4 5

Unsatisfied Switcher

9. Perusahaan anda akan **mengurangi** jumlah **order pembelian** dari PT. Garuda Metalindo.

1 2 3 4 5

Sensitivitas Harga (Price Sensitivity) terhadap Produk atau PT. Garuda Metalindo (P)

Nagle T., (The Strategy and Tactics of Pricing, hal. 111-114)

The Reference Price Effect

1. Menurut pendapat perusahaan anda, banyak **perusahaan lain** yang dapat memproduksi produk jenis ini.

1 2 3 4 5

2. Adalah mudah untuk **mendapatkan banyak informasi** mengenai harga serta **tawaran** produk jenis ini dari **perusahaan lain**.

1 2 3 4 5

3. Menurut pendapat anda, harga produk ini **lebih mahal** dibanding harga produk dari perusahaan lain.

1 2 3 4 5

Difficult Comparison Effect

4. Anda dapat dengan **mudah membandingkan penawaran** produk ini dengan penawaran dari perusahaan lain.

1 2 3 4 5

5. Dalam hal **membandingkan** produk ini cukup dilakukan menggunakan **metode pengetesan yang sederhana dan murah**.

1 2 3 4 5

6. Sejauh ini, produk ini memiliki **keunggulan biasa saja** dibanding produk merek lain.

1 2 3 4 5

Switching Cost Effect

7. Menurut pendapat anda, **tidak** diperlukan **biaya yang besar** untuk **beralih** ke produk merek lain.

1 2 3 4 5

8. Perusahaan anda **tidak perlu mengkuatirkan** untuk menanggung **resiko** yang besar jika **beralih** ke produk merek lain.

1 2 3 4 5

9. Perusahaan anda **tidak** mempunyai ikatan perjanjian untuk **tetap menggunakan** produk ini selama periode tertentu.

1 2 3 4 5

Price-Quality Effect

10. Dalam penentuan pembelian, pertimbangan ***citra baik*** dari perusahaan ***tidak penting***.

1 2 3 4 5

11. Dalam penentuan pembelian, pertimbangan ***kualitas produk*** yang tinggi ***tidak penting***.

1 2 3 4 5

Expenditure Effect

12. Menurut pendapat anda, nilai harga dari produk ini ***cukup besar*** dalam ***struktur biaya produksi anda***.

1 2 3 4 5

End-Benefit Effect

13. Menurut pendapat anda, produk ini ***bukan*** digunakan ***untuk memproduksi barang unggulan***.

1 2 3 4 5

14. Menurut pendapat anda, produk ini ***kurang berpengaruh besar*** terhadap ***nilai unggul*** produk anda.

1 2 3 4 5

Shared Cost Effect

15. Menurut pendapat anda material, komponen, atau proses dari produk ini, ***bukan*** merupakan ***referensi dari perusahaan anda***.

1 2 3 4 5

Fairness Effect

16. Menurut pendapat anda, harga produk ini sekarang ***lebih mahal*** dibanding ***harga sebelumnya***.

1 2 3 4 5

17. Menurut pendapat anda, produk ini ***bukan*** merupakan ***komponen utama yang vital diperlukan***.

1 2 3 4 5

18. Menurut pendapat anda, harga produk ini ***tidak sebanding*** dengan ***manfaat & nilai*** produk ini.

1 2 3 4 5

The Framing Effect

19. Menurut pendapat anda, produk ini hanya menjadi ***bagian dari komponen*** lain yang ***tidak penting***.

1 2 3 4 5

2. Data Pelanggan PT. Garuda Metalindo

No	Nama Pelanggan	Kategori
1	Astra Honda Motor, Jakarta	OEM
2	Yamaha Indonesia Motor Manufacturing, Jakarta	OEM
3	Indomobil Suzuki International, Bekasi	OEM
4	Kawasaki Motor Indonesia, Jakarta	OEM
5	Krama Yudha Tiga Berlian Motors, Jakarta	OEM
6	Pantja Motor, Jakarta	OEM
7	Astra Otopart, Bogor	Component
8	Autoliv Indonesia, Jakarta	Component
9	Chandra Nugerah Cipta, Bekasi	Component
10	Chandra Nugerah Karya, Jakarta	Component
11	Chemco Harapan Nusantara, Cikarang	Component
12	Chuhatsu, Bekasi	Component
13	Denso Hamaden Inonesia, Jakarta	Component
14	Denso Indonesia, Bekasi	Component
15	Dharma Polimetal, Tangerang	Component
16	Duta Nichirindo Pratama, Tangerang	Component
17	Ekamitra Jayatama, Bekasi	Component
18	Eska Cahyadi Bersaudara, Jakarta	Component
19	Fajar Surya Lestari, Bekasi	Component
20	FCC Inonesia, Kerawang	Component
21	Fukoku Indonesia, Bekasi	Component
22	Garuda Metal Utama, Tangerang	Component
23	Guna Sena Putra, Bogor	Component
24	Hans Platindo, Bogor	Component
25	Hi-lex Parts Indonesia, Tangerang	Component
26	Hino Motors Manufacturing Inonesia, Purwakarta	Component
27	Indo Safety Sentosa Industry, Tangerang	Component
28	Indo Vdo Instruments, Bekasi	Component
29	Indoseiki Metal Utama, Tangerang	Component
30	Indospring, Surabaya	Component
31	Inti Pantja Press Industri, Bekasi	Component
32	Inti Poli Metal, Jakarta	Component
33	Inti Surya Meganusa, Bekasi	Component
34	IRC Inoac Indonesia, Tangerang	Component
35	Karya Bahana Unigam, Bekasi	Component
36	Kayaba Indonesia, Bekasi	Component
37	Mah Sing, Bekasi	Component
38	Ming Horng, Cikarang	Component
39	Mitra Jumbindo Sejahtera, Bogor	Component
40	Mitra Metal, Bekasi	Component
41	Moradon Berlian Sakti, Jakarta	Component
42	Muara Tewe, Jakarta	Component
43	Nedscroef Althena	Component
44	Parama Raya, Tangerang	Component
45	Progress Toyo Indonesia, Bekasi	Component
46	Roda Prima Lancar, Tangerang	Component

No	Nama Pelanggan	Kategori
48	Selamat Sampurna, Jakarta	Component
49	Showa Indonesia Manufacturing, Bekasi	Component
50	Sinar Agung Pemuda, Jakarta	Component
51	Sinar Alum Sarana, Tangerang	Component
52	Sungwoo Indonesia, Surabaya	Component
53	Super Sinar Abadi, Bogor	Component
54	Trimitra Chitra Hasta, Bekasi	Component
55	Usra Tampi Indonesia, Bekasi	Component
56	Yasunli Indonesia, Tangerang	Component
57	Yutaka Manufacturing Indonesia, Bekasi	Component
58	Chitose Indonesia Manufacturing, Bandung	End User
59	Voltama Vista Megah Electric, Medan	End User
60	Maju Karsa Jaya Prima, Medan	End User
61	Alpha Spare Part, Bandung	End User
62	Surabaya, Medan	End User
63	Sumber Agung, Surabaya	End User
64	Kencana Sakti, Medan	End User
65	BS Motor, Medan	End User

3. Data Skala Perusahaan dan Fungsi Responden dalam Organisasi

Case Number	Skala Persh.	Fungsi	Case Number	Skala Persh.	Fungsi	Case Number	Skala Persh.	Fungsi	Case Number	Skala Persh.	Fungsi
1	2	1	35	3	3	69	4	1	103	3	1
2	4	3	36	4	3	70	4	3	104	2	1
3	4	3	37	2	3	71	4	3	105	2	1
4	4	3	38	3	1	72	4	3	106	2	1
5	4	3	39	2	1	73	4	3	107	3	3
6	4	3	40	2	1	74	4	3	108	3	3
7	4	3	41	3	2	75	4	3	109	3	3
8	4	3	42	1	1	76	4	3	110	1	1
9	4	3	43	4	3	77	4	3	111	2	1
10	4	3	44	1	1	78	4	3	112	2	3
11	2	1	45	1	1	79	4	3	113	2	1
12	2	1	46	2	1	80	2	1	114	1	1
13	4	1	47	1	1	81	4	3	115	2	1
14	4	3	48	4	3	82	4	1	116	3	3
15	4	3	49	3	3	83	4	3	117	2	3
16	4	3	50	4	3	84	2	1	118	2	1
17	4	3	51	2	3	85	4	3	119	2	3
18	4	3	52	3	1	86	2	1	120	2	1
19	4	3	53	3	2	87	3	2	121	2	1
20	4	3	54	2	1	88	3	1	122	2	1
21	4	3	55	3	2	89	3	2	123	1	1
22	4	3	56	2	1	90	2	1	124	2	1
23	4	3	57	3	1	91	3	3	125	1	1
24	2	1	58	4	3	92	3	3			
25	2	1	59	4	3	93	2	3			
26	4	1	60	4	3	94	3	3			
27	4	3	61	4	3	95	1	1			
28	1	1	62	4	3	96	2	1			
29	4	3	63	4	3	97	2	1			
30	1	1	64	4	3	98	2	3			
31	4	3	65	4	3	99	2	1			
32	2	1	66	4	3	100	1	1			
33	1	1	67	2	1	101	2	1			
34	4	3	68	4	3	102	3	2			

Ket.: Skala Persh: 1. Dibawah 100 org.; 2. 100 s/d 500 org.; 3. 501 s/d 1.000 org.; 4. Diatas 1.000 org.
 Fungsi: 1. Purchasing; 2. Project Engineering; 3. Procurement.

4. Data Hasil Pengisian Kuesioner untuk Variabel yang Diuji

Case Number	K1	K2	C11	C21	C31	C41	C51	C52	C61	L11	L12	L21	L31	L32	L41	L51	L52	L53
1	1	1	4	4	4	4	4	2	4	3	4	4	4	3	2	4	2	3
2	1	0	4	4	2	4	1	2	3	4	2	4	4	3	2	1	3	1
3	1	1	4	2	2	4	3	2	4	3	4	3	3	3	1	4	3	3
4	1	1	4	2	2	4	2	1	4	3	4	3	2	3	2	4	3	3
5	0	0	4	4	2	4	4	4	4	4	4	4	4	4	3	3	3	3
6	0	1	2	1	2	4	4	1	2	5	4	4	4	4	2	4	2	1
7	0	0	5	3	3	5	5	5	5	5	3	5	5	1	1	2	5	3
8	0	1	5	2	2	3	2	3	5	4	4	4	4	4	1	4	4	3
9	1	1	4	3	3	4	4	3	2	4	3	3	4	2	2	4	2	4
10	1	0	4	4	2	4	2	1	4	4	4	3	4	3	3	2	3	3
11	1	1	2	2	2	2	2	2	4	4	4	4	4	3	2	4	2	3
12	1	1	2	2	2	2	2	2	4	4	4	4	4	2	4	2	3	2
13	0	1	4	4	1	3	3	2	3	5	4	4	4	4	3	5	3	1
14	1	1	4	3	3	4	2	2	3	4	3	4	4	3	2	2	2	2
15	1	1	4	4	2	4	1	2	3	4	2	4	4	3	2	1	3	1
16	1	1	4	2	2	4	3	2	4	3	4	3	3	3	1	4	3	3
17	1	1	4	2	2	4	2	1	4	3	4	3	3	3	2	4	2	3
18	1	1	4	4	2	4	2	4	4	4	4	4	4	4	3	3	3	3
19	1	1	2	1	3	4	2	1	2	5	4	4	4	4	2	4	2	1
20	1	1	5	3	3	5	3	2	5	5	3	5	5	5	1	2	1	3
21	1	1	5	2	2	3	2	2	5	4	4	4	4	4	1	2	3	3
22	1	1	4	3	3	4	3	3	4	4	4	4	4	4	4	4	2	2
23	1	1	4	4	2	4	2	1	4	4	4	4	4	4	4	4	2	2
24	1	1	2	2	2	2	2	2	4	4	4	4	4	3	2	4	2	3
25	1	1	2	2	2	2	2	2	4	4	4	4	4	2	4	2	3	2
26	0	0	4	4	2	4	4	4	3	4	4	3	4	3	3	3	3	3
27	1	0	4	3	3	4	2	2	3	4	3	4	4	3	2	2	2	2
28	1	0	5	1	1	4	2	4	5	5	5	5	4	5	1	5	2	2
29	0	1	4	2	2	4	3	2	4	4	4	4	4	4	2	2	2	2
30	1	1	3	3	5	2	2	2	3	4	4	4	4	5	5	5	3	2
31	0	1	3	2	2	1	1	2	2	5	1	5	4	4	4	2	2	1
32	1	1	3	2	2	4	3	3	3	4	4	4	4	4	2	3	2	2
33	0	0	4	4	1	4	4	4	4	4	4	4	4	3	3	3	3	3
34	1	0	4	4	3	4	4	4	3	3	3	3	3	3	3	2	3	3

Case Number	K1	K2	C11	C21	C31	C41	C51	C52	C61	L11	L12	L21	L31	L32	L41	L51	L52	L53
35	0	0	4	4	3	4	2	4	2	3	3	3	3	2	4	2	4	3
36	0	0	5	5	2	4	4	4	5	4	3	3	4	4	4	4	4	3
37	0	1	3	2	2	4	4	3	2	4	2	4	4	4	3	4	2	3
38	1	1	4	4	3	4	2	3	4	3	4	3	4	2	2	2	3	2
39	0	1	2	2	2	4	3	2	3	4	3	4	4	3	4	4	3	2
40	0	1	5	3	3	4	4	2	3	4	4	4	3	2	3	2	2	2
41	1	1	3	3	1	4	4	3	3	4	3	4	4	3	3	3	3	3
42	1	0	5	1	1	4	2	4	5	5	5	5	4	5	1	5	2	2
43	1	1	4	2	2	4	2	2	4	4	4	4	4	4	2	2	2	2
44	0	0	5	3	5	5	5	5	3	4	4	4	4	4	4	5	5	2
45	0	1	3	2	2	2	4	2	2	5	1	5	4	4	4	2	2	1
46	1	1	3	2	2	4	3	3	3	4	4	4	4	4	2	3	2	2
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48	0	1	4	4	2	4	4	4	3	3	3	3	3	3	3	4	3	3
49	1	0	4	4	3	4	2	4	2	3	3	3	3	2	4	2	4	3
50	0	0	5	5	2	4	4	4	5	4	3	3	4	4	4	4	4	3
51	0	1	3	2	2	2	3	3	2	4	2	4	4	4	3	4	2	3
52	1	1	4	4	3	4	2	3	4	3	4	3	4	2	2	2	3	2
53	1	1	3	3	1	4	4	3	3	4	4	3	4	3	3	3	3	3
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55	1	1	3	3	1	4	4	3	3	4	3	4	4	3	3	3	3	3
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58	1	1	3	1	2	5	1	1	3	4	3	5	5	5	2	2	2	1
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60	1	1	3	3	2	3	3	3	3	3	3	3	3	1	3	3	3	3
61	1	1	3	3	3	3	3	3	4	3	3	3	3	2	3	3	3	3
62	1	1	4	4	2	4	2	3	3	5	2	5	4	4	4	4	2	3
63	1	1	4	3	3	4	2	2	3	4	3	4	5	4	3	3	3	3
64	1	1	4	2	2	4	3	3	4	4	4	4	4	3	2	2	3	3
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66	1	0	4	2	4	4	2	2	4	3	4	4	4	4	3	2	3	3
67	0	0	5	1	1	2	3	5	5	3	5	3	4	3	3	4	3	1
68	1	1	4	4	2	4	4	4	4	5	5	4	4	4	2	3	3	3
69	1	1	3	4	2	4	4	2	3	3	4	4	4	4	2	3	3	3
70	1	0	4	1	2	5	2	2	2	4	3	5	5	5	2	2	2	1
71	1	0	4	4	1	5	2	1	4	5	4	5	4	5	2	4	2	1
72	1	0	4	3	2	4	3	4	4	3	3	3	3	1	3	4	3	3
73	0	0	5	4	2	4	3	4	4	3	3	3	3	1	3	3	3	3
74	0	0	5	3	2	2	3	4	5	3	3	3	3	1	3	3	3	3

Case Number	K1	K2	C11	C21	C31	C41	C51	C52	C61	L11	L12	L21	L31	L32	L41	L51	L52	L53
75	1	0	2	2	2	4	2	2	3	5	2	5	4	4	4	4	2	2
76	1	1	4	3	3	4	2	2	3	4	3	4	5	4	3	3	3	3
77	1	1	4	2	2	4	3	3	4	4	4	4	4	3	2	2	3	3
78	0	0	5	4	4	4	4	4	4	3	4	5	4	3	3	2	3	3
79	0	1	4	3	4	4	4	4	4	3	4	4	4	4	3	2	3	3
80	0	1	1	1	5	5	5	5	1	3	5	3	5	3	3	4	3	1
81	1	0	4	4	2	4	4	4	4	4	4	4	4	4	2	3	3	3
82	1	1	3	4	2	4	4	2	3	3	4	4	4	4	2	3	3	3
83	1	0	4	4	2	4	4	4	4	4	4	4	4	4	2	3	3	3
84	1	1	4	4	4	4	4	2	4	3	4	4	4	3	2	4	2	3
85	1	1	4	4	2	4	4	4	4	4	5	4	4	4	2	3	3	3
86	1	1	5	1	2	2	4	4	4	3	4	4	4	2	2	4	3	3
87	1	1	3	3	1	4	4	3	3	4	4	3	4	3	3	3	3	3
88	0	1	2	2	2	4	3	3	3	4	3	4	4	4	2	3	3	2
89	1	1	3	3	1	4	4	3	3	4	4	3	4	3	3	3	3	3
90	0	1	1	1	1	1	1	1	5	4	2	4	4	4	4	5	1	1
91	1	0	4	4	4	4	3	2	4	4	4	4	4	3	2	2	2	2
92	0	1	3	4	2	4	3	2	3	4	4	4	4	3	2	3	3	3
93	1	1	4	1	2	4	2	2	4	4	3	4	4	3	3	4	3	3
94	1	1	3	3	2	4	2	2	3	4	2	4	4	5	3	3	3	3
95	0	1	4	2	1	4	5	4	4	2	4	4	4	3	2	1	1	3
96	0	1	5	2	2	3	4	4	4	4	3	3	4	2	3	4	3	3
97	0	0	4	1	1	4	5	4	4	4	3	4	5	3	2	3	2	2
98	1	1	2	1	3	4	2	4	3	3	4	3	5	3	1	3	2	2
99	0	1	3	3	3	3	2	3	3	3	4	4	3	3	3	4	4	3
100	0	1	4	2	2	4	2	4	4	4	4	4	4	4	2	2	2	2
101	1	0	5	1	2	2	4	4	4	3	4	4	4	2	2	4	3	3
102	1	1	3	3	1	4	4	3	3	4	4	3	4	3	3	3	3	3
103	1	1	2	2	2	4	3	3	3	4	3	4	4	4	2	3	3	2
104	0	1	1	1	1	1	1	1	5	4	2	4	4	4	4	5	1	1
105	0	1	4	4	3	2	4	4	4	3	3	3	4	3	4	4	2	4
106	1	1	3	3	4	4	4	3	4	4	4	4	4	3	4	4	3	3
107	1	1	4	4	4	4	4	4	3	4	4	4	4	4	2	2	2	4
108	0	1	3	4	2	4	3	2	3	4	4	4	4	3	2	3	3	3
109	1	1	3	3	2	4	2	2	3	4	2	4	4	5	3	3	3	3
110	0	1	4	1	1	4	1	2	2	4	4	4	4	3	2	1	1	3
111	0	0	5	2	2	2	4	4	4	4	3	3	4	2	3	4	3	3
112	1	1	2	1	3	3	2	4	3	3	4	2	4	3	2	4	3	1
113	0	1	3	3	3	3	2	3	3	3	4	4	3	3	3	4	4	3
114	0	1	4	2	2	4	2	4	4	4	4	4	4	4	2	2	2	2

Case Number	K1	K2	C11	C21	C31	C41	C51	C52	C61	L11	L12	L21	L31	L32	L41	L51	L52	L53
115	1	1	5	4	1	5	4	4	4	5	4	4	4	4	4	4	3	2
116	0	0	4	2	3	4	3	3	3	5	4	4	4	5	4	3	2	2
117	0	0	4	3	3	4	3	4	4	3	4	4	3	3	3	5	3	2
118	1	1	3	1	2	4	3	2	3	4	4	4	4	3	3	5	2	2
119	0	0	3	4	4	4	4	4	3	4	3	4	3	3	3	4	2	3
120	1	1	3	1	2	4	3	2	3	4	4	4	4	3	3	5	2	2
121	1	1	1	1	1	2	4	1	1	4	5	5	4	4	4	5	1	1
122	0	1	4	2	2	2	2	2	4	3	4	4	4	3	3	3	3	2
123	0	0	4	4	1	3	4	4	5	3	5	5	4	2	4	3	1	4
124	1	1	1	1	1	2	4	1	1	4	5	5	4	4	4	5	1	1
125	1	0	4	4	1	3	4	4	4	3	5	5	4	2	4	3	1	4

Case Number	P11	P12	P13	P21	P22	P23	P31	P32	P33	P41	P42	P51	P61	P62	P71	P81	P82	P83	P91
1	2	2	3	2	2	4	4	3	2	2	2	3	1	2	3	2	2	2	3
2	4	3	2	3	1	1	3	2	3	2	1	4	2	2	2	3	1	3	1
3	3	3	3	3	4	3	3	2	4	2	1	4	2	2	2	3	2	3	2
4	3	3	3	3	3	3	3	2	4	2	1	3	2	2	2	2	2	2	2
5	4	4	3	4	2	2	2	2	3	2	2	3	2	2	2	3	2	2	2
6	4	2	2	3	3	3	2	2	3	2	1	2	2	2	4	2	3	3	2
7	5	5	4	5	5	5	5	5	1	1	1	2	1	3	5	3	1	1	1
8	4	4	4	2	4	2	4	4	2	2	2	3	3	3	4	4	3	2	2
9	4	2	2	3	2	2	2	3	4	1	1	2	2	2	1	4	2	2	2
10	4	4	2	4	1	2	2	1	4	2	1	2	4	2	1	2	4	2	2
11	2	4	2	4	4	2	2	2	4	2	2	2	2	2	2	3	2	2	2
12	2	4	2	4	4	2	2	2	4	2	2	2	2	2	2	2	2	2	2
13	3	3	3	4	2	4	3	3	4	2	2	3	4	2	3	4	2	3	1
14	2	3	3	3	2	2	3	2	2	2	1	4	2	2	4	4	2	3	2
15	4	3	2	3	1	1	3	2	3	2	1	4	2	2	2	3	1	3	1
16	3	3	3	3	4	3	3	2	4	2	1	4	2	2	2	3	2	3	2
17	3	3	3	3	3	3	3	2	4	2	1	4	2	2	2	2	2	2	2
18	2	4	3	4	2	2	2	2	3	2	1	3	2	2	2	3	2	2	2
19	2	2	2	2	1	2	2	2	2	2	1	2	2	2	4	2	2	2	2
20	1	2	3	3	2	1	3	1	1	1	1	2	1	3	5	3	1	1	1
21	2	2	4	4	2	2	2	2	2	2	2	3	3	3	4	4	3	2	2
22	2	2	2	3	2	2	3	3	4	1	1	2	2	2	1	4	2	2	2
23	2	2	2	2	1	2	2	1	2	2	1	2	4	2	1	2	4	2	2
24	2	4	2	4	4	2	2	2	4	2	2	2	2	2	2	3	2	2	2
25	2	4	2	4	4	2	2	2	4	2	2	2	2	2	2	2	2	2	2
26	4	3	3	3	3	3	3	3	3	2	2	3	3	2	3	3	2	3	2

Case Number	P11	P12	P13	P21	P22	P23	P31	P32	P33	P41	P42	P51	P61	P62	P71	P81	P82	P83	P91
27	2	3	3	3	2	2	3	2	2	2	1	4	2	2	4	4	2	3	2
28	2	4	2	3	4	1	4	1	5	1	1	1	1	1	1	1	3	2	1
29	2	4	4	2	2	3	3	2	2	2	2	3	2	2	2	4	3	3	2
30	2	1	3	1	4	2	2	3	4	1	1	3	4	3	3	5	3	2	2
31	2	2	3	3	3	2	3	3	4	2	2	3	3	3	3	3	3	3	3
32	3	3	3	3	3	2	2	2	2	2	2	3	2	2	2	3	2	3	2
33	5	4	1	3	4	3	3	3	4	4	1	3	3	3	3	4	4	3	2
34	2	3	3	4	3	3	3	3	4	2	1	4	3	3	3	3	2	3	2
35	3	2	2	4	2	3	3	3	4	2	2	3	3	2	4	3	2	2	2
36	4	4	4	4	4	3	4	4	3	2	2	4	2	2	3	4	2	3	2
37	4	3	4	4	4	3	4	3	4	2	1	2	2	2	4	4	2	4	2
38	3	3	4	4	2	3	2	2	2	2	2	3	2	2	2	3	2	3	2
39	3	3	3	3	2	2	2	1	1	2	1	5	4	5	4	5	5	5	2
40	4	4	4	4	4	2	3	4	3	2	1	3	3	3	2	5	5	3	2
41	3	3	3	3	2	2	3	3	3	3	1	3	1	2	3	3	3	1	3
42	2	4	2	3	4	1	4	1	5	1	1	2	1	1	1	1	1	2	1
43	2	4	4	2	2	2	2	2	2	2	2	4	2	2	2	4	2	2	2
44	5	5	2	5	4	4	4	3	4	4	5	1	3	3	3	1	3	2	2
45	3	4	3	3	3	2	3	3	4	2	2	3	3	3	3	3	3	3	3
46	3	3	3	3	3	2	2	2	2	2	2	3	2	2	2	3	2	3	2
47	5	4	1	3	4	3	3	3	4	4	1	3	3	3	3	4	4	3	2
48	4	4	3	4	4	3	3	3	4	2	1	2	3	4	3	3	2	3	2
49	3	2	2	4	2	3	3	3	4	2	2	3	3	2	4	3	2	2	2
50	4	4	4	4	4	3	4	4	3	2	2	4	2	2	3	4	2	3	2
51	3	2	4	4	4	3	4	3	4	2	1	2	2	2	4	4	2	4	2
52	3	3	4	4	2	3	2	2	2	2	2	3	2	2	2	3	2	3	2
53	3	3	3	3	2	2	3	3	3	3	1	3	1	2	3	3	1	3	1
54	4	2	3	3	3	2	3	2	3	2	1	3	3	3	2	5	5	3	2
55	3	3	3	3	2	2	3	3	3	3	1	3	1	2	3	3	1	3	3
56	3	3	3	3	2	2	2	1	1	2	1	4	3	5	3	5	5	4	2
57	4	4	2	4	5	2	2	4	3	1	1	2	2	2	2	2	2	2	2
58	2	3	2	4	1	1	1	1	3	1	1	3	2	1	3	3	1	1	1
59	3	3	3	3	3	3	3	3	4	2	1	3	1	1	1	4	2	2	1
60	3	4	3	3	3	3	3	3	3	1	1	3	1	1	1	3	2	3	1
61	3	4	3	2	3	3	3	3	3	2	1	3	1	1	2	3	1	3	1
62	3	3	2	4	4	2	2	3	3	1	1	2	2	2	1	2	1	2	2
63	3	3	2	3	3	2	2	3	3	1	1	3	3	3	3	3	2	2	2
64	4	4	4	2	2	2	2	3	3	1	1	4	2	2	2	4	2	2	1
65	4	2	2	2	2	3	3	3	2	2	2	2	4	3	2	3	2	3	2
66	2	3	3	2	2	2	3	3	2	4	1	3	1	4	2	3	2	2	2

Case Number	P11	P12	P13	P21	P22	P23	P31	P32	P33	P41	P42	P51	P61	P62	P71	P81	P82	P83	P91
67	5	5	5	5	3	3	5	5	5	1	1	3	1	3	1	3	3	3	3
68	4	3	3	3	2	2	4	2	3	1	1	3	2	2	2	3	2	1	2
69	4	4	4	3	2	2	2	2	2	2	2	3	1	2	3	3	2	2	2
70	2	3	2	4	1	1	1	1	3	1	1	3	2	1	3	3	1	1	1
71	2	2	1	4	2	2	2	2	4	2	2	1	1	2	1	2	1	1	2
72	4	4	4	4	4	4	4	4	4	2	1	3	1	2	1	4	3	2	2
73	4	5	3	4	4	4	4	4	4	1	1	3	2	2	1	3	2	3	2
74	4	4	3	2	2	2	4	4	4	2	2	3	1	2	2	3	2	3	3
75	2	3	1	4	4	2	2	3	3	1	1	2	2	2	1	2	1	2	2
76	3	3	2	3	3	2	2	3	3	1	1	3	3	3	3	3	2	2	2
77	4	4	4	2	2	2	2	3	3	1	1	2	2	2	2	4	2	2	1
78	4	4	2	4	2	3	3	3	2	2	2	2	4	4	2	3	4	3	2
79	4	3	3	2	2	2	3	3	2	4	1	3	1	4	2	3	2	2	2
80	5	5	3	5	3	3	5	5	5	1	1	3	1	3	1	3	3	3	3
81	4	3	3	3	2	2	4	2	3	1	1	3	2	2	2	3	2	2	2
82	4	4	4	3	2	2	2	2	2	2	2	3	1	2	3	3	2	2	2
83	4	3	3	3	2	2	4	2	2	1	1	3	2	2	2	3	2	2	2
84	2	2	3	2	2	4	4	3	2	2	2	3	1	2	3	2	2	2	3
85	4	3	3	3	2	2	4	2	2	1	1	3	2	2	2	3	2	2	2
86	4	4	3	4	2	3	4	2	1	2	2	1	1	1	1	1	1	1	1
87	3	3	3	3	2	2	3	3	3	3	1	3	1	2	3	3	1	3	1
88	4	4	3	3	2	2	3	2	3	2	1	3	2	2	2	3	2	3	1
89	3	3	3	3	2	2	3	3	3	3	1	3	1	2	3	3	1	3	1
90	3	2	2	2	5	2	2	2	2	2	1	4	2	2	4	5	2	2	1
91	4	4	3	4	2	2	3	2	2	2	1	3	2	2	2	2	2	2	1
92	3	4	3	3	4	3	4	3	4	1	2	3	1	2	3	3	3	3	2
93	3	3	3	3	3	3	3	3	3	2	2	3	2	2	3	3	2	3	2
94	2	2	3	3	2	2	4	2	4	1	1	3	2	2	2	3	3	3	2
95	5	4	4	4	5	5	4	2	3	1	1	1	1	1	4	5	1	1	1
96	5	5	3	4	4	3	3	4	3	2	2	5	2	1	3	4	2	3	2
97	4	3	2	4	3	2	4	1	3	1	1	1	3	3	1	3	3	2	4
98	4	4	3	4	3	2	4	2	4	1	1	3	2	4	5	2	1	1	1
99	4	4	3	4	3	3	3	3	3	2	2	3	2	3	3	4	2	3	2
100	4	4	4	4	4	2	3	4	4	1	1	5	3	4	4	4	2	3	2
101	4	4	3	4	2	3	4	2	1	2	2	1	1	1	1	1	1	1	1
102	3	3	3	3	2	2	3	3	3	3	1	3	1	2	3	3	1	3	1
103	4	4	3	3	2	2	3	2	3	2	1	3	2	2	2	3	2	3	1
104	3	2	2	2	5	2	2	2	2	2	1	4	2	2	4	5	2	2	1
105	4	4	4	4	2	2	4	2	4	2	2	4	2	2	4	4	2	2	2
106	4	3	2	4	3	2	3	2	4	2	2	4	2	2	3	5	2	2	2

5. Pengujian *Validity & Reliability*

5.1. Variable Tingkat Persaingan

```
RELIABILITY  
  /VARIABLES=C11 C21 C31 C41 C51 C52 C61  
  /SCALE ('ALL VARIABLES') ALL/MODEL=ALPHA  
  /STATISTICS=DESCRIPTIVE SCALE  
  /SUMMARY=TOTAL
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded(a)	0	.0
	Total	125	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.628	7

Item Statistics

	Mean	Std. Deviation	N
C11	3.6240	1.00534	125
C21	2.7520	1.11916	125
C31	2.2400	.92806	125
C41	3.6240	.88595	125
C51	2.9760	1.02756	125
C52	2.8560	1.07541	125
C61	3.5040	.89464	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C11	17.9520	10.465	.542	.522
C21	18.8240	10.614	.430	.559
C31	19.3360	13.193	.141	.649
C41	17.9520	12.449	.283	.608
C51	18.6000	11.726	.316	.600
C52	18.7200	10.477	.484	.540
C61	18.0720	13.019	.184	.636

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.5760	15.004	3.87353	7

RELIABILITY

```
/VARIABLES=C11 C21 C41 C51 C52 C61  
/SCALE ('ALL VARIABLES') ALL/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE  
/SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded(a)	0	.0
	Total	125	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.649	6

Item Statistics

	Mean	Std. Deviation	N
C11	3.6240	1.00534	125
C21	2.7520	1.11916	125
C41	3.6240	.88595	125
C51	2.9760	1.02756	125
C52	2.8560	1.07541	125
C61	3.5040	.89464	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C11	15.7120	8.820	.563	.534
C21	16.5840	9.197	.404	.596
C41	15.7120	10.965	.246	.649
C51	16.3600	9.990	.330	.624
C52	16.4800	8.865	.495	.558
C61	15.8320	10.996	.235	.652

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.3360	13.193	3.63217	6

5.2. Variable Loyalitas Pelanggan

RELIABILITY

```
/VARIABLES=L11 L12 L21 L31 L32 L41 L51 L52 L53  
/SCALE ('ALL VARIABLES') ALL/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE  
/SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded(a)	0	.0
	Total	125	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.070	9

Item Statistics

	Mean	Std. Deviation	N
L11	3.8080	.64378	125
L12	3.6080	.81217	125
L21	3.8720	.63470	125
L31	3.9120	.50825	125
L32	3.2720	.95357	125
L41	2.7040	.90718	125
L51	3.1920	1.02938	125
L52	2.6240	.76900	125
L53	2.4880	.77892	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
L11	25.6720	4.996	.242	-.072(a)
L12	25.8720	5.709	-.068	.129
L21	25.6080	5.192	.177	-.029(a)
L31	25.5680	5.570	.116	.021
L32	26.2080	4.311	.224	-.134(a)
L41	26.7760	5.417	-.032	.109
L51	26.2880	4.416	.146	-.064(a)
L52	26.8560	6.302	-.204	.212
L53	26.9920	6.556	-.265	.251

a The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29.4800	6.106	2.47112	9

RELIABILITY

```

/VARIABLES=L11 L21 L31 L32 L52min L53min
/SCALE ('ALL VARIABLES') ALL/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded(a)	0	.0
	Total	125	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.734	6

Item Statistics

	Mean	Std. Deviation	N
L11	3.8080	.64378	125
L21	3.8720	.63470	125
L31	3.9120	.50825	125
L32	3.2720	.95357	125
L52min	3.3760	.76900	125
L53min	3.5120	.77892	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
L11	17.9440	6.005	.561	.674
L21	17.8800	5.994	.577	.670
L31	17.8400	6.716	.461	.706
L32	18.4800	4.881	.569	.668
L52min	18.3760	6.285	.340	.735
L53min	18.2400	6.055	.398	.718

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.7520	8.188	2.86147	6

5.3. Variable Kepekaan terhadap Harga

RELIABILITY

```

/VARIABLES=P11 P12 P13 P21 P22 P23 P31 P32 P33 P41 P42 P51 P61 P62
P71 P81 P82 P83 P91
/SCALE ('ALL VARIABLES') ALL/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	125	100.0
Excluded(a)	0	.0
Total	125	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.714	19

Item Statistics

	Mean	Std. Deviation	N
P11	3.2640	.94309	125
P12	3.2720	.88332	125
P13	2.9120	.78305	125
P21	3.3280	.78057	125
P22	2.8640	1.04992	125
P23	2.4320	.79652	125
P31	3.0000	.83280	125
P32	2.5600	.87437	125
P33	3.0960	1.00341	125
P41	1.7840	.71374	125
P42	1.4080	.66108	125
P51	2.9280	.87230	125
P61	2.0400	.83666	125
P62	2.2480	.85813	125
P71	2.5440	1.01206	125
P81	3.1520	.91630	125
P82	2.1520	.89853	125
P83	2.4000	.77251	125
P91	1.8560	.61832	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P11	45.9760	37.620	.379	.693
P12	45.9680	38.757	.305	.701
P13	46.3280	39.351	.298	.702
P21	45.9120	39.920	.240	.707
P22	46.3760	37.672	.320	.699
P23	46.8080	38.350	.396	.693
P31	46.2400	39.442	.264	.705
P32	46.6800	36.848	.497	.682
P33	46.1440	41.221	.052	.728
P41	47.4560	41.524	.093	.718
P42	47.8320	40.996	.173	.711
P51	46.3120	39.249	.264	.705
P61	47.2000	39.952	.212	.709
P62	46.9920	38.105	.383	.693
P71	46.6960	39.117	.217	.711
P81	46.0880	38.210	.339	.697
P82	47.0880	38.307	.340	.697
P83	46.8400	38.442	.402	.693
P91	47.3840	39.997	.322	.701

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
49.2400	42.894	6.54932	19

RELIABILITY

```
/VARIABLES=P11 P12 P13 P21 P22 P23 P31 P32 P42 P51 P61 P62 P71 P81  
P82 P83 P91  
/SCALE ('ALL VARIABLES') ALL/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE  
/SUMMARY=TOTAL
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded(a)	0	.0
	Total	125	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.732	17

Item Statistics

	Mean	Std. Deviation	N
P11	3.2640	.94309	125
P12	3.2720	.88332	125
P13	2.9120	.78305	125
P21	3.3280	.78057	125
P22	2.8640	1.04992	125
P23	2.4320	.79652	125
P31	3.0000	.83280	125
P32	2.5600	.87437	125
P42	1.4080	.66108	125
P51	2.9280	.87230	125
P61	2.0400	.83666	125
P62	2.2480	.85813	125
P71	2.5440	1.01206	125
P81	3.1520	.91630	125
P82	2.1520	.89853	125
P83	2.4000	.77251	125
P91	1.8560	.61832	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P11	41.0960	34.636	.378	.713
P12	41.0880	35.758	.301	.721
P13	41.4480	35.830	.349	.717
P21	41.0320	36.870	.236	.726
P22	41.4960	34.833	.305	.722
P23	41.9280	35.229	.407	.711
P31	41.3600	36.377	.263	.724
P32	41.8000	34.016	.484	.703
P42	42.9520	37.804	.181	.730
P51	41.4320	35.973	.285	.722
P61	42.3200	36.913	.207	.729
P62	42.1120	35.100	.382	.713
P71	41.8160	35.909	.229	.730
P81	41.2080	34.908	.367	.714
P82	42.2080	35.327	.335	.717
P83	41.9600	35.587	.383	.714
P91	42.5040	37.042	.304	.721

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.6720	7.271	2.69640	6

6. Pengujian *Normality*

DESCRIPTIVES

VARIABLES=Pave Cave Lave

/STATISTICS=MEAN STDDEV MIN MAX KURTOSIS SKEWNESS.

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
Pave	125	1.76	3.35	2.6094	.37071	.108	.217	-.420	.430
Cave	125	1.67	4.67	3.2227	.60536	-.374	.217	.351	.430
Lave	125	2.77	4.92	3.7498	.50524	.008	.217	-.187	.430
Valid N (listwise)	125								

NPAR TESTS

/K-S (NORMAL) = Pave Cave Lave

/MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Pave	Cave	Lave
N		125	125	125
Normal Parameters(a,b)	Mean	2.6094	3.2227	3.7498
	Std. Deviation	.37071	.60536	.50524
Most Extreme Differences	Absolute	.107	.101	.114
	Positive	.107	.067	.108
	Negative	-.093	-.101	-.114
Kolmogorov-Smirnov Z		1.194	1.124	1.270
Asymp. Sig. (2-tailed)		.116	.160	.080

a Test distribution is Normal.

b Calculated from data.

7. Pengujian *Heteroscedasticity*

7.1. Metode Korelasi Residu

```
COMPUTE AbsE_Lave = abs(RES_L).
EXECUTE
COMPUTE AbsC_Lave = abs(RES_C).
EXECUTE
```

```
NONPAR CORR
  /VARIABLES=Cave Lave AbsE_Cave AbsE_Lave
  /PRINT=SPEARMAN TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Nonparametric Correlations

Correlations

Spearman's rho		Cave	Lave	AbsE_Cave	AbsE_Lave
Cave	Correlation Coefficient	1.000	-.244(**)	.018	-.076
	Sig. (2-tailed)	.	.006	.840	.400
	N	125	125	125	125
Lave	Correlation Coefficient	-.244(**)	1.000	.318(**)	-.073
	Sig. (2-tailed)	.006	.	.000	.417
	N	125	125	125	125
AbsE_Cave	Correlation Coefficient	.018	.318(**)	1.000	.053
	Sig. (2-tailed)	.840	.000	.	.556
	N	125	125	125	125
AbsE_Lave	Correlation Coefficient	-.076	-.073	.053	1.000
	Sig. (2-tailed)	.400	.417	.556	.
	N	125	125	125	125

** Correlation is significant at the 0.01 level (2-tailed).

7.2. Metode Park Test

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT LnECPark2
  /METHOD=ENTER LnCave.
  
```

Regression

Variables Entered / Removed (b)

Model	Variables Entered	Variables Removed	Method
1	LnCave(a)	.	Enter

a All requested variables entered.

b Dependent Variable: LnECPark2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.154(a)	.024	.016	1.96169

a Predictors: (Constant), LnCave

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.544	1	11.544	3.000	.086(a)
	Residual	473.331	123	3.848		
	Total	484.874	124			

a Predictors: (Constant), LnCave

b Dependent Variable: LnECPark2

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.986	1.000		-4.987	.000
	LnCave	1.482	.855	.154	1.732	.086

a Dependent Variable: LnECPark2

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA= PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT LnELPark2
  /METHOD=ENTER LnLave.

```

Regression

Variables Entered / Removed (b)

Model	Variables Entered	Variables Removed	Method
1	LnLave(a)	.	Enter

a All requested variables entered.

b Dependent Variable: LnELPark2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.047(a)	.002	-.006	2.24717

a Predictors: (Constant), LnLave

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.389	1	1.389	.275	.601(a)
	Residual	621.124	123	5.050		
	Total	622.513	124			

a Predictors: (Constant), LnLave

b Dependent Variable: LnELPark2

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.309	1.937		-1.192	.236
	LnLave	-.770	1.468	-.047	-.524	.601

a Dependent Variable: LnELPark2

8. Pengujian *Multicollinearity, Correlation & Regression*

```

REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Pave
  /METHOD=ENTER K1 K2 Cave Lave
  /CASEWISE PLOT(ZRESID) OUTLIERS(2) .
  
```

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Pave	2.6094	.37071	125
K1	.62	.488	125
K2	.70	.458	125
Cave	3.2227	.60536	125
Lave	3.7498	.50524	125

Correlations

		Pave	K1	K2	Cave	Lave
Pearson Correlation	Pave	1.000	-.738	-.130	.319	-.307
	K1	-.738	1.000	.173	-.154	.050
	K2	-.130	.173	1.000	-.453	.022
	Cave	.319	-.154	-.453	1.000	-.230
	Lave	-.307	.050	.022	-.230	1.000
Sig. (1-tailed)	Pave	.	.000	.074	.000	.000
	K1	.000	.	.027	.043	.290
	K2	.074	.027	.	.000	.404
	Cave	.000	.043	.000	.	.005
	Lave	.000	.290	.404	.005	.
N	Pave	125	125	125	125	125
	K1	125	125	125	125	125
	K2	125	125	125	125	125
	Cave	125	125	125	125	125
	Lave	125	125	125	125	125

Variables Entered/Removed (b)

Model	Variables Entered	Variables Removed	Method
1	Lave, K2, K1, Cave(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Pave

Model Summary (b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.804(a)	.647	.635	.22404	.647	54.871	4	120	.000

a Predictors: (Constant), Lave, K2, K1, Cave

b Dependent Variable: Pave

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.017	4	2.754	54.871	.000(a)
	Residual	6.024	120	.050		
	Total	17.041	124			

a Predictors: (Constant), Lave, K2, K1, Cave

b Dependent Variable: Pave

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.134	.236		13.254	.000
	K1	-.540	.042	-.712	-12.861	.000
	K2	.070	.050	.086	1.402	.163
	Cave	.120	.039	.196	3.110	.002
	Lave	-.167	.041	-.228	-4.070	.000

Model		95% Confidence Interval for B		Correlations			Collinearity Statistics	
		Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.666	3.602					
	K1	-.623	-.457	-.738	-.761	-.698	.962	1.039
	K2	-.029	.169	-.130	.127	.076	.776	1.288
	Cave	.044	.196	.319	.273	.169	.742	1.348
	Lave	-.249	-.086	-.307	-.348	-.221	.938	1.066

a Dependent Variable: Pave

Collinearity Diagnostics (a)

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	K1	K2	Cave	Lave
1	1	4.385	1.000	.00	.01	.01	.00	.00
	2	.321	3.693	.00	.90	.00	.01	.00
	3	.261	4.095	.00	.07	.70	.01	.00
	4	.027	12.812	.00	.01	.13	.45	.31
	5	.005	29.748	.99	.01	.16	.53	.69

a Dependent Variable: Pave

Casewise Diagnostics (a)

Case Number	Std. Residual	Pave	Predicted Value	Residual
79	-2.682	2.47	3.0715	-.60093

a Dependent Variable: Pave

Residuals Statistics (a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1084	3.1616	2.6094	.29808	125
Residual	-.60093	.42983	.00000	.22040	125
Std. Predicted Value	-1.681	1.853	.000	1.000	125
Std. Residual	-2.682	1.918	.000	.984	125

a Dependent Variable: Pave

9. Pengujian Pengaruh (*Percent of Contribution*) Dimensi dari Tingkat Persaingan

```

REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Pave
  /METHOD=ENTER K1 K2 Lave C11 C21 C41 C5 C61
  /CASEWISE PLOT(ZRESID) OUTLIERS(2) .
  
```

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Pave	2.6094	.37071	125
K1	.62	.488	125
K2	.70	.458	125
Lave	3.7498	.50524	125
C11	3.6240	1.00534	125
C21	2.7520	1.11916	125
C41	3.6240	.88595	125
C5	2.9160	.91081	125
C61	3.5040	.89464	125

Correlations

Pearson Correlation		Pave	K1	K2	Lave	C11	C21	C41	C5	C61
Pave		1.000	-.738	-.130	-.307	.205	.179	-.093	.423	.071
K1		-.738	1.000	.173	.050	-.099	-.028	.148	-.300	-.015
K2		-.130	.173	1.000	.022	-.419	-.239	-.117	-.340	-.263
Lave		-.307	.050	.022	1.000	-.115	-.197	.094	-.268	-.104
C11		.205	-.099	-.419	-.115	1.000	.368	.266	.313	.508
C21		.179	-.028	-.239	-.197	.368	1.000	.287	.256	.150
C41		-.093	.148	-.117	.094	.266	.287	1.000	.175	-.105
C5		.423	-.300	-.340	-.268	.313	.256	.175	1.000	.107
C61		.071	-.015	-.263	-.104	.508	.150	-.105	.107	1.000

Sig. (1-tailed)	Pave	.	.000	.074	.000	.011	.023	.152	.000	.217	
	K1	.000	.	.027	.290	.135	.378	.049	.000	.434	
	K2	.074	.027	.	.404	.000	.004	.096	.000	.002	
	Lave	.000	.290	.404	.	.102	.014	.147	.001	.123	
	C11	.011	.135	.000	.102	.	.000	.001	.000	.000	
	C21	.023	.378	.004	.014	.000	.	.001	.002	.047	
	C41	.152	.049	.096	.147	.001	.001	.	.025	.122	
	C5	.000	.000	.000	.001	.000	.002	.025	.	.118	
	C61	.217	.434	.002	.123	.000	.047	.122	.118	.	
	N	Pave	125	125	125	125	125	125	125	125	125
		K1	125	125	125	125	125	125	125	125	125
		K2	125	125	125	125	125	125	125	125	125
		Lave	125	125	125	125	125	125	125	125	125
		C11	125	125	125	125	125	125	125	125	125
		C21	125	125	125	125	125	125	125	125	125
		C41	125	125	125	125	125	125	125	125	125
		C5	125	125	125	125	125	125	125	125	125
C61	125	125	125	125	125	125	125	125	125		

Variables Entered/Removed (b)

Model	Variables Entered	Variables Removed	Method
1	C61, K1, Lave, C41, K2, C21, C5, C11(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Pave

Model Summary (b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.809(a)	.655	.631	.22523	.655	27.490	8	116	.000

a Predictors: (Constant), C61, K1, Lave, C41, K2, C21, C5, C11

b Dependent Variable: Pave

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.156	8	1.395	27.490	.000(a)
	Residual	5.885	116	.051		
	Total	17.041	124			

a Predictors: (Constant), C61, K1, Lave, C41, K2, C21, C5, C11

b Dependent Variable: Pave

Coefficients (a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	3.137	.243		
K1	-.517	.045	-.681	-11.494	.000
K2	.076	.051	.094	1.493	.138
Lave	-.150	.043	-.205	-3.483	.001
C11	.034	.028	.093	1.248	.214
C21	.027	.020	.081	1.308	.193
C41	-.016	.027	-.038	-.602	.548
C5	.063	.026	.155	2.382	.019
C61	-.007	.028	-.016	-.246	.806

Model	95% Confidence Interval for B		Correlations			Collinearity Statistics	
	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	2.655	3.619					
K1	-.606	-.428	-.738	-.730	-.627	.848	1.179
K2	-.025	.177	-.130	.137	.081	.752	1.329
Lave	-.236	-.065	-.307	-.308	-.190	.861	1.161
C11	-.020	.089	.205	.115	.068	.533	1.875
C21	-.014	.067	.179	.121	.071	.779	1.284
C41	-.068	.037	-.093	-.056	-.033	.742	1.348
C5	.011	.115	.423	.216	.130	.706	1.417
C61	-.062	.048	.071	-.023	-.013	.667	1.499

a Dependent Variable: Pave

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Ctotal
  /METHOD=ENTER C11 C21 C41 C5 C61.

```

Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	C61, C41, C5, C21, C11(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Ctotal

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.973(a)	.947	.945	.90695

a Predictors: (Constant), C61, C41, C5, C21, C11

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1762.643	5	352.529	428.573	.000(a)
	Residual	97.885	119	.823		
	Total	1860.528	124			

a Predictors: (Constant), C61, C41, C5, C21, C11

b Dependent Variable: Ctotal

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.812	.521		3.480	.001
	C11	1.090	.107	.283	10.149	.000
	C21	1.122	.081	.324	13.869	.000
	C41	1.113	.102	.255	10.918	.000
	C5	2.014	.096	.474	21.052	.000
	C61	.804	.111	.186	7.271	.000

a Dependent Variable: Ctotal

10. Pengujian Pengaruh (*Percent of Contribution*) Dimensi dari Kepekaan terhadap Harga

```
REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Ptotal
/METHOD=ENTER P1 P2 P3 P4 P51 P6 P71 P8 P91.
```

Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	P91, P1, P71, P4, P51, P2, P6, P3, P8(a)		Enter

a All requested variables entered.

b Dependent Variable: Ptotal

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985(a)	.970	.967	1.18256

a Predictors: (Constant), P91, P1, P71, P4, P51, P2, P6, P3, P8

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5157.978	9	573.109	409.817	.000(a)
	Residual	160.822	115	1.398		
	Total	5318.800	124			

a Predictors: (Constant), P91, P1, P71, P4, P51, P2, P6, P3, P8

b Dependent Variable: Ptotal

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.033	.772		5.227	.000
	P1	2.836	.204	.275	13.880	.000
	P2	3.162	.207	.309	15.290	.000
	P3	2.221	.197	.241	11.259	.000
	P4	.870	.175	.088	4.982	.000
	P51	.875	.142	.117	6.147	.000
	P6	2.084	.193	.232	10.778	.000
	P71	.982	.118	.152	8.319	.000
	P8	3.122	.219	.308	14.263	.000
	P91	1.208	.208	.114	5.819	.000

a Dependent Variable: Ptotal

11. Pengujian *Linearity*

11.1. Tingkat Persaingan terhadap Kepekaan Harga

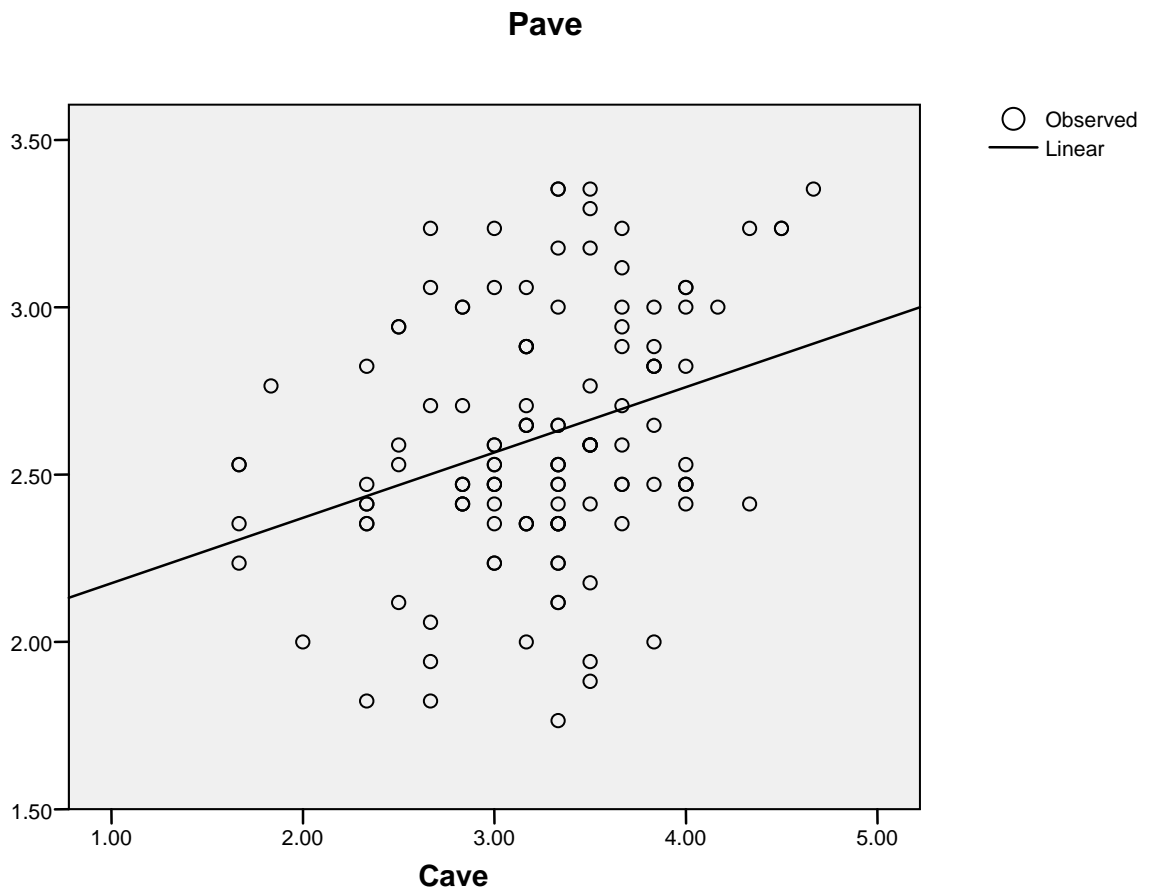
Curve Fit

Model Summary and Parameter Estimates

Dependent Variable: Pave

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.102	13.915	1	123	.000	1.980	.195

The independent variable is Cave.



11.2. Loyalitas Pelanggan terhadap Kepekaan Harga

Curve Fit

Model Summary and Parameter Estimates

Dependent Variable: Pave

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.094	12.780	1	123	.001	3.454	-.225

The independent variable is Lave.

