

## Lampiran 9. Analisis One Way Anova Uji Hedonik

## Warna

## Descriptives

Warna Biskuit

|       | N   | Mean  | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------|-----|-------|----------------|------------|----------------------------------|-------------|---------|---------|
|       |     |       |                |            | Lower Bound                      | Upper Bound |         |         |
| F0    | 39  | 69,41 | 14,558         | 2,331      | 64,69                            | 74,13       | 37      | 97      |
| F1    | 39  | 62,05 | 19,716         | 3,157      | 55,66                            | 68,44       | 13      | 96      |
| F2    | 39  | 55,85 | 19,805         | 3,171      | 49,43                            | 62,27       | 10      | 97      |
| F3    | 39  | 54,21 | 21,599         | 3,459      | 47,20                            | 61,21       | 20      | 94      |
| Total | 156 | 60,38 | 19,844         | 1,589      | 57,24                            | 63,52       | 10      | 97      |

## ANOVA

Warna Biskuit

|                | Sum of Squares | Df  | Mean Square | F     | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 5577,917       | 3   | 1859,306    | 5,096 | ,002 |
| Within Groups  | 55458,769      | 152 | 364,860     |       |      |
| Total          | 61036,686      | 155 |             |       |      |

## Multiple Comparisons

Dependent Variable: Warna Biskuit

Bonferroni

| (I) Formula | (J) Formula | Mean Difference (I-J) | Std. Error | Sig.  | 95% Confidence Interval |             |
|-------------|-------------|-----------------------|------------|-------|-------------------------|-------------|
|             |             |                       |            |       | Lower Bound             | Upper Bound |
| F0          | F1          | 7,359                 | 4,326      | ,546  | -4,20                   | 18,92       |
|             | F2          | 13,564*               | 4,326      | ,012  | 2,00                    | 25,13       |
|             | F3          | 15,205*               | 4,326      | ,003  | 3,64                    | 26,77       |
| F1          | F0          | -7,359                | 4,326      | ,546  | -18,92                  | 4,20        |
|             | F2          | 6,205                 | 4,326      | ,921  | -5,36                   | 17,77       |
|             | F3          | 7,846                 | 4,326      | ,430  | -3,72                   | 19,41       |
| F2          | F0          | -13,564*              | 4,326      | ,012  | -25,13                  | -2,00       |
|             | F1          | -6,205                | 4,326      | ,921  | -17,77                  | 5,36        |
|             | F3          | 1,641                 | 4,326      | 1,000 | -9,92                   | 13,20       |
| F3          | F0          | -15,205*              | 4,326      | ,003  | -26,77                  | -3,64       |
|             | F1          | -7,846                | 4,326      | ,430  | -19,41                  | 3,72        |
|             | F2          | -1,641                | 4,326      | 1,000 | -13,20                  | 9,92        |

\*. The mean difference is significant at the 0.05 level.

## Aroma

### Descriptives

Aroma Biskuit

|       | N   | Mean  | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------|-----|-------|----------------|------------|----------------------------------|-------------|---------|---------|
|       |     |       |                |            | Lower Bound                      | Upper Bound |         |         |
| F0    | 39  | 67,26 | 15,434         | 2,471      | 62,25                            | 72,26       | 34      | 99      |
| F1    | 39  | 53,90 | 20,562         | 3,292      | 47,23                            | 60,56       | 1       | 92      |
| F2    | 39  | 50,90 | 24,156         | 3,868      | 43,07                            | 58,73       | 4       | 93      |
| F3    | 39  | 49,46 | 25,370         | 4,062      | 41,24                            | 57,69       | 1       | 94      |
| Total | 156 | 55,38 | 22,645         | 1,813      | 51,80                            | 58,96       | 1       | 99      |

### ANOVA

Aroma Biskuit

|                | Sum of Squares | df  | Mean Square | F     | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 7736,378       | 3   | 2578,793    | 5,463 | ,001 |
| Within Groups  | 71748,308      | 152 | 472,028     |       |      |
| Total          | 79484,686      | 155 |             |       |      |

### Multiple Comparisons

Dependent Variable: Aroma Biskuit

Bonferroni

| (I) Formula | (J) Formula | Mean Difference (I-J) | Std. Error | Sig.  | 95% Confidence Interval |             |
|-------------|-------------|-----------------------|------------|-------|-------------------------|-------------|
|             |             |                       |            |       | Lower Bound             | Upper Bound |
| F0          | F1          | 13,359*               | 4,920      | ,044  | ,21                     | 26,51       |
|             | F2          | 16,359*               | 4,920      | ,007  | 3,21                    | 29,51       |
|             | F3          | 17,795*               | 4,920      | ,002  | 4,64                    | 30,95       |
| F1          | F0          | -13,359*              | 4,920      | ,044  | -26,51                  | -,21        |
|             | F2          | 3,000                 | 4,920      | 1,000 | -10,15                  | 16,15       |
|             | F3          | 4,436                 | 4,920      | 1,000 | -8,72                   | 17,59       |
| F2          | F0          | -16,359*              | 4,920      | ,007  | -29,51                  | -3,21       |
|             | F1          | -3,000                | 4,920      | 1,000 | -16,15                  | 10,15       |
|             | F3          | 1,436                 | 4,920      | 1,000 | -11,72                  | 14,59       |
| F3          | F0          | -17,795*              | 4,920      | ,002  | -30,95                  | -4,64       |
|             | F1          | -4,436                | 4,920      | 1,000 | -17,59                  | 8,72        |
|             | F2          | -1,436                | 4,920      | 1,000 | -14,59                  | 11,72       |

\*. The mean difference is significant at the 0.05 level.

**Rasa****Descriptives**

Rasa Biskuit

|       | N   | Mean  | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------|-----|-------|----------------|------------|----------------------------------|-------------|---------|---------|
|       |     |       |                |            | Lower Bound                      | Upper Bound |         |         |
| F0    | 39  | 60,10 | 19,168         | 3,069      | 53,89                            | 66,32       | 26      | 99      |
| F1    | 39  | 68,33 | 16,781         | 2,687      | 62,89                            | 73,77       | 23      | 93      |
| F2    | 39  | 46,26 | 23,787         | 3,809      | 38,55                            | 53,97       | 3       | 97      |
| F3    | 39  | 42,00 | 26,597         | 4,259      | 33,38                            | 50,62       | 3       | 97      |
| Total | 156 | 54,17 | 24,158         | 1,934      | 50,35                            | 57,99       | 3       | 99      |

**ANOVA**

Rasa Biskuit

|                | Sum of Squares | df  | Mean Square | F      | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 17414,635      | 3   | 5804,878    | 12,079 | ,000 |
| Within Groups  | 73045,692      | 152 | 480,564     |        |      |
| Total          | 90460,327      | 155 |             |        |      |

**Multiple Comparisons**

Dependent Variable: Rasa Biskuit

Bonferroni

| (I) Formula | (J) Formula | Mean Difference (I-J) | Std. Error | Sig.  | 95% Confidence Interval |             |
|-------------|-------------|-----------------------|------------|-------|-------------------------|-------------|
|             |             |                       |            |       | Lower Bound             | Upper Bound |
| F0          | F1          | -8,231                | 4,964      | ,596  | -21,50                  | 5,04        |
|             | F2          | 13,846*               | 4,964      | ,036  | ,58                     | 27,12       |
|             | F3          | 18,103*               | 4,964      | ,002  | 4,83                    | 31,37       |
| F1          | F0          | 8,231                 | 4,964      | ,596  | -5,04                   | 21,50       |
|             | F2          | 22,077*               | 4,964      | ,000  | 8,81                    | 35,35       |
|             | F3          | 26,333*               | 4,964      | ,000  | 13,06                   | 39,60       |
| F2          | F0          | -13,846*              | 4,964      | ,036  | -27,12                  | -,58        |
|             | F1          | -22,077*              | 4,964      | ,000  | -35,35                  | -8,81       |
|             | F3          | 4,256                 | 4,964      | 1,000 | -9,01                   | 17,53       |
| F3          | F0          | -18,103*              | 4,964      | ,002  | -31,37                  | -4,83       |
|             | F1          | -26,333*              | 4,964      | ,000  | -39,60                  | -13,06      |
|             | F2          | -4,256                | 4,964      | 1,000 | -17,53                  | 9,01        |

\*. The mean difference is significant at the 0.05 level.

## Tekstur

### Descriptives

Tekstur Biskuit

|       | N   | Mean  | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------|-----|-------|----------------|------------|----------------------------------|-------------|---------|---------|
|       |     |       |                |            | Lower Bound                      | Upper Bound |         |         |
| F0    | 39  | 69,69 | 14,291         | 2,288      | 65,06                            | 74,32       | 37      | 97      |
| F1    | 39  | 71,23 | 19,042         | 3,049      | 65,06                            | 77,40       | 14      | 97      |
| F2    | 39  | 54,36 | 19,809         | 3,172      | 47,94                            | 60,78       | 8       | 84      |
| F3    | 39  | 53,41 | 23,000         | 3,683      | 45,95                            | 60,87       | 6       | 93      |
| Total | 156 | 62,17 | 20,842         | 1,669      | 58,88                            | 65,47       | 6       | 97      |

### ANOVA

Tekstur Biskuit

|                | Sum of Squares | df  | Mean Square | F     | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 10780,686      | 3   | 3593,562    | 9,659 | ,000 |
| Within Groups  | 56551,641      | 152 | 372,050     |       |      |
| Total          | 67332,327      | 155 |             |       |      |

### Multiple Comparisons

Dependent Variable: Tekstur Biskuit

Bonferroni

| (I) Formula | (J) Formula | Mean Difference (I-J) | Std. Error | Sig.  | 95% Confidence Interval |             |
|-------------|-------------|-----------------------|------------|-------|-------------------------|-------------|
|             |             |                       |            |       | Lower Bound             | Upper Bound |
| F0          | F1          | -1,538                | 4,368      | 1,000 | -13,22                  | 10,14       |
|             | F2          | 15,333*               | 4,368      | ,004  | 3,66                    | 27,01       |
|             | F3          | 16,282*               | 4,368      | ,002  | 4,61                    | 27,96       |
| F1          | F0          | 1,538                 | 4,368      | 1,000 | -10,14                  | 13,22       |
|             | F2          | 16,872*               | 4,368      | ,001  | 5,20                    | 28,55       |
|             | F3          | 17,821*               | 4,368      | ,000  | 6,14                    | 29,50       |
| F2          | F0          | -15,333*              | 4,368      | ,004  | -27,01                  | -3,66       |
|             | F1          | -16,872*              | 4,368      | ,001  | -28,55                  | -5,20       |
|             | F3          | ,949                  | 4,368      | 1,000 | -10,73                  | 12,63       |
| F3          | F0          | -16,282*              | 4,368      | ,002  | -27,96                  | -4,61       |
|             | F1          | -17,821*              | 4,368      | ,000  | -29,50                  | -6,14       |
|             | F2          | -,949                 | 4,368      | 1,000 | -12,63                  | 10,73       |

\*. The mean difference is significant at the 0.05 level.

## Keseluruhan Produk

### Descriptives

Keseluruhan Hedonik

|       | N   | Mean  | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------|-----|-------|----------------|------------|----------------------------------|-------------|---------|---------|
|       |     |       |                |            | Lower Bound                      | Upper Bound |         |         |
| F0    | 39  | 67,85 | 12,615         | 2,020      | 63,76                            | 71,94       | 44      | 90      |
| F1    | 39  | 66,13 | 12,244         | 1,961      | 62,16                            | 70,10       | 42      | 90      |
| F2    | 39  | 55,13 | 17,836         | 2,856      | 49,35                            | 60,91       | 17      | 88      |
| F3    | 39  | 51,03 | 21,659         | 3,468      | 44,00                            | 58,05       | 2       | 91      |
| Total | 156 | 60,03 | 17,887         | 1,432      | 57,20                            | 62,86       | 2       | 91      |

### ANOVA

Keseluruhan Hedonik

|                | Sum of Squares | df  | Mean Square | F     | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 7932,071       | 3   | 2644,024    | 9,647 | ,000 |
| Within Groups  | 41658,769      | 152 | 274,071     |       |      |
| Total          | 49590,840      | 155 |             |       |      |

### Multiple Comparisons

Dependent Variable: Keseluruhan Hedonik

Bonferroni

| (I) Formula | (J) Formula | Mean Difference (I-J) | Std. Error | Sig.  | 95% Confidence Interval |             |
|-------------|-------------|-----------------------|------------|-------|-------------------------|-------------|
|             |             |                       |            |       | Lower Bound             | Upper Bound |
| F0          | F1          | 1,718                 | 3,749      | 1,000 | -8,30                   | 11,74       |
|             | F2          | 12,718*               | 3,749      | ,005  | 2,70                    | 22,74       |
|             | F3          | 16,821*               | 3,749      | ,000  | 6,80                    | 26,84       |
| F1          | F0          | -1,718                | 3,749      | 1,000 | -11,74                  | 8,30        |
|             | F2          | 11,000*               | 3,749      | ,023  | ,98                     | 21,02       |
|             | F3          | 15,103*               | 3,749      | ,001  | 5,08                    | 25,12       |
| F2          | F0          | -12,718*              | 3,749      | ,005  | -22,74                  | -2,70       |
|             | F1          | -11,000*              | 3,749      | ,023  | -21,02                  | -,98        |
|             | F3          | 4,103                 | 3,749      | 1,000 | -5,92                   | 14,12       |
| F3          | F0          | -16,821*              | 3,749      | ,000  | -26,84                  | -6,80       |
|             | F1          | -15,103*              | 3,749      | ,001  | -25,12                  | -5,08       |
|             | F2          | -4,103                | 3,749      | 1,000 | -14,12                  | 5,92        |

\*. The mean difference is significant at the 0.05 level.

**Warna****Descriptives**

Warna Biskuit

|       | N   | Mean  | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------|-----|-------|----------------|------------|----------------------------------|-------------|---------|---------|
|       |     |       |                |            | Lower Bound                      | Upper Bound |         |         |
| F0    | 39  | 76,44 | 11,869         | 1,901      | 72,59                            | 80,28       | 52      | 99      |
| F1    | 39  | 72,31 | 13,167         | 2,108      | 68,04                            | 76,58       | 46      | 99      |
| F2    | 39  | 65,05 | 14,802         | 2,370      | 60,25                            | 69,85       | 26      | 90      |
| F3    | 39  | 58,67 | 15,317         | 2,453      | 53,70                            | 63,63       | 26      | 84      |
| Total | 156 | 68,12 | 15,328         | 1,227      | 65,69                            | 70,54       | 26      | 99      |

**ANOVA**

Warna Biskuit

|                | Sum of Squares | df  | Mean Square | F      | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 7233,462       | 3   | 2411,154    | 12,559 | ,000 |
| Within Groups  | 29182,462      | 152 | 191,990     |        |      |
| Total          | 36415,923      | 155 |             |        |      |

**Multiple Comparisons**

Dependent Variable: Warna Biskuit

Bonferroni

| (I) Formula | (J) Formula | Mean Difference (I-J) | Std. Error | Sig.  | 95% Confidence Interval |             |
|-------------|-------------|-----------------------|------------|-------|-------------------------|-------------|
|             |             |                       |            |       | Lower Bound             | Upper Bound |
| F0          | F1          | 4,128                 | 3,138      | 1,000 | -4,26                   | 12,52       |
|             | F2          | 11,385*               | 3,138      | ,002  | 3,00                    | 19,77       |
|             | F3          | 17,769*               | 3,138      | ,000  | 9,38                    | 26,16       |
| F1          | F0          | -4,128                | 3,138      | 1,000 | -12,52                  | 4,26        |
|             | F2          | 7,256                 | 3,138      | ,133  | -1,13                   | 15,64       |
|             | F3          | 13,641*               | 3,138      | ,000  | 5,25                    | 22,03       |
| F2          | F0          | -11,385*              | 3,138      | ,002  | -19,77                  | -3,00       |
|             | F1          | -7,256                | 3,138      | ,133  | -15,64                  | 1,13        |
|             | F3          | 6,385                 | 3,138      | ,262  | -2,00                   | 14,77       |
| F3          | F0          | -17,769*              | 3,138      | ,000  | -26,16                  | -9,38       |
|             | F1          | -13,641*              | 3,138      | ,000  | -22,03                  | -5,25       |
|             | F2          | -6,385                | 3,138      | ,262  | -14,77                  | 2,00        |

\*. The mean difference is significant at the 0.05 level.

## Aroma

### Descriptives

Aroma Biskuit

|       | N   | Mean  | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------|-----|-------|----------------|------------|----------------------------------|-------------|---------|---------|
|       |     |       |                |            | Lower Bound                      | Upper Bound |         |         |
| F0    | 39  | 71,92 | 13,865         | 2,220      | 67,43                            | 76,42       | 36      | 97      |
| F1    | 39  | 60,72 | 23,943         | 3,834      | 52,96                            | 68,48       | 16      | 98      |
| F2    | 39  | 48,85 | 23,087         | 3,697      | 41,36                            | 56,33       | 3       | 84      |
| F3    | 39  | 38,51 | 18,347         | 2,938      | 32,57                            | 44,46       | 10      | 74      |
| Total | 156 | 55,00 | 23,645         | 1,893      | 51,26                            | 58,74       | 3       | 98      |

### ANOVA

Aroma Biskuit

|                | Sum of Squares | df  | Mean Square | F      | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 24522,513      | 3   | 8174,171    | 19,996 | ,000 |
| Within Groups  | 62135,487      | 152 | 408,786     |        |      |
| Total          | 86658,000      | 155 |             |        |      |

### Multiple Comparisons

Dependent Variable: Aroma Biskuit

Bonferroni

| (I) Formula | (J) Formula | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval |             |
|-------------|-------------|-----------------------|------------|------|-------------------------|-------------|
|             |             |                       |            |      | Lower Bound             | Upper Bound |
| F0          | F1          | 11,205                | 4,579      | ,093 | -1,03                   | 23,44       |
|             | F2          | 23,077*               | 4,579      | ,000 | 10,84                   | 35,32       |
|             | F3          | 33,410*               | 4,579      | ,000 | 21,17                   | 45,65       |
| F1          | F0          | -11,205               | 4,579      | ,093 | -23,44                  | 1,03        |
|             | F2          | 11,872                | 4,579      | ,063 | -,37                    | 24,11       |
|             | F3          | 22,205*               | 4,579      | ,000 | 9,97                    | 34,44       |
| F2          | F0          | -23,077*              | 4,579      | ,000 | -35,32                  | -10,84      |
|             | F1          | -11,872               | 4,579      | ,063 | -24,11                  | ,37         |
|             | F3          | 10,333                | 4,579      | ,153 | -1,91                   | 22,57       |
| F3          | F0          | -33,410*              | 4,579      | ,000 | -45,65                  | -21,17      |
|             | F1          | -22,205*              | 4,579      | ,000 | -34,44                  | -9,97       |
|             | F2          | -10,333               | 4,579      | ,153 | -22,57                  | 1,91        |

\*. The mean difference is significant at the 0.05 level.



**Rasa****Descriptives**

Rasa Biskuit

|       | N   | Mean  | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------|-----|-------|----------------|------------|----------------------------------|-------------|---------|---------|
|       |     |       |                |            | Lower Bound                      | Upper Bound |         |         |
| F0    | 39  | 33,08 | 18,410         | 2,948      | 27,11                            | 39,04       | 1       | 85      |
| F1    | 39  | 49,90 | 23,899         | 3,827      | 42,15                            | 57,64       | 10      | 93      |
| F2    | 39  | 70,36 | 17,087         | 2,736      | 64,82                            | 75,90       | 26      | 97      |
| F3    | 39  | 66,46 | 17,224         | 2,758      | 60,88                            | 72,05       | 15      | 95      |
| Total | 156 | 54,95 | 24,235         | 1,940      | 51,12                            | 58,78       | 1       | 97      |

**ANOVA**

Rasa Biskuit

|                | Sum of Squares | df  | Mean Square | F      | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 34082,564      | 3   | 11360,855   | 30,322 | ,000 |
| Within Groups  | 56951,026      | 152 | 374,678     |        |      |
| Total          | 91033,590      | 155 |             |        |      |

**Multiple Comparisons**

Dependent Variable: Rasa Biskuit

Bonferroni

| (I) Formula | (J) Formula | Mean Difference (I-J) | Std. Error | Sig.  | 95% Confidence Interval |             |
|-------------|-------------|-----------------------|------------|-------|-------------------------|-------------|
|             |             |                       |            |       | Lower Bound             | Upper Bound |
| F0          | F1          | -16,821*              | 4,383      | ,001  | -28,54                  | -5,10       |
|             | F2          | -37,282*              | 4,383      | ,000  | -49,00                  | -25,56      |
|             | F3          | -33,385*              | 4,383      | ,000  | -45,10                  | -21,67      |
| F1          | F0          | 16,821*               | 4,383      | ,001  | 5,10                    | 28,54       |
|             | F2          | -20,462*              | 4,383      | ,000  | -32,18                  | -8,74       |
|             | F3          | -16,564*              | 4,383      | ,001  | -28,28                  | -4,85       |
| F2          | F0          | 37,282*               | 4,383      | ,000  | 25,56                   | 49,00       |
|             | F1          | 20,462*               | 4,383      | ,000  | 8,74                    | 32,18       |
|             | F3          | 3,897                 | 4,383      | 1,000 | -7,82                   | 15,62       |
| F3          | F0          | 33,385*               | 4,383      | ,000  | 21,67                   | 45,10       |
|             | F1          | 16,564*               | 4,383      | ,001  | 4,85                    | 28,28       |
|             | F2          | -3,897                | 4,383      | 1,000 | -15,62                  | 7,82        |

\*. The mean difference is significant at the 0.05 level.



## Tekstur

### Descriptives

Tekstur Biskuit

|       | N   | Mean  | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------|-----|-------|----------------|------------|----------------------------------|-------------|---------|---------|
|       |     |       |                |            | Lower Bound                      | Upper Bound |         |         |
| F0    | 39  | 70,87 | 12,670         | 2,029      | 66,76                            | 74,98       | 36      | 97      |
| F1    | 39  | 73,77 | 15,638         | 2,504      | 68,70                            | 78,84       | 42      | 100     |
| F2    | 39  | 62,92 | 16,909         | 2,708      | 57,44                            | 68,40       | 23      | 95      |
| F3    | 39  | 45,77 | 22,944         | 3,674      | 38,33                            | 53,21       | 13      | 95      |
| Total | 156 | 63,33 | 20,441         | 1,637      | 60,10                            | 66,57       | 13      | 100     |

### ANOVA

Tekstur Biskuit

|                | Sum of Squares | df  | Mean Square | F      | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 18501,692      | 3   | 6167,231    | 20,263 | ,000 |
| Within Groups  | 46262,974      | 152 | 304,362     |        |      |
| Total          | 64764,667      | 155 |             |        |      |

### Multiple Comparisons

Dependent Variable: Tekstur Biskuit

Bonferroni

| (I) Formula | (J) Formula | Mean Difference (I-J) | Std. Error | Sig.  | 95% Confidence Interval |             |
|-------------|-------------|-----------------------|------------|-------|-------------------------|-------------|
|             |             |                       |            |       | Lower Bound             | Upper Bound |
| F0          | F1          | -2,897                | 3,951      | 1,000 | -13,46                  | 7,66        |
|             | F2          | 7,949                 | 3,951      | ,276  | -2,61                   | 18,51       |
|             | F3          | 25,103*               | 3,951      | ,000  | 14,54                   | 35,66       |
| F1          | F0          | 2,897                 | 3,951      | 1,000 | -7,66                   | 13,46       |
|             | F2          | 10,846*               | 3,951      | ,041  | ,28                     | 21,41       |
|             | F3          | 28,000*               | 3,951      | ,000  | 17,44                   | 38,56       |
| F2          | F0          | -7,949                | 3,951      | ,276  | -18,51                  | 2,61        |
|             | F1          | -10,846*              | 3,951      | ,041  | -21,41                  | -,28        |
|             | F3          | 17,154*               | 3,951      | ,000  | 6,59                    | 27,72       |
| F3          | F0          | -25,103*              | 3,951      | ,000  | -35,66                  | -14,54      |
|             | F1          | -28,000*              | 3,951      | ,000  | -38,56                  | -17,44      |
|             | F2          | -17,154*              | 3,951      | ,000  | -27,72                  | -6,59       |

\*. The mean difference is significant at the 0.05 level.

## Keseluruhan Produk

### Descriptives

Keseluruhan Mutu Hedonik

|       | N   | Mean  | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------|-----|-------|----------------|------------|----------------------------------|-------------|---------|---------|
|       |     |       |                |            | Lower Bound                      | Upper Bound |         |         |
| F0    | 39  | 64,26 | 16,919         | 2,709      | 58,77                            | 69,74       | 31      | 99      |
| F1    | 39  | 68,97 | 13,882         | 2,223      | 64,47                            | 73,47       | 47      | 99      |
| F2    | 39  | 57,13 | 16,517         | 2,645      | 51,77                            | 62,48       | 21      | 93      |
| F3    | 39  | 53,10 | 19,105         | 3,059      | 46,91                            | 59,30       | 10      | 93      |
| Total | 156 | 60,87 | 17,661         | 1,414      | 58,07                            | 63,66       | 10      | 99      |

### ANOVA

Keseluruhan Mutu Hedonik

|                | Sum of Squares | df  | Mean Square | F     | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 5907,814       | 3   | 1969,271    | 7,054 | ,000 |
| Within Groups  | 42436,359      | 152 | 279,187     |       |      |
| Total          | 48344,173      | 155 |             |       |      |

### Multiple Comparisons

Dependent Variable: Keseluruhan Mutu Hedonik

Bonferroni

| (I) Formula | (J) Formula | Mean Difference (I-J) | Std. Error | Sig.  | 95% Confidence Interval |             |
|-------------|-------------|-----------------------|------------|-------|-------------------------|-------------|
|             |             |                       |            |       | Lower Bound             | Upper Bound |
| F0          | F1          | -4,718                | 3,784      | 1,000 | -14,83                  | 5,40        |
|             | F2          | 7,128                 | 3,784      | ,369  | -2,99                   | 17,24       |
|             | F3          | 11,154*               | 3,784      | ,022  | 1,04                    | 21,27       |
| F1          | F0          | 4,718                 | 3,784      | 1,000 | -5,40                   | 14,83       |
|             | F2          | 11,846*               | 3,784      | ,013  | 1,73                    | 21,96       |
|             | F3          | 15,872*               | 3,784      | ,000  | 5,76                    | 25,99       |
| F2          | F0          | -7,128                | 3,784      | ,369  | -17,24                  | 2,99        |
|             | F1          | -11,846*              | 3,784      | ,013  | -21,96                  | -1,73       |
|             | F3          | 4,026                 | 3,784      | 1,000 | -6,09                   | 14,14       |
| F3          | F0          | -11,154*              | 3,784      | ,022  | -21,27                  | -1,04       |
|             | F1          | -15,872*              | 3,784      | ,000  | -25,99                  | -5,76       |
|             | F2          | -4,026                | 3,784      | 1,000 | -14,14                  | 6,09        |

\*. The mean difference is significant at the 0.05 level.