

Lampiran IV: Tabel Crosstab Karakteristik Responden

Jenis_kelamin			Frekuensi_pembelian			Total	
			4-5 kali	6-7 kali	> 7 kali		
laki-laki	17-22	Count	3	3	8	14	
		% of Total	6.5%	6.5%	17.4%	30.4%	
	23-28	Count	2	7	6	15	
		% of Total	4.3%	15.2%	13.0%	32.6%	
	29-34	Count	0	8	5	13	
		% of Total	0.0%	17.4%	10.9%	28.3%	
	> 35	Count	0	2	2	4	
		% of Total	0.0%	4.3%	4.3%	8.7%	
	Total		Count	5	20	21	46
			% of Total	10.9%	43.5%	45.7%	100.0%
perempuan	17-22	Count	8	10	27	45	
		% of Total	10.8%	13.5%	36.5%	60.8%	
	23-28	Count	3	7	9	19	
		% of Total	4.1%	9.5%	12.2%	25.7%	
	29-34	Count	0	1	2	3	
		% of Total	0.0%	1.4%	2.7%	4.1%	
	> 35	Count	1	2	4	7	
		% of Total	1.4%	2.7%	5.4%	9.5%	
	Total		Count	12	20	42	74
			% of Total	16.2%	27.0%	56.8%	100.0%
Total	17-22	Count	11	13	35	59	
		% of Total	9.2%	10.8%	29.2%	49.2%	
	23-28	Count	5	14	15	34	
		% of Total	4.2%	11.7%	12.5%	28.3%	
	29-34	Count	0	9	7	16	
		% of Total	0.0%	7.5%	5.8%	13.3%	
	> 35	Count	1	4	6	11	
		% of Total	0.8%	3.3%	5.0%	9.2%	
	Total		Count	17	40	63	120
			% of Total	14.2%	33.3%	52.5%	100.0%