

LAMPIRAN 3

DATA KARAKTERISTIK RESPONDEN

1. Data Karakteristik 30 Responden (Pre-Test)

Jenis Kelamin	Jumlah	Presentase
Laki-laki	17	57%
Perempuan	13	43%
Total	30	100%

Usia	Jumlah	Presentase
17-22 tahun	13	43%
23-28 tahun	12	40%
29-34 tahun	3	10%
> 34 tahun	2	7%
Total	30	100%

Pendidikan Terakhir	Jumlah	Presentase
SMA	16	53%
S1	10	33%
S2	2	7%
S3	2	7%
Total	30	100%

Pekerjaan	Jumlah	Presentase
Mahasiswa	14	46%
PNS	3	10%
Wirausaha	2	7%
Karyawan Swasta	11	37%
Total	30	100%

Pendapatan Perbulan	Jumlah	Presentase
Rp. 2.000.000 – Rp. 3.000.000	11	47%
Rp. 3.000.001 – Rp. 4.000.000	14	36%
Rp. 4.000.001 – Rp 5.000.000	3	10%
> Rp. 5.000.000	2	7%
Total	30	100%

Berapa Kali Membeli Pulsa XL Prabayar Perbulan	Jumlah	Presentase
1 kali	9	30%
2 kali	15	50%
3 kali	4	13%
>5 kali	2	7%
Total	30	100%

Berapa Kali Membeli Paket Internet XL Prabayar Perbulan	Jumlah	Presentase
1 kali	16	53%
2 kali	11	37%
3 kali	2	7%
>5 kali	1	3%
Total	30%	100%

Data Crosstab Karakteristik 160 Responden

Berapa Kali Membeli Pulsa * Berapa Kali Membeli Paket Internet * Jenis Kelamin Crosstabulation									
Jenis Kelamin				Berapa Kali Membeli Paket Internet				Total	
				1 Kali	2 Kali	3 Kali	> 3 Kali		
Laki-Laki	Berapa Kali Membeli Pulsa	1 Kali	Count	24	0	0	0	24	
			% of Total	32.9%	0.0%	0.0%	0.0%	32.9%	
		2 Kali	Count	0	26	0	0	26	
			% of Total	0.0%	35.6%	0.0%	0.0%	35.6%	
		3 Kali	Count	1	0	18	0	19	
			% of Total	1.4%	0.0%	24.7%	0.0%	26.0%	
		> 3 Kali	Count	2	0	0	2	4	
			% of Total	2.7%	0.0%	0.0%	2.7%	5.5%	
	Total			Count	27	26	18	2	73
				% of Total	37.0%	35.6%	24.7%	2.7%	100.0%
Perempuan	Berapa Kali Membeli Pulsa	1 Kali	Count	24	1	0	0	25	
			% of Total	27.6%	1.1%	0.0%	0.0%	28.7%	
		2 Kali	Count	4	24	1	0	29	
			% of Total	4.6%	27.6%	1.1%	0.0%	33.3%	
		3 Kali	Count	0	1	19	0	20	
			% of Total	0.0%	1.1%	21.8%	0.0%	23.0%	
		> 3 Kali	Count	4	2	0	7	13	
			% of Total	4.6%	2.3%	0.0%	8.0%	14.9%	
	Total			Count	32	28	20	7	87
				% of Total	36.8%	32.2%	23.0%	8.0%	100.0%
Total	Berapa Kali Membeli Pulsa	1 Kali	Count	48	1	0	0	49	
			% of Total	30.0%	0.6%	0.0%	0.0%	30.6%	
		2 Kali	Count	4	50	1	0	55	
			% of Total	2.5%	31.3%	0.6%	0.0%	34.4%	
		3 Kali	Count	1	1	37	0	39	
			% of Total	0.6%	0.6%	23.1%	0.0%	24.4%	
		> 3 Kali	Count	6	2	0	9	17	
			% of Total	3.8%	1.3%	0.0%	5.6%	10.6%	
	Total			Count	59	54	38	9	160
				% of Total	36.9%	33.8%	23.8%	5.6%	100.0%