

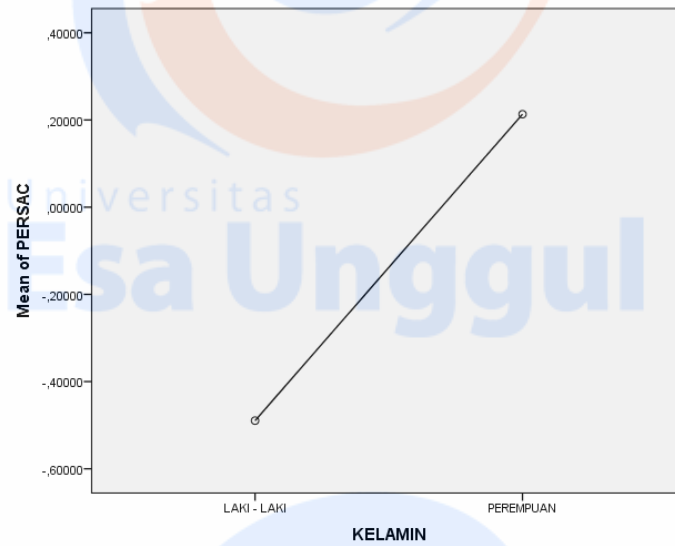
LAMPIRAN 35: HASIL UJI ANOVA (ONE-WAY) – JENIS KELAMIN

Test of Homogeneity of Variances

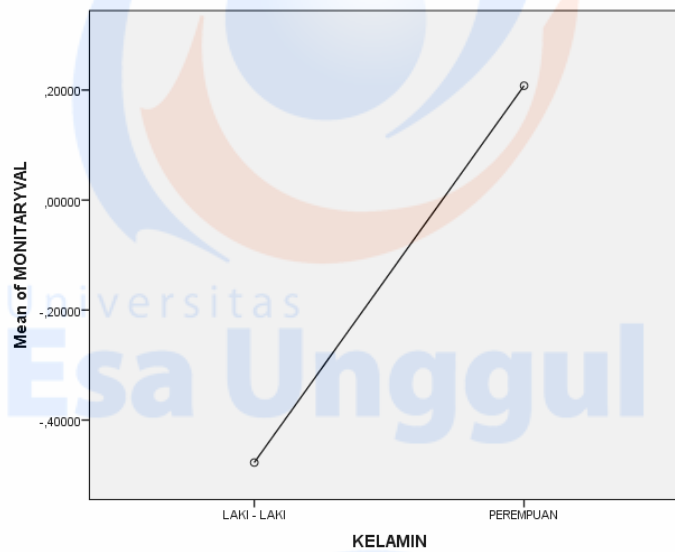
| | Levene Statistic | df1 | df2 | Sig. |
|-------------|------------------|-----|-----|------|
| PERSAC | ,569 | 1 | 143 | ,452 |
| MONITARYVAL | ,001 | 1 | 143 | ,977 |
| CONVAL | 1,077 | 1 | 143 | ,301 |
| EMOVAL | ,180 | 1 | 143 | ,672 |
| SOSVAL | ,145 | 1 | 143 | ,704 |
| KEPUASANPEL | ,048 | 1 | 143 | ,827 |
| KEPERCAYAAN | ,155 | 1 | 143 | ,695 |
| PEMULANG | ,002 | 1 | 143 | ,961 |

ANOVA

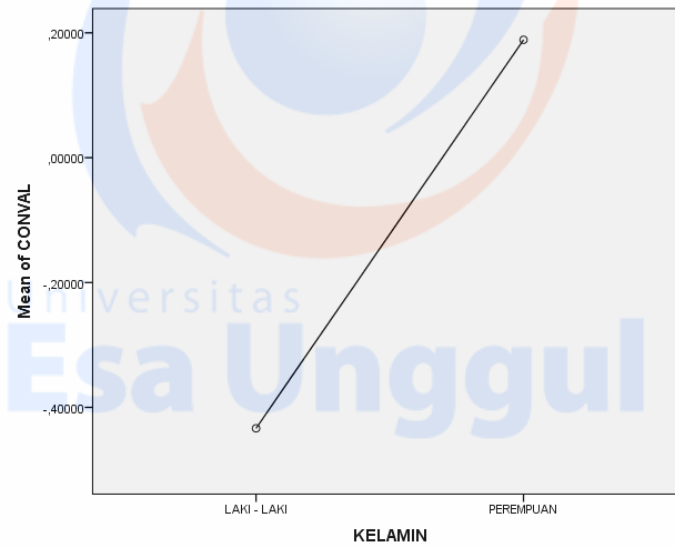
| | | Sum of Squares | df | Mean Square | F | Sig. |
|-------------|----------------|----------------|-----|-------------|--------|------|
| PERSAC | Between Groups | 15,145 | 1 | 15,145 | 16,807 | ,000 |
| | Within Groups | 128,855 | 143 | ,901 | | |
| | Total | 144,000 | 144 | | | |
| MONITARYVAL | Between Groups | 14,387 | 1 | 14,387 | 15,873 | ,000 |
| | Within Groups | 129,613 | 143 | ,906 | | |
| | Total | 144,000 | 144 | | | |
| CONVAL | Between Groups | 11,872 | 1 | 11,872 | 12,849 | ,000 |
| | Within Groups | 132,128 | 143 | ,924 | | |
| | Total | 144,000 | 144 | | | |
| EMOVAL | Between Groups | 13,944 | 1 | 13,944 | 15,332 | ,000 |
| | Within Groups | 130,056 | 143 | ,909 | | |
| | Total | 144,000 | 144 | | | |
| SOSVAL | Between Groups | 4,177 | 1 | 4,177 | 4,271 | ,041 |
| | Within Groups | 139,823 | 143 | ,978 | | |
| | Total | 144,000 | 144 | | | |
| KEPUASANPEL | Between Groups | 12,019 | 1 | 12,019 | 13,022 | ,000 |
| | Within Groups | 131,981 | 143 | ,923 | | |
| | Total | 144,000 | 144 | | | |
| KEPERCAYAAN | Between Groups | 12,685 | 1 | 12,685 | 13,813 | ,000 |
| | Within Groups | 131,315 | 143 | ,918 | | |
| | Total | 144,000 | 144 | | | |
| PEMULANG | Between Groups | 3,986 | 1 | 3,986 | 4,071 | ,046 |
| | Within Groups | 140,014 | 143 | ,979 | | |
| | Total | 144,000 | 144 | | | |



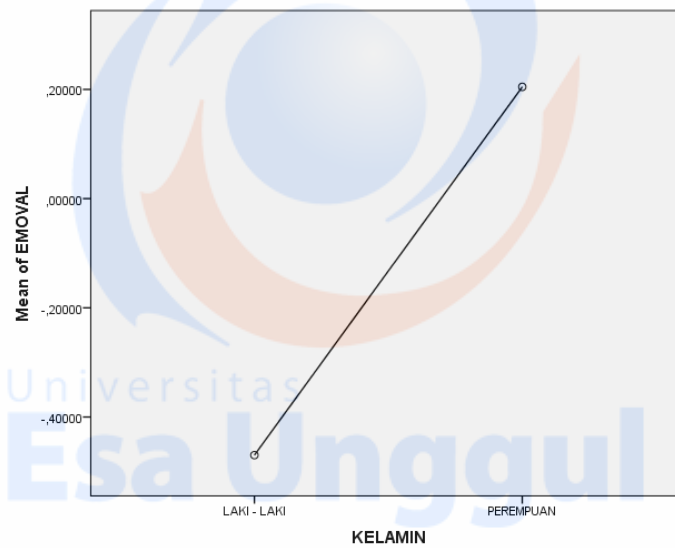
Means Plot antara Jenis Kelamin dan Perceived Scrifices



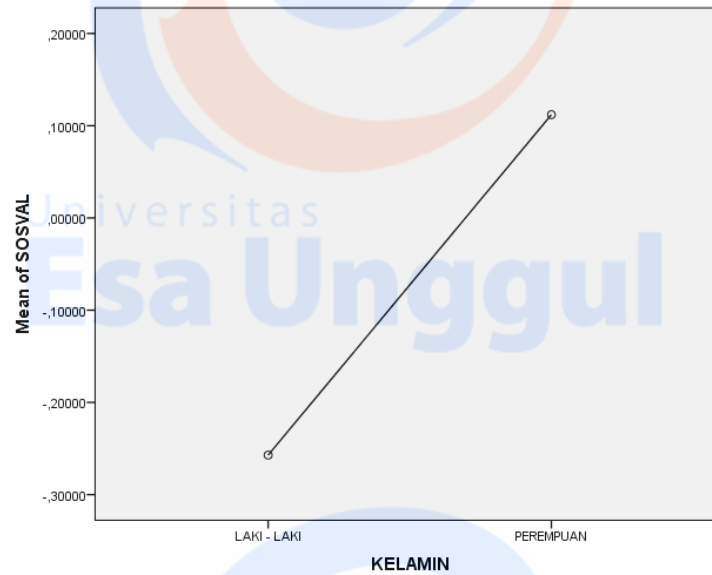
Means Plot antara Jenis Kelamin dan Monetary Value



Means Plot antara Jenis Kelamin dan Convenience Value



Means Plot antara Jenis Kelamin dan Emotional Value



Means Plot antara Jenis Kelamin dan Social Value

LAMPIRAN 36: HASIL UJI ANOVA (ONE-WAY) USIA

Test of Homogeneity of Variances

| | Levene Statistic | df1 | df2 | Sig. |
|-------------|------------------|-----|-----|------|
| PERSAC | ,073 | 2 | 142 | ,930 |
| MONITARYVAL | ,745 | 2 | 142 | ,477 |
| CONVAL | 3,111 | 2 | 142 | ,048 |
| EMOVAL | ,495 | 2 | 142 | ,611 |
| SOSVAL | 1,321 | 2 | 142 | ,270 |
| KEPUASANPEL | 1,609 | 2 | 142 | ,204 |
| KEPERCAYAAN | 1,410 | 2 | 142 | ,248 |
| PEMULANG | 1,411 | 2 | 142 | ,247 |

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-------------|----------------|----------------|-----|-------------|-------|------|
| PERSAC | Between Groups | 3,498 | 2 | 1,749 | 1,768 | ,174 |
| | Within Groups | 140,502 | 142 | ,989 | | |
| | Total | 144,000 | 144 | | | |
| MONITARYVAL | Between Groups | 2,959 | 2 | 1,480 | 1,490 | ,229 |
| | Within Groups | 141,041 | 142 | ,993 | | |
| | Total | 144,000 | 144 | | | |
| CONVAL | Between Groups | 2,133 | 2 | 1,066 | 1,067 | ,347 |
| | Within Groups | 141,867 | 142 | ,999 | | |
| | Total | 144,000 | 144 | | | |
| EMOVAL | Between Groups | 2,091 | 2 | 1,046 | 1,046 | ,354 |
| | Within Groups | 141,909 | 142 | ,999 | | |
| | Total | 144,000 | 144 | | | |
| SOSVAL | Between Groups | 4,300 | 2 | 2,150 | 2,185 | ,116 |
| | Within Groups | 139,700 | 142 | ,984 | | |
| | Total | 144,000 | 144 | | | |
| KEPUASANPEL | Between Groups | 3,128 | 2 | 1,564 | 1,577 | ,210 |
| | Within Groups | 140,872 | 142 | ,992 | | |
| | Total | 144,000 | 144 | | | |
| KEPERCAYAAN | Between Groups | 1,025 | 2 | ,513 | ,509 | ,602 |
| | Within Groups | 142,975 | 142 | 1,007 | | |
| | Total | 144,000 | 144 | | | |
| PEMULANG | Between Groups | 2,820 | 2 | 1,410 | 1,418 | ,246 |
| | Within Groups | 141,180 | 142 | ,994 | | |
| | Total | 144,000 | 144 | | | |

LAMPIRAN 37: HASIL UJI ANOVA (ONE-WAY) PEDIDIKAN TERAKHIR

Test of Homogeneity of Variances

| | Levene Statistic | df1 | df2 | Sig. |
|-------------|------------------|-----|-----|------|
| PERSAC | 3,414 | 3 | 140 | ,019 |
| MONITARYVAL | 3,625 | 3 | 140 | ,015 |
| CONVAL | 1,148 | 3 | 140 | ,332 |
| EMOVAL | ,434 | 3 | 140 | ,729 |
| SOSVAL | 1,849 | 3 | 140 | ,141 |
| KEPUASANPEL | ,185 | 3 | 140 | ,907 |
| KEPERCAYAAN | ,138 | 3 | 140 | ,937 |
| PEMULANG | ,473 | 3 | 140 | ,701 |

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-------------|----------------|----------------|-----|-------------|------|------|
| PERSAC | Between Groups | 1,766 | 4 | ,441 | ,435 | ,784 |
| | Within Groups | 142,234 | 140 | 1,016 | | |
| | Total | 144,000 | 144 | | | |
| MONITARYVAL | Between Groups | ,689 | 4 | ,172 | ,168 | ,954 |
| | Within Groups | 143,311 | 140 | 1,024 | | |
| | Total | 144,000 | 144 | | | |
| CONVAL | Between Groups | 2,776 | 4 | ,694 | ,688 | ,601 |
| | Within Groups | 141,224 | 140 | 1,009 | | |
| | Total | 144,000 | 144 | | | |
| EMOVAL | Between Groups | 1,908 | 4 | ,477 | ,470 | ,758 |
| | Within Groups | 142,092 | 140 | 1,015 | | |
| | Total | 144,000 | 144 | | | |
| SOSVAL | Between Groups | 3,943 | 4 | ,986 | ,985 | ,418 |
| | Within Groups | 140,057 | 140 | 1,000 | | |
| | Total | 144,000 | 144 | | | |
| KEPUASANPEL | Between Groups | 1,414 | 4 | ,353 | ,347 | ,846 |
| | Within Groups | 142,586 | 140 | 1,018 | | |
| | Total | 144,000 | 144 | | | |
| KEPERCAYAAN | Between Groups | 2,069 | 4 | ,517 | ,510 | ,728 |
| | Within Groups | 141,931 | 140 | 1,014 | | |
| | Total | 144,000 | 144 | | | |
| PEMULANG | Between Groups | 2,675 | 4 | ,669 | ,662 | ,619 |
| | Within Groups | 141,325 | 140 | 1,009 | | |
| | Total | 144,000 | 144 | | | |

LAMPIRAN 38: HASIL UJI ANOVA (ONE-WAY) PEKERJAAN

Test of Homogeneity of Variances

| | Levene Statistic | df1 | df2 | Sig. |
|-------------|------------------|-----|-----|------|
| PERSAC | 1,695 | 5 | 138 | ,140 |
| MONITARYVAL | 2,113 | 5 | 138 | ,067 |
| CONVAL | 4,436 | 5 | 138 | ,001 |
| EMOVAL | 2,821 | 5 | 138 | ,019 |
| SOSVAL | ,253 | 5 | 138 | ,938 |
| KEPUASANPEL | 1,611 | 5 | 138 | ,161 |
| KEPERCAYAAN | 3,839 | 5 | 138 | ,003 |
| PEMULANG | 3,694 | 5 | 138 | ,004 |

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-------------|----------------|----------------|-----|-------------|-------|------|
| PERSAC | Between Groups | 10,140 | 5 | 2,028 | 2,098 | ,069 |
| | Within Groups | 133,385 | 138 | ,967 | | |
| | Total | 143,524 | 143 | | | |
| MONITARYVAL | Between Groups | 4,135 | 5 | ,827 | ,818 | ,538 |
| | Within Groups | 139,438 | 138 | 1,010 | | |
| | Total | 143,573 | 143 | | | |
| CONVAL | Between Groups | 6,486 | 5 | 1,297 | 1,305 | ,265 |
| | Within Groups | 137,148 | 138 | ,994 | | |
| | Total | 143,634 | 143 | | | |
| EMOVAL | Between Groups | 7,336 | 5 | 1,467 | 1,482 | ,199 |
| | Within Groups | 136,593 | 138 | ,990 | | |
| | Total | 143,929 | 143 | | | |
| SOSVAL | Between Groups | 8,590 | 5 | 1,718 | 1,751 | ,127 |
| | Within Groups | 135,389 | 138 | ,981 | | |
| | Total | 143,979 | 143 | | | |
| KEPUASANPEL | Between Groups | 8,797 | 5 | 1,759 | 1,797 | ,117 |
| | Within Groups | 135,148 | 138 | ,979 | | |
| | Total | 143,945 | 143 | | | |
| KEPERCAYAAN | Between Groups | 10,531 | 5 | 2,106 | 2,178 | ,060 |
| | Within Groups | 133,465 | 138 | ,967 | | |
| | Total | 143,997 | 143 | | | |
| PEMULANG | Between Groups | 8,408 | 5 | 1,682 | 1,711 | ,136 |
| | Within Groups | 135,592 | 138 | ,983 | | |
| | Total | 144,000 | 143 | | | |

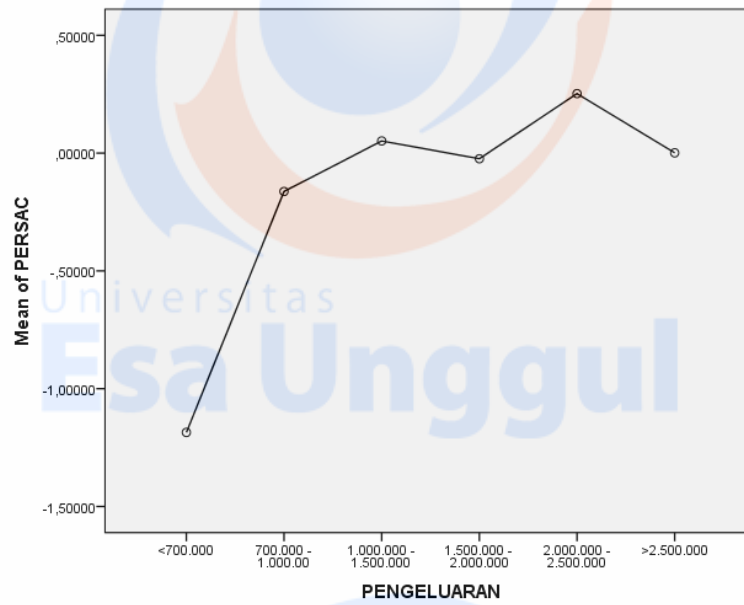
LAMPIRAN 39: HASIL UJI ANOVA (ONE-WAY) PENGELUARAN

Test of Homogeneity of Variances

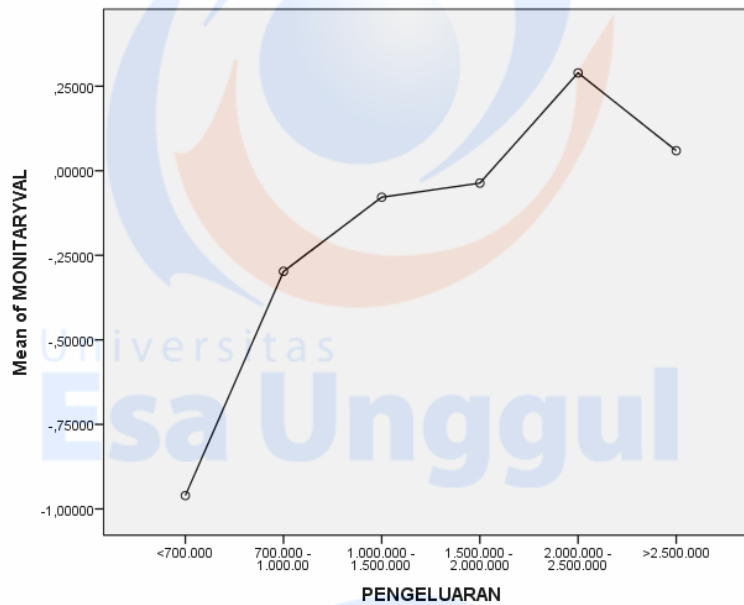
| | Levene Statistic | df1 | df2 | Sig. |
|-------------|------------------|-----|-----|------|
| PERSAC | 1,736 | 5 | 139 | ,130 |
| MONITARYVAL | ,525 | 5 | 139 | ,757 |
| CONVAL | ,650 | 5 | 139 | ,662 |
| EMOVAL | 1,406 | 5 | 139 | ,226 |
| SOSVAL | ,823 | 5 | 139 | ,535 |
| KEPUASANPEL | 1,038 | 5 | 139 | ,398 |
| KEPERCAYAAN | 1,685 | 5 | 139 | ,142 |
| PEMULANG | 1,263 | 5 | 139 | ,283 |

ANOVA

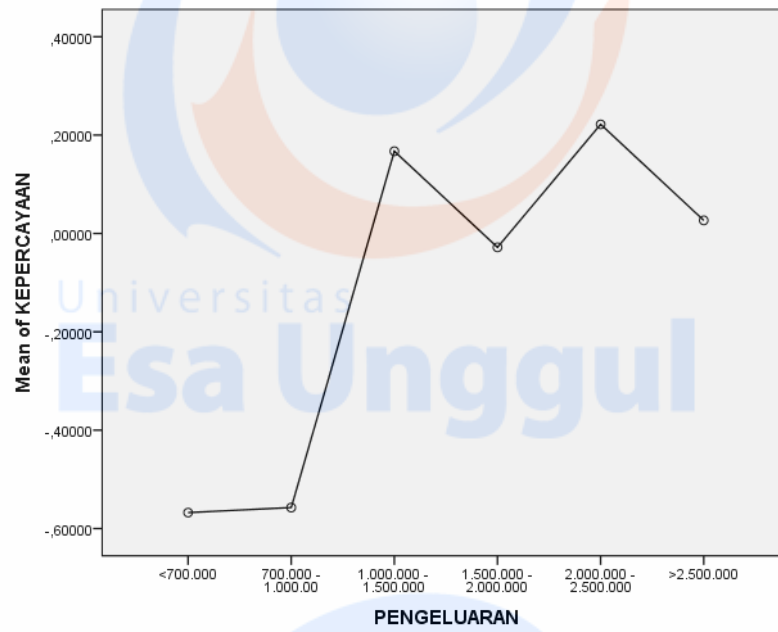
| | | Sum of Squares | df | Mean Square | F | Sig. |
|-------------|----------------|----------------|-----|-------------|-------|------|
| PERSAC | Between Groups | 12,946 | 5 | 2,589 | 2,746 | ,021 |
| | Within Groups | 131,054 | 139 | ,943 | | |
| | Total | 144,000 | 144 | | | |
| MONITARYVAL | Between Groups | 11,597 | 5 | 2,319 | 2,435 | ,038 |
| | Within Groups | 132,403 | 139 | ,953 | | |
| | Total | 144,000 | 144 | | | |
| CONVAL | Between Groups | 9,153 | 5 | 1,831 | 1,887 | ,100 |
| | Within Groups | 134,847 | 139 | ,970 | | |
| | Total | 144,000 | 144 | | | |
| EMOVAL | Between Groups | 10,582 | 5 | 2,116 | 2,205 | ,057 |
| | Within Groups | 133,418 | 139 | ,960 | | |
| | Total | 144,000 | 144 | | | |
| SOSVAL | Between Groups | 7,664 | 5 | 1,533 | 1,563 | ,175 |
| | Within Groups | 136,336 | 139 | ,981 | | |
| | Total | 144,000 | 144 | | | |
| KEPUASANPEL | Between Groups | 8,645 | 5 | 1,729 | 1,775 | ,122 |
| | Within Groups | 135,355 | 139 | ,974 | | |
| | Total | 144,000 | 144 | | | |
| KEPERCAYAAN | Between Groups | 9,874 | 5 | 1,975 | 2,047 | ,076 |
| | Within Groups | 134,126 | 139 | ,965 | | |
| | Total | 144,000 | 144 | | | |
| PEMULANG | Between Groups | 5,428 | 5 | 1,086 | 1,089 | ,369 |
| | Within Groups | 138,572 | 139 | ,997 | | |
| | Total | 144,000 | 144 | | | |



Means Plot antara Pengeluaran dan *Prceived Sacrifices*



Means Plot antara Pengeluaran dan *Monetary Value*



Means Plot antara Pengeluaran dan Kepercayaan

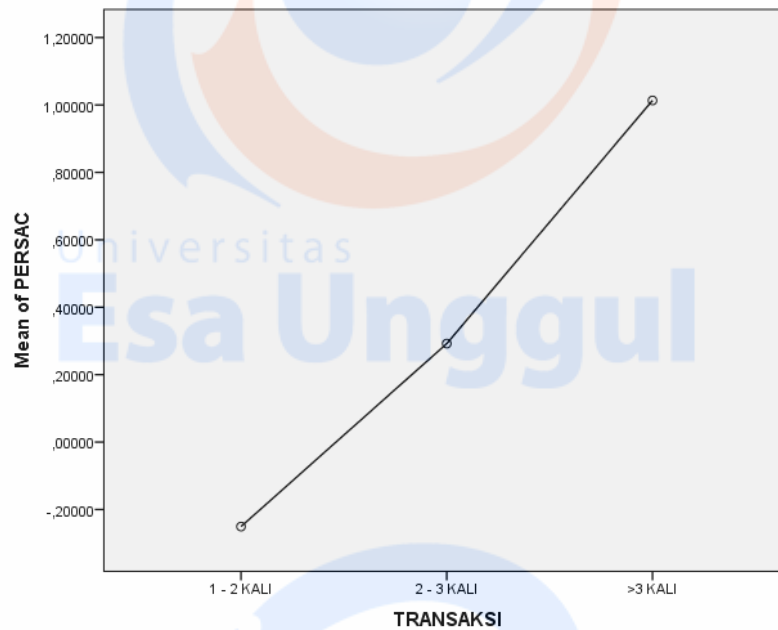
LAMPIRAN 40: HASIL UJI ANOVA (ONE-WAY) TRANSAKSI

Test of Homogeneity of Variances

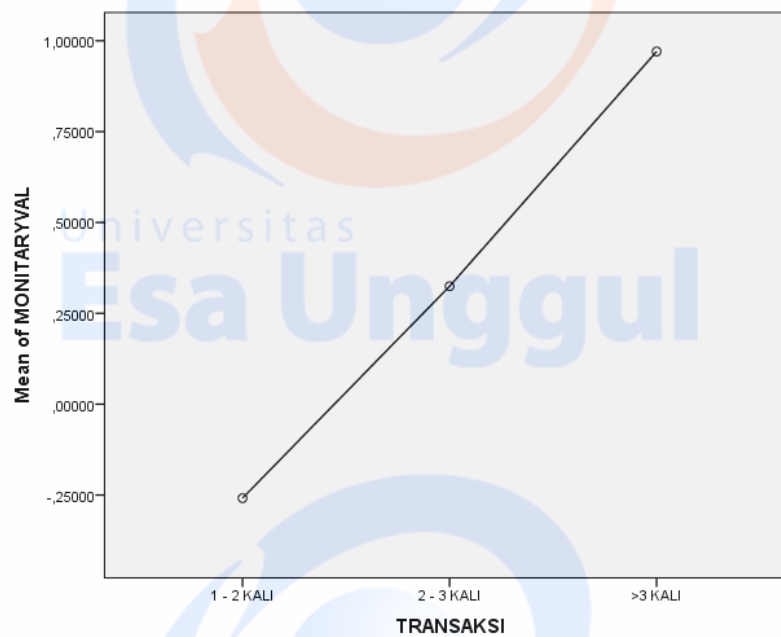
| | Levene Statistic | df1 | df2 | Sig. |
|-------------|------------------|-----|-----|------|
| PERSAC | ,529 | 2 | 142 | ,590 |
| MONITARYVAL | 1,084 | 2 | 142 | ,341 |
| CONVAL | 5,451 | 2 | 142 | ,005 |
| EMOVAL | ,897 | 2 | 142 | ,410 |
| SOSVAL | ,560 | 2 | 142 | ,573 |
| KEPUASANPEL | ,522 | 2 | 142 | ,594 |
| KEPERCAYAAN | 1,741 | 2 | 142 | ,179 |
| PEMULANG | 2,118 | 2 | 142 | ,124 |

ANOVA

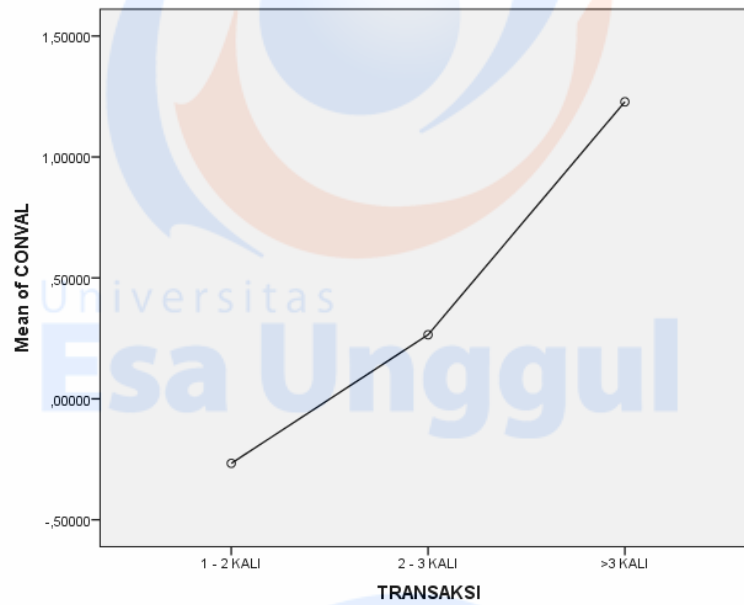
| | | Sum of Squares | df | Mean Square | F | Sig. |
|-------------|----------------|----------------|-----|-------------|--------|------|
| PERSAC | Between Groups | 21,555 | 2 | 10,777 | 12,498 | ,000 |
| | Within Groups | 122,445 | 142 | ,862 | | |
| | Total | 144,000 | 144 | | | |
| MONITARYVAL | Between Groups | 21,690 | 2 | 10,845 | 12,591 | ,000 |
| | Within Groups | 122,310 | 142 | ,861 | | |
| | Total | 144,000 | 144 | | | |
| CONVAL | Between Groups | 27,523 | 2 | 13,761 | 16,777 | ,000 |
| | Within Groups | 116,477 | 142 | ,820 | | |
| | Total | 144,000 | 144 | | | |
| EMOVAL | Between Groups | 28,093 | 2 | 14,047 | 17,209 | ,000 |
| | Within Groups | 115,907 | 142 | ,816 | | |
| | Total | 144,000 | 144 | | | |
| SOSVAL | Between Groups | 3,702 | 2 | 1,851 | 1,874 | ,157 |
| | Within Groups | 140,298 | 142 | ,988 | | |
| | Total | 144,000 | 144 | | | |
| KEPUASANPEL | Between Groups | 22,244 | 2 | 11,122 | 12,971 | ,000 |
| | Within Groups | 121,756 | 142 | ,857 | | |
| | Total | 144,000 | 144 | | | |
| KEPERCAYAAN | Between Groups | 26,897 | 2 | 13,448 | 16,308 | ,000 |
| | Within Groups | 117,103 | 142 | ,825 | | |
| | Total | 144,000 | 144 | | | |
| PEMULANG | Between Groups | 14,113 | 2 | 7,057 | 7,715 | ,001 |
| | Within Groups | 129,887 | 142 | ,915 | | |
| | Total | 144,000 | 144 | | | |



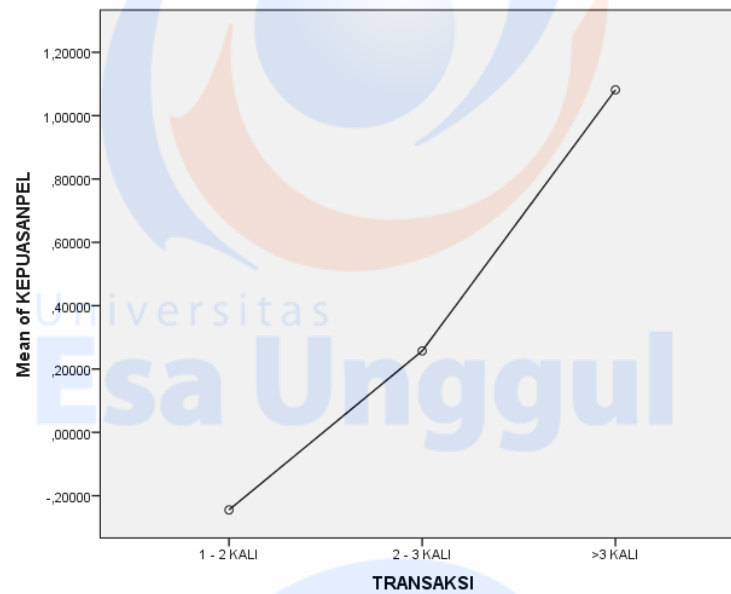
Means Plot antara Transaksi dan Perceived Sacrifices



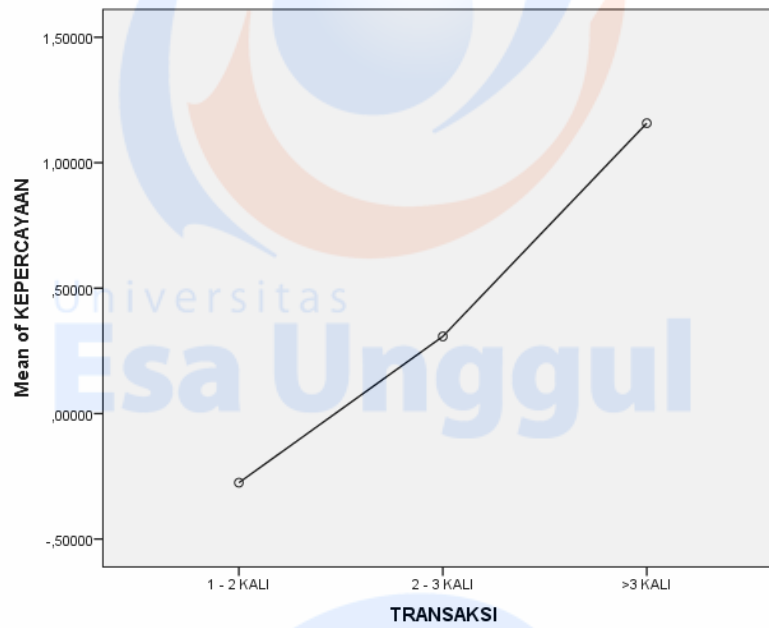
Means Plot antara Transaksi dan Monetary Value



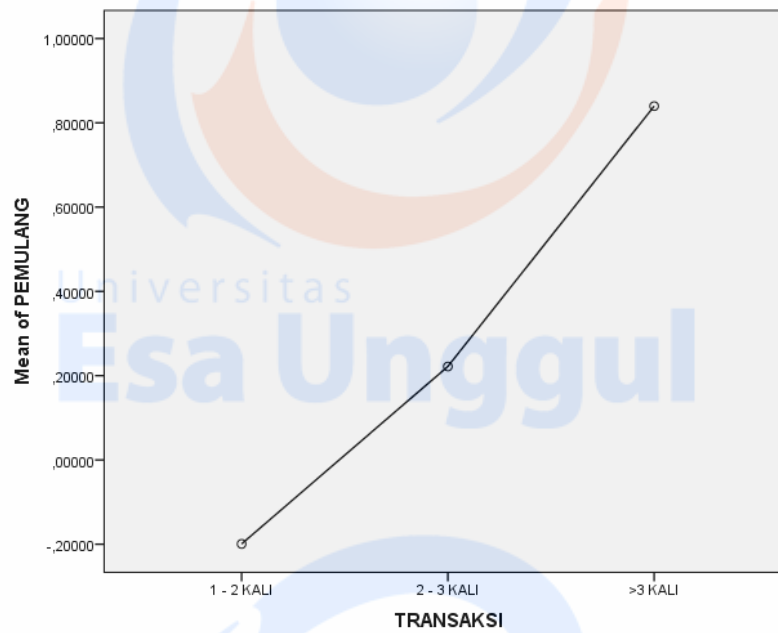
Means Plot antara Transaksi dan Convenience Value



Means Plot antara Transaksi dan Kepuasan Pelanggan



Means Plot antara Transaksi dan Kepercayaan



Means Plot antara Transaksi dan Niat Pembelian Ulang

LAMPIRAN 41: HASIL UJI ANOVA (ONE-WAY) INFORMASI

Test of Homogeneity of Variances

| | Levene Statistic | df1 | df2 | Sig. |
|-------------|------------------|-----|-----|------|
| PERSAC | 1,062 | 4 | 140 | ,378 |
| MONITARYVAL | 2,793 | 4 | 140 | ,029 |
| CONVAL | ,552 | 4 | 140 | ,698 |
| EMOVAL | ,344 | 4 | 140 | ,848 |
| SOSVAL | 2,252 | 4 | 140 | ,067 |
| KEPUASANPEL | 1,513 | 4 | 140 | ,202 |
| KEPERCAYAAN | ,754 | 4 | 140 | ,557 |
| PEMULANG | ,969 | 4 | 140 | ,426 |

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-------------|----------------|----------------|-----|-------------|------|-------|
| PERSAC | Between Groups | 3,254 | 4 | ,814 | ,809 | ,521 |
| | Within Groups | 140,746 | 140 | 1,005 | | |
| | Total | 144,000 | 144 | | | |
| MONITARYVAL | Between Groups | 1,440 | 4 | ,360 | ,353 | ,841 |
| | Within Groups | 142,560 | 140 | 1,018 | | |
| | Total | 144,000 | 144 | | | |
| CONVAL | Between Groups | ,056 | 4 | ,014 | ,014 | 1,000 |
| | Within Groups | 143,944 | 140 | 1,028 | | |
| | Total | 144,000 | 144 | | | |
| EMOVAL | Between Groups | ,487 | 4 | ,122 | ,119 | ,976 |
| | Within Groups | 143,513 | 140 | 1,025 | | |
| | Total | 144,000 | 144 | | | |
| SOSVAL | Between Groups | 1,409 | 4 | ,352 | ,346 | ,847 |
| | Within Groups | 142,591 | 140 | 1,019 | | |
| | Total | 144,000 | 144 | | | |
| KEPUASANPEL | Between Groups | 1,922 | 4 | ,480 | ,473 | ,755 |
| | Within Groups | 142,078 | 140 | 1,015 | | |
| | Total | 144,000 | 144 | | | |
| KEPERCAYAAN | Between Groups | 1,334 | 4 | ,333 | ,327 | ,859 |
| | Within Groups | 142,666 | 140 | 1,019 | | |
| | Total | 144,000 | 144 | | | |
| PEMULANG | Between Groups | ,814 | 4 | ,203 | ,199 | ,939 |
| | Within Groups | 143,186 | 140 | 1,023 | | |
| | Total | 144,000 | 144 | | | |

