

KUESIONER

Dengan Hormat,

Perkenalkan saya adalah Eryana, Mahasiswi Fakultas Ekonomi Jurusan Manajemen Universitas Esa Unggul Jakarta dengan konsentrasi pada manajemen Pemasaran. Saya sedang melakukan penelitian tugas akhir dalam rangka memenuhi syarat lulus Strata Satu (S1).

Penelitian ini dilakukan untuk mengetahui Analisis faktor - faktor yang mempengaruhi keputusan pembelian konsumen terhadap kopi Torabika Cappuccino (Studi kasus di Universitas Esa Unggul).

Oleh karena itu, saya mohon bantuan Saudara/i untuk menjadi responden guna mengetahui pendapat Saudara/i mengenai bauran pemasaran yang menjadi faktor - faktor keputusan pembelian kopi Torabika Cappucino.

Atas perhatian dan waktu yang diberikan dalam pengisian kuesioner ini saya ucapkan banyak terima kasih.

I. Karakteristik Responden

Berilah tanda Silang (X) untuk jawaban yang sesuai dengan Anda.

1. Apakah jenis kelamin Anda?

a. Pria

b. Wanita

2. Berapakah usia Anda?

a. 20 - 25 tahun

c. 31 - 35 tahun

b. 26 - 30 tahun

d. 36 - 40 tahun

3. Berapakah pendapatan (uang saku) anda dalam sebulan:

a. 1.000.000 s/d 2.000.000

c. 3.000.001 s/d 4.000.000

b. 2.000.001 s/d 3.000.000

d. > 4.000.000

4. Berapa kali Anda mengkonsumsi kopi Torabika Cappuccino dalam 1 bulan?

- a. 1 - 5 sachet
b. 6 - 10 sachet

- c. 11 - 15 sachet
d. 16 - 20 sachet

II. Berilah tanda (√) untuk jawaban yang sesuai dengan jawaban anda:

Keterangan SS = Sangat Setuju TS = Tidak Setuju
 S = Setuju STS = Sangat Tidak Setuju
 R = Ragu

NO	VARIABEL DIMENSI	PERTANYAAN	SS	S	R	TS	STS
1	PRODUK	1. Aroma kopi yang wangi 2. Rasa yang sesuai dengan selera anda 3. Menghilangkan rasa kantuk 4. Praktis dalam penyajian 5. Merek yang sudah terkenal 6. Kemasan yang menarik 7. Ukuran yang ekonomis 8. Penambahan Choco granulanya pas					
2	HARGA	9. Harga yang terjangkau 10. Harga sesuai dengan kualitas 11. Harga bersaing dengan merek lain					
3	PROMOSI	12. Iklan dimedia cetak yang menarik 13. Iklan dimedia elektronik					
4	DISTRIBUSI	14. Ketersediaan produk yang selalu ada 15. Lokasi penjualan yang strategi 16. Mudah ditemukan ditempat pembelian					

Tabulasi kuesioner 30 Responden

RESPONDEN	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18
	1	4	2	4	4	4	4	4	4	3	4	2	4	5	5	2	2	2
	2	5	5	4	4	4	4	5	4	4	3	2	4	4	5	4	4	5
	3	4	3	3	2	3	3	4	3	3	2	2	4	4	4	4	4	5
	4	5	5	4	4	4	4	5	4	4	4	2	4	5	4	4	4	5
	5	4	4	4	4	4	4	5	4	4	4	2	4	4	4	4	3	5
	6	3	4	3	4	4	4	5	3	3	3	1	4	4	5	4	4	5
	7	4	4	4	4	4	4	4	3	3	2	1	4	5	4	4	4	5
	8	3	3	4	4	4	4	5	4	4	2	2	4	4	5	4	3	4
	9	4	4	4	4	4	4	4	3	3	3	2	4	4	5	4	3	4
	10	4	4	3	4	4	4	4	4	4	3	2	5	5	5	4	3	5
	11	4	4	3	4	4	4	4	4	4	3	2	4	4	4	4	4	5
	12	5	5	5	4	4	4	5	5	5	4	2	4	4	4	5	5	5
	13	5	5	4	4	4	4	5	4	4	3	3	4	5	5	5	5	5
	14	4	4	3	4	4	4	5	3	3	3	2	4	5	5	4	3	5
	15	3	3	4	4	4	4	5	3	4	3	2	4	4	4	4	4	5
	16	5	5	4	4	4	4	5	5	5	5	2	4	5	5	4	4	5
	17	3	3	3	4	4	4	5	4	3	2	2	3	5	4	4	4	5
	18	5	5	3	4	4	4	5	4	4	4	3	4	4	5	4	4	5
	19	3	3	3	4	4	4	5	3	3	3	3	4	5	4	4	3	4
	20	5	5	4	4	4	4	5	4	4	4	3	4	5	4	5	5	5
	21	3	3	3	3	3	3	4	3	4	4	2	4	4	5	4	4	4
	22	4	4	3	4	4	4	4	3	3	2	2	4	5	5	4	4	5
	23	4	4	3	3	4	4	4	4	4	3	2	4	4	4	4	4	4
	24	5	5	4	4	4	4	5	5	5	5	3	5	5	4	4	4	5
	25	5	5	4	4	4	4	5	3	3	2	2	4	5	5	3	3	4
	26	4	4	3	4	4	4	5	4	4	2	2	4	5	5	4	3	4
	27	5	5	4	4	4	4	3	4	4	3	3	4	5	4	2	2	5
	28	5	3	3	3	3	3	5	3	3	2	2	3	4	4	2	2	4
	29	4	5	5	5	5	5	5	4	4	4	3	4	5	5	2	2	4
	30	4	5	4	4	4	4	5	4	4	3	2	3	5	4	2	1	4

TABULASI NILAI RATA - RATA 86 RESPONDEN

NO RESPONDEN	PRODUK	HARGA	PROMOSI	DISTRIBUSI	PRILAKU
1	4,88	5,00	4,50	2,67	1
2	4,50	4,67	4,00	5,00	1
3	4,63	4,67	5,00	4,33	1
4	3,88	4,67	4,00	2,00	0
5	4,63	4,33	4,50	5,00	1
6	4,00	4,00	4,00	4,00	1
7	4,88	4,67	5,00	2,00	0
8	4,88	3,00	4,00	5,00	0
9	3,88	3,00	3,50	3,67	1
10	3,50	4,67	4,50	3,00	1
11	4,63	3,00	4,50	5,00	1
12	4,38	4,00	4,50	4,00	1
13	4,50	4,00	3,00	2,33	0
14	4,00	4,33	4,00	3,67	1
15	4,63	4,33	4,00	4,67	1
16	4,63	3,00	4,00	3,00	0
17	4,38	4,00	4,50	5,00	1
18	3,88	4,67	4,50	5,00	1
19	3,38	4,33	3,00	5,00	1
20	4,63	4,00	3,00	1,00	1
21	5,00	4,67	4,50	5,00	1
22	4,63	5,00	4,50	3,67	1
23	3,50	3,00	3,50	4,67	0
24	3,88	3,00	2,50	4,67	0
25	4,50	2,67	4,00	2,33	0
26	4,50	4,67	5,00	5,00	1
27	4,25	4,33	4,50	3,00	1
28	4,88	2,33	4,50	5,00	1
29	4,00	4,67	3,50	3,67	1
30	4,50	4,33	4,00	5,00	1
31	4,88	1,67	4,50	4,00	0
32	3,50	3,67	3,50	3,00	1
33	4,63	5,00	4,50	5,00	1
34	3,88	5,00	4,50	5,00	1
35	4,00	2,00	4,00	5,00	0
36	3,88	3,00	4,00	2,00	1
37	3,88	5,00	3,00	5,00	1
38	3,88	5,00	4,50	5,00	1
39	4,63	4,00	4,50	2,33	0
40	4,88	4,00	5,00	4,00	1
41	3,63	4,67	4,00	3,00	0
42	4,63	3,67	4,00	5,00	1
43	4,63	4,33	4,50	3,00	1
44	4,50	3,33	5,00	4,67	1
45	4,63	5,00	4,50	5,00	1

TABULASI NILAI RATA - RATA 86 RESPONDEN

NO RESPONDEN	PRODUK	HARGA	PROMOSI	DISTRIBUSI	PRILAKU
46	3,88	3,00	3,50	4,00	0
47	3,88	4,67	4,00	3,67	1
48	4,88	4,33	4,50	5,00	1
49	4,63	4,67	4,50	5,00	1
50	4,88	3,33	5,00	4,67	1
51	4,50	4,00	4,50	5,00	1
52	4,63	4,33	4,50	4,67	1
53	4,88	4,67	4,50	3,67	1
54	3,88	4,00	4,50	5,00	1
55	3,88	4,33	4,00	2,00	1
56	4,88	4,00	4,00	5,00	1
57	4,50	2,67	4,50	5,00	0
58	4,50	2,67	4,50	3,00	1
59	4,63	5,00	4,50	5,00	1
60	4,63	3,33	4,00	5,00	1
61	2,25	5,00	3,50	4,67	1
62	4,88	2,67	5,00	4,67	0
63	4,63	5,00	5,00	3,67	1
64	5,00	5,00	4,00	5,00	1
65	3,50	4,00	3,50	5,00	1
66	4,50	4,67	4,50	2,67	1
67	2,25	4,67	2,50	5,00	0
68	4,63	2,33	3,50	5,00	0
69	4,50	4,33	4,50	4,67	1
70	4,63	4,33	4,50	3,67	1
71	3,50	2,33	4,00	5,00	1
72	4,88	4,00	5,00	1,00	1
73	4,88	1,67	4,50	1,67	0
74	3,88	5,00	4,50	5,00	1
75	4,88	2,33	4,00	1,67	1
76	4,50	4,33	4,50	5,00	1
77	4,63	2,33	4,50	3,67	1
78	4,63	4,67	4,50	4,00	0
79	4,63	2,00	4,50	5,00	1
80	5,00	2,00	4,50	4,00	1
81	4,75	4,33	4,50	4,67	1
82	3,50	2,33	4,50	4,67	0
83	5,00	4,00	5,00	4,00	1
84	4,25	4,67	4,00	3,67	1
85	3,50	3,00	3,50	5,00	0
86	4,25	4,67	3,50	3,67	1

Tabulasi kuesioner 86 Responden

RESPONDEN	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16
1	5	5	5	5	5	5	4	5	5	5	5	5	4	3	2	3
2	4	4	5	5	4	5	5	4	5	4	5	4	4	5	5	5
3	5	5	4	5	5	4	5	4	4	5	5	5	5	4	4	5
4	4	4	3	4	5	4	3	4	5	5	4	4	4	2	2	2
5	4	4	5	4	5	5	5	5	4	5	4	4	5	5	5	5
6	4	4	4	4	5	4	4	3	4	4	4	4	4	5	4	3
7	5	5	5	5	5	5	4	5	5	5	4	5	5	2	2	2
8	5	4	5	5	5	5	5	5	3	3	3	4	4	5	5	5
9	4	4	3	4	4	4	4	4	4	3	2	4	3	4	3	4
10	3	4	3	4	3	4	4	3	5	5	4	4	5	3	3	3
11	4	5	5	4	5	4	5	5	3	3	3	5	4	5	5	5
12	5	5	4	5	5	3	5	3	5	3	4	5	4	4	5	3
13	5	4	4	5	5	5	4	4	4	4	4	4	2	2	3	2
14	4	4	4	4	4	4	4	4	5	4	4	4	4	4	3	4
15	5	5	5	4	4	5	4	5	5	4	4	5	3	5	4	5
16	5	4	5	5	5	4	4	5	3	3	3	4	4	3	3	3
17	4	4	4	5	4	4	5	5	5	4	3	4	5	5	5	5
18	4	5	4	4	3	4	4	3	4	5	5	5	4	5	5	5
19	4	3	4	3	4	3	2	4	5	4	4	3	3	5	5	5
20	5	4	5	5	5	4	4	5	4	4	4	4	2	1	1	1
21	5	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5
22	5	4	5	5	4	5	4	5	5	5	5	4	5	4	3	4
23	4	3	3	4	3	4	3	4	3	3	3	3	4	5	4	5
24	5	4	4	4	3	4	4	3	3	3	3	4	1	5	4	5
25	5	5	4	4	5	4	4	5	2	3	3	5	3	2	3	2
26	4	5	4	4	5	4	5	5	4	5	5	5	5	5	5	5
27	4	5	4	4	4	5	4	4	4	4	5	5	4	2	4	3
28	5	4	5	5	5	5	5	5	3	2	2	4	5	5	5	5
29	4	4	5	5	3	4	4	3	5	4	5	4	3	4	3	4
30	4	4	5	4	4	5	5	5	5	4	4	4	4	5	5	5
31	5	5	5	5	5	4	5	5	2	2	1	5	4	4	4	4
32	3	4	4	3	4	3	4	3	4	3	4	4	3	3	3	3
33	5	5	4	5	4	5	5	4	5	5	5	5	4	5	5	5
34	4	4	4	3	4	3	4	5	5	5	5	4	5	5	5	5
35	4	4	4	4	4	4	4	4	2	2	2	4	4	5	5	5
36	4	4	5	4	3	4	4	3	3	3	3	4	4	2	2	2
37	3	4	5	4	4	4	3	4	5	5	5	4	2	5	5	5
38	4	4	3	3	5	4	4	4	5	5	5	4	5	5	5	5
39	4	5	5	4	5	5	4	5	4	4	4	5	4	2	2	3
40	5	5	4	5	5	5	5	5	4	4	4	5	5	4	4	4
41	4	3	3	4	3	4	4	4	5	5	4	3	5	3	3	3
42	5	4	5	5	4	4	5	5	4	4	3	4	4	5	5	5
43	5	4	5	5	5	4	5	4	4	4	5	4	5	4	2	3
44	5	5	5	4	4	4	4	5	3	4	3	5	5	4	5	5
45	5	5	4	5	4	5	4	5	5	5	5	5	4	5	5	5
46	4	4	4	4	4	3	4	4	3	3	3	4	3	4	4	4
47	4	3	4	4	4	4	3	5	5	4	5	3	5	3	3	5
48	5	5	4	5	5	5	5	5	4	5	4	5	4	5	5	5
49	5	4	5	5	4	5	4	5	5	5	4	4	5	5	5	5
50	5	5	5	5	5	5	5	4	4	3	3	5	5	5	5	4
51	5	5	5	4	4	4	4	5	4	4	4	5	4	5	5	5
52	4	4	5	5	4	5	5	5	4	5	4	4	5	4	5	5
53	5	5	5	5	5	5	5	4	5	4	5	5	4	4	3	4
54	4	5	3	4	4	3	4	4	4	4	4	5	4	5	5	5
55	5	3	5	3	4	4	3	4	4	5	4	3	5	2	2	2
56	5	4	5	5	5	5	5	5	4	3	5	4	4	5	5	5
57	4	5	4	5	5	4	4	5	2	3	3	5	4	5	5	5
58	4	5	5	5	4	4	5	4	3	2	3	5	4	3	3	3
59	4	4	5	5	5	4	5	5	5	5	5	4	5	5	5	5
60	5	5	5	5	4	5	4	4	4	3	3	5	3	5	5	5
61	2	3	2	2	3	2	2	2	5	5	5	3	4	5	5	4
62	5	5	5	5	5	5	4	5	4	2	2	5	5	5	4	5
63	4	5	5	4	5	5	5	4	5	5	5	5	5	4	3	4
64	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5
65	4	3	4	3	4	4	3	3	4	5	3	3	4	5	5	5

Tabulasi kuesioner 86 Responden

RESPONDEN	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16
66	4	5	4	4	5	4	5	5	5	4	5	5	4	3	3	2
67	2	2	2	2	2	2	2	4	5	4	5	2	3	5	5	5
68	5	5	4	4	4	5	5	5	2	3	2	5	2	5	5	5
69	5	5	5	5	4	4	4	4	4	5	4	5	4	4	5	5
70	5	4	4	5	5	5	5	4	4	5	4	4	5	4	3	4
71	4	4	3	4	3	3	4	3	2	3	2	4	4	5	5	5
72	5	5	5	5	5	5	4	5	4	4	4	5	5	1	1	1
73	4	5	5	5	5	5	5	5	2	2	1	5	4	1	1	3
74	3	4	4	4	5	3	4	4	5	5	5	4	5	5	5	5
75	5	4	5	5	5	5	5	5	2	2	3	4	4	2	1	2
76	5	4	5	5	4	5	4	4	5	4	4	4	5	5	5	5
77	5	5	4	4	5	5	4	5	3	2	2	5	4	4	4	3
78	5	4	5	5	5	4	4	5	4	5	5	4	5	4	4	4
79	5	5	5	5	4	4	5	4	2	2	2	5	4	5	5	5
80	5	5	5	5	5	5	5	5	2	2	2	5	4	4	4	4
81	4	5	4	5	5	5	5	5	5	4	4	5	4	5	5	4
82	3	4	4	4	3	3	3	4	2	2	3	4	5	5	4	5
83	5	5	5	5	5	5	5	5	4	4	4	5	5	5	3	4
84	5	4	4	4	5	4	4	4	5	5	4	4	4	3	4	4
85	3	4	3	4	4	3	3	4	3	3	3	4	3	5	5	5
86	5	4	4	3	4	5	5	4	5	5	4	3	4	3	4	4

Correlations

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	TOTAL
P1																			
Pearson Correlation	1.000	.705**	.297	.106	.057	.042	.042	.069	.457	.385	.325	.363	.130	.199	-.045	-.035	.127	.215	.535**
Sig. (2-tailed)		.000	.111	.579	.763	.825	.825	.716	.011	.036	.080	.049	.493	.293	.812	.852	.505	.253	.002
N	30.000	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P2																			
Pearson Correlation	.705**	1.000	.389	.388	.416	.448	.448	.217	.475	.536**	.373	.331	.198	.255	.038	.126	.184	.476**	.776**
Sig. (2-tailed)		.000	.034	.034	.022	.013	.013	.249	.008	.002	.043	.074	.295	.174	.841	.508	.330	.008	.000
N	30	30.000	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P3																			
Pearson Correlation	.297	.389	1.000	.552**	.524	.486	.486	.160	.416	.416	.407	.209	.080	.198	-.109	-.141	-.080	-.098	.515**
Sig. (2-tailed)		.034	.000	.002	.003	.006	.006	.399	.022	.022	.026	.267	.673	.294	.566	.459	.675	.606	.004
N	30	30	30.000	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P4																			
Pearson Correlation	.106	.388	.552**	1.000	.764	.723	.723	.432	.265	.173	.333	.260	-.038	.414	.116	-.145	-.077	.046	.556**
Sig. (2-tailed)		.057	.034	.002	.000	.000	.000	.117	.157	.362	.072	.165	.842	.023	.541	.444	.686	.807	.001
N	30	30	30	30.000	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P5																			
Pearson Correlation	.057	.416	.524**	.764**	1.000	.891**	.891**	.293	.295	.161	.229	.242	.186	.459	.253	-.079	-.141	.088	.572**
Sig. (2-tailed)		.000	.003	.000	.000	.000	.000	.117	.114	.396	.224	.197	.324	.011	.178	.679	.458	.643	.001
N	30	30	30	30	30.000	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P6																			
Pearson Correlation	.042	.448	.486**	.723**	.891**	1.000	1.000	.215	.364	.217	.238	.237	.213	.400	.186	-.058	-.104	.019	.573**
Sig. (2-tailed)		.025	.013	.000	.000	.000	.000	.254	.048	.250	.205	.207	.258	.029	.326	.761	.586	.923	.001
N	30	30	30	30	30	30.000	30	30	.364	.831	.603	.339	.226	.164	.106	.116	.151	.122	.694**
P7																			
Pearson Correlation	.042	.448	.486**	.723**	.891**	1.000	1.000	.215	.364	.217	.238	.237	.213	.400	.186	-.058	-.104	.019	.573**
Sig. (2-tailed)		.025	.013	.000	.000	.000	.000	.254	.048	.250	.205	.207	.258	.029	.326	.761	.586	.923	.001
N	30	30	30	30	30	30.000	30	30	.364	.831	.603	.339	.226	.164	.106	.116	.151	.122	.694**
P8																			
Pearson Correlation	.069	.217	.160	.432	.293	.215	.215	1.000	.200	.200	.170	.097	-.205	.029	.061	.219	.136	.113	.388**
Sig. (2-tailed)		.716	.399	.017	.117	.254	.254	.288	.288	.288	.369	.609	.278	.880	.749	.245	.474	.553	.034
N	30	30	30	30	30	30	30	30.000	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
P9																			
Pearson Correlation	.457	.475	.416	.265	.295	.364	.364	.200	1.000	.831	.603	.339	.226	.164	-.106	.116	.151	.122	.694**
Sig. (2-tailed)		.011	.008	.022	.157	.048	.048	.288	.200	.30	.000	.067	.230	.387	.577	.542	.425	.522	.000
N	30	30	30	30	30	30	30	30	30.000	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
P10																			
Pearson Correlation	.385	.536**	.416	.173	.161	.217	.217	.200	.831	1.000	.663	.339	.356	-.050	-.106	.240	.262	.281	.712**
Sig. (2-tailed)		.036	.002	.362	.396	.250	.250	.288	.000	.000	.000	.036	.053	.793	.577	.201	.162	.133	.000
N	30	30	30	30	30	30	30	30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
P11																			
Pearson Correlation	.325	.373	.407	.333	.229	.238	.238	.170	.603	.663	1.000	.385	.383	.056	.000	.091	.163	.041	.647**
Sig. (2-tailed)		.080	.043	.072	.224	.205	.205	.369	.000	.000	.000	.036	.037	.770	1.000	.632	.390	.828	.000
N	30	30	30	30	30	30	30	30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
P12																			
Pearson Correlation	.363	.331	.209	.260	.242	.237	.237	.097	.339	.339	.385	1.000	.183	.279	-.064	-.050	-.022	.016	.451
Sig. (2-tailed)		.049	.267	.165	.197	.207	.207	.609	.067	.067	.036	.30	.333	.135	.737	.793	.907	.933	.012
N	30	30	30	30	30	30	30	30	30	30	30	30.000	.30	.30	.30	.30	.30	.30	.30
P13																			
Pearson Correlation	.130	.198	.080	-.038	.186	.213	.213	-.205	.226	.356	.383	.183	1.000	.094	.246	.358	.297	.192	.440
Sig. (2-tailed)		.493	.673	.842	.324	.258	.258	.278	.230	.053	.037	.333	.30	.622	.190	.052	.111	.309	.015
N	30	30	30	30	30	30	30	30	30	30	30	30	30.000	.30	.30	.30	.30	.30	.30
P14																			
Pearson Correlation	.199	.255	.198	.414	.459	.400	.400	.029	.164	-.050	.056	.279	.094	1.000	.067	-.194	-.206	-.064	.288
Sig. (2-tailed)		.293	.294	.023	.011	.029	.029	.880	.387	.793	.770	.135	.622	.30	.724	.303	.274	.738	.123
N	30	30	30	30	30	30	30	30	.30	.30	.30	.30	.30	30.000	.30	.30	.30	.30	.30
P15																			
Pearson Correlation	-.045	.038	-.109	.116	.253	.186	.186	.061	-.106	-.106	.000	-.064	.246	.067	1.000	.000	-.070	-.250	.088
Sig. (2-tailed)		.812	.566	.541	.178	.326	.326	.749	.577	.577	1.000	.737	.190	.724	1.000	1.000	.714	.183	.645
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30.000	.30	.30	.30	.30
P16																			
Pearson Correlation	-.035	.126	-.141	-.145	-.079	-.058	-.058	.219	.116	.240	.091	-.050	.358	-.194	.000	1.000	.887**	.558**	.415
Sig. (2-tailed)		.852	.508	.444	.679	.761	.761	.245	.542	.201	.632	.793	.052	.303	1.000	1.000	.000	.001	.023
N	30	30	30	30	30	30	30	30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
P17																			
Pearson Correlation	.127	.184	-.080	-.077	-.141	-.104	-.104	.136	.151	.262	.163	-.022	.297	-.206	-.070	.887**	1.000	.578**	.453
Sig. (2-tailed)		.505	.330	.686	.458	.586	.586	.474	.425	.162	.390	.907	.111	.274	.714	.000	.30	.001	.012
N	30	30	30	30	30	30	30	30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
P18																			
Pearson Correlation	.215	.476	-.098	.046	.088	.019	.019	.113	.122	.281	.041	.016	.192	-.064	-.250	.558**	.578**	1.000	.450
Sig. (2-tailed)		.253	.606	.807	.643	.923	.923	.553	.522	.133	.828	.933	.309	.738	.183	.001	.001	.001	.013

[illegible]

Discriminant

Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		86	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
Total		86	100.0

Group Statistics

PRILAKU	Mean	Std. Deviation	Valid N (listwise)	
			Unweighted	Weighted
JARANG	4.2114	.68057	21	21.000
HARGA	3.2076	1.01984	21	21.000
PROMOSI	3.9524	.70542	21	21.000
DISTRIBUSI	3.7781	1.23606	21	21.000
SERING	4.3762	.51229	65	65.000
HARGA	4.1177	.82868	65	65.000
PROMOSI	4.2846	.49188	65	65.000
DISTRIBUSI	4.1600	1.05883	65	65.000
Total	4.3359	.55826	86	86.000
HARGA	3.8955	.95730	86	86.000
PROMOSI	4.2035	.56557	86	86.000
DISTRIBUSI	4.0667	1.10945	86	86.000

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
PRODUK	.984	1.388	1	84	.242
HARGA	.831	17.054	1	84	.000
PROMOSI	.936	5.785	1	84	.018
DISTRIBUSI	.978	1.901	1	84	.172

Pooled Within-Groups Matrices^a

	PRODUK	HARGA	PROMOSI	DISTRIBUSI
Covariance				
PRODUK	.310	-.097	.173	-.082
HARGA	-.097	.771	-.029	-.006
PROMOSI	.173	-.029	.303	-.016
DISTRIBUSI	-.082	-.006	-.016	1.218
Correlation				
PRODUK	1.000	-.198	.564	-.134
HARGA	-.198	1.000	-.061	-.006
PROMOSI	.564	-.061	1.000	-.026
DISTRIBUSI	-.134	-.006	-.026	1.000

Covariance Matrices

PRILAKU	PRODUK	HARGA	PROMOSI	DISTRIBUSI
JARANG				
PRODUK	.463	-.203	.302	-.298
HARGA	-.203	1.040	-.106	-.404

	PROMOSI	.302	-.106	.498	-.244
	DISTRIBUSI	-.298	-.404	-.244	1.528
SERING	PRODUK	.262	-.064	.133	-.015
	HARGA	-.064	.687	-.006	.118
	PROMOSI	.133	-.006	.242	.056
	DISTRIBUSI	-.015	.118	.056	1.121

Analysis 1

Standardized Canonical Discriminant Function Coefficients	
	Function
	1
HARGA	.874
PROMOSI	.543

Structure Matrix	
	Function
	1
HARGA	.841
PROMOSI	.490
PRODUK ^a	.133
DISTRIBUSI ^a	-.020

Canonical Discriminant Function Coefficients	
	Function
	1
HARGA	.995

Functions at Group

Centroids

	Function
PRILAKU	1
JARANG	-.932
SERING	.301

PROMOSI	.986
(Constant)	-8.022

Classification Statistics

Classification Processing Summary

Processed		86
Excluded	Missing or out-of-range group codes	0
	At least one missing discriminating variable	0
Used in Output		86

Prior Probabilities for Groups

	Prior	Cases Used in Analysis	
		Unweighted	Weighted
PRILAKU			
JARANG	.244	21	21.000
SERING	.756	65	65.000
Total	1.000	86	86.000

Classification Function Coefficients

	PRILAKU	
	JARANG	SERING
HARGA	4.676	5.903
PROMOSI	13.506	14.722

(Constant)	-35.600	-43.973
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Fisher's linear discriminant functions

Classification Results^{b,c}

		Predicted Group Membership		
		JARANG	SERING	Total
Original	PRILAKU	JARANG	11	21
	Count	10		
	SERING	7	58	65
	%	47.6	52.4	100.0
Cross-validated ^a	PRILAKU	JARANG	12	21
	Count	9		
	SERING	7	58	65
	%	42.9	57.1	100.0
		10.8	89.2	100.0

- a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.
- b. 79,1% of original grouped cases correctly classified.
- c. 77,9% of cross-validated grouped cases correctly classified.

Summary of Canonical Discriminant Functions

Eigenvalues				
Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.287 ^a	100.0	100.0	.472

a. First 1 canonical discriminant functions were used in the analysis.

Wilks' Lambda				
Test of Function (s)	Wilks' Lambda	Chi-square	df	Sig.
1	.777	20.965	2	.000

Stepwise Statistics

Variables Entered/Removed ^{a,b,c,d}					
Step	Entered	Statistic	Between Groups	Min. D Squared	
				Exact F	
				df1	df2
1	HARGA	1.074	JARANG and SERING	1	84.000
2	PROMOSI	1.521	JARANG and SERING	2	83.000

Variables in the Analysis

Step	Tolerance	Sig. of F to Remove	Min. D Squared	Between Groups
1	1.000	.000		
2	.996	.000	.365	JARANG and SERING
	.996	.018	1.074	JARANG and SERING

Variables Not in the Analysis

Step	Tolerance	Min. Tolerance	Sig. of F to Enter	Min. D Squared	Between Groups
0	1.000	1.000	.242	.087	JARANG and SERING
	1.000	1.000	.000	1.074	JARANG and SERING
	1.000	1.000	.018	.365	JARANG and SERING
	1.000	1.000	.172	.120	JARANG and SERING
1	.961	.961	.068	1.336	JARANG and SERING
	.996	.996	.018	1.521	JARANG and SERING
	1.000	1.000	.206	1.199	JARANG and SERING
2	.655	.655	.573	1.547	JARANG and SERING
	.999	.996	.202	1.658	JARANG and SERING

Wilks' Lambda									
Step	Number of Variables	Lambda	df1	df2	df3	Exact F			
						Statistic	df1	df2	Sig.
1	1	.831	1	1	84	17.054	1	84.000	.000
2	2	.777	2	1	84	11.925	2	83.000	.000

Box's Test of Equality of Covariance Matrices

Log Determinants			Test Results		
PRILAKU	Rank	Log Determinant	Box's M		5.973
JARANG	2	-.681	F	Approx.	1.913
SERING	2	-1.795	df1		3.000
Pooled within-groups	2	-1.459	df2		21770.940
			Sig.		.125