

LAMPIRAN 10

Hasil Analisis Bivariat

Kualitas A'la carte menu terhadap keputusan pembelian

Crosstab

		Keputusan_pembelian		Total	
		tidak membeli ulang	membeli ulang		
Kualitas_alacarte	tidak baik	Count	7	2	9
		% within Kualitas_alacarte	77.8%	22.2%	100.0%
	baik	Count	1	28	29
		% within Kualitas_alacarte	3.4%	96.6%	100.0%
Total		Count	8	30	38
		% within Kualitas_alacarte	21.1%	78.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	22.832 ^a	1	.000		
Continuity Correction ^b	18.578	1	.000		
Likelihood Ratio	20.879	1	.000		
Fisher's Exact Test				.000	.000
N of Valid Cases	38				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.89.

b. Computed only for a 2x2 table

Kesesuaian Harga terhadap Keputusan Pembelian

Crosstab

		Keputusan_pembelian		Total	
		tidak membeli ulang	membeli ulang		
Kesesuaian_harga	tidak sesuai	Count	7	6	13
		% within Kesesuaian_harga	53.8%	46.2%	100.0%
	sesuai	Count	1	24	25
		% within Kesesuaian_harga	4.0%	96.0%	100.0%
Total		Count	8	30	38
		% within Kesesuaian_harga	21.1%	78.9%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12.786 ^a	1	.000		
Continuity Correction ^b	9.962	1	.002		
Likelihood Ratio	12.772	1	.000		
Fisher's Exact Test				.001	.001
N of Valid Cases	38				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.74.

b. Computed only for a 2x2 table

Kualitas Pelayanan Terhadap Keputusan Pembelian

Crosstab

			Keputusan_pembelian		Total
			tidak membeli ulang	membeli ulang	
Kualitas_pelayanan	tidak baik	Count	3	7	10
		% within Kualitas_pelayanan	30.0%	70.0%	100.0%
	baik	Count	5	23	28
		% within Kualitas_pelayanan	17.9%	82.1%	100.0%
Total		Count	8	30	38
		% within Kualitas_pelayanan	21.1%	78.9%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.654 ^a	1	.419		
Continuity Correction ^b	.127	1	.721		
Likelihood Ratio	.620	1	.431		
Fisher's Exact Test				.411	.348
N of Valid Cases	38				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.11.

b. Computed only for a 2x2 table

