

# Discriminant

## Notes

Output Created		05-SEP-2012 03:52:12
Comments		
Input	Data	E:\SPSS2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	101
	File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing in the analysis phase. In the analysis phase, cases with no user- or system-missing values for any predictor variable are used. Cases with user-, system-missing, or out-of-range values for the grouping variable are always excluded.
	Cases Used	DISCRIMINANT /GROUPS=Pembelian(0 1) /VARIABLES=P1 P2 P3 P4 P5 P6 P7 P8 P9 P10 P11 P12 /ANALYSIS ALL /METHOD=MAHAL /PIN=.05 /POUT=.10 /PRIORS EQUAL /HISTORY /STATISTICS=MEAN STDDEV UNIVF COEFF CROSSVALID /PLOT=CASES /CLASSIFY=NONMISSING POOLED.
Syntax		
Resources	Processor Time	00:00:00,20

**Notes**

Resources	Elapsed Time	00:00:01,04
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[DataSet1] E:\SPSS2.sav

**Analysis Case Processing Summary**

Unweighted Cases		N	Percent
Valid		100	99.0
	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
Excluded	Both missing or out-of-range group codes and at least one missing discriminating variable	1	1.0
	Total	1	1.0
Total		101	100.0

**Group Statistics**

Pembelian	Mean	Std. Deviation	Valid N (listwise)		
			Unweighted	Weighted	
jarang	P1	4.55	.510	22	22.000
	P2	4.68	.477	22	22.000
	P3	4.59	.666	22	22.000
	P4	3.45	.596	22	22.000
	P5	3.68	.477	22	22.000
	P6	3.18	.395	22	22.000
	P7	4.50	.859	22	22.000
	P8	4.64	.492	22	22.000
	P9	3.45	.671	22	22.000
	P10	3.36	.492	22	22.000
	P11	2.86	.834	22	22.000
	P12	2.77	.869	22	22.000
sering	P1	4.78	.416	78	78.000
	P2	4.95	.222	78	78.000

	P3	4.79	.493	78	78.000
	P4	3.60	.779	78	78.000
	P5	4.00	.535	78	78.000
	P6	3.77	.508	78	78.000
	P7	4.92	.268	78	78.000
	P8	4.97	.159	78	78.000
	P9	4.15	.536	78	78.000
	P10	4.01	.378	78	78.000
	P11	3.24	.809	78	78.000
	P12	3.37	.884	78	78.000
Total	P1	4.73	.446	100	100.000
	P2	4.89	.314	100	100.000
	P3	4.75	.539	100	100.000
	P4	3.57	.742	100	100.000
	P5	3.93	.537	100	100.000
	P6	3.64	.542	100	100.000
	P7	4.83	.493	100	100.000
	P8	4.90	.302	100	100.000
	P9	4.00	.636	100	100.000
	P10	3.87	.485	100	100.000
	P11	3.16	.825	100	100.000
	P12	3.24	.911	100	100.000

#### Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
P1	.951	5.021	1	98	.027
P2	.875	13.982	1	98	.000
P3	.975	2.495	1	98	.117
P4	.993	.681	1	98	.411
P5	.939	6.359	1	98	.013
P6	.796	25.099	1	98	.000
P7	.873	14.308	1	98	.000
P8	.782	27.291	1	98	.000
P9	.790	26.018	1	98	.000
P10	.690	44.080	1	98	.000
P11	.963	3.737	1	98	.056
P12	.925	7.933	1	98	.006

# Analysis 1

## Stepwise Statistics

**Variables Entered/Removed<sup>a,b,c,d</sup>**

Step	Entered	Min. D Squared					
		Statistic	Between Groups	Exact F			
				Statistic	df1	df2	Sig.
1	P10	2.569	jarang and sering	44.080	1	98.000	1.762E-009
2	P2	4.150	jarang and sering	35.245	2	97.000	3.127E-012
3	P8	5.439	jarang and sering	30.478	3	96.000	6.271E-014
4	P11	6.986	jarang and sering	29.052	4	95.000	8.946E-016
5	P6	8.382	jarang and sering	27.594	5	94.000	4.308E-017
6	P4	9.815	jarang and sering	26.638	6	93.000	2.998E-018

At each step, the variable that maximizes the Mahalanobis distance between the two closest groups is entered.<sup>a,b,c,d</sup>

- a. Maximum number of steps is 24.
- b. Maximum significance of F to enter is .05.
- c. Minimum significance of F to remove is .10.
- d. F level, tolerance, or VIN insufficient for further computation.

**Wilks' Lambda**

Step	Number of Variables	Lambda	df1	df2	df3	Exact F		
						Statistic	df1	df2
1	1	.690	1	1	98	44.080	1	98.000
2	2	.579	2	1	98	35.245	2	97.000
3	3	.512	3	1	98	30.478	3	96.000
4	4	.450	4	1	98	29.052	4	95.000
5	5	.405	5	1	98	27.594	5	94.000
6	6	.368	6	1	98	26.638	6	93.000

**Wilks' Lambda**

Step	Exact F	
	Statistic	Sig.
1		.000
2		.000
3		.000
4		.000
5		.000
6		.000

**Summary of Canonical Discriminant Functions**

**Eigenvalues**

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.719 <sup>a</sup>	100.0	100.0	.795

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

**Wilks' Lambda**

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.368	95.010	6	.000

**Standardized  
Canonical  
Discriminant  
Function  
Coefficients**

	Function
	1
P2	.581
P4	.425
P6	.490
P8	.550
P10	.623
P11	.514

**Structure Matrix**

	Function
	1
P10	.512
P9 <sup>a</sup>	.451
P8	.403
P6	.386
P2	.288
P5 <sup>a</sup>	.190
P11	.149
P7 <sup>a</sup>	.123
P4	.064
P3 <sup>a</sup>	-.043
P12 <sup>a</sup>	.007
P1 <sup>a</sup>	.001

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions

Variables ordered by absolute size of correlation within function.

a. This variable not used in the analysis.

### Functions at Group

#### Centroids

Pembelian	Function
	1
jarang	-2.444
sering	.689

Unstandardized canonical discriminant functions evaluated at group means

## Classification Statistics

### Classification Processing Summary

Processed	101
Excluded	0
Missing or out-of-range group codes	
At least one missing discriminating variable	1
Used in Output	100

**Prior Probabilities for Groups**

Pembelian	Prior	Cases Used in Analysis	
		Unweighted	Weighted
jarang	.500	22	22.000
sering	.500	78	78.000
Total	1.000	100	100.000

**Classification Function Coefficients**

	Pembelian	
	jarang	sering
P2	90.380	96.535
P4	16.445	18.237
P6	22.203	25.364
P8	104.098	110.527
P10	23.628	28.444
P11	17.375	19.352
(Constant)	-581.929	-683.560

Fisher's linear discriminant functions

**Classification Results<sup>a,c</sup>**

			Pembelian		Total
			Predicted Group Membership		
			jarang	sering	
Original	Count	jarang	22	0	22
		sering	5	73	78
	%	jarang	100.0	.0	100.0
		sering	6.4	93.6	100.0
Cross-validated <sup>b</sup>	Count	jarang	22	0	22
		sering	7	71	78
	%	jarang	100.0	.0	100.0
		sering	9.0	91.0	100.0

a. 95.0% of original grouped cases correctly classified.

b. 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.

c. 93.0% of cross-validated grouped cases correctly classified.





	<b>dengan merek lain</b>					
<b>8</b>	<b>Mudah didapat dipasar tradisional, minimarket, &amp; supermarket.</b>					
<b>9</b>	<b>Lokasi penjualan yang strategis</b>					
<b>10</b>	<b>Iklan TV menjadi pertimbangan anda dalam membeli.</b>					
<b>11</b>	<b>Iklan Brosur menjadi pertimbangan anda dalam membeli</b>					
<b>12</b>	<b>Papan iklan menjadi pertimbangan anda dalam membeli</b>					

**C. PERTANYAAN KEPUTUSAN MEMBELI**

Berilah Tanda Silang (X) atau checklist (√) untuk jawaban yang sesuai

**1. Pembelian Indomie anda Indomie dalam 1 bulan**

- a. Sering**
- b. Jarang**