

**Lampiran 8 : Hasil Data Karakteristik 100 (Seratus) Responden**

**JENIS KELAMIN**

	Frequency	Percent	Valid Percent	Cumulative Percent
Pria	41	41,0	41,0	41,0
Valid Wanita	59	59,0	59,0	100,0
Total	100	100,0	100,0	

**USIA**

	Frequency	Percent	Valid Percent	Cumulative Percent
17 - 22 Tahun	9	9,0	9,0	9,0
23 - 28 Tahun	25	25,0	25,0	34,0
Valid 29 - 34 Tahun	30	30,0	30,0	64,0
> 35 Tahun	36	36,0	36,0	100,0
Total	100	100,0	100,0	

**PEKERJAAN**

	Frequency	Percent	Valid Percent	Cumulative Percent
Wiraswasta	17	17,0	17,0	17,0
Karyawan	50	50,0	50,0	67,0
Valid Ibu Rumah Tangga	12	12,0	12,0	79,0
Pelajar / Mahasiswa	7	7,0	7,0	86,0
Dan Lain - Lain	14	14,0	14,0	100,0
Total	100	100,0	100,0	

**PENDAPATAN**

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp. 1.000.000	7	7,0	7,0	7,0
Rp. 1.000.100 – Rp. 3.000.000	27	27,0	27,0	34,0
Rp. 3.000.100 – Rp. 5.000.000	16	16,0	16,0	50,0
Rp. 5.000.100 – Rp. 7.000.000	21	21,0	21,0	71,0
> Rp. 7.000.100	29	29,0	29,0	100,0
Total	100	100,0	100,0	

**PENGELUARAN**

	Frequency	Percent	Valid Percent	Cumulative Percent
Rp. 100.000 – Rp. 1.000.000	14	14,0	14,0	14,0
Rp. 1.000.100 – Rp. 2.000.000	26	26,0	26,0	40,0
Rp. 2.000.100 – Rp. 3.000.000	13	13,0	13,0	53,0
Rp. 3.000.100 – Rp. 4.000.000	19	19,0	19,0	72,0
> Rp. 4.000.100	28	28,0	28,0	100,0
Total	100	100,0	100,0	

**MEMBELI**

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Kali	39	39,0	39,0	39,0
2 Kali	27	27,0	27,0	66,0
3 Kali	14	14,0	14,0	80,0
> 3 Kali	20	20,0	20,0	100,0
Total	100	100,0	100,0	