

Lampiran 5

Analisis Diskriminan

Variable Entered/Removed^{a,b,c,d}

Step	Entered	Min D Squared					
		Statistic	Between Groups	Statistic	df1	df2	Sig
1	Produk	0.483	Jarang dan Sering	11.256	1	98,000	0.001
2	Distribusi	0.815	Jarang dan Sering	9.405	2	96,000	0,000
3	Harga	1.107	Jarang dan Sering	8.382	3	95,000	5.264E - 5
4	Promosi	1.396	Jarang dan Sering	7.889	4	95,000	1.557E - 5
5	Citra Merek	1.641	Jarang dan Sering	7.339	5	94,000	7.605E - 6

Caronical discriminant function coefficients

	Function
	1
PRODUK	2.454
HARGA	-1.582
DISTRIBUSI	1.388
PROMOSI	1.323
CITRA MEREK	1.201
(Constant)	-12.892

Funtions at group centroids

KEPUTUSAN PEMBELIAN	Function
	1
JARANG	-0.807
SERING	0.474

Classification Results ^{b,c}

KEPUTUSANPEMBELIAN			Predicted Group Membership		Total
			JARANG	SERING	
Original	Count	JARANG	28	9	37
		SERING	17	46	63
	%	JARANG	75.7	24.3	100.0
		SERING	27.0	73.0	100.0
Cross-validated ^a	Count	JARANG	27	10	37
		SERING	20	43	63
	%	JARANG	73.0	27.0	100.0
		SERING	31.7	68.3	100.0

a. Cross Validation is done only for those cases in the analysis. In cross validation, each case is classified by derived from all cases other than that case

b. 74.0% of original Grouped cases correctly classified

c. 70.0% of Cross-Validated grouped cases correctly classified