

Lampiran 1

KUESIONER ANALISIS *POSITIONING* SABUN MANDI LIFEBOUY DITINJAU DARI BAURAN PEMASARAN

Dengan hormat,

Kuesioner ini bertujuan untuk mengumpulkan data yang berhubungan dengan **Analisis *Positioning* Sabun Mandi Lifebuoy Ditinjau Dari Bauran Pemasaran**. Penelitian ini di lakukan dalam rangka menyelesaikan **Skripsi Program Studi S-1 Manajemen Fakultas Ekonomi Universitas Esa Unggul, Jakarta**. Saya sangat **menghargai kejujuran** Anda dalam mengisi kuesioner ini. Atas kesediaannya meluangkan waktu untuk mengisi kuesioner ini, Saya ucapkan terima kasih.

A. IDENTITAS RESPONDEN

Petunjuk : Berilah tanda (x) untuk pilihan yang paling sesuai dengan diri Anda.

1. Apa jenis kelamin Anda?

- | | |
|--------------|--------------|
| a. Laki-laki | b. Perempuan |
|--------------|--------------|

2. Berapa usia Anda?

- | | |
|------------------|------------------|
| a. 17 – 21 tahun | d. 32 – 36 tahun |
| b. 22 – 26 tahun | e. ≥ 36 |
| c. 27 – 31 tahun | |

3. Apa pendidikan terakhir Anda (yang sudah diselesaikan)?

- | | | |
|---------|------------|--------------|
| a. SD | d. Diploma | g. S3 |
| b. SLTP | e. S1 | h. Lain-lain |
| c. SLTA | f. S2 | |

4. Apa pekerjaan Anda saat ini?
- a. Pegawai Negeri
 - b. Pegawai Swasta
 - c. Wiraswasta
 - d. Karyawan
 - e. Pelajar/Mahasiswa
 - f. Ibu Rumah Tangga
 - g. Lain-lain
5. Berapakah pendapatan Anda per bulan?
- a. < Rp 1.000.000
 - b. Rp 1.000.001 – Rp 3.000.000
 - c. Rp 3.000.001 – Rp 5.000.000
 - d. Rp 5.000.001 – Rp 7.000.000
 - e. > Rp 7.000.001
6. Saat ini merek sabun mandi apa yang Anda pakai?
- a. Lifebuoy
 - b. Nuvo
 - c. Dettol
 - d. Medicare
7. Apakah Anda suka berganti-ganti merek sabun mandi?
- a. Ya
 - b. Tidak
8. Faktor apa yang mempengaruhi Anda sehingga berganti merek sabun?
- a. Harganya lebih murah
 - b. Wanginya tahan lama
 - c. Coba-coba
 - d. Bosen terhadap sabun lama
 - e. Setelah melihat iklan di TV

B. POSITIONING

Petunjuk : Berikan rangking (peringkat) untuk merek-merek sabun mandi berikut yang paling mirip dengan merek sabun mandi Lifebuoy (Peringkat 1 adalah yang paling mirip).

1. *Product* (Produk)

| Merek Sabun Mandi | Rangking |
|-------------------|----------|
| Nuvo | |
| Dettol | |
| Medicare | |

2. *Price* (Harga)

| Merek Sabun Mandi | Rangking |
|-------------------|----------|
| Nuvo | |
| Dettol | |
| Medicare | |

3. *Place* (Distribusi)

| Merek Sabun Mandi | Rangking |
|-------------------|----------|
| Nuvo | |
| Dettol | |
| Medicare | |

4. *Promotion* (Promosi)

| Merek Sabun Mandi | Rangking |
|-------------------|----------|
| Nuvo | |
| Dettol | |
| Medicare | |

Lampiran 2

Tabulasi Identitas Responden

| No | Data Responden | | | | | | | | |
|----|----------------|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 1 | 2 | 1 | 3 | 4 | 2 | 1 | 1 | 1 | 3 |
| 2 | 2 | 3 | 5 | 2 | 2 | 1 | 1 | 1 | 4 |
| 3 | 1 | 5 | 2 | 3 | 4 | 1 | 1 | 2 | 2 |
| 4 | 2 | 3 | 3 | 4 | 2 | 1 | 2 | 2 | 1 |
| 5 | 1 | 2 | 3 | 4 | 2 | 3 | 2 | 1 | 3 |
| 6 | 1 | 5 | 3 | 2 | 2 | 1 | 1 | 2 | 3 |
| 7 | 1 | 1 | 2 | 5 | 1 | 1 | 1 | 1 | 3 |
| 8 | 2 | 1 | 3 | 5 | 2 | 1 | 1 | 1 | 3 |
| 9 | 2 | 2 | 3 | 4 | 2 | 1 | 1 | 2 | 3 |
| 10 | 1 | 1 | 3 | 5 | 2 | 3 | 1 | 2 | 3 |
| 11 | 2 | 1 | 3 | 4 | 2 | 1 | 1 | 2 | 5 |
| 12 | 1 | 1 | 3 | 4 | 2 | 1 | 1 | 1 | 3 |
| 13 | 1 | 2 | 3 | 4 | 2 | 1 | 1 | 1 | 3 |
| 14 | 2 | 2 | 4 | 4 | 2 | 3 | 1 | 2 | 5 |
| 15 | 1 | 2 | 3 | 4 | 3 | 1 | 1 | 2 | 1 |
| 16 | 1 | 2 | 3 | 4 | 2 | 1 | 2 | 1 | 2 |
| 17 | 1 | 1 | 3 | 4 | 2 | 3 | 2 | 2 | 3 |
| 18 | 2 | 1 | 3 | 2 | 2 | 1 | 1 | 2 | 4 |
| 19 | 1 | 1 | 3 | 4 | 2 | 3 | 1 | 1 | 4 |
| 20 | 1 | 1 | 3 | 4 | 3 | 3 | 2 | 2 | 2 |
| 21 | 1 | 3 | 3 | 4 | 2 | 4 | 1 | 1 | 3 |
| 22 | 1 | 2 | 3 | 4 | 2 | 1 | 1 | 1 | 3 |
| 23 | 1 | 2 | 3 | 4 | 2 | 1 | 1 | 1 | 3 |
| 24 | 2 | 1 | 3 | 4 | 2 | 1 | 2 | 2 | 2 |
| 25 | 1 | 2 | 3 | 2 | 1 | 1 | 1 | 2 | 2 |
| 26 | 2 | 1 | 3 | 4 | 2 | 1 | 1 | 2 | 1 |
| 27 | 2 | 1 | 3 | 5 | 1 | 1 | 1 | 1 | 1 |
| 28 | 2 | 5 | 1 | 6 | 3 | 1 | 1 | 1 | 1 |
| 29 | 1 | 5 | 5 | 2 | 2 | 1 | 1 | 2 | 3 |
| 30 | 1 | 5 | 3 | 2 | 2 | 1 | 1 | 1 | 3 |

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| 31 | 2 | 5 | 1 | 6 | 2 | 2 | 1 | 1 | 1 |
| 32 | 2 | 2 | 1 | 3 | 4 | 1 | 1 | 1 | 3 |
| 33 | 1 | 2 | 3 | 4 | 2 | 1 | 2 | 2 | 3 |
| 34 | 1 | 1 | 3 | 4 | 2 | 1 | 1 | 2 | 1 |
| 35 | 1 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 3 |
| 36 | 2 | 1 | 3 | 5 | 1 | 1 | 1 | 1 | 2 |
| 37 | 2 | 1 | 3 | 6 | 3 | 1 | 1 | 2 | 4 |
| 38 | 1 | 5 | 5 | 4 | 3 | 2 | 2 | 1 | 3 |
| 39 | 2 | 1 | 2 | 5 | 1 | 2 | 1 | 1 | 4 |
| 40 | 2 | 1 | 2 | 5 | 1 | 1 | 2 | 2 | 4 |
| 41 | 2 | 4 | 3 | 4 | 2 | 1 | 1 | 2 | 3 |
| 42 | 2 | 3 | 3 | 3 | 4 | 1 | 2 | 1 | 1 |
| 43 | 1 | 3 | 3 | 3 | 2 | 1 | 1 | 1 | 1 |
| 44 | 2 | 3 | 2 | 7 | 3 | 1 | 1 | 1 | 3 |
| 45 | 2 | 5 | 1 | 6 | 2 | 1 | 2 | 1 | 2 |
| 46 | 2 | 2 | 3 | 4 | 2 | 1 | 2 | 1 | 3 |
| 47 | 2 | 5 | 1 | 6 | 2 | 2 | 2 | 2 | 1 |
| 48 | 2 | 5 | 1 | 6 | 3 | 1 | 1 | 1 | 1 |
| 49 | 2 | 5 | 3 | 6 | 3 | 1 | 2 | 2 | 1 |
| 50 | 1 | 1 | 3 | 5 | 1 | 1 | 1 | 2 | 2 |
| 51 | 2 | 4 | 3 | 6 | 2 | 1 | 1 | 2 | 3 |
| 52 | 2 | 5 | 3 | 6 | 2 | 1 | 1 | 1 | 3 |
| 53 | 1 | 2 | 1 | 3 | 2 | 3 | 2 | 1 | 3 |
| 54 | 1 | 1 | 2 | 5 | 1 | 1 | 2 | 1 | 4 |
| 55 | 1 | 1 | 3 | 4 | 2 | 1 | 2 | 2 | 1 |
| 56 | 2 | 5 | 1 | 4 | 2 | 1 | 2 | 2 | 2 |
| 57 | 2 | 1 | 3 | 6 | 2 | 1 | 1 | 1 | 3 |
| 58 | 2 | 1 | 3 | 5 | 1 | 1 | 1 | 1 | 3 |
| 59 | 2 | 2 | 2 | 6 | 2 | 1 | 1 | 1 | 3 |
| 60 | 2 | 2 | 3 | 6 | 3 | 1 | 1 | 2 | 4 |
| 61 | 2 | 5 | 8 | 6 | 3 | 1 | 2 | 1 | 2 |
| 62 | 2 | 2 | 3 | 4 | 2 | 1 | 1 | 2 | 3 |
| 63 | 2 | 2 | 3 | 6 | 3 | 1 | 1 | 1 | 3 |
| 64 | 1 | 1 | 3 | 4 | 2 | 1 | 1 | 1 | 3 |
| 65 | 2 | 5 | 4 | 6 | 2 | 1 | 1 | 1 | 4 |
| 66 | 1 | 2 | 3 | 4 | 2 | 1 | 1 | 1 | 4 |

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| 67 | 1 | 4 | 3 | 2 | 2 | 1 | 1 | 1 | 3 |
| 68 | 1 | 1 | 3 | 4 | 2 | 1 | 1 | 1 | 3 |
| 69 | 2 | 3 | 3 | 6 | 2 | 1 | 1 | 2 | 3 |
| 70 | 1 | 1 | 3 | 3 | 4 | 2 | 1 | 1 | 1 |
| 71 | 1 | 5 | 4 | 3 | 4 | 1 | 2 | 1 | 5 |
| 72 | 1 | 1 | 3 | 4 | 2 | 1 | 1 | 2 | 3 |
| 73 | 2 | 2 | 3 | 6 | 2 | 1 | 1 | 2 | 5 |
| 74 | 2 | 1 | 3 | 4 | 2 | 1 | 1 | 1 | 2 |
| 75 | 2 | 3 | 5 | 6 | 3 | 1 | 2 | 1 | 2 |
| 76 | 1 | 2 | 3 | 4 | 2 | 1 | 1 | 2 | 5 |
| 77 | 1 | 4 | 6 | 1 | 3 | 3 | 2 | 1 | 2 |
| 78 | 1 | 2 | 3 | 2 | 2 | 2 | 1 | 1 | 3 |
| 79 | 2 | 4 | 4 | 7 | 3 | 3 | 1 | 1 | 2 |
| 80 | 2 | 1 | 3 | 4 | 2 | 1 | 1 | 2 | 3 |
| 81 | 2 | 2 | 5 | 5 | 1 | 1 | 1 | 1 | 3 |
| 82 | 1 | 1 | 3 | 4 | 2 | 1 | 1 | 2 | 3 |
| 83 | 2 | 3 | 5 | 6 | 3 | 3 | 1 | 2 | 4 |
| 84 | 1 | 2 | 3 | 2 | 3 | 1 | 1 | 2 | 2 |
| 85 | 1 | 4 | 3 | 4 | 2 | 1 | 1 | 1 | 1 |
| 86 | 1 | 3 | 5 | 2 | 2 | 1 | 2 | 2 | 1 |
| 87 | 2 | 2 | 5 | 2 | 2 | 1 | 2 | 1 | 2 |
| 88 | 1 | 2 | 3 | 4 | 2 | 1 | 1 | 2 | 2 |
| 89 | 2 | 3 | 4 | 2 | 3 | 2 | 1 | 1 | 5 |
| 90 | 1 | 2 | 3 | 4 | 2 | 1 | 1 | 2 | 4 |
| 91 | 1 | 5 | 3 | 4 | 3 | 1 | 1 | 2 | 2 |
| 92 | 1 | 2 | 5 | 1 | 3 | 1 | 1 | 2 | 3 |
| 93 | 2 | 1 | 2 | 3 | 4 | 1 | 1 | 1 | 4 |
| 94 | 2 | 1 | 3 | 4 | 2 | 3 | 1 | 2 | 3 |
| 95 | 1 | 1 | 3 | 5 | 1 | 1 | 2 | 1 | 4 |
| 96 | 2 | 4 | 3 | 6 | 4 | 1 | 1 | 2 | 5 |
| 97 | 2 | 1 | 2 | 5 | 1 | 1 | 2 | 2 | 3 |
| 98 | 1 | 1 | 3 | 5 | 1 | 1 | 2 | 1 | 4 |
| 99 | 2 | 3 | 3 | 6 | 2 | 1 | 1 | 2 | 3 |
| 100 | 2 | 2 | 3 | 6 | 2 | 1 | 1 | 2 | 5 |

Lampiran 3**Tabulasi *Positioning******Product***

| Responden | Dettol | Lifebuoy | Medicare | Nuvo |
|-----------|--------|----------|----------|------|
| 1 | 2 | 1 | 3 | 4 |
| 2 | 4 | 1 | 2 | 3 |
| 3 | 4 | 1 | 3 | 2 |
| 4 | 4 | 1 | 3 | 2 |
| 5 | 2 | 1 | 4 | 3 |
| 6 | 3 | 1 | 2 | 4 |
| 7 | 2 | 1 | 3 | 4 |
| 8 | 3 | 1 | 4 | 2 |
| 9 | 3 | 1 | 4 | 2 |
| 10 | 2 | 1 | 4 | 3 |
| 11 | 2 | 1 | 4 | 3 |
| 12 | 2 | 1 | 4 | 3 |
| 13 | 3 | 1 | 4 | 2 |
| 14 | 4 | 1 | 2 | 3 |
| 15 | 3 | 1 | 4 | 2 |
| 16 | 2 | 1 | 3 | 4 |
| 17 | 2 | 1 | 3 | 4 |
| 18 | 2 | 1 | 4 | 3 |
| 19 | 2 | 1 | 4 | 3 |
| 20 | 2 | 1 | 4 | 3 |
| 21 | 4 | 1 | 2 | 3 |
| 22 | 4 | 1 | 3 | 2 |
| 23 | 2 | 1 | 3 | 4 |
| 24 | 2 | 1 | 3 | 4 |
| 25 | 3 | 1 | 4 | 2 |
| 26 | 4 | 1 | 3 | 2 |
| 27 | 2 | 1 | 4 | 3 |

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| 28 | 2 | 1 | 4 | 3 |
| 29 | 4 | 1 | 3 | 2 |
| 30 | 2 | 1 | 4 | 3 |
| 31 | 2 | 1 | 4 | 2 |
| 32 | 3 | 1 | 4 | 2 |
| 33 | 3 | 1 | 4 | 2 |
| 34 | 2 | 1 | 3 | 4 |
| 35 | 2 | 1 | 4 | 3 |
| 36 | 3 | 1 | 4 | 2 |
| 37 | 2 | 1 | 3 | 4 |
| 38 | 3 | 1 | 4 | 2 |
| 39 | 3 | 1 | 2 | 4 |
| 40 | 3 | 1 | 4 | 2 |
| 41 | 3 | 1 | 4 | 2 |
| 42 | 2 | 1 | 4 | 3 |
| 43 | 2 | 1 | 4 | 3 |
| 44 | 2 | 1 | 4 | 3 |
| 45 | 3 | 1 | 4 | 2 |
| 46 | 2 | 1 | 3 | 4 |
| 47 | 4 | 1 | 3 | 2 |
| 48 | 3 | 1 | 4 | 2 |
| 49 | 3 | 1 | 4 | 2 |
| 50 | 2 | 1 | 4 | 3 |
| 51 | 3 | 1 | 4 | 2 |
| 52 | 2 | 1 | 4 | 3 |
| 53 | 3 | 1 | 4 | 2 |
| 54 | 4 | 1 | 3 | 2 |
| 55 | 3 | 1 | 4 | 2 |
| 56 | 4 | 1 | 3 | 2 |
| 57 | 2 | 1 | 3 | 4 |
| 58 | 2 | 1 | 3 | 4 |
| 59 | 2 | 1 | 4 | 3 |
| 60 | 2 | 1 | 4 | 3 |

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| 61 | 2 | 1 | 4 | 3 |
| 62 | 3 | 1 | 4 | 2 |
| 63 | 2 | 1 | 3 | 4 |
| 64 | 2 | 1 | 3 | 4 |
| 65 | 3 | 1 | 4 | 2 |
| 66 | 2 | 1 | 4 | 3 |
| 67 | 3 | 1 | 2 | 4 |
| 68 | 4 | 1 | 3 | 2 |
| 69 | 2 | 1 | 4 | 3 |
| 70 | 3 | 1 | 4 | 2 |
| 71 | 2 | 1 | 4 | 3 |
| 72 | 2 | 1 | 4 | 3 |
| 73 | 2 | 1 | 3 | 4 |
| 74 | 2 | 1 | 3 | 4 |
| 75 | 2 | 1 | 4 | 3 |
| 76 | 3 | 1 | 4 | 2 |
| 77 | 3 | 1 | 4 | 2 |
| 78 | 4 | 1 | 3 | 2 |
| 79 | 2 | 1 | 4 | 3 |
| 80 | 4 | 1 | 3 | 2 |
| 81 | 2 | 1 | 4 | 3 |
| 82 | 4 | 1 | 3 | 2 |
| 83 | 4 | 1 | 2 | 3 |
| 84 | 2 | 1 | 4 | 3 |
| 85 | 2 | 1 | 3 | 4 |
| 86 | 3 | 1 | 4 | 2 |
| 87 | 2 | 1 | 4 | 3 |
| 88 | 2 | 1 | 4 | 3 |
| 89 | 3 | 1 | 4 | 2 |
| 90 | 4 | 1 | 3 | 2 |
| 91 | 2 | 1 | 3 | 4 |
| 92 | 2 | 1 | 4 | 3 |
| 93 | 4 | 1 | 3 | 2 |

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| 94 | 2 | 1 | 3 | 4 |
| 95 | 2 | 1 | 4 | 3 |
| 96 | 2 | 1 | 3 | 4 |
| 97 | 2 | 1 | 4 | 3 |
| 98 | 3 | 1 | 4 | 2 |
| 99 | 3 | 1 | 4 | 2 |
| 100 | 2 | 1 | 4 | 3 |

Price

| Responden | Dettol | Lifebuoy | Medicare | Nuvo |
|-----------|--------|----------|----------|------|
| 1 | 3 | 1 | 2 | 4 |
| 2 | 4 | 1 | 3 | 2 |
| 3 | 4 | 1 | 3 | 2 |
| 4 | 4 | 1 | 3 | 2 |
| 5 | 2 | 1 | 3 | 4 |
| 6 | 3 | 1 | 2 | 4 |
| 7 | 4 | 1 | 3 | 2 |
| 8 | 3 | 1 | 4 | 2 |
| 9 | 3 | 1 | 4 | 2 |
| 10 | 4 | 1 | 3 | 2 |
| 11 | 2 | 1 | 4 | 3 |
| 12 | 4 | 1 | 2 | 3 |
| 13 | 2 | 1 | 4 | 3 |
| 14 | 2 | 1 | 4 | 3 |
| 15 | 4 | 1 | 3 | 2 |
| 16 | 3 | 1 | 2 | 4 |
| 17 | 3 | 1 | 2 | 4 |
| 18 | 2 | 1 | 4 | 3 |
| 19 | 3 | 1 | 4 | 2 |
| 20 | 2 | 1 | 3 | 4 |
| 21 | 2 | 1 | 3 | 4 |
| 22 | 2 | 1 | 3 | 4 |

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| 23 | 2 | 1 | 3 | 4 |
| 24 | 4 | 1 | 3 | 2 |
| 25 | 3 | 1 | 4 | 2 |
| 26 | 2 | 1 | 4 | 3 |
| 27 | 4 | 1 | 3 | 2 |
| 28 | 4 | 1 | 3 | 2 |
| 29 | 3 | 1 | 4 | 2 |
| 30 | 2 | 1 | 4 | 3 |
| 31 | 3 | 1 | 2 | 4 |
| 32 | 3 | 1 | 4 | 2 |
| 33 | 2 | 1 | 4 | 3 |
| 34 | 3 | 1 | 2 | 4 |
| 35 | 2 | 1 | 3 | 4 |
| 36 | 2 | 1 | 4 | 3 |
| 37 | 2 | 1 | 4 | 3 |
| 38 | 4 | 1 | 3 | 2 |
| 39 | 2 | 1 | 3 | 4 |
| 40 | 3 | 1 | 4 | 2 |
| 41 | 3 | 1 | 4 | 2 |
| 42 | 4 | 1 | 2 | 3 |
| 43 | 4 | 1 | 2 | 3 |
| 44 | 4 | 1 | 2 | 3 |
| 45 | 4 | 1 | 2 | 3 |
| 46 | 2 | 1 | 3 | 4 |
| 47 | 4 | 1 | 3 | 2 |
| 48 | 4 | 1 | 3 | 2 |
| 49 | 4 | 1 | 3 | 2 |
| 50 | 3 | 1 | 4 | 2 |
| 51 | 4 | 1 | 2 | 3 |
| 52 | 4 | 1 | 3 | 2 |
| 53 | 3 | 1 | 4 | 2 |
| 54 | 3 | 1 | 2 | 4 |
| 55 | 3 | 1 | 4 | 2 |

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| 56 | 3 | 1 | 4 | 2 |
| 57 | 2 | 1 | 4 | 3 |
| 58 | 2 | 1 | 4 | 3 |
| 59 | 2 | 1 | 4 | 3 |
| 60 | 2 | 1 | 3 | 4 |
| 61 | 2 | 1 | 4 | 3 |
| 62 | 3 | 1 | 4 | 2 |
| 63 | 4 | 1 | 3 | 2 |
| 64 | 2 | 1 | 3 | 4 |
| 65 | 4 | 1 | 3 | 2 |
| 66 | 4 | 1 | 3 | 2 |
| 67 | 4 | 1 | 3 | 2 |
| 68 | 4 | 1 | 3 | 2 |
| 69 | 3 | 1 | 4 | 2 |
| 70 | 4 | 1 | 2 | 3 |
| 71 | 4 | 1 | 3 | 2 |
| 72 | 2 | 1 | 4 | 3 |
| 73 | 4 | 1 | 3 | 2 |
| 74 | 2 | 1 | 3 | 4 |
| 75 | 4 | 1 | 2 | 3 |
| 76 | 2 | 1 | 4 | 3 |
| 77 | 4 | 1 | 2 | 3 |
| 78 | 2 | 1 | 3 | 4 |
| 79 | 3 | 1 | 4 | 2 |
| 80 | 4 | 1 | 3 | 2 |
| 81 | 2 | 1 | 3 | 4 |
| 82 | 4 | 1 | 3 | 2 |
| 83 | 3 | 1 | 4 | 2 |
| 84 | 2 | 1 | 3 | 4 |
| 85 | 4 | 1 | 3 | 2 |
| 86 | 4 | 1 | 3 | 2 |
| 87 | 3 | 1 | 4 | 2 |
| 88 | 2 | 1 | 4 | 3 |

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| 89 | 4 | 1 | 2 | 3 |
| 90 | 4 | 1 | 2 | 3 |
| 91 | 4 | 1 | 2 | 3 |
| 92 | 4 | 1 | 2 | 3 |
| 93 | 2 | 1 | 3 | 4 |
| 94 | 4 | 1 | 2 | 3 |
| 95 | 3 | 1 | 2 | 4 |
| 96 | 4 | 1 | 3 | 2 |
| 97 | 3 | 1 | 4 | 2 |
| 98 | 4 | 1 | 3 | 2 |
| 99 | 3 | 1 | 4 | 2 |
| 100 | 2 | 1 | 4 | 3 |

Place

| Responden | Dettol | Lifebuoy | Medicare | Nuvo |
|-----------|--------|----------|----------|------|
| 1 | 3 | 1 | 4 | 2 |
| 2 | 3 | 1 | 4 | 2 |
| 3 | 3 | 1 | 4 | 2 |
| 4 | 4 | 1 | 3 | 2 |
| 5 | 3 | 1 | 4 | 2 |
| 6 | 2 | 1 | 4 | 3 |
| 7 | 2 | 1 | 3 | 4 |
| 8 | 3 | 1 | 4 | 2 |
| 9 | 3 | 1 | 4 | 2 |
| 10 | 2 | 1 | 4 | 3 |
| 11 | 2 | 1 | 3 | 4 |
| 12 | 2 | 1 | 4 | 3 |
| 13 | 3 | 1 | 4 | 2 |
| 14 | 4 | 1 | 2 | 3 |
| 15 | 3 | 1 | 2 | 4 |
| 16 | 3 | 1 | 2 | 4 |
| 17 | 3 | 1 | 2 | 4 |

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| 18 | 3 | 1 | 4 | 2 |
| 19 | 2 | 1 | 4 | 3 |
| 20 | 2 | 1 | 3 | 4 |
| 21 | 3 | 1 | 2 | 4 |
| 22 | 2 | 1 | 3 | 4 |
| 23 | 3 | 1 | 2 | 4 |
| 24 | 3 | 1 | 4 | 2 |
| 25 | 3 | 1 | 4 | 2 |
| 26 | 3 | 1 | 4 | 2 |
| 27 | 3 | 1 | 4 | 2 |
| 28 | 3 | 1 | 4 | 2 |
| 29 | 3 | 1 | 4 | 2 |
| 30 | 4 | 1 | 3 | 2 |
| 31 | 4 | 1 | 2 | 3 |
| 32 | 3 | 1 | 4 | 2 |
| 33 | 2 | 1 | 3 | 4 |
| 34 | 2 | 1 | 4 | 3 |
| 35 | 2 | 1 | 4 | 3 |
| 36 | 3 | 1 | 2 | 4 |
| 37 | 3 | 1 | 4 | 2 |
| 38 | 4 | 1 | 3 | 2 |
| 39 | 3 | 1 | 4 | 2 |
| 40 | 3 | 1 | 4 | 2 |
| 41 | 3 | 1 | 4 | 2 |
| 42 | 3 | 1 | 4 | 2 |
| 43 | 3 | 1 | 4 | 2 |
| 44 | 2 | 1 | 4 | 2 |
| 45 | 3 | 1 | 4 | 2 |
| 46 | 3 | 1 | 4 | 2 |
| 47 | 3 | 1 | 4 | 2 |
| 48 | 3 | 1 | 4 | 2 |
| 49 | 4 | 1 | 3 | 2 |
| 50 | 2 | 1 | 4 | 3 |

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| 51 | 4 | 1 | 2 | 3 |
| 52 | 4 | 1 | 3 | 2 |
| 53 | 3 | 1 | 4 | 2 |
| 54 | 3 | 1 | 2 | 4 |
| 55 | 3 | 1 | 4 | 2 |
| 56 | 3 | 1 | 4 | 2 |
| 57 | 4 | 1 | 3 | 2 |
| 58 | 4 | 1 | 3 | 2 |
| 59 | 4 | 1 | 2 | 3 |
| 60 | 2 | 1 | 4 | 3 |
| 61 | 2 | 1 | 4 | 3 |
| 62 | 3 | 1 | 4 | 2 |
| 63 | 2 | 1 | 4 | 3 |
| 64 | 4 | 1 | 3 | 2 |
| 65 | 3 | 1 | 4 | 2 |
| 66 | 2 | 1 | 4 | 3 |
| 67 | 3 | 1 | 2 | 4 |
| 68 | 3 | 1 | 4 | 2 |
| 69 | 4 | 1 | 2 | 3 |
| 70 | 3 | 1 | 4 | 2 |
| 71 | 3 | 1 | 4 | 2 |
| 72 | 2 | 1 | 4 | 3 |
| 73 | 2 | 1 | 4 | 3 |
| 74 | 3 | 1 | 4 | 2 |
| 75 | 3 | 1 | 4 | 2 |
| 76 | 3 | 1 | 4 | 2 |
| 77 | 3 | 1 | 4 | 2 |
| 78 | 3 | 1 | 2 | 4 |
| 79 | 2 | 1 | 4 | 3 |
| 80 | 4 | 1 | 3 | 2 |
| 81 | 2 | 1 | 4 | 3 |
| 82 | 3 | 1 | 4 | 2 |
| 83 | 4 | 1 | 2 | 3 |

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| 84 | 2 | 1 | 4 | 3 |
| 85 | 2 | 1 | 4 | 3 |
| 86 | 3 | 1 | 4 | 2 |
| 87 | 3 | 1 | 4 | 2 |
| 88 | 2 | 1 | 4 | 3 |
| 89 | 3 | 1 | 4 | 2 |
| 90 | 2 | 1 | 3 | 4 |
| 91 | 3 | 1 | 2 | 4 |
| 92 | 2 | 1 | 4 | 3 |
| 93 | 3 | 1 | 4 | 2 |
| 94 | 4 | 1 | 2 | 3 |
| 95 | 3 | 1 | 4 | 2 |
| 96 | 3 | 1 | 4 | 2 |
| 97 | 3 | 1 | 4 | 2 |
| 98 | 3 | 1 | 4 | 2 |
| 99 | 3 | 1 | 4 | 2 |
| 100 | 3 | 1 | 4 | 2 |

Promotion

| Responden | Dettol | Lifebuoy | Medicare | Nuvo |
|-----------|--------|----------|----------|------|
| 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 4 | 3 |
| 3 | 4 | 1 | 3 | 2 |
| 4 | 4 | 1 | 2 | 3 |
| 5 | 3 | 1 | 4 | 2 |
| 6 | 2 | 1 | 4 | 3 |
| 7 | 2 | 1 | 4 | 3 |
| 8 | 3 | 1 | 4 | 2 |
| 9 | 3 | 1 | 4 | 2 |
| 10 | 3 | 1 | 4 | 2 |
| 11 | 4 | 1 | 3 | 2 |
| 12 | 2 | 1 | 4 | 3 |

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| 13 | 3 | 1 | 4 | 2 |
| 14 | 4 | 1 | 2 | 3 |
| 15 | 2 | 1 | 4 | 3 |
| 16 | 4 | 1 | 3 | 2 |
| 17 | 3 | 1 | 4 | 2 |
| 18 | 2 | 1 | 4 | 3 |
| 19 | 2 | 1 | 4 | 3 |
| 20 | 3 | 1 | 4 | 2 |
| 21 | 2 | 1 | 4 | 3 |
| 22 | 2 | 1 | 4 | 3 |
| 23 | 2 | 1 | 4 | 3 |
| 24 | 2 | 1 | 3 | 4 |
| 25 | 3 | 1 | 4 | 2 |
| 26 | 4 | 1 | 3 | 2 |
| 27 | 2 | 1 | 4 | 3 |
| 28 | 2 | 1 | 4 | 2 |
| 29 | 3 | 1 | 4 | 2 |
| 30 | 2 | 1 | 4 | 3 |
| 31 | 2 | 1 | 3 | 4 |
| 32 | 3 | 1 | 4 | 2 |
| 33 | 3 | 1 | 4 | 2 |
| 34 | 4 | 1 | 3 | 2 |
| 35 | 2 | 1 | 3 | 4 |
| 36 | 2 | 1 | 4 | 3 |
| 37 | 4 | 1 | 3 | 2 |
| 38 | 3 | 1 | 4 | 2 |
| 39 | 3 | 1 | 4 | 2 |
| 40 | 3 | 1 | 4 | 2 |
| 41 | 3 | 1 | 4 | 2 |
| 42 | 3 | 1 | 4 | 2 |
| 43 | 3 | 1 | 4 | 2 |
| 44 | 2 | 1 | 4 | 3 |
| 45 | 3 | 1 | 4 | 2 |

| | | | | |
|----|---|---|---|---|
| 46 | 3 | 1 | 4 | 2 |
| 47 | 3 | 1 | 4 | 2 |
| 48 | 3 | 1 | 4 | 2 |
| 49 | 3 | 1 | 4 | 2 |
| 50 | 2 | 1 | 4 | 3 |
| 51 | 4 | 1 | 3 | 2 |
| 52 | 2 | 1 | 4 | 3 |
| 53 | 3 | 1 | 4 | 2 |
| 54 | 2 | 1 | 3 | 4 |
| 55 | 2 | 1 | 4 | 3 |
| 56 | 3 | 1 | 4 | 2 |
| 57 | 2 | 1 | 4 | 3 |
| 58 | 2 | 1 | 4 | 3 |
| 59 | 2 | 1 | 4 | 3 |
| 60 | 2 | 1 | 4 | 3 |
| 61 | 2 | 1 | 4 | 3 |
| 62 | 3 | 1 | 4 | 2 |
| 63 | 2 | 1 | 4 | 3 |
| 64 | 3 | 1 | 4 | 2 |
| 65 | 3 | 1 | 4 | 2 |
| 66 | 2 | 1 | 4 | 3 |
| 67 | 2 | 1 | 4 | 3 |
| 68 | 3 | 1 | 4 | 2 |
| 69 | 2 | 1 | 4 | 3 |
| 70 | 4 | 1 | 3 | 2 |
| 71 | 3 | 1 | 4 | 2 |
| 72 | 2 | 1 | 4 | 3 |
| 73 | 2 | 1 | 4 | 3 |
| 74 | 2 | 1 | 4 | 3 |
| 75 | 3 | 1 | 4 | 2 |
| 76 | 2 | 1 | 4 | 3 |
| 77 | 3 | 1 | 4 | 2 |
| 78 | 2 | 1 | 4 | 3 |

Frequency Table

jeniskelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | laki-laki | 47 | 47.0 | 47.0 | 47.0 |
| | Perempuan | 53 | 53.0 | 53.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 17-21 tahun | 35 | 35.0 | 35.0 | 35.0 |
| | 22-26 tahun | 29 | 29.0 | 29.0 | 64.0 |
| | 27-31 tahun | 12 | 12.0 | 12.0 | 76.0 |
| | 32-36 tahun | 7 | 7.0 | 7.0 | 83.0 |
| | > 36 tahun | 17 | 17.0 | 17.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

pendidikan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | SD | 8 | 8.0 | 8.0 | 8.0 |
| | SLTP | 9 | 9.0 | 9.0 | 17.0 |
| | SLTA | 67 | 67.0 | 67.0 | 84.0 |
| | DIPLOMA | 5 | 5.0 | 5.0 | 89.0 |
| | S1 | 9 | 9.0 | 9.0 | 98.0 |
| | S2 | 1 | 1.0 | 1.0 | 99.0 |
| | Lain-lain | 1 | 1.0 | 1.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | pegawai negeri | 2 | 2.0 | 2.0 | 2.0 |
| | pegawai swasta | 13 | 13.0 | 13.0 | 15.0 |
| | Wiraswasta | 8 | 8.0 | 8.0 | 23.0 |
| | Karyawan | 39 | 39.0 | 39.0 | 62.0 |
| | pelajar/mahasiswa | 14 | 14.0 | 14.0 | 76.0 |
| | ibu rumah tangga | 22 | 22.0 | 22.0 | 98.0 |
| | lain-lain | 2 | 2.0 | 2.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

pendapatan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------------|-----------|---------|---------------|--------------------|
| Valid | < Rp 1.000.000 | 13 | 38.0 | 38.0 | 38.0 |
| | Rp 1.000.001-Rp 3.000.000 | 61 | 50.0 | 50.0 | 88.0 |
| | Rp 3.000.001-Rp 5.000.000 | 19 | 9.0 | 9.0 | 97.0 |
| | Rp 5.000.001-Rp 7.000.000 | 7 | 3.0 | 3.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

mereksabun

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | Lifebuoy | 81 | 81.0 | 81.0 | 81.0 |
| | Nuvo | 7 | 7.0 | 7.0 | 88.0 |
| | Dettol | 11 | 11.0 | 11.0 | 99.0 |
| | Medicare | 1 | 1.0 | 1.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

bergantimerek

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | Ya | 54 | 54.0 | 54.0 | 54.0 |
| | Tidak | 46 | 46.0 | 46.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

faktorgantimerek

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------------|-----------|---------|---------------|--------------------|
| Valid | harganya lebih murah | 16 | 16.0 | 16.0 | 16.0 |
| | wanginya tahan lama | 18 | 18.0 | 18.0 | 34.0 |
| | coba-coba | 43 | 43.0 | 43.0 | 77.0 |
| | bosen terhadap sabun lama | 15 | 15.0 | 15.0 | 92.0 |
| | setelah melihat iklan di TV | 8 | 8.0 | 8.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 5**Hasil Uji Positioning dengan *Multidimension Scaling* (MDS)****Product****Alscal**

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 2 is used.

| Iteration | S-stress | Improvement |
|-----------|----------|-------------|
| 1 | .02057 | |
| 2 | .01670 | .00388 |
| 3 | .01452 | .00218 |
| 4 | .01313 | .00139 |
| 5 | .01213 | .00100 |
| 6 | .01133 | .00080 |

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data
(disparities)
in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.
Stress values are Kruskal's stress formula 2.

For matrix
Stress = .01844 RSQ = .99967

▼

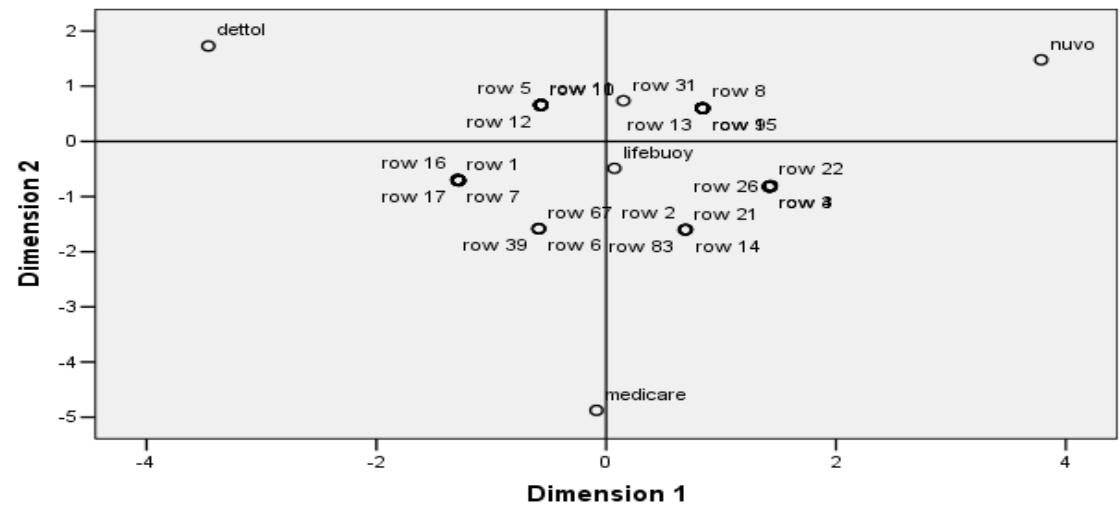
Configuration derived in 2 dimensions

Stimulus Coordinates

| Stimulus Number | Stimulus Name | Dimension | |
|--------------------|------------------|-----------|---------|
| | | 1 | 2 |
| Column | | | |
| 1 | dettol | -3.4623 | 1.7276 |
| 2 | lifebuoy | .0716 | -.4890 |
| 3 | medicare | -.0849 | -4.8750 |
| 4 | nuvo | 3.7856 | 1.4788 |

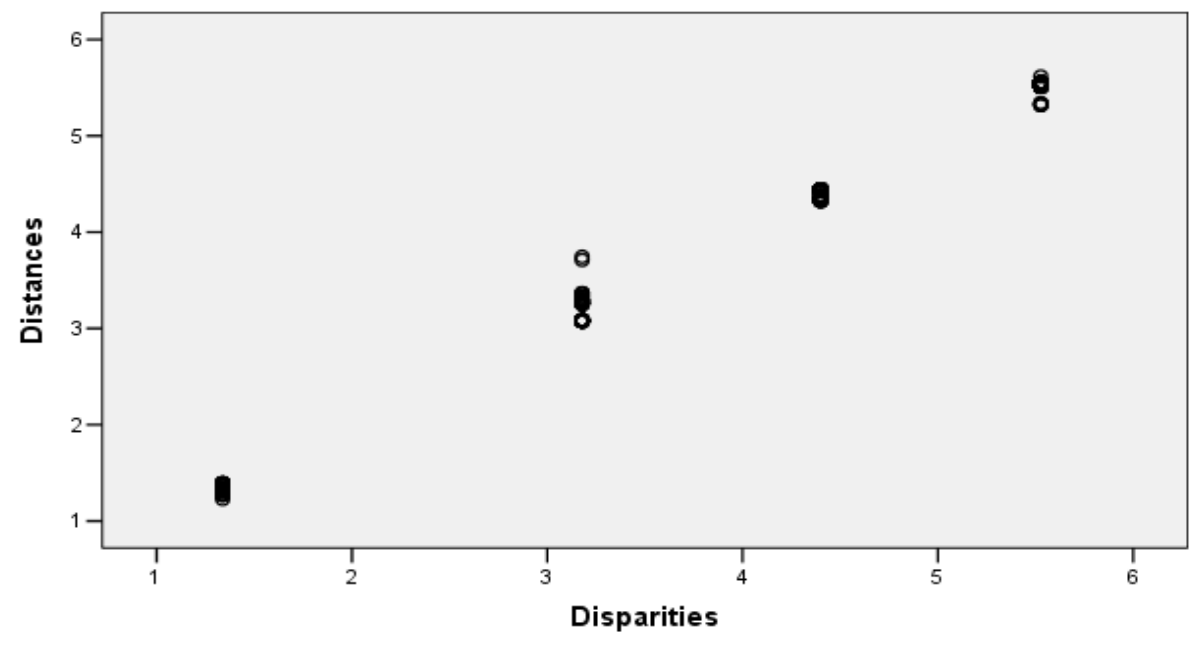
Derived Stimulus Configuration

Euclidean distance model



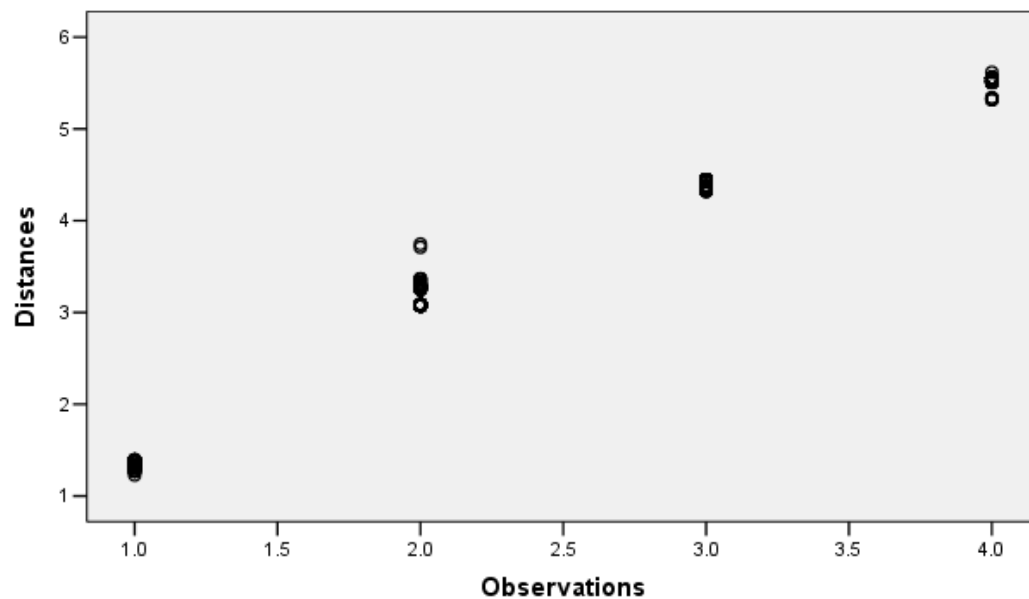
Scatterplot of Linear Fit

Euclidean distance model



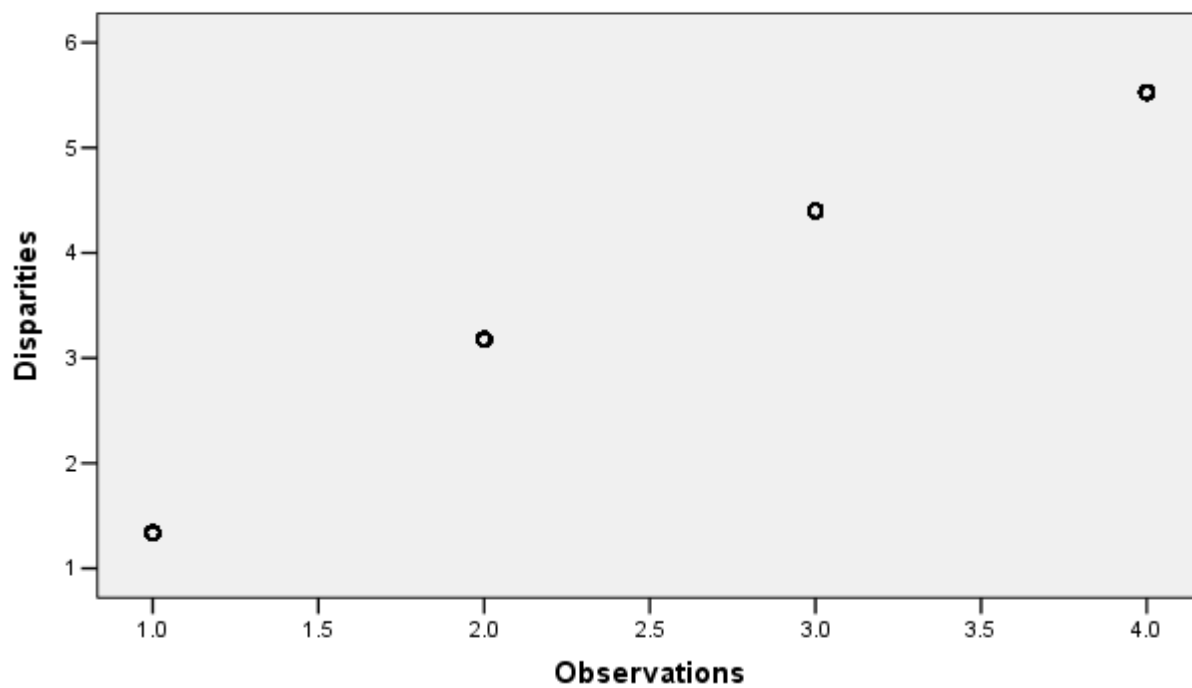
Scatterplot of Nonlinear Fit

Euclidean distance model



Transformation Scatterplot

Euclidean distance model



Price**Aiscal**

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 2 is used.

| Iteration | S-stress | Improvement |
|-----------|----------|-------------|
| 1 | .01546 | |
| 2 | .00967 | .00579 |
| 3 | .00696 | .00271 |
| 4 | .00567 | .00129 |
| 5 | .00496 | .00071 |

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data (disparities)

in the partition (row, matrix, or entire data) which is accounted for by their corresponding distances.

Stress values are Kruskal's stress formula 2.

For matrix
Stress = .00793 RSQ = .99994



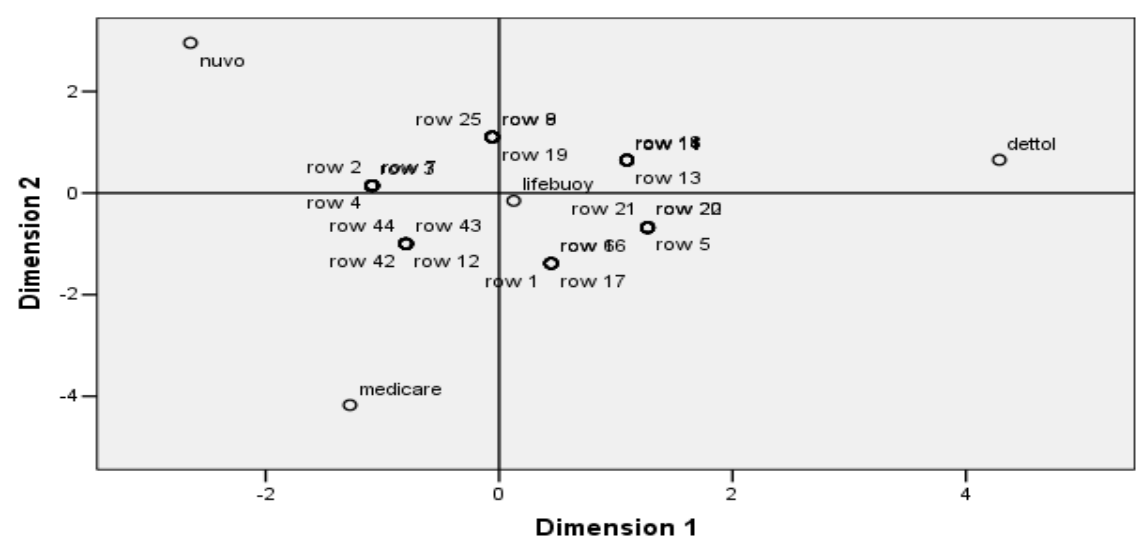
Configuration derived in 2 dimensions

Stimulus Coordinates

| Stimulus Number | Stimulus Name | Dimension | |
|--------------------|------------------|-----------|---------|
| | | 1 | 2 |
| Column | | | |
| 1 | dettol | 4.2862 | .6534 |
| 2 | lifebuoy | .1247 | -.1521 |
| 3 | medicare | -1.2786 | -4.1755 |
| 4 | nuvo | -2.6452 | 2.9576 |

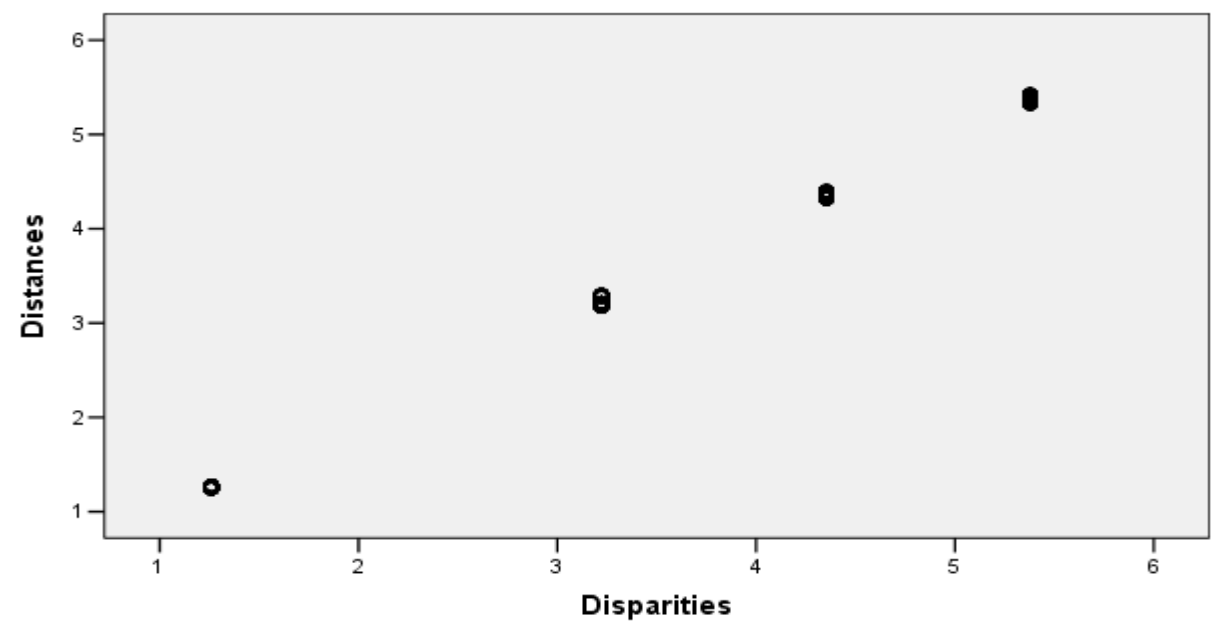
Derived Stimulus Configuration

Euclidean distance model



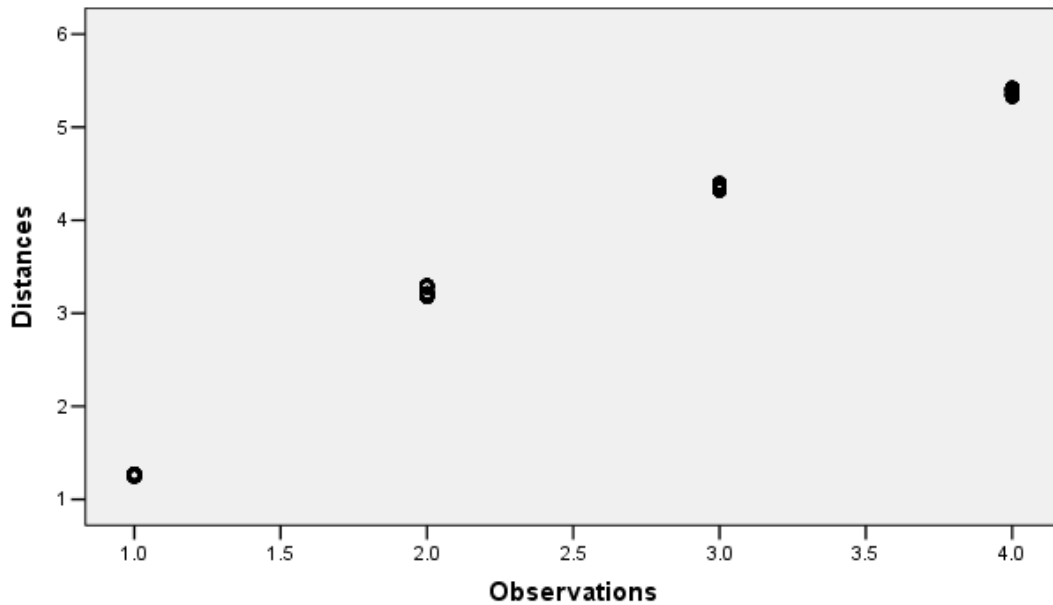
Scatterplot of Linear Fit

Euclidean distance model



Scatterplot of Nonlinear Fit

Euclidean distance model



Place

Aiscal



Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 2 is used.

| Iteration | S-stress | Improvement |
|-----------|----------|-------------|
| 1 | .03773 | |
| 2 | .02528 | .01246 |
| 3 | .01789 | .00738 |
| 4 | .01359 | .00431 |
| 5 | .01111 | .00248 |
| 6 | .00968 | .00143 |
| 7 | .00883 | .00085 |

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data (disparities)

in the partition (row, matrix, or entire data) which

is accounted for by their corresponding distances.
 Stress values are Kruskal's stress formula 2.

For matrix
 Stress = .01449 RSQ = .99979



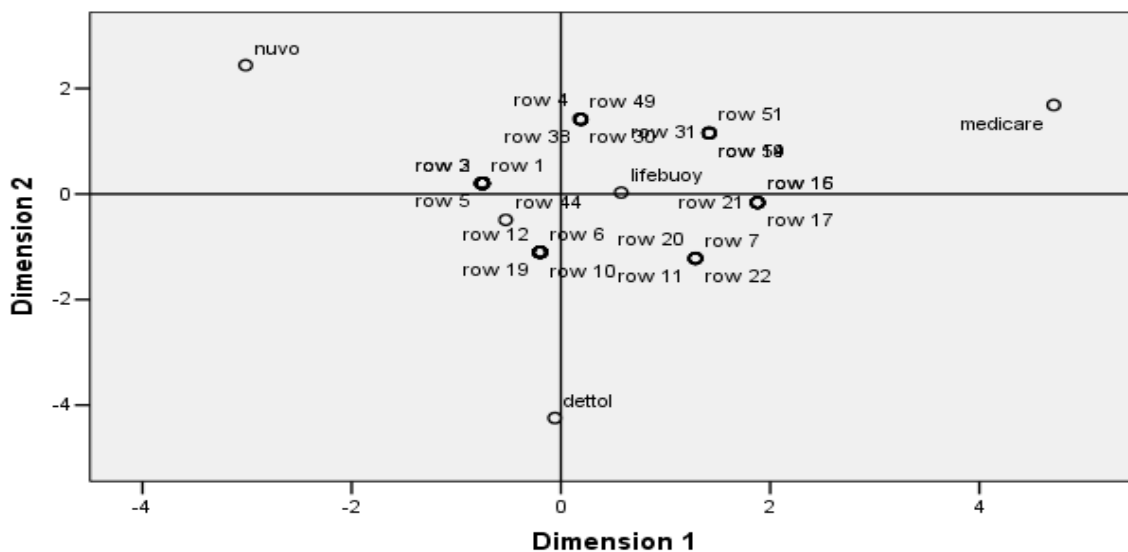
Configuration derived in 2 dimensions

Stimulus Coordinates

| Stimulus Number | Stimulus Name | Dimension | |
|-----------------|---------------|-----------|---------|
| | | 1 | 2 |
| Column 1 | | | |
| 1 | dettol | -.0580 | -4.2458 |
| 2 | lifebuoy | .5757 | .0274 |
| 3 | medicare | 4.7109 | 1.6857 |
| 4 | nuvo | -3.0139 | 2.4413 |

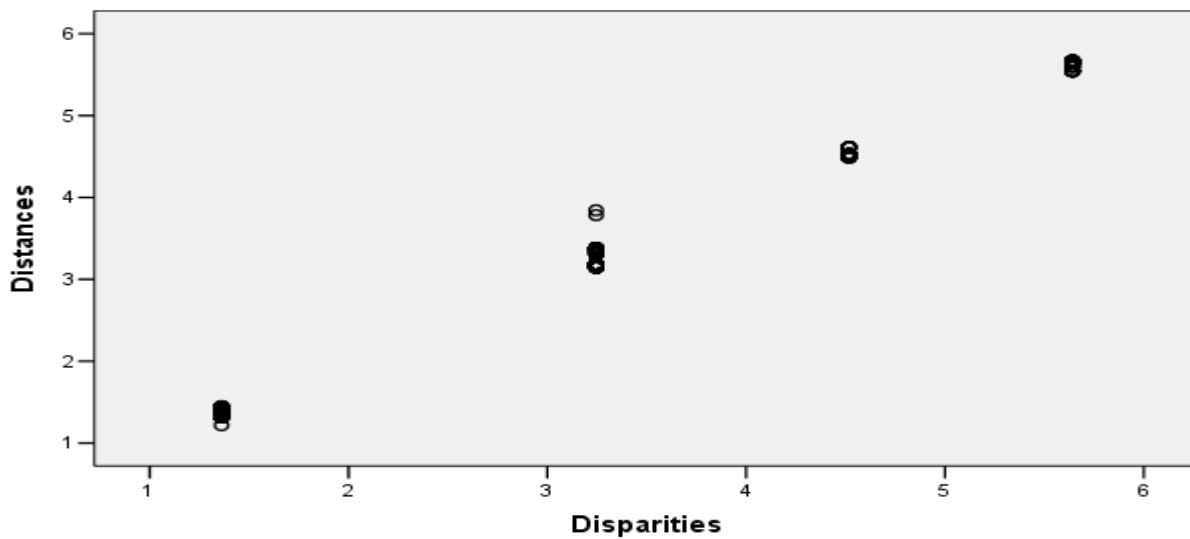
Derived Stimulus Configuration

Euclidean distance model



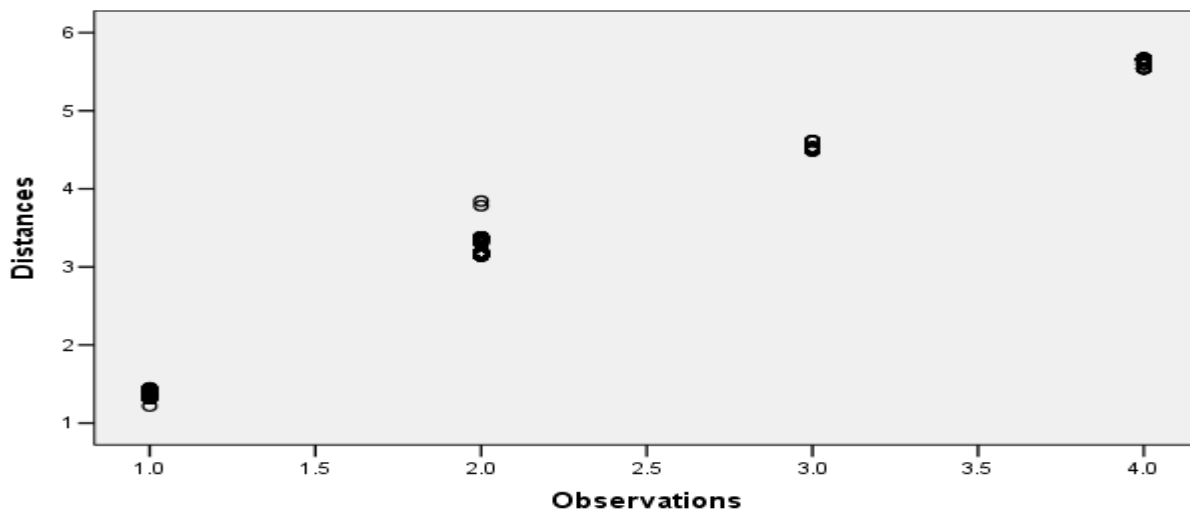
Scatterplot of Linear Fit

Euclidean distance model



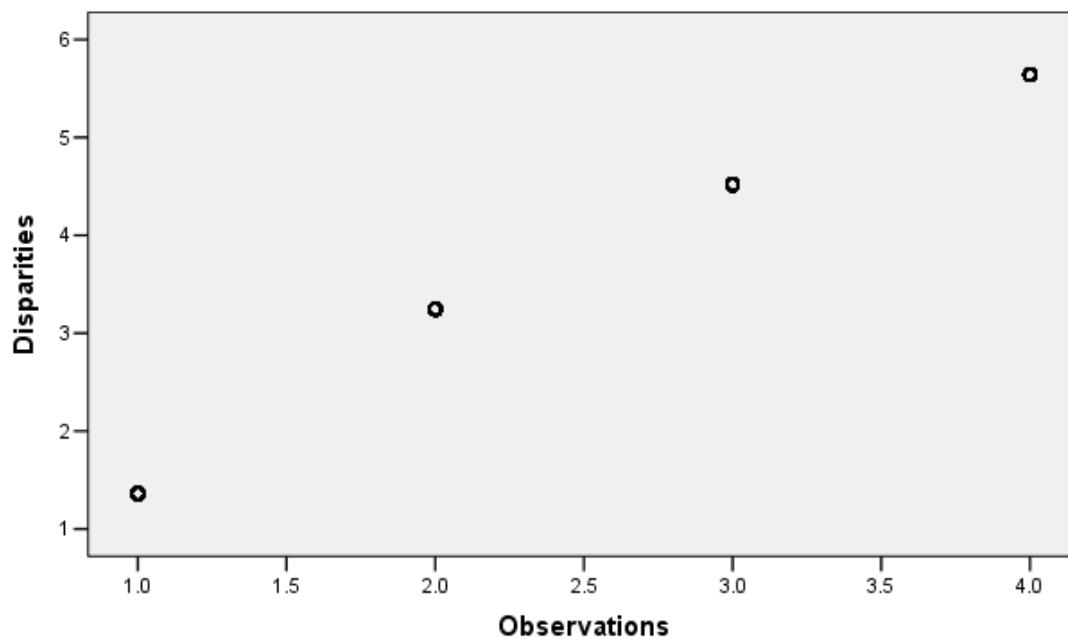
Scatterplot of Nonlinear Fit

Euclidean distance model



Transformation Scatterplot

Euclidean distance model



Promotion

Aiscal



Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 2 is used.

| Iteration | S-stress | Improvement |
|-----------|----------|-------------|
| 1 | .03559 | |
| 3 | .02081 | .00583 |
| 4 | .01694 | .00388 |
| 5 | .01434 | .00259 |
| 6 | .01258 | .00177 |
| 7 | .01133 | .00125 |
| 8 | .01043 | .00090 |

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data (disparities)

in the partition (row, matrix, or entire data) which is accounted for by their corresponding distances.

Stress values are Kruskal's stress formula 2.

For matrix
 Stress = .01724 RSQ = .99971

▼

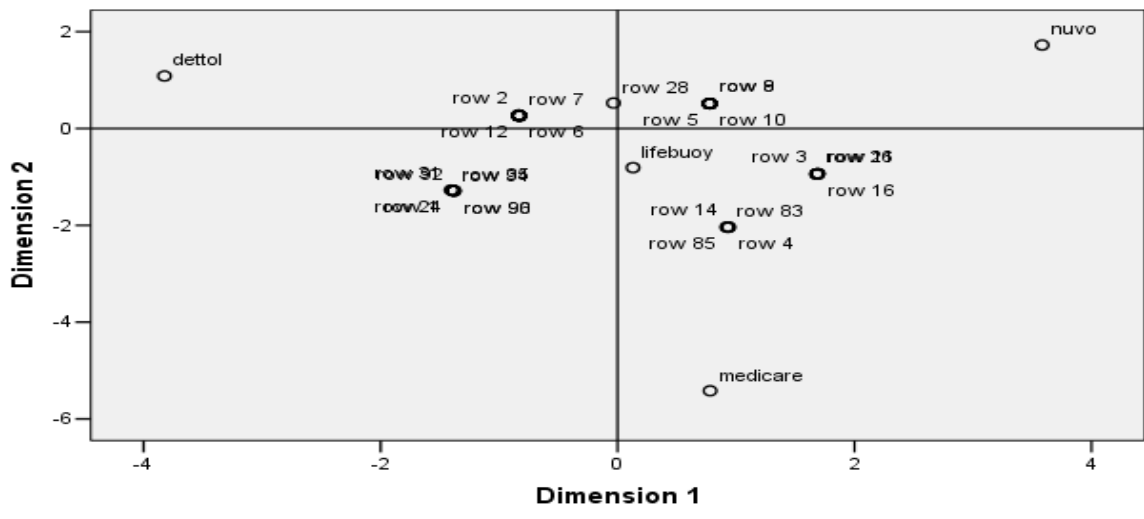
Configuration derived in 2 dimensions

Stimulus Coordinates

| Stimulus Number | Stimulus Name | Dimension | |
|--------------------|------------------|-----------|---------|
| | | 1 | 2 |
| Column | | | |
| 1 | dettol | -3.8240 | 1.0845 |
| 2 | lifebuoy | .1307 | -.8084 |
| 3 | medicare | .7814 | -5.4183 |
| 4 | nuvo | 3.5837 | 1.7238 |

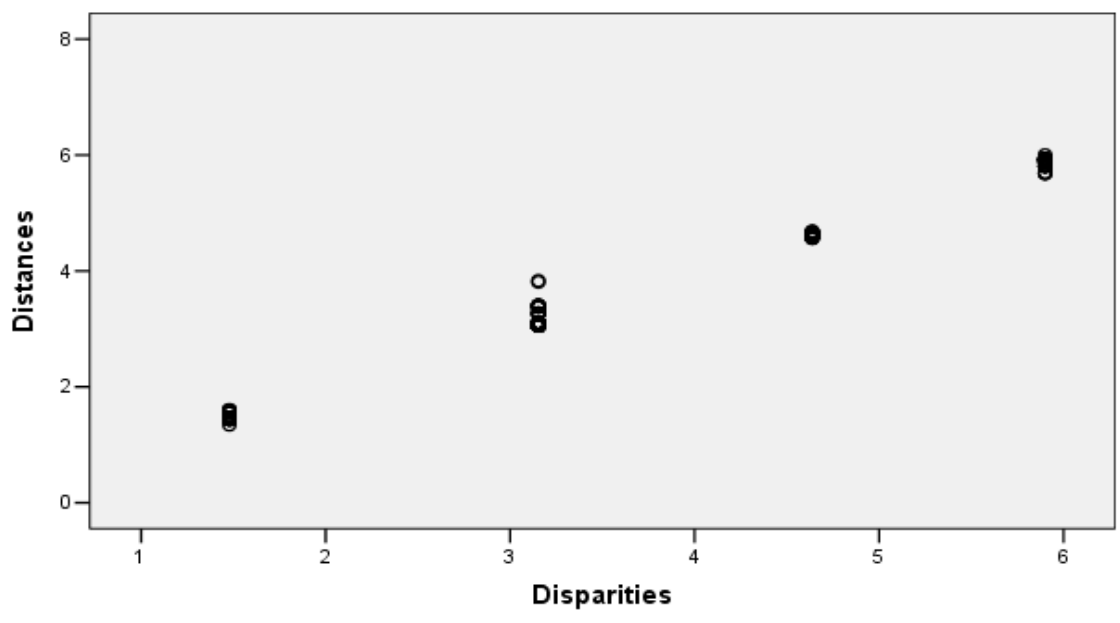
Derived Stimulus Configuration

Euclidean distance model



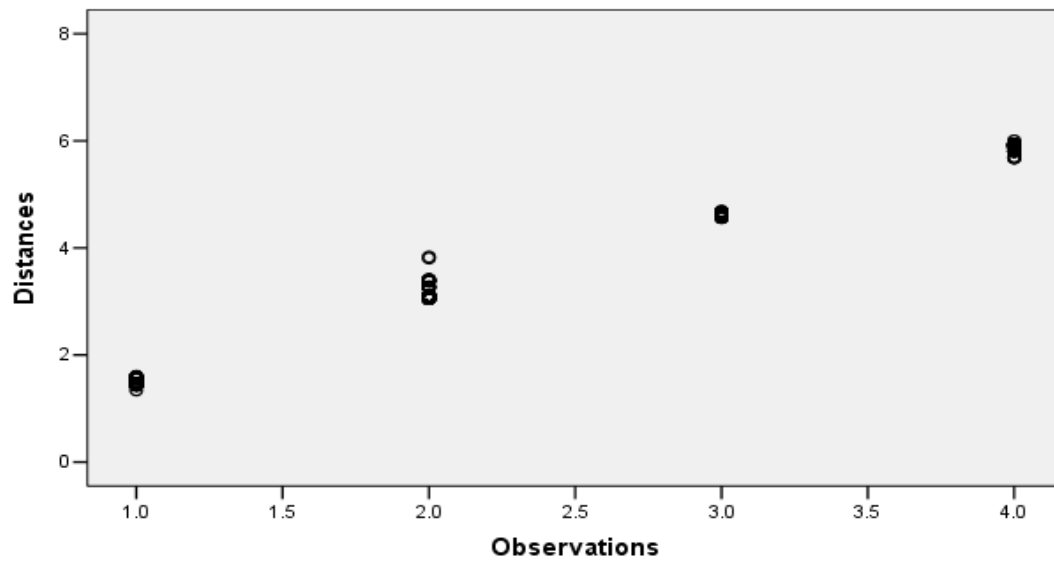
Scatterplot of Linear Fit

Euclidean distance model



Scatterplot of Nonlinear Fit

Euclidean distance model



Transformation Scatterplot

Euclidean distance model

