LAMPIRAN

Kuesioner

Saya adalah Mahasiswa Universitas Esa Unggul Fakultas Ekonomi Jurusan Manajemen yang berfokus pada Bidang Pemasaran, sedang melakukan penelitian untuk tugas akhir skripsi S-1 sebagai salah satu syarat kelulusan. Judul penelitian mengenai **"Analisis pengaruh citra merek, kualitas produk, dan harga terhadap keputusan pembelian kartu GSM simpati"(Studi kasus kartu provider sim card GSM Simpati di meruya selatan, Jakarta Barat).**. Demi tercapainya tujuan penelitian ini saya mengharapkan ketersediaan dari para mahasiswa/wi sekalian untuk menjawab pertanyaan yang terdapat didalam kuesioner ini dengan lengkap dan benar.

Atas kesediaan para mahasiswa/wi sekalian dalam menjawab kuesioner ini, saya ucapkan terima kasih.

A. Data Responden

Silakan beri tanda silang (X) pada jawaban yang paling tepat dan sesuai.

1. Apakah jenis kelamin anda?

   a. Pria b. Wanita

2. Berapa usia anda?

   a. 17 - 20 tahun c. > 24 tahun

   b. 21 – 24 tahun

3. Pekerjaan Anda?

   a. Pelajar c. Pegawai Swasta e. Lainnya…… (tulis)

   b. Mahasiswa d. Wiraswasta

4. Berapa lama Anda memliki kartu GSM Simpati ?

   a. < 1thn c. > 3 thn

   b. 2 – 3 thn

5. Apa pendapat Anda setelah menggunakan kartu GSM Simpati ?

   a. Membeli kembali

   b. Tidak membeli kembali

B. Pertanyaan

Berilah tanda check list (√) pada jawaban yang sesuai dengan pendapat anda.

Keterangan :

STS = Sangat Tidak Setuju = 1 Point

TS = Tidak Setuju = 2 Point

S = Setuju = 3 Point

SS = Sangat Setuju = 4 Point

No	Pertanyan	STS	TS	S	SS
CITRA MEREK					
1	PT. Telkomsel sebagai perusahaan yang memiliki sistem produksi jaringan yang baik bagi masyarakat				
2	PT Telkomsel dikenal sebagai perusahaan yang menproduksi kartu simpati				
3	Kartu perdana simpati memiliki jaringan yang bagus				
4	Kartu simpati memudahkan pemakai untuk browsing dengan lebih cepat				
5	Kartu simpati saat ini sudah dikenal sebagai kartu perdana yang memiliki jaringan yang bagus				
Kualitas Produk					
6	Saya telah membuktikan bahwa kartu simpati menjadi kartu yang memliki kemanpuan browsing yang cepat				
7	Kesetabilan koneksi kartu simpati yang lebih baik dari pesaingnya				
8	Saya telah membuktikan kualitas jaringan yang lebih baik				
9	Fitur yang diberikan kartu simpati sama dengan harga yang tawarkan				
10	Kartu simpati dapat digunakan diberbagai daerah di Indonesia				
Harga					

11	Tarif sms kartu simpati lebih terjangkau				
12	Tarif internet kartu simpati harganya lebih terjangkau dengan kualitas yang diberikan				
13	Kualitas yang diberikan kartu simpati sesuai dengan harga yang diberikan				
14	Harga kartu simpati bersaing dengan harga kartu lain berdasarkan kualitas				
15	Tarif internet yang di berikan bervariasi				

LAMPIRAN
TABULASI DATA *PRE-TEST* 30 RESPONDEN

no	citra merek								kualitas produk							harga								total
1	4	4	4	4	4	4	4	3	4	4	3	4	2	4	3	4	2	3	3	2	3	4	4	80
2	4	3	4	2	3	4	2	3	4	4	4	3	4	4	3	3	4	3	4	3	4	3	3	78
3	3	4	3	2	3	3	2	2	3	3	2	2	3	4	4	3	4	2	3	2	2	3	2	64
4	4	3	4	3	3	2	3	3	2	2	3	3	4	3	3	3	3	3	2	3	2	3	2	66
5	2	3	2	3	4	4	2	4	4	4	4	3	3	4	4	3	4	4	4	3	3	3	3	77
6	2	3	2	3	3	3	2	3	3	3	3	1	1	2	2	3	3	2	3	3	2	3	3	58
7	3	3	3	3	4	3	4	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	69
8	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	4	4	3	2	3	3	72
9	3	3	3	2	3	2	3	3	3	2	2	2	3	2	2	3	3	2	2	2	1	2	1	54
10	4	4	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	74
11	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	2	2	3	3	65
12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	2	66
13	3	3	3	3	3	3	2	2	3	2	2	2	3	3	2	3	2	3	3	3	2	3	2	60
14	3	3	3	2	3	2	3	3	3	2	2	2	3	3	3	3	4	4	3	2	2	3	3	64
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17	4	4	4	3	4	4	4	4	4	3	3	3	4	3	3	3	4	3	3	3	3	3	3	79
18	3	3	4	3	3	3	3	3	3	2	3	3	4	3	3	2	4	3	2	3	2	3	3	68
19	4	4	4	2	3	3	4	4	4	2	3	3	3	3	3	2	4	3	3	3	3	3	3	73

20	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	2	2	2	63
21	4	4	4	4	3	2	4	2	3	4	4	4	3	3	3	3	4	2	2	3	3	3	3	74
22	4	4	4	4	3	3	4	2	3	4	4	4	3	3	3	3	4	3	3	3	3	3	3	77
23	4	4	4	4	3	4	3	2	3	4	4	4	3	3	3	3	4	2	3	3	2	2	3	74
24	4	4	4	4	3	3	4	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3	3	76
25	4	4	4	4	2	2	3	2	3	4	4	4	3	3	3	3	4	3	2	3	3	3	3	73
26	4	4	4	4	3	2	4	2	3	4	4	4	3	3	4	3	4	2	2	2	3	3	3	74
27	4	4	4	4	3	2	4	2	3	4	4	4	3	3	4	3	4	2	2	2	4	3	4	76
28	4	4	4	4	2	2	4	2	3	4	4	4	3	3	3	3	4	3	3	3	3	3	3	75
29	4	4	4	4	2	2	4	2	3	4	3	3	3	3	3	3	4	3	2	2	3	3	3	71
30	4	4	4	3	3	2	3	2	3	3	4	3	3	3	3	2	3	3	2	2	3	3	3	68

LAMPIRAN
TABULASI DATA 150 RESPONDEN

no	citra merek					kualitas produk					harga					Total	kp
1	3	3	3	4	3	4	4	4	4	4	4	4	3	4	4	54	0
2	4	3	4	3	3	4	4	4	3	3	4	3	3	3	3	50	0
3	4	4	3	3	3	4	3	3	4	4	3	4	4	4	4	53	1
4	2	2	2	3	3	3	4	4	3	2	4	3	2	3	3	42	0
5	3	3	3	4	3	3	4	4	4	4	4	4	3	4	4	53	1
6	3	3	3	3	3	4	3	4	3	3	4	3	3	3	3	47	0
7	3	3	3	4	3	4	4	3	4	4	3	4	3	4	4	53	0
8	4	4	2	3	4	4	4	4	4	4	4	4	4	4	4	55	0
9	3	4	4	3	2	4	3	4	3	4	4	3	4	3	3	50	1
10	4	3	3	4	3	3	4	3	4	3	3	4	3	4	4	52	0
11	2	3	3	3	3	4	4	4	4	4	4	4	3	4	4	51	1
12	3	3	4	3	3	2	3	3	2	3	3	2	3	2	2	41	0
13	4	3	4	3	4	4	4	3	3	3	3	3	3	3	3	50	0
14	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	43	0
15	3	4	3	3	4	3	4	3	3	3	3	3	4	3	3	49	1
16	2	2	2	4	3	4	4	4	3	3	4	3	2	3	3	46	0
17	3	3	3	4	3	3	3	4	4	3	4	4	3	4	4	51	1
18	3	3	3	3	3	4	3	3	4	4	3	4	3	4	4	50	0

19	4	4	4	3	3	4	3	4	4	4	4	4	4	4	4	55	0
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21	3	3	3	3	4	4	3	4	3	4	4	3	3	3	3	49	0
22	4	4	3	3	3	4	4	4	4	3	4	4	4	4	4	54	1
23	3	3	3	3	3	4	3	4	3	3	4	3	3	3	3	46	1
24	3	3	3	3	2	3	3	4	3	3	4	3	3	3	3	45	0
25	3	3	3	2	2	3	4	4	3	4	4	3	3	3	3	45	0
26	2	2	1	3	1	3	4	3	4	3	3	4	2	4	4	42	0
27	4	3	3	3	3	4	3	3	4	4	3	4	3	4	4	52	0
28	3	3	4	2	3	4	4	4	3	2	4	3	3	3	3	46	0
29	3	3	3	2	3	4	3	4	4	3	4	4	3	4	4	48	0
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31	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	43	0
32	3	2	3	3	3	4	3	4	3	3	4	3	2	3	3	45	0
33	2	2	3	2	3	3	4	3	3	3	3	3	2	3	3	41	0
34	3	2	2	3	1	4	4	3	4	4	3	4	2	4	4	47	0
35	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	57	1
36	4	4	4	3	4	4	3	4	3	4	4	3	4	3	3	53	1
37	3	4	2	3	4	3	3	3	3	3	3	3	4	3	3	47	1
38	4	3	3	3	4	4	4	3	3	3	3	3	3	3	3	49	0
39	3	4	3	2	4	3	3	2	3	3	2	3	4	3	3	46	0
40	3	2	3	3	4	3	4	3	3	3	3	3	2	3	3	45	0

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43	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	47	0
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45	3	3	2	3	3	4	3	3	3	3	3	3	3	3	3	45	0
46	3	4	4	2	3	4	3	3	3	3	3	3	4	3	3	47	1
47	3	3	4	3	3	3	3	3	4	3	3	4	3	4	4	49	1
48	3	4	2	3	3	4	3	3	3	3	3	3	4	3	3	47	0
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56	4	3	3	2	3	3	3	3	3	3	3	3	3	3	3	44	0
57	4	4	4	2	4	3	3	3	3	3	3	3	4	3	3	48	1
58	4	4	4	3	4	3	3	3	3	3	3	3	4	3	3	51	1
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60	3	4	4	2	3	3	2	3	3	3	3	3	4	3	3	46	0
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68	4	3	4	3	4	3	3	3	3	3	3	3	3	3	3	48	0
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76	3	4	4	4	3	3	2	2	2	3	2	2	4	2	2	44	0
77	4	3	4	4	4	4	4	3	4	3	3	4	3	4	4	56	1
78	4	4	3	4	2	3	3	3	3	4	3	3	4	3	3	50	0
79	4	3	4	3	3	3	3	3	3	4	3	3	3	3	3	48	1
80	3	4	4	3	3	4	4	3	3	3	3	3	4	3	3	50	1
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82	4	3	3	3	3	3	3	4	3	3	4	3	3	3	3	47	1
83	3	4	3	3	3	3	3	3	3	3	3	3	4	3	3	46	0
84	4	4	4	3	4	4	3	3	4	4	3	4	4	4	4	55	0

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87	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45	1
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118	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	46	0
119	3	3	3	3	3	4	4	4	4	3	4	4	3	4	4	52	0
120	3	4	3	3	3	4	4	3	3	3	3	3	4	3	3	49	1
121	3	3	2	3	3	3	3	3	3	4	3	3	3	3	3	46	0
122	3	3	2	4	2	4	4	3	3	3	3	3	3	3	3	48	1
123	2	3	3	4	2	3	3	3	3	3	3	3	3	3	3	46	1
124	3	3	3	2	3	3	3	3	3	2	3	3	3	3	3	42	0
125	3	3	2	3	3	3	3	3	3	2	3	3	3	3	3	43	0
126	3	2	2	3	3	2	2	2	1	1	2	1	2	1	1	31	0
127	4	4	4	3	3	4	3	3	3	3	3	3	4	3	3	51	0
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129	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	47	0
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131	3	3	4	2	4	3	3	3	3	3	3	3	3	3	3	45	0
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133	3	3	3	2	3	2	2	3	3	3	3	3	3	3	3	41	0
134	4	3	4	2	4	3	2	3	2	1	3	2	3	2	2	41	0
135	4	3	3	2	4	4	4	4	4	3	4	4	3	4	4	52	1
136	3	3	3	3	2	4	4	4	4	4	4	4	3	4	4	52	1
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138	3	3	3	3	3	4	3	4	3	4	4	3	3	3	3	49	0
139	4	3	4	2	3	3	4	4	3	4	4	3	3	3	3	48	0
140	3	4	3	3	3	3	2	3	3	4	3	3	4	3	3	47	0
141	3	3	3	3	3	3	2	3	4	3	3	4	3	4	4	47	0
142	3	4	3	3	2	3	2	3	3	4	3	3	4	3	3	47	1
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144	3	4	3	3	3	4	4	2	3	4	2	3	4	3	3	49	1
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146	3	3	3	3	3	3	4	2	4	3	2	4	3	4	4	49	1
147	3	3	3	3	3	3	3	4	4	3	4	4	3	4	4	49	1
148	3	3	2	3	2	3	4	3	2	3	3	2	3	2	2	42	0
149	3	3	3	3	3	4	3	4	4	3	4	4	3	4	4	51	1
150	3	2	3	3	3	3	3	4	2	3	4	2	2	2	2	42	1

LAMPIRAN

TABULASI DATA KARAKTERISTIK RESPONDEN

no	Jenis kelamin	Usia	Pekerjaan	Berapa lama	Membeli kembali atau tidak membeli kembali
1	1	2	2	2	0
2	2	1	2	3	0
3	1	2	2	2	1
4	2	1	2	3	0
5	2	1	2	3	1
6	2	1	2	3	0
7	2	1	2	3	0
8	1	2	2	2	0
9	1	2	2	2	1
10	2	1	2	3	0
11	2	1	2	1	1
12	2	1	2	1	0
13	2	2	2	3	0
14	2	2	2	3	0
15	2	2	2	3	1
16	2	2	5	3	0
17	2	2	5	3	1
18	1	2	2	2	0

19	1	2	2	2	0
20	1	2	2	2	1
21	1	2	2	2	0
22	1	2	2	2	1
23	1	2	2	2	1
24	1	2	2	2	0
25	1	2	5	1	0
26	2	1	1	1	0
27	2	2	4	1	0
28	2	2	4	2	0
29	2	2	4	2	0
30	2	2	4	2	0
31	2	2	3	2	0
32	2	2	4	2	0
33	2	4	3	1	0
34	2	4	3	1	0
35	2	4	3	1	1
36	1	2	5	1	1
37	1	2	5	1	1
38	1	2	5	1	0
39	1	2	5	1	0
40	1	2	3	3	0

41	1	2	5	1	0
42	1	2	5	1	1
43	1	2	5	1	0
44	2	3	3	1	1
45	2	3	3	1	0
46	1	2	2	2	1
47	1	2	3	3	1
48	1	2	2	2	0
49	1	2	2	2	1
50	1	2	2	2	1
51	2	3	3	1	0
52	2	3	3	1	0
53	2	3	3	1	1
54	2	4	4	2	0
55	2	2	2	2	1
56	1	2	2	2	0
57	1	2	2	2	1
58	1	2	2	2	1
59	1	2	2	2	1
60	1	2	2	2	0
61	2	1	1	1	0
62	2	1	2	2	0

63	1	2	2	2	0
64	1	2	2	2	0
65	1	2	2	2	1
66	2	3	2	1	0
67	2	3	3	3	0
68	2	3	3	3	0
69	2	2	4	2	0
70	2	2	4	2	0
71	2	2	4	2	0
72	2	2	4	2	0
73	2	2	3	3	0
74	2	2	3	3	1
75	1	2	2	2	1
76	1	2	3	3	0
77	1	2	3	3	1
78	1	1	1	1	0
79	2	3	3	3	1
80	2	3	3	3	1
81	2	3	3	3	1
82	2	2	2	3	1
83	2	2	2	3	0
84	2	3	3	3	0

85	2	3	3	3	0
86	2	2	2	3	0
87	2	2	2	2	1
88	1	1	1	1	1
89	1	1	1	1	1
90	1	1	1	1	0
91	1	1	1	1	1
92	1	1	1	1	0
93	2	1	2	1	0
94	2	2	2	3	0
95	2	2	2	3	0
96	2	3	3	3	0
97	1	1	1	1	0
98	1	1	2	3	0
99	2	3	3	3	1
100	2	3	3	3	1
101	2	3	3	3	0
102	2	3	3	3	0
103	2	3	3	3	1
104	2	2	3	3	0
105	2	1	1	1	1
106	1	1	2	3	0

107	1	3	2	3	0
108	1	3	2	3	0
109	1	2	3	2	1
110	1	3	2	2	0
111	2	1	1	1	1
112	2	1	1	1	0
113	2	2	2	3	0
114	2	3	3	3	0
115	2	3	3	3	1
116	2	3	3	3	0
117	2	3	2	3	1
118	2	2	2	3	0
119	2	2	3	3	0
120	2	3	3	3	1
121	1	3	2	3	0
122	1	3	2	3	1
123	2	3	2	3	1
124	1	3	2	3	0
125	2	3	3	3	0
126	2	3	4	2	0
127	2	3	4	2	0
128	2	3	4	2	0

129	2	3	4	2	0
130	1	3	2	3	0
131	1	3	2	3	0
132	1	3	2	3	0
133	2	3	4	2	0
134	2	3	4	2	0
135	2	3	4	2	1
136	2	2	3	3	1
137	2	3	4	2	1
138	2	3	4	2	0
139	1	3	2	3	0
140	1	3	2	3	0
141	1	3	3	2	0
142	1	3	2	2	1
143	1	3	2	3	0
144	1	3	2	3	1
145	1	2	4	2	0
146	1	3	2	3	1
147	1	3	2	3	1
148	1	3	2	3	0
149	2	3	4	2	1
150	2	3	4	2	1

Correlations

		citra merek	citra merek	citra merek	citra merek	citra merek	citra merek	citra merek	citra merek	kualitas produk	kualitas produk	kualitas produk	kualitas produk	kualitas produk	kualitas produk	kualitas produk	harga	harga	harga	harga	harga	harga	harga	harga	TOTAL
citra merek	Pearson Correlation	1	.754**	.848**	.445*	-0.16	-0.135	.573**	-0.304	-0.017	0.273	.396*	.679**	.370*	0.114	0.082	0.243	0.284	-0.179	-.374*	0.044	.560**	0.082	0.288	.591**
	Sig. (2-tailed)		0	0	0.014	0.398	0.477	0.001	0.102	0.93	0.144	0.03	0	0.044	0.549	0.668	0.195	0.128	0.343	0.042	0.817	0.001	0.668	0.123	0.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
citra merek	Pearson Correlation	.754**	1	.609**	.536**	-0.087	-0.076	.506**	-0.345	0.116	.417*	.371*	.568**	-0.016	0.132	0.119	.422*	.408*	-0.327	-0.331	-0.027	.541**	0.119	.381*	.575**
	Sig. (2-tailed)	0		0	0.002	0.646	0.692	0.004	0.062	0.543	0.022	0.044	0.001	0.935	0.487	0.531	0.02	0.025	0.077	0.074	0.885	0.002	0.531	0.038	0.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
citra merek	Pearson Correlation	.848**	.609**	1	.368*	-0.222	-0.198	.566**	-0.332	0.016	0.204	.396*	.640**	.440*	0.12	-0.075	0.231	.480**	-0.189	-.463**	0.061	.452*	0.176	0.315	.550**
	Sig. (2-tailed)	0	0		0.045	0.239	0.295	0.001	0.073	0.935	0.279	0.03	0	0.015	0.528	0.692	0.22	0.007	0.317	0.01	0.749	0.012	0.352	0.09	0.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
citra merek	Pearson Correlation	.445*	.536**	.368*	1	-0.141	-0.098	.483**	-.438*	-0.2	.634**	.567**	.662**	-0.199	-0.043	0.312	0.243	0.085	-0.186	-0.278	0.136	.398*	0.192	.490**	.515**
	Sig. (2-tailed)	0.014	0.002	0.045		0.457	0.605	0.007	0.015	0.289	0	0.001	0	0.293	0.822	0.094	0.196	0.655	0.325	0.138	0.475	0.029	0.31	0.006	0.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
citra merek	Pearson Correlation	-0.16	-0.087	-0.222	-0.141	1	.658**	0.017	.381*	.377*	-0.195	-0.152	-0.025	0.086	0.252	0.203	0.102	-0.222	0.154	0.272	0.025	-0.065	0.047	0.062	0.195
	Sig. (2-tailed)	0.398	0.646	0.239	0.457		0	0.929	0.038	0.04	0.303	0.424	0.896	0.65	0.179	0.281	0.592	0.239	0.416	0.147	0.895	0.733	0.806	0.745	0.302
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
citra merek	Pearson Correlation	-0.135	-0.076	-0.198	-0.098	.658**	1	-0.147	.421*	.533**	0.015	-0.04	0.012	0.085	.404*	0.196	0.005	-0.133	0.287	.669**	0.282	0.009	-0.022	0.115	0.344
	Sig. (2-tailed)	0.477	0.692	0.295	0.605	0		0.44	0.021	0.002	0.937	0.835	0.952	0.654	0.027	0.298	0.978	0.483	0.124	0	0.131	0.964	0.909	0.544	0.063
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
citra merek	Pearson Correlation	.573**	.506**	.566**	.483**	0.017	-0.147	1	-0.165	-0.007	0.176	0.239	.627**	0.117	-0.159	0.093	0.229	0.223	0.005	-0.308	-0.075	0.238	0.093	0.351	.485**
	Sig. (2-tailed)	0.001	0.004	0.001	0.007	0.929	0.44		0.385	0.97	0.352	0.204	0	0.537	0.402	0.626	0.223	0.235	0.977	0.098	0.694	0.205	0.626	0.057	0.007
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
citra merek	Pearson Correlation	-0.304	-0.345	-0.332	-.438*	.381*	.421*	-0.165	1	.521**	-0.314	-0.236	-0.344	0.06	0.077	-0.13	-0.063	-0.102	.426*	.472**	0.209	-0.026	0.13	0	0.051
	Sig. (2-tailed)	0.102	0.062	0.073	0.015	0.038	0.021	0.385		0.003	0.091	0.21	0.063	0.754	0.685	0.495	0.743	0.591	0.019	0.008	0.267	0.893	0.495	1	0.789
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kualitas produk	Pearson Correlation	-0.017	0.116	0.016	-0.2	.377*	.533**	-0.007	.521**	1	0.252	0.143	0.063	-0.036	.483**	0.079	0.124	0.132	0.213	.499**	0.096	.437*	0.276	.364*	.487**
	Sig. (2-tailed)	0.93	0.543	0.935	0.289	0.04	0.002	0.97	0.003		0.178	0.449	0.742	0.849	0.007	0.679	0.515	0.487	0.258	0.005	0.615	0.016	0.14	0.048	0.006
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kualitas produk	Pearson Correlation	0.273	.417*	0.204	.634**	-0.195	0.015	0.176	-0.314	0.252	1	.749**	.562**	-0.249	.369*	.375*	.389*	0.27	-0.192	0.137	0.054	.637**	0.265	.568**	.630**

	Sig. (2-tailed)	0.144	0.022	0.279	0	0.303	0.937	0.352	0.091	0.178		0	0.001	0.185	0.045	0.041	0.034	0.15	0.31	0.47	0.779	0	0.157	0.001	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kualitas produk	Pearson Correlation	.396*	.371*	.396*	.567**	-0.152	-0.04	0.239	-0.236	0.143	.749**	1	.711**	0.053	0.185	-0.052	0.355	.396*	-0.109	-0.05	0.25	.657**	0.077	.527**	.658**
	Sig. (2-tailed)	0.03	0.044	0.03	0.001	0.424	0.835	0.204	0.21	0.449	0		0	0.779	0.329	0.787	0.054	0.03	0.566	0.794	0.183	0	0.685	0.003	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kualitas produk	Pearson Correlation	.679**	.568**	.640**	.662**	-0.025	0.012	.627**	-0.344	0.063	.562**	.711**	1	0.296	0.283	0.147	.400*	0.307	-0.048	-0.24	0.018	.489**	0.034	.417*	.738**
	Sig. (2-tailed)	0	0.001	0	0	0.896	0.952	0	0.063	0.742	0.001	0		0.112	0.13	0.439	0.028	0.099	0.802	0.202	0.924	0.006	0.859	0.022	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kualitas produk	Pearson Correlation	.370*	-0.016	.440*	-0.199	0.086	0.085	0.117	0.06	-0.036	-0.249	0.053	0.296	1	0.245	-0.264	0.206	0.353	0.235	-0.145	0.095	0.075	-0.264	-0.252	0.232
	Sig. (2-tailed)	0.044	0.935	0.015	0.293	0.65	0.654	0.537	0.754	0.849	0.185	0.779	0.112		0.191	0.158	0.276	0.056	0.212	0.445	0.618	0.692	0.158	0.179	0.218
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kualitas produk	Pearson Correlation	0.114	0.132	0.12	-0.043	0.252	.404*	-0.159	0.077	.483**	.369*	0.185	0.283	0.245	1	0.229	.542**	0.12	0.304	.425*	-0.031	.437*	.419*	0.302	.549**
	Sig. (2-tailed)	0.549	0.487	0.528	0.822	0.179	0.027	0.402	0.685	0.007	0.045	0.329	0.13	0.191		0.224	0.002	0.528	0.102	0.019	0.872	0.016	0.021	0.105	0.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kualitas produk	Pearson Correlation	0.082	0.119	-0.075	0.312	0.203	0.196	0.093	-0.13	0.079	.375*	-0.052	0.147	-0.264	0.229	1	0.169	-0.201	-0.06	0.178	-0.034	0.088	0.149	0.056	0.225
	Sig. (2-tailed)	0.668	0.531	0.692	0.094	0.281	0.298	0.626	0.495	0.679	0.041	0.787	0.439	0.158	0.224		0.371	0.287	0.753	0.347	0.857	0.643	0.432	0.768	0.232
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
harga	Pearson Correlation	0.243	.422*	0.231	0.243	0.102	0.005	0.229	-0.063	0.124	.389*	0.355	.400*	0.206	.542**	0.169	1	.504**	0.014	0.023	-0.075	.496**	0.169	0.325	.572**
	Sig. (2-tailed)	0.195	0.02	0.22	0.196	0.592	0.978	0.223	0.743	0.515	0.034	0.054	0.028	0.276	0.002	0.371		0.005	0.939	0.904	0.695	0.005	0.371	0.08	0.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
harga	Pearson Correlation	0.284	.408*	.480**	0.085	-0.222	-0.133	0.223	-0.102	0.132	0.27	.396*	0.307	0.353	0.12	-0.201	.504**	1	-0.1	-0.14	0.162	.378*	-0.075	0.232	.441*
	Sig. (2-tailed)	0.128	0.025	0.007	0.655	0.239	0.483	0.235	0.591	0.487	0.15	0.03	0.099	0.056	0.528	0.287	0.005		0.598	0.46	0.391	0.04	0.692	0.217	0.015
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
harga	Pearson Correlation	-0.179	-0.327	-0.189	-0.186	0.154	0.287	0.005	.426*	0.213	-0.192	-0.109	-0.048	0.235	0.304	-0.06	0.014	-0.1	1	.488**	0.17	0.024	0.24	0.119	0.19
	Sig. (2-tailed)	0.343	0.077	0.317	0.325	0.416	0.124	0.977	0.019	0.258	0.31	0.566	0.802	0.212	0.102	0.753	0.939	0.598		0.006	0.37	0.901	0.202	0.532	0.315
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
harga	Pearson Correlation	-.374*	-0.331	-.463**	-0.278	0.272	.669**	-0.308	.472**	.499**	0.137	-0.05	-0.24	-0.145	.425*	0.178	0.023	-0.14	.488**	1	0.354	0.078	0.178	0.144	0.207
	Sig. (2-tailed)	0.042	0.074	0.01	0.138	0.147	0	0.098	0.008	0.005	0.47	0.794	0.202	0.445	0.019	0.347	0.904	0.46	0.006		0.055	0.68	0.347	0.446	0.272
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

harga	Pearson Correlation	0.044	-0.027	0.061	0.136	0.025	0.282	-0.075	0.209	0.096	0.054	0.25	0.018	0.095	-0.031	-0.034	-0.075	0.162	0.17	0.354	1	0.183	0.138	0.181	0.3
	Sig. (2-tailed)	0.817	0.885	0.749	0.475	0.895	0.131	0.694	0.267	0.615	0.779	0.183	0.924	0.618	0.872	0.857	0.695	0.391	0.37	0.055		0.332	0.469	0.337	0.108
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
harga	Pearson Correlation	.560**	.541**	.452*	.398*	-0.065	0.009	0.238	-0.026	.437*	.637**	.657**	.489**	0.075	.437*	0.088	.496**	.378*	0.024	0.078	0.183	1	.467**	.699**	.788**
	Sig. (2-tailed)	0.001	0.002	0.012	0.029	0.733	0.964	0.205	0.893	0.016	0	0	0.006	0.692	0.016	0.643	0.005	0.04	0.901	0.68	0.332		0.009	0	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
harga	Pearson Correlation	0.082	0.119	0.176	0.192	0.047	-0.022	0.093	0.13	0.276	0.265	0.077	0.034	-0.264	.419*	0.149	0.169	-0.075	0.24	0.178	0.138	.467**	1	.618**	.384*
	Sig. (2-tailed)	0.668	0.531	0.352	0.31	0.806	0.909	0.626	0.495	0.14	0.157	0.685	0.859	0.158	0.021	0.432	0.371	0.692	0.202	0.347	0.469	0.009		0	0.036
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
harga	Pearson Correlation	0.288	.381*	0.315	.490**	0.062	0.115	0.351	0	.364*	.568**	.527**	.417*	-0.252	0.302	0.056	0.325	0.232	0.119	0.144	0.181	.699**	.618**	1	.699**
	Sig. (2-tailed)	0.123	0.038	0.09	0.006	0.745	0.544	0.057	1	0.048	0.001	0.003	0.022	0.179	0.105	0.768	0.08	0.217	0.532	0.446	0.337	0	0		0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.591**	.575**	.550**	.515**	0.195	0.344	.485**	0.051	.487**	.630**	.658**	.738**	0.232	.549**	0.225	.572**	.441*	0.19	0.207	0.3	.788**	.384*	.699**	1
	Sig. (2-tailed)	0.001	0.001	0.002	0.004	0.302	0.063	0.007	0.789	0.006	0	0	0	0.218	0.002	0.232	0.001	0.015	0.315	0.272	0.108	0	0.036	0	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran Reliabilitas

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.826	23

LAMPIRAN

HASIL ANALISIS DISKRIMINAN

```
DISCRIMINANT
  /GROUPS=Y(0 1)
  /VARIABLES=x1 x2 x3 x4 x5 x6 x7 x8 x9 x10 x11 x12 x13 x14 x15
  /ANALYSIS ALL
  /METHOD=MAHAL
  /PIN=.05
  /POUT=.10
  /PRIORS EQUAL
  /HISTORY
  /STATISTICS=MEAN STDDEV COEFF RAW CROSSVALID
  /PLOT=CASES
  /CLASSIFY=NONMISSING POOLED.
```

Discriminant

[DataSet2]

Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		150	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
Total		150	100.0

Group Statistics

keputusan pembelian		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
0	citra merek	3.25	.583	95	95.000
	citra merek	3.11	.592	95	95.000
	citra merek	3.07	.623	95	95.000
	citra merek	2.85	.601	95	95.000
	citra merek	3.09	.585	95	95.000
	kualitas produk	3.21	.582	95	95.000

	kualitas produk	3.14	.612	95	95.000
	kualitas produk	3.17	.539	95	95.000
	kualitas produk	3.04	.600	95	95.000
	kualitas produk	3.05	.625	95	95.000
	harga	2.85	.601	95	95.000
	harga	3.25	.601	95	95.000
	harga	3.11	.592	95	95.000
	harga	3.04	.600	95	95.000
	harga	3.04	.600	95	95.000
1	citra merek	3.29	.533	55	55.000
	citra merek	3.31	.573	55	55.000
	citra merek	3.22	.534	55	55.000
	citra merek	2.95	.524	55	55.000
	citra merek	3.15	.558	55	55.000
	kualitas produk	3.36	.522	55	55.000
	kualitas produk	3.25	.552	55	55.000
	kualitas produk	3.18	.611	55	55.000
	kualitas produk	3.27	.560	55	55.000
	kualitas produk	3.22	.459	55	55.000
	harga	2.95	.524	55	55.000
	harga	3.29	.497	55	55.000
	harga	3.31	.573	55	55.000
	harga	3.27	.560	55	55.000
	harga	3.27	.560	55	55.000
Total	citra merek	3.27	.564	150	150.000
	citra merek	3.18	.592	150	150.000
	citra merek	3.13	.594	150	150.000
	citra merek	2.89	.574	150	150.000
	citra merek	3.11	.574	150	150.000
	kualitas produk	3.27	.564	150	150.000
	kualitas produk	3.18	.592	150	150.000
	kualitas produk	3.17	.565	150	150.000
	kualitas produk	3.13	.594	150	150.000
	kualitas produk	3.11	.574	150	150.000
	harga	2.89	.574	150	150.000

	harga	3.27	.564	150	150.000
	harga	3.18	.592	150	150.000
	harga	3.13	.594	150	150.000
	harga	3.13	.594	150	150.000

Analysis 1

Stepwise Statistics

Variables Entered/Removed[a,b,c,d]

Step	Entered	Min. D Squared					
		Statistic	Between Groups	Exact F			
				Statistic	df1	df2	Sig.
1	kualitas produk	.155	0 and 1	5.404	1	148.000	.021
2	citra merek	.307	0 and 1	5.308	2	147.000	.006

At each step, the variable that maximizes the Mahalanobis distance between the two closest groups is entered.

a. Maximum number of steps is 30.

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.

Variables in the Analysis

Step		Tolerance	Sig. of F to Remove	Min. D Squared	Between Groups
1	kualitas produk	1.000	.021		
2	kualitas produk	.990	.014	.121	0 and 1
	citra merek	.990	.026	.155	0 and 1

Variables Not in the Analysis

Step		Tolerance	Min. Tolerance	Sig. of F to Enter	Min. D Squared	Between Groups
0	citra merek	1.000	1.000	.690	.005	0 and 1
	citra merek	1.000	1.000	.042	.121	0 and 1
	citra merek	1.000	1.000	.152	.060	0 and 1
	citra merek	1.000	1.000	.341	.026	0 and 1

	citra merek	1.000	1.000	.604	.008	0 and 1
	kualitas produk	1.000	1.000	.109	.075	0 and 1
	kualitas produk	1.000	1.000	.242	.040	0 and 1
	kualitas produk	1.000	1.000	.889	.001	0 and 1
	kualitas produk	1.000	1.000	.021	.155	0 and 1
	kualitas produk	1.000	1.000	.089	.084	0 and 1
	harga	1.000	1.000	.341	.026	0 and 1
	harga	1.000	1.000	.690	.005	0 and 1
	harga	1.000	1.000	.042	.121	0 and 1
	harga	1.000	1.000	.021	.155	0 and 1
	harga	1.000	1.000	.021	.155	0 and 1
1	citra merek	.998	.998	.616	.163	0 and 1
	citra merek	.990	.990	.026	.307	0 and 1
	citra merek	.992	.992	.108	.234	0 and 1
	citra merek	.983	.983	.519	.168	0 and 1
	citra merek	.988	.988	.444	.173	0 and 1
	kualitas produk	.818	.818	.502	.169	0 and 1
	kualitas produk	.907	.907	.633	.162	0 and 1
	kualitas produk	.886	.886	.502	.169	0 and 1
	kualitas produk	.874	.874	.353	.181	0 and 1
	harga	.983	.983	.519	.168	0 and 1
	harga	.999	.999	.753	.158	0 and 1
	harga	.990	.990	.026	.307	0 and 1
	harga	.000	.000	.	.	.
	harga	.000	.000	.	.	.
2	citra merek	.824	.818	.639	.314	0 and 1
	citra merek	.904	.903	.331	.337	0 and 1
	citra merek	.982	.975	.471	.323	0 and 1
	citra merek	.954	.954	.723	.311	0 and 1
	kualitas produk	.812	.805	.639	.314	0 and 1
	kualitas produk	.887	.887	.423	.327	0 and 1
	kualitas produk	.875	.875	.678	.312	0 and 1
	kualitas produk	.819	.819	.710	.311	0 and 1
	harga	.982	.975	.471	.323	0 and 1
	harga	.991	.982	.613	.315	0 and 1

	harga	.000	.000	.	.	.
	harga	.000	.000	.	.	.
	harga	.000	.000	.	.	.

Wilks' Lambda								
Step	Number of Variables	Lambda	df1	df2	df3	Exact F		
						Statistic	df1	df2	Sig
1	1	.965	1	1	148	5.404	1	148.000	
2	2	.933	2	1	148	5.308	2	147.000	

Summary of Canonical Discriminant Functions

Eigenvalues				
Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.072[a]	100.0	100.0	.260

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

Wilks' Lambda				
Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.933	10.250	2	.006

Standardized Canonical Discriminant Function Coefficients	
	Function
	1
citra merek	.707
kualitas produk	.782

Structure Matrix	
	Function
	1
kualitas produk	.711
harga[a]	.711

harga[a]	.711
citra merek	.629
harga[a]	.629
kualitas produk[a]	.417
kualitas produk[a]	.358
citra merek[a]	.258
kualitas produk[a]	.167
citra merek[a]	.145
kualitas produk[a]	.119
harga[a]	.064
citra merek[a]	.064
citra merek[a]	.049
harga[a]	-.039

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.

Canonical Discriminant Function Coefficients	
	Function
	1
citra merek	1.207
kualitas produk	1.335
(Constant)	-8.013

Unstandardized coefficients

Functions at Group Centroids	
keputusan pembelian	Function
	1
0	-.203
1	.351

Unstandardized canonical discriminant functions evaluated at group means

Classification Statistics

Classification Processing Summary		
Processed		150
Excluded	Missing or out-of-range group codes	0
	At least one missing discriminating variable	0
Used in Output		150

Prior Probabilities for Groups			
keputusan pembelian	Prior	Cases Used in Analysis	
		Unweighted	Weighted
0	.500	95	95.000
1	.500	55	55.000
Total	1.000	150	150.000

Classification Function Coefficients		
	keputusan pembelian	
	0	1
citra merek	10.051	10.720
kualitas produk	9.875	10.614
(Constant)	-31.319	-35.799

Fisher's linear discriminant functions

Casewise Statistics

	Case Number	Actual Group	Highest Group					Second Highest Group			Discriminant Scores
			Predicted Group	P(D>d | G=g)		P(G=g | D=d)	Squared Mahalanobis Distance to Centroid	Group	P(G=g | D=d)	Squared Mahalanobis Distance to Centroid	Function 1
				p	df						
Original	1	0	1**	.550	1	.619	.357	0	.381	1.326	.948
	2	0	0	.855	1	.563	.034	1	.437	.544	-.386
	3	1	1	.071	1	.760	3.258	0	.240	5.564	2.156
	4	0	0	.164	1	.716	1.934	1	.284	3.782	-1.594
	5	1	1	.550	1	.619	.357	0	.381	1.326	.948
	6	0	0	.855	1	.563	.034	1	.437	.544	-.386
	7	0	1**	.550	1	.619	.357	0	.381	1.326	.948
	8	0	1**	.071	1	.760	3.258	0	.240	5.564	2.156
	9	1	1	.638	1	.602	.221	0	.398	1.049	.821
	10	0	1**	.550	1	.619	.357	0	.381	1.326	.948
	11	1	1	.550	1	.619	.357	0	.381	1.326	.948
	12	0	0	.129	1	.730	2.304	1	.270	4.293	-1.721
	13	0	0	.855	1	.563	.034	1	.437	.544	-.386
	14	0	0	.855	1	.563	.034	1	.437	.544	-.386
	15	1	1	.638	1	.602	.221	0	.398	1.049	.821
	16	0	0	.164	1	.716	1.934	1	.284	3.782	-1.594
	17	1	1	.550	1	.619	.357	0	.381	1.326	.948
	18	0	1**	.550	1	.619	.357	0	.381	1.326	.948
	19	0	1**	.071	1	.760	3.258	0	.240	5.564	2.156
	20	1	1	.638	1	.602	.221	0	.398	1.049	.821
	21	0	0	.855	1	.563	.034	1	.437	.544	-.386
	22	1	1	.071	1	.760	3.258	0	.240	5.564	2.156
	23	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	24	0	0	.855	1	.563	.034	1	.437	.544	-.386
	25	0	0	.855	1	.563	.034	1	.437	.544	-.386

	26	0	0	.955	1	.546	.003	1	.454	.372	-.259
	27	0	1**	.550	1	.619	.357	0	.381	1.326	.948
	28	0	0	.855	1	.563	.034	1	.437	.544	-.386
	29	0	1**	.550	1	.619	.357	0	.381	1.326	.948
	30	0	1**	.550	1	.619	.357	0	.381	1.326	.948
	31	0	0	.855	1	.563	.034	1	.437	.544	-.386
	32	0	0	.164	1	.716	1.934	1	.284	3.782	-1.594
	33	0	0	.164	1	.716	1.934	1	.284	3.782	-1.594
	34	0	0	.955	1	.546	.003	1	.454	.372	-.259
	35	1	1	.071	1	.760	3.258	0	.240	5.564	2.156
	36	1	1	.638	1	.602	.221	0	.398	1.049	.821
	37	1	1	.638	1	.602	.221	0	.398	1.049	.821
	38	0	0	.855	1	.563	.034	1	.437	.544	-.386
	39	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	40	0	0	.164	1	.716	1.934	1	.284	3.782	-1.594
	41	0	0	.164	1	.716	1.934	1	.284	3.782	-1.594
	42	1	0**	.164	1	.716	1.934	1	.284	3.782	-1.594
	43	0	0	.855	1	.563	.034	1	.437	.544	-.386
	44	1	1	.638	1	.602	.221	0	.398	1.049	.821
	45	0	0	.855	1	.563	.034	1	.437	.544	-.386
	46	1	1	.638	1	.602	.221	0	.398	1.049	.821
	47	1	1	.550	1	.619	.357	0	.381	1.326	.948
	48	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	49	1	1	.550	1	.619	.357	0	.381	1.326	.948
	50	1	1	.550	1	.619	.357	0	.381	1.326	.948
	51	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	52	0	0	.756	1	.581	.096	1	.419	.747	-.514
	53	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	54	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	55	1	1	.638	1	.602	.221	0	.398	1.049	.821

	56	0	0	.855	1	.563	.034	1	.437	.544	-.386
	57	1	1	.638	1	.602	.221	0	.398	1.049	.821
	58	1	1	.638	1	.602	.221	0	.398	1.049	.821
	59	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	60	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	61	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	62	0	0	.855	1	.563	.034	1	.437	.544	-.386
	63	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	64	0	0	.855	1	.563	.034	1	.437	.544	-.386
	65	1	1	.638	1	.602	.221	0	.398	1.049	.821
	66	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	67	0	0	.855	1	.563	.034	1	.437	.544	-.386
	68	0	0	.855	1	.563	.034	1	.437	.544	-.386
	69	0	0	.855	1	.563	.034	1	.437	.544	-.386
	70	0	0	.855	1	.563	.034	1	.437	.544	-.386
	71	0	0	.129	1	.730	2.304	1	.270	4.293	-1.721
	72	0	0	.756	1	.581	.096	1	.419	.747	-.514
	73	0	0	.855	1	.563	.034	1	.437	.544	-.386
	74	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	75	1	0**	.756	1	.581	.096	1	.419	.747	-.514
	76	0	0	.756	1	.581	.096	1	.419	.747	-.514
	77	1	1	.550	1	.619	.357	0	.381	1.326	.948
	78	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	79	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	80	1	1	.638	1	.602	.221	0	.398	1.049	.821
	81	1	1	.550	1	.619	.357	0	.381	1.326	.948
	82	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	83	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	84	0	1**	.071	1	.760	3.258	0	.240	5.564	2.156
	85	0	1**	.638	1	.602	.221	0	.398	1.049	.821

	86	0	0	.855	1	.563	.034	1	.437	.544	-.386
	87	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	88	1	1	.638	1	.602	.221	0	.398	1.049	.821
	89	1	1	.550	1	.619	.357	0	.381	1.326	.948
	90	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	91	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	92	0	0	.855	1	.563	.034	1	.437	.544	-.386
	93	0	0	.855	1	.563	.034	1	.437	.544	-.386
	94	0	0	.855	1	.563	.034	1	.437	.544	-.386
	95	0	0	.855	1	.563	.034	1	.437	.544	-.386
	96	0	0	.855	1	.563	.034	1	.437	.544	-.386
	97	0	0	.855	1	.563	.034	1	.437	.544	-.386
	98	0	0	.129	1	.730	2.304	1	.270	4.293	-1.721
	99	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	100	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	101	0	0	.855	1	.563	.034	1	.437	.544	-.386
	102	0	0	.955	1	.546	.003	1	.454	.372	-.259
	103	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	104	0	0	.129	1	.730	2.304	1	.270	4.293	-1.721
	105	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	106	0	0	.855	1	.563	.034	1	.437	.544	-.386
	107	0	0	.855	1	.563	.034	1	.437	.544	-.386
	108	0	0	.129	1	.730	2.304	1	.270	4.293	-1.721
	109	1	0**	.955	1	.546	.003	1	.454	.372	-.259
	110	0	0	.164	1	.716	1.934	1	.284	3.782	-1.594
	111	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	112	0	0	.955	1	.546	.003	1	.454	.372	-.259
	113	0	1**	.550	1	.619	.357	0	.381	1.326	.948
	114	0	0	.855	1	.563	.034	1	.437	.544	-.386
	115	1	0**	.855	1	.563	.034	1	.437	.544	-.386

	116	0	0	.129	1	.730	2.304	1	.270	4.293	-1.721
	117	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	118	0	0	.855	1	.563	.034	1	.437	.544	-.386
	119	0	1**	.550	1	.619	.357	0	.381	1.326	.948
	120	1	1	.638	1	.602	.221	0	.398	1.049	.821
	121	0	0	.855	1	.563	.034	1	.437	.544	-.386
	122	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	123	1	0**	.855	1	.563	.034	1	.437	.544	-.386
	124	0	0	.855	1	.563	.034	1	.437	.544	-.386
	125	0	0	.855	1	.563	.034	1	.437	.544	-.386
	126	0	0	.000	1	.917	16.485	1	.083	21.290	-4.263
	127	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	128	0	1**	.550	1	.619	.357	0	.381	1.326	.948
	129	0	0	.855	1	.563	.034	1	.437	.544	-.386
	130	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	131	0	0	.855	1	.563	.034	1	.437	.544	-.386
	132	0	0	.855	1	.563	.034	1	.437	.544	-.386
	133	0	0	.855	1	.563	.034	1	.437	.544	-.386
	134	0	0	.129	1	.730	2.304	1	.270	4.293	-1.721
	135	1	1	.550	1	.619	.357	0	.381	1.326	.948
	136	1	1	.550	1	.619	.357	0	.381	1.326	.948
	137	1	0**	.129	1	.730	2.304	1	.270	4.293	-1.721
	138	0	0	.855	1	.563	.034	1	.437	.544	-.386
	139	0	0	.855	1	.563	.034	1	.437	.544	-.386
	140	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	141	0	1**	.550	1	.619	.357	0	.381	1.326	.948
	142	1	1	.638	1	.602	.221	0	.398	1.049	.821
	143	0	1**	.638	1	.602	.221	0	.398	1.049	.821
	144	1	1	.638	1	.602	.221	0	.398	1.049	.821
	145	0	0	.129	1	.730	2.304	1	.270	4.293	-1.721

	146	1	1	.550	1	.619	.357	0	.381	1.326	.948
	147	1	1	.550	1	.619	.357	0	.381	1.326	.948
	148	0	0	.129	1	.730	2.304	1	.270	4.293	-1.721
	149	1	1	.550	1	.619	.357	0	.381	1.326	.948
	150	1	0**	.006	1	.841	7.428	1	.159	10.755	-2.929
Cross-validated[b]	1	0	1**	.422	2	.627	1.725	0	.373	2.766	
	2	0	0	.980	2	.563	.041	1	.437	.547	
	3	1	1	.179	2	.752	3.437	0	.248	5.657	
	4	0	0	.151	2	.711	3.781	1	.289	5.580	
	5	1	1	.411	2	.611	1.781	0	.389	2.687	
	6	0	0	.980	2	.563	.041	1	.437	.547	
	7	0	1**	.422	2	.627	1.725	0	.373	2.766	
	8	0	1**	.186	2	.778	3.367	0	.222	5.872	
	9	1	1	.454	2	.595	1.579	0	.405	2.350	
	10	0	1**	.422	2	.627	1.725	0	.373	2.766	
	11	1	1	.411	2	.611	1.781	0	.389	2.687	
	12	0	0	.181	2	.726	3.421	1	.274	5.368	
	13	0	0	.980	2	.563	.041	1	.437	.547	
	14	0	0	.980	2	.563	.041	1	.437	.547	
	15	1	1	.454	2	.595	1.579	0	.405	2.350	
	16	0	0	.151	2	.711	3.781	1	.289	5.580	
	17	1	1	.411	2	.611	1.781	0	.389	2.687	
	18	0	1**	.422	2	.627	1.725	0	.373	2.766	
	19	0	1**	.186	2	.778	3.367	0	.222	5.872	
	20	1	1	.454	2	.595	1.579	0	.405	2.350	
	21	0	0	.980	2	.563	.041	1	.437	.547	
	22	1	1	.179	2	.752	3.437	0	.248	5.657	
	23	1	0**	.980	2	.566	.040	1	.434	.569	
	24	0	0	.980	2	.563	.041	1	.437	.547	
	25	0	0	.980	2	.563	.041	1	.437	.547	

	26	0	0	.050	2	.530	5.998	1	.470	6.242	
	27	0	1**	.422	2	.627	1.725	0	.373	2.766	
	28	0	0	.980	2	.563	.041	1	.437	.547	
	29	0	1**	.422	2	.627	1.725	0	.373	2.766	
	30	0	1**	.422	2	.627	1.725	0	.373	2.766	
	31	0	0	.980	2	.563	.041	1	.437	.547	
	32	0	0	.151	2	.711	3.781	1	.289	5.580	
	33	0	0	.151	2	.711	3.781	1	.289	5.580	
	34	0	0	.050	2	.530	5.998	1	.470	6.242	
	35	1	1	.179	2	.752	3.437	0	.248	5.657	
	36	1	1	.454	2	.595	1.579	0	.405	2.350	
	37	1	1	.454	2	.595	1.579	0	.405	2.350	
	38	0	0	.980	2	.563	.041	1	.437	.547	
	39	0	1**	.466	2	.609	1.528	0	.391	2.416	
	40	0	0	.151	2	.711	3.781	1	.289	5.580	
	41	0	0	.151	2	.711	3.781	1	.289	5.580	
	42	1	0**	.153	2	.743	3.748	1	.257	5.871	
	43	0	0	.980	2	.563	.041	1	.437	.547	
	44	1	1	.454	2	.595	1.579	0	.405	2.350	
	45	0	0	.980	2	.563	.041	1	.437	.547	
	46	1	1	.454	2	.595	1.579	0	.405	2.350	
	47	1	1	.411	2	.611	1.781	0	.389	2.687	
	48	0	1**	.466	2	.609	1.528	0	.391	2.416	
	49	1	1	.411	2	.611	1.781	0	.389	2.687	
	50	1	1	.411	2	.611	1.781	0	.389	2.687	
	51	0	1**	.466	2	.609	1.528	0	.391	2.416	
	52	0	0	.072	2	.568	5.265	1	.432	5.813	
	53	1	0**	.980	2	.566	.040	1	.434	.569	
	54	0	1**	.466	2	.609	1.528	0	.391	2.416	
	55	1	1	.454	2	.595	1.579	0	.405	2.350	

	56	0	0	.980	2	.563	.041	1	.437	.547	
	57	1	1	.454	2	.595	1.579	0	.405	2.350	
	58	1	1	.454	2	.595	1.579	0	.405	2.350	
	59	1	0**	.980	2	.566	.040	1	.434	.569	
	60	0	1**	.466	2	.609	1.528	0	.391	2.416	
	61	0	1**	.466	2	.609	1.528	0	.391	2.416	
	62	0	0	.980	2	.563	.041	1	.437	.547	
	63	0	1**	.466	2	.609	1.528	0	.391	2.416	
	64	0	0	.980	2	.563	.041	1	.437	.547	
	65	1	1	.454	2	.595	1.579	0	.405	2.350	
	66	0	1**	.466	2	.609	1.528	0	.391	2.416	
	67	0	0	.980	2	.563	.041	1	.437	.547	
	68	0	0	.980	2	.563	.041	1	.437	.547	
	69	0	0	.980	2	.563	.041	1	.437	.547	
	70	0	0	.980	2	.563	.041	1	.437	.547	
	71	0	0	.181	2	.726	3.421	1	.274	5.368	
	72	0	0	.072	2	.568	5.265	1	.432	5.813	
	73	0	0	.980	2	.563	.041	1	.437	.547	
	74	1	0**	.980	2	.566	.040	1	.434	.569	
	75	1	0**	.075	2	.611	5.169	1	.389	6.072	
	76	0	0	.072	2	.568	5.265	1	.432	5.813	
	77	1	1	.411	2	.611	1.781	0	.389	2.687	
	78	0	1**	.466	2	.609	1.528	0	.391	2.416	
	79	1	0**	.980	2	.566	.040	1	.434	.569	
	80	1	1	.454	2	.595	1.579	0	.405	2.350	
	81	1	1	.411	2	.611	1.781	0	.389	2.687	
	82	1	0**	.980	2	.566	.040	1	.434	.569	
	83	0	1**	.466	2	.609	1.528	0	.391	2.416	
	84	0	1**	.186	2	.778	3.367	0	.222	5.872	
	85	0	1**	.466	2	.609	1.528	0	.391	2.416	

	86	0	0	.980	2	.563	.041	1	.437	.547	
	87	1	0**	.980	2	.566	.040	1	.434	.569	
	88	1	1	.454	2	.595	1.579	0	.405	2.350	
	89	1	1	.411	2	.611	1.781	0	.389	2.687	
	90	0	1**	.466	2	.609	1.528	0	.391	2.416	
	91	1	0**	.980	2	.566	.040	1	.434	.569	
	92	0	0	.980	2	.563	.041	1	.437	.547	
	93	0	0	.980	2	.563	.041	1	.437	.547	
	94	0	0	.980	2	.563	.041	1	.437	.547	
	95	0	0	.980	2	.563	.041	1	.437	.547	
	96	0	0	.980	2	.563	.041	1	.437	.547	
	97	0	0	.980	2	.563	.041	1	.437	.547	
	98	0	0	.181	2	.726	3.421	1	.274	5.368	
	99	1	0**	.980	2	.566	.040	1	.434	.569	
	100	1	0**	.980	2	.566	.040	1	.434	.569	
	101	0	0	.980	2	.563	.041	1	.437	.547	
	102	0	0	.050	2	.530	5.998	1	.470	6.242	
	103	1	0**	.980	2	.566	.040	1	.434	.569	
	104	0	0	.181	2	.726	3.421	1	.274	5.368	
	105	1	0**	.980	2	.566	.040	1	.434	.569	
	106	0	0	.980	2	.563	.041	1	.437	.547	
	107	0	0	.980	2	.563	.041	1	.437	.547	
	108	0	0	.181	2	.726	3.421	1	.274	5.368	
	109	1	0**	.053	2	.578	5.878	1	.422	6.507	
	110	0	0	.151	2	.711	3.781	1	.289	5.580	
	111	1	0**	.980	2	.566	.040	1	.434	.569	
	112	0	0	.050	2	.530	5.998	1	.470	6.242	
	113	0	1**	.422	2	.627	1.725	0	.373	2.766	
	114	0	0	.980	2	.563	.041	1	.437	.547	
	115	1	0**	.980	2	.566	.040	1	.434	.569	

	116	0	0	.181	2	.726	3.421	1	.274	5.368	
	117	1	0**	.980	2	.566	.040	1	.434	.569	
	118	0	0	.980	2	.563	.041	1	.437	.547	
	119	0	1**	.422	2	.627	1.725	0	.373	2.766	
	120	1	1	.454	2	.595	1.579	0	.405	2.350	
	121	0	0	.980	2	.563	.041	1	.437	.547	
	122	1	0**	.980	2	.566	.040	1	.434	.569	
	123	1	0**	.980	2	.566	.040	1	.434	.569	
	124	0	0	.980	2	.563	.041	1	.437	.547	
	125	0	0	.980	2	.563	.041	1	.437	.547	
	126	0	0	.000	2	.924	19.791	1	.076	24.783	
	127	0	1**	.466	2	.609	1.528	0	.391	2.416	
	128	0	1**	.422	2	.627	1.725	0	.373	2.766	
	129	0	0	.980	2	.563	.041	1	.437	.547	
	130	0	1**	.466	2	.609	1.528	0	.391	2.416	
	131	0	0	.980	2	.563	.041	1	.437	.547	
	132	0	0	.980	2	.563	.041	1	.437	.547	
	133	0	0	.980	2	.563	.041	1	.437	.547	
	134	0	0	.181	2	.726	3.421	1	.274	5.368	
	135	1	1	.411	2	.611	1.781	0	.389	2.687	
	136	1	1	.411	2	.611	1.781	0	.389	2.687	
	137	1	0**	.183	2	.755	3.396	1	.245	5.651	
	138	0	0	.980	2	.563	.041	1	.437	.547	
	139	0	0	.980	2	.563	.041	1	.437	.547	
	140	0	1**	.466	2	.609	1.528	0	.391	2.416	
	141	0	1**	.422	2	.627	1.725	0	.373	2.766	
	142	1	1	.454	2	.595	1.579	0	.405	2.350	
	143	0	1**	.466	2	.609	1.528	0	.391	2.416	
	144	1	1	.454	2	.595	1.579	0	.405	2.350	
	145	0	0	.181	2	.726	3.421	1	.274	5.368	

	146	1	1	.411	2	.611	1.781	0	.389	2.687	
	147	1	1	.411	2	.611	1.781	0	.389	2.687	
	148	0	0	.181	2	.726	3.421	1	.274	5.368	
	149	1	1	.411	2	.611	1.781	0	.389	2.687	
	150	1	0**	.018	2	.881	8.025	1	.119	12.028	

For the original data, squared Mahalanobis distance is based on canonical functions.

For the cross-validated data, squared Mahalanobis distance is based on observations.

**. Misclassified case

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.

Classification Results[a,c]					
		keputusan pembelian	Predicted Group Membership		Total
			0	1	
Original	Count	0	65	30	95
		1	22	33	55
	%	0	68.4	31.6	100.0
		1	40.0	60.0	100.0
Cross-validated[b]	Count	0	65	30	95
		1	22	33	55
	%	0	68.4	31.6	100.0
		1	40.0	60.0	100.0

a. 65.3% 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. 65.3% of cross-validated grouped cases correctly classified.