

A. DATA HASIL KUESIONER (30 RESPONDEN)

3	4	4	3	4	3	4	3	3	3	4	4	3	4	4
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B. DATA TABULASI KUESIONER (95 RESPONDEN)

X1					X2				X3						X1	X2	X3	Y
4	3	3	2	2	2	3	3	2	3	3	4	3	3	3	14	10	19	0
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C. Kuisisioner

Dengan hormat,

Bersama ini saya mengharapkan kesediaan Bpk/Ibu/Sdr/I untuk mengisi kuesioner ini. Kuesioner ini merupakan survey mengenai “Pengaruh Citra Merk, Perepsi Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian *Pizza Hut* (Study pada *Pizza Hut* Citra6)”. Dimana hasil survey ini akan digunakan sebagai bahan penulisan skripsi pada Fakultas Ekonomi jurusan Manajemen Universitas Esa Unggul. Saya sangat menghargai kejujuran serta partisipasi Bpk/Ibu/Sdr/I dalam mengisi kuesioner ini. Atas perhatian dan waktunya, saya ucapkan terima kasih.

Salam,

Yulyanti

A. Data Responden

Petunjuk : Berikan tanda silang (X) untuk jawaban anda.

1. Apakah jenis kelamin Anda ?

- a. Laki – laki
- b. Perempuan

2. Berapa usia Anda ?

- a. 17 – 26
- b. 27 – 36
- c. 37 – 46
- d. > 46

3. Berapa pendapatan Anda dalam 1 bulan ?

- a. $\leq$ Rp. 2.500.000
- b. Rp. 2.500.001 – Rp. 3.500.000
- c. Rp. 3.500.001 – Rp. 4.500.000
- d. $\geq$ Rp. 4.500.000

4. Apa pekerjaan Anda ?

- a. Pelajar / mahasiswa
- b. Karyawan
- c. Wirausaha
- d. Pegawai Negeri
- e. Lain-lain

Skala Likert:

Skala yang diberikan

SS = Sangat setuju

S = Setuju

TS = Tidak setuju

STS = Sangat tidak setuju

Berikanlah tanda (√) untuk pilihan yang benar menurut pendapat anda

No	Pertanyaan	STS	TS	S	SS
		(1)	(2)	(3)	(4)
A	Citra Merk				
1	<i>Pizza Hut</i> mempunyai produk yang sudah terjamin				
2	<i>Pizza Hut</i> mudah untuk di ingat				
3	<i>Pizza hut</i> mudah untuk di ucapkan				
4	<i>Pizza hut</i> merk yang terkenal				
5	<i>Pizza Hut</i> melayani tidak hanya kalangan dewasa tetapi juga melayani semua kalangan				
B	Presepsi Harga				
1	Harga Sesuai dengan manfaat yang didapat				
2	<i>Pizza Hut</i> mempunyai variasi harga yang banyak untuk setiap produknya				
3	<i>Pizza Hut</i> memberikan potongan harga dan bonus untuk menu-menu terbarunya				
4	Daftar Harga sangat membantu dalam pemilihan produk yang di tawarkan oleh <i>Pizza Hut</i>				
C	Kualitas Pelayanan				
1	<i>Pizza Hut</i> selalu menyediakan alat-alat makan yang bersih				

2	Karyawan di <i>Pizza Hut</i> sudah terlatih untuk memberikan pelayanan terhadap konsumen				
3	Karyawan di <i>Pizza Hut</i> memiliki ketanggapan yang baik dalam melayani konsumen				
4	<i>Pizza hut</i> memiliki ketepatan waktu dalam penyajian makanan				
5	Restoran <i>Pizza Hut</i> memahami kebutuhan pelanggannya				
6	<i>Pizza Hut</i> memiliki pelayanan yang khusus bagi pelanggan yang membawa anak-anak				
D	Keputusan Pembelian				
	Berapa kali dalam sebulan anda melakukan pembelian di <i>Pizza Hut</i> Citra 6		≤ 2 kali		
			Lebih dari 2 kali		

D. Uji Validitas

No	Standar	Nilai	Keterangan
1	0.361	0.816	Valid
2	0.361	0.830	Valid
3	0.361	0.856	Valid
4	0.361	0.664	Valid
5	0.361	0.891	Valid
6	0.361	0.819	Valid
7	0.361	0.871	Valid
8	0.361	0.859	Valid
9	0.361	0.706	Valid
10	0.361	0.700	Valid
11	0.361	0.860	Valid
12	0.361	0.764	Valid
13	0.361	0.804	Valid
14	0.361	0.803	Valid
15	0.361	0.807	Valid

Sumber : Hasil Output SPSS

E. Uji Reabilitas

Reliability Statistics	
Cronbach's Alpha	N of Items
.960	15

Sumber : Hasil Output SPSS

F. Analisis Diskriminan

Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		95	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		95	100.0

Group Statistics

Keputusan Pembelian		Mean	Std. Deviation	Valid N (listwise)	
				Unweighte d	Weighte d
.00	Citra Merk	14.6154	1.72225	26	26.000
	Harga	10.8462	1.61722	26	26.000
	Kualitas	17.0385	2.37454	26	26.000
	Pelayanan				
1.00	Citra Merk	17.1159	1.51983	69	69.000
	Harga	12.8986	1.61923	69	69.000
	Kualitas	20.4493	2.04750	69	69.000
	Pelayanan				
Total	Citra Merk	16.4316	1.92770	95	95.000
	Harga	12.3368	1.85433	95	95.000
	Kualitas	19.5158	2.62096	95	95.000
	Pelayanan				

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Citra Merk	.662	47.492	1	93	.000
Harga	.754	30.359	1	93	.000
Kualitas Pelayanan	.660	47.957	1	93	.000

Analysis 1

Box's Test of Equality of Covariance Matrices

Log Determinants

Keputusan Pembelian	Rank	Log Determinan t
.00	2	2.787
1.00	2	2.069
Pooled within- groups	2	2.377

The ranks and natural logarithms of determinants printed are those of the group covariance matrices.

Test Results

Box's M	10.748
F	Approx
.	3.469
df1	3
df2	39656.7
	55
Sig.	.015

Tests null hypothesis of equal population covariance matrices.

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 Pelayanan	2.540	.00 and 1.00	47.957	1	93.000	5.547E-10
2	Citra Merk	4.103	.00 and 1.00	38.324	2	92.000	7.820E-13

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

a Maximum number of steps is 6.

b Minimum partial F to enter is 3.84.

c Maximum partial F to remove is 2.71.

d F level, tolerance, or VIN insufficient for further computation.

Variables in the Analysis

Step		Tolerance	F to Remove	Min. D Squared	Between Groups
1	Kualitas Pelayanan	1.000	47.957		
2	Kualitas Pelayanan	.946	19.638	2.515	.00 and 1.00
	Citra Merk	.946	19.269	2.540	.00 and 1.00

Variables Not in the Analysis

Step		Tolerance	Min. Tolerance	F to Enter	Min. D Squared	Between Groups
0	Citra Merk	1.000	1.000	47.492	2.515	.00 and 1.00
	Harga	1.000	1.000	30.359	1.608	.00 and 1.00
	Kualitas Pelayanan	1.000	1.000	47.957	2.540	.00 and 1.00
1	Citra Merk	.946	.946	19.269	4.103	.00 and 1.00
	Harga	.899	.899	7.958	3.185	.00 and 1.00
2	Harga	.734	.734	.886	4.191	.00 and 1.00

Wilks' Lambda

Step	Number of Variables	Lambda	df1	df2	df3	Exact F			
						Statistic	df1	df2	Sig.
1	1	.660	1	1	93	47.957	1	93.000	.000
2	2	.546	2	1	93	38.324	2	92.000	.000

Summary of Canonical Discriminant Functions**Eigenvalues**

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.833(a)	100.0	100.0	.674

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

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.546	55.754	2	.000

Standardized Canonical Discriminant Function Coefficients

	Function 1
Citra Merk	.635
Kualitas Pelayanan	.640

Structure Matrix

	Function 1
Kualitas Pelayanan	.787
Citra Merk	.783
Harga(a)	.501

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	.402
Kualitas_Pelayana n	.299
(Constant)	-12.445

Unstandardized coefficients

Functions at Group Centroids

Keputusan Pembelian	Function
	1
.00	-1.471
1.00	.554

Unstandardized canonical discriminant functions evaluated at group means

Classification Statistics

Classification Processing Summary

Processed		95
Excluded	Missing or out-of-range group codes	0
	At least one missing discriminating variable	0
Used in Output		95

Prior Probabilities for Groups

Keputusan Pembelian	Prior	Cases Used in Analysis	
		Unweighted	Weighted
.00	.500	26	26.000
1.00	.500	69	69.000
Total	1.000	95	95.000

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	0	.735	1	.797	.115	1	.203	2.846	-1.133
	2	1	1	.222	1	.989	1.492	0	.011	10.544	1.776
	3	1	1	.026	1	.999	4.936	0	.001	18.039	2.776
	4	1	1	.533	1	.965	.389	0	.035	7.020	1.178
	5	0	0	.876	1	.914	.024	1	.086	4.757	-1.627
	6	0	0	.524	1	.681	.406	1	.319	1.927	-.834
	7	0	0	.968	1	.878	.002	1	.122	3.944	-1.432
	8	1	1	.560	1	.705	.340	0	.295	2.080	-.029
	9	1	1	.856	1	.844	.033	0	.156	3.403	.373
	10	0	0	.886	1	.853	.021	1	.147	3.543	-1.328
	11	0	0	.508	1	.967	.438	1	.033	7.221	-2.133
	12	1	1	.603	1	.957	.271	0	.043	6.482	1.075
	13	1	1	.026	1	.999	4.936	0	.001	18.039	2.776
	14	0	0	.968	1	.878	.002	1	.122	3.944	-1.432
	15	0	0	.949	1	.899	.004	1	.101	4.366	-1.535
	16	1	0(**)	.658	1	.761	.195	1	.239	2.507	-1.029
	17	1	0(**)	.658	1	.761	.195	1	.239	2.507	-1.029

18	1	1	.754	1	.936	.098	0	.064	5.469	.867
19	1	1	.185	1	.991	1.756	0	.009	11.228	1.880
20	1	1	.631	1	.746	.230	0	.254	2.390	.075
21	0	1(**)	.631	1	.746	.230	0	.254	2.390	.075
22	1	1	.906	1	.908	.014	0	.092	4.594	.672
23	0	1(**)	.500	1	.665	.456	0	.335	1.824	-.121
24	1	1	.436	1	.616	.606	0	.384	1.555	-.224
25	1	1	.560	1	.705	.340	0	.295	2.080	-.029
26	1	0(**)	.459	1	.634	.549	1	.366	1.650	-.730
27	1	0(**)	.658	1	.761	.195	1	.239	2.507	-1.029
28	0	0	.577	1	.960	.311	1	.040	6.675	-2.029
29	0	0	.726	1	.793	.123	1	.207	2.806	-1.121
30	1	1	.677	1	.948	.174	0	.052	5.965	.971
31	0	0	.968	1	.878	.002	1	.122	3.944	-1.432
32	1	1	.677	1	.948	.174	0	.052	5.965	.971
33	1	1	.856	1	.844	.033	0	.156	3.403	.373
34	1	1	.264	1	.987	1.250	0	.013	9.882	1.672
35	1	1	.560	1	.705	.340	0	.295	2.080	-.029
36	1	1	.264	1	.987	1.250	0	.013	9.882	1.672
37	1	1	.324	1	.514	.972	0	.486	1.081	-.431
38	0	0	.208	1	.990	1.586	1	.010	10.790	-2.730
39	1	1	.264	1	.987	1.250	0	.013	9.882	1.672
40	1	1	.906	1	.908	.014	0	.092	4.594	.672
41	1	0(**)	.398	1	.584	.713	1	.416	1.395	-.627
42	1	1	.834	1	.922	.044	0	.078	4.995	.764
43	1	1	.707	1	.784	.141	0	.216	2.721	.178
44	1	1	.310	1	.984	1.029	0	.016	9.241	1.569
45	1	1	.378	1	.566	.778	0	.434	1.307	-.328
46	0	0	.886	1	.853	.021	1	.147	3.543	-1.328

47	1	1	.128	1	.994	2.312	0	.006	12.574	2.075
48	1	1	.378	1	.566	.778	0	.434	1.307	-.328
49	1	1	.436	1	.616	.606	0	.384	1.555	-.224
50	1	0(**)	.658	1	.761	.195	1	.239	2.507	-1.029
51	1	1	.979	1	.891	.001	0	.109	4.210	.581
52	1	1	.856	1	.844	.033	0	.156	3.403	.373
53	1	1	.677	1	.948	.174	0	.052	5.965	.971
54	1	1	.467	1	.971	.529	0	.029	7.580	1.282
55	1	1	.776	1	.814	.081	0	.186	3.031	.270
56	1	0(**)	.658	1	.761	.195	1	.239	2.507	-1.029
57	1	1	.834	1	.922	.044	0	.078	4.995	.764
58	1	1	.474	1	.971	.512	0	.029	7.514	1.270
59	1	1	.631	1	.746	.230	0	.254	2.390	.075
60	0	0	.287	1	.985	1.132	1	.015	9.546	-2.535
61	0	0	.577	1	.960	.311	1	.040	6.675	-2.029
62	0	0	.717	1	.942	.132	1	.058	5.704	-1.834
63	0	0	.886	1	.853	.021	1	.147	3.543	-1.328
64	1	0(**)	.658	1	.761	.195	1	.239	2.507	-1.029
65	1	0(**)	.658	1	.761	.195	1	.239	2.507	-1.029
66	0	0	.585	1	.720	.298	1	.280	2.190	-.925
67	1	1	.560	1	.705	.340	0	.295	2.080	-.029
68	1	1	.906	1	.908	.014	0	.092	4.594	.672
69	1	1	.856	1	.844	.033	0	.156	3.403	.373
70	1	1	.906	1	.908	.014	0	.092	4.594	.672
71	1	1	.054	1	.997	3.698	0	.003	15.590	2.477
72	1	1	.413	1	.976	.671	0	.024	8.093	1.374
73	1	1	.104	1	.995	2.638	0	.005	13.320	2.178
74	0	1(**)	.623	1	.742	.242	0	.258	2.352	.063
75	0	1(**)	.500	1	.665	.456	0	.335	1.824	-.121

	76	0	0	.078	1	.996	3.116	1	.004	14.371	-3.237
	77	0	0	.065	1	.997	3.403	1	.003	14.980	-3.316
	78	1	1	.026	1	.999	4.936	0	.001	18.039	2.776
	79	0	0	.585	1	.720	.298	1	.280	2.190	-.925
	80	1	0(**)	.398	1	.584	.713	1	.416	1.395	-.627
	81	1	0(**)	.343	1	.533	.899	1	.467	1.161	-.523
	82	1	1	.825	1	.924	.049	0	.076	5.049	.776
	83	1	1	.938	1	.869	.006	0	.131	3.796	.477
	84	1	0(**)	.398	1	.584	.713	1	.416	1.395	-.627
	85	1	1	.436	1	.616	.606	0	.384	1.555	-.224
	86	1	1	.128	1	.994	2.312	0	.006	12.574	2.075
	87	1	1	.677	1	.948	.174	0	.052	5.965	.971
	88	0	0	.650	1	.951	.206	1	.049	6.150	-1.926
	89	1	1	.856	1	.844	.033	0	.156	3.403	.373
	90	1	0(**)	.658	1	.761	.195	1	.239	2.507	-1.029
	91	1	1	.533	1	.965	.389	0	.035	7.020	1.178
	92	1	1	.856	1	.844	.033	0	.156	3.403	.373
	93	1	1	.310	1	.984	1.029	0	.016	9.241	1.569
	94	1	1	.856	1	.844	.033	0	.156	3.403	.373
	95	1	1	.533	1	.965	.389	0	.035	7.020	1.178
Cross-	1										
validate		0	0	.515	2	.785	1.328	2	.215	3.916	
d(a)											
	2	1	1	.427	2	.989	1.700	1	.011	10.762	
	3	1	1	.069	2	.999	5.337	1	.001	18.886	
	4	1	1	.419	2	.964	1.741	1	.036	8.315	
	5	0	0	.820	2	.911	.397	2	.089	5.053	
	6	0	0	.260	2	.651	2.694	2	.349	3.943	
	7	0	0	.781	2	.873	.495	2	.127	4.357	

8	1	1	.773	2	.701	.515	1	.299	2.224
9	1	1	.977	2	.841	.046	1	.159	3.379
10	0	0	.966	2	.851	.070	2	.149	3.550
11	0	0	.551	2	.966	1.192	2	.034	7.866
12	1	1	.844	2	.956	.339	1	.044	6.493
13	1	1	.069	2	.999	5.337	1	.001	18.886
14	0	0	.781	2	.873	.495	2	.127	4.357
15	0	0	.259	2	.887	2.703	2	.113	6.822
16	1	0(**)	.894	2	.771	.225	2	.229	2.655
17	1	0(**)	.894	2	.771	.225	2	.229	2.655
18	1	1	.278	2	.933	2.557	1	.067	7.836
19	1	1	.168	2	.992	3.569	1	.008	13.120
20	1	1	.788	2	.743	.477	1	.257	2.600
21	0	1(**)	.793	2	.771	.464	1	.229	2.894
22	1	1	.958	2	.906	.087	1	.094	4.616
23	0	1(**)	.171	2	.731	3.536	1	.269	5.533
24	1	1	.498	2	.608	1.394	1	.392	2.273
25	1	1	.773	2	.701	.515	1	.299	2.224
26	1	0(**)	.658	2	.644	.837	2	.356	2.021
27	1	0(**)	.894	2	.771	.225	2	.229	2.655
28	0	0	.844	2	.959	.340	2	.041	6.632
29	0	0	.101	2	.755	4.576	2	.245	6.824
30	1	1	.740	2	.946	.601	1	.054	6.331
31	0	0	.781	2	.873	.495	2	.127	4.357
32	1	1	.740	2	.946	.601	1	.054	6.331
33	1	1	.977	2	.841	.046	1	.159	3.379
34	1	1	.459	2	.987	1.559	1	.013	10.185
35	1	1	.773	2	.701	.515	1	.299	2.224
36	1	1	.459	2	.987	1.559	1	.013	10.185

37	1	1	.390	2	.502	1.882	1	.498	1.901
38	0	0	.421	2	.990	1.732	2	.010	10.871
39	1	1	.459	2	.987	1.559	1	.013	10.185
40	1	1	.958	2	.906	.087	1	.094	4.616
41	1	0(**)	.659	2	.591	.834	2	.409	1.570
42	1	1	.040	2	.916	6.426	1	.084	11.200
43	1	1	.347	2	.774	2.115	1	.226	4.578
44	1	1	.209	2	.984	3.131	1	.016	11.348
45	1	1	.670	2	.563	.800	1	.437	1.305
46	0	0	.966	2	.851	.070	2	.149	3.550
47	1	1	.299	2	.994	2.416	1	.006	12.761
48	1	1	.670	2	.563	.800	1	.437	1.305
49	1	1	.498	2	.608	1.394	1	.392	2.273
50	1	0(**)	.894	2	.771	.225	2	.229	2.655
51	1	1	.151	2	.884	3.776	1	.116	7.836
52	1	1	.977	2	.841	.046	1	.159	3.379
53	1	1	.740	2	.946	.601	1	.054	6.331
54	1	1	.084	2	.971	4.964	1	.029	11.975
55	1	1	.702	2	.809	.707	1	.191	3.600
56	1	0(**)	.894	2	.771	.225	2	.229	2.655
57	1	1	.040	2	.916	6.426	1	.084	11.200
58	1	1	.448	2	.970	1.606	1	.030	8.558
59	1	1	.788	2	.743	.477	1	.257	2.600
60	0	0	.202	2	.984	3.199	2	.016	11.477
61	0	0	.844	2	.959	.340	2	.041	6.632
62	0	0	.431	2	.938	1.686	2	.062	7.103
63	0	0	.966	2	.851	.070	2	.149	3.550
64	1	0(**)	.894	2	.771	.225	2	.229	2.655
65	1	0(**)	.894	2	.771	.225	2	.229	2.655

66	0	0	.641	2	.711	.889	2	.289	2.687
67	1	1	.773	2	.701	.515	1	.299	2.224
68	1	1	.958	2	.906	.087	1	.094	4.616
69	1	1	.977	2	.841	.046	1	.159	3.379
70	1	1	.958	2	.906	.087	1	.094	4.616
71	1	1	.121	2	.998	4.225	1	.002	16.388
72	1	1	.703	2	.976	.706	1	.024	8.082
73	1	1	.162	2	.996	3.641	1	.004	14.479
74	0	1(**)	.028	2	.848	7.121	1	.152	10.566
75	0	1(**)	.171	2	.731	3.536	1	.269	5.533
76	0	0	.050	2	.996	5.979	2	.004	17.254
77	0	0	.000	2	.997	23.014	2	.003	34.700
78	1	1	.069	2	.999	5.337	1	.001	18.886
79	0	0	.641	2	.711	.889	2	.289	2.687
80	1	0(**)	.659	2	.591	.834	2	.409	1.570
81	1	0(**)	.300	2	.552	2.408	2	.448	2.825
82	1	1	.800	2	.922	.447	1	.078	5.387
83	1	1	.597	2	.865	1.033	1	.135	4.749
84	1	0(**)	.659	2	.591	.834	2	.409	1.570
85	1	1	.498	2	.608	1.394	1	.392	2.273
86	1	1	.299	2	.994	2.416	1	.006	12.761
87	1	1	.740	2	.946	.601	1	.054	6.331
88	0	0	.541	2	.948	1.230	2	.052	7.050
89	1	1	.977	2	.841	.046	1	.159	3.379
90	1	0(**)	.894	2	.771	.225	2	.229	2.655
91	1	1	.419	2	.964	1.741	1	.036	8.315
92	1	1	.977	2	.841	.046	1	.159	3.379
93	1	1	.209	2	.984	3.131	1	.016	11.348
94	1	1	.977	2	.841	.046	1	.159	3.379

95	1	1	.419	2	.964	1.741	1	.036	8.315
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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

a 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(b,c)

		Keputusan Pembelian	Predicted Group Membership		Total
			.00	1.00	
Original	Count	.00	22	4	26
		1.00	13	56	69
	%	.00	84.6	15.4	100.0
		1.00	18.8	81.2	100.0
Cross-validated(a)	Count	.00	22	4	26
		1.00	13	56	69
	%	.00	84.6	15.4	100.0
		1.00	18.8	81.2	100.0

a 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.

b 82.1% of original grouped cases correctly classified.

c 82.1% of cross-validated grouped cases correctly classified.

G. Crosstab

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Pers_Citra_Merk * Keputusan_Pembelian	95	100.0%	0	.0%	95	100.0%
Pers_Citra_Merk * Gender	95	100.0%	0	.0%	95	100.0%
Pers_Citra_Merk * Usia	95	100.0%	0	.0%	95	100.0%
Pers_Citra_Merk * Pekerjaan	95	100.0%	0	.0%	95	100.0%
Pers_Citra_Merk * Pendapatan	95	100.0%	0	.0%	95	100.0%
Pers_Harga * Keputusan_Pembelian	95	100.0%	0	.0%	95	100.0%
Pers_Harga * Gender	95	100.0%	0	.0%	95	100.0%
Pers_Harga * Usia	95	100.0%	0	.0%	95	100.0%
Pers_Harga * Pekerjaan	95	100.0%	0	.0%	95	100.0%
Pers_Harga * Pendapatan	95	100.0%	0	.0%	95	100.0%
Pers_Kualitas_Pelayanan * Keputusan_Pembelian	95	100.0%	0	.0%	95	100.0%
Pers_Kualitas_Pelayanan * Gender	95	100.0%	0	.0%	95	100.0%
Pers_Kualitas_Pelayanan * Usia	95	100.0%	0	.0%	95	100.0%
Pers_Kualitas_Pelayanan * Pekerjaan	95	100.0%	0	.0%	95	100.0%
Pers_Kualitas_Pelayanan * Pendapatan	95	100.0%	0	.0%	95	100.0%

Pers_Citra_Merk * Gender Crosstabulation

Count

		Gender		Total
		Perempuan	Laki-Laki	
Pers_Citra_Merk	Rendah	6	8	14
	Sedang	27	40	67
	Tinggi	4	10	14
Total		37	58	95

Pers_Citra_Merk * UsiaCrosstabulation

Count

		Usia				Total
		17-26thn	27-36thn	37-46Thn	>46Thn	
Pers_Citra_Merk	Rendah	4	4	4	2	14
	Sedang	13	17	25	12	67
	Tinggi	1	7	5	1	14
Total		18	28	34	15	95

Pers_Citra_Merk * PekerjaanCrosstabulation

Count

		Pekerjaan					Total
		Mahasiswa/Pelajar	KaryawanSwasta	Wiraswasta	PegawaiNegeri	Lain-Lain	
Pers_Citra_Merk	Rendah	3	5	2	3	1	14
	Sedang	10	22	11	18	6	67
	Tinggi	0	9	4	0	1	14

Pers_Citra_Merk * PekerjaanCrosstabulation

Count

		Pekerjaan					Total
		Mahasiswa/Pelajar	KaryawanSwasta	Wiraswasta	PegawaiNegeri	Lain-Lain	
Pers_Citra_Merk	Rendah	3	5	2	3	1	14
	Sedang	10	22	11	18	6	67
	Tinggi	0	9	4	0	1	14
Total		13	36	17	21	8	95

Pers_Citra_Merk * PendapatanCrosstabulation

Count

		Pendapatan				Total
		<Rp.2.500.000	Rp.2.500.001-Rp.3.500.000	Rp.3.500.001-Rp.4.500.000	>Rp.4.500.001	
Pers_Citra_Merk	Rendah	1	4	6	3	14
	Sedang	5	15	28	19	67
	Tinggi	0	5	4	5	14
Total		6	24	38	27	95

Pers_Citra_Merk * Keputusan_PembelianCrosstabulation

Count

		Keputusan_Pembelian		Total
		JarangMembeli	SeringMembeli	
Pers_Citra_Merk	Rendah	14	0	14
	Sedang	12	55	67
	Tinggi	0	14	14
Total		26	69	95

Pers_Harga * Gender Crosstabulation

Count

		Gender		Total
		Perempuan	Laki-Laki	
Pers_Harga	Rendah	5	6	11
	Sedang	27	45	72
	Tinggi	5	7	12
Total		37	58	95

Pers_Harga * UsiaCrosstabulation

Count

		Usia				Total
		17-26thn	27-36thn	37-46Thn	>46Thn	
Pers_Harga	Rendah	2	2	6	1	11
	Sedang	14	22	22	14	72
	Tinggi	2	4	6	0	12
Total		18	28	34	15	95

Pers_Harga * PekerjaanCrosstabulation

Count

		Pekerjaan					Total
		Mahasiswa/Pelajar	KaryawanSwasta	Wiraswasta	PegawaiNegeri	Lain-Lain	
Pers_Harga	Rendah	1	4	2	4	0	11
	Sedang	11	25	12	16	8	72
	Tinggi	1	7	3	1	0	12
Total		13	36	17	21	8	95

Pers_Harga * PendapatanCrosstabulation

Count

		Pendapatan				Total
		<Rp.2.500.000	Rp.2.500.001-Rp.3.500.000	Rp.3.500.001-Rp.4.500.000	>Rp.4.500.001	
Pers_Harga	Rendah	0	3	6	2	11
	Sedang	6	15	29	22	72
	Tinggi	0	6	3	3	12
Total		6	24	38	27	95

Pers_Harga * Keputusan_PembelianCrosstabulation

Count

		Keputusan_Pembelian		Total
		JarangMembeli	SeringMembeli	
Pers_Harga	Rendah	10	1	11
	Sedang	16	56	72
	Tinggi	0	12	12
Total		26	69	95

Pers_Kualitas_Pelayanan * Gender Crosstabulation

Count

		Gender		Total
		Perempuan	Laki-Laki	
Pers_Kualitas_Pelayanan	Rendah	3	5	8
	Sedang	25	46	71
	Tinggi	9	7	16
Total		37	58	95

Pers_Kualitas_Pelayanan * UsiaCrosstabulation

Count

		Usia				Total
		17-26thn	27-36thn	37-46Thn	>46Thn	
Pers_Kualitas_Pelayanan	Rendah	1	2	4	1	8
	Sedang	13	21	25	12	71
	Tinggi	4	5	5	2	16
Total		18	28	34	15	95

Pers_Kualitas_Pelayanan * PekerjaanCrosstabulation

Count

		Pekerjaan					Total
		Mahasiswa/Pelajar	KaryawanSwasta	Wiraswasta	PegawaiNegeri	Lain-Lain	
Pers_Kualitas_Pelayanan	Rendah	1	3	1	3	0	8
	Sedang	9	27	12	16	7	71
	Tinggi	3	6	4	2	1	16
Total		13	36	17	21	8	95

Pers_Kualitas_Pelayanan * PendapatanCrosstabulation

Count

		Pendapatan				Total
		<Rp.2.500.000	Rp.2.500.001-Rp.3.500.000	Rp.3.500.001-Rp.4.500.000	>Rp.4.500.001	
Pers_Kualitas_Pelayanan	Rendah	0	3	4	1	8
	Sedang	5	17	28	21	71
	Tinggi	1	4	6	5	16
Total		6	24	38	27	95

Pers_Kualitas_Pelayanan * Keputusan_PembelianCrosstabulation

Count

		Keputusan_Pembelian		Total
		JarangMembeli	SeringMembeli	
Pers_Kualitas_Pelayanan	Rendah	8	0	8
	Sedang	17	54	71
	Tinggi	1	15	16
Total		26	69	95