

# LAMPIRAN



## TOP OF MIND

Minuman rasa buah apa yang pernah anda konsumsi ?

- a. ....
- b. ....
- c. ....
- d. ....



### Pertanyaan Umum

1. Darimana anda mengetahui MARIMAS ?
2. Dimana dan mengapa anda membeli MARIMAS ? Berapa kali dalam seminggu membelinya ?
3. Rasa apa yang paling disukai ? yang tidak ? Ada usulan rasa baru ?
4. Siapa saja yang minum marimas di keluarga anda ? Apakah anda mau merekomendasikan atau mengenalkan ?
5. Jika disuruh memilih, jenis minuman apa yang disukai ? Mengapa ? Mana yang lebih sering ?
6. Menurut anda, apa saja keunggulan MARIMAS ?
7. Pernahkah anda menemui kerusakan ?

# KUESIONER

## I. IDENTITAS RESPONDEN

( Beri Tanda (X) pada jawaban yang anda pilih )

1. No. Responden :
2. Jenis Kelamin :  Pria  Wanita
3. Usia :
4. Pekerjaan :  
 Pelajar / Mahasiswa  Pegawai Swasta  Pegawai Negeri  Wiraswasta  
 Ibu Rumah Tangga  Lainnya, sebutkan.....
5. Pendidikan Terakhir :  
 SD  SMP  SMA  Diploma  Sarjana (S1,S2,S3)
6. Uang saku per hari : Rp .....
7. Pendapatan per bulan :  
 <500.000  2.000.000 – 1.000.000  
 1.000.000 – 500.000  >2.000.000

## II. Diisi Khusus Bagi Yang Belum Pernah Mengonsumsi Produk MARIMAS

1. Jika belum pernah mengonsumsi produk MARIMAS, apakah anda sudah pernah mengetahui mendengar produk MARIMAS ?  
 Pernah  Tidak
2. Jika belum pernah mengonsumsi produk MARIMAS, minuman rasa buah segar apa yang pernah anda konsumsi ?  
 Jas - Jus  Nutrisari  Sunfill  Finto  ABC  
 Hore  Nutrimas  Lainnya,.....
3. Darimana anda mengetahui produk tersebut ?  
 Melalui Keluarga  Melalui Teman  Melalui Penjual Toko  Iklan  
 Lainnya, sebutkan.....
4. Alasan anda memilih minuman rasa buah segar yang lain ?  
 Mudah didapat  Rasanya  Lainnya,.....  
 Harganya  Ingin mencoba merek lain
5. Mengapa anda belum pernah mengonsumsi MARIMAS ?  
 Rasa tidak enak  Harga mahal  
 Tidak tahu produk MARIMAS  Sulit didapat  
 Lainnya, sebutkan.....

### III. KETERKAITAN DENGAN PRODUK

( Beri Tanda (X) pada jawaban yang anda pilih )

1. Dari mana anda mengetahui MARIMAS ?  
 Melalui Keluarga       Melalui Teman       Melalui Penjual Toko       Iklan  
 Lainnya, sebutkan.....
2. Mengapa anda membeli MARIMAS ? ( Jawaban boleh lebih dari satu )  
 Mudah didapat       Variasi Rasa       Harga murah       Kualitasnya  
 Lainnya, sebutkan.....
3. Rasa buah apa yang paling anda sukai dari produk MARIMAS ?  
 Jeruk Segar       Cocopandan       Melon       Mangga       Nanas  
 Buah Sirsak       Gula Asem       Buah Markisa       Apel Merah       Lychee  
 Jeruk Nipis       Jeruk Manalagi       Framboze       Jambu Biji
4. Rasa buah apa yang paling tidak anda sukai dari produk MARIMAS? (pilihan lihat pada no. 3)  
.....
5. Merek lain yang pernah anda minum selain MARIMAS ? ( Jawaban boleh lebih dari satu )  
 Jas – Jus       Nutrisari       Sunfill       Finto       ABC  
 Hore       Nutrimas       Lainnya,.....
6. Mengapa membeli merek lain ?  
 Mudah didapat       Rasanya       Lainnya,.....  
 Harganya       Ingin mencoba merek lain
7. Apakah ada usulan rasa baru untuk produk MARIMAS ?  
 Ya, rasa.....       Tidak
8. Dalam seminggu, berapa kali anda membeli MARIMAS ?  
 Satu Kali       Dua Kali       Lainnya,.....  
 Tiga Kali       Empat Kali
9. Di mana anda membeli MARIMAS ?  
 Warung dekat rumah       Minimarket / Supermarket       Pasar  
 Kantin       Lainnya,.....
10. Siapa saja yang mengkonsumsi produk MARIMAS dalam keluarga anda ?  
 Ayah       Ibu       Kakak       Adik       Anak  
 Lainnya,.....
11. Apakah anda pernah mengenalkan produk MARIMAS atau merekomendasikan kepada teman atau keluarga anda ?  
 ya       tidak



Kritik anda untuk produk MARIMAS :

.....

.....

.....

.....

.....

.....

.....

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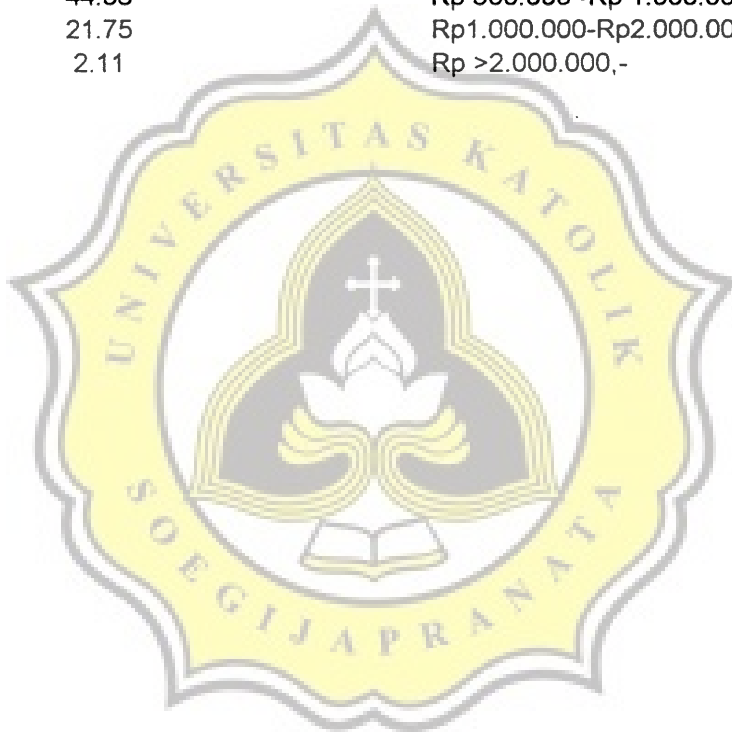
*"TERIMA KASIH ATAS PARTISIPASI ANDA"*



## Lampiran 2. Hasil Tabulasi Data

### 3.1. Diskripsi Responden

Jenis Kelamin		Usia	
Pria	48	Anak	33.75
Wanita	52	Remaja	34.5
		Dewasa	31.75
Pendidikan		Pekerjaan	
SD	16	Pelajar	71.75
SMP	26.25	Pegawai	21.25
SMA	15.00	Wiraswasta	1.50
DIPLOMA	2.25	Lainnya	5.50
SARJANA	11.50		
TK	29		
Uang saku/hari		Pendapatan/bulan	
Rp <5.000,-	31.58	Rp <500.000,-	26.09
Rp 5.000-Rp 10.000,-	44.56	Rp 500.000 -Rp 1.000.000,-	48.91
Rp 10.001-Rp 20.000,-	21.75	Rp1.000.000-Rp2.000.000,-	20.65
Rp >20.000,-	2.11	Rp >2.000.000,-	4.35



### 3.2. Top of Mind

Merk dagang	TOM1	Pria	Wanita	Anak-anak	Remaja	Dewasa
Marimas	68.25	68.11	68.37	54.07	36.67	85.04
Nutrisari	12.75	13.51	12.09	17.78	13.04	7.09
ABC	5.75	6.49	5.12	7.41	8.70	0.79
Finto	2.00	3.78	0.47	2.96	0.72	2.36
Jasjus	3.00	2.70	3.26	5.19	2.17	1.57
Hore	2.25	1.62	2.79	2.96	2.17	1.57
Sunfill	0.50	0.54	0.47	1.48	0.00	0.00
Pop Ice	1.00	1.62	0.47	2.22	0.72	0.00
Lainnya	4.50	1.62	6.98	5.93	5.80	1.57

Merk dagang	TOM2	Pria	Wanita	Anak-anak	Remaja	Dewasa
Marimas	14.72	20.79	9.72	17.04	19.12	7.32
Nutrisari	38.32	41.01	36.11	26.67	32.35	57.72
ABC	8.63	12.36	5.56	8.15	6.62	11.38
Finto	4.57	4.49	4.63	5.19	4.41	4.07
Jasjus	17.77	14.04	20.83	17.04	22.79	13.01
Hore	4.82	2.81	6.48	8.89	2.21	3.25
Sunfill	1.78	1.69	1.85	2.22	1.47	1.63
Pop Ice	1.52	2.25	0.93	0.74	2.94	0.81
Lainnya	7.87	0.56	13.89	14.07	8.09	0.81

Merk dagang	TOM3	Pria	Wanita	Anak-anak	Remaja	Dewasa
Marimas	8.56	9.22	8.06	13.28	6.61	3.85
Nutrisari	20.18	19.15	20.97	15.63	17.36	32.05
ABC	10.09	11.35	9.14	7.03	8.26	17.95
Finto	9.48	9.22	9.68	10.16	4.96	15.38
Jasjus	16.21	21.28	12.37	17.19	16.53	14.10
Hore	11.31	12.77	10.22	10.16	14.88	7.69
Sunfill	5.50	7.09	4.30	5.47	5.79	5.13
Pop Ice	5.50	5.67	5.38	7.81	6.61	0.00
Lainnya	13.15	4.26	19.89	13.28	19.01	3.85

Merk dagang	TOM4	Pria	Wanita	Anak-anak	Remaja	Dewasa
Marimas	3.61	2.06	4.44	2.61	2.80	7.27
Nutrisari	10.83	12.37	10.00	15.65	11.21	0.00
ABC	15.16	18.56	13.33	12.17	11.21	29.09
Finto	13.00	19.59	9.44	13.91	12.15	12.73
Jasjus	10.11	13.40	8.33	7.83	13.08	9.09
Hore	16.61	17.53	16.11	10.43	18.69	25.45
Sunfill	6.14	5.15	6.67	6.96	4.67	7.27
Pop Ice	5.42	7.22	4.44	5.22	5.61	5.45
Lainnya	19.13	4.12	27.24	25.22	20.56	3.64



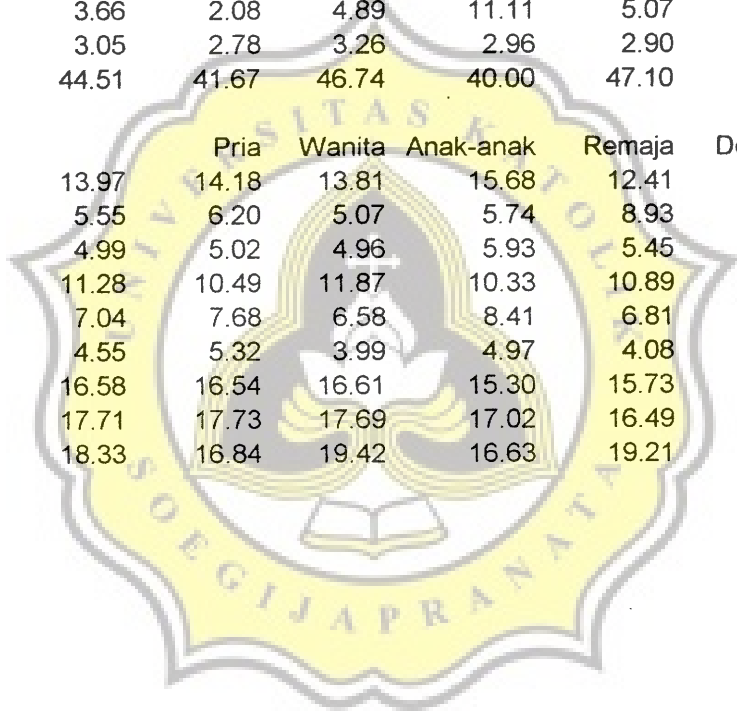
### 3.3. Informasi dan Keunggulan MARIMAS

		Pria	Wanita	Anak-anak	Remaja	Dewasa
Tahu						
Keluarga	1.50	1.67	1.36	0.74	1.45	2.36
Teman	2.00	2.22	1.82	1.48	1.45	3.15
Penjual Toko	8.25	7.22	9.09	9.63	5.80	9.45
Iklan	88.25	88.89	87.73	88.15	91.30	85.04

		Pria	Wanita	Anak-anak	Remaja	Dewasa
Keluarga						
Ayah	17.75	15.04	19.60	17.00	19.94	16.24
Ibu	20.64	17.15	23.02	21.00	22.74	18.15
Kakak	22.78	19.79	24.82	27.33	25.55	15.61
Adik	26.74	30.34	24.28	32.33	28.66	19.43
Anak	9.09	13.72	5.94	1.00	0.93	25.16
Lainnya	2.99	3.96	2.34	1.33	2.18	5.41

		Pria	Wanita	Anak-anak	Remaja	Dewasa
Usulan Rasa Baru						
Anggur	23.78	28.47	20.11	27.41	21.74	8.66
Durian	13.41	13.89	13.04	7.41	10.14	15.75
Strawberry	11.59	11.11	11.96	11.11	13.04	15.75
Alpoket	3.66	2.08	4.89	11.11	5.07	3.94
Coklat	3.05	2.78	3.26	2.96	2.90	0.79
Tidak Usul Rasa Baru	44.51	41.67	46.74	40.00	47.10	55.12

		Pria	Wanita	Anak-anak	Remaja	Dewasa
Keunggulan						
Rasa lebih enak	13.97	14.18	13.81	15.68	12.41	13.51
Warna lebih menarik	5.55	6.20	5.07	5.74	8.93	5.18
Isi lebih banyak	4.99	5.02	4.96	5.93	5.45	2.93
Aroma seperti buah	11.28	10.49	11.87	10.33	10.89	12.39
Kualitas lebih bagus	7.04	7.68	6.58	8.41	6.81	5.41
Desain kemasan	4.55	5.32	3.99	4.97	4.08	4.50
Lebih mudah diperoleh	16.58	16.54	16.61	15.30	15.73	18.47
Harga lebih murah	17.71	17.73	17.69	17.02	16.49	19.37
Pilihan rasa lbh byk	18.33	16.84	19.42	16.63	19.21	18.24



**PRODUK MARIMAS****PMA**

Rasa macam-macam		Pria	Wanita	Anak-anak	Remaja	Dewasa
setuju	99.00	98.96	99.04	97.04	100.00	100.00
ragu-ragu	1.00	1.04	0.96	2.96	0.00	0.00
tidak setuju	0.00	0.00	0.00	0.00	0.00	0.00

**PMB**

Harga terjangkau		Pria	Wanita	Anak-anak	Remaja	Dewasa
setuju	92.25	91.67	92.79	82.22	95.65	99.21
ragu-ragu	5.25	4.69	5.77	11.85	2.90	0.79
tidak setuju	2.50	3.64	1.44	5.93	1.45	0.00

**PMC**

Kemasan menarik		Pria	Wanita	Anak-anak	Remaja	Dewasa
setuju	77.75	77.60	77.88	68.89	78.99	85.83
ragu-ragu	16.50	16.15	16.83	24.44	13.77	11.02
tidak setuju	5.75	6.25	5.29	6.67	7.25	3.15

**PMD**

Mudah diperoleh		Pria	Wanita	Anak-anak	Remaja	Dewasa
setuju	94.25	96.88	91.83	85.19	97.83	100.00
ragu-ragu	5.00	2.60	7.21	12.59	2.17	0.00
tidak setuju	0.75	0.52	0.96	2.22	0.00	0.00

**PME**

Praktis		Pria	Wanita	Anak-anak	Remaja	Dewasa
setuju	90.75	93.75	91.83	83.70	92.03	96.85
ragu-ragu	6.50	5.21	7.21	9.63	7.25	2.36
tidak setuju	2.75	1.04	0.96	6.67	0.72	0.79

**PMF**

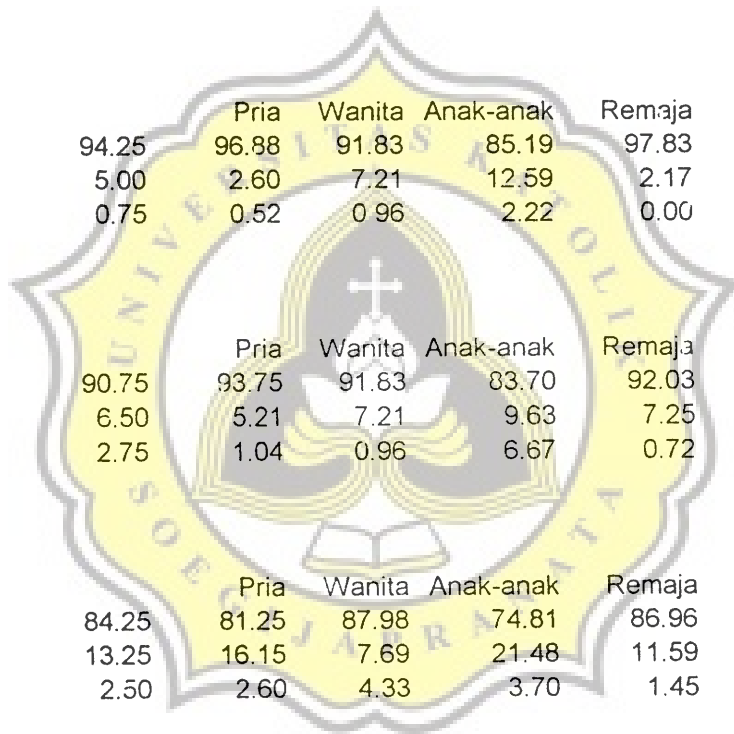
Mudah dibuka		Pria	Wanita	Anak-anak	Remaja	Dewasa
setuju	84.25	81.25	87.98	74.81	86.96	91.34
ragu-ragu	13.25	16.15	7.69	21.48	11.59	6.30
tidak setuju	2.50	2.60	4.33	3.70	1.45	2.36

**PMG**

Mudah larut		Pria	Wanita	Anak-anak	Remaja	Dewasa
setuju	85.75	89.06	82.69	80.00	86.96	90.55
ragu-ragu	11.50	7.81	14.90	14.07	11.59	8.66
tidak setuju	2.75	3.13	2.41	5.93	1.45	0.79

**PMH**

Aman kesehatan		Pria	Wanita	Anak-anak	Remaja	Dewasa
setuju	60.00	63.54	56.73	67.41	55.80	56.69
ragu-ragu	34.50	30.73	37.98	25.19	36.96	41.73
tidak setuju	5.50	5.73	5.29	7.41	7.25	1.57



PMI						
Warna menarik		Pria	Wanita	Anak-anak	Remaja	Dewasa
setuju	73.25	72.40	74.04	60.74	78.26	66.67
ragu-ragu	21.00	22.40	19.71	31.11	15.22	25.00
tidak setuju	5.75	5.20	6.25	8.15	6.52	8.33

PMJ						
Kandungan vitC&Ca		Pria	Wanita	Anak-anak	Remaja	Dewasa
setuju	79.25	81.25	77.40	77.78	79.71	80.31
ragu-ragu	19.00	17.71	20.19	20.74	18.12	18.11
tidak setuju	1.75	1.04	2.41	1.48	2.17	1.57

PMK						
Rasa enak		Pria	Wanita	Anak-anak	Remaja	Dewasa
setuju	89.50	92.19	87.02	89.63	90.58	83.19
ragu-ragu	9.50	7.29	11.54	10.37	7.25	11.02
tidak setuju	1.00	0.52	1.44	0.00	2.17	0.79



### 3.4. Pembelian

Alasan		Pria	Wanita	Anak-anak	Remaja	Dewasa
Mudah Didapat	26.43	24.07	28.44	23.55	25.77	30.57
Variasi rasa	29.23	31.48	27.31	3.86	32.30	26.04
Harga Murah	31.91	32.54	31.38	36.29	29.21	31.32
Kualitas	12.43	11.91	12.87	16.67	12.71	12.08

Beli/minggu		Pria	Wanita	Anak-anak	Remaja	Dewasa
1x	36.25	45.83	27.40	31.85	40.58	36.22
2x	19.00	21.35	16.83	16.30	18.12	22.83
3x	18.75	13.54	23.56	25.93	16.67	13.39
4x	16.25	13.54	18.75	16.30	13.77	18.90
5x	3.25	2.60	3.85	1.48	5.80	2.36
6x	1.50	0.52	2.40	0.74	2.17	1.57
>7x	5.00	2.62	7.21	7.41	2.90	4.72

Tempat Beli		Pria	Wanita	Anak-anak	Remaja	Dewasa
Warung	77.25	67.78	85.00	69.63	83.09	80.31
Supermarket	15.75	21.21	11.36	17.04	14.71	15.75
Pasar	1.50	1.67	1.36	0.00	1.47	3.15
Kantin	5.00	8.33	2.28	12.59	0.74	0.00
GOR	0.50	1.11	0.00	0.74	0.00	0.79

Rasa Yang Disukai		Pria	Wanita	Anak-anak	Remaja	Dewasa
Jeruk Segar	36.50	40.00	33.64	32.59	36.23	40.94
Mangga	15.00	13.33	16.36	16.30	12.32	16.54
Jeruk Nipis	13.25	13.89	12.73	8.89	10.87	20.47
Lychee	12.00	10.56	13.18	12.59	17.39	5.51
Apel Merah	6.75	8.33	5.45	10.37	7.97	1.57
Lainnya	16.50	13.89	18.64	19.26	15.22	14.96

Rasa Yang Tidak Disukai		Pria	Wanita	Anak-anak	Remaja	Dewasa
Framboze	18.00	21.35	15.00	14.81	13.77	25.98
Jambu Biji	14.75	17.19	13.00	9.63	18.12	16.54
Gula asem	12.50	8.85	16.50	15.56	14.49	7.09
Cocopandan	11.00	8.33	14.00	11.85	12.32	8.66
Nanas	9.00	10.42	8.00	5.19	13.77	7.87
Lainnya	34.75	33.85	33.50	42.96	27.54	33.86

### 3.5. Kompetisi MARIMAS

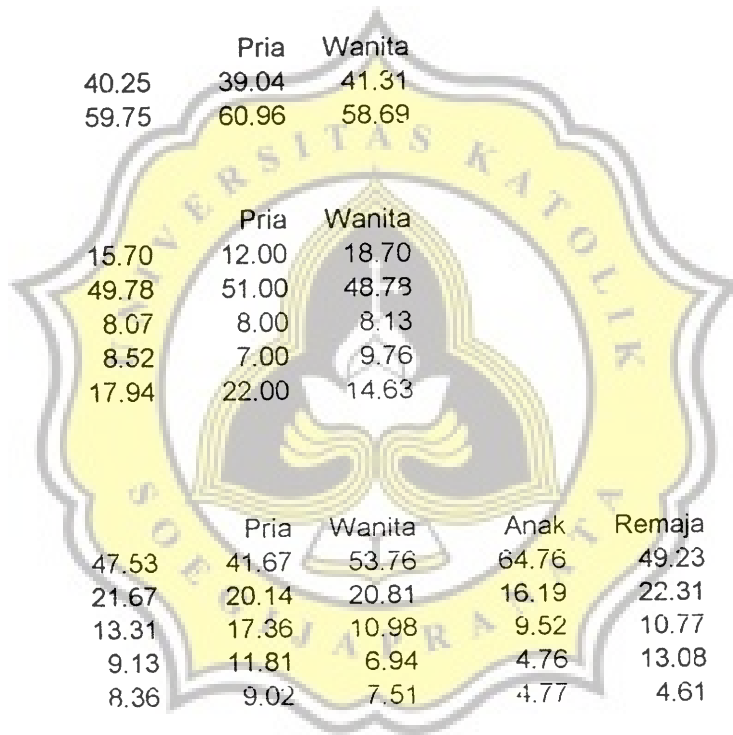
Merek Lain		Pria	Wanita
Jas-jus	15.12	14.65	15.46
Nutrisari	26.38	30.08	23.69
Sunfill	8.30	8.01	8.51
Finto	15.45	12.70	17.45
ABC	18.24	19.34	17.45
Hore	13.31	13.09	13.48
Lainnya	3.20	2.15	3.97

Alasan Beli Lain		Pria	Wanita
Mudah didapat	6.58	8.33	5.12
Harga	4.05	5.00	3.26
Rasa	20.76	29.44	13.49
Ingin mencoba	67.59	56.11	77.21
Kualitas	1.02	1.12	0.92

### 3.6. Kerusakan MARIMAS

Kerusakan		Pria	Wanita
Ya	40.25	39.04	41.31
Tidak	59.75	60.96	58.69

Jenis kerusakan		Pria	Wanita
bocor	15.70	12.00	18.70
menggumpal	49.78	51.00	48.78
kosong	8.07	8.00	8.13
warna berubah	8.52	7.00	9.76
rasa berubah	17.94	22.00	14.63



### 3.7. Kritik dan Harapan

Kritik&Harapan		Pria	Wanita	Anak	Remaja	Dewasa
Rasa baru	47.53	41.67	53.76	64.76	49.23	25.61
Kemasan tdk menarik	21.67	20.14	20.81	16.19	22.31	23.17
Pengurangan bhn kimia	13.31	17.36	10.98	9.52	10.77	24.39
Penambahan isi	9.13	11.81	6.94	4.76	13.08	8.54
Membuat batuk	8.36	9.02	7.51	4.77	4.61	18.29

### 3.8. Rekomendasi

Rekomen		Pria	Wanita	Anak-anak	Remaja	Dewasa
Ya	53.75	44.44	61.36	48.15	53.62	59.84
Tidak	46.25	55.56	38.64	51.85	46.38	40.16

### MINUMAN RASA BUAH YANG DIPILIH

	Pria	Wanita
Serbuk	42	41.85
Cup	5.25	3.52
Jus asli	22.25	21.59
Siap saji	15.75	17.62
Sirup	14.75	15.42

### MINUMAN RASA BUAH YANG DIKONSUMSI

	Pria	Wanita
Serbuk	52	52.42
Cup	3.5	2.2
Jus asli	17.5	16.3
Siap saji	11	12.78
Sirup	16	16.3

### ALASAN MEMILIH

	Pria	Wanita
praktis	46.25	53.85
tanpa pengawet	17.25	8.65
murah	5	6.25
sehat	2	0.96
lebih segar	3	2.4
enak	5.75	6.25
mudah didapat	4.75	7.21
langsung minum	16	14.42

### ALASAN MENGKONSUMSI

	Pria	Wanita
praktis	48.75	50.96
tanpa pengawet	12.5	6.73
murah	7.5	11.54
sehat	2	0.48
lebih segar	2	2.88
enak	6.25	4.33
mudah didapat	9.75	12.5
langsung minum	11.25	10.58

### Lampiran 3. Hasil Perhitungan Sampel (Banyaknya Responden)

Perhitungan jumlah sampel (banyak responden) ini dilakukan dengan tingkat keyakinan 5%. Signifikansi  $\alpha = 0.05$  dan kesalahan penarikan sampel 5%.

Rumus besarnya sampel :

$$N_{\text{hitung}} = P (1 - P) \left\{ \frac{Z_{\alpha/2}}{\varepsilon} \right\}^2$$

Keterangan :

N = besar sampel

P = perkiraan proporsi pada populasi

$Z^{\alpha/2}$  = nilai standar sesuai dengan tingkat signifikansi

$\varepsilon$  = kesalahan penarikan sampel yang dapat diterima

Berdasarkan *pre test* terhadap 30 responden, diperoleh responden yang mengkonsumsi minuman serbuk sebesar 15 responden (50% → proporsi = 0.5)

Diketahui :

$$\alpha = 0.05 \rightarrow \frac{1}{2} \alpha = 0.025$$

$$p = 0.5$$

Ditanya : N = ?

Jawab :

$$Z^{\alpha/2} = 0.05 / 2 = 0.025$$

$$Z^{\alpha/2} = 1 - 0.025 = 0.975 \rightarrow \text{dari Tabel Z (one tailed / satu arah)}$$

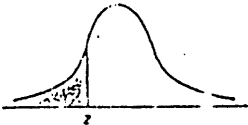
$$\text{Diperoleh : } Z^{\alpha/2} = 1.96$$

$$\begin{aligned} N &= 0.5 \cdot (1-0.5) \cdot (1.96/0.05)^2 \\ &= 384 \text{ responden} \end{aligned}$$

Lampiran 4. Tabel Nilai Z

Nilai Tabel Z

Table 1  
Areas under the standard normal curve (Areas to the left)



z	0	1	2	3	4	5	6	7	8	9
.0	.5000	.5040	.5080	.5120	.5160	.5199	.5239	.5279	.5319	.5359
.1	.5398	.5438	.5478	.5517	.5557	.5596	.5636	.5675	.5714	.5753
.2	.5793	.5832	.5871	.5910	.5948	.5987	.6026	.6064	.6103	.6141
.3	.6179	.6217	.6255	.6293	.6331	.6368	.6406	.6443	.6480	.6517
.4	.6554	.6591	.6628	.6664	.6700	.6736	.6772	.6808	.6844	.6879
.5	.6915	.6950	.6985	.7019	.7054	.7088	.7123	.7157	.7190	.7224
.6	.7257	.7291	.7324	.7357	.7389	.7422	.7454	.7486	.7517	.7549
.7	.7580	.7611	.7642	.7673	.7704	.7734	.7764	.7794	.7823	.7852
.8	.7881	.7910	.7939	.7967	.7995	.8023	.8051	.8078	.8106	.8133
.9	.8159	.8186	.8212	.8238	.8264	.8289	.8315	.8340	.8365	.8389
1.0	.8413	.8438	.8461	.8485	.8508	.8531	.8554	.8577	.8599	.8621
1.1	.8643	.8665	.8686	.8708	.8729	.8749	.8770	.8790	.8810	.8830
1.2	.8849	.8869	.8888	.8907	.8925	.8944	.8962	.8980	.8997	.9015
1.3	.9032	.9049	.9066	.9082	.9099	.9115	.9131	.9147	.9162	.9177
1.4	.9192	.9207	.9222	.9236	.9251	.9265	.9279	.9292	.9306	.9319
1.5	.9332	.9345	.9357	.9370	.9382	.9394	.9406	.9418	.9429	.9441
1.6	.9452	.9463	.9474	.9484	.9495	.9505	.9515	.9525	.9535	.9545
1.7	.9554	.9564	.9573	.9582	.9591	.9599	.9608	.9616	.9625	.9633
1.8	.9641	.9649	.9656	.9664	.9671	.9678	.9686	.9693	.9699	.9706
1.9	.9713	.9719	.9726	.9732	.9738	.9744	.9750	.9756	.9761	.9767
2.0	.9772	.9778	.9783	.9788	.9793	.9798	.9803	.9808	.9812	.9817
2.1	.9821	.9826	.9830	.9834	.9838	.9842	.9846	.9850	.9854	.9857
2.2	.9861	.9864	.9868	.9871	.9875	.9878	.9881	.9884	.9887	.9890
2.3	.9893	.9896	.9898	.9901	.9904	.9906	.9909	.9911	.9913	.9916
2.4	.9918	.9920	.9922	.9925	.9927	.9929	.9931	.9932	.9934	.9936
2.5	.9938	.9940	.9941	.9943	.9945	.9946	.9948	.9949	.9951	.9952
2.6	.9953	.9955	.9956	.9957	.9959	.9960	.9961	.9962	.9963	.9964
2.7	.9965	.9966	.9967	.9968	.9969	.9970	.9971	.9972	.9973	.9974
2.8	.9974	.9975	.9976	.9977	.9977	.9978	.9979	.9979	.9980	.9981
2.9	.9981	.9982	.9982	.9983	.9984	.9984	.9985	.9985	.9986	.9986
3.0†	.9987	.9987	.9987	.9988	.9988	.9989	.9989	.9989	.9990	.9990

† For  $z \geq 4$  the areas are 1 to four decimal places.

Adapted from *Probability with Statistical Applications*, second edition, by F. Mosteller, R. E. Rourke, and G. B. Thomas, Jr. Reading, Mass.: Addison-Wesley, 1970, p. 473.



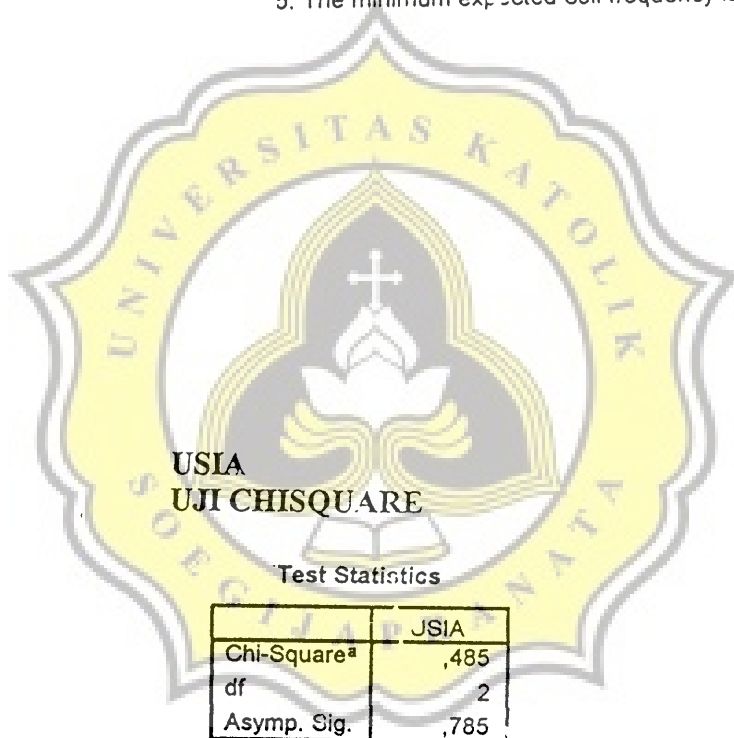
Lampiran 5. Hasil Uji *Chisquare* Dengan Menggunakan Perangkat Lunak *SPSS for Windows*

**GENDER  
UJI CHISQUARE**

Test Statistics

	GENDER
Chi-Square <sup>a</sup>	.640
df	1
Asymp. Sig.	.424

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 200.0.



a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 133.3.

### *Top of Mind Pertama*

#### Test Statistics

	TOM1
Chi-Square <sup>a</sup>	2915.935
df	16
Asymp. Sig.	.000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 23.5.

### *Top of Mind Kedua*

#### Test Statistics

	TOM2
Chi-Square <sup>a</sup>	1281.405
df	19
Asymp. Sig.	.000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 19.8.

### *Top of Mind Ketiga*

#### Test Statistics

	TOM3
Chi-Square <sup>a</sup>	570.101
df	23
Asymp. Sig.	.000

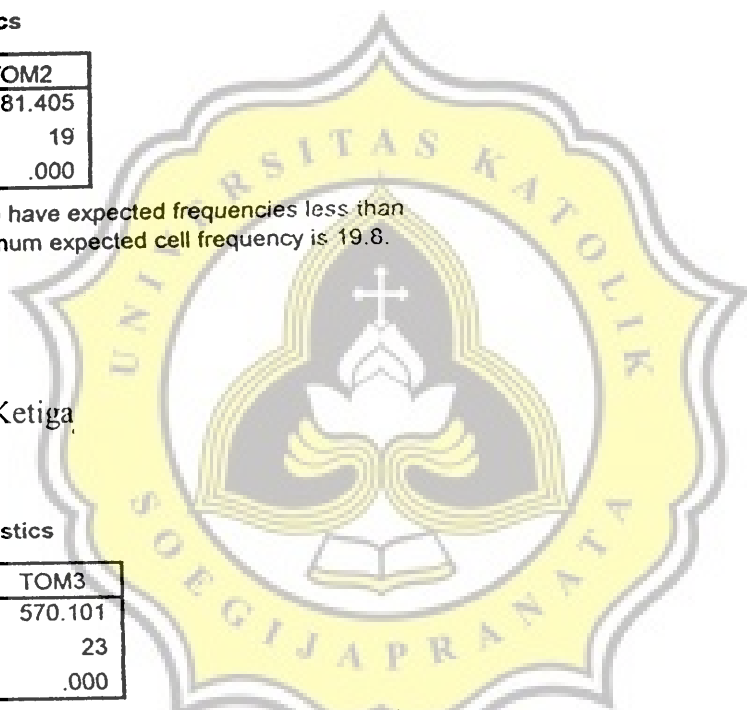
- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 13.6.

### *Top of Mind Keempat*

#### Test Statistics

	TOM4
Chi-Square <sup>a</sup>	478.000
df	26
Asymp. Sig.	.000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.3.



## Darimana Mengetahui Marimas

### Test Statistics

	TAHU
Chi-Square <sup>a</sup>	857,980
df	3
Asymp. Sig.	,000

- a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 100,0.

## Anggota Keluarga Yang Mengkonsumsi Marimas

### Test Statistics

	KELUARGA
Chi-Square <sup>a</sup>	1183,129
df	10
Asymp. Sig.	,000

- a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 85,0.

## Rasa Baru Yang Diusulkan Untuk Marimas

### Test Statistics

	RASABARU
Chi-Square <sup>a</sup>	2027,145
df	30
Asymp. Sig.	,000

- a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 12,9.

## Keunggulan Marimas

### Test Statistics

	UNGGUL
Chi-Square <sup>a</sup>	1025,280
df	11
Asymp. Sig.	,000

- a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 134,1.

## Produk MARIMAS Rasanya Macam-macam

### Test Statistics

	PMA
Chi-Square <sup>a</sup>	384,160
df	1
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 200,0.

## Produk MARIMAS Harganya Terjangkau

### Test Statistics

	PMB
Chi-Square <sup>a</sup>	625,265
df	2
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 133,3.

## Produk MARIMAS Kemasannya Menarik

### Test Statistics

	PMC
Chi-Square <sup>a</sup>	362,045
df	2
Asymp. Sig.	,000

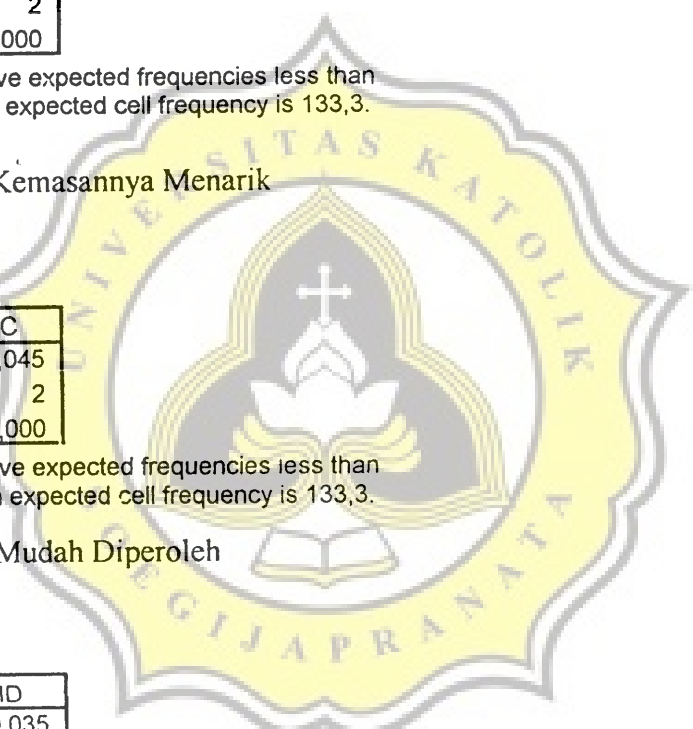
- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 133,3.

## Produk MARIMAS Mudah Diperoleh

### Test Statistics

	PMD
Chi-Square <sup>a</sup>	669,035
df	2
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 133,3.



## Produk MARIMAS Cara Penyajiannya Praktis

### Test Statistics

	PME
Chi-Square <sup>a</sup>	594,245
df	2
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 133,3.

## Produk MARIMAS Mudah Dibuka

### Test Statistics

	PMF
Chi-Square <sup>a</sup>	473,585
df	2
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 133,3

## Produk MARIMAS Mudah Larut Dalam Air

### Test Statistics

	PMG
Chi-Square <sup>a</sup>	499,145
df	2
Asymp. Sig.	,000

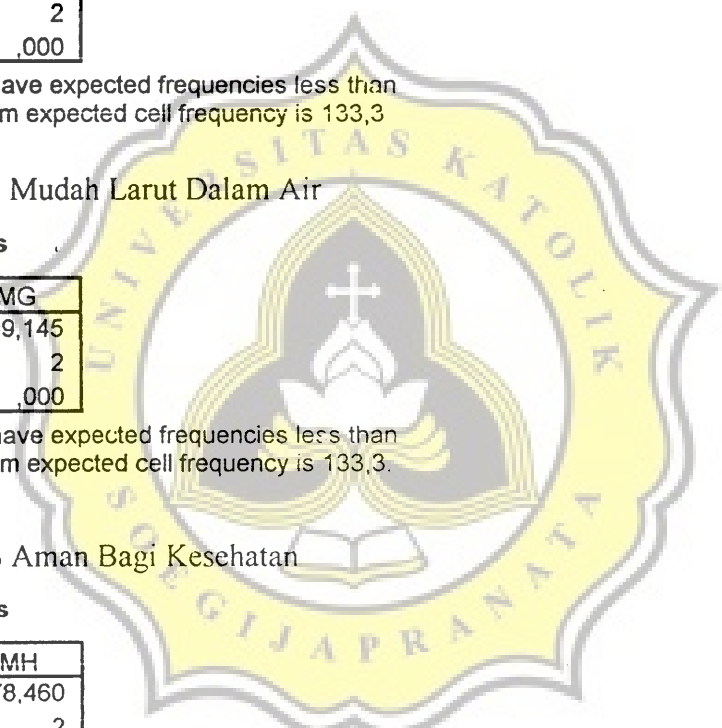
- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 133,3.

## Produk MARIMAS Aman Bagi Kesehatan

### Test Statistics

	PMH
Chi-Square <sup>a</sup>	178,460
df	2
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 133,3.



Produk MARIMAS Warnanya Menarik Jika Disajikan

**Test Statistics**

	PMI
Chi-Square <sup>a</sup>	300,755
df	2
Asymp. Sig.	,000

- a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 133,3.

Produk MARIMAS Mengandung Vitamin C dan Ca

**Test Statistics**

	PMJ
Chi-Square <sup>a</sup>	397,355
df	2
Asymp. Sig.	,000

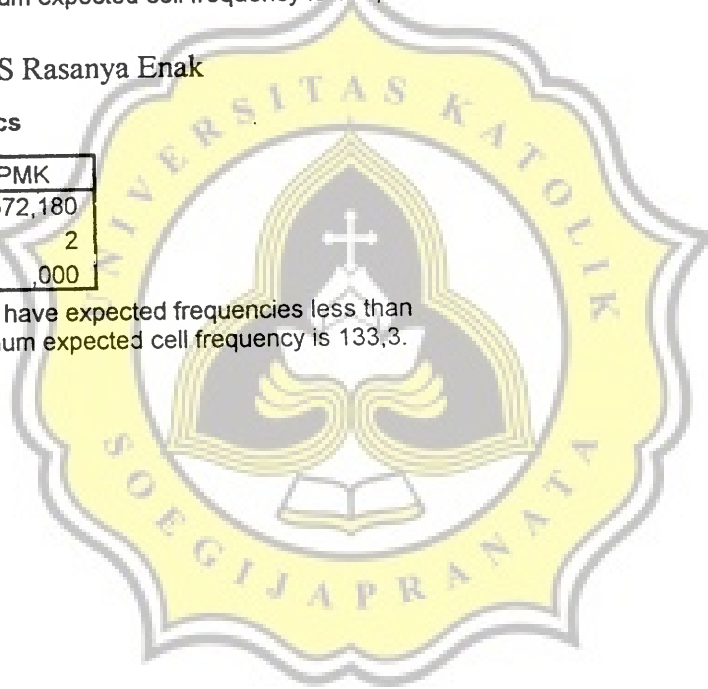
- a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 133,3.

Produk MARIMAS Rasanya Enak

**Test Statistics**

	PMK
Chi-Square <sup>a</sup>	572,180
df	2
Asymp. Sig.	,000

- a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 133,3.



## Alasan Membeli Marimas

### Test Statistics

	ALASAN
Chi-Square <sup>a</sup>	1348,476
df	9
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 84,0.

## Tempat Membeli Marimas

### Test Statistics

	TMTBELI
Chi Square <sup>a</sup>	849,625
df	4
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 80,0.

## Frekuensi Pembelian per Minggu

### Test Statistics

	FREKUENS
Chi Square <sup>a</sup>	251,980
df	6
Asymp. Sig.	,000

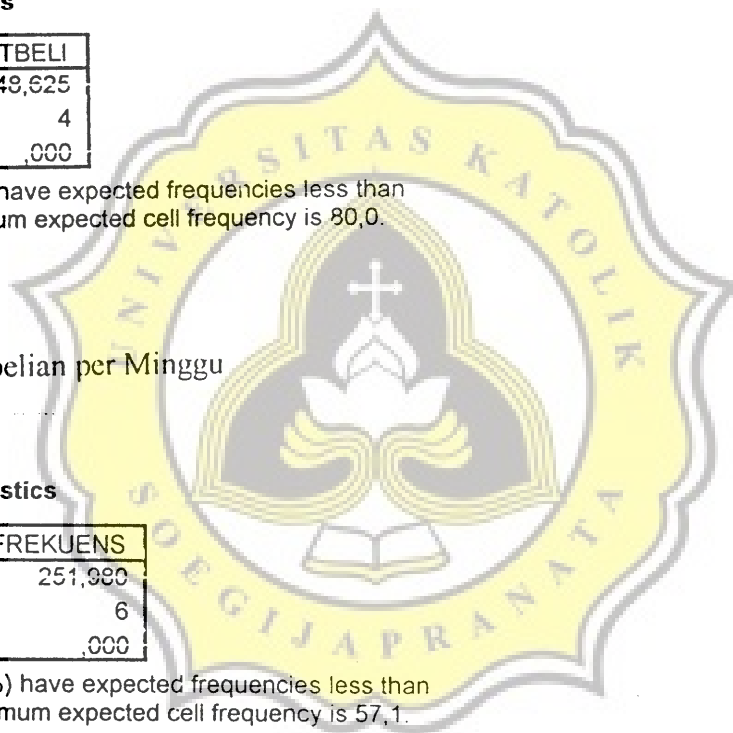
- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 57,1.

## Rasa Yang Paling Disukai Dari Marimas

### Test Statistics

	SUKA
Chi-Square <sup>a</sup>	697,180
df	13
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 28,6.



## Rasa Yang Paling Tidak Disukai Dari Marimas

### Test Statistics

	TDKSUKA
Chi-Square <sup>a</sup>	204,800
df	13
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 28,6.

## Merek Lain Yang Dibeli

### Test Statistics

	MERKLAIN
Chi-Square <sup>a</sup>	696,154
df	8
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 135,2.

## Alasan Membeli Merek Lain

### Test Statistics

	ALBELA
Chi-Square <sup>a</sup>	784,790
df	5
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 66,7.

## Kritik dan Harapan Untuk Marimas

### Test Statistics

	KRITIK
Chi-Square <sup>a</sup>	801,228
df	18
Asymp. Sig.	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 28,6.



## Kerusakan Marimas

### Test Statistics

	RUSAK
Chi-Square <sup>a</sup>	15,210
df	1
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 200,0.

## Jenis Kerusakan Marimas

### Test Statistics

	RUSAK
Chi-Square <sup>a</sup>	902,577
df	8
Asymp. Sig.	,000

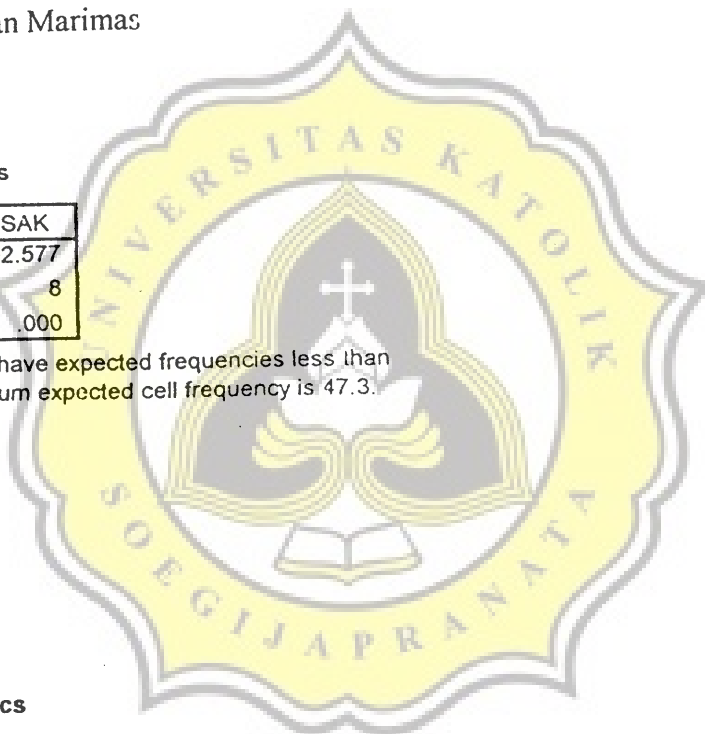
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 47,3.

## Rekomendasi

### Test Statistics

	REKOMEND
Chi-Square <sup>a</sup>	2,250
df	1
Asymp. Sig.	,134

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 200,0.



Lampiran 6. Hasil Uji *Mann-Whitney* Dengan Menggunakan Perangkat Lunak *SPSS for Windows*

Jenis Kelamin vs *Top of Mind* Pertama

	TOM1
Mann-Whitney U	18938.000
Wilcoxon W	40674.000
Z	-1.081
Asymp. Sig. (2-tailed)	.280

a. Grouping Variable: GENDER

Jenis Kelamin vs *Top of Mind* Kedua

Test Statistics<sup>a</sup>

	TOM2
Mann-Whitney U	16012.500
Wilcoxon W	33778.500
Z	-3.145
Asymp. Sig. (2-tailed)	.002

a. Grouping Variable: GENDER

Jenis Kelamin vs *Top of Mind* Ketiga

Test Statistics<sup>a</sup>

	TOM3
Mann-Whitney U	12961.000
Wilcoxon W	28186.000
Z	-.414
Asymp. Sig. (2-tailed)	.679

a. Grouping Variable: GENDER

Jenis Kelamin vs *Top of Mind* Keempat

Test Statistics<sup>a</sup>

	TOM4
Mann-Whitney U	8714.500
Wilcoxon W	20804.500
Z	-1.237
Asymp. Sig. (2-tailed)	.216

a. Grouping Variable: GENDER

Jenis Kelamin vs Darimana Mengetahui MARIMAS

Test Statistics<sup>a</sup>

	TAHU
Mann-Whitney U	8638.000
Wilcoxon W	22004.000
Z	-.971
Asymp. Sig. (2-tailed)	.331

a. Grouping Variable: GENDER

Jenis Kelamin vs Frekuensi Membeli MARIMAS dan Tempat Membeli MARIMAS

Test Statistics<sup>a</sup>

	FREKUENS	TMTBELI
Mann-Whitney U	8877.000	7390.000
Wilcoxon W	22243.000	20756.000
Z	-.142	-3.290
Asymp. Sig. (2-tailed)	.887	.001

a. Grouping Variable: GENDER

Jenis Kelamin vs Produk Marimas Rasanya Beragam-macam

Test Statistics<sup>a</sup>

	RASA
Mann-Whitney U	19952.000
Wilcoxon W	41688.000
Z	-.080
Asymp. Sig. (2-tailed)	.936

a. Grouping Variable: GENDER

Jenis Kelamin vs Produk Marimas Harganya Terjangkau

Test Statistics<sup>a</sup>

	HARGA
Mann-Whitney U	19715.500
Wilcoxon W	41451.500
Z	-.472
Asymp. Sig. (2-tailed)	.637

a. Grouping Variable: GENDER

Jenis Kelamin vs Produk Marimas Kemasannya Menarik

Test Statistics<sup>a</sup>

	KEMASAN
Mann-Whitney U	19872.500
Wilcoxon W	41608.500
Z	-.114
Asymp. Sig. (2-tailed)	.909

a. Grouping Variable: GENDER

Jenis Kelamin vs Produk Marimas Mudah Diperoleh

Test Statistics<sup>a</sup>

	DIPEROLE
Mann-Whitney U	18952.500
Wilcoxon W	37490.500
Z	-2.158
Asymp. Sig. (2-tailed)	.031

a. Grouping Variable: GENDER

Jenis Kelamin vs Produk Marimas Cara Per.yajiannya Praktis

Test Statistics<sup>a</sup>

	PRAKTIS
Mann-Whitney U	18787.000
Wilcoxon W	37315.000
Z	-2.035
Asymp. Sig. (2-tailed)	.042

a. Grouping Variable: GENDER

Jenis Kelamin vs Produk Marimas Mudah Dibuka

Test Statistics<sup>a</sup>

	MDHDIBUK
Mann-Whitney U	18838.500
Wilcoxon W	40574.500
Z	-1.547
Asymp. Sig. (2-tailed)	.122

a. Grouping Variable: GENDER

Jenis Kelamin vs Produk Marimas Mudah Larut Dalam Air

Test Statistics<sup>a</sup>

	MDHLARUT
Mann-Whitney U	18751.500
Wilcoxon W	37279.500
Z	-1.736
Asymp. Sig. (2-tailed)	.083

a. Grouping Variable: GENDER

Jenis Kelamin vs Produk Marimas Aman Bagi Kesehatan

Test Statistics<sup>a</sup>

	AMAN
Mann-Whitney U	18718.000
Wilcoxon W	37246.000
Z	-1.256
Asymp. Sig. (2-tailed)	.209

a. Grouping Variable: GENDER

Jenis Kelamin vs Produk Marimas Warnanya Menarik Jika Disajikan

Test Statistics<sup>a</sup>

	WARNA
Mann-Whitney U	19714.500
Wilcoxon W	41450.500
Z	-.284
Asymp. Sig. (2-tailed)	.777

a. Grouping Variable: GENDER

Jenis Kelamin vs Produk Marimas Mengandung Vitamin C dan Ca

Test Statistics<sup>a</sup>

	VITAMIN
Mann-Whitney U	19157.000
Wilcoxon W	37685.000
Z	-.997
Asymp. Sig. (2-tailed)	.319

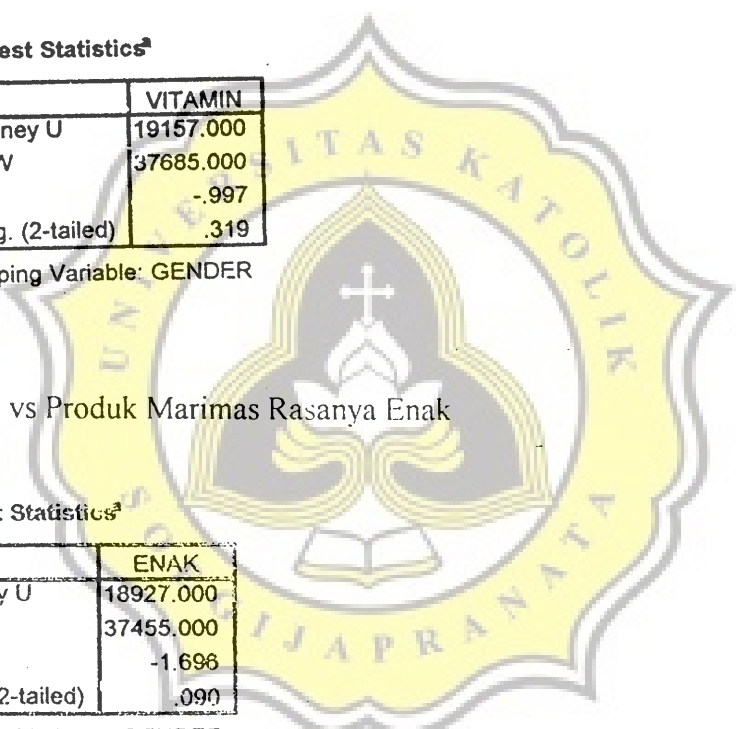
a. Grouping Variable: GENDER

Jenis Kelamin vs Produk Marimas Rasanya Enak

Test Statistics<sup>a</sup>

	ENAK
Mann-Whitney U	18927.000
Wilcoxon W	37455.000
Z	-1.696
Asymp. Sig. (2-tailed)	.090

a. Grouping Variable: GENDER



Lampiran 7. Hasil Uji *Kolmogorov-Smirnov* Dengan Menggunakan Perangkat Lunak *SPSS for Windows*

Jenis Kelamin vs Alasan Membeli MARIMAS

Test Statistics<sup>a</sup>

		ALASAN
Most Extreme Differences	Absolute	.040
	Positive	.013
	Negative	-.040
Kolmogorov-Smirnov Z		.568
Asymp. Sig. (2-tailed)		.903

a. Grouping Variable: GENDER

Jenis Kelamin vs Keunggulan MARIMAS

Test Statistics<sup>a</sup>

		UNGGUL
Most Extreme Differences	Absolute	.025
	Positive	.002
	Negative	-.025
Kolmogorov-Smirnov Z		.495
Asymp. Sig. (2-tailed)		.967

a. Grouping Variable: GENDER

Jenis Kelamin vs Rekomendasi MARIMAS

Test Statistics<sup>a</sup>

		REKOMEN
Most Extreme Differences	Absolute	.193
	Positive	.193
	Negative	.000
Kolmogorov-Smirnov Z		1.916
Asymp. Sig. (2-tailed)		.001

a. Grouping Variable: GENDER

Lampiran 8. Hasil Uji *Kruskal-Wallis* Dengan Menggunakan Perangkat Lunak *SPSS for Windows*

Usia vs *Top of Mind* Pertama

Test Statistics<sup>a,b</sup>

	TOM1
Chi-Square	29,460
df	2
Asymp. Sig.	,000

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Usia vs *Top of Mind* Kedua

Test Statistics<sup>a,b</sup>

	TOM2
Chi-Square	7,660
df	2
Asymp. Sig.	,022

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Usia vs *Top of Mind* Ketiga

Test Statistics<sup>a,b</sup>

	TOM3
Chi-Square	16,168
df	2
Asymp. Sig.	,000

a. Kruskal Wallis Test

b. Grouping Variable: USIA

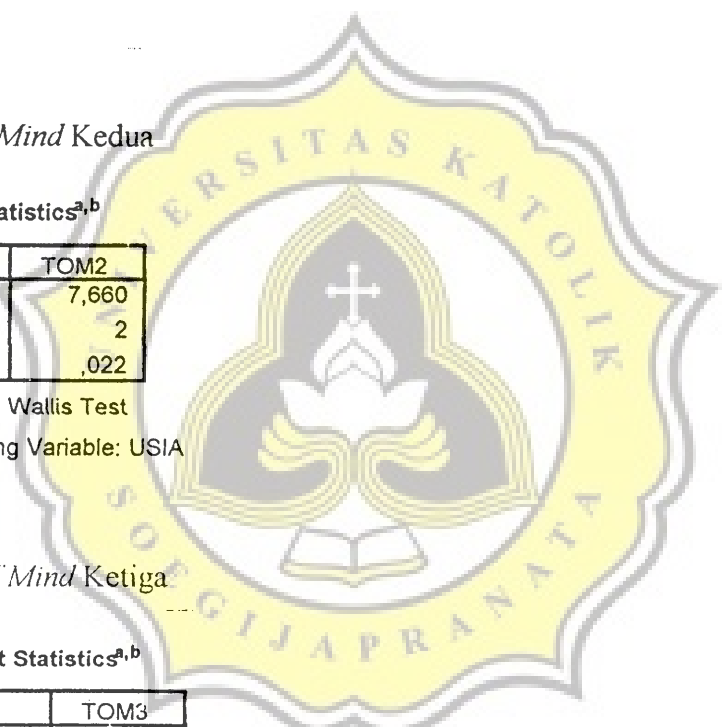
Usia vs *Top of Mind* Keempat

Test Statistics<sup>a,b</sup>

	TOM4
Chi-Square	,910
df	2
Asymp. Sig.	,635

a. Kruskal Wallis Test

b. Grouping Variable: USIA





Usia vs Darimana Mengetahui MARIMAS

Test Statistics<sup>a,b</sup>

	TAHU
Chi-Square	2,554
df	2
Asymp. Sig.	,279

- a. Kruskal Wallis Test  
b. Grouping Variable: USIA

Usia vs Tempat Membeli MARIMAS

Test Statistics<sup>a,b</sup>

	TMTBELI
Chi-Square	8,711
df	2
Asymp. Sig.	,013

- a. Kruskal Wallis Test  
b. Grouping Variable: USIA

Usia vs Keunggulan MARIMAS

Test Statistics<sup>a,b</sup>

	UNGGUL
Chi-Square	5,503
df	2
Asymp. Sig.	,064

- a. Kruskal Wallis Test  
b. Grouping Variable: USIA

Usia vs Frekuensi Membeli MARIMAS

Test Statistics<sup>a,b</sup>

	FREKUENS
Chi-Square	2,026
df	2
Asymp. Sig.	,363

- a. Kruskal Wallis Test  
b. Grouping Variable: USIA

Usia vs Rekomendasi MARIMAS

Test Statistics<sup>a,b</sup>

	REKOMEN
Chi-Square	3,592
df	2
Asymp. Sig.	,166

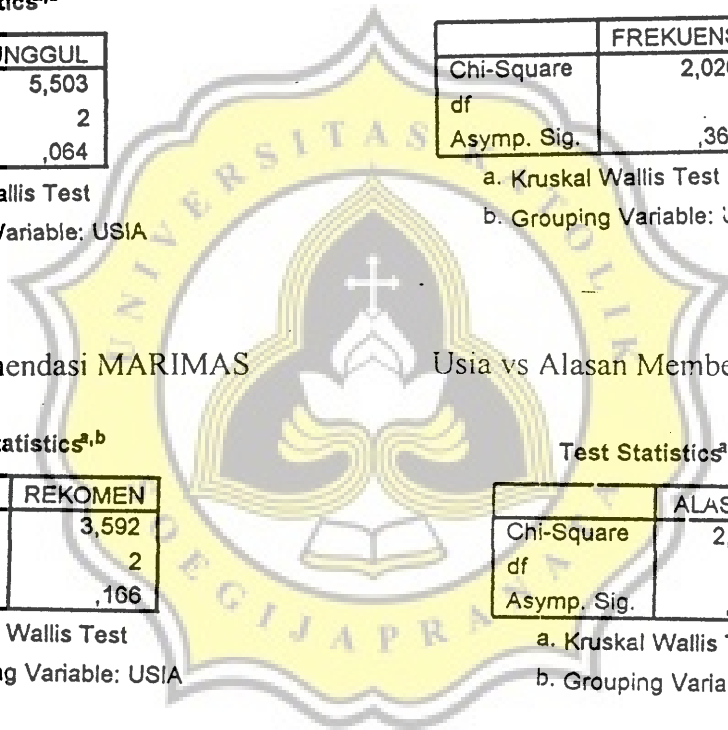
- a. Kruskal Wallis Test  
b. Grouping Variable: USIA

Usia vs Alasan Membeli MARIMAS

Test Statistics<sup>a,b</sup>

	ALASAN
Chi-Square	2,083
df	2
Asymp. Sig.	,353

- a. Kruskal Wallis Test  
b. Grouping Variable: USIA



### Usia vs Produk Marimas Rasanya Bermacam-macam

Test Statistics<sup>a,b</sup>

	RASA
Chi-Square	7,911
df	2
Asymp. Sig.	,019

- a. Kruskal Wallis Test
- b. Grouping Variable: USIA

### Usia vs Produk Marimas Harganya Terjangkau

Test Statistics<sup>a,b</sup>

	HARGA
Chi-Square	29,816
df	2
Asymp. Sig.	,000

- a. Kruskal Wallis Test
- b. Grouping Variable: USIA

### Usia vs Produk Marimas Kemasannya Menarik

Test Statistics<sup>a,b</sup>

	KEMASAN
Chi-Square	10,537
df	2
Asymp. Sig.	,005

- a. Kruskal Wallis Test
- b. Grouping Variable: USIA

### Usia vs Produk Marimas Mudah Diperoleh

Test Statistics<sup>a,b</sup>

	DIPEROLE
Chi-Square	31,487
df	2
Asymp. Sig.	,000

- a. Kruskal Wallis Test
- b. Grouping Variable: USIA

## Usia vs Produk Marimas Czra Penyajiannya Praktis

### Test Statistics<sup>a,b</sup>

	PRAKTIS
Chi-Square	14,300
df	2
Asymp. Sig.	,001

a. Kruskal Wallis Test

b. Grouping Variable: USIA

## Usia vs Produk Marimas Mudah Dibuka

### Test Statistics<sup>a,b</sup>

	DIBUKA
Chi-Square	14,295
df	2
Asymp. Sig.	,001

a. Kruskal Wallis Test

b. Grouping Variable: USIA

## Usia vs Produk Marimas Mudah Larut Dalam Air

### Test Statistics<sup>a,b</sup>

	LARUT
Chi-Square	6,748
df	2
Asymp. Sig.	,034

a. Kruskal Wallis Test

b. Grouping Variable: USIA

## Usia vs Produk Marimas Aman Bagi Kesehatan

### Test Statistics<sup>a,b</sup>

	AMAN
Chi-Square	3,452
df	2
Asymp. Sig.	,178

a. Kruskal Wallis Test

b. Grouping Variable: USIA

### Usia vs Produk Marimas Warnanya Menarik Jika Disajikan

Test Statistics<sup>a,b</sup>

	WARNA
Chi-Square	16,248
df	2
Asymp. Sig.	,000

a. Kruskal Wallis Test

b. Grouping Variable: USIA

### Usia vs Produk Marimas Mengandung Vitamin C dan Ca

Test Statistics<sup>a,b</sup>

	VITC
Chi-Square	,259
df	2
Asymp. Sig.	,879

a. Kruskal Wallis Test

b. Grouping Variable: USIA

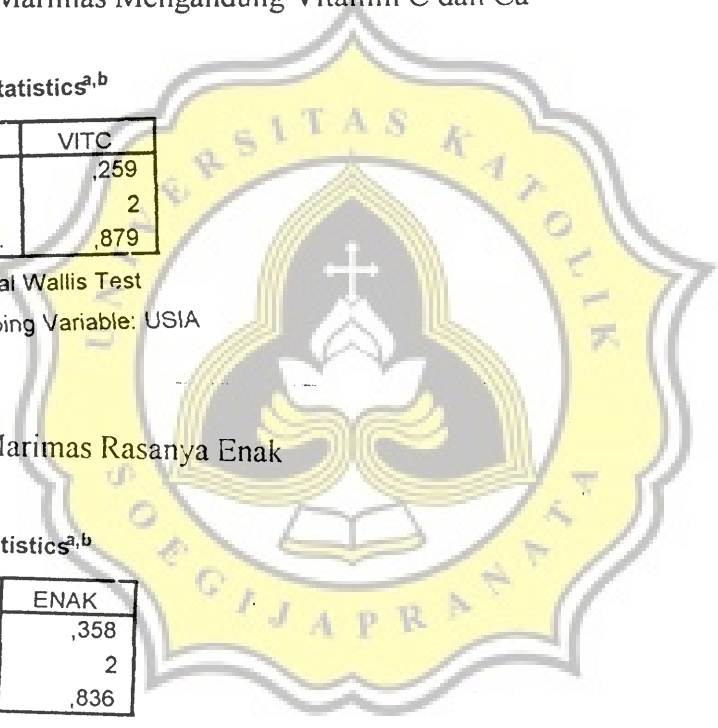
### Usia vs Produk Marimas Rasanya Enak

Test Statistics<sup>a,b</sup>

	ENAK
Chi-Square	,358
df	2
Asymp. Sig.	,836

a. Kruskal Wallis Test

b. Grouping Variable: USIA



Lampiran 9. Hasil Uji *Kendall's Corellation* Dengan Menggunakan Perangkat Lunak *SPSS for Windows*

HUBUNGAN ANTARA UANG SAKU DENGAN FREKUENSI PEMBELIAN

Correlations

			SAKU	FREKUENS
Kendall's tau_b	SAKU	Correlation Coefficient	1.000	.070
		Sig. (2-tailed)	.	.170
		N	285	285
	FREKUENS	Correlation Coefficient	.070	1.000
		Sig. (2-tailed)	.170	.
		N	285	285

HUBUNGAN ANTARA PENDAPATAN DENGAN FREKUENSI PEMBELIAN

Correlations

			FREKUENS	PENDPTAN
Kendall's tau_b	FREKUENS	Correlation Coefficient	1.000	-.206*
		Sig. (2-tailed)	.	.021
		N	92	92
	PENDPTAN	Correlation Coefficient	-.206*	1.000
		Sig. (2-tailed)	.021	.
		N	92	92

\*. Correlation is significant at the .05 level (2-tailed).

Lampiran 10. Hasil Uji Koefisien Kontigensi Dengan Menggunakan Perangkat Lunak *SPSS for Windows*

Uang Saku vs Tempat Membeli MARIMAS

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.180	.658
N of Valid Cases	285	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Pendapatan vs Tempat Membeli MARIMAS

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.203	.684
N of Valid Cases	92	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Pendidikan vs Tempat Membeli MARIMAS

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.354	.000
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Usia vs Tempat Membeli MARIMAS

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.270	.000
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Jenis Kelamin vs Tempat Membeli MARIMAS

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.050	.907
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

## Uang Saku vs Rasa MARIMAS Yang Paling Disukai

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.271	.983
N of Valid Cases	285	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Pendapatan vs Rasa MARIMAS Yang Paling Disukai

### Symmetric Measures

	Value	Aprox. Sig.
Nominal by Nominal Contingency Coefficient	.613	.003
N of Valid Cases	92	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Pendidikan vs Rasa MARIMAS Yang Paling Disukai

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.414	.067
N of Valid Cases	400	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Usia vs Rasa MARIMAS Yang Paling Disukai

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.311	.020
N of Valid Cases	400	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Jenis Kelamin vs Rasa MARIMAS Yang Paling Disukai

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.176	.469
N of Valid Cases	400	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Uang Saku vs Keunggulan MARIMAS

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.206	.017
N of Valid Cases	1186	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Pendapatan vs Keunggulan MARIMAS

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.207	.942
N of Valid Cases	317	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Jenis Kelamin vs Keunggulan MARIMAS

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.073	.647
N of Valid Cases	1609	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Pendidikan vs Keunggulan MARIMAS

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.169	.768
N of Valid Cases	1609	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Usia vs Keunggulan MARIMAS

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.106	.688
N of Valid Cases	1609	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.



Uang Saku vs *Top of Mind*

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.209	.005
N of Valid Cases	285	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis

Jenis Kelamin vs *Top of Mind*

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.054	.279
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Pendidikan vs *Top of Mind*

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.267	.000
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Pendapatan vs *Top of Mind*

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.177	.393
N of Valid Cases	92	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Usia vs *Top of Mind*

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.261	.000
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

## Uang Saku vs Produk MARIMAS Aman Bagi Kesehatan

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.231	.013
N of Valid Cases	285	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Pendapatan vs Produk MARIMAS Aman Bagi Kesehatan

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.291	.205
N of Valid Cases	92	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Jenis Kelamin vs Produk MARIMAS Aman Bagi Kesehatan

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.076	.312
N of Valid Cases	400	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Pendidikan vs Produk MARIMAS Aman Bagi Kesehatan

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.251	.003
N of Valid Cases	400	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Usia vs Produk MARIMAS Aman Bagi Kesehatan

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.175	.013
N of Valid Cases	400	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

## Uang Saku vs Produk MARIMAS Rasanya Berbagai-macam

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.132	.168
N of Valid Cases	285	

- a. Not assuming the null hypothesis.  
 b. Using the asymptotic standard error assuming the null hypothesis.

## Pendidikan vs Produk MARIMAS Rasanya Berbagai-macam

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.155	.078
N of Valid Cases	400	

- a. Not assuming the null hypothesis.  
 b. Using the asymptotic standard error assuming the null hypothesis.

## Jenis Kelamin vs Produk MARIMAS Rasanya Berbagai-macam

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.004	.936
N of Valid Cases	400	

- a. Not assuming the null hypothesis.  
 b. Using the asymptotic standard error assuming the null hypothesis.

## Usia vs Produk MARIMAS Rasanya Berbagai-macam

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.139	.019
N of Valid Cases	400	

- a. Not assuming the null hypothesis.  
 b. Using the asymptotic standard error assuming the null hypothesis.

## Pendapatan vs Produk MARIMAS Rasanya Berbagai-macam

### Symmetric Measures

	Value
Nominal by Nominal Contingency Coefficient	a
N of Valid Cases	92

- a. No statistics are computed because PIL\_RAS is a constant.

Frekuensi Pembelian vs Produk Marimas Rasanya Bermacam-macam

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	,101	,659
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Frekuensi Pembelian vs Produk Marimas Harganya Terjangkau

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	,133	,846
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Frekuensi Pembelian vs Produk Marimas Kemasannya Menarik

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	,283	,001
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Frekuensi Pembelian vs Produk Marimas Mudah Diperoleh

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	,164	,529
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Frekuensi Pembelian vs Produk Marimas Cara Penyajiannya Praktis

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	,209	,106
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Frekuensi Pembelian vs Produk Marimas Mudah Dibuka

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	,193	,219
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Frekuensi Pembelian vs Produk Marimas Mudah Larut Dalam Air

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	,105	,974
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Frekuensi Pembelian vs Produk Marimas Aman Bagi Kesehatan

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	,241	,017
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Frekuensi Pembelian vs Produk Marimas Warnanya Menarik Jika Disajikan

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	,207	,118
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Frekuensi Pembelian vs Produk Marimas Mengandung Vitamin C dan Ca

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	,309	,000
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Frekuensi Pembelian vs Produk Marimas Rasanya Enak

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	,246	,012
N of Valid Cases	400	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.