

LAMPIRAN 1 UJI VALIDITAS DAN RELIABILITAS

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
F1	293,5333	590,5031	,2599	,8842
F2	293,9750	590,7809	,2347	,8845
F3	293,4417	593,1562	,2328	,8844
F4	293,6500	589,6748	,3119	,8836
F5	293,8833	592,8098	,2515	,8842
F6	293,7083	585,2167	,2964	,8838
F7	293,6917	590,6856	,2405	,8844
F8	293,4583	590,4184	,2809	,8839
F9	293,2250	594,6800	,2259	,8844
F10	293,0083	593,3529	,2956	,8839
F11	293,2583	590,3109	,3366	,8834
F12	293,2250	590,6296	,2767	,8840
F13	293,3000	590,3966	,2873	,8839
F14	293,6000	591,2336	,2754	,8840
F15	293,6250	591,0431	,3144	,8836
F16	294,4583	582,9226	,3260	,8835
F17	292,9750	594,8985	,2831	,8840
F18	292,9500	592,6025	,2743	,8840
F19	293,0917	590,8403	,3224	,8836
F20	293,8667	587,9485	,3596	,8832
F21	293,7417	590,1596	,2416	,8844
F22	293,6000	591,0655	,2630	,8841
F23	293,4417	586,6520	,3001	,8837
F24	293,1333	590,6543	,2932	,8838
F25	293,6083	583,1982	,3417	,8832
F26	293,6500	588,6832	,2687	,8841
F27	293,0333	595,5115	,2293	,8844
F28	293,7417	590,7142	,2574	,8842
F29	293,7167	588,9106	,2862	,8839
F30	293,2750	589,9489	,2819	,8839
F31	293,3917	592,9630	,2378	,8844
F32	293,3417	593,1680	,2483	,8842
F33	293,3000	592,4639	,2412	,8843
F34	293,2667	594,5165	,2428	,8843
F35	293,8167	588,6552	,2785	,8840
F36	293,3833	591,7846	,2398	,8844
F37	293,2083	590,1159	,2773	,8840
F38	294,1667	591,6359	,2616	,8841
F39	294,3250	586,8263	,2609	,8844
F40	294,8333	587,2493	,3366	,8833
F41	294,8917	587,3915	,3206	,8835

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
F42	293,5333	588,1165	,2875	,8839
F43	293,1250	594,9506	,2212	,8845
F44	293,2667	590,4661	,3046	,8837
F45	293,4917	593,7982	,2736	,8840
F46	293,3083	591,5932	,3049	,8837
F47	293,0917	594,8739	,2526	,8842
F48	293,6083	591,6016	,2403	,8844
F49	293,1667	592,1737	,2936	,8838
F50	293,1000	595,0487	,2661	,8841
F51	293,3417	590,2436	,2492	,8843
F52	293,3500	589,4059	,2558	,8843
F53	293,2833	591,4821	,2327	,8845
F54	293,6083	589,5680	,2732	,8840
F55	293,8333	586,2073	,3747	,8829
F56	293,5833	590,4636	,2510	,8843
F57	293,5000	593,3950	,2748	,8840
F58	293,8250	590,5489	,3110	,8836
F59	293,5250	585,2263	,3771	,8829
F60	293,7583	587,6302	,3352	,8833
F61	293,2333	593,0207	,3018	,8838
F62	293,8583	588,1394	,2977	,8837
F63	293,3083	591,6100	,3167	,8836
F64	294,6833	589,6636	,3806	,8831
F65	293,6583	590,1764	,3137	,8836
F66	293,2417	594,5882	,2705	,8841
F67	293,4000	583,6370	,4214	,8824
F68	293,6250	597,6313	,2043	,8846
F69	294,2417	587,8487	,3342	,8834
F70	293,3667	589,1249	,3118	,8836
F71	293,8167	589,7812	,2682	,8841
F72	293,5833	596,3627	,2418	,8843
F73	293,0833	593,2535	,2537	,8842
F74	293,7000	590,8840	,3058	,8837
F75	293,6833	591,9829	,2748	,8840
F76	293,6250	593,1607	,2707	,8840
F77	293,2917	593,1831	,2568	,8842
F78	293,1333	592,8392	,2913	,8839
F79	293,4250	588,0279	,2833	,8839

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 120,0

N of Items = 79

Alpha = ,8852



LAMPIRAN 2 : TABEL 4.4. JAWABAN RESPONDEN

Tabel 4.4. Jawaban Responden

Alasan yang menjadi pertimbangan Ibu dalam memutuskan untuk berbelanja di pasar tradisional	STS (1) orang	TS (2) orang	N (3) orang	S (4) orang	SS (5) orang
1. Karena sudah langganan	10	18	28	32	32
2. Ada penjual aneka bubur yang enak	-	39	21	36	24
3. Terdapat penjual aneka keripik dengan beragam kualitas	-	13	29	42	36
4. Terdapat penjual aneka kebutuhan selamatan	-	16	35	48	21
5. Terdapat penjual aneka tas plastik dan kantong plastik	-	23	36	48	13
6. Terdapat penjual kelapa kopyor dan atau kelapa muda	10	33	36	17	24
7. Penataan barangnya mudah dilihat	3	18	15	39	45
8. Terdapat banyak pengecer kecil	-	15	21	49	35
9. Terdapat jasa pamarutan kelapa	-	5	20	42	42
10. Terdapat penjual ayam kampung	11	15	15	30	39
11. Dilalui kendaraan umum	-	11	39	47	23
12. Terdapat penjual aneka lauk pauk matang	15	18	25	30	22
13. Terdapat penjual aneka beras dengan beragam kualitas	-	4	22	45	49
14. Terdapat penjual aneka minyak goreng dengan beragam kualitas	10	28	36	21	25
15. Sudah menjadi kebiasaan dan tradisi turun temurun	-	3	19	61	37
16. Terdapat penjual aneka alat rumah tangga dari kayu dan atau bambu yang relatif lengkap	20	32	31	16	21
17. Terdapat alat rumah tangga sederhana yang murah harganya	5	20	17	48	30
18. Terdapat penjual aneka bunga hidup dengan harga murah	27	19	15	36	23
19. Pembayaran bisa selang beberapa hari	-	6	19	42	53
20. Pelayanan langsung oleh penjualnya	-	19	26	36	39
21. Bisa membeli dalam jumlah sedikit sesuai kebutuhan	-	8	29	37	46
22. Terdapat penjual bakso yang enak dan murah	3	16	39	30	32
23. Terdapat penjual aneka sate kambing dan atau sate ayam serta sate sapi yang enak	4	26	36	26	28

	STS	TS	N	S	SS
24.Terdapat penjual gudeg komplit yang enak dan murah	10	21	22	32	35
25.Mudah dijangkau dengan kendaraan umum	1	20	24	29	46
26. Menarik bagi golongan menengah ke bawah	4	9	18	41	48
27. Bisa dengan sistem kredit	-	-	25	36	59
28.Tidak harus dengan pakaian resmi	2	22	29	43	22
29.Sayur mayurnya lengkap dan segar	3	23	29	35	30
30. Kelengkapan empom-empon, rempah-rempah dan bumbu dapurnya.	1	9	28	29	53
31.Pasar buka lebih awal	3	14	32	44	27
32. Pasar buka lebih lama	-	-	37	38	45
33.Terdapat penjual aneka tahu dan tempe dengan berbagai pilihan	4	10	42	30	24
34.Terdapat penjual aneka jagung yang relatif lebih banyak dan segar	12	14	19	40	35
35.Strategis letaknya	-	21	22	42	35
36.Mudah untuk dipilih pilih	4	21	42	29	24
37.Kapan saja bisa dilayani	-	16	27	41	36
38.Bisa membeli langsung kepada petani / pengrajin	16	35	27	30	12
39.Barang kadang-kadang bisa diantar ke rumah	18	43	3	38	18
40. Dekat dari rumah	19	3	30	17	51
41. Bisa dijangkau dengan jalan kaki	9	47	27	37	47
42. Ada penjual jamu gendong	4	8	19	43	46
43.Sering mendapatkan imbuh	1	3	20	44	52
44.Barang yang tidak cocok bisa ditukar	-	18	24	41	37
45.Uangnya terbatas	1	4	33	60	22
46.Lebih irit/ hemat	7	14	38	31	30
47.Kebiasaan tawar menawar yang mengasyikkan	-	-	23	41	56
48.Harga barang kelontong murah	10	16	46	18	30
49.Hasil ubi ubian lengkap dan segar	-	24	24	45	25

	STS	TS	N	S	SS
50.Terdapat aneka buah pisang yang lengkap dan segar (pisang ambon, susu, kepok, kelutuk, dll)	-	14	19	40	47
51. Pelayanannya cepat	1	16	21	29	53
52.Terdapat buah-buahan yang lengkap dan segar	-	20	22	41	37
53.Hasil perternakan lengkap dan segar (dagung sapi, daging kambing, ayam, telur ayam, telur bebek, telur puyuh, dan lain sebagainya)	8	27	29	28	28
54. Sistem nempil yang dirasakan sebagai keringanan harga	-	22	20	40	38
55. Masih diberlakukannya sistem nyewelas yang dirasakan sebagai potongan harga	-	8	20	57	35
56. Terdapat jajan pasar khas jawa	-	17	18	50	35
57.Membungkusnya cepat	9	16	39	30	26
58.Tidak memerlukan pakaian formal	-	5	27	59	29
59.Proses membayarnya cepat	10	25	28	35	32
60.Tidak perlu antre	-	24	25	44	27
61. Persediaan barang relatif banyak dan komplit karena penjualnya banyak	-	5	20	56	39
62.Tersedianya aneka ikan asin	8	34	19	32	17
63.Terdapat aneka asesoris rambut yang murah	-	42	33	23	25
64. Tersedianya jasa gendong.	4	-	32	20	63
65.Terdapat aneka deterjen dan sabun cuci dengan beragam kualitas	2	34	50	24	20
66.Terdapat penjual aneka kerupuk dengan beragam kualitas	5	12	24	43	36
67.Terdapat aneka kue kering yang berharga murah	8	25	18	40	29
68.Terdapat penjual aneka ramuan jamu tradisional	10	13	45	39	13
69. Terdapat penjual aneka ikan laut yang segar dan lengkap	3	10	10	47	50
70. Penjualnya ramah	11	14	25	37	33
71.Mudah menemukan barang yang dicari	9	24	26	40	21
72.Terdapat penjual aneka bakmi basah	-	30	52	20	17

	STS	TS	N	S
73.Hampir semua barang yang dijual harganya relatif lebih murah dibanding dengan harga di pasar swalayan	10	17	41	31
74.Terdapat jasa tukang ojeg	-	15	38	49
75.Terdapat jasa tukang pangkas rambut yang murah	-	46	33	24
76.Karena sudah mengenal penjualnya	-	12	31	58
77. Terdapat pedagang grosiran	1	9	18	53
78.Terdapat penjual telur asin yang enak	10	16	45	15
79.Terdapat penjual aneka sandang dan cita sederhana	-	19	44	32

Sumber : Data primer diolah



LAMPIRAN 3 MEMILIH VARIABEL YANG DAPAT DIANALISIS



KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.505
Bartlett's Test of Sphericity	Approx. Chi-Square	5111.301
	df	3081
	Sig.	.000



LAMPIRAN 4 MEMILIH VARIABEL YANG DAPAT DIANALISIS



KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.628
Bartlett's Test of Sphericity	Approx. Chi-Square	2067.362
	df	946
	Sig.	.000



KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.644
Bartlett's Test of Sphericity	Approx. Chi-Square	1975.355
	df	903
	Sig.	.000



Table 9.1 Anti-image Matrices

	F3	F7	F8	F9	F10	F13	F15	F17	F19	F20
Anti-image Correlation F3	.684 ^a	-.05	.080	.061	.042	.024	.058	.056	.013	-.134
F7	-.051	.643 ^a	.019	-.027	.035	.076	.034	-.213	-.102	.069
F8	.080	.019	.607 ^a	.200	-.05	.111	.206	-.142	-.144	-.06
F9	.061	-.03	.200	.662 ^a	.167	.147	.040	.023	-.222	-.218
F10	.042	.035	-.048	.167	.542 ^a	-.01	-.10	.166	.027	.00
F13	.024	.076	.111	.147	-.01	.711 ^a	.008	-.150	-.165	-.09
F15	.058	.034	.206	.040	-.10	.008	.549 ^a	-.157	-.116	-.118
F17	.056	-.213	-.142	.023	.166	-.150	-.157	.592 ^a	.242	.120
F19	.013	-.102	-.144	-.222	.027	-.165	-.116	.242	.549 ^a	-.04
F20	-.134	.069	-.061	-.218	.00	-.09	-.118	.120	-.042	.725
F21	-.082	-.10	-.081	-.159	-.106	-.08	-.05	.076	.097	.142
F25	-.063	.067	-.129	-.029	-.130	.035	.097	-.236	-.257	.049
F26	.017	.127	.016	.062	-.02	.061	-.04	-.164	-.276	.053
F27	-.068	-.04	.174	.191	.051	.041	.072	-.123	-.286	.062
F30	-.029	-.01	.028	.041	-.02	-.09	.011	.041	-.170	.065
F32	.038	-.101	.040	-.016	-.02	-.103	.125	-.050	-.118	.069
F34	.142	.040	.025	-.318	-.09	-.232	-.05	.080	.148	.010
F35	-.091	.012	.231	-.049	-.105	.080	-.03	-.145	-.012	-.06
F37	.025	-.110	-.082	-.077	.226	.073	-.200	-.038	.140	.047
F40	.106	-.08	.041	.307	.129	.00	-.08	.159	.042	-.07
F41	-.107	-.01	-.024	-.235	-.129	.00	.078	-.086	.000	.137
F42	-.018	.121	-.048	-.359	-.02	-.06	-.108	-.139	.183	.010
F43	-.061	.064	-.138	-.158	.051	.085	.049	-.045	-.062	-.09
F44	-.020	-.191	-.227	-.211	-.287	-.02	-.10	.149	.098	-.04
F45	.045	.098	.048	.185	.244	.050	-.10	.136	.008	.006
F47	-.011	-.144	.002	.117	-.128	-.03	.074	-.016	-.150	.010
F50	-.039	.028	.055	.113	-.07	.098	.046	-.047	-.159	-.144
F51	-.040	.164	.010	.065	-.05	-.02	.207	-.013	.066	-.10
F52	-.110	.147	-.061	-.030	-.111	.041	-.01	-.151	-.126	.077
F54	-.248	-.126	-.076	-.169	-.222	-.09	.002	.047	.139	-.02
F55	-.061	.153	.197	.056	.072	.053	-.05	-.039	.003	-.160
F56	.002	-.152	-.147	-.189	-.07	-.172	-.01	.130	.267	-.07
F58	-.048	-.09	-.035	-.140	-.339	-.08	.129	-.140	.006	-.178
F60	-.054	-.143	.041	-.171	-.213	-.198	.00	-.046	.107	.108
F61	.040	.056	-.024	-.158	-.172	-.06	-.06	-.126	-.097	-.01
F64	-.127	.00	.019	.142	.132	.053	.024	.067	-.243	-.06
F66	.043	-.04	-.093	-.048	-.03	-.06	.024	.052	-.042	-.187
F67	.136	.022	.149	.144	.048	-.02	.017	-.057	-.106	-.09
F69	-.129	.101	-.147	.040	-.01	-.02	.024	-.085	.078	-.129
F70	-.041	-.120	-.147	.108	.004	.038	-.07	-.126	-.031	-.113
F74	.060	-.203	-.076	.035	.000	-.08	-.03	.073	.028	.025
F76	.003	-.05	-.213	-.049	.095	-.02	-.918	.097	.018	.107
F77	-.140	.024	-.684	-.113	.174	-.05	-.188	-.004	.134	.076

Table 5 Anti-image Matrices

	F21	F25	F26	F27	F30	F32	F34	F35	F37	F
Anti-image Correlation F3	-.082	-.063	.017	-.068	-.029	.038	.142	-.091	.025	.1
F7	-.095	.067	.127	-.040	-.010	-.101	.040	.012	-.110	-
F8	-.081	-.129	.016	.174	.028	.040	.025	.231	-.082	.0
F9	-.159	-.029	.062	.191	.041	-.016	-.318	-.049	-.077	.3
F10	-.106	-.130	-.016	.051	-.019	-.025	-.090	-.105	.226	.1
F13	-.078	.035	.061	.041	-.086	-.103	-.232	.080	.073	-
F15	-.054	.097	-.038	.072	.011	.125	-.045	-.033	-.200	-
F17	.076	-.236	-.164	-.123	.041	-.050	.080	-.145	-.038	.1
F19	.097	-.257	-.276	-.286	-.170	-.118	.148	-.012	.140	.0
F20	.142	.049	.053	.062	.065	.069	.010	-.063	.047	-
F21	.621 ^a	.096	-.124	-.086	-.166	.025	.006	.137	.163	-
F25	.096	.797 ^a	-.041	.045	-.101	.084	.044	-.149	-.152	-.1
F26	-.124	-.041	.668 ^a	.007	.075	.116	-.098	-.015	-.055	-
F27	-.086	.045	.007	.576 ^a	.063	-.107	.045	-.013	.093	.0
F30	-.166	-.101	.075	.063	.776 ^a	.096	.096	-.195	-.132	-
F32	.025	.084	.116	-.107	.096	.608 ^a	-.188	-.003	-.077	-.1
F34	.006	.044	-.098	.045	.096	-.188	.569 ^a	-.051	-.076	.0
F35	.137	-.149	-.015	-.013	-.195	-.003	-.051	.737 ^a	.061	-
F37	.163	-.152	-.055	.093	-.132	-.077	-.076	.061	.621 ^a	.1
F40	-.053	-.131	-.050	.064	-.027	-.179	.001	-.083	.152	.1
F41	.092	.150	-.021	-.014	-.054	.150	-.013	.049	-.162	-.1
F42	.121	-.133	.046	-.118	-.223	-.098	-.013	.126	.188	.0
F43	-.059	-.009	-.009	-.033	-.047	-.051	-.137	-.094	-.083	-
F44	.076	-.070	-.041	-.057	-.196	-.106	.070	.092	-.013	.0
F45	.000	-.189	-.079	.029	.034	-.003	-.201	-.031	.148	.1
F47	.039	-.031	.045	-.022	.104	.080	-.218	.196	-.101	-
F50	-.192	.042	-.006	.127	.186	-.145	.022	-.085	-.128	-
F51	-.037	-.048	-.044	-.148	.121	.125	.028	.031	-.262	-
F52	-.029	.053	.168	.049	-.091	-.141	-.069	-.193	-.034	-
F54	.035	.146	-.247	-.091	-.141	.019	.091	.094	-.120	-.1
F55	-.147	-.167	-.119	-.138	-.021	.002	-.121	-.040	-.156	.0
F56	.012	.032	-.240	-.039	-.110	-.089	.269	-.161	-.153	-
F58	.015	.029	.007	-.077	-.016	.118	.058	-.106	-.189	-.1
F60	-.014	.047	.054	.045	-.099	.141	.103	.113	.033	-
F61	-.116	-.055	.035	.026	.120	-.064	.246	.161	-.006	-
F64	-.180	-.032	-.020	.080	.254	-.028	-.111	-.105	-.002	-
F66	-.160	.048	-.003	.000	.063	-.001	.105	-.020	-.048	-
F67	-.140	.007	.047	-.047	-.023	-.074	.035	.005	-.115	-
F69	.091	.064	-.017	-.063	-.040	-.217	-.171	-.164	-.094	-
F70	.101	-.077	.061	-.100	-.076	.023	-.172	-.110	.069	.0
F74	-.082	-.018	-.034	-.110	.112	.111	.004	-.109	-.023	.1
F76	.025	-.074	.113	-.027	.017	-.055	.034	.036	.228	.1
F77	.158	.054	-.004	-.134	-.115	-.070	-.174	-.092	.215	.1

Anti-image Matrices

	F41	F42	F43	F44	F45	F47	F50	F51	F52	F53
Anti-image Correlation F3	-.107	-.018	-.061	-.020	.045	-.011	-.039	-.040	-.110	-.200
F7	-.01	.121	.064	-.191	.098	-.144	.028	.164	.147	-.100
F8	-.02	-.048	-.138	-.227	.048	.002	.055	.010	-.06	-.100
F9	-.235	-.359	-.158	-.211	.185	.117	.113	.065	-.03	-.100
F10	-.129	-.020	.051	-.287	.244	-.128	-.066	-.053	-.111	-.200
F13	.00	-.058	.085	-.022	.050	-.033	.098	-.024	.041	-.100
F15	.078	-.108	.049	-.096	-.099	.074	.046	.207	-.01	-.100
F17	-.09	-.139	-.045	.149	.136	-.016	-.047	-.013	-.151	-.100
F19	.00	.183	-.062	.098	.008	-.150	-.159	.066	-.126	-.100
F20	.137	.010	-.092	-.045	.006	.010	-.144	-.099	.077	-.100
F21	.092	.121	-.059	.076	.000	.039	-.192	-.037	-.03	-.100
F25	.150	-.133	-.009	-.070	-.189	-.031	.042	-.048	.053	-.100
F26	-.02	.046	-.009	-.041	-.079	.045	-.006	-.044	.168	-.200
F27	-.01	-.118	-.033	-.057	.029	-.022	.127	-.148	.049	-.100
F30	-.05	-.223	-.047	-.196	.034	.104	.186	.121	-.09	-.100
F32	.150	-.098	-.051	-.106	-.003	.080	-.145	.125	-.141	-.100
F34	-.01	-.013	-.137	.070	-.201	-.218	.022	.028	-.07	-.100
F35	.049	.126	-.094	.092	-.031	.196	-.085	.031	-.193	-.100
F37	-.162	.188	-.083	-.013	.148	-.101	-.128	-.262	-.03	-.100
F40	-.890	.080	-.064	.030	.130	-.032	-.056	-.064	-.08	-.100
F41	.561 ^a	-.216	-.029	.039	-.146	.006	.005	.048	.047	-.100
F42	-.216	.769 ^a	.004	-.025	-.043	.062	-.240	-.039	.010	-.100
F43	-.03	.004	.732 ^a	.019	-.119	.080	.137	.021	.102	-.100
F44	.039	-.025	.019	.552 ^a	-.204	-.001	-.009	-.175	.071	-.100
F45	-.146	-.043	-.119	-.204	.654 ^a	-.016	.038	-.057	.044	-.200
F47	.006	.062	.080	-.001	-.016	.663 ^a	-.026	.184	-.275	-.100
F50	.005	-.240	.137	-.009	.038	-.026	.651 ^a	.125	-.08	-.100
F51	.048	-.039	.021	-.175	-.057	.184	.125	.582 ^a	-.234	-.100
F52	.047	.010	.102	.071	.044	-.275	-.084	-.234	.667 ^a	-.100
F54	.144	-.035	.071	.190	-.269	.038	-.020	.023	-.126	-.500
F55	-.108	.000	-.162	-.278	.025	-.117	.076	.210	.015	-.100
F56	.165	-.284	.031	.175	-.318	-.145	.013	.009	-.04	-.200
F58	.126	-.035	.123	.322	-.108	-.123	.248	.004	.135	-.100
F60	.155	.110	-.313	.175	-.163	-.144	-.194	-.182	.011	-.100
F61	.033	.047	-.067	.031	-.156	.014	-.096	-.024	.045	-.100
F64	-.06	-.101	.137	-.286	.213	.055	.079	-.074	.042	-.100
F66	-.03	-.069	.056	.119	-.204	-.099	-.002	-.107	-.09	-.100
F67	.056	-.127	-.130	-.122	-.001	.079	-.091	-.045	-.01	-.100
F69	-.05	.089	.323	.047	-.002	.053	.103	.012	.103	-.100
F70	-.08	.038	.095	-.003	.029	-.009	-.020	-.220	-.07	-.100
F74	.020	-.053	-.155	.006	.007	-.088	-.115	-.003	-.01	-.100
F76	-.06	.133	-.049	.092	.086	-.043	-.044	-.224	.009	-.100
F77	-.02	.168	.144	.077	.022	-.004	-.146	.034	.054	-.100

Table 1. Anti-image Matrices

	F55	F56	F58	F60	F61	F64	F66	F67	F69	F7
Anti-image Correlation F3	-.061	.002	-.048	-.054	.040	-.127	.043	.136	-.129	-.0
F7	.153	-.152	-.088	-.143	.056	-.005	-.040	.022	.101	-.12
F8	.197	-.147	-.035	.041	-.02	.019	-.093	.149	-.147	-.14
F9	.056	-.189	-.140	-.171	-.158	.142	-.048	.144	.040	.10
F10	.072	-.069	-.339	-.213	-.172	.132	-.028	.048	-.01	.00
F13	.053	-.172	-.083	-.198	-.06	.053	-.058	-.017	-.02	.03
F15	-.048	-.013	.129	.000	-.06	.024	.024	.017	.024	-.0
F17	-.039	.130	-.140	-.046	-.126	.067	.052	-.057	-.08	-.13
F19	.003	.267	.006	.107	-.10	-.243	-.042	-.106	.078	-.0
F20	-.160	-.065	-.178	.108	-.01	-.059	-.187	-.090	-.129	-.1
F21	-.147	.012	.015	-.014	-.116	-.180	-.160	-.140	.091	.1
F25	-.167	.032	.029	.047	-.05	-.032	.048	.007	.064	-.0
F26	-.119	-.240	.007	.054	.035	-.020	-.003	.047	-.02	.00
F27	-.138	-.039	-.077	.045	.026	.080	.000	-.047	-.06	-.1
F30	-.021	-.110	-.016	-.099	.120	.254	.063	-.023	-.04	-.0
F32	.002	-.089	.118	.141	-.06	-.028	-.001	-.074	-.217	.0
F34	-.121	.269	.058	.103	.246	-.111	.105	.035	-.171	-.1
F35	-.040	-.161	-.106	.113	.161	-.105	-.020	.005	-.164	-.1
F37	-.156	-.153	-.189	.033	-.01	-.002	-.048	-.115	-.09	.0
F40	.072	-.098	-.136	-.088	-.08	-.034	-.008	-.018	-.01	.0
F41	-.108	.165	.126	.155	.033	-.056	-.032	.056	-.05	-.0
F42	.000	-.284	-.035	.110	.047	-.101	-.069	-.127	.089	.0
F43	-.162	.031	.123	-.313	-.07	.137	.056	-.130	.323	.0
F44	-.278	.175	.322	.175	.031	-.286	.119	-.122	.047	.0
F45	.025	-.318	-.108	-.163	-.156	.213	-.204	-.001	.00	.0
F47	-.117	-.145	-.123	-.144	.014	.055	-.099	.079	.053	-.0
F50	.076	.013	.248	-.194	-.10	.079	-.002	-.091	.103	-.0
F51	.210	.009	.004	-.182	-.02	-.074	-.107	-.045	.012	-.2
F52	.015	-.042	.135	.011	.045	.042	-.089	-.009	.103	-.0
F54	.034	.293	.072	-.076	-.01	-.166	-.018	-.019	.097	-.0
F55	.797 ^a	-.122	-.053	-.189	.001	.194	-.044	.104	.00	.0
F56	-.122	.666 ^a	.006	.220	.102	-.238	.230	-.002	-.02	-.1
F58	-.053	.006	.571 ^a	.009	-.04	-.154	.051	-.178	.061	.1
F60	-.189	.220	.009	.614 ^a	.116	-.324	.005	-.004	-.236	-.0
F61	.001	.102	-.043	.116	.624 ^a	.017	.179	.092	-.424	-.2
F64	.194	-.238	-.154	-.324	.017	.635 ^a	.046	.074	-.03	.0
F66	-.044	.230	.051	.005	.179	.046	.710 ^a	-.174	-.10	-.0
F67	.104	-.002	-.178	-.004	.092	.074	-.174	.754 ^a	-.172	-.0
F69	-.002	-.020	.061	-.236	-.424	-.032	-.098	-.172	.577 ^a	.2
F70	.000	-.129	.163	-.092	-.252	.024	-.032	-.123	.230	.0
F74	-.010	.165	-.043	-.046	.086	-.081	.192	-.065	-.218	.0
F76	-.028	-.036	-.126	.057	.063	-.037	-.022	-.051	-.08	.0
F77	-.096	.038	-.090	-.071	-.186	-.073	-.189	-.207	.271	.0

Anti-image Matrices

	F74	F76	F77
Anti-image Correlation F3	.060	.003	-.140
F7	-.203	-.046	.024
F8	-.08	-.213	-.684
F9	.035	-.049	-.113
F10	.000	.095	.174
F13	-.08	-.020	-.047
F15	-.03	-.918	-.188
F17	.073	.097	-.004
F19	.028	.018	.134
F20	.025	.107	.076
F21	-.08	.025	.158
F25	-.02	-.074	.054
F26	-.03	.113	-.004
F27	-.110	-.027	-.134
F30	.112	.017	-.115
F32	.111	-.055	-.070
F34	.004	.034	-.174
F35	-.109	.036	-.092
F37	-.02	.228	.215
F40	.023	.020	-.015
F41	.020	-.057	-.024
F42	-.05	.133	.168
F43	-.155	-.049	.144
F44	.006	.092	.077
F45	.007	.086	.022
F47	-.09	-.043	-.004
F50	-.115	-.044	-.146
F51	.00	-.224	.034
F52	-.01	.009	.054
F54	-.10	-.071	.054
F55	-.01	-.028	-.096
F56	.165	-.036	.038
F58	-.04	-.126	-.090
F60	-.05	.057	-.071
F61	.086	.063	-.186
F64	-.08	-.037	-.073
F66	.192	-.022	-.189
F67	-.07	-.051	-.207
F69	-.218	-.079	.271
F70	.036	.045	.197
F74	.803 ^a	.011	-.108
F76	.011	.547 ^a	.193
F77	-.108	.193	.568 ^a

a. Measures of Sampling Adequacy(MSA)

LAMPIRAN 4 MENGANALISIS VARIABEL TERPILIH

Total Variance Explained

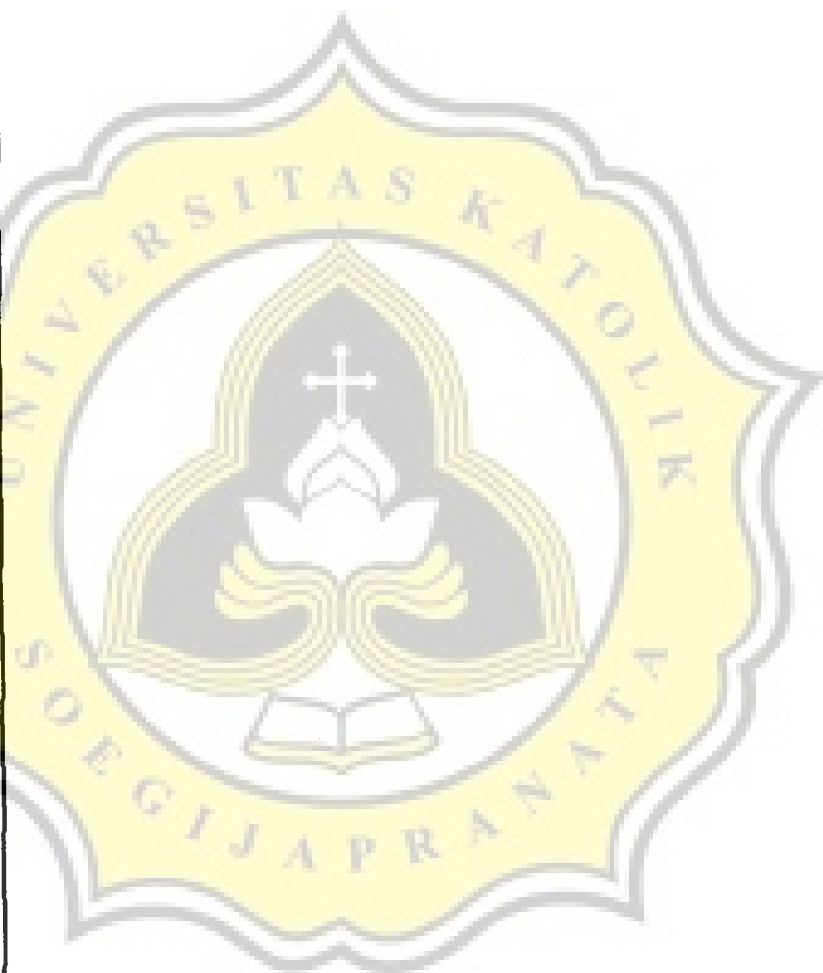
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.273	12.263	12.263	5.273	12.263	12.263	3.367	7.829	7.829
2	5.169	12.020	24.283	5.169	12.020	24.283	2.711	6.305	14.134
3	2.269	5.276	29.559	2.269	5.276	29.559	2.344	5.450	19.585
4	1.973	4.589	34.148	1.973	4.589	34.148	2.173	5.054	24.639
5	1.838	4.275	38.423	1.838	4.275	38.423	2.156	5.014	29.653
6	1.785	4.152	42.575	1.785	4.152	42.575	2.075	4.825	34.478
7	1.697	3.946	46.521	1.697	3.946	46.521	2.003	4.659	39.137
8	1.513	3.519	50.040	1.513	3.519	50.040	1.777	4.133	43.269
9	1.432	3.330	53.371	1.432	3.330	53.371	1.704	3.962	47.231
10	1.340	3.116	56.487	1.340	3.116	56.487	1.687	3.923	51.154
11	1.220	2.837	59.324	1.220	2.837	59.324	1.654	3.847	55.001
12	1.161	2.699	62.023	1.161	2.699	62.023	1.623	3.774	58.775
13	1.143	2.657	64.680	1.143	2.657	64.680	1.599	3.718	62.493
14	1.021	2.375	67.055	1.021	2.375	67.055	1.594	3.706	66.199
15	1.003	2.332	69.387	1.003	2.332	69.387	1.371	3.189	69.387
16	.997	2.318	71.705						
17	.896	2.083	73.788						
18	.857	1.993	75.781						
19	.795	1.849	77.630						
20	.774	1.800	79.430						
21	.749	1.742	81.171						
22	.714	1.661	82.832						
23	.648	1.508	84.340						
24	.635	1.477	85.817						
25	.575	1.336	87.153						
26	.544	1.265	88.418						
27	.503	1.171	89.589						
28	.479	1.114	90.702						
29	.459	1.067	91.769						
30	.424	.987	92.756						
31	.419	.975	93.731						
32	.371	.862	94.593						
33	.345	.801	95.394						
34	.321	.746	96.140						
35	.310	.721	96.861						
36	.263	.612	97.474						
37	.249	.579	98.053						
38	.240	.558	98.612						
39	.193	.448	99.060						
40	.155	.360	99.420						
41	.135	.313	99.733						
42	.063	.147	99.879						
43	.052	.121	100.000						

Extraction Method: Principal Component Analysis.

	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
F3	-.02	.319	.326√	.035	.232	.208	.293	-.025	-.226	.019	-.113	-.039
F7	-.236	.332	.017	.089	.096	.250	.00	.407√	.191	.134	.153	.020
F8	-.316	.480√	-.09	-.01	.118	-.410	-.137	.265	-.314	-.091	.308	-.152
F9	.677√	.019	.062	.280	-.120	-.094	-.06	-.155	.025	.072	.105	-.088
F10	-.151	.377√	.281	.038	.051	.184	.241	-.195	.153	.121	.248	-.235
F13	-.05	.442√	-.01	.124	-.06	.134	-.203	-.235	.147	.012	-.113	-.187
F15	.134	.437	-.301	-.264	-.690√	-.001	.124	.085	.203	-.076	.088	.015
F17	.119	.363	-.01	-.367	.177	.079	-.458√	.266	.053	-.077	.007	.155
F19	-.05	.468√	.114	.009	-.166	-.233	.138	.262	.191	.240	-.233	-.193
F20	.332	.345√	.188	.00	-.218	-.091	-.08	-.417	-.161	-.002	.003	-.219
F21	-.208	.317	.143	.374√	-.186	-.035	.290	-.010	.026	.091	-.173	.048
F25	.558√	.301	.232	-.212	.087	-.104	-.08	.273	-.035	.063	.118	-.026
F26	.378√	.173	.131	.120	-.05	.071	.112	.243	-.278	.106	-.148	.043
F27	-.08	.286	.285	-.136	.054	-.031	-.09	.245	.070	.194	-.571√	.075
F30	.635√	.111	.077	-.03	.127	.033	.181	.168	.020	-.085	-.072	-.145
F32	.089	.267	-.375	.036	.319	-.193	-.160	-.226	.248	.411√	-.152	-.007
F34	.350	.189	-.173	.455√	.002	-.075	-.260	-.230	.271	-.094	.098	.070
F35	.504√	.240	.019	-.240	.136	.280	-.05	-.041	.070	.008	-.231	-.086
F37	.481√	.159	.103	-.07	.136	.186	-.244	-.005	.012	-.137	.217	.290
F40	.168	.367	-.670√	.058	.200	.278	.321√	.089	-.136	-.073	-.033	.099
F41	.359	.276	-.643√	.104	.223	.226	.301	.099	-.146	-.088	.005	.125
F42	.733√	.098	-.130	.00	.169	-.054	.094	-.100	-.061	.073	-.014	-.135
F43	.560√	.078	.106	.391	-.118	-.095	-.04	.149	-.004	-.120	-.066	.316
F44	.421	.139	.230	.111	-.02	-.388	.210	.026	.005	.334	.307	.048
F45	.541	.146	.048	.106	-.10	-.192	.035	-.068	-.204	-.168	-.045	.072
F47	-.181	.361√	.080	.284	.164	.145	-.137	.156	.411√	-.193	.214	-.206
F50	-.200	.398√	-.215	.120	.243	-.260	.158	-.097	.154	.152	-.036	.061
F51	-.07	.341	.338√	-.364	.092	-.065	.180	-.291	-.154	-.199	.087	.322
F52	-.04	.400√	.033	-.199	.389	-.067	.205	-.140	.440	-.282	-.003	-.068
F54	-.223	.367√	.211	.053	-.05	.096	.377	-.037	-.087	-.176	-.052	.035
F55	.686√	.164	.124	.250	-.157	.013	-.109	.120	.105	-.009	-.046	.086
F56	.690√	.043	.006	-.186	.060	.143	-.01	-.015	-.064	.115	.094	-.266
F58	-.02	.398	.148	-.01	-.108	.499√	-.322	.002	-.232	-.132	-.003	.367
F60	-.245	.444	.315	.383√	.008	.187	-.06	-.096	.027	-.107	.100	.290
F61	-.173	.450√	-.108	-.196	-.03	-.139	-.133	-.089	-.219	.336	.182	.121
F64	-.222	.487√	.065	.089	.009	.216	.226	-.061	-.202	.284	.152	-.060
F66	-.163	.439	-.09	.107	.032	-.322	.018	-.190	-.124	-.454√	-.217	-.114
F67	.00	.535√	-.02	-.09	-.06	-.197	-.204	-.130	-.045	-.086	-.318	.051
F69	-.140	.457√	-.198	-.135	-.06	.236	-.289	-.369	-.143	.280	-.010	.213
F70	.138	.367	.256	-.442√	.171	-.229	.111	.027	.197	-.074	.129	.148
F74	-.335	.457√	.102	.259	-.09	.156	-.158	.166	.002	.111	-.010	.223
F76	-.01	.447	-.304	-.296	-.680√	.022	.149	.077	.186	-.093	.085	.017
F77	-.311	.447	-.212	.190	.128	-.356	-.241	.240	-.311	-.147	.048	-.214

Extraction Method: Principal Component Analysis.

	Component	
	14	15
F3	-.220	-.181
F7	.136	.202
F8	.002	.008
F9	.018	-.10
F10	.224	-.205
F13	.316	.151
F15	-.02	-.01
F17	.213	-.122
F19	-.308	-.05
F20	-.272	-.09
F21	.363	-.06
F25	-.09	-.149
F26	-.08	.272
F27	.010	.192
F30	.273	-.193
F32	.017	.177
F34	-.140	.165
F35	-.236	-.243
F37	-.102	.196
F40	-.04	-.01
F41	-.01	-.03
F42	.239	.025
F43	-.01	-.222
F44	.029	.136
F45	.104	.221
F47	-.137	.155
F50	-.04	-.198
F51	-.03	.209
F52	-.109	-.06
F54	.159	.152
F55	-.08	-.104
F56	.107	.247
F58	.057	-.01
F60	.055	-.183
F61	.164	-.257
F64	-.249	.240
F66	-.03	.067
F67	.163	.056
F69	-.06	-.06
F70	.047	.044
F74	-.06	-.02
F76	-.03	.016
F77	-.05	-.06



Extraction Method: Principal Component Analysis.

a. 15 components extracted.

Rotated Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
6.890E-02	3.849E-02	3.284E-02		-.206	.129	.197	.189	.112
-2.143E-03	-9.824E-02	.112	8.812E-02	4.738E-02	6.907E-03	.158	4.493E-02	
-5.141E-02	-.123	.836	5.986E-02	1.496E-03	.113	1.756E-03	-6.778E-02	
.525	.528	-6.136E-02	5.361E-02	-.103	-.148	-9.066E-03	-6.517E-02	
.130	-.142	-8.898E-02	1.094E-03	-5.493E-02	.107	.416	5.975E-02	
7.278E-02	-1.551E-02	5.116E-02	.108	-3.134E-02	1.913E-02	.332	.379	
6.767E-02	8.771E-02	2.763E-02	.942	.108	5.456E-02	4.971E-02	3.803E-02	
.170	.116	.181	4.729E-02	2.789E-02	.304	-.215	.367	
-1.095E-02	5.413E-02	.196	.290	-3.764E-02	-5.308E-02	7.303E-02	-.167	
.262	.279	.118	.210	-.205	.106	-2.960E-02	.190	
-4.476E-02	6.778E-02	6.610E-02	7.423E-02	-1.494E-02	-7.917E-02	.742	-5.165E-02	
.474	.331	8.692E-02	4.259E-02	7.423E-03	.220	-.253	-3.163E-02	
.178	.205	-2.314E-02	-4.725E-02	.195	2.714E-03	2.349E-02	-2.051E-02	
-4.991E-02	-3.731E-02	-1.120E-02	-6.222E-02	-.103	.166	.130	.142	
.694	.245	-5.914E-02	-2.211E-02	.175	5.809E-02	.104	4.240E-02	
.138	-4.733E-02	6.062E-02	-6.404E-02	.172	-2.121E-02	-8.238E-02	-.129	
1.571E-02	.531	3.250E-02	3.757E-02	8.351E-02	-5.894E-02	-6.286E-02	-2.442E-03	
.393	.239	-.199	5.576E-02	.209	.129	-.259	.314	
.215	.414	-9.993E-02	-2.209E-02	6.001E-02	.361	-.296	.150	
7.923E-02	-4.949E-03	7.806E-02	.141	.914	-1.818E-02	3.007E-02	4.553E-02	
.208	.126	4.904E-02	8.316E-02	.894	-3.022E-02	-2.138E-02	-1.411E-02	
.754	.211	-4.074E-02	-3.109E-02	.203	3.557E-02	-3.968E-03	-2.392E-02	
.187	.779	-1.250E-02	-8.991E-03	8.434E-02	-3.971E-02	9.098E-02	-8.428E-02	
.428	.244	5.739E-02	3.280E-02	-.181	.113	6.659E-02	-.540	
.303	.344	7.510E-02	4.224E-02	.105	.172	7.290E-02	-2.650E-02	
-.167	8.780E-02	.157	-6.674E-03	3.062E-02	3.067E-02	2.856E-02	.125	
-5.986E-02	3.718E-03	.276	4.064E-03	.210	7.581E-02	.203	-.228	
-8.355E-02	-6.479E-02	1.886E-02	2.796E-02	-5.039E-02	.777	.114	2.309E-02	
7.004E-02	-6.687E-02	6.568E-02	2.169E-02	.183	.506	3.647E-02	-6.261E-04	
-7.019E-02	-.125	7.906E-02	8.425E-02	8.992E-02	.297	.513	6.600E-02	
.341	.678	-.119	9.920E-02	4.350E-02	-6.257E-02	-5.435E-02	1.742E-02	
.725	4.508E-02	-.154	5.750E-02	4.624E-02	4.572E-02	-.215	.104	
.127	-1.867E-02	.135	7.937E-02	-4.727E-02	-7.097E-02	5.571E-02	.740	
-.314	.368	7.598E-02	-.104	-3.606E-02	.180	.438	.187	
-5.360E-02	-7.660E-02	.237	.110	6.196E-02	9.341E-02	7.526E-02	-4.816E-03	
-7.968E-02	-.153	.122	9.950E-02	.115	7.730E-02	.162	-5.024E-03	
-.121	3.737E-02	.542	9.441E-02	.109	.256	.257	.178	
7.522E-02	.104	.334	.197	-5.021E-02	.270	.224	.288	
-.226	1.295E-02	-3.234E-02	.132	.153	.109	-3.069E-02	.326	
.223	-8.489E-03	6.353E-02	.122	-7.387E-02	.646	-4.052E-02	-.139	
-.348	.195	.185	7.059E-02	-1.156E-02	-2.388E-03	.238	.152	
-3.192E-02	-1.423E-02	5.035E-02	.942	.111	8.193E-02	7.469E-02	5.592E-02	
-.113	-1.257E-02	.866	-1.009E-02	8.198E-02	-9.477E-02	3.814E-02	9.252E-02	

Rotation Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

Rotated Component Matrix^a

	Component						
	9	10	11	12	13	14	15
	-.229	.540	1.380E-02	.207	3.624E-02	5.095E-03	-.147
	4.233E-02	8.881E-02	-7.800E-02	6.587E-02	.763	.141	-7.528E-02
	-5.077E-02	6.261E-02	.225	-1.430E-02	.166	.103	3.794E-02
	.139	.138	-7.185E-02	-.173	-8.614E-02	-5.705E-02	-4.080E-04
	-.102	.183	.393	-3.169E-02	-3.025E-02	.504	-.105
	.388	-5.903E-02	.173	4.233E-02	1.532E-03	.284	.107
	7.629E-03	-4.827E-04	7.754E-02	4.129E-02	3.693E-02	2.369E-03	7.374E-04
	1.617E-02	-.305	.286	.170	.351	-3.502E-02	-.120
	3.115E-02	.225	9.446E-02	.649	-3.183E-02	.265	-2.092E-02
	.150	.501	6.496E-02	-2.501E-02	-.325	-2.355E-02	-1.902E-02
	3.623E-02	5.708E-02	4.661E-02	.109	.109	-7.449E-03	-3.455E-02
	-.200	1.803E-02	.259	.290	1.369E-02	.144	.121
	-8.588E-02	.120	4.225E-02	.316	-2.514E-02	2.619E-02	.594
	.139	-2.908E-02	-3.366E-03	.726	.150	-7.779E-02	.137
	-.172	-.117	-5.805E-02	.106	-1.684E-02	-7.685E-04	-5.293E-02
	.756	4.132E-03	.148	.153	7.258E-02	3.079E-02	-.145
	.473	-1.205E-02	-8.803E-02	-.165	-8.013E-02	.315	.109
	1.608E-03	.222	1.804E-02	.277	-6.770E-02	-1.163E-02	-.227
	9.134E-02	6.800E-02	-4.357E-02	-.165	.261	-8.074E-03	.159
	9.598E-02	6.881E-02	7.068E-02	-2.335E-02	4.092E-02	3.989E-02	2.690E-02
	7.731E-02	1.689E-02	3.608E-02	-7.765E-02	1.300E-02	2.864E-03	5.915E-02
	.200	-4.878E-03	-4.118E-02	-7.903E-02	-6.483E-02	-.128	4.351E-02
	-9.909E-02	-7.222E-02	-6.173E-02	4.728E-02	-4.797E-03	-.115	4.358E-02
	8.988E-02	.185	.123	-1.226E-02	8.195E-02	2.294E-02	.194
	6.652E-02	-9.121E-02	-1.116E-02	6.505E-03	-.287	-1.356E-02	.486
	8.884E-02	4.607E-03	-6.740E-02	6.397E-02	.209	.780	2.900E-02
	.288	.136	.140	.114	5.345E-02	5.773E-02	-.420
	-1.827E-02	.220	9.785E-02	-3.700E-02	-6.187E-02	-7.592E-02	.125
	.123	2.557E-02	-.103	.144	-7.459E-02	.447	-.396
	-.109	.196	-7.842E-02	4.356E-02	7.350E-02	8.176E-02	.103
	-1.187E-02	-1.521E-02	1.700E-02	.161	-5.857E-02	.113	.172
	.116	9.449E-02	-6.247E-02	-5.512E-02	4.782E-02	-6.835E-03	.263
	-9.492E-02	.252	.123	-2.486E-03	.142	.180	.126
	-4.690E-02	.194	.207	-5.901E-02	.213	.205	-.102
	7.794E-02	5.791E-03	.792	6.264E-02	-2.809E-02	-8.417E-03	9.418E-03
	.118	.686	.102	3.079E-02	.305	7.662E-02	.115
	.179	4.706E-02	-.187	5.755E-02	-.307	6.191E-02	-4.129E-02
	.352	9.367E-03	2.911E-02	.212	3.302E-02	-.216	-.100
	.370	.226	.577	-4.623E-03	8.969E-03	-6.929E-02	1.147E-02
	-1.821E-02	-5.197E-02	.142	.181	6.787E-02	.134	-7.778E-02
	6.697E-02	.216	.153	.148	.440	4.541E-02	-4.772E-02
	-6.757E-03	2.579E-02	7.232E-02	3.748E-02	5.717E-02	4.700E-03	-1.566E-02
	5.961E-02	5.361E-02	7.691E-02	6.648E-02	9.274E-02	4.118E-02	-5.617E-02

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 19 iterations.

Component	1	2	3	4	5	6	7	8	9	10	11	12	13
	.718	.529	-.216	.052	.151	.047	-.233	-.032	.045	-.024	-.070	.008	-.149
	.097	.175	.400	.313	.216	.345	.289	.229	.223	.300	.309	.262	.187
	.064	.158	-.162	-.298	-.667	.331	.220	.047	-.348	.229	-.017	.215	.051
	-.178	.500	.135	-.295	.068	-.499	.423	-.115	.150	.127	-.199	-.160	.055
	.161	-.150	.123	-.780	.309	.272	-.168	-.057	.148	-.016	-.020	.044	.127
	-.055	-.069	-.557	-.034	.305	-.126	.007	.585	-.186	.228	.018	-.124	.327
	.134	-.259	-.217	.121	.387	.140	.441	-.502	-.307	.272	-.207	.035	-.154
	.051	.040	.250	.061	.132	-.211	-.153	-.142	-.483	-.280	-.125	.420	.544
	-.032	.086	-.383	.242	-.145	.063	-.009	-.174	.289	-.313	-.207	.149	.157
	.136	-.163	-.266	-.081	-.139	-.363	-.033	-.347	.314	.275	.516	.271	.256
	.083	.006	.122	.109	-.102	.089	-.211	-.295	-.209	.106	.287	-.692	.267
	-.448	.425	-.255	-.044	.197	.422	.032	-.231	.027	-.180	.182	-.054	.233
	.194	.027	.123	.098	-.170	.014	.034	.030	.108	.289	-.414	-.200	.440
	.351	-.186	-.022	-.070	-.070	.009	.582	.135	.053	-.578	.200	-.215	.176
	-.039	-.261	-.022	.040	-.054	.209	-.046	-.067	.424	.043	-.406	-.035	.234

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

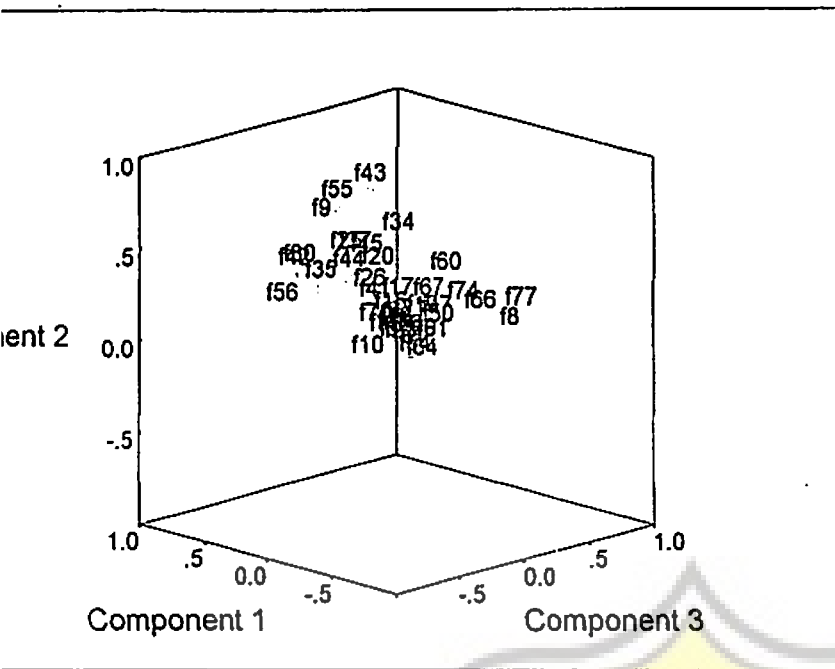


Component Transformation Matrix

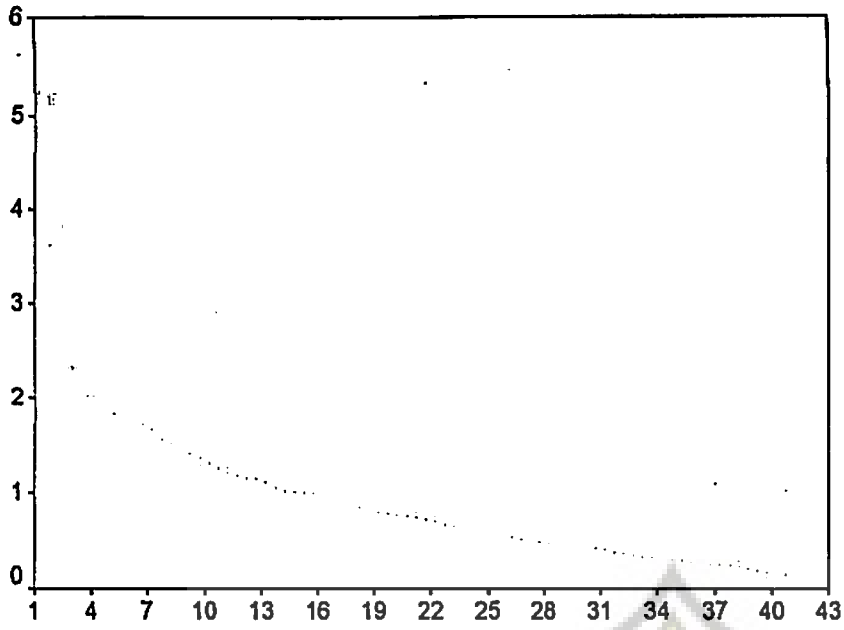
Component	14	15
	-.067	.200
	.246	-.027
	.127	.115
	.219	.112
	.175	-.235
	.135	.055
	.026	-.034
	.048	.147
	.533	-.419
	-.156	.041
	.354	.061
	-.392	.053
	-.459	-.442
	-.133	.060
	.062	.685

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

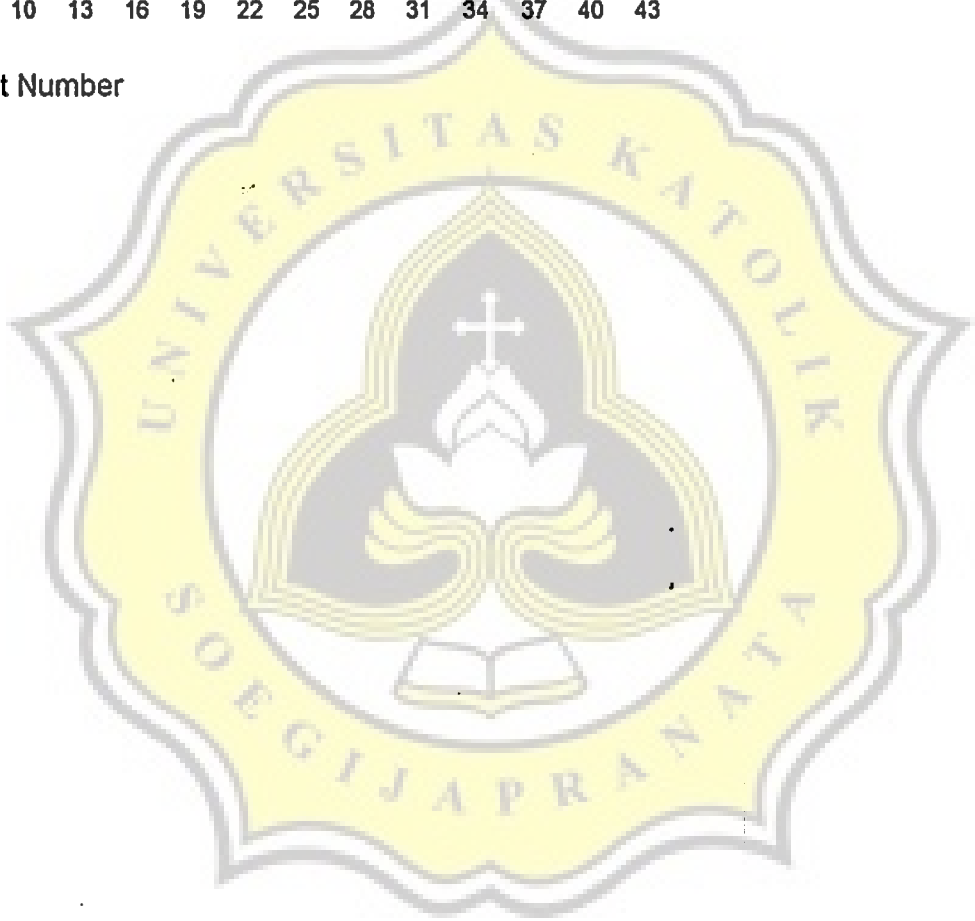
Component Plot in Rotated Space



Scree Plot



Component Number



LAMPIRAN 5 DAFTAR PERTANYAAN

KUISIONER

Judul Penelitian :

**Analisis faktor-faktor yang mempengaruhi pembelian konsumen di
Pasar Tradisional di Kota Semarang**

(Penelitian untuk kepentingan penyusunan tesis semata, sehingga nama responden sangat dirahasiakan oleh peneliti)

(Tuliskan jawaban anda pada tempat yang disediakan atau lingkari kode yang sesuai)

A. Profil Sosial Ekonomi Responden

1. Umur	a. < 30 th	b. 30 th – 40 th	c. Diatas 40 th
2. Pekerjaan	a. Ibu rumah tangga	b. PNS	c. Swasta
	d. Mahasiswa		
3. Pendidikan	a. SMTP	b SMTA	c. Sarjana Muda
	d. Sarjana	e. S-2	
4. Penghasilan keluarga / bln	a. 1 juta kebawah	b. 1 juta – 2 juta	c. Lebih dari 2 juta
5. Jumlah pengeluaran utk belanja di pasar tradisional tiap hari	a. < 15.000	b. 15.000 – 25.000	c. 25.000 keatas
6. Frekuensi berbelanja di pasar tradisional / bulan	a. 2 - 4 kali	b. 5 kali – 8 kali	c. Lebih dari 8 kali

<p>7. Barang yang sering dibeli (bisa dijawab lebih dari satu pilihan)</p>	<p>a. Aneka daging (ayam,ikan sapi dan sejenisnya)</p> <p>d. Minuman (kopi,the, Susu)</p> <p>g Asesoris (jepet, pita,bando)</p> <p>j. Aneka lauk pauk</p>	<p>b. Buah-buahan dan sayuran</p> <p>e. Bumbu dapur</p> <p>h. Kosmetika tubuh dan muka (sabun,shampo,pasta gigi, bedak dan kapas)</p> <p>k. Aneka kue kering dan keripik</p>	<p>c. Bahan makanan (beras, roti, kue,gula , gandum dll)</p> <p>f. Alat perlengkapan dapur</p> <p>i. Aneka jajan pasar.</p> <p>l. Lain-lain , sebutkan</p>
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B. Sebutkan alasan yang menjadi pertimbangan untuk memutuskan berbelanja di pasar tradisional

Petunjuk :

- (1) Tulis tanda V pada kolom skala yang tersedia dibawah pernyataan, pengukuran 1 sampai dengan 5, diisi sesuai pilihan anda.
- (2) Tanggapi pernyataan ini menurut pendapat anda, jangan terpengaruh oleh pendapat orang lain.
- (3) Alternatif tanggapan adalah : 1, sangat tidak setuju (STS) ; 2 : tidak setuju(TS); 3 : Netral (N) ; 4 : Setuju (S) ; 5 ; Sangat Setuju (SS).

Alasan yang menjadi pertimbangan Ibu dalam memutuskan untuk berbelanja di pasar tradisional	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1. Karena sudah langganan					
2. Ada penjual aneka bubur yang enak					
3. Terdapat penjual aneka keripik dengan beragam kualitas					
4. Terdapat penjual aneka kebutuhan selamatan					
5. Terdapat penjual aneka tas plastik dan kantong plastik					
6. Terdapat penjual kelapa kopyor dan atau kelapa muda					
7. Penataan barangnya mudah dilihat					
8. Terdapat banyak pengecer kecil					
9. Terdapat jasa pamarutan kelapa					
10. Terdapat penjual ayam kampung					
11. Dilalui kendaraan umum					
12. Terdapat penjual aneka lauk pauk matang					
13. Terdapat penjual aneka beras dengan beragam kualitas					
14. Terdapat penjual aneka minyak goreng dengan beragam kualitas					
15. Sudah menjadi kebiasaan dan tradisi turun menurun					
16. Terdapat penjual aneka alat rumah tangga dari kayu dan atau bambu yang relatif lengkap					
17. Terdapat alat rumah tangga sederhana yang murah harganya					
18. Terdapat penjual aneka bunga hidup dengan harga murah					
19. Pembayaran bisa selang beberapa hari					
20. Pelayanan langsung oleh penjualnya					

21. Bisa membeli dalam jumlah sedikit sesuai kebutuhan					
22.Terdapat penjual bakso yang enak dan murah					
23.Terdapat penjual aneka sate kambing dan atau sate ayam serta sate sapi yang enak					
24.Terdapat penjual gudeg komplit yang enak dan murah					
25.Mudah dijangkau dengan kendaraan umum					
26. Menarik bagi golongan menengah ke bawah					
27. Bisa dengan sistem kredit					
28.Tidak harus dengan pakaian resmi					
29.Sayur mayurnya lengkap dan segar					
30. Kelengkapan empom-empom, rempah-rempah dan bumbu dapur nya.					
31.Pasar buka lebih awal					
32. Pasar buka lebih lama					
33.Terdapat penjual aneka tahu dan tempe dengan berbagai pilihan					
34.Terdapat penjual aneka jagung yang relatif lebih banyak dan segar					
35.Strategis letaknya					
36.Mudah untuk dipilih pilih					
37.Kapan saja bisa dilayani					
38.Bisa membeli langsung kepada petani / pengrajin					
39.Barang kadang-kadang bisa diantar ke rumah					
40. Dekat dari rumah					
41. Bisa dijangkau dengan jalan kaki					
42. Ada penjual jamu gendong					
43.Sering mendapatkan imbuh					
44.Barang yang tidak cocok bisa ditukar					
45.Uangnya terbatas					
46.Lebih irit/ hemat					

47. Kebiasaan tawar menaear yang mengasyikkan					
48.Harga barang kelontong murah					
49.Hasil ubu ubian lengkap dan segar					
50.Terdapat aneka buah pisang yang lengkap dan segar (pisang ambon, susu, kepok, kelutuk, dll)					
51. Pelayanannya cepat					
52. Terdapat buah-buahan yang lengkap dan segar					
53.Hasil perternakan lengkap dan segar (dagung sapi, daging kambing, ayam, telur ayam, telur bebek, telur puyuh, dan lain sebagainya)					
54. Sistem nempil yang dirasakan sebagai keringanan harga					
55. Masih diberlakukannya sistem nyewelas yang dirasakan sebagai potongan harga					
56. Terdapat jajan pasar khas jawa					
57.Membungkusnya cepat					
58.Tidak memerlukan pakaian formal					
59.Proses membayarnya cepat					
60.Tidak perlu antre					
61. Persediaan barang relatif banyak dan komplit karena penjualnya banyak					
62.Tersedianya aneka ikan asin					
63.Terdapat aneka asesoris rambut yang murah					
64. Tersedianya jasa gendong					
65.Terdapat aneka deterjen dan sabun cuci dengan beragam kualitas					
66.Terdapat penjual aneka kerupuk dengan beragam kualitas					
67.Terdapat aneka kue kering yang berharga murah					

68.Terdapat penjual aneka ramuan jamu tradisional					
69. Terdapat penjual aneka ikan laut yang segar dan lengkap					
70. Penjualnya ramah					
71.Mudah menemukan barang yang dicari					
72.Terdapat penjual aneka bakmi basah					
73.Hampir semua barang yang dijual harganya relatif lebih murah dibanding dengan harga di pasar swalayan					
74.Terdapat jasa tukang ojeg					
75.Terdapat jasa tukang pangkas rambut yang murah					
76.Karena sudah mengenal penjualnya					
77. Terdapat pedagang grosiran					
78.Terdapat penjual telur asin yang enak					
79.Terdapat penjual aneka sandang dan cita sederhana					



LAMPIRAN 6 NILAI – NILAI *PRODUCT MOMENT*



TABEL III
NILAI-NILAI r PRODUCT MOMENT

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,665	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,438	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,573	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,681	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			