

Lampiran 1

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
TKBL.TOT	4.4600	.3923	.7636	.
TKBL1	8.5200	1.5046	.7636	.

Analysis of Variance

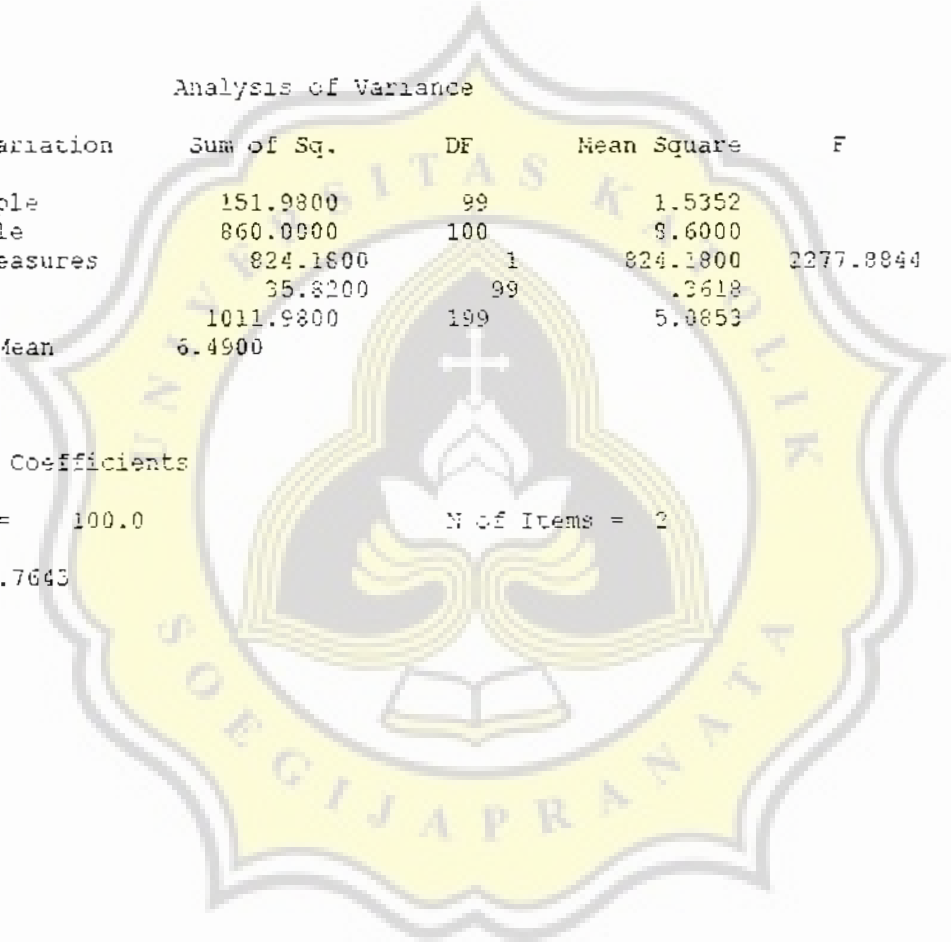
Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	151.9800	99	1.5352		
Within People	860.0900	100	8.6000		
Between Measures	824.1800	1	824.1800	2277.8844	.0000
Residual	35.8200	99	.3618		
Total	1011.9800	199	5.0853		
Grand Mean	6.4900				

Reliability Coefficients

N of Cases = 100.0

N of Items = 2

Alpha = .7643



Lampiran 2

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
TKBL.TOT	4.0600	.7236	.8797	.
TKBL2	8.5200	1.5046	.8797	.

Analysis of Variance

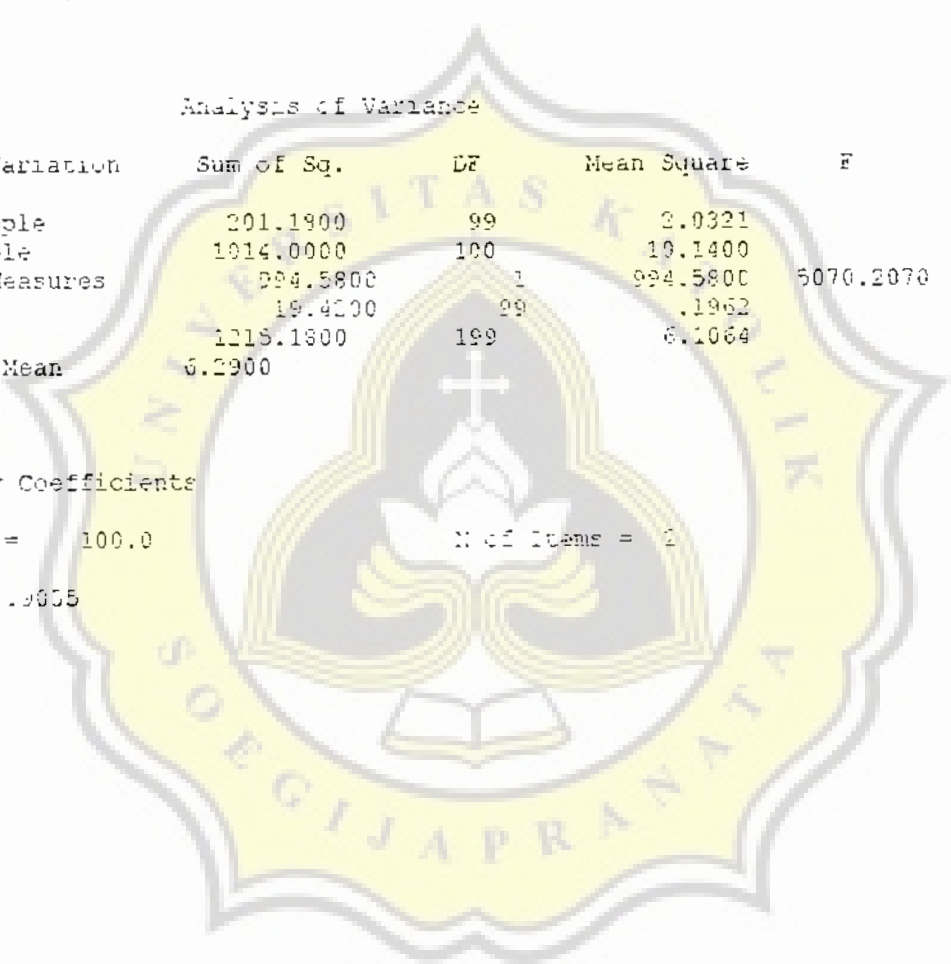
Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	201.1900	99	2.0321		
Within People	1914.0000	100	19.1400		
Between Measures	994.5800	1	994.5800	5070.2070	.0000
Residual	19.4200	99	.1962		
Total	1215.1900	199	6.1064		
Grand Mean	6.0900				

Reliability Coefficients

N of Cases = 100.0

N of Items = 2

Alpha = .9635



Lampiran 3

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
CTRS.TOT	1.8300	1.0112	.8937	.
CTRS1	3.4200	2.2057	.8937	.

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	291.3750	99	2.9432		
Within People	153.5000	100	1.5350		
Between Measures	126.4050	1	126.4050	461.8599	.0000
Residual	27.0950	99	.2737		
Total	444.8750	199	2.2356		
Grand Mean	2.6250				

Reliability Coefficients

N of Cases = 100.0

N of Items = 2

Alpha = .9070

Lampiran 4

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
CTRS.TOT	1.6100	.5635	.7917	.
CTRS2	3.4200	2.2057	.7917	.

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	224.4550	99	2.2672		
Within People	213.5000	100	2.1350		
Between Measures	163.8050	1	163.8050	326.3245	.0000
Residual	49.6950	99	.5020		
Total	437.9550	199	2.2008		
Grand Mean	2.5150				

Reliability Coefficients

N of Cases = 100.0

N of Items = 2

Alpha = .7786

Lampiran 5

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

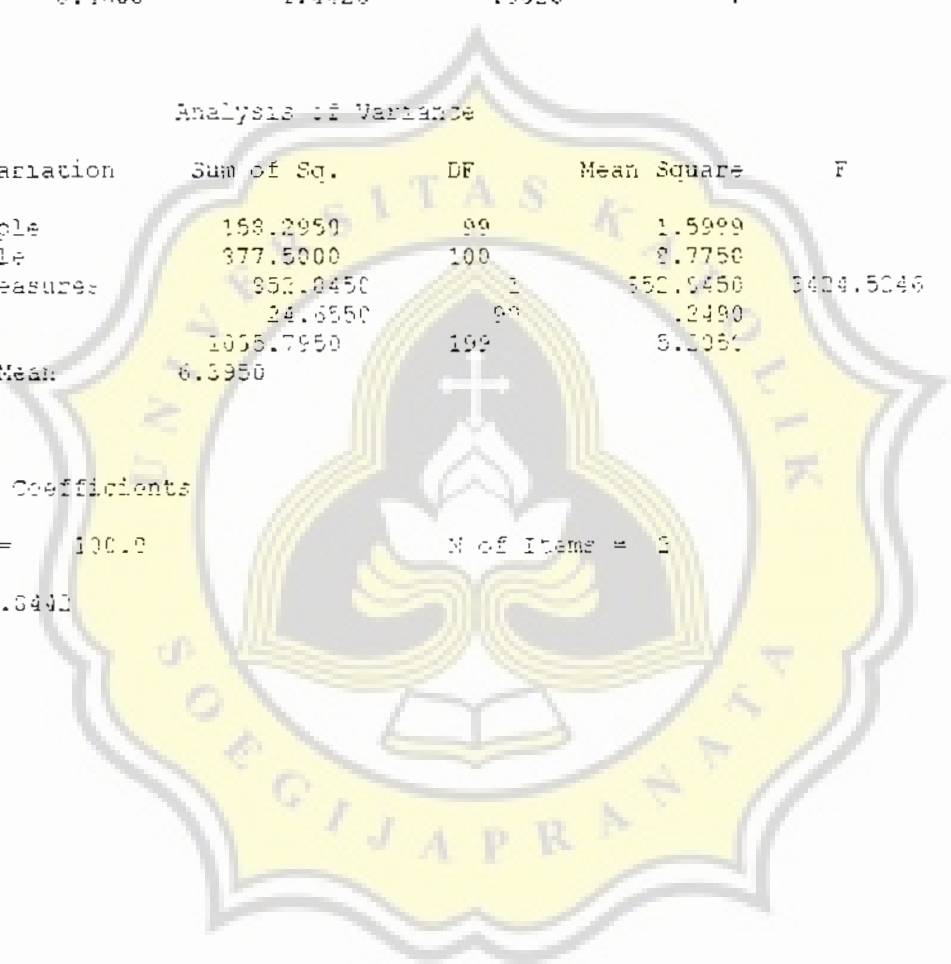
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
HRG.TOT	4.3300	.4052	.8828	.
HRG1	8.4600	1.4428	.8328	.

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	158.2950	99	1.5999		
Within People	377.5000	100	3.7750		
Between Measures	952.9450	1	952.9450	3424.5046	.0000
Residual	24.6550	99	.2490		
Total	1058.7950	199	5.3206		
Grand Mean	6.3395				

Reliability Coefficients

N of Cases = 100.0 N of Items = 2
 Alpha = .8442



Lampiran 6

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

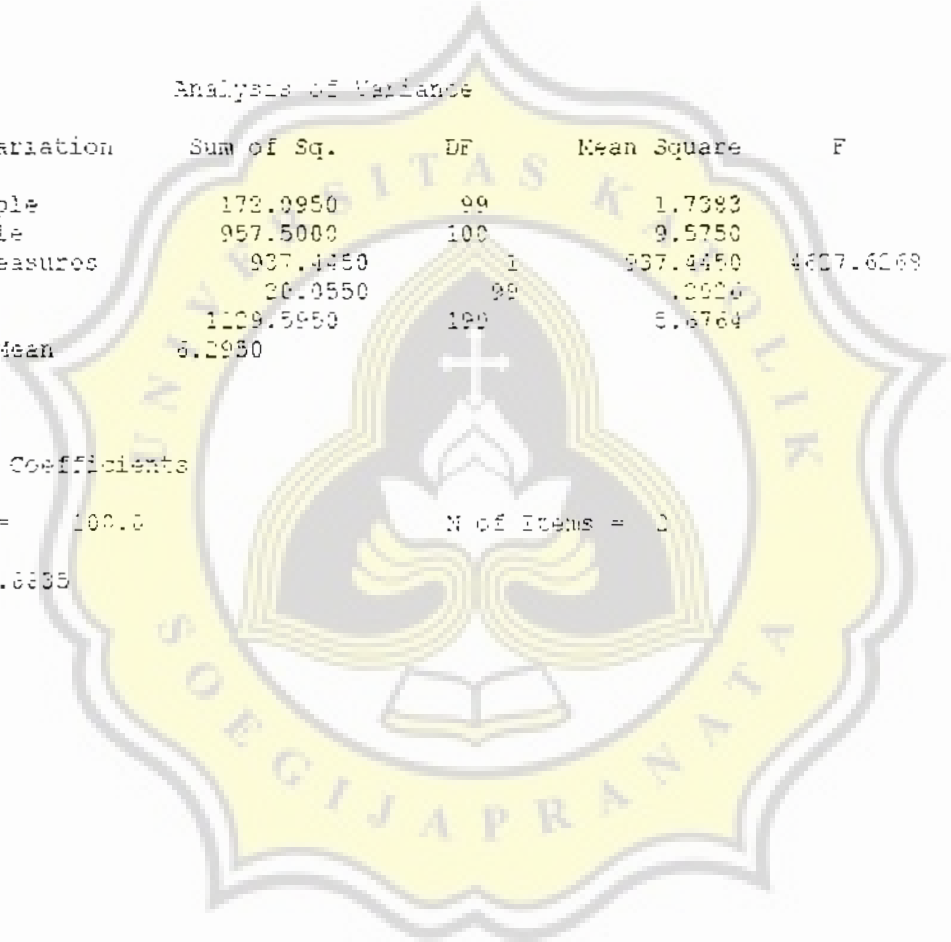
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
HRG.TOT	4.1300	.4981	.9058	.
HRG2	9.4600	1.4428	.9058	.

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	172.0950	99	1.7283		
Within People	957.5000	100	9.5750		
Between Measures	937.4450	1	937.4450	4627.6268	.0000
Residual	20.0550	99	.2026		
Total	1129.5950	199	5.6764		
Grand Mean	6.2950				

Reliability Coefficients

N of Cases = 100.0 N of Items = 2
 Alpha = .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
KMS.TOT	1.8200	.5733	.8978	.
KMS1	3.8600	2.3640	.8978	.

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	248.8800	99	2.5139		
Within People	250.0000	100	2.5000		
Between Measures	208.0800	1	208.0800	491.4103	.0000
Residual	41.9200	99	.4234		
Total	498.8800	199	2.5069		
Grand Mean	2.8400				

Reliability Coefficients

N of Cases = 100.0

N of Items = 2

Alpha = .8316

Lampiran 8

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
KMS.TOT	2.0000	.6061	.8945	:
KMS2	3.8600	2.3640	.8945	:

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	253.0200	99	2.5558		
Within People	214.0000	100	2.1400		
Between Measures	172.9800	1	172.9800	417.4798	.0000
Residual	41.0200	99	.4143		
Total	467.0200	199	2.3468		
Grand Mean	2.9300				

Reliability Coefficients

N of Cases = 100.0

N of Items = 2

Alpha = .8379

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
FMS.TOT	1.6600	.6105	.8771	.
FMS2	3.2800	1.8198	.8771	.

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	211.8200	99	2.1396		
Within People	160.0000	100	1.6000		
Between Measures	131.2200	1	131.2200	451.3822	.0000
Residual	28.7800	99	.2907		
Total	371.8200	199	1.8684		
Grand Mean	2.4700				

Reliability Coefficients

N of Cases = 100.0

N of Items = 2

Alpha = .8641

--- SPEARMAN CORRELATION COEFFICIENTS ---

CITARASA -.7550
 N(100)
 Sig .000

LOYAL

(Coefficient / (Cases) / 1-tailed Significance)

" . " is printed if a coefficient cannot be computed



--- SPEARMAN CORRELATION COEFFICIENTS ---

HARGA .7257
N(100)
Sig .000

LOYAL

(Coefficient / (Cases) / 1-tailed Significance)

". ." is printed if a coefficient cannot be computed



--- SPEARMAN CORRELATION COEFFICIENTS ---

KEMASAN .0793
N(100)
Sig .216

LOYAL

(Coefficient / (Cases) / 1-tailed Significance)

" . " is printed if a coefficient cannot be computed



--- SPEARMAN CORRELATION COEFFICIENTS ---

IKLAN -.6768
 N(100)
 Sig .000

LOYAL

(Coefficient / (Cases) / 1-tailed Significance)

" . " is printed if a coefficient cannot be computed



DAFTAR HARGA ROKOK PRODUKSI PT. DJARUM KUDUS

MERKEK ROKOK	PPTA CUKAI LAMA	HARGA LAMA	NAIK	HARGA BARU
Djarum Coklat	850	153.600	20.000	173.600
Djarum 76	850	153.600	20.000	173.600
Djarum Safari	850	136.600	18.000	154.600
Djarum Classic	900	176.600	18.000	194.600
Djarum Cigarillos	900	178.600	18.000	196.600
Dj. Filter Super 12	1.150	224.600	23.000	247.600
Dj. Filter Super 16	1.500	142.600	11.000	153.600
Filtra	1.150	224.600	23.000	247.600
L.A. Lights 16	1.500	142.600	11.000	153.600
Mustang 13	800	150.600	23.000	173.600
Mustang 16	950	186.600	30.000	216.600

SUMBER : PT. DJARUM KUDUS

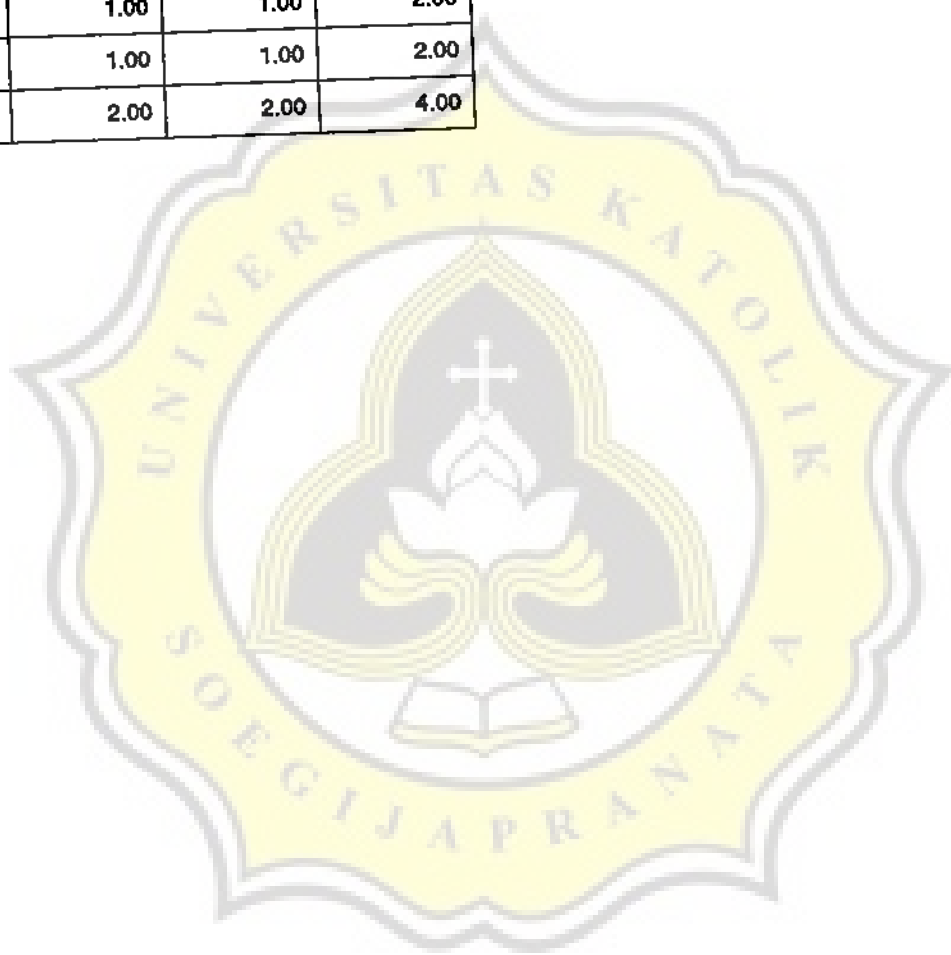
BERLAKU MULAI 23 FEBRUARI 1998

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Lampiran 17

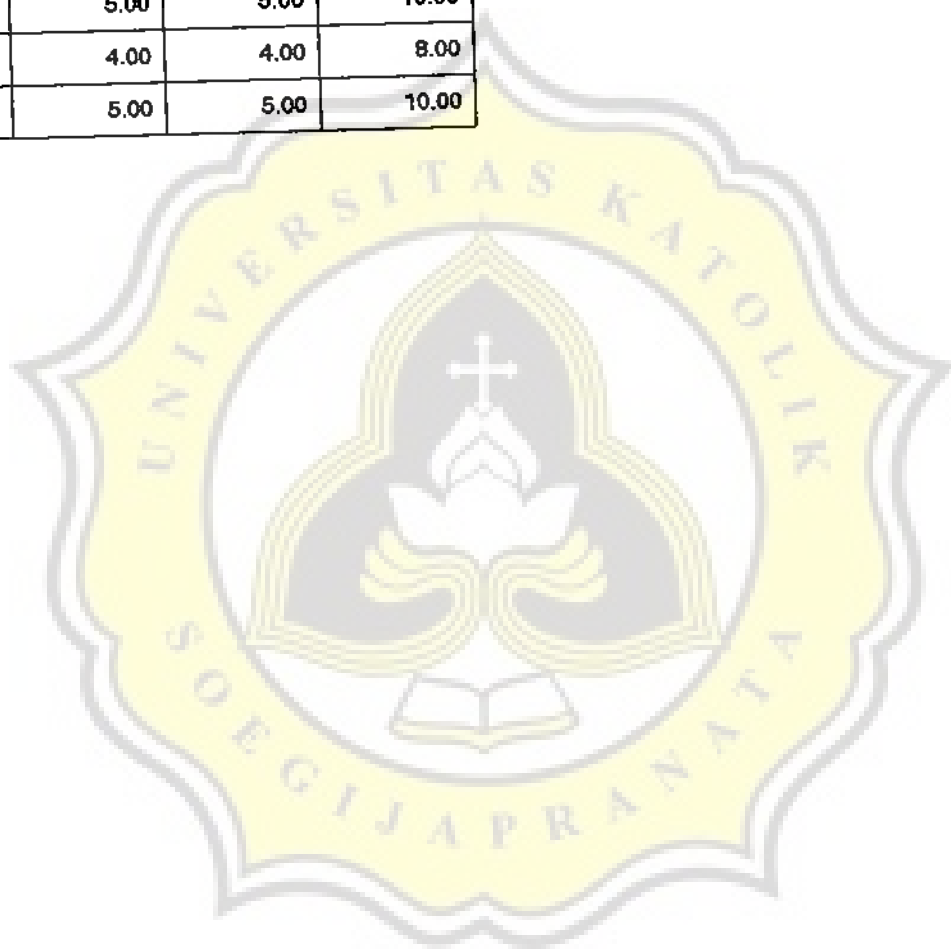
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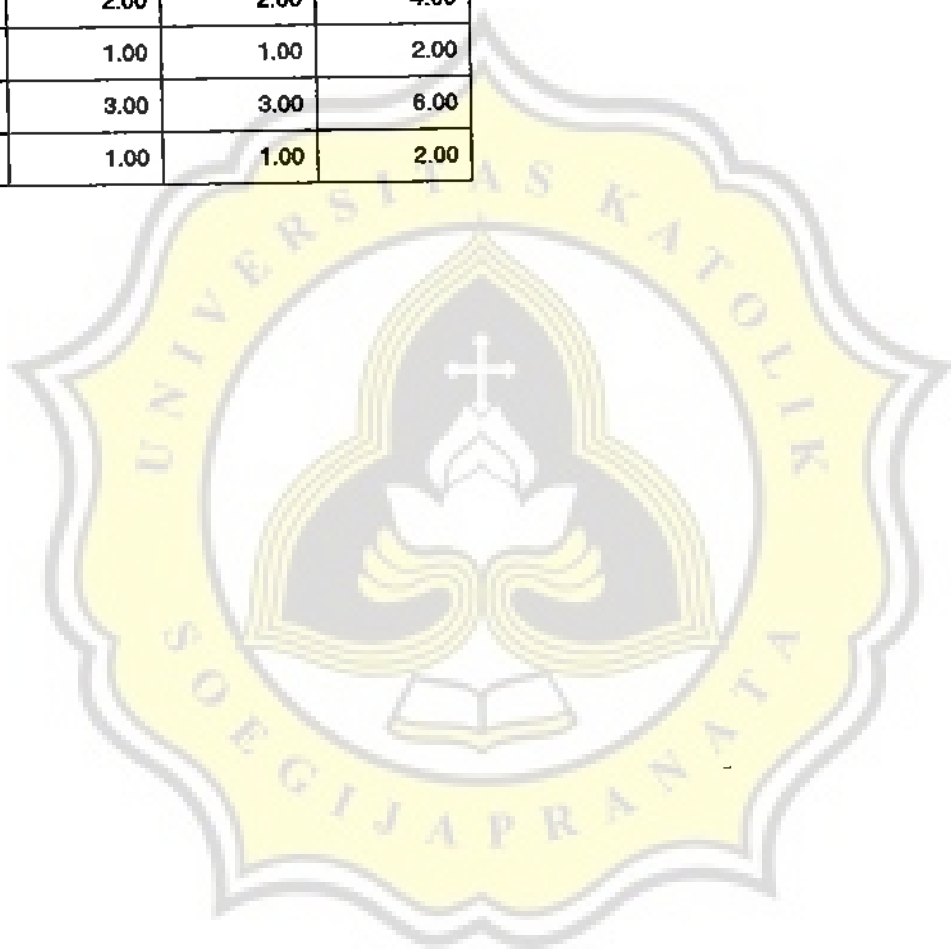


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	kms1	kms2	kms.tot
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92	1.00	3.00	4.00
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96	3.00	3.00	6.00
97	2.00	2.00	4.00
98	1.00	1.00	2.00
99	3.00	3.00	6.00
100	1.00	1.00	2.00



	pms1	pms2	pms.tot
1	1.00	1.00	2.00
2	2.00	2.00	4.00
3	1.00	3.00	4.00
4	1.00	1.00	2.00
5	1.00	1.00	2.00
6	2.00	2.00	4.00
7	2.00	2.00	4.00
8	1.00	1.00	2.00
9	1.00	1.00	2.00
10	1.00	1.00	2.00
11	1.00	1.00	2.00
12	2.00	2.00	4.00
13	3.00	3.00	6.00
14	1.00	1.00	2.00
15	1.00	3.00	4.00
16	3.00	3.00	6.00
17	2.00	2.00	4.00
18	3.00	3.00	6.00
19	1.00	3.00	4.00
20	1.00	1.00	2.00
21	1.00	1.00	2.00
22	2.00	4.00	6.00
23	3.00	3.00	6.00
24	1.00	1.00	2.00
25	3.00	3.00	6.00
26	2.00	2.00	4.00
27	1.00	1.00	2.00
28	3.00	3.00	6.00
29	1.00	1.00	2.00
30	1.00	1.00	2.00
31	3.00	3.00	6.00

	pms1	pms2	pms.tot
32	2.00	2.00	4.00
33	1.00	1.00	2.00
34	1.00	1.00	2.00
35	1.00	3.00	4.00
38	3.00	3.00	6.00
37	2.00	2.00	4.00
38	1.00	1.00	2.00
39	2.00	2.00	4.00
40	1.00	1.00	2.00
41	2.00	2.00	4.00
42	2.00	2.00	4.00
43	2.00	2.00	4.00
44	1.00	1.00	2.00
45	1.00	1.00	2.00
48	2.00	2.00	4.00
47	2.00	2.00	4.00
48	1.00	1.00	2.00
49	1.00	1.00	2.00
50	3.00	1.00	4.00
51	3.00	1.00	4.00
52	1.00	1.00	2.00
53	1.00	3.00	4.00
54	2.00	2.00	4.00
55	2.00	2.00	4.00
56	2.00	2.00	4.00
57	2.00	2.00	4.00
58	1.00	3.00	4.00
59	1.00	1.00	2.00
60	1.00	1.00	2.00
61	1.00	1.00	2.00
62	1.00	1.00	2.00

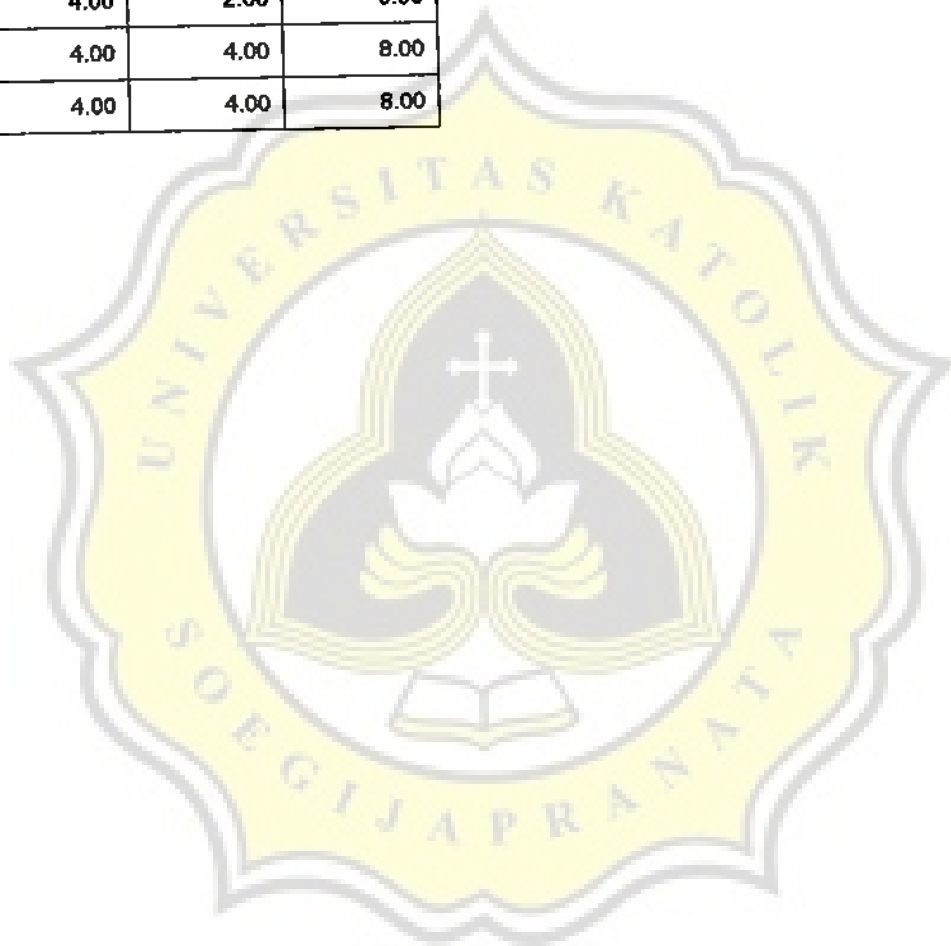
	pms1	pms2	pms.tot
63	2.00	2.00	4.00
64	1.00	1.00	2.00
65	1.00	1.00	2.00
66	2.00	2.00	4.00
67	2.00	2.00	4.00
68	2.00	2.00	4.00
69	1.00	1.00	2.00
70	1.00	1.00	2.00
71	1.00	1.00	2.00
72	3.00	1.00	4.00
73	2.00	2.00	4.00
74	1.00	1.00	2.00
75	3.00	1.00	4.00
76	1.00	1.00	2.00
77	2.00	2.00	4.00
78	1.00	1.00	2.00
79	1.00	1.00	2.00
80	3.00	1.00	4.00
81	1.00	1.00	2.00
82	1.00	3.00	4.00
83	2.00	2.00	4.00
84	3.00	3.00	6.00
85	1.00	1.00	2.00
86	4.00	2.00	6.00
87	1.00	1.00	2.00
88	1.00	1.00	2.00
89	1.00	1.00	2.00
90	2.00	2.00	4.00
91	1.00	1.00	2.00
92	2.00	2.00	4.00
93	1.00	1.00	2.00

	tkbl1	tkbl2	tkbl.tot
1	4.00	4.00	8.00
2	4.00	4.00	8.00
3	5.00	5.00	10.00
4	4.00	4.00	8.00
5	5.00	5.00	10.00
6	5.00	5.00	10.00
7	3.00	3.00	6.00
8	5.00	3.00	8.00
9	5.00	3.00	8.00
10	5.00	5.00	10.00
11	5.00	3.00	8.00
12	4.00	4.00	8.00
13	3.00	3.00	6.00
14	4.00	4.00	8.00
15	5.00	5.00	10.00
16	4.00	4.00	8.00
17	5.00	5.00	10.00
18	4.00	4.00	8.00
19	3.00	3.00	6.00
20	5.00	5.00	10.00
21	3.00	3.00	6.00
22	4.00	4.00	8.00
23	5.00	5.00	10.00
24	5.00	5.00	10.00
25	5.00	5.00	10.00
26	5.00	5.00	10.00
27	5.00	3.00	8.00
28	4.00	4.00	8.00
29	4.00	4.00	8.00
30	5.00	5.00	10.00
31	5.00	5.00	10.00

	tkbl1	tkbl2	tkbl.tot
32	5.00	3.00	8.00
33	4.00	4.00	8.00
34	4.00	4.00	8.00
35	4.00	2.00	6.00
36	4.00	4.00	8.00
37	5.00	3.00	8.00
38	4.00	4.00	8.00
39	4.00	4.00	8.00
40	5.00	5.00	10.00
41	5.00	5.00	10.00
42	4.00	2.00	6.00
43	5.00	5.00	10.00
44	4.00	4.00	8.00
45	5.00	3.00	8.00
46	4.00	4.00	8.00
47	4.00	4.00	8.00
48	5.00	5.00	10.00
49	5.00	5.00	10.00
50	5.00	5.00	10.00
51	4.00	4.00	8.00
52	5.00	5.00	10.00
53	5.00	5.00	10.00
54	5.00	5.00	10.00
55	4.00	4.00	8.00
56	5.00	3.00	8.00
57	4.00	4.00	8.00
58	4.00	4.00	8.00
59	4.00	4.00	8.00
60	5.00	3.00	8.00
61	5.00	3.00	8.00
62	4.00	4.00	8.00

	tkbl1	tkbl2	tkbl.tot
63	4.00	4.00	8.00
64	4.00	4.00	8.00
65	5.00	5.00	10.00
66	4.00	4.00	8.00
67	5.00	5.00	10.00
68	5.00	5.00	10.00
69	5.00	5.00	10.00
70	3.00	3.00	6.00
71	4.00	4.00	8.00
72	4.00	4.00	8.00
73	5.00	5.00	10.00
74	5.00	5.00	10.00
75	4.00	4.00	8.00
76	3.00	5.00	8.00
77	5.00	3.00	8.00
78	5.00	3.00	8.00
79	5.00	3.00	8.00
80	4.00	4.00	8.00
81	4.00	4.00	8.00
82	4.00	4.00	8.00
83	5.00	3.00	8.00
84	5.00	3.00	8.00
85	4.00	4.00	8.00
86	5.00	5.00	10.00
87	5.00	5.00	10.00
88	5.00	5.00	10.00
89	5.00	5.00	10.00
90	5.00	5.00	10.00
91	5.00	3.00	8.00
92	4.00	4.00	8.00
93	5.00	5.00	10.00

	tkb1	tkb2	tkb1.tot
94	5.00	3.00	8.00
95	5.00	3.00	8.00
96	3.00	3.00	6.00
97	5.00	5.00	10.00
98	4.00	2.00	6.00
99	4.00	4.00	8.00
100	4.00	4.00	8.00



	loyal	citarasa	harga	kemasan	iklan
1	4.00	2.00	4.00	3.00	1.00
2	4.00	2.00	4.00	2.00	2.00
3	4.00	2.00	4.00	3.00	2.00
4	5.00	1.00	5.00	3.00	1.00
5	5.00	1.00	4.00	2.00	1.00
6	4.00	2.00	4.00	2.00	2.00
7	4.00	2.00	3.00	3.00	2.00
8	4.00	1.00	4.00	2.00	1.00
9	5.00	1.00	5.00	1.00	1.00
10	5.00	1.00	5.00	2.00	1.00
11	4.00	3.00	4.00	1.00	1.00
12	4.00	2.00	4.00	2.00	2.00
13	3.00	3.00	3.00	1.00	3.00
14	5.00	1.00	4.00	2.00	1.00
15	4.00	2.00	4.00	2.00	2.00
16	4.00	3.00	4.00	2.00	3.00
17	4.00	2.00	4.00	2.00	2.00
18	5.00	3.00	5.00	2.00	3.00
19	3.00	2.00	3.00	3.00	2.00
20	5.00	1.00	5.00	3.00	1.00
21	5.00	1.00	5.00	2.00	1.00
22	4.00	3.00	4.00	2.00	3.00
23	3.00	3.00	4.00	1.00	3.00
24	5.00	1.00	5.00	5.00	1.00
25	3.00	3.00	3.00	1.00	3.00
26	4.00	2.00	4.00	2.00	2.00
27	5.00	1.00	5.00	1.00	1.00
28	4.00	3.00	4.00	2.00	3.00
29	5.00	1.00	5.00	2.00	1.00
30	5.00	1.00	4.00	3.00	1.00
31	4.00	3.00	4.00	1.00	3.00

	loyal	citarasa	harga	kemasan	iklan
32	4.00	2.00	4.00	2.00	2.00
33	5.00	1.00	5.00	1.00	1.00
34	5.00	1.00	5.00	1.00	1.00
35	4.00	2.00	4.00	3.00	2.00
36	4.00	3.00	4.00	2.00	3.00
37	4.00	2.00	4.00	2.00	2.00
38	5.00	1.00	5.00	1.00	1.00
39	4.00	2.00	4.00	3.00	2.00
40	5.00	1.00	5.00	1.00	1.00
41	4.00	2.00	4.00	2.00	2.00
42	4.00	2.00	4.00	3.00	2.00
43	4.00	2.00	4.00	2.00	2.00
44	5.00	1.00	5.00	2.00	1.00
45	5.00	1.00	5.00	3.00	1.00
46	4.00	1.00	4.00	2.00	2.00
47	4.00	2.00	4.00	3.00	2.00
48	4.00	2.00	4.00	2.00	1.00
49	5.00	1.00	4.00	2.00	1.00
50	4.00	2.00	4.00	1.00	2.00
51	4.00	2.00	4.00	1.00	2.00
52	4.00	1.00	4.00	3.00	1.00
53	4.00	2.00	5.00	1.00	2.00
54	5.00	1.00	5.00	2.00	1.00
55	4.00	2.00	4.00	2.00	2.00
56	4.00	1.00	4.00	2.00	1.00
57	4.00	1.00	4.00	3.00	1.00
58	4.00	2.00	4.00	2.00	2.00
59	5.00	1.00	5.00	1.00	1.00
60	5.00	1.00	5.00	1.00	1.00
61	4.00	1.00	4.00	2.00	1.00
62	4.00	2.00	4.00	2.00	1.00

	loyal	dirasa	harga	kemasan	iklan
63	4.00	2.00	4.00	1.00	2.00
64	5.00	1.00	5.00	3.00	1.00
65	3.00	2.00	3.00	2.00	1.00
66	4.00	1.00	4.00	1.00	2.00
67	4.00	2.00	4.00	1.00	2.00
68	4.00	2.00	4.00	1.00	2.00
69	5.00	1.00	5.00	2.00	1.00
70	5.00	1.00	5.00	2.00	1.00
71	5.00	1.00	5.00	2.00	1.00
72	4.00	2.00	4.00	1.00	2.00
73	4.00	2.00	4.00	1.00	2.00
74	5.00	1.00	5.00	3.00	1.00
75	4.00	2.00	3.00	1.00	2.00
76	4.00	2.00	4.00	2.00	1.00
77	4.00	2.00	4.00	2.00	2.00
78	5.00	1.00	5.00	2.00	1.00
79	5.00	2.00	5.00	2.00	1.00
80	4.00	2.00	4.00	2.00	2.00
81	4.00	1.00	4.00	1.00	1.00
82	4.00	1.00	4.00	1.00	2.00
83	4.00	2.00	4.00	2.00	2.00
84	3.00	3.00	4.00	3.00	3.00
85	5.00	1.00	5.00	2.00	1.00
86	3.00	3.00	3.00	2.00	3.00
87	4.00	2.00	4.00	2.00	1.00
88	4.00	1.00	4.00	2.00	1.00
89	5.00	1.00	5.00	2.00	1.00
90	3.00	3.00	5.00	1.00	2.00
91	4.00	2.00	5.00	1.00	1.00
92	4.00	2.00	4.00	2.00	2.00
93	5.00	1.00	5.00	3.00	1.00

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	loyal	ctarasa	harga	kemasan	iklan
94	5.00	1.00	4.00	1.00	1.00
95	3.00	3.00	3.00	2.00	2.00
96	4.00	2.00	5.00	3.00	1.00
97	4.00	2.00	4.00	2.00	2.00
98	5.00	1.00	3.00	1.00	1.00
99	5.00	1.00	4.00	3.00	1.00
100	4.00	2.00	4.00	1.00	2.00



RISYER PERILAKU KONSUMEN

L.A. LIGHTS

UNIVERSITAS KATOLIK SOEGIJAPRANATA

SEMARANG

No : 01/SKRPM/MI/97

Lamp : 4 lb Kuesioner

Kepada Yth : Bpk/ Sdr Konsumen rokok

L.A. Lights

Di tempat

Dengan hormat,

dalam menyelesaikan tugas kami selaku mahasiswa Ekonomi Unika Soegijapranata tahap akhir yang berupa Skripsi, maka kami mohon bantuan Bpk/ Sdr untuk mengisi daftar pertanyaan yang telah tersedia. Daftar pertanyaan yang telah diisi ini nantinya akan menjadi bahan penelitian kami dalam meneliti perilaku konsumen khususnya konsumen rokok L.A. Lights.

Demikian permohonan kami, dan tak lupa atas bantuan dan kerjasama Bpk/ Sdr kami ucapkan terima kasih.

Hormat Kami,

(Mastrojo Indargo)

DAFTAR PERTANYAAN

FAKULTAS EKONOMI

UNIKA SOEGIJAPRANATA

SEMARANG

RISET PERILAKU KONSUMEN *L.A. LIGHTS*

Petunjuk : Mohon untuk dijawab pertanyaan-pertanyaan di bawah ini dengan memberi tanda silang

(x) pada jawaban yang menurut saudara anggap paling tepat .

I. IDENTITAS RESPONDEN

1. Nama :
2. Alamat :
3. Umur :
4. Jenis kelamin : laki-laki / perempuan
5. Status marital Saudara :
 - a) Kawin
 - b) Belum kawin
6. Tingkat pendidikan terakhir Saudara :
 - a) Tamat SD
 - b) Tamat SMP
 - c) Tamat SMU
 - d) Akademi atau Perguruan Tinggi
 - e) Lainnya
7. Pekerjaan Saudara sekarang ini :
 - a) Pegawai Negeri
 - b) Karyawan Swasta
 - c) Usaha sendiri
 - d) Pelajar
 - e) Lain-lain
8. Penghasilan yang anda peroleh tiap bulan :

- a) < Rp 250.000,00
- b) Rp 250.000,00 - Rp 499.000,00
- c) Rp 500.000,00 - Rp 749.000,00
- d) > Rp 750.000,00

II. KEBIASAAN RESPONDEN DALAM MEMBELI ROKOK

9. Pengeluaran Saudara untuk membeli rokok :

- a) < Rp 5.000,00
- b) Rp 5.000,00 - Rp 9.900,00
- c) Rp 10.000,00 - Rp 14.900,00
- d) Rp 15.000,00 - Rp 19.900,00
- e) > Rp 20.000,00

10. Berapa kali Saudara membeli rokok L.A. Lights sebulan :

- a) 1 - 3 bungkus
- b) 4 - 7 bungkus
- c) 8 - 11 bungkus
- d) 11 - 14 bungkus
- e) > 15 bungkus

III. FAKTOR-FAKTOR YANG MEMPENGARUHI KONSUMEN DALAM PEMBELIAN ROKOK

A. FAKTOR CITA RASA

11. Apabila rasa rokok L.A. Lights disamakan dengan merek lain, apakah akan mempengaruhi keputusan saudara dalam membeli L.A. Lights :

- a) Sangat mempengaruhi
- b) Mempengaruhi
- c) Cukup mempengaruhi
- d) Kurang mempengaruhi
- e) Tidak mempengaruhi

12. Apabila rasa rokok L.A. Lights mengalami perubahan, apakah akan mempengaruhi keputusan saudara dalam membeli L.A. Lights :

- a) Sangat mempengaruhi
- b) Mempengaruhi

- c) Cukup mempengaruhi
- d) Kurang mempengaruhi
- e) Tidak mempengaruhi

B. FAKTOR HARGA

13. Apabila harga L.A. Lights yang Saudara beli naik 10 % - 25 % apakah Saudara tetap membelinya :

- a) Tetap membeli dalam jumlah yang sama
- b) Tetap membeli tetapi mengurangi
- c) Membeli sedikit dan lebih sering mencoba merek lain
- d) Membeli sedikit sekali dan lebih sering mencoba merek lain
- e) Tidak membeli dan mengganti merk lain

14. Apabila harga L.A. Lights dinaikkan dan sama dengan merek lain apakah saudara tetap membelinya :

- a) Tetap membeli dalam jumlah yang sama
- b) Tetap membeli tetapi mengurangi
- c) Membeli sedikit dan lebih sering mencoba merek lain
- d) Membeli sedikit sekali dan lebih sering mencoba merek lain
- e) Tidak membeli dan mengganti merk lain

C. FAKTOR KEMASAN

15. Apabila kemasan L.A. Lights mengalami perubahan, apakah akan mempengaruhi keputusan saudara dalam membelinya :

- a) Sangat mempengaruhi
- b) Mempengaruhi
- c) Cukup mempengaruhi
- d) Kurang mempengaruhi
- e) Tidak mempengaruhi

16. Kemasan L.A. Lights yang sekarang termasuk kemasan hardpak (keras dan kaku), apabila kemasan itu diganti dengan kemasan softpack (lemas dan lunak) apakah akan mempengaruhi keputusan saudara dalam membelinya :

- a) Sangat mempengaruhi

- b) Mempengaruhi
- c) Cukup mempengaruhi
- d) Kurang mempengaruhi
- e) Tidak mempengaruhi

D. FAKTOR IKLAN

17. Apabila iklan L.A. Lights mengalami perubahan apakah akan mempengaruhi keputusan saudara dalam membelinya :

- a) Sangat mempengaruhi
- b) Mempengaruhi
- c) Cukup mempengaruhi
- d) Kurang mempengaruhi
- e) Tidak mempengaruhi

18. Apabila iklan L.A. Lights sama sekali dihapuskan, apakah akan mempengaruhi saudara dalam mengkonsumsi L.A. Lights :

- a) Sangat mempengaruhi
- b) Mempengaruhi
- c) Cukup mempengaruhi
- d) Kurang mempengaruhi
- e) Tidak mempengaruhi

Saran – Saran :

.....

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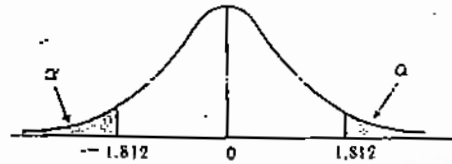
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TABEL V
TABEL NILAI-NILAI r PRODUCT MOMENT

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	26	0,388	0,496	55	0,266	0,345
4	0,950	0,990	27	0,381	0,487	60	0,254	0,330
5	0,878	0,959	28	0,374	0,478	65	0,244	0,317
			29	0,367	0,470	70	0,235	0,306
6	0,811	0,917	30	0,361	0,463	75	0,227	0,296
7	0,754	0,874						
8	0,707	0,834	31	0,355	0,456	80	0,220	0,286
9	0,666	0,798	32	0,349	0,449	85	0,213	0,278
10	0,632	0,765	33	0,344	0,442	90	0,207	0,270
			34	0,339	0,436	95	0,202	0,263
11	0,602	0,735	35	0,334	0,430	100	0,195	0,256
12	0,576	0,708						
13	0,553	0,684	36	0,329	0,424	125	0,176	0,230
14	0,532	0,661	37	0,325	0,418	150	0,159	0,210
15	0,514	0,641	38	0,320	0,413	175	0,148	0,194
			39	0,316	0,408	200	0,138	0,181
16	0,497	0,623	40	0,312	0,403	300	0,113	0,148
17	0,482	0,606						
18	0,468	0,590	41	0,308	0,398	400	0,098	0,128
19	0,456	0,575	42	0,304	0,393	500	0,088	0,115
20	0,444	0,561	43	0,301	0,389			
			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						
23	0,413	0,526	46	0,291	0,376	800	0,070	0,091
24	0,404	0,515	47	0,288	0,372	900	0,065	0,086
25	0,396	0,505	48	0,284	0,368			
			49	0,281	0,364	1000	0,062	0,081
			50	0,279	0,361			

SUMBER : MODUL SPSS LPKT UNIKA SOEGIJAPRANATA

TABEL VI Titik persentasi distribusi :



Bagi d.f. = 10

$P(t > 1.812) = 0,05$

$P(t < -1.812) = 0,05$

d.f.	.25	.20	.15	.10	.05	.025	.01	.005	.0005
1	1,000	1,376	1,963	3,078	6,314	12,706	31,821	63,657	636,619
2	,816	1,061	1,386	1,886	2,920	4,303	6,965	9,925	31,598
3	,765	,978	1,250	1,638	2,353	3,182	4,541	5,841	12,941
4	,741	,941	1,190	1,553	2,132	2,776	3,747	4,604	8,610
5	,727	,920	1,156	1,476	2,015	2,571	3,565	4,032	6,859
6	,718	,906	1,134	1,440	1,945	2,447	3,343	3,707	5,959
7	,711	,896	1,119	1,415	1,895	2,365	2,995	3,499	5,405
8	,706	,889	1,108	1,397	1,860	2,306	2,896	3,355	5,041
9	,703	,885	1,100	1,383	1,833	2,262	2,821	3,250	4,781
10	,700	,879	1,093	1,372	1,812	2,228	2,764	3,169	4,587
11	,697	,876	1,088	1,363	1,796	2,201	2,718	3,106	4,437
12	,695	,873	1,083	1,356	1,782	2,179	2,681	3,055	4,318
13	,694	,870	1,079	1,350	1,771	2,160	2,650	3,012	4,221
14	,692	,868	1,076	1,345	1,761	2,145	2,624	2,977	4,140
15	,691	,866	1,074	1,341	1,753	2,131	2,602	2,947	4,073
16	,690	,865	1,071	1,337	1,746	2,120	2,583	2,921	4,015
17	,689	,863	1,069	1,333	1,740	2,110	2,567	2,898	3,965
18	,688	,862	1,067	1,330	1,734	2,101	2,552	2,875	3,922
19	,688	,861	1,066	1,328	1,729	2,093	2,539	2,861	3,883
20	,687	,860	1,064	1,325	1,725	2,086	2,528	2,845	3,850
21	,686	,859	1,063	1,323	1,721	2,080	2,518	2,831	3,819
22	,686	,858	1,061	1,321	1,717	2,074	2,508	2,819	3,792
23	,685	,858	1,060	1,319	1,714	2,069	2,500	2,807	3,767
24	,685	,857	1,059	1,318	1,711	2,064	2,492	2,797	3,745
25	,684	,856	1,058	1,316	1,708	2,060	2,485	2,787	3,722
26	,684	,856	1,058	1,315	1,706	2,056	2,479	2,779	3,707
27	,684	,855	1,057	1,314	1,705	2,052	2,473	2,771	3,690
28	,683	,855	1,056	1,313	1,701	2,048	2,467	2,763	3,674
29	,683	,854	1,055	1,311	1,699	2,045	2,462	2,756	3,659
30	,683	,854	1,055	1,310	1,697	2,042	2,457	2,750	3,646
40	,681	,851	1,050	1,303	1,684	2,021	2,423	2,704	3,551
60	,679	,843	1,046	1,296	1,671	2,000	2,390	2,660	3,460
120	,677	,845	1,041	1,289	1,658	1,980	2,358	2,617	3,373
∞	,674	,842	1,036	1,282	1,645	1,960	2,326	2,576	3,291

Sumber: Fisher and Yates: *Statistical Tables for Biological Agricultural and Medical Research*, Tabel III. Izin Penerbit: Oliver and Boyd, Ltd, Edinburg, England.

Sumber : PENGANTAR METODE STATISTIK II, ANTO DAJAN