

Frequencies

Statistics

Top of Mind - Merek

| | | |
|---|---------|-----|
| N | Valid | 120 |
| | Missing | 0 |

Top of Mind - Merek

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Yamaha Mio | 35 | 29.2 | 29.2 | 29.2 |
| | Vario | 32 | 26.7 | 26.7 | 55.8 |
| | Beat | 24 | 20.0 | 20.0 | 75.8 |
| | Spin | 17 | 14.2 | 14.2 | 90.0 |
| | Skywave | 12 | 10.0 | 10.0 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

Crosstabs

Case Processing Summary

| | Cases | | | | | |
|--|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Top of Mind - Brand Recall * Top of Mind - Brand Awareness | 120 | 100.0% | 0 | .0% | 120 | 100.0% |

Top of Mind - Brand Recall * Top of Mind - Brand Awareness Crosstabulation

| | | Top of Mind - Brand Awareness | | | | | | | | Total | |
|----------------------------|------------|-------------------------------|---------------|--------|--------------------|-------|------------|------------------|-------------|-------|--------|
| | | enak dipakai | warna menarik | trendy | body terlalu besar | irit | body kecil | bentuk mirip mio | bentuk lucu | | |
| Top of Mind - Brand Recall | Yamaha Mio | Count | 21 | 18 | 15 | 0 | 0 | 0 | 0 | 0 | 54 |
| | % of Total | | 17.5% | 15.0% | 12.5% | .0% | .0% | .0% | .0% | .0% | 45.0% |
| | Vario | Count | 0 | 0 | 0 | 15 | 18 | 0 | 0 | 0 | 33 |
| | % of Total | | .0% | .0% | .0% | 12.5% | 15.0% | .0% | .0% | .0% | 27.5% |
| | Beat | Count | 0 | 0 | 0 | 0 | 12 | 10 | 0 | 0 | 22 |
| | % of Total | | .0% | .0% | .0% | .0% | 10.0% | 8.3% | .0% | .0% | 18.3% |
| | Spin | Count | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 7 |
| | % of Total | | .0% | .0% | .0% | .0% | .0% | .0% | 5.8% | .0% | 5.8% |
| | Skywave | Count | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 4 |
| | % of Total | | .0% | .0% | .0% | .0% | .0% | .0% | .0% | 3.3% | 3.3% |
| Total | Count | | 21 | 18 | 15 | 15 | 30 | 10 | 7 | 4 | 120 |
| | % of Total | | 17.5% | 15.0% | 12.5% | 12.5% | 25.0% | 8.3% | 5.8% | 3.3% | 100.0% |

Crosstabs

Case Processing Summary

| | Cases | | | | | |
|--------------------------------------|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Brand Recall * Brand Recall - Alasan | 120 | 100.0% | 0 | .0% | 120 | 100.0% |

Brand Recall * Brand Recall - Alasan Crosstabulation

| | | | Brand Recall - Alasan | | | | Total |
|--------------|------------|------------|-----------------------|-------|-----------|-------------|--------|
| | | | enak dipakai | irit | mirip mio | bentuk lucu | |
| Brand Recall | Yamaha Mio | Count | 35 | 0 | 0 | 0 | 35 |
| | | % of Total | 29.2% | .0% | .0% | .0% | 29.2% |
| | Vario | Count | 0 | 32 | 0 | 0 | 32 |
| | | % of Total | .0% | 26.7% | .0% | .0% | 26.7% |
| | Beat | Count | 0 | 24 | 0 | 0 | 24 |
| | | % of Total | .0% | 20.0% | .0% | .0% | 20.0% |
| | Spin | Count | 0 | 0 | 17 | 0 | 17 |
| | | % of Total | .0% | .0% | 14.2% | .0% | 14.2% |
| | Skywave | Count | 0 | 0 | 0 | 12 | 12 |
| | | % of Total | .0% | .0% | .0% | 10.0% | 10.0% |
| Total | | Count | 35 | 56 | 17 | 12 | 120 |
| | | % of Total | 29.2% | 46.7% | 14.2% | 10.0% | 100.0% |

Frequencies

Statistics

Brand Recognition

| | | |
|---|---------|-----|
| N | Valid | 120 |
| | Missing | 0 |

Brand Recognition

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------------|-----------|---------|---------------|--------------------|
| Valid | cocok dikendarai siapa saja | 38 | 31.7 | 31.7 | 31.7 |
| | irit bahan bakar | 32 | 26.7 | 26.7 | 58.3 |
| | stripping menarik | 27 | 22.5 | 22.5 | 80.8 |
| | bodi ramping | 23 | 19.2 | 19.2 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

Frequencies

Statistics

| | | P1 | P2 | P3 | P4 | P5 |
|---|---------|-----|-----|-----|-----|-----|
| N | Valid | 120 | 120 | 120 | 120 | 120 |
| | Missing | 0 | 0 | 0 | 0 | 0 |

Frequency Table

P1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 21 | 17.5 | 17.5 | 17.5 |
| | 3 | 45 | 37.5 | 37.5 | 55.0 |
| | 4 | 44 | 36.7 | 36.7 | 91.7 |
| | 5 | 10 | 8.3 | 8.3 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

P2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 6 | 5.0 | 5.0 | 5.0 |
| | 3 | 35 | 29.2 | 29.2 | 34.2 |
| | 4 | 59 | 49.2 | 49.2 | 83.3 |
| | 5 | 20 | 16.7 | 16.7 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

P3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 5 | 4.2 | 4.2 | 4.2 |
| | 3 | 46 | 38.3 | 38.3 | 42.5 |
| | 4 | 53 | 44.2 | 44.2 | 86.7 |
| | 5 | 16 | 13.3 | 13.3 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

P4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 11 | 9.2 | 9.2 | 9.2 |
| | 3 | 57 | 47.5 | 47.5 | 56.7 |
| | 4 | 38 | 31.7 | 31.7 | 88.3 |
| | 5 | 14 | 11.7 | 11.7 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

P5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 15 | 12.5 | 12.5 | 12.5 |
| | 3 | 37 | 30.8 | 30.8 | 43.3 |
| | 4 | 50 | 41.7 | 41.7 | 85.0 |
| | 5 | 18 | 15.0 | 15.0 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |