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**LAMPIRAN 1**  
**KUESIONER**

## KUESIONER

No. Responden ....

Sehubungan diadakannya penelitian yang bertujuan untuk mengetahui masing-masing posisi kartu prabayar GSM (Simpati, kartu AS, Im3, Mentari, XL, dan Three) berdasarkan persepsi konsumen, maka saya selaku peneliti memohon kesediaan Bapak / Ibu / Saudara untuk mengisi kuesioner yang saya bagikan untuk mendukung kesuksesan daripada penelitian yang saya lakukan ini.

Sedikit waktu dan kesediaan yang Bapak / Ibu / Saudara berikan untuk mengisi kuesioner ini akan sangat berarti bagi saya. Atas perhatian dan kesediaan Bapak / Ibu / Saudara, saya ucapkan terimakasih.

### 1. Identitas Responden

- Nama :  
Usia :  
Jenis kelamin : Pria / Wanita  
Alamat :  
No. Telpon / HP :  
Pendidikan :  SD       SMP       SMA  
 S1       S2       S3  
Pekerjaan :  Pelajar/Mahasiswa     Pegawai swasta  
 Pegawai Negeri       Wiraswasta  
 Ibu rumah tangga     Lainnya .....
- Pendapatan :  < Rp. 800.000  
 Rp 800.000 – Rp 1.500.000  
 Rp 1.500.500 – Rp 2.500.000  
 Rp 2.500.500 – Rp 3.500.000  
 Rp 3.500.500 – Rp 5.000.000  
 > Rp 5.000.000

- Anggaran pulsa / bulan :  Rp 5.000 – Rp 25.000  
 Rp 30.000 – Rp 50.000  
 Rp 55.000 – Rp 100.000  
 > Rp. 100.000

Merek Kartu GSM :

## 2. Pertanyaan

Apakah anda mengetahui tentang persaingan tarif antar operator seluler yang terjadi saat ini? .....

.....

Apakah anda senang dengan adanya persaingan tarif antar operator seluler? Mengapa?.....

.....

Apakah turunnya tarif ini mempengaruhi anggaran pulsa anda setiap bulan? Jelaskan!.....

.....

Apakah dengan turunnya tarif, komunikasi anda melalui HP mengalami peningkatan?.....

.....

Setelah terjadinya persaingan tarif, komunikasi melalui fasilitas apa yang sering anda gunakan? Telepon,SMS, internet, atau lainnya? Mengapa?

.....

.....

Menurut anda, apakah ada perubahan pada kualitas layanan jaringan kartu seluler yang anda gunakan pada saat sebelum dan sesudah terjadinya persaingan tarif? Jelaskan!

.....

.....

Menurut anda apakah ada dampak positif dari persaingan tarif yang terjadi? Jika ada jelaskan!.....

Menurut anda apakah ada dampak negatif dari persaingan tarif yang terjadi? Jika ada jelaskan!.....

Manakah yang lebih anda pilih, tarif murah dengan kualitas buruk atau tarif normal dengan kualitas baik? .....

Apakah dengan adanya persaingan tarif ini membuat anda berpikir untuk beralih ke produk kartu seluler GSM lain? Sertai alasannya!.....

Menurut anda apakah keunggulan dari kartu seluler yang anda gunakan?.....

Berilah jawaban pertanyaan berikut sesuai dengan pendapat anda terhadap kartu seluler yang anda gunakan, dengan cara memberi tanda (√) pada kolom yang tersedia.

Keterangan :

SS : sangat setuju

TS : tidak setuju

S : setuju

STS : sangat tidak setuju

RG : ragu-ragu

| No. | Pertanyaan   | Jawaban |   |    |    |     |
|-----|--|---------|---|----|----|-----|
|     |  | SS      | S | RG | TS | STS |
| 1.  | Kartu yang tarif bicaranya murah.                                  |         |   |    |    |     |
| 2.  | Kartu yang tarif SMSnya murah.                                     |         |   |    |    |     |
| 3.  | Kartu yang tarif internetnya murah.                                |         |   |    |    |     |
| 4.  | Kartu yang kualitas layanan bicaranya jelas.                       |         |   |    |    |     |
| 5.  | Kartu yang kualitas layanan pengiriman pesan/datanya cepat.        |         |   |    |    |     |
| 6.  | Kartu yang kualitas layanan internet/browsing & downloadnya cepat. |         |   |    |    |     |

# **LAMPIRAN 2**

## **TABULASI**

**(CTRL + Click)**



**LAMPIRAN 3**

**VALIDITAS**

**dan**

**RELIABILITAS**



**LAMPIRAN 4**  
**FREQUENCIES**

## Frequency Table

### Merk Kartu GSM

|       |         | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | XL      | 8         | 8,0     | 8,0           | 8,0                |
|       | AS      | 15        | 15,0    | 15,0          | 23,0               |
|       | IM3     | 28        | 28,0    | 28,0          | 51,0               |
|       | SIMPATI | 25        | 25,0    | 25,0          | 76,0               |
|       | MENTARI | 16        | 16,0    | 16,0          | 92,0               |
|       | TREE    | 8         | 8,0     | 8,0           | 100,0              |
|       | Total   | 100       | 100,0   | 100,0         |                    |

### Usia Responden

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | 15 th - 30 th | 82        | 82,0    | 82,0          | 82,0               |
|       | 31 th - 50 th | 17        | 17,0    | 17,0          | 99,0               |
|       | 51 th - 70 th | 1         | 1,0     | 1,0           | 100,0              |
|       | Total         | 100       | 100,0   | 100,0         |                    |

### Jenis Kelamin Responden

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Perempuan | 57        | 57,0    | 57,0          | 57,0               |
|       | Laki-laki | 43        | 43,0    | 43,0          | 100,0              |
|       | Total     | 100       | 100,0   | 100,0         |                    |

### Pendidikan

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SMP   | 1         | 1,0     | 1,0           | 1,0                |
|       | SMA   | 73        | 73,0    | 73,0          | 74,0               |
|       | S1    | 23        | 23,0    | 23,0          | 97,0               |
|       | S2    | 2         | 2,0     | 2,0           | 99,0               |
|       | D3    | 1         | 1,0     | 1,0           | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

### Pekerjaan

|       |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Pelajar          | 4         | 4,0     | 4,0           | 4,0                |
|       | Mahasiswa        | 50        | 50,0    | 50,0          | 54,0               |
|       | Pegawai swasta   | 35        | 35,0    | 35,0          | 89,0               |
|       | Pegawai Negeri   | 2         | 2,0     | 2,0           | 91,0               |
|       | Wiraswasta       | 5         | 5,0     | 5,0           | 96,0               |
|       | Ibu Rumah Tangga | 3         | 3,0     | 3,0           | 99,0               |
|       | Interior Design  | 1         | 1,0     | 1,0           | 100,0              |
|       | Total            | 100       | 100,0   | 100,0         |                    |

### Pendapatan

|       |                               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------------|-----------|---------|---------------|--------------------|
| Valid | < Rp. 800.000                 | 58        | 58,0    | 58,0          | 58,0               |
|       | Rp. 800.000 - Rp. 1.500.000   | 22        | 22,0    | 22,0          | 80,0               |
|       | Rp. 1.500.500 - Rp. 2.500.000 | 9         | 9,0     | 9,0           | 89,0               |
|       | Rp. 2.500.500 - Rp. 3.500.000 | 1         | 1,0     | 1,0           | 90,0               |
|       | Rp. 3.500.500 - Rp. 5.000.000 | 4         | 4,0     | 4,0           | 94,0               |
|       | > Rp. 5.000.000               | 3         | 3,0     | 3,0           | 97,0               |
|       | Tidak Berpenghasilan          | 3         | 3,0     | 3,0           | 100,0              |
|       | Total                         | 100       | 100,0   | 100,0         |                    |

### Anggaran Pulsa per Bulan

|       |                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------|-----------|---------|---------------|--------------------|
| Valid | Rp. 5.000 - Rp. 25.000   | 14        | 14,0    | 14,0          | 14,0               |
|       | Rp. 30.000 - Rp. 50.000  | 42        | 42,0    | 42,0          | 56,0               |
|       | Rp. 55.000 - Rp. 100.000 | 32        | 32,0    | 32,0          | 88,0               |
|       | > Rp. 100.000            | 12        | 12,0    | 12,0          | 100,0              |
|       | Total                    | 100       | 100,0   | 100,0         |                    |

# **CROSSTABS**

## Crosstabs

**Merk Kartu GSM \* Usia Responden Crosstabulation**

|                      |                         |                         | Usia Responden |               |               | Total  |
|----------------------|-------------------------|-------------------------|----------------|---------------|---------------|--------|
|                      |                         |                         | 15 th - 30 th  | 31 th - 50 th | 51 th - 70 th |        |
| Merk<br>Kartu<br>GSM | TREE                    | Count                   | 8              | 0             | 0             | 8      |
|                      |                         | % within Merk Kartu GSM | 100,0%         | ,0%           | ,0%           | 100,0% |
|                      |                         | % within Usia Responden | 9,8%           | ,0%           | ,0%           | 8,0%   |
|                      |                         | % of Total              | 8,0%           | ,0%           | ,0%           | 8,0%   |
|                      | MENTARI                 | Count                   | 9              | 7             | 0             | 16     |
|                      |                         | % within Merk Kartu GSM | 56,3%          | 43,8%         | ,0%           | 100,0% |
|                      |                         | % within Usia Responden | 11,0%          | 41,2%         | ,0%           | 16,0%  |
|                      |                         | % of Total              | 9,0%           | 7,0%          | ,0%           | 16,0%  |
|                      | SIMPATI                 | Count                   | 19             | 6             | 0             | 25     |
|                      |                         | % within Merk Kartu GSM | 76,0%          | 24,0%         | ,0%           | 100,0% |
|                      |                         | % within Usia Responden | 23,2%          | 35,3%         | ,0%           | 25,0%  |
|                      |                         | % of Total              | 19,0%          | 6,0%          | ,0%           | 25,0%  |
| IM3                  | Count                   | 24                      | 3              | 1             | 28            |        |
|                      | % within Merk Kartu GSM | 85,7%                   | 10,7%          | 3,6%          | 100,0%        |        |
|                      | % within Usia Responden | 29,3%                   | 17,6%          | 100,0%        | 28,0%         |        |
|                      | % of Total              | 24,0%                   | 3,0%           | 1,0%          | 28,0%         |        |
| AS                   | Count                   | 15                      | 0              | 0             | 15            |        |
|                      | % within Merk Kartu GSM | 100,0%                  | ,0%            | ,0%           | 100,0%        |        |
|                      | % within Usia Responden | 18,3%                   | ,0%            | ,0%           | 15,0%         |        |
|                      | % of Total              | 15,0%                   | ,0%            | ,0%           | 15,0%         |        |
| XL                   | Count                   | 7                       | 1              | 0             | 8             |        |
|                      | % within Merk Kartu GSM | 87,5%                   | 12,5%          | ,0%           | 100,0%        |        |
|                      | % within Usia Responden | 8,5%                    | 5,9%           | ,0%           | 8,0%          |        |
|                      | % of Total              | 7,0%                    | 1,0%           | ,0%           | 8,0%          |        |
| Total                | Count                   | 82                      | 17             | 1             | 100           |        |
|                      | % within Merk Kartu GSM | 82,0%                   | 17,0%          | 1,0%          | 100,0%        |        |
|                      | % within Usia Responden | 100,0%                  | 100,0%         | 100,0%        | 100,0%        |        |
|                      | % of Total              | 82,0%                   | 17,0%          | 1,0%          | 100,0%        |        |

### Case Processing Summary

|   | Cases |         |         |         |       |         |
|---|-------|---------|---------|---------|-------|---------|
|   | Valid |         | Missing |         | Total |         |
|   | N     | Percent | N       | Percent | N     | Percent |
| Merk Kartu GSM * Usia Responden           | 100   | 100,0%  | 0       | ,0%     | 100   | 100,0%  |
| Merk Kartu GSM * Jenis Kelamin Responden  | 100   | 100,0%  | 0       | ,0%     | 100   | 100,0%  |
| Merk Kartu GSM * Pendidikan               | 100   | 100,0%  | 0       | ,0%     | 100   | 100,0%  |
| Merk Kartu GSM * Pekerjaan                | 100   | 100,0%  | 0       | ,0%     | 100   | 100,0%  |
| Merk Kartu GSM * Pendapatan               | 100   | 100,0%  | 0       | ,0%     | 100   | 100,0%  |
| Merk Kartu GSM * Anggaran Pulsa per Bulan | 100   | 100,0%  | 0       | ,0%     | 100   | 100,0%  |

### Merk Kartu GSM \* Pendapatan Crosstabulation

|                |                         |                         | Pendapatan    |                             |                               |                               |                               |                 | Tidak Berpenghasilan | Total  |
|----------------|-------------------------|-------------------------|---------------|-----------------------------|-------------------------------|-------------------------------|-------------------------------|-----------------|----------------------|--------|
|                |                         |                         | < Rp. 800.000 | Rp. 800.000 - Rp. 1.500.000 | Rp. 1.500.500 - Rp. 2.500.000 | Rp. 2.500.500 - Rp. 3.500.000 | Rp. 3.500.500 - Rp. 5.000.000 | > Rp. 5.000.000 |                      |        |
| Merk Kartu GSM | TREE                    | Count                   | 7             | 1                           | 0                             | 0                             | 0                             | 0               | 0                    | 8      |
|                |                         | % within Merk Kartu GSM | 87,5%         | 12,5%                       | ,0%                           | ,0%                           | ,0%                           | ,0%             | ,0%                  | 100,0% |
|                |                         | % within Pendapatan     | 12,1%         | 4,5%                        | ,0%                           | ,0%                           | ,0%                           | ,0%             | ,0%                  | 8,0%   |
|                | % of Total              | 7,0%                    | 1,0%          | ,0%                         | ,0%                           | ,0%                           | ,0%                           | ,0%             | 8,0%                 |        |
|                | MENTARI                 | Count                   | 5             | 4                           | 4                             | 0                             | 1                             | 1               | 1                    | 16     |
|                |                         | % within Merk Kartu GSM | 31,3%         | 25,0%                       | 25,0%                         | ,0%                           | 6,3%                          | 6,3%            | 6,3%                 | 100,0% |
|                |                         | % within Pendapatan     | 8,6%          | 18,2%                       | 44,4%                         | ,0%                           | 25,0%                         | 33,3%           | 33,3%                | 16,0%  |
|                | % of Total              | 5,0%                    | 4,0%          | 4,0%                        | ,0%                           | 1,0%                          | 1,0%                          | 1,0%            | 16,0%                |        |
|                | SIMPATI                 | Count                   | 14            | 5                           | 1                             | 1                             | 2                             | 2               | 0                    | 25     |
|                |                         | % within Merk Kartu GSM | 56,0%         | 20,0%                       | 4,0%                          | 4,0%                          | 8,0%                          | 8,0%            | ,0%                  | 100,0% |
|                |                         | % within Pendapatan     | 24,1%         | 22,7%                       | 11,1%                         | 100,0%                        | 50,0%                         | 66,7%           | ,0%                  | 25,0%  |
|                | % of Total              | 14,0%                   | 5,0%          | 1,0%                        | 1,0%                          | 2,0%                          | 2,0%                          | ,0%             | 25,0%                |        |
|                | IM3                     | Count                   | 15            | 8                           | 2                             | 0                             | 1                             | 0               | 2                    | 28     |
|                |                         | % within Merk Kartu GSM | 53,6%         | 28,6%                       | 7,1%                          | ,0%                           | 3,6%                          | ,0%             | 7,1%                 | 100,0% |
|                |                         | % within Pendapatan     | 25,9%         | 36,4%                       | 22,2%                         | ,0%                           | 25,0%                         | ,0%             | 66,7%                | 28,0%  |
|                | % of Total              | 15,0%                   | 8,0%          | 2,0%                        | ,0%                           | 1,0%                          | ,0%                           | 2,0%            | 28,0%                |        |
|                | AS                      | Count                   | 13            | 2                           | 0                             | 0                             | 0                             | 0               | 0                    | 15     |
|                |                         | % within Merk Kartu GSM | 86,7%         | 13,3%                       | ,0%                           | ,0%                           | ,0%                           | ,0%             | ,0%                  | 100,0% |
|                |                         | % within Pendapatan     | 22,4%         | 9,1%                        | ,0%                           | ,0%                           | ,0%                           | ,0%             | ,0%                  | 15,0%  |
|                | % of Total              | 13,0%                   | 2,0%          | ,0%                         | ,0%                           | ,0%                           | ,0%                           | ,0%             | 15,0%                |        |
|                | XL                      | Count                   | 4             | 2                           | 2                             | 0                             | 0                             | 0               | 0                    | 8      |
|                |                         | % within Merk Kartu GSM | 50,0%         | 25,0%                       | 25,0%                         | ,0%                           | ,0%                           | ,0%             | ,0%                  | 100,0% |
|                |                         | % within Pendapatan     | 6,9%          | 9,1%                        | 22,2%                         | ,0%                           | ,0%                           | ,0%             | ,0%                  | 8,0%   |
|                | % of Total              | 4,0%                    | 2,0%          | 2,0%                        | ,0%                           | ,0%                           | ,0%                           | ,0%             | 8,0%                 |        |
| Total          | Count                   | 58                      | 22            | 9                           | 1                             | 4                             | 3                             | 3               | 100                  |        |
|                | % within Merk Kartu GSM | 58,0%                   | 22,0%         | 9,0%                        | 1,0%                          | 4,0%                          | 3,0%                          | 3,0%            | 100,0%               |        |
|                | % within Pendapatan     | 100,0%                  | 100,0%        | 100,0%                      | 100,0%                        | 100,0%                        | 100,0%                        | 100,0%          | 100,0%               |        |
|                | % of Total              | 58,0%                   | 22,0%         | 9,0%                        | 1,0%                          | 4,0%                          | 3,0%                          | 3,0%            | 100,0%               |        |



**Merk Kartu GSM \* Pendidikan Crosstabulation**

|                      |                         |                         | Pendidikan |        |        |        |        | Total  |
|----------------------|-------------------------|-------------------------|------------|--------|--------|--------|--------|--------|
|                      |                         |                         | SMP        | SMA    | S1     | S2     | D3     |        |
| Merk<br>Kartu<br>GSM | TREE                    | Count                   | 0          | 7      | 1      | 0      | 0      | 8      |
|                      |                         | % within Merk Kartu GSM | ,0%        | 87,5%  | 12,5%  | ,0%    | ,0%    | 100,0% |
|                      |                         | % within Pendidikan     | ,0%        | 9,6%   | 4,3%   | ,0%    | ,0%    | 8,0%   |
|                      |                         | % of Total              | ,0%        | 7,0%   | 1,0%   | ,0%    | ,0%    | 8,0%   |
|                      | MENTARI                 | Count                   | 0          | 10     | 6      | 0      | 0      | 16     |
|                      |                         | % within Merk Kartu GSM | ,0%        | 62,5%  | 37,5%  | ,0%    | ,0%    | 100,0% |
|                      |                         | % within Pendidikan     | ,0%        | 13,7%  | 26,1%  | ,0%    | ,0%    | 16,0%  |
|                      |                         | % of Total              | ,0%        | 10,0%  | 6,0%   | ,0%    | ,0%    | 16,0%  |
|                      | SIMPATI                 | Count                   | 0          | 17     | 7      | 1      | 0      | 25     |
|                      |                         | % within Merk Kartu GSM | ,0%        | 68,0%  | 28,0%  | 4,0%   | ,0%    | 100,0% |
|                      |                         | % within Pendidikan     | ,0%        | 23,3%  | 30,4%  | 50,0%  | ,0%    | 25,0%  |
|                      |                         | % of Total              | ,0%        | 17,0%  | 7,0%   | 1,0%   | ,0%    | 25,0%  |
| IM3                  | Count                   | 1                       | 18         | 8      | 0      | 1      | 28     |        |
|                      | % within Merk Kartu GSM | 3,6%                    | 64,3%      | 28,6%  | ,0%    | 3,6%   | 100,0% |        |
|                      | % within Pendidikan     | 100,0%                  | 24,7%      | 34,8%  | ,0%    | 100,0% | 28,0%  |        |
|                      | % of Total              | 1,0%                    | 18,0%      | 8,0%   | ,0%    | 1,0%   | 28,0%  |        |
| AS                   | Count                   | 0                       | 15         | 0      | 0      | 0      | 15     |        |
|                      | % within Merk Kartu GSM | ,0%                     | 100,0%     | ,0%    | ,0%    | ,0%    | 100,0% |        |
|                      | % within Pendidikan     | ,0%                     | 20,5%      | ,0%    | ,0%    | ,0%    | 15,0%  |        |
|                      | % of Total              | ,0%                     | 15,0%      | ,0%    | ,0%    | ,0%    | 15,0%  |        |
| XL                   | Count                   | 0                       | 6          | 1      | 1      | 0      | 8      |        |
|                      | % within Merk Kartu GSM | ,0%                     | 75,0%      | 12,5%  | 12,5%  | ,0%    | 100,0% |        |
|                      | % within Pendidikan     | ,0%                     | 8,2%       | 4,3%   | 50,0%  | ,0%    | 8,0%   |        |
|                      | % of Total              | ,0%                     | 6,0%       | 1,0%   | 1,0%   | ,0%    | 8,0%   |        |
| Total                | Count                   | 1                       | 73         | 23     | 2      | 1      | 100    |        |
|                      | % within Merk Kartu GSM | 1,0%                    | 73,0%      | 23,0%  | 2,0%   | 1,0%   | 100,0% |        |
|                      | % within Pendidikan     | 100,0%                  | 100,0%     | 100,0% | 100,0% | 100,0% | 100,0% |        |
|                      | % of Total              | 1,0%                    | 73,0%      | 23,0%  | 2,0%   | 1,0%   | 100,0% |        |

**Merk Kartu GSM \* Anggaran Pulsa per Bulan Crosstabulation**

|                      |                                   |                                   | Anggaran Pulsa per Bulan |                         |                          |               | Total  |
|----------------------|-----------------------------------|-----------------------------------|--------------------------|-------------------------|--------------------------|---------------|--------|
|                      |                                   |                                   | Rp. 5.000 - Rp. 25.000   | Rp. 30.000 - Rp. 50.000 | Rp. 55.000 - Rp. 100.000 | > Rp. 100.000 |        |
| Merk<br>Kartu<br>GSM | TREE                              | Count                             | 1                        | 4                       | 2                        | 1             | 8      |
|                      |                                   | % within Merk Kartu GSM           | 12,5%                    | 50,0%                   | 25,0%                    | 12,5%         | 100,0% |
|                      |                                   | % within Anggaran Pulsa per Bulan | 7,1%                     | 9,5%                    | 6,3%                     | 8,3%          | 8,0%   |
|                      |                                   | % of Total                        | 1,0%                     | 4,0%                    | 2,0%                     | 1,0%          | 8,0%   |
|                      | MENTARI                           | Count                             | 1                        | 6                       | 5                        | 4             | 16     |
|                      |                                   | % within Merk Kartu GSM           | 6,3%                     | 37,5%                   | 31,3%                    | 25,0%         | 100,0% |
|                      |                                   | % within Anggaran Pulsa per Bulan | 7,1%                     | 14,3%                   | 15,6%                    | 33,3%         | 16,0%  |
|                      |                                   | % of Total                        | 1,0%                     | 6,0%                    | 5,0%                     | 4,0%          | 16,0%  |
|                      | SIMPATI                           | Count                             | 6                        | 9                       | 5                        | 5             | 25     |
|                      |                                   | % within Merk Kartu GSM           | 24,0%                    | 36,0%                   | 20,0%                    | 20,0%         | 100,0% |
|                      |                                   | % within Anggaran Pulsa per Bulan | 42,9%                    | 21,4%                   | 15,6%                    | 41,7%         | 25,0%  |
|                      |                                   | % of Total                        | 6,0%                     | 9,0%                    | 5,0%                     | 5,0%          | 25,0%  |
|                      | IM3                               | Count                             | 1                        | 12                      | 14                       | 1             | 28     |
|                      |                                   | % within Merk Kartu GSM           | 3,6%                     | 42,9%                   | 50,0%                    | 3,6%          | 100,0% |
|                      |                                   | % within Anggaran Pulsa per Bulan | 7,1%                     | 28,6%                   | 43,8%                    | 8,3%          | 28,0%  |
|                      |                                   | % of Total                        | 1,0%                     | 12,0%                   | 14,0%                    | 1,0%          | 28,0%  |
|                      | AS                                | Count                             | 3                        | 6                       | 5                        | 1             | 15     |
|                      |                                   | % within Merk Kartu GSM           | 20,0%                    | 40,0%                   | 33,3%                    | 6,7%          | 100,0% |
|                      |                                   | % within Anggaran Pulsa per Bulan | 21,4%                    | 14,3%                   | 15,6%                    | 8,3%          | 15,0%  |
|                      |                                   | % of Total                        | 3,0%                     | 6,0%                    | 5,0%                     | 1,0%          | 15,0%  |
| XL                   | Count                             | 2                                 | 5                        | 1                       | 0                        | 8             |        |
|                      | % within Merk Kartu GSM           | 25,0%                             | 62,5%                    | 12,5%                   | ,0%                      | 100,0%        |        |
|                      | % within Anggaran Pulsa per Bulan | 14,3%                             | 11,9%                    | 3,1%                    | ,0%                      | 8,0%          |        |
|                      | % of Total                        | 2,0%                              | 5,0%                     | 1,0%                    | ,0%                      | 8,0%          |        |
| Total                | Count                             | 14                                | 42                       | 32                      | 12                       | 100           |        |
|                      | % within Merk Kartu GSM           | 14,0%                             | 42,0%                    | 32,0%                   | 12,0%                    | 100,0%        |        |
|                      | % within Anggaran Pulsa per Bulan | 100,0%                            | 100,0%                   | 100,0%                  | 100,0%                   | 100,0%        |        |
|                      | % of Total                        | 14,0%                             | 42,0%                    | 32,0%                   | 12,0%                    | 100,0%        |        |

# **LAMPIRAN 5**

## **UJI MDS**

***(MULTI DIMENSIONAL SCALLING)***

## Proximities

### Case Processing Summary<sup>a</sup>

| Cases |         |         |         |       |         |
|-------|---------|---------|---------|-------|---------|
| Valid |         | Missing |         | Total |         |
| N     | Percent | N       | Percent | N     | Percent |
| 100   | 100,0%  | 0       | ,0%     | 100   | 100,0%  |

a. Euclidean Distance used

### ALSCAL

Alscal Procedure Options

Data Options-

|                                       |               |
|---------------------------------------|---------------|
| Number of Rows (Observations/Matrix). | 6             |
| Number of Columns (Variables) . . .   | 6             |
| Number of Matrices . . . . .          | 1             |
| Measurement Level . . . . .           | Interval      |
| Data Matrix Shape . . . . .           | Symmetric     |
| Type . . . . .                        | Dissimilarity |
| Approach to Ties . . . . .            | Leave Tied    |
| Conditionality . . . . .              | Matrix        |
| Data Cutoff at . . . . .              | ,000000       |

Model Options-

|                                  |               |
|----------------------------------|---------------|
| Model . . . . .                  | Euclid        |
| Maximum Dimensionality . . . . . | 2             |
| Minimum Dimensionality . . . . . | 2             |
| Negative Weights . . . . .       | Not Permitted |

Output Options-

|                                      |             |
|--------------------------------------|-------------|
| Job Option Header . . . . .          | Printed     |
| Data Matrices . . . . .              | Not Printed |
| Configurations and Transformations . | Plotted     |
| Output Dataset . . . . .             | Not Created |
| Initial Stimulus Coordinates . . . . | Computed    |

Algorithmic Options-

Maximum Iterations . . . . . 30  
Convergence Criterion . . . . . ,00100  
Minimum S-stress . . . . . ,00500  
Missing Data Estimated by . . . . . Ulbounds

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

| Iteration | S-stress | Improvement |
|-----------|----------|-------------|
| 1         | ,16642   |             |
| 2         | ,15345   | ,01297      |
| 3         | ,15186   | ,00159      |
| 4         | ,15167   | ,00019      |

Iterations stopped because  
S-stress improvement is less than ,001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data (disparities)

in the partition (row, matrix, or entire data) which is accounted for by their corresponding distances. Stress values are Kruskal's stress formula 1.

For matrix  
Stress = ,14626      RSQ = ,83354

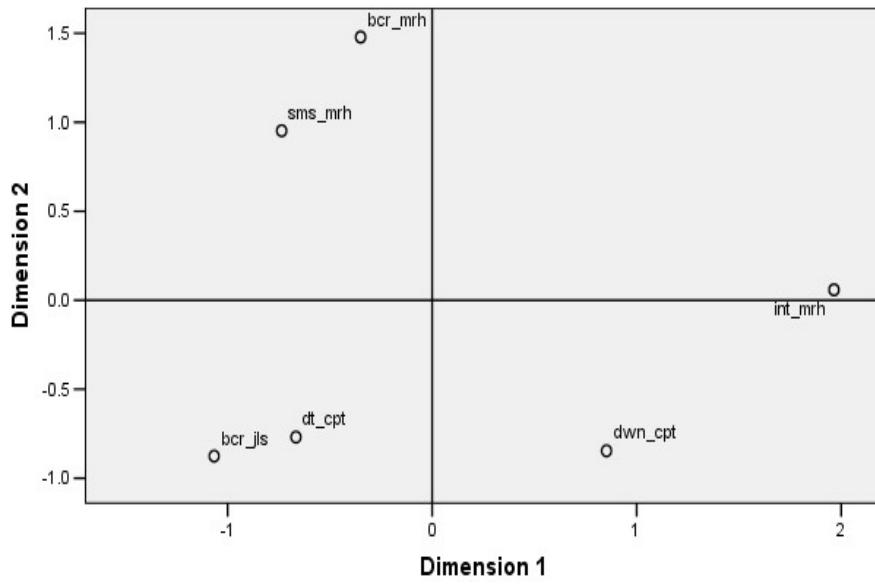
Configuration derived in 2 dimensions

Stimulus Coordinates

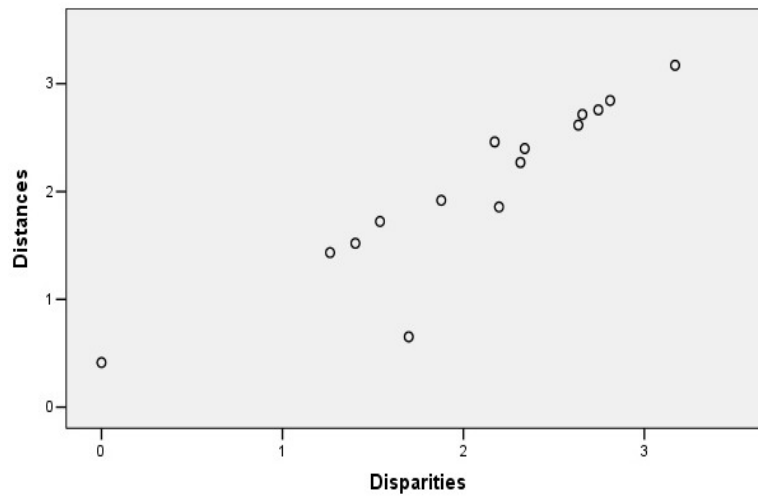
| Stimulus Number | Stimulus Name | Dimension |   |
|-----------------|---------------|-----------|---|
|                 |               | 1         | 2 |

|   |         |         |        |
|---|---------|---------|--------|
| 1 | bcr_mrh | -,3498  | 1,4788 |
| 2 | bcr_jls | -1,0659 | -,8754 |
| 3 | dt_cpt  | -,6658  | -,7688 |
| 4 | dwn_cpt | ,8524   | -,8457 |
| 5 | int_mrh | 1,9648  | ,0588  |
| 6 | sms_mrh | -,7358  | ,9523  |

### Derived Stimulus Configuration



### Scatterplot of linear fit Euclidean Distance Model



## Proximities

### Case Processing Summary<sup>a</sup>

| Cases |         |         |         |       |         |
|-------|---------|---------|---------|-------|---------|
| Valid |         | Missing |         | Total |         |
| N     | Percent | N       | Percent | N     | Percent |
| 6     | 100,0%  | 0       | ,0%     | 6     | 100,0%  |

a. Euclidean Distance used

## ALSCAL

### Alscal Procedure Options

#### Data Options-

```

Number of Rows (Observations/Matrix).      6
Number of Columns (Variables) . . .        6
Number of Matrices . . . . .                1
Measurement Level . . . . .                 Interval
Data Matrix Shape . . . . .                 Symmetric
Type . . . . .                              Dissimilarity
Approach to Ties . . . . .                  Leave Tied
Conditionality . . . . .                     Matrix
Data Cutoff at . . . . .                     ,000000
  
```

#### Model Options-

```

Model . . . . .                             Euclid
Maximum Dimensionality . . . . .           2
Minimum Dimensionality . . . . .           2
Negative Weights . . . . .                  Not Permitted
  
```

#### Output Options-

```

Job Option Header . . . . .                 Printed
Data Matrices . . . . .                     Not Printed
Configurations and Transformations .        Plotted
Output Dataset . . . . .                     Not Created
  
```

Initial Stimulus Coordinates . . . Computed

Algorithmic Options-

Maximum Iterations . . . . . 30  
Convergence Criterion . . . . . ,00100  
Minimum S-stress . . . . . ,00500  
Missing Data Estimated by . . . . . Ulbounds

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

| Iteration | S-stress | Improvement |
|-----------|----------|-------------|
| 1         | ,10633   |             |
| 2         | ,09953   | ,00680      |
| 3         | ,09948   | ,00005      |

Iterations stopped because  
S-stress improvement is less than ,001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data (disparities) in the partition (row, matrix, or entire data) which is accounted for by their corresponding distances. Stress values are Kruskal's stress formula 1.

For matrix  
Stress = ,10615      RSQ = ,93231

Configuration derived in 2 dimensions

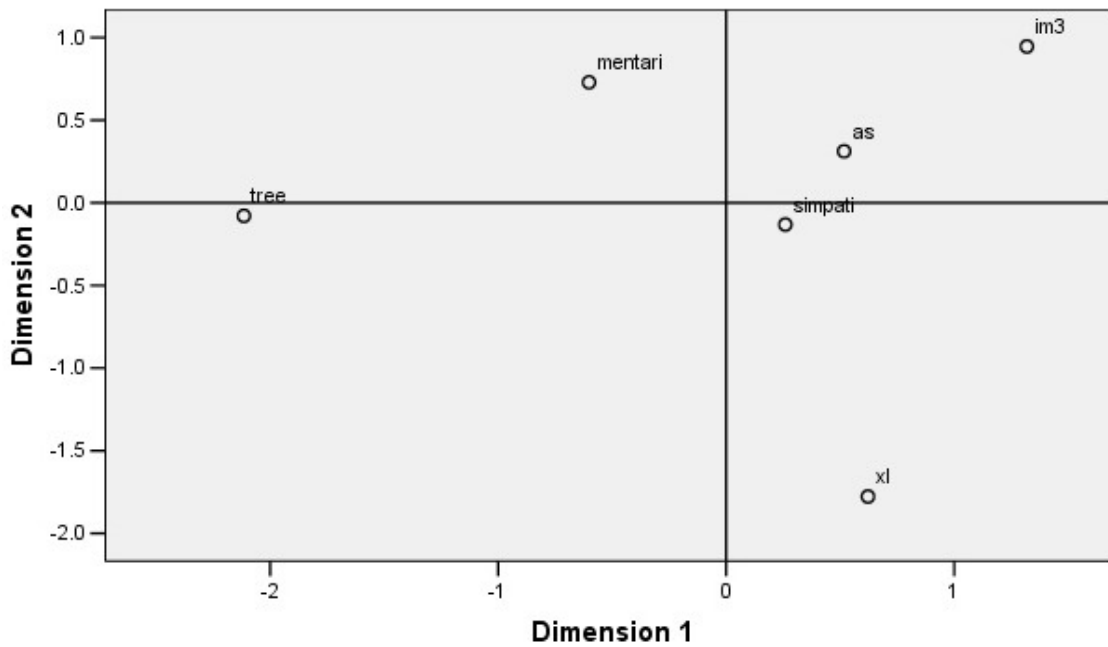


### Stimulus Coordinates

| Stimulus Number | Stimulus Name | Dimension |         |
|-----------------|---------------|-----------|---------|
|                 |               | 1         | 2       |
| 1               | as            | ,5172     | ,3119   |
| 2               | im3           | 1,3185    | ,9459   |
| 3               | mentari       | -,6016    | ,7292   |
| 4               | simpati       | ,2594     | -,1314  |
| 5               | tree          | -2,1152   | -,0787  |
| 6               | xl            | ,6217     | -1,7769 |

### Derived Stimulus Configuration

#### Euclidean Distance Model



#### Scatterplot of Linear Fit

## **Euclidean Distance Model**