

Jenis Kelamin : a. Pria b. Wanita

Usia : tahun

Merk kendaraan Anda :

a. Honda b. Yamaha c. Suzuki d. Kawasaki e. Vespa

Berapa lama anda memakai sepeda motor tersebut :

| No | Pertanyaan | Setuju | Tidak Berpendapat | Tidak Setuju |
|----|---|--------|-------------------|--------------|
| 1 | Apakah anda membeli kendaraan karena bentuknya menarik. | | | |
| 2 | Apakah anda membeli kendaraan karena jenisnya banyak. | | | |
| 3 | Apakah anda membeli kendaraan karena daya tahannya kuat. | | | |
| 4 | Apakah anda membeli kendaraan karena spare partnya awet. | | | |
| 5 | Apakah anda membeli kendaraan karena kecepatannya tinggi. | | | |
| 6 | Apakah anda membeli kendaraan karena teknologinya handal. | | | |
| 7 | Apakah anda membeli kendaraan karena pemakaian BBM yang irit. | | | |
| 8 | Apakah anda membeli kendaraan karena pemakaian oli yang irit. | | | |
| 9 | Apakah anda membeli kendaraan karena faktor harga beli produk. | | | |
| 10 | Apakah anda membeli kendaraan karena faktor harga jual kembali | | | |
| 11 | Apakah anda membeli kendaraan karena pertimbangan tempat service. | | | |
| 12 | Apakah anda membeli kendaraan karena pertimbangan tempat jual beli. | | | |
| 13 | Apakah anda membeli kendaraan karena iklan di media cetak. | | | |
| 14 | Apakah anda membeli kendaraan karena promosi di media elektronik. | | | |
| 15 | Apakah anda membeli kendaraan karena tertarik oleh service gratis. | | | |

| | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|----|
| 51 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 22 |
| 52 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 1 | 3 | 21 |
| 53 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 23 |
| 54 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 20 |
| 55 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 23 |
| 56 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 22 |
| 57 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 21 |
| 58 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 21 |
| 59 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 1 | 3 | 21 |
| 60 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 61 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 19 |
| 62 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 23 |
| 63 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 22 |
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| 65 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 21 |
| 66 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 1 | 3 | 21 |
| 67 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 68 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 19 |
| 69 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 70 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 22 |
| 71 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 21 |
| 72 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 21 |
| 73 | 3 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | 15 |
| 74 | 3 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 13 |
| 75 | 3 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | 16 |
| 76 | 3 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 14 |
| 77 | 3 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 11 |
| 78 | 3 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | 15 |
| 79 | 3 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 13 |
| 80 | 3 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 11 |
| 81 | 3 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | 15 |
| 82 | 3 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 13 |
| 83 | 3 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 11 |
| 84 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 22 |
| 85 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 86 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 22 |
| 87 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 88 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 22 |
| 89 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 90 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 22 |
| 91 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 92 | 5 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 |
| 93 | 5 | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 11 |
| 94 | 5 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 |
| 95 | 5 | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 11 |
| 96 | 5 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 |
| 97 | 5 | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 11 |

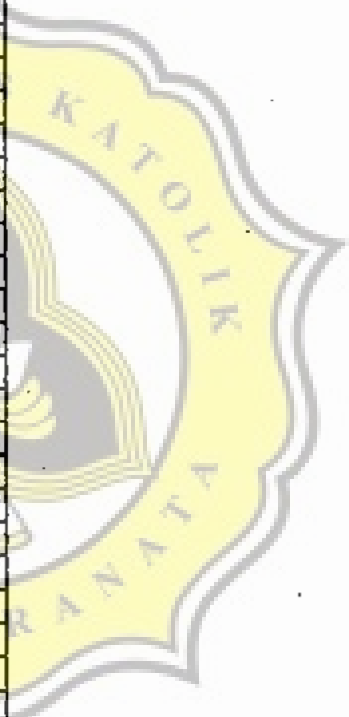
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| 3 | 1 | 2 | 3 | 5 |
| 4 | 1 | 3 | 2 | 5 |
| 5 | 1 | 3 | 3 | 6 |
| 6 | 1 | 3 | 3 | 6 |
| 7 | 1 | 3 | 3 | 6 |
| 8 | 1 | 3 | 3 | 6 |
| 9 | 1 | 1 | 1 | 6 |
| 10 | 1 | 3 | 2 | 5 |
| 11 | 1 | 3 | 3 | 6 |
| 12 | 1 | 3 | 3 | 6 |
| 13 | 1 | 1 | 1 | 4 |
| 14 | 1 | 3 | 3 | 6 |
| 15 | 1 | 1 | 3 | 5 |
| 16 | 1 | 3 | 3 | 6 |
| 17 | 1 | 3 | 3 | 6 |
| 18 | 1 | 3 | 3 | 6 |
| 19 | 1 | 2 | 3 | 5 |
| 20 | 1 | 3 | 2 | 5 |
| 21 | 1 | 3 | 3 | 6 |
| 22 | 1 | 3 | 3 | 6 |
| 23 | 1 | 3 | 3 | 6 |
| 24 | 1 | 3 | 3 | 6 |
| 25 | 1 | 1 | 1 | 4 |
| 26 | 1 | 3 | 2 | 5 |
| 27 | 1 | 3 | 3 | 6 |
| 28 | 1 | 3 | 3 | 6 |
| 29 | 1 | 1 | 1 | 4 |
| 30 | 1 | 3 | 3 | 6 |
| 31 | 1 | 1 | 3 | 5 |
| 32 | 1 | 3 | 3 | 6 |
| 33 | 1 | 3 | 3 | 6 |
| 34 | 1 | 3 | 3 | 6 |
| 35 | 1 | 2 | 3 | 5 |
| 36 | 1 | 3 | 2 | 5 |
| 37 | 1 | 3 | 3 | 6 |
| 38 | 1 | 3 | 3 | 6 |
| 39 | 1 | 3 | 3 | 6 |
| 40 | 1 | 3 | 3 | 6 |
| 41 | 1 | 1 | 1 | 3 |
| 42 | 1 | 3 | 2 | 5 |
| 43 | 1 | 3 | 3 | 6 |
| 44 | 1 | 3 | 3 | 6 |
| 45 | 1 | 1 | 1 | 4 |
| 46 | 1 | 3 | 3 | 6 |
| 47 | 2 | 3 | 3 | 6 |
| 48 | 2 | 3 | 3 | 6 |
| 49 | 2 | 3 | 2 | 5 |
| 50 | 2 | 3 | 1 | 5 |



| | | | | |
|----|---|---|---|---|
| 51 | 2 | 3 | 2 | 5 |
| 52 | 2 | 3 | 3 | 6 |
| 53 | 2 | 3 | 3 | 6 |
| 54 | 2 | 3 | 2 | 5 |
| 55 | 2 | 3 | 1 | 5 |
| 56 | 2 | 3 | 2 | 5 |
| 57 | 2 | 3 | 3 | 6 |
| 58 | 2 | 3 | 3 | 6 |
| 59 | 2 | 3 | 3 | 6 |
| 60 | 2 | 3 | 3 | 5 |
| 61 | 2 | 3 | 2 | 5 |
| 62 | 2 | 3 | 1 | 6 |
| 63 | 2 | 3 | 2 | 5 |
| 64 | 2 | 3 | 3 | 6 |
| 65 | 2 | 3 | 3 | 6 |
| 66 | 2 | 3 | 3 | 6 |
| 67 | 2 | 3 | 3 | 6 |
| 68 | 2 | 3 | 2 | 5 |
| 69 | 2 | 3 | 1 | 5 |
| 70 | 2 | 3 | 2 | 5 |
| 71 | 2 | 3 | 3 | 6 |
| 72 | 2 | 3 | 3 | 6 |
| 73 | 3 | 3 | 2 | 5 |
| 74 | 3 | 1 | 1 | 2 |
| 75 | 3 | 3 | 2 | 3 |
| 76 | 3 | 1 | 1 | 2 |
| 77 | 3 | 1 | 1 | 2 |
| 78 | 3 | 3 | 2 | 4 |
| 79 | 3 | 1 | 1 | 2 |
| 80 | 3 | 1 | 1 | 2 |
| 81 | 3 | 3 | 2 | 3 |
| 82 | 3 | 1 | 1 | 2 |
| 83 | 3 | 1 | 1 | 2 |
| 84 | 4 | 3 | 3 | 6 |
| 85 | 4 | 3 | 3 | 6 |
| 86 | 4 | 3 | 3 | 6 |
| 87 | 4 | 3 | 3 | 6 |
| 88 | 4 | 3 | 3 | 6 |
| 89 | 4 | 3 | 3 | 6 |
| 90 | 4 | 3 | 3 | 6 |
| 91 | 4 | 3 | 3 | 5 |
| 92 | 5 | 3 | 3 | 6 |
| 93 | 5 | 3 | 3 | 5 |
| 94 | 5 | 3 | 3 | 6 |
| 95 | 5 | 3 | 3 | 6 |
| 96 | 5 | 3 | 3 | 6 |
| 97 | 5 | 3 | 3 | 6 |



| | MERЕК | X11 | X12 | PLACE |
|----|-------|-----|-----|-------|
| 1 | 1 | 1 | 1 | 2 |
| 2 | 1 | 2 | 2 | 4 |
| 3 | 1 | 3 | 2 | 5 |
| 4 | 1 | 2 | 2 | 4 |
| 5 | 1 | 1 | 1 | 2 |
| 6 | 1 | 2 | 2 | 4 |
| 7 | 1 | 1 | 1 | 2 |
| 8 | 1 | 2 | 1 | 3 |
| 9 | 1 | 2 | 1 | 3 |
| 10 | 1 | 2 | 2 | 4 |
| 11 | 1 | 2 | 2 | 4 |
| 12 | 1 | 1 | 1 | 2 |
| 13 | 1 | 2 | 2 | 4 |
| 14 | 1 | 2 | 1 | 3 |
| 15 | 1 | 1 | 1 | 2 |
| 16 | 1 | 2 | 2 | 4 |
| 17 | 1 | 1 | 1 | 2 |
| 18 | 1 | 2 | 2 | 4 |
| 19 | 1 | 3 | 2 | 5 |
| 20 | 1 | 2 | 2 | 4 |
| 21 | 1 | 1 | 1 | 2 |
| 22 | 1 | 2 | 2 | 4 |
| 23 | 1 | 1 | 1 | 2 |
| 24 | 1 | 2 | 1 | 3 |
| 25 | 1 | 2 | 1 | 3 |
| 26 | 1 | 2 | 2 | 4 |
| 27 | 1 | 2 | 2 | 4 |
| 28 | 1 | 1 | 1 | 2 |
| 29 | 1 | 2 | 2 | 4 |
| 30 | 1 | 2 | 1 | 3 |
| 31 | 1 | 1 | 1 | 2 |
| 32 | 1 | 2 | 2 | 4 |
| 33 | 1 | 1 | 1 | 2 |
| 34 | 1 | 2 | 2 | 4 |
| 35 | 1 | 3 | 2 | 5 |
| 36 | 1 | 2 | 2 | 4 |
| 37 | 1 | 1 | 1 | 2 |
| 38 | 1 | 2 | 2 | 4 |
| 39 | 1 | 1 | 1 | 2 |
| 40 | 1 | 2 | 1 | 3 |
| 41 | 1 | 2 | 1 | 3 |
| 42 | 1 | 2 | 2 | 4 |
| 43 | 1 | 2 | 2 | 4 |
| 44 | 1 | 1 | 1 | 2 |
| 45 | 1 | 2 | 2 | 4 |
| 46 | 1 | 2 | 1 | 3 |
| 47 | 2 | 1 | 1 | 2 |
| 48 | 2 | 2 | 2 | 4 |
| 49 | 2 | 2 | 2 | 4 |
| 50 | 2 | 2 | 1 | 3 |



| | | | | |
|----|---|---|---|---|
| 51 | 2 | 2 | 2 | 4 |
| 52 | 2 | 1 | 1 | 2 |
| 53 | 2 | 2 | 2 | 4 |
| 54 | 2 | 2 | 2 | 4 |
| 55 | 2 | 2 | 1 | 3 |
| 56 | 2 | 2 | 2 | 4 |
| 57 | 2 | 1 | 1 | 2 |
| 58 | 2 | 2 | 1 | 3 |
| 58 | 2 | 1 | 1 | 2 |
| 60 | 2 | 2 | 2 | 4 |
| 61 | 2 | 2 | 2 | 4 |
| 62 | 2 | 2 | 1 | 3 |
| 63 | 2 | 2 | 2 | 4 |
| 64 | 2 | 1 | 1 | 2 |
| 65 | 2 | 2 | 1 | 3 |
| 66 | 2 | 1 | 1 | 2 |
| 67 | 2 | 2 | 2 | 4 |
| 68 | 2 | 2 | 2 | 4 |
| 69 | 2 | 2 | 1 | 3 |
| 70 | 2 | 2 | 2 | 4 |
| 71 | 2 | 1 | 1 | 2 |
| 72 | 2 | 2 | 1 | 3 |
| 73 | 3 | 3 | 3 | 6 |
| 74 | 3 | 2 | 2 | 4 |
| 75 | 3 | 3 | 3 | 6 |
| 76 | 3 | 2 | 2 | 4 |
| 77 | 3 | 3 | 3 | 6 |
| 78 | 3 | 3 | 3 | 6 |
| 79 | 3 | 2 | 2 | 4 |
| 80 | 3 | 3 | 3 | 6 |
| 81 | 3 | 3 | 3 | 6 |
| 82 | 3 | 2 | 2 | 4 |
| 83 | 3 | 3 | 3 | 6 |
| 84 | 4 | 3 | 2 | 5 |
| 85 | 4 | 2 | 2 | 4 |
| 86 | 4 | 3 | 2 | 5 |
| 87 | 4 | 2 | 2 | 4 |
| 88 | 4 | 3 | 2 | 5 |
| 89 | 4 | 2 | 2 | 4 |
| 90 | 4 | 3 | 2 | 5 |
| 91 | 4 | 2 | 2 | 4 |
| 92 | 5 | 1 | 1 | 2 |
| 93 | 5 | 1 | 1 | 2 |
| 94 | 5 | 1 | 1 | 2 |
| 95 | 5 | 1 | 1 | 2 |
| 96 | 5 | 1 | 1 | 2 |
| 97 | 5 | 1 | 1 | 2 |



| | MERЕК | X13 | X14 | X15 | PROMOTION |
|----|-------|-----|-----|-----|-----------|
| 1 | 1 | 1 | 1 | 1 | 3 |
| 2 | 1 | 1 | 3 | 1 | 5 |
| 3 | 1 | 3 | 3 | 3 | 9 |
| 4 | 1 | 3 | 3 | 3 | 9 |
| 5 | 1 | 2 | 2 | 1 | 5 |
| 6 | 1 | 1 | 1 | 1 | 3 |
| 7 | 1 | 2 | 1 | 1 | 4 |
| 8 | 1 | 3 | 1 | 3 | 7 |
| 9 | 1 | 1 | 1 | 1 | 3 |
| 10 | 1 | 2 | 3 | 3 | 8 |
| 11 | 1 | 2 | 3 | 2 | 7 |
| 12 | 1 | 1 | 1 | 2 | 4 |
| 13 | 1 | 1 | 1 | 1 | 3 |
| 14 | 1 | 1 | 1 | 1 | 3 |
| 15 | 1 | 3 | 2 | 3 | 8 |
| 16 | 1 | 2 | 1 | 1 | 4 |
| 17 | 1 | 1 | 1 | 1 | 3 |
| 18 | 1 | 1 | 3 | 1 | 5 |
| 19 | 1 | 3 | 3 | 3 | 9 |
| 20 | 1 | 3 | 3 | 3 | 9 |
| 21 | 1 | 2 | 2 | 1 | 5 |
| 22 | 1 | 1 | 1 | 1 | 3 |
| 23 | 1 | 2 | 1 | 1 | 4 |
| 24 | 1 | 3 | 1 | 3 | 7 |
| 25 | 1 | 1 | 1 | 1 | 3 |
| 26 | 1 | 2 | 3 | 3 | 8 |
| 27 | 1 | 2 | 3 | 2 | 7 |
| 28 | 1 | 1 | 1 | 2 | 4 |
| 29 | 1 | 1 | 1 | 1 | 3 |
| 30 | 1 | 1 | 1 | 1 | 3 |
| 31 | 1 | 3 | 2 | 3 | 8 |
| 32 | 1 | 2 | 1 | 1 | 4 |
| 33 | 1 | 1 | 1 | 1 | 3 |
| 34 | 1 | 1 | 3 | 1 | 5 |
| 35 | 1 | 3 | 3 | 3 | 9 |
| 36 | 1 | 3 | 3 | 3 | 9 |
| 37 | 1 | 2 | 2 | 1 | 5 |
| 38 | 1 | 1 | 1 | 1 | 3 |
| 39 | 1 | 2 | 1 | 1 | 4 |
| 40 | 1 | 3 | 1 | 3 | 7 |
| 41 | 1 | 1 | 1 | 1 | 3 |
| 42 | 1 | 2 | 3 | 3 | 8 |
| 43 | 1 | 2 | 3 | 2 | 7 |
| 44 | 1 | 1 | 1 | 2 | 4 |
| 45 | 1 | 1 | 1 | 1 | 3 |
| 46 | 1 | 1 | 1 | 1 | 3 |
| 47 | 2 | 1 | 1 | 1 | 3 |
| 48 | 2 | 1 | 1 | 1 | 3 |
| 49 | 2 | 3 | 3 | 3 | 9 |
| 50 | 2 | 1 | 1 | 1 | 3 |

| | | | | | |
|----|---|---|---|---|---|
| 51 | 2 | 3 | 2 | 2 | 7 |
| 52 | 2 | 1 | 1 | 1 | 3 |
| 53 | 2 | 1 | 1 | 1 | 3 |
| 54 | 2 | 3 | 3 | 3 | 9 |
| 55 | 2 | 1 | 1 | 1 | 3 |
| 56 | 2 | 3 | 2 | 2 | 7 |
| 57 | 2 | 1 | 2 | 3 | 6 |
| 58 | 2 | 2 | 2 | 2 | 6 |
| 59 | 2 | 1 | 1 | 1 | 3 |
| 60 | 2 | 1 | 1 | 1 | 3 |
| 61 | 2 | 3 | 3 | 3 | 9 |
| 62 | 2 | 1 | 1 | 1 | 3 |
| 63 | 2 | 3 | 2 | 2 | 7 |
| 64 | 2 | 1 | 2 | 3 | 6 |
| 65 | 2 | 2 | 2 | 2 | 6 |
| 66 | 2 | 1 | 1 | 1 | 3 |
| 67 | 2 | 1 | 1 | 1 | 3 |
| 68 | 2 | 3 | 3 | 3 | 9 |
| 69 | 2 | 1 | 1 | 1 | 3 |
| 70 | 2 | 3 | 2 | 2 | 7 |
| 71 | 2 | 1 | 2 | 3 | 6 |
| 72 | 2 | 2 | 2 | 2 | 6 |
| 73 | 3 | 2 | 3 | 1 | 6 |
| 74 | 3 | 1 | 1 | 1 | 3 |
| 75 | 3 | 2 | 3 | 1 | 6 |
| 76 | 3 | 1 | 1 | 1 | 3 |
| 77 | 3 | 1 | 1 | 1 | 3 |
| 78 | 3 | 2 | 3 | 1 | 6 |
| 79 | 3 | 1 | 1 | 1 | 3 |
| 80 | 3 | 1 | 1 | 1 | 3 |
| 81 | 3 | 2 | 3 | 1 | 6 |
| 82 | 3 | 1 | 1 | 1 | 3 |
| 83 | 3 | 1 | 1 | 1 | 3 |
| 84 | 4 | 1 | 1 | 1 | 3 |
| 85 | 4 | 2 | 2 | 3 | 7 |
| 86 | 4 | 1 | 1 | 1 | 3 |
| 87 | 4 | 2 | 2 | 3 | 7 |
| 88 | 4 | 1 | 1 | 1 | 3 |
| 89 | 4 | 2 | 2 | 3 | 7 |
| 90 | 4 | 1 | 1 | 1 | 3 |
| 91 | 4 | 2 | 2 | 3 | 7 |
| 92 | 5 | 1 | 1 | 1 | 3 |
| 93 | 5 | 1 | 1 | 1 | 3 |
| 94 | 5 | 1 | 1 | 1 | 3 |
| 95 | 5 | 1 | 1 | 1 | 3 |
| 96 | 5 | 1 | 1 | 1 | 3 |
| 97 | 5 | 1 | 1 | 1 | 3 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

PRODUCT

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|----|-------------------------------------|---|--|-----------------------------|
| X1 | 17.6495 | 13.9384 | .4515 | .8884 |
| X2 | 17.9381 | 12.2045 | .6669 | .8699 |
| X3 | 17.6598 | 11.5393 | .8311 | .8518 |
| X4 | 17.8041 | 13.1800 | .5655 | .8793 |
| X5 | 17.7113 | 11.7491 | .7523 | .8605 |
| X6 | 17.5979 | 11.9096 | .8539 | .8516 |
| X7 | 17.8660 | 12.3673 | .6326 | .8735 |
| X8 | 17.7216 | 13.2030 | .4917 | .8869 |

Reliability Coefficients

N of Cases = 97.0

N of Items = 8

Alpha = .8853

RELIABILITY ANALYSIS - SCALE (ALPHA)

PRICE

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|-----|-------------------------------------|---|--|-----------------------------|
| X9 | 2.5464 | .4171 | .6449 | |
| X10 | 2.6907 | .4034 | .6449 | |

Reliability Coefficients

N of Cases = 97.0

N of Items = 2

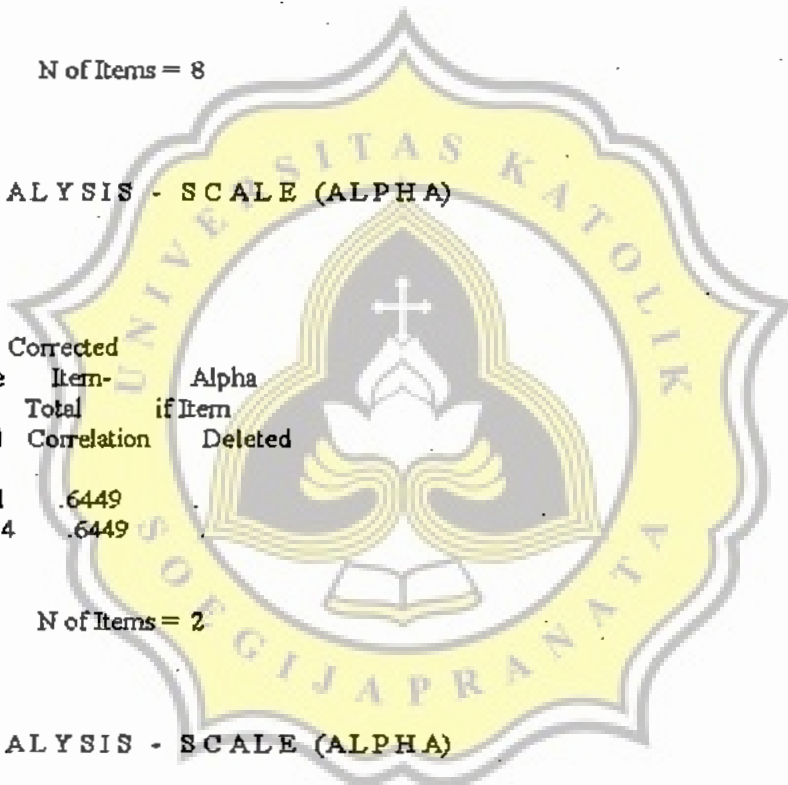
Alpha = .7840

RELIABILITY ANALYSIS - SCALE (ALPHA)

PLACE

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|-----|-------------------------------------|---|--|-----------------------------|
| X11 | 1.6289 | .3817 | .7693 | |
| X12 | 1.8660 | .4089 | .7693 | |



N of Cases = 97.0
alpha = .8693

N of Items = 2

RELIABILITY ANALYSIS - SCALE (ALPHA)

PROMOTION

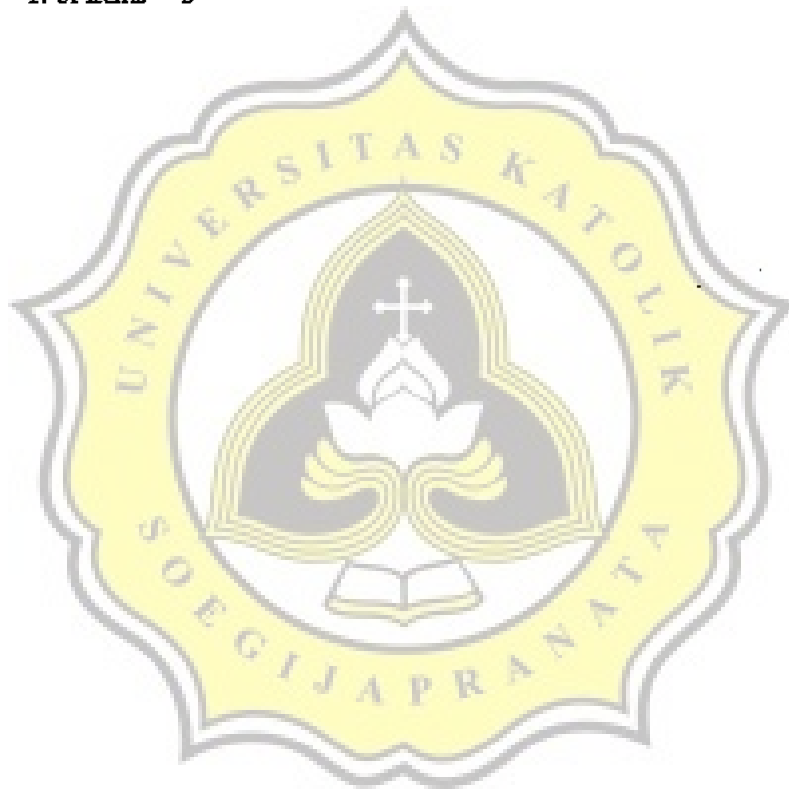
Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|-----|-------------------------------------|---|--|-----------------------------|
| X13 | 3.3196 | 2.3030 | .7537 | .7379 |
| X14 | 3.2990 | 2.3576 | .6521 | .8321 |
| X15 | 3.3196 | 2.1572 | .7192 | .7684 |

Reliability Coefficients

N of Cases = 97.0
Alpha = .8418

N of Items = 3



PRODUCT
by MEREK merek

Mean Rank Cases

| | | | |
|-------|----|-----------|----------|
| 61.09 | 46 | MERЕК = 1 | Honda |
| 51.15 | 26 | MERЕК = 2 | Yamaha |
| 11.59 | 11 | MERЕК = 3 | Suzuki |
| 57.50 | 8 | MERЕК = 4 | Kawasaki |
| 4.25 | 6 | MERЕК = 5 | Vespa |

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97 Total

| Chi-Square | D.F. | Significance | Corrected for ties Chi-Square | D.F. | Significance |
|------------|------|--------------|----------------------------------|------|--------------|
| 43.9657 | 4 | .0000 | 46.1377 | 4 | .0000 |

PROMO
by MERЕК merek

Mean Rank Cases

| | | | |
|-------|----|-----------|----------|
| 54.16 | 46 | MERЕК = 1 | Honda |
| 50.88 | 26 | MERЕК = 2 | Yamaha |
| 37.41 | 11 | MERЕК = 3 | Suzuki |
| 49.00 | 8 | MERЕК = 4 | Kawasaki |
| 22.50 | 6 | MERЕК = 5 | Vespa |

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97 Total

| Chi-Square | D.F. | Significance | Corrected for ties Chi-Square | D.F. | Significance |
|------------|------|--------------|----------------------------------|------|--------------|
| 8.8490 | 4 | .0650 | 9.8254 | 4 | .0435 |



--- Kruskal-Wallis 1-Way Anova

PLACE
by MEREK merek

Mean Rank Cases

| | | | |
|-------|----|-----------|----------|
| 44.49 | 46 | MEREK = 1 | Honda |
| 42.63 | 26 | MEREK = 2 | Yamaha |
| 82.91 | 11 | MEREK = 3 | Suzuki |
| 75.25 | 8 | MEREK = 4 | Kawasaki |
| 14.00 | 6 | MEREK = 5 | Vespa |

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97 Total

| Chi-Square | D.F. | Significance | Corrected for ties | Chi-Square | D.F. | Significance |
|------------|------|--------------|--------------------|------------|------|--------------|
| 34.7150 | 4 | .0000 | | 38.4370 | 4 | .0000 |

PRICE
by MEREK merek

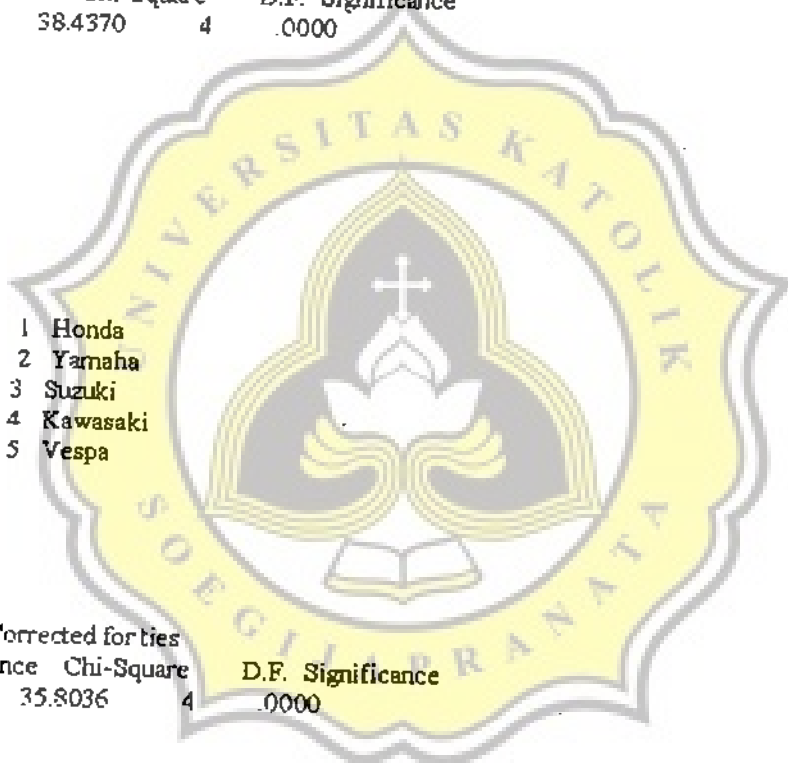
Mean Rank Cases

| | | | |
|-------|----|-----------|----------|
| 53.02 | 46 | MEREK = 1 | Honda |
| 51.08 | 26 | MEREK = 2 | Yamaha |
| 8.00 | 11 | MEREK = 3 | Suzuki |
| 64.88 | 8 | MEREK = 4 | Kawasaki |
| 63.17 | 6 | MEREK = 5 | Vespa |

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97 Total

| Chi-Square | D.F. | Significance | Corrected for ties | Chi-Square | D.F. | Significance |
|------------|------|--------------|--------------------|------------|------|--------------|
| 38.4883 | 4 | .0000 | | 35.8036 | 4 | .0000 |



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 |
| 6 | 0,811 | 0,917 | 29 | 0,367 | 0,470 | 70 | 0,235 | 0,306 |
| 7 | 0,754 | 0,874 | 30 | 0,361 | 0,463 | 75 | 0,227 | 0,296 |
| 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 |
| 11 | 0,602 | 0,735 | 34 | 0,339 | 0,436 | 95 | 0,202 | 0,263 |
| 12 | 0,576 | 0,708 | 35 | 0,334 | 0,430 | 100 | 0,195 | 0,256 |
| 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 |
| 16 | 0,497 | 0,623 | 39 | 0,316 | 0,408 | 200 | 0,138 | 0,181 |
| 17 | 0,482 | 0,606 | 40 | 0,312 | 0,403 | 300 | 0,113 | 0,148 |
| 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 | 600 | 0,080 | 0,105 |
| 21 | 0,433 | 0,549 | 44 | 0,297 | 0,384 | 700 | 0,074 | 0,097 |
| 22 | 0,423 | 0,537 | 45 | 0,294 | 0,380 | 800 | 0,070 | 0,091 |
| 23 | 0,413 | 0,526 | 46 | 0,291 | 0,376 | 900 | 0,065 | 0,086 |
| 24 | 0,404 | 0,515 | 47 | 0,288 | 0,372 | 1000 | 0,062 | 0,081 |
| 25 | 0,396 | 0,505 | 48 | 0,284 | 0,368 | | | |
| | | | 49 | 0,281 | 0,364 | | | |
| | | | 50 | 0,279 | 0,361 | | | |