

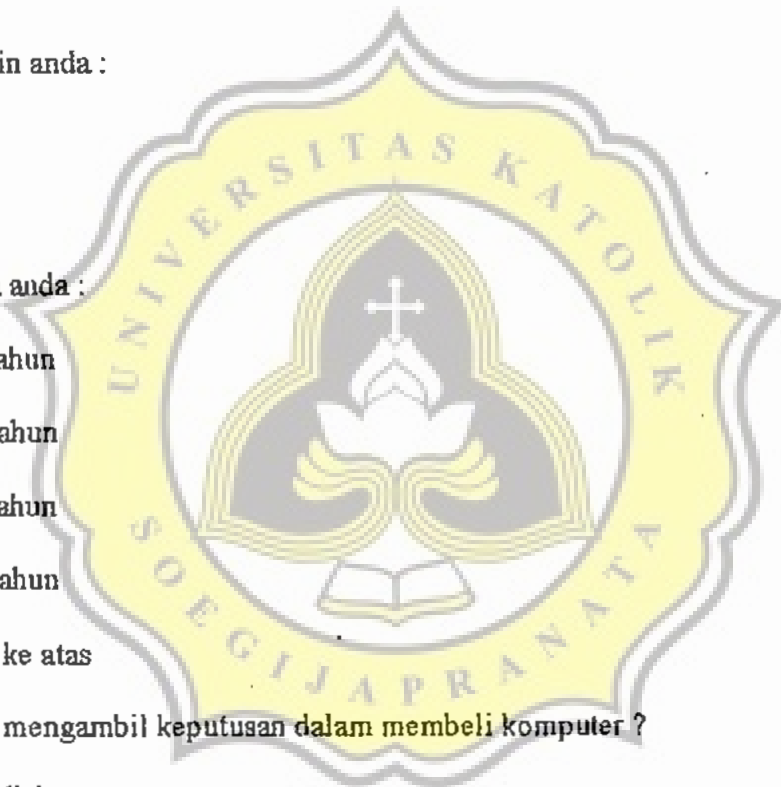
# **LAMPIRAN**



## KUESIONER

### BAGIAN I

1. Nama :
2. Alamat :
3. Jenis kelamin anda :
  - a. Pria
  - b. Wanita
4. Berapa usia anda :
  - a. 15 – 24 tahun
  - b. 25 – 34 tahun
  - c. 35 – 44 tahun
  - d. 45 – 54 tahun
  - e. 55 tahun ke atas
5. Siapa yang mengambil keputusan dalam membeli komputer ?
  - a. Saya sendiri
  - b. Orang-tua
  - c. Suami atau Istri
  - d. Anak
  - e. Lain-lain, sebutkan.....



6. Pendidikan terakhir anda :

- a. SD
- b. SLTP
- c. SLTA
- d. Akademi atau Universitas
- e. Lain-lain, sebutkan.....

7. Pekerjaan atau profesi utama anda :

- a. Pelajar atau Mahasiswa
- b. Pegawai Negeri atau ABRI
- c. Karyawan Swasta
- d. Wiraswasta
- e. Lain-lain, sebutkan.....

8. Berapa penghasilan anda atau keluarga dalam 1 bulan ?

- a. Kurang dari Rp 250.000,00
- b. Rp 250.000,00 – Rp 500.000,00
- c. Rp 500.000,00 – Rp 750.000,00
- d. Rp 750.000,00 – Rp 1.000.000,00
- e. Lebih dari Rp 1.000.000,00



## **BAGIAN II**

### **PRODUK**

1. Menurut anda, variasi merk komputer yang ditawarkan oleh CV Surya Chandra

Utama :

- a. Sangat banyak
- b. Banyak
- c. Cukup
- d. Sedikit
- e. Sangat sedikit

2. Menurut anda, kualitas Central Processing Unit dari komputer yang anda beli :

- a. Sangat bagus
- b. Bagus
- c. Cukup
- d. Jelek
- e. Sangat jelek

3. Menurut anda, tampilan di monitor dari komputer yang anda beli :

- a. Sangat tajam
- b. Tajam
- c. Cukup
- d. Buram
- e. Sangat buram

4. Menurut anda, bagaimana pelayanan yang diberikan oleh para karyawan pada saat anda melakukan pembelian :

- a. Sangat memuaskan
- b. Memuaskan
- c. Cukup
- d. Mengecewakan
- e. Sangat mengecewakan

5. Menurut anda, bagaiman pelayanan purna jual yang diberikan oleh CV Surya

Chandra Utama :

a. Sangat memuaskan

d. Mengecewakan

b. Memuaskan

e. Sangat mengecewakan

c. Cukup

## HARGA

6. Menurut anda, harga komputer yang anda beli tersebut dibandingkan dengan kualitas yang dimilikinya :

a. Sangat sesuai

d. Tidak sesuai

b. Sesuai

e. Sangat tidak sesuai

c. Cukup

7. Menurut anda, harga komputer yang anda beli di CV Surya Chandra Utama Computer dibandingkan dengan di toko lain adalah :

a. Lebih murah

d. Cenderung mahal

b. Murah

e. Lebih mahal

c. Sama saja

8. Menurut anda, bagaimanakah harga jual kembali dari komputer yang anda beli :

a. Sangat menarik

d. Tidak menarik

b. Menarik

e. Sangat tidak menarik

c. Cukup menarik

7. Menurut anda, pengaruh pemberian diskon pada pembelian periode tertentu :

- a. Sangat berpengaruh
- b. Berpengaruh
- c. Cukup berpengaruh
- d. Tidak berpengaruh
- e. Sangat tidak berpengaruh

### PROMOSI

10. Tampilan iklan yang ditayangkan di surat kabar yang diadakan oleh CV Surya

Chandra Utama :

- a. Sangat menarik
- b. Menarik
- c. Cukup menarik
- d. Tidak menarik
- e. Sangat tidak menarik

11. Frekuensi dari CV Surya Chandra Utama dalam mengikuti pameran-pameran :

- a. Sangat sering
- b. Sering
- c. Cukup sering
- d. Jarang
- e. Tidak pernah

12. Bagaimana kejelasan informasi yang dijelaskan CV Surya Chandra Utama

melalui media surat kabar :

- a. Sangat jelas
- b. Jelas
- c. Cukup
- d. Tidak jelas
- e. Sangat tidak jelas

## DISTRIBUSI

13. Menurut anda, jangkauan wilayah distribusi CV Surya Chandra Utama Computer

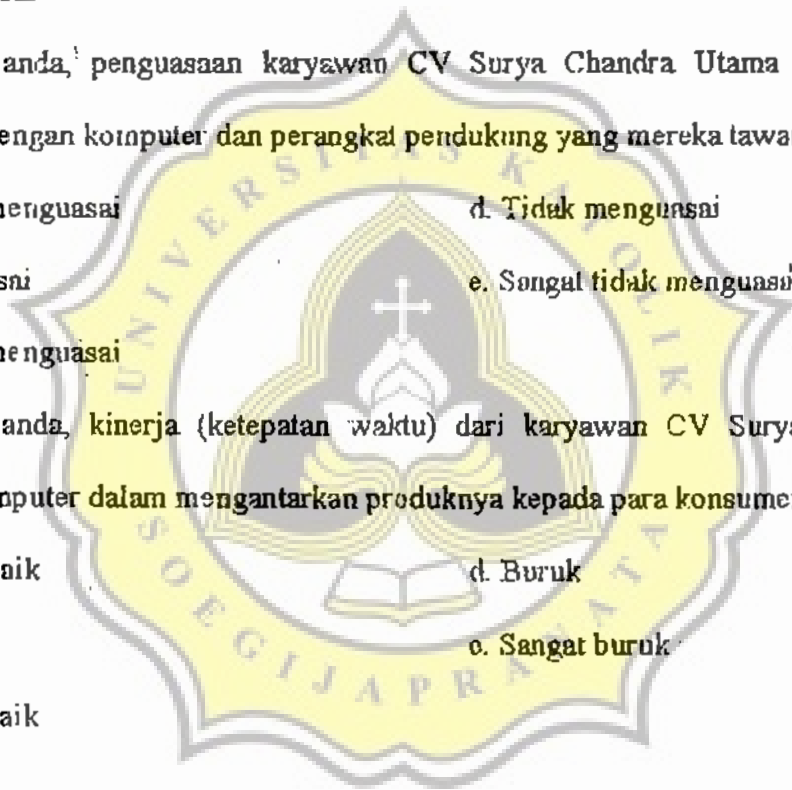
- a. Sangat luas
- b. Luas
- c. Cukup luas
- d. Sempit
- e. Sangat sempit

14. Menurut anda, penguasaan karyawan CV Surya Chandra Utama Computer berkaitan dengan komputer dan perangkat pendukung yang mereka tawarkan ?

- a. Sangat menguasai
- b. Menguasai
- c. Cukup menguasai
- d. Tidak menguasai
- e. Sangat tidak menguasai

15. Menurut anda, kinerja (ketepatan waktu) dari karyawan CV Surya Chandra Utama Computer dalam mengantarkan produknya kepada para konsumen ?

- a. Sangat baik
- b. Baik
- c. Cukup baik
- d. Buruk
- e. Sangat buruk



# **LAMPIRAN 2**





|    | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | x11 | x12 | x13 | x14 | x15 |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| 1  | 5  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 3   | 3   | 3   | 3   | 3   | 3   |
| 2  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 4  | 5  | 4  | 4  | 4  | 4  | 3  | 5  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 5  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 3   | 3   | 4   | 5   | 5   | 4   |
| 6  | 5  | 4  | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 3   | 4   | 4   | 4   | 4   | 4   |
| 7  | 4  | 4  | 5  | 4  | 4  | 4  | 3  | 5  | 5  | 3   | 4   | 5   | 3   | 3   | 3   |
| 8  | 5  | 4  | 4  | 5  | 4  | 3  | 4  | 4  | 3  | 3   | 3   | 4   | 3   | 3   | 4   |
| 9  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 10 | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4   | 4   | 3   | 4   | 4   | 4   |
| 11 | 4  | 4  | 4  | 3  | 5  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 12 | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3   | 3   | 3   | 3   | 3   | 3   |
| 13 | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 14 | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 15 | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 16 | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3   | 3   | 3   | 3   | 3   | 3   |
| 17 | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3   | 4   | 3   | 3   | 4   | 3   |
| 18 | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 4   | 4   | 4   | 4   | 4   |
| 19 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4   | 4   | 4   | 4   | 4   | 4   |
| 20 | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 4   | 3   | 3   | 3   | 3   |
| 21 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4   | 3   | 3   | 3   | 3   | 3   |
| 22 | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 4   | 4   | 4   | 4   | 4   | 4   |
| 23 | 3  | 4  | 3  | 3  | 3  | 5  | 5  | 4  | 3  | 5   | 5   | 4   | 2   | 2   | 2   |
| 24 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3   | 3   | 3   | 4   | 3   | 3   |
| 25 | 4  | 3  | 4  | 5  | 4  | 3  | 3  | 4  | 3  | 3   | 3   | 3   | 3   | 3   | 4   |
| 26 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |

|    | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | x11 | x12 | x13 | x14 | x15 |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| 27 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 3   | 3   | 4   | 4   | 4   |
| 28 | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 29 | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 5  | 3  | 4   | 4   | 5   | 4   | 4   | 5   |
| 30 | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4   | 4   | 4   | 4   | 4   | 4   |



RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

|    | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|----|-------------------------------------|---|--|-----------------------------|
| X1 | 15,3333                             | 2,5057                                  | ,5935                                      | ,7352                       |
| X2 | 15,5333                             | 3,0851                                  | ,4922                                      | ,7700                       |
| X3 | 15,4667                             | 2,9471                                  | ,4302                                      | ,7852                       |
| X4 | 15,5000                             | 2,3276                                  | ,7062                                      | ,6927                       |
| X5 | 15,5000                             | 2,4655                                  | ,6120                                      | ,7285                       |

Analysis of Variance

| Source of Variation | Sum of Sq. | DF  | Mean Square | F      | Prob. |
|---------------------|------------|-----|-------------|--------|-------|
| Between People      | 22,9333    | 29  | ,7908       |        |       |
| Within People       | 20,4000    | 120 | ,1700       |        |       |
| Between Measures    | ,7333      | 4   | ,1833       | 1,0814 | ,3690 |
| Residual            | 19,6667    | 116 | ,1695       |        |       |
| Total               | 43,3333    | 149 | ,2908       |        |       |
| Grand Mean          | 3,8667     |     |             |        |       |

Reliability Coefficients

N of Cases = 30,0

N of Items = 5

Alpha = ,7856

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

|    | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|----|-------------------------------------|---|--|-----------------------------|
| X6 | 10,9000                             | 2,7138                                  | ,4572                                      | ,8386                       |
| X7 | 10,7333                             | 2,0644                                  | ,7384                                      | ,7099                       |
| X8 | 10,7333                             | 2,1333                                  | ,7915                                      | ,6870                       |
| X9 | 10,8333                             | 2,4195                                  | ,5606                                      | ,7981                       |

Analysis of Variance

| Source of Variation | Sum of Sq. | DF  | Mean Square | F      | Prob. |
|---------------------|------------|-----|-------------|--------|-------|
| Between People      | 28,3000    | 29  | ,9759       |        |       |
| Within People       | 16,5000    | 90  | ,1833       |        |       |
| Between Measures    | ,6000      | 3   | ,2000       | 1,0943 | ,3559 |
| Residual            | 15,9000    | 87  | ,1828       |        |       |
| Total               | 44,8000    | 119 | ,3765       |        |       |
| Grand Mean          | 3,6000     |     |             |        |       |

Reliability Coefficients

N of Cases = 30,0

N of Items = 4

Alpha = ,8157

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 |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X10 | 7,3000                     | 1,4586                         | ,5375                            | ,8889                 |
| X11 | 7,2000                     | 1,0448                         | ,8468                            | ,5809                 |
| X12 | 7,3000                     | 1,1310                         | ,6871                            | ,7561                 |

Analysis of Variance

| Source of Variation | Sum of Sq. | DF | Mean Square | F     | Prob. |
|---------------------|------------|----|-------------|-------|-------|
| Between People      | 24,233     | 29 | ,8356       |       |       |
| Within People       | 8,6667     | 60 | ,1444       |       |       |
| Between Measures    | ,2000      | 2  | ,1000       | ,6850 | ,5081 |
| Residual            | 8,4667     | 58 | ,1460       |       |       |
| Total               | 32,9000    | 89 | ,3697       |       |       |

Grand Mean : 3,6333

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,8253

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 |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X13 | 7,1000                     | 1,4034                         | ,8980                            | ,8780                 |
| X14 | 7,1000                     | 1,4034                         | ,8980                            | ,8780                 |
| X15 | 7,0667                     | 1,5126                         | ,8001                            | ,9544                 |

Analysis of Variance

| Source of Variation | Sum of Sq. | DF | Mean Square | F     | Prob. |
|---------------------|------------|----|-------------|-------|-------|
| Between People      | 30,3222    | 29 | 1,0456      |       |       |
| Within People       | 4,0000     | 60 | ,0667       |       |       |
| Between Measures    | ,0222      | 2  | ,0111       | ,1620 | ,8508 |
| Residual            | 3,9778     | 58 | ,0686       |       |       |
| Total               | 34,3222    | 89 | ,3856       |       |       |

Grand Mean: 3,5444

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,9344

# **LAMPIRAN 3**



|    | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | x11 | x12 | x13 | x14 | x15 |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| 1  | 5  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 3   | 3   | 3   | 3   | 3   | 3   |
| 2  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 3  | 4  | 4  | 4  | 5  | 3  | 4  | 3  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 4  | 5  | 4  | 4  | 4  | 4  | 3  | 5  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 5  | 4  | 4  | 4  | 3  | 4  | 5  | 4  | 4  | 4  | 3   | 3   | 4   | 5   | 5   | 4   |
| 6  | 5  | 4  | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 3   | 4   | 4   | 4   | 4   | 4   |
| 7  | 4  | 4  | 5  | 4  | 4  | 4  | 3  | 5  | 5  | 3   | 4   | 5   | 3   | 3   | 3   |
| 8  | 5  | 4  | 4  | 5  | 4  | 3  | 4  | 4  | 3  | 3   | 3   | 4   | 3   | 3   | 4   |
| 9  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 10 | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4   | 4   | 3   | 4   | 4   | 4   |
| 11 | 4  | 4  | 4  | 3  | 5  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 12 | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3   | 3   | 3   | 3   | 3   | 3   |
| 13 | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 14 | 4  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 15 | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 16 | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3   | 3   | 3   | 3   | 3   | 3   |
| 17 | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3   | 4   | 3   | 3   | 4   | 3   |
| 18 | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 4   | 4   | 4   | 4   | 4   |
| 19 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4   | 4   | 4   | 4   | 4   | 4   |
| 20 | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 4   | 3   | 3   | 3   | 3   |
| 21 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4   | 3   | 3   | 3   | 3   | 3   |
| 22 | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 4   | 4   | 4   | 4   | 4   | 4   |
| 23 | 3  | 4  | 3  | 3  | 3  | 5  | 5  | 4  | 3  | 5   | 5   | 4   | 2   | 2   | 2   |
| 24 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3   | 3   | 3   | 4   | 3   | 3   |
| 25 | 4  | 3  | 4  | 5  | 4  | 3  | 3  | 4  | 3  | 3   | 3   | 3   | 3   | 3   | 4   |
| 26 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |

|    | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | x11 | x12 | x13 | x14 | x15 |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| 27 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 3   | 3   | 4   | 4   | 4   |
| 28 | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 29 | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 5  | 3  | 4   | 4   | 5   | 4   | 4   | 5   |
| 30 | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4   | 4   | 4   | 4   | 4   | 4   |
| 31 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 3   | 4   | 4   |
| 32 | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 33 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 5  | 3   | 3   | 3   | 3   | 3   | 3   |
| 34 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3   | 3   | 3   | 3   | 3   | 3   |
| 35 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 36 | 5  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 3   | 3   | 3   | 3   | 3   | 3   |
| 37 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 3   | 4   | 4   |
| 38 | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3   | 3   | 4   | 3   | 3   | 3   |
| 39 | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 40 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 5   | 5   | 3   | 3   | 3   | 3   |
| 41 | 5  | 4  | 4  | 5  | 4  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 42 | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 2   | 3   | 3   | 3   | 3   |
| 43 | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 44 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 45 | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 4   |
| 46 | 3  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 4   |
| 47 | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4   | 4   | 4   | 4   | 4   | 4   |
| 48 | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4   | 4   | 4   | 4   | 3   | 4   |
| 49 | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4   | 3   | 3   | 4   | 3   | 5   |
| 50 | 5  | 5  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 4   | 4   | 4   | 4   | 3   | 4   |
| 51 | 4  | 5  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 52 | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3   | 3   | 3   | 3   | 3   | 4   |

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|    | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | x11 | x12 | x13 | x14 | x15 |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| 53 | 4  | 4  | 3  | 4  | 5  | 3  | 3  | 5  | 5  | 3   | 3   | 3   | 4   | 3   | 3   |
| 54 | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   |
| 55 | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 5   | 3   | 3   | 3   | 3   | 3   |





## RELIABILITY ANALYSIS - SCALE (ALPHA)

### Item-total Statistics

|    | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|----|-------------------------------------|---|--|-----------------------------|
| X1 | 15,2545                             | 2,0451                                  | ,5714                                      | ,6923                       |
| X2 | 15,4364                             | 2,2505                                  | ,5858                                      | ,6910                       |
| X3 | 15,5091                             | 2,2175                                  | ,5294                                      | ,7082                       |
| X4 | 15,4182                             | 2,1367                                  | ,5642                                      | ,6950                       |
| X5 | 15,4727                             | 2,4761                                  | ,3674                                      | ,7622                       |

### Analysis of Variance

| Source of Variation | Sum of Sq. | DF  | Mean Square | F      | Prob. |
|---------------------|------------|-----|-------------|--------|-------|
| Between People      | 35,3818    | 54  | ,6552       |        |       |
| Within People       | 36,8000    | 220 | ,1673       |        |       |
| Between Measures    | 2,1091     | 4   | ,5273       | 3,2830 | ,0123 |
| Residual            | 34,6909    | 216 | ,1606       |        |       |
| Total               | 72,1818    | 274 | ,2634       |        |       |
| Grand Mean          | 3,8545     |     |             |        |       |

### Reliability Coefficients

N of Cases = 55,0

N of Items = 5

Alpha = ,7549

## RELIABILITY ANALYSIS - SCALE (ALPHA)

### Item-total Statistics

|    | Scale<br>Mean<br>if Item<br>Deleted | Scale<br>Variance<br>if Item<br>Deleted | Corrected<br>Item-<br>Total<br>Correlation | Alpha<br>if Item<br>Deleted |
|----|-------------------------------------|---|--|-----------------------------|
| X6 | 10,4545                             | 1,8081                                  | ,5970                                      | ,6916                       |
| X7 | 10,3818                             | 1,5367                                  | ,6942                                      | ,6304                       |
| X8 | 10,2909                             | 1,7286                                  | ,5929                                      | ,6919                       |
| X9 | 10,4364                             | 2,0653                                  | ,3854                                      | ,7948                       |

### Analysis of Variance

| Source of Variation | Sum of Sq. | DF  | Mean Square | F      | Prob. |
|---------------------|------------|-----|-------------|--------|-------|
| Between People      | 39,7091    | 54  | ,7354       |        |       |
| Within People       | 29,0000    | 165 | ,1758       |        |       |
| Between Measures    | ,8909      | 3   | ,2970       | 1,7115 | ,1667 |
| Residual            | 28,1091    | 162 | ,1735       |        |       |
| Total               | 68,7091    | 219 | ,3137       |        |       |
| Grand Mean          | 3,4636     |     |             |        |       |

### Reliability Coefficients

N of Cases = 55,0

N of Items = 4

Alpha = ,7640

## 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 |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X10 | 7,1455                     | 1,2007                         | ,4817                            | ,7605                 |
| X11 | 7,1273                     | 1,0020                         | ,7604                            | ,4422                 |
| X12 | 6,9636                     | 1,1098                         | ,4993                            | ,7500                 |

### Analysis of Variance

| Source of Variation | Sum of Sq. | DF  | Mean Square | F      | Prob. |
|---------------------|------------|-----|-------------|--------|-------|
| Between People      | 39,6606    | 54  | ,7345       |        |       |
| Within People       | 21,3333    | 110 | ,1939       |        |       |
| Between Measures    | 1,1030     | 2   | ,5515       | 2,9443 | ,0569 |
| Residual            | 20,2303    | 108 | ,1873       |        |       |
| Total               | 60,9939    | 164 | ,3719       |        |       |
| Grand Mean          | 3,5394     |     |             |        |       |

### Reliability Coefficients

N of Cases = 55,0

N of Items = 3

Alpha = ,7450

## 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 |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X13 | 6,9455                     | 1,1266                         | ,8057                            | ,7390                 |
| X14 | 6,9818                     | 1,1663                         | ,7717                            | ,8199                 |
| X15 | 6,8364                     | 1,1394                         | ,7166                            | ,8712                 |

### Analysis of Variance

| Source of Variation | Sum of Sq. | DF  | Mean Square | F      | Prob. |
|---------------------|------------|-----|-------------|--------|-------|
| Between People      | 43,6606    | 54  | ,8085       |        |       |
| Within People       | 11,3333    | 110 | ,1030       |        |       |
| Between Measures    | ,6303      | 2   | ,3152       | 3,1801 | ,0455 |
| Residual            | 10,7030    | 108 | ,0991       |        |       |
| Total               | 54,9939    | 164 | ,3353       |        |       |
| Grand Mean          | 3,4695     |     |             |        |       |

### Reliability Coefficients

N of Cases = 55,0

N of Items = 3

Alpha = ,8774



|    | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | x11 | x12 | x13 | x14 | x15 |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| 1  | 5  | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 4  | 5   | 5   | 4   | 4   | 4   | 5   |
| 2  | 5  | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 4  | 5   | 5   | 4   | 4   | 5   | 5   |
| 3  | 5  | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 5  | 4   | 5   | 4   | 4   | 5   | 5   |
| 4  | 4  | 4  | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 4   | 5   | 5   | 5   | 4   | 4   |
| 5  | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 4   | 4   | 4   | 5   | 4   | 4   |
| 6  | 5  | 5  | 5  | 4  | 4  | 5  | 4  | 5  | 5  | 4   | 4   | 5   | 5   | 5   | 4   |
| 7  | 5  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 5   | 5   | 5   | 4   | 4   | 5   |
| 8  | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5   | 4   | 4   | 5   | 4   | 4   |
| 9  | 4  | 4  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 5   | 5   | 4   | 5   | 4   | 4   |
| 10 | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 5   | 5   | 4   |
| 11 | 5  | 5  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 4   | 4   | 5   | 4   | 5   | 5   |
| 12 | 4  | 4  | 5  | 4  | 4  | 4  | 5  | 4  | 5  | 5   | 5   | 4   | 4   | 5   | 5   |
| 13 | 5  | 4  | 5  | 4  | 4  | 4  | 5  | 5  | 5  | 4   | 4   | 4   | 5   | 5   | 4   |
| 14 | 5  | 4  | 4  | 5  | 5  | 5  | 4  | 5  | 5  | 4   | 4   | 5   | 5   | 4   | 4   |
| 15 | 5  | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4   | 5   | 5   | 5   | 4   | 4   |
| 16 | 4  | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 5  | 5   | 5   | 5   | 4   | 4   | 5   |
| 17 | 4  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 4  | 5   | 5   | 5   | 4   | 4   | 5   |
| 18 | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5   | 4   | 4   | 5   | 4   | 5   |
| 19 | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 4  | 5  | 4   | 4   | 4   | 5   | 5   | 5   |
| 20 | 5  | 4  | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 4   | 5   | 4   | 4   | 4   | 5   |
| 21 | 5  | 4  | 5  | 4  | 4  | 5  | 4  | 5  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 22 | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 4   | 5   | 4   | 5   | 4   | 4   |
| 23 | 5  | 4  | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 4   | 5   | 4   | 4   | 5   | 4   |
| 24 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5   | 5   | 5   | 4   | 5   | 4   |
| 25 | 4  | 4  | 4  | 5  | 4  | 5  | 4  | 4  | 4  | 5   | 4   | 5   | 5   | 4   | 4   |

|    | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | x11 | x12 | x13 | x14 | x15 |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| 26 | 4  | 5  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 5   | 4   | 5   | 5   | 4   | 5   |
| 27 | 4  | 5  | 4  | 4  | 5  | 5  | 5  | 4  | 5  | 5   | 5   | 4   | 5   | 4   | 5   |
| 28 | 5  | 5  | 5  | 5  | 4  | 4  | 5  | 4  | 5  | 4   | 4   | 4   | 5   | 5   | 4   |
| 29 | 5  | 4  | 4  | 5  | 5  | 4  | 5  | 4  | 4  | 4   | 4   | 4   | 5   | 5   | 4   |
| 30 | 5  | 4  | 4  | 5  | 5  | 5  | 4  | 4  | 5  | 4   | 4   | 4   | 4   | 4   | 5   |
| 31 | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 4   | 5   | 5   | 5   | 5   | 4   |
| 32 | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4   | 5   | 4   | 5   | 4   | 4   |
| 33 | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 4   | 4   | 4   | 5   | 4   | 4   |
| 34 | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 4  | 5  | 5   | 4   | 5   | 5   | 5   | 5   |
| 35 | 4  | 4  | 5  | 4  | 4  | 5  | 5  | 4  | 4  | 5   | 4   | 5   | 5   | 5   | 5   |
| 36 | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 4   | 4   | 4   | 5   | 5   | 5   |
| 37 | 5  | 4  | 4  | 5  | 5  | 5  | 4  | 5  | 4  | 4   | 5   | 4   | 4   | 5   | 4   |
| 38 | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   |
| 39 | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 5  | 4   | 4   | 5   | 4   | 4   | 4   |
| 40 | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 5   | 4   | 5   | 4   | 4   | 5   |
| 41 | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 5   | 5   | 4   | 5   | 4   | 4   |
| 42 | 5  | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 4  | 5   | 4   | 5   | 5   | 4   | 4   |
| 43 | 5  | 5  | 4  | 5  | 5  | 4  | 5  | 4  | 4  | 4   | 4   | 5   | 5   | 4   | 5   |
| 44 | 4  | 4  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4   | 5   | 5   | 5   | 4   | 5   |
| 45 | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 5  | 4  | 5   | 5   | 4   | 5   | 4   | 5   |
| 46 | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 4  | 5  | 4   | 5   | 4   | 4   | 5   | 4   |
| 47 | 5  | 4  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 4   | 5   | 4   | 4   | 5   | 4   |
| 48 | 5  | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 4   | 4   | 4   | 4   | 4   | 5   |
| 49 | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 4   | 4   | 5   | 5   | 4   | 5   |
| 50 | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5   | 5   | 4   | 4   | 4   | 4   |



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|    | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | x11 | x12 | x13 | x14 | x15 |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| 51 | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 4  | 4  | 5   | 5   | 5   | 4   | 4   | 4   |
| 52 | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 4   | 5   | 5   | 4   | 4   | 4   |
| 53 | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 4   | 4   | 4   | 4   | 4   | 5   |
| 54 | 5  | 4  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 4   | 5   | 5   | 4   | 4   | 5   |
| 55 | 4  | 4  | 5  | 5  | 5  | 4  | 5  | 5  | 4  | 4   | 5   | 5   | 4   | 4   | 5   |



RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics IDEAL KONSUMEN TERJUADAP ATRIBUT PRODUK

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X01 | 15.3636                    | 3.1616                         | .8778                            | .8738                 |
| X02 | 15.4364                    | 2.9172                         | .9142                            | .8630                 |
| X03 | 15.5273                    | 2.8465                         | .8488                            | .8797                 |
| X04 | 15.5091                    | 3.4768                         | .6650                            | .9152                 |
| X05 | 15.4000                    | 3.6889                         | .6109                            | .9242                 |

Reliability Coefficients

N of Cases = 55.0

N of Items = 5

Alpha = .9129

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics IDEAL KONSUMEN TERHADAP ATRIBUT HARGA

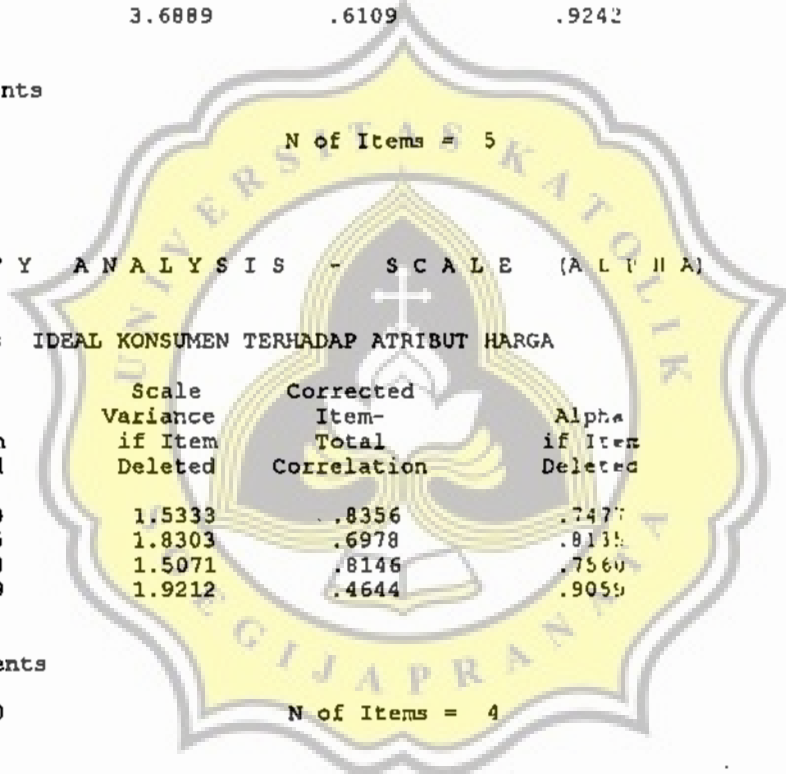
|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X06 | 11.8000                    | 1.5333                         | .8356                            | .7477                 |
| X07 | 11.8545                    | 1.8303                         | .6978                            | .8135                 |
| X08 | 11.7818                    | 1.5071                         | .8146                            | .7560                 |
| X09 | 11.6909                    | 1.9212                         | .4644                            | .9059                 |

Reliability Coefficients

N of Cases = 55.0

N of Items = 4

Alpha = .8521



RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics IDEAL KONSUMEN TERHADAP ATRIBUT PROMOSI

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X10 | 7.7091                     | .8027                          | .4502                            | .8211                 |
| X11 | 7.5273                     | .8465                          | .6220                            | .6205                 |
| X12 | 7.6000                     | .7259                          | .6786                            | .5362                 |

Reliability Coefficients

N of Cases = 55.0

N of Items = 3

Alpha = .7468

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics IDEAL KONSUMEN TERHADAP ATRIBUT DISTRIBUSI

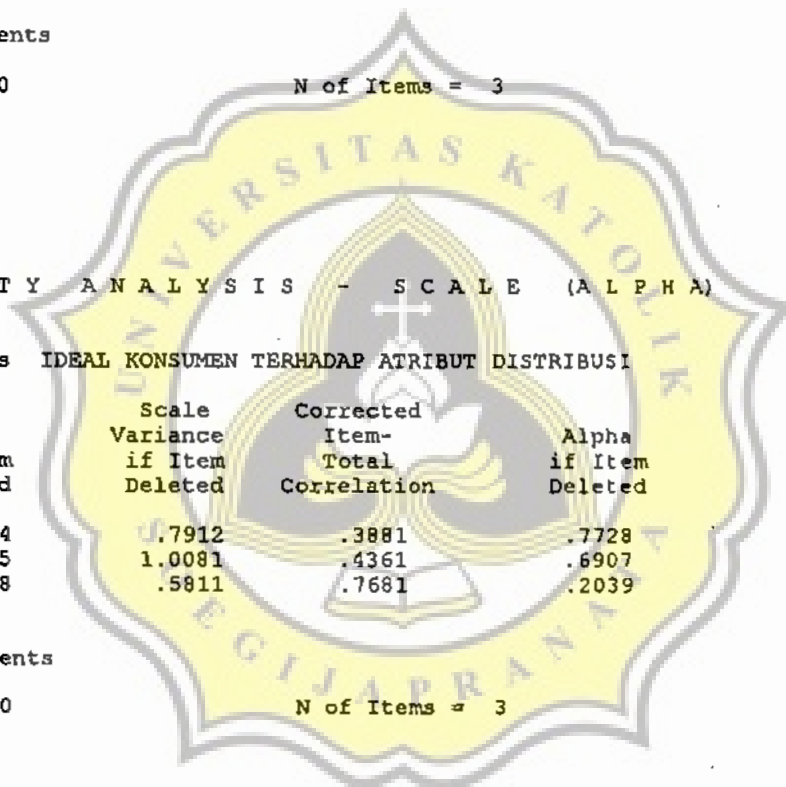
|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X13 | 7.6364                     | .7912                          | .3881                            | .7728                 |
| X14 | 7.6545                     | 1.0081                         | .4361                            | .6907                 |
| X15 | 7.5818                     | .5811                          | .7681                            | .2039                 |

Reliability Coefficients

N of Cases = 55.0

N of Items = 3

Alpha = .6916





# **LAMPIRAN 5**



Perhitungan untuk interval usia diperoleh dari 55 responden, yang dapat dikelompokkan menjadi beberapa kelompok menurut tingkat usianya. Adapun kelompok atau banyaknya kelas tersebut dapat dicari dengan menggunakan rumus Stuges yang dikutip oleh Anto Dajan (1993 : 85) sebagai berikut :

$$K = 1 + 3,3 \log n$$

Dimana : K = banyaknya kelas

n = jumlah responden

Jadi, berdasarkan rumus tersebut diatas banyaknya kelas dapat ditentukan menjadi :

$$\begin{aligned} K &= 1 + 3,3 \log 55 \\ &= 1 + 3,3 (1,746) \\ &= 1 + 5,47 \\ &= 6,473 \text{ (dibulatkan menjadi 7).} \end{aligned}$$

Dengan melihat hasil perhitungan tersebut di atas, maka usia responden dapat dikelompokkan menjadi 7 kelas dengan panjang intervalnya sebagai berikut :

$$\text{Panjang Interval} = \frac{\text{rentang}}{\text{banyaknya kelas}}$$

Dimana :

Rentang = data atau usia terbesar – data atau usia terkecil

Jadi, panjang intervalnya dapat dicari sebagai berikut :

$$\begin{aligned} \text{Panjang Interval} &= \frac{63 - 15}{7} \\ \text{Panjang interval} &= 6,857 \text{ (dibulatkan menjadi 7)} \end{aligned}$$

## Keyakinan dan Ideal Konsumen terhadap Atribut Produk

### Item Variasi Merk yang ditawarkan CV Surya Chandra Utama Computer

| Keterangan          | Skor | Keyakinan |            | Ideal      |            |
|---------------------|------|-----------|------------|------------|------------|
|                     |      | Frekuensi | Skor total | Frekuensi  | Skor total |
| Sangat banyak       | 5    | 9         | 45         | 35         | 175        |
| Banyak              | 4    | 38        | 152        | 20         | 80         |
| Cukup               | 3    | 8         | 24         | 0          | 0          |
| Sedikit             | 2    | 0         | 0          | 0          | 0          |
| Sangat sedikit      | 1    | 0         | 0          | 0          | 0          |
| Jumlah              |      | 55        | 221        | 55         | 255        |
| Keyakinan rata-rata |      |           |            | $221 / 55$ | $= 4,02$   |
| Ideal rata-rata     |      |           |            | $255 / 55$ | $= 4,64$   |

Sumber : Data primer yang diolah

### Item Kualitas Central Processing Unit

| Keterangan          | Skor | Keyakinan |            | Ideal             |            |
|---------------------|------|-----------|------------|-------------------|------------|
|                     |      | Frekuensi | Skor total | Frekuensi         | Skor total |
| Sangat bagus        | 5    | 2         | 10         | 21                | 105        |
| Bagus               | 4    | 42        | 168        | 24                | 136        |
| Cukup               | 3    | 11        | 33         | 0                 | 0          |
| Jelek               | 2    | 0         | 0          | 0                 | 0          |
| Sangat jelek        | 1    | 0         | 0          | 0                 | 0          |
| Jumlah              |      | 55        | 211        | 55                | 241        |
| Keyakinan rata-rata |      |           |            | $211 / 55 = 3,84$ |            |
| Ideal rata-rata     |      |           |            | $241 / 55 = 4,38$ |            |

Sumber : Data primer yang diolah

### Item Tampilan di Monitor

| Keterangan          | Skor | Keyakinan         |            | Ideal     |            |
|---------------------|------|-------------------|------------|-----------|------------|
|                     |      | Frekuensi         | Skor total | Frekuensi | Skor total |
| Sangat tajam        | 5    | 2                 | 10         | 25        | 125        |
| Tajam               | 4    | 38                | 152        | 30        | 120        |
| Cukup               | 3    | 15                | 45         | 0         | 0          |
| Buram               | 2    | 0                 | 0          | 0         | 0          |
| Sangat buram        | 1    | 0                 | 0          | 0         | 0          |
| Jumlah              |      | 55                | 207        | 55        | 245        |
| Keyakinan rata-rata |      | $207 / 55 = 3,76$ |            |           |            |
| rata-rata           |      | $245 / 55 = 4,45$ |            |           |            |

Sumber : Data primer yang diolah

### Item Pelayanan yang diberikan Pada Saat Pembelian Produk

| Keterangan          | Skor | Keyakinan         |            | Ideal     |            |
|---------------------|------|-------------------|------------|-----------|------------|
|                     |      | Frekuensi         | Skor total | Frekuensi | Skor total |
| Sangat memuaskan    | 5    | 4                 | 20         | 23        | 115        |
| Memuaskan           | 4    | 39                | 156        | 32        | 128        |
| Cukup               | 3    | 12                | 36         | 0         | 0          |
| Mengecewakan        | 2    | 0                 | 0          | 0         | 0          |
| Sangat mengecewakan | 1    | 0                 | 0          | 0         | 0          |
| Jumlah              |      | 55                | 212        | 55        | 243        |
| Keyakinan rata-rata |      | $212 / 55 = 3,86$ |            |           |            |
| Ideal rata-rata     |      | $243 / 55 = 4,42$ |            |           |            |

Sumber : Data primer yang diolah

### Item Pelayanan Purna Jual Produk

| Keterangan          | Skor | Keyakinan |                   | Ideal     |            |
|---------------------|------|-----------|-------------------|-----------|------------|
|                     |      | Frekuensi | Skor total        | Frekuensi | Skor total |
| Sangat memuaskan    | 5    | 2         | 10                | 18        | 90         |
| Memuaskan           | 4    | 40        | 160               | 37        | 148        |
| Cukup               | 3    | 13        | 39                | 0         | 0          |
| Mengecewakan        | 2    | 0         | 0                 | 0         | 0          |
| Sangat mengecewakan | 1    | 0         | 0                 | 0         | 0          |
| <b>Jumlah</b>       |      | <b>55</b> | <b>209</b>        | <b>55</b> | <b>238</b> |
| Keyakinan rata-rata |      |           | $209 / 55 = 3,80$ |           |            |
| Ideal rata-rata     |      |           | $238 / 55 = 4,33$ |           |            |

Sumber : Data primer yang diolah

### Keyakinan dan Ideal Konsumen terhadap Atribut Harga

#### Item Harga Dibandingkan Dengan Kualitas yang Dimiliki

| Keterangan          | Skor | Keyakinan |                   | Ideal     |            |
|---------------------|------|-----------|-------------------|-----------|------------|
|                     |      | Frekuensi | Skor total        | Frekuensi | Skor total |
| Sangat sesuai       | 5    | 1         | 5                 | 28        | 140        |
| Sesuai              | 4    | 20        | 80                | 27        | 108        |
| Cukup               | 3    | 34        | 102               | 0         | 0          |
| Tidak sesuai        | 2    | 0         | 0                 | 0         | 0          |
| Sangat tidak sesuai | 1    | 0         | 0                 | 0         | 0          |
| <b>Jumlah</b>       |      | <b>55</b> | <b>187</b>        | <b>55</b> | <b>248</b> |
| Keyakinan rata-rata |      |           | $187 / 55 = 3,40$ |           |            |
| Ideal rata-rata     |      |           | $248 / 55 = 4,51$ |           |            |

Sumber : Data primer yang diolah

**Item Harga Dibandingkan Dengan  
Harga di Toko Lain**

| Keterangan          | Skor | Keyakinan         |            | Ideal     |            |
|---------------------|------|-------------------|------------|-----------|------------|
|                     |      | Frekuensi         | Skor total | Frekuensi | Skor total |
| Lebih murah         | 5    | 3                 | 15         | 24        | 120        |
| Murah               | 4    | 20                | 80         | 31        | 124        |
| Sama saja           | 3    | 32                | 96         | 0         | 0          |
| Cenderung mahal     | 2    | 0                 | 0          | 0         | 0          |
| Lebih mahal         | 1    | 0                 | 0          | 0         | 0          |
| <b>Jumlah</b>       |      | <b>55</b>         | <b>191</b> | <b>55</b> | <b>244</b> |
| Keyakinan rata-rata |      | $191 / 55 = 3,47$ |            |           |            |
| Ideal rata-rata     |      | $244 / 55 = 4,44$ |            |           |            |

Sumber.: Data primer yang diolah

**Item Harga Jual Kembali**

| Keterangan           | Skor | Keyakinan         |            | Ideal     |            |
|----------------------|------|-------------------|------------|-----------|------------|
|                      |      | Frekuensi         | Skor total | Frekuensi | Skor total |
| Sangat menarik       | 5    | 2                 | 10         | 22        | 110        |
| Menarik              | 4    | 27                | 108        | 33        | 132        |
| Cukup menarik        | 3    | 26                | 78         | 0         | 0          |
| Tidak menarik        | 2    | 0                 | 0          | 0         | 0          |
| Sangat tidak menarik | 1    | 0                 | 0          | 0         | 0          |
| <b>Jumlah</b>        |      | <b>55</b>         | <b>196</b> | <b>55</b> | <b>242</b> |
| Keyakinan rata-rata  |      | $196 / 55 = 3,56$ |            |           |            |
| Ideal rata-rata      |      | $242 / 55 = 4,40$ |            |           |            |

Sumber : Data primer yang diolah

### Item Pengaruh Pemberian Diskon

| Keterangan               | Skor | Keyakinan |                   | Ideal     |            |
|--------------------------|------|-----------|-------------------|-----------|------------|
|                          |      | Frekuensi | Skor total        | Frekuensi | Skor total |
| Sangat berpengaruh       | 5    | 1         | 5                 | 30        | 150        |
| Berpengaruh              | 4    | 21        | 84                | 25        | 100        |
| Cukup berpengaruh        | 3    | 33        | 99                | 0         | 0          |
| Tidak berpengaruh        | 2    | 0         | 0                 | 0         | 0          |
| Sangat tidak berpengaruh | 1    | 0         | 0                 | 0         | 0          |
| <b>Jumlah</b>            |      | <b>55</b> | <b>188</b>        | <b>55</b> | <b>250</b> |
| Keyakinan rata-rata      |      |           | $188 / 55 = 3,42$ |           |            |
| Ideal rata-rata          |      |           | $250 / 55 = 4,54$ |           |            |

Sumber : Data primer yang diolah

### Keyakinan dan Ideal Konsumen terhadap Atribut Promosi

#### Item Tampilan di Surat Kabar

| Keterangan           | Skor | Keyakinan |                   | Ideal     |            |
|----------------------|------|-----------|-------------------|-----------|------------|
|                      |      | Frekuensi | Skor              | Frekuensi | Skor       |
| Sangat menarik       | 5    | 2         | 10                | 21        | 105        |
| Menarik              | 4    | 23        | 92                | 34        | 136        |
| Cukup menarik        | 3    | 29        | 87                | 0         | 0          |
| Tidak menarik        | 2    | 1         | 2                 | 0         | 0          |
| Sangat tidak menarik | 1    | 0         | 0                 | 0         | 0          |
| <b>Jumlah</b>        |      | <b>55</b> | <b>191</b>        | <b>55</b> | <b>241</b> |
| Keyakinan rata-rata  |      |           | $191 / 55 = 3,47$ |           |            |
| Ideal rata-rata      |      |           | $241 / 55 = 4,38$ |           |            |

Sumber : Data primer yang diolah



### Item Frekuensi Dalam Mengikuti Pameran

| Keterangan          | Skor | Keyakinan         |            | Ideal     |            |
|---------------------|------|-------------------|------------|-----------|------------|
|                     |      | Frekuensi         | Skor total | Frekuensi | Skor total |
| Sangat sering       | 5    | 2                 | 10         | 28        | 140        |
| Sering              | 4    | 23                | 92         | 27        | 108        |
| Cukup sering        | 3    | 30                | 90         | 0         | 0          |
| Jarang              | 2    | 0                 | 0          | 0         | 0          |
| Tidak pernah        | 1    | 0                 | 0          | 0         | 0          |
| Jumlah              |      | 55                | 192        | 55        | 248        |
| Keyakinan rata-rata |      | $192 / 55 = 3,49$ |            |           |            |
| Ideal rata-rata     |      | $248 / 55 = 4,51$ |            |           |            |

Sumber : Data primer yang diolah

### Item Kejelasan Informasi yang Dijalankan

| Keterangan          | Skor | Keyakinan         |            | Ideal     |            |
|---------------------|------|-------------------|------------|-----------|------------|
|                     |      | Frekuensi         | Skor total | Frekuensi | Skor total |
| Sangat jelas        | 5    | 5                 | 25         | 24        | 120        |
| Jelas               | 4    | 26                | 104        | 31        | 124        |
| Cukup               | 3    | 24                | 72         | 0         | 0          |
| Tidak jelas         | 2    | 0                 | 0          | 0         | 0          |
| Sangat tidak jelas  | 1    | 0                 | 0          | 0         | 0          |
| Jumlah              |      | 55                | 201        | 55        | 244        |
| Keyakinan rata-rata |      | $201 / 55 = 3,65$ |            |           |            |
| Ideal rata-rata     |      | $244 / 55 = 4,44$ |            |           |            |

Sumber : Data primer yang diolah



## Keyakinan dan Ideal Konsumen terhadap Atribut Distribusi

### Item Jangkauan Wilayah Distribusi

| Keterangan          | Skor | Keyakinan         |            | Ideal     |       |
|---------------------|------|-------------------|------------|-----------|-------|
|                     |      | Frekuensi         | Skor total | Frekuensi | Ideal |
| Sangat luas         | 5    | 1                 | 5          | 29        | 145   |
| Luas                | 4    | 23                | 92         | 26        | 104   |
| Cukup luas          | 3    | 30                | 90         | 0         | 0     |
| Sempit              | 2    | 1                 | 2          | 0         | 0     |
| Sangat sempit       | 1    | 0                 | 0          | 0         | 0     |
| Jumlah              |      | 55                | 189        | 55        | 249   |
| Keyakinan rata-rata |      | $189 / 55 = 3,44$ |            |           |       |
| Ideal rata-rata     |      | $249 / 55 = 4,53$ |            |           |       |

Sumber : Data primer yang diolah

### item Penguasaan Karyawan terhadap Komputer dan Perangkat Pendukungnya

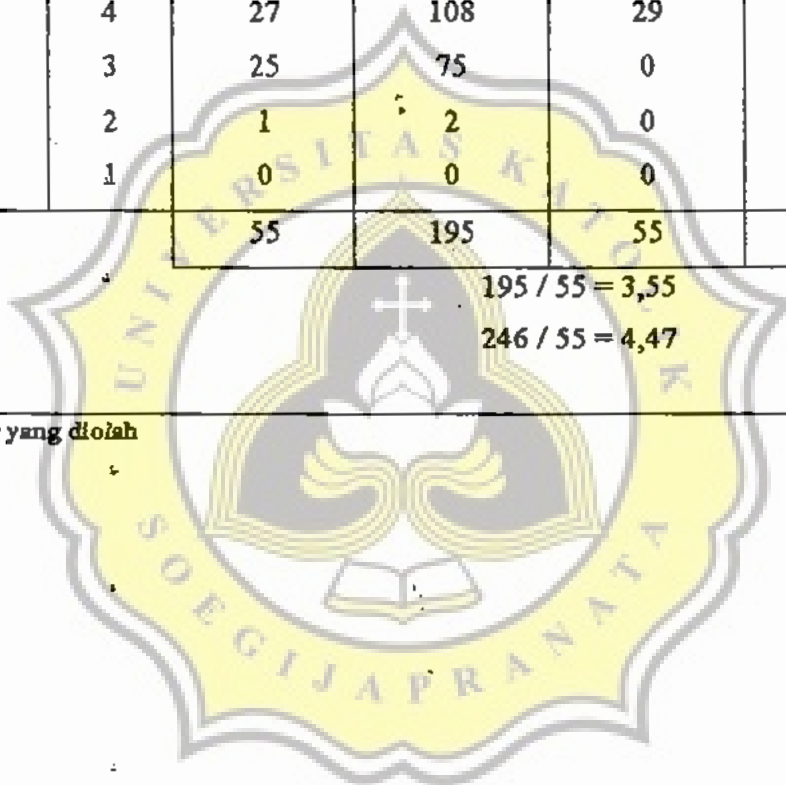
| Keterangan             | Skor | Keyakinan         |            | Ideal     |            |
|------------------------|------|-------------------|------------|-----------|------------|
|                        |      | Frekuensi         | Skor total | Frekuensi | Skor total |
| Sangat menguasai       | 5    | 1                 | 5          | 19        | 95         |
| Menguasai              | 4    | 21                | 84         | 36        | 144        |
| Cukup menguasai        | 3    | 32                | 96         | 0         | 0          |
| Tidak menguasai        | 2    | 1                 | 2          | 0         | 0          |
| Sangat tidak menguasai | 1    | 0                 | 0          | 0         | 0          |
| Jumlah                 |      | 55                | 187        | 55        | 239        |
| Keyakinan rata-rata    |      | $187 / 55 = 3,40$ |            |           |            |
| Ideal rata-rata        |      | $239 / 55 = 4,35$ |            |           |            |

Sumber : Data primer yang diolah

**Item Kinerja (Ketepatan Waktu)  
Dalam Mengantarkan Produk**

| Keterangan          | Skor | Keyakinan         |            | Ideal     |            |
|---------------------|------|-------------------|------------|-----------|------------|
|                     |      | Frekuensi         | Skor total | Frekuensi | Skor total |
| Sangat baik         | 5    | 2                 | 10         | 26        | 130        |
| Baik                | 4    | 27                | 108        | 29        | 116        |
| Cukup baik          | 3    | 25                | 75         | 0         | 0          |
| Buruk               | 2    | 1                 | 2          | 0         | 0          |
| Sangat buruk        | 1    | 0                 | 0          | 0         | 0          |
| Jumlah              |      | 55                | 195        | 55        | 246        |
| Keyakinan rata-rata |      | $195 / 55 = 3,55$ |            |           |            |
| Ideal rata-rata     |      | $246 / 55 = 4,47$ |            |           |            |

Sumber : Data primer yang diolah



# **LAMPIRAN 6**



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 |
| 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 |      |              |       |

