LAMPIRAN A

PRA SURVEY

Salam sejahtera, para responden yang terhormat.

Sudi kiranya Saudara memberikan jawaban atas pertanyaan dalam kuesioner berikut ini. Jawaban atas pertanyaan ini sangat saya butuhkan sebagai data bagi penelitian yang sedang saya lakukan.

Atas kesediaan saudara saya ucapkan banyak terima kasih.

JAWABLAH PERTANYAAN DIBAWAH INI

Faktor-faktor apa saja yang mempengaruhi saudara untuk tetap membeli kaset, walaupun pada masa sekarang ini banyak bermunculan produk baru dengan teknologi yang lebih maju dan canggih (CD, VCD, MP3, DVD) ?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

KUESIONER

Identitas Responden :

No. (diisi oleh pewawancara) :

Jenis Kelamin :

Umur :

FAKTOR – FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN KASET.

PILIHLAH JAWABAN YANG SESUAI DENGAN PENDAPAT SAUDARA ATAS PERNYATAAN – PERNYATAAN BERIKUT DENGAN TANDA SILANG (X).

1. Saudara membeli kaset karena kaset sangat praktis untuk di bawa kemana saja (kecil dan ringan) :
   a. Sangat Setuju (SS)
   b. Setuju (S)
   b. Normal (N)
   d. Tidak Setuju (TS)
   e. Sangat Tidak Setuju (STS)
2. Saudara membeli kaset karena kaset tidak membutuhkan peralatan audio yang mahal :
   a. Sangat Setuju (SS)
   b. Setuju (S)
   c. Normal (N)
   d. Tidak Setuju (TS)
   e. Sangat Tidak Setuju (STS)
3. Saudara membeli kaset karena anda tidak memiliki VCD/CD player :
   a. Sangat Setuju (SS)
   b. Setuju (S)
   c. Normal (N)
   d. Tidak Setuju (TS)
   e. Sangat Tidak Setuju (STS)

4. Saudara membeli kaset karena kaset sangat mudah di dapat di semua toko kaset :
   a. Sangat Setuju (SS)
   b. Setuju (S)
   c. Normal (N)
   d. Tidak Setuju (TS)
   e. Sangat Tidak Setuju (STS)
5. Saudara membeli kaset karena saudara ingin mengkoleksi album dari artis yang saudara sukai :
   a. Sangat Setuju (SS)
   b. Setuju (S)
   c. Normal (N)
   d. Tidak Setuju (TS)
   e. Sangat Tidak Setuju (STS)
6. Kejernihan suara kaset merupakan salah satu alasan saudara dalam membeli kaset :
   a. Sangat Setuju (SS)
   b. Setuju (S)
   c. Normal (N)
   d. Tidak Setuju (TS)
   e. Sangat Tidak Setuju (STS)
7. Saudara membeli kaset karena mengikuti trend lagu / karena saudara menyukai sountrack film :
   a. Sangat Setuju (SS)
   b. Setuju (S)
   c. Normal (N)
   d. Tidak Setuju (TS)
   e. Sangat Tidak Setuju (STS)
8. Saudara membeli kaset karena jumlah lagu yang terdapat dalam kaset lebih banyak daripada VCD/CD :
   a. Sangat Setuju (SS)
   b. Setuju (S)
   c. Normal (N)
   d. Tidak Setuju (TS)
   e. Sangat Tidak Setuju (STS)
9. Saudara membeli kaset karena melihat judul lagu yang ada di kaset tersebut :
   a. Sangat Setuju (SS)
   b. Setuju (S)
   c. Normal (N)
   d. Tidak Setuju (TS)
   e. Sangat Tidak Setuju (STS)

10. Saudara membeli kaset karena harga kaset lebih murah dibandingkan CD/VCD yang original (asli) :
    a. Sangat Setuju (SS)
    b. Setuju (S)
    c. Normal (N)
    d. Tidak Setuju (TS)
    e. Sangat Tidak Setuju (STS)
11. Saudara membeli kaset karena sedang ada diskon :
    a. Sangat Setuju (SS)
    b. Setuju (S)
    c. Normal (N)
    d. Tidak Setuju (TS)
    e. Sangat Tidak Setuju (STS)
12. Saudara membeli kaset karena sedang ada bonus seperti kalender, poster, stiker, T-Shirt dan lain-lain :
    a. Sangat Setuju (SS)
    b. Setuju (S)
    c. Normal (N)
    d. Tidak Setuju (TS)
    e. Sangat Tidak Setuju (STS)

LAMPIRAN B

TABULASI HASIL PRA SURVEY

NO.	FAKTOR	JUMLAH	%
1	Praktis (kecil, ringan, mudah dibawa kemana saja)	30	100
2	Audio (tidak membutuhkan peralatan audio yang mahal	29	96,67
3	VCD (tidak memiliki CD/VCD Player)	20	66,67
4	Mudah (mudah diperoleh di seluruh toko kaset)	27	90
5	Kolcksi (ingin mcngkolcksi album dari artis yang disukai)	25	83,33
6	Jernih (kejernihan suaranya)	21	70
7	Trend (ingin mengikuti trend lagu)	24	80
8	Jumlah (jumlah lagu lebih banyak dari pada CD/VCD yang orisinil/asli)	16	53,33
9	Judul (dapat melihat judul lagunya terlebih dahulu)	18	60
10	Harga (harga kaset lebih murah dari pada CD/VCD orisinil/asli)	26	86,67
11	Diskon (sedang berlangsungnya diskon di toko kaset)	28	93,33
12	Bonus (toko kaset memberikan bonus seperti stiker, poster, kalender, T-Shirt, foto artis, dan lain-lain)	22	73,33
13	Produksi (siapa yang memproduksi kaset,misal BMG, Studio, dan lain-lain)	10	33,33
14	Cover (cover yang dibuat menarik)	5	16,67

Dari 14 variabel diatas dipilih 12 variabel , yaitu variabel yang memiliki persentase lebih atau di atas 50% (praktis, audio, VCD, mudah, koleksi, jernih, trend, jumlah, judul, harga, diskon, bonus).

	praktis	audio	vcd	mudah	koleksi	jernih	trend
1	3	4	1	3	2	3	3
2	4	5	2	3	4	4	4
3	4	4	2	4	3	4	4
4	4	4	2	4	2	2	4
5	4	4	2	4	4	2	4
6	5	5	2	5	4	4	3
7	5	5	1	4	3	1	2
8	5	5	4	5	4	4	4
9	3	4	5	2	5	2	4
10	3	4	5	3	4	3	4
11	2	4	2	2	3	5	3
12	4	4	5	5	2	3	4
13	4	4	5	5	1	3	4
14	5	4	4	5	5	4	5
15	4	5	4	4	4	5	5
16	4	4	4	5	5	5	5
17	5	5	3	4	4	5	4
18	4	3	4	5	5	5	5
19	2	1	1	1	3	2	4
20	3	2	3	4	4	5	3
21	4	3	4	4	2	2	3
22	5	5	2	5	5	3	2
23	5	4	1	5	4	5	1
24	5	5	3	5	5	3	5
25	5	4	4	5	4	3	4
26	4	3	4	4	3	3	5
27	4	4	1	5	4	2	4
28	4	5	4	5	5	4	4
29	5	5	2	5	5	5	4
30	4	4	2	4	4	5	5
31	3	5	3	5	4	2	5
32	4	5	3	5	4	2	1
33	5	5	3	5	4	1	5
34	4	3	3	5	4	1	5
35	4	3	3	4	5	1	4
36	3	3	3	3	5	3	4
37	3	4	2	3	5	3	4
38	5	3	3	3	3	5	4
39	5	3	5	4	3	5	3

	jumlah	judul	harga	diskon	bonus
1	3	3	3	3	3
2	3	3	4	4	4
3	4	4	4	2	3
4	2	2	4	2	2
5	2	3	2	2	2
6	4	4	2	3	2
7	3	4	2	2	2
8	5	2	4	4	5
9	2	3	5	3	4
10	3	5	4	4	4
11	2	3	5	2	4
12	3	4	2	3	4
13	3	5	2	3	4
14	4	4	5	3	4
15	5	4	4	5	5
16	3	5	4	4	4
17	2	3	4	5	5
18	4	2	4	4	4
19	1	2	3	3	3
20	4	4	2	2	4
21	2	3	4	3	3
22	2	2	5	2	2
23	5	4	5	2	1
24	5	5	5	2	4
25	3	4	4	2	2
26	2	4	5	2	4
27	4	3	5	2	4
28	4	5	4	4	4
29	5	5	5	4	4
30	3	4	4	2	2
31	3	5	2	2	5
32	2	2	3	5	5
33	2	2	3	5	5
34	2	5	3	5	3
35	4	5	5	3	3
36	4	5	5	3	3
37	1	5	5	4	4
38	4	5	5	4	4
39	4	5	4	4	4

	praktis	audio	vcd	mudah	koleksi	jernih	trend
40	5	2	4	2	3	5	1
41	5	4	4	2	1	5	1
42	5	2	4	1	2	4	2
43	5	4	2	1	5	4	2
44	4	4	2	1	2	2	5
45	4	4	5	1	1	3	5
46	4	4	5	5	3	5	3
47	3	4	5	5	5	3	5
48	3	4	5	4	4	3	1
49	2	4	5	3	1	3	2
50	2	4	4	3	5	3	3
51	5	5	4	3	5	5	3
52	5	3	4	3	5	5	5
53	5	3	4	5	5	4	2
54	3	5	2	5	3	4	5
55	4	5	1	5	3	4	5
56	5	5	1	5	4	4	4
57	4	5	3	5	4	1	5
58	3	5	3	4	4	1	3
59	3	5	3	3	1	5	5
60	2	5	3	1	2	2	4
61	1	3	3	5	5	2	4
62	1	3	5	4	5	2	5
63	5	3	5	5	4	1	2
64	4	4	4	2	4	3	2
65	3	4	4	4	3	3	3
66	5	2	3	3	5	3	3
67	5	1	3	5	2	2	4
68	5	1	2	1	4	3	4
69	5	2	2	2	4	5	4
70	5	2	1	4	5	5	1
71	4	5	5	4	5	5	1
72	4	3	5	5	3	3	3
73	4	3	5	5	3	3	3
74	5	3	5	5	3	4	3
75	5	3	3	5	3	4	4
76	5	3	4	4	4	5	4
77	3	4	4	4	5	5	4
78	3	5	4	3	4	5	4

	jumlah	judul	harga	diskon	bonus
40	1	4	2	4	1
41	1	4	2	1	1
42	3	1	1	2	5
43	3	3	4	2	3
44	3	3	4	5	3
45	3	2	1	4	2
46	5	1	3	2	5
47	4	5	3	5	5
48	5	1	4	1	5
49	3	1	4	5	1
50	3	3	4	5	2
51	2	4	2	5	4
52	2	5	2	3	4
53	1	5	5	3	4
54	1	5	5	3	2
55	5	2	5	3	2
56	5	2	1	3	2
57	3	1	1	2	3
58	5	2	5	2	3
59	4	4	5	4	3
60	4	3	5	4	3
61	4	3	2	4	1
62	4	3	3	4	1
63	2	5	5	5	4
64	2	4	4	3	1
65	3	4	5	5	5
66	2	4	5	5	1
67	3	5	3	4	3
68	3	2	4	4	3
69	4	3	2	3	2
70	4	3	2	3	2
71	4	3	2	1	1
72	1	3	1	2	2
73	1	2	3	5	3
74	4	4	1	5	3
75	2	1	2	4	5
76	3	1	3	3	4
77	3	2	3	2	5
78	3	2	3	5	4

	praktis	audio	vcd	mudah	koleksi	jernih	trend
79	3	5	3	3	4	1	2
80	3	4	3	3	4	2	4
81	3	4	3	3	4	2	3
82	5	4	3	4	5	4	1
83	5	5	3	4	5	3	5
84	5	2	5	4	5	4	3
85	5	5	5	4	5	4	4
86	5	1	5	4	3	2	4
87	4	5	5	5	5	5	4
88	4	5	4	5	5	5	4
89	4	4	4	5	2	1	5
90	4	4	4	5	4	2	5
91	5	4	4	5	1	5	4
92	4	3	2	5	1	4	4
93	5	3	1	5	5	3	2
94	5	2	1	5	4	5	1

	jumlah	judul	harga	diskon	bonus
79	5	2	5	5	4
80	5	4	5	4	5
81	5	4	5	3	5
82	5	3	3	2	1
83	2	3	2	2	2
84	4	5	4	1	3
85	4	5	4	3	4
86	4	4	4	3	4
87	3	4	4	1	4
88	5	4	5	3	4
89	5	5	3	3	5
90	3	5	5	3	5
91	3	5	5	3	5
92	2	2	5	5	5
93	3	1	1	3	5
94	4	5	5	5	5

LAMPIRAN C

Method 1 (space saver) will be used for this analysis ******

I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

ics for	Mean	Variance	Std Dev	N of Variables
CALE	43.3000	48.2862	6.9488	12

tal Statistics

Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
39.2333	43.0816	.3904	.7632
39.2333	42.3230	.4127	.7608
40.3667	40.4471	.3651	.7713
39.1667	40.7644	.4642	.7549
39.5667	40.3920	.4710	.7540
39.7667	39.6333	.4641	.7546
39.4667	42.6023	.3663	.7650
40.0667	38.9609	.5671	.7427
39.7000	42.4931	.3659	.7651
39.4667	43.6368	.3721	.7782
40.3667	41.4816	.4628	.7557
39.9000	40.9897	.4490	.7565

lity Coefficients

ses = 30.0 N of Items = 12

: .7759

LAMPIRAN D

Analysis

KMO and Bartlett's Test

leyer-Olkin Measure of Sampling y:		.511
Test of y	Approx. Chi-Square	93.810
	df	66
	Sig.	.014

Anti-image Matrices

		PRAKTIS	AUDIO	VCD	MUDAH	KOLEKSI
ge Covariance	PRAKTIS	.761	9.995E-02	.137	-.180	-3.556E-03
	AUDIO	9.995E-02	.870	1.698E-02	-.166	-4.020E-02
	VCD	.137	1.698E-02	.899	-4.961E-02	3.526E-02
	MUDAH	-.180	-.166	-4.961E-02	.792	-.122
	KOLEKSI	-3.556E-03	-4.020E-02	3.526E-02	-.122	.915
	JERNIH	-.222	-4.770E-02	-6.548E-02	9.764E-02	-5.138E-02
	TREND	.146	-.107	3.238E-02	-6.003E-02	4.290E-02
	JUMLAH	6.016E-02	-.103	3.491E-02	-.107	-.105
	JUDUL	-.133	9.456E-02	-.155	-.103	-7.702E-02
	HARGA	.138	-8.808E-02	.153	7.254E-02	-5.261E-02
	DISKON	5.733E-02	6.748E-02	-3.180E-02	3.082E-02	4.251E-02
	BONUS	-9.193E-02	4.099E-03	-.156	-.129	2.192E-02
ge Correlation	PRAKTIS	.447[a]	.123	.165	-.232	-4.262E-03
	AUDIO	.123	.567[a]	1.920E-02	-.199	-4.506E-02
	VCD	.165	1.920E-02	.345[a]	-5.879E-02	3.887E-02
	MUDAH	-.232	-.199	-5.879E-02	.549[a]	-.143
	KOLEKSI	-4.262E-03	-4.506E-02	3.887E-02	-.143	.677[a]
	JERNIH	-.272	-5.453E-02	-7.363E-02	.117	-5.728E-02
	TREND	.183	-.125	3.733E-02	-7.374E-02	4.903E-02
	JUMLAH	7.366E-02	-.118	3.931E-02	-.129	-.117
	JUDUL	-.173	.115	-.185	-.131	-9.104E-02
	HARGA	.180	-.108	.184	9.288E-02	-6.266E-02
	DISKON	6.923E-02	7.621E-02	-3.532E-02	3.648E-02	4.682E-02
	BONUS	-.118	4.919E-03	-.184	-.162	2.565E-02

Anti-image Matrices

		JERNIH	TREND	JUMLAH	JUDUL	HARGA
je Covariance	PRAKTIS	-.222	.146	6.016E-02	-.133	.138
	AUDIO	-4.770E-02	-.107	-.103	9.456E-02	-8.808E-02
	VCD	-6.548E-02	3.238E-02	3.491E-02	-.155	.153
	MUDAH	9.764E-02	-6.003E-02	-.107	-.103	7.254E-02
	KOLEKSI	-5.138E-02	4.290E-02	-.105	-7.702E-02	-5.261E-02
	JERNIH	.880	7.204E-02	-8.427E-02	-3.843E-02	1.477E-02
	TREND	7.204E-02	.837	1.952E-03	-.168	5.099E-02
	JUMLAH	-8.427E-02	1.952E-03	.877	2.766E-02	-9.772E-02
	JUDUL	-3.843E-02	-.168	2.766E-02	.782	-.271
	HARGA	1.477E-02	5.099E-02	-9.772E-02	-.271	.770
	DISKON	4.118E-02	-6.881E-02	8.878E-02	-1.160E-02	-7.579E-02
	BONUS	-3.113E-02	-.169	-8.309E-02	9.404E-02	-.169
ie Correlation	PRAKTIS	-.272	.183	7.366E-02	-.173	.180
	AUDIO	-5.453E-02	-.125	-.118	.115	-.108
	VCD	-7.363E-02	3.733E-02	3.931E-02	-.185	.184
	MUDAH	.117	-7.374E-02	-.129	-.131	9.288E-02
	KOLEKSI	-5.728E-02	4.903E-02	-.117	-9.104E-02	-6.266E-02
	JERNIH	.510[a]	8.396E-02	-9.595E-02	-4.633E-02	1.794E-02
	TREND	8.396E-02	.561[a]	2.278E-03	-.207	6.351E-02
	JUMLAH	-9.595E-02	2.278E-03	.640[a]	3.339E-02	-.119
	JUDUL	-4.633E-02	-.207	3.339E-02	.424[a]	-.349
	HARGA	1.794E-02	6.351E-02	-.119	-.349	.456[a]
	DISKON	4.624E-02	-7.923E-02	9.986E-02	-1.382E-02	-9.096E-02
	BONUS	-3.715E-02	-.206	-9.931E-02	.119	-.215

Anti-image Matrices

		DISKON	BONUS
ge Covariance	PRAKTIS	5.733E-02	-9.193E-02
	AUDIO	6.748E-02	4.099E-03
	VCD	-3.180E-02	-.156
	MUDAH	3.082E-02	-.129
	KOLEKSI	4.251E-02	2.192E-02
	JERNIH	4.118E-02	-3.113E-02
	TREND	-6.881E-02	-.169
	JUMLAH	8.878E-02	-8.309E-02
	JUDUL	-1.160E-02	9.404E-02
	HARGA	-7.579E-02	-.169
	DISKON	.901	-.156
	BONUS	-.156	.798
ge Correlation	PRAKTIS	6.923E-02	-.118
	AUDIO	7.621E-02	4.919E-03
	VCD	-3.532E-02	-.184
	MUDAH	3.648E-02	-.162
	KOLEKSI	4.682E-02	2.565E-02
	JERNIH	4.624E-02	-3.715E-02
	TREND	-7.923E-02	-.206
	JUMLAH	9.986E-02	-9.931E-02
	JUDUL	-1.382E-02	.119
	HARGA	-9.096E-02	-.215
	DISKON	.622[a]	-.183
	BONUS	-.183	.520[a]

sures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
S	1.000	.642
	1.000	.543
	1.000	.421
	1.000	.649
il	1.000	.410
	1.000	.608
	1.000	.490
l	1.000	.541
	1.000	.778
	1.000	.748
	1.000	.523
	1.000	.668

Method: Principal Component Analysis.

Total Variance Explained

ent	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1.911	17.371	17.371	1.911	17.371	17.371
	1.605	14.586	31.957	1.605	14.586	31.957
	1.276	11.600	43.557	1.276	11.600	43.557
	1.110	10.093	53.650	1.110	10.093	53.650
	1.002	9.107	62.757	1.002	9.107	62.757
	.869	7.896	70.653			
	.790	7.184	77.837			
	.757	6.885	84.722			
	.679	6.174	90.896			
	.531	4.826	95.722			
	.471	4.278	100.000			

Method: Principal Component Analysis.

Component Matrix[a]

	Component				
	1	2	3	4	5
	-3.733E-02	.696	.423	.248	-2.281E-02
	.441	6.204E-03	-.573	.139	5.046E-02
	.534	.358	-3.736E-02	.434	-.333
	.365	.378	-.163	-.317	-.179
	6.118E-03	.577	.200	-8.337E-02	.502
	.484	-.401	5.728E-02	.274	-.261
	.478	.215	-.411	-.112	.341
	.455	.117	.491	-.390	-.400
	.541	-.224	.129	-.570	.185
	.175	-.482	.452	.127	.272
	.552	-.119	.259	.391	.389

Method: Principal Component Analysis.
nponents extracted.

Analysis

KMO and Bartlett's Test

eyer-Olkin Measure of Sampling y.		.544
Test of y	Approx. Chi-Square	84.769
	df	55
	Sig.	.006

Anti-image Matrices

		PRAKTIS	AUDIO	MUDAH	KOLEKSI	JERNIH
ge Covariance	PRAKTIS	.782	.100	-.178	-9.182E-03	-.220
	AUDIO	.100	.870	-.165	-4.094E-02	-4.673E-02
	MUDAH	-.178	-.165	.795	-.120	9.487E-02
	KOLEKSI	-9.182E-03	-4.094E-02	-.120	.916	-4.915E-02
	JERNIH	-.220	-4.673E-02	9.487E-02	-4.915E-02	.884
	TREND	.145	-.108	-5.852E-02	4.175E-02	7.491E-02
	JUMLAH	5.648E-02	-.104	-.106	-.107	-8.230E-02
	JUDUL	-.117	.101	-.116	-7.356E-02	-5.177E-02
	HARGA	.122	-9.418E-02	8.409E-02	-6.074E-02	2.695E-02
	DISKON	6.399E-02	6.819E-02	2.920E-02	4.388E-02	3.912E-02
	BONUS	-7.260E-02	7.292E-03	-.143	2.906E-02	-4.421E-02
ge Correlation	PRAKTIS	.496[a]	.121	-.225	-1.085E-02	-.264
	AUDIO	.121	.562[a]	-.199	-4.585E-02	-5.327E-02
	MUDAH	-.225	-.199	.541[a]	-.141	.113
	KOLEKSI	-1.085E-02	-4.585E-02	-.141	.680[a]	-5.460E-02
	JERNIH	-.264	-5.327E-02	.113	-5.460E-02	.523[a]
	TREND	.179	-.126	-7.172E-02	4.765E-02	8.701E-02
	JUMLAH	6.815E-02	-.119	-.127	-.119	-9.338E-02
	JUDUL	-.147	.120	-.145	-8.539E-02	-6.117E-02
	HARGA	.155	-.113	.106	-7.107E-02	3.210E-02
	DISKON	7.617E-02	7.695E-02	3.449E-02	4.826E-02	4.379E-02
	BONUS	-9.031E-02	8.600E-03	-.176	3.340E-02	-5.172E-02

Anti-image Matrices

		TREND	JUMLAH	JUDUL	HARGA
ge Covariance	PRAKTIS	.145	5.648E-02	-.117	.122
	AUDIO	-.108	-.104	.101	-9.418E-02
	MUDAH	-5.852E-02	-.106	-.116	8.409E-02
	KOLEKSI	4.175E-02	-.107	-7.356E-02	-6.074E-02
	JERNIH	7.491E-02	-8.230E-02	-5.177E-02	2.695E-02
	TREND	.838	6.965E-04	-.168	4.714E-02
	JUMLAH	6.965E-04	.878	3.493E-02	-.107
	JUDUL	-.168	3.493E-02	.810	-.262
	HARGA	4.714E-02	-.107	-.262	.797
	DISKON	-6.784E-02	9.027E-02	-1.772E-02	-7.293E-02
	BONUS	-.169	-7.986E-02	7.195E-02	-.152
ge Correlation	PRAKTIS	.179	6.815E-02	-.147	.155
	AUDIO	-.126	-.119	.120	-.113
	MUDAH	-7.172E-02	-.127	-.145	.106
	KOLEKSI	4.765E-02	-.119	-8.539E-02	-7.107E-02
	JERNIH	8.701E-02	-9.338E-02	-6.117E-02	3.210E-02
	TREND	.567[a]	8.118E-04	-.204	5.767E-02
	JUMLAH	8.118E-04	.640[a]	4.141E-02	-.128
	JUDUL	-.204	4.141E-02	.460[a]	-.326
	HARGA	5.767E-02	-.128	-.326	.509[a]
	DISKON	-7.801E-02	.101	-2.073E-02	-8.598E-02
	BONUS	-.203	-9.374E-02	8.796E-02	-.188

Anti-image Matrices

		DISKON	BONUS
age Covariance	PRAKTIS	6.399E-02	-7.260E-02
	AUDIO	6.819E-02	7.292E-03
	MUDAH	2.920E-02	-.143
	KOLEKSI	4.388E-02	2.906E-02
	JERNIH	3.912E-02	-4.421E-02
	TREND	-6.784E-02	-.169
	JUMLAH	9.027E-02	-7.986E-02
	JUDUL	-1.772E-02	7.195E-02
	HARGA	-7.293E-02	-.152
	DISKON	.902	-.167
	BONUS	-.167	.826
age Correlation	PRAKTIS	7.617E-02	-9.031E-02
	AUDIO	7.695E-02	8.600E-03
	MUDAH	3.449E-02	-.176
	KOLEKSI	4.826E-02	3.340E-02
	JERNIH	4.379E-02	-5.172E-02
	TREND	-7.801E-02	-.203
	JUMLAH	.101	-9.374E-02
	JUDUL	-2.073E-02	8.796E-02
	HARGA	-8.598E-02	-.188
	DISKON	.603[a]	-.193
	BONUS	-.193	.553[a]

asures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IS	1.000	.727
	1.000	.544
I	1.000	.713
SI	1.000	.435
I	1.000	.632
	1.000	.542
H	1.000	.572
	1.000	.773
	1.000	.718
N	1.000	.557
	1.000	.691

Method: Principal Component Analysis.

Total Variance Explained

ent	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1.924	16.034	16.034	1.924	16.034	16.034
	1.609	13.410	29.444	1.609	13.410	29.444
	1.330	11.087	40.531	1.330	11.087	40.531
	1.155	9.621	50.152	1.155	9.621	50.152
	1.002	8.353	58.506	1.002	8.353	58.506
	.961	8.010	66.515			
	.865	7.211	73.726			
	.789	6.575	80.301			
	.749	6.241	86.542			
	.679	5.659	92.201			
	.513	4.279	96.480			
	.422	3.520	100.000			

Method: Principal Component Analysis.

Component Matrix[a]

	Component				
	1	2	3	4	5
3	-4.953E-02	.683	.414	1.741E-02	2.906E-02
	.424	3.888E-02	-.524	.292	4.638E-02
	.172	-.117	.463	.396	-8.655E-02
	.532	.363	4.908E-02	.381	-.293
1	.344	.400	-.207	-.216	-.205
	4.523E-03	.563	.238	-8.142E-02	.477
	.495	-.391	4.672E-02	.187	-.234
1	.456	.247	-.413	2.795E-02	.318
	.466	.111	.397	-.458	-.425
	.523	-.188	-.107	-.633	.168
	.197	-.491	.375	-9.344E-02	.306
	.573	-.126	.295	.241	.422

Method: Principal Component Analysis.
mponents extracted.

Analysis

KMO and Bartlett's Test

eyer-Olkin Measure of Sampling y.		.579
Test of y	Approx. Chi-Square	66.363
	df	45
	Sig.	.021

Anti-image Matrices

		PRAKTIS	AUDIO	MUDAH	KOLEKSI	JERNIH
ge Covariance	PRAKTIS	.799	.119	-.203	-2.036E-02	-.233
	AUDIO	.119	.883	-.156	-3.247E-02	-4.102E-02
	MUDAH	-.203	-.156	.812	-.135	8.965E-02
	KOLEKSI	-2.036E-02	-3.247E-02	-.135	.923	-5.446E-02
	JERNIH	-.233	-4.102E-02	8.965E-02	-5.446E-02	.888
	TREND	.129	-9.199E-02	-8.808E-02	2.784E-02	6.720E-02
	JUMLAH	6.298E-02	-.110	-.103	-.104	-8.051E-02
	HARGA	9.657E-02	-6.986E-02	5.315E-02	-9.524E-02	1.148E-02
	DISKON	6.281E-02	7.147E-02	2.724E-02	4.260E-02	3.815E-02
	BONUS	-6.410E-02	-1.716E-03	-.136	3.614E-02	-4.007E-02
ge Correlation	PRAKTIS	.497[a]	.142	-.252	-2.371E-02	-.276
	AUDIO	.142	.617[a]	-.185	-3.597E-02	-4.633E-02
	MUDAH	-.252	-.185	.533[a]	-.156	.106
	KOLEKSI	-2.371E-02	-3.597E-02	-.156	.639[a]	-6.016E-02
	JERNIH	-.276	-4.633E-02	.106	-6.016E-02	.520[a]
	TREND	.154	-.105	-.105	3.099E-02	7.628E-02
	JUMLAH	7.510E-02	-.125	-.122	-.116	-9.110E-02
	HARGA	.114	-7.873E-02	6.248E-02	-.105	1.290E-02
	DISKON	7.394E-02	8.004E-02	3.183E-02	4.667E-02	4.261E-02
	BONUS	-7.856E-02	-2.002E-03	-.166	4.122E-02	-4.661E-02

Anti-image Matrices

		TREND	JUMLAH	HARGA	DISKON	BONUS
age Covariance	PRAKTIS	.129	6.298E-02	9.657E-02	6.281E-02	-6.410E-02
	AUDIO	-9.199E-02	-.110	-6.986E-02	7.147E-02	-1.716E-03
	MUDAH	-8.808E-02	-.103	5.315E-02	2.724E-02	-.136
	KOLEKSI	2.784E-02	-.104	-9.524E-02	4.260E-02	3.614E-02
	JERNIH	6.720E-02	-8.051E-02	1.148E-02	3.815E-02	-4.007E-02
	TREND	.874	8.301E-03	-8.359E-03	-7.465E-02	-.162
	JUMLAH	8.301E-03	.880	-.108	9.123E-02	-8.375E-02
	HARGA	-8.359E-03	-.108	.892	-8.803E-02	-.145
	DISKON	-7.465E-02	9.123E-02	-8.803E-02	.903	-.167
	BONUS	-.162	-8.375E-02	-.145	-.167	.833
age Correlation	PRAKTIS	.154	7.510E-02	.114	7.394E-02	-7.856E-02
	AUDIO	-.105	-.125	-7.873E-02	8.004E-02	-2.002E-03
	MUDAH	-.105	-.122	6.248E-02	3.183E-02	-.166
	KOLEKSI	3.099E-02	-.116	-.105	4.667E-02	4.122E-02
	JERNIH	7.628E-02	-9.110E-02	1.290E-02	4.261E-02	-4.661E-02
	TREND	.642[a]	9.464E-03	-9.465E-03	-8.402E-02	-.190
	JUMLAH	9.464E-03	.644[a]	-.122	.102	-9.785E-02
	HARGA	-9.465E-03	-.122	.622[a]	-9.811E-02	-.169
	DISKON	-8.402E-02	.102	-9.811E-02	.591[a]	-.192
	BONUS	-.190	-9.785E-02	-.169	-.192	.587[a]

asures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IS	1.000	.715
	1.000	.490
I	1.000	.687
SI	1.000	.362
I	1.000	.538
	1.000	.528
H	1.000	.491
\	1.000	.646
N	1.000	.580
;	1.000	.640

Method: Principal Component Analysis.

Total Variance Explained

nent	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1.813	18.134	18.134	1.813	18.134	18.134
	1.597	15.973	34.107	1.597	15.973	34.107
	1.206	12.064	46.171	1.206	12.064	46.171
	1.060	10.599	56.770	1.060	10.599	56.770
	.904	9.042	65.812			
	.793	7.932	73.745			
	.758	7.575	81.320			
	.727	7.266	88.586			
	.612	6.120	94.705			
	.529	5.295	100.000			

ı Method: Principal Component Analysis.

Component Matrix[a]

	Component			
	1	2	3	4
IS	-.161	.660	.497	-8.422E-02
	.529	9.894E-02	-.396	-.206
I	.505	.416	.168	-.480
SI	.323	.414	-.226	.188
I	-7.164E-02	.563	.238	.399
	.503	-.358	.130	-.361
-I	.519	.297	-.290	.224
	.494	-.199	-6.900E-02	.597
ı	.191	-.482	.518	.208
	.583	-5.702E-02	.541	6.185E-02

ı Method: Principal Component Analysis.
ımponents extracted.

Analysis

KMO and Bartlett's Test

Meyer-Olkin Measure of Sampling Adequacy.		.608
Bartlett's Test of Sphericity	Approx. Chi-Square	46.643
	df	36
	Sig.	.110

Anti-image Matrices

		AUDIO	MUDAH	KOLEKSI	JERNIH	TREND
Image Covariance	AUDIO	.901	-.137	-3.006E-02	-7.039E-03	-.116
	MUDAH	-.137	.867	-.149	3.527E-02	-6.048E-02
	KOLEKSI	-3.006E-02	-.149	.924	-6.542E-02	3.191E-02
	JERNIH	-7.039E-03	3.527E-02	-6.542E-02	.961	.116
	TREND	-.116	-6.048E-02	3.191E-02	.116	.896
	JUMLAH	-.122	-9.371E-02	-.103	-6.769E-02	-1.926E-03
	HARGA	-8.709E-02	8.405E-02	-9.406E-02	4.346E-02	-2.486E-02
	DISKON	6.374E-02	4.638E-02	4.447E-02	6.145E-02	-8.735E-02
	BONUS	8.030E-03	-.164	3.474E-02	-6.400E-02	-.156
Image Correlation	AUDIO	.653[a]	-.155	-3.296E-02	-7.564E-03	-.129
	MUDAH	-.155	.594[a]	-.167	3.864E-02	-6.865E-02
	KOLEKSI	-3.296E-02	-.167	.616[a]	-6.944E-02	3.509E-02
	JERNIH	-7.564E-03	3.864E-02	-6.944E-02	.504[a]	.125
	TREND	-.129	-6.865E-02	3.509E-02	.125	.635[a]
	JUMLAH	-.137	-.107	-.114	-7.340E-02	-2.164E-03
	HARGA	-9.652E-02	9.497E-02	-.103	4.663E-02	-2.764E-02
	DISKON	7.048E-02	5.229E-02	4.857E-02	6.579E-02	-9.686E-02
	BONUS	9.242E-03	-.192	3.949E-02	-7.132E-02	-.180

Anti-image Matrices

		JUMLAH	HARGA	DISKON	BONUS
ıge Covariance	AUDIO	-.122	-8.709E-02	6.374E-02	8.030E-03
	MUDAH	-9.371E-02	8.405E-02	4.638E-02	-.164
	KOLEKSI	-.103	-9.406E-02	4.447E-02	3.474E-02
	JERNIH	-6.769E-02	4.346E-02	6.145E-02	-6.400E-02
	TREND	-1.926E-03	-2.486E-02	-8.735E-02	-.156
	JUMLAH	.885	-.118	8.724E-02	-7.964E-02
	HARGA	-.118	.904	-9.742E-02	-.140
	DISKON	8.724E-02	-9.742E-02	.908	-.164
	BONUS	-7.964E-02	-.140	-.164	.838
ıge Correlation	AUDIO	-.137	-9.652E-02	7.048E-02	9.242E-03
	MUDAH	-.107	9.497E-02	5.229E-02	-.192
	KOLEKSI	-.114	-.103	4.857E-02	3.949E-02
	JERNIH	-7.340E-02	4.663E-02	6.579E-02	-7.132E-02
	TREND	-2.164E-03	-2.764E-02	-9.686E-02	-.180
	JUMLAH	.665[a]	-.131	9.735E-02	-9.250E-02
	HARGA	-.131	.583[a]	-.108	-.161
	DISKON	9.735E-02	-.108	.568[a]	-.188
	BONUS	-9.250E-02	-.161	-.188	.589[a]

ısures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
	1.000	.422
	1.000	.495
SI	1.000	.363
	1.000	.474
	1.000	.523
-I	1.000	.451
	1.000	.488
I	1.000	.564
	1.000	.514

Method: Principal Component Analysis.

Total Variance Explained

ıent	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1.806	20.072	20.072	1.806	20.072	20.072
	1.420	15.774	35.845	1.420	15.774	35.845
	1.067	11.854	47.699	1.067	11.854	47.699
	.963	10.699	58.398			
	.901	10.011	68.409			
	.791	8.787	77.196			
	.748	8.310	85.505			
	.709	7.879	93.384			
	.595	6.616	100.000			

Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
	.527	-.210	-.316
	.561	-.208	-.370
SI	.366	-.453	.155
	4.740E-03	-.426	.541
	.457	.438	-.350
+	.542	-.364	.157
	.463	.191	.487
	.141	.676	.295
	.585	.357	.210

Method: Principal Component Analysis.
mponents extracted.

Analysis

KMO and Bartlett's Test

leyer-Olkin Measure of Sampling cy.		.617
Test of ty	Approx. Chi-Square	43.277
	df	28
	Sig.	.033

Anti-image Matrices

		AUDIO	MUDAH	KOLEKSI	TREND	JUMLAH
ge Covariance	AUDIO	.901	-.137	-3.069E-02	-.117	-.123
	MUDAH	-.137	.868	-.148	-6.588E-02	-9.186E-02
	KOLEKSI	-3.069E-02	-.148	.928	4.066E-02	-.109
	TREND	-.117	-6.588E-02	4.066E-02	.910	6.395E-03
	JUMLAH	-.123	-9.186E-02	-.109	6.395E-03	.890
	HARGA	-8.697E-02	8.276E-02	-9.174E-02	-3.067E-02	-.115
	DISKON	6.447E-02	4.438E-02	4.910E-02	-9.671E-02	9.247E-02
	BONUS	7.601E-03	-.162	3.068E-02	-.152	-8.503E-02
ge Correlation	AUDIO	.652[a]	-.155	-3.356E-02	-.129	-.138
	MUDAH	-.155	.601[a]	-.165	-7.413E-02	-.105
	KOLEKSI	-3.356E-02	-.165	.615[a]	4.424E-02	-.120
	TREND	-.129	-7.413E-02	4.424E-02	.651[a]	7.107E-03
	JUMLAH	-.138	-.105	-.120	7.107E-03	.662[a]
	HARGA	-9.627E-02	9.334E-02	-.100	-3.378E-02	-.129
	DISKON	7.113E-02	4.989E-02	5.338E-02	-.106	.103
	BONUS	8.725E-03	-.190	3.471E-02	-.173	-9.824E-02

Anti-image Matrices

		HARGA	DISKON	BONUS
age Covariance	AUDIO	-8.697E-02	6.447E-02	7.601E-03
	MUDAH	8.276E-02	4.438E-02	-.162
	KOLEKSI	-9.174E-02	4.910E-02	3.068E-02
	TREND	-3.067E-02	-9.671E-02	-.152
	JUMLAH	-.115	9.247E-02	-8.503E-02
	HARGA	.906	-.101	-.138
	DISKON	-.101	.912	-.161
	BONUS	-.138	-.161	.842
age Correlation	AUDIO	-9.627E-02	7.113E-02	8.725E-03
	MUDAH	9.334E-02	4.989E-02	-.190
	KOLEKSI	-.100	5.338E-02	3.471E-02
	TREND	-3.378E-02	-.106	-.173
	JUMLAH	-.129	.103	-9.824E-02
	HARGA	.591[a]	-.111	-.159
	DISKON	-.111	.555[a]	-.184
	BONUS	-.159	-.184	.605[a]

asures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
	1.000	.386
	1.000	.564
SI	1.000	.437
	1.000	.539
H	1.000	.471
	1.000	.705
N	1.000	.563
	1.000	.527

n Method: Principal Component Analysis.

Total Variance Explained

nent	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1.806	22.580	22.580	1.806	22.580	22.580
	1.362	17.026	39.606	1.362	17.026	39.606
	1.023	12.784	52.391	1.023	12.784	52.391
	.918	11.477	63.868			
	.819	10.235	74.103			
	.749	9.363	83.466			
	.709	8.865	92.331			
	.613	7.669	100.000			

n Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
O	.527	-.257	-.206
AH	.561	-.253	-.430
EKSI	.365	-.454	.312
ND	.458	.393	-.418
AH	.542	-.348	.237
BA	.463	.216	.666
ON	.142	.722	.144
JS	.585	.426	-5.046E-02

ion Method: Principal Component Analysis.
components extracted.

Analysis

Communalities

	Initial	Extraction
	1.000	.386
	1.000	.564
	1.000	.437
	1.000	.539
	1.000	.471
	1.000	.705
	1.000	.563
	1.000	.527

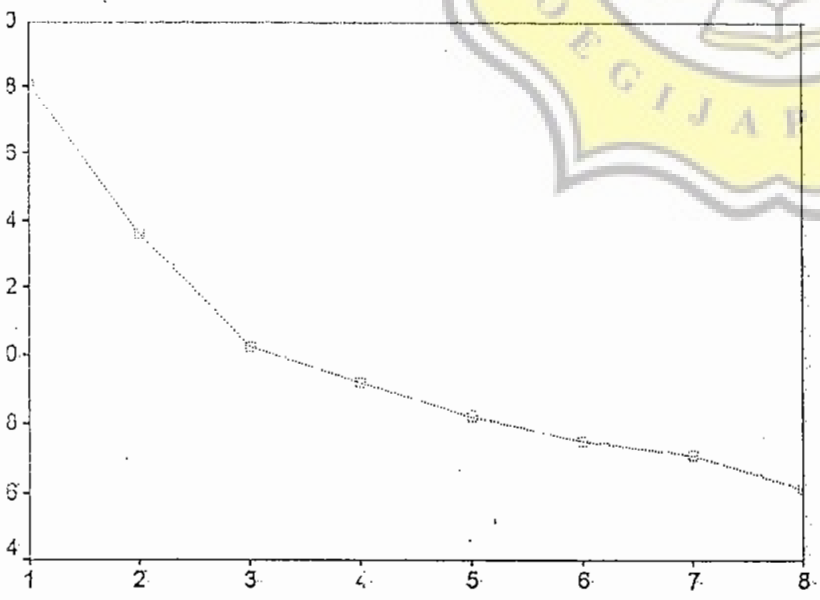
Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
ent	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1.806	22.580	22.580	1.806	22.580	22.580
	1.362	17.026	39.606	1.362	17.026	39.606
	1.023	12.784	52.391	1.023	12.784	52.391
	.918	11.477	63.868			
	.819	10.235	74.103			
	.749	9.363	83.466			
	.709	8.865	92.331			
	.613	7.669	100.000			

Method: Principal Component Analysis.

Scree Plot



Component Matrix[a]

	Component		
	1	2	3
'	.527	-.257	-.206
H	.561	-.253	-.430
KSI	.365	-.454	.312
)	.458	.393	-.418
\H	.542	-.348	.237
A	.433	.216	.666
N	.112	.722	.144
S	.535	.426	-5.046E-02

n Method: Principal Component Analysis.
omponents extracted.

r Analysis

Communalities

	Initial	Extraction
D	1.000	.386
AH	1.000	.564
KSI	1.000	.437
D	1.000	.539
AH	1.000	.471
SA	1.000	.705
DN	1.000	.563
IS	1.000	.527

on Method: Principal Component Analysis.

Total Variance Explained

onent	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
	1.806	22.580	22.580
	1.362	17.026	39.606
	1.023	12.784	52.391
	.918	11.477	63.868
	.819	10.235	74.103
	.749	9.363	83.466
	.709	8.865	92.331
	.613	7.669	100.000

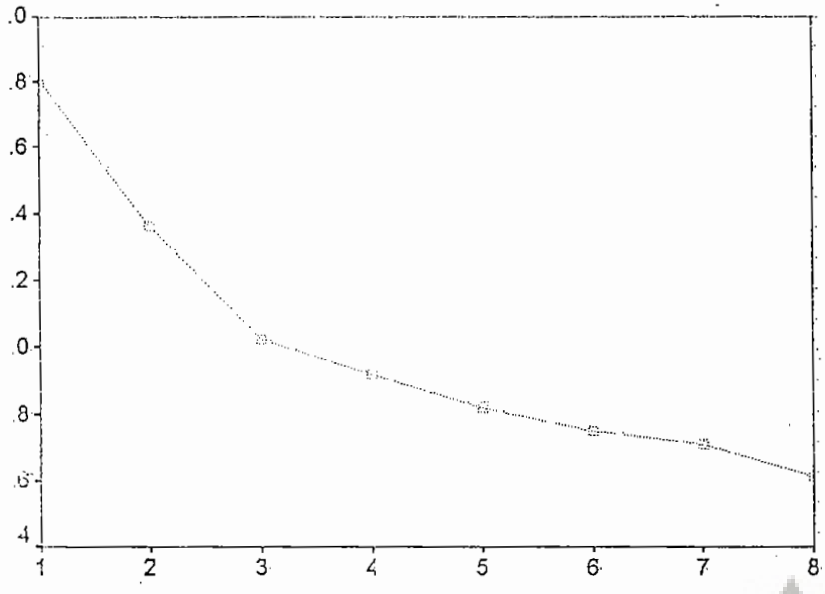
on Method: Principal Component Analysis.

Total Variance Explained

onent	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1.806	22.580	22.580	1.460	18.255	18.255
	1.362	17.026	39.606	1.397	17.462	35.716
	1.023	12.784	52.391	1.334	16.674	52.391

n Method: Principal Component Analysis.

Scree Plot



Component Number

Component Matrix[a]

	Component		
	1	2	3
	.527	-.257	-.206
	.561	-.253	-.430
3l	.363	-.454	.312
	.453	.393	-.418
4	.542	-.348	.237
	.463	.216	.666
5	.142	.722	.144
	.585	.426	-5.046E-02

Method: Principal Component Analysis.
mponents extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
	5.842E-03	.564	.260
	-3.627E-03	.741	.119
3l	-.176	.150	.619
	.503	.490	-.203
4	-8.948E-03	.291	.621
	.497	-.211	.643
	.712	-.200	-.122
	.645	.311	.116

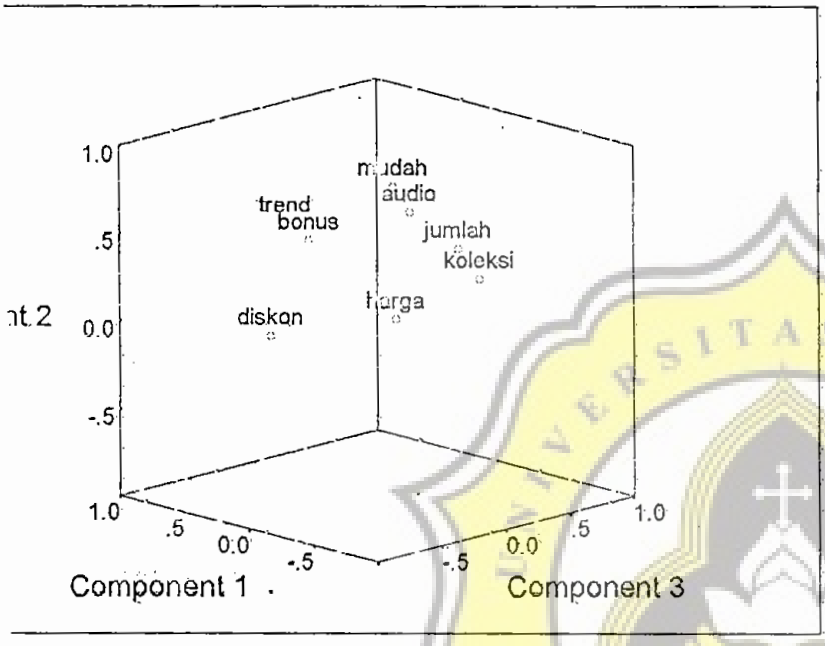
Method: Principal Component Analysis.
Method: Varimax with Kaiser Normalization.
tion converged in 10 iterations.

Component Transformation Matrix

onent	1	2	3
	.484	.668	.566
	.866	-.270	-.422
	.129	-.694	.709

n Method: Principal Component Analysis.
Method: Varimax with Kaiser Normalization.

nponent Plot in Rotated Space



LAMPIRAN E

TABEL NILAI-NILAI r PRODUCT MOMENT

N	Taraf Signif 5%	Taraf Signif 1%	N	Taraf Signif 5%	Taraf Signif 1%	N	Taraf Signif 5%	Taraf Signif 1%
3	0,997	0,999	26	0,388	0,496	55	0,266	0,345
4	0,950	0,990	27	0,381	0,487	60	0,254	0,330
5	0,878	0,959	28	0,374	0,478	65	0,244	0,317
			29	0,367	0,470	70	0,235	0,306
6	0,811	0,917	30	0,361	0,463	75	0,227	0,296
7	0,754	0,874						
8	0,707	0,834	31	0,355	0,456	80	0,220	0,286
9	0,666	0,798	32	0,349	0,449	85	0,213	0,278
10	0,632	0,765	33	0,344	0,442	90	0,207	0,270
			34	0,339	0,436	95	0,202	0,263
11	0,602	0,735	35	0,334	0,430	100	0,195	0,256
12	0,576	0,708						
13	0,553	0,684	36	0,329	0,424	125	0,176	0,230
14	0,532	0,661	37	0,325	0,418	150	0,159	0,210
15	0,514	0,641	38	0,320	0,413	175	0,148	0,194
			39	0,316	0,408	200	0,138	0,181
16	0,497	0,623	40	0,312	0,403	300	0,113	0,148
17	0,482	0,606						
18	0,468	0,590	41	0,308	0,398	400	0,098	0,128
19	0,456	0,575	42	0,304	0,393	500	0,088	0,115
20	0,444	0,561	43	0,301	0,389			
			44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537						
23	0,413	0,526	46	0,291	0,376	800	0,070	0,091
24	0,404	0,515	47	0,288	0,372	900	0,065	0,086
25	0,396	0,505	48	0,284	0,368			
			49	0,281	0,364	1000	0,062	0,081
			50	0,279	0,361			

LAMPIRAN F

IDENTITAS RESPONDEN						
NO	TOKO KASET BULLETIN		TOKO KASET DISC TARA		TOKO KASET BIG BANG	
	J. KELAMIN	UMUR	J. KELAMIN	UMUR	J. KELAMIN	UMUR
1	L	22	L	25	P	25
2	L	21	P	26	P	23
3	L	35	P	22	P	24
4	P	33	L	22	L	25
5	P	22	L	24	L	20
6	L	20	L	24	L	22
7	P	19	P	25	P	18
8	P	23	L	23	L	16
9	L	23	P	33	L	15
10	P	25	P	31	L	16
11	P	25	P	31	P	15
12	P	22	P	32	P	15
13	P	22	L	35	L	17
14	L	22	L	34	P	17
15	L	21	L	36	P	20
16	P	21	P	20	P	30
17	L	20	L	19	L	30
18	P	19	P	19	L	17
19	L	19	L	17	P	17
20	P	33	P	17	P	18
21	L	34	L	18	P	18
22	L	30	P	18	L	18
23	P	23	L	16	L	22
24	P	31	P	33	L	22
25	P	30	P	22	L	18
26	P	25	P	20	L	17
27	L	18			P	19
28	L	17			P	20
29	L	17			P	20
30	L	18			L	22
31	L	17			P	22
32	L	22			L	22
33	P	33			P	35
34					L	22
35					L	36