



DAFTAR PERTANYAAN PRA SURVEY

I. Jawablah pertanyaan-pertanyaan berikut di bawah ini .

1. Bagaimana menurut pendapat anda secara umum mengenai :
 - a. Bahan – bahan yang digunakan oleh salon tersebut (secara tradisional / modern)

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- b. Suasana salon

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- c. Alasan anda pergi ke salon

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.....
.....

- d. Beberapa kali anda pergi ke salon

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.....
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2. Menurut anda harga yang ditawarkan sesuai dengan pelayanan yang diterima ?

(Ya / Tidak)

Alasan

.....
.....

DAFTAR KUESIONER UNTUK KONSUMEN

I. Petunjuk : Isilah pertanyaan – pertanyaan di bawah ini pada tempat yang telah disediakan.

A. IDENTITAS RESPONDEN

1. Umur :
2. Kunjungan ke berapa :
3. Rata - rata kunjungan ke Spa/bulan :
4. Rata – rata pengeluaran dalam 1 kali kunjungan ke Spa :
5. Manakah dari Spa ini yang anda kunjungi :
 - a. Spa Susan, berapa kali :
 - b. Spa Martha Tilaar, berapa kali :
 - c. Spa Odiseus, berapa kali :

II. Petunjuk : Berilah tanda (x) silang pada salah satu jawaban yang dianggap sesuai dengan pendapat anda.

B. PRODUK

1. Kelengkapan produk yang tersedia di salon ini mendorong minat anda untuk pergi ke Spa.
 - a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju
2. Bahan kosmetik yang digunakan sesuai dengan kebutuhan anda (aroma, bahan tradisional/modern).
 - a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju
3. Alat yang digunakan di Spa ini cukup lengkap.
 - a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju
4. Produk yang tersedia dalam bentuk paket sesuai dengan kebutuhan anda.
 - a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju

C. HARGA

5. Biaya perawatan di Spa sesuai dengan program yang ditawarkan.
- a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju
6. Dengan adanya diskon, akan menarik minat anda untuk pergi ke Spa.
- a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju

D. PELAYANAN

7. Konsultasi dengan dokter kecantikan cukup membantu masalah yang dihadapi konsumen.
- a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju
8. Tenaga kerja memiliki keahlian atau ketrampilan dalam melayani konsumen.
- a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju
9. Dengan penataan ruang yang artistik membuat anda nyaman untuk melakukan perawatan.
- a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju
10. Menurut anda, dengan tempat yang bersih anda merasa betah untuk melakukan perawatan.
- a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju
11. Dalam melayani pelanggan, pegawai bersikap ramah dan sopan.
- a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju
12. Untuk memperpanjang jam kerja, Spa tetap buka pada hari Minggu dan Hari Besar
- a. Sangat Setuju
 - b. Setuju
 - c. Tidak Setuju
 - d. Sangat Tidak Setuju

13. Waktu perawatan sesuai dengan jam yang telah ditetapkan.

- a. Sangat Setuju
- b. Setuju
- c. Tidak Setuju
- d. Sangat Tidak Setuju

E. LOKASI

14. Lokasi yang strategis, mendorong minat anda untuk pergi ke Spa.

- a. Sangat Setuju
- b. Setuju
- c. Tidak Setuju
- d. Sangat Tidak Setuju

15. Dengan adanya fasilitas transportasi, maka akan memudahkan anda untuk menjangkau lokasi tersebut.

- a. Sangat Setuju
- b. Setuju
- c. Tidak Setuju
- d. Sangat Tidak Setuju





| | | x01 | x02 | x03 | x04 | x05 | x06 | x07 | x08 | x09 | x10 | x11 | x12 | x13 | x14 | x15 | vx1 | vx2 | |
|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|
| 2 | 1 | 1 | 4 | 3 | 4 | 3 | 2 | 2 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 14 | 4 |
| 3 | 2 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 13 | 6 |
| 4 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 13 | 5 |
| 5 | 4 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 13 | 5 |
| 6 | 5 | 5 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 15 | 4 |
| 7 | 6 | 6 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 12 | 4 |
| 8 | 7 | 7 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 12 | 4 |
| 9 | 8 | 8 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 13 | 4 |
| 0 | 9 | 9 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 4 | 2 | 4 | 4 | 3 | 2 | 3 | 3 | 11 | 4 |
| 1 | 0 | 0 | 3 | 3 | 3 | 2 | 1 | 1 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 11 | 2 |
| 2 | 1 | 1 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 11 | 4 |
| 3 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 2 | 15 | 6 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 12 | 6 |
| 5 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 11 | 5 |
| 6 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 1 | 2 | 15 | 7 |
| 7 | 6 | 6 | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 12 | 3 |
| 8 | 7 | 7 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 12 | 4 |
| 9 | 8 | 8 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 16 | 4 |
| 0 | 9 | 9 | 3 | 4 | 4 | 4 | 2 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 15 | 4 |
| 1 | 0 | 0 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 1 | 1 | 13 | 4 |
| 2 | 1 | 1 | 2 | 4 | 3 | 3 | 2 | 2 | 2 | 4 | 3 | 2 | 4 | 3 | 3 | 2 | 2 | 12 | 4 |
| 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 10 | 4 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 12 | 6 |
| 5 | 4 | 4 | 1 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 10 | 6 |
| 6 | 5 | 5 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 12 | 5 |
| 7 | 6 | 6 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 13 | 5 |
| 8 | 7 | 7 | 3 | 3 | 3 | 4 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 13 | 2 |
| 9 | 8 | 8 | 2 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 11 | 7 |
| 0 | 9 | 9 | 4 | 3 | 2 | 3 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 2 | 3 | 1 | 2 | 12 | 5 |
| 1 | 0 | 0 | 4 | 3 | 2 | 3 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 2 | 3 | 2 | 2 | 12 | 5 |
| 2 | 1 | 1 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 14 | 5 |

| | vx3 | vx4 | salon |
|---|-----|-----|---------------|
| 2 | 23 | 6 | Martha Tilaar |
| 1 | 19 | 6 | Martha Tilaar |
| 1 | 20 | 7 | Martha Tilaar |
| 5 | 20 | 4 | Martha Tilaar |
| 5 | 15 | 6 | Martha Tilaar |
| 7 | 19 | 6 | Martha Tilaar |
| 8 | 17 | 6 | Martha Tilaar |
| 9 | 22 | 6 | Martha Tilaar |
| 9 | 19 | 5 | Martha Tilaar |
| 1 | 21 | 4 | Martha Tilaar |
| 2 | 14 | 6 | Martha Tilaar |
| 3 | 20 | 4 | Martha Tilaar |
| 4 | 17 | 4 | Martha Tilaar |
| 5 | 17 | 6 | Martha Tilaar |
| 5 | 10 | 4 | Martha Tilaar |
| 7 | 12 | 4 | Martha Tilaar |
| 8 | 18 | 4 | Martha Tilaar |
| 9 | 21 | 4 | Martha Tilaar |
| 9 | 18 | 4 | Martha Tilaar |
| 1 | 23 | 4 | Martha Tilaar |
| 2 | 19 | 4 | Grand Candi |
| 3 | 17 | 6 | Grand Candi |
| 4 | 19 | 4 | Grand Candi |
| 5 | 21 | 5 | Grand Candi |
| 5 | 14 | 4 | Grand Candi |
| 7 | 9 | 5 | Grand Candi |
| 8 | 15 | 4 | Grand Candi |
| 8 | 12 | 2 | Grand Candi |
| 9 | 13 | 2 | Grand Candi |
| 1 | 16 | 4 | Grand Candi |
| 2 | 18 | 4 | Grand Candi |



| | x01 | x02 | x03 | x04 | x05 | x06 | x07 | x08 | x09 | x10 | x11 | x12 | x13 | x14 | x15 | vx1 | vx2 |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 3 | 2 | 2 | 1 | 2 | 4 | 3 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 3 | 7 | 7 |
| 4 | 3 | 4 | 1 | 3 | 4 | 4 | 3 | 4 | 1 | 3 | 4 | 1 | 3 | 1 | 2 | 11 | 8 |
| 5 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 2 | 2 | 12 | 6 |
| 6 | 2 | 3 | 3 | 2 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 10 | 7 |
| 7 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 11 | 7 |
| 8 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 10 | 6 |
| 9 | 2 | 3 | 2 | 2 | 3 | 4 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 9 | 7 |
| 0 | 2 | 1 | 1 | 2 | 3 | 3 | 2 | 2 | 1 | 2 | 3 | 2 | 2 | 2 | 2 | 6 | 6 |



| | vx3 | vx4 | salon |
|---|-----|-----|-------------|
| 3 | 12 | 5 | Grand Candi |
| 4 | 19 | 3 | Grand Candi |
| 5 | 20 | 4 | Grand Candi |
| 6 | 18 | 6 | Grand Candi |
| 7 | 19 | 6 | Grand Candi |
| 8 | 17 | 4 | Grand Candi |
| 9 | 16 | 5 | Grand Candi |
| 0 | 14 | 4 | Grand Candi |





LAMPIRAN 3

Susan

X01

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 6 | 21.4 | 21.4 | 21.4 |
| | 3 | 18 | 64.3 | 64.3 | 85.7 |
| | 2 | 3 | 10.7 | 10.7 | 96.4 |
| | 1 | 1 | 3.6 | 3.6 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |

Valid cases 28 Missing cases 0

X02

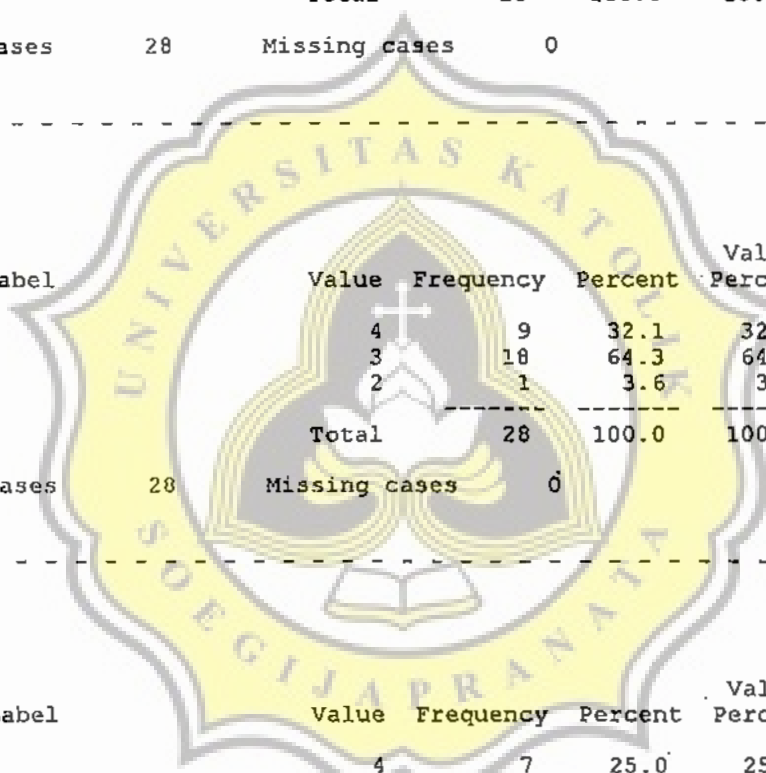
| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 9 | 32.1 | 32.1 | 32.1 |
| | 3 | 18 | 64.3 | 64.3 | 96.4 |
| | 2 | 1 | 3.6 | 3.6 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |

Valid cases 28 Missing cases 0

X03

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 7 | 25.0 | 25.0 | 25.0 |
| | 3 | 21 | 75.0 | 75.0 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |

Valid cases 28 Missing cases 0



Susan

X04

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|---------------|---------|---------------|-------------|
| | 4 | 5 | 17.9 | 17.9 | 17.9 |
| | 3 | 18 | 64.3 | 64.3 | 82.1 |
| | 2 | 5 | 17.9 | 17.9 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |
| Valid cases | 28 | Missing cases | 0 | | |

X05

give up

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|---------------|---------|---------------|-------------|
| | 4 | 1 | 3.6 | 3.6 | 3.6 |
| | 3 | 6 | 21.4 | 21.4 | 25.0 |
| | 2 | 18 | 64.3 | 64.3 | 89.3 |
| | 1 | 3 | 10.7 | 10.7 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |
| Valid cases | 28 | Missing cases | 0 | | |

X06

Aspek

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|---------------|---------|---------------|-------------|
| | 4 | 1 | 3.6 | 3.6 | 3.6 |
| | 3 | 11 | 39.3 | 39.3 | 42.9 |
| | 2 | 14 | 50.0 | 50.0 | 92.9 |
| | 1 | 2 | 7.1 | 7.1 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |
| Valid cases | 28 | Missing cases | 0 | | |

Susan

X07

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 6 | 21.4 | 21.4 | 21.4 |
| | 3 | 18 | 64.3 | 64.3 | 85.7 |
| | 2 | 3 | 10.7 | 10.7 | 96.4 |
| | 1 | 1 | 3.6 | 3.6 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |

Valid cases 28 Missing cases 0

X08

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 10 | 35.7 | 35.7 | 35.7 |
| | 3 | 17 | 60.7 | 60.7 | 96.4 |
| | 2 | 1 | 3.6 | 3.6 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |

Valid cases 28 Missing cases 0

X09

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 7 | 25.0 | 25.0 | 25.0 |
| | 3 | 20 | 71.4 | 71.4 | 96.4 |
| | 2 | 1 | 3.6 | 3.6 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |

Valid cases 28 Missing cases 0

Susan

X10

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 4 | 14.3 | 14.3 | 14.3 |
| | 3 | 22 | 78.6 | 78.6 | 92.9 |
| | 2 | 2 | 7.1 | 7.1 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |

Valid cases 28 Missing cases 0

X11

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 8 | 28.6 | 28.6 | 28.6 |
| | 3 | 18 | 64.3 | 64.3 | 92.9 |
| | 2 | 2 | 7.1 | 7.1 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |

Valid cases 28 Missing cases 0

X12

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 8 | 28.6 | 28.6 | 28.6 |
| | 3 | 20 | 71.4 | 71.4 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |

Valid cases 28 Missing cases 0

Susan

X13

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|---------------|---------|---------------|-------------|
| | 4 | 5 | 17.9 | 17.9 | 17.9 |
| | 3 | 18 | 64.3 | 64.3 | 82.1 |
| | 2 | 5 | 17.9 | 17.9 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |
| Valid cases | 28 | Missing cases | 0 | | |

X14

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|---------------|---------|---------------|-------------|
| | 4 | 7 | 25.0 | 25.0 | 25.0 |
| | 3 | 14 | 50.0 | 50.0 | 75.0 |
| | 2 | 5 | 17.9 | 17.9 | 92.9 |
| | 1 | 2 | 7.1 | 7.1 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |
| Valid cases | 28 | Missing cases | 0 | | |

X15

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|---------------|---------|---------------|-------------|
| | 4 | 5 | 17.9 | 17.9 | 17.9 |
| | 3 | 18 | 64.3 | 64.3 | 82.1 |
| | 2 | 4 | 14.3 | 14.3 | 96.4 |
| | 1 | 1 | 3.6 | 3.6 | 100.0 |
| | Total | 28 | 100.0 | 100.0 | |
| Valid cases | 28 | Missing cases | 0 | | |

Martha Tilaar

X01

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 5 | 21.7 | 21.7 | 21.7 |
| | 3 | 7 | 30.4 | 30.4 | 52.2 |
| | 2 | 8 | 34.8 | 34.8 | 87.0 |
| | 1 | 3 | 13.0 | 13.0 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |

Valid cases 23 Missing cases 0

X02

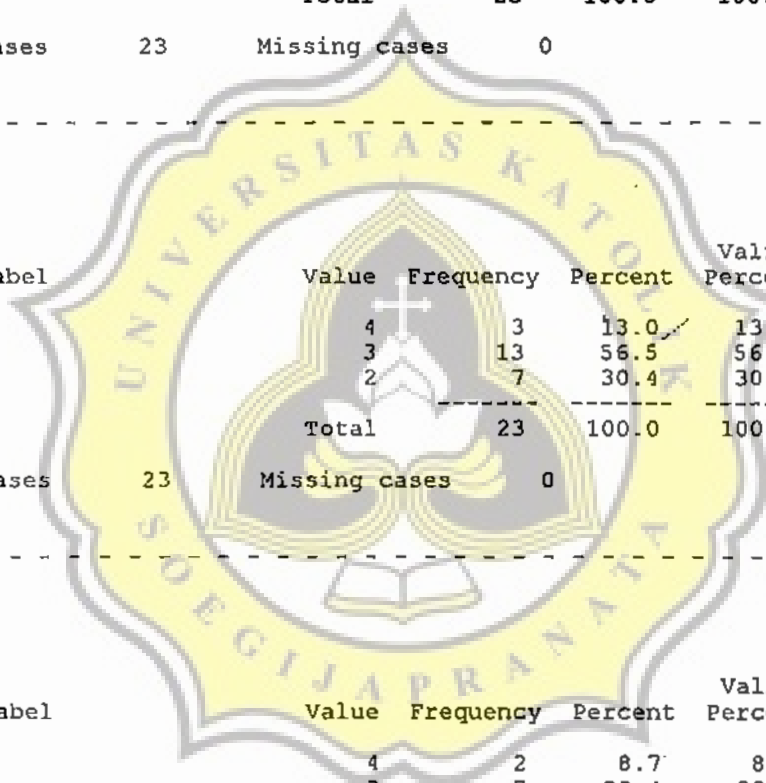
| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 3 | 13.0 | 13.0 | 13.0 |
| | 3 | 13 | 56.5 | 56.5 | 69.6 |
| | 2 | 7 | 30.4 | 30.4 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |

Valid cases 23 Missing cases 0

X03

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 2 | 8.7 | 8.7 | 8.7 |
| | 3 | 7 | 30.4 | 30.4 | 39.1 |
| | 2 | 13 | 56.5 | 56.5 | 95.7 |
| | 1 | 1 | 4.3 | 4.3 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |

Valid cases 23 Missing cases 0



Martha Tilaar

X04

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 2 | 8.7 | 8.7 | 8.7 |
| | 3 | 12 | 52.2 | 52.2 | 60.9 |
| | 2 | 9 | 39.1 | 39.1 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |

Valid cases 23 Missing cases 0

X05

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 8 | 34.8 | 34.8 | 34.8 |
| | 3 | 14 | 60.9 | 60.9 | 95.7 |
| | 2 | 1 | 4.3 | 4.3 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |

Valid cases 23 Missing cases 0

X06

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 10 | 43.5 | 43.5 | 43.5 |
| | 3 | 9 | 39.1 | 39.1 | 82.6 |
| | 2 | 4 | 17.4 | 17.4 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |

Valid cases 23 Missing cases 0

Martha Tilaar

X07

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|---------------|---------|---------------|-------------|
| | 4 | 5 | 21.7 | 21.7 | 21.7 |
| | 3 | 8 | 34.8 | 34.8 | 56.5 |
| | 2 | 7 | 30.4 | 30.4 | 87.0 |
| | 1 | 3 | 13.0 | 13.0 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |
| Valid cases | 23 | Missing cases | 0 | | |

X08

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|---------------|---------|---------------|-------------|
| | 4 | 3 | 13.0 | 13.0 | 13.0 |
| | 3 | 14 | 60.9 | 60.9 | 73.9 |
| | 2 | 6 | 26.1 | 26.1 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |
| Valid cases | 23 | Missing cases | 0 | | |

X09

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|---------------|---------|---------------|-------------|
| | 4 | 2 | 8.7 | 8.7 | 8.7 |
| | 3 | 7 | 30.4 | 30.4 | 39.1 |
| | 2 | 13 | 56.5 | 56.5 | 95.7 |
| | 1 | 1 | 4.3 | 4.3 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |
| Valid cases | 23 | Missing cases | 0 | | |

Martha Tilaar

X13

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 2 | 8.7 | 8.7 | 8.7 |
| | 3 | 13 | 56.5 | 56.5 | 65.2 |
| | 2 | 8 | 34.8 | 34.8 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |

Valid cases 23 Missing cases 0

X14

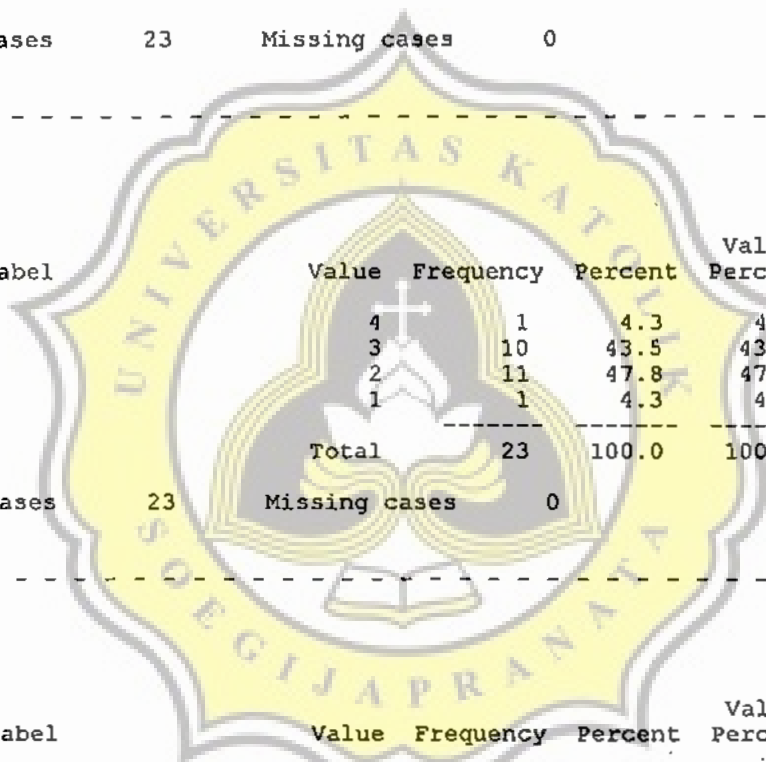
| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 1 | 4.3 | 4.3 | 4.3 |
| | 3 | 10 | 43.5 | 43.5 | 47.8 |
| | 2 | 11 | 47.8 | 47.8 | 95.7 |
| | 1 | 1 | 4.3 | 4.3 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |

Valid cases 23 Missing cases 0

X15

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 3 | 10 | 43.5 | 43.5 | 43.5 |
| | 2 | 13 | 56.5 | 56.5 | 100.0 |
| | Total | 23 | 100.0 | 100.0 | |

Valid cases 23 Missing cases 0



Grand Candi

X01

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 3 | 7 | 36.8 | 36.8 | 36.8 |
| | 2 | 8 | 42.1 | 42.1 | 78.9 |
| | 1 | 4 | 21.1 | 21.1 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0

X02

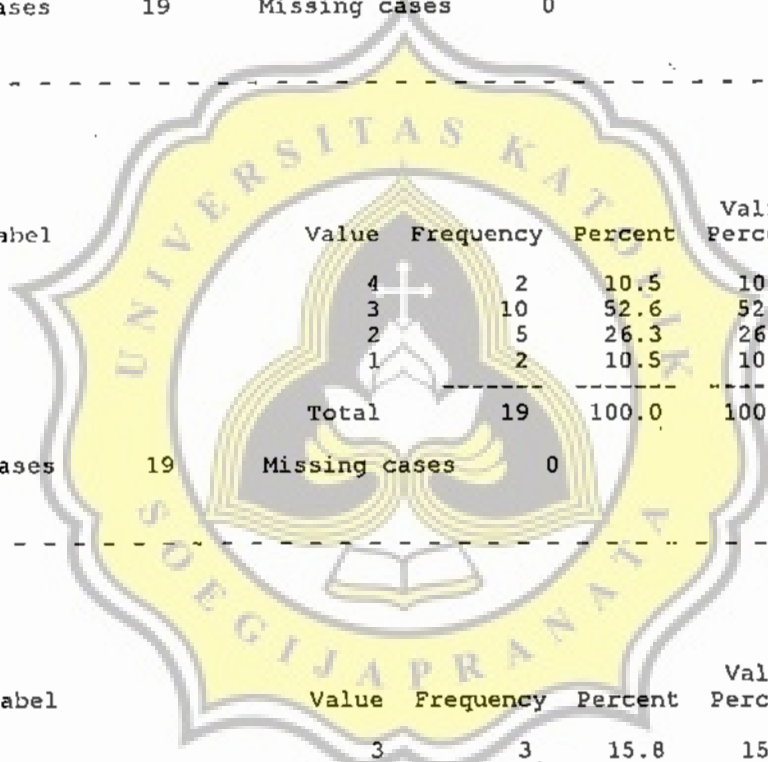
| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 2 | 10.5 | 10.5 | 10.5 |
| | 3 | 10 | 52.6 | 52.6 | 63.2 |
| | 2 | 5 | 26.3 | 26.3 | 89.5 |
| | 1 | 2 | 10.5 | 10.5 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0

X03

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 3 | 3 | 15.8 | 15.8 | 15.8 |
| | 2 | 11 | 57.9 | 57.9 | 73.7 |
| | 1 | 5 | 26.3 | 26.3 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0



Grand Candi

X04

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 3 | 15.8 | 15.8 | 15.8 |
| | 3 | 8 | 42.1 | 42.1 | 57.9 |
| | 2 | 6 | 31.6 | 31.6 | 89.5 |
| | 1 | 2 | 10.5 | 10.5 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0

X05

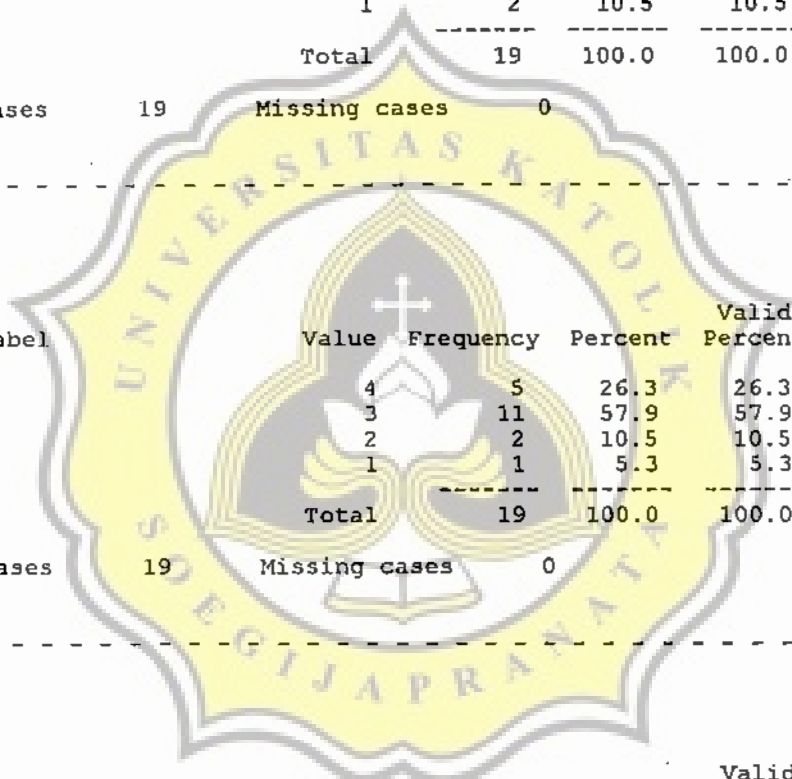
| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 5 | 26.3 | 26.3 | 26.3 |
| | 3 | 11 | 57.9 | 57.9 | 84.2 |
| | 2 | 2 | 10.5 | 10.5 | 94.7 |
| | 1 | 1 | 5.3 | 5.3 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0

X06

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 6 | 31.6 | 31.6 | 31.6 |
| | 3 | 11 | 57.9 | 57.9 | 89.5 |
| | 2 | 2 | 10.5 | 10.5 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0



Grand Candi

X07

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 3 | 7 | 36.8 | 36.8 | 36.8 |
| | 2 | 8 | 42.1 | 42.1 | 78.9 |
| | 1 | 4 | 21.1 | 21.1 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0

X08

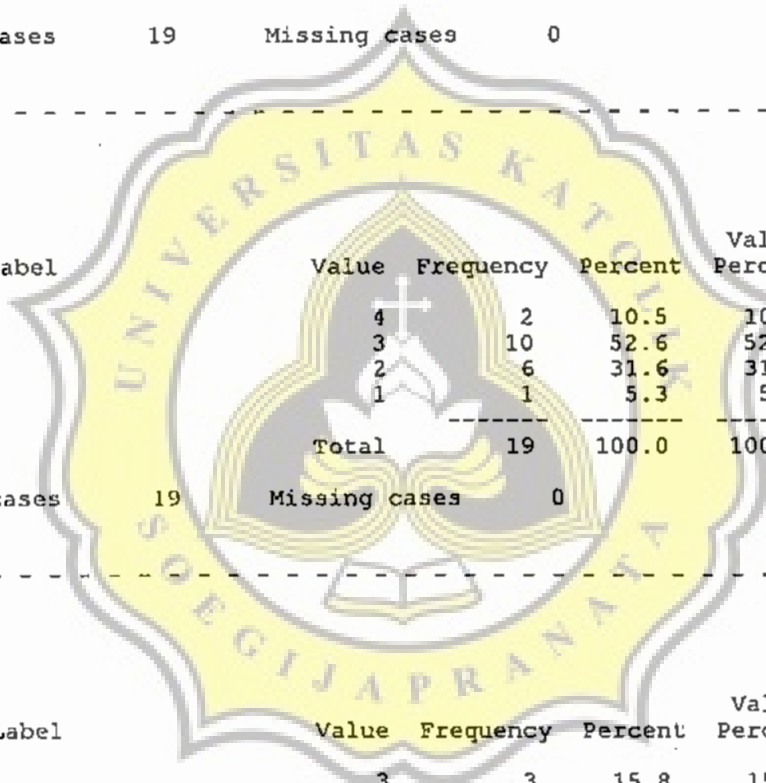
| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 2 | 10.5 | 10.5 | 10.5 |
| | 3 | 10 | 52.6 | 52.6 | 63.2 |
| | 2 | 6 | 31.6 | 31.6 | 94.7 |
| | 1 | 1 | 5.3 | 5.3 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0

X09

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 3 | 3 | 15.8 | 15.8 | 15.8 |
| | 2 | 11 | 57.9 | 57.9 | 73.7 |
| | 1 | 5 | 26.3 | 26.3 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0



Grand Candi

X10

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 3 | 7 | 36.8 | 36.8 | 36.8 |
| | 2 | 8 | 42.1 | 42.1 | 78.9 |
| | 1 | 4 | 21.1 | 21.1 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0

X11

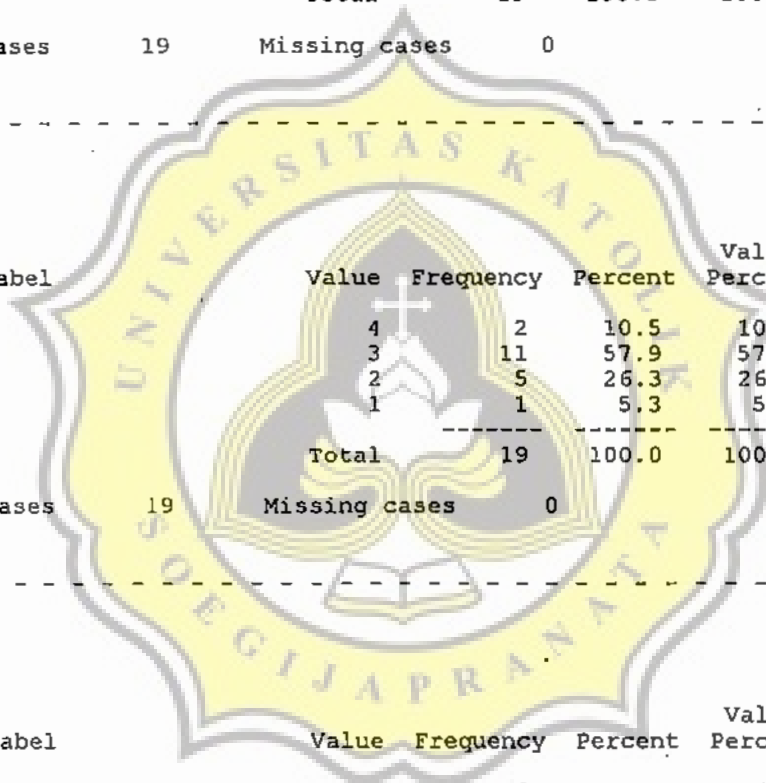
| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 2 | 10.5 | 10.5 | 10.5 |
| | 3 | 11 | 57.9 | 57.9 | 68.4 |
| | 2 | 5 | 26.3 | 26.3 | 94.7 |
| | 1 | 1 | 5.3 | 5.3 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0

X12

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 3 | 3 | 15.8 | 15.8 | 15.8 |
| | 2 | 12 | 63.2 | 63.2 | 78.9 |
| | 1 | 4 | 21.1 | 21.1 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0



Grand Candi

X13

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 4 | 3 | 15.8 | 15.8 | 15.8 |
| | 3 | 8 | 42.1 | 42.1 | 57.9 |
| | 2 | 6 | 31.6 | 31.6 | 89.5 |
| | 1 | 2 | 10.5 | 10.5 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0

X14

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 3 | 4 | 21.1 | 21.1 | 21.1 |
| | 2 | 12 | 63.2 | 63.2 | 84.2 |
| | 1 | 3 | 15.8 | 15.8 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0

X15

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------|-------|-----------|---------|---------------|-------------|
| | 3 | 6 | 31.6 | 31.6 | 31.6 |
| | 2 | 11 | 57.9 | 57.9 | 89.5 |
| | 1 | 2 | 10.5 | 10.5 | 100.0 |
| | Total | 19 | 100.0 | 100.0 | |

Valid cases 19 Missing cases 0



RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics Pelayanan

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X07 | 16.7286 | 10.0267 | .6384 | .7973 |
| X08 | 16.4000 | 11.2000 | .5914 | .8062 |
| X09 | 16.8000 | 10.3652 | .6253 | .7993 |
| X10 | 16.7143 | 10.4679 | .6389 | .7970 |
| X11 | 16.4286 | 11.7557 | .4803 | .8217 |
| X12 | 16.7429 | 10.3967 | .6282 | .7988 |
| X13 | 16.5857 | 11.7244 | .4401 | .8276 |

Reliability Coefficients

N of Cases = 70.0 N of Items = 7

Alpha = .8303

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics Lokasi

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X14 | 2.5057 | .4781 | .8464 | . |
| X15 | 2.5429 | .6576 | .8464 | . |

Reliability Coefficients

N of Cases = 70.0 N of Items = 2

Alpha = .9105

RELIABILITY ANALYSIS - SCALE / (ALPHA)

Item-total Statistics Produk

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X01 | 8.3714 | 2.9615 | .5143 | .6437 |
| X02 | 8.0714 | 3.4006 | .5330 | .6334 |
| X03 | 8.4143 | 3.1737 | .4969 | .6517 |
| X04 | 8.2286 | 3.5412 | .4658 | .6698 |

Reliability Coefficients

N of Cases = 70.0 N of Items = 4

Alpha = .7124

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics Harga

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|-----------------------|
| X05 | 2.9000 | .6420 | .5542 | . |
| X06 | 2.7857 | .6925 | .5542 | . |

Reliability Coefficients

N of Cases = 70.0 N of Items = 2

Alpha = .7129



- - - - - Kruskal-Wallis 1-Way Anova

VX1 Produk
by SALON Nama Salon

| Mean Rank | Cases | | |
|-----------|-------|-----------|---------------|
| 49.43 | 28 | SALON = 1 | Susan |
| 31.20 | 23 | SALON = 2 | Martha Tilaar |
| 20.18 | 19 | SALON = 3 | Grand Candi |
| | 70 | Total | |

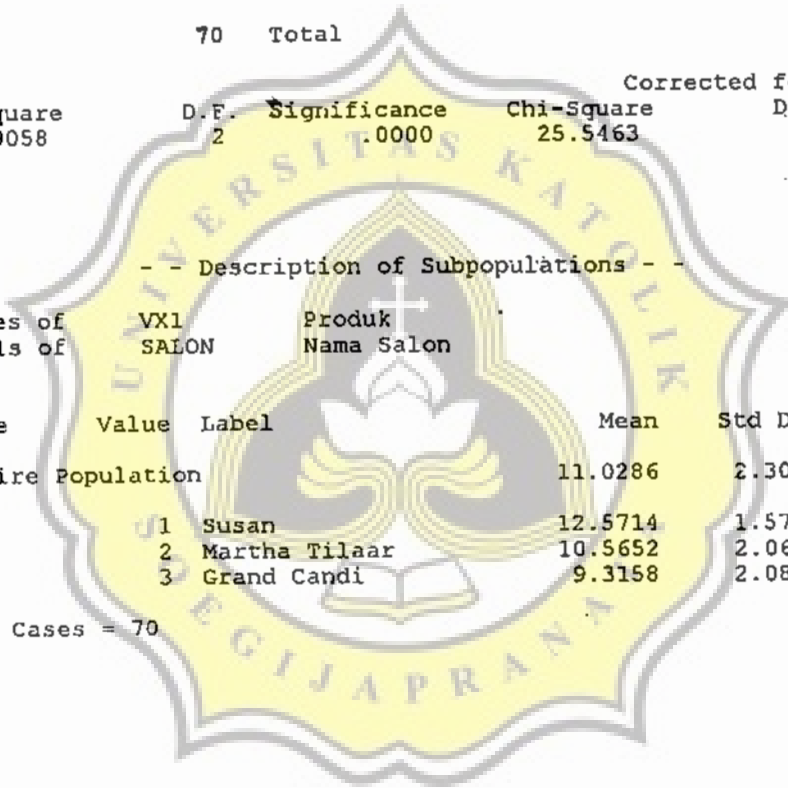
| Chi-Square | D.F. | Significance | Chi-Square | D.F. | Significance |
|------------|------|--------------|------------|------|--------------|
| 24.9058 | 2 | .0000 | 25.5463 | 2 | .0000 |

Corrected for ties

- - Description of Subpopulations - -

| Summaries of By levels of | VX1 SALON | Produk Nama Salon | Mean | Std Dev | Cases |
|------------------------------|--------------|----------------------|---------|---------|-------|
| Variable | Value | Label | | | |
| For Entire Population | | | 11.0286 | 2.3029 | 70 |
| SALON | 1 | Susan | 12.5714 | 1.5736 | 28 |
| SALON | 2 | Martha Tilaar | 10.5652 | 2.0632 | 23 |
| SALON | 3 | Grand Candi | 9.3158 | 2.0831 | 19 |

Total Cases = 70



- - - - - Kruskal-Wallis 1-Way Anova

VX2 Harga
by SALON Nama Salon

| Mean Rank | Cases | | |
|-----------|-------|-----------|---------------|
| 20.11 | 28 | SALON = 1 | Susan |
| 47.50 | 23 | SALON = 2 | Martha Tilaar |
| 43.66 | 19 | SALON = 3 | Grand Candi |
| | -- | | |
| | 70 | Total | |

| Chi-Square | D.F. | Significance | Chi-Square | D.F. | Significance |
|------------|------|--------------|------------|------|--------------|
| 27.0683 | 2 | .0000 | 28.2573 | 2 | .0000 |

Corrected for ties

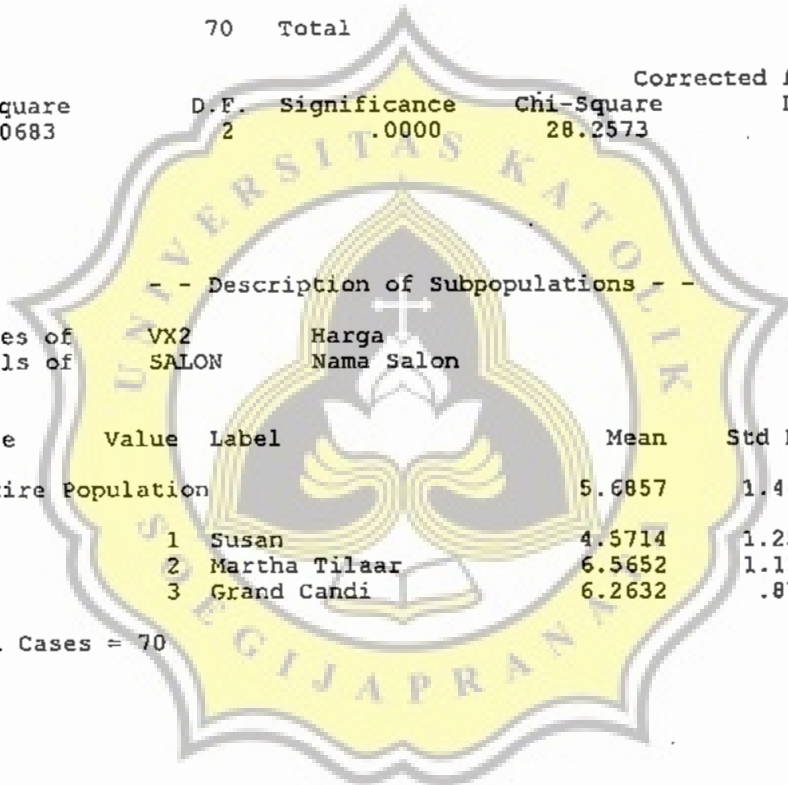
- - Description of Subpopulations - -

Summaries of
By levels of

VX2 Harga
SALON Nama Salon

| Variable | Value | Label | Mean | Std Dev | Cases |
|-----------------------|-------|---------------|--------|---------|-------|
| For Entire Population | | | 5.6857 | 1.4400 | 70 |
| SALON | 1 | Susan | 4.5714 | 1.2599 | 28 |
| SALON | 2 | Martha Tilaar | 6.5652 | 1.1211 | 23 |
| SALON | 3 | Grand Candi | 6.2632 | .8719 | 19 |

Total Cases = 70



- - - - - Kruskal-Wallis 1-Way Anova

VX3 Pelayanan
by SALON Nama Salon

| Mean Rank | Cases |
|-----------|----------------------------|
| 51.30 | 28 SALON = 1 Susan |
| 31.24 | 23 SALON = 2 Martha Tilaar |
| 17.37 | 19 SALON = 3 Grand Candi |

--
70 Total

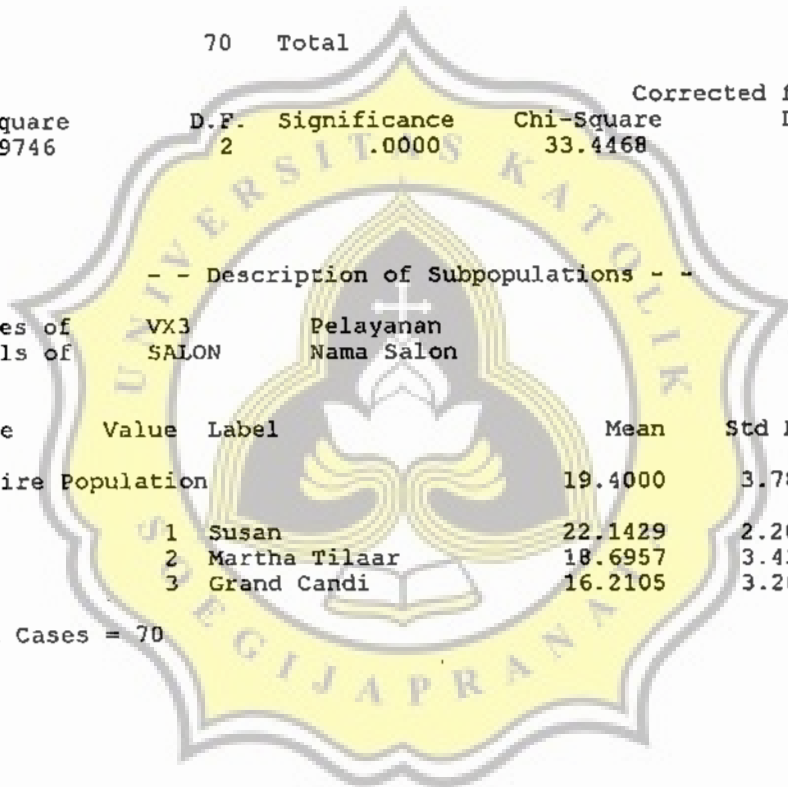
| Chi-Square | D.F. | Significance | Chi-Square | D.F. | Significance |
|------------|------|--------------|------------|------|--------------|
| 32.9746 | 2 | .0000 | 33.4468 | 2 | .0000 |

Corrected for ties

- - Description of Subpopulations - -

| Variable | Value | Label | Mean | Std Dev | Cases |
|-----------------------|-------|---------------|---------|---------|-------|
| For Entire Population | | | 19.4000 | 3.7894 | 70 |
| SALON | 1 | Susan | 22.1429 | 2.2063 | 28 |
| SALON | 2 | Martha Tilaar | 18.6957 | 3.4303 | 23 |
| SALON | 3 | Grand Candi | 16.2105 | 3.2073 | 19 |

Total Cases = 70



- - - - - Kruskal-Wallis 1-Way Anova

VX4 Lokasi
by SALON Nama Salon

| Mean Rank | Cases |
|-----------|----------------------------|
| 46.00 | 28 SALON = 1 Susan |
| 32.41 | 23 SALON = 2 Martha Tilaar |
| 23.76 | 19 SALON = 3 Grand Candi |

--
70 Total

| Chi-Square | D.F. | Significance | Chi-Square | D.F. | Significance |
|------------|------|--------------|------------|------|--------------|
| 14.3022 | 2 | .0008 | 15.6844 | 2 | .0004 |

Corrected for ties

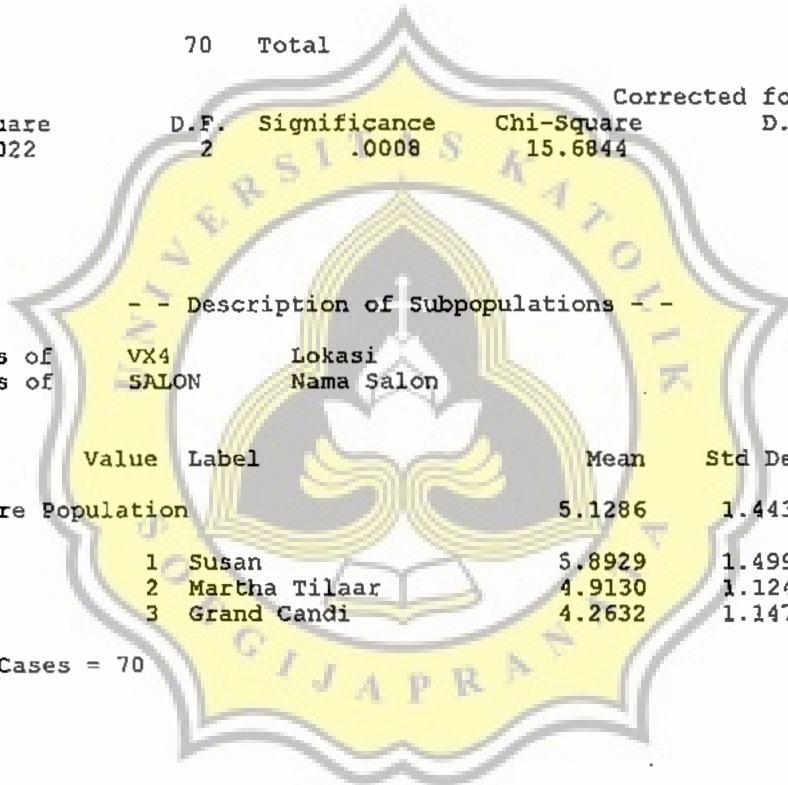
- - Description of Subpopulations - -

Summaries of
By levels of

VX4 Lokasi
SALON Nama Salon

| Variable | Value | Label | Mean | Std Dev | Cases |
|-----------------------|-------|---------------|--------|---------|-------|
| For Entire Population | | | 5.1286 | 1.4438 | 70 |
| SALON | 1 | Susan | 5.8929 | 1.4991 | 28 |
| SALON | 2 | Martha Tilaar | 4.9130 | 1.1246 | 23 |
| SALON | 3 | Grand Candi | 4.2632 | 1.1471 | 19 |

Total Cases = 70





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 |
| | | | 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 | | | |

TABEL VII
TABEL NILAI-NILAI CHI KWADRAD

| d.b. | Taraf Signifikansi | | | | | |
|------|--------------------|--------|--------|--------|--------|--------|
| | 50% | 30% | 20% | 10% | 5% | 1% |
| 1 | 0,455 | 1,074 | 1,642 | 2,706 | 3,841 | 6,635 |
| 2 | 1,386 | 2,408 | 3,219 | 4,605 | 5,991 | 9,210 |
| 3 | 2,366 | 3,665 | 4,642 | 6,251 | 7,815 | 11,341 |
| 4 | 3,357 | 4,878 | 5,989 | 7,779 | 9,488 | 13,277 |
| 5 | 4,351 | 6,064 | 7,289 | 9,236 | 11,070 | 15,086 |
| 6 | 5,348 | 7,231 | 8,558 | 10,645 | 12,592 | 16,812 |
| 7 | 6,346 | 8,383 | 9,803 | 12,017 | 14,067 | 18,475 |
| 8 | 7,344 | 9,524 | 11,030 | 13,362 | 15,507 | 20,090 |
| 9 | 8,343 | 10,656 | 12,242 | 14,684 | 16,919 | 21,666 |
| 10 | 9,342 | 11,781 | 13,442 | 15,987 | 18,307 | 23,209 |
| 11 | 10,341 | 12,899 | 14,631 | 17,275 | 19,675 | 24,725 |
| 12 | 11,340 | 14,011 | 15,812 | 18,549 | 21,026 | 26,217 |
| 13 | 12,340 | 15,119 | 16,985 | 19,812 | 22,362 | 27,688 |
| 14 | 13,339 | 16,222 | 18,151 | 21,064 | 23,685 | 29,141 |
| 15 | 14,339 | 17,322 | 19,311 | 22,307 | 24,996 | 30,578 |
| 16 | 15,338 | 18,418 | 20,465 | 23,542 | 26,296 | 32,000 |
| 17 | 16,338 | 19,511 | 21,615 | 24,769 | 27,587 | 33,409 |
| 18 | 17,338 | 20,601 | 22,760 | 25,989 | 28,869 | 34,805 |
| 19 | 18,338 | 21,689 | 23,900 | 27,204 | 30,144 | 36,191 |
| 20 | 19,337 | 22,775 | 25,038 | 28,412 | 31,410 | 37,566 |
| 21 | 20,337 | 23,858 | 26,171 | 29,615 | 32,671 | 38,932 |
| 22 | 21,337 | 24,939 | 27,301 | 30,813 | 33,924 | 40,289 |
| 23 | 22,337 | 26,018 | 28,429 | 32,007 | 35,172 | 41,638 |
| 24 | 23,337 | 27,096 | 29,553 | 33,196 | 36,415 | 42,980 |
| 25 | 24,337 | 28,172 | 30,675 | 34,382 | 37,652 | 44,314 |
| 26 | 25,336 | 29,246 | 31,795 | 35,563 | 38,885 | 45,642 |
| 27 | 26,336 | 30,319 | 32,912 | 36,741 | 40,113 | 46,963 |
| 28 | 27,336 | 31,391 | 34,027 | 37,916 | 41,337 | 48,278 |
| 29 | 28,336 | 32,461 | 35,139 | 39,087 | 42,557 | 49,588 |
| 30 | 29,336 | 33,530 | 36,250 | 40,256 | 43,773 | 50,892 |





BUKU KONSULTASI SKRIPSI



NAMA : IMA MULYANTI

N I M : 97.30.3215

JUDUL :

PROFIL PERALIHAN SPA CENTER

DALAM PERSEPSI KONSUMEN (STUDI KASUS

PADA SPA SUSATI, MARTHA TILAK DAN ORSELIS.

PERIODE :

Dosen Pembimbing : I. ROSMARIA SITOHAENG, M.SI



II.

Dosen Wali : A. FERISANI, SE, MSHRM

JURUSAN MANAJEMEN
FAKULTAS EKONOMI UNIKA SOEGIJAPRANATA
SEMARANG




CATATAN KONSULTASI

| MATERI | TGL. | KETERANGAN | PARAF PEMBIMBING |
|--|---------------|---|---|
| Pembahasan topik I Penelitian & data pendukung / prasurvey | I 19/02 4 | pembahasan topik / judul |  |
| | II 19/02 4 | - Data prasurvey - Tinjauan pustaka - Sampel - Populasi - Analisis data |  |
| | III | | |
| | IV | | |
| | V | | |
| | VI | | |


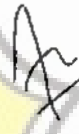
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| MATERI | TGL. | KETERANGAN | PARAF PEMBIMBING |
|--|-----------------------|--|---|
| Latar Belakang Penelitian Perumusan Masalah Tujuan & Manfaat | I 13 / Mei 2002 | - perumusan masalah: perbandingan diganti perbedaan. |  |
| | II | | |
| | III | | |
| | IV | | |
| | V | | |
| | VI | | |



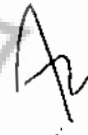
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| MATERI | TGL. | KETERANGAN | PARAF PEMBIMBING |
|--|-----------------|---|--|
| Landasan Teori Kerangka Pikir Definisi Operasional | I 12/02 8 | Kerangka pikir tak jelas / tak sama dengan kesimpulan. |  |
| | II | di def. operasional yg lbn dulu dijelaskan adl "siapa kons. spa, salon spa kmd fasili tas" yg diukur. |  |
| | III | | |
| | IV | | |
| | V | | |
| | VI | | |


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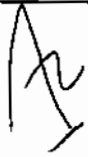
| MATERI | TGL. | KETERANGAN | PARAF PEMBIMBING |
|---|--------------------|--|--|
| Metode I Jenis Data Teknik Sampling | I 13/02 /5 | -Dlm met. pengumpuln data kuisioner ditambahi daftar harga, produk, pelayanan & lokasi sct terperinci. |  |
| | II | - pengertian sensus - mencari pop, apabila > 100 msi diadkan sampel, < 100 => sensus |  |
| | III 14/02 /6 | - jml populasi per spa < 100 => diadkan sensus |  |
| | IV 24/02 /8 | - proses pengumpulan data blm jelas. | |
| | V | | |
| | VI | | |

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|--------------------------------|---------------|--|---|
| Metodologi II Alat Analisis | I 19/02 15 | - Menggunakan teknik Analisis Kruskal-Wallis (Perbedaan > 2 obyek) |  |
| | II | | |
| | III | | |
| | IV | | |
| | V | | |
| | VI | | |

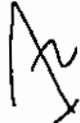


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| MATERI | TGL. | KETERANGAN | PARAF PEMBIMBING |
|--------------------|---------------|---|---|
| Hasil Penelitian I | I 24/8 102 | - Urutan gambaran umum perusahaan disesuaikan dgn latar blkg Martha Tilaar, Susan, Grand Canal. |  |
| | II | | |
| | III | | |
| | IV | | |
| | V | | |
| | VI | | |

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|--------------------|---------------|--|---|
| Kesimpulan & Saran | I 24/02 8 | - Kesimpulan blm men jawab hal yg ditanya kan di rumusan |  |
| | II 13/02 9 | - Perbaikan bab 4 & 5 - Perbaikan |  |
| | III | | |
| | IV | ACC / ujian |  |
| | V | | |
| | VI | | |

BUKU KONSULTASI SKRIPSI

PERNYATAAN KEASLIAN SKRIPSI

Saya yang bertanda tangan di bawah ini :

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