

LAMPIRAN SKRIPSI



LAMPIRAN I
KUESIONER



KUESIONER

ANALISIS ASOSIASI MEREK HANDPHONE NOKIA

(Studi Kasus Pada Pembeli Handphone Nokia di Toko Anamely Pandanaran Semarang)

Pengantar :

Kuesioner ini khusus ditujukan bagi konsumen, yang telah melakukan pembelian handphone Nokia di Semarang. Hasil penelitian ini semata-mata digunakan untuk menyusun skripsi, guna mengetahui persepsi konsumen atas asosiasi merek tersebut.

Berkenaan dengan hal tersebut, mohon sekiranya anda mengisi jawaban yang tersedia dengan sebenar-benarnya. Atas kesediaan Anda meluangkan waktu untuk mengisi pertanyaan-pertanyaan di bawah ini, saya ucapkan banyak terima kasih.

Bagian I : Identitas Responden

1. Nama :
2. Alamat :
3. No. telepon :
4. Umur : tahun.
5. Jenis kelamin : a. Laki-laki b. Wanita
6. Pendidikan terakhir :
 - a. S2 d. SLTA
 - b. S1 e. SLTP
 - c. Akademi (D1/ D2/ D3) f. SD
7. Pekerjaan utama adalah :
 - a. Pegawai Negeri Sipil
 - b. Wiraswasta
 - c. Swasta
 - d. Mahasiswa / Pelajar
 - e. Lainnya :
4. Pendapatan (kotor) per bulan sebesar Rp.....

DAFTAR NAMA-NAMA RESPONDEN

NO	NAMA	ALAMAT	TELEPON
1	Lenny Sriwulandari	Bukit Vanda No. 10 Griya Bukit Mas Semarang	081 5655 4891
2	Amnisdar Nusiferanto	Bukit Vanda No. 10 Griya Bukit Mas Semarang	(024) 7476887
3	Natalia Sri Harjanti	Bukit Vanda No. 10 Griya Bukit Mas Semarang	(024) 7476887
4	Kardinah Irma Dewayanti	Puri Anjasmoro Blok L 17 / No. 8 Semarang	(024) 7604675
5	Dimas Muhammad Nugraha	Puri Anjasmoro Blok L 17 / No. 8 Semarang	(024) 7604676
6	Irma	Perum BPD III	081 2288 8544
7	Kartika	Perum BPD III	(024) 6721374
8	Vidya	Perum BPD III	(024) 6721374
9	Yogi	Telgomulyo	081 2280 8209
10	Ayu	Pedurangan	081 2283 7777
11	Angga Wijaya	Jatingaleh No. 46	081 5651 4451
12	Ario	Siranda	081 2281 1918
13	Novie	Siranda	081 2290 4663
14	Ferry	Kusumawardhani	081 5666 8374
15	Yoe-yoen	Lempongsari	081 5891 0803
16	Adi	Indrapura No. 5	081 1273 3217
17	Wanti	Indrapura No. 5	(024) 8311730
18	Djajuk	Indrapura No. 5	081 5650 0350
19	Vita	Wahyu Asri XII / I	081 2289 6078
20	Lucia	Grahamukti 386	081 2293 5434
21	Tika	Trembesi D2 / 18	081 5665 9364
22	Ira	Lemah Gempal 6A / 30	081 6425 1374
23	Dini	Ngesrep Barat VI / 9	081 5654 3723
24	Steven	Wonodri Kopen I / 1042	081 2252 9198
25	Alexander	Wonodri Kopen I / 1042	085 6267 9198
26	Yani	Gaharu Barat Dalam III / 399	081 2251 2357
27	Sania	Cemarab Raya	081 2292 3917
28	Satrio	Sawunggaling Selatan 35	081 5655 8589
29	Wisnu	Panembahan Senopati 208	081 2251 2983
30	Karno	Ganesha Raya 176	081 8299 428
31	Dika	Indraprasta 38	081 2283 9622
32	Frengky	Menoreh Tengah III No. 9	081 6425 5115
33	Retno	Ganesha Mukti I	081 2256 9829
34	Nunung	Ganesha Seltan I	081 8245 350
35	Median	Kelinci II / 11	081 2280 2084
36	Felix	Kendeng VI / 4	085 6269 1782
37	Santo	Abimanyu II / 16	081 2255 2309
38	Rita Andini	Sriwijaya 50	081 5666 3472
39	Agatha Sudi W	Kaliwiru V / 5	081 5659 5850
40	Eryc Parulyan S	Kedondong I / 422	081 6425 4356
41	C Andreas Arie	Meranti Raya 44	081 5665 0792
42	Lindra	Kekancan Mukti	081 2283 3582
43	Iwan	Wanara Mukti	(024) 6710443
44	Fahmi	Medoho	081 1201 885
45	Bambang	Gemahsari 69	081 5652 6955
46	Diana Ekawaty N	Merbabu I / 55	081 5654 8397
47	Kartiningasih	Gondang Timur I / 208	081 2289 8042
48	Suci Erawati	Jetak Duyungan RT 2 / RW 8 Sragen	081 5671 6978
49	Eko Sigit Pranarto	Ngesrep Timur V / 47 D	081 5675 9494
50	Irawan	Melati III / E 237-238 Bukit Diponegoro Tembalang	081 3257 15985



LAMPIRAN II
TABULASI DATA PENELITIAN

TABULASI DATA PENELITIAN

Responden	KUESIONER ASOSIASI HANDPHONE NOKIA											
	Atribut produk		A. tak berwujud		Manfaat		Harga		Penggunaan		Konsumen	
	Kues_1	Kues_2	Kues_3	Kues_4	Kues_5	Kues_6	Kues_7	Kues_8	Kues_9	Kues_10	Kues_11	Kues_12
1	1	1	1	1	1	0	0	0	1	0	1	0
2	1	1	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1	1	1
4	1	1	1	1	1	0	0	0	1	1	1	1
5	1	1	1	1	1	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1	1	1	1	1	1
8	1	1	1	1	1	1	0	0	1	1	1	1
9	1	1	1	1	1	1	1	1	1	1	1	1
10	1	1	1	1	1	1	0	0	1	1	1	0
11	1	1	1	1	1	1	0	1	1	1	1	1
12	1	1	1	1	1	1	0	1	1	1	1	1
13	1	1	1	1	1	1	0	0	1	1	1	1
14	1	1	1	1	1	1	0	0	1	1	1	1
15	1	1	1	1	1	1	0	0	1	1	1	1
16	1	1	1	1	1	1	1	1	1	1	1	1
17	1	1	1	1	1	1	0	0	1	1	1	0
18	1	1	1	1	1	1	1	1	1	1	1	1
19	1	1	1	1	1	1	0	0	1	1	1	1
20	1	1	1	1	1	0	0	0	1	1	1	0
21	1	1	1	1	1	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1	1	1	1	1	1
23	1	1	1	1	1	1	1	0	1	1	1	1
24	1	1	1	1	1	1	1	1	1	1	1	1
25	1	1	1	1	1	0	0	0	1	1	1	0
26	1	1	1	1	1	1	1	1	1	1	1	1
27	1	1	1	1	1	1	1	1	1	1	1	1
28	1	1	1	1	1	0	0	0	0	1	0	0
29	1	1	1	1	1	1	1	1	1	1	1	1
30	1	1	1	1	1	1	0	0	1	1	1	1
31	1	1	1	1	1	1	1	1	1	1	1	1
32	1	1	1	1	1	1	1	0	1	1	1	1
33	1	1	1	1	1	0	0	1	1	1	1	1
34	1	1	1	1	1	1	1	0	1	1	1	1
35	1	1	1	1	1	1	0	1	1	1	1	1
36	1	1	0	1	0	1	1	0	1	1	1	1
37	1	1	1	1	1	1	0	1	1	1	1	1
38	1	1	1	1	1	1	0	0	1	1	0	1
39	1	1	1	1	1	1	1	1	1	1	1	1
40	0	0	0	0	0	0	0	0	0	0	0	1
41	1	1	1	0	1	1	0	1	0	1	1	0
42	1	1	1	1	1	1	1	1	1	1	1	1
43	1	0	0	0	0	0	0	0	0	0	0	1
44	1	1	1	1	1	1	0	1	1	1	0	1
45	0	1	0	1	0	1	0	0	0	0	0	0
46	1	0	0	0	0	0	1	0	1	1	1	1
47	1	1	1	0	1	1	1	1	0	1	1	1
48	1	0	0	1	0	1	0	0	0	0	0	0
49	0	1	1	0	1	0	0	0	1	0	1	1
50	1	1	1	1	0	1	0	1	1	1	1	1
Jumlah	47	46	44	44	43	40	23	26	43	44	43	41
Kuadrat Jumlah	2209	2116	1936	1936	1849	1600	529	676	1849	1936	1849	1681

TABULASI DATA PENELITIAN

KUESIONER ASOSIASI HANDPHONE NOKIA

Orang terkenal		Gaya hidup		Kelas produk		Pesaing		Wil. Geografis		Jumlah	Kuadrat Jumlah
Kues_13	Kues_14	Kues_15	Kues_16	Kues_17	Kues_18	Kues_19	Kues_20	Kues_21	Kues_22		
0	1	0	1	0	0	0	0	0	0	9	81
1	1	1	1	1	1	1	1	1	1	22	484
1	1	1	1	1	1	1	1	1	1	22	484
0	1	0	0	1	1	0	1	1	1	15	225
0	1	1	1	1	1	1	1	1	1	21	441
1	1	1	1	1	1	1	1	1	1	22	484
1	1	1	1	1	1	1	1	1	1	22	484
0	1	0	0	0	0	0	1	1	0	13	169
1	1	1	1	1	1	1	1	1	1	22	484
0	1	0	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	1	1	21	441
0	1	1	0	0	1	1	1	1	1	18	324
0	1	0	0	0	0	1	1	1	1	15	225
0	1	1	1	1	0	1	1	1	1	18	324
0	1	0	0	0	0	1	1	1	1	15	225
1	1	1	1	1	1	1	1	1	1	22	484
0	1	0	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	1	1	22	484
0	1	0	0	0	0	1	0	1	0	13	169
0	0	0	0	0	0	0	1	1	1	11	121
1	1	1	0	1	0	1	1	1	1	20	400
1	1	1	1	1	1	1	1	1	1	22	484
1	1	0	0	0	1	1	1	1	1	18	324
1	1	1	0	1	0	1	1	1	1	20	400
0	0	0	0	0	0	1	0	0	0	9	81
1	1	1	1	1	1	1	1	1	1	22	484
1	1	0	1	1	1	0	1	1	1	20	400
0	0	1	0	1	0	0	0	0	0	8	64
1	1	1	1	1	1	1	1	1	1	22	484
1	1	1	1	1	1	1	1	1	1	20	400
0	0	1	1	1	1	1	1	1	1	20	400
1	1	1	1	1	1	1	1	1	1	21	441
0	0	1	1	1	1	1	1	1	1	18	324
1	1	1	1	1	1	1	1	1	1	21	441
0	0	1	1	1	1	1	1	1	1	19	361
1	1	1	1	1	1	1	1	1	1	19	361
0	0	1	1	1	0	1	1	1	1	18	324
0	1	1	0	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	1	1	1	22	484
0	0	0	0	0	0	1	1	1	1	5	25
0	0	1	0	1	1	1	1	1	1	15	225
1	1	1	1	1	1	1	1	1	1	22	484
0	0	0	0	0	0	0	1	1	1	5	25
1	1	1	1	1	1	1	1	1	1	20	400
0	0	0	0	0	0	0	0	0	0	3	9
1	0	1	1	1	1	1	1	1	1	15	225
1	0	1	1	1	1	1	1	1	1	19	361
0	0	0	0	0	0	0	0	0	0	3	9
0	0	0	0	0	1	1	1	1	1	11	121
1	1	1	1	1	0	1	1	1	0	18	324
25	35	33	29	34	31	41	44	45	42	843	15679
625	1225	1089	841	1156	961	1681	1936	2025	1764	33469	

The logo of Universitas Kuningan is a yellow shield-shaped emblem with a scalloped border. It features a central figure of a person with arms raised, holding a book. The text "UNIVERSITAS KUNINGAN" is written in a semi-circle at the top, and "BOEGIJAPRANATA" is written in a semi-circle at the bottom.

LAMPIRAN III
HASIL VALIDITAS DAN
RELIABILITAS DATA
KUESIONER

Reliability : Asosiasi Handphone Merk "NOKIA"

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

Item	Scale Mean if Item Deleted		Scale Variance if Item Deleted		Corrected Item-Total Correlation	Alpha if Item Deleted	
	Deleted	Deleted	Deleted	Deleted		Deleted	Deleted
KUES_1	15.9200	26.6973	.4568	.9224			
KUES_2	15.9400	28.3641	.4996	.9217			
KUES_3	15.9800	27.9384	.5396	.9209			
KUES_4	15.9600	28.7547	.3001	.9245			
KUES_5	16.0000	26.9000	.4841	.9217			
KUES_6	16.0600	27.5269	.5256	.9211			
KUES_7	16.4000	26.4696	.6127	.9196			
KUES_8	16.3400	26.3922	.6310	.9192			
KUES_9	16.0000	27.5916	.5982	.9198			
KUES_10	15.9400	27.9839	.7116	.9182			
KUES_11	16.0000	27.7143	.5644	.9204			
KUES_12	16.0400	27.5561	.5804	.9199			
KUES_13	16.3000	26.3167	.6469	.918			
KUES_14	16.1600	27.1197	.5918	.9211			
KUES_15	16.2000	26.2209	.6849	.9176			
KUES_16	16.2000	26.4098	.6363	.9190			
KUES_17	16.1800	26.5139	.6996	.9175			
KUES_18	16.2400	26.5127	.6276	.9192			
KUES_19	16.0400	27.4269	.5760	.9201			
KUES_20	15.9800	27.7343	.6007	.9199			
KUES_21	15.9600	27.8759	.6097	.9200			
KUES_22	16.0200	27.6527	.5466	.9207			

Reliability Coefficients
 N of Cases = 50.0
 Alpha = .9236

N of Items = 22



LAMPIRAN IV
TABULASI DATA UJI KE-I
SAMPAI DENGAN KE-IX DAN
PERHITUNGANNYA



TABULASI DATA UJI TAHAP I

KUESIONER ASOSIASI HANDPHONE NOKIA

Responden	Atribut produk		A. tak berwujud		Manfaat		Harga		Penggunaan		Konsumen	
	Kues_1	Kues_2	Kues_3	Kues_4	Kues_5	Kues_6	Kues_7	Kues_8	Kues_9	Kues_10	Kues_11	Kues_12
	1	1	1	1	1	1	0	0	0	1	0	1
2	1	1	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1	1	1
4	1	1	1	1	1	0	0	0	1	1	1	1
5	1	1	1	1	1	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1	1	1	1	1	1
8	1	1	1	1	1	1	0	0	1	1	1	1
9	1	1	1	1	1	1	1	1	1	1	1	1
10	1	1	1	1	1	1	0	0	1	1	1	0
11	1	1	1	1	1	1	0	1	1	1	1	1
12	1	1	1	1	1	1	0	1	1	1	1	1
13	1	1	1	1	1	1	0	0	1	1	1	1
14	1	1	1	1	1	1	0	0	1	1	1	1
15	1	1	1	1	1	1	0	0	1	1	1	1
16	1	1	1	1	1	1	1	1	1	1	1	1
17	1	1	1	1	1	1	0	0	1	1	1	0
18	1	1	1	1	1	1	1	1	1	1	1	1
19	1	1	1	1	1	1	0	0	1	1	1	1
20	1	1	1	1	1	0	0	0	1	1	1	0
21	1	1	1	1	1	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1	1	1	1	1	1
23	1	1	1	1	1	1	1	0	1	1	1	1
24	1	1	1	1	1	1	1	1	1	1	1	1
25	1	1	1	1	1	0	0	0	1	1	1	0
26	1	1	1	1	1	1	1	1	1	1	1	1
27	1	1	1	1	1	1	1	1	1	1	1	1
28	1	1	1	1	1	0	0	0	0	1	0	0
29	1	1	1	1	1	1	1	1	1	1	1	1
30	1	1	1	1	1	1	0	0	1	1	1	1
31	1	1	1	1	1	1	1	1	1	1	1	1
32	1	1	1	1	1	1	1	0	1	1	1	1
33	1	1	1	1	1	0	0	0	1	1	1	1
34	1	1	1	1	1	1	1	1	1	1	1	1
35	1	1	1	1	1	1	0	1	1	1	1	1
36	1	1	0	1	0	1	1	0	1	1	1	1
37	1	1	1	1	1	1	0	1	1	1	1	1
38	1	1	1	1	1	1	0	0	1	1	0	1
39	1	1	1	1	1	1	1	1	1	1	1	1
40	0	0	0	0	0	0	0	0	0	0	0	1
41	1	1	1	0	1	1	0	1	0	1	1	0
42	1	1	1	1	1	1	1	1	1	1	1	1
43	1	0	0	0	0	0	0	0	0	0	0	1
44	1	1	1	1	1	1	0	1	1	1	0	1
45	0	1	0	1	0	1	0	0	0	0	0	0
46	1	0	0	0	0	0	1	0	1	1	1	1
47	1	1	1	0	1	1	1	1	0	1	1	1
48	1	0	0	1	0	1	0	0	0	0	0	0
49	0	1	1	0	1	0	0	0	1	0	1	1
50	1	1	1	1	0	1	0	1	1	1	1	1
Jumlah	47	46	44	44	43	40	23	26	43	44	43	41
Kuadrat Jumlah	2209	2116	1936	1936	1849	1600	529	676	1849	1936	1849	1681

TABULASI DATA UJI TAHAP I

KUESIONER ASOSIASI HANDPHONE NOKIA

KUESIONER ASOSIASI HANDPHONE NOKIA										Jumlah	Kuadrat Jumlah
Orang terkenal		Gaya hidup		Kelas produk		Pesaing		Wil. Geografis			
Kues_13	Kues_14	Kues_15	Kues_16	Kues_17	Kues_18	Kues_19	Kues_20	Kues_21	Kues_22		
0	1	0	1	0	0	0	0	0	0	9	81
1	1	1	1	1	1	1	1	1	1	22	484
1	1	1	1	1	1	1	1	1	1	22	484
0	1	0	0	1	1	0	1	1	1	15	225
0	1	1	1	1	1	1	1	1	1	21	441
1	1	1	1	1	1	1	1	1	1	22	484
1	1	1	1	1	1	1	1	1	1	22	484
0	1	0	0	0	0	0	1	1	0	13	169
1	1	1	1	1	1	1	1	1	1	22	484
0	1	0	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	1	1	21	441
0	1	1	0	0	1	1	1	1	1	18	324
0	1	0	0	0	0	1	1	1	1	15	225
0	1	1	1	1	0	1	1	1	1	18	324
0	1	0	0	0	0	1	1	1	1	15	225
1	1	1	1	1	1	1	1	1	1	22	484
0	1	0	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	1	1	22	484
0	1	0	0	0	0	1	0	1	0	13	169
0	0	0	0	0	0	0	1	1	1	11	121
1	1	1	0	0	0	1	1	1	1	20	400
1	1	1	1	1	1	1	1	1	1	22	484
1	1	0	0	0	1	1	1	1	1	18	324
1	1	1	0	1	0	1	1	1	1	20	400
0	0	0	0	0	0	1	0	0	0	9	81
1	1	1	1	1	1	1	1	1	1	22	484
1	1	1	1	1	1	1	1	1	1	22	484
0	0	1	1	1	1	1	1	1	1	20	400
1	1	1	1	1	1	1	1	1	1	21	441
0	0	1	1	1	1	1	1	1	1	18	324
1	1	1	1	1	1	1	1	1	1	21	441
0	0	1	1	1	1	1	1	1	1	19	361
1	1	1	1	1	1	1	1	1	1	19	361
0	0	1	1	1	0	1	1	1	1	18	324
0	1	1	0	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	1	1	1	22	484
0	0	0	0	0	0	1	1	1	1	5	25
0	0	1	0	1	1	1	1	1	1	15	225
1	1	1	1	1	1	1	1	1	1	22	484
0	0	0	0	0	0	0	1	1	1	5	25
1	1	1	1	1	1	1	1	1	1	20	400
0	0	0	0	0	0	0	0	0	0	3	9
1	0	1	1	1	1	1	1	1	1	15	225
1	0	1	1	1	1	1	1	1	1	19	361
0	0	0	0	0	0	0	0	0	0	3	9
0	0	0	0	0	1	1	1	1	1	11	121
1	1	1	1	1	0	1	1	1	0	18	324
25	35	33	29	34	31	41	44	45	42	843	15679
625	1225	1089	841	1156	961	1681	1936	2025	1764	33469	

RUMUS	
Q	$= \frac{C(C-1) \sum C_j^2 - (C-1)N^2}{CN - \sum R_j^2}$

Diketahui :

C	=	22
(C - 1)	=	21
$\sum C_j^2$	=	33469
N	=	843
N^2	=	710649
$(C - 1)N^2$	=	14923629
CN	=	18546
$\sum R_j^2$	=	15679

$$= \frac{(22) \times (21) \times (33469) - (21) \times (843)^2}{(22) \times (843) - 15679}$$

$$= \frac{15462678 - 14923629}{18546 - 15679}$$

$$= \frac{539049}{2867}$$

Q = 188.02

X^2_{Tabel} dengan

$$df = C - 1$$

$$= 22 - 1$$

$$= 21$$

alpha = 5%

$X^2_{Tabel} = 32,7$

Kesimpulan

$$= Q > X^2_{Tabel}$$

$$= 188,02 > 32,7 \quad \text{dengan demikian } H_0 \text{ ditolak}$$

TABULASI DATA UJI TAHAP II

KUESIONER ASOSIASI HANDPHONE NOKIA

Responden	KUESIONER ASOSIASI HANDPHONE NOKIA										
	Atribut produk		A. tak berwujud		Manfaat		Harga	Penggunaan		Konsumen	
	Kues_1	Kues_2	Kues_3	Kues_4	Kues_5	Kues_6	Kues_8	Kues_9	Kues_10	Kues_11	Kues_12
1	1	1	1	1	1	0	0	1	0	1	0
2	1	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1	1
4	1	1	1	1	1	0	0	1	1	1	1
5	1	1	1	1	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1	1	1	1	1
8	1	1	1	1	1	1	0	1	1	1	1
9	1	1	1	1	1	1	1	1	1	1	0
10	1	1	1	1	1	1	0	1	1	1	1
11	1	1	1	1	1	1	1	1	1	1	1
12	1	1	1	1	1	1	1	1	1	1	1
13	1	1	1	1	1	1	0	1	1	1	1
14	1	1	1	1	1	1	0	1	1	1	1
15	1	1	1	1	1	1	0	1	1	1	1
16	1	1	1	1	1	1	1	1	1	1	1
17	1	1	1	1	1	1	0	1	1	1	0
18	1	1	1	1	1	1	1	1	1	1	1
19	1	1	1	1	1	1	0	1	1	1	0
20	1	1	1	1	1	0	0	1	1	1	0
21	1	1	1	1	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1	1	1	1	1
23	1	1	1	1	1	1	0	1	1	1	1
24	1	1	1	1	1	1	1	1	1	1	0
25	1	1	1	1	1	0	0	1	1	1	1
26	1	1	1	1	1	1	1	1	1	1	1
27	1	1	1	1	1	1	1	1	1	1	1
28	1	1	1	1	1	0	0	0	1	0	0
29	1	1	1	1	1	1	1	1	1	1	1
30	1	1	1	1	1	1	0	1	1	1	1
31	1	1	1	1	1	1	1	1	1	1	1
32	1	1	1	1	1	1	0	1	1	1	1
33	1	1	1	1	1	0	1	1	1	1	1
34	1	1	1	1	1	1	0	1	1	1	1
35	1	1	1	1	1	1	1	1	1	1	1
36	1	1	0	1	0	1	0	1	1	1	1
37	1	1	1	1	1	1	1	1	1	1	1
38	1	1	1	1	1	1	0	1	1	0	1
39	1	1	1	1	1	1	1	1	1	1	1
40	0	0	0	0	0	0	0	0	0	0	1
41	1	1	1	0	1	1	1	0	1	1	0
42	1	1	1	1	1	1	1	1	1	1	1
43	1	0	0	0	0	0	0	0	0	0	1
44	1	1	1	1	1	1	1	1	1	0	1
45	0	1	0	1	0	1	0	0	0	0	0
46	1	0	0	0	0	0	0	1	1	1	1
47	1	1	1	0	1	1	1	0	1	1	1
48	1	0	0	1	0	1	0	0	0	0	0
49	0	1	1	0	1	0	0	1	0	1	1
50	1	1	1	1	0	1	1	1	1	1	1
Jumlah	47	46	44	44	43	40	26	43	44	43	41
Kuadrat Jumlah	2209	2116	1936	1936	1849	1600	676	1849	1936	1849	1681

TABULASI DATA UJI TAHAP II

KUESIONER ASOSIASI HANDPHONE NOKIA

KUESIONER ASOSIASI HANDPHONE NOKIA										Jumlah	Kuadrat Jumlah
Orang terkenal		Gaya hidup		Kelas produk		Pesaing		Wil. Geografis			
Kues_13	Kues_14	Kues_15	Kues_16	Kues_17	Kues_18	Kues_19	Kues_20	Kues_21	Kues_22		
0	1	0	1	0	0	0	0	0	0	9	81
1	1	1	1	1	1	1	1	1	1	21	441
1	1	1	1	1	1	1	1	1	1	21	441
0	1	0	0	1	1	0	1	1	1	15	225
0	1	1	1	1	1	1	1	1	1	20	400
1	1	1	1	1	1	1	1	1	1	21	441
1	1	1	1	1	1	1	1	1	1	21	441
0	1	0	0	0	0	0	1	1	0	13	169
1	1	1	1	1	1	1	1	1	1	21	441
0	1	0	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	1	1	21	441
0	1	1	0	0	1	1	1	1	1	18	324
0	1	0	0	0	0	1	1	1	1	15	225
0	1	1	1	1	0	1	1	1	1	18	324
0	1	0	0	0	0	1	1	1	1	15	225
1	1	1	1	1	1	1	1	1	1	21	441
0	1	0	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	1	1	21	441
0	1	0	0	0	0	1	0	1	0	13	169
0	0	0	0	0	0	0	1	1	1	11	121
1	1	1	0	1	0	1	1	1	1	19	361
1	1	1	1	1	1	1	1	1	1	21	441
1	1	0	0	0	1	1	1	1	1	17	289
1	1	1	0	1	0	1	1	1	1	19	361
0	0	0	0	0	0	1	0	0	0	9	81
1	1	1	1	1	1	1	1	1	1	21	441
1	1	1	1	1	1	1	1	1	1	21	441
1	1	0	0	0	1	1	1	1	1	19	361
1	1	1	1	1	1	1	1	1	1	21	441
0	0	1	0	1	0	0	0	0	0	5	64
1	1	1	1	1	1	1	1	1	1	21	441
1	1	1	1	1	1	1	1	1	1	20	400
0	0	1	1	1	1	1	1	1	1	19	361
1	1	1	1	1	1	1	1	1	1	20	400
0	0	1	1	1	1	1	1	1	1	18	324
1	1	1	1	1	1	1	1	1	1	20	400
1	1	1	1	1	1	1	1	1	1	19	361
0	0	1	1	1	1	1	1	1	1	18	324
0	0	1	1	1	0	1	1	1	1	18	324
0	1	1	0	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	1	1	1	21	441
0	0	0	0	0	0	1	1	1	1	5	25
0	0	1	0	1	1	1	1	1	1	15	225
1	1	1	1	1	1	1	1	1	1	21	441
0	0	0	0	0	0	0	1	1	1	5	25
1	1	1	1	1	1	1	1	1	1	20	400
0	0	0	0	0	0	0	0	0	0	3	9
1	0	1	1	1	1	1	1	1	1	14	196
1	0	1	1	1	1	1	1	1	1	18	324
0	0	0	0	0	0	0	0	0	0	3	9
0	0	0	0	0	1	1	1	1	1	11	121
1	1	1	1	1	0	1	1	1	0	18	324
25	35	33	29	34	31	41	44	45	42	820	14746
625	1225	1089	841	1156	961	1681	1936	2025	1764	32940	

RUMUS	
Q	$= \frac{C(C-1) \text{sigma } C^2_j - (C-1)N^2}{CN - \text{sigma } R^2_j}$

Diketahui :

C	=	21
(C - 1)	=	20
sigma C ² _j	=	32940
N	=	820
N ²	=	672400
(C - 1) N ²	=	13448000
CN	=	17220
sigma R ² _j	=	14746

$$= \frac{(21) \times (20) \times (32940) - (21) \times (820)^2}{(21) \times (820) - 14746}$$

$$= \frac{13834800 - 13448000}{17220 - 14746}$$

$$= \frac{386800}{2474}$$

Q = 156,35

X²_{Tabel} dengan
 df = C - 1
 = 21 - 1
 = 20
 alpha = 5%

X²_{Tabel} = 31,4

Kesimpulan = Q > X²_{Tabel}
 = 156,35 > 31,4 dengan demikian H₀ ditolak

TABULASI DATA UJI TAHAP III

KUESIONER ASOSIASI HANDPHONE NOKIA

Responden	KUESIONER ASOSIASI HANDPHONE NOKIA								
	Atribut produk		A. tak berwujud		Manfaat		Harga	Penggunaan	
	Kues_1	Kues_2	Kues_3	Kues_4	Kues_5	Kues_6	Kues_8	Kues_9	Kues_10
1	1	1	1	1	1	0	0	1	0
2	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1
4	1	1	1	1	1	0	0	1	1
5	1	1	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1	1	1
8	1	1	1	1	1	1	0	1	1
9	1	1	1	1	1	1	1	1	1
10	1	1	1	1	1	1	0	1	1
11	1	1	1	1	1	1	1	1	1
12	1	1	1	1	1	1	1	1	1
13	1	1	1	1	1	1	0	1	1
14	1	1	1	1	1	1	0	1	1
15	1	1	1	1	1	1	0	1	1
16	1	1	1	1	1	1	1	1	1
17	1	1	1	1	1	1	0	1	1
18	1	1	1	1	1	1	1	1	1
19	1	1	1	1	1	1	0	1	1
20	1	1	1	1	1	1	0	1	1
21	1	1	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1	1	1
23	1	1	1	1	1	1	0	1	1
24	1	1	1	1	1	1	1	1	1
25	1	1	1	1	1	0	0	1	1
26	1	1	1	1	1	1	1	1	1
27	1	1	1	1	1	1	1	1	1
28	1	1	1	1	1	0	0	0	1
29	1	1	1	1	1	1	1	1	1
30	1	1	1	1	1	1	0	1	1
31	1	1	1	1	1	1	1	1	1
32	1	1	1	1	1	1	0	1	1
33	1	1	1	1	1	1	0	1	1
34	1	1	1	1	1	1	0	1	1
35	1	1	1	1	1	1	1	1	1
36	1	1	0	1	0	1	0	1	1
37	1	1	1	1	1	1	1	1	1
38	1	1	1	1	1	1	0	1	1
39	1	1	1	1	1	1	1	1	1
40	0	0	0	0	0	0	0	0	0
41	1	1	1	0	1	1	1	0	1
42	1	1	1	1	1	1	1	1	1
43	1	0	0	0	0	0	0	0	0
44	1	1	1	1	1	1	1	1	1
45	0	1	0	1	0	1	0	0	0
46	1	0	0	0	0	0	0	1	1
47	1	1	1	0	1	1	1	0	1
48	1	0	0	1	0	1	0	0	0
49	0	1	1	0	1	0	0	1	0
50	1	1	1	1	0	1	1	1	1
Jumlah	47	46	44	44	43	40	26	43	44
Kuadrat Jumlah	2209	2116	1936	1936	1849	1600	676	1849	1936

TABULASI DATA UJI TAHAP III

KUESIONER ASOSIASI HANDPHONE NOKIA

Konsumen		O terkenal	Gaya hidup		Kelas produk		Pesaing		Wil. Geografis		Jumlah	Kuadrat Jumlah
Kues_11	Kues_12	Kues_14	Kues_15	Kues_16	Kues_17	Kues_18	Kues_19	Kues_20	Kues_21	Kues_22		
1	0	1	0	1	0	0	0	0	0	0	9	81
1	1	1	1	1	1	1	1	1	1	1	20	400
1	1	1	1	1	1	1	1	1	1	1	20	400
1	1	1	0	0	1	1	0	1	1	1	15	225
1	1	1	1	1	1	1	1	1	1	1	20	400
1	1	1	1	1	1	1	1	1	1	1	20	400
1	1	1	1	1	1	1	1	1	1	1	20	400
1	1	1	0	0	0	0	0	1	1	0	13	169
1	1	1	1	1	1	1	1	1	1	1	20	400
1	0	1	0	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	1	1	1	20	400
1	1	1	1	0	0	1	1	1	1	1	18	324
1	1	1	0	0	0	0	1	1	1	1	15	225
1	1	1	1	1	1	0	1	1	1	1	18	324
1	1	1	0	0	0	0	1	1	1	1	15	225
1	1	1	1	1	1	1	1	1	1	1	20	400
1	0	1	0	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	1	1	1	20	400
1	1	1	0	0	0	0	1	0	1	0	13	169
1	0	0	0	0	0	0	0	1	1	1	11	121
1	1	1	1	0	1	0	1	1	1	1	18	324
1	1	1	1	1	1	1	1	1	1	1	20	400
1	1	1	0	0	0	1	1	1	1	1	16	256
1	1	1	1	0	1	0	1	1	1	1	18	324
1	0	0	0	0	0	0	1	0	0	0	9	81
1	1	1	1	1	1	1	1	1	1	1	20	400
1	1	1	0	1	1	1	0	1	1	1	18	324
0	0	0	1	0	1	0	0	0	0	0	6	36
1	1	1	1	1	1	1	1	1	1	1	20	400
1	1	1	1	1	1	1	1	1	1	1	19	361
1	1	0	1	1	1	1	1	1	1	1	19	361
1	1	1	1	1	1	1	1	1	1	1	19	361
1	1	0	1	1	1	1	1	1	1	1	18	324
1	1	1	1	1	1	1	1	1	1	1	19	361
1	1	0	1	1	1	1	1	1	1	1	19	361
1	1	1	1	1	1	1	1	1	1	1	17	289
1	1	0	1	1	1	0	1	1	1	1	18	324
0	1	1	1	0	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	1	1	1	1	20	400
0	1	0	0	0	0	0	1	1	1	1	5	25
1	0	0	1	0	1	1	1	1	1	1	15	225
1	1	1	1	1	1	1	1	1	1	1	20	400
0	1	0	0	0	0	0	0	1	1	1	5	25
0	1	1	1	1	1	1	1	1	1	1	19	361
0	0	0	0	0	0	0	0	0	0	0	3	9
1	1	0	1	1	1	1	1	1	1	1	13	169
1	1	0	1	1	1	1	1	1	1	1	17	289
0	0	0	0	0	0	0	0	0	0	0	3	9
1	1	0	0	0	0	1	1	1	1	1	11	121
1	1	1	1	1	1	0	1	1	1	0	17	289
43	41	35	33	29	34	31	41	44	45	42	795	1378
1849	1681	1225	1089	841	1156	961	1681	1936	2025	1764	32315	

RUMUS

$$Q = \frac{C(C-1) \sum C_j^2 - (C-1)N^2}{CN - \sum R_j^2}$$

Diketahui :

$$\begin{aligned} C &= 20 \\ (C-1) &= 19 \\ \sum C_j^2 &= 32315 \\ N &= 795 \\ N^2 &= 632025 \\ (C-1)N^2 &= 12008475 \\ CN &= 15900 \\ \sum R_j^2 &= 13781 \end{aligned}$$

$$\begin{aligned} &= \frac{(20)(19)(32315) - (19)(795)^2}{(20)(795) - 13781} \\ &= \frac{12279700 - 12008475}{15900 - 13781} \\ &= \frac{271225}{2119} \\ Q &= 128,00 \end{aligned}$$

X^2_{Tabel} dengan

$$\begin{aligned} df &= C - 1 \\ &= 20 - 1 \\ &= 19 \end{aligned}$$

alpha = 5%

$$X^2_{Tabel} = 30,1$$

Kesimpulan

$$\begin{aligned} &= Q > X^2_{Tabel} \\ &= 180,00 > 30,1 \quad \text{dengan demikian } H_0 \text{ ditolak} \end{aligned}$$

TABULASI DATA UJI TAHAP IV

KUESIONER ASOSIASI HANDPHONE NOKIA

Responden	Atribut produk		A. tak berwujud		Manfaat		Penggunaan		Konsumen	
	Kues_1	Kues_2	Kues_3	Kues_4	Kues_5	Kues_6	Kues_9	Kues_10	Kues_11	Kues_12
	1	1	1	1	1	1	0	1	0	1
2	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1
4	1	1	1	1	1	0	1	1	1	1
5	1	1	1	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1	1	1	1
8	1	1	1	1	1	1	1	1	1	1
9	1	1	1	1	1	1	1	1	1	1
10	1	1	1	1	1	1	1	1	1	0
11	1	1	1	1	1	1	1	1	1	1
12	1	1	1	1	1	1	1	1	1	1
13	1	1	1	1	1	1	1	1	1	1
14	1	1	1	1	1	1	1	1	1	1
15	1	1	1	1	1	1	1	1	1	1
16	1	1	1	1	1	1	1	1	1	1
17	1	1	1	1	1	1	1	1	1	0
18	1	1	1	1	1	1	1	1	1	1
19	1	1	1	1	1	1	1	1	1	1
20	1	1	1	1	1	0	1	1	1	0
21	1	1	1	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1	1	1	1
23	1	1	1	1	1	1	1	1	1	1
24	1	1	1	1	1	1	1	1	1	1
25	1	1	1	1	1	0	1	1	1	0
26	1	1	1	1	1	1	1	1	1	1
27	1	1	1	1	1	1	1	1	1	1
28	1	1	1	1	1	0	0	1	0	0
29	1	1	1	1	1	1	1	1	1	1
30	1	1	1	1	1	1	1	1	1	1
31	1	1	1	1	1	1	1	1	1	1
32	1	1	1	1	1	1	1	1	1	1
33	1	1	1	1	1	0	1	1	1	1
34	1	1	1	1	1	1	1	1	1	1
35	1	1	1	1	1	1	1	1	1	1
36	1	1	0	1	0	1	1	1	1	1
37	1	1	1	1	1	1	1	1	1	1
38	1	1	1	1	1	1	1	1	0	1
39	1	1	1	1	1	1	1	1	1	1
40	0	0	0	0	0	0	0	0	0	1
41	1	1	1	0	1	1	0	1	1	0
42	1	1	1	1	1	1	1	1	1	1
43	1	0	0	0	0	0	0	0	0	1
44	1	1	1	1	1	1	1	1	0	1
45	0	1	0	1	0	1	0	0	0	0
46	1	0	0	0	0	0	1	1	1	1
47	1	1	1	0	1	1	0	1	1	1
48	1	0	0	1	0	1	0	0	0	0
49	0	1	1	0	1	0	1	0	1	1
50	1	1	1	1	0	1	1	1	1	1
Jumlah	47	46	44	44	43	40	43	44	43	41
Kuadrat Jumlah	2209	2116	1936	1936	1849	1600	1849	1936	1849	1681

TABULASI DATA UJI TAHAP IV

KUESIONER ASOSIASI HANDPHONE NOKIA

O. Terkenal	Gaya hidup		Kelas produk		Pesaing		Wil. Geografis		Jumlah	Kuadrat Jumlah
	Kues_14	Kues_15	Kues_16	Kues_17	Kues_18	Kues_19	Kues_20	Kues_21		
1	0	1	0	0	0	0	0	0	9	81
1	1	1	1	1	1	1	1	1	19	361
1	1	1	1	1	1	1	1	1	19	361
1	0	0	1	1	0	1	1	1	15	225
1	1	1	1	1	1	1	1	1	19	361
1	1	1	1	1	1	1	1	1	19	361
1	1	1	1	1	1	1	1	1	19	361
1	0	0	0	0	0	1	1	0	13	169
1	1	1	1	1	1	1	1	1	19	361
1	0	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	1	19	361
1	1	0	0	1	1	1	1	1	17	289
1	0	0	0	0	1	1	1	1	15	225
1	1	1	1	0	1	1	1	1	18	324
1	0	0	0	0	1	1	1	1	15	225
1	1	1	1	1	1	1	1	1	19	361
1	0	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	1	19	361
1	0	0	0	0	1	0	1	0	13	169
0	0	0	0	0	0	1	1	1	11	121
1	1	0	1	0	1	1	1	1	17	289
1	1	1	1	1	1	1	1	1	19	361
1	0	0	0	1	1	1	1	1	16	256
1	1	0	1	0	1	1	1	1	17	289
0	0	0	0	0	1	0	0	0	9	81
1	1	1	1	1	1	1	1	1	19	361
1	0	1	1	1	0	1	1	1	17	289
0	1	0	1	0	0	0	0	0	8	64
1	1	1	1	1	1	1	1	1	19	361
1	1	1	1	1	1	1	1	1	19	361
0	1	1	1	1	1	1	1	1	18	324
1	1	1	1	1	1	1	1	1	19	361
0	1	1	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	1	1	19	361
0	1	1	1	1	1	1	1	1	18	324
0	1	1	1	1	1	1	1	1	17	289
0	1	1	1	1	0	1	1	1	17	289
1	1	0	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	1	1	19	361
0	0	0	0	0	1	1	1	1	5	25
0	1	0	1	1	1	1	1	1	14	196
1	1	1	1	1	1	1	1	1	19	361
0	0	0	0	0	0	1	1	1	5	25
1	1	1	1	1	1	1	1	1	18	324
0	0	0	0	0	0	0	0	0	3	9
0	1	1	1	1	1	1	1	1	13	169
0	1	1	1	1	1	1	1	1	16	256
0	0	0	0	0	0	0	0	0	3	9
0	0	0	0	1	1	1	1	1	11	121
1	1	1	1	0	1	1	1	0	16	256
35	33	29	34	31	41	44	45	42	769	12819
1225	1089	841	1156	961	1681	1936	2025	1764	31639	

Pengujian IV : Semua Asosiasi, kekuatan harga terjangkau (Q7), dipakai *public figure* (Q13)
dan harga jual kembali tetap linier (Q8)

RUMUS

$$Q = \frac{C(C-1)\sigma C_j^2 - (C-1)N^2}{CN - \sigma R_j^2}$$

Diketahui :

$$\begin{aligned} C &= 19 \\ (C-1) &= 18 \\ \sigma C_j^2 &= 31639 \\ N &= 769 \\ N^2 &= 591361 \\ (C-1)N^2 &= 10644498 \\ CN &= 14611 \\ \sigma R_j^2 &= 12819 \end{aligned}$$

$$\begin{aligned} &= \frac{(19) \times (18) \times (31639) - (18) \times (769)^2}{(19) \times (469) - 12819} \\ &= \frac{10820538 - 10644498}{14611 - 12819} \\ &= \frac{176040}{1792} \\ Q &= 98.24 \end{aligned}$$

X^2 Tabel dengan

$$df = C - 1$$

$$= 19 - 1$$

$$= 18$$

$$\alpha = 5\%$$

$$X^2_{Tabel} = 28,9$$

Kesimpulan

$$= Q > X^2_{Tabel}$$

$$= 98,24 > 28,9$$

dengan demikian H_0 ditolak

TABULASI DATA UJI TAHAP V

KUESIONER ASOSIASI HANDPHONE NOKIA

Responden	KUESIONER ASOSIASI HANDPHONE NOKIA									
	Atribut produk		A. tak berwujud		Manfaat		Penggunaan		Konsumen	
	Kues_1	Kues_2	Kues_3	Kues_4	Kues_5	Kues_6	Kues_9	Kues_10	Kues_11	Kues_12
1	1	1	1	1	1	0	1	0	1	0
2	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1
4	1	1	1	1	1	0	1	1	1	1
5	1	1	1	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1	1	1	1
8	1	1	1	1	1	1	1	1	1	1
9	1	1	1	1	1	1	1	1	1	1
10	1	1	1	1	1	1	1	1	1	0
11	1	1	1	1	1	1	1	1	1	1
12	1	1	1	1	1	1	1	1	1	1
13	1	1	1	1	1	1	1	1	1	1
14	1	1	1	1	1	1	1	1	1	1
15	1	1	1	1	1	1	1	1	1	1
16	1	1	1	1	1	1	1	1	1	1
17	1	1	1	1	1	1	1	1	1	0
18	1	1	1	1	1	1	1	1	1	1
19	1	1	1	1	1	1	1	1	1	1
20	1	1	1	1	1	0	1	1	1	0
21	1	1	1	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1	1	1	1
23	1	1	1	1	1	1	1	1	1	1
24	1	1	1	1	1	1	1	1	1	1
25	1	1	1	1	1	0	1	1	1	0
26	1	1	1	1	1	1	1	1	1	1
27	1	1	1	1	1	1	1	1	1	1
28	1	1	1	1	1	0	0	1	0	0
29	1	1	1	1	1	1	1	1	1	1
30	1	1	1	1	1	1	1	1	1	1
31	1	1	1	1	1	1	1	1	1	1
32	1	1	1	1	1	1	1	1	1	1
33	1	1	1	1	1	0	1	1	1	1
34	1	1	1	1	1	1	1	1	1	1
35	1	1	1	1	1	1	1	1	1	1
36	1	1	0	1	0	1	1	1	1	1
37	1	1	1	1	1	1	1	1	1	1
38	1	1	1	1	1	1	1	1	0	1
39	1	1	1	1	1	1	1	1	1	1
40	0	0	0	0	0	0	0	0	0	1
41	1	1	1	0	1	1	0	1	1	0
42	1	1	1	1	1	1	1	1	1	1
43	1	0	0	0	0	0	0	0	0	1
44	1	1	1	1	1	1	1	1	0	1
45	0	1	0	1	0	1	0	0	0	0
46	1	0	0	0	0	0	1	1	1	1
47	1	1	1	0	1	1	0	1	1	1
48	1	0	0	1	0	1	0	0	0	0
49	0	1	1	0	1	0	1	0	1	1
50	1	1	1	1	0	1	1	1	1	1
Jumlah	47	46	44	44	43	40	43	44	43	41
Kuadrat Jumlah	2209	2116	1936	1936	1849	1600	1849	1936	1849	1681

TABULASI DATA UJI TAHAP V

KUESIONER ASOSIASI HANDPHONE NOKIA

KUESIONER ASOSIASI HANDPHONE NOKIA								Jumlah	Kuadrat Jumlah
O. Terkenal	Gaya hidup	Kelas produk		Pesaing		Wil. Geografis			
Kues_14	Kues_15	Kues_17	Kues_18	Kues_19	Kues_20	Kues_21	Kues_22		
1	0	0	0	0	0	0	0	8	64
1	1	1	1	1	1	1	1	18	324
1	1	1	1	1	1	1	1	18	324
1	0	1	1	0	1	1	1	15	225
1	1	1	1	1	1	1	1	18	324
1	1	1	1	1	1	1	1	18	324
1	1	1	1	1	1	1	1	18	324
1	0	0	0	0	1	1	0	13	169
1	1	1	1	1	1	1	1	18	324
1	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	18	324
1	1	0	1	1	1	1	1	17	289
1	0	0	0	1	1	1	1	15	225
1	1	1	0	1	1	1	1	17	289
1	0	0	0	1	1	1	1	15	225
1	1	1	1	1	1	1	1	18	324
1	0	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	1	18	324
1	0	0	0	1	0	1	0	13	169
0	0	0	0	0	1	1	1	11	121
1	1	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	1	18	324
1	0	0	1	1	1	1	1	16	256
1	1	1	0	1	1	1	1	17	289
0	0	0	0	1	0	0	0	9	81
1	1	1	1	1	1	1	1	18	324
1	0	1	1	0	1	1	1	16	256
0	1	1	0	0	0	0	0	8	64
1	1	1	1	1	1	1	1	18	324
1	1	1	1	1	1	1	1	18	324
0	1	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	1	18	324
0	1	1	1	1	1	1	1	16	256
1	1	1	1	1	1	1	1	18	324
0	1	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	1	16	256
0	1	1	0	1	1	1	1	16	256
1	1	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	1	18	324
0	0	0	0	1	1	1	1	5	25
0	1	1	1	1	1	1	1	14	196
1	1	1	1	1	1	1	1	18	324
0	0	0	0	0	1	1	1	5	25
1	1	1	1	1	1	1	1	17	289
0	0	0	0	0	0	0	0	3	9
0	1	1	1	1	1	1	1	12	144
0	1	1	1	1	1	1	1	15	225
0	0	0	0	0	0	0	0	3	9
0	0	0	1	1	1	1	1	11	121
1	1	1	0	1	1	1	0	15	225
35	33	34	31	41	44	45	42	740	11814
1225	1089	1156	961	1681	1936	2025	1764	30798	

Pengujian V: Semua Asosiasi, kecuali harga terkjangkau (Q7), dipakai *public figure* (Q13)
 ,harga jual kembali tetap tinggi (Q8) dan hidup modern (Q16)

RUMUS	
Q	$= \frac{C(C-1) \text{sigma } C_j^2 - (C-1)N^2}{CN - \text{sigma } R_j^2}$

Diketahui :

$C = 18$
 $(C - 1) = 17$
 $\text{sigma } C_j^2 = 30798$
 $N = 740$
 $N^2 = 547600$
 $(C - 1)N^2 = 9309200$
 $CN = 13320$
 $\text{sigma } R_j^2 = 11814$

$$\begin{aligned}
 &= \frac{(18) \times (17) \times (30798) - (17) \times (740)^2}{(18) \times (740) - 11814} \\
 &= \frac{9424188 - 9309200}{13320 - 11814} \\
 &= \frac{114988}{1506} \\
 Q &= 76.35
 \end{aligned}$$

X^2 Tabel dengan

df = C - 1

= 18 - 1

= 17

alpha = 5%

X^2 Tabel = 27,6

Kesimpulan

= $Q > X^2$ Tabel

= 76,35 > 27,6

dengan demikian H_0 ditolak

TABULASI DATA UJI TAHAP VI

KUESIONER ASOSIASI HANDPHONE NOKIA

Responden	KUESIONER ASOSIASI HANDPHONE NOKIA									
	Atribut produk		A. tak berwujud		Manfaat		Penggunaan		Konsumen	
	Kues_1	Kues_2	Kues_3	Kues_4	Kues_5	Kues_6	Kues_9	Kues_10	Kues_11	Kues_12
1	1	1	1	1	1	0	1	0	1	0
2	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1
4	1	1	1	1	1	0	1	1	1	1
5	1	1	1	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1	1	1	1
8	1	1	1	1	1	1	1	1	1	1
9	1	1	1	1	1	1	1	1	1	1
10	1	1	1	1	1	1	1	1	1	0
11	1	1	1	1	1	1	1	1	1	1
12	1	1	1	1	1	1	1	1	1	1
13	1	1	1	1	1	1	1	1	1	1
14	1	1	1	1	1	1	1	1	1	1
15	1	1	1	1	1	1	1	1	1	1
16	1	1	1	1	1	1	1	1	1	1
17	1	1	1	1	1	1	1	1	1	0
18	1	1	1	1	1	1	1	1	1	1
19	1	1	1	1	1	1	1	1	1	1
20	1	1	1	1	1	0	1	1	1	0
21	1	1	1	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1	1	1	1
23	1	1	1	1	1	1	1	1	1	1
24	1	1	1	1	1	1	1	1	1	1
25	1	1	1	1	1	0	1	1	1	0
26	1	1	1	1	1	1	1	1	1	1
27	1	1	1	1	1	1	1	1	1	1
28	1	1	1	1	1	0	0	1	0	0
29	1	1	1	1	1	1	1	1	1	1
30	1	1	1	1	1	1	1	1	1	1
31	1	1	1	1	1	1	1	1	1	1
32	1	1	1	1	1	1	1	1	1	1
33	1	1	1	1	1	0	1	1	1	1
34	1	1	1	1	1	1	1	1	1	1
35	1	1	1	1	1	1	1	1	1	1
36	1	1	0	1	0	1	1	1	1	1
37	1	1	1	1	1	1	1	1	1	1
38	1	1	1	1	1	1	1	1	0	1
39	1	1	1	1	1	1	1	1	1	1
40	0	0	0	0	0	0	0	0	0	1
41	1	1	1	0	1	1	0	1	1	0
42	1	1	1	1	1	1	1	1	1	1
43	1	0	0	0	0	0	0	0	0	1
44	1	1	1	1	1	1	1	1	0	1
45	0	1	0	1	0	1	0	0	0	0
46	1	0	0	0	0	0	1	1	1	1
47	1	1	1	0	1	1	0	1	1	1
48	1	0	0	1	0	1	0	0	0	0
49	0	1	1	0	1	0	1	0	1	1
50	1	1	1	1	0	1	1	1	1	1
Jumlah	47	46	44	44	43	40	43	44	43	41
Kuadrat Jumlah	2209	2116	1936	1936	1849	1600	1849	1936	1849	1681

TABULASI DATA UJI TAHAP VI

O. Terkenal	Gaya hidup	Kelas produk	Pesaing		Wil. Geografis		Jumlah	Kuadrat Jumlah
			Kues_14	Kues_15	Kues_17	Kues_19		
1	0	0	0	0	0	0	8	64
1	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	17	289
1	0	1	0	1	1	1	14	196
1	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	17	289
1	0	0	0	1	1	0	13	169
1	1	1	1	1	1	1	17	289
1	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	17	289
1	1	0	1	1	1	1	16	256
1	0	0	1	1	1	1	15	225
1	1	1	1	1	1	1	17	289
1	0	0	1	1	1	1	15	225
1	1	1	1	1	1	1	17	289
1	0	0	1	1	1	1	14	196
1	1	1	1	1	1	1	17	289
1	0	0	1	0	1	0	13	169
0	0	0	0	1	1	1	11	121
1	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	17	289
1	0	0	1	1	1	1	15	225
1	1	1	1	1	1	1	17	289
0	0	0	1	0	0	0	9	81
1	1	1	1	1	1	1	17	289
1	0	1	0	1	1	1	15	225
0	1	1	0	0	0	0	8	64
1	1	1	1	1	1	1	17	289
1	1	1	1	1	1	1	17	289
0	1	1	1	1	1	1	16	256
1	1	1	1	1	1	1	17	289
0	1	1	1	1	1	1	15	225
1	1	1	1	1	1	1	17	289
0	1	1	1	1	1	1	16	256
1	1	1	1	1	1	1	16	256
1	1	1	1	1	1	1	17	289
0	0	0	1	1	1	1	5	25
0	1	1	1	1	1	1	13	169
1	1	1	1	1	1	1	17	289
0	0	0	0	1	1	1	5	25
1	1	1	1	1	1	1	16	256
0	0	0	0	0	0	0	3	9
0	1	1	1	1	1	1	11	121
0	1	1	1	1	1	1	14	196
0	0	0	0	0	0	0	3	9
0	0	0	1	1	1	1	10	100
1	1	1	1	1	1	0	15	225
35	33	34	41	44	45	42	709	10801
1225	1089	1156	1681	1936	2025	1764	29837	

Pengujian VI : Semua Asosiasi, kecuali harga terjangkau (Q7), dipakai *public figure* (Q13)
 .harga jual kembali tetap tinggi (Q8). hidup modern (Q16) dan eksklusif (18)

RUMUS	
Q	$= \frac{C (C - 1) \text{ sigma } C^2_j - (C - 1) N^2}{CN - \text{ sigma } R^2_j}$

Diketahui :

- C = 17
- (C - 1) = 16
- sigma C²_j = 29837
- N = 709
- N² = 502681
- (C - 1) N² = 8042896
- CN = 12053
- sigma R²_j = 10801

$$= \frac{(17) \times (16) \times (29837) - (16) \times (709)^2}{(17) \times (709) - 10801}$$

$$= \frac{8115664 - 8042896}{12053 - 10801}$$

$$= \frac{7268}{1252}$$

Q = 58.12

X² Tabel dengan
 df = C - 1
 = 17 - 1
 = 16
 alpha = 5%

X² Tabel = 26,3

Kesimpulan = Q > X² Tabel
 = 58,12 > 26,3 dengan demikian H₀ ditolak

TABULASI DATA UJI TAHAP VII

Responden	KUESIONER ASOSIASI HANDPHONE NOKIA									
	Atribut produk		A. tak berwujud		Manfaat		Penggunaan		Konsumen	
	Kues_1	Kues_2	Kues_3	Kues_4	Kues_5	Kues_6	Kues_9	Kues_10	Kues_11	Kues_12
1	1	1	1	1	1	0	1	0	1	0
2	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1
4	1	1	1	1	1	0	1	1	1	1
5	1	1	1	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1	1	1	1
8	1	1	1	1	1	1	1	1	1	1
9	1	1	1	1	1	1	1	1	1	1
10	1	1	1	1	1	1	1	1	1	0
11	1	1	1	1	1	1	1	1	1	1
12	1	1	1	1	1	1	1	1	1	1
13	1	1	1	1	1	1	1	1	1	1
14	1	1	1	1	1	1	1	1	1	1
15	1	1	1	1	1	1	1	1	1	1
16	1	1	1	1	1	1	1	1	1	1
17	1	1	1	1	1	1	1	1	1	0
18	1	1	1	1	1	1	1	1	1	1
19	1	1	1	1	1	1	1	1	1	1
20	1	1	1	1	1	0	1	1	1	0
21	1	1	1	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1	1	1	1
23	1	1	1	1	1	1	1	1	1	1
24	1	1	1	1	1	1	1	1	1	1
25	1	1	1	1	1	0	1	1	1	0
26	1	1	1	1	1	1	1	1	1	1
27	1	1	1	1	1	1	1	1	1	1
28	1	1	1	1	1	0	0	1	0	0
29	1	1	1	1	1	1	1	1	1	1
30	1	1	1	1	1	1	1	1	1	1
31	1	1	1	1	1	1	1	1	1	1
32	1	1	1	1	1	1	1	1	1	1
33	1	1	1	1	1	0	1	1	1	1
34	1	1	1	1	1	1	1	1	1	1
35	1	1	1	1	1	1	1	1	1	1
36	1	1	0	1	0	1	1	1	1	1
37	1	1	1	1	1	1	1	1	1	1
38	1	1	1	1	1	1	1	1	0	1
39	1	1	1	1	1	1	1	1	1	1
40	0	0	0	0	0	0	0	0	0	1
41	1	1	1	0	1	1	0	1	1	0
42	1	1	1	1	1	1	1	1	1	1
43	1	0	0	0	0	0	0	0	0	1
44	1	1	1	1	1	1	1	1	0	1
45	0	1	0	1	0	1	0	0	0	0
46	1	0	0	0	0	0	1	1	1	1
47	1	1	1	0	1	1	0	1	1	1
48	1	0	0	1	0	1	0	0	0	0
49	0	1	1	0	1	0	1	0	1	1
50	1	1	1	1	0	1	1	1	1	1
Jumlah	47	46	44	44	43	40	43	44	43	41
Kuadrat Jumlah	2209	2116	1936	1936	1849	1600	1849	1936	1849	1681

TABULASI DATA UJI TAHAP VII

KUESIONER ASOSIASI HANDPHONE NOKIA						Jumlah	Kuadrat Jumlah
O. Terkenal	Kelas produk	Pesaing		Wil. Geografis			
Kues_14	Kues_17	Kues_19	Kues_20	Kues_21	Kues_22		
1	0	0	0	0	0	8	64
1	1	1	1	1	1	16	256
1	1	1	1	1	1	16	256
1	1	0	1	1	1	14	196
1	1	1	1	1	1	16	256
1	1	1	1	1	1	16	256
1	1	1	1	1	1	16	256
1	0	0	1	1	0	13	169
1	1	1	1	1	1	16	256
1	0	1	1	1	1	14	196
1	1	1	1	1	1	16	256
1	0	1	1	1	1	15	225
1	0	1	1	1	1	15	225
1	1	1	1	1	1	16	256
1	1	1	1	1	1	16	256
1	1	1	1	1	1	16	256
1	0	1	1	1	1	15	225
1	1	1	1	1	1	16	256
1	0	1	1	1	1	16	256
1	1	1	1	1	1	16	256
1	0	1	0	1	0	13	169
0	0	0	1	1	1	11	121
1	1	1	1	1	1	16	256
1	1	1	1	1	1	16	256
1	0	1	1	1	1	15	225
1	1	1	1	1	1	16	256
0	0	1	0	0	0	9	81
1	1	1	1	1	1	16	256
1	1	0	1	1	1	15	225
0	1	0	0	0	0	7	49
1	1	1	1	1	1	16	256
1	1	1	1	1	1	16	256
0	1	1	1	1	1	15	225
1	1	1	1	1	1	16	256
0	1	1	1	1	1	14	196
1	1	1	1	1	1	16	256
0	1	1	1	1	1	14	196
1	1	1	1	1	1	16	256
0	1	1	1	1	1	15	225
1	1	1	1	1	1	15	225
1	1	1	1	1	1	16	256
0	0	1	1	1	1	5	25
0	1	1	1	1	1	12	144
1	1	1	1	1	1	16	256
0	0	0	1	1	1	5	25
1	1	1	1	1	1	15	225
0	0	0	0	0	0	3	9
0	1	1	1	1	1	10	100
0	1	1	1	1	1	13	169
0	0	0	0	0	0	3	9
0	0	1	1	1	1	10	100
1	1	1	1	1	0	14	196
35	34	41	44	45	42	676	9780
1225	1156	1681	1936	2025	1764	28748	

Pengujian VII : Semua Asosiasi, kecuali harga terjangkau (Q7), dipakai *public figure* (Q13),
 harga jual kembali tetap tinggi (Q8), hidup modern (Q16), eksklusif (18) dan berkesan profesional (Q15)

RUMUS	
Q	$= \frac{C(C-1) \text{ sigma } C^2_j - (C-1)N^2}{CN - \text{ sigma } R^2_j}$

Diketahui :

- C = 16
- (C - 1) = 15
- sigma C²_j = 28748
- N = 676
- N² = 456976
- (C - 1) N² = 6854640
- CN = 10816
- sigma R²_j = 9780

$$= \frac{(16) \times (15) \times (28748) - (15) \times (676)^2}{(16) \times (676) - 9780}$$

$$= \frac{6899520 - 6854640}{10816 - 9780}$$

$$= \frac{44880}{1036}$$

Q = 43.32

X² Tabel dengan
 df = C - 1
 = 16 - 1
 = 15
 alpha = 5%

X² Tabel = 25,0

Kesimpulan = Q > X² Tabel
 = 43,32 > 25,0 dengan demikian H₀ ditolak

TABULASI DATA UJI TAHAP VIII

Responden	KUESIONER ASOSIASI HANDPHONE NOKIA							
	Atribut produk		A. tak berwujud		Manfaat		Penggunaan	
	Kues_1	Kues_2	Kues_3	Kues_4	Kues_5	Kues_6	Kues_9	Kues_10
1	1	1	1	1	1	0	1	0
2	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1
4	1	1	1	1	1	0	1	1
5	1	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1	1
8	1	1	1	1	1	1	1	1
9	1	1	1	1	1	1	1	1
10	1	1	1	1	1	1	1	1
11	1	1	1	1	1	1	1	1
12	1	1	1	1	1	1	1	1
13	1	1	1	1	1	1	1	1
14	1	1	1	1	1	1	1	1
15	1	1	1	1	1	1	1	1
16	1	1	1	1	1	1	1	1
17	1	1	1	1	1	1	1	1
18	1	1	1	1	1	1	1	1
19	1	1	1	1	1	1	1	1
20	1	1	1	1	1	0	1	1
21	1	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1	1
23	1	1	1	1	1	1	1	1
24	1	1	1	1	1	1	1	1
25	1	1	1	1	1	0	1	1
26	1	1	1	1	1	1	1	1
27	1	1	1	1	1	1	1	1
28	1	1	1	1	1	0	0	1
29	1	1	1	1	1	1	1	1
30	1	1	1	1	1	1	1	1
31	1	1	1	1	1	1	1	1
32	1	1	1	1	1	1	1	1
33	1	1	1	1	1	0	1	1
34	1	1	1	1	1	1	1	1
35	1	1	1	1	1	1	1	1
36	1	1	0	1	0	1	1	1
37	1	1	1	1	1	1	1	1
38	1	1	1	1	1	1	1	1
39	1	1	1	1	1	1	1	1
40	0	0	0	0	0	0	0	0
41	1	1	1	0	1	1	0	1
42	1	1	1	1	1	1	1	1
43	1	0	0	0	0	0	0	0
44	1	1	1	1	1	1	1	1
45	0	1	0	1	0	1	0	0
46	1	0	0	0	0	0	1	1
47	1	1	1	0	1	1	0	1
48	1	0	0	1	0	1	0	0
49	0	1	1	0	1	0	1	0
50	1	1	1	1	0	1	1	1
Jumlah	47	46	44	44	43	40	43	44
Kuadrat Jumlah	2209	2116	1936	1936	1849	1600	1849	1936

Pengujian VIII : Semua Asosiasi, kecuali harga terjangkau (Q7), dipakai *public figure* (Q13)

harga jual kembali tetap tinggi (Q8), hidup modern (Q16), eksklusif (18), berkesan profesional (Q15)
dan berkesan mewah (Q17)

RUMUS

$$Q = \frac{C(C-1) \text{ sigma } C_j^2 - (C-1)N^2}{CN - \text{ sigma } R_j^2}$$

Diketahui :

$$\begin{aligned} C &= 15 \\ (C-1) &= 14 \\ \text{sigma } C_j^2 &= 27592 \\ N &= 642 \\ N^2 &= 412164 \\ (C-1)N^2 &= 5770296 \\ CN &= 9630 \\ \text{sigma } R_j^2 &= 8798 \end{aligned}$$

$$\begin{aligned} &= \frac{(15) \times (14) \times (27592) - (14) \times (642)^2}{(15) \times (642) - 8798} \\ &= \frac{5794320 - 5770296}{9630 - 8798} \\ &= \frac{24024}{832} \\ Q &= 28,88 \end{aligned}$$

$$\begin{aligned} X^2_{\text{Tabel}} \text{ dengan } & \\ \text{df} = C - 1 & \\ &= 15 - 1 \\ &= 14 \\ \text{alpha} = 5\% & \\ X^2_{\text{Tabel}} &= 23,7 \end{aligned}$$

Kesimpulan = $Q > X^2_{\text{Tabel}}$
= 28,88 > 23,7 dengan demikian H_0 ditolak

TABULASI DATA UJI TAHAP IX

Responden	KUESIONER ASOSIASI HANDPHONE NOKIA							
	Atribut produk		A. tak berwujud		Manfaat		Penggunaan	
	Kues_1	Kues_2	Kues_3	Kues_4	Kues_5	Kues_6	Kues_9	Kues_10
1	1	1	1	1	1	0	1	0
2	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1
4	1	1	1	1	1	0	1	1
5	1	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1	1
8	1	1	1	1	1	1	1	1
9	1	1	1	1	1	1	1	1
10	1	1	1	1	1	1	1	1
11	1	1	1	1	1	1	1	1
12	1	1	1	1	1	1	1	1
13	1	1	1	1	1	1	1	1
14	1	1	1	1	1	1	1	1
15	1	1	1	1	1	1	1	1
16	1	1	1	1	1	1	1	1
17	1	1	1	1	1	1	1	1
18	1	1	1	1	1	1	1	1
19	1	1	1	1	1	1	1	1
20	1	1	1	1	1	0	1	1
21	1	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1	1
23	1	1	1	1	1	1	1	1
24	1	1	1	1	1	1	1	1
25	1	1	1	1	1	0	1	1
26	1	1	1	1	1	1	1	1
27	1	1	1	1	1	1	1	1
28	1	1	1	1	1	0	0	1
29	1	1	1	1	1	1	1	1
30	1	1	1	1	1	1	1	1
31	1	1	1	1	1	1	1	1
32	1	1	1	1	1	1	1	1
33	1	1	1	1	1	0	1	1
34	1	1	1	1	1	1	1	1
35	1	1	1	1	1	1	1	1
36	1	1	0	1	0	1	1	1
37	1	1	1	1	1	1	1	1
38	1	1	1	1	1	1	1	1
39	1	1	1	1	1	1	1	1
40	0	0	0	0	0	0	0	0
41	1	1	1	0	1	1	0	1
42	1	1	1	1	1	1	1	1
43	1	0	0	0	0	0	0	0
44	1	1	1	1	1	1	1	1
45	0	1	0	1	0	1	0	0
46	1	0	0	0	0	0	1	1
47	1	1	1	0	1	1	0	1
48	1	0	0	1	0	1	0	0
49	0	1	1	0	1	0	1	0
50	1	1	1	1	0	1	1	1
Jumlah	47	46	44	44	43	40	43	44
Kuadrat Jumlah	2209	2116	1936	1936	1849	1600	1849	1936

Pengujian IX : Semua Asosiasi, kecuali harga terjangkau (Q7), dipakai *public figure* (Q13)

harga jual kembali tetap tinggi (Q8), hidup modern (Q16), berkesan eksklusif (18), berkesan profesional (Q15)

berkesan mewah (Q17) dan dipakai selebritis (14)

RUMUS	
$Q =$	$\frac{C(C-1) \sum C_j^2 - (C-1)N^2}{CN - \sum R_j^2}$

Diketahui :

C	=	14
(C - 1)	=	13
sigma C _{2j}	=	26367
N	=	607
N ²	=	368449
(C - 1) N ²	=	4789837
CN	=	8498
sigma R _{2j}	=	7827

$$= \frac{(14) \times (13) \times (27592) - (13) \times (642)^2}{(14) \times (642) - 8798}$$

$$= \frac{4798794 - 4789837}{8498 - 7827}$$

$$= \frac{8957}{671}$$

Q = 13,35

X^2_{Tabel} dengan
 df = C - 1
 = 14 - 1
 = 13
 alpha = 5%

$X^2_{Tabel} = 22,4$

Kesimpulan = $Q < X^2_{Tabel}$
 = 13,35 < 22,4 dengan demikian H₀ diterima

LAMPIRAN V
TABEL DISTRIBUSI
FREKUENSI



KUES_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	10	20.0	20.0	20.0
	1.00	40	80.0	80.0	100.0
Total		50	100.0	100.0	
Total		50	100.0		

KUES_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	27	54.0	54.0	54.0
	1.00	23	46.0	46.0	100.0
Total		50	100.0	100.0	
Total		50	100.0		

KUES_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	24	48.0	48.0	48.0
	1.00	26	52.0	52.0	100.0
Total		50	100.0	100.0	
Total		50	100.0		

KUES_9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	7	14.0	14.0	14.0
	1.00	43	86.0	86.0	100.0
Total		50	100.0	100.0	
Total		50	100.0		

KUES_10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	6	12.0	12.0	12.0
	1.00	44	88.0	88.0	100.0
Total		50	100.0	100.0	
Total		50	100.0		

Frequencies

KUES_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	3	6.0	6.0	6.0
1.00	47	94.0	94.0	100.0
Total	50	100.0	100.0	
Total	50	100.0		

KUES_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	4	8.0	8.0	8.0
1.00	46	92.0	92.0	100.0
Total	50	100.0	100.0	
Total	50	100.0		

KUES_3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	6	12.0	12.0	12.0
1.00	44	88.0	88.0	100.0
Total	50	100.0	100.0	
Total	50	100.0		

KUES_4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	6	12.0	12.0	12.0
1.00	44	88.0	88.0	100.0
Total	50	100.0	100.0	
Total	50	100.0		

KUES_5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	7	14.0	14.0	14.0
1.00	43	86.0	86.0	100.0
Total	50	100.0	100.0	
Total	50	100.0		

KUES_11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	7	14.0	14.0	14.0
	1.00	43	86.0	86.0	100.0
	Total	50	100.0	100.0	
Total		50	100.0		

KUES_12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	9	18.0	18.0	18.0
	1.00	41	82.0	82.0	100.0
	Total	50	100.0	100.0	
Total		50	100.0		

KUES_13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	25	50.0	50.0	50.0
	1.00	25	50.0	50.0	100.0
	Total	50	100.0	100.0	
Total		50	100.0		

KUES_14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	15	30.0	30.0	30.0
	1.00	35	70.0	70.0	100.0
	Total	50	100.0	100.0	
Total		50	100.0		

KUES_15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	17	34.0	34.0	34.0
	1.00	33	66.0	66.0	100.0
	Total	50	100.0	100.0	
Total		50	100.0		

KUES_16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	21	42.0	42.0	42.0
	1.00	29	58.0	58.0	100.0
	Total	50	100.0	100.0	
Total		50	100.0		

KUES_17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	16	32.0	32.0	32.0
	1.00	34	68.0	68.0	100.0
	Total	50	100.0	100.0	
Total		50	100.0		

KUES_18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	19	38.0	38.0	38.0
	1.00	31	62.0	62.0	100.0
	Total	50	100.0	100.0	
Total		50	100.0		

KUES_19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	9	18.0	18.0	18.0
	1.00	41	82.0	82.0	100.0
	Total	50	100.0	100.0	
Total		50	100.0		

KUES_20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	6	12.0	12.0	12.0
	1.00	44	88.0	88.0	100.0
	Total	50	100.0	100.0	
Total		50	100.0		

KUES_21

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	5	10.0	10.0	10.0
1.00	45	90.0	90.0	100.0
Total	50	100.0	100.0	
Total	50	100.0		

KUES_22

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	8	16.0	16.0	16.0
1.00	42	84.0	84.0	100.0
Total	50	100.0	100.0	
Total	50	100.0		

