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L A M P I R A N

No.Responden :

KUESIONER

PENGARUH STRATEGI GREEN MARKETING TERHADAP PILIHAN KONSUMEN MELALUI PENDEKATAN MARKETING MIX

Petunjuk pengisian kuesioner

Padapernyataan-pernyataan berikut ini, pilihlah pertanyaan yang sesuai dan beritanda (X) pada jawaban anda

BAGIAN I

KETERANGAN UMUM – IDENTITAS RESPONDEN

1. Nama :

2. Pekerjaan saat ini
 - a. Pelajar/mahasiswa
 - b. Wiraswasta
 - c. PNS
 - d. TNI/Polri
 - e. Karyawan swasta
 - f. Lainnya (sebutkan),

3. Apakah anda berdomisili di Jakarta?

1. Ya 2. Tidak

4. Apakah anda pernah membeli produk The Body Shop

1. Ya 2. Tidak

BAGIAN II
PERTANYAAN GREEN MARKETING

Harga

1. Harga produk Bening's Clinic & shop Bengkulu mahal dibanding produk lain

Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

2. Saya bersedia membayar lebih mahal untuk produk ramah lingkungan

Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

3. Harga Bening's Clinic & shop Bengkulu sesuai dengan keinginan saya

Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

4. Saya membeli produk Bening's Clinic & shop Bengkulu ketika ada potongan harga

Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

5. Saya tertarik menukarkan botol kosong produk Bening's Clinic & shop Bengkulu dengan souvenir cantik.

Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

Produk

6. Saya menyukai produk Bening's Clinic &shop Bengkulu dengan bahan kemasan yang dapat didaur ulang
Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju
7. Produk Bening's Clinic &shop Bengkulu isinya banyak, produknya awet dan tahan lama.
Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju
8. Bening's Clinic &shop Bengkulu belum memperoleh sertifikat ISO 14000 mengenai lingkungan
Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

Tempat/Saluran Distribusi

9. Gerai-gerai Bening's Clinic &shop Bengkulu di Jakarta sudah cukup mudah dijangkau oleh warga Jakarta
Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju
10. Jumlah gerai Bening's Clinic &shop Bengkulu di Jakarta sudah cukup banyak
Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

11. Di setiap gerai Bening's Clinic & shop Bengkulu
pasti tersedia lengkap produk yang saya inginkan
Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

Promosi

12. Bening's Clinic & shop Bengkulu dalam mempromosikan produk ramah lingkungan yang tidak akan pernah mengambil keuntungan dengan menipu konsumen
Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju
13. Saya mengetahui pesan-pesan lingkungan yang disampaikan Bening's Clinic & shop Bengkulu pada hampir setiap produknya
Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju
14. Saya menyukai produk The Body Shop
karena mengkampanyekan cinta lingkungan dan peduli masalah sosial
Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju
15. Saya membeli produk Bening's Clinic & shop Bengkulu
karena promosinya menggunakan program-
program *public relations* (kampanye)
dan lebih eksklusif dibanding merek lain.
Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

Pengetahuan Responden

16. Saya memahami masalah produk ramah lingkungan dan perlindungan lingkungan hidup

Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

17. Saya memiliki kesadaran untuk menggunakan produk ramah lingkungan

Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

18. Saya mengerti tentang regulasi lingkungan hidup

Sangat tidak setuju 1.....2.....3.....4.....5.....
Sangat setuju

Pilihan Pelanggan

- ❖ Saya tetap membeli produk Bening's Clinic & shop Bengkulu karena saya adalah pelanggan yang memperhatikan aspek lingkungan hidup

a. Ya

b. Tidak

Demografi Responden

- ❖ Umur: tahun

- ❖ Pendidikan terakhir

1. SMP atau sederajat
2. SMA atau sederajat
3. Akademi (Diploma)

4. SarjanaS1keatas

JenisKelaminanda

() Perempuan

() Laki-laki

❖ Pendapatananda dalam 1 bulan:

1. Kurang dari Rp1,500,000

2. Rp. 1,500,001–Rp2,000,000

3. Rp. 2,000,001–Rp3,000,000

4. Rp.3,000,001–Rp.4,000,000

5. Diatas Rp,4,000,000

=====TERIMAKASIHATASPARTISIPASIANDA=====

DATAMENTAH

Resp	X1	X2	X3	X4	X5	Har- ga	X6	X7	X8	Prod- uk	X9	X10	X11	Tempat	X12	X13	X14	X15	Promosi	X16	X17	X18
1	4	4	3	2	2	3.00	4	3	4	3.67	3	2	3	2.67	4	4	3	4	3.75	3	3	2
2	4	4	4	5	3	4.00	5	4	3	4.00	4	3	4	3.67	4	4	3	4	3.75	3	2	1
3	5	5	4	5	5	4.80	4	3	5	4.00	2	4	3	3.00	4	4	4	4	4.00	4	3	4
4	4	3	5	3	4	3.80	4	4	4	4.00	4	4	4	4.00	3	4	4	1	3.00	2	2	4
5	5	1	4	2	3	3.00	3	4	4	3.67	3	5	4	4.00	5	4	3	4	4.00	5	3	5
6	3	3	4	3	2	3.00	4	3	2	3.00	5	4	5	4.67	4	4	4	4	4.00	3	2	3
7	4	3	4	3	5	3.80	5	3	4	4.00	4	5	5	4.67	5	5	5	5	5.00	5	5	5
8	3	4	2	3	3	3.00	4	3	4	3.67	2	3	3	2.67	4	3	4	5	4.00	3	4	4
9	4	4	4	3	5	4.00	4	4	4	4.00	5	5	5	5.00	5	5	5	5	5.00	4	2	4
10	3	5	2	2	2	2.80	5	5	4	4.67	3	3	3	3.00	4	4	4	4	4.00	5	4	5
11	4	3	5	3	5	4.00	4	4	4	4.00	4	4	4	4.00	4	5	4	3	4.00	4	4	4
12	3	4	4	5	4	4.00	5	5	5	5.00	3	4	4	3.67	5	5	5	5	5.00	4	5	5
13	5	5	5	5	4	4.80	4	4	4	4.00	5	5	3	4.33	4	4	4	4	4.00	2	3	3
14	5	5	5	5	5	5.00	5	5	4	4.67	3	3	3	3.00	4	3	5	4	4.00	4	4	4
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17	5	5	5	5	5	5.00	5	5	5	5.00	4	4	4	4.00	4	4	4	4	4.00	5	5	5

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18	4	4	4	4	4	4.00	1	3	4	2.67	3	5	4	4.00	5	5	5	5	5.00	3	3	3
19	5	5	5	4	5	4.80	4	4	4	4.00	5	5	4	4.67	5	5	5	5	5.00	4	4	5
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21	5	4	5	5	5	4.80	5	5	5	5.00	5	4	3	4.00	4	3	4	5	4.00	5	4	5
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26	4	4	4	4	4	4.00	4	4	4	4.00	4	5	5	4.67	5	5	5	5	5.00	3	2	3
27	2	3	1	2	2	2.00	4	3	1	2.67	3	3	3	3.00	4	4	4	4	4.00	5	4	5
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81	5	5	5	5	5	5.00	4	4	4	4.00	3	3	3	3.00	3	3	3	1	2.50	4	4	5
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86	4	3	5	3	4	3.80	1	2	2	1.67	3	4	2	3.00	4	3	5	4	4.00	4	5	5
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88	5	5	5	5	5	5.00	5	4	3	4.00	5	3	1	3.00	1	5	2	3	2.75	3	2	3
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91	3	3	3	2	2	2.60	4	4	4	4.00	4	4	4	4.00	4	5	4	3	4.00	4	4	5
92	5	5	5	5	3	4.60	3	3	3	3.00	2	2	2	2.00	4	4	4	4	4.00	1	3	4
93	3	3	3	3	3	3.00	1	3	2	2.00	3	5	4	4.00	5	4	5	5	4.75	2	2	4
94	4	4	4	4	4	4.00	4	3	4	3.67	3	2	4	3.00	2	2	3	1	2.00	2	2	1
95	3	5	5	5	5	4.60	4	4	4	4.00	3	3	3	3.00	3	2	4	3	3.00	4	4	4
96	4	4	4	4	3	3.80	3	3	3	3.00	4	4	4	4.00	5	5	5	4	4.75	4	3	4
97	3	3	3	2	4	3.00	4	4	4	4.00	4	4	4	4.00	5	3	2	1	2.75	3	4	4
98	3	3	3	2	2	2.60	4	4	4	4.00	3	3	3	3.00	3	1	2	2	2.00	3	3	3
99	4	4	4	4	4	4.00	4	5	5	4.67	3	2	4	3.00	3	3	2	3	2.75	4	5	5
100	3	3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3	3.00	5	5	5
101	4	4	4	4	4	4.00	1	2	2	1.67	3	4	2	3.00	3	1	3	3	2.50	4	3	3
102	3	3	3	3	2	2.80	4	4	4	4.00	3	3	3	3.00	2	3	1	2	2.00	5	4	5

103	4	4	4	4	3	3.80	4	4	4	4.00	3	1	2	2.00	4	1	2	1	2.00	5	5	5
104	4	4	4	4	4	4.00	3	4	2	3.00	2	2	2	2.00	3	2	1	2	2.00	5	5	4
105	5	5	5	5	4	4.80	4	3	4	3.67	3	5	4	4.00	5	3	2	1	2.75	4	5	5
106	5	5	5	5	5	5.00	2	3	4	3.00	3	3	3	3.00	2	2	2	2	2.00	3	4	4
107	4	4	4	3	4	3.80	5	5	5	5.00	4	5	3	4.00	3	4	2	3	3.00	4	3	4
108	3	3	3	2	2	2.60	4	4	4	4.00	2	4	3	3.00	2	3	1	2	2.00	4	5	5
09	4	4	4	4	3	3.80	3	3	3	3.00	3	5	4	4.00	4	5	3	4	4.00	5	4	5
110	4	4	4	3	3	3.60	4	4	4	4.00	2	2	5	3.00	3	3	3	3	3.00	5	5	5
111	5	5	5	5	4	4.80	5	5	5	5.00	3	3	3	3.00	3	4	3	2	3.00	5	5	5
112	5	5	5	5	5	5.00	3	4	2	3.00	3	3	3	3.00	3	5	4	4	4.00	3	4	4
113	4	4	4	3	4	3.80	4	4	4	4.00	5	3	4	4.00	3	3	4	2	3.00	3	4	4
114	4	4	4	4	4	4.00	4	4	4	4.00	4	5	3	4.00	2	4	3	3	3.00	4	5	4
115	5	5	5	4	4	4.60	5	5	5	5.00	4	2	3	3.00	2	2	1	3	2.00	5	4	5
116	4	4	4	4	3	3.80	5	3	4	4.00	3	3	3	3.00	3	5	4	4	4.00	2	3	3
117	4	5	5	5	5	4.80	3	4	4	3.67	3	5	4	4.00	3	2	4	3	3.00	5	5	5
118	3	3	3	2	4	3.00	5	5	5	5.00	3	3	3	3.00	1	2	2	2	1.75	3	4	4
119	3	2	3	3	4	3.00	4	5	3	4.00	5	4	3	4.00	4	5	3	4	4.00	4	2	3
120	4	4	5	3	4	4.00	4	5	5	4.67	4	3	5	4.00	1	3	2	2	2.00	2	2	2

LAMPIRAN 3

HASILOLAHDATA

HASILOLAHDATA

LogisticRegression

CaseProcessingSummary

UnweightedCasesa		N	Percent
SelectedCases	Includedin Analysis	120	100,0
	MissingCases	0	,0
	Total	120	100,0
UnselectedCases		0	,0
Total		120	100,0

a. Ifweightisineffect,seeclassificationtableforthetotal number of cases.

DependentVariableEncoding

OriginalValue	InternalValue
Tidak	0
Ya	1

CategoricalVariablesCodings

		Frequency	Parameterencoding			
			(1)	(2)	(3)	(4)
Pendapatan	<Rp1,500,000	30	1,000	,000	,000	,000
	Rp.1,500,001-Rp 2,000,000	13	,000	1,000	,000	,000
	Rp.2,000,001-Rp 3,000,000	34	,000	,000	1,000	,000
	Rp.3,000,001-Rp 4,000,000	23	,000	,000	,000	1,000
	>Rp.4,000,000	20	,000	,000	,000	,000
Pendidikan	SMP atauSederajat	3	1,000	,000	,000	
	SMA atauSederajat	36	,000	1,000	,000	
	DiplomaatauSederajat	41	,000	,000	1,000	
	Sarjanakeatas	40	,000	,000	,000	
JK	0	100	1,000			
	Laki-laki	20	,000			

Block0:BeginningBlock

IterationHistorya,b,c

Iteration		-2 Log likelihood	Coefficients
			Constant
Step 0	1	96,752	1,467
	2	94,277	1,822
	3	94,242	1,871
	4	94,242	1,872

a. Constant is included in the model.

b. Initial -2 Log Likelihood: 94,242

c. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

ClassificationTablea,b

Observed			Predicted		
			Pilihan		Percentage Correct
			Tidak	Ya	
Step 0	Pilihan	Tidak	0	16	,0
		Ya	0	104	100,0
Overall Percentage					86,7

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1,872	,269	48,584	1	,000	6,500

VariablesnotintheEquation

			Score	df	Sig.
Step 0	Variables	Tempat	1,502	1	,220
		Promosi	,029	1	,865
		Pengetahuan	,148	1	,700
		Umur	,399	1	,527
		Pendidikan	1,276	3	,735
		Pendidikan(1)	1,065	1	,302
		Pendidikan(2)	,220	1	,639
		Pendidikan(3)	,091	1	,763
		JK(1)	9,750	1	,002
		Pendapatan	3,743	4	,442
		Pendapatan(1)	,000	1	1,000
		Pendapatan(2)	2,243	1	,134
		Pendapatan(3)	2,161	1	,142
		Pendapatan(4)	,002	1	,964
		Harga	9,492	1	,002
		Produk	6,914	1	,009
	OverallStatistics		33,895	14	,002

Block1:Method=BackwardStepwise(LikelihoodRatio)
IterationHistorya,b,c,d,e,f

Iteration		-2Loglikelihood	Coefficients														
			Constant	Tempat	Promosi	Pengetahuan	Umur	Pendidikan(1)	Pendidikan(2)	Pendidikan(3)	JK(1)	Pendapatan(1)	Pendapatan(2)	Pendapatan(3)	Pendapatan(4)	Harga	Produk
Step	1	75,730	-6,207	,237	,015	,082	,073	-1,139	-,307	-,152	1,269	1,159	,832	,257	,396	,416	,380
1	2	62,311	-12,523	,480	,105	,217	,138	-2,105	-,726	-,335	2,156	2,353	1,859	,604	,877	,773	,668
	3	58,657	-18,017	,664	,270	,411	,186	-2,907	-1,202	-,491	2,855	3,394	3,086	1,012	1,399	1,037	,876
	4	57,867	-21,229	,725	,430	,588	,208	-3,391	-1,515	-,561	3,265	3,888	4,322	1,264	1,690	1,150	1,011
	5	57,720	-22,164	,732	,488	,653	,213	-3,553	-1,621	-,576	3,389	4,004	5,441	1,333	1,756	1,171	1,063
	6	57,677	-22,245	,732	,494	,659	,214	-3,570	-1,632	-,577	3,401	4,013	6,463	1,338	1,760	1,172	1,069
	7	57,662	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	7,467	1,339	1,760	1,172	1,069
	8	57,656	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	8,468	1,339	1,760	1,172	1,069
	9	57,654	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	9,469	1,339	1,760	1,172	1,069
	10	57,653	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	10,469	1,339	1,760	1,172	1,069
	11	57,653	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	11,469	1,339	1,760	1,172	1,069
	12	57,653	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	12,469	1,339	1,760	1,172	1,069
	13	57,653	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	13,469	1,339	1,760	1,172	1,069
	14	57,653	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	14,469	1,339	1,760	1,172	1,069
	15	57,653	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	15,469	1,339	1,760	1,172	1,069
	16	57,653	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	16,469	1,339	1,760	1,172	1,069
	17	57,653	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	17,469	1,339	1,760	1,172	1,069
	18	57,653	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	18,469	1,339	1,760	1,172	1,069
	19	57,653	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	19,469	1,339	1,760	1,172	1,069
	20	57,653	-22,247	,732	,494	,659	,214	-3,571	-1,632	-,576	3,401	4,013	20,469	1,339	1,760	1,172	1,069
Step	1	76,709	-6,074	,255	,026	,090	,068				1,262	,733	,623	,099	,303	,422	,353
2	2	64,141	-12,156	,504	,128	,235	,127				2,123	1,377	1,380	,267	,693	,771	,599
	3	61,061	-17,122	,694	,283	,417	,172				2,755	1,832	2,299	,498	1,121	1,006	,751
	4	60,510	-19,496	,766	,391	,542	,190				3,062	1,966	3,278	,624	1,325	1,089	,829
	5	60,399	-19,924	,774	,416	,570	,192				3,120	1,971	4,281	,645	1,355	1,099	,848
	6	60,362	-19,939	,774	,417	,572	,192				3,122	1,970	5,284	,645	1,355	1,099	,850
	7	60,348	-19,939	,774	,417	,572	,192				3,122	1,970	6,286	,645	1,355	1,099	,850
	8	60,343	-19,939	,774	,417	,572	,192				3,122	1,970	7,286	,645	1,355	1,099	,850
	9	60,341	-19,939	,774	,417	,572	,192				3,122	1,970	8,287	,645	1,355	1,099	,850
	10	60,340	-19,939	,774	,417	,572	,192				3,122	1,970	9,287	,645	1,355	1,099	,850
	11	60,340	-19,939	,774	,417	,572	,192				3,122	1,970	10,287	,645	1,355	1,099	,850
	12	60,340	-19,939	,774	,417	,572	,192				3,122	1,970	11,287	,645	1,355	1,099	,850
	13	60,340	-19,939	,774	,417	,572	,192				3,122	1,970	12,287	,645	1,355	1,099	,850
	14	60,340	-19,939	,774	,417	,572	,192				3,122	1,970	13,287	,645	1,355	1,099	,850
	15	60,340	-19,939	,774	,417	,572	,192				3,122	1,970	14,287	,645	1,355	1,099	,850
	16	60,340	-19,939	,774	,417	,572	,192				3,122	1,970	15,287	,645	1,355	1,099	,850
	17	60,340	-19,939	,774	,417	,572	,192				3,122	1,970	16,287	,645	1,355	1,099	,850
	18	60,340	-19,939	,774	,417	,572	,192				3,122	1,970	17,287	,645	1,355	1,099	,850
	19	60,340	-19,939	,774	,417	,572	,192				3,122	1,970	18,287	,645	1,355	1,099	,850
	20	60,340	-19,939	,774	,417	,572	,192				3,122	1,970	19,287	,645	1,355	1,099	,850

Step	1	78,475	-4,990	,240	,031	,127	,038				1,307					,390	,360
3	2	66,894	-10,408	,443	,155	,337	,078				2,254					,703	,628
	3	64,379	-14,908	,564	,339	,565	,113				2,927					,913	,807
	4	64,118	-16,972	,606	,446	,689	,130				3,210					,991	,881
	5	64,114	-17,286	,612	,463	,709	,133				3,251					1,001	,891
	6	64,114	-17,292	,612	,464	,709	,133				3,252					1,001	,892
	7	64,114	-17,292	,612	,464	,709	,133				3,252					1,001	,892
Step	1	78,517	-4,927	,254		,126	,038				1,299					,393	,353
4	2	67,248	-9,952	,526		,316	,079				2,198					,711	,594
	3	65,151	-13,550	,754		,473	,111				2,761					,917	,726
	4	65,009	-14,794	,844		,531	,123				2,941					,979	,765
	5	65,008	-14,910	,853		,537	,124				2,957					,984	,768
	6	65,008	-14,911	,853		,537	,124				2,957					,984	,769
Step	1	79,025	-4,255	,255			,029				1,260					,403	,360
5	2	68,573	-8,128	,506			,058				2,100					,725	,595
	3	66,890	-10,659	,688			,079				2,614					,933	,712
	4	66,805	-11,402	,744			,086				2,762					,994	,740
	5	66,805	-11,450	,748			,086				2,772					,998	,742
	6	66,805	-11,450	,748			,086				2,772					,998	,742
Step	1	80,157	-3,446	,293							1,187					,373	,365
6	2	70,481	-6,519	,570							1,932					,672	,602
	3	69,122	-8,319	,748							2,346					,863	,705
	4	69,069	-8,764	,792							2,448					,916	,724
	5	69,069	-8,786	,794							2,453					,919	,725
	6	69,069	-8,786	,794							2,453					,919	,725

a. Method:BackwardStepwise(LikelihoodRatio)

b. Constantisincludedinthe model.

c. Initial-2LogLikelihood:94,242

d. Estimationterminatedatiterationnumber20becausemaximumiterationshasbeenreached.Finalsolutioncannotbe found.

e. Estimationterminatedatiterationnumber7becauseparameterestimateschangedbylessthan,001.

f. Estimationterminatedatiterationnumber6becauseparameterestimateschangedbylessthan,001.

Omnibus Test of Model Coefficients

	Chi-square	df	Sig.
Step1 Step	36,589	14	,001
Block	36,589	14	,001
Model	36,589	14	,001
Step2aStep	-2,687	3	,442
Block	33,902	11	,000
Model	33,902	13	,001
Step3aStep	-3,774	4	,437
Block	30,128	7	,000
Model	30,128	10	,001
Step4aStep	-,894	1	,344
Block	29,234	6	,000
Model	29,234	6	,000
Step5aStep	-1,796	1	,180
Block	27,437	5	,000
Model	27,437	5	,000
Step6aStep	-2,264	1	,132
Block	25,173	4	,000
Model	25,173	4	,000

A negative Chi-square value indicates that the Chi-square value has decreased from the previous step.

Model Summary

Step	-2 Log likelihood	Cox&Snell R Square	Nagelkerke R Square
1	57,653 ^a	,263	,483
2	60,340 ^a	,246	,452
3	64,114 ^b	,222	,408
4	65,008 ^c	,216	,397
5	66,805 ^c	,204	,376
6	69,069 ^c	,189	,348

- Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.
- Estimation terminated at iteration number 7 because parameter estimates changed by less than ,001.
- Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

ss than ,001.

HosmerandLemeshowTest

Step	Chi-square	df	Sig.
1	17,369	8	,026
2	11,641	8	,168
3	15,540	8	,049
4	14,938	8	,060
5	14,334	8	,073
6	9,383	8	,311

ContingencyTableforHosmerandLemeshowTest

		Pilihan =Tidak		Pilihan =Ya		Total
		Observed	Expected	Observed	Expected	
Step	1	10	7,984	2	4,016	12
1	2	2	3,812	10	8,188	12
	3	0	1,985	12	10,015	12
	4	1	1,005	11	10,995	12
	5	0	,576	12	11,424	12
	6	2	,341	10	11,659	12
	7	1	,202	11	11,798	12
	8	0	,074	12	11,926	12
	9	0	,021	12	11,979	12
	10	0	,000	12	12,000	12
Step	1	10	7,733	2	4,267	12
2	2	1	3,652	11	8,348	12
	3	1	2,029	11	9,971	12
	4	1	1,076	11	10,924	12
	5	1	,660	11	11,340	12
	6	2	,439	10	11,561	12
	7	0	,246	12	11,754	12
	8	0	,127	12	11,873	12
	9	0	,039	12	11,961	12
	10	0	,000	12	12,000	12
Step	1	9	7,395	3	4,605	12
3	2	2	3,577	10	8,423	12

	3	1	1,913	11	10,087	12
	4	0	1,141	12	10,859	12
	5	1	,763	11	11,237	12
	6	0	,497	12	11,503	12
	7	2	,332	10	11,668	12
	8	1	,236	11	11,764	12
	9	0	,111	12	11,889	12
	10	0	,034	12	11,966	12
Step	1	8	7,434	4	4,566	12
4	2	4	3,397	8	8,603	12
	3	0	1,789	12	10,211	12
	4	0	1,184	12	10,816	12
	5	0	,775	12	11,225	12
	6	2	,515	10	11,485	12
	7	1	,407	11	11,593	12
	8	0	,293	12	11,707	12
	9	1	,154	11	11,846	12
	10	0	,052	12	11,948	12
Step	1	8	7,243	4	4,757	12
5	2	3	3,214	9	8,786	12
	3	1	1,799	11	10,201	12
	4	0	1,221	12	10,779	12
	5	1	,887	11	11,113	12
	6	1	,640	12	12,360	13
	7	1	,441	11	11,559	12
	8	0	,300	12	11,700	12
	9	0	,177	12	11,823	12
	10	1	,079	10	10,921	11
Step	1	9	7,056	3	4,944	12
6	2	1	3,041	11	8,959	12
	3	1	1,920	11	10,080	12
	4	1	1,204	11	10,796	12
	5	2	,961	11	12,039	13
	6	0	,682	12	11,318	12
	7	1	,478	12	12,522	13
	8	0	,335	12	11,665	12
	9	1	,226	11	11,774	12

10	0	,099	10	9,901	10
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ClassificationTablea

Observed			Predicted		
			Pilihan		Percentage Correct
			Tidak	Ya	
Step1	Pilihan	Tidak	10	6	62,5
		Ya	2	102	98,1
	OverallPercentage				93,3
Step2	Pilihan	Tidak	8	8	50,0
		Ya	2	102	98,1
	OverallPercentage				91,7
Step3	Pilihan	Tidak	7	9	43,8
		Ya	2	102	98,1
	OverallPercentage				90,8
Step4	Pilihan	Tidak	6	10	37,5
		Ya	3	101	97,1
	OverallPercentage				89,2
Step5	Pilihan	Tidak	5	11	31,3
		Ya	2	102	98,1
	OverallPercentage				89,2
Step6	Pilihan	Tidak	6	10	37,5
		Ya	2	102	98,1
	OverallPercentage				90,0

a. Thecutvalueis ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95,0%C.I.forEXP(B)		
								Lower	Upper	
Satep 1	Tempat	,732	,644	1,291	1	,256	2,079	,588	7,347	
	Promosi	,494	,585	,713	1	,398	1,639	,521	5,157	
	Pengetahuan	,659	,555	1,411	1	,235	1,932	,652	5,730	
	Umur	,214	,107	4,009	1	,045	1,238	1,005	1,526	
	Pendidikan			2,669	3	,446				
	Pendidikan(1)	-3,571	2,188	2,663	1	,103	,028	,000	2,051	
	Pendidikan(2)	-1,632	1,568	1,083	1	,298	,196	,009	4,228	
	Pendidikan(3)	-,576	,966	,356	1	,551	,562	,085	3,730	
	JK(1)	3,401	1,079	9,936	1	,002	29,994	3,620	248,558	
	Pendapatan			3,022	4	,554				
	Pendapatan(1)	4,013	2,520	2,535	1	,111	55,300	,396	7724,027	
	Pendapatan(2)	20,469	9954,433	,000	1	,998	8E+008	,000	.	
	Pendapatan(3)	1,339	1,353	,978	1	,323	3,813	,269	54,113	
	Pendapatan(4)	1,760	1,396	1,589	1	,207	5,812	,377	89,694	
	Harga	1,172	,485	5,841	1	,016	3,228	1,248	8,350	
	Produk	1,069	,500	4,568	1	,033	2,912	1,093	7,760	
	Satep 2	Constant	-22,247	7,232	9,462	1	,002	,000		
Tempat		,774	,623	1,547	1	,214	2,169	,640	7,349	
Promosi		,417	,528	,624	1	,430	1,518	,539	4,277	
Pengetahuan		,572	,507	1,271	1	,260	1,772	,655	4,788	
Umur		,192	,095	4,067	1	,044	1,212	1,005	1,461	
JK(1)		3,122	1,002	9,711	1	,002	22,692	3,185	161,669	
Pendapatan				2,074	4	,722				
Pendapatan(1)		1,970	1,567	1,581	1	,209	7,170	,332	154,654	
Pendapatan(2)		19,287	10516,148	,000	1	,999	2E+008	,000	.	
Pendapatan(3)		,645	1,089	,351	1	,553	1,907	,226	16,118	
Pendapatan(4)		1,355	1,224	1,226	1	,268	3,877	,352	42,691	
Harga		1,099	,462	5,662	1	,017	3,002	1,214	7,422	
Produk		,850	,456	3,470	1	,062	2,339	,957	5,718	
Constant		-19,939	6,406	9,688	1	,002	,000			
Satep 3		Tempat	,612	,560	1,196	1	,274	1,844	,616	5,525
		Promosi	,464	,496	,876	1	,349	1,590	,602	4,200
		Pengetahuan	,709	,464	2,337	1	,126	2,032	,819	5,042
	Umur	,133	,070	3,569	1	,059	1,142	,995	1,312	
	JK(1)	3,252	,933	12,160	1	,000	25,849	4,155	160,808	
	Harga	1,001	,424	5,569	1	,018	2,721	1,185	6,249	
	Produk	,892	,414	4,646	1	,031	2,439	1,084	5,487	
	Constant	-17,292	5,489	9,926	1	,002	,000			
	Satep 4	Tempat	,853	,489	3,051	1	,081	2,347	,901	6,115
		Pengetahuan	,537	,406	1,745	1	,187	1,710	,771	3,792
Umur		,124	,068	3,335	1	,068	1,132	,991	1,293	
JK(1)		2,957	,850	12,098	1	,001	19,233	3,635	101,770	
Harga		,984	,422	5,431	1	,020	2,675	1,169	6,119	
Produk		,769	,392	3,851	1	,050	2,157	1,001	4,646	
Constant		-14,911	4,501	10,973	1	,001	,000			
Satep 5	Tempat	,748	,465	2,582	1	,108	2,113	,848	5,260	
	Umur	,086	,059	2,157	1	,142	1,090	,972	1,223	
	JK(1)	2,772	,825	11,292	1	,001	15,987	3,174	80,510	
	Harga	,998	,420	5,646	1	,017	2,713	1,191	6,178	
	Produk	,742	,392	3,580	1	,058	2,099	,974	4,526	
	Constant	-11,450	3,418	11,222	1	,001	,000			
	Satep 6	Tempat	,794	,450	3,120	1	,077	2,213	,917	5,342
JK(1)		2,453	,773	10,063	1	,002	11,621	2,553	52,893	
Harga		,919	,409	5,047	1	,025	2,507	1,124	5,589	
Produk		,725	,375	3,737	1	,053	2,065	,990	4,308	
Constant		-8,786	2,679	10,751	1	,001	,000			

a. Variable(s) entered on step 1: Tempat, Promosi, Pengetahuan, Umur, Pendidikan, JK, Pendapatan, Harga, Produk.

Model if Term Removed

Variable		Model Log Likelihood	Change in -2 Log Likelihood	df	Sig. of the Change
Step 1	Tempat	-29,487	1,321	1	,250
	Promosi	-29,184	,716	1	,398
	Pengetahuan	-29,568	1,484	1	,223
	Umur	-31,202	4,751	1	,029
	Pendidikan	-30,170	2,687	3	,442
	JK	-35,605	13,557	1	,000
	Pendapatan	-31,268	4,884	4	,299
	Harga	-32,275	6,897	1	,009
	Produk	-31,393	5,134	1	,023
Step 2	Tempat	-30,970	1,601	1	,206
	Promosi	-30,488	,635	1	,425
	Pengetahuan	-30,838	1,336	1	,248
	Umur	-32,448	4,557	1	,033
	JK	-36,420	12,501	1	,000
	Pendapatan	-32,057	3,774	4	,437
	Harga	-33,488	6,636	1	,010
	Produk	-32,070	3,799	1	,051
Step 3	Tempat	-32,665	1,217	1	,270
	Promosi	-32,504	,894	1	,344
	Pengetahuan	-33,320	2,527	1	,112
	Umur	-34,079	4,043	1	,044
	JK	-39,424	14,733	1	,000
	Harga	-35,211	6,308	1	,012
	Produk	-34,551	4,988	1	,026
Step 4	Tempat	-34,172	3,335	1	,068
	Pengetahuan	-33,402	1,796	1	,180
	Umur	-34,352	3,696	1	,055
	JK	-39,449	13,889	1	,000
	Harga	-35,562	6,116	1	,013
	Produk	-34,575	4,142	1	,042
Step 5	Tempat	-34,779	2,753	1	,097
	Umur	-34,534	2,264	1	,132
	JK	-39,728	12,652	1	,000
	Harga	-36,571	6,337	1	,012
	Produk	-35,324	3,842	1	,050
Step 6	Tempat	-36,216	3,363	1	,067
	JK	-39,988	10,907	1	,001
	Harga	-37,313	5,556	1	,018
	Produk	-36,523	3,977	1	,046

Variables not in the Equation

			Score	df	Sig.
Step 2	Variables	Pendidikan	3,056	3	,383
		Pendidikan(1)	2,003	1	,157
		Pendidikan(2)Pendidikan(3)	,023	1	,881
			,002	1	,964
		Overall Statistics	3,056	3	,383
Step 3	Variables	Pendidikan	2,018	3	,569
		Pendidikan(1)	1,863	1	,172
		Pendidikan(2)Pendidikan(3)PendapatanP	,370	1	,543
		endapatan(1)Pendapatan(2)Pendapatan(3)Pendapatan(4)	,028	1	,867
			3,273	4	,513
			,631	1	,427
			,952	1	,329
		Overall Statistics	,676	1	,411
Step 4	Variables	Promosi	,281	1	,596
		Pendidikan	6,032	7	,536
		Pendidikan(1)Pendidikan(2)Pendidikan(3)	,886	1	,347
		PendapatanPendapatan(1)Pendapatan(2)Pendapatan(3)Pendapatan(4)	1,527	3	,676
			1,417	1	,234
			,369	1	,544
			,000	1	,985
			3,510	4	,476
		Overall Statistics	,755	1	,385
		Variables	,939	1	,332
Step 5	Variables	PendidikanPendidikan(1)Pendidikan(2)Pendidikan(3)PendapatanPendapatan(1)Pendapatan(2)Pendapatan(3)Pendapatan(4)	,771	1	,380
			,273	1	,602
			6,587	8	,582
			,163	1	,687
			1,803	1	,179
			1,777	3	,620
			1,359	1	,244
		Overall Statistics	,840	1	,359
		Variables	,031	1	,860
		Pengetahuan	4,350	4	,361
Step 6	Variables	UmurPendidikanPendidikan(1)Pendidikan(2)Pendidikan(3)PendapatanPendapatan(1)Pendapatan(2)Pendapatan(3)Pendapatan(4)	1,669	1	,196
			,927	1	,336
			1,195	1	,274
			,060	1	,807
			8,052	9	,529
			,291	1	,590
			,368	1	,544
			2,238	1	,135
			3,563	3	,313
		Overall Statistics	3,506	1	,061
			,148	1	,700
			,011	1	,918
			2,121	4	,713
			,006	1	,940
			1,212	1	,271
			,928	1	,335
			,386	1	,535
			10,966	10	,360

- a. Variable(s) removed on step 2: Pendidikan.
b. Variable(s) removed on step 3: Pendapatan.
c. Variable(s) removed on step 4: Promosi.

d. Variable(s) removed on step 5: Pengetahuan.

Iteration		-2 Log likelihood Coefficients															
		ConstantTempatPromosiPengetahuanUmurPendidikan(1)Pendidikan(2)Pendidikan(3)JK(1)Pendapatan(1)Pendapatan(2)Pendapatan(3)Pendapatan(4)HargaProdukConstant															
Step 1	1	75.730	-6.207	0.237	0.015	0.082	0.073	-1.139	-0.307	0.152	1.269	1.159	0.832	0.257	0.396	0.416	0.380
	2	62.311	-12.523	0.480	0.105	0.217	0.138	-2.105	-0.726	0.335	2.156	2.353	1.859	0.604	0.877	0.773	0.668
	3	58.657	-18.017	0.664	0.270	0.411	0.186	-2.907	-1.202	0.491	2.855	3.394	3.086	1.012	1.399	1.037	0.876
	4	57.867	-21.229	0.725	0.430	0.588	0.208	-3.391	-1.515	0.561	3.265	3.888	4.322	1.264	1.690	1.150	1.011
	5	57.720	-22.164	0.732	0.488	0.653	0.213	-3.553	-1.621	0.576	3.389	4.004	5.441	1.333	1.756	1.171	1.063
	6	57.677	-22.245	0.732	0.494	0.659	0.214	-3.570	-1.632	0.577	3.401	4.013	6.463	1.338	1.760	1.172	1.069
	7	57.662	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	7.467	1.339	1.760	1.172	1.069
	8	57.656	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	8.468	1.339	1.760	1.172	1.069
	9	57.654	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	9.469	1.339	1.760	1.172	1.069
	10	57.653	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	10.469	1.339	1.760	1.172	1.069
	11	57.653	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	11.469	1.339	1.760	1.172	1.069
	12	57.653	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	12.469	1.339	1.760	1.172	1.069
	13	57.653	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	13.469	1.339	1.760	1.172	1.069
	14	57.653	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	14.469	1.339	1.760	1.172	1.069
	15	57.653	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	15.469	1.339	1.760	1.172	1.069
	16	57.653	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	16.469	1.339	1.760	1.172	1.069
	17	57.653	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	17.469	1.339	1.760	1.172	1.069
	18	57.653	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	18.469	1.339	1.760	1.172	1.069
	19	57.653	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	19.469	1.339	1.760	1.172	1.069
	20	57.653	-22.247	0.732	0.494	0.659	0.214	-3.571	-1.632	0.576	3.401	4.013	20.469	1.339	1.760	1.172	1.069
Step 2	1	76.709	-6.074	0.255	0.026	0.090	0.068				1.262	0.733	0.623	0.099	0.303	0.422	0.353
	2	64.141	-12.156	0.504	0.128	0.235	0.127				2.123	1.377	1.380	0.267	0.693	0.771	0.599
	3	61.061	-17.122	0.694	0.283	0.417	0.172				2.755	1.832	2.299	0.498	1.121	1.006	0.751
	4	60.510	-19.496	0.766	0.391	0.542	0.190				3.062	1.966	3.278	0.624	1.325	1.089	0.829
	5	60.399	-19.924	0.774	0.416	0.570	0.192				3.120	1.971	4.281	0.645	1.355	1.099	0.848

e. Variable(s) removed on step 6: Umur.

	7	60.348	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	6.286	0.645	1.355	1.099	0.850
	8	60.343	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	7.286	0.645	1.355	1.099	0.850
	9	60.341	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	8.287	0.645	1.355	1.099	0.850
	10	60.340	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	9.287	0.645	1.355	1.099	0.850
	11	60.340	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	10.287	0.645	1.355	1.099	0.850
	12	60.340	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	11.287	0.645	1.355	1.099	0.850
	13	60.340	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	12.287	0.645	1.355	1.099	0.850
	14	60.340	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	13.287	0.645	1.355	1.099	0.850
	15	60.340	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	14.287	0.645	1.355	1.099	0.850
	16	60.340	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	15.287	0.645	1.355	1.099	0.850
	17	60.340	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	16.287	0.645	1.355	1.099	0.850
	18	60.340	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	17.287	0.645	1.355	1.099	0.850
	19	60.340	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	18.287	0.645	1.355	1.099	0.850
	20	60.340	-19.939	0.774	0.417	0.572	0.192	3.122	1.970	19.287	0.645	1.355	1.099	0.850
Step 3	1	78.475	-4.990	0.240	0.031	0.127	0.038	1.307					0.390	0.360
	2	66.894	-10.408	0.443	0.155	0.337	0.078	2.254					0.703	0.628
	3	64.379	-14.908	0.564	0.339	0.565	0.113	2.927					0.913	0.807
	4	64.118	-16.972	0.606	0.446	0.689	0.130	3.210					0.991	0.881
	5	64.114	-17.286	0.612	0.463	0.709	0.133	3.251					1.001	0.891
	6	64.114	-17.292	0.612	0.464	0.709	0.133	3.252					1.001	0.892
	7	64.114	-17.292	0.612	0.464	0.709	0.133	3.252					1.001	0.892
Step 4	1	78.517	-4.927	0.254		0.126	0.038	1.299					0.393	0.353
	2	67.248	-9.952	0.526		0.316	0.079	2.198					0.711	0.594
	3	65.151	-13.550	0.754		0.473	0.111	2.761					0.917	0.726
	4	65.009	-14.794	0.844		0.531	0.123	2.941					0.979	0.765
	5	65.008	-14.910	0.853		0.537	0.124	2.957					0.984	0.768
	6	65.008	-14.911	0.853		0.537	0.124	2.957					0.984	0.769
Step 5	1	79.025	-4.255	0.255		0.029		1.260					0.403	0.360
	2	68.573	-8.128	0.506		0.058		2.100					0.725	0.595
	3	66.890	-10.659	0.688		0.079		2.614					0.933	0.712
	4	66.806	-11.402	0.744		0.086		2.762					0.994	0.740
	5	66.805	-11.450	0.748		0.086		2.772					0.998	0.742
	6	66.805	-11.450	0.748		0.086		2.772					0.998	0.742
Step 6	1	80.157	-3.446	0.293				1.187					0.373	0.365
	2	70.481	-6.519	0.570				1.932					0.672	0.602
	3	69.122	-8.319	0.748				2.346					0.863	0.705
	4	69.069	-8.764	0.792				2.448					0.916	0.724

5	69.069	-8.786	0.794	2.453	0.919	0.725
6	69.069	-8.786	0.794	2.453	0.919	0.725
a	Method: BackwardStepwise(LikelihoodRatio)					
b	Constant is included in the model.					
c	Initial -2LogLikelihood: 94,242					
d	Estimation terminated at iteration number 20 because maximum iteration has been reached. Final solution cannot be found.					
e	Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.					
f	Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.					

Stepnumber:1

Observed Groups and Predicted Probabilities

800	0
o	o
o	o
F o	o
R 600	0
E o	o
Q o	o
U o	o
E 400	Y0
N o	Yó
C o	Yó
Y o	Yó
200	Y0
o	YYó
o	YYYYó
o	Y YYYYYYYYó

Predicted

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òòòòòòòòòòòò Prob:	0	,25	,5	,75	1
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Group:

[illegible]

Stepnumber:2

40ô					Yô
ó					Yó
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F	ó				Yó
R	30ô				Yô
E	ó				Yó
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PredictedProbabilityisofMembershipforYa

32ô	ô
ó	ó
ó	Yó
F ó	Yó
R 24ô	Yô
E ó	Yó
Q ó	YYó
U ó	YYó
E 16ô	YYô
N ó	YYó
C ó	YYYó
Y ó	YYYYó
8 ô	YYYYYô
ó	YYYYYYYó
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ó T T TT Y TTTTYTYTYY	YYYYYYTYYYYYTYTYó

[illegible]

Group:

[illegible]

PredictedProbabilityisofMembership for Ya The Cut Value is ,50

Symbols:T-TidakY- Ya
EachSymbolRepresents2Cases.

Stepnumber:4

ObservedGroupsandPredictedProbabilities

	32ô					ô
	ó					ó
	ó					ó
F	ó					ó
R	24ô					ô
E	ó					Yó
Q	ó					YYó
U	ó					YYYó
E	16ô					YYYô
N	ó					YYYó
C	ó					YYYó
Y	ó					YYYó
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Predicted

000000000000000000000000

000000000000000000000000000000

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Group:

TTTYYY
YY

Stepnumber:5
ObservedGroupsandPredictedProbabilities

Predicted

0000000000000000000000000000

Group:

[illegible]

Stepnumber:6
ObservedGroupsandPredictedProbabilities

[illegible]

The Cut Value is, 50 Symbols: T – Tidak Ya
Each Symbol Represents 2 Cases.

Correlations UJI VALIDITAS

Correlations

		X1	X2	X3	X4	X5	Harga
X1	Pearson Correlation	1	,654**	,731**	,690**	,675**	,857**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	120	120	120	120	120	120
X2	Pearson Correlation	,654**	1	,662**	,757**	,636**	,852**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	120	120	120	120	120	120
X3	Pearson Correlation	,731**	,662**	1	,668**	,719**	,870**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	120	120	120	120	120	120
X4	Pearson Correlation	,690**	,757**	,668**	1	,722**	,891**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	120	120	120	120	120	120
X5	Pearson Correlation	,675**	,636**	,719**	,722**	1	,868**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	120	120	120	120	120	120
Harga	Pearson Correlation	,857**	,852**	,870**	,891**	,868**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	120	120	120	120	120	120

** .Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		X6	X7	X8	Produk
X6	PearsonCorrelation	1	,637**	,628**	,888**
	Sig.(2-tailed)		,000	,000	,000
	N	120	120	120	120
X7	PearsonCorrelation	,637**	1	,490**	,823**
	Sig. (2-tailed)	,000		,000	,000
	N	120	120	120	120
X8	PearsonCorrelation	,628**	,490**	1	,840**
	Sig. (2-tailed)	,000	,000		,000
	N	120	120	120	120
Produk	PearsonCorrelation	,888**	,823**	,840**	1
	Sig.(2-tailed)	,000	,000	,000	
	N	120	120	120	120

** .Correlationissignificantatthe0.01level(2-tailed).

Correlations

Correlations

		X9	X10	X11	Tempat
X9	PearsonCorrelation	1	,464**	,380**	,772**
	Sig.(2-tailed)		,000	,000	,000
	N	120	120	120	120
X10	PearsonCorrelation	,464**	1	,440**	,831**
	Sig. (2-tailed)	,000		,000	,000
	N	120	120	120	120
X11	PearsonCorrelation	,380**	,440**	1	,754**
	Sig. (2-tailed)	,000	,000		,000
	N	120	120	120	120
Tempat	PearsonCorrelation	,772**	,831**	,754**	1
	Sig.(2-tailed)	,000	,000	,000	
	N	120	120	120	120

** .Correlationissignificantatthe0.01level(2-tailed).

Correlations

Correlations

		X12	X13	X14	X15	Promosi
X12	PearsonCorrelation	1	,544**	,586**	,626**	,834**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	120	120	120	120	120
X13	PearsonCorrelation	,544**	1	,447**	,536**	,775**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	120	120	120	120	120
X14	PearsonCorrelation	,586**	,447**	1	,620**	,810**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	120	120	120	120	120
X15	PearsonCorrelation	,626**	,536**	,620**	1	,854**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	120	120	120	120	120
Promosi	PearsonCorrelation	,834**	,775**	,810**	,854**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	120	120	120	120	120

**Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		X16	X17	X18	Pengetahuan
X16	PearsonCorrelation	1	,544**	,589**	,833**
	Sig.(2-tailed)		,000	,000	,000
	N	120	120	120	120
X17	PearsonCorrelation	,544**	1	,642**	,851**
	Sig. (2-tailed)	,000		,000	,000
	N	120	120	120	120
X18	PearsonCorrelation	,589**	,642**	1	,875**
	Sig. (2-tailed)	,000	,000		,000
	N	120	120	120	120
Pengetahuan	PearsonCorrelation	,833**	,851**	,875**	1
	Sig.(2-tailed)	,000	,000	,000	
	N	120	120	120	120

** .Correlationissignificantatthe0.01level(2-tailed).

UJIRELIABILITAS

Reliability

Scale:ALLVARIABLES

CaseProcessingSummary

		N	%
Cases	Valid	120	100,0
	Excluded ^a	0	,0
	Total	120	100,0

a. Listwisedeletionbasedonall variables in the procedure.

ReliabilityStatistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,737	,744	18

ItemStatistics

	Mean	Std.Deviation	N
X1	4,28	,840	120
X2	4,19	,882	120
X3	4,17	,938	120
X4	3,98	1,037	120
X5	4,03	,965	120
X6	3,85	,950	120
X7	3,87	,898	120
X8	3,76	,996	120
X9	3,32	,944	120
X10	3,42	1,097	120
X11	3,37	,916	120
X12	3,60	,991	120
X13	3,60	1,088	120
X14	3,52	1,069	120
X15	3,36	1,114	120
X16	3,79	1,060	120
X17	3,66	1,041	120
X18	3,92	1,089	120

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1	63,38	52,087	,519	,716	,711
X2	63,47	53,125	,403	,661	,719
X3	63,49	52,639	,409	,713	,718
X4	63,68	51,028	,471	,725	,711
X5	63,63	51,041	,515	,662	,708
X6	63,81	55,383	,198	,645	,736
X7	63,79	54,755	,265	,509	,730
X8	63,90	55,250	,192	,503	,736
X9	64,34	53,807	,317	,411	,726
X10	64,24	52,941	,309	,398	,727
X11	64,29	54,528	,275	,363	,729
X12	64,06	53,366	,327	,578	,725
X13	64,06	53,618	,269	,497	,730
X14	64,14	52,829	,329	,530	,725
X15	64,30	52,279	,346	,575	,723
X16	63,87	54,604	,214	,437	,735
X17	64,00	55,597	,155	,522	,740
X18	63,74	54,412	,217	,538	,735

M.N PUJA

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