

LAMPIRAN-LAMPIRAN

JADWAL KEGIATAN PELAKSANAAN PENYUSUNAN KARYA AKHIR

Lampiran 1

| NO. | KEGIATAN | Oktober 2007 | November 2007 | Desember 2007 | Januari 2008 | Februari 2008 |
|-----|--|-----------------|------------------|------------------|-----------------|------------------|
| I | PERSIAPAN PENELITIAN | | | | | |
| | Penelitian / pemilihan & survey pendahuluan | | | | | |
| | Studi Pustaka, data pendukung, hasil penelitian terdahulu | | | | | |
| | Penyusunan kerangka berfikir usulan/proposal | | | | | |
| | Penyusunan draft usulan / proposal | | | | | |
| | Pengajuan penyusunan karya akhir dan Calon Dosen Pembimbing | | | | | |
| | Konsultasi dengan Dosen Pembimbing | | | | | |
| | Draft ke-1 | | | | | |
| | Draft ke-2 | | | | | |
| | Perbaikan usulan / proposal | | | | | |
| II | Persiapan seminar dan pendaftaran seminar usulan/proposal penelitian | | | | | |
| | SEMINAR USULAN / PROPOSAL PENELITIAN | | | | | |
| | Pelaksanaan Seminar | | | | | |
| III | Perbaikan akhir usulan / proposal dan konsultasi | | | | | |
| | PELAKSANAAN PENELITIAN (PENGUMPULAN DATA) | | | | | |
| | Koordinasi dan Konsultasi dengan Perusahaan Sumber Penelitian | | | | | |
| | Pengumpulan Data di Lapangan (penyebaran kuesioner) | | | | | |
| | Studi Pustaka Lanjutan | | | | | |
| IV | Penyusunan Data | | | | | |
| | Pengolahan Data | | | | | |
| | Pengolahan data dan analisis hasil olah data | | | | | |
| | PENYUSUNAN KARYA AKHIR | | | | | |
| V | Draft ke-1 | | | | | |
| | Draft ke-2 | | | | | |
| | Konsultasi dan Perbaikan | | | | | |
| | Peyerahan Draft Untuk Ujian Sidang | | | | | |
| | Persiapan Ujian Sidang dan Pendaftaran Ujian sidang | | | | | |
| VI | UJIAN SIDANG KARYA AKHIR | | | | | |
| | Pelaksanaan Ujian | | | | | |
| | Perbaikan Akhir Karya Akhir | | | | | |
| VII | Pengesahan Izin dan Penggantian Hard Cover | | | | | |
| | PENGESAHAN DAN PENYERAHAN KARYA AKHIR | | | | | |

KUESIONER PENELITIAN

Oleh : Nurul Faizah
Program Pasca Sarjana Magister Manajemen
Konsentrasi Manajemen Pemasaran
Universitas Mercu Buana Jakarta

JUDUL PENELITIAN :

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PELANGGAN DALAM PEMBELIAN AIR MINUM DALAM KEMASAN “QUELLE”

Kepada Yth.
Bapak / Ibu Responden Penelitian,

Dengan hormat,

Dimohon kesediaan Bapak / Ibu berkenan menjawab Kuesioner Penelitian dengan mengikuti penjelasan dan petunjuk pengisian kuesioner di bawah ini :

- Pertanyaan yang diajukan merupakan suatu konsep penelitian masalah yang tidak berpengaruh terhadap kepentingan Bapak / Ibu.
- Pertanyaan yang diajukan murni untuk kepentingan ilmiah, yaitu penulisan Karya Akhir sesuai dengan judul tersebut di atas.
- Mohon dipastikan bahwa jawaban yang Bapak / Ibu pilih adalah didasarkan pada penilaian yang cermat dan obyektif sesuai dengan kenyataan.
- Terima kasih atas kesediaan Bapak / Ibu yang telah berkenan memberikan jawaban-jawaban yang diajukan.

Kuesioner Bagian 1

Data Umum

Pada kuesioner ini, Anda diminta untuk memberikan keterangan sesuai data pribadi Anda dengan memberikan tanda Check List () pada jawaban yang telah tersedia. Jika jawaban yang Anda maksud tidak tersedia, maka Anda dapat menambahkan jawaban Anda pada tempat yang telah disediakan.

1. Jenis Kelamin :
 Pria Wanita
2. Status Anda saat ini :
 Menikah Tidak Menikah Duda Janda
3. Usia
 18-20 tahun 21-30 tahun 31-45 tahun Di atas 45 tahun
4. Pekerjaan
 Pegawai negeri Wirausaha / Wiraswasta
 Pegawai swasta Pelajar / Mahasiswa
 Ibu Rumah tangga Lain-lain (sebutkan)
5. Pendidikan terakhir
 SD/SMP SMU/Sederajat S1 S2 (Sebutkan)
6. Wilayah tempat tinggal Anda :
 Pusat kota Kota kecamatan Pedesaan
7. Pendapatan per bulan yang Anda peroleh :
 Di bawah (sampai dengan) Rp. 1.000.000,-
 Di atas Rp. 1.000.000,- - Rp. 1.500.000,-
 Di atas Rp. 1.500.000,- - Rp. 2.000.000,-
 Di atas Rp. 2.000.000,- - Rp. 3.000.000,-
 Di atas Rp. 3.000.000,-
8. Berapa persen (%) dari pendapatan Anda di atas yang Anda gunakan untuk pembelian AMDK "Quelle" tiap bulannya ?
 Kurang dari 5% 5% 10% 15% Lebih dari 15%
9. Berapa kali Anda membeli AMDK "Quelle" dalam satu bulan ?
 2 kali 3 kali 4 kali 5 kali Lebih dari 5 kali

Petunjuk Pengisian Kuesioner Bagian 2

Pada Kuesioner ini Anda diminta untuk memberikan jawaban yang paling tepat dengan cara memberikan tanda Check List () pada jawaban yang telah disediakan.

Keterangan :

1. STP : Sangat Tidak Penting
2. TP : Tidak Penting
3. P : Penting
4. SP : Sangat Penting

| No. | Pertanyaan | Jawaban | | | |
|-----|---|--------------------------|--------------------------|--------------------------|--------------------------|
| | | 1 STP | 2 TP | 3 P | 4 SP |
| | Apakah faktor-faktor di bawah ini menjadi pertimbangan utama pada saat Anda membeli produk AMDK "Quelle?" | | | | |
| 1. | Pemilihan "merek" air minum dalam kemasan menjadi pertimbangan utama | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. | Pemilihan "produsen" air minum dalam kemasan menjadi pilihan utama | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. | Tingkat mutu yang baik | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. | Kemasan yang menarik | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. | Pelayanan yang baik | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. | Produk yang tersedia dengan jumlah yang memadai | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. | Lokasi yang tepat ketika konsumen mengiginkannya | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. | Adanya layanan antar (<i>delivery service</i>) ke rumah | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. | Adanya iklan yang menarik | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. | Informasi penawaran langsung ke konsumen | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. | Adanya referensi dari orang lain | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. | Ketertarikan karena adanya program diskon | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. | Ketertarikan karena undian berhadiah | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. | Harga yang relative murah | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. | Frekuensi layanan antar | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. | Fasilitas peminjaman gallon | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. | Model gallon | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. | Kualitas air | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. | Kualitas gallon | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| No | Jenis | Status | Usia | Pekerjaan | Pendidikan | Wilayah | | Pendapatan PerBulan | Prosentase Pembelian |
|----|---------|--------|------|-----------|------------|----------------|---|------------------------|-------------------------|
| | Kelamin | | | | Terakhir | Tempat Tinggal | | | |
| 1 | 1 | 1 | 4 | 2 | 3 | 1 | 5 | 3 | |
| 2 | 1 | 1 | 2 | 2 | 3 | 1 | 5 | 1 | |
| 3 | 1 | 1 | 3 | 4 | 5 | 2 | 5 | 2 | |
| 4 | 2 | 1 | 3 | 3 | 3 | 2 | 5 | 1 | |
| 5 | 1 | 1 | 3 | 2 | 3 | 1 | 5 | 1 | |
| 6 | 1 | 1 | 3 | 2 | 3 | 2 | 5 | 1 | |
| 7 | 2 | 1 | 2 | 3 | 2 | 2 | 5 | 3 | |
| 8 | 1 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | |
| 9 | 2 | 1 | 3 | 3 | 3 | 2 | 5 | 1 | |
| 10 | 1 | 1 | 3 | 2 | 2 | 2 | 4 | 1 | |
| 11 | 1 | 1 | 3 | 1 | 2 | 2 | 3 | 1 | |
| 12 | 1 | 1 | 3 | 2 | 2 | 2 | 4 | 1 | |
| 13 | 1 | 1 | 3 | 2 | 2 | 2 | 4 | 1 | |
| 14 | 1 | 1 | 3 | 2 | 2 | 1 | 4 | 1 | |
| 15 | 1 | 1 | 2 | 2 | 2 | 1 | 4 | 1 | |
| 16 | 1 | 1 | 3 | 2 | 2 | 1 | 4 | 1 | |
| 17 | 1 | 1 | 3 | 2 | 2 | 1 | 4 | 1 | |
| 18 | 2 | 1 | 3 | 2 | 2 | 1 | 4 | 1 | |
| 19 | 1 | 1 | 3 | 2 | 2 | 1 | 4 | 1 | |
| 20 | 2 | 1 | 3 | 3 | 3 | 2 | 5 | 1 | |
| 21 | 2 | 1 | 3 | 3 | 3 | 1 | 5 | 2 | |
| 22 | 2 | 1 | 3 | 3 | 2 | 1 | 4 | 1 | |
| 23 | 2 | 1 | 3 | 3 | 3 | 2 | 5 | 1 | |
| 24 | 2 | 1 | 3 | 4 | 3 | 2 | 5 | 1 | |
| 25 | 1 | 1 | 3 | 3 | 3 | 2 | 5 | 1 | |
| 26 | 2 | 1 | 3 | 3 | 3 | 2 | 5 | 1 | |
| 27 | 2 | 1 | 3 | 3 | 3 | 2 | 5 | 1 | |
| 28 | 1 | 1 | 4 | 2 | 3 | 1 | 5 | 1 | |
| 29 | 1 | 1 | 2 | 1 | 3 | 1 | 3 | 1 | |
| 30 | 1 | 1 | 3 | 2 | 3 | 1 | 4 | 1 | |
| 31 | 1 | 1 | 2 | 2 | 2 | 1 | 4 | 1 | |
| 32 | 1 | 1 | 3 | 2 | 3 | 2 | 4 | 1 | |
| 33 | 2 | 1 | 2 | 3 | 2 | 1 | 4 | 1 | |
| 34 | 1 | 1 | 3 | 2 | 3 | 1 | 4 | 1 | |
| 35 | 1 | 1 | 3 | 6 | 2 | 2 | 3 | 1 | |
| 36 | 1 | 1 | 3 | 2 | 2 | 2 | 3 | 1 | |
| 37 | 1 | 1 | 3 | 2 | 2 | 2 | 3 | 2 | |
| 38 | 1 | 1 | 3 | 3 | 1 | 2 | 1 | 2 | |
| 39 | 1 | 1 | 2 | 4 | 2 | 3 | 1 | 2 | |
| 40 | 2 | 2 | 2 | 2 | 3 | 1 | 3 | 2 | |
| 41 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | |
| 42 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | |
| 43 | 1 | 1 | 4 | 6 | 3 | 1 | 4 | 1 | |
| 44 | 2 | 2 | 2 | 2 | 5 | 1 | 3 | 1 | |
| 45 | 1 | 1 | 2 | 2 | 3 | 1 | 2 | 1 | |
| 46 | 2 | 2 | 2 | 2 | 5 | 1 | 2 | 2 | |
| 47 | 2 | 1 | 2 | 5 | 1 | 2 | 2 | 2 | |
| 48 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 1 | |
| 49 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | |
| 50 | 2 | 1 | 3 | 3 | 2 | 2 | 2 | 2 | |

| Pembelian dalam 1bin | Pertanyaan | | | | | | | | | | | | | | | | | | | |
|-------------------------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | |
| 1 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | |
| 3 | 2 | 3 | 4 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 4 | 3 | |
| 5 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | | |
| 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 4 | 4 | | |
| 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | 3 | 1 | 2 | 2 | |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 4 | 3 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 1 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | |
| 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 2 | 2 | 2 | 3 | 2 | 3 | 4 | 4 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 4 | 4 | |
| 5 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 3 | 3 | 4 | 4 | |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 3 | |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 4 | |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 4 | 4 | |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | |
| 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | |
| 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | |
| 2 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 3 | 3 | 4 | 4 | |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 4 | 3 | 3 | 4 | 4 | |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | |
| 5 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 4 | 3 | |
| 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 2 | 4 | 4 |
| 5 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | |
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | |
| 1 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | |
| 5 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 3 | |
| 5 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | |
| 2 | 2 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 3 | |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 4 | 3 | 3 | |
| 2 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 3 | 3 | 4 | 3 | 4 | 3 | |
| 3 | 2 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | |
| 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 | 4 | 4 | |
| 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | |

| No | Jenis | Status | Usia | Pekerjaan | Pendidikan | Wilayah | Pendapatan | Prosentase |
|-----|---------|--------|------|-----------|------------|----------------|------------|------------|
| | Kelamin | | | | Terakhir | Tempat Tinggal | PerBulan | Pembelian |
| 51 | 2 | 1 | 4 | 3 | 1 | 2 | 1 | 2 |
| 52 | 2 | 1 | 4 | 3 | 2 | 3 | 3 | 1 |
| 53 | 2 | 1 | 3 | 4 | 3 | 2 | 4 | 3 |
| 54 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 |
| 55 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 4 |
| 56 | 1 | 2 | 2 | 2 | 3 | 2 | 3 | 2 |
| 57 | 1 | 1 | 3 | 2 | 3 | 1 | 5 | 3 |
| 58 | 1 | 1 | 3 | 4 | 2 | 1 | 5 | 2 |
| 59 | 1 | 1 | 4 | 6 | 4 | 1 | 5 | 2 |
| 60 | 2 | 2 | 2 | 1 | 4 | 1 | 4 | 2 |
| 61 | 2 | 2 | 2 | 2 | 3 | 2 | 4 | 2 |
| 62 | 2 | 1 | 3 | 2 | 3 | 2 | 4 | 2 |
| 63 | 1 | 1 | 3 | 2 | 3 | 1 | 5 | 2 |
| 64 | 1 | 1 | 3 | 2 | 3 | 2 | 4 | 2 |
| 65 | 1 | 1 | 2 | 2 | 3 | 2 | 4 | 2 |
| 66 | 1 | 1 | 2 | 2 | 3 | 1 | 4 | 2 |
| 67 | 1 | 2 | 2 | 1 | 3 | 1 | 3 | 2 |
| 68 | 1 | 1 | 3 | 2 | 3 | 1 | 4 | 3 |
| 69 | 2 | 1 | 3 | 1 | 3 | 2 | 3 | 3 |
| 70 | 2 | 1 | 3 | 1 | 2 | 2 | 2 | 2 |
| 71 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 |
| 72 | 1 | 1 | 3 | 1 | 3 | 2 | 3 | 2 |
| 73 | 1 | 2 | 1 | 2 | 3 | 1 | 3 | 1 |
| 74 | 2 | 2 | 2 | 1 | 3 | 2 | 2 | 2 |
| 75 | 1 | 1 | 1 | 5 | 2 | 1 | 1 | 1 |
| 76 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 1 |
| 77 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 |
| 78 | 1 | 1 | 3 | 2 | 3 | 1 | 3 | 2 |
| 79 | 2 | 1 | 3 | 3 | 2 | 2 | 2 | 2 |
| 80 | 2 | 1 | 4 | 3 | 1 | 2 | 1 | 2 |
| 81 | 2 | 1 | 4 | 3 | 2 | 3 | 3 | 1 |
| 82 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 4 |
| 83 | 1 | 2 | 2 | 2 | 3 | 2 | 3 | 2 |
| 84 | 1 | 1 | 3 | 2 | 3 | 1 | 5 | 3 |
| 85 | 1 | 1 | 3 | 4 | 2 | 1 | 5 | 2 |
| 86 | 1 | 1 | 4 | 6 | 4 | 1 | 4 | 2 |
| 87 | 2 | 2 | 2 | 1 | 4 | 1 | 4 | 2 |
| 88 | 2 | 2 | 2 | 2 | 3 | 2 | 4 | 2 |
| 89 | 2 | 1 | 3 | 2 | 3 | 2 | 4 | 2 |
| 90 | 2 | 2 | 2 | 2 | 3 | 1 | 3 | 2 |
| 91 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 |
| 92 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 |
| 93 | 1 | 1 | 4 | 6 | 3 | 1 | 4 | 1 |
| 94 | 2 | 2 | 2 | 2 | 5 | 1 | 3 | 1 |
| 95 | 2 | 2 | 2 | 2 | 3 | 2 | 4 | 2 |
| 96 | 2 | 1 | 3 | 2 | 3 | 2 | 4 | 2 |
| 97 | 1 | 1 | 3 | 2 | 3 | 1 | 5 | 2 |
| 98 | 1 | 1 | 3 | 2 | 3 | 2 | 4 | 2 |
| 99 | 1 | 1 | 2 | 2 | 3 | 2 | 4 | 2 |
| 100 | 1 | 1 | 2 | 2 | 3 | 1 | 4 | 2 |

| Pembelian dalam 1bln | Pertanyaan | | | | | | | | | | | | | | | | | | |
|-------------------------|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 5 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 |
| 1 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 |
| 1 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 4 | 2 | 4 | 2 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 3 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 3 |
| 2 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 |
| 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 2 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 1 | 4 | 3 |
| 3 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 1 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 |
| 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 4 | 4 |
| 1 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 4 | 3 | 3 | 2 | 4 | 4 |
| 1 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 |
| 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 4 | 3 |
| 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 |
| 5 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 1 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 4 | 3 | 3 | 3 | 4 | 3 |
| 1 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 3 |
| 2 | 2 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 4 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 4 | 3 | 3 |
| 2 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 3 | 3 | 4 | 3 | 4 |
| 4 | 2 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 |
| 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 5 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 |
| 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 4 | 2 | 4 | 2 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 3 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 |
| 2 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 4 |
| 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 4 | 3 | 3 | 2 | 4 |

Reliability

Warnings

The determinant of the covariance matrix is zero or approximately zero. Statistics based on its inverse matrix cannot be computed and they are displayed as system missing values.

Case Processing Summary

| | | N | % |
|-------|-----------------|-----|-------|
| Cases | Valid | 100 | 100,0 |
| | Excluded(a) | 0 | ,0 |
| | Total | 100 | 100,0 |

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,811 | ,816 | 19 |

Item Statistics

| Nama Variabel | Mean | Std. Deviation | N |
|----------------------------------|-------------|-----------------------|----------|
| Pemilihan merek | 3,37 | ,597 | 100 |
| Pemilihan produsen | 3,46 | ,576 | 100 |
| Tingkat mutuyang baik | 3,73 | ,489 | 100 |
| Kemasan yang menarik | 3,24 | ,683 | 100 |
| Pelayanan yang baik | 3,53 | ,540 | 100 |
| Produk yang tersedia | 3,30 | ,541 | 100 |
| Lokasi yang tepat | 3,26 | ,441 | 100 |
| Adanya layanan antar | 3,43 | ,517 | 100 |
| Adanya iklan yang baik | 2,80 | ,512 | 100 |
| Informasi penawaran langsung | 2,99 | ,577 | 100 |
| Adanya referensi dari orang lain | 2,76 | ,605 | 100 |
| Ketertarikan km program diskon | 2,64 | ,704 | 100 |
| Ketertarikan km undian hadiah | 2,63 | ,747 | 100 |
| Harga yang relatif murah | 3,05 | ,730 | 100 |
| Frekuensi layanan antar | 3,28 | ,533 | 100 |
| Fasilitas peminjaman gallon | 3,22 | ,561 | 100 |
| Model gallon | 2,69 | ,631 | 100 |
| Kualitas air | 3,71 | ,478 | 100 |
| Kualitas gallon | 3,48 | ,577 | 100 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Pemilihan merek | 57,20 | 26,020 | ,314 | ,807 |
| Pemilihan produsen | 57,11 | 25,291 | ,460 | ,799 |
| Tingkat mutuyang baik | 56,84 | 26,984 | ,209 | ,811 |
| Kemasan yang menarik | 57,33 | 24,446 | ,499 | ,795 |
| Pelayanan yang baik | 57,04 | 25,514 | ,455 | ,799 |
| Produk yang tersedia | 57,27 | 26,219 | ,320 | ,806 |
| Lokasi yang tepat | 57,31 | 26,802 | ,283 | ,808 |
| Adanya layanan antar | 57,14 | 26,000 | ,383 | ,803 |
| Adanya iklan yang baik | 57,77 | 25,896 | ,408 | ,802 |
| Informasi penawaran langsung | 57,58 | 24,994 | ,513 | ,795 |
| Adanya referensi dari orang lain | 57,81 | 24,317 | ,604 | ,790 |
| Ketertarikan km program diskon | 57,93 | 25,217 | ,364 | ,805 |
| Ketertarikan km undian hadiah | 57,94 | 25,592 | ,283 | ,811 |
| Harga yang relatif murah | 57,52 | 25,808 | ,263 | ,812 |
| Frekuensi layanan antar | 57,29 | 25,016 | ,560 | ,794 |
| Fasilitas peminjaman gallon | 57,35 | 25,583 | ,421 | ,801 |
| Model gallon | 57,88 | 25,622 | ,355 | ,805 |
| Kualitas air | 56,86 | 26,970 | ,220 | ,811 |
| Kualitas gallon | 57,09 | 25,153 | ,484 | ,797 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 60,57 | 28,288 | 5,319 | 19 |

Reliability

Warnings

The determinant of the covariance matrix is zero or approximately zero. Statistics based on its inverse matrix cannot be computed and they are displayed as system missing values.

Case Processing Summary

| | | N | % |
|-------|-----------------|-----|-------|
| Cases | Valid | 100 | 100,0 |
| | Excluded(a) | 0 | ,0 |
| | Total | 100 | 100,0 |

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,795 | ,800 | 18 |

Item Statistics

| | Mean | Std. Deviation | N |
|--------------------------------|------|----------------|-----|
| Pemilihan merek | 3,37 | ,597 | 100 |
| Pemilihan produsen | 3,46 | ,576 | 100 |
| Tingkat mutu yang baik | 3,73 | ,489 | 100 |
| Kemasan yang menarik | 3,24 | ,683 | 100 |
| Pelayanan yang baik | 3,53 | ,540 | 100 |
| Produk yang tersedia | 3,30 | ,541 | 100 |
| Lokasi yang tepat | 3,26 | ,441 | 100 |
| Adanya layanan antar | 3,43 | ,517 | 100 |
| Adanya iklan yang baik | 2,80 | ,512 | 100 |
| Informasi penawaran langsung | 2,76 | ,605 | 100 |
| Ketertarikan km program diskon | 2,64 | ,704 | 100 |
| Ketertarikan km undian hadiah | 2,63 | ,747 | 100 |
| Harga yang relatif murah | 3,05 | ,730 | 100 |
| Frekuensi layanan antar | 3,28 | ,533 | 100 |
| Fasilitas peminjaman gallon | 3,22 | ,561 | 100 |
| Model gallon | 2,69 | ,631 | 100 |
| Kualitas air | 3,71 | ,478 | 100 |
| Kualitas gallon | 3,48 | ,577 | 100 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Pemilihan merek | 54,21 | 22,814 | ,320 | ,790 |
| Pemilihan produsen | 54,12 | 22,086 | ,476 | ,779 |
| Tingkat mutuyang baik | 53,85 | 23,765 | ,207 | ,795 |
| Kemasan yang menarik | 54,34 | 21,398 | ,495 | ,777 |
| Pelayanan yang baik | 54,05 | 22,432 | ,443 | ,782 |
| Produk yang tersedia | 54,28 | 22,992 | ,329 | ,789 |
| Lokasi yang tepat | 54,32 | 23,614 | ,277 | ,792 |
| Adanya layanan antar | 54,15 | 22,856 | ,378 | ,786 |
| Adanya iklan yang baik | 54,78 | 22,800 | ,395 | ,785 |
| Informasi penawaran langsung | 54,82 | 21,361 | ,584 | ,772 |
| Ketertarikan km program diskon | 54,94 | 22,097 | ,363 | ,787 |
| Ketertarikan km undian hadiah | 54,95 | 22,412 | ,286 | ,794 |
| Harga yang relatif murah | 54,53 | 22,635 | ,263 | ,796 |
| Frekuensi layanan antar | 54,30 | 21,949 | ,552 | ,775 |
| Fasilitas peminjaman gallon | 54,36 | 22,475 | ,414 | ,784 |
| Model gallon | 54,89 | 22,543 | ,343 | ,788 |
| Kualitas air | 53,87 | 23,791 | ,209 | ,795 |
| Kualitas gallon | 54,10 | 22,091 | ,474 | ,780 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 57,58 | 24,994 | 4,999 | 18 |

Reliability

Warnings

The determinant of the covariance matrix is zero or approximately zero. Statistics based on its inverse matrix cannot be computed and they are displayed as system missing values.

Case Processing Summary

| | | N | % |
|-------|--------------|-----|-------|
| Cases | Valid | 100 | 100,0 |
| | Excluded(a) | 0 | ,0 |
| | Total | 100 | 100,0 |

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

| | | | |
|--------------------------------|------------------|------------|-------|
| Cronbach's Alpha | Part 1 | Value | ,769 |
| | | N of Items | 10(a) |
| | Part 2 | Value | ,745 |
| | | N of Items | 9(b) |
| | Total N of Items | | 19 |
| Correlation Between Forms | | | ,397 |
| Spearman-Brown Coefficient | Equal Length | | ,569 |
| | Unequal Length | | ,569 |
| Guttman Split-Half Coefficient | | | ,568 |

a The items are: PemilihanMerek, PemilihanProdusen, TingkatMutuYangBaik, KemasanYangMenarik, PelayananYangBaik, ProdukYangTersedia, LokasiYangTepat, AdanyaLayananAntar, AdanyaIklanYgBaik, InformasiPenawaranLngsung.

b The items are: AdanyaReferensiDrOrgLain, KetertarikanKrnProgDiskon, KetertarikanKrnUndianHadiah, HargaYgRelatifMurah, FrekuensiLayananAntar, alitas, ModelGallon, KualitasAir, KualaitasGallon.

| Nama Variabel | Mean | Std. Deviation | N |
|----------------------------------|------|----------------|-----|
| Pemilihan merek | 3,37 | ,597 | 100 |
| Pemilihan produsen | 3,46 | ,576 | 100 |
| Tingkat mutuyang baik | 3,73 | ,489 | 100 |
| Kemasan yang menarik | 3,24 | ,683 | 100 |
| Pelayanan yang baik | 3,53 | ,540 | 100 |
| Produk yang tersedia | 3,30 | ,541 | 100 |
| Lokasi yang tepat | 3,26 | ,441 | 100 |
| Adanya layanan antar | 3,43 | ,517 | 100 |
| Adanya iklan yang baik | 2,80 | ,512 | 100 |
| Informasi penawaran langsung | 2,99 | ,577 | 100 |
| Adanya referensi dari orang lain | 2,76 | ,605 | 100 |
| Ketertarikan km program diskon | 2,64 | ,704 | 100 |
| Ketertarikan km undian hadiah | 2,63 | ,747 | 100 |
| Harga yang relatif murah | 3,05 | ,730 | 100 |
| Frekuensi layanan antar | 3,28 | ,533 | 100 |
| Fasilitas peminjaman gallon | 3,22 | ,561 | 100 |
| Model gallon | 2,69 | ,631 | 100 |
| Kualitas air | 3,71 | ,478 | 100 |
| Kualitas gallon | 3,48 | ,577 | 100 |

Item Statistics

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Pemilihan merek | 57,20 | 26,020 | ,314 | ,807 |
| Pemilihan produsen | 57,11 | 25,291 | ,460 | ,799 |
| Tingkat mutuyang baik | 56,84 | 26,984 | ,209 | ,811 |
| Kemasan yang menarik | 57,33 | 24,446 | ,499 | ,795 |
| Pelayanan yang baik | 57,04 | 25,514 | ,455 | ,799 |
| Produk yang tersedia | 57,27 | 26,219 | ,320 | ,806 |
| Lokasi yang tepat | 57,31 | 26,802 | ,283 | ,808 |
| Adanya layanan antar | 57,14 | 26,000 | ,383 | ,803 |
| Adanya iklan yang baik | 57,77 | 25,896 | ,408 | ,802 |
| Informasi penawaran langsung | 57,58 | 24,994 | ,513 | ,795 |
| Adanya referensi dari orang lain | 57,81 | 24,317 | ,604 | ,790 |
| Ketertarikan km program diskon | 57,93 | 25,217 | ,364 | ,805 |
| Ketertarikan km undian hadiah | 57,94 | 25,592 | ,283 | ,811 |
| Harga yang relatif murah | 57,52 | 25,808 | ,263 | ,812 |
| Frekuensi layanan antar | 57,29 | 25,016 | ,560 | ,794 |
| Fasilitas peminjaman gallon | 57,35 | 25,583 | ,421 | ,801 |
| Model gallon | 57,88 | 25,622 | ,355 | ,805 |
| Kualitas air | 56,86 | 26,970 | ,220 | ,811 |
| Kualitas gallon | 57,09 | 25,153 | ,484 | ,797 |

Scale Statistics

| | Mean | Variance | Std. Deviation | N of Items |
|------------|-------|----------|----------------|------------|
| Part 1 | 33,11 | 9,856 | 3,140 | 10(a) |
| Part 2 | 27,46 | 10,392 | 3,224 | 9(b) |
| Both Parts | 60,57 | 28,288 | 5,319 | 19 |

a The items are: Pemilihan merek, Pemilihan produsen, Tingkat mutu yang baik, Kemasan yang menarik, Pelayanan yang baik, Produk yang tersedia, Lokasi yang tepat, Adanya layanan antar, Adanya iklan yang baik, Informasi penawaran langsung.

b The items are: Adanya referensi dari orang lain, Ketertarikan km program diskon, Ketertarikan km undian hadiah, Harga yang relative murah, Frekuensi layanan antar, Fasilitas peminjaman gallon, Model gallon, Kualitas air, Kualitas gallon.

Reliability

Warnings

The determinant of the covariance matrix is zero or approximately zero. Statistics based on its inverse matrix cannot be computed and they are displayed as system missing values.

Case Processing Summary

| | | N | % |
|-------|-------------|-----|-------|
| Cases | Valid | 100 | 100,0 |
| | Excluded(a) | 0 | ,0 |
| | Total | 100 | 100,0 |

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

| | | | |
|--------------------------------|------------------|------------|-------|
| Cronbach's Alpha | Part 1 | Value | ,769 |
| | | N of Items | 10(a) |
| | Part 2 | Value | ,745 |
| | | N of Items | 9(b) |
| | Total N of Items | | 19 |
| Correlation Between Forms | | | ,397 |
| Spearman-Brown Coefficient | Equal Length | | ,569 |
| | Unequal Length | | ,569 |
| Guttman Split-Half Coefficient | | | ,568 |

a The items are: Pemilihan merek, Pemilihan produsen, Tingkat mutu yang baik, Kemasan yang menarik, Pelayanan yang baik, Produk yang tersedia, Lokasi yang tepat, Adanya layanan antar, Adanya iklan yang baik, Informasi penawaran langsung.

b The items are: Adanya referensi dari orang lain, Ketertarikan krn program diskon, Ketertarikan krn undian hadiah, Harga yang relative murah, Frekuensi layanan antar, Fasilitas peminjaman gallon, Model gallon, Kualitas air, Kualitas gallon.

Lampiran 6

Factor Analysis

| Correlation Matrix | | Pemilihan | Pemilihan | TingkatMu | Kemasan | Pelayanan | ProdukYa | LokasiYar | AdanyaLa | AdanyaK | AdanyaRe | Keterbariki | Keterbariki | HargaYgR | Frekuensi | FasilitasPe | ModelGaM | KualitasA | KualitasGa |
|--------------------|-------------|-----------|-----------|-----------|----------|-----------|----------|-----------|----------|----------|----------|-------------|-------------|-----------|-----------|-------------|----------|-----------|------------|
| Correlator | Pemilihan | 1 | 0,845886 | 0,452032 | 0,414659 | 0,147799 | 0,015204 | -0,28987 | -0,30593 | 0,16157 | 0,255707 | 0,046991 | 0,219535 | -0,01145 | -0,0212 | -0,14232 | -0,39269 | -0,13552 | -0,07324 |
| | Pemilihan | 0,845886 | 1 | 0,552158 | 0,422633 | 0,278507 | 0,170964 | -0,13409 | -0,25 | 0,194316 | 0,325706 | 0,070787 | 0,191348 | -0,00812 | 0,166779 | -0,00692 | -0,26857 | -0,0496 | -0,01215 |
| | TingkatMu | 0,452032 | 0,552158 | 1 | 0,533378 | 0,563917 | 0,268653 | 0,071194 | -0,16968 | 0,114418 | 0,206637 | -0,16892 | -0,10393 | -0,29201 | -0,08929 | -0,08058 | -0,15736 | -0,01028 | -0,21156 |
| | Kemasan | 0,414659 | 0,422633 | 0,533378 | 1 | 0,601044 | 0,18975 | 0,003196 | -0,12622 | 0,222791 | 0,48293 | 0,212063 | 0,264585 | -0,03855 | 0,170786 | 0,065314 | 0,340856 | -0,20666 | -0,00213 |
| | Pelayanan | 0,147799 | 0,278507 | 0,563917 | 0,601044 | 1 | 0,46291 | 0,46291 | 0,089562 | 0,136646 | 0,262275 | 0,021678 | -0,09033 | -0,05812 | 0,122975 | 0,459573 | 0,049507 | 0,17192 | 0,076998 |
| | ProdukYa | 0,015204 | 0,170964 | 0,268653 | 0,18975 | 0,46291 | 1 | 0,603175 | 0,147411 | 0,08434 | 0,204479 | -0,06697 | -0,1177 | -0,21525 | -0,12967 | 0,297162 | 0,081484 | 0,224013 | 0,126566 |
| | LokasiYar | -0,28987 | -0,13409 | 0,071194 | 0,003196 | 0,46291 | 0,603175 | 1 | 0,37774 | 0,260048 | 0,310979 | -0,00334 | -0,04026 | -0,12556 | 0,026463 | 0,567309 | 0,049655 | 0,371391 | 0,126566 |
| | AdanyaLa | -0,30593 | -0,25 | -0,16968 | -0,12622 | 0,089562 | 0,147411 | 0,37774 | 1 | 0,274883 | 0,069014 | 0,196739 | 0,061123 | 0,270896 | 0,390994 | 0,462584 | 0,109372 | 0,525229 | 0,32293 |
| | AdanyaK | 0,16157 | 0,194316 | 0,114418 | 0,222791 | 0,136646 | 0,08434 | 0,260048 | 0,274883 | 1 | 0,538212 | 0,269672 | 0,165396 | -0,11649 | 0,232457 | 0,107855 | -0,03608 | 0,096579 | 0,119088 |
| | AdanyaRe | 0,255707 | 0,325706 | 0,206637 | 0,48293 | 0,262275 | 0,204479 | 0,310979 | 0,069014 | 0,538212 | 1 | 0,512296 | 0,458841 | -0,02567 | 0,308952 | 0,261007 | 0,254224 | -0,06227 | 0,076427 |
| | Keterbariki | 0,046991 | 0,070787 | -0,16892 | 0,212063 | 0,021678 | -0,06697 | -0,00334 | 0,196739 | 0,269672 | 0,512296 | 1 | 0,811072 | 0,443519 | 0,554491 | 0,273257 | 0,26762 | -0,09441 | 0,446748 |
| | Keterbariki | 0,219535 | 0,191348 | -0,10393 | 0,264585 | -0,09033 | -0,1177 | -0,04026 | 0,061123 | 0,165396 | 0,458841 | 0,811072 | 1 | 0,506874 | 0,410989 | 0,100154 | 0,28222 | -0,30252 | 0,361184 |
| | HargaYgR | -0,01145 | -0,00612 | -0,29201 | -0,03855 | -0,05812 | -0,21525 | -0,12556 | 0,270896 | -0,11649 | -0,02567 | 0,443518 | 0,506874 | 1 | 0,560379 | 0,274753 | 0,092082 | 0,088603 | 0,589968 |
| | Frekuensi | -0,0212 | 0,166779 | -0,08929 | 0,170786 | 0,122975 | -0,12967 | 0,026463 | 0,390994 | 0,232457 | 0,308952 | 0,554491 | 0,410989 | 0,560379 | 1 | 0,540939 | 0,21613 | 0,318891 | 0,414511 |
| | FasilitasPe | -0,14232 | -0,00692 | -0,08058 | 0,065314 | 0,459573 | 0,297162 | 0,567309 | 0,462584 | 0,107855 | 0,261007 | 0,273257 | 0,100154 | 0,274753 | 0,540939 | 1 | 0,039004 | 0,624555 | 0,397156 |
| | ModelGaM | -0,39269 | -0,26857 | -0,15736 | 0,340856 | 0,049507 | 0,081484 | 0,049655 | 0,109372 | -0,03608 | 0,254224 | 0,26762 | 0,28222 | -0,092082 | 0,21613 | 0,039004 | 1 | -0,22961 | 0,157356 |
| | KualitasA | -0,13552 | -0,0496 | -0,01028 | -0,20666 | 0,17192 | 0,224013 | 0,371391 | 0,525229 | 0,096579 | -0,08227 | -0,09441 | -0,30252 | 0,088603 | 0,318891 | 0,624555 | -0,22961 | 1 | 0,450968 |
| | KualitasGa | -0,07324 | -0,01215 | -0,21156 | -0,00213 | 0,076998 | 0,126566 | 0,126566 | 0,32293 | 0,119088 | 0,076427 | 0,446748 | 0,361184 | 0,589968 | 0,414511 | 0,397156 | 0,157356 | 0,450968 | 1 |

| | Initial | Extraction |
|-----------------------------|---------|------------|
| PemilihanMerek | 1,000 | ,876 |
| PemilihanProdusen | 1,000 | ,848 |
| TingkatMutuYangBaik | 1,000 | ,716 |
| KemasanYangMenarik | 1,000 | ,794 |
| PelayananYangBaik | 1,000 | ,808 |
| ProdukYangTersedia | 1,000 | ,568 |
| LokasiYangTepat | 1,000 | ,761 |
| AdanyaLayananAntar | 1,000 | ,603 |
| AdanyaKlanYgBaik | 1,000 | ,768 |
| AdanyaReferensiDrOrgLain | 1,000 | ,809 |
| KetertarikanKrnProgDiskon | 1,000 | ,799 |
| KetertarikanKrnUndianHadiah | 1,000 | ,795 |
| HargaYgRelatifMurah | 1,000 | ,785 |
| FrekuensiLayananAntar | 1,000 | ,671 |
| FasilitasPeminjamanGallon | 1,000 | ,763 |
| ModelGallon | 1,000 | ,782 |
| KualitasAir | 1,000 | ,825 |
| KualitasGallon | 1,000 | ,619 |

Communalities

Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4,184 | 23,246 | 23,246 | 4,184 | 23,246 | 23,246 |
| 2 | 3,432 | 19,065 | 42,310 | 3,432 | 19,065 | 42,310 |
| 3 | 2,907 | 16,152 | 58,463 | 2,907 | 16,152 | 58,463 |
| 4 | 1,795 | 9,974 | 68,436 | 1,795 | 9,974 | 68,436 |
| 5 | 1,273 | 7,072 | 75,508 | 1,273 | 7,072 | 75,508 |
| 6 | ,916 | 5,089 | 80,597 | | | |
| 7 | ,681 | 3,781 | 84,379 | | | |
| 8 | ,554 | 3,078 | 87,457 | | | |
| 9 | ,504 | 2,799 | 90,256 | | | |
| 10 | ,396 | 2,200 | 92,456 | | | |
| 11 | ,338 | 1,879 | 94,335 | | | |
| 12 | ,295 | 1,638 | 95,972 | | | |
| 13 | ,219 | 1,215 | 97,187 | | | |
| 14 | ,172 | ,957 | 98,144 | | | |
| 15 | ,128 | ,712 | 98,855 | | | |
| 16 | ,085 | ,472 | 99,328 | | | |
| 17 | ,066 | ,366 | 99,694 | | | |
| 18 | ,055 | ,306 | 100,000 | | | |

Extraction Method: Principal Component Analysis.

Component Matrix(a)

| | Component | | | | |
|----------------------------|-----------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 |
| PemilihanMerek | ,084 | ,743 | -,276 | ,483 | -,081 |
| PemilihanProdusen | ,232 | ,756 | -,159 | ,444 | -,009 |
| TingkatMutuYangBaik | ,076 | ,785 | ,236 | ,088 | ,176 |
| KemasanYangMenarik | ,412 | ,670 | -,117 | -,270 | ,299 |
| PelayananYangBaik | ,454 | ,476 | ,475 | -,091 | ,377 |
| ProdukYangTersedia | ,289 | ,259 | ,603 | -,200 | ,116 |
| LokasiYangTepat | ,438 | -,046 | ,687 | -,268 | -,150 |
| AdanyaLayananAntar | ,502 | -,452 | ,320 | ,056 | -,203 |
| AdanyaIklanYgBaik | ,439 | ,224 | ,046 | -,082 | -,718 |
| AdanyaReferensiDrOrgLain | ,631 | ,391 | -,130 | -,325 | -,368 |
| KetertarikanKmProgDiskon | ,691 | -,116 | -,531 | -,130 | -,098 |
| KetertarikanKmUndianHadiah | ,573 | ,010 | -,672 | -,119 | -,034 |
| HargaYgRelatifMurah | ,468 | -,407 | -,426 | ,333 | ,328 |
| FrekuensiLayananAntar | ,725 | -,217 | -,222 | ,216 | ,053 |
| FasilitasPeminjamanGallon | ,703 | -,221 | ,427 | ,156 | ,117 |
| ModelGallon | ,283 | -,170 | -,200 | -,729 | ,318 |
| KualitasAir | ,356 | -,317 | ,601 | ,485 | -,036 |
| KualitasGallon | ,609 | -,367 | -,075 | ,263 | ,195 |

Extraction Method: Principal Component Analysis.
a. 5 components extracted.

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 | 27 | 0,381 | 0,487 | 55 | 0,266 | 0,345 |
| 4 | 0,950 | 0,990 | 28 | 0,374 | 0,478 | 60 | 0,254 | 0,330 |
| 5 | 0,878 | 0,959 | 29 | 0,367 | 0,470 | 65 | 0,244 | 0,317 |
| 6 | 0,811 | 0,917 | 30 | 0,361 | 0,463 | 70 | 0,235 | 0,306 |
| 7 | 0,754 | 0,874 | 31 | 0,355 | 0,456 | 75 | 0,227 | 0,296 |
| 8 | 0,707 | 0,834 | 32 | 0,349 | 0,449 | 80 | 0,220 | 0,286 |
| 9 | 0,668 | 0,798 | 33 | 0,344 | 0,442 | 85 | 0,213 | 0,278 |
| 10 | 0,632 | 0,765 | 34 | 0,339 | 0,436 | 90 | 0,207 | 0,270 |
| 11 | 0,602 | 0,735 | 35 | 0,334 | 0,430 | 95 | 0,202 | 0,263 |
| 12 | 0,576 | 0,708 | 36 | 0,329 | 0,424 | 100 | 0,195 | 0,256 |
| 13 | 0,553 | 0,684 | 37 | 0,325 | 0,418 | 125 | 0,176 | 0,230 |
| 14 | 0,532 | 0,661 | 38 | 0,320 | 0,413 | 150 | 0,159 | 0,210 |
| 15 | 0,514 | 0,641 | 39 | 0,316 | 0,408 | 175 | 0,148 | 0,194 |
| 16 | 0,497 | 0,623 | 40 | 0,312 | 0,403 | 200 | 0,138 | 0,181 |
| 17 | 0,482 | 0,606 | 41 | 0,308 | 0,398 | 300 | 0,113 | 0,148 |
| 18 | 0,468 | 0,590 | 42 | 0,304 | 0,393 | 400 | 0,098 | 0,128 |
| 19 | 0,456 | 0,575 | 43 | 0,301 | 0,389 | 500 | 0,088 | 0,115 |
| 20 | 0,444 | 0,561 | 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 | 46 | 0,291 | 0,376 | 800 | 0,070 | 0,091 |
| 23 | 0,413 | 0,526 | 47 | 0,288 | 0,372 | 900 | 0,065 | 0,086 |
| 24 | 0,404 | 0,515 | 48 | 0,284 | 0,368 | 1000 | 0,062 | 0,081 |
| 25 | 0,398 | 0,505 | 49 | 0,281 | 0,364 | | | |
| 26 | 0,388 | 0,496 | 50 | 0,279 | 0,361 | | | |