BAB V

PENUTUP

5.1. Kesimpulan

Secara keseluruhan hasil analisis data penelitian ini dapat disimpulkan sebagai berikut:

Kualitas produk (*performance, reliability, durability, aestetic, comformance* dan *fit and finish*) secara nyata mempengaruhi *Word of mouth*. Pengaruh dimensi *performance, reliability, aestetic* dan *fit and finish* terhadap WOM harus melalui *brand perceived quality*. Sedangkan dimensi *durability* dapat berpengaruh langsung terhadap WOM. Pengaruh dimensi *conformance* dapat bersifat langsung terhadap WOM maupun dapat melalui *brand perceived quality*. Hubungan antara *performance* dan *conformance* dengan *Brand Perceived Quality* serta hubungan antara *durability, Brand Perceived Quality,* dan *conformance* dengan *Word of Mouth* ternyata dimoderasi oleh lama penggunaan dan pengaruhnya lebih lemah pada konsumen pengguna HP qwerty China yang kurang dari atau sama dengan 1 tahun. Selain lama penggunaan, ternyata pekerjaan juga mampu meningkatkan hubungan antara *durability* dan *conformance* dengan WOM dengan pengaruh yang paling lemah adalah pada konsumen yang bekerja sebagai PNS.

Terdapat perbedaan signifikan derajat penilaian perseptif pada dimensi *serviceability* ditinjau dari perbedaan jenis kelamin. Selain itu, juga terdapat perbedaan yang signifikan derajat penilaian perseptif pada *price, future, reliability, durability, conformance, fit and finish*, kualitas produk, nilai fungsional, nilai

emosional, nilai fungsional (*value for money*), *brand perceived quality* dan *word of mouth* jika ditinjau dari perbedaan lama penggunaan HP qwerty China. Serta terdapat perbedaan signifikan derajat penilaian perseptif pada *performance, feature, reliability, durability, aesthetic, fit and finish*, kualitas produk dan nilai fungsional ditinjau dari perbedaan usia.

Kesimpulan secara rinci dapat disampaikan sebagai berikut :

1) Atas hipotesis 1, yang menyatakan bahwa *"Brand Perceived Quality* memediasi sebagian hubungan kausal penilaian perseptif kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga) dengan kesediaan untuk melakukan WOM" didapatkan bukti signifikan yakni *Brand Perceived Quality* memediasi sebagian hubungan kausal penilaian perseptif kualitas produk dengan kesediaan untuk melakukan WOM.
2) Atas hipotesis 1a, yang menyatakan bahwa *"*Penilaian perseptif kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga) berpengaruh secara positif dan signifikan terhadap kesediaan untuk melakukan WOM" didapatkan bukti signifikan yakni penilaian perseptif kualitas produk berpengaruh secara positif dan signifikan terhadap kesediaan untuk melakukan WOM.
3) Atas hipotesis 1b, yang menyatakan bahwa *"*Penilaian perseptif kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga) berpengaruh positif dan signifikan terhadap *Brand Perceived Quality*" didapatkan bukti signifikan yakni

penilaian perseptif kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga) berpengaruh positif dan signifikan terhadap *Brand Perceived Quality*.

4) Atas hipotesis 1c, yang menyatakan bahwa *"*Penilaian perseptif kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga) dan *Brand Perceived Quality* berpengaruh positif dan signifikan terhadap kesediaan untuk melakukan komunikasi WOM" didapatkan bukti signifikan yakni Penilaian perseptif kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga) dan *Brand Perceived Quality* berpengaruh positif dan signifikan terhadap kesediaan untuk melakukan komunikasi WOM.
5) Atas hipotesis 2a, yang menyatakan bahwa *"Brand Perceived Quality* memperkuat (memoderasi) hubungan kausal kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga) dengan kesediaan untuk melakukan komunikasi WOM" didapatkan bukti signifikan yakni *Brand Perceived Quality* memperkuat (memoderasi) hubungan kausal kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga) dengan kesediaan untuk melakukan komunikasi WOM.
6) Atas hipotesis 2b, yang menyatakan bahwa *"*Karakteristik responden tertentu memperkuat (memoderasi) hubungan kausal penilaian perseptif kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan,

serviceability, estetika, fit & finish, price/harga) dengan kesediaan pengguna produk untuk melakukan komunikasi WOM" didapatkan bukti signifikan yakni Karakteristik responden tertentu memperkuat (memoderasi) hubungan kausal penilaian perseptif kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga) dengan kesediaan pengguna produk untuk melakukan komunikasi WOM.

7) Atas hipotesis 2c, yang menyatakan bahwa *"*Karakteristik responden tertentu memperkuat (memoderasi) hubungan kausal kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga) dengan *Brand Perceived Quality*" didapatkan bukti signifikan yakni Karakteristik responden tertentu memperkuat (memoderasi) hubungan kausal kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga) dengan *Brand Perceived Quality*.
8) Atas hipotesis 2d, yang menyatakan bahwa *"*Karakteristik responden tertentu memperkuat (memoderasi) hubungan kausal *Brand Perceived Quality* dengan kesediaan untuk melakukan komunikasi WOM" didapatkan bukti signifikan yakni Karakteristik responden tertentu memperkuat (memoderasi) hubungan kausal *Brand Perceived Quality* dengan kesediaan untuk melakukan komunikasi WOM.
9) Atas hipotesis 3, yang menyatakan bahwa *"*Terdapat perbedaan penilaian perseptif kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga), *Brand Perceived Quality*, dan WOM jika ditinjau dari perbedaan karakteristik

responden" didapatkan bukti signifikan yakni Terdapat perbedaan penilaian perseptif kualitas produk (kinerja, feature, kehandalan, kesesuaian dengan spesifikasi, daya tahan, serviceability, estetika, fit & finish, price/harga), *Brand Perceived Quality*, dan WOM jika ditinjau dari perbedaan karakteristik responden.

10) Adapun kesimpulan lain yakni :

(1) Responden pada penelitian ini antara responden pria dan wanita cukup berimbang yaitu sebesar 50,8% (pria) dan 49,2% (wanita) dengan usia antara 18 sampai 40 tahun (91,5%), bekerja sebagai pelajar/mahasiswa (35,4%), wiraswasta (33,3%) dan karyawan (25,2%). Mayoritas responden pada penelitian ini (69,9%) menyatakan telah menggunakan produk HP qwerty China kurang dari atau sama dengan 1 tahun, 79,3% menyatakan belum pernah memiliki HP qwerty sebelumnya, 58,9% menyatakan bahwa yang menyarankan menggunakan HP qwerty China adalah inisiatif sendiri, 37% menyatakan bahwa merek HP qwerty China yang bagus adalah Nexian, 33,3% menyatakan bahwa mereka telah membeli HP merek Nexian dan 61,4% responden rata-rata biaya pembayaran pulsa sebulan yakni kurang dari Rp. 100.000,00.

(2) Hasil analisis *Chi Square* diketahui bahwa konsumen baik pria dan wanita mayoritas berusia antara 18 sampai 40 tahun. Konsumen pria mayoritas bekerja sebagai wiraswasta, karyawan dan pelajar/mahasiswa dan cenderung lebih menyukai merek Nexian dan lainnya (seperti HT dan GStar), Beyond dan Cross. Sedang konsumen wanita bekerja sebagai pelajar/mahasiswa,

wiraswasta dan karyawan dan cenderung menyukai merek Nexian dan merek lainnya (seperti HT dan GStar) serta merek Cross. Konsumen dengan usia antara 18 – 40 tahun lebih banyak bekerja sebagai pelajar/mahasiswa, wiraswasta dan karyawan dan penggunaan HP Qwerty China kebanyakan atas saran teman dan inisiatif sendiri serta lebih menyukai merek Nexsian, lainnya (misal HT dan GStar), Beyond, dan Cross. Kebanyakan konsumen yang berusia antara 18 sampai dengan 40 tahun rata-rata cenderung menggunakan pulsa kurang dari Rp. 150.000,00 per bulan. Kebanyakan konsumen yang telah menggunakan HP qwerty China kurang dari atau sama dengan 1 tahun bekerja sebagai wiraswasta, pelajar/mahasiswa dan karyawan. Kebanyakan konsumen memiliki pekerjaan sebagai karyawan, pelajar/mahasiswa dan wiraswasta cenderung lebih dikarenakan inisatif sendiri untuk menggunakan HP qwerty China.

5.2. Saran

Peningkatan *word of mouth* dapat dilakukan melalui peningkatan variabel kualitas produk terutama dimensi *fit and finish*, *durability* dan *conformance*. Prioritas pertama yakni peningkatan dimensi *fit and finish* dapat dilakukan dengan cara meningkatkan ketiga indikator yang ada dalam dimensi *fit and finish*, yakni peningkatan kualitas HP qwerty China, kesetaraan (penyamaan) kualitas HP qwerty China dengan HP qwerty lain dan peningkatan ingatan konsumen tentang kualitas yang tinggi dari HP qwerty China. Cara yang dapat dilakukan adalah melakukan perbaikan secara terus menerus dan meningkatkan kualitas HP qwerty China serta

membuat iklan yang menunjukkan bahwa HP qwerty China adalah HP qwerty yang berkualitas sama dengan HP qwerty lain.

Prioritas kedua yakni peningkatan dimensi *durability*. Peningkatan dimensi *durability* dapat dilakukan dengan cara meyakinkan konsumen bahwa HP qwerty China awet jika digunakan, tidak mudah rusak dan keawetannya setara dengan HP qwerty lainnya. Adapun cara yang dapat dilakukan yakni menginformasikan kepada konsumen bahwa HP qwerty China awet jika digunakan, tidak mudah rusak dan keawetannya setara dengan HP qwerty lainnya melalui testimoni atau pengakuan dari konsumen pengguna HP qwerty China.

Sedang prioritas ketiga yakni peningkatan dimensi *conformance*, dengan cara meyakinkan pada konsumen bahwa spesifikasi HP qwerty China sesuai dengan kepribadian, kesesuaian antara harapan konsumen atas spesifikasi HP qwerty China dan menunjukkan bahwa spesifikasi HP qwerty China sesuai dengan kebutuhan konsumen. Adapun cara yang dapat dilakukan yakni membuat HP qwerty China yang lebih bervariasi sehingga mampu memenuhi kebutuhan konsumen.

Disarankan agar program-program pemasaran tersebut dilancarkan dengan fokus pada segmen sasaran pengguna HP qwerty China yang berusia antara 18 – 40 tahun. Saran pada peneliti selanjutnya, hendaknya lebih terfokus pada kelompok usia 18 – 40 tahun, pengguna Nexian dan merek lain non qwerty China yang sudah diterima pasar dengan baik sehingga dapat dibandingkan antara keduanya.

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LAMPIRAN I

KUESIONER

Surat Pengantar

Kepada

Yth. Pengguna Handphone Qwerty China

Dengan hormat,

Bersama ini saya:

Nama : Bayu Luberizky

NPM : 06 03 16177

Mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas Atma Jaya Yogyakarta yang sedang menyusun skripsi dengan topik *Product Perceived Quality*.

Saya mohon bantuan Anda untuk menjawab pertanyaan-pertanyaan yang tersusun dalam kuesioner terlampir guna memperoleh data yang dibutuhkan dalam penyusunan skripsi ini.

Semua jawaban Anda, hanya saya pergunakan untuk kepentingan penulisan skripsi ini. Untuk itu, saya mohon kesediaannya untuk menjawab kuesioner ini sesuai keadaan Anda yang sebenarnya.

Sebelumnya saya ucapkan terima kasih atas kesediaan Anda yang telah meluangkan waktu untuk menjawab kuesioner ini.

Hormat saya

(Bayu Luberizky)

Bagian I

Petunjuk: anda diminta menjawab dengan memilih salah satu alternatif jawaban dengan memberi tanda centang (V).

Alternatif:

STS : Sangat Tidak Setuju
TS : Tidak Setuju
N : Netral
S : Setuju
SS : Sangat Setuju

A. Karakteristik produk

Pernyataan	STS	TS	N	S	SS
Price					
1. Harga HP qwerty China lebih murah dari qwerty lain					
2. Harga HP qwerty China termasuk murah					
3. Saya merasa beruntung dengan membeli HP qwerty China					
Performance					
1. Aspek fungsional dari HP qwerty China sejajar (mampu bersaing) dengan qwerty lain					
2. Secara fungsional, HP qwerty China bekerja dengan baik					
3. Secara fungsional, HP qwerty China bekerja sesuai dengan yang dijanjikan					
Feature					
1. Fitur HP qwerty China mampu bersaing dengan HP qwerty lain					
2. Jumlah fitur yang ditawarkan HP qwerty China sama dengan HP qwerty lain					
3. HP qwerty China memiliki fitur yang menarik					
Reliability					
1. HP qwerty China berkinerja tinggi					
2. Kinerja HP qwerty China dapat diandalkan					
3. Kinerja HP qwerty China setara dengan HP qwerty lain					
Durability					
1. Saya yakin HP qwerty China awet penggunaannya					
2. Saya yakin HP qwerty China tidak mudah rusak					
3. Saya yakin keawetan HP qwerty china setara dengan HP qwerty lain.					
Serviceability					
1. Counter purna jual HP qwerty China mudah ditemukan					
2. Counter purna jual HP qwerty China dan qwerty lain sama mudahnya ditemukan					

3. Saya yakin suku cadang HP qwerty China mudah didapatkan					
Aesthetic 1. Menurut saya model, bentuk, & desain HP qwerty China menarik					
2. Pilhan warna HP qwerty China menarik					
3. Aspek seni HP qwerty China sungguh diperhatikan					

Pernyataan	STS	TS	N	S	SS
Conformance 1. Spesifikasi dari HP qwerty China sesuai dengan keperluan yang saya butuhkan					
2. Spesifikasi dari HP qwerty China sesuai dengan yang saya harapkan					
3. Spesifikasi dari HP qwerty China sesuai dengan kepribadian saya					
Fit and Finish 1. Produk HP qwerty China berkualitas tinggi					
2. Kualitas HP qwerty China setara dengan HP qwerty lain					
3. Tentang kualitas HP qwerty yang tinggi, saya langsung ingat HP qwerty china					

M. Brand Perceived Quality

Pernyataan	*STS*	*TS*	*N*	*S*	*SS*
Nilai Fungsional 1. Kualitas Produk HP qwerty China konsisten					
2. Produk HP qwerty China dibuat dengan baik					
3. Produk HP qwerty China mempunyai standar kualitas yang dapat diterima					
4. Seluruh fungsi produk HP qwerty China dapat dijalankan dengan baik					
5. Produk HP qwerty China dibuat untuk tahan lama					
6. Produk HP qwerty China berfungsi secara konsisten					
Nilai Emosional 1. Saya bangga ketika menggunakan HP qwerty China					
2. Produk HP qwerty China mampu mendorong saya ingin sering menggunakannya					

3.	Produk HP qwerty China membuat saya relaks bila menggunakannya					
4.	Produk HP qwerty China membuat saya merasa senang ketika menggunakannya.					
5.	Produk HP Qwerty China mampu memberi kenikmatan bagi saya					
	Nilai Fungsional (Value for Money)					
1.	Harga produk HP qwerty China masuk akal					
2.	Produk HP qwerty China menawarkan value for money yang jauh dari kesia-siaan.					
3.	Dibandingkan dengan harganya produk HP qwerty China merupakan produk yang memberi keuntungan kualitas					
4.	Produk HP qwerty China merupakan produk yang bernilai ekonomis tinggi					
	Nilai Sosial					
1.	Produk HP qwerty China membantu saya merasa lebih diterima di lingkungan sosial saya					
2.	Produk HP qwerty China dapat meningkatkan persepsi orang lain terhadap saya					
3.	Produk HP qwerty China dapat menimbulkan kesan yang bagus dari orang lain					
4.	Produk HP Qwerty China mampu meningkatkan pengakuan sosial bagi penggunanya					

B.Word Of Mouth

	Positive word of Mouth	STS	TS	N	S	SS
1.	Saya menganjurkan teman-teman dan keluarga saya serta orang lain untuk membeli HP qwerty China					
2.	Saya merekomendasikan HP qwerty China kepada siapapun yang meminta nasehat saya.					
3.	Saya akan menyanggah bila ada orang yang menyatakan bahwa HP qwerty China adalah HP qwerty berkualitas buruk.					

Bagian II

Petunjuk: Jawablah pertanyaan-pertanyaan dengan memberi tanda silang (X) pada salah satu alternatif jawaban yang tersedia atau mengisi jawaban pada "……"

Usia Anda saat ini ……. Tahun

1. Jenis kelamin……
2. Usia Anda saat ini……tahun
3. Pekerjaan ……..
4. Pendapatan…….
5. Sejak kapan Anda menggunakan produk HP qwerty China?
   ……
6. Merk HP anda sebelumnya?
   ……..
7. Apakah Anda pernah memiliki HP qwerty sebelum membeli HP qwerty china?
   ……
8. Siapakah yang menyarankan anda untuk menggunakan HP qwerty China?
   a. Anggota keluarga
   b. Teman
   c. Inisiatif sendiri
   d. Counter Hape / kenalan yang bekerja di bidang telekomunikasi
   e. ……
9. Merk HP qwerty China apa yang menurut Anda bagus?
   a. Nexian
   b. Beyond
   c. Cross
   d. Blueberry
   e. ……

10. Merk HP qwerty China apa yang sudah Anda beli?
    a. Nexian
    b. Beyond
    c. Cross
    d. Blueberry
    e. ……

11. Biaya rata-rata untuk membayar pulsa sebulan
    a. < Rp 100.000,00
    b. Rp 100.000,00 – Rp 150.000,00
    c. Rp 150.000,00 – Rp 200.000,00
    d. Rp 200.000,00 – Rp 250.000,00
    e. > Rp 250.000,00

LAMPIRAN II

VALIDITAS DAN RELIABILITAS

Price

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded[a]	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.700	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price_1	7.68	1.958	.561	.552
Price_2	7.68	2.258	.571	.569
Price_3	8.41	1.810	.455	.718

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.89	3.930	1.982	3

Performance

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded[a]	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.775	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Prfmnc_1	6.28	2.931	.526	.789
Prfmnc_2	6.44	2.541	.711	.580
Prfmnc_3	6.54	2.902	.603	.704

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.63	5.645	2.376	3

Feature

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded[a]	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.735	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Feature_1	6.49	2.700	.496	.719
Feature_2	6.73	2.223	.630	.557
Feature_3	6.57	2.605	.554	.654

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.89	4.985	2.233	3

Reliability

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded[a]	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.876	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RIbty_1	5.44	2.950	.757	.827
RIbty_2	5.28	3.035	.749	.835
RIbty_3	5.44	2.884	.775	.811

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.08	6.263	2.503	3

Durability

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded[a]	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.940	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Drblty_1	5.13	3.363	.867	.920
Drblty_2	5.28	3.313	.900	.894
Drblty_3	5.32	3.607	.863	.924

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.87	7.488	2.736	3

Serviceability

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded[a]	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.770	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Srvcablty_1	6.12	2.651	.709	.563
Srvcablty_2	6.22	2.885	.676	.608
Srvcablty_3	6.65	3.649	.446	.849

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.50	6.178	2.485	3

Aesthetic

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded[a]	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.788	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Aesthetic_1	6.93	2.273	.676	.664
Aesthetic_2	7.00	2.184	.742	.594
Aesthetic_3	7.47	2.364	.492	.869

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.70	4.626	2.151	3

Conformance

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded[a]	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.872	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Confrmce_1	5.87	2.963	.774	.802
Confrmce_2	6.03	2.958	.771	.805
Confrmce_3	6.33	3.185	.721	.850

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.11	6.420	2.534	3

Fit and Finish

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded[a]	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.913	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fit_fnsh_1	4.79	3.267	.807	.891
Fit_fnsh_2	4.89	3.342	.888	.831
Fit_fnsh_3	4.87	3.107	.794	.907

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.28	6.985	2.643	3

Nilai Fungsional

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded[a]	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.884	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NF_1	15.16	12.918	.725	.859
NF_2	14.95	12.965	.686	.865
NF_3	14.69	13.080	.722	.860
NF_4	14.80	12.881	.626	.875
NF_5	15.39	12.108	.720	.859
NF_6	15.14	12.201	.709	.861

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.02	17.861	4.226	6

Nilai Emosional

Case Processing Summary

		N	%
Cases	Valid	244	99.2
	Excluded[a]	2	.8
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.942	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NE_1	11.33	12.017	.800	.936
NE_2	11.32	11.707	.861	.926
NE_3	11.26	11.610	.863	.925
NE_4	11.20	11.212	.872	.923
NE_5	11.29	11.563	.821	.933

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.10	17.900	4.231	5

Nilai Fungsional (Value for Money)

Case Processing Summary

		N	%
Cases	Valid	244	99.2
	Excluded[a]	2	.8
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.824	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Nfung_1	9.66	5.544	.572	.813
Nfung_2	9.98	5.300	.754	.736
Nfung_3	10.24	5.203	.651	.778
Nfung_4	10.17	5.177	.634	.786

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.35	8.911	2.985	4

Nilai Sosial

Case Processing Summary

		N	%
Cases	Valid	244	99.2
	Excluded[a]	2	.8
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.922	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NS_1	8.00	6.025	.796	.906
NS_2	8.08	6.010	.849	.888
NS_3	8.14	5.953	.838	.892
NS_4	8.17	6.124	.793	.907

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.80	10.443	3.232	4

Word of Mouth

Case Processing Summary

		N	%
Cases	Valid	244	99.2
	Excluded[a]	2	.8
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.841	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
WOM_1	5.66	3.146	.778	.706
WOM_2	5.66	3.297	.769	.718
WOM_3	5.48	3.666	.581	.897

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.40	7.023	2.650	3

LAMPIRAN III

ANALISIS REGRESI MEDIASI

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Durability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Reliability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589[a]	.347	.345	.71507
2	.641[b]	.411	.406	.68090
3	.649[c]	.421	.414	.67619

a. Predictors: (Constant), Conformance

b. Predictors: (Constant), Conformance, Durability

c. Predictors: (Constant), Conformance, Durability, Reliability

ANOVA[d]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.884	1	65.884	128.848	.000[a]
	Residual	123.742	242	.511		
	Total	189.627	243			
2	Regression	77.892	2	38.946	84.003	.000[b]
	Residual	111.734	241	.464		
	Total	189.627	243			
3	Regression	79.889	3	26.630	58.241	.000[c]
	Residual	109.737	240	.457		
	Total	189.627	243			

a. Predictors: (Constant), Conformance

b. Predictors: (Constant), Conformance, Durability

c. Predictors: (Constant), Conformance, Durability, Reliability

d. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.932	.171		5.454	.000
	Conformance	.614	.054	.589	11.351	.000
2	(Constant)	.688	.170		4.058	.000
	Conformance	.444	.061	.426	7.226	.000
	Durability	.290	.057	.300	5.089	.000
3	(Constant)	.605	.173		3.492	.001
	Conformance	.398	.065	.382	6.137	.000
	Durability	.208	.069	.216	3.031	.003
	Reliability	.162	.078	.154	2.090	.038

a. Dependent Variable: Word of Mouth

Excluded Variables[d]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Price	.096[a]	1.744	.082	.112	.875
	Perfomance	.193[a]	2.963	.003	.187	.614
	Feature	.054[a]	.960	.338	.062	.850
	Reliability	.280[a]	4.554	.000	.281	.657
	Durability	.300[a]	5.089	.000	.312	.703
	Serviceability	.042[a]	.727	.468	.047	.813
	Aesthetic	.092[a]	1.535	.126	.098	.748
	Fit and Finish	.220[a]	3.239	.001	.204	.561
2	Price	.078[b]	1.473	.142	.095	.870
	Perfomance	.118[b]	1.813	.071	.116	.572
	Feature	.025[b]	.462	.644	.030	.840
	Reliability	.154[b]	2.090	.038	.134	.445
	Serviceability	-.003[b]	-.058	.954	-.004	.792
	Aesthetic	.052[b]	.901	.368	.058	.734
	Fit and Finish	.068[b]	.893	.373	.058	.418
3	Price	.082[c]	1.560	.120	.100	.869
	Perfomance	.093[c]	1.398	.164	.090	.545
	Feature	-.006[c]	-.116	.908	-.007	.776
	Serviceability	-.004[c]	-.076	.939	-.005	.792
	Aesthetic	.044[c]	.768	.443	.050	.730
	Fit and Finish	-.003[c]	-.030	.976	-.002	.336

a. Predictors in the Model: (Constant), Conformance

b. Predictors in the Model: (Constant), Conformance, Durability

c. Predictors in the Model: (Constant), Conformance, Durability, Reliability

d. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Perceived Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Durability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.491	.489	.63127
2	.718[b]	.516	.512	.61724
3	.725[c]	.526	.520	.61228

a. Predictors: (Constant), Brand Perceived Quality

b. Predictors: (Constant), Brand Perceived Quality, Conformance

c. Predictors: (Constant), Brand Perceived Quality, Conformance, Durability

ANOVA[d]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.191	1	93.191	233.856	.000[a]
	Residual	96.436	242	.398		
	Total	189.627	243			
2	Regression	97.811	2	48.905	128.367	.000[b]
	Residual	91.816	241	.381		
	Total	189.627	243			
3	Regression	99.654	3	33.218	88.608	.000[c]
	Residual	89.973	240	.375		
	Total	189.627	243			

a. Predictors: (Constant), Brand Perceived Quality

b. Predictors: (Constant), Brand Perceived Quality, Conformance

c. Predictors: (Constant), Brand Perceived Quality, Conformance, Durability

d. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.041	.190		-.218	.828
	Brand Perceived Quality	.960	.063	.701	15.292	.000
2	(Constant)	-.132	.188		-.702	.484
	Brand Perceived Quality	.763	.083	.557	9.154	.000
	Conformance	.221	.063	.212	3.482	.001
3	(Constant)	-.127	.186		-.679	.498
	Brand Perceived Quality	.685	.090	.500	7.619	.000
	Conformance	.189	.065	.181	2.922	.004
	Durability	.123	.056	.128	2.217	.028

a. Dependent Variable: Word of Mouth

Excluded Variables[d]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Price	.078[a]	1.616	.107	.104	.899
	Perfomance	.083[a]	1.425	.155	.091	.617
	Feature	-.013[a]	-.263	.793	-.017	.834
	Reliability	.094[a]	1.498	.135	.096	.532
	Durability	.166[a]	2.905	.004	.184	.627
	Serviceability	.023[a]	.462	.645	.030	.853
	Aesthetic	.035[a]	.661	.509	.043	.768
	Conformance	.212[a]	3.482	.001	.219	.542
	Fit and Finish	.054[a]	.851	.396	.055	.519
2	Price	.047[b]	.974	.331	.063	.863
	Perfomance	.015[b]	.249	.803	.016	.541
	Feature	-.043[b]	-.862	.390	-.056	.811
	Reliability	.048[b]	.753	.452	.049	.504
	Durability	.128[b]	2.217	.028	.142	.595
	Serviceability	-.021[b]	-.422	.673	-.027	.798
	Aesthetic	-.015[b]	-.280	.779	-.018	.711
	Fit and Finish	-.029[b]	-.428	.669	-.028	.450
3	Price	.044[c]	.920	.359	.059	.862
	Perfomance	-.004[c]	-.069	.945	-.004	.530
	Feature	-.046[c]	-.928	.354	-.060	.810
	Reliability	-.023[c]	-.320	.750	-.021	.393
	Serviceability	-.035[c]	-.692	.490	-.045	.787
	Aesthetic	-.022[c]	-.414	.679	-.027	.708
	Fit and Finish	-.104[c]	-1.444	.150	-.093	.378

a. Predictors in the Model: (Constant), Brand Perceived Quality

b. Predictors in the Model: (Constant), Brand Perceived Quality, Conformance

c. Predictors in the Model: (Constant), Brand Perceived Quality, Conformance, Durability

d. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Fit and Finish	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Perfomance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	Reliability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
5	Aesthetic	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692[a]	.479	.477	.46467
2	.757[b]	.574	.570	.42120
3	.777[c]	.604	.599	.40708
4	.791[d]	.625	.619	.39647
5	.797[e]	.636	.628	.39181

a. Predictors: (Constant), Fit and Finish

b. Predictors: (Constant), Fit and Finish, Perfomance

c. Predictors: (Constant), Fit and Finish, Perfomance, Conformance

d. Predictors: (Constant), Fit and Finish, Perfomance, Conformance, Reliability

e. Predictors: (Constant), Fit and Finish, Perfomance, Conformance, Reliability, Aesthetic

ANOVA[f]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.460	1	48.460	224.441	.000[a]
	Residual	52.684	244	.216		
	Total	101.144	245			
2	Regression	58.034	2	29.017	163.561	.000[b]
	Residual	43.110	243	.177		
	Total	101.144	245			
3	Regression	61.041	3	20.347	122.781	.000[c]
	Residual	40.103	242	.166		
	Total	101.144	245			
4	Regression	63.261	4	15.815	100.610	.000[d]
	Residual	37.883	241	.157		
	Total	101.144	245			
5	Regression	64.300	5	12.860	83.770	.000[e]
	Residual	36.844	240	.154		
	Total	101.144	245			

a. Predictors: (Constant), Fit and Finish

b. Predictors: (Constant), Fit and Finish, Perfomance

c. Predictors: (Constant), Fit and Finish, Perfomance, Conformance

d. Predictors: (Constant), Fit and Finish, Perfomance, Conformance, Reliability

e. Predictors: (Constant), Fit and Finish, Perfomance, Conformance, Reliability, Aesthetic

f. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.735	.087		19.960	.000
	Fit and Finish	.505	.034	.692	14.981	.000
2	(Constant)	1.125	.115		9.821	.000
	Fit and Finish	.374	.035	.513	10.578	.000
	Perfomance	.289	.039	.356	7.346	.000
3	(Constant)	1.002	.114		8.753	.000
	Fit and Finish	.286	.040	.392	7.157	.000
	Perfomance	.209	.042	.257	4.927	.000
	Conformance	.196	.046	.257	4.259	.000
4	(Constant)	.931	.113		8.239	.000
	Fit and Finish	.179	.048	.246	3.729	.000
	Perfomance	.163	.043	.200	3.771	.000
	Conformance	.190	.045	.249	4.240	.000
	Reliability	.184	.049	.239	3.758	.000
5	(Constant)	.707	.141		5.007	.000
	Fit and Finish	.171	.048	.234	3.578	.000
	Perfomance	.156	.043	.192	3.654	.000
	Conformance	.158	.046	.208	3.449	.001
	Reliability	.178	.048	.231	3.679	.000
	Aesthetic	.106	.041	.118	2.602	.010

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[f]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics: Tolerance
1	Price	.145[a]	3.089	.002	.194	.930
	Perfomance	.356[a]	7.346	.000	.426	.746
	Feature	.126[a]	2.481	.014	.157	.805
	Reliability	.376[a]	5.681	.000	.342	.433
	Durability	.260[a]	4.281	.000	.265	.539
	Serviceability	.120[a]	2.404	.017	.152	.836
	Aesthetic	.232[a]	4.765	.000	.292	.826
	Conformance	.389[a]	6.865	.000	.403	.560
2	Price	.041[b]	.897	.370	.058	.822
	Feature	.057[b]	1.201	.231	.077	.770
	Reliability	.248[b]	3.778	.000	.236	.385
	Durability	.160[b]	2.734	.007	.173	.500
	Serviceability	.095[b]	2.083	.038	.133	.831
	Aesthetic	.169[b]	3.674	.000	.230	.790
	Conformance	.257[b]	4.259	.000	.264	.450
3	Price	.020[c]	.436	.663	.028	.811
	Feature	.047[c]	1.008	.314	.065	.768
	Reliability	.239[c]	3.758	.000	.235	.385
	Durability	.145[c]	2.555	.011	.162	.498
	Serviceability	.054[c]	1.194	.234	.077	.787
	Aesthetic	.126[c]	2.705	.007	.172	.734
4	Price	.037[d]	.833	.406	.054	.802
	Feature	.026[d]	.576	.565	.037	.756
	Durability	.083[d]	1.391	.166	.089	.440
	Serviceability	.054[d]	1.211	.227	.078	.787
	Aesthetic	.118[d]	2.602	.010	.166	.732
5	Price	.031[e]	.708	.480	.046	.800
	Feature	.003[e]	.061	.952	.004	.725
	Durability	.075[e]	1.272	.205	.082	.438
	Serviceability	.033[e]	.744	.458	.048	.759

a. Predictors in the Model: (Constant), Fit and Finish

b. Predictors in the Model: (Constant), Fit and Finish, Perfomance

c. Predictors in the Model: (Constant), Fit and Finish, Perfomance, Conformance

d. Predictors in the Model: (Constant), Fit and Finish, Perfomance, Conformance, Reliability

e. Predictors in the Model: (Constant), Fit and Finish, Perfomance, Conformance, Reliability, Aesthetic

f. Dependent Variable: Brand Perceived Quality

LAMPIRAN IV

ANALISIS REGRESI MODERASI

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Perfomance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614[a]	.378	.375	.50797

a. Predictors: (Constant), Perfomance

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.184	1	38.184	147.979	.000[a]
	Residual	62.960	244	.258		
	Total	101.144	245			

a. Predictors: (Constant), Perfomance

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.359	.136		10.029	.000
	Perfomance	.498	.041	.614	12.165	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Jenis Kelamin	-.047[a]	-.930	.353	-.060	.998
	Jenis kelamin*Performance	-.050[a]	-.816	.415	-.052	.669

a. Predictors in the Model: (Constant), Perfomance

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Reliability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684[a]	.468	.466	.46972

a. Predictors: (Constant), Reliability

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.308	1	47.308	214.413	.000[a]
	Residual	53.836	244	.221		
	Total	101.144	245			

a. Predictors: (Constant), Reliability

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.541	.101		15.191	.000
	Reliability	.527	.036	.684	14.643	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.
1	Jenis Kelamin	-.058[a]	-1.252	.212
	Jenis kelamin*Reliability	-.053[a]	-.880	.380

Excluded Variables[b]

Model		Partial Correlation	Collinearity Statistics
			Tolerance
1	Jenis Kelamin	-.080	.999
	Jenis kelamin*Reliability	-.056	.593

a. Predictors in the Model: (Constant), Reliability

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Aesthetic	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.481[a]	.231	.228	.56461

a. Predictors: (Constant), Aesthetic

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.360	1	23.360	73.280	.000[a]
	Residual	77.784	244	.319		
	Total	101.144	245			

a. Predictors: (Constant), Aesthetic

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.423	.183		7.773	.000
	Aesthetic	.431	.050	.481	8.560	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Jenis Kelamin	-.045[a]	-.798	.426	-.051	.996
	Jenis kelamin*Aesthetic	-.048[a]	-.746	.456	-.048	.766

a. Predictors in the Model: (Constant), Aesthetic

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677[a]	.458	.456	.47395

a. Predictors: (Constant), Conformance

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.334	1	46.334	206.268	.000[a]
	Residual	54.810	244	.225		
	Total	101.144	245			

a. Predictors: (Constant), Conformance

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.396	.113		12.347	.000
	Conformance	.515	.036	.677	14.362	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Jenis Kelamin	.006[a]	.136	.892	.009	.985
	Jenis kelamin*Conformance	.009[a]	.159	.874	.010	.668

a. Predictors in the Model: (Constant), Conformance

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Fit and Finish	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692[a]	.479	.477	.46467

a. Predictors: (Constant), Fit and Finish

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.460	1	48.460	224.441	.000[a]
	Residual	52.684	244	.216		
	Total	101.144	245			

a. Predictors: (Constant), Fit and Finish

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.735	.087		19.960	.000
	Fit and Finish	.505	.034	.692	14.981	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Jenis Kelamin	-.051[a]	-1.114	.266	-.071	.999
	Jenis kelamin*Fit and Finish	-.067[a]	-1.028	.305	-.066	.505

a. Predictors in the Model: (Constant), Fit and Finish

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Durability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.532[a]	.283	.280	.74951

a. Predictors: (Constant), Durability

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.681	1	53.681	95.558	.000[a]
	Residual	135.946	242	.562		
	Total	189.627	243			

a. Predictors: (Constant), Durability

b. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.450	.146		9.912	.000
	Durability	.514	.053	.532	9.775	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Jenis Kelamin	-.057[a]	-1.048	.296	-.067	.990
	Jenis kelamin*Durability	-.056[a]	-.770	.442	-.050	.557

a. Predictors in the Model: (Constant), Durability

b. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Perceived Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.491	.489	.63127

a. Predictors: (Constant), Brand Perceived Quality

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.191	1	93.191	233.856	.000[a]
	Residual	96.436	242	.398		
	Total	189.627	243			

a. Predictors: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.041	.190		-.218	.828
	Brand Perceived Quality	.960	.063	.701	15.292	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Jenis Kelamin	-.057[a]	-1.231	.220	-.079	.994
	Jenis kelamin*Brand perceived quality	-.067[a]	-1.273	.204	-.082	.754

a. Predictors in the Model: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Perfomance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614[a]	.378	.375	.50797

a. Predictors: (Constant), Perfomance

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.184	1	38.184	147.979	.000[a]
	Residual	62.960	244	.258		
	Total	101.144	245			

a. Predictors: (Constant), Perfomance

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.359	.136		10.029	.000
	Perfomance	.498	.041	.614	12.165	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Usia	-.003[a]	-.057	.954	-.004	.991
	Usia*Performance	.007[a]	.080	.936	.005	.297

a. Predictors in the Model: (Constant), Perfomance

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Reliability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684[a]	.468	.466	.46972

a. Predictors: (Constant), Reliability

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.308	1	47.308	214.413	.000[a]
	Residual	53.836	244	.221		
	Total	101.144	245			

a. Predictors: (Constant), Reliability

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.541	.101		15.191	.000
	Reliability	.527	.036	.684	14.643	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Usia	-.024[a]	-.516	.607	-.033	.987
	Usia*Reliability	-.014[a]	-.138	.890	-.009	.220

a. Predictors in the Model: (Constant), Reliability

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Aesthetic	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.481[a]	.231	.228	.56461

a. Predictors: (Constant), Aesthetic

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.360	1	23.360	73.280	.000[a]
	Residual	77.784	244	.319		
	Total	101.144	245			

a. Predictors: (Constant), Aesthetic

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.423	.183		7.773	.000
	Aesthetic	.431	.050	.481	8.560	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Usia	.037[a]	.656	.513	.042	.999
	Usia*Aesthetic	.071[a]	.818	.414	.052	.414

a. Predictors in the Model: (Constant), Aesthetic

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677[a]	.458	.456	.47395

a. Predictors: (Constant), Conformance

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.334	1	46.334	206.268	.000[a]
	Residual	54.810	244	.225		
	Total	101.144	245			

a. Predictors: (Constant), Conformance

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.396	.113		12.347	.000
	Conformance	.515	.036	.677	14.362	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Usia	.056[a]	1.199	.232	.077	1.000
	Usia*Conformance	.102[a]	1.118	.265	.072	.265

a. Predictors in the Model: (Constant), Conformance

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Fit and Finish	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692[a]	.479	.477	.46467

a. Predictors: (Constant), Fit and Finish

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.460	1	48.460	224.441	.000[a]
	Residual	52.684	244	.216		
	Total	101.144	245			

a. Predictors: (Constant), Fit and Finish

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.735	.087		19.960	.000
	Fit and Finish	.505	.034	.692	14.981	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Usia	-.026[a]	-.562	.575	-.036	.986
	Usia*Fit and Finish	-.049[a]	-.429	.668	-.027	.162

a. Predictors in the Model: (Constant), Fit and Finish

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Durability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.532[a]	.283	.280	.74951

a. Predictors: (Constant), Durability

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.681	1	53.681	95.558	.000[a]
	Residual	135.946	242	.562		
	Total	189.627	243			

a. Predictors: (Constant), Durability

b. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.450	.146		9.912	.000
	Durability	.514	.053	.532	9.775	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Usia	-.076[a]	-1.376	.170	-.088	.965
	Usia*Durability	-.115[a]	-.862	.389	-.055	.166

a. Predictors in the Model: (Constant), Durability

b. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Perceived Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.491	.489	.63127

a. Predictors: (Constant), Brand Perceived Quality

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.191	1	93.191	233.856	.000[a]
	Residual	96.436	242	.398		
	Total	189.627	243			

a. Predictors: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.041	.190		-.218	.828
	Brand Perceived Quality	.960	.063	.701	15.292	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Usia	-.013[a]	-.290	.772	-.019	.997
	Usia*Brand perceived quality	.022[a]	.275	.784	.018	.339

a. Predictors in the Model: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Perfomance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614[a]	.378	.375	.50797

a. Predictors: (Constant), Perfomance

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.184	1	38.184	147.979	.000[a]
	Residual	62.960	244	.258		
	Total	101.144	245			

a. Predictors: (Constant), Perfomance

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.359	.136		10.029	.000
	Perfomance	.498	.041	.614	12.165	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Pekerjaan	.099[a]	1.966	.050	.125	.998
	Pekerjaan*Performance	.105[a]	1.732	.085	.110	.691

a. Predictors in the Model: (Constant), Perfomance

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Reliability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Pekerjaan	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684[a]	.468	.466	.46972
2	.691[b]	.478	.474	.46618

a. Predictors: (Constant), Reliability

b. Predictors: (Constant), Reliability, Pekerjaan

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.308	1	47.308	214.413	.000[a]
	Residual	53.836	244	.221		
	Total	101.144	245			
2	Regression	48.334	2	24.167	111.201	.000[b]
	Residual	52.810	243	.217		
	Total	101.144	245			

a. Predictors: (Constant), Reliability

b. Predictors: (Constant), Reliability, Pekerjaan

c. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.541	.101		15.191	.000
	Reliability	.527	.036	.684	14.643	.000
2	(Constant)	1.348	.134		10.046	.000
	Reliability	.530	.036	.688	14.827	.000
	Pekerjaan	.050	.023	.101	2.172	.031

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Pekerjaan	.101[a]	2.172	.031	.138	.999
	Pekerjaan*Reliability	.107[a]	1.757	.080	.112	.582
2	Pekerjaan*Reliability	-.236[b]	-1.112	.267	-.071	.048

a. Predictors in the Model: (Constant), Reliability

b. Predictors in the Model: (Constant), Reliability, Pekerjaan

c. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Aesthetic	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.481[a]	.231	.228	.56461

a. Predictors: (Constant), Aesthetic

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.360	1	23.360	73.280	.000[a]
	Residual	77.784	244	.319		
	Total	101.144	245			

a. Predictors: (Constant), Aesthetic

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.423	.183		7.773	.000
	Aesthetic	.431	.050	.481	8.560	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Pekerjaan	.088[a]	1.572	.117	.100	.999
	Pekerjaan*Aesthetic	.120[a]	1.887	.060	.120	.776

a. Predictors in the Model: (Constant), Aesthetic

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677[a]	.458	.456	.47395

a. Predictors: (Constant), Conformance

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.334	1	46.334	206.268	.000[a]
	Residual	54.810	244	.225		
	Total	101.144	245			

a. Predictors: (Constant), Conformance

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.396	.113		12.347	.000
	Conformance	.515	.036	.677	14.362	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.
1	Pekerjaan	.051[a]	1.091	.276
	Pekerjaan*Conformance	.080[a]	1.332	.184

Excluded Variables[b]

Model		Partial Correlation	Collinearity Statistics
			Tolerance
1	Pekerjaan	.070	.999
	Pekerjaan*Conformance	.085	.613

a. Predictors in the Model: (Constant), Conformance

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Fit and Finish	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692[a]	.479	.477	.46467

a. Predictors: (Constant), Fit and Finish

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.460	1	48.460	224.441	.000[a]
	Residual	52.684	244	.216		
	Total	101.144	245			

a. Predictors: (Constant), Fit and Finish

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.735	.087		19.960	.000
	Fit and Finish	.505	.034	.692	14.981	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.
1	Pekerjaan	.030[a]	.640	.522
	Pekerjaan*Fit and Finish	.010[a]	.144	.885

Excluded Variables[b]

Model		Partial Correlation	Collinearity Statistics
			Tolerance
1	Pekerjaan	.041	.996
	Pekerjaan*Fit and Finish	.009	.462

a. Predictors in the Model: (Constant), Fit and Finish

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Durability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Pekerjaan* Durability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.532[a]	.283	.280	.74951
2	.554[b]	.307	.301	.73867

a. Predictors: (Constant), Durability

b. Predictors: (Constant), Durability, Pekerjaan*Durability

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.681	1	53.681	95.558	.000[a]
	Residual	135.946	242	.562		
	Total	189.627	243			
2	Regression	58.127	2	29.064	53.265	.000[b]
	Residual	131.499	241	.546		
	Total	189.627	243			

a. Predictors: (Constant), Durability

b. Predictors: (Constant), Durability, Pekerjaan*Durability

c. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.450	.146		9.912	.000
	Durability	.514	.053	.532	9.775	.000
2	(Constant)	1.441	.144		9.991	.000
	Durability	.378	.070	.391	5.371	.000
	Pekerjaan*Durability	.038	.013	.208	2.855	.005

a. Dependent Variable: Word of Mouth

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Pekerjaan	.148[a]	2.760	.006	.175	.998
	Pekerjaan*Durability	.208[a]	2.855	.005	.181	.542
2	Pekerjaan	.032[b]	.197	.844	.013	.107

a. Predictors in the Model: (Constant), Durability

b. Predictors in the Model: (Constant), Durability, Pekerjaan*Durability

c. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Perceived Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.491	.489	.63127

a. Predictors: (Constant), Brand Perceived Quality

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.191	1	93.191	233.856	.000[a]
	Residual	96.436	242	.398		
	Total	189.627	243			

a. Predictors: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.041	.190		-.218	.828
	Brand Perceived Quality	.960	.063	.701	15.292	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Pekerjaan	.074[a]	1.605	.110	.103	.995
	Pekerjaan*Brand perceived quality	.106[a]	1.924	.056	.123	.680

a. Predictors in the Model: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Perfomance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Lama menggunakan* Performance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Lama menggunakan	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	.	Perfomance	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614[a]	.378	.375	.50797
2	.632[b]	.399	.394	.50012
3	.646[c]	.417	.410	.49353
4	.644[d]	.415	.411	.49331

a. Predictors: (Constant), Perfomance

b. Predictors: (Constant), Perfomance, Lama menggunakan*Performance

c. Predictors: (Constant), Perfomance, Lama menggunakan*Performance, Lama menggunakan

d. Predictors: (Constant), Lama menggunakan*Performance, Lama menggunakan

ANOVA[e]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.184	1	38.184	147.979	.000[a]
	Residual	62.960	244	.258		
	Total	101.144	245			
2	Regression	40.364	2	20.182	80.689	.000[b]
	Residual	60.780	243	.250		
	Total	101.144	245			
3	Regression	42.200	3	14.067	57.752	.000[c]
	Residual	58.944	242	.244		
	Total	101.144	245			
4	Regression	42.010	2	21.005	86.316	.000[d]
	Residual	59.134	243	.243		
	Total	101.144	245			

a. Predictors: (Constant), Perfomance

b. Predictors: (Constant), Perfomance, Lama menggunakan*Performance

c. Predictors: (Constant), Perfomance, Lama menggunakan*Performance, Lama menggunakan

d. Predictors: (Constant), Lama menggunakan*Performance, Lama menggunakan

e. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.359	.136		10.029	.000
	Perfomance	.498	.041	.614	12.165	.000
2	(Constant)	1.401	.134		10.440	.000
	Perfomance	.405	.051	.500	7.910	.000
	Lama menggunakan* Performance	.061	.021	.186	2.953	.003
3	(Constant)	2.432	.398		6.107	.000
	Perfomance	.106	.120	.131	.883	.378
	Lama menggunakan* Performance	.289	.085	.881	3.381	.001
	Lama menggunakan	-.792	.289	-.567	-2.745	.006
4	(Constant)	2.773	.095		29.145	.000
	Lama menggunakan* Performance	.360	.028	1.098	12.650	.000
	Lama menggunakan	-1.023	.121	-.732	-8.431	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[d]

Model		Beta In	t	Sig.
1	Lama menggunakan	.111[a]	2.202	.029
	Lama menggunakan* Performance	.186[a]	2.953	.003
2	Lama menggunakan	-.567[b]	-2.745	.006
4	Perfomance	.131[c]	.883	.378

Excluded Variables[d]

Model		Partial Correlation	Collinearity Statistics
			Tolerance
1	Lama menggunakan	.140	.989
	Lama menggunakan* Performance	.186	.620
2	Lama menggunakan	-.174	.057
4	Perfomance	.057	.110

a. Predictors in the Model: (Constant), Perfomance

b. Predictors in the Model: (Constant), Perfomance, Lama menggunakan*Performance

c. Predictors in the Model: (Constant), Lama menggunakan*Performance, Lama menggunakan

d. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Reliability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684[a]	.468	.466	.46972

a. Predictors: (Constant), Reliability

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.308	1	47.308	214.413	.000[a]
	Residual	53.836	244	.221		
	Total	101.144	245			

a. Predictors: (Constant), Reliability

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.541	.101		15.191	.000
	Reliability	.527	.036	.684	14.643	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.
1	Lama menggunakan	.007[a]	.150	.881
	Lama menggunakan*Reliability	.082[a]	1.167	.244

Excluded Variables[b]

Model		Partial Correlation	Collinearity Statistics
			Tolerance
1	Lama menggunakan	.010	.940
	Lama menggunakan*Reliability	.075	.446

a. Predictors in the Model: (Constant), Reliability

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Aesthetic	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Lama menggunakan	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.481[a]	.231	.228	.56461
2	.495[b]	.245	.239	.56066

a. Predictors: (Constant), Aesthetic

b. Predictors: (Constant), Aesthetic, Lama menggunakan

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.360	1	23.360	73.280	.000[a]
	Residual	77.784	244	.319		
	Total	101.144	245			
2	Regression	24.759	2	12.380	39.383	.000[b]
	Residual	76.385	243	.314		
	Total	101.144	245			

a. Predictors: (Constant), Aesthetic

b. Predictors: (Constant), Aesthetic, Lama menggunakan

c. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.423	.183		7.773	.000
	Aesthetic	.431	.050	.481	8.560	.000
2	(Constant)	1.253	.199		6.300	.000
	Aesthetic	.418	.050	.466	8.307	.000
	Lama menggunakan	.166	.079	.118	2.110	.036

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[c]

Model		Beta In	t	Sig.
1	Lama menggunakan	.118[a]	2.110	.036
	Lama menggunakan*Aesthetic	.140[a]	2.061	.040
2	Lama menggunakan*Aesthetic	-.007[b]	-.022	.983

Excluded Variables[c]

Model		Partial Correlation	Collinearity Statistics
			Tolerance
1	Lama menggunakan	.134	.986
	Lama menggunakan*Aesthetic	.131	.674
2	Lama menggunakan*Aesthetic	-.001	.028

a. Predictors in the Model: (Constant), Aesthetic

b. Predictors in the Model: (Constant), Aesthetic, Lama menggunakan

c. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Lama menggunakan* Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677[a]	.458	.456	.47395
2	.684[b]	.468	.464	.47051

a. Predictors: (Constant), Conformance

b. Predictors: (Constant), Conformance, Lama menggunakan*Conformance

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.334	1	46.334	206.268	.000[a]
	Residual	54.810	244	.225		
	Total	101.144	245			
2	Regression	47.350	2	23.675	106.945	.000[b]
	Residual	53.794	243	.221		
	Total	101.144	245			

a. Predictors: (Constant), Conformance

b. Predictors: (Constant), Conformance, Lama menggunakan*Conformance

c. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.396	.113		12.347	.000
	Conformance	.515	.036	.677	14.362	.000
2	(Constant)	1.441	.114		12.618	.000
	Conformance	.442	.049	.581	8.991	.000
	Lama menggunakan* Conformance	.044	.020	.138	2.142	.033

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[c]

Model		Beta In	t	Sig.
1	Lama menggunakan	.080[a]	1.677	.095
	Lama menggunakan* Conformance	.138[a]	2.142	.033
2	Lama menggunakan	-.224[b]	-1.331	.184

Excluded Variables[c]

Model		Partial Correlation	Collinearity Statistics
			Tolerance
1	Lama menggunakan	.107	.980
	Lama menggunakan* Conformance	.136	.524
2	Lama menggunakan	-.085	.077

a. Predictors in the Model: (Constant), Conformance

b. Predictors in the Model: (Constant), Conformance, Lama menggunakan*Conformance

c. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Fit and Finish	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692[a]	.479	.477	.46467

a. Predictors: (Constant), Fit and Finish

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.460	1	48.460	224.441	.000[a]
	Residual	52.684	244	.216		
	Total	101.144	245			

a. Predictors: (Constant), Fit and Finish

b. Dependent Variable: Brand Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.735	.087		19.960	.000
	Fit and Finish	.505	.034	.692	14.981	.000

a. Dependent Variable: Brand Perceived Quality

Excluded Variables[b]

Model		Beta In	t	Sig.
1	Lama menggunakan	.040[a]	.839	.402
	Lama menggunakan*Fit and Finish	.095[a]	1.304	.193

Excluded Variables[b]

Model		Partial Correlation	Collinearity Statistics
			Tolerance
1	Lama menggunakan	.054	.961
	Lama menggunakan*Fit and Finish	.083	.403

a. Predictors in the Model: (Constant), Fit and Finish

b. Dependent Variable: Brand Perceived Quality

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Lama menggunakan* Durability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Lama menggunakan	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.547[a]	.299	.296	.74115
2	.599[b]	.359	.354	.71025

a. Predictors: (Constant), Lama menggunakan*Durability

b. Predictors: (Constant), Lama menggunakan*Durability, Lama menggunakan

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.696	1	56.696	103.216	.000[a]
	Residual	132.930	242	.549		
	Total	189.627	243			
2	Regression	68.053	2	34.027	67.452	.000[b]
	Residual	121.573	241	.504		
	Total	189.627	243			

a. Predictors: (Constant), Lama menggunakan*Durability

b. Predictors: (Constant), Lama menggunakan*Durability, Lama menggunakan

c. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.981	.094		21.165	.000
	Lama menggunakan*Durability	.231	.023	.547	10.160	.000
2	(Constant)	2.511	.143		17.521	.000
	Lama menggunakan*Durability	.369	.036	.873	10.154	.000
	Lama menggunakan	-.783	.165	-.408	-4.745	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Lama menggunakan	-.408[a]	-4.745	.000	-.292	.360
	Durability	.270[a]	3.205	.002	.202	.393
2	Durability	-.259[b]	-1.601	.111	-.103	.101

a. Predictors in the Model: (Constant), Lama menggunakan*Durability

b. Predictors in the Model: (Constant), Lama menggunakan*Durability, Lama menggunakan

c. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Perceived Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Lama menggunakan*Brand perceived quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Lama menggunakan	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	.	Brand Perceived Quality	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.491	.489	.63127
2	.731[b]	.534	.530	.60545
3	.743[c]	.552	.546	.59513
4	.741[d]	.549	.546	.59551

a. Predictors: (Constant), Brand Perceived Quality

b. Predictors: (Constant), Brand Perceived Quality, Lama menggunakan*Brand perceived quality

c. Predictors: (Constant), Brand Perceived Quality, Lama menggunakan*Brand perceived quality, Lama menggunakan

d. Predictors: (Constant), Lama menggunakan*Brand perceived quality, Lama menggunakan

ANOVA[e]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.191	1	93.191	233.856	.000[a]
	Residual	96.436	242	.398		
	Total	189.627	243			
2	Regression	101.283	2	50.642	138.151	.000[b]
	Residual	88.343	241	.367		
	Total	189.627	243			
3	Regression	104.623	3	34.874	98.465	.000[c]
	Residual	85.003	240	.354		
	Total	189.627	243			
4	Regression	104.161	2	52.080	146.859	.000[d]
	Residual	85.466	241	.355		
	Total	189.627	243			

a. Predictors: (Constant), Brand Perceived Quality

b. Predictors: (Constant), Brand Perceived Quality, Lama menggunakan*Brand perceived quality

c. Predictors: (Constant), Brand Perceived Quality, Lama menggunakan*Brand perceived quality, Lama menggunakan

d. Predictors: (Constant), Lama menggunakan*Brand perceived quality, Lama menggunakan

e. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.041	.190		-.218	.828
	Brand Perceived Quality	.960	.063	.701	15.292	.000
2	(Constant)	.148	.187		.792	.429
	Brand Perceived Quality	.725	.078	.529	9.256	.000
	Lama menggunakan*Brand perceived quality	.130	.028	.269	4.699	.000
3	(Constant)	1.757	.555		3.164	.002
	Brand Perceived Quality	.211	.184	.154	1.143	.254
	Lama menggunakan*Brand perceived quality	.492	.121	1.020	4.064	.000
	Lama menggunakan	-1.154	.376	-.602	-3.071	.002
4	(Constant)	2.377	.116		20.452	.000
	Lama menggunakan*Brand perceived quality	.623	.040	1.291	15.763	.000
	Lama menggunakan	-1.544	.157	-.805	-9.832	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[d]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Lama menggunakan	.174[a]	3.849	.000	.241	.970
	Lama menggunakan*Brand perceived quality	.269[a]	4.699	.000	.290	.591
2	Lama menggunakan	-.602[b]	-3.071	.002	-.194	.049
4	Brand Perceived Quality	.154[c]	1.143	.254	.074	.103

a. Predictors in the Model: (Constant), Brand Perceived Quality

b. Predictors in the Model: (Constant), Brand Perceived Quality, Lama menggunakan*Brand perceived quality

c. Predictors in the Model: (Constant), Lama menggunakan*Brand perceived quality, Lama menggunakan

d. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589[a]	.347	.345	.71507

a. Predictors: (Constant), Conformance

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.884	1	65.884	128.848	.000[a]
	Residual	123.742	242	.511		
	Total	189.627	243			

a. Predictors: (Constant), Conformance

b. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.932	.171		5.454	.000
	Conformance	.614	.054	.589	11.351	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Jenis Kelamin	-.037[a]	-.704	.482	-.045	.984
	Jenis kelamin*Conformance	-.041[a]	-.641	.522	-.041	.669

a. Predictors in the Model: (Constant), Conformance

b. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589[a]	.347	.345	.71507

a. Predictors: (Constant), Conformance

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.884	1	65.884	128.848	.000[a]
	Residual	123.742	242	.511		
	Total	189.627	243			

a. Predictors: (Constant), Conformance

b. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.932	.171		5.454	.000
	Conformance	.614	.054	.589	11.351	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Usia	.027[a]	.510	.610	.033	1.000
	Usia*Conformance	.089[a]	.885	.377	.057	.265

a. Predictors in the Model: (Constant), Conformance

b. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Pekerjaan* Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589[a]	.347	.345	.71507
2	.605[b]	.366	.360	.70650

a. Predictors: (Constant), Conformance

b. Predictors: (Constant), Conformance, Pekerjaan*Conformance

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.884	1	65.884	128.848	.000[a]
	Residual	123.742	242	.511		
	Total	189.627	243			
2	Regression	69.333	2	34.666	69.451	.000[b]
	Residual	120.294	241	.499		
	Total	189.627	243			

a. Predictors: (Constant), Conformance

b. Predictors: (Constant), Conformance, Pekerjaan*Conformance

c. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.932	.171		5.454	.000
	Conformance	.614	.054	.589	11.351	.000
2	(Constant)	.943	.169		5.584	.000
	Conformance	.503	.068	.482	7.359	.000
	Pekerjaan*Conformance	.029	.011	.172	2.628	.009

a. Dependent Variable: Word of Mouth

Excluded Variables[c]

Model		Beta In	t	Sig.
1	Pekerjaan	.107[a]	2.081	.038
	Pekerjaan*Conformance	.172[a]	2.628	.009
2	Pekerjaan	-.369[b]	-1.812	.071

Excluded Variables[c]

Model		Partial Correlation	Collinearity Statistics
			Tolerance
1	Pekerjaan	.133	.999
	Pekerjaan*Conformance	.167	.613
2	Pekerjaan	-.116	.063

a. Predictors in the Model: (Constant), Conformance

b. Predictors in the Model: (Constant), Conformance, Pekerjaan*Conformance

c. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Lama menggunakan* Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Lama menggunakan	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	.	Conformance	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589[a]	.347	.345	.71507
2	.641[b]	.410	.405	.68118
3	.650[c]	.422	.415	.67580
4	.649[d]	.422	.417	.67457

a. Predictors: (Constant), Conformance

b. Predictors: (Constant), Conformance, Lama menggunakan*Conformance

c. Predictors: (Constant), Conformance, Lama menggunakan*Conformance, Lama menggunakan

d. Predictors: (Constant), Lama menggunakan*Conformance, Lama menggunakan

ANOVA[e]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.884	1	65.884	128.848	.000[a]
	Residual	123.742	242	.511		
	Total	189.627	243			
2	Regression	77.800	2	38.900	83.834	.000[b]
	Residual	111.827	241	.464		
	Total	189.627	243			
3	Regression	80.017	3	26.672	58.402	.000[c]
	Residual	109.609	240	.457		
	Total	189.627	243			
4	Regression	79.961	2	39.981	87.861	.000[d]
	Residual	109.665	241	.455		
	Total	189.627	243			

a. Predictors: (Constant), Conformance

b. Predictors: (Constant), Conformance, Lama menggunakan*Conformance

c. Predictors: (Constant), Conformance, Lama menggunakan*Conformance, Lama menggunakan

d. Predictors: (Constant), Lama menggunakan*Conformance, Lama menggunakan

e. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.932	.171		5.454	.000
	Conformance	.614	.054	.589	11.351	.000
2	(Constant)	1.087	.166		6.562	.000
	Conformance	.366	.071	.351	5.136	.000
	Lama menggunakan* Conformance	.150	.030	.346	5.067	.000
3	(Constant)	2.116	.495		4.274	.000
	Conformance	.055	.158	.053	.351	.726
	Lama menggunakan* Conformance	.371	.105	.857	3.548	.000
	Lama menggunakan	-.747	.339	-.389	-2.204	.029
4	(Constant)	2.283	.131		17.423	.000
	Lama menggunakan* Conformance	.406	.034	.937	11.852	.000
	Lama menggunakan	-.853	.152	-.445	-5.625	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[d]

Model		Beta In	t	Sig.
1	Lama menggunakan	.212[a]	4.185	.000
	Lama menggunakan* Conformance	.346[a]	5.067	.000
2	Lama menggunakan	-.389[b]	-2.204	.029
4	Conformance	.053[c]	.351	.726

Excluded Variables[d]

Model		Partial Correlation	Collinearity Statistics
			Tolerance
1	Lama menggunakan	.260	.980
	Lama menggunakan* Conformance	.310	.525
2	Lama menggunakan	-.141	.077
4	Conformance	.023	.105

a. Predictors in the Model: (Constant), Conformance

b. Predictors in the Model: (Constant), Conformance, Lama menggunakan*Conformance

c. Predictors in the Model: (Constant), Lama menggunakan*Conformance, Lama menggunakan

d. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Perceived Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.491	.489	.63127

a. Predictors: (Constant), Brand Perceived Quality

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.191	1	93.191	233.856	.000[a]
	Residual	96.436	242	.398		
	Total	189.627	243			

a. Predictors: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.041	.190		-.218	.828
	Brand Perceived Quality	.960	.063	.701	15.292	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Perfomance	.083[a]	1.425	.155	.091	.617
	Performance*Brand perceived quality	.044[a]	.454	.650	.029	.229

a. Predictors in the Model: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Perceived Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.491	.489	.63127

a. Predictors: (Constant), Brand Perceived Quality

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.191	1	93.191	233.856	.000[a]
	Residual	96.436	242	.398		
	Total	189.627	243			

a. Predictors: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.041	.190		-.218	.828
	Brand Perceived Quality	.960	.063	.701	15.292	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Reliability	.094[a]	1.498	.135	.096	.532
	Reliability*Brand perceived quality	.139[a]	1.506	.133	.097	.244

a. Predictors in the Model: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Perceived Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.491	.489	.63127

a. Predictors: (Constant), Brand Perceived Quality

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.191	1	93.191	233.856	.000[a]
	Residual	96.436	242	.398		
	Total	189.627	243			

a. Predictors: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.041	.190		-.218	.828
	Brand Perceived Quality	.960	.063	.701	15.292	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Aesthetic	.035[a]	.661	.509	.043	.768
	Aestetic*Brand perceived quality	.010[a]	.110	.913	.007	.243

a. Predictors in the Model: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Perceived Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Conformance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.491	.489	.63127
2	.718[b]	.516	.512	.61724

a. Predictors: (Constant), Brand Perceived Quality

b. Predictors: (Constant), Brand Perceived Quality, Conformance

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.191	1	93.191	233.856	.000[a]
	Residual	96.436	242	.398		
	Total	189.627	243			
2	Regression	97.811	2	48.905	128.367	.000[b]
	Residual	91.816	241	.381		
	Total	189.627	243			

a. Predictors: (Constant), Brand Perceived Quality

b. Predictors: (Constant), Brand Perceived Quality, Conformance

c. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.041	.190		-.218	.828
	Brand Perceived Quality	.960	.063	.701	15.292	.000
2	(Constant)	-.132	.188		-.702	.484
	Brand Perceived Quality	.763	.083	.557	9.154	.000
	Conformance	.221	.063	.212	3.482	.001

a. Dependent Variable: Word of Mouth

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Conformance	.212[a]	3.482	.001	.219	.542
	Conformance*Brand perceived quality	.254[a]	2.674	.008	.170	.228
2	Conformance*Brand perceived quality	-.339[b]	-1.374	.171	-.088	.033

a. Predictors in the Model: (Constant), Brand Perceived Quality

b. Predictors in the Model: (Constant), Brand Perceived Quality, Conformance

c. Dependent Variable: Word of Mouth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Perceived Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Word of Mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.491	.489	.63127

a. Predictors: (Constant), Brand Perceived Quality

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.191	1	93.191	233.856	.000[a]
	Residual	96.436	242	.398		
	Total	189.627	243			

a. Predictors: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.041	.190		-.218	.828
	Brand Perceived Quality	.960	.063	.701	15.292	.000

a. Dependent Variable: Word of Mouth

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Fit and Finish	.054[a]	.851	.396	.055	.519
	Fit and Finish*Brand perceived quality	.065[a]	.736	.463	.047	.273

a. Predictors in the Model: (Constant), Brand Perceived Quality

b. Dependent Variable: Word of Mouth

LAMPIRAN V

ANALISIS ONE SAMPLE T-TEST

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Price	246	3.9621	.66079	.04213
Perfomance	246	3.2114	.79199	.05050
Feature	246	3.2981	.74421	.04745
Reliability	246	2.6938	.83418	.05319
Durability	246	2.6220	.91214	.05816
Serviceability	246	3.1653	.82849	.05282
Aesthetic	246	3.5678	.71693	.04571
Conformance	246	3.0379	.84457	.05385
Fit and Finish	246	2.4255	.88094	.05617
Karakteristik Produk	246	3.1093	.56617	.03610
Nilai Fungsional	246	3.0041	.70436	.04491
Nilai Emosional	246	2.8089	.85103	.05426
Nilai Fungsional (Value for Money)	244	3.3371	.74629	.04778
Nilai Sosial	244	2.6988	.80791	.05172
Brand Perceived Quality	246	2.9598	.64252	.04097
Word of Mouth	244	2.8005	.88338	.05655

One-Sample Test

	Test Value = 3.41					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Price	13.103	245	.000	.55206	.4691	.6350
Perfomance	-3.933	245	.000	-.19862	-.2981	-.0992
Feature	-2.358	245	.019	-.11190	-.2054	-.0184
Reliability	-13.467	245	.000	-.71623	-.8210	-.6115
Durability	-13.551	245	.000	-.78805	-.9026	-.6735
Serviceability	-4.632	245	.000	-.24469	-.3487	-.1406
Aesthetic	3.451	245	.001	.15775	.0677	.2478
Conformance	-6.909	245	.000	-.37206	-.4781	-.2660
Fit and Finish	-17.529	245	.000	-.98453	-1.0952	-.8739
Karakteristik Produk	-8.330	245	.000	-.30070	-.3718	-.2296
Nilai Fungsional	-9.039	245	.000	-.40593	-.4944	-.3175
Nilai Emosional	-11.077	245	.000	-.60106	-.7079	-.4942
Nilai Fungsional (Value for Money)	-1.526	243	.128	-.07291	-.1670	.0212
Nilai Sosial	-13.751	243	.000	-.71123	-.8131	-.6094
Brand Perceived Quality	-10.989	245	.000	-.45017	-.5309	-.3695
Word of Mouth	-10.777	243	.000	-.60945	-.7208	-.4981

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Price	246	3.9621	.66079	.04213
Perfomance	246	3.2114	.79199	.05050
Feature	246	3.2981	.74421	.04745
Reliability	246	2.6938	.83418	.05319
Durability	246	2.6220	.91214	.05816
Serviceability	246	3.1653	.82849	.05282
Aesthetic	246	3.5678	.71693	.04571
Conformance	246	3.0379	.84457	.05385
Fit and Finish	246	2.4255	.88094	.05617
Karakteristik Produk	246	3.1093	.56617	.03610
Nilai Fungsional	246	3.0041	.70436	.04491
Nilai Emosional	246	2.8089	.85103	.05426
Nilai Fungsional (Value for Money)	244	3.3371	.74629	.04778
Nilai Sosial	244	2.6988	.80791	.05172
Brand Perceived Quality	246	2.9598	.64252	.04097
Word of Mouth	244	2.8005	.88338	.05655

One-Sample Test

	Test Value = 4.20			
	t	df	Sig. (2-tailed)	Mean Difference
Price	-5.648	245	.000	-.23794
Perfomance	-19.578	245	.000	-.98862
Feature	-19.008	245	.000	-.90190
Reliability	-28.320	245	.000	-1.50623
Durability	-27.135	245	.000	-1.57805
Serviceability	-19.588	245	.000	-1.03469
Aesthetic	-13.832	245	.000	-.63225
Conformance	-21.581	245	.000	-1.16206
Fit and Finish	-31.594	245	.000	-1.77453
Karakteristik Produk	-30.215	245	.000	-1.09070
Nilai Fungsional	-26.630	245	.000	-1.19593
Nilai Emosional	-25.637	245	.000	-1.39106
Nilai Fungsional (Value for Money)	-18.062	243	.000	-.86291
Nilai Sosial	-29.026	243	.000	-1.50123
Brand Perceived Quality	-30.273	245	.000	-1.24017
Word of Mouth	-24.746	243	.000	-1.39945

One-Sample Test

	Test Value = 4.20	
	95% Confidence Interval of the Difference	
	Lower	Upper
Price	-.3209	-.1550
Perfomance	-1.0881	-.8892
Feature	-.9954	-.8084
Reliability	-1.6110	-1.4015
Durability	-1.6926	-1.4635
Serviceability	-1.1387	-.9306
Aesthetic	-.7223	-.5422
Conformance	-1.2681	-1.0560
Fit and Finish	-1.8852	-1.6639
Karakteristik Produk	-1.1618	-1.0196
Nilai Fungsional	-1.2844	-1.1075
Nilai Emosional	-1.4979	-1.2842
Nilai Fungsional (Value for Money)	-.9570	-.7688
Nilai Sosial	-1.6031	-1.3994
Brand Perceived Quality	-1.3209	-1.1595
Word of Mouth	-1.5108	-1.2881

LAMPIRAN VI

ANALISIS INDEPENDENT SAMPLE T-TEST & ONE WAY ANOVA

T-Test

Group Statistics

	Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
Price	Pria	125	3.9467	.60375	.05400
	Wanita	121	3.9780	.71716	.06520
Perfomance	Pria	125	3.2480	.73312	.06557
	Wanita	121	3.1736	.84994	.07727
Feature	Pria	125	3.2827	.66405	.05939
	Wanita	121	3.3140	.82136	.07467
Reliability	Pria	125	2.7147	.87652	.07840
	Wanita	121	2.6722	.79114	.07192
Durability	Pria	125	2.7067	.90657	.08109
	Wanita	121	2.5344	.91336	.08303
Serviceability	Pria	125	3.2693	.79390	.07101
	Wanita	121	3.0579	.85275	.07752
Aesthetic	Pria	125	3.6133	.66316	.05932
	Wanita	121	3.5207	.76847	.06986
Conformance	Pria	125	3.1387	.80787	.07226
	Wanita	121	2.9339	.87201	.07927
Fit and Finish	Pria	125	2.4560	.87532	.07829
	Wanita	121	2.3939	.88924	.08084
Karakteristik Produk	Pria	125	3.1529	.55061	.04925
	Wanita	121	3.0643	.58064	.05279
Nilai Fungsional	Pria	125	3.0360	.64292	.05750
	Wanita	121	2.9711	.76397	.06945
Nilai Emosional	Pria	125	2.8656	.87530	.07829
	Wanita	121	2.7504	.82473	.07498
Nilai Fungsional (Value for Money)	Pria	123	3.3455	.77123	.06954
	Wanita	121	3.3285	.72315	.06574
Nilai Sosial	Pria	123	2.7947	.78212	.07052
	Wanita	121	2.6012	.82511	.07501
Brand Perceived Quality	Pria	125	3.0077	.62617	.05601
	Wanita	121	2.9104	.65792	.05981
Word of Mouth	Pria	123	2.8970	.86748	.07822
	Wanita	121	2.7025	.89215	.08110

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
Price	Equal variances assumed	8.060	.005
	Equal variances not assumed		
Perfomance	Equal variances assumed	1.479	.225
	Equal variances not assumed		
Feature	Equal variances assumed	6.058	.015
	Equal variances not assumed		
Reliability	Equal variances assumed	.203	.653
	Equal variances not assumed		
Durability	Equal variances assumed	.409	.523
	Equal variances not assumed		
Serviceability	Equal variances assumed	.814	.368
	Equal variances not assumed		
Aesthetic	Equal variances assumed	4.864	.028
	Equal variances not assumed		
Conformance	Equal variances assumed	.814	.368
	Equal variances not assumed		
Fit and Finish	Equal variances assumed	.042	.838
	Equal variances not assumed		
Karakteristik Produk	Equal variances assumed	.715	.399
	Equal variances not assumed		
Nilai Fungsional	Equal variances assumed	5.069	.025
	Equal variances not assumed		
Nilai Emosional	Equal variances assumed	.061	.805
	Equal variances not assumed		
Nilai Fungsional (Value for Money)	Equal variances assumed	1.634	.202
	Equal variances not assumed		

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
Nilai Sosial	Equal variances assumed	1.140	.287
	Equal variances not assumed		
Brand Perceived Quality	Equal variances assumed	.003	.958
	Equal variances not assumed		
Word of Mouth	Equal variances assumed	.549	.459
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
Price	Equal variances assumed	-.371	244	.711	-.03129
	Equal variances not assumed	-.370	234.377	.712	-.03129
Perfomance	Equal variances assumed	.736	244	.462	.07445
	Equal variances not assumed	.735	236.418	.463	.07445
Feature	Equal variances assumed	-.330	244	.742	-.03138
	Equal variances not assumed	-.329	230.567	.743	-.03138
Reliability	Equal variances assumed	.399	244	.690	.04249
	Equal variances not assumed	.399	242.823	.690	.04249
Durability	Equal variances assumed	1.484	244	.139	.17223
	Equal variances not assumed	1.484	243.608	.139	.17223
Serviceability	Equal variances assumed	2.014	244	.045	.21148
	Equal variances not assumed	2.012	241.392	.045	.21148
Aesthetic	Equal variances assumed	1.014	244	.312	.09267
	Equal variances not assumed	1.011	236.457	.313	.09267
Conformance	Equal variances assumed	1.912	244	.057	.20478
	Equal variances not assumed	1.909	241.145	.057	.20478
Fit and Finish	Equal variances assumed	.552	244	.582	.06206
	Equal variances not assumed	.551	243.429	.582	.06206
Karakteristik Produk	Equal variances assumed	1.228	244	.220	.08861
	Equal variances not assumed	1.227	242.223	.221	.08861
Nilai Fungsional	Equal variances assumed	.722	244	.471	.06493
	Equal variances not assumed	.720	234.345	.472	.06493
Nilai Emosional	Equal variances assumed	1.062	244	.289	.11519
	Equal variances not assumed	1.063	243.825	.289	.11519
Nilai Fungsional (Value for Money)	Equal variances assumed	.178	242	.859	.01702
	Equal variances not assumed	.178	241.447	.859	.01702

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
Nilai Sosial	Equal variances assumed	1.880	242	.061	.19348
	Equal variances not assumed	1.879	240.823	.061	.19348
Brand Perceived Quality	Equal variances assumed	1.188	244	.236	.09729
	Equal variances not assumed	1.187	242.369	.236	.09729
Word of Mouth	Equal variances assumed	1.727	242	.085	.19454
	Equal variances not assumed	1.727	241.522	.086	.19454

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Price	Equal variances assumed	.08442	-.19758	.13499
	Equal variances not assumed	.08466	-.19808	.13549
Perfomance	Equal variances assumed	.10110	-.12469	.27358
	Equal variances not assumed	.10134	-.12520	.27409
Feature	Equal variances assumed	.09508	-.21867	.15591
	Equal variances not assumed	.09541	-.21937	.15660
Reliability	Equal variances assumed	.10657	-.16742	.25240
	Equal variances not assumed	.10639	-.16708	.25206
Durability	Equal variances assumed	.11604	-.05634	.40081
	Equal variances not assumed	.11606	-.05637	.40084
Serviceability	Equal variances assumed	.10501	.00465	.41832
	Equal variances not assumed	.10513	.00440	.41857
Aesthetic	Equal variances assumed	.09143	-.08741	.27276
	Equal variances not assumed	.09164	-.08787	.27322
Conformance	Equal variances assumed	.10713	-.00624	.41580
	Equal variances not assumed	.10726	-.00651	.41608
Fit and Finish	Equal variances assumed	.11251	-.15955	.28367
	Equal variances not assumed	.11254	-.15961	.28373
Karakteristik Produk	Equal variances assumed	.07213	-.05347	.23069
	Equal variances not assumed	.07219	-.05360	.23081
Nilai Fungsional	Equal variances assumed	.08992	-.11219	.24204
	Equal variances not assumed	.09017	-.11272	.24257
Nilai Emosional	Equal variances assumed	.10851	-.09854	.32891
	Equal variances not assumed	.10840	-.09833	.32871
Nilai Fungsional (Value for Money)	Equal variances assumed	.09575	-.17159	.20562
	Equal variances not assumed	.09570	-.17149	.20552

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Nilai Sosial	Equal variances assumed	.10291	-.00924	.39619
	Equal variances not assumed	.10296	-.00933	.39628
Brand Perceived Quality	Equal variances assumed	.08187	-.06398	.25856
	Equal variances not assumed	.08194	-.06412	.25869
Word of Mouth	Equal variances assumed	.11265	-.02736	.41644
	Equal variances not assumed	.11268	-.02741	.41649

T-Test

Group Statistics

	Lama menggunakan	N	Mean	Std. Deviation	Std. Error Mean
Price	<= 1 tahun	172	3.8740	.64710	.04934
	> 1 tahun	74	4.1667	.65107	.07569
Perfomance	<= 1 tahun	172	3.1570	.77437	.05904
	> 1 tahun	74	3.3378	.82298	.09567
Feature	<= 1 tahun	172	3.2287	.70414	.05369
	> 1 tahun	74	3.4595	.81220	.09442
Reliability	<= 1 tahun	172	2.5601	.75850	.05783
	> 1 tahun	74	3.0045	.92075	.10703
Durability	<= 1 tahun	172	2.4419	.83606	.06375
	> 1 tahun	74	3.0405	.94917	.11034
Serviceability	<= 1 tahun	172	3.1027	.81357	.06203
	> 1 tahun	74	3.3108	.84998	.09881
Aesthetic	<= 1 tahun	172	3.5116	.68055	.05189
	> 1 tahun	74	3.6982	.78449	.09120
Conformance	<= 1 tahun	172	2.9593	.75979	.05793
	> 1 tahun	74	3.2207	.99661	.11585
Fit and Finish	<= 1 tahun	172	2.3120	.78497	.05985
	> 1 tahun	74	2.6892	1.02974	.11971
Karakteristik Produk	<= 1 tahun	172	3.0164	.49581	.03781
	> 1 tahun	74	3.3253	.65751	.07643
Nilai Fungsional	<= 1 tahun	172	2.9264	.63194	.04819
	> 1 tahun	74	3.1847	.82603	.09602
Nilai Emosional	<= 1 tahun	172	2.7093	.74396	.05673
	> 1 tahun	74	3.0405	1.02782	.11948
Nilai Fungsional (Value for Money)	<= 1 tahun	170	3.2471	.66783	.05122
	> 1 tahun	74	3.5439	.87131	.10129
Nilai Sosial	<= 1 tahun	170	2.6779	.79637	.06108
	> 1 tahun	74	2.7466	.83737	.09734
Brand Perceived Quality	<= 1 tahun	172	2.8866	.56755	.04328
	> 1 tahun	74	3.1302	.76743	.08921
Word of Mouth	<= 1 tahun	170	2.6314	.69188	.05306
	> 1 tahun	74	3.1892	1.12679	.13099

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
Price	Equal variances assumed	.209	.648
	Equal variances not assumed		
Perfomance	Equal variances assumed	.003	.958
	Equal variances not assumed		
Feature	Equal variances assumed	3.340	.069
	Equal variances not assumed		
Reliability	Equal variances assumed	2.308	.130
	Equal variances not assumed		
Durability	Equal variances assumed	1.939	.165
	Equal variances not assumed		
Serviceability	Equal variances assumed	.026	.871
	Equal variances not assumed		
Aesthetic	Equal variances assumed	.089	.765
	Equal variances not assumed		
Conformance	Equal variances assumed	8.644	.004
	Equal variances not assumed		
Fit and Finish	Equal variances assumed	18.841	.000
	Equal variances not assumed		
Karakteristik Produk	Equal variances assumed	14.853	.000
	Equal variances not assumed		
Nilai Fungsional	Equal variances assumed	7.967	.005
	Equal variances not assumed		
Nilai Emosional	Equal variances assumed	8.529	.004
	Equal variances not assumed		
Nilai Fungsional (Value for Money)	Equal variances assumed	4.361	.038
	Equal variances not assumed		

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
Nilai Sosial	Equal variances assumed	.321	.572
	Equal variances not assumed		
Brand Perceived Quality	Equal variances assumed	11.042	.001
	Equal variances not assumed		
Word of Mouth	Equal variances assumed	20.583	.000
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
Price	Equal variances assumed	-3.247	244	.001	-.29264
	Equal variances not assumed	-3.239	137.623	.002	-.29264
Perfomance	Equal variances assumed	-1.648	244	.101	-.18086
	Equal variances not assumed	-1.609	131.084	.110	-.18086
Feature	Equal variances assumed	-2.249	244	.025	-.23078
	Equal variances not assumed	-2.125	122.381	.036	-.23078
Reliability	Equal variances assumed	-3.944	244	.000	-.44443
	Equal variances not assumed	-3.653	117.571	.000	-.44443
Durability	Equal variances assumed	-4.942	244	.000	-.59868
	Equal variances not assumed	-4.698	123.973	.000	-.59868
Serviceability	Equal variances assumed	-1.815	244	.071	-.20810
	Equal variances not assumed	-1.784	133.064	.077	-.20810
Aesthetic	Equal variances assumed	-1.882	244	.061	-.18657
	Equal variances not assumed	-1.778	122.445	.078	-.18657
Conformance	Equal variances assumed	-2.245	244	.026	-.26142
	Equal variances not assumed	-2.018	111.107	.046	-.26142
Fit and Finish	Equal variances assumed	-3.135	244	.002	-.37717
	Equal variances not assumed	-2.818	111.099	.006	-.37717
Karakteristik Produk	Equal variances assumed	-4.047	244	.000	-.30896
	Equal variances not assumed	-3.623	110.269	.000	-.30896
Nilai Fungsional	Equal variances assumed	-2.671	244	.008	-.25833
	Equal variances not assumed	-2.404	111.378	.018	-.25833
Nilai Emosional	Equal variances assumed	-2.840	244	.005	-.33124
	Equal variances not assumed	-2.504	107.292	.014	-.33124
Nilai Fungsional (Value for Money)	Equal variances assumed	-2.899	242	.004	-.29686
	Equal variances not assumed	-2.615	111.947	.010	-.29686

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
Nilai Sosial	Equal variances assumed	-.610	242	.543	-.06868
	Equal variances not assumed	-.598	132.899	.551	-.06868
Brand Perceived Quality	Equal variances assumed	-2.764	244	.006	-.24361
	Equal variances not assumed	-2.457	108.824	.016	-.24361
Word of Mouth	Equal variances assumed	-4.729	242	.000	-.55782
	Equal variances not assumed	-3.947	97.790	.000	-.55782

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Price	Equal variances assumed	.09013	-.47016	-.11511
	Equal variances not assumed	.09035	-.47129	-.11398
Perfomance	Equal variances assumed	.10972	-.39698	.03526
	Equal variances not assumed	.11242	-.40326	.04154
Feature	Equal variances assumed	.10262	-.43291	-.02865
	Equal variances not assumed	.10861	-.44578	-.01577
Reliability	Equal variances assumed	.11267	-.66636	-.22249
	Equal variances not assumed	.12166	-.68536	-.20350
Durability	Equal variances assumed	.12115	-.83732	-.36004
	Equal variances not assumed	.12743	-.85090	-.34646
Serviceability	Equal variances assumed	.11464	-.43391	.01772
	Equal variances not assumed	.11667	-.43886	.02267
Aesthetic	Equal variances assumed	.09916	-.38188	.00874
	Equal variances not assumed	.10493	-.39427	.02113
Conformance	Equal variances assumed	.11646	-.49081	-.03203
	Equal variances not assumed	.12953	-.51809	-.00475
Fit and Finish	Equal variances assumed	.12032	-.61418	-.14017
	Equal variances not assumed	.13383	-.64237	-.11197
Karakteristik Produk	Equal variances assumed	.07635	-.45935	-.15857
	Equal variances not assumed	.08527	-.47794	-.13998
Nilai Fungsional	Equal variances assumed	.09672	-.44884	-.06782
	Equal variances not assumed	.10744	-.47121	-.04545
Nilai Emosional	Equal variances assumed	.11664	-.56099	-.10148
	Equal variances not assumed	.13226	-.59343	-.06905
Nilai Fungsional (Value for Money)	Equal variances assumed	.10239	-.49854	-.09518
	Equal variances not assumed	.11350	-.52175	-.07197

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Nilai Sosial	Equal variances assumed	.11266	-.29060	.15324
	Equal variances not assumed	.11492	-.29598	.15862
Brand Perceived Quality	Equal variances assumed	.08814	-.41722	-.06999
	Equal variances not assumed	.09915	-.44013	-.04708
Word of Mouth	Equal variances assumed	.11795	-.79016	-.32547
	Equal variances not assumed	.14133	-.83828	-.27735

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Price	< 18 tahun	9	4.0370	.35136	.11712
	18 - 40 tahun	225	3.9452	.67661	.04511
	> 40 tahun	12	4.2222	.47849	.13813
	Total	246	3.9621	.66079	.04213
Perfomance	< 18 tahun	9	3.5185	.70929	.23643
	18 - 40 tahun	225	3.1630	.78875	.05258
	> 40 tahun	12	3.8889	.55656	.16067
	Total	246	3.2114	.79199	.05050
Feature	< 18 tahun	9	3.4815	.55556	.18519
	18 - 40 tahun	225	3.2637	.73638	.04909
	> 40 tahun	12	3.8056	.85821	.24775
	Total	246	3.2981	.74421	.04745
Reliability	< 18 tahun	9	2.9259	.72222	.24074
	18 - 40 tahun	225	2.6444	.82436	.05496
	> 40 tahun	12	3.4444	.75656	.21840
	Total	246	2.6938	.83418	.05319
Durability	< 18 tahun	9	2.4815	.50308	.16769
	18 - 40 tahun	225	2.5793	.90016	.06001
	> 40 tahun	12	3.5278	.94771	.27358
	Total	246	2.6220	.91214	.05816
Serviceability	< 18 tahun	9	2.8519	.74742	.24914
	18 - 40 tahun	225	3.1719	.83339	.05556
	> 40 tahun	12	3.2778	.80193	.23150
	Total	246	3.1653	.82849	.05282
Aesthetic	< 18 tahun	9	4.2222	.52705	.17568
	18 - 40 tahun	225	3.5067	.70856	.04724
	> 40 tahun	12	4.2222	.35770	.10326
	Total	246	3.5678	.71693	.04571
Conformance	< 18 tahun	9	3.5185	.52997	.17666
	18 - 40 tahun	225	3.0000	.84633	.05642
	> 40 tahun	12	3.3889	.86262	.24902
	Total	246	3.0379	.84457	.05385
Fit and Finish	< 18 tahun	9	2.4444	.52705	.17568
	18 - 40 tahun	225	2.3911	.87634	.05842
	> 40 tahun	12	3.0556	.99324	.28672
	Total	246	2.4255	.88094	.05617
Karakteristik Produk	< 18 tahun	9	3.2757	.20380	.06793
	18 - 40 tahun	225	3.0739	.55641	.03709
	> 40 tahun	12	3.6481	.66320	.19145
	Total	246	3.1093	.56617	.03610
Nilai Fungsional	< 18 tahun	9	3.2963	.28599	.09533
	18 - 40 tahun	225	2.9556	.70341	.04689
	> 40 tahun	12	3.6944	.52625	.15191
	Total	246	3.0041	.70436	.04491
Nilai Emosional	< 18 tahun	9	3.0667	.81240	.27080
	18 - 40 tahun	225	2.7796	.85838	.05723
	> 40 tahun	12	3.1667	.65966	.19043
	Total	246	2.8089	.85103	.05426
Nilai Fungsional (Value for Money)	< 18 tahun	9	3.2222	.80472	.26824
	18 - 40 tahun	223	3.3206	.74533	.04991
	> 40 tahun	12	3.7292	.66108	.19084
	Total	244	3.3371	.74629	.04778

Descriptives

		N	Mean	Std. Deviation	Std. Error
Nilai Sosial	< 18 tahun	9	3.0833	.77055	.25685
	18 - 40 tahun	223	2.6883	.81743	.05474
	> 40 tahun	12	2.6042	.60733	.17532
	Total	244	2.6988	.80791	.05172
Brand Perceived Quality	< 18 tahun	9	3.1754	.50551	.16850
	18 - 40 tahun	225	2.9313	.64819	.04321
	> 40 tahun	12	3.3333	.49644	.14331
	Total	246	2.9598	.64252	.04097
Word of Mouth	< 18 tahun	9	3.1481	.62608	.20869
	18 - 40 tahun	223	2.7653	.88940	.05956
	> 40 tahun	12	3.1944	.83434	.24085
	Total	244	2.8005	.88338	.05655

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Price	< 18 tahun	3.7670	4.3071	3.33	4.33
	18 - 40 tahun	3.8563	4.0341	1.00	5.00
	> 40 tahun	3.9182	4.5262	3.67	5.00
	Total	3.8791	4.0450	1.00	5.00
Perfomance	< 18 tahun	2.9733	4.0637	2.33	4.00
	18 - 40 tahun	3.0593	3.2666	1.00	5.00
	> 40 tahun	3.5353	4.2425	3.33	5.00
	Total	3.1119	3.3108	1.00	5.00
Feature	< 18 tahun	3.0544	3.9085	3.00	4.33
	18 - 40 tahun	3.1670	3.3604	1.33	4.67
	> 40 tahun	3.2603	4.3508	3.00	5.00
	Total	3.2046	3.3916	1.33	5.00
Reliability	< 18 tahun	2.3708	3.4811	2.00	4.00
	18 - 40 tahun	2.5361	2.7527	1.00	5.00
	> 40 tahun	2.9637	3.9251	2.33	4.67
	Total	2.5890	2.7985	1.00	5.00
Durability	< 18 tahun	2.0948	2.8682	2.00	3.67
	18 - 40 tahun	2.4610	2.6975	1.00	5.00
	> 40 tahun	2.9256	4.1299	2.33	5.00
	Total	2.5074	2.7365	1.00	5.00
Serviceability	< 18 tahun	2.2773	3.4264	2.00	4.33
	18 - 40 tahun	3.0624	3.2813	1.00	5.00
	> 40 tahun	2.7683	3.7873	2.33	4.33
	Total	3.0613	3.2694	1.00	5.00
Aesthetic	< 18 tahun	3.8171	4.6273	3.33	5.00
	18 - 40 tahun	3.4136	3.5998	1.67	5.00
	> 40 tahun	3.9950	4.4495	3.67	4.67
	Total	3.4777	3.6578	1.67	5.00
Conformance	< 18 tahun	3.1112	3.9259	2.67	4.67
	18 - 40 tahun	2.8888	3.1112	1.00	5.00
	> 40 tahun	2.8408	3.9370	2.00	4.67
	Total	2.9319	3.1440	1.00	5.00
Fit and Finish	< 18 tahun	2.0393	2.8496	2.00	3.33
	18 - 40 tahun	2.2760	2.5062	1.00	5.00
	> 40 tahun	2.4245	3.6866	2.00	4.00
	Total	2.3148	2.5361	1.00	5.00
Karakteristik Produk	< 18 tahun	3.1191	3.4324	3.04	3.67
	18 - 40 tahun	3.0008	3.1470	1.74	4.52
	> 40 tahun	3.2268	4.0695	2.89	4.33
	Total	3.0382	3.1804	1.74	4.52
Nilai Fungsional	< 18 tahun	3.0765	3.5161	3.00	3.67
	18 - 40 tahun	2.8631	3.0480	1.00	5.00
	> 40 tahun	3.3601	4.0288	3.17	4.67
	Total	2.9156	3.0925	1.00	5.00
Nilai Emosional	< 18 tahun	2.4422	3.6911	2.40	5.00
	18 - 40 tahun	2.6668	2.8923	1.00	5.00
	> 40 tahun	2.7475	3.5858	2.40	4.00
	Total	2.7021	2.9158	1.00	5.00
Nilai Fungsional (Value for Money)	< 18 tahun	2.6037	3.8408	2.25	4.25
	18 - 40 tahun	3.2223	3.4190	1.00	5.00
	> 40 tahun	3.3091	4.1492	2.75	4.50
	Total	3.2430	3.4312	1.00	5.00

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Nilai Sosial	< 18 tahun	2.4910	3.6756	2.25	4.75
	18 - 40 tahun	2.5805	2.7962	1.00	5.00
	> 40 tahun	2.2183	2.9900	2.00	4.00
	Total	2.5969	2.8006	1.00	5.00
Brand Perceived Quality	< 18 tahun	2.7869	3.5640	2.63	4.26
	18 - 40 tahun	2.8461	3.0164	1.00	4.63
	> 40 tahun	3.0179	3.6488	2.84	4.11
	Total	2.8791	3.0405	1.00	4.63
Word of Mouth	< 18 tahun	2.6669	3.6294	2.00	4.00
	18 - 40 tahun	2.6479	2.8827	1.00	5.00
	> 40 tahun	2.6643	3.7246	2.33	5.00
	Total	2.6892	2.9119	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	.927	2	.463	1.062	.347
	Within Groups	106.052	243	.436		
	Total	106.979	245			
Perfomance	Between Groups	6.885	2	3.442	5.699	.004
	Within Groups	146.790	243	.604		
	Total	153.675	245			
Feature	Between Groups	3.659	2	1.829	3.367	.036
	Within Groups	132.036	243	.543		
	Total	135.695	245			
Reliability	Between Groups	7.795	2	3.897	5.821	.003
	Within Groups	162.691	243	.670		
	Total	170.486	245			
Durability	Between Groups	10.434	2	5.217	6.555	.002
	Within Groups	193.408	243	.796		
	Total	203.841	245			
Serviceability	Between Groups	1.046	2	.523	.760	.469
	Within Groups	167.120	243	.688		
	Total	168.166	245			
Aesthetic	Between Groups	9.835	2	4.917	10.293	.000
	Within Groups	116.092	243	.478		
	Total	125.926	245			
Conformance	Between Groups	3.880	2	1.940	2.759	.065
	Within Groups	170.877	243	.703		
	Total	174.757	245			
Fit and Finish	Between Groups	5.033	2	2.516	3.304	.038
	Within Groups	185.101	243	.762		
	Total	190.134	245			
Karakteristik Produk	Between Groups	4.015	2	2.008	6.547	.002
	Within Groups	74.519	243	.307		
	Total	78.534	245			
Nilai Fungsional	Between Groups	7.018	2	3.509	7.444	.001
	Within Groups	114.534	243	.471		
	Total	121.551	245			
Nilai Emosional	Between Groups	2.328	2	1.164	1.615	.201
	Within Groups	175.113	243	.721		
	Total	177.440	245			
Nilai Fungsional (Value for Money)	Between Groups	2.024	2	1.012	1.829	.163
	Within Groups	133.313	241	.553		
	Total	135.337	243			
Nilai Sosial	Between Groups	1.463	2	.731	1.122	.327
	Within Groups	157.147	241	.652		
	Total	158.610	243			
Brand Perceived Quality	Between Groups	2.276	2	1.138	2.797	.063
	Within Groups	98.868	243	.407		
	Total	101.144	245			
Word of Mouth	Between Groups	3.226	2	1.613	2.085	.126
	Within Groups	186.401	241	.773		
	Total	189.627	243			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Price	PNS	11	3.7576	.33635	.10141
	Karyawan	62	4.0000	.64444	.08184
	Ibu Rumah Tangga	4	3.2500	1.16667	.58333
	Pelajar/Mahasiswa	87	3.9923	.65291	.07000
	Wiraswasta	82	3.9634	.67689	.07475
	Total	246	3.9621	.66079	.04213
Perfomance	PNS	11	3.3030	.73718	.22227
	Karyawan	62	3.2527	.72349	.09188
	Ibu Rumah Tangga	4	4.0000	.66667	.33333
	Pelajar/Mahasiswa	87	3.1188	.76752	.08229
	Wiraswasta	82	3.2276	.86682	.09572
	Total	246	3.2114	.79199	.05050
Feature	PNS	11	3.0909	.87039	.26243
	Karyawan	62	3.4140	.89256	.11336
	Ibu Rumah Tangga	4	3.3333	.00000	.00000
	Pelajar/Mahasiswa	87	3.1111	.67565	.07244
	Wiraswasta	82	3.4350	.65145	.07194
	Total	246	3.2981	.74421	.04745
Reliability	PNS	11	2.3030	.60470	.18232
	Karyawan	62	2.8710	.75953	.09646
	Ibu Rumah Tangga	4	2.9167	1.16667	.58333
	Pelajar/Mahasiswa	87	2.6092	.79762	.08551
	Wiraswasta	82	2.6911	.91891	.10148
	Total	246	2.6938	.83418	.05319
Durability	PNS	11	2.2424	.65134	.19639
	Karyawan	62	2.7688	.92050	.11690
	Ibu Rumah Tangga	4	3.5000	1.00000	.50000
	Pelajar/Mahasiswa	87	2.5402	.85248	.09140
	Wiraswasta	82	2.6057	.96741	.10683
	Total	246	2.6220	.91214	.05816
Serviceability	PNS	11	2.3030	.60470	.18232
	Karyawan	62	3.2151	.84089	.10679
	Ibu Rumah Tangga	4	2.6667	.66667	.33333
	Pelajar/Mahasiswa	87	2.9962	.79646	.08539
	Wiraswasta	82	3.4472	.76303	.08426
	Total	246	3.1653	.82849	.05282
Aesthetic	PNS	11	3.0909	.65134	.19639
	Karyawan	62	3.7634	.66225	.08411
	Ibu Rumah Tangga	4	3.4167	.16667	.08333
	Pelajar/Mahasiswa	87	3.4789	.75174	.08060
	Wiraswasta	82	3.5854	.70771	.07815
	Total	246	3.5678	.71693	.04571
Conformance	PNS	11	2.8485	.56497	.17035
	Karyawan	62	3.1075	.87210	.11076
	Ibu Rumah Tangga	4	2.6667	.66667	.33333
	Pelajar/Mahasiswa	87	2.9157	.89676	.09614
	Wiraswasta	82	3.1585	.79302	.08757
	Total	246	3.0379	.84457	.05385

Descriptives

		N	Mean	Std. Deviation	Std. Error
Fit and Finish	PNS	11	1.8182	.54495	.16431
	Karyawan	62	2.5376	.83711	.10631
	Ibu Rumah Tangga	4	2.5000	1.00000	.50000
	Pelajar/Mahasiswa	87	2.2797	.85344	.09150
	Wiraswasta	82	2.5732	.93150	.10287
	Total	246	2.4255	.88094	.05617
Karakteristik Produk	PNS	11	2.7508	.34390	.10369
	Karyawan	62	3.2145	.62976	.07998
	Ibu Rumah Tangga	4	3.1389	.72222	.36111
	Pelajar/Mahasiswa	87	3.0047	.50286	.05391
	Wiraswasta	82	3.1874	.56973	.06292
	Total	246	3.1093	.56617	.03610
Nilai Fungsional	PNS	11	2.8939	.58818	.17734
	Karyawan	62	3.1210	.57353	.07284
	Ibu Rumah Tangga	4	3.0417	.75000	.37500
	Pelajar/Mahasiswa	87	2.8908	.78125	.08376
	Wiraswasta	82	3.0488	.71650	.07912
	Total	246	3.0041	.70436	.04491
Nilai Emosional	PNS	11	2.4909	1.08578	.32737
	Karyawan	62	2.7032	.97677	.12405
	Ibu Rumah Tangga	4	2.9500	.10000	.05000
	Pelajar/Mahasiswa	87	2.7517	.87389	.09369
	Wiraswasta	82	2.9854	.67607	.07466
	Total	246	2.8089	.85103	.05426
Nilai Fungsional (Value for Money)	PNS	11	3.3182	.59257	.17867
	Karyawan	60	3.3250	.62994	.08132
	Ibu Rumah Tangga	4	3.7500	.50000	.25000
	Pelajar/Mahasiswa	87	3.2874	.80742	.08656
	Wiraswasta	82	3.3811	.78981	.08722
	Total	244	3.3371	.74629	.04778
Nilai Sosial	PNS	11	2.1136	.93115	.28075
	Karyawan	60	2.6917	.85043	.10979
	Ibu Rumah Tangga	4	2.8125	.37500	.18750
	Pelajar/Mahasiswa	87	2.6063	.81824	.08772
	Wiraswasta	82	2.8750	.72142	.07967
	Total	244	2.6988	.80791	.05172
Brand Perceived Quality	PNS	11	2.7129	.71018	.21413
	Karyawan	62	2.9688	.61936	.07866
	Ibu Rumah Tangga	4	3.1184	.23684	.11842
	Pelajar/Mahasiswa	87	2.8778	.66799	.07162
	Wiraswasta	82	3.0655	.62737	.06928
	Total	246	2.9598	.64252	.04097
Word of Mouth	PNS	11	2.6970	.72195	.21768
	Karyawan	60	2.6667	.82567	.10659
	Ibu Rumah Tangga	4	3.2500	.50000	.25000
	Pelajar/Mahasiswa	87	2.6935	.93485	.10023
	Wiraswasta	82	3.0041	.87410	.09653
	Total	244	2.8005	.88338	.05655

Descriptives

		95% Confidence Interval for Mean	
		Lower Bound	Upper Bound
Price	PNS	3.5316	3.9835
	Karyawan	3.8363	4.1637
	Ibu Rumah Tangga	1.3936	5.1064
	Pelajar/Mahasiswa	3.8532	4.1315
	Wiraswasta	3.8147	4.1121
	Total	3.8791	4.0450
Perfomance	PNS	2.8078	3.7983
	Karyawan	3.0690	3.4364
	Ibu Rumah Tangga	2.9392	5.0608
	Pelajar/Mahasiswa	2.9552	3.2824
	Wiraswasta	3.0372	3.4181
	Total	3.1119	3.3108
Feature	PNS	2.5062	3.6756
	Karyawan	3.1873	3.6406
	Ibu Rumah Tangga	3.3333	3.3333
	Pelajar/Mahasiswa	2.9671	3.2551
	Wiraswasta	3.2918	3.5781
	Total	3.2046	3.3916
Reliability	PNS	1.8968	2.7093
	Karyawan	2.6781	3.0639
	Ibu Rumah Tangga	1.0602	4.7731
	Pelajar/Mahasiswa	2.4392	2.7792
	Wiraswasta	2.4892	2.8930
	Total	2.5890	2.7985
Durability	PNS	1.8048	2.6800
	Karyawan	2.5351	3.0026
	Ibu Rumah Tangga	1.9088	5.0912
	Pelajar/Mahasiswa	2.3585	2.7219
	Wiraswasta	2.3931	2.8183
	Total	2.5074	2.7365
Serviceability	PNS	1.8968	2.7093
	Karyawan	3.0015	3.4286
	Ibu Rumah Tangga	1.6059	3.7275
	Pelajar/Mahasiswa	2.8264	3.1659
	Wiraswasta	3.2795	3.6148
	Total	3.0613	3.2694
Aesthetic	PNS	2.6533	3.5285
	Karyawan	3.5953	3.9316
	Ibu Rumah Tangga	3.1515	3.6819
	Pelajar/Mahasiswa	3.3187	3.6391
	Wiraswasta	3.4299	3.7409
	Total	3.4777	3.6578
Conformance	PNS	2.4689	3.2280
	Karyawan	2.8861	3.3290
	Ibu Rumah Tangga	1.6059	3.7275
	Pelajar/Mahasiswa	2.7246	3.1068
	Wiraswasta	2.9843	3.3328
	Total	2.9319	3.1440

Descriptives

		95% Confidence Interval for Mean	
		Lower Bound	Upper Bound
Fit and Finish	PNS	1.4521	2.1843
	Karyawan	2.3250	2.7502
	Ibu Rumah Tangga	.9088	4.0912
	Pelajar/Mahasiswa	2.0978	2.4616
	Wiraswasta	2.3685	2.7778
	Total	2.3148	2.5361
Karakteristik Produk	PNS	2.5198	2.9819
	Karyawan	3.0545	3.3744
	Ibu Rumah Tangga	1.9897	4.2881
	Pelajar/Mahasiswa	2.8975	3.1119
	Wiraswasta	3.0623	3.3126
	Total	3.0382	3.1804
Nilai Fungsional	PNS	2.4988	3.2891
	Karyawan	2.9753	3.2666
	Ibu Rumah Tangga	1.8482	4.2351
	Pelajar/Mahasiswa	2.7243	3.0573
	Wiraswasta	2.8913	3.2062
	Total	2.9156	3.0925
Nilai Emosional	PNS	1.7615	3.2203
	Karyawan	2.4552	2.9513
	Ibu Rumah Tangga	2.7909	3.1091
	Pelajar/Mahasiswa	2.5655	2.9380
	Wiraswasta	2.8368	3.1339
	Total	2.7021	2.9158
Nilai Fungsional (Value for Money)	PNS	2.9201	3.7163
	Karyawan	3.1623	3.4877
	Ibu Rumah Tangga	2.9544	4.5456
	Pelajar/Mahasiswa	3.1153	3.4594
	Wiraswasta	3.2076	3.5546
	Total	3.2430	3.4312
Nilai Sosial	PNS	1.4881	2.7392
	Karyawan	2.4720	2.9114
	Ibu Rumah Tangga	2.2158	3.4092
	Pelajar/Mahasiswa	2.4319	2.7807
	Wiraswasta	2.7165	3.0335
	Total	2.5969	2.8006
Brand Perceived Quality	PNS	2.2358	3.1900
	Karyawan	2.8115	3.1261
	Ibu Rumah Tangga	2.7416	3.4953
	Pelajar/Mahasiswa	2.7354	3.0202
	Wiraswasta	2.9276	3.2033
	Total	2.8791	3.0405
Word of Mouth	PNS	2.2120	3.1820
	Karyawan	2.4534	2.8800
	Ibu Rumah Tangga	2.4544	4.0456
	Pelajar/Mahasiswa	2.4942	2.8927
	Wiraswasta	2.8120	3.1961
	Total	2.6892	2.9119

Descriptives

		Minimum	Maximum
Price	PNS	3.33	4.33
	Karyawan	2.33	5.00
	Ibu Rumah Tangga	2.67	5.00
	Pelajar/Mahasiswa	1.67	5.00
	Wiraswasta	1.00	5.00
	Total	1.00	5.00
Perfomance	PNS	2.00	4.00
	Karyawan	2.00	4.67
	Ibu Rumah Tangga	3.67	5.00
	Pelajar/Mahasiswa	1.00	4.67
	Wiraswasta	1.00	5.00
	Total	1.00	5.00
Feature	PNS	1.67	4.00
	Karyawan	1.33	5.00
	Ibu Rumah Tangga	3.33	3.33
	Pelajar/Mahasiswa	1.67	4.33
	Wiraswasta	2.00	4.33
	Total	1.33	5.00
Reliability	PNS	1.33	3.00
	Karyawan	1.00	4.33
	Ibu Rumah Tangga	2.33	4.67
	Pelajar/Mahasiswa	1.00	5.00
	Wiraswasta	1.00	4.00
	Total	1.00	5.00
Durability	PNS	1.00	3.00
	Karyawan	1.00	4.33
	Ibu Rumah Tangga	3.00	5.00
	Pelajar/Mahasiswa	1.00	5.00
	Wiraswasta	1.00	4.67
	Total	1.00	5.00
Serviceability	PNS	1.00	3.00
	Karyawan	1.33	4.67
	Ibu Rumah Tangga	2.33	3.67
	Pelajar/Mahasiswa	1.67	4.33
	Wiraswasta	2.00	5.00
	Total	1.00	5.00
Aesthetic	PNS	2.33	4.00
	Karyawan	2.33	5.00
	Ibu Rumah Tangga	3.33	3.67
	Pelajar/Mahasiswa	1.67	5.00
	Wiraswasta	2.00	5.00
	Total	1.67	5.00
Conformance	PNS	2.00	3.67
	Karyawan	1.00	5.00
	Ibu Rumah Tangga	2.33	3.67
	Pelajar/Mahasiswa	1.00	4.67
	Wiraswasta	1.67	5.00
	Total	1.00	5.00

Descriptives

		Minimum	Maximum
Fit and Finish	PNS	1.00	2.33
	Karyawan	1.00	4.00
	Ibu Rumah Tangga	2.00	4.00
	Pelajar/Mahasiswa	1.00	4.67
	Wiraswasta	1.00	5.00
	Total	1.00	5.00
Karakteristik Produk	PNS	2.26	3.11
	Karyawan	1.74	4.37
	Ibu Rumah Tangga	2.78	4.22
	Pelajar/Mahasiswa	1.89	4.33
	Wiraswasta	2.00	4.52
	Total	1.74	4.52
Nilai Fungsional	PNS	2.00	3.50
	Karyawan	1.50	4.50
	Ibu Rumah Tangga	2.67	4.17
	Pelajar/Mahasiswa	1.00	4.33
	Wiraswasta	1.33	5.00
	Total	1.00	5.00
Nilai Emosional	PNS	1.00	4.00
	Karyawan	1.00	5.00
	Ibu Rumah Tangga	2.80	3.00
	Pelajar/Mahasiswa	1.00	5.00
	Wiraswasta	1.60	4.40
	Total	1.00	5.00
Nilai Fungsional (Value for Money)	PNS	2.25	4.00
	Karyawan	1.50	5.00
	Ibu Rumah Tangga	3.50	4.50
	Pelajar/Mahasiswa	1.00	5.00
	Wiraswasta	1.75	5.00
	Total	1.00	5.00
Nilai Sosial	PNS	1.00	3.25
	Karyawan	1.00	4.75
	Ibu Rumah Tangga	2.25	3.00
	Pelajar/Mahasiswa	1.00	5.00
	Wiraswasta	1.00	4.00
	Total	1.00	5.00
Brand Perceived Quality	PNS	1.74	3.63
	Karyawan	1.74	4.63
	Ibu Rumah Tangga	3.00	3.47
	Pelajar/Mahasiswa	1.00	4.42
	Wiraswasta	1.74	4.47
	Total	1.00	4.63
Word of Mouth	PNS	1.00	3.33
	Karyawan	1.00	5.00
	Ibu Rumah Tangga	3.00	4.00
	Pelajar/Mahasiswa	1.00	5.00
	Wiraswasta	1.33	5.00
	Total	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	2.657	4	.664	1.535	.193
	Within Groups	104.322	241	.433		
	Total	106.979	245			
Perfomance	Between Groups	3.454	4	.863	1.385	.240
	Within Groups	150.221	241	.623		
	Total	153.675	245			
Feature	Between Groups	5.888	4	1.472	2.733	.030
	Within Groups	129.807	241	.539		
	Total	135.695	245			
Reliability	Between Groups	4.448	4	1.112	1.614	.171
	Within Groups	166.038	241	.689		
	Total	170.486	245			
Durability	Between Groups	6.608	4	1.652	2.019	.092
	Within Groups	197.233	241	.818		
	Total	203.841	245			
Serviceability	Between Groups	18.330	4	4.582	7.370	.000
	Within Groups	149.837	241	.622		
	Total	168.166	245			
Aesthetic	Between Groups	5.679	4	1.420	2.845	.025
	Within Groups	120.248	241	.499		
	Total	125.926	245			
Conformance	Between Groups	3.739	4	.935	1.317	.264
	Within Groups	171.018	241	.710		
	Total	174.757	245			
Fit and Finish	Between Groups	8.497	4	2.124	2.818	.026
	Within Groups	181.637	241	.754		
	Total	190.134	245			
Karakteristik Produk	Between Groups	3.555	4	.889	2.857	.024
	Within Groups	74.979	241	.311		
	Total	78.534	245			
Nilai Fungsional	Between Groups	2.266	4	.567	1.145	.336
	Within Groups	119.285	241	.495		
	Total	121.551	245			
Nilai Emosional	Between Groups	4.722	4	1.181	1.647	.163
	Within Groups	172.718	241	.717		
	Total	177.440	245			
Nilai Fungsional (Value for Money)	Between Groups	1.069	4	.267	.476	.754
	Within Groups	134.268	239	.562		
	Total	135.337	243			
Nilai Sosial	Between Groups	7.111	4	1.778	2.805	.026
	Within Groups	151.498	239	.634		
	Total	158.610	243			
Brand Perceived Quality	Between Groups	2.277	4	.569	1.387	.239
	Within Groups	98.867	241	.410		
	Total	101.144	245			
Word of Mouth	Between Groups	6.395	4	1.599	2.085	.083
	Within Groups	183.232	239	.767		
	Total	189.627	243			

LAMPIRAN VII

ANALISIS PERSENTASE

Frequencies

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	125	50.8	50.8	50.8
	Wanita	121	49.2	49.2	100.0
	Total	246	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 18 tahun	9	3.7	3.7	3.7
	18 - 40 tahun	225	91.5	91.5	95.1
	> 40 tahun	12	4.9	4.9	100.0
	Total	246	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS	11	4.5	4.5	4.5
	Karyawan	62	25.2	25.2	29.7
	Ibu Rumah Tangga	4	1.6	1.6	31.3
	Pelajar/Mahasiswa	87	35.4	35.4	66.7
	Wiraswasta	82	33.3	33.3	100.0
	Total	246	100.0	100.0	

Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	500000	3	1.2	3.1	3.1
	600000	6	2.4	6.1	9.2
	650000	2	.8	2.0	11.2
	700000	3	1.2	3.1	14.3
	750000	2	.8	2.0	16.3
	800000	6	2.4	6.1	22.4
	900000	1	.4	1.0	23.5
	1000000	28	11.4	28.6	52.0
	1250000	1	.4	1.0	53.1
	1500000	12	4.9	12.2	65.3
	1700000	3	1.2	3.1	68.4
	1750000	3	1.2	3.1	71.4
	2000000	12	4.9	12.2	83.7
	3000000	7	2.8	7.1	90.8
	3300000	1	.4	1.0	91.8
	3500000	3	1.2	3.1	94.9
	5000000	3	1.2	3.1	98.0
	6000000	2	.8	2.0	100.0
	Total	98	39.8	100.0	
Missing	System	148	60.2		
Total		246	100.0		

Lama menggunakan produk HP querty China

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= 1 tahun	172	69.9	69.9	69.9
	> 1 tahun	74	30.1	30.1	100.0
	Total	246	100.0	100.0	

Merk HP sebelumnya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LG	7	2.8	2.8	2.8
	Samsung	2	.8	.8	3.7
	Nokia	138	56.1	56.1	59.8
	Samsung Genoa	1	.4	.4	60.2
	Nexian	20	8.1	8.1	68.3
	HTC	2	.8	.8	69.1
	Philips	1	.4	.4	69.5
	Beyond	3	1.2	1.2	70.7
	Sony Ericson & Nokia	1	.4	.4	71.1
	N-73	1	.4	.4	71.5
	Sony Ericson & Nokia	4	1.6	1.6	73.2
	N-70	1	.4	.4	73.6
	Cross, Gstar, SPC	1	.4	.4	74.0
	Cross	5	2.0	2.0	76.0
	Nokia & Sony Ericson	6	2.4	2.4	78.5
	Sony Ericson	26	10.6	10.6	89.0
	Siemens	2	.8	.8	89.8
	Hair CDMA	2	.8	.8	90.7
	Esia	5	2.0	2.0	92.7
	HT	3	1.2	1.2	93.9
	Motorola\	4	1.6	1.6	95.5
	K-touch	3	1.2	1.2	96.7
	Black Berry	3	1.2	1.2	98.0
	Cross, Nexian, HT, Beyond	2	.8	.8	98.8
	Hitech	2	.8	.8	99.6
	Nokia & Samsung	1	.4	.4	100.0
	Total	246	100.0	100.0	

Pernah memiliki HP querty sebelum membeli HP qwety China

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pernah	51	20.7	20.7	20.7
	belum	195	79.3	79.3	100.0
	Total	246	100.0	100.0	

Siapa yang menyarankan untuk menggunakan HP qwerty China

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Anggota keluarga	18	7.3	7.3	7.3
	Teman	36	14.6	14.6	22.0
	Inisiatif sendiri	145	58.9	58.9	80.9
	Counter HP/kenalan yang bekerja di bidang telekomunikasi	24	9.8	9.8	90.7
	Lainnya	23	9.3	9.3	100.0
	Total	246	100.0	100.0	

Merek HP qwerty China yang bagus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nexian	91	37.0	37.0	37.0
	Beyond	43	17.5	17.5	54.5
	Cross	41	16.7	16.7	71.1
	Blueberry	11	4.5	4.5	75.6
	Lainnya	60	24.4	24.4	100.0
	Total	246	100.0	100.0	

Merk HP China yang sudah dibeli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nexian	82	33.3	33.3	33.3
	Beyond	39	15.9	15.9	49.2
	Cross	41	16.7	16.7	65.9
	Blueberry	5	2.0	2.0	67.9
	Lainnya	79	32.1	32.1	100.0
	Total	246	100.0	100.0	

Biaya rata-rata pembayaran pulsa sebulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp. 100.000,00	151	61.4	61.4	61.4
	Rp. 100.000,00 - Rp. 150.000,00	54	22.0	22.0	83.3
	Rp. 150.000,00 - Rp. 200.000,00	15	6.1	6.1	89.4
	Rp. 200.000,00 - Rp. 250.000,00	12	4.9	4.9	94.3
	> Rp. 250.000,00	14	5.7	5.7	100.0
	Total	246	100.0	100.0	

LAMPIRAN VIII

ANALISIS CHI SQUARE

Crosstabs

Jenis Kelamin * Usia Crosstabulation

			Usia			Total
			< 18 tahun	18 - 40 tahun	> 40 tahun	
Jenis Kelamin	Pria	Count	1	120	4	125
		% of Total	.4%	48.8%	1.6%	50.8%
	Wanita	Count	8	105	8	121
		% of Total	3.3%	42.7%	3.3%	49.2%
Total		Count	9	225	12	246
		% of Total	3.7%	91.5%	4.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.715[a]	2	.021
Likelihood Ratio	8.493	2	.014
Linear-by-Linear Association	.414	1	.520
N of Valid Cases	246		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 4.43.

Crosstabs

Jenis Kelamin * Pekerjaan Crosstabulation

			Pekerjaan			
			PNS	Karyawan	Ibu Rumah Tangga	Pelajar/ Mahasiswa
Jenis Kelamin	Pria	Count	6	38	0	31
		% of Total	2.4%	15.4%	.0%	12.6%
	Wanita	Count	5	24	4	56
		% of Total	2.0%	9.8%	1.6%	22.8%
Total		Count	11	62	4	87
		% of Total	4.5%	25.2%	1.6%	35.4%

Jenis Kelamin * Pekerjaan Crosstabulation

			Pekerjaan	
			Wiraswasta	Total
Jenis Kelamin	Pria	Count	50	125
		% of Total	20.3%	50.8%
	Wanita	Count	32	121
		% of Total	13.0%	49.2%
Total		Count	82	246
		% of Total	33.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.327[a]	4	.001
Likelihood Ratio	20.030	4	.000
Linear-by-Linear Association	.145	1	.703
N of Valid Cases	246		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.97.

Crosstabs

Jenis Kelamin * Lama menggunakan produk HP querty China Crosstabulation

			Lama menggunakan produk HP querty China		
			<= 1 tahun	> 1 tahun	Total
Jenis Kelamin	Pria	Count	86	39	125
		% of Total	35.0%	15.9%	50.8%
	Wanita	Count	86	35	121
		% of Total	35.0%	14.2%	49.2%
Total		Count	172	74	246
		% of Total	69.9%	30.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.151[b]	1	.697		
Continuity Correction[a]	.062	1	.803		
Likelihood Ratio	.151	1	.697		
Fisher's Exact Test				.781	.402
Linear-by-Linear Association	.151	1	.698		
N of Valid Cases	246				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 36.40.

Crosstabs

Jenis Kelamin * Pernah memiliki HP querty sebelum membeli HP qwety China Crosstabulation

			Pernah memiliki HP querty sebelum membeli HP qwety China		
			pernah	belum	Total
Jenis Kelamin	Pria	Count	26	99	125
		% of Total	10.6%	40.2%	50.8%
	Wanita	Count	25	96	121
		% of Total	10.2%	39.0%	49.2%
Total		Count	51	195	246
		% of Total	20.7%	79.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.001[b]	1	.979		
Continuity Correction[a]	.000	1	1.000		
Likelihood Ratio	.001	1	.979		
Fisher's Exact Test				1.000	.552
Linear-by-Linear Association	.001	1	.979		
N of Valid Cases	246				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.09.

Crosstabs

Jenis Kelamin * Siapa yang menyarankan untuk menggunakan HP qwerty China Crosstabulation

			Siapa yang menyarankan untuk menggunakan HP			
			Anggota keluarga	Teman	Inisiatif sendiri	Counter HP/kenalan yang bekerja di bidang telekomunikasi
Jenis Kelamin	Pria	Count	5	23	75	10
		% of Total	2.0%	9.3%	30.5%	4.1%
	Wanita	Count	13	13	70	14
		% of Total	5.3%	5.3%	28.5%	5.7%
Total		Count	18	36	145	24
		% of Total	7.3%	14.6%	58.9%	9.8%

Jenis Kelamin * Siapa yang menyarankan untuk menggunakan HP qwerty China Crosstabulation

			Siapa	
			Lainnya	Total
Jenis Kelamin	Pria	Count	12	125
		% of Total	4.9%	50.8%
	Wanita	Count	11	121
		% of Total	4.5%	49.2%
Total		Count	23	246
		% of Total	9.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.153[a]	4	.128
Likelihood Ratio	7.318	4	.120
Linear-by-Linear Association	.072	1	.788
N of Valid Cases	246		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.85.

Crosstabs

Jenis Kelamin * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP qwerty China yang bagus			
			Nexian	Beyond	Cross	Blueberry
Jenis Kelamin	Pria	Count	39	25	18	5
		% of Total	15.9%	10.2%	7.3%	2.0%
	Wanita	Count	52	18	23	6
		% of Total	21.1%	7.3%	9.3%	2.4%
Total		Count	91	43	41	11
		% of Total	37.0%	17.5%	16.7%	4.5%

Jenis Kelamin * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP	
			Lainnya	Total
Jenis Kelamin	Pria	Count	38	125
		% of Total	15.4%	50.8%
	Wanita	Count	22	121
		% of Total	8.9%	49.2%
Total		Count	60	246
		% of Total	24.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.901[a]	4	.095
Likelihood Ratio	7.964	4	.093
Linear-by-Linear Association	4.252	1	.039
N of Valid Cases	246		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.41.

Crosstabs

Jenis Kelamin * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP China yang sudah dibeli			
			Nexian	Beyond	Cross	Blueberry
Jenis Kelamin	Pria	Count	38	30	17	2
		% of Total	15.4%	12.2%	6.9%	.8%
	Wanita	Count	44	9	24	3
		% of Total	17.9%	3.7%	9.8%	1.2%
Total		Count	82	39	41	5
		% of Total	33.3%	15.9%	16.7%	2.0%

Jenis Kelamin * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP	
			Lainnya	Total
Jenis Kelamin	Pria	Count	38	125
		% of Total	15.4%	50.8%
	Wanita	Count	41	121
		% of Total	16.7%	49.2%
Total		Count	79	246
		% of Total	32.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.194[a]	4	.010
Likelihood Ratio	13.820	4	.008
Linear-by-Linear Association	.344	1	.557
N of Valid Cases	246		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.46.

Crosstabs

Jenis Kelamin * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran pulsa sebulan			
			< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00	Rp. 200.000,00 - Rp. 250.000,00
Jenis Kelamin	Pria	Count	80	23	8	9
		% of Total	32.5%	9.3%	3.3%	3.7%
	Wanita	Count	71	31	7	3
		% of Total	28.9%	12.6%	2.8%	1.2%
Total		Count	151	54	15	12
		% of Total	61.4%	22.0%	6.1%	4.9%

Jenis Kelamin * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya	
			> Rp. 250. 000,00	Total
Jenis Kelamin	Pria	Count	5	125
		% of Total	2.0%	50.8%
	Wanita	Count	9	121
		% of Total	3.7%	49.2%
Total		Count	14	246
		% of Total	5.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.868[a]	4	.209
Likelihood Ratio	6.026	4	.197
Linear-by-Linear Association	.147	1	.702
N of Valid Cases	246		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.90.

Crosstabs

Usia * Pekerjaan Crosstabulation

			Pekerjaan			
			PNS	Karyawan	Ibu Rumah Tangga	Pelajar/ Mahasiswa
Usia	< 18 tahun	Count	0	1	0	8
		% of Total	.0%	.4%	.0%	3.3%
	18 - 40 tahun	Count	9	55	3	79
		% of Total	3.7%	22.4%	1.2%	32.1%
	> 40 tahun	Count	2	6	1	0
		% of Total	.8%	2.4%	.4%	.0%
Total		Count	11	62	4	87
		% of Total	4.5%	25.2%	1.6%	35.4%

Usia * Pekerjaan Crosstabulation

			Pekerjaan	
			Wiraswasta	Total
Usia	< 18 tahun	Count	0	9
		% of Total	.0%	3.7%
	18 - 40 tahun	Count	79	225
		% of Total	32.1%	91.5%
	> 40 tahun	Count	3	12
		% of Total	1.2%	4.9%
Total		Count	82	246
		% of Total	33.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.780[a]	8	.001
Likelihood Ratio	28.642	8	.000
Linear-by-Linear Association	4.873	1	.027
N of Valid Cases	246		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .15.

Crosstabs

Usia * Lama menggunakan produk HP querty China Crosstabulation

			Lama menggunakan produk HP querty China		
			<= 1 tahun	> 1 tahun	Total
Usia	< 18 tahun	Count	7	2	9
		% of Total	2.8%	.8%	3.7%
	18 - 40 tahun	Count	160	65	225
		% of Total	65.0%	26.4%	91.5%
	> 40 tahun	Count	5	7	12
		% of Total	2.0%	2.8%	4.9%
Total		Count	172	74	246
		% of Total	69.9%	30.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.970[a]	2	.083
Likelihood Ratio	4.529	2	.104
Linear-by-Linear Association	3.793	1	.051
N of Valid Cases	246		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.71.

Crosstabs

Usia * Pernah memiliki HP querty sebelum membeli HP qwety China Crosstabulation

			Pernah memiliki HP querty sebelum membeli HP qwety China		
			pernah	belum	Total
Usia	< 18 tahun	Count	3	6	9
		% of Total	1.2%	2.4%	3.7%
	18 - 40 tahun	Count	44	181	225
		% of Total	17.9%	73.6%	91.5%
	> 40 tahun	Count	4	8	12
		% of Total	1.6%	3.3%	4.9%
Total		Count	51	195	246
		% of Total	20.7%	79.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.219[a]	2	.330
Likelihood Ratio	1.993	2	.369
Linear-by-Linear Association	.041	1	.839
N of Valid Cases	246		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.87.

Crosstabs

Usia * Siapa yang menyarankan untuk menggunakan HP qwerty China Crosstabulation

			Siapa yang menyarankan untuk menggunakan HP			
			Anggota keluarga	Teman	Inisiatif sendiri	Counter HP/kenalan yang bekerja di bidang telekomunikasi
Usia	< 18 tahun	Count	3	0	5	0
		% of Total	1.2%	.0%	2.0%	.0%
	18 - 40 tahun	Count	14	36	130	23
		% of Total	5.7%	14.6%	52.8%	9.3%
	> 40 tahun	Count	1	0	10	1
		% of Total	.4%	.0%	4.1%	.4%
Total		Count	18	36	145	24
		% of Total	7.3%	14.6%	58.9%	9.8%

Usia * Siapa yang menyarankan untuk menggunakan HP qwerty China Crosstabulation

			Siapa	
			Lainnya	Total
Usia	< 18 tahun	Count	1	9
		% of Total	.4%	3.7%
	18 - 40 tahun	Count	22	225
		% of Total	8.9%	91.5%
	> 40 tahun	Count	0	12
		% of Total	.0%	4.9%
Total		Count	23	246
		% of Total	9.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.500[a]	8	.050
Likelihood Ratio	16.534	8	.035
Linear-by-Linear Association	.477	1	.490
N of Valid Cases	246		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .66.

Crosstabs

Usia * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP qwerty China yang bagus			
			Nexian	Beyond	Cross	Blueberry
Usia	< 18 tahun	Count	6	2	0	1
		% of Total	2.4%	.8%	.0%	.4%
	18 - 40 tahun	Count	84	41	38	9
		% of Total	34.1%	16.7%	15.4%	3.7%
	> 40 tahun	Count	1	0	3	1
		% of Total	.4%	.0%	1.2%	.4%
Total		Count	91	43	41	11
		% of Total	37.0%	17.5%	16.7%	4.5%

Usia * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP	
			Lainnya	Total
Usia	< 18 tahun	Count	0	9
		% of Total	.0%	3.7%
	18 - 40 tahun	Count	53	225
		% of Total	21.5%	91.5%
	> 40 tahun	Count	7	12
		% of Total	2.8%	4.9%
Total		Count	60	246
		% of Total	24.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.432[a]	8	.018
Likelihood Ratio	23.018	8	.003
Linear-by-Linear Association	13.845	1	.000
N of Valid Cases	246		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .40.

Crosstabs

Usia * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP China yang sudah dibeli			
			Nexian	Beyond	Cross	Blueberry
Usia	< 18 tahun	Count	3	0	4	0
		% of Total	1.2%	.0%	1.6%	.0%
	18 - 40 tahun	Count	77	39	34	5
		% of Total	31.3%	15.9%	13.8%	2.0%
	> 40 tahun	Count	2	0	3	0
		% of Total	.8%	.0%	1.2%	.0%
Total		Count	82	39	41	5
		% of Total	33.3%	15.9%	16.7%	2.0%

Usia * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP	
			Lainnya	Total
Usia	< 18 tahun	Count	2	9
		% of Total	.8%	3.7%
	18 - 40 tahun	Count	70	225
		% of Total	28.5%	91.5%
	> 40 tahun	Count	7	12
		% of Total	2.8%	4.9%
Total		Count	79	246
		% of Total	32.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.067[a]	8	.110
Likelihood Ratio	15.192	8	.056
Linear-by-Linear Association	2.674	1	.102
N of Valid Cases	246		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .18.

Crosstabs

Usia * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran pulsa sebulan			
			< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00	Rp. 200.000,00 - Rp. 250.000,00
Usia	< 18 tahun	Count	5	4	0	0
		% of Total	2.0%	1.6%	.0%	.0%
	18 - 40 tahun	Count	141	50	13	12
		% of Total	57.3%	20.3%	5.3%	4.9%
	> 40 tahun	Count	5	0	2	0
		% of Total	2.0%	.0%	.8%	.0%
Total		Count	151	54	15	12
		% of Total	61.4%	22.0%	6.1%	4.9%

Usia * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya	
			> Rp. 250. 000,00	Total
Usia	< 18 tahun	Count	0	9
		% of Total	.0%	3.7%
	18 - 40 tahun	Count	9	225
		% of Total	3.7%	91.5%
	> 40 tahun	Count	5	12
		% of Total	2.0%	4.9%
Total		Count	14	246
		% of Total	5.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.424[a]	8	.000
Likelihood Ratio	26.164	8	.001
Linear-by-Linear Association	11.639	1	.001
N of Valid Cases	246		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .44.

Crosstabs

Pekerjaan * Lama menggunakan produk HP querty China Crosstabulation

			Lama menggunakan produk HP querty China		
			<= 1 tahun	> 1 tahun	Total
Pekerjaan	PNS	Count	5	6	11
		% of Total	2.0%	2.4%	4.5%
	Karyawan	Count	41	21	62
		% of Total	16.7%	8.5%	25.2%
	Ibu Rumah Tangga	Count	4	0	4
		% of Total	1.6%	.0%	1.6%
	Pelajar/Mahasiswa	Count	55	32	87
		% of Total	22.4%	13.0%	35.4%
	Wiraswasta	Count	67	15	82
		% of Total	27.2%	6.1%	33.3%
Total		Count	172	74	246
		% of Total	69.9%	30.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.550[a]	4	.014
Likelihood Ratio	13.857	4	.008
Linear-by-Linear Association	5.239	1	.022
N of Valid Cases	246		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.20.

Crosstabs

Pekerjaan * Pernah memiliki HP querty sebelum membeli HP qwety China Crosstabulation

			Pernah memiliki HP querty sebelum membeli HP qwety China		
			pernah	belum	Total
Pekerjaan	PNS	Count	0	11	11
		% of Total	.0%	4.5%	4.5%
	Karyawan	Count	14	48	62
		% of Total	5.7%	19.5%	25.2%
	Ibu Rumah Tangga	Count	0	4	4
		% of Total	.0%	1.6%	1.6%
	Pelajar/Mahasiswa	Count	13	74	87
		% of Total	5.3%	30.1%	35.4%
	Wiraswasta	Count	24	58	82
		% of Total	9.8%	23.6%	33.3%
Total		Count	51	195	246
		% of Total	20.7%	79.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.463[a]	4	.051
Likelihood Ratio	12.350	4	.015
Linear-by-Linear Association	2.278	1	.131
N of Valid Cases	246		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .83.

Crosstabs

Pekerjaan * Siapa yang menyarankan untuk menggunakan HP qwerty China Crosstabulation

			Siapa yang menyarankan untuk menggunakan HP			
			Anggota keluarga	Teman	Inisiatif sendiri	Counter HP/kenalan yang bekerja di bidang telekomunikasi
Pekerjaan	PNS	Count	0	1	10	0
		% of Total	.0%	.4%	4.1%	.0%
	Karyawan	Count	4	4	49	3
		% of Total	1.6%	1.6%	19.9%	1.2%
	Ibu Rumah Tangga	Count	1	0	3	0
		% of Total	.4%	.0%	1.2%	.0%
	Pelajar/Mahasiswa	Count	10	17	42	5
		% of Total	4.1%	6.9%	17.1%	2.0%
	Wiraswasta	Count	3	14	41	16
		% of Total	1.2%	5.7%	16.7%	6.5%
Total		Count	18	36	145	24
		% of Total	7.3%	14.6%	58.9%	9.8%

Pekerjaan * Siapa yang menyarankan untuk menggunakan HP qwerty China Crosstabulation

			Siapa	
			Lainnya	Total
Pekerjaan	PNS	Count	0	11
		% of Total	.0%	4.5%
	Karyawan	Count	2	62
		% of Total	.8%	25.2%
	Ibu Rumah Tangga	Count	0	4
		% of Total	.0%	1.6%
	Pelajar/Mahasiswa	Count	13	87
		% of Total	5.3%	35.4%
	Wiraswasta	Count	8	82
		% of Total	3.3%	33.3%
Total		Count	23	246
		% of Total	9.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.936[a]	16	.001
Likelihood Ratio	42.853	16	.000
Linear-by-Linear Association	1.864	1	.172
N of Valid Cases	246		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .29.

Crosstabs

Pekerjaan * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP qwerty China yang bagus			
			Nexian	Beyond	Cross	Blueberry
Pekerjaan	PNS	Count	8	1	0	0
		% of Total	3.3%	.4%	.0%	.0%
	Karyawan	Count	18	11	7	3
		% of Total	7.3%	4.5%	2.8%	1.2%
	Ibu Rumah Tangga	Count	0	3	0	0
		% of Total	.0%	1.2%	.0%	.0%
	Pelajar/Mahasiswa	Count	36	13	8	8
		% of Total	14.6%	5.3%	3.3%	3.3%
	Wiraswasta	Count	29	15	26	0
		% of Total	11.8%	6.1%	10.6%	.0%
Total		Count	91	43	41	11
		% of Total	37.0%	17.5%	16.7%	4.5%

Pekerjaan * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP	
			Lainnya	Total
Pekerjaan	PNS	Count	2	11
		% of Total	.8%	4.5%
	Karyawan	Count	23	62
		% of Total	9.3%	25.2%
	Ibu Rumah Tangga	Count	1	4
		% of Total	.4%	1.6%
	Pelajar/Mahasiswa	Count	22	87
		% of Total	8.9%	35.4%
	Wiraswasta	Count	12	82
		% of Total	4.9%	33.3%
Total		Count	60	246
		% of Total	24.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.042[a]	16	.000
Likelihood Ratio	50.580	16	.000
Linear-by-Linear Association	1.802	1	.179
N of Valid Cases	246		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .18.

Crosstabs

Pekerjaan * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP China yang sudah dibeli			
			Nexian	Beyond	Cross	Blueberry
Pekerjaan	PNS	Count	6	1	0	0
		% of Total	2.4%	.4%	.0%	.0%
	Karyawan	Count	17	7	8	2
		% of Total	6.9%	2.8%	3.3%	.8%
	Ibu Rumah Tangga	Count	3	0	0	0
		% of Total	1.2%	.0%	.0%	.0%
	Pelajar/Mahasiswa	Count	35	13	10	3
		% of Total	14.2%	5.3%	4.1%	1.2%
	Wiraswasta	Count	21	18	23	0
		% of Total	8.5%	7.3%	9.3%	.0%
Total		Count	82	39	41	5
		% of Total	33.3%	15.9%	16.7%	2.0%

Pekerjaan * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP	
			Lainnya	Total
Pekerjaan	PNS	Count	4	11
		% of Total	1.6%	4.5%
	Karyawan	Count	28	62
		% of Total	11.4%	25.2%
	Ibu Rumah Tangga	Count	1	4
		% of Total	.4%	1.6%
	Pelajar/Mahasiswa	Count	26	87
		% of Total	10.6%	35.4%
	Wiraswasta	Count	20	82
		% of Total	8.1%	33.3%
Total		Count	79	246
		% of Total	32.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.793[a]	16	.019
Likelihood Ratio	32.820	16	.008
Linear-by-Linear Association	2.019	1	.155
N of Valid Cases	246		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .08.

Crosstabs

Pekerjaan * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran pulsa sebulan		
			< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00
Pekerjaan	PNS	Count	7	1	0
		% of Total	2.8%	.4%	.0%
	Karyawan	Count	41	10	1
		% of Total	16.7%	4.1%	.4%
	Ibu Rumah Tangga	Count	3	0	1
		% of Total	1.2%	.0%	.4%
	Pelajar/Mahasiswa	Count	52	29	2
		% of Total	21.1%	11.8%	.8%
	Wiraswasta	Count	48	14	11
		% of Total	19.5%	5.7%	4.5%
Total		Count	151	54	15
		% of Total	61.4%	22.0%	6.1%

Pekerjaan * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran		
			Rp. 200. 000,00 - Rp. 250.000,00	> Rp. 250. 000,00	Total
Pekerjaan	PNS	Count	0	3	11
		% of Total	.0%	1.2%	4.5%
	Karyawan	Count	4	6	62
		% of Total	1.6%	2.4%	25.2%
	Ibu Rumah Tangga	Count	0	0	4
		% of Total	.0%	.0%	1.6%
	Pelajar/Mahasiswa	Count	0	4	87
		% of Total	.0%	1.6%	35.4%
	Wiraswasta	Count	8	1	82
		% of Total	3.3%	.4%	33.3%
Total		Count	12	14	246
		% of Total	4.9%	5.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.824[a]	16	.000
Likelihood Ratio	47.674	16	.000
Linear-by-Linear Association	.510	1	.475
N of Valid Cases	246		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .20.

Crosstabs

Lama menggunakan produk HP querty China * Pernah memiliki HP querty sebelum membeli HP qwety China Crosstabulation

			Pernah memiliki HP querty sebelum membeli HP qwety China		
			pernah	belum	Total
Lama menggunakan produk HP querty China	<= 1 tahun	Count	28	144	172
		% of Total	11.4%	58.5%	69.9%
	> 1 tahun	Count	23	51	74
		% of Total	9.3%	20.7%	30.1%
Total		Count	51	195	246
		% of Total	20.7%	79.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.898[b]	1	.009		
Continuity Correction[a]	6.027	1	.014		
Likelihood Ratio	6.556	1	.010		
Fisher's Exact Test				.011	.008
Linear-by-Linear Association	6.870	1	.009		
N of Valid Cases	246				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.34.

Crosstabs

Lama menggunakan produk HP querty China * Siapa yang menyarankan untuk menggunakan HP qwerty China Crosstabulation

			Siapa yang menyarankan untuk		
			Anggota keluarga	Teman	Inisiatif sendiri
Lama menggunakan produk HP querty China	<= 1 tahun	Count	11	22	101
		% of Total	4.5%	8.9%	41.1%
	> 1 tahun	Count	7	14	44
		% of Total	2.8%	5.7%	17.9%
Total		Count	18	36	145
		% of Total	7.3%	14.6%	58.9%

Lama menggunakan produk HP querty China * Siapa yang menyarankan untuk menggunakan HP qwerty China Crosstabulation

			Siapa yang menyarankan		
			Counter HP/kenalan yang bekerja di bidang telekomunikasi	Lainnya	Total
Lama menggunakan produk HP querty China	<= 1 tahun	Count	19	19	172
		% of Total	7.7%	7.7%	69.9%
	> 1 tahun	Count	5	4	74
		% of Total	2.0%	1.6%	30.1%
Total		Count	24	23	246
		% of Total	9.8%	9.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.733[a]	4	.316
Likelihood Ratio	4.906	4	.297
Linear-by-Linear Association	4.383	1	.036
N of Valid Cases	246		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.41.

Crosstabs

Lama menggunakan produk HP querty China * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP qwerty China yang bagus			
			Nexian	Beyond	Cross	Blueberry
Lama menggunakan produk HP querty China	<= 1 tahun	Count	60	31	28	7
		% of Total	24.4%	12.6%	11.4%	2.8%
	> 1 tahun	Count	31	12	13	4
		% of Total	12.6%	4.9%	5.3%	1.6%
Total		Count	91	43	41	11
		% of Total	37.0%	17.5%	16.7%	4.5%

Lama menggunakan produk HP querty China * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP	
			Lainnya	Total
Lama menggunakan produk HP querty China	<= 1 tahun	Count	46	172
		% of Total	18.7%	69.9%
	> 1 tahun	Count	14	74
		% of Total	5.7%	30.1%
Total		Count	60	246
		% of Total	24.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.341[a]	4	.673
Likelihood Ratio	2.383	4	.666
Linear-by-Linear Association	1.434	1	.231
N of Valid Cases	246		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.31.

Crosstabs

Lama menggunakan produk HP querty China * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP China yang sudah dibeli			
			Nexian	Beyond	Cross	Blueberry
Lama menggunakan produk HP querty China	<= 1 tahun	Count	55	29	28	2
		% of Total	22.4%	11.8%	11.4%	.8%
	> 1 tahun	Count	27	10	13	3
		% of Total	11.0%	4.1%	5.3%	1.2%
Total		Count	82	39	41	5
		% of Total	33.3%	15.9%	16.7%	2.0%

Lama menggunakan produk HP querty China * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP	
			Lainnya	Total
Lama menggunakan produk HP querty China	<= 1 tahun	Count	58	172
		% of Total	23.6%	69.9%
	> 1 tahun	Count	21	74
		% of Total	8.5%	30.1%
Total		Count	79	246
		% of Total	32.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.321[a]	4	.506
Likelihood Ratio	3.118	4	.538
Linear-by-Linear Association	.337	1	.561
N of Valid Cases	246		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.50.

Crosstabs

Lama menggunakan produk HP querty China * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran pulsa sebulan		
			< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00
Lama menggunakan produk HP querty China	<= 1 tahun	Count	112	40	14
		% of Total	45.5%	16.3%	5.7%
	> 1 tahun	Count	39	14	1
		% of Total	15.9%	5.7%	.4%
Total		Count	151	54	15
		% of Total	61.4%	22.0%	6.1%

Lama menggunakan produk HP querty China * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran		
			Rp. 200.000,00 - Rp. 250.000,00	> Rp. 250.000,00	Total
Lama menggunakan produk HP querty China	<= 1 tahun	Count	5	1	172
		% of Total	2.0%	.4%	69.9%
	> 1 tahun	Count	7	13	74
		% of Total	2.8%	5.3%	30.1%
Total		Count	12	14	246
		% of Total	4.9%	5.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.438[a]	4	.000
Likelihood Ratio	35.707	4	.000
Linear-by-Linear Association	19.233	1	.000
N of Valid Cases	246		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.61.

Crosstabs

Pernah memiliki HP querty sebelum membeli HP qwety China * Siapa yang menyarankan untuk menggunakan HP qwerty China Crosstabulation

			Siapa yang menyarankan untuk menggunakan HP			
			Anggota keluarga	Teman	Inisiatif sendiri	Counter HP/kenalan yang bekerja di bidang telekomunikasi
Pernah memiliki HP querty sebelum membeli HP qwety China	pernah	Count	4	8	27	3
		% of Total	1.6%	3.3%	11.0%	1.2%
	belum	Count	14	28	118	21
		% of Total	5.7%	11.4%	48.0%	8.5%
Total		Count	18	36	145	24
		% of Total	7.3%	14.6%	58.9%	9.8%

Pernah memiliki HP querty sebelum membeli HP qwety China * Siapa yang menyarankan untuk menggunakan HP qwerty China Crosstabulation

			Siapa	
			Lainnya	Total
Pernah memiliki HP querty sebelum membeli HP qwety China	pernah	Count	9	51
		% of Total	3.7%	20.7%
	belum	Count	14	195
		% of Total	5.7%	79.3%
Total		Count	23	246
		% of Total	9.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.194[a]	4	.185
Likelihood Ratio	5.629	4	.229
Linear-by-Linear Association	.793	1	.373
N of Valid Cases	246		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.73.

Crosstabs

Pernah memiliki HP querty sebelum membeli HP qwety China * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP qwerty China yang bagus			
			Nexian	Beyond	Cross	Blueberry
Pernah memiliki HP querty sebelum membeli HP qwety China	pernah	Count	26	4	15	3
		% of Total	10.6%	1.6%	6.1%	1.2%
	belum	Count	65	39	26	8
		% of Total	26.4%	15.9%	10.6%	3.3%
Total		Count	91	43	41	11
		% of Total	37.0%	17.5%	16.7%	4.5%

Pernah memiliki HP querty sebelum membeli HP qwety China * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP	
			Lainnya	Total
Pernah memiliki HP querty sebelum membeli HP qwety China	pernah	Count	3	51
		% of Total	1.2%	20.7%
	belum	Count	57	195
		% of Total	23.2%	79.3%
Total		Count	60	246
		% of Total	24.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.414[a]	4	.000
Likelihood Ratio	25.044	4	.000
Linear-by-Linear Association	7.374	1	.007
N of Valid Cases	246		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 2.28.

Crosstabs

Pernah memiliki HP querty sebelum membeli HP qwety China * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP China yang sudah dibeli			
			Nexian	Beyond	Cross	Blueberry
Pernah memiliki HP querty sebelum membeli HP qwety China	pernah	Count	25	2	15	2
		% of Total	10.2%	.8%	6.1%	.8%
	belum	Count	57	37	26	3
		% of Total	23.2%	15.0%	10.6%	1.2%
Total		Count	82	39	41	5
		% of Total	33.3%	15.9%	16.7%	2.0%

Pernah memiliki HP querty sebelum membeli HP qwety China * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP	
			Lainnya	Total
Pernah memiliki HP querty sebelum membeli HP qwety China	pernah	Count	7	51
		% of Total	2.8%	20.7%
	belum	Count	72	195
		% of Total	29.3%	79.3%
Total		Count	79	246
		% of Total	32.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.702[a]	4	.000
Likelihood Ratio	26.609	4	.000
Linear-by-Linear Association	6.827	1	.009
N of Valid Cases	246		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.04.

Crosstabs

Pernah memiliki HP querty sebelum membeli HP qwety China * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran pulsa sebulan		
			< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00
Pernah memiliki HP querty sebelum membeli HP qwety China	pernah	Count	21	13	6
		% of Total	8.5%	5.3%	2.4%
	belum	Count	130	41	9
		% of Total	52.8%	16.7%	3.7%
Total		Count	151	54	15
		% of Total	61.4%	22.0%	6.1%

Pernah memiliki HP querty sebelum membeli HP qwety China * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran		
			Rp. 200. 000,00 - Rp. 250.000,00	> Rp. 250. 000,00	Total
Pernah memiliki HP querty sebelum membeli HP qwety China	pernah	Count	6	5	51
		% of Total	2.4%	2.0%	20.7%
	belum	Count	6	9	195
		% of Total	2.4%	3.7%	79.3%
Total		Count	12	14	246
		% of Total	4.9%	5.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.203[a]	4	.003
Likelihood Ratio	14.634	4	.006
Linear-by-Linear Association	13.308	1	.000
N of Valid Cases	246		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.49.

Crosstabs

Siapa yang menyarankan untuk menggunakan HP qwerty China * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP qwerty China yang bagus		
			Nexian	Beyond	Cross
Siapa yang menyarankan untuk menggunakan HP qwerty China	Anggota keluarga	Count	10	2	2
		% of Total	4.1%	.8%	.8%
	Teman	Count	14	5	5
		% of Total	5.7%	2.0%	2.0%
	Inisiatif sendiri	Count	54	28	24
		% of Total	22.0%	11.4%	9.8%
	Counter HP/kenalan yang bekerja di bidang	Count	7	4	7
		% of Total	2.8%	1.6%	2.8%
	Lainnya	Count	6	4	3
		% of Total	2.4%	1.6%	1.2%
Total		Count	91	43	41
		% of Total	37.0%	17.5%	16.7%

Siapa yang menyarankan untuk menggunakan HP qwerty China * Merek HP qwerty China yang bagus Crosstabulation

			Merek HP qwerty China		
			Blueberry	Lainnya	Total
Siapa yang menyarankan untuk menggunakan HP qwerty China	Anggota keluarga	Count	0	4	18
		% of Total	.0%	1.6%	7.3%
	Teman	Count	3	9	36
		% of Total	1.2%	3.7%	14.6%
	Inisiatif sendiri	Count	7	32	145
		% of Total	2.8%	13.0%	58.9%
	Counter HP/kenalan yang bekerja di bidang	Count	0	6	24
		% of Total	.0%	2.4%	9.8%
	Lainnya	Count	1	9	23
		% of Total	.4%	3.7%	9.3%
Total		Count	11	60	246
		% of Total	4.5%	24.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.287[a]	16	.724
Likelihood Ratio	13.228	16	.656
Linear-by-Linear Association	2.707	1	.100
N of Valid Cases	246		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .80.

Crosstabs

Siapa yang menyarankan untuk menggunakan HP qwerty China * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP China yang sudah dibeli		
			Nexian	Beyond	Cross
Siapa yang menyarankan untuk menggunakan HP qwerty China	Anggota keluarga	Count	7	2	4
		% of Total	2.8%	.8%	1.6%
	Teman	Count	14	10	3
		% of Total	5.7%	4.1%	1.2%
	Inisiatif sendiri	Count	46	23	28
		% of Total	18.7%	9.3%	11.4%
	Counter HP/kenalan yang bekerja di bidang	Count	8	2	6
		% of Total	3.3%	.8%	2.4%
	Lainnya	Count	7	2	0
		% of Total	2.8%	.8%	.0%
Total		Count	82	39	41
		% of Total	33.3%	15.9%	16.7%

Siapa yang menyarankan untuk menggunakan HP qwerty China * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP China yang		
			Blueberry	Lainnya	Total
Siapa yang menyarankan untuk menggunakan HP qwerty China	Anggota keluarga	Count	0	5	18
		% of Total	.0%	2.0%	7.3%
	Teman	Count	3	6	36
		% of Total	1.2%	2.4%	14.6%
	Inisiatif sendiri	Count	2	46	145
		% of Total	.8%	18.7%	58.9%
	Counter HP/kenalan yang bekerja di bidang	Count	0	8	24
		% of Total	.0%	3.3%	9.8%
	Lainnya	Count	0	14	23
		% of Total	.0%	5.7%	9.3%
Total		Count	5	79	246
		% of Total	2.0%	32.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.407[a]	16	.016
Likelihood Ratio	31.718	16	.011
Linear-by-Linear Association	5.155	1	.023
N of Valid Cases	246		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .37.

Crosstabs

Siapa yang menyarankan untuk menggunakan HP qwerty China * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran	
			< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00
Siapa yang menyarankan untuk menggunakan HP qwerty China	Anggota keluarga	Count	11	6
		% of Total	4.5%	2.4%
	Teman	Count	24	6
		% of Total	9.8%	2.4%
	Inisiatif sendiri	Count	96	24
		% of Total	39.0%	9.8%
	Counter HP/kenalan yang bekerja di bidang	Count	11	9
		% of Total	4.5%	3.7%
	Lainnya	Count	9	9
		% of Total	3.7%	3.7%
Total		Count	151	54
		% of Total	61.4%	22.0%

Siapa yang menyarankan untuk menggunakan HP qwerty China * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran	
			Rp. 150.000,00 - Rp. 200.000,00	Rp. 200.000,00 - Rp. 250.000,00
Siapa yang menyarankan untuk menggunakan HP qwerty China	Anggota keluarga	Count	1	0
		% of Total	.4%	.0%
	Teman	Count	1	2
		% of Total	.4%	.8%
	Inisiatif sendiri	Count	8	6
		% of Total	3.3%	2.4%
	Counter HP/kenalan yang bekerja di bidang	Count	3	1
		% of Total	1.2%	.4%
	Lainnya	Count	2	3
		% of Total	.8%	1.2%
Total		Count	15	12
		% of Total	6.1%	4.9%

Siapa yang menyarankan untuk menggunakan HP qwerty China * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya	
			> Rp. 250.000,00	Total
Siapa yang menyarankan untuk menggunakan HP qwerty China	Anggota keluarga	Count	0	18
		% of Total	.0%	7.3%
	Teman	Count	3	36
		% of Total	1.2%	14.6%
	Inisiatif sendiri	Count	11	145
		% of Total	4.5%	58.9%
	Counter HP/kenalan yang bekerja di bidang	Count	0	24
		% of Total	.0%	9.8%
	Lainnya	Count	0	23
		% of Total	.0%	9.3%
Total		Count	14	246
		% of Total	5.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.603[a]	16	.077
Likelihood Ratio	27.176	16	.040
Linear-by-Linear Association	1.570	1	.210
N of Valid Cases	246		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .88.

Crosstabs

Merek HP qwerty China yang bagus * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP China yang sudah dibeli			
			Nexian	Beyond	Cross	Blueberry
Merek HP qwerty China yang bagus	Nexian	Count	68	0	4	0
		% of Total	27.6%	.0%	1.6%	.0%
	Beyond	Count	9	30	2	0
		% of Total	3.7%	12.2%	.8%	.0%
	Cross	Count	0	0	34	0
		% of Total	.0%	.0%	13.8%	.0%
	Blueberry	Count	3	2	0	5
		% of Total	1.2%	.8%	.0%	2.0%
	Lainnya	Count	2	7	1	0
		% of Total	.8%	2.8%	.4%	.0%
Total		Count	82	39	41	5
		% of Total	33.3%	15.9%	16.7%	2.0%

Merek HP qwerty China yang bagus * Merk HP China yang sudah dibeli Crosstabulation

			Merk HP Lainnya	Total
Merek HP qwerty China yang bagus	Nexian	Count	19	91
		% of Total	7.7%	37.0%
	Beyond	Count	2	43
		% of Total	.8%	17.5%
	Cross	Count	7	41
		% of Total	2.8%	16.7%
	Blueberry	Count	1	11
		% of Total	.4%	4.5%
	Lainnya	Count	50	60
		% of Total	20.3%	24.4%
Total		Count	79	246
		% of Total	32.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	483.308[a]	16	.000
Likelihood Ratio	355.866	16	.000
Linear-by-Linear Association	93.259	1	.000
N of Valid Cases	246		

a. 9 cells (36.0%) have expected count less than 5. The minimum expected count is .22.

Crosstabs

Merek HP qwerty China yang bagus * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran pulsa sebulan			
			< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00	Rp. 200.000,00 - Rp. 250.000,00
Merek HP qwerty China yang bagus	Nexian	Count	58	23	2	3
		% of Total	23.6%	9.3%	.8%	1.2%
	Beyond	Count	31	10	2	0
		% of Total	12.6%	4.1%	.8%	.0%
	Cross	Count	23	4	5	6
		% of Total	9.3%	1.6%	2.0%	2.4%
	Blueberry	Count	4	2	2	0
		% of Total	1.6%	.8%	.8%	.0%
	Lainnya	Count	35	15	4	3
		% of Total	14.2%	6.1%	1.6%	1.2%
Total		Count	151	54	15	12
		% of Total	61.4%	22.0%	6.1%	4.9%

Merek HP qwerty China yang bagus * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya	
			> Rp. 250.000,00	Total
Merek HP qwerty China yang bagus	Nexian	Count	5	91
		% of Total	2.0%	37.0%
	Beyond	Count	0	43
		% of Total	.0%	17.5%
	Cross	Count	3	41
		% of Total	1.2%	16.7%
	Blueberry	Count	3	11
		% of Total	1.2%	4.5%
	Lainnya	Count	3	60
		% of Total	1.2%	24.4%
Total		Count	14	246
		% of Total	5.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.262[a]	16	.003
Likelihood Ratio	34.355	16	.005
Linear-by-Linear Association	2.747	1	.097
N of Valid Cases	246		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .54.

Crosstabs

Merk HP China yang sudah dibeli * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya rata-rata pembayaran pulsa sebulan			
			< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00	Rp. 200.000,00 - Rp. 250.000,00
Merk HP China yang sudah dibeli	Nexian	Count	50	24	1	3
		% of Total	20.3%	9.8%	.4%	1.2%
	Beyond	Count	29	6	4	0
		% of Total	11.8%	2.4%	1.6%	.0%
	Cross	Count	22	6	6	3
		% of Total	8.9%	2.4%	2.4%	1.2%
	Blueberry	Count	2	0	0	0
		% of Total	.8%	.0%	.0%	.0%
	Lainnya	Count	48	18	4	6
		% of Total	19.5%	7.3%	1.6%	2.4%
Total		Count	151	54	15	12
		% of Total	61.4%	22.0%	6.1%	4.9%

Merk HP China yang sudah dibeli * Biaya rata-rata pembayaran pulsa sebulan Crosstabulation

			Biaya	
			> Rp. 250.000,00	Total
Merk HP China yang sudah dibeli	Nexian	Count	4	82
		% of Total	1.6%	33.3%
	Beyond	Count	0	39
		% of Total	.0%	15.9%
	Cross	Count	4	41
		% of Total	1.6%	16.7%
	Blueberry	Count	3	5
		% of Total	1.2%	2.0%
	Lainnya	Count	3	79
		% of Total	1.2%	32.1%
Total		Count	14	246
		% of Total	5.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.394[a]	16	.000
Likelihood Ratio	38.633	16	.001
Linear-by-Linear Association	1.506	1	.220
N of Valid Cases	246		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .24.

LAMPIRAN IX

DATA JAWABAN RESPONDEN

Case Summaries

	Price_1	Price_2	Price_3	Prfmnc_1	Prfmnc_2	Prfmnc_3	Feature_1	Feature_2
1	5	5	5	4	4	5	5	4
2	4	5	3	3	2	2	5	3
3	4	4	3	3	2	2	5	3
4	5	5	3	3	3	3	4	4
5	4	4	2	3	3	2	2	4
6	5	4	3	3	4	3	4	4
7	4	4	4	2	4	2	2	1
8	5	5	3	3	4	3	4	3
9	4	4	4	4	4	4	4	3
10	5	5	5	4	4	4	4	3
11	4	4	4	4	4	3	4	2
12	5	5	2	4	4	4	4	2
13	4	4	3	4	4	3	3	3
14	4	4	3	4	3	3	3	3
15	4	4	4	4	4	5	4	4
16	4	3	1	2	2	3	2	2
17	4	4	5	4	4	4	4	5
18	4	4	2	2	2	2	3	2
19	4	4	4	4	3	3	4	4
20	4	4	4	4	3	2	4	4
21	4	4	3	3	3	3	2	4
22	5	4	4	4	4	4	4	4
23	4	5	3	4	3	2	4	5
24	4	5	2	2	3	2	2	2
25	5	4	3	4	4	4	4	4
26	2	4	3	3	3	3	4	4
27	2	3	3	4	4	3	3	4
28	5	4	3	5	4	5	4	4
29	4	4	5	4	4	4	4	4
30	5	4	4	4	4	4	2	2
31	5	5	4	4	4	4	4	4
32	4	5	3	3	3	4	2	3
33	4	4	3	3	3	3	2	2
34	3	3	2	2	2	2	2	2
35	4	4	2	2	2	2	2	1
36	3	3	2	2	1	2	4	4
37	4	4	1	2	2	2	2	4
38	4	4	4	4	4	2	4	2
39	4	4	3	4	4	3	2	3
40	4	4	3	2	3	2	2	2
41	1	5	1	1	1	1	3	3
42	4	4	3	4	2	2	4	4
43	4	4	3	1	3	3	2	2
44	4	4	3	3	2	3	3	2
45	4	4	3	3	3	3	4	3
46	4	4	3	4	3	2	3	3
47	5	5	3	4	2	2	4	3
48	4	4	3	2	4	4	2	2
49	4	4	3	4	4	4	2	2
50	4	4	4	2	2	2	2	3
51	5	5	4	4	4	4	4	4
52	4	4	4	3	4	4	4	4
53	4	4	4	3	4	4	4	4
54	4	4	3	3	3	2	2	3
55	4	4	2	4	4	4	5	2
56	5	5	3	2	3	2	4	3
57	5	5	2	4	4	4	2	4
58	5	4	2	2	2	4	4	4
59	5	5	2	2	4	4	4	4
60	4	4	2	2	2	2	4	1
61	5	4	2	2	3	3	2	2
62	5	5	3	4	4	4	3	3
63	4	4	3	2	2	2	4	2
64	5	5	4	3	4	3	4	3
65	5	5	4	5	4	4	5	5
66	5	4	2	4	2	3	4	4
67	5	5	3	3	4	3	4	4
68	5	3	3	4	3	3	4	2

Case Summaries

	Price_1	Price_2	Price_3	Prfmnc_1	Prfmnc_2	Prfmnc_3	Feature_1	Feature_2
69	5	5	5	4	2	3	3	4
70	4	3	3	4	2	2	2	2
71	3	4	2	4	2	2	4	4
72	3	2	2	5	1	2	2	2
73	4	3	3	3	3	2	3	3
74	4	4	2	4	4	4	2	1
75	4	4	4	4	4	4	3	3
76	5	5	5	4	2	2	2	1
77	4	5	3	4	4	3	5	4
78	5	3	3	4	3	3	4	2
79	1	5	5	5	4	4	5	4
80	4	4	3	4	3	3	4	3
81	5	5	3	3	3	3	3	3
82	4	4	4	3	2	2	3	2
83	4	4	4	4	4	4	4	4
84	4	4	3	3	3	4	4	3
85	3	3	3	4	3	4	3	3
86	5	5	4	4	4	4	4	4
87	4	3	3	3	2	3	4	4
88	4	5	3	3	3	3	4	4
89	5	5	3	5	5	4	4	4
90	4	4	3	3	3	3	3	3
91	5	5	5	4	4	4	4	5
92	3	4	4	3	2	2	3	2
93	4	4	4	4	4	3	4	3
94	4	4	4	5	5	5	3	3
95	5	4	4	3	4	2	2	4
96	4	4	4	4	4	4	4	4
97	4	4	4	2	2	4	4	4
98	4	4	4	2	3	3	4	4
99	5	4	4	3	2	3	1	4
100	5	5	5	1	1	1	2	2
101	5	4	4	4	2	2	4	2
102	4	4	4	4	4	3	4	3
103	5	4	4	3	4	2	5	2
104	4	4	4	3	3	3	3	3
105	4	4	4	4	4	4	3	3
106	5	4	4	2	3	3	3	3
107	4	4	4	4	3	3	4	4
108	5	4	4	3	3	3	4	4
109	5	5	5	5	3	2	4	4
110	5	5	5	4	4	4	4	4
111	4	4	4	3	3	3	2	2
112	1	1	1	2	3	3	4	4
113	4	4	4	4	2	3	4	4
114	4	4	4	4	4	4	2	2
115	4	4	4	3	3	2	4	4
116	4	4	4	3	3	2	4	4
117	4	4	4	4	4	4	3	4
118	4	4	4	3	4	3	4	2
119	5	5	5	4	4	4	4	3
120	3	4	2	3	2	2	3	4
121	4	4	2	4	4	4	2	2
122	4	5	2	4	3	3	4	4
123	4	5	4	4	4	4	4	2
124	5	5	5	5	5	2	3	3
125	5	5	4	3	4	4	4	5
126	5	5	4	2	4	5	3	2
127	5	5	5	5	5	4	3	3
128	5	5	5	5	5	5	4	3
129	4	4	4	3	4	4	3	2
130	4	4	3	4	4	4	4	4
131	4	4	3	3	4	4	3	3
132	4	4	3	3	3	3	3	4
133	5	5	5	4	3	4	4	4
134	5	5	4	5	5	5	5	4
135	4	4	3	3	3	3	4	3
136	4	4	4	2	3	3	2	2

Case Summaries

	Price_1	Price_2	Price_3	Prfmnc_1	Prfmnc_2	Prfmnc_3	Feature_1	Feature_2
137	4	4	5	4	4	4	4	4
138	5	5	3	2	2	3	3	2
139	4	5	3	3	2	2	3	2
140	5	5	3	4	4	3	4	4
141	5	5	5	2	2	3	4	4
142	5	5	5	4	2	4	4	4
143	4	4	4	4	5	2	3	3
144	4	4	4	3	2	2	5	3
145	5	5	5	3	3	3	4	4
146	5	5	5	3	4	3	4	3
147	5	5	5	4	4	4	4	3
148	5	5	5	4	4	4	4	2
149	4	4	4	4	3	3	3	3
150	4	3	3	2	2	3	2	2
151	4	4	4	2	2	2	3	2
152	4	4	4	4	3	2	4	4
153	4	5	5	4	3	2	4	5
154	2	4	4	3	3	3	4	4
155	2	3	3	4	4	3	3	4
156	4	4	4	4	4	4	4	4
157	5	4	4	4	4	4	2	2
158	4	4	4	3	3	3	2	2
159	4	4	4	2	2	2	2	1
160	3	3	3	2	1	2	4	4
161	4	4	4	4	4	2	4	2
162	4	4	4	2	3	2	2	2
163	1	2	2	1	1	1	3	3
164	4	4	4	3	2	3	3	2
165	4	4	4	4	3	2	3	3
166	4	4	4	2	4	4	2	2
167	5	5	5	4	4	4	4	4
168	4	4	4	3	4	4	4	4
169	4	4	4	4	4	4	5	2
170	5	5	5	4	4	4	2	4
171	5	4	4	2	2	4	4	4
172	4	4	3	2	2	2	4	1
173	5	5	4	4	4	4	3	3
174	4	4	3	2	2	2	4	2
175	5	5	4	5	4	4	5	5
176	5	5	3	3	4	3	4	4
177	4	3	3	4	2	2	2	2
178	3	2	3	5	1	2	2	2
179	4	4	2	4	4	4	2	1
180	5	5	4	4	2	2	2	1
181	4	5	5	5	4	4	5	4
182	4	4	3	3	3	4	4	3
183	5	5	4	4	4	4	4	4
184	4	5	3	3	3	3	4	4
185	5	5	3	5	5	4	4	4
186	4	4	3	3	3	3	3	3
187	5	5	5	4	4	4	4	5
188	4	4	3	4	4	3	4	3
189	5	4	3	3	4	2	2	4
190	4	4	4	4	4	4	4	4
191	4	4	3	2	3	3	4	4
192	5	5	2	1	1	1	2	2
193	5	4	3	4	2	2	4	2
194	4	4	4	4	4	3	4	3
195	4	4	4	3	3	3	3	3
196	5	4	4	2	3	3	3	3
197	5	4	4	3	3	3	4	4
198	5	5	5	5	3	2	4	4
199	5	5	5	4	4	4	4	4
200	1	1	1	2	3	3	4	4
201	4	3	1	2	2	3	2	2
202	4	4	2	2	2	2	3	2
203	4	4	3	3	3	3	2	4
204	4	5	3	4	3	2	4	5

Case Summaries

	Price_1	Price_2	Price_3	Prfmnc_1	Prfmnc_2	Prfmnc_3	Feature_1	Feature_2
205	5	4	3	4	4	4	4	4
206	2	3	3	4	4	3	3	4
207	5	4	3	5	4	5	4	4
208	4	4	3	3	3	3	2	2
209	3	3	2	2	1	2	4	4
210	4	4	3	4	4	3	2	3
211	1	5	1	1	1	1	3	3
212	4	4	3	1	3	3	2	2
213	4	4	3	3	3	3	4	3
214	5	5	3	4	2	2	4	3
215	4	4	3	4	4	4	2	2
216	4	4	4	3	4	4	4	4
217	4	4	3	3	3	2	2	3
218	5	5	3	2	3	2	4	3
219	5	4	2	2	2	4	4	4
220	5	5	3	4	4	4	3	3
221	5	5	4	5	4	4	5	5
222	5	5	3	3	4	3	4	4
223	5	5	5	4	2	3	3	4
224	3	4	2	4	2	2	4	4
225	4	4	4	4	4	4	3	3
226	5	3	3	4	3	3	4	2
227	4	4	3	4	3	3	4	3
228	4	4	4	4	4	4	4	4
229	5	5	4	4	4	4	4	4
230	4	4	3	3	3	3	3	3
231	4	4	4	4	4	3	4	3
232	4	4	4	5	5	5	3	3
233	4	4	4	2	2	4	4	4
234	4	4	4	2	3	3	4	4
235	5	5	5	1	1	1	2	2
236	5	4	4	3	4	2	5	2
237	4	4	4	4	4	4	3	3
238	5	4	4	3	3	3	4	4
239	4	4	4	3	3	3	2	2
240	4	4	4	4	2	3	4	4
241	4	4	4	4	4	4	3	4
242	5	5	5	4	4	4	4	3
243	3	4	2	3	2	2	3	4
244	4	5	2	4	3	3	4	4
245	5	5	5	5	5	2	3	3
246	5	5	4	2	4	5	3	2

Case Summaries

	Feature_3	Rlbty_1	Rlbty_2	Rlbty_3	Drblty_1	Drblty_2	Drblty_3	Srvcablty_1
1	5	4	4	4	4	3	3	3
2	3	3	3	3	4	3	3	4
3	3	3	3	3	4	3	3	5
4	4	3	3	3	4	4	4	4
5	4	2	3	2	3	3	2	3
6	4	3	3	2	3	2	3	2
7	3	2	1	2	1	2	1	1
8	2	3	4	3	2	2	2	1
9	3	3	4	4	3	3	2	2
10	3	3	4	4	4	4	4	4
11	3	3	3	3	3	3	3	2
12	1	2	2	2	1	2	2	4
13	3	3	3	3	3	3	3	4
14	3	3	3	3	3	3	3	3
15	5	4	4	4	5	4	4	4
16	3	2	2	2	1	1	1	2
17	5	4	5	4	4	4	4	4
18	3	2	2	2	2	2	3	4
19	4	3	3	3	3	3	3	3
20	3	2	2	2	2	1	2	4
21	3	3	3	3	2	2	2	3
22	4	4	4	4	3	3	3	4
23	4	2	2	2	1	1	1	5
24	1	1	2	2	2	3	2	4
25	4	4	4	4	4	4	3	4
26	4	3	4	3	3	3	3	3
27	3	3	2	2	3	3	3	3
28	5	3	4	2	4	4	4	4
29	5	2	2	3	2	2	2	3
30	3	3	3	3	4	4	4	2
31	4	2	2	3	3	2	2	1
32	4	2	3	2	2	2	2	1
33	3	1	1	1	1	1	1	3
34	2	1	1	1	1	1	1	1
35	2	2	1	1	1	1	1	3
36	3	1	1	1	1	1	1	2
37	4	1	1	2	1	1	1	5
38	4	2	4	1	3	3	2	4
39	4	3	3	3	1	3	3	2
40	3	3	3	2	2	2	2	4
41	1	1	1	1	2	2	2	5
42	4	2	2	3	2	1	1	3
43	3	1	3	1	3	3	3	3
44	3	3	3	4	4	3	3	3
45	2	1	2	2	3	2	2	1
46	3	3	3	3	2	1	1	4
47	4	2	2	2	2	2	3	4
48	3	3	3	2	4	4	2	4
49	3	2	2	1	4	4	2	2
50	4	3	2	2	3	3	2	4
51	3	3	3	2	3	3	2	3
52	4	2	2	4	3	3	3	3
53	4	3	3	4	3	3	3	3
54	4	3	2	2	3	2	2	3
55	4	2	3	4	4	2	2	4
56	2	3	4	4	3	2	2	2
57	4	1	1	1	2	2	1	4
58	4	1	2	2	2	2	2	4
59	4	2	2	2	1	1	1	1
60	4	1	2	1	2	2	2	2
61	2	2	2	1	2	2	1	3
62	3	2	2	2	2	2	2	5
63	4	3	2	2	2	2	2	2
64	3	3	3	3	2	2	3	2
65	5	4	4	4	5	4	4	4
66	4	3	2	2	3	4	3	4
67	3	2	3	2	2	2	2	4
68	3	1	4	2	3	2	2	2

Case Summaries

	Feature_3	Rlbty_1	Rlbty_2	Rlbty_3	Drblty_1	Drblty_2	Drblty_3	Srvcablty_1
69	4	3	3	3	3	2	3	4
70	2	3	2	1	2	2	2	1
71	5	3	3	3	1	1	1	4
72	2	2	4	3	2	1	2	4
73	3	3	3	3	2	2	2	3
74	2	2	2	2	2	1	2	2
75	3	3	3	3	3	3	3	4
76	1	1	1	2	3	2	2	2
77	4	4	4	3	3	3	3	2
78	3	3	3	2	3	3	3	4
79	4	4	4	3	3	3	3	5
80	3	3	3	3	4	3	4	3
81	3	3	3	3	3	3	3	4
82	3	2	2	2	2	2	2	4
83	4	3	3	4	3	3	3	4
84	4	3	2	2	2	2	2	4
85	3	4	4	4	3	4	3	2
86	4	3	3	3	3	3	3	4
87	3	4	4	4	3	4	3	3
88	4	3	3	3	3	2	2	3
89	4	2	3	3	3	2	3	3
90	3	3	3	3	3	3	3	3
91	5	4	4	4	4	4	4	5
92	4	4	2	2	3	3	3	4
93	3	2	3	3	3	3	3	4
94	3	4	4	4	4	4	4	5
95	4	3	3	3	2	2	2	4
96	4	3	3	3	3	3	3	3
97	2	2	2	2	2	2	2	2
98	4	3	3	2	3	2	2	4
99	3	3	3	2	3	3	2	3
100	2	1	2	1	2	2	2	3
101	2	1	3	2	2	2	2	4
102	3	3	3	3	3	3	3	4
103	4	3	3	3	3	3	3	5
104	3	2	2	2	3	3	3	3
105	3	4	4	4	4	4	4	5
106	3	2	2	2	2	2	2	2
107	5	5	3	3	3	3	3	4
108	5	3	4	4	4	4	4	5
109	4	2	2	2	2	2	2	4
110	4	4	4	4	4	4	4	4
111	3	2	3	2	3	2	2	4
112	3	4	4	4	4	4	4	3
113	4	2	3	3	2	2	2	3
114	3	3	3	3	2	2	2	4
115	4	2	3	2	3	3	3	3
116	4	3	4	3	3	3	3	3
117	4	3	4	3	2	2	1	1
118	2	2	2	3	3	2	2	4
119	3	3	3	3	3	3	3	2
120	3	3	3	3	3	2	3	3
121	3	5	5	5	4	4	4	3
122	2	4	2	3	2	2	2	4
123	3	1	3	2	3	4	4	4
124	4	4	3	3	3	3	3	4
125	4	4	4	4	4	4	4	4
126	3	3	4	3	5	5	5	4
127	3	4	5	4	5	5	4	4
128	3	5	5	4	5	5	5	4
129	3	4	4	4	4	5	4	3
130	4	3	2	4	2	2	2	4
131	3	3	4	3	4	4	4	4
132	3	3	3	4	3	3	3	3
133	4	3	3	3	3	3	3	4
134	4	4	4	4	5	5	4	5
135	3	3	3	2	3	3	2	2
136	3	3	3	3	3	3	3	2

Case Summaries

	Feature_3	Rlbty_1	Rlbty_2	Rlbty_3	Drblty_1	Drblty_2	Drblty_3	Srvcablty_1
137	4	4	4	4	4	4	4	3
138	3	2	2	2	1	1	1	5
139	2	3	3	3	2	2	2	4
140	3	2	3	3	3	2	2	2
141	3	2	1	1	1	1	3	4
142	2	4	2	4	2	2	2	2
143	4	5	3	4	2	3	2	5
144	3	3	3	3	4	3	3	5
145	4	3	3	3	4	4	4	4
146	2	3	4	3	2	2	2	1
147	3	3	4	4	4	4	4	4
148	1	2	2	2	1	2	2	4
149	3	3	3	3	3	3	3	3
150	3	2	2	2	1	1	1	2
151	3	2	2	2	2	2	3	4
152	3	2	2	2	2	1	2	4
153	4	2	2	2	1	1	1	5
154	4	3	4	3	3	3	3	3
155	3	3	2	2	3	3	3	3
156	5	2	2	3	2	2	2	3
157	3	3	3	3	4	4	4	2
158	3	1	1	1	1	1	1	3
159	2	2	1	1	1	1	1	3
160	3	1	1	1	1	1	1	2
161	4	2	4	1	3	3	2	4
162	3	3	3	2	2	2	2	4
163	1	1	1	1	2	2	2	5
164	3	3	3	4	4	3	3	3
165	3	3	3	3	2	1	1	4
166	3	3	3	2	4	4	2	4
167	3	3	3	2	3	3	2	3
168	4	2	2	4	3	3	3	3
169	4	2	3	4	4	2	2	4
170	4	1	1	1	2	2	1	4
171	4	1	2	2	2	2	2	4
172	4	1	2	1	2	2	2	2
173	3	2	2	2	2	2	2	5
174	4	3	2	2	2	2	2	2
175	5	4	4	4	5	4	4	4
176	3	2	3	2	2	2	2	4
177	2	3	2	1	2	2	2	1
178	2	2	4	3	2	1	2	4
179	2	2	2	2	2	1	2	2
180	1	1	1	2	3	2	2	2
181	4	4	4	3	3	3	3	5
182	4	3	2	2	2	2	2	4
183	4	3	3	3	3	3	3	4
184	4	3	3	3	3	2	2	3
185	4	2	3	3	3	2	3	3
186	3	3	3	3	3	3	3	3
187	5	4	4	4	4	4	4	5
188	3	2	3	3	3	3	3	4
189	4	3	3	3	2	2	2	4
190	4	3	3	3	3	3	3	3
191	4	3	3	2	3	2	2	4
192	2	1	2	1	2	2	2	3
193	2	1	3	2	2	2	2	4
194	3	3	3	3	3	3	3	4
195	3	2	2	2	3	3	3	3
196	3	2	2	2	2	2	2	2
197	5	3	4	4	4	4	4	5
198	4	2	2	2	2	2	2	4
199	4	4	4	4	4	4	4	4
200	3	4	4	4	4	4	4	3
201	3	2	2	2	1	1	1	2
202	3	2	2	2	2	2	3	4
203	3	3	3	3	2	2	2	3
204	4	2	2	2	1	1	1	5

Case Summaries

	Feature_3	Rlbty_1	Rlbty_2	Rlbty_3	Drblty_1	Drblty_2	Drblty_3	Srvcablty_1
205	4	4	4	4	4	4	3	4
206	3	3	2	2	3	3	3	3
207	5	3	4	2	4	4	4	4
208	3	1	1	1	1	1	1	3
209	3	1	1	1	1	1	1	2
210	4	3	3	3	1	3	3	2
211	1	1	1	1	2	2	2	5
212	3	1	3	1	3	3	3	3
213	2	1	2	2	3	2	2	1
214	4	2	2	2	2	2	3	4
215	3	2	2	1	4	4	2	2
216	4	2	2	4	3	3	3	3
217	4	3	2	2	3	2	2	3
218	2	3	4	4	3	2	2	2
219	4	1	2	2	2	2	2	4
220	3	2	2	2	2	2	2	5
221	5	4	4	4	5	4	4	4
222	3	2	3	2	2	2	2	4
223	4	3	3	3	3	2	3	4
224	5	3	3	3	1	1	1	4
225	3	3	3	3	3	3	3	4
226	3	3	3	2	3	3	3	4
227	3	3	3	3	4	3	4	3
228	4	3	3	4	3	3	3	4
229	4	3	3	3	3	3	3	4
230	3	3	3	3	3	3	3	3
231	3	2	3	3	3	3	3	4
232	3	4	4	4	4	4	4	5
233	2	2	2	2	2	2	2	2
234	4	3	3	2	3	2	2	4
235	2	1	2	1	2	2	2	3
236	4	3	3	3	3	3	3	5
237	3	4	4	4	4	4	4	5
238	5	3	4	4	4	4	4	5
239	3	2	3	2	3	2	2	4
240	4	2	3	3	2	2	2	3
241	4	3	4	3	2	2	1	1
242	3	3	3	3	3	3	3	2
243	3	3	3	3	3	2	3	3
244	2	4	2	3	2	2	2	4
245	4	4	3	3	3	3	3	4
246	3	3	4	3	5	5	5	4

Case Summaries

	Srvcablty_2	Srvcablty_3	Aesthetic_1	Aesthetic_2	Aesthetic_3	Confrmce_1	Confrmce_2
1	3	2	5	5	5	5	5
2	4	3	5	4	3	3	3
3	4	3	5	4	3	3	3
4	4	3	4	4	4	4	4
5	3	3	4	4	3	3	3
6	2	2	3	3	2	2	3
7	2	3	1	4	3	2	2
8	3	2	1	3	3	3	2
9	2	2	3	3	2	3	3
10	4	4	4	4	5	4	4
11	2	2	4	4	4	4	4
12	4	4	4	4	2	4	4
13	3	3	3	3	3	3	3
14	3	3	4	4	4	3	3
15	4	5	5	5	4	4	4
16	2	2	3	3	3	2	2
17	4	4	4	4	4	3	4
18	4	2	3	3	3	3	3
19	3	3	4	4	3	3	3
20	4	2	4	4	3	4	3
21	3	4	4	4	3	3	3
22	4	2	4	4	3	4	4
23	5	4	4	4	4	4	3
24	4	2	3	2	2	2	3
25	4	4	3	3	3	5	5
26	3	3	4	4	3	3	3
27	2	2	4	3	3	3	2
28	4	4	5	4	3	4	5
29	3	2	5	5	5	3	3
30	2	2	4	4	4	4	4
31	1	3	4	4	4	4	4
32	3	1	4	3	2	3	3
33	3	1	4	4	3	2	2
34	2	1	3	3	2	2	2
35	2	1	3	3	2	2	2
36	1	3	4	3	1	2	2
37	4	2	5	5	2	3	2
38	2	1	4	4	4	2	2
39	2	3	4	4	4	3	3
40	4	4	3	3	3	4	4
41	2	5	5	5	1	1	1
42	3	3	4	4	3	4	3
43	3	3	3	3	3	1	1
44	3	3	4	5	4	4	4
45	2	2	3	4	2	3	2
46	4	2	3	3	3	3	2
47	4	3	2	2	1	3	2
48	4	4	3	3	3	3	3
49	2	4	4	4	4	4	4
50	4	4	4	4	2	2	2
51	3	3	3	3	2	2	3
52	3	3	3	3	3	3	3
53	3	3	4	4	4	4	4
54	3	1	5	4	4	3	2
55	2	2	5	4	4	4	4
56	2	2	4	4	4	4	3
57	4	4	4	4	3	4	2
58	4	3	4	4	3	4	4
59	1	1	4	2	2	4	4
60	2	2	4	4	3	2	2
61	2	3	4	4	3	2	3
62	5	2	4	4	4	3	3
63	1	2	4	4	4	2	4
64	3	2	3	3	3	2	2
65	4	4	5	5	4	4	4
66	4	4	3	4	4	4	4
67	4	3	3	2	2	4	4
68	3	4	4	3	5	3	3

Case Summaries

	Srvcablty_2	Srvcablty_3	Aesthetic_1	Aesthetic_2	Aesthetic_3	Confrmce_1	Confrmce_2
69	4	3	4	4	4	3	3
70	2	2	3	3	2	1	2
71	4	2	3	2	4	1	1
72	3	4	4	3	1	1	2
73	3	2	3	3	3	3	2
74	2	2	3	2	2	4	4
75	4	4	4	4	4	3	3
76	2	1	4	4	2	1	1
77	4	4	5	5	5	4	3
78	4	2	4	4	3	3	3
79	5	3	5	5	5	4	4
80	3	3	4	4	4	3	3
81	4	1	3	3	3	3	3
82	4	3	3	3	3	2	2
83	4	4	4	4	4	4	3
84	3	3	4	4	3	4	4
85	2	3	1	2	4	1	2
86	4	4	4	4	4	3	3
87	3	2	4	4	3	3	3
88	3	3	4	4	3	4	3
89	3	2	3	2	3	3	3
90	3	2	4	4	3	3	3
91	5	4	5	5	5	5	4
92	4	4	4	4	3	3	3
93	4	3	3	3	3	4	4
94	5	5	4	4	4	5	5
95	4	3	4	4	4	4	3
96	3	4	4	4	3	4	4
97	2	2	2	4	2	4	1
98	4	3	5	5	5	3	3
99	2	3	2	1	4	3	2
100	4	2	2	2	2	2	2
101	4	3	4	4	3	4	3
102	4	2	3	4	3	4	3
103	5	2	4	4	3	2	4
104	3	3	4	4	4	4	4
105	5	5	5	5	5	4	4
106	2	2	4	4	3	3	3
107	4	3	5	5	5	5	5
108	4	4	4	4	3	4	4
109	4	2	3	4	4	3	3
110	4	4	5	5	5	4	4
111	2	3	4	4	3	3	3
112	3	3	3	2	3	3	3
113	3	3	4	4	3	4	2
114	4	3	4	4	4	4	4
115	2	2	3	3	2	4	1
116	2	2	3	3	2	4	1
117	4	3	4	3	3	3	3
118	4	3	4	4	4	4	4
119	2	2	3	3	3	3	3
120	3	3	3	3	3	3	3
121	3	3	5	5	5	4	4
122	5	2	4	4	3	3	3
123	5	4	3	3	4	4	4
124	3	3	4	4	3	4	3
125	4	4	5	5	3	5	5
126	4	4	4	4	3	4	4
127	3	4	5	4	4	5	5
128	3	4	4	4	3	4	4
129	3	3	5	4	3	5	4
130	4	3	4	4	4	4	4
131	2	2	4	4	4	4	4
132	3	3	4	4	3	3	3
133	4	4	4	4	4	4	4
134	5	4	5	5	4	5	5
135	2	2	3	3	3	4	4
136	2	2	2	2	3	4	4

Case Summaries

	Srvcablty_2	Srvcablty_3	Aesthetic_1	Aesthetic_2	Aesthetic_3	Confrmce_1	Confrmce_2
137	3	3	4	4	4	4	4
138	3	2	5	5	4	3	3
139	4	3	2	2	2	3	3
140	2	3	3	3	3	3	2
141	5	3	4	3	3	1	1
142	2	2	4	4	4	4	4
143	4	2	4	5	3	4	5
144	4	3	5	4	3	3	3
145	4	3	4	4	4	4	4
146	3	2	1	3	3	3	2
147	4	4	4	4	5	4	4
148	4	4	4	4	2	4	4
149	3	3	4	4	4	3	3
150	2	2	3	3	3	2	2
151	4	2	3	3	3	3	3
152	4	2	4	4	3	4	3
153	5	4	4	4	4	4	3
154	3	3	4	4	3	3	3
155	2	2	4	3	3	3	2
156	3	2	5	5	5	3	3
157	2	2	4	4	4	4	4
158	3	1	4	4	3	2	2
159	2	1	3	3	2	2	2
160	1	3	4	3	1	2	2
161	2	1	4	4	4	2	2
162	4	4	3	3	3	4	4
163	2	5	5	5	1	1	1
164	3	3	4	5	4	4	4
165	4	2	3	3	3	3	2
166	4	4	3	3	3	3	3
167	3	3	3	3	2	2	3
168	3	3	3	3	3	3	3
169	2	2	5	4	4	4	4
170	4	4	4	4	3	4	2
171	4	3	4	4	3	4	4
172	2	2	4	4	3	2	2
173	5	2	4	4	4	3	3
174	1	2	4	4	4	2	4
175	4	4	5	5	4	4	4
176	4	3	3	2	2	4	4
177	2	2	3	3	2	1	2
178	3	4	4	3	1	1	2
179	2	2	3	2	2	4	4
180	2	1	4	4	2	1	1
181	5	3	5	5	5	4	4
182	3	3	4	4	3	4	4
183	4	4	4	4	4	3	3
184	3	3	4	4	3	4	3
185	3	2	3	2	3	3	3
186	3	2	4	4	3	3	3
187	5	4	5	5	5	5	4
188	4	3	3	3	3	4	4
189	4	3	4	4	4	4	3
190	3	4	4	4	3	4	4
191	4	3	5	5	5	3	3
192	4	2	2	2	2	2	2
193	4	3	4	4	3	4	3
194	4	2	3	4	3	4	3
195	3	3	4	4	4	4	4
196	2	2	4	4	3	3	3
197	4	4	4	4	3	4	4
198	4	2	3	4	4	3	3
199	4	4	5	5	5	4	4
200	3	3	3	2	3	3	3
201	2	2	3	3	3	2	2
202	4	2	3	3	3	3	3
203	3	4	4	4	3	3	3
204	5	4	4	4	4	4	3

Case Summaries

	Srvcablty_2	Srvcablty_3	Aesthetic_1	Aesthetic_2	Aesthetic_3	Confrmce_1	Confrmce_2
205	4	4	3	3	3	5	5
206	2	2	4	3	3	3	2
207	4	4	5	4	3	4	5
208	3	1	4	4	3	2	2
209	1	3	4	3	1	2	2
210	2	3	4	4	4	3	3
211	2	5	5	5	1	1	1
212	3	3	3	3	3	1	1
213	2	2	3	4	2	3	2
214	4	3	2	2	1	3	2
215	2	4	4	4	4	4	4
216	3	3	3	3	3	3	3
217	3	1	5	4	4	3	2
218	2	2	4	4	4	4	3
219	4	3	4	4	3	4	4
220	5	2	4	4	4	3	3
221	4	4	5	5	4	4	4
222	4	3	3	2	2	4	4
223	4	3	4	4	4	3	3
224	4	2	3	2	4	1	1
225	4	4	4	4	4	3	3
226	4	2	4	4	3	3	3
227	3	3	4	4	4	3	3
228	4	4	4	4	4	4	3
229	4	4	4	4	4	3	3
230	3	2	4	4	3	3	3
231	4	3	3	3	3	4	4
232	5	5	4	4	4	5	5
233	2	2	2	4	2	4	1
234	4	3	5	5	5	3	3
235	4	2	2	2	2	2	2
236	5	2	4	4	3	2	4
237	5	5	5	5	5	4	4
238	4	4	4	4	3	4	4
239	2	3	4	4	3	3	3
240	3	3	4	4	3	4	2
241	4	3	4	3	3	3	3
242	2	2	3	3	3	3	3
243	3	3	3	3	3	3	3
244	5	2	4	4	3	3	3
245	3	3	4	4	3	4	3
246	4	4	4	4	3	4	4

Case Summaries

	Confrmce_3	Fit_fnsh_1	Fit_fnsh_2	Fit_fnsh_3	NF_1	NF_2	NF_3	NF_4	NF_5
1	5	4	4	4	4	5	5	4	5
2	3	3	3	3	3	2	3	3	3
3	3	3	3	4	3	2	3	3	4
4	3	3	3	3	4	4	4	4	4
5	2	2	2	2	2	2	2	3	2
6	1	2	2	3	3	4	3	4	4
7	3	1	1	3	4	4	4	4	3
8	1	2	3	3	2	3	4	4	2
9	2	2	3	2	2	3	4	3	3
10	4	4	4	3	3	4	4	4	3
11	4	3	3	3	3	4	4	4	3
12	4	2	2	2	2	2	4	4	1
13	3	3	3	3	3	3	3	3	3
14	3	2	2	2	3	3	3	4	3
15	5	4	4	4	4	4	5	4	4
16	2	2	2	2	2	3	3	2	2
17	3	3	3	4	4	3	4	4	3
18	2	2	2	1	2	2	3	2	2
19	3	3	3	3	3	3	3	3	3
20	3	2	2	2	3	3	3	4	2
21	2	2	2	3	3	3	4	3	2
22	3	3	3	3	4	4	4	4	3
23	3	2	2	2	2	4	4	2	1
24	2	1	2	1	2	3	2	4	4
25	4	4	3	3	3	3	3	3	3
26	3	3	3	3	3	3	4	4	3
27	2	2	2	2	3	3	3	2	2
28	5	4	3	4	4	4	4	5	3
29	4	3	2	2	3	3	3	2	3
30	3	3	3	4	2	4	4	3	3
31	3	2	2	3	2	3	3	4	2
32	2	2	2	2	3	3	3	2	2
33	2	1	1	1	2	3	2	4	1
34	2	1	1	1	2	1	2	2	1
35	2	1	1	1	2	1	2	2	1
36	1	3	1	1	1	1	2	1	1
37	2	1	1	1	2	2	2	4	1
38	2	1	2	3	3	3	3	4	3
39	3	2	3	2	3	3	4	4	3
40	4	3	3	3	4	4	4	3	4
41	1	1	1	1	1	1	1	1	1
42	3	2	2	1	3	2	3	2	1
43	1	1	1	1	3	3	3	2	3
44	3	3	3	3	3	4	4	4	3
45	1	1	1	1	2	3	3	2	1
46	2	2	2	1	2	2	3	3	1
47	1	1	2	1	3	2	2	3	2
48	3	3	2	2	3	3	4	4	3
49	4	2	2	2	4	4	4	4	4
50	3	2	2	2	3	3	3	3	3
51	2	3	3	2	2	3	3	3	3
52	2	2	2	2	3	4	4	4	3
53	3	3	4	4	3	4	4	4	3
54	3	2	2	3	4	4	4	5	2
55	3	2	2	2	2	4	4	4	3
56	3	2	2	3	3	3	4	3	2
57	2	1	1	2	2	4	4	4	2
58	2	2	2	2	2	4	4	2	2
59	2	1	1	1	1	2	4	4	1
60	2	1	1	1	3	3	2	2	1
61	2	2	2	2	4	2	3	4	2
62	3	1	1	1	3	3	3	3	3
63	2	2	2	1	4	2	4	4	2
64	2	3	3	2	2	3	3	3	3
65	4	4	4	4	4	4	4	4	4
66	3	2	2	2	2	2	3	3	2
67	3	2	2	2	2	2	2	3	2
68	2	2	3	5	4	3	3	4	3

Case Summaries

	Confrmce_3	Fit_fnsh_1	Fit_fnsh_2	Fit_fnsh_3	NF_1	NF_2	NF_3	NF_4	NF_5
69	3	3	3	2	3	3	4	4	3
70	3	1	1	1	3	3	4	4	3
71	1	3	2	2	2	3	2	1	1
72	2	2	2	3	2	2	4	4	3
73	2	2	2	1	3	3	3	2	3
74	3	3	2	1	3	2	3	3	3
75	3	3	3	3	4	4	4	4	4
76	1	2	1	1	2	3	3	4	3
77	3	3	3	2	3	3	4	4	3
78	3	2	2	2	3	3	3	3	3
79	4	4	3	4	4	4	4	4	4
80	3	3	3	3	4	3	4	4	4
81	3	3	3	3	3	3	3	3	3
82	2	2	2	2	2	3	4	3	3
83	3	3	3	3	3	3	3	3	3
84	4	2	2	2	2	3	3	4	2
85	3	2	2	3	3	4	3	4	3
86	3	3	3	3	3	4	4	4	3
87	3	3	3	3	3	4	3	3	2
88	3	3	2	1	2	3	3	3	3
89	2	2	2	2	3	3	3	2	2
90	3	3	3	3	3	4	4	3	3
91	4	4	3	4	4	4	4	4	3
92	3	3	2	2	3	3	4	4	3
93	3	3	3	3	4	3	4	4	3
94	5	3	3	3	3	3	3	3	3
95	3	2	2	2	3	3	3	3	2
96	3	3	4	4	3	3	3	4	3
97	2	2	2	2	2	2	4	4	2
98	3	2	2	2	3	3	4	4	3
99	3	2	3	2	3	3	2	2	3
100	2	1	1	2	2	1	2	2	2
101	3	3	3	2	3	2	2	2	2
102	4	2	3	3	3	3	4	2	2
103	2	3	3	2	3	3	4	4	2
104	4	2	2	2	3	3	3	3	3
105	4	4	4	4	4	4	4	4	4
106	3	3	2	2	3	3	3	2	2
107	3	4	3	3	4	3	3	3	3
108	3	4	4	4	4	4	4	3	4
109	2	2	2	2	2	2	2	3	2
110	4	4	4	4	4	4	4	4	4
111	2	2	2	1	2	3	3	3	1
112	3	3	3	3	3	3	3	3	3
113	5	5	5	5	2	4	4	2	3
114	4	4	4	4	2	2	3	3	2
115	3	1	2	3	2	3	3	4	2
116	3	1	2	3	2	3	3	4	2
117	2	3	2	3	3	4	3	4	3
118	4	4	4	4	3	3	2	3	2
119	3	3	3	2	3	3	3	3	3
120	3	3	3	3	3	3	4	4	3
121	1	2	2	1	4	4	4	5	2
122	3	2	2	2	2	3	2	2	2
123	3	3	2	1	4	4	4	4	2
124	3	2	2	2	3	3	4	3	2
125	4	5	3	4	5	5	4	4	5
126	3	4	4	4	4	4	4	4	5
127	4	5	4	5	5	4	4	4	5
128	3	5	3	4	4	4	4	4	5
129	3	4	3	4	5	4	4	4	5
130	3	2	2	3	2	2	2	4	2
131	3	3	3	2	4	4	4	4	4
132	3	3	3	3	3	4	4	3	3
133	3	3	3	3	3	4	4	4	3
134	4	4	4	4	5	5	5	5	5
135	3	3	2	2	2	3	3	3	2
136	3	3	2	2	3	3	3	3	2

Case Summaries

	Confrmce_3	Fit_fnsh_1	Fit_fnsh_2	Fit_fnsh_3	NF_1	NF_2	NF_3	NF_4	NF_5
137	4	3	4	4	4	4	4	4	4
138	3	1	1	2	3	3	3	2	2
139	2	2	2	2	2	2	2	2	2
140	2	2	2	1	2	1	3	2	3
141	1	1	1	1	3	2	1	1	1
142	3	2	1	1	2	4	4	4	4
143	5	4	3	3	4	4	5	2	2
144	3	3	3	4	3	2	3	3	4
145	3	3	3	3	4	4	4	4	4
146	1	2	3	3	2	3	4	4	2
147	4	4	4	3	3	4	4	4	3
148	4	2	2	2	2	2	4	4	1
149	3	2	2	2	3	3	3	4	3
150	2	2	2	2	2	3	3	2	2
151	2	2	2	1	2	2	3	2	2
152	3	2	2	2	3	3	3	4	2
153	3	2	2	2	2	4	4	2	1
154	3	3	3	3	3	3	4	4	3
155	2	2	2	2	3	3	3	2	2
156	4	3	2	2	3	3	3	2	3
157	3	3	3	4	2	4	4	3	3
158	2	1	1	1	2	3	2	4	1
159	2	1	1	1	2	1	2	2	1
160	1	3	1	1	1	1	2	1	1
161	2	1	2	3	3	3	3	4	3
162	4	3	3	3	4	4	4	3	4
163	1	1	1	1	1	1	1	1	1
164	3	3	3	3	3	4	4	4	3
165	2	2	2	1	2	2	3	3	1
166	3	3	2	2	3	3	4	4	3
167	2	3	3	2	2	3	3	3	3
168	2	2	2	2	3	4	4	4	3
169	3	2	2	2	2	4	4	4	3
170	2	1	1	2	2	4	4	4	2
171	2	2	2	2	2	4	4	2	2
172	2	1	1	1	3	3	2	2	1
173	3	1	1	1	3	3	3	3	3
174	2	2	2	1	4	2	4	4	2
175	4	4	4	4	4	4	4	4	4
176	3	2	2	2	2	2	2	3	2
177	3	1	1	1	3	3	4	4	3
178	2	2	2	3	2	2	4	4	3
179	3	3	2	1	3	2	3	3	3
180	1	2	1	1	2	3	3	4	3
181	4	4	3	4	4	4	4	4	4
182	4	2	2	2	2	3	3	4	2
183	3	3	3	3	3	4	4	4	3
184	3	3	2	1	2	3	3	3	3
185	2	2	2	2	3	3	3	2	2
186	3	3	3	3	3	4	4	3	3
187	4	4	3	4	4	4	4	4	3
188	3	3	3	3	4	3	4	4	3
189	3	2	2	2	3	3	3	3	2
190	3	3	4	4	3	3	3	4	3
191	3	2	2	2	3	3	4	4	3
192	2	1	1	2	2	1	2	2	2
193	3	3	3	2	3	2	2	2	2
194	4	2	3	3	3	3	4	2	2
195	4	2	2	2	3	3	3	3	3
196	3	3	2	2	3	3	3	2	2
197	3	4	4	4	4	4	4	3	4
198	2	2	2	2	2	2	2	3	2
199	4	4	4	4	4	4	4	4	4
200	3	3	3	3	3	3	3	3	3
201	2	2	2	2	2	3	3	2	2
202	2	2	2	1	2	2	3	2	2
203	2	2	2	3	3	3	4	3	2
204	3	2	2	2	2	4	4	2	1

Case Summaries

	Confrmce_3	Fit_fnsh_1	Fit_fnsh_2	Fit_fnsh_3	NF_1	NF_2	NF_3	NF_4	NF_5
205	4	4	3	3	3	3	3	3	3
206	2	2	2	2	3	3	3	2	2
207	5	4	3	4	4	4	4	5	3
208	2	1	1	1	2	3	2	4	1
209	1	3	1	1	1	1	2	1	1
210	3	2	3	2	3	3	4	4	3
211	1	1	1	1	1	1	1	1	1
212	1	1	1	1	3	3	3	2	3
213	1	1	1	1	2	3	3	2	1
214	1	1	2	1	3	2	2	3	2
215	4	2	2	2	4	4	4	4	4
216	2	2	2	2	3	4	4	4	3
217	3	2	2	3	4	4	4	5	2
218	3	2	2	3	3	3	4	3	2
219	2	2	2	2	2	4	4	2	2
220	3	1	1	1	3	3	3	3	3
221	4	4	4	4	4	4	4	4	4
222	3	2	2	2	2	2	2	3	2
223	3	3	3	2	3	3	4	4	3
224	1	3	2	2	2	3	2	1	1
225	3	3	3	3	4	4	4	4	4
226	3	2	2	2	3	3	3	3	3
227	3	3	3	3	4	3	4	4	4
228	3	3	3	3	3	3	3	3	3
229	3	3	3	3	3	4	4	4	3
230	3	3	3	3	3	4	4	3	3
231	3	3	3	3	4	3	4	4	3
232	5	3	3	3	3	3	3	3	3
233	2	2	2	2	2	2	4	4	2
234	3	2	2	2	3	3	4	4	3
235	2	1	1	2	2	1	2	2	2
236	2	3	3	2	3	3	4	4	2
237	4	4	4	4	4	4	4	4	4
238	3	4	4	4	4	4	4	3	4
239	2	2	2	1	2	3	3	3	1
240	5	5	5	5	2	4	4	2	3
241	2	3	2	3	3	4	3	4	3
242	3	3	3	2	3	3	3	3	3
243	3	3	3	3	3	3	4	4	3
244	3	2	2	2	2	3	2	2	2
245	3	2	2	2	3	3	4	3	2
246	3	4	4	4	4	4	4	4	5

Case Summaries

	NF_6	NE_1	NE_2	NE_3	NE_4	NE_5	Nfung_1	Nfung_2	Nfung_3
1	4	5	5	5	5	5	5	5	5
2	4	3	3	3	2	1	3	3	4
3	3	3	3	3	2	1	3	3	4
4	4	3	3	3	3	3	4	4	4
5	2	2	2	2	2	2	4	4	3
6	4	3	3	4	3	3	5	3	4
7	3	1	1	2	2	2	2	2	4
8	3	3	3	3	2	1	5	3	3
9	3	3	3	3	3	3	2	3	3
10	4	4	4	4	4	4	5	5	4
11	3	3	3	3	4	3	3	3	2
12	1	2	2	2	4	4	4	4	2
13	3	3	3	3	4	4	4	4	3
14	3	3	3	3	3	3	3	3	3
15	4	4	4	4	4	4	4	4	4
16	2	2	2	2	2	2	3	2	2
17	3	3	3	4	3	3	3	3	4
18	2	2	2	2	2	2	3	2	2
19	3	3	3	3	3	3	4	3	3
20	3	3	3	2	3	2	4	4	3
21	2	3	4	4	4	3	4	3	3
22	3	4	4	4	4	4	5	4	3
23	3	3	4	4	5	5	4	4	3
24	2	3	2	2	1	4	4	2	3
25	3	2	3	3	2	3	3	3	4
26	3	3	3	3	3	3	3	3	3
27	3	3	3	3	3	3	3	4	3
28	4	4	4	5	5	5	4	4	5
29	4	4	4	2	4	3	4	4	4
30	4	3	3	4	3	3	4	4	4
31	2	2	3	3	3	3	3	2	3
32	2	3	3	3	3	3	4	3	3
33	2	3	2	2	2	2	3	3	2
34	1	2	2	2	2	2	1	2	2
35	1	2	2	2	2	2	2	2	2
36	2	3	2	3	3	3	2	2	1
37	2	1	2	2	2	1	5	4	2
38	3	4	2	2	2	3	4	2	3
39	3	2	2	2	4	2	4	4	4
40	3	4	4	4	4	4	4	4	4
41	1	1	1	1	1	1	1	1	1
42	3	3	3	3	3	3	3	3	3
43	2	1	1	1	1	1	3	2	1
44	3	3	3	3	3	3	4	4	4
45	2	2	2	2	2	2	4	3	4
46	1	1	3	2	2	1	4	3	3
47	3	3	3	3	3	3	3	3	2
48	3	3	3	3	3	3	3	3	3
49	4	3	4	2	2	3	4	4	4
50	2	3	4	4	4	3	4	4	3
51	2	3	3	3	3	3	3	3	3
52	3	4	4	4	4	4	4	4	4
53	3	3	4	4	4	4	4	4	4
54	3	4	4	4	5	4	3	3	4
55	4	2	2	4	2	2	4	3	2
56	3	3	2	3	3	3	2	3	2
57	1	2	2	2	2	2	2	3	1
58	2	4	2	4	4	2	4	4	2
59	2	2	2	2	2	2	4	2	1
60	1	1	1	1	1	1	4	3	2
61	3	3	2	3	3	3	4	3	2
62	1	1	1	1	1	1	5	3	2
63	4	1	2	.	.	.	.	.	.
64	3	2	2	2	2	2	4	3	3
65	4	4	4	4	4	4	5	4	3
66	3	1	2	3	2	2	4	3	3
67	2	3	3	3	3	3	5	3	3
68	4	1	2	3	3	4	3	3	2

Case Summaries

	NF_6	NE_1	NE_2	NE_3	NE_4	NE_5	Nfung_1	Nfung_2	Nfung_3
69	4	4	3	3	3	3	4	4	2
70	3	3	3	3	3	3	2	3	3
71	1	2	1	1	2	1	3	3	2
72	5	3	3	4	3	3	5	3	4
73	3	1	1	1	1	1	2	2	2
74	3	2	2	2	2	3	4	3	3
75	4	4	4	4	4	4	4	4	4
76	2	1	1	1	1	1	4	3	3
77	4	3	3	3	3	3	4	4	3
78	3	2	2	2	2	2	3	3	3
79	4	4	4	4	4	4	5	5	5
80	4	3	4	3	3	4	4	3	4
81	3	3	3	3	3	3	3	3	3
82	3	2	2	2	2	2	4	3	2
83	3	3	3	3	3	3	4	3	3
84	2	4	3	3	3	3	3	3	3
85	4	2	3	3	2	3	1	2	3
86	4	3	3	3	3	3	4	4	4
87	3	2	3	2	3	2	4	4	3
88	2	3	2	3	3	3	4	3	4
89	3	2	3	3	2	2	5	3	3
90	3	3	3	3	3	3	3	3	3
91	4	4	3	3	3	3	4	3	2
92	3	3	3	3	3	3	3	3	3
93	3	3	3	3	3	3	4	4	3
94	3	3	3	3	3	3	5	5	5
95	4	3	3	3	4	4	4	4	3
96	4	3	4	4	3	3	3	4	4
97	4	3	2	3	3	3	2	4	3
98	3	2	3	3	3	4	4	4	5
99	3	2	3	2	2	2	2	2	2
100	2	2	2	2	2	2	3	3	2
101	2	3	3	3	3	3	4	4	3
102	2	3	3	3	4	3	3	3	4
103	4	3	3	3	3	3	4	3	3
104	3	3	3	3	3	3	4	4	4
105	4	3	3	3	3	3	4	4	4
106	3	3	3	3	3	3	2	2	3
107	3	3	3	2	4	4	5	5	4
108	4	4	4	4	4	4	4	4	4
109	2	3	2	2	2	2	2	2	2
110	4	4	4	4	4	4	5	5	5
111	4	3	1	1	1	3	5	4	3
112	3	2	3	2	3	2	2	2	3
113	1	1	2	2	3	2	4	4	3
114	2	3	3	3	3	3	4	4	4
115	2	2	2	2	3	3	3	2	2
116	2	2	2	2	3	3	4	3	4
117	3	3	3	3	4	4	4	4	4
118	2	2	2	2	2	2	4	2	2
119	3	3	3	3	3	3	4	3	3
120	3	3	3	3	3	3	4	4	3
121	4	5	5	5	5	5	5	4	3
122	2	2	3	3	3	2	4	3	4
123	4	3	3	3	3	2	4	3	4
124	3	5	5	4	5	4	4	5	4
125	5	3	3	3	3	4	5	5	4
126	4	2	3	3	3	3	5	4	4
127	4	3	3	4	4	3	5	4	4
128	4	3	3	3	2	3	5	5	4
129	4	3	4	4	4	3	5	5	3
130	2	2	2	2	2	3	4	4	2
131	4	3	3	3	4	3	4	3	3
132	3	3	3	3	3	3	4	3	3
133	3	3	3	3	3	3	4	3	3
134	5	4	4	5	5	4	5	4	4
135	3	2	2	3	3	3	4	4	3
136	3	2	3	3	3	2	4	4	3

Case Summaries

	NF_6	NE_1	NE_2	NE_3	NE_4	NE_5	Nfung_1	Nfung_2	Nfung_3
137	4	3	4	4	4	4	4	4	4
138	2	1	1	1	1	1	5	3	4
139	2	2	1	1	1	1	5	5	3
140	3	1	1	1	1	1	5	3	2
141	1	1	1	1	1	1	4	5	2
142	2	1	2	2	2	2	4	4	4
143	4	5	5	5	5	5	4	4	5
144	3	3	3	3	2	1	3	3	4
145	4	3	3	3	3	3	4	4	4
146	3	3	3	3	2	1	5	3	3
147	4	4	4	4	4	4	5	5	4
148	1	2	2	2	4	4	4	4	2
149	3	3	3	3	3	3	3	3	3
150	2	2	2	2	2	2	3	2	2
151	2	2	2	2	2	2	3	2	2
152	3	3	3	2	3	2	4	4	3
153	3	3	4	4	5	5	4	4	3
154	3	3	3	3	3	3	3	3	3
155	3	3	3	3	3	3	3	4	3
156	4	4	4	2	4	3	4	4	4
157	4	3	3	4	3	3	4	4	4
158	2	3	2	2	2	2	3	3	2
159	1	2	2	2	2	2	2	2	2
160	2	3	2	3	3	3	2	2	1
161	3	4	2	2	2	3	4	2	3
162	3	4	4	4	4	4	4	4	4
163	1	1	1	1	1	1	1	1	1
164	3	3	3	3	3	3	4	4	4
165	1	1	3	2	2	1	4	3	3
166	3	3	3	3	3	3	3	3	3
167	2	3	3	3	3	3	3	3	3
168	3	4	4	4	4	4	4	4	4
169	4	2	2	4	2	2	4	3	2
170	1	2	2	2	2	2	2	3	1
171	2	4	2	4	4	2	4	4	2
172	1	1	1	1	1	1	4	3	2
173	1	1	1	1	1	1	5	3	2
174	4	1	2	.	.	.	.	.	.
175	4	4	4	4	4	4	5	4	3
176	2	3	3	3	3	3	5	3	3
177	3	3	3	3	3	3	2	3	3
178	5	3	3	4	3	3	5	3	4
179	3	2	2	2	2	3	4	3	3
180	2	1	1	1	1	1	4	3	3
181	4	4	4	4	4	4	5	5	5
182	2	4	3	3	3	3	3	3	3
183	4	3	3	3	3	3	4	4	4
184	2	3	2	3	3	3	4	3	4
185	3	2	3	3	2	2	5	3	3
186	3	3	3	3	3	3	3	3	3
187	4	4	3	3	3	3	4	3	2
188	3	3	3	3	3	3	4	4	3
189	4	3	3	3	4	4	4	4	3
190	4	3	4	4	3	3	3	4	4
191	3	2	3	3	3	4	4	4	5
192	2	2	2	2	2	2	3	3	2
193	2	3	3	3	3	3	4	4	3
194	2	3	3	3	4	3	3	3	4
195	3	3	3	3	3	3	4	4	4
196	3	3	3	3	3	3	2	2	3
197	4	4	4	4	4	4	4	4	4
198	2	3	2	2	2	2	2	2	2
199	4	4	4	4	4	4	5	5	5
200	3	2	3	2	3	2	2	2	3
201	2	2	2	2	2	2	3	2	2
202	2	2	2	2	2	2	3	2	2
203	2	3	4	4	4	3	4	3	3
204	3	3	4	4	5	5	4	4	3

Case Summaries

	NF_6	NE_1	NE_2	NE_3	NE_4	NE_5	Nfung_1	Nfung_2	Nfung_3
205	3	2	3	3	2	3	3	3	4
206	3	3	3	3	3	3	3	4	3
207	4	4	4	5	5	5	4	4	5
208	2	3	2	2	2	2	3	3	2
209	2	3	2	3	3	3	2	2	1
210	3	2	2	2	4	2	4	4	4
211	1	1	1	1	1	1	1	1	1
212	2	1	1	1	1	1	3	2	1
213	2	2	2	2	2	2	4	3	4
214	3	3	3	3	3	3	3	3	2
215	4	3	4	2	2	3	4	4	4
216	3	4	4	4	4	4	4	4	4
217	3	4	4	4	5	4	3	3	4
218	3	3	2	3	3	3	2	3	2
219	2	4	2	4	4	2	4	4	2
220	1	1	1	1	1	1	5	3	2
221	4	4	4	4	4	4	5	4	3
222	2	3	3	3	3	3	5	3	3
223	4	4	3	3	3	3	4	4	2
224	1	2	1	1	2	1	3	3	2
225	4	4	4	4	4	4	4	4	4
226	3	2	2	2	2	2	3	3	3
227	4	3	4	3	3	4	4	3	4
228	3	3	3	3	3	3	4	3	3
229	4	3	3	3	3	3	4	4	4
230	3	3	3	3	3	3	3	3	3
231	3	3	3	3	3	3	4	4	3
232	3	3	3	3	3	3	5	5	5
233	4	3	2	3	3	3	2	4	3
234	3	2	3	3	3	4	4	4	5
235	2	2	2	2	2	2	3	3	2
236	4	3	3	3	3	3	4	3	3
237	4	3	3	3	3	3	4	4	4
238	4	4	4	4	4	4	4	4	4
239	4	3	1	1	1	3	5	4	3
240	1	1	2	2	3	2	4	4	3
241	3	3	3	3	4	4	4	4	4
242	3	3	3	3	3	3	4	3	3
243	3	3	3	3	3	3	4	4	3
244	2	2	3	3	3	2	4	3	4
245	3	5	5	4	5	4	4	5	4
246	4	2	3	3	3	3	5	4	4

Case Summaries

	Nfung_4	NS_1	NS_2	NS_3	NS_4	WOM_1	WOM_2	WOM_3	Gender
1	5	4	4	4	4	5	5	5	2
2	3	1	1	1	1	1	1	2	1
3	2	1	1	1	1	1	1	2	1
4	5	3	3	3	3	3	3	3	1
5	4	2	2	2	2	3	2	3	2
6	4	4	2	2	3	3	3	3	2
7	4	2	2	3	3	2	2	2	2
8	3	3	2	2	2	3	3	2	2
9	3	2	2	2	2	2	2	3	1
10	4	3	3	4	3	5	4	4	1
11	2	3	4	3	4	3	3	3	1
12	4	4	4	2	2	2	2	2	1
13	4	3	3	3	3	4	3	3	1
14	3	2	2	2	2	3	3	3	2
15	5	4	4	4	4	4	4	4	1
16	3	3	3	3	3	2	2	3	2
17	3	3	4	4	4	3	3	3	1
18	3	2	2	2	2	1	2	3	2
19	5	3	3	3	3	3	3	3	1
20	3	3	3	3	3	3	3	3	1
21	2	3	3	3	3	2	3	3	1
22	4	4	3	4	4	4	3	4	1
23	3	4	4	4	4	4	4	3	2
24	2	4	5	2	3	1	2	3	1
25	3	2	3	2	3	3	3	4	1
26	4	3	3	3	3	3	3	3	2
27	4	3	3	3	3	3	3	3	2
28	5	5	4	5	4	4	3	1	1
29	5	4	4	2	2	3	3	3	2
30	4	3	3	2	2	4	3	5	2
31	2	3	3	3	3	2	2	3	2
32	2	3	2	2	2	3	3	3	2
33	1	3	2	3	2	3	2	3	1
34	1	3	3	1	1	1	2	1	1
35	2	3	3	1	1	1	2	1	1
36	2	1	1	1	1	2	1	1	1
37	2	2	2	2	2	2	1	2	2
38	2	2	3	3	3	2	2	3	1
39	4	2	2	2	2	2	2	3	2
40	3	3	3	3	3	4	4	4	1
41	1	1	1	1	1	1	1	1	2
42	2	3	3	3	3	2	3	3	2
43	3	1	1	1	1	1	1	1	1
44	4	3	3	3	3	3	3	4	2
45	3	1	1	1	1	1	1	4	2
46	2	3	3	3	3	1	1	2	2
47	4	3	2	3	3	3	3	3	2
48	3	3	3	3	3	3	3	4	1
49	4	2	2	2	2	3	3	3	2
50	3	4	3	4	3	4	3	3	2
51	3	3	3	3	3	3	3	3	1
52	3	4	3	3	3	3	3	4	1
53	4	3	3	3	3	3	3	4	1
54	3	2	3	4	3	3	3	3	1
55	2	3	2	4	3	2	5	3	2
56	2	2	2	2	3	4	4	4	2
57	2	2	2	2	2	3	4	4	1
58	2	3	3	3	2	4	4	2	1
59	2	2	2	2	2	1	1	1	2
60	3	1	1	1	1	3	3	1	1
61	3	3	3	3	3	3	3	3	1
62	2	2	2	2	2	2	2	2	1
63	.	.	.	.	.	.	.	.	1
64	3	3	2	2	2	2	2	2	1
65	4	3	3	3	3	3	3	4	2
66	4	2	2	1	3	2	3	2	2
67	3	2	2	2	2	2	2	2	2
68	4	3	2	2	4	3	4	2	2

Case Summaries

	Nfung_4	NS_1	NS_2	NS_3	NS_4	WOM_1	WOM_2	WOM_3	Gender
69	3	4	3	3	3	3	3	3	2
70	2	3	3	3	3	3	2	3	2
71	3	2	2	2	1	1	1	1	2
72	2	3	4	3	4	3	2	2	2
73	3	2	3	3	3	2	2	2	1
74	3	2	1	1	1	3	3	3	2
75	4	4	4	4	4	3	3	3	2
76	3	1	1	1	1	1	1	1	2
77	3	3	3	3	3	3	3	3	2
78	3	3	3	3	3	2	3	2	1
79	5	5	5	5	5	3	3	3	2
80	4	3	3	4	3	3	3	2	1
81	3	3	3	3	3	3	3	3	1
82	2	3	3	2	3	2	2	3	2
83	3	3	3	3	3	3	3	3	1
84	3	3	3	3	3	3	3	3	1
85	4	1	1	3	4	1	3	4	1
86	4	3	3	3	3	3	3	1	2
87	4	2	2	3	3	3	4	3	2
88	3	2	2	2	2	2	3	3	2
89	3	3	2	2	3	3	3	3	2
90	3	4	4	4	3	3	2	4	1
91	2	2	3	3	3	3	3	3	2
92	3	3	3	4	3	3	3	3	2
93	4	4	3	3	3	3	3	3	1
94	5	4	4	4	4	4	4	4	1
95	3	3	3	3	3	4	4	3	2
96	4	4	3	3	3	5	4	5	2
97	2	3	3	3	3	4	2	3	2
98	3	3	3	3	3	3	3	3	1
99	4	3	3	3	3	3	3	4	1
100	2	2	2	2	2	1	2	2	2
101	3	2	2	2	3	2	2	3	2
102	4	4	3	2	2	3	4	3	1
103	4	3	3	3	3	3	3	3	1
104	4	3	3	3	3	3	3	2	1
105	4	4	4	4	4	3	3	3	1
106	3	2	2	2	3	2	2	3	1
107	5	3	2	3	2	5	5	5	1
108	4	4	4	3	3	5	5	5	1
109	2	2	2	2	2	3	3	3	2
110	5	4	4	4	4	4	4	4	1
111	3	1	3	3	3	4	5	3	1
112	3	3	4	3	3	2	3	3	1
113	5	3	3	3	1	1	1	2	2
114	4	3	3	3	3	4	3	2	1
115	1	2	3	2	3	2	2	3	1
116	2	3	4	3	4	2	2	3	2
117	3	3	3	2	1	2	2	3	1
118	2	2	2	2	4	2	2	3	1
119	3	3	3	3	3	3	3	3	2
120	3	3	3	3	3	2	2	2	2
121	3	3	3	3	3	4	4	5	1
122	4	4	4	3	3	2	3	4	1
123	3	4	4	3	4	3	3	2	1
124	5	3	3	3	3	3	2	5	1
125	4	3	2	2	3	5	5	5	1
126	4	2	2	2	1	4	4	5	2
127	4	3	3	2	2	4	4	5	1
128	4	3	2	2	2	4	4	4	2
129	4	3	2	2	2	5	5	5	2
130	4	2	2	2	2	1	1	5	1
131	2	3	2	4	2	3	2	3	2
132	4	3	3	3	3	3	3	3	2
133	3	2	2	2	1	3	2	3	2
134	4	4	4	4	4	4	4	4	2
135	3	3	2	2	2	2	2	3	1
136	2	2	2	2	2	2	2	3	1

Case Summaries

	Nfung_4	NS_1	NS_2	NS_3	NS_4	WOM_1	WOM_2	WOM_3	Gender
137	3	4	3	3	3	4	4	3	2
138	3	1	1	1	1	1	1	1	1
139	3	3	3	3	3	3	3	3	1
140	2	2	2	2	2	1	1	1	2
141	5	1	1	1	1	1	1	1	2
142	4	1	1	1	1	1	1	4	2
143	3	5	4	5	5	3	2	1	2
144	2	1	1	1	1	1	1	2	1
145	5	3	3	3	3	3	3	3	1
146	3	3	2	2	2	3	3	2	2
147	4	3	3	4	3	5	4	4	1
148	4	4	4	2	2	2	2	2	1
149	3	2	2	2	2	3	3	3	2
150	3	3	3	3	3	2	2	3	2
151	3	2	2	2	2	1	2	3	2
152	3	3	3	3	3	3	3	3	1
153	3	4	4	4	4	4	4	3	2
154	4	3	3	3	3	3	3	3	2
155	4	3	3	3	3	3	3	3	2
156	5	4	4	2	2	3	3	3	2
157	4	3	3	2	2	4	3	5	2
158	1	3	2	3	2	3	2	3	1
159	2	3	3	1	1	1	2	1	1
160	2	1	1	1	1	2	1	1	1
161	2	2	3	3	3	2	2	3	1
162	3	3	3	3	3	4	4	4	1
163	1	1	1	1	1	1	1	1	2
164	4	3	3	3	3	3	3	4	2
165	2	3	3	3	3	1	1	2	2
166	3	3	3	3	3	3	3	4	1
167	3	3	3	3	3	3	3	3	1
168	3	4	3	3	3	3	3	4	1
169	2	3	2	4	3	2	5	3	2
170	2	2	2	2	2	3	4	4	1
171	2	3	3	3	2	4	4	2	1
172	3	1	1	1	1	3	3	1	1
173	2	2	2	2	2	2	2	2	1
174	.	.	.	.	.	.	.	.	1
175	4	3	3	3	3	3	3	4	2
176	3	2	2	2	2	2	2	2	2
177	2	3	3	3	3	3	2	3	2
178	2	3	4	3	4	3	2	2	2
179	3	2	1	1	1	3	3	3	2
180	3	1	1	1	1	1	1	1	2
181	5	5	5	5	5	3	3	3	2
182	3	3	3	3	3	3	3	3	1
183	4	3	3	3	3	3	3	1	2
184	3	2	2	2	2	2	3	3	2
185	3	3	2	2	3	3	3	3	2
186	3	4	4	4	3	3	2	4	1
187	2	2	3	3	3	3	3	3	2
188	4	4	3	3	3	3	3	3	1
189	3	3	3	3	3	4	4	3	2
190	4	4	3	3	3	5	4	5	2
191	3	3	3	3	3	3	3	3	1
192	2	2	2	2	2	1	2	2	2
193	3	2	2	2	3	2	2	3	2
194	4	4	3	2	2	3	4	3	1
195	4	3	3	3	3	3	3	2	1
196	3	2	2	2	3	2	2	3	1
197	4	4	4	3	3	5	5	5	1
198	2	2	2	2	2	3	3	3	2
199	5	4	4	4	4	4	4	4	1
200	3	3	4	3	3	2	3	3	1
201	3	3	3	3	3	2	2	3	2
202	3	2	2	2	2	1	2	3	2
203	2	3	3	3	3	2	3	3	1
204	3	4	4	4	4	4	4	3	2

Case Summaries

	Nfung_4	NS_1	NS_2	NS_3	NS_4	WOM_1	WOM_2	WOM_3	Gender
205	3	2	3	2	3	3	3	4	1
206	4	3	3	3	3	3	3	3	2
207	5	5	4	5	4	4	3	1	1
208	1	3	2	3	2	3	2	3	1
209	2	1	1	1	1	2	1	1	1
210	4	2	2	2	2	2	2	3	2
211	1	1	1	1	1	1	1	1	2
212	3	1	1	1	1	1	1	1	1
213	3	1	1	1	1	1	1	4	2
214	4	3	2	3	3	3	3	3	2
215	4	2	2	2	2	3	3	3	2
216	3	4	3	3	3	3	3	4	1
217	3	2	3	4	3	3	3	3	1
218	2	2	2	2	3	4	4	4	2
219	2	3	3	3	2	4	4	2	1
220	2	2	2	2	2	2	2	2	1
221	4	3	3	3	3	3	3	4	2
222	3	2	2	2	2	2	2	2	2
223	3	4	3	3	3	3	3	3	2
224	3	2	2	2	1	1	1	1	2
225	4	4	4	4	4	3	3	3	2
226	3	3	3	3	3	2	3	2	1
227	4	3	3	4	3	3	3	2	1
228	3	3	3	3	3	3	3	3	1
229	4	3	3	3	3	3	3	1	2
230	3	4	4	4	3	3	2	4	1
231	4	4	3	3	3	3	3	3	1
232	5	4	4	4	4	4	4	4	1
233	2	3	3	3	3	4	2	3	2
234	3	3	3	3	3	3	3	3	1
235	2	2	2	2	2	1	2	2	2
236	4	3	3	3	3	3	3	3	1
237	4	4	4	4	4	3	3	3	1
238	4	4	4	3	3	5	5	5	1
239	3	1	3	3	3	4	5	3	1
240	5	3	3	3	1	1	1	2	2
241	3	3	3	2	1	2	2	3	1
242	3	3	3	3	3	3	3	3	2
243	3	3	3	3	3	2	2	2	2
244	4	4	4	3	3	2	3	4	1
245	5	3	3	3	3	3	2	5	1
246	4	2	2	2	1	4	4	5	2

Case Summaries

	Usia	Pekerjaan	Pendapatan	Menggunakan	Merek	Pernah	Menyarankan	Bagus
1	23	1	2000000	2009	17	1	3	2
2	26	2	2000000	1 bln	2	2	2	5
3	24	2	1500000	3 bln	3	2	3	2
4	28	3	1000000	2009	4	2	3	5
5	23	4	.	3 bln	5	2	1	1
6	23	4	1000000	11 bln	6	2	3	1
7	22	4	1000000	2010	4	2	2	1
8	22	4	.	2009	7	2	2	5
9	22	4	.	2010	8	2	3	1
10	20	4	.	2009	9	2	3	2
11	22	4	.	1 thn	10	2	2	2
12	22	4	600000	1 thn	4	2	2	5
13	29	3	3300000	2 thn	11	1	4	1
14	41	5	.	2009	12	2	3	5
15	55	3	1500000	2009	13	1	3	4
16	23	3	1700000	7 bln	4	2	3	1
17	33	3	3500000	2007	14	2	3	5
18	24	6	1000000	5 bln	2	2	3	1
19	21	7	1000000	2007	15	2	3	1
20	29	7	3500000	1 thn	4	2	3	5
21	21	7	1000000	2010	16	2	4	2
22	33	7	1250000	2008	6	2	3	2
23	20	7	1000000	6 bln	4	2	3	1
24	20	4	.	1 bln	4	2	5	5
25	23	6	3000000	2 bln	4	2	3	3
26	24	3	.	6 bln	4	2	3	2
27	28	8	.	1 bln	4	2	3	2
28	22	3	.	1 thn	4	2	3	2
29	17	9	.	6 bln	6	1	1	1
30	20	4	.	3 bln	4	2	3	3
31	21	4	.	2009	17	2	1	2
32	18	9	.	2 bln	4	2	3	3
33	24	7	700000	2010	17	2	3	2
34	26	3	500000	2010	4	2	3	1
35	22	9	.	5 bln	4	2	3	2
36	23	7	.	1 thn	4	2	2	5
37	29	7	500000	2010	4	1	3	1
38	43	7	1500000	2010	17	2	3	5
39	41	10	1500000	2010	4	2	3	5
40	30	7	1000000	2008	4	2	2	2
41	18	9	.	3 thn	17	2	2	4
42	22	9	.	1 thn	17	2	2	5
43	21	9	.	2 bln	4	2	3	1
44	22	4	.	5 bln	18	2	3	3
45	22	4	.	1,5 bln	12	2	3	5
46	23	4	.	2 thn	4	2	4	5
47	21	4	.	2 thn	6	2	3	1
48	21	6	1000000	2 bln	19	1	3	1
49	19	4	.	1 thn	4	2	3	5
50	22	4	.	2010	4	2	3	1
51	23	3	2000000	4 bln	20	2	3	5
52	32	11	.	2009	6	2	3	1
53	19	9	.	2010	17	2	3	1
54	18	9	.	2009	4	2	2	3
55	17	9	.	2009	4	2	3	1
56	17	9	.	2010	4	2	3	2
57	21	7	.	1 thn	15	2	1	3
58	25	4	.	1 thn	21	2	3	5
59	30	11	600000	2009	22	2	3	2
60	30	11	1000000	2009	4	2	3	1
61	35	3	2000000	3 bln	4	2	3	1
62	30	3	3000000	4 bln	23	2	3	5
63	27	3	.	6 bln	17	1	3	4
64	29	3	3000000	1 thn	4	1	3	5
65	49	3	2000000	2009	6	1	3	3
66	22	12	.	5 bln	4	2	4	5
67	18	4	.	2009	4	2	3	1
68	17	4	.	3 bln	4	2	5	4

Case Summaries

	Usia	Pekerjaan	Pendapatan	Menggunakan	Merek	Pernah	Menyarankan	Bagus
69	18	4	.	2 bln	24	2	5	2
70	18	9	.	2010	22	2	3	4
71	24	4	.	2010	4	2	5	5
72	23	3	.	6 bln	4	2	1	1
73	24	3	.	1 thn	4	2	3	5
74	26	11	.	3 bln	16	2	3	1
75	23	7	.	6 bln	17	2	3	1
76	25	13	.	2 thn	4	2	3	1
77	31	3	.	3 bln	4	1	3	1
78	21	13	.	2 bln	4	2	5	5
79	22	4	.	3 bln	4	2	3	1
80	29	7	1500000	6 bln	4	2	4	1
81	22	3	.	1 bln	4	2	3	5
82	27	4	.	4 bln	4	1	5	1
83	23	3	.	5 bln	4	2	3	5
84	32	3	.	8 bln	4	2	3	5
85	24	6	1500000	2010	25	1	3	1
86	31	6	1000000	1 thn	4	1	3	3
87	21	3	900000	1,5 thn	2	2	4	5
88	19	6	800000	4 bln	4	2	4	1
89	30	7	.	2 bln	4	2	4	3
90	19	9	.	3 thn	6	1	5	1
91	24	3	800000	3 thn	4	2	3	3
92	20	7	.	1 thn	9	2	4	3
93	25	7	.	1 thn	20	2	5	5
94	31	7	.	2 thn	15	1	2	1
95	28	7	.	1 thn	26	1	4	3
96	20	7	650000	3 thn	6	1	2	1
97	24	6	750000	2 bln	4	1	3	3
98	27	7	1750000	2 bln	4	1	2	1
99	35	10	2000000	1 thn	4	2	2	1
100	35	7	.	1 bln	4	1	5	3
101	23	4	1000000	1 bln	17	2	2	1
102	18	6	.	3 bln	4	2	4	3
103	31	3	.	1 bln	2	2	2	3
104	23	7	800000	3 bln	4	2	5	2
105	21	7	.	1 thn	4	2	3	3
106	28	3	.	2 bln	4	2	3	1
107	31	3	2000000	3 thn	4	2	3	2
108	33	7	.	2008	4	2	3	3
109	27	6	.	6 bln	4	2	3	1
110	22	6	6000000	2008	4	1	3	3
111	26	3	1000000	2008	4	1	3	2
112	27	7	5000000	5 bln	4	2	4	5
113	31	7	1000000	8 bln	4	2	3	2
114	31	7	2000000	1 thn	17	2	3	1
115	27	4	.	3 thn	6	1	3	5
116	20	3	.	3 thn	25	1	3	1
117	26	7	.	1 thn	4	2	2	2
118	21	4	.	2 thn	4	1	5	1
119	21	4	.	1 bln	17	2	4	2
120	21	4	600000	6 bln	6	2	2	1
121	24	4	.	2009	4	2	2	3
122	21	4	.	1 bln	4	2	3	4
123	17	9	.	1 bln	24	1	1	1
124	26	4	.	2 thn	16	2	1	1
125	42	6	.	2 thn	4	2	4	1
126	21	4	.	2007	4	2	1	5
127	20	4	.	2 thn	4	1	3	2
128	41	8	.	1 thn	4	2	1	5
129	23	4	.	3 thn	4	2	1	5
130	34	13	1500000	1 thn	4	2	3	1
131	22	13	.	1 thn	4	2	1	1
132	23	9	.	3 bln	27	1	5	5
133	36	3	500000	2010	4	2	1	2
134	29	7	600000	2010	17	2	3	2
135	23	4	2000000	7 bln	17	1	3	1
136	25	13	3000000	1 thn	4	1	2	1

Case Summaries

	Usia	Pekerjaan	Pendapatan	Menggunakan	Merek	Pernah	Menyarankan	Bagus
137	27	6	5000000	1,5 thn	17	1	1	1
138	28	3	.	1 thn	4	2	3	5
139	20	4	.	1 bln	22	2	3	1
140	21	4	.	1 bln	4	2	5	1
141	22	4	1500000	2009	17	1	3	1
142	21	4	.	2 bln	17	2	4	1
143	17	3	.	7 bln	4	2	3	1
144	24	2	1500000	3 bln	3	2	3	2
145	28	3	1000000	2009	4	2	3	5
146	22	4	.	2009	7	2	2	5
147	20	4	.	2009	9	2	3	2
148	22	4	600000	1 thn	4	2	2	5
149	41	5	.	2009	12	2	3	5
150	23	3	1700000	7 bln	4	2	3	1
151	24	6	1000000	5 bln	2	2	3	1
152	29	7	3500000	1 thn	4	2	3	5
153	20	7	1000000	6 bln	4	2	3	1
154	24	3	.	6 bln	4	2	3	2
155	28	8	.	1 bln	4	2	3	2
156	17	9	.	6 bln	6	1	1	1
157	20	4	.	3 bln	4	2	3	3
158	24	7	700000	2010	17	2	3	2
159	22	9	.	5 bln	4	2	3	2
160	23	7	.	1 thn	4	2	2	5
161	43	7	1500000	2010	17	2	3	5
162	30	7	1000000	2008	4	2	2	2
163	18	9	.	3 thn	17	2	2	4
164	22	4	.	5 bln	18	2	3	3
165	23	4	.	2 thn	4	2	4	5
166	21	6	1000000	2 bln	19	1	3	1
167	23	3	2000000	4 bln	20	2	3	5
168	32	11	.	2009	6	2	3	1
169	17	9	.	2009	4	2	3	1
170	21	7	.	1 thn	15	2	1	3
171	25	4	.	1 thn	21	2	3	5
172	30	11	1000000	2009	4	2	3	1
173	30	3	3000000	4 bln	23	2	3	5
174	27	3	.	6 bln	17	1	3	4
175	49	3	2000000	2009	6	1	3	3
176	18	4	.	2009	4	2	3	1
177	18	9	.	2010	22	2	3	4
178	25	3	.	2 bln	4	2	1	1
179	26	11	.	3 bln	16	2	3	1
180	25	13	.	2 thn	4	2	3	1
181	22	4	.	3 bln	4	2	3	1
182	25	3	.	3 bln	4	2	3	5
183	31	6	1000000	1 thn	4	1	3	3
184	19	6	800000	4 bln	4	2	4	1
185	30	7	.	4 bln	4	2	4	3
186	19	9	.	3 thn	6	1	5	1
187	24	3	800000	3 thn	4	2	3	3
188	25	7	.	8 bln	20	2	5	5
189	28	7	.	1 thn	26	1	4	3
190	20	7	650000	3 thn	6	1	2	1
191	27	7	1750000	2 bln	4	1	2	1
192	35	7	.	1 bln	4	1	5	3
193	23	4	1000000	1 bln	17	2	2	1
194	18	6	.	3 bln	4	2	4	3
195	23	7	800000	3 bln	4	2	5	2
196	28	3	.	2 thn	4	2	3	1
197	33	7	.	2008	4	2	3	3
198	27	6	.	1 thn	4	2	3	1
199	22	6	6000000	2008	4	1	3	3
200	27	7	5000000	5 bln	4	2	4	5
201	23	3	1700000	7 bln	4	2	3	1
202	24	6	1000000	5 bln	2	2	3	1
203	21	7	1000000	2010	16	2	4	2
204	20	7	1000000	6 bln	4	2	3	1

Case Summaries

	Usia	Pekerjaan	Pendapatan	Menggunakan	Merek	Pernah	Menyarankan	Bagus
205	23	6	3000000	2 bln	4	2	3	3
206	28	8	.	1 bln	4	2	3	2
207	26	3	.	5 bln	4	2	3	2
208	24	7	700000	2010	17	2	3	2
209	23	7	.	1 thn	4	2	2	5
210	41	10	1500000	2010	4	2	3	5
211	18	9	.	3 thn	17	2	2	4
212	21	9	.	2 bln	4	2	3	1
213	22	4	.	1,5 bln	12	2	3	5
214	21	4	.	2 thn	6	2	3	1
215	19	4	.	1 thn	4	2	3	5
216	32	11	.	2009	6	2	3	1
217	18	9	.	2009	4	2	2	3
218	17	9	.	2010	4	2	3	2
219	25	4	.	1 thn	21	2	3	5
220	30	3	3000000	4 bln	23	2	3	5
221	49	3	2000000	2009	6	1	3	3
222	18	4	.	2009	4	2	3	1
223	18	4	.	2 bln	24	2	5	2
224	24	4	.	2010	4	2	5	5
225	23	7	.	6 bln	17	2	3	1
226	21	13	.	2 bln	4	2	5	5
227	29	7	1500000	6 bln	4	2	4	1
228	23	3	.	5 bln	4	2	3	5
229	31	6	1000000	1 thn	4	1	3	3
230	19	9	.	3 thn	6	1	5	1
231	25	7	.	1 thn	20	2	5	5
232	31	7	.	2 thn	15	1	2	1
233	24	6	750000	2 bln	4	1	3	3
234	27	7	1750000	2 bln	4	1	2	1
235	35	7	.	1 bln	4	1	5	3
236	31	3	.	1 bln	2	2	2	3
237	21	7	.	1 thn	4	2	3	3
238	33	7	.	2008	4	2	3	3
239	26	3	1000000	2008	4	1	3	2
240	31	7	1000000	8 bln	4	2	3	2
241	26	7	.	1 thn	4	2	2	2
242	21	4	.	1 bln	17	2	4	2
243	21	4	600000	6 bln	6	2	2	1
244	21	4	.	1 bln	4	2	3	4
245	26	4	.	2 thn	16	2	1	1
246	21	4	.	2007	4	2	1	5

Case Summaries

	Beli	Pulsa
1	2	2
2	5	3
3	2	2
4	5	1
5	5	1
6	1	1
7	1	1
8	5	1
9	1	2
10	2	1
11	2	1
12	2	1
13	1	4
14	5	5
15	1	1
16	5	1
17	5	4
18	5	1
19	3	5
20	5	3
21	2	1
22	2	1
23	5	1
24	5	1
25	3	2
26	1	1
27	1	1
28	2	1
29	3	2
30	3	1
31	2	1
32	3	1
33	2	1
34	1	1
35	2	1
36	2	1
37	3	3
38	5	1
39	5	1
40	2	1
41	4	5
42	5	2
43	1	1
44	3	1
45	5	2
46	5	2
47	1	1
48	1	2
49	2	1
50	1	1
51	5	4
52	1	5
53	1	1
54	5	1
55	1	2
56	3	1
57	3	1
58	5	1
59	2	1
60	5	1
61	1	2
62	5	2
63	4	1
64	5	5
65	3	5
66	5	1
67	5	1
68	5	1

Case Summaries

	Beli	Pulsa
69	1	2
70	1	2
71	5	2
72	1	1
73	5	1
74	1	1
75	1	1
76	1	1
77	1	1
78	5	1
79	1	1
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81	5	1
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91	3	1
92	3	1
93	5	1
94	1	4
95	3	3
96	1	1
97	3	2
98	1	1
99	1	2
100	5	4
101	1	2
102	3	1
103	3	1
104	2	3
105	3	1
106	1	2
107	2	2
108	3	4
109	1	1
110	3	1
111	5	1
112	5	2
113	2	1
114	1	1
115	1	1
116	1	1
117	2	2
118	1	1
119	1	2
120	1	1
121	3	1
122	2	3
123	1	1
124	1	1
125	1	3
126	5	2
127	2	1
128	5	3
129	5	2
130	1	1
131	1	1
132	1	1
133	2	1
134	2	1
135	1	1
136	1	1

Case Summaries

	Beli	Pulsa
137	1	2
138	5	1
139	1	1
140	5	2
141	1	5
142	5	2
143	5	1
144	2	2
145	5	1
146	5	1
147	2	1
148	2	1
149	5	5
150	5	1
151	5	1
152	5	3
153	5	1
154	1	1
155	1	1
156	3	2
157	3	1
158	2	1
159	2	1
160	2	1
161	5	1
162	2	1
163	4	5
164	3	1
165	5	2
166	1	2
167	5	4
168	1	5
169	1	2
170	3	1
171	5	1
172	5	1
173	5	2
174	4	1
175	3	5
176	5	1
177	1	2
178	1	1
179	1	1
180	1	1
181	1	1
182	5	1
183	3	3
184	1	2
185	5	1
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187	3	1
188	5	1
189	3	3
190	1	1
191	1	1
192	5	4
193	1	2
194	3	1
195	2	3
196	1	2
197	3	4
198	1	1
199	3	1
200	5	2
201	5	1
202	5	1
203	2	1
204	5	1

Case Summaries

	Beli	Pulsa
205	3	2
206	1	1
207	2	1
208	2	1
209	2	1
210	5	1
211	4	5
212	1	1
213	5	2
214	1	1
215	2	1
216	1	5
217	5	1
218	3	1
219	5	1
220	5	2
221	3	5
222	5	1
223	1	2
224	5	2
225	1	1
226	5	1
227	1	1
228	5	1
229	3	3
230	1	2
231	5	1
232	1	4
233	3	2
234	1	1
235	5	4
236	3	1
237	3	1
238	3	4
239	5	1
240	2	1
241	2	2
242	1	2
243	1	1
244	2	3
245	1	1
246	5	2

LAMPIRAN X

TABEL DISTRIBUSI R

TABEL DISTRIBUSI R 5%

Df	5%	Df	5%	Df	5%	Df	5%
1	0,997	51	0,271	101	0,194	151	0,159
2	0,950	52	0,268	102	0,193	152	0,158
3	0,878	53	0,266	103	0,192	153	0,158
4	0,811	54	0,263	104	0,191	154	0,157
5	0,754	55	0,261	105	0,190	155	0,157
6	0,707	56	0,259	106	0,189	156	0,156
7	0,666	57	0,256	107	0,188	157	0,156
8	0,632	58	0,254	108	0,187	158	0,155
9	0,602	59	0,252	109	0,187	159	0,155
10	0,576	60	0,250	110	0,186	160	0,154
11	0,553	61	0,248	111	0,185	161	0,154
12	0,532	62	0,246	112	0,184	162	0,153
13	0,514	63	0,244	113	0,183	163	0,153
14	0,497	64	0,242	114	0,182	164	0,152
15	0,482	65	0,240	115	0,182	165	0,152
16	0,468	66	0,239	116	0,181	166	0,151
17	0,456	67	0,237	117	0,180	167	0,151
18	0,444	68	0,235	118	0,179	168	0,151
19	0,433	69	0,234	119	0,179	169	0,150
20	0,423	70	0,232	120	0,178	170	0,150
21	0,413	71	0,230	121	0,177	171	0,149
22	0,404	72	0,229	122	0,176	172	0,149
23	0,396	73	0,227	123	0,176	173	0,148
24	0,388	74	0,226	124	0,175	174	0,148
25	0,381	75	0,224	125	0,174	175	0,148
26	0,374	76	0,223	126	0,174	176	0,147
27	0,367	77	0,221	127	0,173	177	0,147
28	0,361	78	0,220	128	0,172	178	0,146
29	0,355	79	0,219	129	0,172	179	0,146
30	0,349	80	0,217	130	0,171	180	0,146
31	0,344	81	0,216	131	0,170	181	0,145
32	0,339	82	0,215	132	0,170	182	0,145
33	0,334	83	0,213	133	0,169	183	0,144
34	0,329	84	0,212	134	0,168	184	0,144
35	0,325	85	0,211	135	0,168	185	0,144
36	0,320	86	0,210	136	0,167	186	0,143
37	0,316	87	0,208	137	0,167	187	0,143
38	0,312	88	0,207	138	0,166	188	0,142
39	0,308	89	0,206	139	0,165	189	0,142
40	0,304	90	0,205	140	0,165	190	0,142
41	0,301	91	0,204	141	0,164	191	0,141
42	0,297	92	0,203	142	0,164	192	0,141
43	0,294	93	0,202	143	0,163	193	0,141
44	0,291	94	0,201	144	0,163	194	0,140
45	0,288	95	0,200	145	0,162	195	0,140
46	0,285	96	0,199	146	0,161	196	0,139
47	0,282	97	0,198	147	0,161	197	0,139
48	0,279	98	0,197	148	0,160	198	0,139
49	0,276	99	0,196	149	0,160	199	0,138
50	0,273	100	0,195	150	0,159	200	0,138

LAMPIRAN XI

ANALISIS TAMBAHAN

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Conformance	246	1.00	5.00	3.0379	.84457
Durability	246	1.00	5.00	2.6220	.91214
Fit and Finish	246	1.00	5.00	2.4255	.88094
Valid N (listwise)	246				

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Confrmce_1	246	3.24	.955	.061
Confrmce_2	246	3.09	.959	.061
Confrmce_3	246	2.78	.925	.059

One-Sample Test

	Test Value = 3.0379					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Confrmce_1	3.384	245	.001	.206	.09	.33
Confrmce_2	.776	245	.438	.047	-.07	.17
Confrmce_3	-4.296	245	.000	-.253	-.37	-.14

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Drblty_1	246	2.74	.989	.063
Drblty_2	246	2.59	.981	.063
Drblty_3	246	2.54	.924	.059

One-Sample Test

	Test Value = 2.6220					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Drblty_1	1.804	245	.073	.114	-.01	.24
Drblty_2	-.586	245	.559	-.037	-.16	.09
Drblty_3	-1.312	245	.191	-.077	-.19	.04

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Fit_fnsh_1	246	2.48	.959	.061
Fit_fnsh_2	246	2.39	.882	.056
Fit_fnsh_3	246	2.40	1.017	.065

One-Sample Test

	Test Value = 2.4255					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Fit_fnsh_1	.952	245	.342	.058	-.06	.18
Fit_fnsh_2	-.627	245	.531	-.035	-.15	.08
Fit_fnsh_3	-.356	245	.722	-.023	-.15	.10

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Price	246	3.9621	.66079	.04213
Perfomance	246	3.2114	.79199	.05050
Feature	246	3.2981	.74421	.04745
Reliability	246	2.6938	.83418	.05319
Durability	246	2.6220	.91214	.05816
Serviceability	246	3.1653	.82849	.05282
Aesthetic	246	3.5678	.71693	.04571
Conformance	246	3.0379	.84457	.05385
Fit and Finish	246	2.4255	.88094	.05617
Kualitas Produk	246	3.1093	.56617	.03610
Nilai Fungsional	246	3.0041	.70436	.04491
Nilai Emosional	246	2.8089	.85103	.05426
Nilai Fungsional (Value for Money)	244	3.3371	.74629	.04778
Nilai Sosial	244	2.6988	.80791	.05172
Brand Perceived Quality	246	2.9598	.64252	.04097
Word of Mouth	244	2.8005	.88338	.05655

One-Sample Test

	Test Value = 2.61					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Price	32.092	245	.000	1.35206	1.2691	1.4350
Perfomance	11.910	245	.000	.60138	.5019	.7008
Feature	14.502	245	.000	.68810	.5946	.7816
Reliability	1.575	245	.117	.08377	-.0210	.1885
Durability	.206	245	.837	.01195	-.1026	.1265
Serviceability	10.513	245	.000	.55531	.4513	.6594
Aesthetic	20.953	245	.000	.95775	.8677	1.0478
Conformance	7.947	245	.000	.42794	.3219	.5340
Fit and Finish	-3.285	245	.001	-.18453	-.2952	-.0739
Kualitas Produk	13.832	245	.000	.49930	.4282	.5704
Nilai Fungsional	8.775	245	.000	.39407	.3056	.4825
Nilai Emosional	3.667	245	.000	.19894	.0921	.3058
Nilai Fungsional (Value for Money)	15.219	243	.000	.72709	.6330	.8212
Nilai Sosial	1.716	243	.087	.08877	-.0131	.1906
Brand Perceived Quality	8.540	245	.000	.34983	.2691	.4305
Word of Mouth	3.369	243	.001	.19055	.0792	.3019