

## CHAPTER V

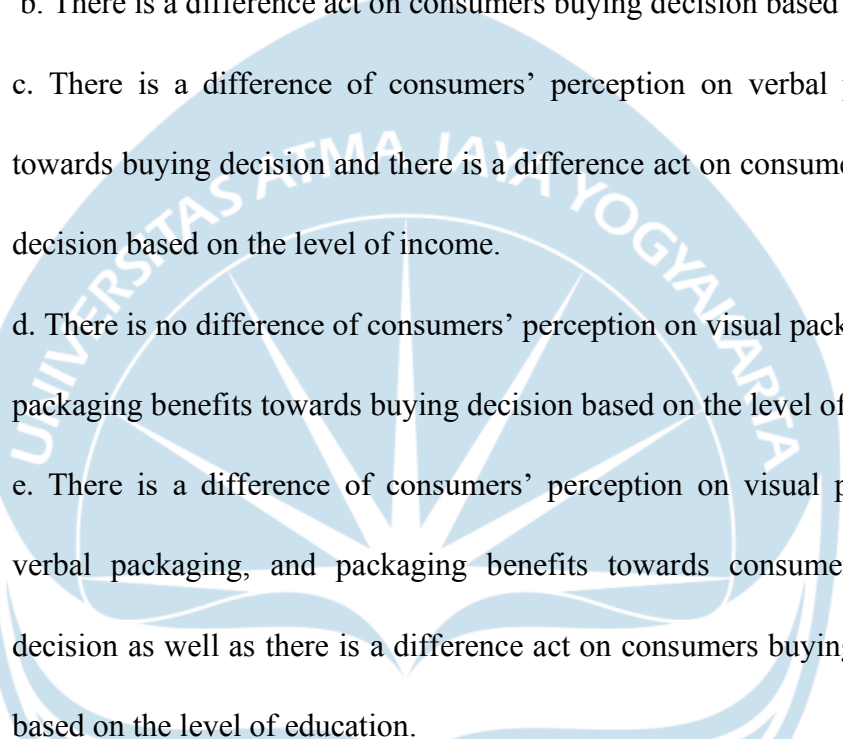
### CONCLUSION AND RECOMMENDATION

In this section, the conclusion from the result of the study will be described. Also, the suggestion for further research and limitation of the research will also be explained in this section

#### 5.1 Conclusion

Based on the discussion that have been explained in the chapter four, the main conclusion from the hypothesis of this study is summarized as follows:

1. According to the result of Regression, the effect of packaging elements on buying decision:
  - a. Visual packaging element is significantly affect consumers' buying decision in the case of perfume product. **(H1 is accepted)**
  - b. Verbal packaging element is significantly affect consumers' buying decision in the case of perfume product. **(H2 is accepted)**
  - c. Packaging benefits is significantly affect consumers' buying decision in the case of perfume product. **(H3 is accepted)**
2. According to the result of One Way ANOVA, it can be concluded that:

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- a. There is a difference of consumers' perception on visual packaging, verbal packaging, and packaging benefits towards buying decision based on age.
  - b. There is a difference act on consumers buying decision based on age.
  - c. There is a difference of consumers' perception on verbal packaging towards buying decision and there is a difference act on consumers buying decision based on the level of income.
  - d. There is no difference of consumers' perception on visual packaging and packaging benefits towards buying decision based on the level of income.
  - e. There is a difference of consumers' perception on visual packaging, verbal packaging, and packaging benefits towards consumers buying decision as well as there is a difference act on consumers buying decision based on the level of education.

## **5.2 Managerial Implication**

According to the result of this findings, it can be seen that the most influential elements of packaging that affect buying decision is visual packaging, followed by packaging benefits and verbal packaging. Take into consideration from the mean items that colour and images are the highest aspects in the case of visual packaging, it is crucial for fragrances company to focus on maximizing the application of those aspects in the perfume packaging. In terms of colour, according to Bottomley, P. A (2006), the application of suitable colour in the product

packaging can strengthen the characteristic of the product itself. In the case of perfume packaging, fragrance company can apply several types of colours based on the scents of the perfume itself. For instance, a perfume with vanilla scent can use white colour as the dominant colour in its packaging, as it also describes the characteristic of the scent itself. Other than colour, image on the packaging also has a role to be a certain brand's identity. Due to the fact that in the case of verbal packaging, the result of this study shows that brand name is the most crucial aspect of packaging verbal that draws the consumers attention. As a result, the combination between the usage of colour and image that is indicating the characteristic of the brand itself can help the consumers identifying a certain brand name easily. Thus, it might draw the consumers' attention and differentiate the product with its competitors when it is placed on the shelf.

In terms of packaging benefits, the findings reveal that consumers are mainly focusing on the importance of the functional benefits of the product itself. Consequently, company of fragrance products must assure that the products are having an acceptable standard quality by conducting quality control of the products regularly. By emphasizing the high quality of the product in the packaging, it can attract as well as convince the consumers when selecting a perfume product to buy.

As the result of this study shows that there is a difference perception on the elements of packaging towards buying decision according to the consumers' demographic profile such as age, income, and level of education, it is essential for companies to focus on offering different types of packaging according to the difference preferences of consumers based on their demographic profile. By doing

so, the product is not only attracting to a specific group of consumers but also to different types of consumers which resulting to boost the sales of the product.

### **5.3 Limitation of the Research**

1. There is no specification of certain brand of perfume product that is analysed in this study.
2. The sample of this study were taken only for a specific group of consumers, which is Millennials. In terms of age, the majority of the respondents were those who are under twenty-five years old, while there were only few amount of those who are above twenty five years old. Under this condition, the result of this study is incapable to represent the young consumers behaviour towards perfume product in general.
3. There is a possibility that the respondents of this study are consumers who purchased fake or refill perfume, which means those are not the main criteria as the respondent of this study.

### **5.4 Suggestion for Further Research**

1. Future research should broaden the category of the respondents, other than the generation of Millennials.
2. Future research can add more demographic variable such as gender to be analysed, as it can provide different result based on the gender of the respondent.

3. Future research can also select one specific brand of perfume to be examined as the object of the research, for instance, the object can be one of the most popular or best seller perfume brand in the Indonesian market.

4. Future research can add more question filter in the questionnaire such as asking about where the consumers are purchasing the perfume to make sure that the respondents are buying the authentic ones.



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**APPENDIX I**  
**(Questionnaire)**

Pengaruh Desain (Visual dan Verbal) dan Manfaat Kemasan dalam Produk Parfum Terhadap Keputusan Pembelian Konsumen Generasi Milenial di Indonesia

Perkenalkan nama saya Devina Kurniawan, Mahasiswa program studi Manajemen Internasional di Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk tugas akhir saya mengenai "Pengaruh Desain dan Manfaat Kemasan Parfum Terhadap Keputusan Pembelian Konsumen Generasi Milenial di Indonesia".

Saya memohon ketersediaan teman-teman untuk dapat meluangkan waktunya dalam mengisi kuesioner berikut. Penelitian ini ditujukan kepada teman-teman yang memiliki kriteria sebagai berikut:

1. Berumur 21-41 tahun ditahun 2021
2. Berdomisili di Indonesia
3. Pernah melakukan pembelian parfum autentik/asli/original setidaknya satu kali

Jika terdapat kendala dalam pengisian kuesioner berikut, silahkan menghubungi peneliti melalui email: [devinakurniawan38@gmail.com](mailto:devinakurniawan38@gmail.com).

Terimakasih atas ketersediaan teman-teman untuk mengisi kuesioner ini.

## Kuesioner

1. Apakah anda pernah membeli parfum autentik / asli / original setidaknya satu kali? Ya / Tidak
2. Apakah anda bertempat tinggal di Indonesia? Ya/Tidak
3. Apakah anda berusia 21-41 tahun ditahun 2021? Ya/Tidak
4. Usia : ...tahun
5. Jenis Kelamin : Laki-laki / perempuan
6. Pendidikan terakhir : SD/SMP/SMA/Sarjana/Master
7. Penghasilan/uang saku perbulan:
  - ≤ Rp.1.500.000
  - Rp.1.500.001 - Rp.2.500.000
  - Rp.2.500.001 - Rp.3.500.000
  - Rp.2.500.001 - Rp.3.500.000
  - Rp.2.500.001 - Rp.3.500.000

No	Questions	Answers				
		STS	TS	N	S	SS
<b>Kemasan Visual (Packaging Visual)</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1	Warna dalam kemasan parfum autentik / asli / original yang saya beli menarik perhatian saya					
2	Warna dalam kemasan parfum autentik / asli / original yang saya beli mudah untuk diingat					
3	Bentuk kemasan parfum autentik / asli / original yang saya beli menarik perhatian saya					
4	Bentuk kemasan parfum autentik / asli / original yang saya beli memudahkan dalam penggunaan					
5	Ukuran kemasan parfum autentik / asli / original yang saya beli sesuai kebutuhan saya					
6	Ukuran kemasan parfum autentik / asli / original yang saya beli meyakinkan saya untuk membelinya					
7	Gambar dalam kemasan parfum autentik / asli / original yang saya beli memudahkan untuk dikenali					
8	Tulisan dalam kemasan parfum autentik / asli / original yang saya beli menarik perhatian saya					
<b>Kemasan Verbal (Packaging Verbal)</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1	Nama merk dalam kemasan parfum pada umumnya menarik perhatian saya					
2	Nama merk dalam kemasan parfum pada umumnya unik dibandingkan merk parfum lainnya					

3	Nama merk dalam kemasan parfum pada umumnya mudah untuk diingat					
4	Informasi produk dalam kemasan parfum pada umumnya dijelaskan secara jelas					
5	Informasi produk dalam kemasan parfum pada umumnya dapat dipercaya					
6	Informasi penyimpanan dalam kemasan parfum pada umumnya mudah untuk diikuti					
7	Saya lebih memilih kemasan parfum pada umumnya yang menggunakan Bahasa Indonesia					
8	Informasi produk dalam kemasan parfum pada umumnya (seperti nama perusahaan, alamat, produksi dan tanggal kadaluwarsa) dijelaskan secara jelas					
<b>Manfaat Kemasan (Packaging Benefits)</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1	Manfaat fungsional dalam kemasan parfum pada umumnya (kinerja/kualitas) dibuat dengan baik					
2	Manfaat fungsional dalam kemasan parfum pada umumnya (kinerja/kualitas) memenuhi standar kualitas yang baik					
3	Manfaat emosional dalam kemasan parfum pada umumnya (membangkitkan perasaan positif) adalah salah satu yang membuat saya tenang					
4	Manfaat emosional dalam kemasan parfum pada umumnya (membangkitkan perasaan positif) memberikan saya kepuasan dalam membeli produk					
5	Manfaat sosial dalam kemasan parfum pada umumnya (mengunggulkan persepsi konsep diri) membuat saya merasa diterima					
6	Manfaat sosial dalam kemasan parfum pada umumnya (mengunggulkan persepsi konsep diri) memperbaiki pandangan orang lain terhadap saya					
7	Saya lebih memilih kemasan parfum yang ramah lingkungan					
8	Saya lebih memilih kemasan parfum yang memiliki kualitas baik					
9	Saya lebih memilih kemasan parfum yang mudah untuk dibuka					



<b>Keputusan Pembelian (Buying Decision)</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1	Nama merk dalam kemasan parfum pada umumnya mempengaruhi keputusan pembelian saya					
2	Informasi produk dalam kemasan parfum pada umumnya mempengaruhi keputusan pembelian saya					
3	Warna dalam kemasan parfum pada umumnya mempengaruhi keputusan pembelian saya					
4	Bentuk model dalam kemasan parfum pada umumnya mempengaruhi keputusan pembelian saya					
5	Ukuran yang pas dalam kemasan parfum pada umumnya mempengaruhi keputusan pembelian saya					
6	Kemudahan penggunaan dalam kemasan parfum pada umumnya mempengaruhi keputusan pembelian saya					
7	Cara pembuangan kemasan parfum pada umumnya mempengaruhi keputusan pembelian saya					
8	Manfaat kemasan parfum pada umumnya mempengaruhi keputusan pembelian saya					



No	Age	Gender	Income	Educational Background
1	2	2	2	1
2	1	2	2	1
3	1	1	5	2
4	2	2	4	2
5	1	1	2	1
6	2	2	5	2
7	2	2	5	3
8	2	1	2	1
9	1	1	5	1
10	2	2	5	2
11	1	2	2	1
12	2	2	1	1
13	1	2	1	1
14	2	2	5	3
15	2	2	2	2
16	1	1	1	1
17	1	2	1	1
18	2	1	2	2
19	1	2	2	1
20	2	2	2	1
21	1	2	5	2
22	2	2	3	2
23	2	1	1	2
24	2	1	5	2
25	2	2	3	2
26	1	2	3	1
27	2	1	2	2

<b>28</b>	2	2	4	2
<b>29</b>	2	2	4	2
<b>30</b>	1	2	3	1
<b>31</b>	2	2	2	1
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<b>43</b>	2	1	5	3
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<b>46</b>	2	2	1	1
<b>47</b>	1	1	2	1
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<b>110</b>	2	2	1	1
<b>111</b>	2	2	2	1

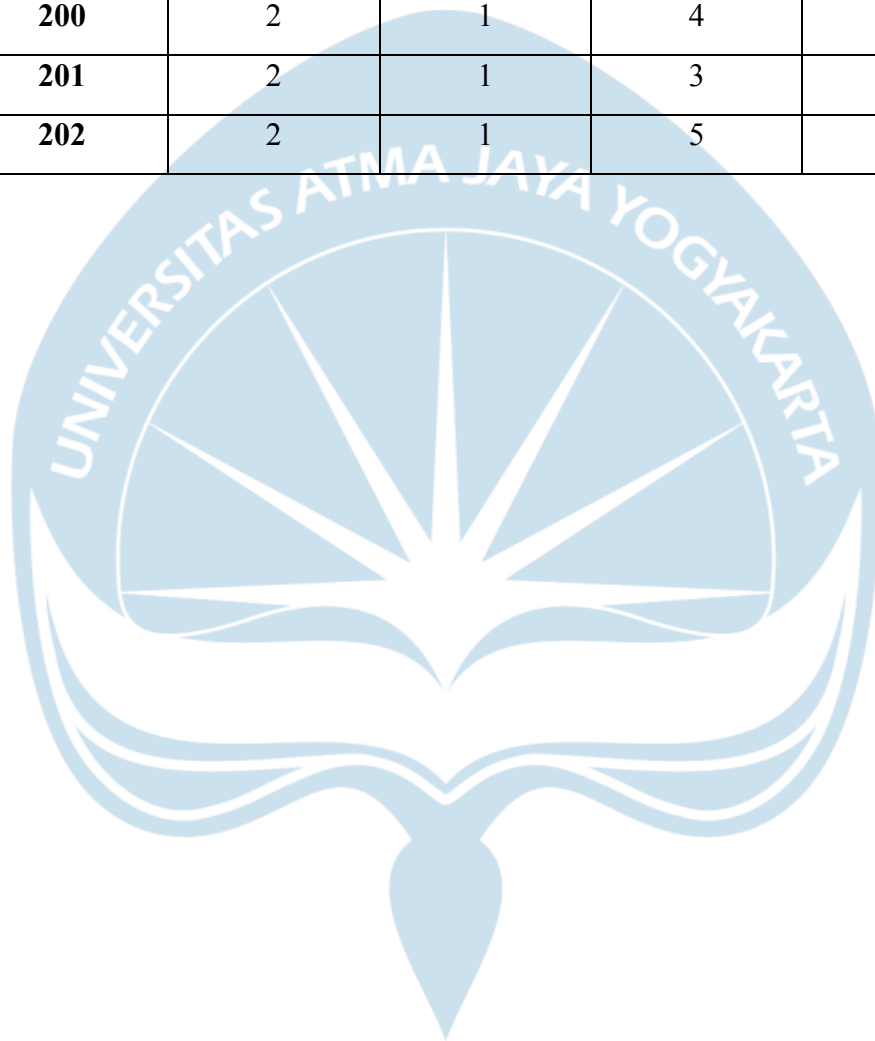
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<b>113</b>	2	1	1	1
<b>114</b>	2	2	4	2
<b>115</b>	1	1	2	1
<b>116</b>	2	2	1	2
<b>117</b>	2	1	5	2
<b>118</b>	2	2	4	1
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<b>120</b>	2	1	3	1
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**APPENDIX III**  
**(Questionnaire Data)**

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<b>No</b>	<b>BD1</b>	<b>BD2</b>	<b>BD3</b>	<b>BD4</b>	<b>BD5</b>	<b>BD6</b>	<b>BD7</b>	<b>BD8</b>
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<b>202</b>	4	3	5	5	4	3	4	3





**APPENDIX IV**

**(Validity and Reliability)**

Packaging Visual									
		BD2	BD3	BD4	BD5	BD6	BD7	BD8	TOTAL
P11	Pearson Correlation	.257	.429	.352	.419	.206	.269	.158	.572
	Sig. (2-tailed)	.171	.018	.057	.021	.274	.150	.403	.001
	N	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.365	.517	.411	.346	.280	.514	.405	.603
	Sig. (2-tailed)	.047	.003	.024	.061	.135	.004	.026	.000
	N	30	30	30	30	30	30	30	30
P13	Pearson Correlation	.121	.437	.594	.540	.344	.337	.298	.666
	Sig. (2-tailed)	.525	.016	.001	.002	.062	.069	.110	.000
	N	30	30	30	30	30	30	30	30
P14	Pearson Correlation	.615	.377	.475	.377	.654	.442	.523	.640
	Sig. (2-tailed)	.000	.040	.008	.040	.000	.014	.003	.000
	N	30	30	30	30	30	30	30	30
P15	Pearson Correlation	.195	.220	.461	.558	.267	.297	.050	.576
	Sig. (2-tailed)	.303	.242	.010	.001	.153	.111	.793	.001
	N	30	30	30	30	30	30	30	30
P16	Pearson Correlation	.555	.644	.761	.472	.461	.595	.617	.796
	Sig. (2-tailed)	.001	.000	.000	.008	.010	.001	.000	.000
	N	30	30	30	30	30	30	30	30
P17	Pearson Correlation	-.020	.476	.458	.348	.059	.354	.308	.570
	Sig. (2-tailed)	.916	.008	.011	.060	.759	.055	.098	.001
	N	30	30	30	30	30	30	30	30
P18	Pearson Correlation	.616	.671	.415	.099	.153	.515	.414	.613

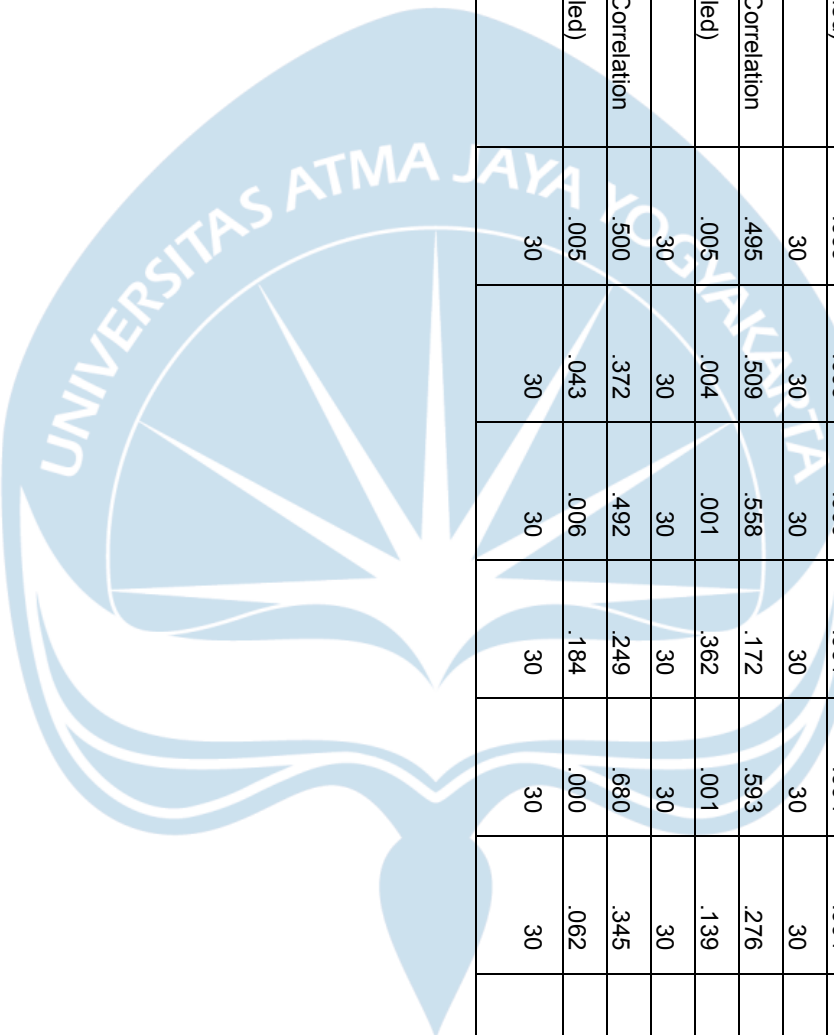
	Sig. (2-tailed)	.000	.000	.023	.602	.420	.004	.023	.000
	N	30	30	30	30	30	30	30	30

**Packaging Verbal**

PE1	Pearson Correlation	.203	.284	.395	.309	.365	.368	.383	.520
	Sig. (2-tailed)	.283	.129	.031	.097	.047	.046	.037	.003
	N	30	30	30	30	30	30	30	30
PE2	Pearson Correlation	.503	.604	.326	-.093	.081	.505	.362	.483
	Sig. (2-tailed)	.005	.000	.079	.625	.670	.004	.049	.007
	N	30	30	30	30	30	30	30	30
PE3	Pearson Correlation	.162	.222	.277	.661	.465	.336	.093	.548
	Sig. (2-tailed)	.391	.238	.139	.000	.010	.069	.626	.002
	N	30	30	30	30	30	30	30	30
PE4	Pearson Correlation	.286	.411	.659	.654	.308	.505	.331	.682
	Sig. (2-tailed)	.126	.024	.000	.000	.097	.004	.074	.000
	N	30	30	30	30	30	30	30	30
PE5	Pearson Correlation	.156	.485	.442	.493	.283	.353	.178	.685
	Sig. (2-tailed)	.409	.007	.015	.006	.130	.056	.347	.000
	N	30	30	30	30	30	30	30	30
PE6	Pearson Correlation	.334	.425	.507	.427	.410	.392	.269	.712
	Sig. (2-tailed)	.072	.019	.004	.019	.024	.032	.150	.000
	N	30	30	30	30	30	30	30	30
PE7	Pearson Correlation	.402	.208	.123	.299	.359	.573	.407	.362

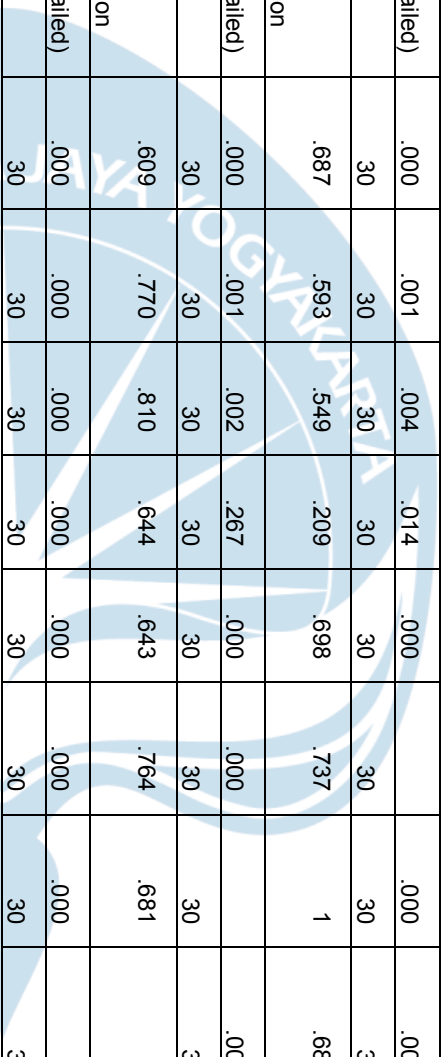
PE8	Sig. (2-tailed)	.028	.269	.518	.108	.052	.001	.025	.049
	N	30	30	30	30	30	30	30	30
PE8	Pearson Correlation	.000	.251	.313	.295	.407	.147	.141	.394
	Sig. (2-tailed)	1.000	.181	.092	.113	.026	.438	.457	.031
N	30	30	30	30	30	30	30	30	30

Packaging Benefits									
PB1	Pearson Correlation	.396	.601	.554	.425	.422	.490	.404	.751
	Sig. (2-tailed)	.031	.000	.002	.019	.020	.006	.027	.000
N	30	30	30	30	30	30	30	30	30
PB2	Pearson Correlation	.443	.747	.667	.326	.473	.509	.581	.795
	Sig. (2-tailed)	.014	.000	.000	.079	.008	.004	.001	.000
N	30	30	30	30	30	30	30	30	30
PB3	Pearson Correlation	.320	.448	.585	.529	.369	.481	.390	.630
	Sig. (2-tailed)	.085	.013	.001	.003	.045	.007	.033	.000
N	30	30	30	30	30	30	30	30	30
PB4	Pearson Correlation	.212	.339	.655	.640	.335	.488	.250	.617
	Sig. (2-tailed)	.262	.067	.000	.000	.071	.006	.182	.000
N	30	30	30	30	30	30	30	30	30
PB5	Pearson Correlation	.152	.423	.279	.408	.191	.473	.249	.477
	Sig. (2-tailed)	.422	.020	.136	.025	.311	.008	.184	.008
N	30	30	30	30	30	30	30	30	30
PB6	Pearson Correlation	.172	.382	.401	.438	.076	.367	.268	.454



	Sig. (2-tailed)	.362	.037	.028	.016	.691	.046	.152	.012
	N	30	30	30	30	30	30	30	30
PB7	Pearson Correlation	.336	.492	.651	.558	.509	.509	.491	.734
	Sig. (2-tailed)	.069	.006	.000	.001	.004	.004	.006	.000
	N	30	30	30	30	30	30	30	30
	Pearson Correlation	.495	.509	.558	.172	.593	.276	.524	.622
PB8	Sig. (2-tailed)	.005	.004	.001	.362	.001	.139	.003	.000
	N	30	30	30	30	30	30	30	30
PB9	Pearson Correlation	.500	.372	.492	.249	.680	.345	.615	.590
	Sig. (2-tailed)	.005	.043	.006	.184	.000	.062	.000	.001
	N	30	30	30	30	30	30	30	30

		Buying Decision									
BD1	Pearson Correlation	.213	.314	.431	.129	.346	.090	.288	.456		
	Sig. (2-tailed)	.258	.091	.017	.498	.061	.636	.122	.011		
	N	30	30	30	30	30	30	30	30	30	30
BD2	Pearson Correlation	1	.412	.323	.155	.630	.723	.687	.609		
	Sig. (2-tailed)		.024	.081	.414	.000	.000	.000	.000		
	N	30	30	30	30	30	30	30	30	30	30
BD3	Pearson Correlation	.412	1	.751	.375	.338	.593	.593	.770		
	Sig. (2-tailed)	.024		.000	.041	.068	.001	.001	.000		
	N	30	30	30	30	30	30	30	30	30	30
BD4	Pearson Correlation	.323	.751	1	.654	.463	.512	.549	.810		
	Sig. (2-tailed)	.081	.000		.000	.010	.004	.002	.000		
	N	30	30	30	30	30	30	30	30	30	30
BD5	Pearson Correlation	.155	.375	.654	1	.448	.445	.209	.644		
	Sig. (2-tailed)	.414	.041	.000		.013	.014	.267	.000		
	N	30	30	30	30	30	30	30	30	30	30
BD6	Pearson Correlation	.630	.338	.463	.448	1	.599	.698	.643		
	Sig. (2-tailed)	.000	.068	.010	.013		.000	.000	.000		



	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BD7	Pearson	.723	.593	.512	.445	.599	1	.737	.764								
	Correlation																
	Sig. (2-tailed)	.000	.001	.004	.014	.000		.000									
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BD8	Pearson	.687	.593	.549	.209	.698	.737	1	.681								
	Correlation																
	Sig. (2-tailed)	.000	.001	.002	.267	.000	.000										
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson	.609	.770	.810	.644	.643	.764	.681	1								
	Correlation																
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000									
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30



## Reliability

### Packaging Visual

#### Reliability Statistics

Cronbach's Alpha	N of Items
.806	8

### Packaging Verbal

#### Reliability Statistics

Cronbach's Alpha	N of Items
.763	8

### Packaging Benefits

#### Reliability Statistics

Cronbach's Alpha	N of Items
.796	9

### Buying Decision

#### Reliability Statistics

Cronbach's Alpha	N of Items
.826	8



**APPENDIX V**

**(Descriptive Statistic)**

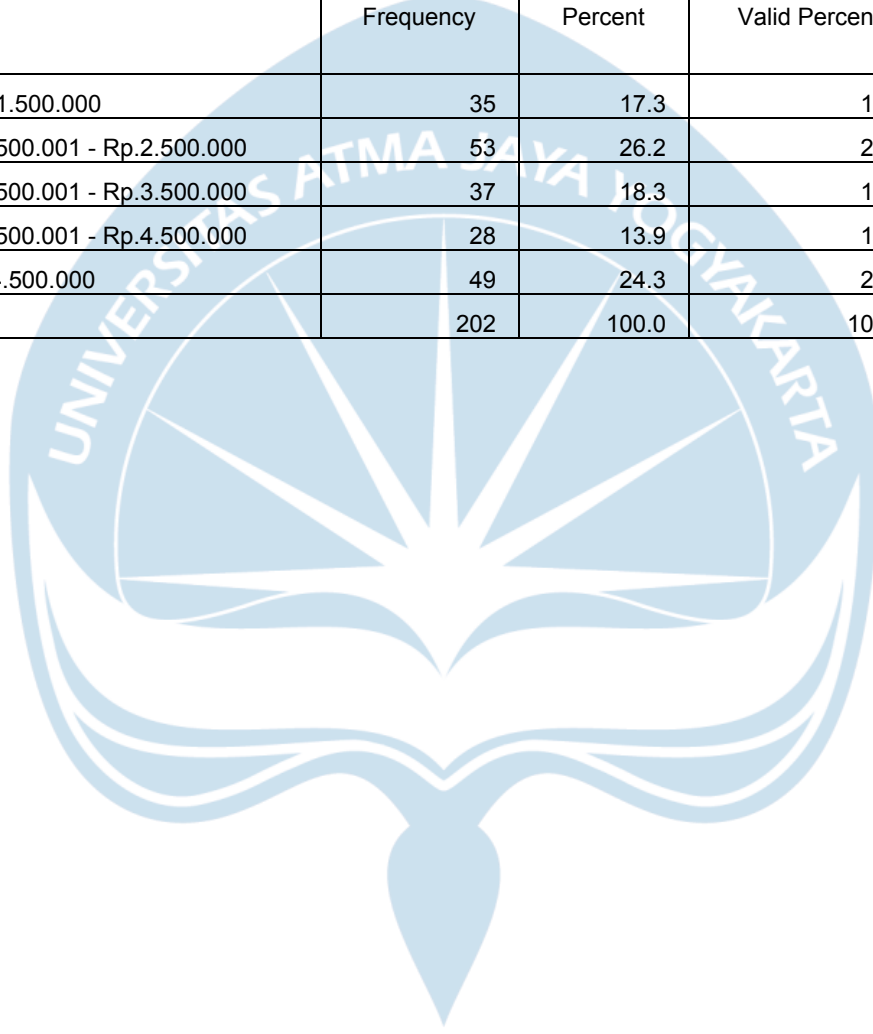
## Frequency Table

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≤ 21 years old	59	29.2	29.2	29.2
	≥ 22 years old	143	70.8	70.8	100.0
	Total	202	100.0	100.0	

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	99	49.0	49.0	49.0
	Perempuan	103	51.0	51.0	100.0
	Total	202	100.0	100.0	

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	94	46.5	46.5	46.5
	Sarjana	91	45.0	45.0	91.6
	Master	17	8.4	8.4	100.0
	Total	202	100.0	100.0	

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≤ Rp.1.500.000	35	17.3	17.3	17.3
	Rp.1.500.001 - Rp.2.500.000	53	26.2	26.2	43.6
	Rp.2.500.001 - Rp.3.500.000	37	18.3	18.3	61.9
	Rp.3.500.001 - Rp.4.500.000	28	13.9	13.9	75.7
	>Rp.4.500.000	49	24.3	24.3	100.0
	Total	202	100.0	100.0	





**APPENDIX VI**

**(Regression)**

**Variables Entered/Removed**

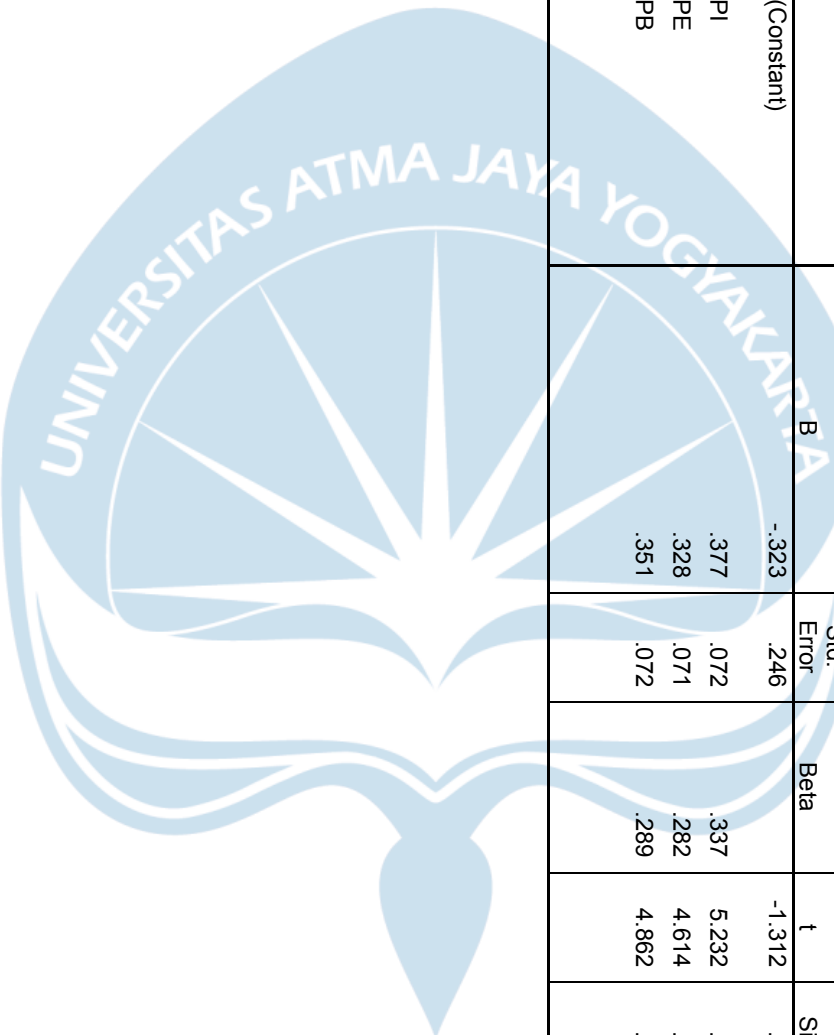
Model	Variables Entered	Variables Removed	Method
1	PI, PE, PB	.	Enter

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 <sup>a</sup>	.627	.621	.374

**ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression Residual Total	3 198 201	15.475 .140	110.859	.000 <sup>a</sup>



**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.323	.246		-1.312	.191
	PI	.377	.072	.337	5.232	.001
	PE	.328	.071	.282	4.614	.001
	PB	.351	.072	.289	4.862	.001



**APPENDIX VII**  
**(ONE WAY ANOVA)**

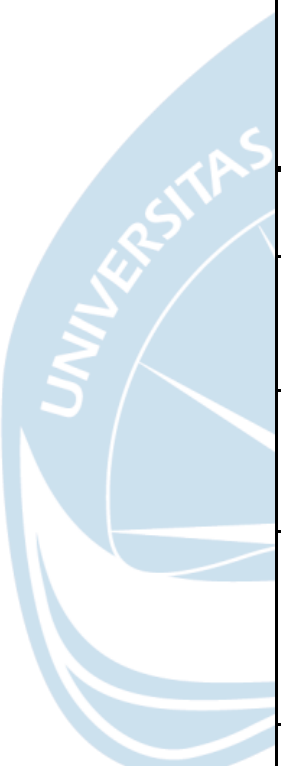


Age	N	Mean	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
PI ≤ 21 ≥ 22 Total	59	4.41	.064	4.28	4.53	3.00	5.00
	143	4.16	.046	4.06	4.25	3.00	5.00
	202	4.23	.038	4.15	4.30	3.00	5.00
PE ≤ 21 ≥ 22 Total	59	4.26	.061	4.14	4.38	2.00	5.00
	143	4.07	.045	3.99	4.16	2.00	5.00
	202	4.13	.037	4.06	4.20	3.00	5.00
PB ≤ 21 ≥ 22 Total	59	4.34	.058	4.23	4.46	3.00	5.00
	143	4.15	.043	4.06	4.23	3.00	5.00
	202	4.21	.035	4.14	4.27	3.00	5.00
BD ≤ 21 ≥ 22 Total	59	4.19	.083	4.03	4.36	2.00	5.00
	143	4.06	.049	3.96	4.16	2.00	5.00
	202	4.10	.043	4.02	4.18	2.00	5.00

## ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
PI	Between Groups	2.635	2.635	9.304	.003
	Within Groups	56.650	.283		
	Total	59.286	201		
PE	Between Groups	1.417	1.417	5.330	.022
	Within Groups	53.159	.266		
	Total	54.576	201		
PB	Between Groups	1.621	1.621	6.670	.011
	Within Groups	48.604	.243		
	Total	50.225	201		
BD	Between Groups	.714	.714	1.946	.165
	Within Groups	73.350	.367		
	Total	74.064	201		

Income	N	Mean	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
PI ≤ Rp. 1.500.000 Rp. 1.500.001 – Rp. 2.500.000 Rp. 2.500.001 – Rp. 3.500.000 Rp. 3.500.001 – Rp. 4.500.000 > Rp. 4.500.000 Total	35	4.23	.098	4.03	4.43	3.00	5.00
	53	4.32	.077	4.17	4.47	3.00	5.00
	37	4.31	.081	4.14	4.47	3.00	5.00
	28	3.96	.076	3.80	4.11	3.00	5.00
	49	4.22	.082	4.06	4.39	3.00	5.00
202	4.23	.038	4.15	4.30	3.00	5.00	
PE ≤ Rp. 1.500.000 Rp. 1.500.001 – Rp. 2.500.000 Rp. 2.500.001 – Rp. 3.500.000 Rp. 3.500.001 – Rp. 4.500.000 > Rp. 4.500.000 Total	35	4.03	.116	3.79	4.26	2.00	5.00
	53	4.24	.062	4.12	4.37	3.00	5.00
	37	4.19	.087	4.02	4.37	3.00	5.00
	28	3.89	.066	3.75	4.02	3.00	5.00
	49	4.16	.071	4.02	4.31	3.00	5.00
202	4.13	.037	4.06	4.20	2.00	5.00	



PB	≤ Rp. 1.500.000	35	4.24																	
	Rp. 1.500.001 – Rp. 2.500.000	53	4.32																	
	Rp. 2.500.001 – Rp. 3.500.000	37	4.22																	
	Rp. 3.500.001 – Rp. 4.500.000	28	3.98																	
	> Rp. 4.500.000	4	4.18																	
Total	202	4.21																		
BD	≤ Rp. 1.500.000	35	4.08																	
	Rp. 1.500.001 – Rp. 2.500.000	53	4.25																	
	Rp. 2.500.001 – Rp. 3.500.000	37	4.16																	
	Rp. 3.500.001 – Rp. 4.500.000	28	3.78																	
	> Rp. 4.500.000	49	4.09																	
Total	202	4.10																		

Education	N	Mean	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
PI SMA Sariana Master Total	94	4.37	.053	4.26	4.47	3.00	5.00
	91	4.10	.055	3.99	4.21	3.00	5.00
	17	4.13	.152	3.81	4.45	3.00	5.00
	202	4.23	.038	4.15	4.30		
PE SMA Sariana Master Total	94	4.24	.056	4.13	4.35	3.00	5.00
	91	4.02	.050	3.92	4.12	3.00	5.00
	17	4.07	.129	3.80	4.35	2.00	5.00
	202	4.13	.037	4.06	4.20		
PB SMA Sariana Master Total	94	4.35	.053	4.25	4.46	2.00	5.00
	91	4.06	.046	3.97	4.16	3.00	5.00
	17	4.14	.128	3.87	4.42	3.00	5.00
	202	4.21	.035	4.14	4.27	3.00	
BD SMA Sariana Master Total	94	4.21	.064	4.08	4.34	2.00	5.00
	91	3.98	.062	3.86	4.10	2.00	5.00
	17	4.14	.129	3.87	4.41	4.00	5.00
	202	4.10	.043	4.02	4.18	2.00	

## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PI	Between Groups	2.704	4	.676	2.353	.055
	Within Groups	56.582	197	.287		
	Total	59.286	201			
PE	Between Groups	2.869	4	.717	2.732	.030
	Within Groups	51.707	197	.262		
	Total	54.576	201			
67PB	Between Groups	2.176	4	.544	2.230	.067
	Within Groups	48.049	197	.244		
	Total	50.225	201			
BD	Between Groups	4.323	4	1.081	3.053	.018
	Within Groups	69.740	197	.354		
	Total	74.064	201			



## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PI	Between Groups	3.428	2	1.714	6.107	.003
	Within Groups	55.857	199	.281		
	Total	59.286	201			
PE	Between Groups	2.159	2	1.080	4.098	.018
	Within Groups	52.417	199	.263		
	Total	54.576	201			
67PB	Between Groups	3.957	2	1.978	8.509	.001
	Within Groups	46.268	199	.233		
	Total	50.225	201			
BD	Between Groups	2.548	2	1.274	3.545	.031
	Within Groups	71.516	199	.359		
	Total	74.064	201			