

BAB V

PENUTUP

Berdasarkan analisis data yang telah dilakukan, maka secara umum dapat disimpulkan: Bahwa citra merek Yamaha memegang peranan penting, yakni sepenuhnya menentukan tingginya kesediaan pengguna untuk melakukan komunikasi *Word of Mouth* dan citra merek sepenuhnya ditentukan pula oleh 2 dimensi kualitas produk Yamaha yaitu: keandalan dan estetika. Selain itu, citra merek Yamaha juga terbukti memperkuat pengaruh keandalan Yamaha terhadap kesediaan pengguna melakukan *Word of Mouth*.

5.1. Kesimpulan

1. Hasil analisis regresi dapat disimpulkan sebagai berikut:
 - a. Kualitas produk memiliki pengaruh yang signifikan terhadap *word of mouth*.
 - b. Dimensi kualitas produk yang memiliki pengaruh secara signifikan terhadap *word of mouth* adalah dimensi *reliability*.
 - c. Kualitas produk memiliki pengaruh yang signifikan terhadap *brand image*.
 - d. Dimensi kualitas produk yang memiliki pengaruh secara signifikan terhadap *brand image* adalah dimensi *reliability* dan *aesthetic*
 - e. *Brand image* memiliki pengaruh yang signifikan terhadap *word of mouth*.
2. Hasil analisis regresi mediasi dapat disimpulkan bahwa *brand image* memediasi sepenuhnya pengaruh kualitas produk (*reliability* dan *aesthetic*) terhadap *word of mouth*.

3. Hasil analisis regresi moderasi dapat disimpulkan sebagai berikut:
 - a. *Brand image* memoderasi (memperkuat) pengaruh *reliability* terhadap *word of mouth*.
 - b. Tipe motor matic lebih efektif (kuat) dalam meningkatkan pengaruh *reliability* terhadap *brand image*.
 - c. Tipe motor matic lebih efektif (kuat) dalam meningkatkan pengaruh *aesthetic* terhadap *brand image*.
4. Hasil analisis *One Sample T-test* dapat disimpulkan bahwa penilaian perseptif pengguna sepeda motor merek Yamaha atas kualitas produk (*performance, reliability, durability, aesthetic*), *brand image* dan kesediaan untuk melakukan komunikasi *word of mouth* termasuk pada kategori yang tinggi/baik.
5. Hasil analisis perbedaan penilaian perseptif pengguna sepeda motor merek Yamaha dapat disimpulkan sebagai berikut:
 - a. Terdapat perbedaan perbedaan penilaian perseptif pengguna sepeda motor merek Yamaha pada variabel *brand image* ditinjau dari perbedaan tipe motor. Pengguna sepeda motor merek Yamaha yang menggunakan tipe matic memiliki penilaian perseptif yang lebih tinggi dibandingkan yang menggunakan tipe non-matic.
 - b. Terdapat perbedaan perbedaan penilaian perseptif pengguna sepeda motor merek Yamaha pada variabel *word of mouth* ditinjau dari perbedaan tipe motor. Pengguna sepeda motor merek Yamaha yang menggunakan tipe matic memiliki penilaian perseptif yang lebih tinggi dibandingkan yang menggunakan tipe non-matic.

c. Terdapat perbedaan perbedaan penilaian perseptif pengguna sepeda motor merek Yamaha pada variabel *brand image* ditinjau dari perbedaan usia. Pengguna sepeda motor Yamaha dengan usia yang semakin tinggi memiliki penilaian perseptif terhadap *brand image* yang semakin baik.

6. Hasil analisis dapat disimpulkan sebagai berikut:

- a. Mayoritas responden berjenis kelamin pria yaitu sebanyak 81 orang atau sebesar 67,5%.
- b. Mayoritas responden berusia antara 17 sampai 25 tahun yaitu sebanyak 102 orang atau sebesar 85%.
- c. Mayoritas responden bekerja sebagai pelajar/mahasiswa yaitu sebanyak 98 orang atau sebesar 81,7%.
- d. Mayoritas responden memiliki rata-rata pengeluaran bensin per minggu kurang dari Rp 15.000 yaitu sebesar 48,3%.
- e. Mayoritas responden menggunakan motor Yamaha tipe non-matic yaitu sebanyak 80 orang atau sebesar 66,7%.
- f. Mayoritas responden telah menggunakan motor Yamaha selama kurang dari 3 tahun yaitu sebanyak 93 orang atau sebesar 77,5%.
- g. Mayoritas responden (75,8%) menyatakan bahwa mereka pernah menggunakan merek yang lain (selain Yamaha).
- h. Mayoritas responden (56%) menyatakan bahwa mereka menggunakan motor merek Honda.
- i. Mayoritas responden telah menggunakan motor selain merek Yamaha selama kurang dari 3 tahun yaitu sebanyak 35 orang atau sebesar 38,5%.

- j. Berdasarkan merek motor yang diketahui dapat disimpulkan bahwa, 100% responden menyebutkan merek Yamaha dan Honda.
7. Hasil analisis *Chi Square* dapat disimpulkan bahwa Hasil analisis Chi Square dapat disimpulkan sebagai berikut: responden dengan usia yang lebih muda (17 – 25 tahun) kebanyakan bekerja sebagai pelajar dan mahasiswa dengan pengeluaran untuk bensin kurang dari Rp. 15.000, sedangkan responden dengan usia yang lebih tua (lebih dari 25 tahun) kebanyakan bekerja sebagai pegawai negeri, pegawai swasta, wiraswasta/pengusaha dan lain sebagainya dengan pengeluaran untuk bensin antara dari Rp. 15.000 sampai Rp. 30.000.

5.2. Saran

Berdasarkan hasil analisis serta kesimpulan di atas penulis membuat saran sebagai berikut:

1. Bagi pihak manajemen PT. Yamaha Motor Kencana Indonesia (PT YMKI) antara lain adalah dalam menentukan strategi program pemasaran dimohon untuk memperhatikan pengembangan produk Yamaha non-matic khususnya pada dimensi keandalan (*reliability*). Karena dengan peningkatan dimensi keandalan (*reliability*) khususnya pada kemudahan sepeda motor untuk dapat dikendarai serta sejalan dengan peningkatan *image* mereknya maka diharapkan kesediaan pengguna Yamaha untuk bercerita lebih banyak kepada orang lain mengenai keunggulan atau kelebihan dari produk sepeda motor merek Yamaha akan semakin tinggi.

2. Bagi peneliti selanjutnya disarankan untuk memperluas ruang lingkup pengguna pada sepeda motor Yamaha. Misalnya mencakup seluruh pengguna sepeda motor Yamaha yang ada di propinsi Daerah Istimewa Yogyakarta.



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LAMPIRAN I

SURAT PENGANTAR KUESIONER PENELITIAN

Surat permohonan pengisian kuesioner kepada responden

Yang terhormat

Bapak/ ibu/ Sdr/ Sdri pengguna Motor Yamaha

Di tempat

Dengan hormat,

Saya yang bertanda tangan di bawah ini :

Nama : Benhardi Aditya P.S
No.Mahasiswa : 05 03 15547
Fakultas / Prodi : Ekonomi Manajemen

Sehubungan dengan penelitian yang saya lakukan untuk memenuhi tugas akhir di Fakultas Ekonomi Univeritas Atma Jaya Yogyakarta, saya memohon kesediaan Anda untuk mengisi kuesioner terlampir mengenai analisa pengaruh kualitas produk pada motor Yamaha terhadap Word of Mouth.

Data dari kuesioner ini nantinya akan saya gunakan sebagai data penelitian skripsi. Saya berharap anda bersedia mengisi kuesioner ini dengan benar dan lengkap (semua jawaban yang Anda berikan dalam kuesioner ini tidak dinilai benar atau salah melainkan sesuai dengan penilaian Anda sendiri).

Atas perhatiannya saya ucapkan banyak terimakasih.

Hormat saya,

Benhardi Aditya P.S

KUESIONER

A) Berilah tanggapan atas pernyataan-pernyataan yang berkaitan dengan produk Motor Yamaha di bawah ini dengan cara memberikan tanda silang (X) pada salah satu alternatif tanggapan berikut :

SS = SANGAT SETUJU (score 5)
S = SETUJU (score 4)
N = NETRAL (score 3)
TS = TIDAK SETUJU (score 2)
STS = SANGAT TIDAK SETUJU (score 1)

NO	PERNYATAAN	SS	S	N	TS	STS
1.	Motor Yamaha mudah untuk dikendarai					
2.	Motor Yamaha tidak boros bensin					
3.	Motor Yamaha dapat dikendarai dengan baik					
4.	Motor Yamaha nyaman digunakan					
5.	Motor Yamaha tidak mudah rusak					
6.	Penampilan Motor Yamaha tidak ketinggalan jaman.					
7.	Motor Yamaha memiliki banyak pilihan model					
8.	Motor Yamaha memiliki banyak pilihan warna					
9.	Motor Yamaha memiliki banyak pilihan tipe					
10.	Motor merk Yamaha terpercaya					
11.	Motor merk Yamaha memiliki kualitas bagus					
12.	Motor merk Yamaha memiliki value-for-money (nilai ekonomis yang tinggi)					
13.	Motor merk Yamaha merupakan merek yang secara total selaras dengan gaya hidup saya					
14.	Produk motor Yamaha merupakan produk yang selalu dikembangkan secara inovatif					
15.	Motor Yamaha selalu mengusahakan kepuasan bagi pemakainya					
16.	Saya akan mengatakan hal positif mengenai motor merk Yamaha kepada orang lain.					
17.	Saya akan merekomendasikan motor merk Yamaha kepada setiap orang yang meminta nasihat saya					
18.	Saya akan mendorong teman-teman dan relasi-relasi saya untuk menggunakan motor merk Yamaha					

B) Mohon Sdr/Sdri untuk memberikan salah satu jawaban yang sesuai dengan keadaan Anda dengan memberikan tanda silang (X) pada jawaban yang Anda pilih.

Identitas Anda

1. Jenis kelamin:
 - a. Pria
 - b. Wanita
2. Usia
 - a. 17 – 25 tahun
 - b. 26 – 35 tahun
 - c. 36 – 45 tahun
 - d. Di atas 45 tahun
3. Pekerjaan
 - a. Pelajar/Mahasiswa
 - b. Pegawai Negeri
 - c. Karyawan Swasta
 - d. Wiraswasta/Pengusaha
 - e. Lain-lain, sebutkan.....
4. Rata-rata pengeluaran bensin per minggu untuk bahan bakar motor : Rp.....
5. Apakah tipe motor Yamaha yang Anda gunakan saat ini?
 - a. Matic
 - b. Non-matic
6. Sudah berapa lama Anda menggunakan Motor Yamaha dengan tipe tersebut?..... tahun.
7. Pernahkah Anda menggunakan merk motor selain merk Yamaha?....., apa merk motor tersebut?..... Sejak kapan?..... tahun
8. Merek motor apa saja yang Anda ketahui?



Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Performance_1	3.85	.644	120
Performance_2	3.88	.812	120
Reliability_1	3.67	.714	120
Reliability_2	3.85	.795	120
Durability_1	3.88	.954	120
Durability_2	3.83	.923	120
Aesthetic_1	3.98	.864	120
Aesthetic_2	3.89	.877	120
Aesthetic_3	3.94	.813	120
BI_1	3.75	.822	120
BI_2	3.89	.818	120
BI_3	3.90	.793	120
BI_4	3.77	.837	120
BI_5	3.88	.801	120
BI_6	3.92	.805	120
WOM_1	3.83	1.082	120
WOM_2	3.84	1.069	120
WOM_3	3.83	1.079	120

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.812
Bartlett's Test of Sphericity	Approx. Chi-Square	1841.871
	df	153
	Sig.	.000

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
BI_6	.901					
BI_3	.883					
BI_2	.879					
BI_5	.862					
BI_4	.808					
BI_1	.746					
WOM_3		.918				
WOM_1		.915				
WOM_2		.906				
Aesthetic_3			.905			
Aesthetic_2			.889			
Aesthetic_1			.855			
Durability_2				.965		
Durability_1				.957		
Performance_2					.951	
Performance_1					.944	
Reliability_2						.874
Reliability_1						.838

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Performance

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.887	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Performance_1	3.88	.659	.819	^a
Performance_2	3.85	.414	.819	^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.73	1.928	1.389	2

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.775	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reliability_1	3.85	.633	.636	.a
Reliability_2	3.67	.510	.636	.a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.52	1.865	1.366	2

Durability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.927	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Durability_1	3.83	.851	.864	. ^a
Durability_2	3.88	.911	.864	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.71	3.284	1.812	2

Aesthetic

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.912	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	7.83	2.627	.777	.911
Aesthetic_2	7.92	2.447	.851	.849
Aesthetic_3	7.87	2.654	.845	.857

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.81	5.551	2.356	3

Brand Image

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.950	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI_1	19.36	13.677	.770	.949
BI_2	19.22	13.146	.881	.937
BI_3	19.21	13.444	.854	.940
BI_4	19.34	13.487	.788	.947
BI_5	19.23	13.201	.893	.935
BI_6	19.19	13.165	.894	.935

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.11	19.039	4.363	6

Word of Mouth

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.949	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	7.68	4.372	.870	.944
WOM_2	7.66	4.311	.907	.916
WOM_3	7.67	4.275	.905	.917

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.50	9.479	3.079	3



Frequency Table

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	81	67.5	67.5	67.5
	Wanita	39	32.5	32.5	100.0
	Total	120	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 25 tahun	102	85.0	85.0	85.0
	26 - 35 tahun	14	11.7	11.7	96.7
	36 - 45 tahun	2	1.7	1.7	98.3
	Di atas 45 tahun	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	98	81.7	81.7	81.7
	Pegawai Negeri	2	1.7	1.7	83.3
	Karyawan Swasta	12	10.0	10.0	93.3
	wiraswasta/Pengusaha	7	5.8	5.8	99.2
	Lain-lain	1	.8	.8	100.0
	Total	120	100.0	100.0	

Rata-rata pengeluaran bensin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= Rp 15.000	58	48.3	48.3	48.3
	> Rp 15.000 - Rp 30.000	48	40.0	40.0	88.3
	> Rp 30.000	14	11.7	11.7	100.0
	Total	120	100.0	100.0	

Tipe motor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matic	40	33.3	33.3	33.3
	Non-matic	80	66.7	66.7	100.0
	Total	120	100.0	100.0	

Berapa lama menggunakan motor Yamaha

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= 3 tahun	93	77.5	77.5	77.5
	4 - 6 tahun	24	20.0	20.0	97.5
	> 6 tahun	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

Pernahkan menggunakan merek selain Yamaha

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	91	75.8	75.8	75.8
	Tidak	29	24.2	24.2	100.0
Total		120	100.0	100.0	

Merek motor yang digunakan selain Yamaha

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Honda	51	42.5	56.0	56.0
	Suzuki	27	22.5	29.7	85.7
	Kawasaki	7	5.8	7.7	93.4
	Bajaj	1	.8	1.1	94.5
	Lainnya	5	4.2	5.5	100.0
	Total		91	75.8	100.0
Missing	System	29	24.2		
Total		120	100.0		

Lama menggunakan merek motor selain Yamaha

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= 3 tahun	35	29.2	38.5	38.5
	4 - 6 tahun	34	28.3	37.4	75.8
	> 6 tahun	22	18.3	24.2	100.0
	Total	91	75.8	100.0	
Missing	System	29	24.2		
Total		120	100.0		

Menyebutkan merek Yamaha

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	120	100.0	100.0	100.0

Menyebutkan merek Honda

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	120	100.0	100.0	100.0

Menyebutkan merek Suzuki

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	112	93.3	93.3	93.3
	Tidak	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

Menyebutkan merek Kawasaki

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	86	71.7	71.7	71.7
	Tidak	34	28.3	28.3	100.0
Total		120	100.0	100.0	

Menyebutkan merek bajaj

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	51	42.5	42.5	42.5
	Tidak	69	57.5	57.5	100.0
Total		120	100.0	100.0	

Menyebutkan merek Vespa

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	12	10.0	10.0	10.0
	Tidak	108	90.0	90.0	100.0
Total		120	100.0	100.0	

Menyebutkan merek Kymco

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	18	15.0	15.0	15.0
	Tidak	102	85.0	85.0	100.0
Total		120	100.0	100.0	

Menyebutkan merek lainnya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	59	49.2	49.2	49.2
	Tidak	61	50.8	50.8	100.0
Total		120	100.0	100.0	



Jenis kelamin * Usia

Crosstab

Count

		Usia				Total
		17 - 25 tahun	26 - 35 tahun	36 - 45 tahun	Di atas 45 tahun	
Jenis kelamin	Pria	70	8	1	2	81
	Wanita	32	6	1	0	39
Total		102	14	2	2	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.986 ^a	3	.575
Likelihood Ratio	2.547	3	.467
Linear-by-Linear Association	.005	1	.943
N of Valid Cases	120		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .65.

Jenis kelamin * Pekerjaan

Crosstab

Count

		Pekerjaan				Total
		Pelajar/Mahasiswa	Pegawai Negeri	Karyawan Swasta	wiraswasta/Pengusaha	
Jenis kelamin	Pria	68	1	6		6
	Wanita	30	1	6		1
Total		98	2	12		7

Crosstab

Count

		Pekerjaan	
		Lain-lain	Total
Jenis kelamin	Pria	0	81
	Wanita	1	39
Total		1	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.249 ^a	4	.263
Likelihood Ratio	5.461	4	.243
Linear-by-Linear Association	.494	1	.482
N of Valid Cases	120		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .33.

Jenis kelamin * Rata-rata pengeluaran bensin

Crosstab

Count

		Rata-rata pengeluaran bensin			Total
		<= Rp 15.000	> Rp 15.000 - Rp 30.000	> Rp 30.000	
Jenis kelamin	Pria	37	32	12	81
	Wanita	21	16	2	39
Total		58	48	14	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.496 ^a	2	.287
Likelihood Ratio	2.817	2	.244
Linear-by-Linear Association	1.787	1	.181
N of Valid Cases	120		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.55.

Jenis kelamin * Tipe motor

Crosstab

Count

		Tipe motor		Total
		Matic	Non-matic	
Jenis kelamin	Pria	25	56	81
	Wanita	15	24	39
Total		40	80	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.684 ^b	1	.408		
Continuity Correction ^a	.385	1	.535		
Likelihood Ratio	.676	1	.411		
Fisher's Exact Test				.417	.266
Linear-by-Linear Association	.678	1	.410		
N of Valid Cases	120				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.00.

Jenis kelamin * Berapa lama menggunakan motor Yamaha

Crosstab

Count

		Berapa lama menggunakan motor Yamaha			Total
		<= 3 tahun	4 - 6 tahun	> 6 tahun	
Jenis kelamin	Pria	60	19	2	81
	Wanita	33	5	1	39
Total		93	24	3	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.867 ^a	2	.393
Likelihood Ratio	1.984	2	.371
Linear-by-Linear Association	1.199	1	.273
N of Valid Cases	120		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .98.

Jenis kelamin * Pernahkan menggunakan merek selain Yamaha

Crosstab

Count

		Pernahkan menggunakan merek selain Yamaha		Total
		Ya	Tidak	
Jenis kelamin	Pria	65	16	81
	Wanita	26	13	39
Total		91	29	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.649 ^b	1	.104		
Continuity Correction ^a	1.960	1	.162		
Likelihood Ratio	2.563	1	.109		
Fisher's Exact Test				.116	.082
Linear-by-Linear Association	2.627	1	.105		
N of Valid Cases	120				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.43.

Usia * Pekerjaan

Crosstab

Count

		Pekerjaan					Total
		Pelajar/ Mahasiswa	Pegawai Negeri	Karyawan Swasta	wiraswasta/ Pengusaha	Lain-lain	
Usia	17 - 25 tahun	98	0	3	1	0	102
	26 - 35 tahun	0	2	9	3	0	14
	36 - 45 tahun	0	0	0	1	1	2
	Di atas 45 tahun	0	0	0	2	0	2
Total		98	2	12	7	1	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	185.222 ^a	12	.000
Likelihood Ratio	94.690	12	.000
Linear-by-Linear Association	81.289	1	.000
N of Valid Cases	120		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .02.

Usia * Rata-rata pengeluaran bensin

Crosstab

Count

		Rata-rata pengeluaran bensin			Total
		<= Rp 15.000	> Rp 15.000 - Rp 30.000	> Rp 30.000	
Usia	17 - 25 tahun	56	33	13	102
	26 - 35 tahun	1	13	0	14
	36 - 45 tahun	0	2	0	2
	Di atas 45 tahun	1	0	1	2
Total		58	48	14	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.150 ^a	6	.000
Likelihood Ratio	27.283	6	.000
Linear-by-Linear Association	3.682	1	.055
N of Valid Cases	120		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .23.

Usia * Tipe motor

Crosstab

Count

		Tipe motor		
		Matic	Non-matic	Total
Usia	17 - 25 tahun	33	69	102
	26 - 35 tahun	4	10	14
	36 - 45 tahun	2	0	2
	Di atas 45 tahun	1	1	2
Total		40	80	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.437 ^a	3	.218
Likelihood Ratio	4.821	3	.185
Linear-by-Linear Association	1.141	1	.285
N of Valid Cases	120		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .67.

Usia * Berapa lama menggunakan motor Yamaha

Crosstab

Count

		Berapa lama menggunakan motor Yamaha			Total
		<= 3 tahun	4 - 6 tahun	> 6 tahun	
Usia	17 - 25 tahun	77	22	3	102
	26 - 35 tahun	12	2	0	14
	36 - 45 tahun	2	0	0	2
	Di atas 45 tahun	2	0	0	2
Total		93	24	3	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.120 ^a	6	.908
Likelihood Ratio	3.362	6	.762
Linear-by-Linear Association	1.898	1	.168
N of Valid Cases	120		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .05.

Crosstabs

Berapa lama menggunakan motor Yamaha * Pernahkan menggunakan merek selain Yamaha Crosstabulation

Count

		Pernahkan menggunakan merek selain Yamaha		Total
		Ya	Tidak	
Berapa lama menggunakan motor Yamaha	<= 3 tahun	74	19	93
	4 - 6 tahun	16	8	24
	> 6 tahun	1	2	3
Total		91	29	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.766 ^a	2	.092
Likelihood Ratio	4.173	2	.124
Linear-by-Linear Association	4.284	1	.038
N of Valid Cases	120		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .73.

Tipe motor * Berapa lama menggunakan motor Yamaha

Crosstab

Count

		Berapa lama menggunakan motor Yamaha			Total
		<= 3 tahun	4 - 6 tahun	> 6 tahun	
Tipe motor	Matic	34	6	0	40
	Non-matic	59	18	3	80
Total		93	24	3	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.685 ^a	2	.261
Likelihood Ratio	3.650	2	.161
Linear-by-Linear Association	2.505	1	.113
N of Valid Cases	120		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.00.

Tipe motor * Pernahkan menggunakan merek selain Yamaha

Crosstab

Count

		Pernahkan menggunakan merek selain Yamaha		Total
		Ya	Tidak	
Tipe motor	Matic	31	9	40
	Non-matic	60	20	80
Total		91	29	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.091 ^b	1	.763		
Continuity Correction ^a	.006	1	.940		
Likelihood Ratio	.092	1	.762		
Fisher's Exact Test				.824	.475
Linear-by-Linear Association	.090	1	.764		
N of Valid Cases	120				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.67.

Rata-rata pengeluaran bensin * Berapa lama menggunakan motor Yamaha

Crosstab

Count

		Berapa lama menggunakan motor Yamaha			Total
		<= 3 tahun	4 - 6 tahun	> 6 tahun	
Rata-rata pengeluaran bensin	<= Rp 15.000	46	11	1	58
	> Rp 15.000 - Rp 30.000	36	10	2	48
	> Rp 30.000	11	3	0	14
Total		93	24	3	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.150 ^a	4	.886
Likelihood Ratio	1.428	4	.839
Linear-by-Linear Association	.075	1	.785
N of Valid Cases	120		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .35.

Rata-rata pengeluaran bensin * Pernahkan menggunakan merek selain Yamaha

Crosstab

Count

		Pernahkan menggunakan merek selain Yamaha		Total
		Ya	Tidak	
Rata-rata pengeluaran bensin	<= Rp 15.000	39	19	58
	> Rp 15.000 - Rp 30.000	39	9	48
	> Rp 30.000	13	1	14
Total		91	29	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.319 ^a	2	.070
Likelihood Ratio	5.821	2	.054
Linear-by-Linear Association	5.256	1	.022
N of Valid Cases	120		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.38.

Pekerjaan * Pernahkan menggunakan merek selain Yamaha

Crosstab

Count

		Pernahkan menggunakan merek selain Yamaha		Total
		Ya	Tidak	
Pekerjaan	Pelajar/Mahasiswa	76	22	98
	Pegawai Negeri	2	0	2
	Karyawan Swasta	7	5	12
	wiraswasta/Pengusaha	5	2	7
	Lain-lain	1	0	1
Total		91	29	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.193 ^a	4	.526
Likelihood Ratio	3.666	4	.453
Linear-by-Linear Association	.681	1	.409
N of Valid Cases	120		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .24.

Rata-rata pengeluaran bensin * Tipe motor

Crosstab

Count

		Tipe motor		Total
		Matic	Non-matic	
Rata-rata pengeluaran bensin	<= Rp 15.000	17	41	58
	> Rp 15.000 - Rp 30.000	18	30	48
	> Rp 30.000	5	9	14
Total		40	80	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.833 ^a	2	.659
Likelihood Ratio	.835	2	.659
Linear-by-Linear Association	.568	1	.451
N of Valid Cases	120		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.67.

Pekerjaan * Tipe motor

Crosstab

Count

		Tipe motor		Total
		Matic	Non-matic	
Pekerjaan	Pelajar/Mahasiswa	31	67	98
	Pegawai Negeri	1	1	2
	Karyawan Swasta	4	8	12
	wiraswasta/Pengusaha	3	4	7
	Lain-lain	1	0	1
Total		40	80	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.663 ^a	4	.616
Likelihood Ratio	2.836	4	.586
Linear-by-Linear Association	1.039	1	.308
N of Valid Cases	120		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .33.

Pekerjaan * Berapa lama menggunakan motor Yamaha

Crosstab

Count

		Berapa lama menggunakan motor Yamaha			Total
		<= 3 tahun	4 - 6 tahun	> 6 tahun	
Pekerjaan	Pelajar/Mahasiswa	74	21	3	98
	Pegawai Negeri	2	0	0	2
	Karyawan Swasta	9	3	0	12
	wiraswasta/Pengusaha	7	0	0	7
	Lain-lain	1	0	0	1
Total		93	24	3	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.636 ^a	8	.888
Likelihood Ratio	6.110	8	.635
Linear-by-Linear Association	1.773	1	.183
N of Valid Cases	120		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .03.

Usia * Pernahkan menggunakan merek selain Yamaha

Crosstab

Count

		Pernahkan menggunakan merek selain Yamaha		Total
		Ya	Tidak	
Usia	17 - 25 tahun	80	22	102
	26 - 35 tahun	8	6	14
	36 - 45 tahun	1	1	2
	Di atas 45 tahun	2	0	2
Total		91	29	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.410 ^a	3	.220
Likelihood Ratio	4.460	3	.216
Linear-by-Linear Association	.744	1	.388
N of Valid Cases	120		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .48.

Pekerjaan * Rata-rata pengeluaran bensin

Crosstab

Count

		Rata-rata pengeluaran bensin			Total
		<= Rp 15.000	> Rp 15.000 - Rp 30.000	> Rp 30.000	
Pekerjaan	Pelajar/Mahasiswa	55	33	10	98
	Pegawai Negeri	0	2	0	2
	Karyawan Swasta	2	8	2	12
	wiraswasta/Pengusaha	1	4	2	7
	Lain-lain	0	1	0	1
Total		58	48	14	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.678 ^a	8	.047
Likelihood Ratio	17.231	8	.028
Linear-by-Linear Association	9.346	1	.002
N of Valid Cases	120		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .12.



Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kualitas produk ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.132 ^a	.017	.009	1.02166

a. Predictors: (Constant), Kualitas produk

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.167	1	2.167	2.076	.152 ^a
	Residual	123.166	118	1.044		
	Total	125.333	119			

a. Predictors: (Constant), Kualitas produk

b. Dependent Variable: WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.582	.874		2.955	.004
	Kualitas produk	.325	.225	.132	1.441	.152

a. Dependent Variable: WOM

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: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.316 ^a	.100	.092	.97788

a. Predictors: (Constant), Reliability

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.496	1	12.496	13.068	.000 ^a
	Residual	112.837	118	.956		
	Total	125.333	119			

a. Predictors: (Constant), Reliability

b. Dependent Variable: WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	2.050	.501		4.088	.000
	Reliability	.475	.131	.316	3.615	.000

a. Dependent Variable: WOM

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Performance	-.016 ^a	-.180	.858	-.017	.956
	Durability	-.131 ^a	-1.507	.134	-.138	.993
	Aesthetic	.030 ^a	.337	.737	.031	.975

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

b. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: Brand Image

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.392 ^a	.154	.147	.66961

a. Predictors: (Constant), Kualitas produk

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.625	1	9.625	21.465	.000 ^a
	Residual	52.908	118	.448		
	Total	62.532	119			

a. Predictors: (Constant), Kualitas produk

b. Dependent Variable: Brand Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.210	.573		2.113	.037
	Kualitas produk	.684	.148	.392	4.633	.000

a. Dependent Variable: Brand Image

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	Reliability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Image

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480 ^a	.231	.224	.63844
2	.577 ^b	.333	.321	.59716

a. Predictors: (Constant), Aesthetic

b. Predictors: (Constant), Aesthetic, Reliability

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.436	1	14.436	35.416	.000 ^a
	Residual	48.097	118	.408		
	Total	62.532	119			
2	Regression	20.811	2	10.405	29.180	.000 ^b
	Residual	41.722	117	.357		
	Total	62.532	119			

a. Predictors: (Constant), Aesthetic

b. Predictors: (Constant), Aesthetic, Reliability

c. Dependent Variable: Brand Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	2.102	.299			7.028	.000
	Aesthetic	.443	.075	.480		5.951	.000
2	(Constant)	.998	.383			2.609	.010
	Aesthetic	.396	.071	.429		5.609	.000
	Reliability	.343	.081	.323		4.228	.000

a. Dependent Variable: Brand Image

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Performance	.032 ^a	.400	.690	.037	.997
	Reliability	.323 ^a	4.228	.000	.364	.975
	Durability	.005 ^a	.060	.952	.006	.992
2	Performance	-.034 ^b	-.444	.658	-.041	.955
	Durability	-.027 ^b	-.347	.729	-.032	.983

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

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

c. Dependent Variable: Brand Image



Regression

Variables Entered/Removed^a

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

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.186	.92585

a. Predictors: (Constant), Brand Image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.185	1	24.185	28.214	.000 ^a
	Residual	101.148	118	.857		
	Total	125.333	119			

a. Predictors: (Constant), Brand Image

b. Dependent Variable: WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.441	.458		3.144	.002
	Brand Image	.622	.117	.439	5.312	.000

a. Dependent Variable: WOM

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Kualitas produk	-.048 ^a	-.535	.594	-.049	.846

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

b. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.186	.92585

a. Predictors: (Constant), Brand Image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.185	1	24.185	28.214	.000 ^a
	Residual	101.148	118	.857		
	Total	125.333	119			

a. Predictors: (Constant), Brand Image

b. Dependent Variable: WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1.441	.458			3.144	.002
	Brand Image	.622	.117	.439		5.312	.000

a. Dependent Variable: WOM

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Performance	.025 ^a	.302	.763	.028	.996
	Reliability	.170 ^a	1.910	.059	.174	.847
	Durability	-.088 ^a	-1.068	.288	-.098	.999
	Aesthetic	-.171 ^a	-1.834	.069	-.167	.769

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

b. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.186	.92585

a. Predictors: (Constant), Brand Image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.185	1	24.185	28.214	.000 ^a
	Residual	101.148	118	.857		
	Total	125.333	119			

a. Predictors: (Constant), Brand Image

b. Dependent Variable: WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.441	.458		3.144	.002
	Brand Image	.622	.117	.439	5.312	.000

a. Dependent Variable: WOM



Regression

Variables Entered/Removed^a

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

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.186	.92585

a. Predictors: (Constant), Brand Image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.185	1	24.185	28.214	.000 ^a
	Residual	101.148	118	.857		
	Total	125.333	119			

a. Predictors: (Constant), Brand Image

b. Dependent Variable: WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	1.441	.458		3.144	.002
	Brand Image	.622	.117	.439	5.312	.000

a. Dependent Variable: WOM

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Aesthetic	-.171 ^a	-1.834	.069	-.167	.769
	Aesthetic*Brand image	-.216 ^a	-1.409	.161	-.129	.290

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

b. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.451 ^a	.203	.196	.91996

a. Predictors: (Constant), Reliability*Brand image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.467	1	25.467	30.091	.000 ^a
	Residual	99.866	118	.846		
	Total	125.333	119			

a. Predictors: (Constant), Reliability*Brand image

b. Dependent Variable: WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	2.255	.300		7.523	.000
	Reliability*Brand image	.108	.020	.451	5.486	.000

a. Dependent Variable: WOM

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Reliability	-.190 ^a	-1.288	.200	-.118	.310
	Brand Image	.214 ^a	1.507	.134	.138	.333

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

b. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: Brand Image

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.595 ^a	.353	.348	.58534
2	.664 ^b	.441	.432	.54643

a. Predictors: (Constant), Tipe motor

b. Predictors: (Constant), Tipe motor, Reliability*Tipe

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.103	1	22.103	64.511	.000 ^a
	Residual	40.430	118	.343		
	Total	62.532	119			
2	Regression	27.598	2	13.799	46.214	.000 ^b
	Residual	34.935	117	.299		
	Total	62.532	119			

a. Predictors: (Constant), Tipe motor

b. Predictors: (Constant), Tipe motor, Reliability*Tipe

c. Dependent Variable: Brand Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.365	.196		27.324	.000
	Tipe motor	-.910	.113	-.595	-8.032	.000
2	(Constant)	5.273	.185		28.576	.000
	Tipe motor	-1.538	.181	-1.005	-8.517	.000
	Reliability*Tipe	.183	.043	.506	4.290	.000

a. Dependent Variable: Brand Image

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Reliability	.298 ^a	4.233	.000	.364	.970
	Reliability*Tipe	.506 ^a	4.290	.000	.369	.343
2	Reliability	.105 ^b	.400	.690	.037	.070

a. Predictors in the Model: (Constant), Tipe motor

b. Predictors in the Model: (Constant), Tipe motor, Reliability*Tipe

c. Dependent Variable: Brand Image

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	Tipe motor	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.316 ^a	.100	.092	.97788
2	.391 ^b	.153	.139	.95242

a. Predictors: (Constant), Reliability

b. Predictors: (Constant), Reliability, Tipe motor

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.496	1	12.496	13.068	.000 ^a
	Residual	112.837	118	.956		
	Total	125.333	119			
2	Regression	19.202	2	9.601	10.584	.000 ^b
	Residual	106.132	117	.907		
	Total	125.333	119			

a. Predictors: (Constant), Reliability

b. Predictors: (Constant), Reliability, Tipe motor

c. Dependent Variable: WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.050	.501		4.088	.000
	Reliability	.475	.131	.316	3.615	.000
2	(Constant)	3.128	.629		4.972	.000
	Reliability	.413	.130	.275	3.184	.002
	Tipe motor	-.509	.187	-.235	-2.719	.008

a. Dependent Variable: WOM

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Tipe motor	-.235 ^a	-2.719	.008	-.244	.970
	Reliability*Tipe	-.250 ^a	-2.671	.009	-.240	.827
2	Reliability*Tipe	.014 ^b	.025	.980	.002	.025

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

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

c. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: Brand Image

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.595 ^a	.353	.348	.58534
2	.730 ^b	.533	.525	.49961

a. Predictors: (Constant), Tipe motor

b. Predictors: (Constant), Tipe motor, Aesthetic*Tipe

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.103	1	22.103	64.511	.000 ^a
	Residual	40.430	118	.343		
	Total	62.532	119			
2	Regression	33.328	2	16.664	66.761	.000 ^b
	Residual	29.204	117	.250		
	Total	62.532	119			

a. Predictors: (Constant), Tipe motor

b. Predictors: (Constant), Tipe motor, Aesthetic*Tipe

c. Dependent Variable: Brand Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.365	.196		27.324	.000
	Tipe motor	-.910	.113	-.595	-8.032	.000
2	(Constant)	5.267	.168		31.312	.000
	Tipe motor	-1.716	.154	-1.121	-11.125	.000
	Aesthetic*Tipe	.221	.033	.676	6.706	.000

a. Dependent Variable: Brand Image

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Aesthetic	.409 ^a	6.305	.000	.504	.982
	Aesthetic*Tipe	.676 ^a	6.706	.000	.527	.393
2	Aesthetic	-.086 ^b	-.334	.739	-.031	.061

a. Predictors in the Model: (Constant), Tipe motor

b. Predictors in the Model: (Constant), Tipe motor, Aesthetic*Tipe

c. Dependent Variable: Brand Image

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.186	.92585

a. Predictors: (Constant), Brand Image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.185	1	24.185	28.214	.000 ^a
	Residual	101.148	118	.857		
	Total	125.333	119			

a. Predictors: (Constant), Brand Image

b. Dependent Variable: WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.441	.458		3.144	.002
	Brand Image	.622	.117	.439	5.312	.000

a. Dependent Variable: WOM

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Tipe motor	-.033 ^a	-.320	.750	-.030	.647
	Brand Image*Tipe	-.028 ^a	-.332	.741	-.031	.998

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

b. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.186	.92585

a. Predictors: (Constant), Brand Image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.185	1	24.185	28.214	.000 ^a
	Residual	101.148	118	.857		
	Total	125.333	119			

a. Predictors: (Constant), Brand Image

b. Dependent Variable: WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.441	.458		3.144	.002
	Brand Image	.622	.117	.439	5.312	.000

a. Dependent Variable: WOM

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Kualitas produk	-.048 ^a	-.535	.594	-.049	.846
	Kualitas produk*Brand Image	-.004 ^a	-.020	.984	-.002	.170

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

b. Dependent Variable: WOM



T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Performance	120	3.8667	.69431	.06338
Reliability	120	3.7583	.68287	.06234
Durability	120	3.8542	.90609	.08271
Aesthetic	120	3.9361	.78537	.07169
Brand Image	120	3.8472	.72490	.06617
WOM	120	3.8333	1.02627	.09368

One-Sample Test

Test Value = 3.4

	t	df	Sig. (2-tailed)	Mean Difference
Performance	7.363	119	.000	.46667
Reliability	5.748	119	.000	.35833
Durability	5.491	119	.000	.45417
Aesthetic	7.478	119	.000	.53611
Brand Image	6.758	119	.000	.44722
WOM	4.625	119	.000	.43333

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Performance	120	3.8667	.69431	.06338
Reliability	120	3.7583	.68287	.06234
Durability	120	3.8542	.90609	.08271
Aesthetic	120	3.9361	.78537	.07169
Brand Image	120	3.8472	.72490	.06617
WOM	120	3.8333	1.02627	.09368

One-Sample Test

Test Value = 4.2

	t	df	Sig. (2-tailed)	Mean Difference
Performance	-5.259	119	.000	-.33333
Reliability	-7.085	119	.000	-.44167
Durability	-4.181	119	.000	-.34583
Aesthetic	-3.681	119	.000	-.26389
Brand Image	-5.331	119	.000	-.35278
WOM	-3.914	119	.000	-.36667

Reliability

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Reliability_1	120	3.67	.714	.065
Reliability_2	120	3.85	.795	.073

One-Sample Test

Test Value = 3.7583

	t	df	Sig. (2-tailed)
Reliability_1	-1.406	119	.162
Reliability_2	1.263	119	.209

Aesthetic

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Aesthetic_1	120	3.98	.864	.079
Aesthetic_2	120	3.89	.877	.080
Aesthetic_3	120	3.94	.813	.074

One-Sample Test

Test Value = 3.9361

	t	df	Sig. (2-tailed)
Aesthetic_1	.493	119	.623
Aesthetic_2	-.555	119	.580
Aesthetic_3	.075	119	.940



T-Test

Group Statistics

	Jenis kelamin	N	Mean	Std. Deviation
Performance	Pria	81	3.8519	.71783
	Wanita	39	3.8974	.65070
Reliability	Pria	81	3.7716	.72046
	Wanita	39	3.7308	.60531
Durability	Pria	81	3.8889	.94207
	Wanita	39	3.7821	.83347
Aesthetic	Pria	81	3.9259	.79408
	Wanita	39	3.9573	.77678
Brand Image	Pria	81	3.8663	.75158
	Wanita	39	3.8077	.67380
WOM	Pria	81	3.8313	1.04366
	Wanita	39	3.8376	1.00255

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Performance	Equal variances assumed	-.336	118	.738
	Equal variances not assumed	-.347	82.177	.729
Reliability	Equal variances assumed	.306	118	.760
	Equal variances not assumed	.325	88.058	.746
Durability	Equal variances assumed	.603	118	.547
	Equal variances not assumed	.630	84.026	.530
Aesthetic	Equal variances assumed	-.204	118	.839
	Equal variances not assumed	-.206	76.644	.838
Brand Image	Equal variances assumed	.413	118	.680
	Equal variances not assumed	.429	83.015	.669
WOM	Equal variances assumed	-.032	118	.975
	Equal variances not assumed	-.032	77.924	.975

T-Test

Group Statistics

	Tipe motor	N	Mean	Std. Deviation
Performance	Matic	40	3.7875	.70609
	Non-matic	80	3.9063	.68940
Reliability	Matic	40	3.9250	.66554
	Non-matic	80	3.6750	.68019
Durability	Matic	40	3.7250	.97369
	Non-matic	80	3.9188	.86947
Aesthetic	Matic	40	4.0833	.71112
	Non-matic	80	3.8625	.81424
Brand Image	Matic	40	4.4542	.52568
	Non-matic	80	3.5438	.61266
WOM	Matic	40	4.2417	.88026
	Non-matic	80	3.6292	1.03795

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Performance	Equal variances assumed	-.882	118	.379
	Equal variances not assumed	-.875	76.463	.384
Reliability	Equal variances assumed	1.911	118	.058
	Equal variances not assumed	1.926	79.648	.058
Durability	Equal variances assumed	-1.105	118	.271
	Equal variances not assumed	-1.064	70.745	.291
Aesthetic	Equal variances assumed	1.459	118	.147
	Equal variances not assumed	1.526	88.183	.130
Brand Image	Equal variances assumed	8.032	118	.000
	Equal variances not assumed	8.453	89.568	.000
WOM	Equal variances assumed	3.199	118	.002
	Equal variances not assumed	3.380	90.484	.001

Oneway

Descriptives

		N	Mean	Std. Deviation
Performance	17 - 25 tahun	102	3.9069	.68841
	26 - 35 tahun	14	3.6071	.76406
	36 - 45 tahun	2	3.5000	.70711
	Di atas 45 tahun	2	4.0000	.00000
	Total	120	3.8667	.69431
Reliability	17 - 25 tahun	102	3.7745	.66611
	26 - 35 tahun	14	3.5357	.77122
	36 - 45 tahun	2	3.7500	1.06066
	Di atas 45 tahun	2	4.5000	.00000
	Total	120	3.7583	.68287
Durability	17 - 25 tahun	102	3.8824	.93654
	26 - 35 tahun	14	3.8214	.60787
	36 - 45 tahun	2	3.5000	.70711
	Di atas 45 tahun	2	3.0000	1.41421
	Total	120	3.8542	.90609
Aesthetic	17 - 25 tahun	102	3.9052	.78962
	26 - 35 tahun	14	4.1429	.85449
	36 - 45 tahun	2	4.1667	.23570
	Di atas 45 tahun	2	3.8333	.23570
	Total	120	3.9361	.78537
Brand Image	17 - 25 tahun	102	3.8562	.70517
	26 - 35 tahun	14	3.5476	.76914
	36 - 45 tahun	2	4.8333	.23570
	Di atas 45 tahun	2	4.5000	.70711
	Total	120	3.8472	.72490
WOM	17 - 25 tahun	102	3.7810	1.01744
	26 - 35 tahun	14	3.9524	1.11598
	36 - 45 tahun	2	4.5000	.70711
	Di atas 45 tahun	2	5.0000	.00000
	Total	120	3.8333	1.02627

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Performance	Between Groups	1.412	3	.471	.976	.407
	Within Groups	55.954	116	.482		
	Total	57.367	119			
Reliability	Between Groups	1.821	3	.607	1.312	.274
	Within Groups	53.671	116	.463		
	Total	55.492	119			
Durability	Between Groups	1.806	3	.602	.728	.537
	Within Groups	95.892	116	.827		
	Total	97.698	119			
Aesthetic	Between Groups	.823	3	.274	.439	.726
	Within Groups	72.576	116	.626		
	Total	73.399	119			
Brand Image	Between Groups	4.062	3	1.354	2.686	.050
	Within Groups	58.470	116	.504		
	Total	62.532	119			
WOM	Between Groups	4.088	3	1.363	1.304	.277
	Within Groups	121.245	116	1.045		
	Total	125.333	119			

Oneway

Descriptives

		N	Mean	Std. Deviation
Performance	Pelajar/Mahasiswa	98	3.9031	.70220
	Pegawai Negeri	2	3.2500	1.06066
	Karyawan Swasta	12	3.6667	.74874
	wiraswasta/Pengusaha	7	4.0000	.00000
	Lain-lain	1	3.0000	.
	Total	120	3.8667	.69431
Reliability	Pelajar/Mahasiswa	98	3.7704	.67415
	Pegawai Negeri	2	3.0000	.00000
	Karyawan Swasta	12	3.6250	.80128
	wiraswasta/Pengusaha	7	4.1429	.47559
	Lain-lain	1	3.0000	.
	Total	120	3.7583	.68287
Durability	Pelajar/Mahasiswa	98	3.8622	.94099
	Pegawai Negeri	2	3.5000	.70711
	Karyawan Swasta	12	3.8750	.67840
	wiraswasta/Pengusaha	7	3.9286	.93223
	Lain-lain	1	3.0000	.
	Total	120	3.8542	.90609
Aesthetic	Pelajar/Mahasiswa	98	3.8946	.80034
	Pegawai Negeri	2	4.6667	.47140
	Karyawan Swasta	12	4.0000	.85280
	wiraswasta/Pengusaha	7	4.1429	.46576
	Lain-lain	1	4.3333	.
	Total	120	3.9361	.78537
Brand Image	Pelajar/Mahasiswa	98	3.8503	.70771
	Pegawai Negeri	2	3.3333	.47140
	Karyawan Swasta	12	3.5833	.85428
	wiraswasta/Pengusaha	7	4.2857	.62148
	Lain-lain	1	4.6667	.
	Total	120	3.8472	.72490
WOM	Pelajar/Mahasiswa	98	3.7687	1.03036
	Pegawai Negeri	2	3.3333	1.41421
	Karyawan Swasta	12	4.1667	1.02986
	wiraswasta/Pengusaha	7	4.2857	.91142
	Lain-lain	1	4.0000	.
	Total	120	3.8333	1.02627

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Performance	Between Groups	2.246	4	.561	1.171	.327
	Within Groups	55.121	115	.479		
	Total	57.367	119			
Reliability	Between Groups	2.988	4	.747	1.636	.170
	Within Groups	52.504	115	.457		
	Total	55.492	119			
Durability	Between Groups	1.031	4	.258	.307	.873
	Within Groups	96.667	115	.841		
	Total	97.698	119			
Aesthetic	Between Groups	1.743	4	.436	.699	.594
	Within Groups	71.656	115	.623		
	Total	73.399	119			
Brand Image	Between Groups	3.382	4	.846	1.644	.168
	Within Groups	59.150	115	.514		
	Total	62.532	119			
WOM	Between Groups	3.703	4	.926	.875	.481
	Within Groups	121.630	115	1.058		
	Total	125.333	119			

Oneway

Descriptives

		N	Mean	Std. Deviation
Performance	<= Rp 15.000	58	3.8707	.74669
	> Rp 15.000 - Rp 30.000	48	3.8438	.66968
	> Rp 30.000	14	3.9286	.58366
	Total	120	3.8667	.69431
Reliability	<= Rp 15.000	58	3.7328	.73279
	> Rp 15.000 - Rp 30.000	48	3.7917	.64274
	> Rp 30.000	14	3.7500	.64301
	Total	120	3.7583	.68287
Durability	<= Rp 15.000	58	3.9138	.83318
	> Rp 15.000 - Rp 30.000	48	3.7917	.92732
	> Rp 30.000	14	3.8214	1.15371
	Total	120	3.8542	.90609
Aesthetic	<= Rp 15.000	58	3.8793	.84396
	> Rp 15.000 - Rp 30.000	48	3.9375	.76153
	> Rp 30.000	14	4.1667	.59557
	Total	120	3.9361	.78537
Brand Image	<= Rp 15.000	58	3.8534	.70232
	> Rp 15.000 - Rp 30.000	48	3.8646	.81335
	> Rp 30.000	14	3.7619	.49663
	Total	120	3.8472	.72490
WOM	<= Rp 15.000	58	3.7931	1.08656
	> Rp 15.000 - Rp 30.000	48	3.9861	.94521
	> Rp 30.000	14	3.4762	1.00183
	Total	120	3.8333	1.02627

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Performance	Between Groups	.080	2	.040	.081	.922
	Within Groups	57.287	117	.490		
	Total	57.367	119			
Reliability	Between Groups	.092	2	.046	.097	.907
	Within Groups	55.399	117	.473		
	Total	55.492	119			
Durability	Between Groups	.409	2	.204	.246	.783
	Within Groups	97.289	117	.832		
	Total	97.698	119			
Aesthetic	Between Groups	.931	2	.466	.752	.474
	Within Groups	72.468	117	.619		
	Total	73.399	119			
Brand Image	Between Groups	.119	2	.059	.111	.895
	Within Groups	62.414	117	.533		
	Total	62.532	119			
WOM	Between Groups	3.000	2	1.500	1.435	.242
	Within Groups	122.333	117	1.046		
	Total	125.333	119			

Oneway

Descriptives

		N	Mean	Std. Deviation
Performance	<= 3 tahun	93	3.8226	.74325
	4 - 6 tahun	24	4.0208	.49955
	> 6 tahun	3	4.0000	.00000
	Total	120	3.8667	.69431
Reliability	<= 3 tahun	93	3.7688	.70541
	4 - 6 tahun	24	3.6250	.55658
	> 6 tahun	3	4.5000	.50000
	Total	120	3.7583	.68287
Durability	<= 3 tahun	93	3.8548	.92249
	4 - 6 tahun	24	3.7500	.84699
	> 6 tahun	3	4.6667	.57735
	Total	120	3.8542	.90609
Aesthetic	<= 3 tahun	93	3.9032	.79031
	4 - 6 tahun	24	4.1250	.67253
	> 6 tahun	3	3.4444	1.38778
	Total	120	3.9361	.78537
Brand Image	<= 3 tahun	93	3.8674	.71962
	4 - 6 tahun	24	3.8264	.76056
	> 6 tahun	3	3.3889	.67358
	Total	120	3.8472	.72490
WOM	<= 3 tahun	93	3.9068	1.02783
	4 - 6 tahun	24	3.5694	1.05629
	> 6 tahun	3	3.6667	.33333
	Total	120	3.8333	1.02627

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Performance	Between Groups	.805	2	.402	.832	.438
	Within Groups	56.562	117	.483		
	Total	57.367	119			
Reliability	Between Groups	2.087	2	1.044	2.286	.106
	Within Groups	53.405	117	.456		
	Total	55.492	119			
Durability	Between Groups	2.241	2	1.120	1.373	.257
	Within Groups	95.457	117	.816		
	Total	97.698	119			
Aesthetic	Between Groups	1.682	2	.841	1.372	.258
	Within Groups	71.717	117	.613		
	Total	73.399	119			
Brand Image	Between Groups	.678	2	.339	.642	.528
	Within Groups	61.854	117	.529		
	Total	62.532	119			
WOM	Between Groups	2.257	2	1.128	1.073	.345
	Within Groups	123.077	117	1.052		
	Total	125.333	119			

T-Test

Group Statistics

	Pernahkan menggunakan merek celup Yamaha	N	Mean	Std. Deviation
Performance	Pernah	91	3.9121	.71334
	Tidak	29	3.7241	.62086
Reliability	Pernah	91	3.7473	.70069
	Tidak	29	3.7931	.63411
Durability	Pernah	91	3.8352	.97198
	Tidak	29	3.9138	.66907
Aesthetic	Pernah	91	3.9487	.78082
	Tidak	29	3.8966	.81213
Brand Image	Pernah	91	3.8700	.75187
	Tidak	29	3.7759	.63975
WOM	Pernah	91	3.8498	1.04617
	Tidak	29	3.7816	.97702

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Performance	Equal variances assumed	1.273	118	.206
	Equal variances not assumed	1.368	53.565	.177
Reliability	Equal variances assumed	-.314	118	.754
	Equal variances not assumed	-.330	51.599	.742
Durability	Equal variances assumed	-.406	118	.686
	Equal variances not assumed	-.489	68.665	.626
Aesthetic	Equal variances assumed	.310	118	.757
	Equal variances not assumed	.304	45.693	.762
Brand Image	Equal variances assumed	.607	118	.545
	Equal variances not assumed	.660	54.773	.512
WOM	Equal variances assumed	.310	118	.757
	Equal variances not assumed	.322	50.118	.749



Case Summaries

	Jenis kelamin	Usia	Pekerjaan	Rata-rata pengeluaran bensin	Tipe motor	Berapa lama menggunakan motor Yamaha	Pernahkan menggunakan merek selain Yamaha
1	1	1	1	3	1	1	1
2	1	1	1	1	2	1	2
3	1	1	1	3	2	1	1
4	1	1	1	3	2	1	1
5	1	1	1	3	2	2	1
6	1	1	1	1	1	1	2
7	1	1	1	3	1	1	1
8	2	1	1	2	2	1	1
9	1	1	1	1	2	1	1
10	1	1	1	2	1	1	1
11	1	1	1	1	2	1	1
12	2	1	1	1	2	1	1
13	2	2	3	2	2	1	2
14	1	1	1	2	2	1	1
15	2	1	1	1	2	1	1
16	1	2	4	2	1	1	1
17	1	1	1	2	1	1	2
18	1	2	3	2	2	1	1
19	2	1	1	2	1	1	1
20	2	2	3	2	1	1	1
21	2	1	1	1	2	1	1
22	2	1	1	1	2	1	1
23	2	2	2	2	2	1	1
24	2	1	1	1	1	1	2
25	1	1	1	2	2	1	1
26	1	1	1	1	2	1	2
27	1	1	1	1	2	1	1
28	1	1	1	1	1	1	1
29	2	1	1	2	2	1	1
30	1	2	3	2	2	2	2
31	1	1	1	1	1	2	2
32	1	1	1	1	2	2	2
33	1	1	1	1	2	1	1
34	1	1	1	1	2	1	1
35	1	1	1	2	2	3	1
36	1	1	1	2	2	1	1
37	2	1	1	2	2	1	1
38	1	1	1	2	2	2	1
39	1	1	1	1	2	1	1
40	2	1	1	1	2	1	2
41	1	1	1	3	2	1	1
42	1	1	1	1	2	1	2
43	1	1	1	1	2	3	2
44	2	1	1	2	2	3	2
45	1	1	4	3	2	1	1
46	1	4	4	3	1	1	1
47	1	1	1	2	2	1	1
48	1	1	1	1	2	1	1
49	1	1	1	2	2	2	1
50	1	1	1	1	2	2	1
51	1	1	1	2	1	2	2
52	1	1	1	2	2	1	1
53	1	1	1	2	2	1	1
54	1	1	1	1	2	1	1
55	1	1	1	1	2	1	1
56	1	1	1	2	1	2	1
57	2	1	1	1	1	1	1
58	2	1	1	1	2	1	2
59	1	1	1	2	2	1	1
60	1	1	1	1	1	1	1
61	2	1	1	2	1	1	1
62	2	1	1	1	2	1	1

Case Summaries

	Jenis kelamin	Usia	Pekerjaan	Rata-rata pengeluaran bensin	Tipe motor	Berapa lama menggunakan motor Yamaha	Pernahkan menggunakan merek selain Yamaha
63	2	1	1	1	2	2	1
64	2	1	1	1	1	1	1
65	2	1	1	1	1	1	1
66	2	1	1	1	2	2	2
67	2	1	1	1	2	1	1
68	1	1	1	1	2	1	1
69	1	1	1	1	1	2	1
70	1	1	1	3	2	1	2
71	2	1	1	2	2	2	1
72	2	1	1	1	2	1	2
73	1	2	3	1	2	1	2
74	1	3	4	2	1	1	2
75	1	1	1	1	2	1	1
76	2	2	3	2	1	1	2
77	1	1	1	1	2	2	2
78	1	1	1	1	1	1	1
79	1	1	1	1	2	2	1
80	1	1	1	1	2	1	1
81	2	1	1	1	1	1	2
82	2	1	1	1	1	1	1
83	1	2	3	2	2	2	1
84	2	1	1	1	1	1	2
85	1	1	1	1	2	1	1
86	1	1	1	2	1	1	1
87	2	3	5	2	1	1	1
88	2	2	4	2	2	1	2
89	1	1	1	1	1	1	1
90	2	1	1	2	2	1	1
91	1	1	1	1	2	1	2
92	1	1	1	1	2	2	1
93	1	1	1	1	2	2	2
94	2	1	1	1	2	1	1
95	2	1	1	1	1	1	1
96	1	2	2	2	1	1	1
97	1	2	3	2	2	1	1
98	1	4	4	1	2	1	1
99	2	2	3	2	2	1	2
100	1	2	4	2	2	1	1
101	1	1	1	2	1	2	1
102	1	1	1	2	1	2	1
103	1	1	1	2	1	1	1
104	1	1	1	3	1	1	1
105	1	1	1	3	2	1	1
106	1	1	1	1	2	1	1
107	1	1	1	1	1	1	1
108	1	1	1	1	2	1	1
109	1	1	1	2	1	1	1
110	1	1	1	2	2	1	1
111	1	1	3	1	1	1	1
112	2	1	3	3	1	1	1
113	2	1	3	3	2	2	1
114	2	1	1	1	2	2	2
115	1	1	1	2	2	1	1
116	2	1	1	2	1	1	1
117	1	1	1	2	2	1	1
118	1	1	1	2	2	2	1
119	1	1	1	2	2	1	1
120	1	1	1	3	2	2	1

Case Summaries

	Merek motor yang digunakan selain Yamaha	Lama menggunakan merek motor selain Yamaha	Menyebutkan merek Yamaha	Menyebutkan merek Honda	Menyebutkan merek Suzuki	Menyebutkan merek Kawasaki
1	1	2	1	1	1	1
2	.	.	1	1	1	1
3	1	2	1	1	1	2
4	2	2	1	1	1	1
5	1	3	1	1	2	2
6	.	.	1	1	1	1
7	2	3	1	1	1	1
8	3	1	1	1	1	1
9	1	1	1	1	2	1
10	2	2	1	1	1	1
11	1	1	1	1	1	1
12	1	2	1	1	1	2
13	.	.	1	1	1	1
14	3	1	1	1	1	2
15	1	1	1	1	1	1
16	3	1	1	1	1	1
17	.	.	1	1	1	1
18	1	2	1	1	1	1
19	2	2	1	1	1	1
20	1	1	1	1	1	1
21	1	3	1	1	1	1
22	1	3	1	1	1	1
23	2	1	1	1	1	1
24	.	.	1	1	1	1
25	1	3	1	1	1	1
26	.	.	1	1	1	1
27	1	2	1	1	1	1
28	2	2	1	1	1	1
29	2	1	1	1	1	1
30	.	.	1	1	1	1
31	.	.	1	1	1	1
32	.	.	1	1	1	2
33	1	1	1	1	1	1
34	1	1	1	1	1	1
35	3	2	1	1	1	1
36	2	1	1	1	1	1
37	1	2	1	1	1	1
38	7	2	1	1	1	1
39	1	2	1	1	1	1
40	.	.	1	1	1	1
41	2	1	1	1	1	1
42	.	.	1	1	1	2
43	.	.	1	1	2	2
44	.	.	1	1	1	2
45	2	2	1	1	1	1
46	2	2	1	1	1	1
47	2	1	1	1	1	1
48	1	1	1	1	1	1
49	2	2	1	1	1	2
50	1	1	1	1	1	1
51	.	.	1	1	1	1
52	1	3	1	1	1	2
53	1	2	1	1	1	1
54	2	2	1	1	1	1
55	1	1	1	1	1	1
56	3	1	1	1	1	1
57	2	1	1	1	1	2
58	.	.	1	1	1	1
59	1	1	1	1	1	1
60	7	1	1	1	2	2
61	1	1	1	1	1	1
62	1	3	1	1	1	2

Case Summaries

	Merek motor yang digunakan selain Yamaha	Lama menggunakan merek motor selain Yamaha	Menyebutkan merek Yamaha	Menyebutkan merek Honda	Menyebutkan merek Suzuki	Menyebutkan merek Kawasaki
63	1	1	1	1	1	2
64	1	2	1	1	1	1
65	1	3	1	1	1	2
66	.	.	1	1	1	2
67	1	3	1	1	1	1
68	3	1	1	1	1	1
69	1	1	1	1	1	1
70	.	.	1	1	1	1
71	7	2	1	1	1	1
72	.	.	1	1	1	2
73	.	.	1	1	1	1
74	.	.	1	1	1	2
75	2	2	1	1	1	1
76	.	.	1	1	1	1
77	.	.	1	1	1	2
78	1	3	1	1	1	1
79	1	1	1	1	1	1
80	1	2	1	1	1	1
81	.	.	1	1	1	1
82	1	2	1	1	1	1
83	3	1	1	1	1	1
84	.	.	1	1	1	1
85	1	1	1	1	1	2
86	2	3	1	1	1	2
87	1	2	1	1	1	1
88	.	.	1	1	1	2
89	7	1	1	1	1	2
90	1	3	1	1	2	2
91	.	.	1	1	1	1
92	2	1	1	1	1	1
93	.	.	1	1	1	2
94	2	2	1	1	1	1
95	1	2	1	1	1	2
96	2	2	1	1	1	2
97	1	3	1	1	1	2
98	6	1	1	1	1	2
99	.	.	1	1	1	2
100	2	2	1	1	1	1
101	1	2	1	1	2	1
102	1	2	1	1	1	1
103	7	3	1	1	2	1
104	1	1	1	1	1	2
105	1	1	1	1	1	1
106	1	3	1	1	1	1
107	1	2	1	1	1	1
108	1	3	1	1	1	1
109	1	2	1	1	1	1
110	2	3	1	1	1	1
111	2	2	1	1	1	1
112	1	3	1	1	1	1
113	2	3	1	1	1	2
114	.	.	1	1	1	2
115	1	2	1	1	1	1
116	2	1	1	1	1	1
117	2	1	1	1	1	1
118	1	3	1	1	1	1
119	1	3	1	1	2	2
120	2	3	1	1	1	1

Case Summaries

	Menyebutkan merek bajaj	Menyebutkan merek Vespa	Menyebutkan merek Kymco	Menyebutkan merek lainnya	Performance_1	Performance_2	Reliability_1
1	2	1	1	1	4	4	4
2	1	2	2	2	3	3	4
3	2	2	2	2	3	3	5
4	2	2	2	2	4	4	3
5	1	2	2	1	4	4	4
6	1	2	2	2	3	3	3
7	2	2	1	1	5	5	5
8	1	2	2	1	4	4	3
9	1	2	2	1	4	4	3
10	2	2	2	1	5	5	4
11	1	2	2	2	4	4	4
12	1	2	2	1	5	5	4
13	2	2	2	1	3	3	4
14	1	2	2	1	4	4	3
15	1	2	2	2	4	3	4
16	1	2	2	2	4	4	4
17	2	2	2	1	3	3	4
18	2	2	2	2	4	5	4
19	1	2	2	1	3	3	4
20	1	2	2	2	4	4	4
21	2	2	2	2	5	5	3
22	2	2	2	1	4	4	4
23	1	2	2	2	3	2	3
24	2	2	2	2	4	4	3
25	2	2	1	1	5	5	4
26	2	2	2	2	5	5	3
27	1	2	1	1	4	4	4
28	2	2	2	2	5	5	3
29	2	2	2	2	4	3	3
30	2	2	2	2	4	4	3
31	1	2	2	1	3	3	5
32	2	2	2	1	4	4	3
33	1	2	2	2	5	5	5
34	1	1	2	1	3	3	4
35	1	1	2	1	4	4	5
36	2	2	2	2	4	4	5
37	1	2	2	2	4	5	3
38	2	2	2	1	5	5	4
39	2	2	2	1	4	3	4
40	1	2	2	1	4	5	5
41	2	2	2	2	3	3	3
42	2	2	2	2	4	4	4
43	1	2	2	2	4	4	4
44	1	2	2	2	4	4	4
45	1	2	2	1	4	4	3
46	2	2	2	2	4	4	5
47	2	2	2	1	3	3	4
48	1	2	2	1	4	5	4
49	2	2	2	2	4	4	4
50	1	2	2	2	3	4	3
51	1	1	1	1	4	4	4
52	2	2	2	2	5	5	4
53	1	2	2	1	4	4	3
54	1	1	2	1	4	4	3
55	2	2	2	2	3	3	2
56	2	2	2	2	4	4	4
57	2	2	2	2	3	2	2
58	1	2	2	2	4	5	3
59	1	2	2	2	3	3	3
60	1	2	2	2	4	5	5
61	2	2	2	2	4	4	4
62	2	2	2	1	5	5	3

Case Summaries

	Menyebutkan merek bajaj	Menyebutkan merek Vespa	Menyebutkan merek Kymco	Menyebutkan merek lainnya	Performance_1	Performance_2	Reliability_1
63	1	2	2	2	4	4	4
64	2	2	2	2	3	3	4
65	2	2	2	1	4	4	3
66	2	2	2	2	4	4	4
67	2	2	2	1	4	3	4
68	2	2	2	2	4	4	4
69	1	1	1	1	4	3	4
70	2	2	2	1	3	3	3
71	2	2	1	1	4	4	4
72	2	2	1	1	3	3	3
73	2	2	2	1	3	3	4
74	2	2	2	2	4	4	4
75	2	2	2	1	4	4	4
76	2	2	2	1	3	3	4
77	2	2	2	2	3	3	3
78	2	2	2	2	3	2	5
79	1	2	2	1	5	5	3
80	1	2	2	1	4	3	3
81	2	2	2	2	4	4	3
82	2	2	2	2	4	5	3
83	1	2	2	2	4	4	4
84	1	2	2	2	4	4	4
85	2	2	1	2	5	5	5
86	2	2	2	1	3	3	4
87	1	1	1	1	3	3	3
88	2	2	2	1	4	4	5
89	2	2	1	1	3	3	4
90	2	2	2	1	4	4	3
91	2	2	2	2	3	3	4
92	2	2	2	2	4	5	3
93	2	2	1	2	5	4	4
94	1	2	2	2	4	4	3
95	2	2	2	2	5	5	4
96	2	2	2	1	4	4	3
97	1	2	1	1	2	2	2
98	1	2	2	2	4	4	4
99	1	2	2	2	4	5	3
100	2	2	1	2	4	4	4
101	1	2	2	1	4	3	3
102	2	1	2	2	4	5	4
103	2	2	2	1	3	3	5
104	2	2	2	1	4	5	4
105	1	1	1	1	4	4	3
106	2	2	2	2	4	4	3
107	1	2	2	1	3	3	3
108	1	2	2	1	2	2	2
109	2	2	2	2	4	5	4
110	1	1	1	1	3	3	3
111	1	1	1	1	4	4	4
112	1	1	1	1	4	4	4
113	2	2	2	2	4	4	3
114	2	2	2	2	4	4	4
115	1	2	2	1	4	4	3
116	2	2	2	2	4	4	4
117	2	2	2	1	4	5	4
118	2	2	2	2	4	4	3
119	1	2	2	2	4	4	4
120	2	2	2	1	4	5	3

Case Summaries

	Reliability_2	Durability_1	Durability_2	Aesthetic_1	Aesthetic_2	Aesthetic_3	BI_1	BI_2	BI_3
1	3	1	1	5	5	5	4	4	4
2	4	4	4	4	4	4	3	4	3
3	3	3	3	4	3	4	3	3	3
4	5	4	4	5	5	5	4	3	4
5	4	5	4	4	4	4	4	4	4
6	3	4	4	5	5	5	4	4	4
7	5	4	4	3	3	3	3	4	4
8	4	2	2	2	2	2	2	2	2
9	4	5	5	3	3	3	3	4	3
10	4	3	3	5	4	4	5	5	5
11	4	5	5	3	4	4	4	4	4
12	5	4	4	5	4	4	5	3	3
13	4	5	4	4	4	4	4	4	3
14	4	4	4	4	4	4	4	4	4
15	5	5	4	4	4	3	3	4	3
16	4	4	4	5	4	4	4	5	5
17	4	4	4	3	3	3	3	4	5
18	4	2	3	3	5	5	4	4	4
19	4	3	4	3	4	4	5	4	5
20	4	4	4	3	3	3	3	4	3
21	3	4	4	4	3	4	2	1	3
22	5	5	5	4	4	4	4	3	5
23	3	4	4	5	5	5	3	3	3
24	4	3	3	4	4	4	4	4	4
25	3	5	5	4	5	5	3	4	4
26	3	3	4	4	4	5	4	4	4
27	5	4	4	5	5	5	3	4	4
28	3	4	4	4	3	4	4	4	4
29	4	3	2	4	4	4	2	4	4
30	3	4	3	5	4	4	2	2	2
31	5	4	4	5	5	5	5	5	5
32	3	4	4	4	4	4	4	3	4
33	5	5	5	4	3	4	4	5	4
34	3	4	4	3	3	3	2	3	4
35	5	5	5	5	5	5	4	5	3
36	5	4	4	4	4	4	4	4	4
37	4	5	4	3	3	3	3	3	3
38	4	4	4	3	4	4	3	4	4
39	4	5	5	4	4	5	4	4	4
40	5	4	3	4	4	4	4	4	4
41	3	5	5	4	4	3	4	4	4
42	4	4	4	3	3	3	3	3	3
43	5	4	4	3	2	2	3	3	3
44	4	5	5	3	3	3	3	3	3
45	4	5	5	4	3	4	4	3	3
46	4	4	4	4	4	4	5	5	5
47	5	4	4	4	5	4	4	4	4
48	5	4	4	4	4	4	4	4	4
49	3	5	5	4	5	5	3	4	4
50	3	3	3	5	5	5	4	4	4
51	4	3	2	4	4	4	5	5	5
52	4	2	2	5	4	4	4	4	3
53	4	3	4	4	4	4	3	3	4
54	3	5	5	3	3	3	3	3	3
55	3	4	4	4	5	4	5	5	5
56	5	4	5	4	4	4	4	4	4
57	3	4	4	5	5	5	4	4	4
58	3	5	5	3	3	3	3	4	4
59	4	3	4	3	3	3	3	3	3
60	5	4	4	5	4	4	5	5	5
61	4	5	5	5	5	5	5	5	5
62	3	5	5	5	4	4	4	4	4

Case Summaries

	Reliability_2	Durability_1	Durability_2	Aesthetic_1	Aesthetic_2	Aesthetic_3	BI_1	BI_2	BI_3
63	4	3	4	4	4	4	4	4	4
64	4	4	3	4	4	3	4	5	4
65	3	2	2	3	3	3	3	5	5
66	4	4	4	3	5	5	4	4	4
67	5	4	4	3	4	4	5	4	3
68	4	3	3	4	3	4	3	4	3
69	4	5	5	5	5	5	5	5	5
70	3	5	5	4	5	4	4	3	3
71	3	4	4	4	4	4	3	4	4
72	3	2	2	5	5	5	4	3	4
73	4	4	4	4	3	4	4	4	4
74	5	4	4	4	4	4	5	5	5
75	4	3	3	5	4	4	3	4	4
76	4	4	4	5	5	5	4	3	3
77	3	4	3	4	3	4	4	4	4
78	5	4	4	5	5	5	5	5	5
79	3	3	3	5	5	5	4	4	4
80	4	4	4	3	3	3	4	3	4
81	4	3	4	3	3	3	4	4	4
82	3	2	2	5	4	4	5	5	5
83	4	3	3	3	4	4	4	4	4
84	5	4	3	5	4	4	4	4	4
85	4	4	4	4	4	4	3	4	4
86	4	4	4	4	4	3	5	5	5
87	3	3	3	5	4	4	4	5	5
88	4	5	4	5	5	3	4	4	4
89	4	4	4	4	4	4	4	5	5
90	4	4	4	4	3	4	4	3	3
91	4	5	4	2	2	2	4	3	4
92	3	2	2	4	4	4	4	4	3
93	4	4	5	3	3	3	3	3	3
94	4	4	4	5	5	5	3	4	4
95	3	3	4	2	2	2	4	4	4
96	3	3	3	5	4	4	3	4	4
97	1	5	4	2	2	2	2	2	2
98	5	2	2	4	3	4	4	4	4
99	3	4	4	5	5	5	4	4	4
100	3	4	4	5	5	5	4	4	4
101	4	4	4	4	4	4	4	4	4
102	3	5	5	3	3	4	4	5	5
103	5	1	1	5	5	5	5	5	5
104	4	4	5	5	4	4	4	4	4
105	3	2	2	4	4	4	3	4	4
106	3	5	4	4	4	4	4	4	4
107	3	5	5	5	4	4	5	4	5
108	2	5	5	1	1	1	1	1	1
109	5	5	5	4	4	4	4	5	5
110	3	3	3	4	4	4	4	4	4
111	4	5	5	4	5	4	5	5	5
112	5	4	4	4	4	4	4	4	4
113	4	4	3	4	5	5	3	4	4
114	4	4	4	4	4	5	4	4	4
115	4	4	4	3	2	3	3	4	4
116	5	4	4	4	4	4	5	5	5
117	5	5	4	4	4	4	4	4	4
118	3	2	2	2	2	3	2	2	2
119	4	5	4	4	4	4	4	4	4
120	3	4	4	5	5	5	3	3	3

Case Summaries

	BI_4	BI_5	BI_6	WOM_1	WOM_2	WOM_3
1	4	4	4	5	5	5
2	4	3	3	4	3	3
3	3	3	3	2	2	2
4	3	4	4	3	3	3
5	4	4	4	5	4	3
6	4	4	4	2	3	2
7	3	4	4	2	3	2
8	2	2	2	5	5	5
9	3	3	4	3	4	3
10	5	5	5	4	4	4
11	4	4	4	4	4	4
12	4	4	2	2	2	2
13	3	4	4	5	5	5
14	4	4	4	5	5	5
15	2	4	3	2	2	2
16	4	5	5	2	4	4
17	5	4	5	4	5	5
18	4	4	4	5	5	5
19	4	5	5	4	4	4
20	3	3	4	3	4	4
21	2	2	2	2	2	2
22	4	4	3	3	4	4
23	3	3	3	2	2	3
24	4	4	4	5	5	5
25	3	4	4	4	3	4
26	4	4	4	2	2	2
27	3	4	4	5	5	4
28	4	4	4	3	2	2
29	5	4	4	2	2	2
30	2	2	2	2	2	2
31	5	5	5	5	5	5
32	4	3	4	3	3	3
33	5	5	4	5	5	5
34	3	2	4	5	5	5
35	4	5	4	4	3	3
36	4	4	4	4	4	4
37	3	3	3	3	3	2
38	5	4	3	2	2	2
39	4	4	4	3	3	3
40	3	3	4	4	2	4
41	4	4	4	3	2	2
42	3	3	3	5	5	5
43	3	3	3	4	4	4
44	3	3	3	3	4	4
45	4	3	3	3	4	4
46	5	5	5	5	5	5
47	4	4	4	4	4	4
48	4	4	4	5	5	5
49	3	4	4	3	3	3
50	3	3	4	3	3	2
51	5	5	5	2	3	2
52	3	4	4	5	5	5
53	4	3	3	4	3	3
54	3	3	3	2	2	2
55	3	3	5	2	3	2
56	4	4	4	5	5	5
57	4	4	4	3	2	2
58	3	4	4	3	3	3
59	3	3	3	4	4	4
60	5	5	5	5	5	4
61	5	5	5	5	5	5
62	4	4	4	5	5	5

Case Summaries

	BI_4	BI_5	BI_6	WOM_1	WOM_2	WOM_3
63	4	4	4	2	4	4
64	5	5	5	4	5	5
65	5	4	5	5	5	5
66	4	4	4	3	4	4
67	4	4	4	3	4	4
68	4	3	3	4	4	4
69	5	5	5	5	5	5
70	4	4	4	4	3	4
71	3	4	4	5	5	4
72	3	4	4	3	3	4
73	4	4	4	5	5	5
74	5	5	5	5	5	5
75	3	4	4	4	3	3
76	4	3	3	4	4	4
77	4	4	4	5	4	3
78	5	5	5	5	5	5
79	4	4	4	5	5	5
80	3	4	4	5	5	5
81	4	4	4	4	4	4
82	5	5	5	5	5	5
83	4	4	4	5	5	5
84	4	4	4	5	5	5
85	3	4	4	3	3	3
86	5	5	5	5	5	5
87	4	5	5	4	4	4
88	4	4	4	3	3	3
89	4	5	5	3	4	4
90	4	3	3	4	4	4
91	3	4	3	3	3	3
92	5	4	4	2	2	2
93	3	3	3	3	3	4
94	3	4	4	4	4	4
95	4	4	4	5	5	5
96	3	4	4	4	5	4
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99	4	4	4	5	5	5
100	4	4	4	5	5	5
101	4	4	4	4	4	4
102	5	4	5	4	4	4
103	5	5	5	5	4	5
104	4	4	4	4	4	4
105	3	4	4	4	4	4
106	4	4	4	5	5	5
107	4	5	5	4	4	4
108	1	1	1	2	2	2
109	4	5	5	4	4	5
110	4	4	4	4	3	4
111	5	5	5	5	5	5
112	4	4	4	4	4	4
113	3	4	4	4	3	4
114	4	4	4	4	4	4
115	3	4	4	5	5	4
116	5	5	5	5	5	5
117	4	4	4	4	4	5
118	2	2	2	3	3	3
119	4	4	4	5	5	5
120	3	3	3	2	2	2



TABEL DISTRIBUSI R

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