

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusions**

From data analysis in the previous chapter, some conclusion discovers.

Those conclusions are:

1. Causal relationship of Service Quality and Word of mouth communication is fully mediated by Customer Satisfaction of *Margo Murah Baru*.
2. Purchasing Value does not support the causal relationship between service quality to word of mouth, service quality to customer satisfaction either between customer satisfaction to word of mouth.
3. Men are giving judgment on variables and its dimensions observed better than women.
4. Customer who bought furniture more than 4 million rupiahs feel *Margo Murah Baru* is more reliable for them, compare to those who bought furniture less than 1 million rupiahs in the store.
5. Customer who lived more than 5 kilometers from store feel *Margo Murah Baru* employee's empathy is better than customer who lived less than 5 kilometers from store.

#### **5.2 Suggestions**

##### **5.2.1 Suggestions on Advance Research**

This research only measure few matters on company's behavior to customer and also consumer behavior in buying furniture products. Hence, there are some advices regarding on the next research:

1. This research is using mediation and moderation analysis. Would be better if in the next research using mediation and moderation to analyze other variables, such as mediation of marketing stimuli, store image, and moderation of customer's age, occupation, etc.
2. This research is only conducted into 8 branches of *Margo Murah Baru*. The advance research can be performed to another furniture store or other kind of store, since the marketing policy of each store is applied differently.

### **5.2.1 Suggestion to the managerial implications**

From the research conducted, there are good responses for marketing policy in *Margo Murah Baru*, however there still few advice which needs attention and improvement. Those advices are:

1. Customer Satisfaction play important mediation role on the relationship between service quality and word of mouth communication of *Margo Murah Baru*'s customer, thus needs to customer satisfaction is important to fulfill.
2. From service quality dimensions observed, dimensions of empathy has strongest role in the relationship between service quality and word of mouth communication. *Margo Murah Baru* should make improvements on empathy, especially on employees of *Margo Murah Baru* giving attention in personal to customers or personalize the customers. Personalize here can be: say hello to customer with their name, recognizing their taste in furniture, listen to customer's problem, gives surprises on their birthday.

3. *Margo Murah Baru* does not need separate attitude in service quality and its dimensions regarding to customer's purchasing value in store, because those dimensions effective whether customer spend more money or just fewer money in store.

4. *Margo Murah Baru* needs to improve the attitude on the subject of service quality and its dimensions, especially in reliability and empathy. Women customers in *Margo Murah Baru* feel less reliable on the store compare to men. Thus *Margo Murah Baru* had to improve on its professionalism and its on-time job.

*Margo Murah Baru* also had to improve their empathy on customer who lives less than 5 kilometers from store. Since customer live near the store, they had same attitude from employees, like offering product proper to their taste, give bonuses according to the needs (example: student desk for those who has kids).

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## APPENDIX 1 QUESTIONNAIRE

To:  
Customers of Margo Murah Baru furniture shop

Dear customers,

Herewith this letter let me introduce my self:

Name : Fransiska Kumalasari

NIM : 01 12 13202

Student in Economic Management Faculty in Atma Jaya Yogyakarta University and I am preparing thesis in customer behavior in case of furniture purchasing.

I am asking for your help to answer all of these questions arranged in this questionnaire. Those questions are required to gather data needed in my thesis. All of your answer will only used for thesis purposes. Hence, kindly ask for your keenness to answer this questionnaire based on your experience.

Thank you for your time.

Regards,

Fransiska Kumalasari

## QUESTIONNAIRE

Dear Sir/Madam, according to your experience in buying furniture at *Margo Murah Baru* shop, would you give evaluation on its product and services. Please respond to provided statements below which most suitable with your experience, and put your mark (✓) in the column.

No.	Expressions	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1	<i>Margo Murah Baru</i> , modern furniture shop					
2	Physical facilities in <i>Margo Murah Baru</i> shop looks attractive					
3	Employee of <i>Margo Murah Baru</i> shop are tidy					
4	Brochure design, bag, billboard, and other facilities outside the <i>Margo Murah Baru</i> building are attractive					
5	Employee of <i>Margo Murah Baru</i> shop serve professionally					
6	<i>Margo Murah Baru</i> shop can perform punctuality regarding to promise services satisfactorily.					
7	If customers has problem in buying furniture, <i>Margo Murah Baru</i> shop really helps its customers.					
8	<i>Margo Murah Baru</i> shop serves its customers since their arrival.					
9	<i>Margo Murah Baru</i> serves customers to fits with their promise.					
10	<i>Margo Murah Baru</i> has no mistake in serving customers.					
11	<i>Margo Murah Baru</i> shop's employee always provide detail information about the service (e.g.: delivering furniture)					
12	Employees of <i>Margo Murah Baru</i> shop are neat, diligent, and quick in serving customers					

No.	Expressions	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
13	Employees of <i>Margo Murah Baru</i> shop always ready to help customers.					
14	<i>Margo Murah Baru</i> shop always spent all their time to answer customers' request.					
15	Employees' behavior of <i>Margo Murah Baru</i> shop delivering the customers' trust.					
16	Customers feel homely when purchase in <i>Margo Murah Baru</i> shop.					
17	Employees of <i>Margo Murah Baru</i> shop has good attitude to serve customers.					
18	Employees of <i>Margo Murah Baru</i> shop have appropriate answer to the customer's questions.					
19	<i>Margo Murah Baru</i> shop gives attention to its customers individually.					
20	<i>Margo Murah Baru</i> shop has adequate working hours to its customers.					
21	Employees of <i>Margo Murah Baru</i> give attention in personal to customers or personalize the customers.					
22	<i>Margo Murah Baru</i> gives priority to customers needs.					
23	<i>Margo Murah Baru</i> understands the customers' requests exclusively.					
24	Physical appearance of <i>Margo Murah Baru</i> and the employees are satisfactorily.					
25	I am pleased with the reliable services of <i>Margo Murah Baru</i>					
26	I am pleased with the employees' responds of <i>Margo Murah Baru</i> to its customers.					
27	I am happy with <i>Margo Murah Baru</i> and the employees' ability to convince me.					



No.	Expressions	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
28	The empathy in <i>Margo Murah Baru</i> and its employees is acceptable					
29	I believe that I am doing the right thing by purchasing in <i>Margo Murah Baru</i> shop.					
30	I am happy for my decision in dealing transaction and using services in <i>Margo Murah Baru</i> .					
31	I will share positive news about <i>Margo Murah Baru</i> to everybody.					
32	I will recommend <i>Margo Murah Baru</i> for those who ask my opinion.					
33	I will persuade my families and friends to buy furniture in <i>Margo Murah Baru</i> .					

### RESPONDENT IDENTITY

Name (can leave it blank) : .....

Sex :  Male  Female

Distance between home and *Margo Murah Baru* (approx.) : ..... kms

Occupation : .....

Purchasing Value : Rp. ....

Purchasing Purposes :

- Personal Using
- Resale
- Gift
- Office furniture
- Other

Recent furniture item bought : .....

Other furniture store visited : .....

## APPENDIX 2 FACTOR ANALYSIS

### 1. Service Quality: Tangibles

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,766
Bartlett's Test of Sphericity	Approx. Chi-Square	197,412
	df	6
	Sig.	,000

#### Communalities

	Initial
Modern	1,000
Fasilitas	1,000
Rapi	1,000
Brosur dkk	1,000

Extraction Method: Principal Component Analysis.

#### Total Variance Explained

Component	Total	Initial Eigenvalues	
		% of Variance	Cumulative %
1	2,399	59,986	59,986
2	,650	16,240	76,227
3	,558	13,958	90,184
4	,393	9,816	100,000

Extraction Method: Principal Component Analysis.

#### Component Score Coefficient Matrix

	Component
	1
Modern	,316
Fasilitas	,355
Rapi	,319
Brosur dkk	,298

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

#### Component Score Covariance Matrix

Component	1
1	1,000

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

## 2. Service Quality: Reliability

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,825
Bartlett's Test of Sphericity	Approx. Chi-Square	293,449
	df	15
	Sig.	,000

### Communalities

	Initial
Profesional	1,000
On time	1,000
Solve prob	1,000
Sejak dtg	1,000
Sesuai janji	1,000
Perfect	1,000

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3,012	50,200	50,200
2	,781	13,014	63,214
3	,695	11,591	74,805
4	,591	9,843	84,648
5	,520	8,669	93,316
6	,401	6,684	100,000

Extraction Method: Principal Component Analysis.

### Component Score Coefficient Matrix

	Component
	1
Profesional	,247
On time	,236
Solve prob	,225
Sejak dtg	,243
Sesuai janji	,238
Perfect	,221

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

### 3. Service Quality: Responsiveness

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,772
Bartlett's Test of Sphericity	Approx. Chi-Square	200,820
	df	6
	Sig.	,000

#### Communalities

	Initial
Info jelas	1,000
Sigap	1,000
Siap bantu	1,000
All out	1,000

Extraction Method: Principal Component Analysis

#### Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2,427	60,683	60,683
2	,651	16,272	76,955
3	,472	11,803	88,758
4	,450	11,242	100,000

Extraction Method: Principal Component Analysis.

#### Component Score Coefficient Matrix

	Component
	1
Info jelas	,305
Sigap	,336
Siap bantu	,329
All out	,313

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

#### Component Score Covariance Matrix

Component	1
1	1,000

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

### 4. Service Quality: Assurance

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,619
Bartlett's Test of Sphericity	Approx. Chi-Square	129,166
	df	6
	Sig.	,000

**Communalities**

	Initial
Terpercaya	1,000
Transaksi well	1,000
Ramah	1,000
Tepat jawab	1,000

Extraction Method: Principal Component Analysis

**Total Variance Explained**

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,998	49,940	49,940	1,540	38,492	38,492
2	1,001	25,017	74,958	1,459	36,465	74,958
3	,556	13,909	88,867			
4	,445	11,133	100,000			

Extraction Method: Principal Component Analysis.

**Rotated Component Matrix <sup>a</sup>**

	Component	
	1	2
Terpercaya	,852	,192
Transaksi well	,877	,105
Ramah	,190	,824
Tepat jawab	,099	,856

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

a. Rotation converged in 3 iterations.

**Component Score Coefficient Matrix**

	Component	
	1	2
Terpercaya	,574	-,064
Transaksi well	,613	-,137
Ramah	-,066	,587
Tepat jawab	-,140	,634

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

**Component Transformation Matrix**

Component	1	2
1	,735	,678
2	-,678	,735

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

**Component Score Covariance Matrix**

Component	1	2
1	1,000	,000
2	,000	1,000

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



## 5. Service Quality: Emphaty

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,760
Bartlett's Test of Sphericity	Approx. Chi-Square df	249,587 10
	Sig.	,000

### Communalities

	Initial
Individual	1,000
Jam-kerja	1,000
Personal	1,000
Utamakan	1,000
Needs khas	1,000

Extraction Method: Principal Component Analysis

### Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2,679	53,578	53,578
2	,785	15,695	69,273
3	,695	13,902	83,175
4	,457	9,136	92,311
5	,384	7,689	100,000

Extraction Method: Principal Component Analysis.

### Component Score Coefficient Matrix

	Component
	1
Individual	,263
Jam-kerja	,290
Personal	,266
Utamakan	,278
Needs khas	,269

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

### Component Score Covariance Matrix

Component	1
1	1,000

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

## 6. Customer Satisfaction towards Service Quality

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,849
Bartlett's Test of Sphericity	Approx. Chi-Square	335,906
	df	10
	Sig.	,000

### Communalities

	Initial
Puas fisik	1,000
Puas handal	1,000
Puas tanggap	1,000
Puas yakin	1,000
Puas empati	1,000

Extraction Method: Principal Component Analysis

### Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3,037	60,737	60,737
2	,641	12,829	73,566
3	,528	10,558	84,124
4	,437	8,743	92,867
5	,357	7,133	100,000

Extraction Method: Principal Component Analysis.

### Component Score Coefficient Matrix

	Component
	1
Puas fisik	,228
Puas handal	,249
Puas tanggap	,272
Puas yakin	,264
Puas empati	,267

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

### Component Score Covariance Matrix

Component	1
1	1,000

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

## 7. Word of Mouth Communication

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,724
Bartlett's Test of Sphericity	Approx. Chi-Square df	286,046 3
	Sig.	,000

### Communalities

	Initial
Positive word	1,000
Rekomendasi	1,000
Yakinkan org	1,000

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2,391	79,687	79,687
2	,371	12,352	92,039
3	,239	7,961	100,000

Extraction Method: Principal Component Analysis.

### Component Score Coefficient Matrix

	Component
	1
Positive word	,365
Rekomendasi	,384
Yakinkan org	,370

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

### Component Score Covariance Matrix

Component	1
1	1,000

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

## 8. Overall Customer Satisfaction

### KMO and Bartlett's Test

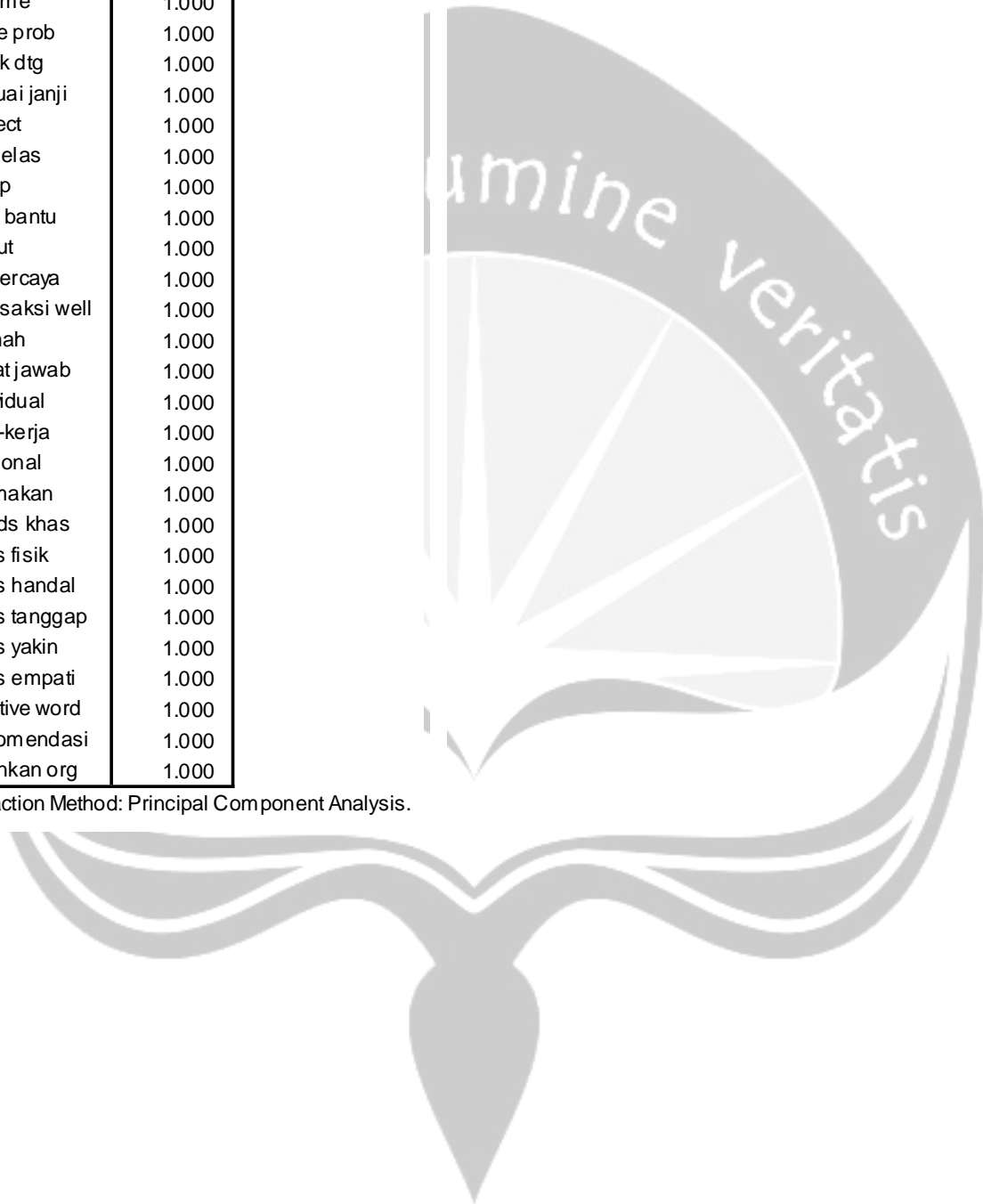
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,891
Bartlett's Test of Sphericity	Approx. Chi-Square df	3080.751 465
	Sig.	,000



### Communalities

	Initial
Modern	1.000
Fasilitas	1.000
Rapi	1.000
Brosur dkk	1.000
Profesional	1.000
On time	1.000
Solve prob	1.000
Sejak dtg	1.000
Sesuai janji	1.000
Perfect	1.000
Info jelas	1.000
Sigap	1.000
Siap bantu	1.000
All out	1.000
Terpercaya	1.000
Transaksi well	1.000
Ramah	1.000
Tepat jawab	1.000
Individual	1.000
Jam-kerja	1.000
Personal	1.000
Utamakan	1.000
Needs khas	1.000
Puas fisik	1.000
Puas handal	1.000
Puas tanggap	1.000
Puas yakin	1.000
Puas empati	1.000
Positive word	1.000
Rekomendasi	1.000
Yakinkan org	1.000

Extraction Method: Principal Component Analysis.



**Total Variance Explained**

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.693	34.495	34.495	5.189	16.738	16.738
2	3.245	10.469	44.964	3.791	12.230	28.968
3	1.676	5.406	50.371	2.957	9.539	38.507
4	1.381	4.455	54.826	2.937	9.476	47.982
5	1.157	3.733	58.559	2.281	7.357	55.340
6	1.079	3.482	62.041	2.077	6.701	62.041
7	.937	3.024	65.064			
8	.914	2.949	68.013			
9	.814	2.626	70.639			
10	.788	2.542	73.182			
11	.757	2.441	75.622			
12	.703	2.267	77.890			
13	.647	2.087	79.976			
14	.605	1.952	81.928			
15	.535	1.725	83.653			
16	.502	1.618	85.271			
17	.481	1.553	86.824			
18	.442	1.426	88.250			
19	.424	1.366	89.616			
20	.413	1.334	90.950			
21	.365	1.177	92.127			
22	.341	1.100	93.227			
23	.310	.999	94.226			
24	.301	.971	95.197			
25	.267	.862	96.059			
26	.265	.854	96.913			
27	.248	.799	97.712			
28	.200	.646	98.358			
29	.197	.637	98.995			
30	.168	.541	99.537			
31	.144	.463	100.000			

Extraction Method: Principal Component Analysis.



**Rotated Component Matrix <sup>a</sup>**

	Component					
	1	2	3	4	5	6
Modern	.433	.220	.151	.487	-.213	.101
Fasilitas	.370	.351	-.005	.613	-.082	-.081
Rapi	.492	.418	-.063	.387	.049	.158
Brosur dkk	.240	.113	.086	.741	.061	.015
Profesional	.522	.297	-.098	.483	.041	.137
On time	.285	.019	.120	.692	.203	.063
Solve prob	.256	-.047	.117	.525	.381	.319
Sejak dtg	.573	.035	.045	.244	-.035	.523
Sesuai janji	.719	.117	.190	.076	-.094	.231
Perfect	.618	.118	-.046	.198	.398	-.210
Info jelas	.595	.122	.158	.280	-.032	.061
Sigap	.606	.033	.171	.265	.255	.173
Siap bantu	.577	.067	.081	.128	.297	.249
All out	.714	-.069	.147	.114	.372	-.029
Terpercaya	.683	.113	.103	.224	.034	.143
Transaksi well	.732	.297	.096	.137	-.007	-.064
Ramah	.178	.405	.150	.036	.132	.698
Tepat jawab	.189	.332	-.010	-.110	.573	.293
Individual	.196	.385	.238	.160	.495	.105
Jam-kerja	.074	.272	.378	.096	.250	.496
Personal	.014	.332	.149	.116	.724	.061
Utamakan	.178	.261	.439	.049	.144	.536
Needs khas	.002	.516	.238	.123	.379	.193
Puas fisik	.015	.484	.175	.339	.214	.316
Puas handal	.065	.578	.302	.239	.114	.234
Puas tanggap	.280	.685	.222	.055	.175	.175
Puas yakin	.135	.792	.128	.053	.070	.131
Puas empati	.192	.676	.242	.110	.324	-.031
Positive word	.093	.210	.796	.075	.164	.011
Rekomendasi	.136	.228	.844	.084	.013	.171
Yakinkan org	.209	.170	.812	.060	.067	.167

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

a. Rotation converged in 14 iterations.

**Component Transformation Matrix**

Component	1	2	3	4	5	6
1	.581	.473	.341	.389	.288	.296
2	-.609	.425	.453	-.360	.250	.226
3	-.180	.445	-.714	.144	.459	-.169
4	.332	-.386	-.028	-.548	.659	.077
5	-.222	-.274	.385	.460	.419	-.583
6	-.315	-.417	-.140	.432	.186	.698

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

## APPENDIX 3

### RELIABILITY TEST

#### 1. Service Quality: Tangible

##### Reliability Statistics

Cronbach's Alpha	N of Items
,775	4

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Modern	11,3262	2,017	,558	,731
Fasilitas	11,5134	1,950	,688	,662
Rapi	11,3155	1,981	,567	,727
Brosur dkk	11,5348	2,261	,507	,755

##### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,2299	3,393	1,84203	4

#### 2. Service Quality: Reliability

##### Reliability Statistics

Cronbach's Alpha	N of Items
,796	6

##### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22,6845	6,271	2,50417	6

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Profesional	18,8075	4,350	,603	,752
On time	19,1230	4,237	,561	,764
Solve prob	18,9305	4,764	,527	,771
Sejak dtg	18,5668	4,655	,574	,761
Sesuai janji	18,7754	4,788	,555	,766
Perfect	19,2193	4,398	,512	,777

#### 3. Service Quality: Responsiveness

##### Reliability Statistics

Cronbach's Alpha	N of Items
,780	4

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,2941	2,811	1,67657	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Info jelas	11,5027	1,681	,541	,752
Sigap	11,4492	1,679	,637	,701
Siap bantu	11,4011	1,758	,613	,715
All out	11,5294	1,670	,561	,741

#### 4. Service Quality: Assurance 1

##### Reliability Statistics

Cronbach's Alpha	N of Items
,701	2

##### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7,8021	,837	,91487	2

##### Item Statistics

	Mean	Std. Deviation	N
Terpercaya	3,9251	,52339	187
Transaksi well	3,8770	,51936	187

#### 5. Service Quality: Assurance 2

##### Reliability Statistics

Cronbach's Alpha	N of Items
,624	2

##### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8,1123	,917	,95782	2

##### Item Statistics

	Mean	Std. Deviation	N
Ramah	4,1872	,55090	187
Tepat jawab	3,9251	,57245	187

#### 6. Service Quality: Empathy

##### Reliability Statistics

Cronbach's Alpha	N of Items
,782	5

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19,2995	5,372	2,31780	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Individual	15,4439	3,689	,536	,748
Jam-kerja	15,3743	3,311	,607	,724
Personal	15,5775	3,589	,536	,749
Utamakan	15,3048	3,697	,570	,738
Needs khas	15,4973	3,843	,544	,746

## 7. Customer Satisfaction toward Service Quality

### Reliability Statistics

Cronbach's Alpha	N of Items
,836	5

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19,3102	4,527	2,12766	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Puas fisik	15,4973	3,165	,540	,829
Puas handal	15,4706	3,175	,612	,810
Puas tanggap	15,3904	2,863	,700	,784
Puas yakin	15,3904	3,110	,669	,796
Puas empati	15,4920	2,767	,679	,791

## 8. Word of Mouth Communication

### Reliability Statistics

Cronbach's Alpha	N of Items
,871	3

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,6043	2,789	1,66997	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Positive word	7,7754	1,487	,722	,850
Rekomendasi	7,7433	1,181	,805	,770
Yakinkan org	7,6898	1,290	,745	,826

## APPENDIX 4 MEDIATION REGRESSION RESULT

### 1. Equation 1

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482(a)	.232	.228	.48914

a. Predictors: (Constant), X

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	X	.	Stepwise (Criteria: Probabilit y-of-F-to-enter <= .050, Probabilit y-of-F-to-remo ve >= .100).

a. Dependent Variable: Y

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.372	1	13.372	55.891	.000 <sup>a</sup>
	Residual	44.263	185	.239		
	Total	57.635	186			

a. Predictors: (Constant), X

b. Dependent Variable: Y

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.848	.406		2.091	.038
	X	.780	.104	.482	7.476	.000

a. Dependent Variable: Y

### 2. Equation 2

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 <sup>a</sup>	.458	.455	.31643

a. Predictors: (Constant), X

**Variables Entered/Removed**

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

a. Dependent Variable: M

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.658	1	15.658	156.374	.000 <sup>a</sup>
	Residual	18.524	185	.100		
	Total	34.182	186			

a. Predictors: (Constant), X

b. Dependent Variable: M

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.608	.262		2.319	.021
	X	.844	.067	.677	12.505	.000

a. Dependent Variable: M

**3. Equation 3**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686 <sup>a</sup>	.470	.467	.40634

a. Predictors: (Constant), M

**Variables Entered/Removed**

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

a. Dependent Variable: Y



**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.090	1	27.090	164.069	.000 <sup>a</sup>
	Residual	30.546	185	.165		
	Total	57.635	186			

a. Predictors: (Constant), M

b. Dependent Variable: Y

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.417	.271		1.540	.125
	M	.890	.070	.686	12.809	.000

a. Dependent Variable: Y

**Excluded Variables<sup>b</sup>**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	X	.033 <sup>a</sup>	.448	.655	.033	.542

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

b. Dependent Variable: Y

## APPENDIX 5 MODERATION ANALYSIS RESULT

### 1.a.1 Equation 1

**Variables Entered/Removed**

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

a. Dependent Variable: Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 <sup>a</sup>	.232	.228	.48914

a. Predictors: (Constant), X

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.372	1	13.372	55.891	.000 <sup>a</sup>
	Residual	44.263	185	.239		
	Total	57.635	186			

a. Predictors: (Constant), X

b. Dependent Variable: Y

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.848	.406		2.091	.038
	X	.780	.104	.482	7.476	.000

a. Dependent Variable: Y

**Excluded Variables**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Purchase value	.008 <sup>a</sup>	.125	.901	.009	.977
	INT_PVSxX	.007 <sup>a</sup>	.102	.919	.007	.909

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

b. Dependent Variable: Y

## 1.a.2 Equation 2

**Variables Entered/Removed**

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

a. Dependent Variable: Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 <sup>a</sup>	.232	.228	.48914

a. Predictors: (Constant), X

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.372	1	13.372	55.891	.000 <sup>a</sup>
	Residual	44.263	185	.239		
	Total	57.635	186			

a. Predictors: (Constant), X

b. Dependent Variable: Y

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.848	.406		2.091	.038
	X	.780	.104	.482	7.476	.000

a. Dependent Variable: Y

**Excluded Variables**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	PV	-.018 <sup>a</sup>	-.279	.780	-.021	.980
	INT_PVxX	-.021 <sup>a</sup>	-.320	.749	-.024	.955

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

b. Dependent Variable: Y

## 2.a.2 Equation 1

**Variables Entered/Removed**

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

a. Dependent Variable: M

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 <sup>a</sup>	.458	.455	.31643

a. Predictors: (Constant), X

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.658	1	15.658	156.374	.000 <sup>a</sup>
	Residual	18.524	185	.100		
	Total	34.182	186			

a. Predictors: (Constant), X

b. Dependent Variable: M

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.608	.262		2.319	.021
	X	.844	.067	.677	12.505	.000

a. Dependent Variable: M

**Excluded Variables**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Purchase value	.043 <sup>a</sup>	.790	.430	.058	.977
	INT_PVSxX	.042 <sup>a</sup>	.730	.466	.054	.909

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

b. Dependent Variable: M

## 2.a.1 Equation 2

**Variables Entered/Removed<sup>d</sup>**

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

a. Dependent Variable: M

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 <sup>a</sup>	.458	.455	.31643

a. Predictors: (Constant), X

**ANOVA<sup>d</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.658	1	15.658	156.374	.000 <sup>a</sup>
	Residual	18.524	185	.100		
	Total	34.182	186			

a. Predictors: (Constant), X

b. Dependent Variable: M

**Coefficients<sup>d</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.608	.262		2.319	.021
	X	.844	.067	.677	12.505	.000

a. Dependent Variable: M

**Excluded Variables<sup>b</sup>**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	PV	.000 <sup>a</sup>	.003	.998	.000	.980
	INT_PVxX	-.001 <sup>a</sup>	-.026	.980	-.002	.955

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

b. Dependent Variable: M

### 3.a.1 Equation 1

**Variables Entered/Removed<sup>d</sup>**

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

a. Dependent Variable: Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686 <sup>a</sup>	.470	.467	.40634

a. Predictors: (Constant), M

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.090	1	27.090	164.069	.000 <sup>a</sup>
	Residual	30.546	185	.165		
	Total	57.635	186			

a. Predictors: (Constant), M

b. Dependent Variable: Y

**Coefficients<sup>c</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.417	.271		1.540	.125
	M	.890	.070	.686	12.809	.000

a. Dependent Variable: Y

**Excluded Variables<sup>d</sup>**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Purchase value	-.019 <sup>a</sup>	-.347	.729	-.026	.979
	INT_PVxM	-.014 <sup>a</sup>	-.253	.801	-.019	.970

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

b. Dependent Variable: Y

### 3.a.2 Equation 2

**Variables Entered/Removed**

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

a. Dependent Variable: Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686 <sup>a</sup>	.470	.467	.40634

a. Predictors: (Constant), M

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.090	1	27.090	164.069	.000 <sup>a</sup>
	Residual	30.546	185	.165		
	Total	57.635	186			

a. Predictors: (Constant), M

b. Dependent Variable: Y

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.417	.271		1.540	.125
	M	.890	.070	.686	12.809	.000

a. Dependent Variable: Y

**Excluded Variables<sup>a</sup>**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	PV	-.016 <sup>a</sup>	-.290	.772	-.021	.991
	INT_PVxM	-.014 <sup>a</sup>	-.253	.801	-.019	.970

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

b. Dependent Variable: Y

#### 4. In partial (dimensions)

##### a. Tangibles (X<sub>1</sub>)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,496 <sup>a</sup>	,246	,242	,37329

a. Predictors: (Constant), X1

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,403	1	8,403	60,304	,000 <sup>a</sup>
	Residual	25,779	185	,139		
	Total	34,182	186			

a. Predictors: (Constant), X1

b. Dependent Variable: M

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,119	,228		9,295	,000
	X1	,462	,059	,496	7,766	,000

a. Dependent Variable: M

**Excluded Variables**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Purchase value	,064 <sup>a</sup>	,983	,327	,072	,963
	INT_PVS1xX1	,082 <sup>a</sup>	1,155	,250	,085	,806

a. Predictors in the Model: (Constant), X1

b. Dependent Variable: M

##### b. Assurance (X<sub>4,2</sub>)

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1			Stepwise (Criteria: Probabilit y-of-F-to-enter <= ,050, Probabilit y-of-F-to-remove >= ,100).
2	Purchase value		Stepwise (Criteria: Probabilit y-of-F-to-enter <= ,050, Probabilit y-of-F-to-remove >= ,100).

a. Dependent Variable: M



**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,583 <sup>a</sup>	,339	,336	,34934
2	,600 <sup>b</sup>	,360	,353	,34491

- a. Predictors: (Constant), X4.2
- b. Predictors: (Constant), X4.2, Purchase value

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,605	1	11,605	95,090	,000 <sup>a</sup>
	Residual	22,577	185	,122		
	Total	34,182	186			
2	Regression	12,292	2	6,146	51,663	,000 <sup>b</sup>
	Residual	21,889	184	,119		
	Total	34,182	186			

- a. Predictors: (Constant), X4.2
- b. Predictors: (Constant), X4.2, Purchase value
- c. Dependent Variable: M

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,761	,218		8,060	,000
	X4.2	,522	,053	,583	9,751	,000
2	(Constant)	1,635	,222		7,365	,000
	X4.2	,518	,053	,579	9,812	,000
	Purchase value	,055	,023	,142	2,404	,017

- a. Dependent Variable: M

**Excluded Variables<sup>c</sup>**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Purchase value	,142 <sup>a</sup>	2,404	,017	,175	,999
	INT_PVS1xX4.2	,145 <sup>a</sup>	2,363	,019	,172	,921
2	INT_PVS1xX4.2	-,127 <sup>b</sup>	-,228	,820	-,017	,011

- a. Predictors in the Model: (Constant), X4.2
- b. Predictors in the Model: (Constant), X4.2, Purchase value
- c. Dependent Variable: M

**c. Empathy (X<sub>5</sub>)**

**Variables Entered/Removed<sup>d</sup>**

Model	Variables Entered	Variables Removed	Method
1	X5	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

- a. Dependent Variable: M

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,668 <sup>a</sup>	,446	,443	,31992

a. Predictors: (Constant), X5

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,247	1	15,247	148,977	,000 <sup>a</sup>
	Residual	18,934	185	,102		
	Total	34,182	186			

a. Predictors: (Constant), X5

b. Dependent Variable: M

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,492	,197		7,585	,000
	X5	,618	,051	,668	12,206	,000

a. Dependent Variable: M

**Excluded Variables**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Purchase value	,073 <sup>a</sup>	1,319	,189	,097	,984
	INT_PVS1xX5	,078 <sup>a</sup>	1,334	,184	,098	,864

a. Predictors in the Model: (Constant), X5

b. Dependent Variable: M

**d. Purchase Value (M)**

**Variables Entered/Removed**

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

a. Dependent Variable: Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,686 <sup>a</sup>	,470	,467	,40634

a. Predictors: (Constant), M

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27,090	1	27,090	164,069	,000 <sup>a</sup>
	Residual	30,546	185	,165		
	Total	57,635	186			

a. Predictors: (Constant), M

b. Dependent Variable: Y

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,417	,271		1,540	,125
	M	,890	,070	,686	12,809	,000

a. Dependent Variable: Y

**Excluded Variables**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Purchase value	-,021 <sup>a</sup>	-,387	,699	-,029	,975
	INT_PVS1xM	-,014 <sup>a</sup>	-,247	,805	-,018	,857

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

b. Dependent Variable: Y

**e. Service Quality (X) → in totals**

**Variables Entered/Removed**

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

a. Dependent Variable: M

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,677 <sup>a</sup>	,458	,455	,31643

a. Predictors: (Constant), X

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,658	1	15,658	156,374	,000 <sup>a</sup>
	Residual	18,524	185	,100		
	Total	34,182	186			

a. Predictors: (Constant), X

b. Dependent Variable: M

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,608	,262		2,319	,021
	X	,844	,067	,677	12,505	,000

a. Dependent Variable: M

**Excluded Variables**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Purchase value	,048 <sup>a</sup>	,875	,383	,064	,974
	INT_PVS1xX	,047 <sup>a</sup>	,805	,422	,059	,872

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

b. Dependent Variable: M



## APPENDIX 6 ONEWAY ANOVA AND INDEPENDENT SAMPLE T-TEST

### 1. Sex

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
X1	Equal variances assumed	,116	,734	1,851	185	,066	,12386	,06693	-,00818	,25589
	Equal variances not assumed			1,852	184,999	,066	,12386	,06689	-,00810	,25582
X2	Equal variances assumed	,645	,423	1,227	185	,221	,07479	,06097	-,04549	,19507
	Equal variances not assumed			1,225	183,140	,222	,07479	,06103	-,04563	,19521
X3	Equal variances assumed	1,375	,242	,353	185	,724	,02171	,06145	-,09953	,14295
	Equal variances not assumed			,353	181,441	,725	,02171	,06156	-,09976	,14318
X4.1	Equal variances assumed	2,703	,102	,606	185	,545	,04062	,06702	-,09161	,17285
	Equal variances not assumed			,605	180,127	,546	,04062	,06717	-,09192	,17316
X4.2	Equal variances assumed	,096	,757	2,053	185	,041	,14262	,06945	,00560	,27964
	Equal variances not assumed			2,052	183,509	,042	,14262	,06952	,00546	,27978
X5	Equal variances assumed	,388	,534	1,555	185	,122	,10506	,06755	-,02821	,23832
	Equal variances not assumed			1,558	183,631	,121	,10506	,06742	-,02796	,23808
CS	Equal variances assumed	,016	,899	1,977	185	,050	,12211	,06176	,00025	,24396
	Equal variances not assumed			1,979	184,633	,049	,12211	,06169	,00040	,24381
TCS	Equal variances assumed	2,512	,115	,112	185	,911	,00887	,07939	-,14776	,16550
	Equal variances not assumed			,111	178,733	,911	,00887	,07959	-,14819	,16593
M	Equal variances assumed	1,295	,257	1,045	185	,298	,06549	,06269	-,05819	,18917
	Equal variances not assumed			1,043	181,293	,298	,06549	,06280	-,05843	,18940
Y	Equal variances assumed	,161	,688	,489	185	,625	,03989	,08159	-,12108	,20086
	Equal variances not assumed			,488	183,109	,626	,03989	,08168	-,12127	,20105
X	Equal variances assumed	2,690	,103	1,695	185	,092	,08478	,05003	-,01392	,18347
	Equal variances not assumed			1,692	181,313	,092	,08478	,05012	-,01411	,18366

**Group Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
X1	pria	95	3,8684	,46534	,04774
	wanita	92	3,7446	,44933	,04685
X2	pria	95	3,8175	,40247	,04129
	wanita	92	3,7428	,43110	,04494
X3	pria	95	3,8342	,39715	,04075
	wanita	92	3,8125	,44262	,04615
X4.1	pria	95	3,9211	,42724	,04383
	wanita	92	3,8804	,48815	,05089
X4.2	pria	95	4,1263	,46108	,04731
	wanita	92	3,9837	,48861	,05094
X5	pria	95	3,9116	,48791	,05006
	wanita	92	3,8065	,43319	,04516
CS	pria	95	3,9221	,43788	,04493
	wanita	92	3,8000	,40546	,04227
TCS	pria	95	3,8947	,49944	,05124
	wanita	92	3,8859	,58415	,06090
M	pria	95	3,9084	,40447	,04150
	wanita	92	3,8429	,45214	,04714
Y	pria	95	3,8877	,53839	,05524
	wanita	92	3,8478	,57717	,06017
X	pria	95	3,9132	,32285	,03312
	wanita	92	3,8284	,36075	,03761

## 2. Purchasing Purposes

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
X1	Between Groups	,113	4	,028	,131	,971
	Within Groups	39,331	182	,216		
	Total	39,445	186			
X2	Between Groups	,059	4	,015	,084	,987
	Within Groups	32,340	182	,178		
	Total	32,400	186			
X3	Between Groups	,224	4	,056	,314	,869
	Within Groups	32,453	182	,178		
	Total	32,676	186			
X4.1	Between Groups	,676	4	,169	,805	,524
	Within Groups	38,244	182	,210		
	Total	38,920	186			
X4.2	Between Groups	,991	4	,248	1,083	,367
	Within Groups	41,669	182	,229		
	Total	42,660	186			
X5	Between Groups	,456	4	,114	,525	,717
	Within Groups	39,513	182	,217		
	Total	39,969	186			
CS	Between Groups	,246	4	,061	,334	,855
	Within Groups	33,435	182	,184		
	Total	33,680	186			
TCS	Between Groups	,383	4	,096	,322	,863
	Within Groups	54,120	182	,297		
	Total	54,503	186			
M	Between Groups	,081	4	,020	,108	,980
	Within Groups	34,101	182	,187		
	Total	34,182	186			
Y	Between Groups	,215	4	,054	,170	,953
	Within Groups	57,420	182	,315		
	Total	57,635	186			
X	Between Groups	,191	4	,048	,398	,810
	Within Groups	21,786	182	,120		
	Total	21,976	186			

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
X1 digunakan sendiri	154	3,8003	,45856	,03695	3,7273	3,8733	2,75	4,75	
	dijual lagi	6	3,7917	,29226	,11932	3,4850	4,0984	3,25	4,00
	hadiah	7	3,8214	,49401	,18672	3,3645	4,2783	3,00	4,25
	kantor	18	3,8472	,55664	,13120	3,5704	4,1240	3,00	4,75
	lainnya	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	Total	187	3,8075	,46051	,03368	3,7411	3,8739	2,75	4,75
X2 digunakan sendiri	154	3,7781	,42226	,03403	3,7109	3,8454	2,83	5,00	
	dijual lagi	6	3,8611	,35616	,14540	3,4873	4,2349	3,17	4,17
	hadiah	7	3,8095	,43492	,16438	3,4073	4,2118	3,00	4,33
	kantor	18	3,7593	,43993	,10369	3,5405	3,9780	3,00	4,33
	lainnya	2	3,8333	,00000	,00000	3,8333	3,8333	3,83	3,83
	Total	187	3,7807	,41736	,03052	3,7205	3,8410	2,83	5,00
X3 digunakan sendiri	154	3,8328	,42401	,03417	3,7653	3,9003	2,75	5,00	
	dijual lagi	6	3,8333	,40825	,16667	3,4049	4,2618	3,00	4,00
	hadiah	7	3,7857	,30375	,11481	3,5048	4,0666	3,25	4,00
	kantor	18	3,7361	,45755	,10785	3,5086	3,9636	3,00	4,75
	lainnya	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	Total	187	3,8235	,41914	,03065	3,7631	3,8840	2,75	5,00
X4.1 digunakan sendiri	154	3,9221	,46838	,03774	3,8475	3,9966	3,00	5,00	
	dijual lagi	6	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	hadiah	7	3,7857	,39340	,14869	3,4219	4,1495	3,00	4,00
	kantor	18	3,7500	,46177	,10884	3,5204	3,9796	3,00	4,50
	lainnya	2	3,7500	,35355	,25000	,5734	6,9266	3,50	4,00
	Total	187	3,9011	,45743	,03345	3,8351	3,9671	3,00	5,00
X4.2 digunakan sendiri	154	4,0747	,48770	,03930	3,9970	4,1523	3,00	5,00	
	dijual lagi	6	4,2500	,52440	,21409	3,6997	4,8003	3,50	5,00
	hadiah	7	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	kantor	18	3,8889	,47140	,11111	3,6545	4,1233	3,00	5,00
	lainnya	2	3,7500	,35355	,25000	,5734	6,9266	3,50	4,00
	Total	187	4,0561	,47891	,03502	3,9871	4,1252	3,00	5,00
X5 digunakan sendiri	154	3,8701	,46105	,03715	3,7967	3,9435	2,40	5,00	
	dijual lagi	6	4,0333	,51251	,20923	3,4955	4,5712	3,60	5,00
	hadiah	7	3,7429	,58554	,22131	3,2013	4,2844	2,60	4,40
	kantor	18	3,7667	,45633	,10756	3,5397	3,9936	3,00	5,00
	lainnya	2	3,8000	,28284	,20000	1,2588	6,3412	3,60	4,00
	Total	187	3,8599	,46356	,03390	3,7930	3,9268	2,40	5,00
CS digunakan sendiri	154	3,8740	,43504	,03506	3,8048	3,9433	2,80	5,00	
	dijual lagi	6	3,8667	,32660	,13333	3,5239	4,2094	3,20	4,00
	hadiah	7	3,7714	,29277	,11066	3,5007	4,0422	3,40	4,00
	kantor	18	3,7778	,44926	,10589	3,5544	4,0012	3,00	4,60
	lainnya	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	Total	187	3,8620	,42553	,03112	3,8006	3,9234	2,80	5,00
TCS digunakan sendiri	154	3,8734	,56465	,04550	3,7835	3,9633	3,00	6,00	
	dijual lagi	6	4,0000	,63246	,25820	3,3363	4,6637	3,00	5,00
	hadiah	7	4,0714	,18898	,07143	3,8966	4,2462	4,00	4,50
	kantor	18	3,9167	,42875	,10106	3,7035	4,1299	3,00	5,00
	lainnya	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	Total	187	3,8904	,54132	,03959	3,8123	3,9685	3,00	6,00
M digunakan sendiri	154	3,8737	,44396	,03578	3,8030	3,9444	2,90	5,00	
	dijual lagi	6	3,9333	,45461	,18559	3,4563	4,4104	3,10	4,50
	hadiah	7	3,9214	,12199	,04611	3,8086	4,0342	3,70	4,00
	kantor	18	3,8472	,40746	,09604	3,6446	4,0498	3,00	4,70
	lainnya	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	Total	187	3,8762	,42869	,03135	3,8144	3,9380	2,90	5,00
Y digunakan sendiri	154	3,8680	,57599	,04641	3,7763	3,9597	3,00	6,00	
	dijual lagi	6	3,8333	,65828	,26874	3,1425	4,5242	3,33	5,00
	hadiah	7	4,0000	,38490	,14548	3,6440	4,3560	3,33	4,67
	kantor	18	3,8148	,46049	,10854	3,5858	4,0438	3,00	5,00
	lainnya	2	4,0000	,00000	,00000	4,0000	4,0000	4,00	4,00
	Total	187	3,8681	,55666	,04071	3,7878	3,9484	3,00	6,00
X digunakan sendiri	154	3,8797	,34420	,02774	3,8249	3,9345	2,97	4,73	
	dijual lagi	6	3,9616	,28696	,11715	3,6604	4,2627	3,50	4,33
	hadiah	7	3,8242	,32394	,12244	3,5246	4,1238	3,27	4,16
	kantor	18	3,7914	,39040	,09202	3,5972	3,9855	3,00	4,38
	lainnya	2	3,8556	,16499	,11667	2,3732	5,3379	3,74	3,97
	Total	187	3,8715	,34373	,02514	3,8219	3,9211	2,97	4,73



### 3. Purchasing Value

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
X1	Between Groups	2.078	5	.416	2.013	.079
	Within Groups	37.367	181	.206		
	Total	39.445	186			
X2	Between Groups	1.936	5	.387	2.300	.047
	Within Groups	30.464	181	.168		
	Total	32.400	186			
X3	Between Groups	1.001	5	.200	1.144	.339
	Within Groups	31.675	181	.175		
	Total	32.676	186			
X4.1	Between Groups	1.644	5	.329	1.597	.163
	Within Groups	37.276	181	.206		
	Total	38.920	186			
X4.2	Between Groups	.778	5	.156	.673	.645
	Within Groups	41.882	181	.231		
	Total	42.660	186			
X5	Between Groups	1.545	5	.309	1.456	.207
	Within Groups	38.424	181	.212		
	Total	39.969	186			
M	Between Groups	1.072	5	.214	1.172	.325
	Within Groups	33.110	181	.183		
	Total	34.182	186			
Y	Between Groups	.911	5	.182	.582	.714
	Within Groups	56.724	181	.313		
	Total	57.635	186			
X	Between Groups	1.120	5	.224	1.943	.089
	Within Groups	20.857	181	.115		
	Total	21.976	186			

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
X1	< Rp 1.000.000	42	3.6310	.39136	.06039	3.5090	3.7529	3.00	4.25
	Rp 1.000.001 - Rp 2.000.000	53	3.8491	.43672	.05999	3.7287	3.9694	2.75	4.50
	Rp 2.000.001 - Rp 3.000.000	27	3.8241	.49427	.09512	3.6285	4.0196	3.00	4.75
	Rp 3.000.001 - Rp 4.000.000	17	3.7647	.51136	.12402	3.5018	4.0276	3.00	4.75
	Rp 4.000.001 - Rp 5.000.000	15	3.9000	.36351	.09386	3.6987	4.1013	3.00	4.25
	> Rp 5.000.000,- Total	33 187	3.9318 3.8075	.52393 .46051	.09120 .03368	3.7460 3.7411	4.1176 3.8739	2.75 2.75	4.75 4.75
X2	< Rp 1.000.000	42	3.6429	.37281	.05753	3.5267	3.7590	2.83	4.50
	Rp 1.000.001 - Rp 2.000.000	53	3.7987	.41262	.05668	3.6850	3.9125	2.83	4.83
	Rp 2.000.001 - Rp 3.000.000	27	3.7716	.40337	.07763	3.6120	3.9312	2.83	4.50
	Rp 3.000.001 - Rp 4.000.000	17	3.7059	.49487	.12002	3.4514	3.9603	2.83	4.50
	Rp 4.000.001 - Rp 5.000.000	15	3.8222	.43855	.11323	3.5794	4.0651	3.00	4.33
	> Rp 5.000.000,- Total	33 187	3.9545 3.7807	.39807 .41736	.06930 .03052	3.8134 3.7205	4.0957 3.8410	2.83 2.83	5.00 5.00
X3	< Rp 1.000.000	42	3.7321	.37201	.05740	3.6162	3.8481	2.75	4.50
	Rp 1.000.001 - Rp 2.000.000	53	3.8679	.43191	.05933	3.7489	3.9870	3.00	4.75
	Rp 2.000.001 - Rp 3.000.000	27	3.7778	.32768	.06306	3.6482	3.9074	3.00	4.25
	Rp 3.000.001 - Rp 4.000.000	17	3.7500	.50775	.12315	3.4889	4.0111	3.00	4.75
	Rp 4.000.001 - Rp 5.000.000	15	3.8500	.46098	.11902	3.5947	4.1053	3.00	4.50
	> Rp 5.000.000,- Total	33 187	3.9318 3.8235	.44753 .41914	.07791 .03065	3.7731 3.7631	4.0905 3.8840	2.75 2.75	5.00 5.00
X4.1	< Rp 1.000.000	42	3.7976	.44255	.06829	3.6597	3.9355	3.00	4.50
	Rp 1.000.001 - Rp 2.000.000	53	3.9528	.52132	.07161	3.8091	4.0965	3.00	5.00
	Rp 2.000.001 - Rp 3.000.000	27	3.9259	.35905	.06910	3.7839	4.0680	3.00	5.00
	Rp 3.000.001 - Rp 4.000.000	17	3.7353	.47162	.11438	3.4928	3.9778	3.00	4.50
	Rp 4.000.001 - Rp 5.000.000	15	3.8667	.39940	.10313	3.6455	4.0878	3.00	4.50
	> Rp 5.000.000,- Total	33 187	4.0303 3.9011	.43192 .45743	.07519 .03345	3.8772 3.8351	4.1835 3.9671	3.00 3.00	5.00 5.00
X4.2	< Rp 1.000.000	42	4.0238	.46790	.07220	3.8780	4.1696	3.00	5.00
	Rp 1.000.001 - Rp 2.000.000	53	4.0566	.46679	.06412	3.9279	4.1853	3.00	5.00
	Rp 2.000.001 - Rp 3.000.000	27	4.1852	.55726	.10725	3.9647	4.4056	3.00	5.00
	Rp 3.000.001 - Rp 4.000.000	17	3.9412	.55572	.13478	3.6555	4.2269	3.00	5.00
	Rp 4.000.001 - Rp 5.000.000	15	4.0000	.46291	.11952	3.7436	4.2564	3.00	4.50
	> Rp 5.000.000,- Total	33 187	4.0758 4.0561	.41686 .47891	.07257 .03502	3.9279 3.9871	4.2236 4.1252	3.00 3.00	5.00 5.00
X5	< Rp 1.000.000	42	3.7619	.50022	.07719	3.6060	3.9178	2.60	5.00
	Rp 1.000.001 - Rp 2.000.000	53	3.8453	.43790	.06015	3.7246	3.9660	2.80	5.00
	Rp 2.000.001 - Rp 3.000.000	27	4.0000	.42967	.08269	3.8300	4.1700	3.00	5.00
	Rp 3.000.001 - Rp 4.000.000	17	3.7412	.49882	.12098	3.4847	3.9976	3.00	5.00
	Rp 4.000.001 - Rp 5.000.000	15	3.8400	.56163	.14501	3.5290	4.1510	2.40	4.60
	> Rp 5.000.000,- Total	33 187	3.9636 3.8599	.39514 .46356	.06879 .03390	3.8235 3.7930	4.1037 3.9268	3.00 2.40	4.60 5.00
M	< Rp 1.000.000	42	3.7679	.44692	.06896	3.6286	3.9071	2.90	5.00
	Rp 1.000.001 - Rp 2.000.000	53	3.8547	.40706	.05591	3.7425	3.9669	3.00	4.90
	Rp 2.000.001 - Rp 3.000.000	27	3.9630	.40086	.07715	3.8044	4.1215	3.00	5.00
	Rp 3.000.001 - Rp 4.000.000	17	3.8647	.51410	.12469	3.6004	4.1290	3.00	4.70
	Rp 4.000.001 - Rp 5.000.000	15	3.8867	.46501	.12007	3.6292	4.1442	3.00	4.50
	> Rp 5.000.000,- Total	33 187	3.9788 3.8762	.39012 .42869	.06791 .03135	3.8405 3.8144	4.1171 3.9380	2.90 2.90	4.90 5.00
Y	< Rp 1.000.000	42	3.8016	.53119	.08196	3.6361	3.9671	3.00	5.00
	Rp 1.000.001 - Rp 2.000.000	53	3.8491	.55688	.07649	3.6956	4.0026	3.00	5.00
	Rp 2.000.001 - Rp 3.000.000	27	3.9506	.71434	.13748	3.6680	4.2332	3.00	6.00
	Rp 3.000.001 - Rp 4.000.000	17	3.7647	.57451	.13934	3.4693	4.0601	3.00	5.00
	Rp 4.000.001 - Rp 5.000.000	15	3.8667	.58824	.15188	3.5409	4.1924	3.00	5.00
	> Rp 5.000.000,- Total	33 187	3.9697 3.8681	.41969 .55666	.07306 .04071	3.8209 3.7878	4.1185 3.9484	3.00 3.00	5.00 6.00
X	< Rp 1.000.000	42	3.7649	.27928	.04309	3.6779	3.8519	3.27	4.29
	Rp 1.000.001 - Rp 2.000.000	53	3.8951	.33964	.04665	3.8015	3.9887	2.97	4.43
	Rp 2.000.001 - Rp 3.000.000	27	3.9141	.31047	.05975	3.7913	4.0369	3.00	4.33
	Rp 3.000.001 - Rp 4.000.000	17	3.7730	.44296	.10743	3.5453	4.0008	3.00	4.53
	Rp 4.000.001 - Rp 5.000.000	15	3.8798	.37466	.09674	3.6723	4.0873	3.00	4.37
	> Rp 5.000.000,- Total	33 187	3.9813 3.8715	.35573 .34373	.06193 .02514	3.8552 3.8219	4.1075 3.9211	2.97 2.97	4.73 4.73

#### 4. Distance from home to store

##### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
X1	Between Groups	,572	2	,286	1,353	,261
	Within Groups	38,873	184	,211		
	Total	39,445	186			
X2	Between Groups	,992	2	,496	2,906	,057
	Within Groups	31,408	184	,171		
	Total	32,400	186			
X3	Between Groups	1,218	2	,609	3,562	,030
	Within Groups	31,458	184	,171		
	Total	32,676	186			
X4.1	Between Groups	1,357	2	,679	3,325	,038
	Within Groups	37,562	184	,204		
	Total	38,920	186			
X4.2	Between Groups	,482	2	,241	1,051	,352
	Within Groups	42,179	184	,229		
	Total	42,660	186			
X5	Between Groups	1,716	2	,858	4,126	,018
	Within Groups	38,254	184	,208		
	Total	39,969	186			
CS	Between Groups	,222	2	,111	,611	,544
	Within Groups	33,458	184	,182		
	Total	33,680	186			
TCS	Between Groups	,365	2	,182	,620	,539
	Within Groups	54,138	184	,294		
	Total	54,503	186			
M	Between Groups	,273	2	,136	,740	,479
	Within Groups	33,909	184	,184		
	Total	34,182	186			
Y	Between Groups	,108	2	,054	,173	,842
	Within Groups	57,527	184	,313		
	Total	57,635	186			
X	Between Groups	,888	2	,444	3,873	,023
	Within Groups	21,089	184	,115		
	Total	21,976	186			

**Descriptives**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
X1	Kurang dari 5 Km	61	3,7295	,45253	,05794	3,6136	3,8454	2,75	4,50
	5 - 15 Km	81	3,8549	,45219	,05024	3,7550	3,9549	3,00	4,75
	Lebih dari 15 Km	45	3,8278	,48213	,07187	3,6829	3,9726	2,75	4,50
	Total	187	3,8075	,46051	,03368	3,7411	3,8739	2,75	4,75
X2	Kurang dari 5 Km	61	3,6803	,42849	,05486	3,5706	3,7901	2,83	4,50
	5 - 15 Km	81	3,8107	,41479	,04609	3,7190	3,9024	3,00	5,00
	Lebih dari 15 Km	45	3,8630	,38809	,05785	3,7464	3,9796	2,83	4,50
	Total	187	3,7807	,41736	,03052	3,7205	3,8410	2,83	5,00
X3	Kurang dari 5 Km	61	3,7090	,42618	,05457	3,5999	3,8182	2,75	4,50
	5 - 15 Km	81	3,8673	,39546	,04394	3,7798	3,9547	3,00	4,75
	Lebih dari 15 Km	45	3,9000	,42773	,06376	3,7715	4,0285	3,00	5,00
	Total	187	3,8235	,41914	,03065	3,7631	3,8840	2,75	5,00
X4.1	Kurang dari 5 Km	61	3,7787	,40337	,05165	3,6754	3,8820	3,00	4,50
	5 - 15 Km	81	3,9630	,47288	,05254	3,8584	4,0675	3,00	5,00
	Lebih dari 15 Km	45	3,9556	,47461	,07075	3,8130	4,0981	3,00	5,00
	Total	187	3,9011	,45743	,03345	3,8351	3,9671	3,00	5,00
X4.2	Kurang dari 5 Km	61	3,9836	,53203	,06812	3,8473	4,1199	3,00	5,00
	5 - 15 Km	81	4,0864	,47296	,05255	3,9818	4,1910	3,00	5,00
	Lebih dari 15 Km	45	4,1000	,40732	,06072	3,9776	4,2224	3,00	5,00
	Total	187	4,0561	,47891	,03502	3,9871	4,1252	3,00	5,00
X5	Kurang dari 5 Km	61	3,7705	,45583	,05836	3,6537	3,8872	3,00	5,00
	5 - 15 Km	81	3,8370	,43372	,04819	3,7411	3,9329	2,40	5,00
	Lebih dari 15 Km	45	4,0222	,49400	,07364	3,8738	4,1706	2,80	5,00
	Total	187	3,8599	,46356	,03390	3,7930	3,9268	2,40	5,00
CS	Kurang dari 5 Km	61	3,8230	,49813	,06378	3,6954	3,9505	2,80	5,00
	5 - 15 Km	81	3,8617	,36830	,04092	3,7803	3,9432	3,00	4,80
	Lebih dari 15 Km	45	3,9156	,41885	,06244	3,7897	4,0414	2,80	4,80
	Total	187	3,8620	,42553	,03112	3,8006	3,9234	2,80	5,00
TCS	Kurang dari 5 Km	61	3,8279	,67011	,08580	3,6562	3,9995	3,00	6,00
	5 - 15 Km	81	3,9136	,44574	,04953	3,8150	4,0121	3,00	5,00
	Lebih dari 15 Km	45	3,9333	,50677	,07555	3,7811	4,0856	3,00	5,00
	Total	187	3,8904	,54132	,03959	3,8123	3,9685	3,00	6,00
M	Kurang dari 5 Km	61	3,8254	,51926	,06648	3,6924	3,9584	2,90	5,00
	5 - 15 Km	81	3,8877	,35799	,03978	3,8085	3,9668	3,00	4,90
	Lebih dari 15 Km	45	3,9244	,41226	,06146	3,8006	4,0483	2,90	4,90
	Total	187	3,8762	,42869	,03135	3,8144	3,9380	2,90	5,00
Y	Kurang dari 5 Km	61	3,8743	,62706	,08029	3,7137	4,0349	3,00	6,00
	5 - 15 Km	81	3,8436	,48329	,05370	3,7368	3,9505	3,00	5,00
	Lebih dari 15 Km	45	3,9037	,58871	,08776	3,7268	4,0806	3,00	5,00
	Total	187	3,8681	,55666	,04071	3,7878	3,9484	3,00	6,00
X	Kurang dari 5 Km	61	3,7753	,34145	,04372	3,6878	3,8627	2,97	4,33
	5 - 15 Km	81	3,9032	,34381	,03820	3,8272	3,9792	3,00	4,73
	Lebih dari 15 Km	45	3,9448	,32463	,04839	3,8472	4,0423	3,27	4,63
	Total	187	3,8715	,34373	,02514	3,8219	3,9211	2,97	4,73

## 5. Other furniture store visited

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
X1	Between Groups	,167	2	,084	,392	,677
	Within Groups	39,277	184	,213		
	Total	39,445	186			
X2	Between Groups	,240	2	,120	,687	,504
	Within Groups	32,160	184	,175		
	Total	32,400	186			
X3	Between Groups	,056	2	,028	,159	,853
	Within Groups	32,620	184	,177		
	Total	32,676	186			
X4.1	Between Groups	,356	2	,178	,849	,430
	Within Groups	38,564	184	,210		
	Total	38,920	186			
X4.2	Between Groups	,221	2	,111	,479	,620
	Within Groups	42,439	184	,231		
	Total	42,660	186			
X5	Between Groups	,235	2	,117	,544	,582
	Within Groups	39,734	184	,216		
	Total	39,969	186			
CS	Between Groups	,093	2	,047	,256	,775
	Within Groups	33,587	184	,183		
	Total	33,680	186			
TCS	Between Groups	,590	2	,295	1,006	,368
	Within Groups	53,913	184	,293		
	Total	54,503	186			
M	Between Groups	,136	2	,068	,366	,694
	Within Groups	34,046	184	,185		
	Total	34,182	186			
Y	Between Groups	,894	2	,447	1,449	,238
	Within Groups	56,742	184	,308		
	Total	57,635	186			
X	Between Groups	,097	2	,049	,409	,665
	Within Groups	21,879	184	,119		
	Total	21,976	186			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
X1	MMB	153	3,8203	,45293	,03662	3,7479	3,8926	2,75	4,75
	Jempol	15	3,7833	,52497	,13555	3,4926	4,0741	3,00	4,25
	Lain-lain	19	3,7237	,48516	,11130	3,4898	3,9575	2,75	4,50
	Total	187	3,8075	,46051	,03368	3,7411	3,8739	2,75	4,75
X2	MMB	153	3,7974	,41400	,03347	3,7313	3,8635	2,83	5,00
	Jempol	15	3,7222	,44840	,11578	3,4739	3,9705	3,00	4,17
	Lain-lain	19	3,6930	,42768	,09812	3,4868	3,8991	2,83	4,50
	Total	187	3,7807	,41736	,03052	3,7205	3,8410	2,83	5,00
X3	MMB	153	3,8317	,42518	,03437	3,7638	3,8996	2,75	5,00
	Jempol	15	3,7833	,42117	,10874	3,5501	4,0166	3,00	4,75
	Lain-lain	19	3,7895	,38427	,08816	3,6043	3,9747	3,00	4,50
	Total	187	3,8235	,41914	,03065	3,7631	3,8840	2,75	5,00
X4.1	MMB	153	3,9216	,44838	,03625	3,8500	3,9932	3,00	5,00
	Jempol	15	3,8000	,52780	,13628	3,5077	4,0923	3,00	5,00
	Lain-lain	19	3,8158	,47757	,10956	3,5856	4,0460	3,00	4,50
	Total	187	3,9011	,45743	,03345	3,8351	3,9671	3,00	5,00
X4.2	MMB	153	4,0458	,50445	,04078	3,9652	4,1263	3,00	5,00
	Jempol	15	4,0333	,29681	,07664	3,8690	4,1977	3,50	5,00
	Lain-lain	19	4,1579	,37463	,08595	3,9773	4,3385	3,50	5,00
	Total	187	4,0561	,47891	,03502	3,9871	4,1252	3,00	5,00
X5	MMB	153	3,8758	,42981	,03475	3,8072	3,9445	3,00	5,00
	Jempol	15	3,7600	,74143	,19144	3,3494	4,1706	2,40	4,60
	Lain-lain	19	3,8105	,46892	,10758	3,5845	4,0365	2,80	5,00
	Total	187	3,8599	,46356	,03390	3,7930	3,9268	2,40	5,00
CS	MMB	153	3,8627	,41768	,03377	3,7960	3,9295	2,80	5,00
	Jempol	15	3,8000	,50709	,13093	3,5192	4,0808	2,80	4,40
	Lain-lain	19	3,9053	,43903	,10072	3,6937	4,1169	3,20	5,00
	Total	187	3,8620	,42553	,03112	3,8006	3,9234	2,80	5,00
TCS	MMB	153	3,9150	,54347	,04394	3,8282	4,0018	3,00	6,00
	Jempol	15	3,8333	,36187	,09344	3,6329	4,0337	3,00	4,50
	Lain-lain	19	3,7368	,63176	,14494	3,4323	4,0413	3,00	5,00
	Total	187	3,8904	,54132	,03959	3,8123	3,9685	3,00	6,00
M	MMB	153	3,8889	,43348	,03504	3,8197	3,9581	2,90	5,00
	Jempol	15	3,8167	,36433	,09407	3,6149	4,0184	2,90	4,25
	Lain-lain	19	3,8211	,44886	,10298	3,6047	4,0374	3,20	5,00
	Total	187	3,8762	,42869	,03135	3,8144	3,9380	2,90	5,00
Y	MMB	153	3,8954	,55339	,04474	3,8070	3,9838	3,00	6,00
	Jempol	15	3,8444	,48578	,12543	3,5754	4,1135	3,00	4,33
	Lain-lain	19	3,6667	,61864	,14193	3,3685	3,9648	3,00	5,00
	Total	187	3,8681	,55666	,04071	3,7878	3,9484	3,00	6,00
X	MMB	153	3,8821	,34620	,02799	3,8268	3,9374	2,97	4,73
	Jempol	15	3,8137	,36915	,09532	3,6093	4,0181	3,27	4,33
	Lain-lain	19	3,8317	,31207	,07159	3,6813	3,9821	3,31	4,38
	Total	187	3,8715	,34373	,02514	3,8219	3,9211	2,97	4,73