

BAB V
SIMPULAN, IMPLIKASI MANAJERIAL, KETERBATASAN
PENELITIAN DAN SARAN

V.1. Simpulan

Berdasarkan hasil penelitian dan analisis yang telah dilakukan pada bab IV dapat diambil kesimpulan sebagai berikut:

1. Dari hasil deskriptif kuantitatif konsumen produk minyak goreng bermerek (*branded*) dan produk minyak goreng curah atau curah (*unbranded*) dapat diketahui bahwa dari 150 responden, sejumlah 93 responden menyatakan menggunakan produk minyak goreng bermerek, dan 57 responden menyatakan menggunakan produk minyak goreng curah atau curah. Dari analisis persentase karakteristik responden diperoleh kesimpulan bahwa:
 - a. Ada perbedaan karakteristik konsumen mayoritas kedua kelompok konsumen antara konsumen produk minyak goreng bermerek dan konsumen produk minyak goreng curah ditinjau dari usia, jumlah anggota keluarga, pekerjaan, wilayah domisili, jenis produk minyak goreng paling sering digunakan atau dikonsumsi, pendapat tentang jenis produk minyak goreng, pengambilan keputusan pembelian yang dilakukan pada suatu jenis produk minyak goreng, alasan untuk sering atau berganti-ganti mengkonsumsi suatu jenis produk minyak goreng, proses pengambilan keputusan pembelian atas alternatif pertimbangan dan penentuan evaluasi dalam penilaian berbagai alternatif jenis produk minyak goreng, tempat-

tempat pembelian kebutuhan terutama produk minyak goreng yang paling sering dikonsumsi, tempat paling sering membeli kebutuhan terutama produk minyak goreng yang paling sering dikonsumsi, nama merek produk minyak goreng yang paling sering dikonsumsi, dan model pilihan yang digunakan dalam menentukan pilihan diantara berbagai alternatif produk minyak goreng.

- b. Tidak ada perbedaan karakteristik konsumen mayoritas kedua kelompok konsumen antara konsumen produk minyak goreng bermerek dan konsumen produk minyak goreng curah ditinjau dari status, rumah tinggal, jumlah pendapatan keluarga perbulan, tingkat pendidikan, proses pemilihan dan penilaian secara cermat dan teliti dalam memutuskan jenis produk minyak goreng yang paling sering dikonsumsi, lama pemakaian produk minyak goreng yang paling sering dikonsumsi, pengetahuan tentang bahan baku produk minyak goreng yang paling sering dikonsumsi, jumlah pendapat tentang jenis produk minyak goreng, tingkat keyakinan atau kepercayaan terhadap hasil penilaian produk minyak goreng yang paling sering dikonsumsi memuaskan dan sesuai kriteria, lima proses kegiatan pembelian sebagai konsumen, jumlah atribut produk sebagai dasar pertimbangan dalam memutuskan pembelian minyak goreng, beberapa atribut produk sebagai dasar pertimbangan dalam memutuskan pembelian minyak goreng, perincian jumlah atribut produk sebagai dasar pertimbangan dalam memutuskan pembelian minyak goreng, faktor utama atau dominan yang mempengaruhi sering atau berganti jenis produk,

tindakan apabila jenis produk minyak goreng tidak tersedia ditempat biasa melakukan pembelian, sumber informasi tentang produk minyak goreng yang paling sering dikonsumsi, jumlah tempat pembelian kebutuhan terutama produk minyak goreng yang paling sering dikonsumsi, nama-nama merek produk minyak goreng yang diketahui, jumlah nama-nama merek produk minyak goreng yang diketahui, penilaian terhadap dua pernyataan pertama dan kedua, dan urutan pertama keputusan pembelian jenis produk minyak goreng yang didasarkan pada lima karakteristik atribut produk.

2. Dari hasil analisis Paired Samples T Test evaluasi konsumen terhadap produk minyak goreng bermerek (*branded*) dan minyak goreng curah atau curah (*unbranded*) diperoleh kesimpulan bahwa:
 - a. Ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut produk yang berkaitan dengan karakteristik produk.
 - b. Ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan curah berdasarkan atribut yang berkaitan dengan karakteristik fungsi.
 - c. Ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut produk yang berkaitan dengan karakteristik harga.

- d. Tidak ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut yang berkaitan dengan karakteristik keberadaan produk atau tempat.
 - e. Ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut yang berkaitan dengan karakteristik promosi.
3. Dari hasil analisis Independent Samples T Test evaluasi konsumen terhadap produk minyak goreng bermerek (*branded*) dan minyak goreng curah atau curah (*unbranded*) diperoleh kesimpulan bahwa:
- a. Ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut-atribut produk yang berkaitan dengan karakteristik produk.
 - b. Tidak ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut produk yang berkaitan dengan karakteristik fungsi yaitu pada atribut menciptakan suasana kebersamaan makan sekeluarga, tetapi ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut-atribut produk yang berkaitan dengan karakteristik fungsi selain pada atribut menciptakan suasana kebersamaan makan sekeluarga.
 - c. Ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut-atribut produk yang berkaitan dengan karakteristik harga.

- d. Tidak ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut produk yang berkaitan dengan karakteristik keberadaan produk atau tempat yaitu pada atribut mudah didapatkan dan dijual bebas (efisiensi waktu pemakaian), atribut lokasi penjualan produk tidak jauh saat dibutuhkan (efisiensi biaya pencarian), atribut mudah didapatkan di pasar tradisional, atribut mudah didapatkan di toko kelontong dekat pasar, atribut mudah didapatkan di warung-warung, atribut mudah didapatkan di warung-warung sekitar rumah, dan atribut produk dijual bersamaan atau berdekatan dengan berbagai produk kebutuhan dapur lainnya, tetapi ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut produk yang berkaitan dengan karakteristik keberadaan produk atau tempat yaitu pada atribut mudah didapatkan di pasar modern (mall, supermarket, mini market), atribut mudah didapatkan di toko kelontong, atribut mudah didapatkan lewat penjaja atau pedagang keliling, atribut produk dipasarkan pada tempat pembelian yang memperhatikan faktor keindahan penataan produk, atribut produk dijual oleh pemasar yang telah mempunyai citra toko yang baik, dan atribut produk dijual pada tempat dengan tenaga penjual khusus atau wiraniaga yang menjelaskan produk.
- e. Tidak ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut produk yang berkaitan dengan karakteristik promosi yaitu pada atribut jumlah

pembelian dapat disesuaikan dengan kebutuhan dan keinginan, tetapi ada perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah berdasarkan atribut-atribut produk yang berkaitan dengan karakteristik promosi selain pada atribut jumlah pembelian dapat disesuaikan dengan kebutuhan dan keinginan.

V.2. Implikasi Manajerial

Implikasi manajerial dari penelitian yang berjudul perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek (*branded*) dan minyak goreng curah (*unbranded*) meliputi:

1. Bagi produsen produk minyak goreng bermerek dan produsen produk minyak goreng curah, penelitian ini memiliki implikasi sebagai berikut:
 - a. Perusahaan secara konsisten dapat terus berupaya mempertahankan keistimewaan (*feature*) pada sekumpulan atribut yang dianggap penting pada produk minyak goreng yang sudah mapan dalam evaluasi konsumen, yaitu pada atribut-atribut produk yang berkaitan dengan karakteristik produk.
 - b. Perusahaan dapat mempertahankan keistimewaan atribut produk yang berkaitan dengan karakteristik fungsi kecuali untuk item yang berhubungan dengan produk dapat menciptakan suasana kebersamaan makan sekeluarga, karena item tersebut tidak signifikan maka perusahaan berusaha untuk memperbaiki produk agar produk yang dihasilkan dapat menciptakan suasana kebersamaan makan sekeluarga.

- c. Perusahaan secara konsisten dapat terus berupaya mempertahankan keistimewaan (*feature*) sekumpulan atribut yang dianggap penting pada produk minyak goreng bermerek yang sudah mapan dalam evaluasi konsumen, yaitu pada atribut-atribut produk yang berkaitan dengan karakteristik harga.
 - d. Perusahaan harus memperbaiki atribut-atribut produk yang berkaitan dengan karakteristik tempat, yaitu antara lain: atribut mudah didapatkan dan dijual bebas (efisiensi waktu pemakaian), atribut lokasi penjualan produk tidak jauh saat dibutuhkan (efisiensi biaya pencarian), atribut mudah didapatkan di pasar tradisional, atribut mudah didapatkan di toko kelontong dekat pasar, atribut mudah didapatkan di warung-warung, atribut mudah didapatkan di warung-warung sekitar rumah, dan atribut produk dijual bersamaan atau berdekatan dengan berbagai produk kebutuhan dapur lainnya, karena pada atribut-atribut tersebut tidak mempunyai tingkat signifikansi yang berarti.
 - e. Perusahaan dapat mempertahankan keistimewaan (*feature*) sekumpulan atribut yang dianggap penting pada atribut-atribut produk yang berkaitan dengan karakteristik promosi kecuali pada atribut jumlah pembelian dapat disesuaikan dengan kebutuhan dan keinginan.
2. Bagi konsumen produk minyak goreng bermerek dan minyak goreng curah atau curah, penelitian ini memiliki implikasi sebagai berikut:
 - a. Konsumen akan lebih menyadari dan memahami evaluasi konsumen terhadap produk minyak goreng bermerek dan minyak goreng curah

berdasarkan atribut yang berkaitan dengan karakteristik produk, fungsi, harga, tempat, dan promosi yang dapat mempengaruhi keputusan pembeliannya pada produk minyak goreng bermerek dan produk minyak goreng curah.

- b. Konsumen akan memiliki keyakinan tinggi dalam memutuskan pembelian produk minyak goreng bermerek dan minyak goreng curah yang dipilih untuk dikonsumsi, karena telah melakukan evaluasi terhadap atribut-atribut produk kedua jenis produk minyak goreng.

V.3. Keterbatasan Penelitian

Dalam penelitian ini terdapat beberapa keterbatasan yang dihadapi oleh peneliti, akan tetapi keterbatasan tersebut tidak mempengaruhi kebermaknaan penelitian yang dilakukan, keterbatasan tersebut adalah sebagai berikut:

- a. Besarnya jumlah populasi yang dihadapi peneliti menjadikan peneliti kesulitan dalam menentukan sampel penelitian. Dalam penelitian ini digunakan 150 sampel dimana sampel tidak terikat pada stratifikasi yang ada dalam populasi.
- b. Penetapan sampel tidak membedakan antara responden yang menggunakan minyak goreng bermerek dengan responden yang menggunakan minyak goreng curah, tetapi responden yang diambil dapat menggunakan kedua produk baik minyak goreng bermerek maupun curah, hanya saja terdapat perbedaan frekuensi penggunaan kedua jenis produk minyak goreng tersebut.

V.4. Saran Bagi Penelitian Selanjutnya

Saran bagi penelitian selanjutnya berkaitan dengan perbedaan evaluasi konsumen terhadap produk minyak goreng bermerek (*branded*) dan minyak goreng curah (*unbranded*) adalah :

1. Untuk selanjutnya dapat melakukan penelitian yang menyelidiki perbedaan evaluasi konsumen yang berdomisili selain di Propinsi Daerah Istimewa Yogyakarta atau di kota-kota besar di Indonesia seperti DKI Jakarta, Surabaya, Bandung, Medan, Banjarmasin dan sebagainya terhadap produk minyak goreng bermerek dan minyak goreng curah.
2. Untuk selanjutnya dapat melakukan penelitian yang menyelidiki hubungan antara masing-masing karakteristik konsumen seperti usia, status, tingkat pendapatan keluarga, tingkat pendidikan, pekerjaan, domisili, tempat pembelian, intensitas tempat pembelian dan sebagainya dengan evaluasi konsumen terhadap masing-masing jenis produk minyak goreng atau terhadap kedua jenis produk minyak goreng bermerek maupun curah.
3. Untuk selanjutnya dapat melakukan penelitian yang menyelidiki pengaruh dari masing-masing karakteristik konsumen seperti usia, status, tingkat pendapatan keluarga, tingkat pendidikan, pekerjaan, domisili, tempat pembelian, intensitas tempat pembelian dan sebagainya terhadap evaluasi konsumen pada masing-masing jenis produk minyak goreng atau pada kedua jenis produk minyak goreng bermerek maupun curah.
4. Untuk selanjutnya dapat melakukan penelitian yang menyelidiki hubungan antara masing-masing atribut-atribut produk yang berkaitan dengan

karakteristik produk, karakteristik fungsi, karakteristik harga, karakteristik keberadaan produk atau tempat, dan karakteristik promosi dengan evaluasi konsumen terhadap masing-masing jenis produk minyak goreng atau terhadap kedua jenis produk minyak goreng bermerek maupun curah.

5. Untuk selanjutnya dapat melakukan penelitian yang menyelidiki pengaruh dari masing-masing atribut-atribut produk yang berkaitan dengan karakteristik produk, karakteristik fungsi, karakteristik harga, karakteristik keberadaan produk atau tempat, dan karakteristik promosi terhadap evaluasi konsumen pada masing-masing jenis produk minyak goreng atau pada kedua jenis produk minyak goreng bermerek maupun curah.
6. Untuk selanjutnya dapat melakukan penelitian yang menyelidiki perbedaan evaluasi konsumen terhadap produk bermerek atau populer dengan produk curah atau tidak populer pada produk-produk lainnya yang terdiri dari barang dan jasa yang menarik minat peneliti berikutnya.
7. Untuk selanjutnya dapat melakukan penelitian yang menyelidiki pengertian atribut-atribut produk minyak goreng bermerek dan produk minyak goreng curah atau curah yang dapat mempengaruhi evaluasi konsumen dengan penelitian perilaku konsumen lainnya.

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LAMPIRAN-LAMPIRAN



UNIVERSITAS ATMA JAYA YOGYAKARTA
Program Pascasarjana



Nomor : 154 / Eks / III
Hal : Permohonan Penelitian

27 Juni 2006

Kepada
Yth. Pimpinan Perusahaan Produk Minyak Goreng Bermerek
Daerah Istimewa Yogyakarta

Dengan hormat,

Yang bertanda tangan di bawah ini, Ketua Program Magister Manajemen Program Pascasarjana Universitas Atma Jaya Yogyakarta memohonkan ijin bagi mahasiswa kami :

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Atas perhatian dan perkenan Bapak/Ibu, kami mengucapkan terima kasih.

Program Magister Manajemen
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PROGRAM PASCASARJANA
UNIVERSITAS ATMA JAYA YOGYAKARTA**

Yogyakarta, Juni 2006

Kepada Yth:
Ibu/Sdri Pengguna Produk Minyak Goreng
Di - tempat

Dengan hormat,

Sebelumnya saya mengucapkan terima kasih yang tak terhingga atas kesediaan Ibu/Sdri, karena telah meluangkan waktu disela-sela kesibukan Ibu/Sdri untuk berkenan mengisi lembar kuesioner ini.

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Adapun maksud dari penyebaran kuesioner ini adalah untuk melengkapi data tesis yang sedang saya susun sebagai tugas akhir dalam menempuh pendidikan pada Program Magister Manajemen UAJY Yogyakarta.

Kuesioner ini berisi beberapa pernyataan maupun pertanyaan yang perlu mendapat tanggapan dari Ibu/Sdri sesuai dengan kondisi yang Ibu/Sdri rasakan. Saya mohon seluruh pernyataan/pertanyaan dijawab tanpa ada yang dilewatkan. Jawaban yang Ibu/Sdri berikan akan dijamin kerahasiaannya.

Akhirnya, sekali lagi dengan segala kerendahan hati saya mengucapkan terima kasih atas bantuan Ibu/Sdri karena telah berkenan mengisi kuesioner ini. Semoga amal baik Ibu/Sdri mendapat pahala dari Tuhan YME.

Hormat saya,

Thomas Hendry

LAMPIRAN KUESIONER (DATA PRIMER)
Data responden bagi anda yang menggunakan produk minyak goreng

1. Karakteristik Konsumen (Responden)

Petunjuk :

- Berilah tanda (√) pada satu kolom yang telah disediakan untuk masing-masing pertanyaan, kecuali ada perintah seperti ini : (Pengisian tanda (√) boleh lebih dari 1 jawaban) maka pemberian tanda (√) boleh lebih dari 1 buah, dan jawablah setiap pertanyaan isian singkat di bawah ini.

1. Usia anda saat ini : _____ tahun
2. Status anda :
 - Remaja putri (Belum menikah) Ibu rumah tangga (Menikah)
3. Jumlah anggota keluarga : _____ orang (Khusus pertanyaan nomor 3 hanya diisi oleh anda yang berstatus sebagai ibu rumah tangga : terdiri dari suami dan anak-anak)
4. Rumah tinggal anda saat ini :
 - Rumah sendiri
 - Rumah kontrakan
 - Kost
5. Berapa jumlah pendapatan keluarga perbulan :
 - di bawah Rp. 500.000 Rp. 500.100 – Rp. 1.000.000
 - Rp. 1.000.100 – Rp. 1.500.000 Rp. 1.500.100 – Rp. 2.000.000
 - di atas Rp. 2.000.000
6. Tingkat pendidikan anda terakhir :
 - SD dan setingkat SMP dan setingkat
 - SMU dan setingkat D1 – D3
 - S1 S2 – S3
7. Apakah pekerjaan anda saat ini :
 - Ibu rumah tangga Pelajar atau Mahasiswa
 - Pegawai Negeri Sipil Karyawan Swasta
 - Wiraswasta Lainnya, sebutkan : _____
8. Wilayah domisili anda saat ini :
 - Wilayah Kodya Yogyakarta Wilayah Kabupaten Sleman
 - Wilayah Kabupaten Bantul Wilayah Kabupaten Gunung Kidul
 - Wilayah Kabupaten Kulon Progo
9. Tentunya anda pernah menggunakan produk minyak goreng bermerek dan tidak bermerek (curah), jenis produk minyak goreng mana yang paling sering anda gunakan atau konsumsi :
 - Bermerek Tidak bermerek (Curah)
10. Menurut anda, apakah perlu melakukan proses pemilihan dan penilaian secara cermat dan teliti untuk dapat memutuskan jenis produk minyak goreng, bermerek ataupun tidak bermerek mana yang paling sering digunakan atau dikonsumsi dalam kegiatan mengolah bahan makanan (menggoreng dan merebus) :
 - Ya diperlukan atau penting sekali terutama dalam menilai keuntungan (kebaikan) dan kerugian (keburukan) sebelum dan setelah menggunakan atau mengkonsumsi produk minyak goreng, serta resiko yang ditanggung apabila terjadi kesalahan pemilihan dan penentuan jenis produk minyak goreng, bermerek ataupun tidak bermerek yang dikonsumsi
 - Tidak begitu diperlukan atau tidak penting
11. Berapa lama anda telah memakai produk minyak goreng yang paling sering anda gunakan atau konsumsi (dalam hitungan bulan atau tahun) : _____ (bulan/tahun)

12. Menurut anda produk minyak goreng yang paling sering anda gunakan atau konsumsi berasal dari bahan baku tanaman :
- Kelapa Jagung
 Kelapa Sawit Lainnya, sebutkan : _____
 Kedelai
13. Apa yang anda ketahui tentang jenis produk minyak goreng, bermerek ataupun tidak bermerek (Pengisian tanda (√) boleh lebih dari 1 jawaban) :
- Produk bermerek dibandingkan produk curah memiliki keunggulan tersendiri, begitu juga sebaliknya
 Produk bermerek dibandingkan produk curah tidak memiliki perbedaan keunggulan, begitu juga sebaliknya
 Produk bermerek satu dengan lainnya memiliki keunggulan tersendiri
 Produk bermerek satu dengan lainnya tidak memiliki perbedaan keunggulan
 Produk curah satu dengan lainnya memiliki keunggulan tersendiri
 Produk curah satu dengan lainnya tidak memiliki perbedaan keunggulan
14. Menurut anda, seberapa besar tingkat keyakinan atau kepercayaan yang anda miliki terhadap hasil penilaian bahwa jenis minyak goreng, bermerek ataupun tidak bermerek yang paling sering digunakan atau dikonsumsi telah memuaskan anda sesuai dengan kriteria yang diharapkan :
- Tinggi Rendah
15. Berilah urutan dari nomor 1 s/d 5 pada lima proses kegiatan pembelian konsumen (harap diisi seluruhnya) :
- _____ Konsumen mengenali suatu kebutuhan akan suatu produk
 _____ Konsumen mencari informasi produk yang dapat memenuhi kebutuhan
 _____ Konsumen menilai atau mengevaluasi berbagai alternatif produk
 _____ Konsumen memutuskan pembelian produk
 _____ Konsumen memperoleh hasil dari penggunaan produk
16. Bagaimana pengambilan keputusan pembelian yang anda lakukan pada suatu jenis produk minyak goreng, bermerek ataupun tidak bermerek yang paling sering digunakan :
- Keputusan berdasarkan kebiasaan berbelanja sehari-hari (membeli kembali produk sama seperti sebelumnya)
 Keputusan berdasarkan rekomendasi atau anjuran orang lain misalnya teman, tetangga, saudara, orang tua yang dapat dipercaya dan diyakini kebenarannya
 Keputusan berdasarkan promosi iklan perusahaan secara mendetail, dan berusaha mengingat pesan yang disampaikan melalui iklan promosi pada saat pembelian
 Keputusan berdasarkan penilaian sendiri atas alternatif mana yang dipertimbangkan dan menentukan kriteria evaluasi yang digunakan untuk menilai berbagai alternatif
17. Berapa jumlah atribut produk atau ciri yang harus dimiliki oleh suatu jenis produk minyak goreng, bermerek ataupun tidak bermerek yang dijadikan sebagai bahan pertimbangan anda dalam memutuskan pembelian produk minyak goreng yang paling sering anda gunakan atau konsumsi : _____
18. Sebutkan beberapa atribut produk atau ciri yang menjadi dasar pertimbangan anda dalam memutuskan pembelian suatu jenis produk minyak goreng, bermerek ataupun tidak bermerek yang paling sering digunakan atau dikonsumsi, (urutkan mulai dari yang paling penting menurut anda dan tidak harus diisi seluruhnya) :
- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

19. Apakah anda sering atau berganti-ganti dalam menggunakan atau mengkonsumsi produk minyak goreng bermerek dengan minyak goreng tidak bermerek atau sebaliknya, serta sering atau berganti-ganti dengan berbagai merek produk minyak goreng atau berbagai minyak goreng tidak bermerek juga alasannya :
- Ya, jenis produk minyak goreng, bermerek ataupun tidak bermerek sama saja
 - Ya, ingin mencoba dan mengetahui keunggulan dari masing-masing atribut produk
 - Ya, sesuai dengan persediaan atau penawaran yang ada di tempat biasa membeli
 - Tidak, produk minyak goreng yang paling sering digunakan telah cocok dan sesuai
 - Tidak, malas berganti-ganti produk minyak goreng dan sia-sia
 - Tidak, hanya minyak goreng jenis ini yang tersedia dan ditawarkan ditempat biasa membeli atau berbelanja
20. Apakah faktor utama atau dominan yang dapat mempengaruhi anda untuk sering atau berganti-ganti jenis produk minyak goreng yang paling sering digunakan atau dikonsumsi, yaitu dari produk minyak goreng bermerek ke produk minyak goreng tidak bermerek atau sebaliknya, serta sering atau berganti-ganti dengan berbagai merek produk minyak goreng atau berbagai minyak goreng tidak bermerek :
- Apabila jenis produk minyak goreng, bermerek ataupun tidak bermerek lain memiliki satu atribut produk atau ciri khusus yang mencolok atau menonjol
 - Apabila jenis produk minyak goreng, bermerek ataupun tidak bermerek lain memiliki berbagai atau banyak keunggulan dan manfaat yang ditawarkan
 - Apabila jenis produk minyak goreng, bermerek ataupun tidak bermerek lain memiliki harga penawaran yang jauh lebih murah atau mendapat potongan harga
 - Apabila jenis produk minyak goreng, bermerek ataupun tidak bermerek lain dianjurkan oleh para ahli gizi
 - Apabila jenis produk minyak goreng, bermerek ataupun tidak bermerek lain mampu memberikan nilai perasaan : prestise, status, dan kesenangan yang optimal
 - Apabila produk minyak goreng yang paling sering digunakan atau dikonsumsi tidak tersedia di pasaran dalam jangka waktu yang lama
 - Tidak ada alasan atau faktor yang dapat mempengaruhi pergantian jenis produk minyak goreng, bermerek ataupun tidak bermerek dengan lainnya
21. Bagaimana proses pengambilan keputusan pembelian atas alternatif mana yang dipertimbangkan dan penentuan kriteria evaluasi apa yang akan digunakan dalam penilaian berbagai alternatif jenis produk minyak goreng, bermerek ataupun tidak bermerek yang anda lakukan :
- Melakukan evaluasi untuk menentukan jenis produk minyak goreng, bermerek ataupun tidak bermerek yang paling sering digunakan atau dikonsumsi untuk jangka waktu yang lama dengan mengumpulkan berbagai pengetahuan tentang produk (misalnya tentang kandungan vitamin yang terdapat di dalam produk minyak goreng tersebut secara mendetail, dsb)
 - Secara berkesinambungan mencari informasi secara detail berkaitan dengan produk minyak goreng lainnya yang berpotensi memberikan hasil dan manfaat yang lebih baik, dan dapat dijadikan sebagai bahan pertimbangan untuk kemudian melakukan penilaian kembali apakah tetap menggunakan jenis produk minyak goreng, bermerek ataupun tidak bermerek yang paling sering digunakan
 - Memutuskan pembelian jenis produk minyak goreng, bermerek ataupun tidak bermerek yang paling sering digunakan atau dikonsumsi berdasarkan intensitas dan akumulasi lamanya pengalaman terhadap hasil dan manfaat yang diterima, karena pencarian informasi dan melakukan evaluasi yang sifatnya khusus dan mendalam membutuhkan waktu yang lama dan biaya yang besar

22. Apabila jenis produk minyak goreng, bermerek ataupun tidak bermerek yang paling sering anda gunakan atau konsumsi tidak tersedia di tempat biasa anda melakukan pembelian, apakah yang akan anda lakukan :
- Membeli jenis produk minyak goreng, bermerek ataupun tidak bermerek pengganti apapun yang mempunyai harga sama atau lebih murah dibandingkan produk yang paling sering digunakan atau dikonsumsi
 - Membeli jenis produk minyak goreng, bermerek ataupun tidak bermerek pengganti apapun yang tersedia di tempat tersebut
 - Mencari di tempat lain sampai menemukan jenis produk minyak goreng, bermerek ataupun tidak bermerek yang sama dengan yang paling sering digunakan
23. Dari mana anda memperoleh informasi produk minyak goreng yang paling sering anda gunakan atau konsumsi :
- Iklan Televisi
 - Iklan Radio
 - Iklan di Majalah/Koran/Selebaran
 - Iklan pada Supermarket/Toko/Warung
 - Orang Lain (teman, saudara, tetangga)
 - Lainnya, sebutkan : _____
24. Dimana anda membeli kebutuhan sehari-hari terutama produk minyak goreng yang paling sering anda gunakan atau konsumsi : (Pengisian tanda (√) boleh lebih dari 1 jawaban)
- Warung sebelah rumah
 - Pasar tradisional
 - Gudang rabat
 - Pedagang keliling
 - Swalayan
 - Lainnya, sebutkan : _____
25. Dimana anda paling sering membeli kebutuhan sehari-hari terutama produk minyak goreng yang paling sering anda gunakan atau konsumsi :
- Warung sebelah rumah
 - Pasar tradisional
 - Gudang rabat
 - Pedagang keliling
 - Swalayan
 - Lainnya, sebutkan : _____
26. Sebutkan nama-nama merek produk minyak goreng yang anda ketahui (urutkan mulai dari yang paling anda favoritkan (idamankan) dan tidak harus diisi seluruhnya) :
- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |
27. Apa nama merek produk minyak goreng yang paling sering anda gunakan atau konsumsi : _____ (Khusus pertanyaan nomor 28 hanya diisi oleh anda yang paling sering menggunakan produk minyak goreng bermerek saja)
28. Menurut anda, model pilihan mana yang anda gunakan dalam menentukan pilihan di antara berbagai alternatif produk :
- Memilih jenis produk minyak goreng, bermerek ataupun tidak bermerek yang mempunyai peringkat benar-benar baik setidaknya dalam satu karakteristik
 - Memilih jenis produk minyak goreng, bermerek ataupun tidak bermerek dengan melihat karakteristik atribut produk yang paling penting atau terbaik. Bila ada dua produk atau lebih yang sama nilai atributnya, maka akan menggunakan pedoman atribut terpenting kedua untuk memilih produk mana yang akan digunakan
 - Memilih jenis produk minyak goreng, bermerek ataupun tidak bermerek yang mempunyai peringkat benar-benar baik apabila peringkat baik diimbangi dengan peringkat yang tidak baik
 - Hampir sama seperti pemilihan sebelumnya tetapi dengan menghapus atau mengeluarkan produk minyak goreng yang benar-benar buruk dalam berbagai atribut produknya dan kemudian memilih sisanya, yang secara keseluruhan terlihat baik apabila diimbangi peringkat yang baik dengan peringkat yang tidak baik.

29. Bagaimana penilaian anda terhadap pernyataan 1) bahwa suatu produk yang harganya murah dapat saja memberikan kualitas dan mutu kinerja atribut produk yang lebih baik daripada produk yang harganya mahal, dan pernyataan 2) bahwa suatu produk yang mereknya tidak terkenal atau populer bahkan tanpa merek sekalipun dapat saja memberikan kualitas dan mutu kinerja atribut produk yang lebih baik daripada produk bermerek terkenal :

- Setuju pada kedua pernyataan
- Pernyataan pertama setuju tetapi pernyataan kedua tidak setuju
- Pernyataan pertama tidak setuju tetapi pernyataan kedua setuju
- Tidak setuju pada kedua pernyataan

30. Dalam memutuskan pembelian suatu jenis produk minyak goreng yang anda lakukan tentunya didasarkan pada ciri atau atribut produk, berilah urutan dari nomor 1 s/d 5 pada lima karakteristik atribut produk (urutkan mulai dari yang paling penting menurut anda, harap diisi seluruhnya) :

- _____ Atribut yang berkaitan dengan karakteristik produk
- _____ Atribut yang berkaitan dengan karakteristik fungsi
- _____ Atribut yang berkaitan dengan karakteristik harga
- _____ Atribut yang berkaitan dengan karakteristik keberadaan produk atau tempat
- _____ Atribut yang berkaitan dengan karakteristik promosi

2. Evaluasi Konsumen Terhadap Produk Minyak Goreng

Petunjuk :

- Berilah tanda (√) pada satu kolom yang telah disediakan untuk masing-masing pertanyaan.

Keterangan :

STS : Sangat tidak setuju

TS : Tidak setuju

N : Netral

S : Setuju

SS : Sangat setuju

2.1. Evaluasi Konsumen Terhadap Karakteristik Produk

| No | Minyak Goreng Bermerek | | | | | Atribut yang berkaitan dengan karakteristik produk | Minyak Goreng Tidak Bermerek | | | | |
|----|------------------------|----|---|---|----|--|------------------------------|----|---|---|----|
| | STS | TS | N | S | SS | | STS | TS | N | S | SS |
| 1. | | | | | | Warna menarik berwarna putih sampai kuning | | | | | |
| 2. | | | | | | Warna menarik berwarna kuning keemasan | | | | | |
| 3. | | | | | | Warna menarik berwarna kuning sampai coklat | | | | | |
| 4. | | | | | | Sebelum digunakan warna bening seperti warna asli dan jernih | | | | | |
| 5. | | | | | | Setelah digunakan warna tetap bening seperti warna asli dan tetap jernih (satu kali pemakaian) | | | | | |
| 6. | | | | | | Setelah digunakan berkali-kali warna tetap bening seperti warna asli dan tetap jernih | | | | | |

| Minyak Goreng Bermerek | | | | | Atribut yang berkaitan dengan karakteristik produk | Minyak Goreng Tidak Bermerek | | | | | |
|------------------------|-----|----|---|---|--|---|-----|----|---|---|----|
| No | STS | TS | N | S | | SS | STS | TS | N | S | SS |
| 7. | | | | | | Sebelum digunakan tidak terdapat endapat atau ampas | | | | | |
| 8. | | | | | | Setelah digunakan tetap tidak terdapat endapan atau ampas (satu kali pemakaian) | | | | | |
| 9. | | | | | | Setelah digunakan berkali-kali tetap tidak terdapat endapan atau ampas | | | | | |
| 10. | | | | | | Sebelum digunakan aroma tidak berbau atau tengik | | | | | |
| 11. | | | | | | Setelah digunakan aroma tetap tidak berbau atau tengik (satu kali pemakaian) | | | | | |
| 12. | | | | | | Setelah digunakan berkali-kali aroma tetap tidak berbau atau tengik | | | | | |
| 13. | | | | | | Kejenuhan stabil atau tidak mudah membeku | | | | | |
| 14. | | | | | | Kekentalan atau tidak encer | | | | | |
| 15. | | | | | | Non kolesterol atau bebas sama sekali dari kolesterol (tanpa mengandung lemak) | | | | | |
| 16. | | | | | | Mengandung sedikit kolesterol (rendah lemak) | | | | | |
| 17. | | | | | | Mengandung provitamin A | | | | | |
| 18. | | | | | | Mengandung provitamin E | | | | | |
| 19. | | | | | | Mengandung vitamin selain provitamin A dan E | | | | | |
| 20. | | | | | | Mengandung vitamin non esensial | | | | | |
| 21. | | | | | | Mengandung omega 3 | | | | | |
| 22. | | | | | | Mengandung omega 6 | | | | | |
| 23. | | | | | | Mengandung omega 9 | | | | | |
| 24. | | | | | | Mengandung karbohidrat dan protein | | | | | |
| 25. | | | | | | Mengandung gizi | | | | | |
| 26. | | | | | | Proses produksi secara modern atau menggunakan alat produksi berteknologi tinggi | | | | | |
| 27. | | | | | | Melalui 2 kali proses penyaringan (<i>double fractination</i>) atau dengan pemurnian multi proses (PMP) | | | | | |
| 28. | | | | | | Melalui proses produksi yang higienis dan bersih | | | | | |
| 29. | | | | | | Produk higienis dan bersih | | | | | |

| Minyak Goreng Bermerek | | | | | Atribut yang berkaitan dengan karakteristik produk | Minyak Goreng Tidak Bermerek | | | | | |
|------------------------|-----|----|---|---|--|---|-----|----|---|---|----|
| No | STS | TS | N | S | | SS | STS | TS | N | S | SS |
| 30. | | | | | | Murni tanpa campuran dan terbuat dari bahan baku alami | | | | | |
| 31. | | | | | | Diproses dari bahan baku tanaman kelapa sawit murni | | | | | |
| 32. | | | | | | Diproduksi oleh perusahaan dalam negeri | | | | | |
| 33. | | | | | | Halal untuk dikonsumsi | | | | | |
| 34. | | | | | | Kualitas mutu produk terjamin | | | | | |
| 35. | | | | | | Keawetan atau daya tahan dari kadaluarsa dalam jangka waktu lama | | | | | |
| 36. | | | | | | Tanpa bahan pengawet | | | | | |
| 37. | | | | | | Tidak mengandung zat pewarna | | | | | |
| 38. | | | | | | Aman untuk dikonsumsi setiap hari | | | | | |
| 39. | | | | | | Cepat dalam menyerap panas | | | | | |
| 40. | | | | | | Lambat melepaskan panas | | | | | |
| 41. | | | | | | Cepat saat digunakan untuk menggoreng atau merebus | | | | | |
| 42. | | | | | | Tidak banyak diserap atau tersimpan pada bahan makanan setelah proses memasak | | | | | |
| 43. | | | | | | Efisien atau hemat waktu saat digunakan | | | | | |
| 44. | | | | | | Irit atau hemat dalam pemakaian sehari-hari (tidak cepat habis atau menguap) | | | | | |
| 45. | | | | | | Dapat digunakan berkali-kali | | | | | |
| 46. | | | | | | Tidak boros atau penghematan uang belanja dalam penggunaan produk sehari-hari | | | | | |
| 47. | | | | | | Mudah dan Praktis dalam penggunaan dan penyimpanan | | | | | |
| 48. | | | | | | Tidak menyebabkan iritasi pada kulit dan tidak lengket pada kulit | | | | | |
| 49. | | | | | | Alat masak tidak mudah berkarat, misalnya pada kualifikasi penggunaan | | | | | |
| 50. | | | | | | Alat masak mudah dicuci atau dibersihkan setelah menggunakan produk | | | | | |

2.2. Evaluasi Konsumen Terhadap Karakteristik Fungsi

| Minyak Goreng Bermerek | | | | | | Atribut yang berkaitan dengan karakteristik fungsi | Minyak Goreng Tidak Bermerek | | | | |
|------------------------|-----|----|---|---|----|---|------------------------------|----|---|---|----|
| No | STS | TS | N | S | SS | | STS | TS | N | S | SS |
| 1. | | | | | | Membuat makanan jadi enak, sedap dan nikmat | | | | | |
| 2. | | | | | | Membuat makanan jadi gurih dan tidak berminyak | | | | | |
| 3. | | | | | | Membuat makanan menjadi lebih renyah atau garing | | | | | |
| 4. | | | | | | Menjaga kestabilan cita rasa makanan terjamin | | | | | |
| 5. | | | | | | Menciptakan hasrat atau mengundang selera makan | | | | | |
| 6. | | | | | | Saat menggoreng atau merebus kandungan gizi dan vitamin pada bahan makanan tidak hilang | | | | | |
| 7. | | | | | | Warna bahan makanan tetap cerah dan menarik | | | | | |
| 8. | | | | | | Makanan yang digoreng atau direbus lebih tahan lama | | | | | |
| 9. | | | | | | Sesuai untuk segala jenis bahan makanan | | | | | |
| 10. | | | | | | Sifat pembakaran lebih baik untuk kue dan roti | | | | | |
| 11. | | | | | | Menyehatkan dan menyuplai gizi yang diperlukan untuk metabolisme tubuh | | | | | |
| 12. | | | | | | Menyehatkan dan aman bagi setiap anggota keluarga | | | | | |
| 13. | | | | | | Kesehatan tubuh terjamin sepanjang hidup | | | | | |
| 14. | | | | | | Menyembuhkan suatu atau berbagai penyakit | | | | | |
| 15. | | | | | | Mencegah penyakit, misalnya jantung | | | | | |
| 16. | | | | | | Mengoptimalkan fungsi mata | | | | | |
| 17. | | | | | | Dapat mengatur diet | | | | | |
| 18. | | | | | | Tidak membuat gemuk | | | | | |
| 19. | | | | | | Mencerminkan status | | | | | |
| 20. | | | | | | Menanamkan kebanggaan dan perasaan baik tentang diri sendiri | | | | | |
| 21. | | | | | | Mencerminkan gaya hidup sehat | | | | | |
| 22. | | | | | | Mencerminkan gaya dalam berbelanja | | | | | |
| 23. | | | | | | Menciptakan suasana kebersamaan makan sekeluarga | | | | | |

| Minyak Goreng Bermerek | | | | | | Atribut yang berkaitan dengan karakteristik fungsi | Minyak Goreng Tidak Bermerek | | | | |
|------------------------|-----|----|---|---|----|---|------------------------------|----|---|---|----|
| No | STS | TS | N | S | SS | | STS | TS | N | S | SS |
| 24. | | | | | | Menunjukkan produk turun-temurun atau sesuai dengan budaya keluarga | | | | | |
| 25. | | | | | | Sesuai dan cocok dengan menu masakan favorit yang disajikan untuk anggota keluarga terutama orang tua | | | | | |
| 26. | | | | | | Sesuai dan cocok dengan menu masakan favorit yang disajikan untuk anggota keluarga terutama suami atau pasangan | | | | | |
| 27. | | | | | | Sesuai dan cocok dengan menu masakan favorit yang disajikan untuk anggota keluarga terutama anak-anak | | | | | |
| 28. | | | | | | Sesuai dan cocok dengan masakan favorit yang disajikan untuk teman atau sahabat | | | | | |
| 29. | | | | | | Sesuai dan cocok dengan menu masakan khas daerah suatu komunitas atau budaya tertentu | | | | | |
| 30. | | | | | | Sesuai dan cocok dengan menu masakan nasional | | | | | |

2.3. Evaluasi Konsumen Terhadap Karakteristik Harga

| Bermerek | | | | | | Atribut yang berkaitan dengan karakteristik harga | Tidak Bermerek | | | | |
|----------|-----|----|---|---|----|--|----------------|----|---|---|----|
| No | STS | TS | N | S | SS | | STS | TS | N | S | SS |
| 1. | | | | | | Mahal dan berkelas | | | | | |
| 2. | | | | | | Terjangkau | | | | | |
| 3. | | | | | | Murahan | | | | | |
| 4. | | | | | | Harga produk sering berubah | | | | | |
| 5. | | | | | | Kenaikan harga pada produk dianggap wajar | | | | | |
| 6. | | | | | | Pembelian memperoleh diskon rabat (potongan harga) | | | | | |
| 7. | | | | | | Pembelian memperoleh hadiah | | | | | |
| 8. | | | | | | Pembelian dengan cicilan | | | | | |
| 9. | | | | | | Harga yang meningkat disertai dengan penambahan berbagai manfaat dan keunggulan yang diterima konsumen | | | | | |
| 10. | | | | | | Harga sama dimanapun pada setiap tempat penjualan | | | | | |

2.4. Evaluasi Konsumen Terhadap Karakteristik Keberadaan Produk atau Tempat

| Bermerek | | | | | | Atribut yang berkaitan dengan karakteristik keberadaan produk atau tempat | Tidak Bermerek | | | | |
|----------|-----|----|---|---|----|---|----------------|----|---|---|----|
| No | STS | TS | N | S | SS | | STS | TS | N | S | SS |
| 1. | | | | | | Mudah didapatkan dan dijual bebas (efisiensi waktu pencarian) | | | | | |
| 2. | | | | | | Lokasi penjualan produk tidak jauh saat dibutuhkan (efisiensi biaya pencarian) | | | | | |
| 3. | | | | | | Mudah didapatkan di pasar modern (mall, supermarket, mini market) | | | | | |
| 4. | | | | | | Mudah didapatkan di pasar tradisional | | | | | |
| 5. | | | | | | Mudah didapatkan di toko kelontong | | | | | |
| 6. | | | | | | Mudah didapatkan di toko kelontong dekat pasar | | | | | |
| 7. | | | | | | Mudah didapatkan di warung-warung | | | | | |
| 8. | | | | | | Mudah didapatkan di warung-warung sekitar rumah | | | | | |
| 9. | | | | | | Mudah didapatkan lewat penjaja atau pedagang keliling | | | | | |
| 10. | | | | | | Produk dipasarkan pada tempat pembelian yang memperhatikan faktor kebersihan | | | | | |
| 11. | | | | | | Produk dipasarkan pada tempat pembelian yang memperhatikan faktor keindahan penataan produk | | | | | |
| 12. | | | | | | Produk dijual bersamaan atau berdekatan dengan berbagai produk kebutuhan dapur lainnya | | | | | |
| 13. | | | | | | Produk dijual oleh pemasar yang telah mempunyai citra toko yang baik | | | | | |
| 14. | | | | | | Produk dijual melalui mesin khusus atau otomatis | | | | | |
| 15. | | | | | | Produk dijual pada tempat yang menyediakan tenaga penjual khusus atau wiraniaga yang dapat menjelaskan tentang produk | | | | | |

2.5. Evaluasi Konsumen Terhadap Karakteristik Promosi

| Bermerek | | | | | | Atribut yang berkaitan dengan karakteristik promosi | Tidak Bermerek | | | | |
|----------|-----|----|---|---|----|---|----------------|----|---|---|----|
| No | STS | TS | N | S | SS | | STS | TS | N | S | SS |
| 1. | | | | | | Iklan sering muncul di media cetak (majalah, koran tabloid, dll) | | | | | |
| 2. | | | | | | Iklan sering muncul di media elektronik (televisi, radio, internet) | | | | | |
| 3. | | | | | | Iklan pada tempat-tempat biasa melakukan pembelian produk | | | | | |
| 4. | | | | | | Iklan oleh <i>endorser</i> (bintang iklan seperti : selebriti, olahragawan, dokter, ahli gizi, tokoh agama) | | | | | |
| 5. | | | | | | Iklan mudah diingat dan dimengerti | | | | | |
| 6. | | | | | | Iklan menarik dan memuat pengetahuan tentang produk secara detil dan terperinci | | | | | |
| 7. | | | | | | Terkenal atau dikenal banyak orang | | | | | |
| 8. | | | | | | Jumlah pembelian dapat disesuaikan dengan kebutuhan dan keinginan | | | | | |
| 9. | | | | | | Kemasan dapat diisi ulang (<i>refill</i>) | | | | | |
| 10. | | | | | | Bentuk kemasan indah dan menarik | | | | | |
| 11. | | | | | | Mencantumkan informasi berkaitan kandungan nilai gizi pada kemasan dan berbagai manfaat lainnya | | | | | |
| 12. | | | | | | Memberikan jaminan dan garansi purna jual | | | | | |
| 13. | | | | | | Memberikan contoh produk secara <i>gratis</i> saat promosi | | | | | |
| 14. | | | | | | Memberikan layanan konsumen atau telepon bebas pulsa (<i>consumer relation</i>) | | | | | |
| 15. | | | | | | Memberikan jaminan asuransi atau biaya pengobatan kepada konsumen, apabila terkena dampak negatif yang terjadi karena penggunaan produk (misalnya produk yang kadaluarsa atau tercemar bahan beracun) | | | | | |

| Nama Lengkap | Alamat Rumah | No. Telp | T. Tangan | Wilayah | M |
|------------------|--|--------------|--------------------|---------|---|
| Ibu MUETIAH | Kepuh Sari, Depan Kampus Sadar <i>foto Copi</i> | 081008632304 | <i>[Signature]</i> | Sloman | ✓ |
| Ibu JAMUS | Condong Catur, Depan Kampus Sadat / waring | - | <i>[Signature]</i> | Sloman | ✓ |
| Ransisea Inita | Jl. Tongkol V/11 Kainomartani | 081578684334 | <i>[Signature]</i> | Sloman | ✓ |
| Juniatun | Jl. Petung 15B Papingan | 081328347380 | <i>[Signature]</i> | Sloman | ✓ |
| Marleua | Jl. Perdana II/104 Kr. Ploso Maguwoharjo | 08122747502 | <i>[Signature]</i> | Sloman | ✓ |
| DYAH KUSUMA | Jl. LAYUR RAYA NO. 6. MIMO | 081238114646 | <i>[Signature]</i> | - - | ✓ |
| DEWI ANIS | Perum Solca Asri W-5 | 08122768230 | <i>[Signature]</i> | - | ✓ |
| KARTINAH | KALIWARU CC | - | <i>[Signature]</i> | SIEMAN | ✓ |
| WATMI | JEGALREJO TR III/248 | 081328219582 | <i>[Signature]</i> | Jogja | ✓ |
| KRISTI | HOBBISK. B. SEMARU. GK. YGF | 08174194648 | <i>[Signature]</i> | GK. | ✓ |
| Manik | Gg Irian D 19 Jaktel | - | <i>[Signature]</i> | sloman | ✓ |
| Septi | SOSROWIJAYAN | 081392122621 | <i>[Signature]</i> | JOGJA | ✓ |
| TRI HAYATI | WONOGIRI, PAKEMBINANGUN, PAKEM | 896419. | <i>[Signature]</i> | SIEMAN | ✓ |
| Setyo Hastuti | Selaran RT01 RW 24 Sidorum Godean | 7499370 | <i>[Signature]</i> | - | ✗ |
| YULIANI | Babaden RT I/490 | - | <i>[Signature]</i> | Bantul | ✓ |
| Sri Hastuti | Jl. Tunjung 2A Baciro Jogja | 514231 | <i>[Signature]</i> | Jogja | ✓ |
| Fitri K. | Perum D-7 Purwomartani | 08170413001 | <i>[Signature]</i> | Sloman | ✓ |
| Ibun Safia Santi | Jl. Pelempari FG II/90 Yk | 375821 | <i>[Signature]</i> | Yogya | ✓ |
| Dah Uly P. | Jl. Kenari Gg Jagung 9 Jk | 519949 | <i>[Signature]</i> | Jogja | ✓ |
| Tri Endar S. | Dugongan, Kalasan | - | <i>[Signature]</i> | Sloman | ✓ |

| Nama Lengkap | Alamat Rumah | No. Telp | T. Tangan | Wilayah | M |
|--------------------|---|--------------------|-----------|---------------|---|
| DAHLIANA. | Jl. Candi Gebang I no 14. | - | | Sleman | ✓ |
| SRI LESTARI | ROTOWIJAYAN KP II / 25 A YK | 385-508 | | YK | ✓ |
| SRI WAHYUNI MA | MUSIKANAN B ² /67 | - | | YK | ✓ |
| TUWAANI | TAMAN TIPTA KASIHAN BANTUL RT. 01 | - | | BANTUL | ✓ |
| KARTININGSIH | RO TOWIJAYAN KP II / 29 A | - | | YK | ✓ |
| Mira Marganingtyas | PRAWIRODIRJAN GM 2 / 1155 | - | | YK. | ✓ |
| Rini Sugiyanti | Rewulu Wetan Sidokarto Gd | - | | Sleman | ✓ |
| RULI PRATI | TEJOKUSUMAN RT22 RW04 | - | | YK | ✓ |
| Atika Irmayati | Notoyudan GT II / 1152 YK | - | | YK | ✓ |
| Andriani | Jl. K. S Tuban yo Yk | - | | Yk | ✓ |
| Hsu Yayuk | Jatisharjo JT. II 404. | - | | Yogya. | ✓ |
| U. MUJIYATI | KARANGANYAR NO. 184 RT. 09 / 29 SLEMAN | 627028 | | SLEMAN | ✓ |
| Estyiani, | Lojajar D-84 | - | | - | ✓ |
| Sumarah | Jl. Jamburari No. 5 | - | | slaman | ✓ |
| Agnes Widiasih | Jl. Kurni no 45 | - | | Bantul | ✓ |
| Ibu Walidah | Kwani no 60 Jln Bantul | - | | Bantul | ✓ |
| NY - Herlini | Pipera Ekspektan | - | | Bantul | ✓ |
| Sri Purwati | Karangtengah, W. vari, BK | - | | Burangkud | ✓ |
| Ely. Kurniawati | Mangunat ler, Keler, K. maja, BK | - | | BK | ✓ |
| J. Rahayu | Mangunat Kidul, Keler, K. maja, BK | - | | Gunung Kidul. | ✓ |

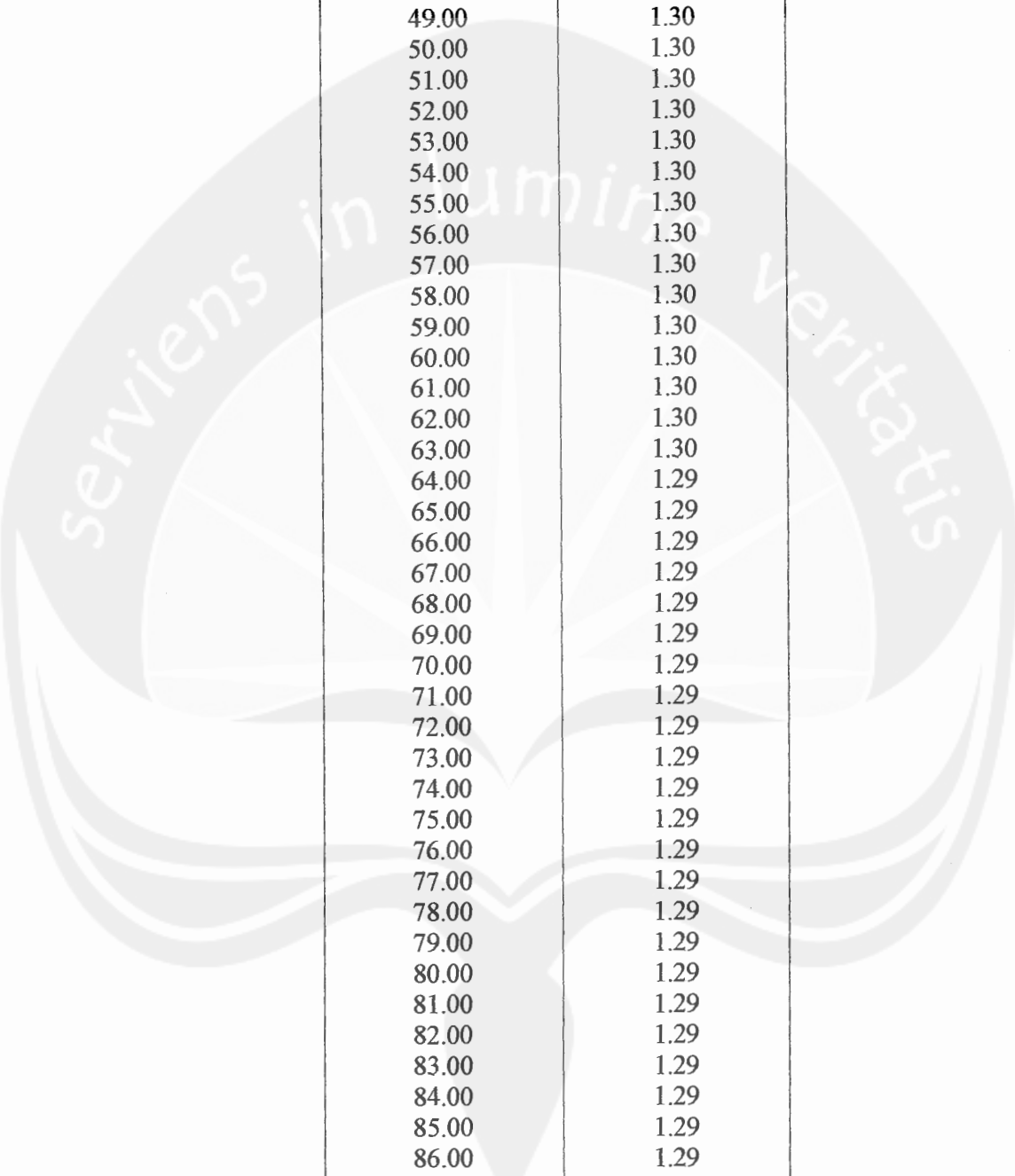
| Nama Lengkap | Alamat Rumah | No. Telp | T.Tangan | Wilayah | M |
|-----------------|--|----------|---|------------|---|
| Bu Juwanto | Jl. Bantul no 74 Jk. | - |  | Yogyakarta | ✓ |
| Iri Ari Astuti | Jalan RTO3RWO3 BANTUL Bangunan topan Bantul | - |  | Bantul | ✓ |
| Dwi Aprianti | Jl. Sidomukti KPII /108 TK | - |  | Yogyakarta | ✓ |
| Eni Rumiati | Jl. Sidomukti KPII /128 TK | - |  | Yogyakarta | ✓ |
| AMUNG | SURONATANI YK | - |  | yogya | ✓ |
| A Suharni | Rotowijaya Kp 2/9 Jk | 370767 |  | Jogya | ✓ |
| PIMA Ratiyanti | Ngasemayu SALAM, PATUK, GK | - |  | G.Kidul | ✓ |
| Ngatirah | Ngasemayu | - |  | G.K | ✓ |
| Ruomiyati | Karang Sari, Patuk, GK | - |  | G.K | ✓ |
| PENDI | KARANG SARI, PATUK, GK | - |  | G.K | ✓ |
| Patihati | KARANG SARI, GK | - |  | G.K | ✓ |
| ISTI-MURWANTI | carabi-7. | - |  | G.K | ✓ |
| ASIH RAHAYU | PATUK WETAN. | - |  | G.K | ✓ |
| Sarni jali | WIDORO KULON | - |  | G.K | ✓ |
| JUMINI | WIDORO KULON | - |  | G.K | ✓ |
| FERRY | WIDORO KULON, BUNDER, | - |  | G.K | ✓ |
| SUTIDEM | WIDORO KULON, BUNDER, PATUK, GK | - |  | G.K | ✓ |
| MARSATI | WIDORO KULON, BUNDER, PATUK, GK | - |  | G.K | ✓ |
| PITA DWI ASTUTI | PLOSOKEMEP, BUNDER, PATUK, GK | - |  | G.K | ✓ |
| FITRI ASUTI | Sambipitu, Bunder, Patuk | - |  | G.K. | ✓ |
| ISDIYATI | BUNDER, BUNDER, Patuk | - |  | G.K. | ✓ |

| Nama Lengkap | Alamat Rumah | No. Telp | T. Tangan | Wilayah | M |
|----------------|---|----------|-------------|-------------|---|
| Desi Hapsari | Trimulyo 2. Wonosari | - | [Signature] | GP. | ✓ |
| Dani Rinalwati | Jeruk Sari Wonosari | - | [Signature] | - | ✓ |
| Njehi Soraga | Perum Jambu Sari No. 18A | 8881101 | [Signature] | Stelan | ✓ |
| Jhu Sufri | peruk doli asri H.O | - | [Signature] | KP. | ✓ |
| Sri Handayani | Pongangan, Ngeplang KP | - | [Signature] | Kulon Progo | ✓ |
| Susmiati | Jln waks km 16. No. 18 | - | [Signature] | Kulon Progo | ✓ |
| Setyowati | Pongangan, Ngeplang kp. | - | [Signature] | - | ✓ |
| wy. Samsu. | Pangan gari, Sumbalo. | - | [Signature] | - | ✓ |
| Hj. Fik Amadha | Ngeplang | - | [Signature] | Kulon Progo | ✓ |
| SUPIPTO | Ngeplang no. 07 | - | [Signature] | KP. | ✓ |
| MUMUNG | SENTOLO KIDUL | - | [Signature] | KP | ✓ |
| KASWATI | Kreembangan DS. 11 Panjatan KP. | - | [Signature] | KP. | ✓ |
| Keminem | Kreembangan DS. 12 Panjatan Kulon Progo | - | [Signature] | KP | ✓ |
| Gerah | Kreembangan DS. 8 Panjatan KP. | - | [Signature] | KP. | ✓ |
| Supiah | Kreembangan DS. 11 Panjatan KP. | - | [Signature] | KP | ✓ |
| Supriyati | Kreembangan DS. 8 Panjatan KP. | - | [Signature] | KP | ✓ |
| Puji Lestari | Kreembangan IX Panjatan KP | - | [Signature] | KP | ✓ |
| Lestari | Kenteng | - | [Signature] | KP | ✓ |
| Endang | Wates | - | [Signature] | KP | ✓ |
| Siti | Wates | - | [Signature] | KP | ✓ |
| Mung | Banaran, Sidomulyo, Pengasih Pengasih kulon Progo | - | [Signature] | Kulon Progo | ✓ |

| Nama Lengkap | Alamat Rumah | No. Telp | T. Tangan | Wilayah | M |
|-------------------|--|--------------|-----------|------------|---|
| Hi Hidayati Y. | Rt. 23 Rw 09 Terbah. Pengasih. KP. | 0274 774951 | | KP. | ✓ |
| Jy Sainah. | Rt. 23/09 Terbah Pengasih KP. | 081578899600 | | Kp | ✓ |
| NDRIA R. | RT 23/09 TERBAH PENGASIH KP. | 0274 774950 | | Kp | ✓ |
| Juli Haryani | RT 23/09 Terbah Pengasih | 0274 7180009 | | KP | ✓ |
| Juw Hagati S. | Rt 23/09 terbah Pengasih KP | 08157989808 | | KP | ✓ |
| Shika Arianti | Jln. Selar Dwigan No. 21. Balcapan, Yogyakarta | - | | Yogya. | ✓ |
| Neni Setyanca | Jln. Selar Dwigan No. 21, Balcapan Yogyakarta | - | | Yogya | ✓ |
| Martha | Jln. SK DW No. 21 | - | | Yogya. | ✓ |
| Haryati | Karanganyar RT 09/29 Sinduadi | - | | Sleman | ✓ |
| Ana | Karanganyar RT. 02/ Sinduadi | - | | Sleman | ✓ |
| Sumarsih | Karang Anyar RT. 07 Sinduadi | - | | - " - | ✓ |
| Anisa | Karanganyar RT. 08 | - | | - " - | ✓ |
| Ibu Yati | Sinduadi Karanganyar RT-07 | - | | - " - | ✓ |
| IBU EUY | Karanganyar RT. 07 sinduadi. Mlati | - | | - " - | ✓ |
| Emi Yulia stuti | Jln. Pramuka No. 11 Umbulharjo | - | | Kodija | ✓ |
| Diah | Jln. Pramuka No. 11 Umbulharjo | - | | - " - | ✓ |
| Ani Anggraeni | Jln. Pramuka No. 11 Umbulharjo | - | | - " - | ✓ |
| ERWI | Jln. Pramuka No. 11 Umbulharjo | - | | - " - | ✓ |
| Ibu Tatik Mulyono | Kalimemur, Sentolo. Kidonprogo | - | | Kidonprogo | ✓ |
| Siti Nur Anjela | Terbah, Wates, KP | - | | - " - | ✓ |
| Ibu Rabi Dewanti | Srlingyan, Sentolo, KP | - | | - " - | ✓ |

R Tabel

| df | r tabel |
|-----------|----------------|
| 1.00 | 3.08 |
| 2.00 | 1.89 |
| 3.00 | 1.64 |
| 4.00 | 1.53 |
| 5.00 | 1.48 |
| 6.00 | 1.44 |
| 7.00 | 1.41 |
| 8.00 | 1.40 |
| 9.00 | 1.38 |
| 10.00 | 1.37 |
| 11.00 | 1.36 |
| 12.00 | 1.36 |
| 13.00 | 1.35 |
| 14.00 | 1.35 |
| 15.00 | 1.34 |
| 16.00 | 1.34 |
| 17.00 | 1.33 |
| 18.00 | 1.33 |
| 19.00 | 1.33 |
| 20.00 | 1.33 |
| 21.00 | 1.32 |
| 22.00 | 1.32 |
| 23.00 | 1.32 |
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| 25.00 | 1.32 |
| 26.00 | 1.31 |
| 27.00 | 1.31 |
| 28.00 | 1.31 |
| 29.00 | 1.31 |
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| 38.00 | 1.30 |
| 39.00 | 1.30 |
| 40.00 | 1.30 |
| 41.00 | 1.30 |
| 42.00 | 1.30 |
| 43.00 | 1.30 |
| 44.00 | 1.30 |



| df | r tabel |
|-----------|----------------|
| 45.00 | 1.30 |
| 46.00 | 1.30 |
| 47.00 | 1.30 |
| 48.00 | 1.30 |
| 49.00 | 1.30 |
| 50.00 | 1.30 |
| 51.00 | 1.30 |
| 52.00 | 1.30 |
| 53.00 | 1.30 |
| 54.00 | 1.30 |
| 55.00 | 1.30 |
| 56.00 | 1.30 |
| 57.00 | 1.30 |
| 58.00 | 1.30 |
| 59.00 | 1.30 |
| 60.00 | 1.30 |
| 61.00 | 1.30 |
| 62.00 | 1.30 |
| 63.00 | 1.30 |
| 64.00 | 1.29 |
| 65.00 | 1.29 |
| 66.00 | 1.29 |
| 67.00 | 1.29 |
| 68.00 | 1.29 |
| 69.00 | 1.29 |
| 70.00 | 1.29 |
| 71.00 | 1.29 |
| 72.00 | 1.29 |
| 73.00 | 1.29 |
| 74.00 | 1.29 |
| 75.00 | 1.29 |
| 76.00 | 1.29 |
| 77.00 | 1.29 |
| 78.00 | 1.29 |
| 79.00 | 1.29 |
| 80.00 | 1.29 |
| 81.00 | 1.29 |
| 82.00 | 1.29 |
| 83.00 | 1.29 |
| 84.00 | 1.29 |
| 85.00 | 1.29 |
| 86.00 | 1.29 |
| 87.00 | 1.29 |
| 88.00 | 1.29 |
| 89.00 | 1.29 |

Reliability Item Pertanyaan Terhadap Produk Minyak Goreng Bermerek Berdasarkan Atribut Produk Yang Berkaitan Dengan Karakteristik Produk

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|-------|--------|---------|-------|
| 1. | MGB1 | 3.4667 | 1.0276 | 150.0 |
| 2. | MGB2 | 4.0333 | 1.0194 | 150.0 |
| 3. | MGB3 | 1.9800 | .8149 | 150.0 |
| 4. | MGB4 | 4.2467 | .8665 | 150.0 |
| 5. | MGB5 | 4.1333 | .8408 | 150.0 |
| 6. | MGB6 | 3.6733 | 1.0960 | 150.0 |
| 7. | MGB7 | 4.3733 | .7819 | 150.0 |
| 8. | MGB8 | 4.1600 | .8676 | 150.0 |
| 9. | MGB9 | 3.7267 | 1.0800 | 150.0 |
| 10. | MGB10 | 4.3333 | .9739 | 150.0 |
| 11. | MGB11 | 4.0067 | 1.0523 | 150.0 |
| 12. | MGB12 | 3.8000 | 1.1052 | 150.0 |
| 13. | MGB13 | 3.9933 | .8474 | 150.0 |
| 14. | MGB14 | 3.3800 | 1.0534 | 150.0 |
| 15. | MGB15 | 4.2200 | 1.0224 | 150.0 |
| 16. | MGB16 | 3.4600 | 1.1964 | 150.0 |
| 17. | MGB17 | 4.2333 | .8468 | 150.0 |
| 18. | MGB18 | 4.2467 | .8105 | 150.0 |
| 19. | MGB19 | 4.0867 | .8187 | 150.0 |
| 20. | MGB20 | 3.8867 | .9799 | 150.0 |
| 21. | MGB21 | 4.1467 | .8386 | 150.0 |
| 22. | MGB22 | 4.0200 | .9009 | 150.0 |
| 23. | MGB23 | 4.1467 | .8777 | 150.0 |
| 24. | MGB24 | 4.0800 | .8476 | 150.0 |
| 25. | MGB25 | 4.3333 | .7568 | 150.0 |
| 26. | MGB26 | 4.1933 | .8410 | 150.0 |
| 27. | MGB27 | 4.4267 | .7080 | 150.0 |
| 28. | MGB28 | 4.5067 | .6829 | 150.0 |
| 29. | MGB29 | 4.4733 | .6922 | 150.0 |
| 30. | MGB30 | 4.4067 | .8035 | 150.0 |
| 31. | MGB31 | 4.3400 | .7757 | 150.0 |
| 32. | MGB32 | 4.0533 | .8653 | 150.0 |
| 33. | MGB33 | 4.6067 | .6335 | 150.0 |
| 34. | MGB34 | 4.5933 | .5446 | 150.0 |
| 35. | MGB35 | 3.7467 | 1.0630 | 150.0 |
| 36. | MGB36 | 4.3267 | .8785 | 150.0 |
| 37. | MGB37 | 4.2933 | .8237 | 150.0 |
| 38. | MGB38 | 4.5467 | .6194 | 150.0 |
| 39. | MGB39 | 4.0533 | .7489 | 150.0 |
| 40. | MGB40 | 2.8467 | 1.0914 | 150.0 |
| 41. | MGB41 | 4.0133 | .7326 | 150.0 |
| 42. | MGB42 | 4.2133 | .7561 | 150.0 |
| 43. | MGB43 | 4.0733 | .7951 | 150.0 |

| | | | | |
|-----|-------|--------|-------|-------|
| 44. | MGB44 | 4.1733 | .8089 | 150.0 |
| 45. | MGB45 | 3.8400 | .9489 | 150.0 |
| 46. | MGB46 | 3.9467 | .9468 | 150.0 |
| 47. | MGB47 | 4.2533 | .6151 | 150.0 |
| 48. | MGB48 | 4.2533 | .7525 | 150.0 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|-------|--------|---------|-------|
| 49. | MGB49 | 4.1000 | .8172 | 150.0 |
| 50. | MGB50 | 4.1333 | .8247 | 150.0 |

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|----------|----------|---------|----------------|
| SCALE | 202.5800 | 431.8828 | 20.7818 | 50 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|-------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| MGB1 | 199.1133 | 423.4300 | .1749 | .9314 |
| MGB2 | 198.5467 | 422.5045 | .1990 | .9311 |
| MGB3 | 200.6000 | 436.1342 | -.1444 | .9331 |
| MGB4 | 198.3333 | 420.1566 | .3090 | .9299 |
| MGB5 | 198.4467 | 413.1213 | .5282 | .9283 |
| MGB6 | 198.9067 | 419.8302 | .2416 | .9310 |
| MGB7 | 198.2067 | 415.9234 | .4812 | .9287 |
| MGB8 | 198.4200 | 412.7419 | .5216 | .9283 |
| MGB9 | 198.8533 | 413.2669 | .3974 | .9295 |
| MGB10 | 198.2467 | 413.5696 | .4384 | .9290 |
| MGB11 | 198.5733 | 416.0315 | .3435 | .9299 |
| MGB12 | 198.7800 | 410.8573 | .4420 | .9291 |
| MGB13 | 198.5867 | 415.4656 | .4545 | .9288 |
| MGB14 | 199.2000 | 422.3087 | .1955 | .9313 |
| MGB15 | 198.3600 | 411.4803 | .4667 | .9288 |
| MGB16 | 199.1200 | 424.1197 | .1285 | .9324 |
| MGB17 | 198.3467 | 408.3891 | .6655 | .9272 |
| MGB18 | 198.3333 | 411.3512 | .6045 | .9278 |
| MGB19 | 198.4933 | 411.7147 | .5868 | .9279 |
| MGB20 | 198.6933 | 410.9657 | .5023 | .9284 |
| MGB21 | 198.4333 | 408.7438 | .6617 | .9273 |
| MGB22 | 198.5600 | 409.9125 | .5800 | .9278 |
| MGB23 | 198.4333 | 406.0727 | .7079 | .9268 |
| MGB24 | 198.5000 | 420.4664 | .3078 | .9299 |

| | | | | |
|-------|----------|----------|--------|-------|
| MGB25 | 198.2467 | 411.6770 | .6393 | .9276 |
| MGB26 | 198.3867 | 420.5475 | .3081 | .9299 |
| MGB27 | 198.1533 | 417.5132 | .4793 | .9288 |
| MGB28 | 198.0733 | 412.5114 | .6815 | .9276 |
| MGB29 | 198.1067 | 412.7805 | .6621 | .9276 |
| MGB30 | 198.1733 | 408.5335 | .6990 | .9271 |
| MGB31 | 198.2400 | 413.9554 | .5489 | .9282 |
| MGB32 | 198.5267 | 416.4255 | .4165 | .9291 |
| MGB33 | 197.9733 | 419.4355 | .4642 | .9289 |
| MGB34 | 197.9867 | 421.0468 | .4716 | .9290 |
| MGB35 | 198.8333 | 423.2405 | .1718 | .9315 |
| MGB36 | 198.2533 | 408.1636 | .6465 | .9273 |
| MGB37 | 198.2867 | 411.6689 | .5845 | .9279 |
| MGB38 | 198.0333 | 413.8177 | .7016 | .9276 |
| MGB39 | 198.5267 | 414.4120 | .5546 | .9282 |
| MGB40 | 199.7333 | 431.2841 | -.0131 | .9333 |
| MGB41 | 198.5667 | 420.9720 | .3451 | .9296 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|-------|-------------------------------------|---|--|-----------------------------|
| MGB42 | 198.3667 | 414.5694 | .5438 | .9283 |
| MGB43 | 198.5067 | 408.6409 | .7034 | .9271 |
| MGB44 | 198.4067 | 409.2094 | .6728 | .9273 |
| MGB45 | 198.7400 | 415.4554 | .4014 | .9293 |
| MGB46 | 198.6333 | 408.4351 | .5893 | .9277 |
| MGB47 | 198.3267 | 419.4966 | .4766 | .9289 |
| MGB48 | 198.3267 | 416.5033 | .4823 | .9287 |
| MGB49 | 198.4800 | 411.9828 | .5798 | .9279 |
| MGB50 | 198.4467 | 407.6985 | .7058 | .9270 |

Reliability Coefficients

N of Cases = 150.0

N of Items = 50

Alpha = .9302

Reliability Item Pertanyaan Terhadap Produk Minyak Goreng Bermerek Berdasarkan Atribut Produk Yang Berkaitan Dengan Karakteristik Fungsi

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|-------|--------|---------|-------|
| 1. | MGB51 | 4.1800 | .6861 | 150.0 |
| 2. | MGB52 | 4.1467 | .6794 | 150.0 |
| 3. | MGB53 | 4.1133 | .7818 | 150.0 |
| 4. | MGB54 | 4.2467 | .6547 | 150.0 |
| 5. | MGB55 | 4.0600 | .7962 | 150.0 |
| 6. | MGB56 | 4.2133 | .7197 | 150.0 |
| 7. | MGB57 | 4.1933 | .6824 | 150.0 |
| 8. | MGB58 | 3.7467 | .9775 | 150.0 |
| 9. | MGB59 | 4.1533 | .6527 | 150.0 |
| 10. | MGB60 | 3.7000 | .9030 | 150.0 |
| 11. | MGB61 | 4.1600 | .8598 | 150.0 |
| 12. | MGB62 | 4.2333 | .7274 | 150.0 |
| 13. | MGB63 | 3.7733 | .9634 | 150.0 |
| 14. | MGB64 | 3.3800 | .9944 | 150.0 |
| 15. | MGB65 | 3.8133 | 1.0192 | 150.0 |
| 16. | MGB66 | 3.6667 | 1.0534 | 150.0 |
| 17. | MGB67 | 3.8600 | .9833 | 150.0 |
| 18. | MGB68 | 3.8467 | 1.0280 | 150.0 |
| 19. | MGB69 | 2.8600 | 1.1873 | 150.0 |
| 20. | MGB70 | 3.1600 | .9274 | 150.0 |
| 21. | MGB71 | 3.8000 | .7685 | 150.0 |
| 22. | MGB72 | 2.6733 | 1.0713 | 150.0 |
| 23. | MGB73 | 3.6533 | .8669 | 150.0 |
| 24. | MGB74 | 3.2533 | .8761 | 150.0 |
| 25. | MGB75 | 3.7533 | .7937 | 150.0 |
| 26. | MGB76 | 3.7533 | .7503 | 150.0 |
| 27. | MGB77 | 3.8133 | .7805 | 150.0 |
| 28. | MGB78 | 3.7600 | .8248 | 150.0 |
| 29. | MGB79 | 3.6667 | .9098 | 150.0 |
| 30. | MGB80 | 3.7267 | .8739 | 150.0 |

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|----------|----------|---------|----------------|
| SCALE | 113.3600 | 234.0306 | 15.2981 | 30 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|-------|-------------------------------------|---|--|-----------------------------|
| MGB51 | 109.1800 | 222.5647 | .5371 | .9321 |
| MGB52 | 109.2133 | 220.7596 | .6345 | .9312 |
| MGB53 | 109.2467 | 221.9589 | .4920 | .9324 |
| MGB54 | 109.1133 | 224.6783 | .4546 | .9328 |
| MGB55 | 109.3000 | 220.9362 | .5264 | .9321 |
| MGB56 | 109.1467 | 220.2334 | .6217 | .9312 |
| MGB57 | 109.1667 | 221.5626 | .5908 | .9316 |
| MGB58 | 109.6133 | 217.7958 | .5296 | .9321 |
| MGB59 | 109.2067 | 222.0979 | .5915 | .9316 |
| MGB60 | 109.6600 | 217.6890 | .5827 | .9314 |
| MGB61 | 109.2000 | 220.1208 | .5162 | .9322 |
| MGB62 | 109.1267 | 219.9637 | .6275 | .9311 |
| MGB63 | 109.5867 | 213.1569 | .7090 | .9297 |
| MGB64 | 109.9800 | 213.1204 | .6861 | .9300 |
| MGB65 | 109.5467 | 213.4038 | .6578 | .9304 |
| MGB66 | 109.6933 | 211.4892 | .6995 | .9298 |
| MGB67 | 109.5000 | 212.4262 | .7200 | .9295 |
| MGB68 | 109.5133 | 213.9294 | .6333 | .9307 |
| MGB69 | 110.5000 | 222.8826 | .2747 | .9366 |
| MGB70 | 110.2000 | 220.5503 | .4581 | .9329 |
| MGB71 | 109.5600 | 221.6038 | .5173 | .9322 |
| MGB72 | 110.6867 | 232.0555 | .0254 | .9393 |
| MGB73 | 109.7067 | 218.2624 | .5863 | .9313 |
| MGB74 | 110.1067 | 224.7536 | .3239 | .9344 |
| MGB75 | 109.6067 | 219.5422 | .5892 | .9314 |
| MGB76 | 109.6067 | 220.7637 | .5698 | .9316 |
| MGB77 | 109.5467 | 217.3099 | .7001 | .9302 |
| MGB78 | 109.6000 | 217.2483 | .6623 | .9305 |
| MGB79 | 109.6933 | 216.2677 | .6329 | .9307 |
| MGB80 | 109.6333 | 216.4754 | .6530 | .9305 |

Reliability Coefficients

N of Cases = 150.0

N of Items = 30

Alpha = .9339

Reliability Item Pertanyaan Terhadap Produk Minyak Goreng Bermerek Berdasarkan Atribut Produk Yang Berkaitan Dengan Karakteristik Harga

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|-------|--------|---------|-------|
| 1. | MGB81 | 2.5933 | 1.2157 | 150.0 |
| 2. | MGB82 | 4.1400 | .6349 | 150.0 |
| 3. | MGB83 | 2.4200 | .8844 | 150.0 |
| 4. | MGB84 | 2.9333 | 1.1450 | 150.0 |
| 5. | MGB85 | 3.5133 | .8493 | 150.0 |
| 6. | MGB86 | 3.8733 | .9433 | 150.0 |
| 7. | MGB87 | 3.7067 | 1.0202 | 150.0 |
| 8. | MGB88 | 2.6733 | 1.0395 | 150.0 |
| 9. | MGB89 | 3.5333 | 1.0406 | 150.0 |
| 10. | MGB90 | 3.8267 | 1.0791 | 150.0 |

| Statistics for SCALE | Mean | Variance | Std Dev | N of Variables |
|----------------------|---------|----------|---------|----------------|
| | 33.2133 | 19.5381 | 4.4202 | 10 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|-------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| MGB81 | 30.6200 | 18.9620 | -.0852 | .6221 |
| MGB82 | 29.0733 | 17.4912 | .3095 | .5107 |
| MGB83 | 30.7933 | 17.2120 | .2104 | .5255 |
| MGB84 | 30.2800 | 17.8405 | .0400 | .5800 |
| MGB85 | 29.7000 | 16.5604 | .3264 | .4978 |
| MGB86 | 29.3400 | 15.3937 | .4397 | .4626 |
| MGB87 | 29.5067 | 14.5872 | .5017 | .4376 |
| MGB88 | 30.5400 | 16.8272 | .1912 | .5318 |
| MGB89 | 29.6800 | 15.0513 | .4216 | .4619 |
| MGB90 | 29.3867 | 16.3327 | .2340 | .5196 |

Reliability Coefficients

N of Cases = 150.0

N of Items = 10

Alpha = .5451

Reliability Item Pertanyaan Terhadap Produk Minyak Goreng Bermerek Berdasarkan Atribut Produk Yang Berkaitan Dengan Karakteristik Tempat

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|--------|--------|---------|-------|
| 1. | MGB91 | 4.1067 | .7521 | 150.0 |
| 2. | MGB92 | 4.0067 | .7728 | 150.0 |
| 3. | MGB93 | 4.2867 | .6275 | 150.0 |
| 4. | MGB94 | 4.0400 | .8017 | 150.0 |
| 5. | MGB95 | 3.9867 | .7596 | 150.0 |
| 6. | MGB96 | 3.9533 | .6984 | 150.0 |
| 7. | MGB97 | 3.9667 | .9226 | 150.0 |
| 8. | MGB98 | 3.9000 | .9536 | 150.0 |
| 9. | MGB99 | 3.2733 | 1.0800 | 150.0 |
| 10. | MGB100 | 4.0800 | .7283 | 150.0 |
| 11. | MGB101 | 3.6333 | 1.1017 | 150.0 |
| 12. | MGB102 | 3.8667 | .8487 | 150.0 |
| 13. | MGB103 | 3.4200 | .9849 | 150.0 |
| 14. | MGB104 | 2.8733 | 1.0317 | 150.0 |
| 15. | MGB105 | 3.4867 | 1.0474 | 150.0 |

| Statistics for SCALE | Mean | Variance | Std Dev | N of Variables |
|----------------------|---------|----------|---------|----------------|
| | 56.8800 | 44.6298 | 6.6806 | 15 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| MGB91 | 52.7733 | 39.5859 | .4732 | .7716 |
| MGB92 | 52.8733 | 38.7154 | .5529 | .7657 |
| MGB93 | 52.5933 | 40.5114 | .4663 | .7740 |
| MGB94 | 52.8400 | 38.7796 | .5216 | .7674 |
| MGB95 | 52.8933 | 39.2771 | .5016 | .7696 |
| MGB96 | 52.9267 | 40.5651 | .4021 | .7769 |
| MGB97 | 52.9133 | 37.0327 | .6007 | .7589 |
| MGB98 | 52.9800 | 37.5097 | .5317 | .7646 |
| MGB99 | 53.6067 | 37.9718 | .4126 | .7757 |
| MGB100 | 52.8000 | 40.0805 | .4358 | .7745 |
| MGB101 | 53.2467 | 40.8179 | .1846 | .7980 |
| MGB102 | 53.0133 | 39.5837 | .4050 | .7758 |
| MGB103 | 53.4600 | 39.6192 | .3259 | .7829 |
| MGB104 | 54.0067 | 42.9463 | .0458 | .8080 |
| MGB105 | 53.3933 | 38.9785 | .3482 | .7816 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 150.0

N of Items = 15

Alpha = .7885

Reliability Item Pertanyaan Terhadap Produk Minyak Goreng Bermerek Berdasarkan Atribut Produk Yang Berkaitan Dengan Karakteristik Promosi

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|--------|--------|---------|-------|
| 1. | MGB106 | 3.9800 | .6900 | 150.0 |
| 2. | MGB107 | 4.0133 | .7942 | 150.0 |
| 3. | MGB108 | 3.8333 | .7365 | 150.0 |
| 4. | MGB109 | 3.6733 | .9232 | 150.0 |
| 5. | MGB110 | 3.9733 | .7593 | 150.0 |
| 6. | MGB111 | 4.2067 | .6377 | 150.0 |
| 7. | MGB112 | 3.8600 | .7238 | 150.0 |
| 8. | MGB113 | 3.9533 | .7886 | 150.0 |
| 9. | MGB114 | 4.0133 | .8433 | 150.0 |
| 10. | MGB115 | 3.7667 | .8625 | 150.0 |
| 11. | MGB116 | 4.3533 | .6669 | 150.0 |
| 12. | MGB117 | 3.5733 | 1.1253 | 150.0 |
| 13. | MGB118 | 3.7933 | .9144 | 150.0 |
| 14. | MGB119 | 4.0600 | .9285 | 150.0 |
| 15. | MGB120 | 3.8933 | 1.1242 | 150.0 |

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|---------|----------|---------|----------------|
| SCALE | 58.9467 | 43.4065 | 6.5884 | 15 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| MGB106 | 54.9667 | 40.9318 | .2264 | .8064 |
| MGB107 | 54.9333 | 38.5861 | .4246 | .7942 |
| MGB108 | 55.1133 | 38.4770 | .4801 | .7910 |
| MGB109 | 55.2733 | 36.8577 | .5082 | .7875 |
| MGB110 | 54.9733 | 37.0194 | .6289 | .7807 |
| MGB111 | 54.7400 | 38.8514 | .5218 | .7900 |
| MGB112 | 55.0867 | 39.8515 | .3317 | .8003 |
| MGB113 | 54.9933 | 38.2080 | .4694 | .7912 |
| MGB114 | 54.9333 | 37.8345 | .4685 | .7909 |
| MGB115 | 55.1800 | 38.6452 | .3747 | .7978 |
| MGB116 | 54.5933 | 40.0818 | .3410 | .7998 |
| MGB117 | 55.3733 | 37.2020 | .3597 | .8021 |
| MGB118 | 55.1533 | 38.0770 | .3982 | .7963 |
| MGB119 | 54.8867 | 37.1616 | .4755 | .7901 |
| MGB120 | 55.0533 | 37.2589 | .3559 | .8025 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 150.0

N of Items = 15

Alpha = .8059

**Survey Item Pertanyaan Terhadap Produk Minyak Goreng
Curah Berdasarkan Atribut Produk Yang Berkaitan Dengan
Karakteristik Produk**

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|--------|--------|---------|-------|
| 1. | MGTB1 | 3.3800 | .9460 | 150.0 |
| 2. | MGTB2 | 3.4133 | 1.1363 | 150.0 |
| 3. | MGTB3 | 2.5067 | 1.2247 | 150.0 |
| 4. | MGTB4 | 3.5733 | 1.0766 | 150.0 |
| 5. | MGTB5 | 3.2733 | 1.0612 | 150.0 |
| 6. | MGTB6 | 2.8800 | 1.1924 | 150.0 |
| 7. | MGTB7 | 3.5400 | 1.2241 | 150.0 |
| 8. | MGTB8 | 3.4467 | 1.1024 | 150.0 |
| 9. | MGTB9 | 3.0333 | 1.2501 | 150.0 |
| 10. | MGTB10 | 3.6133 | 1.1515 | 150.0 |
| 11. | MGTB11 | 3.3467 | 1.0990 | 150.0 |
| 12. | MGTB12 | 2.9533 | 1.1312 | 150.0 |
| 13. | MGTB13 | 3.1867 | 1.0580 | 150.0 |
| 14. | MGTB14 | 3.2000 | .8974 | 150.0 |
| 15. | MGTB15 | 3.5133 | 1.2410 | 150.0 |
| 16. | MGTB16 | 3.1133 | 1.2014 | 150.0 |
| 17. | MGTB17 | 3.5133 | .9029 | 150.0 |
| 18. | MGTB18 | 3.4933 | .9104 | 150.0 |
| 19. | MGTB19 | 3.4467 | .8940 | 150.0 |
| 20. | MGTB20 | 3.4800 | .8725 | 150.0 |
| 21. | MGTB21 | 3.3933 | .9476 | 150.0 |
| 22. | MGTB22 | 3.4000 | .9412 | 150.0 |
| 23. | MGTB23 | 3.4267 | .9221 | 150.0 |
| 24. | MGTB24 | 3.5267 | .9391 | 150.0 |
| 25. | MGTB25 | 3.6400 | .9643 | 150.0 |
| 26. | MGTB26 | 3.1133 | 1.2614 | 150.0 |
| 27. | MGTB27 | 3.2933 | 1.2126 | 150.0 |
| 28. | MGTB28 | 3.6400 | 1.1831 | 150.0 |
| 29. | MGTB29 | 3.7600 | 1.0849 | 150.0 |
| 30. | MGTB30 | 3.6200 | 1.1567 | 150.0 |
| 31. | MGTB31 | 3.5733 | 1.0951 | 150.0 |
| 32. | MGTB32 | 3.7867 | .9018 | 150.0 |
| 33. | MGTB33 | 4.2067 | 1.0317 | 150.0 |
| 34. | MGTB34 | 3.8067 | 1.1334 | 150.0 |
| 35. | MGTB35 | 3.2133 | 1.1027 | 150.0 |
| 36. | MGTB36 | 3.7467 | 1.1654 | 150.0 |
| 37. | MGTB37 | 3.7200 | 1.1120 | 150.0 |
| 38. | MGTB38 | 3.9067 | .9717 | 150.0 |
| 39. | MGTB39 | 3.4600 | .8871 | 150.0 |
| 40. | MGTB40 | 2.8333 | 1.0582 | 150.0 |
| 41. | MGTB41 | 3.5067 | 1.0216 | 150.0 |
| 42. | MGTB42 | 3.5133 | 1.1036 | 150.0 |
| 43. | MGTB43 | 3.6000 | 1.0298 | 150.0 |

| | | | | |
|-----|--------|--------|--------|-------|
| 44. | MGTB44 | 3.5400 | 1.0208 | 150.0 |
| 45. | MGTB45 | 3.3267 | 1.1440 | 150.0 |
| 46. | MGTB46 | 3.6933 | 1.0229 | 150.0 |
| 47. | MGTB47 | 3.6067 | 1.1286 | 150.0 |
| 48. | MGTB48 | 3.5533 | .9799 | 150.0 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|--------|--------|---------|-------|
| 49. | MGTB49 | 3.4800 | 1.1096 | 150.0 |
| 50. | MGTB50 | 3.4533 | 1.1386 | 150.0 |

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|----------|----------|---------|----------------|
| SCALE | 172.2467 | 972.8582 | 31.1907 | 50 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| MGTB1 | 168.8667 | 964.3848 | .1290 | .9609 |
| MGTB2 | 168.8333 | 934.2204 | .5377 | .9594 |
| MGTB3 | 169.7400 | 1000.3682 | -.3745 | .9637 |
| MGTB4 | 168.6733 | 940.0604 | .4793 | .9596 |
| MGTB5 | 168.9733 | 930.4825 | .6371 | .9590 |
| MGTB6 | 169.3667 | 929.6700 | .5744 | .9592 |
| MGTB7 | 168.7067 | 926.1953 | .6062 | .9591 |
| MGTB8 | 168.8000 | 929.6376 | .6249 | .9590 |
| MGTB9 | 169.2133 | 928.8401 | .5572 | .9593 |
| MGTB10 | 168.6333 | 942.8512 | .4056 | .9600 |
| MGTB11 | 168.9000 | 942.7215 | .4286 | .9599 |
| MGTB12 | 169.2933 | 933.8463 | .5457 | .9594 |
| MGTB13 | 169.0600 | 931.8823 | .6170 | .9590 |
| MGTB14 | 169.0467 | 972.9575 | -.0162 | .9613 |
| MGTB15 | 168.7333 | 919.6465 | .6865 | .9587 |
| MGTB16 | 169.1333 | 960.2908 | .1494 | .9612 |
| MGTB17 | 168.7333 | 931.1365 | .7423 | .9587 |
| MGTB18 | 168.7533 | 929.4891 | .7663 | .9586 |
| MGTB19 | 168.8000 | 937.3557 | .6340 | .9591 |
| MGTB20 | 168.7667 | 933.7237 | .7196 | .9588 |
| MGTB21 | 168.8533 | 928.1528 | .7587 | .9586 |
| MGTB22 | 168.8467 | 930.7481 | .7178 | .9587 |
| MGTB23 | 168.8200 | 928.4976 | .7743 | .9585 |
| MGTB24 | 168.7200 | 935.3707 | .6373 | .9590 |

| | | | | |
|--------|----------|----------|-------|-------|
| MGTB25 | 168.6067 | 936.8711 | .5939 | .9592 |
| MGTB26 | 169.1333 | 933.5526 | .4893 | .9597 |
| MGTB27 | 168.9533 | 924.4206 | .6370 | .9589 |
| MGTB28 | 168.6067 | 920.4013 | .7112 | .9586 |
| MGTB29 | 168.4867 | 925.7280 | .6961 | .9587 |
| MGTB30 | 168.6267 | 918.6919 | .7534 | .9584 |
| MGTB31 | 168.6733 | 935.4026 | .5412 | .9594 |
| MGTB32 | 168.4600 | 953.1897 | .3386 | .9601 |
| MGTB33 | 168.0400 | 938.5621 | .5257 | .9594 |
| MGTB34 | 168.4400 | 925.1474 | .6734 | .9588 |
| MGTB35 | 169.0333 | 940.1532 | .4657 | .9597 |
| MGTB36 | 168.5000 | 931.7282 | .5590 | .9593 |
| MGTB37 | 168.5267 | 925.8214 | .6768 | .9588 |
| MGTB38 | 168.3400 | 932.6152 | .6621 | .9589 |
| MGTB39 | 168.7867 | 935.9542 | .6654 | .9590 |
| MGTB40 | 169.4133 | 970.6871 | .0159 | .9615 |
| MGTB41 | 168.7400 | 926.7038 | .7253 | .9586 |

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item= Total Correlation | Alpha if Item Deleted |
|--------|-------------------------------------|---|--|-----------------------------|
| MGTB42 | 168.7333 | 919.8479 | .7737 | .9583 |
| MGTB43 | 168.6467 | 924.5253 | .7549 | .9585 |
| MGTB44 | 168.7067 | 922.7053 | .7919 | .9583 |
| MGTB45 | 168.9200 | 938.7989 | .4672 | .9597 |
| MGTB46 | 168.5533 | 934.4367 | .5977 | .9591 |
| MGTB47 | 168.6400 | 926.9568 | .6494 | .9589 |
| MGTB48 | 168.6933 | 925.6906 | .7749 | .9585 |
| MGTB49 | 168.7667 | 919.9116 | .7684 | .9584 |
| MGTB50 | 168.7933 | 923.6818 | .6918 | .9587 |

Reliability Coefficients

N of Cases = 150.0

N of Items = 50

Alpha = .9601

Reliability Item Pertanyaan Terhadap Produk Minyak Goreng Curah Berdasarkan Atribut Produk Yang Berkaitan Dengan Karakteristik Fungsi

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|--------|--------|---------|-------|
| 1. | MGTB51 | 3.6000 | .8974 | 150.0 |
| 2. | MGTB52 | 3.5133 | 1.0016 | 150.0 |
| 3. | MGTB53 | 3.5867 | 1.0630 | 150.0 |
| 4. | MGTB54 | 3.4667 | 1.0534 | 150.0 |
| 5. | MGTB55 | 3.3867 | 1.0284 | 150.0 |
| 6. | MGTB56 | 3.5867 | 1.0503 | 150.0 |
| 7. | MGTB57 | 3.5733 | 1.0057 | 150.0 |
| 8. | MGTB58 | 3.4400 | 1.0649 | 150.0 |
| 9. | MGTB59 | 3.7067 | 1.0003 | 150.0 |
| 10. | MGTB60 | 3.1133 | 1.0136 | 150.0 |
| 11. | MGTB61 | 3.4333 | 1.0582 | 150.0 |
| 12. | MGTB62 | 3.6133 | 1.0478 | 150.0 |
| 13. | MGTB63 | 3.3267 | 1.0523 | 150.0 |
| 14. | MGTB64 | 3.0400 | 1.1226 | 150.0 |
| 15. | MGTB65 | 3.2600 | 1.1611 | 150.0 |
| 16. | MGTB66 | 3.1400 | 1.0429 | 150.0 |
| 17. | MGTB67 | 3.2067 | 1.0825 | 150.0 |
| 18. | MGTB68 | 3.2267 | 1.1000 | 150.0 |
| 19. | MGTB69 | 2.4467 | 1.1205 | 150.0 |
| 20. | MGTB70 | 2.8467 | 1.0083 | 150.0 |
| 21. | MGTB71 | 3.2333 | .9859 | 150.0 |
| 22. | MGTB72 | 2.2533 | .9706 | 150.0 |
| 23. | MGTB73 | 3.4733 | 1.0788 | 150.0 |
| 24. | MGTB74 | 3.0333 | .8546 | 150.0 |
| 25. | MGTB75 | 3.1867 | .9224 | 150.0 |
| 26. | MGTB76 | 3.2467 | .8587 | 150.0 |
| 27. | MGTB77 | 3.2933 | .9868 | 150.0 |
| 28. | MGTB78 | 3.2200 | .9331 | 150.0 |
| 29. | MGTB79 | 3.2000 | .8823 | 150.0 |
| 30. | MGTB80 | 3.2600 | .8780 | 150.0 |

| Statistics for | Mean | Variance | Std Dev | N of |
|----------------|---------|----------|---------|-----------------|
| SCALE | 97.9133 | 437.3683 | 20.9134 | Variables 30 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|--------|-------------------------------------|---|--|-----------------------------|
| MGTB51 | 94.3133 | 412.8609 | .6499 | .9604 |
| MGTB52 | 94.4000 | 405.5436 | .7640 | .9595 |
| MGTB53 | 94.3267 | 403.3087 | .7712 | .9594 |
| MGTB54 | 94.4467 | 400.9334 | .8374 | .9589 |
| MGTB55 | 94.5267 | 403.5127 | .7939 | .9593 |
| MGTB56 | 94.3267 | 402.6778 | .7968 | .9592 |
| MGTB57 | 94.3400 | 405.7024 | .7567 | .9595 |
| MGTB58 | 94.4733 | 405.5261 | .7160 | .9598 |
| MGTB59 | 94.2067 | 409.6416 | .6600 | .9603 |
| MGTB60 | 94.8000 | 413.0336 | .5657 | .9609 |
| MGTB61 | 94.4800 | 402.6271 | .7917 | .9592 |
| MGTB62 | 94.3000 | 406.4799 | .7051 | .9599 |
| MGTB63 | 94.5867 | 401.2374 | .8308 | .9589 |
| MGTB64 | 94.8733 | 401.6953 | .7648 | .9594 |
| MGTB65 | 94.6533 | 401.0200 | .7527 | .9595 |
| MGTB66 | 94.7733 | 401.5993 | .8297 | .9590 |
| MGTB67 | 94.7067 | 400.3698 | .8270 | .9589 |
| MGTB68 | 94.6867 | 408.2434 | .6280 | .9605 |
| MGTB69 | 95.4667 | 421.1767 | .3248 | .9629 |
| MGTB70 | 95.0667 | 416.9888 | .4702 | .9616 |
| MGTB71 | 94.6800 | 414.0580 | .5567 | .9610 |
| MGTB72 | 95.6600 | 426.6420 | .2440 | .9631 |
| MGTB73 | 94.4400 | 416.9192 | .4378 | .9620 |
| MGTB74 | 94.8800 | 424.5358 | .3436 | .9622 |
| MGTB75 | 94.7267 | 410.0523 | .7084 | .9599 |
| MGTB76 | 94.6667 | 413.8479 | .6521 | .9604 |
| MGTB77 | 94.6200 | 408.6667 | .6950 | .9600 |
| MGTB78 | 94.6933 | 410.0261 | .7005 | .9600 |
| MGTB79 | 94.7133 | 413.5347 | .6425 | .9604 |
| MGTB80 | 94.6533 | 414.6978 | .6124 | .9606 |

Reliability Coefficients

N of Cases = 150.0

N of Items = 30

Alpha = .9615

Reliability Item Pertanyaan Terhadap Produk Minyak Goreng Curah Berdasarkan Atribut Produk Yang Berkaitan Dengan Karakteristik Harga

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|--------|--------|---------|-------|
| 1. | MGTB81 | 1.8867 | .7988 | 150.0 |
| 2. | MGTB82 | 3.9333 | .8874 | 150.0 |
| 3. | MGTB83 | 2.7867 | .9665 | 150.0 |
| 4. | MGTB84 | 2.7533 | 1.0358 | 150.0 |
| 5. | MGTB85 | 3.1200 | 1.0986 | 150.0 |
| 6. | MGTB86 | 3.6400 | 1.0573 | 150.0 |
| 7. | MGTB87 | 3.3333 | 1.2022 | 150.0 |
| 8. | MGTB88 | 2.7400 | 1.0519 | 150.0 |
| 9. | MGTB89 | 3.1600 | .9972 | 150.0 |
| 10. | MGTB90 | 3.5733 | 1.1194 | 150.0 |

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|---------|----------|---------|----------------|
| SCALE | 30.9267 | 19.2630 | 4.3890 | 10 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| MGTB81 | 29.0400 | 18.6964 | -.0103 | .5282 |
| MGTB82 | 26.9933 | 17.3489 | .1524 | .4915 |
| MGTB83 | 28.1400 | 17.8796 | .0550 | .5196 |
| MGTB84 | 28.1733 | 18.6677 | -.0534 | .5535 |
| MGTB85 | 27.8067 | 14.4926 | .4260 | .3992 |
| MGTB86 | 27.2867 | 15.4542 | .3237 | .4379 |
| MGTB87 | 27.5933 | 14.2026 | .3990 | .4033 |
| MGTB88 | 28.1867 | 16.9582 | .1383 | .4981 |
| MGTB89 | 27.7667 | 15.1868 | .3965 | .4167 |
| MGTB90 | 27.3533 | 15.7736 | .2515 | .4615 |

Reliability Coefficients

N of Cases = 150.0

N of Items = 10

Alpha = .5022

Reliability Item Pertanyaan Terhadap Produk Minyak Goreng Curah Berdasarkan Atribut Produk Yang Berkaitan Dengan Karakteristik Tempat

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|---------|--------|---------|-------|
| 1. | MGTB91 | 3.9933 | .8151 | 150.0 |
| 2. | MGTB92 | 3.8733 | .8134 | 150.0 |
| 3. | MGTB93 | 3.1000 | 1.2082 | 150.0 |
| 4. | MGTB94 | 3.9933 | .7281 | 150.0 |
| 5. | MGTB95 | 3.6667 | .9098 | 150.0 |
| 6. | MGTB96 | 3.7933 | .8921 | 150.0 |
| 7. | MGTB97 | 4.0467 | .7801 | 150.0 |
| 8. | MGTB98 | 4.0467 | .8461 | 150.0 |
| 9. | MGTB99 | 3.7000 | .9606 | 150.0 |
| 10. | MGTB100 | 3.5667 | 1.0325 | 150.0 |
| 11. | MGTB101 | 2.8867 | 1.0778 | 150.0 |
| 12. | MGTB102 | 3.7333 | .9098 | 150.0 |
| 13. | MGTB103 | 3.0133 | .9268 | 150.0 |
| 14. | MGTB104 | 2.4133 | .7874 | 150.0 |
| 15. | MGTB105 | 2.7067 | .9936 | 150.0 |

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|---------|----------|---------|----------------|
| SCALE | 52.5333 | 60.6667 | 7.7889 | 15 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| MGTB91 | 48.5400 | 53.0957 | .5814 | .8326 |
| MGTB92 | 48.6600 | 53.2595 | .5681 | .8333 |
| MGTB93 | 49.4333 | 49.5626 | .5669 | .8325 |
| MGTB94 | 48.5400 | 54.7736 | .4976 | .8375 |
| MGTB95 | 48.8667 | 52.2237 | .5791 | .8319 |
| MGTB96 | 48.7400 | 52.4085 | .5777 | .8321 |
| MGTB97 | 48.4867 | 53.1240 | .6098 | .8316 |
| MGTB98 | 48.4867 | 52.1978 | .6341 | .8295 |
| MGTB99 | 48.8333 | 57.1465 | .1788 | .8548 |
| MGTB100 | 48.9667 | 50.4351 | .6250 | .8283 |
| MGTB101 | 49.6467 | 53.1025 | .4076 | .8428 |
| MGTB102 | 48.8000 | 52.0268 | .5952 | .8310 |
| MGTB103 | 49.5200 | 56.2781 | .2538 | .8502 |
| MGTB104 | 50.1200 | 57.2070 | .2384 | .8494 |
| MGTB105 | 49.8267 | 54.5335 | .3507 | .8455 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 150.0

N of Items = 15

Alpha = .8470

Reliability Item Pertanyaan Terhadap Produk Minyak Goreng Curah Berdasarkan Atribut Produk Yang Berkaitan Dengan Karakteristik Promosi

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|-----|---------|--------|---------|-------|
| 1. | MGTB106 | 2.5800 | 1.0444 | 150.0 |
| 2. | MGTB107 | 2.6933 | 1.0988 | 150.0 |
| 3. | MGTB108 | 2.9133 | .9549 | 150.0 |
| 4. | MGTB109 | 2.5133 | .9949 | 150.0 |
| 5. | MGTB110 | 2.9200 | 1.0525 | 150.0 |
| 6. | MGTB111 | 3.0067 | 1.1672 | 150.0 |
| 7. | MGTB112 | 3.2533 | .9567 | 150.0 |
| 8. | MGTB113 | 3.8600 | .8672 | 150.0 |
| 9. | MGTB114 | 3.5000 | 1.0728 | 150.0 |
| 10. | MGTB115 | 2.8333 | 1.0645 | 150.0 |
| 11. | MGTB116 | 3.1533 | 1.1913 | 150.0 |
| 12. | MGTB117 | 2.9933 | 1.1900 | 150.0 |
| 13. | MGTB118 | 3.2467 | 1.1697 | 150.0 |
| 14. | MGTB119 | 3.0000 | 1.1586 | 150.0 |
| 15. | MGTB120 | 3.3467 | 1.3950 | 150.0 |

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|---------|----------|---------|----------------|
| SCALE | 45.8133 | 147.8307 | 12.1586 | 15 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| MGTB106 | 43.2333 | 128.9183 | .7514 | .9347 |
| MGTB107 | 43.1200 | 128.8177 | .7139 | .9356 |
| MGTB108 | 42.9000 | 130.3054 | .7620 | .9348 |
| MGTB109 | 43.3000 | 131.3121 | .6811 | .9365 |
| MGTB110 | 42.8933 | 128.3107 | .7722 | .9342 |
| MGTB111 | 42.8067 | 125.8349 | .7879 | .9336 |
| MGTB112 | 42.5600 | 135.5903 | .5083 | .9403 |
| MGTB113 | 41.9533 | 138.0045 | .4453 | .9414 |
| MGTB114 | 42.3133 | 130.2434 | .6712 | .9367 |
| MGTB115 | 42.9800 | 130.9996 | .6442 | .9373 |
| MGTB116 | 42.6600 | 124.5346 | .8228 | .9326 |
| MGTB117 | 42.8200 | 127.5043 | .7037 | .9359 |
| MGTB118 | 42.5667 | 128.0459 | .6957 | .9361 |
| MGTB119 | 42.8133 | 125.8441 | .7942 | .9334 |
| MGTB120 | 42.4667 | 125.6465 | .6471 | .9384 |

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 150.0

N of Items = 15

Alpha = .9401

1.a. Karakteristik Usia Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

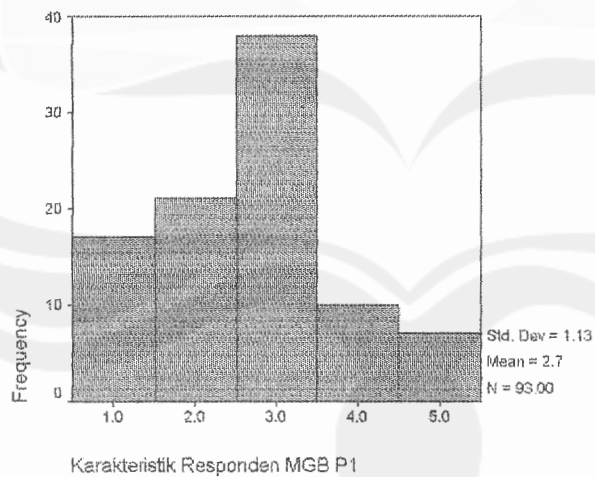
Karakteristik Responden MGB P1

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 2.6667 |
| Median | | 3.0000 |
| Mode | | 3.00 |
| Sum | | 248.00 |

Karakteristik Responden MGB P1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 17 | 18.3 | 18.3 |
| | 2.00 | 21 | 22.6 | 40.9 |
| | 3.00 | 38 | 40.9 | 81.7 |
| | 4.00 | 10 | 10.8 | 92.5 |
| | 5.00 | 7 | 7.5 | 100.0 |
| Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P1



1.b. Karakteristik Usia Responden Produk Minyak Goreng Curah

Frequencies

Statistics

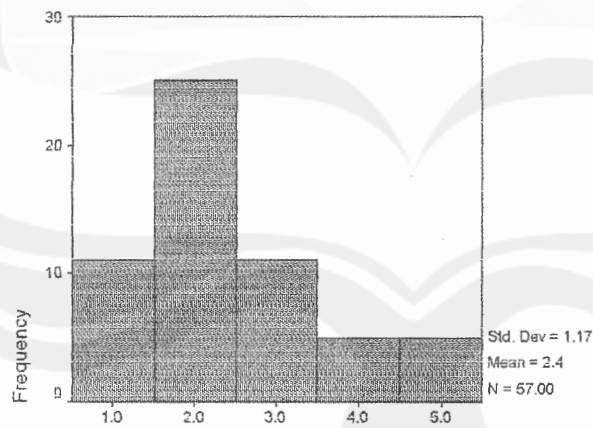
Karakteristik Responden MGTB P1

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.4386 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 139.00 |

Karakteristik Responden MGTB P1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 11 | 19.3 | 19.3 | 19.3 |
| | 2.00 | 25 | 43.9 | 43.9 | 63.2 |
| | 3.00 | 11 | 19.3 | 19.3 | 82.5 |
| | 4.00 | 5 | 8.8 | 8.8 | 91.2 |
| | 5.00 | 5 | 8.8 | 8.8 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P1



Karakteristik Responden MGTB P1

2.a. Karakteristik Status Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

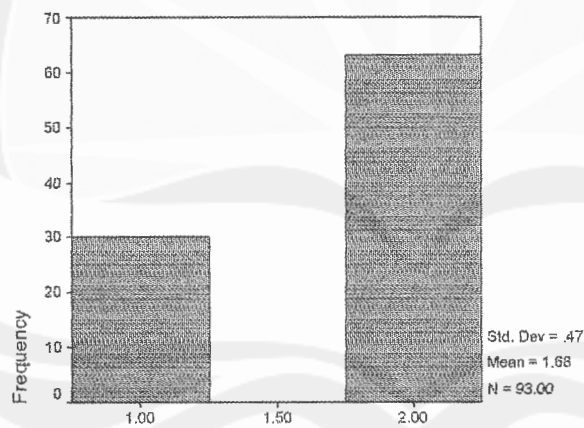
Karakteristik Responden MGB P2

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.6774 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 156.00 |

Karakteristik Responden MGB P2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 30 | 32.3 | 32.3 | 32.3 |
| | 2.00 | 63 | 67.7 | 67.7 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P2



Karakteristik Responden MGB P2

2.b. Karakteristik Status Responden Produk Minyak Goreng Curah

Frequencies

Statistics

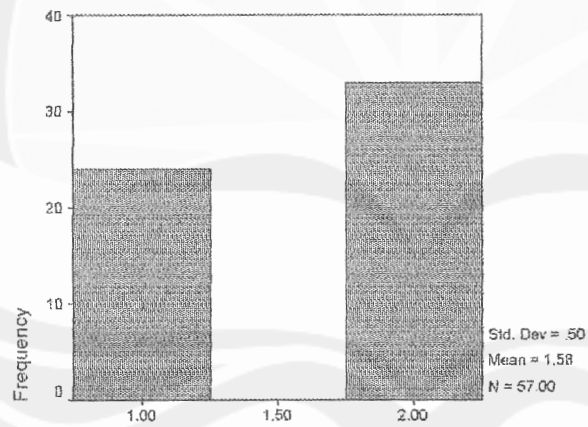
Karakteristik Responden MGTB P2

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 1.5789 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 90.00 |

Karakteristik Responden MGTB P2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 24 | 42.1 | 42.1 | 42.1 |
| | 2.00 | 33 | 57.9 | 57.9 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P2



Karakteristik Responden MGTB P2

3.a. Karakteristik Jumlah Anggota Keluarga Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

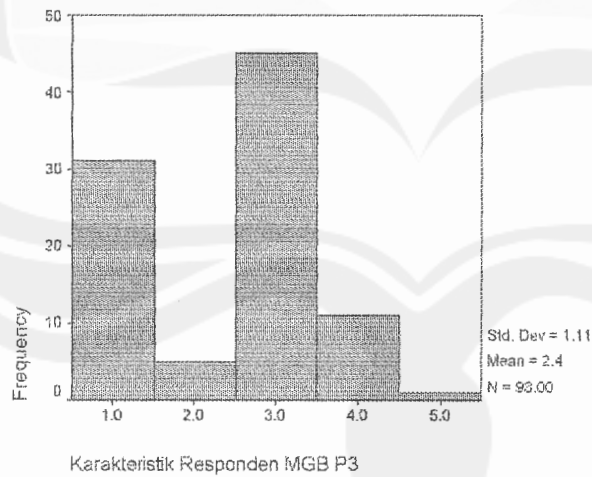
Karakteristik Responden MGB P3

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 2.4194 |
| Median | | 3.0000 |
| Mode | | 3.00 |
| Sum | | 225.00 |

Karakteristik Responden MGB P3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 31 | 33.3 | 33.3 | 33.3 |
| | 2.00 | 5 | 5.4 | 5.4 | 38.7 |
| | 3.00 | 45 | 48.4 | 48.4 | 87.1 |
| | 4.00 | 11 | 11.8 | 11.8 | 98.9 |
| | 5.00 | 1 | 1.1 | 1.1 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P3



3.b. Karakteristik Jumlah Anggota Keluarga Responden Produk Minyak Goreng Curah

Frequencies

Statistics

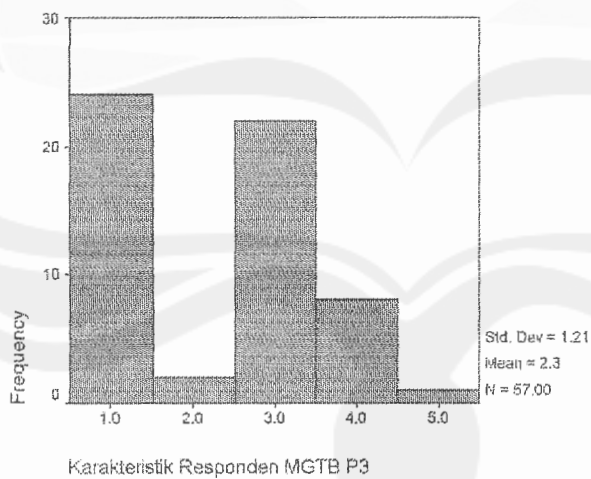
Karakteristik Responden MGTB P3

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.2982 |
| Median | | 3.0000 |
| Mode | | 1.00 |
| Sum | | 131.00 |

Karakteristik Responden MGTB P3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 24 | 42.1 | 42.1 | 42.1 |
| | 2.00 | 2 | 3.5 | 3.5 | 45.6 |
| | 3.00 | 22 | 38.6 | 38.6 | 84.2 |
| | 4.00 | 8 | 14.0 | 14.0 | 98.2 |
| | 5.00 | 1 | 1.8 | 1.8 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P3



4.a. Karakteristik Rumah Tinggal Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

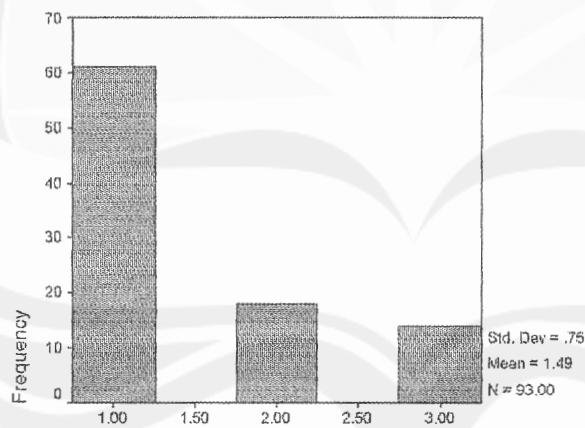
Karakteristik Responden MGB P4

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.4946 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 139.00 |

Karakteristik Responden MGB P4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 61 | 65.6 | 65.6 | 65.6 |
| | 2.00 | 18 | 19.4 | 19.4 | 84.9 |
| | 3.00 | 14 | 15.1 | 15.1 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P4



Karakteristik Responden MGB P4

4.b. Karakteristik Rumah Tinggal Responden Produk Minyak Goreng Curah

Frequencies

Statistics

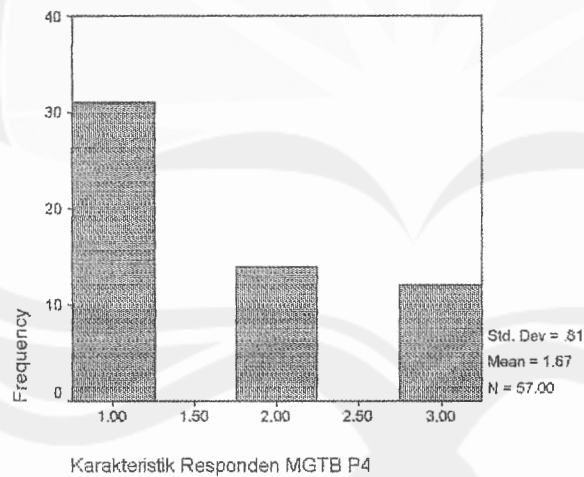
Karakteristik Responden MGTB P4

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 1.6667 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 95.00 |

Karakteristik Responden MGTB P4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 31 | 54.4 | 54.4 |
| | 2.00 | 14 | 24.6 | 78.9 |
| | 3.00 | 12 | 21.1 | 100.0 |
| Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P4



5.a. Karakteristik Jumlah Pendapatan Keluarga Perbulan Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

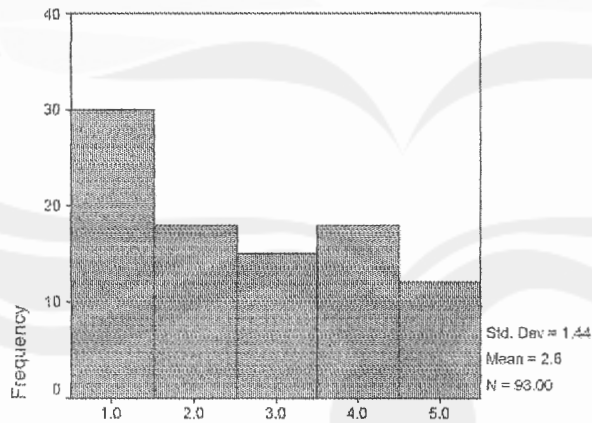
Karakteristik Responden MGB P5

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 2.6129 |
| Median | | 2.0000 |
| Mode | | 1.00 |
| Sum | | 243.00 |

Karakteristik Responden MGB P5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 30 | 32.3 | 32.3 | 32.3 |
| | 2.00 | 18 | 19.4 | 19.4 | 51.6 |
| | 3.00 | 15 | 16.1 | 16.1 | 67.7 |
| | 4.00 | 18 | 19.4 | 19.4 | 87.1 |
| | 5.00 | 12 | 12.9 | 12.9 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P5



Karakteristik Responden MGB P5

5.b. Karakteristik Jumlah Pendapatan Keluarga Perbulan Responden Produk Minyak Goreng Curah

Frequencies

Statistics

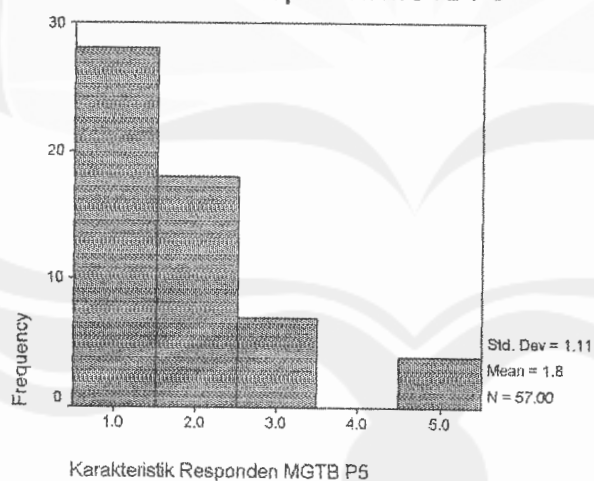
Karakteristik Responden MGTB P5

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 1.8421 |
| Median | | 2.0000 |
| Mode | | 1.00 |
| Sum | | 105.00 |

Karakteristik Responden MGTB P5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 28 | 49.1 | 49.1 | 49.1 |
| | 2.00 | 18 | 31.6 | 31.6 | 80.7 |
| | 3.00 | 7 | 12.3 | 12.3 | 93.0 |
| | 5.00 | 4 | 7.0 | 7.0 | 100.0 |
| | Total | | 57 | 100.0 | 100.0 |

Karakteristik Responden MGTB P5



6.a. Karakteristik Tingkat Pendidikan Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

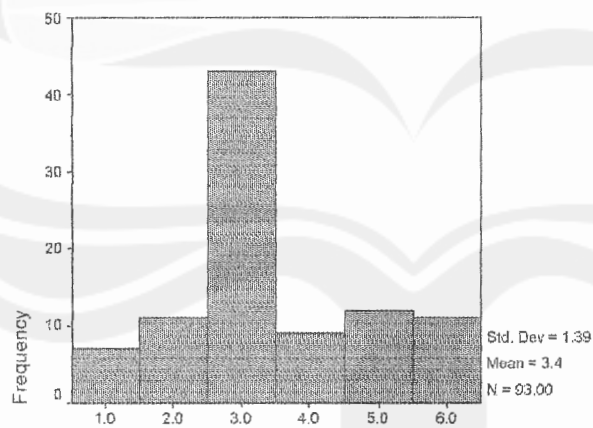
Karakteristik Responden MGB P6

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 3.4409 |
| Median | | 3.0000 |
| Mode | | 3.00 |
| Sum | | 320.00 |

Karakteristik Responden MGB P6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 7 | 7.5 | 7.5 | 7.5 |
| | 2.00 | 11 | 11.8 | 11.8 | 19.4 |
| | 3.00 | 43 | 46.2 | 46.2 | 65.6 |
| | 4.00 | 9 | 9.7 | 9.7 | 75.3 |
| | 5.00 | 12 | 12.9 | 12.9 | 88.2 |
| | 6.00 | 11 | 11.8 | 11.8 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P6



Karakteristik Responden MGB P6

6.b. Karakteristik Tingkat Pendidikan Responden Produk Minyak Goreng Curah

Frequencies

Statistics

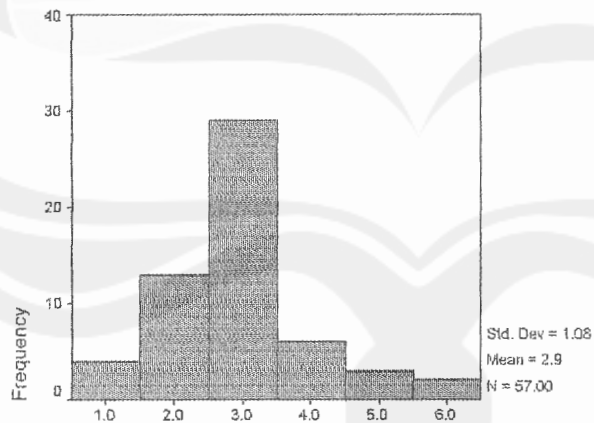
Karakteristik Responden MGTB P6

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.9474 |
| Median | | 3.0000 |
| Mode | | 3.00 |
| Sum | | 168.00 |

Karakteristik Responden MGTB P6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 4 | 7.0 | 7.0 | 7.0 |
| | 2.00 | 13 | 22.8 | 22.8 | 29.8 |
| | 3.00 | 29 | 50.9 | 50.9 | 80.7 |
| | 4.00 | 6 | 10.5 | 10.5 | 91.2 |
| | 5.00 | 3 | 5.3 | 5.3 | 96.5 |
| | 6.00 | 2 | 3.5 | 3.5 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P6



Karakteristik Responden MGTB P6

7.a. Karakteristik Pekerjaan Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

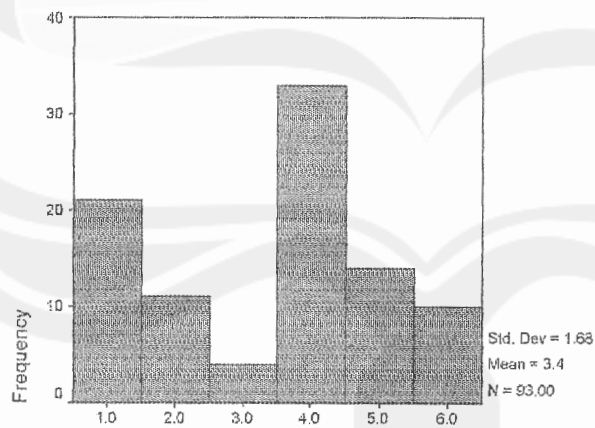
Karakteristik Responden MGB P7

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 3.4086 |
| Median | | 4.0000 |
| Mode | | 4.00 |
| Sum | | 317.00 |

Karakteristik Responden MGB P7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 21 | 22.6 | 22.6 | 22.6 |
| | 2.00 | 11 | 11.8 | 11.8 | 34.4 |
| | 3.00 | 4 | 4.3 | 4.3 | 38.7 |
| | 4.00 | 33 | 35.5 | 35.5 | 74.2 |
| | 5.00 | 14 | 15.1 | 15.1 | 89.2 |
| | 6.00 | 10 | 10.8 | 10.8 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P7



Karakteristik Responden MGB P7

7.b. Karakteristik Pekerjaan Responden Produk Minyak Goreng Curah

Frequencies

Statistics

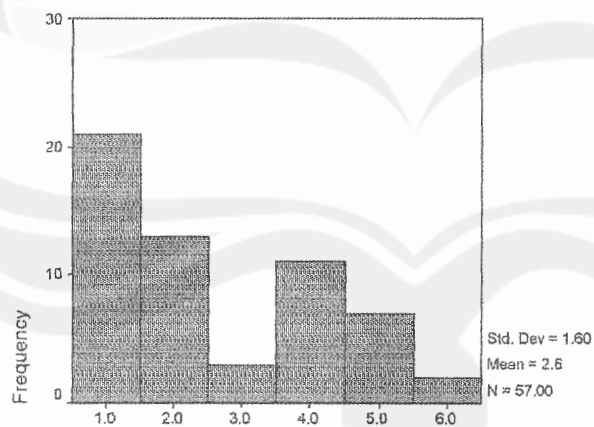
Karakteristik Responden MGTB P7

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.5789 |
| Median | | 2.0000 |
| Mode | | 1.00 |
| Sum | | 147.00 |

Karakteristik Responden MGTB P7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 21 | 36.8 | 36.8 | 36.8 |
| | 2.00 | 13 | 22.8 | 22.8 | 59.6 |
| | 3.00 | 3 | 5.3 | 5.3 | 64.9 |
| | 4.00 | 11 | 19.3 | 19.3 | 84.2 |
| | 5.00 | 7 | 12.3 | 12.3 | 96.5 |
| | 6.00 | 2 | 3.5 | 3.5 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P7



Karakteristik Responden MGTB P7

8.a. Karakteristik Wilayah Domisili Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

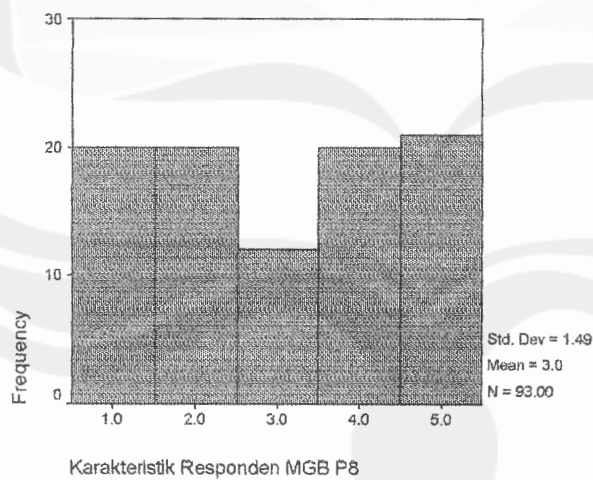
Karakteristik Responden MGB P8

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 3.0215 |
| Median | | 3.0000 |
| Mode | | 5.00 |
| Sum | | 281.00 |

Karakteristik Responden MGB P8

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 20 | 21.5 | 21.5 |
| | 2.00 | 20 | 21.5 | 43.0 |
| | 3.00 | 12 | 12.9 | 55.9 |
| | 4.00 | 20 | 21.5 | 77.4 |
| | 5.00 | 21 | 22.6 | 100.0 |
| Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P8



8.b. Karakteristik Wilayah Domisili Responden Produk Minyak Goreng Curah

Frequencies

Statistics

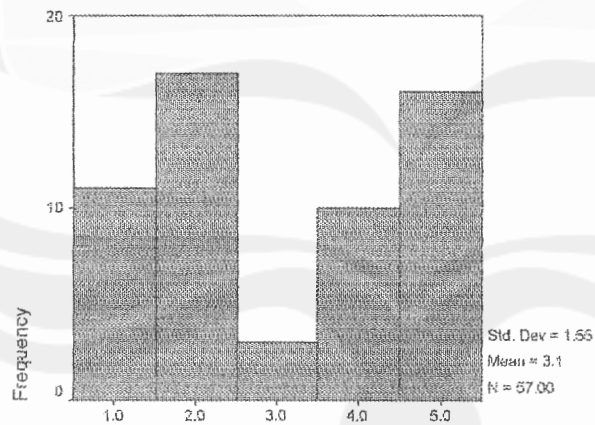
Karakteristik Responden MGTB P8

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 3.0526 |
| Median | | 3.0000 |
| Mode | | 2.00 |
| Sum | | 174.00 |

Karakteristik Responden MGTB P8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 11 | 19.3 | 19.3 | 19.3 |
| | 2.00 | 17 | 29.8 | 29.8 | 49.1 |
| | 3.00 | 3 | 5.3 | 5.3 | 54.4 |
| | 4.00 | 10 | 17.5 | 17.5 | 71.9 |
| | 5.00 | 16 | 28.1 | 28.1 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P8



Karakteristik Responden MGTB P8

9.a. Karakteristik Jenis Produk Minyak Goreng Paling Sering Digunakan Atau Dikonsumsi Oleh Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

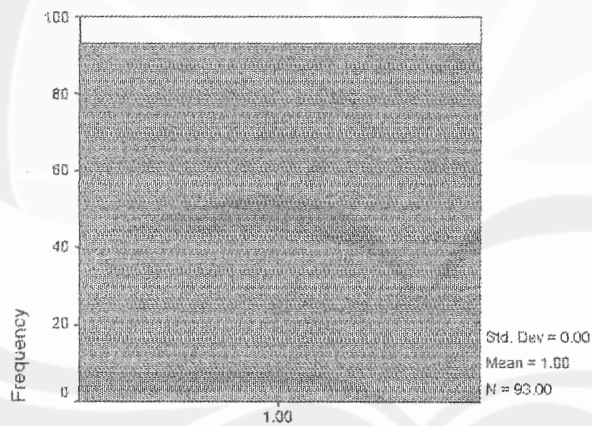
Karakteristik Responden MGB P9

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.0000 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 93.00 |

Karakteristik Responden MGB P9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 93 | 100.0 | 100.0 | 100.0 |

Karakteristik Responden MGB P9



Karakteristik Responden MGB P9

9.b. Karakteristik Jenis Produk Minyak Goreng Paling Sering Digunakan Atau Dikonsumsi Oleh Responden Produk Minyak Goreng Curah

Frequencies

Statistics

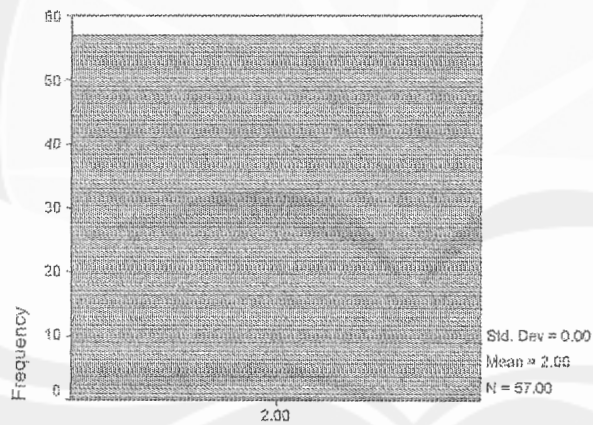
Karakteristik Responden MGTB P9

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.0000 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 114.00 |

Karakteristik Responden MGTB P9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 57 | 100.0 | 100.0 | 100.0 |

Karakteristik Responden MGTB P9



Karakteristik Responden MGTB P9

10.a. Karakteristik Proses Pemilihan Dan Penilaian Secara Cermat Dan Teliti Oleh Responden Produk Minyak Goreng Bermerek Dalam Memutuskan Jenis Produk Minyak Goreng Yang Paling Sering Dikonsumsi

Frequencies

Statistics

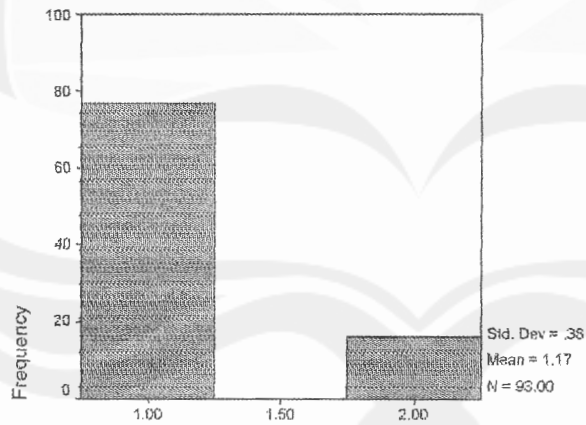
Karakteristik Responden MGB P10

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.1720 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 109.00 |

Karakteristik Responden MGB P10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 77 | 82.8 | 82.8 | 82.8 |
| | 2.00 | 16 | 17.2 | 17.2 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P10



Karakteristik Responden MGB P10

10.b. Karakteristik Proses Pemilihan Dan Penilaian Secara Cermat Dan Teliti Oleh Responden Produk Minyak Goreng Curah Dalam Memutuskan Jenis Produk Minyak Goreng Yang Paling Sering Dikonsumsi

Frequencies

Statistics

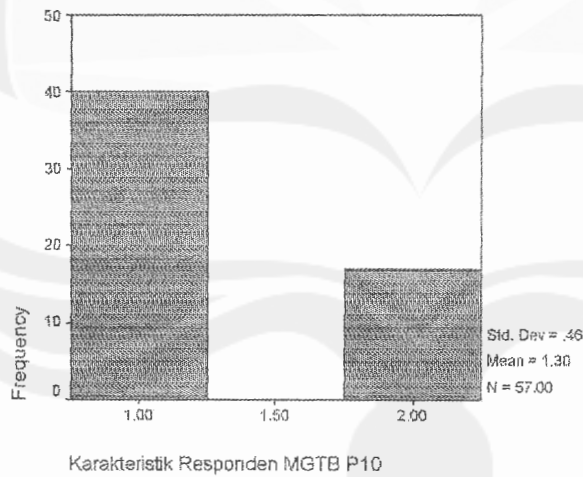
Karakteristik Responden MGTB P10

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 1.2982 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 74.00 |

Karakteristik Responden MGTB P10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 40 | 70.2 | 70.2 | 70.2 |
| | 2.00 | 17 | 29.8 | 29.8 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P10



11.a. Karakteristik Lama Responden Produk Minyak Goreng Bermerek Memakai Produk Minyak Goreng Yang Paling Sering Dikonsumsi

Frequencies

Statistics

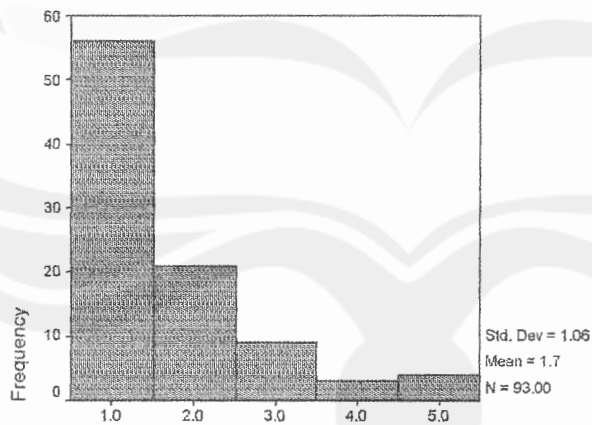
Karakteristik Responden MGB P11

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.6882 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 157.00 |

Karakteristik Responden MGB P11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 56 | 60.2 | 60.2 | 60.2 |
| | 2.00 | 21 | 22.6 | 22.6 | 82.8 |
| | 3.00 | 9 | 9.7 | 9.7 | 92.5 |
| | 4.00 | 3 | 3.2 | 3.2 | 95.7 |
| | 5.00 | 4 | 4.3 | 4.3 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P11



Karakteristik Responden MGB P11

11.b. Karakteristik Lama Responden Produk Minyak Goreng Curah Memakai Produk Minyak Goreng Yang Paling Sering Dikonsumsi

Frequencies

Statistics

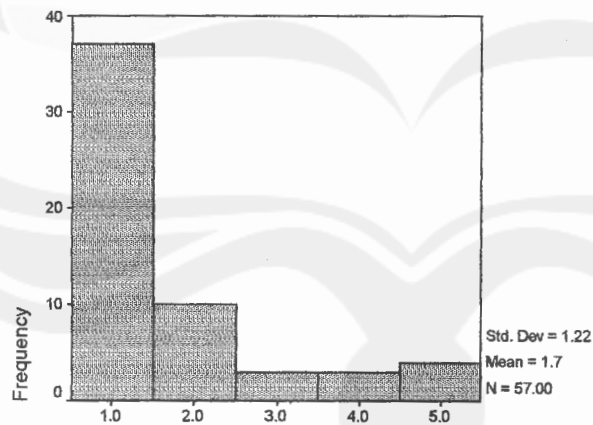
Karakteristik Responden MGTB P11

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 1.7193 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 98.00 |

Karakteristik Responden MGTB P11

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 37 | 64.9 | 64.9 | 64.9 |
| 2.00 | 10 | 17.5 | 17.5 | 82.5 |
| 3.00 | 3 | 5.3 | 5.3 | 87.7 |
| 4.00 | 3 | 5.3 | 5.3 | 93.0 |
| 5.00 | 4 | 7.0 | 7.0 | 100.0 |
| Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P11



Karakteristik Responden MGTB P11

12.a. Karakteristik Pengetahuan Responden Produk Minyak Goreng Bermerek Tentang Bahan Baku Produk Minyak Goreng Yang Paling Sering Dikonsumsi

Frequencies

Statistics

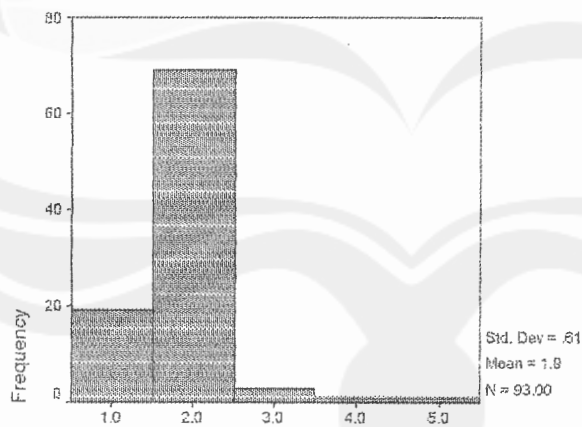
Karakteristik Responden MGB P12

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.8817 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 175.00 |

Karakteristik Responden MGB P12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 19 | 20.4 | 20.4 | 20.4 |
| | 2.00 | 69 | 74.2 | 74.2 | 94.6 |
| | 3.00 | 3 | 3.2 | 3.2 | 97.8 |
| | 4.00 | 1 | 1.1 | 1.1 | 98.9 |
| | 5.00 | 1 | 1.1 | 1.1 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P12



Karakteristik Responden MGB P12

12.b. Karakteristik Pengetahuan Responden Produk Minyak Goreng Curah Tentang Bahan Baku Produk Minyak Goreng Yang Paling Sering Dikonsumsi

Frequencies

Statistics

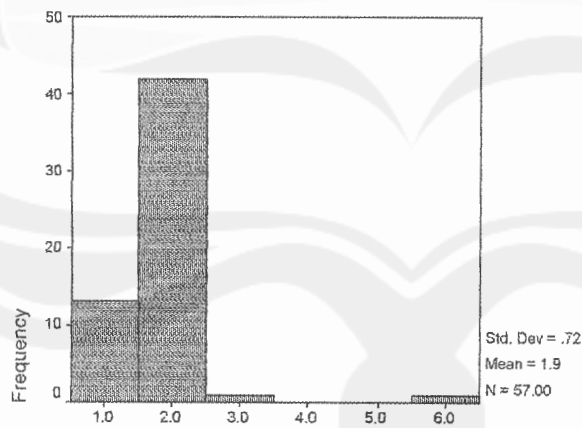
Karakteristik Responden MGTB P12

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 1.8596 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 106.00 |

Karakteristik Responden MGTB P12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 13 | 22.8 | 22.8 | 22.8 |
| | 2.00 | 42 | 73.7 | 73.7 | 96.5 |
| | 3.00 | 1 | 1.8 | 1.8 | 98.2 |
| | 6.00 | 1 | 1.8 | 1.8 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P12



Karakteristik Responden MGTB P12

13.a. Karakteristik Jumlah Pendapat Responden Produk Minyak Goreng Bermerek Tentang Jenis Produk Minyak Goreng

Frequencies

Statistics

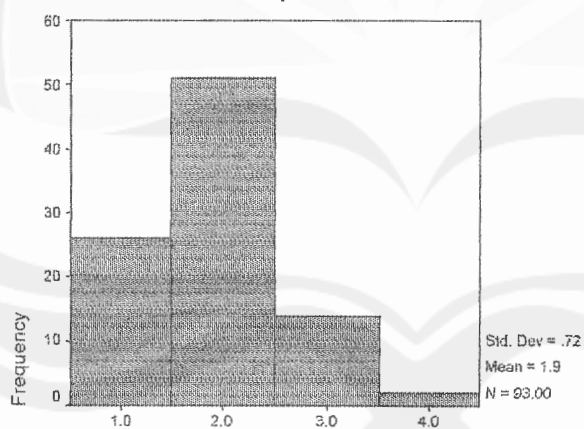
Karakteristik Responden MGB P13

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.9140 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 178.00 |

Karakteristik Responden MGB P13

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 26 | 28.0 | 28.0 | 28.0 |
| | 2.00 | 51 | 54.8 | 54.8 | 82.8 |
| | 3.00 | 14 | 15.1 | 15.1 | 97.8 |
| | 4.00 | 2 | 2.2 | 2.2 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P13



Karakteristik Responden MGB P13

13.b. Karakteristik Jumlah Pendapat Responden Produk Minyak Goreng Curah Tentang Jenis Produk Minyak Goreng

Frequencies

Statistics

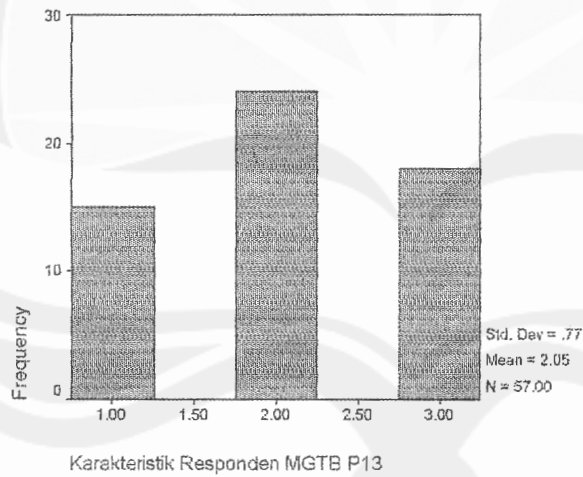
Karakteristik Responden MGTB P13

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.0526 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 117.00 |

Karakteristik Responden MGTB P13

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 15 | 26.3 | 26.3 | 26.3 |
| | 2.00 | 24 | 42.1 | 42.1 | 68.4 |
| | 3.00 | 18 | 31.6 | 31.6 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P13



14.a. Karakteristik Tingkat Keyakinan atau Kepercayaan Responden Produk Minyak Goreng Bermerek Terhadap Hasil Penilaian Produk Minyak Goreng Yang Paling Sering Dikonsumsi Memuaskan & Sesuai Kriteria

Frequencies

Statistics

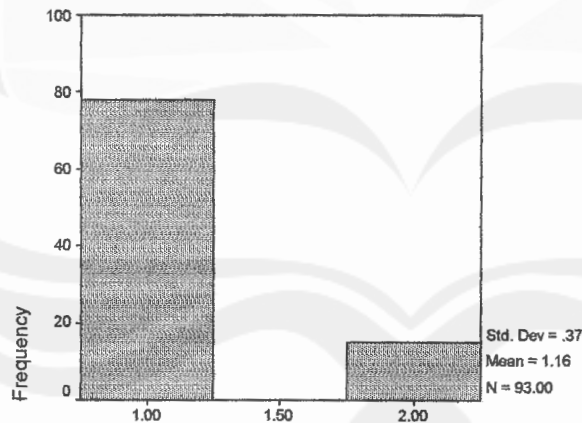
Karakteristik Responden MGB P 14

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.1613 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 108.00 |

Karakteristik Responden MGB P 14

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 78 | 83.9 | 83.9 | 83.9 |
| | 2.00 | 15 | 16.1 | 16.1 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P 14



Karakteristik Responden MGB P 14

14.b. Karakteristik Tingkat Keyakinan atau Kepercayaan Responden Produk Minyak Goreng Curah Terhadap Hasil Penilaian Produk Minyak Goreng Yang Paling Sering Dikonsumsi Memuaskan & Sesuai Kriteria

Frequencies

Statistics

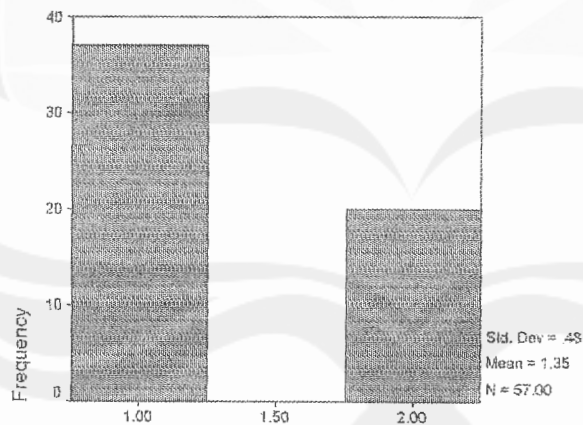
Karakteristik Responden MGBP P14

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 1.3509 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 77.00 |

Karakteristik Responden MGBP P14

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 37 | 64.9 | 64.9 | 64.9 |
| | 2.00 | 20 | 35.1 | 35.1 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGBP P14



Karakteristik Responden MGBP P14

15.a. Karakteristik Lima Proses Kegiatan Pembelian Responden Produk Minyak Goreng Bermerek Sebagai Konsumen

Frequencies

Statistics

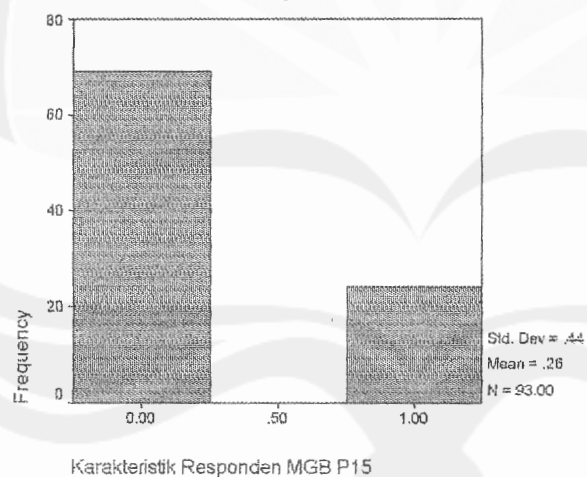
Karakteristik Responden MGB P15

| | | |
|--------|---------|-------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | .2581 |
| Median | | .0000 |
| Mode | | .00 |
| Sum | | 24.00 |

Karakteristik Responden MGB P15

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | .00 | 69 | 74.2 | 74.2 | 74.2 |
| | 1.00 | 24 | 25.8 | 25.8 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P15



15.b. Karakteristik Lima Proses Kegiatan Pembelian Responden Produk Minyak Goreng Curah Sebagai Konsumen

Frequencies

Statistics

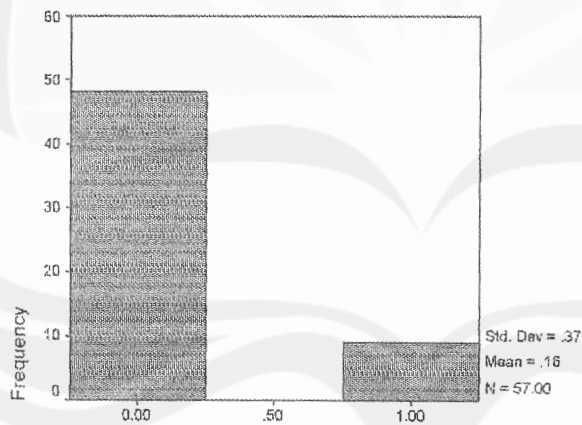
Karakteristik Responden MGTB P15

| | | |
|--------|---------|-------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | .1579 |
| Median | | .0000 |
| Mode | | .00 |
| Sum | | 9.00 |

Karakteristik Responden MGTB P15

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | .00 | 48 | 84.2 | 84.2 | 84.2 |
| | 1.00 | 9 | 15.8 | 15.8 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P15



16.a. Karakteristik Pengambilan Keputusan Pembelian Yang Dilakukan Oleh Responden Produk Minyak Goreng Bermerek Pada Suatu Jenis Produk Minyak Goreng

Frequencies

Statistics

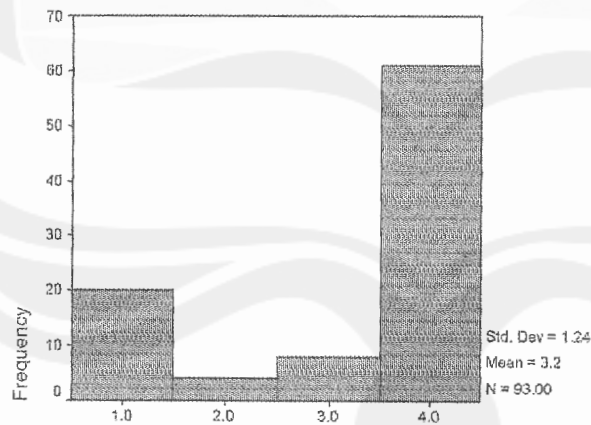
Karakteristik Responden MGB P16

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 3.1828 |
| Median | | 4.0000 |
| Mode | | 4.00 |
| Sum | | 296.00 |

Karakteristik Responden MGB P16

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 20 | 21.5 | 21.5 | 21.5 |
| | 2.00 | 4 | 4.3 | 4.3 | 25.8 |
| | 3.00 | 8 | 8.6 | 8.6 | 34.4 |
| | 4.00 | 61 | 65.6 | 65.6 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P16



Karakteristik Responden MGB P16

16.b. Karakteristik Pengambilan Keputusan Pembelian Yang Dilakukan Oleh Responden Produk Minyak Goreng Curah Pada Suatu Jenis Produk Minyak Goreng

Frequencies

Statistics

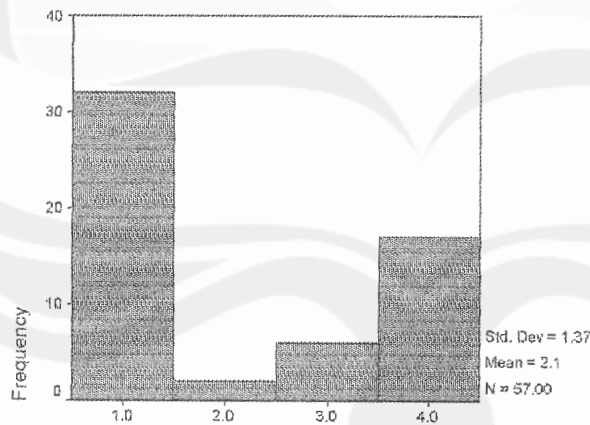
Karakteristik Responden MGTB P16

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.1404 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 122.00 |

Karakteristik Responden MGTB P16

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 32 | 56.1 | 56.1 | 56.1 |
| | 2.00 | 2 | 3.5 | 3.5 | 59.6 |
| | 3.00 | 6 | 10.5 | 10.5 | 70.2 |
| | 4.00 | 17 | 29.8 | 29.8 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P16



Karakteristik Responden MGTB P16

**17.a. Karakteristik Jumlah Atribut Produk Sebagai Dasar
Pertimbangan Responden Produk Minyak Goreng
Bermerek Dalam Memutuskan Pembelian Minyak Goreng**

Frequencies

Statistics

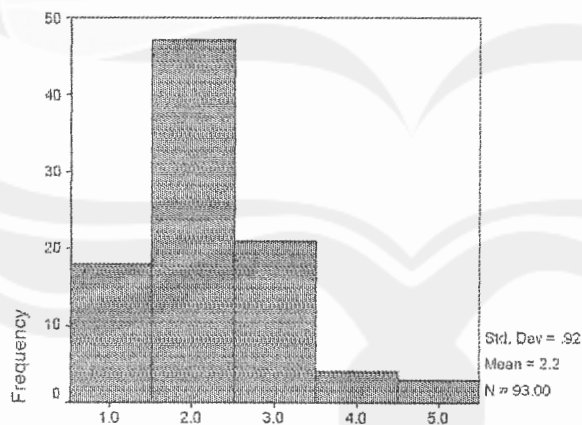
Karakteristik Responden MGB P17

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 2.2151 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 206.00 |

Karakteristik Responden MGB P17

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 18 | 19.4 | 19.4 | 19.4 |
| | 2.00 | 47 | 50.5 | 50.5 | 69.9 |
| | 3.00 | 21 | 22.6 | 22.6 | 92.5 |
| | 4.00 | 4 | 4.3 | 4.3 | 96.8 |
| | 5.00 | 3 | 3.2 | 3.2 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P17



Karakteristik Responden MGB P17

**17.b. Karakteristik Jumlah Atribut Produk Sebagai Dasar
Pertimbangan Responden Produk Minyak Goreng Curah
Dalam Memutuskan Pembelian Minyak Goreng**

Frequencies

Statistics

Karakteristik Responden MGTB P17

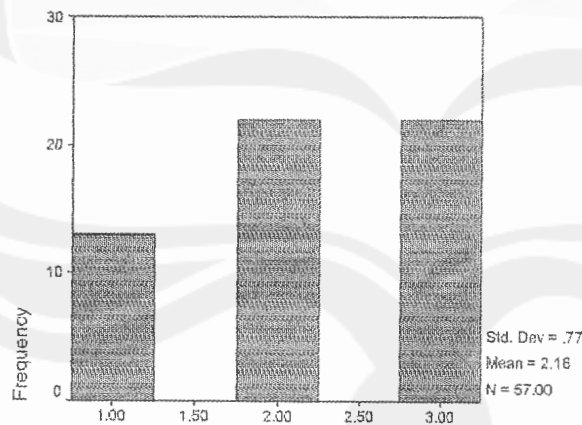
| | | |
|--------|---------|-------------------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.1579 |
| Median | | 2.0000 |
| Mode | | 2.00 ^a |
| Sum | | 123.00 |

a. Multiple modes exist. The smallest value is shown

Karakteristik Responden MGTB P17

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 13 | 22.8 | 22.8 | 22.8 |
| | 2.00 | 22 | 38.6 | 38.6 | 61.4 |
| | 3.00 | 22 | 38.6 | 38.6 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P17



Karakteristik Responden MGTB P17

18.a. Karakteristik Perincian Jumlah Atribut Produk Sebagai Dasar Pertimbangan Responden Produk Minyak Goreng Bermerek Dalam Memutuskan Pembelian Minyak Goreng

Frequencies

Statistics

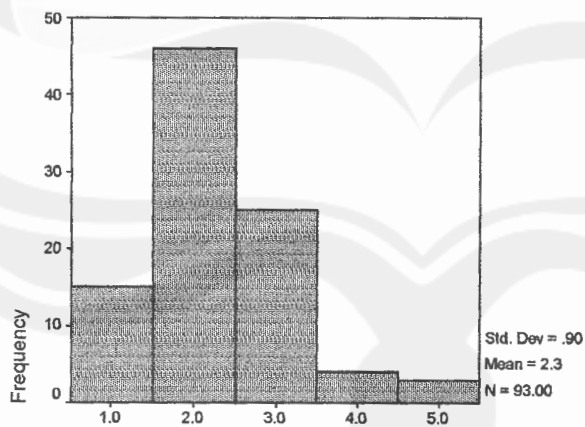
Karakteristik Responden MGB P18

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 2.2903 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 213.00 |

Karakteristik Responden MGB P18

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 15 | 16.1 | 16.1 | 16.1 |
| | 2.00 | 46 | 49.5 | 49.5 | 65.6 |
| | 3.00 | 25 | 26.9 | 26.9 | 92.5 |
| | 4.00 | 4 | 4.3 | 4.3 | 96.8 |
| | 5.00 | 3 | 3.2 | 3.2 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P18



Karakteristik Responden MGB P18

18.b. Karakteristik Perincian Jumlah Atribut Produk Sebagai Dasar Pertimbangan Responden Produk Minyak Goreng Curah Dalam Memutuskan Pembelian Minyak Goreng

Frequencies

Statistics

Karakteristik Responden MGTB P18

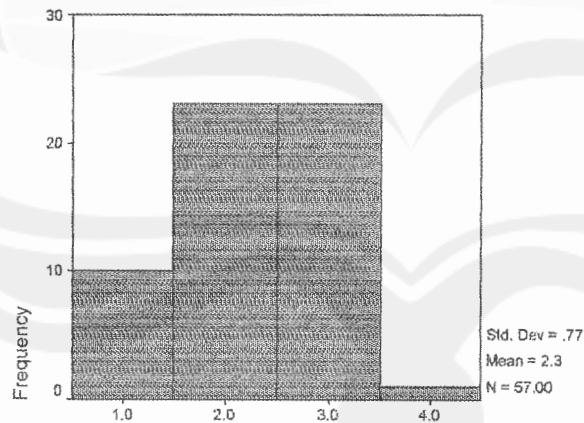
| | | |
|--------|---------|-------------------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.2632 |
| Median | | 2.0000 |
| Mode | | 2.00 ^a |
| Sum | | 129.00 |

a. Multiple modes exist. The smallest value is shown

Karakteristik Responden MGTB P18

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 10 | 17.5 | 17.5 | 17.5 |
| | 2.00 | 23 | 40.4 | 40.4 | 57.9 |
| | 3.00 | 23 | 40.4 | 40.4 | 98.2 |
| | 4.00 | 1 | 1.8 | 1.8 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P18



Karakteristik Responden MGTB P18

19.a. Karakteristik Alasan Responden Produk Minyak Goreng Bermerek Untuk Sering Atau Berganti-ganti Mengonsumsi Suatu Jenis Produk Minyak Goreng

Frequencies

Statistics

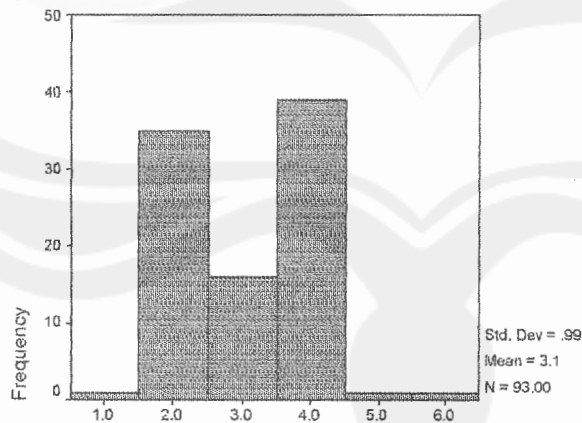
Karakteristik Responden MGB P19

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 3.0753 |
| Median | | 3.0000 |
| Mode | | 4.00 |
| Sum | | 286.00 |

Karakteristik Responden MGB P19

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.1 | 1.1 | 1.1 |
| | 2.00 | 35 | 37.6 | 37.6 | 38.7 |
| | 3.00 | 16 | 17.2 | 17.2 | 55.9 |
| | 4.00 | 39 | 41.9 | 41.9 | 97.8 |
| | 5.00 | 1 | 1.1 | 1.1 | 98.9 |
| | 6.00 | 1 | 1.1 | 1.1 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P19



Karakteristik Responden MGB P19

19.b. Karakteristik Alasan Responden Produk Minyak Goreng Curah Untuk Sering Atau Berganti-ganti Mengkonsumsi Suatu Jenis Produk Minyak Goreng

Frequencies

Statistics

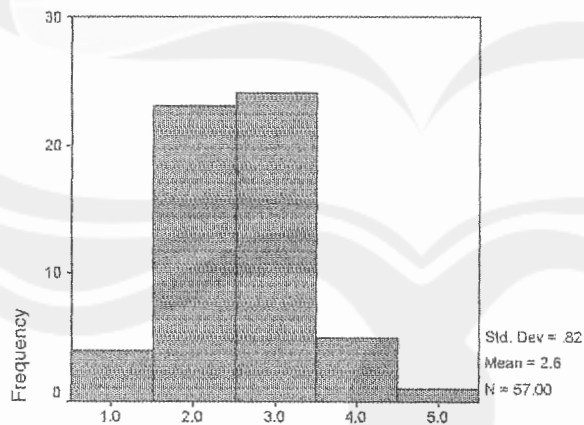
Karakteristik Responden MGTB P19

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.5789 |
| Median | | 3.0000 |
| Mode | | 3.00 |
| Sum | | 147.00 |

Karakteristik Responden MGTB P19

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 4 | 7.0 | 7.0 | 7.0 |
| | 2.00 | 23 | 40.4 | 40.4 | 47.4 |
| | 3.00 | 24 | 42.1 | 42.1 | 89.5 |
| | 4.00 | 5 | 8.8 | 8.8 | 98.2 |
| | 5.00 | 1 | 1.8 | 1.8 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P19



Karakteristik Responden MGTB P19

20.a. Karakteristik Faktor Utama Atau Dominan Yang Mempengaruhi Responden Produk Minyak Goreng Bermerek Sering Atau Berganti-ganti Jenis Produk

Frequencies

Statistics

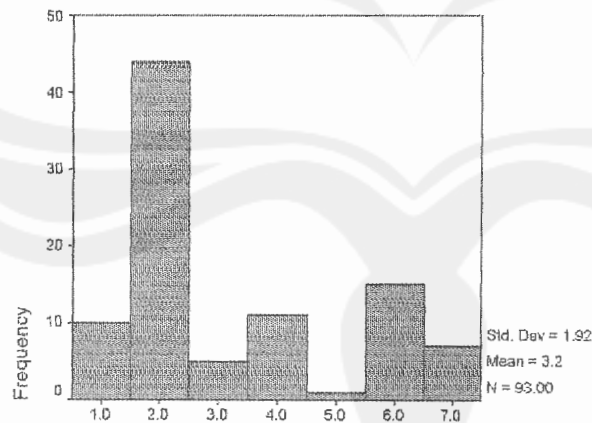
Karakteristik Responden MGB P20

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 3.2366 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 301.00 |

Karakteristik Responden MGB P20

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 10 | 10.8 | 10.8 | 10.8 |
| 2.00 | 44 | 47.3 | 47.3 | 58.1 |
| 3.00 | 5 | 5.4 | 5.4 | 63.4 |
| 4.00 | 11 | 11.8 | 11.8 | 75.3 |
| 5.00 | 1 | 1.1 | 1.1 | 76.3 |
| 6.00 | 15 | 16.1 | 16.1 | 92.5 |
| 7.00 | 7 | 7.5 | 7.5 | 100.0 |
| Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P20



Karakteristik Responden MGB P20

20.b. Karakteristik Faktor Utama Atau Dominan Yang Mempengaruhi Responden Produk Minyak Goreng Curah Sering Atau Berganti-ganti Jenis Produk

Frequencies

Statistics

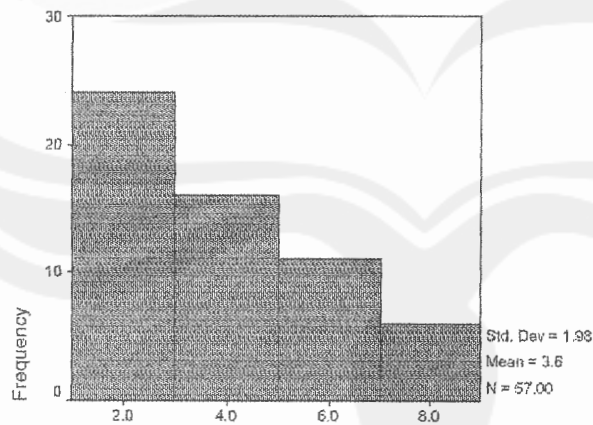
Karakteristik Responden MGTB P20

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 3.5965 |
| Median | | 3.0000 |
| Mode | | 2.00 |
| Sum | | 205.00 |

Karakteristik Responden MGTB P20

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 5 | 8.8 | 8.8 | 8.8 |
| | 2.00 | 19 | 33.3 | 33.3 | 42.1 |
| | 3.00 | 10 | 17.5 | 17.5 | 59.6 |
| | 4.00 | 6 | 10.5 | 10.5 | 70.2 |
| | 6.00 | 11 | 19.3 | 19.3 | 89.5 |
| | 7.00 | 6 | 10.5 | 10.5 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P20



Karakteristik Responden MGTB P20

Karakteristik Proses Pengambilan Keputusan Pembelian Responden Produk Minyak Goreng Bermerek Atas Alternatif Pertimbangan Dan Penentuan Evaluasi Dalam Penilaian Berbagai Alternatif Jenis Produk Minyak Goreng

Frequencies

Statistics

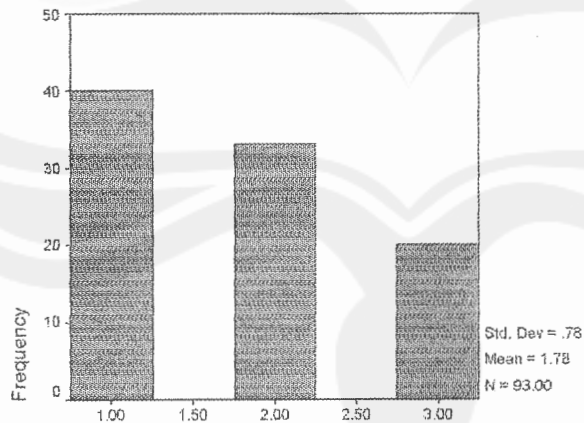
Karakteristik Responden MGB P21

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.7849 |
| Median | | 2.0000 |
| Mode | | 1.00 |
| Sum | | 166.00 |

Karakteristik Responden MGB P21

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 40 | 43.0 | 43.0 | 43.0 |
| | 2.00 | 33 | 35.5 | 35.5 | 78.5 |
| | 3.00 | 20 | 21.5 | 21.5 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P21



Karakteristik Responden MGB P21

21.b. Karakteristik Proses Pengambilan Keputusan Pembelian Responden Produk Minyak Goreng Curah Atas Alternatif Pertimbangan Dan Penentuan Evaluasi Dalam Penilaian Berbagai Alternatif Jenis Produk Minyak Goreng

Frequencies

Statistics

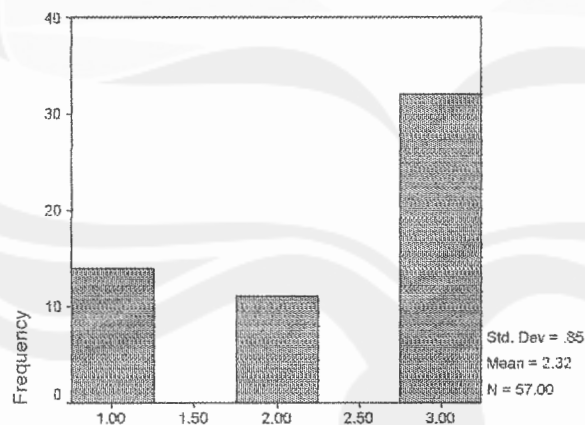
Karakteristik Responden MGTB P21

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.3158 |
| Median | | 3.0000 |
| Mode | | 3.00 |
| Sum | | 132.00 |

Karakteristik Responden MGTB P21

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 14 | 24.6 | 24.6 | 24.6 |
| | 2.00 | 11 | 19.3 | 19.3 | 43.9 |
| | 3.00 | 32 | 56.1 | 56.1 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P21



Karakteristik Responden MGTB P21

22.a. Karakteristik Tindakan Responden Produk Minyak Goreng Bermerek Apabila Jenis Produk Minyak Goreng Tidak Tersedia Di tempat Biasa Melakukan Pembelian

Frequencies

Statistics

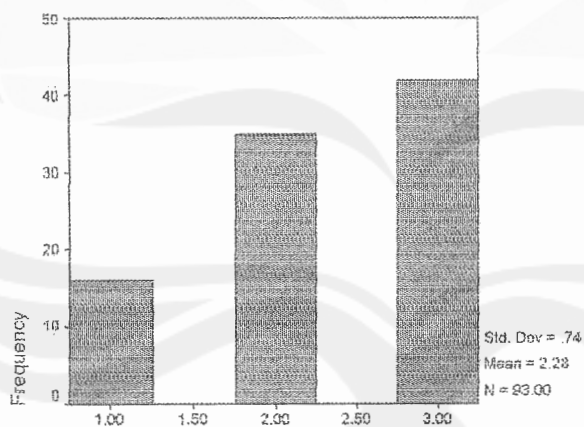
Karakteristik Responden MGB P22

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 2.2796 |
| Median | | 2.0000 |
| Mode | | 3.00 |
| Sum | | 212.00 |

Karakteristik Responden MGB P22

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 16 | 17.2 | 17.2 | 17.2 |
| | 2.00 | 35 | 37.6 | 37.6 | 54.8 |
| | 3.00 | 42 | 45.2 | 45.2 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P22



Karakteristik Responden MGB P22

22.b. Karakteristik Tindakan Responden Produk Minyak Goreng Curah Apabila Jenis Produk Minyak Goreng Tidak Tersedia Ditempat Biasa Melakukan Pembelian

Frequencies

Statistics

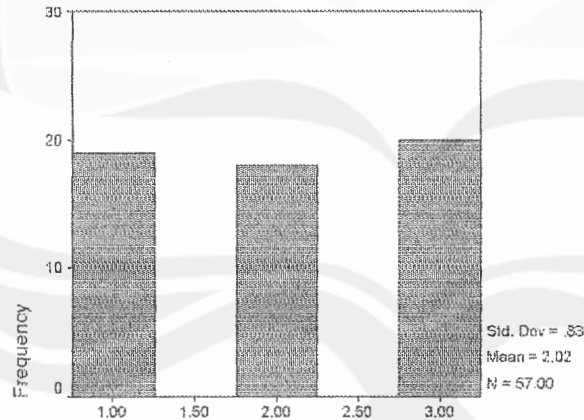
Karakteristik Responden MGTB P22

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.0175 |
| Median | | 2.0000 |
| Mode | | 3.00 |
| Sum | | 115.00 |

Karakteristik Responden MGTB P22

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 19 | 33.3 | 33.3 | 33.3 |
| 2.00 | 18 | 31.6 | 31.6 | 64.9 |
| 3.00 | 20 | 35.1 | 35.1 | 100.0 |
| Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P22



Karakteristik Responden MGTB P22

23.a. Karakteristik Sumber Informasi Tentang Produk Minyak Goreng Yang Paling Sering Dikonsumsi Oleh Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

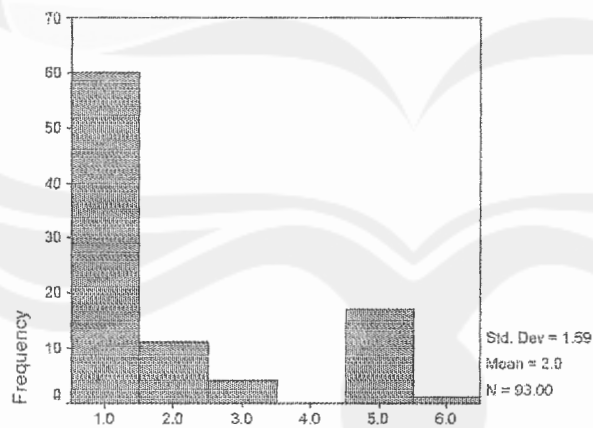
Karakteristik Responden MGB P23

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.9892 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 185.00 |

Karakteristik Responden MGB P23

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 60 | 64.5 | 64.5 | 64.5 |
| | 2.00 | 11 | 11.8 | 11.8 | 76.3 |
| | 3.00 | 4 | 4.3 | 4.3 | 80.6 |
| | 5.00 | 17 | 18.3 | 18.3 | 98.9 |
| | 6.00 | 1 | 1.1 | 1.1 | 100.0 |
| | Total | | 93 | 100.0 | 100.0 |

Karakteristik Responden MGB P23



Karakteristik Responden MGB P23

23.b. Karakteristik Sumber Informasi Tentang Produk Minyak Goreng Yang Paling Sering Dikonsumsi Oleh Responden Produk Minyak Goreng Curah

Frequencies

Statistics

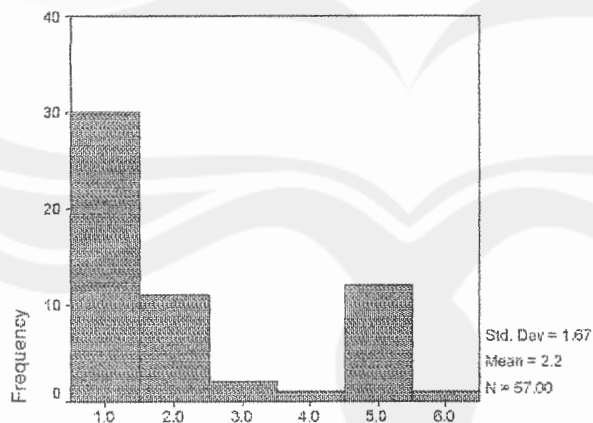
Karakteristik Responden MGTB P23

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.2456 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 128.00 |

Karakteristik Responden MGTB P23

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 30 | 52.6 | 52.6 | 52.6 |
| | 2.00 | 11 | 19.3 | 19.3 | 71.9 |
| | 3.00 | 2 | 3.5 | 3.5 | 75.4 |
| | 4.00 | 1 | 1.8 | 1.8 | 77.2 |
| | 5.00 | 12 | 21.1 | 21.1 | 98.2 |
| | 6.00 | 1 | 1.8 | 1.8 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P23



Karakteristik Responden MGTB P23

**24.a. Karakteristik Jumlah Tempat Pembelian Kebutuhan
Terutama Produk Minyak Goreng Yang Paling Sering
Dikonsumsi Responden Produk Minyak Goreng Bermerek**

Frequencies

Statistics

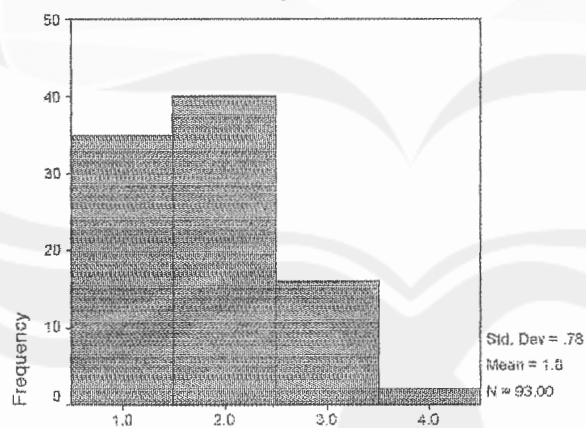
Karakteristik Responden MGB P24

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.8387 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 171.00 |

Karakteristik Responden MGB P24

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 35 | 37.6 | 37.6 | 37.6 |
| 2.00 | 40 | 43.0 | 43.0 | 80.6 |
| 3.00 | 16 | 17.2 | 17.2 | 97.8 |
| 4.00 | 2 | 2.2 | 2.2 | 100.0 |
| Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P24



Karakteristik Responden MGB P24

**24.b. Karakteristik Jumlah Tempat Pembelian Kebutuhan
Terutama Produk Minyak Goreng Yang Paling Sering
Dikonsumsi Responden Produk Minyak Goreng Curah**

Frequencies

Statistics

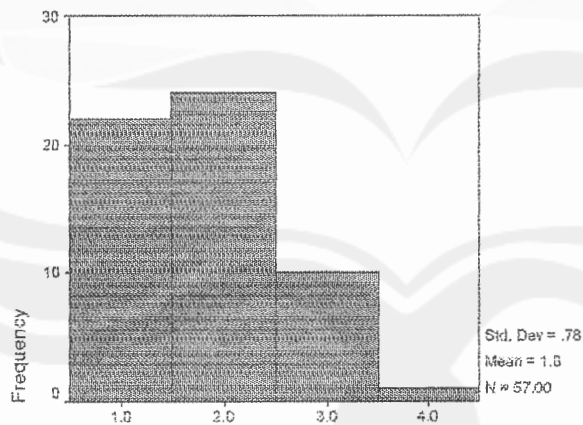
Karakteristik Responden MGTB P24

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 1.8246 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 104.00 |

Karakteristik Responden MGTB P24

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 22 | 38.6 | 38.6 | 38.6 |
| | 2.00 | 24 | 42.1 | 42.1 | 80.7 |
| | 3.00 | 10 | 17.5 | 17.5 | 98.2 |
| | 4.00 | 1 | 1.8 | 1.8 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P24



Karakteristik Responden MGTB P24

**25.a. Karakteristik Tempat Paling Sering Membeli Kebutuhan
Terutama Produk Minyak Goreng Yang Paling Sering
Dikonsumsi Responden Produk Minyak Goreng Bermerek**

Frequencies

Statistics

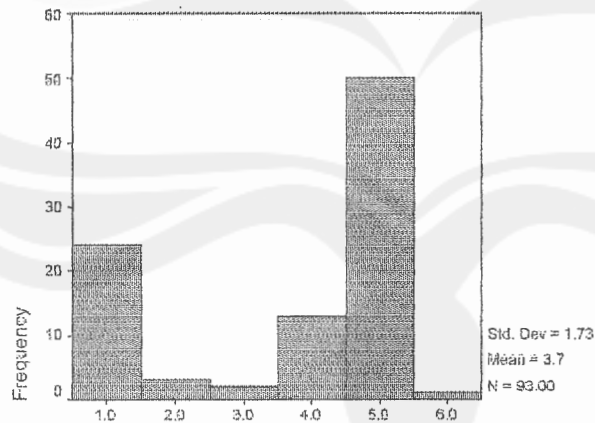
Karakteristik Responden MGB P25

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 3.6989 |
| Median | | 5.0000 |
| Mode | | 5.00 |
| Sum | | 344.00 |

Karakteristik Responden MGB P25

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 24 | 25.8 | 25.8 | 25.8 |
| | 2.00 | 3 | 3.2 | 3.2 | 29.0 |
| | 3.00 | 2 | 2.2 | 2.2 | 31.2 |
| | 4.00 | 13 | 14.0 | 14.0 | 45.2 |
| | 5.00 | 50 | 53.8 | 53.8 | 98.9 |
| | 6.00 | 1 | 1.1 | 1.1 | 100.0 |
| | Total | | 93 | 100.0 | 100.0 |

Karakteristik Responden MGB P25



Karakteristik Responden MGB P25

25.b. Karakteristik Tempat Paling Sering Membeli Kebutuhan Terutama Produk Minyak Goreng Yang Paling Sering Dikonsumsi Responden Produk Minyak Goreng Curah

Frequencies

Statistics

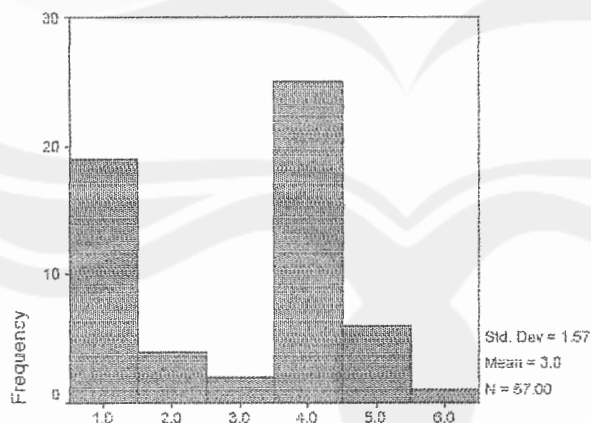
Karakteristik Responden MGTB P25

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.9649 |
| Median | | 4.0000 |
| Mode | | 4.00 |
| Sum | | 169.00 |

Karakteristik Responden MGTB P25

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 19 | 33.3 | 33.3 | 33.3 |
| | 2.00 | 4 | 7.0 | 7.0 | 40.4 |
| | 3.00 | 2 | 3.5 | 3.5 | 43.9 |
| | 4.00 | 25 | 43.9 | 43.9 | 87.7 |
| | 5.00 | 6 | 10.5 | 10.5 | 98.2 |
| | 6.00 | 1 | 1.8 | 1.8 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P25



Karakteristik Responden MGTB P25

26.a. Karakteristik Jumlah Nama-nama Merek Produk Minyak Goreng Yang Diketahui Oleh Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

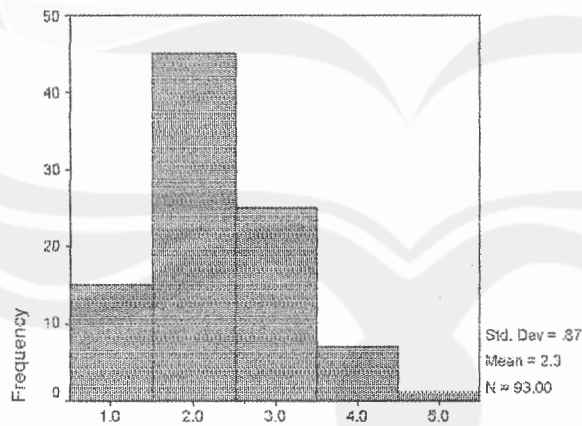
Karakteristik Responden MGB P26

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 2.2903 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 213.00 |

Karakteristik Responden MGB P26

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 15 | 16.1 | 16.1 | 16.1 |
| 2.00 | 45 | 48.4 | 48.4 | 64.5 |
| 3.00 | 25 | 26.9 | 26.9 | 91.4 |
| 4.00 | 7 | 7.5 | 7.5 | 98.9 |
| 5.00 | 1 | 1.1 | 1.1 | 100.0 |
| Total | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P26



Karakteristik Responden MGB P26

26.b. Karakteristik Jumlah Nama-nama Merek Produk Minyak Goreng Yang Diketahui Oleh Responden Produk Minyak Goreng Curah

Frequencies

Statistics

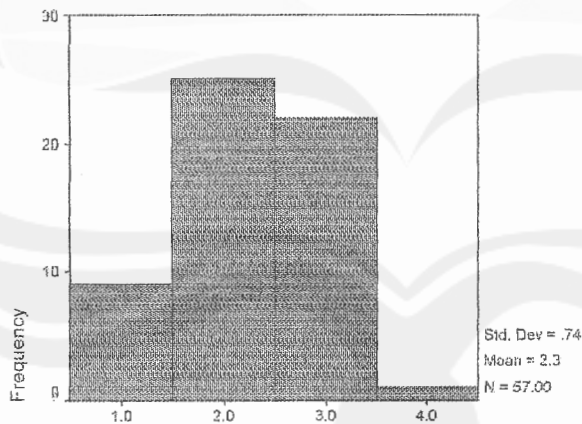
Karakteristik Responden MGTB P26

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.2632 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 129.00 |

Karakteristik Responden MGTB P26

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 9 | 15.8 | 15.8 | 15.8 |
| | 2.00 | 25 | 43.9 | 43.9 | 59.6 |
| | 3.00 | 22 | 38.6 | 38.6 | 98.2 |
| | 4.00 | 1 | 1.8 | 1.8 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P26



Karakteristik Responden MGTB P26

27.a. Karakteristik Nama Merek Produk Minyak Goreng Yang Paling Sering Dikonsumsi Oleh Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

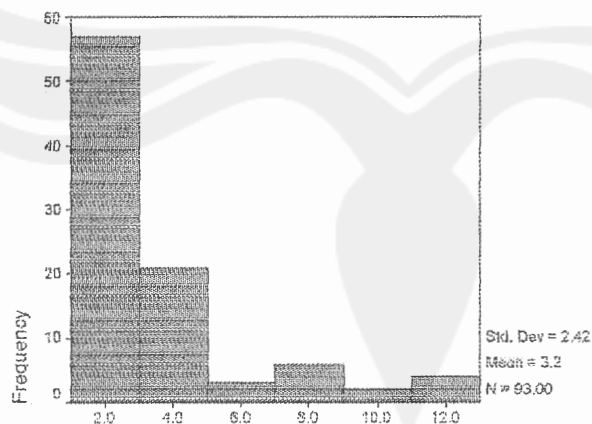
Karakteristik Responden MGB P27

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 3.1828 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 296.00 |

Karakteristik Responden MGB P27

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 5 | 5.4 | 5.4 | 5.4 |
| | 2.00 | 52 | 55.9 | 55.9 | 61.3 |
| | 3.00 | 20 | 21.5 | 21.5 | 82.8 |
| | 4.00 | 1 | 1.1 | 1.1 | 83.9 |
| | 5.00 | 1 | 1.1 | 1.1 | 84.9 |
| | 6.00 | 2 | 2.2 | 2.2 | 87.1 |
| | 7.00 | 5 | 5.4 | 5.4 | 92.5 |
| | 8.00 | 1 | 1.1 | 1.1 | 93.5 |
| | 9.00 | 1 | 1.1 | 1.1 | 94.6 |
| | 10.00 | 1 | 1.1 | 1.1 | 95.7 |
| | 11.00 | 4 | 4.3 | 4.3 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P27



Karakteristik Responden MGB P27

27.b. Karakteristik Nama Merek Produk Minyak Goreng Yang Paling Sering Dikonsumsi Oleh Responden Produk Minyak Goreng Curah

Frequencies

Statistics

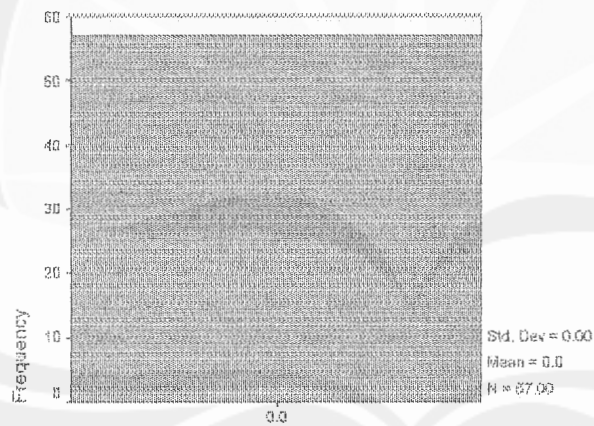
Karakteristik Responden MGTB P27

| | | |
|--------|---------|-------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | .0000 |
| Median | | .0000 |
| Mode | | .00 |
| Sum | | .00 |

Karakteristik Responden MGTB P27

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid .00 | 57 | 100.0 | 100.0 | 100.0 |

Karakteristik Responden MGTB P27



Karakteristik Responden MGTB P27

28.a. Karakteristik Model Pilihan Yang Digunakan Oleh Responden Produk Minyak Goreng Bermerek Dalam Menentukan Pilihan Diantara Berbagai Alternatif Produk Minyak Goreng

Frequencies

Statistics

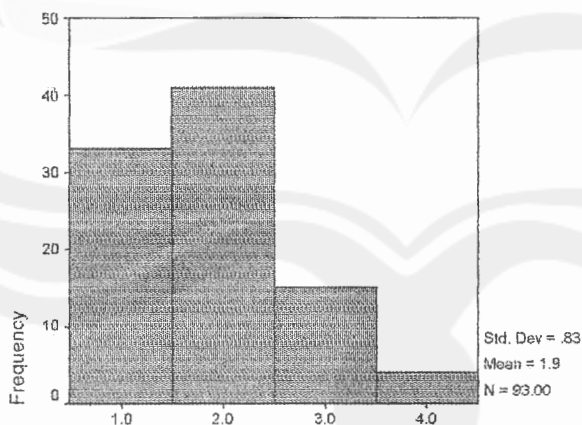
Karakteristik Responden MGB P28

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 1.8925 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 176.00 |

Karakteristik Responden MGB P28

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 33 | 35.5 | 35.5 | 35.5 |
| | 2.00 | 41 | 44.1 | 44.1 | 79.6 |
| | 3.00 | 15 | 16.1 | 16.1 | 95.7 |
| | 4.00 | 4 | 4.3 | 4.3 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P28



Karakteristik Responden MGB P28

28.b. Karakteristik Model Pilihan Yang Digunakan Oleh Responden Produk Minyak Goreng Curah Dalam Menentukan Pilihan Diantara Berbagai Alternatif Produk Minyak Goreng

Frequencies

Statistics

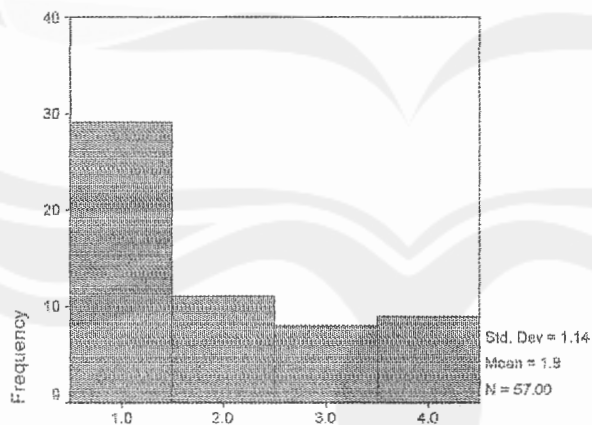
Karakteristik Responden MGTB P28

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 1.9474 |
| Median | | 1.0000 |
| Mode | | 1.00 |
| Sum | | 111.00 |

Karakteristik Responden MGTB P28

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 29 | 50.9 | 50.9 | 50.9 |
| | 2.00 | 11 | 19.3 | 19.3 | 70.2 |
| | 3.00 | 8 | 14.0 | 14.0 | 84.2 |
| | 4.00 | 9 | 15.8 | 15.8 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P28



Karakteristik Responden MGTB P28

29.a. Karakteristik Penilaian Responden Produk Minyak Goreng Bermerek Terhadap Pernyataan 1 Dan 2

Frequencies

Statistics

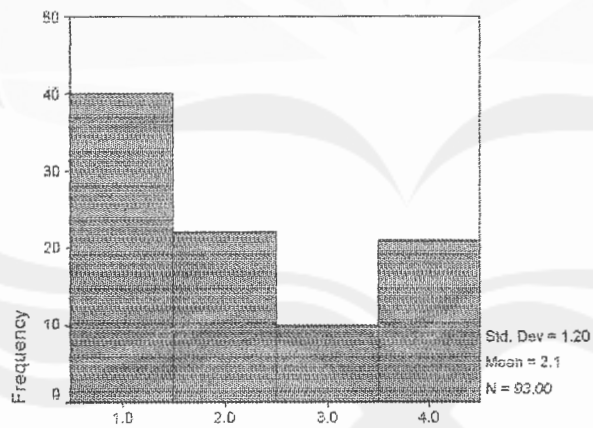
Karakteristik Responden MGB P29

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 2.1290 |
| Median | | 2.0000 |
| Mode | | 1.00 |
| Sum | | 198.00 |

Karakteristik Responden MGB P29

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 40 | 43.0 | 43.0 | 43.0 |
| | 2.00 | 22 | 23.7 | 23.7 | 66.7 |
| | 3.00 | 10 | 10.8 | 10.8 | 77.4 |
| | 4.00 | 21 | 22.6 | 22.6 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P29



Karakteristik Responden MGB P29

29.b. Karakteristik Penilaian Responden Produk Minyak Goreng Curah Terhadap Pernyataan 1 Dan 2

Frequencies

Statistics

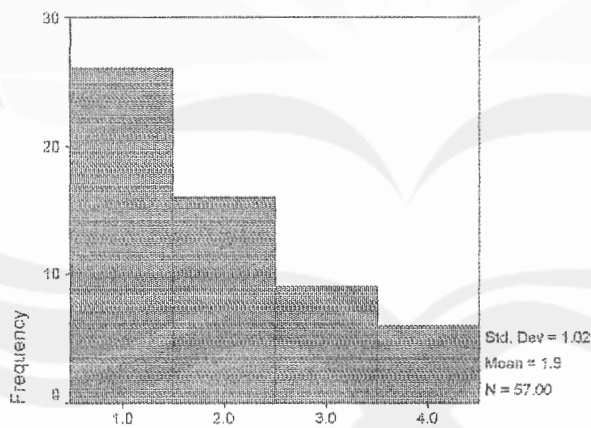
Karakteristik Responden MGTB P29

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 1.9123 |
| Median | | 2.0000 |
| Mode | | 1.00 |
| Sum | | 109.00 |

Karakteristik Responden MGTB P29

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 26 | 45.6 | 45.6 | 45.6 |
| | 2.00 | 16 | 28.1 | 28.1 | 73.7 |
| | 3.00 | 9 | 15.8 | 15.8 | 89.5 |
| | 4.00 | 6 | 10.5 | 10.5 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P29



Karakteristik Responden MGTB P29

30.a. Karakteristik Urutan Pertama Keputusan Pembelian Jenis Produk Minyak Goreng Yang Didasarkan Pada Lima Karakteristik Atribut Produk Oleh Responden Produk Minyak Goreng Bermerek

Frequencies

Statistics

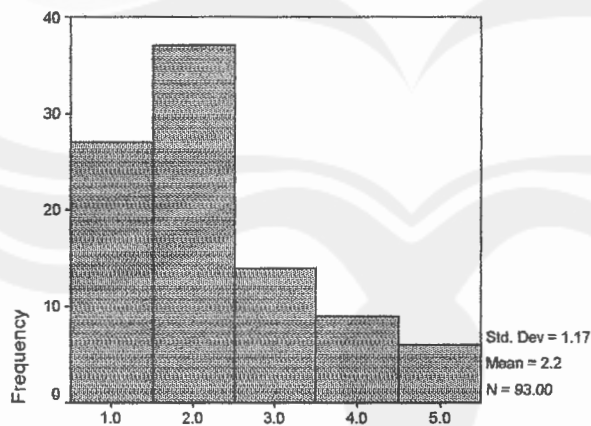
Karakteristik Responden MGB P30

| | | |
|--------|---------|--------|
| N | Valid | 93 |
| | Missing | 0 |
| Mean | | 2.2473 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 209.00 |

Karakteristik Responden MGB P30

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 27 | 29.0 | 29.0 | 29.0 |
| | 2.00 | 37 | 39.8 | 39.8 | 68.8 |
| | 3.00 | 14 | 15.1 | 15.1 | 83.9 |
| | 4.00 | 9 | 9.7 | 9.7 | 93.5 |
| | 5.00 | 6 | 6.5 | 6.5 | 100.0 |
| Total | | 93 | 100.0 | 100.0 | |

Karakteristik Responden MGB P30



Karakteristik Responden MGB P30

30.b. Karakteristik Urutan Pertama Keputusan Pembelian Jenis Produk Minyak Goreng Yang Didasarkan Pada Lima Karakteristik Atribut Produk Oleh Responden Produk Minyak Goreng Curah

Frequencies

Statistics

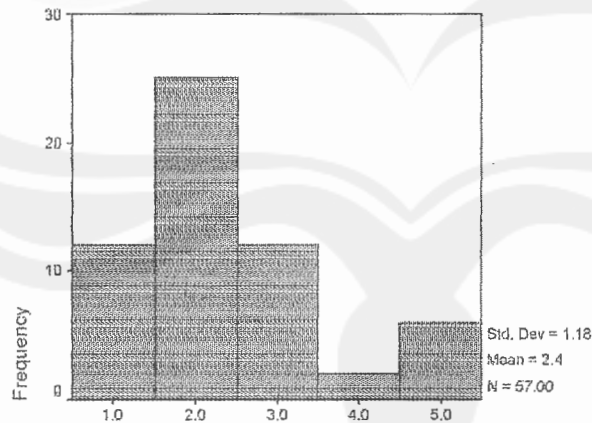
Karakteristik Responden MGTB P30

| | | |
|--------|---------|--------|
| N | Valid | 57 |
| | Missing | 0 |
| Mean | | 2.3860 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 136.00 |

Karakteristik Responden MGTB P30

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 12 | 21.1 | 21.1 | 21.1 |
| | 2.00 | 25 | 43.9 | 43.9 | 64.9 |
| | 3.00 | 12 | 21.1 | 21.1 | 86.0 |
| | 4.00 | 2 | 3.5 | 3.5 | 89.5 |
| | 5.00 | 6 | 10.5 | 10.5 | 100.0 |
| Total | | 57 | 100.0 | 100.0 | |

Karakteristik Responden MGTB P30



Karakteristik Responden MGTB P30

Analisis Independent Samples T-Test Berdasarkan Atribut-Karakteristik Produk

Group Statistics

| Kategori Minyak goreng bermerek/curah | N | Mean | Std. Deviation | Std. Error Mean | |
|---|-------------------|------------|------------------|--------------------|------------------|
| Wama menarik berwarna kuning keemasan | Bermerek Curah | 150 150 | 4.0333 3.4133 | 1.01939 1.13626 | .08323 .09278 |
| Sebelum digunakan berwarna bening sampai wama asli dan jernih | Bermerek Curah | 150 150 | 4.2467 3.5733 | .86650 1.07658 | .07075 .08790 |
| Setelah digunakan tetap bening seperti | Bermerek Curah | 150 150 | 4.1333 3.2733 | .84079 1.06119 | .06865 .08665 |
| Setelah digunakan berkali-kali warna tetap | Bermerek Curah | 150 150 | 3.6733 2.8800 | 1.09604 1.19237 | .08949 .09736 |
| Sebelum digunakan tidak ada endapan atau ampas | Bermerek Curah | 150 150 | 4.3733 3.5400 | .78190 1.22409 | .06384 .06995 |
| Setelah digunakan tetap tidak ada endapan atau | Bermerek Curah | 150 150 | 4.1600 3.4467 | .86761 1.10239 | .07084 .09001 |
| Setelah digunakan berkali-kali tetap tidak ada | Bermerek Curah | 150 150 | 3.7267 3.0333 | 1.08000 1.25006 | .08818 .10207 |
| Sebelum digunakan aroma tidak berbau / | Bermerek Curah | 150 150 | 4.3333 3.6133 | .97393 1.15152 | .07952 .09402 |
| Setelah digunakan aroma tidak berbau / tengik (satu) | Bermerek Curah | 150 150 | 4.0067 3.3467 | 1.05230 1.09903 | .08592 .08974 |
| Setelah digunakan berkali-kali aroma tetap | Bermerek Curah | 150 150 | 3.8000 2.9533 | 1.10520 1.13123 | .09024 .09236 |
| Kejenuhan stabil atau tidak mudah membeku | Bermerek Curah | 150 150 | 3.9933 3.1867 | .84739 1.05796 | .06919 .08638 |
| Non kolesterol atau sama sekali dari kolesterol | Bermerek Curah | 150 150 | 4.2200 3.5133 | 1.02237 1.24100 | .08348 .10133 |
| Mengandung provitamin A | Bermerek Curah | 150 150 | 4.2333 3.5133 | .84676 .90292 | .06914 .07372 |
| Mengandung provitamin E | Bermerek Curah | 150 150 | 4.2467 3.4933 | .81047 .91039 | .06617 .07433 |
| Mengandung vitamin selain provitamin A dan E | Bermerek Curah | 150 150 | 4.0867 3.4467 | .81871 .89395 | .06685 .07299 |
| Mengandung vitamin non esensial | Bermerek Curah | 150 150 | 3.8867 3.4800 | .97991 .87255 | .08001 .07124 |
| Mengandung omega 3 | Bermerek Curah | 150 150 | 4.1467 3.3933 | .83858 .94760 | .06847 .07737 |
| Mengandung omega 6 | Bermerek Curah | 150 150 | 4.0200 3.4000 | .90093 .84123 | .07356 .07685 |
| Mengandung omega 9 | Bermerek Curah | 150 150 | 4.1467 3.4267 | .87766 .92211 | .07166 .07529 |
| Mengandung karbohidrat dan protein | Bermerek Curah | 150 150 | 4.0800 3.5267 | .84758 .93906 | .06920 .07667 |
| Mengandung gizi | Bermerek Curah | 150 150 | 4.3333 3.6400 | .75677 .96433 | .06179 .07874 |
| Proses produksi secara modern atau | Bermerek Curah | 150 150 | 4.1933 3.1133 | .84103 1.26139 | .06887 .10299 |
| Melalui 2 x penyaringan | Bermerek Curah | 150 150 | 4.4267 3.2933 | .70802 1.21261 | .05781 .09901 |
| Melalui proses produksi yang higienis dan bersih | Bermerek Curah | 150 150 | 4.5067 3.6400 | .68293 1.18310 | .05576 .09680 |
| Produk higienis dan bersih | Bermerek Curah | 150 150 | 4.4733 3.7600 | .69221 1.08486 | .05652 .08858 |
| Murni tanpa campuran dan terbuat dari bahan | Bermerek Curah | 150 150 | 4.4067 3.6200 | .80349 1.15666 | .06560 .09444 |
| Diproses dari bahan baku alami kelapa sawit mumi | Bermerek Curah | 150 150 | 4.3400 3.5733 | .77572 1.09512 | .06334 .08942 |
| Diproduksi oleh perusahaan dalam negeri | Bermerek Curah | 150 150 | 4.0533 3.7867 | .86534 .90180 | .07065 .07363 |
| Halal untuk dikonsumsi | Bermerek Curah | 150 150 | 4.6067 4.2067 | .63348 1.03169 | .05172 .08424 |
| Kualitas mutu produk terjamin | Bermerek Curah | 150 150 | 4.5933 3.8067 | .54461 1.13337 | .04447 .09254 |
| Keawetan atau daya tahan dari kadaluarsa | Bermerek Curah | 150 150 | 3.7467 3.2133 | 1.06303 1.10269 | .08680 .09003 |
| Tanpa bahan pengawet | Bermerek Curah | 150 150 | 4.3267 3.7467 | .87850 1.16542 | .07173 .09516 |
| Tidak mengandung bahan pewarna | Bermerek Curah | 150 150 | 4.2933 3.7200 | .82370 1.11198 | .06725 .09079 |
| Aman untuk dikonsumsi setiap hari | Bermerek Curah | 150 150 | 4.5467 3.9067 | .61945 .97173 | .05058 .07934 |
| Cepat dalam menyerap panas | Bermerek Curah | 150 150 | 4.0533 3.4600 | .74893 .88712 | .06115 .07243 |
| Cepat saat digunakan untuk menggoreng atau | Bermerek Curah | 150 150 | 4.0133 3.5067 | .73262 1.02156 | .05882 .08341 |
| Tidak banyak diserap atau tersimpan pada | Bermerek Curah | 150 150 | 4.2133 3.5133 | .75606 1.10360 | .06173 .09011 |
| Efisien atau hemat saat digunakan | Bermerek Curah | 150 150 | 4.0733 3.6000 | .79509 1.02976 | .06492 .08408 |
| Irit dalam pemakaian sehan-hari (tidak cepat) | Bermerek Curah | 150 150 | 4.1733 3.5400 | .80890 1.02079 | .06605 .08335 |
| Dapat digunakan berkali-kali | Bermerek Curah | 150 150 | 3.8400 3.3267 | .94890 1.14398 | .07748 .09341 |
| Tidak boros atau penghematan uang | Bermerek Curah | 150 150 | 3.9467 3.6933 | .94682 1.02287 | .07731 .08352 |
| Mudah dan praktis dalam penggunaan dan | Bermerek Curah | 150 150 | 4.2533 3.6067 | .61510 1.12862 | .05022 .09215 |
| Tidak menyebabkan iritasi pada kulit dan tidak | Bermerek Curah | 150 150 | 4.2533 3.5533 | .75251 .97991 | .06144 .08001 |
| Alat memasak tidak mudah berkarat misal | Bermerek Curah | 150 150 | 4.1000 3.4800 | .81718 1.10957 | .06672 .09060 |
| Alat masak mudah dicuci atau dibersihkan setelah | Bermerek Curah | 150 150 | 4.1333 3.4533 | .82468 1.13862 | .06733 .09297 |

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 |
| Warna menarik berwarna kuning keemasan | 13.103 | .000 | 4.974 | 298 | .000 | .6200 | .12464 | .37472 | .86528 |
| Sebelum digunakan berwarna bening sampai warna asli dan jernih | 9.266 | .003 | 5.967 | 298 | .000 | .6733 | .11284 | .45127 | .89539 |
| Setelah digunakan warna tetap bening seperti warna asli dan tetap jernih (satu x pemakaian) | 29.431 | .000 | 7.780 | 298 | .000 | .8600 | .11055 | .64245 | 1.07755 |
| Setelah digunakan berkali-kali warna tetap bening seperti warna asli dan tetap jernih | 1.448 | .230 | 5.999 | 298 | .000 | .7933 | .13224 | .53309 | 1.05357 |
| Sebelum digunakan tidak ada endapan atau ampas | 43.349 | .000 | 7.027 | 298 | .000 | .8333 | .11860 | .59994 | 1.06673 |
| Setelah digunakan tetap tidak ada endapan atau ampas (satu x pemakaian) | 17.991 | .000 | 6.228 | 298 | .000 | .7133 | .11454 | .48792 | .93875 |
| Setelah digunakan berkali-kali tetap tidak ada endapan atau ampas | 5.154 | .024 | 5.140 | 298 | .000 | .6933 | .13488 | .42789 | .95878 |
| | | | 5.140 | 291.847 | .000 | .6933 | .13488 | .42787 | .95880 |

| | 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 |
| Sebelum digunakan aroma tidak berbau / tengik | 10.110 | .002 | 5.847 | 298 | .000 | .7200 | .12314 | .47766 | .96234 |
| Setelah digunakan aroma tidak berbau / tengik (satu x pemakaian) | 5.282 | .022 | 5.312 | 298 | .000 | .6600 | .12424 | .41551 | .90449 |
| Setelah digunakan berkali-kali aroma tetap tidak berbau / tengik | .490 | .485 | 6.557 | 298 | .000 | .8467 | .12913 | .59255 | 1.10079 |
| Kejenuhan stabil atau tidak mudah membeku | 29.129 | .000 | 7.289 | 298 | .000 | .8067 | .11068 | .58886 | 1.02447 |
| Non kolesterol atau sama sekali dari kolesterol (tanpa mengandung lemak) | 15.740 | .000 | 5.383 | 298 | .000 | .7067 | .13128 | .44831 | .96503 |
| Mengandung provitamin A | 4.339 | .038 | 7.124 | 298 | .000 | .7200 | .10107 | .52110 | .91890 |
| Mengandung provitamin E | 6.882 | .009 | 7.570 | 298 | .000 | .7533 | .09952 | .55748 | .94919 |
| Mengandung vitamin selain provitamin A dan E | 4.514 | .034 | 6.466 | 298 | .000 | .6400 | .09898 | .44522 | .83478 |
| | | | 6.466 | 295.726 | .000 | .6400 | .09898 | .44521 | .83479 |

| | 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 | |
| Mengandung vitamin non esensial | .477 | .490 | 3.796 | 298 | .000 | .4067 | .10713 | .19584 | .61750 | |
| | | | 3.796 | 294.075 | .000 | .4067 | .10713 | .19583 | .61751 | |
| Mengandung omega 3 | 6.213 | .013 | 7.292 | 298 | .000 | .7533 | .10332 | .55001 | .95665 | |
| | | | 7.292 | 293.655 | .000 | .7533 | .10332 | .55000 | .95667 | |
| Mengandung omega 6 | 2.518 | .114 | 5.828 | 298 | .000 | .6200 | .10638 | .41064 | .82936 | |
| | | | 5.828 | 297.431 | .000 | .6200 | .10638 | .41064 | .82936 | |
| Mengandung omega 9 | 2.225 | .137 | 6.927 | 298 | .000 | .7200 | .10394 | .51545 | .92455 | |
| | | | 6.927 | 297.276 | .000 | .7200 | .10394 | .51545 | .92455 | |
| Mengandung karbohidrat dan protein | 7.144 | .008 | 5.357 | 298 | .000 | .5533 | .10329 | .35007 | .75660 | |
| | | | 5.357 | 294.923 | .000 | .5533 | .10329 | .35006 | .75661 | |
| Mengandung gizi | 14.553 | .000 | 6.927 | 298 | .000 | .6933 | .10009 | .49636 | .89030 | |
| | | | 6.927 | 282.059 | .000 | .6933 | .10009 | .49632 | .89035 | |
| Proses produksi secara modern atau menggunakan alat produksi berteknologi | 28.376 | .000 | 8.725 | 298 | .000 | 1.0800 | .12379 | .83640 | 1.32360 | |
| | | | 8.725 | 259.617 | .000 | 1.0800 | .12379 | .83625 | 1.32375 | |
| Melalui 2 x penyiangan | 67.013 | .000 | 9.885 | 298 | .000 | 1.1333 | .11465 | .90771 | 1.35896 | |
| | | | 9.885 | 240.016 | .000 | 1.1333 | .11465 | .90748 | 1.35918 | |

| | 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 |
| Melalui proses produksi yang higienis dan bersih | 59.372 | .000 | 7.770 | 298 | .000 | .8667 | .11154 | .64716 | 1.08617 |
| | | | | | | | | | |
| Produk higienis dan bersih | 34.596 | .000 | 6.789 | 298 | .000 | .7133 | .10507 | .50655 | .92011 |
| | | | | | | | | | |
| Murni tanpa campuran dan terbuat dari bahan alami | 33.260 | .000 | 6.841 | 298 | .000 | .7867 | .11499 | .56037 | 1.01296 |
| | | | | | | | | | |
| Diproses dari bahan baku alami kelapa sawit murni | 22.053 | .000 | 6.997 | 298 | .000 | .7667 | .10958 | .55103 | .98231 |
| | | | | | | | | | |
| Diproduksi oleh perusahaan dalam negeri | .960 | .328 | 2.613 | 298 | .009 | .2667 | .10205 | .06584 | .46749 |
| | | | | | | | | | |
| Halal untuk dikonsumsi | 26.102 | .000 | 4.047 | 298 | .000 | .4000 | .09885 | .20547 | .59453 |
| | | | | | | | | | |
| Kualitas mutu produk terjamin | 64.097 | .000 | 7.662 | 298 | .000 | .7867 | .10267 | .58462 | .98871 |
| | | | | | | | | | |
| Keawetan atau daya tahan dari kadaluarsa dalam jangka waktu tertentu | 2.736 | .099 | 4.265 | 298 | .000 | .5333 | .12506 | .28722 | .77944 |
| | | | | | | | | | |
| | | | 4.265 | 297.601 | .000 | .5333 | .12506 | .28722 | .77944 |

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|------|------------------------------|---------|-----------------|-----------------|-----------------|---|--------|
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | Lower | Upper |
| Tanpa bahan pengawet | 16.301 | .000 | 4.867 | 298 | .000 | .5800 | .11916 | .34549 | .81451 |
| Tidak mengandung bahan pewarna | 18.970 | .000 | 5.074 | 298 | .000 | .5733 | .11299 | .35098 | .79569 |
| Aman untuk dikonsumsi setiap hari | 9.614 | .002 | 6.802 | 298 | .000 | .6400 | .09409 | .45483 | .82517 |
| Cepat dalam menyerap panas | 15.731 | .000 | 6.259 | 298 | .000 | .5933 | .09479 | .40678 | .77988 |
| Cepat saat digunakan untuk menggoreng atau merebus | 38.970 | .000 | 4.936 | 298 | .000 | .5067 | .10264 | .30467 | .70866 |
| Tidak banyak diserap atau tersimpan pada bahan makanan setelah proses memasak | 34.536 | .000 | 4.936 | 270.205 | .000 | .5067 | .10264 | .30459 | .70875 |
| Efisien atau hemat saat digunakan | 21.288 | .000 | 4.456 | 298 | .000 | .4733 | .10623 | .26429 | .68238 |
| Irit dalam pemakaian sehari-hari (tidak cepat habis/menguap) | 17.254 | .000 | 5.956 | 298 | .000 | .6333 | .10634 | .42405 | .84261 |
| | | | 5.956 | 283.207 | .000 | .6333 | .10634 | .42401 | .84266 |

| | 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 |
| Dapat digunakan berkali-kali | 15.258 | .000 | 4.230 | 298 | .000 | .5133 | .12136 | .27451 | .75216 |
| | | | 4.230 | 288.157 | .000 | .5133 | .12136 | .27448 | .75219 |
| Tidak boros atau penghematan uang belanja dalam penggunaan produk | 5.424 | .021 | 2.226 | 298 | .027 | .2533 | .11380 | .02937 | .47730 |
| | | | 2.226 | 296.239 | .027 | .2533 | .11380 | .02937 | .47730 |
| Mudah dan praktis dalam penggunaan dan penyimpanan | 66.188 | .000 | 6.162 | 298 | .000 | .6467 | .10495 | .44013 | .85320 |
| | | | 6.162 | 230.338 | .000 | .6467 | .10495 | .43989 | .85345 |
| Tidak menyebabkan iritasi pada kulit dan tidak lengket pada kulit | 15.606 | .000 | 6.939 | 298 | .000 | .7000 | .10088 | .50147 | .89853 |
| | | | 6.939 | 279.391 | .000 | .7000 | .10088 | .50142 | .89858 |
| Alat masak tidak mudah berkarat misal pada kualii pengorengan | 27.008 | .000 | 5.510 | 298 | .000 | .6200 | .11251 | .39858 | .84142 |
| | | | 5.510 | 273.894 | .000 | .6200 | .11251 | .39850 | .84150 |
| Alat masak mudah dicuci atau dibersihkan setelah menggunakan produk | 37.639 | .000 | 5.924 | 298 | .000 | .6800 | .11479 | .45410 | .90590 |
| | | | 5.924 | 271.589 | .000 | .6800 | .11479 | .45401 | .90599 |

Paired Samples Statistics

| | Mean | N | Std. Deviation | Std. Error Mean |
|---|--------|----|----------------|-----------------|
| Pair 1 Karakteristik produk minyak goreng bermerek | 4.1607 | 45 | .22353 | .03332 |
| Karakteristik produk minyak goreng tidak bermerek | 3.5013 | 45 | .24027 | .03582 |

Paired Samples Correlations

| Pair | N | Correlation | Sig. |
|--|----|-------------|------|
| 1 Karakteristik produk minyak goreng bermerek & Karakteristik produk minyak goreng tidak bermerek | 45 | .659 | .000 |

Paired Samples Test

| Paired Differences | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | t | df | Sig. (2-tailed) |
|---|-------|----------------|-----------------|---|-------|--------|-----------------|
| Karakteristik produk minyak goreng bermerek - Karakteristik produk minyak goreng tidak bermerek | .6593 | .19220 | .02865 | .6016 Lower Upper | .7171 | 23.012 | .000 |

Analisis Independent Samples T-Test Berdasarkan Atribut-Karakteristik Fungsi

Group Statistics

| | Kategori minyak goreng bermerek/curah | N | Mean | Std. Deviation | Std. Error Mean |
|---|--|-----|--------|----------------|--------------------|
| Membuat makanan menjadi enak | Bermerek | 150 | 4.1800 | .68610 | .05602 |
| | Curah | 150 | 3.6000 | .89742 | .07327 |
| Membuat makanan menjadi gurih dan tidak berminyak | Bermerek | 150 | 4.1467 | .67939 | .05547 |
| | Curah | 150 | 3.5133 | 1.00159 | .08178 |
| Membuat makanan menjadi lebih renyah atau | Bermerek | 150 | 4.1133 | .78181 | .06383 |
| | Curah | 150 | 3.5867 | 1.06303 | .08680 |
| Menjaga kestabilan citra rasa makanan terjamin | Bermerek | 150 | 4.2467 | .65474 | .05346 |
| | Curah | 150 | 3.4667 | 1.05338 | .08601 |
| Menciptakan hasrat atau mengandung selera | Bermerek | 150 | 4.0600 | .79622 | .06501 |
| | Curah | 150 | 3.3867 | 1.02837 | .08397 |
| Saat menggoreng atau merebus kadungan gizi | Bermerek | 150 | 4.2133 | .71968 | .05876 |
| | Curah | 150 | 3.5867 | 1.05032 | .08576 |
| Warna bahan makanan tetap cerah dan menarik | Bermerek | 150 | 4.1933 | .68244 | .05572 |
| | Curah | 150 | 3.5733 | 1.00567 | .08211 |
| Makanan yang digoreng/direbus lebih | Bermerek | 150 | 3.7467 | .97751 | .07981 |
| | Curah | 150 | 3.4400 | 1.06488 | .08695 |
| Sesuai untuk segala jenis makanan | Bermerek | 150 | 4.1533 | .65268 | .05329 |
| | Curah | 150 | 3.7067 | 1.00031 | .08168 |
| Sifat pembakaran lebih baik untuk kue dan roti | Bermerek | 150 | 3.7000 | .90302 | .07373 |
| | Curah | 150 | 3.1133 | 1.01358 | .08276 |
| Menyehatkan dan menyuplai gizi yang | Bermerek | 150 | 4.1600 | .85984 | .07021 |
| | Curah | 150 | 3.4333 | 1.05815 | .08640 |
| Menyehatkan dan aman bagi keluarga | Bermerek | 150 | 4.2333 | .72738 | .05939 |
| | Curah | 150 | 3.6133 | 1.04776 | .08555 |
| Kesehatan tubuh terjamin sepanjang hidup | Bermerek | 150 | 3.7733 | .96340 | .07866 |
| | Curah | 150 | 3.3267 | 1.05230 | .08592 |
| Menyembuhkan satu atau berbagai penyakit | Bermerek | 150 | 3.3800 | .99441 | .08119 |
| | Curah | 150 | 3.0400 | 1.12256 | .09166 |
| Mencegah berbagai penyakit, misalnya | Bermerek | 150 | 3.8133 | 1.01919 | .08322 |
| | Curah | 150 | 3.2600 | 1.16106 | .09480 |
| Mengoptimalkan fungsi mata | Bermerek | 150 | 3.6667 | 1.05338 | .08601 |
| | Curah | 150 | 3.1400 | 1.04291 | .08515 |
| Dapat mengatur diet | Bermerek | 150 | 3.8600 | .98328 | .08028 |
| | Curah | 150 | 3.2067 | 1.08248 | .08838 |
| Tidak membuat gemuk | Bermerek | 150 | 3.8467 | 1.02804 | .08394 |
| | Curah | 150 | 3.2267 | 1.10001 | .08982 |
| Mencerminkan status | Bermerek | 150 | 2.8600 | 1.18735 | .09695 |
| | Curah | 150 | 2.4467 | 1.12050 | .09149 |
| Menanamkan kebanggaan dan | Bermerek | 150 | 3.1600 | .92743 | .07572 |
| | Curah | 150 | 2.8467 | 1.00827 | .08232 |
| Mencerminkan gaya hidup sehat | Bermerek | 150 | 3.8000 | .76851 | .06275 |
| | Curah | 150 | 3.2333 | .98592 | .08050 |
| Menciptakan suasana kebersamaan makan | Bermerek | 150 | 3.6533 | .86689 | .07078 |
| | Curah | 150 | 3.4733 | 1.07876 | .08808 |
| Menunjukkan produk turun temurun atau | Bermerek | 150 | 3.2533 | .87613 | .07154 |
| | Curah | 150 | 3.0333 | .85465 | .06978 |
| Sesuai dengan menu favorit anggota keluarga | Bermerek | 150 | 3.7533 | .79374 | .06481 |
| | Curah | 150 | 3.1867 | .92240 | .07531 |
| Sesuai dengan menu favorit anggota keluarga | Bermerek | 150 | 3.7533 | .75027 | .06126 |
| | Curah | 150 | 3.2467 | .85872 | .07011 |
| Sesuai dengan menu favorit anggota keluarga | Bermerek | 150 | 3.8133 | .78052 | .06373 |
| | Curah | 150 | 3.2933 | .98680 | .08057 |
| Sesuai dengan menu favorit yang disajikan | Bermerek | 150 | 3.7600 | .82478 | .06734 |
| | Curah | 150 | 3.2200 | .93313 | .07619 |
| Sesuai dan cocok dengan masakan khas daerah | Bermerek | 150 | 3.6667 | .90980 | .07429 |
| | Curah | 150 | 3.2000 | .88234 | .07204 |
| Sesuai dan cocok dengan menu masakan nasional | Bermerek | 150 | 3.7267 | .87391 | .07135 |
| | Curah | 150 | 3.2600 | .87799 | .07169 |

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 |
| Membuat makanan menjadi enak | 18.627 | .000 | 6.288 | 298 | .000 | .5800 | .09224 | .39848 | .76152 |
| Membuat makanan menjadi gurih dan tidak berminyak | 42.215 | .000 | 6.409 | 298 | .000 | .6333 | .09882 | .43886 | .82780 |
| Membuat makanan menjadi lebih renyah atau garing | 32.712 | .000 | 4.888 | 298 | .000 | .5267 | .10774 | .31463 | .73870 |
| Menjaga kestabilan citra rasa makanan terjamin | 51.826 | .000 | 7.702 | 298 | .000 | .7800 | .10127 | .58071 | .97929 |
| Menciptakan hasrat atau mengandung selera makan | 17.811 | .000 | 6.341 | 298 | .000 | .6733 | .10619 | .46435 | .88231 |
| Saat menggoreng atau merebus kadungan gizi dan vitamin tidak hilang | 32.175 | .000 | 6.028 | 298 | .000 | .6267 | .10396 | .42208 | .83125 |
| Warna bahan makanan tetap cerah dan menarik | 37.010 | .000 | 6.248 | 298 | .000 | .6200 | .09923 | .42471 | .81529 |
| | | | 6.248 | 262.219 | .000 | .6200 | .09923 | .42460 | .81540 |

| | 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 |
| Makanan yang digoreng/direbus lebih tahan lama | 1.831 | .177 | 2.598 | 298 | .010 | .3067 | .11803 | .07440 | .53893 |
| Sesuai untuk segala jenis makanan | 31.726 | .000 | 4.580 | 298 | .000 | .4467 | .09752 | .25474 | .63859 |
| Sifat pembakaran lebih baik untuk kue dan roti | .964 | .327 | 5.293 | 298 | .000 | .5867 | .11084 | .36854 | .80479 |
| Menyehatkan dan menyuplai gizi yang diperlukan oleh metabolisme tubuh | 14.907 | .000 | 6.527 | 298 | .000 | .7267 | .11133 | .50758 | .94575 |
| Menyehatkan dan aman bagi keluarga | 27.752 | .000 | 5.953 | 298 | .000 | .6200 | .10414 | .41505 | .82495 |
| Kesehatan tubuh terjamin sepanjang hidup | 3.043 | .082 | 3.834 | 298 | .000 | .4467 | .11649 | .21742 | .67591 |
| Menyembuhkan satu atau berbagai penyakit | .514 | .474 | 2.777 | 298 | .006 | .3400 | .12245 | .09903 | .58097 |
| Mencegah berbagai penyakit, misalnya jantung | 4.364 | .038 | 4.387 | 298 | .000 | .5533 | .12614 | .30509 | .80158 |
| | | | 4.387 | 293.078 | .000 | .5533 | .12614 | .30507 | .80159 |

| | 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 | |
| Mengoptimalkan fungsi mata | .880 | .349 | 4.352 | 298 | .000 | .5267 | .12103 | .28848 | .76485 | |
| | | | 4.352 | 297.970 | .000 | .5267 | .12103 | .28848 | .76485 | |
| Dapat mengatur diet | 2.596 | .108 | 5.472 | 298 | .000 | .6533 | .11940 | .41835 | .88832 | |
| | | | 5.472 | 295.289 | .000 | .6533 | .11940 | .41834 | .88832 | |
| Tidak membuat gemuk | 1.147 | .285 | 5.043 | 298 | .000 | .6200 | .12293 | .37807 | .86193 | |
| | | | 5.043 | 296.646 | .000 | .6200 | .12293 | .37807 | .86193 | |
| Mencerminkan status | .097 | .756 | 3.101 | 298 | .002 | .4133 | .13330 | .15101 | .67566 | |
| | | | 3.101 | 297.005 | .002 | .4133 | .13330 | .15100 | .67567 | |
| Menanamkan kebanggaan dan perasaan baik tentang diri sendiri | 1.087 | .298 | 2.801 | 298 | .005 | .3133 | .11186 | .09321 | .53346 | |
| | | | 2.801 | 295.943 | .005 | .3133 | .11186 | .09320 | .53347 | |
| Mencerminkan gaya hidup sehat | 12.510 | .000 | 5.552 | 298 | .000 | .5667 | .10207 | .36580 | .76753 | |
| | | | 5.552 | 281.243 | .000 | .5667 | .10207 | .36576 | .76758 | |
| Menciptakan suasana kebersamaan makan sekeluarga | 9.920 | .002 | 1.593 | 298 | .112 | .1800 | .11300 | -.04237 | .40237 | |
| | | | 1.593 | 284.806 | .112 | .1800 | .11300 | -.04241 | .40241 | |
| Menunjukkan produk turun temurun atau sesuai dengan budaya keluarga. | 3.361 | .068 | 2.201 | 298 | .028 | .2200 | .09993 | .02333 | .41667 | |
| | | | 2.201 | 297.817 | .028 | .2200 | .09993 | .02333 | .41667 | |

| | 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 |
| Sesuai dengan menu favorit anggota keluarga terutama orang tua : ayah dan ibu | 5.450 | .020 | 5.703 | 298 | .000 | .5667 | .09936 | .37113 | .76220 |
| | | | 5.703 | 291.519 | .000 | .5667 | .09936 | .37111 | .76222 |
| Sesuai dengan menu favorit anggota keluarga terutama suami/pasangan | 3.000 | .084 | 5.442 | 298 | .000 | .5067 | .09311 | .32344 | .68990 |
| | | | 5.442 | 292.728 | .000 | .5067 | .09311 | .32342 | .68991 |
| Sesuai dengan menu favorit anggota keluarga terutama anak-anak | 13.380 | .000 | 5.062 | 298 | .000 | .5200 | .10273 | .31783 | .72217 |
| | | | 5.062 | 282.991 | .000 | .5200 | .10273 | .31779 | .72221 |
| Sesuai dengan menu favorit yang disajikan untuk teman atau sahabat | 2.571 | .110 | 5.310 | 298 | .000 | .5400 | .10169 | .33989 | .74011 |
| | | | 5.310 | 293.573 | .000 | .5400 | .10169 | .33987 | .74013 |
| Sesuai dan cocok dengan masakan khas daerah suatu komunitas/budaya tertentu | .903 | .343 | 4.510 | 298 | .000 | .4667 | .10348 | .26302 | .67031 |
| | | | 4.510 | 297.720 | .000 | .4667 | .10348 | .26302 | .67031 |
| Sesuai dan cocok dengan menu masakan nasional | .291 | .590 | 4.614 | 298 | .000 | .4667 | .10115 | .26762 | .66572 |
| | | | 4.614 | 297.994 | .000 | .4667 | .10115 | .26762 | .66572 |

Paired Samples Statistics

| Pair | Mean | N | Std. Deviation | Std. Error Mean |
|---|--------|----|----------------|-----------------|
| 1 Karakteristik fungsi minyak goreng bermerek | 3.8138 | 29 | .33994 | .06313 |
| Karakteristik fungsi minyak goreng tidak bermerek | 3.2948 | 29 | .26250 | .04874 |

Paired Samples Correlations

| Pair | N | Correlation | Sig. |
|---|----|-------------|------|
| 1 Karakteristik fungsi minyak goreng bermerek & Karakteristik fungsi minyak goreng tidak bermerek | 29 | .918 | .000 |

Paired Samples Test

| | | | |
|--------------------|---|----------------|---|
| Paired Differences | Mean | .5190 | Karakteristik fungsi minyak goreng bermerek - Karakteristik fungsi minyak goreng tidak bermerek |
| | Std. Deviation | .14386 | |
| | Std. Error Mean | .02671 | |
| | 95% Confidence Interval of the Difference | .4642 .5737 | Lower Upper |
| t | | 19.427 | |
| df | | 28 | |
| Sig. (2-tailed) | | .000 | |

Analisis Independent Samples T-Test Berdasarkan Atribut-Karakteristik Harga

Group Statistics

| | Kategori minyak g bermerek/curah | N | Mean | Std. Deviation | Std. Error Mean |
|--|-------------------------------------|-----|--------|----------------|--------------------|
| Terjangkau | Bermerek | 150 | 4.1400 | .63489 | .05184 |
| | Curah | 150 | 3.9333 | .88740 | .07246 |
| Kenaikan harga pa produk dianggap w | Bermerek | 150 | 3.5133 | .84929 | .06934 |
| | Curah | 150 | 3.1200 | 1.09863 | .08970 |
| Pembelian mempe diskon rabat (poton | Bermerek | 150 | 3.8733 | .94334 | .07702 |
| | Curah | 150 | 3.6400 | 1.05729 | .08633 |
| Pembelian mempe hadiah | Bermerek | 150 | 3.7067 | 1.02024 | .08330 |
| | Curah | 150 | 3.3333 | 1.20216 | .09816 |
| Harga yang mening disertai dengan | Bermerek | 150 | 3.5333 | 1.04056 | .08496 |
| | Curah | 150 | 3.1600 | .99718 | .08142 |
| Harga sama diman pada setiap tempat | Bermerek | 150 | 3.8267 | 1.07907 | .08811 |
| | Curah | 150 | 3.5733 | 1.11936 | .09140 |

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 |
| Terjangkau | 3.496 | .063 | 2.320 | 298 | .021 | .2067 | .08909 | .03134 | .38199 |
| | | | 2.320 | 269.869 | .021 | .2067 | .08909 | .03127 | .38207 |
| Kenaikan harga pada produk dianggap wajar | 6.823 | .009 | 3.469 | 298 | .001 | .3933 | .11338 | .17021 | .61646 |
| | | | 3.469 | 280.223 | .001 | .3933 | .11338 | .17015 | .61652 |
| Pembelian memperoleh diskon rabat (potongan harga) | 9.305 | .002 | 2.017 | 298 | .045 | .2333 | .11569 | .00565 | .46101 |
| | | | 2.017 | 294.207 | .045 | .2333 | .11569 | .00564 | .46102 |
| Pembelian memperoleh hadiah | 10.127 | .002 | 2.900 | 298 | .004 | .3733 | .12874 | .11998 | .62669 |
| | | | 2.900 | 290.322 | .004 | .3733 | .12874 | .11995 | .62671 |
| Harga yang meningkat disertai dengan penambahan berbagai manfaat dan keunggulan | 2.365 | .125 | 3.173 | 298 | .002 | .3733 | .11768 | .14175 | .60491 |
| | | | 3.173 | 297.461 | .002 | .3733 | .11768 | .14175 | .60492 |
| Harga sama dimanapun pada setiap tempat penjualan | 2.597 | .108 | 1.996 | 298 | .047 | .2533 | .12695 | .00351 | .50316 |
| | | | 1.996 | 297.600 | .047 | .2533 | .12695 | .00350 | .50316 |

Paired Samples Statistics

| | Mean | N | Std. Deviation | Std. Error Mean |
|--|--------|---|----------------|-----------------|
| Pair 1 Karakteristik harga minyak goreng bermerek | 3.7617 | 6 | .23626 | .09645 |
| Karakteristik harga minyak goreng tidak bermerek | 3.4583 | 6 | .31237 | .12753 |

Paired Samples Correlations

| Pair | N | Correlation | Sig. |
|--|---|-------------|------|
| 1 Karakteristik harga minyak goreng bermerek & Karakteristik harga minyak goreng tidak bermerek | 6 | .994 | .000 |

Paired Samples Test

| | | | | |
|--------------------|---|----------------|---|------|
| Paired Differences | Mean | .3033 | Karakteristik harga minyak goreng bermerek - Karakteristik harga minyak goreng tidak bermerek | .000 |
| | Std. Deviation | .08165 | | |
| | Std. Error Mean | .03333 | | |
| | 95% Confidence Interval of the Difference | Lower Upper | .2176 .3890 | |
| t | | 9.100 | | |
| df | | 5 | | |
| Sig. (2-tailed) | | | | .000 |

Analisis Independent Samples T-Test Berdasarkan Atribut-Karakteristik Tempat

Group Statistics

| | Kategori minyak goreng bermere/curah | N | Mean | Std. Deviation | Std. Error Mean |
|--|--------------------------------------|-----|--------|----------------|-----------------|
| Mudah didapat dan dijual bebas | Bermerek | 150 | 4.1067 | .75215 | .06141 |
| | Curah | 150 | 3.9933 | .81510 | .06655 |
| Lokasi penjualan produk tidak jauh saat dibutuhkan | Bermerek | 150 | 4.0067 | .77283 | .06310 |
| | Curah | 150 | 3.8733 | .81345 | .06642 |
| Mudah didapatkan di pasar modern | Bermerek | 150 | 4.2867 | .62752 | .05124 |
| | Curah | 150 | 3.1000 | 1.20819 | .09865 |
| Mudah didapatkan di pasar modern | Bermerek | 150 | 4.0400 | .80168 | .06546 |
| | Curah | 150 | 3.9933 | .72812 | .05945 |
| Mudah didapatkan di toko kelontong | Bermerek | 150 | 3.9867 | .75961 | .06202 |
| | Curah | 150 | 3.6667 | .90980 | .07429 |
| Mudah didapatkan di toko kelontong dekat pasar | Bermerek | 150 | 3.9533 | .69838 | .05702 |
| | Curah | 150 | 3.7933 | .89215 | .07284 |
| Mudah didapatkan di warung-warung | Bermerek | 150 | 3.9667 | .92262 | .07533 |
| | Curah | 150 | 4.0467 | .78009 | .06369 |
| Mudah didapatkan di warung-warung sekitar | Bermerek | 150 | 3.9000 | .95362 | .07786 |
| | Curah | 150 | 4.0467 | .84613 | .06909 |
| Mudah didapatkan lewat penjaja keliling | Bermerek | 150 | 3.2733 | 1.08000 | .08818 |
| | Curah | 150 | 3.7000 | .96063 | .07844 |
| Produk dipasarkan pada tempat pembelian yang | Bermerek | 150 | 3.6333 | 1.10166 | .08995 |
| | Curah | 150 | 2.8867 | 1.07776 | .08800 |
| Produk dijual bersamaan/berdekatan | Bermerek | 150 | 3.8667 | .84874 | .06930 |
| | Curah | 150 | 3.7333 | .90980 | .07429 |
| Produk dijual oleh pemasar/toko yang telah | Bermerek | 150 | 3.4200 | .98492 | .08042 |
| | Curah | 150 | 3.0133 | .92676 | .07567 |
| Produk dijual pada tempat dengan tenaha | Bermerek | 150 | 3.4867 | 1.04744 | .08552 |
| | Curah | 150 | 2.7067 | .99358 | .08113 |

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 |
| Mudah didapat dan dijual bebas | .566 | .452 | 1.252 | 298 | .212 | .1133 | .09056 | -.06488 | .29155 |
| Lokasi penjualan produk tidak jauh saat dibutuhkan | 2.249 | .135 | 1.455 | 298 | .147 | .1333 | .09161 | -.04696 | .31363 |
| Mudah didapatkan di pasar modern | 91.154 | .000 | 10.675 | 298 | .000 | 1.1867 | .11116 | .96791 | 1.40543 |
| Mudah didapatkan di pasar modern | .739 | .391 | .528 | 298 | .598 | .0467 | .08842 | -.12735 | .22068 |
| Mudah didapatkan di toko kelontong | 18.129 | .000 | 3.307 | 298 | .001 | .3200 | .09677 | .12956 | .51044 |
| Mudah didapatkan di toko kelontong dekat pasar | 14.199 | .000 | 1.730 | 298 | .085 | .1600 | .09251 | -.02205 | .34205 |
| Mudah didapatkan di warung-warung | 4.274 | .040 | -.811 | 298 | .418 | -.0800 | .09865 | -.27414 | .11414 |
| | | | -.811 | 289.985 | .418 | -.0800 | .09865 | -.27416 | .11416 |

| | 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 |
| Mudah didapatkan di warung-warung sekitar rumah | 4.767 | .030 | -1.409 | 298 | .160 | -.1467 | .10409 | -.35152 | .05819 |
| | | | -1.409 | 293.837 | .160 | -.1467 | .10409 | -.35153 | .05820 |
| Mudah didapatkan lewat penjaja keliling | 8.006 | .005 | -3.615 | 298 | .000 | -.4267 | .11802 | -.65892 | -.19441 |
| | | | -3.615 | 294.004 | .000 | -.4267 | .11802 | -.65893 | -.19440 |
| Produk dipasarkan pada tempat pembelian yang memperhatikan faktor keindahan penataan | .012 | .913 | 5.934 | 298 | .000 | .7467 | .12584 | .49903 | .99431 |
| | | | 5.934 | 297.857 | .000 | .7467 | .12584 | .49903 | .99431 |
| Produk dijual bersamaan/berdekatan dengan produk kebutuhan dapur lainnya | 2.626 | .106 | 1.312 | 298 | .190 | .1333 | .10159 | -.06659 | .33326 |
| | | | 1.312 | 296.573 | .190 | .1333 | .10159 | -.06660 | .33326 |
| Produk dijual oleh pemasar/toko yang telah mempunyai citra baik | 5.154 | .024 | 3.683 | 298 | .000 | .4067 | .11042 | .18936 | .62397 |
| | | | 3.683 | 296.903 | .000 | .4067 | .11042 | .18936 | .62398 |
| Produk dijual pada tempat dengan tenaga penjual khusus atau wiraniaga yang menjelaskan produk | 1.559 | .213 | 6.617 | 298 | .000 | .7800 | .11788 | .54802 | 1.01198 |
| | | | 6.617 | 297.173 | .000 | .7800 | .11788 | .54802 | 1.01198 |

Paired Samples Statistics

| Pair | Mean | N | Std. Deviation | Std. Error Mean |
|---|--------|----|----------------|-----------------|
| 1 Karakteristik tempat minyak goreng bermerek | 3.8362 | 13 | .29604 | .08211 |
| Karakteristik tempat minyak goreng tidak bermerek | 3.5769 | 13 | .47876 | .13278 |

Paired Samples Correlations

| Pair | N | Correlation | Sig. |
|---|----|-------------|------|
| 1 Karakteristik tempat minyak goreng bermerek & Karakteristik tempat minyak goreng tidak bermerek | 13 | .458 | .116 |

Paired Samples Test

| | | | |
|--------------------|---|--------------|---|
| Paired Differences | Mean | .2592 | Karakteristik tempat minyak goreng bermerek - Karakteristik tempat minyak goreng tidak bermerek |
| | Std. Deviation | .43254 | |
| | Std. Error Mean | .11997 | |
| | 95% Confidence Interval of the Difference | Lower Upper | |
| | | -.0022 .5206 | |
| t | | 2.161 | |
| df | | 12 | |
| Sig. (2-tailed) | | .052 | |

Analisis Independent Samples T-Test Berdasarkan Atribut-Karakteristik Promosi

Group Statistics

| | Kategori minyak goreng bermerek/curah | N | Mean | Std. Deviation | Std. Error Mean |
|--|--|-----|--------|----------------|--------------------|
| Iklan sering muncul di media cetak | Bermerek | 150 | 3.9800 | .69001 | .05634 |
| | Curah | 150 | 2.5800 | 1.04445 | .08528 |
| Iklan sering muncul di media elektronik | Bermerek | 150 | 4.0133 | .79416 | .06484 |
| | Curah | 150 | 2.6933 | 1.09879 | .08972 |
| Iklan pada tempat biasa melakukan pembelian | Bermerek | 150 | 3.8333 | .73655 | .06014 |
| | Curah | 150 | 2.9133 | .95494 | .07797 |
| Iklan oleh endorser | Bermerek | 150 | 3.6733 | .92320 | .07538 |
| | Curah | 150 | 2.5133 | .99486 | .08123 |
| Iklan mudah diingat dan dimengerti | Bermerek | 150 | 3.9733 | .75925 | .06199 |
| | Curah | 150 | 2.9200 | 1.05245 | .08593 |
| Iklan menarik dan memuat pengetahuan | Bermerek | 150 | 4.2067 | .63770 | .05207 |
| | Curah | 150 | 3.0067 | 1.16721 | .09530 |
| Terkenal atau dikenal banyak orang | Bermerek | 150 | 3.8600 | .72380 | .05910 |
| | Curah | 150 | 3.2533 | .95669 | .07811 |
| Jumlah pembelian dapat d disesuaikan dengan | Bermerek | 150 | 3.9533 | .78865 | .06439 |
| | Curah | 150 | 3.8600 | .86723 | .07081 |
| Kemasan dapat diisi ulang | Bermerek | 150 | 4.0133 | .84334 | .06886 |
| | Curah | 150 | 3.5000 | 1.07285 | .08760 |
| Bentuk kemasan indah dan menarik | Bermerek | 150 | 3.7667 | .86247 | .07042 |
| | Curah | 150 | 2.8333 | 1.06448 | .08691 |
| Mencantumkan informasi | Bermerek | 150 | 4.3533 | .66692 | .05445 |
| | Curah | 150 | 3.1533 | 1.19134 | .09727 |
| Memberikan jaminan dan garansi | Bermerek | 150 | 3.5733 | 1.12534 | .09188 |
| | Curah | 150 | 2.9933 | 1.18998 | .09716 |
| Memberikan contoh produk gratis saat | Bermerek | 150 | 3.7933 | .91444 | .07466 |
| | Curah | 150 | 3.2467 | 1.16973 | .09551 |
| Memberikan layanan telepon bebas pulsa | Bermerek | 150 | 4.0600 | .92852 | .07581 |
| | Curah | 150 | 3.0000 | 1.15857 | .09460 |
| Memberikan jaminan asuransi pada | Bermerek | 150 | 3.8933 | 1.12415 | .09179 |
| | Curah | 150 | 3.3467 | 1.39504 | .11390 |

Independent Samples Test

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | 95% Confidence Interval of the Difference | |
|---|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---------|---|--|
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper | |
| | | | | | | | | | | |
| Iklan sering muncul di media cetak | 56.440 | .000 | 13.698 | 298 | .000 | 1.4000 | .10221 | 1.19886 | 1.60114 | |
| | | | 13.698 | 258.250 | .000 | 1.4000 | .10221 | 1.19873 | 1.60127 | |
| Iklan sering muncul di media elektronik | 47.627 | .000 | 11.925 | 298 | .000 | 1.3200 | .11070 | 1.10216 | 1.53784 | |
| | | | 11.925 | 271.297 | .000 | 1.3200 | .11070 | 1.10207 | 1.53793 | |
| Iklan pada tempat biasa melakukan pembelian produk | 16.722 | .000 | 9.343 | 298 | .000 | .9200 | .09847 | .72622 | 1.11378 | |
| | | | 9.343 | 279.942 | .000 | .9200 | .09847 | .72617 | 1.11383 | |
| Iklan oleh endorser | .681 | .410 | 10.468 | 298 | .000 | 1.1600 | .11082 | .94192 | 1.37808 | |
| | | | 10.468 | 296.350 | .000 | 1.1600 | .11082 | .94191 | 1.37809 | |
| Iklan mudah diingat dan dimengerti | 21.949 | .000 | 9.941 | 298 | .000 | 1.0533 | .10596 | .84481 | 1.26186 | |
| | | | 9.941 | 271.036 | .000 | 1.0533 | .10596 | .84472 | 1.26194 | |
| Iklan menarik dan memuat pengetahuan tentang produk secara detail | 45.767 | .000 | 11.050 | 298 | .000 | 1.2000 | .10860 | .98628 | 1.41372 | |
| | | | 11.050 | 230.675 | .000 | 1.2000 | .10860 | .98603 | 1.41397 | |
| Terkenal atau dikenal banyak orang | 15.638 | .000 | 6.194 | 298 | .000 | .6067 | .09795 | .41390 | .79943 | |
| | | | 6.194 | 277.480 | .000 | .6067 | .09795 | .41385 | .79949 | |

| | 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 |
| Jumlah pembelian dapat disesuaikan dengan kebutuhan | 2.977 | .085 | .975 | 298 | .330 | .0933 | .09571 | -.09502 | .28169 |
| | | | | | | | | | |
| Kemasan dapat diisi ulang | 30.411 | .000 | 4.607 | 298 | .000 | .5133 | .11142 | .29406 | .73261 |
| | | | | | | | | | |
| Bentuk kemasan indah dan menarik | 8.177 | .005 | 8.344 | 298 | .000 | .9333 | .11186 | .71319 | 1.15347 |
| | | | | | | | | | |
| Mencantumkan informasi | 74.112 | .000 | 10.765 | 298 | .000 | 1.2000 | .11148 | .98062 | 1.41938 |
| | | | | | | | | | |
| Memberikan jaminan dan garansi | .038 | .845 | 4.337 | 298 | .000 | .5800 | .13373 | .31683 | .84317 |
| | | | | | | | | | |
| Memberikan contoh produk gratis saat promosi | 22.591 | .000 | 4.509 | 298 | .000 | .5467 | .12123 | .30809 | .76524 |
| | | | | | | | | | |
| Memberikan layanan telepon bebas pulsa | 10.270 | .001 | 8.744 | 298 | .000 | 1.0600 | .12123 | .82143 | 1.29857 |
| | | | | | | | | | |
| Memberikan jaminan asuransi pada konsumen bila terkenal dampak negatif produk | 14.078 | .000 | 3.737 | 298 | .000 | .5467 | .14628 | .25879 | .83455 |
| | | | | | | | | | |

Paired Samples Statistics

| | Mean | N | Std. Deviation | Std. Error Mean |
|--|--------|----|----------------|-----------------|
| Pair 1 Karakteristik promosi minyak goreng bermerek | 3.9267 | 15 | .19740 | .05097 |
| Karakteristik promosi minyak goreng tidak bermerek | 3.0513 | 15 | .35500 | .09166 |

Paired Samples Correlations

| Pair | N | Correlation | Sig. |
|--|----|-------------|------|
| 1 Karakteristik promosi minyak goreng bermerek & Karakteristik promosi minyak goreng tidak bermerek | 15 | .181 | .518 |

Paired Samples Test

| | | | |
|--------------------|---|-----------------|--|
| Paired Differences | Mean | .8753 | Karakteristik promosi minyak goreng bermerek |
| | Std. Deviation | .37359 | minyak goreng bermerek |
| | Std. Error Mean | .09646 | - Karakteristik promosi minyak goreng tidak bermerek |
| | 95% Confidence Interval of the Difference | .6684 1.0822 | |
| | Lower | | |
| | Upper | | |
| t | | 9.075 | |
| df | | 14 | |
| Sig. (2-tailed) | | .000 | |

| Pertanyaan | Usia | Kode Kategori | Status | Kode Kategori | Jumlah Anggota Keluarga | Kode Kategori | Rumah Tinggal |
|-----------------|------|---------------|--------|---------------|-------------------------|---------------|---------------|
| Responden Nomor | P1 | P1 | P2 | P2 | P3 | P3 | P4 |
| 1 | 35 | 3 | 2 | 2 | 4 | 3 | 1 |
| 2 | 25 | 2 | 2 | 2 | 3 | 3 | 1 |
| 3 | 32 | 3 | 2 | 2 | 4 | 3 | 1 |
| 4 | 19 | 1 | 1 | 1 | 0 | 1 | 3 |
| 5 | 25 | 2 | 2 | 2 | 3 | 3 | 1 |
| 6 | 33 | 3 | 2 | 2 | 4 | 3 | 1 |
| 7 | 40 | 3 | 2 | 2 | 6 | 4 | 1 |
| 8 | 28 | 2 | 2 | 2 | 4 | 3 | 1 |
| 9 | 18 | 1 | 1 | 1 | 0 | 1 | 1 |
| 10 | 32 | 3 | 2 | 2 | 3 | 3 | 1 |
| 11 | 25 | 2 | 2 | 2 | 2 | 2 | 1 |
| 12 | 28 | 2 | 2 | 2 | 3 | 3 | 3 |
| 13 | 45 | 4 | 2 | 2 | 4 | 3 | 1 |
| 14 | 19 | 1 | 1 | 1 | 0 | 1 | 1 |
| 15 | 17 | 1 | 1 | 1 | 0 | 1 | 1 |
| 16 | 34 | 3 | 2 | 2 | 3 | 3 | 1 |
| 17 | 27 | 2 | 1 | 1 | 0 | 1 | 1 |
| 18 | 40 | 3 | 2 | 2 | 4 | 3 | 2 |
| 19 | 36 | 3 | 1 | 1 | 0 | 1 | 1 |
| 20 | 40 | 3 | 2 | 2 | 4 | 3 | 1 |
| 21 | 40 | 3 | 2 | 2 | 5 | 4 | 2 |
| 22 | 20 | 1 | 1 | 1 | 0 | 1 | 2 |
| 23 | 27 | 2 | 2 | 2 | 3 | 3 | 2 |
| 24 | 47 | 4 | 2 | 2 | 3 | 3 | 1 |
| 25 | 27 | 2 | 2 | 2 | 3 | 3 | 2 |
| 26 | 35 | 3 | 1 | 1 | 0 | 1 | 1 |
| 27 | 58 | 5 | 2 | 2 | 2 | 2 | 1 |
| 28 | 46 | 4 | 2 | 2 | 5 | 4 | 2 |
| 29 | 22 | 2 | 1 | 1 | 0 | 1 | 1 |
| 30 | 34 | 3 | 2 | 2 | 3 | 3 | 1 |
| 31 | 47 | 4 | 2 | 2 | 5 | 4 | 1 |
| 32 | 52 | 5 | 2 | 2 | 4 | 3 | 1 |
| 33 | 64 | 5 | 2 | 2 | 6 | 4 | 1 |
| 34 | 20 | 1 | 1 | 1 | 0 | 1 | 1 |
| 35 | 27 | 2 | 1 | 1 | 0 | 1 | 1 |
| 36 | 29 | 2 | 2 | 2 | 1 | 2 | 1 |
| 37 | 37 | 3 | 2 | 2 | 5 | 4 | 1 |
| 38 | 40 | 3 | 2 | 2 | 3 | 3 | 2 |
| 39 | 37 | 3 | 2 | 2 | 4 | 3 | 2 |
| 40 | 33 | 3 | 2 | 2 | 3 | 3 | 1 |
| 41 | 23 | 2 | 2 | 2 | 3 | 3 | 3 |
| 42 | 55 | 5 | 2 | 2 | 4 | 3 | 2 |
| 43 | 19 | 1 | 1 | 1 | 0 | 1 | 3 |
| 44 | 24 | 2 | 2 | 2 | 3 | 3 | 1 |
| 45 | 35 | 3 | 2 | 2 | 3 | 3 | 1 |
| 46 | 38 | 3 | 2 | 2 | 5 | 4 | 1 |
| 47 | 25 | 2 | 1 | 1 | 0 | 1 | 3 |
| 48 | 28 | 2 | 2 | 2 | 5 | 4 | 1 |
| 49 | 43 | 4 | 2 | 2 | 4 | 3 | 1 |
| 50 | 36 | 3 | 2 | 2 | 3 | 3 | 1 |
| 51 | 22 | 2 | 2 | 2 | 2 | 2 | 1 |
| 52 | 42 | 4 | 2 | 2 | 5 | 4 | 1 |

| | | | | | | | |
|-----|----|---|---|---|---|---|---|
| 53 | 38 | 3 | 2 | 2 | 4 | 3 | 1 |
| 54 | 32 | 3 | 2 | 2 | 4 | 3 | 1 |
| 55 | 24 | 2 | 1 | 1 | 0 | 1 | 3 |
| 56 | 19 | 1 | 1 | 1 | 0 | 1 | 3 |
| 57 | 20 | 1 | 1 | 1 | 0 | 1 | 3 |
| 58 | 38 | 3 | 2 | 2 | 3 | 3 | 1 |
| 59 | 38 | 3 | 2 | 2 | 4 | 3 | 1 |
| 60 | 40 | 3 | 2 | 2 | 3 | 3 | 1 |
| 61 | 26 | 2 | 1 | 1 | 0 | 1 | 2 |
| 62 | 35 | 3 | 2 | 2 | 4 | 3 | 1 |
| 63 | 18 | 1 | 1 | 1 | 0 | 1 | 3 |
| 64 | 19 | 1 | 1 | 1 | 0 | 1 | 3 |
| 65 | 49 | 4 | 2 | 2 | 5 | 4 | 1 |
| 66 | 20 | 1 | 1 | 1 | 0 | 1 | 3 |
| 67 | 21 | 2 | 1 | 1 | 0 | 1 | 3 |
| 68 | 26 | 2 | 1 | 1 | 0 | 1 | 3 |
| 69 | 49 | 4 | 2 | 2 | 4 | 3 | 1 |
| 70 | 27 | 2 | 1 | 1 | 0 | 1 | 3 |
| 71 | 20 | 1 | 1 | 1 | 0 | 1 | 2 |
| 72 | 23 | 2 | 1 | 1 | 0 | 1 | 1 |
| 73 | 24 | 2 | 1 | 1 | 0 | 1 | 3 |
| 74 | 36 | 3 | 2 | 2 | 3 | 3 | 1 |
| 75 | 57 | 5 | 2 | 2 | 7 | 5 | 1 |
| 76 | 18 | 1 | 1 | 1 | 0 | 1 | 2 |
| 77 | 40 | 3 | 2 | 2 | 4 | 3 | 1 |
| 78 | 23 | 2 | 1 | 1 | 0 | 1 | 2 |
| 79 | 51 | 5 | 2 | 2 | 5 | 4 | 1 |
| 80 | 28 | 2 | 2 | 2 | 3 | 3 | 1 |
| 81 | 21 | 2 | 1 | 1 | 0 | 1 | 2 |
| 82 | 22 | 2 | 1 | 1 | 0 | 1 | 3 |
| 83 | 18 | 1 | 1 | 1 | 0 | 1 | 2 |
| 84 | 35 | 3 | 2 | 2 | 3 | 3 | 1 |
| 85 | 56 | 5 | 2 | 2 | 5 | 4 | 1 |
| 86 | 48 | 4 | 2 | 2 | 4 | 3 | 1 |
| 87 | 55 | 5 | 2 | 2 | 5 | 4 | 1 |
| 88 | 36 | 3 | 2 | 2 | 4 | 3 | 1 |
| 89 | 20 | 1 | 1 | 1 | 0 | 1 | 1 |
| 90 | 24 | 2 | 1 | 1 | 0 | 1 | 3 |
| 91 | 29 | 2 | 1 | 1 | 0 | 1 | 3 |
| 92 | 30 | 2 | 2 | 2 | 3 | 3 | 1 |
| 93 | 32 | 3 | 2 | 2 | 3 | 3 | 1 |
| 94 | 58 | 5 | 2 | 2 | 2 | 2 | 1 |
| 95 | 22 | 2 | 1 | 1 | 0 | 1 | 1 |
| 96 | 33 | 3 | 2 | 2 | 4 | 3 | 1 |
| 97 | 49 | 4 | 2 | 2 | 5 | 4 | 2 |
| 98 | 40 | 3 | 2 | 2 | 4 | 3 | 1 |
| 99 | 17 | 1 | 1 | 1 | 0 | 1 | 1 |
| 100 | 35 | 3 | 2 | 2 | 4 | 3 | 1 |
| 101 | 29 | 2 | 1 | 1 | 0 | 1 | 1 |
| 102 | 24 | 2 | 2 | 2 | 2 | 2 | 1 |
| 103 | 20 | 1 | 1 | 1 | 0 | 1 | 1 |
| 104 | 41 | 4 | 2 | 2 | 4 | 3 | 2 |
| 105 | 32 | 3 | 2 | 2 | 0 | 1 | 1 |
| 106 | 55 | 5 | 2 | 2 | 7 | 5 | 2 |
| 107 | 36 | 3 | 2 | 2 | 5 | 4 | 2 |
| 108 | 18 | 1 | 1 | 1 | 0 | 1 | 3 |

| | | | | | | | |
|---------------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 109 | 35 | 3 | 2 | 2 | 4 | 3 | 1 |
| 110 | 21 | 2 | 1 | 1 | 0 | 1 | 2 |
| 111 | 20 | 1 | 1 | 1 | 0 | 1 | 3 |
| 112 | 23 | 2 | 1 | 1 | 0 | 1 | 3 |
| 113 | 23 | 2 | 1 | 1 | 0 | 1 | 3 |
| 114 | 35 | 3 | 2 | 2 | 5 | 4 | 1 |
| 115 | 34 | 3 | 2 | 2 | 3 | 3 | 2 |
| 116 | 37 | 3 | 2 | 2 | 4 | 3 | 2 |
| 117 | 40 | 3 | 2 | 2 | 4 | 3 | 1 |
| 118 | 41 | 4 | 2 | 2 | 4 | 3 | 1 |
| 119 | 34 | 3 | 2 | 2 | 4 | 3 | 1 |
| 120 | 27 | 2 | 2 | 2 | 3 | 3 | 2 |
| 121 | 23 | 2 | 2 | 2 | 3 | 3 | 2 |
| 122 | 29 | 2 | 2 | 2 | 5 | 4 | 1 |
| 123 | 28 | 2 | 2 | 2 | 3 | 3 | 1 |
| 124 | 20 | 1 | 2 | 2 | 3 | 3 | 1 |
| 125 | 22 | 2 | 2 | 2 | 3 | 3 | 2 |
| 126 | 38 | 3 | 2 | 2 | 3 | 3 | 1 |
| 127 | 20 | 1 | 2 | 2 | 3 | 3 | 1 |
| 128 | 32 | 3 | 2 | 2 | 3 | 3 | 1 |
| 129 | 17 | 1 | 1 | 1 | 0 | 1 | 3 |
| 130 | 18 | 1 | 1 | 1 | 0 | 1 | 2 |
| 131 | 24 | 2 | 1 | 1 | 0 | 1 | 2 |
| 132 | 35 | 3 | 2 | 2 | 4 | 3 | 1 |
| 133 | 22 | 2 | 1 | 1 | 0 | 1 | 3 |
| 134 | 19 | 1 | 1 | 1 | 0 | 1 | 2 |
| 135 | 43 | 4 | 2 | 2 | 4 | 3 | 1 |
| 136 | 20 | 1 | 1 | 1 | 0 | 1 | 3 |
| 137 | 46 | 4 | 2 | 2 | 4 | 3 | 1 |
| 138 | 22 | 2 | 1 | 1 | 0 | 1 | 2 |
| 139 | 21 | 2 | 1 | 1 | 0 | 1 | 2 |
| 140 | 51 | 5 | 2 | 2 | 6 | 4 | 1 |
| 141 | 20 | 1 | 1 | 1 | 0 | 1 | 2 |
| 142 | 44 | 4 | 2 | 2 | 4 | 3 | 1 |
| 143 | 21 | 2 | 1 | 1 | 0 | 1 | 2 |
| 144 | 18 | 1 | 1 | 1 | 0 | 1 | 3 |
| 145 | 34 | 3 | 2 | 2 | 2 | 2 | 1 |
| 146 | 54 | 5 | 2 | 2 | 5 | 4 | 1 |
| 147 | 35 | 3 | 2 | 2 | 3 | 3 | 1 |
| 148 | 34 | 3 | 2 | 2 | 4 | 3 | 1 |
| 149 | 35 | 3 | 2 | 2 | 3 | 3 | 1 |
| 150 | 34 | 3 | 2 | 2 | 4 | 3 | 1 |
| Jumlah | 4,773.00 | 387.00 | 246.00 | 246.00 | 360.00 | 356.00 | 234.00 |
| Rerata | 31.82 | 2.58 | 1.64 | 1.64 | 2.40 | 2.37 | 1.56 |

| Kode Kategori | Jumlah Pendapatan | Kode Kategori | Tingkat Pendidikan | Kode Kategori | Pekerjaan | | Kode Kategori |
|---------------|-------------------|---------------|--------------------|---------------|-----------|---------|---------------|
| | | | | | P7 | Lainnya | |
| P4 | P5 | P5 | P6 | P6 | P7 | | P7 |
| 1 | 1 | 1 | 2 | 2 | 5 | | 5 |
| 1 | 2 | 2 | 3 | 3 | 5 | | 5 |
| 1 | 1 | 1 | 1 | 1 | 1 | | 1 |
| 3 | 1 | 1 | 3 | 3 | 4 | | 4 |
| 1 | 1 | 1 | 3 | 3 | 1 | | 1 |
| 1 | 4 | 4 | 5 | 5 | 3 | | 3 |
| 1 | 3 | 3 | 3 | 3 | 1 | | 1 |
| 1 | 4 | 4 | 2 | 2 | 5 | | 5 |
| 1 | 1 | 1 | 2 | 2 | 5 | | 5 |
| 1 | 1 | 1 | 1 | 1 | 1 | | 1 |
| 1 | 1 | 1 | 3 | 3 | 1 | | 1 |
| 3 | 1 | 1 | 2 | 2 | 1 | | 1 |
| 1 | 1 | 1 | 2 | 2 | 5 | | 5 |
| 1 | 1 | 1 | 3 | 3 | 4 | | 4 |
| 1 | 1 | 1 | 3 | 3 | 2 | | 2 |
| 1 | 2 | 2 | 3 | 3 | 4 | | 4 |
| 1 | 1 | 1 | 3 | 3 | 6 | | 6 |
| 2 | 2 | 2 | 5 | 5 | 4 | | 4 |
| 1 | 2 | 2 | 3 | 3 | 4 | | 4 |
| 1 | 1 | 1 | 1 | 1 | 1 | | 1 |
| 2 | 1 | 1 | 3 | 3 | 1 | | 1 |
| 2 | 2 | 2 | 3 | 3 | 4 | | 4 |
| 2 | 1 | 1 | 3 | 3 | 4 | | 4 |
| 1 | 4 | 4 | 4 | 4 | 4 | | 4 |
| 2 | 3 | 3 | 4 | 4 | 1 | | 1 |
| 1 | 2 | 2 | 3 | 3 | 4 | | 4 |
| 1 | 3 | 3 | 3 | 3 | 1 | | 1 |
| 2 | 5 | 5 | 3 | 3 | 1 | | 1 |
| 1 | 2 | 2 | 3 | 3 | 4 | | 4 |
| 1 | 3 | 3 | 4 | 4 | 1 | | 1 |
| 1 | 2 | 2 | 3 | 3 | 5 | | 5 |
| 1 | 4 | 4 | 3 | 3 | 1 | | 1 |
| 1 | 4 | 4 | 6 | 6 | 6 | Dosen | 6 |
| 1 | 2 | 2 | 3 | 3 | 4 | | 4 |
| 1 | 1 | 1 | 3 | 3 | 4 | | 4 |
| 1 | 2 | 2 | 3 | 3 | 1 | | 1 |
| 1 | 2 | 2 | 1 | 1 | 1 | | 1 |
| 2 | 4 | 4 | 5 | 5 | 4 | | 4 |
| 2 | 4 | 4 | 6 | 6 | 4 | | 4 |
| 1 | 1 | 1 | 3 | 3 | 1 | | 1 |
| 3 | 1 | 1 | 3 | 3 | 1 | | 1 |
| 2 | 5 | 5 | 2 | 2 | 1 | | 1 |
| 3 | 1 | 1 | 3 | 3 | 4 | | 4 |
| 1 | 1 | 1 | 2 | 2 | 1 | | 1 |
| 1 | 4 | 4 | 4 | 4 | 1 | | 1 |
| 1 | 1 | 1 | 1 | 1 | 1 | | 1 |
| 3 | 4 | 4 | 3 | 3 | 4 | | 4 |
| 1 | 1 | 1 | 3 | 3 | 4 | | 4 |
| 1 | 3 | 3 | 3 | 3 | 4 | | 4 |
| 1 | 5 | 5 | 6 | 6 | 4 | | 4 |
| 1 | 3 | 3 | 3 | 3 | 4 | | 4 |
| 1 | 2 | 2 | 3 | 3 | 4 | | 4 |

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|---|---|---|---|---|--------------|---|
| 1 | 3 | 3 | 3 | 3 | 4 | 4 |
| 1 | 5 | 5 | 5 | 5 | 1 | 1 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 2 | 2 | 2 | 3 | 2 | 2 |
| 3 | 2 | 2 | 2 | 3 | 2 | 2 |
| 1 | 3 | 3 | 3 | 3 | 4 | 4 |
| 1 | 4 | 4 | 6 | 6 | 6 Dosen | 6 |
| 1 | 1 | 1 | 3 | 3 | 4 | 4 |
| 2 | 4 | 4 | 6 | 6 | 6 Dosen | 6 |
| 1 | 5 | 5 | 5 | 5 | 3 | 3 |
| 3 | 1 | 1 | 3 | 3 | 2 | 2 |
| 3 | 2 | 2 | 3 | 3 | 2 | 2 |
| 1 | 4 | 4 | 5 | 5 | 5 | 5 |
| 3 | 1 | 1 | 3 | 3 | 2 | 2 |
| 3 | 2 | 2 | 3 | 3 | 2 | 2 |
| 3 | 1 | 1 | 3 | 3 | 4 | 4 |
| 1 | 3 | 3 | 4 | 4 | 5 | 5 |
| 3 | 1 | 1 | 3 | 3 | 4 | 4 |
| 2 | 2 | 2 | 3 | 3 | 2 | 2 |
| 1 | 2 | 2 | 3 | 3 | 5 | 5 |
| 3 | 1 | 1 | 2 | 2 | 4 | 4 |
| 1 | 3 | 3 | 5 | 5 | 3 | 3 |
| 2 | 1 | 1 | 2 | 2 | 5 | 5 |
| 1 | 5 | 5 | 6 | 6 | 2 | 2 |
| 2 | 2 | 2 | 2 | 2 | 6 Pegawai BU | 6 |
| 1 | 2 | 2 | 2 | 2 | 4 | 4 |
| 1 | 2 | 2 | 2 | 2 | 5 | 5 |
| 2 | 2 | 2 | 3 | 3 | 1 | 1 |
| 3 | 1 | 1 | 1 | 1 | 2 | 2 |
| 2 | 1 | 1 | 2 | 2 | 4 | 4 |
| 1 | 4 | 4 | 5 | 5 | 5 | 5 |
| 1 | 3 | 3 | 3 | 3 | 4 | 4 |
| 1 | 1 | 1 | 2 | 2 | 1 | 1 |
| 1 | 1 | 1 | 2 | 2 | 5 | 5 |
| 1 | 1 | 1 | 3 | 3 | 4 | 4 |
| 3 | 1 | 1 | 2 | 2 | 1 | 1 |
| 3 | 1 | 1 | 3 | 3 | 4 | 4 |
| 1 | 1 | 1 | 3 | 3 | 4 | 4 |
| 1 | 1 | 1 | 3 | 3 | 4 | 4 |
| 1 | 1 | 1 | 3 | 3 | 1 | 1 |
| 1 | 3 | 3 | 3 | 3 | 1 | 1 |
| 1 | 3 | 3 | 3 | 3 | 2 | 2 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 2 | 1 | 1 | 1 | 1 | 5 | 5 |
| 1 | 1 | 1 | 3 | 3 | 1 | 1 |
| 1 | 1 | 1 | 2 | 2 | 5 | 5 |
| 1 | 5 | 5 | 6 | 6 | 6 Dosen | 6 |
| 1 | 2 | 2 | 4 | 4 | 4 | 4 |
| 1 | 1 | 1 | 3 | 3 | 4 | 4 |
| 1 | 1 | 1 | 3 | 3 | 4 | 4 |
| 2 | 5 | 5 | 5 | 5 | 4 | 4 |
| 1 | 1 | 1 | 3 | 3 | 5 | 5 |
| 2 | 2 | 2 | 1 | 1 | 4 | 4 |
| 2 | 2 | 2 | 3 | 3 | 1 | 1 |
| 3 | 1 | 1 | 3 | 3 | 5 | 5 |
| | | | 2 | 2 | 4 | 4 |

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|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 1 | 2 | 2 | 3 | 3 | 5 | 5 |
| 2 | 2 | 2 | 4 | 4 | 2 | 2 |
| 3 | 2 | 2 | 5 | 5 | 2 | 2 |
| 3 | 3 | 3 | 5 | 5 | 2 | 2 |
| 3 | 2 | 2 | 5 | 5 | 2 | 2 |
| 1 | 4 | 4 | 3 | 3 | 1 | 1 |
| 2 | 3 | 3 | 4 | 4 | 6 Karyawan B | 6 |
| 2 | 5 | 5 | 5 | 5 | 6 Karyawan B | 6 |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 |
| 1 | 5 | 5 | 4 | 4 | 6 Karyawan B | 6 |
| 1 | 1 | 1 | 2 | 2 | 5 | 5 |
| 2 | 2 | 2 | 3 | 3 | 1 | 1 |
| 2 | 1 | 1 | 2 | 2 | 1 | 1 |
| 2 | 1 | 1 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 3 | 3 | 1 | 1 |
| 1 | 1 | 1 | 3 | 3 | 1 | 1 |
| 1 | 1 | 1 | 3 | 3 | 1 | 1 |
| 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| 1 | 3 | 3 | 3 | 3 | 1 | 1 |
| 1 | 1 | 1 | 2 | 2 | 1 | 1 |
| 1 | 4 | 4 | 5 | 5 | 3 | 3 |
| 3 | 1 | 1 | 2 | 2 | 2 | 2 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 1 | 3 | 3 | 3 | 3 | 4 | 4 |
| 3 | 2 | 2 | 3 | 3 | 4 | 4 |
| 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| 1 | 3 | 3 | 4 | 4 | 3 | 3 |
| 3 | 2 | 2 | 3 | 3 | 2 | 2 |
| 1 | 3 | 3 | 3 | 3 | 1 | 1 |
| 2 | 1 | 1 | 1 | 1 | 4 | 4 |
| 2 | 2 | 2 | 3 | 3 | 2 | 2 |
| 1 | 3 | 3 | 4 | 4 | 5 | 5 |
| 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| 1 | 3 | 3 | 4 | 4 | 1 | 1 |
| 2 | 2 | 2 | 3 | 3 | 2 | 2 |
| 3 | 5 | 5 | 4 | 4 | 2 | 2 |
| 1 | 5 | 5 | 6 | 6 | 4 | 4 |
| 1 | 5 | 5 | 6 | 6 | 3 | 3 |
| 1 | 5 | 5 | 6 | 6 | 6 Dosen | 6 |
| 1 | 4 | 4 | 6 | 6 | 6 Dosen | 6 |
| 1 | 4 | 4 | 6 | 6 | 4 | 4 |
| 1 | 5 | 5 | 6 | 6 | 6 Dosen | 6 |
| 234.00 | 348.00 | 348.00 | 488.00 | 488.00 | 464.00 | 464.00 |
| 1.56 | 2.32 | 2.32 | 3.25 | 3.25 | 3.09 | 3.09 |

| Wilayah Domisili | Kode Kategori | Jenis Paling Serin | Kode Kategori | Proses Pemilihan | Kode Kategori | Lama Konsumsi | |
|------------------|---------------|--------------------|---------------|------------------|---------------|---------------|-------|
| P8 | P8 | P9 | P9 | P10 | P10 | P11 | |
| 4 | 4 | 2 | 2 | 1 | 1 | 20 | tahun |
| 4 | 4 | 1 | 1 | 2 | 2 | 2 | tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 7 | tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 3 | tahun |
| 4 | 4 | 2 | 2 | 1 | 1 | 4 | tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 5 | tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 4 | tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 4 | tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 5 | tahun |
| 4 | 4 | 2 | 2 | 2 | 2 | 4 | tahun |
| 4 | 4 | 2 | 2 | 1 | 1 | 3 | tahun |
| 4 | 4 | 2 | 2 | 1 | 1 | 10 | tahun |
| 4 | 4 | 2 | 2 | 1 | 1 | 27 | tahun |
| 4 | 4 | 2 | 2 | 1 | 1 | 1 | tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 1 | bulan |
| 1 | 1 | 1 | 1 | 1 | 1 | 8 | tahun |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 6 | tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 3 | tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 12 | tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 30 | tahun |
| 1 | 1 | 2 | 2 | 2 | 2 | 2 | tahun |
| 1 | 1 | 1 | 1 | 2 | 2 | 1 | tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 3 | tahun |
| 2 | 2 | 1 | 1 | 2 | 2 | 4 | tahun |
| 3 | 3 | 1 | 1 | 1 | 1 | 20 | tahun |
| 3 | 3 | 1 | 1 | 1 | 1 | 5 | tahun |
| 1 | 1 | 1 | 1 | 2 | 2 | 20 | tahun |
| 3 | 3 | 1 | 1 | 1 | 1 | 4 | tahun |
| 3 | 3 | 1 | 1 | 1 | 1 | 5 | tahun |
| 3 | 3 | 1 | 1 | 1 | 1 | 25 | tahun |
| 3 | 3 | 1 | 1 | 2 | 2 | 5 | tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 5 | tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 10 | tahun |
| 1 | 1 | 2 | 2 | 2 | 2 | 10 | tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 1 | bulan |
| 2 | 2 | 2 | 2 | 2 | 2 | 12 | tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 12 | tahun |
| 2 | 2 | 1 | 1 | 2 | 2 | 3 | tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 3 | tahun |
| 2 | 2 | 1 | 1 | 2 | 2 | 1 | tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 10 | tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 4 | tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 3 | tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 2 | tahun |
| 1 | 1 | 1 | 1 | 2 | 2 | 2 | tahun |
| 1 | 1 | 2 | 2 | 1 | 1 | 3 | tahun |
| 3 | 3 | 1 | 1 | 1 | 1 | 5 | tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 10 | tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 10 | tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 1 | tahun |

| | | | | | | |
|---|---|---|---|---|---|----------|
| 4 | 4 | 1 | 1 | 1 | 1 | 10 tahun |
| 3 | 3 | 2 | 2 | 1 | 1 | 1 tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 5 tahun |
| 1 | 1 | 2 | 2 | 1 | 1 | 1 tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 15 tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 7 tahun |
| 1 | 1 | 2 | 2 | 2 | 2 | 25 tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 4 tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 10 tahun |
| 5 | 5 | 2 | 2 | 2 | 2 | 1 tahun |
| 5 | 5 | 2 | 2 | 2 | 2 | 2 tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 10 tahun |
| 5 | 5 | 2 | 2 | 2 | 2 | 3 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 2 tahun |
| 5 | 5 | 2 | 2 | 2 | 2 | 8 tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 15 tahun |
| 5 | 5 | 2 | 2 | 1 | 1 | 7 tahun |
| 5 | 5 | 1 | 1 | 2 | 2 | 1 tahun |
| 4 | 4 | 2 | 2 | 1 | 1 | 4 tahun |
| 5 | 5 | 2 | 2 | 1 | 1 | 1 tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 12 tahun |
| 5 | 5 | 1 | 1 | 2 | 2 | 34 tahun |
| 5 | 5 | 2 | 2 | 1 | 1 | 9 bulan |
| 4 | 4 | 1 | 1 | 1 | 1 | 10 tahun |
| 4 | 4 | 2 | 2 | 1 | 1 | 11 bulan |
| 5 | 5 | 2 | 2 | 2 | 2 | 20 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 3 tahun |
| 5 | 5 | 2 | 2 | 1 | 1 | 9 bulan |
| 4 | 4 | 1 | 1 | 1 | 1 | 2 tahun |
| 5 | 5 | 2 | 2 | 2 | 2 | 1 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 11 tahun |
| 1 | 1 | 2 | 2 | 2 | 2 | 10 tahun |
| 3 | 3 | 2 | 2 | 2 | 2 | 10 tahun |
| 1 | 1 | 1 | 1 | 2 | 2 | 15 tahun |
| 3 | 3 | 1 | 1 | 1 | 1 | 3 tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 6 tahun |
| 4 | 4 | 1 | 1 | 1 | 1 | 3 tahun |
| 1 | 1 | 2 | 2 | 1 | 1 | 7 tahun |
| 1 | 1 | 2 | 2 | 1 | 1 | 5 tahun |
| 3 | 3 | 1 | 1 | 1 | 1 | 40 tahun |
| 5 | 5 | 1 | 1 | 2 | 2 | 1 tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 10 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 8 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 2 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 2 tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 1 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 1 tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 1 tahun |
| 3 | 3 | 1 | 1 | 1 | 1 | 5 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 5 tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 10 tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 18 bulan |
| 4 | 4 | 1 | 1 | 1 | 1 | 2 tahun |

| | | | | | | |
|---------------|---------------|---------------|---------------|---------------|---------------|-----------------|
| 2 | 2 | 1 | 1 | 1 | 1 | 15 tahun |
| 3 | 3 | 2 | 2 | 1 | 1 | 1 tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 tahun |
| 1 | 1 | 2 | 2 | 1 | 1 | 3 tahun |
| 1 | 1 | 2 | 2 | 1 | 1 | 2 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 1 bulan |
| 3 | 3 | 1 | 1 | 1 | 1 | 20 tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 10 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 5 tahun |
| 1 | 1 | 1 | 1 | 2 | 2 | 10 tahun |
| 1 | 1 | 2 | 2 | 2 | 2 | 5 tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 7 tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 4 tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 10 tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 6 tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 4 tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 5 tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 30 bulan |
| 2 | 2 | 1 | 1 | 1 | 1 | 10 bulan |
| 5 | 5 | 1 | 1 | 1 | 1 | 8 tahun |
| 4 | 4 | 1 | 1 | 2 | 2 | 1 tahun |
| 5 | 5 | 2 | 2 | 2 | 2 | 1 tahun |
| 5 | 5 | 2 | 2 | 1 | 1 | 2 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 5 tahun |
| 4 | 4 | 2 | 2 | 1 | 1 | 2 tahun |
| 5 | 5 | 1 | 1 | 2 | 2 | 1 tahun |
| 5 | 5 | 2 | 2 | 1 | 1 | 13 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 2 tahun |
| 5 | 5 | 2 | 2 | 1 | 1 | 12 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 4 tahun |
| 2 | 2 | 2 | 2 | 2 | 2 | 3 tahun |
| 5 | 5 | 2 | 2 | 1 | 1 | 22 tahun |
| 5 | 5 | 1 | 1 | 2 | 2 | 2 tahun |
| 5 | 5 | 2 | 2 | 1 | 1 | 17 tahun |
| 5 | 5 | 1 | 1 | 1 | 1 | 2 tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 6 bulan |
| 3 | 3 | 1 | 1 | 1 | 1 | 3 tahun |
| 2 | 2 | 2 | 2 | 1 | 1 | 30 tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 12 tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 5 tahun |
| 2 | 2 | 1 | 1 | 1 | 1 | 7 tahun |
| 1 | 1 | 1 | 1 | 1 | 1 | 8 tahun |
| 455.00 | 455.00 | 207.00 | 207.00 | 183.00 | 183.00 | 1,102.00 |
| 3.03 | 3.03 | 1.38 | 1.38 | 1.22 | 1.22 | 7.35 |

| Kode Kategori | Bahan Baku | | Kode Kategori | Jenis Minyak Goreng Bermerek Dan Tidak Bermerek | | | | |
|---------------|------------|---------|---------------|---|-----|---|---|---|
| | P12 | Lainnya | | P12 | P13 | | | |
| | | | | | 1 | 2 | 3 | 4 |
| 4 | 2 | | 2 | 1 | | | 1 | |
| 1 | 2 | | 2 | 1 | | | | |
| 2 | 1 | | 1 | | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 1 | 1 | | 1 | | 1 | | | |
| 1 | 2 | | 2 | 1 | | | | |
| 2 | 2 | | 2 | 1 | | 1 | | |
| 5 | 1 | | 1 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | | | |
| 1 | 2 | | 2 | | | 1 | | |
| 2 | 2 | | 2 | | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 2 | 2 | | 2 | 1 | | | | |
| 1 | 2 | | 2 | | | 1 | | |
| 1 | 2 | | 2 | | | 1 | | |
| 1 | 2 | | 2 | | | 1 | | |
| 3 | 3 | | 3 | 1 | | 1 | | |
| 5 | 1 | | 1 | 1 | | | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 1 | 5 | | 5 | | | 1 | | |
| 1 | 2 | | 2 | | | 1 | 1 | |
| 4 | 2 | | 2 | | | 1 | | |
| 1 | 1 | | 1 | 1 | | 1 | | |
| 4 | 2 | | 2 | 1 | | | | |
| 1 | 2 | | 2 | 1 | | | | |
| 1 | 2 | | 2 | 1 | | | | |
| 5 | 1 | | 1 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | | | |
| 1 | 2 | | 2 | | | 1 | | |
| 2 | 2 | | 2 | 1 | | 1 | | |
| 2 | 1 | | 1 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 3 | 1 | | 1 | 1 | | 1 | | |
| 3 | 2 | | 2 | 1 | | 1 | | |
| 1 | 1 | | 1 | 1 | | 1 | | |
| 1 | 2 | | 2 | | | 1 | | |
| 1 | 2 | | 2 | 1 | | | | |
| 2 | 1 | | 1 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 1 | 1 | | 1 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |
| 2 | 2 | | 2 | 1 | | | 1 | |
| 2 | 2 | | 2 | 1 | | 1 | | |
| 1 | 2 | | 2 | 1 | | 1 | | |

| | | | | | |
|---|----------|---|---|---|---|
| 2 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 3 | 1 | 1 | 1 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 5 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 1 | 6 Kacang | 6 | 6 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 3 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 4 | 1 | 1 | 1 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 3 | 3 | 3 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 3 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 2 | 1 | 1 | 1 | 1 | 1 |
| 3 | 1 | 1 | 1 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 5 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 1 | 1 | 1 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 3 | 3 | 3 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |
| 1 | 2 | 2 | 2 | 1 | 1 |

| Jumlah Jenis | Kode Kategori | Tingkat Keyakinan | Kode Kategori | Lima Proses Kegiatan Pembelian Konsumen | | | |
|--------------|---------------|-------------------|---------------|---|-----|-----|---|
| | | | | P13 | P14 | P15 | |
| 1 | 2 | 3 | 4 | | | | |
| 3 | 3 | 2 | 2 | 2 | 1 | 5 | 3 |
| 1 | 1 | 1 | 1 | 2 | 1 | 4 | 3 |
| 1 | 1 | 2 | 2 | 1 | 2 | 3 | 4 |
| 3 | 3 | 1 | 1 | 3 | 1 | 2 | 5 |
| 3 | 3 | 2 | 2 | 2 | 1 | 3 | 5 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 5 |
| 3 | 3 | 1 | 1 | 2 | 1 | 3 | 5 |
| 3 | 3 | 1 | 1 | 3 | 1 | 2 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 5 | 3 |
| 1 | 1 | 2 | 2 | 2 | 1 | 5 | 3 |
| 2 | 2 | 1 | 1 | 2 | 1 | 5 | 3 |
| 3 | 3 | 1 | 1 | 2 | 1 | 5 | 3 |
| 2 | 2 | 1 | 1 | 2 | 1 | 5 | 3 |
| 2 | 2 | 1 | 1 | 1 | 2 | 5 | 3 |
| 1 | 1 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 1 | 1 | 1 | 1 | 3 | 2 | 1 | 4 |
| 3 | 3 | 2 | 2 | 1 | 2 | 3 | 4 |
| 2 | 2 | 1 | 1 | 3 | 1 | 2 | 4 |
| 1 | 1 | 1 | 1 | 5 | 1 | 3 | 2 |
| 1 | 1 | 2 | 2 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 3 | 2 | 1 | 4 |
| 1 | 1 | 1 | 1 | 2 | 1 | 3 | 5 |
| 1 | 1 | 1 | 1 | 1 | 2 | 3 | 4 |
| 1 | 1 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 1 | 1 | 1 | 1 | 2 | 1 | 3 | 4 |
| 1 | 1 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 1 | 1 | 2 | 2 | 2 | 1 | 3 | 4 |
| 4 | 4 | 1 | 1 | 2 | 1 | 3 | 4 |
| 3 | 3 | 1 | 1 | 2 | 1 | 3 | 4 |
| 1 | 1 | 1 | 1 | 3 | 1 | 2 | 4 |
| 3 | 3 | 1 | 1 | 3 | 1 | 2 | 4 |
| 2 | 2 | 2 | 2 | 1 | 3 | 2 | 5 |
| 2 | 2 | 1 | 1 | 1 | 2 | 5 | 4 |
| 2 | 2 | 1 | 1 | 1 | 2 | 5 | 4 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 2 | 2 | 1 | 1 | 4 | 1 | 3 | 5 |
| 3 | 3 | 1 | 1 | 2 | 1 | 3 | 4 |
| 1 | 1 | 1 | 1 | 1 | 3 | 2 | 4 |
| 2 | 2 | 2 | 2 | 1 | 3 | 2 | 4 |
| 2 | 2 | 1 | 1 | 1 | 1 | 2 | 4 |
| 2 | 2 | 1 | 1 | 2 | 3 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 4 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 4 | 5 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |
| 1 | 1 | 1 | 1 | 1 | 2 | 3 | 4 |
| 1 | 1 | 1 | 1 | 1 | 1 | 2 | 4 |
| 2 | 2 | 2 | 2 | 3 | 1 | 2 | 4 |
| 1 | 1 | 1 | 1 | 5 | 1 | 3 | 2 |
| 2 | 2 | 1 | 1 | 2 | 2 | 3 | 4 |
| 2 | 2 | 1 | 1 | 5 | 2 | 3 | 4 |
| 3 | 3 | 2 | 2 | 2 | 1 | 5 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 2 | 3 |
| 2 | 2 | 1 | 1 | 5 | 2 | 3 | 4 |
| 1 | 1 | 1 | 1 | 1 | 1 | 3 | 4 |
| 3 | 3 | 2 | 2 | 3 | 2 | 3 | 5 |
| 3 | 3 | 1 | 1 | 1 | 2 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 5 | 4 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |
| 2 | 2 | 1 | 1 | 3 | 2 | 4 | 1 |
| 2 | 2 | 1 | 1 | 4 | 1 | 3 | 2 |
| 1 | 1 | 2 | 2 | 5 | 3 | 1 | 2 |
| 3 | 3 | 1 | 1 | 1 | 3 | 4 | 2 |
| 3 | 3 | 1 | 1 | 2 | 1 | 3 | 2 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 5 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 5 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 3 | 1 | 2 | 4 |
| 3 | 3 | 2 | 2 | 3 | 1 | 2 | 5 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |
| 2 | 2 | 1 | 1 | 3 | 1 | 3 | 4 |
| 1 | 1 | 1 | 1 | 1 | 2 | 5 | 2 |
| 3 | 3 | 2 | 2 | 3 | 1 | 5 | 3 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |
| 1 | 1 | 1 | 1 | 1 | 2 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 1 | 1 | 1 | 1 | 1 | 2 | 3 | 4 |
| 1 | 1 | 2 | 2 | 1 | 2 | 3 | 4 |
| 3 | 3 | 2 | 2 | 2 | 1 | 5 | 3 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |

| | | | | | | | |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 1 | 1 | 1 | 1 | 1 | 3 | 2 | 4 |
| 1 | 1 | 2 | 2 | 3 | 1 | 2 | 5 |
| 2 | 2 | 1 | 1 | 3 | 1 | 2 | 5 |
| 1 | 1 | 2 | 2 | 3 | 1 | 2 | 4 |
| 1 | 1 | 1 | 1 | 2 | 1 | 3 | 5 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |
| 3 | 3 | 1 | 1 | 1 | 2 | 3 | 4 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |
| 1 | 1 | 1 | 1 | 1 | 2 | 3 | 4 |
| 2 | 2 | 2 | 2 | 2 | 1 | 3 | 4 |
| 1 | 1 | 1 | 1 | 2 | 2 | 3 | 4 |
| 2 | 2 | 2 | 2 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 2 | 2 | 3 | 1 | 2 | 5 |
| 1 | 1 | 2 | 2 | 2 | 1 | 3 | 4 |
| 1 | 1 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 2 | 2 | 2 | 1 | 3 | 4 |
| 3 | 3 | 1 | 1 | 3 | 1 | 4 | 2 |
| 1 | 1 | 2 | 2 | 2 | 1 | 3 | 4 |
| 2 | 2 | 2 | 2 | 3 | 1 | 4 | 2 |
| 3 | 3 | 1 | 1 | 3 | 2 | 2 | 4 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 4 |
| 3 | 3 | 1 | 1 | 1 | 3 | 2 | 4 |
| 3 | 3 | 2 | 2 | 2 | 2 | 3 | 4 |
| 2 | 2 | 1 | 1 | 1 | 3 | 2 | 4 |
| 3 | 3 | 1 | 1 | 1 | 3 | 2 | 4 |
| 3 | 3 | 1 | 1 | 2 | 1 | 3 | 4 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |
| 3 | 3 | 1 | 1 | 1 | 2 | 3 | 4 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |
| 3 | 3 | 1 | 1 | 1 | 2 | 5 | 3 |
| 2 | 2 | 1 | 1 | 1 | 2 | 3 | 4 |
| 295.00 | 295.00 | 185.00 | 185.00 | 296.00 | 220.00 | 456.00 | 588.00 |
| 1.97 | 1.97 | 1.23 | 1.23 | 1.97 | 1.47 | 3.04 | 3.92 |

| | Kode Kategori | | Kode Kategori | Pengambilan Keputusan | Kode Kategori | Jumlah Atribut | Kode Kategori |
|---|---------------|-----------|---------------|-----------------------|---------------|----------------|---------------|
| | P15 | | P15 | P16 | P16 | P17 | P17 |
| 5 | Ideal | Responden | | | | | |
| 4 | | 2 | 0 | 1 | 1 | 2 | 1 |
| 5 | | 2 | 0 | 1 | 1 | 2 | 1 |
| 5 | 1 | | 1 | 4 | 4 | 3 | 2 |
| 4 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 4 | | 2 | 0 | 1 | 1 | 3 | 2 |
| 4 | | 2 | 0 | 4 | 4 | 3 | 2 |
| 4 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 1 | 1 | 4 | 2 |
| 4 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 4 | | 2 | 0 | 4 | 4 | 2 | 1 |
| 4 | | 2 | 0 | 1 | 1 | 2 | 1 |
| 4 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 4 | | 2 | 0 | 1 | 1 | 3 | 2 |
| 4 | | 2 | 0 | 4 | 4 | 3 | 2 |
| 5 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 3 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 3 | 2 |
| 4 | | 2 | 0 | 1 | 1 | 2 | 1 |
| 5 | | 2 | 0 | 1 | 1 | 3 | 2 |
| 4 | | 2 | 0 | 2 | 2 | 3 | 2 |
| 5 | | 2 | 0 | 4 | 4 | 2 | 1 |
| 5 | 1 | | 1 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 1 | 1 | 10 | 5 |
| 4 | | 2 | 0 | 3 | 3 | 2 | 1 |
| 5 | | 2 | 0 | 4 | 4 | 3 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 4 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 3 | 2 |
| 4 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | 1 | | 1 | 4 | 4 | 3 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 5 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | | 2 | 0 | 2 | 2 | 7 | 4 |
| 4 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | 1 | | 1 | 4 | 4 | 2 | 1 |
| 5 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 4 | | 2 | 0 | 1 | 1 | 3 | 2 |
| 4 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | 1 | | 1 | 1 | 1 | 3 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 4 | 2 |
| 4 | | 2 | 0 | 4 | 4 | 2 | 1 |
| 4 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 5 | 1 | | 1 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 1 | 1 | 4 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 2 | 1 |
| 5 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 5 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 4 | | 2 | 0 | 3 | 3 | 9 | 5 |
| 3 | | 2 | 0 | 2 | 2 | 3 | 2 |
| 5 | 1 | | 1 | 4 | 4 | 10 | 5 |
| 3 | | 2 | 0 | 4 | 4 | 2 | 1 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 2 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | | 2 | 0 | 4 | 4 | 3 | 2 |
| 5 | | 2 | 0 | 4 | 4 | 7 | 4 |
| 5 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 4 | 4 | 5 | 4 |
| 5 | | 2 | 0 | 3 | 3 | 2 | 3 |
| 3 | | 2 | 0 | 4 | 4 | 1 | 1 |
| 3 | | 2 | 0 | 4 | 3 | 2 | 1 |
| 5 | 1 | 2 | 1 | 4 | 4 | 4 | 2 |
| 5 | 1 | | 1 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 1 | 1 | 4 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 4 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 4 | | 2 | 0 | 1 | 1 | 3 | 2 |
| 5 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 4 | | 2 | 0 | 1 | 1 | 7 | 4 |
| 5 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 4 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 4 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 5 | | 2 | 1 | 4 | 4 | 3 | 2 |
| 5 | 1 | 2 | 0 | 4 | 4 | 2 | 1 |
| 5 | 1 | 2 | 0 | 1 | 1 | 3 | 2 |
| 4 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 4 | | 2 | 0 | 1 | 1 | 3 | 2 |
| 5 | | 2 | 1 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 4 | | 2 | 0 | 1 | 1 | 2 | 1 |
| 4 | | 2 | 0 | 4 | 4 | 3 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 5 | | 2 | 1 | 4 | 4 | 4 | 2 |
| 5 | 1 | 2 | 0 | 1 | 1 | 3 | 2 |
| 5 | 1 | 2 | 0 | 4 | 4 | 5 | 3 |
| 4 | | 2 | 0 | 4 | 4 | 2 | 1 |
| 4 | | 2 | 0 | 1 | 1 | 6 | 3 |
| 4 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 1 | 1 | 2 | 1 |
| 5 | 1 | 2 | 0 | 4 | 4 | 3 | 2 |
| 5 | 1 | | 1 | 4 | 4 | 4 | 2 |
| 5 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | | 2 | 1 | 4 | 4 | 3 | 2 |
| 4 | | 2 | 0 | 2 | 2 | 2 | 1 |
| 4 | | 2 | 0 | 3 | 3 | 2 | 1 |
| 4 | | 2 | 0 | 4 | 4 | 2 | 1 |
| 4 | | 2 | 0 | 4 | 4 | 3 | 2 |

| | | | | | | | |
|---------------|--------------|---------------|--------------|---------------|---------------|---------------|---------------|
| 5 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 4 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 4 | | 2 | 0 | 4 | 4 | 7 | 4 |
| 5 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 4 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 5 | 1 | | 1 | 4 | 4 | 4 | 2 |
| 5 | 1 | | 1 | 4 | 4 | 6 | 3 |
| 5 | 1 | | 1 | 1 | 1 | 4 | 2 |
| 5 | 1 | | 1 | 4 | 4 | 4 | 2 |
| 5 | 1 | | 1 | 3 | 3 | 3 | 2 |
| 5 | 1 | | 1 | 4 | 4 | 5 | 3 |
| 5 | 1 | 2 | 0 | 4 | 4 | 3 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 3 | 2 |
| 5 | 1 | 2 | 1 | 1 | 4 | 4 | 2 |
| 4 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 4 | 4 | 3 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 5 | 3 |
| 5 | | 2 | 0 | 3 | 3 | 4 | 2 |
| 5 | | 2 | 0 | 4 | 4 | 2 | 1 |
| 5 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | | 2 | 0 | 3 | 3 | 2 | 1 |
| 5 | | 2 | 0 | 1 | 1 | 2 | 1 |
| 4 | | 2 | 0 | 4 | 4 | 1 | 1 |
| 5 | | 2 | 0 | 3 | 3 | 3 | 2 |
| 5 | 1 | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 3 | 2 |
| 5 | | 2 | 0 | 4 | 4 | 5 | 3 |
| 5 | | 2 | 0 | 2 | 2 | 3 | 2 |
| 5 | 1 | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | 1 | 2 | 0 | 4 | 4 | 5 | 3 |
| 4 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | 1 | | 1 | 4 | 4 | 6 | 3 |
| 5 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | | 2 | 0 | 4 | 4 | 4 | 2 |
| 5 | 1 | | 1 | 1 | 1 | 3 | 2 |
| 5 | | 2 | 0 | 1 | 1 | 4 | 2 |
| 3 | | 2 | 0 | 4 | 4 | 1 | 1 |
| 5 | 1 | | 1 | 4 | 4 | 4 | 4 |
| 4 | | 2 | 0 | 4 | 4 | 3 | 2 |
| 5 | 1 | | 1 | 4 | 4 | 3 | 2 |
| 690.00 | 33.00 | 234.00 | 33.00 | 418.00 | 418.00 | 574.00 | 329.00 |
| 4.60 | 0.22 | 1.56 | 0.22 | 2.79 | 2.79 | 3.83 | 2.19 |

Beberapa Atribut Produk Sebagai Dasar Pertimbangan Dalam Memutuskan Pembelian Suatu Jenis Minyak Goreng

P18

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|--------------|----------------------|--|---------------------|---------------------------|-----------------------------------|--------------------|-------------|
| Tidak Berba | Berwarna B | Berizin Dari | Halal | | | | |
| Warna Yang | Bila Untuk M | Masakan Ke | Bisa Diguna | Cocok Untu | Non Kolesterol | | |
| Harga | Kualitas | | | | | | |
| Tidak Berko | Warnanya E | Bermerek | Tidak Dicari | Barangnya Berkualitas | | | |
| Murah | Bening Miny | Bergizi | Tidak Berkolesterol | | | | |
| Bening/Tida | Tidak Meng | Jika Digunakan | Tidak Cepat | Barangnya Berkualitas | | | |
| Bergizi | Mengandung | Bening | Tidak Meng | Tidak Cepat Berubah Warna | | | |
| Bening | Harga | Kolesterol | Irit | Mudah Didapat | | | |
| Membuat M | Menjaga Kestabilan | Cita Rasa Makanan | | | | | |
| Membuat M | Warna Menarik | Berwarna Kuning | | | | | |
| Harga | Mutu | | | | | | |
| Produk | Fungsi | Harga | Lokasi | | | | |
| Mutu | Harga | Rasa | | | | | |
| Sehat | Jernih/Benir | Ada Kandur | Mengandung | Non Kolesterol | | | |
| Higienis | Non Kolest | Mengandung | Terjangkau | Dalam Pembelian | | | |
| Melalui 2 Pr | Memiliki As | Yang Pentir | Higienis | Bergizi | | | |
| Non Kolest | Tanpa Baha | Mengandung Omega 6 | | | | | |
| Harga | Zat Yang Dikandung | | | | | | |
| Bau | Rasa | Non Kolesterol | | | | | |
| Membuat M | Membuat Makanan | Menjadi Lebih Renyah atau Gurih | | | | | |
| Halal Untuk | Kualitas Mu | Tidak Terlalu Banyak Mengandung Kolesterol | | | | | |
| Non Kolest | Mengandung | Tidak Meng | Harga Terja | Aman Dikonsumsi | | | |
| Murah | Kadar Lema | Bergizi | Higienis | Tidak Muda | Halal | Tidak Meng | Tidak Boros |
| Rasa | Bau | | | | | | |
| Bebas Kolest | Dua Kali Pe | Tanpa Bahan Pengawet | | | | | |
| Melalui 2 Pr | Memiliki As | Irit | Higienis | Bergizi | | | |
| Warna | Bentuk Kem | Bau | Awet Untuk | Menggoreng | | | |
| Kualitas | Harga | Bentuk Bot | Merek | | | | |
| Jernih | Tidak Teng | Rendah Lemak/Non Kolesterol | | | | | |
| Warna Kuni | Bahan Pem | Kandungan | Mudah Dida | Harga | | | |
| Mutu Terjan | Tanpa Baha | Harga Mura | Non Kolesterol | | | | |
| Non Kolest | Warna | Murah | Enak | Bening | Baunya | Tanggal Kadaluarsa | |
| Warna | Komposisi | Proses | Bahan Baku | Harga | | | |
| Higienis | Bergizi | Memiliki As | Melalui 2 Proses | Penyaringan | | | |
| Harga Terja | Non Kolest | Tidak Meng | Aman Digur | Produk Hig | Mengandung Vitamin Yang Diperluka | | |
| Murah | Higienis | Mudah Dida | Aman Dikonsumsi | | | | |
| Bahan Dasa | Cocok/Tida | Dapat Tahan | Untuk Memasak Semua | | | | |
| Warna | Aroma | Rasa | Kandungan Vitamin | | | | |
| Tanpa Kolest | Tanpa Baha | Menyehatkan | Harga | | | | |
| Warna Jern | Non Kolest | Kemasan M | Harga Terjangkau | | | | |
| Higienis | Tanpa Bahan Pengawet | | | | | | |
| Non Kolest | Mengandung | Warnanya K | Makananny | Harganya Terjangkau | | | |
| Manfaat/Fu | Harga | Produk | Keberadaa | Promosi | | | |
| Tidak Meng | Rendah Kal | Berprotein | Bervitamin | Murah Harganya | | | |
| Terjamin Mu | Mudah Dan | Irit | Jernih Dan | Higienis | | | |
| Kalorinya | Kemurnian | Penyaringannya | | | | | |
| Produknya | Fungsinya | Harga | Tempat | Promosinya | | | |
| Bening/Kun | Tidak Apek | Hasil Goreng | Bebas Lem | Higienis | | | |
| Kadaluarsa | Jernih/Benir | Warnanya K | Kemasan | Bahan | Harga | Mutu | Rasa |
| Sehat | Harga | Kemasan Menarik | | | | | |
| Mengandung | Harga Terja | Manfaat | Warna Jern | Bermerek/D | Mudah Dida | Bentuk Men | Tanpa Baha |
| Murah | Bermerek | | | | | | |

| | | | | | | | |
|------------------|---------------------------|-------------------|------------------------|-----------------------------|-----------------------------------|------------------------|-------|
| Mutu | Aroma | Mengandung | Harga | | | | |
| Higienis | Terjangkau | Tepat Guna (Mutu) | | | | | |
| Kandungan | Kolesterol | Harga | Tingkat Keje | Mengandung | Produk Yang Higienis | | |
| Tingkat Keje | Vitamin | Bahan Dasar | Higienis | Harga | | | |
| Kolesterol | Tingkat Keje | Vitamin | Higienis | Harga Cukup | Terjangkau | | |
| Rasanya | Non Kolesterol | | | | | | |
| Harga Terjangkau | | | | | | | |
| Harga Terjangkau | | | | | | | |
| Kualitas Mu | Mengandung | Mengandung | Harganya Sesuai Dengan | Pendapatan | | | |
| Non Kolest | Dengan 2 K | Halal Dikon | Mengandung | Mengandung | Provitamin | | |
| Warnanya K | Harga Terja | Higienis | Mudah Ditemukan | | | | |
| Warnanya K | Cocok Deng | Mudah Dida | Higienis | Banyak Orang Memakainya | | | |
| Makanan Ja | Vitamin | Harganya M | Warna Beni | Sesuai Den | Sesuai Dengan Semua Jenis Makanan | | |
| Harga Terja | Warnanya J | Diproduksi | Sehat Bagi | Halal | Mudah Dipe | Omega 3 | |
| Melalui 2 Ka | Dapat Diisi | Non Kolest | Dijual Dimana-mana | | | | |
| Murah | Higienis | Mutunya Terjamin | | | | | |
| Menjaga Ke | Merek Terke | Usia Pakai | Banyak Iklan | Aman Bagi | Kemasannya Unik | | |
| Mencegah F | Jernih | Mudah Dida | Digunakan | Menyehatkan | | | |
| Tidak Berba | Warnanya K | Mudah Dida | Harganya T | Tidak Cepat Rusak | | | |
| Membuat M | Tidak Memt | Tanpa Baha | Cepat Serap | Disukai Ole | Tidak Merusak Alat Masak | | |
| Non Kolest | Mengandung | Mengandung | Praktis | Tidak Berbau | | | |
| Tidak Berba | Mutu Terjan | Banyak Mer | Harga Terjangkau | | | | |
| Berwarna Je | Tidak Meng | Tidak Muda | Kemasannya | Berguna Bagi Kesehatan | | | |
| Sesuai Den | Harga Terja | Cepat Meny | Praktis Dalam | Irit | Makanan Jadi Enak | | |
| Warnanya M | Kemurnian | Disukai Bar | Isi Diperban | Berhadiah | Ada Garansi | Mudah Dite | Hemat |
| Harga | Rasa | Kemasannya | Praktis | | | | |
| Harganya M | Higienis | Kemurnian | Kalori | Berhadiah | | | |
| Warna Mak | Tidak Cepa | Harganya S | Dapat Diisi | Murni Tanpa Campuran | | | |
| Membuat M | Ikannya Me | Warna Mak | Tanggal Ka | Mudah Disimpan | | | |
| Mencegah F | Mengandung | Diproses De | Ada Jaminan | Garansi | | | |
| Non Kolest | Kadar Lemak Rendah | | | | | | |
| Cocok Deng | Membantu | Mencegah | Penyakit Jantung | | | | |
| Warna Jern | Tidak Tengik | | | | | | |
| Mutu | Harga Terjangkau | | | | | | |
| Higienis | Tanpa Bahan Pengawet | | | | | | |
| Mudah Dida | Terjangkau | Kualitas Ter | Mengandung | Vitamin | | | |
| Murah | Tidak Boros | Jenisnya Baik | | | | | |
| Mengandung | Membantu | Berwarna K | Mengandung | Memberikan | Diproses Da | Pemurnian Dengan Terin | |
| Mengandung | Membantu | Berwarna K | Mengandung | Berkualitas | Untuk Kesehatan | | |
| Tidak Berba | Berwarna K | Harga Muda | Non Kolest | Mengandung | Berbagai Vitamin | | |
| Jernih Warr | Nilai Gizinya | Non Kolest | Harganya | Fungsinya | | | |
| Non Kolest | Jernih | Mengandung | Tidak Mudah | Bekunya/Tengik | | | |
| Harga | Kejernihan/Kualitas Merek | | | | | | |
| Jernih Warr | Awet | Gurih | Berkualitas | | | | |
| Harga | Merek | | | | | | |
| Jernih Warr | Alami | Berkualitas | Mengandung | Tidak Mengandung Kolesterol | | | |
| Jernih Warr | Berkualitas | Alami | | | | | |
| Jernih Warr | Tengik Atau Tidak | | | | | | |
| Warna | Kandungan | Berkualitas Baik | | | | | |
| Non Kolest | Tanpa Peng | Mengandung | Tercantum Produk Halal | | | | |
| Halal | Non Kolest | Mengandung | Tanpa Bahan Pengawet | | | | |
| Kualitas | Kesehatan | Terdaftar Re | Harganya | | | | |
| Harga | Kualitas Ba | Kuantitas | Nilai Gizi | Non Kolest | Mengandung | Vitamin | |
| Jernih | Bersih | | | | | | |
| Non Kolest | Harga Terja | Mudah Dida | Bersih | | | | |
| Omega 9 | Omega 6 | Kalori | | | | | |

| | | | | | | |
|--------------|-----------------|------------------|------------------|--------------------|-----------------|-----------|
| Higienis | Minyaknya | Murah/Harg | Mudah Didapat | | | |
| Mengandung | Mengandung | Mengandung | Mengandung | Mengandung | Protein | Vitamin A |
| Kalori | Kalori Dari | Omega | Kolesterol | Protein | Natrium | |
| Kalori | Kalori Dari | Lemak Jenu | Kolesterol | Protein | Natrium | |
| Protein | Vitamin A & | Omega | Karbohidrat | Provitamin | | |
| Warna Kuni | Tahan Beku | Hemat | Bermutu | | | |
| Harganya T | Mutunya Ba | Non Koleste | Ada Izin De | Rasa | | |
| Rasa | Kualitas Ha | Kandungan | Harga | | | |
| Kualitas Bai | Harga Mura | Bermanfaat | Berhadiah | | | |
| Jernih | Non Koleste | Murah | | | | |
| Bening | Tidak Meng | Tidak Berba | Murah | Kandungan | Vitamin Tinggi | |
| Produknya | Tidak Meng | Harganya Sesu | Dengan Mutunya | | | |
| Jernih | Non Koleste | Mengandung | Vitamin | | | |
| Bening | Tidak Meng | Tidak Berba | Murah | | | |
| Bersih | Jernih | Jika Dipakai | Tidak Cepat | Berubah Warna | | |
| Produknya | Jernih | Tidak Mengandung | Pengawet Dan | Zat Yang Berbahaya | | |
| Menyehatkan | Mengandung | Higienis | Jernih | Tahan Lama | | |
| Tahan Lama | Bergizi | Higienis | Tidak Mengandung | Lemak | | |
| Bermutu dan | Tidak Mengendap | Apabila Dingin | | | | |
| Memberikan | Hemat, Irit, | Bisa Diguna | Murni | | | |
| Dapat Digun | Harga Terja | Tidak Cepat | Tidak Boros | | | |
| Non Koleste | Mudah Dan | Praktis | | | | |
| Mengandung | Non Kolesterol | | | | | |
| Warnanya K | Menyehatkan | Tidak Cepat | Mengandung | Omega | | |
| Higienis | Tidak Berba | Memberikan | Mengandung | Vitamin A | | |
| Rasa | Mengandung | Tidak Bany | Tidak Cepat | Berubah Warna | | |
| Harga | Hasil Gore | Warna Minyak | Menarik | | | |
| Non Koleste | Diproses De | Diproses Se | Hemat Digu | Mengandung | Vitamin E | |
| Warnanya B | Bergizi Ting | Komposisi | Kandungan | Vitamin | | |
| Murah | Banyak Dig | Memiliki As | Dijual Dibanyak | Tempat | | |
| Hasil Gore | klannya Me | Banyak Dijual | Dipasaran | | | |
| Kemurnian | Awet Digun | Disukai Ora | Halal Digun | Mengandung | Vitamin A & E | |
| Non Koleste | Mengandung | Disukai Ang | Praktis Dalam | Penggunaan | | |
| Aman Dikor | Mendapat iz | Dianjurkan | Rasa Maka | Memberi | Kesehatan Tubuh | |
| Aromanya | Dipakai Ole | Mengandung | Harga Murah | | | |
| Bebas Kole | Mengandung | Mengandung | Mengandung | Warna Kuni | Tidak Mengendap | |
| Bersih | Non Koleste | Manfaat Bagus | | | | |
| Bebas Kole | Tidak Meng | Kaya Vitamin | | | | |
| Sehat | | | | | | |
| Non Koleste | Warnanya K | Melalui 2 Ka | Menyehatkan | Harga | | |
| Memberi Ke | Mencegah P | Higienis | Mengandung | Vitamin | | |
| Sehat | Jernih | Enak | | | | |
| | | | | | | |
| | | | | | | |

| an | Jumlah Peratribut Kode Kategori | | | | | | |
|---------------------------|------------------------------------|---|---|---|---|---|---|
| | P18 | | | | | | |
| 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 |
| | | 1 | 1 | 1 | 1 | 1 | |
| | | 1 | 1 | 2 | 1 | 2 | 1 |
| | | 3 | 1 | | | | |
| | | 1 | 1 | 5 | 1 | 1 | |
| | | 3 | 1 | 1 | 1 | | |
| | | 1 | 1 | 1 | | | |
| | | 1 | 1 | 1 | 1 | 1 | |
| | | 1 | 3 | 1 | 1 | 4 | |
| | | 2 | 2 | | | | |
| | | 2 | 1 | | | | |
| | | 3 | 1 | | | | |
| | | 1 | 2 | 3 | 4 | | |
| | | 1 | 3 | 2 | 1 | 1 | |
| | | 2 | 1 | 1 | 3 | | |
| | | 1 | 1 | 2 | 1 | | |
| | | 1 | 1 | 1 | | | |
| | | 1 | 1 | 1 | 1 | | |
| | | 3 | 1 | 1 | | | |
| | | 1 | 2 | 1 | | | |
| | | 2 | 2 | | | | |
| | | 1 | 1 | 1 | 3 | | |
| | | 1 | 1 | 1 | 1 | 1 | |
| | | 1 | 1 | 1 | | | |
| | | 3 | 1 | 1 | | | |
| Rasanya Aman Untuk | | 2 | 1 | 1 | 3 | 1 | |
| | | 3 | 1 | 1 | 1 | 1 | 1 |
| | | 2 | 1 | 1 | | | |
| | | 1 | 1 | 1 | | | |
| | | 1 | 1 | 1 | | | |
| | | 1 | 1 | 1 | | | |
| | | 1 | 1 | 1 | | | |
| | | 1 | 1 | 1 | | | |
| | | 1 | 1 | 1 | | | |
| | | 1 | 1 | 1 | | | |
| | | 1 | 1 | 1 | | | |
| | | 1 | 1 | 1 | | | |
| | | 3 | 1 | 1 | | | |
| an Tubuh | | 3 | 1 | 4 | 1 | 1 | 1 |
| | | 1 | 2 | 1 | | | |
| | | 1 | 1 | 2 | 3 | | |
| | | 1 | 1 | 2 | 1 | 1 | |
| | | 1 | 1 | 5 | 3 | | |
| | | 1 | 1 | | | | |
| | | 1 | 1 | 1 | 2 | 3 | |
| | | 2 | 3 | 1 | 4 | 5 | |
| | | 1 | 1 | 1 | 1 | 3 | |
| | | 1 | 1 | 1 | 1 | | |
| | | 1 | 1 | 1 | 1 | | |
| | | 1 | 1 | 1 | 1 | | |
| | | 1 | 2 | 3 | 4 | 5 | |
| | | 1 | 1 | 2 | 1 | 1 | |
| Hadiah | | 1 | 1 | 1 | 5 | 1 | 3 |
| | | 2 | 3 | 5 | | | |
| Tahan Lama Non Kolesterol | | 1 | 3 | 2 | 1 | 5 | 4 |
| | | 3 | 5 | | | | |

| | | | | | | | |
|--|--|---------------|---------------|---------------|---------------|---------------|--------------|
| | | 1 | 1 | 3 | 4 | | |
| | | 1 | 1 | 1 | 1 | 1 | |
| | | 1 | 1 | 1 | 1 | 1 | 1 |
| | | 1 | 1 | 1 | 1 | 1 | 1 |
| | | 1 | 1 | 1 | 1 | 1 | 1 |
| | | 1 | 1 | 1 | 1 | 1 | 1 |
| | | 3 | 1 | 1 | 1 | 2 | |
| | | 2 | 2 | 2 | 3 | | |
| | | 1 | 3 | 3 | 5 | | |
| | | 1 | 1 | 1 | 3 | 1 | |
| | | 5 | 1 | 3 | 1 | | |
| | | 1 | 1 | 1 | 3 | | |
| | | 1 | 1 | 1 | 1 | | |
| | | 5 | 1 | 1 | 1 | | |
| | | 2 | 1 | 1 | 1 | 1 | |
| | | 1 | 1 | 1 | 1 | | |
| | | 1 | 1 | 1 | 1 | | |
| | | 2 | 1 | 1 | 1 | 1 | |
| | | 1 | 1 | 1 | 1 | | |
| | | 1 | 3 | 1 | 1 | | |
| | | 2 | 1 | 1 | 1 | | |
| | | 1 | 1 | 1 | 1 | | |
| | | 1 | 2 | 1 | 1 | 1 | |
| | | 1 | 1 | 1 | 1 | | |
| | | 2 | 1 | 1 | 1 | | |
| | | 1 | 2 | 1 | 1 | 1 | |
| | | 3 | 1 | 1 | 1 | 1 | |
| | | 1 | 1 | 1 | 1 | | |
| | | 3 | 5 | 1 | 4 | | |
| | | 2 | 5 | 4 | 1 | 1 | |
| | | 1 | 1 | 5 | 1 | 1 | |
| | | 1 | 1 | 2 | 2 | 2 | |
| | | 1 | 1 | 5 | 3 | | |
| | | 1 | 5 | 1 | 1 | 1 | 1 |
| | | 1 | 1 | 1 | | | |
| | | 1 | 1 | 2 | | | |
| | | 1 | 1 | 1 | | | |
| | | 2 | 1 | 1 | 2 | 3 | |
| | | 1 | 1 | 1 | 1 | | |
| | | 2 | 2 | 1 | 1 | | |
| | | 2 | 1 | 2 | 1 | | |
| | | | | | | | |
| | | 228.00 | 228.00 | 217.00 | 191.00 | 106.00 | 37.00 |
| | | 1.52 | 1.52 | 1.45 | 1.27 | 0.71 | 0.25 |

| | | | | Jumlah Atribut | Kode Kategori | Alasan Berganti | Kode Kategori |
|---|---|---|----|-------------------|------------------|--------------------|------------------|
| | | | | P18 | P18 | P19 | P19 |
| 7 | 8 | 9 | 10 | | | | |
| | | | | 4 | 2 | 3 | 3 |
| | | | | 6 | 3 | 2 | 2 |
| | | | | 2 | 1 | 3 | 3 |
| | | | | 5 | 3 | 2 | 2 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 3 | 2 | 4 | 4 |
| | | | | 5 | 3 | 4 | 4 |
| | | | | 5 | 3 | 4 | 4 |
| | | | | 2 | 1 | 4 | 4 |
| | | | | 2 | 1 | 5 | 5 |
| | | | | 2 | 1 | 4 | 4 |
| | | | | 4 | 2 | 1 | 1 |
| | | | | 3 | 2 | 4 | 4 |
| | | | | 5 | 3 | 2 | 2 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 5 | 3 | 4 | 4 |
| | | | | 3 | 2 | 2 | 2 |
| | | | | 2 | 1 | 2 | 2 |
| | | | | 3 | 2 | 5 | 5 |
| | | | | 2 | 1 | 1 | 1 |
| | | | | 3 | 2 | 2 | 2 |
| | | | | 5 | 3 | 1 | 1 |
| | 1 | 1 | 2 | 10 | 5 | 3 | 3 |
| | | | | 2 | 1 | 4 | 4 |
| | | | | 3 | 2 | 4 | 4 |
| | | | | 5 | 3 | 4 | 4 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 4 | 2 | 4 | 4 |
| | | | | 4 | 2 | 4 | 4 |
| | | | | 3 | 2 | 4 | 4 |
| | | | | 5 | 3 | 3 | 3 |
| | | | | 4 | 2 | 4 | 4 |
| | 1 | | | 7 | 4 | 4 | 4 |
| | | | | 5 | 3 | 2 | 2 |
| | | | | 4 | 2 | 4 | 4 |
| | | | | 6 | 3 | 3 | 3 |
| | | | | 4 | 2 | 3 | 3 |
| | | | | 3 | 2 | 2 | 2 |
| | | | | 4 | 2 | 4 | 4 |
| | | | | 3 | 2 | 2 | 2 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 2 | 1 | 6 | 6 |
| | | | | 5 | 3 | 4 | 4 |
| | | | | 5 | 3 | 2 | 2 |
| | | | | 5 | 3 | 2 | 2 |
| | | | | 4 | 2 | 4 | 4 |
| | | | | 3 | 2 | 2 | 2 |
| | | | | 5 | 3 | 2 | 2 |
| | | | | 5 | 3 | 2 | 2 |
| | 1 | 2 | 5 | 9 | 5 | 2 | 2 |
| | | | | 3 | 2 | 4 | 4 |
| | 5 | 1 | 1 | 10 | 5 | 4 | 4 |
| | | | | 2 | 1 | 3 | 3 |

| | | | | | | | | |
|--|--|--|--|--|---|---|---|---|
| | | | | | 4 | 2 | 2 | 2 |
| | | | | | 3 | 3 | 3 | 3 |
| | | | | | 6 | 3 | 4 | 4 |
| | | | | | 5 | 3 | 4 | 3 |
| | | | | | 5 | 3 | 2 | 4 |
| | | | | | 2 | 1 | 2 | 2 |
| | | | | | 1 | 1 | 2 | 2 |
| | | | | | 1 | 1 | 2 | 2 |
| | | | | | 4 | 2 | 3 | 3 |
| | | | | | 5 | 3 | 2 | 2 |
| | | | | | 4 | 2 | 3 | 3 |
| | | | | | 5 | 3 | 3 | 3 |
| | | | | | 6 | 3 | 4 | 4 |
| | | | | | 7 | 4 | 3 | 3 |
| | | | | | 4 | 2 | 2 | 2 |
| | | | | | 3 | 2 | 3 | 3 |
| | | | | | 6 | 3 | 4 | 4 |
| | | | | | 5 | 3 | 3 | 3 |
| | | | | | 5 | 3 | 2 | 2 |
| | | | | | 6 | 3 | 2 | 2 |
| | | | | | 5 | 3 | 3 | 3 |
| | | | | | 4 | 2 | 4 | 4 |
| | | | | | 5 | 3 | 3 | 3 |
| | | | | | 6 | 3 | 3 | 3 |
| | | | | | 5 | 3 | 3 | 3 |
| | | | | | 4 | 2 | 4 | 4 |
| | | | | | 5 | 3 | 3 | 3 |
| | | | | | 6 | 3 | 3 | 3 |
| | | | | | 5 | 3 | 3 | 3 |
| | | | | | 8 | 4 | 3 | 3 |
| | | | | | 3 | 2 | 2 | 2 |
| | | | | | 5 | 3 | 3 | 3 |
| | | | | | 5 | 3 | 4 | 4 |
| | | | | | 5 | 3 | 3 | 3 |
| | | | | | 4 | 2 | 4 | 4 |
| | | | | | 2 | 1 | 3 | 3 |
| | | | | | 3 | 2 | 2 | 2 |
| | | | | | 2 | 1 | 4 | 4 |
| | | | | | 2 | 1 | 3 | 3 |
| | | | | | 2 | 1 | 3 | 3 |
| | | | | | 4 | 2 | 2 | 2 |
| | | | | | 3 | 2 | 2 | 2 |
| | | | | | 7 | 4 | 4 | 4 |
| | | | | | 5 | 3 | 4 | 4 |
| | | | | | 5 | 3 | 1 | 1 |
| | | | | | 5 | 3 | 2 | 2 |
| | | | | | 4 | 2 | 4 | 4 |
| | | | | | 2 | 1 | 3 | 3 |
| | | | | | 2 | 1 | 3 | 3 |
| | | | | | 4 | 2 | 2 | 2 |
| | | | | | 4 | 2 | 3 | 3 |
| | | | | | 2 | 1 | 2 | 2 |
| | | | | | 4 | 2 | 3 | 3 |
| | | | | | 4 | 2 | 4 | 4 |
| | | | | | 4 | 2 | 4 | 4 |
| | | | | | 4 | 2 | 4 | 4 |
| | | | | | 6 | 3 | 2 | 2 |
| | | | | | 2 | 1 | 3 | 3 |
| | | | | | 4 | 2 | 2 | 2 |
| | | | | | 3 | 2 | 4 | 4 |
| | | | | | 3 | 2 | 4 | 4 |
| | | | | | 4 | 2 | 2 | 2 |
| | | | | | 3 | 2 | 3 | 3 |
| | | | | | 2 | 1 | 3 | 3 |
| | | | | | 3 | 2 | 4 | 4 |
| | | | | | 4 | 2 | 4 | 4 |
| | | | | | 6 | 3 | 2 | 2 |
| | | | | | 2 | 1 | 3 | 3 |
| | | | | | 4 | 2 | 2 | 2 |
| | | | | | 3 | 2 | 4 | 4 |

| | | | | | | | |
|--------------|-------------|-------------|-------------|---------------|---------------|---------------|---------------|
| 1 | | | | 4 | 2 | 4 | 4 |
| | | | | 5 | 3 | 2 | 2 |
| | | | | 7 | 4 | 2 | 2 |
| | | | | 6 | 3 | 2 | 2 |
| | | | | 5 | 3 | 2 | 2 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 5 | 3 | 3 | 3 |
| | | | | 4 | 2 | 4 | 4 |
| | | | | 4 | 2 | 4 | 4 |
| | | | | 4 | 2 | 4 | 4 |
| | | | | 3 | 2 | 3 | 3 |
| | | | | 5 | 3 | 4 | 4 |
| | | | | 3 | 2 | 2 | 2 |
| | | | | 3 | 2 | 1 | 1 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 3 | 2 | 4 | 4 |
| | | | | 3 | 2 | 2 | 2 |
| | | | | 5 | 3 | 2 | 2 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 2 | 1 | 3 | 3 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 4 | 2 | 3 | 3 |
| | | | | 2 | 1 | 4 | 4 |
| | | | | 2 | 1 | 3 | 3 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 4 | 2 | 3 | 3 |
| | | | | 4 | 2 | 3 | 3 |
| | | | | 3 | 2 | 2 | 2 |
| | | | | 5 | 3 | 2 | 2 |
| | | | | 3 | 2 | 2 | 2 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 3 | 2 | 3 | 3 |
| | | | | 5 | 3 | 3 | 3 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 5 | 3 | 3 | 3 |
| | | | | 4 | 2 | 2 | 2 |
| | | | | 6 | 3 | 2 | 2 |
| | | | | 3 | 2 | 4 | 4 |
| | | | | 3 | 2 | 2 | 2 |
| | | | | 1 | 1 | 2 | 2 |
| | | | | 5 | 3 | 4 | 4 |
| | | | | 4 | 1 | 2 | 2 |
| | | | | 3 | 2 | 2 | 2 |
| 15.00 | 5.00 | 8.00 | 2.00 | 610.00 | 342.00 | 433.00 | 433.00 |
| 0.10 | 0.03 | 0.05 | 0.01 | 4.07 | 2.28 | 2.89 | 2.89 |

| Faktor Utama | Kode Kategori | Keputusan Alternatif | Kode Kategori | Tidak Tersedia | Kode Kategori | Informasi Produk | |
|--------------|---------------|----------------------|---------------|----------------|---------------|------------------|-------------|
| P20 | P20 | P21 | P21 | P22 | P22 | P23 | Lainnya |
| 4 | 4 | 1 | 1 | 1 | 1 | 1 | 1 |
| 2 | 2 | 3 | 3 | 2 | 2 | 1 | 1 |
| 3 | 3 | 2 | 2 | 1 | 1 | 1 | 1 |
| 4 | 4 | 1 | 1 | 2 | 2 | 1 | 1 |
| 3 | 3 | 2 | 2 | 1 | 1 | 1 | 1 |
| 2 | 2 | 2 | 2 | 3 | 3 | 1 | 1 |
| 2 | 2 | 2 | 2 | 3 | 3 | 1 | 1 |
| 4 | 4 | 2 | 2 | 3 | 3 | 5 | 1 |
| 7 | 7 | 1 | 1 | 3 | 3 | 1 | 1 |
| 2 | 2 | 1 | 1 | 3 | 3 | 6 | Kepercayaan |
| 6 | 6 | 3 | 3 | 1 | 1 | 1 | 1 |
| 2 | 2 | 3 | 3 | 1 | 1 | 1 | 1 |
| 2 | 2 | 3 | 3 | 1 | 1 | 1 | 1 |
| 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| 2 | 2 | 1 | 1 | 2 | 2 | 2 | 1 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 |
| 2 | 2 | 3 | 3 | 2 | 2 | 2 | 5 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 3 | 3 | 1 | 1 | 1 | 1 | 1 | 1 |
| 1 | 1 | 3 | 3 | 3 | 3 | 2 | 2 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 |
| 4 | 4 | 3 | 3 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 |
| 4 | 4 | 2 | 2 | 2 | 2 | 1 | 1 |
| 7 | 7 | 2 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 1 | 1 | 3 | 3 | 1 | 1 |
| 6 | 6 | 3 | 3 | 3 | 3 | 1 | 1 |
| 6 | 6 | 1 | 1 | 3 | 3 | 1 | 1 |
| 6 | 6 | 3 | 3 | 2 | 2 | 1 | 1 |
| 7 | 7 | 1 | 1 | 3 | 3 | 5 | 1 |
| 4 | 4 | 1 | 1 | 2 | 2 | 5 | 1 |
| 4 | 4 | 2 | 2 | 3 | 3 | 1 | 1 |
| 6 | 6 | 2 | 2 | 3 | 3 | 1 | 1 |
| 3 | 3 | 2 | 2 | 3 | 3 | 1 | 1 |
| 2 | 2 | 3 | 3 | 3 | 3 | 1 | 1 |
| 1 | 1 | 3 | 3 | 3 | 3 | 5 | 1 |
| 2 | 2 | 1 | 1 | 2 | 2 | 5 | 1 |
| 5 | 5 | 2 | 2 | 3 | 3 | 2 | 1 |
| 2 | 2 | 3 | 3 | 3 | 3 | 1 | 1 |
| 7 | 7 | 1 | 1 | 3 | 3 | 2 | 1 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 1 | 1 | 2 | 2 | 1 | 1 |
| 4 | 4 | 1 | 1 | 1 | 1 | 1 | 1 |
| 2 | 2 | 3 | 3 | 2 | 2 | 1 | 1 |
| 6 | 6 | 3 | 3 | 2 | 2 | 1 | 1 |
| 6 | 6 | 2 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 1 | 1 | 2 | 2 | 5 | 1 |
| 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 6 | 6 | 2 | 2 | 1 | 1 | 1 | 1 |
| 3 | 3 | 1 | 1 | 2 | 2 | 2 | 1 |

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| 6 | 6 | 1 | 1 | 3 | 3 | 2 |
| 2 | 2 | 1 | 1 | 2 | 2 | 1 |
| 2 | 2 | 1 | 1 | 1 | 1 | 5 |
| 2 | 2 | 1 | 1 | 2 | 2 | 1 |
| 2 | 2 | 1 | 1 | 2 | 2 | 1 |
| 2 | 2 | 3 | 3 | 2 | 2 | 1 |
| 6 | 6 | 3 | 3 | 3 | 3 | 1 |
| 6 | 6 | 3 | 3 | 2 | 2 | 1 |
| 2 | 2 | 1 | 1 | 3 | 3 | 5 |
| 3 | 3 | 3 | 3 | 1 | 1 | 2 |
| 7 | 7 | 3 | 3 | 1 | 1 | 3 |
| 3 | 3 | 2 | 2 | 2 | 2 | 1 |
| 2 | 2 | 3 | 3 | 2 | 2 | 5 |
| 3 | 3 | 3 | 3 | 2 | 2 | 2 |
| 1 | 1 | 1 | 1 | 3 | 3 | 1 |
| 2 | 2 | 3 | 3 | 3 | 3 | 5 |
| 2 | 2 | 3 | 3 | 3 | 3 | 2 |
| 2 | 2 | 3 | 3 | 3 | 3 | 2 |
| 2 | 2 | 3 | 3 | 2 | 2 | 1 |
| 2 | 2 | 1 | 1 | 3 | 3 | 1 |
| 2 | 2 | 2 | 2 | 1 | 1 | 2 |
| 7 | 7 | 1 | 1 | 3 | 3 | 1 |
| 6 | 6 | 2 | 2 | 1 | 1 | 5 |
| 2 | 2 | 1 | 1 | 3 | 3 | 1 |
| 7 | 7 | 3 | 3 | 1 | 1 | 2 |
| 2 | 2 | 1 | 1 | 3 | 3 | 1 |
| 6 | 6 | 1 | 1 | 3 | 3 | 1 |
| 4 | 4 | 2 | 2 | 3 | 3 | 1 |
| 3 | 3 | 3 | 3 | 1 | 1 | 2 |
| 4 | 4 | 2 | 2 | 3 | 3 | 1 |
| 3 | 3 | 1 | 1 | 3 | 3 | 1 |
| 6 | 6 | 3 | 3 | 1 | 1 | 3 |
| 1 | 1 | 2 | 2 | 3 | 3 | 1 |
| 7 | 7 | 3 | 3 | 1 | 1 | 3 |
| 4 | 4 | 2 | 2 | 3 | 3 | 1 |
| 4 | 4 | 2 | 2 | 2 | 2 | 1 |
| 6 | 6 | 2 | 2 | 3 | 3 | 5 |
| 4 | 4 | 3 | 3 | 1 | 1 | 1 |
| 2 | 2 | 1 | 1 | 3 | 3 | 6 Informasi Pa |
| 3 | 3 | 2 | 2 | 1 | 1 | 1 |
| 4 | 4 | 1 | 1 | 1 | 1 | 5 |
| 1 | 1 | 1 | 1 | 3 | 3 | 2 |
| 506.00 | 506.00 | 298.00 | 298.00 | 327.00 | 327.00 | 313.00 |
| 3.37 | 3.37 | 1.99 | 1.99 | 2.18 | 2.18 | 2.09 |

| Kode Kategori | Tempat Pembelian Kebutuhan Sehari-hari Terutama Produk Minyak Goreng | | | | | | |
|---------------|---|---|---|---|---|---|---------------|
| | 24 | | | | | | |
| P23 | 1 | 2 | 3 | 4 | 5 | 6 | Lainnya |
| 1 | 1 | | | | | 1 | |
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1 Toko Kecil
 1 Minimarket
 1 Mini Market
 1 Grosir Semi

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| 2 | | | | | | 1 | |
| 313.00 | 72.00 | 12.00 | 14.00 | 75.00 | 97.00 | 5.00 | |
| 2.09 | 0.48 | 0.08 | 0.09 | 0.50 | 0.65 | 0.03 | |

| Jumlah Per Tempat Pembelian Kebutuhan Sehari-hari Kode Kategori | | | | | | Jumlah Tempat | |
|--|---|---|---|---|---|---------------|---------|
| P24 | | | | | | P24 | Lainnya |
| 1 | 2 | 3 | 4 | 5 | 6 | | |
| 1 | 2 | | | 5 | | 3 | |
| | | | 4 | 5 | | 2 | |
| 1 | 2 | | 4 | | | 3 | |
| | | | 4 | | | 1 | |
| 1 | | | 4 | 5 | | 3 | |
| 1 | | | 4 | 5 | | 3 | |
| 1 | | | 4 | 5 | | 3 | |
| | | | 4 | | 6 | 2 | |
| | | | | 5 | | 1 | |
| 1 | | | 4 | 5 | | 1 | |
| | | | 4 | 5 | | 2 | |
| 1 | | | 4 | 5 | | 3 | |
| | | | 4 | 5 | | 2 | |
| 1 | | | 4 | 5 | | 2 | |
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| 1 | | | 4 | 5 | | 2 | |
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| 72.00 | 24.00 | 42.00 | 300.00 | 485.00 | 30.00 | 275.00 |
| 0.48 | 0.16 | 0.28 | 2.00 | 3.23 | 0.20 | 1.83 |

| Kode Kategori | Tempat Paling Sering | | Kode Kategori | Urutan Mula Nama-nama | | | |
|---------------|----------------------|---------|---------------|-----------------------|-----------|-----------|------------|
| | P25 | Lainnya | | P25 | 1 | 2 | 3 |
| 3 | 1 | | 1 | Bimoli | Filma | Gurih | |
| 2 | 4 | | 4 | Bimoli | Delvico | Barco | |
| 3 | 4 | | 4 | Bimoli | Filma | Kunci Mas | Tropical |
| 1 | 4 | | 4 | Bimoli | Sendok | Kunci Mas | Gurih |
| 3 | 4 | | 4 | Bimoli | Filma | Tropical | Barco |
| 3 | 5 | | 5 | Bimoli | Tropical | Barco | |
| 3 | 5 | | 5 | Bimoli | Tropical | Filma | |
| 2 | 4 | | 4 | Kunci Mas | Barco | Sendok | Filma |
| 1 | 1 | | 1 | Bimoli | Barco | Filma | |
| 1 | 1 | | 1 | Bimoli | Filma | Barco | |
| 2 | 3 | | 3 | Bimoli | Sania | Filma | Simas |
| 3 | 4 | | 4 | Bimoli | Filma | Simas | Sania |
| 2 | 4 | | 4 | Bimoli | Filma | Sania | Simas |
| 2 | 4 | | 4 | Filma | Sania | Bimoli | Simas |
| 2 | 5 | | 5 | Bimoli | Sania | Tropical | Filma |
| 2 | 4 | | 4 | Bimoli | Filma | Sania | Kunci Mas |
| 2 | 1 | | 1 | Filma | Bimoli | Kunci Mas | Tropical |
| 1 | 5 | | 5 | Filma | Bimoli | Kunci Mas | |
| 2 | 5 | | 5 | Filma | Bimoli | Tropical | Sania |
| 1 | 1 | | 1 | Bimoli | Barco | Filma | |
| 2 | 5 | | 5 | Kunci Mas | Filma | Sania | Bimoli |
| 2 | 4 | | 4 | Bimoli | Filma | Kunci Mas | Happy Oil |
| 2 | 5 | | 5 | Bimoli | Kunci Mas | Filma | |
| 1 | 5 | | 5 | Tropical | Bimoli | Filma | |
| 2 | 5 | | 5 | Bimoli | Filma | | |
| 2 | 4 | | 4 | Bimoli | Filma | Sania | Kunci Mas |
| 2 | 1 | | 1 | Filma | Bimoli | | |
| 1 | 5 | | 5 | Tropical | Sunrise | Bimoli | Filma |
| 1 | 5 | | 5 | Bimoli | Filma | Kunci Mas | Tropical |
| 1 | 5 | | 5 | Bimoli | Tropical | Filma | Sari Murni |
| 3 | 1 | | 1 | Barco | Bimoli | Filma | Sania |
| 2 | 1 | | 1 | Filma | Bimoli | | |
| 2 | 5 | | 5 | Bimoli | Filma | Sania | Kunci Mas |
| 2 | 4 | | 4 | Bimoli | Filma | Sania | Kunci Mas |
| 2 | 4 | | 4 | Bimoli | Kunci Mas | Filma | Happy Oil |
| 1 | 5 | | 5 | Bimoli | Sawit | | |
| 1 | 1 | | 1 | Filma | Bimoli | Kunci Mas | Prima |
| 2 | 5 | | 5 | Filma | Bimoli | Sania | Kunci Mas |
| 1 | 5 | | 5 | Tropical | Bimoli | Barco | Sania |
| 3 | 5 | | 5 | Filma | Bimoli | Kunci Mas | Madina |
| 1 | 1 | | 1 | Bimoli | | | |
| 1 | 5 | | 5 | Bimoli | Kunci Mas | Sania | Sari Murni |
| 2 | 4 | | 4 | Bimoli | Barco | Kunci Mas | Delvico |
| 1 | 1 | | 1 | Filma | Bimoli | Sania | Kunci Mas |
| 3 | 1 | | 1 | Bimoli | Filma | Kunci Mas | Tropical |
| 2 | 1 | | 1 | Bimoli | Kunci Mas | | |
| 2 | 5 | | 5 | Bimoli | Tropical | Filma | Sania |
| 1 | 1 | | 1 | Bimoli | Barco | | |
| 1 | 5 | | 5 | Bimoli | Kunci Mas | Sania | Sendok |
| 2 | 5 | | 5 | Sania | Filma | | |
| 1 | 4 | | 4 | Bimoli | Filma | Barco | Kunci Mas |
| 1 | 5 | | 5 | Filma | Kunci Mas | Sania | Barco |

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|---|---|---|------------|------------|------------|------------|
| 2 | 4 | 4 | Bimoli | Kunci Mas | Filma | Tropical |
| 2 | 1 | 1 | Bimoli | Filma | Freisweil | Barco |
| 1 | 1 | 1 | Bimoli | Filma | Sania | Tropical |
| 2 | 1 | 1 | Filma | Sania | Kunci Mas | Bimoli |
| 2 | 1 | 1 | Bimoli | Filma | Sania | Kunci Mas |
| 1 | 5 | 5 | Filma | Bimoli | Madina | Sania |
| 1 | 1 | 1 | Bimoli | Barco | Filma | |
| 1 | 1 | 1 | Sawit | Barco | Bimoli | Filma |
| 3 | 5 | 5 | Filma | Barco | Tropical | |
| 2 | 5 | 5 | Tropical | Bimoli | Sania | Barco |
| 2 | 5 | 5 | Filma | Bimoli | Sari Murni | Avena |
| 2 | 2 | 2 | Bimoli | Sania | Madina | |
| 1 | 5 | 5 | Barco | Sania | Bimoli | Tropical |
| 2 | 3 | 3 | Bimoli | Filma | Sunrise | Barco |
| 2 | 5 | 5 | Bimoli | Filma | Barco | Prima |
| 2 | 4 | 4 | Filma | Gurih | | |
| 2 | 5 | 5 | Sania | Bimoli | Delvico | Fortune |
| 2 | 4 | 4 | Bimoli | Delvico | Gurih | |
| 1 | 5 | 5 | Filma | Bimoli | Sunrise | Sari Murni |
| 1 | 2 | 2 | Bimoli | Madina | Prima | |
| 2 | 4 | 4 | Sania | Sari Murni | Bimoli | Avena |
| 3 | 5 | 5 | Bimoli | Gurih | Barco | Sania |
| 3 | 5 | 5 | Sania | Bimoli | | |
| 2 | 5 | 5 | Bimoli | Filma | Prima | Sawit |
| 2 | 5 | 5 | Filma | Kunci Mas | Bimoli | Sania |
| 3 | 4 | 4 | Bimoli | Kunci Mas | Sendok | Filma |
| 3 | 2 | 2 | Kunci Mas | Sania | Bimoli | Filma |
| 1 | 5 | 5 | Bimoli | Filma | Sawit | Sania |
| 2 | 4 | 4 | Barco | Bimoli | Fortune | Sari Murni |
| 3 | 5 | 5 | Filma | Kunci Mas | Barco | Freisweil |
| 3 | 4 | 4 | Bimoli | Sania | | |
| 3 | 5 | 5 | Filma | Bimoli | Sania | Barco |
| 3 | 1 | 1 | Bimoli | Barco | | |
| 1 | 4 | 4 | Bimoli | Gurih | Barco | Sawit |
| 1 | 2 | 2 | Bimoli | Gurih | Sawit | Barco |
| 4 | 1 | 1 | Bimoli | Filma | Tropical | |
| 3 | 1 | 1 | Bimoli | Kunci Mas | Filma | |
| 2 | 1 | 1 | Filma | Bimoli | Barco | Sania |
| 2 | 1 | 1 | Filma | Bimoli | Simas | Sania |
| 2 | 1 | 1 | Bimoli | Sania | Filma | Kunci Mas |
| 2 | 4 | 4 | Bimoli | Tropical | Sania | Avena |
| 3 | 5 | 5 | Sania | Filma | Tropical | Bimoli |
| 3 | 1 | 1 | Bimoli | Kunci Mas | Sania | |
| 1 | 1 | 1 | Bimoli | Sania | Gurih | Sawit |
| 1 | 5 | 5 | Gurih | Kunci Mas | Bimoli | Sania |
| 1 | 6 | 6 | Toko Kecil | Gurih | Sania | Sawit |
| 1 | 1 | 1 | Bimoli | Sania | Filma | Sawit |
| 2 | 4 | 4 | Bimoli | Filma | Sania | Barco |
| 2 | 1 | 1 | Bimoli | Freisweil | Sania | |
| 2 | 5 | 5 | Bimoli | Filma | Kunci Mas | Gurih |
| 1 | 5 | 5 | Bimoli | Filma | Tropical | |
| 1 | 5 | 5 | Bimoli | Filma | | |
| 2 | 1 | 1 | Bimoli | Filma | Kunci Mas | Gurih |
| 1 | 4 | 4 | Bimoli | Madina | | |
| 4 | 6 | 6 | Bimoli | Filma | | |
| 2 | 1 | 1 | Bimoli | Filma | Simas | Kunci Mas |

| | | | | | | | |
|---------------|---------------|---|---------------|------------|-----------|-----------|--|
| 2 | 2 | 2 | Bimoli | Sania | Filma | | |
| 1 | 1 | 1 | Bimoli | Sania | | | |
| 2 | 1 | 1 | Filma | Kunci Mas | Bimoli | Sania | |
| 1 | 1 | 1 | Kunci Mas | Filma | Bimoli | Sania | |
| 1 | 1 | 1 | Sania | Bimoli | Filma | Kunci Mas | |
| 1 | 5 | 5 | Bimoli | Tropical | Sania | | |
| 1 | 5 | 5 | Barco | Bimoli | | | |
| 1 | 5 | 5 | Filma | Bimoli | | | |
| 3 | 1 | 1 | Bimoli | Sania | | | |
| 1 | 5 | 5 | Bimoli | Kunci Mas | Tropical | | |
| 2 | 1 | 1 | Bimoli | Sania | Filma | | |
| 1 | 4 | 4 | Bimoli | Tropical | Sania | | |
| 1 | 4 | 4 | Bimoli | Filma | Sania | Kunci Mas | |
| 2 | 1 | 1 | Bimoli | Filma | Kunci Mas | | |
| 3 | 4 | 4 | Kunci Mas | Filma | | | |
| 1 | 4 | 4 | Bimoli | Filma | Kunci Mas | Barco | |
| 1 | 1 | 1 | Bimoli | Filma | Sania | | |
| 1 | 4 | 4 | Bimoli | Sania | Filma | | |
| 2 | 1 | 1 | Bimoli | Filma | | | |
| 2 | 5 | 5 | Bimoli | Filma | Sunrise | Sania | |
| 3 | 3 | 3 | Bimoli | Sari Murni | Sawit | | |
| 3 | 4 | 4 | Barco | Sania | | | |
| 1 | 4 | 4 | Tropical | Bimoli | Barco | Gurih | |
| 4 | 2 | 2 | Sari Murni | Filma | Sania | Kunci Mas | |
| 3 | 2 | 2 | Bimoli | Filma | Madina | Delvico | |
| 2 | 5 | 5 | Bimoli | Barco | Tropical | Prima | |
| 2 | 4 | 4 | Bimoli | Sari Murni | Kunci Mas | Sendok | |
| 1 | 5 | 5 | Sania | Bimoli | | | |
| 1 | 4 | 4 | Filma | Kunci Mas | Sunrise | Happy Oil | |
| 2 | 5 | 5 | Bimoli | Filma | Sania | Barco | |
| 2 | 4 | 4 | Happy Oil | Freisweil | Sania | Filma | |
| 1 | 5 | 5 | Bimoli | Sunrise | Sendok | | |
| 2 | 5 | 5 | Sendok | Bimoli | Filma | Madina | |
| 1 | 1 | 1 | Bimoli | Filma | Barco | Sendok | |
| 2 | 4 | 4 | Bimoli | Filma | Barco | Sania | |
| 1 | 1 | 1 | Bimoli | Filma | Kunci Mas | Sania | |
| 1 | 5 | 5 | Filma | Bimoli | Tropical | Sania | |
| 2 | 5 | 5 | Bimoli | Filma | Barco | Kunci Mas | |
| 2 | 3 | 3 | Filma | Bimoli | | | |
| 2 | 5 | 5 | Bimoli | Filma | Sania | Kunci Mas | |
| 2 | 4 | 4 | Bimoli | Tropical | Sendok | Barco | |
| 1 | 5 | 5 | Filma | Bimoli | Kunci Mas | | |
| 275.00 | 513.00 | | 513.00 | | | | |
| 1.83 | 3.42 | | 3.42 | | | | |

| | | | | | | | |
|------------|------------|---------|-----------|------------|--|----|----|
| Kunci Mas | | | | | | 3 | 11 |
| Simas | | | | | | 3 | 5 |
| | | | | | | 3 | 5 |
| | | | | | | 5 | 15 |
| | | | | | | 3 | 5 |
| | | | | | | 5 | 3 |
| | | | | | | 3 | 2 |
| | | | | | | 17 | 2 |
| | | | | | | 5 | 2 |
| Freisweil | | | | | | 21 | 3 |
| | | | | | | 5 | 3 |
| | | | | | | 3 | 15 |
| Sunrise | | | | | | 2 | 15 |
| | | | | | | 3 | 5 |
| | | | | | | 3 | 5 |
| | | | | | | 5 | 8 |
| Avena | | | | | | 15 | 3 |
| | | | | | | 3 | 4 |
| Gurih | | | | | | 5 | 3 |
| | | | | | | 3 | 12 |
| Delvico | Sendok | Sunrise | Kunci Mas | | | 15 | 16 |
| Sari Murni | | | | | | 3 | 8 |
| | | | | | | 15 | 3 |
| Sunrise | | | | | | 3 | 5 |
| Delvico | Sunrise | Fortune | | | | 5 | 11 |
| Barco | Sari Murni | | | | | 3 | 11 |
| | | | | | | 11 | 15 |
| | | | | | | 3 | 5 |
| | | | | | | 2 | 3 |
| Sendok | Sunrise | Madina | Avena | Sari Murni | | 5 | 11 |
| | | | | | | 3 | 15 |
| | | | | | | 5 | 3 |
| | | | | | | 3 | 2 |
| Omega | | | | | | 3 | 8 |
| | | | | | | 3 | 8 |
| | | | | | | 3 | 5 |
| | | | | | | 3 | 11 |
| | | | | | | 5 | 3 |
| Simas | Kunci Mas | Sunrise | | | | 5 | 3 |
| Barco | Kunci Mas | Sunrise | | | | 3 | 15 |
| Tropical | | | | | | 3 | 21 |
| Barco | | | | | | 15 | 5 |
| Barco | | | | | | 3 | 11 |
| | | | | | | 3 | 15 |
| Sawit | | | | | | 8 | 11 |
| Kunci Mas | | | | | | 3 | 8 |
| Gurih | | | | | | 3 | 15 |
| | | | | | | 3 | 5 |
| | | | | | | 3 | 6 |
| Avena | Sania | Madina | Sendok | | | 3 | 5 |
| | | | | | | 3 | 5 |
| | | | | | | 3 | 5 |
| Avena | Madina | Sania | Sendok | | | 3 | 5 |
| | | | | | | 3 | 12 |
| | | | | | | 3 | 5 |
| | | | | | | 3 | 5 |
| Sania | Barco | Sunrise | | | | 3 | 5 |

| | | | | | | | |
|-----------|---------|---------|------------|--|--|---------------|-----------------|
| | | | | | | 3 | 15 |
| | | | | | | 3 | 15 |
| | | | | | | 5 | 11 |
| | | | | | | 11 | 5 |
| | | | | | | 15 | 3 |
| | | | | | | 3 | 21 |
| | | | | | | 2 | 3 |
| | | | | | | 5 | 3 |
| | | | | | | 3 | 15 |
| | | | | | | 3 | 11 |
| | | | | | | 3 | 15 |
| | | | | | | 3 | 21 |
| Sendok | | | | | | 3 | 5 |
| | | | | | | 3 | 5 |
| | | | | | | 11 | 5 |
| Tropical | Sania | | | | | 3 | 5 |
| | | | | | | 3 | 5 |
| | | | | | | 3 | 15 |
| Barco | | | | | | 3 | 5 |
| | | | | | | 3 | 5 |
| | | | | | | 3 | 16 |
| | | | | | | 2 | 15 |
| Fortune | | | | | | 21 | 3 |
| Barco | | | | | | 16 | 5 |
| | | | | | | 3 | 5 |
| | | | | | | 3 | 2 |
| Fortune | | | | | | 3 | 16 |
| | | | | | | 15 | 3 |
| | | | | | | 5 | 11 |
| Freisweil | | | | | | 3 | 5 |
| Avena | | | | | | 9 | 6 |
| | | | | | | 3 | 20 |
| | | | | | | 18 | 3 |
| Sunrise | Gurih | | | | | 3 | 5 |
| Avena | Madina | Sunrise | Sari Murni | | | 3 | 5 |
| Tropical | | | | | | 3 | 5 |
| Barco | Fortune | | | | | 5 | 3 |
| Sunrise | | | | | | 3 | 5 |
| | | | | | | 5 | 3 |
| | | | | | | 3 | 5 |
| Avena | | | | | | 3 | 21 |
| | | | | | | 5 | 3 |
| | | | | | | 768.00 | 1,164.00 |
| | | | | | | 5.12 | 7.76 |

Kode Kategori Merek

P26

| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----|----|----|----|---|---|---|----|
| 8 | | | | | | | |
| 2 | | | | | | | |
| 11 | 21 | | | | | | |
| 11 | 8 | 10 | | | | | |
| 21 | 2 | | | | | | |
| 2 | | | | | | | |
| 5 | | | | | | | |
| 18 | 5 | 3 | | | | | |
| 5 | | | | | | | |
| 2 | | | | | | | |
| 5 | 19 | 11 | | | | | |
| 19 | 15 | 1 | 11 | | | | |
| 15 | 19 | 11 | | | | | |
| 3 | 19 | 11 | | | | | |
| 21 | 5 | 16 | | | | | |
| 15 | 11 | | | | | | |
| 11 | 21 | | | | | | |
| 11 | | | | | | | |
| 21 | 15 | | | | | | |
| 5 | | | | | | | |
| 15 | 3 | | | | | | |
| 11 | 9 | | | | | | |
| 5 | | | | | | | |
| 5 | | | | | | | |
| 15 | 11 | | | | | | |
| 3 | 5 | 11 | | | | | |
| 11 | 21 | 2 | | | | | |
| 5 | 16 | | | | | | |
| 5 | 15 | | | | | | |
| 15 | 11 | | | | | | |
| 15 | 11 | | | | | | |
| 5 | 9 | 15 | | | | | |
| 11 | 14 | 2 | | | | | |
| 15 | 11 | 2 | | | | | |
| 2 | 15 | 5 | | | | | |
| 11 | 12 | 21 | | | | | |
| 15 | 16 | | | | | | |
| 11 | 4 | 15 | | | | | |
| 15 | 11 | 14 | | | | | |
| 11 | 21 | | | | | | |
| 5 | 15 | 11 | 7 | | | | |
| 15 | 18 | 5 | | | | | |
| 2 | 11 | | | | | | |
| 15 | 2 | | | | | | |

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|----|----|----|----|----|----|----|
| 5 | 21 | | | | | |
| 6 | 2 | 11 | | | | |
| 15 | 21 | 19 | | | | |
| 11 | 3 | | | | | |
| 15 | 11 | | | | | |
| 12 | 15 | | | | | |
| 5 | | | | | | |
| 3 | 5 | | | | | |
| 21 | | | | | | |
| 15 | 2 | 6 | | | | |
| 16 | 1 | | | | | |
| 12 | | | | | | |
| 3 | 21 | 20 | | | | |
| 20 | 2 | | | | | |
| 2 | 14 | | | | | |
| 4 | 7 | 1 | | | | |
| 8 | | | | | | |
| 20 | 16 | 8 | | | | |
| 14 | 1 | 4 | 18 | 20 | 11 | |
| 3 | 15 | 16 | | | | |
| 2 | | | | | | |
| 14 | 17 | 20 | | | | |
| 3 | 15 | 4 | 20 | 7 | | |
| 18 | 5 | 2 | 16 | | | |
| 3 | 5 | | | | | |
| 17 | 15 | | | | | |
| 7 | 16 | | | | | |
| 2 | 6 | 18 | 20 | 12 | 1 | 16 |
| 15 | 2 | | | | | |
| 2 | 17 | 13 | | | | |
| 17 | 2 | | | | | |
| 21 | | | | | | |
| 5 | | | | | | |
| 2 | 15 | 19 | 11 | 20 | | |
| 19 | 15 | 2 | 11 | 20 | | |
| 5 | 11 | 21 | | | | |
| 15 | 1 | 2 | | | | |
| 21 | 3 | 2 | | | | |
| 15 | | | | | | |
| 8 | 17 | | | | | |
| 3 | 15 | 17 | | | | |
| 15 | 17 | 11 | | | | |
| 5 | 17 | 8 | | | | |
| 15 | 2 | | | | | |
| 15 | | | | | | |
| 11 | 8 | 1 | 15 | 12 | 18 | |
| 21 | | | | | | |
| 11 | 8 | 1 | 12 | 15 | 18 | |
| 19 | 11 | 15 | 2 | 20 | | |

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|-----------------|-----------------|---------------|---------------|---------------|--------------|--------------|-------------|
| 5 | | | | | | | |
| 3 | 15 | | | | | | |
| 3 | 15 | | | | | | |
| 5 | 11 | | | | | | |
| 15 | | | | | | | |
| 21 | | | | | | | |
| 5 | | | | | | | |
| 15 | | | | | | | |
| 15 | 11 | 18 | | | | | |
| 11 | | | | | | | |
| 11 | 2 | 21 | 15 | | | | |
| 15 | | | | | | | |
| 5 | | | | | | | |
| 20 | 15 | 2 | | | | | |
| 17 | | | | | | | |
| 2 | 8 | 7 | | | | | |
| 15 | 11 | 2 | | | | | |
| 12 | 4 | | | | | | |
| 21 | 14 | | | | | | |
| 11 | 18 | 7 | | | | | |
| 20 | 9 | | | | | | |
| 15 | 2 | 6 | | | | | |
| 15 | 5 | 1 | | | | | |
| 18 | | | | | | | |
| 5 | 12 | | | | | | |
| 2 | 18 | 20 | 8 | | | | |
| 2 | 15 | 1 | 12 | 20 | 16 | | |
| 11 | 15 | 21 | | | | | |
| 21 | 15 | 2 | 7 | | | | |
| 2 | 11 | 20 | | | | | |
| 15 | 11 | 1 | | | | | |
| 18 | 2 | | | | | | |
| 11 | | | | | | | |
| 1,367.00 | 1,057.00 | 536.00 | 185.00 | 146.00 | 64.00 | 16.00 | 0.00 |
| 9.11 | 7.05 | 3.57 | 1.23 | 0.97 | 0.43 | 0.11 | 0.00 |

| Jumlah Merek | Kode Kategori | Merek | Kode Kategori | Kode Kategori | Model Pilihan | Kode Kategori | Penilaian | Kode Kategori |
|--------------|---------------|------------|---------------|---------------|---------------|---------------|-----------|---------------|
| P26 | P26 | P27 | P27 | P27 | P28 | P28 | P29 | P29 |
| 3 | | 2 Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 3 | | 2 Barco | 2 | 1 | 1 | 1 | 1 | 1 |
| 4 | | 2 Bimoli | 3 | 2 | 1 | 1 | 1 | 1 |
| 5 | | 3 Bimoli | 3 | 2 | 1 | 1 | 1 | 1 |
| 4 | | 2 Curah | 0 | 0 | 2 | 2 | 1 | 1 |
| 3 | | 2 Bimoli | 3 | 2 | 1 | 1 | 4 | 4 |
| 3 | | 2 Bimoli | 3 | 2 | 1 | 1 | 4 | 4 |
| 5 | | 3 Bimoli | 3 | 2 | 2 | 2 | 4 | 4 |
| 3 | | 2 Bimoli | 3 | 2 | 2 | 2 | 3 | 3 |
| 3 | | 2 Curah | 0 | 0 | 2 | 2 | 3 | 3 |
| 5 | | 3 Curah | 0 | 0 | 4 | 4 | 1 | 1 |
| 6 | | 3 Curah | 0 | 0 | 2 | 2 | 2 | 2 |
| 5 | | 3 Curah | 0 | 0 | 4 | 4 | 1 | 1 |
| 5 | | 3 Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 5 | | 3 Filma | 5 | 3 | 2 | 2 | 1 | 1 |
| 4 | | 2 Bimoli | 3 | 2 | 1 | 1 | 2 | 2 |
| 4 | | 2 Curah | 0 | 0 | 2 | 2 | 1 | 1 |
| 3 | | 2 Filma | 5 | 3 | 1 | 1 | 3 | 3 |
| 4 | | 2 Filma | 5 | 3 | 1 | 1 | 4 | 4 |
| 3 | | 2 Sawit | 17 | 9 | 1 | 1 | 1 | 1 |
| 4 | | 2 Bimoli | 3 | 2 | 3 | 3 | 2 | 2 |
| 4 | | 2 Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 3 | | 2 Bimoli | 3 | 2 | 2 | 2 | 1 | 1 |
| 3 | | 2 Tropical | 21 | 11 | 3 | 3 | 2 | 2 |
| 2 | | 1 Bimoli | 3 | 2 | 3 | 3 | 3 | 3 |
| 4 | | 2 Bimoli | 3 | 2 | 1 | 1 | 2 | 2 |
| 2 | | 1 Filma | 5 | 3 | 3 | 3 | 1 | 1 |
| 5 | | 3 Tropical | 21 | 11 | 3 | 3 | 4 | 4 |
| 5 | | 3 Bimoli | 3 | 2 | 2 | 2 | 2 | 2 |
| 4 | | 2 Bimoli | 3 | 2 | 2 | 2 | 4 | 4 |
| 4 | | 2 Barco | 2 | 1 | 2 | 2 | 2 | 2 |
| 2 | | 1 Filma | 5 | 3 | 2 | 2 | 3 | 3 |
| 4 | | 2 Bimoli | 3 | 2 | 1 | 1 | 1 | 1 |
| 4 | | 2 Bimoli | 3 | 2 | 1 | 1 | 3 | 3 |
| 5 | | 3 Curah | 0 | 0 | 2 | 2 | 1 | 1 |
| 2 | | 1 Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 5 | | 3 Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 5 | | 3 Filma | 5 | 3 | 2 | 2 | 1 | 1 |
| 5 | | 3 Tropical | 21 | 11 | 2 | 2 | 1 | 1 |
| 5 | | 3 Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 1 | | 1 Bimoli | 3 | 2 | 1 | 1 | 1 | 1 |
| 4 | | 2 Bimoli | 3 | 2 | 1 | 1 | 1 | 1 |
| 5 | | 3 Barco | 2 | 1 | 2 | 2 | 1 | 1 |
| 5 | | 3 Curah | 0 | 0 | 2 | 2 | 1 | 1 |
| 4 | | 2 Bimoli | 3 | 2 | 2 | 2 | 1 | 1 |
| 2 | | 1 Bimoli | 3 | 2 | 1 | 1 | 2 | 2 |
| 6 | | 3 Bimoli | 3 | 2 | 2 | 2 | 4 | 4 |
| 2 | | 1 Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 5 | | 3 Bimoli | 3 | 2 | 1 | 1 | 2 | 2 |
| 2 | | 1 Sania | 15 | 7 | 1 | 1 | 2 | 2 |
| 4 | | 2 Bimoli | 3 | 2 | 2 | 2 | 1 | 1 |
| 4 | | 2 Filma | 5 | 3 | 3 | 3 | 1 | 1 |

| | | | | | | | | |
|---|---|-----------|----|----|---|---|---|---|
| 4 | 2 | Bimoli | 3 | 2 | 3 | 3 | 1 | 1 |
| 5 | 3 | Curah | 0 | 0 | 3 | 3 | 1 | 1 |
| 5 | 3 | Bimoli | 3 | 2 | 1 | 1 | 3 | 3 |
| 4 | 2 | Curah | 0 | 0 | 1 | 1 | 3 | 3 |
| 4 | 2 | Bimoli | 3 | 2 | 1 | 1 | 3 | 3 |
| 4 | 2 | Filma | 5 | 3 | 2 | 2 | 4 | 4 |
| 3 | 2 | Bimoli | 3 | 2 | 2 | 2 | 2 | 2 |
| 4 | 2 | Curah | 0 | 0 | 2 | 2 | 2 | 2 |
| 3 | 2 | Filma | 5 | 3 | 3 | 3 | 1 | 1 |
| 5 | 3 | Tropical | 21 | 11 | 4 | 4 | 1 | 1 |
| 4 | 2 | Curah | 0 | 0 | 1 | 1 | 2 | 2 |
| 3 | 2 | Curah | 0 | 0 | 1 | 1 | 2 | 2 |
| 5 | 3 | Barco | 2 | 1 | 3 | 3 | 1 | 1 |
| 4 | 2 | Curah | 0 | 0 | 1 | 1 | 2 | 2 |
| 4 | 2 | Bimoli | 3 | 2 | 3 | 3 | 2 | 2 |
| 2 | 1 | Curah | 0 | 0 | 1 | 1 | 2 | 2 |
| 5 | 3 | Sania | 15 | 7 | 2 | 2 | 1 | 1 |
| 3 | 2 | Curah | 0 | 0 | 3 | 3 | 4 | 4 |
| 5 | 3 | Filma | 5 | 3 | 1 | 1 | 1 | 1 |
| 3 | 2 | Curah | 0 | 0 | 1 | 1 | 4 | 4 |
| 8 | 4 | Curah | 0 | 0 | 4 | 4 | 1 | 1 |
| 5 | 3 | Bimoli | 3 | 2 | 2 | 2 | 4 | 4 |
| 2 | 1 | Sania | 15 | 7 | 4 | 4 | 4 | 4 |
| 5 | 3 | Curah | 0 | 0 | 1 | 1 | 3 | 3 |
| 7 | 4 | Filma | 5 | 3 | 2 | 2 | 3 | 3 |
| 6 | 3 | Curah | 0 | 0 | 4 | 4 | 4 | 4 |
| 4 | 2 | Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 4 | 2 | Bimoli | 3 | 2 | 2 | 2 | 3 | 3 |
| 4 | 2 | Curah | 0 | 0 | 3 | 3 | 4 | 4 |
| 9 | 5 | Filma | 5 | 3 | 2 | 2 | 2 | 2 |
| 2 | 1 | Curah | 0 | 0 | 1 | 1 | 3 | 3 |
| 4 | 2 | Filma | 5 | 3 | 4 | 4 | 1 | 1 |
| 2 | 1 | Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 5 | 3 | Curah | 0 | 0 | 2 | 2 | 2 | 2 |
| 4 | 2 | Bimoli | 3 | 2 | 2 | 2 | 2 | 2 |
| 3 | 2 | Bimoli | 3 | 2 | 3 | 3 | 2 | 2 |
| 3 | 2 | Bimoli | 3 | 2 | 2 | 2 | 1 | 1 |
| 7 | 4 | Filma | 5 | 3 | 2 | 2 | 4 | 4 |
| 7 | 4 | Filma | 5 | 3 | 2 | 2 | 4 | 4 |
| 5 | 3 | Curah | 0 | 0 | 1 | 1 | 2 | 2 |
| 5 | 3 | Curah | 0 | 0 | 2 | 2 | 4 | 4 |
| 5 | 3 | Sania | 15 | 7 | 1 | 1 | 4 | 4 |
| 3 | 2 | Kunci Mas | 11 | 6 | 1 | 1 | 1 | 1 |
| 4 | 2 | Bimoli | 3 | 2 | 1 | 1 | 1 | 1 |
| 5 | 3 | Gurih | 8 | 5 | 2 | 2 | 4 | 4 |
| 5 | 3 | Bimoli | 3 | 2 | 2 | 2 | 4 | 4 |
| 5 | 3 | Bimoli | 3 | 2 | 1 | 1 | 1 | 1 |
| 4 | 2 | Curah | 0 | 0 | 3 | 3 | 1 | 1 |
| 3 | 2 | Freisweil | 6 | 4 | 1 | 1 | 1 | 1 |
| 8 | 4 | Bimoli | 3 | 2 | 2 | 2 | 2 | 2 |
| 3 | 2 | Bimoli | 3 | 2 | 2 | 2 | 2 | 2 |
| 2 | 1 | Bimoli | 3 | 2 | 1 | 1 | 2 | 2 |
| 8 | 4 | Bimoli | 3 | 2 | 1 | 1 | 2 | 2 |
| 2 | 1 | Curah | 0 | 0 | 3 | 3 | 1 | 1 |
| 2 | 1 | Curah | 0 | 0 | 4 | 4 | 1 | 1 |
| 7 | 4 | Bimoli | 3 | 2 | 2 | 2 | 4 | 4 |

| | | | | | | | | |
|---------------|---------------|------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 3 | 2 | Bimoli | 3 | 2 | 2 | 2 | 1 | 1 |
| 2 | 1 | Curah | 0 | 0 | 4 | 4 | 2 | 2 |
| 4 | 2 | Filma | 5 | 3 | 4 | 4 | 2 | 2 |
| 4 | 2 | Curah | 0 | 0 | 4 | 4 | 2 | 2 |
| 4 | 2 | Curah | 0 | 0 | 4 | 4 | 2 | 2 |
| 3 | 2 | Bimoli | 3 | 2 | 3 | 3 | 1 | 1 |
| 2 | 1 | Barco | 2 | 1 | 1 | 1 | 1 | 1 |
| 2 | 1 | Filma | 5 | 3 | 2 | 2 | 1 | 1 |
| 2 | 1 | Bimoli | 3 | 2 | 1 | 1 | 1 | 1 |
| 3 | 2 | Bimoli | 3 | 2 | 2 | 2 | 1 | 1 |
| 3 | 2 | Curah | 0 | 0 | 2 | 2 | 2 | 2 |
| 3 | 2 | Curah | 0 | 0 | 1 | 1 | 3 | 3 |
| 5 | 3 | Curah | 0 | 0 | 2 | 2 | 1 | 1 |
| 3 | 2 | Curah | 0 | 0 | 1 | 1 | 3 | 3 |
| 2 | 1 | Kunci Mas | 11 | 6 | 3 | 3 | 4 | 4 |
| 6 | 3 | Curah | 0 | 0 | 1 | 1 | 2 | 2 |
| 3 | 2 | Curah | 0 | 0 | 3 | 3 | 3 | 3 |
| 3 | 2 | Curah | 0 | 0 | 3 | 3 | 3 | 3 |
| 2 | 1 | Bimoli | 3 | 2 | 3 | 3 | 3 | 3 |
| 5 | 3 | Bimoli | 3 | 2 | 2 | 2 | 1 | 1 |
| 3 | 2 | Bimoli | 3 | 2 | 2 | 2 | 1 | 1 |
| 2 | 1 | Curah | 0 | 0 | 1 | 1 | 2 | 2 |
| 5 | 3 | Curah | 0 | 0 | 3 | 3 | 1 | 1 |
| 5 | 3 | Sari Murni | 16 | 8 | 2 | 2 | 4 | 4 |
| 4 | 2 | Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 4 | 2 | Bimoli | 3 | 2 | 1 | 1 | 4 | 4 |
| 5 | 3 | Curah | 0 | 0 | 4 | 4 | 4 | 4 |
| 2 | 1 | Sania | 15 | 7 | 2 | 2 | 2 | 2 |
| 4 | 2 | Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 5 | 3 | Bimoli | 3 | 2 | 2 | 2 | 4 | 4 |
| 5 | 3 | Curah | 0 | 0 | 1 | 1 | 2 | 2 |
| 3 | 2 | Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 4 | 2 | Sendok | 18 | 10 | 2 | 2 | 2 | 2 |
| 6 | 3 | Curah | 0 | 0 | 1 | 1 | 2 | 2 |
| 8 | 4 | Bimoli | 3 | 2 | 2 | 2 | 1 | 1 |
| 5 | 3 | Curah | 0 | 0 | 1 | 1 | 1 | 1 |
| 6 | 3 | Filma | 5 | 3 | 1 | 1 | 1 | 1 |
| 5 | 3 | Curah | 0 | 0 | 1 | 1 | 3 | 3 |
| 2 | 1 | Filma | 5 | 3 | 2 | 2 | 1 | 1 |
| 5 | 3 | Bimoli | 3 | 2 | 3 | 3 | 1 | 1 |
| 4 | 2 | Bimoli | 3 | 2 | 1 | 1 | 2 | 2 |
| 3 | 2 | Filma | 5 | 3 | 1 | 1 | 4 | 4 |
| 606.00 | 342.00 | | 512.00 | 296.00 | 287.00 | 287.00 | 307.00 | 307.00 |
| 4.04 | 2.28 | | 3.41 | 1.97 | 1.91 | 1.91 | 2.05 | 2.05 |

| Urutan Pembelian Jenis Produk Minyak Goreng Didasarkan Pada Lima Karakteristik Atribut Produk | | | | | Urutan | Kode Kategori |
|--|---|---|---|---|--------|------------------|
| P30 | | | | | P30 | P30 |
| 1 | 2 | 3 | 4 | 5 | | |
| 2 | 1 | 3 | 4 | 5 | 2 | 2 |
| 1 | 3 | 2 | 5 | 4 | 1 | 1 |
| 4 | 5 | 1 | 2 | 3 | 4 | 4 |
| 2 | 1 | 3 | 5 | 4 | 2 | 2 |
| 4 | 3 | 2 | 5 | 1 | 4 | 4 |
| 3 | 1 | 2 | 5 | 4 | 3 | 3 |
| 3 | 1 | 2 | 5 | 4 | 3 | 3 |
| 2 | 1 | 4 | 3 | 5 | 2 | 2 |
| 2 | 1 | 4 | 3 | 5 | 2 | 2 |
| 3 | 1 | 2 | 4 | 5 | 3 | 3 |
| 3 | 1 | 2 | 4 | 5 | 3 | 3 |
| 3 | 1 | 2 | 4 | 5 | 3 | 3 |
| 2 | 1 | 3 | 4 | 5 | 2 | 2 |
| 2 | 1 | 5 | 3 | 4 | 2 | 2 |
| 1 | 3 | 4 | 5 | 2 | 1 | 1 |
| 3 | 2 | 1 | 5 | 4 | 3 | 3 |
| 1 | 3 | 2 | 4 | 5 | 1 | 1 |
| 1 | 2 | 3 | 4 | 5 | 1 | 1 |
| 3 | 1 | 2 | 4 | 5 | 3 | 3 |
| 4 | 2 | 1 | 3 | 5 | 4 | 4 |
| 3 | 1 | 2 | 5 | 4 | 3 | 3 |
| 5 | 4 | 2 | 1 | 3 | 5 | 5 |
| 2 | 1 | 3 | 5 | 4 | 2 | 2 |
| 3 | 1 | 2 | 4 | 5 | 3 | 3 |
| 1 | 3 | 4 | 5 | 2 | 1 | 1 |
| 1 | 2 | 3 | 4 | 5 | 1 | 1 |
| 2 | 3 | 1 | 5 | 4 | 2 | 2 |
| 2 | 4 | 5 | 3 | 1 | 2 | 2 |
| 1 | 2 | 5 | 3 | 4 | 1 | 1 |
| 3 | 1 | 2 | 5 | 4 | 3 | 3 |
| 3 | 1 | 4 | 5 | 2 | 3 | 3 |
| 1 | 2 | 3 | 4 | 5 | 1 | 1 |
| 1 | 2 | 3 | 4 | 5 | 1 | 1 |
| 2 | 3 | 4 | 5 | 1 | 2 | 2 |
| 1 | 3 | 2 | 4 | 5 | 1 | 1 |
| 2 | 1 | 3 | 5 | 4 | 2 | 2 |
| 3 | 1 | 2 | 5 | 4 | 3 | 3 |
| 2 | 1 | 3 | 4 | 5 | 2 | 2 |
| 1 | 2 | 4 | 3 | 5 | 1 | 1 |
| 2 | 1 | 4 | 5 | 3 | 2 | 2 |
| 2 | 1 | 4 | 5 | 3 | 2 | 2 |
| 5 | 1 | 2 | 3 | 4 | 5 | 5 |
| 3 | 1 | 2 | 4 | 5 | 3 | 3 |
| 2 | 4 | 5 | 1 | 3 | 2 | 2 |
| 1 | 3 | 4 | 5 | 2 | 1 | 1 |
| 2 | 3 | 4 | 5 | 1 | 2 | 2 |
| 2 | 3 | 1 | 4 | 5 | 2 | 2 |
| 1 | 5 | 3 | 4 | 2 | 1 | 1 |
| 4 | 3 | 1 | 2 | 5 | 4 | 4 |
| 1 | 2 | 3 | 4 | 5 | 1 | 1 |
| 2 | 3 | 1 | 4 | 5 | 2 | 2 |

| | | | | | | |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 3 | 1 | 2 | 4 | 5 | 3 | 3 |
| 2 | 1 | 4 | 3 | 5 | 2 | 2 |
| 2 | 1 | 4 | 3 | 5 | 2 | 2 |
| 2 | 1 | 3 | 5 | 4 | 2 | 2 |
| 1 | 2 | 3 | 4 | 5 | 1 | 1 |
| 1 | 2 | 3 | 4 | 5 | 1 | 1 |
| 2 | 1 | 3 | 4 | 5 | 2 | 2 |
| 2 | 1 | 3 | 4 | 5 | 2 | 2 |
| 1 | 2 | 3 | 4 | 5 | 1 | 1 |
| 1 | 4 | 5 | 2 | 3 | 1 | 1 |
| 2 | 1 | 3 | 4 | 5 | 2 | 2 |
| 1 | 2 | 3 | 4 | 5 | 1 | 1 |
| 2 | 1 | 5 | 3 | 4 | 2 | 2 |
| 3 | 4 | 2 | 1 | 5 | 3 | 3 |
| 2 | 1 | 5 | 2 | 4 | 2 | 2 |
| 3 | 4 | 3 | 1 | 5 | 3 | 3 |
| 2 | 1 | 4 | 2 | 3 | 5 | 5 |
| 1 | 2 | 3 | 1 | 4 | 2 | 1 |
| 5 | 3 | 1 | 3 | 2 | 5 | 5 |
| 5 | 3 | 1 | 3 | 2 | 5 | 5 |
| 1 | 5 | 3 | 1 | 2 | 5 | 5 |
| 4 | 2 | 1 | 3 | 4 | 4 | 4 |
| 3 | 1 | 2 | 5 | 4 | 3 | 3 |
| 5 | 4 | 2 | 1 | 3 | 5 | 5 |
| 2 | 1 | 3 | 4 | 5 | 2 | 2 |
| 1 | 3 | 4 | 5 | 2 | 1 | 1 |
| 3 | 2 | 1 | 5 | 4 | 3 | 3 |
| 2 | 3 | 4 | 5 | 1 | 2 | 2 |
| 1 | 2 | 5 | 4 | 3 | 1 | 1 |
| 5 | 3 | 1 | 2 | 4 | 5 | 5 |
| 5 | 4 | 3 | 1 | 2 | 5 | 5 |
| 1 | 4 | 3 | 3 | 2 | 5 | 5 |
| 3 | 3 | 2 | 4 | 5 | 1 | 1 |
| 4 | 3 | 1 | 5 | 4 | 3 | 3 |
| 2 | 1 | 3 | 4 | 5 | 2 | 2 |
| 3 | 1 | 2 | 4 | 5 | 3 | 3 |
| 2 | 1 | 4 | 3 | 5 | 2 | 2 |
| 2 | 1 | 3 | 4 | 5 | 2 | 2 |
| 1 | 2 | 5 | 3 | 4 | 1 | 1 |
| 1 | 2 | 5 | 4 | 3 | 1 | 1 |
| 2 | 1 | 3 | 4 | 5 | 2 | 2 |
| 2 | 1 | 3 | 4 | 5 | 2 | 2 |
| 345.00 | 305.00 | 419.00 | 573.00 | 608.00 | 345.00 | 345.00 |
| 2.30 | 2.03 | 2.79 | 3.82 | 4.05 | 2.30 | 2.30 |

| | | | | | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 78 | 4 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 |
| 79 | 4 | 4 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 |
| 80 | 3 | 4 | 2 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 81 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 82 | 4 | 5 | 2 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 |
| 83 | 3 | 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 84 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 85 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 5 | 4 |
| 86 | 2 | 1 | 1 | 4 | 4 | 5 | 4 | 4 | 5 | 2 | 2 | 1 |
| 87 | 2 | 1 | 1 | 4 | 4 | 5 | 4 | 4 | 5 | 2 | 2 | 1 |
| 88 | 4 | 4 | 1 | 5 | 3 | 1 | 5 | 4 | 4 | 4 | 4 | 5 |
| 89 | 4 | 3 | 2 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 3 | 2 |
| 90 | 3 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 91 | 1 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 92 | 3 | 5 | 2 | 5 | 5 | 5 | 4 | 4 | 2 | 5 | 4 | 4 |
| 93 | 4 | 4 | 2 | 4 | 4 | 3 | 5 | 4 | 1 | 5 | 4 | 1 |
| 94 | 4 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 95 | 4 | 4 | 2 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 2 |
| 96 | 5 | 5 | 1 | 5 | 1 | 4 | 5 | 4 | 4 | 1 | 1 | 1 |
| 97 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 98 | 2 | 5 | 1 | 5 | 4 | 4 | 5 | 4 | 4 | 1 | 1 | 1 |
| 99 | 2 | 5 | 1 | 5 | 4 | 4 | 5 | 4 | 4 | 1 | 1 | 1 |
| 100 | 2 | 3 | 2 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 3 |
| 101 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 102 | 2 | 4 | 1 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 103 | 2 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 |
| 104 | 4 | 4 | 2 | 5 | 2 | 2 | 4 | 2 | 1 | 4 | 2 | 1 |
| 105 | 2 | 5 | 2 | 5 | 4 | 4 | 4 | 4 | 2 | 5 | 5 | 4 |
| 106 | 2 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 107 | 2 | 5 | 1 | 4 | 5 | 5 | 5 | 4 | 2 | 4 | 3 | 2 |
| 108 | 4 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 109 | 4 | 4 | 4 | 4 | 2 | 2 | 5 | 4 | 1 | 4 | 4 | 2 |
| 110 | 3 | 4 | 1 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 111 | 3 | 4 | 2 | 3 | 4 | 3 | 5 | 3 | 2 | 1 | 1 | 3 |
| 112 | 3 | 4 | 1 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 113 | 3 | 4 | 2 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 114 | 2 | 5 | 1 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 5 | 4 |
| 115 | 5 | 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 116 | 4 | 4 | 2 | 5 | 3 | 2 | 5 | 3 | 3 | 4 | 4 | 3 |
| 117 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 118 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 119 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 120 | 2 | 5 | 1 | 4 | 3 | 2 | 4 | 2 | 3 | 5 | 5 | 3 |
| 121 | 3 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 |
| 122 | 4 | 5 | 2 | 4 | 3 | 2 | 4 | 4 | 1 | 4 | 2 | 1 |
| 123 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 124 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 125 | 2 | 5 | 2 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 2 |
| 126 | 5 | 3 | 2 | 5 | 3 | 5 | 4 | 4 | 4 | 1 | 4 | 4 |
| 127 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 |
| 128 | 4 | 5 | 2 | 5 | 5 | 2 | 5 | 5 | 4 | 5 | 4 | 4 |
| 129 | 3 | 5 | 2 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 130 | 5 | 4 | 2 | 5 | 5 | 2 | 3 | 5 | 3 | 5 | 5 | 4 |
| 131 | 2 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 132 | 4 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 |
| 133 | 4 | 4 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 |
| 134 | 3 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 135 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 136 | 4 | 5 | 1 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 137 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 4 |
| 138 | 4 | 5 | 1 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 139 | 4 | 5 | 2 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 |
| 140 | 3 | 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 141 | 2 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 142 | 4 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 |
| 143 | 4 | 4 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 |
| 144 | 3 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 145 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 146 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 147 | 4 | 2 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 |
| 148 | 2 | 5 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 3 |
| 149 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 150 | 5 | 3 | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| Jumlah | 520.00 | 605.00 | 297.00 | 637.00 | 620.00 | 551.00 | 656.00 | 624.00 | 559.00 | 650.00 | 601.00 | 570.00 |
| Rerata | 3.47 | 4.03 | 1.98 | 4.25 | 4.13 | 3.67 | 4.37 | 4.16 | 3.73 | 4.33 | 4.01 | 3.80 |

| | | | | | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 2 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 1 | 5 | 2 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 5 | 4 |
| 2 | 4 | 4 | 5 | 4 | 2 | 5 | 4 | 5 | 5 | 4 | 5 | 4 |
| 3 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 2 | 4 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 4 |
| 5 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 2 | 3 |
| 2 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | 2 | 2 | 2 | 4 |
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| 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 3 | 4 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 2 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 2 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 2 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 2 | 3 | 4 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 2 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 629.00 | 664.00 | 676.00 | 671.00 | 661.00 | 651.00 | 608.00 | 691.00 | 689.00 | 562.00 | 649.00 | 644.00 | 682.00 |
| 4.19 | 4.43 | 4.51 | 4.47 | 4.41 | 4.34 | 4.05 | 4.61 | 4.59 | 3.75 | 4.33 | 4.29 | 4.55 |

| MGB 39 | MGB 40 | MGB 41 | MGB 42 | MGB 43 | MGB 44 | MGB 45 | MGB 46 | MGB 47 | MGB 48 | MGB 49 | MGB 50 | MGB 51 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 5 |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 3 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 5 |
| 4 | 1 | 4 | 4 | 2 | 4 | 4 | 5 | 2 | 4 | 1 | 4 | 4 |
| 4 | 4 | 5 | 3 | 4 | 4 | 4 | 1 | 3 | 5 | 3 | 2 | 4 |
| 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 3 | 2 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 |
| 4 | 3 | 3 | 5 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 4 | 4 |
| 2 | 2 | 3 | 3 | 4 | 4 | 1 | 5 | 5 | 5 | 5 | 2 | 1 |
| 4 | 1 | 3 | 5 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 5 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 3 |
| 3 | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 3 | 4 |
| 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 2 | 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 1 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 3 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 3 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
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| 3 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 5 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
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| 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 4 |

Atribut Yang Berkaitan Dengan Karakteristik Fungsi

| MGB 65 | MGB 66 | MGB 67 | MGB 68 | MGB 69 | MGB 70 | MGB 71 | MGB 72 | MGB 73 | MGB 74 | MGB 75 | MGB 76 | MGB 77 |
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| 3 | 5 | 4 | 5 | 1 | 2 | 4 | 2 | 5 | 4 | 4 | 3 | 4 |
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| Evaluasi Konsumen Terhadap Atribut Yang Berkaitan Dengan Karakteristik Harga | | | | | | | | | | | | |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
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| 3 | 3 | 3 | 1 | 4 | 2 | 1 | 4 | 4 | 5 | 3 | 4 | 5 |
| 4 | 4 | 3 | 2 | 4 | 2 | 2 | 2 | 4 | 2 | 2 | 4 | 4 |

| mosi | | | | | | | | | | | | |
|---------|---------|---------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| MGB 117 | MGB 118 | MGB 119 | MGB 120 | MGTB 1 | MGTB 2 | MGTB 3 | MGTB 4 | MGTB 5 | MGTB 6 | MGTB 7 | MGTB 8 | MGTB 9 |
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| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 2 | 2 | 4 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 3 |
| 4 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 5 | 5 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 2 |
| 5 | 3 | 5 | 2 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 2 | 3 | 2 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 2 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 |
| 5 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 4 | 2 | 4 | 1 | 3 | 3 | 4 | 4 | 4 | 3 |
| 2 | 2 | 2 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 542.00 | 502.00 | 443.00 | 478.00 | 480.00 | 527.00 | 467.00 | 527.00 | 524.00 | 517.00 | 522.00 | 509.00 | 510.00 |
| 3.61 | 3.35 | 2.95 | 3.19 | 3.20 | 3.51 | 3.11 | 3.51 | 3.49 | 3.45 | 3.48 | 3.39 | 3.40 |

Konsumen Terhadap Atribut Yang Berkaitan Dengan Karakteristik Produk

| MGTB 23 | MGTB 24 | MGTB 25 | MGTB 26 | MGTB 27 | MGTB 28 | MGTB 29 | MGTB 30 | MGTB 31 | MGTB 32 | MGTB 33 | MGTB 34 | MGTB 35 |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 4 | 5 | 2 |
| 2 | 5 | 4 | 4 | 1 | 4 | 4 | 1 | 1 | 5 | 5 | 4 | 4 |
| 2 | 2 | 2 | 4 | 2 | 4 | 4 | 2 | 1 | 4 | 5 | 4 | 4 |
| 3 | 2 | 1 | 2 | 2 | 2 | 2 | 4 | 2 | 2 | 4 | 4 | 2 |
| 3 | 3 | 3 | 2 | 2 | 2 | 3 | 4 | 1 | 2 | 2 | 3 | 3 |
| 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 1 | 1 | 4 |
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| 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 |
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| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 |
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| 5 | 5 | 3 | 2 | 2 | 2 | 2 | 4 | 4 | 5 | 5 | 5 | 4 |
| 4 | 2 | 5 | 1 | 1 | 4 | 3 | 4 | 5 | 1 | 5 | 2 | 2 |
| 3 | 4 | 5 | 2 | 3 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 3 |
| 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 4 | 3 | 5 | 5 | 2 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 2 |
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| 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 |
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| 4 | 4 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 5 | 3 | 2 | 2 |
| 4 | 3 | 3 | 2 | 2 | 2 | 4 | 5 | 5 | 4 | 5 | 5 | 3 |
| 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 |
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| 4 | 3 | 3 | 2 | 2 | 2 | 4 | 4 | 2 | 4 | 5 | 5 | 5 |
| 4 | 5 | 3 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 3 |
| 4 | 5 | 4 | 4 | 1 | 2 | 2 | 4 | 4 | 4 | 4 | 2 | 2 |
| 3 | 2 | 4 | 1 | 2 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3 |
| 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 2 |
| 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 |
| 2 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 5 | 2 |
| 4 | 4 | 4 | 1 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 3 | 3 | 3 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 4 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 2 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 2 |
| 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 |
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 2 | 2 |
| 3 | 5 | 5 | 2 | 2 | 4 | 5 | 3 | 3 | 3 | 5 | 4 | 4 |
| 3 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 2 |
| 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 |
| 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 2 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 3 |
| 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 2 |
| 2 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 4 | 4 | 2 | 2 | 2 |

| MGTB 36 | MGTB 37 | MGTB 38 | MGTB 39 | MGTB 40 | MGTB 41 | MGTB 42 | MGTB 43 | MGTB 44 | MGTB 45 | MGTB 46 | MGTB 47 | MGTB 48 |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
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| 2 | 2 | 2 | 2 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 4 |
| 3 | 4 | 5 | 3 | 2 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 |
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| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 4 | 2 | 4 |
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| 4 | 4 | 4 | 1 | 4 | 2 | 2 | 2 | 1 | 5 | 5 | 2 | 4 |
| 1 | 1 | 4 | 2 | 2 | 3 | 4 | 2 | 2 | 4 | 4 | 4 | 1 |
| 5 | 5 | 4 | 4 | 2 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 3 | 3 | 4 | 2 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 |
| 5 | 5 | 4 | 4 | 2 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 5 | 3 | 5 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 |
| 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 1 | 2 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 3 | 3 |
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| 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 1 | 3 | 2 | 2 |
| 5 | 5 | 1 | 3 | 2 | 4 | 4 | 1 | 2 | 5 | 2 | 2 | 5 |
| 5 | 5 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 3 | 3 | 1 | 3 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
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| 4 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
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| 4 | 4 | 4 | 3 | 1 | 3 | 3 | 4 | 3 | 2 | 4 | 5 | 3 |
| 4 | 4 | 2 | 4 | 2 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 |
| 2 | 5 | 5 | 5 | 2 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 4 |
| 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| 1 | 5 | 5 | 4 | 1 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 5 | 5 | 5 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 |
| 4 | 2 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 3 | 3 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 |
| 4 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 4 | 2 | 2 | 4 | 4 |
| 4 | 4 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 5 | 4 | 5 | 4 | 2 | 4 | 5 | 4 | 4 | 2 | 5 | 4 | 4 |
| 5 | 4 | 4 | 4 | 2 | 2 | 2 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 2 |
| 5 | 4 | 4 | 4 | 2 | 2 | 3 | 4 | 4 | 4 | 4 | 5 | 3 |
| 5 | 5 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 1 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 |
| 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 3 |
| 4 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 3 | 1 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 |
| 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 5 | 3 | 3 |
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| 5 | 4 | 4 | 4 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 5 | 3 |
| 5 | 5 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 3 |
| 4 | 4 | 5 | 4 | 1 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 5 | 5 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 4 | 4 | 2 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 3 | 3 | 4 | 4 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 |
| 5 | 5 | 5 | 4 | 2 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 |
| 4 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |

| | | | | | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 1 | 5 | 5 | 4 | 1 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | |
| 5 | 5 | 5 | 4 | 2 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | |
| 4 | 2 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | |
| 5 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | |
| 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | |
| 3 | 3 | 2 | 3 | 3 | 4 | 5 | 5 | 5 | 3 | 3 | 5 | |
| 2 | 2 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | |
| 2 | 2 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | |
| 5 | 5 | 5 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | |
| 2 | 4 | 3 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | |
| 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | |
| 5 | 5 | 5 | 3 | 3 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | |
| 2 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 2 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | |
| 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | |
| 5 | 4 | 5 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | |
| 2 | 4 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | |
| 3 | 3 | 3 | 1 | 1 | 2 | 3 | 3 | 3 | 1 | 3 | 2 | |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 2 | |
| 2 | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 3 | |
| 3 | 3 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | |
| 5 | 4 | 5 | 4 | 2 | 2 | 2 | 2 | 2 | 5 | 5 | 2 | |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | |
| 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | |
| 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | |
| 5 | 5 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 4 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 1 | 1 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | |
| 3 | 3 | 3 | 3 | 5 | 1 | 2 | 2 | 2 | 4 | 3 | 3 | |
| 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | |
| 3 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | |
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| 1 | 5 | 5 | 4 | 1 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | |
| 5 | 5 | 5 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | |
| 4 | 2 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 4 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 4 | 5 | 3 | |
| 3 | 2 | 4 | 3 | 2 | 2 | 5 | 5 | 5 | 3 | 3 | 3 | |
| 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 562.00 | 558.00 | 586.00 | 519.00 | 425.00 | 526.00 | 527.00 | 540.00 | 531.00 | 499.00 | 554.00 | 541.00 | 533.00 |
| 3.75 | 3.72 | 3.91 | 3.46 | 2.83 | 3.51 | 3.51 | 3.60 | 3.54 | 3.33 | 3.69 | 3.61 | 3.55 |

Evaluasi Konsumen Terhadap Produk Minyak

| MGTB 49 | MGTB 50 | MGTB 51 | MGTB 52 | MGTB 53 | MGTB 54 | MGTB 55 | MGTB 56 | MGTB 57 | MGTB 58 | MGTB 59 | MGTB 60 | MGTB 61 |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 3 |
| 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 5 | 4 | 5 | 5 |
| 4 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 1 |
| 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 4 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 1 | 1 |
| 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 4 | 2 | 2 |
| 3 | 4 | 2 | 2 | 1 | 4 | 2 | 3 | 2 | 2 | 4 | 1 | 2 |
| 2 | 3 | 2 | 2 | 2 | 2 | 1 | 3 | 3 | 4 | 5 | 4 | 3 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 |
| 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 1 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 4 |
| 2 | 4 | 3 | 2 | 4 | 1 | 1 | 1 | 4 | 5 | 1 | 3 | 5 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 3 |
| 6 | 5 | 3 | 4 | 5 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 4 |
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| 4 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 3 | 3 | 5 | 5 | 3 |
| 2 | 2 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 3 | 2 | 2 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 3 |
| 3 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 3 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 |
| 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 |
| 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 |
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| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
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| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 |
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| 3 | 2 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 3 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 3 | 3 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 2 | 2 | 4 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 2 | 4 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 1 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 2 | 3 |
| 3 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 2 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 3 | 2 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 2 | 2 | 3 | 3 |
| 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 3 | 3 | 5 | 5 | 3 |
| 2 | 2 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 3 | 2 | 2 |
| 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 3 | 3 |
| 3 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 2 | 4 |
| 5 | 1 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 4 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 5 | 3 | 4 | 4 | 3 | 5 | 3 | 3 | 4 | 4 | 4 |
| 2 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 |

Goreng Tidak Bermerek

Evaluasi Konsumen Terhadap Atribut Yang Berkaitan Dengan Karakteristik Fungsi

| MGTB 62 | MGTB 63 | MGTB 64 | MGTB 65 | MGTB 66 | MGTB 67 | MGTB 68 | MGTB 69 | MGTB 70 | MGTB 71 | MGTB 72 | MGTB 73 | MGTB 74 | |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 3 |
| 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 |
| 5 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 2 | 1 | 4 | 2 | 4 | 4 |
| 5 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 3 |
| 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 4 | 2 | 1 | 5 | 4 |
| 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 | 5 | 4 |
| 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 3 | 2 | 4 | 2 |
| 3 | 2 | 1 | 3 | 1 | 2 | 2 | 5 | 1 | 1 | 4 | 1 | 2 | 3 |
| 5 | 3 | 2 | 1 | 2 | 1 | 4 | 4 | 2 | 2 | 2 | 1 | 1 | 2 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 2 | 4 | 4 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 5 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 2 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 2 | 5 | 1 | 4 | 5 |
| 4 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 1 | 3 | 3 | 3 | 3 |
| 4 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 2 | 1 | 4 | 1 | 1 | 1 |
| 4 | 4 | 3 | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 3 | 5 |
| 4 | 4 | 1 | 5 | 3 | 4 | 1 | 2 | 4 | 1 | 3 | 4 | 4 | 1 |
| 4 | 4 | 3 | 2 | 1 | 1 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 1 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 2 | 1 | 3 | 2 | 5 | 3 |
| 2 | 1 | 1 | 1 | 2 | 3 | 3 | 3 | 1 | 2 | 3 | 2 | 5 | 2 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 1 | 3 | 3 | 3 | 3 | 3 |
| 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 4 | 3 | 3 | 4 | 3 | 3 |
| 3 | 2 | 1 | 4 | 3 | 3 | 4 | 4 | 1 | 3 | 4 | 1 | 1 | 3 |
| 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 4 |
| 5 | 5 | 2 | 4 | 3 | 4 | 4 | 5 | 1 | 1 | 4 | 1 | 3 | 4 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 4 |
| 5 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 |
| 4 | 3 | 1 | 2 | 2 | 2 | 2 | 4 | 1 | 1 | 3 | 2 | 2 | 2 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 2 | 5 | 3 |
| 3 | 2 | 2 | 3 | 3 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 3 |
| 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 4 | 4 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 3 |
| 4 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 4 | 3 |
| 4 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 2 | 3 | 5 | 1 | 2 | 5 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 2 | 3 | 3 | 2 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 1 | 3 | 4 | 1 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 4 | 1 | 3 | 1 | 2 |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 1 | 3 | 3 | 2 | 3 | 3 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 1 | 3 | 4 | 2 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 1 | 2 | 4 | 1 | 5 | 4 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 1 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 1 | 3 | 2 | 5 | 3 |
| 2 | 1 | 1 | 1 | 2 | 3 | 3 | 3 | 1 | 2 | 3 | 2 | 5 | 2 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 1 | 2 | 5 | 2 | 4 | 4 |
| 4 | 5 | 5 | 5 | 3 | 4 | 4 | 1 | 1 | 3 | 4 | 1 | 3 | 3 |
| 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 1 | 2 | 5 | 1 | 3 | 3 |
| 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 1 | 5 | 3 |
| 5 | 4 | 3 | 5 | 3 | 4 | 4 | 5 | 1 | 4 | 1 | 3 | 1 | 2 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 2 | 4 | 4 |
| 5 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 5 | 3 |
| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 2 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 3 |
| 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 1 | 2 | 5 | 1 | 4 | 5 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 |

Evaluasi Konsumen Terhadap Atribut Yang Berkaitan Dengan

| MGTB 75 | MGTB 76 | MGTB 77 | MGTB 78 | MGTB 79 | MGTB 80 | MGTB 81 | MGTB 82 | MGTB 83 | MGTB 84 | MGTB 85 | MGTB 86 | MGTB 87 |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 3 | 3 | 3 | 3 | 2 | 4 | 1 | 4 | 2 | 3 | 3 | 4 | 3 |
| 2 | 3 | 3 | 3 | 2 | 2 | 1 | 5 | 5 | 4 | 2 | 4 | 3 |
| 5 | 3 | 2 | 3 | 4 | 4 | 2 | 5 | 2 | 4 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 |
| 3 | 3 | 2 | 3 | 3 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 2 |
| 1 | 4 | 1 | 2 | 2 | 2 | 1 | 4 | 2 | 1 | 5 | 4 | 4 |
| 2 | 4 | 2 | 2 | 2 | 2 | 1 | 4 | 2 | 2 | 5 | 4 | 4 |
| 3 | 3 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 2 |
| 2 | 3 | 2 | 1 | 3 | 4 | 3 | 4 | 4 | 2 | 3 | 1 | 2 |
| 1 | 3 | 1 | 2 | 4 | 5 | 4 | 4 | 1 | 4 | 1 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 4 |
| 3 | 3 | 2 | 3 | 3 | 3 | 3 | 5 | 1 | 3 | 3 | 2 | 1 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 5 | 5 |
| 4 | 3 | 4 | 4 | 3 | 3 | 1 | 5 | 3 | 2 | 2 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 2 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 5 | 4 | 4 | 4 | 1 | 1 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 5 | 4 |
| 3 | 3 | 3 | 4 | 5 | 4 | 1 | 4 | 2 | 2 | 1 | 5 | 4 |
| 3 | 1 | 3 | 1 | 3 | 4 | 1 | 1 | 1 | 1 | 3 | 4 | 4 |
| 2 | 2 | 1 | 3 | 3 | 1 | 1 | 1 | 2 | 3 | 2 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 5 | 3 | 3 | 3 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 2 | 2 | 3 | 1 | 4 | 2 | 1 | 2 | 5 | 3 |
| 3 | 3 | 4 | 3 | 4 | 4 | 1 | 4 | 2 | 2 | 1 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 4 | 4 | 4 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 5 | 5 | 1 | 1 | 2 | 1 |
| 3 | 4 | 4 | 5 | 4 | 3 | 1 | 4 | 2 | 2 | 1 | 4 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 5 | 2 | 3 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 5 | 4 | 3 | 2 |
| 3 | 3 | 3 | 2 | 2 | 3 | 1 | 4 | 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 2 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 2 | 2 |
| 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 3 | 5 | 5 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 2 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 2 |
| 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 2 | 4 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 3 |
| 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 4 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 4 | 2 | 5 | 5 | 5 |
| 2 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 5 | 4 | 3 | 2 |
| 3 | 4 | 5 | 5 | 5 | 5 | 2 | 5 | 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 5 | 4 | 2 | 2 | 2 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 |
| 1 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 1 | 1 | 3 | 3 | 3 |
| 5 | 1 | 5 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 5 | 4 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 4 | 5 | 4 | 4 | 2 | 2 |
| 4 | 3 | 3 | 4 | 3 | 3 | 1 | 4 | 3 | 2 | 4 | 4 | 5 |
| 3 | 4 | 4 | 4 | 3 | 3 | 1 | 4 | 2 | 1 | 1 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 1 | 4 | 2 | 2 | 4 | 4 | 5 |
| 4 | 4 | 5 | 3 | 3 | 3 | 1 | 4 | 2 | 2 | 2 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 1 | 5 | 2 | 1 | 3 | 3 | 3 |
| 4 | 4 | 4 | 1 | 4 | 4 | 1 | 3 | 2 | 2 | 2 | 5 | 4 |
| 4 | 4 | 4 | 3 | 3 | 3 | 1 | 4 | 2 | 1 | 2 | 4 | 4 |
| 4 | 3 | 4 | 3 | 3 | 3 | 1 | 5 | 2 | 2 | 3 | 5 | 5 |
| 4 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 1 | 1 |
| 3 | 3 | 1 | 3 | 3 | 1 | 1 | 1 | 2 | 3 | 2 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 5 | 3 | 3 | 3 | 4 | 4 |
| 4 | 4 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 3 | 4 | 4 | 1 | 4 | 2 | 2 | 1 | 5 | 5 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 4 | 5 | 4 | 4 | 2 | 2 |
| 4 | 3 | 3 | 4 | 3 | 3 | 1 | 4 | 3 | 2 | 4 | 4 | 5 |
| 3 | 4 | 4 | 4 | 3 | 3 | 1 | 4 | 2 | 1 | 1 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 1 | 4 | 2 | 2 | 4 | 4 | 5 |
| 4 | 4 | 5 | 3 | 3 | 3 | 1 | 4 | 2 | 2 | 2 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 1 | 5 | 2 | 1 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 4 |
| 3 | 3 | 2 | 3 | 3 | 3 | 3 | 5 | 1 | 4 | 3 | 2 | 1 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 5 | 5 |
| 4 | 3 | 4 | 4 | 3 | 3 | 1 | 5 | 3 | 2 | 2 | 5 | 4 |
| 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 4 | 2 |

| | | | | | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 1 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 |
| 1 | 2 | 1 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 3 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 |
| 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 1 | 5 | 5 | 5 | 5 | 4 | 2 | 5 | 3 | 5 | 5 | 4 |
| 2 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 2 | 4 |
| 3 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 2 | 4 |
| 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 1 | 5 |
| 4 | 1 | 5 | 5 | 5 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 1 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 |
| 2 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 2 | 3 | 3 | 4 | 3 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 |
| 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 2 | 4 | 3 | 3 | 3 | 2 | 4 | 2 | 2 | 4 | 4 | 3 | 4 |
| 2 | 4 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 4 | 5 | 5 | 2 | 2 | 5 | 5 | 5 | 5 | 5 | 2 |
| 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 1 | 4 | 4 | 4 | 1 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 3 | 2 | 3 | 2 | 1 | 4 | 3 | 3 | 3 | 4 | 3 | 1 |
| 2 | 2 | 1 | 2 | 3 | 1 | 1 | 3 | 2 | 2 | 3 | 3 | 1 |
| 2 | 2 | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 3 | 2 | 1 |
| 2 | 2 | 2 | 5 | 5 | 2 | 3 | 5 | 2 | 5 | 3 | 3 | 2 |
| 2 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 1 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 2 | 2 | 2 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 2 |
| 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 3 |
| 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 3 |
| 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 |
| 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 2 | 3 |
| 3 | 2 | 2 | 3 | 4 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 2 |
| 3 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 2 | 4 | 5 | 5 | 2 | 5 | 2 | 4 | 5 | 5 | 5 | 3 |
| 2 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 2 | 2 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 5 | 4 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 3 | 4 | 4 |
| 2 | 2 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 2 | 2 | 2 | 2 | 4 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 3 | 4 | 3 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| 2 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 3 |
| 3 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 2 |
| 3 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 1 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 |
| 1 | 2 | 1 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 |
| 2 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 1 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 |
| 1 | 2 | 1 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 5 | 5 | 4 |
| 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 411.00 | 474.00 | 536.00 | 599.00 | 581.00 | 465.00 | 599.00 | 550.00 | 569.00 | 607.00 | 607.00 | 555.00 | 535.00 |
| 2.74 | 3.16 | 3.57 | 3.99 | 3.87 | 3.10 | 3.99 | 3.67 | 3.79 | 4.05 | 4.05 | 3.70 | 3.57 |

| Kategori Produk Atau Tempat | | | | | Evaluasi Konsumen Terhadap Atribut Yang Ber | | | | | | | | |
|-----------------------------|----------|----------|----------|----------|---|----------|----------|----------|----------|----------|----------|----------|--|
| MGTB 101 | MGTB 102 | MGTB 103 | MGTB 104 | MGTB 105 | MGTB 106 | MGTB 107 | MGTB 108 | MGTB 109 | MGTB 110 | MGTB 111 | MGTB 112 | MGTB 113 | |
| 5 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 4 | |
| 2 | 4 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | |
| 5 | 5 | 4 | 1 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | |
| 5 | 4 | 2 | 2 | 2 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | |
| 3 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | |
| 4 | 4 | 4 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 4 | |
| 4 | 4 | 4 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 4 | |
| 2 | 1 | 3 | 3 | 4 | 1 | 1 | 2 | 1 | 2 | 4 | 4 | 3 | |
| 2 | 5 | 4 | 1 | 4 | 2 | 3 | 2 | 2 | 1 | 4 | 4 | 4 | |
| 2 | 3 | 2 | 3 | 4 | 2 | 4 | 2 | 2 | 4 | 4 | 1 | 1 | |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | |
| 3 | 4 | 2 | 3 | 5 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | |
| 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | |
| 2 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 1 | 4 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | |
| 4 | 5 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | |
| 1 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 1 | 3 | 5 | 4 | 5 | |
| 2 | 4 | 2 | 2 | 1 | 4 | 3 | 4 | 4 | 3 | 1 | 1 | 5 | |
| 3 | 4 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | |
| 4 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | |
| 1 | 3 | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 3 | 4 | 4 | 5 | |
| 2 | 4 | 5 | 1 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 3 | 4 | |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | |
| 4 | 2 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 4 | |
| 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 3 | 4 | 4 | 3 | |
| 5 | 5 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 3 | 4 | 4 | 5 | |
| 4 | 3 | 2 | 2 | 4 | 1 | 1 | 2 | 1 | 3 | 2 | 4 | 4 | |
| 2 | 4 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 4 | 2 | |
| 3 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | |
| 2 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 5 | 5 | 3 | |
| 5 | 5 | 1 | 2 | 1 | 3 | 1 | 4 | 3 | 3 | 5 | 5 | 5 | |
| 2 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | |
| 2 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | |
| 2 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | |
| 2 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | |
| 2 | 5 | 3 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | |
| 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | |
| 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | |
| 3 | 2 | 3 | 4 | 4 | 5 | 1 | 3 | 3 | 3 | 4 | 3 | 4 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 3 | 4 | 4 | |
| 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 4 | |
| 3 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 4 | 4 | 4 | 5 | |
| 2 | 5 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 3 | 4 | 4 | |
| 2 | 4 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 4 | 4 | |
| 3 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 1 | 3 | 3 | 5 | |
| 3 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | 4 | |
| 2 | 4 | 4 | 4 | 2 | 4 | 2 | 3 | 2 | 4 | 3 | 4 | 4 | |
| 4 | 4 | 4 | 2 | 3 | 2 | 2 | 3 | 1 | 4 | 3 | 4 | 5 | |
| 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 4 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 2 | 1 | 5 | 4 | |
| 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | |
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | |
| 2 | 4 | 5 | 1 | 3 | 1 | 2 | 2 | 1 | 3 | 4 | 4 | 5 | |
| 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 4 | |
| 2 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 4 | 4 | 4 | 5 | |
| 3 | 5 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 3 | 4 | 4 | |
| 2 | 4 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 4 | 4 | |
| 3 | 4 | 4 | 2 | 2 | 4 | 2 | 2 | 4 | 1 | 3 | 3 | 4 | |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | |
| 3 | 4 | 4 | 3 | 5 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | |
| 2 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | |

| kaitan Dengan Karakteristik Promosi | | | | | | |
|-------------------------------------|----------|----------|----------|----------|----------|----------|
| MGTB 114 | MGTB 115 | MGTB 116 | MGTB 117 | MGTB 118 | MGTB 119 | MGTB 120 |
| 2 | 4 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 |
| 3 | 4 | 2 | 3 | 4 | 3 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 3 | 2 | 3 | 2 | 3 | 1 | 1 |
| 2 | 2 | 1 | 1 | 1 | 2 | 4 |
| 2 | 2 | 2 | 2 | 2 | 2 | 4 |
| 2 | 1 | 1 | 3 | 1 | 1 | 1 |
| 3 | 4 | 5 | 4 | 4 | 1 | 5 |
| 5 | 1 | 2 | 1 | 4 | 2 | 5 |
| 4 | 3 | 4 | 4 | 4 | 3 | 5 |
| 4 | 3 | 3 | 5 | 3 | 3 | 5 |
| 4 | 3 | 4 | 4 | 4 | 3 | 5 |
| 3 | 3 | 4 | 3 | 3 | 4 | 5 |
| 4 | 3 | 3 | 3 | 3 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 1 | 1 | 2 | 2 | 1 | 1 |
| 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 3 | 2 | 3 | 2 | 4 | 2 | 1 |
| 5 | 4 | 3 | 3 | 1 | 3 | 1 |
| 3 | 1 | 2 | 1 | 5 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 |
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| 4 | 5 | 4 | 5 | 5 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 5 | 2 | 2 | 2 | 3 | 3 | 5 |
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| 4 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 2 | 2 | 3 | 2 | 2 | 3 |
| 2 | 1 | 2 | 2 | 2 | 2 | 5 |
| 5 | 3 | 5 | 2 | 5 | 5 | 4 |
| 4 | 2 | 2 | 2 | 2 | 2 | 2 |
| 5 | 2 | 5 | 4 | 4 | 4 | 5 |
| 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 2 | 2 | 2 | 2 | 2 | 3 |
| 4 | 3 | 5 | 3 | 3 | 5 | 5 |
| 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 1 | 1 | 4 | 2 | 2 | 2 | 1 |
| 4 | 5 | 3 | 3 | 4 | 2 | 1 |
| 5 | 4 | 4 | 5 | 5 | 3 | 3 |
| 2 | 2 | 1 | 1 | 4 | 1 | 1 |
| 5 | 3 | 3 | 4 | 4 | 3 | 3 |
| 4 | 3 | 4 | 4 | 3 | 3 | 4 |
| 4 | 2 | 5 | 4 | 5 | 5 | 4 |
| 4 | 3 | 3 | 3 | 5 | 3 | 4 |
| 4 | 4 | 4 | 3 | 5 | 3 | 3 |
| 4 | 3 | 4 | 4 | 4 | 2 | 2 |
| 3 | 1 | 2 | 1 | 5 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 1 | 1 | 4 | 2 | 2 | 2 | 1 |
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| 3 | 3 | 4 | 3 | 3 | 3 | 4 |
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| | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|
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| 4 | 2 | 2 | 2 | 2 | 2 | 2 |
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| 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 3 | 3 | 4 | 3 | 3 | 4 | 5 |
| 4 | 3 | 3 | 3 | 3 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 3 | 3 | 3 | 1 | 3 | 3 | 3 |
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| 4 | 4 | 5 | 5 | 5 | 5 | 5 |
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| 4 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 3 | 5 | 3 | 4 | 4 | 3 |
| 4 | 2 | 1 | 1 | 4 | 1 | 2 |
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| 3 | 3 | 2 | 1 | 1 | 2 | 2 |
| 2 | 1 | 2 | 1 | 3 | 2 | 2 |
| 4 | 2 | 2 | 2 | 2 | 2 | 2 |
| 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 5 | 5 | 5 | 5 | 5 |
| 5 | 1 | 1 | 2 | 2 | 2 | 2 |
| 4 | 3 | 2 | 3 | 2 | 3 | 5 |
| 2 | 3 | 2 | 3 | 2 | 3 | 5 |
| 2 | 3 | 2 | 3 | 2 | 3 | 5 |
| 2 | 3 | 2 | 3 | 2 | 3 | 1 |
| 3 | 2 | 2 | 2 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 |
| 4 | 3 | 2 | 2 | 2 | 2 | 2 |
| 4 | 3 | 3 | 2 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 2 | 1 | 2 | 1 | 1 | 1 |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 |
| 2 | 3 | 2 | 1 | 2 | 2 | 2 |
| 2 | 2 | 2 | 1 | 2 | 2 | 2 |
| 4 | 2 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 |
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| 2 | 1 | 2 | 2 | 2 | 2 | 5 |
| 5 | 3 | 5 | 2 | 5 | 5 | 4 |
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| 5 | 2 | 5 | 4 | 4 | 4 | 5 |
| 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 4 | 3 | 4 | 4 | 4 | 3 | 5 |
| 4 | 3 | 3 | 5 | 3 | 3 | 5 |
| 4 | 3 | 4 | 4 | 4 | 3 | 5 |
| 3 | 3 | 4 | 3 | 3 | 4 | 5 |
| 4 | 3 | 3 | 3 | 3 | 5 | 5 |
| 2 | 1 | 2 | 2 | 2 | 2 | 5 |
| 5 | 3 | 5 | 2 | 5 | 5 | 4 |
| 4 | 2 | 2 | 2 | 2 | 2 | 2 |
| 5 | 2 | 5 | 4 | 4 | 4 | 5 |
| 4 | 2 | 2 | 2 | 2 | 2 | 2 |
| 2 | 2 | 2 | 1 | 2 | 2 | 1 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 525.00 | 425.00 | 473.00 | 449.00 | 487.00 | 450.00 | 502.00 |
| 3.50 | 2.83 | 3.15 | 2.99 | 3.25 | 3.00 | 3.35 |