

## BAB V

### KESIMPULAN DAN IMPLIKASI MANAJERIAL

#### 5.1. Pendahuluan

Bab kesimpulan dan penutup ini berisi tentang kesimpulan akhir dari penelitian ini berdasarkan hasil analisis data yang telah dilakukan di bab sebelumnya serta implikasi manajerial dalam penelitian ini. Kesimpulan yang ada dalam bab ini dapat dijadikan hasil akhir dari penelitian tentang pengaruh asosiasi merek poci terhadap respon konsumen.

#### 5.2 Kesimpulan

Analisis data yang dilakukan pada bab 4 dapat digunakan untuk menjawab rumusan masalah yang telah dirumuskan pada bab 1 penelitian, sehingga dapat disimpulkan hasil-hasil penelitian sebagai berikut:

Kesimpulan hasil analisis pada *Guarantee*, *personal identification*, *social identification*, status, Kesiediaan menerima ekstensi merek, merekomendasikan merek ke orang lain, membayar dengan harga premium.

Hasil analisis yang dilakukan terhadap 93 responden, didapatkan hasil sebagai berikut :

1. Dari asosiasi merek yang dikaitkan dengan fungsi *Guarantee dan Social Identification*, signifikan menimbulkan kemauan konsumen hanya pada Kesiediaan menerima ekstensi merek dan Merekomendasikan ke orang lain.

2. Dari asosiasi merek yang dikaitkan dengan fungsi status, signifikan menimbulkan kemauan konsumen hanya pada Merekomendasikan ke orang lain dan Membayar dengan harga premium.
3. Kesimpulan hasil regresi pada *personal identification* tidak signifikan dan tidak menimbulkan pada keseluruhan variabel Dependent dikarenakan Pocari sweat adalah minuman isotonik pioner, konsumen sudah lama mengenal dan mengetahui produk pocari sweat dan sekarang ini banyak produk minuman isotonik lainnya yang menyebabkan masyarakat mempunyai pilihan mana yang menurutnya baik.
4. Kesimpulan hasil penelitian tidak sesuai dengan hipotesis dari Belen del Rio, A., Vazquez, Iglesias V., *The Effects of Brand Associations on Consumer Response*, Vol.18.No.5.2001.

### 5.3. Implikasi Manajerial dan Saran

Berdasarkan kesimpulan diatas, maka ada beberapa implikasi manajerial yang dapat diberikan. Perusahaan dapat mengetahui bahwa pelanggan yang puas pada nilai-nilai yang diberikan perusahaan akan merekomendasikan dan berkata positif kepada orang lain. Maka dari itu perusahaan harus mempertahankan pelayanannya agar dapat tercipta suatu *word of mouth*, dimana hal tersebut merupakan salah satu alat promosi yang efektif bagi perusahaan. Tetapi pada penelitian ini juga diketahui bahwa persaingan produk juga mempengaruhi keputusan responden untuk mencoba produk minuman isotonik yang lain.

#### **5.4. Kelemahan Penelitian**

Dalam proses dan hasilnya, penelitian ini memiliki beberapa keterbatasan yang dapat diperbaiki untuk generalisasi penelitian berikutnya, antara lain :

1. Terjadi kemungkinan terdapatnya persepsi responden dalam menjawab butir pertanyaan yang tercantum pada kuesioner dengan pengukuran.
2. Dengan mempertimbangkan waktu yang terbatas untuk mengumpulkan data penelitian, penelitian ini menggunakan jumlah responden yang sangat kecil dibandingkan dengan penelitian sebelumnya yang menggunakan 258 responden. Temuan yang dihasilkan dalam penelitian ini masih kurang mencerminkan populasi dalam mengasosiasikan sebuah merek.
3. Model yang digunakan menggunakan model dari penelitian sebelumnya, dengan asumsi bahwa respon konsumen dalam suatu daerah atau tempat memiliki perbedaan. Maka penemuan yang dihasilkan sebagian tidak sesuai dengan penelitian sebelumnya.

#### **5.5. Arah penelitian selanjutnya**

Bagi penelitian selanjutnya, disarankan untuk meneliti menggunakan perbandingan merek-merek yang terkenal dan mencoba meneliti apakah adanya perbedaan asosiasi merek terhadap respon konsumen dari merek-merek tersebut, dan seberapa besar pengaruhnya pada saat iklan produk tersebut muncul pada media televisi ataupun media iklan lainnya. Selain itu dengan menambahkan variabel independen lainnya selain fungsi merek juga bisa menambah temuan dalam penelitian yang meneliti tentang merek.

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**LAMPIRAN**



Terima kasih atas kesediaan Anda untuk mengisi kuesioner ini. Kuesioner ini dibuat dalam rangka menyelesaikan tesis berjudul **“PENGARUH ASOSIASI MEREK PRODUK POCARI SWEAT TERHADAP RESPON KONSUMEN ”** yang merupakan salah satu syarat kelulusan dari Program Pascasarjana Magister Manajemen UAJY.

Brigita Kingkin Pitaningrum, 07.1192/PS/MM

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### **I. Latar Belakang Responden**

1. Usia : a. 17 – 26 tahun c. 37 – 46 tahun  
b. 27 – 36 tahun d. 47 – 56 tahun
  2. Jenis Kelamin : a. Laki-laki  
b. Perempuan
  3. Pekerjaan : a. Pelajar d. Wiraswasta  
b. Mahasiswa e. Ibu rumah tangga  
c. Karyawan f. Lain-lain
  4. Pendapatan : a. 500.000 – 1 jt d. 2 – 2.5 jt  
b. 1 – 1.5 jt e. 2.5 – 3 jt  
c. 1.5 – 2 jt f. > 3 jt
  5. Apakah Anda mengetahui/melihat iklan pocari sweat ?  
a. Ya b. Tidak
  6. Media apakah yang sering anda ketahui/melihat iklan Pocari Sweat?  
a. Televisi c. Radio e. Lainnya. Sebutkan.....  
b. Koran d. Majalah
  7. Apakah anda pernah mengkonsumsi Pocari Sweat yang diproduksi oleh PT. Amerta Indah Otsuka?  
a. Ya b. Tidak
  8. Apakah Anda mengkonsumsi Pocari Sweat secara rutin?  
a. Ya b. Tidak
-

Berilah tanda Centang atau Silang pada jawaban yang diinginkan

## II. Pernyataan tentang Pengukuran variabel

Bagian ini Anda akan diminta untuk memberikan pendapat tentang Asosiasi Merek pada Pocari Sweat. Adapun maksud dari:

SS = Sangat Setuju

N = Netral

STS = Sangat Tidak Setuju

S = Setuju

TS = Tidak Setuju

### 1. Guarantee (jaminan)

| No. | Daftar Pernyataan   | SS | S | N | TS | STS |
|-----|---|----|---|---|----|-----|
| 1   | Merek Pocari Sweat selalu berusaha memperbaiki kualitas produknya secara berkesinambungan |    |   |   |    |     |
| 2   | Merek Pocari Sweat bisa dipercaya   |    |   |   |    |     |
| 3   | Pocari sweat sebagai minuman pengganti ion tubuh  |    |   |   |    |     |
| 4   | Merek Pocari Sweat memberikan value for money terbaik                                     |    |   |   |    |     |

### 2. Personal Identification

| No. | Daftar Pernyataan  | SS | S | N | TS | STS |
|-----|--|----|---|---|----|-----|
| 1   | Banyak orang suka merek Pocari Sweat   |    |   |   |    |     |
| 2   | Dengan mengkonsumsi Pocari Sweat dapat membuat Anda merasa menjadi pribadi yang berselera tinggi |    |   |   |    |     |

### 3. Social Identification

| No. | Daftar Pernyataan                                       | SS | S | N | TS | STS |
|-----|---|----|---|---|----|-----|
| 1   | Minuman sehat Pocari sweat sedang trendy                |    |   |   |    |     |
| 2   | Teman-teman anda mengkonsumsi Pocari Sweat              |    |   |   |    |     |
| 3   | Minuman sehat Merek Pocari Sweat memiliki reputasi baik |    |   |   |    |     |

#### 4. Status

| No. | Daftar Pernyataan   | SS | S | N | TS | STS |
|-----|---|----|---|---|----|-----|
| 1   | Mengonsumsi Pocari sweat merupakan simbol status sosial                     |    |   |   |    |     |
| 2   | Pocari Sweat direkomendasikan oleh orang terkenal yang saya jadikan panutan |    |   |   |    |     |

#### 5. Kesiapan menerima ekstensi merek

| No. | Daftar Pernyataan  | SS | S | N | TS | STS |
|-----|--|----|---|---|----|-----|
| 1   | Jika Pocari Sweat memutuskan untuk menjual pula produk-produk lain selain minuman isotonik, anda mungkin akan membelinya |    |   |   |    |     |
| 2   | Anda bersedia membeli varian-varian baru yang dikeluarkan oleh PT. Amerta Indah Otsuka yang memproduksi pocari sweat     |    |   |   |    |     |

#### 6. Merekomendasikan merek ke orang lain

| No. | Daftar Pernyataan   | SS | S | N | TS | STS |
|-----|---|----|---|---|----|-----|
| 1   | Saya akan menyarankan kepada orang lain untuk membeli Pocari sweat                        |    |   |   |    |     |
| 2   | Bila ada orang bertanya tentang minuman isotonik, saya akan merekomendasikan Pocari sweat |    |   |   |    |     |

#### 7. Membayar Harga Premium

| No. | Daftar Pernyataan   | SS | S | N | TS | STS |
|-----|---|----|---|---|----|-----|
| 1   | Anda merasa bahwa Pocari Sweat sesuai dengan harga premium  |    |   |   |    |     |
| 2   | Misalkan dalam pembelian Anda di masa yang akan datang, pocari sweat menaikkan kandungan yang lebih dari sebelumnya, apakah anda bersedia membayar dengan harga yang sama |    |   |   |    |     |

## RELIABILITY

```
/VARIABLES=Quarantee1 Quarantee2 Quarantee3 Quarantee4 PersonalIdent1 PersonalIdent2 So  
cialIdent1 SocialIdent2 SocialIdent3 Status  
1 Status2 MenerimaEkstensi1 MenerimaEkstensi2 Rekomenorglain1 Rekomenorglain2 HargaPre  
mium1 HargaPremium2  
/SCALE('realibility') ALL  
/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE  
/SUMMARY=TOTAL.
```

## Reliability

[DataSet1] D:\Tesis Kingkin\FINAL\hasil spss baru\malam.sav

## Scale: realibility

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 93 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 93 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .883             | 17         |

### Item Statistics

|                   | Mean | Std. Deviation | N  |
|-------------------|------|----------------|----|
| Quarantee1        | 3.82 | .570           | 93 |
| Quarantee2        | 3.92 | .448           | 93 |
| Quarantee3        | 4.03 | .311           | 93 |
| Quarantee4        | 3.77 | .628           | 93 |
| Personal Ident1   | 3.76 | .579           | 93 |
| Personal Ident2   | 3.16 | .595           | 93 |
| Social Ident1     | 3.51 | .619           | 93 |
| Social Ident2     | 3.35 | .545           | 93 |
| Social Ident3     | 3.88 | .549           | 93 |
| Status1           | 3.17 | .746           | 93 |
| Status2           | 3.02 | .625           | 93 |
| Menerima Ekstensi | 3.12 | .508           | 93 |
| MenerimaEkstensi2 | 3.19 | .516           | 93 |
| Rekomen org lain  | 3.42 | .712           | 93 |
| Rekomenorglain2   | 3.31 | .707           | 93 |
| Harga Premium1    | 3.49 | .717           | 93 |
| Harga Premium2    | 2.80 | .815           | 93 |

### Item-Total Statistics

|                   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Quarantee1        | 54.92                      | 35.027                         | .334                             | .883                             |
| Quarantee2        | 54.82                      | 33.934                         | .665                             | .874                             |
| Quarantee3        | 54.71                      | 36.208                         | .348                             | .883                             |
| Quarantee4        | 54.97                      | 32.336                         | .683                             | .870                             |
| Personal Ident1   | 54.98                      | 33.043                         | .636                             | .873                             |
| Personal Ident2   | 55.58                      | 33.007                         | .621                             | .873                             |
| Social Ident1     | 55.24                      | 33.204                         | .563                             | .875                             |
| Social Ident2     | 55.39                      | 34.109                         | .503                             | .878                             |
| Social Ident3     | 54.86                      | 33.339                         | .626                             | .873                             |
| Status1           | 55.57                      | 32.400                         | .547                             | .876                             |
| Status2           | 55.72                      | 32.573                         | .651                             | .872                             |
| Menerima Ekstensi | 55.62                      | 34.042                         | .558                             | .876                             |
| MenerimaEkstensi2 | 55.55                      | 34.598                         | .452                             | .879                             |
| Rekomen org lain  | 55.32                      | 31.438                         | .709                             | .869                             |
| Rekomenorglain2   | 55.43                      | 32.465                         | .576                             | .875                             |
| Harga Premium1    | 55.25                      | 34.210                         | .344                             | .885                             |
| Harga Premium2    | 55.95                      | 34.508                         | .254                             | .891                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 58.74 | 37.607   | 6.132          | 17         |

```

SAVE OUTFILE='D:\Tesis Kingkin\FINAL\hasil spss baru\malam.sav' /COMPRESSED.
RELIABILITY
/VARIABLES=Quarantee1 Quarantee2 Quarantee3 Quarantee4
/SCALE('alpha c q') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.
    
```

### Reliability

[DataSet1] D:\Tesis Kingkin\FINAL\hasil spss baru\malam.sav

### Scale: alpha c q

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 93 | 100.0 |
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|       | Total                 | 93 | 100.0 |

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

**Item Statistics**

|            | Mean | Std. Deviation | N  |
|------------|------|----------------|----|
| Quarantee1 | 3.82 | .570           | 93 |
| Quarantee2 | 3.92 | .448           | 93 |
| Quarantee3 | 4.03 | .311           | 93 |
| Quarantee4 | 3.77 | .628           | 93 |

**Item-Total Statistics**

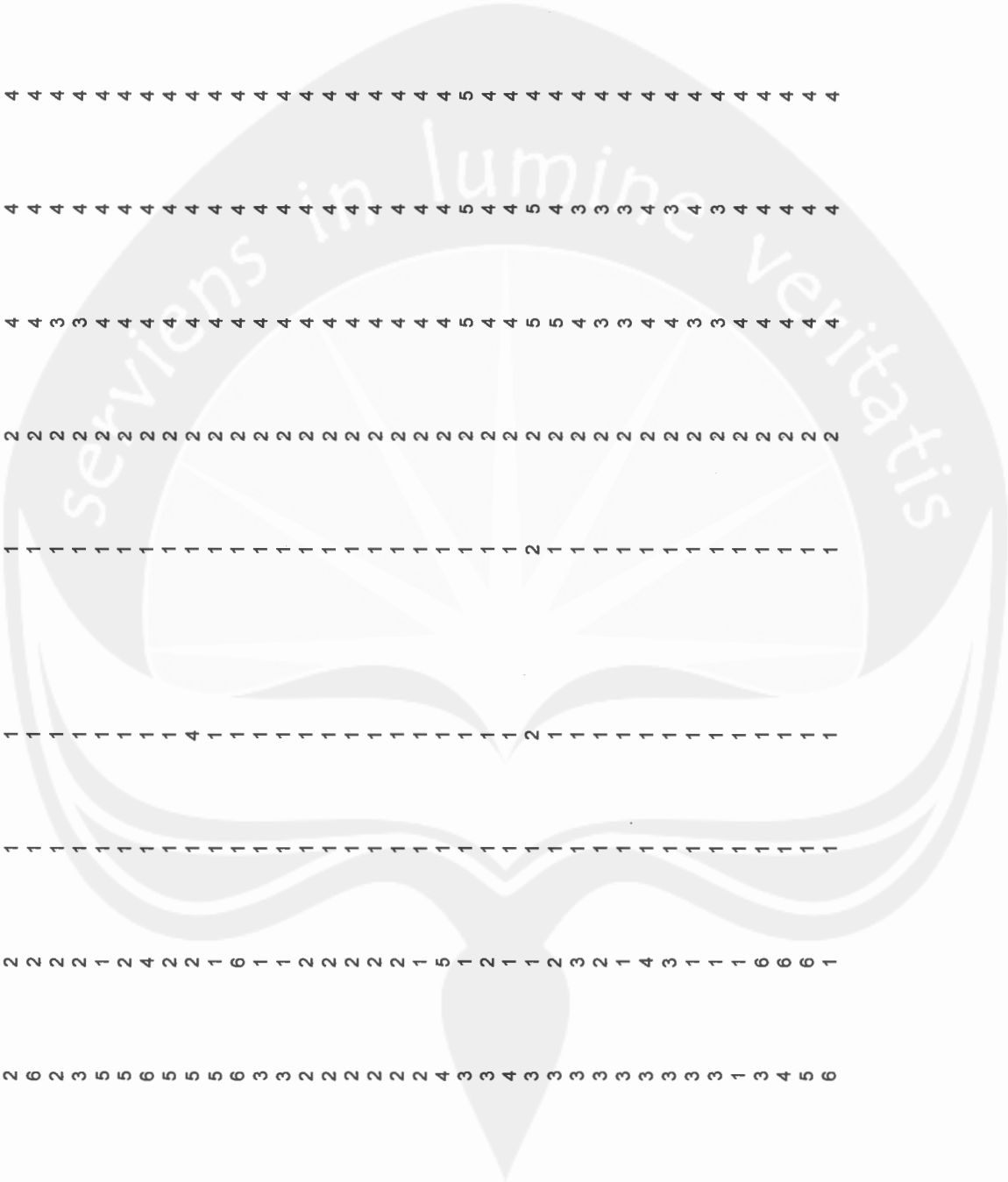
|            | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Quarantee1 | 11.73                      | 1.264                          | .567                             | .679                             |
| Quarantee2 | 11.62                      | 1.411                          | .661                             | .633                             |
| Quarantee3 | 11.52                      | 1.948                          | .312                             | .792                             |
| Quarantee4 | 11.77                      | 1.025                          | .706                             | .589                             |

**Scale Statistics**

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 15.55 | 2.316    | 1.522          | 4          |

| No | Usia | JenisKelamin | Pekerjaan | Pendapatan | LihatKlian | MEDIA | PernahMengonsumsi | RUTIN | Quarantee1 | Quarantee2 | Quarantee3 | Quarantee4 | PersonalIdent1 |
|----|------|--------------|-----------|------------|------------|-------|-------------------|-------|------------|------------|------------|------------|----------------|
| 1  | 3    | 2            | 3         | 3          | 1          | 1     | 1                 | 2     | 3          | 4          | 4          | 4          | 3              |
| 2  | 3    | 2            | 3         | 3          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 3  | 3    | 1            | 3         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 4  | 2    | 2            | 3         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 5  | 4    | 1            | 3         | 5          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 6  | 2    | 1            | 4         | 5          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 7  | 4    | 1            | 3         | 3          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 8  | 2    | 2            | 6         | 4          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 3          | 4              |
| 9  | 4    | 2            | 4         | 6          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 10 | 2    | 2            | 2         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 11 | 3    | 2            | 3         | 3          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 12 | 3    | 2            | 3         | 3          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 13 | 3    | 1            | 3         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 14 | 4    | 2            | 6         | 6          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 3          | 4              |
| 15 | 1    | 2            | 2         | 6          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 16 | 2    | 2            | 3         | 2          | 1          | 1     | 1                 | 1     | 4          | 4          | 4          | 4          | 4              |
| 17 | 3    | 2            | 3         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 3          | 3              |
| 18 | 4    | 2            | 5         | 1          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 19 | 2    | 1            | 3         | 1          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 3              |
| 20 | 2    | 2            | 2         | 5          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 3              |
| 21 | 2    | 2            | 3         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 22 | 2    | 2            | 2         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 23 | 2    | 2            | 3         | 1          | 1          | 4     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 24 | 4    | 1            | 6         | 6          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 25 | 3    | 2            | 4         | 6          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 26 | 1    | 2            | 1         | 1          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 27 | 2    | 1            | 3         | 1          | 1          | 1     | 2                 | 1     | 4          | 4          | 4          | 3          | 2              |
| 28 | 1    | 1            | 3         | 2          | 1          | 1     | 1                 | 2     | 5          | 5          | 5          | 5          | 5              |
| 29 | 2    | 1            | 3         | 2          | 1          | 1     | 1                 | 2     | 3          | 4          | 4          | 3          | 4              |
| 30 | 2    | 1            | 3         | 4          | 1          | 5     | 2                 | 2     | 4          | 2          | 2          | 2          | 3              |
| 31 | 3    | 1            | 3         | 1          | 1          | 1     | 1                 | 2     | 2          | 4          | 4          | 1          | 1              |
| 32 | 3    | 1            | 6         | 6          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 33 | 2    | 1            | 6         | 5          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 34 | 3    | 2            | 6         | 6          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 35 | 4    | 2            | 6         | 6          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 36 | 4    | 2            | 6         | 1          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 37 | 3    | 2            | 2         | 6          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 38 | 3    | 1            | 6         | 5          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 39 | 2    | 1            | 3         | 4          | 1          | 1     | 1                 | 2     | 5          | 5          | 5          | 5          | 4              |
| 40 | 3    | 2            | 3         | 4          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 3          | 3              |
| 41 | 1    | 2            | 3         | 3          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 3          | 3              |
| 42 | 2    | 2            | 3         | 5          | 1          | 1     | 1                 | 2     | 4          | 4          | 5          | 3          | 5              |
| 43 | 2    | 2            | 3         | 4          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 44 | 1    | 2            | 3         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 2          | 4              |
| 45 | 4    | 1            | 6         | 6          | 1          | 4     | 1                 | 2     | 4          | 4          | 4          | 3          | 4              |
| 46 | 1    | 1            | 3         | 1          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 47 | 3    | 1            | 3         | 3          | 1          | 1     | 1                 | 2     | 4          | 4          | 5          | 3          | 4              |
| 48 | 3    | 2            | 5         | 3          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 49 | 2    | 1            | 3         | 1          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 50 | 2    | 2            | 3         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 3          | 4              |
| 51 | 2    | 2            | 3         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 52 | 2    | 2            | 3         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |
| 53 | 2    | 2            | 3         | 2          | 1          | 1     | 1                 | 2     | 4          | 4          | 4          | 4          | 4              |

| No | Usia | JenisKelamin | Pekerjaan | Pendapatan | LihatKlan | MEDIA | PernahMengkonsums | RUTIN | Quaranteee1 | Quaranteee2 | Quaranteee3 | Quaranteee4 | Personallident1 |
|----|------|--------------|-----------|------------|-----------|-------|-------------------|-------|-------------|-------------|-------------|-------------|-----------------|
| 54 | 2    | 2            | 3         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 55 | 2    | 2            | 3         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 56 | 2    | 1            | 3         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 57 | 2    | 2            | 2         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 58 | 2    | 2            | 6         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 59 | 2    | 2            | 2         | 2          | 1         | 1     | 1                 | 1     | 3           | 4           | 4           | 5           | 4               |
| 60 | 2    | 2            | 3         | 2          | 1         | 1     | 1                 | 1     | 3           | 4           | 4           | 4           | 3               |
| 61 | 2    | 2            | 5         | 1          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 62 | 4    | 2            | 5         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 63 | 3    | 2            | 6         | 4          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 3               |
| 64 | 3    | 2            | 5         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 65 | 3    | 2            | 5         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 66 | 3    | 2            | 5         | 1          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 67 | 4    | 1            | 6         | 6          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 68 | 2    | 2            | 3         | 1          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 69 | 2    | 1            | 3         | 1          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 70 | 1    | 2            | 2         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 71 | 1    | 2            | 2         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 72 | 1    | 2            | 2         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 73 | 1    | 1            | 2         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 74 | 1    | 1            | 2         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 3               |
| 75 | 1    | 1            | 2         | 1          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 76 | 4    | 2            | 4         | 5          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 77 | 2    | 2            | 3         | 1          | 1         | 1     | 1                 | 1     | 5           | 5           | 5           | 5           | 4               |
| 78 | 1    | 2            | 3         | 2          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 79 | 2    | 2            | 4         | 1          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 80 | 2    | 1            | 3         | 1          | 1         | 1     | 2                 | 2     | 5           | 5           | 4           | 4           | 4               |
| 81 | 2    | 2            | 3         | 2          | 1         | 1     | 1                 | 1     | 5           | 4           | 4           | 4           | 4               |
| 82 | 2    | 2            | 3         | 3          | 1         | 1     | 1                 | 1     | 3           | 3           | 4           | 3           | 3               |
| 83 | 2    | 1            | 3         | 2          | 1         | 1     | 1                 | 1     | 3           | 3           | 4           | 4           | 3               |
| 84 | 2    | 2            | 3         | 1          | 1         | 1     | 1                 | 1     | 3           | 3           | 4           | 4           | 3               |
| 85 | 1    | 2            | 3         | 4          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 3               |
| 86 | 3    | 1            | 3         | 3          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 3               |
| 87 | 2    | 2            | 3         | 1          | 1         | 1     | 1                 | 1     | 3           | 4           | 4           | 4           | 4               |
| 88 | 1    | 1            | 3         | 1          | 1         | 1     | 1                 | 1     | 3           | 3           | 4           | 2           | 2               |
| 89 | 1    | 2            | 1         | 1          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 3               |
| 90 | 4    | 1            | 3         | 6          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 3               |
| 91 | 3    | 1            | 4         | 6          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 92 | 2    | 2            | 5         | 6          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |
| 93 | 1    | 2            | 6         | 1          | 1         | 1     | 1                 | 1     | 4           | 4           | 4           | 4           | 4               |





| No | PersonalIdent2 | SocialIdent1 | SocialIdent2 | SocialIdent3 | Status1 | Status2 | MenerimaEkstens! | MenerimaEkstens! | Rekomenorglain! | Rekomenorglain! | HargaPremiur | HargaPremiur |
|----|----------------|--------------|--------------|--------------|---------|---------|------------------|------------------|-----------------|-----------------|--------------|--------------|
| 1  | 3              | 3            | 3            | 4            | 3       | 3       | 3                | 4                | 4               | 4               | 3            | 4            |
| 2  | 3              | 3            | 3            | 4            | 4       | 3       | 3                | 4                | 3               | 3               | 3            | 2            |
| 3  | 3              | 3            | 3            | 4            | 3       | 3       | 3                | 4                | 3               | 3               | 4            | 4            |
| 4  | 4              | 3            | 3            | 4            | 3       | 3       | 4                | 4                | 3               | 3               | 4            | 2            |
| 5  | 3              | 3            | 3            | 4            | 3       | 3       | 4                | 4                | 3               | 3               | 3            | 4            |
| 6  | 3              | 3            | 3            | 4            | 2       | 3       | 3                | 3                | 3               | 3               | 3            | 3            |
| 7  | 3              | 3            | 4            | 4            | 3       | 3       | 4                | 4                | 4               | 4               | 4            | 4            |
| 8  | 3              | 4            | 3            | 4            | 3       | 3       | 3                | 3                | 4               | 4               | 3            | 3            |
| 9  | 3              | 4            | 4            | 4            | 3       | 3       | 3                | 3                | 4               | 3               | 3            | 3            |
| 10 | 3              | 4            | 3            | 4            | 3       | 3       | 4                | 4                | 4               | 4               | 4            | 4            |
| 11 | 4              | 4            | 3            | 4            | 3       | 3       | 4                | 4                | 4               | 4               | 4            | 3            |
| 12 | 3              | 4            | 3            | 4            | 3       | 3       | 3                | 4                | 4               | 4               | 3            | 3            |
| 13 | 4              | 4            | 4            | 4            | 4       | 3       | 4                | 4                | 4               | 4               | 4            | 4            |
| 14 | 4              | 4            | 3            | 4            | 4       | 3       | 3                | 3                | 4               | 4               | 4            | 3            |
| 15 | 3              | 3            | 3            | 4            | 3       | 3       | 3                | 3                | 3               | 4               | 4            | 3            |
| 16 | 3              | 3            | 4            | 4            | 4       | 3       | 3                | 3                | 4               | 4               | 4            | 3            |
| 17 | 3              | 3            | 3            | 3            | 3       | 3       | 3                | 3                | 4               | 4               | 4            | 3            |
| 18 | 3              | 3            | 3            | 4            | 3       | 3       | 3                | 3                | 4               | 4               | 4            | 3            |
| 19 | 3              | 3            | 3            | 4            | 4       | 3       | 3                | 4                | 4               | 4               | 4            | 3            |
| 20 | 3              | 3            | 3            | 4            | 3       | 3       | 4                | 4                | 4               | 4               | 4            | 4            |
| 21 | 3              | 4            | 4            | 4            | 3       | 3       | 4                | 4                | 4               | 4               | 3            | 3            |
| 22 | 4              | 4            | 4            | 4            | 4       | 3       | 3                | 4                | 4               | 4               | 4            | 3            |
| 23 | 3              | 3            | 4            | 4            | 3       | 3       | 4                | 4                | 4               | 3               | 3            | 3            |
| 24 | 4              | 4            | 4            | 4            | 4       | 3       | 3                | 4                | 4               | 4               | 4            | 4            |
| 25 | 4              | 4            | 4            | 4            | 4       | 3       | 4                | 4                | 4               | 3               | 4            | 2            |
| 26 | 4              | 4            | 4            | 4            | 4       | 3       | 4                | 4                | 4               | 3               | 4            | 2            |
| 27 | 2              | 3            | 3            | 4            | 1       | 2       | 3                | 4                | 3               | 3               | 3            | 3            |
| 28 | 3              | 4            | 4            | 5            | 5       | 4       | 3                | 3                | 5               | 5               | 1            | 2            |
| 29 | 3              | 4            | 4            | 3            | 3       | 3       | 4                | 3                | 3               | 3               | 4            | 3            |
| 30 | 3              | 2            | 2            | 1            | 2       | 2       | 1                | 1                | 1               | 1               | 5            | 4            |
| 31 | 1              | 1            | 3            | 1            | 1       | 1       | 1                | 2                | 1               | 1               | 1            | 1            |
| 32 | 3              | 4            | 3            | 4            | 3       | 3       | 3                | 3                | 3               | 2               | 4            | 3            |
| 33 | 3              | 4            | 3            | 4            | 3       | 3       | 3                | 3                | 3               | 3               | 4            | 2            |
| 34 | 3              | 4            | 4            | 4            | 4       | 4       | 3                | 4                | 4               | 4               | 4            | 4            |
| 35 | 4              | 4            | 4            | 4            | 3       | 3       | 3                | 4                | 4               | 3               | 4            | 4            |
| 36 | 3              | 4            | 4            | 4            | 4       | 4       | 3                | 3                | 4               | 3               | 4            | 4            |
| 37 | 4              | 4            | 4            | 4            | 4       | 4       | 4                | 4                | 4               | 4               | 4            | 4            |
| 38 | 4              | 3            | 3            | 3            | 3       | 3       | 4                | 4                | 4               | 4               | 4            | 3            |
| 39 | 3              | 4            | 4            | 4            | 4       | 4       | 4                | 4                | 4               | 4               | 4            | 4            |
| 40 | 3              | 3            | 3            | 4            | 3       | 3       | 3                | 3                | 4               | 4               | 3            | 3            |
| 41 | 2              | 4            | 4            | 4            | 2       | 2       | 3                | 3                | 3               | 3               | 4            | 4            |
| 42 | 4              | 5            | 4            | 5            | 2       | 2       | 3                | 3                | 3               | 3               | 4            | 2            |
| 43 | 4              | 4            | 4            | 4            | 3       | 3       | 4                | 4                | 4               | 4               | 4            | 4            |
| 44 | 2              | 4            | 4            | 4            | 2       | 2       | 3                | 3                | 2               | 2               | 2            | 1            |
| 45 | 3              | 3            | 3            | 4            | 4       | 4       | 3                | 3                | 4               | 4               | 4            | 2            |
| 46 | 4              | 4            | 4            | 4            | 4       | 4       | 3                | 4                | 4               | 4               | 4            | 4            |
| 47 | 3              | 5            | 3            | 4            | 3       | 5       | 3                | 3                | 3               | 3               | 4            | 3            |
| 48 | 4              | 4            | 4            | 4            | 4       | 4       | 4                | 4                | 4               | 4               | 4            | 2            |
| 49 | 3              | 3            | 3            | 4            | 3       | 3       | 4                | 4                | 3               | 4               | 3            | 2            |
| 50 | 4              | 4            | 3            | 4            | 4       | 4       | 4                | 4                | 3               | 3               | 4            | 3            |
| 51 | 3              | 4            | 3            | 4            | 3       | 3       | 3                | 4                | 3               | 3               | 3            | 3            |
| 52 | 3              | 3            | 4            | 4            | 3       | 3       | 3                | 4                | 4               | 4               | 3            | 2            |
| 53 | 3              | 3            | 3            | 4            | 3       | 3       | 3                | 3                | 4               | 3               | 4            | 4            |

| No | PersonalIdent2 | SocialIdent1 | SocialIdent2 | SocialIdent3 | Status1 | Status2 | MenerimaEkstensif | MenerimaEkstensif1 | Rekomenorglain1 | Rekomenorglain2 | Rekomenorglain3 | HargaPremiur | HargaPremiur1 | HargaPremiur2 | HargaPremiur3 |
|----|----------------|--------------|--------------|--------------|---------|---------|-------------------|--------------------|-----------------|-----------------|-----------------|--------------|---------------|---------------|---------------|
| 54 | 3              | 3            | 3            | 3            | 3       | 3       | 3                 | 3                  | 3               | 3               | 3               | 3            | 3             | 3             | 3             |
| 55 | 3              | 4            | 3            | 4            | 3       | 3       | 3                 | 3                  | 4               | 3               | 3               | 3            | 3             | 3             | 3             |
| 56 | 4              | 4            | 4            | 4            | 4       | 3       | 3                 | 3                  | 4               | 4               | 3               | 4            | 4             | 4             | 2             |
| 57 | 3              | 4            | 4            | 4            | 4       | 4       | 3                 | 3                  | 4               | 4               | 3               | 4            | 4             | 4             | 2             |
| 58 | 3              | 3            | 3            | 4            | 3       | 3       | 3                 | 3                  | 4               | 4               | 3               | 4            | 4             | 4             | 3             |
| 59 | 4              | 4            | 4            | 5            | 2       | 4       | 4                 | 4                  | 4               | 4               | 4               | 4            | 4             | 2             | 2             |
| 60 | 3              | 4            | 3            | 4            | 3       | 3       | 3                 | 3                  | 3               | 3               | 4               | 4            | 4             | 3             | 3             |
| 61 | 4              | 4            | 4            | 4            | 4       | 3       | 3                 | 3                  | 3               | 4               | 4               | 4            | 4             | 3             | 3             |
| 62 | 3              | 4            | 4            | 4            | 4       | 3       | 3                 | 4                  | 4               | 4               | 3               | 4            | 4             | 2             | 2             |
| 63 | 3              | 3            | 3            | 4            | 3       | 3       | 3                 | 3                  | 3               | 3               | 3               | 4            | 4             | 3             | 3             |
| 64 | 3              | 3            | 3            | 4            | 4       | 4       | 3                 | 3                  | 3               | 3               | 3               | 4            | 4             | 3             | 3             |
| 65 | 3              | 3            | 3            | 4            | 3       | 3       | 3                 | 3                  | 4               | 4               | 3               | 4            | 4             | 2             | 2             |
| 66 | 4              | 4            | 4            | 4            | 4       | 4       | 3                 | 3                  | 3               | 3               | 3               | 4            | 4             | 3             | 3             |
| 67 | 3              | 3            | 3            | 4            | 3       | 3       | 3                 | 3                  | 4               | 4               | 3               | 3            | 3             | 2             | 2             |
| 68 | 3              | 4            | 3            | 4            | 4       | 4       | 3                 | 3                  | 4               | 4               | 4               | 4            | 4             | 3             | 3             |
| 69 | 3              | 4            | 4            | 4            | 4       | 4       | 3                 | 3                  | 4               | 4               | 4               | 4            | 4             | 2             | 2             |
| 70 | 4              | 4            | 4            | 4            | 3       | 3       | 3                 | 3                  | 4               | 4               | 3               | 4            | 4             | 2             | 2             |
| 71 | 3              | 4            | 3            | 4            | 3       | 3       | 3                 | 3                  | 4               | 4               | 4               | 3            | 3             | 3             | 3             |
| 72 | 3              | 3            | 3            | 4            | 3       | 3       | 3                 | 3                  | 3               | 3               | 3               | 4            | 4             | 2             | 2             |
| 73 | 3              | 3            | 3            | 4            | 3       | 3       | 3                 | 3                  | 3               | 3               | 3               | 3            | 3             | 2             | 2             |
| 74 | 3              | 3            | 3            | 4            | 3       | 3       | 3                 | 3                  | 3               | 3               | 3               | 3            | 3             | 3             | 3             |
| 75 | 4              | 4            | 4            | 4            | 4       | 4       | 3                 | 3                  | 4               | 4               | 4               | 4            | 4             | 4             | 4             |
| 76 | 3              | 3            | 3            | 4            | 3       | 3       | 3                 | 3                  | 3               | 3               | 3               | 4            | 4             | 4             | 4             |
| 77 | 4              | 4            | 4            | 4            | 2       | 2       | 3                 | 3                  | 4               | 4               | 4               | 4            | 4             | 3             | 3             |
| 78 | 3              | 3            | 3            | 4            | 4       | 3       | 4                 | 4                  | 3               | 3               | 4               | 4            | 4             | 2             | 2             |
| 79 | 3              | 4            | 3            | 4            | 2       | 4       | 3                 | 3                  | 4               | 4               | 3               | 4            | 4             | 4             | 4             |
| 80 | 3              | 3            | 3            | 3            | 3       | 3       | 3                 | 3                  | 3               | 3               | 4               | 3            | 3             | 3             | 3             |
| 81 | 2              | 4            | 3            | 3            | 2       | 2       | 4                 | 3                  | 1               | 1               | 1               | 2            | 2             | 2             | 2             |
| 82 | 2              | 3            | 3            | 3            | 4       | 3       | 3                 | 3                  | 3               | 3               | 3               | 3            | 3             | 2             | 2             |
| 83 | 3              | 3            | 4            | 4            | 4       | 3       | 3                 | 3                  | 3               | 3               | 3               | 3            | 3             | 4             | 4             |
| 84 | 3              | 3            | 3            | 4            | 3       | 3       | 4                 | 4                  | 3               | 3               | 3               | 4            | 4             | 4             | 4             |
| 85 | 2              | 4            | 3            | 4            | 2       | 2       | 4                 | 4                  | 2               | 2               | 3               | 4            | 4             | 3             | 3             |
| 86 | 3              | 3            | 2            | 4            | 3       | 3       | 2                 | 2                  | 3               | 3               | 3               | 4            | 4             | 1             | 1             |
| 87 | 4              | 4            | 4            | 4            | 4       | 3       | 3                 | 3                  | 3               | 3               | 3               | 4            | 4             | 4             | 4             |
| 88 | 2              | 3            | 2            | 4            | 2       | 2       | 3                 | 3                  | 3               | 3               | 3               | 3            | 3             | 2             | 2             |
| 89 | 3              | 3            | 3            | 3            | 3       | 3       | 3                 | 3                  | 3               | 3               | 3               | 3            | 3             | 2             | 2             |
| 90 | 3              | 3            | 3            | 4            | 3       | 3       | 3                 | 3                  | 3               | 3               | 3               | 3            | 3             | 2             | 2             |
| 91 | 3              | 3            | 3            | 4            | 3       | 3       | 3                 | 3                  | 4               | 4               | 3               | 3            | 3             | 2             | 2             |
| 92 | 4              | 4            | 4            | 4            | 4       | 3       | 3                 | 3                  | 4               | 4               | 3               | 4            | 4             | 4             | 4             |
| 93 | 3              | 4            | 4            | 4            | 3       | 3       | 3                 | 3                  | 3               | 3               | 3               | 4            | 4             | 2             | 2             |



REGRESSION

```

/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS CI BCOV R ANOVA CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT MenerimaEkstensi
/METHOD=ENTER QUARANTEE PersonalIdent SocialIdent Status.
    
```

**Regression**

[DataSet1] D:\Tesis Kingkin\FINAL\hasil spss baru\RESPONDENPCRSW.sav

**Descriptive Statistics**

|                  | Mean   | Std. Deviation | N  |
|------------------|--------|----------------|----|
| MenerimaEkstensi | 3.156  | .4483          | 93 |
| QUARANTEE        | 3.8871 | .38042         | 93 |
| PersonalIdent    | 3.46   | .517           | 93 |
| SocialIdent      | 3.5806 | .45816         | 93 |
| Status           | 3.10   | .605           | 93 |

**Correlations**

|                     |                  | Menerima Ekstensi | QUARANTEE | PersonalIdent | SocialIdent | Status |
|---------------------|------------------|-------------------|-----------|---------------|-------------|--------|
| Pearson Correlation | MenerimaEkstensi | 1.000             | .415      | .377          | .525        | .375   |
|                     | QUARANTEE        | .415              | 1.000     | .586          | .500        | .450   |
|                     | PersonalIdent    | .377              | .586      | 1.000         | .628        | .568   |
|                     | SocialIdent      | .525              | .500      | .628          | 1.000       | .475   |
|                     | Status           | .375              | .450      | .568          | .475        | 1.000  |
| Sig. (1-tailed)     | MenerimaEkstensi |                   | .000      | .000          | .000        | .000   |
|                     | QUARANTEE        | .000              |           | .000          | .000        | .000   |
|                     | PersonalIdent    | .000              | .000      |               | .000        | .000   |
|                     | SocialIdent      | .000              | .000      | .000          |             | .000   |
|                     | Status           | .000              | .000      | .000          | .000        |        |
| N                   | MenerimaEkstensi | 93                | 93        | 93            | 93          | 93     |
|                     | QUARANTEE        | 93                | 93        | 93            | 93          | 93     |
|                     | PersonalIdent    | 93                | 93        | 93            | 93          | 93     |
|                     | SocialIdent      | 93                | 93        | 93            | 93          | 93     |
|                     | Status           | 93                | 93        | 93            | 93          | 93     |

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

| Mode | Variables Entered                           | Variables Removed | Method |
|------|---|-------------------|--------|
| 1    | Status, QUARANTEE, SocialIdent, Personal... |                   | Enter  |

a. All requested variables entered.

b. Dependent Variable: MenerimaEkstensi

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 |
| 1     | .564 <sup>a</sup> | .318     | .287              | .3786                      | .318              | 10.253   | 4   | 88  |

a. Predictors: (Constant), Status, QUARANTEE, SocialIdent, PersonalIdent

**Model Summary**

| Model | Change Statistics |
|-------|-------------------|
|       | Sig. F Change     |
| 1     | .000              |

a. Predictors: (Constant), Status, QUARANTEE, SocialIdent, PersonalIdent

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 5.877          | 4  | 1.469       | 10.253 | .000 <sup>a</sup> |
|       | Residual   | 12.612         | 88 | .143        |        |                   |
|       | Total      | 18.489         | 92 |             |        |                   |

a. Predictors: (Constant), Status, QUARANTEE, SocialIdent, PersonalIdent

b. Dependent Variable: MenerimaEkstensi

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

| Model |               | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---------------|-----------------------------|------------|---------------------------|-------|------|
|       |               | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)    | .749                        | .425       |                           | 1.764 | .081 |
|       | QUARANTEE     | .224                        | .132       | .190                      | 1.693 | .094 |
|       | PersonalIdent | -.057                       | .113       | -.066                     | -.506 | .614 |
|       | SocialIdent   | .399                        | .115       | .408                      | 3.484 | .001 |
|       | Status        | .099                        | .082       | .133                      | 1.210 | .229 |

a. Dependent Variable: MenerimaEkstensi

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

| Model |               | 95% Confidence Interval for B |             |
|-------|---------------|-------------------------------|-------------|
|       |               | Lower Bound                   | Upper Bound |
| 1     | (Constant)    | -.095                         | 1.593       |
|       | QUARANTEE     | -.039                         | .487        |
|       | PersonalIdent | -.282                         | .168        |
|       | SocialIdent   | .171                          | .627        |
|       | Status        | -.063                         | .261        |

a. Dependent Variable: MenerimaEkstensi

**Coefficient Correlations<sup>a</sup>**

| Model |              |               | Status | QUARANTEE | SocialIdent | PersonalIdent |
|-------|--------------|---------------|--------|-----------|-------------|---------------|
| 1     | Correlations | Status        | 1.000  | -.142     | -.154       | -.320         |
|       |              | QUARANTEE     | -.142  | 1.000     | -.182       | -.333         |
|       |              | SocialIdent   | -.154  | -.182     | 1.000       | -.398         |
|       |              | PersonalIdent | -.320  | -.333     | -.398       | 1.000         |
|       | Covariances  | Status        | .007   | -.002     | -.001       | -.003         |
|       |              | QUARANTEE     | -.002  | .017      | -.003       | -.005         |
|       |              | SocialIdent   | -.001  | -.003     | .013        | -.005         |
|       |              | PersonalIdent | -.003  | -.005     | -.005       | .013          |

a. Dependent Variable: MenerimaEkstensi



REGRESSION

```

/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS CI BCOV R ANOVA COLLIN TOL CHANGE ZPP
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Rekomenorglain
/METHOD=ENTER QUARANTEE PersonalIdent SocialIdent Status.
    
```

**Regression**

[DataSet1] D:\Tesis Kingkin\FINAL\hasil spss baru\RESPONDENPCRSW.sav

**Descriptive Statistics**

|                | Mean   | Std. Deviation | N  |
|----------------|--------|----------------|----|
| Rekomenorglain | 3.37   | .635           | 93 |
| QUARANTEE      | 3.8871 | .38042         | 93 |
| PersonalIdent  | 3.46   | .517           | 93 |
| SocialIdent    | 3.5806 | .45816         | 93 |
| Status         | 3.10   | .605           | 93 |

**Correlations**

|                     |                | Rekomenorglain | QUARANTEE | PersonalIdent | SocialIdent | Status |
|---------------------|----------------|----------------|-----------|---------------|-------------|--------|
| Pearson Correlation | Rekomenorglain | 1.000          | .555      | .464          | .520        | .615   |
|                     | QUARANTEE      | .555           | 1.000     | .586          | .500        | .450   |
|                     | PersonalIdent  | .464           | .586      | 1.000         | .628        | .568   |
|                     | SocialIdent    | .520           | .500      | .628          | 1.000       | .475   |
|                     | Status         | .615           | .450      | .568          | .475        | 1.000  |
| Sig. (1-tailed)     | Rekomenorglain | .000           | .000      | .000          | .000        | .000   |
|                     | QUARANTEE      | .000           | .000      | .000          | .000        | .000   |
|                     | PersonalIdent  | .000           | .000      | .000          | .000        | .000   |
|                     | SocialIdent    | .000           | .000      | .000          | .000        | .000   |
|                     | Status         | .000           | .000      | .000          | .000        | .000   |
| N                   | Rekomenorglain | 93             | 93        | 93            | 93          | 93     |
|                     | QUARANTEE      | 93             | 93        | 93            | 93          | 93     |
|                     | PersonalIdent  | 93             | 93        | 93            | 93          | 93     |
|                     | SocialIdent    | 93             | 93        | 93            | 93          | 93     |
|                     | Status         | 93             | 93        | 93            | 93          | 93     |

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

| Model | Variables Entered                           | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1     | Status, QUARANTEE, SocialIdent, Personal... |                   | Enter  |

- a. All requested variables entered.
- b. Dependent Variable: Rekomenorglain

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 |
| 1     | .710 <sup>a</sup> | .505     | .482              | .457                       | .505              | 22.420   | 4   | 88  |

a. Predictors: (Constant), Status, QUARANTEE, SocialIdent, PersonalIdent

**Model Summary**

| Model | Change Statistics |
|-------|-------------------|
|       | Sig. F Change     |
| 1     | .000              |

a. Predictors: (Constant), Status, QUARANTEE, SocialIdent, PersonalIdent

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 18.710         | 4  | 4.678       | 22.420 | .000 <sup>a</sup> |
|       | Residual   | 18.360         | 88 | .209        |        |                   |
|       | Total      | 37.070         | 92 |             |        |                   |

a. Predictors: (Constant), Status, QUARANTEE, SocialIdent, PersonalIdent

b. Dependent Variable: Rekomenorglain

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

| Model |               | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | 95% Confidence Interval for B |
|-------|---------------|-----------------------------|------------|---------------------------|--------|------|-------------------------------|
|       |               | B                           | Std. Error | Beta                      |        |      | Lower Bound                   |
| 1     | (Constant)    | -.724                       | .512       |                           | -1.413 | .161 | -1.742                        |
|       | QUARANTEE     | .517                        | .160       | .310                      | 3.242  | .002 | .200                          |
|       | PersonalIdent | -.124                       | .136       | -.101                     | -.911  | .365 | -.395                         |
|       | SocialIdent   | .315                        | .138       | .227                      | 2.277  | .025 | .040                          |
|       | Status        | .446                        | .098       | .425                      | 4.536  | .000 | .251                          |

a. Dependent Variable: Rekomenorglain

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

| Model |               | 95% Confidence Interval for B | Correlations |         |       | Collinearity Statistics |       |
|-------|---------------|-------------------------------|--------------|---------|-------|-------------------------|-------|
|       |               | Upper Bound                   | Zero-order   | Partial | Part  | Tolerance               | VIF   |
| 1     | (Constant)    | .294                          |              |         |       |                         |       |
|       | QUARANTEE     | .834                          | .555         | .327    | .243  | .615                    | 1.625 |
|       | PersonalIdent | .147                          | .464         | -.097   | -.068 | .455                    | 2.198 |
|       | SocialIdent   | .590                          | .520         | .236    | .171  | .565                    | 1.769 |
|       | Status        | .642                          | .615         | .435    | .340  | .641                    | 1.560 |

a. Dependent Variable: Rekomenorglain

**Coefficient Correlations<sup>a</sup>**

| Model |              |               | Status | QUARANTEE | SocialIdent | PersonalIdent |
|-------|--------------|---------------|--------|-----------|-------------|---------------|
| 1     | Correlations | Status        | 1.000  | -.142     | -.154       | -.320         |
|       |              | QUARANTEE     | -.142  | 1.000     | -.182       | -.333         |
|       |              | SocialIdent   | -.154  | -.182     | 1.000       | -.398         |
|       |              | PersonalIdent | -.320  | -.333     | -.398       | 1.000         |
|       | Covariances  | Status        | .010   | -.002     | -.002       | -.004         |
|       |              | QUARANTEE     | -.002  | .025      | -.004       | -.007         |
|       |              | SocialIdent   | -.002  | -.004     | .019        | -.008         |
|       |              | PersonalIdent | -.004  | -.007     | -.008       | .019          |

a. Dependent Variable: Rekomenorglain

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |           |               |             |        |
|-------|-----------|------------|-----------------|----------------------|-----------|---------------|-------------|--------|
|       |           |            |                 | (Constant)           | QUARANTEE | PersonalIdent | SocialIdent | Status |
| 1     | 1         | 4.958      | 1.000           | .00                  | .00       | .00           | .00         | .00    |
|       | 2         | .021       | 15.299          | .08                  | .02       | .00           | .01         | .78    |
|       | 3         | .010       | 22.073          | .24                  | .02       | .47           | .09         | .21    |
|       | 4         | .007       | 27.105          | .01                  | .08       | .35           | .88         | .01    |
|       | 5         | .004       | 35.339          | .67                  | .89       | .18           | .01         | .00    |

a. Dependent Variable: Rekomenorglain



REGRESSION

```

/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS CI BCOV R ANOVA CHANGE ZPP
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT HargaPremium
/METHOD=ENTER QUARANTEE PersonalIdent SocialIdent Status.
    
```

**Regression**

[DataSet1] D:\Tesis Kingkin\FINAL\hasil spss baru\RESPONDENPCRSW.sav

**Descriptive Statistics**

|               | Mean   | Std. Deviation | N  |
|---------------|--------|----------------|----|
| HargaPremium  | 3.172  | .6614          | 93 |
| QUARANTEE     | 3.8871 | .38042         | 93 |
| PersonalIdent | 3.46   | .517           | 93 |
| SocialIdent   | 3.5806 | .45816         | 93 |
| Status        | 3.10   | .605           | 93 |

**Correlations**

|                     |               | Harga Premium | QUARANTEE | PersonalIdent | SocialIdent | Status |
|---------------------|---------------|---------------|-----------|---------------|-------------|--------|
| Pearson Correlation | HargaPremium  | 1.000         | .105      | .281          | .223        | .304   |
|                     | QUARANTEE     | .105          | 1.000     | .586          | .500        | .450   |
|                     | PersonalIdent | .281          | .586      | 1.000         | .628        | .568   |
|                     | SocialIdent   | .223          | .500      | .628          | 1.000       | .475   |
|                     | Status        | .304          | .450      | .568          | .475        | 1.000  |
| Sig. (1-tailed)     | HargaPremium  |               | .158      | .003          | .016        | .002   |
|                     | QUARANTEE     | .158          |           | .000          | .000        | .000   |
|                     | PersonalIdent | .003          | .000      |               | .000        | .000   |
|                     | SocialIdent   | .016          | .000      | .000          |             | .000   |
|                     | Status        | .002          | .000      | .000          | .000        |        |
| N                   | HargaPremium  | 93            | 93        | 93            | 93          | 93     |
|                     | QUARANTEE     | 93            | 93        | 93            | 93          | 93     |
|                     | PersonalIdent | 93            | 93        | 93            | 93          | 93     |
|                     | SocialIdent   | 93            | 93        | 93            | 93          | 93     |
|                     | Status        | 93            | 93        | 93            | 93          | 93     |

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

| Mode | Variables Entered                           | Variables Removed | Method |
|------|---|-------------------|--------|
| 1    | Status, QUARANTEE, SocialIdent, Personal... |                   | Enter  |

a. All requested variables entered.

b. Dependent Variable: HargaPremium

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 |
| 1     | .351 <sup>a</sup> | .124     | .084              | .6331                      | .124              | 3.101    | 4   | 88  |

a. Predictors: (Constant), Status, QUARANTEE, SocialIdent, PersonalIdent

**Model Summary**

| Model | Change Statistics |
|-------|-------------------|
|       | Sig. F Change     |
| 1     | .019              |

a. Predictors: (Constant), Status, QUARANTEE, SocialIdent, PersonalIdent

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

| Model |            | Sum of Squares | df | Mean Square | F     | Sig.              |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1     | Regression | 4.972          | 4  | 1.243       | 3.101 | .019 <sup>a</sup> |
|       | Residual   | 35.275         | 88 | .401        |       |                   |
|       | Total      | 40.247         | 92 |             |       |                   |

a. Predictors: (Constant), Status, QUARANTEE, SocialIdent, PersonalIdent

b. Dependent Variable: HargaPremium

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

| Model |               | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | 95% Confidence Interval for B |
|-------|---------------|-----------------------------|------------|---------------------------|--------|------|-------------------------------|
|       |               | B                           | Std. Error | Beta                      |        |      | Lower Bound                   |
| 1     | (Constant)    | 2.178                       | .710       |                           | 3.067  | .003 | .767                          |
|       | QUARANTEE     | -.250                       | .221       | -.144                     | -1.132 | .261 | -.690                         |
|       | PersonalIdent | .252                        | .189       | .197                      | 1.330  | .187 | -.124                         |
|       | SocialIdent   | .091                        | .192       | .063                      | .474   | .637 | -.290                         |
|       | Status        | .249                        | .136       | .228                      | 1.826  | .071 | -.022                         |

a. Dependent Variable: HargaPremium

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

| Model |               | 95% Confidence Interval for B | Correlations |         |       |
|-------|---------------|-------------------------------|--------------|---------|-------|
|       |               | Upper Bound                   | Zero-order   | Partial | Part  |
| 1     | (Constant)    | 3.589                         |              |         |       |
|       | QUARANTEE     | .189                          | .105         | -.120   | -.113 |
|       | PersonalIdent | .628                          | .281         | .140    | .133  |
|       | SocialIdent   | .472                          | .223         | .050    | .047  |
|       | Status        | .520                          | .304         | .191    | .182  |

a. Dependent Variable: HargaPremium

**Coefficient Correlations<sup>a</sup>**

| Model |              | Status        | QUARANTEE | SocialIdent | PersonalIdent |       |
|-------|--------------|---------------|-----------|-------------|---------------|-------|
| 1     | Correlations | Status        | 1.000     | -.142       | -.154         | -.320 |
|       |              | QUARANTEE     | -.142     | 1.000       | -.182         | -.333 |
|       |              | SocialIdent   | -.154     | -.182       | 1.000         | -.398 |
|       |              | PersonalIdent | -.320     | -.333       | -.398         | 1.000 |
|       | Covariances  | Status        | .019      | -.004       | -.004         | -.008 |
|       |              | QUARANTEE     | -.004     | .049        | -.008         | -.014 |
|       |              | SocialIdent   | -.004     | -.008       | .037          | -.014 |
|       |              | PersonalIdent | -.008     | -.014       | -.014         | .036  |

a. Dependent Variable: HargaPremium



Tabel 4.24

## Independent Samples Test

|                  | Levene's Test for Equality of Variances |      | t      | df     | Sig. (2-tailed) | t-test for Equality of Means |                       |         | 95% Confidence Interval of the Difference |  |
|------------------|---|------|--------|--------|-----------------|------------------------------|-----------------------|---------|---|--|
|                  | F                                       | Sig. |        |        |                 | Mean Difference              | Std. Error Difference | Lower   | Upper                                     |  |
|                  |   |      |        |        |                 |                              |                       |         |   |  |
| GUARANTEE        | 8.367                                   | .005 | -.581  | 91     | .562            | -.04811                      | .08275                | -.21247 | .11626                                    |  |
|                  |   |      | -.484  | 40.444 | .631            | -.04811                      | .09948                | -.24909 | .15288                                    |  |
| Personallident   | 3.458                                   | .066 | -1.372 | 91     | .174            | -.153                        | .112                  | -.375   | .069                                      |  |
|                  |   |      | -1.215 | 47.019 | .231            | -.153                        | .126                  | -.406   | .100                                      |  |
| Sociallident     | 4.026                                   | .048 | -2.000 | 91     | .048            | -.19545                      | .09771                | -.38955 | -.00136                                   |  |
|                  |   |      | -1.743 | 45.111 | .088            | -.19545                      | .11217                | -.42136 | .03045                                    |  |
| Status           | 2.002                                   | .160 | -.426  | 91     | .671            | -.056                        | .132                  | -.318   | .205                                      |  |
|                  |   |      | -.387  | 50.149 | .701            | -.056                        | .145                  | -.347   | .235                                      |  |
| MenerimaEkstensi | .680                                    | .412 | -1.783 | 91     | .078            | -.1712                       | .0960                 | -.3620  | .0195                                     |  |
|                  |   |      | -1.513 | 42.331 | .138            | -.1712                       | .1132                 | -.3996  | .0571                                     |  |
| Rekomenorglain   | 7.347                                   | .008 | -1.047 | 91     | .298            | -.144                        | .137                  | -.417   | .129                                      |  |
|                  |   |      | -.917  | 45.680 | .364            | -.144                        | .157                  | -.460   | .172                                      |  |
| HargaPremium     | 5.823                                   | .018 | -.058  | 91     | .954            | -.0083                       | .1441                 | -.2946  | .2780                                     |  |
|                  |   |      | -.051  | 46.899 | .959            | -.0083                       | .1629                 | -.3361  | .3194                                     |  |