

BAB V
KESIMPULAN, IMPLIKASI MANAJERIAL,
DAN KETERBATASAN PENELITIAN

5.1. Kesimpulan

Dari hasil analisa data yang diuraikan pada Bab IV, peneliti mengambil kesimpulan sebagai berikut:

1. Dengan menggunakan uji beda ANOVA untuk melihat ada tidaknya perbedaan cara memandang konsumen terhadap ketiga merek jamu, didapatkan hasil bahwa dalam dimensi *Trustworthiness* (kepercayaan), konsumen mempunyai pandangan yang sama. Dalam hal ini berarti memiliki kepercayaan yang sama terhadap ketiga merek jamu, percaya bahwa ketiga perusahaan jamu yang memproduksi jamu merek Air Mancur, Sido Muncul, dan Nyonya Meneer selalu memperhatikan kepentingan konsumennya, tidak merugikan konsumennya serta percaya kepada orang-orang yang berada dibelakang perusahaan tersebut. Hal ini merupakan suatu hal yang baik, karena faktor kepercayaan merupakan salah satu faktor yang cukup penting didalam pemasaran. Dengan adanya kepercayaan dari konsumen, perusahaan akan lebih mudah meyakinkan konsumen terhadap produk yang dijualnya.
2. Dari uji beda dengan ANOVA, didapatkan bahwa konsumen mempunyai pandangan yang berbeda terhadap ketiga merek jamu pada 4 dimensi *brand equity* yang lain, yaitu *Performance, Social Image, Value dan Attachment*. Dengan menggunakan uji lanjut *Scheffe* dapat diketahui bahwa perbedaan pandangan konsumen terhadap ketiga merek jamu tersebut terletak pada:

- a. Untuk dimensi *performance*, konsumen memandang ada perbedaan antara jamu merek Air mancur dengan Nyonya Meneer, demikian juga antara jamu merek Sido Muncul dengan Nyonya Meneer. Namun konsumen memandang antara jamu merek Air Mancur dan Sido Muncul relatif tidak terdapat perbedaan.
 - b. Untuk dimensi *Attachment, Social Image dan Value*, konsumen memandang ada perbedaan antara jamu merek Air Mancur dengan Nyonya Meneer, Namun tidak ada perbedaan pandangan antara Air Mancur dengan Sido Muncul. Khusus jamu merek Sido Muncul untuk ketiga dimensi ini, konsumen memandang relatif tidak ada perbedaannya dengan jamu merek Air Mancur maupun merek Nyonya Meneer.
3. Setelah dilakukan penilaian *brand equity* oleh konsumen berdasarkan analisis mean arithmetic, maka didapatkan hasil bahwa nilai *brand equity* dari jamu merek Air mancur mendapatkan nilai yang paling tinggi diantara ketiga merek jamu, yaitu 4,58, sedangkan jamu merek Sido Muncul mendapatkan nilai 4,44 dan jamu merek Nyonya Meneer mendapatkan nilai 4,17. Meskipun mendapat nilai yang paling tinggi diantaranya, namun perbedaannya tidak signifikan. Beda nilai antara jamu merek Air Mancur dengan Sido Muncul hanyalah 0,14, sedangkan beda nilai dengan jamu Nyonya Meneer adalah 0,41. Penilaian konsumen terhadap *brand equity* ketiga merek jamu ini mempunyai urutan yang berbeda-beda pada dimensi-dimensinya. Skala penilaian yang digunakan oleh konsumen untuk menilai adalah skala 1 sampai 7.

4. Setelah dilakukan pengujian, didapatkan hasil bahwa tidak ada perbedaan penilaian dari konsumen jamu dipandang dari sudut pandang usia, kecuali pada dimensi *social image* pada jamu merek Air Mancur dan dimensi *trustworthiness* pada jamu merek Sido Muncul. Namun setelah dilakukan uji lanjut untuk melihat dimana letak perbedaannya, didapatkan hasil bahwa semua konsumen jamu baik yang berusia muda sampai tua relatif sama didalam memberikan penilaian terhadap dimensi-dimensi dalam *brand equity*.
5. Setelah dilakukan pengujian untuk melihat ada tidaknya perbedaan pandangan konsumen dilihat dari sudut pandang jenis kelamin, didapatkan hasil bahwa untuk jamu merek Air Mancur dan Sido Muncul tidak terdapat perbedaan pandangan konsumen. Namun untuk jamu merek Nyonya Meneer terdapat perbedaan pandangan konsumen terhadap dimensi *Performance, Social Image, Value dan Attachment*. Dalam hal ini konsumen wanita memandang jamu Nyonya Meneer lebih baik dibandingkan dengan pria. Hal ini disebabkan karena jamu Nyonya Meneer mempunyai produk jamu khusus wanita yang digemari oleh kaum wanita karena dianggap sangat manjur.

5.2. Implikasi Manajerial

1. Dengan melakukan pengukuran terhadap *brand equity*, perusahaan dapat menilai seberapa besar kekuatan yang terkandung didalam mereknya. Perusahaan dapat melihat sampai kepada dimensi-dimensi yang mana yang perlu ditingkatkan lagi, dan mana yang harus tetap dipertahankan.

2. Dengan membandingkan *brand equity* dari suatu perusahaan dengan *brand equity* perusahaan pesaing, memungkinkan perusahaan untuk segera menyadari kekuatan dari perusahaan pesaing dengan lebih cepat, sehingga dapat dengan segera memberikan respon yang diperlukan.
3. Penilaian *brand equity* ini memungkinkan perusahaan untuk dapat mengevaluasi program-program marketingnya kembali, apabila *brand equity* terlihat kurang kuat, perusahaan memerlukan umpan balik (*feedback*) dari konsumennya. Umpan balik ini membantu perusahaan dalam :
 - a. Mengidentifikasi masalah *product performance*
 - b. mengidentifikasi masalah *positioning*
 - c. mengidentifikasi masalah *advertising*
 - d. memberikan masukan kepada orang-orang yang ada di perusahaan mengenai dimana peningkatan harus dilakukan.
4. Dasar penilaian *brand equity* oleh konsumen adalah berdasarkan pada 5 dimensi pokok yaitu, *Performance, Social Image, value, trustworthiness dan attachment*, sehingga dalam hal ini perusahaan harus mengatur semua elemen yang dapat meningkatkan *brand equity*. Konsumen di dalam mengevaluasi merek agar mempunyai performance yang tinggi, juga mengharapkan agar merek itu juga mempunyai tingkat harga yang lebih baik dan lebih terpercaya, sehingga apabila suatu merek gagal pada salah satu dimensinya, maka konsumen tidak akan memperhatikan dimensi yang lainnya dengan seksama. Tentu saja hal ini akan merugikan perusahaan.

3.3. Keterbatasan Penelitian.

Walaupun penelitian ini dilakukan dengan waktu yang cukup lama serta cukup seksama, namun tentu masih mempunyai beberapa keterbatasan, antara lain:

1. Lokasi pengambilan sampel hanya terbatas pada Daerah Istimewa Yogyakarta saja, sehingga masih ada faktor-faktor lain yang tidak dapat dimasukkan didalam penelitian secara lebih akurat seperti faktor kedaerahan.
2. Masyarakat konsumen jamu belum terbiasa dengan pengisian kuesioner yang menggunakan “7 point scale”, namun enggan untuk meminta penjelasan, sehingga banyak memberikan jawaban yang netral.

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LAMPIRAN



KUESIONER

BAGIAN A

Petunjuk:

Pertanyaan – pertanyaan di bawah ini cukup dijawab dengan memberi tanda silang (X) pada jawaban yang paling sesuai dengan keadaan Bapak/ Ibu/ Saudara/ Saudari. Terima kasih.

1. Jenis kelamin anda :
 - a. Pria
 - b. Wanita

2. Daerah asal anda:
Propinsi Kota: Desa:

3. Usia anda saat ini :
 - a. Kurang dari 20 tahun
 - b. 20 – 29 tahun
 - c. 30 – 39 tahun
 - d. 40 – 49 tahun
 - e. 50 tahun keatas

4. Rata-rata pendapatan anda dalam satu bulan :
 - a. Kurang dari Rp. 250.000,-
 - b. Rp. 250.000,- - Rp. 500.000,-
 - c. Rp. 500.000,- - Rp. 1.000.000,-
 - d. Rp 1.000.000,- - Rp. 1.500.000,-
 - e. Lebih dari Rp. 1.500.000,-

5. Agama / kepercayaan yang anda anut:
 - a. Islam
 - b. Kristen
 - c. Katholik
 - d. Hindu
 - e. Budha
 - f. Lain-lain :

6. Pekerjaan anda pada saat ini :
 - a. Pegawai Negeri Sipil
 - b. Pegawai Swasta
 - c. Wiraswasta
 - d. Buruh / petani
 - e. Profesi
 - f. Ibu Rumah Tangga
 - g. TNI
 - h. Lain-lain (sebutkan) :

7. Pendidikan akhir anda:
- Sekolah Dasar
 - SLTP
 - SMU
 - Sarjana
 - Lebih tinggi dari Sarjana

BAGIAN B

Di dalam Kuesionaire Bagian B ini, kami akan mengevaluasi tiga merek jamu. Kami mengharapkan anda untuk dapat mengevaluasi pernyataan-pernyataan dibawah ini dengan menggunakan "7-point scale" yaitu memberikan nilai dari angka 1 sampai 7 kepada masing-masing merek jamu.

Keterangan :						
1	2	3	4	5	6	7
Sangat Tidak Setuju			Netral	Sangat Setuju Sekali		

Silahkan tulis angka 7 atau 6 jika anda cenderung sangat setuju sekali dengan suatu pernyataan, dan tulislah angka 1 atau 2 jika anda cenderung merasa sangat tidak setuju dengan pernyataan tersebut, dan angka 3 atau 4 atau 5 jika jawaban anda berada diantaranya atau netral dengan kecenderungan kearah yang mana.

Contoh :

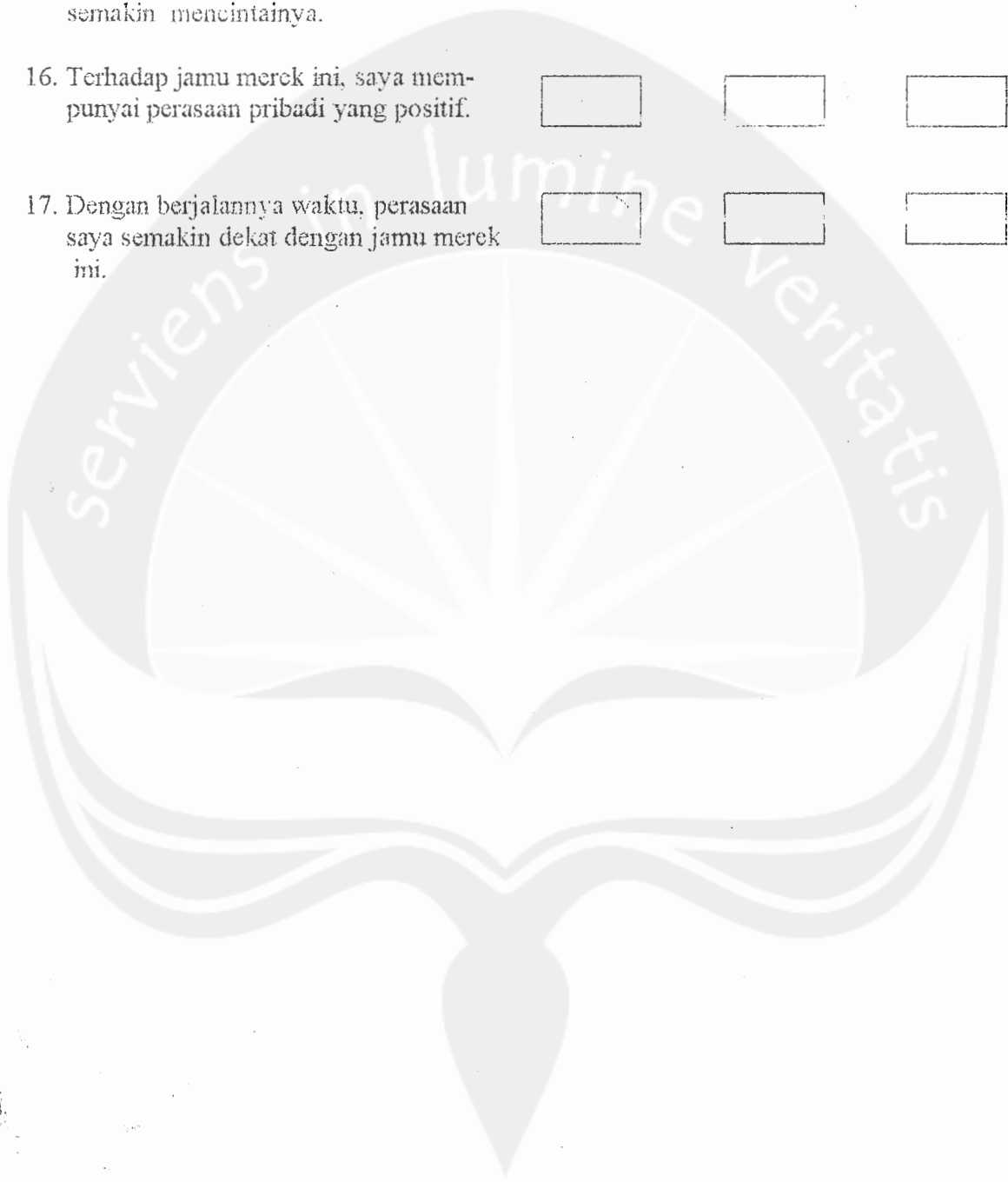
Terhadap pernyataan : "Jamu merek ini harganya sesuai dengan khasiatnya", anda cenderung Sangat Setuju Sekali (6) untuk jamu merek Air Mancur, Sangat Tidak setuju (1) untuk jamu merek Nyonya Meneer dan merasa netral kearah negatif (3) untuk jamu merek Sido Muncul, maka dalam hal ini anda dapat mengisi dengan angka 6,1 dan 3 dalam kolom yang tersedia.

PERNYATAAN:	AM	SM	NM
	Air Mancur (AM)	Sido Muncul (SM)	Nyonya Meneer (NM)
(P)			
1. Selama menggunakan jamu merek ini, sangat tidak mungkin menjadi sakit.	<input type="text" value="6"/>	<input type="text" value="3"/>	<input type="text" value="1"/>
2. Dengan menggunakan jamu merek ini, saya dapat mengharapkan khasiat yang lebih unggul.	<input type="text"/>	<input type="text"/>	<input type="text"/>

	Air Mancur AM	Sido Muncul SM	Ny. Meneer NM
3. Jamu merek ini diproduksi secara higienis dan bebas dari campuran bahan kimiawi.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Jamu merek ini bekerja dengan baik dan sangat <u>berkhasiat</u> (SI)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Jamu merek ini sesuai dengan kepribadian saya.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Saya akan merasa bangga dengan mengonsumsi jamu merek ini.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Jamu merek ini juga akan dipandang baik oleh teman – teman saya.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Dalam status dan penampilannya, Jamu merek ini sesuai dengan kepribadian saya. (V)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Jamu merek ini harganya sesuai dengan khasiatnya.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Dengan mengonsumsi jamu merek ini, saya merasa mendapatkan manfaat yang lebih dari uang yang saya bayarkan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Saya menganggap jamu merek ini murah dikarenakan manfaat yang saya terima darinya. (T)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Saya menganggap bahwa perusahaan dan orang-orang yang berada dibelakang perusahaan jamu merek ini sangat dapat dipercaya.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Perusahaan jamu ini nampaknya sangat menghargai dan memperhatikan kepentingan konsumennya.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Saya percaya bahwa perusahaan jamu ini tidak akan mengambil keuntungan dengan merugikan konsumennya.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Air mancur AM Sido Muncul SM Ny. Meneer NM

- (A)
15. Setelah meminum jamu merek ini, saya sangat menyukai dan menjadi semakin mencintainya.
16. Terhadap jamu merek ini, saya mempunyai perasaan pribadi yang positif.
17. Dengan berjalannya waktu, perasaan saya semakin dekat dengan jamu merek ini.



Frequencies

Statistics

		JKEL	ASAL	USIA	PENDPT (Rp, ribuan)	AGAMA
N	Valid	231	231	231	231	231
	Missing	0	0	0	0	0
Mean		1.4156	2.5671	2.2554	2.5758	1.6147
Median		1.0000	2.0000	2.0000	2.0000	1.0000
Mode		1.00	2.00	2.00	1.00	1.00
Std. Deviation		.4939	1.8541	.9823	1.2827	.9154
Variance		.2439	3.4379	.9649	1.6453	.8379
Minimum		1.00	1.00	1.00	1.00	1.00
Maximum		2.00	11.00	4.00	5.00	5.00

Statistics

		KERJA	PENDIKD
N	Valid	231	231
	Missing	0	0
Mean		3.5931	3.2641
Median		2.0000	3.0000
Mode		2.00	3.00
Std. Deviation		2.6603	.7068
Variance		7.0772	.4995
Minimum		1.00	1.00
Maximum		9.00	5.00

Frequency Table

JKEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 Pria	135	58.4	58.4	58.4
	2.00 Wanita	96	41.6	41.6	100.0
Total		231	100.0	100.0	

ASAL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 Jateng	53	22.9	22.9	22.9
	2.00 DIY	114	49.4	49.4	72.3
	3.00 Jatim	25	10.8	10.8	83.1
	4.00 Jabar	11	4.8	4.8	87.9
	5.00 Sumut	4	1.7	1.7	89.6
	6.00 Sumsel	13	5.6	5.6	95.2
	7.00 Sulsel	1	.4	.4	95.7
	8.00 NTB	6	2.6	2.6	98.3
	9.00 Kaltim	1	.4	.4	98.7
	10.00 Jakarta	2	.9	.9	99.6
	11.00 Bali	1	.4	.4	100.0
	Total	231	100.0	100.0	

USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 <= 29	61	26.4	26.4	26.4
	2.00 30 - 39	78	33.8	33.8	60.2
	3.00 40 - 49	64	27.7	27.7	87.9
	4.00 > 49	28	12.1	12.1	100.0
	Total	231	100.0	100.0	

PENDPT (Rp, ribuan)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 < 250	60	26.0	26.0	26.0
	2.00 250 - 499	59	25.5	25.5	51.5
	3.00 500 - 999	51	22.1	22.1	73.6
	4.00 1000 - 1499	41	17.7	17.7	91.3
	5.00 >= 1500	20	8.7	8.7	100.0
	Total	231	100.0	100.0	

AGAMA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 Islam	147	63.6	63.6	63.6
	2.00 Kristen	34	14.7	14.7	78.4
	3.00 Katholik	45	19.5	19.5	97.8
	4.00 Hindu	2	.9	.9	98.7
	5.00 Budha	3	1.3	1.3	100.0
	Total	231	100.0	100.0	

KERJA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 PNS	52	22.5	22.5	22.5
	2.00 P. Swasta	64	27.7	27.7	50.2
	3.00 Wiraswasta	31	13.4	13.4	63.6
	4.00 Buruh/Tani	24	10.4	10.4	74.0
	5.00 Profesi	5	2.2	2.2	76.2
	6.00 Ibu RT	10	4.3	4.3	80.5
	7.00 TNI	1	.4	.4	81.0
	8.00 BUMN	27	11.7	11.7	92.6
	9.00 Mhs	17	7.4	7.4	100.0
	Total	231	100.0	100.0	

PENDIKD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 SD	4	1.7	1.7	1.7
	2.00 SLTP	18	7.8	7.8	9.5
	3.00 SMU	127	55.0	55.0	64.5
	4.00 Sarjana	77	33.3	33.3	97.8
	5.00 > Sarjana	5	2.2	2.2	100.0
	Total	231	100.0	100.0	

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
AIRATT15	73.1818	197.0798	.6288	.8420
AIRATT16	73.1299	201.2091	.5226	.8466
AIRATT17	73.3247	198.5941	.5685	.8444
AIRPER1	73.5152	209.2682	.2531	.8594
AIRPER2	72.7403	203.8540	.4609	.8492
AIRPER3	72.6450	206.6821	.3746	.8528
AIRPER4	72.8052	201.3575	.5516	.8456
AIRSOS5	73.3853	196.7248	.5834	.8434
AIRSOS6	73.3766	195.8184	.6086	.8423
AIRSOS7	73.5931	200.7815	.4671	.8488
AIRSOS8	73.4026	191.2068	.3827	.8598
AIRTRU12	72.8442	203.6887	.4199	.8510
AIRTRU13	72.5195	202.5464	.4840	.8482
AIRTRU14	72.7965	208.1106	.3007	.8566
AIRVAL10	72.8961	196.5805	.5926	.8431
AIRVAL11	72.8528	201.9782	.4800	.8483
AIRVAL9	72.7576	200.3323	.5390	.8458

Reliability Coefficients

N of Cases = 231.0

N of Items = 17

Alpha = .8563

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
SIDATT15	71.0087	219.4934	.6959	.8847
SIDATT16	71.0913	219.7427	.6542	.8860
SIDATT17	71.1957	224.2978	.5930	.8883
SIDPER1	71.1087	222.4816	.5246	.8909
SIDPER2	70.6783	224.8655	.5771	.8888
SIDPER3	70.3522	232.8580	.4195	.8938
SIDPER4	70.6304	226.3912	.6088	.8881
SIDSOS5	71.2000	221.1651	.6332	.8868
SIDSOS6	71.1435	220.2108	.6666	.8857
SIDSOS7	71.3565	229.8898	.4325	.8938
SIDSOS8	71.3478	224.6470	.5137	.8911
SIDTRU12	70.6783	227.1886	.5237	.8906
SIDTRU13	70.1913	231.7187	.4573	.8926
SIDTRU14	70.4783	235.4384	.3093	.8980
SIDVAL10	70.8043	224.3851	.5683	.8891
SIDVAL11	70.8043	224.0009	.5673	.8891
SIDVAL9	70.6609	224.0330	.5803	.8887

Reliability Coefficients

N of Cases = 230.0

N of Items = 17

Alpha = .8956

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
NYOATT15	68.4329	265.6466	.7237	.8968
NYOATT16	68.4113	263.5040	.7049	.8970
NYOATT17	68.6190	267.8542	.6466	.8989
NYOPER1	68.6883	270.9720	.5062	.9034
NYOPER2	68.1082	268.2361	.5817	.9009
NYOPER3	67.6926	278.3790	.4361	.9051
NYOPER4	68.0909	266.0134	.6807	.8979
NYOSOS5	68.6537	267.9839	.6166	.8998
NYOSOS6	68.5758	265.3236	.6537	.8986
NYOSOS7	68.4675	279.3022	.3862	.9069
NYOSOS8	68.7706	267.7515	.5782	.9010
NYOTRU12	67.9004	277.2900	.4642	.9043
NYOTRU13	67.5065	278.6076	.4274	.9054
NYOTRU14	67.7619	280.1474	.3694	.9074
NYOVAL10	68.0996	267.0379	.6379	.8991
NYOVAL11	68.0390	264.0463	.6657	.8981
NYOVAL9	67.9394	265.6050	.6823	.8978

Reliability Coefficients

N of Cases = 231.0

N of Items = 17

Alpha = .9064

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PERFORM	Between Groups	238.289	2	119.144	6.129	.002
	Within Groups	13413.63	690	19.440		
	Total	13651.92	692			

Hoc Tests

Multiple Comparisons

Dependent Variable: PERFORM
Scheffe

(I) Merek Jamu	(J) Merek Jamu	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Air Mancur	Sido Muncul	.3333	.410	.719	-.6731	1.3397
	Nyonya Meneer	1.3766*	.410	.004	.3702	2.3830
Sido Muncul	Air Mancur	-.3333	.410	.719	-1.3397	.6731
	Nyonya Meneer	1.0433*	.410	.040	3.690E-02	2.0497
Nyonya Meneer	Air Mancur	-1.3766*	.410	.004	-2.3830	-.3702
	Sido Muncul	-1.0433*	.410	.040	-2.0497	-3.7E-02

*. The mean difference is significant at the .05 level.

Homogeneous Subsets

PERFORM

Scheffe^a

Merek Jamu	N	Subset for alpha = .05	
		1	2
Nyonya Meneer	231	17.3593	✓
Sido Muncul	231		18.4026 ✓
Air Mancur	231		18.7359 ✓
Sig.		1.000	.719

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 231.000

way

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATTACH	Between Groups	167.307	2	83.654	5.440	.005
	Within Groups	10610.48	690	15.378		
	Total	10777.79	692			
SOCIMA	Between Groups	170.046	2	85.023	3.205	.041
	Within Groups	18302.86	690	26.526		
	Total	18472.90	692			
TRUST	Between Groups	17.596	2	8.798	.680	.507
	Within Groups	8921.645	690	12.930		
	Total	8939.241	692			
VALUE	Between Groups	112.167	2	56.083	3.868	.021
	Within Groups	9991.214	689	14.501		
	Total	10103.38	691			

t Hoc Tests

Multiple Comparisons

heffe

Dependent Variable	(I) Merek Jamu	(J) Merek Jamu	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
ATTACH	Air Mancur	Sido Muncul	.6147	.365	.243	-.2804	1.5098
		Nyonya Meneer	1.2035*	.365	.005	.3084	2.0985
	Sido Muncul	Air Mancur	-.6147	.365	.243	-1.5098	.2804
		Nyonya Meneer	.5887	.365	.273	-.3063	1.4838
	Nyonya Meneer	Air Mancur	-1.2035*	.365	.005	-2.0985	-.3084
		Sido Muncul	-.5887	.365	.273	-1.4838	.3063
SOCIMA	Air Mancur	Sido Muncul	.5584	.479	.507	-.6171	1.7340
		Nyonya Meneer	1.2121*	.479	.041	3.654E-02	2.3877
	Sido Muncul	Air Mancur	-.5584	.479	.507	-1.7340	.6171
		Nyonya Meneer	.6537	.479	.395	-.5219	1.8293
	Nyonya Meneer	Air Mancur	-1.2121*	.479	.041	-2.3877	-3.7E-02
		Sido Muncul	-.6537	.479	.395	-1.8293	.5219
TRUST	Air Mancur	Sido Muncul	.1385	.335	.918	-.6822	.9593
		Nyonya Meneer	.3853	.335	.516	-.4355	1.2060
	Sido Muncul	Air Mancur	-.1385	.335	.918	-.9593	.6822
		Nyonya Meneer	.2468	.335	.762	-.5740	1.0675
	Nyonya Meneer	Air Mancur	-.3853	.335	.516	-1.2060	.4355
		Sido Muncul	-.2468	.335	.762	-1.0675	.5740
VALUE	Air Mancur	Sido Muncul	.7073	.355	.138	-.1629	1.5774
		Nyonya Meneer	.9481*	.354	.028	7.885E-02	1.8173
	Sido Muncul	Air Mancur	-.7073	.355	.138	-1.5774	.1629
		Nyonya Meneer	.2408	.355	.794	-.6294	1.1109
	Nyonya Meneer	Air Mancur	-.9481*	.354	.028	-1.8173	-7.9E-02
		Sido Muncul	-.2408	.355	.794	-1.1109	.6294

*. The mean difference is significant at the .05 level.

nogeneous Subsets

ATTACH

Sheffe^a

Merek Jamu	N	Subset for alpha = .05	
		1	2
Nyonya Meneer	231	11.9913	
Sido Muncul	231	12.5801	12.5801
Air Mancur	231		13.1948
Sig.		.273	.243

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 231.000

SOCIMA

Sheffe^a

Merek Jamu	N	Subset for alpha = .05	
		1	2
Nyonya Meneer	231	15.4719	
Sido Muncul	231	16.1255	16.1255
Air Mancur	231		16.6840
Sig.		.395	.507

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 231.000

TRUST

Sheffe^a

Merek Jamu	N	Subset for alpha = .05
		1
Nyonya Meneer	231	14.2857
Sido Muncul	231	14.5325
Air Mancur	231	14.6710
Sig.		.516

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 231.000

VALUE

heffe^{a,b}

Merek Jamu	N	Subset for alpha = .05	
		1	2
Nyonya Meneer	231	13.3766	
Sido Muncul	230	13.6174	13.6174
Air Mancur	231		14.3247
Sig.		.794	.138

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 230.666
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
PERFORM * Merek Jamu	693	100.0%	0	.0%	693	100.0%

Report

PERFORM

Air Mancur	Mean	18.7359
	N	231
	Std. Deviation	4.0113
Sido Muncul	Mean	18.4026
	N	231
	Std. Deviation	4.3256
Nyonya Meneer	Mean	17.3593
	N	231
	Std. Deviation	4.8496
Total	Mean	18.1659
	N	693
	Std. Deviation	4.4416

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
ATTACH * Merek Jamu	693	100.0%	0	.0%	693	100.0%
SOCIMA * Merek Jamu	693	100.0%	0	.0%	693	100.0%
TRUST * Merek Jamu	693	100.0%	0	.0%	693	100.0%
VALUE * Merek Jamu	692	99.9%	1	.1%	693	100.0%

Report

Merek		ATTACH	SOCIMA	TRUST	VALUE
Air Mancur	Mean	13.1948	16.6840	14.6710	14.3247
	N	231	231	231	231
	Std. Deviation	3.6726	5.3916	3.5771	3.6168
Sido Muncul	Mean	12.5801	16.1255	14.5325	13.6174
	N	231	231	231	230
	Std. Deviation	3.9244	4.9049	3.5087	3.6972
Nyonya Meneer	Mean	11.9913	15.4719	14.2857	13.3766
	N	231	231	231	231
	Std. Deviation	4.1525	5.1430	3.6991	4.0925
Total	Mean	12.5887	16.0938	14.4964	13.7731
	N	693	693	693	692
	Std. Deviation	3.9465	5.1667	3.5942	3.8238

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AIRATT	Between Groups	55.600	3	18.533	1.381	.249
	Within Groups	3046.634	227	13.421		
	Total	3102.234	230			
AIRPER	Between Groups	40.778	3	13.593	.843	.472
	Within Groups	3660.114	227	16.124		
	Total	3700.892	230			
AIRSOS	Between Groups	263.082	3	87.694	3.099	.028
	Within Groups	6422.849	227	28.294		
	Total	6685.931	230			
AIRTRU	Between Groups	89.053	3	29.684	2.361	.072
	Within Groups	2853.942	227	12.572		
	Total	2942.996	230			
AIRVALU	Between Groups	58.408	3	19.469	1.498	.216
	Within Groups	2950.241	227	12.997		
	Total	3008.649	230			
NYOATT	Between Groups	47.059	3	15.686	.909	.438
	Within Groups	3918.923	227	17.264		
	Total	3965.983	230			
NYOPER	Between Groups	63.981	3	21.327	.906	.439
	Within Groups	5345.196	227	23.547		
	Total	5409.177	230			
NYOSOS	Between Groups	185.326	3	61.775	2.377	.071
	Within Groups	5898.241	227	25.983		
	Total	6083.567	230			
NYOTRU	Between Groups	33.382	3	11.127	.811	.489
	Within Groups	3113.761	227	13.717		
	Total	3147.143	230			
NYOVAL	Between Groups	60.067	3	20.022	1.199	.311
	Within Groups	3792.167	227	16.706		
	Total	3852.234	230			

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
SIDATT	Between Groups	4.342	3	1.447	.093	.964
	Within Groups	3537.926	227	15.586		
	Total	3542.268	230			
SIDPER	Between Groups	40.617	3	13.539	.721	.540
	Within Groups	4262.942	227	18.779		
	Total	4303.558	230			
SIDSOS	Between Groups	117.082	3	39.027	1.636	.182
	Within Groups	5416.277	227	23.860		
	Total	5533.359	230			
SIDTRU	Between Groups	105.106	3	35.035	2.917	.035
	Within Groups	2726.400	227	12.011		
	Total	2831.506	230			
SIDVAL	Between Groups	26.057	3	8.686	.632	.595
	Within Groups	3104.273	226	13.736		
	Total	3130.330	229			

Post Hoc Tests

Multiple Comparisons

Scheffe

Dependent Variable	(I) USIA	(J) USIA	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
AIRATT	1.00	2.00	-.9311	.626	.531	-2.6947	.8326
		3.00	8.376E-02	.656	.999	-1.7626	1.9301
		4.00	-.9631	.836	.723	-3.3185	1.3923
	2.00	1.00	.9311	.626	.531	-.8326	2.6947
		3.00	1.0148	.618	.442	-.7255	2.7551
		4.00	-3.21E-02	.807	1.000	-2.3053	2.2412
	3.00	1.00	-8.38E-02	.656	.999	-1.9301	1.7626
		2.00	-1.0148	.618	.442	-2.7551	.7255
		4.00	-1.0469	.830	.662	-3.3849	1.2911
	4.00	1.00	.9631	.836	.723	-1.3923	3.3185
		2.00	3.205E-02	.807	1.000	-2.2412	2.3053
		3.00	1.0469	.830	.662	-1.2911	3.3849
AIRPER	1.00	2.00	.4002	.686	.952	-1.5329	2.3333
		3.00	.2892	.719	.983	-1.7346	2.3129
		4.00	-.9496	.917	.784	-3.5314	1.6321

Multiple Comparisons

cheffe

Dependent Variable	(I) USIA	(J) USIA	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
AIRPER	2.00	1.00	-.4002	.686	.952	-2.3333	1.5329
		3.00	-.1110	.677	.999	-2.0185	1.7965
		4.00	-1.3498	.885	.508	-3.8414	1.1418
	3.00	1.00	-.2892	.719	.983	-2.3129	1.7346
		2.00	.1110	.677	.999	-1.7965	2.0185
		4.00	-1.2388	.910	.604	-3.8014	1.3238
	4.00	1.00	.9496	.917	.784	-1.6321	3.5314
		2.00	1.3498	.885	.508	-1.1418	3.8414
		3.00	1.2388	.910	.604	-1.3238	3.8014
AIRSOS	1.00	2.00	-2.3701	.909	.082	-4.9309	.1906
		3.00	-.7331	.952	.898	-3.4139	1.9478
		4.00	-2.6393	1.214	.196	-6.0593	.7806
	2.00	1.00	2.3701	.909	.082	-.1906	4.9309
		3.00	1.6370	.897	.346	-.8898	4.1639
		4.00	-.2692	1.172	.997	-3.5699	3.0314
	3.00	1.00	.7331	.952	.898	-1.9478	3.4139
		2.00	-1.6370	.897	.346	-4.1639	.8898
		4.00	-1.9063	1.205	.476	-5.3009	1.4884
	4.00	1.00	2.6393	1.214	.196	-.7806	6.0593
		2.00	.2692	1.172	.997	-3.0314	3.5699
		3.00	1.9063	1.205	.476	-1.4884	5.3009
AIRTRU	1.00	2.00	-1.5813	.606	.081	-3.2883	.1256
		3.00	-.7123	.634	.739	-2.4994	1.0747
		4.00	-1.1253	.809	.587	-3.4050	1.1544
	2.00	1.00	1.5813	.606	.081	-.1256	3.2883
		3.00	.8690	.598	.551	-.8154	2.5534
		4.00	.4560	.781	.952	-1.7441	2.6562
	3.00	1.00	.7123	.634	.739	-1.0747	2.4994
		2.00	-.8690	.598	.551	-2.5534	.8154
		4.00	-.4129	.803	.967	-2.6758	1.8499
	4.00	1.00	1.1253	.809	.587	-1.1544	3.4050
		2.00	-.4560	.781	.952	-2.6562	1.7441
		3.00	.4129	.803	.967	-1.8499	2.6758
AIRVALU	1.00	2.00	-.9952	.616	.458	-2.7307	.7404
		3.00	-.1662	.645	.996	-1.9832	1.6507
		4.00	-1.2845	.823	.488	-3.6024	1.0333
	2.00	1.00	.9952	.616	.458	-.7404	2.7307
		3.00	.8289	.608	.603	-.8836	2.5415
		4.00	-.2894	.794	.988	-2.5264	1.9476
	3.00	1.00	.1662	.645	.996	-1.6507	1.9832
		2.00	-.8289	.608	.603	-2.5415	.8836
		4.00	-1.1183	.817	.600	-3.4190	1.1824
	4.00	1.00	1.2845	.823	.488	-1.0333	3.6024
		2.00	.2894	.794	.988	-1.9476	2.5264
		3.00	1.1183	.817	.600	-1.1824	3.4190

Multiple Comparisons

cheffe

Dependent Variable	(I) USIA	(J) USIA	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
NYOATT	1.00	2.00	.3411	.710	.972	-1.6592	2.3414
		3.00	-.1757	.743	.997	-2.2698	1.9184
		4.00	-1.1534	.948	.688	-3.8248	1.5180
	2.00	1.00	-.3411	.710	.972	-2.3414	1.6592
		3.00	-.5168	.701	.909	-2.4906	1.4570
		4.00	-1.4945	.915	.448	-4.0727	1.0837
	3.00	1.00	.1757	.743	.997	-1.9184	2.2698
		2.00	.5168	.701	.909	-1.4570	2.4906
		4.00	-.9777	.941	.782	-3.6293	1.6740
	4.00	1.00	1.1534	.948	.688	-1.5180	3.8248
		2.00	1.4945	.915	.448	-1.0837	4.0727
		3.00	.9777	.941	.782	-1.6740	3.6293
NYOPER	1.00	2.00	1.0111	.829	.686	-1.3249	3.3472
		3.00	-.1263	.868	.999	-2.5719	2.3193
		4.00	-.2178	1.108	.998	-3.3377	2.9021
	2.00	1.00	-1.0111	.829	.686	-3.3472	1.3249
		3.00	-1.1374	.818	.588	-3.4426	1.1677
		4.00	-1.2289	1.069	.724	-4.2400	1.7821
	3.00	1.00	.1263	.868	.999	-2.3193	2.5719
		2.00	1.1374	.818	.588	-1.1677	3.4426
		4.00	-9.15E-02	1.099	1.000	-3.1883	3.0053
	4.00	1.00	.2178	1.108	.998	-2.9021	3.3377
		2.00	1.2289	1.069	.724	-1.7821	4.2400
		3.00	9.152E-02	1.099	1.000	-3.0053	3.1883
NYOSOS	1.00	2.00	.1929	.871	.997	-2.2610	2.6469
		3.00	-1.3648	.912	.526	-3.9338	1.2043
		4.00	-2.2576	1.164	.291	-5.5349	1.0197
	2.00	1.00	-.1929	.871	.997	-2.6469	2.2610
		3.00	-1.5577	.860	.352	-3.9791	.8638
		4.00	-2.4505	1.123	.193	-5.6135	.7124
	3.00	1.00	1.3648	.912	.526	-1.2043	3.9338
		2.00	1.5577	.860	.352	-.8638	3.9791
		4.00	-.8929	1.155	.897	-4.1459	2.3602
	4.00	1.00	2.2576	1.164	.291	-1.0197	5.5349
		2.00	2.4505	1.123	.193	-.7124	5.6135
		3.00	.8929	1.155	.897	-2.3602	4.1459
NYOTRU	1.00	2.00	-.9802	.633	.495	-2.7632	.8027
		3.00	-.4967	.663	.905	-2.3633	1.3699
		4.00	-.6552	.845	.896	-3.0364	1.7261
	2.00	1.00	.9802	.633	.495	-.8027	2.7632
		3.00	.4836	.625	.896	-1.2758	2.2429
		4.00	.3251	.816	.984	-1.9731	2.6232
	3.00	1.00	.4967	.663	.905	-1.3699	2.3633
		2.00	-.4836	.625	.896	-2.2429	1.2758
		4.00	-.1585	.839	.998	-2.5221	2.2051

Multiple Comparisons

cheffe

Dependent Variable	(I) USIA	(J) USIA	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
NYOTRU	4.00	1.00	.6552	.845	.896	-1.7261	3.0364
		2.00	-.3251	.816	.984	-2.6232	1.9731
		3.00	.1585	.839	.998	-2.2051	2.5221
NYOVAL	1.00	2.00	.3598	.699	.966	-1.6078	2.3275
		3.00	-.8353	.731	.728	-2.8952	1.2246
		4.00	-.7125	.933	.900	-3.3404	1.9153
	2.00	1.00	-.3598	.699	.966	-2.3275	1.6078
		3.00	-1.1951	.689	.393	-3.1367	.7465
		4.00	-1.0723	.900	.702	-3.6085	1.4638
	3.00	1.00	.8353	.731	.728	-1.2246	2.8952
		2.00	1.1951	.689	.393	-.7465	3.1367
		4.00	.1228	.926	.999	-2.4857	2.7312
	4.00	1.00	.7125	.933	.900	-1.9153	3.3404
		2.00	1.0723	.900	.702	-1.4638	3.6085
		3.00	-.1228	.926	.999	-2.7312	2.4857
SIDATT	1.00	2.00	.1572	.675	.997	-1.7433	2.0578
		3.00	.3307	.706	.974	-1.6590	2.3204
		4.00	-2.87E-02	.901	1.000	-2.5669	2.5096
	2.00	1.00	-.1572	.675	.997	-2.0578	1.7433
		3.00	.1735	.666	.995	-1.7019	2.0489
		4.00	-.1859	.870	.997	-2.6356	2.2638
	3.00	1.00	-.3307	.706	.974	-2.3204	1.6590
		2.00	-.1735	.666	.995	-2.0489	1.7019
		4.00	-.3594	.895	.984	-2.8788	2.1601
	4.00	1.00	2.869E-02	.901	1.000	-2.5096	2.5669
		2.00	.1859	.870	.997	-2.2638	2.6356
		3.00	.3594	.895	.984	-2.1601	2.8788
SIDPER	1.00	2.00	.8888	.741	.697	-1.1974	2.9750
		3.00	.2454	.775	.992	-1.9387	2.4294
		4.00	1.0802	.989	.755	-1.7060	3.8664
	2.00	1.00	-.8888	.741	.697	-2.9750	1.1974
		3.00	-.6434	.731	.855	-2.7020	1.4152
		4.00	.1914	.955	.998	-2.4976	2.8804
	3.00	1.00	-.2454	.775	.992	-2.4294	1.9387
		2.00	.6434	.731	.855	-1.4152	2.7020
		4.00	.8348	.982	.868	-1.9308	3.6004
	4.00	1.00	-1.0802	.989	.755	-3.8664	1.7060
		2.00	-.1914	.955	.998	-2.8804	2.4976
		3.00	-.8348	.982	.868	-3.6004	1.9308
SIDSOS	1.00	2.00	-1.7287	.835	.235	-4.0802	.6229
		3.00	-1.4554	.874	.430	-3.9173	1.0064
		4.00	-1.5492	1.115	.588	-4.6898	1.5914
	2.00	1.00	1.7287	.835	.235	-.6229	4.0802
		3.00	.2732	.824	.991	-2.0472	2.5937
		4.00	.1795	1.076	.999	-2.8515	3.2105

Multiple Comparisons

cheffe

Dependent Variable	(I) USIA	(J) USIA	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
SIDSOS	3.00	1.00	1.4554	.874	.430	-1.0064	3.9173
		2.00	-.2732	.824	.991	-2.5937	2.0472
		4.00	-9.38E-02	1.107	1.000	-3.2111	3.0236
	4.00	1.00	1.5492	1.115	.588	-1.5914	4.6898
		2.00	-.1795	1.076	.999	-3.2105	2.8515
		3.00	9.375E-02	1.107	1.000	-3.0236	3.2111
SIDTRU	1.00	2.00	-1.5107	.592	.093	-3.1791	.1577
		3.00	-.2836	.620	.976	-2.0302	1.4631
		4.00	5.796E-02	.791	1.000	-2.1702	2.2862
	2.00	1.00	1.5107	.592	.093	-.1577	3.1791
		3.00	1.2272	.585	.224	-.4191	2.8735
		4.00	1.5687	.763	.241	-.5818	3.7191
	3.00	1.00	.2836	.620	.976	-1.4631	2.0302
		2.00	-1.2272	.585	.224	-2.8735	.4191
		4.00	.3415	.785	.979	-1.8702	2.5532
	4.00	1.00	-5.80E-02	.791	1.000	-2.2862	2.1702
		2.00	-1.5687	.763	.241	-3.7191	.5818
		3.00	-.3415	.785	.979	-2.5532	1.8702
SIDVAL	1.00	2.00	-.4536	.633	.916	-2.2378	1.3307
		3.00	-.8663	.666	.639	-2.7414	1.0089
		4.00	-.1083	.846	.999	-2.4913	2.2746
	2.00	1.00	.4536	.633	.916	-1.3307	2.2378
		3.00	-.4127	.628	.933	-2.1810	1.3556
		4.00	.3452	.816	.981	-1.9546	2.6450
	3.00	1.00	.8663	.666	.639	-1.0089	2.7414
		2.00	.4127	.628	.933	-1.3556	2.1810
		4.00	.7579	.842	.847	-1.6131	3.1289
	4.00	1.00	.1083	.846	.999	-2.2746	2.4913
		2.00	-.3452	.816	.981	-2.6450	1.9546
		3.00	-.7579	.842	.847	-3.1289	1.6131

ogeneous Subsets

AIRATT

cheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
3.00	64	12.7031
1.00	61	12.7869
2.00	78	13.7179
4.00	28	13.7500
Sig.		.568

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

AIRPER

cheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
2.00	78	18.4359
3.00	64	18.5469
1.00	61	18.8361
4.00	28	19.7857
Sig.		.424

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

AIRSOS

cheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
1.00	61	15.3607
3.00	64	16.0938
2.00	78	17.7308
4.00	28	18.0000
Sig.		.109

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

AIRTRU

cheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
1.00	61	13.8033
3.00	64	14.5156
4.00	28	14.9286
2.00	78	15.3846
Sig.		.180

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

AIRVALU

cheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
1.00	61	13.7869
3.00	64	13.9531
2.00	78	14.7821
4.00	28	15.0714
Sig.		.371

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

NYOATT

cheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
2.00	78	11.5769
1.00	61	11.9180
3.00	64	12.0938
4.00	28	13.0714
Sig.		.362

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

NYOPER

cheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
2.00	78	16.6282
1.00	61	17.6393
3.00	64	17.7656
4.00	28	17.8571
Sig.		.662

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

NYOSOS

cheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
2.00	78	14.6923
1.00	61	14.8852
3.00	64	16.2500
4.00	28	17.1429
Sig.		.128

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

NYOTRU

cheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
1.00	61	13.7377
3.00	64	14.2344
4.00	28	14.3929
2.00	78	14.7179
Sig.		.629

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

NYOVAL

cheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
2.00	78	12.8205
1.00	61	13.1803
4.00	28	13.8929
3.00	64	14.0156
Sig.		.548

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

SIDATT

Scheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
3.00	64	12.3906
2.00	78	12.5641
1.00	61	12.7213
4.00	28	12.7500
Sig.		.977

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

SIDPER

Scheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
4.00	28	17.8214
2.00	78	18.0128
3.00	64	18.6563
1.00	61	18.9016
Sig.		.673

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

SIDSOS

Scheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
1.00	61	14.9508
3.00	64	16.4063
4.00	28	16.5000
2.00	78	16.6795
Sig.		.377

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

SIDTRU

Scheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
4.00	28	13.8929
1.00	61	13.9508
3.00	64	14.2344
2.00	78	15.4615
Sig.		.169

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.657
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

SIDVAL

Scheffe^{a,b}

USIA	N	Subset for alpha = .05
		1
1.00	61	13.2131
4.00	28	13.3214
2.00	78	13.6667
3.00	63	14.0794
Sig.		.717

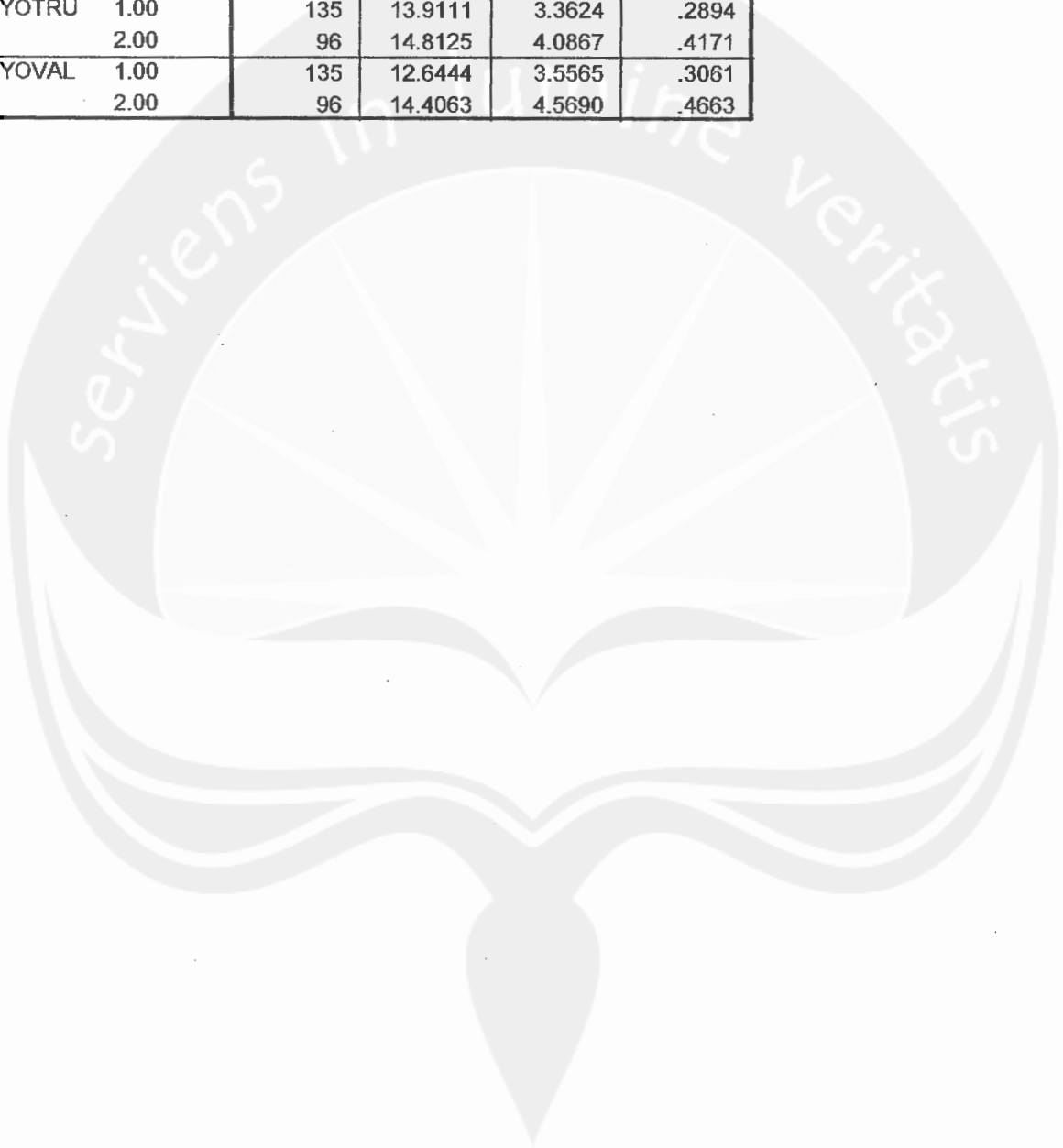
Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 49.504
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



Group Statistics

	JKEL	N	Mean	Std. Deviation	Std. Error Mean
NYOATT	1.00	135	11.3778	3.6851	.3172
	2.00	96	12.8542	4.6157	.4711
NYOPER	1.00	135	16.5185	4.5546	.3920
	2.00	96	18.5417	5.0261	.5130
NYOSOS	1.00	135	14.6667	4.8407	.4166
	2.00	96	16.6042	5.3636	.5474
NYOTRU	1.00	135	13.9111	3.3624	.2894
	2.00	96	14.8125	4.0867	.4171
NYOVAL	1.00	135	12.6444	3.5565	.3061
	2.00	96	14.4063	4.5690	.4663

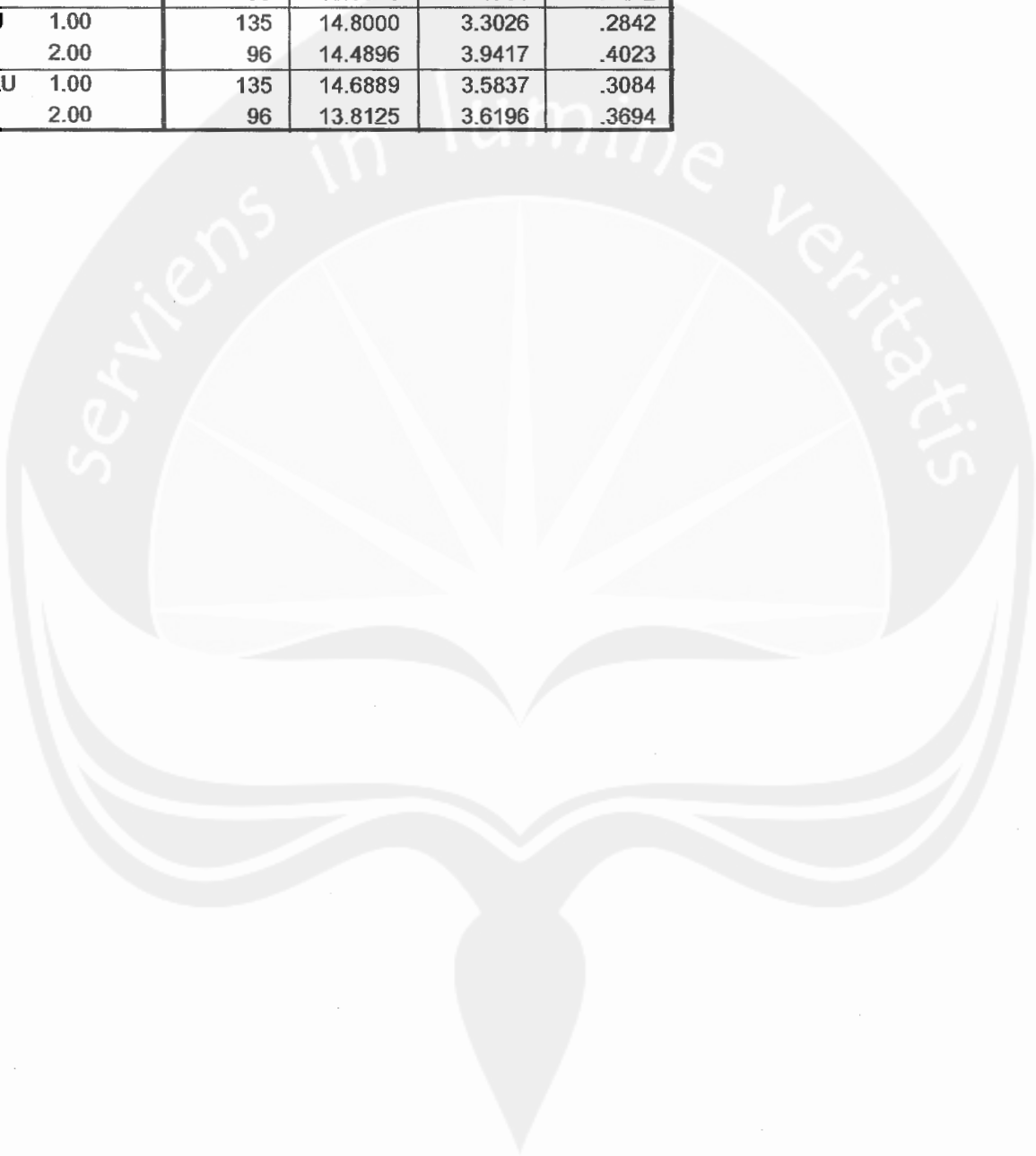


Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
NYOATT	Equal variances assumed Equal variances not assumed	7.066	.008
NYOPER	Equal variances assumed Equal variances not assumed	1.148	.285
NYOSOS	Equal variances assumed Equal variances not assumed	.995	.320
NYOTRU	Equal variances assumed Equal variances not assumed	4.154	.043
NYOVAL	Equal variances assumed Equal variances not assumed	11.338	.001

Group Statistics

	JKEL	N	Mean	Std. Deviation	Std. Error Mean
AIRATT	1.00	135	13.4296	3.6046	.3102
	2.00	96	12.8646	3.7602	.3838
AIRPER	1.00	135	19.1704	4.0676	.3501
	2.00	96	18.1250	3.8696	.3949
AIRSOS	1.00	135	16.9556	5.5434	.4771
	2.00	96	16.3021	5.1751	.5282
AIRTRU	1.00	135	14.8000	3.3026	.2842
	2.00	96	14.4896	3.9417	.4023
AIRVALU	1.00	135	14.6889	3.5837	.3084
	2.00	96	13.8125	3.6196	.3694



Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
AIRATT	Equal variances assumed	.134	.715
	Equal variances not assumed		
AIRPER	Equal variances assumed	.023	.881
	Equal variances not assumed		
AIRSOS	Equal variances assumed	.002	.967
	Equal variances not assumed		
AIRTRU	Equal variances assumed	5.401	.021
	Equal variances not assumed		
AIRVALU	Equal variances assumed	.134	.715
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Mean	
							Lower	Upper
AIRATT	Equal variances assumed	1.153	229	.250	.5650	.4900	-.4004	1.5305
	Equal variances not assumed	1.145	199.369	.254	.5650	.4935	-.4081	1.5382
AIRPER	Equal variances assumed	1.964	229	.051	1.0454	.5322	-3.4E-03	2.0941
	Equal variances not assumed	1.981	210.714	.049	1.0454	.5278	4.998E-03	2.0857
AIRSOS	Equal variances assumed	.907	229	.365	.6535	.7201	-.7654	2.0723
	Equal variances not assumed	.918	212.824	.360	.6535	.7118	-.7495	2.0565
AIRTRU	Equal variances assumed	.649	229	.517	.3104	.4782	-.6318	1.2526
	Equal variances not assumed	.630	181.467	.529	.3104	.4926	-.6615	1.2823
AIRVALU	Equal variances assumed	1.824	229	.069	.8764	.4804	-7.0E-02	1.8230
	Equal variances not assumed	1.821	203.502	.070	.8764	.4813	-7.2E-02	1.8253

Independent Samples Test

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Mean	
							Lower	Upper
NYOATT	Equal variances assumed	-2.699	229	.007	-1.4764	.5470	-2.5541	-.3987
	Equal variances not assumed	-2.600	175.131	.010	-1.4764	.5679	-2.5972	-.3556
NYOPER	Equal variances assumed	-3.186	229	.002	-2.0231	.6349	-3.2742	-.7721
	Equal variances not assumed	-3.134	191.942	.002	-2.0231	.6456	-3.2965	-.7498
NYOSOS	Equal variances assumed	-2.866	229	.005	-1.9375	.6761	-3.2697	-.6053
	Equal variances not assumed	-2.816	191.401	.005	-1.9375	.6879	-3.2944	-.5806
NYOTRU	Equal variances assumed	-1.835	229	.068	-.9014	.4913	-1.8695	6.672E-02
	Equal variances not assumed	-1.776	179.058	.078	-.9014	.5077	-1.9032	.1004
NYOVAL	Equal variances assumed	-3.293	229	.001	-1.7618	.5351	-2.8161	-.7075
	Equal variances not assumed	-3.158	171.881	.002	-1.7618	.5578	-2.8628	-.6608

est

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
SIDATT	1.00	135	12.6000	3.8907	.3349
	2.00	96	12.5521	3.9918	.4074
SIDPER	1.00	135	18.5037	4.1373	.3561
	2.00	96	18.2604	4.5958	.4691
SIDSOS	1.00	135	15.9481	4.9147	.4230
	2.00	96	16.3750	4.9060	.5007
SIDTRU	1.00	135	14.2593	3.4467	.2966
	2.00	96	14.9167	3.5767	.3650
SIDVAL	1.00	134	13.4701	3.5682	.3082
	2.00	96	13.8229	3.8798	.3960

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
SIDATT	Equal variances assumed	.163	.687
	Equal variances not assumed		
SIDPER	Equal variances assumed	.878	.350
	Equal variances not assumed		
SIDSOS	Equal variances assumed	.050	.824
	Equal variances not assumed		
SIDTRU	Equal variances assumed	.057	.812
	Equal variances not assumed		
SIDVAL	Equal variances assumed	.725	.395
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Mean	
							Lower	Upper
SIDATT	Equal variances assumed	.091	229	.927	4.792E-02	.5251	-.9867	1.0825
	Equal variances not assumed	.091	201.512	.928	4.792E-02	.5274	-.9919	1.0878
SIDPER	Equal variances assumed	.421	229	.674	.2433	.5785	-.8967	1.3832
	Equal variances not assumed	.413	191.064	.680	.2433	.5889	-.9183	1.4049
SIDSOS	Equal variances assumed	-.651	229	.516	-.4269	.6557	-1.7187	.8650
	Equal variances not assumed	-.651	204.968	.516	-.4269	.6555	-1.7192	.8655
SIDTRU	Equal variances assumed	-1.406	229	.161	-.6574	.4674	-1.5784	.2636
	Equal variances not assumed	-1.398	200.049	.164	-.6574	.4704	-1.5850	.2701
SIDVAL	Equal variances assumed	-.713	228	.477	-.3528	.4949	-1.3279	.6224
	Equal variances not assumed	-.703	194.108	.483	-.3528	.5018	-1.3425	.6369