CHAPTER V

CONCLUSIONS

5.1 Conclusions

The purpose of this research is to obtain a clear understanding about the buying intention especially for adolescents who staying in a boarding house towards convenience store (case of Indomaret). This research focused on the impact of Indomaret attributes, the importance of availability products and services, and customer loyalty.

Based on data analysis in chapter IV, some conclusions have been made as follows:

1. The factor analysis is used to grouping the attributes resulted 4 major component variables that are professionalism, convenience in shopping, ease of accessing and strategic location. It has done because there are too many item numbers in attributes part so then we have to grouping all of them to see that it has the same correlation between each item number to another. After that, those 4 major components will be analyzed to see the relationship with another variable.
2. Multiple Regression analysis obtains to see how those variables resulted from factor analysis can affect the customer loyalty in Indomaret. The result shows that there is only one variable that affect customer loyalty that is the professionalism. Then, it answers hypothesis 1 that stated the

variables on the attributes from Indomaret will positively affect the customer's loyalty.

3. This Independent Sample t-Test analysis is used when variables on attributes are tested with male and female respondents to see if there are any differences between them when they perceive the attributes from Indomaret. From the result, there is only one item that is the ease of accessing Indomaret has significance difference based on gender. Then, it answers hypothesis 2 that stated male and female will perceive the attributes from Indomaret differently.
4. This Independet Sample t-Test analysis is used when variable of products and services is tested with male and female respondents to see if there are any differences between them when they perceive the importance to having any kind of products from Indomaret. From the result, buying candy, ice cream and snack, cake and cookies, dairy product, cigarette, canned food also alcohol and energy drink also have significance differences based on gender. Then, it answers hypothesis 3 that stated male and female will purchasing the products from Indomaret differently.
5. This Independet Sample t-Test analysis is used when variable of products and services is tested with male and female to see if there are any differences between them when they perceive the importance to using any kind of services from Indomaret. From the result, ATM and purchasing transportation tickets have significance differences based on gender.

Then, it answers hypothesis 4 that stated male and female will using the services from Indomaret differently.

6. This Independent Sample t-Test analysis is used when variables of customer's loyalty is tested with male and female respondents to see if there is any differences between them when they perceived the customer's loyalty of Indomaret. From the result, there is only one item which has significance difference named inviting others to purchasing products in Indomaret. Then, it answers hypothesis 5 that stated male and female will perceived the customer's loyalty of Indomaret differently.

5.2 Managerial Implications

Based on research findings, there are some managerial implications that could be drawn:

1. Educating customers so that they have a reference and become more consider about having things and using services in modern convenience stores.
2. Modern convenience stores should increase their services including availability of products to attract customers, not only for the adolescent but also other level of societies. This followed by improving the quality of products and services to customers including to concern on tiny details such as design interior, number of cashiers, etc. that could make customers satisfied and come back in the next day.

3. Modern convenience stores also need to be active and keep informing customers if there are any discounted products and promotions for their marketing program.

5.3 Limitations and Further Research

A major limitation of the current study lies is in its respondents. The majority of the respondents are only the undergraduates. University students dominate the results of this study. Further research may explore other segments in order to provide broader knowledge about modern convenience stores.

Another limitation is by doing this study in another are outside Java Island, because the written and online questionnaires are only spread off in the area of Java Island. It might be useful if further research can find the respondents outside the Java Island or may in larger are such as for entire Indonesia nation. Then, another thing is the sample characteristics. Further research should be more detail concerning on characteristics on the samples and examined the data based on these characteristics such as occupation, income or educational level.

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APPENDIX

Appendix 1.1

UNIVERSITAS ATMA JAYA YOGYAKARTA

INTERNATIONAL MANAGEMENT – FACULTY OF EKONOMIC

Jl. Babarsari 43Tlp: 0274-487711Fax: 0274-485227 Yogyakarta55281

Dear respondents,

I am a student of International Business and Management Program UniversitasAtma Jaya Yogyakarta. Now, I am doing a research for my thesis which discuss about the factors in Indomaret as a modern convenience store that can affect the level of purchasing intensity in Indomaret especially for the respondent who staying in boarding house. The result of this questionnaire will not publicize, but only for the importance of research.

Thank you for your time and corporation.

Regards,

EndahHariyana

RESEARCH QUESTIONNAIRE

Filling Instruction

1. Firstly, please fill the data respondent by checking (√) the criteria that you have.
2. For the next part, give your opinion foreach statement based on your point of view by checking(√) in the right column for each number of question.

Respondent Data

Gender : □Female □ Male

Your age now? _____years old.

Do you stay in a boarding house right now?

□ Yes □ No

In a week, how many times you visiting Indomaret?

□ 1 time □ 2 times □ 3 times □ > 3 times

INSTRUCTION: Give your opinion about the attributes that affect you to purchasing products or using services in Indomaret by checking (√) in column for each question.

SD : Strongly Disagree

D : Disagree

N : Netral

A : Agree

SA : Strongly Agree

I. ATTRIBUTES IN INDOMARET

No.	Statement	SD	D	N	A	SA
1.	The fast access to go to Indomaret is an important thing for me to decide going shopping in Indomaret.					
2.	Parking availability is an important thing for me to decide going shopping in Indomaret.					
3.	Indomaret which nearby my boarding house will affect my willing to go shopping in Indomaret.					
4.	Indomaret which nearby my campus/work place will affect my willing to go shopping in Indomaret.					
5.	Indomaret which operate for 24 hours does not make me feel hesitate to purchase the products anytime.					
6.	Indomaretwhichclean and tidywill affect my willing to go shopping in Indomaret.					
7.	Employee service which friendly and politewill affect my willing to go shopping in Indomaret.					

8.	Safe environment will affect my willing to go shopping in Indomaret.					
9.	Interesting shop layout will affect my willing to go shopping in Indomaret.					
10.	Variety of payment will affect my willing to go shopping in Indomaret.					
11.	The number of cashier will affect my willing to go shopping in Indomaret.					
12.	A tidy product assortment in Indomaret's shelf will affect my willing to go shopping in Indomaret.					
13.	Affordable price will affect my willing to go shopping in Indomaret.					
14.	Discount and promotion will affect my willing to go shopping in Indomaret.					
15.	Chair and table availabilitywill affect my willing to go shopping in Indomaret.					

INSTRUCTION: Fill the statement below about your decision in choosing Indomaret as a modern convenience store and buy the daily needs there or using the services by checking(√) in columnbased on this criteria:

1: Very Unimportant

2: Unimportant

3: Netral

4: Important

5: Very Important

II. PRODUCT AND SERVICE

No.	PRODUCT	SCALE				
		1	2	3	4	5
	My perception about the availability of products in Indomaret:					
1.	Juice and soda					
2.	Candies, ice cream and snack					
3.	Fruits and vegetables					
4.	Cookies and cakes					
5.	Instant food					
6.	Newspaper and magazine					
7.	Dairy product					
8.	Cigarette					
9.	Canned food					
10.	Alcohol and energy drink					
11.	Music, book and stationary					
12.	Pet food					
13.	Fresh meat					

No.	SERVICE	SCALE				
		1	2	3	4	5
	My perception about the availability of services in Indomaret:					
14.	ATM					
15.	Internet					
16.	Cafe					
17.	Phone voucher					
18.	Purchasing transportation ticket					
19.	Payment of water and electricity bill					

III. CUSTOMER'S LOYALTY

No.	INDICATORS	SCALE				
		1	2	3	4	5
1.	I will come back to purchase the products in Indomaret.					
2.	I will come back to using the services in Indomaret.					
3.	I will invite my family members/friends/colleague to come over to Indomaret in order purchasing the products there.					
4.	I will invite my family members/friends/colleague to come over to Indomaret in order using the services there.					

Appendix 1.2

UNIVERSITAS ATMA JAYA YOGYAKARTA

MANAJEMEN INTERNASIONAL – FAKULTAS EKONOMI

Jl. Babarsari 43Telp: 0274-487711Fax : 0274-485227
Yogyakarta55281

Kepada Sdr/Sdri. terhormat,

Saya adalah mahasiswa jurusan Manajemen Internasional Fakultas Ekonomi Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang mengadakan penelitian tugas akhir yang membahas tentangfaktor-faktor yang ada pada Indomaret sebagai minimarket modern yang dapat mempengaruhi tinggi rendahnya tingkat intensitas pembelian di Indomaret modern khususnya untuk Sdr./Sdri. yang saat ini sedang tinggal di kos.Hasil kuisioner ini tidak akan dipublikasikan, melainkan hanya untuk kepentingan penelitian semata.

Atas kesediaan waktu dan kerjasamanya saya ucapkan terima kasih.

Hormat saya,

Endah Hariyana

KUISIONER PENELITIAN

Petunjuk Pengisian

3. Isilah data responden terlebih dahulu dengan cara memberi tanda centang (√) berdasarkan kriteria yang Sdr/Sdri. miliki
4. Pada bagian selanjutnya, berikanlah pendapat Anda terhadap masing-masing pernyataan sesuai dengan penilaian pribadi Sdr/Sdri. dengan cara

memberi tanda centang (√) pada kolom yang ada di sebelah kanan pada masing-masing butir pernyataan.

Data Responden

Jenis Kelamin : □ Perempuan □ Laki-laki

Usia anda saat ini? _____ tahun.

Apakah Anda sedang tinggal di kos?

□ Ya □ Tidak

Dalam seminggu, berapa kali Anda mengunjungi Indomaret?

□ 1 kali □ 2 kali □ 3 kali □ > 3 kali

PETUNJUK: Berikanlah pendapat Anda tentang atribut-atribut yang mempengaruhi Anda untuk melakukan pembelian di Indomaret dengan cara memberikan tanda centang (√) di dalam kolom yang terdapat di setiap butir pernyataan.

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

IV. ATRIBUT-ATRIBUT PADA INDOMARET

No.	Pernyataan	STS	TS	N	S	SS
1.	Akses yang cepat ke Indomaret merupakan hal yang penting bagi saya saat memutuskan berbelanja di Indomaret.					
2.	Ketersediaan parkir yang memadai merupakan hal yang penting bagi saya saat memutuskan berbelanja di Indomaret.					
3.	Indomaretyang berada di dekat kos akan mempengaruhi minat saya untuk berbelanja di Indomaret.					
4.	Indomaretyang berada di dekat sekolah/tempat kerja akan mempengaruhi minat saya untuk berbelanja di Indomaret.					
5.	Indomaret yang beroperasi 24 jam membuat saya tidak perlu khawatir untuk membeli barang-barang kebutuhan setiap waktu.					
6.	Indomaret yang bersih dan rapi mempengaruhi minat saya untuk berbelanja di Indomaret.					
7.	Servis karyawan yang ramah dan sopan					

	mempengaruhi minat saya untuk berbelanja di Indomaret.					
8.	Lingkungan yang amanmempengaruhi minat saya untuk berbelanja di Indomaret.					
9.	Layout toko yang menarik mempengaruhi minat saya untuk berbelanja di Indomaret.					
10.	Pilihan pembayaran yang beragam mempengaruhi minat saya untuk berbelanja di Indomaret.					
11.	Jumlah kasir yang memadai mempengaruhi minat saya untuk berbelanja di Indomaret.					
12.	Tatanan produk di rak Indomaret yang rapi mempengaruhi minat saya untuk berbelanja di Indomaret.					
13.	Harga yang terjangkau mempengaruhi minat saya untuk berbelanja di Indomaret.					
14.	Potongan harga dan promosi mempengaruhi minat saya untuk berbelanja di Indomaret.					
15.	Ketersediaan meja & tempat duduk mempengaruhi minat saya untuk berbelanja di Indomaret.					

PETUNJUK: Isilah pernyataan di bawah ini yang menyangkut keputusan Anda dalam memilih Indomaret modern sebagai tempat membeli kebutuhan sehari-hari dengan memberi tanda centang (√) di kolom yang sesuai dengan ketentuan berikut:

1 = Sangat Tidak Penting

2 = Tidak Penting

3 = Netral

4 = Penting

5 = Sangat Penting

V. PRODUK DAN SERVIS

No.	PRODUK	SKALA				
		1	2	3	4	5
	Presepsi saya tentang ketersediaan macam produk yang tersedia di Indomaret:					
1.	Jus dan soda					
2.	Permen, es krim dan snack					
3.	Buah dan sayuran					
4.	Roti dan kue					
5.	Makanan cepat saji					
6.	Koran dan majalah					
7.	Produk susu					
8.	Rokok					
9.	Makanan kaleng					
10.	Alkohol dan minuman berenergi					
11.	Musik, buku dan alat tulis					
12.	Makanan hewan					
13.	Daging segar					

No.	SERVIS	SKALA				
		1	2	3	4	5
	Presepsi saya tentang ketersediaan macam servis yang tersedia di Indomaret:					
14.	ATM					
15.	Internet					
16.	Cafe					
17.	Pembelian pulsa elektronik					
18.	Pembelian tiket transportasi					
19.	Pembayaran rekening listrik dan air					

VI. LOYALITAS PELANGGAN

No.	INDIKATOR	SKALA				
		1	2	3	4	5
1.	Saya akan datang kembali untuk membeli barang-barang di Indomaret.					
2.	Saya akan datang kembali untuk menggunakan servis di Indomaret.					
3.	Saya akan mengajak keluarga/teman/rekan saya untuk datang membeli barang-barang kebutuhan di Indomaret.					
4.	Saya akan mengajak keluarga/teman/rekan saya untuk datang menggunakan servis di Indomaret.					

Appendix 1.3

Respondent Profile Data

No.	Gender	Age	Stay in Boarding House	Frequency of Visiting Indomaret
1.	M	21	Yes	3 times
2.	M	22	Yes	3 times
3.	F	19	Yes	3 times
4.	M	22	Yes	3 times
5.	M	20	Yes	more than 3 times
6.	M	21	Yes	2 times
7.	M	22	Yes	2 times
8.	M	20	Yes	more than 3 times
9.	F	23	Yes	more than 3 times
10.	M	18	Yes	1 time
11.	F	21	Yes	1 time
12.	F	20	Yes	1 time
13.	F	19	Yes	2 times
14.	F	19	Yes	more than 3 times
15.	F	22	Yes	more than 3 times
16.	M	19	Yes	1 time
17.	M	22	Yes	2 times
18.	F	23	Yes	3 times
19.	M	21	Yes	3 times
20.	M	19	Yes	3 times
21.	M	18	Yes	2 times
22.	F	21	Yes	1 time
23.	F	20	Yes	more than 3 times
24.	M	19	Yes	2 times
25.	M	22	Yes	more than 3 times
26.	M	21	Yes	2 times
27.	M	21	Yes	3 times
28.	F	22	Yes	more than 3 times
29.	F	22	Yes	3 times
30.	F	22	Yes	more than 3 times
31.	M	25	Yes	2 times
32.	F	21	Yes	3 times
33.	F	22	Yes	more than 3 times
34.	F	21	Yes	more than 3 times
35.	M	18	Yes	3 times
36.	F	20	Yes	more than 3 times

37.	M	19	Yes	2 times
38.	M	22	Yes	more than 3 times
39.	F	19	Yes	more than 3 times
40.	F	19	Yes	more than 3 times
41.	M	23	Yes	1 time
42.	M	21	Yes	2 times
43.	M	21	Yes	1 time
44.	F	20	Yes	more than 3 times
45.	F	22	Yes	1 time
46.	M	21	Yes	1 time
47.	M	20	Yes	more than 3 times
48.	M	21	Yes	3 times
49.	F	22	Yes	1 time
50.	M	21	Yes	more than 3 times
51.	F	22	Yes	more than 3 times
52.	F	21	Yes	more than 3 times
53.	M	21	Yes	1 time
54.	M	21	Yes	2 times
55.	F	23	Yes	3 times
56.	M	20	Yes	more than 3 times
57.	F	19	Yes	3 times
58.	M	21	Yes	more than 3 times
59.	F	21	Yes	3 times
60.	M	18	Yes	more than 3 times
61.	F	21	Yes	more than 3 times
62.	M	18	Yes	3 times
63.	M	19	Yes	more than 3 times
64.	F	19	Yes	1 time
65.	M	19	Yes	2 times
66.	F	20	Yes	2 times
67.	M	19	Yes	2 times
68.	F	21	Yes	1 time
69.	M	19	Yes	3 times
70.	M	21	Yes	more than 3 times
71.	M	20	Yes	2 times
72.	F	18	Yes	2 times
73.	F	18	Yes	2 times
74.	M	18	Yes	3 times
75.	M	19	Yes	1 time
76.	F	21	Yes	more than 3 times
77.	F	19	Yes	1 time
78.	M	21	Yes	more than 3 times
79.	M	15	Yes	2 times
80.	F	20	Yes	more than 3 times

81.	F	19	Yes	more than 3 times
82.	M	22	Yes	2 times
83.	M	20	Yes	1 time
84.	M	20	Yes	more than 3 times
85.	M	20	Yes	3 times
86.	M	21	Yes	more than 3 times
87.	F	20	Yes	1 time
88.	F	19	Yes	2 times
89.	F	18	Yes	more than 3 times
90.	F	19	Yes	more than 3 times
91.	M	18	Yes	more than 3 times
92.	M	20	Yes	3 times
93.	M	20	Yes	more than 3 times
94.	F	20	Yes	1 time
95.	M	20	Yes	1 time
96.	M	19	Yes	2 times
97.	F	20	Yes	1 time
98.	F	20	Yes	more than 3 times
99.	F	21	Yes	more than 3 times
100	M	21	Yes	more than 3 times
101.	F	23	Yes	1 time
102.	M	19	Yes	more than 3 times
103.	M	22	Yes	2 times
104.	F	20	Yes	more than 3 times
105.	M	23	Yes	more than 3 times
106.	M	22	Yes	1 time
107.	M	20	Yes	2 times
108.	M	21	Yes	2 times
109.	F	19	Yes	2 times
110.	M	19	Yes	more than 3 times
111.	M	22	Yes	1 time
112.	F	22	Yes	more than 3 times
113.	F	19	Yes	1 time
114	F	20	Yes	more than 3 times
115.	M	21	Yes	3 times
116.	F	19	Yes	3 times
117.	F	20	Yes	3 times
118.	M	21	Yes	2 times
119.	M	22	Yes	more than 3 times
120.	F	20	Yes	more than 3 times
121.	F	22	Yes	more than 3 times
122.	F	20	Yes	more than 3 times
123.	F	21	Yes	more than 3 times
124.	M	21	Yes	1 time

125.	F	22	Yes	2 times
126.	F	22	Yes	2 times
127.	F	19	Yes	2 times
128.	F	21	Yes	more than 3 times
129.	M	21	Yes	3 times
130.	F	21	Yes	3 times
131.	M	20	Yes	1 time
132.	M	21	Yes	2 times
133.	F	21	Yes	more than 3 times
134.	M	20	Yes	more than 3 times
135.	M	20	Yes	3 times
136.	M	20	Yes	more than 3 times
137.	F	19	Yes	2 times
138.	M	19	Yes	1 time
139.	M	20	Yes	1 time
140.	M	21	Yes	3 times
141.	F	21	Yes	3 times
142.	M	19	Yes	3 times

Appendix 1.4

Respondent Questionnaires Responses

G	A	B	I	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11	B12	B13	B14	B15	B16	B17	B18	B19	C1	C2	C3	C4
1	21	1	1	4	4	4	4	5	4	4	3	4	3	3	4	3	3	3	2	4	2	4	3	3	5	2	3	5	3	3	3	5	2	4	4	2	3	4	4	4	4
2	22	1	3	3	3	4	4	4	5	5	5	4	4	4	4	4	3	4	4	4	3	5	4	2	3	5	4	5	1	1	1	5	4	4	4	4	4	3	3	3	3
2	19	1	2	4	4	4	4	2	4	5	5	3	4	4	3	5	4	2	4	4	2	3	4	3	4	2	4	2	2	1	2	4	4	3	4	4	3	5	4	4	4
1	22	1	3	5	5	4	4	2	5	5	4	3	3	5	5	5	5	3	4	4	2	4	5	2	2	2	2	2	2	2	2	4	4	3	4	4	2	4	4	4	4
2	20	1	3	4	5	5	5	5	5	5	5	4	4	4	5	5	5	2	5	5	4	4	4	4	4	2	3	2	3	2	1	4	4	4	4	4	2	4	5	4	5
2	21	1	3	5	5	5	5	5	5	4	4	4	4	4	4	5	5	4	4	5	2	2	4	2	2	5	4	4	4	2	2	4	4	5	5	5	2	4	4	4	4
2	22	1	3	4	4	4	4	3	4	4	5	5	5	5	3	5	5	4	5	4	2	2	4	3	3	4	4	5	2	2	2	4	5	4	5	4	4	5	5	5	5
2	20	1	4	4	4	4	4	4	5	5	5	3	4	4	5	5	5	2	5	5	3	3	3	2	2	4	3	4	2	2	2	4	4	2	4	4	3	5	4	5	5
2	23	1	2	4	5	4	5	4	4	5	5	3	3	3	3	4	5	3	5	5	4	4	4	2	4	4	4	4	2	2	3	4	4	4	4	5	4	5	5	4	4

1	18	1	2	4	5	5	5	3	4	4	5	4	4	4	4	5	5	4	4	4	4	4	5	2	4	2	4	2	2	4	4	4	4	4	4	5	3	5	5	4	4
2	21	1	4	4	5	4	5	4	4	4	4	4	4	4	4	5	5	3	5	5	2	4	4	3	3	4	4	4	2	4	4	4	4	3	4	4	2	5	5	4	4
1	20	1	4	4	5	5	5	5	4	4	5	4	4	4	4	5	5	2	4	4	4	4	4	2	4	1	4	1	2	2	4	4	4	3	4	5	2	5	5	4	4
1	19	1	1	4	4	4	4	2	4	4	4	3	3	3	4	5	5	2	4	4	2	4	4	2	2	2	2	2	4	3	4	4	4	2	4	4	4	4	4	4	4
1	19	1	1	4	4	4	4	2	4	4	4	3	3	3	4	5	5	2	4	4	2	4	4	2	22	2	2	2	4	4	4	4	4	2	4	4	4	4	4	4	4
1	22	1	1	4	4	4	4	2	4	4	4	3	4	4	4	4	4	3	5	5	4	4	4	3	3	2	4	2	4	4	4	4	4	3	4	5	3	4	4	4	4
1	19	1	2	5	4	5	4	3	4	5	4	4	5	3	5	4	3	5	3	5	4	3	4	3	4	3	5	3	5	4	5	5	4	4	5	3	3	4	4	3	3
2	22	1	4	5	3	4	3	5	3	4	3	3	4	4	5	5	4	3	4	3	4	3	5	3	3	4	5	4	5	3	4	4	5	3	4	4	3	4	3	3	3
2	23	1	4	5	5	4	4	3	3	3	4	4	5	5	4	3	3	3	5	4	3	3	4	5	3	5	4	5	3	4	3	4	4	4	5	4	3	5	4	4	3
1	21	1	1	3	3	4	4	5	5	5	4	4	5	4	5	4	4	3	4	4	3	4	5	4	3	3	4	3	5	4	3	5	5	4	3	3	3	3	4	4	3
2	19	1	2	3	4	3	3	4	4	3	4	3	5	4	4	5	5	3	5	5	4	4	5	3	3	4	5	3	4	3	3	4	5	4	5	4	3	4	4	3	3
2	18	1	3	5	3	4	3	5	5	5	4	5	4	3	5	5	4	3	4	5	4	4	5	3	3	4	5	3	4	2	3	4	5	4	5	4	3	4	4	3	3
2	21	1	3	4	3	5	5	4	3	3	4	4	5	5	4	4	4	3	4	5	3	5	4	3	3	5	4	3	5	2	3	5	5	4	5	4	3	4	3	3	4
1	20	1	3	5	5	4	5	4	5	4	4	4	4	4	4	5	4	2	4	4	2	4	5	2	4	2	4	2	2	2	2	4	4	4	4	4	3	4	4	4	4

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2	21	1	4	4	2	4	4	5	3	4	3	3	5	3	4	4	3	3	4	4	4	4	2	2	4	1	3	3	3	1	1	5	5	3	4	4	3	3	4	3	3
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2	22	1	2	4	4	5	4	3	4	4	5	4	4	4	3	5	5	3	4	4	2	3	4	2	4	4	3	2	2	2	2	4	4	4	5	4	2	4	4	3	3
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1	20	1	1	4	5	5	2	5	5	5	3	3	3	5	4	5	5	2	3	5	2	4	2	1	5	1	2	4	1	1	2	5	2	3	4	4	4	4	5	5	4
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2	20	1	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	2	4	2	4	4	4	2	2	4	4	2	4	4	4	3	3	3	4	4	4	4
2	19	1	4	4	4	4	5	5	5	4	4	4	5	4	4	4	5	2	4	3	5	4	4	4	5	2	4	3	5	3	5	5	5	3	4	4	4	4	4	5	3
1	19	1	3	4	2	4	4	5	2	3	3	2	3	4	3	5	5	3	3	4	2	4	4	3	4	4	3	3	2	3	2	5	4	4	2	3	2	3	3	4	3
2	20	1	4	5	5	5	3	5	4	4	5	4	3	4	2	5	3	2	3	3	5	4	4	3	4	1	4	3	5	1	3	5	5	2	2	2	2	4	4	4	4
2	21	1	2	4	2	4	4	5	4	5	4	3	3	4	4	4	4	3	4	3	2	4	4	2	4	4	3	2	3	2	4	4	4	2	4	4	4	4	4	5	5
2	21	1	1	4	4	4	3	4	4	4	3	3	2	3	3	2	4	3	4	3	3	3	3	4	4	1	4	1	2	1	2	3	4	3	4	4	4	4	4	3	3
1	19	1	1	5	4	5	5	5	5	5	5	3	4	4	5	5	5	3	3	4	5	4	5	3	3	1	3	3	4	3	3	5	5	5	5	5	3	4	3	4	4

Appendix 1.5

SPSS Output of Validity and Reliability Test

1.5.1 Validity Test for Attributes of Indomaret

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,825	,828	15

Case Processing Summary

		N	%
Cases	Valid	142	93,4
	Excluded[a]	10	6,6
	Total	152	100,0

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

Item Statistics

	Mean	Std. Deviation	N
att_1	4,2746	,66465	142
att_2	3,8028	1,02618	142
att_3	4,2324	,80482	142
att_4	4,1338	,83563	142
att_5	4,2324	,95773	142
att_6	4,1831	,76834	142
att_7	4,1127	,83453	142
att_8	4,2113	,78849	142
att_9	3,5915	,83500	142
att_10	3,6901	,92394	142
att_11	3,6408	,98457	142
att_12	3,8451	,86127	142
att_13	3,8662	1,16831	142
att_14	3,9085	1,08442	142
att_15	3,2183	1,05935	142

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,930	3,218	4,275	1,056	1,328	,094	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
att_1	54,6690	51,074	,333	,253	,821
att_2	55,1408	47,526	,431	,312	,815
att_3	54,7113	50,746	,286	,377	,823
att_4	54,8099	48,992	,426	,494	,815
att_5	54,7113	50,859	,212	,127	,830
att_6	54,7606	48,410	,531	,436	,810
att_7	54,8310	48,184	,500	,421	,811
att_8	54,7324	48,084	,546	,457	,809
att_9	55,3521	48,613	,461	,348	,813
att_10	55,2535	48,730	,395	,367	,818
att_11	55,3028	45,844	,590	,486	,804
att_12	55,0986	47,238	,566	,446	,807
att_13	55,0775	46,583	,422	,457	,817
att_14	55,0352	44,999	,584	,527	,804
att_15	55,7254	47,520	,413	,257	,817

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
58,9437	54,678	7,39443	15

1.5.2 Validity Test for Customer's Loyalty

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	142	93,4
	Excluded[a]	10	6,6
	Total	152	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,831	,833	4

Item Statistics

	Mean	Std. Deviation	N
ly_1	3,9225	,87579	142
ly_2	3,8169	,86393	142
ly_3	3,3099	1,02579	142
ly_4	3,3521	1,02589	142

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,600	3,310	3,923	,613	1,185	,099	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ly_1	10,4789	6,280	,583	,550	,819
ly_2	10,5845	5,989	,678	,602	,781
ly_3	11,0915	5,304	,687	,647	,774
ly_4	11,0493	5,253	,701	,657	,767

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,4014	9,604	3,09898	4

1.5.3 Reliability Test for Attributes of Indomaret

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	142	93,4
	Excluded[a]	10	6,6
	Total	152	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,825	15

1.5.4 Reliability Test for Customer's Loyalty

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	142	93,4
	Excluded[a]	10	6,6
	Total	152	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,831	4

Appendix 1.6

SPSS Output of Factor Analysis

Factor Analysis

Notes

Output Created		16-APR-2015 12:16:52
Comments		
Input	Data	D:\BACKUP DRIVE D\skripsi\responden.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	152
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	MEAN SUBSTITUTION: For each variable used, missing values are replaced with the variable mean.
Syntax		FACTOR /VARIABLES att_1 att_2 att_3 att_4 att_5 att_6 att_7 att_8 att_9 att_10 att_11 att_12 att_13 att_14 att_15 /MISSING MEANSUB /ANALYSIS att_1 att_2 att_3 att_4 att_5 att_6 att_7 att_8 att_9 att_10 att_11 att_12 att_13 att_14 att_15 /PRINT INITIAL CORRELATION DET KMO EXTRACTION ROTATION /FORMAT BLANK(.40) /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION.
Resources	Processor Time	00:00:00,05
	Elapsed Time	00:00:00,04
	Maximum Memory Required	28260 (27,598K) bytes

Correlation Matrix[a]

		att_1	att_2	att_3	att_4	att_5	att_6	att_7	att_8	att_9	att_10	att_11	att_12	att_13	att_14	att_15
Correlation	att_1	1,000	,361	,317	,304	,022	,179	,123	,078	,191	,059	,195	,261	,121	,222	,156
	att_2	,361	1,000	,210	,122	,097	,226	,258	,245	,303	,152	,358	,254	,232	,328	,183
	att_3	,317	,210	1,000	,523	,205	,194	,045	,179	,142	,002	,097	,185	,041	,098	,115
	att_4	,304	,122	,523	1,000	,058	,271	,151	,398	,262	,072	,223	,325	,215	,335	,127
	att_5	,022	,097	,205	,058	1,000	,135	,136	,132	,190	,194	,074	,104	,066	,075	,194
	att_6	,179	,226	,194	,271	,135	1,000	,554	,404	,338	,230	,313	,429	,272	,318	,203
	att_7	,123	,258	,045	,151	,136	,554	1,000	,373	,240	,266	,265	,360	,270	,388	,341
	att_8	,078	,245	,179	,398	,132	,404	,373	1,000	,315	,392	,427	,216	,262	,371	,301
	att_9	,191	,303	,142	,262	,190	,338	,240	,315	1,000	,423	,364	,355	,082	,170	,206
	att_10	,059	,152	,002	,072	,194	,230	,266	,392	,423	1,000	,384	,287	,060	,262	,258
	att_11	,195	,358	,097	,223	,074	,313	,265	,427	,364	,384	1,000	,511	,439	,421	,280
	att_12	,261	,254	,185	,325	,104	,429	,360	,216	,355	,287	,511	1,000	,325	,334	,309
	att_13	,121	,232	,041	,215	,066	,272	,270	,262	,082	,060	,439	,325	1,000	,600	,150
	att_14	,222	,328	,098	,335	,075	,318	,388	,371	,170	,262	,421	,334	,600	1,000	,339
	att_15	,156	,183	,115	,127	,194	,203	,341	,301	,206	,258	,280	,309	,150	,339	1,000

a. Determinant = ,011

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,770
Bartlett's Test of Sphericity	Approx. Chi-Square	606,978
	df	105
	Sig.	,000

Communalities

	Initial	Extraction
att_1	1,000	,636
att_2	1,000	,556
att_3	1,000	,758
att_4	1,000	,706
att_5	1,000	,350
att_6	1,000	,485
att_7	1,000	,507
att_8	1,000	,531
att_9	1,000	,603
att_10	1,000	,617
att_11	1,000	,595
att_12	1,000	,467
att_13	1,000	,702
att_14	1,000	,673
att_15	1,000	,302

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,571	30,474	30,474	4,571	30,474	30,474	2,698	17,986	17,986
2	1,526	10,175	40,649	1,526	10,175	40,649	2,305	15,368	33,354
3	1,329	8,859	49,508	1,329	8,859	49,508	1,778	11,856	45,210
4	1,062	7,083	56,591	1,062	7,083	56,591	1,707	11,381	56,591
5	,976	6,505	63,096						
6	,939	6,263	69,359						
7	,816	5,437	74,796						
8	,798	5,320	80,116						
9	,607	4,049	84,165						
10	,546	3,637	87,802						
11	,488	3,254	91,057						
12	,414	2,759	93,816						
13	,365	2,431	96,246						
14	,314	2,094	98,340						
15	,249	1,660	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component			
	1	2	3	4
att_1	,403	,525		-,433
att_2	,523			-,506
att_3		,753		
att_4	,522	,574		
att_5			,480	
att_6	,644			
att_7	,610			
att_8	,645			
att_9	,560		,458	
att_10	,500		,450	
att_11	,691			
att_12	,667			
att_13	,531		-,622	
att_14	,672		-,445	
att_15	,504			

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
att_1			,701	
att_2			,706	
att_3				,845
att_4				,774
att_5		,523		
att_6	,481	,435		
att_7	,557	,441		
att_8	,463	,509		
att_9		,636	,438	
att_10		,727		
att_11	,504		,483	
att_12	,414		,418	
att_13	,814			
att_14	,783			
att_15		,436		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	,651	,543	,439	,296
2	-,297	-,334	,281	,849
3	-,629	,765	-,087	,110
4	,303	,092	-,849	,423

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Appendix 1.7

SPSS Output of Multiple Regressions for Attributes of Indomaret

Towards Customer's Loyalty

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	avg_location, avg_professionalism, avg_convenience, avg_accessing[b]	.	Enter

a. Dependent Variable: avg_ly

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,537[a]	,289	,268	,66281

a. Predictors: (Constant), avg_location, avg_professionalism, avg_convenience, avg_accessing

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,447	4	6,112	13,912	,000[b]
	Residual	60,186	137	,439		
	Total	84,632	141			

a. Dependent Variable: avg_ly

b. Predictors: (Constant), avg_location, avg_professionalism, avg_convenience, avg_accessing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,984	,471		2,087	,039
	avg_professionalism	,563	,103	,506	5,451	,000
	avg_convenience	-,032	,114	-,024	-,278	,781
	avg_accessing	,026	,113	,021	,228	,820
	avg_location	,099	,085	,091	1,166	,245

a. Dependent Variable: avg_ly

Appendix 1.8

SPSS Output of Independent Sample t-Test

1.8.1 Independent Sample t-Test for Attributes of Indomaret based on Gender

T-Test

Notes

Output Created		07-MAY-2015 21:45:30
Comments		
Input	Data	D:\BACKUP DRIVE D\skripsi\responden.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	152
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST GROUPS=gender(1 2) /MISSING=ANALYSIS /VARIABLES=avg_professionalism avg_convenience avg_accessing avg_location /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,01

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
avg_professionalism	perempuan	66	4,0606	,60660	,07467
	laki-laki	76	3,8395	,75332	,08641
avg_convenience	perempuan	66	3,8273	,61157	,07528
	laki-laki	76	3,7553	,55675	,06386
avg_accessing	perempuan	66	4,0859	,57975	,07136
	laki-laki	76	3,8772	,64370	,07384
avg_location	perempuan	66	4,2879	,69648	,08573
	laki-laki	76	4,0921	,72439	,08309

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
avg_professionalism	Equal variances assumed	1,935	,166	1,907	140	,059	,22113	,11594	-,00809	,45036
	Equal variances not assumed			1,936	139,241	,055	,22113	,11420	-,00466	,44693
avg_convenience	Equal variances assumed	1,773	,185	,734	140	,464	,07201	,09807	-,12187	,26589
	Equal variances not assumed			,729	132,673	,467	,07201	,09872	-,12326	,26728
avg_accessing	Equal variances assumed	,516	,474	2,017	140	,046	,20867	,10345	,00414	,41319
	Equal variances not assumed			2,032	139,804	,044	,20867	,10269	,00565	,41168
avg_location	Equal variances assumed	,001	,978	1,635	140	,104	,19577	,11972	-,04093	,43247
	Equal variances not assumed			1,640	138,532	,103	,19577	,11939	-,04029	,43184

1.8.2 Independent Sample t-Test for Product and Services of Indomaret

T-Test

Notes

Output Created		09-APR-2015 11:09:01
Comments		
Input	Data	D:\BACKUP DRIVE D\skripsi\responden.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	152
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST GROUPS=gender(1 2) /MISSING=ANALYSIS /VARIABLES=ps_1 ps_2 ps_3 ps_4 ps_5 ps_6 ps_7 ps_8 ps_9 ps_10 ps_11 ps_12 ps_13 ps_14 ps_15 ps_16 ps_17 ps_18 ps_19 /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,04

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
ps_1	perempuan	66	3,5909	,97629	,12017
	laki-laki	76	3,7632	,95035	,10901
ps_2	perempuan	66	4,2727	,59602	,07337
	laki-laki	76	3,9737	,90883	,10425
ps_3	perempuan	66	3,4091	1,16325	,14319
	laki-laki	76	3,1184	1,15432	,13241
ps_4	perempuan	66	4,2424	,68074	,08379
	laki-laki	76	3,7763	,91795	,10530
ps_5	perempuan	66	3,7576	,99322	,12226
	laki-laki	76	3,4605	1,13655	,13037
ps_6	perempuan	66	2,8636	1,02111	,12569
	laki-laki	76	2,9474	1,00525	,11531
ps_7	perempuan	66	4,4091	2,34670	,28886
	laki-laki	76	3,7237	,85788	,09841
ps_8	perempuan	66	2,1515	1,31550	,16193
	laki-laki	76	2,9474	1,57391	,18054
ps_9	perempuan	66	3,2273	1,10656	,13621
	laki-laki	76	3,5921	,83551	,09584
ps_10	perempuan	66	2,7273	1,23470	,15198
	laki-laki	76	3,2763	1,39139	,15960
ps_11	perempuan	66	3,0606	1,25120	,15401
	laki-laki	76	3,0526	1,15348	,13231
ps_12	perempuan	66	2,4242	1,08217	,13321
	laki-laki	76	2,4211	1,11071	,12741
ps_13	perempuan	66	2,8030	1,16645	,14358
	laki-laki	76	2,6974	1,25454	,14391
ps_14	perempuan	66	4,6061	,72066	,08871
	laki-laki	76	4,3026	,90950	,10433
ps_15	perempuan	66	3,8939	1,19136	,14665
	laki-laki	76	4,0789	1,18618	,13606
ps_16	perempuan	66	3,6364	1,17193	,14425
	laki-laki	76	3,4737	1,13694	,13042
ps_17	perempuan	66	4,0606	1,00581	,12381
	laki-laki	76	3,8816	1,11913	,12837
ps_18	perempuan	66	4,2273	,87346	,10752
	laki-laki	76	3,8947	1,00105	,11483

ps_19	perempuan	66	3,5000	1,21845	,14998
	laki-laki	76	3,5132	1,12538	,12909

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ps_1	Equal variances assumed	,555	,457	-1,064	140	,289	-,17225	,16194	-,49241	,14792
	Equal variances not assumed			-1,062	136,111	,290	-,17225	,16225	-,49311	,14861
ps_2	Equal variances assumed	2,545	,113	2,280	140	,024	,29904	,13113	,03979	,55830
	Equal variances not assumed			2,346	130,696	,020	,29904	,12748	,04686	,55123
ps_3	Equal variances assumed	,377	,540	1,491	140	,138	,29067	,19492	-,09469	,67603
	Equal variances not assumed			1,490	136,923	,138	,29067	,19502	-,09498	,67632
ps_4	Equal variances assumed	1,745	,189	3,393	140	,001	,46611	,13737	,19452	,73769
	Equal variances not assumed			3,464	136,777	,001	,46611	,13457	,20001	,73221
ps_5	Equal variances assumed	1,393	,240	1,646	140	,102	,29705	,18043	-,05968	,65378
	Equal variances not assumed			1,662	139,993	,099	,29705	,17873	-,05630	,65040
ps_6	Equal variances assumed	,508	,477	-,491	140	,624	-,08373	,17038	-,42058	,25312
	Equal variances not assumed			-,491	136,598	,624	-,08373	,17057	-,42103	,25357
ps_7	Equal variances assumed	1,006	,318	2,371	140	,019	,68541	,28904	,11396	1,25685

	Equal variances not assumed			2,246	80,029	,027	,68541	,30516	,07812	1,29269
ps_8	Equal variances assumed	8,891	,003	-3,241	140	,001	-,79585	,24559	-1,28140	-,31031
	Equal variances not assumed			-3,282	139,808	,001	-,79585	,24252	-1,27533	-,31638
ps_9	Equal variances assumed	4,329	,039	-2,234	140	,027	-,36483	,16334	-,68777	-,04190
	Equal variances not assumed			-2,191	119,836	,030	-,36483	,16655	-,69459	-,03508
ps_10	Equal variances assumed	2,325	,130	-2,470	140	,015	-,54904	,22226	-,98845	-,10963
	Equal variances not assumed			-2,491	139,929	,014	-,54904	,22039	-,98477	-,11332
ps_11	Equal variances assumed	,738	,392	,040	140	,969	,00797	,20188	-,39115	,40710
	Equal variances not assumed			,039	133,385	,969	,00797	,20304	-,39363	,40958
ps_12	Equal variances assumed	,048	,827	,017	140	,986	,00319	,18467	-,36191	,36829
	Equal variances not assumed			,017	138,135	,986	,00319	,18433	-,36128	,36766
ps_13	Equal variances assumed	,645	,423	,517	140	,606	,10566	,20433	-,29832	,50964
	Equal variances not assumed			,520	139,330	,604	,10566	,20328	-,29626	,50758
ps_14	Equal variances assumed	3,189	,076	2,180	140	,031	,30343	,13918	,02826	,57860
	Equal variances not assumed			2,216	138,885	,028	,30343	,13694	,03267	,57419
ps_15	Equal variances assumed	,072	,789	-,925	140	,357	-,18501	,19998	-,58039	,21037
	Equal variances not assumed			-,925	137,056	,357	-,18501	,20005	-,58058	,21057
ps_16	Equal variances assumed	,029	,865	,838	140	,403	,16268	,19405	-,22097	,54633
	Equal variances not assumed			,837	135,960	,404	,16268	,19447	-,22189	,54725
ps_17	Equal variances assumed	,594	,442	,996	140	,321	,17903	,17970	-,17625	,53430

ps_18	Equal variances not assumed			1,004	139,826	,317	,17903	,17835	-,17358	,53163
	Equal variances assumed	,096	,757	2,094	140	,038	,33254	,15883	,01853	,64654
	Equal variances not assumed			2,114	139,995	,036	,33254	,15731	,02153	,64354
ps_19	Equal variances assumed	,947	,332	-,067	140	,947	-,01316	,19678	-,40219	,37588
	Equal variances not assumed			-,066	133,488	,947	-,01316	,19789	-,40455	,37824

1.8.3 Independent Sample t-Test for Customer's Loyalty

T-Test

Notes

Output Created		04-MAY-2015 19:25:32
Comments		
Input	Data	D:\BACKUP DRIVE D\skripsi\responden.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	152
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST GROUPS=gender(1 2) /MISSING=ANALYSIS /VARIABLES=ly_1 ly_2 ly_3 ly_4 /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,01

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
ly_1	perempuan	66	4,0455	,71105	,08752
	laki-laki	76	3,8158	,98942	,11349
ly_2	perempuan	66	3,9242	,79053	,09731
	laki-laki	76	3,7237	,91795	,10530
ly_3	perempuan	66	3,5606	,93032	,11451
	laki-laki	76	3,0921	1,06054	,12165
ly_4	perempuan	66	3,5303	,86326	,10626
	laki-laki	76	3,1974	1,13160	,12980

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ly_1	Equal variances assumed	2,220	,138	1,567	140	,119	,22967	,14660	-,06017	,51950
	Equal variances not assumed			1,602	135,455	,111	,22967	,14332	-,05377	,51310
ly_2	Equal variances assumed	1,105	,295	1,384	140	,168	,20056	,14489	-,08590	,48701
	Equal variances not assumed			1,399	139,992	,164	,20056	,14337	-,08290	,48402
ly_3	Equal variances assumed	,005	,943	2,778	140	,006	,46850	,16862	,13513	,80188
	Equal variances not assumed			2,804	139,983	,006	,46850	,16707	,13819	,79881
ly_4	Equal variances assumed	1,849	,176	1,948	140	,053	,33293	,17092	-,00499	,67086
	Equal variances not assumed			1,985	137,798	,049	,33293	,16775	,00124	,66463