

BAB V

KESIMPULAN DAN IMPLIKASI MANAJERIAL

Pada bab lima ini penulis akan menyimpulkan hasil penelitian yang telah dilakukan serta merumuskan saran bagi pihak-pihak yang berkepentingan.

5.1. Kesimpulan

1. Hasil analisis perbedaan persepsi konsumen pada merek lokal (J.Co) dan nonlokal (Dunkin Donuts) dengan menggunakan *Independent Sampel t-Test* pada beberapa variabel sebagai berikut:
 - a. Terdapat perbedaan persepsi konsumen pada merek lokal (J.Co) dan merek nonlokal (Dunkin Donuts). Perbedaan persepsi terjadi pada sikap konsumen, persepsi asal merek nonlokal, dan citra merek.
 - b. Berdasarkan jenis kelamin pada merek lokal (J.Co), perbedaan persepsi konsumen terjadi pada keakraban merek dan pengalaman sebelumnya dengan merek. Pada merek nonlokal (Dunkin Donuts) tidak terdapat perbedaan berdasarkan jenis kelamin.
2. Berdasarkan hasil analisis perbedaan persepsi konsumen pada merek lokal (J.Co) dan nonlokal (Dunkin Donuts) dengan menggunakan *One Way ANOVA* pada beberapa variabel sebagai berikut:
 - a. Pada hasil penelitian perbedaan persepsi konsumen berdasarkan rata-rata uang saku sebulan, perbedaan persepsi konsumen hanya

terjadi pada merek lokal (J.Co). Perbedaan persepsi terjadi pada kualitas merek, keakraban merek, ketersediaan merek, dan keakraban kategori produk.

3. Hasil analisis perbedaan persepsi konsumen pada merek lokal (J.Co) dan nonlokal (Dunkin Donuts) dengan menggunakan Analisis Regresi Sederhana pada beberapa variabel sebagai berikut:

- a. Hasil penelitian untuk hipotesis pertama yang dianalisis menggunakan regresi linier sederhana menemukan bahwa persepsi asal merek nonlokal signifikan mempengaruhi sikap konsumen pada merek nonlokal (Dunkin Donuts), sedangkan pada merek lokal (J.Co), persepsi asal merek nonlokal tidak signifikan mempengaruhi sikap konsumen.

5.2. Implikasi Manajerial

Pentingnya perhatian sikap konsumen bagi pemasar dapat memberikan manfaat positif bagi sebuah merek. Persepsi negara asal sebuah merek menjadi hal yang perlu dipahami setiap pemasar karena dapat memengaruhi sikap konsumen. Merek yang dipersepsikan kuat sebagai merek nonlokal harus dapat menggunakan keunggulan tersebut untuk bersaing menghadapi kompetitor. Sedangkan bagi merek yang memiliki citra positif di mata konsumen namun merupakan merek yang dipersepsikan lokal dapat berfokus pada faktor citra merek nonlokal, bukan terfokus pada faktor asal merek.

5.3. Keterbatasan dan Saran Penelitian

Berdasarkan penelitian yang telah dilakukan penulis, terdapat beberapa keterbatasan yang ditemukan yaitu sampel responden pada penelitian ini yang hanya meliputi mahasiswa di Universitas Atma Jaya Yogyakarta. Diperlukan sampel yang lebih variatif untuk mendapatkan hasil yang lebih objektif dalam penelitian ini. Berdasarkan hasil dari penelitian yang telah dilakukan saran dari penulis untuk penelitian ke depan adalah menggunakan kelompok responden yang tidak hanya pada kalangan mahasiswa saja, namun ditambah dengan kelompok masyarakat diluar mahasiswa dengan pandangan dan latar belakang pendidikan yang beragam.

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No.

LAMPIRAN 1 - KUESIONER

KUESIONER PENELITIAN

Responden Yth,

Nama saya Bangkit Yudha Sena, mahasiswa Universitas Atma Jaya Yogyakarta jurusan ekonomi manajemen. Saat ini saya sedang melakukan penelitian skripsi mengenai peran etnosentrisme dan kekaguman terhadap gaya hidup negara maju dalam memoderasi pengaruh negara asal merek pada sikap konsumen. Untuk itu saya mohon kesediaan Anda untuk mengisi kuesioner ini dan bersedia menjawab seluruh pertanyaan dengan keadaan yang sebenarnya.

Petunjuk Pengisian.

Anda dimohon untuk mengisi pertanyaan-pertanyaan berikut dengan memberi tanda centang/silang (\surd / \times) sesuai dengan keadaan/ kondisi Anda.

IDENTITAS RESPONDEN

1. Apakah Anda pernah mengonsumsi J.Co dan Dunkin Donuts?
 Ya (lanjut ke pertanyaan no. 2)
 Tidak (berhenti disini)
2. Usia : _____ tahun
3. Jenis kelamin :
 Laki-laki Perempuan
4. Rata-rata uang saku per bulan :
 \leq Rp 500.000
 Rp 500.100 – Rp 1.000.000
 Rp 1.000.100 – Rp 1.500.000
 $>$ Rp 1.500.000
5. Seberapa sering Anda mengonsumsi J.Co dalam sebulan?
 1 3
 2 >4
6. Seberapa sering Anda mengonsumsi Dunkin Donuts dalam sebulan?
 1 3
 2 >4
7. Cabang J.Co di Yogyakarta yang paling sering dikunjungi :
 J.Co Mall Malioboro J.Co Jogja City Mall
 J.Co Plaza Ambarukmo
8. Cabang Dunkin Donuts di Yogyakarta yang paling sering dikunjungi :
 Dunkin Donuts Ramai Mall Dunkin Donuts Plaza Ambarukmo
 Dunkin Donuts Gramedia Dunkin Donuts Jl. Kaliurang
 Dunkin Donuts Jl. Ring Road
Utara

Variabel Sikap Merek Lokal & Nonlokal

		J.Co					Dunkin Donuts				
1	Saya menyukai merek ini.	STS	TS	N	S	SS	STS	TS	N	S	SS
2	Saya memiliki pandangan yang positif terhadap merek ini.	STS	TS	N	S	SS	STS	TS	N	S	SS
3	Merek ini mampu memberikan saya perasaan gembira.	STS	TS	N	S	SS	STS	TS	N	S	SS
4	Saya percaya merek ini baik.	STS	TS	N	S	SS	STS	TS	N	S	SS
5	Saya percaya merek ini memiliki <i>style</i> yang cocok dengan saya.	STS	TS	N	S	SS	STS	TS	N	S	SS

Variabel Merek yang Dipersepsikan Lokal & Nonlokal

		J.Co					Dunkin Donuts				
6	Saya menganggap merek ini merupakan merek non-Indonesia.	STS	TS	N	S	SS	STS	TS	N	S	SS
7	Saya rasa konsumen di luar negeri membeli merek ini.	STS	TS	N	S	SS	STS	TS	N	S	SS
8	Merek ini dijual diberbagai belahan dunia.	STS	TS	N	S	SS	STS	TS	N	S	SS

Variabel Kualitas Merek Lokal & Nonlokal

		J.Co					Dunkin Donuts				
9	Merek ini merupakan merek yang baik.	STS	TS	N	S	SS	STS	TS	N	S	SS
10	Secara keseluruhan, tingkat kualitas merek ini tergolong tinggi.	STS	TS	N	S	SS	STS	TS	N	S	SS
11	Pembuatan/pengerjaan dalam merek ini terkesan buruk.	STS	TS	N	S	SS	STS	TS	N	S	SS
12	Merek ini memiliki kualitas yang konsisten (tetap).	STS	TS	N	S	SS	STS	TS	N	S	SS

Variabel Citra Merek Lokal & Nonlokal

		J.Co					Dunkin Donuts				
13	Merek ini memiliki citra merek yang tinggi.	STS	TS	N	S	SS	STS	TS	N	S	SS
14	Merek ini menjadikan saya terlihat baik dimata teman-teman.	STS	TS	N	S	SS	STS	TS	N	S	SS
15	Merek ini memiliki citra merek yang membedakannya jika dibandingkan dengan merek lain.	STS	TS	N	S	SS	STS	TS	N	S	SS
16	Merek ini memiliki citra merek yang bersih.	STS	TS	N	S	SS	STS	TS	N	S	SS
17	Merek ini merupakan merek yang terkenal.	STS	TS	N	S	SS	STS	TS	N	S	SS

Variabel Keakraban Merek Lokal & Nonlokal

		J.Co					Dunkin Donuts				
18	Saya akrab dengan merek ini.	STS	TS	N	S	SS	STS	TS	N	S	SS
19	Saya mengetahui merek ini.	STS	TS	N	S	SS	STS	TS	N	S	SS
20	Saya pernah mendengar merek ini sebelumnya.	STS	TS	N	S	SS	STS	TS	N	S	SS

Variabel Ketersediaan Merek Lokal & Nonlokal

		J.Co					Dunkin Donuts				
21	Merek ini mudah didapat dan dibeli.	STS	TS	N	S	SS	STS	TS	N	S	SS
22	Saya pernah melihat iklan tentang merek ini di majalah, radio atau TV.	STS	TS	N	S	SS	STS	TS	N	S	SS
23	Menurut saya jangkauan distribusi merek ini terbilang luas.	STS	TS	N	S	SS	STS	TS	N	S	SS
24	Merek ini tersedia dalam jumlah yang banyak.	STS	TS	N	S	SS	STS	TS	N	S	SS

Variabel Pengalaman Sebelumnya dengan Merek Lokal & Nonlokal

		J.Co					Dunkin Donuts				
25	Saya pernah menggunakan merek ini.	STS	TS	N	S	SS	STS	TS	N	S	SS
26	Saya memiliki pengalaman pribadi dalam menggunakan merek ini.	STS	TS	N	S	SS	STS	TS	N	S	SS

Variabel Kategori Keakraban

		J.Co					Dunkin Donuts				
27	Saya akrab dengan kategori produk ini.	STS	TS	N	S	SS	STS	TS	N	S	SS
28	Secara umum, saya memiliki pengetahuan mengenai kategori produk ini.	STS	TS	N	S	SS	STS	TS	N	S	SS
29	Bagi saya kategori produk ini dapat mewakili sebuah kategori produk yang saya kenal dengan baik.	STS	TS	N	S	SS	STS	TS	N	S	SS

Variabel Kategori Risiko Persepsi

		J.Co					Dunkin Donuts				
30	Merupakan hal yang penting apabila saya melakukan kesalahan dalam memilih kategori produk ini.	STS	TS	N	S	SS	STS	TS	N	S	SS
31	Pilihan kategori produk yang buruk akan menyebabkan saya merasa kecewa.	STS	TS	N	S	SS	STS	TS	N	S	SS
32	Setelah membeli merek ini dan pilihan saya ternyata salah, maka hal ini akan mengganggu saya.	STS	TS	N	S	SS	STS	TS	N	S	SS
33	Ketika saya memilih merek ini, saya melakukannya secara hati-hati.	STS	TS	N	S	SS	STS	TS	N	S	SS

Variabel Kategori Penanda Sosial

		J.Co					Dunkin Donuts				
34	Kategori produk yang saya pilih akan menginformasikan apapun tentang seseorang.	STS	TS	N	S	SS	STS	TS	N	S	SS
35	Mengkonsumsi merek ini akan meningkatkan cara seseorang mempersepsikan saya.	STS	TS	N	S	SS	STS	TS	N	S	SS
36	Mengkonsumsi merek ini akan memberikan kesan yang baik dimata orang lain.	STS	TS	N	S	SS	STS	TS	N	S	SS
37	Mengkonsumsi merek ini membuat saya merasa <i>trendy (up to date)</i> .	STS	TS	N	S	SS	STS	TS	N	S	SS
38	Saya pikir mengkonsumsi merek ini dalam konteks sosial merupakan hal yang tepat.	STS	TS	N	S	SS	STS	TS	N	S	SS

Terima kasih atas partisipasi Anda menjadi salah satu responden dan secara sukarela mengisi kuesioner ini.

Lampiran 2 – Uji Validitas dan Reliabilitas

Reliability (J.Co)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.780	.787	5

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
ATT1	14.6616	4.387	.558	.361	.738
ATT2	14.7576	4.520	.594	.413	.731
ATT3	15.0354	4.024	.547	.360	.744
ATT4	14.7273	4.433	.562	.390	.738
ATT5	15.0606	4.037	.542	.345	.746

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.5606	6.339	2.51773	5

Reliability (Dunkin Donuts)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.855	.858	5

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
ATT1	13.9646	5.780	.706	.587	.815
ATT2	13.8737	6.283	.733	.607	.813
ATT3	14.1667	5.987	.633	.406	.835
ATT4	13.7980	6.071	.677	.484	.823
ATT5	14.1566	6.133	.616	.412	.839

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.4899	9.124	3.02064	5

Reliability (J.Co)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.669	.670	3

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
PER1	7.5202	1.337	.469	.221	.592
PER2	7.4848	1.419	.476	.229	.581
PER3	7.3990	1.409	.500	.250	.550

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.2020	2.680	1.63701	3

Reliability (Dunkin Donuts)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.673	.677	3

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
PER1	7.8182	1.185	.491	.269	.589
PER2	7.8636	1.296	.584	.341	.443
PER3	7.6616	1.738	.411	.189	.671

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.6717	2.719	1.64897	3

Reliability (J.Co)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.718	.718	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
QUA1	11.55	1.934	.561	.347	.623
QUA2	11.45	2.087	.529	.316	.645
QUA3	11.56	1.852	.557	.311	.624
QUA4	11.56	2.227	.387	.160	.724

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.37	3.291	1.814	4

Reliability (Dunkin Donuts)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.706	.702	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
QUA1	11.33	2.975	.350	.156	.718
QUA2	11.24	2.367	.569	.326	.593
QUA3	11.34	2.387	.512	.301	.630
QUA4	11.34	2.348	.541	.320	.610

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.09	4.079	2.020	4

Reliability (J.Co)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.607	.621	5

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
IMG1	14.82	3.012	.476	.240	.495
IMG2	15.49	3.155	.227	.168	.642
IMG3	15.15	2.887	.509	.266	.473
IMG4	14.91	3.200	.347	.167	.560
IMG5	14.63	3.504	.302	.193	.582

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.75	4.484	2.118	5

Reliability (Dunkin Donuts)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.771	.775	5

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
IMG1	14.53	4.829	.566	.349	.720
IMG2	15.27	5.090	.392	.263	.784
IMG3	14.85	4.718	.605	.382	.707
IMG4	14.57	4.683	.638	.447	.696
IMG5	14.20	5.055	.532	.431	.732

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.35	7.204	2.684	5

Reliability (J.Co)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.701	.708	3

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
FAM1	8.37	1.036	.506	.283	.646
FAM2	8.02	1.167	.610	.373	.499
FAM3	7.90	1.397	.463	.241	.677

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.15	2.349	1.533	3

Reliability (Dunkin Donuts)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.764	.768	3

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
FAM1	8.34	1.464	.545	.298	.749
FAM2	7.99	1.497	.633	.416	.643
FAM3	7.88	1.569	.619	.403	.661

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.11	3.039	1.743	3

Reliability (J.Co)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.674	.706	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
AVL1	11.0758	3.350	.472	.289	.601
AVL2	11.7071	3.152	.272	.078	.769
AVL3	11.1869	2.995	.600	.487	.516
AVL4	11.1970	3.195	.573	.427	.543

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.0556	5.088	2.25572	4

Reliability (Dunkin Donuts)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.724	.738	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
AVL1	11.2222	3.727	.527	.330	.655
AVL2	11.7020	3.794	.340	.135	.780
AVL3	11.2576	3.593	.591	.433	.619
AVL4	11.2879	3.506	.643	.444	.589

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.1566	5.950	2.43926	4

Reliability (J.Co)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.651	.663	2

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
EXP1	3.66	.744	.496	.246	.(a)
EXP2	4.17	.468	.496	.246	.(a)

a The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.83	1.798	1.341	2

Reliability (Dunkin Donuts)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.652	.660	2

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
EXP1	3.60	.770	.493	.243	.(a)
EXP2	4.10	.524	.493	.243	.(a)

a The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.69	1.920	1.386	2

Reliability (J.Co)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.835	.836	3

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
CAT1	6.91	1.876	.682	.472	.785
CAT2	7.30	1.644	.683	.470	.788
CAT3	7.11	1.730	.728	.531	.739

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.66	3.636	1.907	3

Reliability (Dunkin Donuts)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.794	.795	3

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
CAT1	6.85	1.652	.636	.410	.719
CAT2	7.21	1.579	.615	.379	.744
CAT3	6.96	1.633	.659	.436	.696

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.51	3.307	1.819	3

Reliability (J.Co)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.750	.751	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
RIS1	10.49	4.231	.473	.239	.729
RIS2	9.91	3.886	.532	.286	.699
RIS3	10.12	3.427	.573	.371	.678
RIS4	10.14	3.736	.612	.394	.656

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.56	6.268	2.504	4

Reliability (Dunkin Donuts)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.730	.731	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
RIS1	10.54	4.016	.464	.223	.701
RIS2	9.94	3.712	.531	.285	.664
RIS3	10.14	3.391	.548	.317	.655
RIS4	10.12	3.721	.544	.302	.657

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.58	6.052	2.460	4

Reliability (J.Co)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.840	.834	5

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
SOC1	12.57	10.074	.310	.203	.883
SOC2	12.72	7.724	.728	.576	.785
SOC3	12.69	7.463	.801	.671	.764
SOC4	12.72	7.239	.711	.572	.790
SOC5	12.70	7.928	.693	.610	.795

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.85	12.150	3.486	5

Reliability (Dunkin Donuts)

Case Processing Summary

		N	%
Cases	Valid	198	100.0
	Excluded(a)	0	.0
	Total	198	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
.861	.859	5

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
SOC1	12.33	9.655	.455	.249	.883
SOC2	12.46	8.158	.731	.562	.819
SOC3	12.44	7.984	.779	.628	.807
SOC4	12.50	7.865	.727	.596	.820
SOC5	12.44	8.136	.715	.585	.823

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.55	12.625	3.553	5

Lampiran 3 – Tabel Frekuensi

Frequency Table

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17	7	3.5	3.5	3.5
	18	9	4.5	4.5	8.1
	19	14	7.1	7.1	15.2
	20	34	17.2	17.2	32.3
	21	49	24.7	24.7	57.1
	22	55	27.8	27.8	84.8
	23	25	12.6	12.6	97.5
	24	4	2.0	2.0	99.5
	25	1	.5	.5	100.0
	Total	198	100.0	100.0	

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	102	51.5	51.5	51.5
	Perempuan	96	48.5	48.5	100.0
	Total	198	100.0	100.0	

Uang_Saku

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	= Rp 500.000	27	13.6	13.6	13.6
	Rp 500.100 – Rp 1.000.000	69	34.8	34.8	48.5
	Rp 1.000.100 – Rp 1.500.000	75	37.9	37.9	86.4
	> Rp 1.500.000	27	13.6	13.6	100.0
	Total	198	100.0	100.0	

Konsumsi_J.Co_Per_Bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	124	62.6	62.6	62.6
	2	50	25.3	25.3	87.9
	3	15	7.6	7.6	95.5
	>4	9	4.5	4.5	100.0
	Total	198	100.0	100.0	

Konsumsi_DunkinDonuts_Per_Bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	149	75.3	75.3	75.3
2	36	18.2	18.2	93.4
3	8	4.0	4.0	97.5
>4	5	2.5	2.5	100.0
Total	198	100.0	100.0	

Cabang_J.Co_Paling_Sering_Dikunjungi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid J.Co Mall Malioboro	27	13.6	13.6	13.6
J.Co Plaza Ambarukmo	153	77.3	77.3	90.9
J.Co Jogja City Mall	18	9.1	9.1	100.0
Total	198	100.0	100.0	

Cabang_DunkinDonuts_Paling_Sering_Dikunjungi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dunkin Donuts Ramai Mall	9	4.5	4.5	4.5
Dunkin Donuts Gramedia	27	13.6	13.6	18.2
Dunkin Donuts Jl. Ring Road Utara	9	4.5	4.5	22.7
Dunkin Donuts Plaza Ambarukmo	102	51.5	51.5	74.2
Dunkin Donuts Jl. Kaliurang	51	25.8	25.8	100.0
Total	198	100.0	100.0	

Lampiran 4 – Tabulasi Silang

Crosstab

Jenis_Kelamin			Uang_saku				Total	
			= Rp 500.000	Rp 500.100 – Rp 1.000.000	Rp 1.000.100 – Rp 1.500.000	> Rp 1.500.000		= Rp 500.000
Laki-laki	Konsumsi_JCo	1	Count	9	25	18	7	59
			% within Konsumsi_JCo	15.3%	42.4%	30.5%	11.9%	100.0%
			% within Uang_saku	60.0%	69.4%	45.0%	63.6%	57.8%
			% of Total	8.8%	24.5%	17.6%	6.9%	57.8%
		2	Count	4	8	14	3	29
			% within Konsumsi_JCo	13.8%	27.6%	48.3%	10.3%	100.0%
			% within Uang_saku	26.7%	22.2%	35.0%	27.3%	28.4%
		3	Count	2	1	6	1	10
			% within Konsumsi_JCo	20.0%	10.0%	60.0%	10.0%	100.0%
			% within Uang_saku	13.3%	2.8%	15.0%	9.1%	9.8%
		>4	Count	0	2	2	0	4
			% within Konsumsi_JCo	.0%	50.0%	50.0%	.0%	100.0%
			% within Uang_saku	.0%	5.6%	5.0%	.0%	3.9%
Total	Count	15	36	40	11	102		
	% within Konsumsi_JCo	14.7%	35.3%	39.2%	10.8%	100.0%		
	% within Uang_saku	100.0%	100.0%	100.0%	100.0%	100.0%		
	% of Total	14.7%	35.3%	39.2%	10.8%	100.0%		
Perempuan	Konsumsi_JCo	1	Count	11	26	22	6	65
			% within Konsumsi_JCo	16.9%	40.0%	33.8%	9.2%	100.0%
			% within Uang_saku	91.7%	78.8%	62.9%	37.5%	67.7%
			% of Total	11.5%	27.1%	22.9%	6.3%	67.7%
		2	Count	1	3	10	7	21
			% within Konsumsi_JCo	4.8%	14.3%	47.6%	33.3%	100.0%
			% within Uang_saku	8.3%	9.1%	28.6%	43.8%	21.9%
		3	Count	0	4	1	0	5
			% within Konsumsi_JCo	.0%	80.0%	20.0%	.0%	100.0%
			% within Uang_saku	.0%	12.1%	2.9%	.0%	5.2%
		>4	Count	0	0	2	3	5
			% within Konsumsi_JCo	.0%	.0%	40.0%	60.0%	100.0%
			% within Uang_saku	.0%	.0%	5.7%	18.8%	5.2%
Total	Count	12	33	35	16	96		
	% within Konsumsi_JCo	12.5%	34.4%	36.5%	16.7%	100.0%		

% within Uang_saku	100.0%	100.0%	100.0%	100.0%	100.0%
% of Total	12.5%	34.4%	36.5%	16.7%	100.0%

Crosstab

Jenis_Kelamin			Uang_saku				Total	
			= Rp 500.000	Rp 500.100 – Rp 1.000.000	Rp 1.000.100 – Rp 1.500.000	> Rp 1.500.000	= Rp 500.000	
Laki-laki	Konsumsi_Dunkin	1	Count	9	24	26	10	69
			% within Konsumsi_Dunkin	13.0%	34.8%	37.7%	14.5%	100.0%
			% within Uang_saku	60.0%	66.7%	65.0%	90.9%	67.6%
			% of Total	8.8%	23.5%	25.5%	9.8%	67.6%
		2	Count	4	10	9	1	24
			% within Konsumsi_Dunkin	16.7%	41.7%	37.5%	4.2%	100.0%
			% within Uang_saku	26.7%	27.8%	22.5%	9.1%	23.5%
			% of Total	3.9%	9.8%	8.8%	1.0%	23.5%
		3	Count	2	2	3	0	7
			% within Konsumsi_Dunkin	28.6%	28.6%	42.9%	.0%	100.0%
			% within Uang_saku	13.3%	5.6%	7.5%	.0%	6.9%
			% of Total	2.0%	2.0%	2.9%	.0%	6.9%
		>4	Count	0	0	2	0	2
	% within Konsumsi_Dunkin	.0%	.0%	100.0%	.0%	100.0%		
	% within Uang_saku	.0%	.0%	5.0%	.0%	2.0%		
	% of Total	.0%	.0%	2.0%	.0%	2.0%		
	Total	Count	15	36	40	11	102	
		% within Konsumsi_Dunkin	14.7%	35.3%	39.2%	10.8%	100.0%	
		% within Uang_saku	100.0%	100.0%	100.0%	100.0%	100.0%	
		% of Total	14.7%	35.3%	39.2%	10.8%	100.0%	
Perempuan	Konsumsi_Dunkin	1	Count	11	30	27	12	80
			% within Konsumsi_Dunkin	13.8%	37.5%	33.8%	15.0%	100.0%
			% within Uang_saku	91.7%	90.9%	77.1%	75.0%	83.3%
			% of Total	11.5%	31.3%	28.1%	12.5%	83.3%
		2	Count	1	2	6	3	12
			% within Konsumsi_Dunkin	8.3%	16.7%	50.0%	25.0%	100.0%
			% within Uang_saku	8.3%	6.1%	17.1%	18.8%	12.5%
			% of Total	1.0%	2.1%	6.3%	3.1%	12.5%
		3	Count	0	1	0	0	1
			% within Konsumsi_Dunkin	.0%	100.0%	.0%	.0%	100.0%
			% within Uang_saku	.0%	3.0%	.0%	.0%	1.0%

		% of Total	.0%	1.0%	.0%	.0%	1.0%
	>4	Count	0	0	2	1	3
		% within Konsumsi_Dunkin	.0%	.0%	66.7%	33.3%	100.0%
		% within Uang_saku	.0%	.0%	5.7%	6.3%	3.1%
Total		% of Total	.0%	.0%	2.1%	1.0%	3.1%
		Count	12	33	35	16	96
		% within Konsumsi_Dunkin	12.5%	34.4%	36.5%	16.7%	100.0%
		% within Uang_saku	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	12.5%	34.4%	36.5%	16.7%	100.0%



Lampiran 5 – Analisis *Independent Sample t-Test*

Independent t-Test (Jenis Kelamin, J.Co)

Group Statistics

JENIS_KELAMIN		N	Mean	Std. Deviation	Std. Error Mean
ATT	Laki-laki	102	3.6922	.53226	.05270
	Perempuan	96	3.7333	.47299	.04827
PER	Laki-laki	102	3.7059	.50366	.04987
	Perempuan	96	3.7639	.58822	.06004
QUA	Laki-laki	102	3.8505	.46440	.04598
	Perempuan	96	3.8359	.44401	.04532
IMG	Laki-laki	102	3.7216	.46087	.04563
	Perempuan	96	3.7792	.38000	.03878
FAM	Laki-laki	102	3.9739	.51101	.05060
	Perempuan	96	4.1285	.50116	.05115
AVL	Laki-laki	102	3.7868	.55557	.05501
	Perempuan	96	3.7396	.57459	.05864
EXP	Laki-laki	102	3.8186	.68862	.06818
	Perempuan	96	4.0156	.63847	.06516
CAT	Laki-laki	102	3.5131	.68083	.06741
	Perempuan	96	3.5972	.58423	.05963
RIS	Laki-laki	102	3.3652	.64837	.06420
	Perempuan	96	3.4141	.60353	.06160
SOC	Laki-laki	102	3.1471	.72189	.07148
	Perempuan	96	3.1937	.67275	.06866

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	
									Upper	Lower
ATT	Equal variances assumed	.850	.358	-.574	196	.567	-.04118	.07173	-.18263	.10028
	Equal variances not assumed			-.576	195.367	.565	-.04118	.07147	-.18213	.09977
PER	Equal variances assumed	1.599	.208	-.747	196	.456	-.05801	.07768	-.21120	.09519
	Equal variances not assumed			-.743	187.407	.458	-.05801	.07805	-.21197	.09596

QUA	Equal variances assumed	.029	.864	.225	196	.822	.01455	.06465	-.11294	.14205
	Equal variances not assumed			.225	195.950	.822	.01455	.06456	-.11277	.14187
IMG	Equal variances assumed	2.267	.134	-.956	196	.340	-.05760	.06024	-.17639	.06120
	Equal variances not assumed			-.962	192.710	.337	-.05760	.05989	-.17572	.06052
FAM	Equal variances assumed	.210	.647	-2.148	196	.033	-.15462	.07199	-.29659	-.01264
	Equal variances not assumed			-2.149	195.664	.033	-.15462	.07195	-.29651	-.01272
AVL	Equal variances assumed	.203	.653	.587	196	.558	.04718	.08032	-.11123	.20559
	Equal variances not assumed			.587	194.264	.558	.04718	.08041	-.11140	.20576
EXP	Equal variances assumed	2.318	.130	-2.084	196	.038	-.19700	.09453	-.38343	-.01057
	Equal variances not assumed			-2.089	195.958	.038	-.19700	.09432	-.38300	-.01099
CAT	Equal variances assumed	.294	.588	-.931	196	.353	-.08415	.09042	-.26246	.09416
	Equal variances not assumed			-.935	194.372	.351	-.08415	.09000	-.26165	.09335
RIS	Equal variances assumed	.770	.381	-.548	196	.584	-.04887	.08916	-.22471	.12698
	Equal variances not assumed			-.549	195.977	.583	-.04887	.08897	-.22433	.12660
SOC	Equal variances assumed	.587	.444	-.470	196	.639	-.04669	.09933	-.24258	.14920
	Equal variances not assumed			-.471	195.982	.638	-.04669	.09911	-.24216	.14878

Independent t-Test (Jenis Kelamin, Dunkin Donuts)

Group Statistics

JENIS_KELAMIN		N	Mean	Std. Deviation	Std. Error Mean
ATT	Laki-Laki	102	3.5294	.65319	.06467
	Perempuan	96	3.4646	.54868	.05600
PER	Laki-Laki	102	3.8954	.61155	.06055
	Perempuan	96	3.8854	.47837	.04882
QUA	Laki-Laki	102	3.8284	.52885	.05236
	Perempuan	96	3.7109	.47341	.04832
IMG	Laki-Laki	102	3.6912	.43100	.04268
	Perempuan	96	3.6490	.36361	.03711
FAM	Laki-Laki	102	4.0033	.56384	.05583
	Perempuan	96	4.0694	.60003	.06124
AVL	Laki-Laki	102	3.7696	.64070	.06344
	Perempuan	96	3.8099	.57782	.05897
EXP	Laki-Laki	102	3.8039	.69352	.06867
	Perempuan	96	3.8906	.69283	.07071
CAT	Laki-Laki	102	3.5621	.65161	.06452
	Perempuan	96	3.4410	.55037	.05617
RIS	Laki-Laki	102	3.3456	.66381	.06573
	Perempuan	96	3.4479	.55715	.05686
SOC	Laki-Laki	102	3.0961	.74021	.07329
	Perempuan	96	3.1229	.68140	.06955

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	
									Upper	Lower
ATT	Equal variances assumed	2.235	.136	.754	196	.452	.06483	.08600	-.10478	.23443
	Equal variances not assumed			.758	193.551	.450	.06483	.08555	-.10390	.23356
PER	Equal variances assumed	4.908	.028	.128	196	.898	.01001	.07836	-.14452	.16454
	Equal variances not assumed			.129	189.749	.898	.01001	.07778	-.14342	.16344
QUA	Equal variances assumed	.618	.433	1.644	196	.102	.11749	.07149	-.02349	.25848
	Equal variances not assumed			1.649	195.518	.101	.11749	.07125	-.02302	.25801
IMG	Equal variances	.751	.387	.743	196	.459	.04222	.05685	-.06989	.15432

	assumed									
	Equal variances not assumed			.747	193.729	.456	.04222	.05655	-.06932	.15376
FAM	Equal variances assumed	.562	.454	-.800	196	.425	-.06618	.08271	-.22930	.09694
	Equal variances not assumed			-.799	193.082	.426	-.06618	.08287	-.22962	.09727
AVL	Equal variances assumed	1.252	.265	-.464	196	.643	-.04029	.08689	-.21164	.13107
	Equal variances not assumed			-.465	195.650	.642	-.04029	.08662	-.21111	.13053
EXP	Equal variances assumed	.450	.503	-.880	196	.380	-.08670	.09857	-.28110	.10769
	Equal variances not assumed			-.880	195.298	.380	-.08670	.09857	-.28110	.10769
CAT	Equal variances assumed	1.036	.310	1.409	196	.161	.12112	.08598	-.04845	.29069
	Equal variances not assumed			1.416	193.777	.158	.12112	.08555	-.04760	.28984
RIS	Equal variances assumed	3.523	.062	-1.171	196	.243	-.10233	.08737	-.27464	.06998
	Equal variances not assumed			-1.177	193.516	.240	-.10233	.08691	-.27374	.06909
SOC	Equal variances assumed	.893	.346	-.265	196	.791	-.02684	.10129	-.22660	.17292
	Equal variances not assumed			-.266	195.907	.791	-.02684	.10104	-.22610	.17242

Independent t-Test (J.Co, Dunkin Donuts)

Group Statistics

VAR00011		N	Mean	Std. Deviation	Std. Error Mean
ATT	J.Co	198	3.7121	.50355	.03579
	Dunkin Donuts	198	3.4980	.60413	.04293
PER	J.Co	198	3.7340	.54567	.03878
	Dunkin Donuts	198	3.8906	.54966	.03906
QUA	J.Co	198	3.8434	.45353	.03223
	Dunkin Donuts	198	3.7715	.50491	.03588
IMG	J.Co	198	3.7495	.42352	.03010
	Dunkin Donuts	198	3.6707	.39930	.02838
FAM	J.Co	198	4.0488	.51088	.03631
	Dunkin Donuts	198	4.0354	.58113	.04130
AVL	J.Co	198	3.7639	.56393	.04008
	Dunkin Donuts	198	3.7891	.60981	.04334
EXP	J.Co	198	3.9141	.67041	.04764
	Dunkin Donuts	198	3.8460	.69279	.04923
CAT	J.Co	198	3.5539	.63563	.04517
	Dunkin Donuts	198	3.5034	.60617	.04308
RIS	J.Co	198	3.3889	.62592	.04448
	Dunkin Donuts	198	3.3952	.61501	.04371
SOC	J.Co	198	3.1697	.69712	.04954
	Dunkin Donuts	198	3.1091	.71063	.05050

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	
									Upper	Lower
ATT	Equal variances assumed	1.795	.181	3.831	394	.000	.21414	.05589	.10426	.32402
	Equal variances not assumed			3.831	381.618	.000	.21414	.05589	.10425	.32404
PER	Equal variances assumed	.094	.760	-2.844	394	.005	-.15657	.05504	-.26478	-.04835
	Equal variances not assumed			-2.844	393.979	.005	-.15657	.05504	-.26478	-.04835
QUA	Equal variances assumed	1.192	.276	1.492	394	.136	.07197	.04823	-.02286	.16680
	Equal variances not assumed			1.492	389.549	.136	.07197	.04823	-.02286	.16680

IMG	Equal variances assumed	2.384	.123	1.905	394	.058	.07879	.04137	-.00254	.16011
	Equal variances not assumed			1.905	392.642	.058	.07879	.04137	-.00254	.16011
FAM	Equal variances assumed	.064	.801	.245	394	.807	.01347	.05499	-.09464	.12158
	Equal variances not assumed			.245	387.635	.807	.01347	.05499	-.09465	.12158
AVL	Equal variances assumed	.408	.524	-.428	394	.669	-.02525	.05903	-.14130	.09080
	Equal variances not assumed			-.428	391.613	.669	-.02525	.05903	-.14130	.09080
EXP	Equal variances assumed	.335	.563	.995	394	.320	.06818	.06851	-.06651	.20288
	Equal variances not assumed			.995	393.576	.320	.06818	.06851	-.06651	.20288
CAT	Equal variances assumed	.295	.587	.809	394	.419	.05051	.06242	-.07221	.17322
	Equal variances not assumed			.809	393.116	.419	.05051	.06242	-.07221	.17322
RIS	Equal variances assumed	.032	.857	-.101	394	.919	-.00631	.06236	-.12892	.11629
	Equal variances not assumed			-.101	393.878	.919	-.00631	.06236	-.12892	.11629
SOC	Equal variances assumed	.014	.907	.857	394	.392	.06061	.07075	-.07848	.19969
	Equal variances not assumed			.857	393.855	.392	.06061	.07075	-.07848	.19969

Lampiran 6 – Analisis *One Way ANOVA*

ONE WAY ANOVA (Uang Saku, J.Co)

Descriptives

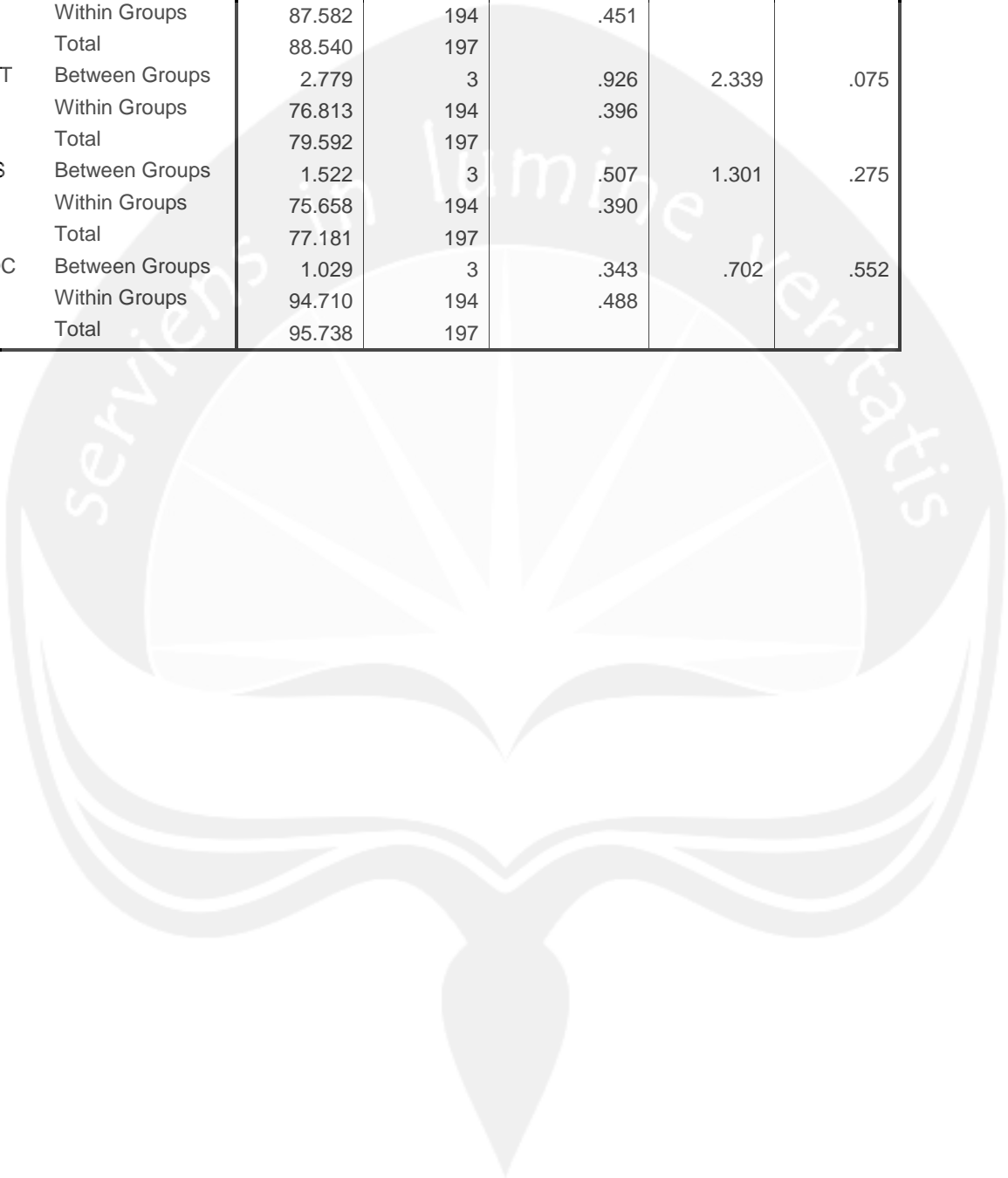
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
ATT	≤ Rp 500.000	27	3.6444	.52428	.10090	3.4370	3.8518	2.60	5.00
	Rp 500.100 – Rp 1.000.000	69	3.6870	.48078	.05788	3.5715	3.8025	2.60	5.00
	Rp 1.000.100 – Rp 1.500.000	75	3.7227	.50713	.05856	3.6060	3.8393	2.20	5.00
	> Rp 1.500.000	27	3.8148	.54044	.10401	3.6010	4.0286	2.40	5.00
	Total	198	3.7121	.50355	.03579	3.6415	3.7827	2.20	5.00
PER	≤ Rp 500.000	27	3.8272	.60178	.11581	3.5891	4.0652	2.33	5.00
	Rp 500.100 – Rp 1.000.000	69	3.7246	.51436	.06192	3.6011	3.8482	2.67	5.00
	Rp 1.000.100 – Rp 1.500.000	75	3.7200	.55896	.06454	3.5914	3.8486	2.33	5.00
	> Rp 1.500.000	27	3.7037	.54954	.10576	3.4863	3.9211	2.67	4.67
	Total	198	3.7340	.54567	.03878	3.6575	3.8105	2.33	5.00
QUA	≤ Rp 500.000	27	3.6759	.48938	.09418	3.4823	3.8695	3.00	5.00
	Rp 500.100 – Rp 1.000.000	69	3.7899	.41485	.04994	3.6902	3.8895	3.00	5.00
	Rp 1.000.100 – Rp 1.500.000	75	3.9100	.43813	.05059	3.8092	4.0108	2.75	5.00
	> Rp 1.500.000	27	3.9630	.50812	.09779	3.7620	4.1640	2.50	5.00
	Total	198	3.8434	.45353	.03223	3.7799	3.9070	2.50	5.00
IMG	≤ Rp 500.000	27	3.6370	.43337	.08340	3.4656	3.8085	2.40	4.60
	Rp 500.100 – Rp 1.000.000	69	3.7681	.44408	.05346	3.6614	3.8748	2.40	4.60
	Rp 1.000.100 – Rp 1.500.000	75	3.7387	.38621	.04460	3.6498	3.8275	2.60	4.40
	> Rp 1.500.000	27	3.8444	.45517	.08760	3.6644	4.0245	2.60	4.80
	Total	198	3.7495	.42352	.03010	3.6901	3.8089	2.40	4.80
FAM	≤ Rp 500.000	27	3.9506	.65178	.12544	3.6928	4.2085	2.67	5.00
	Rp 500.100 – Rp 1.000.000	69	3.9710	.46701	.05622	3.8588	4.0832	2.67	5.00
	Rp 1.000.100 – Rp 1.500.000	75	4.0889	.49724	.05742	3.9745	4.2033	3.00	5.00
	> Rp 1.500.000	27	4.2346	.46053	.08863	4.0524	4.4167	3.67	5.00
	Total	198	4.0488	.51088	.03631	3.9772	4.1204	2.67	5.00
AVL	≤ Rp 500.000	27	3.7222	.58971	.11349	3.4889	3.9555	1.75	4.75
	Rp 500.100 – Rp 1.000.000	69	3.7391	.58069	.06991	3.5996	3.8786	1.75	5.00
	Rp 1.000.100 – Rp 1.500.000	75	3.7067	.54891	.06338	3.5804	3.8330	2.50	5.00

	> Rp 1.500.000	27	4.0278	.48701	.09373	3.8351	4.2204	3.25	5.00
	Total	198	3.7639	.56393	.04008	3.6849	3.8429	1.75	5.00
EXP	≤ Rp 500.000	27	3.7963	.68303	.13145	3.5261	4.0665	1.50	5.00
	Rp 500.100 – Rp 1.000.000	69	3.8768	.69349	.08349	3.7102	4.0434	1.50	5.00
	Rp 1.000.100 – Rp 1.500.000	75	3.9467	.59601	.06882	3.8095	4.0838	2.00	5.00
	> Rp 1.500.000	27	4.0370	.79573	.15314	3.7223	4.3518	2.00	5.00
	Total	198	3.9141	.67041	.04764	3.8202	4.0081	1.50	5.00
CAT	≤ Rp 500.000	27	3.4074	.60858	.11712	3.1667	3.6482	2.33	5.00
	Rp 500.100 – Rp 1.000.000	69	3.5024	.61470	.07400	3.3547	3.6501	1.00	5.00
	Rp 1.000.100 – Rp 1.500.000	75	3.5556	.64917	.07496	3.4062	3.7049	1.00	5.00
	> Rp 1.500.000	27	3.8272	.62955	.12116	3.5781	4.0762	2.33	5.00
	Total	198	3.5539	.63563	.04517	3.4648	3.6430	1.00	5.00
RIS	≤ Rp 500.000	27	3.5463	.63940	.12305	3.2934	3.7992	2.25	5.00
	Rp 500.100 – Rp 1.000.000	69	3.3043	.64293	.07740	3.1499	3.4588	1.25	4.75
	Rp 1.000.100 – Rp 1.500.000	75	3.3700	.61287	.07077	3.2290	3.5110	1.25	4.75
	> Rp 1.500.000	27	3.5000	.59242	.11401	3.2656	3.7344	2.50	4.50
	Total	198	3.3889	.62592	.04448	3.3012	3.4766	1.25	5.00
SOC	≤ Rp 500.000	27	3.1037	.79493	.15298	2.7892	3.4182	1.40	4.40
	Rp 500.100 – Rp 1.000.000	69	3.2667	.66214	.07971	3.1076	3.4257	1.40	5.00
	Rp 1.000.100 – Rp 1.500.000	75	3.1120	.71904	.08303	2.9466	3.2774	1.40	5.00
	> Rp 1.500.000	27	3.1481	.62657	.12058	2.9003	3.3960	1.80	4.40
	Total	198	3.1697	.69712	.04954	3.0720	3.2674	1.40	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATT	Between Groups	.460	3	.153	.602	.615
	Within Groups	49.490	194	.255		
	Total	49.951	197			
PER	Between Groups	.280	3	.093	.310	.818
	Within Groups	58.378	194	.301		
	Total	58.658	197			
QUA	Between Groups	1.674	3	.558	2.786	.042
	Within Groups	38.848	194	.200		
	Total	40.521	197			
IMG	Between Groups	.618	3	.206	1.150	.330
	Within Groups	34.717	194	.179		
	Total	35.335	197			
FAM	Between Groups	1.730	3	.577	2.252	.084
	Within Groups	49.687	194	.256		

	Total	51.417	197			
AVL	Between Groups	2.215	3	.738	2.370	.072
	Within Groups	60.434	194	.312		
	Total	62.649	197			
EXP	Between Groups	.958	3	.319	.708	.549
	Within Groups	87.582	194	.451		
	Total	88.540	197			
CAT	Between Groups	2.779	3	.926	2.339	.075
	Within Groups	76.813	194	.396		
	Total	79.592	197			
RIS	Between Groups	1.522	3	.507	1.301	.275
	Within Groups	75.658	194	.390		
	Total	77.181	197			
SOC	Between Groups	1.029	3	.343	.702	.552
	Within Groups	94.710	194	.488		
	Total	95.738	197			



ONE WAY ANOVA (Usia, J.Co)

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
ATT	17-19	30	3.7133	.53481	.09764	3.5136	3.9130	2.60	5.00
	20-22	138	3.7319	.49670	.04228	3.6483	3.8155	2.20	5.00
	23-25	30	3.6200	.51017	.09314	3.4295	3.8105	2.80	5.00
	Total	198	3.7121	.50355	.03579	3.6415	3.7827	2.20	5.00
PER	17-19	30	3.7111	.44406	.08107	3.5453	3.8769	2.67	4.33
	20-22	138	3.7440	.58681	.04995	3.6452	3.8427	2.33	5.00
	23-25	30	3.7111	.44406	.08107	3.5453	3.8769	2.67	4.33
	Total	198	3.7340	.54567	.03878	3.6575	3.8105	2.33	5.00
QUA	17-19	30	3.8333	.37905	.06920	3.6918	3.9749	3.00	5.00
	20-22	138	3.8623	.47287	.04025	3.7827	3.9419	2.50	5.00
	23-25	30	3.7667	.43516	.07945	3.6042	3.9292	3.00	4.75
	Total	198	3.8434	.45353	.03223	3.7799	3.9070	2.50	5.00
IMG	17-19	30	3.6933	.36666	.06694	3.5564	3.8302	3.00	4.40
	20-22	138	3.7783	.43003	.03661	3.7059	3.8506	2.40	4.80
	23-25	30	3.6733	.44407	.08108	3.5075	3.8392	2.40	4.20
	Total	198	3.7495	.42352	.03010	3.6901	3.8089	2.40	4.80
FAM	17-19	30	4.0111	.54304	.09914	3.8083	4.2139	3.00	5.00
	20-22	138	4.0725	.49448	.04209	3.9892	4.1557	2.67	5.00
	23-25	30	3.9778	.56006	.10225	3.7686	4.1869	2.67	5.00
	Total	198	4.0488	.51088	.03631	3.9772	4.1204	2.67	5.00
AVL	17-19	30	3.6750	.59143	.10798	3.4542	3.8958	1.75	5.00
	20-22	138	3.7717	.57825	.04922	3.6744	3.8691	1.75	5.00
	23-25	30	3.8167	.46855	.08555	3.6417	3.9916	2.50	5.00
	Total	198	3.7639	.56393	.04008	3.6849	3.8429	1.75	5.00
EXP	17-19	30	3.9167	.64438	.11765	3.6760	4.1573	2.00	5.00
	20-22	138	3.9130	.70688	.06017	3.7941	4.0320	1.50	5.00
	23-25	30	3.9167	.52659	.09614	3.7200	4.1133	3.00	5.00
	Total	198	3.9141	.67041	.04764	3.8202	4.0081	1.50	5.00
CAT	17-19	30	3.5667	.52632	.09609	3.3701	3.7632	2.33	5.00
	20-22	138	3.5797	.66460	.05657	3.4678	3.6916	1.00	5.00
	23-25	30	3.4222	.59970	.10949	3.1983	3.6462	2.00	4.33
	Total	198	3.5539	.63563	.04517	3.4648	3.6430	1.00	5.00
RIS	17-19	30	3.0667	.64639	.11801	2.8253	3.3080	1.25	4.00
	20-22	138	3.4565	.62118	.05288	3.3520	3.5611	1.25	5.00
	23-25	30	3.4000	.53980	.09855	3.1984	3.6016	2.00	4.00
	Total	198	3.3889	.62592	.04448	3.3012	3.4766	1.25	5.00
SOC	17-19	30	3.1067	.64697	.11812	2.8651	3.3483	1.40	5.00

20-22	138	3.2275	.67411	.05738	3.1141	3.3410	1.40	5.00
23-25	30	2.9667	.82057	.14981	2.6603	3.2731	1.40	4.40
Total	198	3.1697	.69712	.04954	3.0720	3.2674	1.40	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATT	Between Groups	.309	2	.154	.606	.547
	Within Groups	49.642	195	.255		
	Total	49.951	197			
PER	Between Groups	.045	2	.023	.075	.928
	Within Groups	58.613	195	.301		
	Total	58.658	197			
QUA	Between Groups	.229	2	.115	.554	.575
	Within Groups	40.292	195	.207		
	Total	40.521	197			
IMG	Between Groups	.383	2	.191	1.068	.346
	Within Groups	34.952	195	.179		
	Total	35.335	197			
FAM	Between Groups	.271	2	.136	.517	.597
	Within Groups	51.146	195	.262		
	Total	51.417	197			
AVL	Between Groups	.329	2	.165	.515	.598
	Within Groups	62.320	195	.320		
	Total	62.649	197			
EXP	Between Groups	.001	2	.000	.001	.999
	Within Groups	88.540	195	.454		
	Total	88.540	197			
CAT	Between Groups	.617	2	.308	.762	.468
	Within Groups	78.975	195	.405		
	Total	79.592	197			
RIS	Between Groups	3.750	2	1.875	4.979	.008
	Within Groups	73.431	195	.377		
	Total	77.181	197			
SOC	Between Groups	1.817	2	.909	1.887	.154
	Within Groups	93.921	195	.482		
	Total	95.738	197			

ONE WAYANOVA (Uang Saku, Dunkin Donuts)

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
ATT	≤ Rp 500.000	27	3.5556	.53875	.10368	3.3424	3.7687	2.60	4.60
	Rp 500.100 – Rp 1.000.000	69	3.4493	.61492	.07403	3.3016	3.5970	1.00	4.60
	Rp 1.000.100 – Rp 1.500.000	75	3.4907	.61274	.07075	3.3497	3.6316	1.00	5.00
	> Rp 1.500.000	27	3.5852	.63228	.12168	3.3351	3.8353	1.80	5.00
	Total	198	3.4980	.60413	.04293	3.4133	3.5826	1.00	5.00
PER	≤ Rp 500.000	27	3.8642	.63555	.12231	3.6128	4.1156	2.33	5.00
	Rp 500.100 – Rp 1.000.000	69	3.8357	.50689	.06102	3.7140	3.9575	2.67	5.00
	Rp 1.000.100 – Rp 1.500.000	75	3.8933	.56728	.06550	3.7628	4.0239	2.33	5.00
	> Rp 1.500.000	27	4.0494	.51227	.09859	3.8467	4.2520	2.67	5.00
	Total	198	3.8906	.54966	.03906	3.8135	3.9676	2.33	5.00
QUA	≤ Rp 500.000	27	3.7222	.47704	.09181	3.5335	3.9109	3.00	4.75
	Rp 500.100 – Rp 1.000.000	69	3.6920	.47963	.05774	3.5768	3.8072	2.00	4.75
	Rp 1.000.100 – Rp 1.500.000	75	3.8167	.51224	.05915	3.6988	3.9345	2.00	5.00
	> Rp 1.500.000	27	3.8981	.56013	.10780	3.6766	4.1197	2.50	5.00
	Total	198	3.7715	.50491	.03588	3.7007	3.8422	2.00	5.00
IMG	≤ Rp 500.000	27	3.6889	.34006	.06544	3.5544	3.8234	2.90	4.40
	Rp 500.100 – Rp 1.000.000	69	3.6957	.41247	.04966	3.5966	3.7947	2.10	4.90
	Rp 1.000.100 – Rp 1.500.000	75	3.6307	.43805	.05058	3.5299	3.7315	2.10	4.90
	> Rp 1.500.000	27	3.7000	.30634	.05896	3.5788	3.8212	3.10	4.50
	Total	198	3.6707	.39930	.02838	3.6147	3.7267	2.10	4.90
FAM	≤ Rp 500.000	27	4.0494	.58983	.11351	3.8161	4.2827	3.00	5.00
	Rp 500.100 – Rp 1.000.000	69	3.9903	.59949	.07217	3.8463	4.1344	1.00	5.00
	Rp 1.000.100 – Rp 1.500.000	75	4.0444	.59359	.06854	3.9079	4.1810	1.00	5.00
	> Rp 1.500.000	27	4.1111	.50637	.09745	3.9108	4.3114	3.00	5.00
	Total	198	4.0354	.58113	.04130	3.9539	4.1168	1.00	5.00
AVL	≤ Rp 500.000	27	3.8056	.54302	.10450	3.5907	4.0204	2.25	4.75
	Rp 500.100 – Rp 1.000.000	69	3.8225	.60040	.07228	3.6782	3.9667	1.00	5.00

	Rp 1.000.100 – Rp 1.500.000	75	3.6833	.66314	.07657	3.5308	3.8359	1.00	5.00
	> Rp 1.500.000	27	3.9815	.50443	.09708	3.7819	4.1810	3.00	4.75
	Total	198	3.7891	.60981	.04334	3.7037	3.8746	1.00	5.00
EXP	≤ Rp 500.000	27	3.7778	.69798	.13433	3.5017	4.0539	1.50	5.00
	Rp 500.100 – Rp 1.000.000	69	3.8188	.72746	.08758	3.6441	3.9936	1.00	5.00
	Rp 1.000.100 – Rp 1.500.000	75	3.8600	.62903	.07263	3.7153	4.0047	1.00	5.00
	> Rp 1.500.000	27	3.9444	.78854	.15175	3.6325	4.2564	2.00	5.00
	Total	198	3.8460	.69279	.04923	3.7489	3.9431	1.00	5.00
CAT	≤ Rp 500.000	27	3.4444	.59914	.11531	3.2074	3.6815	2.33	4.67
	Rp 500.100 – Rp 1.000.000	69	3.4106	.61076	.07353	3.2639	3.5573	1.00	4.67
	Rp 1.000.100 – Rp 1.500.000	75	3.5244	.58810	.06791	3.3891	3.6598	1.00	5.00
	> Rp 1.500.000	27	3.7407	.61556	.11847	3.4972	3.9842	2.33	5.00
	Total	198	3.5034	.60617	.04308	3.4184	3.5883	1.00	5.00
RIS	≤ Rp 500.000	27	3.4352	.74224	.14284	3.1416	3.7288	2.25	5.00
	Rp 500.100 – Rp 1.000.000	69	3.3007	.58092	.06993	3.1612	3.4403	2.00	5.00
	Rp 1.000.100 – Rp 1.500.000	75	3.4300	.60342	.06968	3.2912	3.5688	2.00	5.00
	> Rp 1.500.000	27	3.5000	.59646	.11479	3.2640	3.7360	2.50	5.00
	Total	198	3.3952	.61501	.04371	3.3090	3.4814	2.00	5.00
SOC	≤ Rp 500.000	27	3.1333	.80384	.15470	2.8153	3.4513	1.40	4.80
	Rp 500.100 – Rp 1.000.000	69	3.1594	.66295	.07981	3.0002	3.3187	1.00	4.20
	Rp 1.000.100 – Rp 1.500.000	75	3.0320	.73451	.08481	2.8630	3.2010	1.00	4.60
	> Rp 1.500.000	27	3.1704	.68321	.13148	2.9001	3.4406	1.80	4.80
	Total	198	3.1091	.71063	.05050	3.0095	3.2087	1.00	4.80

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATT	Between Groups	.463	3	.154	.419	.740
	Within Groups	71.437	194	.368		
	Total	71.899	197			
PER	Between Groups	.908	3	.303	1.001	.393
	Within Groups	58.610	194	.302		
	Total	59.518	197			
QUA	Between Groups	1.087	3	.362	1.431	.235
	Within Groups	49.134	194	.253		
	Total	50.221	197			
IMG	Between Groups	.195	3	.065	.405	.750
	Within Groups	31.215	194	.161		
	Total	31.410	197			

FAM	Between Groups	.306	3	.102	.299	.826
	Within Groups	66.224	194	.341		
	Total	66.530	197			
AVL	Between Groups	1.922	3	.641	1.743	.160
	Within Groups	71.337	194	.368		
	Total	73.259	197			
EXP	Between Groups	.453	3	.151	.311	.817
	Within Groups	94.099	194	.485		
	Total	94.552	197			
CAT	Between Groups	2.242	3	.747	2.067	.106
	Within Groups	70.145	194	.362		
	Total	72.387	197			
RIS	Between Groups	1.046	3	.349	.921	.432
	Within Groups	73.467	194	.379		
	Total	74.513	197			
SOC	Between Groups	.738	3	.246	.483	.694
	Within Groups	98.746	194	.509		
	Total	99.484	197			

ONE WAY ANOVA (Usia, Dunkin Donuts)

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
ATT 17-19	30	3.2400	.69362	.12664	2.9810	3.4990	1.00	4.00
20-22	138	3.5594	.56473	.04807	3.4644	3.6545	1.00	5.00
23-25	30	3.4733	.63568	.11606	3.2360	3.7107	1.80	5.00
Total	198	3.4980	.60413	.04293	3.4133	3.5826	1.00	5.00
PER 17-19	30	3.9000	.53355	.09741	3.7008	4.0992	2.67	5.00
20-22	138	3.9058	.52510	.04470	3.8174	3.9942	2.33	5.00
23-25	30	3.8111	.67627	.12347	3.5586	4.0636	2.33	5.00
Total	198	3.8906	.54966	.03906	3.8135	3.9676	2.33	5.00
QUA 17-19	30	3.6833	.47766	.08721	3.5050	3.8617	2.00	4.50
20-22	138	3.7844	.52509	.04470	3.6960	3.8728	2.00	5.00
23-25	30	3.8000	.43747	.07987	3.6366	3.9634	3.00	4.75
Total	198	3.7715	.50491	.03588	3.7007	3.8422	2.00	5.00
IMG 17-19	30	3.6967	.43110	.07871	3.5357	3.8576	2.20	4.90
20-22	138	3.6529	.39747	.03384	3.5860	3.7198	2.10	4.70
23-25	30	3.7267	.38141	.06964	3.5842	3.8691	2.90	4.90
Total	198	3.6707	.39930	.02838	3.6147	3.7267	2.10	4.90
FAM 17-19	30	3.9000	.77385	.14129	3.6110	4.1890	1.00	5.00
20-22	138	4.0386	.54494	.04639	3.9469	4.1304	1.00	5.00
23-25	30	4.1556	.50842	.09282	3.9657	4.3454	3.33	5.00
Total	198	4.0354	.58113	.04130	3.9539	4.1168	1.00	5.00
AVL 17-19	30	3.6750	.64711	.11815	3.4334	3.9166	1.00	4.50
20-22	138	3.7880	.61230	.05212	3.6850	3.8911	1.00	5.00
23-25	30	3.9083	.55508	.10134	3.7011	4.1156	2.50	5.00
Total	198	3.7891	.60981	.04334	3.7037	3.8746	1.00	5.00
EXP 17-19	30	3.8000	.72635	.13261	3.5288	4.0712	1.00	5.00
20-22	138	3.8297	.71096	.06052	3.7100	3.9494	1.00	5.00
23-25	30	3.9667	.57135	.10431	3.7533	4.1800	2.50	5.00
Total	198	3.8460	.69279	.04923	3.7489	3.9431	1.00	5.00
CAT 17-19	30	3.4111	.64138	.11710	3.1716	3.6506	1.00	4.00
20-22	138	3.5000	.60847	.05180	3.3976	3.6024	1.00	5.00
23-25	30	3.6111	.56108	.10244	3.4016	3.8206	2.00	4.67
Total	198	3.5034	.60617	.04308	3.4184	3.5883	1.00	5.00
RIS 17-19	30	3.2000	.66760	.12189	2.9507	3.4493	2.00	5.00
20-22	138	3.4330	.58380	.04970	3.3347	3.5312	2.25	5.00
23-25	30	3.4167	.68334	.12476	3.1615	3.6718	2.00	5.00
Total	198	3.3952	.61501	.04371	3.3090	3.4814	2.00	5.00
SOC 17-19	30	2.9800	.66922	.12218	2.7301	3.2299	1.00	4.00
20-22	138	3.1725	.68100	.05797	3.0578	3.2871	1.00	4.80
23-25	30	2.9467	.85328	.15579	2.6280	3.2653	1.20	4.40

Total	198	3.1091	.71063	.05050	3.0095	3.2087	1.00	4.80
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ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATT	Between Groups	2.536	2	1.268	3.564	.030
	Within Groups	69.363	195	.356		
	Total	71.899	197			
PER	Between Groups	.224	2	.112	.368	.692
	Within Groups	59.294	195	.304		
	Total	59.518	197			
QUA	Between Groups	.281	2	.140	.548	.579
	Within Groups	49.941	195	.256		
	Total	50.221	197			
IMG	Between Groups	.158	2	.079	.493	.612
	Within Groups	31.252	195	.160		
	Total	31.410	197			
FAM	Between Groups	.985	2	.492	1.465	.234
	Within Groups	65.546	195	.336		
	Total	66.530	197			
AVL	Between Groups	.817	2	.409	1.100	.335
	Within Groups	72.442	195	.371		
	Total	73.259	197			
EXP	Between Groups	.537	2	.268	.557	.574
	Within Groups	94.015	195	.482		
	Total	94.552	197			
CAT	Between Groups	.605	2	.303	.822	.441
	Within Groups	71.781	195	.368		
	Total	72.387	197			
RIS	Between Groups	1.354	2	.677	1.804	.167
	Within Groups	73.159	195	.375		
	Total	74.513	197			
SOC	Between Groups	1.846	2	.923	1.843	.161
	Within Groups	97.638	195	.501		
	Total	99.484	197			

Lampiran 7 – Analisis Regresi Sederhana

ANALISIS DATA PENGARUH PERSEPSI ASAL MEREK (J.CO)

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	XPER(a)	.	Enter

a All requested variables entered.

b Dependent Variable: XATT

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.107(a)	.011	.006	.50195

a Predictors: (Constant), XPER

b Dependent Variable: XATT

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.568	1	.568	2.254	.135(a)
	Residual	49.383	196	.252		
	Total	49.951	197			

a Predictors: (Constant), XPER

b Dependent Variable: XATT

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t		Sig.
		B	Std. Error	Beta	B	Std. Error	
1	(Constant)	3.345	.247		13.524		.000
	XPER	.098	.066	.107	1.501		.135

a Dependent Variable: XATT

ANALISIS DATA PENGARUH PERSEPSI ASAL MEREK (DUNKIN DONUTS)

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	XPER(a)	.	Enter

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

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.123(a)	.015	.010	.60106

- a Predictors: (Constant), XPER
 b Dependent Variable: XATT

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.090	1	1.090	3.018	.084(a)
	Residual	70.809	196	.361		
	Total	71.899	197			

- a Predictors: (Constant), XPER
 b Dependent Variable: XATT

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t		Sig.
		B	Std. Error	Beta	B	Std. Error	
1	(Constant)	2.971	.306		9.707		.000
	XPER	.135	.078	.123	1.737		.084

- a Dependent Variable: XATT