

LAMPIRAN A

KUESIONER PENDAHULUAN

KUESIONER PENDAHULUAN

Saya menyadari bahwa waktu Anda sangat berharga dan terbatas, tetapi saya mohon kesediaan Anda untuk membantu saya dalam penelitian ini. Penelitian ini dilakukan dalam rangka penyusunan tugas akhir Jurusan Teknik Industri, Universitas Kristen Maranatha.

Anda diharapkan mengisi kuesioner ini sesuai dengan petunjuk pada masing-masing bagian. Akhir kata, saya mengucapkan banyak terima kasih.

Hormat saya,

Erwin

Bagian Pertama

Petunjuk Pengisian :

Berilah tanda (√) pada masing-masing kotak yang telah disediakan untuk merek-merek roti yang Anda kenal. (Jawaban boleh lebih dari satu).

- [.....] “A” Bakery
- [.....] “B” Bakery
- [.....] “C” Bakery
- [.....] “D” Bakery
- [.....] “E” Bakery

NB : Pada saat penyebaran kuesioner pendahuluan ini merek-merek roti yang diteliti ditulis dengan jelas.

LAMPIRAN B

KUESIONER PENELITIAN

LAMPIRAN C

REKAPITULASI KUESIONER

PENDAHULUAN

LAMPIRAN D

REKAPITULASI KUESIONER PENELITIAN

LAMPIRANE

HASIL PENGOLAHAN *CORRESPONDENCE ANALYSIS*

A N A C O R - VERSION 0.4

BY
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The table to be analyzed:

	1	2	3	4	5	Margin
	ABAKERY	BBAKERY	CBAKERY	DBAKERY	EBAKERY	
1	970	851	613	566	750	3750
2	942	802	629	595	782	3750
3	953	836	638	566	757	3750
4	920	853	641	569	767	3750
5	940	842	614	582	772	3750
6	924	865	614	582	765	3750
7	886	874	611	587	792	3750
8	925	855	607	586	777	3750
9	891	856	638	546	819	3750
10	922	849	657	524	798	3750
11	886	967	629	578	690	3750
12	908	881	669	512	780	3750
13	933	876	586	561	794	3750
14	883	896	689	563	719	3750
15	722	799	604	708	917	3750
16	817	814	652	624	843	3750
17	826	900	619	656	749	3750
18	883	924	531	619	793	3750
19	911	951	551	585	752	3750
20	899	946	567	574	764	3750
21	944	832	581	587	806	3750
22	935	810	574	604	827	3750
23	976	881	551	589	753	3750
Margin	20796	19960	14065	13463	17966	86250

The Rowprofiles:

	1	2	3	4	5	Margin
	ABAKERY	BBAKERY	CBAKERY	DBAKERY	EBAKERY	
1	.259	.227	.163	.151	.200	1.000
2	.251	.214	.168	.159	.209	1.000
3	.254	.223	.170	.151	.202	1.000
4	.245	.227	.171	.152	.205	1.000
5	.251	.225	.164	.155	.206	1.000
6	.246	.231	.164	.155	.204	1.000
7	.236	.233	.163	.157	.211	1.000
8	.247	.228	.162	.156	.207	1.000
9	.238	.228	.170	.146	.218	1.000
10	.246	.226	.175	.140	.213	1.000

11	.236	.258	.168	.154	.184	1.000
12	.242	.235	.178	.137	.208	1.000
13	.249	.234	.156	.150	.212	1.000
14	.235	.239	.184	.150	.192	1.000
15	.193	.213	.161	.189	.245	1.000
16	.218	.217	.174	.166	.225	1.000
17	.220	.240	.165	.175	.200	1.000
18	.235	.246	.142	.165	.211	1.000
19	.243	.254	.147	.156	.201	1.000
20	.240	.252	.151	.153	.204	1.000
21	.252	.222	.155	.157	.215	1.000
22	.249	.216	.153	.161	.221	1.000
23	.260	.235	.147	.157	.201	1.000
Margin	.241	.231	.163	.156	.208	

The Columnprofiles:

	1 ABAKERY	2 BBAKERY	3 CBAKERY	4 DBAKERY	5 EBAKERY	Margin
1	.047	.043	.044	.042	.042	.043
2	.045	.040	.045	.044	.044	.043
3	.046	.042	.045	.042	.042	.043
4	.044	.043	.046	.042	.043	.043
5	.045	.042	.044	.043	.043	.043
6	.044	.043	.044	.043	.043	.043
7	.043	.044	.043	.044	.044	.043
8	.044	.043	.043	.044	.043	.043
9	.043	.043	.045	.041	.046	.043

10	.044	.043	.047	.039	.044	.043
11	.043	.048	.045	.043	.038	.043
12	.044	.044	.048	.038	.043	.043
13	.045	.044	.042	.042	.044	.043
14	.042	.045	.049	.042	.040	.043
15	.035	.040	.043	.053	.051	.043
16	.039	.041	.046	.046	.047	.043
17	.040	.045	.044	.049	.042	.043
18	.042	.046	.038	.046	.044	.043
19	.044	.048	.039	.043	.042	.043
20	.043	.047	.040	.043	.043	.043
21	.045	.042	.041	.044	.045	.043
22	.045	.041	.041	.045	.046	.043
23	.047	.044	.039	.044	.042	.043
Margin	1.000	1.000	1.000	1.000	1.000	

Dimension	Singular Value	Inertia	Proportion Explained	Cumulative Proportion
1	.04140	.00171	.483	.483
2	.03004	.00090	.254	.738
3	.02639	.00070	.196	.934
4	.01528	.00023	.066	1.000
Total		.00355	1.000	1.000

Row Scores:			
Row	Marginal Profile	Dim 1	Dim 2
1	.043	-.173	-.064
2	.043	.007	-.175
3	.043	-.127	-.156
4	.043	-.068	-.121
5	.043	-.057	-.068
6	.043	-.060	-.012
7	.043	.043	.014
8	.043	-.028	-.018
9	.043	.011	-.167
10	.043	-.106	-.254
11	.043	-.197	.216
12	.043	-.158	-.219
13	.043	-.074	.027
14	.043	-.130	-.115

15	.043	.767	.016
16	.043	.336	-.169
17	.043	.180	.194
18	.043	.079	.358
19	.043	-.111	.335
20	.043	-.092	.265
21	.043	.008	-.025
22	.043	.102	-.040
23	.043	-.152	.177

Contribution of row points to the inertia of each dimension:

Row	Marginal Profile	Dim 1	2
1	.043	.032	.006
2	.043	.000	.045
3	.043	.017	.035
4	.043	.005	.021
5	.043	.003	.007
6	.043	.004	.000
7	.043	.002	.000
8	.043	.001	.000
9	.043	.000	.040
10	.043	.012	.093
11	.043	.041	.068
12	.043	.026	.069
13	.043	.006	.001
14	.043	.018	.019
15	.043	.618	.000
16	.043	.119	.041
17	.043	.034	.054
18	.043	.007	.185
19	.043	.013	.162
20	.043	.009	.102
21	.043	.000	.001
22	.043	.011	.002
23	.043	.024	.045
		-----	-----
		1.000	1.000

Contribution of dimensions to the inertia of each row point:

Row	Marginal Profile	Dim 1	2	Total
1	.043	.665	.067	.732
2	.043	.001	.479	.480
3	.043	.398	.432	.829
4	.043	.270	.618	.888
5	.043	.218	.226	.444
6	.043	.684	.019	.704
7	.043	.515	.041	.557
8	.043	.164	.049	.213
9	.043	.003	.523	.527
10	.043	.160	.665	.824
11	.043	.263	.230	.494
12	.043	.262	.364	.626

13	.043	.259	.025	.284
14	.043	.154	.088	.242
15	.043	.997	.000	.997
16	.043	.803	.147	.950
17	.043	.280	.236	.516
18	.043	.058	.856	.914
19	.043	.126	.836	.962
20	.043	.120	.727	.847
21	.043	.002	.013	.014
22	.043	.153	.017	.170
23	.043	.277	.274	.550

Column Scores:

Column	Marginal Profile	Dim 1	2
1 ABAKERY	.241	-.249	-.043
2 BBAKERY	.231	-.120	.221
3 CBAKERY	.163	-.021	-.285
4 DBAKERY	.156	.280	.152
5 EBAKERY	.208	.228	-.086

Contribution of column points to the inertia of each dimension:

Column	Marginal Profile	Dim 1	2
1 ABAKERY	.241	.360	.015
2 BBAKERY	.231	.081	.375
3 CBAKERY	.163	.002	.440
4 DBAKERY	.156	.296	.119
5 EBAKERY	.208	.261	.051
		-----	-----
		1.000	1.000

Contribution of dimensions to the inertia of each column point:

Column	Marginal Profile	Dim 1	2	Total
1 ABAKERY	.241	.707	.016	.722
2 BBAKERY	.231	.218	.530	.748
3 CBAKERY	.163	.004	.601	.605
4 DBAKERY	.156	.709	.150	.859
5 EBAKERY	.208	.680	.069	.749

Variances and Correlation Matrix of the singular values:

Dim	Variances	Correlations between dimensions	
1	1.162E-05	1.000	
2	1.158E-05	.000	1.000

Variances and Correlation Matrix of scores of Row 1

Dim	Variances	Correlations between dimensions	
1	.001	1.000	
2	.008	-.179	1.000

Variances and Correlation Matrix of scores of Row 2

Dim	Variances	Correlations between dimensions	
1	.004	1.000	
2	.011	.001	1.000

Variances and Correlation Matrix of scores of Row 3

Dim	Variances	Correlations between dimensions	
1	.002	1.000	
2	.002	-.408	1.000

Variances and Correlation Matrix of scores of Row 4

Dim	Variances	Correlations between dimensions	
1	.001	1.000	
2	.001	-.342	1.000

Variances and Correlation Matrix of scores of Row 5

Dim	Variances	Correlations between dimensions	
1	8.667E-04	1.000	
2	.005	-.094	1.000

Variances and Correlation Matrix of scores of Row 6

Dim	Variances	Correlations between dimensions	
1	1.285E-04	1.000	
2	4.665E-04	-.137	1.000

Variances and Correlation Matrix of scores of Row 7

Dim	Variances	Correlations between dimensions	
1	1.314E-04	1.000	
2	6.642E-04	-.102	1.000

Variances and Correlation Matrix of scores of Row 8

Dim Variances		Correlations between dimensions	
1	2.681E-04	1.000	
2	.002	-.031	1.000

Variances and Correlation Matrix of scores of Row 9

Dim Variances		Correlations between dimensions	
1	.003	1.000	
2	.003	.022	1.000

Variances and Correlation Matrix of scores of Row 10

Dim Variances		Correlations between dimensions	
1	.005	1.000	
2	.003	-.313	1.000

Variances and Correlation Matrix of scores of Row 11

Dim Variances		Correlations between dimensions	
1	.008	1.000	
2	.059	.089	1.000

Variances and Correlation Matrix of scores of Row 12

Dim Variances		Correlations between dimensions	
1	.006	1.000	
2	.018	-.160	1.000

Variances and Correlation Matrix of scores of Row 13

Dim Variances		Correlations between dimensions	
1	.001	1.000	
2	.008	.034	1.000

Variances and Correlation Matrix of scores of Row 14

Dim Variances		Correlations between dimensions	
1	.006	1.000	
2	.063	-.030	1.000

Variances and Correlation Matrix of scores of Row 15

Dim Variances		Correlations between dimensions	
1	.001	1.000	
2	.021	-.124	1.000

Variances and Correlation Matrix of scores of Row 16

Dim Variances		Correlations between dimensions	
1	.002	1.000	
2	.009	.551	1.000

Variances and Correlation Matrix of scores of Row 17

Dim Variances		Correlations between dimensions	
1	.006	1.000	
2	.034	-.110	1.000

Variances and Correlation Matrix of scores of Row 18

Dim Variances		Correlations between dimensions	
1	.009	1.000	
2	.005	-.185	1.000

Variances and Correlation Matrix of scores of Row 19

Dim Variances		Correlations between dimensions	
1	.007	1.000	
2	.001	.537	1.000

Variances and Correlation Matrix of scores of Row 20

Dim Variances		Correlations between dimensions	
1	.005	1.000	
2	.003	.282	1.000

Variances and Correlation Matrix of scores of Row 21

Dim Variances		Correlations between dimensions	
1	.002	1.000	
2	.028	.002	1.000

Variances and Correlation Matrix of scores of Row 22

Dim Variances		Correlations between dimensions	
1	.004	1.000	
2	.044	.015	1.000

Variances and Correlation Matrix of scores of Row 23

Dim Variances		Correlations between dimensions	
1	.004	1.000	
2	.028	.113	1.000

Variances and Correlation Matrix of scores of Column 1 ABAKERY

Dim Variances		Correlations between dimensions	
1	.002	1.000	
2	.020	-.080	1.000

Variances and Correlation Matrix of scores of Column 2 BBAKERY

Dim Variances		Correlations between dimensions	
1	.004	1.000	
2	.012	.163	1.000

Variances and Correlation Matrix of scores of Column 3 CBAKERY

Dim Variances		Correlations between dimensions	
1	.008	1.000	
2	.030	-.010	1.000

Variances and Correlation Matrix of scores of Column 4 DBAKERY

Dim Variances		Correlations between dimensions	
1	.003	1.000	
2	.005	-.517	1.000

Variances and Correlation Matrix of scores of Column 5 EBAKERY

Dim Variances		Correlations between dimensions	
1	.002	1.000	
2	.010	.205	1.000

The data-matrix permuted according to the scores in dimension: 1

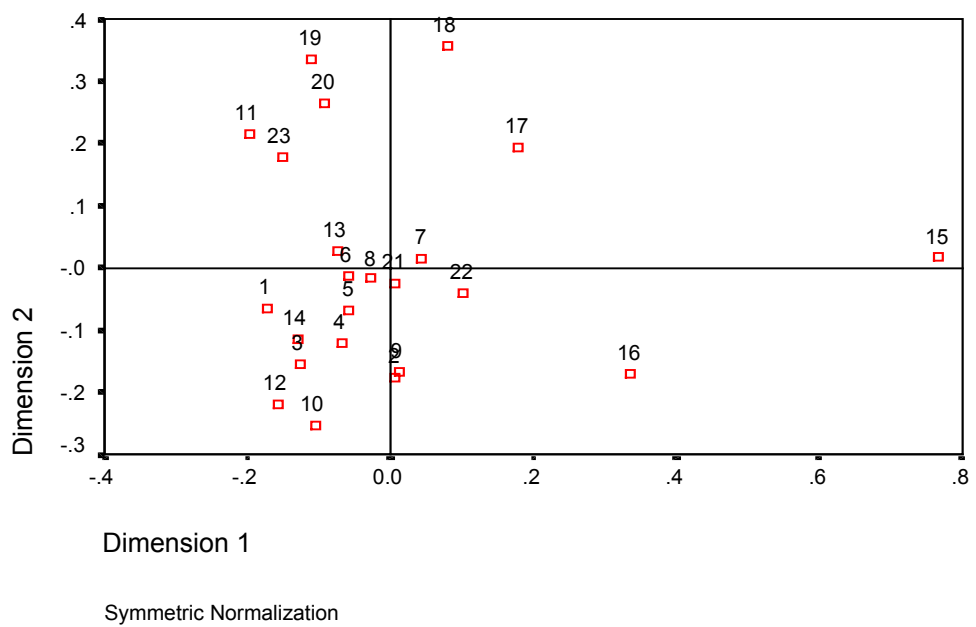
	1 ABAKERY	2 BBAKERY	3 CBAKERY	5 DBAKERY	4 EBAKERY	Margin
11	886	967	629	690	578	3750
1	970	851	613	750	566	3750
12	908	881	669	780	512	3750
23	976	881	551	753	589	3750
14	883	896	689	719	563	3750
3	953	836	638	757	566	3750
19	911	951	551	752	585	3750
10	922	849	657	798	524	3750
20	899	946	567	764	574	3750
13	933	876	586	794	561	3750
4	920	853	641	767	569	3750
6	924	865	614	765	582	3750
5	940	842	614	772	582	3750
8	925	855	607	777	586	3750
2	942	802	629	782	595	3750
21	944	832	581	806	587	3750
9	891	856	638	819	546	3750
7	886	874	611	792	587	3750
18	883	924	531	793	619	3750
22	935	810	574	827	604	3750
17	826	900	619	749	656	3750
16	817	814	652	843	624	3750
15	722	799	604	917	708	3750
Margin	20796	19960	14065	17966	13463	86250

The data-matrix permuted according to the scores in dimension: 2

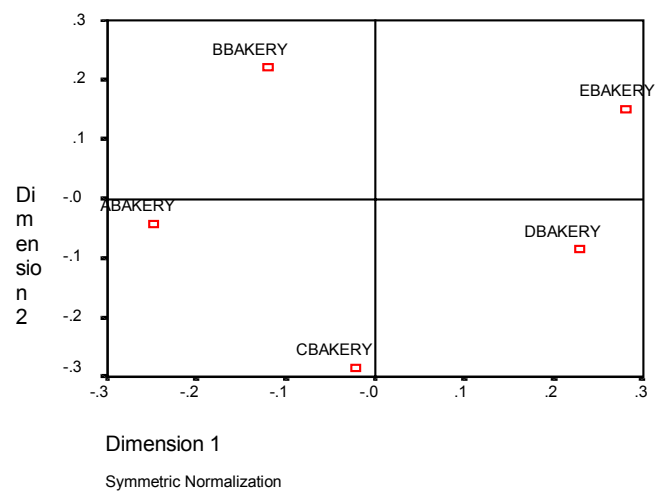
	3 CBAKERY	5 EBAKERY	1 ABAKERY	4 DBAKERY	2 BBAKERY	Margin
10	657	798	922	524	849	3750
12	669	780	908	512	881	3750
2	629	782	942	595	802	3750
16	652	843	817	624	814	3750
9	638	819	891	546	856	3750
3	638	757	953	566	836	3750
4	641	767	920	569	853	3750
14	689	719	883	563	896	3750
5	614	772	940	582	842	3750
1	613	750	970	566	851	3750
22	574	827	935	604	810	3750
21	581	806	944	587	832	3750

8	607	777	925	586	855	3750
6	614	765	924	582	865	3750
7	611	792	886	587	874	3750
15	604	917	722	708	799	3750
13	586	794	933	561	876	3750
23	551	753	976	589	881	3750
17	619	749	826	656	900	3750
11	629	690	886	578	967	3750
20	567	764	899	574	946	3750
19	551	752	911	585	951	3750
18	531	793	883	619	924	3750
Margin	14065	17966	20796	13463	19960	86250

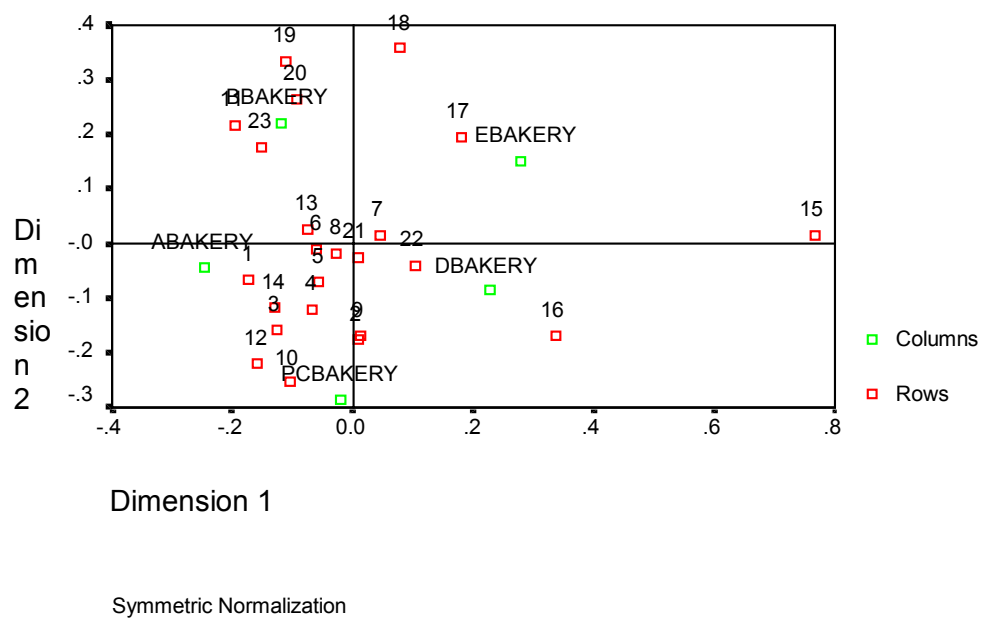
Row Scores



Column Scores



Row and Column Scores



LAMPIRAN F

HASIL PENGOLAHAN TABULASI SILANG

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Cluster Number of Case * Jenis Kelamin	250	100.0%	0	.0%	250	100.0%

Cluster Number of Case * Jenis Kelamin Crosstabulation

			Jenis Kelamin		Total
			Pria	Wanita	
Cluster Number of Case	1	Count	41	41	82
		% within Cluster Number of Case	50.0%	50.0%	100.0%
		% of Total	16.4%	16.4%	32.8%
2		Count	61	107	168
		% within Cluster Number of Case	36.3%	63.7%	100.0%
		% of Total	24.4%	42.8%	67.2%
Total		Count	102	148	250
		% within Cluster Number of Case	40.8%	59.2%	100.0%
		% of Total	40.8%	59.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.276 ^b	1	.039	.041	.027
Continuity Correction ^a	3.728	1	.054		
Likelihood Ratio	4.245	1	.039		
Fisher's Exact Test					
Linear-by-Linear Association	4.259	1	.039		
N of Valid Cases	250				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 33.46.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.131	.039
	Cramer's V	.131	.039
	Contingency Coefficient	.130	.039
N of Valid Cases		250	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Cluster Number of Case * Status Perkawinan	250	100.0%	0	.0%	250	100.0%

Cluster Number of Case * Status Perkawinan Crosstabulation

			Status Perkawinan		Total
			Belum Menikah	Sudah Menikah	
Cluster Number of Case	1	Count	58	24	82
		% within Cluster Number of Case	70.7%	29.3%	100.0%
		% of Total	23.2%	9.6%	32.8%
	2	Count	57	111	168
		% within Cluster Number of Case	33.9%	66.1%	100.0%
		% of Total	22.8%	44.4%	67.2%
Total	Count	115	135	250	
	% within Cluster Number of Case	46.0%	54.0%	100.0%	
	% of Total	46.0%	54.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	30.047 ^b	1	.000	.000	.000
Continuity Correction ^a	28.584	1	.000		
Likelihood Ratio	30.600	1	.000		
Fisher's Exact Test					
Linear-by-Linear Association	29.927	1	.000		
N of Valid Cases	250				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 37.72.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	.347	.000
Cramer's V	.347	.000
Contingency Coefficient	.328	.000
N of Valid Cases	250	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Cluster Number of Case * Jlh. Anggota Keluarga	250	100.0%	0	.0%	250	100.0%

Cluster Number of Case * Jlh. Anggota Keluarga Crosstabulation

		Jlh. Anggota Keluarga				Total
		1 - 2 Org	3 - 4 Org	5 - 6 Org	> 6 Org	
Cluster Number of Case	Count	66	16	0	0	82
	% within Cluster	80.5%	19.5%	.0%	.0%	100.0%
	% of Total	26.4%	6.4%	.0%	.0%	32.8%
2	Count	16	81	45	26	168
	% within Cluster	9.5%	48.2%	26.8%	15.5%	100.0%
	% of Total	6.4%	32.4%	18.0%	10.4%	67.2%
Total	Count	82	97	45	26	250
	% within Cluster	32.8%	38.8%	18.0%	10.4%	100.0%
	% of Total	32.8%	38.8%	18.0%	10.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	130.957 ^a	3	.000
Likelihood Ratio	148.562	3	.000
Linear-by-Linear Association	98.773	1	.000
N of Valid Cases	250		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.53.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.724	.000
	Cramer's V	.724	.000
	Contingency Coefficient	.586	.000
N of Valid Cases		250	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Cluster Number of Case * Usia	250	100.0%	0	.0%	250	100.0%

Cluster Number of Case * Usia Crosstabulation

		Usia					Total
		5 - 20 Th	1 - 30Th	1 - 40 Th	1 - 50 Th	> 50 Th	
Cluster Nurr 1 of Case	Count	39	39	4	0	0	82
	% within Clu	47.6%	47.6%	4.9%	.0%	.0%	100.0%
	Number of C						
	% of Total	15.6%	15.6%	1.6%	.0%	.0%	32.8%
2	Count	1	40	83	28	16	168
	% within Clu	.6%	23.8%	49.4%	16.7%	9.5%	100.0%
	Number of C						
	% of Total	.4%	16.0%	33.2%	11.2%	6.4%	67.2%
Total	Count	40	79	87	28	16	250
	% within Clu	16.0%	31.6%	34.8%	11.2%	6.4%	100.0%
	Number of C						
	% of Total	16.0%	31.6%	34.8%	11.2%	6.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	138.674 ^a	4	.000
Likelihood Ratio	165.069	4	.000
Linear-by-Linear Association	110.647	1	.000
N of Valid Cases	250		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.25.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.745	.000
	Cramer's V	.745	.000
	Contingency Coefficient	.597	.000
N of Valid Cases		250	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Cluster Number of Case * Pekerjaan	250	100.0%	0	.0%	250	100.0%

Cluster Number of Case * Pekerjaan Crosstabulation

		Pekerjaan					Total	
		Pelajar/Mahasiswa	Wiraswasta	Pegawai Negeri	Pegawai Swasta	Ibu Rumah Tangga		
Cluster Number of Case	1	Count	41	32	8	1	0	82
		% within Cluster	50.0%	39.0%	9.8%	1.2%	.0%	100.0%
		Number of Cases	16	13	3	1	0	33
		% of Total	16.4%	12.8%	3.2%	.4%	.0%	32.8%
	2	Count	0	41	47	41	39	168
		% within Cluster	.0%	24.4%	28.0%	24.4%	23.2%	100.0%
	Number of Cases	0	17	20	17	16	50	
	% of Total	.0%	16.4%	18.8%	16.4%	15.6%	67.2%	
Total		Count	41	73	55	42	39	250
		% within Cluster	16.4%	29.2%	22.0%	16.8%	15.6%	100.0%
		Number of Cases	16	57	52	41	39	205
	% of Total	16.4%	29.2%	22.0%	16.8%	15.6%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	133.016 ^a	4	.000
Likelihood Ratio	161.216	4	.000
Linear-by-Linear Association	108.280	1	.000
N of Valid Cases	250		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.79.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Phi	.729	.000
Nominal Cramer's V	.729	.000
Contingency Coefficient	.589	.000
N of Valid Cases	250	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Cluster Number of Case * Frekuensi	250	100.0%	0	.0%	250	100.0%

Cluster Number of Case * Frekuensi Crosstabulation

		Frekuensi				Total
		1 - 5 Kali	6 - 10 Kali	11 - 15 Kali	16 - 20 Kali	
Cluster Number of Case	Count	29	34	11	8	82
	% within Cluster	35.4%	41.5%	13.4%	9.8%	100.0%
	Number of Cases					
	% of Total	11.6%	13.6%	4.4%	3.2%	32.8%
2	Count	81	58	16	13	168
	% within Cluster	48.2%	34.5%	9.5%	7.7%	100.0%
	Number of Cases					
	% of Total	32.4%	23.2%	6.4%	5.2%	67.2%
Total	Count	110	92	27	21	250
	% within Cluster	44.0%	36.8%	10.8%	8.4%	100.0%
	Number of Cases					
	% of Total	44.0%	36.8%	10.8%	8.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.828 ^a	3	.281
Likelihood Ratio	3.861	3	.277
Linear-by-Linear Association	2.764	1	.096
N of Valid Cases	250		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.89.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.124	.281
	Cramer's V	.124	.281
	Contingency Coefficient	.123	.281
N of Valid Cases		250	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Cluster Number of Case * Informasi	250	100.0%	0	.0%	250	100.0%

Cluster Number of Case * Informasi Crosstabulation

		Informasi				Total
		Saudara / Temana	Papan Reklame	Melihat Sendiri	Media Cetak	
Cluster Number 1 of Case	Count	26	18	32	6	82
	% within Cluster Number of Cases	31.7%	22.0%	39.0%	7.3%	100.0%
	% of Total	10.4%	7.2%	12.8%	2.4%	32.8%
2	Count	49	37	67	15	168
	% within Cluster Number of Cases	29.2%	22.0%	39.9%	8.9%	100.0%
	% of Total	19.6%	14.8%	26.8%	6.0%	67.2%
Total	Count	75	55	99	21	250
	% within Cluster Number of Cases	30.0%	22.0%	39.6%	8.4%	100.0%
	% of Total	30.0%	22.0%	39.6%	8.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.299 ^a	3	.960
Likelihood Ratio	.302	3	.960
Linear-by-Linear Association	.250	1	.617
N of Valid Cases	250		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.89.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.035	.960
	Cramer's V	.035	.960
	Contingency Coefficient	.035	.960
N of Valid Cases		250	

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Cluster Number of Case * Keperluan	250	100.0%	0	.0%	250	100.0%

Cluster Number of Case * Keperluan Crosstabulation

		Keperluan				Total
		Kebutuhan sehari-hari	Perayaan / lang tahun	oleh-oleh jika bepergian	Konsumsi cara / pesta	
Cluster Num 1 of Case	Count	38	26	8	10	82
	% within Cluster Number of Case	46.3%	31.7%	9.8%	12.2%	100.0%
	% of Total	15.2%	10.4%	3.2%	4.0%	32.8%
2	Count	58	50	19	41	168
	% within Cluster Number of Case	34.5%	29.8%	11.3%	24.4%	100.0%
	% of Total	23.2%	20.0%	7.6%	16.4%	67.2%
Total	Count	96	76	27	51	250
	% within Cluster Number of Case	38.4%	30.4%	10.8%	20.4%	100.0%
	% of Total	38.4%	30.4%	10.8%	20.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.223 ^a	3	.101
Likelihood Ratio	6.544	3	.088
Linear-by-Linear Association	6.073	1	.014
N of Valid Cases	250		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.86.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Phi	.158	.101
Nominal Cramer's V	.158	.101
Contingency Coefficient	.156	.101
N of Valid Cases	250	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

LAMPIRAN G

TABEL BILANGAN RANDOM

Tabel Bilangan Random

No.	Bilangan Random
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	A BAKERY	B BAKERY	C BAKERY	D BAKERY	E BAKERY
1	3	4	2	3	4
2	5	5	3	5	5
3	8	7	6	6	6
4	9	12	8	9	7
5	10	15	11	10	8
6	11	17	12	12	9
7	12	18	14	15	10
8	14	20	15	17	12
9	16	21	18	20	15
10	17	24	20	22	17
11	18	27	21	24	20
12	19	29	23	26	21
13	20	30	24	35	23
14	23	31	28	36	25
15	24	34	29	37	26
16	25	35	30	38	27
17	30	37	31	39	28
18	32	39	33	42	29
19	33	40	35	45	30
20	35	46	38	46	35
21	36	48	41	49	38
22	38	49	42	50	39
23	40	50	46	52	43
24	41	51	47	53	44
25	42	53	48	54	45
26	45	54	49	57	46
27	46	56	51	58	47
28	50	60	54	60	48
29	52	61	56	61	49
30	53	63	58	62	51
31	54	65	59	64	52
32	55	69	60	66	53
33	58	70	65	68	55
34	59	73	67	69	56
35	64	74	70	70	57
36	67	77	72	71	58
37	72	78	73	72	59
38	73	79	79	74	61
39	75	81	80	75	62
40	76	82	81	76	67
41	80	83	82	79	68
42	82	85	84	82	69
43	85	86	86	83	70
44	87	89	89	84	72
45	89	92	90	86	74
46	90	93	92	89	76
47	92	94	93	91	80
48	94	95	94	92	82
49	95	96	95	93	87
50	96	97	96	95	90