

Hasil pengolahan 3 cluster :

Tabel L5.1

Final Cluster

	Cluster		
	1	2	3
VAR00001	3.83	3.70	3.22
VAR00002	3.52	3.32	3.15
VAR00003	3.50	3.41	2.98
VAR00004	3.48	3.54	3.05
VAR00005	3.40	3.49	2.61
VAR00006	3.52	3.51	3.12
VAR00007	3.50	3.41	2.66
VAR00008	3.43	3.49	2.71
VAR00009	3.57	3.41	3.02
VAR00010	3.62	3.32	3.17
VAR00011	3.76	3.05	3.22
VAR00012	3.64	3.16	3.22
VAR00013	3.60	3.27	3.27
VAR00014	3.71	3.27	3.24
VAR00015	3.67	3.16	3.32
VAR00016	3.71	3.22	3.17
VAR00017	3.74	3.11	3.34
VAR00018	3.34	3.16	3.60
VAR00019	3.64	3.27	3.41
VAR00020	3.43	3.14	3.20
VAR00021	3.62	2.92	3.02
VAR00022	3.22	3.05	3.45
VAR00023	3.60	3.32	3.32
VAR00024	3.55	2.92	3.17
VAR00025	3.55	3.05	3.24

Tabel L5.2
Anova dengan 3 cluster

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
VAR00001	4.290	2	.347	117	12.365	.000
VAR00002	1.480	2	.203	117	7.305	.001
VAR00003	3.199	2	.328	117	9.747	.000
VAR00004	2.866	2	.321	117	8.926	.000
VAR00005	9.437	2	.334	117	28.224	.000
VAR00006	2.128	2	.343	117	6.209	.003
VAR00007	8.664	2	.262	117	33.086	.000
VAR00008	7.592	2	.325	117	23.364	.000
VAR00009	3.243	2	.241	117	13.465	.000
VAR00010	2.154	2	.306	117	7.035	.001
VAR00011	5.528	2	.244	117	22.666	.000
VAR00012	2.803	2	.203	117	13.840	.000
VAR00013	1.451	2	.218	117	6.666	.002
VAR00014	2.868	2	.303	117	9.473	.000
VAR00015	2.677	2	.199	117	13.476	.000
VAR00016	3.739	2	.245	117	15.272	.000
VAR00017	4.043	2	.213	117	18.991	.000
VAR00018	1.880	2	.277	117	6.795	.002
VAR00019	1.404	2	.247	117	5.687	.004
VAR00020	.971	2	.231	117	4.201	.017
VAR00021	5.781	2	.339	117	17.066	.000
VAR00022	1.596	2	.232	117	6.871	.002
VAR00023	1.031	2	.249	117	4.143	.018
VAR00024	3.979	2	.265	117	15.035	.000
VAR00025	2.467	2	.306	117	8.050	.001

Tabel L5.3

Jumlah anggota masing - masing cluster untuk 3 cluster

Number of Cases in each Cluster

Cluster	1	42.000
	2	37.000
	3	41.000
Valid		120.000
Missing		.000

Hasil pengolahan 4 cluster :

Tabel L5.4
Final cluster

	Cluster			
	1	2	3	4
VAR00001	3.14	3.64	3.86	3.62
VAR00002	3.21	3.43	3.54	3.08
VAR00003	3.00	3.50	3.54	3.04
VAR00004	3.17	3.61	3.49	3.08
VAR00005	2.66	3.64	3.38	2.88
VAR00006	3.03	3.61	3.51	3.35
VAR00007	2.76	3.39	3.51	2.96
VAR00008	2.79	3.57	3.46	2.88
VAR00009	3.00	3.39	3.65	3.19
VAR00010	3.10	3.39	3.68	3.23
VAR00011	3.24	3.18	3.76	3.12
VAR00012	3.24	3.32	3.62	3.12
VAR00013	3.31	3.29	3.62	3.23
VAR00014	3.14	3.21	3.73	3.50
VAR00015	3.38	3.07	3.73	3.27
VAR00016	3.45	3.18	3.70	3.04
VAR00017	3.59	3.04	3.76	3.12
VAR00018	3.59	3.04	3.65	3.12
VAR00019	3.66	3.18	3.70	3.15
VAR00020	3.24	3.14	3.51	3.04
VAR00021	3.17	3.29	3.62	2.54
VAR00022	3.38	3.32	3.43	2.92
VAR00023	3.38	3.29	3.62	3.31
VAR00024	3.10	3.14	3.57	2.96
VAR00025	3.31	3.32	3.57	2.85

Tabel L5.5
Anova dengan 4 cluster

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
VAR00001	2.937	3	.348	116	8.443	.000
VAR00002	1.339	3	.195	116	6.855	.000
VAR00003	2.547	3	.320	116	7.953	.000
VAR00004	1.798	3	.327	116	5.502	.001
VAR00005	5.885	3	.348	116	16.924	.000
VAR00006	1.865	3	.334	116	5.580	.001
VAR00007	3.924	3	.312	116	12.577	.000
VAR00008	4.580	3	.340	116	13.465	.000
VAR00009	2.506	3	.234	116	10.706	.000
VAR00010	2.011	3	.294	116	6.843	.000
VAR00011	2.903	3	.266	116	10.905	.000
VAR00012	1.509	3	.214	116	7.064	.000
VAR00013	1.042	3	.218	116	4.791	.003
VAR00014	2.402	3	.293	116	8.206	.000
VAR00015	2.498	3	.182	116	13.735	.000
VAR00016	2.718	3	.241	116	11.272	.000
VAR00017	3.843	3	.185	116	20.768	.000
VAR00018	3.013	3	.233	116	12.905	.000
VAR00019	2.642	3	.205	116	12.893	.000
VAR00020	1.349	3	.215	116	6.275	.001
VAR00021	6.061	3	.285	116	21.295	.000
VAR00022	1.502	3	.223	116	6.735	.000
VAR00023	.795	3	.248	116	3.202	.026
VAR00024	2.255	3	.277	116	8.132	.000
VAR00025	2.671	3	.283	116	9.451	.000

Tabel L5.6

Jumlah anggota masing - masing cluster untuk 4 cluster

Number of Cases in each Cluster

Cluster	1	29.000
	2	28.000
	3	37.000
	4	26.000
Valid		120.000
Missing		.000

Hasil pengolahan 5 cluster :

Tabel L5.7
Final cluster

	Cluster				
	1	2	3	4	5
VAR00001	3.77	3.79	3.83	2.57	3.80
VAR00002	3.62	3.46	3.20	3.10	3.20
VAR00003	3.58	3.50	2.97	3.19	3.20
VAR00004	3.69	3.57	2.83	3.38	3.33
VAR00005	3.42	3.64	3.07	2.57	2.80
VAR00006	3.73	3.36	3.27	2.95	3.67
VAR00007	3.73	3.50	2.77	2.90	2.87
VAR00008	3.58	3.68	2.87	2.62	3.13
VAR00009	3.65	3.57	3.07	3.14	3.13
VAR00010	3.69	3.46	3.30	3.10	3.20
VAR00011	3.77	3.18	3.50	3.05	3.13
VAR00012	3.69	3.21	3.43	3.00	3.33
VAR00013	3.73	3.25	3.17	3.19	3.73
VAR00014	3.77	3.50	3.33	3.24	3.07
VAR00015	3.77	3.25	3.40	3.24	3.20
VAR00016	3.77	3.07	3.57	3.14	3.20
VAR00017	3.88	3.07	3.60	3.29	3.00
VAR00018	3.65	3.07	3.57	3.33	3.13
VAR00019	3.73	3.29	3.60	3.33	3.13
VAR00020	3.58	3.11	3.27	3.10	3.20
VAR00021	3.65	2.86	3.23	2.95	3.33
VAR00022	3.62	2.96	3.27	3.19	3.47
VAR00023	3.65	3.43	3.47	3.24	3.13
VAR00024	3.62	2.89	3.40	3.10	3.00
VAR00025	3.77	3.00	3.27	3.14	3.27

Tabel L5.8
Anova dengan 5 cluster

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
VAR00001	6.532	4	.200	115	32.604	.000
VAR00002	1.135	4	.192	115	5.897	.000
VAR00003	1.710	4	.330	115	5.182	.001
VAR00004	3.113	4	.268	115	11.605	.000
VAR00005	4.452	4	.349	115	12.740	.000
VAR00006	2.168	4	.310	115	6.983	.000
VAR00007	4.735	4	.252	115	18.762	.000
VAR00008	5.149	4	.284	115	18.159	.000
VAR00009	1.938	4	.234	115	8.283	.000
VAR00010	1.278	4	.304	115	4.198	.003
VAR00011	2.171	4	.269	115	8.077	.000
VAR00012	1.587	4	.200	115	7.950	.000
VAR00013	1.916	4	.180	115	10.642	.000
VAR00014	1.535	4	.305	115	5.041	.001
VAR00015	1.329	4	.202	115	6.567	.000
VAR00016	2.329	4	.233	115	9.988	.000
VAR00017	3.249	4	.174	115	18.683	.000
VAR00018	1.654	4	.257	115	6.447	.000
VAR00019	1.318	4	.230	115	5.733	.000
VAR00020	.973	4	.218	115	4.456	.002
VAR00021	2.559	4	.356	115	7.183	.000
VAR00022	1.603	4	.208	115	7.693	.000
VAR00023	.854	4	.241	115	3.538	.009
VAR00024	2.271	4	.259	115	8.751	.000
VAR00025	2.201	4	.278	115	7.914	.000

Tabel L5.9

Jumlah anggota masing - masing cluster untuk 5 cluster

Number of Cases in each Cluster

Cluster	1	26.000
	2	28.000
	3	30.000
	4	21.000
	5	15.000
Valid		120.000
Missing		.000

Tabel L4.1
Data Mentah Kuesioner Pendahuluan untuk Pengujian 1

n	ATRIBUT YANG DIUJI																												
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22	A23	A24	A25	A26	A27	A28	A29
1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	0
2	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1
3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	
4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	
5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	
6	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
7	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	
8	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	
9	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	
10	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1
11	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1
12	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1
13	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	
14	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	
15	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
16	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1
17	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	
18	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1
19	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	
20	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	
21	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	
22	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0		
23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	
24	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	
25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1		
26	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	
27	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1		
28	1	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	
29	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
30	0	1	1	0	1	1	1	0	1	1	1	0	1	0	1	0	1	1	1	1	1	1	0	1	1	0	1	0	1
C_i	15	30	30	29	30	29	30	29	30	30	30	29	30	28	29	29	30	30	30	30	30	30	29	30	28	21	15	14	27
C_i^2	225	900	900	841	900	841	900	841	900	900	900	841	900	784	841	841	900	900	900	900	900	900	841	900	784	441	225	196	729

Tabel L4.2
Data Mentah Kuesioner Pendahuluan untuk Pengujian 2

R _i	R _i ²	n	ATRIBUT YANG DIUJI																										
			A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22	A23	A24	A25	A26	A27
25	625	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0
27	729	2	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
26	676	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
27	729	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
28	784	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
29	841	6	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
27	729	7	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
26	676	8	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1
27	729	9	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
27	729	10	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	
27	729	11	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
28	784	12	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
26	676	13	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
26	676	14	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1
28	784	15	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1
28	784	16	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
26	676	17	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0
27	729	18	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
26	676	19	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1
27	729	20	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
25	625	21	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0
27	729	22	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
28	784	23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1
27	729	24	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1
27	729	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
28	784	26	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
26	676	27	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
26	676	28	1	1	1	1	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1
29	841	29	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20	400	30	0	1	1	0	1	1	0	1	1	0	1	0	1	0	1	1	1	1	1	1	0	1	1	0	1	0	1
801	21463	C _i	15	30	30	29	30	29	30	29	30	30	29	30	28	29	29	30	30	30	30	30	30	29	30	28	21	15	
22771		C _i ²	225	900	900	841	900	841	900	841	900	900	841	900	784	841	841	900	900	900	900	900	900	841	900	784	441	225	

Tabel L4.4
Data Mentah Kuesioner Pendahuluan untuk Pengujian 4

A25	A26	A29	R_i	R_i^2
1	0	0	24	576
1	1	1	26	676
1	1	0	25	625
1	1	1	26	676
1	1	1	26	676
1	1	1	26	676
1	1	1	26	676
1	1	1	26	676
1	0	1	25	625
1	1	1	26	676
0	1	1	25	625
1	1	1	26	676
1	1	1	26	676
1	1	1	26	676
1	0	1	25	625
1	1	1	25	625
1	1	1	26	676
1	0	1	25	625
1	1	1	26	676
1	0	1	25	625
1	1	1	26	676
1	0	1	25	625
1	1	1	26	676
1	1	1	26	676
1	1	1	26	676
0	1	1	23	529
1	1	1	26	676
1	0	1	19	361
28	21	27	757	19157
784	441	729	22125	

n	ATRIBUT YANG DIUJI																				
	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
6	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
7	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
8	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
9	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
10	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
11	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
12	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
13	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
14	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
15	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	
16	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
17	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
18	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
19	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
20	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
21	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
22	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
26	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
27	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
28	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	
29	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
30	1	1	0	1	1	1	0	1	1	1	0	1	0	1	0	1	1	1	1	1	
C_i	30	30	29	30	29	30	29	30	30	30	29	30	28	29	29	30	30	30	30	30	
C_i^2	900	900	841	900	841	900	841	900	900	900	841	900	784	841	841	900	900	900	900	900	

A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
0	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
0	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
0	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
0	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
0	1	1	1	1	1	1	1	1	1	1	1	1
0	1	1	1	1	1	1	1	1	1	1	1	1
0	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
0	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
0	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	0	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
0	1	1	0	1	1	1	0	1	1	1	0	1
19 361	30 900	30 900	29 841	30 900	29 841	30 900	29 841	30 900	30 900	30 900	29 841	30 900

A14	A15	A16	A17	A18	A19	A20	A21	A22	A23	A24	A25	A26
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	0	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	0	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	0
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	0
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	0
1	1	1	1	1	1	1	1	1	1	1	1	0
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
0	1	1	1	1	1	1	1	1	1	1	0	1
1	1	1	1	1	1	1	1	1	1	1	1	1
0	1	0	1	1	1	1	1	1	0	1	1	0
28	29	29	30	30	30	30	30	30	29	30	28	24
784	841	841	900	900	900	900	900	900	841	900	784	576

2	1		Ri	Ri2	1		2	
A27	A28	A29						
1	1	0	28	225	27	729	25	625
0	1	1	28	256	27	729	26	676
0	1	0	27	256	26	676	25	625
1	0	1	28	256	28	784	26	676
0	1	1	28	256	27	729	26	676
1	1	1	29	256	28	784	26	676
0	1	1	27	256	26	676	26	676
1	0	1	28	256	28	784	26	676
0	1	1	27	256	26	676	26	676
1	1	1	28	256	27	729	25	625
1	1	1	28	256	27	729	26	676
1	1	1	29	256	28	784	26	676
1	0	1	28	256	28	784	26	676
1	0	1	27	256	27	729	26	676
1	1	1	28	256	27	729	25	625
1	0	1	28	256	28	784	26	676
0	1	1	26	225	25	625	25	625
1	0	1	27	256	27	729	26	676
1	0	1	26	256	26	676	25	625
0	0	1	27	225	27	729	26	676
0	0	1	25	256	25	625	25	625
0	1	0	27	256	26	676	25	625
1	1	1	28	225	27	729	25	625
1	1	1	27	256	26	676	25	625
0	0	1	27	256	27	729	26	676
1	0	1	28	256	28	784	26	676
0	0	1	26	256	26	676	26	676
1	1	1	26	256	25	625	23	529
1	1	1	29	256	28	784	26	676
1	0	1	20	256	20	400	19	361
19	17	27	815	7556	798	21298	760	19308
361	289	729	23271		22982		22260	

	Swalayan		
	Borma	Superindo	Ceri
Resp 1	0	1	0
Resp 2	1	0	0
Resp 3	0	1	0
Resp 4	0	1	0
Resp 5	0	0	1
Resp 6	0	1	0
	Swalayan		
	Borma	Superindo	Ceri
Resp 7	1	0	0
Resp 8	0	0	0
Resp 9	0	1	0
Resp 10	0	0	1
Resp 11	0	1	0
Resp 12	0	1	0
Resp 13	1	0	0
Resp 14	0	1	0
Resp 15	1	0	0
Resp 16	0	0	1
Resp 17	0	1	0
Resp 18	0	0	0
Resp 19	0	1	0
Resp 20	0	1	0
Resp 21	1	0	0
Resp 22	0	1	0
Resp 23	0	0	0
Resp 24	1	0	0
Resp 25	0	0	0
Resp 26	0	1	0
Resp 27	1	0	0
Resp 28	0	1	0
Resp 29	1	0	0
Resp 30	0	1	0
Persentase jawaban	26.67%	50.00%	10.00%

	Swalayan		
	Borma	Superindo	Ceri
Persentase jawaban	26.67%	50.00%	10.00%

Merlin
0
0
0
0
0
0

Merlin
0
1
0
0
0
0
0
0
0
0
0
1
0
0
0
0
1
0
1
0
0
0
0
0
13.33%

Merlin
13.33%

ATRIBUT YANG DIUJI		Jawa
		Ya
1	Terdapatnya jasa pengantaran barang ke kendaraan	15
2	Tersedia fasilitas pembayaran dengan kartu kredit/debit/voucher	30
3	Terdapat masa kadaluarsa produk yang masih lama	30
4	Kejelasan nama produk pada rak barang	29
5	Kejelasan harga produk pada rak barang	30
ATRIBUT YANG DIUJI		Jawa
		Ya
6	Kejelasan papan nama toko swalayan	29
7	Harga yang terjangkau dibanding toko swalayan lain	30
8	Adanya promosi melalui media cetak	29
9	Adanya promosi melalui media elektronik	30
10	Tempat parkir yang luas	30
11	Jumlah kasir yang memadai	30
12	Kerapihan karyawan dalam berpakaian	29
13	Keramahan karyawan dalam memberikan pelayanan	30
14	Kecepatangannya karyawan dalam melayani konsumen	28
15	Memiliki lokasi yang terletak di pinggir jalan raya	29
16	Kebersihan ruangan toko swalayan	29
17	Tersedianya berbagai variasi produk makanan basah	30
18	Tersedianya berbagai variasi produk makanan kemasan	30
19	Tersedianya berbagai variasi produk kebutuhan rumah tangga	30
20	Memiliki produk makanan basah yang selalu segar	30
21	Penerangan ruang yang baik	30
22	Adanya tempat penitipan barang	30
23	Kebersihan trolley dan keranjang	29
24	Adanya AC di dalam toko swalayan	30
25	Kejelasan penempatan produk berdasarkan jenisnya	28
26	Terdapat tempat informasi	21
27	Adanya kartu diskon untuk potongan harga produk	15
28	Adanya undian berhadiah dalam periode tertentu	14
29	Jumlah trolley dan keranjang yang memadai	27

aban
Tidak
15
0
0
1
0

aban
Tidak
1
0
1
0
0
0
1
0
2
1
1
0
0
0
0
0
1
0
2
9
15
16
3

Tabel L6.7
Data Mentah Swalayan yang sering c

No	X
1	1
2	1
3	1
4	1
5	1
6	1
7	1
8	1
9	1
10	1
11	1
12	1
13	1
14	1
15	1
16	1
17	0
18	1
19	1
20	1
21	1
22	1
23	1
24	0
25	1
26	1
27	1
28	1
29	1
30	1
31	1
32	1
33	1
34	0
35	1
36	1
37	1
38	0
39	1
40	1
41	1
42	1
43	0
44	1
45	0
46	1
47	1
48	0
49	1

Tabel L6.7 (lanjut

Data Mentah Swalayan yang sering c

No	X
50	1
51	1
52	1
53	1
54	0
55	1
56	0
57	1
58	0
59	1
60	1
61	0
62	0
63	1
64	0
65	0
66	1
67	0
68	0
69	1
70	0
71	0
72	0
73	1
74	0
75	0
76	0
77	1
78	0
79	0
80	0
81	0
82	0
83	0
84	0
85	0
86	1
87	1
88	0
89	1
90	0
91	0
92	0
93	1
94	0
95	0
96	1
97	1
98	0

**Tabel L6.7 (lanjut
Data Mentah Swalayan yang sering c**

No	X
99	0
100	0
101	0
102	0
103	0
104	1
105	1
106	0
107	0
108	1
109	0
110	0
111	0
112	1
113	0
114	0
115	0
116	0
117	0
118	0
119	0
120	0
Total	65

likunjungi Responden**Data Mentah Asa**

Superindo	No	Bandung Selatan
0	1	1
0	2	0
0	3	1
0	4	0
0	5	1
0	6	0
0	7	1
0	8	1
0	9	0
0	10	1
0	11	1
0	12	1
0	13	1
0	14	1
0	15	1
0	16	0
1	17	1
0	18	1
0	19	0
0	20	1
0	21	0
0	22	1
0	23	1
1	24	1
0	25	0
0	26	1
0	27	0
0	28	0
0	29	1
0	30	1
0	31	0
0	32	1
0	33	1
1	34	1
0	35	1
0	36	1
0	37	1
1	38	0
0	39	0
0	40	1
0	41	1
0	42	0
1	43	1
0	44	1
1	45	1
0	46	1
0	47	0
1	48	1
0	49	0

an)

Tabel

likunjungi Responden**Data Mentah Asa**

Superindo	No	Bandung Selatan
0	50	1
0	51	1
0	52	0
0	53	1
1	54	1
0	55	1
1	56	1
0	57	0
1	58	0
0	59	1
0	60	1
1	61	1
1	62	1
0	63	1
1	64	0
1	65	0
0	66	1
1	67	0
1	68	1
0	69	1
1	70	1
1	71	1
1	72	1
0	73	1
1	74	1
1	75	1
1	76	1
0	77	1
1	78	1
1	79	1
1	80	1
1	81	1
1	82	1
1	83	0
1	84	1
1	85	1
0	86	1
0	87	1
1	88	1
0	89	1
1	90	1
1	91	1
1	92	1
0	93	0
1	94	0
1	95	1
0	96	0
0	97	1
1	98	1

an)
likunjungi Responden

Tabel
Data Mentah Asa

Superindo	No	Bandung Selatan
1	99	1
1	100	0
1	101	1
1	102	1
1	103	0
0	104	1
0	105	1
1	106	0
1	107	1
0	108	1
1	109	0
1	110	1
1	111	1
0	112	1
1	113	0
1	114	1
1	115	1
1	116	1
1	117	1
1	118	1
1	119	1
1	120	1
55	Total	89

Fabel L6.3**I tempat tinggal Responden**

Bandung Utara	Bandung Barat	Bandung Timur	No
0	0	0	1
1	0	0	2
0	0	0	3
1	0	0	4
0	0	0	5
0	1	0	6
0	0	0	7
0	0	0	8
1	0	0	9
0	0	0	10
0	0	0	11
0	0	0	12
0	0	0	13
0	0	0	14
0	0	0	15
0	1	0	16
0	0	0	17
0	0	0	18
1	0	0	19
0	0	0	20
0	1	0	21
0	0	0	22
0	0	0	23
0	0	0	24
0	1	0	25
0	0	0	26
0	0	1	27
0	1	0	28
0	0	0	29
0	0	0	30
0	0	1	31
0	0	0	32
0	0	0	33
0	0	0	34
0	0	0	35
0	0	0	36
0	0	0	37
0	0	1	38
0	1	0	39
0	0	0	40
0	0	0	41
0	0	1	42
0	0	0	43
0	0	0	44
0	0	0	45
0	0	0	46
0	1	0	47
0	0	0	48
0	0	1	49

L6.3 (lanjutan)

I tempat tinggal Responden

Bandung Utara	Bandung Barat	Bandung Timur	No
0	0	0	50
0	0	0	51
0	1	0	52
0	0	0	53
0	0	0	54
0	0	0	55
0	0	0	56
0	1	0	57
0	1	0	58
0	0	0	59
0	0	0	60
0	0	0	61
0	0	0	62
0	0	0	63
0	1	0	64
0	1	0	65
0	0	0	66
0	0	1	67
0	0	0	68
0	0	0	69
0	0	0	70
0	0	0	71
0	0	0	72
0	0	0	73
0	0	0	74
0	0	0	75
0	0	0	76
0	0	0	77
0	0	0	78
0	0	0	79
0	0	0	80
0	0	0	81
0	0	0	82
0	1	0	83
0	0	0	84
0	0	0	85
0	0	0	86
0	0	0	87
0	0	0	88
0	0	0	89
0	0	0	90
0	0	0	91
0	0	0	92
0	1	0	93
1	0	0	94
0	0	0	95
1	0	0	96
0	0	0	97
0	0	0	98

**L6.3 (lanjutan)
I tempat tinggal Responden**

Bandung Utara	Bandung Barat	Bandung Timur	No
0	0	0	99
0	1	0	100
0	0	0	101
0	0	0	102
1	0	0	103
0	0	0	104
0	0	0	105
0	1	0	106
0	0	0	107
0	0	0	108
1	0	0	109
0	0	0	110
0	0	0	111
0	0	0	112
1	0	0	113
0	0	0	114
0	0	0	115
0	0	0	116
0	0	0	117
0	0	0	118
0	0	0	119
0	0	0	120
9	16	6	Total

Tabel L6.4
Data Mentah Pekerjaan Responden

pelajar/mahasiswa	pegawai negeri	pegawai swasta	wiraswasta
0	0	0	1
1	0	0	0
0	0	1	0
0	0	1	0
0	1	0	0
0	0	0	1
0	0	1	0
0	0	0	1
1	0	0	0
1	0	0	0
0	0	0	1
0	0	0	1
1	0	0	0
0	0	1	0
0	0	0	0
0	0	0	1
1	0	0	0
0	0	1	0
0	0	1	0
0	0	0	0
0	0	0	0
1	0	0	0
1	0	0	0
0	1	0	0
0	0	0	0
1	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	1
1	0	0	0
0	1	0	0
0	1	0	0
1	0	0	0
0	0	0	1
0	0	0	0
0	0	1	0
0	0	0	0
1	0	0	0
0	0	0	1
0	1	0	0
0	0	0	1
0	1	0	0
1	0	0	0
0	1	0	0
0	0	0	0
1	0	0	0
0	0	0	1
0	1	0	0
0	0	0	0

Tabel L6.4 (lanjutan)

Data Mentah Pekerjaan Responden

pelajar/mahasiswa	pegawai negeri	pegawai swasta	wiraswasta
0	0	1	0
1	0	0	0
0	0	0	1
0	0	0	0
1	0	0	0
0	0	0	1
0	0	1	0
0	0	1	0
0	0	0	1
0	0	0	0
0	0	0	1
0	0	1	0
0	0	0	1
0	1	0	0
1	0	0	0
0	0	1	0
0	0	1	0
0	0	0	1
0	0	0	1
0	0	0	0
1	0	0	0
0	0	0	1
0	0	1	0
0	0	1	0
0	0	0	1
0	0	0	1
0	0	0	1
0	1	0	0
1	0	0	0
0	1	0	0
0	1	0	0
0	0	1	0
0	0	0	1
0	0	0	1
0	1	0	0
0	0	1	0
0	0	0	1
0	0	0	1
0	0	0	1
0	0	0	1
0	0	0	0
0	0	0	1
0	0	0	1
0	0	1	0
1	0	0	0
0	0	0	1
0	0	0	1
0	0	1	0
0	0	0	1
0	0	0	1
0	0	1	0
1	0	0	0
0	0	0	1
0	0	0	1
0	0	1	0
0	0	0	1
0	0	1	0

**Tabel L6.4 (lanjutan)
Data Mentah Pekerjaan Responden**

pelajar/mahasiswa	pegawai negeri	pegawai swasta	wiraswasta
0	0	1	0
0	0	0	1
0	1	0	0
0	0	0	1
0	1	0	0
0	0	0	1
0	0	1	0
0	0	0	1
0	0	0	1
0	0	1	0
0	0	0	1
0	1	0	0
0	0	0	1
1	0	0	0
0	0	1	0
0	0	0	1
0	0	0	1
0	0	0	1
1	0	0	0
0	0	0	1
0	0	0	1
0	0	0	1
21	16	24	45

Tabel L6.5
Data Mentah Uang saku Responden

lainnya	No	< 200 ribu	200 - 500 ribu	500 ribu - 1,5 jt
0	1	0	0	0
0	2	0	1	0
0	3	0	0	0
0	4	0	0	0
0	5	0	0	0
0	6	0	0	0
0	7	0	0	0
0	8	0	0	0
0	9	0	1	0
0	10	0	0	0
0	11	0	0	0
0	12	0	0	0
0	13	0	0	0
0	14	0	0	0
1	15	0	0	0
0	16	0	0	0
0	17	0	1	0
0	18	0	0	0
0	19	0	0	0
1	20	0	0	0
1	21	0	0	0
0	22	0	0	1
0	23	0	0	0
0	24	0	0	0
1	25	0	0	0
0	26	0	0	1
1	27	0	0	0
1	28	0	0	0
0	29	0	0	0
0	30	0	0	1
0	31	0	0	0
0	32	0	0	0
0	33	0	1	0
0	34	0	0	0
1	35	0	0	0
0	36	0	0	0
1	37	0	0	0
0	38	0	1	0
0	39	0	0	0
0	40	0	0	0
0	41	0	0	0
0	42	0	0	0
0	43	0	1	0
0	44	0	0	0
1	45	0	0	0
0	46	0	0	1
0	47	0	0	0
0	48	0	0	0
1	49	0	0	0

Tabel L6.5 (lanjutan)

Data Mentah Uang saku Responden

lainnya	No	< 200 ribu	200 - 500 ribu	500 ribu - 1,5 jt
0	50	0	0	0
0	51	0	1	0
0	52	0	0	0
1	53	0	0	0
0	54	0	1	0
0	55	0	0	0
0	56	0	0	0
0	57	0	0	0
0	58	0	0	0
1	59	0	0	0
0	60	0	0	0
0	61	0	0	0
0	62	0	0	0
0	63	0	0	0
0	64	1	0	0
0	65	0	0	0
0	66	0	0	0
0	67	0	0	0
0	68	0	0	0
1	69	0	0	0
0	70	0	1	0
0	71	0	0	0
0	72	0	0	0
0	73	0	0	0
0	74	0	0	0
0	75	0	0	0
0	76	0	0	0
0	77	0	0	0
0	78	0	1	0
0	79	0	0	0
0	80	0	0	0
0	81	0	0	0
0	82	0	0	0
0	83	0	0	0
0	84	0	0	0
0	85	0	0	0
0	86	0	0	0
0	87	0	0	0
0	88	0	0	0
1	89	0	0	0
0	90	0	0	0
0	91	0	0	0
0	92	0	0	0
0	93	0	0	1
0	94	0	0	0
0	95	0	0	0
0	96	0	0	0
0	97	0	0	0
0	98	0	0	0

**Tabel L6.5 (lanjutan)
Data Mentah Uang saku Responden**

lainnya	No	< 200 ribu	200 - 500 ribu	500 ribu - 1,5 jt
0	99	0	0	0
0	100	0	0	0
0	101	0	0	0
0	102	0	0	0
0	103	0	0	0
0	104	0	0	0
0	105	0	0	0
0	106	0	0	0
0	107	0	0	0
0	108	0	0	0
0	109	0	0	0
0	110	0	0	0
0	111	0	0	0
0	112	0	0	1
0	113	0	0	0
0	114	0	0	0
0	115	0	0	0
0	116	0	0	0
0	117	0	0	1
0	118	0	0	0
0	119	0	0	0
0	120	0	0	0
14	Total	1	10	7

Tabel L6.6
Data Mentah Penghasil

> 1,5 jt	No	< 1 jt	1 - 3 jt
0	1	0	0
0	2	0	0
0	3	0	1
0	4	0	1
0	5	0	0
0	6	0	0
0	7	0	0
0	8	0	0
0	9	0	0
1	10	0	0
0	11	0	0
0	12	0	0
1	13	0	0
0	14	0	0
0	15	0	1
0	16	0	0
0	17	0	0
0	18	0	0
0	19	0	0
0	20	0	1
0	21	0	0
0	22	0	0
1	23	0	0
0	24	0	1
0	25	0	0
0	26	0	0
0	27	0	0
0	28	0	1
0	29	0	1
0	30	0	0
0	31	0	0
0	32	0	0
0	33	0	0
0	34	0	1
0	35	0	1
0	36	0	0
0	37	1	0
0	38	0	0
0	39	0	0
0	40	0	0
0	41	0	0
0	42	0	1
0	43	0	0
0	44	0	1
0	45	0	0
0	46	0	0
0	47	0	0
0	48	0	0
0	49	0	0

Tabel L6.6 (lanj

Data Mentah Penghasil

> 1,5 jt	No	< 1 jt	1 - 3 jt
0	50	0	0
0	51	0	0
0	52	0	0
0	53	0	0
0	54	0	0
0	55	0	0
0	56	0	1
0	57	0	0
0	58	0	0
0	59	0	0
0	60	0	0
0	61	0	1
0	62	0	0
0	63	0	1
0	64	0	0
0	65	0	0
0	66	0	1
0	67	0	0
0	68	0	0
0	69	0	0
0	70	0	0
0	71	0	0
0	72	0	1
0	73	0	1
0	74	0	0
0	75	0	0
0	76	0	0
0	77	0	1
0	78	0	0
0	79	0	1
0	80	0	1
0	81	0	0
0	82	0	0
0	83	0	0
0	84	0	1
0	85	0	1
0	86	0	0
0	87	0	0
0	88	0	0
0	89	0	1
0	90	0	0
0	91	0	0
0	92	0	0
0	93	0	0
0	94	0	0
0	95	0	0
0	96	0	1
0	97	0	0
0	98	0	0

**Tabel L6.6 (lanj
Data Mentah Penghasil**

> 1,5 jt	No	< 1 jt	1 - 3 jt
0	99	0	1
0	100	0	0
0	101	0	0
0	102	0	0
0	103	0	1
0	104	0	0
0	105	0	0
0	106	0	0
0	107	0	0
0	108	0	1
0	109	0	0
0	110	0	1
0	111	0	0
0	112	0	0
0	113	0	0
0	114	0	0
0	115	0	0
0	116	0	0
0	117	0	0
0	118	0	0
0	119	0	0
0	120	0	0
3	Total	1	28

Ta

an Responden **Data Mentah K**

3 - 5 jt	> 5 jt	No	sendiri
0	1	1	0
0	0	2	0
0	0	3	0
0	0	4	1
1	0	5	1
1	0	6	0
1	0	7	0
0	1	8	1
0	0	9	0
0	0	10	0
1	0	11	1
0	1	12	0
0	0	13	1
1	0	14	1
0	0	15	0
0	1	16	0
0	0	17	0
0	1	18	0
0	1	19	0
0	0	20	1
0	1	21	1
0	0	22	0
0	0	23	0
0	0	24	0
1	0	25	1
0	0	26	0
1	0	27	0
0	0	28	0
0	0	29	0
0	0	30	0
0	1	31	1
1	0	32	0
0	0	33	0
0	0	34	0
0	0	35	1
1	0	36	0
0	0	37	1
0	0	38	0
1	0	39	1
0	1	40	1
1	0	41	0
0	0	42	1
0	0	43	1
0	0	44	0
1	0	45	0
0	0	46	1
1	0	47	0
1	0	48	1
1	0	49	0

utan)

Tabel L

an Responden

Data Mentah K

3 - 5 jt	> 5 jt	No	sendiri
1	0	50	0
0	0	51	0
0	1	52	1
0	1	53	0
0	0	54	1
0	1	55	1
0	0	56	0
1	0	57	0
0	1	58	0
0	1	59	0
1	0	60	0
0	0	61	1
1	0	62	0
0	0	63	0
0	0	64	0
1	0	65	0
0	0	66	0
0	1	67	0
1	0	68	1
1	0	69	0
0	0	70	0
1	0	71	0
0	0	72	0
0	0	73	0
1	0	74	0
0	1	75	0
1	0	76	0
0	0	77	1
0	0	78	0
0	0	79	0
0	0	80	0
1	0	81	1
0	1	82	0
0	1	83	0
0	0	84	1
0	0	85	0
0	1	86	0
0	1	87	0
0	1	88	0
0	0	89	0
0	1	90	0
0	1	91	0
1	0	92	0
0	0	93	1
0	1	94	0
0	1	95	0
0	0	96	0
0	1	97	0
1	0	98	0

**utan)
an Responden**

**Tabel L
Data Mentah K**

3 - 5 jt	> 5 jt	No	sendiri
0	0	99	0
0	1	100	0
1	0	101	0
0	1	102	0
0	0	103	0
0	1	104	0
1	0	105	0
0	1	106	0
0	1	107	0
0	0	108	0
0	1	109	0
0	0	110	1
0	1	111	0
0	0	112	0
1	0	113	0
0	1	114	0
0	1	115	0
0	1	116	0
0	0	117	0
1	0	118	0
0	1	119	0
0	1	120	0
32	38	Total	28

Tabel L6.8
kedatangan Responden

Tabel L6.1
Data Mentah Jenis Kelamin

keluarga	teman-teman	No	Pria
1	0	1	1
0	1	2	0
1	0	3	1
0	0	4	1
0	0	5	0
1	0	6	1
0	1	7	1
0	0	8	0
0	1	9	0
0	1	10	1
0	0	11	0
0	1	12	0
0	0	13	1
0	0	14	0
1	0	15	0
1	0	16	0
0	1	17	1
1	0	18	1
1	0	19	0
0	0	20	0
0	0	21	0
1	0	22	1
0	1	23	0
0	1	24	1
0	0	25	0
0	1	26	1
1	0	27	0
1	0	28	0
0	1	29	1
0	1	30	0
0	0	31	1
1	0	32	1
1	0	33	0
1	0	34	1
0	0	35	0
1	0	36	1
0	0	37	0
0	1	38	0
0	0	39	0
0	0	40	0
1	0	41	0
0	0	42	0
0	0	43	1
1	0	44	0
1	0	45	0
0	0	46	0
1	0	47	1
0	0	48	0
1	0	49	0

6.8 (lanjutan)

Tabel L6.1 (lanjutan)

edatangan Responden**Data Mentah Jenis Kelar**

keluarga	teman-teman	No	Pria
0	1	50	1
0	1	51	0
0	0	52	0
1	0	53	0
0	0	54	1
0	0	55	1
0	1	56	1
1	0	57	1
0	1	58	1
1	0	59	0
1	0	60	0
0	0	61	0
1	0	62	0
0	1	63	0
0	1	64	0
1	0	65	0
1	0	66	0
1	0	67	1
0	0	68	0
1	0	69	0
0	1	70	1
1	0	71	0
1	0	72	0
1	0	73	0
1	0	74	0
1	0	75	1
1	0	76	0
0	0	77	0
0	1	78	0
1	0	79	0
1	0	80	1
0	0	81	0
1	0	82	0
1	0	83	1
0	0	84	0
1	0	85	0
1	0	86	0
1	0	87	0
1	0	88	0
1	0	89	0
1	0	90	0
0	1	91	0
1	0	92	0
0	0	93	1
1	0	94	0
1	0	95	0
0	1	96	1
1	0	97	0
1	0	98	0

**6.8 (lanjutan)
edatangan Responden****Tabel L6.1 (lanj
Data Mentah Jenis Kelar**

keluarga	teman-teman	No	Pria
1	0	99	0
1	0	100	0
1	0	101	0
1	0	102	1
1	0	103	1
1	0	104	0
1	0	105	0
1	0	106	1
1	0	107	0
0	1	108	0
1	0	109	0
0	0	110	0
1	0	111	0
0	1	112	1
1	0	113	0
1	0	114	0
1	0	115	0
1	0	116	0
0	1	117	1
1	0	118	0
1	0	119	1
1	0	120	0
67	25	Total	38

Tabel L6.2
nin Responden Data Mentah Usia Responden

Wanita	No	15 - 20 thn	20 - 35 thn	> 35 thn
0	1	0	1	0
1	2	1	0	0
0	3	0	0	1
0	4	0	1	0
1	5	0	1	0
0	6	0	1	0
0	7	0	1	0
1	8	0	0	1
1	9	1	0	0
0	10	1	0	0
1	11	0	1	0
1	12	0	1	0
0	13	1	0	0
1	14	0	0	1
1	15	0	0	1
1	16	0	0	1
0	17	1	0	0
0	18	0	0	1
1	19	0	1	0
1	20	0	1	0
1	21	0	0	1
0	22	1	0	0
1	23	1	0	0
0	24	0	1	0
1	25	0	1	0
0	26	1	0	0
1	27	0	0	1
1	28	0	0	1
0	29	0	1	0
1	30	1	0	0
0	31	0	0	1
0	32	0	1	0
1	33	1	0	0
0	34	0	1	0
1	35	0	1	0
0	36	0	0	1
1	37	0	0	1
1	38	1	0	0
1	39	0	0	1
1	40	0	1	0
1	41	0	0	1
1	42	0	0	1
0	43	1	0	0
1	44	0	1	0
1	45	0	1	0
1	46	1	0	0
0	47	0	1	0
1	48	0	1	0
1	49	0	0	1

anjutan)

Tabel L6.2 (lanjutan)

nin Responden**Data Mentah Usia Responden**

Wanita	No	15 - 20 thn	20 - 35 thn	> 35 thn
0	50	0	1	0
1	51	1	0	0
1	52	0	1	0
1	53	0	0	1
0	54	1	0	0
0	55	0	0	1
0	56	0	0	1
0	57	0	1	0
0	58	0	0	1
1	59	0	0	1
1	60	0	1	0
1	61	0	1	0
1	62	0	0	1
1	63	0	1	0
1	64	1	0	0
1	65	0	1	0
1	66	0	1	0
0	67	0	1	0
1	68	0	1	0
1	69	0	0	1
0	70	0	1	0
1	71	0	0	1
1	72	0	0	1
1	73	0	1	0
1	74	0	1	0
0	75	0	0	1
1	76	0	0	1
1	77	0	1	0
1	78	0	1	0
1	79	0	1	0
0	80	0	1	0
1	81	0	1	0
1	82	0	1	0
0	83	0	0	1
1	84	0	1	0
1	85	0	1	0
1	86	0	1	0
1	87	0	0	1
1	88	0	1	0
1	89	0	1	0
1	90	0	1	0
1	91	0	1	0
1	92	0	0	1
0	93	0	1	0
1	94	0	1	0
1	95	0	0	1
0	96	1	0	0
1	97	0	0	1
1	98	0	1	0

nin Responden**Tabel L6.2 (lanjutan)
Data Mentah Usia Responden**

Wanita	No	15 - 20 thn	20 - 35 thn	> 35 thn
1	99	0	1	0
1	100	0	0	1
1	101	0	1	0
0	102	0	0	1
0	103	0	1	0
1	104	0	0	1
1	105	0	0	1
0	106	0	0	1
1	107	0	0	1
1	108	0	1	0
1	109	0	0	1
1	110	0	1	0
1	111	0	0	1
0	112	0	1	0
1	113	0	1	0
1	114	0	0	1
1	115	0	1	0
1	116	0	0	1
0	117	1	0	0
1	118	0	0	1
0	119	0	0	1
1	120	0	0	1
82	Total	18	57	45

Tabel L7.1
Data Mentah Tingkat Kepentingan Kuesioner Penelitian

	JENIS ATRIBUT																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
1	4	3	4	3	4	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	4	3
2	4	3	3	3	4	4	3	4	4	3	3	3	3	4	3	3	3	3	3	2	2	2
3	4	3	3	3	4	4	3	3	3	3	4	4	3	3	3	4	3	3	4	3	3	4
4	4	3	4	4	3	3	4	2	3	3	2	2	3	3	3	4	4	4	3	3	2	3
5	2	3	3	3	2	3	3	2	3	4	3	3	3	3	3	3	3	3	3	4	4	4
6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
7	4	4	4	4	4	4	3	4	3	3	3	3	3	3	3	3	3	3	3	4	3	3
8	4	3	4	3	3	3	2	3	2	3	4	4	3	3	4	3	3	4	3	3	2	3
9	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	3
10	4	4	4	4	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	4
11	4	4	3	3	4	4	3	2	4	4	4	3	3	3	3	4	4	4	4	3	3	3
12	4	4	3	3	3	3	3	3	4	4	4	4	4	3	4	3	3	3	3	4	4	4
13	2	3	3	4	3	4	3	2	3	4	3	3	3	3	4	3	3	3	4	4	2	3
14	4	3	3	3	2	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4
15	4	3	3	4	2	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
16	4	3	4	3	2	3	4	3	4	4	4	3	3	4	4	3	4	3	4	4	4	4
17	4	3	2	2	3	4	2	3	4	3	3	3	3	4	3	3	3	3	3	3	3	3
18	4	3	3	3	2	4	4	3	3	3	3	3	4	3	4	3	3	3	3	3	3	3
19	3	4	3	2	3	3	3	3	3	4	4	3	3	2	3	3	4	3	4	3	3	4
20	4	3	2	2	2	3	2	3	3	3	3	4	4	3	4	3	4	4	3	3	4	4
21	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	3
22	4	3	3	3	3	3	3	2	3	2	3	3	3	3	3	4	4	4	4	3	3	3
23	4	4	4	4	4	3	3	4	4	4	4	3	3	4	4	4	3	3	4	3	3	3
24	4	3	3	3	2	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3
25	3	3	2	2	3	3	2	3	2	4	4	4	4	4	4	4	4	4	4	3	4	3
26	4	3	3	3	2	3	3	4	4	2	4	4	4	3	3	3	3	3	4	3	3	4

Tabel L7.1 (lanjutan)

Data Mentah Tingkat Kepentingan Kuesioner Penelitian

	JENIS ATRIBUT																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
27	4	3	2	3	3	3	4	3	3	4	3	4	3	4	4	4	4	4	3	4	4	3
28	3	3	2	4	2	3	3	2	4	3	2	3	3	3	4	4	4	4	3	3	4	4
29	4	3	3	4	3	4	4	2	3	4	3	3	3	4	4	4	4	4	4	4	3	3
30	4	3	2	4	3	3	3	4	3	3	3	3	3	2	3	4	4	4	4	3	3	3
31	4	4	3	3	2	3	3	3	4	4	4	4	4	4	3	3	3	3	3	4	4	4
32	4	4	3	2	3	3	2	4	4	4	4	4	4	3	4	4	3	3	3	3	3	3
33	3	3	3	3	3	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4
34	4	3	3	3	3	4	2	3	3	3	3	3	3	4	4	3	4	2	4	4	4	4
35	4	4	3	4	3	4	3	3	3	3	3	3	4	4	4	3	3	4	3	3	4	3
36	3	4	3	3	3	3	3	4	4	4	4	4	4	4	3	3	4	4	4	3	4	3
37	3	4	3	4	4	4	4	3	4	4	4	3	3	3	4	3	4	3	3	3	4	4
38	2	3	4	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3
39	4	3	3	3	4	3	3	3	3	3	3	3	3	4	4	3	3	3	4	4	2	3
40	4	3	4	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3
41	4	3	3	4	4	4	3	4	4	3	4	4	4	4	4	3	4	3	4	4	3	4
42	4	4	3	3	4	3	4	2	4	3	3	3	3	3	3	4	3	4	3	4	2	3
43	4	3	4	3	4	2	4	4	4	4	4	4	4	4	3	3	3	3	4	3	4	3
44	4	4	2	4	4	2	3	4	4	3	3	3	3	3	4	3	3	3	4	3	2	3
45	4	4	4	3	3	3	3	3	3	3	3	3	4	4	4	3	4	3	4	3	2	3
46	4	3	3	4	4	3	4	4	3	3	4	4	4	4	3	3	3	3	3	2	2	2
47	3	3	3	3	4	4	3	3	3	3	4	3	3	3	3	4	3	3	4	3	3	3
48	4	3	2	4	3	4	2	2	3	4	3	4	4	4	4	3	3	3	4	3	2	3
49	4	3	4	3	2	3	4	3	3	3	4	4	3	4	3	3	4	4	4	3	4	3
50	4	3	4	3	4	4	3	3	4	4	3	3	3	3	3	4	4	4	4	4	3	3
51	2	3	4	4	2	4	3	3	3	3	3	3	3	4	3	3	3	3	4	3	3	3
52	4	3	3	4	3	3	3	4	3	3	3	3	4	3	3	4	4	4	4	4	2	3

**Tabel L7.1 (lanjutan)
Data Mentah Tingkat Kepentingan Kuesioner Penelitian**

	JENIS ATRIBUT																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
53	4	3	3	3	2	3	2	2	3	3	4	4	3	3	3	3	3	4	3	4	3	4
54	2	3	3	3	2	4	3	3	3	4	3	3	4	2	3	4	4	4	3	3	3	3
55	4	3	3	3	3	4	2	2	3	4	3	3	4	3	3	3	3	3	3	3	3	3
56	4	3	3	3	2	3	3	3	3	2	3	3	3	3	4	4	4	4	4	3	3	3
57	2	3	3	3	2	4	2	2	4	3	3	3	3	4	3	3	3	3	3	3	2	3
58	4	3	2	2	2	3	3	3	3	4	4	3	3	3	4	3	3	3	3	4	3	3
59	2	3	4	4	2	3	3	3	3	2	4	4	4	4	3	3	3	3	4	3	3	3
60	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	3	3
61	4	4	3	4	3	3	4	4	3	4	3	4	4	3	4	4	3	4	4	4	4	3
62	3	3	4	4	4	4	3	3	3	4	4	3	3	4	3	3	3	3	3	3	3	3
63	4	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	4	3	3	4	3	4
64	2	4	3	3	3	2	3	3	3	4	4	3	3	2	3	3	3	4	3	3	3	3
65	3	3	3	2	2	3	3	3	3	3	3	3	3	4	3	1	3	4	3	3	2	3
66	4	3	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	4	4	3	4	3
67	4	4	4	4	4	3	3	3	4	3	3	3	4	3	3	3	4	3	3	4	3	3
68	4	4	4	4	4	4	4	4	3	3	3	3	3	4	3	3	2	3	2	3	3	3
69	4	3	4	3	3	3	4	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4
70	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
71	4	3	3	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
72	3	3	3	4	3	4	3	4	3	4	3	4	3	4	3	3	3	3	3	3	3	3
73	4	3	4	3	4	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4
74	4	3	4	4	3	4	3	3	3	3	3	4	4	2	3	3	2	2	3	3	4	4
75	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3
76	4	4	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	3	4	4	4	4
77	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	4	4	4	4	3	3	3
78	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

Tabel L7.1 (lanjutan)
Data Mentah Tingkat Kepentingan Kuesioner Penelitian
JENIS ATRIBUT

	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
79	3	4	3	4	4	4	4	4	3	3	3	3	3	4	4	4	4	3	3	3	3	4
80	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3
81	3	3	3	4	4	4	4	4	4	4	3	3	3	3	3	3	3	4	4	4	3	3
82	3	3	4	4	3	3	3	3	3	3	4	3	4	3	4	3	3	4	3	3	3	3
83	3	4	4	4	4	4	4	3	3	3	3	4	3	4	3	4	4	3	3	3	4	4
84	4	3	4	3	3	3	3	3	4	3	4	3	3	4	4	3	4	3	3	3	4	3
85	4	3	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	3	4	4
86	4	4	3	3	3	4	3	4	3	3	3	3	4	3	3	4	3	4	3	3	3	4
87	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	4	4
88	3	3	3	3	3	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	4	3
89	3	3	4	3	3	4	3	3	4	3	3	4	3	3	3	4	3	3	4	3	4	3
90	3	3	3	3	3	2	3	3	3	2	3	3	3	2	3	3	3	3	3	3	4	4
91	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
92	4	3	4	3	3	3	4	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3
93	2	4	4	4	3	2	2	2	3	3	3	3	3	4	4	3	4	3	4	3	3	4
94	4	3	4	3	4	3	3	3	3	3	4	4	3	4	3	4	3	4	3	3	4	3
95	3	3	3	4	3	3	3	3	4	3	3	3	3	4	3	3	3	3	4	3	3	3
96	4	3	3	3	3	4	3	3	3	4	3	3	3	3	3	4	3	3	3	3	3	3
97	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
98	3	3	3	3	3	2	2	2	3	3	3	3	3	4	3	4	4	4	4	3	3	3
99	4	3	3	3	4	3	3	3	3	3	4	3	3	3	3	4	4	3	3	3	3	3
100	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	3	3	3	3
101	3	3	3	3	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	2	2	2
102	4	4	3	4	3	3	3	4	4	3	4	3	3	4	3	4	4	3	3	3	3	3
103	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
104	3	3	4	4	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3

Tabel L7.1 (lanjutan)
Data Mentah Tingkat Kepentingan Kuesioner Penelitian

JENIS ATRIBUT																						
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22

A23	A24	A25
4	3	3
3	2	2
3	4	4
3	3	3
3	3	3
3	3	3
3	3	4
3	4	3
3	3	3
4	3	3
3	4	3
3	3	3
4	3	4
4	4	4
3	3	3
4	4	4
3	3	4
3	3	3
4	4	3
4	3	3
3	3	3
3	3	2
4	3	3
3	3	3
4	3	3
3	3	4

A23	A24	A25
3	4	3
3	3	3
4	3	4
4	3	3
4	4	4
3	4	4
4	4	4
4	4	4
4	3	4
3	4	4
4	4	4
3	3	3
4	3	3
3	3	3
3	3	4
4	2	2
4	3	2
3	2	4
4	3	2
3	2	2
3	4	3
4	3	3
4	3	3
3	3	3
3	3	3
3	2	3

A23	A24	A25
4	3	4
3	4	4
3	3	3
3	3	3
4	3	3
4	3	3
3	3	3
4	3	3
4	4	4
3	3	3
3	3	3
3	2	4
3	3	2
4	3	3
3	3	3
4	2	3
4	4	4
4	4	4
3	4	4
3	3	4
4	4	3
3	2	4
3	3	3
4	4	4
3	3	3
4	4	4

--

A23	A24	A25
4	4	4
3	3	3
3	3	3
3	4	3
3	3	3
4	3	3
3	4	4
3	3	3
3	3	3
3	3	3
3	3	3
4	3	3
3	3	3
4	3	3
4	3	4
3	4	3
3	3	3
3	3	3
4	4	4
3	2	3
4	4	4
3	3	3
3	3	3
4	4	4
4	4	4
4	4	3

A23	A24	A25
-----	-----	-----

4	3	3
3	3	3
4	3	4
3	3	3
4	4	2
3	3	3
2	3	4
3	4	4
3	3	3
4	3	4
3	4	3
3	3	4
4	3	3
4	4	4
4	3	4
3	4	4

51	36	43
68	75	69
1	9	8
0	0	0
120	120	120

Tabel L8.1
Data Peringkat Dari Swalayan X

	Jenis Atribut																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	0.5	0.5	1	1	1	1	1
2	1	1	1	1	0	1	1	1	0	1	1	0.5	1	1	1	1	0	1	1	1	1	1
3	1	1	0	1	1	1	0	0	0	0	1	1	0	0	1	1	1	0	0	0	1	1
4	1	1	1	1	1	0	0	0	0	1	1	1	1	0	0	1	1	0	0	1	1	1
5	1	1	1	1	1	0.5	0.5	0.5	1	1	0.5	1	0	0	0	1	1	1	0.5	0	0.5	0
6	0.5	1	1	0.5	0.5	1	0.5	0.5	0	0	1	1	1	0.5	1	1	1	1	1	0.5	1	0.5
7	1	1	0.5	0.5	0.5	0.5	0	0	1	1	1	1	1	0	0.5	0.5	0.5	1	1	1	0.5	1
8	1	0	0	1	0	0.5	0.5	0.5	1	0	1	1	0	1	0.5	1	1	1	1	0.5	0.5	1
9	1	1	0.5	0.5	1	0	0.5	0.5	1	0	0	0	1	1	0.5	1	0	1	1	1	0.5	1
10	0.5	1	0.5	1	0.5	1	1	0.5	0.5	0	0.5	0.5	0.5	1	0	1	0	0.5	1	1	0.5	1
11	1	0	1	1	1	0.5	1	0	1	0.5	1	0	1	1	0.5	0.5	0.5	0.5	0.5	1	0.5	1
12	0.5	0	0.5	0.5	1	0.5	1	0.5	0	1	0.5	0.5	1	0	1	0.5	1	1	1	0.5	1	0.5
13	1	1	0	1	1	1	0	1	0	0	1	1	1	0	1	0.5	1	1	0.5	1	1	0
14	0.5	0	1	1	1	1	0.5	0.5	1	1	1	1	1	1	0.5	1	1	1	0.5	1	0.5	1
15	0.5	1	1	1	0.5	1	0	0	0	1	0.5	0.5	0.5	0.5	0.5	0.5	0.5	1	1	1	1	1
16	1	0.5	1	1	1	1	1	1	0	1	1	1	1	0.5	0.5	0.5	0.5	0.5	1	1	0.5	1
17	0.5	1	0.5	0.5	1	1	0.5	0.5	0	0.5	0.5	0.5	1	1	0.5	1	1	1	1	1	1	1
18	0.5	1	1	1	1	1	0.5	0.5	0.5	1	0	0	0	0.5	1	1	1	1	1	0.5	0.5	1
19	0.5	1	0	0.5	1	1	0	1	0	1	1	1	1	1	0.5	0.5	0.5	1	1	0.5	1	1
20	1	0.5	1	1	1	0.5	0	1	0	1	1	0.5	1	0.5	1	0.5	0.5	1	1	1	1	1
21	0.5	0.5	1	1	0.5	1	1	1	0.5	1	0	0	1	0.5	0	0.5	0.5	1	0.5	1	1	0
22	0.5	1	1	1	1	0.5	1	1	1	1	1	1	0	0.5	0.5	1	1	1	1	0.5	0.5	0.5
23	0.5	1	0.5	0.5	0	1	1	0.5	0.5	0.5	0.5	0.5	1	0.5	0	0.5	1	0.5	0	0	0.5	0.5
24	0.5	1	1	1	0.5	1	1	1	0	1	0	0	1	0	0.5	0.5	1	0.5	1	1	1	1
25	0.5	1	0.5	0.5	1	0.5	0.5	0.5	1	0.5	1	0.5	1	1	0.5	0.5	0.5	1	1	1	0.5	1
26	0.5	0	1	0.5	1	0.5	0	1	0.5	0	0.5	1	0.5	1	0.5	0.5	0.5	1	1	0.5	1	0.5

Tabel L8.1 (lanjutan)

Data Peringkat Dari Swalayan X

	Jenis Atribut																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
27	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
28	0.5	0.5	1	0	1	0.5	0	1	0.5	0.5	1	1	1	0.5	0.5	0.5	1	1	1	1	0	1
29	0.5	1	0.5	0.5	1	0.5	1	0.5	0.5	1	1	1	1	1	0.5	1	1	1	0.5	1	0.5	1
30	0.5	1	0.5	0.5	0.5	0	0.5	0.5	0.5	0	0.5	1	0.5	1	0.5	0.5	0.5	1	1	0	0.5	0.5
31	0.5	1	1	0	0.5	1	0.5	0.5	0.5	1	0	0	1	0.5	0.5	0.5	0.5	0.5	0.5	1	0	1
32	0.5	1	1	1	1	0.5	1	0.5	1	1	1	1	1	1	1	1	1	1	1	1	0.5	0
33	1	1	1	1	0.5	1	0	0	0.5	1	0.5	1	0.5	0.5	1	0.5	1	1	1	0.5	0.5	1
34	1	1	1	1	0.5	1	1	1	0.5	1	0.5	1	1	0.5	1	0.5	1	1	0.5	0.5	0.5	1
35	1	1	0.5	0.5	0.5	1	0.5	0.5	1	0.5	1	1	1	0.5	1	0.5	0.5	1	1	1	0.5	0.5
36	1	1	0.5	1	0.5	1	0.5	0.5	1	1	1	0.5	1	0.5	1	0.5	0.5	1	1	1	0.5	1
37	1	1	1	1	1	1	1	0	0.5	1	1	1	1	1	1	1	1	1	0.5	1	0.5	1
38	0.5	1	1	0	0	1	1	1	0.5	1	0.5	0.5	0.5	0.5	1	1	1	1	1	1	1	1
39	0.5	1	0.5	0.5	0.5	1	1	0	1	1	0	0	0	0	0.5	0.5	1	0.5	0.5	0	0.5	0.5
40	1	0	0	1	0	0.5	0.5	0.5	1	0	1	1	1	1	0.5	1	1	1	0.5	0.5	0.5	1
41	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
42	0.5	1	1	1	0.5	1	0.5	0.5	1	1	1	1	1	0.5	0.5	0.5	0.5	0.5	0.5	1	0	1
43	1	1	1	1	0.5	1	1	1	1	1	0.5	0.5	0.5	0.5	0.5	1	0	1	1	1	1	1
44	0.5	1	1	1	0.5	0.5	1	1	1	1	0	1	0	0	0.5	1	1	1	1	1	0.5	1
45	0.5	1	1	1	1	1	1	1	1	1	1	1	1	0.5	0.5	1	1	0	0.5	1	0.5	0
46	0.5	1	1	1	0	1	0.5	0.5	1	1	1	1	1	1	1	1	1	0	0	0.5	0.5	1
47	1	0.5	0.5	0	1	1	0.5	0.5	0	0.5	1	0.5	0	0.5	1	0	0.5	0.5	1	1	0.5	0.5
48	1	0.5	0.5	0.5	0	0	1	0	0.5	1	0.5	1	1	0	0.5	1	0	0	0.5	1	0.5	0
49	0.5	0	1	1	1	1	0	0.5	0	0.5	1	1	1	0.5	1	0.5	1	0.5	0	0.5	1	0.5
50	0.5	0	1	0.5	1	0	0.5	0.5	0	0	0.5	1	1	1	1	1	1	0.5	1	1	1	0
51	0.5	1	1	1	0.5	1	0	0	0	0	1	1	1	0.5	0.5	1	1	1	1	0.5	0.5	0
52	0.5	1	0	1	1	1	0	1	0.5	1	1	0	0.5	0	1	1	0	0.5	0.5	0.5	1	1

**Tabel L8.1 (lanjutan)
Data Peringkat Dari Swalayan X**

	Jenis Atribut																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
53	1	1	1	1	1	0.5	0.5	0.5	1	1	0.5	0.5	1	0.5	1	1	1	1	0	1	1	1
54	0.5	0	0	0	0.5	1	0.5	0.5	0.5	0.5	0	0	1	0	0.5	0	0	0	0	1	1	1
55	0.5	1	1	1	1	0.5	0.5	0.5	0.5	0.5	1	1	1	1	1	0	0	0	0	0.5	0.5	1
56	1	1	1	1	0.5	0.5	0.5	0.5	0.5	0.5	0	0	0	0.5	1	0	0	0	0	1	1	1
57	0.5	1	1	1	1	0.5	0.5	0.5	0	0	0	0	1	1	0.5	1	1	1	0	0.5	0.5	0.5
58	0.5	1	0	0	1	1	0	0	1	1	0.5	0.5	0.5	0.5	1	1	1	1	1	0	0.5	0.5
59	1	1	1	1	0	0.5	0.5	0	1	1	1	0	0	0.5	0.5	1	1	1	0	0.5	0.5	0.5
60	0.5	1	0.5	0.5	1	0.5	1	0.5	0.5	1	0.5	0.5	1	1	0.5	0	1	0.5	0.5	1	0.5	1
61	0	0.5	0	0	1	0.5	0.5	0.5	0	0	0	0	0	0	0	1	0.5	0	0.5	0.5	0.5	0
62	0.5	0.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
63	0.5	0.5	1	0	1	1	1	1	0	0	0.5	0	0	0.5	0	0	0	0	1	0	1	0
64	0.5	0	1	0	0	1	1	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0
65	0	0	0	0	0.5	0.5	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0
66	0.5	0	0	0	0	0.5	1	0	0	0	1	1	1	1	1	1	0	0	1	1	1	0
67	0	0	0	0	0	0	0	0	0.5	0	0	0.5	0	1	0	1	0	0	0	0	0	0
68	0.5	1	0	1	1	0	0	0	0	0	1	1	1	0	0	0.5	0.5	0.5	0	1	1	1
69	0.5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0.5	0.5	0	0	0	0
70	0.5	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	0.5	0	0	0	0
71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
72	0.5	0.5	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0.5	0	0	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0	0	0	0
74	0	0	0	0	0	1	1	1	0	1	0	1	1	1	0	0	0	0	0	0	0	0
75	1	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1
76	0	0	0	0	0	0	1	1	1	1	0	0	0	1	0.5	0.5	0.5	0.5	1	1	1	1
77	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	1
78	0.5	1	1	0	1	1	0	0	1	0	0	0	0	0	0	0.5	0.5	0	0	0	0	0

Tabel L8.1 (lanjutan)
Data Peringkat Dari Swalayan X
Jenis Atribut

--	--

	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
79	0.5	0	0	0	0	0	0	0	0	1	1	1	0	0.5	0	0	0	0	0	0	0	0
80	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0
81	0	0	0	0.5	0	0	0	0	0.5	0	0	1	0	0	1	0	1	1	0	0	1	0
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	1	0	0	1	0
83	0	0	0	0	0	0	0	0.5	0.5	0.5	0	0	1	1	1	0	0	1	0	0	0	0
84	1	1	0	1	0.5	0.5	1	0	0	0	0	0	0	0	0	0	0	1	1	0	1	0
85	0	0	1	0	0	0	1	0	0	0	0	0	1	0	1	0	0	1	1	1	1	0
86	0	0	0	0	0	0	0.5	0	1	1	1	0	0	0	1	1	0	0	0	0	1	0.5
87	0	0	0	0	0.5	0	0	0	0	0	0	0	0	1	1	0	0	0	0.5	0.5	0.5	0.5
88	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
89	0	0	0	0	0	0	0.5	0.5	0.5	1	0	0	0	0	0	0	0	0	0	1	1	0
90	0.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
91	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
92	0	0	0	0.5	0	0	0	0	0	1	1	0	0	0	0	0.5	0	0	0	0	0	0
93	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
94	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
95	0.5	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	0
96	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0
97	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.5
98	1	1	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0
99	1	1	1	1	0	0	0	0	0	1	1	1	1	0	1	0	1	0	0	0	1	1
100	1	1	1	0	1	0.5	0.5	0.5	0	0	0	0	0	0	0.5	0	0	0	1	0.5	1	0
101	0.5	1	1	0	1	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0	1	0	1	0	0	0
102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
103	0.5	0	0	0	0	0	0	1	1	1	1	1	0	1	1	0	1	0	1	0	0	0
104	0.5	0.5	1	1	1	0	0	1	0	1	1	1	0	0	0	0	0	0	0	0	0	1

Tabel L8.1 (lanjutan)
Data Peringkat Dari Swalayan X

Jenis Atribut																						
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22

105	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	0	1	1	1
106	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
107	0	0	0	0	0.5	0	0	0.5	0	0.5	0	0	0	0	0	0	1	1	1	1	0	0
108	0	0	1	0	0	0	1	0.5	0	0	0	0	0	0	1	1	1	0	0	0	0	0
109	1	1	1	1	0	1	1	1	0	1	1	0	1	1	1	1	1	0	1	1	1	0
110	0	0	0	0	1	0.5	0	0	0	0	0	0	0	0	0	0	0	0.5	0	0	0	0
111	0	0	0	0	0	0	0	0	1	1	1	1	1	0	0	1	0	0	0.5	0	0.5	0.5
112	0	1	1	0	1	1	0	0	0	0.5	0	1	1	0	1	0	0	0	0.5	0.5	1	0
113	0.5	1	0.5	0.5	1	1	0	0	0	0	0	1	1	1	1	1	1	1	0	0	0	0
114	0.5	1	1	1	1	0	0	0	1	1	1	0.5	0.5	0.5	0.5	1	0	0	1	1	1	1
115	0.5	1	1	1	1	1	1	1	0.5	1	1	1	1	0	1	1	1	0.5	1	1	1	0.5
116	0.5	1	1	1	0	0	0	0	1	1	1	1	0	0	0	0	0	0.5	1	1	1	1
117	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1
118	1	1	1	0	1	0	0.5	0.5	1	0	0	0	0	1	1	1	0	0.5	0	0	0	0
119	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
120	1	0.5	1	0	0.5	1	0	0	0	0	0	0.5	1	0.5	0	1	1	0	0	0.5	1	0.5

Tabel L8.2
Data Peringkat Dari Superindo

	Jenis Atribut																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
1	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0.5	0.5	0	0	0	0

2	0	0	0	0	1	0	0	0	1	0	0	0.5	0	0	0	0	1	0	0	0	0	0	
3	0	0	1	0	0	0	1	1	1	1	1	0	0	1	1	0	0	0	1	1	1	0	0
4	0	0	0	0	0	1	1	1	1	0	0	0	0	1	1	0	0	1	1	0	0	0	
5	0	0	0	0	0	0.5	0.5	0.5	0	0	0.5	0	1	1	1	0	0	0	0.5	1	0.5	1	
6	0.5	0	0	0.5	0.5	0	0.5	0.5	1	1	0	0	0	0.5	0	0	0	0	0	0.5	0	0.5	
7	0	0	0.5	0.5	0.5	0.5	1	1	0	0	0	0	0	1	0.5	0.5	0.5	0	0	0	0.5	0	
8	0	1	1	0	1	0.5	0.5	0.5	0	1	0	0	1	0	0.5	0	0	0	0	0.5	0.5	0	
9	0	0	0.5	0.5	0	1	0.5	0.5	0	1	1	1	0	0	0.5	0	1	0	0	0	0.5	0	
10	0.5	0	0.5	0	0.5	0	0	0.5	0.5	1	0.5	0.5	0.5	0	1	0	1	0.5	0	0	0.5	0	
11	0	1	0	0	0	0.5	0	1	0	0.5	0	1	0	0	0.5	0.5	0.5	0.5	0.5	0	0.5	0	
12	0.5	1	0.5	0.5	0	0.5	0	0.5	1	0	0.5	0.5	0	1	0	0.5	0	0	0	0.5	0	0.5	
13	0	0	1	0	0	0	1	0	1	1	0	0	0	1	0	0.5	0	0	0.5	0	0	1	
14	0.5	1	0	0	0	0	0.5	0.5	0	0	0	0	0	0	0.5	0	0	0	0.5	0	0.5	0	
15	0.5	0	0	0	0.5	0	1	1	1	0	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0	0	0	0	0	
16	0	0.5	0	0	0	0	0	0	1	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0	0	0.5	0	
17	0.5	0	0.5	0.5	0	0	0.5	0.5	1	0.5	0.5	0.5	0	0	0.5	0	0	0	0	0	0	0	
18	0.5	0	0	0	0	0	0.5	0.5	0.5	0	1	1	1	0.5	0	0	0	0	0	0.5	0.5	0	
19	0.5	0	1	0.5	0	0	1	0	1	0	0	0	0	0	0.5	0.5	0.5	0	0	0.5	0	0	
20	0	0.5	0	0	0	0.5	1	0	1	0	0	0.5	0	0.5	0	0.5	0.5	0	0	0	0	0	
21	0.5	0.5	0	0	0.5	0	0	0	0.5	0	1	1	0	0.5	1	0.5	0.5	0	0.5	0	0	1	
22	0.5	0	0	0	0	0.5	0	0	0	0	0	0	1	0.5	0.5	0	0	0	0	0.5	0.5	0.5	
23	0.5	0	0.5	0.5	1	0	0	0.5	0.5	0.5	0.5	0.5	0	0.5	1	0.5	0	0.5	1	1	0.5	0.5	
24	0.5	0	0	0	0.5	0	0	0	1	0	1	1	0	1	0.5	0.5	0	0.5	0	0	0	0	
25	0.5	0	0.5	0.5	0	0.5	0.5	0.5	0	0.5	0	0.5	0	0	0.5	0.5	0.5	0	0	0	0.5	0	
26	0.5	1	0	0.5	0	0.5	1	0	0.5	1	0.5	0	0.5	0	0.5	0.5	0.5	0	0	0.5	0	0.5	

Tabel L8.2 (lanjutan)
Data Peringkat Dari Superindo

	Jenis Atribut																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0.5	0.5	0	1	0	0.5	1	0	0.5	0.5	0	0	0	0.5	0.5	0.5	0	0	0	0	1	0

29	0.5	0	0.5	0.5	0	0.5	0	0.5	0.5	0	0	0	0	0	0.5	0	0	0	0.5	0	0.5	0
30	0.5	0	0.5	0.5	0.5	1	0.5	0.5	0.5	1	0.5	0	0.5	0	0.5	0.5	0.5	0	0	1	0.5	0.5
31	0.5	0	0	1	0.5	0	0.5	0.5	0.5	0	1	1	0	0.5	0.5	0.5	0.5	0.5	0.5	0	1	0
32	0.5	0	0	0	0	0.5	0	0.5	0	0	0	0	0	0	0	0	0	0	0	0	0.5	1
33	0	0	0	0	0.5	0	1	1	0.5	0	0.5	0	0.5	0.5	0	0.5	0	0	0	0.5	0.5	0
34	0	0	0	0	0.5	0	0	0	0.5	0	0.5	0	0	0.5	0	0.5	0	0	0.5	0.5	0.5	0
35	0	0	0.5	0.5	0.5	0	0.5	0.5	0	0.5	0	0	0	0.5	0	0.5	0.5	0	0	0	0.5	0.5
36	0	0	0.5	0	0.5	0	0.5	0.5	0	0	0	0.5	0	0.5	0	0.5	0.5	0	0	0	0.5	0
37	0	0	0	0	0	0	0	1	0.5	0	0	0	0	0	0	0	0	0	0.5	0	0.5	0
38	0.5	0	0	1	1	0	0	0	0.5	0	0.5	0.5	0.5	0.5	0	0	0	0	0	0	0	0
39	0.5	0	0.5	0.5	0.5	0	0	1	0	0	1	1	1	1	0.5	0.5	0	0.5	0.5	1	0.5	0.5
40	0	1	1	0	1	0.5	0.5	0.5	0	1	0	0	0	0	0.5	0	0	0	0.5	0.5	0.5	0
41	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
42	0.5	0	0	0	0.5	0	0.5	0.5	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0.5	0	1	0
43	0	0	0	0	0.5	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0	1	0	0	0	0	0
44	0.5	0	0	0	0.5	0.5	0	0	0	0	1	0	1	1	0.5	0	0	0	0	0	0.5	0
45	0.5	0	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	0	0	1	0.5	0	0.5	1
46	0.5	0	0	0	1	0	0.5	0.5	0	0	0	0	0	0	0	0	0	1	1	0.5	0.5	0
47	0	0.5	0.5	1	0	0	0.5	0.5	1	0.5	0	0.5	1	0.5	0	1	0.5	0.5	0	0	0.5	0.5
48	0	0.5	0.5	0.5	1	1	0	1	0.5	0	0.5	0	0	1	0.5	0	1	1	0.5	0	0.5	1
49	0.5	1	0	0	0	0	1	0.5	1	1	0	0	0	0.5	0	0.5	0	0.5	1	0.5	0	0.5
50	0.5	1	0	0.5	0	1	0.5	0.5	1	1	0.5	0	0	0	0	0	0	0.5	0	0	0	1
51	0.5	0	0	0	0.5	0	1	1	1	1	0	0	0	0.5	0.5	0	0	0	0	0.5	0.5	1
52	0.5	0	1	0	0	0	1	0	0.5	0	0	1	0.5	1	0	0	1	0.5	0.5	0.5	0	0

Tabel L8.2 (lanjutan)
Data Peringkat Dari Superindo

	Jenis Atribut																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
53	0	0	0	0	0	0.5	0.5	0.5	0	0	0.5	0.5	0	0.5	0	0	0	0	1	0	0	0
54	0.5	1	1	1	0.5	0	0.5	0.5	0.5	0.5	1	1	0	1	0.5	1	1	1	1	0	0	0
55	0.5	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0	0	0	0	0	1	1	1	1	0.5	0.5	0

56	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0.5	1	1	1	0.5	0	1	1	1	1	0	0	0
57	0.5	0	0	0	0	0.5	0.5	0.5	0.5	1	1	1	0	0	0.5	0	0	0	1	0.5	0.5	0.5
58	0.5	0	1	1	0	0	1	1	0	1	0.5	0.5	0.5	0.5	0	0	0	0	1	0.5	0.5	0.5
59	0	0	0	0	1	0.5	0.5	1	0	1	0	1	1	0.5	0.5	0	0	0	1	0.5	0.5	0.5
60	0.5	0	0.5	0.5	0	0.5	0	0.5	0.5	0	0.5	0.5	0	0	0.5	1	0	0.5	0.5	0	0.5	0
61	1	0.5	1	1	0	0.5	0.5	0.5	1	1	1	1	1	1	1	0	0.5	1	0.5	0.5	0.5	1
62	0.5	0.5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
63	0.5	0.5	0	1	0	0	0	0	1	1	0.5	1	1	0.5	1	1	1	1	0	1	0	1
64	0.5	1	0	1	1	0	0	1	0	1	0	0	1	1	1	1	1	1	1	1	1	1
65	1	1	1	1	0.5	0.5	1	1	1	0	0	0	0	1	1	1	1	1	1	1	1	1
66	0.5	1	1	1	1	0.5	0	1	1	1	0	0	0	0	0	0	1	1	0	0	0	1
67	1	1	1	1	1	1	1	1	0.5	1	1	0.5	1	0	1	0	1	1	1	1	1	1
68	0.5	0	1	0	0	1	1	1	1	1	0	0	0	1	1	0.5	0.5	0.5	1	0	0	0
69	0.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	1	1	1	1
70	0.5	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	0.5	1	1	1	1
71	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
72	0.5	0.5	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0.5	1	1	1
73	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0.5	0.5	0.5	1	1	1	1
74	1	1	1	1	1	0	0	0	1	0	1	0	0	0	1	1	1	1	1	1	1	1
75	0	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	0
76	1	1	1	1	1	1	0	0	0	0	1	1	1	0	0.5	0.5	0.5	0.5	0	0	0	0
77	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0.5	0.5	0.5	0
78	0.5	0	0	1	0	0	1	1	0	1	1	1	1	1	1	0.5	0.5	1	1	1	1	1

Tabel L8.2 (lanjutan)
Data Peringkat Dari Superindo

	Jenis Atribut																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
79	0.5	1	1	1	1	1	1	1	1	0	0	0	1	0.5	1	1	1	1	1	1	1	1
80	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0.5	0.5	0.5	0.5	1
81	1	1	1	0.5	1	1	1	1	0.5	0	1	0	1	1	0	1	0	0	1	1	0	1
82	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0.5	0.5	0	1	1	0	1

83	1	1	1	1	1	1	1	0.5	0.5	0.5	1	1	0	0	0	1	1	0	1	1	1	1
84	0	0	1	0	0.5	0.5	0	1	1	1	1	1	1	1	1	1	1	0	0	1	0	1
85	1	1	0	1	1	1	0	1	1	1	1	1	0	1	0	1	1	0	0	0	0	1
86	1	1	1	1	1	1	0.5	1	0	0	0	1	1	1	0	0	1	1	1	1	0	0.5
87	1	1	1	1	0.5	1	1	1	1	1	1	1	1	0	0	1	1	1	0.5	0.5	0.5	0.5
88	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
89	1	1	1	1	1	1	0.5	0.5	0.5	0	1	1	1	1	1	1	1	1	1	0	0	1
90	0.5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0
91	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
92	1	1	1	0.5	1	1	1	1	1	0	0	1	1	1	1	0.5	1	1	1	1	1	1
93	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
94	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
95	0.5	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	1
96	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1
97	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0.5
98	0	0	0	1	0	1	1	1	1	1	1	1	1	1	0	1	0	1	0	1	1	1
99	0	0	0	0	1	1	1	1	1	0	0	0	0	1	0	1	0	1	1	1	0	0
100	0	0	0	1	0	0.5	0.5	0.5	1	1	1	1	1	1	0.5	1	1	1	0	0.5	0	1
101	0.5	0	0	1	0	1	1	1	1	1	0.5	0.5	0.5	0.5	0.5	1	0	1	0	1	1	1
102	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
103	0.5	1	1	1	1	1	1	0	0	0	0	0	1	0	0	1	0	1	0	1	1	1
104	0.5	0.5	0	0	0	1	1	0	1	0	0	0	1	1	1	1	1	1	1	1	1	0

Tabel L8.2 (lanjutan)
Data Peringkat Dari Superindo

	Jenis Atribut																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
105	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0.5	0.5	1	0	0	0
106	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
107	1	1	1	1	0.5	1	1	0.5	1	1	1	1	1	1	1	1	0	0	0	0	1	1
108	1	1	0	1	1	1	0	0.5	1	1	1	1	1	1	0	0	0	1	1	1	1	1
109	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	1

110	1	1	1	1	0	0.5	1	1	1	1	1	1	1	1	1	1	1	0.5	1	1	1	1
111	1	1	1	1	1	1	1	1	0	0	0	0	0	1	1	0	1	1	0.5	1	0.5	0.5
112	1	0	0	1	0	0	1	1	1	0.5	1	0	0	1	0	1	1	1	0.5	0.5	0	1
113	0.5	0	0.5	0.5	0	0	1	1	1	1	1	0	0	0	0	0	0	0	1	1	1	1
114	0.5	0	0	0	0	1	1	1	0	0	0	0.5	0.5	0.5	0.5	0	1	1	0	0	0	0
115	0.5	0	0	0	0	0	0	0	0.5	0	0	0	0	1	0	0	0	0.5	0	0	0	0.5
116	0.5	0	0	0	1	1	1	1	0	0	0	0	1	1	1	1	1	0.5	0	0	0	0
117	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
118	0	0	0	1	0	1	0.5	0.5	0	0	1	1	1	0	0	0	1	0.5	1	1	1	1
119	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
120	0	0.5	0	1	0.5	0	1	1	1	1	0.5	0	0.5	1	0	0	1	1	0.5	0	0.5	0

64.5

72

70

64.5

69

65

53

50

51

64

A23	A24	A25
1	1	1
1	1	1
1	1	1
1	1	1
0	0	1
1	0	1
1	1	0.5
1	0	1
1	0	1
0	0	0.5
1	1	0.5
1	0.5	0.5
1	0	1
1	1	1
1	0	0
1	1	1
1	1	1
1	0.5	0.5
1	1	1
0	0	0.5
0.5	0	0
0.5	1	1
1	0.5	0
1	0	0
1	0	0.5
1	0.5	0.5

A23	A24	A25
1	1	1
0.5	0	0
1	0.5	0.5
0	0	0.5
0.5	1	1
0.5	0.5	1
1	0.5	1
1	1	1
1	1	1
1	0.5	1
1	1	0.5
0.5	0.5	0.5
0.5	0	1
0.5	0	1
1	1	1
1	1	1
1	1	1
1	1	1
0	1	1
0.5	0	1
0	1	0.5
1	0.5	0.5
1	1	0.5
0.5	0.5	0.5
0.5	1	0
0	0.5	0.5

A23	A24	A25
0	0	0
1	0	0
0.5	1	0.5
1	1	1
1	1	0
1	1	0
1	1	1
0	0.5	0.5
0	0	0
0	0	0.5
0.5	0	0.5
0	0	0.5
0	0	0
1	1	0
0	0	0
0	0	1
0	0	1
0	0	1
0	0	1
0	0	0
0	0	0.5
0	0	0
0	1	1
0	0	0
1	0	0
0	0	0

--

A23	A24	A25
0.5	0	0.5
0	0.5	0
0	0	0
0	0	1
0	0	0
0	0	0
0	1	0
0.5	0.5	0.5
0	0	0
1	1	0
0	0	0.5
1	0.5	0.5
1	1	1
0.5	0	1
1	1	1
0	0	0
0	0	0
1	1	0
0.5	0.5	0
0	1	0
1	1	1
1	0.5	0
0	0	0
1	0	0
0	0	0
1	0	1

A23	A24	A25
-----	-----	-----

1	0	0.5
0	0	0
0	0	0
0	0.5	0.5
1	0	1
0.5	0	0.5
0.5	0.5	0.5
1	0	1
0	0	0.5
1	1	1
0.5	1	0.5
1	0	0
1	1	1
0	0	0.5
1	1	0.5
1	0	1

A23	A24	A25
0	0	0

0	0	0
0	0	0
0	0	0
1	1	0
0	1	0
0	0	0.5
0	1	0
0	1	0
1	1	0.5
0	0	0.5
0	0.5	0.5
0	1	0
0	0	0
0	1	1
0	0	0
0	0	0
0	0.5	0.5
0	0	0
1	1	0.5
0.5	1	1
0.5	0	0
0	0.5	1
0	1	1
0	1	0.5
0	0.5	0.5

A23	A24	A25
0	0	0
0.5	1	1

0	0.5	0.5
1	1	0.5
0.5	0	0
0.5	0.5	0
0	0.5	0
0	0	0
0	0	0
0	0.5	0
0	0	0.5
0.5	0.5	0.5
0.5	1	0
0.5	1	0
0	0	0
0	0	0
0	0	0
0	0	0
1	0	0
0.5	1	0
1	0	0.5
0	0.5	0.5
0	0	0.5
0.5	0.5	0.5
0.5	0	1
1	0.5	0.5

A23	A24	A25
1	1	1
0	1	1
0.5	0	0.5

0	0	0
0	0	1
0	0	1
0	0	0
1	0.5	0.5
1	1	1
1	1	0.5
0.5	1	0.5
1	1	0.5
1	1	1
0	0	1
1	1	1
1	1	0
1	1	0
1	1	0
1	1	0
1	1	1
1	1	0.5
1	1	1
1	0	0
1	1	1
0	1	1
1	1	1

A23	A24	A25
0.5	1	0.5
1	0.5	1
1	1	1
1	1	0

1	1	1
1	1	1
1	0	1
0.5	0.5	0.5
1	1	1
0	0	1
1	1	0.5
0	0.5	0.5
0	0	0
0.5	1	0
0	0	0
1	1	1
1	1	1
0	0	1
0.5	0.5	1
1	0	1
0	0	0
0	0.5	1
1	1	1
0	1	1
1	1	1
0	1	0

A23	A24	A25
0	1	0.5
1	1	1
1	1	1
1	0.5	0.5
0	1	0

0.5	1	0.5
0.5	0.5	0.5
0	1	0
1	1	0.5
0	0	0
0.5	0	0.5
0	1	1
0	0	0
1	1	0.5
0	0	0.5
0	1	0

65

64

65

53.5

64.5

64

63

65

66

67.5

69.5

64

68

52

64.5

Tabel L9.1
Data Mentah Tingkat Kepuasan Kuesioner Penelitian

	JENIS ATRIBUT																						
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22	
1	1	1	0	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	
2	1	1	1	1	1	1	0	1	1	0	1	1	1	0	0	1	1	1	1	1	1	1	0
3	1	1	1	1	1	1	0	0	0	0	0	1	1	1	0	1	1	1	1	0	1	1	1
4	1	1	1	1	1	1	1	1	0	0	0	0	1	1	1	1	1	0	1	1	1	1	1
5	1	1	0	1	1	0	0	1	0	1	1	1	0	1	1	1	1	1	1	1	0	0	1
6	1	1	1	1	1	0	0	0	0	1	1	1	0	0	1	1	1	1	0	1	1	1	0
7	1	1	1	0	1	1	0	0	0	0	1	1	1	1	0	1	1	1	0	1	1	1	1
8	1	1	1	1	1	1	0	1	0	0	1	1	1	1	1	1	1	1	0	1	0	0	0
9	1	1	1	1	1	1	0	1	0	0	1	1	0	0	0	1	1	1	1	1	1	0	1
10	1	1	0	0	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	0	1	0
11	1	1	1	0	0	1	0	1	1	0	1	0	0	0	0	1	1	1	1	1	1	0	0
12	1	1	0	0	1	1	0	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1
13	1	1	0	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0
14	1	1	0	0	1	1	0	1	0	1	0	0	0	0	0	1	1	1	0	1	1	1	1
15	1	0	0	0	0	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
16	1	1	1	1	0	0	0	0	1	1	1	1	1	0	0	1	1	1	0	1	1	1	1
17	1	0	0	0	1	1	0	0	0	0	1	1	1	1	1	1	1	1	1	0	1	0	0
18	1	1	1	1	1	0	0	0	0	1	0	0	0	0	1	1	1	1	1	1	1	1	1
19	1	1	0	0	1	1	0	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1
20	1	1	0	0	1	1	0	0	1	0	1	0	1	0	0	1	1	1	1	1	1	1	1
21	1	0	0	0	1	0	0	0	1	1	0	0	0	1	1	1	1	1	1	1	1	1	0
22	1	0	0	0	1	1	0	0	1	1	1	0	0	0	1	1	1	0	0	1	1	0	0
23	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1
24	1	1	1	1	1	1	1	1	0	1	1	1	0	0	1	1	1	1	0	1	1	0	0
25	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1
26	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	0	0	1	0

Tabel L9.1 (lanjutan)

Data Mentah Tingkat Kepuasan Kuesioner Penelitian

	JENIS ATRIBUT																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
27	1	1	0	0	1	1	0	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1
28	1	1	1	1	1	1	0	0	1	0	1	0	1	1	0	1	1	1	1	1	1	1
29	1	0	0	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0
30	1	1	1	0	1	1	0	0	1	1	1	1	1	0	1	0	1	1	0	1	1	1
31	1	0	0	0	1	0	0	0	1	0	1	1	1	1	1	1	1	1	1	1	1	0
32	1	0	1	0	1	1	0	0	0	0	1	1	1	0	0	1	1	1	1	0	1	1
33	1	1	1	1	1	1	1	1	1	0	1	1	0	0	1	1	1	1	0	1	1	0
34	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
35	1	1	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0
36	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
37	1	1	0	0	1	0	0	0	1	1	1	1	0	0	1	1	1	1	1	1	1	0
38	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	0
39	1	1	1	1	1	1	0	0	0	0	1	1	1	0	1	1	1	1	1	0	1	1
40	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	0	0
41	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
42	1	0	0	0	0	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0
43	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	0
44	1	0	0	0	1	1	0	0	1	0	1	0	0	0	1	1	1	1	1	1	1	0
45	1	1	1	1	1	0	1	1	0	0	1	1	1	0	1	1	1	1	0	1	1	1
46	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1
47	1	1	0	0	1	1	0	0	0	0	1	1	0	0	0	1	1	1	1	0	1	1
48	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0
49	1	1	0	0	1	1	1	0	0	1	1	1	1	0	1	1	1	1	1	1	1	0
50	1	1	1	0	1	1	0	0	1	0	1	1	1	0	1	1	1	1	1	1	1	1
51	1	0	0	0	1	0	1	1	0	1	1	1	0	0	1	1	1	1	0	1	1	0
52	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

**Tabel L9.1 (lanjutan)
Data Mentah Tingkat Kepuasan Kuesioner Penelitian**

	JENIS ATRIBUT																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22
53	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0	1	1	0
54	1	1	1	1	1	1	1	0	1	0	1	1	1	0	1	1	1	1	1	1	1	0
55	1	0	0	0	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	0	1
56	1	1	1	1	1	1	1	0	0	1	1	1	1	0	1	1	1	1	1	1	1	1
57	1	1	1	1	1	1	1	1	0	0	1	1	1	0	1	1	1	1	0	1	1	1
58	1	1	0	0	0	1	1	0	0	1	1	1	0	0	1	1	1	0	0	1	1	1
59	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	0	0
60	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
61	1	1	0	0	1	1	1	0	0	1	1	1	1	0	1	1	1	1	1	1	1	1
62	1	1	0	0	1	1	0	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1
63	1	1	0	0	1	1	0	1	0	0	1	1	1	0	1	1	1	1	1	1	1	1
64	1	1	1	1	1	1	0	0	0	0	1	1	1	0	0	1	1	0	1	1	1	1
65	1	1	1	1	1	1	0	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1
66	1	1	0	0	1	1	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1
67	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1
68	1	1	0	0	0	1	1	1	0	1	1	1	1	0	0	1	1	1	1	1	1	0
69	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1
70	1	1	1	0	0	1	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
71	1	1	1	1	1	1	1	0	0	0	1	1	1	0	1	1	1	1	1	1	1	1
72	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1
73	1	1	1	1	1	1	1	0	1	0	1	1	0	0	1	1	0	1	1	1	0	1
74	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
75	1	1	0	0	0	1	0	0	0	1	1	1	1	1	1	1	1	0	1	1	1	1
76	1	1	0	0	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1
77	1	1	0	0	0	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1
78	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Tabel L9.1 (lanjutan)
Data Mentah Tingkat Kepuasan Kuesioner Penelitian

JENIS ATRIBUT																					
---------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22	
79	1	1	0	0	1	1	0	0	0	0	1	1	1	0	1	1	1	1	1	1	1	1	1
80	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
81	1	0	0	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
82	1	1	0	0	1	1	0	0	0	1	1	1	1	1	1	1	0	0	1	1	1	1	1
83	1	1	1	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
84	1	1	0	0	0	1	0	0	1	0	1	1	0	0	1	1	1	1	1	1	1	1	1
85	1	1	1	1	1	1	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1
86	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
87	1	1	1	1	1	1	0	0	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1
88	1	1	0	0	1	1	1	1	1	0	0	1	1	0	1	1	0	1	1	1	0	1	1
89	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
90	1	1	1	1	1	1	0	1	0	1	1	1	1	1	0	0	1	1	1	1	1	1	1
91	1	1	0	0	0	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
92	1	1	1	1	1	1	0	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1
93	1	0	0	0	1	0	0	1	0	0	1	1	1	0	1	1	1	1	1	1	1	1	1
94	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1
95	1	1	0	0	1	1	1	0	0	0	1	1	1	0	1	1	1	1	0	1	1	1	1
96	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
97	1	1	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
98	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
99	1	1	0	0	1	1	1	1	0	1	1	1	0	0	1	1	1	1	1	1	1	1	1
100	1	1	1	1	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
101	1	1	1	0	0	1	0	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1
102	1	1	0	0	0	1	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1
103	1	1	1	1	1	1	0	0	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1
104	1	1	1	1	1	1	0	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1

Tabel L9.1 (lanjutan)
Data Mentah Tingkat Kepuasan Kuesioner Penelitian

	JENIS ATRIBUT																					
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22

105	1	1	1	1	1	1	0	1	1	1	0	0	1	0	1	1	1	1	1	1	1	1
106	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1
107	1	1	0	0	1	1	1	0	0	1	1	1	1	1	0	1	1	0	1	1	1	1
108	1	1	1	1	1	1	0	1	0	0	1	1	1	0	1	1	1	1	1	1	1	1
109	1	1	0	0	0	1	0	0	0	1	1	1	1	0	1	1	0	0	1	1	1	1
110	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1
111	1	1	1	1	0	1	1	0	1	0	1	1	1	0	1	1	1	1	1	1	1	1
112	1	0	0	0	1	1	1	0	1	0	1	1	1	1	1	1	1	0	1	1	1	1
113	1	1	0	0	0	1	0	0	0	1	1	1	1	1	1	1	1	0	1	1	1	1
114	1	1	1	0	1	1	0	0	0	0	1	1	1	0	1	1	0	0	1	1	1	1
115	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1
116	1	1	0	0	1	1	0	0	1	0	1	1	1	0	1	1	0	0	1	1	1	1
117	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1
118	1	0	0	1	1	1	1	0	0	1	1	1	1	0	1	1	1	1	1	1	1	1
119	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1
120	1	1	0	0	1	1	1	0	0	0	1	1	1	1	1	1	1	0	1	1	1	1

A23	A24	A25
1	1	0
0	0	0
1	0	0
1	1	1
1	0	0
0	1	1
1	1	0
1	0	0
1	0	0
1	1	0
0	0	1
1	1	1
1	0	0
0	0	1
1	0	1
1	1	1
1	0	1
1	1	1
0	0	1
1	1	1
1	0	1
1	0	1
1	1	1
1	0	0
1	1	1
1	0	1

A23	A24	A25
1	1	1
1	1	1
1	0	1
1	1	1
1	0	0
1	0	1
1	0	1
1	1	1
1	0	1
1	1	0
1	1	1
0	0	0
1	1	0
1	0	0
1	1	1
1	0	1
1	0	1
1	0	1
0	0	0
1	1	1
1	1	1
1	0	0
1	0	1
1	1	1
1	0	1
1	1	1

A23	A24	A25
1	0	0
1	0	1
1	1	1
1	1	1
0	0	1
1	1	1
1	0	0
1	1	1
1	0	1
1	0	1
1	1	1
1	0	0
1	1	1
1	0	0
1	1	1
1	0	0
1	1	1
1	1	1
1	0	1
1	0	1
1	0	0
1	1	0
1	1	0
1	1	1

--

A23	A24	A25
1	0	0
1	1	1
1	0	0
1	1	1
1	1	1
1	1	0
1	1	1
1	0	1
1	1	0
1	1	0
1	1	1
0	0	0
1	1	1
1	0	1
1	0	0
1	1	1
0	0	1
1	1	1
1	1	1
1	1	1
1	0	0
1	0	1
1	0	0
1	1	1
1	0	1
1	0	1

A23	A24	A25
-----	-----	-----

1	0	0
1	1	1
1	0	1
1	1	1
1	0	0
1	1	1
1	1	0
1	0	0
1	0	0
1	1	1
1	1	1
1	0	0
1	1	1
1	0	0
1	1	1
1	1	0

**Terima Kasih atas kesediaan Bapak/Ibu/Saudara/i mengisi
kuesioner ini
KUESIONER PENELITIAN**

Kepada Yth,
Bapak/Ibu/Sdr/i Responden yang pernah berbelanja di Swalayan Yogya Kopo Mas dan Swalayan Superindo.

Dalam rangka penyusunan Tugas Akhir pada jurusan Teknik Industri di Universitas Kristen Maranatha Bandung, dengan judul **“Analisis Persaingan dan Segmentasi Pasar (Studi Kasus di Swalayan X Bandung)”**, kepada Bapak/Ibu/Sdr/i dimohon kesediaannya untuk mengisi kuesioner penelitian ini sebagai bahan untuk kepentingan penelitian.

Akhir kata, saya ucapkan terima kasih atas bantuan, kerjasama, dan kesediaan Bapak/Ibu/Sdr/i dalam meluangkan waktu untuk membaca dan mengisi kuesioner ini.

Jawaban Bapak/Ibu/Sdr/Sdr/i dijamin kerahasiaannya.

Hormat Saya,

Ricky

Bagian I

DATA RESPONDEN

Petunjuk pengisian:

Berikan tanda checklist () pada tanda kurung dibawah ini yang sesuai dengan Bapak/Ibu/Sdr/i.

1. Jenis kelamin anda:

() Pria () Wanita

2. Usia Anda saat ini :

() Usia < 15 tahun () 20 tahun ≤ Usia < 35 tahun

() 15 tahun ≤ Usia < 20 tahun () Usia ≥ 35 tahun

3. Asal tempat tinggal Anda :

() Bandung Selatan () Bandung Utara () Lainnya.....

.....

() Bandung Barat () Bandung Timur

4. Pekerjaan Anda saat ini :

() Pelajar / Mahasiswa () Pegawai Swasta () Lainnya.....

.....

() Pegawai Negeri () Wiraswasta

5. Uang saku Anda per bulan saat ini (Jika pekerjaan anda **Pelajar/Mahasiswa**) :

Kepentingan				No	Atribut	Peringkat Swalayan	
STP	TP	P	SP			Yogya	Superindo
				1	Tersedia fasilitas pembayaran dengan kartu kredit/debit/voucher		
				2	Terdapat masa kadaluarsa produk yang masih lama		
				3	Kejelasan nama produk pada rak barang		
				4	Kejelasan harga produk pada rak barang		
				5	Kejelasan papan nama toko swalayan		
				6	Harga yang terjangkau dibanding toko swalayan lain		
				7	Adanya promosi melalui media cetak		
				8	Adanya promosi melalui media elektronik		
				9	Tempat parkir yang luas		
				10	Jumlah kasir yang memadai		
				11	Kerapihan karyawan dalam berpakaian		
				12	Keramahan karyawan dalam memberikan pelayanan		
				13	Kecepatangannya karyawan dalam melayani konsumen		
				14	Memiliki lokasi yang terletak di pinggir jalan raya		
				15	Kebersihan ruangan toko swalayan		
				16	Tersedianya berbagai variasi produk makanan basah		
				17	Tersedianya berbagai variasi produk makanan kemasan		
				18	Tersedianya berbagai variasi produk kebutuhan rumah tangga		
				19	Memiliki produk makanan basah yang selalu segar		
				20	Penerangan ruang yang baik		
				21	Adanya tempat penitipan barang		
				22	Kebersihan trolley dan keranjang		
				23	Adanya AC di dalam toko swalayan		
				24	Kejelasan penempatan produk berdasarkan jenisnya		
				25	Jumlah trolley dan keranjang yang memadai		

Bagian III

Berikan tanda checklist () pada kolom tingkat kepuasan untuk swalayan Yogya dibawah ini yang sesuai dengan Bapak/Ibu/Sdr/i

No	Atribut	Tingkat Kepuasan	
		Puas	Tidak puas
1	Tersedia fasilitas pembayaran dengan kartu kredit/debit/voucher		

2	Terdapat masa kadaluarsa produk yang masih lama		
3	Kejelasan nama produk pada rak barang		
4	Kejelasan harga produk pada rak barang		
5	Kejelasan papan nama toko swalayan		
6	Harga yang terjangkau dibanding toko swalayan lain		
7	Adanya promosi melalui media cetak		
8	Adanya promosi melalui media elektronik		
9	Tempat parkir yang luas		
10	Jumlah kasir yang memadai		
11	Kerapihan karyawan dalam berpakaian		
12	Keramahan karyawan dalam memberikan pelayanan		
13	Kecepat tanggapan karyawan dalam melayani konsumen		
14	Memiliki lokasi yang terletak di pinggir jalan raya		
15	Kebersihan ruangan toko swalayan		
16	Tersedianya berbagai variasi produk makanan basah		
17	Tersedianya berbagai variasi produk makanan kemasan		
18	Tersedianya berbagai variasi produk kebutuhan rumah tangga		
19	Memiliki produk makanan basah yang selalu segar		
20	Penerangan ruang yang baik		
21	Adanya tempat penitipan barang		
22	Kebersihan trolley dan keranjang		
23	Adanya AC di dalam toko swalayan		
24	Kejelasan penempatan produk berdasarkan jenisnya		
25	Jumlah trolley dan keranjang yang memadai		

Terima Kasih atas kesediaan Bapak/Ibu/Saudara/i mengisi kuesioner ini

KOMENTAR DOSEN PENGUJI

Nama Mahasiswa: Ricky Sanjaya

NRP : 0323133

Judul Tugas Akhir : "Usulan Strategi Pemasaran Toko
Swalayan X Bandung"

Komentar-komentar Dosen Penguji :

1. Judul TA dipertimbangkan untuk diganti dengan tidak mencantumkan "untuk meningkatkan daya saing", karena dalam analisa dan usulannya tidak memperhatikan persaingan.
2. Abstrak : belum mencerminkan perumusan masalah dan belum dituliskan secara sistematis berdasarkan acuan pada metodologi penelitian.
3. Perumusan masalah no.3 seharusnya diperbaiki.
4. Usulan : belum mencerminkan keterkaitan antara hasil CA, kepuasan dengan targetting.

DATA PENULIS

Nama : Ricky Sanjaya
Alamat di Bandung : Muara Sari IV No. 65, Bandung
Alamat Asal : Muara Sari IV No. 65, Bandung
No Telp. Asal : (022) 5204373
No. Handphone : 085624974841
Alamat *e-mail* : riqjo_yellow@yahoo.com
Pendidikan : SMUK Bina Bakti I, Bandung
Jurusan Teknik Industri Universitas Kristen
Maranatha
Nilai Tugas Akhir: B+
Tanggal USTA : 15 Juli 2008