LAMPIRAN 1

KUESIONER PRODUK TIRTA ALAMI DAN PRODUK VIAND

PENGANTAR KUESIONER

KepadaYth.
Sdr/i. Pelanggan TIRTA Alami
di tempat
DenganHormat

Dalam rangka penyusunan tugas akhir (skripsi) sebagai salah satu syarat kelulusan dan memperoleh gelar S1 jurusan Manajemen Fakultas Ekonomi Universitas Muhammadiyah Jember ,peneliti memohon kesediaan saudara/i untuk meluangkan waktu untuk mengisi kuesioner penelitian ini dengan baik. Adapun judul skripsi yang saya buat adalah**"Analisis Perbandingan *Positioning Brand* Air Minum Dalam Kemasan VIAND dengan TIRTA Alami Berdasarkan Persepsi Konsumen"**.Informasi yang anda berikan untuk kepentingan terbatas, artinya hanya untuk penelitian saja.

Jawaban yang saudara/i berikan tidak dipublikasikan dan dijamin kerahasiaannya, serta dapat mendukung untuk kesuksesan penelitian saya ini. Dengan demikian, saya ucapkan terima kasih atas perhatian dan kesediaan saudara/i dalam pengisian kuesioner.

Peneliti

RifkiDwiSeptiyansah

IdentitasResponden

1. Usia : 17 tahun – 25 tahun ( ) 26 tahun – 35 tahun ( )
   36 tahun – 45 tahun ( ) >45 tahun ( )
2. JenisKelamin : Laki – laki ( ) Wanita ( )

PetunjukPengisian :

1. Pernyataan-pernyataan di bawah ini mohon dijawab dengan sebenar benarnya sesuai dengan keadaan dan kenyataan yang ada.
2. Berikan Tanggapan anda tentang pertanyaan di bawah ini dengan memberi tanda centang (✔) pada jawaban yang anda pada kolom.

Keterangan :

1. Pendapat anda Sangat tidak setuju (STS)
2. Pendapat anda Kurang Setuju (KS)
3. Pendapat anda Tidak Setuju (TS)
4. Pendapat anda Setuju (S)
5. Pendapat anda Sangat Setuju (ST)

Pernyataan– penyataan :

1. VariabelHarga

No	Pernyataan	Jawaban				
		STS	TS	KS	S	ST
1	Harga AMDK Produk TIRTA terjangkau oleh konsumen.					
2	Harga AMDK TIRTA Alami mampu bersaing dan sesuai persepsi masyarakat.					

2. Variabel Promosi

No	Pernyataan	Jawaban				
		STS	TS	KS	S	ST
1	Promosi produk TIRTA sudah terjangkau oleh konsumen					
2	Informasi dari penejelasan yang diberikan menarik, jelas, dan sesuai dengan kenyataan sehingga saya berminat untuk mengonsumsinya					
3	Banyaknya penawaran produk TIRTA Alami kepada anda semakin ingin mengonsumsinya					

3. Variabel Desain Kemasan

No	Pernyataan	Jawaban				
		STS	TS	KS	S	ST
1	Apakah desain kemasan dalam bentuk gelas berbeda dengan bentuk gelas yang lain.					
2	Desain kemasan yang tidak mudah rusak					

4. Variabel Distribusi

No	Pernyataan	Jawaban				
		STS	TS	KS	S	ST
1	TIRTA Alami mudah didapat di kios toko terdekat					
2	TIRTA Alami memiliki distribusi yang sesuai keinginan konsumen					

5. Kualitas Produk

No	Pernyataan	Jawaban				
		STS	TS	KS	S	ST
1	Saya memilih produk TIRTA Alami karena kualitasnya sesuai dengan harga.					
2	Saya memilih produk TIRTA Alami karenatahan lama.					
3	Saya memilih produk TIRTA Alami karena kualitasnya bagus untuk kesehatan.					

PERNYATAAN PRODUK AMDK MEREK VIAND

1. Variabel Harga

No	Pernyataan	Jawaban				
		STS	TS	KS	S	ST
1	Harga AMDK Produk VIAND terjangkau oleh konsumen.					
2	Harga AMDK VIAND mampu bersaing dan sesuai persepsi masyarakat.					

2. Variabel Promosi

No	Pernyataan	Jawaban				
		STS	TS	KS	S	ST
1	Promosi produk VIAND sudah terjangkau oleh konsumen					
2	Informasi dari penejelasan yang diberikan menarik, jelas, dan sesuai dengan kenyataan sehingga saya berminat untuk mengonsumsinya					
3	Banyaknya penawaran produk VIAND kepada anda semakin ingin menggunakannya.					

3. Variabel Desain Kemasan

No	Pernyataan	Jawaban				
		STS	TS	KS	S	ST
1	Apakah desain kemasan dalam bentuk gelas berbeda dengan bentuk gelas yang lain.					
2	Desain kemasan yang tidak mudah rusak					

4. Variabel Distribusi

No	Pernyataan	Jawaban				
		STS	TS	KS	S	ST
1	VIAND mudah didapat di kios toko terdekat					
2	TIRTA Alami memiliki distribusi yang sesuai keinginan konsumen					

5. Kualitas Produk

No	Pernyataan	Jawaban				
		STS	TS	KS	S	ST
1	Saya memilih produk VIAND karena kualitasnya sesuai dengan harga.					
2	Saya memilih produk VIAND karena tahan lama.					
3	Saya memilih produk VIAND karena kualitasnya bagus untuk kesehatan.					

LAMPIRAN 2

DATA KUESIONER TIRTA ALAMI

NO	USIA	JENIS KELAMIN	HARGA(1)			PROMOSI(X2)				DESAIN(X3)			PRODUK(X4)			KUALITAS PRODUK (X5)			
			X1.1	X1.2	TOTAL	X2.1	X2.2	X2.3	TOTAL	X3.1	X3.2	TOTAL	X4.1	X4.2	TOTAL	X5.1	X5.2	X5.3	TOTAL
1	17 - 25	PRIA	3	5	**4**	3	3	3	**3**	3	5	**4,5**	4	3	**3,5**	3	3	3	**3**
2	26 - 35	PRIA	2	5	**3,5**	2	2	2	**2**	5	5	**4,75**	3	3	**3**	3	3	3	**3**
3	36 - 45	PRIA	5	4	**4,5**	5	5	5	**5**	5	4	**3,5**	3	4	**3,5**	5	5	5	**5**
4	> 45	PRIA	4	3	**3,5**	4	4	4	**4**	2	3	**3**	3	3	**3**	2	2	2	**2**
5	26 - 35	WANITA	5	2	**3,5**	5	5	5	**5**	5	2	**3**	5	5	**5**	4	4	4	**4**
6	17 - 25	PRIA	4	3	**3,5**	2	2	2	**2**	2	3	**2,5**	4	5	**4,5**	3	3	3	**3**
7	17 - 25	WANITA	3	3	**3**	1	1	1	**1**	2	3	**2,5**	4	4	**4**	3	3	3	**3**
8	17 - 25	WANITA	2	2	**2**	2	2	2	**2**	3	2	**2,5**	4	3	**3,5**	3	3	3	**3**
9	26 - 35	PRIA	3	3	**3**	3	3	3	**3**	2	3	**2,75**	3	3	**3**	3	3	3	**3**
10	26 - 35	PRIA	3	3	**3**	3	3	3	**3**	3	3	**3,25**	3	3	**3**	2	2	2	**2**
11	17 - 25	WANITA	2	3	**2,5**	2	2	2	**2**	4	3	**3**	5	3	**4**	3	3	3	**3**
12	26 - 35	PRIA	2	2	**2**	2	2	2	**2**	3	2	**2,5**	5	3	**4**	2	2	2	**2**
13	17 - 25	PRIA	3	2	**2,5**	3	3	3	**3**	3	2	**2,75**	4	3	**3,5**	3	3	3	**3**
14	26 - 35	PRIA	3	4	**3,5**	3	3	3	**3**	2	4	**3,25**	3	5	**4**	3	3	3	**3**
15	26 - 35	PRIA	3	4	**3,5**	3	3	3	**3**	3	4	**4**	3	2	**2,5**	3	3	3	**3**
16	17 - 25	WANITA	3	4	**3,5**	3	3	3	**3**	5	4	**4**	3	4	**3,5**	4	4	4	**4**
17	36 - 45	PRIA	2	4	**3**	2	2	2	**2**	3	4	**3**	4	5	**4,5**	2	2	2	**2**
18	26 - 35	PRIA	2	3	**2,5**	2	2	2	**2**	2	3	**3,25**	4	4	**4**	3	3	3	**3**

19	26 - 35	PRIA	3	3	**3**	3	3	3	**3**	5	3	**4**	4	3	**3,5**	5	5	5	**5**
20	26 - 35	WANITA	3	3	**3**	3	3	3	**3**	5	3	**3,75**	3	3	**3**	5	5	5	**5**
21	36 - 45	WANITA	4	2	**3**	4	4	4	**4**	5	2	**3**	3	3	**3**	2	2	2	**2**
22	26 - 35	PRIA	3	3	**3**	3	3	3	**3**	2	3	**2,5**	5	3	**4**	3	3	3	**3**
23	36 - 45	PRIA	4	3	**3,5**	1	1	1	**1**	2	3	**3,5**	5	3	**4**	3	3	3	**3**
24	17 - 25	PRIA	4	4	**4**	4	4	4	**4**	5	4	**4**	4	3	**3,5**	3	3	3	**3**
25	36 - 45	PRIA	3	4	**3,5**	3	3	3	**3**	3	4	**4,25**	3	5	**4**	2	2	2	**2**
26	36 - 45	PRIA	5	5	**5**	5	5	5	**5**	5	5	**5**	3	2	**2,5**	5	5	5	**5**
27	17 - 25	PRIA	5	5	**5**	5	5	5	**5**	5	5	**4,5**	3	4	**3,5**	2	2	2	**2**
28	36 - 45	PRIA	3	4	**3,5**	3	3	3	**3**	4	4	**3,75**	4	4	**4**	3	3	3	**3**
29	26 - 35	PRIA	3	3	**3**	3	3	3	**3**	4	3	**3,25**	4	4	**4**	4	4	4	**4**
30	17 - 25	PRIA	4	3	**3,5**	4	4	4	**4**	3	3	**3,5**	4	4	**4**	4	4	4	**4**
31	17 - 25	WANITA	4	3	**3,5**	3	3	3	**3**	5	3	**3,5**	5	5	**5**	3	3	3	**3**
32	17 - 25	PRIA	3	3	**3**	3	3	3	**3**	3	3	**3,5**	4	5	**4,5**	3	3	3	**3**
33	17 - 25	PRIA	3	4	**3,5**	5	5	5	**5**	4	4	**3,25**	4	4	**4**	5	5	5	**5**
34	> 45	WANITA	3	3	**3**	2	2	2	**2**	2	3	**3,75**	3	3	**3**	2	2	2	**2**
35	26 - 35	PRIA	5	5	**5**	4	4	4	**4**	5	5	**4,25**	3	3	**3**	4	4	4	**4**
36	17 - 25	WANITA	4	5	**4,5**	3	3	3	**3**	2	5	**3,25**	3	3	**3**	3	3	3	**3**
37	17 - 25	PRIA	4	4	**4**	3	3	3	**3**	2	4	**3**	1	1	**1**	3	3	3	**3**

38	36 - 45	PRIA	4	3	**3,5**	3	3	3	**3**	3	3	**3**	2	2	**2**	3	3	3	**3**
39	17 - 25	WANITA	3	3	**3**	3	3	3	**3**	3	3	**2,75**	3	3	**3**	3	3	3	**3**
40	17 - 25	PRIA	3	3	**3**	2	2	2	**2**	2	3	**2,5**	3	3	**3**	2	2	2	**2**
41	17 - 25	PRIA	5	3	**4**	3	3	3	**3**	2	3	**2,5**	3	3	**3**	3	3	3	**3**
42	17 - 25	WANITA	5	3	**4**	2	2	2	**2**	2	3	**2,75**	2	2	**2**	2	2	2	**2**
43	17 - 25	PRIA	4	3	**3,5**	3	3	3	**3**	3	3	**3,75**	3	3	**3**	3	3	3	**3**
44	17 - 25	PRIA	3	5	**4**	3	3	3	**3**	4	5	**3,5**	3	4	**3,5**	3	3	3	**3**
45	17 - 25	PRIA	3	2	**2,5**	3	3	3	**3**	3	2	**3,25**	3	3	**3**	3	3	3	**3**
46	17 - 25	PRIA	3	4	**3,5**	4	4	4	**4**	4	4	**4**	3	3	**3**	4	4	4	**4**
47	17 - 25	PRIA	4	5	**4,5**	2	2	2	**2**	3	5	**4**	3	3	**3**	2	2	2	**2**
48	17 - 25	PRIA	4	4	**4**	3	3	3	**3**	4	4	**4**	4	4	**4**	3	3	3	**3**
49	26 - 35	WANITA	4	3	**3,5**	5	5	5	**5**	5	3	**4**	4	5	**4,5**	5	5	5	**5**
50	26 - 35	WANITA	3	3	**3**	5	5	5	**5**	5	3	**3,5**	3	3	**3**	5	5	5	**5**
51	26 - 35	PRIA	3	3	**3**	2	2	2	**2**	3	3	**3**	4	4	**4**	2	2	2	**2**
52	17 - 25	PRIA	5	3	**4**	3	3	3	**3**	3	3	**2,75**	3	3	**3**	3	3	3	**3**
53	17 - 25	PRIA	5	3	**4**	3	3	3	**3**	2	3	**2,75**	4	3	**3,5**	3	3	3	**3**
54	17 - 25	PRIA	4	3	**3,5**	3	3	3	**3**	3	3	**3,5**	4	4	**4**	3	3	3	**3**
55	> 45	WANITA	3	5	**4**	2	2	2	**2**	3	5	**3**	3	3	**3**	2	2	2	**2**
56	> 45	WANITA	3	2	**2,5**	5	5	5	**5**	2	2	**3,25**	4	4	**4**	5	5	5	**5**
57	17 - 25	PRIA	3	4	**3,5**	2	2	2	**2**	5	4	**4,25**	5	5	**5**	2	2	2	**2**

58	17 - 25	PRIA	4	4	**4**	3	3	3	**3**	4	4	**3,75**	4	4	**4**	3	3	3	**3**
59	17 - 25	WANITA	4	4	**4**	4	4	4	**4**	3	4	**3,25**	4	4	**4**	4	4	4	**4**
60	17 - 25	PRIA	4	4	**4**	4	4	4	**4**	2	4	**3**	4	4	**4**	4	4	4	**4**

LAMPIRAN 2

DATA KUESIONER VIAND

NO	USIA	JENIS KELAMIN	HARGA(1)			PROMOSI(X2)				DESAIN(X3)			PRODUK(X4)			KUALITAS PRODUK (X5)			
			X1.1	X1.2	TOTAL	X2.1	X2.2	X2.3	TOTAL	X3.1	X3.2	TOTAL	X4.1	X4.2	TOTAL	X5.1	X5.2	X5.3	TOTAL
1	17 - 25	PRIA	4	5	**4,5**	4	5	3	**4**	5	5	**5**	4	3	**3,5**	3	3	3	**3**
2	26 - 35	PRIA	4	5	**4,5**	3	3	3	**3**	4	5	**4,5**	4	2	**3**	3	3	3	**3**
3	36 - 45	PRIA	3	4	**3,5**	5	5	5	**5**	4	4	**4**	3	5	**4**	3	3	3	**3**
4	> 45	PRIA	3	3	**3**	2	2	2	**2**	3	3	**3**	3	4	**3,5**	3	3	3	**3**
5	26 - 35	WANITA	3	2	**2,5**	4	4	4	**4**	3	2	**2,5**	3	5	**4**	2	2	2	**2**
6	17 - 25	PRIA	2	3	**2,5**	3	3	3	**3**	2	3	**2,5**	2	4	**3**	3	3	3	**3**
7	17 - 25	WANITA	2	3	**2,5**	3	3	3	**3**	2	3	**2,5**	2	3	**2,5**	2	2	2	**2**
8	17 - 25	WANITA	3	2	**2,5**	3	3	3	**3**	3	4	**3,5**	3	2	**2,5**	3	3	3	**3**
9	26 - 35	PRIA	2	3	**2,5**	3	3	3	**3**	4	4	**4**	2	3	**2,5**	3	3	3	**3**
10	26 - 35	PRIA	2	3	**2,5**	2	2	2	**2**	4	3	**3,5**	2	3	**2,5**	3	3	3	**3**
11	17 - 25	WANITA	2	3	**2,5**	3	3	3	**3**	2	3	**2,5**	2	2	**2**	4	4	4	**4**
12	26 - 35	PRIA	4	2	**3**	2	2	2	**2**	3	4	**3,5**	4	2	**3**	2	2	2	**2**
13	17 - 25	PRIA	4	2	**3**	3	3	3	**3**	5	2	**3,5**	4	3	**3,5**	3	3	3	**3**
14	26 - 35	PRIA	4	4	**4**	3	3	3	**3**	3	4	**3,5**	4	3	**3,5**	5	5	5	**5**
15	26 - 35	PRIA	2	4	**3**	3	3	3	**3**	5	4	**4,5**	2	3	**2,5**	5	5	5	**5**
16	17 - 25	WANITA	3	4	**3,5**	4	4	4	**4**	4	4	**4**	3	3	**3**	2	2	2	**2**
17	36 - 45	PRIA	4	4	**4**	2	2	2	**2**	5	4	**4,5**	4	2	**3**	3	3	3	**3**
18	26 - 35	PRIA	3	3	**3**	3	3	3	**3**	4	3	**3,5**	3	2	**2,5**	3	3	3	**3**

19	26 - 35	PRIA	3	3	**3**	5	5	5	**5**	3	3	**3**	3	3	**3**	3	3	3	**3**
20	26 - 35	WANITA	4	3	**3,5**	5	5	5	**5**	4	3	**3,5**	4	3	**3,5**	2	2	2	**2**
21	36 - 45	WANITA	3	2	**2,5**	2	2	2	**2**	3	5	**4**	3	4	**3,5**	5	5	5	**5**
22	26 - 35	PRIA	4	3	**3,5**	3	3	3	**3**	4	3	**3,5**	4	3	**3,5**	2	2	2	**2**
23	36 - 45	PRIA	5	3	**4**	3	3	3	**3**	5	3	**4**	5	4	**4,5**	3	3	3	**3**
24	17 - 25	PRIA	3	4	**3,5**	3	3	3	**3**	3	4	**3,5**	3	4	**3,5**	3	3	3	**3**
25	36 - 45	PRIA	4	4	**4**	2	2	2	**2**	4	4	**4**	4	3	**3,5**	3	3	3	**3**
26	36 - 45	PRIA	4	5	**4,5**	3	3	3	**3**	5	5	**5**	4	5	**4,5**	2	2	2	**2**
27	17 - 25	PRIA	3	5	**4**	5	5	5	**5**	5	5	**5**	3	5	**4**	5	5	5	**5**
28	36 - 45	PRIA	4	4	**4**	2	2	2	**2**	4	4	**4**	4	3	**3,5**	2	2	2	**2**
29	26 - 35	PRIA	3	3	**3**	4	4	4	**4**	3	3	**3**	3	3	**3**	3	3	3	**3**
30	17 - 25	PRIA	4	3	**3,5**	3	3	3	**3**	3	3	**3**	4	4	**4**	4	4	4	**4**
31	17 - 25	WANITA	4	3	**3,5**	3	3	3	**3**	3	3	**3**	4	4	**4**	4	4	4	**4**
32	17 - 25	PRIA	3	3	**3**	3	3	3	**3**	3	3	**3**	3	3	**3**	3	3	3	**3**
33	17 - 25	PRIA	3	4	**3,5**	3	3	3	**3**	3	4	**3,5**	3	3	**3**	3	3	3	**3**
34	> 45	WANITA	4	3	**3,5**	2	2	2	**2**	5	3	**4**	4	3	**3,5**	5	5	5	**5**
35	26 - 35	PRIA	4	5	**4,5**	3	3	3	**3**	4	5	**4,5**	4	5	**4,5**	2	2	2	**2**
36	17 - 25	WANITA	3	5	**4**	2	2	2	**2**	4	5	**4,5**	3	4	**3,5**	4	4	4	**4**
37	17 - 25	PRIA	3	4	**3,5**	3	3	3	**3**	3	4	**3,5**	3	4	**3,5**	3	3	3	**3**

38	36 - 45	PRIA	3	3	**3**	3	3	3	**3**	3	3	**3**	3	4	**3,5**	3	3	3	**3**
39	17 - 25	WANITA	2	3	**2,5**	3	3	3	**3**	2	3	**2,5**	2	3	**2,5**	3	3	3	**3**
40	17 - 25	PRIA	2	3	**2,5**	4	4	4	**4**	2	3	**2,5**	2	3	**2,5**	3	3	3	**3**
41	17 - 25	PRIA	3	3	**3**	2	2	2	**2**	3	3	**3**	3	5	**4**	2	2	2	**2**
42	17 - 25	WANITA	2	3	**2,5**	3	3	3	**3**	2	3	**2,5**	2	5	**3,5**	3	3	3	**3**
43	17 - 25	PRIA	2	3	**2,5**	5	5	5	**5**	2	3	**2,5**	2	4	**3**	2	2	2	**2**
44	17 - 25	PRIA	2	5	**3,5**	5	5	5	**5**	2	5	**3,5**	2	3	**2,5**	3	3	3	**3**
45	17 - 25	PRIA	4	2	**3**	2	2	2	**2**	3	2	**2,5**	4	3	**3,5**	3	3	3	**3**
46	17 - 25	PRIA	4	4	**4**	3	3	3	**3**	5	4	**4,5**	4	3	**3,5**	3	3	3	**3**
47	17 - 25	PRIA	4	5	**4,5**	3	3	3	**3**	3	5	**4**	4	4	**4**	4	4	4	**4**
48	17 - 25	PRIA	2	4	**3**	3	3	3	**3**	5	4	**4,5**	2	4	**3**	2	2	2	**2**
49	26 - 35	WANITA	3	3	**3**	2	2	2	**2**	4	3	**3,5**	3	4	**3,5**	3	3	3	**3**
50	26 - 35	WANITA	4	3	**3,5**	5	5	5	**5**	5	3	**4**	4	3	**3,5**	5	5	5	**5**
51	26 - 35	PRIA	3	3	**3**	2	2	2	**2**	4	3	**3,5**	3	3	**3**	5	5	5	**5**
52	17 - 25	PRIA	3	3	**3**	3	3	3	**3**	3	3	**3**	3	5	**4**	2	2	2	**2**
53	17 - 25	PRIA	4	3	**3,5**	3	3	3	**3**	4	3	**3,5**	4	5	**4,5**	3	3	3	**3**
54	17 - 25	PRIA	3	3	**3**	3	3	3	**3**	3	3	**3**	3	4	**3,5**	3	3	3	**3**
55	> 45	WANITA	4	5	**4,5**	2	2	2	**2**	4	5	**4,5**	4	3	**3,5**	3	3	3	**3**
56	> 45	WANITA	5	2	**3,5**	5	5	5	**5**	5	2	**3,5**	5	3	**4**	2	2	2	**2**
57	17 - 25	PRIA	3	4	**3,5**	2	2	2	**2**	3	4	**3,5**	3	3	**3**	5	5	5	**5**

58	17 - 25	PRIA	4	4	**4**	3	3	3	**3**	4	4	**4**	4	4	**4**	2	2	2	**2**
59	17 - 25	WANITA	4	4	**4**	4	4	4	**4**	5	4	**4,5**	4	4	**4**	3	3	3	**3**
60	17 - 25	PRIA	3	4	**3,5**	4	4	4	**4**	5	4	**4,5**	3	4	**3,5**	4	4	4	**4**

UNIVERSITAS MUHAMMADIYAH
JEMBER

LAMPIRAN 3

UJI VALIDITAS TIRTA ALAMI

1. HARGA

Correlations

		x1.1	x1.2	x1
x1.1	Pearson Correlation	1	.142	.750**
	Sig. (2-tailed)		.281	.000
	N	60	60	60
x1.2	Pearson Correlation	.142	1	.761**
	Sig. (2-tailed)	.281		.000
	N	60	60	60
x1	Pearson Correlation	.750**	.761**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

2. PROMOSI

Correlations

		x2.1	x2.2	x2.3	x2
x2.1	Pearson Correlation	1	1.000**	1.000**	1.000**
	Sig. (2-tailed)		.000	.000	.000
	N	60	60	60	60
x2.2	Pearson Correlation	1.000**	1	1.000**	1.000**
	Sig. (2-tailed)	.000		.000	.000
	N	60	60	60	60
x2.3	Pearson Correlation	1.000**	1.000**	1	1.000**
	Sig. (2-tailed)	.000	.000		.000
	N	60	60	60	60
x2	Pearson Correlation	1.000**	1.000**	1.000**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

3. DESAIN

Correlations

		x3.1	x3.2	x3
x3.1	Pearson Correlation	1	.225	.604**
	Sig. (2-tailed)		.084	.000
	N	60	60	60
x3.2	Pearson Correlation	.225	1	.613**
	Sig. (2-tailed)	.084		.000
	N	60	60	60
x3	Pearson Correlation	.604**	.613**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

4. PRODUK

Correlations

		x4.1	x4.2	x4
x4.1	Pearson Correlation	1	.540**	.865**
	Sig. (2-tailed)		.000	.000
	N	60	60	60
x4.2	Pearson Correlation	.540**	1	.890**
	Sig. (2-tailed)	.000		.000
	N	60	60	60
x4	Pearson Correlation	.865**	.890**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

5. KUALITAS PRODUK

Correlations

		x5.1	x5.2	x5.3	x5
x5.1	Pearson Correlation	1	1.000**	1.000**	1.000**
	Sig. (2-tailed)		.000	.000	.000
	N	60	60	60	60
x5.2	Pearson Correlation	1.000**	1	1.000**	1.000**
	Sig. (2-tailed)	.000		.000	.000
	N	60	60	60	60
x5.3	Pearson Correlation	1.000**	1.000**	1	1.000**
	Sig. (2-tailed)	.000	.000		.000
	N	60	60	60	60
x5	Pearson Correlation	1.000**	1.000**	1.000**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

LAMPIRAN 3
UJI VALIDITAS VIAND

1. HARGA

Correlations

		x1.1	x1.2	x1
x1.1	Pearson Correlation	1	.076	.705**
	Sig. (2-tailed)		.565	.000
	N	60	60	60
x1.2	Pearson Correlation	.076	1	.761**
	Sig. (2-tailed)	.565		.000
	N	60	60	60
x1	Pearson Correlation	.705**	.761**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

2. PROMOSI

Correlations

		x2.1	x2.2	x2.3	x2
x2.1	Pearson Correlation	1	.991**	.991**	1.000**
	Sig. (2-tailed)		.000	.000	.000
	N	60	60	60	60
x2.2	Pearson Correlation	.991**	1	.964**	.991**
	Sig. (2-tailed)	.000		.000	.000
	N	60	60	60	60
x2.3	Pearson Correlation	.991**	.964**	1	.991**
	Sig. (2-tailed)	.000	.000		.000
	N	60	60	60	60
x2	Pearson Correlation	1.000**	.991**	.991**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

3. DESAIN

Correlations

		x3.1	x3.2	x3
x3.1	Pearson Correlation	1	.209	.816**
	Sig. (2-tailed)		.109	.000
	N	60	60	60
x3.2	Pearson Correlation	.209	1	.737**
	Sig. (2-tailed)	.109		.000
	N	60	60	60
x3	Pearson Correlation	.816**	.737**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

4. PRODUK

Correlations

		x4.1	x4.2	x4
x4.1	Pearson Correlation	1	-.036	.668**
	Sig. (2-tailed)		.787	.000
	N	60	60	60
x4.2	Pearson Correlation	-.036	1	.719**
	Sig. (2-tailed)	.787		.000
	N	60	60	60
x4	Pearson Correlation	.668**	.719**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

5. KUALITAS PRODUK

Correlations

		x5.1	x5.2	x5.3	x5
x5.1	Pearson Correlation	1	1.000**	1.000**	1.000**
	Sig. (2-tailed)		.000	.000	.000
	N	60	60	60	60
x5.2	Pearson Correlation	1.000**	1	1.000**	1.000**
	Sig. (2-tailed)	.000		.000	.000
	N	60	60	60	60
x5.3	Pearson Correlation	1.000**	1.000**	1	1.000**
	Sig. (2-tailed)	.000	.000		.000
	N	60	60	60	60
x5	Pearson Correlation	1.000**	1.000**	1.000**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

LAMPIRAN 4

UJI RELABILITAS TIRTA ALAMI

RELIABILITY

/VARIABLES=x1.1 x1.2 x1

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.749	3

```
RELIABILITY
  /VARIABLES=x2.1 x2.2 x2.3 x2
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
1.000	4

RELIABILITY

/VARIABLES=x3.1 x3.2 x3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.666	3

```
RELIABILITY
  /VARIABLES=x4.1 x4.2 x4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.900	3

```
RELIABILITY
  /VARIABLES=x5.1 x5.2 x5.3 x5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
1.000	4

LAMPIRAN 4

UJI RELIABILITAS VIAND

```
RELIABILITY
  /VARIABLES=x1.1 x1.2 x1
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.713	3

```
RELIABILITY
  /VARIABLES=x2.1 x2.2 x2.3 x2
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.997	4

```
RELIABILITY
  /VARIABLES=x3.1 x3.2 x3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.781	3

```
RELIABILITY
  /VARIABLES=x4.1 x4.2 x4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.642	3

```
RELIABILITY
  /VARIABLES=x5.1 x5.2 x5.3 x5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
1.000	4

LAMPIRAN 5
MULTIDIMENSIONAL SCALLING TIRTA ALAMI

```
  VARIABLES=x1 x2 x3 x4 x5
  /SHAPE=SYMMETRIC
  /LEVEL=ORDINAL
  /CONDITION=MATRIX
  /MODEL=INDSCAL
  /CRITERIA=CONVERGE(0.001)  STRESSMIN(0.005)  ITER(30)  CUTOFF(0)
DIMENS(1,5)
  /PLOT=DEFAULT.
```

Iteration history for the 3 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.26491	
1	.23179	
2	.21156	.02023
3	.20436	.00720
4	.19940	.00496
5	.19485	.00455
6	.19012	.00473
7	.18539	.00473
8	.18132	.00406
9	.16187	.01945
10	.14167	.02020
11	.14086	.00081

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

Matrix	Stress	RSQ	Matrix	Stress	RSQ	Matrix	Stress	RSQ	Matrix	Stress	RSQ
1	.000	1.000	2	.067	.794	3	.078	.790	4	.063	.856
5	.036	.956	6	.072	.841	7	.000	1.000	8	.074	.893
9	.098	.506	10	.117	.252	11	.129	.110	12	.000	1.000

Averaged (rms) over matrices

Stress = .07453 RSQ = .74986

Configuration derived in 3 dimensions

Stimulus Coordinates

		Dimension		
Stimulus Number	Stimulus Name	1	2	3
1	x1	-.2301	1.5693	.7264
2	x2	-.2918	-1.5807	.2821
3	x3	-1.5795	.0142	-.3296
4	x4	.7688	.1376	-1.7631
5	x5	1.3327	-.1403	1.0842

Subject Weights

Subject Number	Weirdness	Dimension 1	2	3
1	.0598	.6141	.6030	.5091
2	.1901	.6842	.4113	.3961
3	.3270	.7536	.3421	.3243
4	.2961	.7671	.3583	.3729
5	.3074	.7227	.3374	.5656
6	.4006	.3661	.7900	.2876
7	.0598	.6141	.6030	.5091
8	.5507	.2244	.8728	.2838
9	.1472	.3701	.4860	.3649
10	.0044	.3219	.3052	.2357
11	.0839	.1994	.1994	.1745
12	.0598	.6141	.6030	.5091
Overall importance of each dimension:		.3119	.2812	.1568

Flattened Subject Weights

Subject Number	Plot Symbol	Variable 1	2
1	1	-.1525	-.0689
2	2	.8700	-.6868
3	3	1.5857	-.9794
4	4	1.3996	-.9941
5	5	.7296	-1.2596
6	6	-1.1674	1.5935
7	7	-.1525	-.0689
8	8	-2.0723	2.3059
9	9	-.6756	.3407
10	A	.0198	-.0319
11	B	-.2318	-.0817
12	C	-.1525	-.0689

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.43243	
1	.42911	
2	.34338	.08573
3	.33110	.01229
4	.32863	.00247
5	.32720	.00143
6	.32567	.00153
7	.32401	.00165
8	.32235	.00167
9	.32078	.00157
10	.29556	.02521
11	.29433	.00124
12	.29337	.00096

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

Matrix	Stress	RSQ	Matrix	Stress	RSQ	Matrix	Stress	RSQ	Matrix	Stress	RSQ
1	.000	1.000	2	.193	.467	3	.184	.509	4	.161	.650
5	.182	.537	6	.225	.203	7	.220	.228	8	.230	.188
9	.127	.823	10	.184	.446	11	.221	.255	12	.000	1.000

Averaged (rms) over matrices

Stress = .17806 RSQ = .52577

Configuration derived in 2 dimensions

Stimulus Coordinates

Dimension

Stimulus Number	Stimulus Name	1	2
1	x1	.0141	-1.6167
2	x2	.6522	1.0450
3	x3	1.4579	-.1858
4	x4	-.7513	1.0762
5	x5	-1.3728	-.3188

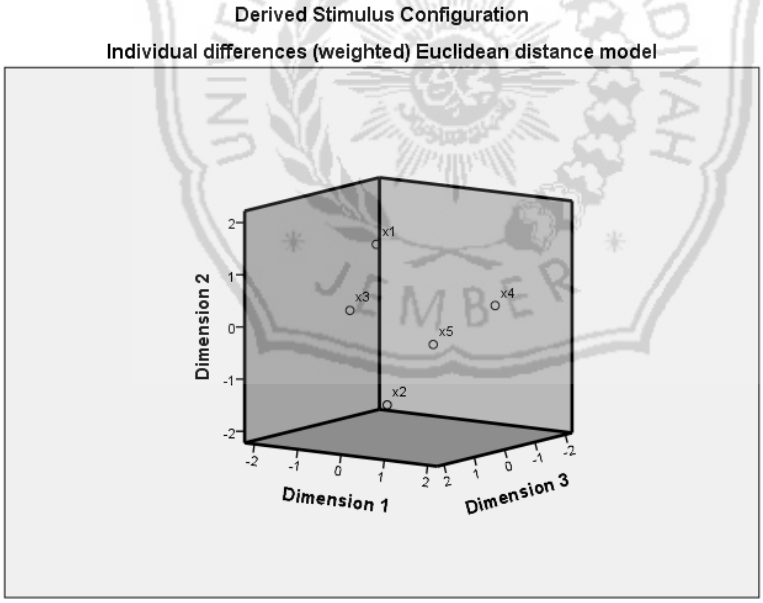
Subject Weights

Dimension

Subject Number	Weird-ness	1	2
1	.0424	.7238	.6900
2	.3241	.6057	.3171
3	.3054	.6272	.3395
4	.3940	.7328	.3369
5	.3498	.6558	.3276
6	.1397	.3015	.3354
7	.0992	.3305	.3447
8	.2319	.2653	.3435
9	.6167	.2983	.8570
10	.0248	.5072	.4350
11	.2437	.3051	.4029
12	.0424	.7238	.6900
Overall importance of each dimension:		.2904	.2353

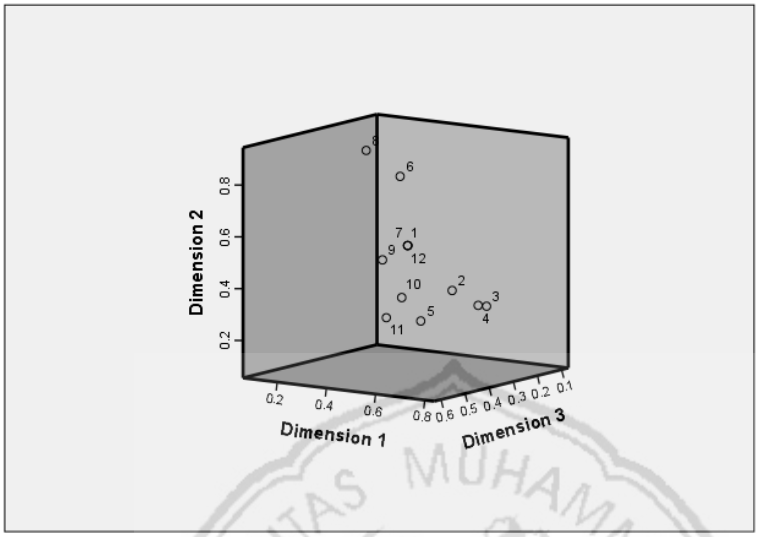
Flattened Subject Weights

	Variable
Subject Number	Plot Symbol 1
1	-.1143
2	1.0964
3	1.0328
4	1.3369
5	1.1842
6	-.4379
7	-.3024
8	-.7525
9	-2.2416
A	.1064
B	-.7937
C	-.1143



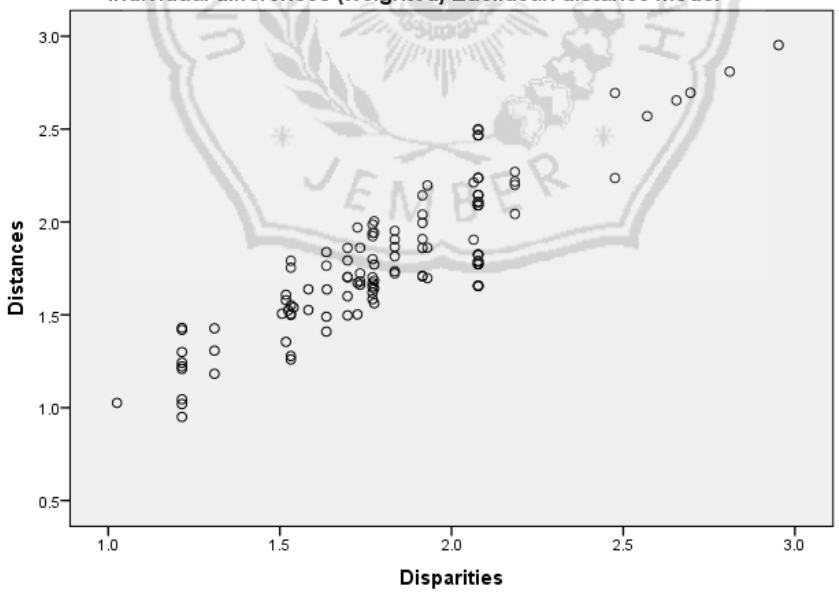
Derived Subject Weights

Individual differences (weighted) Euclidean distance model



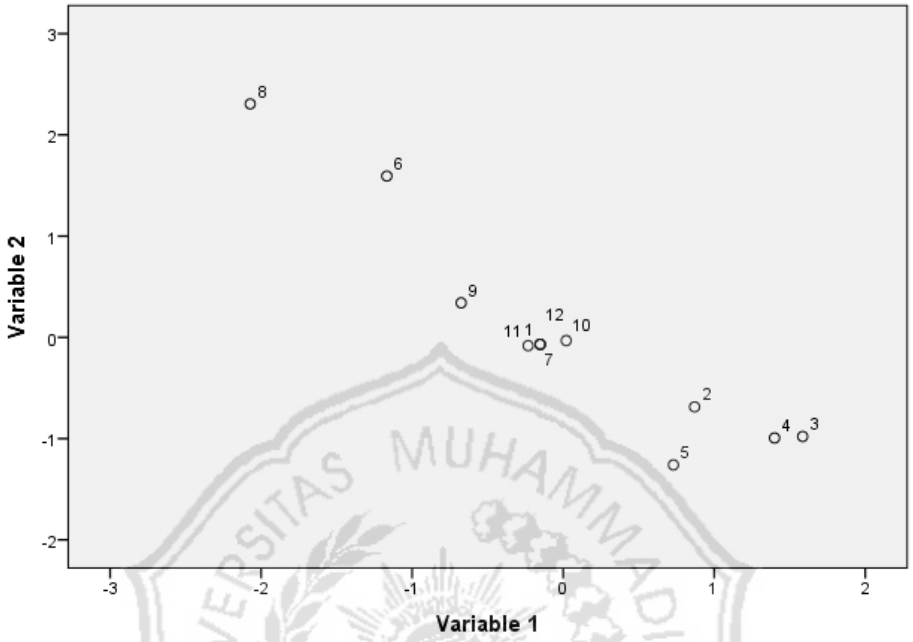
Scatterplot of Linear Fit

Individual differences (weighted) Euclidean distance model



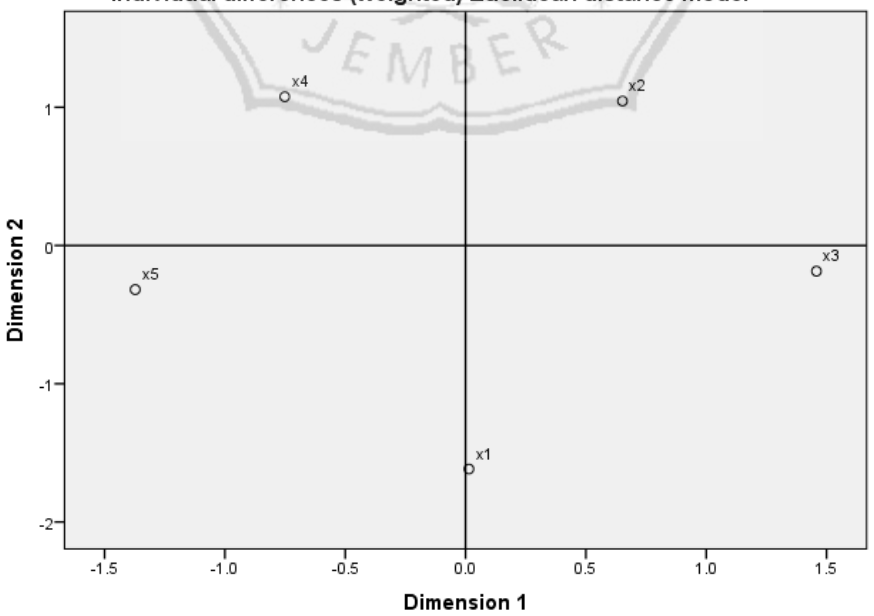
Flattened Subject Weights

Individual differences (weighted) Euclidean distance model



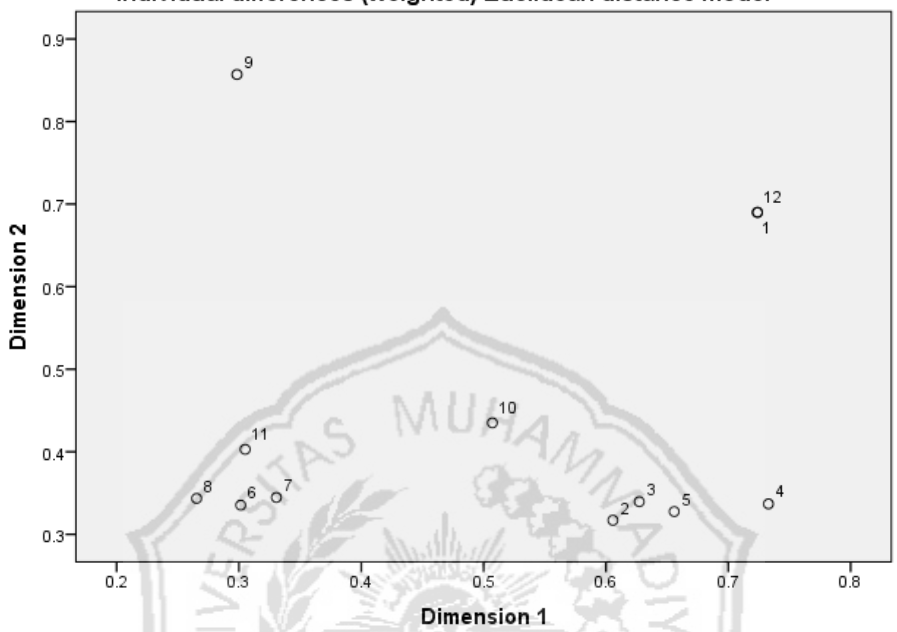
Derived Stimulus Configuration

Individual differences (weighted) Euclidean distance model



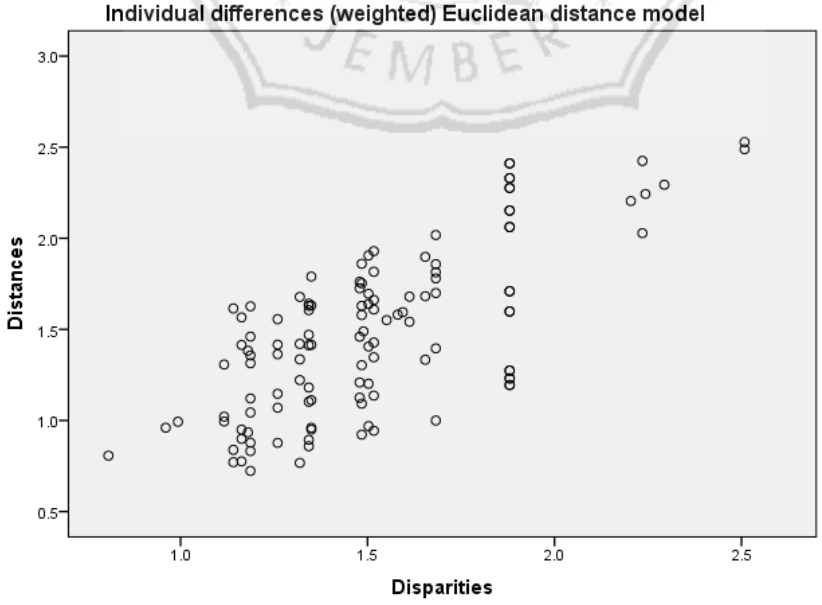
Derived Subject Weights

Individual differences (weighted) Euclidean distance model



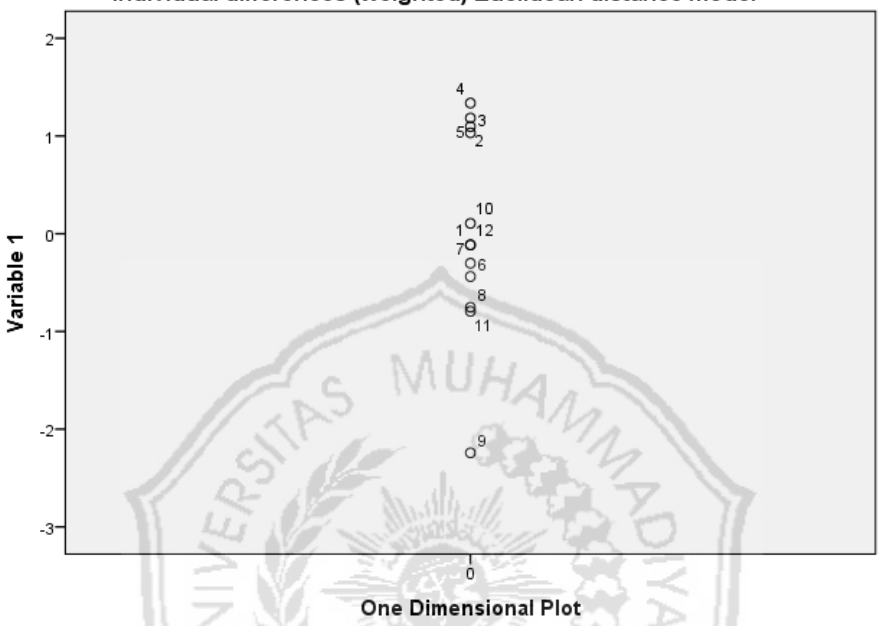
Scatterplot of Linear Fit

Individual differences (weighted) Euclidean distance model



Flattened Subject Weights

Individual differences (weighted) Euclidean distance model



LAMPIRAN 5
MULTIDIMENSIONAL SCALLING VIAND

ALSCAL

```
  VARIABLES=x1 x2 x3 x4 x5
  /SHAPE=SYMMETRIC
  /LEVEL=ORDINAL
  /CONDITION=MATRIX
  /MODEL=INDSCAL
  /CRITERIA=CONVERGE(0.001)  STRESSMIN(0.005)  ITER(30)  CUTOFF(0)
DIMENS(1,5)
  /PLOT=DEFAULT.
```

Iteration history for the 3 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.26890	
1	.23734	
2	.21773	.01961
3	.21429	.00343
4	.21248	.00181
5	.21073	.00176
6	.20881	.00192
7	.20713	.00167
8	.20569	.00145
9	.20413	.00156
10	.20240	.00173
11	.20053	.00187
12	.19863	.00190
13	.18131	.01733
14	.17978	.00152
15	.17867	.00112
16	.17793	.00073

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances
Stress values are Kruskal's stress formula 1.

Matrix	Stress	RSQ	Matrix	Stress	RSQ	Matrix	Stress	RSQ	Matrix	Stress	RSQ
1	.130	.150	2	.037	.969	3	.114	.487	4	.116	.530
5	.120	.312	6	.122	.276	7	.046	.957	8	.088	.787
9	.000	1.000	10	.046	.901	11	.135	.177	12	.061	.876

Averaged (rms) over matrices
Stress = .09481 RSQ = .61847

Configuration derived in 3 dimensions
Stimulus Coordinates
Dimension

Stimulus Number	Stimulus Name	1	2	3
1	x1	-.3767	1.2980	-1.0306
2	x2	.0184	-1.5126	.4576
3	x3	-1.6340	-.3452	-.0512
4	x4	1.3150	-.3331	-1.0166
5	x5	.6772	.8928	1.6409

Subject Weights
Dimension

Subject Number	Weird-ness	1	2	3
1	.1107	.2331	.2421	.1919
2	.4594	.8955	.2833	.2954
3	.2175	.5480	.3482	.2565
4	.2908	.2955	.4507	.4889
5	.0556	.3453	.3124	.3091
6	.1136	.3012	.3230	.2838
7	.5007	.6303	.1568	.7317

8	.5302	.3060	.7859	.2749
9	.0966	.6041	.6145	.5074
10	.1455	.5139	.5625	.5659
11	.0942	.2543	.2251	.2490
12	.2835	.7820	.3747	.3517

Overall importance of each dimension: .2708 .1827 .1649

Flattened Subject Weights

Subject Number	Plot Symbol	Variable 1	2
1	1	-.2646	.3997
2	2	2.1645	-1.1762
3	3	.9214	-.1613
4	4	-1.3008	.4183
5	5	-.1912	.0326
6	6	-.4306	.3333
7	7	.3531	-1.9968
8	8	-1.4457	2.3574
9	9	-.2588	.3362
10	A	-.6076	.2116
11	B	-.2664	-.0977
12	C	1.3266	-.6571

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.41163	
1	.36851	
2	.35087	.01765
3	.34134	.00953
4	.33615	.00519
5	.33404	.00211
6	.33306	.00098

Stress and squared correlation (RSQ) in distances
RSQ values are the proportion of variance of the scaled data (disparities)
in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.
Stress values are Kruskal's stress formula 1.

Matrix	Stress	RSQ	Matrix	Stress	RSQ	Matrix	Stress	RSQ	Matrix	Stress	RSQ
1	.000	1.000	2	.248	.227	3	.247	.211	4	.216	.400
5	.240	.256	6	.237	.320	7	.176	.778	8	.285	.005
9	.283	.011	10	.212	.423	11	.160	.763	12	.215	.426

Averaged (rms) over matrices
Stress = .22206 RSQ = .40186

Configuration derived in 2 dimensions
Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension 1	2
1	x1	-1.0265	.8618
2	x2	.3747	-1.1626
3	x3	-.8995	-1.1634
4	x4	-.1713	1.2222
5	x5	1.7226	.2420

Subject Weights

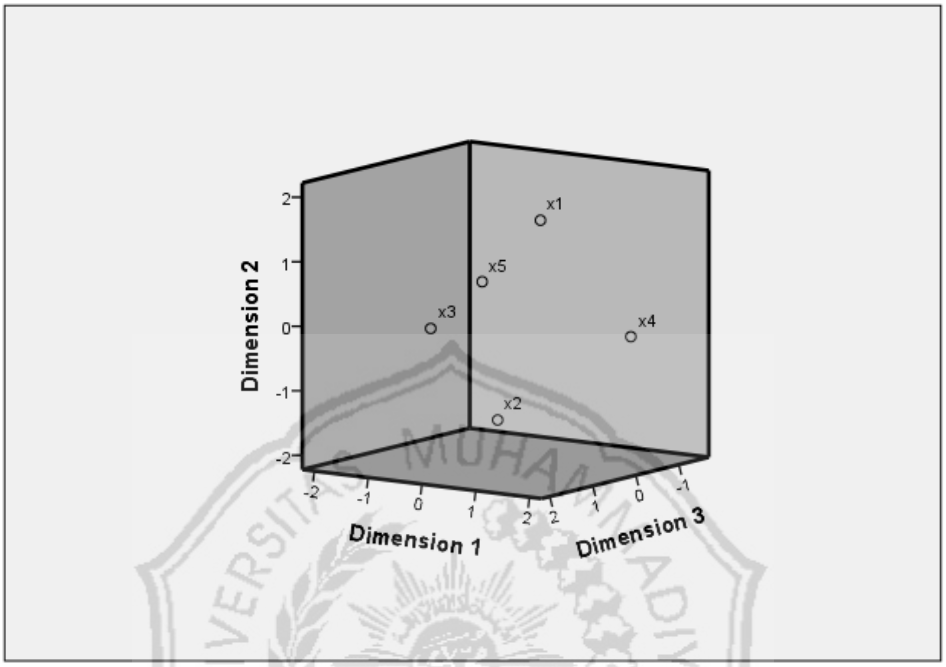
Subject Number	Weirdness	Dimension 1	2
1	.2622	.6062	.7953
2	.2607	.2896	.3789
3	.0666	.3327	.3172
4	.0754	.4546	.4395
5	.0555	.3693	.3460
6	.3260	.3188	.4678
7	.7151	.8657	.1692
8	.2719	.0436	.0582
9	.2598	.0635	.0829
10	.0687	.4702	.4498
11	.5361	.8303	.2718
12	.3073	.3760	.5337
Overall importance of each dimension:		.2345	.1674

Flattened Subject Weights

Subject Number	Plot Symbol	Variable 1
1	1	-.6256
2	2	-.6207
3	3	-.0259
4	4	-.0519
5	5	.0073
6	6	-.8314
7	7	2.4266
8	8	-.6564
9	9	-.6178
10	A	-.0319
11	B	1.7981
12	C	-.7705

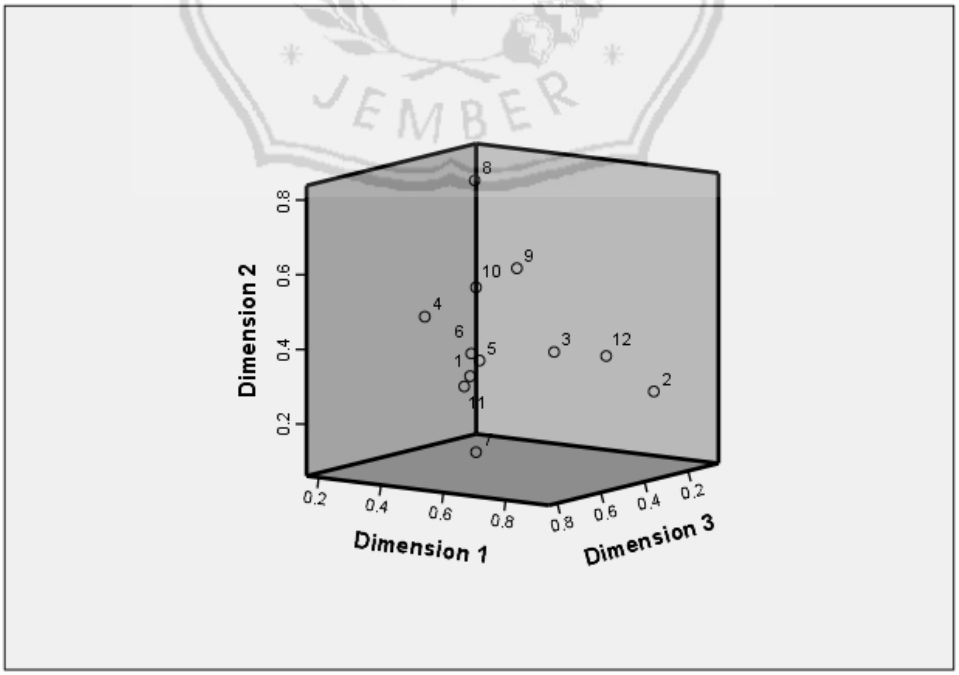
Derived Stimulus Configuration

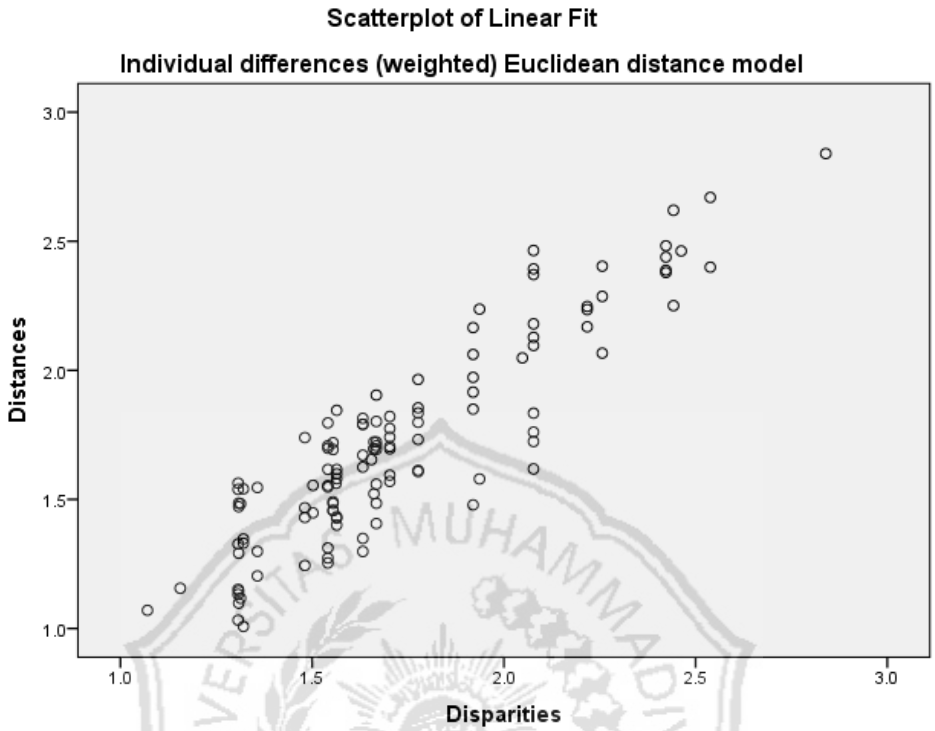
Individual differences (weighted) Euclidean distance model

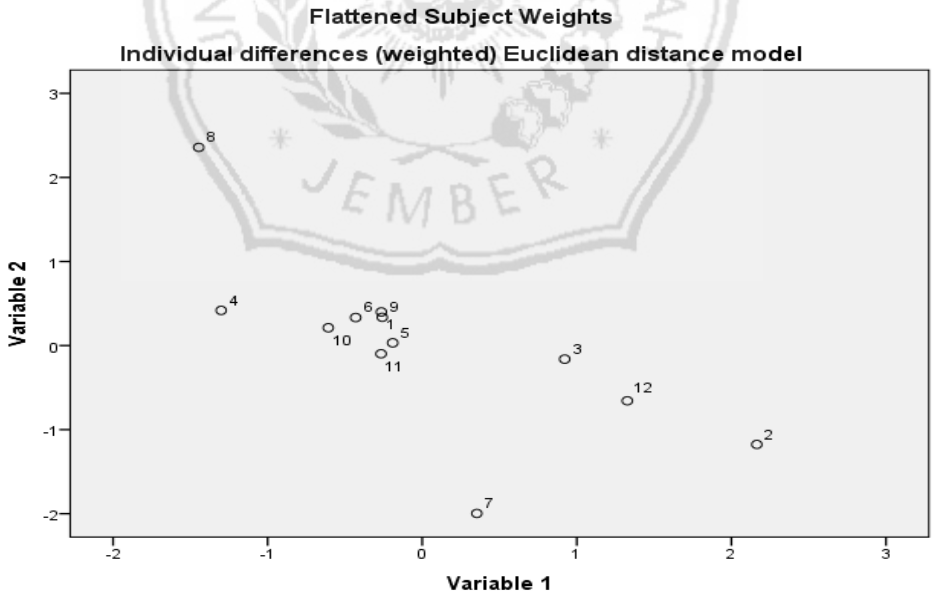


Derived Subject Weights

Individual differences (weighted) Euclidean distance model

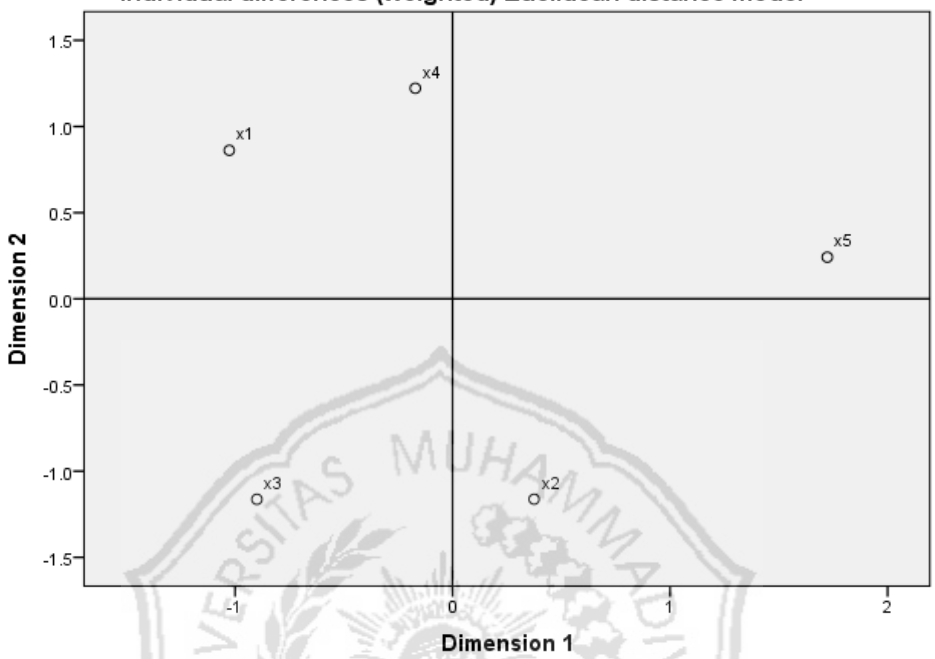



Scatterplot of Linear Fit
Individual differences (weighted) Euclidean distance model
Distances
Disparities
3.0
2.5
2.0
1.5
1.0
1.0
1.5
2.0
2.5
3.0


Flattened Subject Weights
Individual differences (weighted) Euclidean distance model
Variable 2
Variable 1
3
2
1
0
-1
-2
-2
-1
0
1
2
3
8
4
6
9
1
5
10
11
3
12
2
7

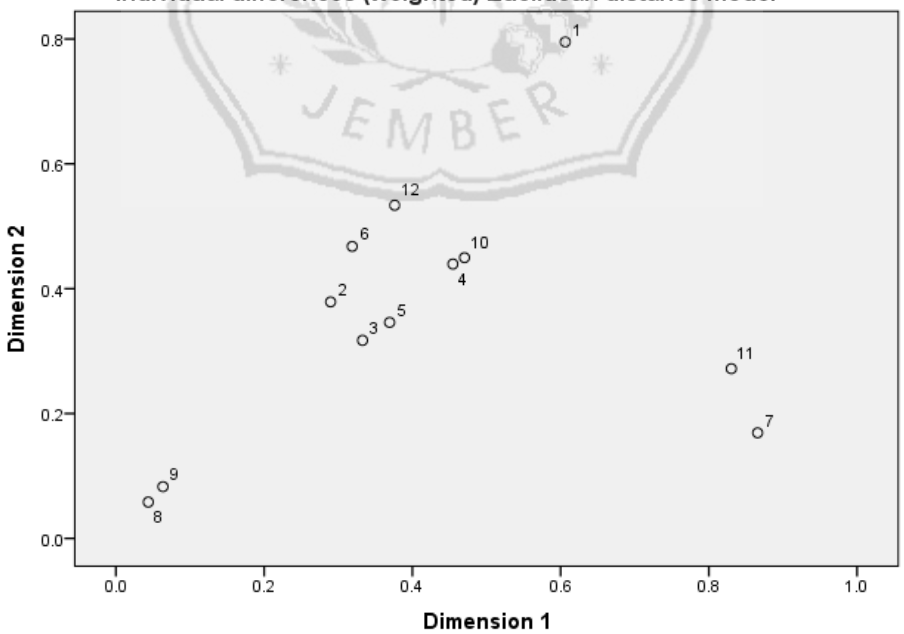
Derived Stimulus Configuration

Individual differences (weighted) Euclidean distance model



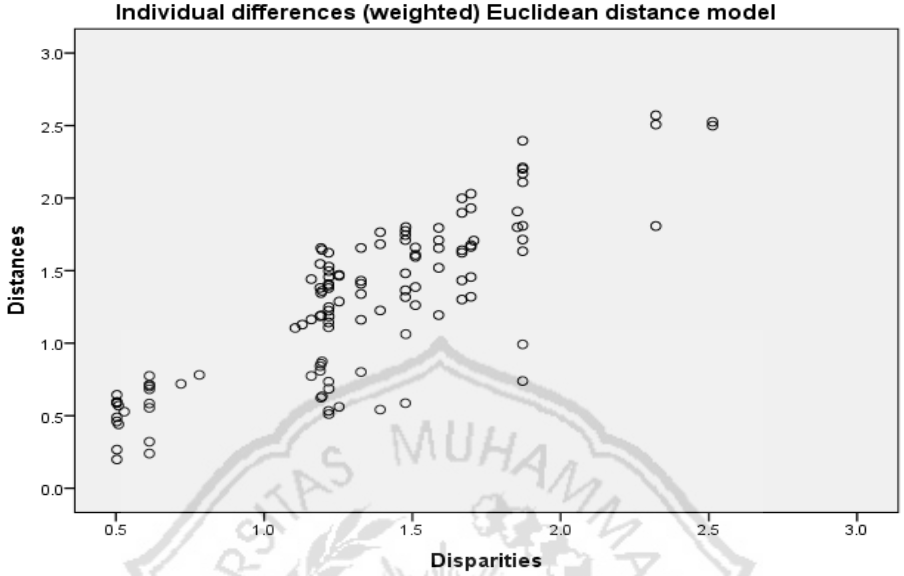
Derived Subject Weights

Individual differences (weighted) Euclidean distance model



Scatterplot of Linear Fit

Individual differences (weighted) Euclidean distance model



Flattened Subject Weights

Individual differences (weighted) Euclidean distance model