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LAMPIRAN



KARTU KONTROL BIMBINGAN TESIS

NAMA LENGKAP
 STAMBUK
 PROGRAM STUDI
 PEMBIMBING I
 PEMBIMBING II
 JUDUL

Tesis
 0012201006
 Magister Ilmu Kedokteran Gigi
 drg. Fird Hasan Altar, MARS, PhD
 Dr. drg. Ayub Ibrahim Anwar, M. Med. Ed

No	Hari/Tanggal	Nama Pembimbing	Uraian	Ttd/Paraf Pembimbing	Ket
1	18/2/2022	drg. Fird Hasan Altar,	Diskusikan Revisi Uraian Proposal		
2		MARS, PhD			
3	19/2/2022	Dr. drg. Ayub Ibrahim Anwar,	Diskusikan Revisi Uraian Proposal		
4		M. Med. Ed.			
5	19/2/2022	drg. Fird Hasan Altar,	Diskusikan Kuesioner		
6		MARS, PhD			
7	16/2/2022	drg. Fird Hasan Altar,	Validasi dari Kuesioner		
8		MARS, PhD			
9	17/3/2022	Dr. drg. Ayub Ibrahim Anwar,	Diskusikan dan Validasi Kuesioner		
10		M. Med. Ed.			
11	5/4/2022	drg. Fird Hasan Altar,	Monitoring Sampel		
12		MARS, PhD			
13	6/4/2022	Dr. drg. Ayub Ibrahim Anwar,	Monitoring Sampel		
14		M. Med. Ed.			
15	28/4/2022	Dr. drg. Ayub Ibrahim Anwar,	Monitoring / Evaluasi		
16		M. Med. Ed.			
17	18/5/2022	drg. Fird Hasan Altar,	Diskusikan Hasil		
18		MARS, PhD			
19	17/5/2022	Dr. drg. Ayub Ibrahim Anwar,	Diskusikan Hasil		
20		M. Med. Ed.			
21	25/5/2022	Dr. drg. Ayub Ibrahim Anwar,	Diskusikan Pembahasan		
22		M. Med. Ed.			
23	27/5/2022	drg. Fird Hasan Altar,	Diskusikan Pembahasan		
24		MARS, PhD			
25	15/6/2022	drg. Fird Hasan Altar,	Diskusikan Revisi Hasil		
		MARS, PhD			

KUESIONER

PETUNJUK PENGISIAN KUESIONER

Mohon untuk tidak mencantumkan nama, cukup memberikan tanda ceklist (V) pada pernyataan yang sesuai.

Screening

1. Apakah anda berdomisili di Kota Parepare ?
 YA TIDAK

A. IDENTITAS / KARAKTERISTTK RESPONDEN

1. Jenis Kelamin
 Laki-laki Perempuan
2. Usia
 12-25 Tahun 26-45 Tahun 46-65 Tahun
3. Profesi
 Tidak Bekerja PNS/TNI/POLRI
 Pelajar/Mahasiswa Pegawai Swasta
4. Pendidikan Terakhir
 Tidak Sekolah SMP Diploma S2
 SD SMA S1 S3
5. Penghasilan Perbulan (Jika berstatus anak maka jawaban berdasarkan penghasilan orang tua)
 Rp. 0 – 2 jt / bulan Rp. > 4 jt – 6 jt / bulan
 Rp. > 2 jt – 4 jt / bulan Rp. > 6 jt / bulan

B. BAURAN PEMASARAN

Untuk pertanyaan dibawah ini berikan tanda ceklist (V) pada pernyataan yang sesuai, berdasarkan pendapat anda.

Keterangan :

- 5 : Sangat Setuju
- 4 : Setuju
- 3 : Netral
- 2 : Tidak Setuju
- 1 : Sangat Tidak Setuju

Dimensi	Indikator	Pengukuran				
		1	2	3	4	5
Produk	1. Poliklinik eksekutif harus menyediakan layanan poli gigi estetik (Behel, Veener, Bleacing, dll).					
	2. Poliklinik eksekutif harus menyediakan layanan poli kecantikan (Spesialis Kulit).					

	3. Poliklinik eksekutif harus menyediakan layanan poli penyakit kronis (Spesialis Penyakit Dalam).						
	4. Poliklinik eksekutif harus menyediakan layanan poli Ramah Anak (Spesialis Anak).						
	5. Poliklinik eksekutif harus menyediakan layanan poli Kandungan (Spesialis Kandungan).						
	6. Poliklinik eksekutif harus menyediakan layanan poli Bedah (Spesialis Bedah).						
Tempat	1. Poliklinik eksekutif harus berada di lantai terpisah dari pelayanan rawat jalan reguler.						
	2. Lokasi Poliklinik eksekutif harus strategis dan mudah dicapai						
	3. Akses jalan menuju Poliklinik eksekutif harus dibedakan dengan akses masuk rawat jalan reguler.						
	4. Lokasi Poliklinik eksekutif harus menyajikan view (Pemandangan) Laut/sungai						
	5. Lokasi Poliklinik eksekutif harus menyajikan view (Pemandangan) Bukit/Pegunungan						
	6. Lokasi Poliklinik eksekutif harus menyajikan view (Pemandangan) Kota Parepare						
Biaya	1. Tarif Poliklinik eksekutif harus ditetapkan menurut PERDA KOTA PAREPARE NOMOR 2 TAHUN 2017.						
	2. Harus Tersedia layanan informasi untuk estimasi biaya pengobatan.						
	3. Pembayaran harus dapat dilakukan secara tunai dan non tunai (Debit)						
Promosi	1. Informasi mengenai Poliklinik Eksekutif harus mudah didapatkan						
	2. Jadwal pelayanan harus sesuai dengan informasi yang diberikan/didapatkan						
	3. Untuk setiap kunjungan kontrol, pasien harus mendapatkan telepon/SMS/Wa sehari sebelumnya (pesan memuat informasi nomor antrian dan estimasi jadwal dilayani)						
People	1. Seluruh perawat dan staf admin harus berusia dibawah 45 Tahun						
	2. Seluruh petugas (Dokter, perawat, dan admin) pada pelayanan poliklinik eksekutif harus ramah, sopan, tangap, dan handal melayani.						
	3. Seluruh dokter yang melayani harus spesialis di bidangnya.						
Bukti Fisik	1. Poliklinik eksekutif harus dilengkapi fasilitas seperti TV, AC, dan Kamar mandi dalam.						
	2. Poliklinik eksekutif harus dilengkapi Minibar/minicafe untuk mendapatkan minuman dan makanan						
	3. Poliklinik eksekutif harus dilengkapi tempat bermain bagi pasien anak						
	4. Poliklinik eksekutif harus dilengkapi tempat/pojok baca dengan beragam bahan bacaan.						
Proses	1. Durasi Pasien mulai datang sampai selesai dan pulang sebaiknya ditetapkan paling lama 1 jam.						
	2. Pendaftaran harus dapat dilakukan secara langsung maupun melalui telepon						

HASIL UJI VALIDITAS DAN RELIABILITAS KUESIONER

Correlations

		Produc1	Produc2	Produc3	Produc4	Produc5	Produc6	TP1
Produc1	Pearson Correlation	1	-.045	.494**	.343	.504**	-.273	.527**
	Sig. (2-tailed)		.804	.003	.050	.003	.124	.002
	N	33	33	33	33	33	33	33
Produc2	Pearson Correlation	-.045	1	-.337	.145	.017	-.095	.244
	Sig. (2-tailed)	.804		.055	.421	.923	.600	.171
	N	33	33	33	33	33	33	33
Produc3	Pearson Correlation	.494**	-.337	1	.477**	.594**	-.047	.624**
	Sig. (2-tailed)	.003	.055		.005	.000	.796	.000
	N	33	33	33	33	33	33	33
Produc4	Pearson Correlation	.343	.145	.477**	1	.851**	-.264	.680**
	Sig. (2-tailed)	.050	.421	.005		.000	.138	.000
	N	33	33	33	33	33	33	33
Produc5	Pearson Correlation	.504**	.017	.594**	.851**	1	-.166	.770**
	Sig. (2-tailed)	.003	.923	.000	.000		.356	.000
	N	33	33	33	33	33	33	33
Produc6	Pearson Correlation	-.273	-.095	-.047	-.264	-.166	1	.280
	Sig. (2-tailed)	.124	.600	.796	.138	.356		.114
	N	33	33	33	33	33	33	33
TP1	Pearson Correlation	.527**	.244	.624**	.680**	.770**	.280	1
	Sig. (2-tailed)	.002	.171	.000	.000	.000	.114	
	N	33	33	33	33	33	33	33

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

Correlations

		Place1	Place2	Place3	Place4	Place5	Place6	TP2
Place1	Pearson Correlation	1	.699**	.831**	-.044	.352	.132	.837**
	Sig. (2-tailed)		.000	.000	.809	.045	.463	.000
	N	33	33	33	33	33	33	33
Place2	Pearson Correlation	.699**	1	.518**	-.010	.192	.148	.700**
	Sig. (2-tailed)	.000		.002	.954	.286	.413	.000
	N	33	33	33	33	33	33	33
Place3	Pearson Correlation	.831**	.518**	1	-.125	.450**	.097	.790**
	Sig. (2-tailed)	.000	.002		.488	.009	.593	.000
	N	33	33	33	33	33	33	33
Place4	Pearson Correlation	-.044	-.010	-.125	1	-.121	-.025	.226
	Sig. (2-tailed)	.809	.954	.488		.501	.890	.207
	N	33	33	33	33	33	33	33
Place5	Pearson Correlation	.352	.192	.450**	-.121	1	.084	.573**
	Sig. (2-tailed)	.045	.286	.009	.501		.641	.000
	N	33	33	33	33	33	33	33
Place6	Pearson Correlation	.132	.148	.097	-.025	.084	1	.384
	Sig. (2-tailed)	.463	.413	.593	.890	.641		.028
	N	33	33	33	33	33	33	33
TP2	Pearson Correlation	.837**	.700**	.790**	.226	.573**	.384	1
	Sig. (2-tailed)	.000	.000	.000	.207	.000	.028	
	N	33	33	33	33	33	33	33

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.732	5

Correlations

		Price1	Price2	Price3	TP3
Price1	Pearson Correlation	1	.696**	.623**	.899**
	Sig. (2-tailed)		.000	.000	.000
	N	33	33	33	33
Price2	Pearson Correlation	.696**	1	.610**	.850**
	Sig. (2-tailed)	.000		.000	.000
	N	33	33	33	33
Price3	Pearson Correlation	.623**	.610**	1	.865**
	Sig. (2-tailed)	.000	.000		.000
	N	33	33	33	33
TP3	Pearson Correlation	.899**	.850**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	33	33	33	33

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.827	3

Correlations

		Promo1	Promo2	Promo3	TP4
Promo1	Pearson Correlation	1	.441*	.357*	.756**
	Sig. (2-tailed)		.010	.042	.000
	N	33	33	33	33
Promo2	Pearson Correlation	.441*	1	.591**	.816**
	Sig. (2-tailed)	.010		.000	.000
	N	33	33	33	33
Promo3	Pearson Correlation	.357*	.591**	1	.829**
	Sig. (2-tailed)	.042	.000		.000
	N	33	33	33	33
TP4	Pearson Correlation	.756**	.816**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	33	33	33	33

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.706	3

Correlations

		People1	People2	People3	TP5
People1	Pearson Correlation	1	.458**	.479**	.862**
	Sig. (2-tailed)		.007	.005	.000
	N	33	33	33	33
People2	Pearson Correlation	.458**	1	.527**	.766**
	Sig. (2-tailed)	.007		.002	.000
	N	33	33	33	33
People3	Pearson Correlation	.479**	.527**	1	.790**
	Sig. (2-tailed)	.005	.002		.000
	N	33	33	33	33
TP5	Pearson Correlation	.862**	.766**	.790**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	33	33	33	33

** Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.708	3

Correlations

		Physic1	Physic2	Physic3	Physic4	TP6
Physic1	Pearson Correlation	1	.349	.409	.238	.634**
	Sig. (2-tailed)		.047	.018	.183	.000
	N	33	33	33	33	33
Physic2	Pearson Correlation	.349	1	.232	.654**	.805**
	Sig. (2-tailed)	.047		.194	.000	.000
	N	33	33	33	33	33
Physic3	Pearson Correlation	.409	.232	1	.353	.628**
	Sig. (2-tailed)	.018	.194		.044	.000
	N	33	33	33	33	33
Physic4	Pearson Correlation	.238	.654**	.353	1	.826**
	Sig. (2-tailed)	.183	.000	.044		.000
	N	33	33	33	33	33
TP6	Pearson Correlation	.634**	.805**	.628**	.826**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	33	33	33	33	33

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.704	4

Correlations

		Process1	Process2	TP7
Process1	Pearson Correlation	1	.624**	.910**
	Sig. (2-tailed)		.000	.000
	N	33	33	33
Process2	Pearson Correlation	.624**	1	.892**
	Sig. (2-tailed)	.000		.000
	N	33	33	33
TP7	Pearson Correlation	.910**	.892**	1
	Sig. (2-tailed)	.000	.000	
	N	33	33	33

** Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.767	2



REKOMENDASI PERSETUJUAN ETIK
Nomor: 0023/PL.09/KEPK FKG-RSGM UNHAS/2022

Tanggal: 04 Februari 2022

Dengan ini menyatakan bahwa protokol dan dokumen yang berhubungan dengan protokol berikut ini telah mendapatkan persetujuan etik:

No. Protokol	UH 17120607	No Protokol	
Peneliti Utama	Taufik	Sponsor	
Judul Peneliti	Karakteristik Demografi Sebagai Dasar Penetapan Bauran Pemasaran Poliklinik Eksekutif RSR SR. Hasri Ainun Habibie Kota Pare-pare		
No. Versi Protokol	1	Tanggal Versi	26 Januari 2022
No. Versi Protokol		Tanggal Versi	
Tempat Penelitian	Pare-pare		
Dokumen Lain			
Jenis Review	<input checked="" type="checkbox"/> Exempted <input type="checkbox"/> Expedited <input type="checkbox"/> Fullboard	Masa Berlaku 04 Februari 2022-04 Februari 2023	Frekuensi Review Lanjutan
Ketua Komisi Etik Penelitian	Nama: Dr. drg. Marhamah, M.Kes	Tanda Tangan 	Tanggal
Sekretaris Komisi Etik Penelitian	Nama: drg. Muhammad Iqbal, Sp.Prost	Tanda Tangan 	Tanggal

Kewajiban peneliti utama:

- Menyerahkan Amandemen Protokol untuk persetujuan sebelum diimplementasikan
- Menyerahkan laporan SAE ke Komisi Etik dalam 24 Jam dan dilengkapi dalam 7 hari dan lapor SUSAR dalam 72 jam setelah peneliti utama menerima laporan.
- Menyerahkan laporan kemajuan (*progress report*) setiap 6 bulan untuk penelitian resiko tinggi dan setiap setahun untuk penelitian resiko rendah.
- Menyerahkan laporan akhir setelah penelitian berakhir.
- Melaporkan penyimpangan dari protokol yang disetujui (*protocol deviation/violation*)
- Mematuhi semua aturan yang berlaku.



SRN IP0000121

PEMERINTAH KOTA PAREPARE
DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU

Jalan Veteran Nomor 28 Telp (0421) 23594 Faksimile (0421) 27719 Kode Pos 91111. Email : dpmptsp@pareparekota.go.id

REKOMENDASI PENELITIAN

Nomor : 120/IP/DPM-PTSP/2/2022

- Dasar :
1. Undang-Undang Nomor 18 Tahun 2002 tentang Sistem Nasional Penelitian, Pengembangan, dan Penerapan Ilmu Pengetahuan dan Teknologi.
 2. Peraturan Menteri Dalam Negeri Republik Indonesia Nomor 64 Tahun 2011 tentang Pedoman Penerbitan Rekomendasi Penelitian.
 3. Peraturan Walikota Parepare No. 45 Tahun 2020 Tentang Pendelegasian Wewenang Pelayanan Perizinan dan Non Perizinan Kepada Kepala Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu.

Sebelum memperhatikan hal tersebut, maka Kepala Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu :

MENGIZINKAN

KEPADA :
 NAMA : **drg. TAUFIQ**
 UNIVERSITAS/ LEMBAGA : **FAKULTAS KEDOKTERAN GIGI UNIVERSITAS HASANUDDIN**
 Jurusan : **MAGISTER KEDOKTERAN GIGI**
 ALAMAT : **JL. TODILALING NO. 34 KOPPE, POLEWALI MANDAR**
 UNTUK : melaksanakan Penelitian/wawancara dalam Kota Parepare dengan keterangan sebagai berikut :
 JUDUL PENELITIAN : **KARAKTERISTIK DEMOGRAFI SEBAGAI DASAR PENEPATAN BAURAN PEMASARAN POLIKLINIK EKSEKUTIF RSR dr. HASRI AINUN HABIBIE KOTA PAREPARE**

LOKASI PENELITIAN : **KECAMATAN SE-KOTA PAREPARE**

WAKTU PENELITIAN : **01 Maret 2022 s.d 01 Mei 2022**

- a. Rekomendasi Penelitian berlaku selama penelitian berlangsung
- b. Rekomendasi ini dapat dicabut apabila terbukti melakukan pelanggaran sesuai ketentuan perundang - undangan

Dikeluarkan di: **Parepare**
Pada Tanggal : **01 Maret 2022**

KEPALA DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU KOTA PAREPARE



Hj. ST. RAHMAH AMIR, ST, MM

Pangkat : **Pembina (IV/a)**

NIP : **19741013 200604 2 019**

Biaya : Rp. 0.00

• UU ITE No. 11 Tahun 2008 Pasal 5 Ayat 1
 • Dokumen Elektronik dan/atau Dokumen Elektronik dan/atau hasil cetaknya merupakan alat bukti hukum yang sah
 • Dokumen ini telah/akan ditandatangani secara elektronik menggunakan **Sertifikat Elektronik** yang diterbitkan **BSRE**
 • Dokumen ini dapat dibuktikan keabsahannya dengan terdaftar di database DPMPTSP Kota Parepare (scan QRCode)



Batal Sertifikasi Elektronik



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Crosstabs

Notes		
Output Created		01-JUN-2022 08:20:29
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	402
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=V1 BY A1 A2 A3 A4 B1 B2 B3 B4 B5 C1 C2 C3 D1 D2 D3 E1 E2 E3 F1 F2 F3 F4 G1 G2 /FORMAT=AVALUE TABLES /CELLS=COUNT ROW /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

Valid		Cases				Total	
N	Percent	N	Percent	N	Percent	N	Percent

V1 * A1	401	99.8%	1	0.2%	402	100.0%
V1 * A2	401	99.8%	1	0.2%	402	100.0%
V1 * A3	401	99.8%	1	0.2%	402	100.0%
V1 * A4	401	99.8%	1	0.2%	402	100.0%
V1 * B1	401	99.8%	1	0.2%	402	100.0%
V1 * B2	401	99.8%	1	0.2%	402	100.0%
V1 * B3	401	99.8%	1	0.2%	402	100.0%
V1 * B4	401	99.8%	1	0.2%	402	100.0%
V1 * B5	401	99.8%	1	0.2%	402	100.0%
V1 * C1	401	99.8%	1	0.2%	402	100.0%
V1 * C2	401	99.8%	1	0.2%	402	100.0%
V1 * C3	401	99.8%	1	0.2%	402	100.0%
V1 * D1	401	99.8%	1	0.2%	402	100.0%
V1 * D2	401	99.8%	1	0.2%	402	100.0%
V1 * D3	401	99.8%	1	0.2%	402	100.0%
V1 * E1	401	99.8%	1	0.2%	402	100.0%
V1 * E2	401	99.8%	1	0.2%	402	100.0%
V1 * E3	401	99.8%	1	0.2%	402	100.0%
V1 * F1	401	99.8%	1	0.2%	402	100.0%
V1 * F2	401	99.8%	1	0.2%	402	100.0%
V1 * F3	401	99.8%	1	0.2%	402	100.0%
V1 * F4	401	99.8%	1	0.2%	402	100.0%
V1 * G1	401	99.8%	1	0.2%	402	100.0%
V1 * G2	401	99.8%	1	0.2%	402	100.0%

V1 * A1 Crosstabulation

		A1				Total	
		TS	NR	S	SS		
V1	Ya	Count	3	44	122	232	401
		% within V1	0.7%	11.0%	30.4%	57.9%	100.0%
Total		Count	3	44	122	232	401
		% within V1	0.7%	11.0%	30.4%	57.9%	100.0%

V1 * A2 Crosstabulation

		A2				Total
		TS	NR	S	SS	

V1	Ya	Count	1	42	151	207	401
		% within V1	0.2%	10.5%	37.7%	51.6%	100.0%
Total		Count	1	42	151	207	401
		% within V1	0.2%	10.5%	37.7%	51.6%	100.0%

V1 * A3 Crosstabulation

		A3					
		TS	NR	S	SS	Total	
V1	Ya	Count	1	35	168	197	401
		% within V1	0.2%	8.7%	41.9%	49.1%	100.0%
Total		Count	1	35	168	197	401
		% within V1	0.2%	8.7%	41.9%	49.1%	100.0%

V1 * A4 Crosstabulation

		A4					
		TS	NR	S	SS	Total	
V1	Ya	Count	1	63	158	179	401
		% within V1	0.2%	15.7%	39.4%	44.6%	100.0%
Total		Count	1	63	158	179	401
		% within V1	0.2%	15.7%	39.4%	44.6%	100.0%

V1 * B1 Crosstabulation

		B1					
		TS	NR	S	SS	Total	
V1	Ya	Count	22	66	170	143	401
		% within V1	5.5%	16.5%	42.4%	35.7%	100.0%
Total		Count	22	66	170	143	401
		% within V1	5.5%	16.5%	42.4%	35.7%	100.0%

V1 * B2 Crosstabulation

		B2				
		NR	S	SS	Total	
V1	Ya	Count	7	172	222	401
		% within V1	1.7%	42.9%	55.4%	100.0%

Total	Count	7	172	222	401
	% within V1	1.7%	42.9%	55.4%	100.0%

V1 * B3 Crosstabulation

		B3					Total	
		STS	TS	NR	S	SS		
V1	Ya	Count	1	33	91	134	142	401
		% within V1	0.2%	8.2%	22.7%	33.4%	35.4%	100.0%
Total		Count	1	33	91	134	142	401
		% within V1	0.2%	8.2%	22.7%	33.4%	35.4%	100.0%

V1 * B4 Crosstabulation

		B4					Total	
		STS	TS	NR	S	SS		
V1	Ya	Count	1	19	126	108	147	401
		% within V1	0.2%	4.7%	31.4%	26.9%	36.7%	100.0%
Total		Count	1	19	126	108	147	401
		% within V1	0.2%	4.7%	31.4%	26.9%	36.7%	100.0%

V1 * B5 Crosstabulation

B5

V1 * C1 Crosstabulation

		C1					Total	
		STS	TS	NR	S	SS		
V1	Ya	Count	2	47	97	160	95	401
		% within V1	0.5%	11.7%	24.2%	39.9%	23.7%	100.0%
Total		Count	2	47	97	160	95	401
		% within V1	0.5%	11.7%	24.2%	39.9%	23.7%	100.0%

							Total	
		STS	TS	NR	S	SS		
V1	Ya	Count	2	6	66	152	175	401
		% within V1	0.5%	1.5%	16.5%	37.9%	43.6%	100.0%
Total		Count	2	6	66	152	175	401
		% within V1	0.5%	1.5%	16.5%	37.9%	43.6%	100.0%

V1 * C2 Crosstabulation

		C2				Total	
		TS	NR	S	SS		
V1	Ya	Count	1	5	141	254	401
		% within V1	0.2%	1.2%	35.2%	63.3%	100.0%
Total		Count	1	5	141	254	401
		% within V1	0.2%	1.2%	35.2%	63.3%	100.0%

V1 * C3 Crosstabulation

		C3			Total	
		NR	S	SS		
V1	Ya	Count	26	99	276	401
		% within V1	6.5%	24.7%	68.8%	100.0%
Total		Count	26	99	276	401
		% within V1	6.5%	24.7%	68.8%	100.0%

V1 * D1 Crosstabulation

		D1				Total	
		TS	NR	S	SS		
V1	Ya	Count	2	6	154	239	401
		% within V1	0.5%	1.5%	38.4%	59.6%	100.0%
Total		Count	2	6	154	239	401
		% within V1	0.5%	1.5%	38.4%	59.6%	100.0%

V1 * D2 Crosstabulation

		D2				Total	
		TS	NR	S	SS		
V1	Ya	Count	2	5	75	319	401
		% within V1	0.5%	1.2%	18.7%	79.6%	100.0%
Total		Count	2	5	75	319	401
		% within V1	0.5%	1.2%	18.7%	79.6%	100.0%

V1 * D3 Crosstabulation

		D3				Total	
		TS	NR	S	SS		
V1	Ya	Count	3	34	107	257	401
		% within V1	0.7%	8.5%	26.7%	64.1%	100.0%
Total	Count		3	34	107	257	401
	% within V1		0.7%	8.5%	26.7%	64.1%	100.0%

V1 * E1 Crosstabulation

		E1					Total	
		STS	TS	NR	S	SS		
V1	Ya	Count	2	29	68	123	179	401
		% within V1	0.5%	7.2%	17.0%	30.7%	44.6%	100.0%
Total	Count		2	29	68	123	179	401
	% within V1		0.5%	7.2%	17.0%	30.7%	44.6%	100.0%

V1 * E2 Crosstabulation

		E2			Total	
		NR	S	SS		
V1	Ya	Count	5	68	328	401
		% within V1	1.2%	17.0%	81.8%	100.0%
Total	Count		5	68	328	401
	% within V1		1.2%	17.0%	81.8%	100.0%

V1 * E3 Crosstabulation

		E3			Total	
		NR	S	SS		
V1	Ya	Count	5	80	316	401
		% within V1	1.2%	20.0%	78.8%	100.0%
Total	Count		5	80	316	401
	% within V1		1.2%	20.0%	78.8%	100.0%

V1 * F1 Crosstabulation

		F1				Total	
		TS	NR	S	SS		
V1	Ya	Count	1	13	114	273	401
		% within V1	0.2%	3.2%	28.4%	68.1%	100.0%
Total		Count	1	13	114	273	401
		% within V1	0.2%	3.2%	28.4%	68.1%	100.0%

V1 * F2 Crosstabulation

		F2				Total	
		TS	NR	S	SS		
V1	Ya	Count	5	33	129	234	401
		% within V1	1.2%	8.2%	32.2%	58.4%	100.0%
Total		Count	5	33	129	234	401
		% within V1	1.2%	8.2%	32.2%	58.4%	100.0%

V1 * F3 Crosstabulation

		F3			Total	
		NR	S	SS		
V1	Ya	Count	11	144	246	401
		% within V1	2.7%	35.9%	61.3%	100.0%
Total		Count	11	144	246	401
		% within V1	2.7%	35.9%	61.3%	100.0%

V1 * G1 Crosstabulation

		G1					Total	
		STS	TS	NR	S	SS		
V1	Ya	Count	1	10	56	165	169	401
		% within V1	0.2%	2.5%	14.0%	41.1%	42.1%	100.0%
Total		Count	1	10	56	165	169	401
		% within V1	0.2%	2.5%	14.0%	41.1%	42.1%	100.0%

V1 * F4 Crosstabulation

		F4			Total	
		NR	S	SS		
V1	Ya	Count	28	149	224	401

	% within V1	7.0%	37.2%	55.9%	100.0%
Total	Count	28	149	224	401
	% within V1	7.0%	37.2%	55.9%	100.0%

V1 * G2 Crosstabulation

		G2				Total	
		TS	NR	S	SS		
V1	Ya	Count	2	16	111	272	401
		% within V1	0.5%	4.0%	27.7%	67.8%	100.0%
Total		Count	2	16	111	272	401
		% within V1	0.5%	4.0%	27.7%	67.8%	100.0%

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Crosstabs

Jenis Kelamin * Produk1 Crosstabulation

		Produk1				Total	
		TS	NR	S	SS		
Jenis Kelamin	Laki-laki	Count	1	30	66	74	171
		% within Jenis Kelamin	0.6%	17.5%	38.6%	43.3%	100.0%
		% of Total	0.2%	7.5%	16.5%	18.5%	42.6%
	Perempuan	Count	2	14	56	158	230
		% within Jenis Kelamin	0.9%	6.1%	24.3%	68.7%	100.0%
		% of Total	0.5%	3.5%	14.0%	39.4%	57.4%
Total		Count	3	44	122	232	401
		% within Jenis Kelamin	0.7%	11.0%	30.4%	57.9%	100.0%
		% of Total	0.7%	11.0%	30.4%	57.9%	100.0%

Jenis Kelamin * Produk2 Crosstabulation

		Produk2				Total	
		TS	NR	S	SS		
Jenis Kelamin	Laki-laki	Count	0	16	53	102	171
		% within Jenis Kelamin	0.0%	9.4%	31.0%	59.6%	100.0%
		% of Total	0.0%	4.0%	13.2%	25.4%	42.6%
	Perempuan	Count	1	26	98	105	230
		% within Jenis Kelamin	0.4%	11.3%	42.6%	45.7%	100.0%
		% of Total	0.2%	6.5%	24.4%	26.2%	57.4%
Total		Count	1	42	151	207	401
		% within Jenis Kelamin	0.2%	10.5%	37.7%	51.6%	100.0%
		% of Total	0.2%	10.5%	37.7%	51.6%	100.0%

Jenis Kelamin * Produk3 Crosstabulation

		Produk3				Total	
		TS	NR	S	SS		
Jenis Kelamin	Laki-laki	Count	0	21	83	67	171
		% within Jenis Kelamin	0.0%	12.3%	48.5%	39.2%	100.0%
		% of Total	0.0%	5.2%	20.7%	16.7%	42.6%
	Perempuan	Count	1	14	85	130	230
		% within Jenis Kelamin	0.4%	6.1%	37.0%	56.5%	100.0%
		% of Total	0.2%	3.5%	21.2%	32.4%	57.4%
Total		Count	1	35	168	197	401
		% within Jenis Kelamin	0.2%	8.7%	41.9%	49.1%	100.0%
		% of Total	0.2%	8.7%	41.9%	49.1%	100.0%

Jenis Kelamin * Produk4 Crosstabulation

		Produk4				Total	
		TS	NR	S	SS		
Jenis Kelamin	Laki-laki	Count	1	42	85	43	171
		% within Jenis Kelamin	0.6%	24.6%	49.7%	25.1%	100.0%
		% of Total	0.2%	10.5%	21.2%	10.7%	42.6%

	Perempuan	Count	0	21	73	136	230
		% within Jenis Kelamin	0.0%	9.1%	31.7%	59.1%	100.0%
		% of Total	0.0%	5.2%	18.2%	33.9%	57.4%
Total		Count	1	63	158	179	401
		% within Jenis Kelamin	0.2%	15.7%	39.4%	44.6%	100.0%
		% of Total	0.2%	15.7%	39.4%	44.6%	100.0%

Usia * Produk1 Crosstabulation

Usia			Produk1				Total	
			TS	NR	S	SS		
12-25 Tahun	Count	0	12	37	85	134		
		% within Usia	0.0%	9.0%	27.6%	63.4%	100.0%	
		% of Total	0.0%	3.0%	9.2%	21.2%	33.4%	
	26-45 Tahun	Count	2	16	60	129	207	
			% within Usia	1.0%	7.7%	29.0%	62.3%	100.0%
			% of Total	0.5%	4.0%	15.0%	32.2%	51.6%
	46-65 Tahun	Count	1	16	25	18	60	
			% within Usia	1.7%	26.7%	41.7%	30.0%	100.0%
			% of Total	0.2%	4.0%	6.2%	4.5%	15.0%
Total	Count	3	44	122	232	401		
		% within Usia	0.7%	11.0%	30.4%	57.9%	100.0%	
		% of Total	0.7%	11.0%	30.4%	57.9%	100.0%	

Usia * Produk2 Crosstabulation

Usia			Produk2				Total	
			TS	NR	S	SS		
12-25 Tahun	Count	0	30	55	49	134		
		% within Usia	0.0%	22.4%	41.0%	36.6%	100.0%	
		% of Total	0.0%	7.5%	13.7%	12.2%	33.4%	
	26-45 Tahun	Count	1	12	85	109	207	
			% within Usia	0.5%	5.8%	41.1%	52.7%	100.0%
			% of Total	0.2%	3.0%	21.2%	27.2%	51.6%
	46-65 Tahun	Count	0	0	11	49	60	
			% within Usia	0.0%	0.0%	18.3%	81.7%	100.0%
			% of Total	0.0%	0.0%	2.7%	12.2%	15.0%
Total	Count	1	42	151	207	401		
		% within Usia	0.2%	10.5%	37.7%	51.6%	100.0%	
		% of Total	0.2%	10.5%	37.7%	51.6%	100.0%	

Usia * Produk3 Crosstabulation

Usia			Produk3				Total	
			TS	NR	S	SS		
12-25 Tahun	Count	0	23	68	43	134		
		% within Usia	0.0%	17.2%	50.7%	32.1%	100.0%	
		% of Total	0.0%	5.7%	17.0%	10.7%	33.4%	
	26-45 Tahun	Count	1	10	79	117	207	
			% within Usia	0.5%	4.8%	38.2%	56.5%	100.0%
			% of Total	0.2%	2.5%	19.7%	29.2%	51.6%
	46-65 Tahun	Count	0	2	21	37	60	
			% within Usia	0.0%	3.3%	35.0%	61.7%	100.0%
			% of Total	0.0%	0.5%	5.2%	9.2%	15.0%
Total	Count	1	35	168	197	401		
		% within Usia	0.2%	8.7%	41.9%	49.1%	100.0%	
		% of Total	0.2%	8.7%	41.9%	49.1%	100.0%	

Usia * Produk4 Crosstabulation

		Produk4				Total	
		TS	NR	S	SS		
Usia	12-25 Tahun	Count	1	37	57	39	134
		% within Usia	0.7%	27.6%	42.5%	29.1%	100.0%
		% of Total	0.2%	9.2%	14.2%	9.7%	33.4%
	26-45 Tahun	Count	0	19	73	115	207
		% within Usia	0.0%	9.2%	35.3%	55.6%	100.0%
		% of Total	0.0%	4.7%	18.2%	28.7%	51.6%
	46-65 Tahun	Count	0	7	28	25	60
		% within Usia	0.0%	11.7%	46.7%	41.7%	100.0%
		% of Total	0.0%	1.7%	7.0%	6.2%	15.0%
Total	Count	1	63	158	179	401	
	% within Usia	0.2%	15.7%	39.4%	44.6%	100.0%	
	% of Total	0.2%	15.7%	39.4%	44.6%	100.0%	

Profesi * Produk1 Crosstabulation

		Produk1				Total	
		TS	NR	S	SS		
Profesi	Pegawai Swasta	Count	0	10	27	57	94
		% within Profesi	0.0%	10.6%	28.7%	60.6%	100.0%
		% of Total	0.0%	2.5%	6.7%	14.2%	23.4%
	Pelajar/Mahasiswa	Count	0	7	25	78	110
		% within Profesi	0.0%	6.4%	22.7%	70.9%	100.0%
		% of Total	0.0%	1.7%	6.2%	19.5%	27.4%
	PNS/TNI/POLRI	Count	3	18	50	75	146
		% within Profesi	2.1%	12.3%	34.2%	51.4%	100.0%
		% of Total	0.7%	4.5%	12.5%	18.7%	36.4%
	Tidak Bekerja	Count	0	9	20	22	51
		% within Profesi	0.0%	17.6%	39.2%	43.1%	100.0%
		% of Total	0.0%	2.2%	5.0%	5.5%	12.7%
	Total	Count	3	44	122	232	401
		% within Profesi	0.7%	11.0%	30.4%	57.9%	100.0%
		% of Total	0.7%	11.0%	30.4%	57.9%	100.0%

Profesi * Produk2 Crosstabulation

		Produk2				Total	
		TS	NR	S	SS		
Profesi	Pegawai Swasta	Count	0	7	37	50	94
		% within Profesi	0.0%	7.4%	39.4%	53.2%	100.0%
		% of Total	0.0%	1.7%	9.2%	12.5%	23.4%
	Pelajar/Mahasiswa	Count	0	26	43	41	110
		% within Profesi	0.0%	23.6%	39.1%	37.3%	100.0%
		% of Total	0.0%	6.5%	10.7%	10.2%	27.4%
	PNS/TNI/POLRI	Count	1	1	50	94	146
		% within Profesi	0.7%	0.7%	34.2%	64.4%	100.0%
		% of Total	0.2%	0.2%	12.5%	23.4%	36.4%
	Tidak Bekerja	Count	0	8	21	22	51
		% within Profesi	0.0%	15.7%	41.2%	43.1%	100.0%
		% of Total	0.0%	2.0%	5.2%	5.5%	12.7%
	Total	Count	1	42	151	207	401
		% within Profesi	0.2%	10.5%	37.7%	51.6%	100.0%
		% of Total	0.2%	10.5%	37.7%	51.6%	100.0%

Profesi * Produk3 Crosstabulation

		Produk3				Total	
		TS	NR	S	SS		
Profesi	Pegawai Swasta	Count	0	7	39	48	94
		% within Profesi	0.0%	7.4%	41.5%	51.1%	100.0%
		% of Total	0.0%	1.7%	9.7%	12.0%	23.4%
	Pelajar/Mahasiswa	Count	0	20	48	42	110
		% within Profesi	0.0%	18.2%	43.6%	38.2%	100.0%
		% of Total	0.0%	5.0%	12.0%	10.5%	27.4%
	PNS/TNI/POLRI	Count	1	3	55	87	146
		% within Profesi	0.7%	2.1%	37.7%	59.6%	100.0%
		% of Total	0.2%	0.7%	13.7%	21.7%	36.4%
	Tidak Bekerja	Count	0	5	26	20	51
		% within Profesi	0.0%	9.8%	51.0%	39.2%	100.0%
		% of Total	0.0%	1.2%	6.5%	5.0%	12.7%
Total		Count	1	35	168	197	401
		% within Profesi	0.2%	8.7%	41.9%	49.1%	100.0%
		% of Total	0.2%	8.7%	41.9%	49.1%	100.0%

Profesi * Produk4 Crosstabulation

		Produk4				Total	
		TS	NR	S	SS		
Profesi	Pegawai Swasta	Count	0	9	35	50	94
		% within Profesi	0.0%	9.6%	37.2%	53.2%	100.0%
		% of Total	0.0%	2.2%	8.7%	12.5%	23.4%
	Pelajar/Mahasiswa	Count	1	35	38	36	110
		% within Profesi	0.9%	31.8%	34.5%	32.7%	100.0%
		% of Total	0.2%	8.7%	9.5%	9.0%	27.4%
	PNS/TNI/POLRI	Count	0	10	59	77	146
		% within Profesi	0.0%	6.8%	40.4%	52.7%	100.0%
		% of Total	0.0%	2.5%	14.7%	19.2%	36.4%
	Tidak Bekerja	Count	0	9	26	16	51
		% within Profesi	0.0%	17.6%	51.0%	31.4%	100.0%
		% of Total	0.0%	2.2%	6.5%	4.0%	12.7%
Total		Count	1	63	158	179	401
		% within Profesi	0.2%	15.7%	39.4%	44.6%	100.0%
		% of Total	0.2%	15.7%	39.4%	44.6%	100.0%

Pendidikan * Produk1 Crosstabulation

		Produk1				Total	
		TS	NR	S	SS		
Pendidikan	Diploma (D1/D3)	Count	1	11	18	51	81
		% within Pendidikan	1.2%	13.6%	22.2%	63.0%	100.0%
		% of Total	0.2%	2.7%	4.5%	12.7%	20.2%
	S1	Count	2	14	44	64	124
		% within Pendidikan	1.6%	11.3%	35.5%	51.6%	100.0%
		% of Total	0.5%	3.5%	11.0%	16.0%	30.9%
	S2	Count	0	5	9	13	27
		% within Pendidikan	0.0%	18.5%	33.3%	48.1%	100.0%
		% of Total	0.0%	1.2%	2.2%	3.2%	6.7%
	S3	Count	0	0	0	1	1
		% within Pendidikan	0.0%	0.0%	0.0%	100.0%	100.0%
		% of Total	0.0%	0.0%	0.0%	0.2%	0.2%
	SD	Count	0	0	0	1	1
		% within Pendidikan	0.0%	0.0%	0.0%	100.0%	100.0%
		% of Total	0.0%	0.0%	0.0%	0.2%	0.2%
	SMA	Count	0	12	41	62	115

	% within Pendidikan	0.0%	10.4%	35.7%	53.9%	100.0%
	% of Total	0.0%	3.0%	10.2%	15.5%	28.7%
SMP	Count	0	2	10	40	52
	% within Pendidikan	0.0%	3.8%	19.2%	76.9%	100.0%
	% of Total	0.0%	0.5%	2.5%	10.0%	13.0%
Total	Count	3	44	122	232	401
	% within Pendidikan	0.7%	11.0%	30.4%	57.9%	100.0%
	% of Total	0.7%	11.0%	30.4%	57.9%	100.0%

Pendidikan * Produk2 Crosstabulation

		Produk2				Total	
		TS	NR	S	SS		
Pendidikan	Diploma (D1/D3)	Count	1	9	29	42	81
		% within Pendidikan	1.2%	11.1%	35.8%	51.9%	100.0%
		% of Total	0.2%	2.2%	7.2%	10.5%	20.2%
S1		Count	0	6	55	63	124
		% within Pendidikan	0.0%	4.8%	44.4%	50.8%	100.0%
		% of Total	0.0%	1.5%	13.7%	15.7%	30.9%
S2		Count	0	0	1	26	27
		% within Pendidikan	0.0%	0.0%	3.7%	96.3%	100.0%
		% of Total	0.0%	0.0%	0.2%	6.5%	6.7%
S3		Count	0	0	0	1	1
		% within Pendidikan	0.0%	0.0%	0.0%	100.0%	100.0%
		% of Total	0.0%	0.0%	0.0%	0.2%	0.2%
SD		Count	0	0	1	0	1
		% within Pendidikan	0.0%	0.0%	100.0%	0.0%	100.0%
		% of Total	0.0%	0.0%	0.2%	0.0%	0.2%
SMA		Count	0	12	44	59	115
		% within Pendidikan	0.0%	10.4%	38.3%	51.3%	100.0%
		% of Total	0.0%	3.0%	11.0%	14.7%	28.7%
SMP		Count	0	15	21	16	52
		% within Pendidikan	0.0%	28.8%	40.4%	30.8%	100.0%
		% of Total	0.0%	3.7%	5.2%	4.0%	13.0%
Total		Count	1	42	151	207	401
		% within Pendidikan	0.2%	10.5%	37.7%	51.6%	100.0%
		% of Total	0.2%	10.5%	37.7%	51.6%	100.0%

Pendidikan * Produk3 Crosstabulation

		Produk3				Total	
		TS	NR	S	SS		
Pendidikan	Diploma (D1/D3)	Count	1	5	30	45	81
		% within Pendidikan	1.2%	6.2%	37.0%	55.6%	100.0%
		% of Total	0.2%	1.2%	7.5%	11.2%	20.2%
S1		Count	0	7	59	58	124
		% within Pendidikan	0.0%	5.6%	47.6%	46.8%	100.0%
		% of Total	0.0%	1.7%	14.7%	14.5%	30.9%
S2		Count	0	1	3	23	27
		% within Pendidikan	0.0%	3.7%	11.1%	85.2%	100.0%
		% of Total	0.0%	0.2%	0.7%	5.7%	6.7%
S3		Count	0	0	0	1	1
		% within Pendidikan	0.0%	0.0%	0.0%	100.0%	100.0%
		% of Total	0.0%	0.0%	0.0%	0.2%	0.2%
SD		Count	0	0	0	1	1
		% within Pendidikan	0.0%	0.0%	0.0%	100.0%	100.0%

	% of Total	0.0%	0.0%	0.0%	0.2%	0.2%
SMA	Count	0	9	51	55	115
	% within Pendidikan	0.0%	7.8%	44.3%	47.8%	100.0%
	% of Total	0.0%	2.2%	12.7%	13.7%	28.7%
SMP	Count	0	13	25	14	52
	% within Pendidikan	0.0%	25.0%	48.1%	26.9%	100.0%
	% of Total	0.0%	3.2%	6.2%	3.5%	13.0%
Total	Count	1	35	168	197	401
	% within Pendidikan	0.2%	8.7%	41.9%	49.1%	100.0%
	% of Total	0.2%	8.7%	41.9%	49.1%	100.0%

Pendidikan * Produk4 Crosstabulation

		Produk4				Total	
		TS	NR	S	SS		
Pendidikan	Diploma (D1/D3)	Count	0	11	28	42	81
		% within Pendidikan	0.0%	13.6%	34.6%	51.9%	100.0%
		% of Total	0.0%	2.7%	7.0%	10.5%	20.2%
S1		Count	0	11	56	57	124
		% within Pendidikan	0.0%	8.9%	45.2%	46.0%	100.0%
		% of Total	0.0%	2.7%	14.0%	14.2%	30.9%
S2		Count	0	1	5	21	27
		% within Pendidikan	0.0%	3.7%	18.5%	77.8%	100.0%
		% of Total	0.0%	0.2%	1.2%	5.2%	6.7%
S3		Count	0	0	0	1	1
		% within Pendidikan	0.0%	0.0%	0.0%	100.0%	100.0%
		% of Total	0.0%	0.0%	0.0%	0.2%	0.2%
SD		Count	0	1	0	0	1
		% within Pendidikan	0.0%	100.0%	0.0%	0.0%	100.0%
		% of Total	0.0%	0.2%	0.0%	0.0%	0.2%
SMA		Count	0	18	52	45	115
		% within Pendidikan	0.0%	15.7%	45.2%	39.1%	100.0%
		% of Total	0.0%	4.5%	13.0%	11.2%	28.7%
SMP		Count	1	21	17	13	52
		% within Pendidikan	1.9%	40.4%	32.7%	25.0%	100.0%
		% of Total	0.2%	5.2%	4.2%	3.2%	13.0%
Total		Count	1	63	158	179	401
		% within Pendidikan	0.2%	15.7%	39.4%	44.6%	100.0%
		% of Total	0.2%	15.7%	39.4%	44.6%	100.0%

Penghasilan * Produk1 Crosstabulation

		Produk1				Total	
		TS	NR	S	SS		
Penghasilan < Rp 2 juta / bulan		Count	0	7	22	24	53
		% within Penghasilan	0.0%	13.2%	41.5%	45.3%	100.0%
		% of Total	0.0%	1.7%	5.5%	6.0%	13.2%
Rp > 2 juta – 4 juta / bulan		Count	2	11	47	84	144
		% within Penghasilan	1.4%	7.6%	32.6%	58.3%	100.0%
		% of Total	0.5%	2.7%	11.7%	20.9%	35.9%
Rp > 4 juta – 6 juta / bulan		Count	1	22	45	102	170
		% within Penghasilan	0.6%	12.9%	26.5%	60.0%	100.0%
		% of Total	0.2%	5.5%	11.2%	25.4%	42.4%
Rp > 6 juta / bulan		Count	0	4	8	22	34
		% of Total	0.0%	1.0%	2.0%	5.5%	13.7%

	% within Penghasilan	0.0%	11.8%	23.5%	64.7%	100.0%
	% of Total	0.0%	1.0%	2.0%	5.5%	8.5%
Total	Count	3	44	122	232	401
	% within Penghasilan	0.7%	11.0%	30.4%	57.9%	100.0%
	% of Total	0.7%	11.0%	30.4%	57.9%	100.0%

Penghasilan * Produk2 Crosstabulation

		Produk2				Total	
		TS	NR	S	SS		
Penghasilan	< Rp 2 juta / bulan	Count	0	5	24	24	53
		% within Penghasilan	0.0%	9.4%	45.3%	45.3%	100.0%
		% of Total	0.0%	1.2%	6.0%	6.0%	13.2%
	Rp > 2 juta – 4 juta / bulan	Count	1	21	63	59	144
		% within Penghasilan	0.7%	14.6%	43.8%	41.0%	100.0%
		% of Total	0.2%	5.2%	15.7%	14.7%	35.9%
	Rp > 4 juta – 6 juta / bulan	Count	0	13	57	100	170
		% within Penghasilan	0.0%	7.6%	33.5%	58.8%	100.0%
		% of Total	0.0%	3.2%	14.2%	24.9%	42.4%
	Rp > 6 juta / bulan	Count	0	3	7	24	34
		% within Penghasilan	0.0%	8.8%	20.6%	70.6%	100.0%
		% of Total	0.0%	0.7%	1.7%	6.0%	8.5%
Total	Count	1	42	151	207	401	
	% within Penghasilan	0.2%	10.5%	37.7%	51.6%	100.0%	
	% of Total	0.2%	10.5%	37.7%	51.6%	100.0%	

Penghasilan * Produk3 Crosstabulation

		Produk3				Total	
		TS	NR	S	SS		
Penghasilan	< Rp 2 juta / bulan	Count	0	3	27	23	53
		% within Penghasilan	0.0%	5.7%	50.9%	43.4%	100.0%
		% of Total	0.0%	0.7%	6.7%	5.7%	13.2%
	Rp > 2 juta – 4 juta / bulan	Count	1	20	66	57	144
		% within Penghasilan	0.7%	13.9%	45.8%	39.6%	100.0%
		% of Total	0.2%	5.0%	16.5%	14.2%	35.9%
	Rp > 4 juta – 6 juta / bulan	Count	0	10	65	95	170
		% within Penghasilan	0.0%	5.9%	38.2%	55.9%	100.0%
		% of Total	0.0%	2.5%	16.2%	23.7%	42.4%
	Rp > 6 juta / bulan	Count	0	2	10	22	34
		% within Penghasilan	0.0%	5.9%	29.4%	64.7%	100.0%
		% of Total	0.0%	0.5%	2.5%	5.5%	8.5%

Total	Count	1	35	168	197	401
	% within Penghasilan	0.2%	8.7%	41.9%	49.1%	100.0%
	% of Total	0.2%	8.7%	41.9%	49.1%	100.0%

Penghasilan * Produk4 Crosstabulation

		Produk4				Total	
		TS	NR	S	SS		
Penghasilan	< Rp 2 juta / bulan	Count	0	6	28	19	53
		% within Penghasilan	0.0%	11.3%	52.8%	35.8%	100.0%
		% of Total	0.0%	1.5%	7.0%	4.7%	13.2%
	Rp > 2 juta – 4 juta / bulan	Count	0	24	58	62	144
		% within Penghasilan	0.0%	16.7%	40.3%	43.1%	100.0%
		% of Total	0.0%	6.0%	14.5%	15.5%	35.9%
	Rp > 4 juta – 6 juta / bulan	Count	1	25	63	81	170
		% within Penghasilan	0.6%	14.7%	37.1%	47.6%	100.0%
		% of Total	0.2%	6.2%	15.7%	20.2%	42.4%
Rp > 6 juta / bulan	Count	0	8	9	17	34	
	% within Penghasilan	0.0%	23.5%	26.5%	50.0%	100.0%	
	% of Total	0.0%	2.0%	2.2%	4.2%	8.5%	
Total	Count	1	63	158	179	401	
	% within Penghasilan	0.2%	15.7%	39.4%	44.6%	100.0%	
	% of Total	0.2%	15.7%	39.4%	44.6%	100.0%	

HASIL UJI MANOVA

Jenis Kelamin

Between-Subjects Factors

	Value	Label	N
Jenis Kelamin	1	1	171
	2	2	230

Descriptive Statistics

	Jenis Kelamin	Mean	Std. Deviation	N
Produk	1	15.4233	2.43636	171
	2	16.5636	2.40113	230
	Total	16.0774	2.47836	401
Tempat	1	18.5063	3.30507	171
	2	18.6644	3.22232	230
	Total	18.5970	3.25470	401
Biaya	1	10.7032	2.10914	171
	2	11.1328	1.96348	230
	Total	10.9496	2.03543	401
Promosi	1	11.1960	2.23964	171
	2	11.8089	1.91228	230
	Total	11.5475	2.07784	401
People	1	11.0296	1.97468	171
	2	11.1032	1.79269	230
	Total	11.0718	1.87041	401
Bukti Fisik	1	13.7087	2.64264	171

	2	14.0708	2.72027	230
	Total	13.9164	2.69009	401
Proses	1	7.8825	1.49568	171
	2	8.0836	1.47629	230
	Total	7.9978	1.48607	401

Box's Test of Equality of Covariance Matrices^a

Box's M	38.065
F	1.334
df1	28
df2	467357.006
Sig.	.112

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + JenisKelamin

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.987	4276.740 ^b	7.000	393.000	.000
	Wilks' Lambda	.013	4276.740 ^b	7.000	393.000	.000
	Hotelling's Trace	76.176	4276.740 ^b	7.000	393.000	.000
	Roy's Largest Root	76.176	4276.740 ^b	7.000	393.000	.000
JenisKelamin	Pillai's Trace	.069	4.185 ^b	7.000	393.000	.000
	Wilks' Lambda	.931	4.185 ^b	7.000	393.000	.000
	Hotelling's Trace	.075	4.185 ^b	7.000	393.000	.000
	Roy's Largest Root	.075	4.185 ^b	7.000	393.000	.000

a. Design: Intercept + JenisKelamin

b. Exact statistic

Levene's Test of Equality of Error Variances^a

		Levene Statistic	df1	df2	Sig.
Produk	Based on Mean	.067	1	399	.796
	Based on Median	.203	1	399	.652
	Based on Median and with adjusted df	.203	1	394.655	.652
	Based on trimmed mean	.035	1	399	.851
Tempat	Based on Mean	.031	1	399	.861
	Based on Median	.014	1	399	.905
	Based on Median and with adjusted df	.014	1	395.748	.905
	Based on trimmed mean	.035	1	399	.853

Biaya	Based on Mean	3.607	1	399	.058
	Based on Median	4.908	1	399	.027
	Based on Median and with adjusted df	4.908	1	392.979	.027
	Based on trimmed mean	4.434	1	399	.036
Promosi	Based on Mean	7.546	1	399	.006
	Based on Median	9.334	1	399	.002
	Based on Median and with adjusted df	9.334	1	359.332	.002
	Based on trimmed mean	6.623	1	399	.010
People	Based on Mean	1.843	1	399	.175
	Based on Median	.859	1	399	.354
	Based on Median and with adjusted df	.859	1	393.072	.354
	Based on trimmed mean	1.410	1	399	.236
Bukti Fisik	Based on Mean	.626	1	399	.429
	Based on Median	.004	1	399	.947
	Based on Median and with adjusted df	.004	1	371.968	.947
	Based on trimmed mean	.288	1	399	.592
Proses	Based on Mean	.222	1	399	.638
	Based on Median	.028	1	399	.867
	Based on Median and with adjusted df	.028	1	396.930	.867
	Based on trimmed mean	.328	1	399	.567

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + JenisKelamin

USIA

Between-Subjects Factors

	Value	Label	N
Usia	1	1	134
	2	2	207
	3	3	60

Box's Test of Equality of Covariance Matrices^a

Box's M	88.370
F	1.525
df1	56
df2	107643.136
Sig.	.007

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Usia

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.983	3326.337 ^b	7.000	392.000	.000
	Wilks' Lambda	.017	3326.337 ^b	7.000	392.000	.000
	Hotelling's Trace	59.399	3326.337 ^b	7.000	392.000	.000

	Roy's Largest Root	59.399	3326.337 ^b	7.000	392.000	.000
Usia	Pillai's Trace	.161	4.924	14.000	786.000	.000
	Wilks' Lambda	.843	4.992 ^b	14.000	784.000	.000
	Hotelling's Trace	.181	5.061	14.000	782.000	.000
	Roy's Largest Root	.147	8.248 ^c	7.000	393.000	.000

a. Design: Intercept + Usia

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Levene's Test of Equality of Error Variances^a

		Levene Statistic	df1	df2	Sig.
Produk	Based on Mean	1.468	2	398	.232
	Based on Median	1.562	2	398	.211
	Based on Median and with adjusted df	1.562	2	397.093	.211
	Based on trimmed mean	1.651	2	398	.193
Tempat	Based on Mean	.830	2	398	.437
	Based on Median	.686	2	398	.504
	Based on Median and with adjusted df	.686	2	391.975	.504
	Based on trimmed mean	.873	2	398	.418
Biaya	Based on Mean	2.317	2	398	.100
	Based on Median	3.013	2	398	.050
	Based on Median and with adjusted df	3.013	2	375.579	.050
	Based on trimmed mean	2.653	2	398	.072
Promosi	Based on Mean	2.692	2	398	.069
	Based on Median	1.553	2	398	.213
	Based on Median and with adjusted df	1.553	2	396.097	.213
	Based on trimmed mean	2.468	2	398	.086
People	Based on Mean	2.000	2	398	.137
	Based on Median	1.042	2	398	.354
	Based on Median and with adjusted df	1.042	2	363.964	.354
	Based on trimmed mean	1.627	2	398	.198
Bukti Fisik	Based on Mean	3.664	2	398	.027
	Based on Median	2.784	2	398	.063
	Based on Median and with adjusted df	2.784	2	349.301	.063
	Based on trimmed mean	3.655	2	398	.027
Proses	Based on Mean	5.261	2	398	.006
	Based on Median	3.400	2	398	.034
	Based on Median and with adjusted df	3.400	2	386.585	.034
	Based on trimmed mean	3.975	2	398	.020

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Usia

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Produk	163.738 ^a	2	81.869	14.209	.000
	Tempat	22.833 ^b	2	11.417	1.078	.341
	Biaya	4.304 ^c	2	2.152	.518	.596
	Promosi	13.371 ^d	2	6.685	1.553	.213
	People	25.873 ^e	2	12.937	3.749	.024
	Bukti Fisik	16.703 ^f	2	8.351	1.155	.316

	Proses	3.275 ^g	2	1.638	.741	.478
Intercept	Produk	79863.574	1	79863.574	13860.995	.000
	Tempat	106343.823	1	106343.823	10042.918	.000
	Biaya	37483.079	1	37483.079	9025.563	.000
	Promosi	41716.440	1	41716.440	9689.093	.000
	People	37613.030	1	37613.030	10899.206	.000
	Bukti Fisik	61139.952	1	61139.952	8455.271	.000
	Proses	20120.605	1	20120.605	9099.166	.000
Usia	Produk	163.738	2	81.869	14.209	.000
	Tempat	22.833	2	11.417	1.078	.341
	Biaya	4.304	2	2.152	.518	.596
	Promosi	13.371	2	6.685	1.553	.213
	People	25.873	2	12.937	3.749	.024
	Bukti Fisik	16.703	2	8.351	1.155	.316
	Proses	3.275	2	1.638	.741	.478
Error	Produk	2293.176	398	5.762		
	Tempat	4214.397	398	10.589		
	Biaya	1652.890	398	4.153		
	Promosi	1713.591	398	4.306		
	People	1373.493	398	3.451		
	Bukti Fisik	2877.933	398	7.231		
	Proses	880.081	398	2.211		
Total	Produk	106107.995	401			
	Tempat	142922.551	401			
	Biaya	49734.635	401			
	Promosi	55198.547	401			
	People	50555.994	401			
	Bukti Fisik	80554.472	401			
	Proses	26533.483	401			
Corrected Total	Produk	2456.914	400			
	Tempat	4237.230	400			
	Biaya	1657.195	400			
	Promosi	1726.962	400			
	People	1399.367	400			
	Bukti Fisik	2894.635	400			
	Proses	883.356	400			

- a. R Squared = .067 (Adjusted R Squared = .062)
b. R Squared = .005 (Adjusted R Squared = .000)
c. R Squared = .003 (Adjusted R Squared = -.002)
d. R Squared = .008 (Adjusted R Squared = .003)
e. R Squared = .018 (Adjusted R Squared = .014)
f. R Squared = .006 (Adjusted R Squared = .001)
g. R Squared = .004 (Adjusted R Squared = -.001)

Post Hoc Tests

Usia

Multiple Comparisons

Dependent Variable	(I) Usia	(J) Usia	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Produk	Bonferroni	1	2	-1.4000	.26614	.000	-2.0399	-.7602

			3		-1.1401	.37286	.007	-2.0365	-.2437
		2	1		1.4000	.26614	.000	.7602	2.0399
			3		.2599	.35194	1.000	-.5862	1.1061
		3	1		1.1401	.37286	.007	.2437	2.0365
			2		-.2599	.35194	1.000	-1.1061	.5862
	Games-Howell	1	2		-1.4000	.26335	.000	-2.0203	-.7798
			3		-1.1401	.35382	.005	-1.9803	-.2999
		2	1		1.4000	.26335	.000	.7798	2.0203
			3		.2599	.34125	.727	-.5514	1.0713
		3	1		1.1401	.35382	.005	.2999	1.9803
			2		-.2599	.34125	.727	-1.0713	.5514
Tempat	Bonferroni	1	2		.2060	.36080	1.000	-.6614	1.0734
			3		.7414	.50547	.430	-.4739	1.9566
		2	1		-.2060	.36080	1.000	-1.0734	.6614
			3		.5354	.47711	.788	-.6117	1.6824
		3	1		-.7414	.50547	.430	-1.9566	.4739
			2		-.5354	.47711	.788	-1.6824	.6117
	Games-Howell	1	2		.2060	.35417	.830	-.6283	1.0403
			3		.7414	.51495	.324	-.4827	1.9655
		2	1		-.2060	.35417	.830	-1.0403	.6283
			3		.5354	.49436	.527	-.6420	1.7127
		3	1		-.7414	.51495	.324	-1.9655	.4827
			2		-.5354	.49436	.527	-1.7127	.6420
Biaya	Bonferroni	1	2		-.1381	.22595	1.000	-.6814	.4051
			3		-.3161	.31656	.956	-1.0771	.4450
		2	1		.1381	.22595	1.000	-.4051	.6814
			3		-.1779	.29880	1.000	-.8963	.5404
		3	1		.3161	.31656	.956	-.4450	1.0771
			2		.1779	.29880	1.000	-.5404	.8963
	Games-Howell	1	2		-.1381	.23078	.821	-.6820	.4057
			3		-.3161	.30911	.564	-1.0493	.4171
		2	1		.1381	.23078	.821	-.4057	.6820
			3		-.1779	.28523	.807	-.8566	.5007
		3	1		.3161	.30911	.564	-.4171	1.0493
			2		.1779	.28523	.807	-.5007	.8566
Promosi	Bonferroni	1	2		-.3101	.23007	.536	-.8632	.2431
			3		-.5181	.32232	.326	-1.2930	.2568
		2	1		.3101	.23007	.536	-.2431	.8632
			3		-.2080	.30423	1.000	-.9394	.5234
		3	1		.5181	.32232	.326	-.2568	1.2930
			2		.2080	.30423	1.000	-.5234	.9394
	Games-Howell	1	2		-.3101	.23503	.386	-.8639	.2438
			3		-.5181	.31278	.226	-1.2599	.2238
		2	1		.3101	.23503	.386	-.2438	.8639
			3		-.2080	.28875	.752	-.8949	.4789
		3	1		.5181	.31278	.226	-.2238	1.2599
			2		.2080	.28875	.752	-.4789	.8949
People	Bonferroni	1	2		.3770	.20597	.204	-.1182	.8722
			3		.7585	.28857	.027	.0647	1.4522
		2	1		-.3770	.20597	.204	-.8722	.1182
			3		.3814	.27237	.487	-.2734	1.0363
		3	1		-.7585	.28857	.027	-1.4522	-.0647
			2		-.3814	.27237	.487	-1.0363	.2734
	Games-Howell	1	2		.3770	.20479	.158	-.1053	.8593
			3		.7585	.25977	.012	.1421	1.3748
		2	1		-.3770	.20479	.158	-.8593	.1053
			3		.3814	.25162	.287	-.2161	.9790
		3	1		-.7585	.25977	.012	-1.3748	-.1421
			2		-.3814	.25162	.287	-.9790	.2161

Bukti Fisik	Bonferroni	1	2	.1474	.29815	1.000	-.5694	.8642
			3	-.4515	.41771	.841	-1.4558	.5527
		2	1	-.1474	.29815	1.000	-.8642	.5694
			3	-.5990	.39427	.389	-1.5468	.3489
		3	1	.4515	.41771	.841	-.5527	1.4558
			2	.5990	.39427	.389	-.3489	1.5468
	Games-Howell	1	2	.1474	.29546	.872	-.5484	.8432
			3	-.4515	.37945	.461	-1.3521	.4490
		2	1	-.1474	.29546	.872	-.8432	.5484
			3	-.5990	.36847	.239	-1.4742	.2763
		3	1	.4515	.37945	.461	-.4490	1.3521
			2	.5990	.36847	.239	-.2763	1.4742
Proses	Bonferroni	1	2	.0436	.16488	1.000	-.3528	.4400
			3	-.2208	.23099	1.000	-.7762	.3345
		2	1	-.0436	.16488	1.000	-.4400	.3528
			3	-.2644	.21803	.678	-.7886	.2597
		3	1	.2208	.23099	1.000	-.3345	.7762
			2	.2644	.21803	.678	-.2597	.7886
	Games-Howell	1	2	.0436	.16910	.964	-.3548	.4420
			3	-.2208	.20503	.530	-.7065	.2649
		2	1	-.0436	.16910	.964	-.4420	.3548
			3	-.2644	.19030	.350	-.7161	.1872
		3	1	.2208	.20503	.530	-.2649	.7065
			2	.2644	.19030	.350	-.1872	.7161

Based on observed means.

The error term is Mean Square(Error) = 2.211.

*. The mean difference is significant at the .05 level.

PROFESI

Between-Subjects Factors

	Value	Label	N
Profesi	1	1	51
	2	2	110
	3	3	146
	4	4	94

Box's Test of Equality of Covariance Matrices^a

Box's M	173.135
F	1.985
df1	84
df2	142160.594
Sig.	.000

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Profesi

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.985	3735.784 ^b	7.000	391.000	.000
	Wilks' Lambda	.015	3735.784 ^b	7.000	391.000	.000
	Hotelling's Trace	66.881	3735.784 ^b	7.000	391.000	.000
	Roy's Largest Root	66.881	3735.784 ^b	7.000	391.000	.000

Profesi	Pillai's Trace	.202	4.059	21.000	1179.000	.000
	Wilks' Lambda	.809	4.106	21.000	1123.291	.000
	Hotelling's Trace	.223	4.143	21.000	1169.000	.000
	Roy's Largest Root	.134	7.500 ^c	7.000	393.000	.000

a. Design: Intercept + Profesi

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Levene's Test of Equality of Error Variances^a

		Levene Statistic	df1	df2	Sig.
Produk	Based on Mean	.235	3	397	.872
	Based on Median	.223	3	397	.880
	Based on Median and with adjusted df	.223	3	389.154	.880
	Based on trimmed mean	.156	3	397	.926
Tempat	Based on Mean	1.753	3	397	.156
	Based on Median	1.700	3	397	.166
	Based on Median and with adjusted df	1.700	3	396.804	.166
	Based on trimmed mean	1.760	3	397	.154
Biaya	Based on Mean	1.629	3	397	.182
	Based on Median	1.402	3	397	.242
	Based on Median and with adjusted df	1.402	3	395.341	.242
	Based on trimmed mean	1.758	3	397	.155
Promosi	Based on Mean	.746	3	397	.525
	Based on Median	.821	3	397	.483
	Based on Median and with adjusted df	.821	3	379.046	.483
	Based on trimmed mean	.813	3	397	.487
People	Based on Mean	3.453	3	397	.017
	Based on Median	1.043	3	397	.373
	Based on Median and with adjusted df	1.043	3	333.228	.374
	Based on trimmed mean	2.783	3	397	.041
Bukti Fisik	Based on Mean	2.242	3	397	.083
	Based on Median	1.008	3	397	.389
	Based on Median and with adjusted df	1.008	3	294.496	.389
	Based on trimmed mean	2.093	3	397	.101
Proses	Based on Mean	2.335	3	397	.073
	Based on Median	2.052	3	397	.106
	Based on Median and with adjusted df	2.052	3	387.694	.106
	Based on trimmed mean	2.251	3	397	.082

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Profesi

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Produk	140.716 ^a	3	46.905	8.040	.000
	Tempat	101.621 ^b	3	33.874	3.252	.022
	Biaya	92.597 ^c	3	30.866	7.832	.000
	Promosi	45.101 ^d	3	15.034	3.549	.015

Intercept	People	17.446 ^e	3	5.815	1.671	.173	
	Bukti Fisik	67.620 ⁱ	3	22.540	3.165	.024	
	Proses	20.717 ^g	3	6.906	3.178	.024	
	Produk	88079.105	1	88079.105	15096.897	.000	
	Tempat	118012.915	1	118012.915	11328.713	.000	
	Biaya	40156.232	1	40156.232	10189.219	.000	
	Promosi	45328.645	1	45328.645	10699.739	.000	
	People	42702.349	1	42702.349	12267.591	.000	
	Bukti Fisik	65855.239	1	65855.239	9248.103	.000	
Profesi	Proses	21886.795	1	21886.795	10072.648	.000	
	Produk	140.716	3	46.905	8.040	.000	
	Tempat	101.621	3	33.874	3.252	.022	
	Biaya	92.597	3	30.866	7.832	.000	
	Promosi	45.101	3	15.034	3.549	.015	
	People	17.446	3	5.815	1.671	.173	
	Bukti Fisik	67.620	3	22.540	3.165	.024	
	Proses	20.717	3	6.906	3.178	.024	
	Error	Produk	2316.198	397	5.834		
Tempat		4135.609	397	10.417			
Biaya		1564.597	397	3.941			
Promosi		1681.861	397	4.236			
People		1381.920	397	3.481			
Bukti Fisik		2827.015	397	7.121			
Proses		862.639	397	2.173			
Total		Produk	106107.995	401			
		Tempat	142922.551	401			
	Biaya	49734.635	401				
	Promosi	55198.547	401				
	People	50555.994	401				
	Bukti Fisik	80554.472	401				
	Proses	26533.483	401				
	Corrected Total	Produk	2456.914	400			
		Tempat	4237.230	400			
Biaya		1657.195	400				
Promosi		1726.962	400				
People		1399.367	400				
Bukti Fisik		2894.635	400				
Proses		883.356	400				

a. R Squared = .057 (Adjusted R Squared = .050)

b. R Squared = .024 (Adjusted R Squared = .017)

c. R Squared = .056 (Adjusted R Squared = .049)

d. R Squared = .026 (Adjusted R Squared = .019)

e. R Squared = .012 (Adjusted R Squared = .005)

f. R Squared = .023 (Adjusted R Squared = .016)

g. R Squared = .023 (Adjusted R Squared = .016)

Post Hoc Tests Profesi

Multiple Comparisons

Dependent Variable	(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	Profesi	Profesi				Lower Bound	Upper Bound

Produk	Bonferroni	1	2	-.0267	.40919	1.000	-1.1117	1.0583
			3	-1.2997 [*]	.39288	.006	-2.3414	-.2579
			4	-1.0837	.42008	.061	-2.1976	.0301
		2	1	.0267	.40919	1.000	-1.0583	1.1117
			3	-1.2729 [*]	.30496	.000	-2.0816	-.4643
			4	-1.0570 [*]	.33927	.012	-1.9566	-.1574
		3	1	1.2997 [*]	.39288	.006	.2579	2.3414
			2	1.2729 [*]	.30496	.000	.4643	2.0816
			4	.2159	.31942	1.000	-.6310	1.0629
		4	1	1.0837	.42008	.061	-.0301	2.1976
			2	1.0570 [*]	.33927	.012	.1574	1.9566
			3	-.2159	.31942	1.000	-1.0629	.6310
	Games- Howell	1	2	-.0267	.41270	1.000	-1.1059	1.0524
			3	-1.2997 [*]	.39566	.008	-2.3366	-.2627
			4	-1.0837	.42873	.062	-2.2032	.0358
		2	1	.0267	.41270	1.000	-1.0524	1.1059
3			-1.2729 [*]	.30116	.000	-2.0522	-.4937	
4			-1.0570 [*]	.34345	.013	-1.9470	-.1670	
3		1	1.2997 [*]	.39566	.008	.2627	2.3366	
		2	1.2729 [*]	.30116	.000	.4937	2.0522	
		4	.2159	.32278	.909	-.6206	1.0525	
4		1	1.0837	.42873	.062	-.0358	2.2032	
		2	1.0570 [*]	.34345	.013	.1670	1.9470	
		3	-.2159	.32278	.909	-1.0525	.6206	
Tempat	Bonferroni	1	2	-1.6451 [*]	.54677	.017	-3.0949	-.1953
			3	-1.0692	.52498	.254	-2.4613	.3228
			4	-1.4119	.56132	.074	-2.9002	.0765
		2	1	1.6451 [*]	.54677	.017	.1953	3.0949
			3	.5758	.40749	.950	-.5047	1.6563
			4	.2332	.45335	1.000	-.9689	1.4353

		3	1	1.0692	.52498	.254	-.3228	2.4613
			2	-.5758	.40749	.950	-1.6563	.5047
			4	-.3426	.42682	1.000	-1.4743	.7891
		4	1	1.4119	.56132	.074	-.0765	2.9002
			2	-.2332	.45335	1.000	-1.4353	.9689
			3	.3426	.42682	1.000	-.7891	1.4743
	Games- Howell	1	2	-1.6451 [*]	.50237	.008	-2.9559	-.3342
			3	-1.0692	.48037	.123	-2.3248	.1863
			4	-1.4119 [*]	.53409	.045	-2.8034	-.0204
		2	1	1.6451 [*]	.50237	.008	.3342	2.9559
			3	.5758	.40560	.488	-.4736	1.6253
			4	.2332	.46798	.959	-.9797	1.4461
		3	1	1.0692	.48037	.123	-.1863	2.3248
			2	-.5758	.40560	.488	-1.6253	.4736
			4	-.3426	.44428	.867	-1.4942	.8090
		4	1	1.4119 [*]	.53409	.045	.0204	2.8034
			2	-.2332	.46798	.959	-1.4461	.9797
			3	.3426	.44428	.867	-.8090	1.4942
Biaya	Bonferroni	1	2	-1.4189 [*]	.33631	.000	-2.3107	-.5272
			3	-1.4900 [*]	.32291	.000	-2.3462	-.6338
			4	-1.3705 [*]	.34526	.001	-2.2859	-.4550
		2	1	1.4189 [*]	.33631	.000	.5272	2.3107
			3	-.0711	.25064	1.000	-.7357	.5935
			4	.0485	.27884	1.000	-.6909	.7878
		3	1	1.4900 [*]	.32291	.000	.6338	2.3462
			2	.0711	.25064	1.000	-.5935	.7357
			4	.1195	.26253	1.000	-.5766	.8156
		4	1	1.3705 [*]	.34526	.001	.4550	2.2859
			2	-.0485	.27884	1.000	-.7878	.6909
			3	-.1195	.26253	1.000	-.8156	.5766

	Games-Howell	1	2	-1.4189 [*]	.34456	.000	-2.3194	-.5184
			3	-1.4900 [*]	.32306	.000	-2.3374	-.6426
			4	-1.3705 [*]	.35545	.001	-2.2985	-.4425
		2	1	1.4189 [*]	.34456	.000	.5184	2.3194
			3	-.0711	.24866	.992	-.7148	.5726
			4	.0485	.28951	.998	-.7017	.7986
		3	1	1.4900 [*]	.32306	.000	.6426	2.3374
			2	.0711	.24866	.992	-.5726	.7148
			4	.1195	.26355	.969	-.5638	.8029
		4	1	1.3705 [*]	.35545	.001	.4425	2.2985
			2	-.0485	.28951	.998	-.7986	.7017
			3	-.1195	.26355	.969	-.8029	.5638
Promosi	Bonferroni	1	2	-.8555	.34868	.087	-1.7800	.0691
			3	-.9248 [*]	.33479	.036	-1.8125	-.0371
			4	-1.1325 [*]	.35796	.010	-2.0817	-.1834
		2	1	.8555	.34868	.087	-.0691	1.7800
			3	-.0693	.25986	1.000	-.7584	.6197
			4	-.2770	.28910	1.000	-1.0436	.4896
		3	1	.9248 [*]	.33479	.036	.0371	1.8125
			2	.0693	.25986	1.000	-.6197	.7584
			4	-.2077	.27219	1.000	-.9294	.5140
		4	1	1.1325 [*]	.35796	.010	.1834	2.0817
			2	.2770	.28910	1.000	-.4896	1.0436
			3	.2077	.27219	1.000	-.5140	.9294
	Games-Howell	1	2	-.8555	.36443	.095	-1.8089	.0979
			3	-.9248 [*]	.34847	.046	-1.8388	-.0108
			4	-1.1325 [*]	.37165	.016	-2.1041	-.1609
		2	1	.8555	.36443	.095	-.0979	1.8089
			3	-.0693	.25839	.993	-.7380	.5993
			4	-.2770	.28890	.773	-1.0255	.4715

		3	1	.9248	.34847	.046	.0108	1.8388
			2	.0693	.25839	.993	-.5993	.7380
			4	-.2077	.26848	.866	-.9034	.4880
		4	1	1.1325 [*]	.37165	.016	.1609	2.1041
			2	.2770	.28890	.773	-.4715	1.0255
			3	.2077	.26848	.866	-.4880	.9034
People	Bonferroni	1	2	-.1686	.31607	1.000	-1.0067	.6694
			3	.3346	.30347	1.000	-.4701	1.1393
			4	.2143	.32447	1.000	-.6460	1.0747
		2	1	.1686	.31607	1.000	-.6694	1.0067
			3	.5033	.23556	.200	-.1213	1.1278
			4	.3830	.26206	.868	-.3119	1.0778
		3	1	-.3346	.30347	1.000	-1.1393	.4701
			2	-.5033	.23556	.200	-1.1278	.1213
			4	-.1203	.24672	1.000	-.7745	.5339
		4	1	-.2143	.32447	1.000	-1.0747	.6460
			2	-.3830	.26206	.868	-1.0778	.3119
			3	.1203	.24672	1.000	-.5339	.7745
	Games-Howell	1	2	-.1686	.29978	.943	-.9530	.6157
			3	.3346	.29292	.664	-.4326	1.1019
			4	.2143	.33686	.920	-.6634	1.0920
		2	1	.1686	.29978	.943	-.6157	.9530
			3	.5033	.22001	.104	-.0659	1.0724
			4	.3830	.27582	.508	-.3325	1.0984
		3	1	-.3346	.29292	.664	-1.1019	.4326
			2	-.5033	.22001	.104	-1.0724	.0659
			4	-.1203	.26836	.970	-.8165	.5759
		4	1	-.2143	.33686	.920	-1.0920	.6634
			2	-.3830	.27582	.508	-1.0984	.3325
			3	.1203	.26836	.970	-.5759	.8165

Bukti Fisik	Bonferroni	1	2	-1.2400 [*]	.45206	.038	-2.4387	-.0414
			3	-1.0456	.43405	.099	-2.1965	.1053
			4	-1.3330 [*]	.46409	.026	-2.5636	-.1024
		2	1	1.2400 [*]	.45206	.038	.0414	2.4387
			3	.1945	.33691	1.000	-.6989	1.0878
			4	-.0930	.37482	1.000	-1.0868	.9009
		3	1	1.0456	.43405	.099	-.1053	2.1965
			2	-.1945	.33691	1.000	-1.0878	.6989
	4		-.2874	.35289	1.000	-1.2231	.6483	
	4	1	1.3330 [*]	.46409	.026	.1024	2.5636	
		2	.0930	.37482	1.000	-.9009	1.0868	
		3	.2874	.35289	1.000	-.6483	1.2231	
	Games-Howell	1	2	-1.2400	.49676	.068	-2.5435	.0634
			3	-1.0456	.48742	.148	-2.3261	.2349
			4	-1.3330	.52080	.058	-2.6958	.0298
			2	1.2400	.49676	.068	-.0634	2.5435
2		3	.1945	.31863	.929	-.6299	1.0188	
		4	-.0930	.36767	.994	-1.0460	.8600	
		3	1.0456	.48742	.148	-.2349	2.3261	
3		2	-.1945	.31863	.929	-1.0188	.6299	
		4	-.2874	.35495	.850	-1.2074	.6325	
		4	1.3330	.52080	.058	-.0298	2.6958	
4		2	.0930	.36767	.994	-.8600	1.0460	
		3	.2874	.35495	.850	-.6325	1.2074	
	2	1.2400	.49676	.068	-.0634	2.5435		
Proses	Bonferroni	1	2	-.5861	.24972	.116	-1.2482	.0760
			3	-.4100	.23977	.528	-1.0458	.2257
			4	-.7535 [*]	.25636	.021	-1.4333	-.0737
		2	1	.5861	.24972	.116	-.0760	1.2482
			3	.1761	.18611	1.000	-.3174	.6695
			4	-.1674	.20705	1.000	-.7164	.3816
			1	1.0456	.43405	.099	-.1053	2.1965

		3	1	.4100	.23977	.528	-.2257	1.0458
			2	-.1761	.18611	1.000	-.6695	.3174
			4	-.3435	.19493	.473	-.8604	.1734
		4	1	.7535*	.25636	.021	.0737	1.4333
			2	.1674	.20705	1.000	-.3816	.7164
			3	.3435	.19493	.473	-.1734	.8604
	Games-Howell	1	2	-.5861	.27702	.156	-1.3115	.1393
			3	-.4100	.26472	.414	-1.1053	.2852
			4	-.7535*	.27562	.037	-1.4756	-.0314
		2	1	.5861	.27702	.156	-.1393	1.3115
			3	.1761	.18640	.781	-.3064	.6585
			4	-.1674	.20159	.840	-.6896	.3548
		3	1	.4100	.26472	.414	-.2852	1.1053
			2	-.1761	.18640	.781	-.6585	.3064
			4	-.3435	.18432	.247	-.8209	.1339
		4	1	.7535*	.27562	.037	.0314	1.4756
			2	.1674	.20159	.840	-.3548	.6896
			3	.3435	.18432	.247	-.1339	.8209

Based on observed means.

The error term is Mean Square(Error) = 2.173.

*. The mean difference is significant at the .05 level.

PENDIDIKAN

Warnings

Post hoc tests are not performed for Pendidikan because at least one group has fewer than two cases.

Between-Subjects Factors			
	Value	Label	N
Pendidikan	2	2	1
	3	3	52
	4	4	115
	5	5	81
	6	6	124
	7	7	27
	8	8	1

Box's Test of Equality of Covariance Matrices^a

Box's M	169.769
F	1.434
df1	112
df2	53579.494
Sig.	.002

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.
a. Design: Intercept + Pendidikan

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.829	267.947 ^b	7.000	388.000	.000
	Wilks' Lambda	.171	267.947 ^b	7.000	388.000	.000
	Hotelling's Trace	4.834	267.947 ^b	7.000	388.000	.000
	Roy's Largest Root	4.834	267.947 ^b	7.000	388.000	.000
Pendidikan	Pillai's Trace	.235	2.285	42.000	2358.000	.000
	Wilks' Lambda	.781	2.349	42.000	1823.333	.000
	Hotelling's Trace	.261	2.400	42.000	2318.000	.000
	Roy's Largest Root	.165	9.240 ^c	7.000	393.000	.000

a. Design: Intercept + Pendidikan

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Levene's Test of Equality of Error Variances^a

		Levene Statistic	df1	df2	Sig.
Produk	Based on Mean	1.591	4	394	.176
	Based on Median	1.717	4	394	.145
	Based on Median and with adjusted df	1.717	4	387.662	.145
	Based on trimmed mean	1.779	4	394	.132
Tempat	Based on Mean	1.426	4	394	.225
	Based on Median	1.375	4	394	.242
	Based on Median and with adjusted df	1.375	4	376.550	.242
	Based on trimmed mean	1.425	4	394	.225
Biaya	Based on Mean	.717	4	394	.580
	Based on Median	.892	4	394	.468
	Based on Median and with adjusted df	.892	4	363.477	.468
	Based on trimmed mean	.781	4	394	.538
Promosi	Based on Mean	3.395	4	394	.010
	Based on Median	1.773	4	394	.133
	Based on Median and with adjusted df	1.773	4	314.864	.134
	Based on trimmed mean	2.902	4	394	.022
People	Based on Mean	5.717	4	394	.000
	Based on Median	3.641	4	394	.006
	Based on Median and with adjusted df	3.641	4	340.326	.006
	Based on trimmed mean	4.816	4	394	.001
Bukti Fisik	Based on Mean	3.291	4	394	.011
	Based on Median	2.946	4	394	.020

	Based on Median and with adjusted df	2.946	4	305.703	.021
	Based on trimmed mean	3.199	4	394	.013
Proses	Based on Mean	2.385	4	394	.051
	Based on Median	1.999	4	394	.094
	Based on Median and with adjusted df	1.999	4	372.184	.094
	Based on trimmed mean	2.274	4	394	.061

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Pendidikan

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Produk	166.171 ^a	6	27.695	4.763	.000
	Tempat	118.781 ^b	6	19.797	1.894	.081
	Biaya	17.994 ^c	6	2.999	.721	.633
	Promosi	33.444 ^d	6	5.574	1.297	.257
	People	57.437 ^e	6	9.573	2.811	.011
	Bukti Fisik	140.329 ^f	6	23.388	3.346	.003
	Proses	19.377 ^g	6	3.229	1.473	.186
Intercept	Produk	6425.689	1	6425.689	1105.196	.000
	Tempat	7968.096	1	7968.096	762.284	.000
	Biaya	2819.246	1	2819.246	677.637	.000
	Promosi	3317.755	1	3317.755	771.882	.000
	People	3065.913	1	3065.913	900.174	.000
	Bukti Fisik	5016.684	1	5016.684	717.630	.000
	Proses	1614.462	1	1614.462	736.242	.000
Pendidikan	Produk	166.171	6	27.695	4.763	.000
	Tempat	118.781	6	19.797	1.894	.081
	Biaya	17.994	6	2.999	.721	.633
	Promosi	33.444	6	5.574	1.297	.257
	People	57.437	6	9.573	2.811	.011
	Bukti Fisik	140.329	6	23.388	3.346	.003
	Proses	19.377	6	3.229	1.473	.186
Error	Produk	2290.744	394	5.814		
	Tempat	4118.450	394	10.453		
	Biaya	1639.200	394	4.160		
	Promosi	1693.518	394	4.298		
	People	1341.929	394	3.406		
	Bukti Fisik	2754.306	394	6.991		
	Proses	863.979	394	2.193		
Total	Produk	106107.995	401			
	Tempat	142922.551	401			
	Biaya	49734.635	401			
	Promosi	55198.547	401			
	People	50555.994	401			
	Bukti Fisik	80554.472	401			
	Proses	26533.483	401			
Corrected Total	Produk	2456.914	400			
	Tempat	4237.230	400			
	Biaya	1657.195	400			
	Promosi	1726.962	400			
	People	1399.367	400			
	Bukti Fisik	2894.635	400			
	Proses	883.356	400			

a. R Squared = .068 (Adjusted R Squared = .053)

- b. R Squared = .028 (Adjusted R Squared = .013)
- c. R Squared = .011 (Adjusted R Squared = -.004)
- d. R Squared = .019 (Adjusted R Squared = .004)
- e. R Squared = .041 (Adjusted R Squared = .026)
- f. R Squared = .048 (Adjusted R Squared = .034)
- g. R Squared = .022 (Adjusted R Squared = .007)

PENGHASILAN

Between-Subjects Factors

	Value	Label	N
Penghasilan	1	1	53
	2	2	144
	3	3	170
	4	4	34

Box's Test of Equality of Covariance Matrices^a

Box's M	132.006
F	1.492
df1	84
df2	51018.252
Sig.	.002

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Penghasilan

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.981	2844.402 ^b	7.000	391.000	.000
	Wilks' Lambda	.019	2844.402 ^b	7.000	391.000	.000
	Hotelling's Trace	50.923	2844.402 ^b	7.000	391.000	.000
	Roy's Largest Root	50.923	2844.402 ^b	7.000	391.000	.000
Penghasilan	Pillai's Trace	.191	3.811	21.000	1179.000	.000
	Wilks' Lambda	.820	3.837	21.000	1123.291	.000
	Hotelling's Trace	.208	3.854	21.000	1169.000	.000
	Roy's Largest Root	.106	5.961 ^c	7.000	393.000	.000

a. Design: Intercept + Penghasilan

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Levene's Test of Equality of Error Variances^a

		Levene Statistic	df1	df2	Sig.
Produk	Based on Mean	2.541	3	397	.056
	Based on Median	2.289	3	397	.078
	Based on Median and with adjusted df	2.289	3	381.651	.078
	Based on trimmed mean	2.776	3	397	.041
Tempat	Based on Mean	3.611	3	397	.013
	Based on Median	2.832	3	397	.038
	Based on Median and with adjusted df	2.832	3	378.220	.038
	Based on trimmed mean	3.795	3	397	.010
Biaya	Based on Mean	1.116	3	397	.342

	Based on Median	1.145	3	397	.331
	Based on Median and with adjusted df	1.145	3	393.551	.331
	Based on trimmed mean	1.043	3	397	.373
Promosi	Based on Mean	2.296	3	397	.077
	Based on Median	.832	3	397	.477
	Based on Median and with adjusted df	.832	3	351.777	.477
	Based on trimmed mean	1.747	3	397	.157
People	Based on Mean	7.104	3	397	.000
	Based on Median	4.671	3	397	.003
	Based on Median and with adjusted df	4.671	3	367.743	.003
	Based on trimmed mean	6.805	3	397	.000
Bukti Fisik	Based on Mean	6.135	3	397	.000
	Based on Median	4.540	3	397	.004
	Based on Median and with adjusted df	4.540	3	353.081	.004
	Based on trimmed mean	6.259	3	397	.000
Proses	Based on Mean	3.405	3	397	.018
	Based on Median	2.773	3	397	.041
	Based on Median and with adjusted df	2.773	3	384.713	.041
	Based on trimmed mean	3.184	3	397	.024

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Penghasilan

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Produk	59.889 ^a	3	19.963	3.306	.020
	Tempat	126.947 ^b	3	42.316	4.087	.007
	Biaya	100.132 ^c	3	33.377	8.510	.000
	Promosi	35.750 ^d	3	11.917	2.797	.040
	People	19.566 ^e	3	6.522	1.877	.133
	Bukti Fisik	141.981 ^f	3	47.327	6.826	.000
	Proses	8.227 ^g	3	2.742	1.244	.293
Intercept	Produk	68118.024	1	68118.024	11281.837	.000
	Tempat	88698.113	1	88698.113	8567.086	.000
	Biaya	30854.118	1	30854.118	7866.788	.000
	Promosi	34263.913	1	34263.913	8043.208	.000
	People	32372.551	1	32372.551	9314.321	.000
	Bukti Fisik	50930.711	1	50930.711	7345.452	.000
	Proses	16678.654	1	16678.654	7566.231	.000
Penghasilan	Produk	59.889	3	19.963	3.306	.020
	Tempat	126.947	3	42.316	4.087	.007
	Biaya	100.132	3	33.377	8.510	.000
	Promosi	35.750	3	11.917	2.797	.040
	People	19.566	3	6.522	1.877	.133
	Bukti Fisik	141.981	3	47.327	6.826	.000
	Proses	8.227	3	2.742	1.244	.293
Error	Produk	2397.026	397	6.038		
	Tempat	4110.283	397	10.353		
	Biaya	1557.063	397	3.922		
	Promosi	1691.212	397	4.260		
	People	1379.800	397	3.476		

	Bukti Fisik	2752.655	397	6.934	
	Proses	875.129	397	2.204	
Total	Produk	106107.995	401		
	Tempat	142922.551	401		
	Biaya	49734.635	401		
	Promosi	55198.547	401		
	People	50555.994	401		
	Bukti Fisik	80554.472	401		
	Proses	26533.483	401		
Corrected Total	Produk	2456.914	400		
	Tempat	4237.230	400		
	Biaya	1657.195	400		
	Promosi	1726.962	400		
	People	1399.367	400		
	Bukti Fisik	2894.635	400		
	Proses	883.356	400		

- a. R Squared = .024 (Adjusted R Squared = .017)
b. R Squared = .030 (Adjusted R Squared = .023)
c. R Squared = .060 (Adjusted R Squared = .053)
d. R Squared = .021 (Adjusted R Squared = .013)
e. R Squared = .014 (Adjusted R Squared = .007)
f. R Squared = .049 (Adjusted R Squared = .042)
g. R Squared = .009 (Adjusted R Squared = .002)

Post Hoc Tests

Penghasilan

		Multiple Comparisons					95% Confidence Interval	
Dependent Variable	(I)	(J)	Mean	Std.	Sig.	Lower	Upper	
	Penghasilan	Penghasilan	Difference	Error		Bound	Bound	
			(I-J)					
Produk	Bonferroni	1	2	.0740	.39478	1.000	-.9728	1.1207
			3	-.6510	.38657	.558	-1.6760	.3740
			4	-.9507	.53991	.474	-2.3823	.4809
		2	1	-.0740	.39478	1.000	-1.1207	.9728
			3	-.7250	.27829	.047	-1.4629	.0129
			4	-1.0247	.46852	.176	-2.2670	.2176
		3	1	.6510	.38657	.558	-.3740	1.6760
			2	.7250	.27829	.047	-.0129	1.4629
			4	-.2997	.46163	1.000	-1.5238	.9243
		4	1	.9507	.53991	.474	-.4809	2.3823
			2	1.0247	.46852	.176	-.2176	2.2670
			3	.2997	.46163	1.000	-.9243	1.5238
	Games-Howell	1	2	.0740	.37538	.997	-.9046	1.0525
			3	-.6510	.34625	.244	-1.5573	.2553
			4	-.9507	.52000	.270	-2.3226	.4211
		2	1	-.0740	.37538	.997	-1.0525	.9046
3			-.7250	.28715	.058	-1.4671	.0172	
4			-1.0247	.48267	.159	-2.3046	.2551	
3		1	.6510	.34625	.244	-.2553	1.5573	
		2	.7250	.28715	.058	-.0172	1.4671	
		4	-.2997	.46038	.915	-1.5280	.9285	
4		1	.9507	.52000	.270	-.4211	2.3226	

			2	1.0247	.48267	.159	-.2551	2.3046	
			3	.2997	.46038	.915	-.9285	1.5280	
Tempat	Bonferroni	1	2	-.8358	.51696	.640	-2.2066	.5349	
			3	-1.6569	.50621	.007	-2.9992	-.3147	
			4	-1.1355	.70701	.654	-3.0102	.7391	
			1	.8358	.51696	.640	-.5349	2.2066	
		2	3	-.8211	.36442	.149	-1.7873	.1452	
			4	-.2997	.61352	1.000	-1.9265	1.3271	
			3	1	1.6569	.50621	.007	.3147	2.9992
				2	.8211	.36442	.149	-.1452	1.7873
	4	.5214		.60449	1.000	-1.0815	2.1242		
	4	1	1.1355	.70701	.654	-.7391	3.0102		
		2	.2997	.61352	1.000	-1.3271	1.9265		
		3	-.5214	.60449	1.000	-2.1242	1.0815		
		1	-.8358	.49928	.342	-2.1376	.4659		
	Games- Howell	Bonferroni	1	2	-1.6569	.45976	.003	-2.8608	-.4530
				3	-1.1355	.67314	.339	-2.9096	.6386
				4	.8358	.49928	.342	-.4659	2.1376
1				-.8211	.37649	.131	-1.7942	.1520	
2			3	-.2997	.61927	.962	-1.9403	1.3409	
			4	1.6569	.45976	.003	.4530	2.8608	
			3	2	.8211	.37649	.131	-.1520	1.7942
				4	.5214	.58787	.812	-1.0463	2.0891
1		1.1355		.67314	.339	-.6386	2.9096		
4		2	.2997	.61927	.962	-1.3409	1.9403		
		3	-.5214	.58787	.812	-2.0891	1.0463		
		1	-1.5156	.31818	.000	-2.3593	-.6719		
		3	-1.2302	.31156	.001	-2.0563	-.4041		
Biaya		Bonferroni	1	2	-1.7250	.43515	.001	-2.8788	-.5712
				3	1.5156	.31818	.000	.6719	2.3593
				4	.2854	.22429	1.000	-.3093	.8801
	1			-2.094	.37761	1.000	-1.2107	.7919	
	2		2	1.2302	.31156	.001	.4041	2.0563	
			3	-.2854	.22429	1.000	-.8801	.3093	
			4	-.4948	.37206	1.000	-1.4813	.4917	
			1	1.7250	.43515	.001	.5712	2.8788	
	3	2	.2094	.37761	1.000	-.7919	1.2107		
		3	.4948	.37206	1.000	-.4917	1.4813		
		1	-1.5156	.31624	.000	-2.3424	-.6888		
		3	-1.2302	.30799	.001	-2.0366	-.4238		
	Games- Howell	Bonferroni	1	2	-1.7250	.39675	.000	-2.7669	-.6831
				3	1.5156	.31624	.000	.6888	2.3424
				4	.2854	.22825	.595	-.3042	.8751
				1	-.2094	.33860	.926	-1.1054	.6866
2			2	1.2302	.30799	.001	.4238	2.0366	
			3	-.2854	.22825	.595	-.8751	.3042	
			4	-.4948	.33091	.448	-1.3727	.3831	
			1	1.7250	.39675	.000	.6831	2.7669	
3		2	.2094	.33860	.926	-.6866	1.1054		
		3	.4948	.33091	.448	-.3831	1.3727		
		1	-.6341	.33160	.339	-1.5133	.2452		
		3	-.9321	.32471	.026	-1.7931	-.0712		
Promosi		Bonferroni	1	2	-.7454	.45351	.606	-1.9479	.4571
				3	.6341	.33160	.339	-.2452	1.5133
				4	-.2981	.23376	1.000	-.9179	.3218
				1	-1.113	.39354	1.000	-1.1548	.9322
	2		2	.9321	.32471	.026	.0712	1.7931	
			3	.2981	.23376	1.000	-.3218	.9179	
			4	.1867	.38775	1.000	-.8414	1.2149	

		4	1	.7454	.45351	.606	-.4571	1.9479
			2	.1113	.39354	1.000	-.9322	1.1548
			3	-.1867	.38775	1.000	-1.2149	.8414
	Games-Howell	1	2	-.6341	.32296	.209	-1.4772	.2091
			3	-.9321	.30336	.015	-1.7269	-.1374
			4	-.7454	.48275	.418	-2.0207	.5299
		2	1	.6341	.32296	.209	-.2091	1.4772
			3	-.2981	.23522	.585	-.9059	.3098
			4	-.1113	.44312	.994	-1.2909	1.0683
		3	1	.9321	.30336	.015	.1374	1.7269
			2	.2981	.23522	.585	-.3098	.9059
			4	.1867	.42904	.972	-.9607	1.3342
		4	1	.7454	.48275	.418	-.5299	2.0207
			2	.1113	.44312	.994	-1.0683	1.2909
			3	-.1867	.42904	.972	-1.3342	.9607
People	Bonferroni	1	2	.4062	.29952	1.000	-.3880	1.2004
			3	-.0619	.29329	1.000	-.8396	.7158
			4	-.0835	.40963	1.000	-1.1697	1.0026
		2	1	-.4062	.29952	1.000	-1.2004	.3880
			3	-.4681	.21114	.163	-1.0279	.0918
			4	-.4897	.35547	1.000	-1.4322	.4528
		3	1	.0619	.29329	1.000	-.7158	.8396
			2	.4681	.21114	.163	-.0918	1.0279
			4	-.0216	.35024	1.000	-.9503	.9070
		4	1	.0835	.40963	1.000	-1.0026	1.1697
			2	.4897	.35547	1.000	-.4528	1.4322
			3	.0216	.35024	1.000	-.9070	.9503
	Games-Howell	1	2	.4062	.28171	.476	-.3273	1.1396
			3	-.0619	.25387	.995	-.7259	.6021
			4	-.0835	.34398	.995	-.9885	.8214
		2	1	-.4062	.28171	.476	-1.1396	.3273
			3	-.4681	.22342	.157	-1.0456	.1095
			4	-.4897	.32217	.431	-1.3386	.3592
		3	1	.0619	.25387	.995	-.6021	.7259
			2	.4681	.22342	.157	-.1095	1.0456
			4	-.0216	.29812	1.000	-.8136	.7703
		4	1	.0835	.34398	.995	-.8214	.9885
			2	.4897	.32217	.431	-.3592	1.3386
			3	.0216	.29812	1.000	-.7703	.8136
Bukti Fisik	Bonferroni	1	2	-.4214	.42305	1.000	-1.5432	.7003
			3	-1.3450	.41426	.008	-2.4435	-.2466
			4	-1.8784	.57858	.008	-3.4125	-.3442
		2	1	.4214	.42305	1.000	-.7003	1.5432
			3	-.9236	.29822	.013	-1.7144	-.1329
			4	-1.4570	.50208	.023	-2.7882	-.1257
		3	1	1.3450	.41426	.008	.2466	2.4435
			2	.9236	.29822	.013	.1329	1.7144
			4	-.5333	.49469	1.000	-1.8450	.7784
		4	1	1.8784	.57858	.008	.3442	3.4125
			2	1.4570	.50208	.023	.1257	2.7882
			3	.5333	.49469	1.000	-.7784	1.8450
	Games-Howell	1	2	-.4214	.46283	.799	-1.6326	.7898
			3	-1.3450	.43983	.016	-2.5001	-.1900
			4	-1.8784	.52784	.003	-3.2619	-.4949
		2	1	.4214	.46283	.799	-.7898	1.6326
			3	-.9236	.30316	.013	-1.7071	-.1402
			4	-1.4570	.42080	.005	-2.5654	-.3485
		3	1	1.3450	.43983	.016	.1900	2.5001
			2	.9236	.30316	.013	.1402	1.7071

			4		-.5333	.39537	.536	-1.5812	.5145
		4	1		1.8784	.52784	.003	.4949	3.2619
			2		1.4570	.42080	.005	.3485	2.5654
			3		.5333	.39537	.536	-.5145	1.5812
Proses	Bonferroni	1	2		-.4220	.23854	.466	-1.0545	.2105
			3		-.2209	.23358	1.000	-.8403	.3984
			4		-.4101	.32623	1.000	-1.2751	.4549
				1		.4220	.23854	.466	-.2105
		2	3		.2011	.16815	1.000	-.2448	.6469
			4		.0119	.28309	1.000	-.7388	.7625
				1		.2209	.23358	1.000	-.3984
		3	2		-.2011	.16815	1.000	-.6469	.2448
			4		-.1892	.27893	1.000	-.9288	.5504
				1		.4101	.32623	1.000	-.4549
		4	2		-.0119	.28309	1.000	-.7625	.7388
			3		.1892	.27893	1.000	-.5504	.9288
	1		2		-.4220	.25144	.341	-1.0807	.2367
			3		-.2209	.24783	.809	-.8708	.4289
	2	4		-.4101	.30579	.540	-1.2121	.3919	
		1		.4220	.25144	.341	-.2367	1.0807	
3			.2011	.16834	.631	-.2338	.6359		
3	4		.0119	.24582	1.000	-.6386	.6624		
	1		.2209	.24783	.809	-.4289	.8708		
	2		-.2011	.16834	.631	-.6359	.2338		
4	4		-.1892	.24213	.863	-.8310	.4526		
	1		.4101	.30579	.540	-.3919	1.2121		
	2		-.0119	.24582	1.000	-.6624	.6386		
	Games-Howell		3		.1892	.24213	.863	-.4526	.8310

Based on observed means.

The error term is Mean Square(Error) = 2.204.

*. The mean difference is significant at the .05 level.