

## DAFTAR PUSTAKA

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<http://www.google.com>. "blackberry, data, handphone, samsung, Telunjuk.com"  
<http://www.google.com>." Lanjutan Pemasaran Kotler dan Keller, bab 9 cara membangun merek yang kuat".  
<http://www.google.com>. " statistik 4 life, Multidimensinal Scaling".

## LAMPIRAN

### Lampiran 1      Biodata

#### BIODATA

##### Identitas Diri

Nama : Hasdar

Tempat, Tanggal Lahir : Sidrap, 10 Juli 1990

Jenis Kelamin : laki - laki

Alamat Rumah : JL. Jend Sudirman Sidrap

Telepon : 082337278010

Alamat Email : hasdarha3dar@gmail.com

##### Riwayat Pendidikan

➤ Pendidikan Formal Tahun

- SDN 2 Panca Rijang Sidrap 1997 - 2003

- Pondok Pesantren Al- Urwatul Wutsqaa Sidrap 2003 – 2006

- SMAN 2 Panca Rijang Sidrap 2006 – 2009

- Universitas Hasanuddin 2009 – sekarang

**(HASDAR)**

**A21109295**

## Lampiran 2 Kuesioner Penelitian

### KUESIONER PENELITIAN

Hal : Pertanyaan

Kepada :

Yth. Sdr/Sdri Responden Konsumen

Di Tempat

*Assalamu'alaikum. Wr. Wb.*

Dengan hormat,

Ditengah rutinitas dan kesibukan anda saat ini, perkenankanlah saya meminta sedikit waktu anda untuk mengisi kuesioner berikut ini. Kuesioner ini digunakan sebagai data yang diperlukan dalam penyusunan skripsi pada Universitas Hasanuddin Makassar, dengan judul: **“PEMETAAN PERSEPSI RELATIF KONSUMEN HANDPHONE MEREK NOKIA, SAMSUNG, BLACKBERRY DAN I PHONE DI MAKASSAR”**.

Saya sangat berharap informasi yang diberikan sungguh-sungguh sesuai dengan pendapat anda sendiri serta sesuai dengan kondisi yang sebenarnya, karena hal tersebut merupakan sumbangan yang tak terkira bagi terwujudnya tujuan skripsi ini.

Akhir kata, saya mengucapkan terimakasih atas waktu dan bantuan anda dalam penelitian ini.

*Wassalamu'alaikum. Wr. Wb.*

Hormat saya,

**(HASDAR)**

**A21109295**

## 1. PETUNJUK

- Berikut ini adalah kuesioner mengenai data diri anda sebagai responden.
- Mohon dijawab semua pertanyaan dibawah ini dengan memberi tanda (X) atau (√) pada pilihan jawaban yang telah disediakan.

Terima kasih atas kesediaan anda untuk mengisi kuesioner ini.

## 2. DATA DIRI RESPONDEN

a. Nama : .....

b. Jenis Kelamin :

No	Jenis Kelamin	Tanda (X) atau (√)
1.	Laki-laki	.....
2.	Perempuan	.....

3. Handphone yang digunakan responden:

No	Merek Handphone	Tanda (X) atau (√)
1	Nokia	.....
2	Samsung	.....
3	Blackberry	.....
4	iPhone	.....

**A. Kuesioner Untuk Menguji Persepsi Konsumen Berdasarkan Atribut Produk:**

SS = Sangat setuju (Skor 5)

S = Setuju (Skor 4)

N = Netral (Skor 3)

TS = Tidak setuju (Skor 2)

STS = Sangat tidak Setuju (skor 1)

**I. Bagaimana penilaian anda terhadap Atribut merek Nokia dibawah ini.**

NO	PERTANYAAN	SS	S	N	TS	STS
1	Gaya dan desain handphone merek Nokia sangat menarik?					
2	Jumlah Fitur handphone merek Nokia lengkap?					
3	Harga handphone merek nokia dapat dijangkau oleh kalangan Mahasiswa?					
4	Kualitas gambar handphone merek Nokia sangat bagus?					

**II. Bagaimana penilaian anda terhadap Atribut merek Samsung dibawah ini.**

NO	PERTANYAAN	SS	S	N	TS	STS
1	Gaya dan desain handphone merek Samsung sangat menarik?					
2	Jumlah Fitur handphone merek Samsung lengkap?					
3	Harga handphone merek Samsung dapat dijangkau oleh kalangan Mahasiswa?					
4	Kualitas gambar handphone merek Samsung sangat bagus?					

**III. Bagaimana penilaian anda terhadap Atribut merek Blackberry dibawah ini.**

<b>NO</b>	<b>PERTANYAAN</b>	<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
1	Gaya dan desain handphone merek Blackberry sangat menarik?					
2	Jumlah Fitur handphone merek Blackberry lengkap?					
3	Harga handphone merek Blackberry dapat dijangkau oleh kalangan Mahasiswa?					
4	Kualitas gambar handphone merek Blackberry sangat bagus?					

**IV. Bagaimana penilaian anda terhadap Atribut merek iPhone dibawah ini.**

<b>NO</b>	<b>PERTANYAAN</b>	<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
1	Gaya dan desain handphone merek iPhone sangat menarik?					
2	Jumlah Fitur handphone merek iPhone lengkap?					
3	Harga handphone merek iPhone dapat dijangkau oleh kalangan Mahasiswa?					
4	Kualitas gambar handphone merek iPhone sangat bagus?					

### Lampiran 3 Validitas dan Realibilitas

#### NOKIA Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,748	,766	4

**Inter-Item Correlation Matrix**

	VAR00001	VAR00002	VAR00003	VAR00004
VAR00001	1,000	,636	,178	,365
VAR00002	,636	1,000	,502	,585
VAR00003	,178	,502	1,000	,435
VAR00004	,365	,585	,435	1,000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	8,9333	3,582	,460	,431	,744
VAR00002	9,1000	3,610	,777	,618	,590
VAR00003	8,6333	3,964	,434	,315	,748
VAR00004	8,7333	3,375	,574	,370	,673

## SAMSUNG

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,629	,628	4

#### Inter-Item Correlation Matrix

	VAR00001	VAR00002	VAR00003	VAR00004
VAR00001	1,000	,077	,360	,427
VAR00002	,077	1,000	,360	,329
VAR00003	,360	,360	1,000	,228
VAR00004	,427	,329	,228	1,000

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	12,6667	1,678	,406	,281	,563
VAR00002	12,6667	1,747	,350	,221	,600
VAR00003	12,7333	1,582	,429	,242	,545
VAR00004	12,9333	1,444	,455	,271	,525



## BLACKBERRY

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,629	,628	4

**Inter-Item Correlation Matrix**

	VAR00001	VAR00002	VAR00003	VAR00004
VAR00001	1,000	,077	,360	,427
VAR00002	,077	1,000	,360	,329
VAR00003	,360	,360	1,000	,228
VAR00004	,427	,329	,228	1,000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	12,6667	1,678	,406	,281	,563
VAR00002	12,6667	1,747	,350	,221	,600
VAR00003	12,7333	1,582	,429	,242	,545
VAR00004	12,9333	1,444	,455	,271	,525

## IPHONE

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,692	,691	4

#### Inter-Item Correlation Matrix

	VAR00001	VAR00002	VAR00003	VAR00004
VAR00001	1,000	,422	,154	,363
VAR00002	,422	1,000	,481	,390
VAR00003	,154	,481	1,000	,342
VAR00004	,363	,390	,342	1,000

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	11,2000	2,166	,403	,234	,670
VAR00002	11,0667	1,720	,594	,372	,547
VAR00003	13,0000	1,931	,433	,269	,655
VAR00004	11,2333	1,840	,482	,236	,624

**Lampiran 4                      Multidimensional scaling**

GAYA DAN DESAIN

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

Young's S-stress formula 2 is used.

Iteration	S-stress	Improvement
1	,28294	
2	,16873	,11421
3	,12695	,04178
4	,10929	,01766
5	,09928	,01001
6	,09194	,00734
7	,08576	,00618
8	,08043	,00532
9	,07528	,00515
10	,07090	,00438
11	,06698	,00392
12	,06357	,00341
13	,06058	,00299
14	,05796	,00262
15	,05565	,00231
16	,05361	,00204
17	,05183	,00178
18	,05024	,00159
19	,04884	,00139
20	,04761	,00123
21	,04651	,00110
22	,04552	,00099

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

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 2.

			Matrix    1				
			(Row Stimuli Only)				
Stress	Stimulus RSQ	Stress Stimulus	RSQ Stress	Stimulus RSQ	Stress	RSQ	Stimulus
	1	,063	,996	2	,075	,995	3
,128	,984	4	,071	,995			
	5	,066	,996	6	,145	,979	7
,103	,990	8	,127	,984			

	9	,071	,995	10	,103	,990	11
,071	,995	12	,093	,991			
	13	,142	,980	14	,070	,995	15
,114	,988	16	,187	,966			
	17	,119	,986	18	,101	,990	19
,065	,996	20	,187	,966			
	21	,071	,995	22	,127	,984	23
,062	,996	24	,143	,980			
	25	,073	,995	26	,162	,975	27
,230	,951	28	,054	,997			
	29	,070	,995	30	,055	,997	31
,040	,998	32	,070	,995			
	33	,138	,982	34	,096	,991	35
,148	,979	36	,079	,994			
	37	,124	,986	38	,081	,994	39
,079	,994	40	,122	,986			
	41	,039	,998	42	,078	,994	43
,158	,976	44	,079	,994			
	45	,086	,993	46	,078	,994	47
,096	,991	48	,097	,991			
	49	,097	,991	50	,105	,989	51
,078	,994	52	,097	,991			
	53	,146	,980	54	,229	,952	55
,104	,990	56	,036	,999			
	57	,079	,994	58	,075	,995	59
,079	,994	60	,095	,991			
	61	,187	,966	62	,145	,980	63
,159	,975	64	,064	,996			
	65	,122	,985	66	,078	,994	67
,157	,976	68	,187	,966			
	69	,064	,996	70	,105	,990	71
,075	,995	72	,157	,976			
	73	,095	,991	74	,061	,996	75
,085	,993	76	,116	,987			
	77	,085	,993	78	,106	,989	79
,074	,995	80	,061	,996			
	81	,029	,999	82	,061	,996	83
,096	,991	84	,096	,991			
	85	,123	,985	86	,107	,989	87
,122	,985	88	,138	,981			
	89	,138	,982	90	,074	,995	91
,128	,984	92	,134	,982			
	93	,085	,993	94	,108	,989	95
,064	,996	96	,035	,999			
	97	,035	,999	98	,107	,989	99
,096	,991	100	,036	,999			

Averaged (rms) over stimuli  
Stress = ,109      RSQ = ,989

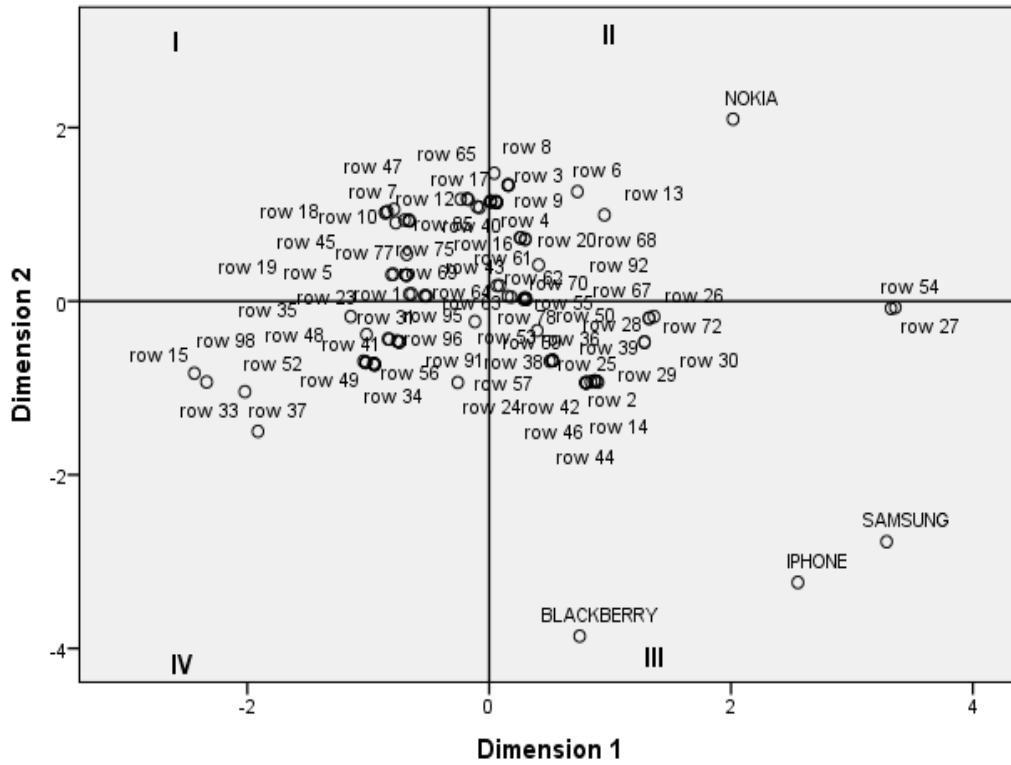
## Configuration derived in 2 dimensions

		Stimulus Coordinates	
		Dimension	
Stimulus Number	Stimulus Name	1	2
Column			
1	NOKIA	2,0166	2,0988
2	SAMSUNG	3,2873	-2,7706
3	BLACKBER	,7487	-3,8594
4	IPHONE	2,5529	-3,2405
Row			
1		-,6609	,0821
2		,9008	-,9335
3		,1622	1,3384
4		,0158	1,1490
5		-,8073	,3068
6		,7298	1,2628
7		-,8583	1,0209
8		,1562	1,3370
9		,0120	1,1479
10		-,8584	1,0209
11		,0099	1,1479
12		-,7725	,9056
13		,9534	,9937
14		,8900	-,9204
15		-2,4380	-,8301
16		,2613	,7306
17		-,2355	1,1760
18		-,8419	1,0338
19		-,7917	,3115
20		,2549	,7316
21		,0121	1,1504
22		,1549	1,3402
23		-,6412	,0836
24		-,2595	-,9361
25		,8414	-,9271
26		1,3635	-,1765
27		3,3590	-,0726
28		1,2842	-,4722
29		,8725	-,9189
30		1,2851	-,4709
31		-,8368	-,4352
32		,8709	-,9195
33		-2,0203	-1,0429
34		-1,0389	-,6922
35		-1,1447	-,1765
36		,5214	-,6841
37		-1,9119	-1,4997
38		,5010	-,6901
39		,8035	-,9417
40		-,0993	1,0886
41		-,8251	-,4376
42		,8017	-,9387
43		,0650	,1799
44		,8015	-,9390

45	- ,6999	,9358
46	,8004	- ,9381
47	- ,7870	1,0592
48	-1,0212	- ,7050
49	-1,0212	- ,7050
50	,2816	,0258
51	,7982	- ,9369
52	-1,0180	- ,7065
53	,1535	,0571
54	3,3225	- ,0830
55	,3046	,0195
56	- ,7608	- ,4589
57	,5253	- ,6846
58	,0554	1,1507
59	,5247	- ,6827
60	- ,9565	- ,7182
61	,2976	,7165
62	,1818	,0492
63	,0873	,1812
64	- ,5329	,0613
65	- ,1827	1,1814
66	,5266	- ,6831
67	1,3219	- ,1956
68	,2992	,7130
69	- ,5284	,0602
70	,3055	,0226
71	,0597	1,1445
72	1,3223	- ,1957
73	- ,9506	- ,7212
74	- ,6874	,3024
75	- ,6653	,9329
76	,3973	- ,3389
77	- ,6617	,9300
78	,3036	,0269
79	,0644	1,1376
80	- ,6835	,3000
81	,0418	1,4758
82	- ,6831	,3011
83	- ,9479	- ,7280
84	- ,9479	- ,7280
85	- ,0797	1,0814
86	,3014	,0336
87	- ,1706	1,1698
88	- ,6817	,5407
89	-1,0142	- ,3837
90	,0613	1,1346
91	- ,1179	- ,2343
92	,4090	,4173
93	- ,6578	,9252
94	,2955	,0387
95	- ,5172	,0592
96	- ,7432	- ,4681
97	- ,7432	- ,4681
98	-2,3362	- ,9317
99	- ,9476	- ,7333
100	- ,7442	- ,4685

Abbreviated Name	Extended Name
BLACKBER	BLACKBERRY

**Derived Stimulus Configuration**  
**Euclidean distance model**



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FITUR

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

Young's S-stress formula 2 is used.

Iteration	S-stress	Improvement
1	,13178	
2	,09627	,03551
3	,07994	,01633
4	,07144	,00849
5	,06623	,00521
6	,06237	,00386
7	,05910	,00327
8	,05620	,00290
9	,05354	,00265
10	,05109	,00246
11	,04881	,00228
12	,04672	,00209
13	,04483	,00189
14	,04312	,00171
15	,04158	,00154
16	,04022	,00136
17	,03902	,00120
18	,03797	,00105
19	,03705	,00092

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

(RSQ) in distances

Stress and squared correlation

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 2.

Stress	Stimulus RSQ	Stress Stimulus	RSQ Stress	Stimulus RSQ	Stress	Matrix RSQ	Stimulus
,076	1	,087	,993	2	,113	,988	3
,099	,994	4	,083	,993	,141	,980	7
,060	5	,156	,977	6	,060	,997	11
,059	,990	8	,130	,984	,099	,990	15
	9	,141	,980	10			
	,997	12	,112	,988			
	13	,086	,993	14			
	,997	16	,042	,998			



	17	,042	,998	18	,086	,993	19
,051	,997	20	,161	,974			
	21	,042	,998	22	,077	,994	23
,099	,990	24	,183	,969			
	25	,100	,990	26	,072	,995	27
,154	,978	28	,110	,988			
	29	,129	,984	30	,008	1,000	31
,050	,998	32	,093	,992			
	33	,138	,981	34	,093	,992	35
,100	,990	36	,100	,990			
	37	,144	,980	38	,059	,997	39
,072	,995	40	,093	,992			
	41	,255	,939	42	,100	,990	43
,143	,980	44	,088	,992			
	45	,050	,998	46	,176	,972	47
,143	,980	48	,145	,980			
	49	,145	,980	50	,145	,980	51
,015	1,000	52	,058	,997			
	53	,136	,982	54	,164	,975	55
,014	1,000	56	,058	,997			
	57	,145	,979	58	,058	,997	59
,145	,979	60	,122	,985			
	61	,154	,977	62	,094	,992	63
,146	,980	64	,059	,997			
	65	,114	,987	66	,145	,980	67
,068	,995	68	,058	,997			
	69	,058	,997	70	,058	,997	71
,073	,995	72	,058	,997			
	73	,101	,990	74	,058	,997	75
,118	,987	76	,058	,997			
	77	,101	,990	78	,056	,997	79
,073	,995	80	,056	,997			
	81	,058	,997	82	,149	,979	83
,058	,997	84	,086	,993			
	85	,073	,995	86	,108	,989	87
,073	,995	88	,094	,991			
	89	,149	,979	90	,136	,982	91
,072	,995	92	,099	,991			
	93	,072	,995	94	,044	,998	95
,148	,979	96	,145	,979			
	97	,086	,993	98	,072	,995	99
,150	,978	100	,150	,978			

Averaged (rms) over stimuli  
 Stress = ,107      RSQ = ,989

Configuration derived in 2 dimensions

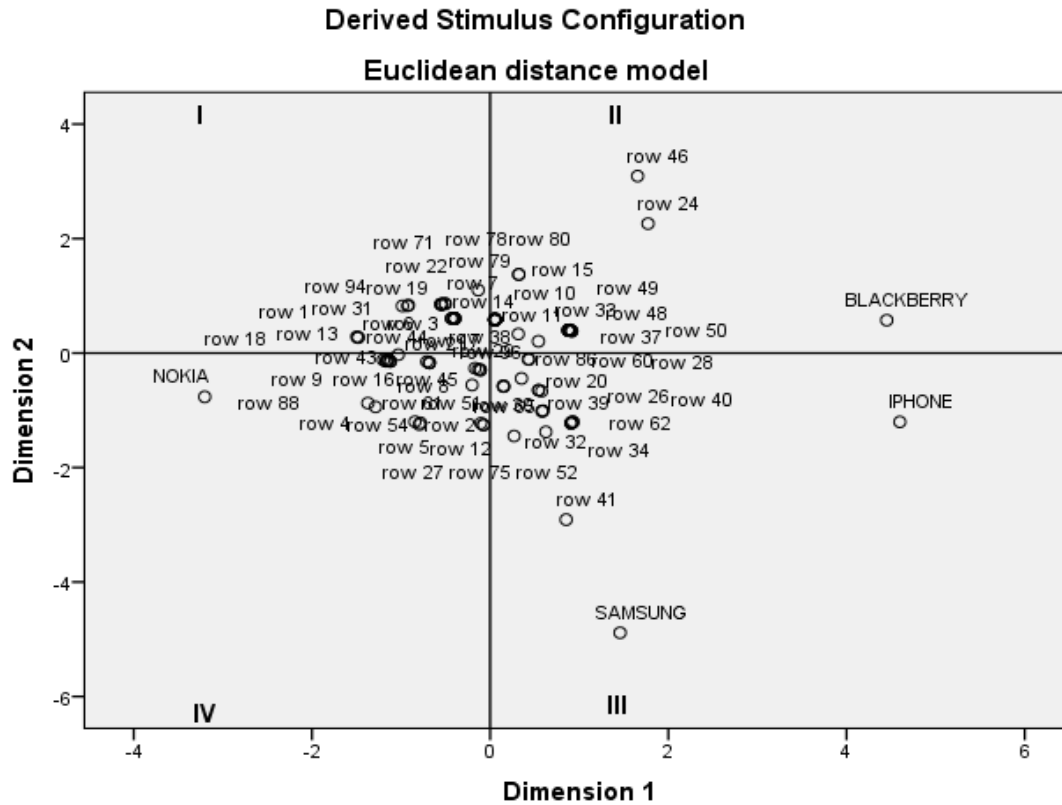
#### Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
Column 1	NOKIA	-3,2043	-,7649

2	SAMSUNG	1,4575	-4,8858
3	BLACKBER	4,4510	,5743
4	IPHONE	4,5980	-1,2026
Row			
1		-1,4972	,2868
2		-,0758	-1,2583
3		-,5088	,8696
4		-1,2873	-,9403
5		-,7949	-1,2502
6		-1,1214	-,1470
7		-,4012	,6083
8		-,1111	-,2991
9		-1,1195	-,1467
10		,0514	,5976
11		,0514	,5976
12		-,0754	-1,2538
13		-1,4842	,2712
14		-,3986	,6049
15		,0534	,5958
16		-,6827	-,1703
17		-,6827	-,1703
18		-1,4817	,2719
19		-,9175	,8377
20		,3515	-,4436
21		-,6822	-,1696
22		-,5024	,8571
23		-,3952	,6018
24		1,7715	2,2622
25		-,4025	,5995
26		,5829	-1,0126
27		-,7843	-1,2186
28		,4264	-,1068
29		-,1085	-,2915
30		,1523	-,5861
31		-,9274	,8244
32		,9080	-1,2233
33		,3157	,3336
34		,9077	-1,2237
35		-,4057	,6027
36		-,4057	,6027
37		,8726	,3999
38		,0560	,5890
39		,5836	-1,0166
40		,9078	-1,2257
41		,8525	-2,9092
42		-,4096	,6044
43		-1,1442	-,1258
44		-1,0312	-,0276
45		-,7105	-,1500
46		1,6547	3,0928
47		-1,1496	-,1346
48		,8780	,3988
49		,8780	,3988
50		,8780	,3988
51		,1481	-,5764
52		,2684	-1,4492
53		-,1334	-,2820
54		-,8453	-1,1988
55		,1488	-,5767
56		,0546	,5813
57		-1,1681	-,1415

58	,0547	,5810
59	-1,1673	-,1408
60	,5415	,2059
61	-,2032	-,5573
62	,9240	-1,1948
63	,8820	,4024
64	,0527	,5824
65	,5772	-,6669
66	,8835	,3949
67	,6244	-1,3776
68	,0528	,5796
69	,0528	,5796
70	,0528	,5796
71	-,5459	,8578
72	,0533	,5791
73	-,4342	,6059
74	,0535	,5791
75	-,1038	-1,2257
76	,0540	,5779
77	-,4326	,6029
78	,3205	1,3736
79	-,5446	,8540
80	,3218	1,3746
81	,0547	,5768
82	,8960	,4056
83	,0527	,5785
84	,5434	-,6480
85	-,5467	,8519
86	,4368	-,1136
87	-,5460	,8512
88	-1,3726	-,8745
89	,9018	,3941
90	-,1342	1,0992
91	-,5509	,8510
92	,9294	-1,2091
93	-,5522	,8530
94	-,9851	,8233
95	-1,2000	-,1200
96	-,1706	-,2646
97	,5426	-,6483
98	,5927	-1,0053
99	,9142	,3832
100	,9142	,3832

Abbreviated Name	Extended Name
BLACKBER	BLACKBERRY



## HARGA

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

Young's S-stress formula 2 is used.

Iteration	S-stress	Improvement
1	,12672	
2	,11192	,01479
3	,10121	,01071
4	,09466	,00655
5	,09023	,00443
6	,08684	,00339
7	,08391	,00293
8	,08123	,00268
9	,07875	,00248
10	,07645	,00231
11	,07433	,00212
12	,07241	,00192
13	,07068	,00173
14	,06911	,00157
15	,06768	,00143
16	,06637	,00131
17	,06515	,00122

18 ,06401 ,00114  
 19 ,06295 ,00107  
 20 ,06195 ,00100  
 21 ,06100 ,00094

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

(RSQ) in distances Stress and squared correlation  
 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 2.

				Matrix 1			
				(Row Stimuli Only)			
Stress	Stimulus RSQ	Stress Stimulus	RSQ Stress	Stimulus RSQ	Stress	RSQ	Stimulus
	1	,122	,985	2	,104	,989	3
,122	,985	4	,126	,984			
	5	,126	,984	6	,050	,998	7
,078	,994	8	,105	,989			
	9	,062	,996	10	,062	,996	11
,079	,994	12	,079	,994			
	13	,296	,915	14	,105	,989	15
,108	,988	16	,126	,984			
	17	,049	,998	18	,125	,985	19
,199	,961	20	,071	,995			
	21	,045	,998	22	,126	,985	23
,137	,982	24	,176	,970			
	25	,045	,998	26	,105	,989	27
,101	,990	28	,138	,981			
	29	,199	,962	30	,294	,916	31
,045	,998	32	,062	,996			
	33	,147	,979	34	,063	,996	35
,044	,998	36	,137	,982			
	37	,137	,982	38	,130	,983	39
,044	,998	40	,205	,960			
	41	,130	,983	42	,131	,983	43
,130	,983	44	,123	,985			
	45	,080	,994	46	,101	,990	47
,075	,994	48	,106	,989			
	49	,106	,989	50	,137	,982	51
,066	,996	52	,137	,982			
	53	,130	,983	54	,067	,996	55
,067	,996	56	,136	,982			
	57	,040	,998	58	,105	,989	59
,130	,983	60	,147	,979			
	61	,120	,986	62	,052	,997	63
,092	,992	64	,052	,997			

	65	,165	,973	66	,072	,995	67
,145	,979	68	,121	,986			
	69	,111	,988	70	,040	,998	71
,166	,973	72	,073	,995			
	73	,040	,998	74	,040	,998	75
,111	,988	76	,040	,998			
	77	,111	,988	78	,040	,998	79
,168	,972	80	,040	,998			
	81	,111	,988	82	,052	,997	83
,092	,992	84	,063	,996			
	85	,064	,996	86	,073	,995	87
,092	,992	88	,092	,992			
	89	,064	,996	90	,052	,997	91
,114	,987	92	,160	,975			
	93	,040	,998	94	,160	,975	95
,170	,972	96	,160	,975			
	97	,060	,997	98	,040	,998	99
,222	,953	100	,113	,987			

Averaged (rms) over stimuli  
 Stress = ,117      RSQ = ,987

Configuration derived in 2 dimensions

#### Stimulus Coordinates

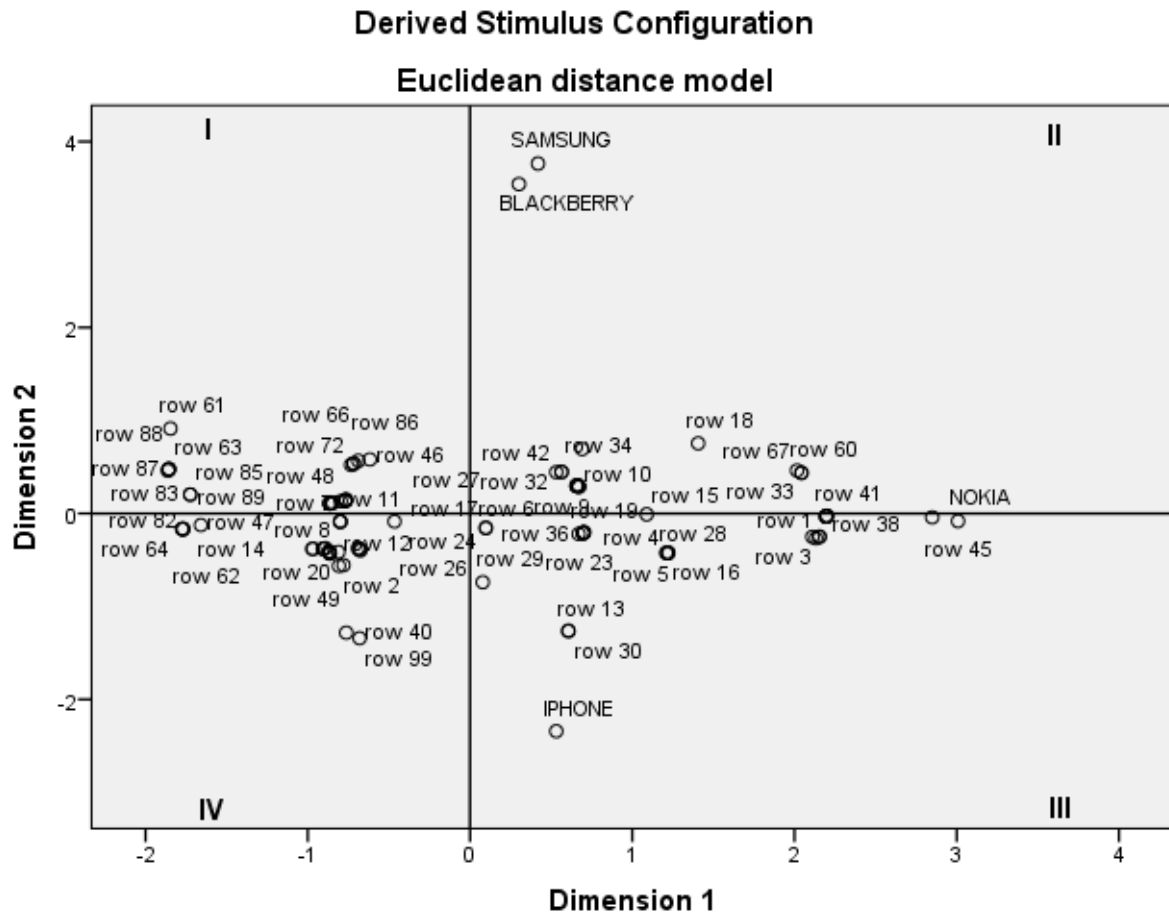
Stimulus Number	Stimulus Name	Dimension	
		1	2
Column			
1	NOKIA	3,0076	-,0823
2	SAMSUNG	,4185	3,7631
3	BLACKBER	,3013	3,5431
4	IPHONE	,5315	-2,3421
Row			
1		2,1547	-,2483
2		-,8079	-,5642
3		2,1516	-,2518
4		1,2223	-,4238
5		1,2223	-,4238
6		,0971	-,1540
7		-,8014	-,0886
8		-,9722	-,3807
9		,6618	,2985
10		,6618	,2985
11		-,7996	-,0873
12		-,7996	-,0873
13		,6062	-1,2678
14		-,9677	-,3798
15		1,0884	-,0098
16		1,2121	-,4259
17		,0974	-,1575
18		1,4062	,7541
19		,6697	-,2212
20		-,8109	-,4144

21	- ,8670	,1086
22	1,2105	- ,4235
23	,6988	- ,2069
24	- ,4656	- ,0853
25	- ,8648	,1090
26	- ,7800	- ,5556
27	- ,6883	,5665
28	,6969	- ,2129
29	,0784	- ,7392
30	,6059	-1,2595
31	- ,8638	,1067
32	,6569	,2938
33	2,0429	,4365
34	,6583	,2940
35	- ,8556	,1107
36	,6970	- ,2076
37	,6970	- ,2076
38	2,2006	- ,0238
39	- ,8466	,1140
40	- ,7628	-1,2830
41	2,1968	- ,0328
42	,5315	,4446
43	2,1969	- ,0330
44	2,1318	- ,2661
45	2,8486	- ,0413
46	- ,6177	,5800
47	-1,6590	- ,1255
48	- ,9067	- ,3803
49	- ,9067	- ,3803
50	,7004	- ,2080
51	,6683	,2881
52	,7005	- ,2066
53	2,1936	- ,0333
54	,6706	,2884
55	,6706	,2884
56	,7024	- ,2015
57	- ,7963	,1310
58	- ,8925	- ,3743
59	2,1940	- ,0333
60	2,0417	,4372
61	-1,8466	,9129
62	-1,7735	- ,1666
63	-1,8623	,4610
64	-1,7737	- ,1679
65	- ,6912	- ,3748
66	- ,7335	,5230
67	2,0158	,4625
68	2,1106	- ,2513
69	- ,8687	- ,4091
70	- ,7680	,1395
71	- ,6817	- ,3793
72	- ,7184	,5310
73	- ,7682	,1401
74	- ,7682	,1401
75	- ,8691	- ,4156
76	- ,7679	,1411
77	- ,8691	- ,4155
78	- ,7676	,1421
79	- ,6818	- ,3870
80	- ,7675	,1435
81	- ,8692	- ,4152

82	-1,7693	-,1650
83	-1,8565	,4769
84	,6671	,3007
85	-1,7243	,2041
86	-,7169	,5398
87	-1,8565	,4769
88	-1,8565	,4769
89	-1,7250	,2031
90	-1,7696	-,1702
91	-,8656	-,4321
92	,5636	,4470
93	-,7662	,1453
94	,5640	,4471
95	-,6764	-,3993
96	,6907	,6922
97	,6569	,3038
98	-,7641	,1479
99	-,6809	-1,3427
100	-,8633	-,4300

Abbreviated Name	Extended Name
BLACKBER	BLACKBERRY





KUALITAS GAMBAR

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

Young's S-stress formula 2 is used.

Iteration	S-stress	Improvement
1	,38674	
2	,19231	,19443
3	,14129	,05102
4	,12388	,01741
5	,11517	,00872
6	,10917	,00600
7	,10420	,00496
8	,09975	,00446
9	,09558	,00417
10	,09154	,00404
11	,08752	,00402
12	,08353	,00400
13	,07958	,00395
14	,07571	,00386
15	,07204	,00368
16	,06861	,00343
17	,06549	,00312
18	,06273	,00277

19	,06029	,00243
20	,05817	,00212
21	,05632	,00185
22	,05470	,00162
23	,05327	,00143
24	,05200	,00127
25	,05085	,00115
26	,04982	,00104
27	,04887	,00095

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

(RSQ) in distances Stress and squared correlation

the scaled data (disparities) RSQ values are the proportion of variance of  
 entire data) which in the partition (row, matrix, or  
 corresponding distances. is accounted for by their  
 stress formula 2. Stress values are Kruskal's

		Matrix 1					
		(Row Stimuli Only)					
Stress	Stimulus RSQ	Stress Stimulus	RSQ Stress	Stimulus RSQ	Stress	RSQ	Stimulus
,104	1	,104	,989	2	,033	,999	3
,111	5	,096	,991	6	,096	,991	7
,086	9	,117	,987	10	,111	,988	11
,122	13	,142	,981	14	,105	,989	15
,018	17	,062	,996	18	,113	,988	19
,066	21	,090	,992	22	,121	,986	23
,168	25	,081	,994	26	,106	,989	27
,126	29	,103	,990	30	,092	,992	31
,082	33	,199	,961	34	,105	,990	35
,094	37	,121	,986	38	,111	,988	39
,082	41	,112	,988	42	,145	,979	43
,061	45	,160	,976	46	,093	,992	47
,043	49	,097	,991	50	,060	,997	51
		52	,134	,982			

	53	,111	,988	54	,093	,992	55
,111	,988	56	,116	,987			
	57	,093	,992	58	,061	,996	59
,093	,992	60	,111	,988			
	61	,096	,991	62	,112	,988	63
,199	,964	64	,098	,991			
	65	,075	,994	66	,104	,990	67
,100	,990	68	,118	,987			
	69	,060	,996	70	,100	,990	71
,111	,988	72	,118	,987			
	73	,118	,987	74	,106	,989	75
,061	,996	76	,118	,987			
	77	,061	,996	78	,100	,990	79
,112	,988	80	,107	,989			
	81	,061	,996	82	,093	,992	83
,109	,988	84	,093	,992			
	85	,112	,988	86	,163	,974	87
,107	,989	88	,150	,978			
	89	,093	,992	90	,107	,989	91
,136	,982	92	,099	,990			
	93	,110	,988	94	,140	,981	95
,088	,993	96	,092	,992			
	97	,117	,987	98	,060	,996	99
,164	,974	100	,116	,988			

Averaged (rms) over stimuli  
 Stress = ,115      RSQ = ,987

Configuration derived in 2 dimensions

#### Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
Column			
1	NOKIA	-1,7845	-2,5357
2	SAMSUNG	-3,8041	1,7792
3	BLACKBER	-2,3269	2,8520
4	IPHONE	-4,1555	,9025
Row			
1		-,5734	-1,5087
2		1,0479	,5038
3		-,5711	-1,5077
4		,0627	-1,2895
5		,9587	-,9844
6		,9587	-,9844
7		-,8033	,5245
8		,2247	-,7909
9		-,3942	-,4316
10		-,8046	,5219
11		,2932	-1,2664
12		-2,7225	-,5553
13		,7300	,7427
14		-,8409	,4993

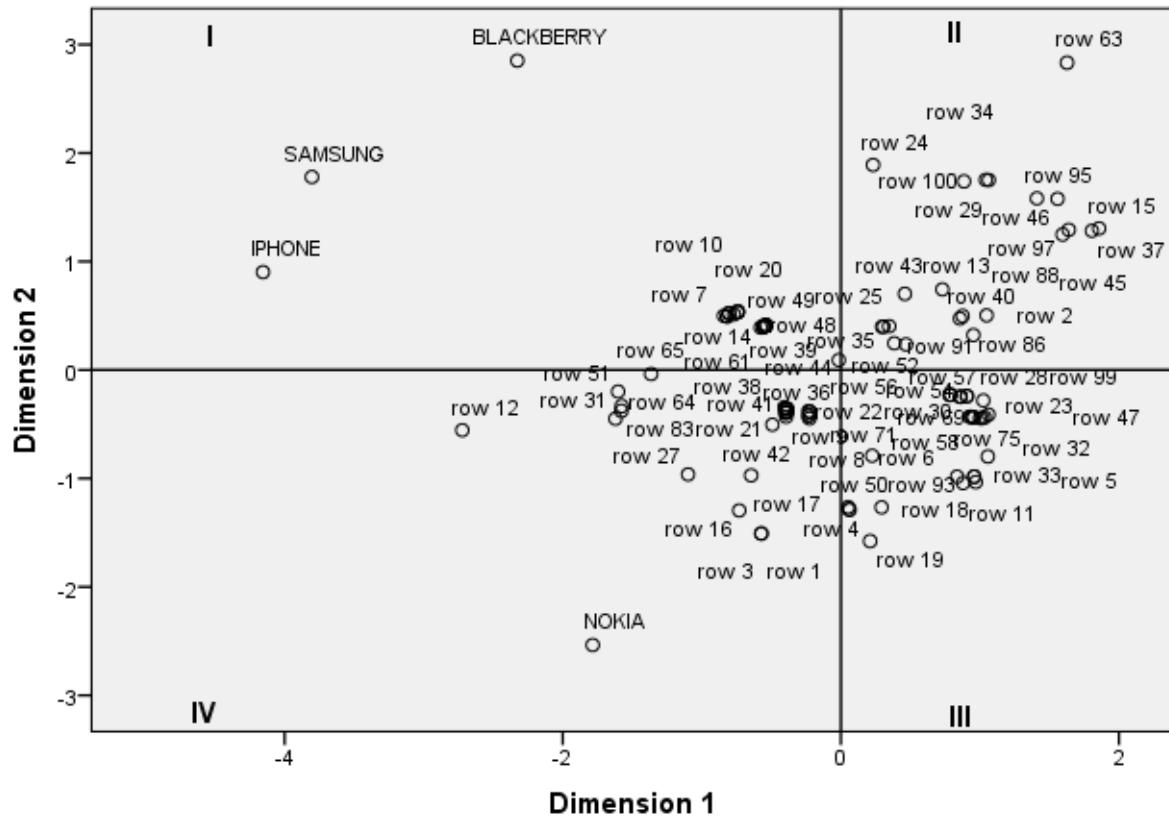
15	1,8569	1,3053
16	-,7311	-1,2946
17	,0586	-1,2843
18	,9698	-1,0340
19	,2103	-1,5777
20	-,8195	,4926
21	-,4923	-,5039
22	-,2259	-,4474
23	1,0619	-,4110
24	,2313	1,8907
25	,3468	,4032
26	-,8172	,4959
27	-1,0987	-,9628
28	,9075	-,2408
29	1,0637	1,7506
30	,9049	-,2422
31	-1,6207	-,4498
32	1,0346	-,4352
33	1,0573	-,7977
34	1,0419	1,7531
35	,3066	,3996
36	-,2348	-,4249
37	1,8053	1,2830
38	-,3988	-,3930
39	-,5770	,3915
40	,8559	,4740
41	-,3972	-,3954
42	-,6452	-,9715
43	,2957	,3978
44	-,0147	,0913
45	1,5949	1,2489
46	1,5586	1,5782
47	1,0169	-,4453
48	-,5546	,3981
49	-,5546	,3981
50	,0521	-1,2646
51	-1,6017	-,1993
52	,4682	,2349
53	-,3925	-,3873
54	,8606	-,2471
55	-,3912	-,3876
56	-,2266	-,4138
57	,8580	-,2473
58	,9997	-,4449
59	,8580	-,2473
60	-,3851	-,3893
61	-,5599	,3939
62	-,7685	,5128
63	1,6262	2,8330
64	-1,5759	-,3329
65	-1,3647	-,0376
66	-,4050	-,3425
67	-,5384	,4118
68	-,7417	,5358
69	,9566	-,4377
70	-,5376	,4119
71	-,2323	-,3795
72	-,7422	,5360
73	-,7413	,5362
74	-,3956	-,3534
75	,9458	-,4333

76	- ,7411	,5366
77	,9425	- ,4314
78	- ,5365	,4127
79	- ,2244	- ,3865
80	- ,3885	- ,3590
81	,9387	- ,4308
82	,7911	- ,2296
83	-1 ,5790	- ,3770
84	,7841	- ,2294
85	- ,2253	- ,3858
86	,9529	,3219
87	- ,3892	- ,3588
88	,8753	,4980
89	,7817	- ,2290
90	- ,3892	- ,3590
91	,3839	,2464
92	- ,5493	,4126
93	,8783	-1 ,0428
94	,4598	,7020
95	1 ,4096	1 ,5820
96	,8350	- ,9839
97	1 ,6385	1 ,2926
98	,9241	- ,4317
99	1 ,0244	- ,2812
100	,8855	1 ,7380

Abbreviated Name	Extended Name
BLACKBER	BLACKBERRY

## Derived Stimulus Configuration

### Euclidean distance model



## Lampiran 5 Frequency Statistic

Gaya dan Desain

### Statistics

		VAR00001	VAR00002	VAR00003	VAR00004
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3,1700	4,5100	4,1500	4,3800
Median		3,0000	5,0000	4,0000	4,0000
Mode		4,00	5,00	4,00	4,00
Std. Deviation		,84154	,54114	,51981	,54643
Variance		,708	,293	,270	,299
Skewness		-,333	-,431	,193	-,075
Std. Error of Skewness		,241	,241	,241	,241
Kurtosis		-1,513	-1,028	,400	-,913
Std. Error of Kurtosis		,478	,478	,478	,478
Range		2,00	2,00	2,00	2,00
Minimum		2,00	3,00	3,00	3,00
Maximum		4,00	5,00	5,00	5,00
Sum		317,00	451,00	415,00	438,00
Percentiles	25	2,0000	4,0000	4,0000	4,0000
	50	3,0000	5,0000	4,0000	4,0000
	75	4,0000	5,0000	4,0000	5,0000

### NOKIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	28	28,0	28,0	28,0
	3,00	27	27,0	27,0	55,0
	4,00	45	45,0	45,0	100,0
Total		100	100,0	100,0	

### SAMSUNG

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	2,0	2,0	2,0
	4,00	45	45,0	45,0	47,0
	5,00	53	53,0	53,0	100,0
Total		100	100,0	100,0	

**BLACKBERRY**

	Frequency	Percent	Valid Percent	Cumulative Percent
3,00	7	7,0	7,0	7,0
4,00	71	71,0	71,0	78,0
5,00	22	22,0	22,0	100,0
Total	100	100,0	100,0	

**IPHONE**

	Frequency	Percent	Valid Percent	Cumulative Percent
3,00	3	3,0	3,0	3,0
4,00	56	56,0	56,0	59,0
5,00	41	41,0	41,0	100,0
Total	100	100,0	100,0	

Fitur

**Statistics**

		NOKIA	SAMSUNG	BLACKBERRY	IPHONE
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		2,9700	4,6200	4,1300	4,3000
Median		3,0000	5,0000	4,0000	4,0000
Mode		3,00	5,00	4,00	4,00
Std. Deviation		,77140	,50812	,52522	,54123
Variance		,595	,258	,276	,293
Skewness		-,083	-,737	-,275	,078
Std. Error of Skewness		,241	,241	,241	,241
Kurtosis		-,964	-,916	2,578	-,580
Std. Error of Kurtosis		,478	,478	,478	,478
Range		3,00	2,00	3,00	2,00
Minimum		1,00	3,00	2,00	3,00
Maximum		4,00	5,00	5,00	5,00
Sum		297,00	462,00	413,00	430,00
Percentiles	25	2,0000	4,0000	4,0000	4,0000
	50	3,0000	5,0000	4,0000	4,0000
	75	4,0000	5,0000	4,0000	5,0000



**NOKIA**

	Frequency	Percent	Valid Percent	Cumulative Percent
1,00	1	1,0	1,0	1,0
2,00	28	28,0	28,0	29,0
Valid 3,00	44	44,0	44,0	73,0
4,00	27	27,0	27,0	100,0
Total	100	100,0	100,0	

**SAMSUNG**

	Frequency	Percent	Valid Percent	Cumulative Percent
3,00	1	1,0	1,0	1,0
Valid 4,00	36	36,0	36,0	37,0
5,00	63	63,0	63,0	100,0
Total	100	100,0	100,0	

**BLACKBERRY**

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	1	1,0	1,0	1,0
3,00	5	5,0	5,0	6,0
Valid 4,00	74	74,0	74,0	80,0
5,00	20	20,0	20,0	100,0
Total	100	100,0	100,0	

**IPHONE**

	Frequency	Percent	Valid Percent	Cumulative Percent
3,00	4	4,0	4,0	4,0
Valid 4,00	62	62,0	62,0	66,0
5,00	34	34,0	34,0	100,0
Total	100	100,0	100,0	

## Harga

		Statistics			
		NOKIA	SAMSUNG	BLACKBERRY	IPHONE
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3,4800	4,2900	4,0400	2,8500
Median		4,0000	4,0000	4,0000	3,0000
Mode		4,00	4,00	4,00	3,00
Std. Deviation		,94794	,55587	,60168	,41133
Variance		,899	,309	,362	,169
Skewness		-,304	-,003	-,298	-1,944
Std. Error of Skewness		,241	,241	,241	,241
Kurtosis		-,594	-,517	,892	4,710
Std. Error of Kurtosis		,478	,478	,478	,478
Range		4,00	2,00	3,00	3,00
Minimum		1,00	3,00	2,00	1,00
Maximum		5,00	5,00	5,00	4,00
Sum		348,00	429,00	404,00	285,00
Percentiles					
	25	3,0000	4,0000	4,0000	3,0000
	50	4,0000	4,0000	4,0000	3,0000
	75	4,0000	5,0000	4,0000	3,0000

NOKIA				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0
	2,00	17	17,0	18,0
	3,00	27	27,0	45,0
	4,00	43	43,0	88,0
	5,00	12	12,0	100,0
	Total	100	100,0	100,0

**SAMSUNG**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	5	5,0	5,0	5,0
4,00	61	61,0	61,0	66,0
5,00	34	34,0	34,0	100,0
Total	100	100,0	100,0	

**BLACKBERRY**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	1	1,0	1,0	1,0
3,00	13	13,0	13,0	14,0
4,00	67	67,0	67,0	81,0
5,00	19	19,0	19,0	100,0
Total	100	100,0	100,0	

**IPHONE**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,0	1,0	1,0
2,00	14	14,0	14,0	15,0
3,00	84	84,0	84,0	99,0
4,00	1	1,0	1,0	100,0
Total	100	100,0	100,0	

## Kualitas Gambar

**Statistics**

		NOKIA	SAMSUNG	BLACKBERRY	IPHONE
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3,1900	4,4400	3,8700	4,3100
Median		3,0000	4,0000	4,0000	4,0000
Mode		3,00	4,00	4,00	4,00
Std. Deviation		,73437	,51874	,54411	,61455
Variance		,539	,269	,296	,378
Skewness		-,315	,023	-,470	-,300

Std. Error of Skewness		,241	,241	,241	,241
Kurtosis		-,196	-1,500	1,337	-,618
Std. Error of Kurtosis		,478	,478	,478	,478
Range		4,00	2,00	3,00	2,00
Minimum		1,00	3,00	2,00	3,00
Maximum		5,00	5,00	5,00	5,00
Sum		319,00	444,00	387,00	431,00
	25	3,0000	4,0000	4,0000	4,0000
Percentiles	50	3,0000	4,0000	4,0000	4,0000
	75	4,0000	5,0000	4,0000	5,0000

**NOKIA**

	Frequency	Percent	Valid Percent	Cumulative Percent
1,00	1	1,0	1,0	1,0
2,00	15	15,0	15,0	16,0
3,00	49	49,0	49,0	65,0
4,00	34	34,0	34,0	99,0
5,00	1	1,0	1,0	100,0
Total	100	100,0	100,0	

**SAMSUNG**

	Frequency	Percent	Valid Percent	Cumulative Percent
3,00	1	1,0	1,0	1,0
4,00	54	54,0	54,0	55,0
5,00	45	45,0	45,0	100,0
Total	100	100,0	100,0	

**BLACKBERRY**

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	1	1,0	1,0	1,0
3,00	19	19,0	19,0	20,0
4,00	72	72,0	72,0	92,0
5,00	8	8,0	8,0	100,0
Total	100	100,0	100,0	

**IPHONE**

	Frequency	Percent	Valid Percent	Cumulative Percent
3,00	8	8,0	8,0	8,0
Valid 4,00	53	53,0	53,0	61,0
5,00	39	39,0	39,0	100,0
Total	100	100,0	100,0	