**DESKRIPTIF JAWABAN RESPONDEN**

HARGA (X1)

| **Statistics** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | harga 1 | harga 2 | harga 3 | harga 5 | harga 6 |
| N | Valid | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.42 | 3.54 | 3.42 | 3.90 | 3.91 |

**Frequency Table**

| **harga 1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.2 | 1.2 | 1.2 |
| TS | 9 | 11.2 | 11.2 | 12.5 |
| RR | 28 | 35.0 | 35.0 | 47.5 |
| S | 39 | 48.8 | 48.8 | 96.2 |
| SS | 3 | 3.8 | 3.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **harga 2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 7 | 8.8 | 8.8 | 8.8 |
| RR | 29 | 36.2 | 36.2 | 45.0 |
| S | 38 | 47.5 | 47.5 | 92.5 |
| SS | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **harga 3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.2 | 1.2 | 1.2 |
| TS | 9 | 11.2 | 11.2 | 12.5 |
| RR | 28 | 35.0 | 35.0 | 47.5 |
| S | 39 | 48.8 | 48.8 | 96.2 |
| SS | 3 | 3.8 | 3.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **harga 5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 3 | 3.8 | 3.8 | 3.8 |
| RR | 18 | 22.5 | 22.5 | 26.2 |
| S | 43 | 53.8 | 53.8 | 80.0 |
| SS | 16 | 20.0 | 20.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **harga 6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 3 | 3.8 | 3.8 | 3.8 |
| RR | 18 | 22.5 | 22.5 | 26.2 |
| S | 42 | 52.5 | 52.5 | 78.8 |
| SS | 17 | 21.2 | 21.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

IKLAN (X2)

| **Statistics** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | iklan 1 | iklan 2 | iklan 3 | iklan 4 | iklan 5 | iklan 6 |
| N | Valid | 80 | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.54 | 3.40 | 3.91 | 3.79 | 3.94 | 3.85 |

**Frequency Table**

| **iklan 1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 7 | 8.8 | 8.8 | 8.8 |
| RR | 29 | 36.2 | 36.2 | 45.0 |
| S | 38 | 47.5 | 47.5 | 92.5 |
| SS | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **iklan 2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.5 | 2.5 | 2.5 |
| TS | 14 | 17.5 | 17.5 | 20.0 |
| RR | 26 | 32.5 | 32.5 | 52.5 |
| S | 26 | 32.5 | 32.5 | 85.0 |
| SS | 12 | 15.0 | 15.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **iklan 3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 3 | 3.8 | 3.8 | 3.8 |
| RR | 18 | 22.5 | 22.5 | 26.2 |
| S | 42 | 52.5 | 52.5 | 78.8 |
| SS | 17 | 21.2 | 21.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **iklan 4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 4 | 5.0 | 5.0 | 5.0 |
| RR | 18 | 22.5 | 22.5 | 27.5 |
| S | 49 | 61.2 | 61.2 | 88.8 |
| SS | 9 | 11.2 | 11.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **iklan 5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1.2 | 1.2 | 1.2 |
| RR | 17 | 21.2 | 21.2 | 22.5 |
| S | 48 | 60.0 | 60.0 | 82.5 |
| SS | 14 | 17.5 | 17.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **iklan 6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.5 | 2.5 | 2.5 |
| TS | 5 | 6.2 | 6.2 | 8.8 |
| RR | 13 | 16.2 | 16.2 | 25.0 |
| S | 43 | 53.8 | 53.8 | 78.8 |
| SS | 17 | 21.2 | 21.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

PENCARIAN VARIASI (X3)

| **Statistics** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | variasi 1 | variasi 2 | variasi 3 | variasi 4 |
| N | Valid | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 |
| Mean | | 3.50 | 2.84 | 3.56 | 3.44 |

**Frequency Table**

| **variasi 1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 12 | 15.0 | 15.0 | 15.0 |
| RR | 30 | 37.5 | 37.5 | 52.5 |
| S | 24 | 30.0 | 30.0 | 82.5 |
| SS | 14 | 17.5 | 17.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **variasi 2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 5 | 6.2 | 6.2 | 6.2 |
| TS | 21 | 26.2 | 26.2 | 32.5 |
| RR | 39 | 48.8 | 48.8 | 81.2 |
| S | 12 | 15.0 | 15.0 | 96.2 |
| SS | 3 | 3.8 | 3.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **variasi 3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 3 | 3.8 | 3.8 | 3.8 |
| TS | 7 | 8.8 | 8.8 | 12.5 |
| RR | 23 | 28.8 | 28.8 | 41.2 |
| S | 36 | 45.0 | 45.0 | 86.2 |
| SS | 11 | 13.8 | 13.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **variasi 4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 10 | 12.5 | 12.5 | 12.5 |
| RR | 33 | 41.2 | 41.2 | 53.8 |
| S | 29 | 36.2 | 36.2 | 90.0 |
| SS | 8 | 10.0 | 10.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

PERPINDAHAN MEREK (Y)

| **Statistics** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | PM 1 | PM 2 | PM 3 | PM 4 | PM 5 | PM 6 |
| N | Valid | 80 | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.30 | 3.15 | 3.50 | 2.84 | 3.56 | 3.44 |

**Frequency Table**

| **PM 1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 4 | 5.0 | 5.0 | 5.0 |
| TS | 11 | 13.8 | 13.8 | 18.8 |
| RR | 28 | 35.0 | 35.0 | 53.8 |
| S | 31 | 38.8 | 38.8 | 92.5 |
| SS | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **PM 2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 3 | 3.8 | 3.8 | 3.8 |
| TS | 14 | 17.5 | 17.5 | 21.2 |
| RR | 38 | 47.5 | 47.5 | 68.8 |
| S | 18 | 22.5 | 22.5 | 91.2 |
| SS | 7 | 8.8 | 8.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **PM 3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 12 | 15.0 | 15.0 | 15.0 |
| RR | 30 | 37.5 | 37.5 | 52.5 |
| S | 24 | 30.0 | 30.0 | 82.5 |
| SS | 14 | 17.5 | 17.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **PM 4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 5 | 6.2 | 6.2 | 6.2 |
| TS | 21 | 26.2 | 26.2 | 32.5 |
| RR | 39 | 48.8 | 48.8 | 81.2 |
| S | 12 | 15.0 | 15.0 | 96.2 |
| SS | 3 | 3.8 | 3.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **PM 5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 3 | 3.8 | 3.8 | 3.8 |
| TS | 7 | 8.8 | 8.8 | 12.5 |
| RR | 23 | 28.8 | 28.8 | 41.2 |
| S | 36 | 45.0 | 45.0 | 86.2 |
| SS | 11 | 13.8 | 13.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **PM 6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 10 | 12.5 | 12.5 | 12.5 |
| RR | 33 | 41.2 | 41.2 | 53.8 |
| S | 29 | 36.2 | 36.2 | 90.0 |
| SS | 8 | 10.0 | 10.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |