

LAMPIRAN 1
KUESIONER PENELITIAN

No. Kuesioner : ...

No. Telp/HP : ...



UNIVERSITAS INDONESIA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
PROGRAM SARJANA EKSTENSI

PENGARUH *COUNTRY OF ORIGIN IMAGE* TERHADAP *PERCEIVED QUALITY*
(STUDI PERBANDINGAN KONSUMEN PRODUK *NOTEBOOK* MEREK APPLE,
TOSHIBA, ACER DAN ZYREX DI UNIVERSITAS INDONESIA DEPOK)

KRITERIA RESPONDEN

1. Mahasiswa Universitas Indonesia
2. Memiliki *notebook* (bukan barang *Black Market* dan/atau barang *second*)
3. Mengetahui asal negara merek *notebook* yang dimiliki

Saudara(i) Mahasiswa UI yang terhormat,

Saya Grasia Veranita, mahasiswi S1 Ekstensi Departemen Ilmu Administrasi program studi Ilmu Admisnistrasi Niaga sedang melakukan penelitian Skripsi untuk mengetahui bagaimana persepsi kualitas konsumen dipengaruhi oleh citra asal negara (*country of origin image*) pada produk *notebook*. Untuk itu peneliti mendesain khusus kuesioner ini sebagai alat penelitian dilapangan.

Anda terpilih karena merupakan responden yang tepat dalam penelitian ini, untuk itu kiranya Anda dapat menjawab dan mengisi pertanyaan berikut dengan sebenarnya. Setiap jawaban Anda akan sangat bermakna. Tidak ada jawaban yang salah atau benar, sehingga diharapkan **tidak ada jawaban yang Anda kosongkan.**

Jawaban Anda akan diperlakukan sesuai dengan standar profesionalitas dan etika penelitian. Oleh karena itu, peneliti akan menjaga kerahasiaan identitas Anda. Atas waktu dan partisipasi Anda, peneliti mengucapkan terima kasih.

Petunjuk pengisian:

- Berilah tanda silang (X) pada angka yang mewakili pilihan jawaban pertanyaan yang mengandung unsur pilihan ganda
- Isilah titik-titik kosong dengan jawaban yang benar

BAGIAN 1. DATA IDENTITAS RESPONDEN

1. Apa merek *notebook* Anda?

1. Acer
2. Toshiba
3. MacBook Apple
4. Zyrex
5. Bukan semuanya (berhenti sampai disini)

2. Tipe *notebook* : _____

3. Jenis Kelamin : 1. Laki-laki

2. Perempuan

4. Usia : 1. < 20 tahun

3. $\geq 25 - < 30$ tahun

2. $\geq 20 - < 25$ tahun

4. ≥ 30 tahun

5. a. Pendidikan : 1. Diploma

2. S1 Ekstensi

3. S1 Reguler

4. Pasca Sarjana

b. Fakultas : _____

6. Berapa pengeluaran **keluarga** Anda (di luar cicilan rumah, kendaraan, dan barang) setiap bulan?

1. \leq Rp 600.000

2. Rp. 600.001 – Rp.1.200.000

3. Rp.1.200.001 – Rp.1.800.000

4. Rp.1.800.001 – Rp.2.400.000

5. Rp.2.400.001 – Rp.3.000.000

6. Rp.3.000.001 – Rp.3.600.000

7. Rp.3.600.001 – Rp.4.200.000

8. Rp. > 4.200.000

Petunjuk Pengisian:

Kaitkan jawaban atas pertanyaan dibawah ini dengan merek *notebook* yang Anda miliki. Berilah tanda (X) pada angka yang menunjukkan indikasi terbaik tentang persetujuan Anda terhadap pernyataan dibawah ini melalui serangkaian skala deskriptif berupa angka 1 sampai dengan 7.

Semakin besar nilai angka yang Anda berikan berarti penilaian Anda **semakin positif** dan sebaliknya **semakin kecil nilai angka** yang Anda berikan berarti penilaian Anda **semakin negatif**

BAGIAN 2. *COUNTRY OF ORIGIN IMAGE*

1. Hasil Produksi yang dihasilkan negara tempat asal merek *notebook* ini

Tidak Inovatif 1 2 3 4 5 6 7 Inovatif

2. Tingkat kemajuan teknologi yang dimiliki negara tempat asal merek *notebook* ini

Rendah 1 2 3 4 5 6 7 Tinggi

3. Desain setiap produk yang dihasilkan negara tempat asal merek *notebook* ini.

Tidak Bagus 1 2 3 4 5 6 7 Bagus

4. Kreatifitas dalam berproduksi yang dimiliki negara tempat asal merek *notebook* ini

Rendah 1 2 3 4 5 6 7 Tinggi

5. Kualitas setiap produk yang dihasilkan negara tempat asal merek *notebook* ini

Rendah 1 2 3 4 5 6 7 Tinggi

6. Gengsi yang dimiliki negara tempat asal merek *notebook* ini

Rendah 1 2 3 4 5 6 7 Tinggi

7. Citra sebagai negara maju yang dimiliki negara tempat asal merek *notebook* ini

Rendah 1 2 3 4 5 6 7 Tinggi

BAGIAN 3. *PERCEIVED QUALITY*

3.1 *PERFORMANCE*

1. Penggunaan *notebook* merek ini

Tidak Nyaman 1 2 3 4 5 6 7 Nyaman

2. Tekanan *keypads notebook* merek ini

Tidak Lempot 1 2 3 4 5 6 7 Lempot

3. Ergonomics/jarak antar *keypads* pada *notebook* merek ini

Tidak Nyaman 1 2 3 4 5 6 7 Nyaman

3.2 FEATURES

1. Kualitas suara yang dihasilkan oleh *notebook* merek ini

Tidak Bagus 1 2 3 4 5 6 7 Bagus

2. Kualitas tampilan gambar yang dihasilkan oleh layar *notebook* merek ini

Tidak Bagus 1 2 3 4 5 6 7 Bagus

3. Kelengkapan fitur-fitur seperti *Bluetooth, Webcam, Wireless LAN, CD ROM, headphone jack, S-video-out jack notebook* merek ini

Tidak Lengkap 1 2 3 4 5 6 7 Lengkap

4. Kapasitas memori (RAM) *notebook* merek ini

Tidak Besar 1 2 3 4 5 6 7 Besar

5. Kapasitas *Hard Disk notebook* merek ini

Tidak Besar 1 2 3 4 5 6 7 Besar

6. Ciri khas desain yang dimiliki *notebook* merek ini

Tidak Bagus 1 2 3 4 5 6 7 Bagus

3.3 RELIABILITY

1. Fungsi *Touch Pad notebook* merek *notebook* merek ini

Tidak Baik 1 2 3 4 5 6 7 Baik

2. Fungsi tombol-tombol *keypad* pada *keyboard notebook* merek ini

Tidak Baik 1 2 3 4 5 6 7 Baik

3. Kinerja *notebook merek ini* saat beroperasi dalam waktu yang lama (lebih dari 24 jam)

Tidak Stabil 1 2 3 4 5 6 7 Stabil

3.4 CONFORMANCE

1. Tingkat kelengkapan *notebook* merek ini sesuai dengan daftar isi

Rendah 1 2 3 4 5 6 7 Tinggi

2. Tingkat kecacatan *notebook* merek ini secara fisik saat pertama kali dibeli.

Tinggi	1	2	3	4	5	6	7	Rendah
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3. Tingkat kinerja *notebook* merek ini sesuai dengan spesifikasi yang tertulis

Rendah	1	2	3	4	5	6	7	Tinggi
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3.5 DURABILITY

1. Daya tahan *hard disk notebook* merek ini

Tidak Tahan Lama	1	2	3	4	5	6	7	Tahan Lama
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2. Daya tahan baterai *notebook* merek ini

Tidak Tahan Lama	1	2	3	4	5	6	7	Tahan Lama
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3. Daya tahan tulisan yang terdapat pada *keyboard notebook* merek ini

Tidak Tahan Lama	1	2	3	4	5	6	7	Tahan Lama
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4. Daya tahan kabel *notebook* merek ini

Tidak Tahan Lama	1	2	3	4	5	6	7	Tahan Lama
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5. Daya tahan adaptor *notebook* merek ini

Tidak Tahan Lama	1	2	3	4	5	6	7	Tahan Lama
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6. Daya tahan engsel monitor yang berada didalam lipatan antara CPU dan monitor LCD *notebook* merek ini

Tidak Tahan Lama	1	2	3	4	5	6	7	Tahan Lama
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7. Daya tahan tombol-tombol *keypad* pada *keyboard notebook* merek ini

Tidak Tahan Lama	1	2	3	4	5	6	7	Tahan Lama
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3.6 SERVICEABILITY

1. Waktu garansi yang diberikan *notebook* merek ini

Cepat 1 2 3 4 5 6 7 Lama

2. Penanganan dalam mengatasi kerusakan *Notebook* merek ini

Lambat 1 2 3 4 5 6 7 Cepat

3. Cabang *service* yang dimiliki *notebook* merek ini

Sedikit 1 2 3 4 5 6 7 Banyak

4. Tingkat kelengkapan informasi dalam buku petunjuk penggunaan *notebook* merek ini

Rendah 1 2 3 4 5 6 7 Tinggi

5. Alternatif sarana yang bisa digunakan untuk menghubungi *customer service* (seperti telepon, fax, email, dll) *notebook* merek ini

Sedikit 1 2 3 4 5 6 7 Banyak

3.7 FIT AND FINISH

1. Bentuk *notebook* merek ini

Tidak Menarik 1 2 3 4 5 6 7 Menarik

2. Warna *notebook* merek ini

Tidak Menarik 1 2 3 4 5 6 7 Menarik

3. Bahan *notebook* merek ini

Tidak Berkualitas 1 2 3 4 5 6 7 Berkualitas

4. Ukuran *notebook* merek ini

Tidak Banyak 1 2 3 4 5 6 7 Banyak

-TERIMA KASIH ATAS PARTISIPASI ANDA-

LAMPIRAN 2
HASIL PRETEST
(VALIDITAS DAN RELIABILITAS DIMENSI PENELITIAN)

1. Dimensi *Country of Origin Image*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.913
Bartlett's Test of Sphericity	Approx. Chi-Square	237.150
	df	21
	Sig.	.000

Anti-image Matrices

		Negara yang inovatif	Negara yang memiliki level teknologi yang tinggi	Negara yang baik dalam pendesainan produk	Negara yang memiliki kecakapan kerja yang kreatif	Negara yang memiliki kecakapan kerja yang berkualitas tinggi	Negara yang bermartabat tinggi	Negara yang memiliki sebuah citra negara maju
Anti-image Covariance	Negara yang inovatif	.230	-.080	-.124	-.019	-.015	-.037	.013
	Negara yang memiliki level teknologi yang tinggi	-.080	.195	-.010	-.010	-.013	-.036	-.123
	Negara yang baik dalam pendesainan produk	-.124	-.010	.388	-.064	.022	-.022	.008
	Negara yang memiliki kecakapan kerja yang kreatif	-.019	-.010	-.064	.284	-.094	-.044	-.052
	Negara yang memiliki kecakapan kerja yang berkualitas tinggi	-.015	-.013	.022	-.094	.308	-.106	.015
	Negara yang bermartabat tinggi	-.037	-.036	-.022	-.044	-.106	.209	-.036
Anti-image Correlation	Negara yang memiliki sebuah citra negara maju	.013	-.123	.008	-.052	.015	-.036	.317
	Negara yang inovatif	.904(a)	-.376	-.414	-.074	-.058	-.168	.048
	Negara yang memiliki level teknologi yang tinggi	-.376	.891(a)	-.037	-.041	-.054	-.177	-.494
	Negara yang baik dalam pendesainan produk	-.414	-.037	.922(a)	-.192	.063	-.079	.023
	Negara yang memiliki kecakapan kerja yang kreatif	-.074	-.041	-.192	.939(a)	-.318	-.180	-.172
	Negara yang memiliki kecakapan kerja yang berkualitas tinggi	-.058	-.054	.063	-.318	.909(a)	-.419	.049
	Negara yang bermartabat tinggi	-.168	-.177	-.079	-.180	-.419	.922(a)	-.141
	Negara yang memiliki sebuah citra negara maju	.048	-.494	.023	-.172	.049	-.141	.904(a)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.309	75.838	75.838	5.309	75.838	75.838
2	.490	7.001	82.840			
3	.441	6.298	89.138			
4	.258	3.681	92.819			
5	.202	2.893	95.712			
6	.164	2.348	98.060			
7	.136	1.940	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component 1
Negara yang inovatif	.896
Negara yang memiliki level teknologi yang tinggi	.911
Negara yang baik dalam pendesainan produk	.804
Negara yang memiliki kecakapan kerja yang kreatif	.884
Negara yang memiliki kecakapan kerja yang berkualitas tinggi	.844
Negara yang bermartabat tinggi	.916
Negara yang memiliki sebuah citra negara maju	.836

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded(a)	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.944	7

2. Dimensi Performance

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.844
Bartlett's Test of Sphericity	Approx. Chi-Square	194.269
	df	6
	Sig.	.000

Anti-image Matrices

		Penggunaan notebook	Variasi ukuran notebook	Variasi warna notebook
Anti-image Covariance	Penggunaan notebook	.134	-.008	-.046
	Tekanan keypads notebook	-.008	.164	-.080
	Ergonomics/jarak antara Keypads notebook	-.046	-.080	.103
Anti-image Correlation	Penggunaan notebook	.845(a)	-.056	-.392
	Tekanan keypads notebook	-.056	.852(a)	-.613
	Ergonomics/jarak antara Keypads notebook	-.392	-.613	.808(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Penggunaan notebook	1.000	.916
Tekanan keypads notebook	1.000	.884
Ergonomics/jarak antara Keypads notebook	1.000	.938
Ciri khas desain yang dimiliki notebook	1.000	.894

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.632	90.792	90.792	3.632	90.792	90.792
2	.196	4.904	95.696			
3	.101	2.524	98.219			
4	.071	1.781	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component 1
Penggunaan notebook	.957
Tekanan keypads notebook	.940
Ergonomics/jarak antara Keypads notebook	.969

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded(a)	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.964	3

3. Dimensi Features**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.685
Bartlett's Test of Sphericity	Approx. Chi-Square	87.919
	df	10
	Sig.	.000

Anti-image Matrices

		Kualitas suara yang dihasilkan	Kualitas tampilan gambar yang dihasilkan oleh layar	Kelengkapan fitur-fitur	Kapasitas memori (RAM)	Kapasitas Hard Disk	Ciri khas desain yang dimiliki notebook
Anti-image Covariance	Kualitas suara yang dihasilkan	.453	-.281	-.151	.043	-.075	-.078
	Kualitas tampilan gambar yang dihasilkan oleh layar	-.281	.553	-.045	-.103	.100	-.015
	Kelengkapan fitur-fitur	-.151	-.045	.526	-.019	-.118	-.027
	Kapasitas memori (RAM)	.043	-.103	-.019	.354	-.237	-.520
	Kapasitas Hard Disk	-.075	.100	-.118	-.237	.309	-.093
	Ciri khas desain yang dimiliki notebook	-.078	-.015	-.027	.166	-.095	-.210
Anti-image Correlation	Kualitas suara yang dihasilkan	.695(a)	-.561	-.310	.107	-.202	-.078
	Kualitas tampilan gambar yang dihasilkan oleh layar	-.561	.619(a)	-.083	-.232	.242	-.015
	Kelengkapan fitur-fitur	-.310	-.083	.850(a)	-.043	-.294	-.027
	Kapasitas memori (RAM)	.107	-.232	-.043	.657(a)	-.717	-.520
	Kapasitas Hard Disk	-.202	.242	-.294	-.717	.632(a)	-.093
	Ciri khas desain yang dimiliki notebook	-.520	-.093	-.210	-.210	-.817	.875(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.941	58.820	58.820	2.941	58.820	58.820
2	1.056	21.116	79.935	1.056	21.116	79.935
3	.500	9.991	89.926			
4	.326	6.513	96.439			
5	.178	3.561	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component	
	1	2
Kualitas suara yang dihasilkan	.777	.451
Kualitas tampilan gambar yang dihasilkan oleh layar	.637	.644
Kelengkapan fitur-fitur	.808	-.016
Kapasitas memori (RAM)	.790	-.448
Kapasitas Hard Disk	.809	-.487
Ciri khas desain yang dimiliki notebook	.945	.494

Extraction Method: Principal Component Analysis.

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded(a)	0	.0
	Total	40	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.816	6

4. Dimensi Reliability

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.625
Bartlett's Test of Sphericity	Approx. Chi-Square	52.946
	df	3
	Sig.	.000

Anti-image Matrices

		Penggunaan Touch Pad	Penggunaan tombol keypad pada keyboard	Notebook mampu beroperasi dalam durasi waktu yang lama
Anti-image Covariance	Penggunaan Touch Pad	.324	-.241	-.027
	Penggunaan tombol keypad pada keyboard	-.241	.300	-.132
	Notebook mampu beroperasi dalam durasi waktu yang lama	-.027	-.132	.740
Anti-image Correlation	Penggunaan Touch Pad	.593(a)	-.772	-.056
	Penggunaan tombol keypad pada keyboard	-.772	.581(a)	-.280
	Notebook mampu beroperasi dalam durasi waktu yang lama	-.056	-.280	.849(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.200	73.327	73.327	2.200	73.327	73.327
2	.625	20.842	94.169			
3	.175	5.831	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
Penggunaan Touch Pad	.903
Penggunaan tombol keypad pada keyboard	.926
Notebook mampu beroperasi dalam durasi waktu yang lama	.726

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded(a)	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.813	3

5. Dimensi Conformance**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.675
Bartlett's Test of Sphericity	Approx. Chi-Square	22.739
	df	3
	Sig.	.000

Anti-image Matrices

		Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi	Tingkat kecacatan notebook secara fisik saat pertama kali dibeli	Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis
Anti-image Covariance	Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi	.685	-.175	-.273
	Tingkat kecacatan notebook secara fisik saat pertama kali dibeli	-.175	.744	-.214
	Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis	-.273	-.214	.661
Anti-image Correlation	Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi	.667(a)	-.245	-.406
	Tingkat kecacatan notebook secara fisik saat pertama kali dibeli	-.245	.717(a)	-.305
	Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis	-.406	-.305	.650(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.935	64.505	64.505	1.935	64.505	64.505
2	.589	19.635	84.140			
3	.476	15.860	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi	.810
Tingkat kecacatan notebook secara fisik saat pertama kali dibeli	.771
Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis	.827

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded(a)	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.698	3

6. Dimensi Durability**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.774
Bartlett's Test of Sphericity	Approx. Chi-Square	192.061
	df	21
	Sig.	.000

Anti-image Matrices

		Daya tahan hard disk	Daya tahan baterai	Daya tahan tulisan pada keyboard	Daya tahan kabel	Daya tahan adaptor	Daya tahan engsel monitor	Daya tahan tombol-tombol keypad
Anti-image Covariance	Daya tahan hard disk	.504	-.158	.087	-.034	.002	-.071	-.203
	Daya tahan baterai	-.158	.552	-.136	.003	-.023	.268	.059
	Daya tahan tulisan pada keyboard	.087	-.136	.288	-.032	-.015	-.100	-.137
	Daya tahan kabel	-.034	.003	-.032	.090	-.080	-.033	.012
	Daya tahan adaptor	.002	-.023	-.015	-.080	.098	.007	-.013
	Daya tahan engsel monitor	-.071	.268	-.100	-.033	.007	.503	-.041
	Daya tahan tombol-tombol keypad	-.203	.059	-.137	.012	-.013	-.041	.446
	Anti-image Correlation	Daya tahan hard disk	.797(a)	-.300	.229	-.161	.010	-.141
	Daya tahan baterai	-.300	.586(a)	-.340	.015	-.099	.508	.119
	Daya tahan tulisan pada keyboard	.229	-.340	.839(a)	-.197	-.091	-.263	-.382
	Daya tahan kabel	-.161	.015	-.197	.760(a)	-.848	-.157	.062
	Daya tahan adaptor	.010	-.099	-.091	-.848	.772(a)	.033	-.060
	Daya tahan engsel monitor	-.141	.508	-.263	-.157	.033	.743(a)	-.086
	Daya tahan tombol-tombol keypad	-.428	.119	-.382	.062	-.060	-.086	.827(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.135	59.073	59.073	4.135	59.073	59.073
2	1.181	16.864	75.937	1.181	16.864	75.937
3	.661	9.440	85.377			
4	.438	6.259	91.636			
5	.344	4.914	96.550			
6	.191	2.726	99.276			
7	.051	.724	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component	
	1	2
Daya tahan hard disk	.725	.130
Daya tahan baterai	.455	.822
Daya tahan tulisan pada keyboard	.872	.011
Daya tahan kabel	.921	-.005
Daya tahan adaptor	.911	.040
Daya tahan engsel monitor	.600	-.685
Daya tahan tombol-tombol keypad	.778	-.128

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded(a)	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.852	7

7. Dimensi Serviceability**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.764
Bartlett's Test of Sphericity	Approx. Chi-Square	50.146
	df	10
	Sig.	.000

Anti-image Matrices

		Waktu garansi yang diberikan	Waktu pelayanan konsumen 24 jam	Memiliki cabang service di seluruh dunia	Kelengkapan informasi dalam buku petunjuk penggunaan	Memiliki berbagai alternatif sarana untuk menghubungi customer service
Anti-image Covariance	Waktu garansi yang diberikan	.678	-.277	-.132	.023	.007
	Waktu pelayanan konsumen 24 jam	-.277	.611	-.063	-.082	-.115
	Memiliki cabang service di seluruh dunia	-.132	-.063	.582	-.115	-.230
	Kelengkapan informasi dalam buku petunjuk penggunaan	.023	-.082	-.115	.733	-.179
	Memiliki berbagai alternatif sarana untuk menghubungi customer service	.007	-.115	-.230	-.179	.579
Anti-image Correlation	Waktu garansi yang diberikan	.716(a)	-.430	-.209	.033	.012
	Waktu pelayanan konsumen 24 jam	-.430	.758(a)	-.106	-.123	-.193
	Memiliki cabang service di seluruh dunia	-.209	-.106	.778(a)	-.177	-.397
	Kelengkapan informasi dalam buku petunjuk penggunaan	.033	-.123	-.177	.819(a)	-.274
	Memiliki berbagai alternatif sarana untuk menghubungi customer service	.012	-.193	-.397	-.274	.755(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.660	63.209	63.209	2.660	63.209	63.209
2	.905	18.106	71.315			
3	.575	11.503	82.818			
4	.472	9.437	92.255			
5	.387	7.745	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
Waktu garansi yang diberikan	.657
Waktu pelayanan konsumen 24 jam	.755
Memiliki cabang service di seluruh dunia	.791
Kelengkapan informasi dalam buku petunjuk penggunaan	.656
Memiliki berbagai alternatif sarana untuk menghubungi customer service	.776

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded(a)	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.766	5

8. Dimensi *Fit and Finish***KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.716
Bartlett's Test of Sphericity	Approx. Chi-Square	106.032
	df	10
	Sig.	.000

Anti-image Matrices

		Bentuk notebook	Warna notebook	Bahan notebook	Ukuran notebook
Anti-image Covariance	Bentuk notebook	.304	-.224	-.158	-.014
	Warna notebook	-.224	.340	.055	.052
	Bahan notebook	-.158	.055	.450	-.104
	Ukuran notebook	-.014	.052	-.104	.423
Anti-image Correlation	Bentuk notebook	.671(a)	-.697	-.427	-.038
	Warna notebook	-.697	.659(a)	.140	.136
	Bahan notebook	-.427	.140	.809(a)	-.238
	Ukuran notebook	-.038	.136	-.238	.729(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Bentuk notebook	1.000	.671
Warna notebook	1.000	.608
Bahan notebook	1.000	.673
Ukuran notebook	1.000	.569

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.230	64.608	64.608	3.230	64.608	64.608
2	.901	18.019	82.626			
3	.449	8.978	91.604			
4	.256	5.125	96.729			
5	.164	3.271	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
Bentuk notebook	.819
Warna notebook	.780
Bahan notebook	.821
Ukuran notebook	.755

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded(a)	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.856	4



LAMPIRAN 3

VALIDITAS DAN RELIABILITAS SURVEI LAPANGAN

1. Dimensi *Country of Origin Image*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.896
Bartlett's Test of Sphericity	Approx. Chi-Square	547.296
	df	21
	Sig.	.000

Anti-image Matrices

		Negara yang inovatif	Negara yang memiliki level teknologi yang tinggi	Negara yang baik dalam pendesainan produk	Negara yang memiliki kecakapan kerja yang kreatif	Negara yang memiliki kecakapan kerja yang berkualitas tinggi	Negara yang bermartabat tinggi	Negara yang memiliki sebuah citra negara maju
Anti-image Covariance	Negara yang inovatif	.346	-.163	-.082	-.044	.018	-.060	.043
	Negara yang memiliki level teknologi yang tinggi	-.163	.274	-.037	.006	-.051	-.007	-.115
	Negara yang baik dalam pendesainan produk	-.082	-.037	.378	-.132	-.031	-.005	-.043
	Negara yang memiliki kecakapan kerja yang kreatif	-.044	.006	-.132	.371	-.123	-.021	-.063
	Negara yang memiliki kecakapan kerja yang berkualitas tinggi	.018	-.051	-.031	-.123	.450	-.091	-.054
	Negara yang bermartabat tinggi	-.060	-.007	-.005	-.021	-.091	.525	-.124
	Negara yang memiliki sebuah citra negara maju	.043	-.115	-.043	-.063	-.054	-.124	.365
	Anti-image Correlation	Negara yang inovatif	.857(a)	-.531	-.227	-.124	.045	-.140
Negara yang memiliki level teknologi yang tinggi	-.531	.856(a)	-.114	.018	-.147	-.019	-.364	
Negara yang baik dalam pendesainan produk	-.227	-.114	.921(a)	-.353	-.075	-.012	-.116	
Negara yang memiliki kecakapan kerja yang kreatif	-.124	.018	-.353	.903(a)	-.301	-.048	-.170	
Negara yang memiliki kecakapan kerja yang berkualitas tinggi	.045	-.147	-.075	-.301	.927(a)	-.188	-.132	
Negara yang bermartabat tinggi	-.140	-.019	-.012	-.048	-.188	.933(a)	-.282	
Negara yang memiliki sebuah citra negara maju	.121	-.364	-.116	-.170	-.132	-.282	.895(a)	

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.733	67.620	67.620	4.733	67.620	67.620
2	.581	8.293	75.913			
3	.510	7.290	83.204			
4	.374	5.337	88.541			
5	.358	5.119	93.660			
6	.266	3.806	97.466			
7	.177	2.534	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component 1
Negara yang inovatif	.817
Negara yang memiliki level teknologi yang tinggi	.871
Negara yang baik dalam pendesainan produk	.836
Negara yang memiliki kecakapan kerja yang kreatif	.837
Negara yang memiliki kecakapan kerja yang berkualitas tinggi	.798
Negara yang bermartabat tinggi	.753
Negara yang memiliki sebuah citra negara maju	.839

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded(a)	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.918	7

2. Dimensi Performance

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.847
Bartlett's Test of Sphericity	Approx. Chi-Square	534.655
	df	6
	Sig.	.000

Anti-image Matrices

		Penggunaan notebook merek ini	Ergonomics/jarak antar keypads	Tekanan pada keypads
Anti-image Covariance	Penggunaan notebook merek ini	.160	-.039	-.068
	Ergonomics/jarak antar keypads	-.039	.134	-.075
	Tekanan pada keypads	-.068	-.075	.140
Anti-image Correlation	Penggunaan notebook merek ini	.751(a)	-.266	-.456
	Ergonomics/jarak antar keypads	-.266	.710(a)	-.546
	Tekanan pada keypads	-.456	-.546	.742(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Penggunaan notebook merek ini	1.000	.906
Ergonomics/jarak antar keypads	1.000	.921
Tekanan pada keypads	1.000	.899
Ciri khas desain yang dimiliki notebook merek ini	1.000	.782

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.507	87.679	87.679	3.507	87.679	87.679
2	.288	7.205	94.884			
3	.119	2.981	97.865			
4	.085	2.135	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
Penggunaan notebook merek ini	.853
Ergonomics/jarak antar keypads	.779
Tekanan pada keypads	.862

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded(a)	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.952	3

3. Dimensi Features**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.740
Bartlett's Test of Sphericity	Approx. Chi-Square	174.354
	df	6
	Sig.	.000

Anti-image Matrices

		Kualitas suara yang dihasilkan	Kelengkapan fitur-fitur	Kapasitas memori (RAM)	Kapasitas Hard Disk	Ciri khas desain yang dimiliki notebook merek ini
Anti-image Covariance	Kualitas suara yang dihasilkan	.699	-.228	-.083	-.017	-.063
	Kelengkapan fitur-fitur	-.228	.582	-.116	-.089	-.070
	Kapasitas memori (RAM)	-.083	-.116	.426	-.266	.011
	Kapasitas Hard Disk	-.017	-.089	-.266	.464	-.272
	Ciri khas desain yang dimiliki notebook merek ini	-.063	-.070	.011	.335	-.330
Anti-image Correlation	Kualitas suara yang dihasilkan	.799(a)	-.357	-.152	-.030	.051
	Kelengkapan fitur-fitur	-.357	.798(a)	-.233	-.171	-.063
	Kapasitas memori (RAM)	-.152	-.233	.700(a)	-.598	-.070
	Kapasitas Hard Disk	-.030	-.171	-.598	.704(a)	.011
	Ciri khas desain yang dimiliki notebook merek ini	-.272	-.330	.051	-.299	.708(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.568	64.196	64.196	2.568	64.196	64.196
2	.709	17.714	81.910			
3	.447	11.185	93.094			
4	.276	6.906	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
Kualitas suara yang dihasilkan	.704
Kelengkapan fitur-fitur	.806
Kapasitas memori (RAM)	.860
Kapasitas Hard Disk	.826
Ciri khas desain yang dimiliki notebook merek ini	.799

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded(a)	0	.0
	Total	120	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.838	5

4. Dimensi Reliability**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.717
Bartlett's Test of Sphericity	Approx. Chi-Square	228.658
	df	3
	Sig.	.000

Anti-image Matrices

		Fungsi Touch Pad notebook merek ini	Fungsi tombol-tombol keypad pada keyboard notebook	Tingkat kemampuan notebook merek ini beroperasi dalam waktu yang lama
Anti-image Covariance	Fungsi Touch Pad notebook merek ini	.260	-.185	-.094
	Fungsi tombol-tombol keypad pada keyboard notebook	-.185	.258	-.098
	Tingkat kemampuan notebook merek ini beroperasi dalam waktu yang lama	-.094	-.098	.492
Anti-image Correlation	Fungsi Touch Pad notebook merek ini	.672(a)	-.715	-.263
	Fungsi tombol-tombol keypad pada keyboard notebook	-.715	.670(a)	-.275
	Tingkat kemampuan notebook merek ini beroperasi dalam waktu yang lama	-.263	-.275	.866(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Fungsi Touch Pad notebook merek ini	1.000	.869
Fungsi tombol-tombol keypad pada keyboard notebook	1.000	.871
Tingkat kemampuan notebook merek ini beroperasi dalam waktu yang lama	1.000	.744

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.483	82.760	82.760	2.483	82.760	82.760
2	.366	12.205	94.965			
3	.151	5.035	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
Fungsi Touch Pad notebook merek ini	.932
Fungsi tombol-tombol keypad pada keyboard notebook	.933
Tingkat kemampuan notebook merek ini beroperasi dalam waktu yang lama	.862

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded(a)	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.886	3

5. Dimensi *Conformance*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.612
Bartlett's Test of Sphericity	Approx. Chi-Square	48.677
	df	3
	Sig.	.000

Anti-image Matrices

		Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi	Tingkat kecacatan notebook secara fisik saat pertama kali dibeli	Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis
Anti-image Covariance	Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi	.835	-.076	-.249
	Tingkat kecacatan notebook secara fisik saat pertama kali dibeli	-.076	.784	-.298
	Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis	-.249	-.298	.707
Anti-image Correlation	Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi	.663(a)	-.094	-.325
	Tingkat kecacatan notebook secara fisik saat pertama kali dibeli	-.094	.620(a)	-.401
	Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis	-.325	-.401	.580(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.748	68.261	68.261	1.748	68.261	68.261
2	.746	24.863	83.124			
3	.506	16.876	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component 1
Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi	.701
Tingkat kecacatan notebook secara fisik saat pertama kali dibeli	.751
Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis	.832

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded(a)	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.738	3

6. Dimensi Durability**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.788
Bartlett's Test of Sphericity	Approx. Chi-Square	295.376
	df	10
	Sig.	.000

Anti-image Matrices

		Daya tahan hard disk	Daya tahan tulisan pada keyboard	Daya tahan kabel	Daya tahan adaptor	Daya tahan tombol-tombol keypad
Anti-image Covariance	Daya tahan hard disk	.627	-.111	-.056	-.032	-.126
	Daya tahan tulisan pada keyboard	-.111	.478	-.083	-.029	-.206
	Daya tahan kabel	-.056	-.083	.301	-.214	.036
	Daya tahan adaptor	-.032	-.029	-.214	.304	-.068
	Daya tahan tombol-tombol keypad	-.126	-.206	.036	-.068	.589
Anti-image Correlation	Daya tahan hard disk	.905(a)	-.203	-.129	-.074	-.208
	Daya tahan tulisan pada keyboard	-.203	.843(a)	-.220	-.077	-.387
	Daya tahan kabel	-.129	-.220	.718(a)	-.706	.085
	Daya tahan adaptor	-.074	-.077	-.706	.734(a)	-.162
	Daya tahan tombol-tombol keypad	-.208	-.387	.085	-.162	.814(a)

a Measures of Sampling Adequacy(MSA) **Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.208	64.156	64.156	3.208	64.156	64.156
2	.717	14.342	78.499			
3	.525	10.506	89.005			
4	.375	7.497	96.502			
5	.175	3.498	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
Daya tahan hard disk	.742
Daya tahan tulisan pada keyboard	.826
Daya tahan kabel	.845
Daya tahan adaptor	.853
Daya tahan tombol-tombol keypad	.731

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded(a)	0	.0
	Total	120	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.855	5

7. Dimensi Serviceability**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.662
Bartlett's Test of Sphericity	Approx. Chi-Square	69.236
	df	3
	Sig.	.000

Anti-image Matrices

		Waktu pelayanan konsumen 24 jam	Memiliki cabang service di seluruh dunia	Memiliki berbagai alternatif sarana untuk menghubungi customer service
Anti-image Covariance	Waktu pelayanan konsumen 24 jam	.649	-.280	-.237
	Memiliki cabang service di seluruh dunia	-.280	.707	-.137
	Memiliki berbagai alternatif sarana untuk menghubungi customer service	-.237	-.137	.756
Anti-image Correlation	Waktu pelayanan konsumen 24 jam	.628(a)	-.414	-.339
	Memiliki cabang service di seluruh dunia	-.414	.667(a)	-.187
	Memiliki berbagai alternatif sarana untuk menghubungi customer service	-.339	-.187	.708(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.912	63.743	63.743	1.912	63.743	63.743
2	.622	20.746	84.489			
3	.465	15.511	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
Waktu pelayanan konsumen 24 jam	.838
Memiliki cabang service di seluruh dunia	.794
Memiliki berbagai alternatif sarana untuk menghubungi customer service	.761

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded(a)	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.854	5

8. Dimensi *Fit and Finish*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.760
Bartlett's Test of Sphericity	Approx. Chi-Square	301.178
	df	10
	Sig.	.000

Anti-image Matrices

		Bentuk notebook	Warna notebook	Bahan notebook	Ukuran notebook
Anti-image Covariance	Bentuk notebook	.277	-.201	-.146	-.008
	Warna notebook	-.201	.309	.016	-.103
	Bahan notebook	-.146	.016	.452	-.047
	Ukuran notebook	-.008	-.103	-.047	.594
Anti-image Correlation	Bentuk notebook	.694(a)	-.688	-.414	-.021
	Warna notebook	-.688	.797(a)	.042	-.241
	Bahan notebook	-.414	.042	.865(a)	-.091
	Ukuran notebook	-.021	-.241	-.091	.777(a)

a Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.188	63.765	63.765	3.188	63.765	63.765
2	.757	15.130	78.895			
3	.535	10.701	89.596			
4	.356	7.124	96.720			
5	.164	3.280	100.000			

Extraction Method: Principal Component Analysis

Component Matrix(a)

	Component
	1
Bentuk notebook	.857
Warna notebook	.823
Bahan notebook	.751
Ukuran notebook	.702

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded(a)	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.714	4



LAMPIRAN 4
ANALISIS DESKRIPTIF (MEAN, MODUS, ONE-WAY ANOVA, DAN UJI
POST-HOC) PERINDIKATOR

1. Karakteristik Responden

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	50	41.7	41.7	41.7
	Perempuan	70	58.3	58.3	100.0
	Total	120	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20 tahun	34	28.3	28.3	28.3
	20 tahun - < 25 tahun	77	64.2	64.2	92.5
	25 tahun - <30 tahun	7	5.8	5.8	98.3
	30 tahun keatas	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Pendidikan yang sedang ditempuh

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	15	12.5	12.5	12.5
	S1 Ekstensi	26	21.7	21.7	34.2
	S1 Reguler	73	60.8	60.8	95.0
	Pasca Sarjana	6	5.0	5.0	100.0
	Total	120	100.0	100.0	

Pengeluaran keluarga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp. 1.200.001- Rp. 1.800.000	6	5.0	5.0	5.0
	Rp. 1.800.001- Rp. 2.400.000	17	14.2	14.2	19.2
	Rp. 2.400.001- Rp. 3.000.000	23	19.2	19.2	38.3
	Rp. 3.000.001 - Rp. 3.600.000	20	16.7	16.7	55.0
	Rp. 3.600.001- Rp. 4.200.000	11	9.2	9.2	64.2
	> Rp. 4.200.000	43	35.8	35.8	100.0
	Total	120	100.0	100.0	

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Fakultas * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Fakultas * Merek Notebook Crosstabulation

Count

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Fakultas	Fakultas Psikologi	3	2	2	2	9
	Fakultas Ilmu Sosial dan Ilmu Politik	11	10	14	5	40
	Fakultas Ilmu Budaya	0	1	0	2	3
	Fakultas Ilmu Komputer	3	5	3	1	12
	Fakultas Ekonomi	1	2	1	1	5
	Fakultas Teknik	3	2	2	6	13
	Fakultas Matematika dan Ilmu Pengetahuan Alam	0	0	0	5	5
	Fakultas Kesehatan Masyarakat	3	7	5	3	18
	Fakultas Ilmu Keperawatan	1	0	0	1	2
	Fakultas Hukum	5	1	3	4	13
Total		30	30	30	30	120

2. Dimensi Country Of Origin Image

Statistics

	Negara yang inovatif	Negara yang memiliki level teknologi yang tinggi	Negara yang baik dalam pendesainan produk	Negara yang memiliki kecakapan kerja yang kreatif	Negara yang memiliki kecakapan kerja yang berkualitas tinggi	Negara yang bermartabat tinggi	Negara yang memiliki sebuah citra negara maju
N Valid	120	120	120	120	120	120	120
Missing	0	0	0	0	0	0	0
Mean	5.62	5.39	5.36	5.43	5.38	5.40	5.59
Mode	7	6	6	6	6	6	7

a) Indikator-1

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Negara yang inovatif * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Negara yang inovatif * Merek Notebook Crosstabulation

		Merek Notebook				Total	
		Acer	Toshiba	Mac Book Apple	Zyrex		
Negara yang inovatif	3	Count	3	0	1	4	8
		% of Total	2.5%	.0%	.8%	3.3%	6.7%
4	Count	8	1	0	8	17	
	% of Total	6.7%	.8%	.0%	6.7%	14.2%	
5	Count	9	3	2	10	24	
	% of Total	7.5%	2.5%	1.7%	8.3%	20.0%	
6	Count	8	13	9	5	35	
	% of Total	6.7%	10.8%	7.5%	4.2%	29.2%	
7	Count	2	13	18	3	36	
	% of Total	1.7%	10.8%	15.0%	2.5%	30.0%	
Total	Count	30	30	30	30	120	
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%	

ANOVA

Negara yang inovatif

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	65.100	3	21.700	21.466	.000
Within Groups	117.267	116	1.011		
Total	182.367	119			

Multiple Comparisons

Dependent Variable: Negara yang inovatif
Bonferroni

(I) Merek Notebook (J) Merek Notebook		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-1.33(*)	.260	.000	-2.03	-.64
	Mac Book Apple	-1.50(*)	.260	.000	-2.20	-.80
	Zyrex	.10	.260	1.000	-.60	.80
Toshiba	Acer	1.33(*)	.260	.000	.64	2.03
	Mac Book Apple	-.17	.260	1.000	-.86	.53
	Zyrex	1.43(*)	.260	.000	.74	2.13
Mac Book Apple	Acer	1.50(*)	.260	.000	.80	2.20
	Toshiba	.17	.260	1.000	-.53	.86
	Zyrex	1.60(*)	.260	.000	.90	2.30
Zyrex	Acer	-.10	.260	1.000	-.80	.60
	Toshiba	-1.43(*)	.260	.000	-2.13	-.74
	Mac Book Apple	-1.60(*)	.260	.000	-2.30	-.90

Based on observed means.

b) Indikator-2

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Negara yang memiliki level teknologi yang tinggi * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Negara yang memiliki level teknologi yang tinggi * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Negara yang memiliki level teknologi yang tinggi	Count	0	0	0	2	2
	% of Total	.0%	.0%	.0%	1.7%	1.7%
3	Count	2	0	1	12	15
	% of Total	1.7%	.0%	.8%	10.0%	12.5%
4	Count	8	0	1	4	13
	% of Total	6.7%	.0%	.8%	3.3%	10.8%
5	Count	11	3	1	10	25
	% of Total	9.2%	2.5%	.8%	8.3%	20.8%
6	Count	8	15	10	1	34
	% of Total	6.7%	12.5%	8.3%	.8%	28.3%
7	Count	1	12	17	1	31
	% of Total	.8%	10.0%	14.2%	.8%	25.8%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Negara yang memiliki level teknologi yang tinggi

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	120.492	3	40.164	42.316	.000
Within Groups	110.100	116	.949		
Total	230.592	119			

Multiple Comparisons

Dependent Variable: Negara yang memiliki level teknologi yang tinggi
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-1.367(*)	.252	.000	-2.04	-.69
	Mac Book Apple	-1.433(*)	.252	.000	-2.11	-.76
	Zyrex	.967(*)	.252	.001	.29	1.64
Toshiba	Acer	1.367(*)	.252	.000	.69	2.04
	Mac Book Apple	-.067	.252	1.000	-.74	.61
	Zyrex	2.333(*)	.252	.000	1.66	3.01
Mac Book Apple	Acer	1.433(*)	.252	.000	.76	2.11
	Toshiba	.067	.252	1.000	-.61	.74
	Zyrex	2.400(*)	.252	.000	1.72	3.08
Zyrex	Acer	-.967(*)	.252	.001	-1.64	-.29
	Toshiba	-2.333(*)	.252	.000	-3.01	-1.66
	Mac Book Apple	-2.400(*)	.252	.000	-3.08	-1.72

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

c) Indikator-3

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Negara yang baik dalam pendesainan produk * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Negara yang baik dalam pendesainan produk * Merek Notebook Crosstabulation

		Merek Notebook				Total	
		Acer	Toshiba	Mac Book Apple	Zyrex		
Negara yang baik dalam pendesainan produk	2	Count	0	0	0	1	1
		% of Total	.0%	.0%	.0%	.8%	.8%
	3	Count	2	0	0	7	9
		% of Total	1.7%	.0%	.0%	5.8%	7.5%
	4	Count	6	1	2	7	16
		% of Total	5.0%	.8%	1.7%	5.8%	13.3%
	5	Count	11	9	2	10	32
		% of Total	9.2%	7.5%	1.7%	8.3%	26.7%
	6	Count	11	15	14	4	44
		% of Total	9.2%	12.5%	11.7%	3.3%	36.7%
	7	Count	0	5	12	1	18
		% of Total	.0%	4.2%	10.0%	.8%	15.0%
Total		Count	30	30	30	30	120
		% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Negara yang baik dalam pendesainan produk

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	57.825	3	19.275	21.547	.000
Within Groups	103.767	116	.895		
Total	161.592	119			

Multiple Comparisons

Dependent Variable: Negara yang baik dalam pendesainan produk
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.767(*)	.244	.013	-1.42	-.11
	Mac Book Apple	-1.167(*)	.244	.000	-1.82	-.51
	Zyrex	.633	.244	.064	-.02	1.29
Toshiba	Acer	.767(*)	.244	.013	.11	1.42
	Mac Book Apple	-.400	.244	.625	-1.06	.26
	Zyrex	1.400(*)	.244	.000	.74	2.06
Mac Book Apple	Acer	1.167(*)	.244	.000	.51	1.82
	Toshiba	.400	.244	.625	-.26	1.06
	Zyrex	1.800(*)	.244	.000	1.14	2.46
Zyrex	Acer	-.633	.244	.064	-1.29	.02
	Toshiba	-1.400(*)	.244	.000	-2.06	-.74
	Mac Book Apple	-1.800(*)	.244	.000	-2.46	-1.14

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

d) Indikator-4

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Negara yang memiliki kecakapan kerja yang kreatif * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Negara yang memiliki kecakapan kerja yang kreatif * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Negara yang memiliki kecakapan kerja yang kreatif	2	Count	0	0	0	1
		% of Total	.0%	.0%	.0%	.8%
3	Count	2	1	0	4	7
		% of Total	1.7%	.8%	.0%	3.3%
4	Count	7	0	2	8	17
		% of Total	5.8%	.0%	1.7%	6.7%
5	Count	9	5	6	10	30
		% of Total	7.5%	4.2%	5.0%	8.3%
6	Count	12	15	12	5	44
		% of Total	10.0%	12.5%	10.0%	4.2%
7	Count	0	9	10	2	21
		% of Total	.0%	7.5%	8.3%	1.7%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Negara yang memiliki kecakapan kerja yang kreatif

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	42.867	3	14.289	14.215	.000
Within Groups	116.600	116	1.005		
Total	159.467	119			

Multiple Comparisons

Dependent Variable: Negara yang memiliki kecakapan kerja yang kreatif
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-1.000(*)	.259	.001	-1.69	-.31
	Mac Book Apple	-.967(*)	.259	.002	-1.66	-.27
	Zyrex	.367	.259	.956	-.33	1.06
Toshiba	Acer	1.000(*)	.259	.001	.31	1.69
	Mac Book Apple	.033	.259	1.000	-.66	.73
	Zyrex	1.367(*)	.259	.000	.67	2.06
Mac Book Apple	Acer	.967(*)	.259	.002	.27	1.66
	Toshiba	-.033	.259	1.000	-.73	.66
	Zyrex	1.333(*)	.259	.000	.64	2.03
Zyrex	Acer	-.367	.259	.956	-1.06	.33
	Toshiba	-1.367(*)	.259	.000	-2.06	-.67
	Mac Book Apple	-1.333(*)	.259	.000	-2.03	-.64

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

e) Indikator-5 Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Negara yang memiliki kecakapan kerja yang berkualitas tinggi * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Negara yang memiliki kecakapan kerja yang berkualitas tinggi * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Negara yang memiliki kecakapan kerja yang berkualitas tinggi	1 Count	0	0	1	0	1
	% of Total	.0%	.0%	.8%	.0%	.8%
2	Count	0	0	0	1	1
	% of Total	.0%	.0%	.0%	.8%	.8%
3	Count	3	0	1	6	10
	% of Total	2.5%	.0%	.8%	5.0%	8.3%
4	Count	7	0	2	8	17
	% of Total	5.8%	.0%	1.7%	6.7%	14.2%
5	Count	10	2	4	13	29
	% of Total	8.3%	1.7%	3.3%	10.8%	24.2%
6	Count	8	15	10	1	34
	% of Total	6.7%	12.5%	8.3%	.8%	28.3%
7	Count	2	13	12	1	28
	% of Total	1.7%	10.8%	10.0%	.8%	23.3%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Negara yang memiliki kecapakan kerja yang berkualitas tinggi

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	74.300	3	24.767	21.114	.000
Within Groups	136.067	116	1.173		
Total	210.367	119			

Multiple ComparisonsDependent Variable: Negara yang memiliki kecapakan kerja yang berkualitas tinggi
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-1.400(*)	.280	.000	-2.15	-.65
	Mac Book Apple	-.900(*)	.280	.010	-1.65	-.15
	Zyrex	.633	.280	.152	-.12	1.38
Toshiba	Acer	1.400(*)	.280	.000	.65	2.15
	Mac Book Apple	.500	.280	.458	-.25	1.25
	Zyrex	2.033(*)	.280	.000	1.28	2.78
Mac Book Apple	Acer	.900(*)	.280	.010	.15	1.65
	Toshiba	-.500	.280	.458	-1.25	.25
	Zyrex	1.533(*)	.280	.000	.78	2.28
Zyrex	Acer	-.633	.280	.152	-1.38	.12
	Toshiba	-2.033(*)	.280	.000	-2.78	-1.28
	Mac Book Apple	-1.533(*)	.280	.000	-2.28	-.78

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

f) Indikator-6**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Negara yang bermartabat tinggi * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Negara yang bergengsi tinggi * Merek Notebook Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Negara yang bermartabat tinggi	3	Count	2	0	0	2	4
		% of Total	1.7%	.0%	.0%	1.7%	3.3%
	4	Count	9	0	0	5	14
		% of Total	7.5%	.0%	.0%	4.2%	11.7%
	5	Count	10	8	10	16	44
		% of Total	8.3%	6.7%	8.3%	13.3%	36.7%
	6	Count	8	18	14	6	46
		% of Total	6.7%	15.0%	11.7%	5.0%	38.3%
	7	Count	1	4	6	1	12
		% of Total	.8%	3.3%	5.0%	.8%	10.0%
Total		Count	30	30	30	30	120
		% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Negara yang bermartabat tinggi

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.200	3	8.733	12.889	.000
Within Groups	78.600	116	.678		
Total	104.800	119			

Multiple Comparisons

Dependent Variable: Negara yang bergengsi tinggi
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.967(*)	.213	.000	-1.54	-.40
	Mac Book Apple	-.967(*)	.213	.000	-1.54	-.40
	Zyrex	-.067	.213	1.000	-.64	.50
Toshiba	Acer	.967(*)	.213	.000	.40	1.54
	Mac Book Apple	.000	.213	1.000	-.57	.57
	Zyrex	.900(*)	.213	.000	.33	1.47
Mac Book Apple	Acer	.967(*)	.213	.000	.40	1.54
	Toshiba	.000	.213	1.000	-.57	.57
	Zyrex	.900(*)	.213	.000	.33	1.47
Zyrex	Acer	.067	.213	1.000	-.50	.64
	Toshiba	-.900(*)	.213	.000	-1.47	-.33
	Mac Book Apple	-.900(*)	.213	.000	-1.47	-.33

* The mean difference is significant at the .05 level

g) Indikator-7

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Negara yang memiliki sebuah citra negara maju * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Negara yang memiliki sebuah citra negara maju * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Negara yang memiliki sebuah citra negara maju	1 Count	0	0	0	1	1
	% of Total	.0%	.0%	.0%	.8%	.8%
2	Count	1	0	0	3	4
	% of Total	.8%	.0%	.0%	2.5%	3.3%
3	Count	2	0	0	6	8
	% of Total	1.7%	.0%	.0%	5.0%	6.7%
4	Count	5	0	0	4	9
	% of Total	4.2%	.0%	.0%	3.3%	7.5%
5	Count	9	7	0	8	24
	% of Total	7.5%	5.8%	.0%	6.7%	20.0%
6	Count	11	9	10	6	36
	% of Total	9.2%	7.5%	8.3%	5.0%	30.0%
7	Count	2	14	20	2	38
	% of Total	1.7%	11.7%	16.7%	1.7%	31.7%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Negara yang memiliki sebuah citra negara maju

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	99.292	3	33.097	27.482	.000
Within Groups	139.700	116	1.204		
Total	238.992	119			

Multiple Comparisons

Dependent Variable: Negara yang memiliki sebuah citra negara maju
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-1.133(*)	.283	.001	-1.89	-.37
	Mac Book Apple	-1.567(*)	.283	.000	-2.33	-.81
	Zyrex	.733	.283	.065	-.03	1.49
Toshiba	Acer	1.133(*)	.283	.001	.37	1.89
	Mac Book Apple	-.433	.283	.773	-1.19	.33
	Zyrex	1.867(*)	.283	.000	1.11	2.63
Mac Book Apple	Acer	1.567(*)	.283	.000	.81	2.33
	Toshiba	.433	.283	.773	-.33	1.19
	Zyrex	2.300(*)	.283	.000	1.54	3.06
Zyrex	Acer	-.733	.283	.065	-1.49	.03
	Toshiba	-1.867(*)	.283	.000	-2.63	-1.11
	Mac Book Apple	-2.300(*)	.283	.000	-3.06	-1.54

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

3. Dimensi Performance

		Penggunaan notebook merek ini	Variasi pilihan ukuran notebook merek ini	Variasi pilihan warna notebook merek ini	Ciri khas desain yang dimiliki notebook merek ini
N	Valid	120	120	120	120
	Missing	0	0	0	0
Mean		5.52	5.07	4.83	5.38
Mode		6	4(a)	5	5

a Multiple modes exist. The smallest value is shown

a). Indikator 1

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Penggunaan notebook merek ini * Nama Merek Notebook Responden	120	100.0%	0	.0%	120	100.0%

Penggunaan notebook merek ini * Nama Merek Notebook Responden Crosstabulation

			Nama Merek Notebook Responden				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Penggunaan notebook merek ini	3	Count	0	0	0	5	5
		% of Total	.0%	.0%	.0%	4.2%	4.2%
4	Count	7	0	0	16	23	
	% of Total	5.8%	.0%	.0%	13.3%	19.2%	
5	Count	11	6	0	9	26	
	% of Total	9.2%	5.0%	.0%	7.5%	21.7%	
6	Count	12	15	10	0	37	
	% of Total	10.0%	12.5%	8.3%	.0%	30.8%	
7	Count	0	9	20	0	29	
	% of Total	.0%	7.5%	16.7%	.0%	24.2%	
Total	Count	30	30	30	30	120	
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%	

ANOVA

Penggunaan notebook merek ini

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	110.967	3	36.989	80.957	.000
Within Groups	53.000	116	.457		
Total	163.967	119			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Penggunaan notebook merek ini
Bonferroni

(I) Nama Merek Notebook Responden (J) Nama Merek Notebook Responden	Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval		
				Lower Bound	Upper Bound	
Acer	Toshiba	-.933(*)	.175	.000	-1.40	-.46
	Mac Book Apple	-1.500(*)	.175	.000	-1.97	-1.03
	Zyrex	1.033(*)	.175	.000	.56	1.50
Toshiba	Acer	.933(*)	.175	.000	.46	1.40
	Mac Book Apple	-.567(*)	.175	.009	-1.04	-.10
	Zyrex	1.967(*)	.175	.000	1.50	2.44
Mac Book Apple	Acer	1.500(*)	.175	.000	1.03	1.97
	Toshiba	.567(*)	.175	.009	.10	1.04
	Zyrex	2.533(*)	.175	.000	2.06	3.00
Zyrex	Acer	-1.033(*)	.175	.000	-1.50	-.56
	Toshiba	-1.967(*)	.175	.000	-2.44	-1.50
	Mac Book Apple	-2.533(*)	.175	.000	-3.00	-2.06

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

b). Indikator 2

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Ergonomics atau jarak antar keypads * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Ergonomics atau jarak antar keypads * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Ergonomics atau jarak antar keypads	1 Count	0	0	0	1	1
	% of Total	.0%	.0%	.0%	.8%	.8%
3	Count	2	0	0	0	2
	% of Total	1.7%	.0%	.0%	.0%	1.7%
4	Count	1	2	0	2	5
	% of Total	.8%	1.7%	.0%	1.7%	4.2%
5	Count	8	7	10	11	36
	% of Total	6.7%	5.8%	8.3%	9.2%	30.0%
6	Count	10	10	8	11	39
	% of Total	8.3%	8.3%	6.7%	9.2%	32.5%
7	Count	9	11	12	5	37
	% of Total	7.5%	9.2%	10.0%	4.2%	30.8%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Ergonomics atau jarak antar keypads

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.933	3	1.978	1.810	.149
Within Groups	126.733	116	1.093		
Total	132.667	119			

Multiple Comparisons

Dependent Variable: Ergonomics atau jarak antar keypads
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.233	.270	1.000	-.96	.49
	Mac Book Apple	-.300	.270	1.000	-1.02	.42
	Zyrex	.267	.270	1.000	-.46	.99
Toshiba	Acer	.233	.270	1.000	-.49	.96
	Mac Book Apple	-.067	.270	1.000	-.79	.66
	Zyrex	.500	.270	.399	-.22	1.22
Mac Book Apple	Acer	.300	.270	1.000	-.42	1.02
	Toshiba	.067	.270	1.000	-.66	.79
	Zyrex	.567	.270	.228	-.16	1.29
Zyrex	Acer	-.267	.270	1.000	-.99	.46
	Toshiba	-.500	.270	.399	-1.22	.22
	Mac Book Apple	-.567	.270	.228	-1.29	.16

c). Indikator-3

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Tekanan pada keypads * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Tekanan pada keypads * Merek Notebook Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Tekanan pada keypads	4	Count	6	1	1	5	13
		% of Total	5.0%	.8%	.8%	4.2%	10.8%
	5	Count	8	8	5	6	27
		% of Total	6.7%	6.7%	4.2%	5.0%	22.5%
	6	Count	11	8	9	15	43
		% of Total	9.2%	6.7%	7.5%	12.5%	35.8%
	7	Count	5	13	15	4	37
		% of Total	4.2%	10.8%	12.5%	3.3%	30.8%
Total		Count	30	30	30	30	120
		% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Tekanan pada keypads

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.600	3	4.200	4.811	.003
Within Groups	101.267	116	.873		
Total	113.867	119			

Multiple Comparisons

Dependent Variable: Tekanan pada keypads
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.600	.241	.086	-1.25	.05
	Mac Book Apple	-.767(*)	.241	.011	-1.41	-.12
	Zyrex	-.100	.241	1.000	-.75	.55
Toshiba	Acer	.600	.241	.086	-.05	1.25
	Mac Book Apple	-.167	.241	1.000	-.81	.48
	Zyrex	.500	.241	.243	-.15	1.15
Mac Book Apple	Acer	.767(*)	.241	.011	.12	1.41
	Toshiba	.167	.241	1.000	-.48	.81
	Zyrex	.667(*)	.241	.040	.02	1.31
Zyrex	Acer	.100	.241	1.000	-.55	.75
	Toshiba	-.500	.241	.243	-1.15	.15
	Mac Book Apple	-.667(*)	.241	.040	-1.31	-.02

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

4. Dimensi *Features*

Statistics

		Kualitas suara yang dihasilkan	Kelengkapan fitur-fitur	Kapasitas memori (RAM)	Kapasitas Hard Disk
N	Valid	120	120	120	120
	Missing	0	0	0	0
Mean		5.49	5.70	5.42	5.42
Mode		6	7	6	6

a) Indikator-1

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kualitas suara yang dihasilkan * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Kualitas suara yang dihasilkan * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Kualitas suara yang dihasilkan	3 Count	0	1	0	2	3
	% of Total	.0%	.8%	.0%	1.7%	2.5%
4	Count	8	4	2	5	19
	% of Total	6.7%	3.3%	1.7%	4.2%	15.8%
5	Count	12	8	2	13	35
	% of Total	10.0%	6.7%	1.7%	10.8%	29.2%
6	Count	9	8	17	8	42
	% of Total	7.5%	6.7%	14.2%	6.7%	35.0%
7	Count	1	9	9	2	21
	% of Total	.8%	7.5%	7.5%	1.7%	17.5%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Kualitas suara yang dihasilkan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.225	3	7.075	7.687	.000
Within Groups	106.767	116	.920		
Total	127.992	119			

Multiple Comparisons

Dependent Variable: Kualitas suara yang dihasilkan
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.567	.248	.144	-1.23	.10
	Mac Book Apple	-1.000(*)	.248	.001	-1.66	-.34
	Zyrex	.000	.248	1.000	-.66	.66
Toshiba	Acer	.567	.248	.144	-.10	1.23
	Mac Book Apple	-.433	.248	.497	-1.10	.23
	Zyrex	.567	.248	.144	-.10	1.23
Mac Book Apple	Acer	1.000(*)	.248	.001	.34	1.66
	Toshiba	.433	.248	.497	-.23	1.10
	Zyrex	1.000(*)	.248	.001	.34	1.66
Zyrex	Acer	.000	.248	1.000	-.66	.66
	Toshiba	-.567	.248	.144	-1.23	.10
	Mac Book Apple	-1.000(*)	.248	.001	-1.66	-.34

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

b) Indikator-2

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kelengkapan fitur-fitur * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Kelengkapan fitur-fitur * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Kelengkapan fitur-fitur 1	Count	0	1	0	0	1
	% of Total	.0%	.8%	.0%	.0%	.8%
2	Count	0	0	0	1	1
	% of Total	.0%	.0%	.0%	.8%	.8%
3	Count	2	4	1	2	9
	% of Total	1.7%	3.3%	.8%	1.7%	7.5%
4	Count	0	2	1	5	8
	% of Total	.0%	1.7%	.8%	4.2%	6.7%
5	Count	9	3	5	8	25
	% of Total	7.5%	2.5%	4.2%	6.7%	20.8%
6	Count	7	7	9	12	35
	% of Total	5.8%	5.8%	7.5%	10.0%	29.2%
7	Count	12	13	14	2	41
	% of Total	10.0%	10.8%	11.7%	1.7%	34.2%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Kelengkapan fitur-fitur

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.600	3	5.533	3.333	.022
Within Groups	192.600	116	1.660		
Total	209.200	119			

Multiple Comparisons

Dependent Variable: Kelengkapan fitur-fitur
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	.267	.333	1.000	-.63	1.16
	Mac Book Apple	-.233	.333	1.000	-1.13	.66
	Zyrex	.767	.333	.138	-.13	1.66
Toshiba	Acer	-.267	.333	1.000	-1.16	.63
	Mac Book Apple	-.500	.333	.814	-1.39	.39
	Zyrex	.500	.333	.814	-.39	1.39
Mac Book Apple	Acer	.233	.333	1.000	-.66	1.13
	Toshiba	.500	.333	.814	-.39	1.39
	Zyrex	1.000(*)	.333	.019	.11	1.89
Zyrex	Acer	-.767	.333	.138	-1.66	.13
	Toshiba	-.500	.333	.814	-1.39	.39
	Mac Book Apple	-1.000(*)	.333	.019	-1.89	-.11

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

c) Indikator-3

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kapasitas memori (RAM) * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Kapasitas memori (RAM) * Merek Notebook Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Kapasitas memori (RAM)	2	Count	1	0	1	1	3
		% of Total	.8%	.0%	.8%	.8%	2.5%
3	Count	1	2	0	1	4	
	% of Total	.8%	1.7%	.0%	.8%	3.3%	
4	Count	7	6	2	4	19	
	% of Total	5.8%	5.0%	1.7%	3.3%	15.8%	
5	Count	4	7	6	7	24	
	% of Total	3.3%	5.8%	5.0%	5.8%	20.0%	
6	Count	13	11	14	16	54	
	% of Total	10.8%	9.2%	11.7%	13.3%	45.0%	
7	Count	4	4	7	1	16	
	% of Total	3.3%	3.3%	5.8%	.8%	13.3%	
Total	Count	30	30	30	30	120	
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%	

ANOVA

Kapasitas memori (RAM)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.900	3	1.633	1.228	.303
Within Groups	154.267	116	1.330		
Total	159.167	119			

Multiple Comparisons

Dependent Variable: Kapasitas memori (RAM)

Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	.000	.298	1.000	-.80	.80
	Mac Book Apple	-.467	.298	.719	-1.27	.33
	Zyrex	.000	.298	1.000	-.80	.80
Toshiba	Acer	.000	.298	1.000	-.80	.80
	Mac Book Apple	-.467	.298	.719	-1.27	.33
	Zyrex	.000	.298	1.000	-.80	.80
Mac Book Apple	Acer	.467	.298	.719	-.33	1.27
	Toshiba	.467	.298	.719	-.33	1.27
	Zyrex	.467	.298	.719	-.33	1.27
Zyrex	Acer	.000	.298	1.000	-.80	.80
	Toshiba	.000	.298	1.000	-.80	.80
	Mac Book Apple	-.467	.298	.719	-1.27	.33

d) Indikator-4

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kapasitas Hard Disk * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Kapasitas Hard Disk * Merek Notebook Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Kapasitas Hard Disk	2	Count	0	0	1	0	1
		% of Total	.0%	.0%	.8%	.0%	.8%
3	Count	1	2	1	1	5	
	% of Total	.8%	1.7%	.8%	.8%	4.2%	
4	Count	3	5	2	5	15	
	% of Total	2.5%	4.2%	1.7%	4.2%	12.5%	
5	Count	11	9	4	11	35	
	% of Total	9.2%	7.5%	3.3%	9.2%	29.2%	
6	Count	11	13	15	11	50	
	% of Total	9.2%	10.8%	12.5%	9.2%	41.7%	
7	Count	4	1	7	2	14	
	% of Total	3.3%	.8%	5.8%	1.7%	11.7%	
Total	Count	30	30	30	30	120	
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%	

ANOVA

Kapasitas Hard Disk

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.167	3	1.722	1.611	.191
Within Groups	124.000	116	1.069		
Total	129.167	119			

Multiple Comparisons

Dependent Variable: Kapasitas Hard Disk
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	.267	.267	1.000	-.45	.98
	Mac Book Apple	-.267	.267	1.000	-.98	.45
	Zyrex	.200	.267	1.000	-.52	.92
Toshiba	Acer	-.267	.267	1.000	-.98	.45
	Mac Book Apple	-.533	.267	.288	-1.25	.18
	Zyrex	-.067	.267	1.000	-.78	.65
Mac Book Apple	Acer	.267	.267	1.000	-.45	.98
	Toshiba	.533	.267	.288	-.18	1.25
	Zyrex	.467	.267	.499	-.25	1.18
Zyrex	Acer	-.200	.267	1.000	-.92	.52
	Toshiba	.067	.267	1.000	-.65	.78
	Mac Book Apple	-.467	.267	.499	-1.18	.25

e) Indikator-5

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Ciri khas desain yang dimiliki notebook merek ini * Nama Merek Notebook Responden	120	100.0%	0	.0%	120	100.0%

Ciri khas desain yang dimiliki notebook merek ini * Nama Merek Notebook Responden
Crosstabulation

		Nama Merek Notebook Responden				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Ciri khas desain yang dimiliki notebook merek ini	3	Count	0	0	0	3
		% of Total	.0%	.0%	.0%	2.5%
4	Count	0	3	1	21	25
		% of Total	.0%	2.5%	.8%	17.5%
5	Count	21	12	0	5	38
		% of Total	17.5%	10.0%	.0%	4.2%
6	Count	9	11	11	1	32
		% of Total	7.5%	9.2%	9.2%	.8%
7	Count	0	4	18	0	22
		% of Total	.0%	3.3%	15.0%	.0%
Total	Count	30	30	30	30	120
		% of Total	25.0%	25.0%	25.0%	25.0%

ANOVA

Ciri khas desain yang dimiliki notebook merek ini

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	87.425	3	29.142	64.145	.000
Within Groups	52.700	116	.454		
Total	140.125	119			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Ciri khas desain yang dimiliki notebook merek ini

Bonferroni

(I) Nama Merek Notebook Responden	(J) Nama Merek Notebook Responden	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.233	.174	1.000	-.70	.23
	Mac Book Apple	-1.233(*)	.174	.000	-1.70	-.77
	Zyrex	1.167(*)	.174	.000	.70	1.63
Toshiba	Acer	.233	.174	1.000	-.23	.70
	Mac Book Apple	-1.000(*)	.174	.000	-1.47	-.53
	Zyrex	1.400(*)	.174	.000	.93	1.87
Mac Book Apple	Acer	1.233(*)	.174	.000	.77	1.70
	Toshiba	1.000(*)	.174	.000	.53	1.47
	Zyrex	2.400(*)	.174	.000	1.93	2.87
Zyrex	Acer	-1.167(*)	.174	.000	-1.63	-.70
	Toshiba	-1.400(*)	.174	.000	-1.87	-.93
	Mac Book Apple	-2.400(*)	.174	.000	-2.87	-1.93

* The mean difference is significant at the .05 level

5. Dimensi Reliability

Statistics

		Fungsi Touch Pad notebook merek ini	Fungsi tombol-tombol keypad pada keyboard notebook	Tingkat kemampuan notebook merek ini beroperasi dalam waktu yang lama
N	Valid	120	120	120
	Missing	0	0	0
Mean		5.86	5.75	5.67
Mode		6	6	7

a) Indikator-1

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Penggunaan Touch Pad * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Penggunaan Touch Pad * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Penggunaan Touch Pad	1 Count	1	0	0	1	2
	% of Total	.8%	.0%	.0%	.8%	1.7%
2	Count	1	0	0	1	2
	% of Total	.8%	.0%	.0%	.8%	1.7%
3	Count	1	1	0	1	3
	% of Total	.8%	.8%	.0%	.8%	2.5%
4	Count	3	0	1	2	6
	% of Total	2.5%	.0%	.8%	1.7%	5.0%
5	Count	12	9	5	5	31
	% of Total	10.0%	7.5%	4.2%	4.2%	25.8%
6	Count	7	11	12	11	41
	% of Total	5.8%	9.2%	10.0%	9.2%	34.2%
7	Count	5	9	12	9	35
	% of Total	4.2%	7.5%	10.0%	7.5%	29.2%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Penggunaan Touch Pad

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.558	3	5.519	3.717	.014
Within Groups	172.233	116	1.485		
Total	188.792	119			

Multiple Comparisons

Dependent Variable: Penggunaan Touch Pad
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.733	.315	.129	-1.58	.11
	Mac Book Apple	-1.000(*)	.315	.011	-1.84	-.16
	Zyrex	-.433	.315	1.000	-1.28	.41
Toshiba	Acer	.733	.315	.129	-.11	1.58
	Mac Book Apple	-.267	.315	1.000	-1.11	.58
	Zyrex	.300	.315	1.000	-.54	1.14
Mac Book Apple	Acer	1.000(*)	.315	.011	.16	1.84
	Toshiba	.267	.315	1.000	-.58	1.11
	Zyrex	.567	.315	.446	-.28	1.41
Zyrex	Acer	.433	.315	1.000	-.41	1.28
	Toshiba	-.300	.315	1.000	-1.14	.54
	Mac Book Apple	-.567	.315	.446	-1.41	.28

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

b) Indikator-2

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Penggunaan tombol keypad pada keyboard * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Penggunaan tombol keypad pada keyboard * Merek Notebook Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Penggunaan tombol keypad pada keyboard	3	Count	0	1	0	0	1
		% of Total	.0%	.8%	.0%	.0%	.8%
4	Count	3	0	1	2	6	
	% of Total	2.5%	.0%	.8%	1.7%	5.0%	
5	Count	6	6	5	6	23	
	% of Total	5.0%	5.0%	4.2%	5.0%	19.2%	
6	Count	13	13	12	12	50	
	% of Total	10.8%	10.8%	10.0%	10.0%	41.7%	
7	Count	8	10	12	10	40	
	% of Total	6.7%	8.3%	10.0%	8.3%	33.3%	
Total	Count	30	30	30	30	120	
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%	

ANOVA

Penggunaan tombol keypad pada keyboard

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.367	3	.456	.559	.643
Within Groups	94.600	116	.816		
Total	95.967	119			

Multiple Comparisons

Dependent Variable: Penggunaan tombol keypad pada keyboard
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.167	.233	1.000	-.79	.46
	Mac Book Apple	-.300	.233	1.000	-.93	.33
	Zyrex	-.133	.233	1.000	-.76	.49
Toshiba	Acer	.167	.233	1.000	-.46	.79
	Mac Book Apple	-.133	.233	1.000	-.76	.49
	Zyrex	.033	.233	1.000	-.59	.66
Mac Book Apple	Acer	.300	.233	1.000	-.33	.93
	Toshiba	.133	.233	1.000	-.49	.76
	Zyrex	.167	.233	1.000	-.46	.79
Zyrex	Acer	.133	.233	1.000	-.49	.76
	Toshiba	-.033	.233	1.000	-.66	.59
	Mac Book Apple	-.167	.233	1.000	-.79	.46

c) Indikator-3

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Notebook mampu beroperasi dalam durasi waktu yang lama * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Notebook mampu beroperasi dalam durasi waktu yang lama * Merek Notebook Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Notebook mampu beroperasi dalam durasi waktu yang lama	3	Count	5	1	0	0	6
		% of Total	4.2%	.8%	.0%	.0%	5.0%
	4	Count	7	3	0	3	13
		% of Total	5.8%	2.5%	.0%	2.5%	10.8%
	5	Count	9	7	3	14	33
		% of Total	7.5%	5.8%	2.5%	11.7%	27.5%
	6	Count	8	11	14	5	38
		% of Total	6.7%	9.2%	11.7%	4.2%	31.7%
	7	Count	1	8	13	8	30
		% of Total	.8%	6.7%	10.8%	6.7%	25.0%
Total		Count	30	30	30	30	120
		% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Notebook mampu beroperasi dalam durasi waktu yang lama

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	37.492	3	12.497	12.818	.000
Within Groups	113.100	116	.975		
Total	150.592	119			

Multiple Comparisons

Dependent Variable: Notebook mampu beroperasi dalam durasi waktu yang lama
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.967(*)	.255	.001	-1.65	-.28
	Mac Book Apple	-1.567(*)	.255	.000	-2.25	-.88
	Zyrex	-.833(*)	.255	.009	-1.52	-.15
Toshiba	Acer	.967(*)	.255	.001	.28	1.65
	Mac Book Apple	-.600	.255	.122	-1.28	.08
	Zyrex	.133	.255	1.000	-.55	.82
Mac Book Apple	Acer	1.567(*)	.255	.000	.88	2.25
	Toshiba	.600	.255	.122	-.08	1.28
	Zyrex	.733(*)	.255	.029	.05	1.42
Zyrex	Acer	.833(*)	.255	.009	.15	1.52
	Toshiba	-.133	.255	1.000	-.82	.55
	Mac Book Apple	-.733(*)	.255	.029	-1.42	-.05

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

6. Dimensi Conformance with Spesification

Statistics

		Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi	Tingkat kecacatan notebook secara fisik saat pertama kali dibeli	Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis
N	Valid	120	120	120
	Missing	0	0	0
Mean		5.87	5.95	5.83
Mode		6	7	6

a) Indikator-1

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi * Merek Notebook Crosstabulation

		Merek Notebook				Total	
		Acer	Toshiba	Mac Book Apple	Zyrex		
Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi	3	Count	1	0	2	0	3
		% of Total	.8%	.0%	1.7%	.0%	2.5%
	4	Count	1	2	2	0	5
		% of Total	.8%	1.7%	1.7%	.0%	4.2%
	5	Count	10	7	6	9	32
		% of Total	8.3%	5.8%	5.0%	7.5%	26.7%
	6	Count	12	13	8	12	45
		% of Total	10.0%	10.8%	6.7%	10.0%	37.5%
	7	Count	6	8	12	9	35
		% of Total	5.0%	6.7%	10.0%	7.5%	29.2%
Total		Count	30	30	30	30	120
		% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.400	3	.467	.490	.690
Within Groups	110.467	116	.952		
Total	111.867	119			

Multiple Comparisons

Dependent Variable: Tingkat kelengkapan notebook saat dibeli sesuai dengan daftar isi
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.200	.252	1.000	-.88	.48
	Mac Book Apple	-.167	.252	1.000	-.84	.51
	Zyrex	-.300	.252	1.000	-.98	.38
Toshiba	Acer	.200	.252	1.000	-.48	.88
	Mac Book Apple	.033	.252	1.000	-.64	.71
	Zyrex	-.100	.252	1.000	-.78	.58
Mac Book Apple	Acer	.167	.252	1.000	-.51	.84
	Toshiba	-.033	.252	1.000	-.71	.64
	Zyrex	-.133	.252	1.000	-.81	.54
Zyrex	Acer	.300	.252	1.000	-.38	.98
	Toshiba	.100	.252	1.000	-.58	.78
	Mac Book Apple	.133	.252	1.000	-.54	.81

b) Indikator-2

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Tingkat kecacatan notebook secara fisik saat pertama kali dibeli * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Tingkat kecacatan notebook secara fisik saat pertama kali dibeli * Merek Notebook
Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Tingkat kecacatan notebook secara fisik saat pertama kali dibeli	1	Count	0	0	0	2	2
		% of Total	.0%	.0%	.0%	1.7%	1.7%
	2	Count	0	1	1	1	3
		% of Total	.0%	.8%	.8%	.8%	2.5%
	3	Count	2	0	2	1	5
		% of Total	1.7%	.0%	1.7%	.8%	4.2%
	4	Count	1	3	0	3	7
		% of Total	.8%	2.5%	.0%	2.5%	5.8%
	5	Count	2	0	2	2	6
		% of Total	1.7%	.0%	1.7%	1.7%	5.0%
	6	Count	13	15	9	9	46
		% of Total	10.8%	12.5%	7.5%	7.5%	38.3%
	7	Count	12	11	16	12	51
		% of Total	10.0%	9.2%	13.3%	10.0%	42.5%
Total		Count	30	30	30	30	120
		% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Tingkat kecacatan notebook secara fisik saat pertama kali dibeli

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.033	3	2.011	1.052	.372
Within Groups	221.667	116	1.911		
Total	227.700	119			

Multiple Comparisons

Dependent Variable: Tingkat kecacatan notebook secara fisik saat pertama kali dibeli
 Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	.033	.357	1.000	-.92	.99
	Mac Book Apple	-.067	.357	1.000	-1.02	.89
	Zyrex	.500	.357	.984	-.46	1.46
Toshiba	Acer	-.033	.357	1.000	-.99	.92
	Mac Book Apple	-.100	.357	1.000	-1.06	.86
	Zyrex	.467	.357	1.000	-.49	1.42
Mac Book Apple	Acer	.067	.357	1.000	-.89	1.02
	Toshiba	.100	.357	1.000	-.86	1.06
	Zyrex	.567	.357	.691	-.39	1.52
Zyrex	Acer	-.500	.357	.984	-1.46	.46
	Toshiba	-.467	.357	1.000	-1.42	.49
	Mac Book Apple	-.567	.357	.691	-1.52	.39

c) Indikator-3

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis	2 Count	2	1	0	0	3
	% of Total	1.7%	.8%	.0%	.0%	2.5%
4	Count	0	3	1	5	9
	% of Total	.0%	2.5%	.8%	4.2%	7.5%
5	Count	7	7	5	5	24
	% of Total	5.8%	5.8%	4.2%	4.2%	20.0%
6	Count	14	14	9	14	51
	% of Total	11.7%	11.7%	7.5%	11.7%	42.5%
7	Count	7	5	15	6	33
	% of Total	5.8%	4.2%	12.5%	5.0%	27.5%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.092	3	2.697	2.421	.070
Within Groups	129.233	116	1.114		
Total	137.325	119			

Multiple Comparisons

Dependent Variable: Tingkat kinerja notebook sesuai dengan spesifikasi yang tertulis
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	.133	.273	1.000	-.60	.86
	Mac Book Apple	-.533	.273	.317	-1.26	.20
	Zyrex	.033	.273	1.000	-.70	.76
Toshiba	Acer	-.133	.273	1.000	-.86	.60
	Mac Book Apple	-.667	.273	.096	-1.40	.06
	Zyrex	-.100	.273	1.000	-.83	.63
Mac Book Apple	Acer	.533	.273	.317	-.20	1.26
	Toshiba	.667	.273	.096	-.06	1.40
	Zyrex	.567	.273	.239	-.16	1.30
Zyrex	Acer	-.033	.273	1.000	-.76	.70
	Toshiba	.100	.273	1.000	-.63	.83
	Mac Book Apple	-.567	.273	.239	-1.30	.16

7. Dimensi Durability

Statistics

		Daya tahan hard disk	Daya tahan tulisan pada keyboard	Daya tahan kabel	Daya tahan adaptor	Daya tahan tombol-tombol keypad
N	Valid	120	120	120	120	120
	Missing	0	0	0	0	0
Mean		5.50	5.78	5.57	5.63	5.74
Mode		6	6	6	6	6

a) Indikator-1

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Daya tahan hard disk * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Daya tahan hard disk * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Daya tahan hard disk	3 Count	1	0	2	1	4
	% of Total	.8%	.0%	1.7%	.8%	3.3%
4	Count	6	2	0	3	11
	% of Total	5.0%	1.7%	.0%	2.5%	9.2%
5	Count	11	11	4	16	42
	% of Total	9.2%	9.2%	3.3%	13.3%	35.0%
6	Count	10	14	13	10	47
	% of Total	8.3%	11.7%	10.8%	8.3%	39.2%
7	Count	2	3	11	0	16
	% of Total	1.7%	2.5%	9.2%	.0%	13.3%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Daya tahan hard disk

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.867	3	4.956	6.172	.001
Within Groups	93.133	116	.803		
Total	108.000	119			

Multiple Comparisons

Dependent Variable: Daya tahan hard disk
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.400	.231	.519	-1.02	.22
	Mac Book Apple	-.833(*)	.231	.003	-1.45	-.21
	Zyrex	.033	.231	1.000	-.59	.65
Toshiba	Acer	.400	.231	.519	-.22	1.02
	Mac Book Apple	-.433	.231	.381	-1.05	.19
	Zyrex	.433	.231	.381	-.19	1.05
Mac Book Apple	Acer	.833(*)	.231	.003	.21	1.45
	Toshiba	.433	.231	.381	-.19	1.05
	Zyrex	.867(*)	.231	.002	.25	1.49
Zyrex	Acer	-.033	.231	1.000	-.65	.59
	Toshiba	-.433	.231	.381	-1.05	.19
	Mac Book Apple	-.867(*)	.231	.002	-1.49	-.25

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

b) Indikator-2

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Daya tahan tulisan pada keyboard * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Daya tahan tulisan pada keyboard * Merek Notebook Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Daya tahan tulisan pada keyboard	4	Count	3	1	1	2	7
		% of Total	2.5%	.8%	.8%	1.7%	5.8%
5	Count	7	7	7	7	18	39
	% of Total	5.8%	5.8%	5.8%	15.0%	32.5%	
6	Count	12	16	10	10	48	
	% of Total	10.0%	13.3%	8.3%	8.3%	40.0%	
7	Count	8	6	12	0	26	
	% of Total	6.7%	5.0%	10.0%	.0%	21.7%	
Total	Count	30	30	30	30	120	
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%	

ANOVA

Daya tahan tulisan pada keyboard

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.492	3	3.831	5.891	.001
Within Groups	75.433	116	.650		
Total	86.925	119			

Multiple Comparisons

Dependent Variable: Daya tahan tulisan pada keyboard
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.067	.208	1.000	-.63	.49
	Mac Book Apple	-.267	.208	1.000	-.83	.29
	Zyrex	.567(*)	.208	.045	.01	1.13
Toshiba	Acer	.067	.208	1.000	-.49	.63
	Mac Book Apple	-.200	.208	1.000	-.76	.36
	Zyrex	.633(*)	.208	.017	.07	1.19
Mac Book Apple	Acer	.267	.208	1.000	-.29	.83
	Toshiba	.200	.208	1.000	-.36	.76
	Zyrex	.833(*)	.208	.001	.27	1.39
Zyrex	Acer	-.567(*)	.208	.045	-1.13	-.01
	Toshiba	-.633(*)	.208	.017	-1.19	-.07
	Mac Book Apple	-.833(*)	.208	.001	-1.39	-.27

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

c) Indikator-3

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Daya tahan kabel * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Daya tahan kabel * Merek Notebook Crosstabulation

		Merek Notebook				Total	
		Acer	Toshiba	Mac Book Apple	Zyrex		
Daya tahan kabel	1	Count	1	0	0	0	1
		% of Total	.8%	.0%	.0%	.0%	.8%
2	Count	0	1	0	1	2	
		% of Total	.0%	.8%	.0%	.8%	1.7%
3	Count	1	1	0	0	2	
		% of Total	.8%	.8%	.0%	.0%	1.7%
4	Count	2	1	0	3	6	
		% of Total	1.7%	.8%	.0%	2.5%	5.0%
5	Count	10	5	9	16	40	
		% of Total	8.3%	4.2%	7.5%	13.3%	33.3%
6	Count	9	16	15	10	50	
		% of Total	7.5%	13.3%	12.5%	8.3%	41.7%
7	Count	7	6	6	0	19	
		% of Total	5.8%	5.0%	5.0%	.0%	15.8%
Total	Count	30	30	30	30	120	
		% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Daya tahan kabel

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.933	3	3.311	3.060	.031
Within Groups	125.533	116	1.082		
Total	135.467	119			

Multiple Comparisons

Dependent Variable: Daya tahan kabel

Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.233	.269	1.000	-.95	.49
	Mac Book Apple	-.400	.269	.835	-1.12	.32
	Zyrex	.367	.269	1.000	-.35	1.09
Toshiba	Acer	.233	.269	1.000	-.49	.95
	Mac Book Apple	-.167	.269	1.000	-.89	.55
	Zyrex	.600	.269	.164	-.12	1.32
Mac Book Apple	Acer	.400	.269	.835	-.32	1.12
	Toshiba	.167	.269	1.000	-.55	.89
	Zyrex	.767(*)	.269	.031	.05	1.49
Zyrex	Acer	-.367	.269	1.000	-1.09	.35
	Toshiba	-.600	.269	.164	-1.32	.12
	Mac Book Apple	-.767(*)	.269	.031	-1.49	-.05

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

d) Indikator-4

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Daya tahan adaptor * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Daya tahan adaptor * Merek Notebook Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Daya tahan adaptor	2	Count	0	1	0	0	1
		% of Total	.0%	.8%	.0%	.0%	.8%
3	Count	1	1	0	1	3	
	% of Total	.8%	.8%	.0%	.8%	2.5%	
4	Count	3	0	1	5	9	
	% of Total	2.5%	.0%	.8%	4.2%	7.5%	
5	Count	9	5	6	12	32	
	% of Total	7.5%	4.2%	5.0%	10.0%	26.7%	
6	Count	10	19	16	12	57	
	% of Total	8.3%	15.8%	13.3%	10.0%	47.5%	
7	Count	7	4	7	0	18	
	% of Total	5.8%	3.3%	5.8%	.0%	15.0%	
Total	Count	30	30	30	30	120	
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%	

ANOVA

Daya tahan adaptor

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.158	3	3.386	3.852	.011
Within Groups	101.967	116	.879		
Total	112.125	119			

Multiple Comparisons

Dependent Variable: Daya tahan adaptor
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.100	.242	1.000	-.75	.55
	Mac Book Apple	-.333	.242	1.000	-.98	.32
	Zyrex	.467	.242	.338	-.18	1.12
Toshiba	Acer	.100	.242	1.000	-.55	.75
	Mac Book Apple	-.233	.242	1.000	-.88	.42
	Zyrex	.567	.242	.126	-.08	1.22
Mac Book Apple	Acer	.333	.242	1.000	-.32	.98
	Toshiba	.233	.242	1.000	-.42	.88
	Zyrex	.800(*)	.242	.008	.15	1.45
Zyrex	Acer	-.467	.242	.338	-1.12	.18
	Toshiba	-.567	.242	.126	-1.22	.08
	Mac Book Apple	-.800(*)	.242	.008	-1.45	-.15

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

e) Indikator-5

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Daya tahan tombol-tombol keypad * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Daya tahan tombol-tombol keypad * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
3	Count	0	0	0	1	1
	% of Total	.0%	.0%	.0%	.8%	.8%
4	Count	4	1	0	3	8
	% of Total	3.3%	.8%	.0%	2.5%	6.7%
5	Count	7	5	5	21	38
	% of Total	5.8%	4.2%	4.2%	17.5%	31.7%
6	Count	10	17	15	5	47
	% of Total	8.3%	14.2%	12.5%	4.2%	39.2%
7	Count	9	7	10	0	26
	% of Total	7.5%	5.8%	8.3%	.0%	21.7%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Daya tahan tombol-tombol keypad

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.025	3	8.008	12.731	.000
Within Groups	72.967	116	.629		
Total	96.992	119			

Multiple Comparisons

Dependent Variable: Daya tahan tombol-tombol keypad
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.200	.205	1.000	-.75	.35
	Mac Book Apple	-.367	.205	.456	-.92	.18
	Zyrex	.800(*)	.205	.001	.25	1.35
Toshiba	Acer	.200	.205	1.000	-.35	.75
	Mac Book Apple	-.167	.205	1.000	-.72	.38
	Zyrex	1.000(*)	.205	.000	.45	1.55
Mac Book Apple	Acer	.367	.205	.456	-.18	.92
	Toshiba	.167	.205	1.000	-.38	.72
	Zyrex	1.167(*)	.205	.000	.62	1.72
Zyrex	Acer	-.800(*)	.205	.001	-1.35	-.25
	Toshiba	-1.000(*)	.205	.000	-1.55	-.45
	Mac Book Apple	-1.167(*)	.205	.000	-1.72	-.62

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

8. Dimensi *Serviceability*

Statistics

		Penanganan dalam mengatasi kerusakan	Cabang service di seluruh dunia yang dimiliki	Memiliki berbagai alternatif sarana untuk menghubungi customer service
N	Valid	120	120	120
	Missing	0	0	0
Mean		4.69	5.02	5.26
Mode		4	4	6

a) Indikator-1

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Waktu pelayanan konsumen 24 jam * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Waktu pelayanan konsumen 24 jam * Merek Notebook Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Waktu pelayanan konsumen 24 jam	1	Count	0	2	0	0	2
		% of Total	.0%	1.7%	.0%	.0%	1.7%
	2	Count	3	1	0	4	8
		% of Total	2.5%	.8%	.0%	3.3%	6.7%
	3	Count	4	2	5	3	14
		% of Total	3.3%	1.7%	4.2%	2.5%	11.7%
	4	Count	8	8	6	7	29
		% of Total	6.7%	6.7%	5.0%	5.8%	24.2%
	5	Count	6	9	4	8	27
		% of Total	5.0%	7.5%	3.3%	6.7%	22.5%
	6	Count	8	5	10	5	28
		% of Total	6.7%	4.2%	8.3%	4.2%	23.3%
	7	Count	1	3	5	3	12
		% of Total	.8%	2.5%	4.2%	2.5%	10.0%
Total		Count	30	30	30	30	120
		% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Waktu pelayanan konsumen 24 jam

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.958	3	2.653	1.253	.294
Within Groups	245.633	116	2.118		
Total	253.592	119			

Multiple Comparisons

Dependent Variable: Waktu pelayanan konsumen 24 jam

Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.100	.376	1.000	-1.11	.91
	Mac Book Apple	-.633	.376	.567	-1.64	.38
	Zyrex	-.033	.376	1.000	-1.04	.98
Toshiba	Acer	.100	.376	1.000	-.91	1.11
	Mac Book Apple	-.533	.376	.951	-1.54	.48
	Zyrex	.067	.376	1.000	-.94	1.08
Mac Book Apple	Acer	.633	.376	.567	-.38	1.64
	Toshiba	.533	.376	.951	-.48	1.54
	Zyrex	.600	.376	.678	-.41	1.61
Zyrex	Acer	.033	.376	1.000	-.98	1.04
	Toshiba	-.067	.376	1.000	-1.08	.94
	Mac Book Apple	-.600	.376	.678	-1.61	.41

b) Indikator-2

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Memiliki cabang service di seluruh dunia * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Memiliki cabang service di seluruh dunia * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Memiliki cabang service di seluruh dunia	2 Count	0	0	0	3	3
	% of Total	.0%	.0%	.0%	2.5%	2.5%
3	Count	0	0	0	7	7
	% of Total	.0%	.0%	.0%	5.8%	5.8%
4	Count	12	8	1	16	37
	% of Total	10.0%	6.7%	.8%	13.3%	30.8%
5	Count	8	8	7	3	26
	% of Total	6.7%	6.7%	5.8%	2.5%	21.7%
6	Count	6	12	13	1	32
	% of Total	5.0%	10.0%	10.8%	.8%	26.7%
7	Count	4	2	9	0	15
	% of Total	3.3%	1.7%	7.5%	.0%	12.5%
Total	Count	30	30	30	30	120
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Memiliki cabang service di seluruh dunia

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	80.367	3	26.789	29.995	.000
Within Groups	103.600	116	.893		
Total	183.967	119			

Multiple Comparisons

Dependent Variable: Memiliki cabang service di seluruh dunia
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.200	.244	1.000	-.85	.45
	Mac Book Apple	-.933(*)	.244	.001	-1.59	-.28
	Zyrex	1.333(*)	.244	.000	.68	1.99
Toshiba	Acer	.200	.244	1.000	-.45	.85
	Mac Book Apple	-.733(*)	.244	.020	-1.39	-.08
	Zyrex	1.533(*)	.244	.000	.88	2.19
Mac Book Apple	Acer	.933(*)	.244	.001	.28	1.59
	Toshiba	.733(*)	.244	.020	.08	1.39
	Zyrex	2.267(*)	.244	.000	1.61	2.92
Zyrex	Acer	-1.333(*)	.244	.000	-1.99	-.68
	Toshiba	-1.533(*)	.244	.000	-2.19	-.88
	Mac Book Apple	-2.267(*)	.244	.000	-2.92	-1.61

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

c) Indikator-3

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Memiliki berbagai alternatif sarana untuk menghubungi customer service * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Memiliki berbagai alternatif sarana untuk menghubungi customer service * Merek Notebook
Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Memiliki berbagai alternatif sarana untuk menghubungi customer service	2	Count	1	0	0	1	2
		% of Total	.8%	.0%	.0%	.8%	1.7%
3	Count	4	2	3	3	12	
	% of Total	3.3%	1.7%	2.5%	2.5%	10.0%	
4	Count	6	4	5	4	19	
	% of Total	5.0%	3.3%	4.2%	3.3%	15.8%	
5	Count	3	11	5	7	26	
	% of Total	2.5%	9.2%	4.2%	5.8%	21.7%	
6	Count	12	9	8	13	42	
	% of Total	10.0%	7.5%	6.7%	10.8%	35.0%	
7	Count	4	4	9	2	19	
	% of Total	3.3%	3.3%	7.5%	1.7%	15.8%	
Total	Count	30	30	30	30	120	
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%	

ANOVA

Memiliki berbagai alternatif sarana untuk menghubungi customer service

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.025	3	1.008	.609	.610
Within Groups	191.967	116	1.655		
Total	194.992	119			

Multiple Comparisons

Dependent Variable: Memiliki berbagai alternatif sarana untuk menghubungi customer service
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.200	.332	1.000	-1.09	.69
	Mac Book Apple	-.400	.332	1.000	-1.29	.49
	Zyrex	-.033	.332	1.000	-.92	.86
Toshiba	Acer	.200	.332	1.000	-.69	1.09
	Mac Book Apple	-.200	.332	1.000	-1.09	.69
	Zyrex	.167	.332	1.000	-.72	1.06
Mac Book Apple	Acer	.400	.332	1.000	-.49	1.29
	Toshiba	.200	.332	1.000	-.69	1.09
	Zyrex	.367	.332	1.000	-.52	1.26
Zyrex	Acer	.033	.332	1.000	-.86	.92
	Toshiba	-.167	.332	1.000	-1.06	.72
	Mac Book Apple	-.367	.332	1.000	-1.26	.52

9. Dimensi *Fit and Finish*

Statistics

		Bentuk notebook	Warna notebook	Bahan notebook	Ergonomics atau jarak antar keypads	Tekanan pada keypads
N	Valid	120	120	120	120	120
	Missing	0	0	0	0	0
Mean		5.32	5.64	5.63	5.83	5.87
Mode		7	7	6	6	6

a) Indikator-1

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Bentuk notebook * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Bentuk notebook * Merek Notebook Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Bentuk notebook	1	Count	2	0	0	1	3
		% of Total	1.7%	.0%	.0%	.8%	2.5%
2	Count	0	4	0	1	5	
	% of Total	.0%	3.3%	.0%	.8%	4.2%	
3	Count	4	1	0	3	8	
	% of Total	3.3%	.8%	.0%	2.5%	6.7%	
4	Count	6	3	0	5	14	
	% of Total	5.0%	2.5%	.0%	4.2%	11.7%	
5	Count	7	8	4	10	29	
	% of Total	5.8%	6.7%	3.3%	8.3%	24.2%	
6	Count	6	8	7	6	27	
	% of Total	5.0%	6.7%	5.8%	5.0%	22.5%	
7	Count	5	6	19	4	34	
	% of Total	4.2%	5.0%	15.8%	3.3%	28.3%	
Total	Count	30	30	30	30	120	
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%	

ANOVA

Bentuk notebook

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	57.500	3	19.167	9.564	.000
Within Groups	232.467	116	2.004		
Total	289.967	119			

Multiple Comparisons

Dependent Variable: Bentuk notebook
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.300	.366	1.000	-1.28	.68
	Mac Book Apple	-1.700(*)	.366	.000	-2.68	-.72
	Zyrex	-.067	.366	1.000	-1.05	.91
Toshiba	Acer	.300	.366	1.000	-.68	1.28
	Mac Book Apple	-1.400(*)	.366	.001	-2.38	-.42
	Zyrex	.233	.366	1.000	-.75	1.21
Mac Book Apple	Acer	1.700(*)	.366	.000	.72	2.68
	Toshiba	1.400(*)	.366	.001	.42	2.38
	Zyrex	1.633(*)	.366	.000	.65	2.61
Zyrex	Acer	.067	.366	1.000	-.91	1.05
	Toshiba	-.233	.366	1.000	-1.21	.75
	Mac Book Apple	-1.633(*)	.366	.000	-2.61	-.65

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

b) Indikator-2

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Warna notebook * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Warna notebook * Merek Notebook Crosstabulation

		Merek Notebook				Total
		Acer	Toshiba	Mac Book Apple	Zyrex	
Warna notebook	1	Count	0	0	0	1
		% of Total	.0%	.0%	.0%	.8%
2	Count	1	2	0	0	3
		% of Total	.8%	1.7%	.0%	2.5%
3	Count	4	2	0	2	8
		% of Total	3.3%	1.7%	.0%	1.7%
4	Count	4	3	0	2	9
		% of Total	3.3%	2.5%	.0%	1.7%
5	Count	6	6	5	9	26
		% of Total	5.0%	5.0%	4.2%	7.5%
6	Count	9	7	4	11	31
		% of Total	7.5%	5.8%	3.3%	9.2%
7	Count	6	10	21	5	42
		% of Total	5.0%	8.3%	17.5%	4.2%
Total	Count	30	30	30	30	120
		% of Total	25.0%	25.0%	25.0%	25.0%

ANOVA

Warna notebook

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.892	3	10.964	6.337	.001
Within Groups	200.700	116	1.730		
Total	233.592	119			

Multiple Comparisons

Dependent Variable: Warna notebook

Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.267	.340	1.000	-1.18	.64
	Mac Book Apple	-1.333(*)	.340	.001	-2.24	-.42
	Zyrex	-.167	.340	1.000	-1.08	.74
Toshiba	Acer	.267	.340	1.000	-.64	1.18
	Mac Book Apple	-1.067(*)	.340	.013	-1.98	-.16
	Zyrex	.100	.340	1.000	-.81	1.01
Mac Book Apple	Acer	1.333(*)	.340	.001	.42	2.24
	Toshiba	1.067(*)	.340	.013	.16	1.98
	Zyrex	1.167(*)	.340	.005	.26	2.08
Zyrex	Acer	.167	.340	1.000	-.74	1.08
	Toshiba	-.100	.340	1.000	-1.01	.81
	Mac Book Apple	-1.167(*)	.340	.005	-2.08	-.26

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

c) Indikator-3

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Bahan notebook * Merek Notebook	120	100.0%	0	.0%	120	100.0%

Bahan notebook * Merek Notebook Crosstabulation

			Merek Notebook				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Bahan notebook	2	Count	1	0	0	1	2
		% of Total	.8%	.0%	.0%	.8%	1.7%
	3	Count	1	1	1	3	6
		% of Total	.8%	.8%	.8%	2.5%	5.0%
	4	Count	2	5	0	3	10
		% of Total	1.7%	4.2%	.0%	2.5%	8.3%
	5	Count	17	3	2	9	31
		% of Total	14.2%	2.5%	1.7%	7.5%	25.8%
	6	Count	7	12	9	10	38
		% of Total	5.8%	10.0%	7.5%	8.3%	31.7%
	7	Count	2	9	18	4	33
		% of Total	1.7%	7.5%	15.0%	3.3%	27.5%
Total		Count	30	30	30	30	120
		% of Total	25.0%	25.0%	25.0%	25.0%	100.0%

ANOVA

Bahan notebook

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.867	3	10.956	9.013	.000
Within Groups	141.000	116	1.216		
Total	173.867	119			

Multiple Comparisons

Dependent Variable: Bahan notebook
Bonferroni

(I) Merek Notebook	(J) Merek Notebook	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.633	.285	.168	-1.40	.13
	Mac Book Apple	-1.300(*)	.285	.000	-2.06	-.54
	Zyrex	-.067	.285	1.000	-.83	.70
Toshiba	Acer	.633	.285	.168	-.13	1.40
	Mac Book Apple	-.667	.285	.125	-1.43	.10
	Zyrex	.567	.285	.293	-.20	1.33
Mac Book Apple	Acer	1.300(*)	.285	.000	.54	2.06
	Toshiba	.667	.285	.125	-.10	1.43
	Zyrex	1.233(*)	.285	.000	.47	2.00
Zyrex	Acer	.067	.285	1.000	-.70	.83
	Toshiba	-.567	.285	.293	-1.33	.20
	Mac Book Apple	-1.233(*)	.285	.000	-2.00	-.47

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

d) Indikator-4

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Variasi ukuran notebook merek ini * Nama Merek Notebook Responden	120	100.0%	0	.0%	120	100.0%

Ukuran notebook merek ini * Nama Merek Notebook Responden Crosstabulation

			Nama Merek Notebook Responden				Total
			Acer	Toshiba	Mac Book Apple	Zyrex	
Variasi ukuran notebook merek ini	3	Count	0	0	0	12	12
		% of Total	.0%	.0%	.0%	10.0%	10.0%
4	Count	12	6	0	13	31	
	% of Total	10.0%	5.0%	.0%	10.8%	25.8%	
5	Count	17	9	0	5	31	
	% of Total	14.2%	7.5%	.0%	4.2%	25.8%	
6	Count	1	15	13	0	29	
	% of Total	.8%	12.5%	10.8%	.0%	24.2%	
7	Count	0	0	17	0	17	
	% of Total	.0%	.0%	14.2%	.0%	14.2%	
Total	Count	30	30	30	30	120	
	% of Total	25.0%	25.0%	25.0%	25.0%	100.0%	

ANOVA

Ukuran notebook merek ini

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	125.467	3	41.822	97.028	.000
Within Groups	50.000	116	.431		
Total	175.467	119			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Ukuran notebook merek ini
Bonferroni

(I) Nama Merek Notebook Responden	(J) Nama Merek Notebook Responden	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Acer	Toshiba	-.667(*)	.170	.001	-1.12	-.21
	Mac Book Apple	-1.933(*)	.170	.000	-2.39	-1.48
	Zyrex	.867(*)	.170	.000	.41	1.32
Toshiba	Acer	.667(*)	.170	.001	.21	1.12
	Mac Book Apple	-1.267(*)	.170	.000	-1.72	-.81
	Zyrex	1.533(*)	.170	.000	1.08	1.99
Mac Book Apple	Acer	1.933(*)	.170	.000	1.48	2.39
	Toshiba	1.267(*)	.170	.000	.81	1.72
	Zyrex	2.800(*)	.170	.000	2.34	3.26
Zyrex	Acer	-.867(*)	.170	.000	-1.32	-.41
	Toshiba	-1.533(*)	.170	.000	-1.99	-1.08
	Mac Book Apple	-2.800(*)	.170	.000	-3.26	-2.34

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

LAMPIRAN 5
ANALISIS REGRESI MODEL PENELITIAN

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Country of Origin Image(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Perceived Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492(a)	.242	.235	.87454328

a Predictors: (Constant), Country of Origin Image

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.751	1	28.751	37.591	.000(a)
	Residual	90.249	118	.765		
	Total	119.000	119			

a Predictors: (Constant), Country of Origin Image

b Dependent Variable: Perceived Quality

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.56E-016	.080		.000	1.000
	Country of Origin Image	.492	.080	.492	6.131	.000

a Dependent Variable: Perceived Quality

LAMPIRAN 6
UJI BEDA TIAP VARIABEL PENELITIAN

1. Variabel Country of Origin

One Way

ANOVA

Country of Origin Image

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	60.741	3	20.247	40.314	.000
Within Groups	58.259	116	.502		
Total	119.000	119			

Post Hoc Test

Multiple Comparisons

Dependent Variable: Country of Origin Image

(I) Nama Merek Notebook Responden	(J) Nama Merek Notebook Responden	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Bonferroni Acer	Toshiba	-1.1186528(*)	.18298139	.000	-1.6098218	-.6274838
	Mac Book Apple	-1.1970288(*)	.18298139	.000	-1.6881978	-.7058597
	Zyrex	.4544276	.18298139	.087	-.0367414	.9455966
Toshiba	Acer	1.1186528(*)	.18298139	.000	.6274838	1.6098218
	Mac Book Apple	-.0783760	.18298139	1.000	-.5695450	.4127930
	Zyrex	1.5730803(*)	.18298139	.000	1.0819113	2.0642494
Mac Book Apple	Acer	1.1970288(*)	.18298139	.000	.7058597	1.6881978
	Toshiba	.0783760	.18298139	1.000	-.4127930	.5695450
	Zyrex	1.6514563(*)	.18298139	.000	1.1602873	2.1426253
Zyrex	Acer	-.4544276	.18298139	.087	-.9455966	.0367414
	Toshiba	-1.5730803(*)	.18298139	.000	-2.0642494	-1.0819113
	Mac Book Apple	-1.6514563(*)	.18298139	.000	-2.1426253	-1.1602873

Based on observed means.

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

Homogeneous Subsets

Country of Origin Image

Nama Merek Notebook Responden	N	Subset		
		1	2	
Tukey HSD(a,b)	Zyrex	30	-.9197411	
	Acer	30	-.4653135	
	Toshiba	30		.6533393
	Mac Book Apple	30		.7317153
	Sig.		.068	.974

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 30.000.

2. Variabel Perceived Quality

One Way

ANOVA

Perceived Quality 3: Reliability

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	84.363	3	28.121	94.180	.000
Within Groups	34.637	116	.299		
Total	119.000	119			

Post Hoc Test

Multiple Comparisons

Dependent Variable: Perceived Quality 3: Reliability

(I) Nama Merek Notebook Responden	(J) Nama Merek Notebook Responden	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
Bonferroni	Acer	Toshiba	-.5871000(*)	.14108877	.000	-.9658184	-.2083815
		Mac Book	-1.0852120(*)	.14108877	.000	-1.4639305	-.7064935
		Apple	1.1637847(*)	.14108877	.000	.7850662	1.5425032
		Zyrex	.5871000(*)	.14108877	.000	.2083815	.9658184
Toshiba	Acer	Mac Book	-.4981120(*)	.14108877	.004	-.8768305	-.1193935
		Apple	1.7508847(*)	.14108877	.000	1.3721662	2.1296032
		Zyrex	1.0852120(*)	.14108877	.000	.7064935	1.4639305
		Toshiba	.4981120(*)	.14108877	.004	.1193935	.8768305
Mac Book	Acer	Zyrex	2.2489967(*)	.14108877	.000	1.8702782	2.6277152
		Apple	-1.1637847(*)	.14108877	.000	-1.5425032	-.7850662
		Toshiba	-1.7508847(*)	.14108877	.000	-2.1296032	-1.3721662
		Mac Book	-2.2489967(*)	.14108877	.000	-2.6277152	-1.8702782
Apple	Acer	Toshiba	.4981120(*)	.14108877	.004	.1193935	.8768305
		Mac Book	1.0852120(*)	.14108877	.000	.7064935	1.4639305
		Apple	1.7508847(*)	.14108877	.000	1.3721662	2.1296032
		Zyrex	2.2489967(*)	.14108877	.000	1.8702782	2.6277152
Zyrex	Acer	Mac Book	-1.1637847(*)	.14108877	.000	-1.5425032	-.7850662
		Apple	-1.7508847(*)	.14108877	.000	-2.1296032	-1.3721662
		Mac Book	-2.2489967(*)	.14108877	.000	-2.6277152	-1.8702782
		Apple	-2.2489967(*)	.14108877	.000	-2.6277152	-1.8702782

Based on observed means.

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

Homogeneous Subsets

Perceived Quality 3: Reliability

Nama Merek Notebook Responden	N	Subset			
		1	2	3	4
Tukey					
HSD(a,b)	Zyrex	30	-		
	Acer	30	1.2909165		
	Toshiba	30		-.1271318	
	Mac Book	30			.4599682
	Apple	30			.9580802
	Sig.		1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 30.000.

