

LAMPIRAN 1
KARTU STIMULUS PENELITIAN



LAMPIRAN 2
OUTPUT ANALISIS KONJOIN RESPONDEN PT XYZ

Subject 1: 101.00

Utilities

		Utility Estimate	Std. Error
TUJUAN	Angka	-.273	.315
	Angka&Usaha	.273	.315
PEMENANG	Ada	2.227	.315
	Tidak	-2.227	.315
HADIAH	Uang	-.909	.364
	Barang Elektronik	.909	.364
NILAI	1/4-1/3	.727	.315
	>1/3-1/2	-.727	.315
DURASI	3 Bulan	.227	.315
	6 Bulan	-.227	.315
(Constant)		4.727	.315

Importance Values

TUJUAN	6.250
PEMENANG	51.042
HADIAH	20.833
NILAI	16.667
DURASI	5.208

Correlations^a

	Value	Sig.
Pearson's R	.983	.000
Kendall's tau	.929	.001

a. Correlations between observed and estimated preferences

Subject 2: 102.00

Utilities

		Utility Estimate	Std. Error
TUJUAN	Angka	.295	.236
	Angka&Usaha	-.295	.236
PEMENANG	Ada	2.045	.236
	Tidak	-2.045	.236
HADIAH	Uang	-.182	.273
	Barang Elektronik	.182	.273
NILAI	1/4-1/3	-.205	.236
	>1/3-1/2	.205	.236
DURASI	3 Bulan	-.955	.236
	6 Bulan	.955	.236
(Constant)		4.545	.236

LAMPIRAN 2

OUTPUT ANALISIS KONJOIN RESPONDEN PT XYZ (Lanjutan)

Importance Values

TUJUAN	8.025
PEMENANG	55.556
HADIAH	4.938
NILAI	5.556
DURASI	25.926

Correlations^a

	Value	Sig.
Pearson's R	.990	.000
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

Subject 3: 103.00

Utilities

		Utility Estimate	Std. Error
TUJUAN	Angka	-.205	.236
	Angka&Usaha	.205	.236
PEMENANG	Ada	.295	.236
	Tidak	-.295	.236
HADIAH	Uang	-.182	.273
	Barang Elektronik	.182	.273
NILAI	1/4-1/3	1.045	.236
	>1/3-1/2	-1.045	.236
DURASI	3 Bulan	-1.955	.236
	6 Bulan	1.955	.236
(Constant)		4.545	.236

Importance Values

TUJUAN	5.556
PEMENANG	8.025
HADIAH	4.938
NILAI	28.395
DURASI	53.086

Correlations^a

	Value	Sig.
Pearson's R	.990	.000
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

LAMPIRAN 2
OUTPUT ANALISIS KONJOIN RESPONDEN PT XYZ (Lanjutan)

Subject 4: 104.00**Utilities**

		Utility Estimate	Std. Error
TUJUAN	Angka	.409	1.364
	Angka&Usaha	-.409	1.364
PEMENANG	Ada	.409	1.364
	Tidak	-.409	1.364
HADIAH	Uang	.364	1.575
	Barang Elektronik	-.364	1.575
NILAI	1/4-1/3	.409	1.364
	>1/3-1/2	-.409	1.364
DURASI	3 Bulan	.909	1.364
	6 Bulan	-.909	1.364
(Constant)		4.409	1.364

Importance Values

TUJUAN	16.364
PEMENANG	16.364
HADIAH	14.545
NILAI	16.364
DURASI	36.364

Correlations^a

	Value	Sig.
Pearson's R	.592	.061
Kendall's tau	.371	.104

a. Correlations between observed and estimated preferences

Subject 5: 105.00**Utilities**

		Utility Estimate	Std. Error
TUJUAN	Angka	.250	.261
	Angka&Usaha	-.250	.261
PEMENANG	Ada	2.000	.261
	Tidak	-2.000	.261
HADIAH	Uang	.000	.302
	Barang Elektronik	.000	.302
NILAI	1/4-1/3	.250	.261
	>1/3-1/2	-.250	.261
DURASI	3 Bulan	1.000	.261
	6 Bulan	-1.000	.261
(Constant)		4.500	.261

LAMPIRAN 2

OUTPUT ANALISIS KONJOIN RESPONDEN PT XYZ (Lanjutan)

Importance Values

TUJUAN	7.143
PEMENANG	57.143
HADIAH	.000
NILAI	7.143
DURASI	28.571

Correlations^a

	Value	Sig.
Pearson's R	.988	.000
Kendall's tau	.964	.001

a. Correlations between observed and estimated preferences

Subject 6: 106.00**Utilities**

		Utility Estimate	Std. Error
TUJUAN	Angka	.659	.540
	Angka&Usaha	-.659	.540
PEMENANG	Ada	1.909	.540
	Tidak	-1.909	.540
HADIAH	Uang	.364	.623
	Barang Elektronik	-.364	.623
NILAI	1/4-1/3	-.341	.540
	>1/3-1/2	.341	.540
DURASI	3 Bulan	-.091	.540
	6 Bulan	.091	.540
(Constant)		4.409	.540

Importance Values

TUJUAN	19.595
PEMENANG	56.757
HADIAH	10.811
NILAI	10.135
DURASI	2.703

Correlations^a

	Value	Sig.
Pearson's R	.948	.000
Kendall's tau	.786	.003

a. Correlations between observed and estimated preferences

LAMPIRAN 2

OUTPUT ANALISIS KONJOIN RESPONDEN PT XYZ (Lanjutan)

Subject 7: 107.00

Utilities

		Utility Estimate	Std. Error
TUJUAN	Angka	.273	.315
	Angka&Usaha	-.273	.315
PEMENANG	Ada	2.273	.315
	Tidak	-2.273	.315
HADIAH	Uang	-1.091	.364
	Barang Elektronik	1.091	.364
NILAI	1/4-1/3	.773	.315
	>1/3-1/2	-.773	.315
DURASI	3 Bulan	.273	.315
	6 Bulan	-.273	.315
(Constant)		4.773	.315

Importance Values

TUJUAN	5.825
PEMENANG	48.544
HADIAH	23.301
NILAI	16.505
DURASI	5.825

Correlations^a

	Value	Sig.
Pearson's R	.983	.000
Kendall's tau	.929	.001

a. Correlations between observed and estimated preferences

Subject 8: 108.00

Utilities

		Utility Estimate	Std. Error
TUJUAN	Angka	-.545	.236
	Angka&Usaha	.545	.236
PEMENANG	Ada	1.455	.236
	Tidak	-1.455	.236
HADIAH	Uang	-.818	.273
	Barang Elektronik	.818	.273
NILAI	1/4-1/3	1.205	.236
	>1/3-1/2	-1.205	.236
DURASI	3 Bulan	1.455	.236
	6 Bulan	-1.455	.236
(Constant)		4.705	.236

LAMPIRAN 2

OUTPUT ANALISIS KONJOIN RESPONDEN PT XYZ (Lanjutan)

Importance Values

TUJUAN	9.959
PEMENANG	26.556
HADIAH	14.938
NILAI	21.992
DURASI	26.556

Correlations^a

	Value	Sig.
Pearson's R	.990	.000
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

Overall Statistics

Utilities

		Utility Estimate	Std. Error
TUJUAN	Angka	.108	.144
	Angka&Usaha	-.108	.144
PEMENANG	Ada	1.577	.144
	Tidak	-1.577	.144
HADIAH	Uang	-.307	.166
	Barang Elektronik	.307	.166
NILAI	1/4-1/3	.483	.144
	>1/3-1/2	-.483	.144
DURASI	3 Bulan	.108	.144
	6 Bulan	-.108	.144
(Constant)		4.577	.144

Importance Values

TUJUAN	9.839
PEMENANG	39.998
HADIAH	11.788
NILAI	15.344
DURASI	23.030

Correlations^a

	Value	Sig.
Pearson's R	.992	.000
Kendall's tau	.909	.001

a. Correlations between observed and estimated preferences

LAMPIRAN 3
OUTPUT ANALISIS KONJOIN RESPONDEN NON-PT XYZ

Subject 1: 101.00**Utilities**

		Utility Estimate	Std. Error
TUJUAN	Angka	.386	.709
	Angka&Usaha	-.386	.709
PEMENANG	Ada	-1.364	.709
	Tidak	1.364	.709
HADIAH	Uang	-.545	.818
	Barang Elektronik	.545	.818
NILAI	1/4-1/3	-1.114	.709
	>1/3-1/2	1.114	.709
DURASI	3 Bulan	.636	.709
	6 Bulan	-.636	.709
(Constant)		4.636	.709

Correlations^a

Importance Values		Value	Sig.
TUJUAN	9.551	Pearson's R	.908
PEMENANG	33.708		
HADIAH	13.483	Kendall's tau	.857
NILAI	27.528		
DURASI	15.730		

a. Correlations between observed and estimated preferences

Subject 2: 102.00**Utilities**

		Utility Estimate	Std. Error
TUJUAN	Angka	.500	.000
	Angka&Usaha	-.500	.000
PEMENANG	Ada	-2.000	.000
	Tidak	2.000	.000
HADIAH	Uang	.000	.000
	Barang Elektronik	.000	.000
NILAI	1/4-1/3	.000	.000
	>1/3-1/2	.000	.000
DURASI	3 Bulan	-1.000	.000
	6 Bulan	1.000	.000
(Constant)		4.500	.000

LAMPIRAN 3

OUTPUT ANALISIS KONJOIN RESPONDEN NON-PT XYZ (Lanjutan)

Importance Values

TUJUAN	14.286
PEMENANG	57.143
HADIAH	.000
NILAI	.000
DURASI	28.571

Correlations^a

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

Subject 3: 103.00

Utilities

		Utility Estimate	Std. Error
TUJUAN	Angka	1.000	.000
	Angka&Usaha	-1.000	.000
PEMENANG	Ada	-2.000	.000
	Tidak	2.000	.000
HADIAH	Uang	.000	.000
	Barang Elektronik	.000	.000
NILAI	1/4-1/3	.000	.000
	>1/3-1/2	.000	.000
DURASI	3 Bulan	-.500	.000
	6 Bulan	.500	.000
(Constant)		4.500	.000

Importance Values

TUJUAN	28.571
PEMENANG	57.143
HADIAH	.000
NILAI	.000
DURASI	14.286

Correlations^a

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

LAMPIRAN 3

OUTPUT ANALISIS KONJOIN RESPONDEN NON-PT XYZ (Lanjutan)

Subject 4: 104.00**Utilities**

		Utility Estimate	Std. Error
TUJUAN	Angka	1.773	1.059
	Angka&Usaha	-1.773	1.059
PEMENANG	Ada	.523	1.059
	Tidak	-.523	1.059
HADIAH	Uang	-1.091	1.223
	Barang Elektronik	1.091	1.223
NILAI	1/4-1/3	.023	1.059
	>1/3-1/2	-.023	1.059
DURASI	3 Bulan	.273	1.059
	6 Bulan	-.273	1.059
(Constant)		4.773	1.059

Importance Values

TUJUAN	48.148
PEMENANG	14.198
HADIAH	29.630
NILAI	.617
DURASI	7.407

Correlations^a

	Value	Sig.
Pearson's R	.780	.011
Kendall's tau	.500	.042

a. Correlations between observed and estimated preferences

Subject 5: 105.00**Utilities**

		Utility Estimate	Std. Error
TUJUAN	Angka	-.205	.935
	Angka&Usaha	.205	.935
PEMENANG	Ada	.045	.935
	Tidak	-.045	.935
HADIAH	Uang	.818	1.079
	Barang Elektronik	-.818	1.079
NILAI	1/4-1/3	-.455	.935
	>1/3-1/2	.455	.935
DURASI	3 Bulan	-1.955	.935
	6 Bulan	1.955	.935
(Constant)		4.295	.935

LAMPIRAN 3

OUTPUT ANALISIS KONJOIN RESPONDEN NON-PT XYZ (Lanjutan)

Importance Values

TUJUAN	5.882
PEMENANG	1.307
HADIAH	23.529
NILAI	13.072
DURASI	56.209

Correlations^a

	Value	Sig.
Pearson's R	.834	.005
Kendall's tau	.643	.013

a. Correlations between observed and estimated preferences

Subject 6: 106.00

Utilities

		Utility Estimate	Std. Error
TUJUAN	Angka	.023	.409
	Angka&Usaha	-.023	.409
PEMENANG	Ada	.273	.409
	Tidak	-.273	.409
HADIAH	Uang	-1.091	.472
	Barang Elektronik	1.091	.472
NILAI	1/4-1/3	.023	.409
	>1/3-1/2	-.023	.409
DURASI	3 Bulan	-1.727	.409
	6 Bulan	1.727	.409
(Constant)		4.773	.409

Importance Values

TUJUAN	.725
PEMENANG	8.696
HADIAH	34.783
NILAI	.725
DURASI	55.072

Correlations^a

	Value	Sig.
Pearson's R	.970	.000
Kendall's tau	.889	.001

a. Correlations between observed and estimated preferences

LAMPIRAN 3

OUTPUT ANALISIS KONJOIN RESPONDEN NON-PT XYZ (Lanjutan)

Subject 7: 107.00**Utilities**

		Utility Estimate	Std. Error
TUJUAN	Angka	.318	.079
	Angka&Usaha	-.318	.079
PEMENANG	Ada	2.068	.079
	Tidak	-2.068	.079
HADIAH	Uang	-.273	.091
	Barang Elektronik	.273	.091
NILAI	1/4-1/3	.818	.079
	>1/3-1/2	-.818	.079
DURASI	3 Bulan	-.682	.079
	6 Bulan	.682	.079
(Constant)		4.568	.079

Importance Values

TUJUAN	7.650
PEMENANG	49.727
HADIAH	6.557
NILAI	19.672
DURASI	16.393

Correlations^a

	Value	Sig.
Pearson's R	.999	.000
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

Subject 8: 108.00**Utilities**

		Utility Estimate	Std. Error
TUJUAN	Angka	.636	.157
	Angka&Usaha	-.636	.157
PEMENANG	Ada	.136	.157
	Tidak	-.136	.157
HADIAH	Uang	-2.545	.182
	Barang Elektronik	2.545	.182
NILAI	1/4-1/3	.136	.157
	>1/3-1/2	-.136	.157
DURASI	3 Bulan	1.136	.157
	6 Bulan	-1.136	.157
(Constant)		5.136	.157

LAMPIRAN 3

OUTPUT ANALISIS KONJOIN RESPONDEN NON-PT XYZ (Lanjutan)

Importance Values

TUJUAN	13.861
PEMENANG	2.970
HADIAH	55.446
NILAI	2.970
DURASI	24.752

Correlations^a

	Value	Sig.
Pearson's R	.996	.000
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

Overall Statistics

Utilities

		Utility Estimate	Std. Error
TUJUAN	Angka	.554	.236
	Angka&Usaha	-.554	.236
PEMENANG	Ada	-.290	.236
	Tidak	.290	.236
HADIAH	Uang	-.591	.272
	Barang Elektronik	.591	.272
NILAI	1/4-1/3	-.071	.236
	>1/3-1/2	.071	.236
DURASI	3 Bulan	-.477	.236
	6 Bulan	.477	.236
(Constant)		4.648	.236

Importance Values

TUJUAN	16.084
PEMENANG	28.111
HADIAH	20.428
NILAI	8.073
DURASI	27.303

Averaged Importance Score

Correlations^a

	Value	Sig.
Pearson's R	.954	.000
Kendall's tau	.909	.001

a. Correlations between observed and estimated preferences

LAMPIRAN 4
OUTPUT CROSS TABULATION JENIS KELAMIN
 DENGAN PILIHAN FAKTOR KONTES PENJUALAN

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Tujuan Kontes	16	100.0%	0	.0%	16	100.0%

Jenis Kelamin * Tujuan Kontes Crosstabulation

Count		Tujuan Kontes		
		Angka	Angka & Usaha	Total
Jenis Kelamin	Laki-laki	4	7	11
	Perempuan	0	5	5
Total		4	12	16

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.424 ^a	1	.119	.245	.181
Continuity Correction ^b	.873	1	.350		
Likelihood Ratio	3.574	1	.059		
Fisher's Exact Test					
Linear-by-Linear Association	2.273	1	.132		
N of Valid Cases ^b	16				

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is 1.25.

b. Computed only for a 2x2 table

LAMPIRAN 4
OUTPUT CROSS TABULATION JENIS KELAMIN
 DENGAN PILIHAN FAKTOR KONTES PENJUALAN (Lanjutan)

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Maksimum Pemenang	16	100.0%	0	.0%	16	100.0%

Jenis Kelamin * Maksimum Pemenang Crosstabulation

Count		Maksimum Pemenang		Total
		Ada	Tidak	
Jenis Kelamin	Laki-laki	0	11	11
	Perempuan	2	3	5
Total		2	14	16

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.029 ^a	1	.025	.083	.083
Continuity Correction ^b	2.036	1	.154		
Likelihood Ratio	5.327	1	.021		
Fisher's Exact Test					
Linear-by-Linear Association	4.714	1	.030		
N of Valid Cases ^b	16				

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is .63.

b. Computed only for a 2x2 table

LAMPIRAN 4

OUTPUT CROSS TABULATION JENIS KELAMIN
DENGAN PILIHAN FAKTOR KONTES PENJUALAN (Lanjutan)

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Jenis Hadiah	13	81.2%	3	18.8%	16	100.0%

Jenis Kelamin * Jenis Hadiah Crosstabulation

Count		Jenis Hadiah		
		Uang	Barang	Total
Jenis Kelamin	Laki-laki	6	3	9
	Perempuan	4	0	4
Total		10	3	13

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.733 ^a	1	.188		
Continuity Correction ^b	.364	1	.546		
Likelihood Ratio	2.588	1	.108		
Fisher's Exact Test				.497	.294
Linear-by-Linear Association	1.600	1	.206		
N of Valid Cases ^b	13				

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is .92.

b. Computed only for a 2x2 table

LAMPIRAN 4
OUTPUT CROSS TABULATION JENIS KELAMIN
 DENGAN PILIHAN FAKTOR KONTES PENJUALAN (Lanjutan)

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Jenis Kelamin * Durasi Kontes	16	100.0%	0	.0%	16	100.0%

Jenis Kelamin * Durasi Kontes Crosstabulation

Count		Durasi Kontes			Total
		3 bulan	6 bulan		
Jenis Kelamin	Laki-laki	6	5		11
	Perempuan	2	3		5
Total		8	8		16

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.291 ^a	1	.590		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.292	1	.589		
Fisher's Exact Test				1.000	.500
Linear-by-Linear Association	.273	1	.602		
N of Valid Cases ^b	16				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.50.

b. Computed only for a 2x2 table