

	m1	m2	m3	m4	m5	x1	h1	h2	h3	h4	h5	x2	k1	k2	k3
1	4	3	2	3	3	15	2	4	2	4	3	15	3	3	3
2	3	4	5	4	4	20	4	5	2	2	2	15	3	4	5
3	5	5	5	5	5	25	3	5	4	4	4	20	4	5	4
4	5	5	5	5	5	25	5	4	3	3	5	20	5	2	5
5	4	4	4	4	4	20	3	4	4	3	1	15	3	5	5
6	5	5	5	5	5	25	4	4	4	4	4	20	5	3	4
7	4	3	4	4	5	20	3	4	2	3	3	15	4	3	5
8	5	3	3	5	4	20	3	4	4	2	2	15	5	5	5
9	5	5	5	5	5	25	4	4	2	3	2	15	5	2	3
10	3	4	2	4	2	15	3	3	4	3	2	15	4	3	2
11	4	3	5	4	4	20	4	4	2	3	2	15	4	4	2
12	5	5	5	5	5	25	4	4	4	4	4	20	4	5	3
13	4	4	3	5	4	20	4	4	2	2	3	15	4	4	4
14	5	5	5	5	5	25	2	3	4	2	4	15	4	4	4
15	5	5	5	5	5	25	4	3	5	4	4	20	5	5	5
16	5	4	4	4	3	20	4	2	3	2	4	15	5	4	3
17	5	5	5	5	5	25	4	3	3	4	1	15	3	4	5
18	2	4	3	3	3	15	3	4	4	3	1	15	3	3	3
19	4	4	4	4	4	20	3	3	3	4	2	15	2	2	1
20	5	4	4	3	4	20	4	4	2	2	3	15	1	2	2
21	2	1	3	2	2	10	2	1	1	3	3	10	2	2	3
22	4	2	4	2	3	15	4	2	4	2	3	15	4	3	3
23	4	3	5	4	4	20	4	4	2	3	2	15	4	3	4
24	5	5	5	5	5	25	4	5	5	4	2	20	5	3	3
25	5	5	5	5	5	25	4	3	4	4	5	20	5	3	2
26	4	4	3	4	5	20	4	2	4	4	1	15	3	2	1
27	5	5	5	5	5	25	4	3	3	4	1	15	4	4	4
28	4	4	3	5	4	20	3	3	4	3	2	15	4	4	4
29	5	5	5	5	5	25	3	5	3	5	4	20	5	5	5
30	5	5	5	5	5	25	3	5	5	3	4	20	5	2	4
31	5	5	5	5	5	25	3	4	4	5	4	20	3	4	5
32	5	5	5	5	5	25	3	3	2	3	4	15	4	3	4
33	5	5	5	5	5	25	1	1	2	4	2	10	5	5	5
34	4	4	4	4	4	20	3	1	2	2	2	10	5	4	4
35	4	4	4	4	4	20	3	4	5	4	4	20	4	4	4
36	5	5	5	5	5	25	4	3	4	5	4	20	4	4	4
37	4	4	4	4	4	20	3	3	3	2	4	15	4	4	4
38	5	5	5	5	5	25	2	2	2	5	4	15	5	5	5
39	4	4	4	4	4	20	3	5	4	5	3	20	4	4	2
40	3	4	2	3	3	15	1	1	1	1	1	5	3	4	2
41	4	3	5	4	4	20	3	2	4	2	4	15	4	4	2
42	5	5	5	5	5	25	1	2	1	3	3	10	4	4	4
43	5	5	5	5	5	25	4	2	4	3	2	15	3	3	4
44	4	4	2	2	3	15	3	3	2	3	4	15	3	4	2
45	5	5	5	5	5	25	3	2	1	2	2	10	2	3	2
46	4	4	3	5	4	20	5	2	2	2	4	15	4	4	4

	k4	k5	x3	i1	i2	i3	i4	i5	x4	ke1	ke2	ke3	ke4	ke5	x5
1	3	3	15	5	3	4	3	5	20	2	1	2	2	3	10
2	4	4	20	5	3	3	4	5	20	2	2	5	2	4	15
3	4	3	20	5	5	5	5	5	25	2	5	1	2	5	15
4	3	5	20	4	3	5	4	4	20	3	4	3	2	3	15
5	3	4	20	4	5	4	3	4	20	3	3	3	4	2	15
6	5	3	20	4	4	5	3	4	20	4	4	3	1	3	15
7	5	3	20	4	3	4	5	4	20	4	3	2	2	4	15
8	5	5	25	4	3	2	2	4	15	5	4	2	2	2	15
9	5	5	20	3	4	5	4	4	20	5	2	2	2	4	15
10	3	3	15	3	4	4	5	4	20	4	3	3	2	3	15
11	1	4	15	5	4	5	5	1	20	4	3	4	2	2	15
12	5	3	20	4	3	5	4	4	20	5	5	5	5	5	25
13	4	4	20	5	5	5	5	5	25	4	4	4	4	4	20
14	4	4	20	5	1	4	5	5	20	4	4	2	2	3	15
15	5	5	25	5	5	5	5	5	25	5	5	4	2	4	20
16	4	4	20	4	4	4	4	4	20	4	3	3	2	3	15
17	4	4	20	4	4	4	4	4	20	2	3	3	3	4	15
18	2	4	15	2	4	5	5	4	20	2	1	3	2	2	10
19	2	3	10	1	1	2	3	3	10	4	4	1	2	4	15
20	2	3	10	3	3	5	5	4	20	3	2	2	4	4	15
21	2	1	10	5	5	2	4	4	20	3	4	4	4	5	20
22	2	3	15	4	4	4	4	4	20	1	2	1	2	4	10
23	5	4	20	4	4	4	4	4	20	4	2	4	4	1	15
24	5	4	20	5	5	5	5	5	25	4	3	2	2	4	15
25	5	5	20	4	5	3	4	4	20	1	2	2	5	5	15
26	5	4	15	4	4	3	5	4	20	1	2	1	2	4	10
27	4	4	20	5	5	5	5	5	25	5	3	4	1	2	15
28	4	4	20	4	5	4	5	2	20	3	2	2	4	4	15
29	5	5	25	5	5	5	5	5	25	4	4	4	4	4	20
30	5	4	20	5	5	5	5	5	25	4	4	3	5	4	20
31	4	4	20	5	4	5	5	1	20	1	4	4	3	3	15
32	5	4	20	4	4	5	2	5	20	4	3	5	4	4	20
33	5	5	25	4	2	4	2	3	15	2	1	2	2	3	10
34	3	4	20	4	2	3	3	3	15	2	1	2	2	3	10
35	4	4	20	3	2	2	1	2	10	2	1	2	1	4	10
36	4	4	20	2	4	4	5	5	20	3	2	2	4	4	15
37	4	4	20	4	4	4	4	4	20	4	4	1	2	4	15
38	5	5	25	4	4	5	3	4	20	4	1	2	4	4	15
39	3	2	15	4	4	5	3	4	20	3	3	3	2	4	15
40	2	4	15	1	1	2	2	4	10	2	2	3	1	2	10
41	3	2	15	5	5	5	5	5	25	4	2	2	3	4	15
42	4	4	20	4	2	1	4	4	15	4	2	1	1	2	10
43	5	5	20	5	3	4	3	5	20	5	3	2	1	4	15
44	3	3	15	1	5	5	4	5	20	3	3	3	2	4	15
45	3	5	15	4	1	2	4	4	15	2	2	3	5	3	15
46	4	4	20	4	3	5	4	4	20	4	2	1	1	2	10

	m1	m2	m3	m4	m5	x1	h1	h2	h3	h4	h5	x2	k1	k2	k3
47	4	4	4	4	4	20	5	2	2	2	4	15	4	2	3
48	4	4	4	4	4	20	4	2	2	4	3	15	4	4	2
49	2	4	2	4	3	15	4	2	3	2	4	15	3	2	2
50	5	5	5	5	5	25	5	5	4	2	4	20	4	5	4
51	4	2	4	2	3	15	4	2	3	3	3	15	4	3	2
52	5	5	5	5	5	25	5	4	2	2	2	15	4	4	4
53	4	3	3	3	2	15	2	2	4	3	4	15	2	4	2
54	4	5	4	3	4	20	2	2	1	3	2	10	1	2	2
55	5	2	4	4	5	20	5	2	1	3	4	15	2	2	2
56	1	2	2	2	3	10	2	3	1	2	2	10	1	3	2
57	2	4	3	4	2	15	3	3	2	5	2	15	4	3	2
58	3	4	5	4	4	20	4	3	2	4	2	15	3	5	3
59	5	5	5	5	5	25	5	4	3	3	5	20	4	4	4
60	5	5	5	5	5	25	3	5	5	3	4	20	4	5	2
61	5	5	5	5	5	25	5	2	2	2	4	15	4	4	2
62	4	2	4	4	1	15	4	1	1	2	2	10	5	5	5
63	5	5	5	5	5	25	2	3	2	4	4	15	5	5	5
64	4	4	3	5	4	20	3	5	5	3	4	20	4	5	4
65	5	5	5	5	5	25	3	3	3	2	4	15	4	4	2
66	4	3	4	3	1	15	2	1	2	2	3	10	4	3	3
67	4	4	5	4	3	20	2	2	4	4	3	15	3	2	3
68	5	5	5	5	5	25	2	1	1	4	2	10	2	4	3
69	5	5	5	5	5	25	3	4	4	2	2	15	2	4	5
70	5	5	5	5	5	25	3	3	4	3	2	15	4	3	2
71	4	4	4	4	4	20	3	3	3	3	3	15	5	5	5
72	3	3	3	3	3	15	4	4	1	2	4	15	1	2	2
73	5	5	5	5	5	25	3	4	4	3	1	15	2	4	5
74	4	5	2	4	5	20	4	4	4	5	3	20	2	4	1
75	4	1	4	2	4	15	2	2	2	1	3	10	3	4	4
76	4	5	2	5	4	20	3	2	3	3	4	15	4	2	2
77	5	4	1	2	3	15	4	4	4	4	4	20	4	2	2
78	4	4	4	5	3	20	3	3	4	4	1	15	4	4	4
79	5	5	5	5	5	25	2	2	5	2	4	15	4	2	2
80	5	5	5	5	5	25	3	2	3	3	4	15	4	4	4
81	5	5	5	5	5	25	2	2	2	3	1	10	4	1	1
82	4	5	4	3	4	20	3	2	3	2	5	15	4	4	4
83	3	5	3	4	5	20	2	1	1	3	3	10	2	2	4
84	3	2	4	3	3	15	3	4	3	2	3	15	4	1	4
85	5	2	4	4	5	20	3	3	4	2	3	15	4	4	2
86	5	5	5	5	5	25	5	4	3	3	5	20	4	4	4
87	4	3	4	5	4	20	5	2	3	2	3	15	2	5	3
88	5	5	5	5	5	25	3	3	2	3	4	15	4	4	4
89	5	5	5	5	5	25	5	5	3	5	2	20	5	5	5
90	5	5	3	4	3	20	4	4	3	2	2	15	4	4	4
91	4	2	5	4	5	20	2	3	3	5	2	15	4	4	2
92	5	4	3	3	5	20	5	2	2	4	2	15	3	4	2

	k4	k5	x3	i1	i2	i3	i4	i5	x4	ke1	ke2	ke3	ke4	ke5	x5
47	2	4	15	3	4	2	2	4	15	4	3	3	3	2	15
48	1	4	15	3	3	3	2	4	15	1	4	4	2	4	15
49	1	2	10	1	2	2	2	3	10	4	1	2	4	4	15
50	3	4	20	4	5	3	4	4	20	3	3	3	3	3	15
51	4	2	15	5	5	5	5	5	25	4	4	1	2	4	15
52	3	5	20	4	4	4	4	4	20	3	2	3	3	4	15
53	2	5	15	3	4	4	4	5	20	1	1	2	4	2	10
54	2	3	10	2	3	2	1	2	10	1	1	1	1	1	5
55	3	1	10	4	5	4	4	3	20	4	4	3	4	4	19
56	2	2	10	4	4	3	4	5	20	4	3	5	4	4	20
57	4	2	15	4	4	4	4	4	20	2	1	1	4	2	10
58	4	5	20	4	4	4	4	4	20	3	2	3	3	4	15
59	4	4	20	5	5	5	5	5	25	4	3	2	3	3	15
60	5	4	20	3	5	4	4	4	20	2	2	3	4	4	15
61	1	4	15	5	5	5	5	5	25	4	4	2	1	4	15
62	5	5	25	4	4	4	4	4	20	1	2	4	4	4	15
63	5	5	25	5	5	5	5	5	25	3	3	2	4	3	15
64	4	3	20	4	4	4	4	4	20	4	4	2	2	3	15
65	3	2	15	5	4	4	4	3	20	4	3	4	4	5	20
66	2	3	15	1	1	2	2	4	10	2	2	1	1	4	10
67	3	4	15	4	4	4	4	4	20	4	2	2	3	4	15
68	3	3	15	4	5	3	1	2	15	1	1	1	1	1	5
69	5	4	20	5	5	5	5	5	25	4	4	1	2	4	15
70	2	4	15	5	1	2	4	3	15	4	2	3	2	4	15
71	5	5	25	2	2	2	2	2	10	1	1	1	3	4	10
72	3	2	10	4	4	2	1	4	15	4	4	2	2	3	15
73	5	4	20	5	5	5	5	5	25	4	4	2	5	5	20
74	2	1	10	4	5	4	4	3	20	4	4	4	4	4	20
75	4	5	20	1	3	2	2	2	10	2	2	1	2	3	10
76	4	3	15	4	4	4	4	4	20	1	4	4	4	2	15
77	1	1	10	1	1	2	2	4	10	1	1	1	1	1	5
78	3	5	20	4	3	4	5	4	20	3	4	4	3	1	15
79	3	4	15	4	4	4	5	3	20	3	2	3	2	5	15
80	4	4	20	4	4	4	4	4	20	3	3	3	2	4	15
81	4	5	15	3	4	2	3	3	15	4	1	1	2	2	10
82	4	4	20	5	5	5	5	5	25	3	2	4	3	3	15
83	4	3	15	4	2	1	1	2	10	1	1	1	1	1	5
84	4	2	15	3	1	2	2	2	10	4	2	2	3	4	15
85	2	3	15	4	4	4	5	3	20	1	3	4	3	4	15
86	3	5	20	5	5	5	5	5	25	4	2	4	5	5	20
87	5	5	20	5	5	5	5	5	25	4	4	3	4	5	20
88	3	5	20	5	4	3	5	3	20	5	3	2	2	3	15
89	5	5	25	5	5	5	5	5	25	3	3	4	5	5	20
90	5	3	20	5	5	4	5	1	20	5	2	1	2	5	15
91	3	2	15	5	5	5	1	4	20	5	1	3	2	4	15
92	2	4	15	5	5	4	5	1	20	1	2	3	4	5	15

	m1	m2	m3	m4	m5	x1	h1	h2	h3	h4	h5	x2	k1	k2	k3
93	5	5	5	5	5	25	5	4	4	3	4	20	4	4	4
94	5	5	5	5	5	25	3	3	3	2	4	15	4	3	4
95	4	4	2	3	2	15	3	2	3	5	2	15	4	4	4
96	4	4	4	4	4	20	3	2	2	4	4	15	4	4	4
97	5	5	5	5	5	25	3	4	3	5	5	20	4	4	3
98	4	3	4	5	4	20	4	5	2	2	2	15	4	5	4
99	4	4	5	4	3	20	5	2	1	5	2	15	5	5	5
100	5	5	5	5	5	25	3	3	3	2	4	15	4	4	3

	k4	k5	x3	i1	i2	i3	i4	i5	x4	ke1	ke2	ke3	ke4	ke5	x5
93	4	4	20	4	3	4	4	5	20	4	3	3	3	2	15
94	4	5	20	5	5	5	5	5	25	3	2	2	4	4	15
95	2	1	15	4	4	4	4	4	20	4	2	2	3	4	15
96	4	4	20	4	4	4	4	4	20	2	3	2	4	4	15
97	5	4	20	4	4	5	5	2	20	4	1	5	3	2	15
98	4	3	20	4	5	3	5	3	20	3	3	3	2	4	15
99	5	5	25	1	3	3	4	4	15	4	3	2	2	4	15
100	4	5	20	4	4	5	3	5	21	4	3	2	2	4	15

Correlations

Correlations

		Manfaat
M1	Pearson Correlation	.810**
	Sig. (2-tailed)	.000
	N	100
M2	Pearson Correlation	.781**
	Sig. (2-tailed)	.000
	N	100
M3	Pearson Correlation	.781**
	Sig. (2-tailed)	.000
	N	100
M4	Pearson Correlation	.862**
	Sig. (2-tailed)	.000
	N	100
M5	Pearson Correlation	.859**
	Sig. (2-tailed)	.000
	N	100
Manfaat	Pearson Correlation	1.000
	Sig. (2-tailed)	.
	N	100

** . Correlation is significant at the 0.01 level

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	M1	4.3200	.8514	100.0
2.	M2	4.1500	1.0384	100.0
3.	M3	4.1500	1.0384	100.0
4.	M4	4.2500	.9252	100.0
5.	M5	4.1800	1.0088	100.0
6.	X1	21.0500	3.9756	100.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	42.1000	63.2222	7.9512	6

Reliability Coefficients

N of Cases = 100.0

N of Items = 6

Alpha = .8097

Correlations

Correlations

		Harga
H1	Pearson Correlation	.513**
	Sig. (2-tailed)	.000
	N	100
H2	Pearson Correlation	.717**
	Sig. (2-tailed)	.000
	N	100
H3	Pearson Correlation	.680**
	Sig. (2-tailed)	.000
	N	100
H4	Pearson Correlation	.446**
	Sig. (2-tailed)	.000
	N	100
H5	Pearson Correlation	.495**
	Sig. (2-tailed)	.000
	N	100
Harga	Pearson Correlation	1.000
	Sig. (2-tailed)	.
	N	100

** . Correlation is significant at the 0.01 level

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	H1	3.3400	1.0072	100.0
2.	H2	3.0400	1.1540	100.0
3.	H3	2.9000	1.1503	100.0
4.	H4	3.1000	1.0493	100.0
5.	H5	3.0200	1.1280	100.0
6.	X2	15.4000	3.1527	100.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	30.8000	39.7576	6.3054	6

Reliability Coefficients

N of Cases = 100.0

N of Items = 6

Alpha = .7176

Correlations

Correlations

		Kualitas
K1	Pearson Correlation	.666**
	Sig. (2-tailed)	.000
	N	100
K2	Pearson Correlation	.661**
	Sig. (2-tailed)	.000
	N	100
K3	Pearson Correlation	.806**
	Sig. (2-tailed)	.000
	N	100
K4	Pearson Correlation	.761**
	Sig. (2-tailed)	.000
	N	100
K5	Pearson Correlation	.717**
	Sig. (2-tailed)	.000
	N	100
Kualitas	Pearson Correlation	1.000
	Sig. (2-tailed)	.
	N	100

** . Correlation is significant at the 0.01 level

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	K1	3.6900	1.0219	100.0
2.	K2	3.6100	1.0434	100.0
3.	K3	3.3400	1.1825	100.0
4.	K4	3.5900	1.1900	100.0
5.	K5	3.7200	1.1108	100.0
6.	X3	17.9500	4.0261	100.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	35.9000	64.8384	8.0522	6

Reliability Coefficients

N of Cases = 100.0

N of Items = 6

Alpha = .7856

Correlations

Correlations

		Iklan
I1	Pearson Correlation	.727**
	Sig. (2-tailed)	.000
	N	100
I2	Pearson Correlation	.781**
	Sig. (2-tailed)	.000
	N	100
I3	Pearson Correlation	.843**
	Sig. (2-tailed)	.000
	N	100
I4	Pearson Correlation	.779**
	Sig. (2-tailed)	.000
	N	100
I5	Pearson Correlation	.564**
	Sig. (2-tailed)	.000
	N	100
Iklan	Pearson Correlation	1.000
	Sig. (2-tailed)	.
	N	100

** . Correlation is significant at the 0.01 level

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	I1	3.9000	1.1415	100.0
2.	I2	3.8000	1.2060	100.0
3.	I3	3.8400	1.1434	100.0
4.	I4	3.8500	1.2175	100.0
5.	I5	3.8700	1.0698	100.0
6.	X4	19.2600	4.2891	100.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	38.5200	73.5855	8.5782	6

Reliability Coefficients

N of Cases = 100.0

N of Items = 6

Alpha = .7909

Correlations

Correlations

		Kemasan
KE1	Pearson Correlation	.559**
	Sig. (2-tailed)	.000
	N	100
KE2	Pearson Correlation	.662**
	Sig. (2-tailed)	.000
	N	100
KE3	Pearson Correlation	.638**
	Sig. (2-tailed)	.000
	N	100
KE4	Pearson Correlation	.608**
	Sig. (2-tailed)	.000
	N	100
KE5	Pearson Correlation	.608**
	Sig. (2-tailed)	.000
	N	100
Kemasan	Pearson Correlation	1.000
	Sig. (2-tailed)	.
	N	100

** . Correlation is significant at the 0.01 level

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	KE1	3.1500	1.2340	100.0
2.	KE2	2.6500	1.1044	100.0
3.	KE3	2.5800	1.1387	100.0
4.	KE4	2.7500	1.1753	100.0
5.	KE5	3.4600	1.0770	100.0
6.	X5	14.5900	3.5165	100.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	29.1800	49.4622	7.0329	6

Reliability Coefficients

N of Cases = 100.0

N of Items = 6

Alpha = .7404

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.706
Bartlett's Test of Sphericity	Approx. Chi-Square	117.378
	df	10
	Sig.	.000

Anti-image Matrices

		Manfaat	Harga	Kualitas	Iklan	Kemasan
Anti-image Covariance	Manfaat	.653	-.173	-.300	-6.27E-02	4.027E-03
	Harga	-.173	.717	-3.73E-05	-.124	-.136
	Kualitas	-.300	-3.73E-05	.711	-.104	2.007E-02
	Iklan	-6.27E-02	-.124	-.104	.575	-.294
	Kemasan	4.027E-03	-.136	2.007E-02	-.294	.632
Anti-image Correlation	Manfaat	.687 ^a	-.253	-.440	-.102	6.268E-03
	Harga	-.253	.797 ^a	-5.22E-05	-.193	-.202
	Kualitas	-.440	-5.22E-05	.675 ^a	-.162	2.992E-02
	Iklan	-.102	-.193	-.162	.706 ^a	-.487
	Kemasan	6.268E-03	-.202	2.992E-02	-.487	.677 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Manfaat	1.000	.743
Harga	1.000	.529
Kualitas	1.000	.755
Iklan	1.000	.712
Kemasan	1.000	.767

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.466	49.325	49.325	2.466	49.325	49.325	1.919	38.374	38.374
2	1.040	20.791	70.117	1.040	20.791	70.117	1.587	31.743	70.117
3	.648	12.956	83.073						
4	.449	8.984	92.057						
5	.397	7.943	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
Manfaat	.698	.505
Harga	.710	-.159
Kualitas	.619	.610
Iklan	.784	-.313
Kemasan	.691	-.538

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
Manfaat	.235	.829
Harga	.656	.314
Kualitas	.108	.862
Iklan	.809	.240
Kemasan	.876	5.935E-03

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

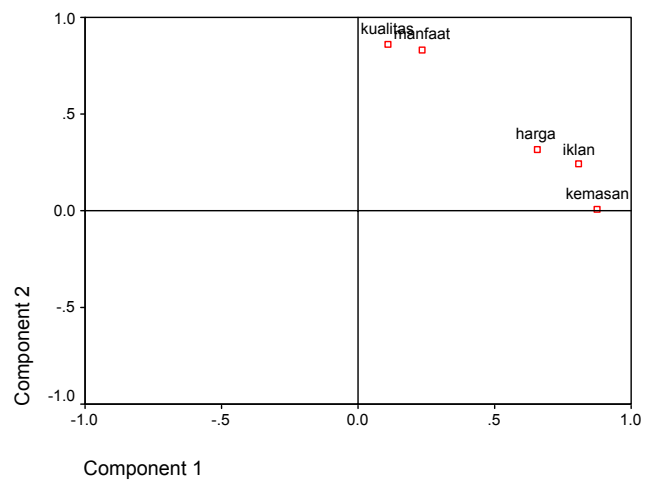
Component Transformation Matrix

Component	1	2
1	.785	.620
2	-.620	.785

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Plot in Rotated Space



Frequencies Nivea

Statistics

		Manfaat	Harga	Kualitas	Iklan	Kemasan	Nivea
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0

Frequency Table

Manfaat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	4	4.0	4.0	5.0
	3	7	7.0	7.0	12.0
	4	38	38.0	38.0	50.0
	5	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	8	8.0	8.0	10.0
	3	11	11.0	11.0	21.0
	4	31	31.0	31.0	52.0
	5	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

Kualitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	9	9.0	9.0	10.0
	3	14	14.0	14.0	24.0
	4	26	26.0	26.0	50.0
	5	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Iklan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	12	12.0	12.0	19.0
	4	30	30.0	30.0	49.0
	5	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

Kemasan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	5	5.0	5.0	7.0
	3	16	16.0	16.0	23.0
	4	27	27.0	27.0	50.0
	5	50	50.0	50.0	100.0
Total		100	100.0	100.0	

Frequencies Vaseline

Statistics

		Manfaat	Harga	Kualitas	Iklan	Kemasan	Vaseline
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0

Frequency Table

Manfaat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	16	16.0	16.0	19.0
	3	39	39.0	39.0	58.0
	4	28	28.0	28.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	8.0	8.0	8.0
	2	29	29.0	29.0	37.0
	3	25	25.0	25.0	62.0
	4	27	27.0	27.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Kualitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	12.0	12.0	12.0
	2	28	28.0	28.0	40.0
	3	25	25.0	25.0	65.0
	4	28	28.0	28.0	93.0
	5	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Iklan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	32	32.0	32.0	34.0
	3	32	32.0	32.0	66.0
	4	22	22.0	22.0	88.0
	5	12	12.0	12.0	100.0
Total		100	100.0	100.0	

Kemasan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	9.0	9.0	9.0
	2	29	29.0	29.0	38.0
	3	19	19.0	19.0	57.0
	4	37	37.0	37.0	94.0
	5	6	6.0	6.0	100.0
Total		100	100.0	100.0	

Frequencies Sanex

Statistics

		Manfaat	Harga	Kualitas	Iklan	Kemasan
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Frequency Table

Manfaat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	11	11.0	11.0	15.0
	3	15	15.0	15.0	30.0
	4	52	52.0	52.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	17	17.0	17.0	19.0
	3	18	18.0	18.0	37.0
	4	44	44.0	44.0	81.0
	5	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Kualitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	28	28.0	28.0	32.0
	3	16	16.0	16.0	48.0
	4	34	34.0	34.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Iklan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	5.0	5.0	5.0
	2	16	16.0	16.0	21.0
	3	21	21.0	21.0	42.0
	4	31	31.0	31.0	73.0
	5	27	27.0	27.0	100.0
Total		100	100.0	100.0	

Kemasan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	5.0	5.0	5.0
	2	10	10.0	10.0	15.0
	3	19	19.0	19.0	34.0
	4	40	40.0	40.0	74.0
	5	26	26.0	26.0	100.0
Total		100	100.0	100.0	

Frequencies Citra

Statistics

		Manfaat	Harga	Kualitas	Iklan	Kemasan
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Frequency Table

Manfaat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	8.0	8.0	8.0
	2	4	4.0	4.0	12.0
	3	10	10.0	10.0	22.0
	4	46	46.0	46.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	8.0	8.0	8.0
	2	7	7.0	7.0	15.0
	3	15	15.0	15.0	30.0
	4	37	37.0	37.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Kualitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	17	17.0	17.0	19.0
	3	11	11.0	11.0	30.0
	4	35	35.0	35.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Iklan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	6.0	6.0	6.0
2	12	12.0	12.0	18.0
3	10	10.0	10.0	28.0
4	35	35.0	35.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

Kemasan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	9	9.0	9.0	13.0
3	13	13.0	13.0	26.0
4	44	44.0	44.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

Frequencies Marina

Statistics

		Manfaat	Harga	Kualitas	Iklan	Kemasan	Marina
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0

Frequency Table

Manfaat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	15	15.0	15.0	30.0
	3	19	19.0	19.0	49.0
	4	42	42.0	42.0	91.0
	5	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	17.0	17.0	17.0
	2	30	30.0	30.0	47.0
	3	27	27.0	27.0	74.0
	4	23	23.0	23.0	97.0
	5	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Kualitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	19.0	19.0	19.0
	2	32	32.0	32.0	51.0
	3	26	26.0	26.0	77.0
	4	18	18.0	18.0	95.0
	5	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Iklan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	38	38.0	38.0	51.0
	3	17	17.0	17.0	68.0
	4	25	25.0	25.0	93.0
	5	7	7.0	7.0	100.0
Total		100	100.0	100.0	

Kemasan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6.0	6.0	6.0
	2	15	15.0	15.0	21.0
	3	18	18.0	18.0	39.0
	4	49	49.0	49.0	88.0
	5	12	12.0	12.0	100.0
Total		100	100.0	100.0	

Marina

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	4	4.0	4.0	4.0
	10	16	16.0	16.0	20.0
	15	65	65.0	65.0	85.0
	19	1	1.0	1.0	86.0
	20	13	13.0	13.0	99.0
	25	1	1.0	1.0	100.0
Total		100	100.0	100.0	