

Gender	Usia	Pekerjaan	Pendidikan	Lereng						Dopo						Tiro						Kamri																				
				Baterai	Desain	Harga	Lensa	Flur	Layar	Durability	Melek	Memori	Processor	Esensi	UE	Baterai	Desain	Harga	Lensa	Flur	Layar	Durability	Melek	Memori	Processor	Esensi	UE	Baterai	Desain	Harga	Lensa	Flur	Layar	Durability	Melek	Memori	Processor	Esensi	UE			
Wanita	24-34tahun	PegawaiNestle	SI	4	3	4	3	4	3	5	4	3	3	3	2	3	3	2	3	5	4	5	5	5	5	3	3	3	3	5	3	3	2	2	3	4	4	3				
Pria	24-34tahun	PegawaiNestle	SI	4	3	4	3	3	3	3	4	3	3	3	3	2	3	3	3	1	3	5	4	5	5	5	5	5	3	3	3	3	5	3	2	2	3	4	4			
Wanita	18-28tahun	PegawaiNestle	SI	4	3	4	3	4	3	2	5	4	2	3	3	2	3	4	3	4	3	5	4	4	2	3	3	2	5	4	5	3	3	2	4	3	3	2	4	3		
Wanita	18-28tahun	Malasina	DJOG	4	3	4	3	4	3	2	5	4	2	3	3	2	3	3	2	3	4	3	5	4	2	3	3	2	5	4	5	3	3	2	4	3	3	2	4	3		
Wanita	18-28tahun	Malasina	SMU	4	3	4	3	4	3	5	4	3	2	5	3	2	3	3	4	4	5	5	5	5	4	3	3	3	4	4	3	2	3	3	4	3	3	4	3	5	4	
Wanita	24-34tahun	TulPoin	SQSS	3	2	2	2	3	2	4	3	3	5	5	5	5	5	2	3	3	3	3	3	2	4	3	3	3	3	4	3	3	3	4	3	3	4	3	3	3		
Wanita	24-34tahun	PegawaiNestle	SI	3	3	3	3	3	3	3	5	5	5	5	5	3	3	2	4	4	3	3	3	4	3	4	3	2	2	4	3	3	3	4	3	3	3	4	3	3		
Pria	24-34tahun	PMS	SI	2	3	2	2	2	3	2	3	2	2	5	5	5	5	5	4	3	4	3	3	4	4	3	4	3	2	2	3	2	3	2	3	2	2	3	2	2	3	
Wanita	18-28tahun	Malasina	SMU	2	3	2	2	3	2	3	2	4	5	4	4	5	4	4	3	4	3	5	4	5	3	4	4	4	3	4	3	4	3	4	3	4	3	4	3	4		
Wanita	18-28tahun	PegawaiNestle	SMU	2	1	2	3	2	3	2	4	2	5	4	4	4	5	4	4	5	4	3	5	4	4	4	4	5	3	5	3	3	3	3	3	3	3	3	4	5		
Pria	24-34tahun	PMS	SQSS	4	3	4	4	3	2	5	4	3	2	4	4	2	3	3	2	3	5	4	5	5	5	5	4	5	3	3	5	3	2	2	3	4	4	4	3			
Pria	24-34tahun	PegawaiNestle	SQSS	4	3	4	3	4	3	2	5	4	2	3	3	2	3	3	2	3	5	4	5	5	5	5	4	5	3	3	5	3	2	2	3	4	4	4	3			
Wanita	18-28tahun	Malasina	DJOG	4	3	4	3	4	3	2	5	4	2	3	3	2	3	3	2	3	5	4	5	5	5	4	5	3	3	5	3	2	2	3	4	4	4	4	3			
Pria	40-50tahun	PegawaiNestle	SQSS	4	3	4	3	4	3	2	5	4	2	3	3	2	3	3	2	3	4	3	5	4	4	2	3	3	2	5	4	5	4	4	3	2	4	3	3	2		
Wanita	18-28tahun	Malasina	SMU	4	3	4	3	4	3	2	5	4	2	3	3	2	3	3	2	3	4	3	5	4	4	2	3	3	2	5	4	5	3	3	2	4	3	3	2			
Wanita	24-34tahun	PegawaiNestle	SI	4	3	4	3	4	3	2	5	4	2	3	3	2	3	3	2	3	4	3	5	4	4	2	3	3	2	5	4	5	3	3	2	4	3	3	2			
Wanita	18-28tahun	Malasina	SMU	4	3	4	3	4	3	2	5	4	2	3	3	2	3	3	2	3	4	3	5	4	4	2	3	3	2	5	4	5	3	3	2	4	3	3	2			
Wanita	18-28tahun	PegawaiNestle	SQ SMP	5	3	3	4	3	3	5	4	4	3	4	4	4	4	4	5	4	3	4	4	4	3	3	4	4	5	3	4	4	5	3	4	4	3	5	4	5		
Pria	24-34tahun	TulPoin	SI	5	5	5	3	4	2	3	3	4	4	3	4	4	3	4	4	4	4	3	4	4	4	3	4	4	4	4	5	5	4	4	5	5	4	3	5	5		
Wanita	18-28tahun	Malasina	SMU	5	4	4	4	4	3	3	3	4	3	3	4	4	3	4	4	3	3	4	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	4	3	
Wanita	18-28tahun	Malasina	SMU	5	4	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	4	5	4	5	4	5	4	5	4	4	5	4	5	
Wanita	18-28tahun	Malasina	SMU	3	3	2	3	3	3	3	3	4	3	3	3	4	4	3	4	4	3	5	3	5	4	4	3	4	4	5	5	5	5	5	5	5	5	5	5	5	5	
Pria	18-28tahun	Malasina	DJOG	2	2	4	2	2	3	2	3	2	4	4	5	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	3	4	3	4	3
Wanita	24-34tahun	PegawaiNestle	SI	4	4	3	4	4	4	3	5	4	4	3	5	4	4	3	5	4	4	5	4	4	3	5	4	4	5	4	4	5	4	4	5	4	5	4	5	3	3	

Uji Instrumen

A. Uji Validitas



Correlations

		Baterai_L	Desain_L	Harga_L	Kamera_L	Fitur_L	Layar_L	Durability_L	Merek_L	Memori_L	Prosesor_L	Ease_of_Use_L	Total_Lenovo
Baterai_L	Pearson Correlation	1	.608**	.692**	.653**	.483**	.634**	.191	.423**	.396**	.448**	.083	.818**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.062	.000	.000	.000	.424	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Desain_L	Pearson Correlation	.608**	1	.578**	.621**	.310**	.796**	.030	.205*	.106	.425**	.108	.681**
	Sig. (2-tailed)	.000		.000	.000	.002	.000	.775	.045	.304	.000	.294	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Harga_L	Pearson Correlation	.692**	.578**	1	.502**	.570**	.504**	-.006	.315**	.350**	.459**	-.039	.704**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.956	.002	.000	.000	.707	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Kamera_L	Pearson Correlation	.653**	.621**	.502**	1	.367**	.696**	.245*	.203*	.427**	.485**	.383**	.809**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.016	.047	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Fitur_L	Pearson Correlation	.483**	.310**	.570**	.367**	1	.485**	.053	.568**	.555**	.608**	-.011	.703**
	Sig. (2-tailed)	.000	.002	.000	.000		.000	.605	.000	.000	.000	.915	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Layar_L	Pearson Correlation	.634**	.796**	.504**	.696**	.485**	1	.123	.246*	.265**	.507**	.187	.770**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.231	.016	.009	.000	.068	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Durability_L	Pearson Correlation	.191	.030	-.006	.245*	.053	.123	1	-.286**	.093	.293**	.480**	.335**
	Sig. (2-tailed)	.062	.775	.956	.016	.605	.231		.005	.369	.004	.000	.001
	N	96	96	96	96	96	96	96	96	96	96	96	96
Merek_L	Pearson Correlation	.423**	.205*	.315**	.203*	.568**	.246*	-.286**	1	.608**	.100	-.380**	.443**
	Sig. (2-tailed)	.000	.045	.002	.047	.000	.016	.005		.000	.334	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Memori_L	Pearson Correlation	.396**	.106	.350**	.427**	.555**	.265**	.093	.608**	1	.396**	.111	.625**
	Sig. (2-tailed)	.000	.304	.000	.000	.000	.009	.369	.000		.000	.280	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Prosesor_L	Pearson Correlation	.448**	.425**	.459**	.485**	.608**	.507**	.293**	.100	.396**	1	.297**	.701**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.004	.334	.000		.003	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Ease_of_Use_L	Pearson Correlation	.083	.108	-.039	.383**	-.011	.187	.480**	-.380**	.111	.297**	1	.337**
	Sig. (2-tailed)	.424	.294	.707	.000	.915	.068	.000	.000	.280	.003		.001
	N	96	96	96	96	96	96	96	96	96	96	96	96
Total_Lenovo	Pearson Correlation	.818**	.681**	.704**	.809**	.703**	.770**	.335**	.443**	.625**	.701**	.337**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.001	
	N	96	96	96	96	96	96	96	96	96	96	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).



Correlations

		Baterai_O	Desain_O	Harga_O	Kamera_O	Fitur_O	Layar_O	Durability_O	Merek_O	Memori_O	Prosesor_O	Ease_of_Use_O	Total_Oppo
Baterai_O	Pearson Correlation	1	.145	.530**	-.242*	.435**	.174	.659**	.554**	.661**	.727**	.810**	.759**
	Sig. (2-tailed)		.159	.000	.018	.000	.089	.000	.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Desain_O	Pearson Correlation	.145	1	.371**	.233*	.492**	.575**	.309**	.511**	.317**	.248*	.302**	.529**
	Sig. (2-tailed)	.159		.000	.023	.000	.000	.002	.000	.002	.015	.003	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Harga_O	Pearson Correlation	.530**	.371**	1	-.258*	.364**	.351**	.674**	.641**	.772**	.529**	.640**	.791**
	Sig. (2-tailed)	.000	.000		.011	.000	.000	.000	.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Kamera_O	Pearson Correlation	.242*	.233*	.258*	1	.413**	.202*	.116	.006	.685	.078	.218*	.222
	Sig. (2-tailed)	.018	.023	.011		.000	.049	.258	.955	.507	.452	.033	.986
	N	96	96	96	96	96	96	96	96	96	96	96	96
Fitur_O	Pearson Correlation	.435**	.492**	.364**	.413**	1	.557**	.462**	.516**	.512**	.433**	.361**	.656**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Layar_O	Pearson Correlation	.174	.575**	.351**	.202*	.557**	1	.429**	.612**	.428**	.371**	.258*	.585**
	Sig. (2-tailed)	.089	.000	.000	.049	.000		.000	.000	.000	.000	.011	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Durability_O	Pearson Correlation	.659**	.309**	.674**	-.116	.462**	.429**	1	.724**	.810**	.701**	.804**	.882**
	Sig. (2-tailed)	.000	.002	.000	.258	.000	.000		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Merek_O	Pearson Correlation	.554**	.511**	.641**	.006	.516**	.612**	.724**	1	.653**	.559**	.667**	.845**
	Sig. (2-tailed)	.000	.000	.000	.955	.000	.000	.000		.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Memori_O	Pearson Correlation	.661**	.317**	.772**	-.068	.512**	.428**	.810**	.653**	1	.724**	.714**	.880**
	Sig. (2-tailed)	.000	.002	.000	.507	.000	.000	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Prosesor_O	Pearson Correlation	.727**	.248*	.529**	-.078	.433**	.371**	.701**	.559**	.724**	1	.678**	.789**
	Sig. (2-tailed)	.000	.015	.000	.452	.000	.000	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Ease_of_Use_O	Pearson Correlation	.810**	.302**	.640**	-.218*	.361**	.258*	.804**	.667**	.714**	.678**	1	.843**
	Sig. (2-tailed)	.000	.003	.000	.033	.000	.011	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Total_Oppo	Pearson Correlation	.759**	.529**	.791**	-.002	.656**	.585**	.882**	.845**	.880**	.789**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	.986	.000	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96	96	96	96	96	96

** .Correlation is significant at the 0.01 level (2-tailed).

* .Correlation is significant at the 0.05 level (2-tailed).



Correlations

		Baterai_V	Desain_V	Harga_V	Kamera_V	Fitur_V	Layar_V	Durability_V	Merek_V	Memori_V	Prosesor_V	Ease_of_Use_V	Total_Vivo
Baterai_V	Pearson Correlation	1	.145	.179	-.019	.075	.118	.187	.295**	.509**	.314**	.572**	.533**
	Sig. (2-tailed)		.157	.082	.851	.466	.251	.067	.004	.000	.002	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Desain_V	Pearson Correlation	.145	1	.218*	.495**	.318**	.523**	.137	.526**	.408**	.418**	-.063	.558**
	Sig. (2-tailed)	.157		.033	.000	.002	.000	.182	.000	.000	.000	.539	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Harga_V	Pearson Correlation	.179	.218*	1	-.218*	.232*	.360**	.629**	.565**	.611**	.438**	.440**	.648**
	Sig. (2-tailed)	.082	.033		.033	.023	.000	.000	.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Kamera_V	Pearson Correlation	-.019	.495**	-.218*	1	.222*	.434**	-.146	.228*	-.077	.054	-.276**	.201*
	Sig. (2-tailed)	.851	.000	.033		.029	.000	.156	.025	.456	.601	.006	.050
	N	96	96	96	96	96	96	96	96	96	96	96	96
Fitur_V	Pearson Correlation	.075	.318**	.232*	.222*	1	.634**	.393**	.130	.335**	.494**	-.062	.503**
	Sig. (2-tailed)	.466	.002	.023	.029		.000	.000	.206	.001	.000	.550	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Layar_V	Pearson Correlation	.118	.523**	.360**	.434**	.634**	1	.420**	.441**	.379**	.482**	.043	.653**
	Sig. (2-tailed)	.251	.000	.000	.000	.000		.000	.000	.000	.000	.674	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Durability_V	Pearson Correlation	.187	.137	.629**	-.146	.393**	.420**	1	.457**	.657**	.678**	.504**	.743**
	Sig. (2-tailed)	.067	.182	.000	.156	.000	.000		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Merek_V	Pearson Correlation	.295**	.526**	.565**	.228*	.130	.441**	.457**	1	.494**	.498**	.428**	.738**
	Sig. (2-tailed)	.004	.000	.000	.025	.206	.000	.000		.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Memori_V	Pearson Correlation	.509**	.408**	.611**	-.077	.335**	.379**	.657**	.494**	1	.752**	.549**	.836**
	Sig. (2-tailed)	.000	.000	.000	.456	.001	.000	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Prosesor_V	Pearson Correlation	.314**	.418**	.438**	.054	.494**	.482**	.678**	.498**	.752**	1	.463**	.823**
	Sig. (2-tailed)	.002	.000	.000	.601	.000	.000	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Ease_of_Use_V	Pearson Correlation	.572**	-.063	.440**	-.276**	-.062	.043	.504**	.428**	.549**	.463**	1	.591**
	Sig. (2-tailed)	.000	.539	.000	.006	.550	.674	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Total_Vivo	Pearson Correlation	.533**	.558**	.648**	.201*	.503**	.653**	.743**	.738**	.836**	.823**	.591**	1
	Sig. (2-tailed)	.000	.000	.000	.050	.000	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96	96	96	96	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).



Correlations

		Baterai_X	Desain_X	Harga_X	Kamera_X	Fitur_X	Layar_X	Durability_X	Merek_X	Memori_X	Prosesor_X	Ease_of_Use_X	Total_Xiaomi
Baterai_X	Pearson Correlation	1	.487**	.434**	.371**	.398**	.474**	-.069	.326**	.110	.127	-.004	.542**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.502	.001	.286	.217	.966	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Desain_X	Pearson Correlation	.487**	1	.042	.225*	.408**	.399**	.160	.257*	.279**	.209*	.078	.510**
	Sig. (2-tailed)	.000		.683	.028	.000	.000	.119	.012	.006	.041	.452	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Harga_X	Pearson Correlation	.434**	.042	1	.056	.129	.109	.438**	.490**	.080	.136	.288**	.372
	Sig. (2-tailed)	.000	.683		.586	.212	.292	.000	.000	.439	.188	.004	.095
	N	96	96	96	96	96	96	96	96	96	96	96	96
Kamera_X	Pearson Correlation	.371**	.225*	.056	1	.734**	.567**	.418**	.340**	.452**	.579**	.533**	.799**
	Sig. (2-tailed)	.000	.028	.586		.000	.000	.000	.001	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Fitur_X	Pearson Correlation	.398**	.408**	-.129	.734**	1	.673**	.408**	.110	.293**	.258*	.492**	.713**
	Sig. (2-tailed)	.000	.000	.212	.000		.000	.000	.288	.004	.011	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Layar_X	Pearson Correlation	.474**	.399**	.109	.567**	.673**	1	.338**	.321**	.359**	.412**	.435**	.760**
	Sig. (2-tailed)	.000	.000	.292	.000	.000		.001	.001	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Durability_X	Pearson Correlation	-.069	.160	-.438**	.418**	.408**	.338**	1	.051	.664**	.458**	.799**	.601**
	Sig. (2-tailed)	.502	.119	.000	.000	.000	.001		.620	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Merek_X	Pearson Correlation	.326**	.257*	.490**	.340**	.110	.321**	.051	1	.239*	.199	-.007	.460**
	Sig. (2-tailed)	.001	.012	.000	.001	.288	.001	.620		.019	.052	.949	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Memori_X	Pearson Correlation	.110	.279**	-.080	.452**	.293**	.359**	.664**	.239*	1	.569**	.595**	.681**
	Sig. (2-tailed)	.286	.006	.439	.000	.004	.000	.000	.019		.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Prosesor_X	Pearson Correlation	.127	.209*	.136	.579**	.258*	.412**	.458**	.199	.569**	1	.644**	.696**
	Sig. (2-tailed)	.217	.041	.188	.000	.011	.000	.000	.052	.000		.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Ease_of_Use_X	Pearson Correlation	-.004	.078	-.288**	.533**	.492**	.435**	.799**	-.007	.595**	.644**	1	.684**
	Sig. (2-tailed)	.966	.452	.004	.000	.000	.000	.000	.949	.000	.000		.000
	N	96	96	96	96	96	96	96	96	96	96	96	96
Total_Xiaomi	Pearson Correlation	.542**	.510**	.172	.799**	.713**	.760**	.601**	.460**	.681**	.696**	.684**	1
	Sig. (2-tailed)	.000	.000	.095	.000	.000	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96	96	96	96	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

B. Uji Reliabilitas

Lenovo

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.824	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Baterai_L	33.1042	28.621	.753	.784
Desain_L	33.7708	31.231	.596	.802
Harga_L	33.2396	30.142	.611	.799
Kamera_L	33.6562	29.281	.746	.786
Fitur_L	33.2812	31.846	.636	.801
Layar_L	33.8021	31.066	.713	.794
Durability_L	34.0937	34.381	.177	.840
Merek_L	33.1354	32.371	.262	.840
Memori_L	33.2708	32.200	.538	.807
Prosesor_L	33.7396	31.668	.630	.801
Ease_of_Use_L	33.8646	34.139	.162	.846

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
36.8958	37.505	6.12412	11

Oppo

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.901	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Baterai_O	37.9271	37.500	.697	.888
Desain_O	37.6146	41.439	.458	.900
Harga_O	38.2917	33.598	.702	.891
Kamera_O	37.0417	45.725	-.073	.917
Fitur_O	37.6458	40.400	.599	.895
Layar_O	37.6458	40.989	.520	.898
Durability_O	38.6562	34.165	.839	.878
Merek_O	38.0417	36.188	.800	.882
Memori_O	38.0000	36.505	.849	.880
Prosesor_O	38.0833	37.319	.735	.886
Ease_of_Use_O	38.4479	33.724	.780	.883

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
41.7396	45.479	6.74380	11

Vivo

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.835	11

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
41.1875	31.607	5.62197	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Baterai_V	37.6771	26.810	.395	.833
Desain_V	37.2500	27.389	.453	.826
Harga_V	37.6458	27.305	.574	.818
Kamera_V	36.8125	30.449	.063	.855
Fitur_V	37.1563	28.323	.409	.829
Layar_V	37.1771	27.516	.585	.818
Durability_V	37.8542	23.621	.632	.810
Merek_V	37.7083	25.556	.661	.808
Memori_V	37.3125	24.849	.785	.798
Prosesor_V	37.4479	24.566	.765	.798
Ease_of_Use_V	37.8333	25.698	.448	.830

 **Xiaomi**

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.818	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Baterai_X	35.8229	28.105	.401	.813
Desain_X	36.3021	29.560	.405	.811
Harga_X	35.6667	32.435	.016	.846
Kamera_X	36.4479	26.313	.736	.780
Fitur_X	36.5104	26.695	.620	.790
Layar_X	36.8438	27.396	.696	.787
Durability_X	36.8229	27.684	.479	.804
Merek_X	36.3229	30.263	.360	.814
Memori_X	36.2917	27.598	.592	.794
Prosesor_X	36.2813	27.720	.616	.793
Ease_of_Use_X	36.4792	25.473	.550	.799

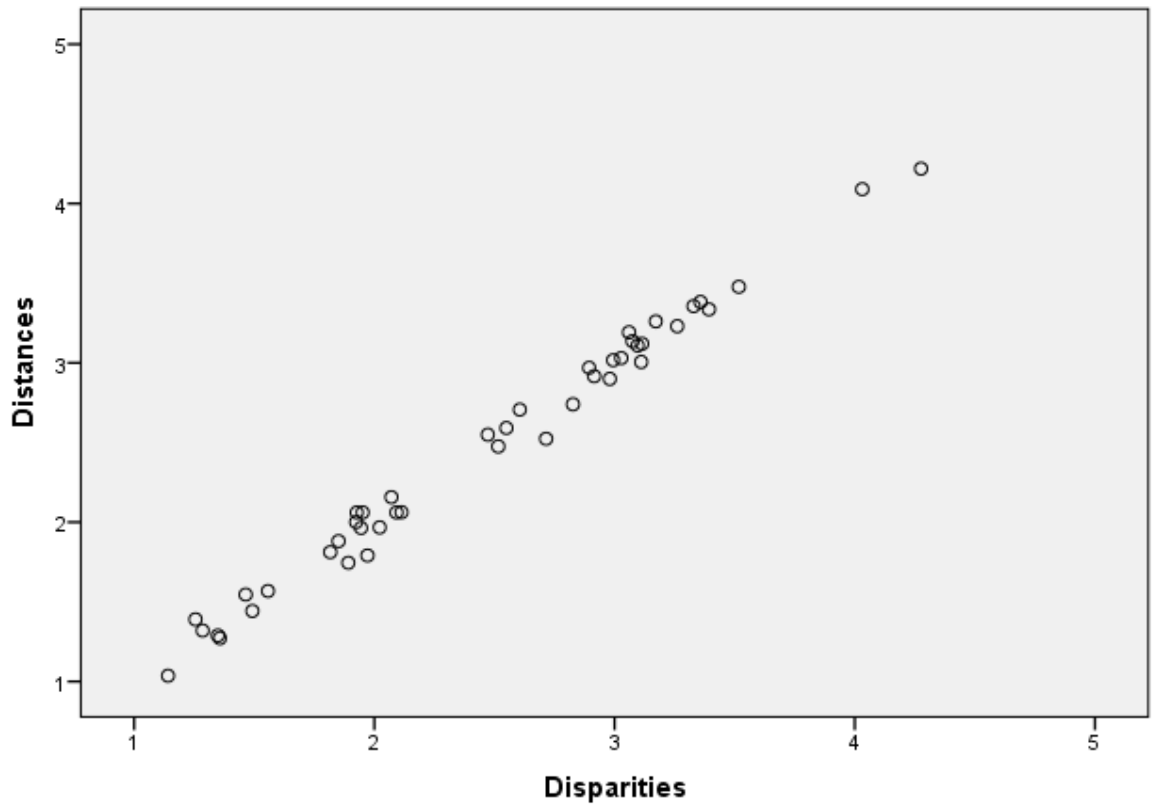
Scale Statistics

Mean	Variance	Std. Deviation	N of Items
39.9792	33.410	5.78015	11

Analisis Multi Dimensional Scaling

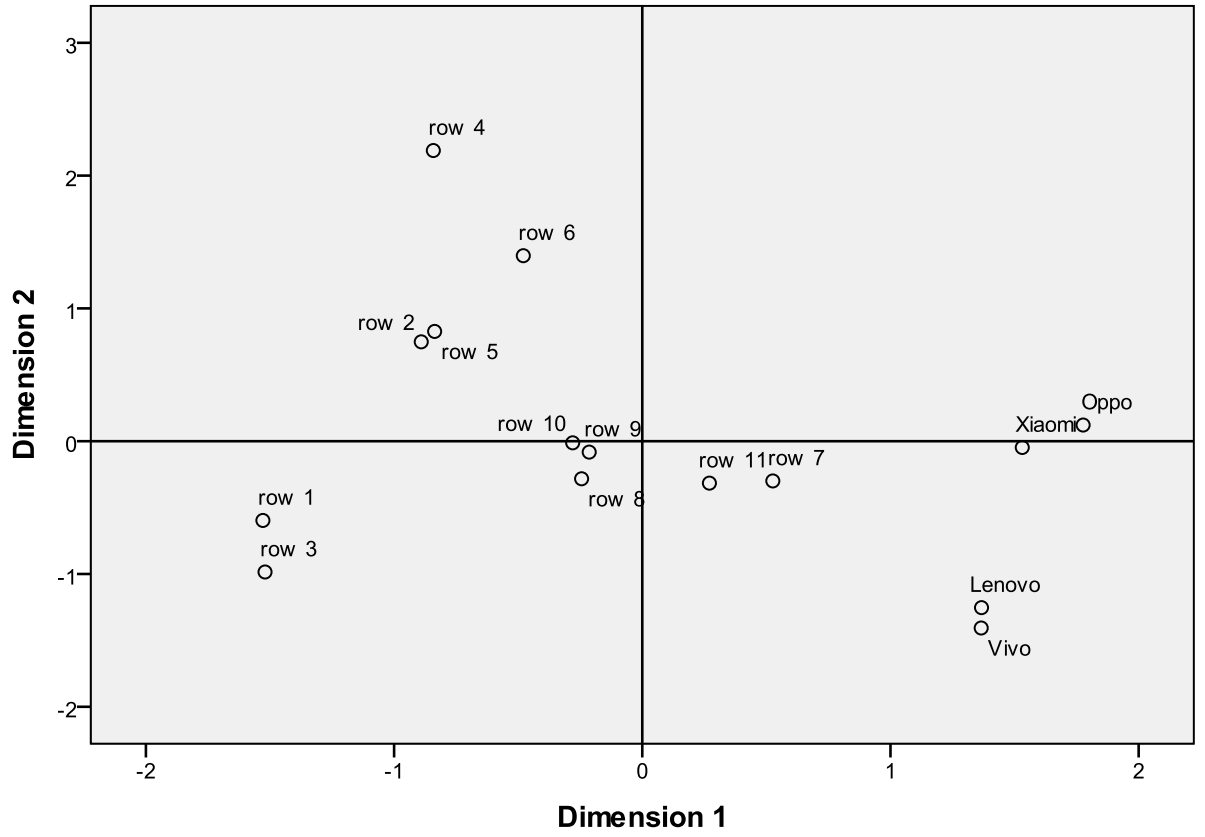
	Lenovo	Oppo	Vivo	Xiaomi
Baterai	364	366	337	399
Desain	300	396	378	353
Harga	351	331	340	414
Kamera	311	451	420	339
Fitur	347	393	387	333
Layar	297	393	385	301
Durability	269	296	320	303
Merek	361	355	334	351
Memori	348	359	372	354
Prosesor	303	351	359	355
Ease of use	291	316	322	336

Scatterplot of Linear Fit
Euclidean distance model



Derived Stimulus Configuration

Euclidean distance model



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

Young's S-stress formula 2 is used.

Iteration	S-stress	Improvement
1	.43746	
2	.32540	.11205
3	.24753	.07787
4	.19566	.05187
5	.16026	.03540
6	.13572	.02455
7	.11854	.01718
8	.10622	.01231
9	.09713	.00909
10	.09031	.00682
11	.08506	.00525
12	.08105	.00401
13	.07794	.00312
14	.07532	.00261
15	.07311	.00221
16	.07120	.00192
17	.06949	.00171
18	.06800	.00148
19	.06674	.00126
20	.06567	.00107
21	.06477	.00090

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

Stress and squared correlation (RSQ) in distances

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

Stress values are Kruskal's stress formula 2.

Matrix 1

			(Row Stimuli Only)								
Stimulus	Stress	RSQ	Stimulus	Stress	RSQ	Stimulus	Stress	RSQ	Stimulus	Stress	RSQ
1	.039	.999	2	.081	.995	3	.065	.997	4	.125	.990
5	.132	.986	6	.041	.999	7	.139	.984	8	.148	.982
9	.149	.982	10	.067	.996	11	.095	.993			

Averaged (rms) over stimuli
Stress = .106 RSQ = .991

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
Column			
1	Xiaomi	1.5310	-.0474
2	Vivo	1.3656	-1.4067
3	Lenovo	1.3668	-1.2534
4	Oppo	1.7762	.1217
Row			
1		-1.5287	-.5969
2		-.8906	.7481
3		-1.5200	-.9850
4		-.8420	2.1888
5		-.8366	.8266
6		-.4794	1.3968
7		.5259	-.2992
8		-.2445	-.2830
9		-.2139	-.0822
10		-.2804	-.0122
11		.2705	-.3160

TABEL R STATISTIKA

rumushitung.com

<http://rumushitung.com>

90	0,1726	0,2050	0,2422	0,2673	0,3375
91	0,1716	0,2039	0,2409	0,2659	0,3358
92	0,1707	0,2028	0,2396	0,2645	0,3341
93	0,1698	0,2017	0,2384	0,2631	0,3323
94	0,1689	0,2006	0,2371	0,2617	0,3307
95	0,1680	0,1996	0,2359	0,2604	0,3290
96	0,1671	0,1986	0,2347	0,2591	0,3274
97	0,1663	0,1975	0,2335	0,2578	0,3258
98	0,1654	0,1966	0,2324	0,2565	0,3242
99	0,1646	0,1956	0,2312	0,2552	0,3226
100	0,1638	0,1946	0,2301	0,2540	0,3211
101	0,1630	0,1937	0,2290	0,2528	0,3196
102	0,1622	0,1927	0,2279	0,2515	0,3181
103	0,1614	0,1918	0,2268	0,2504	0,3166
104	0,1606	0,1909	0,2257	0,2492	0,3152
105	0,1599	0,1900	0,2247	0,2480	0,3137
106	0,1591	0,1891	0,2236	0,2469	0,3123
107	0,1584	0,1882	0,2226	0,2458	0,3109
108	0,1576	0,1874	0,2216	0,2446	0,3095
109	0,1569	0,1865	0,2206	0,2436	0,3082
110	0,1562	0,1857	0,2196	0,2425	0,3068
111	0,1555	0,1848	0,2186	0,2414	0,3055
112	0,1548	0,1840	0,2177	0,2403	0,3042
113	0,1541	0,1832	0,2167	0,2393	0,3029
114	0,1535	0,1824	0,2158	0,2383	0,3016
115	0,1528	0,1816	0,2149	0,2373	0,3004
116	0,1522	0,1809	0,2139	0,2363	0,2991
117	0,1515	0,1801	0,2131	0,2353	0,2979
118	0,1509	0,1793	0,2122	0,2343	0,2967
119	0,1502	0,1786	0,2113	0,2333	0,2955
120	0,1496	0,1779	0,2104	0,2324	0,2943
121	0,1490	0,1771	0,2096	0,2315	0,2931
122	0,1484	0,1764	0,2087	0,2305	0,2920
123	0,1478	0,1757	0,2079	0,2296	0,2908
124	0,1472	0,1750	0,2071	0,2287	0,2897
125	0,1466	0,1743	0,2062	0,2278	0,2886
126	0,1460	0,1736	0,2054	0,2269	0,2875
127	0,1455	0,1729	0,2046	0,2260	0,2864
128	0,1449	0,1723	0,2039	0,2252	0,2853
129	0,1443	0,1716	0,2031	0,2243	0,2843
130	0,1438	0,1710	0,2023	0,2235	0,2832