LAMPIRAN

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN
ANALISIS SEGMENTASI PASAR FRITTO CHICKEN SECARA DEMOGRAFIS DAN PSIKOGRAFIS STUDI PADA *OUTLET* DENAI MEDAN

A. IDENTITAS RESPONDEN

Nama :

B. VARIABEL DEMOGRAFIS Petunjuk Pengisian:

4. Pilihlah jawaban yang sesuai dengan keadaan anda.
5. Berilah tanda Silang (√) untuk setiap jawaban yang menurut Saudara paling sesuaidengan kondisi yang sebenarnya.

Pertanyaan Demografis :

1. Berapakah usia anda saat ini?a. >18-24
   b. 25-34
   c. 35-44
   d. 45>
2. Berjenis kelamin apakah anda?
   a. Pria
   b. Wanita
3. Tahap Hidup/ Status?
   a. Lajang
   b. Menikah
   c. Duda/Janda
4. Tingkat penghasilan atau uang saku anda perbulan?
   a. Dibawah Rp. 1.000.000
   b. Antara Rp. 1.000.000 – Rp. 3.000.000
   c. Diatas Rp. 3.000.000
5. Generasi anda?
   a. Baby boomers (1946-1964)
   b. Generasi X (1965-1980)
   c. Generasi Y (1981-1994)
   d. Generasi Z (1995-2010)

C. VARIABEL PSIKOGRAFIS Petunjuk Pengisian :

Berilah tanda (√) Pada pilihan jawaban yang Bapak/ Ibu pilih

1. Tidak Setuju (TS)
2. Kurang Setuju (KS)
3. Netral (N)
4. Setuju (S)
5. Sangat Setuju (SS)

No	Pernyataan	Pilihan Jawaban				
		TS	KS	N	S	SS
	Aktivitas					
1	Saya adalah orang pertama yang membeli di Fritto Chicken diantara teman-teman saya					
2	Saya adalah orang yang aktif mencari informasi mengenai produk – produk baru dalam membeli makanan					
3	Saya melakukan pembelian di Fritto Chicken secara mandiri tanpa mempertimbangkan pendapat orang lain.					
4	Saya membeli makanan di Fritto Chicken hanya pada saat saya sibuk bekerja					
5	Saya membeli makanan di Fritto Chicken hanya pada saat saya berkumpul bersama keluarga.					
	Minat	**TS**	**KS**	**N**	**S**	**SS**
6	Saya tertarik membeli makanan cepat saji di Fritto Chicken karena manfaat jasa lebih yang saya dapatkan.					
7	Saya tertarik membeli makanan cepat saji di Fritto Chicken karena adanya inovasi menu baru					
8	Saya tertarik membeli di Fritto Chicken karena ingin mendapatkan pengalaman baru.					
9	Saya adalah orang yang tertarik dengan beragam jenis makanan sehingga saya membeli makanan di Fritto Chicken					
10	Saya membeli Fritto Chicken karena kelompok sosial saya juga melakukan pembelian disana.					
	Opini	**TS**	**KS**	**N**	**S**	**SS**
11	Saya tetap membeli makanan di Fritto Chicken meskipun harus membayar lebih tinggi dibanding tempat lain.					
12	Saya senang membeli makanan di Fritto Chicken karena puas dengan rasa yang ditawarkan.					
13	Saya membeli di Fritto Chicken karena menghemat waktu.					

Lampiran 2. Jawaban Responden

No	PSIKOGRAFIS													Total
	Aktivitas					Minat					Opini			
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	
1	2	2	3	2	3	3	3	3	4	4	3	4	5	41
2	3	4	3	3	3	4	3	4	3	4	5	4	3	46
3	4	3	3	2	5	3	3	3	3	4	4	3	4	44
4	3	2	3	4	2	2	4	2	4	3	3	2	3	37
5	3	4	3	2	3	4	3	4	1	4	3	4	3	41
6	4	3	3	2	3	1	3	1	3	4	2	2	4	35
7	3	3	2	2	2	3	2	3	4	3	5	2	4	38
8	3	2	3	2	4	3	3	3	4	2	4	3	3	39
9	3	4	3	4	4	4	4	3	4	3	4	3	4	47
10	3	3	4	3	3	3	3	3	3	3	3	4	5	43
11	3	4	3	2	4	3	4	3	4	5	4	3	5	47
12	3	3	2	4	3	4	3	4	3	4	3	4	4	44
13	2	3	2	4	4	4	4	4	4	4	3	3	3	44
14	3	3	3	3	3	2	3	3	1	5	5	3	2	39
15	4	4	3	4	4	4	5	4	5	4	5	5	5	56
16	4	2	3	3	3	4	3	4	3	4	5	5	5	48
17	4	3	4	3	4	3	4	5	5	5	4	3	4	51
18	4	3	4	3	3	4	3	4	4	3	4	5	3	47
19	3	3	4	3	3	3	3	2	3	4	3	4	5	43
20	2	3	3	3	4	4	3	2	3	4	5	5	5	46
21	3	4	3	4	2	3	4	3	4	4	3	4	4	45
22	1	3	3	2	4	1	3	4	4	1	3	3	3	35
23	4	3	4	4	3	4	4	3	4	2	3	3	3	44
24	4	1	1	2	1	3	3	3	3	3	3	3	3	33
25	5	3	5	1	3	4	3	4	3	5	4	5	5	50
26	3	4	4	3	2	3	3	3	4	4	5	5	4	47
27	1	3	4	1	1	1	4	1	1	4	4	4	4	33
28	3	4	4	3	3	4	3	4	3	4	5	5	5	50
29	3	3	5	4	2	3	3	4	3	4	3	5	4	46
30	3	5	5	4	3	4	5	4	3	4	4	4	5	53
31	3	4	3	4	2	3	4	3	4	4	3	4	4	45
32	1	3	3	2	4	1	3	4	4	1	3	3	3	35
33	4	3	4	4	3	4	4	3	4	2	3	3	3	44
34	4	1	1	2	1	3	3	3	3	3	3	3	3	33

35	5	3	5	1	3	4	3	4	3	5	4	5	5	50
36	3	4	4	3	3	4	3	4	3	4	5	5	5	50
37	3	3	5	4	2	3	3	4	3	4	3	5	4	46
38	3	5	5	4	3	4	5	4	3	4	4	4	5	53
39	3	4	3	3	3	4	3	4	3	4	5	4	3	46
40	4	3	3	2	5	3	3	3	3	4	4	3	4	44
41	3	2	3	4	2	2	4	2	4	3	3	2	3	37
42	3	4	3	4	4	4	4	3	4	3	4	3	4	47
43	3	3	4	3	3	3	3	3	3	3	3	4	5	43
44	3	4	3	2	4	3	4	3	4	5	4	3	5	47
45	4	1	1	2	1	3	3	3	3	3	3	3	3	33
46	5	3	5	1	3	4	3	4	3	5	4	5	5	50
47	5	3	5	1	3	4	3	4	3	5	4	5	5	50
48	3	4	4	3	2	3	3	3	4	4	5	5	4	47
49	1	3	4	1	1	1	4	1	1	4	4	4	4	33
50	3	3	2	4	3	4	3	4	3	4	3	4	4	44
51	2	3	2	4	4	4	4	4	4	4	3	3	3	44
52	1	3	4	1	1	1	4	1	1	4	4	4	4	33
53	3	4	4	3	3	4	3	4	3	4	5	5	5	50
54	3	5	5	4	3	4	5	4	3	4	4	4	5	53
55	3	4	3	3	3	4	3	4	3	4	5	4	3	46
56	3	4	3	4	4	4	4	3	4	3	4	3	4	47
57	3	3	4	3	3	3	3	3	3	3	3	4	5	43
58	3	4	3	2	4	3	4	3	4	5	4	3	5	47
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62	4	2	3	3	3	4	3	4	3	4	5	5	5	48
63	4	3	4	3	4	3	4	5	5	5	4	3	4	51
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65	3	3	3	3	3	2	3	3	1	5	5	3	2	39
66	4	4	3	4	4	4	5	4	5	4	5	5	5	56
67	4	2	3	3	3	4	3	4	3	4	5	5	5	48
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69	3	4	3	2	4	3	4	3	4	5	4	3	5	47
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72	3	3	3	3	3	2	3	3	1	5	5	3	2	39
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74	4	1	1	2	1	3	3	3	3	3	3	3	3	33
75	5	3	5	1	3	4	3	4	3	5	4	5	5	50
76	3	4	4	3	2	3	3	3	4	4	5	5	4	47
77	1	3	4	1	1	1	4	1	1	4	4	4	4	33
78	3	4	4	3	3	4	3	4	3	4	5	5	5	50
79	2	2	3	2	3	3	3	3	4	4	3	4	5	41
80	3	4	3	3	3	4	3	4	3	4	5	4	3	46
81	4	3	3	2	5	3	3	3	3	4	4	3	4	44
82	3	5	5	4	3	4	5	4	3	4	4	4	5	53
83	3	4	3	3	3	4	3	4	3	4	5	4	3	46
84	3	4	3	4	4	4	4	3	4	3	4	3	4	47
85	3	3	4	3	3	3	3	3	3	3	3	4	5	43
86	3	3	3	3	3	2	3	3	1	5	5	3	2	39
87	4	4	3	4	4	4	5	4	5	4	5	5	5	56
88	4	2	3	3	3	4	3	4	3	4	5	5	5	48
89	5	3	5	1	3	4	3	4	3	5	4	5	5	50
90	3	4	4	3	2	3	3	3	4	4	5	5	4	47
91	1	3	4	1	1	1	4	1	1	4	4	4	4	33
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96	3	4	3	2	4	3	4	3	4	5	4	3	5	47
97	4	2	3	3	3	4	3	4	3	4	5	5	5	48
98	4	3	4	3	4	3	4	5	5	5	4	3	4	51
99	4	3	4	3	3	4	3	4	4	3	4	5	3	47
100	3	4	3	3	3	4	3	4	3	4	5	4	3	46

Lampiran 3. Uji Validatas dan Reliabel

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	Total
P1	Pearson Correlation	1	-.136	.106	.040	.243*	.569**	-.143	.505**	.331**	.239*	.129	.217*	.178	.518**
	Sig. (2-tailed)		.177	.294	.695	.015	.000	.156	.000	.001	.017	.203	.030	.077	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P2	Pearson Correlation	-.136	1	.409**	.308**	.332**	.263**	.456**	.182	.148	.238*	.353**	.170	.240*	.581**
	Sig. (2-tailed)	.177		.000	.002	.001	.008	.000	.070	.143	.017	.000	.091	.016	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P3	Pearson Correlation	.106	.409**	1	-.147	-.034	.014	.128	.062	-.115	.204*	.139	.488**	.423**	.398**
	Sig. (2-tailed)	.294	.000		.144	.736	.886	.204	.540	.253	.042	.168	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P4	Pearson Correlation	.040	.308**	-.147	1	.264**	.462**	.323**	.369**	.418**	-.231*	-.021	-.022	-.109	.414**
	Sig. (2-tailed)	.695	.002	.144		.008	.000	.001	.000	.000	.021	.833	.829	.280	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P5	Pearson Correlation	.243*	.332**	-.034	.264**	1	.405**	.163	.458**	.493**	.090	.118	-.157	.179	.552**
	Sig. (2-tailed)	.015	.001	.736	.008		.000	.105	.000	.000	.373	.241	.118	.075	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P6	Pearson Correlation	.569**	.263**	.014	.462**	.405**	1	.017	.710**	.424**	.102	.241*	.403**	.264**	.758**
	Sig. (2-tailed)	.000	.008	.886	.000	.000		.870	.000	.000	.315	.016	.000	.008	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P7	Pearson Correlat	-.143	.456**	.128	.323**	.163	.017	1	-.061	.277**	.103	-.005	-.142	.189	.316**

	ion														
	Sig. (2-tailed)	.156	.000	.204	.001	.105	.870		.547	.005	.306	.964	.160	.060	.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P8	Pearson Correlation	.505**	.182	.062	.369**	.458**	.710**	-.061	1	.453**	.136	.214*	.316**	.076	.690**

	Sig. (2-tailed)	.000	.070	.540	.000	.000	.000	.547		.000	.178	.033	.001	.451	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P9	Pearson Correlation	.331**	.148	-.115	.418**	.493**	.424**	.277**	.453**	1	-.185	-.062	-.060	.211*	.527**
	Sig. (2-tailed)	.001	.143	.253	.000	.000	.000	.005	.000		.065	.540	.554	.035	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P10	Pearson Correlation	.239*	.238*	.204*	-.231*	.090	.102	.103	.136	-.185	1	.378**	.210*	.261**	.362**
	Sig. (2-tailed)	.017	.017	.042	.021	.373	.315	.306	.178	.065		.000	.036	.009	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P11	Pearson Correlation	.129	.353**	.139	-.021	.118	.241*	-.005	.214*	-.062	.378**	1	.413**	.074	.433**
	Sig. (2-tailed)	.203	.000	.168	.833	.241	.016	.964	.033	.540	.000		.000	.466	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P12	Pearson Correlation	.217*	.170	.488**	-.022	-.157	.403**	-.142	.316**	-.060	.210*	.413**	1	.468**	.502**
	Sig. (2-tailed)	.030	.091	.000	.829	.118	.000	.160	.001	.554	.036	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P13	Pearson Correlation	.178	.240*	.423**	-.109	.179	.264**	.189	.076	.211*	.261**	.074	.468**	1	.521**
	Sig. (2-tailed)	.077	.016	.000	.280	.075	.008	.060	.451	.035	.009	.466	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total	Pearson Correlation	.518**	.581**	.398**	.414**	.552**	.758**	.316**	.690**	.527**	.362**	.433**	.502**	.521**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.760	13

Lampiran 4. Final Cluster

Final *Cluster* Centers

	Cluster							
	1	2	3	4	5	6	7	8
P1	1.00	3.08	3.00	1.67	4.43	3.33	3.80	3.11
P2	3.00	3.47	3.20	2.67	2.64	2.33	1.40	3.75
P3	4.00	2.94	3.00	3.00	4.07	3.00	1.20	4.04
P4	1.00	3.14	2.80	2.00	2.14	3.33	2.00	3.36
P5	1.00	3.58	3.00	4.00	3.00	2.33	1.20	2.96
P6	1.00	3.56	2.40	1.67	4.00	1.67	3.00	3.50
P7	4.00	3.58	3.00	3.00	3.00	4.67	2.80	3.57
P8	1.00	3.53	3.20	3.67	4.00	1.67	4.20	3.46
P9	1.00	3.72	1.00	4.00	3.21	3.67	3.20	3.43
P10	4.00	4.82	4.80	1.33	4.21	3.33	3.00	3.75
P11	4.00	3.81	4.60	3.33	4.36	2.67	3.40	4.14
P12	4.00	3.39	3.20	3.00	5.00	2.00	2.80	4.57
P13	4.00	3.92	2.20	3.00	4.57	3.33	3.20	4.79

Lampiran 5. Anova

ANOVA

	Cluster		Error			
	Mean Square	df	Mean Square	df	F	Sig.
P1	8.537	7	.272	92	31.428	.000
P2	4.991	7	.378	92	13.207	.000
P3	7.601	7	.376	92	20.222	.000
P4	6.314	7	.543	92	11.637	.000
P5	8.117	7	.339	92	23.949	.000
P6	8.904	7	.244	92	36.534	.000
P7	1.367	7	.359	92	3.801	.001
P8	7.149	7	.305	92	23.430	.000
P9	9.550	7	.347	92	27.538	.000
P10	4.430	7	.410	92	10.799	.000
P11	1.975	7	.565	92	3.493	.002
P12	8.682	7	.185	92	46.952	.000
P13	6.433	7	.382	92	16.833	.000

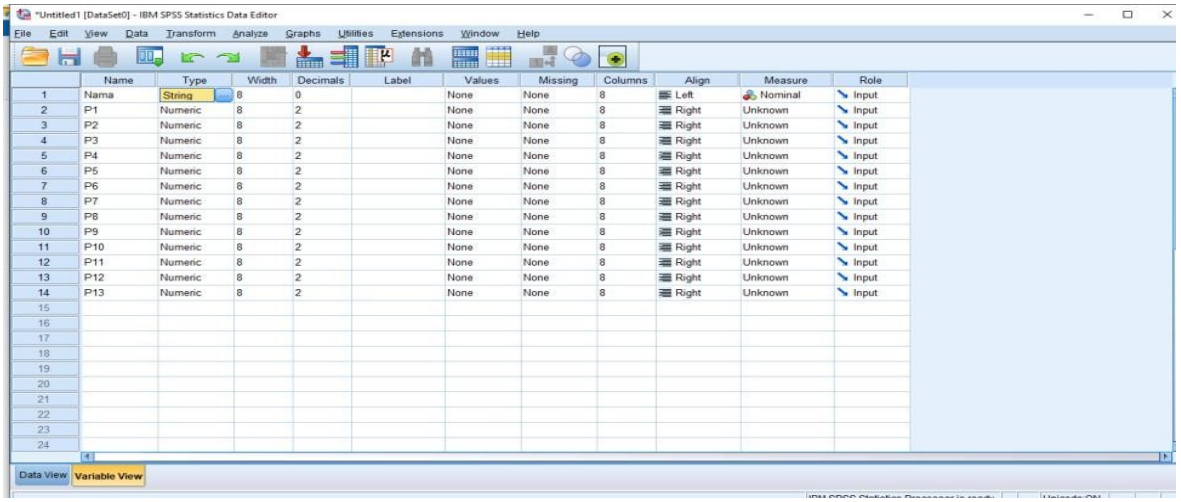
The F tests should be used only for descriptive purposes because the *cluster*s have been hypothesis that the *cluster* means are equal.

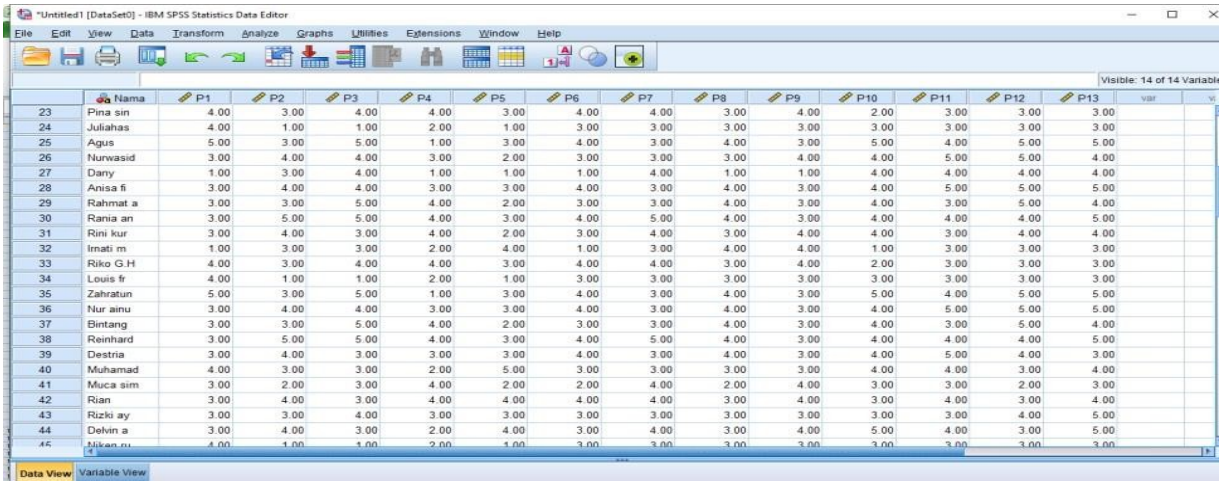
Lampiran 6. Pengelompokan Cluster

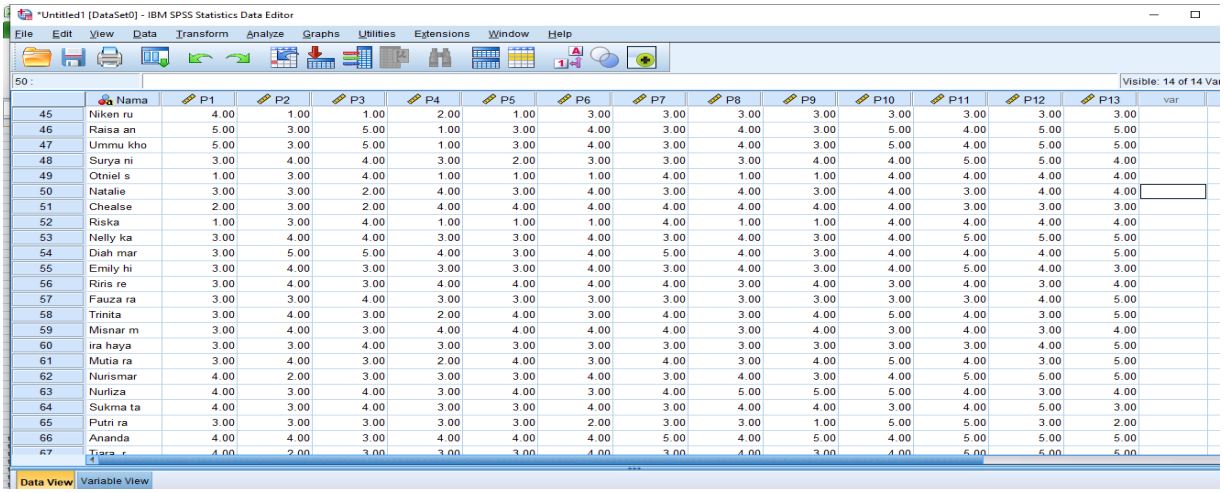
Number of Cases in each *Cluster*

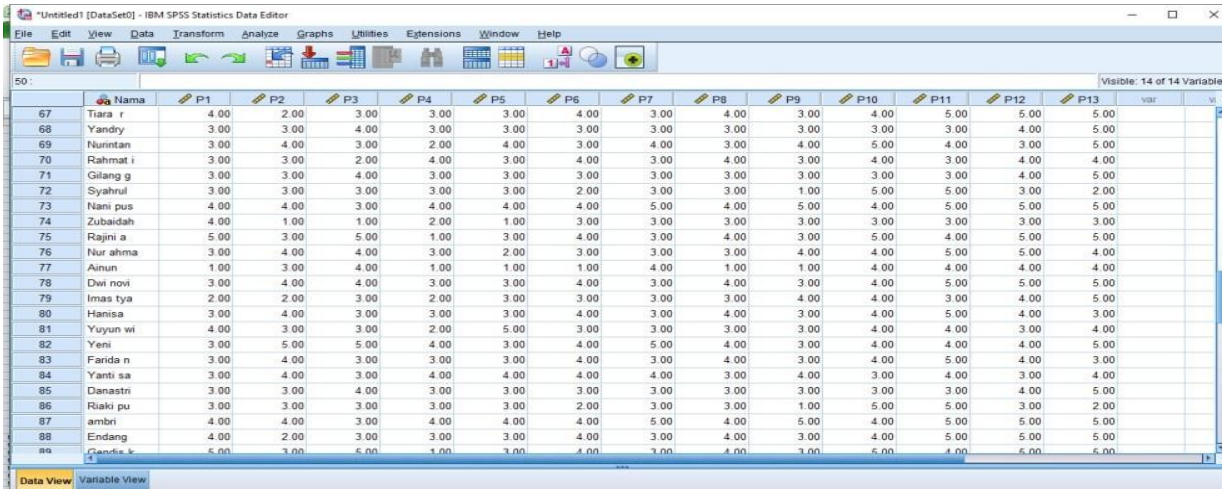
Cluster	1	6.000
	2	36.000
	3	5.000
	4	3.000
	5	14.000
	6	3.000
	7	5.000
	8	28.000
Valid		100.000
Missing		.000

Lampiran 7. Cara Pengujian








*Untitled1 [DataSet0] - IBM SPSS Statistics Data Editor
File Edit View Data Transform Analyze Graphs Utilities Extensions Window Help
Visible: 14 of 14 Variable
Nama P1 P2 P3 P4 P5 P6 P7 P8 P9 P10 P11 P12 P13
67 Tiara r 4.00 2.00 3.00 3.00 3.00 4.00 3.00 4.00 3.00 4.00 5.00 5.00 5.00
68 Yandry 3.00 3.00 4.00 3.00 3.00 3.00 3.00 3.00 3.00 3.00 3.00 4.00 5.00
69 Nurintan 3.00 4.00 3.00 2.00 4.00 3.00 4.00 3.00 4.00 5.00 4.00 3.00 5.00
70 Rahmat i 3.00 3.00 2.00 4.00 3.00 4.00 3.00 4.00 3.00 4.00 3.00 4.00 4.00
71 Gilang g 3.00 3.00 4.00 3.00 3.00 3.00 3.00 3.00 3.00 3.00 3.00 4.00 5.00
72 Syahrul 3.00 3.00 3.00 3.00 3.00 2.00 3.00 3.00 1.00 5.00 5.00 3.00 2.00
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75 Rajini a 5.00 3.00 5.00 1.00 3.00 4.00 3.00 4.00 3.00 5.00 4.00 5.00 5.00
76 Nur ahma 3.00 4.00 4.00 3.00 2.00 3.00 3.00 3.00 4.00 4.00 5.00 5.00 4.00
77 Ainun 1.00 3.00 4.00 1.00 1.00 1.00 4.00 1.00 1.00 4.00 4.00 4.00 4.00
78 Dwi novi 3.00 4.00 4.00 3.00 3.00 4.00 3.00 4.00 3.00 4.00 5.00 5.00 5.00
79 Imas tya 2.00 2.00 3.00 2.00 3.00 3.00 3.00 3.00 4.00 4.00 3.00 4.00 5.00
80 Hanisa 3.00 4.00 3.00 3.00 3.00 4.00 3.00 4.00 3.00 4.00 5.00 4.00 3.00
81 Yuyun wi 4.00 3.00 3.00 2.00 5.00 3.00 3.00 3.00 3.00 4.00 4.00 3.00 4.00
82 Yeni 3.00 5.00 5.00 4.00 3.00 4.00 5.00 4.00 3.00 4.00 4.00 4.00 5.00
83 Farida n 3.00 4.00 3.00 3.00 3.00 4.00 3.00 4.00 3.00 4.00 5.00 4.00 3.00
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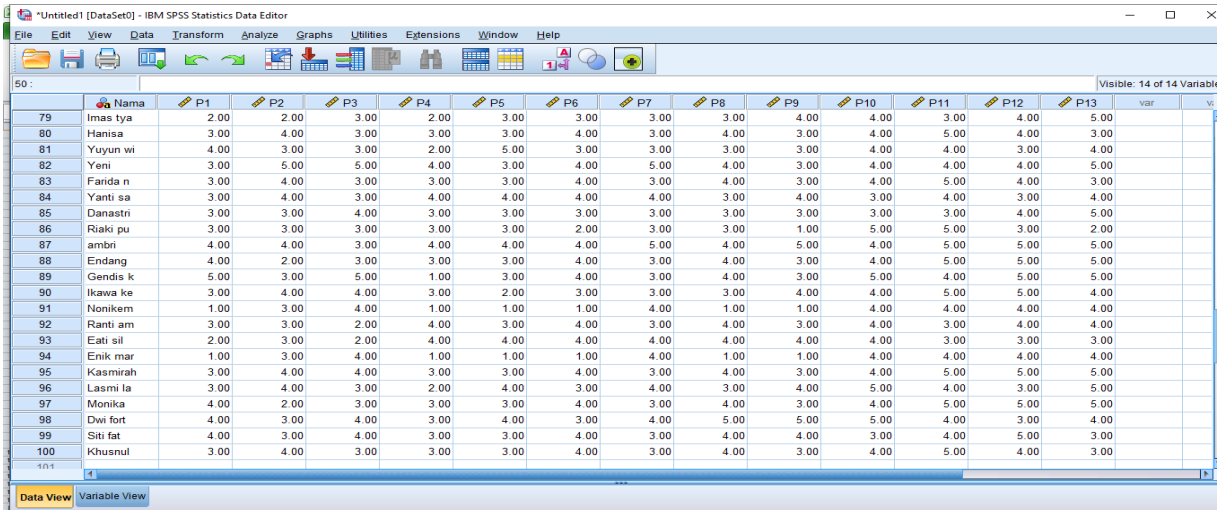
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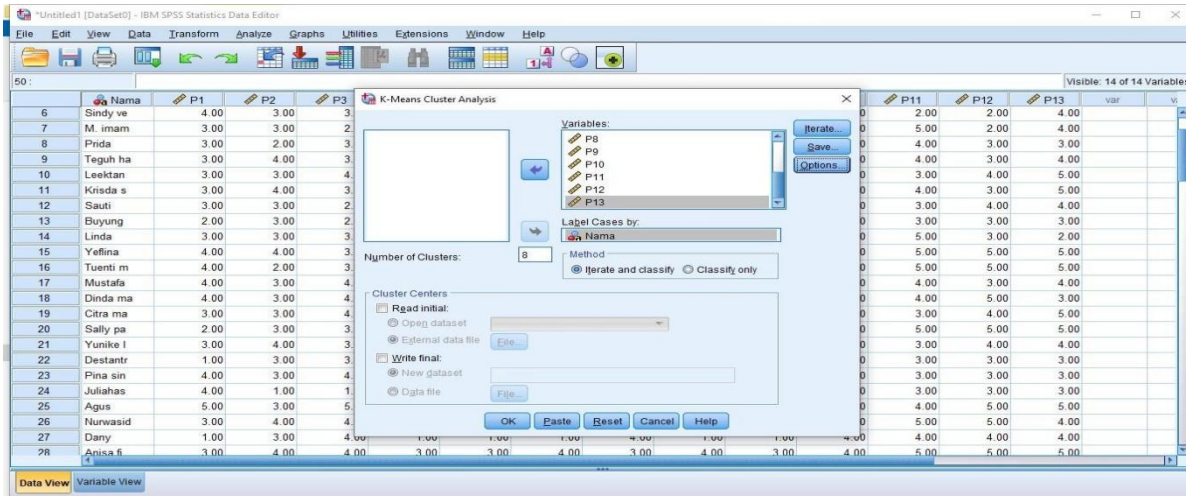
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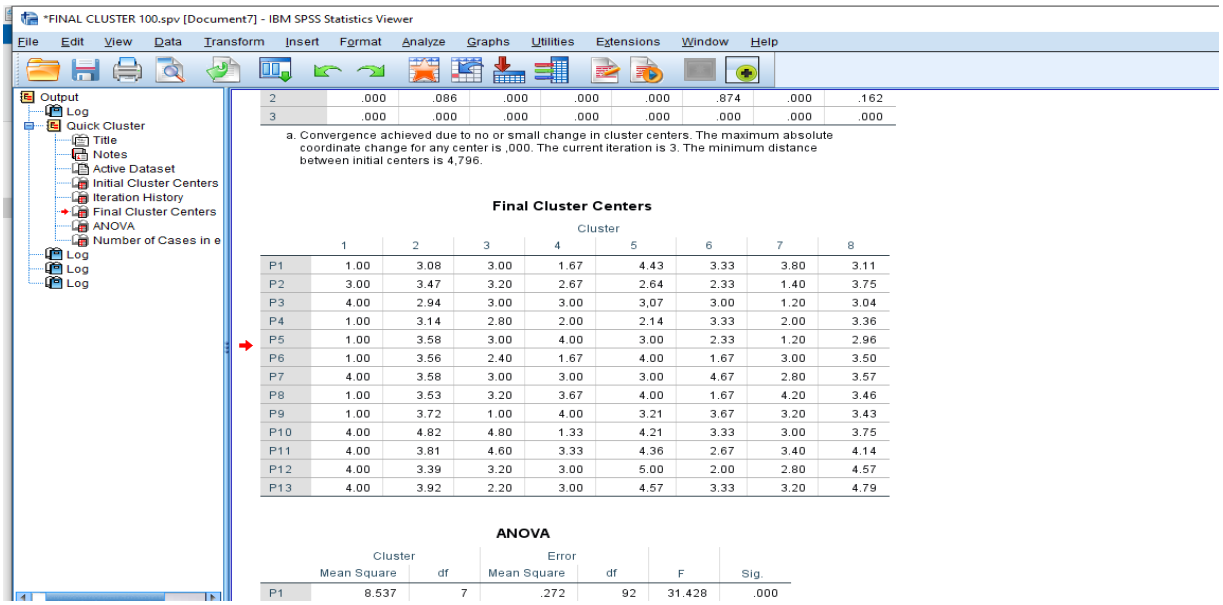
K-Means Cluster Analysis
Variables:
P8
P9
P10
P11
P12
P13
Iterate...
Save...
Options...
Label Cases by:
Nama
Number of Clusters: 8
Method
Iterate and classify
Classify only
Cluster Centers
Read initial:
Open dataset
External data file
File...
Write final:
New dataset
Data file
File...
OK
Paste
Reset
Cancel
Help
Data View Variable View



2	.000	.086	.000	.000	.000	.874	.000	.162
3	.000	.000	.000	.000	.000	.000	.000	.000

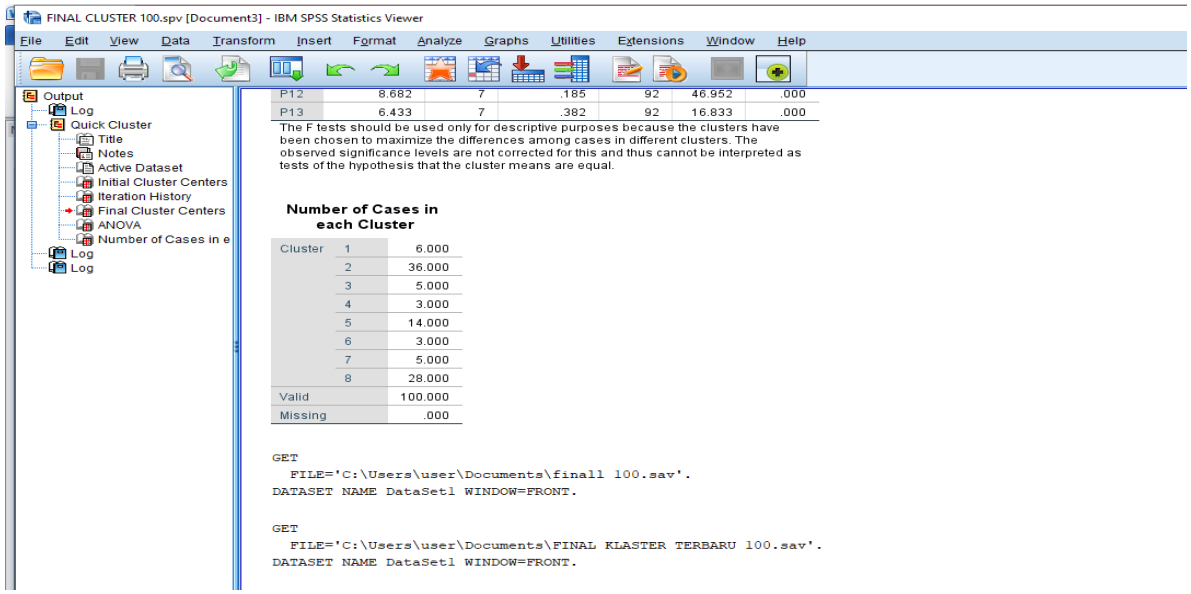
a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is ,000. The current iteration is 3. The minimum distance between initial centers is 4,796.

Final Cluster Centers

	Cluster 1	2	3	4	5	6	7	8
P1	1.00	3.08	3.00	1.67	4.43	3.33	3.80	3.11
P2	3.00	3.47	3.20	2.67	2.64	2.33	1.40	3.75
P3	4.00	2.94	3.00	3.00	3,07	3.00	1.20	3.04
P4	1.00	3.14	2.80	2.00	2.14	3.33	2.00	3.36
P5	1.00	3.58	3.00	4.00	3.00	2.33	1.20	2.96
P6	1.00	3.56	2.40	1.67	4.00	1.67	3.00	3.50
P7	4.00	3.58	3.00	3.00	3.00	4.67	2.80	3.57
P8	1.00	3.53	3.20	3.67	4.00	1.67	4.20	3.46
P9	1.00	3.72	1.00	4.00	3.21	3.67	3.20	3.43
P10	4.00	4.82	4.80	1.33	4.21	3.33	3.00	3.75
P11	4.00	3.81	4.60	3.33	4.36	2.67	3.40	4.14
P12	4.00	3.39	3.20	3.00	5.00	2.00	2.80	4.57
P13	4.00	3.92	2.20	3.00	4.57	3.33	3.20	4.79

ANOVA

	Cluster Mean Square	df	Error Mean Square	df	F	Sig.
P1	8.537	7	.272	92	31.428	.000



P12	8.682	7	.185	92	46.952	.000
P13	6.433	7	.382	92	16.833	.000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Number of Cases in each Cluster

Cluster	1	6.000
	2	36.000
	3	5.000
	4	3.000
	5	14.000
	6	3.000
	7	5.000
	8	28.000
Valid		100.000
Missing		.000

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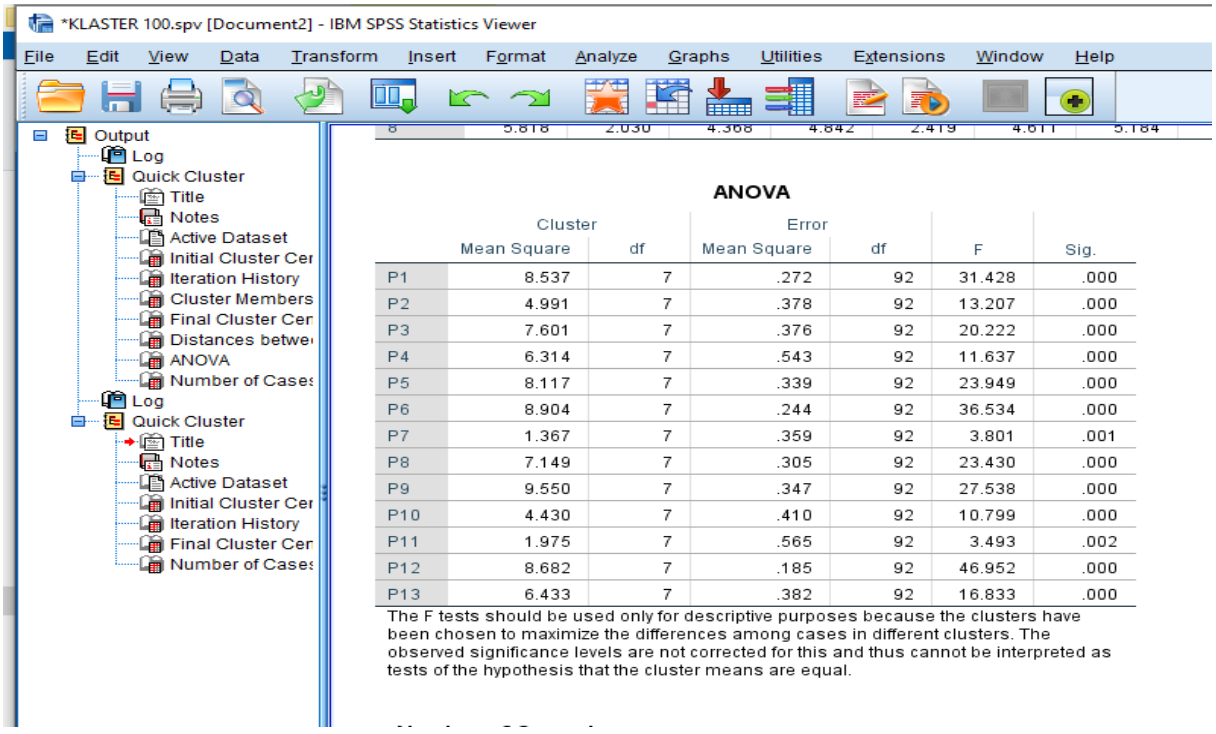

ANOVA

	Cluster Mean Square	df	Error Mean Square	df	F	Sig.
P1	8.537	7	.272	92	31.428	.000
P2	4.991	7	.378	92	13.207	.000
P3	7.601	7	.376	92	20.222	.000
P4	6.314	7	.543	92	11.637	.000
P5	8.117	7	.339	92	23.949	.000
P6	8.904	7	.244	92	36.534	.000
P7	1.367	7	.359	92	3.801	.001
P8	7.149	7	.305	92	23.430	.000
P9	9.550	7	.347	92	27.538	.000
P10	4.430	7	.410	92	10.799	.000
P11	1.975	7	.565	92	3.493	.002
P12	8.682	7	.185	92	46.952	.000
P13	6.433	7	.382	92	16.833	.000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Lampiran 8. Dokumentasi Kegiatan