

LAMPIRAN

Lampiran 2. Hasil Olah Data Analisis Resgresi Logistik Binomial

Logistic Regression**Case Processing Summary**

Unweighted Cases(a)		N	Percent
Selected Cases	Included in Analysis	115	100,0
	Missing Cases	0	,0
	Total	115	100,0
Unselected Cases		0	,0
Total		115	100,0

a If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
Non_SNI	0
SNI	1

Block 0: Beginning Block**Iteration History(a,b,c)**

Iteration	-2 Log likelihood	Coefficients
	Constant	Constant
Step 0 1	145,952	,678
2	145,932	,706
3	145,932	,706

a Constant is included in the model.

b Initial -2 Log Likelihood: 145,932

c Estimation terminated at iteration number 3 because parameter estimates changed by less than ,001.

Classification Table(a,b)

Observed			Predicted		
			Keputusan_konsumen_Y		Percentage Correct
			Non_SNI	SNI	Non_SNI
Step 0	Keputusan_konsumen_Y	Non_SNI	0	38	,0
		SNI	0	77	100,0
	Overall Percentage				67,0

a Constant is included in the model.

b The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
		Lower	Upper	Lower	Upper	Lower	Upper
Step 0	Constant	,706	,198	12,690	1	,000	2,026

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Kelas_sosial	,656	1	,418
		Jmlh_anggota_keluarga	,235	1	,628
		Kelompok_referensi	7,132	1	,008
		Pendapatan_klg	8,837	1	,003
		Pendidikan	4,149	1	,042
		Usia	,001	1	,972
		Pekerjaan	4,080	1	,043
		Persepsi	,265	1	,607
	Overall Statistics		20,626	8	,008

Block 1: Method = Enter

Iteration History(a,b,c,d)

Iteration	-2 Log likelihood	Coefficients								
		Constant	Kelas_sosial	Jmlh_anggota_keluarga	Kelompok_referensi	Pendapatan_klg	Pendidikan	Usia	Pekerjaan	Persepsi
Step 1	125,136	-3,707	-,173	,076	,812	,296	,187	-,017	-,218	1,445
2	123,492	-4,965	-,251	,107	1,018	,412	,246	-,022	-,282	1,851
3	123,457	-5,200	-,264	,115	1,054	,432	,257	-,022	-,293	1,919
4	123,457	-5,207	-,265	,115	1,055	,433	,257	-,022	-,294	1,921
5	123,457	-5,207	-,265	,115	1,055	,433	,257	-,022	-,294	1,921

a Method: Enter

b Constant is included in the model.

c Initial -2 Log Likelihood: 145,932

d Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	22,475	8	,004
	Block	22,475	8	,004
	Model	22,475	8	,004

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	123,457(a)	,178	,247

a Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	Dr	Sig.
1	5,966	8	,651

Contingency Table for Hosmer and Lemeshow Test

		Keputusan_konsumen_Y = Non_SNI		Keputusan_konsumen_Y = SNI		Total
		Observed	Expected	Observed	Expected	Observed
Step 1	1	8	8,866	4	3,134	12
	2	8	6,377	4	5,623	12
	3	5	5,386	7	6,614	12
	4	4	4,558	8	7,442	12
	5	3	3,884	9	8,116	12
	6	5	3,171	7	8,829	12
	7	4	2,600	8	9,400	12
	8	1	1,735	11	10,265	12
	9	0	1,031	12	10,969	12
	10	0	,392	7	6,608	7

Classification Table(a)

	Observed		Predicted		
			Keputusan_konsumen_Y		Percentage Correct
			Non_SNI	SNI	Non_SNI
Step 1	Keputusan_konsumen_Y	Non_SNI	14	24	36,8
		SNI	8	69	89,6
	Overall Percentage				72,2

a The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95,0% C.I.for EXP(B)			
							Lower	Upper	Lower	Upper
							Step 1(a)	Kelas_sosial	-,265	,281
	Jmlh_anggota_keluarga	,115	,142	,654	1	,419	1,122	,849	1,482	
	Kelompok_referensi	1,055	,483	4,770	1	,029	2,872	1,114	7,400	
	Pendapatan_klg	,433	,216	4,003	1	,045	1,542	1,009	2,356	
	Pendidikan	,257	,140	3,357	1	,067	1,293	,982	1,703	
	Usia	-,022	,020	1,302	1	,254	,978	,941	1,016	
	Pekerjaan	-,294	,165	3,150	1	,076	,746	,539	1,031	
	Persepsi	1,921	1,498	1,644	1	,200	6,826	,362	128,615	
	Constant	-5,207	2,739	3,615	1	,057	,005			

a Variable(s) entered on step 1: Kelas_sosial, Jmlh_anggota_keluarga, Kelompok_referensi, Pendapatan_klg, Pendidikan, Usia, Pekerjaan, Persepsi.

Correlation Matrix

	Constant	Kelas_sosial	Jmlh_anggota_keluarga	Kelompok_referensi	Pendapatan_klg	Pendidikan	Usia	Pekerjaan	Persepsi	
Step 1	Constant	1,000	,263	-,351	-,406	,014	-,746	,065	-,162	-,642
	Kelas_sosial	,263	1,000	-,128	-,101	-,302	-,285	,029	-,012	-,118
	Jmlh_anggota_keluarga	-,351	-,128	1,000	,163	-,123	,269	-,039	-,081	-,055
	Kelompok_referensi	-,406	-,101	,163	1,000	-,192	,331	-,030	,033	,141
	Pendapatan_klg	,014	-,302	-,123	-,192	1,000	-,215	-,173	-,104	,157
	Pendidikan	-,746	-,285	,269	,331	-,215	1,000	-,317	-,010	,149
	Usia	,065	,029	-,039	-,030	-,173	-,317	1,000	,009	-,110
	Pekerjaan	-,162	-,012	-,081	,033	-,104	-,010	,009	1,000	,042
	Persepsi	-,642	-,118	-,055	,141	,157	-,110	,042	,042	1,000

Casewise List(b)

Case	Selected Status(a)	Observed	Predicted	Predicted Group	Temporary Variable	
	Keputusan_konsumen_Y	Resid	ZResid	Keputusan_konsumen_Y	Resid	ZResid
36	S	S**	,128	N	,872	2,604

a S = Selected, U = Unselected cases, and ** = Misclassified cases.

b Cases with studentized residuals greater than 2,000 are listed.