

BAB VI

KESIMPULAN DAN SARAN

6.1 KESIMPULAN

Berdasarkan pengolahan data dan juga analisis yang telah dilakukan dalam penelitian mengenai produk *Interior mobil Isuzu Panther* dengan analisis konjoin, maka dapat diperoleh kesimpulan sebagai berikut:

1. Dari 10 faktor/ komponen hasil penelitian pendahuluan, didapatkan bahwa terdapat 6 komponen yang dianggap penting oleh konsumen. Ke-6 komponen ini adalah komponen yang mempunyai nilai rata-rata diatas nilai *mean*, karena nilai ini adalah titik tengah antara rentang skala dari sangat tidak penting sampai sangat penting. Jadi apabila nilai rata-ratanya diatas nilai *mean* maka faktor/ komponen tersebut dianggap penting oleh konsumen. Ke-6 faktor/komponen yang dianggap penting oleh konsumen di urutkan dari bobot kepentingan ini adalah *head unit* (4,6), *sid (jok)* (4,13) , *dashboard* (4,06), *audio* (4,03), *pasive safety* (3,96) *trim pad* (3,83).
2. Dari *subfile summary* dapat dilihat ada tanda ('---') yang berarti semakin panjang tanda tersebut berarti semakin besar deviasinya dan juga arah dari tanda ('---') itu juga mempunyai arti dimana jika garis panjang ke kanan (positif) berarti level dari atribut semakin

disukai oleh responden. Dengan kata lain, semakin besar dan positif nilai tersebut, maka level tersebut semakin disukai oleh responden. Maka kombinasi komponen produk Interior Mobil Isuzu Panther yang paling dominan :

- a. Sid/jok = Warna Cream
- b. Pasive Safety = Safety Belt
- c. Trimpad = Nature
- d. Dashboard = Standar
- e. Head Unit = DVD
- f. Audio = Sterio

6.2 SARAN

1. Dalam mendesain produk Interior Mobil Isuzu Panther, sebaiknya PT. Gaya Motor, agar lebih memperhatikan komponen-komponen yang di inginkan oleh konsumen. Terutama komponen yang paling penting disenangi dan paling menentukan konsumen dalam memilih produk Interior Mobil.
2. Hasil dari penelitian analisis konjoin ini hanya sampai sebatas preferensi konsumen, jika perusahaan ingin melakukan penelitian lebih lanjut disarankan agar faktor-faktor/komponen yang digunakan dalam penelitian mewakili jumlah responden yang ada sehingga datanya lebih akurat.

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LAMPIRAN





LAMPIRAN 1

KUESIONER PENDAHULUAN



FAKULTAS TEKNIK UNIVERSITAS DARMA PERSADA
JURUSAN TEKNIK INDUSTRI

KUESIONER PENDAHULUAN

PENELITIAN PENDAPAT (PREFERENSI) KONSUMEN TERHADAP MODEL INTERIOR MOBIL ISUZU PANTHER

Dengan analisis konjoin (*Conjoint Analysis*), peneliti berusaha menentukan pendapat konsumen terhadap model *Interior Mobil Isuzu Panther* berdasarkan spesifikasi. Preferensi konsumen inilah yang nantinya dijadikan panduan untuk dapat memudahkan dalam merancang spesifikasi *interior* mobil baru yang kemungkinan berhasil disukai konsumen.

Kuesioner pendahuluan merupakan bagian dari penelitian Tugas Akhir (TA) yang dilakukan peneliti, yang mengambil judul “**ANALISIS MENENTUKAN MODEL INTERIOR MOBIL ISUZU PANTHER TERHADAP MINAT KONSUMEN DENGAN KONJOIN DI PT. X**”.

Tujuan kuesioner pendahuluan ini adalah untuk menentukan komponen-komponen apa saja yang dipertimbangkan oleh konsumen dalam pemilihan model *Interior Mobil*. Oleh karena itu, peneliti mengharapkan partisipasi anda dalam penelitian ini dengan mengisi kuesioner yang telah disediakan. Atas bantuan dan partisipasinya, mengucapkan terima kasih.

Jakarta, 2010

Peneliti,

Andri Ismawan
Nim : 05220020

KUESIONER PENDAHULUAN

RESPONDEN

Nama =

Umur =

PETUNJUK PENGISIAN

1. Bacalah komponen-komponen bagian interior mobil ISUZU PANTHER dibawah ini sebelum menentukan pilihan.
2. Berikan jawaban untuk setiap komponen dibawah ini, seberapa penting untuk anda pertimbangkan dalam pemilihan model interior mobil merk ISUZU PANTHER.
3. Berikan tanda cheklis (√) untuk setiap pengisian jawaban pada kolom yang telah disediakan.
4. Keterangan jawaban : 1 = sangat tidak penting
2 = tidak penting
3 = cukup penting
4 = penting
5 = sangat penting

No	Komponen	Jawaban				
		1	2	3	4	5
1	Head Unit					
2	Audio					
3	Trim pad					
4	Sid (jok)					
5	Dashboard					
6	Ductink					
7	Passive Safety					
8	Plapon Panel					
9	STEER					
10	Karpet Bordes					

The logo of Universitas Darma Persada is a large, light yellow flower-like emblem with eight petals. Inside the flower is a circular seal containing a red triangle with a white book and a white star. The text 'UNIVERSITAS DARMA PERSADA' is written around the inner circle.

LAMPIRAN 2
UJI VALIDITAS DAN RELIABILITAS
PENDAHULUAN

Validitas dan Reliabilitas

1. Uji Validitas

Uji validitas dari 10 komponen/ faktor kuesioner penelitian terhadap 30 responden dimaksudkan untuk menguji kelayakan kuesioner yang digunakan dalam penelitian. Validitas kuesioner diuji dengan menggunakan korelasi skor dengan skor total *Product Moment (Pearson)*. Analisis dilakukan terhadap seluruh komponen/ faktor. Pengujian dilakukan dengan membandingkan antara r_{hitung} dengan r_{tabel} . Jika $r_{hitung} > r_{tabel}$ maka komponen/ faktor kuesioner dianggap valid, sebaliknya jika $r_{hitung} < r_{tabel}$ maka dianggap tidak valid. Sebagai contoh perhitungan validitas manual dapat dilihat dibawah ini.

Untuk mengetahui validitas instrumen dalam penelitian ini menggunakan korelasi *Pearson Product Moment*. Dalam hal ini, yang akan diuji secara terperinci melalui sistem perhitungan rumus adalah untuk komponen pertama. Adapun langkah-langkah dalam uji validitas ini adalah sebagai berikut :

1. Menentukan skor faktor dari skor butir yaitu dengan menghitung skor keseluruhan dari jumlah skor semua butir dalam faktor.

Contoh Perhitungan Keseluruhan dari jumlah skor semua butir
dalam faktor pada Komponen- 1

N	Head Unit (X)	Skor Total (y)	x ²	y ²	x.y
1	4	35	16	1225	140
2	4	35	16	1225	140
3	3	27	9	729	81
4	4	34	16	1156	136
5	4	29	16	841	116
6	5	35	25	1225	175
7	5	33	25	1089	165
8	4	37	16	1369	148
9	4	33	16	1089	132
10	5	35	25	1225	175
11	4	31	16	961	124
12	5	36	25	1296	180
13	5	35	25	1225	175
14	5	38	25	1444	190
15	5	35	25	1225	175
16	5	37	25	1369	185
17	4	35	16	1225	140
18	5	35	25	1225	175
19	5	38	25	1444	190
20	3	31	9	961	93
21	5	35	25	1225	175
22	5	35	25	1225	175
23	5	33	25	1089	165
24	5	36	25	1296	180
25	5	32	25	1024	160
26	5	32	25	1024	160
27	5	35	25	1225	175
28	5	31	25	961	155
29	5	32	25	1024	160
30	5	32	25	1024	160
Total	138	1017	646	34665	4700

2. Menentukan korelasi antara skor butir dengan skor total, yaitu di dapat *r*_{hitung}

$$r_{hitung} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{\{n \sum x^2 - (\sum x)^2\} \{n \sum y^2 - (\sum y)^2\}}}$$

$$= \frac{30(4700) - (138)(1017)}{\sqrt{\{30(646) - (138)^2\} \{30(34665) - (1017)^2\}}}$$

$$= 0,474$$

Pengujian taraf signifikansi *r*_{hitung}, berpedoman pada *r*_{tabel Product Moment} dengan taraf signifikansi 5% diperoleh nilai *r*_{tabel} sebesar n = 30 → **0,361**. Dikarenakan *r*_{hitung} = **0,474** > *r*_{tabel} = **0,361**, maka korelasi antara komponen pertama dinyatakan valid, sedangkan item yang tidak valid akan digugurkan. Nilai *r*_{tabel} bisa dilihat pada lampiran 5.

Tabel Hasil Uji Validitas Keseluruhan Komponen/ Faktor

Faktor	<i>R</i> _{hitung}	<i>R</i> _{tabel}	Status	Faktor	<i>R</i> _{hitung}	<i>R</i> _{tabel}	Status
1	0,474	0,361	Valid	6	0,251	0,361	Gugur
2	0,339	0,361	Gugur	7	0,129	0,361	Gugur
3	0,451	0,361	Valid	8	0,259	0,361	Gugur
4	0,173	0,361	Gugur	9	0,305	0,361	Gugur
5	0,264	0,361	Gugur	10	0,112	0,361	Gugur

Dari perhitungan semua komponen/ faktor yang dipergunakan dalam penelitian ini memiliki dua validitas yang masuk dalam perhitungan, walaupun hanya dua komponen/ faktor yang valid penelitian tetap

dilanjutkan karna peneliti hanya mengambil nilai rata-rata komponen dari setiap responden yang dianggap penting yaitu nilai rata-rata diatas nilai **mean**, sehingga analisis dapat dilanjutkan untuk pengujian reliabilitas.

2. Uji Reliabilitas

Uji reliabilitas dilakukan untuk menguji ketepatan kuesioner yang digunakan dalam penelitian ini. Uji reliabilitas dilakukan dengan koefisien *Cronbach Alpha*. Koefisien *alpha* ini berkisar antara 0 sampai dengan 1, jika *alpha* < 0,5 menunjukkan bahwa item pengukuran tidak reliabel. Suatu alat ukur dikatakan baik, bila tidak berubah pengukurannya dan dapat diandalkan apabila alat ukur tersebut digunakan berkali-kali akan memberikan hasil yang serupa.

Tabel Hasil Uji Reliabilits Komponen/faktor

Cronbach's Alpha	N of Items
0,902	10

Hasil pengukuran reliabilitas dari data hasil kuesioner dalam penelitian ini menunjukkan koefisien yang > 0,5, yaitu 0,902 sehingga dapat disimpulkan bahwa seluruh jawaban dalam penelitian ini reliabel. Uji reliabilitas instrumen penelitian dengan *cronbach alpha* ini, selengkapnya dapat dilihat dibawah ini.

RUMUS :

$$\alpha = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma b^2}{\sigma^2} \right]$$

Keterangan :

α = koefisien alpha (berkisar 0 s/d 1)

k = banyaknya butir pertanyaan

$\Sigma\sigma b^2$ = total variansi butir

σt^2 = variansi butir

N	KOMPONEN / FAKTOR										Total	Total Kuadrat
	1	2	3	4	5	6	7	8	9	10		
1	4	5	3	4	4	4	3	3	3	2	35	1225
2	4	4	4	4	4	4	3	3	3	2	35	1225
3	3	3	2	3	3	3	3	3	2	2	27	729
4	4	2	4	4	4	3	1	2	5	5	34	1156
5	4	2	2	4	2	2	4	3	4	2	29	841
6	5	4	4	4	4	1	4	3	3	3	35	1225
7	5	4	3	4	3	3	4	2	3	2	33	1089
8	4	3	4	4	4	3	4	4	4	3	37	1369
9	4	3	5	4	5	1	3	4	2	2	33	1089
10	5	5	3	4	4	2	5	2	3	2	35	1225
11	4	3	3	4	3	4	3	3	1	3	31	961
12	5	4	5	4	4	3	4	2	3	2	36	1296
13	5	5	4	4	3	3	2	3	3	3	35	1225
14	5	5	5	5	4	2	3	3	4	2	38	1444
15	5	5	3	3	4	4	5	3	2	1	35	1225
16	5	5	4	3	4	5	5	3	1	2	37	1369
17	4	4	5	3	4	4	3	3	3	2	35	1225
18	5	5	3	3	3	4	4	3	3	2	35	1225
19	5	2	3	5	4	3	5	3	5	3	38	1444
20	3	4	3	3	3	3	4	2	3	3	31	961
21	5	5	4	5	5	1	5	2	1	2	35	1225

22	5	5	4	5	5	1	5	2	1	2	35	1225
23	5	5	4	5	5	1	5	1	1	1	33	1089
24	5	5	5	5	5	2	5	2	1	1	36	1296
25	5	5	4	4	5	1	4	1	2	1	32	1024
26	5	3	5	5	5	1	4	1	1	2	32	1024
27	5	4	5	5	5	2	5	1	2	1	35	1225
28	5	4	3	5	5	1	5	1	1	1	31	961
29	5	4	5	4	5	1	5	1	1	1	32	1024
30	5	4	4	5	4	1	4	2	1	2	32	1024
Total	138	121	115	124	122	73	119	71	72	62	1017	34665
Jumlah kuadrat	646	517	465	528	516	223	503	191	218	150		
<i>ob</i> ²	0,373	-	0,806	-	-	-	-	-	-	-		1,179

Keterangan :

$$1225 = 35^2$$

$$646 = 4^2 + 4^2 + 3^2 + 4^2 + 4^2 + \dots + 5^2$$

$$34665 = 1225 + 1225 + 729 + 1156 + 841 + \dots + 1024$$

Menghitung Total Varian Butir (Σob^2)

Contoh varian ke-1

$$ob^2 = \frac{646 - \frac{138^2}{30}}{30} = \frac{646 - 634,8}{30} = \frac{11,2}{30} = 0,373$$

Menghitung total varian butir (Σob^2) hanya pada komponen/ faktor yang valid saja.

$$\text{Total varian } \Sigma ob^2 = 0,373 + 0,806 = 1,179$$

Menghitung Total Varian (σ^2)


$$\sigma^2 = \frac{34665 - \frac{1017^2}{30}}{30} = \frac{34665 - 34476,3}{30} = \frac{188,7}{30} = \mathbf{6,29}$$

Menghitung Koefisien Cronbach Alpha

$$\alpha = \left[\frac{10}{10-1} \right] \left[1 - \frac{1,179}{6,29} \right] = 1,1111 \times (1 - 0,1874)$$

$$= 1,1111 \times 0,8126 = \mathbf{0,902}$$



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LAMPIRAN 3
PENENTUAN SAMPEL KUESIONER
UTAMA

PENENTUAN UKURAN SAMPEL

Adapun rumus yang digunakan adalah sebagai berikut :

$$n = \frac{\left(Z_{\frac{\alpha}{2}}\right)^2 P \cdot q}{d^2}$$

Dimana :

n = Jumlah sampel

$Z_{\alpha/2}$ = Nilai peluang berdasarkan tingkat kepercayaan

P = Proporsi sampel yang dianggap benar

q = Proporsi sampel yang dianggap salah

d = Tingkat ketelitian.

Ditentukan bahwa tingkat keyakinan $\beta = 95\%$ sehingga $\alpha = 5\%$ atau 0,05. Maka dari itu $0,05/2 = 0,025$ atau 2,5%. Dari tabel t-student diketahui bahwa nilai $Z_{0,025} = 1,98$.

Beberapa hal yang telah diketahui $p = 0,95$, $q = 0,05$ dan $d = 5\%$ dapat digunakan didalam mencari nilai n sebagai berikut :

$$n = \frac{1,98^2 (0,95)(0,05)}{0,05^2}$$

$$= 74,48 \sim 75 \text{ responden}$$

Untuk menghindari tidak tercapainya jumlah sampel (75 responden), kuesioner yang disebarakan kepada responden berjumlah lebih dari yang direncanakan yaitu sejumlah 100 kuesioner.



LAMPIRAN 4
KUESIONER UTAMA



KUESIONER UTAMA

PENELITIAN PENDAPAT (PREFERENSI) KONSUMEN TERHADAP MODEL INTERIOR MOBIL ISUZU PANTHER

Dengan analisis konjoin (*Conjoint Analysis*), peneliti berusaha menentukan pendapat konsumen terhadap model *Interior Mobil Isuzu Panther* berdasarkan spesifikasi. Preferensi konsumen inilah yang nantinya dijadikan panduan untuk dapat memudahkan dalam merancang spesifikasi *interior* mobil baru yang kemungkinan berhasil disukai konsumen.

Kuesioner utama merupakan kuesioner tahap kedua dalam penyebaran kuesioner dan juga bagian dari penelitian Tugas Akhir (TA) yang dilakukan peneliti, yang mengambil judul “**ANALISIS MENENTUKAN MODEL INTERIOR MOBIL ISUZU PANTHER TERHADAP MINAT KONSUMEN DENGAN KONJOIN DI PT. X**”.

Tujuan kuesioner utama ini adalah untuk mengetahui preferensi konsumen terhadap beberapa kombinasi komponen *interior* mobil, untuk penelitian selanjutnya yaitu menentukan tingkat kepentingan komponen-komponen tersebut menurut konsumen dan menentukan kombinasi komponen produk *interior* mobil untuk memenuhi keinginan konsumen.

Oleh karena itu, peneliti mengharapkan partisipasi anda dalam penelitian ini dengan mengisi kuesioner yang telah disediakan. Atas bantuan dan partisipasinya, mengucapkan terima kasih.

Jakarta, 2010
Peneliti,
Andri Ismawan
Nim : 05220020

KUESIONER UTAMA

RESPONDEN

Nama =

Umur =

PETUNJUK PENGISIAN

1. Bacalah setiap kombinasi dan beberapa petunjuk pengisian kuesioner berikut ini secara detail sebelum anda menetapkan pilihan jawaban.
2. Berikan jawaban untuk setiap kombinasi, yaitu **seberapa suka menurut pendapat anda terhadap kombinasi Interior mobil dibawah ini**, dengan cara memberi tanda cheklis (√) pada alternatif jawaban yang tersedia.
3. Keterangan jawaban: 1. Sangat tidak suka, 2. Tidak suka, 3. Cukup suka
4. Suka, 5. Sangat suka

Sti mu li	FAKTOR						Jawaban				
	Head Unit	Audio	Trim Pad	Sid (jok)	Dash board	Pasive Safety	1	2	3	4	5
	1	DVD	Sterio	Variasi	Cream	Sporty	Safety Belt+ Air Bag				
2	DVD	Sterio	Nature	Cream	Standar	Safety Belt					
3	CD+ Tape	Monosterio	Nature	Cream	Sporty	Safety Belt					
4	CD+ Tape	Monosterio	Variasi	Cream	Standar	Safety Belt+ Air Bag					
5	CD+ Tape	Sterio	Nature	Abu-abu	Sporty	Safety Belt+ Air Bag					
6	CD+ Tape	Sterio	Variasi	Abu-abu	Standar	Safety Belt					
7	DVD	Monosterio	Nature	Abu-abu	Standar	Safety Belt+ Air Bag					
8	DVD	Monosterio	Variasi	Abu-abu	Sporty	Safety Belt					
9	CD+ Tape	Sterio	Variasi	Abu-abu	Standar	Safety Belt+ Air Bag					
10	DVD	Sterio	Nature	Cream	Sporty	Safety Belt+ Air Bag					
11	DVD	Monosterio	Nature	Abu-abu	Sporty	Safety Belt+ Air Bag					
12	CD+ Tape	Sterio	Nature	Cream	Standar	Safety Belt					

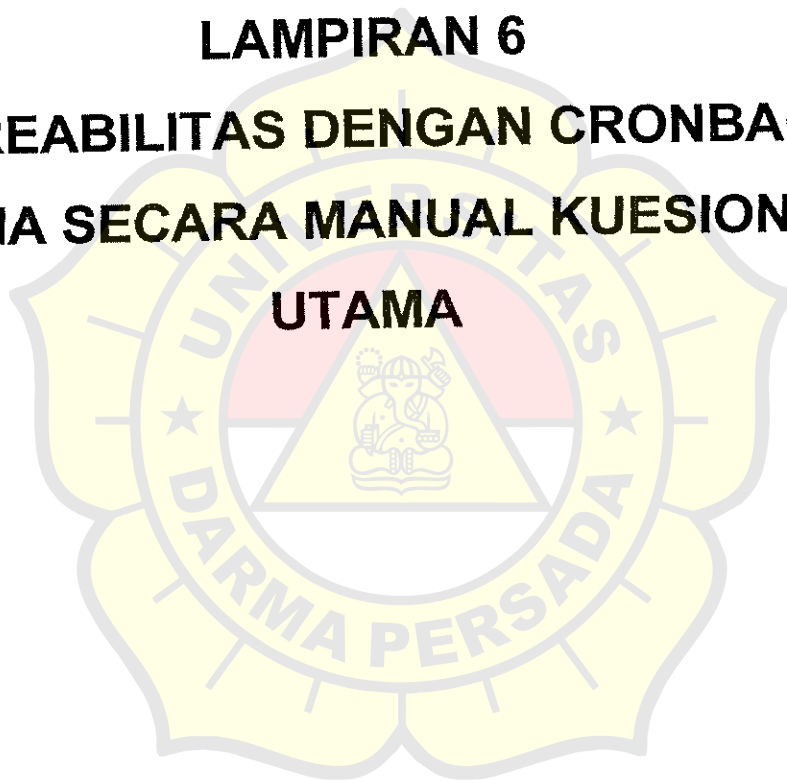
LAMPIRAN 5
TABEL NILAI r-PRODUCT MOMENT



TABEL NILAI-NILAI r- PRODUCT MOMENT

N	Taraf Signifikan		N	Taraf Signifikan		N	Taraf Signifikan	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

LAMPIRAN 6
UJI REABILITAS DENGAN CRONBACH
ALPHA SECARA MANUAL KUESIONER
UTAMA



UJI REALIBILITAS DENGAN CRONBACH ALPHA SECARA

MANUAL

RUMUS :

$$\alpha = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma b^2}{\sigma t^2} \right]$$

Keterangan :

α = koefisien alpha (berkisar 0 s/d 1)

k = banyaknya butir pertanyaan

$\sum \sigma b^2$ = total variansi butir

σt^2 = variansi butir

N	STIMULI												Total	Total Kuadrat
	1	2	3	4	5	6	7	8	9	10	11	12		
1	5	4	5	3	3	4	4	3	3	3	5	3	45	2025
2	5	5	4	3	4	4	5	5	4	3	5	4	51	2601
3	5	5	4	4	4	4	5	3	3	3	3	3	46	2116
4	4	4	5	5	4	4	4	3	3	2	4	3	45	2025
5	5	4	4	5	5	4	5	4	4	4	5	4	53	2809
6	4	4	4	2	4	5	4	4	3	3	4	3	44	1936
7	5	4	3	5	4	5	4	4	4	4	5	4	51	2601
8	5	5	5	5	5	4	5	4	4	5	4	4	55	3025
9	4	5	3	5	5	4	5	4	3	5	4	3	50	2500
10	4	5	3	3	5	5	4	4	2	5	5	2	47	2209
11	5	5	3	4	3	4	5	5	2	5	5	2	50	2500
12	5	4	4	4	4	4	5	5	4	5	5	4	53	2809
13	3	5	5	4	4	3	4	4	3	5	4	3	47	2209
14	5	4	5	5	4	3	4	4	3	4	5	3	49	2401
15	5	5	5	5	5	4	5	4	2	4	4	2	50	2500
16	4	5	5	5	5	4	5	4	4	3	5	4	53	2809
17	3	5	5	4	5	4	5	4	4	3	5	4	51	2601
18	4	3	5	5	4	5	4	5	2	4	5	2	48	2304
19	4	5	5	5	4	5	4	5	5	4	4	5	55	3025
20	5	5	4	5	4	5	4	5	3	5	5	3	53	2809

21	5	5	4	5	4	5	4	5	4	5	3	4	53	2809
22	5	4	5	3	2	3	2	3	4	5	4	4	44	1936
23	3	3	5	2	2	3	3	2	3	2	5	3	36	1296
24	4	5	5	4	4	5	4	4	5	4	5	5	54	2916
25	5	5	5	5	4	5	4	4	4	4	5	4	54	2916
26	4	5	5	5	5	4	5	4	3	4	5	3	52	2704
27	4	5	5	5	5	4	5	4	5	4	4	5	55	3025
28	5	5	2	5	2	3	4	5	4	5	4	4	48	2304
29	5	5	5	3	5	4	5	5	4	5	4	4	54	2916
30	5	5	5	3	3	2	3	4	3	2	3	3	41	1681
31	4	5	5	4	3	2	3	4	3	5	5	3	46	2116
32	5	3	5	4	3	3	2	3	2	5	5	2	42	1764
33	4	5	3	5	5	4	5	4	3	4	4	3	49	2401
34	5	5	4	5	3	5	4	5	5	4	4	5	54	2916
35	5	5	5	4	4	4	5	4	4	2	3	4	49	2401
36	5	5	5	5	4	4	5	4	4	2	5	4	52	2704
37	3	4	5	5	4	5	4	4	3	5	2	3	47	2209
38	5	4	5	4	5	4	5	5	4	4	5	4	54	2916
39	5	5	5	5	5	4	5	5	4	5	4	4	56	3136
40	5	4	5	4	5	4	4	4	5	4	5	5	54	2916
41	4	5	4	3	5	4	4	4	3	4	5	3	48	2304
42	5	5	5	3	2	3	2	3	5	4	5	5	47	2209
43	4	5	5	2	5	4	3	2	4	5	4	4	47	2209
44	5	5	4	5	3	2	4	5	4	5	4	4	50	2500
45	5	3	5	5	5	4	4	5	4	5	5	4	54	2916
46	5	5	5	5	3	5	3	4	3	4	3	3	48	2304
47	3	5	4	5	5	4	5	4	3	4	4	3	49	2401
48	4	4	4	5	4	5	4	5	4	3	5	4	51	2601
49	4	4	5	2	4	4	5	5	3	4	4	3	47	2209
50	5	3	5	5	5	4	5	5	4	5	4	4	54	2916
51	5	5	5	5	5	4	4	5	4	2	5	4	53	2809
52	5	5	5	4	3	4	5	4	5	4	5	5	54	2916
53	5	5	4	4	3	4	5	4	2	3	4	2	45	2025
54	5	5	4	4	4	5	5	5	4	5	5	4	55	3025
55	5	5	4	4	3	4	5	5	4	5	4	4	52	2704
56	5	4	3	3	5	4	4	4	2	5	3	2	44	1936
57	5	4	4	5	5	4	5	3	3	4	4	3	49	2401
58	4	5	5	4	5	4	4	4	5	4	4	5	53	2809
59	3	5	5	2	4	5	4	4	4	4	5	4	49	2401
60	5	5	5	5	3	4	5	3	4	3	4	4	50	2500
61	4	5	5	5	4	5	4	4	3	4	5	3	51	2601

62	4	5	5	5	4	5	4	5	5	4	5	5	56	3136
63	5	5	5	5	4	5	4	5	4	4	4	4	54	2916
64	5	5	4	5	5	4	5	4	4	5	3	4	53	2809
65	3	5	4	5	5	4	5	3	2	5	5	2	48	2304
66	4	5	5	3	3	2	3	4	3	5	4	3	44	1936
67	5	5	5	3	3	2	4	3	4	4	2	4	44	1936
68	4	4	5	4	5	3	4	5	4	4	5	4	51	2601
69	5	4	3	4	5	4	2	2	3	2	4	3	41	1681
70	5	5	4	4	4	5	4	4	4	4	5	4	52	2704
71	5	5	5	4	3	4	4	4	4	4	5	4	51	2601
72	4	5	5	4	3	5	5	4	3	4	5	3	50	2500
73	5	5	5	5	5	4	4	4	3	4	5	3	52	2704
74	4	5	4	5	2	4	4	4	5	4	5	5	51	2601
75	5	5	4	3	5	4	5	5	4	4	4	4	52	2704
76	3	4	5	3	3	3	5	2	3	3	4	3	41	1681
77	5	5	5	5	3	4	4	3	2	4	5	2	47	2209
78	5	5	5	5	5	4	4	3	2	4	5	2	49	2401
79	5	5	5	4	2	4	5	4	4	2	5	4	49	2401
80	5	5	5	4	5	4	5	4	5	3	4	5	54	2916
81	4	5	5	2	4	5	4	5	3	4	5	3	49	2401
82	4	4	5	4	4	5	4	5	4	5	5	4	53	2809
83	3	5	4	4	2	3	3	4	5	4	4	5	46	2116
84	5	5	3	3	4	5	4	4	4	4	5	4	50	2500
85	3	5	5	3	4	5	4	4	3	5	5	3	49	2401
86	5	5	5	2	5	4	5	4	2	4	4	2	47	2209
87	5	5	5	5	5	4	5	4	3	3	5	3	52	2704
88	5	4	5	5	3	4	5	3	4	4	5	4	51	2601
89	5	5	5	4	5	3	4	3	4	5	3	4	50	2500
90	5	5	5	4	4	4	5	4	2	5	5	2	50	2500
91	3	5	5	4	3	4	5	4	5	4	5	5	52	2704
92	5	5	4	5	5	5	5	4	3	2	4	3	50	2500
93	2	5	5	3	2	3	4	4	4	5	5	4	46	2116
94	5	5	5	5	4	5	4	4	3	4	5	3	52	2704
95	5	5	4	5	4	4	5	2	3	5	5	3	50	2500
total	425	445	432	394	379	384	406	382	338	381	420	338	4726	236498
jumlah sdrat b2	1953	2115	2019	1720	1599	1610	1792	1596	1276	1607	1908	1276		
	0,5441	0,3213	0,4793	0,9046	0,9156	0,6087	0,5987	0,6311	0,7730	0,8314	0,5385	0,7730		7,9193

Keterangan :

$$2025 = 45^2$$

$$1953 = 5^2 + 5^2 + 5^2 + 4^2 + 5^2 + \dots + 5^2$$

$$236498 = 2025 + 2601 + 2116 + 2025 + 2809 + \dots + 1936$$

Menghitung Total Varian Butir ($\Sigma\sigma b^2$)

Contoh varian ke-1

$$\sigma b^2 = \frac{1953 - \frac{425^2}{95}}{95} = \frac{1953 - 1901,31}{95} = \frac{51,69}{95} = 0,5441$$

Varian ke-2 sampai ke-12 dapat dihitung dengan cara yang sama.

$$\begin{aligned} \text{Total varian } \Sigma\sigma b^2 &= 0,5441 + 0,3213 + 0,4793 + 0,9046 + \dots + 0,7730 \\ &= 7,9193 \end{aligned}$$

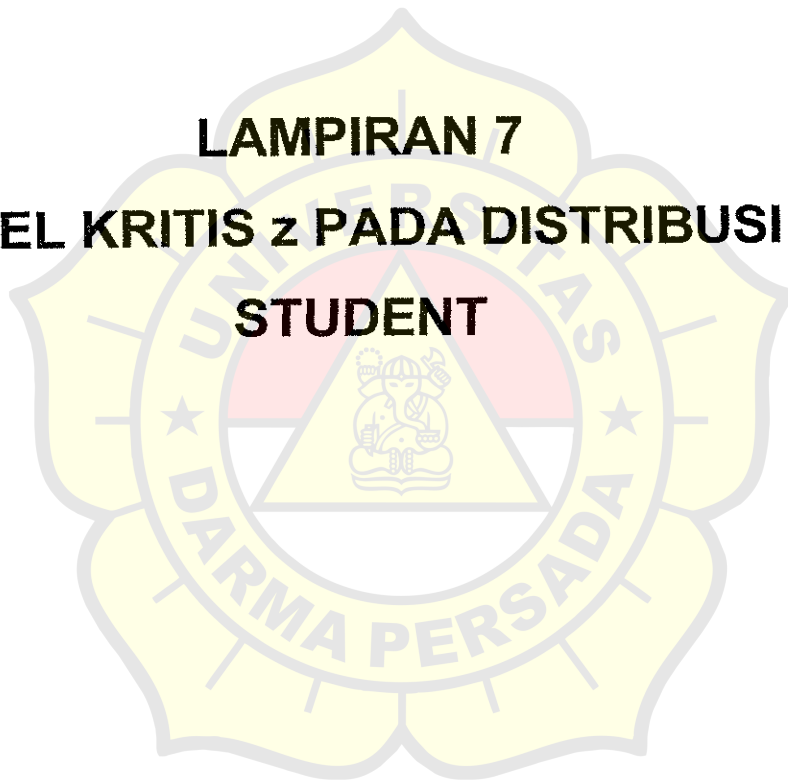
Menghitung Total Varian (σt^2)

$$\sigma t^2 = \frac{236498 - \frac{4726^2}{95}}{95} = \frac{236498 - 235106,06}{95} = \frac{1391,94}{95} = 14,652$$

Menghitung Koefisien Cronbach Alpha

$$\begin{aligned} \alpha &= \left[\frac{12}{12-1} \right] \left[1 - \frac{7,9193}{14,652} \right] = 1,0909 \times (1 - 0,5404) \\ &= 1,0909 \times 0,4596 = 0,5013 \end{aligned}$$

LAMPIRAN 7
TABEL KRITIS z PADA DISTRIBUSI t -
STUDENT

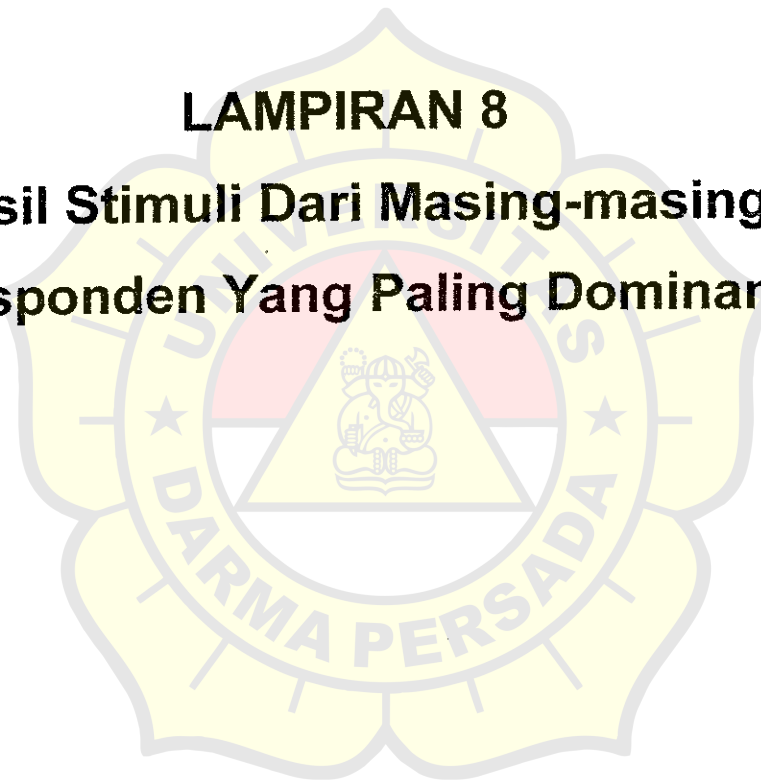


Lampiran 7. Daftar Nilai-nilai Kritis untuk Distribusi t-Student

arah:	$\alpha = 0,10$	$\alpha = 0,05$	$\alpha = 0,025$	$\alpha = 0,01$	$\alpha = 0,005$
arah:	$\alpha = 0,20$	$\alpha = 0,10$	$\alpha = 0,05$	$\alpha = 0,02$	$\alpha = 0,01$
1	3,078	6,314	12,706	31,821	63,657
2	1,886	2,920	4,303	6,965	9,925
3	1,638	2,353	3,182	4,541	5,841
4	1,533	2,132	2,776	3,747	4,604
5	1,476	2,015	2,571	3,365	4,032
6	1,440	1,943	2,447	3,143	3,707
7	1,415	1,895	2,365	2,998	3,499
8	1,397	1,860	2,306	2,896	3,355
9	1,383	1,833	2,262	2,821	3,250
10	1,372	1,812	2,228	2,764	3,169
11	1,363	1,796	2,201	2,718	3,106
12	1,356	1,782	2,179	2,681	3,055
13	1,350	1,771	2,160	2,650	3,012
14	1,345	1,761	2,145	2,624	2,977
15	1,341	1,753	2,131	2,602	2,947
16	1,337	1,746	2,120	2,583	2,921
17	1,333	1,740	2,110	2,567	2,898
18	1,330	1,734	2,101	2,552	2,878
19	1,328	1,729	2,093	2,539	2,861
20	1,325	1,725	2,086	2,528	2,845
21	1,323	1,721	2,080	2,518	2,831
22	1,321	1,717	2,074	2,508	2,819
23	1,319	1,714	2,069	2,500	2,807
24	1,318	1,711	2,064	2,492	2,797
25	1,316	1,708	2,060	2,485	2,787
26	1,315	1,706	2,056	2,479	2,779
27	1,314	1,705	2,052	2,473	2,771
28	1,313	1,701	2,048	2,467	2,763
29	1,311	1,699	2,045	2,462	2,756
30	1,310	1,697	2,042	2,457	2,750
40	1,303	1,684	2,021	2,423	2,704
50	1,299	1,676	2,009	2,403	2,678
60	1,296	1,671	2,000	2,390	2,660
70	1,294	1,667	1,994	2,381	2,648
80	1,292	1,664	1,990	2,374	2,639
90	1,291	1,662	1,987	2,368	2,632
100	1,290	1,660	1,984	2,364	2,626
125	1,288	1,657	1,979	2,357	2,616
150	1,287	1,655	1,976	2,351	2,609
200	1,286	1,653	1,972	2,345	2,601
∞	1,282	1,645	1,960	2,326	2,576

LAMPIRAN 8

**Hasil Stimuli Dari Masing-masing
Responden Yang Paling Dominan**



Hasil Stimuli Dari Masing-masing Responden Yang Paling Dominan

Factor	Model	Levels	Label
HEADUNIT	d	2	Head Unit
AUDIO	d	2	Audio
TRIMPAD	d	2	Trim Pad
SID	d	2	SID
DASHBOARD	d	2	Dashboard
PASIVESAFETY	d	2	Pasive Safety

(Models: d=discrete, l=linear, i=ideal, ai=antiideal, <=less, >=more)

All the factors are orthogonal.

▽

SUBJECT NAME: 1.00

Importance	Utility(s.e.)	Factor
12.50	.1250 (.6250)	HEADUNIT Head Unit
	-.1250 (.6250)	DVD CD+ Tape
12.50	.1250 (.6250)	AUDIO Audio
	-.1250 (.6250)	Stereo Mono Stereo
12.50	-.1250 (.6250)	TRIMPAD Trim Pad
	.1250 (.6250)	Variasi Nature
37.50	.3750 (.6250)	SID SID
	-.3750 (.6250)	Cream Abu-abu
12.50	.1250 (.6250)	DASHBOARD Dashboard
	-.1250 (.6250)	Sporty Standar
12.50	-.1250 (.6250)	PASIVESA . Passive Safety
	.1250 (.6250)	Safety belt+ Air Bag Safety Belt
	3.8750 (.6250)	CONSTANT
Pearson's R	= .599	Significance = .0582
Kendall's tau	= .228	Significance = .2453
Kendall's tau	= -.236 for 4 holdouts	Significance = .3274

▽

SUBJECT NAME: 2.00

Importance	Utility(s.e.)	Factor
50.00	.6250 (.1250)	HEADUNIT Head Unit
	-.6250 (.1250)	DVD CD+ Tape
10.00	.1250 (.1250)	AUDIO Audio
	-.1250 (.1250)	Stereo Mono Stereo
10.00	-.1250 (.1250)	TRIMPAD Trim Pad
	.1250 (.1250)	Variasi Nature
		SID SID

10.00	-.1250 (.1250)	-	Cream
	.1250 (.1250)	-	Abu-abu
10.00	.1250 (.1250)	-	DASHBOARD Dashboard
	-.1250 (.1250)	-	Sporty
			Standar
10.00	-.1250 (.1250)	-	PASIVESA Pasive Safety
	.1250 (.1250)	-	Safety belt+ Air Bag
			Safety Belt
	4.3750 (.1250)		CONSTANT

Pearson's R = .984 Significance = .0000
 Kendall's tau = .872 Significance = .0039
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽

SUBJECT NAME: 3.00

Importance	Utility(s.e.)	Factor	
16.67	.2500 (.2500)	HEADUNIT	Head Unit
	-.2500 (.2500)	----	DVD
		----	CD+ Tape
16.67	.2500 (.2500)	AUDIO	Audio
	-.2500 (.2500)	----	Stereo
		----	Mono Stereo
16.67	-.2500 (.2500)	TRIMPAD	Trim Pad
	.2500 (.2500)	----	Variasi
		----	Nature
16.67	.2500 (.2500)	SID	SID
	-.2500 (.2500)	----	Cream
		----	Abu-abu
16.67	-.2500 (.2500)	DASHBOARD	Dashboard
	.2500 (.2500)	----	Sporty
		----	Standar
16.67	.2500 (.2500)	PASIVESA	Pasive Safety
	-.2500 (.2500)	----	Safety belt+ Air Bag
		----	Safety Belt
	4.2500 (.2500)		CONSTANT

Pearson's R = .926 Significance = .0005
 Kendall's tau = .872 Significance = .0039
 Kendall's tau = . for 4 holdouts Significance = .

▽

SUBJECT NAME: 4.00

Importance	Utility(s.e.)	Factor	
30.00	-.3750 (.1250)	HEADUNIT	Head Unit
	.3750 (.1250)	----	DVD
		----	CD+ Tape
10.00	-.1250 (.1250)	AUDIO	Audio
		-	Stereo

	.1250 (.1250)	-	Mono Stereo
10.00	-.1250 (.1250)	-	TRIMPAD Trim Pad
	.1250 (.1250)	-	Variasi Nature
30.00	.3750 (.1250)	----	SID SID
	-.3750 (.1250)	----	Cream Abu-abu
10.00	-.1250 (.1250)	-	DASHBOAR Dashboard
	.1250 (.1250)	-	Sporty Standar
10.00	.1250 (.1250)	-	PASIVESA Pasive Safety
	-.1250 (.1250)	-	Safety belt+ Air Bag Safety Belt
	4.1250 (.1250)		CONSTANT

Pearson's R = .978 Significance = .0000
 Kendall's tau = .842 Significance = .0055
 Kendall's tau = -.400 for 4 holdouts Significance = .2221

▽
 SUBJECT NAME: 5.00

Importance	Utility(s.e.)	Factor
.00	.0000 (.0000)	HEADUNIT Head Unit
	.0000 (.0000)	EVD
	.0000 (.0000)	CD+ Tape
.00	.0000 (.0000)	AUDIO Audio
	.0000 (.0000)	Stereo
	.0000 (.0000)	Mono Stereo
.00	.0000 (.0000)	TRIMPAD Trim Pad
	.0000 (.0000)	Variasi
	.0000 (.0000)	Nature
.00	.0000 (.0000)	SID SID
	.0000 (.0000)	Cream
	.0000 (.0000)	Abu-abu
.00	.0000 (.0000)	DASHBOAR Dashboard
	.0000 (.0000)	Sporty
	.0000 (.0000)	Standar
100.0	.5000 (.0000)	PASIVESA Pasive Safety
	-.5000 (.0000)	Safety belt+ Air Bag
	-.5000 (.0000)	Safety Belt
	4.5000 (.0000)	CONSTANT

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0041
 Kendall's tau = .333 for 4 holdouts Significance = .2819

▽
 SUBJECT NAME: 6.00

Importance	Utility(s.e.)	Factor
8.33	.1250 (.3750) -.1250 (.3750)	HEADUNIT Head Unit DVD CD+ Tape
25.00	.3750 (.3750) -.3750 (.3750)	AUDIO Audio Sterio Mono Stereo
8.33	-.1250 (.3750) .1250 (.3750)	TRIMPAD Trim Pad Variasi Nature
25.00	-.3750 (.3750) .3750 (.3750)	SID SID Cream Abu-abu
8.33	.1250 (.3750) -.1250 (.3750)	DASHBOAR Dashboard Sporty Standar
25.00	-.3750 (.3750) .3750 (.3750)	PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt
	3.8750 (.3750)	CONSTANT

Pearson's R = .877 Significance = .0021
 Kendall's tau = .769 Significance = .0122
 Kendall's tau = -.333 for 4 holdouts Significance = .2819

▽
 SUBJECT NAME: 7.00

Importance	Utility(s.e.)	Factor
.00	.0000 (.0000) .0000 (.0000)	HEADUNIT Head Unit DVD CD+ Tape
20.00	.2500 (.0000) -.2500 (.0000)	AUDIO Audio Sterio Mono Stereo
40.00	.5000 (.0000) -.5000 (.0000)	TRIMPAD Trim Pad Variasi Nature
.00	.0000 (.0000) .0000 (.0000)	SID SID Cream Abu-abu
20.00	-.2500 (.0000) .2500 (.0000)	DASHBOAR Dashboard Sporty Standar
20.00	.2500 (.0000) -.2500 (.0000)	PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt
	4.2500 (.0000)	CONSTANT

Pearson's R = 1.000 Significance = .

Kendall's tau = 1.000
 Kendall's tau = -.775 for 4 holdouts

Significance = .0021
 Significance = .0786

▽
 SUBJECT NAME: 8.00

Importance	Utility(s.e.)	Factor	Head Unit
18.75	.3750 (.3750)	HEADUNIT	DVD
	-.3750 (.3750)		CD+ Tape
18.75	.3750 (.3750)	AUDIO	Stereo
	-.3750 (.3750)		Mono Stereo
6.25	.1250 (.3750)	TRIMPAD	Trim Pad
	-.1250 (.3750)		Variasi Nature
6.25	-.1250 (.3750)	SID	SID
	.1250 (.3750)		Cream Abu-abu
18.75	-.3750 (.3750)	DASHBOAR	Dashboard
	.3750 (.3750)		Sporty Standar
31.25	.6250 (.3750)	PASIVESA	Passive Safety
	-.6250 (.3750)		Safety belt+ Air Bag Safety Belt
	4.3750 (.3750)	CONSTANT	
Pearson's R = .926		Significance = .0005	
Kendall's tau = .842		Significance = .0055	
Kendall's tau = .236 for 4 holdouts		Significance = .3274	

▽
 SUBJECT NAME: 9.00

Importance	Utility(s.e.)	Factor	Head Unit
10.00	.1250 (.3750)	HEADUNIT	DVD
	-.1250 (.3750)		CD+ Tape
10.00	.1250 (.3750)	AUDIO	Stereo
	-.1250 (.3750)		Mono Stereo
10.00	-.1250 (.3750)	TRIMPAD	Trim Pad
	.1250 (.3750)		Variasi Nature
10.00	-.1250 (.3750)	SID	SID
	.1250 (.3750)		Cream Abu-abu
30.00	-.3750 (.3750)	DASHBOAR	Dashboard
	.3750 (.3750)		Sporty Standar

		PASIVESA	Passive Safety
30.00	.3750 (.3750)	----	Safety belt+ Air Bag
	-.3750 (.3750)	----	Safety Belt
	4.3750 (.3750)	CONSTANT	

Pearson's R = .842 Significance = .0043
 Kendall's tau = .890 Significance = .0035
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
 SUBJECT NAME: 10.00

Importance	Utility(s.e.)	Factor	
		HEADUNIT	Head Unit
8.33	.1250 (.1250)	-	DVD
	-.1250 (.1250)	-	CD+ Tape
		AUDIO	Audio
41.67	.6250 (.1250)	----	Stereo
	-.6250 (.1250)	----	Mono Stereo
		TRIMPAD	Trim Pad
8.33	-.1250 (.1250)	-	Variasi
	.1250 (.1250)	-	Nature
		SID	SID
25.00	-.3750 (.1250)	--	Cream
	.3750 (.1250)	--	Abu-abu
		DASHBOAR	Dashboard
8.33	-.1250 (.1250)	-	Sporty
	.1250 (.1250)	-	Standar
		PASIVESA	Passive Safety
8.33	-.1250 (.1250)	-	Safety belt+ Air Bag
	.1250 (.1250)	-	Safety Belt
	4.1250 (.1250)	CONSTANT	

Pearson's R = .987 Significance = .0000
 Kendall's tau = .899 Significance = .0024
 Kendall's tau = -.816 for 4 holdouts Significance = .0607

▽
 SUBJECT NAME: 11.00

Importance	Utility(s.e.)	Factor	
		HEADUNIT	Head Unit
60.00	.7500 (.0000)	----	DVD
	-.7500 (.0000)	----	CD+ Tape
		AUDIO	Audio
.00	.0000 (.0000)		Stereo
	.0000 (.0000)		Mono Stereo
		TRIMPAD	Trim Pad
20.00	.2500 (.0000)	-	Variasi
	-.2500 (.0000)	-	Nature
		SID	SID
.00	.0000 (.0000)		Cream
	.0000 (.0000)		Abu-abu

20.00 -.2500 (.0000) - DASHBOAR Dashboard
.2500 (.0000) - Sporty
 Standar

 .00 .0000 (.0000) | PASIVESA Pasive Safety
.0000 (.0000) | Safety belt+ Air Bag
 Safety Belt

 4.2500 (.0000) CONSTANT

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0017
 Kendall's tau = .894 for 4 holdouts Significance = .0512

▽

SUBJECT NAME: 12.00

Importance	Utility(s.e.)	Factor
37.50 <input type="checkbox"/>	.3750 (.1250)	---- HEADUNIT Head Unit
		---- DVD
12.50 <input type="checkbox"/>	-.1250 (.1250)	- AUDIO Audio
		- Sterio
12.50 <input type="checkbox"/>	.1250 (.1250)	- Mono Stereo
		- TRIMPAD Trim Pad
12.50 <input type="checkbox"/>	.1250 (.1250)	- Variasi
		- Nature
12.50 <input type="checkbox"/>	-.1250 (.1250)	- SID SID
		- Cream
12.50 <input type="checkbox"/>	.1250 (.1250)	- Abu-abu
		- DASHBOAR Dashboard
12.50 <input type="checkbox"/>	.1250 (.1250)	- Sporty
		- Standar
12.50 <input type="checkbox"/>	.1250 (.1250)	- PASIVESA Pasive Safety
		- Safety belt+ Air Bag
12.50 <input type="checkbox"/>	-.1250 (.1250)	- Safety Belt
		4.3750 (.1250) CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .816 for 4 holdouts Significance = .0607

▽

SUBJECT NAME: 13.00

Importance	Utility(s.e.)	Factor
.60 <input type="checkbox"/>	.0000 (.2500)	 HEADUNIT Head Unit
		 DVD
20.00 <input type="checkbox"/>	.0000 (.2500)	 CD+ Tape
		-- AUDIO Audio
40.00 <input type="checkbox"/>	-.2500 (.2500)	-- Sterio
		-- Mono Stereo
40.00 <input type="checkbox"/>	.2500 (.2500)	---- TRIMPAD Trim Pad
		---- Variasi

Importance	Utility(s.e.)	Factor
	.5000 (.2500)	Nature
20.00	.2500 (.2500)	SID Cream
	-.2500 (.2500)	SID Abu-abu
.00	.0000 (.2500)	DASHBOAR Dashboard
	.0000 (.2500)	Sporty
		Standar
20.00	-.2500 (.2500)	PASIVESA Pasive Safety
	.2500 (.2500)	Safety belt+ Air Bag
		Safety Belt
	4.0000 (.2500)	CONSTANT

Pearson's R = .935 Significance = .0003
 Kendall's tau = .913 Significance = .0026
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
SUBJECT NAME: 14.00

Importance	Utility(s.e.)	Factor
.00	.0000 (.0000)	HEADUNIT Head Unit
	.0000 (.0000)	DVD
		CD+ Tape
20.00	-.2500 (.0000)	AUDIO Audio
	.2500 (.0000)	Stereo
		Mono Stereo
.00	.0000 (.0000)	TRIMPAD Trim Pad
	.0000 (.0000)	Variasi
		Nature
40.00	.5000 (.0000)	SID SID
	-.5000 (.0000)	Cream
		Abu-abu
20.00	.2500 (.0000)	DASHBOAR Dashboard
	-.2500 (.0000)	Sporty
		Standar
20.00	.2500 (.0000)	PASIVESA Pasive Safety
	-.2500 (.0000)	Safety belt+ Air Bag
		Safety Belt
	4.2500 (.0000)	CONSTANT

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0021
 Kendall's tau = .548 for 4 holdouts Significance = .1393

▽
SUBJECT NAME: 15.00

Importance	Utility(s.e.)	Factor
.00	.0000 (.0000)	HEADUNIT Head Unit
	.0000 (.0000)	DVD
		CD+ Tape

	.00	.0000 (.0000)	AUDIO	Audio
		.0000 (.0000)		Stereo
				Mono Stereo
33.33		-.2500 (.0000)	TRIMPAD	Trim Pad
		.2500 (.0000)		Variasi
				Nature
33.33		.2500 (.0000)	SID	SID
		-.2500 (.0000)		Cream
				Abu-abu
.00		.0000 (.0000)	DASHBOAR	Dashboard
		.0000 (.0000)		Sporty
				Standar
33.33		.2500 (.0000)	PASIVESA	Passive Safety
		-.2500 (.0000)		Safety belt+ Air Bag
				Safety Belt
		4.7500 (.0000)	CONSTANT	

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0041
 Kendall's tau = .671 for 4 holdouts Significance = .1103

▽
 SUBJECT NAME: 16.00

	12.50	-.1250 (.1250)	HEADUNIT	Head Unit
		.1250 (.1250)		DVD
				CD+ Tape
	12.50	-.1250 (.1250)	AUDIO	Audio
		.1250 (.1250)		Stereo
				Mono Stereo
37.50		-.3750 (.1250)	TRIMPAD	Trim Pad
		.3750 (.1250)		Variasi
				Nature
	12.50	.1250 (.1250)	SID	SID
		-.1250 (.1250)		Cream
				Abu-abu
	12.50	-.1250 (.1250)	DASHBOAR	Dashboard
		.1250 (.1250)		Sporty
				Standar
	12.50	.1250 (.1250)	PASIVESA	Passive Safety
		-.1250 (.1250)		Safety belt+ Air Bag
				Safety Belt
		4.6250 (.1250)	CONSTANT	

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽

SUBJECT NAME: 17.00

Importance	Utility(s.e.)	Factor
10.00	-.1250 (.1250) .1250 (.1250)	HEADUNIT Head Unit DVD CD+ Tape
10.00	-.1250 (.1250) .1250 (.1250)	AUDIO Audio Sterio Mono Stereo
50.00	-.6250 (.1250) .6250 (.1250)	TRIMPAD Trim Pad Variasi Nature
10.00	-.1250 (.1250) .1250 (.1250)	SID SID Cream Abu-abu
10.00	-.1250 (.1250) .1250 (.1250)	DASHBOAR Dashboard Sporty Standar
10.00	-.1250 (.1250) .1250 (.1250)	PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt
	4.3750 (.1250)	CONSTANT
Pearson's R	= .984	Significance = .0000
Kendall's tau	= .872	Significance = .0039
Kendall's tau	= .183 for 4 holdouts	Significance = .3590

▽
SUBJECT NAME: 18.00

Importance	Utility(s.e.)	Factor
25.00	-.3750 (.1250) .3750 (.1250)	HEADUNIT Head Unit DVD CD+ Tape
25.00	-.3750 (.1250) .3750 (.1250)	AUDIO Audio Sterio Mono Stereo
25.00	.3750 (.1250) -.3750 (.1250)	TRIMPAD Trim Pad Variasi Nature
8.33	-.1250 (.1250) .1250 (.1250)	SID SID Cream Abu-abu
8.33	.1250 (.1250) -.1250 (.1250)	DASHBOAR Dashboard Sporty Standar
8.33	-.1250 (.1250) .1250 (.1250)	PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt

4.3750(.1250) CONSTANT

Pearson's R = .984 Significance = .0000
 Kendall's tau = .872 Significance = .0039
 Kendall's tau = -.183 for 4 holdouts Significance = .3590

▽
 SUBJECT NAME: 19.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit
12.50	-.1250(.1250)	DVD
	.1250(.1250)	CD+ Tape
		AUDIO Audio
12.50	-.1250(.1250)	Stereo
	.1250(.1250)	Mono Stereo
		TRIMPAD Trim Pad
12.50	.1250(.1250)	Variasi
	-.1250(.1250)	Nature
		SID SID
12.50	.1250(.1250)	Cream
	-.1250(.1250)	Abu-abu
		DASHBOAR Dashboard
12.50	-.1250(.1250)	Sporty
	.1250(.1250)	Standar
		PASIVESA Pasive Safety
37.50	-.3750(.1250)	Safety belt+ Air Bag
	.3750(.1250)	Safety Belt

4.6250(.1250) CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .894 for 4 holdouts Significance = .0512

▽
 SUBJECT NAME: 20.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit
12.50	.1250(.1250)	DVD
	-.1250(.1250)	CD+ Tape
		AUDIO Audio
12.50	.1250(.1250)	Stereo
	-.1250(.1250)	Mono Stereo
		TRIMPAD Trim Pad
37.50	.3750(.1250)	Variasi
	-.3750(.1250)	Nature
		SID SID
12.50	.1250(.1250)	Cream
	-.1250(.1250)	Abu-abu
		DASHBOAR Dashboard
12.50	-.1250(.1250)	Sporty

		.1250 (.1250)	-	Standar
				PASIVESA Pasive Safety
12.50		-.1250 (.1250)	-	Safety belt+ Air Bag
		.1250 (.1250)	-	Safety Belt
		4.6250 (.1250)		CONSTANT
Pearson's R = .966 Significance = .0000				
Kendall's tau = .808 Significance = .0102				
Kendall's tau = -.816 for 4 holdouts Significance = .0607				

▽
SUBJECT NAME: 21.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit
12.50	.1250 (.1250)	DVD
	-.1250 (.1250)	CD+ Tape
		AUDIO Audio
12.50	.1250 (.1250)	Stereo
	-.1250 (.1250)	Mono Stereo
		TRIMPAD Trim Pad
37.50	.3750 (.1250)	Variasi
	-.3750 (.1250)	Nature
		SID SID
12.50	.1250 (.1250)	Cream
	-.1250 (.1250)	Abu-abu
		DASHBOAR Dashboard
12.50	-.1250 (.1250)	Sporty
	.1250 (.1250)	Standar
		PASIVESA Pasive Safety
12.50	-.1250 (.1250)	Safety belt+ Air Bag
	.1250 (.1250)	Safety Belt
		4.6250 (.1250) CONSTANT
Pearson's R = .966 Significance = .0000		
Kendall's tau = .808 Significance = .0102		
Kendall's tau = .183 for 4 holdouts Significance = .3590		

▽
SUBJECT NAME: 22.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit
6.25	.1250 (.3750)	DVD
	-.1250 (.3750)	CD+ Tape
		AUDIO Audio
6.25	.1250 (.3750)	Stereo
	-.1250 (.3750)	Mono Stereo
		TRIMPAD Trim Pad
6.25	.1250 (.3750)	Variasi
	-.1250 (.3750)	Nature

Importance	Utility(s.e.)	Factor
43.75	.8750 (.3750)	SID Cream
	-.8750 (.3750)	
18.75	.3750 (.3750)	DASHBOAR Dashboard
	-.3750 (.3750)	
18.75	-.3750 (.3750)	PASIVESA Pasive Safety
	.3750 (.3750)	
3.3750 (.3750) CONSTANT		
Pearson's R = .941		
Kendall's tau = .941		
Kendall's tau = .707 for 4 holdouts		
Significance = .0002		
Significance = .0013		
Significance = .0899		

▽
SUBJECT NAME: 23.00

Importance	Utility(s.e.)	Factor
8.33	-.1250 (.6250)	HEADUNIT Head Unit
	.1250 (.6250)	
8.33	-.1250 (.6250)	AUDIO Audio
	.1250 (.6250)	
25.00	-.3750 (.6250)	TRIMPAD Trim Pad
	.3750 (.6250)	
25.00	.3750 (.6250)	SID SID
	-.3750 (.6250)	
8.33	.1250 (.6250)	DASHBOAR Dashboard
	-.1250 (.6250)	
25.00	-.3750 (.6250)	PASIVESA Pasive Safety
	.3750 (.6250)	
2.8750 (.6250) CONSTANT		
Pearson's R = .739		
Kendall's tau = .049		
Kendall's tau = -.183 for 4 holdouts		
Significance = .0182		
Significance = .4424		
Significance = .3590		

▽
SUBJECT NAME: 24.00

Importance	Utility(s.e.)	Factor
12.50	-.1250 (.1250)	HEADUNIT Head Unit
	.1250 (.1250)	
12.50	.1250 (.1250)	AUDIO Audio
	-.1250 (.1250)	

Importance	Utility(s.e.)	Factor
12.50	-.1250 (.1250) .1250 (.1250)	TRIMPAD Trim Pad Variasi Nature
12.50	.1250 (.1250) -.1250 (.1250)	SID SID Cream Abu-abu
12.50	-.1250 (.1250) .1250 (.1250)	DASHBOAR Dashboard Sporty Standar
37.50	-.3750 (.1250) .3750 (.1250)	PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt
	4.3750 (.1250)	CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
 SUBJECT NAME: 25.00

Importance	Utility(s.e.)	Factor
12.50	-.1250 (.1250) .1250 (.1250)	HEADUNIT Head Unit DVD CD+ Tape
12.50	.1250 (.1250) -.1250 (.1250)	AUDIO Audio Sterio Mono Stereo
12.50	.1250 (.1250) -.1250 (.1250)	TRIMPAD Trim Pad Variasi Nature
37.50	.3750 (.1250) -.3750 (.1250)	SID SID Cream Abu-abu
12.50	-.1250 (.1250) .1250 (.1250)	DASHBOAR Dashboard Sporty Standar
12.50	-.1250 (.1250) .1250 (.1250)	PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt
	4.6250 (.1250)	CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = -.775 for 4 holdouts Significance = .0786

▽
 SUBJECT NAME: 26.00

Importance	Utility(s.e.)	Factor
12.50	-.1250 (.1250)	HEADUNIT Head Unit DVD

	.1250 (.1250)	-	CD+ Tape
			AUDIO Audio
12.50	-.1250 (.1250)	-	Stereo
	.1250 (.1250)	-	Mono Stereo
			TRIMPAD Trim Pad
37.50	-.3750 (.1250)	----	Variasi
	.3750 (.1250)	----	Nature
			SID SID
12.50	.1250 (.1250)	-	Cream
	-.1250 (.1250)	-	Abu-abu
			DASHBOAR Dashboard
12.50	-.1250 (.1250)	-	Sporty
	.1250 (.1250)	-	Standar
			PASIVESA Pasive Safety
12.50	.1250 (.1250)	-	Safety belt+ Air Bag
	-.1250 (.1250)	-	Safety Belt
	4.6250 (.1250)		CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
 SUBJECT NAME: 27.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit
12.50	-.1250 (.1250)	DVD
	.1250 (.1250)	CD+ Tape
		AUDIO Audio
12.50	-.1250 (.1250)	Stereo
	.1250 (.1250)	Mono Stereo
		TRIMPAD Trim Pad
37.50	-.3750 (.1250)	Variasi
	.3750 (.1250)	Nature
		SID SID
12.50	.1250 (.1250)	Cream
	-.1250 (.1250)	Abu-abu
		DASHBOAR Dashboard
12.50	-.1250 (.1250)	Sporty
	.1250 (.1250)	Standar
		PASIVESA Pasive Safety
12.50	.1250 (.1250)	Safety belt+ Air Bag
	-.1250 (.1250)	Safety Belt
	4.6250 (.1250)	CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
SUBJECT NAME: 28.00

Importance	Utility(s.e.)	Factor
35.00	.8750 (.3750)	HEADUNIT Head Unit
	-.8750 (.3750)	DVD CD+ Tape
5.00	-.1250 (.3750)	AUDIO Audio
	.1250 (.3750)	Stereo Mono Stereo
25.00	.6250 (.3750)	TRIMPAD Trim Pad
	-.6250 (.3750)	Variasi Nature
15.00	.3750 (.3750)	SID SID
	-.3750 (.3750)	Cream Abu-abu
15.00	-.3750 (.3750)	DASHBOARD Dashboard
	.3750 (.3750)	Sporty Standar
5.00	.1250 (.3750)	PASIVESA Pasive Safety
	-.1250 (.3750)	Safety belt+ Air Bag Safety Belt
	3.8750 (.3750)	CONSTANT
Pearson's R = .955		Significance = .0001
Kendall's tau = .917		Significance = .0019
Kendall's tau = .775 for 4 holdouts		Significance = .0786

▽
SUBJECT NAME: 29.00

Importance	Utility(s.e.)	Factor
25.00	.3750 (.1250)	HEADUNIT Head Unit
	-.3750 (.1250)	DVD CD+ Tape
8.33	.1250 (.1250)	AUDIO Audio
	-.1250 (.1250)	Stereo Mono Stereo
25.00	-.3750 (.1250)	TRIMPAD Trim Pad
	.3750 (.1250)	Variasi Nature
8.33	-.1250 (.1250)	SID SID
	.1250 (.1250)	Cream Abu-abu
25.00	.3750 (.1250)	DASHBOARD Dashboard
	-.3750 (.1250)	Sporty Standar
8.33	-.1250 (.1250)	PASIVESA Pasive Safety
	.1250 (.1250)	Safety belt+ Air Bag Safety Belt

4.6250 (.1250) CONSTANT

Pearson's R = .984 Significance = .0000
 Kendall's tau = .769 Significance = .0122
 Kendall's tau = .516 for 4 holdouts Significance = .1729

▽
 SUBJECT NAME: 30.00

Importance	Utility(s.e.)	Factor
22.22	.5000 (.0000)	HEADUNIT Head Unit
	-.5000 (.0000)	DVD CD+ Tape
.00	.0000 (.0000)	AUDIO Audio
	.0000 (.0000)	Stereo Mono Stereo
11.11	-.2500 (.0000)	TRIMPAD Trim Pad
	.2500 (.0000)	Variasi Nature
33.33	.7500 (.0000)	SID SID
	-.7500 (.0000)	Cream Abu-abu
22.22	.5000 (.0000)	DASHBOAR Dashboard
	-.5000 (.0000)	Sporty Standar
11.11	-.2500 (.0000)	PASIVESA Pasive Safety
	.2500 (.0000)	Safety belt+ Air Bag Safety Belt
	3.7500 (.0000)	CONSTANT
Pearson's R	= 1.000	Significance = .
Kendall's tau	= 1.000	Significance = .0011
Kendall's tau	= -.775 for 4 holdouts	Significance = .0786

▽
 SUBJECT NAME: 31.00

Importance	Utility(s.e.)	Factor
12.50	.2500 (.2500)	HEADUNIT Head Unit
	-.2500 (.2500)	DVD CD+ Tape
12.50	-.2500 (.2500)	AUDIO Audio
	.2500 (.2500)	Stereo Mono Stereo
12.50	-.2500 (.2500)	TRIMPAD Trim Pad
	.2500 (.2500)	Variasi Nature
37.50	.7500 (.2500)	SID SID
	-.7500 (.2500)	Cream Abu-abu
12.50	.2500 (.2500)	DASHBOAR Dashboard
		Sporty

	-.2500 (.2500)	-	Standar
			PASIVESA Pasive Safety
12.50	-.2500 (.2500)	-	Safety belt+ Air Bag
	.2500 (.2500)	-	Safety Belt
	3.7500 (.2500)		CONSTANT
Pearson's R	= .966		Significance = .0000
Kendall's tau	= .923		Significance = .0014
Kendall's tau	= .408 for 4 holdouts		Significance = .2193

▽
SUBJECT NAME: 32.00

Importance	Utility(s.e.)	Factor	
		HEADUNIT	Head Unit
.00	.0000 (.0000)		DVD
	.0000 (.0000)		CD+ Tape
		AUDIO	Audio
14.29	.2500 (.0000)	--	Stereo
	-.2500 (.0000)	--	Mono Stereo
		TRIMPAD	Trim Pad
28.57	.5000 (.0000)	----	Variasi
	-.5000 (.0000)	----	Nature
		SID	SID
28.57	.5000 (.0000)	----	Cream
	-.5000 (.0000)	----	Abu-abu
		DASHBOAR	Dashboard
14.29	.2500 (.0000)	--	Sporty
	-.2500 (.0000)	--	Standar
		PASIVESA	Pasive Safety
14.29	.2500 (.0000)	--	Safety belt+ Air Bag
	-.2500 (.0000)	--	Safety Belt
	3.2500 (.0000)		CONSTANT
Pearson's R	= 1.000		Significance = .0000
Kendall's tau	= 1.000		Significance = .0015
Kendall's tau	= .000 for 4 holdouts		Significance = .5000

▽
SUBJECT NAME: 33.00

Importance	Utility(s.e.)	Factor	
		HEADUNIT	Head Unit
10.00	.1250 (.3750)	-	DVD
	-.1250 (.3750)	-	CD+ Tape
		AUDIO	Audio
10.00	.1250 (.3750)	-	Stereo
	-.1250 (.3750)	-	Mono Stereo
		TRIMPAD	Trim Pad
10.00	-.1250 (.3750)	-	Variasi
	.1250 (.3750)	-	Nature

Importance	Utility(s.e.)	Factor	HEADUNIT	Head Unit
10.00	.1250 (.3750)	SID		Cream
	.1250 (.3750)			Abu-abu
30.00	.3750 (.3750)	DASHBOAR		Dashboard
	.3750 (.3750)			Sporty
				Standar
30.00	.3750 (.3750)	PASIVESA		Pasive Safety
	.3750 (.3750)			Safety belt+ Air Bag
				Safety Belt
	4.3750 (.3750)	CONSTANT		

Pearson's R = .842 Significance = .0043
 Kendall's tau = .890 Significance = .0035
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
SUBJECT NAME: 34.00

Importance	Utility(s.e.)	Factor	HEADUNIT	Head Unit
16.67	.2500 (.0000)			DVD
	.2500 (.0000)			CD+ Tape
.00	.0000 (.0000)	AUDIO		Audio
	.0000 (.0000)			Stereo
				Mono Stereo
33.33	.5000 (.0000)	TRIMPAD		Trim Pad
	.5000 (.0000)			Variasi
				Nature
16.67	.2500 (.0000)	SID		SID
	.2500 (.0000)			Cream
				Abu-abu
16.67	.2500 (.0000)	DASHEOAR		Dashboard
	.2500 (.0000)			Sporty
				Standar
16.67	.2500 (.0000)	PASIVESA		Pasive Safety
	.2500 (.0000)			Safety belt+ Air Bag
				Safety Belt
	4.5000 (.0000)	CONSTANT		

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0022
 Kendall's tau = .894 for 4 holdouts Significance = .0512

▽
SUBJECT NAME: 35.00

Importance	Utility(s.e.)	Factor	HEADUNIT	Head Unit
33.33	.2500 (.2500)			DVD
	.2500 (.2500)			CD+ Tape
.00	.0000 (.2500)	AUDIO		Audio
	.0000 (.2500)			Stereo
				Mono Stereo

33.33	-.2500 (.2500)	----	TRIMPAD	Trim Pad
	.2500 (.2500)	----		Variasi
				Nature
33.33	.2500 (.2500)	----	SID	SID
	-.2500 (.2500)	----		Cream
				Abu-abu
.00	.0000 (.2500)		DASHBOAR	Dashboard
	.0000 (.2500)			Sporty
				Standar
.00	.0000 (.2500)		PASIVESA	Pasive Safety
	.0000 (.2500)			Safety belt+ Air Bag
				Safety Bell
	4.5000 (.2500)		CONSTANT	

Pearson's R = .866 Significance = .0027
 Kendall's tau = .853 Significance = .0076
 Kendall's tau = -.800 for 4 holdouts Significance = .0630

▽
 SUBJECT NAME: 36.00

Importance	Utility(s.e.)	Factor	
12.50	.1250 (.1250)	HEADUNIT	
	-.1250 (.1250)	Head Unit	
		DVD	
		CD+ Tape	
12.50	-.1250 (.1250)	AUDIO	
	.1250 (.1250)	Audio	
		Sterio	
		Mono Stereo	
12.50	-.1250 (.1250)	TRIMPAD	
	.1250 (.1250)	Trim Pad	
		Variasi	
		Nature	
37.50	.3750 (.1250)	SID	
	-.3750 (.1250)	SID	
		Cream	
		Abu-abu	
12.50	-.1250 (.1250)	DASHBOAR	
	.1250 (.1250)	Dashboard	
		Sporty	
		Standar	
12.50	.1250 (.1250)	PASIVESA	
	-.1250 (.1250)	Pasive Safety	
		Safety belt+ Air Bag	
		Safety Belt	
	4.6250 (.1250)	CONSTANT	

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = -.548 for 4 holdouts Significance = .1393

▽
 SUBJECT NAME: 37.00

Importance	Utility(s.e.)	Factor
		HEADUNIT
		Head Unit

40.00	-.5000 (.0000)	----	DVD
	.5000 (.0000)	----	CD+ Tape
AUDIO Audio			
20.00	-.2500 (.0000)	--	Stereo
	.2500 (.0000)	--	Mono Stereo
TRIMPAD Trim Pad			
.00	.0000 (.0000)		Variasi
	.0000 (.0000)		Nature
SID SID			
.00	.0000 (.0000)		Cream
	.0000 (.0000)		Abu-abu
DASHBOAR Dashboard			
20.00	-.2500 (.0000)	--	Sporty
	.2500 (.0000)	--	Standar
PASIVESA Pasive Safety			
20.00	-.2500 (.0000)	--	Safety belt+ Air Bag
	.2500 (.0000)	--	Safety Belt
	4.2500 (.0000)		CONSTANT

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0021
 Kendall's tau = -.183 for 4 holdouts Significance = .3590

▽
 SUBJECT NAME: 38.00

Importance	Utility(s.e.)	Factor
HEADUNIT Head Unit		
12.50	.1250 (.1250)	DVD
	-.1250 (.1250)	CD+ Tape
AUDIO Audio		
12.50	-.1250 (.1250)	Stereo
	.1250 (.1250)	Mono Stereo
TRIMPAD Trim Pad		
12.50	-.1250 (.1250)	Variasi
	.1250 (.1250)	Nature
SID SID		
12.50	-.1250 (.1250)	Cream
	.1250 (.1250)	Abu-abu
DASHBOAR Dashboard		
37.50	.3750 (.1250)	Sporty
	-.3750 (.1250)	Standar
PASIVESA Pasive Safety		
12.50	.1250 (.1250)	Safety belt+ Air Bag
	-.1250 (.1250)	Safety Belt
	4.6250 (.1250)	CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .707 for 4 holdouts Significance = .0899

▽
 SUBJECT NAME: 39.00

Importance	Utility(s.e.)	Factor	Head Unit
16.67	.1250 (.1250)	HEADUNIT	DVD
	-.1250 (.1250)		CD+ Tape
16.67	-.1250 (.1250)	AUDIO	Audio
	.1250 (.1250)		Stereo Mono Stereo
16.67	-.1250 (.1250)	TRIMPAD	Trim Pad
	.1250 (.1250)		Variasi Nature
16.67	.1250 (.1250)	SID	SID
	-.1250 (.1250)		Cream Abu-abu
16.67	.1250 (.1250)	DASHBOAR	Dashboard
	-.1250 (.1250)		Sporty Standar
16.67	.1250 (.1250)	PASIVESA	Passive Safety
	-.1250 (.1250)		Safety belt+ Air Bag Safety Belt
4.8750 (.1250) CONSTANT			
Pearson's R = .926		Significance = .0005	
Kendall's tau = .607		Significance = .0471	
Kendall's tau = .516 for 4 holdouts		Significance = .1729	

▽
 SUBJECT NAME: 40.00

Importance	Utility(s.e.)	Factor	Head Unit
12.50	-.1250 (.1250)	HEADUNIT	DVD
	.1250 (.1250)		CD+ Tape
12.50	.1250 (.1250)	AUDIO	Audio
	-.1250 (.1250)		Stereo Mono Stereo
12.50	-.1250 (.1250)	TRIMPAD	Trim Pad
	.1250 (.1250)		Variasi Nature
12.50	.1250 (.1250)	SID	SID
	-.1250 (.1250)		Cream Abu-abu
37.50	.3750 (.1250)	DASHBOAR	Dashboard
	-.3750 (.1250)		Sporty Standar
12.50	.1250 (.1250)	PASIVESA	Passive Safety
	-.1250 (.1250)		Safety belt+ Air Bag Safety Belt

Importance	Utility(s.e.)	Factor
	-.2500 (.2500)	Standar
22.22	-.5000 (.2500)	PASIVESA Pasive Safety
	.5000 (.2500)	Safety belt+ Air Bag
		Safety Belt
	3.5000 (.2500)	CONSTANT

Pearson's R = .979 Significance = .0000
 Kendall's tau = .899 Significance = .0024
 Kendall's tau = -.516 for 4 holdouts Significance = .1729

▽
 SUBJECT NAME: 43.00

Importance	Utility(s.e.)	Factor
10.00	-.2500 (.2500)	HEADUNIT Head Unit
	.2500 (.2500)	DVD
		CD+ Tape
30.00	.7500 (.2500)	AUDIO Audio
	-.7500 (.2500)	Stereo
		Mono Stereo
30.00	-.7500 (.2500)	TRIMPAD Trim Pad
	.7500 (.2500)	Variasi
		Nature
10.00	.2500 (.2500)	SID SID
	-.2500 (.2500)	Cream
		Abu-abu
10.00	.2500 (.2500)	DASHBOARD Dashboard
	-.2500 (.2500)	Sporty
		Standar
10.00	-.2500 (.2500)	PASIVESA Pasive Safety
	.2500 (.2500)	Safety belt+ Air Bag
		Safety Belt
	3.7500 (.2500)	CONSTANT

Pearson's R = .978 Significance = .0000
 Kendall's tau = .959 Significance = .0012
 Kendall's tau = .258 for 4 holdouts Significance = .3187

▽
 SUBJECT NAME: 44.00

Importance	Utility(s.e.)	Factor
31.25	.6250 (.3750)	HEADUNIT Head Unit
	-.6250 (.3750)	DVD
		CD+ Tape
18.75	-.3750 (.3750)	AUDIO Audio
	.3750 (.3750)	Stereo
		Mono Stereo
6.25	.1250 (.3750)	TRIMPAD Trim Pad
	-.1250 (.3750)	Variasi
		Nature

31.25	.6250 (.3750)	SID	SID
	-.6250 (.3750)	-	Cream
		----	Abu-abu
6.25	.1250 (.3750)	DASHBOARD	Dashboard
	-.1250 (.3750)	-	Sporty
		-	Standar
6.25	.1250 (.3750)	PASIVESA	Passive Safety
	-.1250 (.3750)	-	Safety belt+ Air Bag
		-	Safety Belt
	4.1250 (.3750)	CONSTANT	

Pearson's R = .934 Significance = .0003
Kendall's tau = .935 Significance = .0018
Kendall's tau = .707 for 4 holdouts Significance = .0899

▽
SUBJECT NAME: 45.00

Importance	Utility(s.e.)	Factor	
16.67	-.2500 (.0000)	HEADUNIT	Head Unit
	.2500 (.0000)	--	DVD
		---	CD+ Tape
16.67	-.2500 (.0000)	AUDIO	Audio
	.2500 (.0000)	--	Stereo
		---	Mono Stereo
16.67	.2500 (.0000)	TRIMPAD	Trim Pad
	-.2500 (.0000)	---	Variasi
		---	Nature
.00	.0000 (.0000)	SID	SID
	.0000 (.0000)		Cream
			Abu-abu
33.33	.5000 (.0000)	DASHBOARD	Dashboard
	-.5000 (.0000)	----	Sporty
		----	Standar
16.67	.2500 (.0000)	PASIVESA	Passive Safety
	-.2500 (.0000)	--	Safety belt+ Air Bag
		--	Safety Belt
	4.5000 (.0000)	CONSTANT	

Pearson's R = 1.000 Significance = .
Kendall's tau = 1.000 Significance = .0022
Kendall's tau = .671 for 4 holdouts Significance = .1103

▽
SUBJECT NAME: 46.00

Importance	Utility(s.e.)	Factor	
7.14	-.1250 (.1250)	HEADUNIT	Head Unit
	.1250 (.1250)	-	DVD
		-	CD+ Tape
7.14	.1250 (.1250)	AUDIO	Audio
		-	Stereo

		-.1250 (.1250)	-	Mono Stereo
	21.43	.3750 (.1250)	---	TRIMPAD Trim Pad
		-.3750 (.1250)	---	Variasi
				Nature
	35.71	.6250 (.1250)	----	SID SID
		-.6250 (.1250)	----	Cream
				Abu-abu
	7.14	-.1250 (.1250)	-	DASHBOAR Dashboard
		.1250 (.1250)	-	Sporty
				Standar
	21.43	-.3750 (.1250)	---	PASIVESA Pasive Safety
		.3750 (.1250)	---	Safety belt+ Air Bag
				Safety Belt
		4.3750 (.1250)		CONSTANT

Pearson's R = .989 Significance = .0000
 Kendall's tau = .842 Significance = .0055
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
 SUBJECT NAME: 47.00

Importance	Utility(s.e.)	Factor	HEADUNIT	Head Unit
10.00		-.1250 (.3750)	-	DVD
		.1250 (.3750)	-	CD+ Tape
10.00		-.1250 (.3750)	-	AUDIO Audio
		.1250 (.3750)	-	Stereo
				Mono Stereo
30.00		-.3750 (.3750)	----	TRIMPAD Trim Pad
		.3750 (.3750)	----	Variasi
				Nature
10.00		-.1250 (.3750)	-	SID SID
		.1250 (.3750)	-	Cream
				Abu-abu
30.00		-.3750 (.3750)	----	DASHBOAR Dashboard
		.3750 (.3750)	----	Sporty
				Standar
10.00		.1250 (.3750)	-	PASIVESA Pasive Safety
		-.1250 (.3750)	-	Safety belt+ Air Bag
				Safety Belt
		4.3750 (.3750)		CONSTANT

Pearson's R = .842 Significance = .0043
 Kendall's tau = .890 Significance = .0035
 Kendall's tau = -.671 for 4 holdouts Significance = .1103

▽
 SUBJECT NAME: 48.00

Importance	Utility(s.e.)	Factor	HEADUNIT	Head Unit
12.50		-.1250 (.1250)	-	DVD

	.1250 (.1250)	-	CD+ Tape
			AUDIO Audio
12.50	-.1250 (.1250)	-	Stereo
	.1250 (.1250)	-	Mono Stereo
			TRIMPAD Trim Pad
37.50	.3750 (.1250)	----	Variasi
	-.3750 (.1250)	----	Nature
			SID SID
12.50	-.1250 (.1250)	-	Cream
	.1250 (.1250)	-	Abu-abu
			DASHBOAR Dashboard
12.50	-.1250 (.1250)	-	Sporty
	.1250 (.1250)	-	Standar
			PASIVESA Pasive Safety
12.50	-.1250 (.1250)	-	Safety belt+ Air Bag
	.1250 (.1250)	-	Safety Belt
	4.3750 (.1250)		CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .183 for 4 holdouts Significance = .3590

▽
 SUBJECT NAME: 49.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit
18.75	.3750 (.3750)	DVD
	-.3750 (.3750)	CD+ Tape
		AUDIO Audio
6.25	-.1250 (.3750)	Stereo
	.1250 (.3750)	Mono Stereo
		TRIMPAD Trim Pad
18.75	-.3750 (.3750)	Variasi
	.3750 (.3750)	Nature
		SID SID
18.75	-.3750 (.3750)	Cream
	.3750 (.3750)	Abu-abu
		DASHBOAR Dashboard
18.75	.3750 (.3750)	Sporty
	-.3750 (.3750)	Standar
		PASIVESA Pasive Safety
18.75	-.3750 (.3750)	Safety belt+ Air Bag
	.3750 (.3750)	Safety Belt
	4.1250 (.3750)	CONSTANT

Pearson's R = .915 Significance = .0007
 Kendall's tau = .872 Significance = .0039
 Kendall's tau = .816 for 4 holdouts Significance = .0607

▽
SUBJECT NAME: 50.00

Importance	Utility(s.e.)	Factor
8.33	-.1250 (.1250)	HEADUNIT Head Unit
	.1250 (.1250)	DVD CD+ Tape
25.00	-.3750 (.1250)	AUDIO Audio
	.3750 (.1250)	Stereo Mono Stereo
8.33	.1250 (.1250)	TRIMPAD Trim Pad
	-.1250 (.1250)	Variasi Nature
8.33	-.1250 (.1250)	SID SID
	.1250 (.1250)	Cream Abu-abu
25.00	.3750 (.1250)	DASHBOAR Dashboard
	-.3750 (.1250)	Sporty Standar
25.00	.3750 (.1250)	PASIVESA Pasive Safety
	-.3750 (.1250)	Safety bell+ Air Bag Safety Belt
	4.6250 (.1250)	CONSTANT
Pearson's R = .984 Significance = .0000		
Kendall's tau = .769 Significance = .0122		
Kendall's tau = .000 for 4 holdouts Significance = .5000		

▽
SUBJECT NAME: 51.00

Importance	Utility(s.e.)	Factor
.00	.0000 (.2500)	HEADUNIT Head Unit
	.0000 (.2500)	DVD CD+ Tape
.00	.0000 (.2500)	AUDIO Audio
	.0000 (.2500)	Stereo Mono Stereo
.00	.0000 (.2500)	TRIMPAD Trim Pad
	.0000 (.2500)	Variasi Nature
50.00	.2500 (.2500)	SID SID
	-.2500 (.2500)	Cream Abu-abu
50.00	.2500 (.2500)	DASHBOAR Dashboard
	-.2500 (.2500)	Sporty Standar
.00	.0000 (.2500)	PASIVESA Pasive Safety
	.0000 (.2500)	Safety belt+ Air Bag Safety Belt

31.25	.6250 (.3750)	SID	SID	Cream
	-.6250 (.3750)			Abu-abu
6.25	.1250 (.3750)	DASHBOAR	Dashboard	Sporty
	-.1250 (.3750)			Standar
6.25	.1250 (.3750)	PASIVESA	Pasive Safety	Safety belt+ Air Bag
	-.1250 (.3750)			Safety Belt
	4.1250 (.3750)	CONSTANT		

Pearson's R = .934 Significance = .0003
 Kendall's tau = .935 Significance = .0018
 Kendall's tau = .707 for 4 holdouts Significance = .0899

▽
SUBJECT NAME: 45.00

Importance	Utility(s.e.)	Factor		
16.67	-.2500 (.0000)	HEADUNIT	Head Unit	DVD
	.2500 (.0000)			CD+ Tape
16.67	-.2500 (.0000)	AUDIO	Audio	Stereo
	.2500 (.0000)			Mono Stereo
16.67	.2500 (.0000)	TRIMPAD	Trim Pad	Variasi
	-.2500 (.0000)			Nature
.00	.0000 (.0000)	SID	SID	Cream
	.0000 (.0000)			Abu-abu
33.33	.5000 (.0000)	DASHBOAR	Dashboard	Sporty
	-.5000 (.0000)			Standar
16.67	.2500 (.0000)	PASIVESA	Pasive Safety	Safety belt+ Air Bag
	-.2500 (.0000)			Safety Belt
	4.5000 (.0000)	CONSTANT		

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0022
 Kendall's tau = .671 for 4 holdouts Significance = .1103

▽
SUBJECT NAME: 46.00

Importance	Utility(s.e.)	Factor		
7.14	-.1250 (.1250)	HEADUNIT	Head Unit	DVD
	.1250 (.1250)			CD+ Tape
7.14	.1250 (.1250)	AUDIO	Audio	Stereo

		-.1250 (.1250) -	Mono Stereo
			TRIMPAD Trim Pad
21.43		.3750 (.1250) --	Variasi
		-.3750 (.1250) --	Nature
			SID SID
35.71		.6250 (.1250) ----	Cream
		-.6250 (.1250) ----	Abu-abu
			DASHBOARD Dashboard
7.14		-.1250 (.1250) -	Sporty
		.1250 (.1250) -	Standar
			PASIVESA Pasive Safety
21.43		-.3750 (.1250) --	Safety belt+ Air Bag
		.3750 (.1250) --	Safety Belt
		4.3750 (.1250)	CONSTANT

Pearson's R = .989 Significance = .0000
 Kendall's tau = .842 Significance = .0055
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
 SUBJECT NAME: 47.00

Importance	Utility(s.e.)	Factor	Head Unit
10.00	-.1250 (.3750)	HEADUNIT	DVD
	.1250 (.3750)		CD+ Tape
10.00	-.1250 (.3750)	AUDIO	Audio
	.1250 (.3750)		Stereo
			Mono Stereo
30.00	-.3750 (.3750)	TRIMPAD	Trim Pad
	.3750 (.3750)		Variasi
			Nature
10.00	-.1250 (.3750)	SID	SID
	.1250 (.3750)		Cream
			Abu-abu
30.00	-.3750 (.3750)	DASHBOARD	Dashboard
	.3750 (.3750)		Sporty
			Standar
10.00	.1250 (.3750)	PASIVESA	Pasive Safety
	-.1250 (.3750)		Safety belt+ Air Bag
			Safety Belt
	4.3750 (.3750)	CONSTANT	

Pearson's R = .842 Significance = .0043
 Kendall's tau = .890 Significance = .0035
 Kendall's tau = -.671 for 4 holdouts Significance = .1103

▽
 SUBJECT NAME: 48.00

Importance	Utility(s.e.)	Factor	Head Unit
12.50	-.1250 (.1250)	HEADUNIT	UVD

	.1250 (.1250)	-	CD+ Tape
			AUDIO Audio
12.50	-.1250 (.1250)	-	Stereo
	.1250 (.1250)	-	Mono Stereo
			TRTMPAD Trim Pad
37.50	.3750 (.1250)	----	Variasi
	-.3750 (.1250)	----	Nature
			SID SID
12.50	-.1250 (.1250)	-	Cream
	.1250 (.1250)	-	Abu-abu
			DASHBOAR Dashboard
12.50	-.1250 (.1250)	-	Sporty
	.1250 (.1250)	-	Standar
			PASIVESA Pasive Safety
12.50	-.1250 (.1250)	-	Safety belt+ Air Bag
	.1250 (.1250)	-	Safety Belt
	4.3750 (.1250)		CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .183 for 4 holdouts Significance = .3590

▽
 SUBJECT NAME: 49.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit
18.75	.3750 (.3750)	---- DVD
	-.3750 (.3750)	---- CD+ Tape
		AUDIO Audio
6.25	-.1250 (.3750)	- Stereo
	.1250 (.3750)	- Mono Stereo
		TRIMPAD Trim Pad
18.75	-.3750 (.3750)	---- Variasi
	.3750 (.3750)	---- Nature
		SID SID
18.75	-.3750 (.3750)	- Cream
	.3750 (.3750)	- Abu-abu
		DASHBOAR Dashboard
18.75	.3750 (.3750)	---- Sporty
	-.3750 (.3750)	---- Standar
		PASIVESA Pasive Safety
18.75	-.3750 (.3750)	---- Safety belt+ Air Bag
	.3750 (.3750)	---- Safety Belt
	4.1250 (.3750)	CONSTANT

Pearson's R = .915 Significance = .0007
 Kendall's tau = .872 Significance = .0039
 Kendall's tau = .816 for 4 holdouts Significance = .0607

▽
SUBJECT NAME: 50.00

Importance	Utility(s.e.)	Factor
8.33	-.1250 (.1250) .1250 (.1250)	HEADUNIT Head Unit DVD CD+ Tape
		AUDIO Audio Sterio Mono Stereo
8.33	.1250 (.1250) -.1250 (.1250)	TRIMPAD Trim Pad Variasi Nature
		SID SID Cream Abu-abu
25.00	.3750 (.1250) -.3750 (.1250)	DASHBOAR Dashboard Sporty Standar
		PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt
	4.6250 (.1250)	CONSTANT
Pearson's R = .984		Significance = .0000
Kendall's tau = .769		Significance = .0122
Kendall's tau = .000 for 4 holdouts		Significance = .5000

▽
SUBJECT NAME: 51.00

Importance	Utility(s.e.)	Factor
.00	.0000 (.2500) .0000 (.2500)	HEADUNIT Head Unit DVD CD+ Tape
		AUDIO Audio Sterio Mono Stereo
.00	.0000 (.2500) .0000 (.2500)	TRIMPAD Trim Pad Variasi Nature
		SID SID Cream Abu-abu
50.00	.2500 (.2500) -.2500 (.2500)	DASHBOAR Dashboard Sporty Standar
		PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt

4.7500 (.2500) CONSTANT

Pearson's R = .816 Significance = .0067
 Kendall's tau = .775 Significance = .0154
 Kendall's tau = -.400 for 4 holdouts Significance = .2221

▽
 SUBJECT NAME: 52.00

Importance	Utility(s.e.)	Factor
30.00	.3750 (.3750)	HEADUNIT Head Unit
	-.3750 (.3750)	DVD CD+ Tape
10.00	-.1250 (.3750)	AUDIO Audio
	.1250 (.3750)	Stereo Mono Stereo
10.00	-.1250 (.3750)	TRIMPAD Trim Pad
	.1250 (.3750)	Variasi Nature
30.00	.3750 (.3750)	SID SID
	-.3750 (.3750)	Cream Abu-abu
10.00	-.1250 (.3750)	DASHBOAR Dashboard
	.1250 (.3750)	Sporty Standar
10.00	-.1250 (.3750)	PASIVESA Pasive Safety
	.1250 (.3750)	Safety belt+ Air Bag Safety Belt
	4.3750 (.3750)	CONSTANT

Pearson's R = .842 Significance = .0043
 Kendall's tau = .890 Significance = .0035
 Kendall's tau = -.707 for 4 holdouts Significance = .0899

▽
 SUBJECT NAME: 53.00

Importance	Utility(s.e.)	Factor
50.00	.5000 (.2500)	HEADUNIT Head Unit
	-.5000 (.2500)	DVD CD+ Tape
.00	.0000 (.2500)	AUDIO Audio
	.0000 (.2500)	Stereo Mono Stereo
.00	.0000 (.2500)	TRIMPAD Trim Pad
	.0000 (.2500)	Variasi Nature
25.00	.2500 (.2500)	SID SID
	-.2500 (.2500)	Cream Abu-abu
		DASHBOAR Dashboard

25.00	-.2500 (.2500)	---	Sporty
	.2500 (.2500)	---	Standar
			PASIVESA Pasive Safety
.00	.0000 (.2500)		Safety belt+ Air Bag
	.0000 (.2500)		Safety Belt
	4.2500 (.2500)	CONSTANT	

Pearson's R = .926 Significance = .0005
 Kendall's tau = .872 Significance = .0039
 Kendall's tau = .400 for 4 holdouts Significance = .2221

▽
 SUBJECT NAME: 54.03

Importance	Utility(s.e.)	Factor	
		HEADUNIT	Head Unit
37.50	.3750 (.1250)	----	DVD
	-.3750 (.1250)	----	CD+ Tape
		AUDIO	Audio
12.50	.1250 (.1250)	-	Stereo
	-.1250 (.1250)	-	Mono Stereo
		TRIMPAD	Trim Pad
12.50	.1250 (.1250)	-	Variasi
	-.1250 (.1250)	-	Nature
		SID	SID
12.50	-.1250 (.1250)	-	Cream
	.1250 (.1250)	-	Abu-abu
		DASHBOARD	Dashboard
12.50	-.1250 (.1250)	-	Sporty
	.1250 (.1250)	-	Standar
		PASIVESA	Pasive Safety
12.50	-.1250 (.1250)	-	Safety belt+ Air Bag
	.1250 (.1250)	-	Safety Belt
	4.6250 (.1250)	CONSTANT	
Pearson's R = .966			Significance = .0000
Kendall's tau = .808			Significance = .0102
Kendall's tau = .577 for 4 holdouts			Significance = .1500

▽
 SUBJECT NAME: 55.00

Importance	Utility(s.e.)	Factor	
		HEADUNIT	Head Unit
50.00	.6250 (.1250)	----	DVD
	-.6250 (.1250)	----	CD+ Tape
		AUDIO	Audio
10.00	-.1250 (.1250)	-	Stereo
	.1250 (.1250)	-	Mono Stereo
		TRIMPAD	Trim Pad
10.00	.1250 (.1250)	-	Variasi
	-.1250 (.1250)	-	Nature

Importance	Utility(s.e.)	Factor
10.00	.1250 (.1250)	SID - Cream
	-.1250 (.1250)	SID - Abu-abu
10.00	-.1250 (.1250)	DASHBOAR - Sporty
	.1250 (.1250)	DASHBOAR - Standar
10.00	-.1250 (.1250)	PASIVESA - Safety belt+ Air Bag
	.1250 (.1250)	PASIVESA - Safety Belt
	4.3750 (.1250)	CONSTANT

Pearson's R = .984 Significance = .0000
 Kendall's tau = .872 Significance = .0039
 Kendall's tau = .516 for 4 holdouts Significance = .1729

▽
 SUBJECT NAME: 56.00

Importance	Utility(s.e.)	Factor
16.67	.2500 (.0000)	HEADUNIT -- DVD
	-.2500 (.0000)	HEADUNIT -- CD+ Tape
33.33	.5000 (.0000)	AUDIO ---- Stereo
	-.5000 (.0000)	AUDIO ---- Mono Stereo
.00	.0000 (.0000)	TRIMPAD Trim Pad
	.0000 (.0000)	TRIMPAD Variasi Nature
16.67	-.2500 (.0000)	SID -- Cream
	.2500 (.0000)	SID -- Abu-abu
16.67	.2500 (.0000)	DASHBOAR -- Sporty
	-.2500 (.0000)	DASHBOAR -- Standar
16.67	.2500 (.0000)	PASIVESA -- Safety belt+ Air Bag
	-.2500 (.0000)	PASIVESA -- Safety Belt
	4.0000 (.0000)	CONSTANT

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0017
 Kendall's tau = .800 for 4 holdouts Significance = .0630

▽
 SUBJECT NAME: 57.00

Importance	Utility(s.e.)	Factor
10.00	-.1250 (.1250)	HEADUNIT - DVD
	.1250 (.1250)	HEADUNIT - CD+ Tape
10.00	.1250 (.1250)	AUDIO - Stereo

											Mono Stereo	
10.00											TRIMPAD	Trim Pad
												Variasi
												Nature
10.00											SID	SID
												Cream
												Abu-abu
10.00											DASHBOARD	Dashboard
												Spotty
												Standar
50.00											PASIVESA	Passive Safety
												Safety belt+ Air Bag
												Safety Belt
												4.3750 (.1250) CONSTANT

Pearson's R = .984 Significance = .0000
 Kendall's tau = .872 Significance = .0039
 Kendall's tau = .224 for 4 holdouts Significance = .3415

▽
 SUBJECT NAME: 58.00

Importance	Utility(s.e.)	Factor	HEADUNIT	Head Unit
12.50				
				OVD
				CD+ Tape
12.50				
				AUDIO
				Stereo
				Mono Stereo
37.50				
				TRIMPAD
				Trim Pad
				Variasi
				Nature
12.50				
				SID
				SID
				Cream
				Abu-abu
12.50				
				DASHBOARD
				Dashboard
				Spotty
				Standar
12.50				
				PASIVESA
				Passive Safety
				Safety belt+ Air Bag
				Safety Belt
				4.3750 (.1250) CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
 SUBJECT NAME: 59.00

Importance	Utility(s.e.)	Factor	HEADUNIT	Head Unit
------------	---------------	--------	----------	-----------

.00	.0000 (.2500)		DVD
	.0000 (.2500)		CD+ Tape
14.29	.2500 (.2500)		AUDIO Audio
	-.2500 (.2500)		Stereo
			Mono Stereo
28.57	-.5000 (.2500)		TRIMPAD Trim Pad
	.5000 (.2500)		Variasi
			Nature
14.29	-.2500 (.2500)		STD STD
	.2500 (.2500)		Cream
			Abu-abu
.00	.0000 (.2500)		DASHBOARD Dashboard
	.0000 (.2500)		Sporty
			Standar
42.86	-.7500 (.2500)		PASIVESA Pasive Safety
	.7500 (.2500)		Safety belt+ Air Bag
			Safety Belt
	4.0000 (.2500)		CONSTANT

Pearson's R = .968 Significance = .0000

Kendall's tau = .920 Significance = .0017

Kendall's tau = .000 for 4 holdouts Significance = .5000

▽ SUBJECT NAME: 60.00

Importance	Utility(s.e.)	Factor
8.33	.1250 (.3750)	HEADUNIT Head Unit
	-.1250 (.3750)	DVD
		CD+ Tape
8.33	-.1250 (.3750)	AUDIO Audio
	.1250 (.3750)	Stereo
		Mono Stereo
8.33	-.1250 (.3750)	TRIMPAD Trim Pad
	.1250 (.3750)	Variasi
		Nature
41.67	.6250 (.3750)	STD STD
	-.6250 (.3750)	Cream
		Abu-abu
25.00	-.3750 (.3750)	DASHBOARD Dashboard
	.3750 (.3750)	Sporty
		Standar
8.33	.1250 (.3750)	PASIVESA Pasive Safety
	-.1250 (.3750)	Safety belt+ Air Bag
		Safety Belt
	4.3750 (.3750)	CONSTANT

Pearson's R = .899 Significance = .0012

Kendall's tau = .860 Significance = .0052

Kendall's tau = -.258 for 4 holdouts Significance = .3187

▽
SUBJECT NAME: 61.00

Importance	Utility(s.e.)	Factor
25.00	.2500 (.0000)	HEADUNIT Head Unit Dvd
	.2500 (.0000)	CD+ Tapa
.00	.0000 (.0000)	AUDIO Audio Sterio
	.0000 (.0000)	Mono Stereo
.00	.0000 (.0000)	TRIMPAD Trim Pad Variasi
	.0000 (.0000)	Nature
25.00	.2500 (.0000)	SID SID Cream
	.2500 (.0000)	Abu-abu
25.00	.2500 (.0000)	DASHBOARD Dashboard Sporty
	.2500 (.0000)	Standar
25.00	.2500 (.0000)	PASIVESA Pasive Safety Safety belt+ Air Bag
	.2500 (.0000)	Safety Belt
4.5000 (.0000)	CONSTANT	
Pearson's R = 1.000		Significance = .
Kendall's tau = 1.000		Significance = .0041
Kendall's tau = -.913 for 4 holdouts		Significance = .0355

▽
SUBJECT NAME: 62.00

Importance	Utility(s.e.)	Factor
12.50	.1250 (.1250)	HEADUNIT Head Unit DVD
	.1250 (.1250)	CD+ Tapa
12.50	.1250 (.1250)	AUDIO Audio Sterio
	.1250 (.1250)	Mono Stereo
12.50	.1250 (.1250)	TRIMPAD Trim Pad Variasi
	.1250 (.1250)	Nature
12.50	.1250 (.1250)	SID SID Cream
	.1250 (.1250)	Abu-abu
12.50	.1250 (.1250)	DASHBOARD Dashboard Sporty
	.1250 (.1250)	Standar
37.50	.3750 (.1250)	PASIVESA Pasive Safety Safety belt+ Air Bag
	.3750 (.1250)	Safety Belt

4.6250 (.1250) CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .516 for 4 holdouts Significance = .1725

▽
 SUBJECT NAME: 63.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit
.00	.0000 (.0000)	Dyn
	.0000 (.0000)	CDR Tapu
		AUDIO Audio
.00	.0000 (.0000)	Stereo
	.0000 (.0000)	Mono Stereo
33.33	.2500 (.0000)	TRIMPAD Trim Pad
	-.2500 (.0000)	Variasi
		Nature
33.33	.2500 (.0000)	SID SID
	-.2500 (.0000)	Cream
		Abu-abu
.00	.0000 (.0000)	DASHBOAR Dashboard
	.0000 (.0000)	Sporty
		Standar
33.33	-.2500 (.0000)	PASIVESA Pasive Safety
	.2500 (.0000)	Safety belt+ Air Bag
		Safety Belt
	4.7500 (.0000)	CONSTANT
Pearson's R = 1.000		Significance = .
Kendall's tau = 1.000		Significance = .0041
Kendall's tau = . for 4 holdouts		Significance = .

▽
 SUBJECT NAME: 64.00

Importance	Utility(s.e.)	Factor
12.50	.1250 (.1250)	HEADUNIT Head Unit
	-.1250 (.1250)	CDR Tapu
12.50	.1250 (.1250)	AUDIO Audio
	-.1250 (.1250)	Stereo
		Mono Stereo
12.50	-.1250 (.1250)	TRIMPAD Trim Pad
	.1250 (.1250)	Variasi
		Nature
12.50	.1250 (.1250)	SID SID
	-.1250 (.1250)	Cream
		Abu-abu
12.50	-.1250 (.1250)	DASHBOAR Dashboard
		Sporty

1250 (.1250) | - Standar
 PASIVESA Pasive Safety
 37.50 .3750 (.1250) | - Safety Belt+ Air Bag
 .3750 (.1250) | - Safety Belt
 4.6250 (.1250) CONSTANT
 Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = .400 for 4 holdouts Significance = .2221

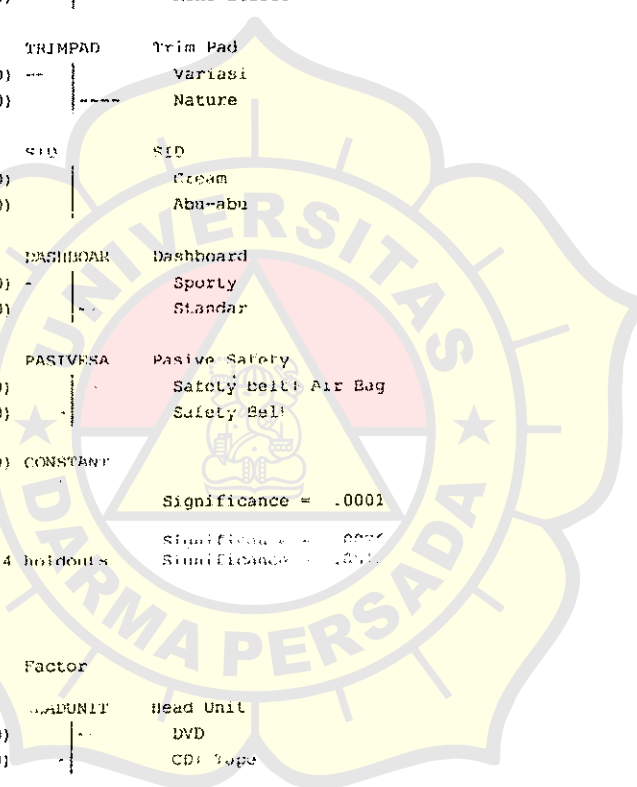
77
 SUBJECT NAME: 65.00

Importance	Utility(s.e.)	Factor
16.67	.2500 (.2500)	HEADUNIT Head Unit
	.2500 (.2500)	DVD CD+ Tape
.00	.0000 (.2500)	AUDIO Audio
	.0000 (.2500)	Stereo Mono Stereo
33.33	.5000 (.2500)	TRIMPAD Trim Pad
	.5000 (.2500)	Variasi Nature
.00	.0000 (.2500)	SID SID
	.0000 (.2500)	Creem Abu-abu
33.33	.5000 (.2500)	DASHBOARD Dashboard
	.5000 (.2500)	Sporty Standar
16.67	.2500 (.2500)	PASIVESA Pasive Safety
	.2500 (.2500)	Safety Belt+ Air Bag Safety Belt
	4.2500 (.2500)	CONSTANT

Pearson's R = .953 Significance = .0001
 Kendall's tau = .813 Significance = .0000
 Kendall's tau = .894 for 4 holdouts Significance = .0000

77
 SUBJECT NAME: 66.00

Importance	Utility(s.e.)	Factor
16.67	.3750 (.1250)	HEADUNIT Head Unit
	.3750 (.1250)	DVD CD+ Tape
5.56	.1250 (.1250)	AUDIO Audio
	.1250 (.1250)	Stereo Mono Stereo
16.67	.3750 (.1250)	TRIMPAD Trim Pad
	.3750 (.1250)	Variasi Nature



Importance	Utility (s.d.)	Factor
21.78	.6250 (.1250)	SID Cream Abu-abu
	-.6250 (.1250)	
16.67	.3750 (.1250)	DASHBOARD Dashboard Sporty Standar
	-.3750 (.1250)	
16.67	.3750 (.1250)	PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt
	-.3750 (.1250)	
	3.6250 (.1250)	CONSTANT

Pearson's R = .992 Significance = .0000
 Kendall's tau = .923 Significance = .0014
 Kendall's tau = .548 for 4 holdouts Significance = .1393

▽
 SUBJECT NAME: 67.00

Importance	Utility (s.d.)	Factor
25.00	.5000 (.2500)	HEADUNIT Head Unit DVD CD+ Tape
	-.5000 (.2500)	
.00	.0000 (.2500)	AUDIO Audio Sterio Mono Sterio
	-.0000 (.2500)	
25.00	-.5000 (.2500)	TRIMPAD Trim Pad Variasi Nature
	.5000 (.2500)	
37.50	.7500 (.2500)	SID SID Cream Abu-abu
	-.7500 (.2500)	
12.50	.2500 (.2500)	DASHBOARD Dashboard Sporty Standar
	-.2500 (.2500)	
.00	.0000 (.2500)	PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt
	-.0000 (.2500)	
	3.7500 (.2500)	CONSTANT

Pearson's R = .973 Significance = .0000
 Kendall's tau = .957 Significance = .0014
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
 SUBJECT NAME: 68.00

Importance	Utility (s.d.)	Factor
.00	.0000 (.2500)	HEADUNIT Head Unit DVD CD+ Tape
	-.0000 (.2500)	
25.00	-.2500 (.2500)	AUDIO Audio Sterio Mono Sterio
	.2500 (.2500)	

Importance	Utility (s.e.)	Factor
25.00	.2500 (.2500)	TRIMPAD Trim Pad
		Variasi Nature
.00	.0000 (.2500)	SID SID
		Cream Abu-abu
50.00	.5000 (.2500)	DASHBOARD Dashboard
		Sporty Standar
.00	.0000 (.2500)	PASIVESA Passive Safety
		Safety belt+ Air Bag Safety Belt
	.2500 (.2500)	CONSTANT

Pearson's R = .926 Significance = .0005
 Kendall's Tau = .872 Significance = .0039
 Kendall's Tau = .707 for 4 holdouts Significance = .0290

SUBJECT NAME: 69.00

Importance	Utility (s.e.)	Factor
16.67	.3750 (.1250)	HEADUNIT Head Unit
		DVD Car Tape
38.89	.8750 (.1250)	AUDIO Audio
		Stereo Mono Stereo
5.56	.1250 (.1250)	TRIMPAD Trim Pad
		Variasi Nature
16.67	.3750 (.1250)	SID SID
		Cream Abu-abu
5.56	.1250 (.1250)	DASHBOARD Dashboard
		Sporty Standar
16.67	.3750 (.1250)	PASIVESA Passive Safety
		Safety belt+ Air Bag Safety Belt
	.2500 (.1250)	CONSTANT

Pearson's R = .994 Significance = .0000
 Kendall's Tau = .923 Significance = .0014
 Kendall's Tau = .800 for 4 holdouts Significance = .0430

SUBJECT NAME: 70.00

Importance	Utility (s.e.)	Factor
12.50	.1250 (.1250)	HEADUNIT Head Unit
		DVD

			CD+ Tape
			Audio
37.50	.3750 (.1250)	---	Stereo
	.3750 (.1250)	---	Mono Stereo
			TRIMPAD
12.50	.1250 (.1250)	-	Trim Pad
	.1250 (.1250)	-	Variasi
			STD
12.50	.1250 (.1250)	-	Cream
	.1250 (.1250)	-	Aluminum
			DASHBOARD
12.50	.1250 (.1250)	-	Sports
	.1250 (.1250)	-	Standar
			PASIFESA
12.50	.1250 (.1250)	---	Passive Safety
	.1250 (.1250)	---	Safety belt+ Air Bag
	.1250 (.1250)	---	Safety Belt
	4.3750 (.1250)		CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = -.775 for 4 holdouts Significance = .0786

Importance: 71.00

Importance	Utility (s.e.)	Factor
25.00	.2500 (.2500)	HEADUNIT
	.2500 (.2500)	DVD
	.2500 (.2500)	CD+ Tape
10.00	.0000 (.2500)	Audio
	.0000 (.2500)	Stereo
	.0000 (.2500)	Mono Stereo
10.00	.0000 (.2500)	TRIMPAD
	.0000 (.2500)	Trim Pad
	.0000 (.2500)	Variasi
50.00	.5000 (.2500)	STD
	.5000 (.2500)	Cream
	.5000 (.2500)	Aluminum
10.00	.0000 (.2500)	DASHBOARD
	.0000 (.2500)	Sports
	.0000 (.2500)	Standar
25.00	.2500 (.2500)	PASIFESA
	.2500 (.2500)	Passive Safety
	.2500 (.2500)	Safety belt+ Air Bag
	.2500 (.2500)	Safety Belt
	4.2500 (.2500)	CONSTANT

Pearson's R = .926 Significance = .0005
 Kendall's tau = .872 Significance = .0000
 Kendall's tau = -.258 for 4 holdouts Significance = .3167

IV
SUBJECT NAME: 12.00

Importance	Utility (s.e.)	Factor
10.00	.1250 (.3750)	HEADUNIT Head Unit
	-.1250 (.3750)	DVD CD+ Tape
10.00	-.3750 (.3750)	AUDIO Audio
	.1250 (.3750)	Stereo Mono Stereo
10.00	-.1250 (.3750)	TRIMPAD Trim Pad
	.1250 (.3750)	Volume Nature
10.00	.1250 (.3750)	STD STD
	-.1250 (.3750)	Crash Abu-abu
30.00	.3750 (.3750)	DASHBOARD Dashboard
	-.3750 (.3750)	Sporty Standard
30.00	-.3750 (.3750)	PASSIVEA Passive Safety
	.3750 (.3750)	Safety belts Air Bag Safety Belt
	4.3750 (.3750)	CONSTANT

Pearson's R = .842 Significance = .0043
 Kendall's tau = .890 Significance = .0025
 Kendall's tau = -.516 for 4 holdouts Significance = .1728

V
SUBJECT NAME: 73.00

Importance	Utility (s.e.)	Factor
11.50	-.1250 (.1250)	HEADUNIT Head Unit
	.1250 (.1250)	DVD CD+ Tape
12.50	.1250 (.1250)	AUDIO Audio
	-.1250 (.1250)	Stereo Mono Stereo
12.50	-.1250 (.1250)	TRIMPAD Trim Pad
	.1250 (.1250)	Volume Nature
14.50	.3750 (.1250)	STD STD
	-.3750 (.1250)	Crash Abu-abu
12.50	.1250 (.1250)	DASHBOARD Dashboard
	-.1250 (.1250)	Sporty Standard
12.50	.1250 (.1250)	PASSIVEA Passive Safety
	-.1250 (.1250)	Safety belts Air Bag Safety Belt

4.6250 (.1250) CONSTANT

Pearson's R = .966 Significance = .0000
Kendall's tau = .808 Significance = .0102
Kendall's tau = .000 for 4 holdouts Significance = .5000

▽

SUBJECT NAME: 74.00

Importance	Utility(s.e.)	Factor	
12.50	.2500 (.0000) -.2500 (.0000)	HEADUNIT	Head Unit
			DVD CD+ Tape
12.50	-.2500 (.0000) .2500 (.0000)	AUDIO	Audio
			Stereo Mono Stereo
12.50	.2500 (.0000) -.2500 (.0000)	TRIMPAD	Trim Pad
			Variasi Nature
25.00	.5000 (.0000) -.5000 (.0000)	SID	SID
			Cream Abu-abu
25.00	-.5000 (.0000) .5000 (.0000)	DASHEOAR	Dashboard
			Sporty Standar
12.50	-.2500 (.0000) .2500 (.0000)	PASIVESA	Passive Safety
			Safety belt+ Air Bag Safety Belt
	4.0000 (.0000)	CONSTANT	
Pearson's R	= 1.000		Significance = .
Kendall's tau	= 1.000		Significance = .0022
Kendall's tau	= .000 for 4 holdouts		Significance = .5000

▽

SUBJECT NAME: 75.00

Importance	Utility(s.e.)	Factor	
33.33	.5000 (.0000) -.5000 (.0000)	HEADUNIT	Head Unit
			DVD CD+ Tape
16.67	.2500 (.0000) -.2500 (.0000)	AUDIO	Audio
			Stereo Mono Stereo
16.67	-.2500 (.0000) .2500 (.0000)	TRIMPAD	Trim Pad
			Variasi Nature
16.67	-.2500 (.0000) .2500 (.0000)	SID	SID
			Cream Abu-abu
16.67	.2500 (.0000)	DASHBOAR	Dashboard
			Sporty

		- .2500 (.0000) --	Standar
			PASIVESA Pasive Safety
.00		.0000 (.0000)	Safety belt+ Air Bag
		.0000 (.0000)	Safety Belt
		4.5000 (.0000) CONSTANT	

Pearson's R = 1.000 Significance = .

Kendall's tau = 1.000 Significance = .002?

Kendall's tau = . for 4 holdouts Significance = .

▽
SUBJECT NAME: 76.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit
.00	.0000 (.5000)	DVD
	.0000 (.5000)	CD+ Tape
		AUDIO Audio
16.67	-.2500 (.5000)	Stereo
	.2500 (.5000)	Mono Stereo
		TRIMPAD Trim Pad
50.00	-.7500 (.5000) --	Variasi
	.7500 (.5000)	Nature
		SID SID
16.67	.2500 (.5000)	Cream
	-.2500 (.5000)	Abu-abu
		DASHBOARD Dashboard
16.67	-.2500 (.5000)	Sporty
	.2500 (.5000)	Standar
		PASIVESA Pasive Safety
.00	.0000 (.5000)	Safety belt+ Air Bag
	.0000 (.5000)	Safety Belt
	3.5000 (.5000) CONSTANT	

Pearson's R = .866 Significance = .0027

Kendall's tau = .810 Significance = .0077

Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
SUBJECT NAME: 77.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit
.00	.0000 (.2500)	DVD
	.0000 (.2500)	CD+ Tape
		AUDIO Audio
.00	.0000 (.2500)	Stereo
	.0000 (.2500)	Mono Stereo
		TRIMPAD Trim Pad
.00	.0000 (.2500)	Variasi
	.0000 (.2500)	Nature

Importance	Utility(s.e.)	Factor
75.00	.7500 (.2500)	SID Cream
	-.7500 (.2500)	SID Abu-abu
25.00	-.2500 (.2500)	DASHBOARD Dashboard
	.2500 (.2500)	DASHBOARD Sporty
	.2500 (.2500)	DASHBOARD Standar
.00	.0000 (.2500)	PASIVESA Pasive Safety
	.0000 (.2500)	PASIVESA Safety belt+ Air Bag
	.0000 (.2500)	PASIVESA Safety Belt
4.2500 (.2500) CONSTANT		

Pearson's R = .953 Significance = .0001
 Kendall's tau = .913 Significance = .0027
 Kendall's tau = -.548 for 4 holdouts Significance = .1393

▽
 SUBJECT NAME: 78.00

Importance	Utility(s.e.)	Factor
16.67	-.2500 (.0000)	HEADUNIT Head Unit
	.2500 (.0000)	HEADUNIT DVU
16.67	.2500 (.0000)	HEADUNIT CD+ Tape
	-.2500 (.0000)	AUDIO Audio
16.67	.2500 (.0000)	AUDIO Sterio
	-.2500 (.0000)	AUDIO Mono Sterco
16.67	-.2500 (.0000)	TRIMPAD Trim Pad
	.2500 (.0000)	TRIMPAD Variasi
33.33	.5000 (.0000)	TRIMPAD Nature
	-.5000 (.0000)	SID Cream
.00	.0000 (.0000)	SID Abu-abu
	.0000 (.0000)	DASHBOARD Dashboard
16.67	.0000 (.0000)	DASHBOARD Sporty
	-.2500 (.0000)	DASHBOARD Standar
16.67	.2500 (.0000)	PASIVESA Pasive Safety
	-.2500 (.0000)	PASIVESA Safety belt+ Air Bag
4.5000 (.0000) CONSTANT		

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0022
 Kendall's tau = -.400 for 4 holdouts Significance = .2221

▽
 SUBJECT NAME: 79.00

Importance	Utility(s.e.)	Factor
28.57	.5000 (.5000)	HEADUNIT Head Unit
	-.5000 (.5000)	HEADUNIT DVD
14.29	.2500 (.5000)	HEADUNIT CD+ Tape
	-.2500 (.5000)	AUDIO Audio
Sterio		

	.2500 (.5000)	--	Mono Stereo
			TRIMPAD Trim Pad
.00	.0000 (.5000)		Variasi
	.0000 (.5000)		Nature
			SID SID
28.57	.5000 (.5000)	----	Cream
	-.5000 (.5000)	----	Abu-abu
			DASHBOARD Dashboard
14.29	-.2500 (.5000)	--	Sporty
	.2500 (.5000)	--	Standar
			PASIVESA Pasive Safety
14.29	-.2500 (.5000)	--	Safety belt+ Air Bag
	.2500 (.5000)	--	Safety Belt
	4.2500 (.5000)		CONSTANT

Pearson's R = .856 Significance = .0033
 Kendall's tau = .703 Significance = .0201
 Kendall's tau = -.400 for 4 holdouts Significance = .2221

▽
 SUBJECT NAME: 80.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit
12.50	.1250 (.1250)	-- DVD
	-.1250 (.1250)	CD+ Tape
		AUDIO Audio
12.50	.1250 (.1250)	-- Stereo
	-.1250 (.1250)	-- Mono Stereo
		TRIMPAD Trim Pad
37.50	-.3750 (.1250)	-- Variasi
	.3750 (.1250)	---- Nature
		SID SID
12.50	.1250 (.1250)	-- Cream
	-.1250 (.1250)	-- Abu-abu
		DASHBOARD Dashboard
12.50	.1250 (.1250)	-- Sporty
	-.1250 (.1250)	-- Standar
		PASIVESA Pasive Safety
12.50	.1250 (.1250)	-- Safety belt+ Air Bag
	-.1250 (.1250)	-- Safety Belt
	4.6250 (.1250)	CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0102
 Kendall's tau = -.913 for 4 holdouts Significance = .0355

▽
 SUBJECT NAME: 81.00

Importance	Utility(s.e.)	Factor
		HEADUNIT Head Unit

12.50	.2500 (.2500)	-	DVD
	-.2500 (.2500)	-	CD+ Tape
			AUDIO Audio
12.50	.2500 (.2500)	-	Stereo
	-.2500 (.2500)	-	Mono Stereo
			TRIMPAD Trim Pad
12.50	-.2500 (.2500)	-	Variasi
	.2500 (.2500)	-	Nature
			SID SID
12.50	-.2500 (.2500)	-	Cream
	.2500 (.2500)	-	Abu-abu
			DASHBOARD Dashboard
12.50	.2500 (.2500)	-	Sporty
	-.2500 (.2500)	-	Standar
			PASIVESA Pasive Safety
37.50	-.7500 (.2500)	----	Safety belt+ Air Bag
	.7500 (.2500)	----	Safety Belt
	4.2500 (.2500)		CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .872 Significance = .0039
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽ SUBJECT NAME: 82.00

Importance	Utility(s.e.)	Factor	
		HEADUNIT Head Unit	
12.50	-.1250 (.1250)	DVD	
	.1250 (.1250)	CD+ Tape	
		AUDIO Audio	
12.50	-.1250 (.1250)	Stereo	
	.1250 (.1250)	Mono Stereo	
		TRIMPAD Trim Pad	
12.50	.1250 (.1250)	Variasi	
	-.1250 (.1250)	Nature	
		SID SID	
12.50	-.1250 (.1250)	Cream	
	.1250 (.1250)	Abu-abu	
		DASHBOARD Dashboard	
12.50	.1250 (.1250)	Sporty	
	-.1250 (.1250)	Standar	
		PASIVESA Pasive Safety	
37.50	-.3750 (.1250)	----	Safety belt+ Air Bag
	.3750 (.1250)	----	Safety Belt
	4.3750 (.1250)		CONSTANT

Pearson's R = .966 Significance = .0000
 Kendall's tau = .808 Significance = .0111
 Kendall's tau = -.671 for 4 holdouts Significance = .1103

▽
SUBJECT NAME: 83.00

Importance	Utility(s.e.)	Factor
14.29	.2500 (.2500)	HEADUNIT Head Unit
	-.2500 (.2500)	DVD CD+ Tape
14.29	-.2500 (.2500)	AUDIO Audio
	.2500 (.2500)	Stereo Mono Stereo
.00	.0000 (.2500)	TRIMPAD Trim Pad
	.0000 (.2500)	Variasi Nature
28.57	.5000 (.2500)	SID SID
	-.5000 (.2500)	Cream Abu-abu
14.29	-.2500 (.2500)	DASHBOAR Dashboard
	.2500 (.2500)	Sporty Standar
28.57	-.5000 (.2500)	PASIVESA Pasive Safety
	.5000 (.2500)	Safety belt+ Air Bag Safety Belt
	3.5000 (.2500)	CONSTANT

Pearson's R = .957 Significance = .0001
 Kendall's tau = .957 Significance = .0014
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
SUBJECT NAME: 84.00

Importance	Utility(s.e.)	Factor
25.00	.3750 (.1250)	HEADUNIT Head Unit
	-.3750 (.1250)	DVD CD+ Tape
41.67	.6250 (.1250)	AUDIO Audio
	-.6250 (.1250)	Stereo Mono Stereo
8.33	.1250 (.1250)	TRIMPAD Trim Pad
	-.1250 (.1250)	Variasi Nature
8.33	-.1250 (.1250)	SID SID
	.1250 (.1250)	Cream Abu-abu
8.33	-.1250 (.1250)	DASHBOAR Dashboard
	.1250 (.1250)	Sporty Standar
8.33	-.1250 (.1250)	PASIVESA Pasive Safety
	.1250 (.1250)	Safety belt+ Air Bag Safety Belt

4.1250 (.1250) CONSTANT

Pearson's R = .987 Significance = .0000
Kendall's tau = .899 Significance = .0024
Kendall's tau = -.775 for 4 holdouts Significance = .0786

▽
SUBJECT NAME: 85.00

Importance	Utility(s.e.)	Factor
8.33	.1250 (.1250)	HEADUNIT Head Unit
	.1250 (.1250)	DVD CD+ Tape
8.33	.1250 (.1250)	AUDIO Audio
	.1250 (.1250)	Stereo Mono Stereo
25.00	.3750 (.1250)	TRIMPAD Trim Pad
	.3750 (.1250)	Variasi Nature
8.33	.1250 (.1250)	SID SID
	.1250 (.1250)	Cream Abu-abu
8.33	.1250 (.1250)	DASHBOARD Dashboard
	.1250 (.1250)	Sporty Standar
41.67	.6250 (.1250)	PASIVESA Pasive Safety
	.6250 (.1250)	Safety belt+ Air Bag Safety Belt
	4.1250 (.1250)	CONSTANT

Pearson's R = .987 Significance = .0000
Kendall's tau = .899 Significance = .0024
Kendall's tau = -.577 for 4 holdouts Significance = .1587

▽
SUBJECT NAME: 86.00

Importance	Utility(s.e.)	Factor
18.75	.3750 (.3750)	HEADUNIT Head Unit
	.3750 (.3750)	DVD CD+ Tape
18.75	.3750 (.3750)	AUDIO Audio
	.3750 (.3750)	Stereo Mono Stereo
31.25	.6250 (.3750)	TRIMPAD Trim Pad
	.6250 (.3750)	Variasi Nature
6.25	.1250 (.3750)	SID SID
	.1250 (.3750)	Cream Abu-abu
		DASHBOARD Dashboard

18.75	.3750 (.3750)	-	Sporty
	-.3750 (.3750)	--	Standar
6.25			PASIVESA
	-.1250 (.3750)	-	Passive Safety
	.1250 (.3750)	-	Safety belt+ Air Bag
			Safety Belt
	4.3750 (.3750)		CONSTANT

Pearson's R = .926 Significance = .0005
 Kendall's tau = .842 Significance = .0055
 Kendall's tau = .816 for 4 holdouts Significance = .0607

▽
 SUBJECT NAME: 87.00

Importance	Utility(s.e.)	Factor
		HEADUNIT
		Head Unit
.00	.0000 (.0000)	DVD
	.0000 (.0000)	CD+ Tape
		AUDIO
		Audio
.00	.0000 (.0000)	Stereo
	.0000 (.0000)	Mono Stereo
		TRIMPAD
		Trim Pad
33.33	-.2500 (.0000)	Variasi
	.2500 (.0000)	Nature
		STD
		STD
33.33	.2500 (.0000)	Cream
	-.2500 (.0000)	Abu-abu
		DASHBOAR
		Dashboard
.00	.0000 (.0000)	Sporty
	.0000 (.0000)	Standar
		PASIVESA
		Passive Safety
33.33	.2500 (.0000)	Safety belt+ Air Bag
	-.2500 (.0000)	Safety Belt
	4.7500 (.0000)	CONSTANT

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0041
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
 SUBJECT NAME: 88.00

Importance	Utility(s.c.)	Factor
		HEADUNIT
		Head Unit
.00	.0000 (.5000)	DVD
	.0000 (.5000)	CD+ Tape
		AUDIO
		Audio
20.00	-.2500 (.5000)	Stereo
	.2500 (.5000)	Mono Stereo
		TRIMPAD
		Trim Pad
.00	.0000 (.5000)	Variasi
	.0000 (.5000)	Nature

Importance	Utility (s.e.)	Factor
40.00	.5000 (.5000)	S/D Cream Abu-abu
	-.5000 (.5000)	
20.00	.2500 (.5000)	DASHBOARD Dashboard Sporty Standar
	-.2500 (.5000)	
20.00	.2500 (.5000)	PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt
	-.2500 (.5000)	
4.2500 (.5000)	CONSTANT	

Pearson's R = .798 Significance = .0088
 Kendall's Tau = .769 Significance = .0128
 Kendall's Tau = .577 for 4 holdouts Significance = .1587

▽
 SUBJECT NAME: 89.00
 Importance Utility (s.e.) Factor

Importance	Utility (s.e.)	Factor
.00	.0000 (.0000)	HEADUNIT Head Unit DVD CD+ Tape
	.0000 (.0000)	
14.29	.2500 (.0000)	AUDIO Audio Sterio Mono Stereo
	-.2500 (.0000)	
28.57	-.5000 (.0000)	TRIMPAD Trim Pad Variasi Nature
	.5000 (.0000)	
28.57	.5000 (.0000)	S/D S/D Cream Abu-abu
	-.5000 (.0000)	
14.29	.2500 (.0000)	DASHBOARD Dashboard Sporty Standar
	-.2500 (.0000)	
14.29	.2500 (.0000)	PASIVESA Pasive Safety Safety belt+ Air Bag Safety Belt
	-.2500 (.0000)	
4.2500 (.0000)	CONSTANT	

Pearson's R = 1.000 Significance = .
 Kendall's Tau = 1.000 Significance = .0017
 Kendall's Tau = .548 for 4 holdouts Significance = .1494

▽
 SUBJECT NAME: 90.00
 Importance Utility (s.e.) Factor

Importance	Utility (s.e.)	Factor
33.33	.2500 (.2500)	HEADUNIT Head Unit DVD CD+ Tape
	-.2500 (.2500)	
.00	.0000 (.2500)	AUDIO Audio Sterio Mono Stereo
	.0000 (.2500)	

Importance	Utility (s.e.)	Factor
33.33	-.2500 (.2500)	TRIMPAD Trim Pad
	.2500 (.2500)	Variasi
		Nature
33.33	.2500 (.2500)	SID
	-.2500 (.2500)	Cream
		Abu-abu
.00	.0000 (.2500)	DASHBOARD Dashboard
	.0000 (.2500)	Sporty
		Standar
.00	.0000 (.2500)	PASIVESA Passive Safety
	.0000 (.2500)	Safety belt+ Air Bag
	.0000 (.2500)	Safety Belt
	4.0000 (.2500)	CONSTANT

Pearson's R = .866 Significance = .0027
 Kendall's Tau = .853 Significance = .0076
 Kendall's Tau = .671 for 4 holdouts Significance = .1105

▽ SUBJECT NAME: 91.00

Importance	Utility (s.e.)	Factor
21.43	.1250 (.1250)	HEADUNIT Head Unit
	-.1250 (.1250)	DVD
		CD+ Cass
21.43	-.3750 (.1250)	AUDIO Audio
	.3750 (.1250)	Stereo
		Monn Stereo
21.43	-.3750 (.1250)	TRIMPAD Trim Pad
	.3750 (.1250)	Variasi
		Nature
7.14	.1250 (.1250)	SID
	-.1250 (.1250)	Cream
		Abu-abu
21.43	-.3750 (.1250)	DASHBOARD Dashboard
	.3750 (.1250)	Sporty
		Standar
21.43	-.3750 (.1250)	PASIVESA Passive Safety
	.3750 (.1250)	Safety belt+ Air bag
	.3750 (.1250)	Safety Belt
	4.1250 (.1250)	CONSTANT

Pearson's R = .987 Significance = .0000
 Kendall's Tau = .899 Significance = .0000
 Kendall's Tau = .236 for 4 holdouts Significance = .3274

▽ SUBJECT NAME: 92.00

Importance	Utility (s.e.)	Factor
.00	.0000 (.0000)	HEADUNIT Head Unit
		DVD

	.0000 (.0000)		CD+ Tape
		AUDIO	Audio
33.33	.2500 (.0000)	----	Stereo
	-.2500 (.0000)	----	Mono Stereo
		TRIMPAD	Trim Pad
.00	.0000 (.0000)		Variasi
	.0000 (.0000)		Nature
		SID	SID
.00	.0000 (.0000)		Cream
	.0000 (.0000)		Abu-abu
		DASHBOARD	Dashboard
33.33	-.2500 (.0000)	----	Sporty
	.2500 (.0000)	----	Standar
		PASIVESA	Passive Safety
33.33	.2500 (.0000)	----	Safety belt+ Air Bag
	-.2500 (.0000)	----	Safety Belt
	4.7500 (.0000)		CONSTANT

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0041
 Kendall's tau = -.400 for 4 holdouts Significance = .2221

▽
 SUBJECT NAME: 93.00

Importance	Utility (s.e.)	Factor
		HEADUNIT Head Unit
10.00	.2500 (.0000)	----
	-.2500 (.0000)	----
		AUDIO Audio
20.00	-.5000 (.0000)	----
	.5000 (.0000)	----
		TRIMPAD Trim Pad
20.00	-.5000 (.0000)	----
	.5000 (.0000)	----
		SID SID
10.00	.2500 (.0000)	----
	-.2500 (.0000)	----
		DASHBOARD Dashboard
10.00	-.2500 (.0000)	----
	.2500 (.0000)	----
		PASIVESA Passive Safety
30.00	-.7500 (.0000)	----
	.7500 (.0000)	----
	3.5000 (.0000)	
		CONSTANT

Pearson's R = 1.000 Significance = .
 Kendall's tau = 1.000 Significance = .0008
 Kendall's tau = .000 for 4 holdouts Significance = .5000

▽
 SUBJECT NAME: 94.00