

KUESIONER

Apabila anda berencana untuk berbelanja dan pernah berbelanja di ritel tradisional dan modern. Diharapkan untuk mengisi kuisioner di bawah ini:

DEMOGRAFI

Usia: _____

Jenis Kelamin: Perempuan/Laki-laki*

Domisili: _____

Pendidikan Terakhir: SD/SMP/SMA/S1/S2/S3*

NB: * Coret yang tidak perlu

Jumlah pendapatan yang anda peroleh setiap bulannya:

a. 1-2juta

b. 3-4juta

c. >5Juta, _____

KETERANGAN:

(1) STS : sangat tidak setuju

(2) TS : tidak setuju

(3) N : netral

(4) S : setuju

(5) SS : sangat setuju

Isi tabel dengan memberikan tanda (χ) pada jawaban yang anda pilih:

Ritel Tradisional					Ritel Modern				
Ketepatan berat produk yang saya beli sesuai dengan kuantitas yang diinginkan									
1	2	3	4	5	1	2	3	4	5
Penetapan harga murah									
1	2	3	4	5	1	2	3	4	5
Lokasi ritel berada di tempat yang strategis									
1	2	3	4	5	1	2	3	4	5
Atmosfer seperti pencahayaan, pewarnaan cat dinding serta penataan barang menarik									
1	2	3	4	5	1	2	3	4	5
Saya merasa aman dari copet, dan kejahatan sejenis yang lain									
1	2	3	4	5	1	2	3	4	5
Area belanja yang nyaman, dan mudah untuk mengambil produk yang ingin dibeli tersedia									
1	2	3	4	5	1	2	3	4	5
Area belanja yang bersih, rapi, tidak bau, tidak becek									
1	2	3	4	5	1	2	3	4	5
Ritel Tradisional					Ritel Modern				
Karyawan melayani dan menanggapi konsumen yang membutuhkan secara cepat									

1	2	3	4	5	1	2	3	4	5
Stok produk selalu tersedia									
1	2	3	4	5	1	2	3	4	5
Kategori produk yang dijual sangat banyak									
1	2	3	4	5	1	2	3	4	5
Macam-macam merek yang dijual sangat bervariasi									
1	2	3	4	5	1	2	3	4	5
Penataan barang menarik perhatian dan bagus									
1	2	3	4	5	1	2	3	4	5
Penataan produk sesuai dengan kategori produk									
1	2	3	4	5	1	2	3	4	5
Jam buka ritel sesuai dengan waktu belanja saya									
1	2	3	4	5	1	2	3	4	5
Ritel sering memberikan bonus barang atau potongan harga									
1	2	3	4	5	1	2	3	4	5
Kualitas produk buah, daging, sayur, ikan yang dijual sangat baik									
1	2	3	4	5	1	2	3	4	5
Terdapat fasilitas seperti parkir, mainan anak-anak, café, restoran, dll									
1	2	3	4	5	1	2	3	4	5
Buah, daging, sayur, ikan selalu segar dan fresh									
1	2	3	4	5	1	2	3	4	5
Cara pembayaran dapat digunakan uang tunai atau kartu kredit									
1	2	3	4	5	1	2	3	4	5
Kelengkapan barang dan fasilitas lain sebagai pendukung tersedia									
1	2	3	4	5	1	2	3	4	5

LAMPIRAN 1: DATA PRIMER

HASIL WAWANCARA TERBUKA

Pertanyaan: Bagaimana menurut anda gambaran mengenai ritel tradisional dan bagaimana ritel modern?

Responden 1:

Tradisional

Lebih murah, lebih segar, kita dilayani bukan melayani diri sendiri, lokasi dekat rumah

Modern

Kualitas lebih bagus, tempat dingin, nyaman, lebih lengkap

Responden 2:

Tradisional

Lebih lengkap bumbu masak, harga murah, bisa ditawar

Modern

Lebih dingin, kualitas lebih bagus, bersih, waktu tidak terbatas (pagi-malam)

Responden 3:

Tradisional

Murah, bisa ditawar, lebih lengkap

Modern

Praktis, bersih, higienis, kualitas sudah pasti bagus, tempat nyaman, waktu tidak terbatas (pagi-malam)

Responden 4:

Tradisional

Lengkap, murah, bisa hutang, dekat rumah, bisa ecer, bisa minta bonus, bisa memilih satu per satu barangnya, jumlahnya bisa diatur sendiri, beli bisa sesuai dengan nominal yang dibutuhkan, fresh, bisa focus ke tujuan beli.

Modern

Bersih, nyaman, tidak terpaku waktu, tidak perlu membawa uang tunai, dingin, banyak promo, praktis, tidak ribet tawar menawar, banyak pilihan, menghemat waktu belanja, bisa kredit, bisa dicicil, kualitas dijamin bagus.

Responden 5:

Tradisional

Murah, bisa menawar, bisa milih barang di toko sebelah, bisa dikembalikan, bisa tukar kembali, lokasi dekat.

Modern

Barang sudah terseleksi, dingin, kualitas dengan harga sesuai, toserba, bisa kredit

Responden 6:

Tradisional

Harga lebih murah, mendapatkan barang-barang yang tidak ada di ritel modern, lokasi dekat, bisa tawar menawar, barang yang dijual lebih fresh, interaksi social, bisa membeli barang dalam jumlah yang banyak.

Modern

Lebih bersih, penataan rapi, harga fix, kualitas terjamin, privasi, bisa belanja sambil jalan-jalan, serba ada, bisa nongkrong.

Responden 7:

Tradisional

Harga murah, barang tidak 100% aman, adanya makanan tradisional

Modern

Banyak diskon, bisa debit, aman, barang berkualitas, bisa makan di tempat, layout menarik, dingin

Responden 8:

Tradisional

Dekat, terdapat jajan pasar, penjual banyak, interaksi dengan penjual

Modern

Dekat rumah, bisa beli pulsa, barang lebih lengkap, nyaman, pilihan barang lebih banyak, dapat ditemui barang import, dapat kartu member, penawaran menarik, terdapat catalog produk yang disertai harga

Responden 9:

Tradisional

Berbagai macam kalangan, harga miring, merakyat, bisa ditawar, lengkap, langganan

Modern

Package menarik, voucher, pelayanan ramah, fasilitas tempat, promo berhadiah

Responden 10:

Tradisional

Barang bisa dikembalikan, buah lebih fresh, rempah-rempah lebih murah dan lengkap, sudah biasa beli

Modern

Terdapat mainan anak-anak, one stop shopping, jelas penempatan barang, rapi, terarah.

Data Demografis Responden

No	Pendapatan	Jenis Kelamin	Pendidikan
1	3-4 Juta	Laki-Laki	S1
2	1-2 Juta	Laki-Laki	SMA
3	1-2 Juta	Perempuan	SMA
4	3-4 Juta	Laki-Laki	S1
5	1-2 Juta	Perempuan	SMA
6	1-2 Juta	Laki-Laki	SMA
7	1-2 Juta	Laki-Laki	S1
8	3-4 Juta	Perempuan	S1
9	3-4 Juta	Laki-Laki	S1
10	3-4 Juta	Perempuan	S1
11	3-4 Juta	Laki-Laki	SMA
12	1-2 Juta	Perempuan	S1
13	3-4 Juta	Laki-Laki	SMA
14	3-4 Juta	Laki-Laki	S1
15	3-4 Juta	Perempuan	SMA
16	1-2 Juta	Perempuan	S1
17	1-2 Juta	Laki-Laki	SMA
18	1-2 Juta	Perempuan	SMA
19	1-2 Juta	Perempuan	SMA
20	1-2 Juta	Perempuan	S1
21	1-2 Juta	Laki-Laki	S1
22	1-2 Juta	Perempuan	S1
23	3-4 Juta	Laki-Laki	S1
24	3-4 Juta	Perempuan	S1
25	3-4 Juta	Perempuan	S1
26	1-2 Juta	Laki-Laki	SMA
27	1-2 Juta	Perempuan	S1
28	1-2 Juta	Perempuan	S1
29	1-2 Juta	Perempuan	S1
30	1-2 Juta	Perempuan	SMA
31	1-2 Juta	Perempuan	SMA
32	3-4 Juta	Perempuan	SMA
33	3-4 Juta	Perempuan	SMA
34	3-4 Juta	Laki-Laki	S1
35	3-4 Juta	Perempuan	SMA
36	3-4 Juta	Perempuan	S1
37	3-4 Juta	Perempuan	S1

38	3-4 Juta	Perempuan	S1
39	3-4 Juta	Perempuan	S1
40	3-4 Juta	Perempuan	S1
41	3-4 Juta	Perempuan	S1
42	3-4 Juta	Laki-Laki	SMA
43	3-4 Juta	Laki-Laki	SMA
44	3-4 Juta	Perempuan	S1
45	1-2 Juta	Perempuan	SMA
46	3-4 Juta	Laki-Laki	SMA
47	3-4 Juta	Perempuan	SMA
48	3-4 Juta	Perempuan	SMA
49	3-4 Juta	Perempuan	SMA
50	3-4 Juta	Perempuan	SMA
51	1-2 Juta	Laki-Laki	S1
52	1-2 Juta	Perempuan	SMA
53	1-2 Juta	Perempuan	S1
54	3-4 Juta	Perempuan	S1
55	3-4 Juta	Perempuan	S1
56	1-2 Juta	Perempuan	SMA
57	1-2 Juta	Laki-Laki	SMA
58	1-2 Juta	Laki-Laki	SMA
59	1-2 Juta	Laki-Laki	SMA
60	3-4 Juta	Perempuan	SMA
61	3-4 Juta	Perempuan	SMA
62	3-4 Juta	Laki-Laki	SMA
63	1-2 Juta	Laki-Laki	SMA
64	1-2 Juta	Perempuan	S1
65	3-4 Juta	Perempuan	SMA
66	3-4 Juta	Laki-Laki	SMA
67	3-4 Juta	Laki-Laki	S1
68	1-2 Juta	Perempuan	SMA
69	3-4 Juta	Laki-Laki	S1
70	1-2 Juta	Perempuan	S1
71	3-4 Juta	Perempuan	S1
72	3-4 Juta	Perempuan	SMA
73	3-4 Juta	Perempuan	S1
74	3-4 Juta	Perempuan	S1
75	1-2 Juta	Perempuan	SMA
76	3-4 Juta	Laki-Laki	SMA
77	3-4 Juta	Perempuan	SMA

78	3-4 Juta	Perempuan	SMA
79	3-4 Juta	Laki-Laki	S1
80	3-4 Juta	Laki-Laki	S1
81	3-4 Juta	Perempuan	S1
82	3-4 Juta	Perempuan	SMA
83	3-4 Juta	Perempuan	SMA
84	1-2 Juta	Laki-Laki	SMA
85	1-2 Juta	Perempuan	SMA
86	3-4 Juta	Laki-Laki	S1
87	1-2 Juta	Perempuan	S1
88	1-2 Juta	Perempuan	SMA
89	1-2 Juta	Laki-Laki	S1
90	1-2 Juta	Perempuan	SMA
91	1-2 Juta	Perempuan	S1
92	1-2 Juta	Laki-Laki	S1
93	1-2 Juta	Perempuan	SMA
94	1-2 Juta	Laki-Laki	S1
95	1-2 Juta	Laki-Laki	SMA
96	1-2 Juta	Laki-Laki	SMA
97	1-2 Juta	Laki-Laki	SMA
98	1-2 Juta	Laki-Laki	SMA
99	1-2 Juta	Perempuan	S1
100	1-2 Juta	Laki-Laki	SMA

Hasil Pengumpulan Data Responden Variabel Tradisional

No	VT1	VT2	VT3	VT4	VT5	VT6	VT7	VT8	VT9	VT10
1	4	2	3	3	1	3	2	3	2	2
2	4	4	4	2	2	2	2	5	4	4
3	4	5	5	2	2	2	5	5	5	2
4	2	2	4	1	3	2	4	4	5	4
5	4	5	4	2	2	2	2	5	4	2
6	2	4	3	2	2	4	4	5	5	2
7	2	4	4	3	2	2	4	4	3	1
8	2	4	3	2	1	5	3	5	2	2
9	2	2	4	3	2	2	3	4	4	3
10	2	1	1	4	2	4	2	4	3	2
11	5	2	4	2	4	2	4	4	4	4
12	4	5	5	1	2	2	2	5	3	1
13	4	5	4	2	4	4	5	4	2	2
14	5	5	2	2	5	4	5	5	2	3
15	4	4	4	4	4	2	3	4	2	2
16	5	4	2	2	4	2	3	5	2	3
17	2	3	2	2	2	4	1	4	4	1
18	4	4	5	5	2	2	2	4	4	2
19	1	2	4	2	4	4	1	4	2	4
20	4	4	4	2	2	4	3	2	5	2
21	1	3	2	2	4	4	3	4	2	2
22	2	2	4	2	2	4	2	2	4	2
23	5	4	5	4	4	4	4	4	5	4
24	4	4	5	2	4	2	2	2	3	2
25	3	4	5	2	5	4	4	4	2	2
26	4	3	5	4	2	2	5	4	4	2
27	5	5	5	2	2	4	3	4	2	2
28	4	4	4	4	2	2	2	4	5	4
29	4	5	4	2	1	1	1	5	3	2
30	2	1	2	2	1	4	2	4	2	2
31	2	1	1	2	2	1	2	4	4	1
32	4	5	4	2	2	4	2	5	2	4
33	4	4	5	1	1	4	4	5	3	1
34	4	4	5	1	2	4	4	5	3	2
35	4	4	5	1	2	3	5	5	4	4
36	4	4	4	1	1	3	4	5	4	2
37	5	4	4	3	4	2	4	4	2	2

38	4	5	4	2	2	3	4	4	2	2
39	4	4	5	4	2	4	5	5	2	2
40	5	5	4	2	2	3	4	5	4	4
41	5	4	4	1	2	2	3	5	4	1
42	5	4	4	2	2	1	4	5	5	1
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45	5	4	5	2	1	3	4	5	3	2
46	4	5	4	2	1	1	3	5	4	3
47	4	4	4	2	2	4	4	5	4	2
48	4	5	4	4	2	1	5	4	2	4
49	5	4	4	2	1	4	4	4	3	1
50	2	1	1	2	2	2	4	2	2	2
51	2	2	2	3	2	3	2	4	1	2
52	4	4	4	3	4	4	4	4	4	2
53	2	2	4	4	5	3	2	4	4	4
54	5	4	5	2	4	2	4	4	1	2
55	5	5	4	1	2	4	2	2	4	4
56	4	4	5	1	2	3	2	4	4	1
57	4	5	4	2	1	2	2	4	4	2
58	4	4	5	2	2	2	4	3	5	2
59	2	3	4	2	3	2	3	3	5	4
60	4	4	4	2	4	2	1	4	5	2
61	3	2	4	1	3	1	1	4	4	2
62	2	4	4	2	3	2	2	4	4	1
63	1	3	2	3	3	1	3	2	4	4
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65	1	4	2	3	3	2	4	4	4	2
66	3	4	4	4	2	2	2	5	4	2
67	2	4	4	2	2	2	4	4	4	2
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69	2	2	5	4	1	2	4	2	5	2
70	4	4	5	3	2	2	4	4	4	2
71	4	4	4	4	1	2	2	3	3	3
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75	1	3	4	4	2	1	2	4	4	1
76	2	2	3	4	2	1	2	5	4	2
77	2	4	5	4	2	2	4	4	4	4

78	5	4	5	4	1	4	4	5	5	2
79	3	4	2	2	2	1	5	4	4	3
80	4	5	4	2	2	3	5	4	4	3
81	2	3	1	4	2	2	4	4	5	4
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97	4	5	5	1	2	4	4	5	5	3
98	2	1	2	1	1	2	3	5	4	3
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No.	VT11	VT12	VT13	VT14	VT15	VT16	VT17	VT18	VT19	VT20
1	2	2	3	3	1	3	1	4	2	3
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25	1	4	5	4	5	3	4	4	2	3
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27	1	1	5	5	5	4	3	4	3	3
28	1	2	5	4	5	4	4	4	2	4
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36	4	4	2	3	5	4	4	4	3	4
37	3	2	2	4	5	4	4	5	2	5

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39	4	2	2	2	5	4	4	5	2	5
40	4	1	2	2	5	2	5	4	3	4
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45	2	3	4	4	4	2	5	4	4	5
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47	2	2	5	3	5	2	4	4	4	4
48	3	4	4	3	2	2	4	4	4	3
49	1	2	4	4	3	1	4	5	4	2
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51	2	4	4	4	4	2	4	4	2	3
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55	2	4	3	4	2	1	4	4	2	4
56	3	4	2	4	4	2	4	4	2	5
57	4	4	3	4	2	4	4	5	2	4
58	4	4	4	5	4	4	5	4	2	5
59	4	2	4	5	4	1	1	2	2	4
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61	4	2	5	5	4	2	2	5	2	5
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63	3	4	4	4	4	2	1	2	2	4
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69	1	2	5	1	5	1	4	4	1	5
70	4	4	4	2	4	2	4	4	2	4
71	4	2	2	2	5	3	4	4	4	4
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75	2	2	2	2	5	2	4	3	2	2
76	2	2	2	4	2	2	4	4	1	3
77	2	1	2	2	2	2	4	5	1	5

78	2	4	2	3	2	2	5	4	1	4
79	3	4	1	4	4	2	4	4	1	4
80	3	2	2	2	2	2	4	5	2	5
81	4	4	1	2	4	2	1	4	2	4
82	4	2	4	2	3	2	4	3	2	3
83	3	4	4	2	4	2	5	1	2	1
84	4	4	4	2	4	2	4	4	2	1
85	2	4	4	5	4	2	5	5	2	1
86	3	4	4	5	5	2	4	4	4	2
87	2	4	5	4	4	4	5	1	2	4
88	3	3	4	4	5	2	5	5	4	2
89	3	3	2	4	4	4	4	4	2	4
90	4	2	4	5	4	2	5	5	4	2
91	2	1	2	4	2	2	5	4	2	4
92	3	3	3	4	2	2	5	5	4	3
93	3	3	5	4	2	2	4	2	3	3
94	1	4	4	1	4	4	4	4	4	5
95	3	5	4	2	2	2	5	5	4	4
96	4	2	4	2	4	4	4	3	4	5
97	4	2	5	4	2	4	4	4	4	4
98	5	2	4	4	4	2	4	4	4	5
99	4	4	4	2	4	2	5	3	4	5
100	3	2	3	4	4	2	4	5	4	4

Hasil Pengumpulan Data Responden Variabel Modern

No.	VM1	VM2	VM3	VM4	VM5	VM6	VM7	VM8	VM9	VM10
1	4	2	5	5	5	4	4	3	2	5
2	4	2	4	5	5	4	5	4	5	4
3	5	4	4	4	5	4	5	4	5	5
4	4	2	2	2	1	2	2	4	4	2
5	4	2	2	2	4	5	2	2	5	2
6	4	2	2	2	1	1	1	1	4	2
7	4	1	1	4	2	2	2	1	2	2
8	5	4	5	4	4	4	4	5	4	4
9	4	5	4	4	4	4	5	4	5	4
10	2	2	2	1	1	2	2	2	4	2
11	2	2	4	2	1	2	4	4	4	4
12	4	4	5	4	4	5	5	5	4	4
13	4	4	4	2	4	4	4	2	4	2
14	4	2	2	4	2	4	2	2	4	2
15	1	1	2	2	2	2	2	1	1	2
16	5	2	2	4	4	4	4	4	4	5
17	5	5	4	5	4	5	2	4	5	4
18	2	1	2	2	2	3	2	2	1	2
19	2	2	4	2	2	1	2	2	4	2
20	4	2	3	1	1	1	2	2	2	2
21	3	2	5	4	4	4	5	5	4	4
22	4	5	4	1	2	2	1	4	3	4
23	4	4	5	3	5	5	2	4	3	2
24	5	5	4	4	2	2	3	2	4	2
25	4	4	5	3	3	2	5	4	4	2
26	5	5	5	4	5	3	4	4	2	4
27	4	4	5	4	3	5	2	4	2	4
28	4	4	4	4	2	1	3	2	1	4

29	4	4	4	2	2	2	4	2	2	4
30	4	4	3	2	4	3	4	1	2	4
31	4	1	2	2	4	2	4	3	4	4
32	5	2	3	3	3	2	2	2	2	4
33	4	3	4	2	2	4	2	2	1	4
34	4	4	2	2	4	4	4	2	1	4
35	5	2	5	4	5	2	4	2	4	2
36	4	2	4	4	4	4	2	2	2	2
37	5	2	5	4	5	2	2	1	2	2
38	4	3	4	4	4	4	1	4	1	1
39	5	2	5	4	5	2	2	4	2	2
40	4	4	4	2	4	4	2	4	2	2
41	2	4	2	4	5	4	2	5	4	3
42	5	2	3	2	4	4	2	4	2	4
43	4	5	4	2	4	2	2	2	2	4
44	5	4	2	2	2	2	2	2	4	5
45	4	3	2	2	4	2	4	5	2	4
46	5	4	2	5	5	4	4	2	4	5
47	4	5	3	2	4	4	4	5	4	4
48	4	4	2	2	3	5	4	5	2	4
49	5	4	4	2	2	4	2	5	2	4
50	4	2	4	5	2	4	2	4	2	5
51	1	2	3	2	2	3	5	5	4	4
52	2	4	2	5	2	5	4	5	4	5
53	3	4	3	2	4	4	4	4	5	4
54	4	4	2	2	2	4	2	4	4	4
55	1	4	3	5	2	5	2	2	4	5
56	2	4	3	2	4	3	4	2	4	4
57	2	5	2	4	2	2	4	5	4	5
58	3	4	4	4	2	4	2	5	2	4
59	2	4	2	4	2	4	4	2	2	5

60	4	5	3	2	1	2	2	2	4	4
61	4	5	2	4	2	4	2	2	5	3
62	3	2	4	5	2	2	4	4	2	4
63	2	2	2	4	2	2	4	3	2	2
64	3	3	3	2	4	2	2	5	4	2
65	2	5	4	4	4	4	2	4	2	2
66	3	5	4	4	4	4	4	4	2	2
67	3	2	4	4	2	5	2	4	4	1
68	2	3	3	2	2	4	4	5	4	2
69	4	4	4	2	5	4	4	4	5	2
70	2	2	2	4	2	3	2	4	4	2
71	3	2	4	4	5	4	1	2	4	4
72	1	1	2	4	4	2	1	2	1	4
73	4	2	2	1	4	2	2	1	1	4
74	4	2	2	4	4	2	4	1	4	2
75	4	2	4	4	4	1	4	4	5	4
76	4	4	4	4	2	2	4	1	2	4
77	4	4	5	4	2	5	2	5	4	5
78	4	2	4	4	4	1	2	4	2	4
79	4	1	4	4	2	2	1	4	1	4
80	4	1	3	4	2	2	4	4	1	2
81	2	2	4	4	2	4	5	1	2	2
82	2	2	4	1	4	2	4	4	2	2
83	2	1	3	2	2	2	1	2	4	2
84	2	2	3	4	2	4	2	4	4	4
85	2	3	2	4	4	4	4	2	4	4
86	2	2	4	4	2	2	4	4	3	4
87	4	1	2	4	2	2	4	4	2	4
88	2	2	2	4	5	4	4	2	2	4
89	4	3	4	4	4	2	4	2	2	4
90	2	4	5	4	4	2	5	4	2	5

91	2	2	5	5	2	5	4	2	2	4
92	4	4	4	4	5	5	4	5	4	2
93	5	4	5	4	5	4	4	4	4	4
94	4	5	3	4	5	4	4	4	4	5
95	2	4	5	3	2	2	4	5	4	4
96	4	2	4	2	2	2	5	4	4	4
97	4	4	2	2	4	4	4	4	4	5
98	2	2	3	2	2	2	4	5	4	4
99	2	4	4	2	4	2	4	4	4	4
100	2	4	1	1	4	2	4	4	4	3

No.	VM11	VM12	VM13	VM14	VM15	VM16	VM17	VM18	VM19	VM20
1	5	3	4	3	5	3	2	4	5	3
2	4	4	5	5	4	4	5	4	4	4
3	4	5	3	5	4	5	5	5	4	4
4	4	4	2	4	1	2	4	4	2	4
5	2	3	4	4	4	4	5	2	4	5
6	4	2	4	4	4	4	4	2	4	4
7	1	4	4	2	2	4	2	4	2	2
8	4	5	4	5	4	5	4	4	4	5
9	4	5	4	4	5	4	5	5	5	5
10	4	2	2	4	2	4	4	4	4	4
11	4	4	4	4	3	2	4	2	4	4
12	3	2	4	4	5	4	4	5	4	5
13	2	2	1	2	2	4	4	2	4	4
14	2	4	4	4	4	4	4	2	2	4
15	2	2	2	4	2	2	1	2	2	1
16	4	4	4	5	4	4	4	5	4	5
17	4	5	4	5	4	4	5	4	5	4
18	2	2	4	2	2	4	1	2	4	2
19	4	4	4	2	4	4	4	4	2	4
20	4	4	2	1	2	3	2	2	2	2
21	5	2	4	2	5	2	4	4	5	5
22	1	4	4	3	4	1	3	4	4	1
23	2	2	5	4	4	2	3	4	4	2
24	2	2	4	2	3	2	4	2	5	3
25	2	2	4	2	3	2	4	2	4	4
26	4	4	4	2	2	4	2	4	5	4
27	1	1	4	3	3	2	2	4	5	2
28	2	2	4	2	4	2	1	2	4	3
29	2	2	4	4	4	3	2	2	4	4
30	2	1	3	4	4	4	2	2	4	1
31	1	2	4	1	4	5	5	1	4	2
32	1	2	2	2	3	4	4	2	4	1
33	1	1	1	2	2	4	4	2	4	1
34	1	1	1	2	3	4	4	2	4	4
35	4	2	2	2	4	4	2	2	4	4
36	4	2	2	2	2	5	4	2	2	5
37	4	1	2	2	2	4	1	3	2	5
38	4	4	1	4	4	4	4	3	2	4
39	4	4	2	2	4	5	4	2	2	4

40	4	4	2	2	5	5	4	2	5	4
41	4	2	2	4	4	4	4	2	4	1
42	3	4	2	2	4	4	3	4	4	2
43	2	4	5	3	4	4	2	4	5	2
44	2	5	4	4	3	4	2	4	4	5
45	4	4	4	3	4	4	2	4	4	4
46	4	4	5	4	4	4	4	4	4	4
47	4	4	4	4	5	4	4	4	5	2
48	2	5	4	4	3	3	2	5	5	2
49	2	4	2	2	4	2	4	4	5	2
50	2	2	2	2	4	2	4	4	5	4
51	5	4	3	2	5	2	5	4	2	4
52	2	4	2	3	4	2	1	2	1	2
53	2	2	5	2	5	4	2	4	2	4
54	4	4	2	2	4	4	2	4	2	4
55	4	4	3	4	4	4	2	4	2	4
56	5	2	3	4	5	2	4	2	3	4
57	4	4	4	4	4	4	1	4	4	4
58	4	5	3	4	4	4	2	4	2	5
59	5	2	2	4	4	4	2	2	4	4
60	4	4	2	2	4	4	2	4	4	5
61	4	2	2	4	5	5	4	2	4	4
62	4	4	2	2	4	2	4	2	2	4
63	2	2	4	5	4	2	4	2	4	4
64	2	2	4	4	4	4	5	4	4	5
65	2	3	2	2	5	4	4	4	4	4
66	1	2	4	4	5	4	2	4	5	4
67	2	2	2	5	5	5	5	2	4	4
68	2	2	4	1	5	4	5	4	4	4
69	4	2	4	2	5	4	4	4	1	5
70	4	4	4	4	4	5	4	2	5	5
71	2	4	4	4	4	4	5	4	5	4
72	2	4	4	2	2	4	4	2	4	1
73	4	1	4	4	2	4	4	2	4	4
74	4	4	5	4	2	5	1	4	4	4
75	4	4	4	2	2	4	5	4	3	4
76	4	4	5	4	2	4	4	2	3	5
77	5	4	4	2	2	4	2	2	2	4
78	4	5	4	4	1	2	4	2	2	4
79	4	4	3	2	1	4	2	4	2	4

80	1	4	2	4	2	4	5	2	5	5
81	2	4	2	4	2	2	1	2	4	5
82	2	1	1	4	2	2	2	1	4	2
83	1	2	1	2	1	2	3	1	2	4
84	1	2	2	2	2	4	4	2	2	4
85	4	4	3	2	2	2	4	2	2	4
86	4	2	3	4	2	4	2	2	2	4
87	4	2	4	4	2	2	3	4	4	4
88	4	2	4	5	4	2	4	4	4	4
89	4	5	4	4	4	2	1	4	4	4
90	4	5	5	4	5	4	2	2	5	4
91	5	5	4	4	4	2	2	2	4	4
92	4	5	4	4	4	2	4	2	4	4
93	4	5	4	5	5	2	4	4	4	4
94	4	5	4	4	4	5	4	4	5	4
95	4	2	2	4	4	2	4	4	4	2
96	5	4	2	4	4	2	4	4	4	2
97	5	4	2	3	4	3	4	5	5	2
98	5	4	2	4	5	3	4	4	4	4
99	5	4	4	4	4	4	4	4	4	4
100	4	4	2	4	4	4	4	4	4	4

Hasil Analisis Data Faktor Ritel Tradisional

No.	FAC1_1	FAC2_1	FAC3_1	FAC4_1
1	-0.90665	-0.67425	-0.48357	-0.04302
2	-0.32093	1.27338	0.50991	0.95653
3	1.1004	1.60624	0.79917	0.94617
4	-1.21815	1.80695	1.88577	-0.00257
5	-0.01579	1.67055	1.19001	0.66389
6	-0.16508	1.92623	0.48941	-0.94408
7	-0.31042	0.78739	-0.44264	0.17266
8	-0.08764	1.24831	-1.87639	-1.69871
9	-0.73185	-0.26374	-0.19266	0.19885
10	-1.56127	-0.93369	-1.91229	-0.25074
11	-0.22685	-0.08462	-0.28635	2.02998
12	1.01131	-0.01131	-0.32769	0.73016
13	1.12717	-0.87476	-1.12958	0.89242
14	0.67819	0.34379	-1.21759	2.04973
15	0.31425	-1.37983	-0.159	1.39823
16	0.35568	0.78268	-1.385	1.62363
17	-0.84116	-0.15012	-0.35674	-1.22036
18	0.68246	-1.1876	1.32057	-0.94981
19	-1.16979	-0.95048	-0.24562	1.63357
20	0.29913	-1.03815	-0.38811	-1.00084
21	-1.21364	-0.05523	-1.8033	1.04079
22	-0.89889	-0.22566	-0.83363	-1.01061
23	1.28303	-1.31451	0.82602	-0.51441
24	0.46698	-1.46662	-0.58627	0.58473
25	0.66384	-0.78219	-1.69611	1.29189
26	1.1629	-1.87912	0.24344	0.12479
27	1.17796	0.47706	-1.75575	1.27732
28	0.44837	-1.42536	0.5774	0.82109
29	0.39095	0.8628	-1.00091	0.46683
30	-2.27646	0.6006	-0.62303	-0.62069
31	-2.31132	0.79323	1.40227	0.35974
32	0.73791	0.61827	-0.77494	0.40414
33	0.76138	1.53408	-1.09022	-1.49159
34	0.90423	0.48669	-0.79963	0.01887
35	1.09031	0.85948	0.62385	0.27109
36	0.35791	1.16503	0.31159	-0.88346
37	0.93826	-0.80131	-0.23007	1.37804

38	0.65661	0.7415	-1.09851	-0.7149
39	1.23701	-0.66585	-0.35847	-0.97319
40	1.0053	0.69996	0.23865	-0.60727
41	0.1977	1.18128	0.88528	-0.78837
42	0.88119	0.4593	1.02425	-1.08757
43	-1.9872	0.43771	-0.62036	-0.54641
44	0.71594	1.59902	-0.46242	-1.0173
45	1.31154	0.4784	-0.23828	-0.25213
46	0.86711	0.63723	0.65585	0.31318
47	0.78394	0.86136	-0.53772	-0.38207
48	0.45105	-0.34937	-0.16517	-0.07774
49	1.18732	0.74781	-1.87349	-0.46367
50	-2.07917	-0.51355	-1.88431	-0.4524
51	-1.12709	-0.67223	-1.68322	0.2032
52	0.96499	-0.74443	-0.65101	0.56694
53	-0.71474	-1.17797	0.2235	1.43022
54	0.81527	-0.39244	-0.32039	1.95516
55	0.71493	-0.65742	0.15934	0.31406
56	0.60006	-0.0195	0.82054	0.09817
57	0.62055	0.06437	1.09324	0.18272
58	0.63117	-0.28125	1.56568	0.70333
59	-1.666	0.36571	2.00109	1.78064
60	0.56476	0.00241	1.44331	2.0201
61	-0.794	0.73808	1.88576	2.46418
62	-0.35737	-0.26456	1.38457	0.1042
63	-2.48796	-0.82071	1.28737	1.07114
64	-1.28653	-0.7748	0.07824	-0.75318
65	-1.10685	0.85013	-0.1284	0.36435
66	0.12578	-0.94928	0.71254	-1.41181
67	-0.21488	0.60017	0.08849	-1.08161
68	0.60626	-0.54564	1.16854	-0.42023
69	-0.24426	-2.54028	0.75912	-1.69011
70	0.5124	-0.52771	1.06906	-0.73788
71	0.05193	-0.23918	0.36091	-1.09406
72	0.52369	-1.28533	0.42003	-0.39521
73	0.80807	-2.00146	0.13359	0.04324
74	-1.70049	-0.83407	0.02513	-0.41257
75	-1.06317	-1.10911	-0.15172	-1.04
76	-0.89167	-1.41685	0.51968	0.40975
77	0.52662	-2.08892	0.92264	-0.45783

78	1.49581	-1.79184	0.59094	-1.40605
79	-0.50997	-0.56237	0.44674	0.14099
80	1.06153	-0.43873	0.56025	-0.70548
81	-1.62649	-0.67986	1.49052	-0.88652
82	0.63972	0.37356	0.65795	-0.75252
83	-1.67406	0.7112	-0.65486	-1.62883
84	-1.02977	0.23026	-1.84062	-1.38452
85	0.51262	0.36491	-1.60399	0.68085
86	0.708	1.81712	-0.18248	0.36443
87	-1.19067	-0.14124	-1.30747	0.25542
88	0.05321	0.20177	-1.18704	1.01484
89	-0.19661	-0.30916	0.87018	0.71306
90	0.73461	1.47008	-0.75057	0.63094
91	-1.25545	-0.63782	-1.01302	1.0179
92	0.54128	0.53103	-0.51449	-0.54839
93	-0.4487	0.40598	0.74867	0.41509
94	-0.32916	-0.27998	-0.9979	-1.83077
95	0.84219	-0.07308	0.52945	-1.68151
96	-0.94996	1.21466	1.31831	-1.03728
97	1.03676	1.71724	0.92909	0.46594
98	-1.53518	1.99193	1.14944	0.2355
99	0.61718	0.76943	1.17355	-1.49366
100	1.16655	0.17814	0.25206	-0.45079

No.	FAC5_1	FAC6_1	FAC7_1	FAC8_1
1	-1.13089	-0.0848	-2.12664	-1.17271
2	-1.07796	0.4849	1.10634	0.23234
3	0.09476	1.639	0.83322	-0.04502
4	1.3053	-0.89805	0.72036	0.80348
5	0.29307	-0.99935	-1.37036	-1.41883
6	0.03762	-1.42652	-1.49708	-0.69601
7	-0.10354	-0.55545	-0.61861	-0.84706
8	0.1502	-1.0569	0.04931	-0.76625
9	1.47917	-0.29844	0.62843	0.25518
10	0.84058	-0.42377	-0.01748	-0.62525
11	1.5448	-0.71507	0.53751	1.31468
12	0.65412	-0.43246	0.39784	-1.62107
13	0.3099	-0.25322	-1.42266	0.14375
14	-0.15091	-0.2261	-1.19394	0.92449
15	-0.15222	-0.16253	-0.4759	-0.66839
16	-0.99035	-1.05288	-0.82776	0.38092
17	-0.43244	-0.18049	-0.80111	-1.55896
18	0.48884	-0.37075	0.19238	-1.14472
19	0.56246	-0.45344	-1.40643	-0.33936
20	1.95819	-0.62025	-0.16676	-0.17032
21	-0.30264	1.30459	-2.17053	-0.17569
22	0.04694	-0.03102	0.06982	-0.95434
23	1.41142	-0.03358	0.32838	0.85939
24	0.95772	-0.03764	1.24556	-0.75916
25	1.58766	0.68356	0.75705	-0.39533
26	0.72615	1.06403	0.43275	-0.08752
27	0.06327	1.32949	-0.07809	-1.11538
28	0.36065	1.25953	0.2733	0.25913
29	-0.25009	0.34249	1.12541	-1.21942
30	0.29311	1.56163	-3.02195	-0.87606
31	-0.39338	-0.68142	-0.60547	-1.61348
32	0.34701	0.24229	0.4217	0.13223
33	0.90032	0.28355	0.72071	-0.97092
34	0.89475	0.73141	-0.24425	-0.74748
35	-1.87144	1.11703	0.17842	1.38624
36	-0.32476	1.14678	1.12209	-0.1483
37	-2.05692	0.9864	1.23774	-0.38354
38	-1.88193	1.27257	0.86839	-0.3767
39	-1.59617	1.33064	0.55488	-0.58479

40	-1.38344	0.33967	0.1673	1.16029
41	-0.89421	2.56203	0.14294	-0.98553
42	-1.03724	-1.17928	1.03568	-0.75037
43	-2.93012	-0.54516	1.00121	0.1234
44	-1.02373	-1.62604	0.39042	1.61244
45	0.21209	0.51173	-0.44071	-0.38658
46	-0.203	-1.08944	0.72532	0.00332
47	0.80472	0.25676	-0.19402	-0.64275
48	-0.14042	-0.72707	-0.24561	1.87875
49	0.06298	-1.4022	-1.12378	-0.94557
50	-0.39275	-1.01001	0.46034	0.0493
51	0.13942	0.25998	0.34128	-0.61198
52	-0.65875	-1.21741	-0.44434	-0.21464
53	1.63022	-0.35107	0.35555	0.51314
54	0.13125	0.42379	1.09811	-0.24036
55	0.37833	-1.26949	-1.9937	1.12395
56	-0.0145	0.09973	-0.08554	-1.48268
57	-0.56054	0.23771	-0.54509	-0.60989
58	0.56475	1.30623	0.64604	0.16054
59	0.77774	0.03017	-0.49547	0.79697
60	-0.26144	-0.43655	-0.50756	-1.0276
61	-0.10427	-0.41042	0.24822	-1.78784
62	0.56949	-1.72764	0.21511	-2.1671
63	0.74302	0.12555	0.53955	1.33395
64	-0.46307	-1.19798	0.18252	-1.42466
65	0.93368	-2.55965	1.76977	-0.1437
66	0.88831	0.95912	1.04226	-0.74447
67	0.96522	-1.09152	0.71579	0.00551
68	1.03749	-0.68726	0.21084	1.46801
69	0.94775	-0.08681	0.24507	-0.5419
70	0.73992	-0.12159	0.47198	-0.23507
71	-1.62638	0.26308	1.12235	-0.16423
72	0.01544	0.66403	0.79846	0.20116
73	-1.2301	-1.36224	1.47253	0.86949
74	-1.43696	0.06687	1.28193	0.14765
75	-0.39739	0.49616	1.40654	-1.36436
76	-1.17266	0.24731	-0.94324	-0.68238
77	-1.66833	-0.15457	-1.56307	0.82767
78	0.26352	0.16358	-2.04663	-0.09686
79	-1.21068	-0.09489	0.87593	1.67297

80	-1.40779	-0.5348	-1.56621	0.81327
81	-1.12911	-1.04134	0.42179	1.3446
82	0.25351	0.44877	-0.68542	0.97727
83	2.29708	1.86603	0.18979	1.08863
84	0.51478	-0.6435	0.6242	1.96879
85	0.21253	-0.5744	1.25016	2.04117
86	1.04482	-0.36377	1.22607	-0.07684
87	1.46385	3.5452	0.12443	0.83134
88	0.10265	-0.98588	2.07979	-0.53813
89	-1.06573	1.0698	0.83331	1.11687
90	-0.05079	-1.07654	0.13641	1.73137
91	-2.39722	0.7063	-1.37448	1.24852
92	-0.51317	-1.05347	-1.3644	1.73639
93	1.14028	0.77044	-1.60597	1.98686
94	0.18052	1.00706	-0.25583	0.83184
95	0.97911	-1.28635	-1.2668	1.53298
96	0.08123	1.99475	0.32767	0.68938
97	0.65944	1.05941	-1.80612	0.18268
98	-0.58561	0.58226	0.11119	0.10756
99	1.1492	0.5262	-0.78734	-0.08118
100	-0.51733	-0.46709	-0.70308	-1.44107

Hasil Analisis Data Faktor Ritel Modern

No.	FAC1_2	FAC2_2	FAC3_2	FAC4_2	FAC5_2	FAC6_2	FAC7_2
1	0.25326	0.48563	-1.1942	0.90942	1.04891	1.12246	1.16532
2	0.33855	0.04158	1.20073	1.58299	0.46542	1.26905	0.22821
3	1.29876	0.80051	1.11728	0.7523	1.01299	0.45402	-0.4521
4	1.1164	-1.508	0.87784	-1.3303	-0.9212	-0.8447	-0.1721
5	-1.3302	0.11459	1.63825	0.73986	-0.1426	0.12679	-1.8261
6	-0.4856	-1.7021	0.96333	0.7734	-0.4241	-0.9404	-1.4693
7	0.24784	-1.2978	-1.5037	-0.3424	-0.1473	-0.3663	-2.086
8	1.11682	0.507	0.84143	0.42071	1.24288	1.0472	-0.1768
9	1.05503	0.96178	1.3734	1.03186	0.67784	0.24598	0.16251
10	-0.1726	-1.1814	1.19248	-0.0393	-1.3863	-1.3285	-1.0158
11	0.44226	-1.1442	0.6781	0.50032	-1.2726	-0.5095	1.62172
12	-0.0792	1.46304	0.91402	0.50046	0.72802	0.80227	0.80087
13	-1.6426	0.14909	0.82473	-0.8424	0.92562	-0.2046	-0.0589
14	-0.4396	-0.2078	0.46565	-0.1001	-0.7653	0.92832	-1.8165
15	-1.2339	-1.0111	-1.8534	-0.1656	-2.2485	-0.5592	-0.1081
16	1.25929	0.11683	0.61579	1.22116	0.08351	0.49747	-0.9235
17	0.81354	1.41459	0.59101	0.5579	0.88043	0.87207	-1.0277
18	-1.1541	-0.7983	-1.6118	0.1225	-0.7745	-0.6704	-0.9501
19	0.73774	-1.5545	1.18327	-0.8741	-0.1837	-0.5966	-0.2061
20	0.57827	-1.8742	-0.6838	-1.9989	0.11473	-1.4734	0.02
21	-0.128	0.31586	1.12094	0.31297	0.44617	0.61085	2.48925
22	0.65307	0.74851	-1.2525	-0.4337	0.36384	-2.8488	0.76988
23	-1.0782	1.34804	-0.5534	0.40983	1.03028	-0.1754	0.63533
24	-1.1351	-0.3768	-0.1222	0.31934	1.22664	-0.7021	0.6919
25	-1.1142	-0.6554	0.79243	0.04913	1.0837	-0.4194	2.14577
26	0.8928	-0.052	-1.0733	0.0704	2.44074	0.34685	0.56605
27	-1.0281	1.70144	-2.0201	0.00366	0.79446	-0.1756	0.81047
28	-0.424	-0.5751	-2.2019	0.35299	0.58316	-0.2948	1.07195
29	-0.5763	-0.4912	-0.909	1.12416	0.15823	-0.5448	0.57102

30	-1.4177	0.51902	-1.4426	1.27255	0.17555	-0.9865	-0.4055
31	-1.373	-0.5443	0.80099	0.40134	0.674	-1.5121	-0.5734
32	-1.1707	-0.1714	-0.986	-0.4935	1.03579	-1.2436	-0.6719
33	-1.7567	0.76692	-1.3469	-1.263	0.54227	-1.1041	-0.3526
34	-1.8115	0.72543	-0.4244	-0.2359	0.3527	-0.5721	-0.6166
35	-1.0576	-0.9609	0.46613	-0.2615	1.81962	0.84928	0.70785
36	-1.0329	-0.7339	0.47052	-1.6078	0.95502	1.85237	-0.9827
37	-0.7047	-1.6295	-0.63	-1.2363	1.97638	1.58849	-0.1898
38	-0.4466	0.45583	0.36285	-1.8685	0.43727	1.40374	-0.6753
39	-0.1843	-0.7897	0.74082	-1.8823	2.02765	1.13367	-0.0983
40	-0.6335	0.84212	0.76841	-0.9584	1.21798	-0.2654	-0.5348
41	-1.0267	1.75945	0.31509	-0.1801	-1.0701	-0.0983	-0.5299
42	0.45078	0.75844	-0.6173	-1.1197	1.03643	-1.1316	-0.6604
43	0.46922	0.23661	-1.5813	1.02534	1.41694	-1.547	-0.69
44	1.71922	-0.6087	-0.6676	0.66665	0.23889	-1.0283	-1.8777
45	1.259	-0.3865	-0.2061	0.51465	0.35513	-0.983	-0.0807
46	0.85422	0.33879	-0.1539	1.66134	0.62607	0.79909	-1.2774
47	0.6795	1.49761	0.45999	0.82283	0.28673	-1.4365	-0.0335
48	1.02859	1.40919	-1.4211	0.73251	-0.2221	-1.4134	-0.372
49	0.29738	1.41461	-0.7143	-1.3106	0.91582	-1.8582	0.77044
50	-0.4545	0.9728	-0.7914	-0.8044	0.2963	0.28906	0.82382
51	1.0869	-0.0599	1.64334	-0.967	-1.8484	-0.618	1.90076
52	0.59429	2.03316	-1.5951	-1.4817	-2.5616	0.94994	0.47247
53	0.3072	0.98685	0.33778	-0.1714	-0.1527	-0.5198	-0.2196
54	1.5848	0.81356	-0.0261	-1.9524	-0.5575	-0.621	-1.1757
55	1.09419	1.33476	-0.946	-0.5469	-2.17	1.72422	-1.2664
56	-0.4716	0.05337	0.86248	0.7366	-1.2786	-0.099	0.95516
57	1.80414	0.53615	-0.6922	0.73022	-1.4576	-0.1968	-0.1597
58	1.6293	0.76133	-0.6311	-1.3253	-0.5911	1.28075	-0.3886
59	-0.1605	0.69115	-0.9737	0.60926	-1.8505	0.97489	-0.4249
60	1.4633	-0.1287	-0.0848	-0.9578	0.0899	-1.0402	-0.9089

61	-0.6394	1.14595	0.86417	-0.0254	-0.7087	0.38066	-1.9046
62	0.34388	-0.6512	-0.0645	-1.3753	-0.5169	1.09754	1.77353
63	-1.5121	-0.7408	0.18817	1.69986	-1.6468	0.28135	0.63516
64	-0.621	-0.1781	1.86543	0.38529	0.26659	-0.9047	-0.3885
65	-0.9031	1.74555	0.21048	-1.0973	0.25699	0.29586	-0.1737
66	-1.2682	1.52164	-0.5597	1.13453	0.42334	0.34072	0.0871
67	-2.1067	1.18764	1.59852	-0.3302	-0.7093	1.11846	-0.8919
68	-0.7781	0.90164	1.69587	-0.5811	-0.3996	-1.1567	0.38953
69	0.03331	0.3331	2.02525	-1.0966	0.83913	0.19187	0.1989
70	-0.2549	-0.3439	1.24045	0.68761	-1.1417	0.68992	-1.3228
71	-0.443	0.46863	0.36825	0.86005	0.5864	0.52589	-1.222
72	-0.6074	-0.6538	-1.4897	0.25256	-0.6203	-0.2501	-1.1099
73	-0.8269	-1.6756	-0.2153	1.30399	0.37147	-0.7454	-1.1359
74	0.65433	-1.7794	-0.3818	1.75507	0.38093	0.59795	-1.6756
75	1.15698	-1.5873	1.25837	-0.3518	1.19378	-0.0566	0.51886
76	0.4948	-1.6826	-0.4169	1.00344	0.4493	1.13266	-0.2838
77	1.49168	0.52786	-0.7302	-2.0729	0.30502	1.42899	0.05742
78	1.01784	-2.0517	-0.4129	-0.3994	0.55889	0.83839	0.75212
79	1.51988	-1.4644	-1.2869	-1.9574	0.6841	0.72417	-0.3949
80	-1.1922	-1.2563	0.48038	0.39794	0.30684	0.44976	0.00824
81	-1.0737	-0.739	-1.145	0.54631	-1.1841	1.71216	0.86806
82	-2.1557	-0.5259	-0.3233	-0.0309	-0.6526	-0.9543	1.9153
83	-1.4524	-1.3626	0.20626	-1.8784	-1.1204	-0.2157	0.02312
84	-0.8174	0.4685	0.16445	-1.806	-1.1096	0.75199	-0.5666
85	0.1628	-0.3652	0.07149	-0.4846	-1.2166	1.01149	0.20605
86	0.09788	-1.0056	-0.2882	-0.3455	-1.1211	1.21037	0.73229
87	0.44114	-1.3863	-0.4943	0.95499	-0.5288	-0.0429	0.74631
88	-0.6766	0.05776	-0.159	2.01192	-1.2046	0.81304	0.24373
89	1.12957	-0.831	-1.4325	1.14889	0.47531	0.54387	0.82401
90	0.61534	-0.0378	-0.8066	1.68276	0.10047	0.80898	1.2992
91	0.21467	0.02203	-1.2646	0.60322	-1.1189	2.27984	1.2531

92	-0.2311	0.74234	0.77429	0.27392	0.37276	1.07981	1.01834
93	0.76157	0.66161	0.3705	0.83221	1.00825	0.67371	1.11591
94	1.12018	1.05713	0.24775	1.07577	0.69525	0.26932	-0.9115
95	0.0805	0.61912	0.40982	-0.301	-0.8151	-0.9914	2.33574
96	0.96013	-0.5314	0.64349	0.04728	-0.3237	-1.3755	1.87659
97	1.23946	1.16818	0.21178	0.113	-0.1024	-1.7052	0.06541
98	1.01647	-0.1566	1.36638	-0.0609	-1.4306	-0.9184	1.08542
99	1.00131	-0.2766	1.05546	0.74024	-0.1762	-0.5844	0.59053
100	0.60465	0.02224	1.44659	0.5065	-1.1846	-1.5872	-0.5637

LAMPIRAN 2. STATISTIK DESKRIPTIF

TABEL 1

KMO and Bartlett's Test Ritel Tradisional

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.610
Bartlett's Test of Sphericity	Approx. Chi-Square	314.883
	Df	190
	Sig.	.000

TABEL 2

Communalities Ritel Tradisional

	Initial	Extraction
VT1	1.000	.710
VT2	1.000	.661
VT3	1.000	.716
VT4	1.000	.525
VT5	1.000	.566
VT6	1.000	.610
VT7	1.000	.444
VT8	1.000	.381
VT9	1.000	.710
VT10	1.000	.767
VT11	1.000	.647
VT12	1.000	.545
VT13	1.000	.731
VT14	1.000	.723
VT15	1.000	.780
VT16	1.000	.636
VT17	1.000	.590
VT18	1.000	.735
VT19	1.000	.528
VT20	1.000	.583

Extraction Method: Principal Component Analysis.

TABEL 3

Total Variance Explained Ritel Tradisional

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.055	15.275	15.275	3.055	15.275	15.275	2.782	13.912	13.912
2	1.933	9.664	24.939	1.933	9.664	24.939	1.716	8.578	22.490
3	1.616	8.079	33.018	1.616	8.079	33.018	1.531	7.653	30.143
4	1.359	6.794	39.812	1.359	6.794	39.812	1.504	7.519	37.662
5	1.264	6.318	46.131	1.264	6.318	46.131	1.376	6.880	44.542
6	1.223	6.117	52.247	1.223	6.117	52.247	1.310	6.548	51.091
7	1.133	5.667	57.914	1.133	5.667	57.914	1.185	5.926	57.017
8	1.005	5.023	62.937	1.005	5.023	62.937	1.184	5.920	62.937
9	.931	4.657	67.594						
10	.893	4.464	72.058						
11	.868	4.341	76.399						
12	.819	4.097	80.495						
13	.670	3.349	83.844						
14	.640	3.198	87.042						
15	.572	2.862	89.904						
16	.501	2.504	92.408						
17	.485	2.424	94.832						
18	.404	2.019	96.851						
19	.336	1.682	98.533						
20	.293	1.467	100.000						

Extraction Method: Pricipal Component Analysis

TABEL 4
Component Matrix^a Ritel Tradisional

	Component							
	1	2	3	4	5	6	7	8
VT1	.765	.228	-.007	-.153	-.011	.186	.038	.113
VT2	.761	.161	-.074	-.029	-.121	.184	.025	-.010
VT3	.713	.226	.196	.166	.062	-.056	-.174	.231
VT17	.581	.156	.089	.002	-.216	-.294	.267	-.129
VT8	.430	-.134	-.329	-.074	.118	-.127	-.121	.139
VT7	.419	-.084	-.098	.191	-.166	.024	.354	-.248
VT11	.220	-.660	-.044	.069	.350	.126	-.121	-.064
VT5	-.147	.608	.050	-.002	.384	.156	.007	-.017
VT19	.278	-.420	-.379	.019	-.097	.192	-.232	-.175
VT4	-.166	.254	.606	-.063	-.171	-.039	.109	.138
VT20	.291	-.215	.406	-.230	.278	-.073	.139	.364
VT12	-.049	.142	.264	.650	-.137	.029	-.088	-.057
VT13	.010	.368	-.350	.595	.155	-.150	-.154	.221
VT9	.283	-.432	.307	.435	.159	.197	-.039	.307
VT14	.034	.459	-.379	-.097	.573	.155	.077	-.030
VT6	.118	.147	-.470	.027	-.490	-.153	.052	.296
VT16	.374	-.050	.040	-.216	.261	-.595	.113	-.104
VT18	.302	.252	.193	-.271	-.191	.583	-.272	-.139
VT10	.058	-.071	-.038	.270	.136	.300	.733	-.199
VT15	.307	.127	.276	.184	.113	-.269	-.354	-.591

Extraction Method: Principal Component Analysis.
a 8 components extracted.

TABEL 5
Rotated Component Matrix^a Ritel Tradisional

	Component							
	1	2	3	4	5	6	7	8
VT1	.818	.077	.070	.125	-.096	.013	-.040	.054
VT2	.780	.172	-.007	.006	-.015	-.035	.032	.141
VT3	.729	-.053	.258	.025	.257	.124	.123	-.133
VT17	.553	-.110	-.157	-.193	.010	.359	.130	.253
VT4	.016	-.700	.071	-.110	-.070	-.075	.048	-.072
VT19	.116	.665	.012	-.208	-.065	-.148	.045	.024
VT8	.317	.426	.064	.028	.030	.257	-.115	-.118
VT9	.131	.083	.741	-.235	.247	-.103	-.009	.101
VT20	.224	-.193	.568	-.018	-.267	.283	-.124	-.079
VT11	-.078	.539	.545	-.102	-.136	.054	.129	.070
VT14	.075	.145	-.102	.821	.037	.064	-.058	.055
VT5	.015	-.295	-.079	.663	.104	-.109	.092	-.037
VT13	.038	.099	-.087	.281	.787	.065	-.077	-.065
VT12	-.022	-.233	.095	-.160	.563	-.224	.268	.133
VT16	.200	.044	.035	.022	-.149	.728	.197	-.027
VT18	.491	-.047	-.055	.089	-.304	-.584	.176	-.125
VT15	.187	.029	-.053	-.030	.114	.143	.838	-.065
VT6	.235	.127	-.442	-.221	.250	.065	-.473	-.064
VT10	-.034	-.026	.126	.139	-.008	-.045	-.094	.848
VT7	.314	.153	-.071	-.178	.041	.090	.078	.518

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 10 iterations.

TABEL 6**Component Score Coefficient Matrix Ritel Tradisional**

	Component							
	1	2	3	4	5	6	7	8
VT1	.311	-.008	.033	.091	-.078	-.062	-.102	.003
VT2	.286	.056	-.043	.006	-.023	-.103	-.021	.075
VT3	.265	-.079	.174	.018	.202	.038	.002	-.172
VT4	.057	-.432	.066	-.109	-.048	-.024	-.021	-.035
VT5	.019	-.126	.028	.429	.038	-.060	.071	-.001
VT6	.136	.034	-.280	-.213	.186	.045	-.401	-.078
VT7	.075	.047	-.117	-.113	.011	.034	.068	.425
VT8	.089	.222	.034	.043	.037	.155	-.111	-.144
VT9	.033	-.001	.499	-.093	.230	-.114	-.092	.022
VT10	-.050	-.053	.070	.129	-.037	-.032	-.071	.732
VT11	-.095	.310	.322	.027	-.066	-.001	.114	.019
VT12	-.010	-.123	.065	-.135	.410	-.164	.200	.101
VT13	.006	.077	.018	.154	.570	.061	-.078	-.085
VT14	.007	.126	.009	.566	-.014	.051	-.027	.061
VT15	-.010	.069	-.122	-.021	.060	.082	.727	-.049
VT16	-.001	-.013	-.024	.036	-.105	.553	.147	-.028
VT17	.175	-.128	-.172	-.152	-.007	.244	.069	.200
VT18	.235	-.001	-.055	.052	-.244	-.507	.134	-.109
VT19	.013	.402	-.052	-.104	-.038	-.171	.084	-.016
VT20	.079	-.185	.393	.044	-.155	.204	-.201	-.095

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

TABEL 7

Component Score Covariance Matrix Ritel Tradisional

Comp	1	2	3	4	5	6	7	8
1	1.000	.000	.000	.000	.000	.000	.000	.000
2	.000	1.000	.000	.000	.000	.000	.000	.000
3	.000	.000	1.000	.000	.000	.000	.000	.000
4	.000	.000	.000	1.000	.000	.000	.000	.000
5	.000	.000	.000	.000	1.000	.000	.000	.000
6	.000	.000	.000	.000	.000	1.000	.000	.000
7	.000	.000	.000	.000	.000	.000	1.000	.000
8	.000	.000	.000	.000	.000	.000	.000	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

TABEL 8

KMO and Bartlett's Test Ritel Modern

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.628
Bartlett's Test of Sphericity	Approx. Chi-Square	459.296
	Df	190
	Sig.	.000

TABEL 9

Communalities

	Initial	Extraction
VM1	1.000	.720
VM2	1.000	.548
VM3	1.000	.780
VM4	1.000	.763
VM5	1.000	.538
VM6	1.000	.797
VM7	1.000	.615
VM8	1.000	.643
VM9	1.000	.624
VM10	1.000	.573
VM11	1.000	.591
VM12	1.000	.613
VM13	1.000	.541
VM14	1.000	.591
VM15	1.000	.600
VM16	1.000	.666
VM17	1.000	.622
VM18	1.000	.603
VM19	1.000	.672
VM20	1.000	.635

Extraction Method: Principal Component Analysis.

TABEL 10
Total Variance Explained Ritel Modern

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.935	19.676	19.676	3.935	19.676	19.676	2.166	10.830	10.830
2	1.793	8.965	28.642	1.793	8.965	28.642	2.165	10.826	21.656
3	1.690	8.451	37.093	1.690	8.451	37.093	1.919	9.596	31.252
4	1.545	7.725	44.817	1.545	7.725	44.817	1.783	8.917	40.168
5	1.365	6.826	51.644	1.365	6.826	51.644	1.649	8.245	48.413
6	1.272	6.361	58.005	1.272	6.361	58.005	1.605	8.026	56.439
7	1.133	5.666	63.672	1.133	5.666	63.672	1.447	7.233	63.672
8	.955	4.773	68.445						
9	.853	4.263	72.707						
10	.789	3.946	76.653						
11	.707	3.535	80.188						
12	.662	3.310	83.498						
13	.618	3.088	86.587						
14	.544	2.722	89.309						
15	.464	2.319	91.628						
16	.401	2.004	93.632						
17	.379	1.894	95.527						
18	.347	1.734	97.261						
19	.310	1.549	98.809						
20	.238	1.191	100.000						

Extraction Method: Principal Component Analysis

TABEL 11
Component Matrix^a Ritel Modern

	Component						
	1	2	3	4	5	6	7
VM15	.638	.203	.138	-.316	-.120	.088	-.105
VM18	.620	.029	-.124	-.133	.271	-.330	.052
VM2	.540	.403	-.070	-.131	.043	-.201	-.169
VM8	.528	.013	-.030	-.338	-.368	-.324	.096
VM9	.505	-.305	.397	-.331	.029	-.059	.064
VM7	.500	-.084	-.264	-.131	-.188	.390	.290
VM5	.477	.314	.232	.345	-.013	.158	.119
VM12	.475	-.368	-.239	.123	.236	-.350	-.041
VM13	.447	-.022	-.209	.207	.390	.289	.138
VM11	.458	-.569	-.131	.055	-.041	-.123	.146
VM20	.350	-.547	.309	.302	-.102	.107	.067
VM19	.380	.540	-.035	-.095	.248	.370	.163
VM17	.275	-.077	.635	-.232	-.095	.085	.258
VM16	.146	-.025	.586	.285	.381	-.139	-.234
VM10	.445	.025	-.543	-.047	.156	-.167	-.154
VM4	.339	-.170	-.139	.581	-.310	.183	-.364
VM1	.235	.366	.172	.499	.250	-.317	.298
VM3	.281	.229	-.124	.400	-.584	-.103	.349
VM14	.433	-.215	-.078	-.073	.213	.511	-.196
VM6	.455	.264	.203	.009	-.315	-.014	-.616

Extraction Method: Principal Component Analysis.
a. 7 components extracted.

TABEL 12
Rotated Component Matrix^a Ritel Modern

	Component						
	1	2	3	4	5	6	7
VM12	.760	.021	.033	.049	.045	.158	-.073
VM18	.622	.328	.129	.167	.187	-.170	-.014
VM11	.594	-.125	.308	.063	-.069	.294	.180
VM10	.572	.289	-.304	.221	-.037	-.005	.140
VM6	-.076	.795	.050	-.027	-.015	.374	-.128
VM2	.248	.637	-.034	.134	.214	-.123	.019
VM15	.102	.622	.338	.265	.015	-.022	.134
VM8	.342	.470	.326	-.174	.025	-.057	.406
VM17	-.143	.100	.757	.036	.110	-.071	-.024
VM9	.279	.207	.694	.085	-.099	-.015	-.064
VM14	.140	.115	.140	.639	-.266	.234	-.066
VM13	.301	-.057	-.031	.632	.199	.087	-.018
VM19	-.133	.311	-.012	.625	.296	-.268	.086
VM1	.149	.007	-.028	.008	.814	-.052	-.180
VM5	-.066	.252	.171	.315	.544	.216	-.002
VM4	.094	.153	-.161	.117	.085	.826	.043
VM20	.207	-.187	.498	.078	.057	.543	-.066
VM16	.034	.074	.265	.002	.271	.139	-.705
VM3	-.022	.116	-.011	-.148	.545	.326	.583
VM7	.149	.082	.202	.482	-.031	.118	.546

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 18 iterations.

TABEL 13**Component Transformation Matrix Ritel Modern**

Component	1	2	3	4	5	6	7
1	.520	.534	.362	.422	.245	.230	.150
2	-.433	.518	-.364	.099	.497	-.391	.047
3	-.403	.075	.720	-.181	.206	.034	-.487
4	-.006	-.294	-.303	.003	.606	.647	-.189
5	.315	-.245	-.126	.456	.071	-.428	-.654
6	-.528	-.138	.058	.751	-.254	.232	.130
7	.039	-.524	.327	.088	.463	-.371	.507

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

TABEL 14**Component Score Covariance Matrix Ritel Modern**

Comp	1	2	3	4	5	6	7
1	1.000	.000	.000	.000	.000	.000	.000
2	.000	1.000	.000	.000	.000	.000	.000
3	.000	.000	1.000	.000	.000	.000	.000
4	.000	.000	.000	1.000	.000	.000	.000
5	.000	.000	.000	.000	1.000	.000	.000
6	.000	.000	.000	.000	.000	1.000	.000
7	.000	.000	.000	.000	.000	.000	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

TABEL 15
Component Score Coefficient Matrix Ritel Modern

	Component						
	1	2	3	4	5	6	7
VM1	.099	-.098	-.029	-.052	.531	-.088	-.111
VM2	.078	.304	-.098	-.030	.058	-.107	-.050
VM3	-.070	-.023	-.002	-.172	.355	.182	.429
VM4	-.043	.084	-.176	.019	-.016	.547	-.018
VM5	-.134	.030	.054	.142	.297	.102	-.007
VM6	-.140	.489	-.076	-.120	-.136	.275	-.162
VM7	-.046	-.086	.095	.267	-.045	.023	.369
VM8	.128	.195	.146	-.247	-.016	-.089	.257
VM9	.080	.033	.356	-.026	-.095	-.075	-.054
VM10	.283	.114	-.253	.049	-.071	-.039	.019
VM11	.275	-.165	.131	-.043	-.042	.114	.106
VM12	.407	-.061	-.057	-.074	.012	.031	-.105
VM13	.088	-.159	-.067	.381	.096	-.002	-.044
VM14	-.042	.004	.012	.401	-.242	.131	-.095
VM15	-.064	.272	.123	.068	-.077	-.049	.048
VM16	.022	.039	.103	-.021	.137	.077	-.500
VM17	-.144	-.024	.444	-.004	.065	-.091	.023
VM18	.306	.075	-.001	-.019	.080	-.190	-.064
VM19	-.163	.064	-.030	.388	.137	-.200	.042
VM20	.038	-.179	.249	.009	.027	.302	-.037

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.
Component Scores.