

Tabel 25. Hasil olahan analisis konjoin

Overall Statistics

Utilities		Utility Estimate	Std. Error
HARGA	Murah	.207	.089
	Mahal	-.207	.089
WARNA	Coklat Tua	.146	.115
	Coklat Muda	-.146	.115
KEKENYALAN	Kenyal	.077	.125
	Lembut	-.077	.125
AROMA	Kuat	-.167	.115
	Tidak Kuat	.167	.115
KEMASAN	Kemasan	-.077	.089
	Curah	.077	.089
(Constant)		3.176	.072

Importance Values

HARGA	15.617
WARNA	26.771
KEKENYALAN	23.101
AROMA	22.759
KEMASAN	11.751

Averaged Importance Score

Correlations^a

	Value	Sig.
Pearson's R	.981	.000
Kendall's tau	.929	.001

a. Correlations between observed
and estimated preferences