

LAMPIRAN

Uji U Mann Whitney

Paduan warna

Ranks				
	paduan warna K.potensial	N	Mean Rank	Sum of Ranks
paduan warna	1,00	35	50,96	1783,50
K. <i>real</i>	2,00	40	26,66	1066,50
	Total	75		

Test Statistics ^a	
	paduan warna K. <i>real</i>
Mann-Whitney U	246,500
Wilcoxon W	
Z	-5,015
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: paduan warna
K.Potensial

Ukuran label

Ranks				
	ukuran label K.potensial	N	Mean Rank	Sum of Ranks
ukuran label	1,00	35	53,40	1869,00
K. <i>real</i>	2,00	40	24,53	981,00
	Total	75		

Test Statistics ^a	
	ukuran label K. <i>real</i>
Mann-Whitney U	161,000
Wilcoxon W	981,000
Z	-5,904
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: ukuran label
K.potensial

Merek**Ranks**

	merek K.potensial	N	Mean Rank	Sum of Ranks
Merek K. <i>real</i>	1,00	35	55,69	1949,00
	2,00	40	22,53	901,00
	Total	75		

Test Statistics^a

	Merek K. <i>real</i>
Mann-Whitney U	81,000
Wilcoxon W	901,000
Z	-6,726
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: merek
K.potensial

Ilustrasi gambar**Ranks**

	ilustrasi gambar K.potensial	N	Mean Rank	Sum of Ranks
ilustrasi gambar K. <i>real</i>	1,00	35	36,17	1266,00
	2,00	40	39,60	1584,00
	Total	75		

Test Statistics^a

	ilustrasi gambar K. <i>real</i>
Mann-Whitney U	636,000
Wilcoxon W	1266,000
Z	-,744
Asymp. Sig. (2-tailed)	,457

a. Grouping Variable: ilustrasi gambar
K.potensial

Tata letak

Ranks				
	tata letak K.potensial	N	Mean Rank	Sum of Ranks
tata letak K. <i>real</i>	1,00	35	40,37	1413,00
	2,00	40	35,93	1437,00
	Total	75		

Test Statistics ^a	
	tata letak K. <i>real</i>
Mann-Whitney U	617,000
Wilcoxon W	1437,000
Z	-,998
Asymp. Sig. (2-tailed)	,318

a. Grouping Variable: tata letak
K.potensial

Kelengkapan informasi

Ranks				
	kelengkapan informasi K.potensial	N	Mean Rank	Sum of Ranks
kelengkapan informasi K. <i>real</i>	1,00	35	48,26	1689,00
	2,00	40	29,03	1161,00
	Total	75		

Test Statistics ^a	
	kelengkapan informasi K. <i>real</i>
Mann-Whitney U	341,000
Wilcoxon W	1161,000
Z	-3,961
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: kelengkapan
informasi K.potensial