

LAMPIRAN IV

HASIL ANALISIS *CONJOINT*

**Conjoint Analysis**

**Notes**

Output Created		07-Oct-2012 15:28:26
Comments		
Input	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	68
	Plan File	C:\Users\pico\Documents\Leopard_Gecko.sav
Missing Value Handling	Data File	working data file
	Definition of Missing	User-defined missing values in any preference data (ranks, scores, or profile numbers) are treated as missing..
	Cases Used	Statistics are based on all cases with all valid preference data (ranks, scores, or profile numbers).
Syntax		<pre> CONJOINT PLAN='C:\Users\pico\Documents\Leopard_Gecko.sav' /FACTORS= MOTIF 'Motif Leopard Gecko' ('Pattern' 'Patternless') GENDER 'Jenis Kelamin Leopard Gecko' ('Jantan' 'Betina') UMUR 'Umur Leopard Gecko' ('Baby' 'Juvenile' 'Adult') /SUBJECT=QN /SCORE=PROD1 PROD2 PROD3 PROD4 PROD5 PROD6 PROD7 PROD8 PROD9 PROD10 PROD11 PROD12. </pre>
Resources	Processor Time	00 00:00:00.608
	Elapsed Time	00 00:00:00.750

### Recoded Values

Original Value	Recoded Value	Value Label
MOTIF 1	1	Pattern
2	2	Patternless
GENDER 1	1	Jantan
2	2	Betina
UMUR 1	1	Baby
2	2	Juvenile
3	3	Adult

Recoded values are used in computations.

### Model Description

	N of Levels	Relation to Ranks or Scores
MOTIF	2	Discrete
GENDER	2	Discrete
UMUR	3	Discrete

All factors are orthogonal.

## Subject 1: 101.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	1.000	.000
	Patternless	-1.000	.000
GENDER	Jantan	.500	.000
	Betina	-.500	.000
UMUR	Baby	4.000	.000
	Juvenile	.000	.000
	Adult	-4.000	.000
(Constant)		6.500	.000

### Importance Values

MOTIF	18.182
GENDER	9.091
UMUR	72.727

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Subject 2: 102.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-2.333	.342
	Patternless	2.333	.342
GENDER	Jantan	.333	.342
	Betina	-.333	.342
UMUR	Baby	.250	.484
	Juvenile	2.750	.484
	Adult	-3.000	.484
(Constant)		6.500	.342

### Importance Values

MOTIF	42.105
GENDER	6.015
UMUR	51.880

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.965	.000
Kendall's tau	.909	.000

a. Correlations between observed and estimated preferences

### Subject 3: 103.00

#### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	1.667	.214
	Patternless	-1.667	.214
GENDER	Jantan	.667	.214
	Betina	-.667	.214
UMUR	Baby	2.750	.302
	Juvenile	1.250	.302
	Adult	-4.000	.302
(Constant)		6.500	.214

#### Importance Values

MOTIF	29.197
GENDER	11.679
UMUR	59.124

#### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.987	.000
Kendall's tau	.970	.000

a. Correlations between observed and estimated preferences

## Subject 4: 104.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	1.000	.000
	Patternless	-1.000	.000
GENDER	Jantan	.500	.000
	Betina	-.500	.000
UMUR	Baby	-4.000	.000
	Juvenile	.000	.000
	Adult	4.000	.000
(Constant)		6.500	.000

### Importance Values

MOTIF	18.182
GENDER	9.091
UMUR	72.727

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Subject 5: 105.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.000	.000
	Patternless	1.000	.000
GENDER	Jantan	-.500	.000
	Betina	.500	.000
UMUR	Baby	4.000	.000
	Juvenile	.000	.000
	Adult	-4.000	.000
(Constant)		6.500	.000

### Importance Values

MOTIF	18.182
GENDER	9.091
UMUR	72.727

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Subject 6: 106.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.833	.553
	Patternless	1.833	.553
GENDER	Jantan	1.500	.553
	Betina	-1.500	.553
UMUR	Baby	.000	.782
	Juvenile	2.500	.782
	Adult	-2.500	.782
(Constant)		6.500	.553

### Importance Values

MOTIF	31.429
GENDER	25.714
UMUR	42.857

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.906	.000
Kendall's tau	.758	.000

a. Correlations between observed and estimated preferences



## Subject 7: 107.00

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	1.000	.189
	Patternless	-1.000	.189
GENDER	Jantan	.000	.189
	Betina	.000	.189
UMUR	Baby	-4.000	.267
	Juvenile	.000	.267
	Adult	4.000	.267
(Constant)		6.500	.189

**Importance Values**

MOTIF	20.000
GENDER	.000
UMUR	80.000

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.989	.000
Kendall's tau	.953	.000

a. Correlations between observed and estimated preferences

## Subject 8: 108.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	.383
	Patternless	.333	.383
GENDER	Jantan	.333	.383
	Betina	-.333	.383
UMUR	Baby	-4.000	.542
	Juvenile	.000	.542
	Adult	4.000	.542
(Constant)		6.500	.383

### Importance Values

MOTIF	7.143
GENDER	7.143
UMUR	85.714

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.956	.000
Kendall's tau	.853	.000

a. Correlations between observed and estimated preferences

## Subject 9: 109.00

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	1.000	.000
	Patternless	-1.000	.000
GENDER	Jantan	-.500	.000
	Betina	.500	.000
UMUR	Baby	-4.000	.000
	Juvenile	.000	.000
	Adult	4.000	.000
(Constant)		6.500	.000

**Importance Values**

MOTIF	18.182
GENDER	9.091
UMUR	72.727

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Subject 10: 110.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-3.000	.000
	Patternless	3.000	.000
GENDER	Jantan	-.500	.000
	Betina	.500	.000
UMUR	Baby	-2.000	.000
	Juvenile	.000	.000
	Adult	2.000	.000
(Constant)		6.500	.000

### Importance Values

MOTIF	54.545
GENDER	9.091
UMUR	36.364

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Subject 11: 111.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.667	.774
	Patternless	.667	.774
GENDER	Jantan	.333	.774
	Betina	-.333	.774
UMUR	Baby	-3.500	1.095
	Juvenile	.500	1.095
	Adult	3.000	1.095
(Constant)		6.500	.774

### Importance Values

MOTIF	15.686
GENDER	7.843
UMUR	76.471

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.805	.001
Kendall's tau	.636	.002

a. Correlations between observed and estimated preferences

## Subject 12: 112.00

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	.500	.000
	Patternless	-.500	.000
GENDER	Jantan	1.000	.000
	Betina	-1.000	.000
UMUR	Baby	4.000	.000
	Juvenile	.000	.000
	Adult	-4.000	.000
(Constant)		6.500	.000

**Importance Values**

MOTIF	9.091
GENDER	18.182
UMUR	72.727

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

### Subject 13: 113.00

#### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.167	.943
	Patternless	.167	.943
GENDER	Jantan	1.000	.943
	Betina	-1.000	.943
UMUR	Baby	-3.000	1.333
	Juvenile	2.000	1.333
	Adult	1.000	1.333
(Constant)		6.500	.943

#### Importance Values

MOTIF	4.545
GENDER	27.273
UMUR	68.182

#### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.691	.006
Kendall's tau	.576	.005

a. Correlations between observed and estimated preferences

## Subject 14: 114.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	.383
	Patternless	.333	.383
GENDER	Jantan	.333	.383
	Betina	-.333	.383
UMUR	Baby	-4.000	.542
	Juvenile	4.000	.542
	Adult	1.776E-15	.542
(Constant)		6.500	.383

### Importance Values

MOTIF	7.143
GENDER	7.143
UMUR	85.714

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.956	.000
Kendall's tau	.853	.000

a. Correlations between observed and estimated preferences



## Subject 15: 115.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.500	.278
	Patternless	1.500	.278
GENDER	Jantan	3.000	.278
	Betina	-3.000	.278
UMUR	Baby	.500	.393
	Juvenile	-.250	.393
	Adult	-.250	.393
(Constant)		6.500	.278

### Importance Values

MOTIF	30.769
GENDER	61.538
UMUR	7.692

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.977	.000
Kendall's tau	.907	.000

a. Correlations between observed and estimated preferences

## Subject 16: 116.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-3.000	.299
	Patternless	3.000	.299
GENDER	Jantan	1.500	.299
	Betina	-1.500	.299
UMUR	Baby	-.250	.423
	Juvenile	.250	.423
	Adult	5.551E-16	.423
(Constant)		6.500	.299

### Importance Values

MOTIF	63.158
GENDER	31.579
UMUR	5.263

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.973	.000
Kendall's tau	.848	.000

a. Correlations between observed and estimated preferences

## Subject 17: 117.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	.167	.373
	Patternless	-.167	.373
GENDER	Jantan	.500	.373
	Betina	-.500	.373
UMUR	Baby	.000	.527
	Juvenile	4.000	.527
	Adult	-4.000	.527
(Constant)		6.500	.373

### Importance Values

MOTIF	3.571
GENDER	10.714
UMUR	85.714

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.958	.000
Kendall's tau	.818	.000

a. Correlations between observed and estimated preferences

## Subject 18: 118.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	1.000	.598
	Patternless	-1.000	.598
GENDER	Jantan	.500	.598
	Betina	-.500	.598
UMUR	Baby	1.500	.845
	Juvenile	2.500	.845
	Adult	-4.000	.845
(Constant)		6.500	.598

### Importance Values

MOTIF	21.053
GENDER	10.526
UMUR	68.421

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.889	.000
Kendall's tau	.791	.000

a. Correlations between observed and estimated preferences

## Subject 19: 119.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	.333	.737
	Patternless	-.333	.737
GENDER	Jantan	.000	.737
	Betina	.000	.737
UMUR	Baby	-2.000	1.043
	Juvenile	4.000	1.043
	Adult	-2.000	1.043
(Constant)		6.500	.737

### Importance Values

MOTIF	10.000
GENDER	.000
UMUR	90.000

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.825	.000
Kendall's tau	.615	.005

a. Correlations between observed and estimated preferences

## Subject 20: 120.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.000	.386
	Patternless	1.000	.386
GENDER	Jantan	3.000	.386
	Betina	-3.000	.386
UMUR	Baby	-.250	.546
	Juvenile	1.250	.546
	Adult	-1.000	.546
(Constant)		6.500	.386

### Importance Values

MOTIF	19.512
GENDER	58.537
UMUR	21.951

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.955	.000
Kendall's tau	.848	.000

a. Correlations between observed and estimated preferences

## Subject 21: 121.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	.339
	Patternless	.333	.339
GENDER	Jantan	3.000	.339
	Betina	-3.000	.339
UMUR	Baby	-2.000	.480
	Juvenile	1.000	.480
	Adult	1.000	.480
(Constant)		6.500	.339

### Importance Values

MOTIF	6.897
GENDER	62.069
UMUR	31.034

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.966	.000
Kendall's tau	.875	.000

a. Correlations between observed and estimated preferences

**Subject 22: 122.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.667	.391
	Patternless	1.667	.391
GENDER	Jantan	-.167	.391
	Betina	.167	.391
UMUR	Baby	-2.250	.553
	Juvenile	4.000	.553
	Adult	-1.750	.553
(Constant)		6.500	.391

**Importance Values**

MOTIF	33.613
GENDER	3.361
UMUR	63.025

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.954	.000
Kendall's tau	.818	.000

a. Correlations between observed and estimated preferences



### Subject 23: 123.00

#### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	1.667	1.070
	Patternless	-1.667	1.070
GENDER	Jantan	.500	1.070
	Betina	-.500	1.070
UMUR	Baby	-1.250	1.513
	Juvenile	1.000	1.513
	Adult	.250	1.513
(Constant)		6.500	1.070

#### Importance Values

MOTIF	50.633
GENDER	15.190
UMUR	34.177

#### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.572	.026
Kendall's tau	.394	.037

a. Correlations between observed and estimated preferences

## Subject 24: 124.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	.356
	Patternless	.333	.356
GENDER	Jantan	-.500	.356
	Betina	.500	.356
UMUR	Baby	-4.000	.504
	Juvenile	.000	.504
	Adult	4.000	.504
(Constant)		6.500	.356

### Importance Values

MOTIF	6.897
GENDER	10.345
UMUR	82.759

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.962	.000
Kendall's tau	.848	.000

a. Correlations between observed and estimated preferences

## Subject 25: 125.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	.333	.356
	Patternless	-.333	.356
GENDER	Jantan	.500	.356
	Betina	-.500	.356
UMUR	Baby	4.000	.504
	Juvenile	.000	.504
	Adult	-4.000	.504
(Constant)		6.500	.356

### Importance Values

MOTIF	6.897
GENDER	10.345
UMUR	82.759

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.962	.000
Kendall's tau	.848	.000

a. Correlations between observed and estimated preferences

## Subject 26: 126.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	.737
	Patternless	.333	.737
GENDER	Jantan	.000	.737
	Betina	.000	.737
UMUR	Baby	2.000	1.043
	Juvenile	2.000	1.043
	Adult	-4.000	1.043
(Constant)		6.500	.737

### Importance Values

MOTIF	10.000
GENDER	.000
UMUR	90.000

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.825	.000
Kendall's tau	.615	.005

a. Correlations between observed and estimated preferences

## Subject 27: 127.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.000	.365
	Patternless	1.000	.365
GENDER	Jantan	2.333	.365
	Betina	-2.333	.365
UMUR	Baby	-3.000	.516
	Juvenile	1.750	.516
	Adult	1.250	.516
(Constant)		6.500	.365

### Importance Values

MOTIF	17.518
GENDER	40.876
UMUR	41.606

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.960	.000
Kendall's tau	.848	.000

a. Correlations between observed and estimated preferences

## Subject 28: 128.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	.667
	Patternless	.333	.667
GENDER	Jantan	-.167	.667
	Betina	.167	.667
UMUR	Baby	-3.000	.943
	Juvenile	4.000	.943
	Adult	-1.000	.943
(Constant)		6.500	.667

### Importance Values

MOTIF	8.333
GENDER	4.167
UMUR	87.500

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.860	.000
Kendall's tau	.697	.001

a. Correlations between observed and estimated preferences

## Subject 29: 129.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.500	.378
	Patternless	.500	.378
GENDER	Jantan	.000	.378
	Betina	.000	.378
UMUR	Baby	4.000	.535
	Juvenile	.000	.535
	Adult	-4.000	.535
(Constant)		6.500	.378

### Importance Values

MOTIF	11.111
GENDER	.000
UMUR	88.889

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.957	.000
Kendall's tau	.858	.000

a. Correlations between observed and estimated preferences

**Subject 30: 130.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.500	.299
	Patternless	1.500	.299
GENDER	Jantan	.000	.299
	Betina	.000	.299
UMUR	Baby	-3.250	.423
	Juvenile	-.750	.423
	Adult	4.000	.423
(Constant)		6.500	.299

**Importance Values**

MOTIF	29.268
GENDER	.000
UMUR	70.732

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.973	.000
Kendall's tau	.922	.000

a. Correlations between observed and estimated preferences



## Subject 31: 131.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	.000	.567
	Patternless	.000	.567
GENDER	Jantan	-1.000	.567
	Betina	1.000	.567
UMUR	Baby	-1.000	.802
	Juvenile	4.000	.802
	Adult	-3.000	.802
(Constant)		6.500	.567

### Importance Values

MOTIF	.000
GENDER	22.222
UMUR	77.778

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.901	.000
Kendall's tau	.790	.000

a. Correlations between observed and estimated preferences

## Subject 32: 132.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	1.667	.178
	Patternless	-1.667	.178
GENDER	Jantan	.500	.178
	Betina	-.500	.178
UMUR	Baby	3.000	.252
	Juvenile	1.000	.252
	Adult	-4.000	.252
(Constant)		6.500	.178

### Importance Values

MOTIF	29.412
GENDER	8.824
UMUR	61.765

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.991	.000
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

### Subject 33: 133.00

#### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	.000	.729
	Patternless	.000	.729
GENDER	Jantan	.167	.729
	Betina	-.167	.729
UMUR	Baby	.000	1.031
	Juvenile	3.500	1.031
	Adult	-3.500	1.031
(Constant)		6.500	.729

#### Importance Values

MOTIF	.000
GENDER	4.545
UMUR	95.455

#### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.829	.000
Kendall's tau	.667	.002

a. Correlations between observed and estimated preferences

**Subject 34: 134.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	1.293
	Patternless	.333	1.293
GENDER	Jantan	-.333	1.293
	Betina	.333	1.293
UMUR	Baby	.000	1.828
	Juvenile	.000	1.828
	Adult	.000	1.828
(Constant)		6.500	1.293

**Importance Values**

MOTIF	50.000
GENDER	50.000
UMUR	.000

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.137	.336
Kendall's tau	.128	.299

a. Correlations between observed and estimated preferences

**Subject 35: 135.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	1.000	.189
	Patternless	-1.000	.189
GENDER	Jantan	.000	.189
	Betina	.000	.189
UMUR	Baby	-4.000	.267
	Juvenile	4.000	.267
	Adult	1.776E-15	.267
(Constant)		6.500	.189

**Importance Values**

MOTIF	20.000
GENDER	.000
UMUR	80.000

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.989	.000
Kendall's tau	.953	.000

a. Correlations between observed and estimated preferences

**Subject 36: 136.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.000	.000
	Patternless	1.000	.000
GENDER	Jantan	-.500	.000
	Betina	.500	.000
UMUR	Baby	-4.000	.000
	Juvenile	.000	.000
	Adult	4.000	.000
(Constant)		6.500	.000

**Importance Values**

MOTIF	18.182
GENDER	9.091
UMUR	72.727

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

### Subject 37: 137.00

#### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.500	.000
	Patternless	1.500	.000
GENDER	Jantan	3.000	.000
	Betina	-3.000	.000
UMUR	Baby	-1.000	.000
	Juvenile	.000	.000
	Adult	1.000	.000
(Constant)		6.500	.000

#### Importance Values

MOTIF	27.273
GENDER	54.545
UMUR	18.182

#### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

### Subject 38: 138.00

#### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	.642
	Patternless	.333	.642
GENDER	Jantan	.500	.642
	Betina	-.500	.642
UMUR	Baby	-1.000	.909
	Juvenile	4.000	.909
	Adult	-3.000	.909
(Constant)		6.500	.642

#### Importance Values

MOTIF	7.692
GENDER	11.538
UMUR	80.769

#### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.870	.000
Kendall's tau	.606	.003

a. Correlations between observed and estimated preferences



**Subject 39: 139.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	.167	.398
	Patternless	-.167	.398
GENDER	Jantan	1.667	.398
	Betina	-1.667	.398
UMUR	Baby	-2.000	.563
	Juvenile	4.000	.563
	Adult	-2.000	.563
(Constant)		6.500	.398

**Importance Values**

MOTIF	3.448
GENDER	34.483
UMUR	62.069

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.952	.000
Kendall's tau	.844	.000

a. Correlations between observed and estimated preferences

**Subject 40: 140.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	1.000	.189
	Patternless	-1.000	.189
GENDER	Jantan	.000	.189
	Betina	.000	.189
UMUR	Baby	-4.000	.267
	Juvenile	.000	.267
	Adult	4.000	.267
(Constant)		6.500	.189

**Importance Values**

MOTIF	20.000
GENDER	.000
UMUR	80.000

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.989	.000
Kendall's tau	.953	.000

a. Correlations between observed and estimated preferences

## Subject 41: 141.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.667	.282
	Patternless	.667	.282
GENDER	Jantan	.500	.282
	Betina	-.500	.282
UMUR	Baby	-4.000	.398
	Juvenile	.000	.398
	Adult	4.000	.398
(Constant)		6.500	.282

### Importance Values

MOTIF	12.903
GENDER	9.677
UMUR	77.419

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.976	.000
Kendall's tau	.909	.000

a. Correlations between observed and estimated preferences

## Subject 42: 142.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.167	.998
	Patternless	.167	.998
GENDER	Jantan	-.500	.998
	Betina	.500	.998
UMUR	Baby	-1.000	1.411
	Juvenile	3.000	1.411
	Adult	-2.000	1.411
(Constant)		6.500	.998

### Importance Values

MOTIF	5.263
GENDER	15.789
UMUR	78.947

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.644	.012
Kendall's tau	.462	.019

a. Correlations between observed and estimated preferences

### Subject 43: 143.00

#### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	1.667	.178
	Patternless	-1.667	.178
GENDER	Jantan	.500	.178
	Betina	-.500	.178
UMUR	Baby	-1.000	.252
	Juvenile	4.000	.252
	Adult	-3.000	.252
(Constant)		6.500	.178

#### Importance Values

MOTIF	29.412
GENDER	8.824
UMUR	61.765

#### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.991	.000
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

**Subject 44: 144.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.667	.178
	Patternless	1.667	.178
GENDER	Jantan	.500	.178
	Betina	-.500	.178
UMUR	Baby	-3.000	.252
	Juvenile	4.000	.252
	Adult	-1.000	.252
(Constant)		6.500	.178

**Importance Values**

MOTIF	29.412
GENDER	8.824
UMUR	61.765

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.991	.000
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Subject 45: 145.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	.000	1.132
	Patternless	.000	1.132
GENDER	Jantan	1.333	1.132
	Betina	-1.333	1.132
UMUR	Baby	-1.500	1.601
	Juvenile	.500	1.601
	Adult	1.000	1.601
(Constant)		6.500	1.132

### Importance Values

MOTIF	.000
GENDER	51.613
UMUR	48.387

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.497	.050
Kendall's tau	.381	.048

a. Correlations between observed and estimated preferences

**Subject 46: 146.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.500	.000
	Patternless	1.500	.000
GENDER	Jantan	-3.000	.000
	Betina	3.000	.000
UMUR	Baby	-1.000	.000
	Juvenile	.000	.000
	Adult	1.000	.000
(Constant)		6.500	.000

**Importance Values**

MOTIF	27.273
GENDER	54.545
UMUR	18.182

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences



## Subject 47: 147.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.000	.000
	Patternless	1.000	.000
GENDER	Jantan	-.500	.000
	Betina	.500	.000
UMUR	Baby	-4.000	.000
	Juvenile	.000	.000
	Adult	4.000	.000
(Constant)		6.500	.000

### Importance Values

MOTIF	18.182
GENDER	9.091
UMUR	72.727

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Subject 48: 148.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	1.000	.553
	Patternless	-1.000	.553
GENDER	Jantan	.333	.553
	Betina	-.333	.553
UMUR	Baby	4.000	.782
	Juvenile	-1.000	.782
	Adult	-3.000	.782
(Constant)		6.500	.553

### Importance Values

MOTIF	20.690
GENDER	6.897
UMUR	72.414

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.906	.000
Kendall's tau	.800	.000

a. Correlations between observed and estimated preferences

## Subject 49: 149.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	2.000	.994
	Patternless	-2.000	.994
GENDER	Jantan	-1.000	.994
	Betina	1.000	.994
UMUR	Baby	.000	1.406
	Juvenile	.000	1.406
	Adult	.000	1.406
(Constant)		6.500	.994

### Importance Values

MOTIF	66.667
GENDER	33.333
UMUR	.000

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.648	.011
Kendall's tau	.503	.017

a. Correlations between observed and estimated preferences

## Subject 50: 150.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.000	.141
	Patternless	1.000	.141
GENDER	Jantan	.333	.141
	Betina	-.333	.141
UMUR	Baby	-4.000	.199
	Juvenile	.000	.199
	Adult	4.000	.199
(Constant)		6.500	.141

### Importance Values

MOTIF	18.750
GENDER	6.250
UMUR	75.000

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.994	.000
Kendall's tau	.970	.000

a. Correlations between observed and estimated preferences

**Subject 51: 151.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	.000	.189
	Patternless	.000	.189
GENDER	Jantan	-1.000	.189
	Betina	1.000	.189
UMUR	Baby	-4.000	.267
	Juvenile	.000	.267
	Adult	4.000	.267
(Constant)		6.500	.189

**Importance Values**

MOTIF	.000
GENDER	20.000
UMUR	80.000

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.989	.000
Kendall's tau	.953	.000

a. Correlations between observed and estimated preferences

**Subject 52: 152.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.000	.633
	Patternless	1.000	.633
GENDER	Jantan	-.333	.633
	Betina	.333	.633
UMUR	Baby	-2.000	.895
	Juvenile	-2.000	.895
	Adult	4.000	.895
(Constant)		6.500	.633

**Importance Values**

MOTIF	23.077
GENDER	7.692
UMUR	69.231

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.874	.000
Kendall's tau	.750	.000

a. Correlations between observed and estimated preferences

**Subject 53: 153.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-3.000	.000
	Patternless	3.000	.000
GENDER	Jantan	.500	.000
	Betina	-.500	.000
UMUR	Baby	2.000	.000
	Juvenile	.000	.000
	Adult	-2.000	.000
(Constant)		6.500	.000

**Importance Values**

MOTIF	54.545
GENDER	9.091
UMUR	36.364

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	1.000	.000
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Subject 54: 154.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.333	1.063
	Patternless	1.333	1.063
GENDER	Jantan	-.667	1.063
	Betina	.667	1.063
UMUR	Baby	1.750	1.503
	Juvenile	-1.500	1.503
	Adult	-.250	1.503
(Constant)		6.500	1.063

### Importance Values

MOTIF	36.782
GENDER	18.391
UMUR	44.828

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.580	.024
Kendall's tau	.515	.010

a. Correlations between observed and estimated preferences



**Subject 55: 155.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-3.000	.141
	Patternless	3.000	.141
GENDER	Jantan	-.333	.141
	Betina	.333	.141
UMUR	Baby	-2.000	.199
	Juvenile	2.000	.199
	Adult	8.882E-16	.199
(Constant)		6.500	.141

**Importance Values**

MOTIF	56.250
GENDER	6.250
UMUR	37.500

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.994	.000
Kendall's tau	.970	.000

a. Correlations between observed and estimated preferences

## Subject 56: 156.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.500	.231
	Patternless	1.500	.231
GENDER	Jantan	3.000	.231
	Betina	-3.000	.231
UMUR	Baby	.750	.327
	Juvenile	-.250	.327
	Adult	-.500	.327
(Constant)		6.500	.231

### Importance Values

MOTIF	29.268
GENDER	58.537
UMUR	12.195

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.984	.000
Kendall's tau	.909	.000

a. Correlations between observed and estimated preferences

**Subject 57: 157.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.667	.178
	Patternless	1.667	.178
GENDER	Jantan	.500	.178
	Betina	-.500	.178
UMUR	Baby	-3.000	.252
	Juvenile	4.000	.252
	Adult	-1.000	.252
(Constant)		6.500	.178

**Importance Values**

MOTIF	29.412
GENDER	8.824
UMUR	61.765

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.991	.000
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

**Subject 58: 158.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-.500	.000
	Patternless	.500	.000
GENDER	Jantan	-1.000	.000
	Betina	1.000	.000
UMUR	Baby	-4.000	.000
	Juvenile	.000	.000
	Adult	4.000	.000
(Constant)		6.500	.000

**Importance Values**

MOTIF	9.091
GENDER	18.182
UMUR	72.727

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

**Subject 59: 159.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	.403
	Patternless	.333	.403
GENDER	Jantan	.000	.403
	Betina	.000	.403
UMUR	Baby	4.000	.570
	Juvenile	.000	.570
	Adult	-4.000	.570
(Constant)		6.500	.403

**Importance Values**

MOTIF	7.692
GENDER	.000
UMUR	92.308

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.951	.000
Kendall's tau	.826	.000

a. Correlations between observed and estimated preferences

**Subject 60: 160.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	1.000	.000
	Patternless	-1.000	.000
GENDER	Jantan	-.500	.000
	Betina	.500	.000
UMUR	Baby	4.000	.000
	Juvenile	.000	.000
	Adult	-4.000	.000
(Constant)		6.500	.000

**Importance Values**

MOTIF	18.182
GENDER	9.091
UMUR	72.727

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Subject 61: 161.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.000	.000
	Patternless	1.000	.000
GENDER	Jantan	-.500	.000
	Betina	.500	.000
UMUR	Baby	4.000	.000
	Juvenile	.000	.000
	Adult	-4.000	.000
(Constant)		6.500	.000

### Importance Values

MOTIF	18.182
GENDER	9.091
UMUR	72.727

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Subject 62: 162.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	.000	.403
	Patternless	.000	.403
GENDER	Jantan	-.333	.403
	Betina	.333	.403
UMUR	Baby	-4.000	.570
	Juvenile	.000	.570
	Adult	4.000	.570
(Constant)		6.500	.403

### Importance Values

MOTIF	.000
GENDER	7.692
UMUR	92.308

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.951	.000
Kendall's tau	.826	.000

a. Correlations between observed and estimated preferences



## Subject 63: 163.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.000	.189
	Patternless	1.000	.189
GENDER	Jantan	.000	.189
	Betina	.000	.189
UMUR	Baby	.000	.267
	Juvenile	4.000	.267
	Adult	-4.000	.267
(Constant)		6.500	.189

### Importance Values

MOTIF	20.000
GENDER	.000
UMUR	80.000

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.989	.000
Kendall's tau	.953	.000

a. Correlations between observed and estimated preferences

**Subject 64: 164.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	1.023
	Patternless	.333	1.023
GENDER	Jantan	.833	1.023
	Betina	-.833	1.023
UMUR	Baby	.250	1.446
	Juvenile	2.250	1.446
	Adult	-2.500	1.446
(Constant)		6.500	1.023

**Importance Values**

MOTIF	9.412
GENDER	23.529
UMUR	67.059

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	.621	.016
Kendall's tau	.455	.020

a. Correlations between observed and estimated preferences

## Subject 65: 165.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.500	.000
	Patternless	1.500	.000
GENDER	Jantan	3.000	.000
	Betina	-3.000	.000
UMUR	Baby	1.000	.000
	Juvenile	.000	.000
	Adult	-1.000	.000
(Constant)		6.500	.000

### Importance Values

MOTIF	27.273
GENDER	54.545
UMUR	18.182

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Subject 66: 166.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	.770
	Patternless	.333	.770
GENDER	Jantan	-.167	.770
	Betina	.167	.770
UMUR	Baby	-3.500	1.089
	Juvenile	.250	1.089
	Adult	3.250	1.089
(Constant)		6.500	.770

### Importance Values

MOTIF	8.602
GENDER	4.301
UMUR	87.097

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.807	.001
Kendall's tau	.636	.002

a. Correlations between observed and estimated preferences

## Subject 67: 167.00

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.333	.356
	Patternless	.333	.356
GENDER	Jantan	.500	.356
	Betina	-.500	.356
UMUR	Baby	-4.000	.504
	Juvenile	.000	.504
	Adult	4.000	.504
(Constant)		6.500	.356

### Importance Values

MOTIF	6.897
GENDER	10.345
UMUR	82.759

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.962	.000
Kendall's tau	.848	.000

a. Correlations between observed and estimated preferences

**Subject 68: 168.00**

**Utilities**

		Utility Estimate	Std. Error
MOTIF	Pattern	-1.000	.000
	Patternless	1.000	.000
GENDER	Jantan	.500	.000
	Betina	-.500	.000
UMUR	Baby	.000	.000
	Juvenile	4.000	.000
	Adult	-4.000	.000
(Constant)		6.500	.000

**Importance Values**

MOTIF	18.182
GENDER	9.091
UMUR	72.727

**Correlations<sup>a</sup>**

	Value	Sig.
Pearson's R	1.000	.
Kendall's tau	1.000	.000

a. Correlations between observed and estimated preferences

## Overall Statistics

### Utilities

		Utility Estimate	Std. Error
MOTIF	Pattern	-.426	.054
	Patternless	.426	.054
GENDER	Jantan	.375	.054
	Betina	-.375	.054
UMUR	Baby	-.897	.076
	Juvenile	1.199	.076
	Adult	-.301	.076
(Constant)		6.500	.054

### Importance Values

MOTIF	20.592
GENDER	16.918
UMUR	62.490

Averaged Importance  
Score

### Correlations<sup>a</sup>

	Value	Sig.
Pearson's R	.991	.000
Kendall's tau	.939	.000

a. Correlations between observed and estimated preferences