

GLOSSARY OF TERMS

- Perception : A process that makes a person choose, organize, and interpret the stimuli received into a meaningful picture.
- Stimuli : Physical form, visual or verbal communication that may affect individuals.
- Respondent : Parties were used as sample in a research.
- Reliability : The consistency of a series of measurements or series of measuring instruments.
- Validity : The extent to which the precision and accuracy of a measuring instrument in doing measuring function.
- Konfirmatoris Factor Analysis : A factor analysis technique in which a priori based on the theories and concepts that are already known to be understood or predetermined, then made a number of factors that will be established, as well as variables that are included in each of the factors that shaped and it is definitely the goal.
- Multidimesional Scalling : One of the ways used to map respondents perceptions and preferences visually on a map geometry.
- Stress Value : A value that indicates the quality of the output MDS obtained.
- Euclidean Distance : Distance that states getting smaller the resulting value, the distance more closer to each object and the level of competition more higher among these brands.
- Perceptual Map : Map geometry that describes the various interrelated dimensions.
- Encoding Questionnaire : Steps to translate the respondents answers into the form of numbers.