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**DAFTAR HADIR PESERTA SEMINAR PROPOSAL
PENELITIAN**

**PENGARUH KUALITAS PRODUK, HARGA DAN PROMOSI
TERHADAP KEPUTUSAN PEMBELIAN PADA HOME
INDUSTRI MORANG MORENG SNACK DI SIDOARJO**

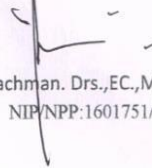
Nama : Dewi Wahyuningsih
 Program Studi/Angkatan : Manajemen/2015
 NIM : 151500132

NO	NIM	NAMA	TTD
1	151500209	Aliq Abidah	<i>[Signature]</i>
2	15-150-0207	RIRIN DWI S	<i>[Signature]</i>
3	15-150-0231	ELLA FITRI ANISSA	<i>[Signature]</i>
4	15-150-0047	Irdah Ayu Dwi-L.	<i>[Signature]</i>
5	15-150-0167	Ista Rohmawati M	<i>[Signature]</i>
6	16-150-0122	Lusy Fitria salsa B.	<i>[Signature]</i>
7	16-160-0084	Eli Dwi Agustin	<i>[Signature]</i>
8	15-160-0131	Hermin Asmarani	<i>[Signature]</i>
9	15-160-0149	Apriyani Nur Azizah	<i>[Signature]</i>
10	16-160-0068	YURIDA SAFMITHA	<i>[Signature]</i>
11	15-150-0249	Nurul Dwi Nilam S	<i>[Signature]</i>
12	15-150-0198	MOCH ardika	<i>[Signature]</i>
13	15-150-0183	Widia Affiani	<i>[Signature]</i>
14	15-150-0119	Ida Nurfa N.	<i>[Signature]</i>
15	15-150-253	Rafinda Derista	<i>[Signature]</i>
16	151500193	Dwi Wijayanti	<i>[Signature]</i>

17	151500310	Fitri Cantika	Jm H
18	151500060	Karina Sekar	
19			
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Surabaya, 04 Juli 2019

Dosen Pembimbing



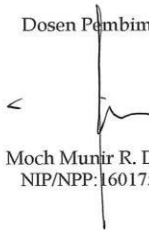
Moch. Munir Rachman. Drs., EC., M. Si. Dr
NIP/NPP: 1601751/DY

LEMBAR PERSETUJUAN

Skripsi ini telah disetujui oleh dosen pembimbing dan layak untuk diuji :

Tanggal : 22 Juli 2019

Dosen Pembimbing,

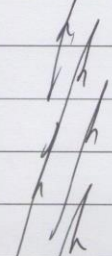
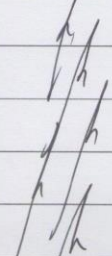
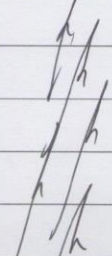
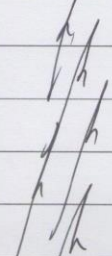
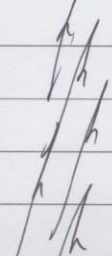
A handwritten signature in black ink, consisting of a vertical line with a small horizontal stroke at the top and a wavy line at the bottom.

Moch Munir R. DR, M.Si
NIP/NPP: 1601751/DY

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Dewi Wahyuningsih
2. NIM : 151500132
3. Program Studi : Manajemen
4. Tanggal Mengajukan Skripsi : 22 Juli 2019
5. Judul Skripsi : Pengaruh Kualitas Produk ,
Harga dan Promosi Terhadap
Keputusan Pembelian Pada
Home Industri Morang Moreng
Snack Di Sidoarjo

6. Dosen Pembimbing : Dr. Moch Munir Rachman, Drs,
Ec., M.Si

No	Tanggal	Paraf Pembimbing	Uraian/ Kegiatan	Keterangan
1.	21 oktober 2018		Pengajuan Judul	Revisi
2.	17 oktober 2018		Pengajuan Judul	ACC
3.	03 januari 2019		BAB I	Revisi
4.	04 januari 2019		BAB 1	Revisi
5.	07 januari 2019		BAB I	ACC

6.	10 Januari 2019		BAB II	Revisi
7.	23 Mei 2019		BAB II	ACC
8.	06 Juni 2019		BAB III	Revisi
9.	25 Juni 2019		BAB III	ACC
10.	04 Juli 2019		Sidang Seminar Proposal	
11.	17 Juli 2019		BAB IV	Revisi
12.	18 Juni 2019		BAB IV	ACC
13.	18 Juli 2019		BAB V	ACC

7. Konsultasi :15 Oktober 2019
- 29 Juli 2019
8. Tanggal selesai menulis skripsi : 29 Juli 2019

Surabaya, 22 Juli 2019

Dosen Pembimbing

Moch Munir R. DR, M.Si
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BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : Dewi Wahyuningsih

NIM / Program Studi : 151500132 , Manajemen

Judul Skripsi : Pengaruh Kualitas produk, Harga dan promosi Terhadap Keputusan pembelian pada home Industri Morang Moring Snacks

Tanggal Ujian Skripsi : _____

Penguji : 1. Drs. R. Bambang Dwi Waryanto, SE, MM
2. Drs. H. Sybakir, MM

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	12/19 /8	Bab II landasan teori, Peneliti	
2		Kerangka konseptual	
3		hipotesis penelitian	
4		Buletin ace	
5			
6			
7			
8			

Penguji I,

Surabaya, _____
Penguji II,



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI

Kampus : Jl. Dukuh Menanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234
 Website : <http://www.unipasby.ac.id>

BERITA ACARA
 BIMBINGAN REVISI SKRIPSI

Nama : Dewi Wahyuningsih
 NIM / Program Studi : 151500132 / Manajemen
 Judul Skripsi : Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian pada home Industri Morang Moreng Snack
 Tanggal Ujian Skripsi : _____
 Penguji : 1. _____
 2. Subalit

No	Tanggal	Materi Konsultasi	Paraf Penguji
1		kerangka konseptual	
2	8/19	Rancangan penelitian	Ace
3		penyajian data	
4		Pengujian hipotesis	
5			
6			
7			
8			

Penguji I,

Surabaya,
 Penguji II,

KUESIONER PENELITIAN

“Pengaruh Kualitas Produk, Harga, dan Promosi terhadap Keputusan Pembelian Pada Home Industri Morang Moreng Snack Di Sidoarjo”

Kpd Yth Bpk/Ibu/Sdr

Konsumen Morang Moreng Snack

Di Tempat

Dengan Hormat,

Saya yang bertanda tangan dibawah ini :

Nama : Dewi Wahyuningsih

Nim : 15-150-0132

Prodi : Manajemen Fakultas Ekonomi

Universitas PGRI Adi Bauana Surabaya

Kuesioner ini ditujukan untuk mebantu pengumpulan data penelitian guna penyusunan skripsi yang berjudul **“Pengaruh Kualitas Produk, Harga, dan Promosi terhadap Keputusan Pembelian Pada Home Industri Morang Moreng Snack Di Sidoarjo”**. Yang merupakan salah satu syarat bagi peneliti untuk menyelesaikan studi program S1 jurusan

Manajemen Fakultas Ekonomi Universitas PGRI Adi Buana
Surabaya.

Untuk itu peneliti memohon bantuan kepada
saudara/saudari untuk bersedia meluangkan waktunya untuk
mengisi kuesioner ini dengan benar. Atas ketersediaannya
peneliti mengucapkan terimakasih.

Hormat saya,



(Dewi Wahyuningsih)

Petunjuk Pengisian Kuesioner :

Mohon untuk memberikan tanda **(X)** pada setiap jawaban yang anda pilih.

Identitas Responden

Umur	: a. 15 - 20 tahun	<input type="checkbox"/>
	b. 21 - 25 tahun	<input type="checkbox"/>
	c. 26 - 30 tahun	<input type="checkbox"/>
	d. 31 - 40 tahun	<input type="checkbox"/>
	e. \geq 41 tahun	<input type="checkbox"/>
Jenis Kelamin	: a. Laki-Laki	<input type="checkbox"/>
	b. Perempuan	<input type="checkbox"/>
Pekerjaan	: a. Pelajar/Mahasiswa	<input type="checkbox"/>
	b. Swasta	<input type="checkbox"/>
	c. PNS	<input type="checkbox"/>
	d. Lain-lain	<input type="checkbox"/>

Keterangan Pilihan Jawaban

SS	: Sangat Setuju	= 5
S	: Setuju	= 4
KS	: Kurang Setuju	= 3
TS	: Tidak Setuju	= 2
STS	: Sangat Tidak Setuju	= 1

KUESIONER

1. Variabel Kualitas Produk (X₁)

Pertanyaan		Jawaban				
No	Karakteristik tambahan untuk menjadi pembeda	SS	S	KS	TS	STS
1.	Produk snack morang moreng memiliki berbagai ragam					
2.	Produk karakteristik morang moreng snack memiliki ciri tersendiri					
3.	Produk karakteristik untuk menjadi pembeda semua snack morang moreng					
No	Keandalan (Realibility)	SS	S	KS	TS	STS
1.	Produk keandalan sesuai dengan kualitas produk snack morang moreng					
2.	Produk snack morang moreng di sidoarjo cukup bagus					
3.	Produk snack morang moreng berusaha untuk memperbaiki kualitas produknya					
No	Daya Tahan (Durability)	SS	S	KS	TS	STS
1.	Produk snack morang moreng di sidoarjo baik dibandingkan lainnya					
2.	Daya tahan snack morang moreng lebih baik					

	dibandingkan yg lainnya					
3.	Produk morang moreng snack mempunyai ketahanan yang baik					
No	Estetika	SS	S	KS	TS	STS
1.	Produk estetika yang ditawarkan sesuai dengan manfaat yang dirasakan					
2.	Produk estetika yang ditawarkan sesuai dengan manfaat yang diharapkan					
3.	Saya merasa produk snack morang moreng dapat dipercaya					
No	Kualitas yang dipersepsikan (<i>Perceived quality</i>)	SS	S	KS	TS	STS
1.	Produk yang dipersepsikan snackmorang moreng					
2.	Produk tidak mempengaruhi untuk membeli snackmorang moreng					
3.	Saya meyakini kualitas produk snack morang moreng sangat baik					

2. Variabel Harga (X2)

No	Keterjangkauan Harga	SS	S	KS	TS	STS
1.	Harga produk yang ditawarkan terjangkau untuk dibeli					

2.	Harga produk yang ditawarkan dapat dijangkau oleh kalangan menengah kebawah					
3.	Harga produk morang moreng snack tidak mahal					
No	Kesesuaian harga dengan kualitas produk	SS	S	KS	TS	STS
1.	Harga yang ditawarkan sesuai dengan kualitas produk yang di jual					
2.	Harga sesuai dengan kualitas produk yang diterima konsumen					
3.	Harga Morang moreng snack cukup terjangkau					
No	Daya saing harga	SS	S	KS	TS	STS
1.	Harga yang ditawarkan sangat kompetitif					
2.	Harga produk snack morang moreng lebih murah dari tempat lain					
3.	Harga dan kualitas produk snack morang moreng bersaing dengan tempat lain					
No	Kesesuaian harga dengan manfaat produksi	SS	S	KS	TS	STS
1.	Manfaat yang di peroleh pelanggan sama dengan harga yang di berikan					
2.	Harga sesuai dengan produk yang diterima					

	konsumen					
3.	Harga produk sesuai dengan manfaat yang di dapat					

3. Variabel Promosi (X3)

No	periklanan	SS	S	KS	TS	STS
1.	Berminat membeli produk di Toko morang moreng snack					
2.	Mengetahui produk morang moreng snack dari sosial media (internet)					
3.	Mengetahui produk morang moreng snack dari Brosur					
No	Promosi penjualan	SS	S	KS	TS	STS
1.	Promosi produk ini memberikan informasi yang cukup kepada konsumen					
2.	Promosi penjualan produk ini menimbulkan keinginan konsumen					
3.	Untuk membeli produk tersebut					
No	Penjualan seseorang	SS	S	KS	TS	STS
1.	Memenuhi penjualan yang telah diberikan					
2.	Memberikan penjelasan/informasi atau kesulitan konsumen secara baik, jelas, cepat dan tepat					

3.	Selalu bersikap profesional dan ramah					
No	Hubungan masyarakat	SS	S	KS	TS	STS
1.	Promosi penjualan membeli snack morang moreng pada keluarga					
2.	Promosi penjualan membeli snack morang moreng pada teman					
3.	Memberikan potongan harga					
No	Penjualan langsung	SS	S	KS	TS	STS
1.	Promosi produk secara langsung dapat melihat dan memahami produk yang dijual dengan jelas					
2.	Promosi produk secara langsung sangat membantu untuk memilih produk yang diinginkan konsumen					
3.	Promosi produk secara langsung mampu menumbuhkan kepercayaan pelanggan terhadap produk yang ditawarkan					
No	Direct marketing	SS	S	KS	TS	STS
1.	Pelayanan yang ramah					
2.	Cepat tanggap dalam menghadapi keluhan konsumen					
3.	Cepat tanggap menyesuaikan pesanan					

	sesuai kebutuhan konsumen					
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4. Variabel Keputusan Pembelian (Y)

No	Pilihan produk	SS	S	KS	TS	STS
1.	produk morang moreng snack yang dijual sesuai dengan kualitas yang dimiliki					
2.	produk morang moreng snack beraneka jenis macam produk					
3.	produk morang moreng snack saya yakini mampu menumbuhkan rasa keinginan memilih produk tersebut					
No	Pilihan merk	SS	S	KS	TS	STS
1.	produk snack morang moreng sangatlah terpercaya sehingga tidak ragu dalam memutuskan untuk membeli					
2.	produk snack morang moreng karena percaya menjual produk berkualitas					
3.	Merk menjadi pertimbangan utama untuk menentukan pembelian produk					
No	Pemilihan saluran pembelian	SS	S	KS	TS	STS
1.	Membeli produk snack morang moreng karena					

	adanya penyalur					
2.	Penyalur menjadi pertimbangan dalam menentukan pilihan dalam membeli produk					
3.	Penyalur yang banyak pelanggan akan menjadi tujuan dalam membeli produk					
No	Waktu pembelian	SS	S	KS	TS	STS
1.	Waktu pembelian menjadi pertimbangan dalam menentukan tempat pembelian produk					
2.	Kebutuhan yang mendesak terhadap produk menjadikan tempat yang paling dekat untuk dipilih dalam membeli produk					
3.	Toko Morang moreng snack memiliki jam buka setiap hari sehingga mudah bagi konsumen untuk membeli					
No	Jumlah pembelian	SS	S	KS	TS	STS
1.	Jumlah pembelian menjadi pertimbangan dalam memutuskan membeli produk					
2.	Pembelian jumlah yang banyak akan membuat pembeli memilih supplier yang besar					

3.	Jumlah yang diinginkan konsumen selalu tersedia					
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Resp.	KUALITAS PRODUK (X1)																TOTAL	MEAN				
	X1.1				X1.2				X1.3				X1.4						X1.5			
	X1.1.1	X1.1.2	X1.1.3	SubTOTAL	X1.2.1	X1.2.2	X1.2.3	SubTOTAL	X1.3.1	X1.3.2	X1.3.3	SubTOTAL	X1.4.1	X1.4.2	X1.4.3	SubTOTAL			X1.5.1	X1.5.2	X1.5.3	SubTOTAL
Resp. 1	4	5	5	14	5	4	4	13	4	4	5	13	5	5	5	15	3	5	5	13	68	4,53
Resp. 2	5	5	5	15	5	4	5	14	4	5	5	14	4	5	5	14	5	2	5	12	64	4,60
Resp. 3	5	4	4	13	4	4	5	13	5	4	4	13	5	5	2	12	3	3	2	4	57	3,85
Resp. 4	4	4	5	13	5	5	4	14	2	4	4	10	5	5	5	15	5	2	5	12	64	4,22
Resp. 5	4	4	5	13	4	5	4	13	4	5	4	13	4	4	4	12	4	4	4	12	63	4,20
Resp. 6	5	5	5	15	5	4	5	14	3	4	5	12	5	4	5	14	5	5	5	15	70	4,62
Resp. 7	4	4	4	12	5	5	4	14	4	4	5	13	5	4	4	13	4	4	5	13	65	4,33
Resp. 8	5	4	5	14	5	5	5	15	5	5	5	15	5	4	5	14	5	5	4	14	72	4,80
Resp. 9	4	4	4	12	5	5	4	14	5	5	4	14	5	4	5	14	5	5	4	14	68	4,53
Resp. 10	2	2	5	9	5	5	4	14	4	5	4	13	4	3	4	11	4	4	5	13	60	4,00
Resp. 11	4	4	4	12	4	5	4	13	3	5	5	13	5	5	5	15	5	5	5	15	68	4,53
Resp. 12	5	5	5	15	5	5	5	15	5	5	2	12	5	5	5	15	3	3	3	9	66	4,40
Resp. 13	4	4	3	11	3	5	3	9	2	5	2	9	2	3	3	10	3	5	4	12	51	3,40
Resp. 14	4	4	3	11	4	4	4	12	4	5	2	11	5	3	4	14	5	5	5	15	64	4,22
Resp. 15	5	2	2	9	2	2	4	6	5	4	4	13	4	5	4	13	3	4	4	11	52	3,42
Resp. 16	5	5	5	15	5	5	4	14	5	4	5	14	5	5	5	15	3	5	4	12	70	4,62
Resp. 17	4	4	4	12	5	5	4	14	5	5	3	13	3	3	3	9	3	5	5	13	61	4,02
Resp. 18	4	5	5	14	5	4	4	13	5	5	4	14	4	5	4	13	4	4	3	11	65	4,33
Resp. 19	4	4	5	13	5	4	4	13	5	5	4	14	5	4	4	13	5	4	4	13	66	4,40
Resp. 20	5	3	5	13	2	2	2	6	4	4	4	12	4	5	3	12	4	5	5	14	57	3,80
Resp. 21	3	3	3	9	3	3	3	9	5	5	4	14	5	4	3	12	5	5	3	13	57	3,80
Resp. 22	4	4	5	13	4	5	4	13	2	4	4	10	5	3	3	11	3	4	3	10	57	3,80
Resp. 23	4	3	4	11	4	4	4	12	4	4	4	12	5	5	4	14	5	4	4	13	60	4,00
Resp. 24	4	5	3	12	3	4	4	11	4	4	4	12	5	5	4	14	5	4	4	13	62	4,15
Resp. 25	5	5	5	15	5	4	5	14	5	5	5	15	5	5	5	15	5	5	5	15	74	4,93
Resp. 26	3	3	3	9	5	5	5	15	4	4	2	10	5	5	4	14	4	4	5	13	61	4,02
Resp. 27	3	5	3	11	3	3	3	9	5	5	5	15	3	3	3	9	3	4	4	11	55	3,62
Resp. 28	5	4	5	14	4	5	5	14	4	4	4	12	5	4	5	14	5	5	5	15	69	4,60
Resp. 29	4	4	5	13	4	3	4	11	5	5	4	14	3	5	5	13	3	5	5	13	64	4,22
Resp. 30	5	5	5	15	5	5	5	15	5	3	3	13	5	5	5	15	5	5	4	14	72	4,80
Resp. 31	3	4	5	12	4	3	3	10	4	4	4	12	4	4	4	12	5	4	4	13	59	3,93
Resp. 32	4	4	4	12	4	5	5	14	4	4	4	12	5	4	3	12	2	3	3	8	58	3,82
Resp. 33	5	4	4	13	4	3	3	10	2	2	3	7	4	4	5	13	4	5	5	14	57	3,80
Resp. 34	5	5	5	15	4	4	4	12	4	5	5	14	3	4	4	11	4	4	4	12	64	4,22
Resp. 35	5	4	5	14	5	4	5	14	4	4	4	12	5	5	5	15	2	5	3	10	65	4,33
Resp. 36	5	4	4	13	3	3	3	9	3	3	3	9	4	3	3	10	5	3	3	9	50	3,33
Resp. 37	3	4	5	12	3	3	3	9	4	5	4	13	2	2	3	7	5	5	5	13	54	3,62
Resp. 38	4	5	4	13	3	4	4	11	2	2	4	8	4	4	5	13	4	5	4	13	58	3,82
Resp. 39	3	3	4	10	3	3	3	9	5	4	4	13	4	5	5	14	5	5	3	13	59	3,93
Resp. 40	5	3	5	13	3	4	5	12	4	4	5	13	3	5	5	13	5	5	5	15	66	4,40
Resp. 41	4	4	5	13	3	2	4	9	4	3	5	12	5	5	4	14	3	4	4	11	59	3,93
Resp. 42	3	3	3	9	3	2	3	8	4	5	4	13	5	5	5	15	4	3	3	10	55	3,62
Resp. 43	5	4	4	13	2	2	3	7	1	3	3	7	3	3	3	9	5	5	5	15	51	3,40
Resp. 44	4	3	4	11	3	2	4	11	2	2	2	6	4	5	4	13	4	5	4	13	54	3,60
Resp. 45	3	3	4	10	4	2	4	10	4	4	5	13	4	5	4	13	4	2	2	8	54	3,60
Resp. 46	4	4	3	11	4	2	2	8	4	4	4	12	4	4	4	12	5	3	4	12	55	3,62
Resp. 47	5	4	4	13	4	4	5	13	4	4	4	12	5	4	5	14	5	3	5	11	63	4,20
Resp. 48	5	5	5	15	4	4	3	11	3	3	3	9	5	4	4	13	4	5	3	12	60	4,00
Resp. 49	5	5	4	14	5	4	3	14	5	5	5	15	3	3	3	9	5	5	5	15	67	4,42
Resp. 50	5	4	5	14	4	5	5	14	4	4	5	13	5	5	5	15	4	5	5	14	70	4,62
Resp. 51	5	5	4	14	4	4	5	13	4	4	4	12	5	4	4	13	3	4	5	12	64	4,22
Resp. 52	3	3	3	9	3	4	3	10	4	4	4	12	5	4	3	12	3	3	3	9	52	3,42

Resp. 53	5	4	3	12	4	4	5	13	2	2	2	2	6	2	2	2	4	3	5	5	13	50	3.33
Resp. 54	7	4	4	10	4	4	2	10	5	3	4	12	4	4	5	13	4	5	5	14	59	3.93	
Resp. 55	5	5	5	15	5	5	5	15	5	3	5	13	5	5	5	15	5	5	3	13	71	4.23	
Resp. 56	4	4	3	11	3	3	3	9	3	3	5	11	5	5	4	14	5	4	4	13	58	3.87	
Resp. 57	4	5	3	12	4	4	4	12	4	4	4	12	5	4	5	14	3	4	4	11	61	4.07	
Resp. 58	3	3	3	9	2	2	2	6	2	2	2	4	2	2	2	4	2	2	2	6	33	2.10	
Resp. 59	5	4	4	13	4	4	5	13	5	4	4	13	3	5	5	13	5	4	5	14	66	4.40	
Resp. 60	4	5	3	12	3	3	4	10	4	4	5	13	5	5	5	15	4	5	4	13	65	4.20	
Resp. 61	4	3	3	10	3	4	4	11	4	4	5	13	5	5	4	14	4	4	4	12	60	4.00	
Resp. 62	5	3	3	11	5	4	5	14	5	4	4	13	5	4	5	14	4	3	5	12	64	4.27	
Resp. 63	4	4	3	11	3	3	3	9	3	3	3	9	3	3	3	9	4	5	4	13	51	3.40	
Resp. 64	4	3	4	11	4	4	4	12	5	3	4	12	3	5	3	11	5	5	4	14	60	4.00	
Resp. 65	5	5	5	15	5	5	5	15	4	4	5	13	5	5	4	14	5	5	5	15	72	4.80	
Resp. 66	5	5	5	15	4	4	5	13	4	3	5	12	5	5	3	13	3	4	5	12	65	4.33	
Resp. 67	4	3	3	10	4	4	4	12	4	5	4	13	5	4	4	13	4	3	4	11	59	3.93	
Resp. 68	4	5	5	14	4	4	4	11	2	5	5	12	5	4	5	12	2	2	3	7	54	3.73	
Resp. 69	5	4	3	12	4	4	5	13	5	5	4	14	5	5	3	13	4	5	5	14	66	4.40	
Resp. 70	4	4	5	13	3	3	3	9	3	3	3	9	3	4	4	11	4	4	4	12	54	3.60	
Resp. 71	5	3	5	13	3	4	5	12	4	4	4	12	4	4	4	12	4	4	5	13	62	4.13	
Resp. 72	5	5	5	15	5	5	5	15	5	5	2	13	5	5	5	15	5	5	5	15	72	4.80	
Resp. 73	5	5	5	13	3	3	3	9	3	2	2	9	4	4	4	12	3	4	4	11	54	3.60	
Resp. 74	4	5	5	14	5	4	4	13	5	5	2	12	4	4	5	13	4	5	4	13	65	4.33	
Resp. 75	5	4	3	12	5	4	5	14	4	5	5	14	5	4	5	14	3	5	5	13	67	4.47	
Resp. 76	4	5	3	12	3	3	5	11	4	4	5	13	5	5	5	15	5	4	5	14	65	4.33	
Resp. 77	2	4	4	10	4	4	2	10	2	2	2	6	2	2	2	4	2	2	2	6	33	2.10	
Resp. 78	4	5	5	12	4	4	4	12	4	5	5	14	5	4	4	13	4	4	2	10	61	4.07	
Resp. 79	3	3	3	9	3	4	4	11	4	5	4	13	3	5	5	13	4	5	4	13	59	3.93	
Resp. 80	5	4	4	13	3	3	3	9	3	3	3	9	3	5	5	5	15	3	5	5	13	59	3.93
Resp. 81	3	4	4	13	3	4	4	11	4	4	3	11	5	4	5	14	5	5	5	13	64	4.27	
Resp. 82	4	5	4	13	4	4	3	11	4	4	5	13	4	4	4	12	5	4	4	13	62	4.13	
Resp. 83	4	3	4	11	4	5	5	14	4	4	4	12	4	4	5	13	4	4	5	13	63	4.20	
Resp. 84	4	4	5	13	3	3	3	9	3	4	5	13	5	5	3	13	5	5	5	15	60	4.00	
Resp. 85	5	5	5	15	5	4	4	13	4	4	5	13	5	5	5	15	5	5	3	13	69	4.60	
Resp. 86	5	5	4	14	4	5	2	11	3	3	4	10	4	5	5	14	3	4	4	11	60	4.00	
Resp. 87	5	5	3	13	3	4	3	10	4	3	3	10	3	3	3	9	3	3	3	9	51	3.40	
Resp. 88	5	3	4	13	5	4	3	12	4	4	5	13	5	5	5	13	5	4	4	12	64	4.27	
Resp. 89	5	4	4	13	4	4	5	13	3	5	3	11	2	2	2	4	5	4	4	13	54	3.73	
Resp. 90	5	5	5	15	4	4	4	12	4	4	5	13	3	4	4	11	3	3	2	8	59	3.93	
Resp. 91	5	5	5	15	5	5	5	15	5	5	5	15	5	5	3	13	5	5	5	15	79	4.87	
Resp. 92	5	3	5	13	5	5	4	14	4	2	3	10	5	3	3	9	4	4	4	12	58	3.87	
Resp. 93	3	3	3	9	4	3	4	11	4	4	4	12	3	3	3	11	4	4	4	12	55	3.67	
Resp. 94	4	3	4	11	5	5	2	12	5	4	5	14	4	4	5	13	5	5	4	14	64	4.27	
Resp. 95	4	4	4	12	3	4	5	12	5	5	3	13	5	4	4	13	3	5	5	13	63	4.20	
Resp. 96	5	4	4	13	5	4	5	14	4	5	4	13	5	4	4	13	4	3	4	11	64	4.27	
Resp. 97	5	4	4	13	3	3	3	9	3	3	3	9	3	3	4	10	3	5	4	12	53	3.53	
Resp. 98	4	5	4	13	3	5	11	4	4	4	4	12	4	5	5	14	5	5	5	15	65	4.33	
Resp. 99	5	5	5	15	3	4	5	12	4	3	4	11	4	4	4	12	3	4	4	11	61	4.07	
Resp. 100	4	5	5	14	3	4	4	11	5	5	5	15	4	4	4	12	4	4	5	12	63	4.20	
Resp. 101	3	3	3	9	3	4	4	11	4	5	4	13	5	4	3	12	3	3	5	11	54	3.73	
Resp. 102	5	5	5	15	3	3	3	9	3	5	5	15	5	5	5	15	4	5	4	13	67	4.47	
Resp. 103	5	4	5	14	5	4	4	13	3	4	3	10	5	4	3	12	3	5	5	13	62	4.13	
Resp. 104	3	5	3	15	4	5	2	11	3	3	3	9	3	3	3	9	4	3	3	14	59	3.93	
Resp. 105	3	3	3	9	4	3	2	9	5	5	4	14	5	5	3	13	5	5	4	13	54	3.60	
Resp. 106	2	2	2	6	5	5	4	14	4	4	4	12	5	4	3	12	3	5	5	15	57	3.80	
Resp. 107	4	5	5	14	4	5	4	13	3	3	5	11	5	4	4	13	5	4	5	14	65	4.33	

Resp. 108	4	4	4	12	4	5	3	12	4	5	4	13	5	4	4	13	3	4	4	11	61	4,07
Resp. 109	4	5	5	14	5	5	5	15	4	5	5	14	4	5	5	14	3	3	3	9	66	4,40
Resp. 110	5	5	4	14	5	5	3	13	4	4	5	13	5	5	5	15	4	4	5	13	68	4,53
Resp. 111	4	4	5	11	3	5	4	12	5	5	4	14	5	5	5	15	5	5	5	15	67	3,47
Resp. 112	4	5	4	13	4	4	4	12	3	5	5	13	2	4	4	16	5	5	4	14	62	4,13
Resp. 113	4	5	4	13	4	5	4	13	4	4	4	12	5	4	5	14	4	5	4	13	65	4,33
Resp. 114	5	5	5	15	5	4	2	11	3	3	3	9	4	4	5	13	3	5	5	13	61	4,07
TOTAL	482	471	472	1425	451	447	444	1342	448	463	453	1364	487	485	465	1437	454	485	478	1417	6985	
MEAN	4,23	4,13	4,14	12,50	3,96	3,92	3,89	11,77	3,93	4,06	3,97	11,96	4,27	4,25	4,06	12,61	3,96	4,25	4,19	12,43	61,27	

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Resp.	HARGA (X2)															TOTAL	MEAN	
	X2.1				X2.2				X2.3			X2.4						
	X2.1.1	X2.1.2	X2.1.3	SUBTOTAL	X2.2.1	X2.2.2	X2.2.3	SUBTOTAL	X2.3.1	X2.3.2	X2.3.3	SUBTOTAL	X2.4.1	X2.4.2	X2.4.3			SUBTOTAL
Resp. 1	4	4	3	11	4	4	4	12	4	4	4	12	4	4	5	13	48	4,00
Resp. 2	4	3	3	10	4	4	4	12	4	5	4	13	4	5	5	14	49	4,08
Resp. 3	4	4	4	12	4	4	4	12	5	4	4	13	5	2	4	11	48	4,00
Resp. 4	3	4	4	11	5	5	3	13	2	4	4	10	2	2	4	8	42	3,50
Resp. 5	3	4	4	11	5	5	3	13	4	4	4	12	4	2	4	10	46	3,83
Resp. 6	4	4	3	11	4	4	4	12	3	4	3	10	3	4	5	12	45	3,75
Resp. 7	4	4	3	11	4	4	4	12	5	5	5	15	4	4	5	13	51	4,25
Resp. 8	3	4	4	11	4	4	4	12	3	3	3	9	5	5	5	15	47	3,92
Resp. 9	3	3	3	9	5	5	4	14	5	5	4	14	5	5	4	14	51	4,25
Resp. 10	5	4	4	13	5	5	5	15	4	5	4	13	4	5	4	13	54	4,50
Resp. 11	5	5	5	15	4	4	4	12	3	5	5	13	3	5	5	13	53	4,42
Resp. 12	4	3	3	10	4	4	5	13	4	5	5	14	5	5	5	15	52	4,33
Resp. 13	3	3	4	10	3	3	4	10	4	4	4	12	2	2	2	6	38	3,17
Resp. 14	4	4	4	12	5	5	3	13	3	5	5	13	4	5	5	14	52	4,33
Resp. 15	5	4	5	14	5	5	4	14	4	4	4	12	5	4	4	13	53	4,42
Resp. 16	3	4	4	11	4	4	4	12	5	5	5	15	5	4	5	14	52	4,33
Resp. 17	4	4	3	11	4	3	3	10	5	5	5	15	5	5	3	13	49	4,08
Resp. 18	4	5	5	14	4	4	5	13	5	5	4	14	5	5	4	14	55	4,58
Resp. 19	4	2	3	9	4	4	5	13	5	5	5	15	5	5	4	14	51	4,25
Resp. 20	2	2	2	6	4	3	3	10	5	5	5	15	3	3	3	9	40	3,33
Resp. 21	4	2	3	9	4	4	4	12	4	4	3	11	5	5	5	15	47	3,92
Resp. 22	5	4	5	14	3	3	4	10	4	4	4	12	2	4	5	11	47	3,92
Resp. 23	3	4	4	11	4	5	5	14	5	5	5	15	2	3	5	10	50	4,17
Resp. 24	5	3	3	11	4	4	4	12	4	4	4	12	2	4	4	10	45	3,75
Resp. 25	4	4	3	11	4	3	4	11	4	4	3	11	5	5	5	15	49	4,08
Resp. 26	3	3	4	10	4	4	4	12	4	4	5	13	4	4	4	12	47	3,92
Resp. 27	4	3	4	11	3	4	3	10	3	4	4	11	5	5	5	15	47	3,92
Resp. 28	4	5	5	14	3	2	2	7	2	2	2	6	4	4	4	12	39	3,25
Resp. 29	5	5	4	14	3	4	4	11	5	5	4	14	5	5	4	14	53	4,42
Resp. 30	4	4	4	12	3	4	4	11	5	5	5	15	5	5	5	15	53	4,42
Resp. 31	3	2	4	9	5	5	4	14	4	3	4	11	4	4	4	12	45	3,83
Resp. 32	3	3	4	10	3	3	5	11	4	5	4	13	4	4	4	12	45	3,83
Resp. 33	4	4	4	12	3	5	4	12	5	5	3	13	4	4	3	11	48	4,00
Resp. 34	5	4	3	12	3	3	4	10	5	5	5	15	4	5	5	14	51	4,25
Resp. 35	5	4	3	12	4	4	4	12	5	4	4	13	4	4	4	12	49	4,08
Resp. 36	3	4	4	11	4	4	4	12	5	5	5	15	3	3	3	9	47	3,92
Resp. 37	4	4	4	12	2	2	2	6	4	4	5	13	4	5	4	13	44	3,67
Resp. 38	5	5	4	14	4	3	4	11	4	4	4	12	2	2	2	6	45	3,75
Resp. 39	4	4	3	11	4	4	5	13	5	5	5	15	5	4	4	13	52	4,33
Resp. 40	4	3	4	11	4	3	5	12	5	3	4	12	4	4	5	13	48	4,00
Resp. 41	3	5	5	13	3	3	5	11	4	4	5	13	4	3	5	12	49	4,08
Resp. 42	5	4	4	13	4	3	5	12	4	3	5	12	4	5	4	13	50	4,17
Resp. 43	4	3	3	10	3	5	3	11	4	5	4	13	1	3	3	7	41	3,42
Resp. 44	2	5	5	12	5	3	5	13	5	5	5	15	2	2	2	6	45	3,83
Resp. 45	4	4	2	10	3	3	3	9	4	5	5	14	4	4	5	13	44	3,67

Resp 93	2	2	2	6	3	3	3	9	5	5	5	15	4	4	4	12	42	3,50
Resp 94	4	4	5	13	5	5	4	14	4	4	4	12	5	4	5	14	53	4,42
Resp 95	5	5	5	15	4	4	4	12	5	4	5	14	5	5	3	13	54	4,50
Resp 96	4	5	4	13	4	4	4	12	5	5	3	13	4	5	4	13	51	4,25
Resp 97	5	5	5	15	4	4	4	12	4	5	4	13	3	3	3	9	49	4,08
Resp 98	5	5	5	15	3	3	4	10	3	3	3	9	4	4	4	12	46	3,83
Resp 99	5	5	2	12	4	4	4	12	5	5	4	14	4	3	4	11	49	4,08
Resp 100	3	3	3	9	4	4	3	11	5	5	5	15	5	5	5	15	50	4,17
Resp 101	4	3	3	10	5	5	5	15	4	5	5	14	4	5	4	13	52	4,33
Resp 102	3	4	4	11	5	5	5	15	4	5	5	14	5	5	5	15	54	4,58
Resp 103	5	5	3	13	5	5	5	15	5	5	5	15	3	4	3	10	53	4,42
Resp 104	5	5	5	15	5	5	5	15	5	5	5	15	3	3	3	9	54	4,50
Resp 105	4	4	5	13	5	5	5	15	3	4	4	11	5	5	4	14	53	4,42
Resp 106	4	4	3	11	5	3	5	13	4	5	5	14	4	4	4	12	50	4,17
Resp 107	3	3	5	11	3	3	3	9	3	4	4	11	3	3	5	11	42	3,50
Resp 108	4	4	5	13	5	3	5	13	5	5	5	15	4	4	4	12	53	4,42
Resp 109	5	5	4	14	5	5	5	15	4	4	4	12	4	2	2	8	49	4,08
Resp 110	5	5	5	15	4	4	4	12	5	5	4	14	4	4	2	10	51	4,25
Resp 111	5	3	3	11	3	5	5	13	4	3	3	10	5	5	4	14	48	4,00
Resp 112	5	5	5	15	4	4	4	12	3	4	4	11	3	2	2	7	45	3,75
Resp 113	5	5	5	15	5	5	5	15	4	4	5	13	4	4	4	12	55	4,58
Resp 114	3	4	4	11	5	5	5	15	5	5	4	14	3	3	3	9	49	4,08
TOTAL	469	467	466	1402	451	452	461	1364	479	495	490	1464	445	447	453	1345	5575	
MEAN	4,11	4,10	4,09	12,30	3,96	3,96	4,04	11,96	4,20	4,34	4,30	12,84	3,90	3,92	3,97	11,80	48,90	

Resp.	KEPUTUSAN PEMBELIAN (Y)																				TOTAL	MEAN
	Y1				Y2				Y3				Y4				Y5					
	Y1.1	Y1.2	Y1.3	SUBTOTAL	Y2.1	Y2.2	Y2.3	SUBTOTAL	Y3.1	Y3.2	Y3.3	SUBTOTAL	Y4.1	Y4.2	Y4.3	SUBTOTAL	Y5.1	Y5.2	Y5.3	SUBTOTAL		
Resp. 1	5	5	5	15	4	3	3	10	3	4	4	11	3	5	5	13	4	5	5	14	63	4,20
Resp. 2	4	5	4	13	4	3	3	10	3	4	4	11	4	4	4	12	4	5	5	14	60	4,00
Resp. 3	4	5	4	13	4	4	4	12	4	5	5	14	5	4	4	13	5	5	4	14	66	4,40
Resp. 4	4	4	4	12	3	4	4	11	5	5	5	15	5	5	5	15	5	5	4	14	67	4,47
Resp. 5	5	5	3	13	3	3	4	10	4	4	5	13	5	5	5	9	5	3	3	11	59	3,93
Resp. 6	5	5	5	15	2	4	4	11	4	4	5	13	2	2	5	9	5	3	3	11	59	3,93
Resp. 7	5	5	5	15	4	4	4	12	4	4	4	12	5	5	5	15	5	5	5	15	69	4,60
Resp. 8	4	4	4	12	5	4	4	13	3	3	3	9	4	3	3	10	3	3	5	11	55	3,67
Resp. 9	4	4	5	13	5	5	5	15	4	4	4	12	4	5	3	12	3	3	5	11	63	4,20
Resp. 10	4	4	4	12	5	5	5	15	4	4	5	13	4	5	5	14	4	5	5	14	68	4,53
Resp. 11	4	4	4	12	5	5	4	14	4	5	5	14	5	4	5	11	4	4	4	12	65	4,33
Resp. 12	5	5	5	15	4	5	5	14	4	4	5	13	4	4	3	11	4	4	4	12	65	4,33
Resp. 13	5	4	3	12	4	4	5	11	3	4	4	11	4	3	3	10	3	2	2	7	51	3,40
Resp. 14	4	3	3	10	5	5	4	14	3	3	3	9	3	4	3	10	5	5	5	15	58	3,87
Resp. 15	4	4	3	11	5	4	4	13	5	5	5	15	5	4	3	12	5	5	5	15	66	4,40
Resp. 16	4	4	4	12	3	4	4	11	4	4	5	13	5	4	4	13	4	4	5	13	67	4,47
Resp. 17	4	4	4	12	4	3	5	14	5	5	5	15	5	4	5	14	5	5	5	15	64	4,27
Resp. 18	4	3	4	11	3	3	4	10	4	5	5	14	4	5	5	11	4	4	4	12	60	4,00
Resp. 19	4	4	4	12	4	5	5	14	4	4	5	11	3	4	4	12	5	5	4	14	64	4,27
Resp. 20	3	3	3	9	2	2	2	6	5	4	4	13	4	4	4	12	5	5	4	14	54	3,60
Resp. 21	4	4	4	12	4	3	4	11	4	4	4	12	4	3	3	10	5	5	3	13	58	3,87
Resp. 22	4	4	4	12	4	4	4	12	5	5	5	15	5	5	5	15	5	5	5	15	69	4,60
Resp. 23	3	3	3	9	4	4	4	12	3	3	3	9	4	3	4	11	5	4	4	11	52	3,47
Resp. 24	5	5	5	15	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	65	4,33
Resp. 25	4	4	4	12	4	4	5	13	5	4	5	14	5	3	4	12	4	4	4	12	63	4,20
Resp. 26	3	3	3	9	5	5	4	14	4	4	4	12	3	3	4	10	4	4	3	11	56	3,73
Resp. 27	4	4	4	12	4	5	5	14	5	5	5	15	4	5	3	14	3	4	3	10	65	4,33
Resp. 28	4	4	4	12	3	3	3	9	5	5	5	15	4	4	3	11	4	3	3	10	57	3,80
Resp. 29	4	4	4	12	4	4	4	12	4	5	5	15	4	4	3	11	4	4	3	11	56	3,73
Resp. 30	4	4	4	12	4	5	5	14	5	5	5	15	3	3	4	10	4	4	5	13	64	4,27
Resp. 31	4	4	4	12	3	5	5	13	5	5	4	14	4	5	5	14	4	4	4	12	65	4,33
Resp. 32	4	4	4	12	4	4	4	12	4	5	4	13	4	4	3	11	4	4	4	12	60	4,00
Resp. 33	4	4	4	12	4	4	4	12	3	5	5	15	5	4	4	13	3	4	3	10	62	4,13
Resp. 34	3	3	3	9	3	3	3	9	3	3	3	9	4	4	4	12	3	4	3	10	50	3,33
Resp. 35	4	4	4	12	4	4	4	12	3	5	5	13	5	4	3	12	4	3	5	12	61	4,07
Resp. 36	4	4	4	12	2	2	3	7	3	5	5	13	5	5	4	14	3	3	3	9	55	3,67
Resp. 37	3	3	3	9	3	3	4	10	4	4	4	12	4	4	4	12	4	4	4	12	55	3,67
Resp. 38	4	4	4	12	4	4	4	12	4	4	4	12	3	3	4	10	4	3	3	10	56	3,73
Resp. 39	4	4	5	13	5	3	4	12	4	3	3	10	4	4	4	12	5	4	4	12	59	3,93
Resp. 40	5	5	5	15	5	4	4	13	4	4	4	12	4	5	3	10	3	3	4	10	60	4,00
Resp. 41	4	4	4	12	4	4	3	11	5	5	5	15	4	5	5	14	3	4	4	11	63	4,20
Resp. 42	4	4	4	12	4	4	4	12	4	4	4	12	2	2	2	6	4	4	4	12	54	3,60
Resp. 43	4	4	4	12	5	5	5	15	5	5	5	15	5	4	3	12	3	4	5	12	66	4,40
Resp. 44	3	3	4	10	3	4	4	11	5	3	4	12	4	4	3	11	5	5	5	13	57	3,80
Resp. 45	4	4	4	12	4	5	5	14	5	5	5	15	4	5	5	14	3	3	5	10	65	4,33
Resp. 46	4	4	4	12	4	4	4	12	3	4	4	12	4	4	4	12	3	3	4	10	60	4,00
Resp. 47	4	4	4	12	4	4	4	12	4	4	5	13	5	3	3	11	4	4	4	12	60	4,00
Resp. 48	4	4	4	12	4	4	5	13	1	1	1	3	1	4	4	9	4	4	4	12	49	3,27
Resp. 49	4	5	4	13	3	3	3	9	3	3	1	7	3	4	4	11	4	4	4	12	52	3,47
Resp. 50	4	4	4	12	4	4	3	11	3	4	4	11	4	4	4	12	5	3	5	13	59	3,93

Resp. 51	4	4	4	12	4	4	3	11	4	4	3	11	4	4	4	12	3	3	4	10	56	3,75
Resp. 52	5	4	4	13	5	4	5	14	4	4	4	12	4	3	3	10	4	4	4	12	61	4,07
Resp. 53	3	3	4	10	3	4	4	11	5	4	4	13	3	3	4	10	3	4	3	10	54	3,66
Resp. 54	5	5	5	15	5	5	4	14	4	5	3	14	5	4	4	13	4	4	4	12	68	4,53
Resp. 55	5	5	4	14	5	5	5	15	5	4	4	13	4	4	2	10	4	4	4	12	64	4,27
Resp. 56	4	4	4	12	4	5	5	14	5	4	3	14	5	4	5	14	4	4	4	12	66	4,40
Resp. 57	4	4	4	12	4	4	4	12	4	4	5	13	2	2	2	6	4	4	4	12	55	3,67
Resp. 58	4	3	4	11	4	4	4	12	4	4	4	12	4	3	2	8	4	4	5	13	56	3,73
Resp. 59	5	5	4	14	5	4	4	13	4	4	4	12	5	5	5	15	4	4	5	13	67	4,47
Resp. 60	4	4	4	12	4	5	5	14	5	5	5	15	3	3	4	10	3	5	5	13	64	4,27
Resp. 61	4	4	3	11	4	5	5	14	1	1	1	3	5	5	3	13	4	4	4	12	53	3,53
Resp. 62	3	3	4	10	3	4	4	11	4	4	4	12	4	4	4	12	4	3	3	10	55	3,67
Resp. 63	4	3	4	11	3	4	4	11	3	4	3	14	5	3	3	11	3	5	5	15	62	4,13
Resp. 64	4	4	4	12	5	5	5	15	3	3	5	11	4	4	5	13	3	3	3	9	60	4,00
Resp. 65	3	4	5	12	4	3	3	10	4	5	4	13	5	5	5	15	4	4	5	13	63	4,20
Resp. 66	4	3	3	10	3	3	3	9	3	3	5	11	5	4	3	12	4	4	3	11	53	3,53
Resp. 67	3	4	4	11	4	5	5	14	3	2	3	8	3	4	4	11	4	4	4	12	56	3,73
Resp. 68	5	5	5	15	5	4	5	14	4	2	4	10	4	4	4	12	4	2	4	10	61	4,07
Resp. 69	4	4	4	12	4	5	5	14	3	5	5	11	4	4	5	14	4	4	3	11	66	4,40
Resp. 70	4	4	4	12	4	3	4	11	4	4	5	13	4	4	3	11	4	4	4	12	59	3,93
Resp. 71	4	4	4	12	5	5	3	13	1	1	4	6	3	4	3	12	4	5	3	12	55	3,67
Resp. 72	5	5	5	15	4	3	4	11	4	4	4	12	5	5	5	15	4	4	4	12	65	4,33
Resp. 73	3	3	3	9	4	3	4	11	4	4	4	12	3	4	4	11	5	5	4	14	57	3,80
Resp. 74	5	5	4	14	5	4	4	13	4	4	4	12	2	5	5	12	4	4	4	12	63	4,20
Resp. 75	4	4	4	12	5	5	5	15	5	4	4	13	5	4	2	11	3	3	5	11	62	4,13
Resp. 76	4	4	4	12	5	3	3	11	3	3	3	9	3	4	4	11	4	4	4	12	55	3,67
Resp. 77	4	4	4	12	4	3	3	10	3	4	4	11	2	4	4	10	5	5	5	15	58	3,87
Resp. 78	3	5	5	15	3	5	3	15	4	4	5	13	4	4	4	12	4	4	4	12	67	4,47
Resp. 79	3	5	5	15	4	4	5	13	4	5	5	14	5	5	5	15	4	4	3	11	68	4,53
Resp. 80	3	3	3	9	3	4	4	11	4	5	3	14	4	4	4	12	4	4	4	12	59	3,87
Resp. 81	5	5	4	14	5	4	4	13	5	3	4	12	5	3	5	15	5	4	4	13	67	4,47
Resp. 82	4	4	5	13	3	3	5	15	5	5	5	15	5	5	5	15	4	4	4	12	70	4,67
Resp. 83	4	4	4	12	4	4	4	12	4	4	5	13	4	5	5	14	5	5	3	15	66	4,40
Resp. 84	5	5	5	15	4	4	3	11	3	3	4	10	3	3	3	9	3	3	3	9	54	3,60
Resp. 85	4	5	5	14	5	4	3	12	3	3	3	11	5	4	3	14	3	5	5	13	64	4,27
Resp. 86	5	5	5	15	4	4	4	13	4	4	4	12	4	4	4	12	4	4	4	12	64	4,27
Resp. 87	4	4	4	12	3	4	4	13	4	5	4	13	4	4	3	11	5	4	4	13	62	4,13
Resp. 88	4	4	4	12	4	3	3	10	2	3	2	7	2	4	4	10	4	4	4	12	51	3,40
Resp. 89	4	4	4	12	4	5	5	14	5	4	5	14	4	4	4	12	5	4	4	13	65	4,33
Resp. 90	5	5	5	15	5	4	4	13	4	4	5	13	5	5	5	15	5	5	5	15	71	4,73
Resp. 91	4	4	4	12	4	4	5	13	3	3	3	13	4	5	4	13	4	5	4	13	64	4,27
Resp. 92	3	5	5	15	5	4	5	14	5	5	4	14	1	1	1	3	4	5	4	15	69	3,93
Resp. 93	5	4	5	14	4	5	5	14	5	4	4	13	4	4	4	12	4	4	4	12	65	4,33
Resp. 94	3	4	5	14	4	5	5	14	3	2	5	12	5	4	5	14	4	5	5	14	68	4,53
Resp. 95	4	4	4	12	4	4	3	11	4	4	4	12	4	4	4	12	4	4	4	12	59	3,93
Resp. 96	3	5	3	15	4	4	4	12	4	1	3	10	4	4	4	12	4	4	4	12	61	4,07
Resp. 97	5	4	4	13	1	1	5	7	5	4	5	14	1	3	3	10	3	3	3	9	53	3,53
Resp. 98	5	5	5	15	5	4	4	12	5	4	5	14	4	5	5	14	5	5	4	14	68	4,53
Resp. 99	4	4	5	13	4	4	4	12	5	5	5	15	5	5	5	15	5	5	5	15	70	4,67
Resp. 100	5	3	5	15	3	4	5	14	4	5	5	14	4	5	5	14	4	4	5	13	70	4,67
Resp. 101	5	3	5	15	4	5	4	13	2	3	3	13	3	4	4	13	4	4	4	12	66	4,40
Resp. 102	4	4	5	15	5	5	5	15	5	3	5	13	5	5	5	15	5	5	4	14	70	4,67
Resp. 103	4	3	4	13	5	4	4	13	5	4	5	14	5	4	4	13	4	4	4	12	65	4,33

Resp. 104	5	5	5	15	2	3	3	11	4	4	4	12	4	5	5	14	4	4	5	13	65	4.33
Resp. 105	4	5	4	13	5	4	4	13	4	4	4	12	4	5	5	14	5	5	5	15	67	4.47
Resp. 106	5	5	5	15	4	4	5	13	5	5	5	9	4	4	4	12	5	5	4	14	65	4.20
Resp. 107	5	5	5	15	3	3	3	9	2	3	3	8	4	4	4	12	2	2	2	6	50	3.33
Resp. 108	4	4	3	11	4	5	5	14	5	5	5	13	5	5	3	9	3	4	4	11	58	3.87
Resp. 109	4	4	4	12	4	4	5	13	5	5	5	15	5	4	4	13	4	5	5	14	67	4.47
Resp. 110	5	5	5	15	4	3	3	10	3	3	3	9	3	4	4	11	4	4	4	12	57	3.80
Resp. 111	5	5	5	15	4	4	4	12	2	4	5	11	2	2	2	6	4	5	5	14	58	3.87
Resp. 112	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12	5	5	5	15	62	4.13
Resp. 113	4	4	4	12	5	5	5	15	5	4	4	13	4	5	5	14	5	4	5	14	63	4.53
Resp. 114	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	5	4	4	13	61	4.07

LAMPIRAN OUTPUT SPSS VER. 20.0

UJI VALIDITAS, UJI RELIABILITAS DAN MEAN DARI RESPONDEN

Variabel : Kualitas Produk
Indikator : Karakteristik Tambahan Untuk Menjadi
Pembeda

Correlations

	X1.1.1	X1.1.2	X1.1.3	X1.1
Pearson Correlation	1	,461**	,424**	,774**
X1.1.1 Sig. (2-tailed)		,000	,000	,000
N	114	114	114	114
Pearson Correlation	,461**	1	,555**	,830**
X1.1.2 Sig. (2-tailed)	,000		,000	,000
N	114	114	114	114
Pearson Correlation	,424**	,555**	1	,821**
X1.1.3 Sig. (2-tailed)	,000	,000		,000
N	114	114	114	114
Pearson Correlation	,774**	,830**	,821**	1
X1.1 Sig. (2-tailed)	,000	,000	,000	
N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,735	,735	3

Item Statistics

	Mean	Std. Deviation	N
X1.1.1	4,2368	,82336	114
X1.1.2	4,1316	,82562	114
X1.1.3	4,1228	,85332	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1. 1	8,2544	2,191	,502	,254	,713
X1.1. 2	8,3596	2,002	,603	,370	,596
X1.1. 3	8,3684	1,987	,573	,344	,632

Variabel : Kualitas Produk
Indikator: Keandalan (Realibility)

Correlations

		X1.2.1	X1.2.2	X1.2.3	X1.2
X1.2.1	Pearson Correlation	1	,601**	,380**	,812**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
X1.2.2	Pearson Correlation	,601**	1	,416**	,833**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X1.2.3	Pearson Correlation	,380**	,416**	1	,761**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
X1.2	Pearson Correlation	,812**	,833**	,761**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,720	,723	3

Item Statistics

	Mean	Std. Deviation	N
X1.2.1	3,9561	,86618	114
X1.2.2	3,9211	,89388	114
X1.2.3	3,8947	,95351	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.2.1	7,8158	2,417	,579	,382	,587
X1.2.2	7,8509	2,287	,607	,403	,549
X1.2.3	7,8772	2,480	,445	,199	,751

		X1.3.1	X1.3.2	X1.3.3	X1.3
X1.3.1	Pearson Correlation	1	,530**	,318**	,785**
	Sig. (2-tailed)		,000	,001	,000
	N	114	114	114	114
X1.3.2	Pearson Correlation	,530**	1	,526**	,852**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X1.3.3	Pearson Correlation	,318**	,526**	1	,760**
	Sig. (2-tailed)	,001	,000		,000
	N	114	114	114	114
X1.3	Pearson Correlation	,785**	,852**	,760**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,715	,717	3

Item Statistics

	Mean	Std. Deviation	N
X1.3.1	3,9035	,94980	114
X1.3.2	4,0526	,87079	114
X1.3.3	4,0877	,87807	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.3. 1	8,1404	2,334	,485	,283	,690
X1.3. 2	7,9912	2,203	,651	,424	,481
X1.3. 3	7,9561	2,538	,477	,279	,692

Variabel : Kualitas Produk

Indikator : Estetika

Correlations

	X1.4.1	X1.4.2	X1.4.3	X1.4
X1.4.1 Pearson Correlation	1	,575**	,375**	,797**
X1.4.1 Sig. (2-tailed)		,000	,000	,000
X1.4.1 N	114	114	114	114
X1.4.2 Pearson Correlation	,575**	1	,599**	,872**
X1.4.2 Sig. (2-tailed)	,000		,000	,000
X1.4.2 N	114	114	114	114
X1.4.3 Pearson Correlation	,375**	,599**	1	,799**
X1.4.3 Sig. (2-tailed)	,000	,000		,000
X1.4.3 N	114	114	114	114
X1.4 Pearson Correlation	,797**	,872**	,799**	1
X1.4 Sig. (2-tailed)	,000	,000	,000	
X1.4 N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,758	,762	3

Item Statistics

	Mean	Std. Deviation	N
X1.4.1	4,2895	,90938	114
X1.4.2	4,2281	,82048	114
X1.4.3	4,1491	,88480	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.4. 1	8,3772	2,325	,527	,332	,748
X1.4. 2	8,4386	2,213	,708	,501	,545
X1.4. 3	8,5175	2,358	,542	,360	,728

Indikator : Kualitas Yang Dipersepsikan (*Perceived Quality*)

Correlations

		X1.5.1	X1.5.2	X1.5.3	X1.5
X1.5.1	Pearson Correlation	1	,454**	,365**	,780**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
X1.5.2	Pearson Correlation	,454**	1	,505**	,823**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X1.5.3	Pearson Correlation	,365**	,505**	1	,772**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
X1.5	Pearson Correlation	,780**	,823**	,772**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,701	,703	3

Item Statistics

	Mean	Std. Deviation	N
X1.5.1	4,0088	,92646	114
X1.5.2	4,2456	,87807	114
X1.5.3	4,2281	,83120	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.5.1	8,4737	2,198	,474	,231	,670
X1.5.2	8,2368	2,112	,578	,339	,533
X1.5.3	8,2544	2,368	,508	,278	,624

Variabel : Harga

Indikator : Keterjangkauan Harga

Correlations

		X2.1.1	X2.1.2	X2.1.3	X2.1
X2.1.1	Pearson Correlation	1	,505**	,250**	,736**
	Sig. (2-tailed)		,000	,007	,000
	N	114	114	114	114
X2.1.2	Pearson Correlation	,505**	1	,585**	,873**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X2.1.3	Pearson Correlation	,250**	,585**	1	,775**
	Sig. (2-tailed)	,007	,000		,000
	N	114	114	114	114
X2.1	Pearson Correlation	,736**	,873**	,775**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,705	,708	3

Item Statistics

	Mean	Std. Deviation	N
X2.1.1	4,1140	,84935	114
X2.1.2	4,0965	,81977	114
X2.1.3	4,0877	,86793	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1.1	8,1842	2,258	,420	,258	,737
X2.1.2	8,2018	1,844	,690	,479	,400
X2.1.3	8,2105	2,097	,478	,345	,671

		X2.2.1	X2.2.2	X2.2.3	X2.2
X2.2.1	Pearson Correlation	1	,544**	,432**	,817**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
X2.2.2	Pearson Correlation	,544**	1	,407**	,818**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X2.2.3	Pearson Correlation	,432**	,407**	1	,766**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
X2.2	Pearson Correlation	,817**	,818**	,766**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,719	,719	3

Item Statistics

	Mean	Std. Deviation	N
X2.2.1	3,9561	,72124	114
X2.2.2	3,9649	,76343	114
X2.2.3	4,0439	,74537	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.2.1	8,0088	1,602	,582	,349	,578
X2.2.2	8,0000	1,540	,560	,332	,603
X2.2.3	7,9211	1,702	,477	,228	,704

Variabel : Harga

Indikator : Daya Saing Harga

Correlations

		X2.3.1	X2.3.2	X2.3.3	X2.3
X2.3.1	Pearson Correlation	1	,526**	,310**	,780**
	Sig. (2-tailed)		,000	,001	,000
	N	114	114	114	114
X2.3.2	Pearson Correlation	,526**	1	,492**	,845**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X2.3.3	Pearson Correlation	,310**	,492**	1	,752**
	Sig. (2-tailed)	,001	,000		,000
	N	114	114	114	114
X2.3	Pearson Correlation	,780**	,845**	,752**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,703	,704	3

Item Statistics

	Mean	Std. Deviation	N
X2.3.1	4,2018	,77779	114
X2.3.2	4,3421	,73868	114
X2.3.3	4,2982	,73989	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.3.1	8,6404	1,631	,484	,280	,659
X2.3.2	8,5000	1,509	,629	,396	,473
X2.3.3	8,5439	1,755	,456	,245	,689

		X2.4.1	X2.4.2	X2.4.3	X2.4
X2.4.1	Pearson Correlation	1	,549**	,342**	,785**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
X2.4.2	Pearson Correlation	,549**	1	,486**	,849**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X2.4.3	Pearson Correlation	,342**	,486**	1	,765**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
X2.4	Pearson Correlation	,785**	,849**	,765**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,718	,718	3

Item Statistics

	Mean	Std. Deviation	N
X2.4.1	3,9035	,94980	114
X2.4.2	3,9211	,96985	114
X2.4.3	3,9737	,97273	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.4.1	7,8947	2,803	,517	,309	,654
X2.4.2	7,8772	2,480	,631	,402	,510
X2.4.3	7,8246	2,854	,471	,244	,709

Variabel : Promosi
Indikator : Periklanan

Correlations

		X3.1.1	X3.1.2	X3.1.3	X3.1
X3.1.1	Pearson Correlation	1	,630**	,725**	,893**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
X3.1.2	Pearson Correlation	,630**	1	,651**	,843**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X3.1.3	Pearson Correlation	,725**	,651**	1	,910**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
X3.1	Pearson Correlation	,893**	,843**	,910**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,855	,858	3

Item Statistics

	Mean	Std. Deviation	N
X3.1.1	3,3421	1,23252	114
X3.1.2	3,5263	1,06605	114
X3.1.3	2,8246	1,34523	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1.1	6,3509	4,814	,750	,569	,776
X3.1.2	6,1667	5,733	,690	,476	,839
X3.1.3	6,8684	4,310	,765	,589	,768

		X3.2.1	X3.2.2	X3.2.3	X3.2
X3.2.1	Pearson Correlation	1	,754**	,611**	,897**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
X3.2.2	Pearson Correlation	,754**	1	,655**	,914**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X3.2.3	Pearson Correlation	,611**	,655**	1	,842**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
X3.2	Pearson Correlation	,897**	,914**	,842**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,861	,861	3

Item Statistics

	Mean	Std. Deviation	N
X3.2.1	3,6579	1,02904	114
X3.2.2	3,6404	1,04862	114
X3.2.3	4,0439	,92545	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.2.1	7,6842	3,227	,755	,593	,788
X3.2.2	7,7018	3,078	,788	,629	,756
X3.2.3	7,2982	3,786	,676	,460	,860

Variabel : Promosi
Indikator: Penjualan Seseorang

Correlations

		X3.3.1	X3.3.2	X3.3.3	X3.3
X3.3.1	Pearson Correlation	1	,665**	,300**	,841**
	Sig. (2-tailed)		,000	,001	,000
	N	114	114	114	114
X3.3.2	Pearson Correlation	,665**	1	,419**	,873**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X3.3.3	Pearson Correlation	,300**	,419**	1	,685**
	Sig. (2-tailed)	,001	,000		,000
	N	114	114	114	114
X3.3	Pearson Correlation	,841**	,873**	,685**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,723	,720	3

Item Statistics

	Mean	Std. Deviation	N
X3.3.1	3,8860	,96632	114
X3.3.2	4,0526	,89088	114
X3.3.3	4,1842	,80448	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.3.1	8,2368	2,041	,584	,443	,588
X3.3.2	8,0702	2,048	,684	,495	,456
X3.3.3	7,9386	2,872	,391	,176	,797

		X3.4.1	X3.4.2	X3.4.3	X3.4
X3.4.1	Pearson Correlation	1	,352**	,336**	,706**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
X3.4.2	Pearson Correlation	,352**	1	,694**	,846**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X3.4.3	Pearson Correlation	,336**	,694**	1	,848**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
X3.4	Pearson Correlation	,706**	,846**	,848**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,718	,719	3

Item Statistics

	Mean	Std. Deviation	N
X3.4.1	4,0877	,85767	114
X3.4.2	4,1140	,81749	114
X3.4.3	4,1491	,87474	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.4.1	8,2632	2,426	,373	,140	,818
X3.4.2	8,2368	2,005	,642	,497	,503
X3.4.3	8,2018	1,897	,621	,491	,520

Variabel : Promosi
Indikator : Penjualan Langsung

Correlations

		X3.5.1	X3.5.2	X3.5.3	X3.5
X3.5.1	Pearson Correlation	1	,537**	,417**	,806**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
X3.5.2	Pearson Correlation	,537**	1	,397**	,824**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
X3.5.3	Pearson Correlation	,417**	,397**	1	,757**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
X3.5	Pearson Correlation	,806**	,824**	,757**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,709	,711	3

Item Statistics

	Mean	Std. Deviation	N
X3.5.1	4,0000	,78706	114
X3.5.2	3,9474	,90076	114
X3.5.3	3,9561	,83497	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.5.1	7,9035	2,106	,573	,338	,567
X3.5.2	7,9561	1,865	,552	,324	,588
X3.5.3	7,9474	2,192	,463	,216	,694

		X3.6.1	X3.6.2	X3.6.3	X3.6
X3.6.1	Pearson Correlation	1	,292**	,378**	,705**
	Sig. (2-tailed)		,002	,000	,000
	N	114	114	114	114
X3.6.2	Pearson Correlation	,292**	1	,765**	,843**
	Sig. (2-tailed)	,002		,000	,000
	N	114	114	114	114
X3.6.3	Pearson Correlation	,378**	,765**	1	,875**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
X3.6	Pearson Correlation	,705**	,843**	,875**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,726	,733	3

Item Statistics

	Mean	Std. Deviation	N
X3.6.1	4,1491	,81178	114
X3.6.2	4,1930	,77434	114
X3.6.3	4,2719	,73213	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.6.1	8,4649	2,003	,355	,143	,866
X3.6.2	8,4211	1,644	,622	,585	,546
X3.6.3	8,3421	1,625	,705	,612	,451

Variabel : Keputusan Pembelian
Indikator : Pilihan Produk

Correlations

		Y1.1	Y1.2	Y1.3	Y1
Y1.1	Pearson Correlation	1	,798**	,616**	,901**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
Y1.2	Pearson Correlation	,798**	1	,657**	,921**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
Y1.3	Pearson Correlation	,616**	,657**	1	,850**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
Y1	Pearson Correlation	,901**	,921**	,850**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,870	,870	3

Item Statistics

	Mean	Std. Deviation	N
Y1.1	4,1930	,60787	114
Y1.2	4,1754	,64143	114
Y1.3	4,1667	,62282	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	8,3421	1,324	,778	,651	,793
Y1.2	8,3596	1,223	,808	,681	,762
Y1.3	8,3684	1,403	,672	,455	,887

		Y2.1	Y2.2	Y2.3	Y2
Y2.1	Pearson Correlation	1	,489**	,237*	,734**
	Sig. (2-tailed)		,000	,011	,000
	N	114	114	114	114
Y2.2	Pearson Correlation	,489**	1	,595**	,881**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
Y2.3	Pearson Correlation	,237*	,595**	1	,760**
	Sig. (2-tailed)	,011	,000		,000
	N	114	114	114	114
Y2	Pearson Correlation	,734**	,881**	,760**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,704	,702	3

Item Statistics

	Mean	Std. Deviation	N
Y2.1	4,1140	,78435	114
Y2.2	4,0351	,79745	114
Y2.3	4,1140	,73784	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y2.1	8,1491	1,880	,412	,243	,744
Y2.2	8,2281	1,434	,687	,482	,383
Y2.3	8,1491	1,863	,484	,357	,657

Variabel : Keputusan Pembelian
Indikator : Pemilihan Saluran Pembelian

Correlations

		Y3.1	Y3.2	Y3.3	Y3
Y3.1	Pearson Correlation	1	,594**	,499**	,846**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
Y3.2	Pearson Correlation	,594**	1	,484**	,843**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
Y3.3	Pearson Correlation	,499**	,484**	1	,791**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
Y3	Pearson Correlation	,846**	,843**	,791**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,769	,769	3

Item Statistics

	Mean	Std. Deviation	N
Y3.1	4,0175	,94056	114
Y3.2	3,9386	,95273	114
Y3.3	4,2368	,89544	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y3.1	8,1754	2,535	,636	,411	,651
Y3.2	8,2544	2,528	,624	,399	,666
Y3.3	7,9561	2,856	,551	,304	,745

		Y4.1	Y4.2	Y4.3	Y4
Y4.1	Pearson Correlation	1	,472**	,286**	,736**
	Sig. (2-tailed)		,000	,002	,000
	N	114	114	114	114
Y4.2	Pearson Correlation	,472**	1	,691**	,881**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
Y4.3	Pearson Correlation	,286**	,691**	1	,811**
	Sig. (2-tailed)	,002	,000		,000
	N	114	114	114	114
Y4	Pearson Correlation	,736**	,881**	,811**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,729	,737	3

Item Statistics

	Mean	Std. Deviation	N
Y4.1	4,0175	,93110	114
Y4.2	4,0088	,82543	114
Y4.3	3,9474	,90076	114

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y4.1	7,9561	2,520	,408	,226	,815
Y4.2	7,9649	2,158	,723	,559	,445
Y4.3	8,0263	2,274	,555	,479	,638

Variabel : Keputusan Pembelian

Indikator : Jumlah Pembelian

Correlations

		Y5.1	Y5.2	Y5.3	Y5
Y5.1	Pearson Correlation	1	,503**	,333**	,764**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
Y5.2	Pearson Correlation	,503**	1	,487**	,841**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
Y5.3	Pearson Correlation	,333**	,487**	1	,771**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
Y5	Pearson Correlation	,764**	,841**	,771**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,704	,703	3

Item Statistics

	Mean	Std. Deviation	N
Y5.1	4,0351	,70309	114
Y5.2	4,0614	,74412	114
Y5.3	4,1140	,73784	114

Item-Total Statistics

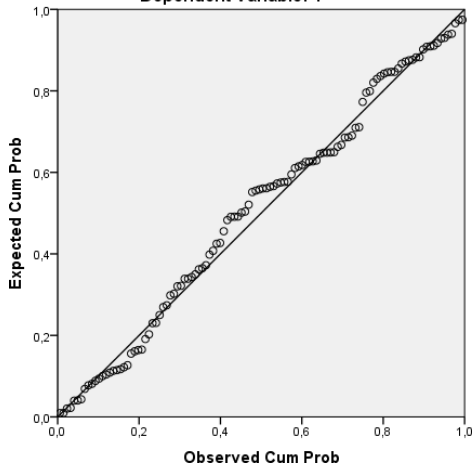
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y5.1	8,1754	1,633	,486	,264	,655
Y5.2	8,1491	1,385	,606	,368	,500
Y5.3	8,0965	1,575	,475	,247	,669

UJI NORMALITAS
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		114
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	4,96728899
Most Extreme Differences	Absolute	,079
	Positive	,052
	Negative	-,079
Kolmogorov-Smirnov Z		,841
Asymp. Sig. (2-tailed)		,479

- a. Test distribution is Normal.
b. Calculated from data.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Y



**UJI AUTOKORELASI
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,374 ^a	,140	,117	5,03457	1,990

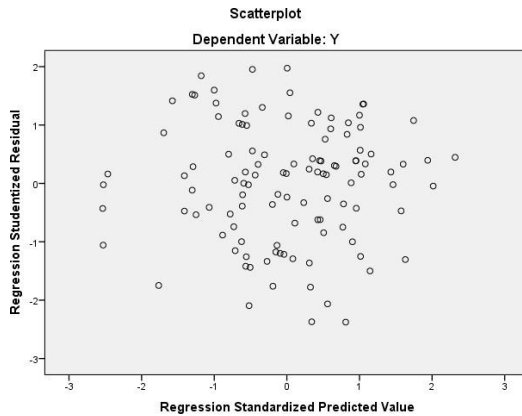
- a. Predictors: (Constant), X3, X1, X2
b. Dependent Variable: Y

**UJI MULTIKOLINEARITAS
Coefficients^a**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,881	1,135
	X2	,822	1,216
	X3	,914	1,094

- a. Dependent Variable: Y

UJI HETEROSKEDASTISIT



UJI HETEROSKEDASTISITAS DENGAN UJI GLEJSER Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,229	4,212		1,954	,053
1 X1	-,031	,046	-,067	-,661	,510
X2	-,055	,079	-,073	-,700	,486
X3	,005	,034	,014	,145	,885

ANALISIS REGRESI LINEAR BERGANDA
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	32,680	7,232		4,519	,000
	X1	,040	,079	,048	,508	,612
	X2	,343	,135	,248	2,540	,012
	X3	,132	,059	,207	2,240	,027

UJI F
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	454,334	3	151,445	5,975	,001 ^b
	Residual	2788,157	110	25,347		
	Total	3242,491	113			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

UJI T
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	32,680	7,232		4,519	,000
	X1	,040	,079	,048	,508	,612
	X2	,343	,135	,248	2,540	,012
	X3	,132	,059	,207	2,240	,027

**FREKUENSI DATA
VARIABEL KUALITAS PRODUK**

X1.1.1

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	4	3,5	3,5	3,5
3,00	16	13,9	14,0	17,5
Valid 4,00	43	37,4	37,7	55,3
5,00	51	44,3	44,7	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X1.1.2

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	3	2,6	2,6	2,6
3,00	23	20,0	20,2	22,8
Valid 4,00	44	38,3	38,6	61,4
5,00	44	38,3	38,6	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X1.1.3

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	3	2,6	2,6	2,6
3,00	26	22,6	22,8	25,4
Valid 4,00	39	33,9	34,2	59,6
5,00	46	40,0	40,4	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X1.2.1

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
2,00	4	3,5	3,5	3,5
3,00	33	28,7	28,9	32,5
Valid 4,00	41	35,7	36,0	68,4
5,00	36	31,3	31,6	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X1.2.2

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
2,00	9	7,8	7,9	7,9
3,00	23	20,0	20,2	28,1
Valid 4,00	50	43,5	43,9	71,9
5,00	32	27,8	28,1	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X1.2.3

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
2,00	11	9,6	9,6	9,6
3,00	25	21,7	21,9	31,6
Valid 4,00	43	37,4	37,7	69,3
5,00	35	30,4	30,7	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
1,00	1	,9	,9	,9
2,00	11	9,6	9,6	10,5
Valid 3,00	18	15,7	15,8	26,3
4,00	52	45,2	45,6	71,9
5,00	32	27,8	28,1	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X1.3.2

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
2,00	7	6,1	6,1	6,1
3,00	19	16,5	16,7	22,8
Valid 4,00	49	42,6	43,0	65,8
5,00	39	33,9	34,2	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X1.3.3

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	8	7,0	7,0	7,0
3,00	15	13,0	13,2	20,2
Valid 4,00	50	43,5	43,9	64,0
5,00	41	35,7	36,0	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	6	5,2	5,3	5,3
Valid 3,00	17	14,8	14,9	20,2
Valid 4,00	29	25,2	25,4	45,6
Valid 5,00	62	53,9	54,4	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X1.4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	5	4,3	4,4	4,4
Valid 3,00	13	11,3	11,4	15,8
Valid 4,00	47	40,9	41,2	57,0
Valid 5,00	49	42,6	43,0	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X1.4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	5	4,3	4,4	4,4
Valid 3,00	22	19,1	19,3	23,7
Valid 4,00	38	33,0	33,3	57,0
Valid 5,00	49	42,6	43,0	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X1.5.1

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	6	5,2	5,3	5,3
3,00	30	26,1	26,3	31,6
Valid 4,00	35	30,4	30,7	62,3
5,00	43	37,4	37,7	100,0
Total	114	99,1	100,0	
Missi ng Sys tem	1	,9		
Total	115	100,0		

X1.5.2

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	7	6,1	6,1	6,1
3,00	12	10,4	10,5	16,7
Valid 4,00	41	35,7	36,0	52,6
5,00	54	47,0	47,4	100,0
Total	114	99,1	100,0	
Missi ng Sys tem	1	,9		
Total	115	100,0		

X1.5.3

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	4	3,5	3,5	3,5
3,00	17	14,8	14,9	18,4
Valid 4,00	42	36,5	36,8	55,3
5,00	51	44,3	44,7	100,0
Total	114	99,1	100,0	
Missi ng Sys tem	1	,9		
Total	115	100,0		

VARIABEL HARGA

X2.1.1

	Frekuensi	Perセント	Valid Percent	Cumulative Percent
Valid 2,00	5	4,3	4,4	4,4
Valid 3,00	20	17,4	17,5	21,9
Valid 4,00	46	40,0	40,4	62,3
Valid 5,00	43	37,4	37,7	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X2.1.2

	Frekuensi	Perセント	Valid Percent	Cumulative Percent
Valid 2,00	5	4,3	4,4	4,4
Valid 3,00	18	15,7	15,8	20,2
Valid 4,00	52	45,2	45,6	65,8
Valid 5,00	39	33,9	34,2	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X2.1.3

	Frekuensi	Perセント	Valid Percent	Cumulative Percent
Valid 2,00	4	3,5	3,5	3,5
Valid 3,00	26	22,6	22,8	26,3
Valid 4,00	40	34,8	35,1	61,4
Valid 5,00	44	38,3	38,6	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X2.2.1

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	2	1,7	1,8	1,8
3,00	26	22,6	22,8	24,6
Valid 4,00	61	53,0	53,5	78,1
5,00	25	21,7	21,9	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X2.2.2

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	3	2,6	2,6	2,6
3,00	26	22,6	22,8	25,4
Valid 4,00	57	49,6	50,0	75,4
5,00	28	24,3	24,6	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X2.2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	3	2,6	2,6	2,6
3,00	20	17,4	17,5	20,2
Valid 4,00	60	52,2	52,6	72,8
5,00	31	27,0	27,2	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X2.3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	4	3,5	3,5	3,5
3,00	13	11,3	11,4	14,9
Valid 4,00	53	46,1	46,5	61,4
5,00	44	38,3	38,6	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X2.3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	3	2,6	2,6	2,6
3,00	9	7,8	7,9	10,5
Valid 4,00	48	41,7	42,1	52,6
5,00	54	47,0	47,4	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X2.3.3

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
Valid 2,00	2	1,7	1,8	1,8
Valid 3,00	13	11,3	11,4	13,2
Valid 4,00	48	41,7	42,1	55,3
Valid 5,00	51	44,3	44,7	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X2.4.1

	Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	,9	,9	,9
Valid 2,00	11	9,6	9,6	10,5
Valid 3,00	18	15,7	15,8	26,3
Valid 4,00	52	45,2	45,6	71,9
Valid 5,00	32	27,8	28,1	100,0
Total	114	99,1	100,0	
Missin g Syste m	1	,9		
Total	115	100,0		

X2.4.2

	Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid 2,00	12	10,4	10,5	10,5
Valid 3,00	22	19,1	19,3	29,8
Valid 4,00	43	37,4	37,7	67,5
Valid 5,00	37	32,2	32,5	100,0
Total	114	99,1	100,0	
Missin g Syste m	1	,9		
Total	115	100,0		

		Freque ncy	Percent	Valid Percent	Cumulative Percent
	2,00	12	10,4	10,5	10,5
Valid	3,00	19	16,5	16,7	27,2
	4,00	43	37,4	37,7	64,9
	5,00	40	34,8	35,1	100,0
	Total	114	99,1	100,0	
Missin g Syste m		1	,9		
Total		115	100,0		

VARIABEL PROMOSI
X3.1.1

		Freque ncy	Perce nt	Valid Percent	Cumulative Percent
	1,00	8	7,0	7,0	7,0
Valid	2,00	24	20,9	21,1	28,1
	3,00	28	24,3	24,6	52,6
	4,00	29	25,2	25,4	78,1
	5,00	25	21,7	21,9	100,0
	Total	114	99,1	100,0	
Missi ng Syste m		1	,9		
Total		115	100,0		

X3.1.2

		Freque ncy	Perce nt	Valid Percent	Cumulative Percent
	1,00	5	4,3	4,4	4,4
Valid	2,00	14	12,2	12,3	16,7
	3,00	32	27,8	28,1	44,7
	4,00	42	36,5	36,8	81,6
	5,00	21	18,3	18,4	100,0
	Total	114	99,1	100,0	
Missi ng Syste m		1	,9		
Total		115	100,0		

X3.1.3

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
1,00	19	16,5	16,7	16,7
2,00	36	31,3	31,6	48,2
Valid 3,00	26	22,6	22,8	71,1
4,00	12	10,4	10,5	81,6
5,00	21	18,3	18,4	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X3.2.1

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
1,00	2	1,7	1,8	1,8
2,00	12	10,4	10,5	12,3
Valid 3,00	38	33,0	33,3	45,6
4,00	33	28,7	28,9	74,6
5,00	29	25,2	25,4	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X3.2.2

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
1,00	5	4,3	4,4	4,4
2,00	7	6,1	6,1	10,5
Valid 3,00	39	33,9	34,2	44,7
4,00	36	31,3	31,6	76,3
5,00	27	23,5	23,7	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	2	1,7	1,8	1,8
2,00	6	5,2	5,3	7,0
3,00	16	13,9	14,0	21,1
4,00	51	44,3	44,7	65,8
5,00	39	33,9	34,2	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X3.3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	2	1,7	1,8	1,8
2,00	5	4,3	4,4	6,1
3,00	33	28,7	28,9	35,1
4,00	38	33,0	33,3	68,4
5,00	36	31,3	31,6	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X3.3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	6	5,2	5,3	5,3
3,00	24	20,9	21,1	26,3
4,00	42	36,5	36,8	63,2
5,00	42	36,5	36,8	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

X3.3.3

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	3	2,6	2,6	2,6
3,00	19	16,5	16,7	19,3
Valid 4,00	46	40,0	40,4	59,6
5,00	46	40,0	40,4	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X3.4.1

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	7	6,1	6,1	6,1
3,00	16	13,9	14,0	20,2
Valid 4,00	51	44,3	44,7	64,9
5,00	40	34,8	35,1	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X3.4.2

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	5	4,3	4,4	4,4
3,00	17	14,8	14,9	19,3
Valid 4,00	52	45,2	45,6	64,9
5,00	40	34,8	35,1	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
	2,00	5	4,3	4,4
	3,00	21	18,3	22,8
Valid	4,00	40	34,8	57,9
	5,00	48	41,7	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X3.5.1

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
	1,00	1	,9	,9
	2,00	2	1,7	2,6
Valid	3,00	23	20,0	22,8
	4,00	58	50,4	73,7
	5,00	30	26,1	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X3.5.2

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
	1,00	3	2,6	2,6
	2,00	4	3,5	6,1
Valid	3,00	19	16,5	22,8
	4,00	58	50,4	73,7
	5,00	30	26,1	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X3.5.3

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
1,00	1	,9	,9	,9
2,00	6	5,2	5,3	6,1
Valid 3,00	18	15,7	15,8	21,9
4,00	61	53,0	53,5	75,4
5,00	28	24,3	24,6	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X3.6.1

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	2	1,7	1,8	1,8
Valid 3,00	24	20,9	21,1	22,8
4,00	43	37,4	37,7	60,5
5,00	45	39,1	39,5	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

X3.6.2

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
2,00	2	1,7	1,8	1,8
Valid 3,00	19	16,5	16,7	18,4
4,00	48	41,7	42,1	60,5
5,00	45	39,1	39,5	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	2	1,7	1,8	1,8
Valid 3,00	13	11,3	11,4	13,2
Valid 4,00	51	44,3	44,7	57,9
Valid 5,00	48	41,7	42,1	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

**VARIABEL KEPUTUSAN PEMBELIAN
Y1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	12	10,4	10,5	10,5
Valid 4,00	68	59,1	59,6	70,2
Valid 5,00	34	29,6	29,8	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	15	13,0	13,2	13,2
Valid 4,00	64	55,7	56,1	69,3
Valid 5,00	35	30,4	30,7	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

Y1.3

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
3,00	14	12,2	12,3	12,3
Valid 4,00	67	58,3	58,8	71,1
5,00	33	28,7	28,9	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

Y2.1

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
1,00	1	,9	,9	,9
Valid 2,00	2	1,7	1,8	2,6
3,00	17	14,8	14,9	17,5
4,00	57	49,6	50,0	67,5
5,00	37	32,2	32,5	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

Y2.2

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
1,00	1	,9	,9	,9
Valid 2,00	2	1,7	1,8	2,6
3,00	22	19,1	19,3	21,9
4,00	56	48,7	49,1	71,1
5,00	33	28,7	28,9	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

Y3.1

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
Valid 1,00	3	2,6	2,6	2,6
2,00	4	3,5	3,5	6,1
3,00	19	16,5	16,7	22,8
4,00	50	43,5	43,9	66,7
5,00	38	33,0	33,3	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

Y3.2

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
Valid 1,00	4	3,5	3,5	3,5
2,00	4	3,5	3,5	7,0
3,00	19	16,5	16,7	23,7
4,00	55	47,8	48,2	71,9
5,00	32	27,8	28,1	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

Y3.3

	Freque ncy	Perce nt	Valid Percent	Cumulative Percent
Valid 1,00	3	2,6	2,6	2,6
2,00	1	,9	,9	3,5
3,00	14	12,2	12,3	15,8
4,00	44	38,3	38,6	54,4
5,00	52	45,2	45,6	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

Y4.1

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
Valid 1,00	2	1,7	1,8	1,8
2,00	7	6,1	6,1	7,9
3,00	15	13,0	13,2	21,1
4,00	53	46,1	46,5	67,5
5,00	37	32,2	32,5	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

Y4.2

	Freque ncy	Percen t	Valid Percent	Cumulative Percent
Valid 1,00	1	,9	,9	,9
2,00	5	4,3	4,4	5,3
3,00	17	14,8	14,9	20,2
4,00	60	52,2	52,6	72,8
5,00	31	27,0	27,2	100,0
Total	114	99,1	100,0	
Missi ng Syste m	1	,9		
Total	115	100,0		

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	,9	,9	,9
Valid 2,00	6	5,2	5,3	6,1
Valid 3,00	25	21,7	21,9	28,1
Valid 4,00	48	41,7	42,1	70,2
Valid 5,00	34	29,6	29,8	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

Y5.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	1	,9	,9	,9
Valid 3,00	23	20,0	20,2	21,1
Valid 4,00	61	53,0	53,5	74,6
Valid 5,00	29	25,2	25,4	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

Y5.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	3	2,6	2,6	2,6
3,00	19	16,5	16,7	19,3
Valid 4,00	60	52,2	52,6	71,9
5,00	32	27,8	28,1	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		

Y5.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	2	1,7	1,8	1,8
3,00	19	16,5	16,7	18,4
Valid 4,00	57	49,6	50,0	68,4
5,00	36	31,3	31,6	100,0
Total	114	99,1	100,0	
Missing System	1	,9		
Total	115	100,0		