Lampiran 1 : Berita Acara Bimbingan

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Sarah Aliyah Rahma
2. NIM : 191500190
3. Program Studi : Manajemen
4. Judul Skripsi : Pengaruh Persepsi Harga, Kualitas Produk dan Promosi Terhadap Pembelian Impulsif produk scarlet whitening pada Mahasiswa Manajemen FEB UNIPA SBY.
5. Dosen Pembimbing : I Made Bagus Dwiarta S.E., M.M
   Konsultasi : 17 September – 30 Desember 2022

No.	Tanggal	Materi Bimbingan	Keterangan	Paraf Pembimbing
1	19-09-2022	Judul	ACC	
2	27-09-2022	BAB I	REVISI	
3	28-09-2022	BAB I	REVISI	
4	29-09-2022	BAB I	REVISI	
5	30-09-2022	BAB I	ACC	
6	10-10-2022	BAB II	REVISI	
7	11-10-2022	BAB II	REVISI	
8	12-10-2022	BAB II	REVISI	

9	13-10-2022	BAB II	ACC	
10	26-10-2022	BAB III	REVISI	
11	27-10-2022	BAB III	ACC	
12	24-12-2022	BAB IV-V	REVISI	
13	25-12-2022	BAB IV-V	REVISI	
14	26-12-2022	BAB IV-V	ACC	
15	27-12-2022	ARTIKEL	REVISI	
16	29-12-2022	ARTIKEL	ACC	

6. Tanggal selesai Menulis Skripsi : 30 Desember 2022
7. Telah diuji dengan nilai :

Surabaya, 30 Desember 2022

Dosen Pembimbing,

I Made Bagus Dwiarta S.E., M.M

NIP : 1109598/DY

Lampiran 2 : Berita Acara Bimbingan Revisi Skripsi

FAKULTAS EKONOMI
UNIVERSITAS PGRI ADI BUANA SURABAYA
Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : http://www.unipasby.ac.id

Unipa Surabaya

BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : Sarah Aliyah Rahma
NIM/Program Studi : 191500190/Manajemen
Judul Skripsi : Pengaruh Persepsi Harga, Kualitas Produk dan Promosi Terhadap Pembelian Impulsif Produk Scarlet Whitening Pada Mahasiswa Manajemen FEB UNIPA SBY
Tanggal Ujian Skripsi : 20 Januari 2023
Penguji : 1.
2.

No	Tanggal	Materi/Konsultasi	Paraf Penguji
1	26/1 2023	Bab I (tulisan), Bab III (obyek/sampel)	
2		dan Bab IV (analisis) diperbaiki	
3	30/1 2023	Bab II (tulisan) & T.P. Sampel acc uji	
4	2/2 2023	Judul dibetulkan acc.	
5			
6			
7			
8			

Surabaya, 20 Januari 2023

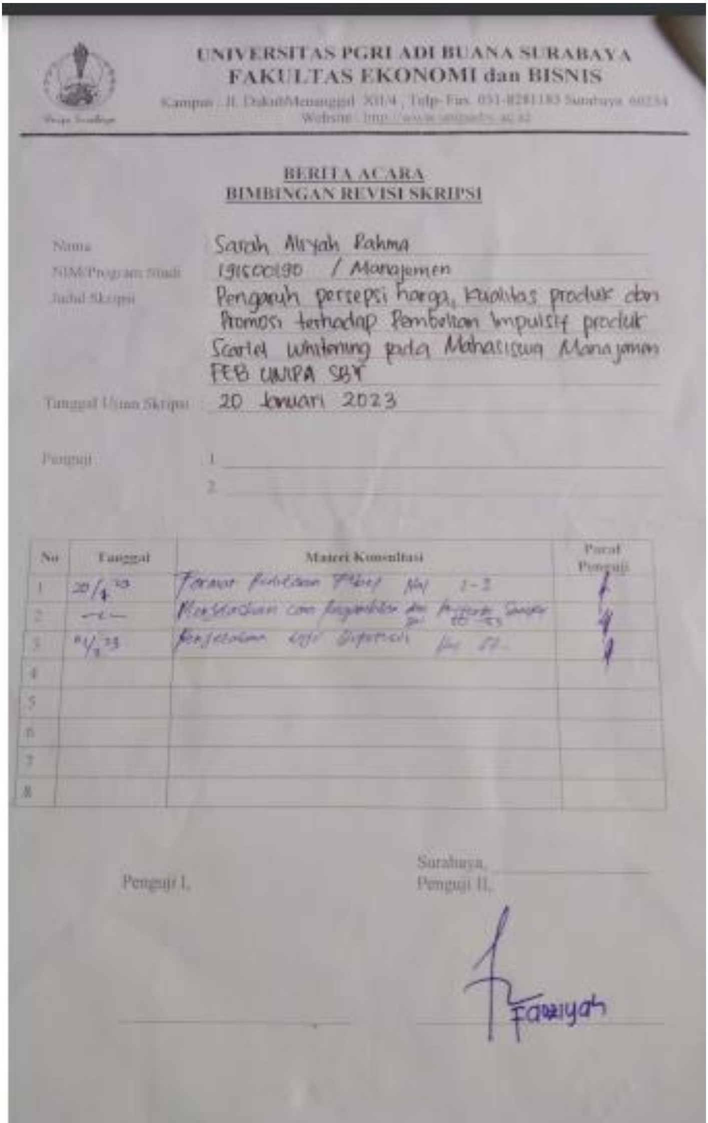
Penguji I

Christina Menuk S.

Penguji II

Fauzīyah.

Lampiran 3 : Berita Acara Bimbingan Revisi Skripsi



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI dan BISNIS
Kampus : Jl. Dukuh Menanggal XII/4 , Telp-Fax. 031-8281183 Surabaya 60234
Website : http://www.unipasby.ac.id

BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : Sarah Alfiyah Rahma
NIM/Program Studi : 191500190 / Manajemen
Judul Skripsi : Pengaruh persepsi harga, kualitas produk dan Promosi terhadap Pembelian impulsif produk Scarlet whitening pada Mahasiswa Manajemen FEB UNIPA SBY
Tanggal Ujian Skripsi : 20 Januari 2023

Penguji : 1. ____
2. ____

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	20/4 '23	Format Penulisan Tabel hal 1-3	[illegible]
2	—"—	Menyesuaikan cara pengambilan [illegible] [illegible] hal 50-53	[illegible]
3	01/5 '23	Penjelasan [illegible] [illegible] hal 67	[illegible]
4			
5			
6			
7			
8			

Surabaya, ____
Penguji I, Penguji II,

Fauziyah

Lampiran 4 : Surat Izin Penelitian

Perihal : Permohonan Penelitian

Kepada Yth.
Bapak Dekan Fakultas Ekonomi Dan Bisnis
Tony Susilo Wibowo, SE., M.Pd., M.SM
Jl. Dukuh Menanggal XII/4, Dukuh Menanggal Kec. Gayungan
Di
Surabaya

Dengan hormat

Saya yang bertanda tangan dibawah ini

Nama	:	Sarah Aliyah Rahma
NIM	:	191500190
Jurusan/Semester	:	Manajemen/7
Judul	:	Pengaruh Persepsi Harga, Kualitas Produk, Dan Promosi Terhadap Pembelian Impulsif Produk Scarlett Whitening Pada Mahasiswa Manajemen Fakultas Ekonomi Dan Bisnis Universitas PGRI Adi Buana Surabaya

Dengan ini mengajukan surat permohonan izin penelitian yang akan ditujukan kepada Mahasiswa Manajemen Fakultas Ekonomi Dan Bisnis Universitas PGRI Adi Buana Surabaya sebagai responden dalam penelitian saya.

Demikian surat permohonan penelitian yang saya buat, atas perhatiannya saya ucapkan terimakasih.

Surabaya, 5 Oktober 2022
Mahasiswa

Sarah Aliyah Rahma
NIM : 191500190

Lampiran 5: Surat Balasan Penelitian

UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI DAN BISNIS
Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : http://www.unipasby.ac.id

Nomor : 221054/01/FEB/X/2022
Perihal : Balasan

Yang bertanda tangan di bawah ini :
Nama : Tony Susilo Wibowo, SE., M.Pd., M.SM
Jabatan : Dekan Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya

Menerangkan bahwa :

Nama	:	Sarah Aliyah Rahma
NIM	:	191500190
Prodi	:	Manajemen
Judul Skripsi	:	Pengaruh Persepsi Harga, Kualitas Produk, dan Promosi Terhadap Pembelian Impulsif produk Scarlett Whitening Pada Mahasiswa Manajemen FEB Universitas PGRI Adi Buana Surabaya.

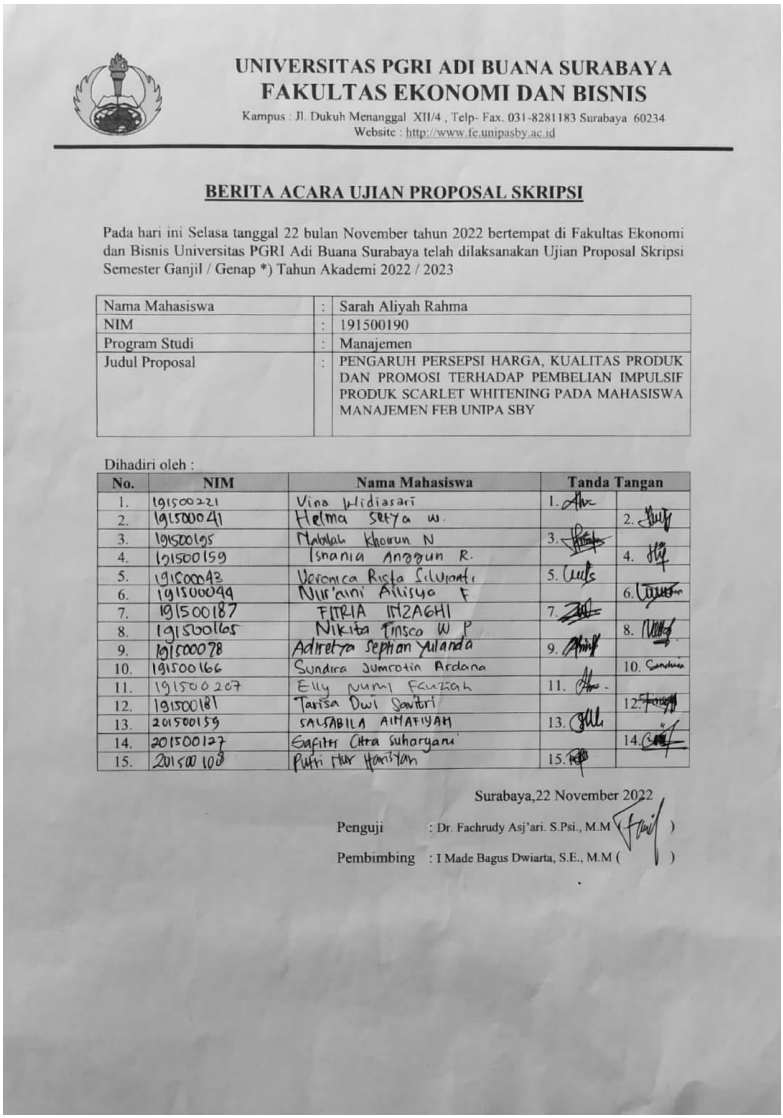
Telah kami setujui untuk mengadakan penelitian di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya.

Demikian surat ini kami sampaikan, dan atas kerjasamanya kami mengucapkan terima kasih.

Surabaya, 11 Oktober 2022
Dekan,

Tony Susilo Wibowo, SE., M.Pd., M.SM
NPP : 0709494/DY

Lampiran 6: Daftar Hadir Ujian Proposal



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI DAN BISNIS
Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : http://www.fe.unipasby.ac.id

BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Selasa tanggal 22 bulan November tahun 2022 bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap *) Tahun Akademi 2022 / 2023

Nama Mahasiswa	:	Sarah Aliyah Rahma
NIM	:	191500190
Program Studi	:	Manajemen
Judul Proposal	:	PENGARUH PERSEPSI HARGA, KUALITAS PRODUK DAN PROMOSI TERHADAP PEMBELIAN IMPULSIF PRODUK SCARLET WHITENING PADA MAHASISWA MANAJEMEN FEB UNIPA SBY

Dihadiri oleh :

No.	NIM	Nama Mahasiswa	Tanda Tangan	
1.	191500221	Vina Widiasari	1.	
2.	191500041	Helma Setya W.		2.
3.	191500195	Mahbah Khoirun N	3.	
4.	191500159	Isnania Anggun R.		4.
5.	191500043	Veronica Rista Silviana	5.	
6.	191500099	Nur'aini Alisya F		6.
7.	191500187	FITRIA INTAGHI	7.	
8.	191500165	Nikita Tinsco W P		8.
9.	191500078	Adhetya Sephan Yulanda	9.	
10.	191500166	Sundira Jumrotin Ardana		10.
11.	191500207	Elly Nurul Fauziah	11.	
12.	191500181	Tarisa Dwi Savitri		12.
13.	201500159	SALSABILA AINAFIYAH	13.	
14.	201500127	Safitri Citra Suharyani		14.
15.	201500108	Putri Nur Hamidah	15.	

Surabaya,22 November 2022

Penguji : Dr. Fachrudy Asj'ari. S.Psi., M.M ( )

Pembimbing : I Made Bagus Dwiarta, S.E., M.M ( )

Lampiran 7: Kuesioner Penelitian

LAMPIRAN
KUISIONER PENELITIAN

Responden yang terhormat,

Sehubungan dengan penyusunan skripsi, bersama ini saya memohon kesediaan saudara/i untuk berpartisipasi dalam mengisi semua pernyataan yang terdapat pada kuisioner. Penelitian ini berjudul : "Pengaruh Persepsi Harga, Kualitas Produk dan Promosi terhadap Pembelian Impulsif produk Scarlett Whitening pada Mahasiswa Manajemen FEB UNIPA SBY".

Penelitian ini kami tujukan kepada Mahasiswa Prodi Manajemen FEB UNIPA SBY Angkatan 2019 – 2022, semua data dan identitas saudara/i dari hasil penelitian ini bersifat rahasia dan hanya untuk kepentingan akademis.

Demikian disampaikan, atas kesediaan saudara/i dalam meluangkan waktu untuk mengisi kuisioner ini saya ucapkan terima kasih.

Hormat Saya

Sarah Aliyah Rahma

A. Data Responden

Sebelum menjawab pernyataan dalam kuesioner ini, mohon Saudara/Saudari mengisi data berikut terlebih dahulu. (Jawaban yang saudara berikan akan diperlakukan secara rahasia).

Lingkari untuk jawaban pilihan saudara.

Nama	:		
Jenis Kelamin	:	1. Laki – laki	2. Perempuan
Program Studi	:	Manajemen	
Angkatan	:	1. 2019 3. 2021	2. 2020 4. 2022
Apakah anda mengetahui dan pernah mengggunakan produk *Scarlett Whitening?*			1. Ya 2. Tidak

B. Petunjuk Pengisian Kuesioner

Responden hanya dapat memberikan jawaban dengan memberikan tanda *checklist* (✓) pada salah satu pilihan jawaban yang tersedia. Hanya satu jawaban saja untuk setiap pernyataan. Pada masing – masing pernyataan terdapat lima alternatif jawaban yang mengacu pada teknik Skala Likert, yaitu:

Keterangan	Skor
Sangat Setuju (SS)	5
Setuju (S)	4
Ragu – ragu (R)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

No.	Pernyataan	SS	S	R	TS	STS
Persepsi Harga (X1)						
Keterjangkauan Harga						
1	Harga yang ditawarkan scarlett whitening bervariasi sesuai jenis produk					
2	Harga produk scarlett whitening dapat dijangkau oleh kalangan mahasiswa					
3	Harga produk scarlet whitening lebih terjangkau daripada kompetitor sejenis					
4	Harga scarlet whitening tidak dapat dijangkau oleh semua kalangan					
Kesesuaian dengan Kualitas Produk						
5	Harga yang ditawarkan scarlett whitening sesuai dengan kualitas produk yang diberikan					
6	Harga scarlett whitening sesuai dengan hasil yang saya inginkan					
7	Kualitas produk scarlet whitening sesuai dengan harga yang diberikan					

8	Kualitas produk scacrlet whitening tidak sesuai dengan harga yang diberikan					
Kesesuaian dengan Manfaat Konsumen						
9	Harga yang diberikan scarlett whitening sesuai dengan manfaat yang didapat					
10	Harga dari produk Scarlett Whitening sesuai dengan manfaat yang diberikan dibanding produk lain					
11	Harga sesuai dengan hasil yang didapat dengan manfaat yang saya inginkan					
12	Harga produk scarlet whitening sesuai dengan hasil yang saya inginkan					
Harga Bersaing						
13	Harga yang ditawarkan scarlett whitening memiliki daya saing dengan harga yang ditawarkan					
14	Scarlet whitening memiliki harga yang bervariasi					

15	Scarlet whitening dapat bersaing harga dengan kompetitor					
16	Harga scarlet whitening tidak lebih mahal daripada produk sejenis lainya					

No.	**Pernyataan**	**SS**	**S**	**R**	**TS**	**STS**
Kualitas Produk (X2)						
***Performance* (Kinerja)**						
17	Kualitas produk scarlett whitening dapat bertahan lama					
18	Produk scarlett whitening dapat digunakan dalam jangka panjang					
19	Scarlet whitening mempunyai kualitas yang dapat membantu dalam merawat tubuh					
20	Kualitas produk scarlet whitening dapat digunakan oleh semua usia					

Features **(Fitur atau ciri-ciri tambahan)**						
21	Saya merasa kemasan produk scarlett whitening menarik perhatian					
22	Scarlett whitening memiliki aroma yang khas tiap seriesnya					
23	Produk scarlett memiliki variasi jenis produk yang lebih banyak dan berbeda dibanding kompetitor					
24	Produk scarlet whitening tidak menggunakan kemasan dengan ciri yang berbeda					
Reliability **(Reliabilitas)**						
25	Produk scarlett whitening tidak lengket di kulit					
26	Produk scarlett whitening dapat mencerahkan satu tingkat dalam satu kali pemakain					

27	Produk scarlet whitening aman digunakan					
28	Produk scarlet whitening dapat digunakan secara terus-menerus					
Confermance to Specifications **(Kesesuaian dengan spesifikasi)**						
29	Produk scarlett whitening sesuai dengan standart dan kualitas yang ditawarkan					
30	Scarlett whitening memiliki produk yang sesuai dengan yang dibutuhan konsumen					
31	Produk scarlet whitening dijual sesuai dengan standart dan kualitas yang ditawarkan					
32	Produk scarlet whitening sesuai dengan yang saya butuhkan					

Durability (Daya tahan)						
33	Saya merasa produk scarlett whitening memiliki aroma yang tahan lama.					
34	Waktu kadaluwarsa produk scarlett whitening relatif lama					
35	Produk yang dijual scarlet whitening terjamin kualitasnya					
36	Produk scarlet whitening dapat bertahan lama dikulit saya					

No.	**Pernyataan**	**SS**	**S**	**R**	**TS**	**STS**
Promosi (X3)						
Pesan Promosi						
37	Informasi yang diberikan oleh scarlett whitening mudah dipahami					

38	Informasi produk scarlett whitening sesuai dengan kualitas produk sebenarnya					
39	Penyampaian informasi produk lebih lengkap dan meyakinkan daripadada produk kompetitor lain					
40	Informasi yang diberikan oleh scarlet whitening dapat dibuktikan kebenarannya					
Media Promosi						
41	Scarlett whitening melakukan promosi melalui instagram, facebook dan tiktok					
42	Media promosi yang digunakan scarlett whitening memiliki daya tarik yang unik					

43	Produk scarlet whitening yang dipromosikan influencer, brand ambassador dapat meyakinkan konsumen dalam membeli produk					
44	Scarlet whitening harus menggunakan platform media social untuk promosi produknya					
Waktu Promosi						
45	Seringnya promosi produk baru di media sosial menarik minat saya untuk membeli					
46	Saya tertarik membeli produk Scarlett karena promo yang ditawarkan					

47	Adanya bonus dan diskon ketika pembelian membuat saya membeli produk scarlett whitening					
48	Scarlet whitening jarang memberikan promosi seperti kompetitor sejenisnya					

No.	**Pernyataan**	**SS**	**S**	**R**	**TS**	**STS**
Pembelian Impulsif (Y)						
Spontan						
49	Saya membeli produk scarlett whitening di online atau offline store tanpa direncanakan					
50	Saya membeli produk yang pertama kali saya lihat secara spontan					

51	Membeli produk scarlet whitening tanpa berpikir sebelumnya.					
52	Saya tidak merencakan saat akan membeli produk scarlet whitening					
Melihat Langsung Membeli						
53	Saya membeli produk scarlett whitening yang saya lihat dan menarik					
54	Saat ada produk scarlett whitening terbaru saya langsung ingin membeli					
55	Ketika melihat produk scarlet yang diinginkan di offline store atau online store saya segera membelinya					
56	Saya tidak selalu membeli produk scarlet whitening meskipun menarik					
Bertindak Tanpa Berpikir						

57	Saya akan membeli produk scarlet whitening meskipun saya tidak terlalu dibutuhkan saat itu					
58	Saya tergiur membeli produk scarlett whitening saat dipromosikan oleh artis / selebgram ternama					
59	Selalu membeli produk scarlet jika ada penawaran produk terbaru					
60	Saya tidak berpikir terlebih dulu saat akan membeli produk scarlet whitening terbaru					
Beli Sekarang						
61	Saya membeli produk scarlett whitening tanpa melihat harga					
62	Saya langsung membeli produk scarlett whitening saat ada promo menarik					

63	Ketika ada jenis produk terbaru dan sesuai dengan keinginan, saya langsung akan membeli produk tersebut.					
64	Saya tidak selalu membeli produk scarlet whitening meskipun ada promo menarik					

Lampiran 8: Tabulasi Data Jawaban Responden

	Persepsi Harga (X1)																
RES	X1.1.1	X1.1.2	X1.1.3	X1.1.4	X1.2.1	X1.2.2	X1.2.3	X1.2.4	X1.3.1	X1.3.2	X1.3.3	X1.3.4	X1.4.1	X1.4.2	X1.4.3	X1.4.4	TOTAL_X1
RES_1	5	5	4	4	4	5	4	5	4	4	4	5	5	4	4	5	71
RES_2	4	4	3	2	4	4	4	3	4	4	4	3	4	4	4	3	58
RES_3	4	4	3	3	4	4	2	3	4	4	3	3	4	4	3	2	54
RES_4	4	4	4	3	4	4	3	2	4	4	4	3	4	4	4	3	58
RES_5	5	5	2	2	5	3	5	2	3	3	2	2	5	5	4	2	55
RES_6	4	5	4	3	4	4	4	3	4	4	4	3	4	4	4	3	61
RES_7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
RES_8	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	60
RES_9	5	5	4	3	4	4	5	5	4	4	4	4	5	4	4	4	68
RES_10	4	4	4	3	4	4	4	3	4	4	4	2	4	4	4	3	59
RES_11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
RES_12	4	3	4	2	4	3	4	1	4	4	4	2	3	4	3	2	51
RES_13	4	3	2	4	3	3	3	2	4	3	3	2	3	4	3	3	49
RES_14	4	3	3	2	4	4	3	2	4	4	4	4	3	2	2	1	49
RES_15	4	4	4	2	4	4	4	2	4	4	4	2	4	4	4	3	57
RES_16	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
RES_17	5	4	4	5	4	4	4	4	5	5	4	4	5	5	4	4	70
RES_18	4	5	5	4	5	4	4	4	4	4	4	4	4	4	4	5	68
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RES_20	4	5	4	2	4	4	4	3	4	4	4	2	4	4	4	2	58
RES_21	5	5	5	5	5	5	5	5	5	4	5	5	4	4	5	4	76
RES_22	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	60
RES_23	2	4	3	4	5	4	4	1	5	4	4	2	3	2	4	3	54
RES_24	4	4	3	4	4	3	3	2	4	4	4	2	4	4	4	3	56

RES_25	4	3	4	2	3	3	3	2	4	4	3	2	4	4	3	2	50
RES_26	4	4	4	5	4	4	5	5	4	4	4	5	4	4	4	4	68
RES_27	5	4	4	2	4	3	4	2	4	4	3	3	4	4	4	2	56
RES_28	4	4	2	4	4	2	4	2	4	4	2	4	4	4	4	4	56
RES_29	2	4	4	1	4	4	4	4	4	4	2	4	2	1	1	2	47
RES_30	4	3	2	1	5	4	4	2	5	3	4	1	3	2	3	2	48
RES_31	5	5	5	5	4	4	4	4	5	4	4	4	4	4	4	4	69
RES_32	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
RES_33	4	5	4	2	5	4	4	2	4	4	5	1	4	4	4	3	59
RES_34	4	4	4	4	4	4	4	4	2	5	5	5	5	4	4	3	65
RES_35	4	4	3	4	4	3	4	2	4	4	4	4	4	4	4	3	59
RES_36	4	4	3	2	4	5	4	2	4	4	5	1	3	4	5	2	56
RES_37	4	4	3	4	4	3	4	4	4	4	4	4	4	4	5	4	63
RES_38	4	4	3	3	4	3	4	3	4	3	5	3	4	5	4	3	59
RES_39	5	5	4	4	4	4	4	5	5	5	4	5	5	4	4	4	71
RES_40	4	4	4	2	4	4	4	3	4	4	4	2	4	4	4	3	58
RES_41	5	5	5	2	4	4	4	3	4	4	4	4	4	4	4	3	63
RES_42	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
RES_43	5	4	3	4	4	4	4	2	4	4	4	4	5	5	3	5	64
RES_44	4	4	4	2	5	5	5	3	4	4	4	2	4	4	4	2	60
RES_45	4	4	4	4	5	5	4	2	4	4	4	2	4	4	4	3	61
RES_46	5	4	4	4	4	4	5	3	4	4	4	3	4	3	4	3	62
RES_47	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
RES_48	4	5	4	2	4	4	4	4	4	4	4	2	4	4	5	2	60
RES_49	4	3	3	2	3	3	4	2	4	4	3	1	3	3	4	3	49
RES_50	5	4	4	2	4	4	4	2	4	2	2	4	4	4	4	2	55

RES_51	5	5	5	5	5	5	5	5	4	4	5	4	5	5	5	4	76
RES_52	4	4	3	2	4	4	4	2	4	3	3	2	4	4	4	2	53
RES_53	4	4	4	2	4	4	4	3	4	4	4	2	4	4	5	3	59
RES_54	5	4	4	3	4	5	4	3	4	5	4	2	5	4	4	3	63
RES_55	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	3	64
RES_56	4	4	4	4	4	4	4	2	4	4	3	2	4	4	4	4	59
RES_57	4	5	4	4	4	4	4	4	4	4	4	2	5	4	4	2	62
RES_58	4	5	4	2	4	4	4	2	4	4	4	2	4	5	5	4	61
RES_59	4	4	4	2	4	4	4	3	5	5	4	2	4	4	4	3	60
RES_60	5	4	4	4	4	5	5	2	4	4	4	2	4	5	5	2	63
RES_61	5	5	5	5	5	4	5	5	4	4	4	4	4	4	4	4	71
RES_62	4	4	4	4	4	4	4	2	4	5	4	2	4	5	5	4	63
RES_63	5	5	5	4	5	4	4	2	5	4	4	2	5	4	4	2	64
RES_64	5	5	5	4	5	5	5	2	5	5	5	2	5	5	5	2	70
RES_65	4	5	4	2	4	4	4	4	4	5	4	2	4	5	5	2	62
RES_66	5	5	4	3	5	4	4	2	4	4	4	2	4	4	4	3	61
RES_67	4	4	4	2	5	5	5	2	5	4	5	2	5	5	4	2	63
RES_68	4	5	4	3	5	4	4	3	5	4	5	3	5	4	5	2	65
RES_69	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	4	61
RES_70	4	5	4	2	4	4	4	3	4	4	4	2	4	4	4	3	59
RES_71	5	5	4	4	5	5	4	2	5	4	5	2	4	5	4	2	65
RES_72	4	4	4	4	4	4	5	2	5	5	4	2	5	4	4	2	62
RES_73	5	5	4	2	5	5	4	2	4	5	4	3	5	5	4	2	64
RES_74	5	4	5	3	4	5	4	2	4	4	4	3	5	4	4	2	62
RES_75	4	4	4	2	4	4	4	2	4	4	4	2	4	4	4	4	58
RES_76	4	5	4	2	4	4	4	2	4	3	4	2	3	4	4	2	55
RES_77	4	5	4	3	4	5	4	3	4	4	5	3	5	4	4	3	64
RES_78	4	4	4	4	4	4	4	5	5	4	4	5	5	5	4	5	70

RES_79	5	5	4	2	5	5	4	4	4	4	4	2	4	4	4	4	64
RES_80	5	4	4	3	4	4	4	3	4	5	4	3	4	4	5	4	64
RES_81	5	5	5	2	5	5	5	2	5	5	5	2	5	5	4	2	67
RES_82	5	5	5	4	5	5	5	2	5	4	5	2	5	5	5	2	69
RES_83	4	5	4	2	5	5	5	2	4	4	4	2	5	5	4	5	65
RES_84	4	4	4	3	4	4	4	3	4	4	4	3	4	4	5	3	61
RES_85	5	5	4	2	4	4	4	2	4	3	4	2	5	4	4	3	59
RES_86	4	4	4	2	5	5	5	3	5	5	5	3	4	4	5	2	65
RES_87	5	5	5	3	5	4	4	2	5	5	4	2	5	4	4	4	66
RES_88	4	4	4	2	4	4	4	3	4	4	4	3	4	4	4	3	59
RES_89	3	4	3	2	4	3	4	2	4	3	3	2	4	3	4	3	51
RES_90	5	5	5	2	5	5	5	2	4	5	5	2	5	5	5	3	68
RES_91	5	5	5	2	4	4	4	3	4	4	4	3	4	4	3	2	60
RES_92	4	5	5	2	5	5	5	2	5	5	5	2	4	5	5	2	66
RES_93	4	4	4	3	4	4	4	3	4	4	4	2	4	4	4	4	60
RES_94	4	4	4	3	4	4	4	2	5	5	4	3	4	5	5	2	62
RES_95	5	5	5	3	4	4	4	3	5	4	4	3	4	4	4	3	64
RES_96	4	4	4	3	4	4	4	2	4	4	4	2	4	4	4	3	58
RES_97	4	4	4	2	4	4	4	3	4	4	4	2	5	4	5	2	59
RES_98	4	5	5	1	5	5	5	1	5	5	5	1	5	5	5	3	65
RES_99	5	5	5	2	5	5	5	1	5	4	5	1	4	5	4	4	65
RES_100	4	4	3	5	4	4	4	2	4	4	4	2	4	4	4	3	59
RES_101	5	5	5	3	5	5	5	3	5	5	4	3	3	4	4	2	66
RES_102	4	5	5	2	4	4	4	2	5	4	4	2	4	4	4	3	60
RES_103	5	5	5	1	5	5	5	3	5	5	5	2	5	5	5	2	68
RES_104	5	5	5	2	5	4	4	3	4	5	4	2	5	5	5	3	66
RES_105	3	4	4	2	4	4	5	3	5	5	4	3	5	4	4	3	62

RES_106	4	5	5	2	4	4	4	2	5	4	4	2	4	4	4	2	59
RES_107	5	4	4	2	4	4	4	2	4	4	4	2	4	4	5	2	58
RES_108	4	5	4	2	4	4	4	3	4	4	4	3	5	4	4	2	60
RES_109	5	5	4	2	5	5	4	4	5	4	4	3	4	4	4	3	65
RES_110	4	4	4	2	4	4	4	3	4	4	4	3	4	4	4	4	60
RES_111	4	4	4	2	4	4	4	3	5	4	4	3	4	4	4	2	59
RES_112	4	4	4	3	5	5	5	3	5	4	4	3	4	4	4	4	65
RES_113	4	4	4	3	4	4	4	4	4	4	4	3	5	5	5	3	64
RES_114	4	4	4	5	5	5	4	5	5	5	5	5	5	5	4	3	73
RES_115	5	5	4	2	4	5	4	2	5	4	5	3	4	4	4	3	63
RES_116	4	4	4	3	4	4	4	3	4	4	3	4	4	4	4	4	61
RES_117	5	5	5	5	4	4	4	5	4	5	5	5	4	4	4	4	72
RES_118	4	4	4	3	4	4	4	2	4	4	4	3	4	4	4	2	58
RES_119	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	79
RES_120	4	4	4	4	4	4	4	3	4	4	4	2	4	5	4	2	60
RES_121	5	5	5	2	5	5	5	3	5	5	5	2	5	5	5	3	70
RES_122	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
RES_123	4	5	4	3	5	4	5	3	5	4	4	3	4	5	4	4	66
RES_124	5	5	5	3	5	5	5	3	5	5	5	3	5	5	4	3	71
RES_125	5	5	5	2	5	5	5	2	5	5	5	2	5	5	5	2	68
RES_126	5	5	5	3	5	5	5	2	5	5	5	2	5	5	5	2	69
RES_127	4	4	4	4	4	4	4	2	4	4	4	2	4	4	4	2	58
RES_128	4	5	4	3	5	4	4	3	5	4	4	3	5	4	4	5	66
RES_129	5	5	5	2	5	5	5	3	5	5	5	3	5	5	5	2	70
RES_130	4	4	4	2	4	4	4	3	4	4	4	3	4	4	4	3	59
RES_131	4	4	4	4	4	4	4	2	4	4	4	2	4	4	4	2	58
RES_132	5	5	5	2	5	5	5	2	5	5	5	2	5	5	5	2	68
RES_133	4	4	4	5	4	4	4	2	5	5	4	2	4	4	4	3	62

RES_134	4	5	5	3	5	4	4	3	5	4	5	3	5	4	5	3	67
RES_135	4	4	4	2	4	4	4	2	4	4	4	2	5	5	5	3	60
RES_136	4	4	4	2	5	4	4	4	4	4	4	3	4	4	5	3	62
RES_137	5	5	5	2	5	5	5	2	5	5	5	2	5	5	5	2	68
RES_138	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
RES_139	4	5	4	3	5	4	4	2	5	4	5	3	5	4	4	3	64
RES_140	5	4	3	2	4	3	3	2	4	3	3	3	4	4	4	2	53
RES_141	4	5	4	3	5	4	4	3	4	5	4	3	5	4	5	3	65
RES_142	4	4	4	4	4	4	4	2	4	4	4	2	4	4	4	3	59
RES_143	4	4	4	3	4	4	4	3	4	4	4	2	4	4	4	3	59
RES_144	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	60
RES_145	5	5	5	5	5	5	4	4	5	5	5	4	5	5	4	4	75
RES_146	5	4	4	3	4	4	4	4	4	4	4	2	4	4	4	2	60
RES_147	5	4	4	2	5	4	4	3	5	4	4	2	5	4	4	3	62
RES_148	3	4	4	2	3	3	3	4	4	4	4	3	3	4	3	2	53
RES_149	5	4	4	2	4	4	4	3	5	5	5	3	5	4	4	2	63
RES_150	5	5	5	1	5	5	5	3	5	5	5	2	5	5	5	2	68
RES_151	5	4	4	3	5	4	5	3	4	5	4	3	5	4	5	3	66
RES_152	4	5	3	4	3	4	4	2	4	3	3	4	4	4	4	4	59
RES_153	4	4	5	3	5	4	4	4	4	4	4	4	4	4	4	3	64
RES_154	4	4	4	2	4	4	4	3	5	5	5	3	4	4	4	3	62
RES_155	5	5	4	2	4	4	4	2	4	4	4	2	4	4	4	3	59
RES_156	4	5	5	2	5	4	4	2	4	4	4	2	4	4	4	2	59
RES_157	4	5	4	3	5	4	4	3	5	4	4	3	5	4	4	2	63
RES_158	5	5	4	2	5	4	4	2	5	4	4	2	4	2	4	2	58
RES_159	4	4	4	2	4	4	4	2	4	4	4	3	5	4	4	3	59
RES_160	4	4	3	3	5	4	4	3	4	4	4	4	4	3	4	3	60

	Kualitas Produk (X2)																				
RES	X2.1.1	X2.1.2	X2.1.3	X2.1.4	X2.2.1	X2.2.2	X2.2.3	X2.2.4	X2.3.1	X2.3.2	X2.3.3	X2.3.4	X2.4.1	X2.4.2	X2.4.3	X2.4.4	X2.5.1	X2.5.2	X2.5.3	X2.5.4	TOTAL_X2
RES_1	5	4	4	4	4	4	4	5	5	5	4	4	4	5	4	3	3	4	5	5	85
RES_2	4	4	4	3	4	4	4	3	4	4	4	3	5	4	4	3	4	4	4	3	76
RES_3	4	3	2	1	4	3	3	3	4	3	4	3	3	1	3	4	3	3	2	1	57
RES_4	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	4	4	3	2	73
RES_5	2	3	3	4	4	4	2	4	4	3	4	2	4	4	4	2	4	4	3	3	67
RES_6	4	4	4	3	4	4	3	2	4	4	5	4	4	4	4	3	4	4	4	3	75
RES_7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
RES_8	2	4	4	4	5	4	4	4	4	4	4	2	4	4	4	2	3	4	4	3	73
RES_9	4	5	5	4	5	5	5	5	4	5	4	4	5	4	4	5	3	5	5	5	91
RES_10	4	4	4	2	4	4	4	4	4	4	4	3	4	4	4	2	4	4	4	3	74
RES_11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	79
RES_12	2	3	4	3	1	4	3	2	2	3	3	4	3	2	4	4	4	1	3	4	59
RES_13	3	4	4	3	3	4	3	4	3	4	3	4	2	3	4	4	4	3	4	3	69
RES_14	3	4	4	5	4	4	4	4	3	3	4	2	3	2	2	1	4	3	2	2	63
RES_15	4	4	4	4	4	4	4	3	2	4	4	3	4	4	4	2	4	4	4	3	73
RES_16	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
RES_17	4	4	4	4	5	5	5	5	4	5	5	4	4	5	5	4	5	5	4	2	88
RES_18	5	5	4	4	5	4	4	5	4	4	5	4	5	5	5	5	4	5	5	4	91
RES_19	4	4	4	3	4	4	5	3	4	4	4	3	4	4	4	3	4	4	4	2	75
RES_20	4	4	4	2	4	4	4	3	4	4	4	2	4	4	4	4	4	5	4	2	74
RES_21	4	5	5	5	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	88
RES_22	4	4	4	4	4	4	4	2	4	4	4	2	4	4	4	3	4	4	4	3	74
RES_23	4	3	4	3	3	3	3	2	3	1	3	1	4	4	4	3	4	4	4	2	62
RES_24	4	4	4	3	4	4	4	3	3	2	4	2	4	4	4	2	4	4	4	3	70
RES_25	4	3	3	3	4	3	3	2	4	3	3	2	4	3	3	3	4	3	3	2	62
RES_26	4	5	5	2	5	4	5	4	4	5	5	4	4	4	4	4	5	4	4	4	85
RES_27	3	3	3	3	4	4	4	4	4	4	4	2	4	4	4	2	4	4	4	3	71
RES_28	4	4	4	2	4	4	4	2	4	4	4	2	4	4	2	2	4	4	2	2	66
RES_29	4	1	5	4	3	2	4	1	5	5	2	2	1	1	2	1	3	1	1	4	52
RES_30	4	5	5	2	3	5	4	4	4	5	5	1	4	5	5	1	3	3	1	2	71
RES_31	4	4	4	5	4	5	4	4	5	4	4	4	5	5	5	5	4	4	4	4	87

RES_32	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60
RES_33	4	5	4	5	5	5	5	2	3	5	5	2	5	4	5	1	5	5	5	1	81
RES_34	4	3	4	4	4	4	4	4	3	4	3	5	4	3	4	4	4	4	4	4	77
RES_35	4	4	4	1	4	4	4	5	2	4	5	4	4	4	4	4	4	4	4	4	77
RES_36	4	4	4	3	3	3	3	3	4	3	3	1	2	3	3	2	4	4	3	3	62
RES_37	4	4	4	5	4	5	4	4	4	3	4	4	4	4	4	3	4	3	3	3	77
RES_38	4	3	4	4	4	4	4	4	3	5	4	4	4	5	2	3	4	5	4	3	77
RES_39	5	5	4	4	4	5	4	4	4	4	4	4	5	5	5	4	5	4	4	4	87
RES_40	4	4	5	2	4	4	4	2	4	4	5	2	4	4	4	3	4	4	5	2	74
RES_41	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	3	4	4	4	4	77
RES_42	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	100
RES_43	4	4	4	4	3	4	4	4	3	3	5	1	3	4	4	4	4	3	4	4	73
RES_44	4	4	4	2	4	4	4	3	4	4	4	3	4	4	4	3	4	5	5	2	75
RES_45	4	4	4	3	5	5	5	2	4	4	4	2	4	4	4	4	4	4	4	2	76
RES_46	4	4	5	3	4	4	4	4	4	5	5	3	4	4	4	3	5	5	5	3	82
RES_47	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	100
RES_48	4	5	4	4	4	2	4	2	4	5	5	4	4	4	5	5	5	4	5	2	81
RES_49	3	3	3	3	3	3	4	4	4	3	3	1	3	3	2	1	4	4	2	1	57
RES_50	3	3	2	2	3	3	3	2	4	3	4	3	4	3	3	3	4	3	4	3	62
RES_51	5	4	4	5	5	5	5	5	4	5	5	4	5	5	4	4	5	4	4	5	92
RES_52	4	4	4	4	4	4	3	2	4	3	4	3	3	3	3	3	3	2	2	3	65
RES_53	5	5	5	2	4	4	4	3	5	5	4	4	4	4	2	5	5	5	2	81	
RES_54	4	4	5	3	4	4	5	2	4	4	5	4	4	5	4	3	5	4	4	3	80
RES_55	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
RES_56	5	4	4	5	4	5	4	4	4	4	4	4	5	5	4	2	5	2	4	2	80
RES_57	5	5	4	2	4	4	4	3	4	5	4	2	4	4	4	3	5	5	5	2	78
RES_58	4	4	4	5	5	5	4	2	2	4	4	2	4	4	4	2	4	4	4	2	73
RES_59	4	4	4	2	4	4	4	2	4	4	5	2	4	4	4	2	5	5	4	2	73
RES_60	4	4	4	4	5	5	5	2	4	5	4	2	4	5	4	2	5	4	4	2	78
RES_61	4	5	4	5	4	4	4	4	4	5	5	5	5	5	4	5	4	5	4	4	89
RES_62	4	4	4	2	5	4	4	2	2	4	4	4	4	5	4	2	5	4	4	4	75

RES_63	5	5	4	3	5	5	5	3	4	5	5	3	4	3	3	2	3	3	3	2	75
RES_64	5	5	5	2	5	5	5	3	5	5	5	2	5	5	5	2	5	5	5	2	86
RES_65	4	4	4	2	4	4	4	4	5	4	4	2	4	4	4	2	4	4	4	2	73
RES_66	5	5	4	4	5	5	4	4	3	3	5	2	4	4	4	3	5	5	5	3	82
RES_67	4	4	4	2	5	4	5	2	2	4	4	4	4	4	5	2	4	4	4	2	73
RES_68	4	4	5	3	4	5	4	3	5	4	5	3	5	4	5	3	5	4	4	3	82
RES_69	4	5	4	3	4	5	4	3	4	5	4	3	5	4	4	3	4	5	4	3	80
RES_70	5	4	5	4	4	4	3	3	3	4	4	3	4	4	3	2	4	4	3	2	72
RES_71	4	4	4	3	5	5	5	3	5	3	3	3	3	4	4	2	5	5	5	2	77
RES_72	4	4	4	2	5	4	4	3	5	5	5	4	5	4	5	2	5	4	4	2	80
RES_73	5	5	5	2	5	4	4	4	4	5	5	2	4	4	4	4	4	5	4	2	81
RES_74	4	4	5	3	4	5	4	3	5	4	4	3	5	4	4	3	4	5	4	3	80
RES_75	4	4	4	2	4	4	4	4	4	4	4	2	4	4	4	2	4	4	4	2	72
RES_76	2	4	4	2	5	5	4	2	4	3	4	3	4	4	4	2	4	4	4	2	70
RES_77	4	4	5	3	5	4	4	3	5	5	4	3	4	4	5	3	4	4	5	3	81
RES_78	5	5	4	3	5	5	4	3	5	5	5	2	5	5	4	3	5	5	5	2	85
RES_79	4	4	4	4	5	4	4	4	2	4	4	4	4	4	4	4	4	4	5	4	80
RES_80	5	4	4	2	4	5	4	3	5	4	4	3	4	4	4	3	4	4	4	3	77
RES_81	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	2	96
RES_82	5	5	5	2	5	5	5	3	5	5	5	2	5	5	5	2	5	5	5	2	86
RES_83	4	4	5	2	5	5	5	2	2	5	4	4	5	5	4	2	5	4	5	4	81
RES_84	4	5	4	3	5	4	5	3	4	5	4	3	4	5	4	3	5	4	5	3	82
RES_85	4	4	4	3	5	5	4	5	4	4	5	2	4	5	4	2	5	4	4	2	79
RES_86	5	5	5	2	5	5	5	3	5	4	4	4	4	4	4	4	4	5	4	2	83
RES_87	4	4	4	3	4	4	4	2	5	4	4	2	4	4	4	4	4	4	5	2	75
RES_88	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	5	2	77
RES_89	4	4	4	3	4	4	3	2	3	3	4	2	4	4	4	2	3	3	3	2	65
RES_90	5	5	5	1	5	5	5	3	5	5	5	1	5	5	5	2	5	5	5	2	84
RES_91	4	4	4	3	4	4	4	3	4	4	4	2	4	4	4	2	5	5	5	2	75
RES_92	5	5	5	1	5	5	5	2	5	4	5	1	5	5	5	1	5	5	5	1	80
RES_93	5	4	4	3	4	4	4	3	4	4	5	2	4	4	4	4	4	4	4	3	77

RES_94	4	5	5	3	5	4	4	2	4	4	5	2	4	4	5	2	4	4	4	2	76
RES_95	5	5	5	2	4	4	3	4	4	4	4	2	4	4	4	3	4	4	4	3	76
RES_96	4	4	4	3	4	4	4	3	4	4	4	2	4	4	4	3	4	4	4	3	74
RES_97	4	4	4	3	4	4	4	2	4	4	4	2	4	4	4	3	4	4	5	2	73
RES_98	5	5	4	1	5	5	5	3	5	5	4	1	5	5	5	2	5	5	5	2	82
RES_99	4	3	3	2	4	4	4	3	4	4	3	3	5	5	5	3	5	5	4	3	76
RES_100	4	4	4	3	2	5	4	4	5	5	5	1	5	4	4	3	5	5	4	3	79
RES_101	4	4	4	3	4	4	4	5	4	4	4	3	4	4	4	3	4	4	4	2	76
RES_102	4	4	4	3	5	4	4	3	4	4	4	2	4	4	4	2	4	4	4	3	74
RES_103	5	5	5	1	5	5	5	3	5	5	5	2	5	5	5	3	4	5	5	3	86
RES_104	4	4	4	2	4	4	4	3	4	4	4	2	4	4	4	4	4	4	4	2	73
RES_105	5	5	5	3	5	5	5	3	4	5	4	2	4	4	4	3	5	4	4	3	82
RES_106	4	4	4	4	4	4	5	4	4	4	4	2	4	4	4	3	4	4	4	3	77
RES_107	5	4	4	2	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	2	76
RES_108	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	5	5	5	3	78
RES_109	4	4	4	3	4	4	4	3	4	4	4	2	5	5	5	3	5	5	5	3	80
RES_110	4	4	4	3	4	4	4	3	4	4	3	2	4	4	4	3	4	4	4	3	73
RES_111	4	4	4	3	4	4	4	3	4	4	4	2	4	4	4	3	4	4	5	3	75
RES_112	4	4	4	2	5	5	5	3	5	5	5	1	5	4	5	1	5	5	5	2	80
RES_113	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	2	4	4	4	2	74
RES_114	5	5	5	2	5	5	5	3	5	5	5	1	5	5	5	3	5	5	5	2	86
RES_115	4	4	4	2	4	4	4	3	4	4	4	3	4	4	4	2	4	4	4	2	72
RES_116	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	2	75
RES_117	5	5	5	3	5	5	5	3	4	5	5	2	4	4	4	2	5	5	5	3	84
RES_118	4	4	4	2	5	4	4	3	4	4	4	2	4	4	4	3	4	4	5	2	74
RES_119	5	5	5	5	5	5	5	3	4	4	4	2	5	5	5	5	5	5	5	2	89
RES_120	4	4	4	3	4	5	4	3	5	4	4	3	4	4	4	2	5	4	4	2	76
RES_121	5	5	4	2	5	5	5	3	5	5	5	1	5	5	5	2	5	5	5	2	84
RES_122	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	2	76
RES_123	5	4	4	3	5	4	4	3	5	4	4	3	5	4	4	3	5	5	4	3	81
RES_124	5	5	5	1	5	5	5	3	5	4	5	1	5	5	5	3	5	5	5	2	84
RES_125	5	5	5	3	5	5	5	3	5	5	5	2	5	5	5	2	5	5	5	2	87
RES_126	5	5	5	4	5	5	4	4	5	5	5	4	5	5	5	4	4	5	4	5	93
RES_127	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	78
RES_128	5	4	4	3	5	4	4	2	5	4	4	3	5	4	5	3	5	4	4	3	80
RES_129	5	5	5	1	5	5	5	3	5	5	5	5	5	5	5	3	5	5	5	2	89
RES_130	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	4	5	5	2	76

RES_131	4	4	4	2	5	4	4	3	5	4	5	2	4	4	4	2	4	4	4	2	74
RES_132	5	5	5	2	5	5	5	3	5	5	5	1	5	5	5	2	5	5	5	2	85
RES_133	5	5	5	2	5	5	5	4	4	4	4	3	4	4	4	2	5	5	4	2	81
RES_134	5	4	5	3	4	4	5	3	5	4	5	3	5	5	4	3	5	4	5	3	84
RES_135	4	4	4	2	4	4	4	3	4	4	5	2	4	4	4	2	4	4	4	2	72
RES_136	4	4	4	2	5	4	4	3	4	5	4	2	4	4	4	3	4	4	5	4	77
RES_137	5	5	5	2	5	5	5	3	5	5	5	2	5	5	5	2	4	5	5	2	85
RES_138	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
RES_139	4	5	4	3	4	5	4	3	5	4	4	3	5	4	4	3	5	4	5	3	81
RES_140	4	4	4	3	4	4	4	3	4	3	3	3	4	3	3	3	4	3	3	2	68
RES_141	5	4	4	3	5	4	4	3	4	5	4	3	5	4	4	3	5	4	4	2	79
RES_142	4	4	4	3	4	4	4	3	4	4	4	2	4	4	4	2	4	4	4	2	72
RES_143	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	2	76
RES_144	4	4	4	3	4	4	4	3	4	5	5	2	4	4	4	3	4	4	4	3	76
RES_145	5	5	5	2	5	5	5	3	5	5	5	2	5	5	5	2	5	5	5	2	86
RES_146	5	4	4	3	4	4	4	3	4	4	4	3	4	4	4	2	4	4	4	2	74
RES_147	5	5	4	4	4	4	4	3	5	4	4	5	4	4	4	3	5	4	4	3	82
RES_148	3	3	4	3	4	3	3	3	4	3	3	3	4	4	4	4	3	3	3	2	66
RES_149	4	4	4	4	5	4	4	2	4	5	5	3	4	4	4	2	4	4	4	2	76
RES_150	5	5	5	2	5	5	5	3	5	5	5	1	5	5	5	2	5	5	5	2	85
RES_151	4	4	5	3	4	5	4	3	4	5	4	3	5	4	5	3	4	4	5	3	81
RES_152	4	4	4	5	3	3	5	4	3	4	4	3	5	3	3	4	5	2	5	4	77
RES_153	4	4	4	2	4	4	4	4	4	4	4	3	4	4	5	2	5	5	4	2	76
RES_154	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	2	76
RES_155	4	4	5	4	4	4	4	3	4	4	4	2	4	4	4	2	4	4	4	3	75
RES_156	5	5	5	3	5	4	4	2	5	5	5	2	4	4	4	4	4	4	4	3	81
RES_157	5	4	5	3	5	4	4	3	4	5	4	3	4	4	5	3	5	4	4	3	81
RES_158	4	4	4	2	4	5	4	2	2	5	5	2	5	5	5	2	5	4	5	5	79
RES_159	4	4	4	3	4	4	4	3	4	4	4	2	4	4	4	3	4	4	5	3	75
RES_160	5	5	4	3	4	3	3	2	4	4	4	4	4	4	3	3	4	4	3	2	72

	Promosi (X3)												
RES	X3.1.1	X3.1.2	X3.1.3	X3.1.4	X3.2.1	X3.2.2	X3.2.3	X3.2.4	X3.3.1	X3.3.2	X3.3.3	X3.3.4	Total_X3
RES_1	5	4	4	5	5	4	5	5	4	5	5	5	56
RES_2	5	5	5	5	5	5	4	4	4	3	3	2	50
RES_3	4	4	3	2	4	4	3	3	4	4	3	2	40
RES_4	4	4	4	3	4	4	3	2	4	4	4	3	43
RES_5	4	3	3	3	4	4	4	2	4	4	3	2	40
RES_6	4	4	4	3	4	4	4	3	4	4	4	3	45
RES_7	4	4	4	4	4	4	4	4	4	4	4	4	48
RES_8	4	4	4	3	4	4	4	2	5	4	4	4	46
RES_9	5	2	4	4	5	4	4	5	4	5	5	4	51
RES_10	4	4	4	3	4	4	5	2	4	4	4	3	45
RES_11	4	4	4	4	4	4	4	4	4	4	4	4	48
RES_12	4	3	2	4	4	3	4	4	4	2	2	2	38
RES_13	4	4	3	4	5	4	4	2	3	3	3	3	42
RES_14	4	4	3	4	4	3	3	2	4	4	4	2	41
RES_15	4	4	4	2	4	4	4	4	4	4	4	4	46
RES_16	4	4	4	4	4	4	4	4	4	4	4	4	48
RES_17	5	5	4	4	5	5	5	5	5	5	5	5	58
RES_18	4	4	5	2	5	5	5	5	5	5	5	5	55
RES_19	4	4	4	3	4	4	4	2	4	4	4	3	44
RES_20	4	4	4	2	5	5	5	2	4	4	4	3	46
RES_21	4	4	4	5	5	5	5	5	5	5	4	4	55
RES_22	4	4	4	3	4	4	4	2	4	4	4	3	44
RES_23	4	4	4	1	4	4	5	1	4	3	3	2	39
RES_24	3	3	3	2	3	3	2	2	4	3	4	3	35
RES_25	4	4	4	2	4	4	4	2	4	4	4	2	42
RES_26	5	4	4	2	5	4	5	4	5	5	5	5	53
RES_27	4	4	4	3	4	4	5	2	4	4	2	1	41
RES_28	4	3	4	2	4	4	4	2	4	2	2	2	37
RES_29	4	4	5	4	4	4	4	3	2	3	2	1	40
RES_30	4	5	3	2	5	5	4	1	4	3	3	2	41
RES_31	4	4	4	4	4	4	4	4	5	5	5	5	52
RES_32	3	3	3	3	3	3	3	3	3	3	3	3	36
RES_33	5	5	5	1	5	5	5	1	3	4	4	2	45
RES_34	4	4	4	4	4	4	4	4	4	4	4	4	48
RES_35	4	4	4	3	4	4	4	4	4	2	4	3	44
RES_36	3	3	3	2	3	4	4	3	4	4	4	3	40
RES_37	4	4	4	3	5	4	5	4	5	3	2	3	46
RES_38	5	4	4	4	3	3	4	5	3	4	4	5	48
RES_39	5	5	5	4	4	4	4	4	4	4	4	4	51
RES_40	4	4	4	3	4	4	4	2	4	4	4	2	43
RES_41	4	4	4	2	4	4	4	2	4	4	4	3	43
RES_42	5	5	5	5	5	5	5	5	5	5	5	5	60
RES_43	5	5	4	3	5	4	4	3	3	4	3	3	46
RES_44	4	4	4	4	4	4	4	3	4	4	4	3	46
RES_45	4	4	3	2	4	4	4	2	4	4	4	4	43
RES_46	5	5	5	3	5	4	3	3	4	4	4	3	48
RES_47	5	5	5	5	5	5	5	5	5	5	5	5	60
RES_48	4	5	4	2	5	5	5	2	5	4	5	2	48
RES_49	4	4	4	1	4	4	5	1	5	4	5	1	42
RES_50	3	3	2	1	3	3	2	1	3	4	4	3	32
RES_51	5	5	5	2	5	5	5	2	5	5	5	2	51
RES_52	4	4	3	3	4	4	4	2	4	4	4	2	42
RES_53	5	5	4	3	5	5	5	2	4	4	2	2	46
RES_54	4	5	5	3	4	5	4	3	5	4	4	3	49
RES_55	4	4	4	4	4	4	4	4	4	4	4	4	48
RES_56	5	5	5	2	5	5	4	2	4	4	5	2	48
RES_57	4	4	4	2	4	4	4	2	4	4	4	3	43
RES_58	5	4	4	2	5	4	5	2	5	5	4	2	47
RES_59	4	4	4	2	4	5	5	2	4	4	4	2	44
RES_60	5	4	4	2	5	5	5	2	5	5	5	2	49

RES_61	5	5	4	2	5	5	5	5	5	5	5	4	55
RES_62	5	4	4	2	5	5	5	2	4	4	4	2	46
RES_63	5	4	4	2	5	5	5	1	5	5	5	2	48
RES_64	5	5	5	3	5	5	5	1	5	5	5	2	51
RES_65	4	5	5	2	4	4	4	2	4	4	4	3	45
RES_66	5	5	4	3	5	4	4	3	3	4	5	3	48
RES_67	5	4	4	2	5	5	5	2	5	5	5	2	49
RES_68	4	5	4	3	5	4	4	3	5	5	4	3	49
RES_69	4	5	4	3	5	4	4	2	5	4	4	3	47
RES_70	4	4	4	3	5	5	5	2	4	4	4	2	46
RES_71	5	5	4	3	5	5	5	1	5	5	5	2	50
RES_72	5	5	5	3	5	5	5	1	5	4	4	2	49
RES_73	5	5	4	3	5	5	5	2	4	4	4	2	48
RES_74	5	4	4	3	5	4	4	3	4	4	5	2	47
RES_75	4	4	4	2	5	2	4	4	4	4	3	3	43
RES_76	4	4	4	2	4	4	5	2	4	4	3	2	42
RES_77	4	5	4	2	4	4	5	2	4	4	5	4	47
RES_78	5	5	4	2	5	5	5	1	5	5	5	5	52
RES_79	5	5	5	5	5	4	5	2	5	3	3	2	49
RES_80	4	5	4	3	5	4	4	3	5	4	4	3	48
RES_81	5	5	5	2	5	5	5	2	5	5	5	2	51
RES_82	5	5	5	3	5	5	5	1	5	5	5	2	51
RES_83	5	5	5	2	5	5	5	2	3	3	3	2	45
RES_84	4	4	4	3	4	5	5	3	5	4	5	3	49
RES_85	4	4	4	2	5	5	5	2	4	4	4	2	45
RES_86	4	4	4	3	4	5	5	2	5	5	5	3	49
RES_87	4	4	4	4	5	5	5	2	4	5	5	3	50
RES_88	4	4	4	3	4	4	4	2	4	4	4	2	43
RES_89	4	3	4	2	4	4	5	2	3	3	3	3	40
RES_90	5	5	5	3	5	5	5	1	5	5	5	2	51
RES_91	4	4	4	3	4	4	4	2	4	4	4	3	44
RES_92	5	5	5	2	5	5	5	1	5	5	5	1	49
RES_93	4	4	4	2	4	4	4	2	4	4	4	3	43
RES_94	4	5	5	3	5	5	5	2	4	4	4	3	49
RES_95	5	5	5	3	4	4	5	2	4	4	4	4	49
RES_96	4	4	4	2	4	4	4	4	4	4	4	3	45
RES_97	4	4	4	3	5	5	5	2	4	4	5	3	48
RES_98	5	5	5	2	5	5	5	1	5	5	5	2	50
RES_99	4	4	4	3	5	5	5	1	5	5	5	1	47
RES_100	4	4	4	4	5	5	5	4	4	3	3	3	48
RES_101	4	5	5	3	4	4	4	4	4	4	4	3	48
RES_102	4	4	5	3	5	5	5	2	4	4	4	4	49
RES_103	5	5	5	3	5	5	5	1	5	5	5	2	51
RES_104	4	4	4	2	4	5	5	2	4	4	4	3	45
RES_105	4	4	4	3	5	5	5	2	4	4	4	4	48
RES_106	4	4	4	3	4	4	4	2	4	4	4	4	45
RES_107	4	4	4	4	5	5	4	2	4	4	4	2	46
RES_108	4	4	5	3	4	4	4	2	4	4	4	2	44
RES_109	4	4	4	3	5	5	5	2	5	5	4	3	49
RES_110	4	4	4	3	4	5	5	2	4	4	4	3	46
RES_111	4	4	4	3	5	5	5	2	4	4	4	3	47
RES_112	4	4	5	1	5	4	5	1	5	5	5	1	45
RES_113	4	4	4	3	5	5	5	2	4	4	4	4	48
RES_114	5	5	5	3	5	5	5	1	5	5	5	2	51
RES_115	4	4	4	3	5	5	5	2	4	4	4	3	47
RES_116	4	4	4	3	4	4	5	2	4	4	4	2	44
RES_117	5	5	5	4	5	5	5	2	5	5	5	3	54
RES_118	4	4	4	3	4	5	5	2	4	4	4	5	48
RES_119	5	5	5	4	5	5	5	4	5	4	4	4	55
RES_120	4	4	4	2	4	4	4	4	4	4	4	2	44

RES_121	5	5	5	3	5	5	5	1	5	5	5	2	51
RES_122	4	4	4	3	5	4	4	2	4	4	4	3	45
RES_123	4	5	4	3	5	4	4	3	5	4	5	2	48
RES_124	5	5	5	3	5	5	5	1	5	5	4	3	51
RES_125	5	5	5	3	5	5	5	1	5	5	5	2	51
RES_126	5	5	5	3	5	5	5	1	5	5	5	2	51
RES_127	4	4	4	3	4	5	5	1	5	4	4	2	45
RES_128	5	4	4	3	5	4	4	3	5	4	4	3	48
RES_129	5	5	5	4	5	5	5	4	5	5	5	4	57
RES_130	4	4	4	3	5	5	5	2	4	4	4	3	47
RES_131	4	4	4	2	4	4	4	4	4	4	4	4	46
RES_132	5	5	5	3	5	5	5	1	5	5	5	2	51
RES_133	5	4	4	3	5	5	5	2	4	4	4	3	48
RES_134	4	5	4	5	5	4	5	4	4	5	4	4	53
RES_135	4	5	4	2	5	5	5	2	4	4	4	3	47
RES_136	4	4	3	4	5	5	4	2	4	4	4	2	45
RES_137	5	5	5	3	5	5	5	1	5	5	5	2	51
RES_138	4	4	4	4	4	4	4	4	4	4	4	4	48
RES_139	5	4	5	3	5	4	4	3	5	4	4	3	49
RES_140	4	4	4	2	4	4	4	2	4	4	4	2	42
RES_141	5	4	4	3	5	4	4	3	5	4	4	3	48
RES_142	4	4	4	2	4	4	4	1	4	5	5	5	46
RES_143	4	4	4	3	4	4	4	2	4	4	4	3	44
RES_144	4	4	4	3	4	5	5	2	4	4	4	3	46
RES_145	5	5	5	2	5	5	5	5	5	5	5	2	54
RES_146	4	4	4	2	4	4	4	2	4	4	4	5	45
RES_147	5	4	4	3	5	4	4	3	4	5	4	2	47
RES_148	4	4	4	2	4	4	4	2	4	4	4	2	42
RES_149	4	4	4	3	5	5	5	2	4	4	4	4	48
RES_150	5	5	5	2	5	5	5	5	5	5	5	5	57
RES_151	5	4	4	3	5	4	4	2	4	5	4	3	47
RES_152	2	4	3	5	3	3	4	4	3	4	4	4	43
RES_153	4	4	4	3	4	4	4	2	4	4	4	2	43
RES_154	5	5	5	3	4	5	5	2	4	4	4	3	49
RES_155	4	4	4	3	4	4	4	2	4	4	4	3	44
RES_156	4	4	5	2	4	5	5	2	5	4	4	3	47
RES_157	5	4	4	3	5	4	4	2	5	4	4	3	47
RES_158	5	5	4	2	5	5	5	2	5	5	5	2	50
RES_159	4	4	5	3	5	5	5	2	4	4	4	3	48
RES_160	4	4	4	4	4	3	3	2	5	4	4	3	44

	Pembelian Impulsif (Y)																	
RES	Y1.1.1	Y1.1.2	Y1.1.3	Y1.1.4	Y1.2.1	Y1.2.2	Y1.2.3	Y1.2.4	Y1.3.1	Y1.3.2	Y1.3.3	Y1.3.4	Y1.4.1	Y1.4.2	Y1.4.3	Y1.4.4	TOTAL_Y
RES_1	5	5	5	5	5	4	4	4	4	5	5	5	5	4	5	4	74
RES_2	4	3	4	4	4	4	4	4	3	3	4	4	4	4	4	4	61
RES_3	3	4	3	3	4	4	3	2	4	3	3	2	2	2	2	3	47
RES_4	4	3	4	3	4	4	4	4	3	4	4	4	3	4	4	3	59
RES_5	2	2	2	3	2	2	2	3	2	3	4	4	4	4	4	4	47
RES_6	4	4	4	3	4	4	4	4	4	4	3	4	3	3	4	4	60
RES_7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
RES_8	4	4	3	4	4	3	3	4	3	3	2	4	4	4	4	4	57
RES_9	5	5	5	5	4	4	5	4	4	5	4	4	4	4	2	5	69
RES_10	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	62
RES_11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
RES_12	2	2	4	4	3	3	3	2	3	2	3	2	2	3	2	3	43
RES_13	4	3	3	4	4	3	4	4	4	3	4	4	4	3	2	1	54
RES_14	4	3	2	1	4	4	4	4	4	4	3	2	4	3	3	3	52
RES_15	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64

RES_16	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
RES_17	5	5	5	5	4	5	5	2	5	5	5	5	4	4	4	2	70
RES_18	5	5	5	5	5	5	5	4	4	4	4	4	4	5	5	4	73
RES_19	4	4	4	4	4	4	4	4	2	4	4	3	4	4	4	4	61
RES_20	4	4	3	4	4	3	4	3	4	4	4	4	4	4	3	4	60
RES_21	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	70
RES_22	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	63
RES_23	3	1	2	5	4	2	2	4	1	2	1	5	2	4	5	4	47
RES_24	4	2	2	4	1	2	5	4	2	4	2	4	2	4	4	4	50
RES_25	2	2	2	4	4	4	2	4	2	2	4	4	2	5	4	2	49
RES_26	4	4	4	4	4	5	4	4	5	5	5	5	4	5	5	4	71
RES_27	2	2	2	4	2	3	3	4	2	2	2	5	1	3	4	5	46
RES_28	2	2	2	4	2	2	2	5	2	2	4	4	2	2	2	5	44
RES_29	5	3	4	3	2	2	1	5	4	3	2	3	5	3	4	3	52
RES_30	3	2	1	4	5	3	2	4	2	3	3	5	3	3	5	3	51
RES_31	4	4	4	4	4	4	3	4	4	4	5	5	5	5	5	5	69
RES_32	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
RES_33	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	2	61
RES_34	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	62
RES_35	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	63
RES_36	3	3	2	4	4	3	3	2	2	2	3	4	2	5	3	3	48
RES_37	4	4	4	4	5	2	2	5	2	2	2	5	2	4	5	4	56
RES_38	4	2	2	2	4	4	4	4	4	4	4	4	4	4	3	4	57
RES_39	5	5	5	5	4	3	5	5	5	5	4	4	4	4	4	4	71
RES_40	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	63
RES_41	4	4	3	4	4	5	4	4	4	4	4	4	3	4	4	4	63
RES_42	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
RES_43	4	5	3	4	4	2	2	5	2	2	4	5	4	3	3	5	57
RES_44	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	63
RES_45	2	2	2	4	2	4	4	4	3	4	4	4	4	4	4	4	55
RES_46	4	3	4	5	4	4	3	4	3	3	3	5	3	3	5	4	60
RES_47	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
RES_48	4	4	2	5	4	5	4	4	2	5	5	4	2	4	4	4	62
RES_49	4	4	2	4	3	3	2	2	2	2	2	5	1	5	4	2	47
RES_50	2	2	2	5	2	2	2	2	2	4	2	4	2	2	2	5	42
RES_51	4	5	4	5	5	5	5	2	5	5	5	4	4	5	5	2	70
RES_52	3	3	2	4	2	2	2	4	2	4	2	4	2	3	2	4	45
RES_53	4	4	3	4	4	4	3	4	4	4	4	4	3	4	4	2	59
RES_54	5	4	4	3	4	5	4	3	5	4	4	3	4	5	4	3	64
RES_55	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	65
RES_56	4	4	2	5	5	5	4	4	2	5	2	4	4	4	5	4	63
RES_57	4	4	4	4	4	4	4	4	2	4	4	4	3	5	3	2	59
RES_58	4	4	2	5	5	4	4	4	4	5	4	4	2	4	4	4	63
RES_59	4	4	4	4	5	2	4	4	3	5	5	4	3	4	4	3	62
RES_60	5	4	4	5	5	5	4	2	4	5	5	4	4	5	4	2	67
RES_61	5	5	5	5	4	4	5	5	4	5	5	5	5	5	5	5	77
RES_62	4	2	2	4	4	4	5	4	4	5	4	4	2	4	4	4	60
RES_63	5	5	4	4	4	4	4	3	5	5	4	4	3	4	5	3	66
RES_64	5	5	3	5	5	5	4	5	4	5	5	5	3	5	5	4	73
RES_65	3	4	3	4	2	4	4	4	4	4	4	4	4	4	4	2	58
RES_66	4	5	3	4	4	4	4	3	3	4	3	4	4	4	3	2	58
RES_67	4	5	2	4	5	5	4	4	4	4	5	4	2	5	4	4	65
RES_68	5	4	4	3	4	4	5	3	5	4	5	3	4	5	4	2	64
RES_69	4	5	4	3	4	4	5	3	4	5	4	3	4	4	5	2	63
RES_70	4	4	4	5	4	4	4	3	5	5	4	4	4	4	5	2	65
RES_71	4	4	3	5	4	5	5	3	5	5	5	5	3	5	4	3	68
RES_72	4	5	5	4	4	5	5	4	4	5	5	5	3	3	3	3	67
RES_73	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	2	60
RES_74	5	4	4	4	5	4	5	3	5	4	4	3	4	4	5	3	66
RES_75	4	2	2	4	4	2	2	4	2	4	2	4	5	5	5	5	56

RES_76	4	2	2	4	4	4	4	2	2	4	4	3	4	4	4	2	53
RES_77	5	5	4	3	4	4	5	3	5	4	4	3	4	5	5	3	66
RES_78	5	5	5	5	5	4	5	3	3	5	5	4	3	5	5	3	70
RES_79	4	4	4	4	4	5	4	2	2	4	4	4	4	4	4	4	61
RES_80	5	4	5	3	5	4	5	3	5	4	4	3	4	5	4	3	66
RES_81	5	5	5	5	4	4	4	4	4	4	4	5	5	5	5	4	72
RES_82	5	5	4	5	5	5	4	4	5	5	5	5	4	5	5	3	74
RES_83	4	4	4	4	4	4	4	4	4	4	5	4	2	4	2	4	61
RES_84	5	4	4	3	5	4	4	3	4	4	5	3	5	4	5	2	64
RES_85	4	4	2	4	5	3	2	4	2	4	2	4	4	3	4	4	55
RES_86	5	5	5	4	4	4	4	3	4	4	4	4	4	4	4	4	66
RES_87	4	4	4	4	5	4	4	3	4	4	4	4	4	4	4	4	64
RES_88	4	4	4	3	4	4	4	4	4	4	4	4	2	4	4	4	61
RES_89	4	4	4	3	3	2	3	3	2	2	3	4	2	3	2	3	47
RES_90	5	5	3	5	4	5	4	3	3	5	5	5	5	5	5	5	72
RES_91	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	65
RES_92	5	5	3	5	4	5	4	2	3	5	5	5	3	5	5	1	65
RES_93	4	4	4	4	4	3	4	4	4	5	5	4	4	5	4	4	66
RES_94	4	4	3	3	4	4	3	4	4	4	5	4	3	4	4	3	60
RES_95	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	62
RES_96	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	63
RES_97	5	5	5	5	5	4	4	4	4	4	4	5	5	4	3	2	68
RES_98	4	5	4	5	3	5	5	3	3	5	5	5	3	5	5	2	67
RES_99	4	4	4	4	5	4	4	3	3	5	5	4	3	5	5	3	65
RES_100	5	4	4	4	4	4	4	4	4	5	4	4	2	4	4	2	62
RES_101	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	5	66
RES_102	4	4	4	4	4	5	3	4	4	4	4	4	3	4	4	2	61
RES_103	4	5	3	4	5	5	4	3	4	5	5	5	5	5	5	5	72
RES_104	4	4	4	4	3	4	3	4	4	3	4	4	4	4	4	4	61
RES_105	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	63
RES_106	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	63
RES_107	4	3	3	4	3	4	4	3	4	4	5	4	4	4	4	3	60
RES_108	4	4	4	3	4	4	4	4	4	5	5	4	5	4	4	2	64
RES_109	5	5	5	4	4	4	4	4	5	5	4	4	4	4	2	2	65
RES_110	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	5	64
RES_111	5	4	4	5	4	4	4	3	3	5	5	4	4	3	4	4	65
RES_112	4	5	3	5	5	5	4	3	3	5	4	5	3	5	4	3	66
RES_113	4	4	4	4	4	4	4	4	4	4	5	4	4	3	4	4	64
RES_114	5	5	4	4	3	5	4	5	5	5	5	5	5	5	5	5	75
RES_115	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	62
RES_116	4	4	4	3	4	4	4	4	4	4	4	4	4	4	5	4	64
RES_117	5	4	4	4	4	4	4	3	4	4	5	5	5	5	5	5	70
RES_118	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	3	61
RES_119	4	5	5	4	5	5	5	5	3	4	3	4	5	5	4	4	70
RES_120	4	4	3	4	5	4	4	4	4	4	4	4	3	4	4	3	62
RES_121	5	5	4	5	5	5	4	3	4	5	5	5	4	5	5	4	73
RES_122	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	61
RES_123	5	4	4	3	4	5	4	3	5	4	4	3	5	4	4	3	64
RES_124	4	5	3	5	5	5	5	3	3	5	5	5	3	5	5	4	70
RES_125	5	5	3	5	5	5	4	4	3	5	5	5	3	5	5	4	71
RES_126	5	5	3	5	5	5	3	4	3	5	5	5	3	5	5	3	69
RES_127	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	3	64
RES_128	5	4	4	3	4	4	5	2	5	4	4	3	5	4	5	3	64
RES_129	5	5	5	4	5	5	4	3	4	5	5	5	5	5	5	4	74
RES_130	4	4	4	4	4	4	3	3	4	5	4	4	4	4	4	3	62
RES_131	4	4	4	4	4	4	4	3	5	4	4	4	3	4	4	3	62
RES_132	5	5	4	5	5	5	3	4	4	5	5	5	5	5	4	3	72
RES_133	4	4	4	3	4	4	4	2	4	4	4	4	4	4	4	2	59
RES_134	5	4	5	4	4	4	5	4	5	4	4	5	5	4	5	5	72
RES_135	4	4	4	5	4	4	4	3	5	4	4	4	4	4	4	2	63
RES_136	4	4	4	4	5	4	4	4	4	4	4	4	4	5	5	3	66
RES_137	5	5	5	5	5	5	4	4	3	5	5	5	3	5	5	2	71
RES_138	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
RES_139	5	4	4	3	5	4	4	3	5	4	4	2	5	4	4	3	63
RES_140	3	3	2	4	4	3	3	4	2	4	3	4	2	3	4	4	52
RES_141	5	4	4	3	4	5	4	3	4	5	5	3	5	4	5	3	66
RES_142	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	62
RES_143	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	2	61
RES_144	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	62
RES_145	5	5	4	5	5	5	4	3	3	5	5	5	3	5	5	3	70

RES_146	3	3	3	4	4	4	3	4	4	4	3	4	2	3	3	4	55
RES_147	5	4	5	3	5	4	4	3	4	5	4	2	4	5	4	5	66
RES_148	3	2	2	4	4	3	2	4	2	4	3	4	2	3	4	4	50
RES_149	4	5	4	4	4	4	4	3	4	4	4	4	4	4	4	2	62
RES_150	4	5	4	5	5	5	4	4	4	5	5	5	3	5	5	3	71
RES_151	5	4	4	3	4	4	4	3	4	4	4	4	4	4	4	2	61
RES_152	3	3	4	4	4	3	4	4	4	4	4	4	3	3	2	5	58
RES_153	4	4	4	4	4	4	4	4	4	4	2	4	4	4	3	4	61
RES_154	4	4	4	4	4	4	3	4	4	5	5	4	3	4	4	2	62
RES_155	4	4	4	4	4	4	4	3	4	4	5	4	4	4	4	3	63
RES_156	1	4	4	4	2	4	4	4	4	4	4	4	5	4	4	2	58
RES_157	5	5	4	4	4	5	4	3	5	5	4	3	5	4	4	2	66
RES_158	5	2	2	5	3	3	3	5	3	3	3	5	4	4	4	4	58
RES_159	4	4	4	4	5	4	4	4	4	4	4	4	3	4	4	2	62
RES_160	4	4	3	2	4	4	4	3	4	4	4	3	5	4	3	2	57

Lampiran 9: Rekapitulassi Data

RESPONDEN	X1	X2	X3	Y
RES_1	71	85	56	74
RES_2	58	76	50	61
RES_3	53	57	40	47
RES_4	58	73	43	59
RES_5	45	70	42	47
RES_6	60	75	45	60
RES_7	64	80	48	67
RES_8	60	77	48	57
RES_9	68	91	53	72
RES_10	61	78	47	62
RES_11	64	79	48	64
RES_12	47	59	38	43
RES_13	49	69	42	54
RES_14	49	65	39	50
RES_15	61	76	48	64
RES_16	64	80	48	64
RES_17	70	90	58	76
RES_18	68	91	57	73
RES_19	64	78	46	61
RES_20	64	80	50	60
RES_21	80	88	55	70
RES_22	60	78	47	63
RES_23	52	65	36	44
RES_24	76	96	60	74
RES_25	49	64	31	47
RES_26	68	87	55	71
RES_27	56	50	31	44
RES_28	48	56	41	42
RES_29	43	60	41	49
RES_30	45	71	38	47
RES_31	69	87	52	69
RES_32	48	60	36	48
RES_33	67	91	53	70
RES_34	65	77	48	62
RES_35	63	80	44	63

RES_36	49	64	40	47
RES_37	63	77	46	61
RES_38	59	77	48	57
RES_39	71	87	51	71
RES_40	58	81	47	63
RES_41	65	78	47	63
RES_42	80	100	60	80
RES_43	66	76	46	58
RES_44	64	80	46	63
RES_45	65	82	45	56
RES_46	63	71	49	60
RES_47	80	100	60	80
RES_48	64	82	44	64
RES_49	51	56	34	39
RES_50	42	64	38	36
RES_51	73	92	57	76
RES_52	57	75	46	62
RES_53	61	82	48	61
RES_54	65	83	50	64
RES_55	64	80	48	65
RES_56	69	84	54	71
RES_57	66	75	47	59
RES_58	67	89	53	71
RES_59	65	83	50	62
RES_60	69	86	55	74
RES_61	71	89	57	77
RES_62	67	86	52	75
RES_63	70	85	55	71
RES_64	76	95	57	71
RES_65	59	81	49	60
RES_66	65	72	50	58
RES_67	71	86	55	71
RES_68	68	85	55	72
RES_69	62	83	49	63
RES_70	63	74	50	65
RES_71	71	82	55	71

RES_72	68	86	55	73
RES_73	71	87	52	70
RES_74	65	82	49	67
RES_75	64	80	45	58
RES_76	63	78	46	59
RES_77	67	89	51	70
RES_78	69	90	57	71
RES_79	68	85	51	71
RES_80	65	81	49	67
RES_81	75	98	57	72
RES_82	75	94	56	74
RES_83	68	87	58	69
RES_84	71	86	51	69
RES_85	71	86	51	74
RES_86	71	88	53	70
RES_87	71	86	53	74
RES_88	63	80	48	61
RES_89	58	73	44	55
RES_90	75	96	57	72
RES_91	65	81	48	65
RES_92	74	95	57	69
RES_93	62	80	47	66
RES_94	67	84	52	72
RES_95	67	87	52	71
RES_96	62	77	47	63
RES_97	65	79	47	68
RES_98	68	93	57	72
RES_99	61	79	45	65
RES_100	62	83	49	64
RES_101	59	78	50	66
RES_102	65	79	50	60
RES_103	79	93	55	72
RES_104	58	79	47	61
RES_105	72	86	53	70
RES_106	64	80	47	63
RES_107	61	80	49	60
RES_108	61	81	47	64
RES_109	67	90	51	73
RES_110	62	76	48	64

RES_111	63	78	49	65
RES_112	67	91	54	74
RES_113	65	78	50	64
RES_114	74	95	57	75
RES_115	61	79	49	62
RES_116	61	79	48	64
RES_117	72	89	57	70
RES_118	62	80	50	61
RES_119	54	59	34	48
RES_120	64	80	45	62
RES_121	75	94	57	73
RES_122	58	78	47	61
RES_123	59	82	50	64
RES_124	52	58	38	46
RES_125	76	95	57	71
RES_126	56	62	34	43
RES_127	64	79	44	64
RES_128	67	84	56	73
RES_129	55	62	38	50
RES_130	62	79	50	62
RES_131	76	90	57	74
RES_132	56	95	57	72
RES_133	67	88	51	70
RES_134	71	88	53	72
RES_135	78	88	51	69
RES_136	65	81	49	67
RES_137	76	94	57	74
RES_138	56	61	34	48
RES_139	64	83	50	63
RES_140	51	70	34	49
RES_141	67	90	56	75
RES_142	79	86	60	70
RES_143	63	80	47	63
RES_144	62	80	49	62
RES_145	75	95	58	72
RES_146	78	86	57	73
RES_147	62	83	50	66
RES_148	48	68	34	46
RES_149	44	66	38	51
RES_150	73	95	59	70

RES_151	67	84	53	73
RES_152	56	77	43	62
RES_153	56	66	41	50
RES_154	74	90	58	69
RES_155	65	80	46	56
RES_156	67	87	60	72
RES_157	66	79	49	65
RES_158	70	87	56	70
RES_159	64	78	50	61
RES_160	60	76	46	57

Lampiran 10: Output Data SPSS

OUTPUT PENGOLAHAN DATA SPSS

Hasil Uji Validitas

1. Persepsi Harga

Correlations																			
		X1.1.1	X1.1.2	X1.1.3	X1.1.4	X1.2.1	X1.2.2	X1.2.3	X1.2.4	X1.3.1	X1.3.2	X1.3.3	X1.3.4	X1.4.1	X1.4.2	X1.4.3	X1.4.4	Persepsi Harga (X1)
X1.1.1	Pearson Correlation	1	.569**	.468**	.290**	.327**	.423**	.350**	.249**	.308**	.414**	.385**	.310**	.439**	.506**	.357**	.339**	.573**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

X1.1.2	Pearson Correlation	.569**	1	.730**	.431**	.583**	.562**	.499**	.419**	.500**	.417**	.563**	.480**	.540**	.516**	.469**	.461**	.756**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.1.3	Pearson Correlation	.468**	.730**	1	.647**	.513**	.602**	.638**	.535**	.547**	.579**	.713**	.563**	.489**	.491**	.494**	.440**	.828**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.1.4	Pearson Correlation	.290**	.431**	.647**	1	.370**	.421**	.469**	.607**	.442**	.515**	.654**	.632**	.433**	.431**	.369**	.486**	.735**

	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.2.1	Pearson Correlation	.327**	.583**	.513**	.370**	1	.746**	.519**	.311**	.582**	.521**	.506**	.346**	.472**	.378**	.423**	.293**	.671**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.2.2	Pearson Correlation	.423**	.562**	.602**	.421**	.746**	1	.643**	.399**	.547**	.604**	.627**	.488**	.490**	.463**	.410**	.300**	.749**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

X1.2.3	Pearson Correlation	.350**	.499**	.638**	.469**	.519**	.643**	1	.639**	.402**	.481**	.617**	.435**	.490**	.402**	.479**	.375**	.738**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.2.4	Pearson Correlation	.249**	.419**	.535**	.607**	.311**	.399**	.639**	1	.345**	.385**	.529**	.595**	.388**	.299**	.315**	.474**	.674**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.3.1	Pearson Correlation	.308**	.500**	.547**	.442**	.582**	.547**	.402**	.345**	1	.650**	.497**	.329**	.495**	.470**	.379**	.286**	.663**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.3.2	Pearson Correlation	.414**	.417**	.579**	.515**	.521**	.604**	.481**	.385**	.650**	1	.625**	.484**	.582**	.504**	.462**	.297**	.732**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.3.3	Pearson Correlation	.385**	.563**	.713**	.654**	.506**	.627**	.617**	.529**	.497**	.625**	1	.665**	.568**	.539**	.506**	.414**	.825**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

X1.3.4	Pearson Correlation	.310**	.480**	.563**	.632**	.346**	.488**	.435**	.595**	.329**	.484**	.665**	1	.525**	.426**	.379**	.490**	.727**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.4.1	Pearson Correlation	.439**	.540**	.489**	.433**	.472**	.490**	.490**	.388**	.495**	.582**	.568**	.525**	1	.695**	.585**	.520**	.753**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.4.2	Pearson Correlation	.506**	.516**	.491**	.431**	.378**	.463**	.402**	.299**	.470**	.504**	.539**	.426**	.695**	1	.635**	.503**	.714**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.4.3	Pearson Correlation	.357**	.469**	.494**	.369**	.423**	.410**	.479**	.315**	.379**	.462**	.506**	.379**	.585**	.635**	1	.578**	.679**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.4.4	Pearson Correlation	.339**	.461**	.440**	.486**	.293**	.300**	.375**	.474**	.286**	.297**	.414**	.490**	.520**	.503**	.578**	1	.642**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

Persepsi Harga (X1)	Pearson Correlation	.573**	.756**	.828**	.735**	.671**	.749**	.738**	.674**	.663**	.732**	.825**	.727**	.753**	.714**	.679**	.642**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
**. Correlation is significant at the 0.01 level (2-tailed).																		

2. Kualitas Produk

Correlations																						
		X2.1.1	X2.1.2	X2.1.3	X2.1.4	X2.2.1	X2.2.2	X2.2.3	X2.2.4	X2.3.1	X2.3.2	X2.3.3	X2.3.4	X2.4.1	X2.4.2	X2.4.3	X2.4.4	X2.5.1	X2.5.2	X2.5.3	X2.5.4	Kualitas Produk (X2)
X2.1.1	Pearson Correlation	1	.636**	.472**	.316**	.469**	.357**	.443**	.273**	.482**	.457**	.408**	.323**	.422**	.443**	.302**	.208**	.371**	.407**	.361**	.349**	.612**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.008	.000	.000	.000	.000	.000

	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.1.2	Pearson Correlation	.636**	1	.662**	.415**	.547**	.501**	.551**	.399**	.527**	.629**	.587**	.352**	.421**	.456**	.388**	.340**	.368**	.445**	.406**	.363**	.721**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.1.3	Pearson Correlation	.472**	.662**	1	.506**	.421**	.526**	.593**	.335**	.447**	.605**	.591**	.353**	.406**	.446**	.401**	.297**	.366**	.389**	.451**	.439**	.702**

	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.1.4	Pearson Correlation	.316**	.415**	.506**	1	.311**	.385**	.418**	.483**	.247**	.416**	.403**	.434**	.410**	.431**	.328**	.365**	.297**	.258**	.358**	.445**	.597**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

X2.2.1	Pearson Correlation	.469**	.547**	.421**	.311**	1	.538**	.571**	.346**	.481**	.523**	.484**	.243**	.492**	.535**	.476**	.430**	.399**	.573**	.519**	.365**	.712**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.2.2	Pearson Correlation	.357**	.501**	.526**	.385**	.538**	1	.644**	.290**	.424**	.538**	.487**	.241**	.602**	.582**	.533**	.416**	.492**	.551**	.519**	.387**	.733**

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.2.3	Pearson Correlation	.443**	.551**	.593**	.418**	.571**	.644**	1	.460**	.426**	.642**	.528**	.313**	.508**	.507**	.447**	.349**	.495**	.494**	.524**	.338**	.746**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

X2.2.4	Pearson Correlation	.273**	.399**	.335**	.483**	.346**	.290**	.460**	1	.248**	.385**	.369**	.283**	.250**	.334**	.188*	.327**	.172*	.233**	.328**	.382**	.515**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.002	.000	.000	.000	.001	.000	.017	.000	.029	.003	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.3.1	Pearson Correlation	.482**	.527**	.447**	.247**	.481**	.424**	.426**	.248**	1	.485**	.447**	.214**	.450**	.440**	.434**	.212**	.386**	.419**	.373**	.272**	.614**

	Sig. (2-tailed)	.000	.000	.000	.002	.000	.000	.000	.002		.000	.000	.007	.000	.000	.000	.007	.000	.000	.000	.001	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.3.2	Pearson Correlation	.457**	.629**	.605**	.416**	.523**	.538**	.642**	.385**	.485**	1	.729**	.435**	.561**	.517**	.438**	.352**	.437**	.452**	.455**	.338**	.758**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

X2.3.3	Pearson Correlation	.408**	.587**	.591**	.403**	.484**	.487**	.528**	.369**	.447**	.729**	1	.471**	.560**	.504**	.508**	.433**	.428**	.459**	.483**	.344**	.747**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.3.4	Pearson Correlation	.323**	.352**	.353**	.434**	.243**	.241**	.313**	.283**	.214**	.435**	.471**	1	.286**	.336**	.307**	.367**	.159*	.142	.268**	.376**	.495**

	Sig. (2-tailed)	.000	.000	.000	.000	.002	.002	.000	.000	.007	.000	.000		.000	.000	.000	.000	.045	.074	.001	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.4.1	Pearson Correlation	.422**	.421**	.406**	.410**	.492**	.602**	.508**	.250**	.450**	.561**	.560**	.286**	1	.720**	.636**	.496**	.513**	.526**	.567**	.448**	.757**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

X2.4.2	Pearson Correlation	.443**	.456**	.446**	.431**	.535**	.582**	.507**	.334**	.440**	.517**	.504**	.336**	.720**	1	.686**	.457**	.570**	.609**	.616**	.519**	.789**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.4.3	Pearson Correlation	.302**	.388**	.401**	.328**	.476**	.533**	.447**	.188*	.434**	.438**	.508**	.307**	.636**	.686**	1	.648**	.547**	.550**	.648**	.522**	.741**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.017	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.4.4	Pearson Correlation	.208**	.340**	.297**	.365**	.430**	.416**	.349**	.327**	.212**	.352**	.433**	.367**	.496**	.457**	.648**	1	.351**	.440**	.545**	.514**	.635**
	Sig. (2-tailed)	.008	.000	.000	.000	.000	.000	.000	.000	.007	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

X2.5.1	Pearson Correlation	.371**	.368**	.366**	.297**	.399**	.492**	.495**	.172*	.386**	.437**	.428**	.159*	.513**	.570**	.547**	.351**	1	.527**	.520**	.328**	.641**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.029	.000	.000	.000	.045	.000	.000	.000	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.5.2	Pearson Correlation	.407**	.445**	.389**	.258**	.573**	.551**	.494**	.233**	.419**	.452**	.459**	.142	.526**	.609**	.550**	.440**	.527**	1	.661**	.386**	.708**

	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000	.003	.000	.000	.000	.074	.000	.000	.000	.000	.000		.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X2.5.3	Pearson Correlation	.361**	.406**	.451**	.358**	.519**	.519**	.524**	.328**	.373**	.455**	.483**	.268**	.567**	.616**	.648**	.545**	.520**	.661**	1	.711**	.769**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

	Pearson Correlation	.349**	.363**	.439**	.445**	.365**	.387**	.338**	.382**	.272**	.338**	.344**	.376**	.448**	.519**	.522**	.514**	.328**	.386**	.711**	1	.652**
X2.5.4	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
Kualitas Produk	Pearson Correlation	.612**	.721**	.702**	.597**	.712**	.733**	.746**	.515**	.614**	.758**	.747**	.495**	.757**	.789**	.741**	.635**	.641**	.708**	.769**	.652**	1

(X2)	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
**. Correlation is significant at the 0.01 level (2-tailed).																						
*. Correlation is significant at the 0.05 level (2-tailed).																						

3. Promosi

Correlations														
		X3.1.1	X3.1.2	X3.1.3	X3.1.4	X3.2.1	X3.2.2	X3.2.3	X3.2.4	X3.3.1	X3.3.2	X3.3.3	X3.3.4	Promosi (X3)
X3.1.1	Pearson Correlation	1	.630**	.616**	.418**	.685**	.535**	.461**	.381**	.541**	.563**	.531**	.447**	.755**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
X3.1.2	Pearson Correlation	.630**	1	.754**	.408**	.608**	.545**	.430**	.310**	.484**	.504**	.489**	.405**	.729**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160

X3.1.3	Pearson Correlation	.616**	.754**	1	.497**	.590**	.593**	.478**	.334**	.502**	.485**	.509**	.396**	.754**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
X3.1.4	Pearson Correlation	.418**	.408**	.497**	1	.424**	.323**	.273**	.436**	.281**	.324**	.305**	.382**	.564**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
X3.2.1	Pearson Correlation	.685**	.608**	.590**	.424**	1	.752**	.650**	.422**	.591**	.588**	.501**	.368**	.801**

	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
X3.2.2	Pearson Correlation	.535**	.545**	.593**	.323**	.752**	1	.748**	.405**	.518**	.546**	.547**	.373**	.777**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
X3.2.3	Pearson Correlation	.461**	.430**	.478**	.273**	.650**	.748**	1	.591**	.519**	.530**	.465**	.356**	.732**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160

X3.2.4	Pearson Correlation	.381**	.310**	.334**	.436**	.422**	.405**	.591**	1	.454**	.461**	.389**	.445**	.626**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
X3.3.1	Pearson Correlation	.541**	.484**	.502**	.281**	.591**	.518**	.519**	.454**	1	.721**	.665**	.498**	.767**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
X3.3.2	Pearson Correlation	.563**	.504**	.485**	.324**	.588**	.546**	.530**	.461**	.721**	1	.831**	.667**	.826**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
X3.3.3	Pearson Correlation	.531**	.489**	.509**	.305**	.501**	.547**	.465**	.389**	.665**	.831**	1	.787**	.812**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
X3.3.4	Pearson Correlation	.447**	.405**	.396**	.382**	.368**	.373**	.356**	.445**	.498**	.667**	.787**	1	.712**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160

Promosi (X3)	Pearson Correlation	.755**	.729**	.754**	.564**	.801**	.777**	.732**	.626**	.767**	.826**	.812**	.712**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
**. Correlation is significant at the 0.01 level (2-tailed).														

4. Pembelian Impulsif

Correlations																		
		Y1.1.1	Y1.1.2	Y1.1.3	Y1.1.4	Y1.2.1	Y1.2.2	Y1.2.3	Y1.2.4	Y1.3.1	Y1.3.2	Y1.3.3	Y1.3.4	Y1.4.1	Y1.4.2	Y1.4.3	Y1.4.4	Pembelian Impulsif (Y)
Y1.1.1	Pearson Correlation	1	.707**	.593**	.352**	.490**	.433**	.476**	.324**	.516**	.506**	.398**	.268**	.513**	.528**	.498**	.270**	.702**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.001	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

Y1.1.2	Pearson Correlation	.707**	1	.643**	.500**	.497**	.606**	.563**	.354**	.478**	.559**	.492**	.337**	.431**	.511**	.461**	.262**	.748**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
Y1.1.3	Pearson Correlation	.593**	.643**	1	.538**	.402**	.431**	.615**	.444**	.575**	.475**	.469**	.201*	.503**	.475**	.503**	.297**	.734**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.011	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

Y1.1.4	Pearson Correlation	.352**	.500**	.538**	1	.340**	.438**	.465**	.419**	.266**	.401**	.429**	.458**	.351**	.405**	.430**	.362**	.641**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
Y1.2.1	Pearson Correlation	.490**	.497**	.402**	.340**	1	.499**	.494**	.396**	.341**	.425**	.404**	.205**	.218**	.455**	.380**	.130	.586**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.009	.006	.000	.000	.102	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

Y1.2.2	Pearson Correlation	.433**	.606**	.431**	.438**	.499**	1	.560**	.337**	.470**	.537**	.577**	.283**	.365**	.473**	.393**	.240**	.679**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
Y1.2.3	Pearson Correlation	.476**	.563**	.615**	.465**	.494**	.560**	1	.592**	.534**	.537**	.579**	.312**	.486**	.582**	.545**	.360**	.779**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

Y1.2.4	Pearson Correlation	.324**	.354**	.444**	.419**	.396**	.337**	.592**	1	.407**	.361**	.435**	.446**	.325**	.408**	.450**	.400**	.635**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
Y1.3.1	Pearson Correlation	.516**	.478**	.575**	.266**	.341**	.470**	.534**	.407**	1	.454**	.431**	.145	.576**	.444**	.417**	.234**	.658**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000	.000		.000	.000	.067	.000	.000	.000	.003	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

Y1.3.2	Pearson Correlation	.506**	.559**	.475**	.401**	.425**	.537**	.537**	.361**	.454**	1	.686**	.415**	.453**	.569**	.524**	.271**	.733**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.001	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
Y1.3.3	Pearson Correlation	.398**	.492**	.469**	.429**	.404**	.577**	.579**	.435**	.431**	.686**	1	.568**	.478**	.641**	.557**	.383**	.767**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

Y1.3.4	Pearson Correlation	.268**	.337**	.201*	.458**	.205**	.283**	.312**	.446**	.145	.415**	.568**	1	.323**	.479**	.485**	.376**	.565**
	Sig. (2-tailed)	.001	.000	.011	.000	.009	.000	.000	.000	.067	.000	.000		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
Y1.4.1	Pearson Correlation	.513**	.431**	.503**	.351**	.218**	.365**	.486**	.325**	.576**	.453**	.478**	.323**	1	.602**	.534**	.411**	.695**
	Sig. (2-tailed)	.000	.000	.000	.000	.006	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

Y1.4.2	Pearson Correlation	.528**	.511**	.475**	.405**	.455**	.473**	.582**	.408**	.444**	.569**	.641**	.479**	.602**	1	.770**	.515**	.802**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
Y1.4.3	Pearson Correlation	.498**	.461**	.503**	.430**	.380**	.393**	.545**	.450**	.417**	.524**	.557**	.485**	.534**	.770**	1	.690**	.790**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

Y1.4.4	Pearson Correlation	.270**	.262**	.297**	.362**	.130	.240**	.360**	.400**	.234**	.271**	.383**	.376**	.411**	.515**	.690**	1	.581**
	Sig. (2-tailed)	.001	.001	.000	.000	.102	.002	.000	.000	.003	.001	.000	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
Pembelian Impulsif (Y)	Pearson Correlation	.702**	.748**	.734**	.641**	.586**	.679**	.779**	.635**	.658**	.733**	.767**	.565**	.695**	.802**	.790**	.581**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
**. Correlation is significant at the 0.01 level (2-tailed).																		
*. Correlation is significant at the 0.05 level (2-tailed).																		

Hasil Uji Reliabilitas

1. Variabel Persepsi Harga

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.936	.937	16

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	59.82	60.284	.521	.433	.935
X1.1.2	59.82	57.533	.716	.702	.931
X1.1.3	60.13	55.725	.794	.752	.928
X1.1.4	60.42	55.666	.678	.628	.932
X1.2.1	59.82	59.219	.626	.659	.933
X1.2.2	59.97	57.942	.710	.720	.931
X1.2.3	60.06	57.513	.694	.675	.931
X1.2.4	60.40	57.047	.611	.618	.934
X1.3.1	59.82	59.529	.619	.567	.933

X1.3.2	59.94	58.537	.693	.644	.931
X1.3.3	60.06	56.305	.794	.699	.929
X1.3.4	60.31	56.717	.675	.627	.932
X1.4.1	59.86	57.633	.713	.642	.931
X1.4.2	59.99	57.717	.667	.635	.932
X1.4.3	60.00	58.327	.629	.575	.933
X1.4.4	60.34	58.376	.585	.525	.934

2. Variabel Kualitas Harga

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.940	.940	20

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	76.43	89.428	.568	.513	.938
X2.1.2	76.44	88.499	.689	.657	.936

X2.1.3	76.51	88.201	.666	.624	.936
X2.1.4	76.85	88.921	.547	.462	.938
X2.2.1	76.45	87.570	.675	.535	.936
X2.2.2	76.48	87.232	.698	.580	.936
X2.2.3	76.55	87.545	.714	.651	.935
X2.2.4	76.89	90.146	.460	.437	.940
X2.3.1	76.54	88.414	.564	.435	.938
X2.3.2	76.55	85.633	.721	.671	.935
X2.3.3	76.56	86.387	.711	.655	.935
X2.3.4	76.87	91.335	.447	.409	.940
X2.4.1	76.51	86.830	.724	.658	.935
X2.4.2	76.62	85.571	.757	.696	.934
X2.4.3	76.66	86.451	.703	.694	.935
X2.4.4	77.06	87.588	.583	.564	.938
X2.5.1	76.45	88.853	.599	.470	.937
X2.5.2	76.60	86.153	.663	.602	.936
X2.5.3	76.59	83.865	.727	.732	.935
X2.5.4	76.87	88.052	.607	.643	.937

3. Variabel Promosi

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.923	.924	12

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	44.79	38.093	.711	.587	.916
X3.1.2	44.87	37.964	.678	.632	.916
X3.1.3	45.00	36.981	.699	.670	.915
X3.1.4	45.39	38.830	.482	.402	.924
X3.2.1	44.67	36.623	.757	.725	.913
X3.2.2	44.83	36.342	.723	.726	.914
X3.2.3	44.80	36.803	.669	.681	.916
X3.2.4	45.17	39.009	.564	.502	.920
X3.3.1	44.92	36.792	.715	.601	.915
X3.3.2	45.01	35.918	.783	.766	.911

X3.3.3	45.08	34.993	.757	.821	.913
X3.3.4	45.51	35.987	.633	.675	.919

4. Variabel Pembelian Impulsif

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.927	.928	16

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
Y1.1.1	59.64	74.371	.658	.622	.922
Y1.1.2	59.74	72.849	.705	.678	.920
Y1.1.3	60.00	72.667	.688	.650	.921
Y1.1.4	59.80	74.350	.585	.485	.924
Y1.2.1	59.76	75.780	.529	.459	.925
Y1.2.2	59.80	74.325	.630	.553	.922
Y1.2.3	59.96	72.721	.742	.631	.920

Y1.2.4	60.07	74.749	.581	.506	.924
Y1.3.1	59.99	73.604	.600	.537	.923
Y1.3.2	59.77	72.565	.686	.574	.921
Y1.3.3	59.76	72.056	.725	.674	.920
Y1.3.4	59.77	76.050	.506	.542	.925
Y1.4.1	59.89	71.723	.634	.545	.923
Y1.4.2	59.67	71.969	.767	.711	.919
Y1.4.3	59.75	70.818	.747	.747	.919
Y1.4.4	59.99	73.195	.498	.549	.927

Hasil Uji Asumsi Klasik

1. Uji Normalitas

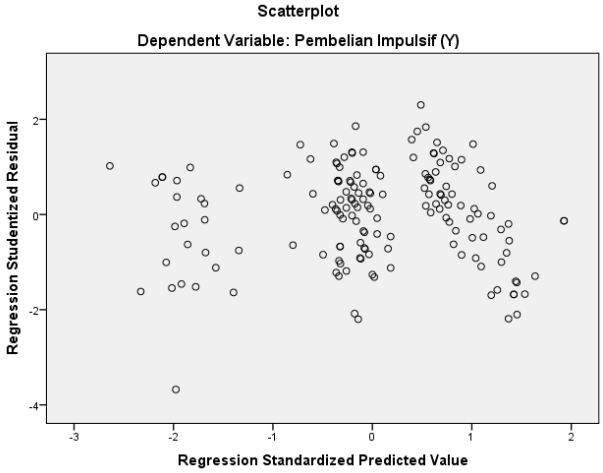
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		160
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	3.01599577
Most Extreme Differences	Absolute	.072
	Positive	.033
	Negative	-.072
Kolmogorov-Smirnov Z		.905
Asymp. Sig. (2-tailed)		.385

a. Test distribution is Normal.

b. Calculated from data.

2. Uji Heterokedastisitas



3. Uji Multikolineritas

Model	Collinearity Statistics	
	Tolerance	VIF
Constant		
Persepsi Harga (X_1)	0.147	6.811
Kualitas Produk (X_2)	0.147	6.794
Promosi ($X_{3)}$	0.232	4.311

4. Uji Autokorelasi

Durbin-Watson
1.960

5. Analisis Regresi Linier Berganda

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std.Error	Beta
(Constant)	6.464	2.047	
Persepsi Harga (X_1)	0.395	0.064	0.427
Kualitas Produk (X_2)	0.483	0.095	0.351
Promosi (X_3)	0.229	0.062	0.203

6. Koefisien Korelasi

Model Summary[b]										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.944[a]	.890	.888	3.045	.890	422.845	3	156	.000	1.960
a. Predictors: (Constant), Persepsi Harga (X1), Promosi (X3), Kualitas Produk (X2)										
b. Dependent Variable: Pembelian Impulsif (Y)										

7. Uji t

Model	t	Sig.
Persepsi Harga (X_1)	6.173	.000
Kualitas Produk (X_2)	5.077	.000
Promosi (X_3)	3.698	.000

8. Uji F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11760.799	3	3920.266	422.845	.000[b]
	Residual	1446.301	156	9.271		
	Total	13207.100	159			

a. Dependent Variable: Pembelian Impulsif (Y)

b. Predictors: (Constant), Persepsi Harga (X1), Promosi (X3), Kualitas Produk (X2)

9. Histogram Dan PLOT