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Lampiran 1

Berita Acara Bimbingan Skripsi

BERITA ACARA BIMBINGAN SKRIPSI

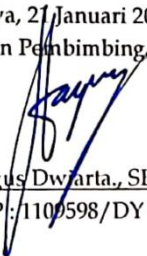
Nama Mahasiswa : Ibnu Sina Alfarabi
NIM : 171500082
Program Studi : Manajemen
Tanggal Mengajukan Skripsi : 23 Februari 2021
Judul Skripsi : Pengaruh *Personal selling, Direct Marketing*, dan Harga Terhadap Keputusan Pembelian Pada Lotus *Petshop* Sidoarjo
Dosen Pembimbing : I Made Bagus Dwiarta., SE., MM
Konsultasi :

No	Tanggal	Paraf	Uraian / Kegiatan
1	12 Januari 2021		Pengajuan Judul
2	26 Januari 2021		Bimbingan BAB I
3	18 Februari 2021		Bimbingan BAB II
4	01 Maret 2021		Bimbingan BAB III
5	18 Oktober 2021		Bimbingan BAB IV
6	29 Oktober 2021		Bimbingan BAB V
7	07 Januari 2022		Revisi Artikel
8	20 Januari 2022		Skripsi Lengkap

Tanggal Selesai Skripsi : 20 Januari 2022

Surabaya, 21 Januari 2022

Dosen Pembimbing,


I Made Bagus Dwiarta., SE., MM

NPP: 1100598/DY

lampiran 2
berita Acara Bimbingan Revisi Skripsi



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FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
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BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : Ibnu Sina Alfarabi
NIM/Program Studi : 171500082
Judul Skripsi : Pengaruh *Personal Selling*, *Direct marketing*, dan Harga Terhadap Keputusan Pembelian Pada Lotus *Petshop* Sidoarjo
Tanggal Ujian Skripsi : 22 Januari 2022
Penguji : 1. Fauziah, S.Si., M.Si
2. Aristha Purwanthari Sawitri, SE., MA

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	05/02/22	Grand Theory	
2	04/03/22	Hipotesis	
3	14/03/22	Populasi, Sampel & Teknik Pengambilan Sampel	
4	23/03/22	Hasil Uji	
5	23/03/22	Pembahasan	

Penguji I,

Fauziah, S. Si., M. Si
NPP : 1504721/DY

Surabaya, 30 Maret 2022
Penguji II,

Aristha Purwanthari S. SE., MA
NPP : 1507729/DY



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FAKULTAS EKONOMI DAN BISNIS

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BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : Ibnu Sina Alfarabi
NIM/Program Studi : 171500082
Judul Skripsi : Pengaruh *Personal Selling*, *Direct marketing*, dan Harga Terhadap Keputusan Pembelian Pada Lotus *Petshop* Sidoarjo
Tanggal Ujian Skripsi : 22 Januari 2022
Penguji : 1. Fauziah,S.Si.,M.Si
2. Aristha Purwanthari Sawitri, SE.,MA

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	05/02/22	Grand Theory	
2	04/03/22	Hipotesis	
3	14/03/22	Populasi, Sampel & Teknik Pengambilan Sampel	↑
4	23/03/22	Hasil Uji	↑
5	23/03/22	Pembahasan	↑

Penguji I,

Surabaya, 30 Maret 2022
Penguji II,

Fauziah,S.Si.,M.Si
NPP : 1504721/DY


Aristha Purwanthari S, SE., MA
NPP : 1507719/DY

Lampiran 3
Kuesioner

KUESIONER

Dengan hormat,

Nama saya Ibnu Sina Alfarabi, mahasiswa S-1 Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya. Dalam rangka penyusunan skripsi yang berjudul "**PENGARUH *PERSONAL SELLING, DIRECT MARKETING* DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA LOTUS *PETSHOP SIDOARJO***".

Penelitian ini merupakan syarat tugas akhir sebagai bahan penelitian dalam mengerjakan skripsi untuk memperoleh gelar Sarjana S-1. Berkaitan dengan hal tersebut, saya mengharap kesediaan Bapak/Ibu/Saudara/Saudari untuk meluangkan waktu mengisi lembar kuesioner ini sehingga dapat membantu melengkapi data yang saya perlukan. Kuesioner ini hanya akan saya gunakan untuk kepentingan akademis dalam upaya penyelesaian skripsi. Saya akan menjamin kerahasiannya sesuai dengan kode etik penelitian ilmiah.

Atas bantuan dan kerjasama dalam penelitian ini, saya ucapkan terimakasih

Hormat saya,

Ibnu Sina Alfarabi

I. Identitas responden

Jenis Kelamin : a) Laki-laki b) Perempuan
Usia : tahun
Pekerjaan :

II. Petunjuk pengisian

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	Arti	Skor
SS	Sangat Setuju	5
S	Setuju	4
R	Ragu-Ragu	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

Personal selling (X1)

No	Pernyataan	SS	S	R	TS	STS
Kemampuan komunikasi						
1	Saya merasa tenaga kerja lotus <i>Petshop</i> bersikap ramah					
2.	Saya merasa tertarik melihat tenaga kerja lotus <i>Petshop</i> cekatan					
Pengetahuan produk						
3.	Saya merasa terbantu dalam mencari produk di lotus <i>Petshop</i>					
4.	Saya merasa tenaga kerja lotus <i>Petshop</i> tau produk yang murah dan dibutuhkan					
Kreativitas						
5.	Saya merasa terbantu adanya katalog produk					
6.	Saya merasa mudah dalam memilih produk di lotus <i>Petshop</i>					
Empati						

7.	Saya merasa tenaga kerja lotus <i>Petshop</i> mampu memberikan solusi terhadap produk					
8.	Saya merasa dilayani sepenuh hati					

Direct marketing (X2)

No	Pernyataan	SS	S	R	TS	STS
Pemasaran surat langsung						
1.	Promosi lotus <i>Petshop</i> langsung ke customer					
2.	Saya merasa promosi lotus lebih menarik daripada toko <i>Petshop</i> lain					
Pemasaran lewat katalog						
3.	Saya merasa tertarik membeli karena melihat katalog produk lotus <i>Petshop</i>					
4.	Saya merasa katalog lotus sangat membantu dalam memilih barang					
Pemasaran lewat telepon						

5.	Saya mendapatkan info dari telfon lotus <i>Petshop</i>					
6.	Saya merasa lebih cepat memesan barang lewat telfon					
Pemasaran lewat peralatan mobile						
7.	Saya mendapatkan promosi langsung lewat WhatsApp					
8.	Saya mendapatkan promosi broadcast pesan					
Pemasaran lewat online						
9.	Saya mendapatkan info lewat web lotus <i>Petshop</i>					
10.	Saya mendapatkan info lewat marketplace lotus <i>Petshop</i>					

Harga (X3)

No	Pernyataan	SS	S	R	TS	STS
Keterjangkauan harga						
1.	Saya merasa harga lotus cukup murah					
2.	Saya merasa harga di lotus lebih murah					

	daripada toko lain					
Diskon/potongan harga						
3.	Saya merasa di lotus setiap kala ada diskon produk					
4.	Diskon produk lebih bersaing					
Cara pembayaran						
5.	Saya merasa lebih mudah dalam pembayaran cashless					
6.	Banyak metode pembayaran secara cashless					

Keputusan pembelian (Y)

No	Pernyataan	SS	S	R	TS	STS
Pengenalan kebutuhan						
1.	Saya merasa kebutuhan perliharaan saya terpenuhi di lotus <i>Petshop</i>					
2.	Saya merasa semua kebutuhan sangat lengkap					
Pencarian informasi						
3.	Saya merasa mudah dalam mencari di katalog lotus <i>Petshop</i>					

4.	Saya merasa toko lotus sangat mudah ditemukan disekitar area <i>trosobo</i>					
Evaluasi alternative						
5.	Saya merekomendasikan shopee kepada siapapun yang meminta pendapat saya.					
6.	Saya mendorong kerabat untuk menggunakan shopee					
Keputusan pembelian						
7.	Saya hanya membeli kebutuhan peliharaan hanya di lotus <i>Petshop</i>					
8.	Saya mengacuhkan harga lain selain di lotus <i>Petshop</i>					
Perilaku pasca pembelian						
9.	Saya akan repeat pembelian kebutuhan di lotus <i>Petshop</i>					
10.	Saya merasa puas setelah berbelanja di lotus <i>Petshop</i>					

Resp_106	4	4	4	4	4	4	4	4	4	32
Resp_107	4	4	4	4	4	4	4	4	4	32
Resp_108	4	4	4	4	4	4	4	4	4	32
Resp_109	2	2	2	2	2	2	2	2	2	16
Resp_110	5	5	5	5	5	5	5	5	5	40
Resp_111	3	4	3	3	3	4	3	4	4	27
Resp_112	3	3	3	3	3	4	3	3	3	25
Resp_113	4	4	4	4	4	4	4	4	4	32
Resp_114	3	4	4	3	3	3	3	3	4	27
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Resp_116	5	5	5	5	5	5	5	5	5	40
Resp_117	5	5	5	4	5	5	5	5	5	39
Resp_118	5	4	4	5	4	5	5	5	4	36
Resp_119	4	4	4	4	4	5	4	4	4	33

B. Variabel *Direct marketing*

Resp.	<i>Direct marketing (X2)</i>										Total X1
	Pemasaran Surat Langsung		Pemasaran Katalog		Pemasaran Telepon		Pemasaran Mobile		Pemasaran Online		
	X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8	X2_9	X2_10	
Resp_1	3	4	4	4	4	5	3	3	3	3	36
Resp_2	3	3	4	3	3	4	3	4	4	4	35
Resp_3	4	5	4	3	4	5	4	4	4	4	41
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Resp_5	3	5	4	5	4	3	3	3	3	3	36
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Resp_7	3	4	4	3	4	4	3	3	3	3	34
Resp_8	5	3	3	4	5	5	3	3	3	3	37
Resp_9	4	5	2	5	2	3	3	3	4	4	35
Resp_10	4	4	4	5	4	4	3	3	4	4	39
Resp_11	4	5	4	5	4	4	4	3	4	3	40

Resp_12	4	4	3	4	3	3	4	3	3	3	34
Resp_13	3	4	5	4	5	4	4	3	4	4	40
Resp_14	3	3	4	3	4	4	4	3	4	3	35
Resp_15	4	4	4	2	4	3	4	4	4	4	37
Resp_16	3	5	4	4	4	3	4	2	4	4	37
Resp_17	4	4	5	4	5	4	3	4	4	3	40
Resp_18	4	5	5	5	5	2	4	5	5	3	43
Resp_19	4	5	4	5	4	4	5	5	5	5	46
Resp_20	4	4	5	4	5	4	3	2	2	2	35
Resp_21	5	3	5	2	5	5	3	2	2	5	37
Resp_22	4	3	5	5	5	4	4	5	5	5	45
Resp_23	4	3	3	3	3	5	4	4	4	4	37
Resp_24	4	5	5	5	5	4	4	4	4	3	43
Resp_25	4	1	2	1	2	4	4	4	4	4	30
Resp_26	2	2	3	4	4	4	4	4	4	4	35
Resp_27	3	3	5	3	4	4	3	3	3	3	34
Resp_28	4	3	3	4	4	5	3	4	4	4	38
Resp_29	5	1	1	2	4	4	4	4	4	4	33
Resp_30	4	3	3	3	5	4	4	4	4	4	38
Resp_31	3	2	3	3	4	3	4	4	4	4	34
Resp_32	4	3	4	3	4	3	4	5	4	4	38
Resp_33	4	5	5	3	3	4	4	3	4	3	38
Resp_34	3	4	3	4	3	5	4	4	4	4	38
Resp_35	3	3	3	3	2	3	3	2	2	3	27
Resp_36	3	5	4	3	5	4	3	3	3	3	36
Resp_37	3	3	3	3	3	4	4	4	4	4	35
Resp_38	4	1	1	2	4	3	4	4	4	4	31
Resp_39	3	3	3	4	4	4	4	4	4	4	37
Resp_40	4	4	4	4	3	4	2	4	3	3	35

Resp_41	5	5	5	5	4	4	4	4	4	3	43
Resp_42	3	4	3	3	4	3	3	4	4	4	35
Resp_43	3	5	3	4	5	5	4	4	4	4	41
Resp_44	4	4	4	3	3	4	3	4	3	3	35
Resp_45	4	5	3	3	5	3	3	3	3	3	35
Resp_46	4	3	4	4	4	4	4	4	4	4	39
Resp_47	4	4	3	5	4	4	3	3	3	3	36
Resp_48	3	4	4	4	3	3	3	3	3	3	33
Resp_49	4	3	3	3	4	3	4	3	3	4	34
Resp_50	3	3	3	4	4	5	3	3	3	4	35
Resp_51	4	3	3	3	4	4	4	4	4	4	37
Resp_52	3	3	3	3	3	4	4	4	3	3	33
Resp_53	3	4	4	4	4	4	4	4	3	4	38
Resp_54	3	3	3	3	3	4	4	4	4	4	35
Resp_55	4	3	3	3	5	3	4	4	4	4	37
Resp_56	4	4	4	3	3	3	4	4	4	4	37
Resp_57	4	4	4	3	3	4	3	2	2	4	33
Resp_58	4	4	3	3	3	4	4	4	2	4	35
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Resp_60	4	4	4	4	4	4	3	3	3	3	36
Resp_61	3	4	4	4	4	4	3	3	3	3	35
Resp_62	3	5	4	3	4	4	4	4	3	4	38
Resp_63	4	4	4	4	4	4	4	4	4	4	40
Resp_64	3	4	4	4	4	4	4	4	4	4	39
Resp_65	4	3	3	3	5	3	5	4	4	4	38
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Resp_67	4	4	4	4	4	4	4	4	4	4	40
Resp_68	4	5	5	5	5	4	4	4	4	4	44
Resp_69	3	3	3	4	4	4	3	3	3	3	33

Resp_99	4	4	4	4	4	4	5	4	4	4	41
Resp_100	3	3	3	4	4	4	4	3	3	3	34
Resp_101	3	3	4	4	3	4	4	4	3	3	35
Resp_102	4	4	4	4	5	4	5	4	4	4	42
Resp_103	4	4	4	3	3	3	3	4	4	4	36
Resp_104	4	4	4	4	4	4	4	4	4	4	40
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Resp_107	4	3	4	4	4	4	4	4	4	3	38
Resp_108	3	3	3	4	4	3	4	3	3	3	33
Resp_109	4	4	4	4	4	4	4	4	4	4	40
Resp_110	3	3	3	4	4	5	4	4	3	3	36
Resp_111	4	4	3	5	5	5	4	4	4	4	42
Resp_112	5	4	4	4	3	4	3	4	5	4	40
Resp_113	4	5	4	5	5	5	5	4	4	5	46
Resp_114	4	3	4	5	5	4	5	3	4	3	40
Resp_115	4	4	4	5	5	4	4	4	4	4	42
Resp_116	5	5	5	5	5	5	5	5	5	5	50
Resp_117	4	4	4	4	4	4	4	5	4	4	41
Resp_118	5	5	5	4	4	4	4	4	5	5	45
Resp_119	4	4	5	5	5	5	5	4	4	4	45

C. Variabel Harga

Resp.	Harga (X3)						Total X3
	Keterjangkauan Harga		Potongan Harga		Cara Pembayaran		
	X3_1	X3_2	X3_3	X3_4	X3_5	X3_6	
Resp_1	4	4	4	3	4	4	23
Resp_2	4	3	4	4	5	4	24
Resp_3	4	3	3	3	3	4	20
Resp_4	2	2	2	3	2	3	14
Resp_5	3	4	4	5	4	3	23
Resp_6	3	3	4	3	4	4	21
Resp_7	3	4	4	4	4	4	23
Resp_8	5	4	5	4	5	4	27
Resp_9	4	5	4	4	4	3	24
Resp_10	4	4	4	4	4	4	24
Resp_11	4	5	5	5	5	4	28
Resp_12	4	3	3	4	4	4	22
Resp_13	3	4	4	4	4	4	23
Resp_14	3	4	4	4	4	4	23
Resp_15	4	5	3	3	3	3	21
Resp_16	3	4	4	4	4	4	23
Resp_17	4	4	4	4	4	4	24
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Resp_21	4	3	5	3	4	3	22
Resp_22	4	5	3	3	3	3	21
Resp_23	4	4	4	4	4	3	23

Resp_24	4	4	4	4	4	3	23
Resp_25	4	4	4	4	4	4	24
Resp_26	2	3	5	3	3	3	19
Resp_27	3	4	4	4	4	3	22
Resp_28	4	4	4	4	4	4	24
Resp_29	4	4	4	4	4	3	23
Resp_30	4	4	4	4	4	4	24
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Resp_35	4	3	3	3	3	3	19
Resp_36	4	4	4	4	4	4	24
Resp_37	4	5	5	5	5	4	28
Resp_38	4	3	3	3	3	4	20
Resp_39	4	4	4	4	4	4	24
Resp_40	4	4	4	4	4	5	25
Resp_41	4	3	3	3	3	3	19
Resp_42	3	4	4	4	4	4	23
Resp_43	3	4	4	4	4	4	23
Resp_44	4	3	5	3	3	3	21
Resp_45	4	4	5	4	3	4	24
Resp_46	4	4	3	4	3	4	22
Resp_47	4	4	3	4	3	4	22
Resp_48	3	3	3	3	3	3	18
Resp_49	4	3	3	4	3	3	20
Resp_50	3	4	4	5	4	4	24
Resp_51	3	4	4	4	4	4	23
Resp_52	3	3	3	3	3	4	19

Resp_53	4	4	4	4	4	4	24
Resp_54	4	4	4	4	4	3	23
Resp_55	4	3	3	3	3	4	20
Resp_56	4	4	4	4	4	4	24
Resp_57	4	3	4	4	4	4	23
Resp_58	4	4	4	4	3	3	22
Resp_59	3	3	3	4	3	3	19
Resp_60	4	4	4	4	4	4	24
Resp_61	5	4	4	4	4	3	24
Resp_62	4	3	4	3	4	3	21
Resp_63	3	4	4	4	5	4	24
Resp_64	3	4	4	3	3	3	20
Resp_65	4	3	5	3	5	3	23
Resp_66	3	5	3	4	4	5	24
Resp_67	4	4	4	4	4	4	24
Resp_68	4	5	5	3	5	4	26
Resp_69	4	3	3	3	3	3	19
Resp_70	3	4	4	4	4	4	23
Resp_71	4	4	4	4	4	4	24
Resp_72	3	3	3	3	3	3	18
Resp_73	3	4	4	4	4	4	23
Resp_74	4	4	4	4	4	4	24
Resp_75	4	3	3	3	3	3	19
Resp_76	3	3	3	3	3	3	18
Resp_77	4	3	4	4	4	4	23
Resp_78	3	3	3	3	3	3	18
Resp_79	3	3	3	3	3	3	18
Resp_80	3	4	4	4	4	3	22
Resp_81	3	4	4	4	4	3	22

Resp_82	4	4	4	4	4	3	23
Resp_83	4	3	3	3	3	3	19
Resp_84	3	4	4	5	4	3	23
Resp_85	4	4	4	4	4	4	24
Resp_86	4	4	4	4	4	4	24
Resp_87	4	4	4	4	4	4	24
Resp_88	5	5	5	5	4	2	26
Resp_89	4	4	4	4	4	4	24
Resp_90	4	3	4	4	4	4	23
Resp_91	4	4	4	5	5	5	27
Resp_92	5	5	5	3	3	3	24
Resp_93	5	5	5	5	5	5	30
Resp_94	4	4	4	4	5	4	25
Resp_95	2	2	5	2	2	2	15
Resp_96	4	5	5	4	4	4	26
Resp_97	5	5	5	5	5	5	30
Resp_98	5	5	5	5	4	5	29
Resp_99	4	4	4	4	4	4	24
Resp_100	4	4	4	4	4	4	24
Resp_101	4	4	4	4	4	5	25
Resp_102	4	4	4	3	4	3	22
Resp_103	3	4	4	3	4	4	22
Resp_104	4	4	4	4	4	4	24
Resp_105	4	5	5	4	4	3	25
Resp_106	4	4	2	3	4	4	21
Resp_107	5	3	3	4	5	4	24
Resp_108	4	3	3	4	4	5	23
Resp_109	5	5	5	5	5	5	30
Resp_110	5	5	5	4	4	4	27

Resp_111	4	3	4	4	4	4	23
Resp_112	5	4	4	5	5	5	28
Resp_113	3	4	5	3	3	3	21
Resp_114	3	3	3	3	3	3	18
Resp_115	4	4	4	3	3	4	22
Resp_116	5	5	2	5	5	5	27
Resp_117	4	5	5	4	5	5	28
Resp_118	4	4	5	4	4	4	25
Resp_119	5	4	5	5	5	5	29

D. Variabel Keputusan Pembelian

Resp.	Keputusan Pembelian (Y)										Total Y
	Pengenalan kebutuhan		Pencarian Informasi		Evaluasi Alternative		Keputusan Pembelian		Perilaku Pasca Pembelian		
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	
Resp_1	4	4	4	2	4	3	5	4	4	4	38
Resp_2	4	4	4	3	4	4	4	3	4	3	37
Resp_3	3	3	4	4	3	3	5	4	3	3	35
Resp_4	4	4	2	4	3	3	2	4	3	4	33
Resp_5	4	4	5	4	4	4	3	5	2	3	38
Resp_6	3	3	4	5	4	4	3	5	5	4	40
Resp_7	3	3	3	4	4	4	4	5	3	4	37
Resp_8	4	4	3	4	4	4	5	4	4	4	40
Resp_9	3	3	4	3	3	3	3	5	3	3	33
Resp_10	3	3	2	2	3	3	4	5	4	5	34

Resp_11	3	4	5	5	3	5	4	4	4	5	42
Resp_12	3	4	3	3	3	3	3	4	5	4	35
Resp_13	4	4	4	4	4	4	4	3	4	5	40
Resp_14	3	3	4	4	4	4	4	5	5	5	41
Resp_15	4	4	3	3	3	3	3	4	4	4	35
Resp_16	4	2	4	4	4	4	3	4	4	4	37
Resp_17	3	4	4	4	4	4	4	5	4	4	40
Resp_18	4	5	3	3	3	3	5	3	4	4	37
Resp_19	5	5	3	3	3	3	4	4	5	5	40
Resp_20	3	2	3	4	4	4	4	3	3	4	34
Resp_21	3	2	3	3	3	3	4	3	3	4	31
Resp_22	4	5	3	3	3	3	4	4	4	4	37
Resp_23	4	4	4	4	3	4	3	3	3	3	35
Resp_24	4	4	4	4	4	4	4	2	2	1	33
Resp_25	4	4	4	4	4	4	4	4	5	5	42
Resp_26	4	4	3	3	3	3	4	3	4	3	34
Resp_27	3	3	4	4	5	4	4	5	5	4	41
Resp_28	3	4	4	4	4	4	5	4	3	3	38
Resp_29	4	4	4	4	4	4	4	5	4	4	41
Resp_30	4	4	4	4	4	4	4	5	4	3	40
Resp_31	4	4	2	2	2	2	3	3	5	3	30
Resp_32	4	5	4	4	4	4	3	3	3	3	37
Resp_33	4	3	4	4	4	4	4	4	3	4	38
Resp_34	4	4	3	3	3	3	5	4	4	4	37
Resp_35	4	4	3	3	3	3	3	4	3	3	33
Resp_36	3	3	4	4	4	4	4	4	4	3	37
Resp_37	4	4	5	5	5	5	4	4	5	4	45
Resp_38	4	4	3	3	3	3	3	5	3	3	34
Resp_39	4	4	4	4	4	4	4	3	5	3	39

Resp_69	3	3	3	3	3	3	3	3	3	3	30
Resp_70	4	4	4	4	4	4	4	4	4	4	40
Resp_71	4	5	4	4	4	4	5	4	4	4	42
Resp_72	4	3	4	3	3	4	3	4	3	3	34
Resp_73	4	4	4	4	4	4	4	4	4	4	40
Resp_74	4	4	4	4	4	3	4	4	4	4	39
Resp_75	3	3	3	3	3	3	3	3	3	4	31
Resp_76	4	4	4	4	3	4	4	4	4	3	38
Resp_77	4	4	4	4	4	4	4	4	4	4	40
Resp_78	4	4	4	4	4	3	4	4	4	4	39
Resp_79	2	4	3	3	3	2	4	3	3	3	30
Resp_80	2	4	4	4	4	2	3	3	3	4	33
Resp_81	3	4	4	4	4	4	4	4	4	4	39
Resp_82	3	5	4	3	4	4	4	4	4	5	40
Resp_83	4	4	4	4	4	4	4	4	4	4	40
Resp_84	3	4	4	4	4	4	3	4	4	3	37
Resp_85	4	3	3	3	5	3	3	5	3	4	36
Resp_86	5	5	4	4	4	3	3	4	4	3	39
Resp_87	4	4	4	4	4	4	4	4	4	4	40
Resp_88	3	2	2	3	3	3	3	2	3	4	28
Resp_89	3	3	3	4	4	4	3	5	4	4	37
Resp_90	4	5	4	5	5	4	5	4	5	5	46
Resp_91	5	5	5	3	3	5	5	5	3	3	42
Resp_92	4	4	5	4	4	4	4	5	4	4	42
Resp_93	4	4	4	4	4	4	4	4	4	4	40
Resp_94	5	5	5	5	5	5	5	5	5	5	50
Resp_95	5	5	5	5	5	5	5	5	5	5	50
Resp_96	3	3	3	3	3	3	3	3	3	3	30
Resp_97	4	4	5	5	5	4	4	5	5	5	46

Resp_98	3	3	3	5	4	3	3	3	5	4	36
Resp_99	4	3	3	4	4	4	3	3	4	4	36
Resp_100	4	3	4	4	4	4	3	4	4	4	38
Resp_101	4	4	4	4	4	4	4	4	4	4	40
Resp_102	4	4	4	3	4	4	4	4	3	4	38
Resp_103	3	4	4	3	4	3	4	4	3	4	36
Resp_104	4	4	4	4	4	4	4	4	4	4	40
Resp_105	3	3	3	3	3	3	3	3	3	3	30
Resp_106	3	4	4	3	4	3	4	4	3	4	36
Resp_107	4	4	4	4	5	4	4	4	4	5	42
Resp_108	5	4	5	4	4	5	4	5	4	4	44
Resp_109	3	3	3	3	3	3	3	3	3	3	30
Resp_110	4	4	5	4	4	4	4	5	4	4	42
Resp_111	3	3	3	4	4	3	3	3	4	4	34
Resp_112	4	3	3	5	5	4	3	3	5	5	40
Resp_113	4	3	4	3	3	4	3	4	3	3	34
Resp_114	4	4	4	3	3	4	4	4	3	3	36
Resp_115	4	4	4	3	3	4	4	4	3	3	36
Resp_116	3	4	4	5	5	3	4	4	5	5	42
Resp_117	4	4	4	4	5	4	4	4	4	5	42
Resp_118	3	3	3	4	4	3	3	3	4	4	34
Resp_119	3	4	4	5	5	3	4	4	5	5	42

Lampiran 5
DISTRIBUSI FREKUENSI

Uji Frekuensi X1

X1_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	5.9	5.9	5.9
	Ragu-ragu	24	20.2	20.2	26.1
	Setuju	46	38.7	38.7	64.7
	Sangat Setuju	42	35.3	35.3	100.0
	Total	119	100.0	100.0	

X1_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	5.9	5.9	5.9
	Ragu-ragu	15	12.6	12.6	18.5
	Setuju	59	49.6	49.6	68.1
	Sangat Setuju	38	31.9	31.9	100.0
	Total	119	100.0	100.0	

X1_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	5.9	5.9	5.9
	Ragu-ragu	19	16.0	16.0	21.8
	Setuju	59	49.6	49.6	71.4
	Sangat Setuju	34	28.6	28.6	100.0
	Total	119	100.0	100.0	

X1_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	8	6.7	6.7	6.7
	Ragu-ragu	27	22.7	22.7	29.4
	Setuju	49	41.2	41.2	70.6
	Sangat Setuju	35	29.4	29.4	100.0
	Total	119	100.0	100.0	

X1_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	4.2	4.2	4.2
	Ragu-ragu	26	21.8	21.8	26.1
	Setuju	56	47.1	47.1	73.1
	Sangat Setuju	32	26.9	26.9	100.0
	Total	119	100.0	100.0	

X1_6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	5.9	5.9	5.9
	Ragu-ragu	18	15.1	15.1	21.0
	Setuju	50	42.0	42.0	63.0
	Sangat Setuju	44	37.0	37.0	100.0
	Total	119	100.0	100.0	

X1_7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	4.2	4.2	4.2
	Ragu-ragu	25	21.0	21.0	25.2
	Setuju	49	41.2	41.2	66.4
	Sangat Setuju	40	33.6	33.6	100.0
	Total	119	100.0	100.0	

X1_8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	4.2	4.2	4.2
	Ragu-ragu	16	13.4	13.4	17.6
	Setuju	61	51.3	51.3	68.9
	Sangat Setuju	37	31.1	31.1	100.0
	Total	119	100.0	100.0	

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1_1	119	2.00	5.00	4.0336	.89189
X1_2	119	2.00	5.00	4.0756	.82503
X1_3	119	2.00	5.00	4.0084	.82847
X1_4	119	2.00	5.00	3.9328	.88997
X1_5	119	2.00	5.00	3.9664	.81233
X1_6	119	2.00	5.00	4.1008	.86744
X1_7	119	2.00	5.00	4.0420	.84768
X1_8	119	2.00	5.00	4.0924	.78104
Personal selling	119	16.00	40.00	32.2521	6.14406
Valid N (listwise)	119				

Uji Frekuensi X2

X2_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	.8	.8	.8
	Ragu-ragu	20	16.8	16.8	17.6
	Setuju	67	56.3	56.3	73.9
	Sangat Setuju	31	26.1	26.1	100.0
	Total	119	100.0	100.0	

X2_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.5	2.5	2.5
	Ragu-ragu	28	23.5	23.5	26.1
	Setuju	60	50.4	50.4	76.5
	Sangat Setuju	28	23.5	23.5	100.0
	Total	119	100.0	100.0	

X2_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	.8	.8	.8
	Ragu-ragu	21	17.6	17.6	18.5
	Setuju	59	49.6	49.6	68.1
	Sangat Setuju	38	31.9	31.9	100.0
	Total	119	100.0	100.0	

X2_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	.8	.8	.8
	Ragu-ragu	14	11.8	11.8	12.6
	Setuju	59	49.6	49.6	62.2
	Sangat Setuju	45	37.8	37.8	100.0
	Total	119	100.0	100.0	

X2_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	.8	.8	.8
	Ragu-ragu	18	15.1	15.1	16.0
	Setuju	54	45.4	45.4	61.3
	Sangat Setuju	46	38.7	38.7	100.0
	Total	119	100.0	100.0	

X2_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	1.7	1.7	1.7
	Ragu-ragu	18	15.1	15.1	16.8
	Setuju	60	50.4	50.4	67.2
	Sangat Setuju	39	32.8	32.8	100.0
	Total	119	100.0	100.0	

X2_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	1.7	1.7	1.7
	Ragu-ragu	21	17.6	17.6	19.3
	Setuju	58	48.7	48.7	68.1
	Sangat Setuju	38	31.9	31.9	100.0
	Total	119	100.0	100.0	

X2_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	1.7	1.7	1.7
	Ragu-ragu	17	14.3	14.3	16.0
	Setuju	69	58.0	58.0	73.9
	Sangat Setuju	31	26.1	26.1	100.0
	Total	119	100.0	100.0	

X2_9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	1.7	1.7	1.7
	Ragu-ragu	20	16.8	16.8	18.5
	Setuju	66	55.5	55.5	73.9
	Sangat Setuju	31	26.1	26.1	100.0
	Total	119	100.0	100.0	

X2_10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	4.2	4.2	4.2
	Ragu-ragu	28	23.5	23.5	27.7
	Setuju	58	48.7	48.7	76.5
	Sangat Setuju	28	23.5	23.5	100.0
	Total	119	100.0	100.0	

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X2_1	119	2.00	5.00	4.0756	.67848
X2_2	119	2.00	5.00	3.9496	.75743
X2_3	119	2.00	5.00	4.1261	.71964
X2_4	119	2.00	5.00	4.2437	.68848
X2_5	119	2.00	5.00	4.2185	.72673
X2_6	119	2.00	5.00	4.1429	.72819
X2_7	119	2.00	5.00	4.1092	.74549
X2_8	119	2.00	5.00	4.0840	.68371
X2_9	119	2.00	5.00	4.0588	.70463
X2_10	119	2.00	5.00	3.9160	.79809
Direct Marketing	119	20.00	50.00	40.9244	5.57865
Valid N (listwise)	119				

Uji Frekuensi X3

X3_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.5	2.5	2.5
	Ragu-ragu	17	14.3	14.3	16.8
	Setuju	57	47.9	47.9	64.7
	Sangat Setuju	42	35.3	35.3	100.0
	Total	119	100.0	100.0	

X3_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.5	2.5	2.5
	Ragu-ragu	21	17.6	17.6	20.2
	Setuju	54	45.4	45.4	65.5
	Sangat Setuju	41	34.5	34.5	100.0
	Total	119	100.0	100.0	

X3_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	5.0	5.0	5.0
	Ragu-ragu	15	12.6	12.6	17.6
	Setuju	46	38.7	38.7	56.3
	Sangat Setuju	52	43.7	43.7	100.0
	Total	119	100.0	100.0	

X3_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.5	2.5	2.5
	Ragu-ragu	24	20.2	20.2	22.7
	Setuju	57	47.9	47.9	70.6
	Sangat Setuju	35	29.4	29.4	100.0
	Total	119	100.0	100.0	

X3_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.5	2.5	2.5
	Ragu-ragu	16	13.4	13.4	16.0
	Setuju	51	42.9	42.9	58.8
	Sangat Setuju	49	41.2	41.2	100.0
	Total	119	100.0	100.0	

X3_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.5	2.5	2.5
	Ragu-ragu	18	15.1	15.1	17.6
	Setuju	51	42.9	42.9	60.5
	Sangat Setuju	47	39.5	39.5	100.0
	Total	119	100.0	100.0	

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X3_1	119	2.00	5.00	4.1597	.75894
X3_2	119	2.00	5.00	4.1176	.78305
X3_3	119	2.00	5.00	4.2101	.85245
X3_4	119	2.00	5.00	4.0420	.77454
X3_5	119	2.00	5.00	4.2269	.77500
X3_6	119	2.00	5.00	4.1933	.78414
Harga	119	12.00	30.00	24.9496	3.79082
Valid N (listwise)	119				

Uji Frekuensi Y

Y_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	31	26.1	26.1	26.1
	Setuju	58	48.7	48.7	74.8
	Sangat Setuju	30	25.2	25.2	100.0
	Total	119	100.0	100.0	

Y_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	31	26.1	26.1	26.1
	Setuju	63	52.9	52.9	79.0
	Sangat Setuju	25	21.0	21.0	100.0
	Total	119	100.0	100.0	

Y_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	25	21.0	21.0	21.0
	Setuju	51	42.9	42.9	63.9
	Sangat Setuju	43	36.1	36.1	100.0
	Total	119	100.0	100.0	

Y_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	30	25.2	25.2	25.2
	Setuju	49	41.2	41.2	66.4
	Sangat Setuju	40	33.6	33.6	100.0
	Total	119	100.0	100.0	

Y_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	23	19.3	19.3	19.3
	Setuju	49	41.2	41.2	60.5
	Sangat Setuju	47	39.5	39.5	100.0
	Total	119	100.0	100.0	

Y_6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	31	26.1	26.1	26.1
	Setuju	58	48.7	48.7	74.8
	Sangat Setuju	30	25.2	25.2	100.0
	Total	119	100.0	100.0	

Y_7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	31	26.1	26.1	26.1
	Setuju	63	52.9	52.9	79.0
	Sangat Setuju	25	21.0	21.0	100.0
	Total	119	100.0	100.0	

Y_8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	25	21.0	21.0	21.0
	Setuju	51	42.9	42.9	63.9
	Sangat Setuju	43	36.1	36.1	100.0
	Total	119	100.0	100.0	

Y_9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	30	25.2	25.2	25.2
	Setuju	49	41.2	41.2	66.4
	Sangat Setuju	40	33.6	33.6	100.0
	Total	119	100.0	100.0	

Y_10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	23	19.3	19.3	19.3
	Setuju	49	41.2	41.2	60.5
	Sangat Setuju	47	39.5	39.5	100.0
	Total	119	100.0	100.0	

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y_1	119	3.00	5.00	3.9916	.71894
Y_2	119	3.00	5.00	3.9496	.68703
Y_3	119	3.00	5.00	4.1513	.74377
Y_4	119	3.00	5.00	4.0840	.76557
Y_5	119	3.00	5.00	4.2017	.74310
Y_6	119	3.00	5.00	3.9916	.71894
Y_7	119	3.00	5.00	3.9496	.68703
Y_8	119	3.00	5.00	4.1513	.74377
Y_9	119	3.00	5.00	4.0840	.76557
Y_10	119	3.00	5.00	4.2017	.74310
Keputusan pembelian	119	30.00	50.00	40.7563	5.91460
Valid N (listwise)	119				

Lampiran 6 Output Pengolahan Data Spss

Uji Validitas

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	Personal selling
X1_1	Pearson Correlation	1	.883 ^{**}	.860 ^{**}	.836 ^{**}	.844 ^{**}	.773 ^{**}	.895 ^{**}	.762 ^{**}	.942 ^{**}
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119
X1_2	Pearson Correlation	.883 ^{**}	1	.892 ^{**}	.757 ^{**}	.775 ^{**}	.747 ^{**}	.747 ^{**}	.844 ^{**}	.911 ^{**}
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119
X1_3	Pearson Correlation	.860 ^{**}	.892 ^{**}	1	.840 ^{**}	.806 ^{**}	.718 ^{**}	.772 ^{**}	.811 ^{**}	.919 ^{**}
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119
X1_4	Pearson Correlation	.836 ^{**}	.757 ^{**}	.840 ^{**}	1	.829 ^{**}	.766 ^{**}	.779 ^{**}	.692 ^{**}	.894 ^{**}
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119
X1_5	Pearson Correlation	.844 ^{**}	.775 ^{**}	.806 ^{**}	.829 ^{**}	1	.775 ^{**}	.888 ^{**}	.833 ^{**}	.925 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119
X1_6	Pearson Correlation	.773 ^{**}	.747 ^{**}	.718 ^{**}	.766 ^{**}	.775 ^{**}	1	.789 ^{**}	.787 ^{**}	.873 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	119	119	119	119	119	119	119	119	119
X1_7	Pearson Correlation	.895 ^{**}	.747 ^{**}	.772 ^{**}	.779 ^{**}	.888 ^{**}	.789 ^{**}	1	.864 ^{**}	.924 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	119	119	119	119	119	119	119	119	119
X1_8	Pearson Correlation	.762 ^{**}	.844 ^{**}	.811 ^{**}	.892 ^{**}	.833 ^{**}	.787 ^{**}	.864 ^{**}	1	.901 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	119	119	119	119	119	119	119	119	119
Personal selling	Pearson Correlation	.942 ^{**}	.911 ^{**}	.919 ^{**}	.894 ^{**}	.925 ^{**}	.873 ^{**}	.924 ^{**}	.901 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	119	119	119	119	119	119	119	119	119

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

Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8	X2_9	X2_10	Direct Marketing
X2_1	Pearson Correlation	1	.766 ^{**}	.761 ^{**}	.432 ^{**}	.379 ^{**}	.407 ^{**}	.352 ^{**}	.626 ^{**}	.930 ^{**}	.700 ^{**}	.821 ^{**}
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X2_2	Pearson Correlation	.766 ^{**}	1	.634 ^{**}	.414 ^{**}	.420 ^{**}	.428 ^{**}	.385 ^{**}	.630 ^{**}	.704 ^{**}	.904 ^{**}	.819 ^{**}
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X2_3	Pearson Correlation	.761 ^{**}	.634 ^{**}	1	.399 ^{**}	.401 ^{**}	.386 ^{**}	.440 ^{**}	.616 ^{**}	.670 ^{**}	.550 ^{**}	.758 ^{**}
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X2_4	Pearson Correlation	.432 ^{**}	.414 ^{**}	.399 ^{**}	1	.875 ^{**}	.724 ^{**}	.691 ^{**}	.262 ^{**}	.369 ^{**}	.346 ^{**}	.715 ^{**}
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.004	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X2_5	Pearson Correlation	.379 ^{**}	.420 ^{**}	.401 ^{**}	.875 ^{**}	1	.677 ^{**}	.753 ^{**}	.236 ^{**}	.322 ^{**}	.368 ^{**}	.704 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.010	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X2_6	Pearson Correlation	.407 ^{**}	.428 ^{**}	.386 ^{**}	.724 ^{**}	.677 ^{**}	1	.798 ^{**}	.554 ^{**}	.479 ^{**}	.467 ^{**}	.770 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X2_7	Pearson Correlation	.352 ^{**}	.385 ^{**}	.449 ^{**}	.691 ^{**}	.753 ^{**}	.798 ^{**}	1	.414 ^{**}	.423 ^{**}	.443 ^{**}	.742 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X2_8	Pearson Correlation	.626 ^{**}	.630 ^{**}	.616 ^{**}	.262 ^{**}	.336 ^{**}	.554 ^{**}	.414 ^{**}	1	.693 ^{**}	.681 ^{**}	.739 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.004	.010	.000	.000		.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X2_9	Pearson Correlation	.930 ^{**}	.704 ^{**}	.670 ^{**}	.369 ^{**}	.322 ^{**}	.479 ^{**}	.423 ^{**}	.693 ^{**}	1	.762 ^{**}	.826 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X2_10	Pearson Correlation	.700 ^{**}	.904 ^{**}	.550 ^{**}	.346 ^{**}	.368 ^{**}	.487 ^{**}	.443 ^{**}	.681 ^{**}	.762 ^{**}	1	.816 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	119	119	119	119	119	119	119	119	119	119	119
Direct Marketing	Pearson Correlation	.821 ^{**}	.819 ^{**}	.758 ^{**}	.715 ^{**}	.704 ^{**}	.770 ^{**}	.742 ^{**}	.739 ^{**}	.825 ^{**}	.815 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	119	119	119	119	119	119	119	119	119	119	119

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

Correlations

		X3_1	X3_2	X3_3	X3_4	X3_5	X3_6	Harga
X3_1	Pearson Correlation	1	.681**	.328**	.810**	.716**	.731**	.878**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119
X3_2	Pearson Correlation	.681**	1	.534**	.579**	.528**	.529**	.799**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119
X3_3	Pearson Correlation	.328**	.534**	1	.333**	.248**	.218**	.565**
	Sig. (2-tailed)	.000	.000		.000	.007	.017	.000
	N	119	119	119	119	119	119	119
X3_4	Pearson Correlation	.810**	.579**	.333**	1	.831**	.824**	.901**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	119	119	119	119	119	119	119
X3_5	Pearson Correlation	.716**	.528**	.248**	.831**	1	.806**	.849**
	Sig. (2-tailed)	.000	.000	.007	.000		.000	.000
	N	119	119	119	119	119	119	119
X3_6	Pearson Correlation	.731**	.529**	.218**	.824**	.806**	1	.844**
	Sig. (2-tailed)	.000	.000	.017	.000	.000		.000
	N	119	119	119	119	119	119	119
Harga	Pearson Correlation	.878**	.799**	.565**	.901**	.849**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	119	119	119	119	119	119	119

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

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

Correlations

		Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Y_7	Y_8	Y_9	Y_10	Kepuasan pembelian
Y_1	Pearson Correlation	1	.685**	.779**	.448**	.400**	1.000**	.685**	.779**	.449**	.400**	.815**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_2	Pearson Correlation	.685**	1	.778**	.427**	.452**	.685**	1.000**	.778**	.427**	.452**	.819**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_3	Pearson Correlation	.779**	.778**	1	.424**	.435**	.779**	1.000**	.424**	.435**		.841**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000		.000
	N	119	119	119	119	119	119	119	119	119		119
Y_4	Pearson Correlation	.448**	.427**	.424**	1	.849**	.448**	.427**	.424**	1.000**	.849**	.787**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_5	Pearson Correlation	.400**	.452**	.435**	.849**	1	.400**	.452**	.435**	.849**	1.000**	.783**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_6	Pearson Correlation	1.000**	.685**	.779**	.448**	.400**	1	.685**	.779**	.449**	.400**	.815**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_7	Pearson Correlation	.685**	1.000**	.778**	.427**	.452**	.685**	1	.778**	.427**	.452**	.819**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_8	Pearson Correlation	.779**	.778**	1.000**	.424**	.435**	.779**	.778**	1	.424**	.435**	.841**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_9	Pearson Correlation	.448**	.427**	.424**	1.000**	.849**	.448**	.427**	.424**	1	.849**	.787**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_10	Pearson Correlation	.400**	.452**	.435**	.849**	1.000**	.400**	.452**	.435**	.849**	1	.783**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	119	119	119	119	119	119	119	119	119	119	119
Kepuasan pembelian	Pearson Correlation	.815**	.819**	.841**	.787**	.783**	.815**	.819**	.841**	.787**	.783**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	119	119	119	119	119	119	119	119	119	119	119

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

Uji reliabilitas X1

Reliability Statistics

Cronbach's Alpha	N of Items
.970	8

Uji reliabilitas X2

Reliability Statistics

Cronbach's Alpha	N of Items
.924	10

Uji reliabilitas X3

Reliability Statistics

Cronbach's Alpha	N of Items
.888	6

Uji reliabilitas Y

Reliability Statistics

Cronbach's Alpha	N of Items
.941	10

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		119
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.05530822
Most Extreme Differences	Absolute	.063
	Positive	.044
	Negative	-.063
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Coefficients^a

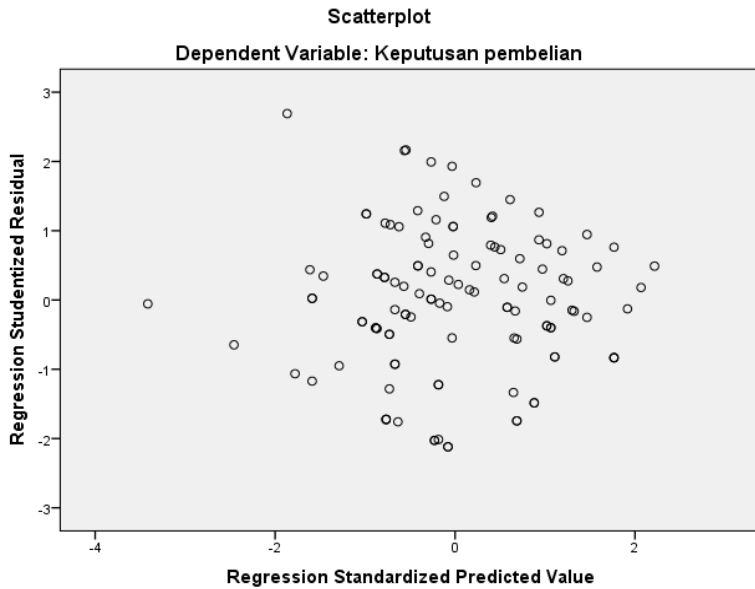
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.799	4.960		1.976	.051
	Personal selling	.273	.078	.284	3.486	.001
	Direct Marketing	.260	.085	.246	3.049	.003
	Harga	.461	.126	.295	3.661	.000

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.519 ^a	.269	.250	5.12082	1.781

a. Predictors: (Constant), Harga, Direct marketing, Personal selling

b. Dependent Variable: Keputusan pembelian



Analisis regresi linier berganda

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ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1112.308	3	370.769	14.139	.000 ^b
	Residual	3015.625	115	26.223		
	Total	4127.933	118			

a. Dependent Variable: Keputusan pembelian

b. Predictors: (Constant), Harga, *Direct marketing*, *Personal selling*

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Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.799	4.960		1.976	.051
<i>Personal selling</i>	.273	.078	.284	3.486	.001
<i>Direct marketing</i>	.260	.085	.246	3.049	.003
Harga	.461	.126	.295	3.661	.000

a. Dependent Variable: Keputusan pembelian

Lampiran 7

Dokumentasi

Dokumentasi 1 - Toko *Petshop*



Dokumentasi 2 - Mengisi Kuisisioner



Dokumentasi 3 – Bersama Pegawai Lotus *Petshop* Sidoarjo



Dokumentasi 4 & 5
Kegiatan Salon Hewan (*Grooming*) & Vaksin Kucing Bersama
Dokter Hewan



