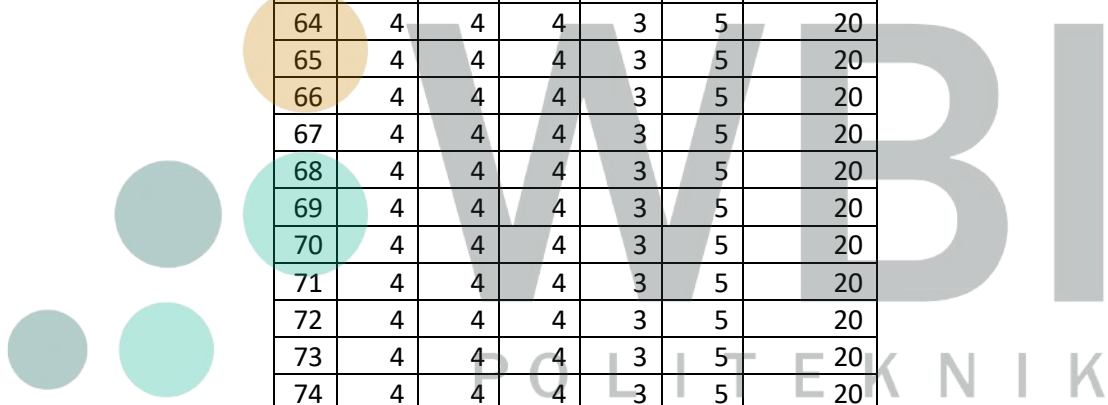


LAMPIRAN

NILAI RESPONDEN VARIABEL IKLAN (X₁)

No	X1.1	X1.2	X1.3	X1.4	X1.5	Total_X1
1	4	4	4	5	4	21
2	4	4	5	4	5	22
3	4	3	4	4	3	18
4	4	4	3	4	3	18
5	4	4	4	3	4	19
6	2	4	4	5	5	20
7	4	5	3	4	2	18
8	4	4	3	4	5	20
9	4	4	4	4	3	19
10	4	4	4	4	4	20
11	3	3	3	3	3	15
12	3	4	3	3	3	16
13	3	3	3	3	3	15
14	4	3	3	4	3	17
15	4	4	4	3	5	20
16	4	4	4	3	5	20
17	4	4	4	3	5	20
18	4	4	4	3	5	20
19	3	3	4	4	2	16
20	3	3	3	3	4	16
21	4	4	4	3	5	20
22	4	4	4	3	5	20
23	4	4	4	3	5	20
24	4	4	4	3	5	20
25	4	4	4	3	5	20
26	3	3	4	4	4	18
27	4	4	4	3	5	20
28	4	4	4	3	5	20
29	4	4	4	5	5	22
30	4	4	4	5	5	22
31	4	4	4	5	5	22
32	4	4	4	5	5	22
33	4	4	4	3	5	20
34	4	4	4	3	5	20
35	4	4	4	3	5	20
36	4	4	4	3	5	20
37	4	4	4	3	5	20
38	4	4	4	3	5	20
39	4	4	4	3	5	20
40	4	4	4	3	5	20
41	4	4	4	3	5	20
42	5	4	4	4	3	20
43	4	4	4	3	5	20
44	4	4	4	3	5	20

45	4	4	4	3	5	20
46	2	2	4	4	4	16
47	4	4	4	4	4	20
48	3	3	3	3	3	15
49	4	4	4	4	4	20
50	4	4	4	4	4	20
51	4	4	4	4	4	20
52	2	4	4	4	3	17
53	3	3	3	3	3	15
54	5	3	3	3	3	17
55	2	4	4	4	3	17
56	3	4	4	4	4	19
57	2	4	4	4	4	18
58	4	4	4	3	5	20
59	4	4	4	3	5	20
60	4	4	4	3	5	20
61	4	4	4	3	5	20
62	4	4	4	4	4	20
63	3	3	3	3	3	15
64	4	4	4	3	5	20
65	4	4	4	3	5	20
66	4	4	4	3	5	20
67	4	4	4	3	5	20
68	4	4	4	3	5	20
69	4	4	4	3	5	20
70	4	4	4	3	5	20
71	4	4	4	3	5	20
72	4	4	4	3	5	20
73	4	4	4	3	5	20
74	4	4	4	3	5	20
75	4	4	4	3	5	20
76	4	4	4	3	5	20
77	4	4	4	3	5	20
78	4	4	4	3	5	20
79	4	4	4	3	5	20
80	4	4	4	3	5	20
81	4	4	4	3	5	20
82	4	4	4	3	5	20
83	4	4	4	3	5	20
84	4	4	4	3	5	20
85	4	4	4	3	5	20
86	4	4	4	3	5	20
87	4	4	4	5	5	22
88	4	4	4	5	5	22
89	4	4	4	5	5	22
90	4	4	4	5	5	22



NILAI RESPONDEN VARIABEL PROMOSI PENJUALAN (X₂)

No	X2.1	X2.2	X2.3	X2.4	X2.5	Total X2
1	4	5	5	4	5	23
2	4	4	5	5	4	22
3	3	4	4	3	3	17
4	4	4	4	3	3	18
5	3	4	5	4	5	21
6	4	5	5	4	5	23
7	4	4	4	4	3	19
8	5	5	3	4	3	20
9	3	4	4	4	3	18
10	4	4	4	4	4	20
11	3	3	3	3	3	15
12	4	4	3	3	3	17
13	3	3	3	3	3	15
14	4	4	4	4	4	20
15	4	4	3	4	5	20
16	4	4	3	4	5	20
17	4	4	3	4	5	20
18	4	4	3	3	5	19
19	4	4	4	4	2	18
20	4	4	3	3	4	18
21	4	4	5	3	5	21
22	4	4	5	3	5	21
23	4	4	5	3	5	21
24	4	4	3	3	5	19
25	4	4	3	3	5	19
26	3	4	3	3	4	17
27	4	4	5	5	5	23
28	4	4	5	5	5	23
29	4	4	5	5	5	23
30	4	4	3	3	5	19
31	4	4	3	3	5	19
32	4	4	5	3	5	21
33	4	4	5	5	5	23
34	4	4	5	5	5	23
35	4	4	5	5	5	23
36	4	4	3	3	5	19
37	4	4	3	3	5	19
38	4	4	5	5	5	23
39	4	4	5	5	5	23
40	4	4	3	3	5	19
41	4	4	3	3	5	19
42	3	3	4	3	3	16
43	4	4	3	3	5	19
44	4	4	5	5	5	23
45	4	4	5	5	5	23
46	4	5	4	4	4	21
47	4	4	4	4	4	20

48	3	3	3	3	3	15
49	4	4	4	4	4	20
50	4	4	4	4	4	20
51	3	3	4	4	3	17
52	3	3	3	3	3	15
53	3	3	3	3	3	15
54	3	3	3	3	3	15
55	4	4	4	3	4	19
56	4	4	4	3	4	19
57	4	5	4	4	5	22
58	4	4	3	3	5	19
59	4	4	4	5	5	22
60	4	4	4	5	5	22
61	4	4	3	3	5	19
62	4	4	4	4	4	20
63	3	3	3	3	3	15
64	4	4	3	3	5	19
65	4	4	3	3	5	19
66	4	4	4	3	5	20
67	4	4	4	3	5	20
68	4	4	4	3	5	20
69	4	4	3	4	5	20
70	4	4	3	4	5	20
71	4	4	3	4	5	20
72	4	4	5	3	5	21
73	4	4	5	3	5	21
74	4	4	5	5	5	23
75	4	4	3	5	5	21
76	4	4	3	5	5	21
77	4	4	5	3	5	21
78	4	4	5	4	5	22
79	4	4	5	4	5	22
80	4	4	4	4	5	21
81	4	4	4	3	5	20
82	4	4	4	5	5	22
83	4	4	3	3	5	19
84	4	4	3	5	5	21
85	4	4	3	5	5	21
86	4	4	5	5	5	23
87	4	4	5	5	5	23
88	4	4	5	3	5	21
89	4	4	5	5	5	23
90	4	4	5	5	5	23

NILAI RESPONDEN VARIABEL ACARA (X₃)

No	X3.1	X3.2	X3.3	X3.4	Total_X3
1	5	4	4	4	17
2	2	2	2	2	8
3	2	3	2	2	9
4	4	4	5	3	16
5	3	3	3	4	13
6	4	4	4	4	16
7	3	1	2	3	9
8	4	3	4	4	15
9	4	4	3	4	15
10	4	4	4	4	16
11	3	3	3	3	12
12	4	4	3	3	14
13	3	3	3	3	12
14	3	2	3	4	12
15	2	3	2	3	10
16	2	3	2	3	10
17	2	3	2	3	10
18	2	3	2	3	10
19	4	4	4	3	15
20	4	4	4	4	16
21	2	3	2	3	10
22	2	3	2	3	10
23	2	3	2	3	10
24	2	3	2	3	10
25	2	3	2	3	10
26	3	3	4	3	13
27	2	3	2	3	10
28	2	3	2	3	10
29	2	3	2	3	10
30	2	3	2	3	10
31	2	3	2	3	10
32	2	3	2	3	10
33	2	3	2	3	10
34	2	3	1	3	9
35	2	3	2	3	10
36	2	3	2	3	10
37	2	3	2	3	10
38	2	3	2	3	10
39	2	3	2	3	10
40	2	3	2	3	10
41	2	3	2	3	10
42	4	3	3	4	14
43	2	3	2	3	10
44	2	3	2	3	10
45	2	3	2	3	10
46	4	4	4	4	16

47	4	4	4	4	16
48	3	3	3	3	12
49	4	4	4	4	16
50	4	4	4	4	16
51	4	3	4	4	15
52	3	3	3	3	12
53	4	3	4	5	16
54	3	3	3	3	12
55	3	3	3	3	12
56	3	3	3	3	12
57	4	4	4	4	16
58	2	3	2	3	10
59	2	3	2	3	10
60	2	3	2	3	10
61	2	3	2	3	10
62	4	4	4	4	16
63	2	2	2	2	8
64	2	3	2	3	10
65	2	3	2	3	10
66	2	3	2	3	10
67	2	3	2	3	10
68	2	3	2	3	10
69	2	3	2	3	10
70	2	3	2	3	10
71	2	3	2	3	10
72	2	3	2	3	10
73	2	3	2	3	10
74	2	3	2	3	10
75	2	3	2	3	10
76	2	3	2	3	10
77	2	3	2	3	10
78	2	3	2	3	10
79	2	3	2	3	10
80	2	3	2	3	10
81	2	3	2	3	10
82	2	3	2	3	10
83	2	3	2	3	10
84	2	3	2	3	10
85	2	3	2	3	10
86	2	3	2	3	10
87	2	3	2	3	10
88	2	3	2	3	10
89	2	3	2	3	10
90	2	3	2	3	10

NILAI RESPONDEN VARIABEL PENJUALAN PERSONAL (X₄)

No	X4.1	X4.2	X4.3	X4.4	X4.5	Total_X4
1	4	4	4	5	3	20
2	4	2	4	2	4	16
3	3	3	4	3	3	16
4	3	4	3	3	3	16
5	5	3	3	3	5	19
6	4	2	3	3	3	15
7	5	5	4	4	2	20
8	3	3	4	3	3	16
9	4	4	4	5	3	20
10	4	4	4	4	4	20
11	3	3	3	3	3	15
12	3	3	3	4	3	16
13	3	3	3	3	3	15
14	4	4	4	4	4	20
15	4	3	3	4	5	19
16	4	3	3	4	5	19
17	4	3	3	4	5	19
18	4	3	3	4	5	19
19	5	4	4	3	3	19
20	4	4	4	4	4	20
21	5	4	3	3	4	19
22	4	3	3	4	5	19
23	4	3	3	4	5	19
24	4	3	3	4	5	19
25	4	3	3	4	5	19
26	4	4	4	4	4	20
27	4	3	3	4	5	19
28	4	3	3	4	5	19
29	4	3	3	4	5	19
30	4	5	3	4	5	21
31	4	4	5	4	5	22
32	4	3	4	4	5	20
33	4	3	3	4	5	19
34	4	3	3	4	5	19
35	4	3	3	4	5	19
36	4	3	5	4	5	21
37	4	3	5	4	5	21
38	4	3	5	4	5	21
39	4	3	5	4	5	21
40	4	3	3	4	4	18
41	4	3	3	4	5	19
42	3	4	3	3	3	16
43	4	3	3	4	5	19
44	4	3	3	4	5	19
45	4	3	3	4	5	19
46	3	3	3	3	3	15

47	4	4	4	4	4	20
48	3	3	3	3	3	15
49	4	4	4	4	4	20
50	4	4	4	4	4	20
51	3	4	4	3	3	17
52	3	2	3	4	3	15
53	2	2	2	4	4	14
54	3	3	3	3	3	15
55	4	3	4	4	4	19
56	5	4	4	3	3	19
57	5	5	4	5	5	24
58	4	3	5	4	5	21
59	4	3	5	4	5	21
60	4	3	5	4	5	21
61	4	3	3	4	5	19
62	4	4	4	4	4	20
63	3	3	3	3	3	15
64	4	3	3	4	5	19
65	4	4	5	4	5	22
66	4	4	5	4	5	22
67	4	3	3	4	5	19
68	4	4	5	4	5	22
69	4	4	5	4	5	22
70	4	4	5	4	5	22
71	4	3	3	4	5	19
72	4	4	3	4	5	20
73	4	4	3	4	5	20
74	4	4	5	4	5	22
75	4	3	5	4	5	21
76	4	5	5	4	5	23
77	4	5	5	4	5	23
78	4	3	3	4	5	19
79	4	3	3	4	5	19
80	4	5	5	4	5	23
81	4	5	5	4	5	23
82	4	5	5	4	5	23
83	4	5	3	4	5	21
84	4	3	3	4	5	19
85	4	3	3	4	5	19
86	4	3	5	4	5	21
87	4	3	5	4	5	21
88	4	5	5	4	5	23
89	4	5	5	4	5	23
90	4	5	3	4	5	21

NILAI RESPONDEN HUBUNGAN MASYARAKAT (X₅)

No	X5.1	X5.2	X5.3	Total_X5
1	4	4	4	12
2	4	2	4	10
3	3	4	3	10
4	3	4	3	10
5	4	2	4	10
6	3	3	4	10
7	4	2	4	10
8	3	4	3	10
9	3	4	4	11
10	4	4	4	12
11	3	3	3	9
12	4	3	3	10
13	3	4	3	10
14	3	4	4	11
15	4	3	4	11
16	4	3	4	11
17	4	5	4	13
18	4	5	4	13
19	5	5	3	13
20	4	4	4	12
21	4	5	4	13
22	4	5	4	13
23	4	5	4	13
24	4	5	4	13
25	4	5	4	13
26	2	3	4	9
27	4	5	4	13
28	4	5	4	13
29	4	5	4	13
30	4	5	4	13
31	4	5	4	13
32	4	5	4	13
33	4	5	4	13
34	4	5	4	13
35	4	5	4	13
36	4	5	4	13
37	4	5	4	13
38	4	5	4	13
39	4	5	4	13
40	4	5	4	13
41	4	5	4	13
42	4	5	3	12
43	4	5	4	13
44	4	5	4	13

45	4	5	4	13
46	3	3	3	9
47	4	4	4	12
48	3	3	3	9
49	4	4	4	12
50	4	4	4	12
51	4	4	4	12
52	3	4	3	10
53	5	4	4	13
54	3	3	3	9
55	3	2	4	9
56	4	4	4	12
57	4	4	4	12
58	4	5	4	13
59	4	5	4	13
60	4	5	4	13
61	4	4	4	12
62	3	4	4	11
63	3	4	4	11
64	4	5	4	13
65	4	5	4	13
66	4	5	4	13
67	4	5	4	13
68	4	5	4	13
69	4	5	4	13
70	3	4	4	11
71	4	3	4	11
72	4	3	4	11
73	5	3	3	11
74	3	5	3	11
75	4	3	4	11
76	3	4	4	11
77	3	5	4	12
78	4	3	4	11
79	4	3	4	11
80	4	3	4	11
81	4	3	4	11
82	4	3	4	11
83	4	3	2	9
84	4	3	2	9
85	4	3	4	11
86	4	3	4	11
87	4	3	4	11
88	4	2	4	10
89	4	3	4	11
90	4	3	4	11

NILAI RESPONDEN PEMASARAN LANGSUNG (X₆)

No	X6.1	X6.2	X6.3	X6.4	Total_X6
1	4	4	3	5	16
2	4	4	2	5	15
3	4	3	3	2	12
4	3	4	3	4	14
5	4	4	4	4	16
6	5	5	4	4	18
7	3	2	4	4	13
8	3	4	3	3	13
9	4	5	5	4	18
10	4	4	4	4	16
11	3	3	3	3	12
12	3	3	3	3	12
13	3	3	3	3	12
14	5	5	3	5	18
15	4	4	3	4	15
16	4	4	3	4	15
17	4	4	3	4	15
18	4	4	3	4	15
19	5	4	3	3	15
20	4	4	4	4	16
21	4	4	3	4	15
22	4	4	3	4	15
23	4	4	3	4	15
24	4	4	3	4	15
25	4	4	3	4	15
26	4	3	3	2	12
27	4	4	3	4	15
28	4	4	3	4	15
29	4	4	3	4	15
30	4	4	3	4	15
31	4	4	3	4	15
32	4	4	3	4	15
33	4	4	3	4	15
34	4	4	3	4	15
35	4	4	3	4	15
36	4	4	3	4	15
37	4	4	3	4	15
38	4	4	3	4	15
39	4	4	3	4	15
40	4	4	3	4	15
41	4	4	3	4	15
42	4	3	3	3	13
43	4	4	3	4	15
44	4	4	3	4	15
45	4	4	3	4	15
46	3	3	3	3	12
47	4	4	4	4	16

48	3	3	3	3	12
49	4	4	4	4	16
50	4	4	4	4	16
51	5	3	3	3	14
52	5	4	4	3	16
53	4	4	4	4	16
54	3	3	3	3	12
55	4	3	3	3	13
56	3	4	4	4	15
57	4	4	4	3	15
58	4	4	3	4	15
59	4	4	3	4	15
60	4	4	3	4	15
61	4	4	3	4	15
62	4	4	4	4	16
63	3	5	3	3	14
64	4	4	3	4	15
65	4	4	3	4	15
66	4	4	3	4	15
67	4	4	3	4	15
68	4	4	3	4	15
69	4	4	3	4	15
70	4	4	3	4	15
71	4	4	3	4	15
72	4	4	3	4	15
73	4	4	3	4	15
74	4	4	3	4	15
75	4	4	3	4	15
76	4	4	3	4	15
77	4	4	3	4	15
78	4	4	3	4	15
79	4	4	3	4	15
80	4	4	3	4	15
81	4	4	3	4	15
82	4	4	3	4	15
83	4	4	3	4	15
84	4	4	3	4	15
85	4	4	2	4	14
86	4	4	2	4	14
87	4	4	2	4	14
88	4	4	2	4	14
89	4	4	2	4	14
90	4	4	2	4	14

NILAI RESPONDEN VARIABEL EKUITAS MEREK (Y)

No	Y1.1	Y1.2	Y1.3	Total_Y
1	4	4	3	11
2	4	4	3	11
3	3	4	4	11
4	4	4	4	12
5	3	4	3	10
6	4	5	3	12
7	4	4	4	12
8	5	5	3	13
9	3	4	4	11
10	4	4	4	12
11	3	3	3	9
12	4	4	3	11
13	3	3	3	9
14	4	4	4	12
15	4	4	3	11
16	4	4	3	11
17	4	4	3	11
18	4	4	3	11
19	4	4	4	12
20	4	4	3	11
21	4	4	3	11
22	4	4	3	11
23	4	4	3	11
24	4	4	3	11
25	4	4	3	11
26	3	4	3	10
27	4	4	3	11
28	4	4	3	11
29	4	4	3	11
30	4	4	3	11
31	4	4	3	11
32	4	4	3	11
33	4	4	3	11
34	4	4	3	11
35	4	4	3	11
36	4	4	3	11
37	4	4	3	11
38	4	4	3	11
39	4	4	3	11
40	4	4	3	11
41	4	4	3	11
42	3	3	4	10
43	4	4	3	11
44	4	4	3	11
45	4	4	3	11
46	4	3	4	11

47	4	4	4	12
48	3	3	3	9
49	4	4	4	12
50	4	4	4	12
51	3	3	4	10
52	3	3	3	9
53	3	3	3	9
54	3	3	3	9
55	4	4	4	12
56	4	4	4	12
57	4	5	4	13
58	4	4	3	11
59	4	4	3	11
60	4	4	3	11
61	4	4	3	11
62	4	4	4	12
63	3	3	3	9
64	4	4	3	11
65	4	4	3	11
66	4	4	3	11
67	4	4	3	11
68	4	4	3	11
69	4	4	3	11
70	4	4	3	11
71	4	4	3	11
72	4	4	3	11
73	4	4	3	11
74	4	4	3	11
75	4	4	3	11
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77	4	4	3	11
78	4	4	3	11
79	4	4	3	11
80	4	4	3	11
81	4	4	3	11
82	4	4	3	11
83	4	4	3	11
84	4	4	3	11
85	4	4	3	11
86	4	4	3	11
87	4	4	3	11
88	4	4	3	11
89	4	4	3	11
90	4	4	3	11

UJI VALIDITAS & RELIABILITAS

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	iklan
X1.1	Pearson Correlation	1	.179	.608**	.980**	.166	.702**
	Sig. (2-tailed)		.344	.000	.000	.380	.000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.179	1	.594**	.249	.935**	.804**
	Sig. (2-tailed)	.344		.001	.184	.000	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.608**	.594**	1	.662**	.531**	.851**
	Sig. (2-tailed)	.000	.001		.000	.003	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.980**	.249	.662**	1	.233	.754**
	Sig. (2-tailed)	.000	.184	.000		.216	.000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.166	.935**	.531**	.233	1	.784**
	Sig. (2-tailed)	.380	.000	.003	.216		.000
	N	30	30	30	30	30	30
iklan	Pearson Correlation	.702**	.804**	.851**	.754**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.831	5

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	PromosiPe jualan
X2.1	Pearson Correlation	1	.059	.450 [*]	.288	.209	.457 [*]
	Sig. (2-tailed)		.757	.013	.122	.268	.011
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.059	1	.649**	.652**	.923**	.874**
	Sig. (2-tailed)	.757		.000	.000	.000	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.450 [*]	.649**	1	.548**	.568**	.799**

	Sig. (2-tailed)	.013	.000		.002	.001	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.288	.652**	.548**	1	.737**	.842**
	Sig. (2-tailed)	.122	.000	.002		.000	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.209	.923**	.568**	.737**	1	.911**
	Sig. (2-tailed)	.268	.000	.001	.000		.000
	N	30	30	30	30	30	30
PromosiPenjualan	Pearson Correlation	.457*	.874**	.799**	.842**	.911**	1
	Sig. (2-tailed)	.011	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.845	5

Correlations

		X3.1	X3.2	X3.3	X3.4	Acara
X3.1	Pearson Correlation	1	.568**	.886**	.659*	.945**
	Sig. (2-tailed)		.001	.000	.000	.000
	N	30	30	30	30	30
X3.2	Pearson Correlation	.568**	1	.592**	.386*	.742**
	Sig. (2-tailed)	.001		.001	.035	.000
	N	30	30	30	30	30
X3.3	Pearson Correlation	.886**	.592**	1	.562**	.930**
	Sig. (2-tailed)	.000	.001		.001	.000
	N	30	30	30	30	30
X3.4	Pearson Correlation	.659**	.386*	.562**	1	.734**
	Sig. (2-tailed)	.000	.035	.001		.000
	N	30	30	30	30	30
Acara	Pearson Correlation	.945**	.742**	.930**	.734**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.860	4

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5	Penjualan Personal
X4.1	Pearson Correlation	1	.194	.581**	.702**	.402*	.775**
	Sig. (2-tailed)		.305	.001	.000	.028	.000
	N	30	30	30	30	30	30
X4.2	Pearson Correlation	.194	1	.444*	.404*	.737**	.723**
	Sig. (2-tailed)	.305		.014	.027	.000	.000
	N	30	30	30	30	30	30
X4.3	Pearson Correlation	.581**	.444*	1	.567**	.435*	.800**
	Sig. (2-tailed)	.001	.014		.001	.016	.000
	N	30	30	30	30	30	30
X4.4	Pearson Correlation	.702**	.404*	.567**	1	.165	.774**
	Sig. (2-tailed)	.000	.027	.001		.384	.000
	N	30	30	30	30	30	30
X4.5	Pearson Correlation	.402*	.737**	.435*	.165	1	.701**
	Sig. (2-tailed)	.028	.000	.016	.384		.000
	N	30	30	30	30	30	30
Penjualan Personal	Pearson Correlation	.775**	.723**	.800**	.774**	.701**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.810	5

Correlations

		X5.1	X5.2	X5.3	HubunganMasy arakat
X5.1	Pearson Correlation	1	.664**	.931**	.940**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
X5.2	Pearson Correlation	.664**	1	.710**	.859**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
X5.3	Pearson Correlation	.931**	.710**	1	.959**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
HubunganMasyarakat	Pearson Correlation	.940**	.859**	.959**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Reliability Statistics

Cronbach's Alpha	N of Items
.909	3

WB I
POLITEKNIK

Correlations

		X6.1	X6.2	X6.3	X6.4	PemasaranLang sung
X6.1	Pearson Correlation	1	.297	.575**	.921**	.872**
	Sig. (2-tailed)		.111	.001	.000	.000
	N	30	30	30	30	30
X6.2	Pearson Correlation	.297	1	.634**	.411*	.666**
	Sig. (2-tailed)	.111		.000	.024	.000
	N	30	30	30	30	30
X6.3	Pearson Correlation	.575**	.634**	1	.600**	.844**
	Sig. (2-tailed)	.001	.000		.000	.000
	N	30	30	30	30	30
X6.4	Pearson Correlation	.921**	.411*	.600**	1	.909**
	Sig. (2-tailed)	.000	.024	.000		.000

	N	30	30	30	30	30
PemasaranLangsung	Pearson Correlation	.872**	.666**	.844**	.909**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.847	4

Correlations

		Y1	Y2	Y3	EkuitasMerek
Y1	Pearson Correlation	1	.549**	.567**	.813**
	Sig. (2-tailed)		.002	.001	.000
	N	30	30	30	30
Y2	Pearson Correlation	.549**	1	.725**	.890**
	Sig. (2-tailed)	.002		.000	.000
	N	30	30	30	30
Y3	Pearson Correlation	.567**	.725**	1	.882**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
EkuitasMerek	Pearson Correlation	.813**	.890**	.882**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.825	3

HASIL OUTPUT

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Iklan	90	15.00	22.00	19.4778	1.71069
Promosi Penjualan	90	15.00	23.00	20.0333	2.26577
Acara	90	8.00	17.00	11.2889	2.34278
Penjualan Personal	90	14.00	24.00	19.4000	2.28232
Hubungan Masyarakat	90	9.00	13.00	11.6333	1.35290
Pemasaran Langsung	90	12.00	18.00	14.7556	1.20216
Ekuitas Merek	90	9.00	13.00	10.9778	.76405
Valid N (listwise)	90				

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 ^a	.458	.419	.582

a. Predictors: (Constant), Total_X6, Total_X3, Total_X4, Total_X5, Total_X2, Total_X1

b. Dependent Variable: Total_Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.820	6	3.970	11.712	.000 ^a
	Residual	28.135	83	.339		
	Total	51.956	89			

a. Predictors: (Constant), Total_X6, Total_X3, Total_X4, Total_X5, Total_X2, Total_X1

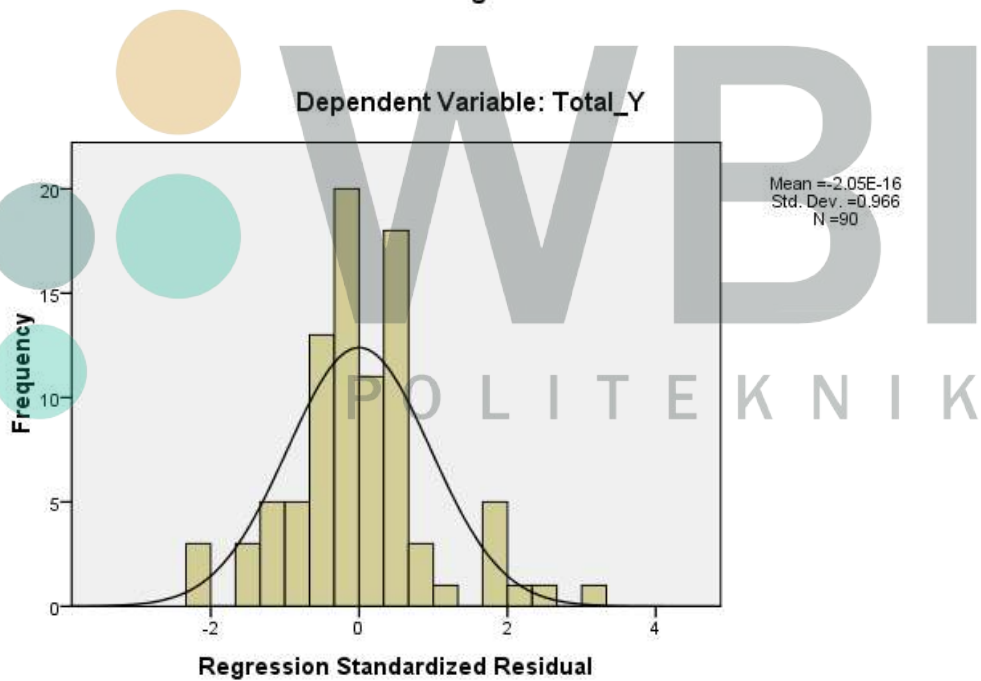
b. Dependent Variable: Total_Y

Coefficients^a

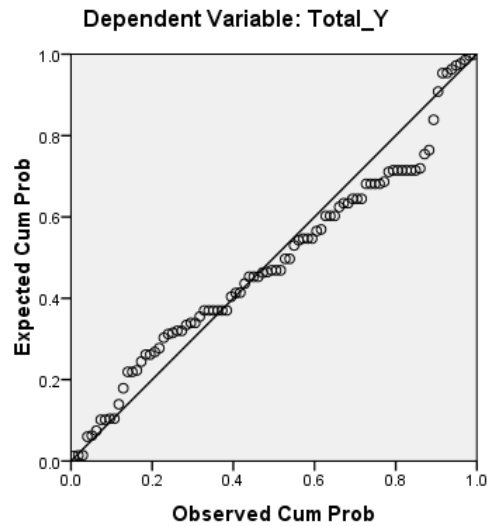
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.756	1.026		3.660	.000		
	Total_X1	.054	.055	.120	.983	.328	.437	2.291
	Total_X2	.131	.038	.388	3.417	.001	.507	1.972
	Total_X3	.139	.030	.426	4.551	.000	.746	1.340
	Total_X4	.089	.035	.267	2.588	.011	.614	1.629
	Total_X5	.008	.054	.015	.154	.878	.713	1.402
	Total_X6	.011	.064	.017	.171	.865	.645	1.551

a. Dependent Variable: Total_Y

Histogram



Normal P-P Plot of Regression Standardized Residual



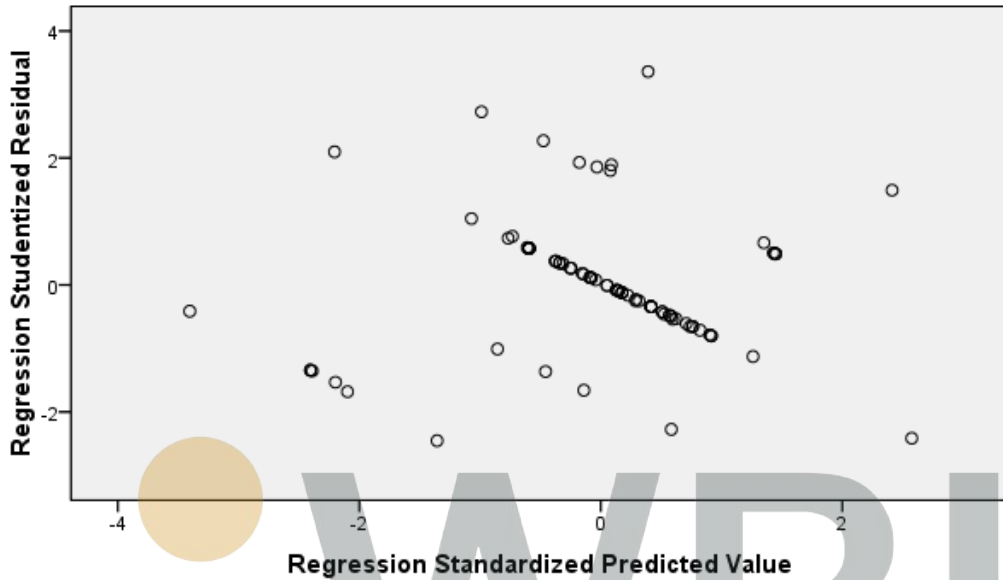
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		90
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.56225221
Most Extreme Differences	Absolute	.140
	Positive	.140
	Negative	-.078
Kolmogorov-Smirnov Z		1.332
Asymp. Sig. (2-tailed)		.057

a. Test distribution is Normal.

Scatterplot

Dependent Variable: Total_Y



Tabel t_{tabel}
POLITEKNIK

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.005 0.010	0.001 0.002
81	0.67753	1.29209	1.66388	1.98969	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.62641	3.17460

100	0.67695	1.29007	1.66023	1.98397	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.61778	3.16013

Tabel F_{tabel}

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	12	14	15
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.80
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96	1.92	1.88	1.85	1.82	1.80
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.80
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.79
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.91	1.88	1.84	1.82	1.79
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.82	1.79
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.81	1.79
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.91	1.87	1.84	1.81	1.79
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.90	1.87	1.84	1.81	1.79
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.79
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.78
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.87	1.83	1.81	1.78
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.86	1.83	1.81	1.78
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77

96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76

TABEL r

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0,05	0,025	0,01	0,005	0,0005
	Tingkat signifikansi untuk uji dua arah				
	0,1	0,05	0,02	0,01	0,001
1	0.9877	0.9969	0.9995	0.9999	10.000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287

23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541

