

LAMPIRAN

Lampiran 1 : Angket Penelitian

PETUNJUK PENGISIAN

Isilah pernyataan dibawah ini dengan sebenar-benarnya.

1. Usia : ☐ 17-20 Tahun ☐ 41-50 Tahun
☐ 21-30 Tahun ☐ >50 Tahun
☐ 31-40 Tahun
2. Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
3. Pekerjaan : ☐ Petani/Pekebun ☐ Wiraswasta
☐ Karyawan Swasta
4. Pernah menggunakan kecambah sawit pada PPKS Medan : ☐ Ya ☐ Tidak

DAFTAR PERNYATAAN

Berilah tanda centang (√) dibawah pada salah satu alternatif jawaban yang paling tepat dengan kriteria jawaban:

- 1 : Sangat Tidak Setuju
2 : Tidak Setuju
3 : Kurang Setuju
4 : Setuju
5 : Sangat Setuju

No	Pernyataan	1	2	3	4	5
Harga						
Keterjangkauan harga						
1	Harga kecambah sawit PPKS Medan dapat dijangkau					
2	Harga kecambah sawit PPKS Medan bervariasi mulai dari yang ekonomi hingga yang paling mahal					
Kesesuaian harga dengan kualitas produk						
1	Harga kecambah sawit PPKS Medan sesuai dengan kualitas kecambah yang didapatkan					
2	Harga varietas 540 NG tahan akan jamur Ganoderma dilahan					
Kesesuaian harga dengan manfaat						
1	Harga kecambah sawit PPKS Medan sesuai dengan hasil panen yang saya inginkan					
2	Kecambah sawit PPKS Medan memberikan nilai keunggulan untuk saya					
Harga sesuai kemampuan atau daya saing harga						
1	Harga yang ditawarkan kecambah sawit PPKS Medan mampu bersaing dengan produsen lain					
2	Harga kecambah sawit PPKS Medan lebih ekonomis dibanding dengan produk sejenis dipasar					
Promosi						
Pesan promosi						
1	Informasi yang di berikan kecambah sawit PPKS Medan membantu saya					
2	Saya memperoleh informasi kecambah sawit PPKS Medan melalui media sosial					
Media promosi						
1	Iklan kecambah sawit PPKS Medan selalu saya jumpai di media sosial (Instagram, Facebook, Tiktok dan lain-lain)					
2	Kecambah sawit PPKS Medan selalu mengadakan <i>event (flash sale)</i>					
Waktu promosi						
1	Kecambah sawit PPKS Medan memberikan informasi melalui media sosial setiap hari					
2	Kecambah sawit PPKS Medan melakukan promo bulanan					
Frekuensi promosi						

1	Intensitas promosi kecambah sawit PPKS Medan membuat saya tertarik					
2	Jangkauan promosi kecambah sawit PPKS Medan yang tersebar secara luas membuat saya mudah mengetahui produk yang diinformasikan					
Perilaku Konsumen						
Faktor kebudayaan						
1	Saya memiliki kepercayaan terhadap produk kecambah sawit PPKS Medan					
2	Kebiasaan saya mendengar tentang produk kecambah sawit PPKS Medan melalui orang lain					
Faktor sosial						
1	Saya melakukan pembelian kecambah sawit PPKS Medan karena dipengaruhi oleh orang lain					
2	Saya mendapatkan rekomendasi dari petani lain untuk membeli kecambah sawit PPKS Medan					
Faktor pribadi						
1	Pendapatan sangat mempengaruhi saya dalam melakukan pembelian kecambah sawit PPKS Medan					
2	Saya melakukan pembelian kecambah sawit PPKS Medan karena harga yang dijual sesuai keadaan ekonomis pribadi					
Faktor psikologis						
1	Saya melakukan pembelian kecambah sawit PPKS Medan karena pengaruh lingkungan yang banyak menggunakan produk tersebut					
2	Setelah mengetahui kualitas kecambah sawit PPKS Medan saya akan merekomendasikan produk kepada petani lainnya					
Keputusan Pembelian						
Pilihan produk						
1	Kecambah sawit PPKS Medan menawarkan beragam jenis sesuai keunggulannya					
2	Varietas kecambah sawit yang ditawarkan PPKS Medan sesuai dengan kebutuhan lahan saya					
Pilihan merek						
1	Kecambah sawit PPKS Medan mempunyai citra merek yang baik sehingga saya merasa yakin ingin untuk membeli					
2	Kecambah sawit yang ditawarkan PPKS Medan tidak mengecewakan saya					
Pilihan penyalur						

1	Kecambah sawit PPKS Medan dapat merekomendasikan pengiriman untuk saya					
2	Saya bisa mengambil kecambah sawit PPKS Medan secara langsung dikantor					
Jumlah pembelian						
1	Tidak ada minimal jumlah pemesanan kecambah sawit PPKS Medan					
2	Saya dapat melakukan pembelian ulang ketika pesanan sebelumnya sudah diterima					
3	Saya dapat melakukan pembelian tambahan kecambah sawit PPKS Medan disesuaikan dengan persyaratan					
Waktu pembelian						
1	Saya dapat melakukan pembelian kecambah sawit PPKS Medan secara fleksibel					
2	Saya dapat melakukan pembelian kecambah sawit PPKS Medan di jam operasional					
3	Pembelian kecambah sawit PPKS Medan diproses pada saat saya sudah melakukan pembayaran					
Metode pembayaran						
1	Pembayaran via transfer cara praktis, aman bagi saya untuk melakukan pembayaran dengan tepat					
2	Terdapat pembayaran tunai dikantor PPKS Medan saat melakukan pemesanan secara langsung					

Lampiran 2: Tabulasi Data Kuesioner
Variabel Harga (X1)

No	Harga (X1)								Total
	x1p1	x1p2	x1p3	x1p4	x1p5	x1p6	x1p7	x1p8	
1	5	5	5	5	5	5	4	4	38
2	4	4	4	4	4	4	4	4	32
3	5	4	4	4	4	4	4	3	32
4	4	3	5	3	4	4	4	4	31
5	4	3	4	3	4	4	4	5	31
6	4	4	4	3	4	4	5	3	31
7	5	5	5	5	5	5	5	5	40
8	4	2	4	4	4	4	4	5	31
9	5	5	5	5	5	5	5	5	40
10	5	5	4	5	4	4	4	4	35

11	5	4	4	5	5	4	5	5	37
12	5	5	5	5	5	5	5	5	40
13	4	4	1	4	4	4	4	4	29
14	5	4	5	4	4	4	4	4	34
15	4	4	5	4	4	4	4	4	33
16	3	4	4	4	4	4	4	3	30
17	4	4	4	1	4	4	4	4	29
18	4	3	4	2	4	4	4	4	29
19	4	5	4	5	4	5	5	5	37
20	5	4	5	5	4	5	4	5	37
21	4	4	4	4	4	4	4	4	32
22	4	4	4	4	4	4	4	4	32
23	4	4	4	4	4	4	4	4	32
24	4	4	4	4	4	4	4	4	32
25	4	4	4	4	4	4	4	4	32
26	4	5	4	5	4	5	4	5	36
27	4	5	4	5	4	5	4	5	36
28	4	5	4	5	4	5	4	5	36
29	5	4	5	4	5	4	5	4	36
30	5	4	5	4	5	4	5	4	36
31	5	4	5	4	5	4	5	4	36
32	4	5	4	5	4	5	4	5	36
33	4	5	4	5	4	5	4	5	36
34	4	5	4	5	4	5	4	5	36
35	4	5	4	5	4	5	4	5	36
36	4	4	4	4	4	4	4	5	33
37	4	4	4	4	4	4	4	4	32
38	4	4	4	4	4	4	4	4	32
39	4	4	4	4	4	4	4	4	32
40	4	4	4	4	4	4	4	4	32
41	4	5	5	5	5	5	5	5	39
42	5	5	5	5	5	5	5	5	40
43	4	4	4	4	4	4	4	4	32
44	5	5	5	5	5	5	5	5	40
45	4	4	4	4	4	4	4	4	32
46	4	4	4	4	4	4	4	4	32
47	4	4	4	4	4	4	4	4	32
48	4	4	4	4	4	4	4	4	32
49	4	4	4	4	4	4	4	4	32
50	4	4	4	4	4	4	4	3	31

51	5	5	4	4	5	5	5	5	38
52	4	4	5	5	5	5	5	5	38
53	5	5	4	4	5	5	4	4	36
54	4	4	4	4	4	4	4	4	32
55	5	5	4	4	4	5	5	5	37
56	4	4	4	4	4	4	4	4	32
57	4	5	4	5	5	4	4	5	36
58	5	4	4	5	5	4	5	5	37
59	4	5	4	5	4	5	4	5	36
60	5	4	4	4	5	5	4	5	36
61	4	4	4	4	4	4	4	3	31
62	4	4	4	4	4	4	4	4	32
63	4	4	4	4	4	4	4	4	32
64	4	4	5	5	4	5	5	4	36
65	4	5	4	5	4	5	4	5	36
66	5	5	4	5	5	4	5	4	37
67	4	5	4	5	4	5	4	5	36
68	4	4	4	4	4	4	4	4	32
69	5	4	5	4	5	4	5	4	36
70	4	5	4	5	4	5	4	5	36
71	5	4	4	5	5	4	4	5	36
72	4	4	4	4	4	4	4	4	32
73	4	5	4	5	5	4	4	5	36
74	5	4	4	5	5	4	4	5	36
75	5	4	4	5	4	5	5	4	36
76	4	5	4	5	4	5	4	5	36
77	4	4	4	4	4	4	4	4	32
78	5	4	5	4	4	5	5	4	36
79	4	5	4	5	4	5	4	4	35
80	4	5	4	5	4	4	4	4	34
81	5	5	5	5	5	5	5	5	40
82	4	4	4	4	4	4	4	4	32
83	4	4	4	4	4	4	4	4	32
84	5	4	5	4	5	5	4	3	35
85	4	4	4	4	4	4	4	4	32
86	5	4	4	4	5	5	4	4	35
87	4	5	5	4	4	5	5	4	36
88	5	4	5	5	5	5	5	5	39
89	4	4	4	4	4	4	4	4	32
90	4	4	4	4	4	4	4	4	32

91	5	5	5	5	5	5	5	5	40
92	4	4	4	5	5	5	4	5	36
93	5	5	4	4	5	5	5	5	38
94	4	4	4	4	4	4	4	4	32
95	5	5	5	5	5	5	5	5	40
96	5	5	5	5	5	5	5	5	40

Variabel Promosi (X2)

No	Promosi (X2)								Total
	x2p1	x2p2	x2p3	x2p4	x2p5	x2p6	x2p7	x2p8	
1	4	4	4	4	4	4	4	5	33
2	4	4	4	2	3	3	3	3	26
3	4	4	3	3	3	3	3	3	26
4	5	5	5	5	5	4	5	4	38
5	5	5	5	4	4	4	5	5	37
6	2	4	4	2	2	3	3	3	23
7	5	5	5	5	5	5	5	5	40
8	4	4	4	4	2	3	4	4	29
9	5	5	5	5	5	5	5	5	40
10	2	4	2	2	2	2	2	2	18
11	5	4	5	4	4	4	4	4	34
12	5	5	5	5	5	5	5	5	40
13	3	4	3	3	3	3	3	4	26
14	5	5	4	4	4	4	4	4	34
15	5	4	2	2	2	1	3	3	22
16	3	4	3	3	3	3	2	3	24
17	2	3	3	2	2	3	3	3	21
18	4	4	3	3	3	2	4	2	25
19	4	5	4	4	5	5	5	4	36
20	4	5	5	5	4	5	5	5	38
21	4	4	5	4	5	5	4	5	36
22	4	4	4	4	4	4	4	4	32
23	4	5	4	4	4	4	4	4	33
24	4	4	4	4	4	4	4	3	31
25	4	4	4	4	4	4	4	4	32
26	4	5	4	5	4	5	4	5	36
27	4	5	4	5	4	5	4	5	36
28	4	5	4	5	4	5	4	5	36
29	4	5	4	5	4	5	4	5	36
30	5	4	5	4	5	4	5	4	36

31	5	4	5	4	5	4	5	4	36
32	4	5	4	5	5	4	5	4	36
33	4	5	4	5	4	5	4	5	36
34	4	5	4	5	4	5	4	5	36
35	4	5	4	5	4	5	4	5	36
36	4	4	4	4	4	4	4	4	32
37	4	4	4	4	4	4	4	4	32
38	3	4	3	4	3	4	4	4	29
39	3	5	3	4	3	5	5	5	33
40	4	4	4	4	4	4	4	4	32
41	5	5	5	5	5	5	5	5	40
42	5	5	5	5	5	5	5	5	40
43	4	4	4	4	4	4	4	4	32
44	4	4	4	4	4	4	4	4	32
45	5	5	5	5	5	5	5	5	40
46	5	5	5	5	5	5	5	5	40
47	5	5	5	5	5	5	5	5	40
48	4	4	4	4	4	4	4	4	32
49	3	4	3	4	3	4	4	4	29
50	4	5	4	5	4	5	4	5	36
51	5	5	5	5	5	5	5	5	40
52	5	4	4	5	5	5	4	4	36
53	4	5	5	5	5	5	4	4	37
54	3	4	3	4	3	4	4	4	29
55	5	5	4	4	4	5	5	4	36
56	4	4	4	4	4	4	4	4	32
57	4	5	4	5	5	5	4	5	37
58	5	4	4	5	5	4	4	5	36
59	4	5	4	5	4	4	5	4	35
60	5	4	4	4	4	5	5	4	35
61	4	4	4	4	4	4	4	4	32
62	3	4	3	5	3	5	4	4	31
63	4	4	4	4	4	4	4	5	33
64	4	5	5	4	4	5	4	5	36
65	4	5	4	5	4	5	5	5	37
66	4	5	5	4	5	4	5	5	37
67	4	5	4	5	4	5	4	5	36
68	3	4	3	5	3	5	4	5	32
69	5	4	5	4	5	4	5	4	36
70	4	5	4	5	4	5	4	5	36

71	4	5	5	4	5	4	5	4	36
72	4	4	4	4	4	4	4	4	32
73	5	4	4	5	5	4	4	5	36
74	5	4	4	5	5	4	5	4	36
75	5	4	4	5	5	4	4	5	36
76	4	5	4	5	4	5	4	4	35
77	4	4	4	5	4	4	4	4	33
78	4	5	4	5	5	4	5	4	36
79	4	5	4	5	4	5	4	5	36
80	5	5	5	5	5	5	5	5	40
81	5	5	5	5	5	5	5	5	40
82	4	4	4	4	4	4	4	4	32
83	5	5	5	5	5	5	5	5	40
84	5	4	5	5	5	4	5	5	38
85	4	4	4	4	4	4	4	4	32
86	4	4	4	5	4	4	4	4	33
87	4	4	5	4	4	5	4	4	34
88	4	4	4	4	4	4	4	4	32
89	4	4	4	3	4	4	4	4	31
90	5	5	5	5	5	5	5	5	40
91	4	5	4	5	4	5	4	5	36
92	5	5	5	5	5	5	5	5	40
93	5	5	5	5	5	5	5	5	40
94	4	4	4	4	4	4	4	4	32
95	5	5	5	5	5	5	5	5	40
96	5	5	5	5	5	5	5	5	40

Variabel Perilaku Konsumen (X3)

No	Perilaku Konsumen (X3)								Total
	x3p1	x3p2	x3p3	x3p4	x3p5	x3p6	x3p7	x3p8	
1	5	4	4	5	5	5	4	4	36
2	4	4	4	4	4	4	4	4	32
3	4	3	3	4	4	3	2	4	27
4	5	2	1	4	4	5	5	5	31
5	5	4	4	5	4	4	4	4	34
6	5	4	2	2	4	4	2	4	27
7	5	2	2	5	5	5	5	5	34
8	4	4	4	4	4	4	2	5	31
9	5	5	5	4	5	5	5	5	39
10	4	2	2	4	4	4	4	4	28

11	4	4	4	4	4	5	5	5	35
12	5	5	5	5	5	5	5	5	40
13	4	4	4	4	4	4	4	4	32
14	4	4	4	4	4	4	4	4	32
15	4	4	1	1	4	4	1	5	24
16	4	4	3	3	5	4	3	4	30
17	4	4	4	4	4	3	2	4	29
18	4	2	4	4	4	4	4	4	30
19	4	5	4	5	5	4	5	4	36
20	4	4	4	4	4	3	4	4	31
21	4	4	4	4	3	4	4	5	32
22	4	4	4	4	4	4	4	4	32
23	5	5	5	5	5	5	5	5	40
24	4	4	4	4	5	4	3	4	32
25	4	4	4	4	4	4	4	4	32
26	4	5	4	4	5	4	5	4	35
27	4	5	4	5	4	5	4	5	36
28	4	5	4	5	4	5	4	5	36
29	5	4	5	4	5	4	5	4	36
30	5	4	5	4	5	4	5	4	36
31	5	4	5	4	5	4	5	4	36
32	4	5	4	5	4	5	4	5	36
33	4	5	4	5	4	5	4	5	36
34	4	5	4	4	5	5	4	5	36
35	4	5	4	5	4	5	4	5	36
36	5	5	5	5	4	4	4	5	37
37	4	3	3	3	4	4	3	5	29
38	4	3	3	3	4	4	4	5	30
39	5	5	4	4	4	4	4	4	34
40	5	3	3	3	4	4	3	5	30
41	5	5	5	5	5	5	5	5	40
42	5	5	5	5	5	5	5	5	40
43	5	5	5	5	5	5	5	5	40
44	5	5	5	5	5	5	5	5	40
45	5	5	5	5	4	4	5	5	38
46	5	5	5	5	5	5	5	5	40
47	5	5	5	5	5	5	5	5	40
48	4	4	4	4	4	4	4	4	32
49	5	4	4	4	4	4	4	4	33
50	5	4	5	4	5	4	5	4	36

51	5	5	5	5	5	5	5	5	40
52	4	4	5	5	4	5	4	5	36
53	4	5	5	4	4	4	4	5	35
54	4	4	4	4	4	4	4	4	32
55	4	5	5	4	5	5	5	5	38
56	4	4	4	4	4	4	4	4	32
57	5	5	5	5	4	5	4	5	38
58	5	5	5	4	4	4	5	5	37
59	4	5	4	5	4	4	5	4	35
60	5	4	4	4	5	5	5	4	36
61	5	5	4	4	5	5	4	4	36
62	5	4	4	4	4	4	4	4	33
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66	4	5	5	4	4	5	4	5	36
67	5	5	5	5	5	5	5	5	40
68	5	4	5	4	4	5	5	4	36
69	5	4	5	4	5	4	5	4	36
70	4	5	4	5	4	5	4	5	36
71	4	5	5	4	4	5	5	4	36
72	4	4	4	4	4	4	4	4	32
73	4	5	5	4	5	4	5	4	36
74	5	4	4	5	5	4	4	5	36
75	5	4	4	5	5	4	4	5	36
76	4	4	4	4	4	4	4	4	32
77	4	4	4	4	4	4	4	4	32
78	5	4	4	5	5	4	5	4	36
79	4	5	4	5	4	5	4	5	36
80	5	5	4	4	4	4	4	4	34
81	5	5	5	5	5	5	5	5	40
82	4	4	4	4	4	4	4	4	32
83	4	4	4	4	4	4	4	4	32
84	5	3	3	4	4	4	4	4	31
85	5	5	5	5	5	5	5	5	40
86	5	4	4	4	4	4	4	4	33
87	5	5	4	5	5	4	5	5	38
88	5	3	3	3	4	4	4	3	29
89	4	4	4	4	4	4	4	4	32
90	4	4	4	4	4	4	4	4	32

91	4	4	4	4	4	4	4	4	32
92	4	4	5	4	4	4	4	4	33
93	5	5	5	5	5	5	5	5	40
94	4	4	4	4	4	4	4	4	32
95	5	5	5	5	5	5	5	5	40
96	4	4	4	4	4	4	4	4	32

Variabel Keputusan Pembelian (Y)

No	Keputusan Pembelian (Y)														Total
	yp1	yp2	yp3	yp4	yp5	yp6	yp7	yp8	yp9	yp10	yp11	yp12	yp13	yp14	
1	5	5	5	4	4	4	4	4	5	5	4	5	5	5	64
2	4	4	4	4	4	4	4	4	4	4	4	4	4	2	54
3	4	4	4	3	4	3	4	4	4	4	4	4	4	4	54
4	5	5	5	5	5	3	5	5	5	5	5	5	5	3	66
5	4	4	5	5	5	3	5	5	5	5	5	5	5	4	65
6	5	4	4	4	4	4	4	4	4	4	5	5	5	4	60
7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
8	4	4	4	4	4	4	4	4	4	4	4	4	4	2	54
9	5	4	5	5	5	5	5	5	5	5	5	5	5	5	69
10	4	4	4	4	5	4	2	4	4	4	4	4	4	2	53
11	5	5	5	5	4	5	2	5	5	5	5	4	5	3	63
12	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
13	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
14	4	4	4	4	4	4	5	5	5	4	4	4	4	4	59
15	5	4	4	4	4	5	5	3	5	5	4	4	5	3	60
16	4	4	4	4	4	5	4	4	4	3	4	4	5	4	57
17	4	4	4	4	4	2	4	4	4	4	4	4	4	4	54
18	4	4	4	4	4	4	4	3	4	4	4	4	4	4	55
19	5	4	5	5	5	4	5	5	4	4	4	4	4	4	62
20	5	4	5	5	4	5	4	4	4	5	4	4	5	4	62
21	5	5	4	4	4	5	5	4	4	4	4	4	5	4	61
22	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
23	4	4	5	5	4	5	4	4	4	4	5	4	3	4	59
24	5	4	5	5	3	5	4	4	4	5	4	4	4	4	60
25	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
26	4	5	4	5	4	5	4	5	4	5	4	5	4	5	63
27	4	5	4	5	4	5	4	5	4	5	4	5	4	5	63
28	4	5	4	5	4	5	4	5	4	5	4	5	4	5	63
29	5	4	5	4	5	4	5	4	5	4	5	4	5	4	63

30	5	4	5	4	5	4	5	4	5	4	5	4	5	4	63
31	5	4	5	4	5	4	5	4	5	4	5	4	5	4	63
32	5	4	5	4	5	4	5	4	5	4	5	4	5	4	63
33	4	5	4	5	4	5	4	5	4	4	5	4	5	4	62
34	4	5	4	5	4	4	5	4	5	5	4	5	4	5	63
35	4	5	4	5	4	5	4	5	4	5	4	5	4	5	63
36	5	5	5	5	4	5	5	4	4	5	5	4	5	5	66
37	4	4	4	4	5	5	4	4	4	4	4	4	4	4	58
38	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
39	5	5	5	5	5	5	5	5	5	5	5	5	5	3	68
40	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
41	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
42	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
43	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
44	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
45	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
46	5	5	5	5	3	5	5	5	5	5	5	5	5	5	68
47	5	5	5	5	4	5	5	4	3	5	5	5	5	4	65
48	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
49	4	4	5	5	4	5	4	4	4	5	5	4	4	4	61
50	4	5	4	5	4	5	4	5	4	5	4	5	4	5	63
51	5	4	5	4	4	5	5	5	4	4	4	5	5	5	64
52	4	5	5	5	4	4	4	5	5	5	5	5	5	4	65
53	5	5	4	5	5	4	4	5	5	4	5	5	5	4	65
54	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
55	5	4	4	4	5	5	4	4	5	4	5	5	5	5	64
56	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
57	5	4	4	4	5	5	4	4	4	5	5	4	4	4	61
58	4	4	5	4	5	5	5	4	5	4	5	4	4	5	63
59	4	5	4	5	4	5	4	5	4	5	4	5	4	5	63
60	5	4	5	5	4	4	4	5	5	4	4	5	4	4	62
61	5	4	5	4	4	4	4	4	4	5	4	4	5	4	60
62	5	5	5	5	4	4	4	4	4	5	5	5	5	4	64
63	5	5	4	4	5	5	4	4	5	5	4	5	4	5	64
64	5	5	4	5	5	4	4	5	4	5	4	5	4	5	64
65	5	4	4	4	4	4	4	4	4	4	4	4	4	4	57
66	5	4	5	4	5	4	4	5	4	5	4	5	4	5	63
67	5	4	4	4	4	4	4	4	4	4	4	4	4	4	57
68	4	4	5	4	4	5	5	4	5	4	5	4	5	5	63
69	5	5	4	5	4	5	4	5	4	5	4	5	4	5	64

70	5	4	4	4	4	4	4	4	4	4	4	4	4	4	57
71	4	5	4	5	5	4	4	5	4	5	4	4	4	5	62
72	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
73	5	4	5	4	5	4	4	5	4	5	4	5	4	5	63
74	5	4	5	4	5	4	4	5	4	5	4	5	4	5	63
75	5	4	5	4	4	5	5	4	5	4	5	4	5	4	63
76	4	4	5	4	5	4	5	4	5	4	5	4	5	4	62
77	4	4	5	5	4	4	4	4	4	4	4	4	5	4	59
78	5	4	5	4	4	5	4	5	4	5	4	5	5	4	63
79	4	4	5	4	5	4	4	4	4	4	4	4	4	4	58
80	5	5	4	5	4	4	4	4	4	4	4	4	4	4	59
81	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
82	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
83	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
84	5	5	5	5	3	5	5	5	5	5	4	4	5	3	64
85	5	5	5	5	5	5	5	5	5	5	5	5	5	3	68
86	5	5	5	5	4	5	4	4	4	4	4	4	5	4	62
87	4	4	5	5	4	4	5	5	4	4	5	5	5	4	63
88	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
89	4	4	4	4	4	4	4	4	4	4	4	3	5	4	56
90	5	5	5	5	5	5	5	5	5	5	5	5	5	4	69
91	5	4	5	4	5	4	5	4	5	4	5	4	5	4	63
92	5	5	5	5	4	5	4	4	4	5	5	5	5	4	65
93	5	5	5	5	5	5	5	5	5	5	5	5	5	4	69
94	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
95	5	5	5	5	5	5	5	5	5	5	5	5	5	4	69
96	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70

Lampiran 3: r-tabel, t-tabel, f-tabel

- r-tabel

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
80	0,1829	0,2172	0,2565	0,2830	0,3568
81	0,1818	0,2159	0,2550	0,2813	0,3547
82	0,1807	0,2146	0,2535	0,2796	0,3527
83	0,1796	0,2133	0,2520	0,2780	0,3507
84	0,1786	0,2120	0,2505	0,2764	0,3487

85	0,1775	0,2108	0,2491	0,2748	0,3468
86	0,1765	0,2096	0,2477	0,2732	0,3449
87	0,1755	0,2084	0,2463	0,2717	0,3430
88	0,1745	0,2072	0,2449	0,2702	0,3412
89	0,1735	0,2061	0,2435	0,2687	0,3393
90	0,1726	0,2050	0,2422	0,2673	0,3375
91	0,1716	0,2039	0,2409	0,2659	0,3358
92	0,1707	0,2028	0,2396	0,2645	0,3341
93	0,1698	0,2017	0,2384	0,2631	0,3323
94	0,1689	0,2006	0,2371	0,2617	0,3307
95	0,1680	0,1996	0,2359	0,2604	0,3290
96	0,1671	0,1986	0,2347	0,2591	0,3274
97	0,1663	0,1975	0,2335	0,2578	0,3258
98	0,1654	0,1966	0,2324	0,2565	0,3242
99	0,1646	0,1956	0,2312	0,2552	0,3226
100	0,1638	0,1946	0,2301	0,2540	0,3211

• t-tabel

Pr	0,25	0,10	0,05	0,025	0,01	0,005	0,001
df	0,50	0,20	0,10	0,050	0,02	0,010	0,002
81	0,67753	1,29209	1,66388	1,98969	2,37327	2,63790	3,19392
82	0,67749	1,29196	1,66365	1,98932	2,37269	2,63712	3,19262
83	0,67746	1,29183	1,66342	1,98896	2,37212	2,63637	3,19135
84	0,67742	1,29171	1,66320	1,98861	2,37156	2,63563	3,19011
85	0,67739	1,29159	1,66298	1,98827	2,37102	2,63491	3,18890
86	0,67735	1,29147	1,66277	1,98793	2,37049	2,63421	3,18772
87	0,67732	1,29136	1,66256	1,98761	2,36998	2,63353	3,18657
88	0,67729	1,29125	1,66235	1,98729	2,36947	2,63286	3,18544
89	0,67726	1,29114	1,66216	1,98698	2,36898	2,63220	3,18434
90	0,67723	1,29103	1,66196	1,98667	2,36850	2,63157	3,18327
91	0,67720	1,29092	1,66177	1,98638	2,36803	2,63094	3,18222
92	0,67717	1,29082	1,66159	1,98609	2,36757	2,63033	3,18119
93	0,67714	1,29072	1,66140	1,98580	2,36712	2,62973	3,18019
94	0,67711	1,29062	1,66123	1,98552	2,36667	2,62915	3,17921
95	0,67708	1,29053	1,66105	1,98525	2,36624	2,62858	3,17825
96	0,67705	1,29043	1,66088	1,98498	2,36582	2,62802	3,17731
97	0,67703	1,29034	1,66071	1,98472	2,36541	2,62747	3,17639
98	0,67700	1,29025	1,66055	1,98447	2,36500	2,62693	3,17549
99	0,67698	1,29016	1,66039	1,98422	2,36461	2,62641	3,17460
100	0,67695	1,29007	1,66023	1,98397	2,36422	2,62589	3,17374

- f-tabel

Titik Persentase Distribusi F untuk Probabilita = 0,05															
df untuk penyeb ut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
92	3,9 4	3,1 0	2,7 0	2,4 7	2,3 1	2,2 0	2,1 1	2,0 4	1,9 8	1,9 4	1,8 9	1,8 6	1,8 3	1,8 0	1,7 8
93	3,9 4	3,0 9	2,7 0	2,4 7	2,3 1	2,2 0	2,1 1	2,0 4	1,9 8	1,9 3	1,8 9	1,8 6	1,8 3	1,8 0	1,7 8
94	3,9 4	3,0 9	2,7 0	2,4 7	2,3 1	2,2 0	2,1 1	2,0 4	1,9 8	1,9 3	1,8 9	1,8 6	1,8 3	1,8 0	1,7 7
95	3,9 4	3,0 9	2,7 0	2,4 7	2,3 1	2,2 0	2,1 1	2,0 4	1,9 8	1,9 3	1,8 9	1,8 6	1,8 2	1,8 0	1,7 7
96	3,9 4	3,0 9	2,7 0	2,4 7	2,3 1	2,1 9	2,1 1	2,0 4	1,9 8	1,9 3	1,8 9	1,8 5	1,8 2	1,8 0	1,7 7
97	3,9 4	3,0 9	2,7 0	2,4 7	2,3 1	2,1 9	2,1 1	2,0 4	1,9 8	1,9 3	1,8 9	1,8 5	1,8 2	1,8 0	1,7 7
98	3,9 4	3,0 9	2,7 0	2,4 6	2,3 1	2,1 9	2,1 0	2,0 3	1,9 8	1,9 3	1,8 9	1,8 5	1,8 2	1,7 9	1,7 7
99	3,9 4	3,0 9	2,7 0	2,4 6	2,3 1	2,1 9	2,1 0	2,0 3	1,9 8	1,9 3	1,8 9	1,8 5	1,8 2	1,7 9	1,7 7
100	3,9 4	3,0 9	2,7 0	2,4 6	2,3 1	2,1 9	2,1 0	2,0 3	1,9 7	1,9 3	1,8 9	1,8 5	1,8 2	1,7 9	1,7 7

Lampiran 4: Hasil Analisis Deskriptif

- Harga

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	96	3	5	4.33	.496
X1.2	96	2	5	4.31	.586
X1.3	96	1	5	4.23	.552
X1.4	96	1	5	4.33	.691
X1.5	96	4	5	4.32	.470
X1.6	96	4	5	4.42	.496
X1.7	96	4	5	4.29	.457
X1.8	96	3	5	4.35	.598
Valid N (listwise)	96				

- Promosi

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	96	2	5	4.20	.720
X2.2	96	3	5	4.48	.523
X2.3	96	2	5	4.17	.706
X2.4	96	2	5	4.34	.806
X2.5	96	2	5	4.15	.821
X2.6	96	1	5	4.31	.786
X2.7	96	2	5	4.26	.669
X2.8	96	2	5	4.34	.708
Valid N (listwise)	96				

- Perilaku Konsumen

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	96	4	5	4.48	.502
X3.2	96	2	5	4.29	.767
X3.3	96	1	5	4.15	.846
X3.4	96	1	5	4.27	.703
X3.5	96	3	5	4.39	.510
X3.6	96	3	5	4.35	.542
X3.7	96	1	5	4.22	.797
X3.8	96	3	5	4.46	.521
Valid N (listwise)	96				

- Keputusan Pembelian

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y1	96	4	5	4.58	.496
Y2	96	4	5	4.44	.499
Y3	96	4	5	4.55	.500
Y4	96	3	5	4.50	.523
Y5	96	3	5	4.37	.548
Y6	96	2	5	4.45	.613
Y7	96	2	5	4.36	.600
Y8	96	3	5	4.43	.538
Y9	96	3	5	4.41	.515
Y10	96	3	5	4.50	.523
Y11	96	4	5	4.45	.500
Y12	96	3	5	4.46	.521
Y13	96	3	5	4.50	.543
Y14	96	2	5	4.24	.692
Valid N (listwise)	96				

Lampiran 5: Uji Validitas

- Uji Validitas Harga (X1)

Correlations									
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Harga
X1.1	Pearson Correlation	1	.217 ^{**}	.449 ^{**}	.296 ^{**}	.708 ^{**}	.329 ^{**}	.589 ^{**}	.231 ^{**}
	Sig. (2-tailed)		.033	<.001	.012	<.001	.001	<.001	.020
N	96	96	96	96	96	96	96	96	96
X1.2	Pearson Correlation	.217 ^{**}	1	.134	.624 ^{**}	.279 ^{**}	.634 ^{**}	.285 ^{**}	.432 ^{**}
	Sig. (2-tailed)			.192	<.001	.008	<.001	.005	<.001
N	96	96	96	96	96	96	96	96	96
X1.3	Pearson Correlation	.449 ^{**}	.134	1	.184	.442 ^{**}	.340 ^{**}	.525 ^{**}	.134
	Sig. (2-tailed)				.081	.192	<.001	<.001	.192
N	96	96	96	96	96	96	96	96	96
X1.4	Pearson Correlation	.296 ^{**}	.624 ^{**}	.184	1	.340 ^{**}	.543 ^{**}	.266 ^{**}	.552 ^{**}
	Sig. (2-tailed)					.012	<.001	.012	<.001
N	96	96	96	96	96	96	96	96	96
X1.5	Pearson Correlation	.708 ^{**}	.279 ^{**}	.442 ^{**}	.340 ^{**}	1	.320 ^{**}	.586 ^{**}	.375 ^{**}
	Sig. (2-tailed)						.001	<.001	<.001
N	96	96	96	96	96	96	96	96	96
X1.6	Pearson Correlation	.329 ^{**}	.634 ^{**}	.340 ^{**}	.543 ^{**}	.320 ^{**}	1	.387 ^{**}	.562 ^{**}
	Sig. (2-tailed)							<.001	<.001
N	96	96	96	96	96	96	96	96	96
X1.7	Pearson Correlation	.589 ^{**}	.285 ^{**}	.525 ^{**}	.266 ^{**}	.586 ^{**}	.387 ^{**}	1	.273 ^{**}
	Sig. (2-tailed)								.007
N	96	96	96	96	96	96	96	96	96
X1.8	Pearson Correlation	.231 ^{**}	.432 ^{**}	.134	.552 ^{**}	.375 ^{**}	.562 ^{**}	.273 ^{**}	1
	Sig. (2-tailed)								<.001
N	96	96	96	96	96	96	96	96	96
Harga	Pearson Correlation	.658 ^{**}	.685 ^{**}	.665 ^{**}	.729 ^{**}	.714 ^{**}	.760 ^{**}	.678 ^{**}	.675 ^{**}
	Sig. (2-tailed)								<.001
N	96	96	96	96	96	96	96	96	96

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

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

- Uji Validitas Promosi (X2)

Correlations									
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	Promosi
X2.1	Pearson Correlation	1	.361 ^{**}	.688 ^{**}	.489 ^{**}	.713 ^{**}	.236 ^{**}	.807 ^{**}	.447 ^{**}
	Sig. (2-tailed)			<.001	<.001	<.001	<.001	<.001	<.001
N	96	96	96	96	96	96	96	96	96
X2.2	Pearson Correlation	.361 ^{**}	1	.484 ^{**}	.687 ^{**}	.417 ^{**}	.637 ^{**}	.847 ^{**}	.201 ^{**}
	Sig. (2-tailed)				<.001	<.001	<.001	<.001	<.001
N	96	96	96	96	96	96	96	96	96
X2.3	Pearson Correlation	.688 ^{**}	.484 ^{**}	1	.589 ^{**}	.374 ^{**}	.570 ^{**}	.792 ^{**}	.818 ^{**}
	Sig. (2-tailed)					<.001	<.001	<.001	<.001
N	96	96	96	96	96	96	96	96	96
X2.4	Pearson Correlation	.489 ^{**}	.687 ^{**}	.589 ^{**}	1	.688 ^{**}	.737 ^{**}	.837 ^{**}	.858 ^{**}
	Sig. (2-tailed)						<.001	<.001	<.001
N	96	96	96	96	96	96	96	96	96
X2.5	Pearson Correlation	.713 ^{**}	.417 ^{**}	.374 ^{**}	.688 ^{**}	1	.589 ^{**}	.738 ^{**}	.831 ^{**}
	Sig. (2-tailed)							<.001	<.001
N	96	96	96	96	96	96	96	96	96
X2.6	Pearson Correlation	.236 ^{**}	.637 ^{**}	.570 ^{**}	.737 ^{**}	.589 ^{**}	1	.807 ^{**}	.789 ^{**}
	Sig. (2-tailed)							<.001	<.001
N	96	96	96	96	96	96	96	96	96
X2.7	Pearson Correlation	.807 ^{**}	.847 ^{**}	.792 ^{**}	.837 ^{**}	.778 ^{**}	.808 ^{**}	1	.858 ^{**}
	Sig. (2-tailed)								<.001
N	96	96	96	96	96	96	96	96	96
X2.8	Pearson Correlation	.447 ^{**}	.807 ^{**}	.818 ^{**}	.858 ^{**}	.831 ^{**}	.789 ^{**}	.858 ^{**}	1
	Sig. (2-tailed)								<.001
N	96	96	96	96	96	96	96	96	96
Promosi	Pearson Correlation	.736 ^{**}	.701 ^{**}	.818 ^{**}	.858 ^{**}	.878 ^{**}	.822 ^{**}	.838 ^{**}	.821 ^{**}
	Sig. (2-tailed)								<.001
N	96	96	96	96	96	96	96	96	96

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

- Uji Validitas Perilaku Konsumen

Correlations									
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Perilaku Konsumen
X3.1	Pearson Correlation	1	.175	.232 [*]	.281 ^{**}	.524 ^{**}	.752 ^{**}	.674 ^{**}	.188
	Sig. (2-tailed)			.024	<.001	.011	<.001	.004	<.001
N	96	96	96	96	96	96	96	96	96
X3.2	Pearson Correlation	.175	1	.684 ^{**}	.467 ^{**}	.321 [*]	.432 ^{**}	.325 [*]	.327 [*]
	Sig. (2-tailed)				<.001	<.001	.001	<.001	<.001
N	96	96	96	96	96	96	96	96	96
X3.3	Pearson Correlation	.281 ^{**}	.467 ^{**}	1	.552 ^{**}	.354 ^{**}	.289 ^{**}	.317 ^{**}	.181
	Sig. (2-tailed)					<.001	.001	<.001	.019
N	96	96	96	96	96	96	96	96	96
X3.4	Pearson Correlation	.524 ^{**}	.321 [*]	.354 ^{**}	1	.351 [*]	.482 ^{**}	.388 ^{**}	.424 ^{**}
	Sig. (2-tailed)						<.001	<.001	<.001
N	96	96	96	96	96	96	96	96	96
X3.5	Pearson Correlation	.752 ^{**}	.432 ^{**}	.289 ^{**}	.482 ^{**}	1	.375 ^{**}	.488 ^{**}	.189
	Sig. (2-tailed)							<.001	.001
N	96	96	96	96	96	96	96	96	96
X3.6	Pearson Correlation	.674 ^{**}	.325 [*]	.317 ^{**}	.388 ^{**}	.488 ^{**}	1	.474 ^{**}	.524 ^{**}
	Sig. (2-tailed)								<.001
N	96	96	96	96	96	96	96	96	96
X3.7	Pearson Correlation	.181	.327 [*]	.181	.424 ^{**}	.189	.524 ^{**}	.181	1
	Sig. (2-tailed)								
N	96	96	96	96	96	96	96	96	96
X3.8	Pearson Correlation	.188	.327 [*]	.181	.424 ^{**}	.189	.524 ^{**}	.181	.524 ^{**}
	Sig. (2-tailed)								<.001
N	96	96	96	96	96	96	96	96	96
Perilaku Konsumen	Pearson Correlation	.812 ^{**}	.217 [*]	.172 [*]	.274 [*]	.621 ^{**}	.685 ^{**}	.268 ^{**}	.321 [*]
	Sig. (2-tailed)								<.001
N	96	96	96	96	96	96	96	96	96

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

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

- Uji Validitas Keputusan Pembelian (Y)

Correlations															
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Keputusan Pembelian
Y1															
	Pearson Correlation	1	.319**	.513**	.244*	.310*	.309*	.359**	.240*	.382**	.408**	.378**	.380*	.489**	.171
	Sig. (2-tailed)		.002	<.001	.017	.002	.002	<.001	.018	<.001	<.001	<.001	<.001	<.001	.095
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y2															
	Pearson Correlation	.319**	1	.161	.726**	.125	.454**	.280	.552**	.286*	.646**	.303*	.597**	.272*	.364**
	Sig. (2-tailed)		.002	.157	<.001	.224	<.001	.001	<.001	.005	<.001	.003	<.001	.007	<.001
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y3															
	Pearson Correlation	.513**	.161	1	.382**	.312*	.243	.489**	.327**	.469*	.382*	.601**	.311*	.524*	.161
	Sig. (2-tailed)		<.001	.157	<.001	.002	.014	<.001	.001	<.001	<.001	<.001	.002	<.001	.155
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y4															
	Pearson Correlation	.244*	.726**	.382**	1	.073	.443*	.218	.617**	.215	.615*	.382*	.540*	.222	.276**
	Sig. (2-tailed)		.017	<.001	<.001	.477	<.001	.033	<.001	.035	<.001	<.001	<.001	.079	.008
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y5															
	Pearson Correlation	.310*	.125	.312*	.073	1	.027	.316*	.308*	.462*	.184	.457*	.313*	.177	.237
	Sig. (2-tailed)		.002	.029	.002	.477	.791	.002	.002	<.001	.073	<.001	.002	.089	.023
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y6															
	Pearson Correlation	.359**	.454**	.243*	.443**	.027	1	.209*	.278*	.184	.415*	.397*	.397*	.237*	.346**
	Sig. (2-tailed)		.002	<.001	.014	<.001	.789	.041	.007	.072	<.001	.003	.002	.020	<.001
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y7															
	Pearson Correlation	.280	.552**	.489**	.218	.027	.209*	1	.237*	.038*	.184	.502**	.267*	.436*	.220*
	Sig. (2-tailed)		<.001	.001	<.001	.023	.002	.041	.024	<.001	.072	<.001	.008	<.001	.002
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y8															
	Pearson Correlation	.240*	.646**	.327**	.617**	.308*	.278*	.230*	1	.317*	.542**	.260*	.643*	.142	.480**
	Sig. (2-tailed)		<.001	<.001	<.001	.002	.007	.024	.002	<.001	.011	<.001	.014	<.001	<.001
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y9															
	Pearson Correlation	.382**	.286*	.601**	.222*	.462**	.184	.538*	.317*	1	.254*	.595**	.319*	.471*	.167
	Sig. (2-tailed)		<.001	.005	<.001	.035	<.001	.072	<.001	.002	.012	<.001	.002	<.001	.103
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y10															
	Pearson Correlation	.408**	.646**	.382*	.615*	.184	.415*	.184	.542**	.254*	1	.262*	.656**	.185	.393*
	Sig. (2-tailed)		<.001	<.001	<.001	.073	<.001	.072	<.001	.012	.010	<.001	.071	<.001	<.001
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y11															
	Pearson Correlation	.378**	.397*	.601**	.382**	.457**	.309*	.552**	.260*	.595**	.262*	1	.335*	.562*	.143
	Sig. (2-tailed)		<.001	.005	<.001	<.001	<.001	.003	<.001	.010	<.001	<.001	.015	<.001	.185
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y12															
	Pearson Correlation	.380*	.597**	.311*	.540*	.313*	.308*	.268*	.663*	.318*	.658*	.335*	1	.223*	.008*
	Sig. (2-tailed)		<.001	<.001	.002	<.001	.002	.008	<.001	.002	<.001	<.001	.029	<.001	<.001
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y13															
	Pearson Correlation	.469*	.272*	.524**	.222*	.177	.237*	.436*	.162	.471*	.185	.562*	.223*	1	.014
	Sig. (2-tailed)		<.001	.007	<.001	.029	.085	.020	<.001	.014	<.001	.071	<.001	.029	.862
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Y14															
	Pearson Correlation	.171	.264*	.161	.276*	.237	.340*	.320*	.401**	.167	.393*	.143	.569*	.014	1
	Sig. (2-tailed)		.091	.155	.066	.023	<.001	.002	<.001	.103	<.001	.168	<.001	.992	<.001
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95
Keputusan Pembelian															
	Pearson Correlation	.171	.264*	.161	.276*	.237	.340*	.320*	.401**	.167	.393*	.143	.569*	.014	1
	Sig. (2-tailed)		.091	.155	.066	.023	<.001	.002	<.001	.103	<.001	.168	<.001	.992	<.001
N		95	95	95	95	95	95	95	95	95	95	95	95	95	95

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

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

Lampiran 6: Uji Reliabilitas

- Uji Realibilitas Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.831	8

- Uji Realibilitas Promosi

Reliability Statistics

Cronbach's Alpha	N of Items
.924	8

- Uji Realibilitas Perilaku Konsumen

Reliability Statistics

Cronbach's Alpha	N of Items
.830	8

- Uji Realibilitas Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.877	14

Lampiran 7: Uji Asumsi Klasik

- Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.51855886
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.068
Test Statistic		.082
Asymp. Sig. (2-tailed) ^c		.121
Monte Carlo Sig. (2-tailed) ^d	Sig.	.113
	99% Confidence Interval	Lower Bound .105
		Upper Bound .121

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

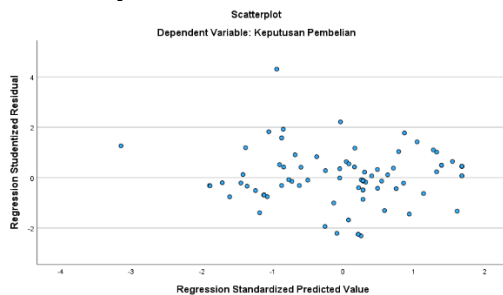
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 624387341.

- Uji Multikolinearitas

		Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	13.983	3.984		3.510	<.001					
	Harga	.088	.065	.089	1.343	.183	.225	.139	.079	.784	1.276
	Promosi	.157	.092	.154	1.696	.093	.666	.174	.100	.418	2.391
	Perilaku Konsumen	1.126	.136	.692	8.261	<.001	.808	.653	.486	.493	2.027

a. Dependent Variable: Keputusan Pembelian

- Uji Heteroskedastisitas



Lampiran 8: Uji Regresi Linear Berganda

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	13.983	3.984		3.510	<.001
	Harga	.088	.065	.089	1.343	.183
	Promosi	.157	.092	.154	1.696	.093
	Perilaku Konsumen	1.126	.136	.692	8.261	<.001

a. Dependent Variable: Keputusan Pembelian

Lampiran 9: Uji Hipotesis

- Uji T

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	13.983	3.984	3.510	<.001					
	Harga	.088	.065	1.343	.183	.225	.139	.079	.784	1.276
	Promosi	.157	.092	1.696	.093	.666	.174	.100	.418	2.391
	Perilaku Konsumen	1.126	.136	8.261	<.001	.808	.653	.486	.493	2.027

a. Dependent Variable: Keputusan Pembelian

- Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1456.823	3	485.608	65.635	<.001 ^b
	Residual	680.667	92	7.399		
	Total	2137.490	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Perilaku Konsumen, Harga, Promosi

- Uji Determinasi (R^2)

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.826 ^a	.682	.671	2.720	.682	65.635	3	92	<.001

a. Predictors: (Constant), Perilaku Konsumen, Harga, Promosi

b. Dependent Variable: Keputusan Pembelian