

LAMPIRAN

Dalam mengisi kuesioner ini, diharapkan mengisi secara lengkap dan benar

1. Jenis Kelamin : Pria Wanita
2. Usia : 17-21 22-26
 27-35 36-44
3. Pendidikan terakhir: SMA/SMK Diploma
 Sarjana (D4/S1)
4. Pekerjaan: Pelajar/Mahasiswa PNS/BUMN
 karyawan swasta Wiraswasta/Pengusaha
 Ibu rumah tangga
5. Penghasilan perbulan: <Rp 1.000.000
 Rp1.000.000 – Rp3.000.000
 Rp3.000.001 – Rp5.000.000
 Rp5.000.001–Rp10.000.000
 >Rp10.000.000
6. Berdomisili di Kota Medan: Ya Tidak
7. Frekuensi belanja di shopee dalam satu bulan:
 1-2 kali 3-4 kali >5 kali
8. Pengguna Skintific: Ya Tidak
9. Pernah Membeli produk skintific di shopee: Ya Tidak

Daftar pernyataan

Berikah tanda (✓) dibawah pada salah satu alternatif jawaban yang paling tepat dengan kriteria jawaban.

Pernyataan	Bobot Nilai
Sangat setuju (SS)	5
Setuju (S)	4
Kurang setuju (KS)	3
Tidak setuju (TS)	2
Sangat tidak setuju (STS)	1

Lampiran 1 : Kuesioner Penelitian

1. Variabel Kualitas Produk (X1)

No	Pernyataan	SS	S	KS	TS	STS
Reliabilitas						
1	Apakah Anda merasa produk Skintific yang dibeli di Shopee dikirim sesuai dengan waktu yang dijanjikan?					
2	Apakah Anda menerima produk Skintific sesuai dengan deskripsi di aplikasi Shopee?					
Daya Tanggap						
1	Apakah penjual di Shopee merespons dengan cepat ketika Anda mengalami kendala dalam pembelian produk Skintific?					
2	Apakah penjual di Shopee siap membantu saat Anda mengajukan pertanyaan mengenai produk Skintific?					
Jaminan						
1	Apakah Anda merasa aman saat melakukan transaksi pembelian produk Skintific melalui Shopee?					
2	Apakah Anda merasa penjual bersikap sopan dalam melayani Anda saat membeli produk Skintific di Shopee?					
Empati						
1	Apakah Anda merasa penjual memberikan perhatian khusus terhadap kebutuhan Anda dalam membeli produk Skintific di shopee?					
2	Apakah Anda merasa penjual atau pihak Shopee memahami kebutuhan spesifik Anda terkait produk Skintific?					
Bukti Fisik						
1	Apakah tampilan aplikasi Shopee menarik dan mudah digunakan saat melihat produk Skintific?					
2	Apakah desain halaman produk Skintific di Shopee rapi dan menyediakan informasi yang jelas bagi Anda?					

2. Variabel Harga (X2)

No	Pernyataan	SS	S	KS	TS	STS
Keterjangkauan harga						
1	Apakah Anda merasa harga produk Skintific di Shopee terjangkau bagi Anda?					
2	Apakah harga produk Skintific di Shopee sesuai dengan harapan Anda?					
Kesesuaian harga dengan kualitas produk						
1	Apakah Anda merasa harga produk Skintific di shopee sebanding dengan kualitas yang ditawarkan?					
2	Apakah Anda menilai harga produk Skintific sebanding dengan kualitas, keaslian, dan keamanan bahan yang digunakan?					
Kesesuaian harga dengan manfaat produk						
1	Apakah Anda merasa harga produk Skintific di shopee sebanding dengan manfaat yang Anda rasakan?					
2	Apakah Anda puas dengan manfaat produk Skintific sesuai dengan harga yang dibayarkan di Shopee?					
Daya saing harga						
1	Apakah Anda menilai harga produk Skintific di shopee lebih kompetitif dibandingkan produk sejenis lainnya di pasaran?					
2	Apakah harga produk Skintific di shopee membuat Anda merasa lebih memilih produk ini dibandingkan produk pesaing?					

3. Variabel Promosi (X3)

No	Pernyataan	SS	S	KS	TS	STS
Periklanan						
1	Apakah Anda sering melihat iklan produk Skintific di media sosial seperti Instagram, TikTok dan shopee?					
2	Apakah iklan produk Skintific di media sosial menampilkan manfaat produk secara jelas dan menarik bagi Anda?					
Penjualan perseorangan						
1	Apakah Anda menerima informasi atau saran produk Skintific secara langsung dari beauty advisor atau melalui live shopping di Shopee?					
2	Apakah penjual di Shopee memberikan rekomendasi produk Skintific sesuai dengan kebutuhan kulit Anda?					
Promosi penjualan						

1	Apakah produk Skintific di Shopee sering memberikan diskon atau harga spesial pada event tertentu?					
2	Apakah penawaran bundling atau bonus produk Skintific di Shopee membuat Anda lebih tertarik membeli?					
Hubungan masyarakat						
1	Apakah Anda mengetahui produk Skintific melalui kampanye promosi resmi atau akun media sosial Skintific di Shopee?					
2	Apakah Anda sering melihat produk Skintific dipromosikan oleh influencer yang bekerja sama dengan Shopee?					
Pemasaran langsung						
1	Apakah Anda menerima informasi produk Skintific melalui e-mail atau notifikasi aplikasi di Shopee?					
2	Apakah link promosi di Shopee memudahkan Anda untuk membeli produk Skintific?					

4. Variabel Keputusan Pembelian (Y)

No	Pernyataan	SS	S	KS	TS	STS
Kesesuaian dengan kebutuhan						
1	Apakah produk Skintific yang Anda beli sesuai dengan kebutuhan kulit atau keinginan Anda?					
2	Apakah Anda mudah menemukan produk Skintific di Shopee saat ingin membeli?					
Manfaat produk						
1	Apakah produk Skintific yang Anda beli memberikan manfaat nyata bagi kulit Anda?					
2	Apakah produk Skintific membantu menyelesaikan masalah atau kebutuhan kulit Anda?					
Ketepatan harga dengan kualitas produk						
1	Apakah menurut Anda harga produk Skintific sebanding dengan kualitas yang Anda terima di Shopee?					
2	Apakah harga produk Skintific di Shopee sesuai dengan kemampuan finansial Anda saat membeli?					
Pembelian berulang						
1	Apakah Anda puas dengan produk Skintific yang dibeli di Shopee dan tertarik untuk membelinya kembali?					
2	Apakah Anda bersedia merekomendasikan produk Skintific di shopee kepada orang lain?					

Lampiran 2 : Rekapitulasi Data

Periklanan (advertising)		PROMOSI (X3)				Hubungan masyarakat		Pemasaran langsung		TOTAL
P1	P2	P1	P2	P1	P2	P1	P2	P1	P2	
5	5	5	5	5	5	5	5	4	4	48
4	5	5	4	4	5	5	4	5	4	45
4	4	4	4	4	4	4	4	4	5	41
5	4	4	5	5	4	4	5	4	4	44
4	4	4	4	4	4	4	4	4	4	40
4	4	5	5	4	4	5	5	4	4	44
4	4	4	4	4	4	4	4	4	4	40
4	4	4	4	4	4	4	4	4	4	40
4	4	4	4	4	4	4	4	4	4	40
4	4	5	4	4	5	5	4	5	5	46
5	4	5	4	5	4	5	4	5	4	45
4	5	4	4	4	5	4	4	5	4	43
5	5	5	5	5	5	5	5	4	4	48
4	5	4	4	4	5	4	4	3	3	40
4	4	4	5	4	4	4	5	4	4	42
5	4	4	5	5	4	4	5	3	3	42
4	5	4	5	4	5	4	5	3	3	42
4	4	5	5	4	4	5	4	4	5	45
4	4	3	3	4	4	3	3	3	3	34
4	4	4	4	4	5	4	4	4	4	42
4	4	4	5	4	5	5	5	4	4	40
4	5	4	4	5	5	4	4	4	4	46
5	5	4	4	5	5	4	4	4	4	44
4	5	3	3	4	5	3	3	2	3	35
4	5	5	5	4	5	5	5	5	5	48
4	4	4	4	4	4	4	4	4	4	40
5	5	3	3	5	5	3	3	3	3	38
4	5	4	4	4	4	4	4	4	4	42
5	4	4	4	5	4	4	4	4	4	42
4	5	3	3	4	5	3	3	3	3	36
4	4	3	3	4	4	3	3	3	3	34
4	4	3	3	4	4	3	3	3	3	36
4	4	3	3	4	4	3	3	3	3	34
4	5	3	3	4	5	3	3	3	3	36
5	4	4	4	5	4	4	4	3	4	41
5	5	5	5	5	5	5	5	4	5	49
4	4	4	4	4	4	4	4	4	5	41
5	5	4	4	5	5	4	4	4	4	44
5	5	5	4	5	5	5	4	4	4	46
4	5	4	4	4	5	4	4	4	4	42
5	5	4	4	5	5	4	4	4	5	45
5	5	4	4	5	5	4	4	4	4	44
5	5	4	4	5	5	4	4	4	4	44
5	5	5	5	5	5	5	5	5	5	50
4	4	3	3	4	4	3	3	3	3	34
4	5	3	3	4	5	3	3	3	3	36
5	4	5	4	5	4	4	4	3	4	41
4	4	3	3	4	4	3	3	3	3	36
5	5	4	4	5	5	4	4	4	4	44
4	5	4	4	4	5	4	4	4	4	42
4	4	4	4	4	4	4	4	4	4	42
5	4	5	4	5	4	4	4	4	4	44
4	5	4	4	4	5	4	4	4	4	42
4	4	4	4	4	4	4	4	4	4	40
4	4	3	3	4	4	3	3	3	3	34
4	4	4	4	4	4	4	4	4	4	40
5	4	4	4	5	4	4	4	4	4	40
5	4	3	3	5	4	3	3	3	3	36
5	5	4	4	5	5	4	4	4	4	44
4	5	4	4	4	5	4	4	4	4	42
4	4	4	4	4	4	4	4	4	4	42
4	5	4	4	4	5	4	4	4	4	44
4	4	4	4	4	4	4	4	4	4	40
5	4	4	4	5	4	4	4	4	4	42
4	5	3	3	4	5	3	3	3	3	36
4	5	3	3	4	5	3	3	3	3	36
5	5	4	4	5	5	4	4	4	4	44
5	5	4	4	5	5	4	4	4	4	44
5	5	4	4	5	5	4	4	4	4	44
5	5	5	5	5	5	5	5	5	5	50
5	5	4	4	5	5	4	4	4	5	45
5	5	3	3	5	5	3	3	3	3	38
4	3	3	2	3	4	4	3	3	3	32
3	4	4	1	4	3	4	3	4	3	33
3	3	4	2	3	4	4	3	3	4	33
4	3	3	1	4	4	4	3	4	4	35
5	5	5	4	5	4	5	5	4	4	46
3	3	3	3	3	4	4	3	2	3	30
4	5	3	2	3	4	4	3	4	3	32
3	3	2	3	2	3	3	2	3	3	26
4	3	5	4	4	3	4	4	5	3	37
3	3	3	1	4	3	4	3	4	4	32
4	3	3	2	3	4	3	3	4	4	34
3	3	3	1	4	3	4	3	4	4	32
3	4	4	1	4	3	4	3	4	3	33
3	3	4	2	3	4	4	3	3	4	33
4	3	3	1	4	4	4	4	4	4	35
5	5	5	4	5	4	5	5	4	4	46
3	2	3	3	3	4	4	3	2	3	30
4	5	3	2	3	4	4	3	4	3	32
3	3	2	3	2	3	3	2	3	3	26
4	3	5	4	4	3	4	4	5	3	37

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
101	0.1630	0.1937	0.2290	0.2528	0.3196
102	0.1622	0.1927	0.2279	0.2515	0.3181
103	0.1614	0.1918	0.2268	0.2504	0.3166
104	0.1606	0.1909	0.2257	0.2492	0.3152
105	0.1599	0.1900	0.2247	0.2480	0.3137
106	0.1591	0.1891	0.2236	0.2469	0.3123
107	0.1584	0.1882	0.2226	0.2458	0.3109
108	0.1576	0.1874	0.2216	0.2446	0.3095
109	0.1569	0.1865	0.2206	0.2436	0.3082
110	0.1562	0.1857	0.2196	0.2425	0.3068
111	0.1555	0.1848	0.2186	0.2414	0.3055
112	0.1548	0.1840	0.2177	0.2403	0.3042
113	0.1541	0.1832	0.2167	0.2393	0.3029
114	0.1535	0.1824	0.2158	0.2383	0.3016
115	0.1528	0.1816	0.2149	0.2373	0.3004

- t-tabel

DF atau DK	Tabel Distribusi Student t					
	uji satu sisi (one tailed)					
	0,25	0,1	0,05	0,025	0,01	0,005
	Uji dua sisi (two tailed)					
	0,5	0,2	0,1	0,05	0,02	0,01
105	0,677	1,290	1,659	1,983	2,362	2,623
106	0,677	1,290	1,659	1,983	2,362	2,623
107	0,677	1,290	1,659	1,982	2,362	2,623
108	0,677	1,289	1,659	1,982	2,361	2,622
109	0,677	1,289	1,659	1,982	2,361	2,622
110	0,677	1,289	1,659	1,982	2,361	2,621
111	0,677	1,289	1,659	1,982	2,360	2,621
112	0,677	1,289	1,659	1,981	2,360	2,620
113	0,677	1,289	1,658	1,981	2,360	2,620
114	0,677	1,289	1,658	1,981	2,360	2,620
115	0,677	1,289	1,658	1,981	2,359	2,619

• F-tabel

110	3.93	3.08	2.69	2.45	2.30
111	3.93	3.08	2.69	2.45	2.30
112	3.93	3.08	2.69	2.45	2.30
113	3.93	3.08	2.68	2.45	2.29
114	3.92	3.08	2.68	2.45	2.29
115	3.92	3.08	2.68	2.45	2.29
116	3.92	3.07	2.68	2.45	2.29
117	3.92	3.07	2.68	2.45	2.29
118	3.92	3.07	2.68	2.45	2.29
119	3.92	3.07	2.68	2.45	2.29
120	3.92	3.07	2.68	2.45	2.29

Lampiran 4 : Hasil Uji Validitas

• Kualitas Layanan (X1)

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	TOTAL
P1	Pearson Correlation	1	.505**	.390**	.241**	.744**	.191*	.175	.267**	.484**	.828**	.651**
	Sig. (2-tailed)		.000	.000	.009	.000	.041	.062	.004	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
P2	Pearson Correlation	.505**	1	.473**	.642**	.589**	.352**	.556**	.631**	.723**	.599**	.820**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
P3	Pearson Correlation	.390**	.473**	1	.583**	.608**	.467**	.320**	.335**	.504**	.473**	.677**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
P4	Pearson Correlation	.241**	.642**	.583**	1	.493**	.499**	.564**	.463**	.874**	.380**	.763**
	Sig. (2-tailed)	.009	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
P5	Pearson Correlation	.744**	.589**	.608**	.493**	1	.390**	.437**	.535**	.588**	.917**	.845**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
P6	Pearson Correlation	.191*	.352**	.467**	.499**	.390**	1	.453**	.404**	.394**	.312**	.580**
	Sig. (2-tailed)	.041	.000	.000	.000	.000		.000	.000	.000	.001	.000
	N	115	115	115	115	115	115	115	115	115	115	115
P7	Pearson Correlation	.175	.556**	.320**	.564**	.437**	.453**	1	.848**	.540**	.382**	.713**
	Sig. (2-tailed)	.062	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
P8	Pearson Correlation	.267**	.631**	.335**	.463**	.535**	.404**	.848**	1	.570**	.490**	.752**
	Sig. (2-tailed)	.004	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
P9	Pearson Correlation	.484**	.723**	.504**	.874**	.588**	.394**	.540**	.570**	1	.618**	.846**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
P10	Pearson Correlation	.828**	.599**	.473**	.380**	.917**	.312**	.382**	.490**	.618**	1	.810**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000	.000	.000		.000
	N	115	115	115	115	115	115	115	115	115	115	115
TOTAL	Pearson Correlation	.651**	.820**	.677**	.763**	.845**	.580**	.713**	.752**	.846**	.810**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	115	115	115	115	115	115	115	115	115	115	115

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

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

- Harga (X2)

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
P1	Pearson Correlation	1	.395**	.324**	.413**	.528**	.419**	.435**	.466**	.590**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115
P2	Pearson Correlation	.395**	1	.752**	.630**	.599**	.816**	.757**	.533**	.887**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115
P3	Pearson Correlation	.324**	.752**	1	.646**	.503**	.491**	.879**	.554**	.854**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115
P4	Pearson Correlation	.413**	.630**	.646**	1	.415**	.626**	.676**	.941**	.840**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115
P5	Pearson Correlation	.528**	.599**	.503**	.415**	1	.450**	.472**	.291**	.655**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.002	.000
	N	115	115	115	115	115	115	115	115	115
P6	Pearson Correlation	.419**	.816**	.491**	.626**	.450**	1	.614**	.595**	.784**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	115	115	115	115	115	115	115	115	115
P7	Pearson Correlation	.435**	.757**	.879**	.676**	.472**	.614**	1	.601**	.890**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	115	115	115	115	115	115	115	115	115
P8	Pearson Correlation	.466**	.533**	.554**	.941**	.291**	.595**	.601**	1	.775**
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.000	.000		.000
	N	115	115	115	115	115	115	115	115	115
TOTAL	Pearson Correlation	.590**	.887**	.854**	.840**	.655**	.784**	.890**	.775**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	115	115	115	115	115	115	115	115	115

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

• Promosi (X3)

Correlations

		X3	X3	X3	X3	X3	X3	X3	X3	X3	X3	TOTal
X3	Pearson Correlation	1	.522**	.376**	.519**	.887**	.442**	.245**	.443**	.254**	.357**	.676**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.008	.000	.006	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
X3	Pearson Correlation	.522**	1	.296**	.432**	.496**	.817**	.129	.309**	.243**	.281**	.606**
	Sig. (2-tailed)	.000		.001	.000	.000	.000	.171	.001	.009	.002	.000
	N	115	115	115	115	115	115	115	115	115	115	115
X3	Pearson Correlation	.376**	.296**	1	.693**	.455**	.207*	.733**	.836**	.719**	.731**	.848**
	Sig. (2-tailed)	.000	.001		.000	.000	.026	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
X3	Pearson Correlation	.519**	.432**	.693**	1	.457**	.401**	.520**	.774**	.440**	.555**	.821**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
X3	Pearson Correlation	.887**	.496**	.455**	.457**	1	.407**	.362**	.497**	.272**	.403**	.702**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.003	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
X3	Pearson Correlation	.442**	.817**	.207*	.401**	.407**	1	.250**	.285**	.055	.315**	.557**
	Sig. (2-tailed)	.000	.000	.026	.000	.000		.007	.002	.560	.001	.000
	N	115	115	115	115	115	115	115	115	115	115	115
X3	Pearson Correlation	.245**	.129	.733**	.520**	.362**	.250**	1	.714**	.435**	.705**	.715**
	Sig. (2-tailed)	.008	.171	.000	.000	.000	.007		.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
X3	Pearson Correlation	.443**	.309**	.836**	.774**	.497**	.285**	.714**	1	.610**	.739**	.871**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.002	.000		.000	.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
X3	Pearson Correlation	.254**	.243**	.719**	.440**	.272**	.055	.435**	.610**	1	.655**	.650**
	Sig. (2-tailed)	.006	.009	.000	.000	.003	.560	.000	.000		.000	.000
	N	115	115	115	115	115	115	115	115	115	115	115
X3	Pearson Correlation	.357**	.281**	.731**	.555**	.403**	.315**	.705**	.739**	.655**	1	.794**
	Sig. (2-tailed)	.000	.002	.000	.000	.000	.001	.000	.000	.000		.000
	N	115	115	115	115	115	115	115	115	115	115	115
TOTal	Pearson Correlation	.676**	.606**	.848**	.821**	.702**	.557**	.715**	.871**	.650**	.794**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	115	115	115	115	115	115	115	115	115	115	115

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

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

• Keputusan Pembelian (Y)

Correlations

		Y	Y	Y	Y	Y	Y	Y	Y	TOTAL
Y	Pearson Correlation	1	.578**	.558**	.620**	.524**	.579**	.663**	.523**	.777**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115
Y	Pearson Correlation	.578**	1	.505**	.630**	.495**	.641**	.468**	.559**	.756**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115
Y	Pearson Correlation	.558**	.505**	1	.669**	.586**	.578**	.862**	.655**	.827**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115
Y	Pearson Correlation	.620**	.630**	.669**	1	.568**	.847**	.580**	.772**	.907**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115
Y	Pearson Correlation	.524**	.495**	.586**	.568**	1	.577**	.587**	.457**	.733**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	115	115	115	115	115	115	115	115	115
Y	Pearson Correlation	.579**	.641**	.578**	.847**	.577**	1	.468**	.544**	.844**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	115	115	115	115	115	115	115	115	115
Y	Pearson Correlation	.663**	.468**	.862**	.580**	.587**	.468**	1	.549**	.782**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	115	115	115	115	115	115	115	115	115
Y	Pearson Correlation	.523**	.559**	.655**	.772**	.457**	.544**	.549**	1	.786**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	115	115	115	115	115	115	115	115	115
TOTAL	Pearson Correlation	.777**	.756**	.827**	.907**	.733**	.844**	.782**	.786**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	115	115	115	115	115	115	115	115	115

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

Lampiran 5 : Hasil Uji Deskriptif

1. kualitas layanan (X1)

Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	TOTAL
N	Valid	115	115	115	115	115	115	115	115	115	115	115
	Missing	0	0	0	0	0	0	0	0	0	0	0
	Mean	4.23	4.23	4.29	4.28	4.18	4.10	4.12	4.10	4.22	4.14	41.90
	Median	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	43.00
	Std. Deviation	.705	.762	.646	.695	.670	.598	.763	.754	.723	.815	5.347
	Variance	.497	.580	.417	.483	.449	.357	.582	.568	.523	.665	28.586
	Range	4	3	2	3	3	3	3	4	3	4	23
	Minimum	1	2	3	2	2	2	2	1	2	1	27
	Maximum	5	5	5	5	5	5	5	5	5	5	50
	Sum	487	486	493	492	481	472	474	472	485	476	4818

2. Harga

Statistics

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL
N Valid	115	115	115	115	115	115	115	115	115
Missing	0	0	0	0	0	0	0	0	0
Mean	4.16	4.14	4.02	4.25	4.22	4.33	4.00	4.29	33.40
Median	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	34.00
Std. Deviation	.657	1.099	1.100	.759	.659	.672	1.043	.770	5.424
Range	3	4	4	3	3	2	4	3	19
Minimum	2	1	1	2	2	3	1	2	21
Maximum	5	5	5	5	5	5	5	5	40
Sum	478	476	462	489	485	498	460	493	3841

3. Promosi

Statistics

	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	TOTAL
N Valid	115	115	115	115	115	115	115	115	115	115	115
Missing	0	0	0	0	0	0	0	0	0	0	0
Median	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	40.00
Std. Deviation	.612	.740	.743	1.001	.670	.604	.789	.753	.688	.682	5.330
Variance	.374	.547	.553	1.001	.449	.365	.623	.567	.473	.466	28.405
Range	2	3	3	4	3	2	4	3	3	3	24
Minimum	3	2	2	1	2	3	1	2	2	2	26
Maximum	5	5	5	5	5	5	5	5	5	5	50
Sum	491	501	436	411	488	506	436	433	426	423	4551

4. Keputusan Pembelian

Statistics

	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL
N Valid	115	115	115	115	115	115	115	115	115
Missing	0	0	0	0	0	0	0	0	0
Mean	4.19	4.38	4.21	4.05	4.23	4.03	4.22	4.22	33.54
Median	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	34.00
Std. Deviation	.724	.683	.682	1.033	.667	1.051	.698	.723	5.070
Range	3	3	3	4	3	4	3	3	21
Minimum	2	2	2	1	2	1	2	2	19
Maximum	5	5	5	5	5	5	5	5	40
Sum	482	504	484	466	487	464	485	485	3857

Lampiran 6 : Hasil Uji Reliabilitas

1. Kualitas Layanan (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.912	10

2. Harga (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.910	8

3. Promosi (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.899	10

4. Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.917	8

Lampiran 7 : Hasil Uji Asumsi Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		115
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.69929247
Most Extreme Differences	Absolute	.074
	Positive	.068
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.168 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

2. Uji Multikolinearitas

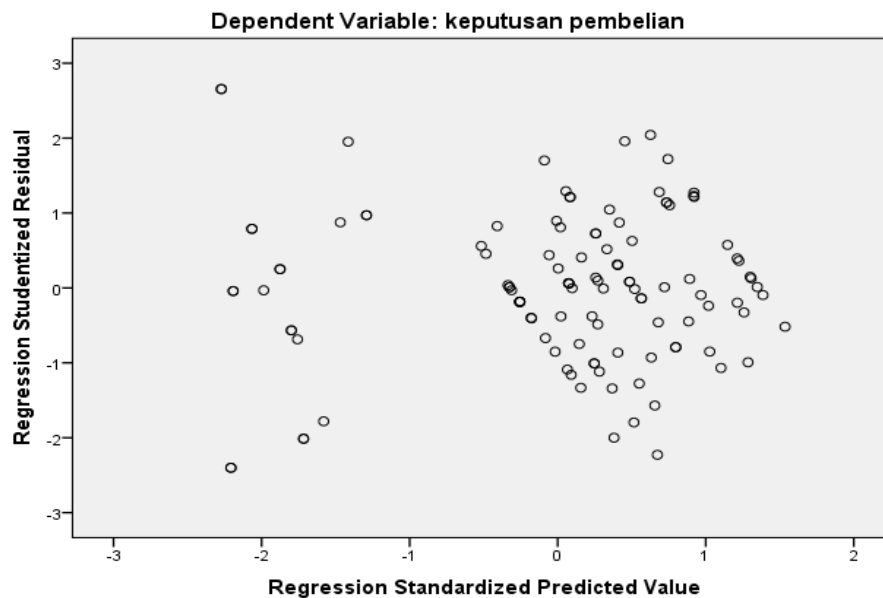
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	kualitas layanan	.350	2.860
	harga	.352	2.840
	promosi	.498	2.008

a. Dependent Variable: keputusan pembelian

3. Uji Heteroskedastisitas

Scatterplot



Lampiran 8 : Hasil Uji Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.434	1.366		-2.513	.013
	kualitas layanan	.380	.051	.401	7.447	.000
	harga	.415	.050	.444	8.274	.000
	promosi	.182	.043	.191	4.247	.000

a. Dependent Variable: keputusan pembelian

Lampiran 9 : Hasil Uji t (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-3.434	1.366		-2.513	.013		
	kualitas layanan	.380	.051	.401	7.447	.000	.350	2.860
	harga	.415	.050	.444	8.274	.000	.352	2.840
	promosi	.182	.043	.191	4.247	.000	.498	2.008

a. Dependent Variable: keputusan pembelian

Lampiran 10: Hasil Uji F (Simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2601.388	3	867.129	292.392	.000 ^b
	Residual	329.186	111	2.966		
	Total	2930.574	114			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), promosi, harga, kualitas layanan

Lampiran 11 : Hasil Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942 ^a	.888	.885	1.722

a. Predictors: (Constant), promosi, harga, kualitas layanan

b. Dependent Variable: keputusan pembelian