

**Lampiran B**  
**Tabulasi Data Penelitian**

No	JK	Usia	Pend	X1				X2				X3				X4				Y		
				1	2	3	Jml	1	2	3	Jml	1	2	3	Jml	1	2	3	Jml	1	2	Jml
1	1	2	3	5	3	5	13	4	4	4	12	5	4	5	14	4	4	3	11	5	5	10
2	2	1	4	5	5	5	15	4	4	4	12	4	3	4	11	4	4	4	12	5	5	10
3	1	2	4	5	5	4	14	4	4	4	12	5	5	5	15	4	4	5	13	5	5	10
4	2	2	3	5	5	5	15	4	4	4	12	5	5	5	15	5	4	5	14	5	5	10
5	1	3	4	5	4	5	14	5	4	5	14	4	3	5	12	5	5	5	15	5	5	10
6	1	3	4	4	3	4	11	5	5	5	15	4	5	5	14	4	3	5	12	5	4	9
7	2	2	4	5	4	4	13	5	4	4	13	5	2	5	12	4	5	5	14	4	5	9
8	1	1	3	5	2	5	12	4	5	4	13	5	5	5	15	4	4	5	13	5	5	10
9	1	2	4	5	5	5	15	5	4	4	13	5	3	5	13	4	4	4	12	5	5	10
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14	28	30

13

28

28

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10	13	13	13	9
12	13	13	13	9
12	12	12	12	8
12	10	11	11	6

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## Lampiran C. Frekuensi

### Frequencies

#### Statistics

		JK	Usia	Pendidikan
N	Valid	40	40	40
	Missing	0	0	0

### Frequency Table

#### JK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	24	60.0	60.0	60.0
	Perempuan	16	40.0	40.0	100.0
	Total	40	100.0	100.0	

#### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19-30 Tahun	5	12.5	12.5	12.5
	31-40 Tahun	23	57.5	57.5	70.0
	41-50 Tahun	8	20.0	20.0	90.0
	> 50 Tahun	4	10.0	10.0	100.0
	Total	40	100.0	100.0	

#### Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	2	5.0	5.0	5.0
	SMP	5	12.5	12.5	17.5
	SMA	12	30.0	30.0	47.5
	S1	21	52.5	52.5	100.0
	Total	40	100.0	100.0	

## Lampiran D. Regresi

### Regression

#### Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Promosi (X4), Produk (X1), Harga (X2), Lokasi (X3)(a)		Enter

a All requested variables entered.

b Dependent Variable: Keputusan Pembelian (Y)

#### Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.875 <sup>a</sup>	.766	.739	.48988	.766	28.649	4	35	.000	2.132

a Predictors: (Constant), Promosi (X4), Produk (X1), Harga (X2), Lokasi (X3)

b Dependent Variable: Keputusan Pembelian (Y)

#### ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.501	4	6.875	28.649	.000 <sup>a</sup>
	Residual	8.399	35	.240		
	Total	35.900	39			

a Predictors: (Constant), Promosi (X4), Produk (X1), Harga (X2), Lokasi (X3)

b Dependent Variable: Keputusan Pembelian (Y)

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.712	1.176		1.456	.154		
	Produk (X1)	.414	.061	.586	6.743	.000	.886	1.129
	Harga (X2)	-.239	.068	-.346	-3.540	.001	.699	1.430
	Lokasi (X3)	.162	.051	.315	3.182	.003	.684	1.462
	Promosi (X4)	.034	.071	.042	.484	.632	.902	1.108

a. Dependent Variable: Keputusan Pembelian (Y)



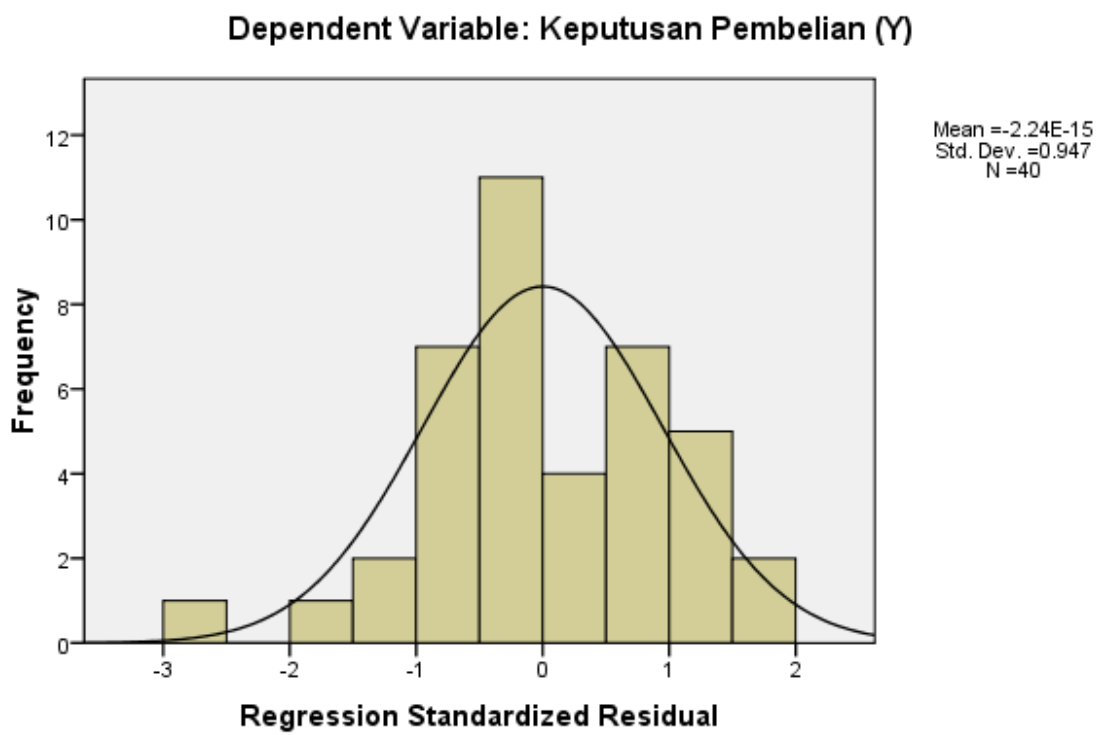
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.4258	10.8973	9.0500	.83973	40
Residual	-1.934	2.200	.000	1.000	40
Std. Predicted Value	-1.30833	.81110	.00000	.46408	40
Std. Residual	-2.671	1.656	.000	.947	40

a. Dependent Variable: Keputusan Pembelian (Y)

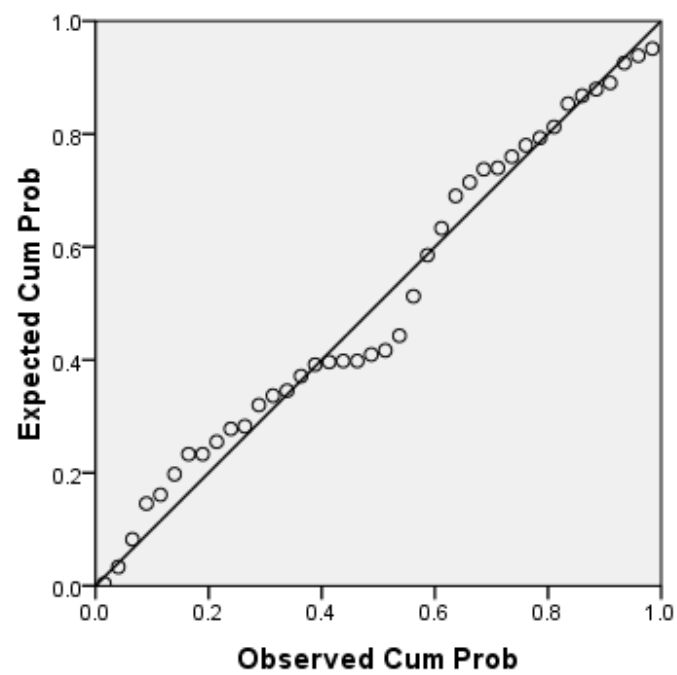
## Charts

## Histogram



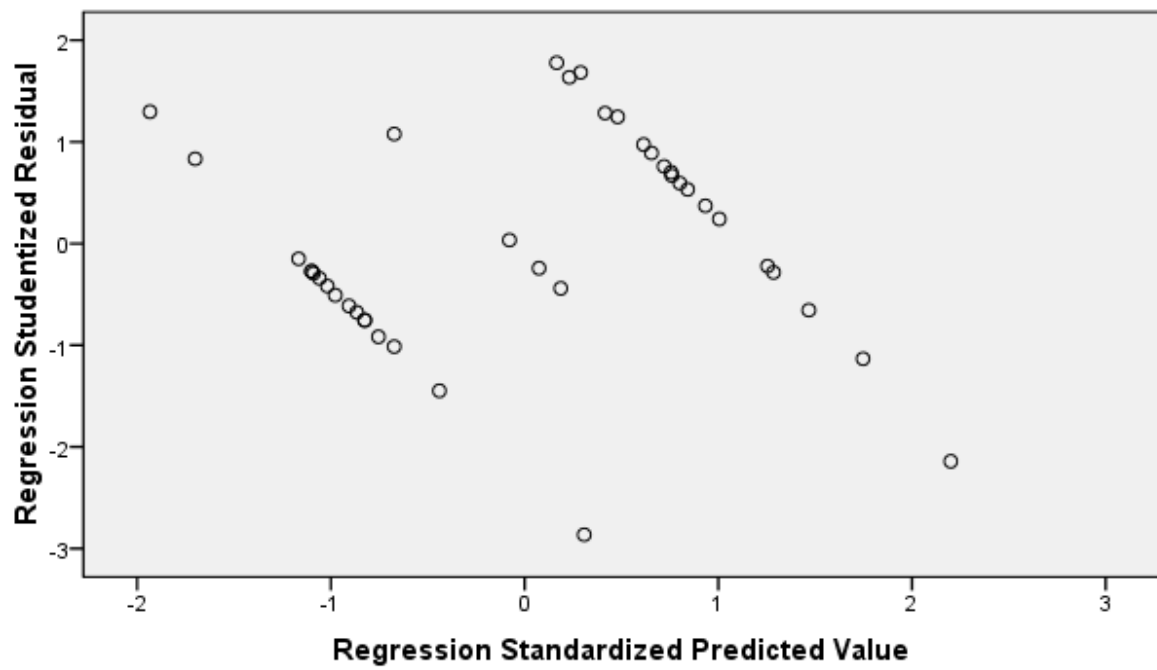
### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian (Y)



### Scatterplot

Dependent Variable: Keputusan Pembelian (Y)



## Lampiran E. Interpretasi Output Uji Kolmogorov-Smirnov

### NPar Tests

#### One-Sample Kolmogorov-Smirnov Test

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	.46407767
Most Extreme Differences	Absolute	.113
	Positive	.113
	Negative	-.075
Kolmogorov-Smirnov Z		.713
Asymp. Sig. (2-tailed)		.690

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran F. Uji Korelasi

### Correlations

#### Correlations

#### Correlations

		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	-.071	.860**	.638**
	Sig. (2-tailed)		.664	.000	.000
	N	40	40	40	40
X1.2	Pearson Correlation	-.071	1	-.103	.699**
	Sig. (2-tailed)	.664		.527	.000
	N	40	40	40	40
X1.3	Pearson Correlation	.860**	-.103	1	.613**
	Sig. (2-tailed)	.000	.527		.000
	N	40	40	40	40
Jml	Pearson Correlation	.638**	.699**	.613**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

### Reliability

#### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.713	3

## Correlations

Correlations

		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	.747**	.901**	.939**
	Sig. (2-tailed)		.000	.000	.000
	N	40	40	40	40
X2.2	Pearson Correlation	.747**	1	.839**	.914**
	Sig. (2-tailed)	.000		.000	.000
	N	40	40	40	40
X2.3	Pearson Correlation	.901**	.839**	1	.970**
	Sig. (2-tailed)	.000	.000		.000
	N	40	40	40	40
Jml	Pearson Correlation	.939**	.914**	.970**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

## Lampiran G. Uji Realibilitas

### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
.875	3

### Correlations

##### Correlations

		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	.536**	.805**	.820**
	Sig. (2-tailed)		.000	.000	.000
	N	40	40	40	40
X3.2	Pearson Correlation	.536**	1	.525**	.904**
	Sig. (2-tailed)	.000		.001	.000
	N	40	40	40	40
X3.3	Pearson Correlation	.805**	.525**	1	.813**
	Sig. (2-tailed)	.000	.001		.000
	N	40	40	40	40
Jml	Pearson Correlation	.820**	.904**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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



## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.824	4

## Correlations

#### Correlations

		X4.1	X4.2	X4.3	X4
X4.1	Pearson Correlation	1	.177	-.117	.546**
	Sig. (2-tailed)		.274	.474	.000
	N	40	40	40	40
X4.2	Pearson Correlation	.177	1	-.061	.718**
	Sig. (2-tailed)	.274		.708	.000
	N	40	40	40	40
X4.3	Pearson Correlation	-.117	-.061	1	.456**
	Sig. (2-tailed)	.474	.708		.003
	N	40	40	40	40
Jml	Pearson Correlation	.546**	.718**	.456**	1
	Sig. (2-tailed)	.000	.000	.003	
	N	40	40	40	40

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.669	4

## Correlations

#### Correlations

		Y1.1	Y1.2	Keputusan Pembelian (Y)
Y1.1	Pearson Correlation	1	.799**	.949**
	Sig. (2-tailed)		.000	.000
	N	40	40	40
Y1.2	Pearson Correlation	.799**	1	.929**
	Sig. (2-tailed)	.000		.000
	N	40	40	40
Jml	Pearson Correlation	.949**	.929**	1
	Sig. (2-tailed)	.000	.000	
	N	40	40	40

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

## Reliability

**Scale: ALL VARIABLES**

### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.917	2

## Lampiran H. Tanggapan Responden Mengenai Produk

### Frequencies

#### Frequency Table

**X1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	19	47.5	47.5	47.5
5	21	52.5	52.5	100.0
Total	40	100.0	100.0	

**X1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	25.0	25.0	25.0
3	8	20.0	20.0	45.0
4	16	40.0	40.0	85.0
5	6	15.0	15.0	100.0
Total	40	100.0	100.0	

**X1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	22	55.0	55.0	55.0
5	18	45.0	45.0	100.0
Total	40	100.0	100.0	

**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	23	57.5	57.5	57.5
5	17	42.5	42.5	100.0
Total	40	100.0	100.0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	26	65.0	65.0	65.0
5	14	35.0	35.0	100.0
Total	40	100.0	100.0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	25	62.5	62.5	62.5
5	15	37.5	37.5	100.0
Total	40	100.0	100.0	

**X3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	21	52.5	52.5	52.5
5	19	47.5	47.5	100.0
Total	40	100.0	100.0	

**X3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	20.0	20.0	20.0
3	12	30.0	30.0	50.0
4	7	17.5	17.5	67.5
5	13	32.5	32.5	100.0
Total	40	100.0	100.0	

**X3.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	19	47.5	47.5	47.5
5	21	52.5	52.5	100.0
Total	40	100.0	100.0	

**X4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	17.5	17.5	17.5
	4	27	67.5	67.5	85.0
	5	6	15.0	15.0	100.0
	Total	40	100.0	100.0	

**X4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	25.0	25.0	25.0
	4	16	40.0	40.0	65.0
	5	14	35.0	35.0	100.0
	Total	40	100.0	100.0	

**X4.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	10.0	10.0	10.0
	4	20	50.0	50.0	60.0
	5	16	40.0	40.0	100.0
	Total	40	100.0	100.0	

**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	19	47.5	47.5	47.5
	5	21	52.5	52.5	100.0
	Total	40	100.0	100.0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	19	47.5	47.5	47.5
	5	21	52.5	52.5	100.0
	Total	40	100.0	100.0	