

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN



Saya mahasiswa UNTAG Surabaya sedang melakukan penelitian dengan judul “PENGARUH PROMOSI, DESAIN PRODUK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SEPATU ALL STAR DI KALANGAN MAHASISWA DI SURABAYA TIMUR” .

IDENTITAS RESPONDEN

Nama :			
Jenis kelamin :	<input type="checkbox"/> Laki-laki	<input type="checkbox"/> Perempuan	
Umur	<input type="checkbox"/> <17 tahun	<input type="checkbox"/> 17 - 25 tahun	<input type="checkbox"/> 26-40 tahun <input type="checkbox"/> > 40 tahun
Pekerjaan	<input type="checkbox"/> pelajar/mahasiswa	<input type="checkbox"/> PNS <input type="checkbox"/> wirausaha	<input type="checkbox"/> Peg. Swasta <input type="checkbox"/> lainnya
Penghasilan	<input type="checkbox"/> < 1.000.000	<input type="checkbox"/> 1.000.000 - 3.000.000	<input type="checkbox"/> 3.000.000 - 5.000.000 <input type="checkbox"/> > 5.000.000

VARIABEL PENELITIAN

Isilah pertanyaan dibawah ini menggunakan tanda centang (√) pada jawaban yang dipilih

Ketentuan :

SS	: SANGAT SETUJU	= 5
S	: SETUJU	= 4
KS	: KURANG SETUJU	= 3
TS	: TIDAK SETUJU	= 2
STS	: SANGAT TIDAK SETUJU	= 1

PROMOSI						
NO	PERNYATAAN	SS	S	KS	TS	STS
1	Frekuensi promosi yang di lakukan sepatu All Star sangat tinggi					
2	Kualitas promosi yang dilakukan sepatu All Star sangat bagus					
3	Waktu promosi yang dilakukan sepatu All Star cukup lama					
4	Sasaran promosi sepatu All Star sesuai dengan target perusahaan					
DESAIN PRODUK						
NO	PERNYATAAN	SS	S	KS	TS	STS
1	Sepatu All Star memiliki ciri-ciri yang sangat familiar yaitu logo Bintang yang sangat jelas					
2	Sepatu All Star memiliki kinerja yang baik sehingga menjadi raja sepatu kets					
3	Sepatu All Star memiliki desain yang nyaman untuk digunakan					
4	Sepatu All Star memiliki model yang bagus yang menjadikan dia unggul dari yang lain					
KUALITAS PRODUK						
NO	PERNYATAAN	SS	S	KS	TS	STS
1	Sepatu All Star menyediakan bentuk yang bervariasi					
2	Sepatu All Star menyediakan model yang bervariasi					
3	Sepatu All Star menyediakan ukuran yang bervariasi					

4	Sepatu All Star memiliki keistimewaan yaitu lebih adem walau digunakan untuk berolahraga					
5	Sepatu All Star mempunyai daya tahan yang kuat dan awet dipakai bertahun-tahun					
KEPUTUSAN PEMBELIAN						
NO	PERNYATAAN	SS	S	KS	TS	STS
1	Saya memutuskan membeli sepatu All Star karena merasa mantap dengan produknya					
2	Saya memutuskan membeli seppatu All Star karena produknya baik dan bagus					
3	Saya memutuskan membeli Sepatu All Star karena merasa puas dengan produknya					

Lampiran 2. Identitas Responden Penelitian

Nomor	Nama	Jenis Kelamin	Usia	Pekerjaan	Penghasilan
1	Akbar	Laki-laki	< 17 th	Plj/Mhs	< 1 jt
2	Nurul F	Perempuan	26 - 40 th	Plj/Mhs	1-3 jt
3	Dewintasari	Perempuan	17 - 25 th	Plj/Mhs	1-3 jt
4	Erry	Perempuan	< 17 th	Plj/Mhs	< 1 jt
5	Zumrotus	Perempuan	17 - 25 th	Wirausaha	3-5 jt
6	Suyono	Laki-laki	26 - 40 th	Wirausaha	> 5 jt
7	Triwahyuni	Perempuan	> 40 th	Plj/Mhs	1-3 jt
8	Fauzan	Laki-laki	26 - 40 th	Plj/Mhs	1-3 jt
9	Agatha	Perempuan	26 - 40 th	Wirausaha	3-5 jt
10	Suyanto	Laki-laki	17 - 25 th	Swasta	3-5 jt
11	Bagus	Laki-laki	17 - 25 th	Swasta	3-5 jt
12	Yohanes	Laki-laki	26 - 40 th	Wirausaha	> 5 jt
13	Rosdiana	Perempuan	17 - 25 th	Plj/Mhs	< 1 jt
14	Dwi Larasati	Perempuan	17 - 25 th	Swasta	3-5 jt
15	Ibrahim	Laki-laki	17 - 25 th	Swasta	3-5 jt
16	Guntur	Laki-laki	17 - 25 th	PNS	3-5 jt
17	Arsy M	Perempuan	17 - 25 th	Plj/Mhs	< 1 jt
18	Agung	Laki-laki	17 - 25 th	Plj/Mhs	< 1 jt
19	Sunaryo	Laki-laki	17 - 25 th	Plj/Mhs	< 1 jt
20	Aisyah Nur	Perempuan	> 40 th	Swasta	1-3 jt
21	Rizky P	Laki-laki	26 - 40 th	Swasta	1-3 jt
22	Richi	Laki-laki	26 - 40 th	Swasta	< 1 jt
23	Yasmine A	Perempuan	< 17 th	Plj/Mhs	< 1 jt
24	Endang	Perempuan	17 - 25 th	Plj/Mhs	3-5 jt
25	Wildan	Laki-laki	17 - 25 th	Plj/Mhs	3-5 jt
26	Tereisa	Perempuan	17 - 25 th	Swasta	3-5 jt
27	Ayu Carissa	Perempuan	26 - 40 th	Wirausaha	3-5 jt
28	Aida	Perempuan	17 - 25 th	Plj/Mhs	3-5 jt
29	M Zaenal	Laki-laki	17 - 25 th	Wirausaha	3-5 jt
30	Arik	Laki-laki	26 - 40 th	Wirausaha	< 1 jt
31	Rizka	Perempuan	17 - 25 th	Plj/Mhs	1-3 jt
32	Hidayat	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt
33	Eka	Perempuan	17 - 25 th	Plj/Mhs	1-3 jt
34	Devi Fatma	Perempuan	26 - 40 th	Swasta	3-5 jt
35	Rizky	Perempuan	17 - 25 th	Plj/Mhs	3-5 jt
36	Aldi Hendrata	Laki-laki	17 - 25 th	Plj/Mhs	3-5 jt
37	Lukita	Perempuan	17 - 25 th	Plj/Mhs	1-3 jt
38	Agustina	Perempuan	26 - 40 th	Swasta	3-5 jt
39	Sri Wahyuni	Perempuan	< 17 th	Swasta	< 1 jt
40	M Malikin	Laki-laki	26 - 40 th	Wirausaha	1-3 jt
41	Nazar	Laki-laki	17 - 25 th	Swasta	3-5 jt
42	Fajar	Laki-laki	17 - 25 th	Plj/Mhs	3-5 jt
43	Akbar	Laki-laki	17 - 25 th	Swasta	3-5 jt
44	Dian Agustina	Perempuan	< 17 th	Plj/Mhs	< 1 jt
45	Helmy	Laki-laki	26 - 40 th	Swasta	> 5 jt
46	Ana Nurita	Perempuan	17 - 25 th	Plj/Mhs	> 5 jt
47	Eddy	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt
48	Rifky	Laki-laki	17 - 25 th	Plj/Mhs	< 1 jt

Nomor	Nama	Jenis Kelamin	Usia	Pekerjaan	Penghasilan
49	Widi Astuti	Perempuan	26 - 40 th	Swasta	> 5 jt
50	Yunita S.	Perempuan	17 - 25 th	Plj/Mhs	1-3 jt
51	Gerry Gi	Laki-laki	17 - 25 th	Swasta	3-5 jt
52	Erry Nurul P	Perempuan	17 - 25 th	Swasta	> 5 jt
53	Eka W	Perempuan	< 17 th	Plj/Mhs	< 1 jt
54	Putri Puspa	Perempuan	17 - 25 th	Swasta	> 5 jt
55	Yudhiv Irzak F.	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt
56	Angga P	Laki-laki	< 17 th	Plj/Mhs	< 1 jt
57	Garet Setia	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt
58	Lastyo Budi	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt
59	Harissa	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt
60	Mukharomah	Perempuan	26 - 40 th	Wirausaha	> 5 jt
61	Lintang	Perempuan	17 - 25 th	Swasta	1-3 jt
62	Aulia Sari	Perempuan	17 - 25 th	Plj/Mhs	1-3 jt
63	Dita	Perempuan	17 - 25 th	Swasta	1-3 jt
64	Hesty Dewi	Perempuan	> 40 th	Wirausaha	> 5 jt
65	Fitri Ariadini	Perempuan	17 - 25 th	Plj/Mhs	> 5 jt
66	Bagas	Laki-laki	17 - 25 th	Plj/Mhs	> 5 jt
67	Putra	Laki-laki	26 - 40 th	Wirausaha	3-5 jt
68	Ermawati	Perempuan	26 - 40 th	Swasta	3-5 jt
69	Reza	Laki-laki	> 40 th	PNS	3-5 jt
70	Alfian Akbar P	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt
71	Mardisanti	Perempuan	17 - 25 th	Plj/Mhs	1-3 jt
72	Khairytamim	Laki-laki	26 - 40 th	Wirausaha	> 5 jt
73	Eva Rosita A K	Perempuan	17 - 25 th	Swasta	1-3 jt
74	Fawaidz	Laki-laki	17 - 25 th	Swasta	> 5 jt
75	Putri Noviana	Perempuan	17 - 25 th	Swasta	> 5 jt
76	Siti Rumlah	Perempuan	> 40 th	Swasta	> 5 jt
77	Farida	Perempuan	17 - 25 th	Plj/Mhs	1-3 jt
78	Muhadi	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt
79	Kinasih	Laki-laki	17 - 25 th	Wirausaha	3-5 jt
80	Ferina	Perempuan	< 17 th	Plj/Mhs	< 1 jt
81	Richarda T.	Perempuan	17 - 25 th	Plj/Mhs	> 5 jt
82	Chandra K Adi	Laki-laki	< 17 th	Plj/Mhs	< 1 jt
83	Marisa	Perempuan	< 17 th	Plj/Mhs	< 1 jt
84	Varian Susanto	Laki-laki	17 - 25 th	Swasta	3-5 jt
85	Siti Indiyah	Perempuan	17 - 25 th	Swasta	3-5 jt
86	Erry	Perempuan	26 - 40 th	Swasta	> 5 jt
87	Fifi Yuhanita	Perempuan	17 - 25 th	Swasta	1-3 jt
88	Ryan Adhani	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt
89	Suparno	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt
90	Renaldy Syahputra	Laki-laki	17 - 25 th	Plj/Mhs	3-5 jt
91	Niken Adrian	Laki-laki	17 - 25 th	Wirausaha	> 5 jt
92	Tussy Yulintika	Perempuan	26 - 40 th	Swasta	> 5 jt
93	Tsabit	Laki-laki	17 - 25 th	Wirausaha	> 5 jt
94	Febriana W	Perempuan	17 - 25 th	Plj/Mhs	1-3 jt
95	Evangelina	Perempuan	17 - 25 th	Plj/Mhs	> 5 jt
96	Narita	Perempuan	17 - 25 th	Wirausaha	> 5 jt
97	Didit	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt

Nomor	Nama	Jenis Kelamin	Usia	Pekerjaan	Penghasilan
98	Arryu Yoga	Laki-laki	26 - 40 th	Swasta	> 5 jt
99	Siti A	Perempuan	17 - 25 th	Plj/Mhs	< 1 jt
100	Syamid	Laki-laki	17 - 25 th	Plj/Mhs	1-3 jt

No.	Promosi				Desain Produk				Kualitas Produk					Keputusan Pembelian		
	X1.1	X1.2	X1.3	X1.4	X2.1	X2.2	X2.3	X2.4	X3.1	X3.2	X3.3	X3.4	X3.5	Y.1	Y.2	Y.3
95	4	5	5	4	3	3	5	4	4	4	4	3	5	3	5	5
96	4	5	4	4	4	3	4	4	4	3	3	3	4	3	5	4
97	4	5	5	4	4	4	5	4	4	4	4	4	5	4	5	5
98	5	4	4	5	5	4	4	5	3	3	3	4	4	4	4	4
99	5	4	5	5	5	4	5	5	5	4	4	3	5	4	4	5
100	5	4	4	4	5	5	4	4	5	5	5	5	4	5	4	4

Lampiran 4. Perhitungan Identitas Responden

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	48	48.0	48.0	48.0
	Perempuan	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 17 th	10	10.0	10.0	10.0
	> 40 th	5	5.0	5.0	15.0
	17 - 25 th	64	64.0	64.0	79.0
	26 - 40 th	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pjj/Mhs	51	51.0	51.0	51.0
	PNS	2	2.0	2.0	53.0
	Swasta	31	31.0	31.0	84.0
	Wirausaha	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 jt	18	18.0	18.0	18.0
	> 5 jt	23	23.0	23.0	41.0
	1-3 jt	31	31.0	31.0	72.0
	3-5 jt	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Lampiran 5. Perhitungan Tanggapan Responden

Promosi

Statistics

		X1.1	X1.2	X1.3	X1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.45	4.43	4.40	4.09

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	3	3.0	3.0	4.0
	S	46	46.0	46.0	50.0
	SS	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	4	4.0	4.0	5.0
	S	46	46.0	46.0	51.0
	SS	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	5	5.0	5.0	6.0
	S	47	47.0	47.0	53.0
	SS	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.0	1.0	1.0
KS	6	6.0	6.0	7.0
S	76	76.0	76.0	83.0
SS	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Desain Produk**Statistics**

	X2.1	X2.2	X2.3	X2.4
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	4.39	4.17	4.40	4.07

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2.0	2.0	2.0
KS	6	6.0	6.0	8.0
S	43	43.0	43.0	51.0
SS	49	49.0	49.0	100.0
Total	100	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.0	1.0	1.0
KS	10	10.0	10.0	11.0
S	60	60.0	60.0	71.0
SS	29	29.0	29.0	100.0
Total	100	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.0	1.0	1.0
KS	5	5.0	5.0	6.0
S	47	47.0	47.0	53.0
SS	47	47.0	47.0	100.0
Total	100	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.0	1.0	1.0
KS	8	8.0	8.0	9.0
S	74	74.0	74.0	83.0
SS	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Kualitas Produk**Statistics**

		X3.1	X3.2	X3.3	X3.4	X3.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.20	4.14	4.22	4.03	4.40

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	7	7.0	7.0	7.0
S	66	66.0	66.0	73.0
SS	27	27.0	27.0	100.0
Total	100	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	14	14.0	14.0	14.0
S	58	58.0	58.0	72.0
SS	28	28.0	28.0	100.0
Total	100	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2.0	2.0	2.0
KS	9	9.0	9.0	11.0
S	54	54.0	54.0	65.0
SS	35	35.0	35.0	100.0
Total	100	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	21	21.0	21.0	21.0
	S	55	55.0	55.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	5	5.0	5.0	6.0
	S	47	47.0	47.0	53.0
	SS	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

Statistics

		Y.1	Y.2	Y.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.17	4.43	4.40

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	10	10.0	10.0	11.0
	S	60	60.0	60.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	4	4.0	4.0	5.0
	S	46	46.0	46.0	51.0
	SS	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	5	5.0	5.0	6.0
	S	47	47.0	47.0	53.0
	SS	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Promosi

Correlations

		X1.1	X1.2	X1.3	X1.4	TX1
X1.1	Pearson Correlation	1	.389**	.130	.353**	.682**
	Sig. (2-tailed)		.000	.196	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.389**	1	.377**	.256*	.753**
	Sig. (2-tailed)	.000		.000	.010	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.130	.377**	1	.260**	.662**
	Sig. (2-tailed)	.196	.000		.009	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.353**	.256*	.260**	1	.644**
	Sig. (2-tailed)	.000	.010	.009		.000
	N	100	100	100	100	100
TX1	Pearson Correlation	.682**	.753**	.662**	.644**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Desain Produk

Correlations

		X2.1	X2.2	X2.3	X2.4	TX2
X2.1	Pearson Correlation	1	.374**	.192	.278**	.669**
	Sig. (2-tailed)		.000	.055	.005	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.374**	1	.679**	.349**	.842**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.192	.679**	1	.243*	.740**
	Sig. (2-tailed)	.055	.000		.015	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.278**	.349**	.243*	1	.615**
	Sig. (2-tailed)	.005	.000	.015		.000
	N	100	100	100	100	100
TX2	Pearson Correlation	.669**	.842**	.740**	.615**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Kualitas Produk

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	TX3
X3.1	Pearson Correlation	1	.525**	.521**	.392**	.462**	.741**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X3.2	Pearson Correlation	.525**	1	.458**	.462**	.410**	.746**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X3.3	Pearson Correlation	.521**	.458**	1	.572**	.511**	.814**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X3.4	Pearson Correlation	.392**	.462**	.572**	1	.444**	.765**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X3.5	Pearson Correlation	.462**	.410**	.511**	.444**	1	.741**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TX3	Pearson Correlation	.741**	.746**	.814**	.765**	.741**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Keputusan Pembelian

Correlations

		Y.1	Y.2	Y.3	TY
Y.1	Pearson Correlation	1	.272**	.679**	.823**
	Sig. (2-tailed)		.006	.000	.000
	N	100	100	100	100
Y.2	Pearson Correlation	.272**	1	.377**	.689**
	Sig. (2-tailed)	.006		.000	.000
	N	100	100	100	100
Y.3	Pearson Correlation	.679**	.377**	1	.866**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TY	Pearson Correlation	.823**	.689**	.866**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Lampiran 7. Uji Reliabilitas

Promosi

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.622	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.37	2.680	1.637	4

Desain Produk

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.683	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.03	3.242	1.800	4

Kualitas Produk

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.818	5

Item Statistics

	Mean	Std. Deviation	N
X3.1	4.20	.550	100
X3.2	4.14	.636	100
X3.3	4.22	.690	100
X3.4	4.03	.674	100
X3.5	4.40	.636	100

Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.706	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.00	2.263	1.504	3

Lampiran 8. Uji Asumsi Klasik

Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	.19983528
Most Extreme Differences	Absolute	.055
	Positive	.050
	Negative	-.055
Kolmogorov-Smirnov Z		.551
Asymp. Sig. (2-tailed)		.921

a. Test distribution is Normal.

b. Calculated from data.

Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.622	.225		2.763	.007		
	Promosi_	.513	.082	.419	6.246	.000	.368	2.715
	Des_Produk	.273	.090	.245	3.047	.003	.255	3.918
	Kua_Produk	.373	.063	.361	5.945	.000	.448	2.234

a. Dependent Variable: Kep_Pembelian

Autokorelasi

Runs Test

	Unstandardized Residual
Test Value ^a	-.00498
Cases < Test Value	50
Cases >= Test Value	50
Total Cases	100
Number of Runs	51
Z	.000
Asymp. Sig. (2-tailed)	1.000

a. Median

Lampiran 9. Regresi Linier Berganda

Regression

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	Kua_Produk ^a , Promosi_ Des_Produk	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Kep_Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917 ^a	.841	.836	.20293

- a. Predictors: (Constant), Kua_Produk, Promosi_, Des_Produk

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.935	3	6.978	169.454	.000 ^a
	Residual	3.953	96	.041		
	Total	24.889	99			

- a. Predictors: (Constant), Kua_Produk, Promosi_, Des_Produk
b. Dependent Variable: Kep_Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-.622	.225		-2.763	.007			
	Promosi_	.513	.082	.419	6.246	.000	.829	.538	.254
	Des_Produk	.273	.090	.245	3.047	.003	.847	.297	.124
	Kua_Produk	.373	.063	.361	5.945	.000	.793	.519	.242

- a. Dependent Variable: Kep_Pembelian