

### Lampiran 3 Rincian Karakteristik Responden

#### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-25 tahun	2	2.0	2.0	2.0
26-35 tahun	38	38.0	38.0	40.0
36-45 tahun	46	46.0	46.0	86.0
46-55 tahun	13	13.0	13.0	99.0
56-69 tahun	1	1.0	1.0	100.0
Total	100	100.0	100.0	

#### Jk

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki – laki	81	81.0	81.0	81.0
Perempuan	19	19.0	19.0	100.0
Total	100	100.0	100.0	

#### Pek

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Wiraswasta	46	46.0	46.0	46.0
Swasta	44	44.0	44.0	90.0
PNS	6	6.0	6.0	96.0
Polisi	1	1.0	1.0	97.0
TNI	3	3.0	3.0	100.0
Total	100	100.0	100.0	

#### Pend

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > Rp 3.000.000	22	22.0	22.0	22.0
> Rp 5.000.000	67	67.0	67.0	89.0
> Rp 10.000.000	11	11.0	11.0	100.0
Total	100	100.0	100.0	

## Lampiran 4 Rincian Tanggaan Responden

### Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.1600	3.2900	3.1800	3.3300	3.4600
Std. Deviation		.74833	.90224	.79620	.85345	.80929
Minimum		1.00	1.00	1.00	1.00	2.00
Maximum		5.00	5.00	5.00	5.00	5.00

### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	15	15.0	15.0	16.0
	Ragu-ragu	54	54.0	54.0	70.0
	Setuju	27	27.0	27.0	97.0
	Sangat Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	16	16.0	16.0	18.0
	Ragu-ragu	41	41.0	41.0	59.0
	Setuju	33	33.0	33.0	92.0
	Sangat Setuju	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	15	15.0	15.0	17.0
	Ragu-ragu	49	49.0	49.0	66.0
	Setuju	31	31.0	31.0	97.0
	Sangat Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	12	12.0	12.0	14.0
	Ragu-ragu	44	44.0	44.0	58.0
	Setuju	35	35.0	35.0	93.0
	Sangat Setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	14	14.0	14.0	14.0
	Ragu-ragu	32	32.0	32.0	46.0
	Setuju	48	48.0	48.0	94.0
	Sangat Setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

### Statistics

		X2.1	X2.2	X2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.5000	3.3700	3.4200
Std. Deviation		.74536	.69129	.81872
Minimum		1.00	1.00	1.00
Maximum		5.00	5.00	5.00

### X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	9	9.0	9.0	10.0
	Ragu-ragu	32	32.0	32.0	42.0
	Setuju	55	55.0	55.0	97.0
	Sangat Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

### X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	8	8.0	8.0	9.0
	Ragu-ragu	45	45.0	45.0	54.0
	Setuju	45	45.0	45.0	99.0
	Sangat Setuju	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	11	11.0	11.0	12.0
	Ragu-ragu	40	40.0	40.0	52.0
	Setuju	41	41.0	41.0	93.0
	Sangat Setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

**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		3.5300	3.4700	3.4400	3.2500	3.6900
Std. Deviation		.70288	.73106	.87985	.91425	1.03177
Minimum		1.00	1.00	2.00	2.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	4	4.0	4.0	5.0
	Ragu-ragu	41	41.0	41.0	46.0
	Setuju	49	49.0	49.0	95.0
	Sangat Setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	6	6.0	6.0	7.0
	Ragu-ragu	43	43.0	43.0	50.0
	Setuju	45	45.0	45.0	95.0
	Sangat Setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	15	15.0	15.0	15.0
	Ragu-ragu	37	37.0	37.0	52.0
	Setuju	37	37.0	37.0	89.0
	Sangat Setuju	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	26	26.0	26.0	26.0
	Ragu-ragu	29	29.0	29.0	55.0
	Setuju	39	39.0	39.0	94.0
	Sangat Setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

**X3.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	14	14.0	14.0	15.0
	Ragu-ragu	25	25.0	25.0	40.0
	Setuju	35	35.0	35.0	75.0
	Sangat Setuju	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**Statistics**

		Y.1	Y.2	Y.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.7700	4.0200	3.6700
Std. Deviation		.97292	.81625	.84154
Minimum		1.00	1.00	1.00
Maximum		5.00	5.00	5.00

**Y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4.0	4.0	4.0
	Tidak Setuju	5	5.0	5.0	9.0
	Ragu-ragu	22	22.0	22.0	31.0
	Setuju	48	48.0	48.0	79.0
	Sangat Setuju	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

**Y.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	1	1.0	1.0	1.0
Tidak Setuju	4	4.0	4.0	5.0
Ragu-ragu	14	14.0	14.0	19.0
Setuju	54	54.0	54.0	73.0
Sangat Setuju	27	27.0	27.0	100.0
Total	100	100.0	100.0	

**Y.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	1	1.0	1.0	1.0
Tidak Setuju	6	6.0	6.0	7.0
Ragu-ragu	33	33.0	33.0	40.0
Setuju	45	45.0	45.0	85.0
Sangat Setuju	15	15.0	15.0	100.0
Total	100	100.0	100.0	



## Lampiran 5 Rincian Hasil Uji Validitas

### Correlations

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	TOT X1
X1.1	Pearson Correlation	1	.499**	.578**	.375**	.444**	.745**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.499**	1	.517**	.425**	.424**	.762**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.578**	.517**	1	.595**	.388**	.802**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.375**	.425**	.595**	1	.553**	.777**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.444**	.424**	.388**	.553**	1	.734**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TOT_X1	Pearson Correlation	.745**	.762**	.802**	.777**	.734**	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).

### Correlations

### Correlations

		X2.1	X2.2	X2.3	TOT X2
X2.1	Pearson Correlation	1	.696**	.563**	.861**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.696**	1	.651**	.889**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.563**	.651**	1	.861**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOT_X2	Pearson Correlation	.861**	.889**	.861**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

### Correlations

#### Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	TOT X3
X3.1	Pearson Correlation	1	.474**	.419**	.263**	.285**	.648**
	Sig. (2-tailed)		.000	.000	.008	.004	.000
	N	100	100	100	100	100	100
X3.2	Pearson Correlation	.474**	1	.492**	.140	.262**	.629**
	Sig. (2-tailed)	.000		.000	.165	.008	.000
	N	100	100	100	100	100	100
X3.3	Pearson Correlation	.419**	.492**	1	.264**	.408**	.728**
	Sig. (2-tailed)	.000	.000		.008	.000	.000
	N	100	100	100	100	100	100
X3.4	Pearson Correlation	.263**	.140	.264**	1	.661**	.702**
	Sig. (2-tailed)	.008	.165	.008		.000	.000
	N	100	100	100	100	100	100
X3.5	Pearson Correlation	.285**	.262**	.408**	.661**	1	.792**
	Sig. (2-tailed)	.004	.008	.000	.000		.000
	N	100	100	100	100	100	100
TOT_X3	Pearson Correlation	.648**	.629**	.728**	.702**	.792**	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).

### Correlations

### Correlations

		Y.1	Y.2	Y.3	TOT Y
Y.1	Pearson Correlation	1	.476**	.511**	.861**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y.2	Pearson Correlation	.476**	1	.304**	.738**
	Sig. (2-tailed)	.000		.002	.000
	N	100	100	100	100
Y.3	Pearson Correlation	.511**	.304**	1	.762**
	Sig. (2-tailed)	.000	.002		.000
	N	100	100	100	100
TOT_Y	Pearson Correlation	.861**	.738**	.762**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Lampiran 6 Rincian Hasil Uji Reliabilitas

### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.820	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	13.2600	6.922	.605	.788
X1.2	13.1300	6.357	.592	.793
X1.3	13.2400	6.487	.676	.767
X1.4	13.0900	6.426	.626	.781
X1.5	12.9600	6.786	.574	.796

### Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.835	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	6.7900	1.885	.686	.782
X2.2	6.9200	1.913	.760	.718
X2.3	6.8700	1.751	.657	.819

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.741	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	13.8500	6.836	.478	.707
X3.2	13.9100	6.850	.445	.717
X3.3	13.9400	5.996	.537	.682
X3.4	14.1300	6.054	.488	.702
X3.5	13.6900	5.226	.593	.660

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.696	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	7.6900	1.792	.612	.466
Y.2	7.4400	2.491	.456	.672
Y.3	7.7900	2.370	.484	.639

## Lampiran 7 Analisis Regresi Berganda

### Regression

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Kualitas produk <sup>a</sup> , Persepsi harga, Promosi	.	Enter

- All requested variables entered.
- Dependent Variable: Keputusan Pembelian

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.944 <sup>a</sup>	.891	.888	.23201

- Predictors: (Constant), Kualitas produk, Persepsi harga, Promosi

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.417	3	14.139	262.660	.000 <sup>a</sup>
	Residual	5.168	96	.054		
	Total	47.585	99			

a. Predictors: (Constant), Kualitas produk, Persepsi harga, Promosi

b. Dependent Variable: Keputusan Pembelian

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.032	.156		.206	.838			
	Promosi	.391	.065	.354	6.009	.000	.873	.523	.202
	Persepsi harga	.622	.063	.586	9.951	.000	.915	.713	.335
	Kualitas produ	.106	.043	.093	2.461	.016	.493	.244	.083

a. Dependent Variable: Keputusan Pembelian