**Lampiran 1**

**KUESIONER**

1. **Identitas Penulis**

Nama : Sheila Mustika Ananda

Jenis Kelamin : Perempuan

Jurusan : Manajemen

Fakultas : Ekonomi

Asal Perguruan Tinggi : Universitas Muslim Nusantara Al Washliyah Medan

Judul Penelitian : Pengaruh Promosi *Midnight Sale* terhadap Keputusan Pembelian Konsumen Pada PT.Ramayana Lestari Sentosa Tbk.

 Dengan ini saya mohon kesediaan Abang/Kakak untuk mengisi daftar kuaesioner. Informasi yang anda berikan hanya semata-mata untuk melengkapi data penelitian dalam rangka penyusunan skripsi. Untuk itu, isilah kuesioner ini dengan jawaban yang sebenar-benarnya. Atas kesediaan saudara/i, saya ucapkan terimakasih.

 Medan, September 2019 Peneliti

 Sheila Mustika Ananda

 NPM. 153114045

*Keterangan :berilah tanda checklist (√) pada kotak yang sesuai dengan identitas anda!*

1. **IdentitasResponden :**

No.Responden :

1. Jenis Kelamin : Laki-laki

: Perempuan

1. Umur :16-30 tahun

 : >30 tahun

1. Pendidikan : SMA

: S1

: S2

1. **Petunjuk Pengisian :**
2. Pilihlah jawaban paling tepat menurut anda.
3. Bacalah setiap pertanyaan dengan seksama.
4. Isilah semua nomor dengan memilih satu diantara 5 alternatif jawaban dengan memberikan tanda cheklist (√) pada kolom yang sudah disediakan.
5. Alternatif jawaban adalah sebagai berikut :

**Keterangan : Nilai**

SS = Sangat Setuju 5

S = Setuju 4

KS = Kurang Setuju 3

TS = Tidak Setuju 2

STS = Sangat Tidak Setuju 1

1. Jawablah semua jawaban yang ada tanpa ada yang terlewat.

**DAFTAR PERNYATAAN**

1. **Promosi Midnight Sale(X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Keterangan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Pelayanan** |  |  |  |  |  |
| 1 | Karyawan di PT. Ramayana Lestari Sentosa, Tbk mampu memberikan pelayanan yang terbaik  |  |  |  |  |  |
| 2 | Karyawan di PT. Ramayana Lestari Sentosa, Tbk dapat memberi kesan yang ramah demi kenyamanan konsumen pada saat berbelanja |  |  |  |  |  |
|  | **Kualitas Produk** |  |  |  |  |  |
| 3 | Produk yang dijual di Ramayana *Department Store* memiliki daya tahan yang baik  |  |  |  |  |  |
| 4 | Produk yang dijual di Ramayana *Department Store* sangat bervariasi |  |  |  |  |  |
|  | **Diskon** |  |  |  |  |  |
| 5 | Harga diskon yang ditawarkan di Ramayana *Department Store* sebanding dengan kualitas produk  |  |  |  |  |  |
|  | **Keamanan dan Kenyamanan** |  |  |  |  |  |
| 6 | Keamanan dan kenyamanan saat parkir di PT. Ramayana Lestari Sentosa, Tbk cukup baik |  |  |  |  |  |
|  | **Iklan** |  |  |  |  |  |
| 7 | Iklan yang dibuat oleh Ramayana *Department Store* berbeda dengan *Department Store* lain |  |  |  |  |  |
|  | ***Personal Selling*** |  |  |  |  |  |
| 8 | Saya sebagai karyawan PT. Ramayana Lestari Sentosa, Tbk selalu menyampaikan produk baru ke konsumen |  |  |  |  |  |
|  | **Hubungan Masyarakat** |  |  |  |  |  |
| 9 | Saya berbelanja di Ramayana *Department Store* karena banyak promo diskon besar – besaran  |  |  |  |  |  |
|  | **Promosi** |  |  |  |  |  |
| 10 | Potongan harga yang diberikan oleh PT. Ramayana Lestari Sentosa, Tbk pada saat *midnight sale* cukup besar |  |  |  |  |  |

1. **Keputusan Pembelian(Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Pengenalan Masalah** |  |  |  |  |  |
| 1 | Saya berbelanja ke Ramayana *Department Store* karena untuk melengkapi kebutuhan  |  |  |  |  |  |
| 2.  | Saya berkunjung ke Ramayana *Department Store* untuk mendapatkan promo – promo murah yang tidak ada di *Department Store* lain |  |  |  |  |  |
|  | **Pencarian Informasi** |  |  |  |  |  |
| 3. | Saya selalu mendapatkan informasi terkait promo diskon besar – besaran yang diberikan oleh Ramayana *Department Store*  |  |  |  |  |  |
| 4. | Saya selalu mengamati acara apa saja yang diadakan oleh Ramayana *Department Store* |  |  |  |  |  |
|  | **Evaluasi Berbagai Alternatif** |  |  |  |  |  |
| 5 | Menurut saya kualitas produk yang dijual di Ramayana *Department Store* tidak jauh beda dengan kualitas yang ada di *Department Store* lainnya |  |  |  |  |  |
| 6 | Harga beli yang terdapat di Ramayana *Department Store* dapat dijangkau secara umum |  |  |  |  |  |
|  | **Keputusan Pembelian** |  |  |  |  |  |
| 7 | Saya selalu berbelanja di Ramayana *Department Store* karena sering mengadakan promo – promo menarik  |  |  |  |  |  |
| 8 | Saya selalu membeli kebutuhan sehari – hari saya di Ramayana *Department Store* karena lengkap dan murah |  |  |  |  |  |
|  | **Perilaku Pasca Pembelian** |  |  |  |  |  |
| 9 | Saya membeli produk dari merek tertentu di Ramayana *Department Store* karena kualitasnya bagus |  |  |  |  |  |
| 10 | Pelayanan yang memuaskan mempengaruhi keputusan pembelian konsumen pada sebuah perusahaan ritel |  |  |  |  |  |

**Lampiran 2**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 8,314 | 3,619 |  | 2,297 | ,024 |
| sumx | ,811 | ,085 | ,746 | 9,575 | ,000 |
| a. Dependent Variable: Keputusan Pembelian |

Tabel 4.32 Hasil Uji R Square (R2)Model Summary

|  |
| --- |
| **Model Summary** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,746a | ,557 | ,551 | 2,23681 |
| a. Predictors: (Constant), Promosi Midnigt Sale |

**Lampiran 3**

**Tabel Frekuensi Promosi Midnigt Sale (X)**

|  |
| --- |
| **x1** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 49 | 65,3 | 65,3 | 65,3 |
| SS | 26 | 34,7 | 34,7 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **x2** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 56 | 74,7 | 74,7 | 74,7 |
| SS | 19 | 25,3 | 25,3 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **x3** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 56 | 74,7 | 74,7 | 74,7 |
| SS | 19 | 25,3 | 25,3 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **x4** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 53 | 70,7 | 70,7 | 70,7 |
| SS | 22 | 29,3 | 29,3 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **x4** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 53 | 70,7 | 70,7 | 70,7 |
| SS | 22 | 29,3 | 29,3 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **x5** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | KS | 3 | 4,0 | 4,0 | 4,0 |
| S | 56 | 74,7 | 74,7 | 78,7 |
| SS | 16 | 21,3 | 21,3 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **x6** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 60 | 80,0 | 80,0 | 80,0 |
| SS | 15 | 20,0 | 20,0 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **x7** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | KS | 2 | 2,7 | 2,7 | 2,7 |
| S | 56 | 74,7 | 74,7 | 77,3 |
| SS | 17 | 22,7 | 22,7 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **x8** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | KS | 2 | 2,7 | 2,7 | 2,7 |
| S | 51 | 68,0 | 68,0 | 70,7 |
| SS | 22 | 29,3 | 29,3 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **x9** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | KS | 1 | 1,3 | 1,3 | 1,3 |
| S | 48 | 64,0 | 64,0 | 65,3 |
| SS | 26 | 34,7 | 34,7 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **x10** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 52 | 69,3 | 69,3 | 69,3 |
| SS | 23 | 30,7 | 30,7 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

**Tabel Frekuensi Keputusan Pembelian (Y)**

|  |
| --- |
| **y1** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 43 | 57,3 | 57,3 | 57,3 |
| SS | 32 | 42,7 | 42,7 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **y2** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 50 | 66,7 | 66,7 | 66,7 |
| SS | 25 | 33,3 | 33,3 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **y3** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 55 | 73,3 | 73,3 | 73,3 |
| SS | 20 | 26,7 | 26,7 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **y4** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 56 | 74,7 | 74,7 | 74,7 |
| SS | 19 | 25,3 | 25,3 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **y5** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 54 | 72,0 | 72,0 | 72,0 |
| SS | 21 | 28,0 | 28,0 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **y6** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | KS | 1 | 1,3 | 1,3 | 1,3 |
| S | 57 | 76,0 | 76,0 | 77,3 |
| SS | 17 | 22,7 | 22,7 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **y7** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 59 | 78,7 | 78,7 | 78,7 |
| SS | 16 | 21,3 | 21,3 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **y8** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 53 | 70,7 | 70,7 | 70,7 |
| SS | 22 | 29,3 | 29,3 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **y9** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 57 | 76,0 | 76,0 | 76,0 |
| SS | 18 | 24,0 | 24,0 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

|  |
| --- |
| **y10** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 48 | 64,0 | 64,0 | 64,0 |
| SS | 27 | 36,0 | 36,0 | 100,0 |
| Total | 75 | 100,0 | 100,0 |  |

**Lampiran 4**

**Tabulasi Variabel X**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Jumlah |
| 1 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 6 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 7 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 12 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 13 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 15 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 16 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 17 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 18 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 20 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 25 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 27 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 28 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 29 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 30 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| ∑X | 126 | 130 | 126 | 125 | 128 | 129 | 125 | 124 | 126 | 130 |  |
| ∑Y |  |  |  |  |  |  |  |  |  |  | 1269 |
| (∑X)2 | 15876 | 16900 | 15876 | 15625 | 16384 | 16641 | 15625 | 15376 | 15876 | 16900 |  |
| (∑Y)2 |  |  |  |  |  |  |  |  |  |  |  |
| ∑X.Y | 5360 | 5528 | 5354 | 5310 | 5440 | 5484 | 5319 | 5266 | 5360 | 5528 |  |
| ∑X2 | 534 | 570 | 534 | 525 | 552 | 561 | 527 | 516 | 534 | 570 |  |
| ∑Y2 |  |  |  |  |  |  |  |  |  |  | 53949 |

Tabulasi Variabel Y

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Jumlah |
| 1 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 2 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 6 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 46 |
| 7 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 12 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 14 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 15 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 16 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 20 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 21 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 24 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 25 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 26 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 29 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 30 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| ∑X | 128 | 135 | 128 | 130 | 125 | 124 | 124 | 126 | 128 | 135 |  |
| ∑Y |  |  |  |  |  |  |  |  |  |  | 1283 |
| (∑X)2 | 16384 | 18225 | 16384 | 16641 | 15876 | 15376 | 15376 | 15876 | 16384 | 18225 |  |
| (∑Y)2 |  |  |  |  |  |  |  |  |  |  | 1646089 |
| ∑X.Y | 5510 | 5805 | 5500 | 5543 | 5424 | 5332 | 5332 | 5424 | 5510 | 5805 |  |
| ∑X2 | 552 | 615 | 552 | 561 | 534 | 516 | 516 | 534 | 552 | 615 |  |
| ∑Y2 |  |  |  |  |  |  |  |  |  |  | 55185 |

**Hasil Uji Validitas Variabel Promosi Midnigt Sale (X)**

|  |
| --- |
| **Item-Total Statistics** |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| x1 | 38,1000 | 7,403 | 0,838 | . | ,869 |
| x2 | 37,9667 | 7,551 | 0,683 | . | ,883 |
| x3 | 38,1000 | 7,817 | 0,671 | . | ,882 |
| x4 | 38,1333 | 7,913 | 0,670 | . | ,882 |
| x5 | 38,0333 | 7,757 | 0,642 | . | ,886 |
| x6 | 38,0000 | 7,655 | 0,661 | . | ,885 |
| x7 | 38,1333 | 7,361 | 0,771 | . | ,874 |
| x8 | 38,1667 | 8,006 | 0,679 | . | ,882 |
| x9 | 38,1000 | 7,403 | 0,830 | . | ,869 |
| x10 | 37,9667 | 7,551 | 0,683 | . | ,883 |

Cronbach’s Alpha Variabel Independent Promosi Midnight Sale

 (X) Realiability Statistics

|  |  |  |
| --- | --- | --- |
| Variabel | *Cronbach Alpha* Hitung | Keterangan |
| Keragaman Produk | 0,890 | Reliabel |

**Hasil Uji Validitas Variabel Keputusan Pembelian**

|  |
| --- |
| **Item-Total Statistics** |
| Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| 38,5000 | 8,603 | 0,833 | . | ,903 |
| 38,2667 | 8,961 | 0,647 | . | ,919 |
| 38,5000 | 9,293 | 0,601 | . | ,919 |
| 38,4333 | 9,082 | 0,585 | . | ,918 |
| 38,6000 | 8,800 | 0,909 | . | ,900 |
| 38,6333 | 8,999 | 0,875 | . | ,902 |
| 38,6333 | 8,999 | 0,875 | . | ,902 |
| 38,5667 | 8,599 | 0,909 | . | ,898 |
| 38,5000 | 8,603 | 0,833 | . | ,903 |
| 38,2667 | 8,961 | 0,647 | . | ,919 |

Cronbach’s Alpha Variabel Dependent Keputusan Pembelian

 (Y) Realiability Statistics

|  |  |  |
| --- | --- | --- |
| Variabel | *Cronbach Alpha* Hitung | Keterangan |
| Keragaman Produk | 0,915 | Reliabel |

**Lampiran 5**

1. Uji Validitas
2. Promosi Midnight Sale (X1)
3. Pernyataan 1

Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5360\right)-(126)(1269)}{\sqrt{30(534-(126)^{2}}.30-\left(53949\right)-(1269)^{2}}$

 =$\frac{160800-159894}{\sqrt{16020-15876.1618470-1610361}}$

 =$\frac{906}{\sqrt{144.8109}}=\frac{906}{\sqrt{1167696}}=\frac{906}{1080,599}=0,838$

1. Pertanyaan 2

Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5528\right)-(130)(1269)}{\sqrt{30(534-(130)^{2}}.30-\left(53949\right)-(1269)^{2}}$

=$\frac{165840-164970}{\sqrt{17100-16900.1618470-1610361}}$

 =$\frac{870}{\sqrt{200.8109}}=\frac{870}{\sqrt{1621800}}=\frac{870}{1273,444}=0,683$

1. Pertanyaan 3

Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5354\right)-(126)(1269)}{\sqrt{30(534-(126)^{2}}.30-\left(53949\right)-(1269)^{2}}$

=$\frac{160620-159894}{\sqrt{16020-15876.1618470-1610361}}$

 =$\frac{762}{\sqrt{144.8109}}=\frac{762}{\sqrt{11667696}}=\frac{762}{1080,599}=0,671$

1. Pertanyaan 4

Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

=$\frac{30\left(5310\right)-(125)(1269)}{\sqrt{30(525-(125)^{2}}.30-\left(53949\right)-(1269)^{2}}$

=$\frac{159300-158625}{\sqrt{15750-15625.1618470-1610361}}$

=$\frac{675}{\sqrt{125.8109}}=\frac{675}{\sqrt{1013625}}=\frac{675}{1006,789}=0,670$

1. Pernyataan 5

Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

=$\frac{30\left(5440\right)-(128)(1269)}{\sqrt{30(552-(128)^{2}}.30-\left(53949\right)-(1269)^{2}}$

=$\frac{163200-162432}{\sqrt{16560-16384.1618470-1610361}}$

=$\frac{768}{\sqrt{176.8109}}=\frac{768}{\sqrt{1427184}}=\frac{768}{1194,648}=0,642$

1. Pernyataan 6

Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

=$\frac{30\left(5440\right)-(128)(1269)}{\sqrt{30(552-(128)^{2}}.30-\left(53949\right)-(1269)^{2}}$

=$\frac{163200-162432}{\sqrt{16560-16384.1618470-1610361}}$

=$\frac{819}{\sqrt{189.8109}}=\frac{819}{\sqrt{1532601}}=\frac{819}{1237,982}=0,661$

1. Pernyataan 7

Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(53219\right)-(125)(1269)}{\sqrt{30(527-(125)^{2}}.30-\left(53949\right)-(1269)^{2}}$

 =$\frac{159570-158625}{\sqrt{16830-15625.1618470-1610361}}$

 =$\frac{945}{\sqrt{189.8109}}=\frac{945}{\sqrt{1532601}}=\frac{945}{1237,982}=0,771$

1. Pernyataan 8

Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5266\right)-(124)(1269)}{\sqrt{30(516-(124)^{2}}.30-\left(53949\right)-(1269)^{2}}$

 =$\frac{157980-157356}{\sqrt{15480-15376.1618470-1610361}}$

 =$\frac{624}{\sqrt{104.8109}}=\frac{624}{\sqrt{843336}}=\frac{624}{918,333}=0,679$

1. Pernyataan 9

Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

=$\frac{30\left(5360\right)-(126)(1269)}{\sqrt{30(534-(126)^{2}}.30-\left(53949\right)-(1269)^{2}}$

=$\frac{160800-159894}{\sqrt{16020-15876.1618470-1610361}}$

=$\frac{906}{\sqrt{144.8109}}=\frac{906}{\sqrt{1167696}}=\frac{906}{11090,599}=0,830$

1. Pernyataan 10

Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

=$\frac{30\left(5528\right)-(130)(1269)}{\sqrt{30(570-(130)^{2}}.30-\left(53949\right)-(1269)^{2}}$

=$\frac{165840-164970}{\sqrt{17100-16900.1618470-1610361}}$

=$\frac{870}{\sqrt{200.8109}}=\frac{870}{\sqrt{1621800}}=\frac{870}{1273,499}=0,683$

1. Uji Validitas
2. Keputusan pembelian (Y)
3. Pernyataan 1

Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5510\right)-(128)(1283)}{\sqrt{30(552-(128)^{2}}.30-\left(55185\right)-(1283)^{2}}$

 =$\frac{165300-164224}{\sqrt{16560-16384.1655550-1646089}}$

 =$\frac{1076}{\sqrt{176.9461}}=\frac{1076}{\sqrt{1665136}}=\frac{1076}{1290,401}=0,833$

1. Pernyataan 2

 Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5805\right)-(135)(1283)}{\sqrt{30(615-(135)^{2}}.30-\left(55185\right)-(1283)^{2}}$

 =$\frac{174150-173205}{\sqrt{18450-18225.1655550-1646089}}$

 =$\frac{945}{\sqrt{225.9461}}=\frac{945}{\sqrt{2128725}}=\frac{945}{1459,015}=0,647$

1. Pernyataan 3

 Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5500\right)-(128)(1283)}{\sqrt{30(552-(128)^{2}}.30-\left(55185\right)-(1283)^{2}}$

 =$\frac{165000-164224}{\sqrt{16560-16384.1655550-1646089}}$

 =$\frac{776}{\sqrt{176.9461}}=\frac{776}{\sqrt{1665136}}=\frac{776}{1290,401}=0,601$

1. Pernyataan 4

 Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5543\right)-(129)(1283)}{\sqrt{30(561)-(129)^{2}}.30-\left(55185\right)-(1283)^{2}}$

 =$\frac{166290-165507}{\sqrt{16830-16641.1655550-1646089}}$

 =$\frac{783}{\sqrt{189.9461}}=\frac{783}{\sqrt{1788129}}=\frac{783}{1337,209}=0,585$

1. Pernyataan 5

 Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5524\right)-(126)(1283)}{\sqrt{30(534)-(126)^{2}}.30-\left(55185\right)-(1283)^{2}}$

 =$\frac{162720-161658}{\sqrt{16020-15876.1655550-1646089}}$

 =$\frac{1062}{\sqrt{144.9461}}=\frac{1062}{\sqrt{1362384}}=\frac{1062}{1167,212}=0,909$

1. Pernyataan 6

 Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5332\right)-(124)(1283)}{\sqrt{30(516-(124)^{2}}.30-\left(55185\right)-(1283)^{2}}$

 =$\frac{159960-159092}{\sqrt{15480-15376.1655550-1646089}}$

 =$\frac{868}{\sqrt{104.9461}}=\frac{868}{\sqrt{983944}}=\frac{868}{991,939}=0,875$

1. Pernyataan 7

 Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5332\right)-(124)(1283)}{\sqrt{30(516-(124)^{2}}.30-\left(55185\right)-(1283)^{2}}$

 =$\frac{159960-159092}{\sqrt{15480-15376.1655550-1646089}}$

 =$\frac{868}{\sqrt{104.9461}}=\frac{868}{\sqrt{983944}}=\frac{868}{991,939}=0,875$

1. Pernyataan 8

 Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5424\right)-(126)(1283)}{\sqrt{30(534-(126)^{2}}.30-\left(55185\right)-(1283)^{2}}$

 =$\frac{162720-161658}{\sqrt{16020-15876.1655550-1646089}}$

 =$\frac{1062}{\sqrt{144.9461}}=\frac{1062}{\sqrt{1362384}}=\frac{1062}{1167,212}=0,909$

1. Pernyataan 9

 Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5510\right)-(128)(1283)}{\sqrt{30(552-(128)^{2}}.30-\left(55185\right)-(1283)^{2}}$

 =$\frac{165300-164224}{\sqrt{16560-16384.1655550-1646089}}$

 =$\frac{1076}{\sqrt{176.9461}}=\frac{1076}{\sqrt{1665136}}=\frac{1076}{1290,401}=0,833$

1. Pernyataan 10

 Rhitung  = $\frac{n.(\sum\_{}^{}xy)-\sum\_{}^{}x.\sum\_{}^{}y}{\sqrt{n\sum\_{}^{}x^{2}}-(\sum\_{}^{}x)^{2}.n\sum\_{}^{}y^{2}-(\sum\_{}^{}y)^{2}}$

 =$\frac{30\left(5505\right)-(135)(1283)}{\sqrt{30(615-(135)^{2}}.30-\left(55185\right)-(1283)^{2}}$

 =$\frac{174150-173205}{\sqrt{18450-18225.1655550-1646089}}$

 =$\frac{955}{\sqrt{225.9461}}=\frac{955}{\sqrt{2128725}}=\frac{945}{1459,015}=0,647$

2. Uji Realibilitas

a. Promosi Midnight Sale

 S1=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{534-\frac{(126)^{2}}{30}}{30}$ = $\frac{4,8}{30}$ = 0,16

 S2=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{570-\frac{(130)^{2}}{30}}{30}$ = $\frac{6,67}{30}$ = 0,222

 S3=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{534-\frac{(126)^{2}}{30}}{30}$ = $\frac{4,8}{30}$ = 0,16

 S4=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{525-\frac{(1265}{30}}{30}$ = $\frac{4,2}{30}$ = 0,14

 S5=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{532-\frac{(128)^{2}}{30}}{30}$ = $\frac{5,87}{30}$ = 0,195

 S6=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{561-\frac{(129)^{2}}{30}}{30}$ = $\frac{6,3}{30}$ = 0,21

 S7=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{527-\frac{(125)^{2}}{30}}{30}$ = $\frac{6,2}{30}$ = 0,206

 S8=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{516-\frac{(124)^{2}}{30}}{30}$ = $\frac{3,467}{30}$ = 0,115

 S9=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{534-\frac{(126)^{2}}{30}}{30}$ = $\frac{4,8}{30}$ = 0,16

 S10=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{570-\frac{(130)^{2}}{30}}{30}$ = $\frac{6,67}{30}$ = 0,222

STotal = 0,16+0,222+0,16+0,14+0,195+0,21+0,206+0,115+0,16+0,222= 1,790

S2t= S1=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{53949-\frac{(1269)^{2}}{30}}{30}$ = $\frac{270,3}{30}$ = 9,010

r11 = $\left⌊\frac{k}{k-1}\right⌋$ $\left⌊1-\frac{\sum\_{}^{}s\_{t}^{2}}{s\_{t}^{2}}\right⌋$

 = $\left⌊\frac{10}{10-1}\right⌋\left⌊1-\frac{1,790}{9,010}\right⌋$

 = $\left⌊\frac{10}{9}\right⌋\left⌊1-0,198\right⌋$

 = 0,890

b. Keputusan Pembelian

 S1=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{552-\frac{(128)^{2}}{30}}{30}$ = $\frac{5,9}{30}$ = 0,196

 S2=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{615-\frac{(135)^{2}}{30}}{30}$ = $\frac{7,5}{30}$ = 0,25

 S3=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{552-\frac{(128)^{2}}{30}}{30}$ = $\frac{6,3}{30}$ = 0,196

 S4=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{561-\frac{(129)^{2}}{30}}{30}$ = $\frac{4,8}{30}$ = 0,21

 S5=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{534-\frac{(126)^{2}}{30}}{30}$ = $\frac{3,467}{30}$ = 0,16

 S6=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{516-\frac{(124)^{2}}{30}}{30}$ = $\frac{3,467}{30}$ = 0,115

 S7=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{516-\frac{(124)^{2}}{30}}{30}$ = $\frac{3,467}{30}$ = 0,115

 S8=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{534-\frac{(126)^{2}}{30}}{30}$ = $\frac{4,8}{30}$ = 0,16

 S9=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{552-\frac{(128)^{2}}{30}}{30}$ = $\frac{5,9}{30}$ = 0,196

 S10=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{615-\frac{(135)^{2}}{30}}{30}$ = $\frac{7,5}{30}$ = 0,25

 STotal = 0,196+0,25+0,196+0,21+0,16+0,115+0,115+0,16+0,196+0,25 = 1,848

 S2t= S1=$ \frac{\sum\_{x}^{}2-\frac{(\sum\_{}^{}x)^{2}}{N}}{N} $= $\frac{55185-\frac{(1283)^{2}}{30}}{30}$ = $\frac{315,4}{30}$ = 10,51

 r11 = $\left⌊\frac{k}{k-1}\right⌋$ $\left⌊1-\frac{\sum\_{}^{}s\_{t}^{2}}{s\_{t}^{2}}\right⌋$

 = $\left⌊\frac{5}{5-1}\right⌋\left⌊1-\frac{1,848}{10,51}\right⌋$

 = $\left⌊\frac{10}{9}\right⌋\left⌊1-0,176\right⌋$

 = 0,915

**Lampiran 6**

**Tabel Nilai-Nilai Dalam Distribusi t**

* **untuk uji dua fihak (two tail test)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **0,25** | **0,10** | **0,5** | **0,025** | **0,01** | **0,005** |

* **untuk uji satu pihak (one tail test)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Dk** | **0,50** | **0,20** | **0,10** | **0,050** | **0,02** | **0,010** |
| 1 | 1,000 | 3,078 | 6,314 | 12,706 | 31,821 | 63,657 |
| 2 | 0,816 | 1,886 | 2,920 | 4,303 | 6,965 | 9,925 |
| 3 | 0,765 | 1,638 | 2,353 | 3,182 | 4,541 | 5,841 |
| 4 | 0,741 | 1,533 | 2,132 | 2,776 | 3,747 | 4,604 |
| 5 | 0,727 | 1,486 | 2,015 | 2,571 | 3,365 | 4,032 |
| 6 | 0,718 | 1,440 | 1,943 | 2,447 | 3,143 | 3,707 |
| 7 | 0,711 | 1,415 | 1,865 | 2,365 | 2,998 | 3,499 |
| 8 | 0,705 | 1,397 | 1,860 | 2,306 | 2,896 | 3,355 |
| 9 | 0,703 | 1,383 | 1,833 | 2,262 | 2,821 | 3,260 |
| 10 | 0,700 | 1,372 | 1,812 | 2,228 | 2,764 | 3,165 |
| 11 | 0,697 | 1,363 | 1,796 | 2,201 | 2,718 | 3,106 |
| 12 | 0,685 | 1,356 | 1,782 | 2,178 | 2,681 | 2,855 |
| 13 | 0,692 | 1,350 | 1,771 | 2,160 | 2,650 | 3,012 |
| 14 | 0,691 | 1,345 | 1,761 | 2,145 | 2,624 | 2,977 |
| 15 | 0,690 | 1,341 | 1,753 | 2,132 | 2,623 | 2,947 |
| 16 | 0,689 | 1,337 | 1,746 | 2,120 | 2,583 | 2,921 |
| 17 | 0,688 | 1,333 | 1,740 | 2,110 | 2,567 | 2,888 |
| 18 | 0,688 | 1,330 | 1,743 | 2,101 | 2,552 | 2,878 |
| 19 | 0,687 | 1,328 | 1,729 | 2,093 | 2,530 | 2,861 |
| 20 | 0,687 | 1,325 | 1,725 | 2,086 | 2,528 | 2,845 |
| 21 | 0,686 | 1,323 | 1,721 | 2,000 | 2,518 | 2,831 |
| 22 | 6860, | 1,321 | 1,717 | 2,074 | 2,508 | 2,819 |
| 23 | 0,685 | 1,319 | 1,714 | 2,069 | 2,500 | 2,807 |
| 24 | 0,685 | 1,318 | 1,711 | 2,064 | 2,492 | 2,797 |
| 25 | 0,684 | 1,316 | 1,708 | 2,060 | 2,185 | 2,787 |
| 26 | 0,684 | 1,315 | 1,706 | 2,056 | 2,479 | 2,779 |
| 27 | 0,684 | 1,314 | 1,703 | 2,052 | 2,473 | 2,771 |
| 28 | 0,683 | 1,313 | 1,701 | 2,048 | 2,467 | 2,763 |
| 29 | 0,683 | 1,311 | 1,699 | 2,045 | 2,462 | 2,756 |
| 30 | 0,683 | 1,310 | 1,697 | 2,042 | 2,457 | 2,750 |
| 40 | 0,681 | 1,303 | 1,684 | **2,021** | 2,423 | 2,704 |
| 73 | 0,679 | 1,296 | 1,658 | 1,993 | 2,390 | 2,660 |
| 75 | 0,677 | 1,292 | 1,665 | 1,992 | 2,377 | 2,642 |
| α | 0,674 | 1,282 | 1,632 | 1,960 | 2,325 | 2,576 |

**Nilai-Nilai r Product Moment**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Taraf** |  | **Taraf** |  | **Taraf** |
| **N** | **Signifikan** | **N** | **Signifikan** | **N** | **Signifikan** |
|  |  |  |  |  |  |  |  |  |
|  | **5 %** | **1 %** |  | **5 %** | **1 %** |  | **5 %** | **1 %** |
|  |  |  |  |  |  |  |  |  |
| 3 | 0,997 | 0,999 | 27 | 0,381 | 0,487 | 55 | 0,266 | 0,345 |
| 4 | 0,950 | 0,990 | 28 | 0,374 | 0,476 | 60 | 0,254 | 0,330 |
| 5 | 0,878 | 0,959 | 29 | 0,367 | 0,470 | 65 | 0,244 | 0,317 |
| 6 | 0,811 | 0,917 | **30** | **0,361** | 0,463 | 70 | 0,235 | 0,306 |
| 7 | 0,754 | 0,874 | 31 | 0,355 | 0,456 | **75** | 0,227 | 0,296 |
| 8 | 0,707 | 0,834 | 32 | 0,349 | 0,449 | 80 | 0,220 | 0,285 |
| 9 | 0,686 | 0,798 | 33 | 0,344 | 0,442 | 85 | 0,213 | 0,278 |
| 10 | 0,632 | 0,765 | 34 | 0,339 | 0,436 | 90 | 0,207 | 0,270 |
| 11 | 0,582 | 0,735 | 35 | 0,334 | 0,430 | 95 | 0,202 | 0,283 |
| 12 | 0,576 | 0,708 | 36 | 0,329 | 0,424 | 100 | 0,195 | 0,256 |
| 13 | 0,553 | 0,684 | 37 | 0,325 | 0,418 | 125 | 0,173 | 0,225 |
| 14 | 0,532 | 0,661 | 38 | 0,320 | 0,413 | 150 | 0,159 | 0,216 |
| 15 | 0,514 | 0,641 | 39 | 0,316 | 0,408 | 175 | 0,149 | 0,183 |
| 16 | 0,497 | 0,623 | 40 | 0,312 | 0,403 | 200 | 0,138 | 0,161 |
| 17 | 0,482 | 0,606 | 41 | 0,308 | 0,398 | 300 | 0,113 | 0,148 |
| 18 | 0,488 | 0,590 | 42 | 0,304 | 0,393 | 400 | 0,098 | 0,128 |
| 19 | 0,458 | 0,575 | 43 | 0,301 | 0,389 | 500 | 0,068 | 0,116 |
| 20 | 0,444 | 0,561 | 44 | 0,297 | 0,384 | 600 | 0,080 | 0,105 |
| 21 | 0,433 | 0,549 | 45 | 0,294 | 0,380 | 700 | 0,074 | 0,097 |
| 22 | 0,423 | 0,537 | 46 | 0,291 | 0,376 | 800 | 0,070 | 0,091 |
| 23 | 0,413 | 0,526 | 47 | 0,288 | 0,372 | 900 | 0,065 | 0,086 |
| 24 | 0,404 | 0,515 | 48 | 0,284 | 0,368 | 1000 | 0,062 | 0,081 |
| 25 | 0,396 | 0,505 | 49 | 0,281 | 0,364 |  |  |  |
| 26 | 0,388 | 0,496 | 50 | 0,279 | 0,361 |  |  |  |
|  |  |  |  |  |  |  |  |  |

Tabulasi Data Variabel Promosi Midnight Sale (X)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **X1** | **X2** | **X3** | **X4** | **X5** | **X6** | **X7** | **X8** | **X9** | **X10** | **∑x** |
| **1** | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| **2** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **3** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **4** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **5** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **6** | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| **7** | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 45 |
| **8** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **9** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **10** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **11** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **12** | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| **13** | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| **14** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| **15** | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| **16** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| **17** | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| **18** | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| **19** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **20** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| **21** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **22** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **23** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **24** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **25** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **26** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **27** | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| **28** | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 46 |
| **29** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| **30** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| **31** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **32** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| **33** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| **34** | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| **35** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| **36** | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| **37** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| **38** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| **39** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 39 |
| **40** | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| **41** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 46 |
| **42** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **43** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **44** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **45** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **46** | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| **47** | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| **48** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **49** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **50** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **51** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **52** | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| **53** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 42 |
| **54** | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| **55** | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| **56** | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **57** | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 46 |
| **58** | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| **59** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **60** | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **61** | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 40 |
| **62** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **63** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **64** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **65** | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 41 |
| **66** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **67** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| **68** | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 46 |
| **69** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **70** | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 43 |
| **71** | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| **72** | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 41 |
| **73** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| **74** | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| **75** | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| **∑** | **326** | **319** | **319** | **322** | **313** | **315** | **315** | **320** | **325** | **323** | **3197** |

Tabulasi Data Variabel Keputusan Pembelian (Y)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **Y10** | **∑Y** |
| **1** | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 43 |
| **2** | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| **3** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **4** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **5** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **6** | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 46 |
| **7** | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| **8** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **9** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **10** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **11** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| **12** | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| **13** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **14** | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| **15** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **16** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| **17** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **18** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **19** | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 42 |
| **20** | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| **21** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
| **22** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **23** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **24** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
| **25** | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 43 |
| **26** | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| **27** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **28** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **29** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **30** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| **31** | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 45 |
| **32** | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| **33** | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| **34** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 42 |
| **35** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **36** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **37** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **38** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **39** | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| **40** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **41** | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |
| **42** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| **43** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **44** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **45** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **46** | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 46 |
| **47** | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 46 |
| **48** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **49** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **50** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **51** | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| **52** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| **53** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **54** | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| **55** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| **56** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| **57** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **58** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **59** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| **60** | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| **61** | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| **62** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **63** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **64** | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| **65** | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| **66** | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| **67** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **68** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **69** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **70** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **71** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **72** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **73** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| **74** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **75** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **∑** | **332** | **325** | **320** | **319** | **321** | **316** | **316** | **322** | **318** | **327** | **3216** |

**Tabulasi X dan Y**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No | X | Y | X2 | Y2 | ∑XY |
| **1** | 46 | 43 | 2116 | 1849 | 1978 |
| **2** | 40 | 42 | 1600 | 1764 | 1680 |
| **3** | 40 | 40 | 1600 | 1600 | 1600 |
| **4** | 50 | 50 | 2500 | 2500 | 2500 |
| **5** | 40 | 40 | 1600 | 1600 | 1600 |
| **6** | 45 | 46 | 2025 | 2116 | 2070 |
| **7** | 45 | 46 | 2025 | 2116 | 2070 |
| **8** | 40 | 40 | 1600 | 1600 | 1600 |
| **9** | 50 | 50 | 2500 | 2500 | 2500 |
| **10** | 40 | 40 | 1600 | 1600 | 1600 |
| **11** | 40 | 42 | 1600 | 1764 | 1680 |
| **12** | 46 | 43 | 2116 | 1849 | 1978 |
| **13** | 42 | 40 | 1764 | 1600 | 1680 |
| **14** | 39 | 43 | 1521 | 1849 | 1677 |
| **15** | 43 | 41 | 1849 | 1681 | 1763 |
| **16** | 41 | 41 | 1681 | 1681 | 1681 |
| **17** | 46 | 50 | 2116 | 2500 | 2300 |
| **18** | 42 | 40 | 1764 | 1600 | 1680 |
| **19** | 40 | 42 | 1600 | 1764 | 1680 |
| **20** | 41 | 43 | 1681 | 1849 | 1763 |
| **21** | 40 | 42 | 1600 | 1764 | 1680 |
| **22** | 40 | 40 | 1600 | 1600 | 1600 |
| **23** | 40 | 40 | 1600 | 1600 | 1600 |
| **24** | 40 | 42 | 1600 | 1764 | 1680 |
| **25** | 41 | 43 | 1681 | 1849 | 1763 |
| **26** | 40 | 42 | 1600 | 1764 | 1680 |
| **27** | 42 | 40 | 1764 | 1600 | 1680 |
| **28** | 46 | 50 | 2116 | 2500 | 2300 |
| **29** | 41 | 41 | 1681 | 1681 | 1681 |
| **30** | 43 | 41 | 1849 | 1681 | 1763 |
| **31** | 50 | 45 | 2500 | 2025 | 2250 |
| **32** | 44 | 42 | 1936 | 1764 | 1848 |
| **33** | 48 | 43 | 2304 | 1849 | 2064 |
| **34** | 44 | 42 | 1936 | 1764 | 1848 |
| **35** | 42 | 40 | 1764 | 1600 | 1680 |
| **36** | 44 | 50 | 1936 | 2500 | 2200 |
| **37** | 41 | 41 | 1681 | 1681 | 1681 |
| **38** | 43 | 41 | 1849 | 1681 | 1763 |
| **39** | 39 | 43 | 1521 | 1849 | 1677 |
| **40** | 42 | 40 | 1764 | 1600 | 1680 |
| **41** | 46 | 43 | 2116 | 1849 | 1978 |
| **42** | 40 | 42 | 1600 | 1764 | 1680 |
| **43** | 40 | 40 | 1600 | 1600 | 1600 |
| **44** | 50 | 50 | 2500 | 2500 | 2500 |
| **45** | 40 | 40 | 1600 | 1600 | 1600 |
| **46** | 45 | 46 | 2025 | 2116 | 2070 |
| **47** | 45 | 46 | 2025 | 2116 | 2070 |
| **48** | 40 | 40 | 1600 | 1600 | 1600 |
| **49** | 50 | 50 | 2500 | 2500 | 2500 |
| **50** | 40 | 40 | 1600 | 1600 | 1600 |
| **51** | 40 | 42 | 1600 | 1764 | 1680 |
| **52** | 46 | 43 | 2116 | 1849 | 1978 |
| **53** | 42 | 40 | 1764 | 1600 | 1680 |
| **54** | 39 | 43 | 1521 | 1849 | 1677 |
| **55** | 43 | 41 | 1849 | 1681 | 1763 |
| **56** | 41 | 41 | 1681 | 1681 | 1681 |
| **57** | 46 | 50 | 2116 | 2500 | 2300 |
| **58** | 42 | 40 | 1764 | 1600 | 1680 |
| **59** | 40 | 42 | 1600 | 1764 | 1680 |
| **60** | 41 | 43 | 1681 | 1849 | 1763 |
| **61** | 40 | 42 | 1600 | 1764 | 1680 |
| **62** | 40 | 40 | 1600 | 1600 | 1600 |
| **63** | 40 | 40 | 1600 | 1600 | 1600 |
| **64** | 40 | 42 | 1600 | 1764 | 1680 |
| **65** | 41 | 43 | 1681 | 1849 | 1763 |
| **66** | 40 | 42 | 1600 | 1764 | 1680 |
| **67** | 42 | 40 | 1764 | 1600 | 1680 |
| **68** | 46 | 50 | 2116 | 2500 | 2300 |
| **69** | 41 | 41 | 1681 | 1681 | 1681 |
| **70** | 43 | 41 | 1849 | 1681 | 1763 |
| **71** | 46 | 50 | 2116 | 2500 | 2300 |
| **72** | 41 | 41 | 1681 | 1681 | 1681 |
| **73** | 43 | 41 | 1849 | 1681 | 1763 |
| **74** | 44 | 41 | 1936 | 1681 | 1804 |
| **75** | 48 | 50 | 2304 | 2500 | 2400 |
| **∑** | 3197 | 3216 | 136975 | 138726 | 137653 |