Lampiran 1

**KUESIONER PENELITIAN**

Kepada Yth :

Bapak/ Ibu/ Saudara/ Saudari

Konsumen Suzuya di Medan

Dengan hormat,

 Saya Attiin Gina Marwahni mahasiswa program studi Manajemen Fakultas Ekonomi Universitas Muslim Nusantara Al-Washliyah, bermaksud mengadakan penelitian dengan judul “Pengaruh Persepsi Harga dan Kelengkapan Produk

 terhadap Keputusan Pembelian Ulang Konsumen Suzuya di Medan”. Diharapkan kesediaan saudara/i untuk meluangkan sedikit waktunya guna mengisi daftar pertanyaan ini dengan lengkap dan benar tanpa merasa terpaksa sehingga dapat membantu melengkapi data yang sangat peneliti butuhkan.

 Kuisioner ini ditujukan untuk para konsumen yang pernah melakukan pembelian produk di Suzuya Superstore Kampung Baru Medan atas bantuan dan kesediaan saudara/i peneliti ucapkan terimakasih.

 Hormat Saya,

 **Attiin Gina Marwahni**

 **153114076**

**IDENTITAS RESPONDEN**

**Jawablah pertanyaan dibawah ini untuk mengungkap indentitas /profil responden.**

1. **Indentitas Responden**

Nama :

Umur :

Jenis kelamin :

Pekerjaan :

Alamat :

1. **Petunjuk Pengisian**

 Di bawah ini terdapat sejumlah pertanyaan. Baca dan pahamilah pertanyaan dengan seksama, kemudian berikan respon saudara/i dengan cara memberikan tanda centang (√) pada kolom yang telah disediakan dengan satu pilihan jawaban.

Keterangan :

a. Sangat Setuju (SS) = 5

b. Setuju (S) = 4

c. Kurang Setuju (KS) = 3

d. Tidak Setuju (TS) = 2

e. Sangat Tidak Setuju (STS) = 1

**KUESIONER**

**KELENGKAPAN PRODUK (X1)**

|  |  |  |
| --- | --- | --- |
| No | Keterangan | Jawaban |
| SS | S | KS | TS | STS |
| 1 | **Keragaman produk yang dijual** |  |  |  |  |  |
| Produk yang ditawarkan di Suzuya sangat banyak ragam variasinya |  |  |  |  |  |
| 2 | Produk apa saja yang saya inginkan, pasti ada di Suzuya. |  |  |  |  |  |
| 3 | **Variasi produk yang di jual** |  |  |  |  |  |
| Variasi ragam dan jenis produk menarik saya |  |  |  |  |  |
| 4 | Pilihan ukuran, jenis, merek serta bentuk dan juga keragaman produk |  |  |  |  |  |
| 5 | Produk yang dijual di Suzuya sangat banyak ragamnya |  |  |  |  |  |
| 6 | **Ketersediaan produk yang di jual** |  |  |  |  |  |
| Produk apa saja yang saya inginkan pasti selalu tersedia di Suzuya |  |  |  |  |  |
| 7 | Menurut saya Suzuya adalah *shopping center* yang lengkap dan nyaman  |  |  |  |  |  |
| 8 | Suzuya selalu memiliki produk yang saya inginkan |  |  |  |  |  |
| 9 | **Macam merek yang tersedia** |  |  |  |  |  |
| Merek dan produk apa saja dapat ditemukan di Suzuya |  |  |  |  |  |
| 10 | Merek apa saja yang saya inginkan pasti tersedia di suzuya |  |  |  |  |  |

**PERSEPSI HARGA (X2)**

|  |  |  |
| --- | --- | --- |
| No | Keterangan | Jawaban |
| SS | S | KS | TS | STS |
| 1 | **Keterjangkauan harga** |  |  |  |  |  |
| Menurut saya harga yang di tawarkan sudah terjangkau |  |  |  |  |  |
| 2 | Menurut saya produk yang di jual di Suzuya sudah terjangkau |  |  |  |  |  |
| 3 | **Kesesuaian harga dengan kualitas** |  |  |  |  |  |
| Menurut saya harga yang di tawarkan Suzuya sudah sesuai dengan kualitasnya |  |  |  |  |  |
| 4 | Menurut saya harga yang di tawarkan di Suzuya sudah sangat murah |  |  |  |  |  |
| 5 | **Daya saing harga** |  |  |  |  |  |
| Saya membandingkan harga produk di Suzuya dengan *shopping* *center* lainnya |  |  |  |  |  |
| 6 | Saya lebih suka harga yang ditawarkan di Suzuya dibandingkan dengan shopping center lainnya |  |  |  |  |  |
| 7 | Menurut saya harga yang di Suzuya sangat murah dibandingkan dengan yang lain |  |  |  |  |  |
| 8 | **Kesesuaian harga dengan manfaat** |  |  |  |  |  |
| Menurut saya harga yang ditawarkan di Suzuya sudah sesuai dengan manfaat produk |  |  |  |  |  |
| 9 | Saya membeli produk dengan melihat manfaat dan harga yang saya inginkan  |  |  |  |  |  |
| 10 | Di Suzuya saya menemukan harga produk yang sesuai dengan manfaatnya bagi saya. |  |  |  |  |  |

**PEMBELIAN ULANG KONSUMEN (Y)**

|  |  |  |
| --- | --- | --- |
| No | Keterangan | Jawaban |
| SS | S | KS | TS | STS |
| 1 | **Melakukan pembelian ulang** |  |  |  |  |  |
| Anda membeli di Suzuya setelah mengetahui produknya memiliki kualitas yang baik, sehingga membuat anda ingin melakukan pembelian ulang |  |  |  |  |  |
| 2 | Anda melakukan pembelian ulang di Suzuya, karena anda merasa puas terhadap pelayanan yang diberikan Suzuya |  |  |  |  |  |
| 3 | Anda melakukan pembelian ulang, karena anda di layani dengan baik oleh para staff-nya |  |  |  |  |  |
| 4 | Anda melakukan pembelian ulang di Suzuya karena harga produk yang ditawarkan terjangkau |  |  |  |  |  |
| 5 | Anda melakukan pembelian ulang di Suzuya karena anda merasa puas terhadap pelayanan yang diberikan Suzuya |  |  |  |  |  |
| 6 | **Merekomendasikan pada orang lain** |  |  |  |  |  |
| Setelah belanja di Suzuya, anda akan merekomendasikan Suzuya pada teman anda untuk membeli kebutuhannya. |  |  |  |  |  |
| 7 | Anda akan mengajak teman anda untuk belanja di Suzuya bersama dengan anda |  |  |  |  |  |
| 8 | Anda akan merekomendasikan Suzuya sebagai shopping center yang lengkap dan nyaman pada teman anda |  |  |  |  |  |
| 9 | **Tidak ingin pindah ke superstore lain** |  |  |  |  |  |
| Anda memutuskan Suzuya shopping center yang nyaman untuk berbelanja |  |  |  |  |  |
| 10 | Anda memutuskan Suzuya akan menjadi shopping center yang akan anda kunjungi untuk berbelanja kebutuhan sehari-hari |  |  |  |  |  |

**Lampiran**

**OUTPUT SPSS**

1. **Data Karakteristik Responden**

**Frequency Table**

|  |
| --- |
| **Jenis Kelamin** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-laki | 22 | 22 | 22 | 22.4 |
| Perempuan | 76 | 78 | 78 | 100.0 |
| Total | 98 | 100.0 | 100.0 |  |

**2. Uji Validitas Dan Reliabilitas Kelengkapan Produk (X1)**

|  |
| --- |
| **Correlations** |
|  | skor\_total |
| item\_1 | Pearson Correlation | .477 |
| Sig. (2-tailed) | .008 |
| N | 30 |
| item\_2 | Pearson Correlation | .492 |
| Sig. (2-tailed) | .006 |
| N | 30 |
| item\_3 | Pearson Correlation | .758 |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_4 | Pearson Correlation | .350 |
| Sig. (2-tailed) | .058 |
| N | 30 |
| item\_5 | Pearson Correlation | .358 |
| Sig. (2-tailed) | .052 |
| N | 30 |
| item\_6 | Pearson Correlation | .713 |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_7 | Pearson Correlation | .641 |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_8 | Pearson Correlation | .142 |
| Sig. (2-tailed) | .454 |
| N | 30 |
| item\_9 | Pearson Correlation | .742 |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_10 | Pearson Correlation | .621 |
| Sig. (2-tailed) | .000 |
| N | 30 |
| skor\_total | Pearson Correlation | 1 |
| N | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .707 | 10 |

**3. Uji Validitas Dan Reliabilitas Persepsi Harga (X2)**

|  |
| --- |
| **Correlations** |
|  | skor\_total |
| item\_1 | Pearson Correlation | .526 |
| Sig. (2-tailed) | .003 |
| N | 30 |
| item\_2 | Pearson Correlation | .495 |
| Sig. (2-tailed) | .005 |
| N | 30 |
| item\_3 | Pearson Correlation | .488 |
| Sig. (2-tailed) | .006 |
| N | 30 |
| item\_4 | Pearson Correlation | .532 |
| Sig. (2-tailed) | .002 |
| N | 30 |
| item\_5 | Pearson Correlation | .498 |
| Sig. (2-tailed) | .005 |
| N | 30 |
| item\_6 | Pearson Correlation | .416 |
| Sig. (2-tailed) | .022 |
| N | 30 |
| item\_7 | Pearson Correlation | .774 |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_8 | Pearson Correlation | .328 |
| Sig. (2-tailed) | .077 |
| N | 30 |
| item\_9 | Pearson Correlation | .467 |
| Sig. (2-tailed) | .009 |
| N | 30 |
| item\_10 | Pearson Correlation | .601 |
| Sig. (2-tailed) | .000 |
| N | 30 |
| skor\_total | Pearson Correlation | 1 |
| N | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .672 | 10 |

**4. Uji Validitas Dan Reliabilitas Pembelian Ulang (Y)**

|  |
| --- |
| **Correlations** |
|  | skor\_total |
| item\_1 | Pearson Correlation | .538 |
| Sig. (2-tailed) | .002 |
| N | 30 |
| item\_2 | Pearson Correlation | .649 |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_3 | Pearson Correlation | .423 |
| Sig. (2-tailed) | .020 |
| N | 30 |
| item\_4 | Pearson Correlation | .406 |
| Sig. (2-tailed) | .026 |
| N | 30 |
| item\_5 | Pearson Correlation | .400 |
| Sig. (2-tailed) | .028 |
| N | 30 |
| item\_6 | Pearson Correlation | .622 |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_7 | Pearson Correlation | .756 |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_8 | Pearson Correlation | .459 |
| Sig. (2-tailed) | .011 |
| N | 30 |
| item\_9 | Pearson Correlation | .470 |
| Sig. (2-tailed) | .009 |
| N | 30 |
| item\_10 | Pearson Correlation | .568 |
| Sig. (2-tailed) | .001 |
| N | 30 |
| skor\_total | Pearson Correlation | 1 |
| N | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .718 | 10 |

**Uji Asumsi Klasik**

1. **Uji Normalitas**





**2. Uji Heterokedastisitas**



**3. Uji Multikolinieritas**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 16.852 | 4.110 |  | 4.101 | .000 |  |  |
| Kelengkapan Produk | .293 | .098 | .318 | 3.002 | .003 | .627 | 1.594 |
| Persepsi Harga | .336 | .109 | .325 | 3.074 | .003 | .627 | 1.594 |
| a. Dependent Variable: Pembelian Ulang |

**Regresi Linear Berganda dan Uji t**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 16.852 | 4.110 |  | 4.101 | .000 |
| Kelengkapan Produk | .293 | .098 | .318 | 3.002 | .003 |
| Persepsi Harga | .336 | .109 | .325 | 3.074 | .003 |
| a. Dependent Variable: Pembelian Ulang |

**Uji F**

|  |
| --- |
| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 237.922 | 2 | 118.961 | 23.693 | .000b |
| Residual | 476.987 | 95 | 5.021 |  |  |
| Total | 714.908 | 97 |  |  |  |
| a. Dependent Variable: Pembelian Ulang |
| b. Predictors: (Constant), Persepsi Harga, Kelengkapan Produk |

**Uji Koefisien Determinasi**

|  |
| --- |
| **Model Summaryb** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .577a | .333 | .319 | 2.241 |
| a. Predictors: (Constant), Persepsi Harga, Kelengkapan Produk |
| b. Dependent Variable: Pembelian Ulang |

**Data Tabulasi Kelengkapan Produk X1**

|  |  |  |
| --- | --- | --- |
| No | No Item Pertanyaan | Jumlah |
| X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 |
| 1 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 41 |
| 2 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 38 |
| 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 41 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 42 |
| 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 41 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 7 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 43 |
| 8 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 9 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 12 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 39 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 16 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 17 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 39 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 45 |
| 19 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 43 |
| 20 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 43 |
| 21 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 43 |
| 22 | 5 | 4 | 3 | 5 | 4 | 3 | 2 | 4 | 3 | 4 | 37 |
| 23 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 42 |
| 24 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 42 |
| 25 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 45 |
| 26 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 42 |
| 27 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 5 | 43 |
| 28 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 48 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 32 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 33 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 34 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 48 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 47 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 37 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 46 |
| 38 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 48 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 41 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 45 |
| 42 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 46 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 45 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 46 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 47 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 48 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 45 |
| 49 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 47 |
| 50 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 51 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 52 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 45 |
| 53 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 54 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 55 | 5 | 5 | 4 | 4 | 2 | 4 | 5 | 5 | 5 | 5 | 44 |
| 56 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 42 |
| 57 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 58 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 45 |
| 59 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 60 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 61 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 45 |
| 62 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 46 |
| 63 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 46 |
| 64 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 65 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 41 |
| 66 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 45 |
| 67 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 68 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 41 |
| 69 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 70 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 42 |
| 71 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 42 |
| 72 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 73 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 74 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 75 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 76 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 46 |
| 77 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 47 |
| 78 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 79 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 46 |
| 80 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 45 |
| 81 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 47 |
| 82 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 83 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 84 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 86 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 87 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 88 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 89 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |
| 90 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 91 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 46 |
| 92 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 93 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 94 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 95 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 96 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 97 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 98 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 46 |

*Sumber : Data diolah peneliti 2019*

**Data Tabulasi Persepsi Harga X2**

|  |  |  |
| --- | --- | --- |
| No | No Item Pertanyaan | Jumlah |
| X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 |
| 1 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 42 |
| 2 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| 3 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 40 |
| 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 40 |
| 5 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 5 | 4 | 40 |
| 6 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 44 |
| 7 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 9 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 10 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 14 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 16 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 17 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 18 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 19 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 41 |
| 20 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 42 |
| 21 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 46 |
| 22 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 40 |
| 23 | 5 | 5 | 4 | 3 | 2 | 5 | 4 | 3 | 5 | 5 | 41 |
| 24 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 46 |
| 25 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 44 |
| 26 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 44 |
| 27 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 44 |
| 28 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 29 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 45 |
| 30 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 31 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 48 |
| 32 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 33 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 44 |
| 34 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 45 |
| 35 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 44 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 37 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 38 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 48 |
| 39 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 44 |
| 40 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 41 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 48 |
| 42 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 44 |
| 43 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 44 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 45 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 45 |
| 46 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 42 |
| 47 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 46 |
| 48 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 45 |
| 49 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 48 |
| 50 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 44 |
| 51 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 52 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |
| 53 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 54 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 46 |
| 55 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 56 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 43 |
| 57 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 42 |
| 58 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 43 |
| 59 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 44 |
| 60 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 61 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 45 |
| 62 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 63 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 64 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 46 |
| 65 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 44 |
| 66 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 67 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 68 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 45 |
| 69 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 70 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 40 |
| 71 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 44 |
| 72 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 41 |
| 73 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 74 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 46 |
| 75 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| 76 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 77 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 78 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 42 |
| 79 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 47 |
| 80 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 81 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 82 | 3 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 42 |
| 83 | 3 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 5 | 41 |
| 84 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 45 |
| 85 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 43 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 44 |
| 87 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 46 |
| 88 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 48 |
| 89 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 47 |
| 90 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 46 |
| 91 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 46 |
| 92 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 46 |
| 93 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 46 |
| 94 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| 95 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 96 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 47 |
| 97 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 45 |
| 98 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 44 |

*Sumber : Data diolah peneliti 2019*

**Data Tabulasi Pembelian Ulang (Y)**

|  |  |  |
| --- | --- | --- |
| No | No Item Pertanyaan | Jumlah |
| Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 |
| 1 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| 2 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 44 |
| 3 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 46 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 6 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 7 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 43 |
| 8 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 40 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 38 |
| 10 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 11 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 38 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 13 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 40 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 16 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 18 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 19 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 44 |
| 20 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 21 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 44 |
| 22 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 41 |
| 23 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 39 |
| 24 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 42 |
| 25 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 42 |
| 26 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 44 |
| 27 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 42 |
| 28 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 46 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 30 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 31 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 32 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 48 |
| 33 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 35 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 36 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 46 |
| 37 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 45 |
| 38 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 40 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 48 |
| 41 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 44 |
| 42 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 43 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 48 |
| 45 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 48 |
| 46 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 47 |
| 47 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 44 |
| 48 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 49 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 50 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 51 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 52 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 53 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 47 |
| 54 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 46 |
| 55 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 43 |
| 56 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 57 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 58 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 46 |
| 59 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 60 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 61 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 44 |
| 62 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 63 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 45 |
| 64 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 65 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| 66 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 45 |
| 67 | 5 | 5 | 3 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 44 |
| 68 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 47 |
| 69 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 70 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 71 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 43 |
| 72 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 45 |
| 73 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 41 |
| 74 | 4 | 3 | 3 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 41 |
| 75 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 76 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 77 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 44 |
| 78 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 79 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 80 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 81 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 82 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 44 |
| 83 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 45 |
| 84 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 85 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 46 |
| 86 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 87 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 88 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 89 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 90 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 91 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 92 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 93 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 45 |
| 94 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 95 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 46 |
| 96 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 97 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 98 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |

*Sumber : Data diolah peneliti 2019*

**Hasil Jawaban Responden Terhadap Variabel (X) Dan (Y)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X1 | X2 | Y | X1.Y | X2.Y | X1.X2 | X12 | X22 | Y2 |
| 1 | 41 | 42 | 46 | 1886 | 1932 | 1722 | 1681 | 1764 | 2116 |
| 2 | 38 | 44 | 44 | 1672 | 1936 | 1672 | 1444 | 1936 | 1936 |
| 3 | 41 | 40 | 46 | 1886 | 1840 | 1640 | 1681 | 1600 | 2116 |
| 4 | 42 | 40 | 44 | 1848 | 1760 | 1680 | 1764 | 1600 | 1936 |
| 5 | 41 | 40 | 42 | 1722 | 1680 | 1640 | 1681 | 1600 | 1764 |
| 6 | 50 | 44 | 43 | 2150 | 1892 | 2200 | 2500 | 1936 | 1849 |
| 7 | 43 | 41 | 43 | 1849 | 1763 | 1763 | 1849 | 1681 | 1849 |
| 8 | 42 | 40 | 40 | 1680 | 1600 | 1680 | 1764 | 1600 | 1600 |
| 9 | 42 | 39 | 38 | 1596 | 1482 | 1638 | 1764 | 1521 | 1444 |
| 10 | 40 | 40 | 42 | 1680 | 1680 | 1600 | 1600 | 1600 | 1764 |
| 11 | 42 | 41 | 38 | 1596 | 1558 | 1722 | 1764 | 1681 | 1444 |
| 12 | 42 | 40 | 39 | 1638 | 1560 | 1680 | 1764 | 1600 | 1521 |
| 13 | 39 | 40 | 40 | 1560 | 1600 | 1560 | 1521 | 1600 | 1600 |
| 14 | 42 | 39 | 39 | 1638 | 1521 | 1638 | 1764 | 1521 | 1521 |
| 15 | 40 | 40 | 39 | 1560 | 1560 | 1600 | 1600 | 1600 | 1521 |
| 16 | 47 | 47 | 47 | 2209 | 2209 | 2209 | 2209 | 2209 | 2209 |
| 17 | 39 | 48 | 49 | 1911 | 2352 | 1872 | 1521 | 2304 | 2401 |
| 18 | 45 | 46 | 45 | 2025 | 2070 | 2070 | 2025 | 2116 | 2025 |
| 19 | 43 | 41 | 44 | 1892 | 1804 | 1763 | 1849 | 1681 | 1936 |
| 20 | 43 | 42 | 43 | 1849 | 1806 | 1806 | 1849 | 1764 | 1849 |
| 21 | 43 | 46 | 44 | 1892 | 2024 | 1978 | 1849 | 2116 | 1936 |
| 22 | 37 | 40 | 41 | 1517 | 1640 | 1480 | 1369 | 1600 | 1681 |
| 23 | 42 | 41 | 39 | 1638 | 1599 | 1722 | 1764 | 1681 | 1521 |
| 24 | 42 | 46 | 42 | 1764 | 1932 | 1932 | 1764 | 2116 | 1764 |
| 25 | 45 | 44 | 42 | 1890 | 1848 | 1980 | 2025 | 1936 | 1764 |
| 26 | 42 | 44 | 44 | 1848 | 1936 | 1848 | 1764 | 1936 | 1936 |
| 27 | 43 | 44 | 42 | 1806 | 1848 | 1892 | 1849 | 1936 | 1764 |
| 28 | 48 | 48 | 46 | 2208 | 2208 | 2304 | 2304 | 2304 | 2116 |
| 29 | 49 | 45 | 48 | 2352 | 2160 | 2205 | 2401 | 2025 | 2304 |
| 30 | 49 | 48 | 47 | 2303 | 2256 | 2352 | 2401 | 2304 | 2209 |
| 31 | 50 | 48 | 47 | 2350 | 2256 | 2400 | 2500 | 2304 | 2209 |
| 32 | 49 | 48 | 48 | 2352 | 2304 | 2352 | 2401 | 2304 | 2304 |
| 33 | 46 | 44 | 48 | 2208 | 2112 | 2024 | 2116 | 1936 | 2304 |
| 34 | 48 | 45 | 49 | 2352 | 2205 | 2160 | 2304 | 2025 | 2401 |
| 35 | 47 | 44 | 48 | 2256 | 2112 | 2068 | 2209 | 1936 | 2304 |
| 36 | 49 | 50 | 46 | 2254 | 2300 | 2450 | 2401 | 2500 | 2116 |
| 37 | 46 | 46 | 45 | 2070 | 2070 | 2116 | 2116 | 2116 | 2025 |
| 38 | 48 | 48 | 47 | 2256 | 2256 | 2304 | 2304 | 2304 | 2209 |
| 39 | 50 | 44 | 49 | 2450 | 2156 | 2200 | 2500 | 1936 | 2401 |
| 40 | 50 | 47 | 48 | 2400 | 2256 | 2350 | 2500 | 2209 | 2304 |
| 41 | 45 | 48 | 44 | 1980 | 2112 | 2160 | 2025 | 2304 | 1936 |
| 42 | 46 | 44 | 46 | 2116 | 2024 | 2024 | 2116 | 1936 | 2116 |
| 43 | 48 | 48 | 49 | 2352 | 2352 | 2304 | 2304 | 2304 | 2401 |
| 44 | 50 | 47 | 48 | 2400 | 2256 | 2350 | 2500 | 2209 | 2304 |
| 45 | 50 | 45 | 48 | 2400 | 2160 | 2250 | 2500 | 2025 | 2304 |
| 46 | 47 | 42 | 47 | 2209 | 1974 | 1974 | 2209 | 1764 | 2209 |
| 47 | 44 | 46 | 44 | 1936 | 2024 | 2024 | 1936 | 2116 | 1936 |
| 48 | 45 | 45 | 46 | 2070 | 2070 | 2025 | 2025 | 2025 | 2116 |
| 49 | 47 | 48 | 44 | 2068 | 2112 | 2256 | 2209 | 2304 | 1936 |
| 50 | 49 | 44 | 49 | 2401 | 2156 | 2156 | 2401 | 1936 | 2401 |
| 51 | 46 | 48 | 46 | 2116 | 2208 | 2208 | 2116 | 2304 | 2116 |
| 52 | 45 | 43 | 47 | 2115 | 2021 | 1935 | 2025 | 1849 | 2209 |
| 53 | 46 | 48 | 47 | 2162 | 2256 | 2208 | 2116 | 2304 | 2209 |
| 54 | 45 | 46 | 46 | 2070 | 2116 | 2070 | 2025 | 2116 | 2116 |
| 55 | 44 | 45 | 43 | 1892 | 1935 | 1980 | 1936 | 2025 | 1849 |
| 56 | 42 | 43 | 49 | 2058 | 2107 | 1806 | 1764 | 1849 | 2401 |
| 57 | 42 | 42 | 48 | 2016 | 2016 | 1764 | 1764 | 1764 | 2304 |
| 58 | 45 | 43 | 46 | 2070 | 1978 | 1935 | 2025 | 1849 | 2116 |
| 59 | 46 | 44 | 45 | 2070 | 1980 | 2024 | 2116 | 1936 | 2025 |
| 60 | 46 | 46 | 47 | 2162 | 2162 | 2116 | 2116 | 2116 | 2209 |
| 61 | 45 | 45 | 44 | 1980 | 1980 | 2025 | 2025 | 2025 | 1936 |
| 62 | 46 | 47 | 43 | 1978 | 2021 | 2162 | 2116 | 2209 | 1849 |
| 63 | 46 | 47 | 45 | 2070 | 2115 | 2162 | 2116 | 2209 | 2025 |
| 64 | 46 | 46 | 48 | 2208 | 2208 | 2116 | 2116 | 2116 | 2304 |
| 65 | 41 | 44 | 46 | 1886 | 2024 | 1804 | 1681 | 1936 | 2116 |
| 66 | 45 | 45 | 45 | 2025 | 2025 | 2025 | 2025 | 2025 | 2025 |
| 67 | 45 | 45 | 44 | 1980 | 1980 | 2025 | 2025 | 2025 | 1936 |
| 68 | 41 | 45 | 47 | 1927 | 2115 | 1845 | 1681 | 2025 | 2209 |
| 69 | 46 | 45 | 47 | 2162 | 2115 | 2070 | 2116 | 2025 | 2209 |
| 70 | 42 | 40 | 46 | 1932 | 1840 | 1680 | 1764 | 1600 | 2116 |
| 71 | 42 | 44 | 43 | 1806 | 1892 | 1848 | 1764 | 1936 | 1849 |
| 72 | 46 | 41 | 45 | 2070 | 1845 | 1886 | 2116 | 1681 | 2025 |
| 73 | 47 | 47 | 41 | 1927 | 1927 | 2209 | 2209 | 2209 | 1681 |
| 74 | 46 | 46 | 41 | 1886 | 1886 | 2116 | 2116 | 2116 | 1681 |
| 75 | 46 | 45 | 46 | 2116 | 2070 | 2070 | 2116 | 2025 | 2116 |
| 76 | 46 | 46 | 46 | 2116 | 2116 | 2116 | 2116 | 2116 | 2116 |
| 77 | 47 | 46 | 44 | 2068 | 2024 | 2162 | 2209 | 2116 | 1936 |
| 78 | 47 | 42 | 45 | 2115 | 1890 | 1974 | 2209 | 1764 | 2025 |
| 79 | 46 | 47 | 49 | 2254 | 2303 | 2162 | 2116 | 2209 | 2401 |
| 80 | 45 | 42 | 44 | 1980 | 1848 | 1890 | 2025 | 1764 | 1936 |
| 81 | 47 | 46 | 46 | 2162 | 2116 | 2162 | 2209 | 2116 | 2116 |
| 82 | 45 | 42 | 44 | 1980 | 1848 | 1890 | 2025 | 1764 | 1936 |
| 83 | 45 | 41 | 45 | 2025 | 1845 | 1845 | 2025 | 1681 | 2025 |
| 84 | 46 | 45 | 46 | 2116 | 2070 | 2070 | 2116 | 2025 | 2116 |
| 85 | 42 | 43 | 46 | 1932 | 1978 | 1806 | 1764 | 1849 | 2116 |
| 86 | 44 | 44 | 45 | 1980 | 1980 | 1936 | 1936 | 1936 | 2025 |
| 87 | 49 | 46 | 44 | 2156 | 2024 | 2254 | 2401 | 2116 | 1936 |
| 88 | 50 | 48 | 48 | 2400 | 2304 | 2400 | 2500 | 2304 | 2304 |
| 89 | 47 | 47 | 49 | 2303 | 2303 | 2209 | 2209 | 2209 | 2401 |
| 90 | 44 | 46 | 46 | 2024 | 2116 | 2024 | 1936 | 2116 | 2116 |
| 91 | 46 | 46 | 44 | 2024 | 2024 | 2116 | 2116 | 2116 | 1936 |
| 92 | 46 | 46 | 44 | 2024 | 2024 | 2116 | 2116 | 2116 | 1936 |
| 93 | 45 | 46 | 45 | 2025 | 2070 | 2070 | 2025 | 2116 | 2025 |
| 94 | 44 | 46 | 43 | 1892 | 1978 | 2024 | 1936 | 2116 | 1849 |
| 95 | 48 | 44 | 46 | 2208 | 2024 | 2112 | 2304 | 1936 | 2116 |
| 96 | 46 | 47 | 48 | 2208 | 2256 | 2162 | 2116 | 2209 | 2304 |
| 97 | 46 | 45 | 44 | 2024 | 1980 | 2070 | 2116 | 2025 | 1936 |
| 98 | 46 | 44 | 45 | 2070 | 1980 | 2024 | 2116 | 1936 | 2025 |
|  | 4410 | 4356 | 4407 | 198715 | 196246 | 196478 | 199290 | 194290 | 198895 |

*Sumber : Data diolah peneliti 2019*

**PERHITUNGAN MANUAL**

1. Data untuk mencari hubungan variabel X1 dan Y

X1 =4410

Y =4407

X12 =199290

Y2 =198895

∑X1.Y =198715

1. Data untuk mencari hubungan variabel X2 dan Y

X2 =4356

Y =4407

X22 =194290

Y2 =198895

∑X2.Y =196246

1. Data untuk mencari hubungan variabel X1 dan X2

X1 =4410

X2 =4407

X12 =199290

X22 =194290

∑X1.X2 =196478

1. Uji r
2. $ rxy  = \frac{n (∑xy)-(∑x)(∑y)}{\sqrt{[n(∑x^{2})-\left(∑x\right)^{2}.n(∑y^{2})-\left(∑y\right)^{2}]}}$

$$ rx1y = \frac{n (∑x1y)-(∑x1)(∑y)}{\sqrt{[n∑x1^{2}-\left(∑x1\right)^{2}.n(∑y^{2})-\left(∑y\right)^{2}]}}$$

$$ = \frac{98\left(198715\right)-\left(4410\right)(4407)}{\sqrt{98\left(199290\right)-\left(4410\right)^{2}.98\left(198895\right)-(4407)²}}$$

$$ = \frac{\left(19474070\right)-\left(19434870\right)}{\sqrt{\left(19530420\right)-(19448100).\left(19491710\right)-(19421649)}} $$

 $= \frac{\left(39200\right)}{\sqrt{(82320).\left(70061\right)}} $

 $= \frac{39200}{\sqrt{(5767421520)}} $

$$ = \frac{\left(39200\right)}{75944}$$

$$ = 0,51617$$

1. Uji r

$$ rxy  = \frac{n (∑xy)-(∑x)(∑y)}{\sqrt{[n(∑x^{2})-\left(∑x\right)^{2}.n(∑y^{2})-\left(∑y\right)^{2}]}}$$

$$ rx1y = \frac{n (∑x1y)-(∑x1)(∑y)}{\sqrt{[n∑x1^{2}-\left(∑x1\right)^{2}.n(∑y^{2})-\left(∑y\right)^{2}]}}$$

$$ = \frac{98\left(196246\right)-\left(4356\right)(4407)}{\sqrt{98\left(194290\right)-\left(4356\right)^{2}.98\left(198895\right)-(4407)²}}$$

 $= \frac{\left(19232108\right)-\left(19196892\right)}{\sqrt{\left(19040420\right)-(18974736).19491710-(19421649)}} $

$$ = \frac{\left(35216\right)}{\sqrt{(65684).\left(70061\right)}} $$

$$ = \frac{\left(35216\right)}{\sqrt{(4601886724)}} $$

$$ = \frac{\left(35216\right)}{67837}$$

$$ = 0,51913$$

1. Uji r

 $rxy=\frac{n (∑xy)-(∑x)(∑y)}{\sqrt{[n(∑x^{2})-\left(∑x\right)^{2}.n(∑y^{2})-\left(∑y\right)^{2}]}}$

 $rx1y = \frac{n (∑x1y)-(∑x1)(∑y)}{\sqrt{[n∑x1^{2}-\left(∑x1\right)^{2}.n(∑y^{2})-\left(∑y\right)^{2}]}}$

$$ = \frac{98\left(196478\right)-\left(4410\right)(4356)}{\sqrt{98\left(199290\right)-\left(4410\right)^{2}.98\left(194290\right)-(4356)²}}$$

$$ = \frac{\left(19254844\right)-\left(19209960\right)}{\sqrt{\left(19530420\right)-(19448100)\left(19040420\right)-(18974736)}} $$

 $= \frac{\left(44884\right)}{\sqrt{(83230).\left(65684\right)}} $

$$ = \frac{\left(44884\right)}{\sqrt{(5466879320)}} $$

$$ = \frac{\left(44884\right)}{73938}$$

$$ = 0,60705$$

1. *Ryx1x2*  = $\sqrt{\frac{\left(ryX1\right)²+\left(ryX2\right)^{2}-2\left(ryX1\right)\left(ryX2\right)(rX1X2) }{1-r(X1X2)²}}$

 = $\sqrt{\frac{\left(0,51617\right)²+(0,51913)^{2}-2\left(0,51617\right)\left(0,51913\right)(0,60705) }{1-(0,60705)²}}$

 = $\sqrt{\frac{\left(0,2664314689\right)+(0,2694959569)-(0,3253294251026) }{1-(0,3685097025)}}$

 = $\sqrt{\frac{\left(0,5359274258\right)-(0,3253294251) }{(0,6314902975,)}}$

 = $\sqrt{\frac{(0,2105980007) }{(0,631490297)}}$

 = $\sqrt{0,333493645}$

 = 0,577489086 (dibulatkan menjadi 0,58)

1. Uji T

 = $\frac{r\sqrt{n-2}}{\sqrt{1-r²}}$

 = $\frac{0,577\sqrt{98-2}}{\sqrt{1-0,57748}}$

 = $\frac{0,577 \sqrt{96}}{\sqrt{0,42252}}$

 = $\frac{(0,577)(9,797)}{0,650015}$

 = $\frac{5,653422}{0,650015}$

 = 8,697

1. Uji F

 F = $\frac{R²̸k}{\left(1-R^{2}\right) /(n-k-1)}$

 = $\frac{0,577489² / 2}{\left(1-0,57748^{2}\right) /(98-2-1)}$

 = $\frac{0,333493545121/2}{\left(1-0,333493545121\right)/ (95)}$

 = $\frac{0,1667467725605}{(0,66506454879)/(95)}$

 = $\frac{0,1667467725605}{0,0070158574197}$

 = 23,7671267

 = 23,7

1. Uji Determinasi

D = R² x 100%

= $0,577489086 $² x 100%

= 0,3334936444491 x 100%

= 0,3334936444491 (Dibulatkan menjadi 33,3%)