Lampiran 1

**LEMBAR PERNYATAAN KUESIONER**

**Pengaruh Promosi Dan Kualitas Produk Terhadap**

**Kepuasan Konsumen Pada Pembelian Kecap**

**Bango (Studi Kasus Pada Masyarakat**

**Kelurahan Harjosari I**

**Medan Amplas)**

Terimakasih sebelumnya penulis ucapkan atas ketersediaan saudara/I untuk mengisi kuesioner. Kuesioner ini sangat berguna bagi penulis sebagai bahan penelitian bagi penulis yang merupakan salah satu syarat dalam menyelesaian skripsi. Penulisan mengaharapkan agar pengisian kuesioner ini benar-benar sesuai dengan pendapat dan hati nurani anda. Terimakasih atas kerjasamanya.

**IDENTITAS RESPONDEN**

Nama :

Jenis Kelamin :

**PETUNJUK PENGISIAN**

Isilah dengan member tanda cetang (✓) pada kolom yang teah disediakan

1. STS = Sangat Tidak Setuju
2. TS = Tidak Setuju
3. KS = Kurang Setuju
4. S =Setuju
5. SS = Sangat Setuju

**PERTANYAAN PENELITIAN**

1. **Pertanyaan Promosi**

|  |  |  |
| --- | --- | --- |
| No | Keterangan | Jawaban |
| STS | TS | KS | S | SS |
| 1 | Iklan kecap Bango mampu tersebar secara meluas sehingga masyarakat dengan mudah mengetahui tentang produk kecap Bango |  |  |  |  |  |
| 2 | Tampilan iklan di TV menarik dan mudah diingat dalam memperkenalkan produk kecap Bango. |  |  |  |  |  |
| 3 | Produk kecap Bango sering mengadakan festival untuk memperkenalkan produknya langsung kepada masyarakat.  |  |  |  |  |  |
| 4 | Penggunaan bintang iklan pada iklan produk kecap Bango membuat masyarakat lebih tertarik untuk membeli produk kecap Bango. |  |  |  |  |  |
| 5 | Promosi yang ditawarkan perusahaan mampu membujuk masyarakat untuk membeli produk kecap Bango. |  |  |  |  |  |
| 6 | Pemberin hadiah pada masa kegiatan promosi produk akan lebih menarik masyarakat untuk membeli produk kecap Bango |  |  |  |  |  |
| 7 | Banyaknya orang yang menawarkan produk kecap Bango kepada masyarakat sehingga membuat masyarakat semakin termotivasi untuk menggunakannya.  |  |  |  |  |  |
| 8 | iklan yang disampaikan mampu memberikan masyarakat keyakinan terhadap kualitas produk. |  |  |  |  |  |
| 9 | Informasi dari penjelasan yang diberikan menarik, jelas, dan sesuai dengan kenyataan sehingga masyarakat berminat menggunakannya. |  |  |  |  |  |
| 10 | Masyarakat lebih yakin dengan orang yang menyampaikan langsung informasi tentang produk kecap Bango dari pada melalui iklan. |  |  |  |  |  |

1. **Pertanyaan Kualitas Produk**

|  |  |  |
| --- | --- | --- |
| No | Keterangan | Jawaban |
| STS | TS | KS | S | SS |
| 1 | Produk kecap Bango mudah dalam penggunaannya |  |  |  |  |  |
| 2 | Kemudahan penggunaan yang kecap Bango berikan sesuai dengan spesifikasi yang masyarakat inginkan. |  |  |  |  |  |
| 3 | Masyarakat merasa produk kecap Bango memiliki daya tahan yang baik.  |  |  |  |  |  |
| 4 | Masyarakat merasa puas ketika menggunakan produk kecap Bango. |  |  |  |  |  |
| 5 | Masyarakat merasa produk kecap Bango dapat memberikan reputasi yang baik.  |  |  |  |  |  |
| 6 | Produk kecap Bango mampu memberikan kesan kualitas yang baik kepada masyarakat.  |  |  |  |  |  |
| 7 | Saya merasa ukuran produk kecap Bango sangat bervariasi  |  |  |  |  |  |
| 8 | Tampian warna hijau pada produk kecap Bango membuat masyarakat tertarik untuk membeli produk kecap Bango |  |  |  |  |  |

1. **Pertanyaan Kepuasan Konsumen**

|  |  |  |
| --- | --- | --- |
| no | Keterangan | Jawaban |
| STS | TS | KS | S | SS |
| 1 | Masyarakat percayakan kecap Bango untuk dikonsumsi setiap hari.  |  |  |  |  |  |
| 2 | Masyarakat memilih produk kecap Bango karena telah merasa puas denga kecap Bango. |  |  |  |  |  |
| 3 | Masyarakat tidak ada keraguan lagi ketika membeli produk kecap Bango  |  |  |  |  |  |
| 4 | masyarakat selalu membeli produk kecap Bango |  |  |  |  |  |
| 5 | Masyarakat merekomendasikan produk kecap Bango kepada orang lain  |  |  |  |  |  |
| 6 | Masyarakat melakukan pembelian ullang pada produk kecap Bango karena merasakan kualitas produk kecap Bango |  |  |  |  |  |
| 7 | Secara keseluruhan baik rasa, bentuk dan ukuran dll saya merasa puas atas produk kecap Bango |  |  |  |  |  |
| 8 | Masyarakat membeli ulang Karen produk kecap Bango sesuai dengan keinginan yang masyarakat yang saya harapakan.  |  |  |  |  |  |

Lampiran 2

**Data Tabulasi Jawaban 70 Responden**

1. Variabe Bebas (X1) = Promosi

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| no | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | X1 |
| 1 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 25 |
| 2 | 3 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 22 |
| 3 | 2 | 3 | 1 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 24 |
| 4 | 3 | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 27 |
| 5 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 24 |
| 6 | 5 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 29 |
| 7 | 4 | 2 | 2 | 4 | 2 | 2 | 3 | 4 | 3 | 3 | 29 |
| 8 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 2 | 3 | 28 |
| 9 | 4 | 2 | 3 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 28 |
| 10 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 1 | 2 | 23 |
| 11 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 23 |
| 12 | 2 | 2 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 24 |
| 13 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 1 | 2 | 23 |
| 14 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 4 | 4 | 3 | 33 |
| 15 | 3 | 2 | 2 | 2 | 2 | 4 | 4 | 3 | 3 | 2 | 27 |
| 16 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 32 |
| 17 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 32 |
| 18 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 23 |
| 19 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 23 |
| 20 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 28 |
| 21 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 24 |
| 22 | 4 | 2 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 31 |
| 23 | 4 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 30 |
| 24 | 2 | 2 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 24 |
| 25 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 33 |
| 26 | 3 | 2 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 31 |
| 27 | 4 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 4 | 30 |
| 28 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 2 | 3 | 4 | 32 |
| 29 | 5 | 3 | 2 | 4 | 3 | 3 | 2 | 3 | 4 | 3 | 32 |
| 30 | 2 | 2 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 24 |
| 31 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 23 |
| 32 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 33 |
| 33 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 25 |
| 34 | 2 | 2 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 24 |
| 35 | 3 | 1 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 24 |
| 36 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 23 |
| 37 | 3 | 4 | 2 | 3 | 4 | 3 | 3 | 4 | 2 | 4 | 32 |
| 38 | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 3 | 3 | 3 | 24 |
| 39 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 23 |
| 40 | 2 | 2 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 24 |
| 41 | 3 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 24 |
| 42 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | ~~3~~ | 3 | 34 |
| 43 | 4 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 33 |
| 44 | 4 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | 3 | 31 |
| 45 | 5 | 4 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 34 |
| 46 | 4 | 3 | 2 | 3 | 3 | 2 | 3 | 5 | 3 | 3 | 31 |
| 47 | 2 | 2 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 24 |
| 48 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 33 |
| 49 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 23 |
| 50 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 23 |
| 51 | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 32 |
| 52 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 32 |
| 53 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 23 |
| 54 | 4 | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 3 | 24 |
| 55 | 3 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 4 | 25 |
| 56 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 24 |
| 57 | 2 | 3 | 4 | 2 | 4 | 2 | 2 | 2 | 3 | 2 | 26 |
| 58 | 4 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 33 |
| 59 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 25 |
| 60 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 32 |
| 61 | 3 | 2 | 4 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 27 |
| 62 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 24 |
| 63 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 34 |
| 64 | 2 | 2 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 24 |
| 65 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 35 |
| 66 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 25 |
| 67 | 5 | 4 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 4 | 35 |
| 68 | 3 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 22 |
| 69 | 3 | 2 | 2 | 4 | 2 | 3 | 3 | 2 | 3 | 2 | 26 |
| 70 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 25 |

1. Variabel Bebas (X2) = Kualitas Produk

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | X2 |
| 1 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 20 |
| 2 | 2 | 2 | 2 | 1 | 3 | 2 | 2 | 2 | 16 |
| 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 27 |
| 5 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 6 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 24 |
| 7 | 4 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 23 |
| 8 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 23 |
| 9 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 24 |
| 10 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 11 | 3 | 3 | 2 | 3 | 3 | 1 | 2 | 2 | 19 |
| 12 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 13 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 14 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 29 |
| 15 | 4 | 3 | 2 | 4 | 3 | 3 | 3 | 4 | 26 |
| 16 | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 4 | 24 |
| 17 | 4 | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 26 |
| 18 | 2 | 3 | 2 | 3 | 1 | 2 | 3 | 2 | 18 |
| 19 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 20 | 3 | 4 | 3 | 2 | 3 | 2 | 3 | 4 | 24 |
| 21 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 22 | 3 | 2 | 3 | 4 | 2 | 3 | 3 | 4 | 24 |
| 23 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 20 |
| 24 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 25 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 23 |
| 26 | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 26 |
| 27 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 25 |
| 28 | 3 | 4 | 3 | 4 | 2 | 2 | 3 | 3 | 24 |
| 29 | 3 | 4 | 2 | 3 | 3 | 3 | 4 | 2 | 24 |
| 30 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 31 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 32 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 23 |
| 33 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 34 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 19 |
| 35 | 2 | 3 | 2 | 3 | 1 | 2 | 3 | 2 | 18 |
| 36 | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 5 | 32 |
| 37 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 36 |
| 38 | 4 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 19 |
| 39 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 18 |
| 40 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 37 |
| 41 | 3 | 2 | 2 | 3 | 1 | 3 | 3 | 2 | 19 |
| 42 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 43 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 37 |
| 44 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 31 |
| 45 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 46 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 33 |
| 47 | 2 | 5 | 3 | 4 | 4 | 2 | 3 | 4 | 27 |
| 48 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 18 |
| 49 | 2 | 4 | 3 | 3 | 3 | 5 | 4 | 3 | 27 |
| 50 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 51 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 52 | 4 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 26 |
| 53 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 27 |
| 54 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 29 |
| 55 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 56 | 3 | 2 | 3 | 2 | 3 | 1 | 2 | 2 | 18 |
| 57 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 18 |
| 58 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 30 |
| 59 | 3 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 29 |
| 60 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 25 |
| 61 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 31 |
| 62 | 3 | 1 | 2 | 3 | 3 | 2 | 2 | 3 | 19 |
| 63 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 30 |
| 64 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 19 |
| 65 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 29 |
| 66 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 24 |
| 67 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 27 |
| 68 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 18 |
| 69 | 3 | 3 | 2 | 4 | 3 | 3 | 2 | 3 | 23 |
| 70 | 4 | 3 | 2 | 3 | 4 | 2 | 4 | 3 | 25 |

1. Variabel Terikat (Y) = Kepuasan Konsumen

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Y1 |
| 1 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 21 |
| 2 | 3 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 17 |
| 3 | 3 | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 18 |
| 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 32 |
| 5 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 6 | 4 | 4 | 3 | 3 | 3 | 5 | 3 | 5 | 30 |
| 7 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 30 |
| 8 | 4 | 2 | 3 | 4 | 2 | 3 | 3 | 3 | 24 |
| 9 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 24 |
| 10 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 11 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 12 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 20 |
| 13 | 4 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 23 |
| 14 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 15 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 26 |
| 16 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 26 |
| 17 | 3 | 4 | 2 | 3 | 3 | 4 | 3 | 3 | 25 |
| 18 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 19 |
| 19 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 18 |
| 20 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 24 |
| 21 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 25 |
| 22 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 2 | 26 |
| 23 | 3 | 2 | 3 | 3 | 2 | 4 | 3 | 3 | 23 |
| 24 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 23 |
| 25 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 22 |
| 26 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 20 |
| 27 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 2 | 25 |
| 28 | 3 | 4 | 2 | 3 | 2 | 3 | 3 | 4 | 24 |
| 29 | 3 | 2 | 4 | 2 | 3 | 3 | 2 | 3 | 22 |
| 30 | 2 | 3 | 2 | 3 | 2 | 1 | 3 | 2 | 18 |
| 31 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 19 |
| 32 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 20 |
| 33 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 34 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 18 |
| 35 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 19 |
| 36 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 24 |
| 37 | 5 | 3 | 3 | 3 | 2 | 3 | 3 | 5 | 27 |
| 38 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 3 | 17 |
| 39 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 1 | 19 |
| 40 | 4 | 5 | 4 | 3 | 2 | 3 | 3 | 2 | 26 |
| 41 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | 2 | 17 |
| 42 | 4 | 5 | 3 | 1 | 2 | 5 | 3 | 4 | 27 |
| 43 | 3 | 2 | 3 | 3 | 4 | 5 | 2 | 3 | 25 |
| 44 | 4 | 2 | 4 | 2 | 3 | 3 | 2 | 3 | 23 |
| 45 | 4 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 22 |
| 46 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 2 | 23 |
| 47 | 3 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 23 |
| 48 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 21 |
| 49 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 23 |
| 50 | 4 | 2 | 3 | 3 | 2 | 2 | 4 | 3 | 23 |
| 51 | 2 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 22 |
| 52 | 2 | 4 | 2 | 4 | 2 | 3 | 4 | 2 | 23 |
| 53 | 2 | 3 | 4 | 2 | 3 | 2 | 4 | 2 | 22 |
| 54 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 20 |
| 55 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 2 | 22 |
| 56 | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 19 |
| 57 | 4 | 3 | 4 | 4 | 4 | 2 | 2 | 4 | 27 |
| 58 | 5 | 3 | 5 | 4 | 2 | 4 | 5 | 5 | 33 |
| 59 | 4 | 3 | 5 | 2 | 4 | 5 | 4 | 4 | 31 |
| 60 | 5 | 4 | 3 | 5 | 2 | 4 | 4 | 5 | 32 |
| 61 | 4 | 4 | 5 | 5 | 2 | 5 | 4 | 5 | 34 |
| 62 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 19 |
| 63 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 2 | 33 |
| 64 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 20 |
| 65 | 4 | 4 | 3 | 3 | 2 | 5 | 3 | 5 | 29 |
| 66 | 5 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 27 |
| 67 | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 4 | 27 |
| 68 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 19 |
| 69 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 19 |
| 70 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 20 |

Lampiran 3

**Tabel Uji Validitas Variabel Promosi menggunakan SPSS Versi 20**

|  |
| --- |
| **Correlations** |
|  | x1.1 | x1.2 | x1.3 | x1.4 | x1.5 | x1.6 |
| x1.1 | Pearson Correlation | 1 | .009 | .097 | .009 | .261 | .375 |
| Sig. (2-tailed) |  | .961 | .609 | .961 | .163 | .041 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.2 | Pearson Correlation | .009 | 1 | .356 | 1.000 | .145 | -.140 |
| Sig. (2-tailed) | .961 |  | .054 | .000 | .445 | .462 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.3 | Pearson Correlation | .097 | .356 | 1 | .356 | .353 | .160 |
| Sig. (2-tailed) | .609 | .054 |  | .054 | .055 | .399 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.4 | Pearson Correlation | .009 | 1.000 | .356 | 1 | .145 | -.140 |
| Sig. (2-tailed) | .961 | .000 | .054 |  | .445 | .462 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.5 | Pearson Correlation | .261 | .145 | .353 | .145 | 1 | .284 |
| Sig. (2-tailed) | .163 | .445 | .055 | .445 |  | .128 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.6 | Pearson Correlation | .375 | -.140 | .160 | -.140 | .284 | 1 |
| Sig. (2-tailed) | .041 | .462 | .399 | .462 | .128 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.7 | Pearson Correlation | .021 | .439 | .187 | .439 | .111 | -.065 |
| Sig. (2-tailed) | .914 | .015 | .322 | .015 | .560 | .734 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.8 | Pearson Correlation | 1.000 | .009 | .097 | .009 | .261 | .375 |
| Sig. (2-tailed) | .000 | .961 | .609 | .961 | .163 | .041 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.9 | Pearson Correlation | .097 | .356 | 1.000 | .356 | .353 | .160 |
| Sig. (2-tailed) | .609 | .054 | .000 | .054 | .055 | .399 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.10 | Pearson Correlation | .160 | -.123 | .321 | -.123 | .199 | .335 |
| Sig. (2-tailed) | .399 | .516 | .084 | .516 | .293 | .071 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .601 | .517 | .704 | .517 | .553 | .460 |
| Sig. (2-tailed) | .000 | .003 | .000 | .003 | .002 | .011 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |

|  |
| --- |
| **Correlations** |
|  | x1.7 | x1.8 | X1.9 | X1.10 | Total |
| x1.1 | Pearson Correlation | .021 | 1.000 | .097 | .160 | .601 |
| Sig. (2-tailed) | .914 | .000 | .609 | .399 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| x1.2 | Pearson Correlation | .439 | .009 | .356 | -.123 | .517 |
| Sig. (2-tailed) | .015 | .961 | .054 | .516 | .003 |
| N | 30 | 30 | 30 | 30 | 30 |
| x1.3 | Pearson Correlation | .187 | .097 | 1.000 | .321 | .704 |
| Sig. (2-tailed) | .322 | .609 | .000 | .084 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| x1.4 | Pearson Correlation | .439 | .009 | .356 | -.123 | .517 |
| Sig. (2-tailed) | .015 | .961 | .054 | .516 | .003 |
| N | 30 | 30 | 30 | 30 | 30 |
| x1.5 | Pearson Correlation | .111 | .261 | .353 | .199 | .553 |
| Sig. (2-tailed) | .560 | .163 | .055 | .293 | .002 |
| N | 30 | 30 | 30 | 30 | 30 |
| x1.6 | Pearson Correlation | -.065 | .375 | .160 | .335 | .460 |
| Sig. (2-tailed) | .734 | .041 | .399 | .071 | .011 |
| N | 30 | 30 | 30 | 30 | 30 |
| x1.7 | Pearson Correlation | 1 | .021 | .187 | -.136 | .388 |
| Sig. (2-tailed) |  | .914 | .322 | .474 | .034 |
| N | 30 | 30 | 30 | 30 | 30 |
| x1.8 | Pearson Correlation | .021 | 1 | .097 | .160 | .601 |
| Sig. (2-tailed) | .914 |  | .609 | .399 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| X1.9 | Pearson Correlation | .187 | .097 | 1 | .321 | .704 |
| Sig. (2-tailed) | .322 | .609 |  | .084 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| X1.10 | Pearson Correlation | -.136 | .160 | .321 | 1 | .402 |
| Sig. (2-tailed) | .474 | .399 | .084 |  | .028 |
| N | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .388 | .601 | .704 | .402 | 1 |
| Sig. (2-tailed) | .034 | .000 | .000 | .028 |  |
| N | 30 | 30 | 30 | 30 | 30 |

**Tabel Uji Validitas Variabel Kualitas Produk menggunakan SPSS Versi 20**

|  |
| --- |
| **Correlations** |
|  | x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | x2.6 |
| x2.1 | Pearson Correlation | 1 | .075 | .117 | .286 | .282 | .735 |
| Sig. (2-tailed) |  | .695 | .539 | .125 | .131 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.2 | Pearson Correlation | .075 | 1 | .091 | .521 | .466 | .111 |
| Sig. (2-tailed) | .695 |  | .631 | .003 | .009 | .558 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.3 | Pearson Correlation | .117 | .091 | 1 | .091 | .509 | .170 |
| Sig. (2-tailed) | .539 | .631 |  | .631 | .004 | .370 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.4 | Pearson Correlation | .286 | .521 | .091 | 1 | .512 | .377 |
| Sig. (2-tailed) | .125 | .003 | .631 |  | .004 | .040 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.5 | Pearson Correlation | .282 | .466 | .509 | .512 | 1 | .253 |
| Sig. (2-tailed) | .131 | .009 | .004 | .004 |  | .178 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.6 | Pearson Correlation | .735 | .111 | .170 | .377 | .253 | 1 |
| Sig. (2-tailed) | .000 | .558 | .370 | .040 | .178 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.7 | Pearson Correlation | .817 | .124 | .189 | .295 | .281 | .794 |
| Sig. (2-tailed) | .000 | .514 | .318 | .113 | .133 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.8 | Pearson Correlation | .099 | .918 | .069 | .528 | .477 | .110 |
| Sig. (2-tailed) | .602 | .000 | .716 | .003 | .008 | .563 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .705 | .592 | .404 | .689 | .694 | .737 |
| Sig. (2-tailed) | .000 | .001 | .027 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |

|  |
| --- |
| **Correlations** |
|  | x2.7 | x2.8 | Total |
| x2.1 | Pearson Correlation | .817 | .099 | .705 |
| Sig. (2-tailed) | .000 | .602 | .000 |
| N | 30 | 30 | 30 |
| x2.2 | Pearson Correlation | .124 | .918 | .592 |
| Sig. (2-tailed) | .514 | .000 | .001 |
| N | 30 | 30 | 30 |
| x2.3 | Pearson Correlation | .189 | .069 | .404 |
| Sig. (2-tailed) | .318 | .716 | .027 |
| N | 30 | 30 | 30 |
| x2.4 | Pearson Correlation | .295 | .528 | .689 |
| Sig. (2-tailed) | .113 | .003 | .000 |
| N | 30 | 30 | 30 |
| x2.5 | Pearson Correlation | .281 | .477 | .694 |
| Sig. (2-tailed) | .133 | .008 | .000 |
| N | 30 | 30 | 30 |
| x2.6 | Pearson Correlation | .794 | .110 | .737 |
| Sig. (2-tailed) | .000 | .563 | .000 |
| N | 30 | 30 | 30 |
| x2.7 | Pearson Correlation | 1 | .122 | .745 |
| Sig. (2-tailed) |  | .520 | .000 |
| N | 30 | 30 | 30 |
| x2.8 | Pearson Correlation | .122 | 1 | .597 |
| Sig. (2-tailed) | .520 |  | .001 |
| N | 30 | 30 | 30 |
| Total | Pearson Correlation | .745 | .597 | 1 |
| Sig. (2-tailed) | .000 | .001 |  |
| N | 30 | 30 | 30 |

**Tabel Uji Validitas Variabel Kepuasan Konsumen menggunakan SPSS Versi 20**

|  |
| --- |
| **Correlations** |
|  | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 |
| Y.1 | Pearson Correlation | 1 | -.164 | .230 | .250 | .179 | .237 |
| Sig. (2-tailed) |  | .387 | .221 | .183 | .344 | .207 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | -.164 | 1 | .352 | -.090 | .062 | .017 |
| Sig. (2-tailed) | .387 |  | .056 | .636 | .744 | .930 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .230 | .352 | 1 | .243 | .117 | .402 |
| Sig. (2-tailed) | .221 | .056 |  | .195 | .538 | .028 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .250 | -.090 | .243 | 1 | .098 | .225 |
| Sig. (2-tailed) | .183 | .636 | .195 |  | .605 | .233 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.5 | Pearson Correlation | .179 | .062 | .117 | .098 | 1 | .350 |
| Sig. (2-tailed) | .344 | .744 | .538 | .605 |  | .058 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.6 | Pearson Correlation | .237 | .017 | .402 | .225 | .350 | 1 |
| Sig. (2-tailed) | .207 | .930 | .028 | .233 | .058 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.7 | Pearson Correlation | .129 | .295 | .239 | .234 | -.068 | .150 |
| Sig. (2-tailed) | .496 | .113 | .203 | .214 | .721 | .428 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.8 | Pearson Correlation | .325 | .289 | .515 | .256 | .499 | .778 |
| Sig. (2-tailed) | .080 | .122 | .004 | .171 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .493 | .383 | .694 | .527 | .466 | .681 |
| Sig. (2-tailed) | .006 | .037 | .000 | .003 | .009 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |

|  |
| --- |
| **Correlations** |
|  | Y.7 | Y.8 | Total |
| Y.1 | Pearson Correlation | .129 | .325 | .493 |
| Sig. (2-tailed) | .496 | .080 | .006 |
| N | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .295 | .289 | .383 |
| Sig. (2-tailed) | .113 | .122 | .037 |
| N | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .239 | .515 | .694 |
| Sig. (2-tailed) | .203 | .004 | .000 |
| N | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .234 | .256 | .527 |
| Sig. (2-tailed) | .214 | .171 | .003 |
| N | 30 | 30 | 30 |
| Y.5 | Pearson Correlation | -.068 | .499 | .466 |
| Sig. (2-tailed) | .721 | .005 | .009 |
| N | 30 | 30 | 30 |
| Y.6 | Pearson Correlation | .150 | .778 | .681 |
| Sig. (2-tailed) | .428 | .000 | .000 |
| N | 30 | 30 | 30 |
| Y.7 | Pearson Correlation | 1 | .024 | .467 |
| Sig. (2-tailed) |  | .901 | .009 |
| N | 30 | 30 | 30 |
| Y.8 | Pearson Correlation | .024 | 1 | .793 |
| Sig. (2-tailed) | .901 |  | .000 |
| N | 30 | 30 | 30 |
| Total | Pearson Correlation | .467 | .793 | 1 |
| Sig. (2-tailed) | .009 | .000 |  |
| N | 30 | 30 | 30 |