# Lampiran 01: Lembar Kuesioner

**KUESIONER**

**Kepada Yth Bapak/Ibu Responden**

**Di Tempat,**

**Dengan Hormat,**

Saya Cut Widya Anggraini Mahasiswi Fakultas Ekonomi Manajemen Universitas Muslim Nusantara Al-Washliyah. Mohon kesediaan saudara/saudari mengisi kuisioner ini secara jujur. Data yang saudara/saudari isikan pada kuisioner ini semata-mata hanya digunakan untuk kepentingan penelitian dalam penyusunan skripsi saya dengan judul **“Pengaruh Bauran Promosi Terhadap Keputusan Konsumen Dalam Pembelian Mie Instan Merek Sedaap Di Desa Dalu X A Kecamatan Tanjung Morawa”.** Pada program S1 Manajemen.

Atas perhatian dan kerjasama yang suadara/saudari berikan saya ucapkan terimaksih.

Hormat saya,

**Cut Widya Angraini**

**183114101**

1. IDENTITAS RESPONDEN

Nama :

Jenis Kelamin :

Usia :

Pendidikan Terakhir :

Petunjuk Pengisian Kuisioner:

Berilah tanda chek list ( √ ) pada jawaban yang paling sesuai dengan pendapat Bapak/Ibu pada kolom yang tersedia. Setiap responden hanya diperbolehkan memlih satu jawaban. Penelitian ini dapat Bapak/Ibu lakukan berdasarkan skala berikut:

1. Sangat Setuju (SS) : Skor 5
2. Setuju (S) : Skor 4
3. Kurang Setuju (KS) : Skor 3
4. Tidak Setuju (TS) : Skor 2
5. Sangat Tidak Setuju (STS) : Skor1

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Item Pertanyaan** | **S** | **S** | **KS** | **TS** | **STS** |
|  | **Periklanan (X1)** | | | | |  |
| 1 | Gambar iklan yang ditayangkan cukup menarik dan mampu memberikan informasi pesan iklan dengan baik |  |  |  |  |  |
| 2 | Ikaln mie sedaap sangat menarik, mudah diingat dan mudah dipahami |  |  |  |  |  |
| 3 | Bintang ikalan mie sedaap dibintangi oleh artis terkenal sehingga mudah menarik perhatian saya |  |  |  |  |  |
| 4 | Tayanagn iklan mie sedaap lebih menarik dibandingkan dengan iklan mie instan merek lain |  |  |  |  |  |
| 5 | Iklan mie sedaap mampu menjanjikan produk yang berkualitas sehingga mendorong saya untuk melakukan pembelian |  |  |  |  |  |
|  | **Promsi Penjualan (X2)** | | | | |  |
| 1 | Saya bisa melihat produk Mie Sedaap dari berbagai media seperti iklan televisi, internet maupun poster yang ada dipinggir jalan |  |  |  |  |  |
| 2 | Dengan menyebar brosur, saya mendapatkan info tentang produk mie sedaap |  |  |  |  |  |
| 3 | Saya membeli Mie Sedaap karena Mie Sedaap memberikan kesempatan untuk memenangkan undian yang menarik. |  |  |  |  |  |
| 4 | Mie sedaap sering mengadakan undian dihari-hari spesialnya |  |  |  |  |  |
| 5 | Didalam setiap kemasan Mie Sedaap terdapat kupon yang dapat dikumpulkan dan bisa ditukarkan hadiah yang menarik. |  |  |  |  |  |
|  | **Publisitas (X3)** | | | | |  |
| 1 | Logo pada produk Mie Sedaap mudah dikenali |  |  |  |  |  |
| 2 | Brosur-brosur mie sedaap cukup infomatis dan jelas |  |  |  |  |  |
| 3 | Mie Sedaap sering mengadakan event/pameran yang membuat saya tertarik |  |  |  |  |  |
| 4 | Mie Sedaap memiliki artikel/browser yang dapat dilihat di internet maupun sosial media |  |  |  |  |  |
| 5 | Mie sedaap selalu memberikan yang terbaik untuk para konsumennya |  |  |  |  |  |
|  | **Keputusan Pembelian (Y)** | | | | |  |
| 1 | Saya memutuskan untuk membeli Mie Sedaap karena kualitasnya yang bagus. |  |  |  |  |  |
| 2 | Sebelum membeli, saya membandingkan varian-varian dari produk mie sedaap yang ada |  |  |  |  |  |
| 3 | Saya memutuskan untuk membeli mie Sedaap karena sudah dikenal banyak orang. |  |  |  |  |  |
| 4 | Saya memutuskan untuk membeli mie sedaap karena dapat dikonsumsi oleh semua kalangan. |  |  |  |  |  |
| 5 | Saya memutuskan untuk membeli mie sedaap karena tersedia diberbagai tempat termasuk warung-warung kecil |  |  |  |  |  |

# Lampiran 02: Daftar Nama Responden

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Nama | Jenis Kelamin | Usia | Pendidikan Terakhir | No | Nama | Jenis Kelamin | Usia | Pendidikan Terakhir |
| 1 | Mayang | Perempuan | 35 | SMA | 78 | Sumariyem | Perempuan | 31 | SMA |
| 2 | Agung | Laki-Laki | 20 | SMA | 79 | Marion Kova | Laki-Laki | 20 | SMA |
| 3 | Astri | Perempuan | 55 | SMA | 80 | Iskurniyanti | Perempuan | 24 | SMA |
| 4 | Amalia | Perempuan | 31 | SMA | 81 | Suniah | Perempuan | 53 | SMA |
| 5 | Rahma | Perempuan | 20 | SMA | 82 | Partinem | Perempuan | 55 | SMA |
| 6 | Sukmawati | Perempuan | 22 | D3 | 83 | Casda | Laki-Laki | 25 | SMA |
| 7 | Kholifah | Perempuan | 33 | SMA | 84 | Dini Nurdiani | Perempuan | 37 | SMA |
| 8 | Prasetyo | Laki-Laki | 33 | SMA | 85 | Wahyu Budiman | Laki-Laki | 45 | SMA |
| 9 | Sulistiana | Perempuan | 37 | SMA | 86 | Setiawan | Laki-Laki | 30 | SMA |
| 10 | Dhea Errysn | Perempuan | 22 | D3 | 87 | Sri Rahayu S. | Perempuan | 44 | SMA |
| 11 | Safitri Dewiyani | Perempuan | 45 | D3 | 88 | Nurul Salmah | Perempuan | 55 | SMA |
| 12 | Ellys Permatasari | Perempuan | 42 | SMA | 89 | Siti Masitoh | Perempuan | 45 | SMA |
| 13 | Muhayati Defi | Perempuan | 38 | SMA | 90 | Muhammad Soleh | Laki-Laki | 39 | SMA |
| 14 | Rini | Perempuan | 22 | SMA | 91 | Amanih | Perempuan | 43 | SMA |
| 15 | Santi | Perempuan | 37 | SMA | 92 | Wini Sopianti | Perempuan | 42 | SMA |
| 16 | Ryan | Laki-Laki | 25 | S1 | 93 | Yayan F | Laki-Laki | 27 | SMA |
| 17 | Saiful | Laki-Laki | 40 | SMA | 94 | Dahlia | Perempuan | 24 | SMA |
| 18 | Sandi | Laki-Laki | 35 | SMA | 95 | Siti Ruqoyah | Perempuan | 22 | SMA |
| 19 | Ferdy | Laki-Laki | 23 | D3 | 96 | Lili Yuliani | Perempuan | 27 | SMA |
| 20 | Rini | Perempuan | 33 | D3 | 97 | Siti Ardah | Perempuan | 28 | SMA |
| 21 | Tri Ambar | Perempuan | 20 | SMA | 98 | Sutarni | Perempuan | 33 | D3 |
| 22 | Tika | Perempuan | 22 | SMA | 99 | Ida Hamidah | Perempuan | 43 | D3 |
| 23 | Untung Saputra | Laki-Laki | 22 | S1 | 100 | Uci Susanah | Perempuan | 22 | D3 |
| 24 | Usman | Laki-Laki | 43 | S1 | 101 | Marsini | Perempuan | 28 | D3 |
| 25 | Udin | Laki-Laki | 42 | SMA | 102 | Masuryati | Perempuan | 25 | SMA |
| 26 | Siti Sulika | Perempuan | 33 | SMA | 103 | Muntofiah | Perempuan | 26 | SMA |
| 27 | Mugiono | Laki-Laki | 22 | SMA | 104 | Suparno H. | Laki-Laki | 45 | SMA |
| 28 | Andri Purnomo | Laki-Laki | 50 | S2 | 105 | Retno Budiarti | Perempuan | 22 | SMA |
| 29 | Wiwin | Perempuan | 33 | D3 | 106 | Dewi Komalasari | Perempuan | 26 | SMA |
| 30 | Dwi | Perempuan | 22 | D3 | 107 | Purnami S. | Perempuan | 24 | SMA |
| 31 | Murti | Perempuan | 35 | S1 | 108 | Erwin | Laki-Laki | 42 | S1 |
| 32 | Ibrahim | Laki-Laki | 51 | S1 | 109 | Doni Setiawan | Laki-Laki | 38 | S1 |
| 33 | Minar | Laki-Laki | 32 | D3 | 110 | Fahrur Rizaldi | Laki-Laki | 22 | D3 |
| 34 | Hartati | Perempuan | 22 | SMA | 111 | Mimi Hamidah | Perempuan | 37 | S1 |
| 35 | Wendi | Laki-Laki | 35 | SMA | 112 | Suci Rahmawati | Perempuan | 25 | SMA |
| 36 | Wahyudi | Laki-Laki | 41 | SMA | 113 | Surya | Laki-Laki | 40 | S2 |
| 37 | Widya | Perempuan | 23 | SMA | 114 | M.Akbar | Laki-Laki | 35 | D3 |
| 38 | Wahid Hasim | Laki-Laki | 38 | SMA | 115 | Rida Widya | Perempuan | 23 | SMA |
| 39 | Mita Setyaningsih | Perempuan | 44 | SMA | 116 | Nursiti | Perempuan | 35 | SMA |
| 40 | Rahesti Sadraprila | Perempuan | 38 | SMA | 117 | Nur Yuniati S. | Perempuan | 20 | SMA |
| 41 | Khusniyati | Perempuan | 38 | S1 | 118 | Pitriah | Perempuan | 55 | S2 |
| 42 | Nolalita Widianti | Perempuan | 27 | S1 | 119 | Nurmayanti | Perempuan | 31 | D3 |
| 43 | Gita Fitri L | Perempuan | 42 | S1 | 120 | Mardiani | Perempuan | 20 | SMA |
| 44 | Widiyatun Nisa | Perempuan | 45 | S2 | 121 | Maisaroh | Perempuan | 22 | SMA |
| 45 | Nadia | Perempuan | 35 | SMA | 122 | Sariana | Perempuan | 38 | SMA |
| 46 | Dwi Febri Indri | Perempuan | 33 | SMA | 123 | Endah Wahyuni | Perempuan | 22 | SMA |
| 47 | Muhammad Arifin | Laki-Laki | 42 | S2 | 124 | Supriyati | Perempuan | 37 | S1 |
| 48 | Galang Rastaliani | Laki-Laki | 44 | S2 | 125 | Neng Amanah | Perempuan | 25 | S1 |
| 49 | Lia Efilia | Perempuan | 22 | SMA | 126 | Marni | Perempuan | 40 | S2 |
| 50 | Ika Fitriyana | Perempuan | 26 | SMA | 127 | Inem | Perempuan | 35 | SMA |
| 51 | Aldi Febrian | Laki-Laki | 33 | SMA | 128 | Nur | Perempuan | 23 | SMA |
| 52 | Muhammad Ahsin | Laki-Laki | 28 | SMA | 129 | Nini | Perempuan | 20 | SMA |
| 53 | Nuraini | Perempuan | 25 | D3 | 130 | Arwan | Laki-Laki | 22 | SMA |
| 54 | Siti Fatmawati | Perempuan | 21 | SMA | 131 | Muhammad Adit | Laki-Laki | 22 | SMA |
| 55 | Yeni Zarilma | Perempuan | 30 | D3 | 132 | Abraham | Laki-Laki | 33 | SMA |
| 56 | Rofisah | Perempuan | 35 | SMA | 133 | Samina | Perempuan | 22 | SMA |
| 57 | Susi Lasari | Perempuan | 27 | S1 | 134 | Harti | Perempuan | 35 | D3 |
| 58 | Safri Hariansyah | Laki-Laki | 29 | S1 | 135 | Adam | Laki-Laki | 51 | S2 |
| 59 | Latifah Nur Khasanah | Perempuan | 44 | S2 | 136 | Aldi Kurniawan | Laki-Laki | 32 | S1 |
| 60 | Ayu Sukmawati | Perempuan | 43 | S2 | 137 | Rizki Aditya | Laki-Laki | 22 | SMA |
| 61 | Widya Febriani | Perempuan | 26 | SMA | 138 | Suwarni | Perempuan | 35 | S1 |
| 62 | Wita Susmiyati | Perempuan | 22 | SMA | 139 | Ainun | Perempuan | 41 | S1 |
| 63 | Sekar Ayunda Putri | Perempuan | 27 | SMA | 140 | Winda | Perempuan | 23 | SMA |
| 64 | Sofiyatun | Perempuan | 23 | SMA | 141 | Muhammad Fahmi | Laki-Laki | 31 | S2 |
| 65 | Wiwi Arisa | Perempuan | 20 | SMA | 142 | Jubaidah | Perempuan | 20 | SMA |
| 66 | Nur Wahyuti | Perempuan | 20 | SMA | 143 | Aminah | Perempuan | 22 | SMA |
| 67 | Taufik Nur R | Laki-Laki | 28 | S1 | 144 | Nurbaiti | Perempuan | 33 | SMA |
| 68 | Triyani | Perempuan | 32 | S1 | 145 | Komariah | Perempuan | 33 | SMA |
| 69 | Alfina Damayanti | Perempuan | 35 | S2 | 146 | Bima Sakti | Laki-Laki | 37 | SMA |
| 70 | Sakdiyah | Perempuan | 28 | S1 | 147 | Rendy | Laki-Laki | 22 | SMA |
| 71 | M.Firdaus | Laki-Laki | 38 | D3 | 148 | Reza Kurniawa | Laki-Laki | 27 | SMA |
| 72 | Rifai | Laki-Laki | 50 | D3 | 149 | Samsiah | Perempuan | 44 | SMA |
| 73 | Lilis Meilida | Perempuan | 51 | D3 | 150 | Yunika | Perempuan | 38 | SMA |
| 74 | Minggi Sulas | Perempuan | 55 | SMA | 151 | Beti | Perempuan | 30 | SMA |
| 75 | Riza Atika | Perempuan | 33 | SMA | 152 | Nini | Perempuan | 39 | SMA |
| 76 | Siti Nurjanah | Perempuan | 25 | SMA | 153 | Abdullah | Laki-Laki | 46 | SMA |
| 77 | Sadiyah | Perempuan | 28 | SMA | 154 | Sukimah | Perempuan | 44 | SMA |

# Lampiran 03: Daftar Nama Responden Uji Validitas

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Nama | Jenis Kelamin | Usia | Pendidikan terakhir |
| 1 | Purwaningsih | Perempuan | 30 | SMA |
| 2 | Kholifah | Perempuan | 24 | S1 |
| 3 | Prasetyo | Laki-laki | 22 | D3 |
| 4 | Siska Sulistiana | Perempuan | 28 | SMA |
| 5 | Ariyani Dewi | Perempuan | 25 | S1 |
| 6 | Aldi Kurniawan | Laki-laki | 19 | SMA |
| 7 | Rudiansyah | Laki-laki | 35 | SMA |
| 8 | Kariyem | perempuan | 45 | SMA |
| 9 | Vika Dwi Yana | Perempuan | 24 | D3 |
| 10 | Muhammad Rheza | Laki-laki | 27 | S1 |
| 11 | Rofiansyah | Laki-laki | 23 | S1 |
| 12 | Shella Oktavia | perempuan | 25 | S1 |
| 13 | Ajiyan Putra | Laki-laki | 44 | SMA |
| 14 | Risleni | Perempuan | 35 | SMA |
| 15 | Ernita Sumkawati | perempuan | 32 | SMA |
| 16 | Eka Puspita | Perempuan | 35 | SMA |
| 17 | Angelia Nasution | Perempuan | 23 | SMA |
| 18 | Syania Prameswary | Perempuan | 22 | SMA |
| 19 | Ratih Vitaloka | Perempuan | 22 | S1 |
| 20 | Dwi Putri | Perempuan | 22 | S1 |
| 21 | Siti Rahma | Perempuan | 21 | SMA |
| 22 | Cici Alfiany | Perempuan | 26 | SMA |
| 23 | Fahri Ananda | Laki-laki | 28 | SMA |
| 24 | Imam Nurfaizi | Laki-laki | 22 | SMA |
| 25 | Ferry Indra Gunawan | Laki-laki | 26 | SMA |
| 26 | Abdul Rahman | Laki-laki | 27 | S1 |
| 27 | Rico Saputra | Laki-laki | 24 | S1 |
| 28 | Chatrin Maylany | perempuan | 22 | SMA |
| 29 | Suci Saputri | Perempuan | 33 | SMA |
| 30 | Mega Anggraini | perempuan | 39 | SMA |

**Lampiran 03: Tabulasi Jawaban Responden**

**TABULASI JAWABAN RESPONDEN**

**PERIKLANAN (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 | No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 | No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 |
| 1 | 2 | 4 | 4 | 4 | 2 | 16 | 69 | 4 | 4 | 4 | 4 | 3 | 19 | 137 | 5 | 4 | 4 | 4 | 5 | 22 |
| 2 | 4 | 2 | 4 | 4 | 3 | 17 | 70 | 4 | 4 | 4 | 4 | 4 | 20 | 138 | 4 | 5 | 4 | 4 | 5 | 22 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 | 71 | 5 | 4 | 3 | 5 | 5 | 22 | 139 | 3 | 5 | 4 | 4 | 5 | 21 |
| 4 | 4 | 4 | 4 | 4 | 4 | 20 | 72 | 5 | 3 | 5 | 4 | 4 | 21 | 140 | 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 3 | 4 | 3 | 3 | 4 | 17 | 73 | 3 | 4 | 4 | 3 | 4 | 18 | 141 | 4 | 4 | 4 | 4 | 4 | 20 |
| 6 | 3 | 4 | 3 | 3 | 3 | 16 | 74 | 4 | 5 | 3 | 4 | 4 | 20 | 142 | 4 | 3 | 4 | 4 | 3 | 18 |
| 7 | 3 | 2 | 4 | 3 | 4 | 16 | 75 | 4 | 5 | 3 | 4 | 5 | 21 | 143 | 4 | 4 | 2 | 4 | 2 | 16 |
| 8 | 4 | 4 | 4 | 4 | 4 | 20 | 76 | 4 | 5 | 3 | 4 | 4 | 20 | 144 | 4 | 4 | 4 | 4 | 5 | 21 |
| 9 | 3 | 4 | 3 | 4 | 4 | 18 | 77 | 4 | 5 | 4 | 4 | 4 | 21 | 145 | 3 | 4 | 3 | 3 | 4 | 17 |
| 10 | 5 | 4 | 5 | 4 | 4 | 22 | 78 | 3 | 4 | 3 | 3 | 4 | 17 | 146 | 2 | 4 | 2 | 2 | 2 | 12 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 | 79 | 5 | 5 | 5 | 5 | 5 | 25 | 147 | 4 | 2 | 4 | 4 | 2 | 16 |
| 12 | 4 | 5 | 4 | 4 | 5 | 22 | 80 | 5 | 4 | 4 | 4 | 4 | 21 | 148 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 2 | 4 | 3 | 4 | 4 | 17 | 81 | 5 | 4 | 5 | 5 | 4 | 23 | 149 | 3 | 4 | 3 | 3 | 4 | 17 |
| 14 | 4 | 5 | 5 | 4 | 4 | 22 | 82 | 4 | 5 | 5 | 4 | 4 | 22 | 150 | 3 | 4 | 3 | 3 | 4 | 17 |
| 15 | 4 | 4 | 4 | 4 | 4 | 20 | 83 | 4 | 4 | 4 | 4 | 4 | 20 | 151 | 4 | 5 | 4 | 4 | 5 | 22 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 | 84 | 4 | 4 | 4 | 4 | 4 | 20 | 152 | 4 | 5 | 3 | 4 | 5 | 21 |
| 17 | 4 | 3 | 3 | 4 | 5 | 19 | 85 | 4 | 4 | 5 | 4 | 4 | 21 | 153 | 4 | 2 | 4 | 4 | 4 | 18 |
| 18 | 4 | 5 | 4 | 4 | 4 | 21 | 86 | 4 | 5 | 4 | 4 | 5 | 22 | 154 | 5 | 2 | 5 | 5 | 2 | 19 |
| 19 | 4 | 4 | 4 | 4 | 3 | 19 | 87 | 4 | 4 | 5 | 4 | 4 | 21 |
| 20 | 4 | 3 | 4 | 4 | 4 | 19 | 88 | 5 | 4 | 5 | 4 | 4 | 22 |
| 21 | 4 | 3 | 3 | 4 | 4 | 18 | 89 | 5 | 4 | 4 | 4 | 5 | 22 |
| 22 | 2 | 3 | 4 | 4 | 4 | 17 | 90 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 2 | 4 | 3 | 4 | 4 | 17 | 91 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 4 | 3 | 4 | 4 | 3 | 18 | 92 | 5 | 5 | 4 | 5 | 4 | 23 |
| 25 | 3 | 5 | 3 | 3 | 5 | 19 | 93 | 5 | 3 | 5 | 4 | 4 | 21 |
| 26 | 4 | 4 | 4 | 4 | 4 | 20 | 94 | 4 | 4 | 5 | 4 | 4 | 21 |
| 27 | 4 | 5 | 3 | 4 | 5 | 21 | 95 | 3 | 3 | 5 | 3 | 3 | 17 |
| 28 | 4 | 5 | 4 | 4 | 4 | 21 | 96 | 4 | 4 | 4 | 4 | 4 | 20 |
| 29 | 4 | 4 | 4 | 4 | 4 | 20 | 97 | 3 | 4 | 3 | 3 | 4 | 17 |
| 30 | 2 | 4 | 4 | 4 | 4 | 18 | 98 | 4 | 4 | 5 | 4 | 4 | 21 |
| 31 | 4 | 5 | 4 | 4 | 4 | 21 | 99 | 4 | 4 | 4 | 4 | 5 | 21 |
| 32 | 4 | 4 | 4 | 4 | 4 | 20 | 100 | 4 | 4 | 4 | 4 | 4 | 20 |
| 33 | 5 | 5 | 4 | 4 | 4 | 22 | 101 | 3 | 3 | 4 | 3 | 3 | 16 |
| 34 | 3 | 5 | 4 | 4 | 4 | 20 | 102 | 4 | 4 | 4 | 4 | 3 | 19 |
| 35 | 3 | 4 | 4 | 3 | 4 | 18 | 103 | 4 | 4 | 4 | 4 | 4 | 20 |
| 36 | 3 | 4 | 3 | 3 | 4 | 17 | 104 | 4 | 4 | 4 | 4 | 4 | 20 |
| 37 | 4 | 4 | 4 | 4 | 4 | 20 | 105 | 2 | 4 | 2 | 2 | 3 | 13 |
| 38 | 5 | 4 | 4 | 5 | 5 | 23 | 106 | 4 | 3 | 4 | 4 | 3 | 18 |
| 39 | 4 | 5 | 4 | 4 | 4 | 21 | 107 | 4 | 4 | 4 | 4 | 4 | 20 |
| 40 | 4 | 5 | 4 | 4 | 4 | 21 | 108 | 3 | 4 | 3 | 3 | 4 | 17 |
| 41 | 5 | 5 | 5 | 4 | 3 | 22 | 109 | 3 | 4 | 3 | 3 | 4 | 17 |
| 42 | 4 | 4 | 4 | 4 | 4 | 20 | 110 | 4 | 3 | 4 | 4 | 3 | 18 |
| 43 | 4 | 3 | 4 | 4 | 3 | 18 | 111 | 4 | 3 | 3 | 4 | 2 | 16 |
| 44 | 4 | 5 | 4 | 4 | 4 | 21 | 112 | 4 | 4 | 4 | 4 | 2 | 18 |
| 45 | 4 | 4 | 4 | 4 | 4 | 20 | 113 | 5 | 4 | 5 | 5 | 2 | 21 |
| 46 | 3 | 4 | 3 | 3 | 4 | 17 | 114 | 2 | 4 | 2 | 2 | 4 | 14 |
| 47 | 3 | 4 | 3 | 3 | 3 | 16 | 115 | 4 | 4 | 4 | 4 | 4 | 20 |
| 48 | 3 | 4 | 4 | 3 | 4 | 18 | 116 | 4 | 3 | 4 | 4 | 3 | 18 |
| 49 | 4 | 4 | 4 | 4 | 4 | 20 | 117 | 3 | 4 | 3 | 3 | 4 | 17 |
| 50 | 4 | 4 | 3 | 4 | 4 | 19 | 118 | 4 | 4 | 4 | 4 | 4 | 20 |
| 51 | 4 | 5 | 4 | 4 | 4 | 21 | 119 | 3 | 3 | 3 | 3 | 2 | 14 |
| 52 | 4 | 3 | 4 | 4 | 4 | 19 | 120 | 2 | 3 | 2 | 2 | 4 | 13 |
| 53 | 4 | 4 | 4 | 4 | 4 | 20 | 121 | 4 | 2 | 4 | 4 | 2 | 16 |
| 54 | 4 | 3 | 4 | 4 | 3 | 18 | 122 | 4 | 2 | 4 | 4 | 4 | 18 |
| 55 | 4 | 4 | 4 | 4 | 4 | 20 | 123 | 4 | 2 | 4 | 4 | 4 | 18 |
| 56 | 3 | 4 | 3 | 3 | 4 | 17 | 124 | 4 | 4 | 4 | 4 | 5 | 21 |
| 57 | 5 | 4 | 5 | 4 | 4 | 22 | 125 | 2 | 5 | 4 | 2 | 5 | 18 |
| 58 | 4 | 4 | 4 | 4 | 5 | 21 | 126 | 2 | 5 | 2 | 2 | 5 | 16 |
| 59 | 4 | 4 | 4 | 4 | 4 | 20 | 127 | 5 | 4 | 4 | 4 | 5 | 22 |
| 60 | 3 | 5 | 4 | 3 | 4 | 19 | 128 | 5 | 4 | 2 | 4 | 4 | 19 |
| 61 | 4 | 3 | 4 | 4 | 3 | 18 | 129 | 4 | 4 | 4 | 4 | 4 | 20 |
| 62 | 4 | 4 | 4 | 4 | 4 | 20 | 130 | 2 | 5 | 2 | 2 | 5 | 16 |
| 63 | 4 | 3 | 4 | 4 | 3 | 18 | 131 | 4 | 5 | 4 | 4 | 5 | 22 |
| 64 | 4 | 4 | 4 | 4 | 4 | 20 | 132 | 4 | 4 | 4 | 4 | 4 | 20 |
| 65 | 4 | 3 | 4 | 4 | 3 | 18 | 133 | 4 | 5 | 4 | 4 | 5 | 22 |
| 66 | 5 | 5 | 5 | 4 | 4 | 23 | 134 | 4 | 4 | 4 | 4 | 4 | 20 |
| 67 | 4 | 3 | 4 | 4 | 4 | 19 | 135 | 5 | 4 | 4 | 4 | 4 | 21 |
| 68 | 5 | 4 | 5 | 4 | 4 | 22 | 136 | 5 | 4 | 4 | 4 | 4 | 21 |

**TABULASI JAWABAN RESPONDEN**

**PROMOSI PENJUALAN (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total X2 | No | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total X2 | No | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total X2 |
| 1 | 3 | 3 | 4 | 3 | 3 | 16 | 69 | 3 | 3 | 4 | 3 | 3 | 16 | 137 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 4 | 4 | 2 | 3 | 4 | 17 | 70 | 4 | 3 | 4 | 2 | 4 | 17 | 138 | 2 | 5 | 5 | 4 | 4 | 20 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 | 71 | 4 | 3 | 4 | 4 | 3 | 18 | 139 | 2 | 4 | 5 | 4 | 4 | 19 |
| 4 | 4 | 3 | 4 | 4 | 3 | 18 | 72 | 3 | 4 | 3 | 4 | 3 | 17 | 140 | 4 | 4 | 4 | 5 | 4 | 21 |
| 5 | 3 | 4 | 4 | 3 | 4 | 18 | 73 | 3 | 4 | 4 | 4 | 3 | 18 | 141 | 4 | 3 | 4 | 4 | 4 | 19 |
| 6 | 4 | 4 | 4 | 3 | 4 | 19 | 74 | 4 | 4 | 5 | 4 | 4 | 21 | 142 | 5 | 3 | 3 | 4 | 4 | 19 |
| 7 | 4 | 4 | 2 | 4 | 3 | 17 | 75 | 4 | 5 | 5 | 2 | 4 | 20 | 143 | 4 | 2 | 4 | 5 | 4 | 19 |
| 8 | 4 | 5 | 4 | 4 | 3 | 20 | 76 | 4 | 5 | 5 | 2 | 4 | 20 | 144 | 2 | 5 | 4 | 4 | 4 | 19 |
| 9 | 4 | 4 | 4 | 4 | 3 | 19 | 77 | 4 | 4 | 5 | 4 | 4 | 21 | 145 | 3 | 4 | 4 | 4 | 4 | 19 |
| 10 | 3 | 3 | 4 | 3 | 3 | 16 | 78 | 4 | 4 | 4 | 4 | 5 | 21 | 146 | 3 | 2 | 4 | 4 | 4 | 17 |
| 11 | 4 | 3 | 4 | 2 | 4 | 17 | 79 | 5 | 4 | 5 | 4 | 5 | 23 | 147 | 4 | 3 | 2 | 4 | 4 | 17 |
| 12 | 4 | 4 | 5 | 4 | 4 | 21 | 80 | 4 | 4 | 4 | 2 | 4 | 18 | 148 | 3 | 4 | 4 | 4 | 4 | 19 |
| 13 | 4 | 3 | 4 | 4 | 3 | 18 | 81 | 4 | 4 | 4 | 4 | 4 | 20 | 149 | 3 | 4 | 4 | 3 | 2 | 16 |
| 14 | 4 | 4 | 5 | 4 | 4 | 21 | 82 | 4 | 5 | 5 | 4 | 4 | 22 | 150 | 4 | 4 | 4 | 4 | 4 | 20 |
| 15 | 4 | 3 | 4 | 4 | 3 | 18 | 83 | 4 | 4 | 4 | 4 | 5 | 21 | 151 | 4 | 4 | 5 | 4 | 2 | 19 |
| 16 | 5 | 3 | 4 | 3 | 5 | 20 | 84 | 3 | 4 | 4 | 4 | 3 | 18 | 152 | 4 | 4 | 5 | 4 | 3 | 20 |
| 17 | 4 | 4 | 3 | 4 | 4 | 19 | 85 | 4 | 4 | 4 | 4 | 4 | 20 | 153 | 4 | 4 | 2 | 5 | 5 | 20 |
| 18 | 4 | 4 | 5 | 4 | 4 | 21 | 86 | 4 | 4 | 5 | 4 | 4 | 21 | 154 | 4 | 4 | 2 | 4 | 4 | 18 |
| 19 | 5 | 3 | 4 | 4 | 5 | 21 | 87 | 4 | 4 | 4 | 4 | 4 | 20 |
| 20 | 4 | 5 | 3 | 4 | 5 | 21 | 88 | 3 | 4 | 4 | 4 | 3 | 18 |
| 21 | 5 | 3 | 3 | 4 | 5 | 20 | 89 | 3 | 5 | 4 | 4 | 3 | 19 |
| 22 | 2 | 4 | 3 | 4 | 5 | 18 | 90 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 4 | 4 | 4 | 4 | 5 | 21 | 91 | 5 | 4 | 4 | 4 | 4 | 21 |
| 24 | 5 | 4 | 3 | 4 | 5 | 21 | 92 | 4 | 5 | 5 | 4 | 4 | 22 |
| 25 | 5 | 5 | 5 | 5 | 5 | 25 | 93 | 3 | 4 | 3 | 4 | 3 | 17 |
| 26 | 5 | 5 | 4 | 5 | 5 | 24 | 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 27 | 4 | 4 | 5 | 5 | 4 | 22 | 95 | 4 | 4 | 3 | 3 | 4 | 18 |
| 28 | 4 | 4 | 5 | 4 | 4 | 21 | 96 | 3 | 4 | 4 | 2 | 4 | 17 |
| 29 | 5 | 5 | 4 | 4 | 4 | 22 | 97 | 3 | 4 | 4 | 4 | 4 | 19 |
| 30 | 4 | 4 | 4 | 5 | 4 | 21 | 98 | 3 | 4 | 4 | 4 | 4 | 19 |
| 31 | 5 | 4 | 5 | 5 | 5 | 24 | 99 | 4 | 4 | 4 | 3 | 4 | 19 |
| 32 | 4 | 4 | 4 | 4 | 5 | 21 | 100 | 4 | 4 | 4 | 3 | 4 | 19 |
| 33 | 5 | 4 | 5 | 5 | 5 | 24 | 101 | 4 | 3 | 3 | 4 | 4 | 18 |
| 34 | 2 | 5 | 5 | 4 | 5 | 21 | 102 | 4 | 4 | 4 | 4 | 4 | 20 |
| 35 | 2 | 5 | 4 | 4 | 5 | 20 | 103 | 4 | 5 | 4 | 4 | 4 | 21 |
| 36 | 4 | 5 | 4 | 4 | 5 | 22 | 104 | 3 | 3 | 4 | 5 | 3 | 18 |
| 37 | 5 | 4 | 4 | 5 | 4 | 22 | 105 | 5 | 3 | 4 | 4 | 5 | 21 |
| 38 | 4 | 4 | 4 | 5 | 4 | 21 | 106 | 4 | 5 | 3 | 4 | 5 | 21 |
| 39 | 5 | 4 | 5 | 5 | 5 | 24 | 107 | 5 | 4 | 4 | 4 | 4 | 21 |
| 40 | 2 | 5 | 5 | 4 | 5 | 21 | 108 | 5 | 4 | 4 | 3 | 5 | 21 |
| 41 | 3 | 4 | 5 | 4 | 3 | 19 | 109 | 5 | 4 | 4 | 4 | 4 | 21 |
| 42 | 3 | 3 | 4 | 3 | 3 | 16 | 110 | 2 | 3 | 3 | 4 | 3 | 15 |
| 43 | 4 | 4 | 3 | 3 | 4 | 18 | 111 | 4 | 2 | 3 | 4 | 3 | 16 |
| 44 | 4 | 4 | 5 | 4 | 4 | 21 | 112 | 5 | 5 | 4 | 5 | 4 | 23 |
| 45 | 4 | 3 | 4 | 4 | 3 | 18 | 113 | 5 | 3 | 4 | 4 | 4 | 20 |
| 46 | 3 | 4 | 4 | 3 | 4 | 18 | 114 | 5 | 5 | 4 | 4 | 4 | 22 |
| 47 | 4 | 4 | 4 | 3 | 4 | 19 | 115 | 4 | 3 | 4 | 3 | 4 | 18 |
| 48 | 4 | 4 | 4 | 4 | 3 | 19 | 116 | 4 | 4 | 3 | 4 | 4 | 19 |
| 49 | 4 | 5 | 4 | 4 | 3 | 20 | 117 | 5 | 4 | 4 | 3 | 5 | 21 |
| 50 | 4 | 4 | 4 | 4 | 3 | 19 | 118 | 5 | 5 | 4 | 4 | 4 | 22 |
| 51 | 4 | 5 | 5 | 5 | 4 | 23 | 119 | 5 | 2 | 3 | 3 | 5 | 18 |
| 52 | 3 | 4 | 3 | 5 | 3 | 18 | 120 | 4 | 4 | 3 | 4 | 4 | 19 |
| 53 | 4 | 4 | 4 | 4 | 4 | 20 | 121 | 5 | 2 | 2 | 4 | 5 | 18 |
| 54 | 3 | 4 | 3 | 5 | 3 | 18 | 122 | 5 | 2 | 2 | 4 | 5 | 18 |
| 55 | 3 | 4 | 4 | 2 | 3 | 16 | 123 | 4 | 2 | 2 | 3 | 4 | 15 |
| 56 | 3 | 4 | 4 | 4 | 4 | 19 | 124 | 4 | 5 | 4 | 4 | 4 | 21 |
| 57 | 3 | 4 | 4 | 4 | 4 | 19 | 125 | 5 | 5 | 5 | 5 | 2 | 22 |
| 58 | 3 | 4 | 4 | 3 | 4 | 18 | 126 | 4 | 4 | 5 | 4 | 4 | 21 |
| 59 | 3 | 4 | 4 | 3 | 3 | 17 | 127 | 4 | 4 | 4 | 4 | 4 | 20 |
| 60 | 5 | 5 | 5 | 4 | 3 | 22 | 128 | 4 | 2 | 4 | 4 | 2 | 16 |
| 61 | 4 | 2 | 3 | 4 | 4 | 17 | 129 | 4 | 4 | 4 | 5 | 2 | 19 |
| 62 | 3 | 4 | 4 | 4 | 4 | 19 | 130 | 4 | 4 | 5 | 4 | 4 | 21 |
| 63 | 3 | 4 | 3 | 5 | 3 | 18 | 131 | 4 | 4 | 5 | 4 | 4 | 21 |
| 64 | 5 | 4 | 4 | 2 | 3 | 18 | 132 | 4 | 4 | 4 | 4 | 4 | 20 |
| 65 | 4 | 4 | 3 | 4 | 4 | 19 | 133 | 2 | 4 | 5 | 5 | 4 | 20 |
| 66 | 4 | 5 | 5 | 4 | 4 | 22 | 134 | 4 | 4 | 4 | 4 | 4 | 20 |
| 67 | 4 | 4 | 3 | 3 | 4 | 18 | 135 | 2 | 4 | 4 | 4 | 4 | 18 |
| 68 | 4 | 4 | 4 | 4 | 4 | 20 | 136 | 5 | 4 | 4 | 4 | 4 | 21 |

**TABULASI JAWABAN RESPONDEN**

**PUBLISITAS (X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Total X3 | No | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Total X3 | No | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Total X3 |
| 1 | 4 | 3 | 4 | 3 | 3 | 17 | 69 | 3 | 3 | 4 | 3 | 4 | 17 | 137 | 5 | 4 | 4 | 4 | 4 | 21 |
| 2 | 2 | 4 | 4 | 4 | 4 | 18 | 70 | 4 | 2 | 4 | 3 | 4 | 17 | 138 | 5 | 4 | 4 | 5 | 5 | 23 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 | 71 | 4 | 4 | 3 | 3 | 4 | 18 | 139 | 4 | 4 | 4 | 4 | 5 | 21 |
| 4 | 4 | 4 | 4 | 3 | 3 | 18 | 72 | 3 | 4 | 5 | 4 | 3 | 19 | 140 | 4 | 5 | 4 | 4 | 4 | 21 |
| 5 | 4 | 4 | 3 | 4 | 4 | 19 | 73 | 4 | 4 | 4 | 4 | 4 | 20 | 141 | 3 | 4 | 4 | 3 | 4 | 18 |
| 6 | 4 | 3 | 3 | 4 | 4 | 18 | 74 | 4 | 4 | 3 | 4 | 4 | 19 | 142 | 2 | 4 | 4 | 3 | 5 | 18 |
| 7 | 2 | 4 | 4 | 4 | 4 | 18 | 75 | 5 | 4 | 3 | 5 | 3 | 20 | 143 | 4 | 4 | 2 | 2 | 5 | 17 |
| 8 | 4 | 4 | 4 | 5 | 3 | 20 | 76 | 2 | 2 | 3 | 5 | 4 | 16 | 144 | 4 | 4 | 4 | 5 | 5 | 22 |
| 9 | 4 | 4 | 3 | 4 | 4 | 19 | 77 | 5 | 4 | 4 | 4 | 4 | 21 | 145 | 4 | 4 | 3 | 4 | 5 | 20 |
| 10 | 4 | 3 | 5 | 3 | 3 | 18 | 78 | 4 | 2 | 3 | 4 | 5 | 18 | 146 | 2 | 5 | 2 | 2 | 4 | 15 |
| 11 | 4 | 3 | 4 | 3 | 4 | 18 | 79 | 5 | 4 | 5 | 4 | 4 | 22 | 147 | 3 | 3 | 4 | 3 | 5 | 18 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 | 80 | 5 | 2 | 4 | 4 | 4 | 19 | 148 | 4 | 4 | 4 | 4 | 5 | 21 |
| 13 | 3 | 4 | 3 | 3 | 3 | 16 | 81 | 4 | 4 | 5 | 4 | 4 | 21 | 149 | 4 | 3 | 3 | 4 | 2 | 16 |
| 14 | 4 | 4 | 5 | 4 | 4 | 21 | 82 | 5 | 4 | 5 | 5 | 4 | 23 | 150 | 3 | 4 | 3 | 4 | 4 | 18 |
| 15 | 3 | 4 | 4 | 3 | 3 | 17 | 83 | 5 | 4 | 4 | 4 | 4 | 21 | 151 | 5 | 4 | 4 | 4 | 2 | 19 |
| 16 | 4 | 3 | 4 | 3 | 5 | 19 | 84 | 4 | 4 | 4 | 4 | 4 | 20 | 152 | 4 | 4 | 3 | 4 | 2 | 17 |
| 17 | 3 | 4 | 3 | 4 | 4 | 18 | 85 | 4 | 4 | 5 | 4 | 4 | 21 | 153 | 2 | 4 | 4 | 4 | 5 | 19 |
| 18 | 4 | 4 | 4 | 4 | 4 | 20 | 86 | 5 | 4 | 4 | 4 | 3 | 20 | 154 | 4 | 4 | 5 | 4 | 5 | 22 |
| 19 | 5 | 3 | 4 | 3 | 5 | 20 | 87 | 5 | 4 | 5 | 4 | 4 | 22 |
| 20 | 2 | 3 | 4 | 5 | 5 | 19 | 88 | 5 | 4 | 5 | 4 | 4 | 22 |
| 21 | 4 | 4 | 3 | 3 | 5 | 19 | 89 | 5 | 4 | 4 | 5 | 4 | 22 |
| 22 | 3 | 4 | 4 | 4 | 5 | 20 | 90 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 4 | 4 | 3 | 4 | 4 | 19 | 91 | 3 | 4 | 4 | 4 | 5 | 20 |
| 24 | 4 | 4 | 4 | 4 | 5 | 21 | 92 | 2 | 4 | 4 | 5 | 4 | 19 |
| 25 | 5 | 5 | 3 | 5 | 5 | 23 | 93 | 5 | 2 | 5 | 4 | 4 | 20 |
| 26 | 4 | 5 | 4 | 5 | 5 | 23 | 94 | 4 | 4 | 5 | 4 | 4 | 21 |
| 27 | 5 | 4 | 3 | 4 | 4 | 20 | 95 | 3 | 3 | 5 | 4 | 4 | 19 |
| 28 | 4 | 4 | 4 | 4 | 4 | 20 | 96 | 3 | 2 | 4 | 4 | 3 | 16 |
| 29 | 5 | 4 | 4 | 5 | 5 | 23 | 97 | 3 | 4 | 3 | 4 | 4 | 18 |
| 30 | 4 | 5 | 4 | 4 | 4 | 21 | 98 | 4 | 4 | 5 | 4 | 4 | 21 |
| 31 | 4 | 5 | 4 | 4 | 5 | 22 | 99 | 4 | 3 | 4 | 4 | 4 | 19 |
| 32 | 4 | 4 | 4 | 4 | 5 | 21 | 100 | 4 | 3 | 4 | 4 | 3 | 18 |
| 33 | 5 | 5 | 4 | 4 | 5 | 23 | 101 | 4 | 4 | 4 | 3 | 4 | 19 |
| 34 | 4 | 4 | 4 | 5 | 5 | 22 | 102 | 4 | 3 | 4 | 4 | 4 | 19 |
| 35 | 4 | 4 | 4 | 5 | 5 | 22 | 103 | 4 | 4 | 4 | 5 | 4 | 21 |
| 36 | 5 | 4 | 3 | 5 | 5 | 22 | 104 | 4 | 5 | 4 | 3 | 4 | 20 |
| 37 | 4 | 4 | 4 | 4 | 4 | 20 | 105 | 3 | 5 | 2 | 3 | 5 | 18 |
| 38 | 4 | 5 | 4 | 4 | 4 | 21 | 106 | 5 | 3 | 4 | 5 | 5 | 22 |
| 39 | 5 | 5 | 4 | 4 | 2 | 20 | 107 | 4 | 4 | 4 | 4 | 3 | 19 |
| 40 | 4 | 4 | 4 | 5 | 5 | 22 | 108 | 4 | 3 | 3 | 4 | 5 | 19 |
| 41 | 3 | 4 | 5 | 4 | 3 | 19 | 109 | 4 | 4 | 3 | 4 | 3 | 18 |
| 42 | 4 | 3 | 4 | 3 | 3 | 17 | 110 | 3 | 4 | 4 | 3 | 5 | 19 |
| 43 | 3 | 4 | 4 | 4 | 4 | 19 | 111 | 3 | 4 | 3 | 2 | 3 | 15 |
| 44 | 4 | 4 | 4 | 4 | 4 | 20 | 112 | 3 | 4 | 4 | 5 | 3 | 19 |
| 45 | 3 | 4 | 4 | 3 | 3 | 17 | 113 | 4 | 4 | 5 | 3 | 4 | 20 |
| 46 | 4 | 4 | 3 | 4 | 4 | 19 | 114 | 5 | 5 | 2 | 5 | 4 | 21 |
| 47 | 4 | 3 | 3 | 4 | 4 | 18 | 115 | 4 | 3 | 4 | 3 | 4 | 18 |
| 48 | 4 | 4 | 4 | 4 | 4 | 20 | 116 | 4 | 4 | 4 | 4 | 3 | 19 |
| 49 | 4 | 4 | 4 | 5 | 3 | 20 | 117 | 4 | 3 | 3 | 4 | 3 | 17 |
| 50 | 3 | 4 | 3 | 4 | 4 | 18 | 118 | 5 | 4 | 4 | 5 | 3 | 21 |
| 51 | 5 | 5 | 4 | 5 | 4 | 23 | 119 | 4 | 3 | 3 | 2 | 3 | 15 |
| 52 | 5 | 5 | 4 | 4 | 4 | 22 | 120 | 5 | 5 | 2 | 4 | 4 | 20 |
| 53 | 4 | 4 | 4 | 4 | 4 | 20 | 121 | 4 | 3 | 4 | 2 | 5 | 18 |
| 54 | 3 | 5 | 4 | 4 | 4 | 20 | 122 | 3 | 4 | 4 | 2 | 5 | 18 |
| 55 | 3 | 2 | 4 | 4 | 3 | 16 | 123 | 4 | 4 | 4 | 2 | 4 | 18 |
| 56 | 3 | 4 | 3 | 4 | 4 | 18 | 124 | 4 | 4 | 4 | 5 | 4 | 21 |
| 57 | 4 | 4 | 5 | 4 | 4 | 21 | 125 | 5 | 4 | 4 | 5 | 5 | 23 |
| 58 | 4 | 3 | 4 | 4 | 4 | 19 | 126 | 5 | 3 | 2 | 4 | 5 | 19 |
| 59 | 4 | 3 | 4 | 4 | 3 | 18 | 127 | 5 | 4 | 4 | 4 | 4 | 21 |
| 60 | 2 | 4 | 4 | 5 | 5 | 20 | 128 | 4 | 5 | 2 | 2 | 5 | 18 |
| 61 | 2 | 3 | 4 | 2 | 4 | 15 | 129 | 5 | 5 | 4 | 4 | 4 | 22 |
| 62 | 4 | 4 | 4 | 4 | 4 | 20 | 130 | 5 | 5 | 2 | 4 | 4 | 20 |
| 63 | 3 | 5 | 4 | 4 | 3 | 19 | 131 | 4 | 5 | 4 | 4 | 4 | 21 |
| 64 | 4 | 2 | 4 | 4 | 5 | 19 | 132 | 5 | 4 | 4 | 4 | 4 | 21 |
| 65 | 3 | 4 | 4 | 4 | 4 | 19 | 133 | 4 | 5 | 4 | 4 | 4 | 21 |
| 66 | 2 | 4 | 5 | 5 | 4 | 20 | 134 | 4 | 4 | 4 | 4 | 4 | 20 |
| 67 | 3 | 3 | 4 | 4 | 4 | 18 | 135 | 4 | 4 | 4 | 4 | 2 | 18 |
| 68 | 4 | 4 | 5 | 4 | 4 | 21 | 136 | 4 | 5 | 4 | 4 | 4 | 21 |

**TABULASI JAWABAN RESPONDEN**

**KEPUTUSAN PEMBELIAN (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Y1 | Y2 | Y3 | Y4 | Y5 | Total Y | No | Y1 | Y2 | Y3 | Y4 | Y5 | Total Y | No | Y1 | Y2 | Y3 | Y4 | Y5 | Total Y |
| 1 | 4 | 4 | 2 | 3 | 3 | 16 | 69 | 2 | 4 | 4 | 3 | 4 | 17 | 137 | 5 | 4 | 4 | 4 | 4 | 21 |
| 2 | 4 | 2 | 4 | 4 | 4 | 18 | 70 | 4 | 4 | 5 | 3 | 4 | 20 | 138 | 4 | 5 | 4 | 5 | 5 | 23 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 | 71 | 5 | 4 | 4 | 3 | 4 | 20 | 139 | 5 | 5 | 5 | 4 | 5 | 24 |
| 4 | 4 | 4 | 3 | 3 | 3 | 17 | 72 | 4 | 3 | 3 | 4 | 3 | 17 | 140 | 5 | 4 | 4 | 4 | 4 | 21 |
| 5 | 3 | 4 | 4 | 4 | 4 | 19 | 73 | 4 | 4 | 4 | 4 | 4 | 20 | 141 | 5 | 4 | 4 | 3 | 4 | 20 |
| 6 | 4 | 4 | 3 | 4 | 4 | 19 | 74 | 4 | 5 | 5 | 4 | 4 | 22 | 142 | 4 | 3 | 2 | 3 | 5 | 17 |
| 7 | 4 | 2 | 3 | 4 | 4 | 17 | 75 | 4 | 5 | 5 | 5 | 3 | 22 | 143 | 5 | 4 | 2 | 2 | 5 | 18 |
| 8 | 4 | 4 | 4 | 5 | 3 | 20 | 76 | 3 | 5 | 4 | 5 | 4 | 21 | 144 | 5 | 4 | 4 | 5 | 5 | 23 |
| 9 | 3 | 4 | 4 | 4 | 4 | 19 | 77 | 3 | 5 | 5 | 4 | 4 | 21 | 145 | 3 | 4 | 4 | 4 | 5 | 20 |
| 10 | 5 | 4 | 3 | 3 | 3 | 18 | 78 | 4 | 4 | 4 | 4 | 5 | 21 | 146 | 3 | 4 | 4 | 2 | 4 | 17 |
| 11 | 4 | 4 | 4 | 3 | 4 | 19 | 79 | 5 | 5 | 5 | 4 | 4 | 23 | 147 | 4 | 2 | 3 | 3 | 5 | 17 |
| 12 | 4 | 5 | 4 | 4 | 4 | 21 | 80 | 5 | 4 | 4 | 4 | 4 | 21 | 148 | 4 | 4 | 4 | 4 | 5 | 21 |
| 13 | 3 | 4 | 3 | 3 | 3 | 16 | 81 | 5 | 4 | 4 | 4 | 4 | 21 | 149 | 3 | 4 | 4 | 4 | 2 | 17 |
| 14 | 5 | 5 | 4 | 4 | 4 | 22 | 82 | 4 | 5 | 5 | 5 | 4 | 23 | 150 | 3 | 4 | 4 | 4 | 4 | 19 |
| 15 | 4 | 4 | 3 | 3 | 3 | 17 | 83 | 5 | 4 | 5 | 4 | 4 | 22 | 151 | 4 | 5 | 4 | 4 | 2 | 19 |
| 16 | 4 | 4 | 3 | 3 | 5 | 19 | 84 | 5 | 4 | 4 | 4 | 4 | 21 | 152 | 4 | 5 | 4 | 4 | 2 | 19 |
| 17 | 4 | 3 | 5 | 4 | 4 | 20 | 85 | 4 | 4 | 4 | 4 | 4 | 20 | 153 | 4 | 2 | 2 | 4 | 5 | 17 |
| 18 | 4 | 5 | 4 | 4 | 4 | 21 | 86 | 4 | 5 | 5 | 4 | 3 | 21 | 154 | 4 | 2 | 5 | 4 | 5 | 20 |
| 19 | 4 | 4 | 4 | 3 | 5 | 20 | 87 | 5 | 4 | 4 | 4 | 4 | 21 |
| 20 | 4 | 3 | 4 | 5 | 5 | 21 | 88 | 4 | 4 | 4 | 4 | 4 | 20 |
| 21 | 4 | 3 | 4 | 3 | 5 | 19 | 89 | 5 | 4 | 5 | 5 | 4 | 23 |
| 22 | 3 | 3 | 3 | 4 | 5 | 18 | 90 | 5 | 4 | 4 | 4 | 4 | 21 |
| 23 | 4 | 4 | 3 | 4 | 4 | 19 | 91 | 4 | 4 | 4 | 4 | 5 | 21 |
| 24 | 4 | 3 | 4 | 4 | 5 | 20 | 92 | 5 | 5 | 4 | 5 | 4 | 23 |
| 25 | 3 | 5 | 5 | 5 | 5 | 23 | 93 | 4 | 3 | 5 | 4 | 4 | 20 |
| 26 | 4 | 4 | 5 | 5 | 5 | 23 | 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 27 | 4 | 5 | 5 | 4 | 4 | 22 | 95 | 5 | 3 | 3 | 4 | 4 | 19 |
| 28 | 4 | 5 | 4 | 4 | 4 | 21 | 96 | 3 | 4 | 4 | 4 | 3 | 18 |
| 29 | 4 | 4 | 5 | 5 | 5 | 23 | 97 | 4 | 4 | 4 | 4 | 4 | 20 |
| 30 | 2 | 4 | 5 | 4 | 4 | 19 | 98 | 4 | 4 | 4 | 4 | 4 | 20 |
| 31 | 4 | 5 | 4 | 4 | 5 | 22 | 99 | 4 | 4 | 4 | 4 | 4 | 20 |
| 32 | 4 | 4 | 4 | 4 | 5 | 21 | 100 | 4 | 4 | 3 | 4 | 3 | 18 |
| 33 | 4 | 5 | 5 | 4 | 5 | 23 | 101 | 3 | 3 | 4 | 3 | 4 | 17 |
| 34 | 4 | 5 | 4 | 5 | 5 | 23 | 102 | 3 | 4 | 4 | 4 | 4 | 19 |
| 35 | 4 | 4 | 5 | 5 | 5 | 23 | 103 | 4 | 4 | 4 | 5 | 4 | 21 |
| 36 | 3 | 4 | 5 | 5 | 5 | 22 | 104 | 4 | 4 | 4 | 3 | 4 | 19 |
| 37 | 4 | 4 | 4 | 4 | 4 | 20 | 105 | 3 | 4 | 4 | 3 | 5 | 19 |
| 38 | 4 | 4 | 5 | 4 | 4 | 21 | 106 | 4 | 3 | 4 | 5 | 5 | 21 |
| 39 | 4 | 5 | 4 | 4 | 2 | 19 | 107 | 4 | 4 | 4 | 4 | 3 | 19 |
| 40 | 4 | 5 | 4 | 5 | 5 | 23 | 108 | 3 | 4 | 4 | 4 | 5 | 20 |
| 41 | 5 | 5 | 5 | 4 | 3 | 22 | 109 | 3 | 4 | 4 | 4 | 3 | 18 |
| 42 | 4 | 4 | 3 | 3 | 3 | 17 | 110 | 4 | 3 | 3 | 3 | 5 | 18 |
| 43 | 2 | 3 | 5 | 4 | 4 | 18 | 111 | 4 | 3 | 2 | 2 | 3 | 14 |
| 44 | 4 | 5 | 4 | 4 | 4 | 21 | 112 | 4 | 4 | 4 | 5 | 3 | 20 |
| 45 | 4 | 4 | 3 | 3 | 3 | 17 | 113 | 4 | 4 | 2 | 3 | 4 | 17 |
| 46 | 3 | 4 | 4 | 4 | 4 | 19 | 114 | 3 | 4 | 4 | 5 | 4 | 20 |
| 47 | 2 | 4 | 3 | 4 | 4 | 17 | 115 | 4 | 4 | 4 | 3 | 4 | 19 |
| 48 | 4 | 4 | 3 | 4 | 4 | 19 | 116 | 4 | 3 | 4 | 4 | 3 | 18 |
| 49 | 4 | 4 | 4 | 5 | 3 | 20 | 117 | 3 | 4 | 4 | 4 | 3 | 18 |
| 50 | 3 | 4 | 4 | 4 | 4 | 19 | 118 | 4 | 4 | 4 | 5 | 3 | 20 |
| 51 | 4 | 5 | 4 | 5 | 4 | 22 | 119 | 2 | 3 | 3 | 2 | 3 | 13 |
| 52 | 4 | 3 | 5 | 4 | 4 | 20 | 120 | 5 | 3 | 3 | 4 | 4 | 19 |
| 53 | 4 | 4 | 4 | 4 | 4 | 20 | 121 | 4 | 2 | 2 | 2 | 5 | 15 |
| 54 | 4 | 3 | 3 | 4 | 4 | 18 | 122 | 4 | 2 | 4 | 2 | 5 | 17 |
| 55 | 3 | 4 | 4 | 4 | 3 | 18 | 123 | 5 | 2 | 4 | 2 | 4 | 17 |
| 56 | 5 | 4 | 4 | 4 | 4 | 21 | 124 | 5 | 4 | 5 | 5 | 4 | 23 |
| 57 | 4 | 4 | 4 | 4 | 4 | 20 | 125 | 5 | 5 | 5 | 5 | 5 | 25 |
| 58 | 3 | 4 | 4 | 4 | 4 | 19 | 126 | 5 | 5 | 4 | 4 | 5 | 23 |
| 59 | 4 | 4 | 3 | 4 | 3 | 18 | 127 | 4 | 4 | 4 | 4 | 4 | 20 |
| 60 | 3 | 5 | 4 | 5 | 5 | 22 | 128 | 5 | 4 | 2 | 2 | 5 | 18 |
| 61 | 3 | 3 | 3 | 2 | 4 | 15 | 129 | 5 | 4 | 5 | 4 | 4 | 22 |
| 62 | 4 | 4 | 4 | 4 | 4 | 20 | 130 | 5 | 5 | 4 | 4 | 4 | 22 |
| 63 | 4 | 3 | 3 | 4 | 3 | 17 | 131 | 4 | 5 | 4 | 4 | 4 | 21 |
| 64 | 2 | 4 | 4 | 4 | 5 | 19 | 132 | 4 | 4 | 5 | 4 | 4 | 21 |
| 65 | 2 | 3 | 3 | 4 | 4 | 16 | 133 | 5 | 5 | 5 | 4 | 4 | 23 |
| 66 | 4 | 5 | 4 | 5 | 4 | 22 | 134 | 4 | 4 | 4 | 4 | 4 | 20 |
| 67 | 3 | 3 | 5 | 4 | 4 | 19 | 135 | 5 | 4 | 4 | 4 | 2 | 19 |
| 68 | 4 | 4 | 4 | 4 | 4 | 20 | 136 | 5 | 4 | 4 | 4 | 4 | 21 |

# Lampiran 04: Tabulasi Uji Validitas Dan Reliablitas

**Tabulasi Uji Validitas Dan Reliabilitas**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **Total X1** | **No** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **Total X2** |
| **1** | **5** | **5** | **4** | **5** | **5** | **24** | **1** | **5** | **5** | **5** | **5** | **5** | **25** |
| **2** | **4** | **4** | **4** | **4** | **5** | **21** | **2** | **5** | **5** | **4** | **4** | **4** | **22** |
| **3** | **3** | **4** | **4** | **3** | **4** | **18** | **3** | **4** | **4** | **4** | **3** | **4** | **19** |
| **4** | **5** | **5** | **5** | **5** | **5** | **25** | **4** | **5** | **5** | **5** | **5** | **5** | **25** |
| **5** | **5** | **4** | **4** | **4** | **4** | **21** | **5** | **5** | **5** | **5** | **5** | **4** | **24** |
| **6** | **2** | **5** | **5** | **4** | **4** | **20** | **6** | **3** | **3** | **4** | **2** | **5** | **17** |
| **7** | **3** | **4** | **3** | **4** | **4** | **18** | **7** | **5** | **5** | **4** | **3** | **4** | **21** |
| **8** | **5** | **4** | **4** | **4** | **4** | **21** | **8** | **5** | **5** | **5** | **5** | **4** | **24** |
| **9** | **4** | **2** | **2** | **4** | **2** | **14** | **9** | **5** | **4** | **4** | **4** | **2** | **19** |
| **10** | **4** | **4** | **3** | **3** | **3** | **17** | **10** | **4** | **4** | **4** | **4** | **4** | **20** |
| **11** | **4** | **4** | **4** | **4** | **4** | **20** | **11** | **4** | **5** | **4** | **4** | **4** | **21** |
| **12** | **4** | **4** | **4** | **4** | **4** | **20** | **12** | **5** | **5** | **4** | **4** | **4** | **22** |
| **13** | **4** | **4** | **4** | **4** | **3** | **19** | **13** | **5** | **4** | **3** | **4** | **4** | **20** |
| **14** | **5** | **4** | **4** | **4** | **2** | **19** | **14** | **5** | **5** | **5** | **5** | **4** | **24** |
| **15** | **4** | **4** | **4** | **4** | **4** | **20** | **15** | **5** | **5** | **5** | **4** | **4** | **23** |
| **16** | **4** | **5** | **5** | **4** | **5** | **23** | **16** | **5** | **4** | **5** | **4** | **5** | **23** |
| **17** | **4** | **4** | **3** | **4** | **4** | **19** | **17** | **4** | **4** | **4** | **4** | **4** | **20** |
| **18** | **4** | **3** | **3** | **3** | **4** | **17** | **18** | **4** | **5** | **4** | **4** | **3** | **20** |
| **19** | **3** | **3** | **3** | **4** | **3** | **16** | **19** | **3** | **3** | **4** | **3** | **3** | **16** |
| **20** | **5** | **5** | **4** | **5** | **4** | **23** | **20** | **4** | **5** | **4** | **5** | **5** | **23** |
| **21** | **4** | **3** | **3** | **4** | **4** | **18** | **21** | **4** | **5** | **4** | **4** | **3** | **20** |
| **22** | **5** | **4** | **4** | **4** | **4** | **21** | **22** | **5** | **4** | **5** | **5** | **4** | **23** |
| **23** | **3** | **3** | **3** | **4** | **3** | **16** | **23** | **4** | **5** | **3** | **3** | **3** | **18** |
| **24** | **4** | **3** | **4** | **4** | **4** | **19** | **24** | **4** | **5** | **4** | **4** | **3** | **20** |
| **25** | **4** | **5** | **4** | **4** | **4** | **21** | **25** | **4** | **4** | **4** | **4** | **5** | **21** |
| **26** | **5** | **4** | **4** | **2** | **4** | **19** | **26** | **5** | **5** | **5** | **5** | **4** | **24** |
| **27** | **4** | **3** | **3** | **4** | **4** | **18** | **27** | **5** | **5** | **4** | **4** | **3** | **21** |
| **28** | **4** | **4** | **4** | **5** | **3** | **20** | **28** | **4** | **5** | **4** | **4** | **4** | **21** |
| **29** | **4** | **4** | **4** | **5** | **4** | **21** | **29** | **4** | **5** | **4** | **4** | **4** | **21** |
| **30** | **3** | **3** | **3** | **3** | **4** | **16** | **30** | **4** | **5** | **3** | **3** | **3** | **18** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **Total X3** | **No** | **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Total Y** |
| **1** | **5** | **4** | **5** | **4** | **5** | **23** | **1** | **5** | **4** | **5** | **5** | **4** | **23** |
| **2** | **4** | **4** | **4** | **4** | **4** | **20** | **2** | **3** | **4** | **4** | **5** | **3** | **19** |
| **3** | **2** | **3** | **4** | **4** | **3** | **16** | **3** | **3** | **3** | **3** | **3** | **3** | **15** |
| **4** | **5** | **5** | **5** | **5** | **5** | **25** | **4** | **5** | **5** | **5** | **5** | **5** | **25** |
| **5** | **5** | **4** | **5** | **5** | **4** | **23** | **5** | **5** | **4** | **5** | **4** | **5** | **23** |
| **6** | **5** | **4** | **4** | **4** | **5** | **22** | **6** | **5** | **4** | **3** | **5** | **5** | **22** |
| **7** | **4** | **4** | **4** | **4** | **2** | **18** | **7** | **4** | **4** | **4** | **3** | **3** | **18** |
| **8** | **4** | **2** | **2** | **5** | **2** | **15** | **8** | **2** | **2** | **4** | **2** | **3** | **13** |
| **9** | **4** | **4** | **4** | **4** | **2** | **18** | **9** | **4** | **2** | **4** | **2** | **4** | **16** |
| **10** | **2** | **3** | **3** | **3** | **2** | **13** | **10** | **2** | **2** | **2** | **3** | **3** | **12** |
| **11** | **5** | **2** | **5** | **5** | **2** | **19** | **11** | **5** | **3** | **5** | **4** | **3** | **20** |
| **12** | **4** | **4** | **4** | **5** | **4** | **21** | **12** | **4** | **4** | **4** | **4** | **4** | **20** |
| **13** | **4** | **3** | **4** | **5** | **3** | **19** | **13** | **3** | **3** | **4** | **4** | **4** | **18** |
| **14** | **3** | **4** | **2** | **4** | **2** | **15** | **14** | **4** | **4** | **4** | **4** | **4** | **20** |
| **15** | **4** | **4** | **4** | **4** | **4** | **20** | **15** | **4** | **4** | **4** | **4** | **4** | **20** |
| **16** | **4** | **5** | **4** | **5** | **5** | **23** | **16** | **5** | **5** | **4** | **5** | **4** | **23** |
| **17** | **4** | **4** | **4** | **4** | **3** | **19** | **17** | **4** | **4** | **4** | **3** | **3** | **18** |
| **18** | **4** | **4** | **4** | **4** | **4** | **20** | **18** | **3** | **4** | **4** | **3** | **3** | **17** |
| **19** | **3** | **4** | **3** | **2** | **1** | **13** | **19** | **3** | **3** | **3** | **3** | **4** | **16** |
| **20** | **4** | **5** | **5** | **5** | **4** | **23** | **20** | **5** | **4** | **4** | **5** | **4** | **22** |
| **21** | **4** | **3** | **4** | **5** | **3** | **19** | **21** | **3** | **4** | **4** | **4** | **3** | **18** |
| **22** | **4** | **5** | **4** | **4** | **4** | **21** | **22** | **4** | **4** | **5** | **4** | **4** | **21** |
| **23** | **4** | **3** | **3** | **5** | **3** | **18** | **23** | **4** | **4** | **4** | **4** | **5** | **21** |
| **24** | **4** | **4** | **3** | **4** | **4** | **19** | **24** | **4** | **3** | **4** | **3** | **4** | **18** |
| **25** | **4** | **3** | **4** | **4** | **2** | **17** | **25** | **4** | **4** | **4** | **4** | **4** | **20** |
| **26** | **4** | **5** | **2** | **5** | **5** | **21** | **26** | **5** | **5** | **5** | **4** | **5** | **24** |
| **27** | **4** | **3** | **3** | **4** | **3** | **17** | **27** | **3** | **4** | **4** | **3** | **4** | **18** |
| **28** | **4** | **4** | **4** | **4** | **3** | **19** | **28** | **4** | **4** | **3** | **4** | **4** | **19** |
| **29** | **4** | **4** | **5** | **5** | **3** | **21** | **29** | **4** | **4** | **4** | **3** | **4** | **19** |
| **30** | **4** | **4** | **3** | **4** | **3** | **18** | **30** | **4** | **3** | **4** | **3** | **3** | **17** |

# Lampiran 05: Hasil Uji Validitas

**Periklanan (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Total |
| X1.1 | Pearson Correlation | 1 | .244 | .213 | .205 | .131 | .535\*\* |
| Sig. (2-tailed) |  | .195 | .258 | .278 | .491 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .244 | 1 | .802\*\* | .333 | .517\*\* | .848\*\* |
| Sig. (2-tailed) | .195 |  | .000 | .072 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .213 | .802\*\* | 1 | .278 | .512\*\* | .817\*\* |
| Sig. (2-tailed) | .258 | .000 |  | .136 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .205 | .333 | .278 | 1 | .127 | .549\*\* |
| Sig. (2-tailed) | .278 | .072 | .136 |  | .505 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .131 | .517\*\* | .512\*\* | .127 | 1 | .675\*\* |
| Sig. (2-tailed) | .491 | .003 | .004 | .505 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .535\*\* | .848\*\* | .817\*\* | .549\*\* | .675\*\* | 1 |
| Sig. (2-tailed) | .002 | .000 | .000 | .002 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed).  \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

**Promosi Penjualan (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total |
| X2.1 | Pearson Correlation | 1 | .461\* | .487\*\* | .617\*\* | .094 | .751\*\* |
| Sig. (2-tailed) |  | .010 | .006 | .000 | .620 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .461\* | 1 | .127 | .464\*\* | -.088 | .546\*\* |
| Sig. (2-tailed) | .010 |  | .503 | .010 | .645 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .487\*\* | .127 | 1 | .650\*\* | .417\* | .774\*\* |
| Sig. (2-tailed) | .006 | .503 |  | .000 | .022 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .617\*\* | .464\*\* | .650\*\* | 1 | .244 | .865\*\* |
| Sig. (2-tailed) | .000 | .010 | .000 |  | .195 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .094 | -.088 | .417\* | .244 | 1 | .516\*\* |
| Sig. (2-tailed) | .620 | .645 | .022 | .195 |  | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .751\*\* | .546\*\* | .774\*\* | .865\*\* | .516\*\* | 1 |
| Sig. (2-tailed) | .000 | .002 | .000 | .000 | .004 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

**Publisitas (X3)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Total |
| X3.1 | Pearson Correlation | 1 | .167 | .476\*\* | .499\*\* | .485\*\* | .735\*\* |
| Sig. (2-tailed) |  | .378 | .008 | .005 | .007 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .167 | 1 | .184 | -.012 | .605\*\* | .595\*\* |
| Sig. (2-tailed) | .378 |  | .332 | .949 | .000 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .476\*\* | .184 | 1 | .266 | .306 | .646\*\* |
| Sig. (2-tailed) | .008 | .332 |  | .156 | .100 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .499\*\* | -.012 | .266 | 1 | .408\* | .591\*\* |
| Sig. (2-tailed) | .005 | .949 | .156 |  | .025 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .485\*\* | .605\*\* | .306 | .408\* | 1 | .852\*\* |
| Sig. (2-tailed) | .007 | .000 | .100 | .025 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .735\*\* | .595\*\* | .646\*\* | .591\*\* | .852\*\* | 1 |
| Sig. (2-tailed) | .000 | .001 | .000 | .001 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

**Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Total |
| Y1 | Pearson Correlation | 1 | .594\*\* | .561\*\* | .592\*\* | .586\*\* | .871\*\* |
| Sig. (2-tailed) |  | .001 | .001 | .001 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .594\*\* | 1 | .437\* | .680\*\* | .466\*\* | .829\*\* |
| Sig. (2-tailed) | .001 |  | .016 | .000 | .009 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .561\*\* | .437\* | 1 | .286 | .284 | .648\*\* |
| Sig. (2-tailed) | .001 | .016 |  | .126 | .128 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .592\*\* | .680\*\* | .286 | 1 | .436\* | .795\*\* |
| Sig. (2-tailed) | .001 | .000 | .126 |  | .016 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y5 | Pearson Correlation | .586\*\* | .466\*\* | .284 | .436\* | 1 | .706\*\* |
| Sig. (2-tailed) | .001 | .009 | .128 | .016 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .871\*\* | .829\*\* | .648\*\* | .795\*\* | .706\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

# Lampiran 06: Hasil Uji Reliabilitas

**Periklanan (X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .716 | 5 |

**Promosi Penjualan (X2)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .720 | 5 |

**Publisitas (X3)**

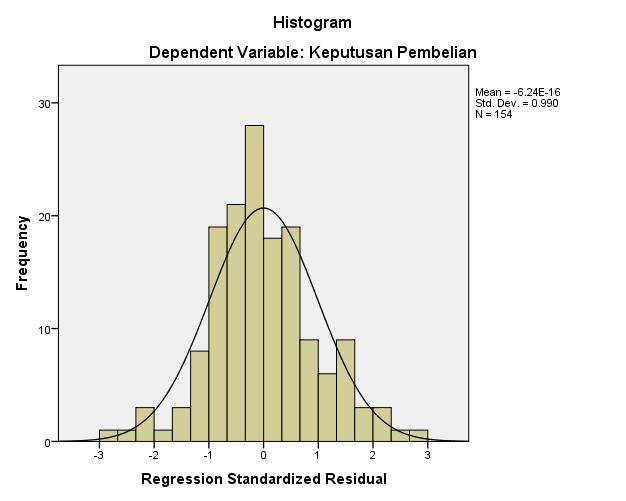
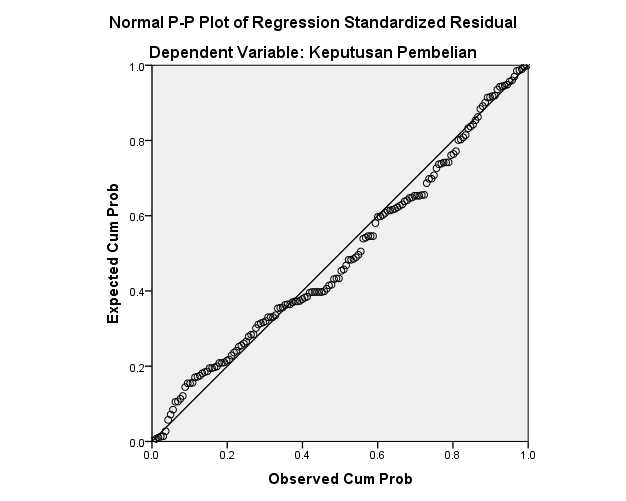
|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .719 | 5 |

**Keputusan Pembelian (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .832 | 5 |

# Lampiran 07 : Hasil Olahan Data SPSS

**Uji Normalitas**

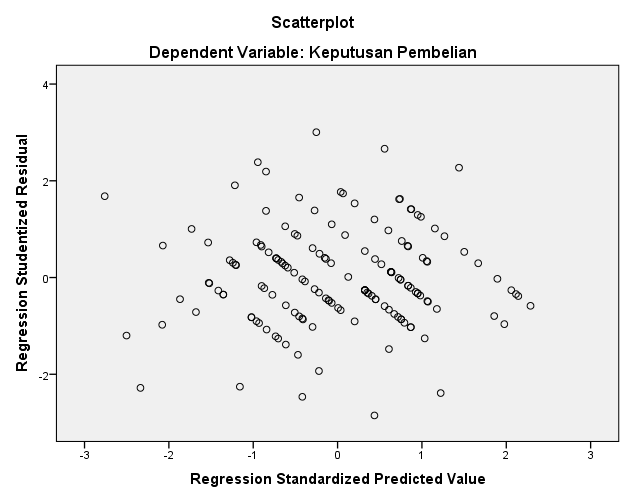
 

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 154 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.22822275 |
| Most Extreme Differences | Absolute | .070 |
| Positive | .070 |
| Negative | -.061 |
| Test Statistic | | .070 |
| Asymp. Sig. (2-tailed) | | .061c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

**Uji Multikolinearitas**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -1.300 | 1.250 |  |  |  |
| Periklanan | .196 | .051 | .205 | .806 | 1.241 |
| Promosi Penjualan | .339 | .066 | .310 | .624 | 1.602 |
| Publisitas | .547 | .074 | .476 | .538 | 1.860 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | |

**Uji Heterokedasitas**



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.875 | .777 |  | 2.414 | .017 |
| Periklanan | -.030 | .031 | -.085 | -.952 | .342 |
| Promosi Penjualan | .060 | .041 | .149 | 1.469 | .144 |
| Publisitas | -.078 | .046 | -.184 | -1.687 | .094 |
| a. Dependent Variable: Abs\_RES | | | | | | |

**Uji Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -1.300 | 1.250 |  | -1.040 | .300 |
| Periklanan | .196 | .051 | .205 | 3.876 | .000 |
| Promosi Penjualan | .339 | .066 | .310 | 5.169 | .000 |
| Publisitas | .547 | .074 | .476 | 7.372 | .000 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

**Uji Parsial (Uji t)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -1.300 | 1.250 |  | -1.040 | .300 |
| Periklanan | .196 | .051 | .205 | 3.876 | .000 |
| Promosi Penjualan | .339 | .066 | .310 | 5.169 | .000 |
| Publisitas | .547 | .074 | .476 | 7.372 | .000 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

**Uji Simultan (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 454.779 | 3 | 151.593 | 98.520 | .000b |
| Residual | 230.805 | 150 | 1.539 |  |  |
| Total | 685.584 | 153 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Publisitas, Periklanan, Promosi Penjualan | | | | | | |

**Uji Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .814a | .663 | .657 | 1.240 |
| a. Predictors: (Constant), Publisitas, Periklanan, Promosi Penjualan | | | | |