**Lampiran 1**

1. **Identitas Penulis**

Nama : **Fauzia Anum Nasution**

Jenis Kelamin : Perempuan

Jurusan : Manajemen

Fakultas : Ekonomi

Asal Perguruan Tinggi : Universitas Muslim Nusantara Al Washliyah Medan

Judul Penelitian : Pengaruh Atribut Produk Terhadap Peningkatan Penjualan pada PT. Jakarana Tama Food Industri Cabang Medan.

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

Medan, Agustus 2018

Peneliti

Fauzia Anum Nasution

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

1. **IdentitasResponden :**

No.Responden :

1. Jenis Kelamin : Laki-laki

Perempuan

1. Umur :  **>**25 tahun

25-40 tahun

1. Pendidikan : S1 DIII SMA
2. **Petunjuk Pengisian :**
3. Pilihlah jawaban paling tepat menurut anda.
4. Bacalah setiap pertanyaan dengan seksama.
5. Isilah semua nomor dengan memilih satu diantara 10 alternatif jawaban dengan memberikan tanda cheklist (√) pada kolom yang sudah disediakan.
6. Alternatif jawaban adalah sebagai berikut :

**Keterangan : Nilai**

SS = Sangat Setuju 5

S = Setuju 4

KS = Kurang Setuju 3

TS = Tidak Setuju 2

STS = Sangat Tidak Setuju 1

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

**DAFTAR PERNYATAAN**

1. **Atribut Produk (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Merek** | | | | | |
| 1. | Merek Mie Gaga ini tidak terlalu terkenal, sehingga sedikit yang ingin membeli mie tersebut. |  |  |  |  |  |
| 2. | Konsumen sangat sering membeli mie , dengan merek mie gaga karena rasanya lezat. |  |  |  |  |  |
| 3. | Selain mie konsumen juga mengonsumsi produk gaga yang lain nya dan banyak peminatnya. |  |  |  |  |  |
|  | **Kemasan** | | | | | |
| 4. | Karyawan merasa konsumen tidak pernah mengeluh masalah kemasan dari suatu produk yang dikeluarkan. |  |  |  |  |  |
| 5. | Konsumen sangat menyukai kemasan dan rasa mie gaga yang sering berganti-ganti. Sehingga konsumen tidak pernah bosan untuk mencicipi varian dan kemasan baru yang dikeluarkan. |  |  |  |  |  |
|  | **Pemberian Label** | | | | | |
| 6. | Karyawan selalu memperhatikan bentuk dan label pada kemasan mie gaga agar tidak terjadinya cacat. |  |  |  |  |  |
| 7. | Pemberian label dan harga yang dibuat sangat sesuai dengan atribut produk. |  |  |  |  |  |
| 8. | PT. Jakarana Tama Food Industri Cabang Medan sudah meminta ijin pada BPOM dalam pemberian label dalam atribut produk. |  |  |  |  |  |
|  | **Pelengkap** | | | | | |
| 9. | Aroma dan rasa mie gaga memiliki ciri khas sendiri yang sulit dibandingkan dengan produk mie sejenisnya |  |  |  |  |  |
| 10. | Informasi dan harga yang disampaikan sangat sesuai dengan kualitas produk. |  |  |  |  |  |

1. **Tingkat Penjualan (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Kondisi dan Kemampuan Menjual** | | | | | |
| 1. | Transaksi jual beli haruslah melibatkan 2 pihak, yakni pihak pembeli (Konsumen) dan pihak penjual. |  |  |  |  |  |
| 2. | Karyawan memiliki strategi-strategi khusus untuk menjual produknya, baik memberikan diskon dan promo beli 2 gratis 1. |  |  |  |  |  |
|  | **Kondisi Pasar** | | | | | |
| 3. | Dengan semakin banyaknya produk sejenis yang ditawarkan oleh perusahaan lain, membuat produk mie gaga kalah saing. |  |  |  |  |  |
| 4. | Kondisi pasar yang semakin hari semakin berkembang, membuat perusahaan sulit untuk bersaing. |  |  |  |  |  |
|  | **Modal** | | | | | |
| 5. | Untuk memperkenalkan barangnya kepada konsumen, biasanya perusahaan memberikan promosi, alat transportasi, tempat peragaan baik dalam perusahaan maupun luar. Semua ini membutuhkan modal. |  |  |  |  |  |
| 6. | Perusahaan tidak perna kekurangan modal, karena penjualan setiap tahunnya meningkat dari waktu kewaktu. |  |  |  |  |  |
|  | **Kondisi Organisasi perusahaan** | | | | | |
| 7. | Dengan ditunjang sarana yang lengkap dalam memproduksi barang, membuat para pekerja lebih nyaman dalam mengerjakannya |  |  |  |  |  |
| 8. | Kondisi organisasi perusahaan yang semakin hari semakin membaik, membuat konsumen lebih tertarik membeli produk yang dihasilkan, sehingga peningkatan penjualan akan semakin meningkat. |  |  |  |  |  |
|  | **Harga** | | | | | |
| 9. | Harga yang ditawarkan perusahaan terhadap produk yang dihasilkan, sudah sangat maksimal dan menuhi standar. |  |  |  |  |  |
| 10. | Harga yang terlalu mahal membuat konsumen berpikir dua kali untuk mengkonsumsi produk yang dihasilkan perusahaan. |  |  |  |  |  |

**Lampiran 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,754a | ,569 | ,557 | 2,12199 |
| a. Predictors: (Constant), Pengembangan Produk | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 7,757 | 5,077 |  | 1,528 | ,135 |
| Atribut Produk | ,830 | ,120 | ,754 | 6,896 | ,000 |
| a. Dependent Variable:Peningkatan Penjualan | | | | | | |

**Lampiran 3**

**Tabel Frekuensi Atribut Produk (X)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00001** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 31 | 81,6 | 81,6 | 81,6 |
| 5,00 | 7 | 18,4 | 18,4 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00002** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 26 | 68,4 | 68,4 | 68,4 |
| 5,00 | 12 | 31,6 | 31,6 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00003** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 32 | 84,2 | 84,2 | 84,2 |
| 5,00 | 6 | 15,8 | 15,8 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00004** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 32 | 84,2 | 84,2 | 84,2 |
| 5,00 | 6 | 15,8 | 15,8 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00005** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 28 | 73,7 | 73,7 | 73,7 |
| 5,00 | 10 | 26,3 | 26,3 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00006** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 27 | 71,1 | 71,1 | 71,1 |
| 5,00 | 11 | 28,9 | 28,9 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00007** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3,00 | 2 | 5,3 | 5,3 | 5,3 |
| 4,00 | 30 | 78,9 | 78,9 | 84,2 |
| 5,00 | 6 | 15,8 | 15,8 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00008** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 34 | 89,5 | 89,5 | 89,5 |
| 5,00 | 4 | 10,5 | 10,5 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00009** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 31 | 81,6 | 81,6 | 81,6 |
| 5,00 | 7 | 18,4 | 18,4 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00010** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 26 | 68,4 | 68,4 | 68,4 |
| 5,00 | 12 | 31,6 | 31,6 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

**Tabel Frekuensi Peningkatan Penjualan (Y)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00001** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 28 | 73,7 | 73,7 | 73,7 |
| 5,00 | 10 | 26,3 | 26,3 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00002** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 22 | 57,9 | 57,9 | 57,9 |
| 5,00 | 16 | 42,1 | 42,1 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00003** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 29 | 76,3 | 76,3 | 76,3 |
| 5,00 | 9 | 23,7 | 23,7 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00004** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3,00 | 1 | 2,6 | 2,6 | 2,6 |
| 4,00 | 29 | 76,3 | 76,3 | 78,9 |
| 5,00 | 8 | 21,1 | 21,1 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00005** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 27 | 71,1 | 71,1 | 71,1 |
| 5,00 | 11 | 28,9 | 28,9 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00006** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 25 | 65,8 | 65,8 | 65,8 |
| 5,00 | 13 | 34,2 | 34,2 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00007** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3,00 | 2 | 5,3 | 5,3 | 5,3 |
| 4,00 | 29 | 76,3 | 76,3 | 81,6 |
| 5,00 | 7 | 18,4 | 18,4 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00008** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 33 | 86,8 | 86,8 | 86,8 |
| 5,00 | 5 | 13,2 | 13,2 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00009** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 28 | 73,7 | 73,7 | 73,7 |
| 5,00 | 10 | 26,3 | 26,3 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00010** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 22 | 57,9 | 57,9 | 57,9 |
| 5,00 | 16 | 42,1 | 42,1 | 100,0 |
| Total | 38 | 100,0 | 100,0 |  |

**Lampiran 4**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Tabulasi Data Variabel Atribut Produk (X)** | | | | | | | | | | | | | | | | |
| No Responden | No Item Pertanyaan | | | | | | | | | | | | | | Jumlah | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | | 8 | | 9 | | 10 | |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | | 4 | | 4 | | 4 | | 41 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 5 | | 42 | |
| 6 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | | 4 | | 5 | | 5 | | 46 | |
| 7 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | | 4 | | 4 | | 4 | | 41 | |
| 8 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 5 | | 43 | |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | | 4 | | 4 | | 4 | | 39 | |
| 10 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | | 4 | | 4 | | 4 | | 42 | |
| 11 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | | 4 | | 5 | | 4 | | 46 | |
| 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 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | | 5 | | 5 | | 5 | | 50 | |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 16 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | | 5 | | 4 | | 5 | | 45 | |
| 17 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | | 5 | | 4 | | 5 | | 45 | |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | | 5 | | 5 | | 5 | | 50 | |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 22 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | | 4 | | 5 | | 4 | | 46 | |
| 23 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | | 4 | | 4 | | 4 | | 42 | |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | | 4 | | 4 | | 4 | | 39 | |
| 25 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 5 | | 43 | |
| 26 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | | 4 | | 4 | | 4 | | 41 | |
| 27 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | | 4 | | 5 | | 5 | | 46 | |
| 28 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 5 | | 42 | |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 30 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | | 4 | | 4 | | 4 | | 41 | |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 35 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | | 4 | | 4 | | 4 | | 41 | |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 40 | |
| 37 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 5 | | 42 | |
| 38 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | | 4 | | 5 | | 5 | | 46 | |
| **Tabulasi Data Tingkat Penjualan (Y)** | | | | | | | | | | | | | | | | | |
| No Responden | No Item Pertanyaan | | | | | | | | | | |  | |  | | Jumlah | |
| 1 | 2 | 3 | 4 | 5 | 6 | | 7 | | 8 | | 9 | | 10 | |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | | 5 | | 5 | | 5 | | 5 | | 50 | |
| 2 | 5 | 5 | 5 | 3 | 4 | 4 | | 4 | | 4 | | 5 | | 5 | | 44 | |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | | 4 | | 4 | | 5 | | 5 | | 48 | |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 5 | | 5 | | 44 | |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 5 | | 42 | |
| 6 | 4 | 5 | 4 | 4 | 5 | 5 | | 4 | | 4 | | 4 | | 5 | | 44 | |
| 7 | 4 | 4 | 4 | 4 | 4 | 5 | | 4 | | 4 | | 4 | | 4 | | 41 | |
| 8 | 4 | 5 | 5 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 5 | | 43 | |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | | 3 | | 4 | | 4 | | 4 | | 39 | |
| 10 | 4 | 4 | 4 | 5 | 4 | 5 | | 4 | | 4 | | 4 | | 4 | | 42 | |
| 11 | 5 | 4 | 5 | 5 | 4 | 5 | | 5 | | 4 | | 5 | | 4 | | 46 | |
| 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 | 5 | 5 | 5 | 5 | 5 | 5 | | 5 | | 5 | | 5 | | 5 | | 50 | |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 16 | 4 | 5 | 4 | 4 | 5 | 4 | | 5 | | 5 | | 4 | | 5 | | 45 | |
| 17 | 4 | 5 | 4 | 4 | 5 | 4 | | 5 | | 5 | | 4 | | 5 | | 45 | |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | | 5 | | 5 | | 5 | | 5 | | 50 | |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 22 | 5 | 4 | 5 | 5 | 4 | 5 | | 5 | | 4 | | 5 | | 4 | | 46 | |
| 23 | 4 | 4 | 4 | 5 | 4 | 5 | | 4 | | 4 | | 4 | | 4 | | 42 | |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | | 3 | | 4 | | 4 | | 4 | | 39 | |
| 25 | 4 | 5 | 5 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 5 | | 43 | |
| 26 | 4 | 4 | 4 | 4 | 4 | 5 | | 4 | | 4 | | 4 | | 4 | | 41 | |
| 27 | 5 | 5 | 4 | 4 | 5 | 5 | | 4 | | 4 | | 5 | | 5 | | 46 | |
| 28 | 4 | 5 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 5 | | 42 | |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 30 | 4 | 4 | 4 | 4 | 5 | 4 | | 4 | | 4 | | 4 | | 4 | | 41 | |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 35 | 4 | 4 | 4 | 4 | 5 | 4 | | 4 | | 4 | | 4 | | 4 | | 41 | |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 37 | 4 | 5 | 4 | 4 | 4 | 4 | | 4 | | 4 | | 4 | | 5 | | 42 | |
| 38 | 5 | 5 | 4 | 4 | 5 | 5 | | 4 | | 4 | | 5 | | 5 | | 46 | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tabulasi Variabel X dan Y** | | | | | |
| N0 | X | Y1 | X2 | Y12 | XY1 |
| 1 | 40 | 50 | 1600 | 2500 | 2000 |
| 2 | 40 | 44 | 1600 | 1936 | 1760 |
| 3 | 41 | 48 | 1681 | 2304 | 1968 |
| 4 | 40 | 44 | 1600 | 1936 | 1760 |
| 5 | 42 | 42 | 1764 | 1764 | 1764 |
| 6 | 46 | 44 | 2116 | 1936 | 2024 |
| 7 | 41 | 41 | 1681 | 1681 | 1681 |
| 8 | 43 | 43 | 1849 | 1849 | 1849 |
| 9 | 39 | 39 | 1521 | 1521 | 1521 |
| 10 | 42 | 42 | 1764 | 1764 | 1764 |
| 11 | 46 | 46 | 2116 | 2116 | 2116 |
| 12 | 40 | 40 | 1600 | 1600 | 1600 |
| 13 | 40 | 40 | 1600 | 1600 | 1600 |
| 14 | 50 | 50 | 2500 | 2500 | 2500 |
| 15 | 40 | 40 | 1600 | 1600 | 1600 |
| 16 | 45 | 45 | 2025 | 2025 | 2025 |
| 17 | 45 | 45 | 2025 | 2025 | 2025 |
| 18 | 40 | 40 | 1600 | 1600 | 1600 |
| 19 | 50 | 50 | 2500 | 2500 | 2500 |
| 20 | 40 | 40 | 1600 | 1600 | 1600 |
| 21 | 40 | 40 | 1600 | 1600 | 1600 |
| 22 | 46 | 46 | 2116 | 2116 | 2116 |
| 23 | 42 | 42 | 1764 | 1764 | 1764 |
| 24 | 39 | 39 | 1521 | 1521 | 1521 |
| 25 | 43 | 43 | 1849 | 1849 | 1849 |
| 26 | 41 | 41 | 1681 | 1681 | 1681 |
| 27 | 46 | 46 | 2116 | 2116 | 2116 |
| 28 | 42 | 42 | 1764 | 1764 | 1764 |
| 29 | 40 | 40 | 1600 | 1600 | 1600 |
| 30 | 41 | 41 | 1681 | 1681 | 1681 |
| 31 | 40 | 40 | 1600 | 1600 | 1600 |
| 32 | 40 | 40 | 1600 | 1600 | 1600 |
| 33 | 40 | 40 | 1600 | 1600 | 1600 |
| 34 | 40 | 40 | 1600 | 1600 | 1600 |
| 35 | 41 | 41 | 1681 | 1681 | 1681 |
| 36 | 40 | 40 | 1600 | 1600 | 1600 |
| 37 | 42 | 42 | 1764 | 1764 | 1764 |
| 38 | 46 | 46 | 2116 | 2116 | 2116 |
| **Jumlah** | **1599** | **1622** | **67595** | **69610** | **68510** |

**Lampiran 5**

**Validitas dan Realibilitas Atribut Produk**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| **Cronbach's Alpha** | **N of Items** |
| ,881 | 10 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| VAR00001 | 37,8947 | 6,637 | ,794 | ,857 |
| VAR00002 | 37,7632 | 6,726 | ,594 | ,871 |
| VAR00003 | 37,9211 | 7,156 | ,560 | ,873 |
| VAR00004 | 37,9211 | 7,264 | ,501 | ,877 |
| VAR00005 | 37,8158 | 6,965 | ,524 | ,877 |
| VAR00006 | 37,7895 | 6,819 | ,570 | ,873 |
| VAR00007 | 37,9737 | 6,675 | ,650 | ,867 |
| VAR00008 | 37,9737 | 7,324 | ,581 | ,873 |
| VAR00009 | 37,8947 | 6,637 | ,794 | ,857 |
| VAR00010 | 37,7632 | 6,726 | ,594 | ,871 |

**Validitas dan Realibilitas Atribut Produk**

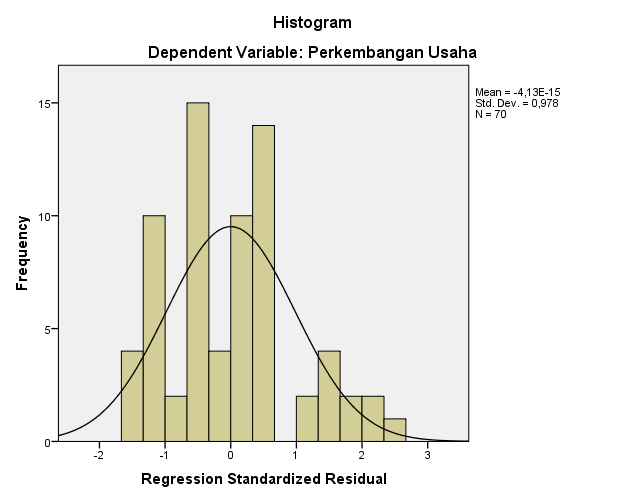
|  |  |
| --- | --- |
| **Reliability Statistics** | |
| **Cronbach's Alpha** | **N of Items** |
| ,884 | 10 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| VAR00001 | 38,4211 | 8,034 | ,765 | ,862 |
| VAR00002 | 38,2632 | 8,199 | ,600 | ,874 |
| VAR00003 | 38,4474 | 8,416 | ,626 | ,872 |
| VAR00004 | 38,5000 | 8,689 | ,472 | ,883 |
| VAR00005 | 38,3947 | 8,408 | ,581 | ,875 |
| VAR00006 | 38,3421 | 8,393 | ,554 | ,877 |
| VAR00007 | 38,5526 | 8,200 | ,641 | ,871 |
| VAR00008 | 38,5526 | 8,849 | ,590 | ,876 |
| VAR00009 | 38,4211 | 8,034 | ,765 | ,862 |
| VAR00010 | 38,2632 | 8,199 | ,600 | ,874 |

**Lampiran 6**

**Histogram**

**Dependent Variabel: Peningkatan Penjualan**



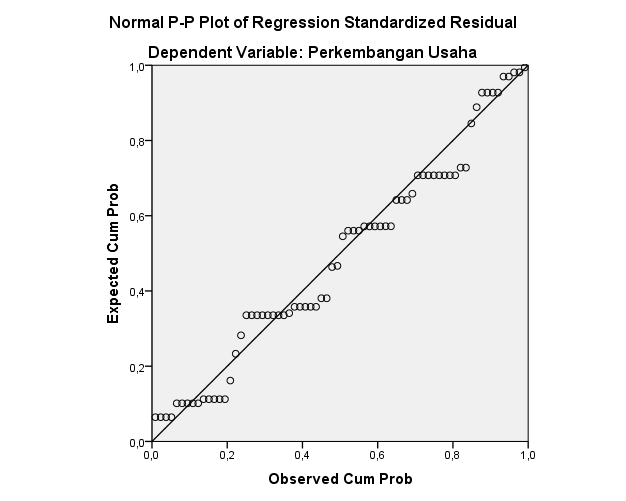
**Mean = 3,01E-15**

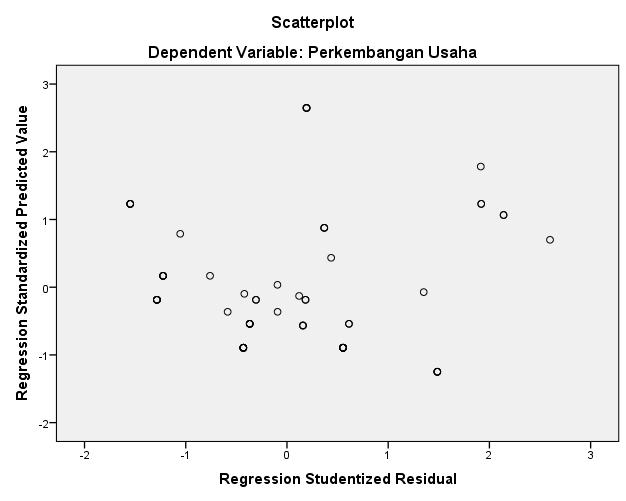
**Std. Dev = 0,986**

**N = 38**

**Normal P-P Plot of Regression Standardized Residual**

**Dependent Variable: Peningkatan Penjualan**





**Scatterplot**

**Dependent Variable: Peningkatan Penjualan**

**Lampiran 7**

**t tabel (N-2)**

|  |  |  |
| --- | --- | --- |
| **Df** | **Level Of Significance** | |
| **Two-Tails** | |
| **0,05** | **0,10** |
| **1** | 12,706 | 6,314 |
| **2** | 4,303 | 2,920 |
| **3** | 3,182 | 2,353 |
| **4** | 2,776 | 2,132 |
| **5** | 2,571 | 2,015 |
| **6** | 2,447 | 1,943 |
| **7** | 2,365 | 1,895 |
| **8** | 2,306 | 1,860 |
| **9** | 2,262 | 1,833 |
| **10** | 2,228 | 1,812 |
| **11** | 2,201 | 1,796 |
| **12** | 2,179 | 1,782 |
| **13** | 2,160 | 1,771 |
| **14** | 2,145 | 1,761 |
| **15** | 2,131 | 1,753 |
| **16** | 2,120 | 1,746 |
| **17** | 2,110 | 1,740 |
| **18** | 2,101 | 1,740 |
| **19** | 2,093 | 1,729 |
| **20** | 2,086 | 1,725 |
| **21** | 2,080 | 1,721 |
| **22** | 2,074 | 1,717 |
| **23** | 2,069 | 1,714 |
| **24** | 2,064 | 1,711 |
| **25** | 2,060 | 1,708 |
| **26** | 2,056 | 1,706 |
| **27** | 2,052 | 1,703 |
| **28** | 2,048 | 1,701 |
| **29** | 2,045 | 1,699 |
| **30** | 2,042 | 1,697 |
| **31** | 2,040 | 1,696 |
| **32** | 2,037 | 1,694 |
| **33** | 2,035 | 1,692 |
| **34** | 2,032 | 1,691 |
| **35** | 2,030 | 1,690 |
| **36** | 2,208 | 1,688 |
| **37** | 2,026 | 1,687 |
| **38** | 2,024 | 1,686 |
| **39** | 2,023 | 1,685 |
| **40** | 2,021 | 1,684 |
| **41** | 2,020 | 1,683 |
| **42** | 2,018 | 1,682 |
| **43** | 2,017 | 1,681 |
| **44** | 2,015 | 1,680 |
| **45** | 2,014 | 1,679 |
| **46** | 2,013 | 1,679 |
| **47** | 2,012 | 1,678 |
| **48** | 2,011 | 1,677 |
| **49** | 2,010 | 1,677 |
| **50** | 2,009 | 1,676 |
| **51** | 2,008 | 1,675 |
| **52** | 2,007 | 1,675 |
| **53** | 2,006 | 1,674 |
| **54** | 2,005 | 1,674 |
| **55** | 2,004 | 1,673 |
| **56** | 2,003 | 1,673 |
| **57** | 2,002 | 1,672 |
| **58** | 2,002 | 1,672 |
| **59** | 2,001 | 1,671 |
| **60** | 2,000 | 1,671 |
| **61** | 1,999 | 1,670 |
| **62** | 1,998 | 1,669 |
| **63** | 1,998 | 1,669 |
| **64** | 1,996 | 1,668 |
| **65** | 1,996 | 1,667 |
| **66** | 1,996 | 1,667 |
| **67** | 1,995 | 1,666 |
| **68** | 1,995 | 1,665 |
| **69** | 1,994 | 1,665 |
| **70** | 1,994 | 1,664 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Tabel r Product Moment | | | | | | | | | | | |
| Pada Sig.0,05 (Two Tail) | | | | | | | | | | | |
|  |  |  |  |  |  |  |  |  |  |  |  |
| N | R | N | r | N | R | N | r | N | R | N | R |
| 1 | 0.997 | 41 | 0.301 | 81 | 0.216 | 121 | 0.177 | 161 | 0.154 | 201 | 0.138 |
| 2 | 0.950 | 42 | 0.297 | 82 | 0.215 | 122 | 0.176 | 162 | 0.153 | 202 | 0.137 |
| 3 | 0.878 | 43 | 0.294 | 83 | 0.213 | 123 | 0.176 | 163 | 0.153 | 203 | 0.137 |
| 4 | 0.811 | 44 | 0.291 | 84 | 0.212 | 124 | 0.175 | 164 | 0.152 | 204 | 0.137 |
| 5 | 0.754 | 45 | 0.288 | 85 | 0.211 | 125 | 0.174 | 165 | 0.152 | 205 | 0.136 |
| 6 | 0.707 | 46 | 0.285 | 86 | 0.210 | 126 | 0.174 | 166 | 0.151 | 206 | 0.136 |
| 7 | 0.666 | 47 | 0.282 | 87 | 0.208 | 127 | 0.173 | 167 | 0.151 | 207 | 0.136 |
| 8 | 0.632 | 48 | 0.279 | 88 | 0.207 | 128 | 0.172 | 168 | 0.151 | 208 | 0.135 |
| 9 | 0.602 | 49 | 0.276 | 89 | 0.206 | 129 | 0.172 | 169 | 0.150 | 209 | 0.135 |
| 10 | 0.576 | 50 | 0.273 | 90 | 0.205 | 130 | 0.171 | 170 | 0.150 | 210 | 0.135 |
| 11 | 0.553 | 51 | 0.271 | 91 | 0.204 | 131 | 0.170 | 171 | 0.149 | 211 | 0.134 |
| 12 | 0.532 | 52 | 0.268 | 92 | 0.203 | 132 | 0.170 | 172 | 0.149 | 212 | 0.134 |
| 13 | 0.514 | 53 | 0.266 | 93 | 0.202 | 133 | 0.169 | 173 | 0.148 | 213 | 0.134 |
| 14 | 0.497 | 54 | 0.263 | 94 | 0.201 | 134 | 0.168 | 174 | 0.148 | 214 | 0.134 |
| 15 | 0.482 | 55 | 0.261 | 95 | 0.200 | 135 | 0.168 | 175 | 0.148 | 215 | 0.133 |
| 16 | 0.468 | 56 | 0.259 | 96 | 0.199 | 136 | 0.167 | 176 | 0.147 | 216 | 0.133 |
| 17 | 0.456 | 57 | 0.256 | 97 | 0.198 | 137 | 0.167 | 177 | 0.147 | 217 | 0.133 |
| 18 | 0.444 | 58 | 0.254 | 98 | 0.197 | 138 | 0.166 | 178 | 0.146 | 218 | 0.132 |
| 19 | 0.433 | 59 | 0.252 | 99 | 0.196 | 139 | 0.165 | 179 | 0.146 | 219 | 0.132 |
| 20 | 0.423 | 60 | 0.250 | 100 | 0.195 | 140 | 0.165 | 180 | 0.146 | 220 | 0.132 |
| 21 | 0.413 | 61 | 0.248 | 101 | 0.194 | 141 | 0.164 | 181 | 0.145 | 221 | 0.131 |
| 22 | 0.404 | 62 | 0.246 | 102 | 0.193 | 142 | 0.164 | 182 | 0.145 | 222 | 0.131 |
| 23 | 0.396 | 63 | 0.244 | 103 | 0.192 | 143 | 0.163 | 183 | 0.144 | 223 | 0.131 |
| 24 | 0.388 | 64 | 0.242 | 104 | 0.191 | 144 | 0.163 | 184 | 0.144 | 224 | 0.131 |
| 25 | 0.381 | 65 | 0.240 | 105 | 0.190 | 145 | 0.162 | 185 | 0.144 | 225 | 0.130 |
| 26 | 0.374 | 66 | 0.239 | 106 | 0.189 | 146 | 0.161 | 186 | 0.143 | 226 | 0.130 |
| 27 | 0.367 | 67 | 0.237 | 107 | 0.188 | 147 | 0.161 | 187 | 0.143 | 227 | 0.130 |
| 28 | 0.361 | 68 | 0.235 | 108 | 0.187 | 148 | 0.160 | 188 | 0.142 | 228 | 0.129 |
| 29 | 0.355 | 69 | 0.234 | 109 | 0.187 | 149 | 0.160 | 189 | 0.142 | 229 | 0.129 |
| 30 | 0.349 | 70 | 0.232 | 110 | 0.186 | 150 | 0.159 | 190 | 0.142 | 230 | 0.129 |
| 31 | 0.344 | 71 | 0.230 | 111 | 0.185 | 151 | 0.159 | 191 | 0.141 | 231 | 0.129 |
| 32 | 0.339 | 72 | 0.229 | 112 | 0.184 | 152 | 0.158 | 192 | 0.141 | 232 | 0.128 |
| 33 | 0.334 | 73 | 0.227 | 113 | 0.183 | 153 | 0.158 | 193 | 0.141 | 233 | 0.128 |
| 34 | 0.329 | 74 | 0.226 | 114 | 0.182 | 154 | 0.157 | 194 | 0.140 | 234 | 0.128 |
| 35 | 0.325 | 75 | 0.224 | 115 | 0.182 | 155 | 0.157 | 195 | 0.140 | 235 | 0.127 |
| 36 | 0.320 | 76 | 0.223 | 116 | 0.181 | 156 | 0.156 | 196 | 0.139 | 236 | 0.127 |
| 37 | 0.316 | 77 | 0.221 | 117 | 0.180 | 157 | 0.156 | 197 | 0.139 | 237 | 0.127 |
| 38 | 0.312 | 78 | 0.220 | 118 | 0.179 | 158 | 0.155 | 198 | 0.139 | 238 | 0.127 |
| 39 | 0.308 | 79 | 0.219 | 119 | 0.179 | 159 | 0.155 | 199 | 0.138 | 239 | 0.126 |
| 40 | 0.304 | 80 | 0.217 | 120 | 0.178 | 160 | 0.154 | 200 | 0.138 | 240 | 0.126 |