



LAMPIRAN

Lampiran 01: Data penjualan laptop di Indonesia
Tahun 2016

NOTEBOOK/ LAPTOP/ NETBOOK

MERЕК	TBI	TOP
Acer	34.7%	TOP
Asus	16.5%	TOP
Lenovo	11.1%	TOP
Toshiba	10.8%	
HP	8.5%	
Samsung	4.6%	
Apple	3.3%	

Tahun 2017

NOTEBOOK/ LAPTOP/ NETBOOK

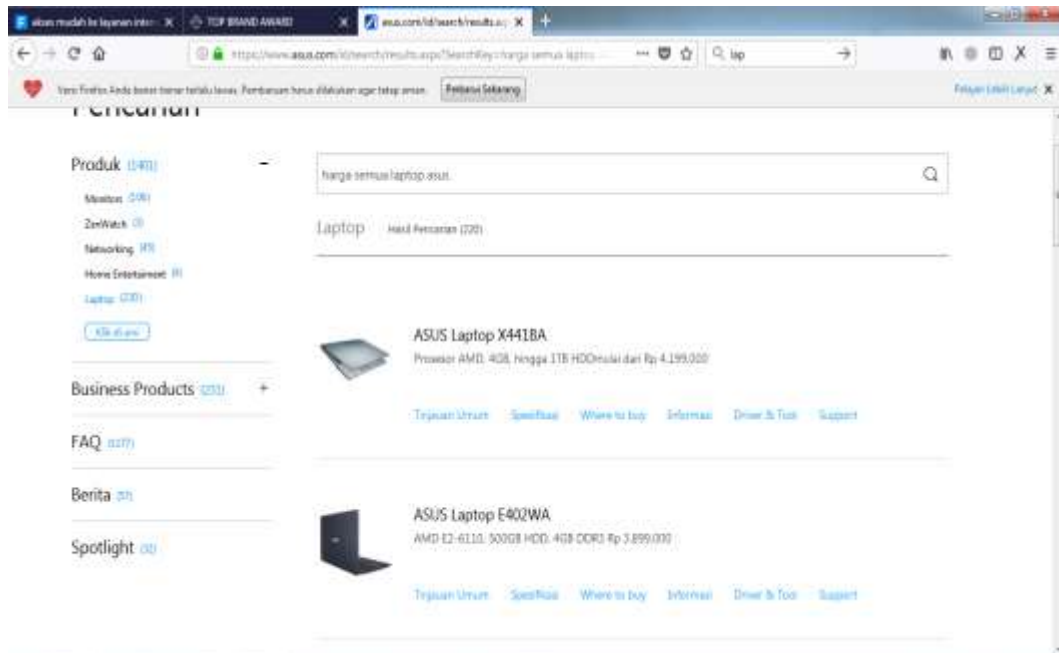
MERЕК	TBI	TOP
Acer	33.7%	TOP
Asus	18.1%	TOP
Toshiba	10.9%	TOP
Lenovo	10.5%	
HP	8.9%	
Samsung	4.8%	
Apple	3.1%	

Tahun 2018

NOTEBOOK/ LAPTOP/ NETBOOK

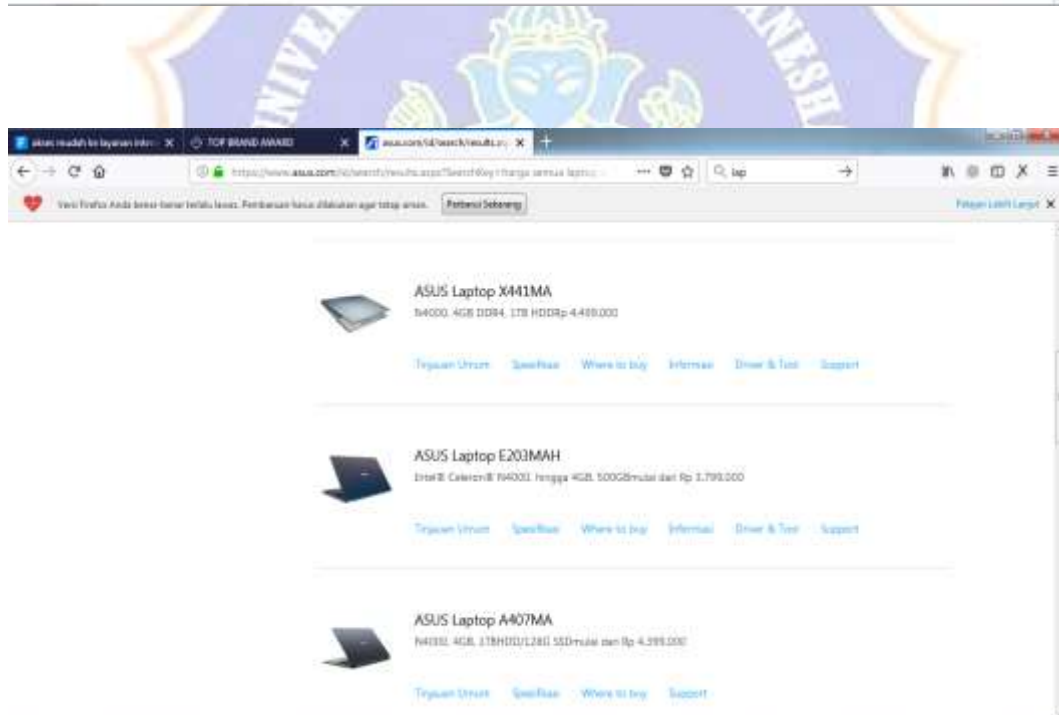
MERЕК	TBI	TOP
Acer	31.7%	TOP
Asus	23.6%	TOP
Lenovo	10.9%	TOP
HP	9.4%	
Toshiba	7.1%	

Lampiran 02: Daftar harga laptop merek asus



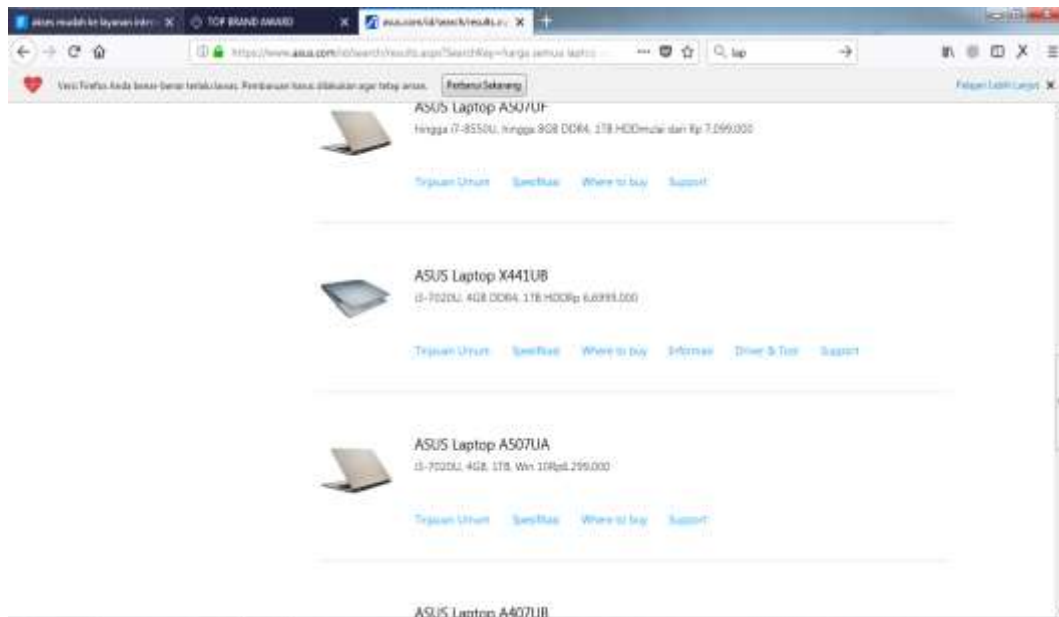
The screenshot shows the ASUS website search results for the query "harga semua laptop asus". The search bar contains the text "harga semua laptop asus". Below the search bar, the results are categorized under "Laptop" with 221 items. Two laptop models are displayed:

- ASUS Laptop X441BA**: Processor AMD, 4GB, hingga 1TB HDD mulai dari Rp 4.199.000. Links: Tujuan Utama, Spesifikasi, Where to buy, Informasi, Driver & Tool, Support.
- ASUS Laptop E402WA**: AMD E2-6110, 500GB HDD, 4GB DDR3 Rp 3.899.000. Links: Tujuan Utama, Spesifikasi, Where to buy, Informasi, Driver & Tool, Support.



The screenshot shows the ASUS website search results for the query "harga semua laptop". The search bar contains the text "lap". Below the search bar, the results are categorized under "Laptop" with 221 items. Three laptop models are displayed:

- ASUS Laptop X441MA**: i4400, 4GB DDR4, 1TB HDD Rp 4.499.000. Links: Tujuan Utama, Spesifikasi, Where to buy, Informasi, Driver & Tool, Support.
- ASUS Laptop E203MAH**: Intel® Celeron® i4400, hingga 4GB, 500GB mulai dari Rp 3.799.000. Links: Tujuan Utama, Spesifikasi, Where to buy, Informasi, Driver & Tool, Support.
- ASUS Laptop A407MA**: N4150, 4GB, 1TB HDD / 128GB SSD mulai dari Rp 4.399.000. Links: Tujuan Utama, Spesifikasi, Where to buy, Support.



Lampiran 03 : Kuesioner

PENGARUH HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN LAPTOP MEREK ASUS PADA MAHASISWA JURUSAN MANAJEMEN

A. Umum

Dengan hormat, penulis memohon kesediannya saudara/i untuk mengisi daftar kuesioner dibawah yang di berikan kepada anda. Jawaban yang anda berikan adalah informasi bagi penulis sebagai data penelitian dalam penyusunan skripsi dengan judul “Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Laptop Merek Asus Pada Mahasiswa Jurusan Manajemen” Penulis mengharapkan kesediaan anda untuk menjawabnya dengan baik.

B. Identitas responden

Nama :

NIM :

C. Petunjuk pengisian

Pilihlah jawaban yang paling sesuai menurut anda sebagai responden dan berilah tanda rumput (√) pada kolom penytaan yang sudah disediakan.

Keterangan :

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

No	Pernyataan	SS	S	N	TS	STS
	Harga	5	4	3	2	1
1	Harga yang sudah ditetapkan merupakan informasi yang akurat bagi anda					
2	Harga yang ditawarkan terjangkau oleh daya beli atau kemampuan anda					
3	Harga yang ditawarkan sesuai dengan kualitas produknya					
4	Harga yang ditawarkan memiliki daya saing dengan harga produk yang sejenis					
5	Adanya potongan harga atau diskon menjadikan anda tertarik pada laptop merek Asus					

No	Pernyataan	SS	S	N	TS	STS
	Promosi	5	4	3	2	1
1	Jangkauan promosi atau event produk laptop merek Asus sudah sangat meluas					
2	Daya Tarik promosi yang disampaikan produk laptop merek Asus dapat menimbulkan minat beli anda					
3	Pesan promosi yang disampaikan produk laptop merek Asus mudah di mengerti					
4	Kuantitas penayangan iklan produk laptop merek Asus sudah cukup baik					

No	Pernyataan	SS	S	N	TS	STS
	Keputusan pembelian	5	4	3	2	1
1	Saat membeli laptop merek Asus, anda sangat yakin dan mantap akan pilhan anda					
2	Sebelum melakukan pembelian, anda selalu mencari produk yang sudah banyak dikenal orang seperti laptop merek Asus					
3	Setelah melakukan pembelian, anda juga merekomendasikan ke krabat atau orang lain					
4	Jika anda ingin membeli laptop kembali, anda akan memilih laptop merek asus					

Lampiran 04 : Ketentuan Skor Tertinggi, Skor Terendah Dan Interval Rentang Skor Kuesioner Awal

1. Ketentuan Skor Tertinggi, Skor Terendah Dan Interval Rentang Skor Kuesioner Awal Harga

1. Apabila jawaban SS diberikan skor 5
2. Apabila jawaban S diberikan skor 4
3. Apabila jawaban N diberikan skor 3
4. Apabila jawaban TS diberikan skor 2
5. Apabila jawaban STS diberikan skor 1

a) Skor tertinggi = Nilai tertinggi x jumlah pernyataan x jumlah responden

b) Skor terendah = Nilai terendah x jumlah pernyataan x jumlah responden

Nilai tertinggi = 5

Nilai terendah = 1

Jumlah responden = 1

Jumlah pertanyaan = 5

Skor tertinggi = $5 \times 5 \times 1 = 25$

Skor terendah = $1 \times 5 \times 1 = 5$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{25-5}{5} = 4$

Rentang skor harga

Rentang skor	Keterangan responden
25-21	Sangat tinggi
20-16	Tinggi
15-11	Sedang
10-6	Rendah
5-1	Sangat rendah

2. Ketentuan Skor Tertinggi, Skor Terendah Dan Interval Rentang Skor Kuesioner Awal Promosi

1. Apabila jawaban SS diberikan skor 5
2. Apabila jawaban S diberikan skor 4
3. Apabila jawaban N diberikan skor 3
4. Apabila jawaban TS diberikan skor 2
5. Apabila jawaban STS diberikan skor 1

a) Skor tertinggi = Nilai tertinggi x jumlah pernyataan x jumlah responden

b) Skor terendah = Nilai terendah x jumlah pernyataan x jumlah responden

Nilai tertinggi = 5

Nilai terendah = 1

Jumlah responden = 1

Jumlah pertanyaan = 4

Skor tertinggi = $5 \times 4 \times 1 = 20$

Skor terendah = $1 \times 4 \times 1 = 4$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{20-4}{5} = 3,2 = 3$

Rentang skor variabel promosi

Rentang skor	Keterangan responden
20-17	Sangat tinggi
16-13	Tinggi
12-9	Sedang
8-5	Rendah
4-1	Sangat rendah

3. Ketentuan Skor Tertinggi, Skor Terendah Dan Interval Rentang Skor Kuesioner Awal Harga secara total

1. Apabila jawaban SS diberikan skor 5
2. Apabila jawaban S diberikan skor 4

3. Apabila jawaban N diberikan skor 3
4. Apabila jawaban TS diberikan skor 2
5. Apabila jawaban STS diberikan skor 1

Nilai tertinggi = 5

Nilai terendah = 1

Jumlah responden = 10

Jumlah pertanyaan = 5

a) Skor tertinggi = Nilai tertinggi x jumlah pernyataan x jumlah responden

b) Skor terendah = Nilai terendah x jumlah pernyataan x jumlah responden

Skor tertinggi = $5 \times 5 \times 10 = 250$

Skor terendah = $1 \times 5 \times 10 = 50$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{250-50}{5} = 40$

Rentang skor variabel harga secara total

Rentang skor	Keterangan responden
250-210	Sangat tinggi
209-169	Tinggi
168-128	Sedang
127-87	Rendah
86-46	Sangat rendah

4. Ketentuan Skor Tertinggi, Skor Terendah Dan Interval Rentang Skor Kuesioner Awal promosi dan keputusan pembelian secara total

1. Apabila jawaban SS diberikan skor 5
2. Apabila jawaban S diberikan skor 4
3. Apabila jawaban N diberikan skor 3
4. Apabila jawaban TS diberikan skor 2
5. Apabila jawaban STS diberikan skor 1

- a) Skor tertinggi = Nilai tertinggi x jumlah pernyataan x jumlah responden
 b) Skor terendah = Nilai terendah x jumlah pernyataan x jumlah responden

Nilai tertinggi = 5

Nilai terendah = 1

Jumlah responden = 1

Jumlah pertanyaan = 4

Skor tertinggi = $5 \times 4 \times 10 = 200$

Skor terendah = $1 \times 4 \times 10 = 40$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{200-40}{5} = 32$

Rentang skor variabel promosi dan keputusan pembelian secara total

Rentang skor	Keterangan responden
200-168	Sangat tinggi
167-135	Tinggi
134-102	Sedang
101-69	Rendah
68-36	Sangat rendah

Lampiran 05 : Data Hasil Kuesioner (Data Ordinal)

Sampel kecil

X1 Harga

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

X2 Promosi

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

Y Keputusan Pembelian

no	Y1	Y2	Y3	Y4	total
1	5	5	5	5	20
2	4	5	4	4	17
3	5	4	5	5	19
4	5	4	5	4	18
5	4	4	3	2	13
6	4	4	5	4	17
7	5	4	3	3	15
8	5	5	4	4	18
9	4	4	4	3	15
10	3	4	4	3	14
11	4	3	4	4	15
12	5	5	5	4	19
13	5	5	5	5	20
14	4	5	4	5	18
15	4	4	4	2	14
16	5	5	5	5	20
17	4	4	4	2	14
18	4	4	4	3	15
19	4	4	5	5	18
20	5	5	4	4	18
21	4	5	4	4	17
22	5	4	5	4	18
23	5	5	5	5	20
24	4	5	5	5	19
25	4	5	4	5	18
26	5	5	4	4	18
27	5	5	5	5	20
28	5	4	4	4	17
29	5	4	4	3	16
30	4	4	4	3	15



Sampel besar

X1 Harga

no	X1.1	X1.2	X1.3	X1.4	X1.5	total
1	5	4	5	5	5	24
2	4	5	5	5	5	24
3	5	4	5	4	5	23
4	5	4	5	5	5	24
5	5	4	5	4	5	23
6	5	4	4	4	4	21
7	4	4	5	4	5	22
8	4	4	4	5	4	21
9	5	4	4	5	4	22
10	5	5	5	5	5	25
11	4	4	4	4	4	20
12	5	5	5	4	5	24
13	5	5	4	5	4	23
14	5	4	5	4	5	23
15	4	5	5	4	5	23
16	4	4	5	5	5	23
17	5	4	4	4	4	21
18	4	4	4	4	4	20
19	5	5	5	4	5	24
20	4	5	5	5	5	24
21	4	4	3	4	3	18
22	5	5	5	5	5	25
23	4	5	5	5	5	24
24	5	5	5	5	5	25
25	5	5	4	5	4	23
26	4	5	5	5	5	24
27	4	5	5	5	5	24
28	4	5	5	4	5	23
29	4	4	5	5	5	23
30	4	4	5	4	5	22
31	5	5	5	4	5	24
32	2	1	1	2	1	7
33	2	1	3	1	3	10
34	2	2	2	2	2	10
35	1	1	1	2	1	6
36	1	1	1	1	1	5
37	5	5	5	5	5	25
38	5	5	5	5	5	25
39	5	5	5	5	5	25
40	5	4	4	4	4	21
41	4	4	5	4	5	22
42	4	4	4	5	4	21
43	5	4	4	5	4	22
44	5	5	5	5	5	25
45	2	2	2	2	2	10
46	2	2	2	1	2	9
47	2	2	2	4	2	12
48	5	5	5	5	5	25

49	4	5	5	4	5	23
50	2	4	5	5	5	21
51	4	4	5	4	5	22
52	4	5	4	4	4	21
53	5	5	5	5	5	25
54	4	5	5	4	5	23
55	4	4	5	5	5	23
56	4	4	5	4	5	22
57	5	5	5	4	5	24
58	4	5	5	4	5	23
59	5	5	5	5	5	25
60	4	4	4	4	4	20
61	5	5	5	4	5	24
62	5	5	5	5	5	25
63	4	5	5	5	5	24
64	5	5	5	5	5	25
65	5	5	5	4	5	24

X2 Promosi

no	X2.1	X2.2	X2.3	X2.4	total
1	5	5	4	5	19
2	5	3	4	4	16
3	5	5	4	4	18
4	4	3	5	4	16
5	5	5	4	5	19
6	3	3	3	3	12
7	5	4	4	4	17
8	5	5	4	5	19
9	5	5	4	4	18
10	4	5	4	3	16
11	4	5	4	5	18
12	4	4	4	4	16
13	4	5	4	5	18
14	5	5	4	4	18
15	4	4	5	4	17
16	4	4	4	4	16
17	5	4	4	5	18
18	4	5	5	4	18
19	5	4	4	4	17
20	5	5	5	5	20
21	5	4	4	5	18
22	4	5	4	5	18
23	4	4	4	3	15
24	5	5	4	5	19
25	5	4	4	5	18
26	5	5	5	5	20
27	5	5	5	4	19
28	3	4	5	5	17
29	5	5	5	4	19
30	5	4	4	4	17
31	5	3	4	4	16

32	1	1	2	2	6
33	2	2	3	1	8
34	2	2	2	3	9
35	1	1	2	2	6
36	1	4	1	5	11
37	5	4	5	4	18
38	4	4	4	5	17
39	4	4	2	5	15
40	3	3	3	5	14
41	5	5	5	5	20
42	5	5	5	4	19
43	5	2	1	5	13
44	4	5	5	4	18
45	3	3	3	3	12
46	2	2	2	3	9
47	1	1	1	1	4
48	5	5	5	4	19
49	4	4	4	4	16
50	5	5	5	3	18
51	3	4	5	4	16
52	3	3	3	5	14
53	3	3	3	5	14
54	5	5	5	4	19
55	3	3	5	5	16
56	5	5	5	5	20
57	4	4	4	5	17
58	3	3	3	4	13
59	5	5	5	5	20
60	4	4	4	3	15
61	5	5	5	4	19
62	5	5	5	3	18
63	5	5	5	4	19
64	5	4	4	4	17
65	5	4	5	4	18



Y Keputusan Pembelian

no	Y1	Y2	Y3	Y4	total
1	5	4	5	5	19
2	5	4	4	5	18
3	5	3	5	5	18
4	5	5	3	5	18
5	5	5	5	5	20
6	4	4	3	4	15
7	5	5	4	5	19
8	5	5	4	5	19
9	5	4	5	5	19
10	4	5	5	4	18
11	5	5	4	5	19
12	5	5	4	5	19
13	5	4	5	5	19
14	5	5	5	5	20
15	4	4	4	4	16
16	5	4	4	5	18
17	4	4	5	4	17
18	5	5	4	5	19
19	4	4	4	4	16
20	5	5	5	5	20
21	5	5	5	5	20
22	4	5	5	4	18
23	4	4	3	4	15
24	5	5	5	5	20
25	4	5	5	4	18
26	5	5	5	5	20
27	4	4	4	4	16
28	4	5	5	4	18
29	5	5	5	5	20
30	4	5	5	4	18
31	5	4	3	5	17
32	1	1	1	1	4
33	1	2	2	1	6
34	1	2	2	1	6
35	2	1	1	2	6
36	1	1	1	1	4
37	4	4	4	4	16
38	5	5	5	5	20
39	5	5	5	5	20
40	5	5	5	5	20
41	5	5	5	5	20
42	4	4	4	4	16
43	5	5	5	5	20
44	4	4	4	4	16
45	1	2	3	1	7
46	1	2	2	1	6
47	1	1	1	1	4
48	4	2	4	4	14
49	5	4	4	5	18
50	4	2	3	4	13

51	4	4	4	4	16
52	5	5	5	5	20
53	5	5	5	5	20
54	4	2	4	4	14
55	5	5	5	5	20
56	5	5	5	5	20
57	5	5	5	5	20
58	5	5	5	5	20
59	5	4	4	5	18
60	5	4	4	5	18
61	4	5	5	4	18
62	5	5	5	5	20
63	5	5	5	5	20
64	5	4	4	5	18
65	5	4	4	5	18



Lampiran 06: Hasil Uji Reliabilitas

Sampel kecil

X1

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.698	5

X2

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.692	4

Y

Scale: ALL VARIABLES**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.741	4

Sampel Besar

X1

Scale: ALL VARIABLES**Case Processing Summary**

		N	%
Cases	Valid	65	100.0
	Excluded ^a	0	.0
	Total	65	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.896	5

X2

Scale: ALL VARIABLES**Case Processing Summary**

		N	%
Cases	Valid	65	100.0
	Excluded ^a	0	.0
	Total	65	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.777	4

Y

Scale: ALL VARIABLES**Case Processing Summary**

		N	%
Cases	Valid	65	100.0
	Excluded ^a	0	.0
	Total	65	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.915	4

Lampiran 07: UJI VALIDITAS

Sampel kecil

Harga

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	X1
x1.1	Pearson Correlation	1	-.337	.277	.426*	.380*	.545**
	Sig. (2-tailed)		.068	.139	.019	.039	.002
	N	30	30	30	30	30	30
x1.2	Pearson Correlation	-.337	1	.148	.334	.215	.379*
	Sig. (2-tailed)	.068		.434	.071	.253	.039
	N	30	30	30	30	30	30
x1.3	Pearson Correlation	.277	.148	1	.465**	.520**	.669**
	Sig. (2-tailed)	.139	.434		.010	.003	.000
	N	30	30	30	30	30	30
x1.4	Pearson Correlation	.426*	.334	.465**	1	.656**	.811**
	Sig. (2-tailed)	.019	.071	.010		.000	.000
	N	30	30	30	30	30	30
x1.5	Pearson Correlation	.380*	.215	.520**	.656**	1	.837**
	Sig. (2-tailed)	.039	.253	.003	.000		.000
	N	30	30	30	30	30	30
X1	Pearson Correlation	.545**	.379*	.669**	.811**	.837**	1
	Sig. (2-tailed)	.002	.039	.000	.000	.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

Correlations

		x2.1	x2.2	x2.3	x2.4	X2
x2.1	Pearson Correlation	1	.330	.346	.438*	.672**
	Sig. (2-tailed)		.075	.061	.015	.000
	N	30	30	30	30	30
x2.2	Pearson Correlation	.330	1	.072	.207	.486**
	Sig. (2-tailed)	.075		.704	.273	.007
	N	30	30	30	30	30
x2.3	Pearson Correlation	.346	.072	1	.723**	.794**
	Sig. (2-tailed)	.061	.704		.000	.000
	N	30	30	30	30	30
x2.4	Pearson Correlation	.438*	.207	.723**	1	.878**
	Sig. (2-tailed)	.015	.273	.000		.000
	N	30	30	30	30	30
X2	Pearson Correlation	.672**	.486**	.794**	.878**	1
	Sig. (2-tailed)	.000	.007	.000	.000	
	N	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).

Keputusan pembelian (Y)

		Correlations				
		y1	y2	y3	y4	Y
y1	Pearson Correlation	1	.311	.331	.346	.627**
	Sig. (2-tailed)		.094	.074	.061	.000
	N	30	30	30	30	30
y2	Pearson Correlation	.311	1	.266	.545**	.652**
	Sig. (2-tailed)	.094		.155	.002	.000
	N	30	30	30	30	30
y3	Pearson Correlation	.331	.266	1	.676**	.772**
	Sig. (2-tailed)	.074	.155		.000	.000
	N	30	30	30	30	30
y4	Pearson Correlation	.346	.545**	.676**	1	.891**
	Sig. (2-tailed)	.061	.002	.000		.000
	N	30	30	30	30	30
Y	Pearson Correlation	.627**	.652**	.772**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Sampel besar

Harga (X1)

		Correlations					
		x1.1	x1.2	x1.3	x1.4	x1.5	harga
x1.1	Pearson Correlation	1	.613**	.541**	.526**	.541**	.745**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	65	65	65	65	65	65
x1.2	Pearson Correlation	.613**	1	.722**	.592**	.722**	.838**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	65	65	65	65	65	65
x1.3	Pearson Correlation	.541**	.722**	1	.557**	1.000**	.813**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	65	65	65	65	65	65
x1.4	Pearson Correlation	.526**	.592**	.557**	1	.557**	.727**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	65	65	65	65	65	65
x1.5	Pearson Correlation	.541**	.722**	1.000**	.557**	1	.813**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	65	65	65	65	65	65
Harg a	Pearson Correlation	.745**	.838**	.813**	.727**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	65	65	65	65	65	65

** Correlation is significant at the 0.01 level (2-tailed).

Promosi (X2)

		x2.1	x2.2	x2.3	x2.4	promosi
x2.1	Pearson Correlation	1	.674**	.570**	.341**	.803**
	Sig. (2-tailed)		.000	.000	.005	.000
	N	65	65	65	65	65
x2.2	Pearson Correlation	.674**	1	.663**	.385**	.874**
	Sig. (2-tailed)	.000		.000	.002	.000
	N	65	65	65	65	65
x2.3	Pearson Correlation	.570**	.663**	1	.168	.763**
	Sig. (2-tailed)	.000	.000		.182	.000
	N	65	65	65	65	65
x2.4	Pearson Correlation	.341**	.385**	.168	1	.529**
	Sig. (2-tailed)	.005	.002	.182		.000
	N	65	65	65	65	65
promosi	Pearson Correlation	.803**	.874**	.763**	.529**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	65	65	65	65	65

** . Correlation is significant at the 0.01 level (2-tailed).

Keputusan pembelian (Y)

		y1	y2	y3	y4	keputusan pembelian
y1	Pearson Correlation	1	.677**	.625**	1.000**	.858**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	65	65	65	65	65
y2	Pearson Correlation	.677**	1	.784**	.677**	.876**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	65	65	65	65	65
y3	Pearson Correlation	.625**	.784**	1	.625**	.851**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	65	65	65	65	65
y4	Pearson Correlation	1.000**	.677**	.625**	1	.858**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	65	65	65	65	65
keputusan pembelian	Pearson Correlation	.858**	.876**	.851**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	65	65	65	65	65

** . Correlation is significant at the 0.01 level (2-tailed).

Lampiran 08: Hasil Uji Regresi Linear Berganda

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.525 ^a	.275	.252	.82765	.275	11.772	2	62	.000

a. Predictors: (Constant), promosi, harga

b. Dependent Variable: keputusan pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.127	2	8.064	11.772	.000 ^b
	Residual	42.471	62	.685		
	Total	58.598	64			

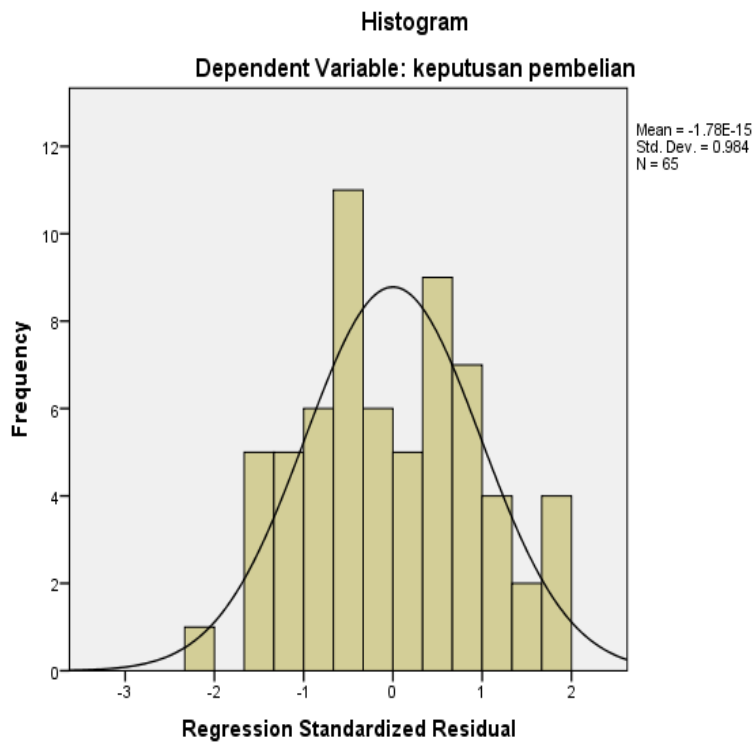
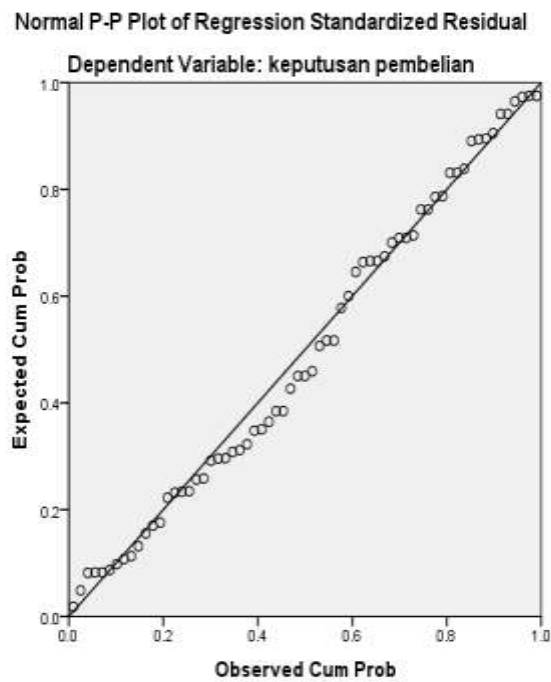
a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), promosi, harga

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.004	.446		2.251	.028					
	Harga	.248	.118	.254	2.104	.039	.414	.258	.227	.801	1.248
	Promosi	.347	.117	.359	2.975	.004	.473	.353	.322	.801	1.248

a. Dependent Variable: keputusan pembelian

Lampiran 09: Uji normalitas dan heteroskedastisitas

Uji heteroskedastisitas

