

LAMPIRAN
Lampiran 1. Kuesioner Penelitian



KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuisisioner

Dengan Hormat,

Sehubungan dengan penelitian yang saya lakukan untuk menyelesaikan studi di Universitas Pendidikan Ganesha, saya mohon dengan hormat kesediaannya meluangkan waktu untuk mengisi kuisisioner ini secara sukarela. Kuisisioner ini bertujuan memperoleh data yang digunakan untuk mengetahui **“Pengaruh Promosi dan Kualitas Produk Terhadap Keputusan Pembelian Kerajinan Anyaman Bambu di Desa Sidetapa”**. Data yang diperoleh hanya akan digunakan untuk tujuan akademik dan akan dipergunakan secara konfidensial. Diharapkan agar Bapak/Ibu, Saudara/i berkenan untuk menjawab seluruh pertanyaan yang ada dengan jujur. Atas kerjasama dan partisipasi yang diberikan saya ucapkan terima kasih.

Singaraja, 19 Desember

2022 Peneliti

Ni Kadek Yenny Devita

1917041166

Pengaruh Promosi dan Kualitas Produk Terhadap Keputusan Pembelian Kerajinan Anyaman Bambu di Desa Sidetapa

A. Identitas Responden

(Beri tanda \surd pada kotak jawaban)

- 1) Nama :
- 2) Alamat:
- 3) Usia : (tahun)
- 4) Jenis Kelamin : Laki- laki Perempuan
- 5) Apakah anda pernah melakukan pembelian kerajinan anyaman bambu minimal 2 kali dalam 1 bulan ?
 IYA TIDAK

Jika anda menjawab IYA, Silahkan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK silahkan berhenti mengisi kuesioner.

B. Petunjuk Pengisian Kuesioner

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (\surd) pada pilihan jawaban yang tersedia.

Keterangan jawaban sebagai berikut:

SS : Sangat Setuju

S : Setuju

KS : Kurang Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

C. Draf Pernyataan

1. Variabel Promosi

No	Pernyataan	SS	S	KS	TS	STS
	Promosi	5	4	3	2	1
1	Saya mengetahui produk anyaman bambu melalui <i>banner</i> .					

No	Pernyataan	SS	S	KS	TS	STS
	Promosi	5	4	3	2	1
2	Saya tertarik membeli produk anyaman bambu melalui penyajian secara lisan dari pengepul kerajinan					
3	Saya membeli produk anyaman bambu melalui pameran.					
4	Saya mengetahui produk anyaman bambu melalui masyarakat setempat yang membeli produk tersebut.					

2. Variabel Kualitas Produk

No	Pernyataan	SS	S	KS	TS	STS
	Kualias Produk	5	4	3	2	1
1	Produk anyaman bambu memiliki ketahanan yang cukup lama.					
2	Produk anyaman bambu mampu mempermudah dalam suatu kegiatan.					
3	Produk anyaman bambu mudah digunakan dalam suatu kegiatan.					
4	Produk anyaman bambu memiliki desain yang bervariasi dan menarik.					

3. Variabel Keputusan Pembelian

No	Pernyataan	SS	S	KS	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1	Saya memilih produk anyaman bambu karena memiliki banyak pilihan produk.					
2	Saya memutuskan membeli produk anyaman bambu karena merk masih tradisional.					
3	Saya membeli produk anyaman langsung melalui penyalur produk anyaman tersebut.					
4	Saya membeli produk anyaman bambu sesuai keperluan yang saya gunakan.					
5	Saya membeli produk anyaman bambu sesuai kebutuhan yang digunakan.					

Lampiran 2. Data Penelitian

1. Hasil Kuesioner Uji Coba Instrumen

Variabel Promosi

Data Ordinal

Responden	X1.1	X1.2	X1.3	X1.4	Total X1
1	4	5	5	5	19
2	5	5	5	4	19
3	5	4	5	5	19
4	4	5	4	5	18
5	4	5	4	5	18
6	3	4	3	4	14
7	3	5	4	4	16
8	4	4	5	5	18
9	3	4	5	3	15
10	4	5	4	5	18
11	3	4	4	4	15
12	4	5	3	4	16
13	3	4	5	5	17
14	3	3	4	5	15
15	5	4	5	5	19
16	4	4	3	5	16
17	3	4	2	4	13
18	4	4	3	5	16
19	3	4	5	5	17
20	5	5	4	5	19
21	5	5	5	5	20
22	5	4	4	5	18
23	2	3	4	4	13
24	4	5	4	5	18
25	3	2	3	3	11
26	4	5	5	4	18
27	3	4	2	3	12
28	5	5	5	5	20
29	5	5	5	5	20
30	5	5	5	4	19

Data Interval

Responden	X1.1	X1.2	X1.3	X1.4	Total X1
1	3.281	4.117	3.831	3.395	14.624
2	4.352	4.117	3.831	2.042	14.341
3	4.352	2.742	3.831	3.395	14.320
4	3.281	4.117	2.658	3.395	13.451
5	3.281	4.117	2.658	3.395	13.451

Responden	X1.1	X1.2	X1.3	X1.4	Total X1
6	2.310	2.742	1.872	2.042	8.966
7	2.310	4.117	2.658	2.042	11.126
8	3.281	2.742	3.831	3.395	13.250
9	2.310	2.742	3.831	1.000	9.883
10	3.281	4.117	2.658	3.395	13.451
11	2.310	2.742	2.658	2.042	9.752
12	3.281	4.117	1.872	2.042	11.312
13	2.310	2.742	3.831	3.395	12.278
14	2.310	1.704	2.658	3.395	10.067
15	4.352	2.742	3.831	3.395	14.320
16	3.281	2.742	1.872	3.395	11.291
17	2.310	2.742	1.000	2.042	8.094
18	3.281	2.742	1.872	3.395	11.291
19	2.310	2.742	3.831	3.395	12.278
20	4.352	4.117	2.658	3.395	14.522
21	4.352	4.117	3.831	3.395	15.695
22	4.352	2.742	2.658	3.395	13.148
23	1.000	1.704	2.658	2.042	7.404
24	3.281	4.117	2.658	3.395	13.451
25	2.310	1.000	1.872	1.000	6.182
26	3.281	4.117	3.831	2.042	13.271
27	2.310	2.742	1.000	1.000	7.052
28	4.352	4.117	3.831	3.395	15.695
29	4.352	4.117	3.831	3.395	15.695
30	4.352	4.117	3.831	2.042	14.341

Variabel Kualitas Produk

Data Ordinal

Responden	X2.1	X2.2	X2.3	X2.4	Total X2
1	4	5	5	4	18
2	4	3	3	5	15
3	4	4	4	5	17
4	5	4	4	5	18
5	5	5	5	5	20
6	4	3	4	5	16
7	4	4	5	5	18
8	5	4	4	4	17
9	3	3	5	5	16
10	5	5	5	5	20
11	5	4	4	5	18
12	5	5	4	4	18
13	5	4	3	5	17
14	3	4	4	5	16
15	4	4	4	5	17

Responden	X2.1	X2.2	X2.3	X2.4	Total X2
16	4	4	5	5	18
17	4	5	4	5	18
18	5	4	4	5	18
19	3	3	4	4	14
20	4	5	5	5	19
21	5	5	5	5	20
22	5	5	5	5	20
23	4	3	3	3	13
24	4	4	5	5	18
25	3	3	3	2	11
26	4	4	5	5	18
27	3	4	4	4	15
28	5	5	5	5	20
29	5	4	4	5	18
30	5	5	5	5	20

Data Interval

Responden	X2.1	X2.2	X2.3	X2.4	Total X2
1	2.168	3.467	3.508	2.158	11.301
2	2.168	1.000	1.000	3.628	7.796
3	2.168	2.202	2.189	3.628	10.186
4	3.448	2.202	2.189	3.628	11.466
5	3.448	3.467	3.508	3.628	14.051
6	2.168	1.000	2.189	3.628	8.984
7	2.168	2.202	3.508	3.628	11.505
8	3.448	2.202	2.189	2.158	9.997
9	1.000	1.000	3.508	3.628	9.136
10	3.448	3.467	3.508	3.628	14.051
11	3.448	2.202	2.189	3.628	11.466
12	3.448	3.467	2.189	2.158	11.262
13	3.448	2.202	1.000	3.628	10.278
14	1.000	2.202	2.189	3.628	9.018
15	2.168	2.202	2.189	3.628	10.186
16	2.168	2.202	3.508	3.628	11.505
17	2.168	3.467	2.189	3.628	11.451
18	3.448	2.202	2.189	3.628	11.466
19	1.000	1.000	2.189	2.158	6.347
20	2.168	3.467	3.508	3.628	12.771
21	3.448	3.467	3.508	3.628	14.051
22	3.448	3.467	3.508	3.628	14.051
23	2.168	1.000	1.000	1.572	5.740
24	2.168	2.202	3.508	3.628	11.505
25	1.000	1.000	1.000	1.000	4.000
26	2.168	2.202	3.508	3.628	11.505
27	1.000	2.202	2.189	2.158	7.548

Responden	X2.1	X2.2	X2.3	X2.4	Total X2
28	3.448	3.467	3.508	3.628	14.051
29	3.448	2.202	2.189	3.628	11.466
30	3.448	3.467	3.508	3.628	14.051

Variabel Keputusan Pembelian

Data Ordinal

Responden	Y1	Y2	Y3	Y4	Y5	Total Y
1	5	4	3	5	3	20
2	4	4	4	5	5	22
3	5	5	5	4	5	24
4	4	4	4	4	5	21
5	5	5	4	5	5	24
6	4	5	4	4	5	22
7	4	4	4	3	5	20
8	4	4	5	5	5	23
9	3	3	3	3	3	15
10	4	5	5	5	5	24
11	5	5	4	5	5	24
12	4	4	3	4	5	20
13	4	4	3	3	4	18
14	4	3	3	4	5	19
15	5	3	5	5	5	23
16	4	4	5	5	4	22
17	5	5	3	5	5	23
18	4	4	4	5	5	22
19	5	5	4	5	5	24
20	5	4	4	4	4	21
21	5	5	5	5	5	25
22	5	5	5	5	5	25
23	3	4	4	4	5	20
24	5	5	5	5	5	25
25	2	2	3	3	3	13
26	4	4	4	4	4	20
27	3	3	2	3	3	14
28	5	5	5	5	5	25
29	4	4	4	5	5	22
30	5	5	5	5	5	25

Data Interval

Responden	Y1	Y2	Y3	Y4	Y5	Total Y
1	4.117	2.981	2.129	3.239	1.000	13.465
2	2.797	2.981	3.113	3.239	3.114	15.244
3	4.117	4.229	4.289	1.995	3.114	17.743
4	2.797	2.981	3.113	1.995	3.114	14.000

Responden	Y1	Y2	Y3	Y4	Y5	Total Y
5	4.117	4.229	3.113	3.239	3.114	17.811
6	2.797	4.229	3.113	1.995	3.114	15.248
7	2.797	2.981	3.113	1.000	3.114	13.005
8	2.797	2.981	4.289	3.239	3.114	16.420
9	1.812	1.986	2.129	1.000	1.000	7.927
10	2.797	4.229	4.289	3.239	3.114	17.667
11	4.117	4.229	3.113	3.239	3.114	17.811
12	2.797	2.981	2.129	1.995	3.114	13.016
13	2.797	2.981	2.129	1.000	1.812	10.720
14	2.797	1.986	2.129	1.995	3.114	12.021
15	4.117	1.986	4.289	3.239	3.114	16.744
16	2.797	2.981	4.289	3.239	1.812	15.119
17	4.117	4.229	2.129	3.239	3.114	16.827
18	2.797	2.981	3.113	3.239	3.114	15.244
19	4.117	4.229	3.113	3.239	3.114	17.811
20	4.117	2.981	3.113	1.995	1.812	14.018
21	4.117	4.229	4.289	3.239	3.114	18.987
22	4.117	4.229	4.289	3.239	3.114	18.987
23	1.812	2.981	3.113	1.995	3.114	13.015
24	4.117	4.229	4.289	3.239	3.114	18.987
25	1.000	1.000	2.129	1.000	1.000	6.129
26	2.797	2.981	3.113	1.995	1.812	12.699
27	1.812	1.986	1.000	1.000	1.000	6.798
28	4.117	4.229	4.289	3.239	3.114	18.987
29	2.797	2.981	3.113	3.239	3.114	15.244
30	4.117	4.229	4.289	3.239	3.114	18.987

2. Hasil Kuesioner Analisis Regresi Linier Berganda

Variabel Promosi

Data Ordinal

No.	X1.1	X1.2	X1.3	X1.4	Total X1
1	4	3	4	4	15
2	4	5	5	4	18
3	4	5	4	5	18
4	4	5	5	4	18
5	4	4	4	4	16
6	4	3	5	5	17
7	5	4	5	5	19
8	4	4	5	5	18
9	5	5	5	4	19
10	4	5	4	5	18
11	5	5	5	5	20
12	5	4	4	5	18

No.	X1.1	X1.2	X1.3	X1.4	Total X1
13	4	5	5	5	19
14	4	4	4	4	16
15	5	5	5	4	19
16	5	5	4	5	19
17	4	5	4	4	17
18	4	5	4	5	18
19	5	5	4	5	19
20	5	5	5	5	20
21	4	5	4	4	17
22	4	4	4	4	16
23	5	5	5	5	20
24	3	3	3	4	13
25	3	2	3	2	10
26	5	5	5	5	20
27	4	5	5	5	19
28	5	5	4	4	18
29	5	4	5	5	19
30	4	4	4	4	16
31	4	4	4	4	16
32	5	4	4	4	17
33	5	4	4	4	17
34	4	4	4	4	16
35	4	5	4	5	18
36	4	4	4	3	15
37	4	5	4	4	17
38	5	4	5	4	18
39	4	3	4	4	15
40	5	4	5	4	18
41	4	4	3	4	15
42	5	4	5	5	19
43	4	4	4	4	16
44	4	4	4	4	16
45	4	4	4	4	16
46	5	4	5	4	18
47	4	4	4	4	16
48	4	4	4	4	16
49	4	4	4	4	16
50	4	4	4	3	15
51	5	4	5	5	19
52	5	4	5	5	19
53	5	5	5	4	19
54	4	5	5	4	18
55	5	4	5	5	19
56	4	5	4	4	17
57	5	4	4	4	17

No.	X1.1	X1.2	X1.3	X1.4	Total X1
58	5	4	4	4	17
59	5	5	5	4	19
60	5	4	5	5	19
61	5	4	5	4	18
62	3	4	4	4	15
63	4	3	4	4	15
64	4	4	4	3	15
65	4	4	4	4	16
66	4	5	4	5	18
67	5	4	4	4	17
68	5	5	4	4	18
69	4	4	3	3	14
70	4	4	5	5	18
71	4	4	3	3	14
72	5	5	4	5	19
73	4	4	5	5	18
74	4	4	3	4	15
75	5	4	5	5	19
76	5	4	5	5	19
77	4	4	4	4	16
78	5	4	5	5	19
79	5	4	5	5	19
80	5	4	5	5	19
81	5	5	5	4	19
82	5	5	4	5	19
83	5	4	5	5	19
84	5	5	4	4	18
85	5	4	5	5	19
86	5	5	4	4	18
87	4	5	3	5	17
88	3	5	4	5	17
89	4	4	4	4	16
90	4	4	4	4	16
91	4	4	5	4	17
92	4	4	4	4	16
93	4	4	4	4	16
94	5	4	5	5	19
95	5	4	5	5	19
96	5	4	5	5	19
97	5	4	4	5	18
98	4	5	5	4	18
99	5	5	4	4	18
100	5	4	5	4	18

Data Interval

No.	X1.1	X1.2	X1.3	X1.4	Total X1
1	2.518	1.816	2.415	3.170	9.919
2	2.518	4.723	3.849	3.170	14.261
3	2.518	4.723	2.415	4.631	14.288
4	2.518	4.723	3.849	3.170	14.261
5	2.518	3.239	2.415	3.170	11.343
6	2.518	1.816	3.849	4.631	12.814
7	4.001	3.239	3.849	4.631	15.720
8	2.518	3.239	3.849	4.631	14.238
9	4.001	4.723	3.849	3.170	15.743
10	2.518	4.723	2.415	4.631	14.288
11	4.001	4.723	3.849	4.631	17.204
12	4.001	3.239	2.415	4.631	14.286
13	2.518	4.723	3.849	4.631	15.722
14	2.518	3.239	2.415	3.170	11.343
15	4.001	4.723	3.849	3.170	15.743
16	4.001	4.723	2.415	4.631	15.770
17	2.518	4.723	2.415	3.170	12.827
18	2.518	4.723	2.415	4.631	14.288
19	4.001	4.723	2.415	4.631	15.770
20	4.001	4.723	3.849	4.631	17.204
21	2.518	4.723	2.415	3.170	12.827
22	2.518	3.239	2.415	3.170	11.343
23	4.001	4.723	3.849	4.631	17.204
24	1.000	1.816	1.000	3.170	6.986
25	1.000	1.000	1.000	1.000	4.000
26	4.001	4.723	3.849	4.631	17.204
27	2.518	4.723	3.849	4.631	15.722
28	4.001	4.723	2.415	3.170	14.310
29	4.001	3.239	3.849	4.631	15.720
30	2.518	3.239	2.415	3.170	11.343
31	2.518	3.239	2.415	3.170	11.343
32	4.001	3.239	2.415	3.170	12.825
33	4.001	3.239	2.415	3.170	12.825
34	2.518	3.239	2.415	3.170	11.343
35	2.518	4.723	2.415	4.631	14.288
36	2.518	3.239	2.415	1.816	9.988
37	2.518	4.723	2.415	3.170	12.827
38	4.001	3.239	3.849	3.170	14.259
39	2.518	1.816	2.415	3.170	9.919
40	4.001	3.239	3.849	3.170	14.259
41	2.518	3.239	1.000	3.170	9.928
42	4.001	3.239	3.849	4.631	15.720
43	2.518	3.239	2.415	3.170	11.343
44	2.518	3.239	2.415	3.170	11.343

No.	X1.1	X1.2	X1.3	X1.4	Total X1
45	2.518	3.239	2.415	3.170	11.343
46	4.001	3.239	3.849	3.170	14.259
47	2.518	3.239	2.415	3.170	11.343
48	2.518	3.239	2.415	3.170	11.343
49	2.518	3.239	2.415	3.170	11.343
50	2.518	3.239	2.415	1.816	9.988
51	4.001	3.239	3.849	4.631	15.720
52	4.001	3.239	3.849	4.631	15.720
53	4.001	4.723	3.849	3.170	15.743
54	2.518	4.723	3.849	3.170	14.261
55	4.001	3.239	3.849	4.631	15.720
56	2.518	4.723	2.415	3.170	12.827
57	4.001	3.239	2.415	3.170	12.825
58	4.001	3.239	2.415	3.170	12.825
59	4.001	4.723	3.849	3.170	15.743
60	4.001	3.239	3.849	4.631	15.720
61	4.001	3.239	3.849	3.170	14.259
62	1.000	3.239	2.415	3.170	9.825
63	2.518	1.816	2.415	3.170	9.919
64	2.518	3.239	2.415	1.816	9.988
65	2.518	3.239	2.415	3.170	11.343
66	2.518	4.723	2.415	4.631	14.288
67	4.001	3.239	2.415	3.170	12.825
68	4.001	4.723	2.415	3.170	14.310
69	2.518	3.239	1.000	1.816	8.573
70	2.518	3.239	3.849	4.631	14.238
71	2.518	3.239	1.000	1.816	8.573
72	4.001	4.723	2.415	4.631	15.770
73	2.518	3.239	3.849	4.631	14.238
74	2.518	3.239	1.000	3.170	9.928
75	4.001	3.239	3.849	4.631	15.720
76	4.001	3.239	3.849	4.631	15.720
77	2.518	3.239	2.415	3.170	11.343
78	4.001	3.239	3.849	4.631	15.720
79	4.001	3.239	3.849	4.631	15.720
80	4.001	3.239	3.849	4.631	15.720
81	4.001	4.723	3.849	3.170	15.743
82	4.001	4.723	2.415	4.631	15.770
83	4.001	3.239	3.849	4.631	15.720
84	4.001	4.723	2.415	3.170	14.310
85	4.001	3.239	3.849	4.631	15.720
86	4.001	4.723	2.415	3.170	14.310
87	2.518	4.723	1.000	4.631	12.873
88	1.000	4.723	2.415	4.631	12.769
89	2.518	3.239	2.415	3.170	11.343

No.	X1.1	X1.2	X1.3	X1.4	Total X1
90	2.518	3.239	2.415	3.170	11.343
91	2.518	3.239	3.849	3.170	12.777
92	2.518	3.239	2.415	3.170	11.343
93	2.518	3.239	2.415	3.170	11.343
94	4.001	3.239	3.849	4.631	15.720
95	4.001	3.239	3.849	4.631	15.720
96	4.001	3.239	3.849	4.631	15.720
97	4.001	3.239	2.415	4.631	14.286
98	2.518	4.723	3.849	3.170	14.261
99	4.001	4.723	2.415	3.170	14.310
100	4.001	3.239	3.849	3.170	14.259

Variabel Kualitas Produk

Data Ordinal

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

No.	X2.1	X2.2	X2.3	X2.4	Total X2
30	4	5	5	4	18
31	4	3	4	4	15
32	5	4	3	3	15
33	4	4	4	4	16
34	4	3	3	4	14
35	5	4	4	5	18
36	4	4	4	4	16
37	5	3	3	4	15
38	4	4	4	4	16
39	4	4	4	4	16
40	4	4	4	4	16
41	4	5	4	4	17
42	5	4	4	4	17
43	4	4	4	4	16
44	5	4	4	5	18
45	4	4	5	4	17
46	4	4	4	4	16
47	4	3	3	4	14
48	5	4	4	4	17
49	4	4	4	4	16
50	5	4	3	3	15
51	4	4	5	5	18
52	4	4	5	4	17
53	4	4	4	5	17
54	4	4	4	4	16
55	4	4	4	4	16
56	4	4	4	5	17
57	4	4	4	4	16
58	5	5	5	5	20
59	4	4	4	4	16
60	5	5	5	4	19
61	5	5	4	4	18
62	4	3	2	4	13
63	3	3	3	2	11
64	4	4	3	3	14
65	2	4	5	4	15
66	5	4	4	5	18
67	3	4	4	4	15
68	2	3	4	4	13
69	3	3	2	3	11
70	4	4	4	4	16
71	3	3	3	3	12
72	5	4	5	5	19
73	3	2	3	4	12
74	4	3	3	3	13

No.	X2.1	X2.2	X2.3	X2.4	Total X2
75	4	4	4	5	17
76	4	4	4	4	16
77	3	3	3	5	14
78	4	4	4	4	16
79	4	4	5	4	17
80	4	4	4	4	16
81	4	5	4	5	18
82	4	4	5	5	18
83	5	5	4	5	19
84	4	4	4	4	16
85	5	4	4	5	18
86	3	2	2	5	12
87	4	4	4	4	16
88	4	4	4	4	16
89	4	4	4	4	16
90	2	3	3	5	13
91	4	4	4	4	16
92	2	3	3	5	13
93	2	3	3	5	13
94	2	3	4	5	14
95	4	4	4	4	16
96	4	4	4	4	16
97	4	5	4	4	17
98	4	4	4	4	16
99	4	4	4	4	16
100	4	5	4	5	18

Data Interval

No.	X2.1	X2.2	X2.3	X2.4	Total X2
1	2.789	3.311	3.268	3.093	12.461
2	4.188	3.311	3.268	3.093	13.860
3	2.789	3.311	2.021	1.832	9.953
4	2.789	3.311	3.268	3.093	12.461
5	2.789	3.311	3.268	3.093	12.461
6	2.789	3.311	3.268	3.093	12.461
7	4.188	3.311	3.268	4.518	15.285
8	4.188	3.311	3.268	4.518	15.285
9	4.188	4.757	4.668	4.518	18.130
10	2.789	3.311	3.268	3.093	12.461
11	4.188	4.757	3.268	4.518	16.731
12	2.789	3.311	3.268	3.093	12.461
13	2.789	3.311	4.668	3.093	13.861
14	2.789	3.311	3.268	3.093	12.461
15	4.188	3.311	4.668	4.518	16.685
16	4.188	4.757	4.668	4.518	18.130

No.	X2.1	X2.2	X2.3	X2.4	Total X2
17	2.789	2.021	3.268	1.832	9.911
18	2.789	3.311	4.668	4.518	15.286
19	4.188	4.757	3.268	4.518	16.731
20	4.188	4.757	4.668	4.518	18.130
21	2.789	3.311	3.268	4.518	13.886
22	2.789	3.311	3.268	3.093	12.461
23	4.188	4.757	4.668	4.518	18.130
24	2.789	1.000	2.021	1.000	6.810
25	1.692	2.021	2.021	3.093	8.829
26	4.188	4.757	4.668	4.518	18.130
27	4.188	4.757	4.668	4.518	18.130
28	4.188	3.311	3.268	3.093	13.860
29	4.188	3.311	4.668	3.093	15.260
30	2.789	4.757	4.668	3.093	15.307
31	2.789	2.021	3.268	3.093	11.172
32	4.188	3.311	2.021	1.832	11.352
33	2.789	3.311	3.268	3.093	12.461
34	2.789	2.021	2.021	3.093	9.925
35	4.188	3.311	3.268	4.518	15.285
36	2.789	3.311	3.268	3.093	12.461
37	4.188	2.021	2.021	3.093	11.324
38	2.789	3.311	3.268	3.093	12.461
39	2.789	3.311	3.268	3.093	12.461
40	2.789	3.311	3.268	3.093	12.461
41	2.789	4.757	3.268	3.093	13.907
42	4.188	3.311	3.268	3.093	13.860
43	2.789	3.311	3.268	3.093	12.461
44	4.188	3.311	3.268	4.518	15.285
45	2.789	3.311	4.668	3.093	13.861
46	2.789	3.311	3.268	3.093	12.461
47	2.789	2.021	2.021	3.093	9.925
48	4.188	3.311	3.268	3.093	13.860
49	2.789	3.311	3.268	3.093	12.461
50	4.188	3.311	2.021	1.832	11.352
51	2.789	3.311	4.668	4.518	15.286
52	2.789	3.311	4.668	3.093	13.861
53	2.789	3.311	3.268	4.518	13.886
54	2.789	3.311	3.268	3.093	12.461
55	2.789	3.311	3.268	3.093	12.461
56	2.789	3.311	3.268	4.518	13.886
57	2.789	3.311	3.268	3.093	12.461
58	4.188	4.757	4.668	4.518	18.130
59	2.789	3.311	3.268	3.093	12.461
60	4.188	4.757	4.668	3.093	16.706
61	4.188	4.757	3.268	3.093	15.306

No.	X2.1	X2.2	X2.3	X2.4	Total X2
62	2.789	2.021	1.000	3.093	8.904
63	1.692	2.021	2.021	1.000	6.735
64	2.789	3.311	2.021	1.832	9.953
65	1.000	3.311	4.668	3.093	12.072
66	4.188	3.311	3.268	4.518	15.285
67	1.692	3.311	3.268	3.093	11.365
68	1.000	2.021	3.268	3.093	9.383
69	1.692	2.021	1.000	1.832	6.546
70	2.789	3.311	3.268	3.093	12.461
71	1.692	2.021	2.021	1.832	7.568
72	4.188	3.311	4.668	4.518	16.685
73	1.692	1.000	2.021	3.093	7.807
74	2.789	2.021	2.021	1.832	8.664
75	2.789	3.311	3.268	4.518	13.886
76	2.789	3.311	3.268	3.093	12.461
77	1.692	2.021	2.021	4.518	10.253
78	2.789	3.311	3.268	3.093	12.461
79	2.789	3.311	4.668	3.093	13.861
80	2.789	3.311	3.268	3.093	12.461
81	2.789	4.757	3.268	4.518	15.332
82	2.789	3.311	4.668	4.518	15.286
83	4.188	4.757	3.268	4.518	16.731
84	2.789	3.311	3.268	3.093	12.461
85	4.188	3.311	3.268	4.518	15.285
86	1.692	1.000	1.000	4.518	8.211
87	2.789	3.311	3.268	3.093	12.461
88	2.789	3.311	3.268	3.093	12.461
89	2.789	3.311	3.268	3.093	12.461
90	1.000	2.021	2.021	4.518	9.561
91	2.789	3.311	3.268	3.093	12.461
92	1.000	2.021	2.021	4.518	9.561
93	1.000	2.021	2.021	4.518	9.561
94	1.000	2.021	3.268	4.518	10.808
95	2.789	3.311	3.268	3.093	12.461
96	2.789	3.311	3.268	3.093	12.461
97	2.789	4.757	3.268	3.093	13.907
98	2.789	3.311	3.268	3.093	12.461
99	2.789	3.311	3.268	3.093	12.461
100	2.789	4.757	3.268	4.518	15.332

Variabel Keputusan Pembelian

Data Ordinal

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

No.	Y.1	Y.2	Y.3	Y.4	Y.5	Total Y
44	4	4	4	4	4	20
45	4	4	3	4	4	19
46	5	4	4	4	4	21
47	4	4	4	3	4	19
48	4	4	4	4	4	20
49	4	3	4	4	4	19
50	4	4	4	4	4	20
51	5	4	5	4	4	22
52	4	5	4	4	5	22
53	5	4	4	4	4	21
54	5	4	5	5	4	23
55	5	4	5	4	4	22
56	4	4	4	4	4	20
57	4	4	4	4	4	20
58	5	4	5	5	5	24
59	5	4	4	4	4	21
60	5	4	5	5	5	24
61	5	4	4	5	4	22
62	4	4	3	3	4	18
63	4	3	3	3	3	16
64	3	4	3	3	3	16
65	4	3	4	4	4	19
66	4	4	5	5	5	23
67	3	4	4	4	4	19
68	5	5	4	4	4	22
69	2	3	2	3	3	13
70	4	4	5	4	4	21
71	3	2	3	2	3	13
72	4	5	4	4	4	21
73	5	4	4	5	4	22
74	4	3	3	4	4	18
75	5	4	5	4	4	22
76	5	4	4	4	4	21
77	4	4	4	4	3	19
78	5	4	5	4	4	22
79	4	4	5	4	4	21
80	4	4	4	4	5	21
81	4	4	4	4	5	21
82	5	4	5	5	4	23
83	5	4	5	4	5	23
84	5	4	5	5	4	23
85	5	4	4	4	4	21
86	4	4	5	4	4	21
87	4	4	4	4	4	20
88	4	4	4	4	4	20

No.	Y.1	Y.2	Y.3	Y.4	Y.5	Total Y
89	4	4	4	4	4	20
90	4	4	4	4	4	20
91	4	4	4	4	4	20
92	4	4	4	3	4	19
93	4	4	4	4	4	20
94	5	4	4	4	4	21
95	4	4	5	4	4	21
96	4	5	4	4	5	22
97	5	4	4	4	4	21
98	4	4	5	4	4	21
99	4	4	4	5	4	21
100	4	4	4	4	5	21

Data Interval

No.	Y.1	Y.2	Y.3	Y.4	Y.5	Total Y
1	3.336	3.586	3.455	3.485	2.740	16.601
2	3.336	3.586	3.455	3.485	4.331	18.193
3	3.336	3.586	3.455	3.485	2.740	16.601
4	3.336	3.586	3.455	3.485	2.740	16.601
5	3.336	3.586	3.455	3.485	2.740	16.601
6	3.336	3.586	3.455	3.485	2.740	16.601
7	3.336	5.292	3.455	5.038	4.331	21.452
8	4.867	3.586	3.455	3.485	2.740	18.133
9	4.867	5.292	5.011	5.038	4.331	24.540
10	3.336	3.586	3.455	3.485	2.740	16.601
11	3.336	5.292	5.011	5.038	4.331	23.008
12	3.336	3.586	3.455	3.485	2.740	16.601
13	3.336	3.586	3.455	5.038	4.331	19.745
14	1.816	3.586	3.455	3.485	2.740	15.081
15	3.336	5.292	5.011	5.038	4.331	23.008
16	3.336	5.292	5.011	5.038	4.331	23.008
17	3.336	3.586	3.455	3.485	2.740	16.601
18	3.336	3.586	3.455	5.038	2.740	18.153
19	4.867	3.586	3.455	3.485	2.740	18.133
20	3.336	5.292	5.011	5.038	4.331	23.008
21	3.336	3.586	3.455	3.485	2.740	16.601
22	3.336	3.586	3.455	3.485	2.740	16.601
23	3.336	5.292	5.011	5.038	4.331	23.008
24	1.816	1.922	1.922	3.485	2.740	11.885
25	3.336	1.922	3.455	1.968	2.740	13.421
26	3.336	3.586	3.455	3.485	2.740	16.601
27	4.867	5.292	3.455	5.038	4.331	22.983
28	4.867	3.586	3.455	3.485	4.331	19.724
29	3.336	3.586	3.455	3.485	4.331	18.193
30	3.336	3.586	3.455	3.485	2.740	16.601

No.	Y.1	Y.2	Y.3	Y.4	Y.5	Total Y
31	3.336	3.586	3.455	3.485	2.740	16.601
32	3.336	3.586	3.455	3.485	2.740	16.601
33	3.336	3.586	3.455	3.485	2.740	16.601
34	3.336	3.586	3.455	3.485	2.740	16.601
35	4.867	3.586	3.455	5.038	2.740	19.685
36	3.336	3.586	3.455	3.485	2.740	16.601
37	3.336	3.586	3.455	3.485	1.000	14.861
38	4.867	3.586	3.455	3.485	2.740	18.133
39	3.336	3.586	3.455	3.485	2.740	16.601
40	3.336	5.292	3.455	3.485	2.740	18.308
41	3.336	3.586	3.455	3.485	2.740	16.601
42	4.867	3.586	3.455	5.038	4.331	21.277
43	3.336	3.586	3.455	1.968	2.740	15.084
44	3.336	3.586	3.455	3.485	2.740	16.601
45	3.336	3.586	1.922	3.485	2.740	15.069
46	4.867	3.586	3.455	3.485	2.740	18.133
47	3.336	3.586	3.455	1.968	2.740	15.084
48	3.336	3.586	3.455	3.485	2.740	16.601
49	3.336	1.922	3.455	3.485	2.740	14.938
50	3.336	3.586	3.455	3.485	2.740	16.601
51	4.867	3.586	5.011	3.485	2.740	19.689
52	3.336	5.292	3.455	3.485	4.331	19.900
53	4.867	3.586	3.455	3.485	2.740	18.133
54	4.867	3.586	5.011	5.038	2.740	21.241
55	4.867	3.586	5.011	3.485	2.740	19.689
56	3.336	3.586	3.455	3.485	2.740	16.601
57	3.336	3.586	3.455	3.485	2.740	16.601
58	4.867	3.586	5.011	5.038	4.331	22.833
59	4.867	3.586	3.455	3.485	2.740	18.133
60	4.867	3.586	5.011	5.038	4.331	22.833
61	4.867	3.586	3.455	5.038	2.740	19.685
62	3.336	3.586	1.922	1.968	2.740	13.552
63	3.336	1.922	1.922	1.968	1.000	10.148
64	1.816	3.586	1.922	1.968	1.000	10.292
65	3.336	1.922	3.455	3.485	2.740	14.938
66	3.336	3.586	5.011	5.038	4.331	21.301
67	1.816	3.586	3.455	3.485	2.740	15.081
68	4.867	5.292	3.455	3.485	2.740	19.840
69	1.000	1.922	1.000	1.968	1.000	6.891
70	3.336	3.586	5.011	3.485	2.740	18.157
71	1.816	1.000	1.922	1.000	1.000	6.738
72	3.336	5.292	3.455	3.485	2.740	18.308
73	4.867	3.586	3.455	5.038	2.740	19.685
74	3.336	1.922	1.922	3.485	2.740	13.405
75	4.867	3.586	5.011	3.485	2.740	19.689

No.	Y.1	Y.2	Y.3	Y.4	Y.5	Total Y
76	4.867	3.586	3.455	3.485	2.740	18.133
77	3.336	3.586	3.455	3.485	1.000	14.861
78	4.867	3.586	5.011	3.485	2.740	19.689
79	3.336	3.586	5.011	3.485	2.740	18.157
80	3.336	3.586	3.455	3.485	4.331	18.193
81	3.336	3.586	3.455	3.485	4.331	18.193
82	4.867	3.586	5.011	5.038	2.740	21.241
83	4.867	3.586	5.011	3.485	4.331	21.281
84	4.867	3.586	5.011	5.038	2.740	21.241
85	4.867	3.586	3.455	3.485	2.740	18.133
86	3.336	3.586	5.011	3.485	2.740	18.157
87	3.336	3.586	3.455	3.485	2.740	16.601
88	3.336	3.586	3.455	3.485	2.740	16.601
89	3.336	3.586	3.455	3.485	2.740	16.601
90	3.336	3.586	3.455	3.485	2.740	16.601
91	3.336	3.586	3.455	3.485	2.740	16.601
92	3.336	3.586	3.455	1.968	2.740	15.084
93	3.336	3.586	3.455	3.485	2.740	16.601
94	4.867	3.586	3.455	3.485	2.740	18.133
95	3.336	3.586	5.011	3.485	2.740	18.157
96	3.336	5.292	3.455	3.485	4.331	19.900
97	4.867	3.586	3.455	3.485	2.740	18.133
98	3.336	3.586	5.011	3.485	2.740	18.157
99	3.336	3.586	3.455	5.038	2.740	18.153
100	3.336	3.586	3.455	3.485	4.331	18.193

3. Tabulasi Data Analisis Regresi Linier Berganda

No.	X ₁	X ₂	Y
1	9.919	12.461	16.601
2	14.261	13.860	18.193
3	14.288	9.953	16.601
4	14.261	12.461	16.601
5	11.343	12.461	16.601
6	12.814	12.461	16.601
7	15.720	15.285	21.452
8	14.238	15.285	18.133
9	15.743	18.130	24.540
10	14.288	12.461	16.601
11	17.204	16.731	23.008
12	14.286	12.461	16.601
13	15.722	13.861	19.745
14	11.343	12.461	15.081
15	15.743	16.685	23.008
16	15.770	18.130	23.008

No.	X ₁	X ₂	Y
17	12.827	9.911	16.601
18	14.288	15.286	18.153
19	15.770	16.731	18.133
20	17.204	18.130	23.008
21	12.827	13.886	16.601
22	11.343	12.461	16.601
23	17.204	18.130	23.008
24	6.986	6.810	11.885
25	4.000	8.829	13.421
26	17.204	18.130	16.601
27	15.722	18.130	22.983
28	14.310	13.860	19.724
29	15.720	15.260	18.193
30	11.343	15.307	16.601
31	11.343	11.172	16.601
32	12.825	11.352	16.601
33	12.825	12.461	16.601
34	11.343	9.925	16.601
35	14.288	15.285	19.685
36	9.988	12.461	16.601
37	12.827	11.324	14.861
38	14.259	12.461	18.133
39	9.919	12.461	16.601
40	14.259	12.461	18.308
41	9.928	13.907	16.601
42	15.720	13.860	21.277
43	11.343	12.461	15.084
44	11.343	15.285	16.601
45	11.343	13.861	15.069
46	14.259	12.461	18.133
47	11.343	9.925	15.084
48	11.343	13.860	16.601
49	11.343	12.461	14.938
50	9.988	11.352	16.601
51	15.720	15.286	19.689
52	15.720	13.861	19.900
53	15.743	13.886	18.133
54	14.261	12.461	21.241
55	15.720	12.461	19.689
56	12.827	13.886	16.601
57	12.825	12.461	16.601
58	12.825	18.130	22.833
59	15.743	12.461	18.133
60	15.720	16.706	22.833
61	14.259	15.306	19.685

No.	X ₁	X ₂	Y
62	9.825	8.904	13.552
63	9.919	6.735	10.148
64	9.988	9.953	10.292
65	11.343	12.072	14.938
66	14.288	15.285	21.301
67	12.825	11.365	15.081
68	14.310	9.383	19.840
69	8.573	6.546	6.891
70	14.238	12.461	18.157
71	8.573	7.568	6.738
72	15.770	16.685	18.308
73	14.238	7.807	19.685
74	9.928	8.664	13.405
75	15.720	13.886	19.689
76	15.720	12.461	18.133
77	11.343	10.253	14.861
78	15.720	12.461	19.689
79	15.720	13.861	18.157
80	15.720	12.461	18.193
81	15.743	15.332	18.193
82	15.770	15.286	21.241
83	15.720	16.731	21.281
84	14.310	12.461	21.241
85	15.720	15.285	18.133
86	14.310	8.211	18.157
87	12.873	12.461	16.601
88	12.769	12.461	16.601
89	11.343	12.461	16.601
90	11.343	9.561	16.601
91	12.777	12.461	16.601
92	11.343	9.561	15.084
93	11.343	9.561	16.601
94	15.720	10.808	18.133
95	15.720	12.461	18.157
96	15.720	12.461	19.900
97	14.286	13.907	18.133
98	14.261	12.461	18.157
99	14.310	12.461	18.153
100	14.259	15.332	18.193

Lampiran 3. Hasil Output SPSS

1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner promosi

Output SPSS Uji Validitas Kuesioner Promosi

		Correlations				
		X1.1	X1.2	X1.3	X1.4	Total_X1
X1.1	Pearson Correlation	1	.528**	.460**	.490**	.842**
	Sig. (2-tailed)		.002	.009	.005	.000
	N	31	31	31	31	31
X1.2	Pearson Correlation	.528**	1	.286	.260	.702**
	Sig. (2-tailed)	.002		.119	.158	.000
	N	31	31	31	31	31
X1.3	Pearson Correlation	.460**	.286	1	.360*	.715**
	Sig. (2-tailed)	.009	.119		.047	.000
	N	31	31	31	31	31
X1.4	Pearson Correlation	.490**	.260	.360*	1	.701**
	Sig. (2-tailed)	.005	.158	.047		.000
	N	31	31	31	31	31
Total_X1	Pearson Correlation	.842**	.702**	.715**	.701**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	31	31	31	31	31

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

* . Correlation is significant at the 0.05 level (2-tailed).

Output SPSS Uji Reliabilitas Kuesioner Promosi

Reliability Statistics	
Cronbach's Alpha	N of Items
.726	4

2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas produk

Output SPSS Uji Validitas Kuesioner Kualitas Produk

		Correlations				
		X2.1	X2.2	X2.3	X2.4	Total_X2
X2.1	Pearson Correlation	1	.537**	.152	.338	.694**
	Sig. (2-tailed)		.002	.413	.063	.000
	N	31	31	31	31	31
X2.2	Pearson Correlation	.537**	1	.605**	.303	.843**
	Sig. (2-tailed)	.002		.000	.097	.000
	N	31	31	31	31	31
X2.3	Pearson Correlation	.152	.605**	1	.440*	.745**
	Sig. (2-tailed)	.413	.000		.013	.000
	N	31	31	31	31	31
X2.4	Pearson Correlation	.338	.303	.440*	1	.674**
	Sig. (2-tailed)	.063	.097	.013		.000
	N	31	31	31	31	31
Total_X2	Pearson Correlation	.694**	.843**	.745**	.674**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	31	31	31	31	31

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

* . Correlation is significant at the 0.05 level (2-tailed).

Output SPSS Uji Reliabilitas Kuesioner Kualitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
.725	4

3. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Keputusan Pembelian

Output SPSS Uji Validitas Kuesioner Keputusan Pembelian

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	Total_Y
Y.1	Pearson Correlation	1	.633**	.512**	.620**	.387*	.799**
	Sig. (2-tailed)		.000	.003	.000	.032	.000
	N	31	31	31	31	31	31
Y.2	Pearson Correlation	.633**	1	.455*	.583**	.614**	.829**
	Sig. (2-tailed)	.000		.010	.001	.000	.000
	N	31	31	31	31	31	31
Y.3	Pearson Correlation	.512**	.455*	1	.563**	.486**	.765**
	Sig. (2-tailed)	.003	.010		.001	.006	.000
	N	31	31	31	31	31	31
Y.4	Pearson Correlation	.620**	.583**	.563**	1	.534**	.830**
	Sig. (2-tailed)	.000	.001	.001		.002	.000
	N	31	31	31	31	31	31
Y.5	Pearson Correlation	.387*	.614**	.486**	.534**	1	.748**
	Sig. (2-tailed)	.032	.000	.006	.002		.000
	N	31	31	31	31	31	31
Total_Y	Pearson Correlation	.799**	.829**	.765**	.830**	.748**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	31	31	31	31	31	31

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

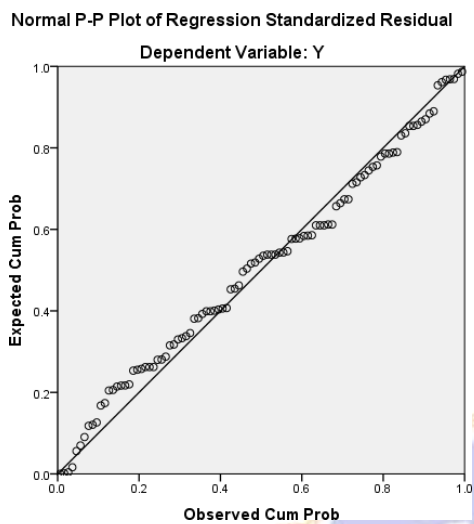
* . Correlation is significant at the 0.05 level (2-tailed).

Output SPSS Uji Reliabilitas Kuesioner Keputusan Pembelian

Reliability Statistics	
Cronbach's Alpha	N of Items
.853	5

4. Output SPSS Uji Asumsi Klasik

Hasil Uji Normalitas



Hasil Uji Multikolinieritas

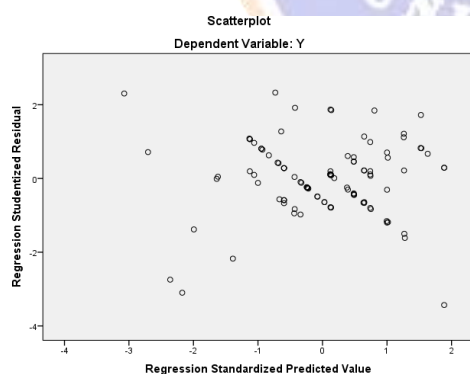
Coefficients^a

Collinearity Statistics

Model		Tolerance	VIF
1	X1	.586	1.705
	X2	.586	1.705

a. Dependent Variable: Y

Hasil Uji Heteroskedastisitas



5. Output SPSS Analisis Regresi Linier Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.828 ^a	.685	.679	1.76376	.685	105.669	2	97	.000

a. Predictors: (Constant), X2, X1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	657.442	2	328.721	105.669	.000 ^b
	Residual	301.752	97	3.111		
	Total	959.194	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Correlations			
		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1	(Constant)	3.027	1.027		2.948	.004			
	X1	.636	.095	.500	6.729	.000	.765	.564	.383
	X2	.471	.085	.412	5.541	.000	.734	.490	.316

a. Dependent Variable: Y

Lampiran 4. Dokumentasi Penelitian



Gambar 1. Banner Pengerajin Anyaman Bambu di Desa Sidetapa Sebagai Media Promosi



Gambar 2. Produk Anyaman Bambu di Desa Sidetapa