

LAMPIRAN**Lampiran 01. 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 Endek Bali Pada Butik Ayu Windy Tenun Ikat Singaraja”**. 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, 4 Januari 2023

Peneliti

Komang Meina Santiani
1917041165

**PENGARUH PROMOSI DAN KUALITAS PRODUK TERHADAP
KEPUTUSAN PEMBELIAN ENDEK BALI PADA BUTIK AYU WINDY
TENUN IKAT SINGARAJA**

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 membeli endek Bali pada Butik Ayu Windy Tenun Ikat ?

IYA

TIDAK

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

B. Petunjuk Pengisian Kuesioner

- 1) Sebelum memberikan tanggapan atau menjawab, dimohon untuk membaca isi kuesioner terlebih dahulu.
- 2) Setiap pernyataan terdapat 5 jawaban, dalam memberikan tanggapan atau jawaban, dimohon untuk memilih salah satu jawaban yang dirasa sesuai dengan apa yang dirasakan dengan memberikan tanda centang (\surd)
- 3) Dalam memberikan tanggapan maupun jawaban mengenai daftar pernyataan yang peneliti siapkan, tidak ada jawaban yang dianggap salah.
- 4) Pilihan Jawaban :

Sangat Setuju (SS)	: 5
Setuju (S)	:4
Cukup Setuju (CS)	:3
Tidak Setuju (TS)	:2
Sangat Tidak Setuju (STS)	:1

C. Butir Pernyataan

1. Variabel Promosi

No	Pernyataan	SS	S	CS	TS	STS
	Promosi	5	4	3	2	1
1	Iklan produk Ayu Windy Tenun Ikat sering terdengar di radio.					
2	Ayu Windy Tenun Ikat sering melakukan promosi melalui papan iklan yang dipasang di tempat umum.					
3	Ayu Windy Tenun Ikat memiliki strategi promosi yang baik melalui media sosial (Instagram, Facebook, Tiktok).					
4	Ayu Windy Tenun Ikat memberikan potongan harga kepada konsumen yang membeli produk dalam jumlah banyak.					
5	Ayu Windy Tenun Ikat sering mengadakan maupun mengikuti <i>event</i> untuk memperkenalkan dan memasarkan produknya.					

2. Variabel Kualitas Produk

No	Pernyataan	SS	S	CS	TS	STS
	Kualias Produk	5	4	3	2	1
1	Produk endek Bali di Ayu Windy Tenun Ikat memiliki estetika yang sangat indah.					
2	Produk endek Bali di Ayu Windy Tenun Ikat bisa digunakan untuk acara formal maupun non formal					
3	Produk endek Bali di Ayu Windy Tenun Ikat sangat nyaman saat digunakan.					
4	Produk endek Bali di Ayu Windy Tenun Ikat tahan lama dan tidak mudah luntur.					
5	Desain produk endek Bali di Ayu Windy Tenun Ikat selalu mengikuti <i>trend</i> .					

3. Variabel Keputusan Pembelian

No	Pernyataan	SS	S	CS	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1	Saya selalu yakin jika membeli produk endek Bali di Ayu Windy Tenun Ikat.					
2	Saya merasa senang dan puas ketika membeli produk endek Bali di Ayu Windy Tenun Ikat.					
3	Saya akan merekomendasikan kepada kerabat terdekat untuk membeli produk endek Bali di Ayu Windy Tenun Ikat.					
4	Ketika saya membutuhkan produk endek Bali saya akan membelinya di Ayu Windy Tenun Ikat.					



Lampiran 02 Tabulasi Data Sampel Kecil

Responden	Promosi (X1)					TX1	Kualitas Produk (X2)					TX2	Keputusan Pembelian (Y)				
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3	X2.4	X2.5		Y.1	Y.2	Y.3	Y.4	TY
1	4	5	4	4	5	22	3	4	4	5	5	21	5	4	4	4	17
2	3	3	4	3	4	17	4	3	3	4	4	18	4	5	3	5	17
3	4	4	4	4	4	20	4	4	4	4	4	20	4	5	4	5	18
4	4	3	3	3	4	17	3	2	3	4	3	15	3	5	4	3	15
5	3	4	4	3	4	18	4	3	4	3	4	18	4	5	4	4	17
6	3	3	3	4	3	16	3	3	3	3	3	15	3	3	5	3	14
7	3	4	4	3	4	18	4	4	3	2	4	17	3	4	4	3	14
8	4	3	5	5	4	21	4	3	5	3	3	18	4	5	5	4	18
9	2	4	3	2	3	14	3	2	2	3	4	14	3	4	2	5	14
10	4	3	3	3	4	17	2	2	4	3	4	15	5	4	5	4	18
11	2	2	2	3	2	11	2	2	2	2	2	10	2	3	2	2	9
12	3	3	3	3	3	15	3	3	3	3	3	15	3	3	4	3	13
13	4	5	4	4	4	21	4	4	4	5	5	22	5	5	5	4	19
14	3	3	2	3	3	14	2	3	3	2	3	13	3	4	2	3	12
15	5	4	4	3	5	21	4	5	5	4	5	23	5	5	5	5	20
16	4	4	4	3	4	19	4	4	4	4	4	20	5	4	5	4	18
17	2	3	2	3	2	12	2	3	3	2	2	12	3	2	5	2	12
18	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	5	17
19	4	3	3	3	3	16	3	3	3	3	3	15	3	3	4	3	13
20	4	4	2	3	3	16	3	4	3	2	4	16	4	3	4	5	16
21	3	3	3	2	3	14	2	3	3	2	2	12	4	3	3	3	13
22	3	3	3	3	3	15	3	3	3	3	3	15	3	3	4	3	13
23	3	3	3	2	3	14	3	3	3	3	3	15	3	3	3	3	12
24	3	3	3	3	3	15	3	3	3	3	3	15	3	3	3	3	12
25	4	4	4	4	4	20	4	3	4	4	3	18	4	4	4	4	16
26	3	3	3	3	3	15	4	2	3	2	3	14	3	4	3	4	14
27	3	2	3	2	3	13	3	2	2	3	3	13	3	4	2	4	13
28	3	3	3	4	3	16	3	3	3	3	3	15	3	2	3	4	12
29	3	3	4	3	4	17	3	4	3	4	4	18	4	4	5	4	17
30	4	4	4	4	4	20	4	4	4	4	4	20	5	4	4	5	18



Lampiran 03 Tabulasi Data Sampel Besar

Responden	Promosi (X1)						Kualitas Produk (X2)						Keputusan Pembelian (Y)				
	X1.1	X1.2	X1.3	X1.4	X1.5	TX1	X2.1	X2.2	X2.3	X2.4	X2.5	TX2	Y.1	Y.2	Y.3	Y.4	TY
1	4	4	4	4	4	20	4	4	3	4	3	18	4	4	4	4	16
2	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	20
3	5	5	5	5	5	25	5	5	4	4	5	23	5	5	5	5	20
4	5	5	5	4	5	24	5	5	4	4	4	22	5	4	4	5	18
5	4	5	5	4	4	22	4	4	5	5	5	23	5	5	4	5	19
6	5	4	5	4	5	23	5	4	4	4	5	22	4	4	5	5	18
7	3	3	4	4	3	17	3	2	2	3	3	13	3	2	4	3	12
8	4	4	5	4	4	21	5	4	5	5	5	24	4	5	4	5	18
9	4	5	4	3	4	20	5	5	4	5	4	23	5	5	5	5	20
10	5	5	5	3	4	22	5	5	5	5	5	25	5	5	5	5	20
11	4	3	5	4	4	20	5	5	5	4	4	23	5	4	4	3	16
12	3	5	4	4	3	19	5	5	5	5	4	24	5	5	5	5	20
13	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	20
14	5	5	5	5	5	25	4	4	4	5	5	21	4	4	4	4	16
15	5	5	5	5	5	25	5	4	5	5	4	23	4	5	5	5	19
16	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	16
17	5	4	3	4	5	21	4	5	4	4	4	21	4	5	4	3	16
18	5	5	3	4	5	22	4	5	5	4	4	22	4	5	5	3	17
19	5	5	4	4	5	23	5	4	4	5	4	22	5	4	4	5	18
20	3	2	2	3	3	13	3	2	2	3	3	13	3	2	2	3	10
21	3	3	2	2	3	13	3	2	2	3	2	12	3	3	2	2	10
22	3	3	2	3	3	14	3	3	2	2	2	12	3	3	3	2	11
23	3	3	4	4	4	18	4	4	3	3	4	18	4	3	4	3	14
24	4	3	3	4	4	18	4	4	4	3	3	18	4	3	3	4	14
25	3	2	3	3	3	14	3	2	3	2	2	12	3	2	3	2	10
26	3	2	2	3	3	13	3	2	2	3	3	13	3	2	3	3	11
27	3	4	5	5	3	20	3	4	3	4	3	17	5	3	5	4	17
28	5	5	5	4	5	24	5	5	4	4	3	21	5	4	4	3	16
29	5	5	4	4	5	23	5	4	4	5	4	22	5	4	4	5	18
30	4	5	5	4	4	22	4	4	5	5	5	23	5	5	4	5	19
31	5	5	4	5	4	23	4	5	5	4	4	22	4	5	5	4	18
32	5	5	5	4	5	24	5	5	4	4	3	21	5	4	4	3	16
33	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	20
34	5	3	5	4	4	21	4	4	3	3	3	17	5	4	3	4	16
35	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	16
36	4	5	3	5	4	21	4	3	5	3	3	18	4	5	3	5	17
37	4	4	2	3	3	16	3	2	2	3	4	14	3	2	4	3	12
38	4	3	3	4	4	18	4	2	3	2	2	13	4	3	4	2	13
39	4	3	4	3	4	18	4	3	2	3	4	16	4	4	3	2	13
40	3	4	5	5	3	20	3	4	3	4	3	17	5	3	5	4	17
41	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	20
42	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	20
43	3	5	4	4	4	20	4	3	3	4	4	18	4	3	4	5	16
44	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	20
45	4	3	4	4	4	19	4	4	3	3	4	18	4	4	3	4	15
46	4	4	3	4	3	18	3	3	4	4	4	18	4	4	3	4	15
47	4	5	4	5	4	22	4	4	5	4	5	22	4	5	4	5	18
48	4	3	2	4	3	16	3	3	2	2	3	13	3	4	2	3	12
49	3	2	2	3	3	13	3	2	2	3	3	13	3	2	2	3	10
50	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	20
51	4	5	5	4	4	22	4	4	5	5	5	23	5	5	4	5	19
52	5	5	4	5	4	23	4	5	5	4	4	22	4	5	5	4	18
53	3	3	2	3	3	14	3	2	2	2	3	12	3	2	2	3	10
54	5	5	5	4	5	24	5	4	4	4	4	21	5	4	4	5	18
55	4	5	5	4	4	22	4	5	4	4	3	20	5	4	4	3	16
56	4	5	5	4	4	22	4	5	3	3	4	19	4	3	5	4	16
57	3	3	2	3	3	14	3	2	2	2	2	11	3	3	3	2	11
58	3	3	4	4	3	17	3	2	2	3	3	13	3	3	2	2	10
59	4	5	3	5	4	21	4	3	5	3	3	18	4	5	3	5	17
60	4	4	2	3	3	16	3	2	2	3	4	14	3	2	4	3	12
61	4	3	3	4	4	18	4	2	3	2	2	13	4	3	4	2	13
62	4	3	4	3	4	18	4	3	2	3	4	16	4	4	3	2	13
63	3	4	5	5	3	20	3	4	3	4	3	17	5	3	5	4	17
64	5	5	5	4	5	24	5	5	4	4	4	22	5	4	4	5	18
65	4	5	5	4	4	22	4	4	5	5	5	23	5	5	4	5	19
66	5	5	4	3	4	21	4	3	5	3	4	19	4	3	3	4	14
67	4	3	2	3	3	15	3	4	2	4	2	15	3	2	3	4	12
68	4	3	2	4	3	16	3	3	2	2	3	13	3	4	2	3	12
69	3	3	2	3	3	14	3	2	3	3	3	14	3	2	3	3	11
70	3	4	4	2	3	16	3	4	2	3	2	14	3	4	2	2	11
71	3	3	2	3	3	14	3	3	2	2	2	12	3	3	3	2	11
72	4	4	4	4	4	20	4	3	4	3	3	17	4	4	4	4	16
73	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	16
74	3	2	2	3	3	13	3	2	2	3	3	13	3	2	3	3	11
75	5	4	5	4	4	22	4	5	4	5	4	22	4	4	5	5	18
76	3	5	4	5	3	20	3	4	3	3	4	17	4	3	3	4	14
77	3	3	3	3	3	15	3	3	3	3	3	15	3	3	3	3	12
78	3	4	4	4	4	19	4	3	3	4	4	18	4	3	4	5	16
79	4	3	4	4	4	19	4	3	4	4	3	18	3	4	4	3	14
80	5	5	4	5	5	24	5	4	5	5	4	23	4	5	5	4	18

Lampiran 04 Hasil Output SPSS

1. Hasil Output Uji Validitas dan Reliabilitas Sampel Kecil

Output SPSS Uji Validitas Promosi

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	TX1
X1.1	Pearson Correlation	1	.504**	.528**	.457*	.755**	.810**
	Sig. (2-tailed)		.005	.003	.011	.000	.000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.504**	1	.503**	.373*	.651**	.758**
	Sig. (2-tailed)	.005		.005	.042	.000	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.528**	.503**	1	.509**	.809**	.842**
	Sig. (2-tailed)	.003	.005		.004	.000	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.457*	.373*	.509**	1	.396*	.682**
	Sig. (2-tailed)	.011	.042	.004		.030	.000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.755**	.651**	.809**	.396*	1	.905**
	Sig. (2-tailed)	.000	.000	.000	.030		.000
	N	30	30	30	30	30	30
TX1	Pearson Correlation	.810**	.758**	.842**	.682**	.905**	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).

Output SPSS Uji Reliabilitas Promosi

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

.859	5
------	---

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	13.4333	5.633	.692	.826
X1.2	13.4000	5.834	.615	.845
X1.3	13.4667	5.361	.733	.815
X1.4	13.6000	6.179	.513	.870
X1.5	13.3000	5.183	.839	.787

Output SPSS Uji Validitas Kualitas Produk

Correlations							
		X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1	Pearson Correlation	1	.469**	.542**	.513**	.563**	.763**
	Sig. (2-tailed)		.009	.002	.004	.001	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.469**	1	.594**	.442*	.620**	.781**
	Sig. (2-tailed)	.009		.001	.014	.000	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.542**	.594**	1	.513**	.518**	.787**
	Sig. (2-tailed)	.002	.001		.004	.003	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.513**	.442*	.513**	1	.674**	.802**
	Sig. (2-tailed)	.004	.014	.004		.000	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.563**	.620**	.518**	.674**	1	.852**
	Sig. (2-tailed)	.001	.000	.003	.000		.000
	N	30	30	30	30	30	30
TX2	Pearson Correlation	.763**	.781**	.787**	.802**	.852**	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).

Output SPSS Uji Reliabilitas Kualitas Produk

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
.856	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	13.1667	7.109	.637	.835
X2.2	13.2333	6.806	.649	.831
X2.3	13.0667	6.892	.664	.828
X2.4	13.2000	6.372	.659	.831
X2.5	12.9333	6.340	.751	.804

Output SPSS Uji Validitas Keputusan Pembelian

Correlations						
		Y.1	Y.2	Y.3	Y.4	TY
Y.1	Pearson Correlation	1	.507**	.574**	.622**	.894**
	Sig. (2-tailed)		.004	.001	.000	.000
	N	30	30	30	30	30
Y.2	Pearson Correlation	.507**	1	.187	.546**	.735**
	Sig. (2-tailed)	.004		.322	.002	.000
	N	30	30	30	30	30
Y.3	Pearson Correlation	.574**	.187	1	.100	.641**

	Sig. (2-tailed)	.001	.322		.598	.000
	N	30	30	30	30	30
Y.4	Pearson Correlation	.622**	.546**	.100	1	.740**
	Sig. (2-tailed)	.000	.002	.598		.000
	N	30	30	30	30	30
TY	Pearson Correlation	.894**	.735**	.641**	.740**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Output SPSS Uji Reliabilitas Keputusan Pembelian

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
.735	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	11.3667	3.964	.793	.522
Y.2	11.2333	4.599	.515	.681
Y.3	11.2333	4.875	.335	.791
Y.4	11.2667	4.547	.520	.678

2. Hasil Output Uji Validitas dan Reliabilitas Sampel Besar

Output SPSS Uji Validitas Promosi

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	TX1
X1.1	Pearson Correlation	1	.618**	.513**	.447**	.852**	.810**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	80	80	80	80	80	80
X1.2	Pearson Correlation	.618**	1	.652**	.575**	.646**	.857**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	80	80	80	80	80	80
X1.3	Pearson Correlation	.513**	.652**	1	.575**	.633**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	80	80	80	80	80	80
X1.4	Pearson Correlation	.447**	.575**	.575**	1	.519**	.744**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	80	80	80	80	80	80
X1.5	Pearson Correlation	.852**	.646**	.633**	.519**	1	.868**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	80	80	80	80	80	80
TX1	Pearson Correlation	.810**	.857**	.844**	.744**	.868**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80

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

Output SPSS Uji Reliabilitas Promosi

Case Processing Summary			
		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.876	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	15.7750	9.265	.712	.849
X1.2	15.7750	8.101	.751	.838
X1.3	15.9500	7.694	.708	.857
X1.4	15.8625	9.740	.626	.868
X1.5	15.8875	9.063	.799	.832

Output SPSS Uji Validitas Kualitas Produk

Correlations							
		X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1	Pearson Correlation	1	.715**	.751**	.696**	.632**	.861**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	80	80	80	80	80	80
X2.2	Pearson Correlation	.715**	1	.690**	.715**	.578**	.857**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	80	80	80	80	80	80
X2.3	Pearson Correlation	.751**	.690**	1	.747**	.677**	.898**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	80	80	80	80	80	80
X2.4	Pearson Correlation	.696**	.715**	.747**	1	.743**	.897**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	80	80	80	80	80	80
X2.5	Pearson Correlation	.632**	.578**	.677**	.743**	1	.830**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	80	80	80	80	80	80
TX2	Pearson Correlation	.861**	.857**	.898**	.897**	.830**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80

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

Output SPSS Uji Reliabilitas Kualitas Produk

Case Processing Summary			
		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	14.7625	13.145	.800	.897
X2.2	15.0125	11.531	.761	.900
X2.3	15.1125	10.759	.819	.889
X2.4	15.0125	11.785	.836	.884
X2.5	15.0500	12.504	.739	.903

Output SPSS Uji Validitas Keputusan Pembelian

Correlations						
		Y.1	Y.2	Y.3	Y.4	TY
Y.1	Pearson Correlation	1	.647**	.668**	.666**	.868**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	80	80	80	80	80
Y.2	Pearson Correlation	.647**	1	.525**	.589**	.827**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	80	80	80	80	80
Y.3	Pearson Correlation	.668**	.525**	1	.584**	.818**

	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	80	80	80	80	80
Y.4	Pearson Correlation	.666**	.589**	.584**	1	.854**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	80	80	80	80	80
TY	Pearson Correlation	.868**	.827**	.818**	.854**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

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

Output SPSS Uji Reliabilitas Keputusan Pembelian

Case Processing Summary			
		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

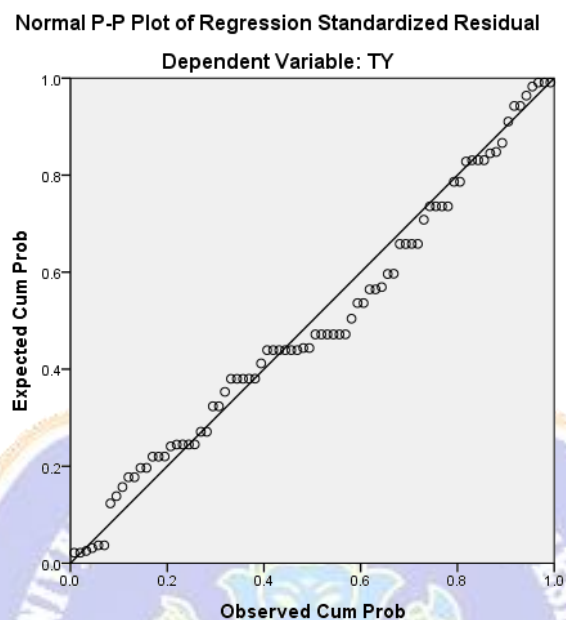
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.856	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	11.4875	6.633	.782	.796
Y.2	11.7625	5.956	.670	.830
Y.3	11.7375	6.297	.674	.826
Y.4	11.7375	5.639	.709	.815

3. Hasil Output SPSS Uji Asumsi Klasik

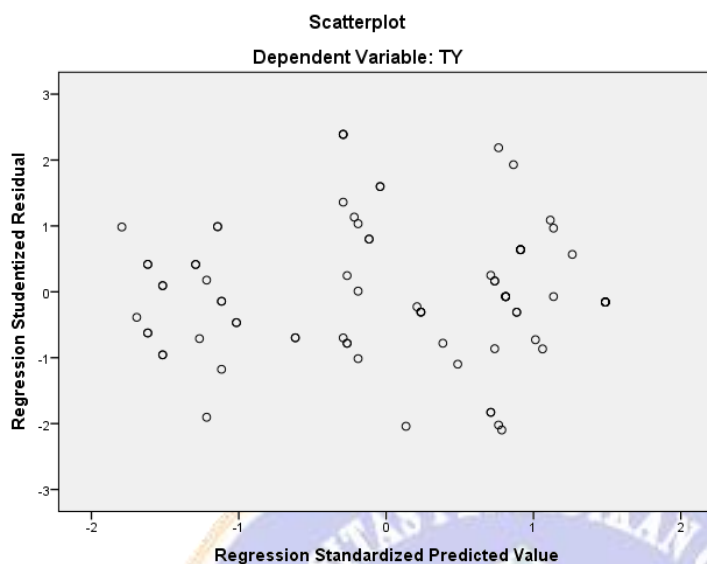
Hasil Uji Normalitas



Hasil Uji Normalitas dengan *One Sample Kolmogorov-Smirnov*

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	.0E-7
	Std. Deviation	.97071325
Most Extreme Differences	Absolute	.103
	Positive	.103
	Negative	-.062
Kolmogorov-Smirnov Z		.926
Asymp. Sig. (2-tailed)		.358
a. Test distribution is Normal.		
b. Calculated from data.		

Hasil Uji Heteroskedastisitas



Hasil Uji Heteroskedastisitas dengan Metode Glejser

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.680	.397		1.711	.091
	TX1	.041	.042	.239	.987	.327
	TX2	-.041	.036	-.276	-1.140	.258

a. Dependent Variable: Abs_Res

4. Hasil Output Uji Analisis Linier Berganda

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	747.110	2	373.555	386.399	.000 ^b
	Residual	74.440	77	.967		
	Total	821.550	79			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2, TX1

Coefficients ^a											
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Partial	Tolerance	VIF	
1	(Constant)	.901	.619		1.455	.150					
	TX1	.230	.065	.260	3.530	.001	.893	.373	.121	.218	4.595
	TX2	.540	.055	.716	9.741	.000	.946	.743	.334	.218	4.595

a. Dependent Variable: TY

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	.954 ^a	.909	.907	.98324	.909	386.399	2	77	.000	

a. Predictors: (Constant), TX2, TX1

b. Dependent Variable: TY

Uji Koefisien Determinasi & Uji F (Pengaruh Simultan)

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	.954 ^a	.909	.907	.98324	.909	386.399	2	77	.000	

a. Predictors: (Constant), TX2, TX1

b. Dependent Variable: TY

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	747.110	2	373.555	386.399	.000 ^b
	Residual	74.440	77	.967		
	Total	821.550	79			
a. Dependent Variable: TY						
b. Predictors: (Constant), TX2, TX1						

Uji t (Pengaruh Parsial) & Uji Multikolinieritas

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.901	.619		1.455	.150					
	TX1	.230	.065	.260	3.530	.001	.893	.373	.121	.218	4.595
	TX2	.540	.055	.716	9.741	.000	.946	.743	.334	.218	4.595
a. Dependent Variable: TY											

Coefficient Correlations ^a				
Model		Model		
		TX2	TX1	
1	Correlations	TX2	1.000	-.885
		TX1	-.885	1.000
	Covariances	TX2	.003	-.003
		TX1	-.003	.004
a. Dependent Variable: TY				

Collinearity Diagnostics ^a						
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	TX1	TX2
1	1	2.969	1.000	.00	.00	.00
	2	.027	10.554	.75	.01	.12
	3	.004	26.126	.25	.98	.88
a. Dependent Variable: TY						

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.0593	20.1502	15.5750	3.07524	80
Std. Predicted Value	-1.794	1.488	.000	1.000	80
Standard Error of Predicted Value	.113	.357	.184	.050	80
Adjusted Predicted Value	10.0056	20.1565	15.5724	3.07207	80
Residual	-1.98949	2.32086	.00000	.97071	80
Std. Residual	-2.023	2.360	.000	.987	80
Stud. Residual	-2.096	2.390	.001	1.009	80
Deleted Residual	-2.13614	2.37895	.00259	1.01514	80
Stud. Deleted Residual	-2.145	2.467	.003	1.025	80
Mahal. Distance	.052	9.424	1.975	1.725	80
Cook's Distance	.000	.188	.016	.030	80
Centered Leverage Value	.001	.119	.025	.022	80

a. Dependent Variable: TY



RIWAYAT HIDUP



Komang Meina Santiani lahir di Singaraja pada 18 Mei 2001. Penulis lahir dari pasangan suami istri Bapak Made Ritana S.Pd dan Dra. Luh Resika. Penulis berkebangsaan Indonesia dan beragama Hindu. Kini penulis bertempat di Jalan Sermakarma gang Nuri 1, Desa Baktiseraga, Kecamatan Buleleng, Kabupaten Buleleng, Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SD Negeri 3 Kaliuntu dan lulus pada tahun 2013. Kemudian penulis melanjutkan di SMP Negeri 2 Singaraja lulus pada tahun 2016. Pada tahun 2019 penulis lulus dari SMA Negeri 2 Singaraja jurusan Ilmu Pengetahuan Sosial dan melanjutkan ke Universitas Pendidikan Ganesha Jurusan Manajemen. Pada semester akhir 2023 penulis telah menyelesaikan skripsi yang berjudul “Pengaruh Promosi dan Kualitas Produk terhadap Keputusan Pembelian Endek Bali pada Butik Ayu Windy Tenun Ikat Singaraja”.

