

LAMPIRAN – LAMPIRAN



Lampiran 01. Review Konsumen pada Goggle Maps Warung Mak Beng Sanur



Lampiran 02. Review Konsumen pada Aplikasi Tiktok Warung Mak Beng Sanur

- Go** daywesmile
Gue gatau tempatnya dan udah berdiri berapa lama, tpi bisa aja beda generasi/ beda koki rasanya jadi beda
2023-09-26 Balas
- danielciputra167
bener bgt.baru persis 2 hari lalu makan makbeng,makbeng skg ama dulu udh beda.ikannya ga seseger dulu
2023-05-19 Balas
- Generasi kedua selalu berbeda, sudah hal Lumrah wkwkw
2023-06-10 Balas
- ssstttss
terlalu rame ngebuat rasa jadi ga kayak dlu karna mau masak enak emng perlu waktu,apalagi rame kek gitu pasti ga bakal sesuai ekspektasi
2023-08-22 Balas
- Azi
gue juga ngerasa makanan Mak Beng yg skrg kurang di banding tahun 2019an
2023-05-28 Balas
- magentamonkey
Nahh ini bener
2023-05-29 Balas
- @bandito6050 • 4 bln lalu
Makanan standar aja itu... Rame cuma karena katanya..katanya...goreng ikan ikan aja gak becuss...sup jg rasa standar...gw cukup awkali aja kesitu...sama sop2 ikan di Sumatra ama Sulawesi dan rasa ikan goreng punya resto ini gak ada apa2nya... eanknya Cuma katanya..katanya
Sembunyikan
- sawadikhaphunkhap
makbeng yg dlu bukan makbeng yg skg. serasa kurang seger gitu skg ikannya
2023-06-24 Balas
- gunawan_tiktok
legendaris itu trik marketing. rasa ya sama aja banyak kurangnya dari yang lain
2023-06-05 Balas
- Anotherme
Mak beng² ga cocok di gw ikannya hambar kuah nya juga ga krasa bumbu nya meskipun makannya yg di sanur
2023-12-16 Balas
- pian
stuju,overrating sihh
2023-12-18 Balas
- CACA
Ah ternyata aku gak sendiri
2023-12-23 Balas
- Gaksukaseledri
sambalnya enak sih. cuma ikannya hambar banget
2023-11-05 Balas
- Tempetahuerek
Amis.. ikan hambar.. sambal sdikit minta nambah bayar.
2023-11-06 Balas
- lexy and molly
kiss aja rasa cuma bunc nua aia vand



Lampiran 03. Penjualan Pada Warung Mak Beng Sanur Periode Tahun 2021 s/d Tahun 2023

No	Tahun	Produk Terjual
1	2021	144.000 Porsi
2	2022	126.000 Porsi
3	2023	10.000 Porsi

Sumber : *Manager Warung Mak Beng Sanur*



Lampiran 04. Kuesioner Penelitian

KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Kepada

Yth. Bapak/Ibu, Saudara/i Pelanggan Warung Makan Mak Beng Sanur

Hal: Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh Kualitas Produk dan Promosi terhadap Keputusan Pembelian Pada Warung Makan Mak Beng Sanur”**. Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/I untuk berkenan mengisi kuesioner ini. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja, 17 April 2024

Peneliti

I Gusti Agung Bintang Pratiwi

ANGKET PENELITIAN

**PENGARUH KUALITAS PRODUK DAN PROMOSI
TERHADAP KEPUTUSAN PEMBELIAN PADA WARUNG
MAK BENG SANUR**

Identitas Responden

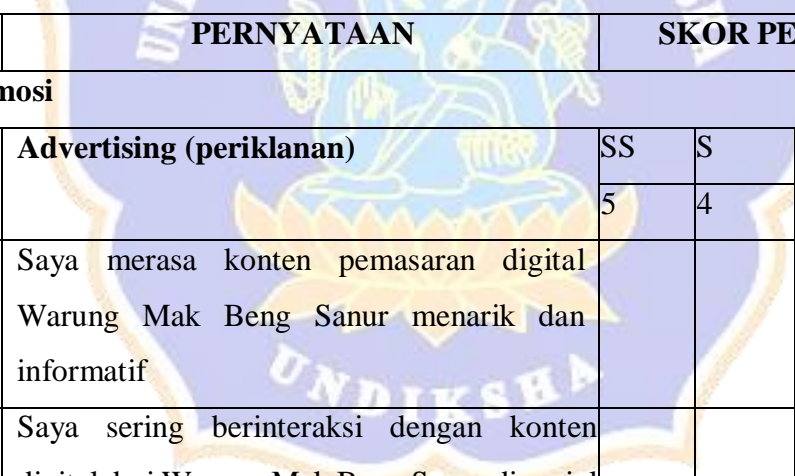
Nama :
Alamat :
Usia :
Jenis Kelamin :

Petunjuk Pengisian

1. Tulislah data identitas secara lengkap.
2. Berikan skor pada butir-butir pertanyaan dengan cara memberi tanda ceklist(✓) pada kolom skor (5,4,3,2,1) sesuai dengan kriteria sebagai berikut :
 - (5) Sangat Setuju / SS
 - (4) Setuju / S
 - (3) Netral / N
 - (2) Tidak Setuju / TS
 - (1) Sangat Tidak Setuju / STS
3. Sebelum dikembalikan kepada peneliti, periksalah kembali kuesioner andaapakah semua pernyataan telah dijawab
4. Tidak ada jawaban yang benar atau salah, tetapi jawaban yang jujur sangatdiharapkan.

No	PERNYATAAN	SKOR PENILAIAN				
Kualitas Produk						
A	Kinerja (<i>performance</i>)	SS	S	N	TS	STS
		5	4	3	2	1
1	Rasa makanan dari Warung Mak Beng Sanur sangat memuaskan					
2	Makanan Warung Mak Beng Sanur memiliki rasa unik dan berbeda dari makanan lain					
3	Rasa makanan ini kurang konsisten di setiap suapan					
B Keandalan (<i>reliability</i>)						
1	Makanan yang saya pesan selalu datang tepat waktu					
2	Pesanan saya selalu sesuai dengan apa yang saya pesan					
3	Saya yakin bahwa makanan Warung Mak Beng selalu disiapkan dengan prosedur yang benar					
C Fitur (<i>feature</i>)						
1	Saya merasa puas dengan ukuran porsi makanan yang saya dapatkan					
2	Makanan disajikan dengan tampilan yang menarik dan menggugah selera					
3	Makanan Warung Mak Beng memiliki nutrisi dan kandungan gizi yang baik					
D Daya Tahan (<i>durability</i>)						
1	Makanan Warung Mak Beng tetap segar dan berkualitas tinggi setelah disimpan didalam lemari es selama beberapa hari					
2	Makanan Warung Mak Beng tahan terhadap paparan sinar matahari					

3	Kebersihan dan cara penyimpanan soup ikan mempengaruhi daya tahannya					
E	Kesesuaian (<i>conformance</i>)					
1	Makanan Warung Mak Beng sesuai dengan selera saya					
2	Bahan-bahan yang digunakan dalam makanan ini berkualitas tinggi					
3	Saya merasa puas setelah mengonsumsi makanan ini					



No	PERNYATAAN	SKOR PENILAIAN				
Promosi						
A	Advertising (periklanan)	SS	S	N	TS	STS
		5	4	3	2	1
1	Saya merasa konten pemasaran digital Warung Mak Beng Sanur menarik dan informatif					
2	Saya sering berinteraksi dengan konten digital dari Warung Mak Beng Sanur di sosial media					
3	Saya lebih cenderung membeli produk Warung Mak Beng Sanur setelah melihat iklan di sosial media					
4	Iklan digital Warung Mak Beng Sanur memberikan informasi yang cukup untuk membuat keputusan pembelian					

5	Saya sering melihat iklan Warung Mak Beng Sanur di berbagai platform digital					
B	Branding					
1	Saya merasa percaya akan merek dari Warung Mak Beng Sanur karena legendaris					
2	Saya lebih memilih merek Warung Mak Beng dibandingkan merek warung makan lainnya					
3	Merek ini memiliki reputasi yang baik dan bagus					
4	Merek dari Warung Mak Beng Sanur selalu memenuhi harapan saya					
C	Public Relations (Hubungan masyarakat)					
1	Warung Mak Beng Sanur cepat menanggapi pertanyaan atau keluhan pelanggan					
2	Saya merasa dihargai sebagai pelanggan ketika berkomunikasi dengan pihak Warung Mak Beng Sanur					
3	Warung Mak Beng Sanur memberikan informasi yang lengkap mengenai produk-produknya					
4	Saya merasa dapat mempercayai informasi yang diberikan oleh Warung Mak Beng Sanur					

No	PERNYATAAN	SKOR PENILAIAN				
Keputusan Pembelian						
A	Kemantapan pada sebuah produk	SS	S	N	TS	STS
		5	4	3	2	1
1	Produk dari Warung Mak Beng Sanur memiliki kualitas yang baik					
B	Kebiasaan dalam membeli produk					

1	Saya sering membeli produk ini secara rutin					
C	Memberikan rekomendasi pada orang lain					
1	Saya akan merekomendasikan produk ini kepada teman dan keluarga					
D	Melakukan pembelian ulang					
1	Saya akan melakukan pembelian ulang terhadap produk dari Warung Mak Beng Sanur					



Lampiran 05. Hasil Data Likert Pertanyaan Responden Sampel Kecil X₁

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

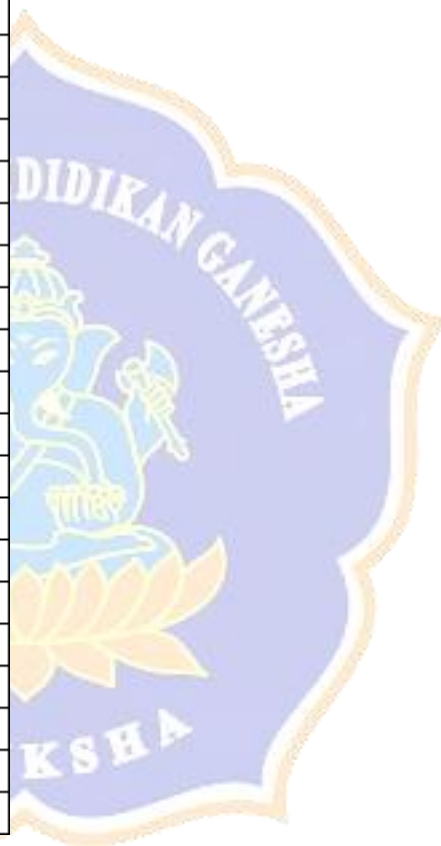
Lampiran 06. Hasil Data Likert Pertanyaan Responden Sampel Kecil X₂

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13
1	2	2	1	2	2	1	2	2	1	2	2	1
4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4
2	2	2	2	2	2	2	2	2	2	2	2	2
4	4	3	4	4	3	4	4	3	4	4	3	4
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3	4	4	3	4	4	3	4	4	3	4	4	3
4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5
3	4	3	3	4	3	3	4	3	3	4	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	3	4	4	3	4	4	3	4	4	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	4	5	5	4	5	5	4	5	5	4	5
4	4	3	4	4	3	4	4	3	4	4	3	4
4	4	3	4	4	3	4	4	3	4	4	3	4
4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	3	4	4	3	4	4	3	4	4	3	4
4	5	3	4	5	3	4	5	3	4	5	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	5	4	5	5	4	5	5	4	5	5	4
5	5	4	5	5	4	5	5	4	5	5	4	5
4	4	4	4	4	4	4	4	4	4	4	4	4

Lampiran 07. Hasil Data Likert Pertanyaan Responden Sampel Kecil Y



Y1.1	Y1.2	Y1.3	Y1.4
3	2	3	4
3	3	4	4
4	4	4	4
1	1	1	1
5	5	4	5
4	4	4	4
4	4	3	5
4	4	4	4
4	4	4	5
5	5	4	4
4	4	4	4
4	4	4	4
5	5	5	5
4	4	4	4
4	5	4	4
4	4	3	4
4	4	3	4
4	3	3	5
4	4	3	4
4	4	4	4
4	4	4	4
5	5	5	5
4	4	4	4
4	4	4	4
5	4	4	5
5	5	3	5
4	5	4	5
3	3	3	5
5	5	3	5
4	4	4	4



Lampiran 08. Hasil Data Likert Pertanyaan Responden Sampel Besar X₁

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15
1	1	2	2	3	2	1	2	2	3	2	1	2	2	3	2
2	3	5	4	4	3	3	5	4	4	3	3	5	4	4	3
3	4	4	4	4	1	4	4	4	4	1	4	4	4	4	1
4	1	1	1	1	5	1	1	1	1	5	1	1	1	1	5
5	5	4	4	4	5	2	5	4	4	5	2	5	4	4	5
6	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3
7	4	5	4	4	1	4	5	4	4	1	4	5	4	4	1
8	4	5	3	3	1	4	5	3	3	1	4	5	3	3	1
9	4	5	4	4	2	4	5	4	4	2	4	5	4	4	2
10	3	5	4	4	5	3	5	4	4	5	3	5	4	4	5
11	4	4	4	5	3	4	4	4	5	3	4	4	4	5	3
12	4	5	5	5	2	4	5	5	5	2	4	5	5	5	2
13	5	5	5	5	1	5	5	5	5	1	5	5	5	5	1
14	4	4	3	4	3	4	4	4	3	4	3	4	4	3	4
15	4	5	4	5	2	4	5	4	5	2	4	5	4	5	2
16	4	4	2	4	3	4	4	2	4	3	4	4	2	4	3
17	5	5	5	5	3	5	5	5	5	3	5	5	5	5	3
18	4	4	4	4	2	4	4	4	4	2	4	4	4	4	2
19	4	4	3	4	4	4	4	3	4	4	4	4	3	4	4
20	3	4	4	4	3	3	4	4	4	3	3	4	4	4	3
21	4	4	4	4	2	4	4	4	4	2	4	4	4	4	2
22	5	5	5	5	1	5	5	5	5	1	5	5	5	5	1
23	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3
24	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3
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26	4	5	4	5	2	4	5	4	5	2	4	5	4	5	2
27	4	5	5	5	1	4	5	5	5	1	4	5	5	5	1
28	5	5	4	4	1	5	5	4	4	1	5	5	4	4	1
29	4	5	5	5	3	4	5	5	5	3	4	5	5	5	3
30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
31	4	4	4	4	2	4	4	4	4	2	4	4	4	4	2
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37	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3
38	4	5	4	5	1	4	5	4	5	1	4	5	4	5	1
39	4	5	4	4	1	4	5	4	4	1	4	5	4	4	1
40	4	5	4	4	2	4	5	4	4	2	4	5	4	4	2
41	4	4	4	4	2	4	4	4	4	2	4	4	4	4	2
42	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3
43	3	2	2	2	1	3	2	2	2	1	3	2	2	2	1
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45	3	5	5	5	4	3	5	5	5	4	3	5	5	5	4
46	2	2	2	2	3	2	2	2	2	3	2	2	2	2	3
47	1	1	1	1	5	1	1	1	1	5	1	1	1	1	5
48	4	4	4	4	1	4	4	4	4	1	4	4	4	4	1
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53	4	5	4	3	4	4	4	5	4	3	4	4	5	4	3
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55	5	5	4	4	5	5	5	4	4	5	5	5	4	4	5
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70	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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74	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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76	3	4	4	4	2	3	4	4	4	2	3	4	4	4	2
77	4	4	4	4	5	4	4	4	4	5	4	4	4	4	5
78	1	2	2	3	2	1	2	2	3	2	1	2	2	3	2
79	3	5	4	4	3	3	5	4	4	3	3	5	4	4	3
80	4	4	4	4	1	4	4	4	4	1	4	4	4	4	1
81	4	5	4	5	5	4	4	5	4	3	4	4	5	2	4
82	3	5	4	5	5	4	5	5	5	4	4	4	4	4	4
83	5	5	5	5	4	4	4	4	4	3	4	5	5	4	4
84	4	4	4	4	4	5	4	4	4	5	4	4	3	4	5
85	4	4	4	4	5	5	4	4	4	1	4	4	4	5	4
86	5	5	5	5	4	5	5	4	5	4	5	4	4	5	3
87	3	4	5	4	4	5	4	5	5	3	5	4	5	5	4
88	2	5	5	4	5	5	5	5	3	5	5	4	2	1	4
89	3	3	4	5	5	5	1	5	4	4	5	5	5	4	4
90	5	4	3	3	5	4	5	4	5	4	4	5	4	4	4
91	4	5	4	4	5	4	2	5	2	4	4	5	4	4	2
92	4	5	5	4	5	4	4	4	5	2	4	5	4	2	2
93	3	5	5	5	4	4	3	4	5	4	5	5	4	5	4
94	2	4	4	5	4	4	4	1	5	5	5	2	2	5	4
95	3	4	5	5	4	2	4	5	5	4	5	2	5	2	4
96	4	5	4	4	4	4	5	2	3	4	4	3	4	4	4
97	5	3	4	3	4	1	5	4	4	4	4	4	4	4	4
98	4	4	4	5	5	4	5	5	4	4	5	4	4	4	4
99	4	2	4	4	5	4	3	4	4	2	4	4	4	4	3
100	3	3	5	2	5	5	4	6	4	5	4	4	5	2	3
101	5	5	5	4	2	5	5	4	5	3	4	4	5	2	5
102	5	5	3	2	5	5	5	5	4	4	1	5	4	5	4
103	2	5	4	5	5	4	4	5	5	4	4	5	3	4	2
104	5	4	3	1	5	5	5	5	4	5	1	5	3	4	1
105	4	5	5	4	4	4	4	1	5	4	3	5	4	1	5
106	4	4	4	5	5	5	5	3	1	4	4	4	4	5	5
107	3	4	5	5	2	4	4	4	3	4	4	4	1	5	5
108	4	4	5	4	5	5	4	4	4	5	3	4	5	1	3
109	4	5	5	5	4	4	4	5	4	5	3	4	3	5	4
110	5	4	4	5	4	5	2	5	4	3	2	1	4	3	4
111	4	5	3	5	5	4	5	4	5	4	4	5	2	4	2
112	4	3	5	5	4	4	5	4	5	5	4	3	5	4	2
113	5	4	4	4	5	4	4	5	2	4	4	2	5	4	4
114	3	2	5	4	4	5	5	4	4	4	5	4	4	2	4
115	4	5	4	4	5	5	4	3	4	4	4	4	4	4	5
116	5	4	5	5	5	5	5	5	2	5	4	4	5	1	2
117	3	5	4	4	5	5	4	5	4	4	4	5	5	4	2
118	4	3	5	5	5	4	4	5	4	3	4	5	4	2	2
119	3	4	5	4	5	5	4	4	5	4	4	3	4	5	4

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13
1	1	2	2	1	2	2	1	2	2	1	2	2	1
2	4	4	4	4	4	4	4	4	4	4	4	4	4
3	4	4	4	4	4	4	4	4	4	4	4	4	4
4	2	2	2	2	2	2	2	2	2	2	2	2	2
5	4	4	3	4	4	3	4	4	3	4	4	3	4
6	4	4	4	4	4	4	4	4	4	4	4	4	4
7	4	4	4	4	4	4	4	4	4	4	4	4	4
8	3	4	4	3	4	4	3	4	4	3	4	4	3
9	4	4	4	4	4	4	4	4	4	4	4	4	4
10	5	5	5	5	5	5	5	5	5	5	5	5	5
11	4	4	4	4	4	4	4	4	4	4	4	4	4
12	4	4	4	4	4	4	4	4	4	4	4	4	4
13	5	5	5	5	5	5	5	5	5	5	5	5	5
14	3	4	3	3	4	3	3	4	3	3	4	3	3
15	4	4	4	4	4	4	4	4	4	4	4	4	4
16	4	4	3	4	4	3	4	4	3	4	4	3	4
17	5	5	5	5	5	5	5	5	5	5	5	5	5
18	5	5	4	5	5	4	5	5	4	5	5	4	5
19	4	4	3	4	4	3	4	4	3	4	4	3	4
20	4	4	3	4	4	3	4	4	3	4	4	3	4
21	4	4	4	4	4	4	4	4	4	4	4	4	4
22	5	5	5	5	5	5	5	5	5	5	5	5	5
23	4	4	4	4	4	4	4	4	4	4	4	4	4
24	4	4	3	4	4	3	4	4	3	4	4	3	4
25	4	4	5	3	4	5	3	4	5	3	4	5	3
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27	5	5	5	5	5	5	5	5	5	5	5	5	5
28	4	5	5	4	5	5	4	5	5	4	5	5	4
29	5	5	4	5	5	4	5	5	4	5	5	4	5
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31	4	4	4	4	4	4	4	4	4	4	4	4	4
32	4	4	4	4	4	4	4	4	4	4	4	4	4
33	4	4	4	4	4	4	4	4	4	4	4	4	4
34	4	4	5	4	4	5	4	4	5	4	4	5	4
35	3	5	4	3	5	4	3	5	4	3	5	4	3
36	4	4	3	4	4	3	4	4	3	4	4	3	4
37	4	4	4	4	4	4	4	4	4	4	4	4	4
38	4	4	4	4	4	4	4	4	4	4	4	4	4
39	4	4	4	4	4	4	4	4	4	4	4	4	4
40	4	4	5	4	4	5	4	4	5	4	4	5	4
41	4	4	4	4	4	4	4	4	4	4	4	4	4
42	4	4	4	4	4	4	4	4	4	4	4	4	4
43	2	3	3	2	3	3	2	3	3	2	3	3	2
44	4	4	4	4	4	4	4	4	4	4	4	4	4
45	5	4	5	5	4	5	5	4	5	5	4	5	5
46	3	2	2	3	2	2	3	2	2	3	2	2	3
47	1	1	1	1	1	1	1	1	1	1	1	1	1
48	4	4	4	4	4	4	4	4	4	4	4	4	4
49	5	5	5	5	5	5	5	5	5	5	5	5	5
50	1	1	1	1	1	1	1	1	1	1	1	1	1
51	5	4	5	5	4	5	5	4	5	5	4	5	5
52	5	5	5	5	5	5	5	5	5	5	5	5	5
53	4	5	4	5	4	5	4	5	4	5	4	5	4
54	5	4	5	5	4	5	5	4	5	5	4	5	5
55	4	5	5	4	5	5	4	5	5	4	5	5	4
56	4	4	4	4	4	4	4	4	4	4	4	4	4
57	4	4	5	4	4	5	4	4	5	4	4	5	4
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59	4	4	4	4	4	4	4	4	4	4	4	4	4
60	5	5	5	5	5	5	5	5	5	5	5	5	5
61	5	5	5	5	5	5	5	5	5	5	5	5	5
62	2	3	2	2	3	2	2	3	2	2	3	2	2
63	4	4	4	4	4	4	4	4	4	4	4	4	4
64	4	4	4	4	4	4	4	4	4	4	4	4	4
65	5	4	4	5	4	4	5	4	4	5	4	4	5
66	5	5	5	5	5	5	5	5	5	5	5	5	5
67	5	5	5	5	5	5	5	5	5	5	5	5	5
68	5	5	5	5	5	5	5	5	5	5	5	5	5
69	5	5	5	5	5	5	5	5	5	5	5	5	5
70	5	5	5	5	5	5	5	5	5	5	5	5	5
71	5	5	5	5	5	5	5	5	5	5	5	5	5
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73	5	5	5	5	5	5	5	5	5	5	5	5	5
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75	5	5	5	5	5	5	5	5	5	5	5	5	5
76	4	4	4	4	4	4	4	4	4	4	4	4	4
77	4	4	4	4	4	4	4	4	4	4	4	4	4
78	1	2	2	1	2	2	1	2	2	1	2	2	1
79	4	4	4	4	4	4	4	4	4	4	4	4	4
80	4	4	4	4	4	4	4	4	4	4	4	4	4
81	4	1	4	5	3	1	4	4	2	2	4	4	3
82	4	3	4	5	4	3	4	3	4	3	4	3	4
83	4	3	2	5	4	4	3	5	1	1	5	4	1
84	4	2	4	4	1	1	4	4	5	2	4	4	5
85	5	2	5	4	5	5	3	4	2	4	3	4	4
86	5	5	2	5	4	4	2	5	3	3	4	5	4
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89	4	5	5	5	4	4	5	3	2	5	4	1	3
90	4	4	1	3	4	3	1	5	5	1	4	5	4
91	5	4	5	4	5	4	4	4	3	3	4	4	4
92	5	4	5	4	5	4	5	4	2	1	4	4	5
93	5	3	3	5	5	5	4	3	1	4	5	3	4
94	4	3	5	5	4	4	4	2	3	5	4	4	4
95	4	3	4	5	5	4	5	3	2	5	5	4	4
96	4	2	3	4	4	4	3	4	3	3	4	5	5
97	4	5	5	3	5	5	5	5	3	1	4	5	4
98	4	5	4	5	4	4	4	4	2	1	4	5	4
99	3	5	3	4	4	4	3	4	4	2	3	4	3
100	3	5	4	2	4	3	5	3	3	5	4	5	4
101	2	4	5	4	4	4	5	5	2	5	3	4	5
102	4	4	2	2	5	5	3	5	1	5	4	5	4
103	4	4	4	5	4	4	4	2	3	4	4	4	4
104	4	4	3	1	4	4	4	5	3	4	4	4	5
105	5	2	5	4	5	5	5	4	2	4	4	4	4
106	5	2	5	5	5	4	5	4	2	5	4	4	4
107	4	2	5	5	5	4	5	3	1	5	4	5	5
108	5	4	5	4	4	5	5	4	1	5	4	4	4
109	5	4	5	5	5	4	5	4	3	4	2	4	4
110	4	1	5	5	4	4	5	5	4	4	4	5	4
111	3	1	5	5	4	4	5	4	2	5	5	5	4
112	3	1	5	5	4	4	5	4	4	5	2	5	4
113	3	5	5	4	4	4	5	5	3	5	1	4	3
114	2	5	5	4	5	3	5	3	2	4	4	5	2
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116	4	3	4	5	4	2	3	5	2	2	1	4	4
117	4	3	4	4	4	4	4	3	3	4	4	5	4
118	4	3	3	5	5	4	1	4	1	5	5	4	4
119	5	3	4	4	4	4	3	3	1	2	4	5	4
120	1	4	4	4	4	4	4	4	2	1	4	4	4



Lampiran 10. Hasil Data Likert Pertanyaan Responden Sampel Besar Y

No	Y1.1	Y1.2	Y1.3	Y1.4
1	3	2	3	4
2	3	3	4	4
3	4	4	4	4
4	1	1	1	1
5	5	5	4	5
6	4	4	4	4
7	4	4	3	5
8	4	4	4	4
9	4	4	4	5
10	5	5	4	4
11	4	4	4	4
12	4	4	4	4
13	5	5	5	5
14	4	4	4	4
15	4	5	4	4
16	4	4	3	4
17	4	4	3	4
18	4	3	3	5
19	4	4	3	4
20	4	4	4	4
21	4	4	4	4
22	5	5	5	5
23	4	4	4	4
24	4	4	4	4
25	5	4	4	5
26	5	5	3	5
27	4	5	4	5
28	3	3	3	5
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31	3	3	3	4
32	4	4	4	4
33	4	4	4	4
34	4	5	4	5
35	5	5	3	5
36	4	4	2	4
37	4	4	4	4
38	4	4	2	4
39	4	4	3	4
40	4	4	2	5
41	4	4	4	4
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43	3	3	3	2
44	4	4	4	4
45	4	4	4	3
46	2	3	3	2
47	1	1	1	1
48	4	4	3	4
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50	1	1	1	1
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85	2	4	1	4
86	3	3	4	4
87	1	5	3	4
88	1	1	5	4
89	2	5	4	4
90	5	1	4	5
91	3	3	4	4
92	2	1	2	4
93	1	4	4	5
94	3	5	5	4
95	2	5	4	4
96	3	3	4	4
97	3	1	4	5
98	2	1	4	5
99	4	2	2	4
100	3	5	5	4
101	2	1	3	4
102	1	3	4	5
103	3	2	4	4
104	3	3	5	4
105	2	3	4	5
106	2	4	4	5
107	1	5	4	5
108	1	5	5	5
109	3	5	5	5
110	4	5	3	4
111	2	5	4	4
112	4	5	5	4
113	3	5	4	4
114	2	5	4	4
115	1	5	4	2
116	2	2	2	5
117	3	5	4	3
118	1	2	4	4
119	1	3	4	4
120	2	1	4	5



Lampiran 11. Deskripsi Data Responden

Frequencies

Statistics

		Usia	Jenis Kelamin
N	Valid	120	120
	Missing	0	0

Frequency Table

		Usia			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	17-30 Tahun	50	41.7	41.7	25.3
	31-40 Tahun	15	12.8	12.8	56.0
	41-50 Tahun	25	20.0	20.0	87.3
	>50 Tahun	30	25.0	25.0	100.0
	Total	120	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - laki	65	51.2	51.2	51.2
	Perempuan	55	48.8	48.8	100.0
	Total	120	100.0	100.0	

Reliability

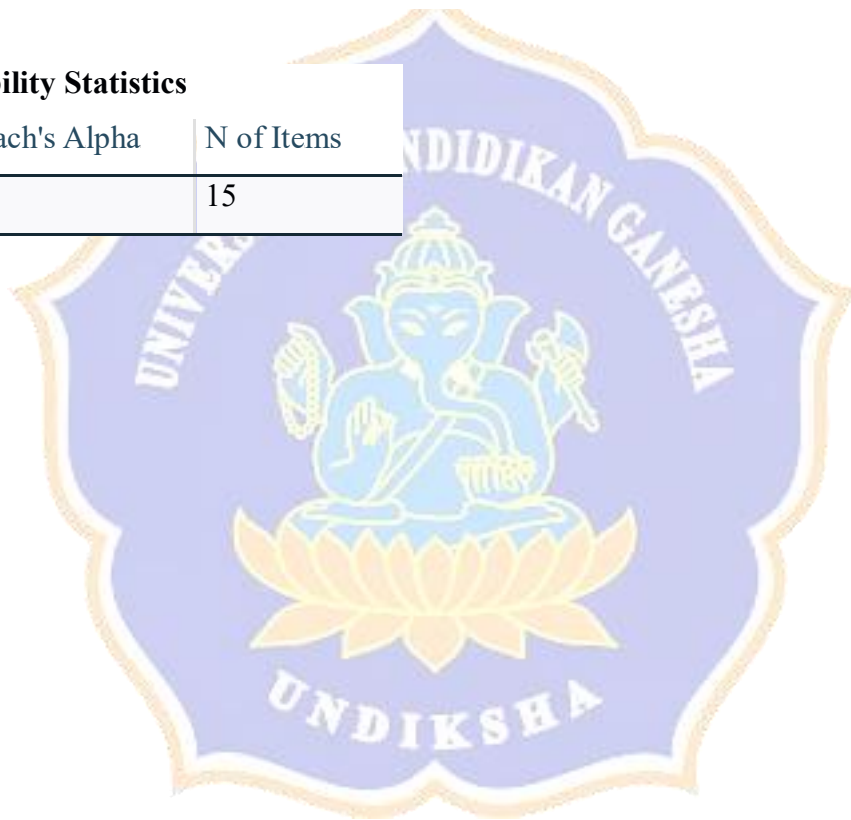
Case Processing Summary

		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
.835	15



Reliability

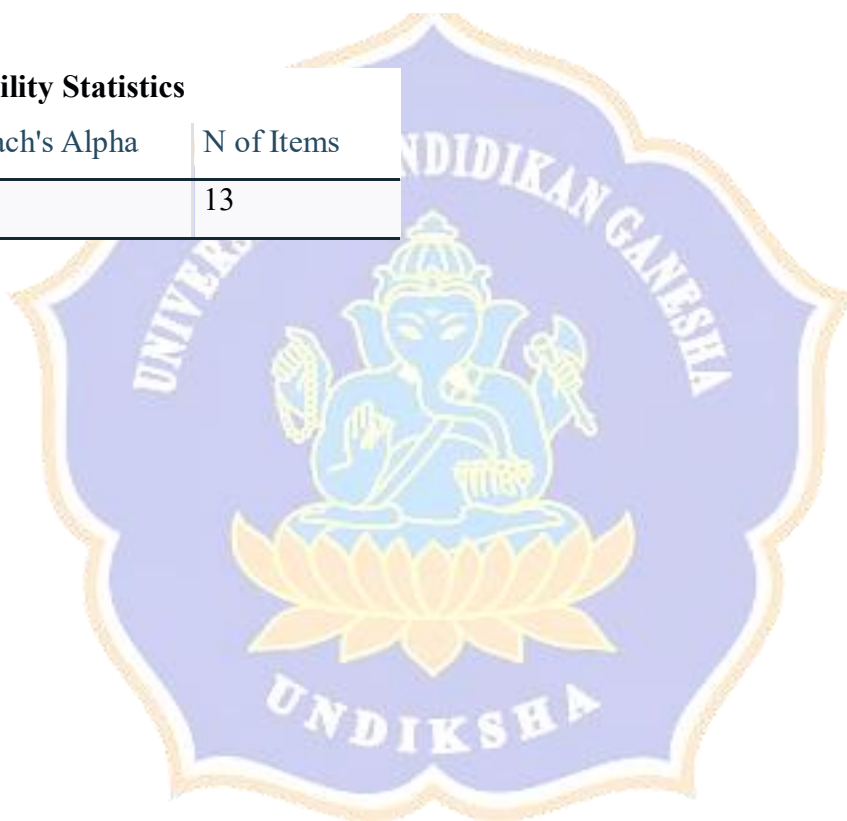
Case Processing Summary

		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
.958	13



Hasil Uji Validitas dan Reliabilitas Variabel Keputusan Pembelian Sampel Kecil

		Correlations				Keputusa n Pembelia n
		Y1.1	Y1.2	Y1.3	Y1.4	
Y1.1	Pearson Correlati on	1	.895**	.982**	.853**	.952**
	Sig. (2- tailed)		<.001	<.001	<.001	<.001
	N	30	30	30	30	30
Y1.2	Pearson Correlati on	.772**	1	.665**	.797**	.858**
	Sig. (2- tailed)	<.001		<.001	<.001	<.001
	N	30	30	30	30	30
Y1.3	Pearson Correlati on	.674**	.655**	1	.572**	.986**
	Sig. (2- tailed)	<.001	<.001		<.001	<.001
	N	30	30	30	30	30
Y1.4	Pearson Correlati on	.983**	.954**	.753**	1	.984**
	Sig. (2- tailed)	<.001	<.001	<.001		<.001
	N	30	30	30	30	30

Reliability

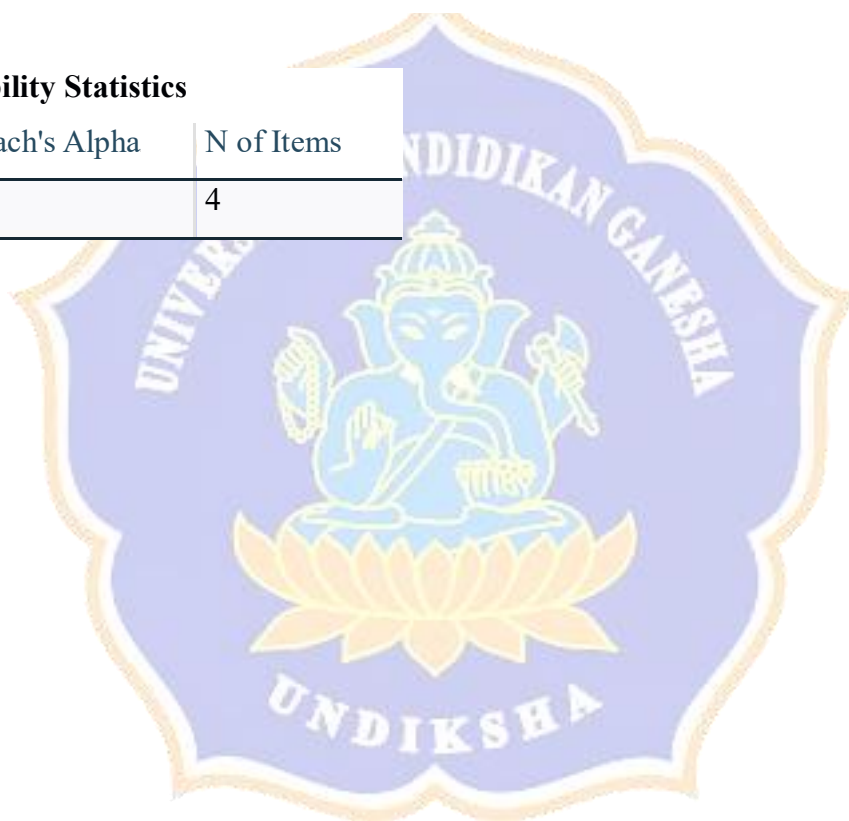
Case Processing Summary

		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
.973	4



Reliability

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.944	15



Hasil Uji Validitas dan Reliabilitas Variabel Promosi Sampel Besar

		Correlations													
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	Promosi
X2.1	Pearson Correlation	1	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.965 ^{**}
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.2	Pearson Correlation	.874 ^{**}	1	.845 ^{**}	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	.945 ^{**}
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.3	Pearson Correlation	.857 ^{**}	.845 ^{**}	1	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.944 ^{**}
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.4	Pearson Correlation	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.965 ^{**}
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.5	Pearson Correlation	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	1	.845 ^{**}	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	.945 ^{**}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.6	Pearson Correlation	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.845 ^{**}	1	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.944 ^{**}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.7	Pearson Correlation	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.965 ^{**}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.8	Pearson Correlation	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	1	.845 ^{**}	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	.945 ^{**}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.9	Pearson Correlation	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.845 ^{**}	1	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.944 ^{**}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.10	Pearson Correlation	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.965 ^{**}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.11	Pearson Correlation	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	1.000 ^{**}	.845 ^{**}	.874 ^{**}	1	.845 ^{**}	.874 ^{**}	.945 ^{**}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.12	Pearson Correlation	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.845 ^{**}	1.000 ^{**}	.857 ^{**}	.845 ^{**}	1	.857 ^{**}	.944 ^{**}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
X2.13	Pearson Correlation	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1.000 ^{**}	.874 ^{**}	.857 ^{**}	1	.965 ^{**}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120

Reliability

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.991	13

Hasil Uji Validitas dan Reliabilitas Variabel Keputusan Pembelian Sampel Besar

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Keputusan Pembelian
Y1.1	Pearson Correlation	1	.872**	.694**	.747**	.927**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	120	120	120	120	120
Y1.2	Pearson Correlation	.872**	1	.695**	.757**	.930**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	120	120	120	120	120
Y1.3	Pearson Correlation	.694**	.695**	1	.592**	.843**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	120	120	120	120	120
Y1.4	Pearson Correlation	.747**	.757**	.592**	1	.865**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	120	120	120	120	120
Keputusan Pembelian	Pearson Correlation	.927**	.930**	.843**	.865**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	120	120	120	120	120

Reliability

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

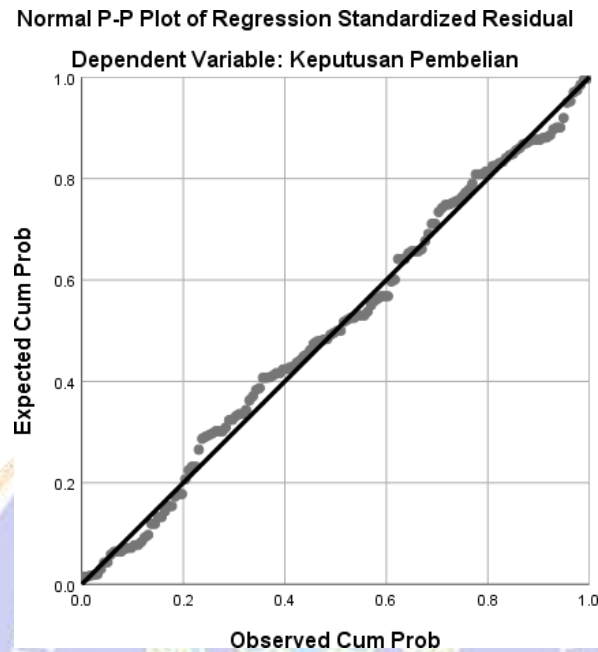
Reliability Statistics

Cronbach's Alpha	N of Items
.912	4

Lampiran 13. Hasil *Output* Perhitungan SPSS for Windows Versi 25.0 Uji Asumsi Klasik

1. Uji Normalitas

Grafik Histogram P-Plot



2. Uji Multikolinieritas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi, Kualitas Produk ^b		. Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.085	.972		3.174	.002		
	Kualitas Produk	.139	.040	.518	3.437	<.001	.165	6.047

Promosi	.097	.043	.342	2.270	.026	.165	6.047
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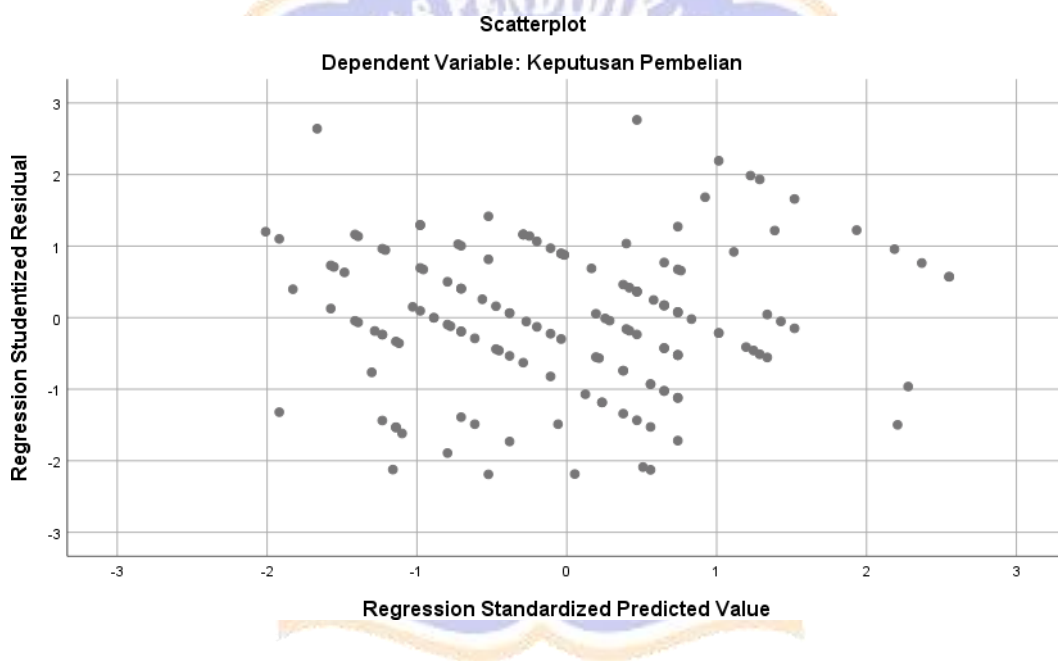
a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimensi	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Kualitas Produk	Promosi
1	1	2.966	1.000	.00	.00	.00
	2	.030	10.001	.99	.04	.05
	3	.004	27.341	.00	.96	.95

a. Dependent Variable: Keputusan Pembelian

3. Uji Heteroskedastisitas



**Lampiran 14. Hasil *Output* Perhitungan SPSS for Windows Versi 25.0
Analisis Regresi Linear Berganda**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.527	.522	1.682

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	462.678	2	232.838	82.091	.001 ^b
	Residual	416.157	148	2.835		
	Total	878.835	150			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.100	1.040		2.981	<.001
	Kualitas Produk	.162	.052	.205	3.107	.001
	Promosi	.445	.049	.601	9.124	.000

Lampiran 15. Hasil *Output* Frekuensi Pernyataan Kuesioner Masing – masing Indikator Variabel.

Frekuensi Variabel Kualitas Produk

		X_{1.1}			
		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	6.3	6.3	6.3
	2.00	8	3.8	3.8	10.0
	3.00	38	13.8	13.8	23.8
	4.00	21	47.5	47.5	71.3
	5.00	42	28.7	28.7	100.0
	Total	120	100.0	100.0	

		X_{1.2}			
		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	1.00	17	3.8	3.8	3.8
	2.00	19	6.3	6.3	10.0
	3.00	21	19.2	19.2	40.1
	4.00	20	19.3	19.3	46.3
	5.00	43	53.8	53.8	100.0
	Total	120	100.0	100.0	

		X_{1.3}			
		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	1.00	15	3.8	3.8	3.8
	2.00	21	6.3	6.3	10.0
	3.00	20	10.0	10.0	20.0
	4.00	43	51.2	51.2	71.3
	5.00	21	28.7	28.7	100.0
	Total	120	100.0	100.0	

X_{1.4}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	3.8	3.8	3.8
	2.00	12	3.8	3.8	7.5
	3.00	20	8.8	8.8	16.3
	4.00	45	45.0	45.0	61.3
	5.00	31	38.8	38.8	100.0
	Total	120	100.0	100.0	

X_{1.5}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	25	22.5	22.5	22.5
	2.00	38	23.8	23.8	46.3
	3.00	27	25.0	25.0	71.3
	4.00	10	7.5	7.5	78.8
	5.00	20	21.3	21.3	100.0
	Total	120	100.0	100.0	

X_{1.6}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	6.3	6.3	6.3
	2.00	15	3.8	3.8	10.0
	3.00	22	13.8	13.8	23.8
	4.00	34	47.5	47.5	71.3
	5.00	29	28.7	28.7	100.0
	Total	120	100.0	100.0	

X_{1.7}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	3.8	3.8	3.8
	2.00	15	6.3	6.3	10.0
	4.00	29	36.3	36.3	46.3

5.00	45	53.8	53.8	100.0
Total	120	100.0	100.0	

X_{1.8}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	16	3.8	3.8	3.8
	2.00	21	6.3	6.3	10.0
	3.00	24	10.0	10.0	20.0
	4.00	32	51.2	51.2	71.3
	5.00	27	28.7	28.7	100.0
	Total	120	100.0	100.0	

X_{1.9}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	3.8	3.8	3.8
	2.00	11	3.8	3.8	7.5
	3.00	15	8.8	8.8	16.3
	4.00	49	45.0	45.0	61.3
	5.00	34	38.8	38.8	100.0
	Total	120	100.0	100.0	

X_{1.10}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	22.5	22.5	22.5
	2.00	25	23.8	23.8	46.3
	3.00	53	25.0	25.0	71.3
	4.00	10	7.5	7.5	78.8
	5.00	12	21.3	21.3	100.0
	Total	120	100.0	100.0	

X_{1.11}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	15	6.3	6.3	6.3

2.00	12	3.8	3.8	10.0
3.00	20	13.8	13.8	23.8
4.00	45	47.5	47.5	71.3
5.00		28	28.7	28.7
Total	120	100.0	100.0	

X_{1.12}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	3.8	3.8	3.8
	2.00	15	6.3	6.3	10.0
	4.00	34	36.3	36.3	46.3
	5.00	59	53.8	53.8	100.0
	Total	120	100.0	100.0	

X_{1.13}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	3.8	3.8	3.8
	2.00	11	6.3	6.3	10.0
	3.00	21	10.0	10.0	20.0
	4.00	42	51.2	51.2	71.3
	5.00	38	28.7	28.7	100.0
	Total	120	100.0	100.0	

X_{1.14}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	3.8	3.8	3.8
	2.00	11	3.8	3.8	7.5
	3.00	15	8.8	8.8	16.3
	4.00	49	45.0	45.0	61.3
	5.00	34	38.8	38.8	100.0
	Total	120	100.0	100.0	

X_{1.15}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	24	22.5	22.5	22.5
	2.00	27	23.8	23.8	46.3
	3.00	32	25.0	25.0	71.3
	4.00	16	7.5	7.5	78.8
	5.00	21	21.3	21.3	100.0
	Total	120	100.0	100.0	

Frekuensi Variabel Promosi**X_{2.1}**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	15	5.0	5.0	5.0
	2.00	12	3.8	3.8	8.8
	3.00	15	5.0	5.0	13.8
	4.00	52	53.8	53.8	67.5
	5.00	26	32.5	32.5	100.0
	Total	120	100.0	100.0	

X_{2.2}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	20	5.0	5.0	7.5
	3.00	10	2.5	2.5	10.0
	4.00	53	56.3	56.3	66.3
	5.00	27	33.8	33.8	100.0
	Total	120	100.0	100.0	

X_{2.3}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	2.5	2.5	2.5
	2.00	15	6.3	6.3	8.8

3.00	20	12.5	12.5	21.3
4.00	44	43.8	43.8	65.0
5.00	29	35.0	35.0	100.0
Total	120	100.0	100.0	

X_{2.4}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	5.0	5.0	5.0
	2.00	12	3.8	3.8	8.8
	3.00	20	5.0	5.0	13.8
	4.00	40	53.8	53.8	67.5
	5.00	28	32.5	32.5	100.0
	Total	120	100.0	100.0	

X_{2.5}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	2.5	2.5	2.5
	2.00	20	5.0	5.0	7.5
	3.00	12	2.5	2.5	10.0
	4.00	42	56.3	56.3	66.3
	5.00	34	33.8	33.8	100.0
	Total	120	100.0	100.0	

X_{2.6}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	2.5	2.5	2.5
	2.00	20	6.3	6.3	8.8
	3.00	22	12.5	12.5	21.3
	4.00	37	43.8	43.8	65.0
	5.00	28	35.0	35.0	100.0
	Total	120	100.0	100.0	

X_{2.7}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	5.0	5.0	5.0
	2.00	12	3.8	3.8	8.8
	3.00	20	5.0	5.0	13.8
	4.00	42	53.8	53.8	67.5
	5.00	26	32.5	32.5	100.0
	Total	120	100.0	100.0	

X_{2.8}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	2.5	2.5	2.5
	2.00	20	5.0	5.0	7.5
	3.00	11	2.5	2.5	10.0
	4.00	51	56.3	56.3	66.3
	5.00	27	33.8	33.8	100.0
	Total	120	100.0	100.0	

X_{2.9}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	2.5	2.5	2.5
	2.00	20	6.3	6.3	8.8
	3.00	22	12.5	12.5	21.3
	4.00	38	43.8	43.8	65.0
	5.00	28	35.0	35.0	100.0
	Total	120	100.0	100.0	

X_{2.10}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	5.0	5.0	5.0
	2.00	11	3.8	3.8	8.8
	3.00	20	5.0	5.0	13.8
	4.00	43	53.8	53.8	67.5
	5.00	26	32.5	32.5	100.0
	Total	120	100.0	100.0	

X_{2.11}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	2.5	2.5	2.5
	2.00	20	5.0	5.0	7.5
	3.00	12	2.5	2.5	10.0
	4.00	49	56.3	56.3	66.3
	5.00	27	33.8	33.8	100.0
	Total	120	100.0	100.0	

X_{2.12}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	2.5	2.5	2.5
	2.00	20	6.3	6.3	8.8
	3.00	22	12.5	12.5	21.3
	4.00	38	43.8	43.8	65.0
	5.00	28	35.0	35.0	100.0
	Total	120	100.0	100.0	

X_{2.13}

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	5.0	5.0	5.0
	2.00	13	3.8	3.8	8.8
	3.00	20	5.0	5.0	13.8
	4.00	41	53.8	53.8	67.5
	5.00	26	32.5	32.5	100.0
	Total	120	100.0	100.0	

Frekuensi Variabel Keputusan Pembelian**Y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	1.00	15	3.8	3.8	3.8
	2.00	10	1.3	1.3	5.0
	3.00	20	12.5	12.5	17.5
	4.00	43	52.5	52.5	70.0
	5.00	32	30.0	30.0	100.0
	Total	120	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	3.8	3.8	3.8
	2.00	11	2.5	2.5	6.3
	3.00	25	10.0	10.0	16.3
	4.00	34	52.5	52.5	68.8
	5.00	30	31.3	31.3	100.0
	Total	120	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	3.8	3.8	3.8
	2.00	20	5.0	5.0	8.8
	3.00	25	23.8	23.8	32.5
	4.00	37	42.5	42.5	75.0
	5.00	27	25.0	25.0	100.0
	Total	120	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	3.8	3.8	3.8
	2.00	12	2.5	2.5	6.3
	3.00	12	2.5	2.5	8.8
	4.00	46	47.5	47.5	56.3
	5.00	30	43.8	43.8	100.0
	Total	120	100.0	100.0	

Lampiran 16. Foto Dokumentasi

