

LAMPIRAN

Lampiran 01. Data Tabulasi

1. Data Tabulasi (N = 30 Sampel)

No. Res	Kualitas Produk (X1)					Total X1	Promosi (X2)					Total X2	Minat Beli (Y)			Total Y
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3	X2.4	X2.5		Y1	Y2	Y3	
1	4	5	5	5	5	24	4	5	4	5	5	23	5	5	5	15
2	5	5	5	5	5	25	3	3	4	3	3	16	5	5	5	15
3	4	4	4	4	4	20	5	4	4	4	4	21	4	4	4	12
4	4	4	3	5	4	20	4	5	5	5	3	22	5	4	3	12
5	4	4	4	4	4	20	4	4	5	5	4	22	4	4	4	12
6	5	5	4	5	5	24	2	3	3	3	3	14	4	4	4	12
7	5	4	4	5	5	23	5	5	5	5	5	25	5	5	5	15
8	3	4	3	4	5	19	3	4	4	4	5	20	5	5	4	14
9	5	5	5	4	5	24	4	3	4	4	4	19	5	4	5	14
10	5	5	5	4	5	24	4	5	4	5	4	22	5	5	4	14
11	5	4	5	4	5	23	3	4	2	3	4	16	5	5	5	15
12	3	3	3	3	3	15	2	3	3	3	4	11	4	5	3	12
13	5	5	5	5	5	25	5	5	5	5	5	25	5	4	5	14
14	5	5	5	5	5	25	5	5	4	4	5	23	5	5	5	15
15	5	5	5	5	5	25	5	5	5	5	5	25	5	4	5	14
16	5	4	5	4	5	23	5	5	4	5	5	24	5	5	5	15
17	5	4	5	4	4	22	5	4	5	5	4	23	4	5	4	13

18	4	3	4	3	4	18	4	3	4	4	5	20	3	4	4	11
19	4	4	4	4	5	21	5	5	3	5	2	20	4	3	4	11
20	4	4	5	4	5	22	4	4	4	4	4	20	5	3	4	12
21	5	5	5	5	5	25	5	5	4	5	5	24	5	5	5	15
22	5	3	5	3	3	19	3	4	4	5	4	20	2	2	2	6
23	4	4	5	4	5	22	4	4	4	4	4	20	5	5	4	14
24	3	5	4	5	4	21	4	5	3	5	4	21	4	3	4	11
25	1	5	2	5	1	14	2	1	1	1	2	7	2	3	2	7
26	4	4	5	4	5	22	5	5	5	5	5	25	4	5	5	14
27	4	4	5	4	5	22	4	5	4	3	5	21	5	5	5	15
28	2	3	2	3	3	13	3	2	2	2	2	11	3	3	4	10
29	4	4	4	4	4	20	4	4	4	5	5	22	5	4	5	14
30	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	15

2. Data Tabulasi (N = 130 Sampel)

No. Res	Kualitas Produk (X1)					Total X1	Promosi (X2)					Total X2	Minat Beli (Y)			Total Y
	X1.1	X1.2	X1.3	X1.4	X1.5		X1.1	X1.2	X1.3	X1.4	X1.5		X1.1	X1.2	X1.3	
1	4	5	5	5	5	24	4	5	4	5	5	23	5	5	5	15
2	5	5	5	5	5	25	3	3	4	3	3	16	5	5	5	15
3	4	4	4	4	4	20	5	4	4	4	4	21	4	4	4	12
4	4	4	3	5	4	20	4	5	5	5	3	22	5	4	3	12
5	4	4	4	4	4	20	4	4	5	5	4	22	4	4	4	12
6	5	5	4	5	5	24	2	3	3	3	3	14	4	4	4	12
7	5	4	4	5	5	23	5	5	5	5	5	25	5	5	5	15

8	3	4	3	4	5	19	3	4	4	4	5	20	5	5	4	14
9	5	5	5	4	5	24	4	3	4	4	4	19	5	4	5	14
10	5	5	5	4	5	24	4	5	4	5	4	22	5	5	4	14
11	5	4	5	4	5	23	3	4	2	3	4	16	5	5	5	15
12	3	3	3	3	3	15	2	3	3	3	3	14	4	5	3	12
13	5	5	5	5	5	25	5	5	5	5	5	25	5	4	5	14
14	5	5	5	5	5	25	5	5	4	4	5	23	5	5	5	15
15	5	5	5	5	5	25	5	5	5	5	5	25	5	4	5	14
16	5	4	5	4	5	23	5	5	4	5	5	24	5	5	5	15
17	5	4	5	4	4	22	5	4	5	5	4	23	4	5	4	13
18	4	3	4	3	4	18	4	3	4	4	5	20	3	4	4	11
19	4	4	4	4	5	21	5	5	3	5	2	20	4	3	4	11
20	4	4	5	4	5	22	4	4	4	4	4	20	5	3	4	12
21	5	5	5	5	5	25	5	5	4	5	5	24	5	5	5	15
22	5	3	5	3	3	19	3	4	4	5	4	20	2	2	2	6
23	4	4	5	4	5	22	4	4	4	4	4	20	5	5	4	14
24	3	5	4	5	4	21	4	5	3	5	4	21	4	3	4	11
25	1	5	2	5	1	14	2	1	1	1	2	7	2	3	2	7
26	4	4	5	4	5	22	5	5	5	5	5	25	4	5	5	14
27	4	4	5	4	5	22	4	5	4	3	5	21	5	5	5	15
28	2	3	2	3	3	13	3	2	2	2	2	11	3	3	4	10
29	4	4	4	4	4	20	4	4	4	5	5	22	5	4	5	14
30	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	15
31	4	5	5	5	5	24	5	4	4	4	5	22	5	5	4	14

32	3	4	4	3	4	18	3	2	2	2	2	11	4	2	3	9
33	4	3	3	3	4	17	3	4	4	4	3	18	4	3	4	11
34	4	4	5	4	4	21	3	5	4	4	4	20	5	3	4	12
35	4	4	4	4	4	20	4	4	5	5	5	23	5	4	4	13
36	4	2	3	2	3	14	3	3	3	3	3	15	3	3	4	10
37	2	4	3	4	4	17	2	4	5	2	5	18	3	4	3	10
38	5	5	5	5	5	25	5	5	5	5	5	25	4	5	5	14
39	4	5	5	5	5	24	4	5	4	5	5	23	5	5	5	15
40	5	5	5	5	5	25	3	3	3	3	3	15	3	3	4	10
41	4	4	4	4	5	21	4	4	4	5	4	21	5	5	5	15
42	3	5	5	5	5	23	5	5	5	4	4	23	5	4	5	14
43	4	4	4	4	4	20	4	4	5	5	5	23	5	4	4	13
44	4	3	3	3	3	16	4	3	2	2	2	13	3	3	2	8
45	4	4	4	4	4	20	5	4	4	5	5	23	4	5	5	14
46	3	4	4	2	3	16	2	2	2	2	2	10	2	2	3	7
47	4	4	4	4	4	20	4	4	5	5	5	23	4	5	4	13
48	5	5	5	5	5	25	5	5	5	5	5	25	3	4	5	12
49	3	3	3	3	3	15	3	3	3	3	3	15	3	3	3	9
50	5	5	5	5	4	24	5	5	5	5	5	25	4	5	4	13
51	4	4	4	4	4	20	4	4	4	5	5	22	5	4	5	14
52	3	3	3	3	3	15	2	2	3	3	2	12	3	4	3	10
53	5	5	5	5	5	25	5	4	4	4	4	21	4	4	4	12
54	2	2	3	2	2	11	2	2	3	2	3	12	2	2	3	7
55	5	5	5	5	5	25	5	4	4	4	4	21	5	5	5	15

56	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	15
57	5	5	5	5	5	25	3	3	4	3	4	17	5	5	5	15
58	4	4	4	4	4	20	5	4	4	4	4	21	4	4	4	12
59	4	4	3	5	4	20	4	5	5	5	3	22	5	4	3	12
60	4	4	4	4	4	20	4	4	5	5	4	22	4	4	4	12
61	5	5	4	5	5	24	2	3	3	3	3	14	4	4	4	12
62	5	4	4	5	5	23	5	5	5	5	5	25	5	5	5	15
63	3	4	3	4	5	19	3	4	4	4	5	20	5	5	4	14
64	5	5	5	4	5	24	4	3	4	4	4	19	5	4	5	14
65	5	5	5	4	5	24	4	5	4	5	4	22	5	5	4	14
66	5	4	5	4	5	23	3	4	2	3	4	16	5	5	5	15
67	3	3	3	3	3	15	2	3	3	3	3	14	4	5	3	12
68	5	5	5	5	5	25	5	5	5	5	5	25	5	4	5	14
69	5	5	5	5	5	25	5	5	4	4	5	23	5	5	5	15
70	5	5	5	5	5	25	5	5	5	5	5	25	5	4	5	14
71	5	4	5	4	5	23	5	5	4	5	5	24	5	5	5	15
72	5	4	5	4	4	22	5	4	5	5	4	23	4	5	4	13
73	5	5	5	5	5	25	2	2	2	2	1	9	3	4	4	11
74	4	4	4	4	5	21	5	5	3	5	2	20	4	3	4	11
75	4	4	5	4	5	22	4	4	4	4	4	20	5	3	4	12
76	5	5	5	5	5	25	5	5	4	5	5	24	5	5	5	15
77	5	3	5	3	3	19	2	2	1	2	1	8	2	2	2	6
78	4	4	5	4	5	22	4	4	4	4	4	20	5	5	4	14
79	3	5	4	5	4	21	4	5	3	5	4	21	4	3	4	11

80	1	5	2	5	1	14	2	1	1	1	2	7	2	3	2	7
81	4	4	5	4	5	22	5	5	5	5	5	25	4	5	5	14
82	4	4	5	4	5	22	4	5	4	3	5	21	5	5	5	15
83	2	3	2	3	3	13	3	2	2	2	2	11	3	3	4	10
84	4	4	4	4	4	20	4	4	4	5	5	22	5	4	5	14
85	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	15
86	4	5	5	5	5	24	5	4	4	4	5	22	5	5	4	14
87	5	5	5	5	5	25	3	2	2	2	2	11	4	2	3	9
88	4	3	3	3	4	17	3	4	4	4	3	18	4	3	4	11
89	4	4	5	4	4	21	3	5	4	4	4	20	5	3	4	12
90	4	4	4	4	4	20	4	4	5	5	5	23	5	4	4	13
91	4	2	3	2	3	14	3	3	3	3	3	15	3	3	4	10
92	2	4	3	4	4	17	2	4	5	2	5	18	3	4	3	10
93	5	5	5	5	5	25	5	5	5	5	5	25	4	5	5	14
94	4	5	5	5	5	24	4	5	4	5	5	23	5	5	5	15
95	5	5	5	5	5	25	3	3	3	3	3	15	3	3	4	10
96	4	4	4	4	5	21	4	4	4	5	4	21	5	5	5	15
97	3	5	5	5	5	23	5	5	5	4	4	23	5	4	5	14
98	4	4	4	4	4	20	4	4	5	5	5	23	5	4	4	13
99	4	3	3	3	3	16	4	3	2	2	2	13	3	3	2	8
100	4	4	4	4	4	20	5	4	4	5	5	23	4	5	5	14
101	3	4	4	2	3	16	2	2	2	2	2	10	2	2	3	7
102	4	4	4	4	4	20	4	4	5	5	5	23	4	5	4	13
103	5	5	5	5	5	25	5	5	5	5	5	25	3	4	5	12

104	3	3	3	3	3	15	3	3	3	3	3	15	3	3	3	9
105	5	5	5	5	4	24	5	5	5	5	5	25	4	5	4	13
106	4	4	4	4	4	20	4	4	4	5	5	22	5	4	5	14
107	3	3	3	3	3	15	2	2	3	3	2	12	3	4	3	10
108	5	5	5	5	5	25	5	4	4	4	4	21	4	4	4	12
109	2	2	3	2	2	11	2	2	3	2	3	12	2	2	3	7
110	5	5	5	5	5	25	5	4	4	4	4	21	5	5	5	15
111	5	5	5	5	5	25	5	4	4	3	3	19	5	5	5	15
112	5	3	2	4	3	17	4	5	5	5	4	23	5	5	5	15
113	3	3	3	3	3	15	5	4	4	4	3	20	3	2	4	9
114	3	4	4	3	3	17	5	4	5	5	5	24	5	5	4	14
115	3	2	2	1	2	10	3	2	2	5	5	17	2	1	3	6
116	4	4	5	4	3	20	5	5	5	3	3	21	5	5	5	15
117	5	5	5	5	5	25	3	3	3	5	5	19	5	5	5	15
118	2	3	4	4	4	17	5	5	5	5	5	25	5	5	5	15
119	5	5	4	4	4	22	4	4	3	5	2	18	5	5	4	14
120	3	2	1	2	4	12	2	2	2	5	5	16	4	4	2	10
121	4	3	3	4	4	18	4	3	4	4	2	17	4	3	3	10
122	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	15
123	4	4	4	4	4	20	4	3	5	4	3	19	3	4	3	10
124	4	4	4	4	4	20	4	3	5	5	2	19	4	3	2	9
125	4	4	4	3	4	19	5	5	5	5	5	25	4	4	4	12
126	4	4	4	4	4	20	4	5	5	5	5	24	4	4	4	12
127	4	3	3	4	4	18	4	4	5	5	5	23	4	4	3	11

128	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	15
129	4	4	4	4	4	20	3	3	4	4	4	18	4	3	3	10
130	4	4	4	5	4	21	4	5	5	5	4	23	4	4	4	12



Lampiran 02. Hasil Uji Instrumen Penelitian Sampel Kecil (N=30)

1. Uji Validitas

a. Variabel Kualitas Produk (X_1)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	Total.X1
X1.1	Pearson Correlation	1	.270	.825**	.220	.718**	.845**
	Sig. (2-tailed)		.149	.000	.242	.000	.000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.270	1	.342	.856**	.348	.669**
	Sig. (2-tailed)	.149		.064	.000	.059	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.825**	.342	1	.180	.706**	.844**
	Sig. (2-tailed)	.000	.064		.341	.000	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.220	.856**	.180	1	.295	.593**
	Sig. (2-tailed)	.242	.000	.341		.113	.001
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.718**	.348	.706**	.295	1	.838**
	Sig. (2-tailed)	.000	.059	.000	.113		.000
	N	30	30	30	30	30	30
Total.X1	Pearson Correlation	.845**	.669**	.844**	.593**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	
	N	30	30	30	30	30	30

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

b. Variabel Promosi (X_2)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Total.X2
X2.1	Pearson Correlation	1	.741**	.670**	.726**	.564**	.859**
	Sig. (2-tailed)		.000	.000	.000	.001	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.741**	1	.646**	.816**	.619**	.891**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.670**	.646**	1	.769**	.638**	.864**
	Sig. (2-tailed)	.000	.000		.000	.000	.000

	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.726**	.816**	.769**	1	.567**	.904**
	Sig. (2-tailed)	.000	.000	.000		.001	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.564**	.619**	.638**	.567**	1	.785**
	Sig. (2-tailed)	.001	.000	.000	.001		.000
	N	30	30	30	30	30	30
Total. X2	Pearson Correlation	.859**	.891**	.864**	.904**	.785**	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).

c. Variabel Minat Beli (Y)

		Y1	Y2	Y3	Total. Y
Y1	Pearson Correlation	1	.657**	.746**	.911**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
Y2	Pearson Correlation	.657**	1	.588**	.848**
	Sig. (2-tailed)	.000		.001	.000
	N	30	30	30	30
Y3	Pearson Correlation	.746**	.588**	1	.883**
	Sig. (2-tailed)	.000	.001		.000
	N	30	30	30	30
Total. Y	Pearson Correlation	.911**	.848**	.883**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

2. Uji Reliabilitas

a. Variabel Kualitas Produk (X₁)

Reliability Statistics	
Cronbach's Alpha	N of Items
.822	5

b. Variabel Promosi (X_2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.913	5

c. Variabel Minat Beli (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.856	3

Lampiran 03. Hasil Uji Instrumen Penelitian Sampel Besar (N=130)

1. Uji Validitas

a. Variabel Kualitas Produk (X_1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	Total.X 1
X1.1	Pearson Correlation	1	.480**	.701**	.480**	.676**	.795**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	130	130	130	130	130	130
X1.2	Pearson Correlation	.480**	1	.691**	.869**	.636**	.861**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	130	130	130	130	130	130
X1.3	Pearson Correlation	.701**	.691**	1	.579**	.722**	.875**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	130	130	130	130	130	130
X1.4	Pearson Correlation	.480**	.869**	.579**	1	.642**	.837**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	130	130	130	130	130	130
X1.5	Pearson Correlation	.676**	.636**	.722**	.642**	1	.869**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	130	130	130	130	130	130
Total. X1	Pearson Correlation	.795**	.861**	.875**	.837**	.869**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	130	130	130	130	130	130

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

b. Variabel Promosi (X₂)**Correlations**

		X2.1	X2.2	X2.3	X2.4	X2.5	Total.X2
X2.1	Pearson Correlation	1	.748**	.648**	.676**	.530**	.834**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	130	130	130	130	130	130
X2.2	Pearson Correlation	.748**	1	.735**	.722**	.650**	.895**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	130	130	130	130	130	130
X2.3	Pearson Correlation	.648**	.735**	1	.697**	.664**	.870**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	130	130	130	130	130	130
X2.4	Pearson Correlation	.676**	.722**	.697**	1	.667**	.877**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	130	130	130	130	130	130
X2.5	Pearson Correlation	.530**	.650**	.664**	.667**	1	.822**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	130	130	130	130	130	130
Total.X2	Pearson Correlation	.834**	.895**	.870**	.877**	.822**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	130	130	130	130	130	130

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

c. Variabel Minat Beli (Y)

Correlations

		Y1	Y2	Y3	Total.Y
Y1	Pearson Correlation	1	.682**	.678**	.894**
	Sig. (2-tailed)		.000	.000	.000
	N	130	130	130	130
Y2	Pearson Correlation	.682**	1	.629**	.881**
	Sig. (2-tailed)	.000		.000	.000
	N	130	130	130	130
Y3	Pearson Correlation	.678**	.629**	1	.866**
	Sig. (2-tailed)	.000	.000		.000
	N	130	130	130	130
Total.	Pearson Correlation	.894**	.881**	.866**	1

Y	Sig. (2-tailed)	.000	.000	.000	
	N	130	130	130	130

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

2. Uji Reliabilitas

a. Variabel Kualitas Produk (X_1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.901	5

b. Variabel Promosi (X_2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.911	5

c. Variabel Minat Beli (Y)

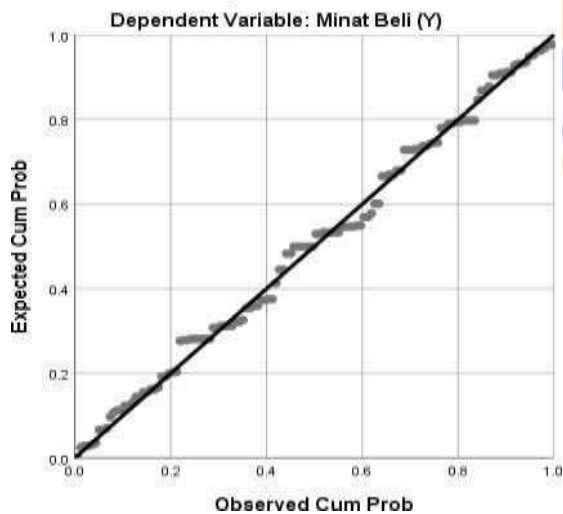
Reliability Statistics	
Cronbach's Alpha	N of Items
.854	3

Lampiran 04. Hasil Uji SPSS

1. Hasil Uji Asumsi Klasik

a. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N		130
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.49874069
Most Extreme Differences	Absolute	.059
	Positive	.050
	Negative	-.059
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

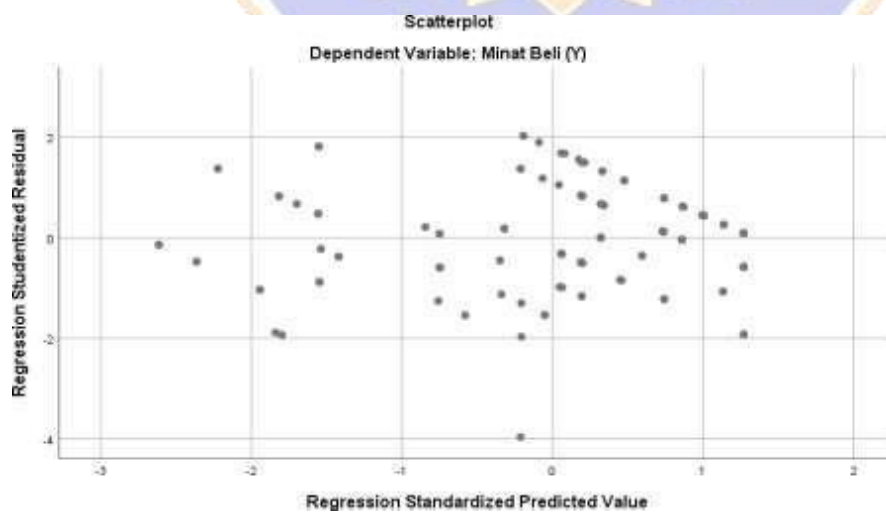
2. Hasil Uji Multikolinieritas

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.601	.762		2.102	.038		
	Kualitas Produk (X1)	.270	.042	.417	6.461	.000	.693	1.443
	Promosi (X2)	.261	.035	.486	7.542	.000	.693	1.443

- Dependent Variable: Minat Beli (Y)

3. Hasil Uji Heteroskedastisitas



Coefficients^a

		Unstandardized Coefficients		Standardize Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.907	.462		4.130	.000
	Kualitas Produk (X1)	.002	.025	.007	.065	.948
	Promosi (X2)	-.039	.021	-.193	-1.843	.068

a. Dependent Variable: Abs_Res

4. Hasil Uji Regresi Linear Berganda

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.601	.762		2.102	.038
	Kualitas Produk (X1)	.270	.042	.417	6.461	.000
	Promosi (X2)	.261	.035	.486	7.542	.000

a. Dependent Variable: Minat Beli (Y)

5. Hasil Uji Koefisien Determinasi (R²)**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 ^a	.634	.629	1.510

a. Predictors: (Constant), Promosi (X2), Kualitas Produk (X1)

6. Hasil Uji Hipotesis

a. Uji F (Simultan)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	502.514	2	251.257	110.123	.000 ^b
	Residual	289.763	127	2.282		
	Total	792.277	129			

a. Dependent Variable: Minat Beli (Y)

b. Predictors: (Constant), Promosi (X2), Kualitas Produk (X1)

b. Uji t (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.601	.762		2.102	.038
	Kualitas Produk (X1)	.270	.042	.417	6.461	.000
	Promosi (X2)	.261	.035	.486	7.542	.000

a. Dependent Variable: Minat Beli (Y)

