

Lampiran 01. Kuesioner Penelitian



**KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN EKONOMI DAN AKUNTANSI
PROGRAM STUDI PENDIDIKAN EKONOMI**

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Undiksha pada Jurusan Ekonomi dan Akuntansi, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh Harga, dan Promosi Terhadap Keputusan Pembelian Paket Internet Simpati Studi Pada Masyarakat Pengguna Paket Internet Simpati Di Kecamatan Buleleng”**. 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, 5 Juli 2021

Peneliti

(Kadek Dwiyantini Putri)

NIM. 1717011071

A. Identitas Responden

(Beri tanda \surd pada kotak jawaban)

1. Nama :
2. Usia : tahun
3. Jenis Kelamin : Laki-laki Perempuan
5. Pernah membeli Paket Internet Simpati lebih dari 2 kali ?
 IYA TIDAK

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

B. Petunjuk Pengisian Kuesioner

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

Keterangan

- SS : Sangat Setuju
S : Setuju
KS : Kurang Setuju
TS : Tidak Setuju
STS : Sangat Tidak Setuju



C. Pernyataan Kuesioner

Variabel Harga

No.	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
A. Keterjangkauan harga						
1	Harga yang ditawarkan paket internet Simpati sangat terjangkau					
2	Harga yang ditawarkan paket internet Simpati sesuai dengan daya beli masyarakat					
B. Kesesuaian harga dengan kualitas produk						
3	Harga paket internet Simpati sesuai dengan kualitas jaringan 4G yang stabil dan kuat					
4	Harga paket internet Simpati sesuai dengan kualitas jaringan yang luas hingga ke daerah pelosok					
C. Daya saing harga						
5	Paket internet Simpati memiliki harga yang bersaing dengan paket internet merek lain					
6	Paket internet Simpati memiliki keunggulan kualitas jaringan dibandingkan dengan paket internet merek lain pada harga yang sama					
D. Kesesuaian harga dengan manfaat						
7	Harga paket internet Simpati sesuai dengan kualitas stabilnya jaringan yang diberikan					
8	Harga paket internet Simpati sesuai dengan kecepatan internet ditawarkan					

Variabel Promosi

No.	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
A. Periklanan						
1	Iklan tentang produk paket internet Simpati diperoleh dari berbagai media sosial mudah					
2	Iklan paket internet Simpati sangat menarik dan dapat dipercaya					
B. Promosi penjualan						
3	Paket internet Simpati menawarkan bonus yang menarik berupa kuota tambahan					
4	Paket internet Simpati menawarkan bonus yang menarik berupa akses media sosial <i>unlimited</i>					
C. Hubungan Masyarakat dan Publisitas						
5	Paket internet Simpati terkenal di kalangan masyarakat karena memiliki jaringan yang luas hingga ke daerah pelosok					
6	Paket internet Simpati dikenal masyarakat memiliki akses internet yang lebih cepat dibandingkan dengan paket internet lain					
D. Penjualan pribadi						
7	Kualitas layanan operator Simpati sangat memuaskan					
8	Operator Simpati memberikan layanan informasi secara lengkap dan akurat					
E. Pemasaran langsung						
9	Paket internet Simpati dipasarkan langsung dengan menyebarkan brosur ke masyarakat					
10	Paket internet Simpati dipasarkan dengan cara menjadikannya satu paket dalam pembelian sebuah <i>handphone</i>					

Variabel Keputusan Pembelian

No.	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
A. Kemantapan pada sebuah produk						
1	Saya merasa puas akan kemantapan mutu dan kualitas jaringan 4G yang pada paket internet Simpati					
2	Ekspektasi saya terpenuhi akan mantapnya kecepatan internet yang ditawarkan paket internet Simpati					
B. Kebiasaan dalam membeli produk						
3	Saya biasa membeli paket internet Simpati untuk mengakses media sosial dengan kecepatan internet tinggi					
4	Saya selalu menggunakan paket internet Simpati dibandingkan dengan paket internet lain					
C. Memberikan rekomendasi kepada orang lain						
5	Saya akan merekomendasikan paket internet Simpati kepada anggota keluarga					
6	Saya akan merekomendasikan paket internet Simpati kepada teman-teman					
D. Melakukan pembelian ulang						
7	Saya akan selalu membeli paket internet Simpati karena jangkauan jaringan yang luas hingga ke daerah pelosok					
8	Saya akan selalu membeli paket internet Simpati karena jaringan 4G yang stabil dan kuat					

Lampiran 02. Hasil Data Pernyataan Responden Sampel Kecil

1. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Harga

Data Ordinal

No	X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	TX1
1	5	4	5	5	4	5	4	4	36
2	5	5	5	5	5	5	5	5	40
3	4	5	5	5	5	5	5	5	39
4	3	3	4	4	4	3	3	4	28
5	5	5	5	5	4	5	5	4	38
6	5	4	4	5	5	5	5	5	38
7	4	4	4	4	4	4	4	4	32
8	4	5	4	5	5	4	4	5	36
9	4	4	5	5	4	5	4	5	36
10	5	5	5	5	5	5	5	5	40
11	4	5	4	4	4	5	4	5	35
12	5	5	5	5	5	5	5	5	40
13	5	5	5	4	4	4	5	4	36
14	4	4	4	4	4	4	4	4	32
15	5	5	4	4	5	5	5	5	38
16	4	5	4	4	4	5	4	4	34
17	5	5	5	4	5	5	5	5	39
18	5	4	4	4	4	4	4	4	33
19	5	5	5	5	5	5	5	5	40
20	3	4	3	3	4	3	3	4	27
21	4	4	4	5	5	5	4	5	36
22	4	5	5	5	4	5	5	5	38
23	4	3	4	4	3	3	4	4	29
24	4	4	5	4	5	4	4	4	34
25	5	5	5	5	5	4	5	5	39
26	5	5	5	5	5	5	5	5	40
27	4	5	5	5	4	4	4	5	36
28	5	5	5	5	5	4	4	5	38
29	5	5	4	5	5	5	4	5	38
30	5	5	5	5	5	5	5	5	40

2. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Promosi

Data Ordinal

No	X2.1. 2	X2.2. 1	X2.2. 2	X2.3. 1	X2.3. 2	X2.4. 1	X2.4. 2	X2.5. 1	X2.5. 2	TX 2
1	5	5	5	5	5	5	5	5	5	45
2	5	5	5	5	5	5	5	5	5	45
3	3	3	4	3	3	3	4	4	3	30
4	5	4	4	4	4	5	4	4	4	38
5	3	4	3	3	4	4	3	3	3	30
6	3	4	3	4	4	4	3	4	3	32
7	4	5	5	5	5	5	5	5	5	44
8	5	4	5	5	4	5	4	5	5	42
9	5	4	5	5	5	5	4	5	5	43
10	3	4	4	3	4	4	3	4	4	33
11	5	5	4	5	4	4	5	4	5	41
12	4	4	4	4	4	3	4	3	3	33
13	4	4	5	5	5	5	4	5	5	42
14	5	5	5	5	5	5	5	5	5	45
15	5	4	4	5	5	5	4	5	4	41
16	4	5	4	4	5	5	4	5	4	40
17	4	5	5	5	5	5	5	5	5	44
18	5	4	4	5	4	4	5	4	4	39
19	5	5	5	5	5	5	5	5	5	45
20	3	3	3	4	3	3	4	3	4	30
21	5	5	5	5	5	5	5	5	5	45
22	5	5	5	5	5	5	5	5	5	45
23	4	3	4	3	4	4	4	4	3	33
24	4	4	5	5	5	5	5	5	5	43
25	5	5	5	5	5	5	5	5	5	45
26	4	4	4	4	4	4	4	4	4	36
27	5	5	5	5	5	5	5	5	5	45
28	5	5	5	5	5	5	5	5	5	45
29	4	4	5	5	5	5	4	5	4	41
30	5	4	5	5	4	5	4	4	5	41

3. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Keputusan Pembelian

Data Ordinal

No	Y1.1	Y1.2	Y2.1	Y2.2	Y3.1	Y3.2	Y4.1	Y4.2	TY
1	4	5	4	5	4	5	5	5	37
2	5	5	5	5	5	5	5	5	40
3	3	4	4	3	4	4	3	3	28
4	5	4	5	4	4	4	5	5	36
5	4	3	3	4	4	4	4	4	30
6	4	4	4	4	3	4	4	4	31
7	5	5	5	4	5	5	5	5	39
8	4	5	5	5	5	4	5	5	38
9	5	5	5	5	5	5	5	5	40
10	3	3	4	3	3	4	4	4	28
11	5	5	4	4	5	5	5	5	38
12	3	4	3	3	4	4	4	4	29
13	5	5	4	5	5	5	5	5	39
14	5	5	5	5	5	5	5	5	40
15	4	5	5	4	4	5	5	5	37
16	5	4	4	5	5	4	5	5	37
17	5	5	5	5	5	5	5	5	40
18	4	4	4	4	4	5	4	4	33
19	5	5	5	5	5	5	5	5	40
20	3	3	4	3	4	4	4	4	29
21	5	5	5	5	5	5	5	5	40
22	5	5	4	5	5	5	5	5	39
23	3	3	4	3	3	3	4	3	26
24	5	5	4	4	5	5	5	4	37
25	5	5	5	5	4	5	5	5	39
26	4	4	4	4	4	4	4	4	32
27	5	5	5	5	5	5	5	5	40
28	5	5	5	5	5	5	5	5	40
29	4	4	4	5	4	4	4	4	33
30	4	5	4	5	5	4	4	5	36

Lampiran 03. Hasil Data Pernyataan Responden Sampel Besar

1. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Harga

Data Ordinal

No	X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	TX1
1	5	4	4	5	4	5	4	4	35
2	4	4	4	4	4	4	4	4	32
3	5	5	5	5	5	5	5	5	40
4	4	4	3	3	4	4	3	4	29
5	3	3	3	4	3	4	3	4	27
6	4	4	4	4	4	4	4	4	32
7	5	5	5	5	5	5	5	5	40
8	3	4	4	3	3	4	3	3	27
9	4	4	4	4	4	4	4	4	32
10	3	3	4	4	4	3	4	4	29
11	4	4	4	4	4	4	4	4	32
12	4	4	4	4	4	4	4	4	32
13	4	4	3	3	4	3	4	4	29
14	4	4	4	4	4	4	4	4	32
15	4	4	4	4	4	4	4	4	32
16	4	3	4	4	4	3	3	4	29
17	3	3	3	3	3	3	3	3	24
18	4	4	4	4	4	4	4	4	32
19	3	3	4	3	3	4	4	3	27
20	4	4	3	4	4	4	3	3	29
21	4	4	4	4	4	4	4	4	32
22	4	4	4	4	4	4	4	4	32
23	4	3	4	4	4	4	4	3	30
24	4	4	4	4	4	4	4	4	32
25	4	4	4	4	4	4	4	4	32
26	4	4	4	4	4	4	4	4	32
27	4	4	4	4	4	4	4	4	32
28	4	4	4	4	4	4	4	4	32
29	3	3	4	3	4	3	4	3	27
30	3	3	3	3	3	3	3	3	24
31	5	5	5	5	5	5	5	5	40
32	3	4	4	4	3	3	4	4	29
33	5	5	5	5	5	5	5	5	40
34	3	3	3	4	3	4	3	3	26
35	4	3	3	3	3	4	3	3	26
36	3	3	4	4	4	4	4	4	30
37	4	3	3	4	3	3	3	4	27
38	5	5	5	5	5	5	5	5	40
39	3	3	4	3	3	3	4	3	26
40	4	4	4	4	4	4	4	4	32
41	4	4	4	3	3	4	4	4	30
42	4	3	4	3	4	4	4	4	30

No	X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	TX1
43	4	4	4	4	4	4	4	4	32
44	4	4	4	4	4	4	4	4	32
45	4	4	4	4	4	4	4	4	32
46	4	4	4	4	4	4	4	4	32
47	3	3	4	4	3	3	3	3	26
48	4	3	3	4	3	3	3	4	27
49	3	4	3	4	4	4	4	4	30
50	4	4	4	3	3	4	4	4	30
51	4	4	4	4	4	4	4	4	32
52	3	4	3	4	4	3	4	4	29
53	3	3	3	4	4	4	3	3	27
54	4	4	4	4	4	4	4	4	32
55	4	4	4	4	4	4	4	4	32
56	4	4	4	4	4	4	4	4	32
57	4	4	4	4	4	4	4	4	32
58	3	3	3	3	4	4	3	3	26
59	4	4	4	4	4	4	4	4	32
60	3	4	3	4	4	4	4	4	30
61	4	4	4	4	4	4	4	4	32
62	4	3	3	4	3	3	3	3	26
63	3	3	4	4	4	3	3	3	27
64	4	3	3	3	3	4	4	3	27
65	4	4	4	4	4	4	4	4	32
66	4	4	4	4	4	4	4	4	32
67	3	4	4	3	4	3	3	3	27
68	5	5	5	5	5	5	5	5	40
69	5	5	5	5	5	5	5	5	40
70	5	5	5	5	5	5	5	5	40
71	3	4	3	3	3	3	4	4	27
72	4	4	4	3	3	3	3	3	27
73	3	3	4	3	4	3	3	3	26
74	4	4	4	3	3	4	4	4	30
75	4	3	4	4	3	3	4	4	29
76	4	4	4	4	4	4	4	4	32
77	3	3	4	4	4	4	3	4	29
78	4	4	4	4	4	4	4	4	32
79	5	5	5	5	5	5	5	5	40
80	4	4	4	4	4	4	4	4	32
81	4	4	4	4	4	4	4	4	32
82	4	3	3	3	3	4	3	3	26
83	4	3	3	4	4	3	4	4	29
84	3	4	3	3	4	3	3	3	26
85	3	3	4	4	3	4	3	3	27
86	4	4	4	4	4	4	4	4	32
87	5	5	5	5	5	5	5	5	40
88	3	4	4	4	3	4	4	4	30
89	4	4	4	3	4	4	4	3	30

No	X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	TX1
90	3	3	4	4	3	3	3	3	26
91	3	4	3	4	3	3	3	3	26
92	4	4	4	4	4	4	4	4	32
93	3	3	4	3	3	4	3	3	26
94	5	5	4	4	5	5	5	5	38
95	4	3	4	3	4	4	4	4	30
96	4	4	4	4	4	4	4	4	32
97	3	4	3	3	3	4	3	3	26
98	4	4	4	4	4	4	4	4	32
99	3	3	4	3	4	3	3	4	27
100	5	5	5	4	4	5	5	5	38
101	5	5	5	5	5	5	5	5	40
102	5	5	5	4	4	5	5	4	37
103	4	4	4	5	4	4	4	4	33
104	5	5	5	5	5	5	5	5	40
105	4	3	3	4	3	4	4	3	28
106	4	4	4	5	5	4	5	5	36
107	3	3	4	4	3	3	3	3	26
108	3	3	4	4	4	3	4	4	29
109	3	4	4	3	3	3	3	3	26
110	5	5	5	5	4	5	5	5	39
111	3	4	4	3	4	4	4	4	30
112	4	5	5	4	5	4	5	5	37
113	5	4	5	5	5	5	5	5	39
114	5	5	5	4	5	5	5	5	39
115	5	4	5	4	5	5	4	4	36
116	4	3	3	4	4	3	3	3	27
117	5	4	5	5	5	4	5	5	38
118	4	4	5	5	4	5	5	4	36
119	5	5	5	4	4	5	5	5	38
120	3	3	3	4	3	4	3	3	26
121	3	3	4	4	3	3	3	4	27
122	4	3	3	4	3	3	3	3	26
123	5	5	5	5	5	5	5	5	40
124	5	5	5	5	4	5	5	5	39
125	4	4	4	4	5	4	4	4	33
126	5	5	5	5	5	5	5	5	40
127	4	4	4	3	4	4	4	4	31
128	4	4	3	3	3	3	4	4	28
129	3	3	3	3	4	4	3	3	26
130	4	3	4	3	3	3	4	3	27

2. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Promosi

Data Ordinal

No	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	X2.5.1	X2.5.2	TX2
1	5	5	5	4	5	4	4	5	5	4	46
2	4	4	3	4	4	3	3	4	4	4	37
3	5	5	5	5	5	5	5	5	5	5	50
4	3	3	3	4	4	3	4	4	4	4	36
5	4	4	3	3	4	4	3	4	4	3	36
6	5	5	5	4	4	5	4	5	5	4	46
7	5	5	5	5	5	5	5	5	5	5	50
8	4	4	3	3	4	4	3	4	4	3	36
9	4	4	3	3	4	4	4	3	4	3	36
10	4	3	4	4	3	4	3	3	4	4	36
11	5	5	4	4	5	5	4	5	5	4	46
12	5	5	4	4	5	4	4	5	5	5	46
13	3	4	4	4	3	4	4	3	4	3	36
14	5	5	5	5	5	5	5	5	5	5	50
15	4	4	3	4	3	4	4	3	4	3	36
16	4	4	4	3	3	3	4	4	3	4	36
17	4	3	3	4	4	4	4	4	3	4	37
18	4	4	3	3	3	4	4	3	4	4	36
19	4	5	4	5	4	5	5	4	4	4	44
20	4	4	5	5	4	4	5	4	4	4	43
21	5	5	5	5	5	5	5	5	5	5	50
22	5	5	5	4	5	4	5	4	5	5	47
23	4	4	4	3	4	4	3	3	4	4	37
24	5	5	5	5	5	5	5	5	5	5	50
25	5	5	5	5	5	5	5	5	5	5	50
26	4	4	4	3	3	4	4	4	3	4	37
27	5	5	5	4	4	5	5	4	4	5	46
28	4	4	3	4	3	4	3	4	4	4	37
29	4	4	4	3	4	3	3	4	4	4	37
30	3	3	3	3	3	3	3	3	3	3	30
31	5	4	5	4	4	4	4	4	5	4	43
32	4	3	3	3	4	3	4	3	3	4	34
33	4	4	5	5	4	4	4	5	4	4	43
34	4	4	4	4	3	3	3	4	4	4	37
35	4	5	4	5	4	4	4	4	5	4	43
36	4	4	5	5	5	5	4	5	5	4	46
37	4	4	4	4	3	3	3	4	4	4	37
38	5	5	5	5	5	5	5	5	5	5	50
39	5	4	4	4	4	4	5	4	4	5	43
40	5	5	5	5	5	5	5	5	5	5	50
41	3	3	4	3	3	4	4	3	3	3	33
42	4	5	5	5	4	5	5	4	5	5	47
43	4	4	5	5	5	5	5	5	5	5	48
44	4	4	4	4	4	4	4	4	4	4	40
45	5	5	5	5	5	5	5	5	5	5	50
46	4	4	4	4	4	4	4	4	4	4	40
47	3	3	4	4	3	3	4	3	3	3	33
48	4	4	4	4	4	4	4	4	4	4	40
49	4	3	3	3	3	4	3	4	3	3	33
50	3	3	3	4	3	3	3	4	4	3	33

No	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	X2.5.1	X2.5.2	TX2
105	3	3	4	4	3	3	4	4	4	4	36
106	5	5	5	4	4	5	5	5	5	5	48
107	3	3	4	4	3	3	3	3	4	3	33
108	4	4	3	4	4	3	3	4	4	4	37
109	3	3	3	3	3	4	4	3	3	4	33
110	5	5	5	5	4	4	5	5	5	5	48
111	3	3	3	4	4	4	4	3	3	4	35
112	5	5	5	4	4	5	5	4	5	5	47
113	5	5	5	5	5	5	5	5	5	5	50
114	4	5	5	4	5	5	5	5	4	5	47
115	4	5	5	5	4	4	4	5	5	5	46
116	3	3	4	4	3	4	4	3	3	3	34
117	5	5	5	4	5	5	4	5	5	5	48
118	4	5	5	4	5	5	4	5	5	5	47
119	5	5	5	5	4	5	5	4	5	5	48
120	4	3	4	4	4	3	3	4	3	3	35
121	3	3	4	4	3	3	3	3	3	3	32
122	3	3	4	3	3	3	4	3	3	3	32
123	5	5	5	5	5	5	5	4	5	5	49
124	5	5	5	5	4	5	5	5	5	5	49
125	4	4	4	5	4	4	5	4	4	4	42
126	5	5	5	5	5	5	5	5	5	5	50
127	3	4	3	3	4	4	4	4	4	4	37
128	4	4	4	4	3	4	4	4	3	4	38
129	4	3	4	3	4	3	3	3	3	4	34
130	4	3	4	3	4	4	3	3	3	3	34



3. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Keputusan Pembelian

Data Ordinal

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

No	Y1.1	Y1.2	Y2.1	Y2.2	Y3.1	Y3.2	Y4.1	Y4.2	TY
105	3	3	4	3	4	4	3	4	28
106	5	5	5	5	5	5	5	4	39
107	4	4	3	3	3	3	3	3	26
108	4	3	4	4	3	4	4	4	30
109	4	3	3	3	4	3	3	3	26
110	5	5	5	5	4	5	5	4	38
111	4	4	4	3	4	4	3	4	30
112	5	5	5	5	4	5	5	5	39
113	5	5	5	5	5	5	5	5	40
114	4	5	5	4	5	5	5	5	38
115	5	4	4	5	4	4	5	5	36
116	4	3	3	3	3	4	4	3	27
117	5	5	4	5	5	5	5	5	39
118	5	5	5	5	4	5	5	5	39
119	4	4	5	5	4	4	5	4	35
120	3	4	3	4	3	4	4	3	28
121	4	4	3	3	3	3	4	4	28
122	3	3	4	3	4	4	4	3	28
123	5	5	4	5	5	5	5	5	39
124	5	5	5	4	5	5	4	5	38
125	5	5	4	5	5	5	4	4	37
126	5	5	5	5	5	5	5	5	40
127	4	4	4	3	4	4	4	4	31
128	4	3	4	4	4	3	4	4	30
129	3	3	3	3	3	4	3	3	25
130	4	4	3	3	4	3	3	3	27



Lampiran 04. Hasil Output SPSS Sampel Kecil

1. Output SPSS Uji Validitas Kuesioner Harga

		Correlations								
		X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	TX1
X1.1.1	Pearson Correlation	1	.531**	.531**	.489**	.479**	.563**	.741**	.351	.772**
	Sig. (2-tailed)		.003	.003	.006	.007	.001	.000	.058	.000
	N	30	30	30	30	30	30	30	30	30
X1.1.2	Pearson Correlation	.531**	1	.476**	.423*	.529**	.605**	.638**	.588**	.783**
	Sig. (2-tailed)	.003		.008	.020	.003	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30
X1.2.1	Pearson Correlation	.531**	.476**	1	.630**	.316	.442*	.641**	.353	.713**
	Sig. (2-tailed)	.003	.008		.000	.089	.014	.000	.056	.000
	N	30	30	30	30	30	30	30	30	30
X1.2.2	Pearson Correlation	.489**	.423*	.630**	1	.477**	.578**	.508**	.648**	.764**
	Sig. (2-tailed)	.006	.020	.000		.008	.001	.004	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1.3.1	Pearson Correlation	.479**	.529**	.316	.477**	1	.486**	.485**	.676**	.715**
	Sig. (2-tailed)	.007	.003	.089	.008		.007	.007	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1.3.2	Pearson Correlation	.563**	.605**	.442*	.578**	.486**	1	.651**	.567**	.806**
	Sig. (2-tailed)	.001	.000	.014	.001	.007		.000	.001	.000
	N	30	30	30	30	30	30	30	30	30
X1.4.1	Pearson Correlation	.741**	.638**	.641**	.508**	.485**	.651**	1	.498**	.847**
	Sig. (2-tailed)	.000	.000	.000	.004	.007	.000		.005	.000
	N	30	30	30	30	30	30	30	30	30
X1.4.2	Pearson Correlation	.351	.588**	.353	.648**	.676**	.567**	.498**	1	.745**
	Sig. (2-tailed)	.058	.001	.056	.000	.000	.001	.005		.000
	N	30	30	30	30	30	30	30	30	30
TX1	Pearson Correlation	.772**	.783**	.713**	.764**	.715**	.806**	.847**	.745**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	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).

2. Output SPSS Uji Validitas Kuesioner Promosi

Correlations

	X2.1. 1	X2.1. 2	X2.2. 1	X2.2. 2	X2.3. 1	X2.3. 2	X2.4. 1	X2.4. 2	X2.5. 1	X2.5. 2	TX2
X2.1. Pearson 1 Correlation	1	.748**	.638**	.619**	.742**	.431*	.488**	.766**	.574**	.704**	.795**
Sig. (2-tailed)		.000	.000	.000	.000	.018	.006	.000	.001	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30
X2.1. Pearson 2 Correlation	.748**	1	.568**	.653**	.749**	.537**	.649**	.672**	.562**	.679**	.815**
Sig. (2-tailed)	.000		.001	.000	.000	.002	.000	.000	.001	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30
X2.2. Pearson 1 Correlation	.638**	.568**	1	.561**	.619**	.746**	.640**	.650**	.612**	.677**	.794**
Sig. (2-tailed)	.000	.001		.001	.000	.000	.000	.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30
X2.2. Pearson 2 Correlation	.619**	.653**	.561**	1	.730**	.723**	.750**	.671**	.816**	.815**	.875**
Sig. (2-tailed)	.000	.000	.001		.000	.000	.000	.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30
X2.3. Pearson 1 Correlation	.742**	.749**	.619**	.730**	1	.675**	.691**	.716**	.692**	.834**	.889**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30
X2.3. Pearson 2 Correlation	.431*	.537**	.746**	.723**	.675**	1	.847**	.532**	.843**	.640**	.827**
Sig. (2-tailed)	.018	.002	.000	.000	.000		.000	.002	.000	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30
X2.4. Pearson 1 Correlation	.488**	.649**	.640**	.750**	.691**	.847**	1	.438*	.856**	.739**	.846**
Sig. (2-tailed)	.006	.000	.000	.000	.000	.000		.015	.000	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30
X2.4. Pearson 2 Correlation	.766**	.672**	.650**	.671**	.716**	.532**	.438*	1	.567**	.710**	.798**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	.015		.001	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30
X2.5. Pearson 1 Correlation	.574**	.562**	.612**	.816**	.692**	.843**	.856**	.567**	1	.722**	.860**
Sig. (2-tailed)	.001	.001	.000	.000	.000	.000	.000	.001		.000	.000
N	30	30	30	30	30	30	30	30	30	30	30
X2.5. Pearson 2 Correlation	.704**	.679**	.677**	.815**	.834**	.640**	.739**	.710**	.722**	1	.899**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
N	30	30	30	30	30	30	30	30	30	30	30
TX2 Pearson Correlation	.795**	.815**	.794**	.875**	.889**	.827**	.846**	.798**	.860**	.899**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
N	30	30	30	30	30	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).

3. Output SPSS Uji Validitas Kuesioner Keputusan Pembelian

Correlations

		Y1.1	Y1.2	Y2.1	Y2.2	Y3.1	Y3.2	Y4.1	Y4.2	TY
Y1.1	Pearson Correlation	1	.733**	.584**	.764**	.746**	.721**	.832**	.775**	.909**
	Sig. (2-tailed)		.000	.001	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y1.2	Pearson Correlation	.733**	1	.604**	.733**	.760**	.788**	.721**	.759**	.899**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y2.1	Pearson Correlation	.584**	.604**	1	.511**	.432*	.504**	.637**	.606**	.710**
	Sig. (2-tailed)	.001	.000		.004	.017	.005	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y2.2	Pearson Correlation	.764**	.733**	.511**	1	.680**	.563**	.672**	.775**	.849**
	Sig. (2-tailed)	.000	.000	.004		.000	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y3.1	Pearson Correlation	.746**	.760**	.432*	.680**	1	.628**	.649**	.700**	.829**
	Sig. (2-tailed)	.000	.000	.017	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y3.2	Pearson Correlation	.721**	.788**	.504**	.563**	.628**	1	.686**	.668**	.811**
	Sig. (2-tailed)	.000	.000	.005	.001	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y4.1	Pearson Correlation	.832**	.721**	.637**	.672**	.649**	.686**	1	.861**	.884**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
Y4.2	Pearson Correlation	.775**	.759**	.606**	.775**	.700**	.668**	.861**	1	.902**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
TY	Pearson Correlation	.909**	.899**	.710**	.849**	.829**	.811**	.884**	.902**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	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).



4. Output SPSS Uji Reliabilitas Kuesioner Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.900	8

5. Output SPSS Uji Reliabilitas Kuesioner Promosi

Reliability Statistics

Cronbach's Alpha	N of Items
.953	10

6. Output SPSS Uji Reliabilitas Kuesioner Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.943	8

Lampiran 05. Hasil Output SPSS Sampel Besar

1. Output SPSS Uji Validitas Kuesioner Harga

		Correlations								
		X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	TX1
X1.1.1	Pearson Correlation	1	.798**	.815**	.788**	.791**	.806**	.807**	.731**	.908**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130
X1.1.2	Pearson Correlation	.798**	1	.799**	.738**	.769**	.757**	.806**	.810**	.901**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130
X1.2.1	Pearson Correlation	.815**	.799**	1	.770**	.781**	.795**	.840**	.761**	.913**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130
X1.2.2	Pearson Correlation	.788**	.738**	.770**	1	.733**	.743**	.782**	.736**	.874**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130
X1.3.1	Pearson Correlation	.791**	.769**	.781**	.733**	1	.776**	.811**	.769**	.892**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130
X1.3.2	Pearson Correlation	.806**	.757**	.795**	.743**	.776**	1	.867**	.745**	.901**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	130	130	130	130	130	130	130	130	130
X1.4.1	Pearson Correlation	.807**	.806**	.840**	.782**	.811**	.867**	1	.790**	.930**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	130	130	130	130	130	130	130	130	130
X1.4.2	Pearson Correlation	.731**	.810**	.761**	.736**	.769**	.745**	.790**	1	.880**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	130	130	130	130	130	130	130	130	130
TX1	Pearson Correlation	.908**	.901**	.913**	.874**	.892**	.901**	.930**	.880**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	130	130	130	130	130	130	130	130	130

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

2. Output SPSS Uji Validitas Kuesioner Promosi

Correlations

	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	X2.5.1	X2.5.2	TX2
X2.1.1 Pearson Correlation	1	.811**	.796**	.738**	.785**	.758**	.734**	.756**	.812**	.786**	.867**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130
X2.1.2 Pearson Correlation	.811**	1	.888**	.785**	.836**	.820**	.827**	.825**	.850**	.851**	.925**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130
X2.2.1 Pearson Correlation	.796**	.888**	1	.834**	.805**	.780**	.820**	.835**	.837**	.838**	.918**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130
X2.2.2 Pearson Correlation	.738**	.785**	.834**	1	.799**	.806**	.848**	.837**	.850**	.842**	.908**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130
X2.3.1 Pearson Correlation	.785**	.836**	.805**	.799**	1	.822**	.824**	.838**	.860**	.864**	.919**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130
X2.3.2 Pearson Correlation	.758**	.820**	.780**	.806**	.822**	1	.850**	.831**	.861**	.873**	.915**
Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130
X2.4.1 Pearson Correlation	.734**	.827**	.820**	.848**	.824**	.850**	1	.835**	.866**	.896**	.926**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130
X2.4.2 Pearson Correlation	.756**	.825**	.835**	.837**	.838**	.831**	.835**	1	.826**	.852**	.918**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130
X2.5.1 Pearson Correlation	.812**	.850**	.837**	.850**	.860**	.861**	.866**	.826**	1	.890**	.943**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
N	130	130	130	130	130	130	130	130	130	130	130
X2.5.2 Pearson Correlation	.786**	.851**	.838**	.842**	.864**	.873**	.896**	.852**	.890**	1	.947**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
N	130	130	130	130	130	130	130	130	130	130	130
TX2 Pearson Correlation	.867**	.925**	.918**	.908**	.919**	.915**	.926**	.918**	.943**	.947**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
N	130	130	130	130	130	130	130	130	130	130	130

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

3. Output SPSS Uji Validitas Kuesioner Keputusan Pembelian

Correlations

	Y1.1	Y1.2	Y2.1	Y2.2	Y3.1	Y3.2	Y4.1	Y4.2	TY
Y1.1 Pearson Correlation	1	.854**	.852**	.868**	.854**	.872**	.860**	.881**	.949**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130
Y1.2 Pearson Correlation	.854**	1	.832**	.789**	.868**	.872**	.836**	.840**	.927**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130
Y2.1 Pearson Correlation	.852**	.832**	1	.811**	.799**	.867**	.842**	.866**	.925**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130
Y2.2 Pearson Correlation	.868**	.789**	.811**	1	.791**	.817**	.888**	.830**	.915**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130
Y3.1 Pearson Correlation	.854**	.868**	.799**	.791**	1	.810**	.804**	.837**	.911**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130
Y3.2 Pearson Correlation	.872**	.872**	.867**	.817**	.810**	1	.823**	.871**	.933**
Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
N	130	130	130	130	130	130	130	130	130
Y4.1 Pearson Correlation	.860**	.836**	.842**	.888**	.804**	.823**	1	.841**	.928**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
N	130	130	130	130	130	130	130	130	130
Y4.2 Pearson Correlation	.881**	.840**	.866**	.830**	.837**	.871**	.841**	1	.937**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
N	130	130	130	130	130	130	130	130	130
TY Pearson Correlation	.949**	.927**	.925**	.915**	.911**	.933**	.928**	.937**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
N	130	130	130	130	130	130	130	130	130

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

4. Output SPSS Uji Reliabilitas Kuesioner Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.966	8

5. Output SPSS Uji Reliabilitas Kuesioner Promosi

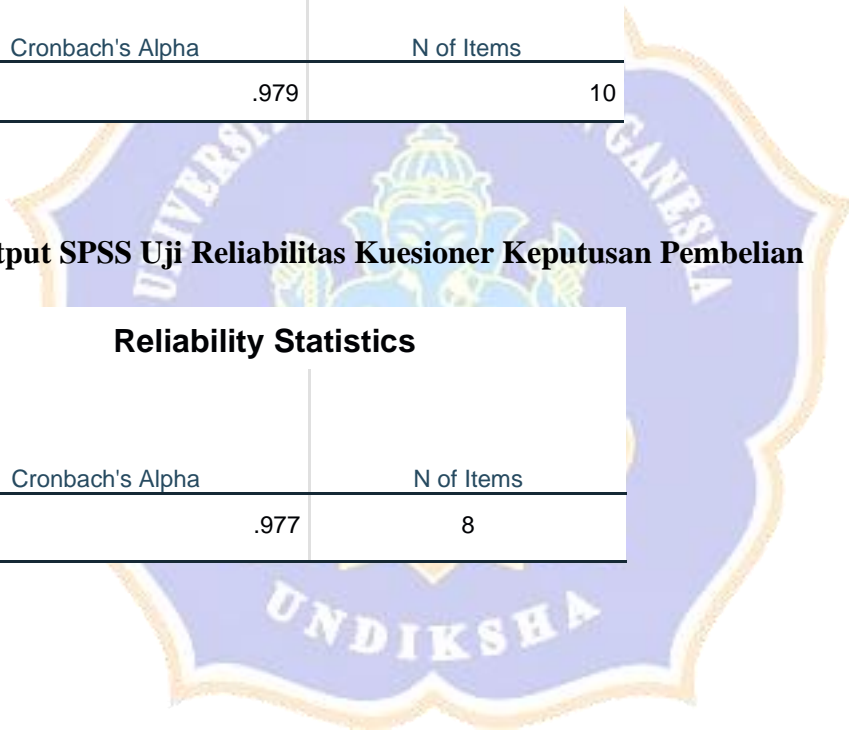
Reliability Statistics

Cronbach's Alpha	N of Items
.979	10

6. Output SPSS Uji Reliabilitas Kuesioner Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.977	8



Lampiran 06. Hasil Output SPSS Uji Asumsi Klasik

1. Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

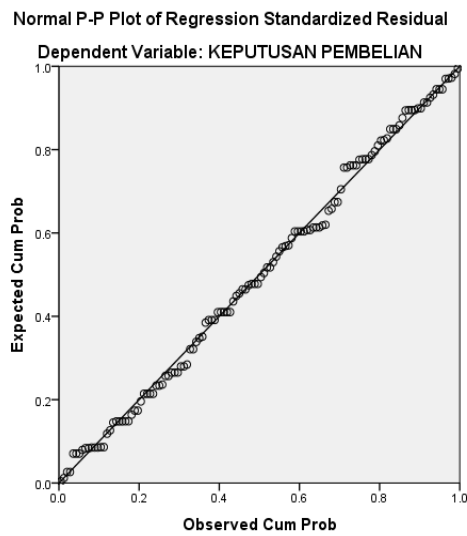
		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.00513014
Most Extreme Differences	Absolute	.051
	Positive	.049
	Negative	-.051
Test Statistic		.051
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.



2. Hasil Uji Multikolinieritas

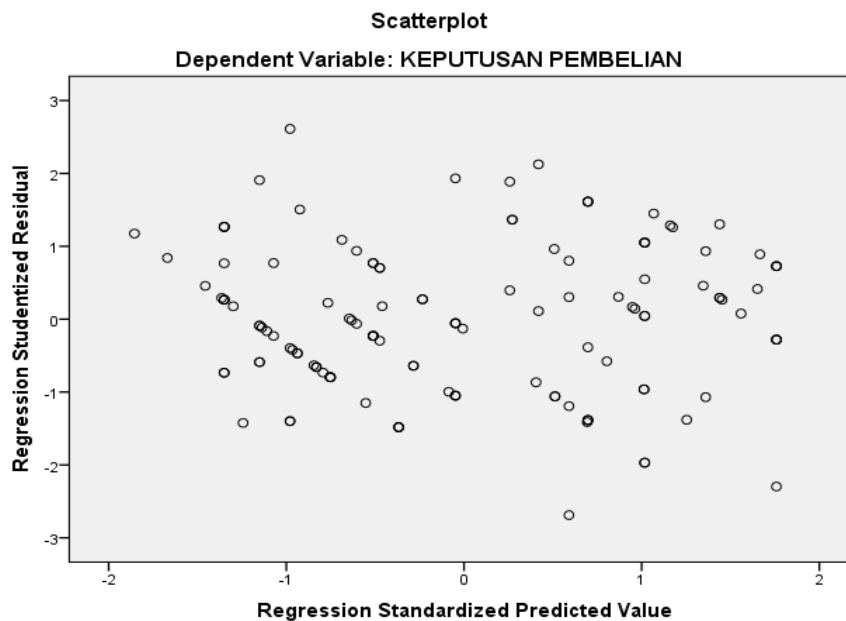
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	6.330	1.321		4.793	.000			
	HARGA	.331	.054	.368	6.173	.000	.763	.480	.268
	PROMOSI	.380	.039	.578	9.702	.000	.829	.652	.422

a. Dependent Variable: KEPUTUSAN PEMBELIAN

3. Hasil Uji Heteroskedastisitas

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.647	.770		.840	.402
	HARGA	.005	.031	.018	.147	.883
	PROMOSI	.020	.023	.107	.883	.379

a. Dependent Variable: ABS_RES



Lampiran 07. Hasil Output SPSS Hasil Uji Hipotesis

1. Hasil Uji statistik t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.330	1.321		4.793	.000
	HARGA	.331	.054	.368	6.173	.000
	PROMOSI	.380	.039	.578	9.702	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

2. Hasil Uji Statistik F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1641.819	2	820.909	201.013	.000 ^b
	Residual	518.651	127	4.084		
	Total	2160.469	129			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), PROMOSI, HARGA

