

IDENTITAS RESPONDEN

I. PETUNJUK PENGISIAN

Responden diharapkan menjawab pernyataan-pernyataan berikut dengan memberi tanda silang (X) pada pilihan yang tersedia.

1. Jenis kelamin :
 - a. Laki-laki
 - b. Perempuan
2. Usia :
 - a. 17 – 22 tahun
 - b. 23 - 28 tahun
 - c. 29 - 34 tahun
 - d. 35 - 40 tahun
 - e. > 40 tahun
3. Jenis Pekerjaan :
 - a. Pelajar Mahasiswa
 - b. PNS/BUMN
 - c. Wiraswasta
 - d. Karyawan swasta
 - e. Ibu Rumah Tangga
 - f. Lainnya
4. Pendidikan Terakhir :
 - a. SD
 - b. SMP
 - c. SMA
 - d. Perguruan tinggi
5. Pendapatan per-bulan :
 - a. < Rp. 200.000
 - b. Rp. 200.000,- - Rp. 500.000,-
 - c. Rp. 500.000,- - Rp. 800.000,-
 - d. > Rp. 800.000,-
6. Nominal transaksi setiap kali berbelanja :
 - a. Rp. 5.000,-
 - b. Rp. 5.000,- - Rp. 10.000,-
 - c. Rp. 10.000,- - Rp. 20.000,-
 - d. > Rp. 20.000,-

II. PETUNJUK PENGISIAN

Isilah semua pernyataan dalam kuisioner sesuai dengan kenyataan, dengan cara memberikan tanda checklist (√) pada kotak pilihan yang tersedia.

Keterangan :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

R : Ragu-ragu

S : Setuju

SS : Sangat Setuju

A. MARKETING MIX

No.	Pertanyaan	STS	TS	R	S	SS
	Produk (X₁)					
1.	Krupuk merek "RISKI" mempunyai cita rasa yang khas					
2.	Krupuk merek "RISKI" mempunyai kualitas produk yang terjamin					
	Harga (X₂)					
1.	Harga yang ditawarkan sesuai dengan nilai produk					
2.	Harga yang ditawarkan mampu menarik minat pembeli					
	Tempat (X₃)					
1.	Tempat mudah dijangkau oleh konsumen					
2.	Tempat nyaman bertemunya penjual dan pembeli					
	Promosi (X₄)					
1.	media promosi yang menarik					
2.	Promosi penjualan yang menyeluruh sehingga menyita perhatian para konsumen					
	Partisipan (X₅)					
1.	Jika anda membeli langsung di pabrik anda akan dilayani dengan baik					
2.	Menurut anda semua karyawan pabrik terlibat dalam memasarkan krupuk					

B. KEPUTUSAN PEMBELIAN

No.	Pertanyaan	STS	TS	R	S	SS
	Keputusan (Y)					
1.	Kualitas dan produk sesuai					
2.	Tergugah untuk melakukan pembelian ulang					

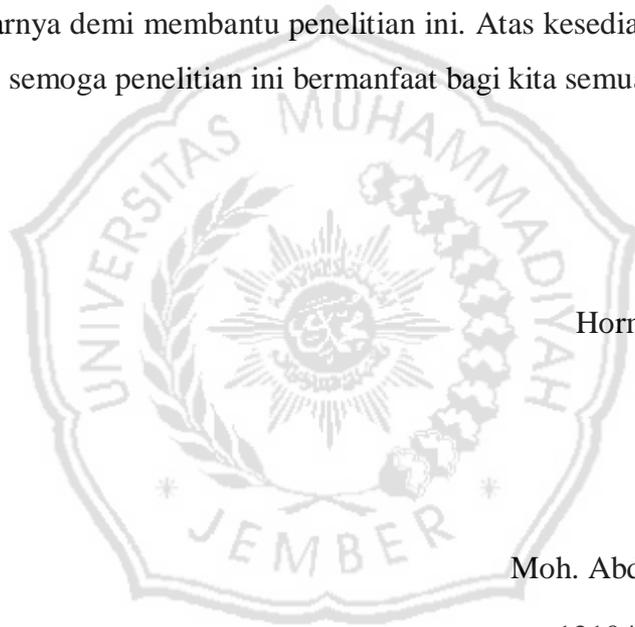
- Terima Kasih -



Kuesioner Penelitian

Dengan Hormat,

Terima kasih atas kesediaan Saudara/i untuk berpartisipasi untuk mengisi dan menjawab seluruh Pernyataan yang ada dalam kuesioner ini. Penelitian ini digunakan untuk menyusun skripsi yang berjudul “Pengaruh Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Kerupuk Merek "RISKI" Di Balung - Jember”. untuk itu diharapkan para responden dapat memberikan jawaban yang sebenar-benarnya demi membantu penelitian ini. Atas kesediaannya saya ucapkan terima kasih, semoga penelitian ini bermanfaat bagi kita semua.



Hormat Saya

Moh. Abdul. Ahwan Subari

1210412010

1. FREQUENCIES

FREQUENCIES VARIABLES=X1.1 X1.2
/ORDER=ANALYSIS.

Frequencies

Statistics

		X1.1	X1.2
N	Valid	60	60
	Missing	0	0

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	3.3	3.3	3.3
	2.00	14	23.3	23.3	26.7
	3.00	25	41.7	41.7	68.3
	4.00	14	23.3	23.3	91.7
	5.00	5	8.3	8.3	100.0
Total		60	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	5.0	5.0	5.0
	3.00	22	36.7	36.7	41.7
	4.00	27	45.0	45.0	86.7
	5.00	8	13.3	13.3	100.0
Total		60	100.0	100.0	

FREQUENCIES VARIABLES=X2.1 X2.2
/ORDER=ANALYSIS.

Frequencies

Statistics

		X2.1	X2.2
N	Valid	60	60
	Missing	0	0

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	3.3	3.3	3.3
	2.00	11	18.3	18.3	21.7
	3.00	24	40.0	40.0	61.7
	4.00	19	31.7	31.7	93.3
	5.00	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	3.3	3.3	3.3
	3.00	24	40.0	40.0	43.3
	4.00	21	35.0	35.0	78.3
	5.00	13	21.7	21.7	100.0
	Total	60	100.0	100.0	

FREQUENCIES VARIABLES=X3.1 X3.2
/ORDER=ANALYSIS.

Frequencies**Statistics**

		X3.1	X3.2
N	Valid	60	60
	Missing	0	0

Frequency Table**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	12	20.0	20.0	20.0
	3.00	28	46.7	46.7	66.7
	4.00	17	28.3	28.3	95.0
	5.00	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	21	35.0	35.0	35.0
	4.00	25	41.7	41.7	76.7
	5.00	14	23.3	23.3	100.0
	Total	60	100.0	100.0	

FREQUENCIES VARIABLES=X4.1 X4.2
/ORDER=ANALYSIS.

Frequencies**Statistics**

		X4.1	X4.2
N	Valid	60	60
	Missing	0	0

Frequency Table**X4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	3.3	3.3	3.3
	2.00	12	20.0	20.0	23.3
	3.00	26	43.3	43.3	66.7
	4.00	17	28.3	28.3	95.0
	5.00	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	3.3	3.3	3.3
	2.00	4	6.7	6.7	10.0
	3.00	21	35.0	35.0	45.0
	4.00	26	43.3	43.3	88.3
	5.00	7	11.7	11.7	100.0
	Total	60	100.0	100.0	

FREQUENCIES VARIABLES=X5.1 X5.2
/ORDER=ANALYSIS.

Frequencies

Statistics

		X5.1	X5.2
N	Valid	60	60
	Missing	0	0

Frequency Table

X5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	5.0	5.0	5.0
	2.00	14	23.3	23.3	28.3
	3.00	19	31.7	31.7	60.0
	4.00	13	21.7	21.7	81.7
	5.00	11	18.3	18.3	100.0
	Total	60	100.0	100.0	

X5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.7	1.7	1.7
	2.00	12	20.0	20.0	21.7
	3.00	21	35.0	35.0	56.7
	4.00	20	33.3	33.3	90.0
	5.00	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

```
FREQUENCIES VARIABLES=Y1.1 Y1.2
/ORDER=ANALYSIS.
```

Frequencies

Statistics

		Y1.1	Y1.2
N	Valid	60	60
	Missing	0	0

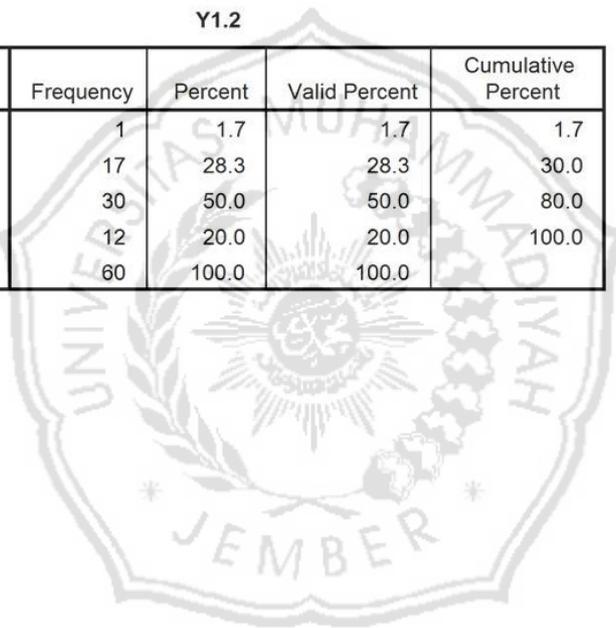
Frequency Table

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	15	25.0	25.0	25.0
	3.00	21	35.0	35.0	60.0
	4.00	22	36.7	36.7	96.7
	5.00	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.7	1.7	1.7
	3.00	17	28.3	28.3	30.0
	4.00	30	50.0	50.0	80.0
	5.00	12	20.0	20.0	100.0
	Total	60	100.0	100.0	



2. RELIABILITY

```
RELIABILITY
/VARIABLES=X1.1 X1.2 X.1
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.704	3

```
RELIABILITY
/VARIABLES=X2.1 X2.2 X2
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.733	3

RELIABILITY

```

/VARIABLES=X3.1 X3.2 X3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.706	3

RELIABILITY

```

/VARIABLES=X4.1 X4.2 X4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability**Scale: ALL VARIABLES**

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.700	3

RELIABILITY

```

/VARIABLES=X5.1 X5.2 X5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.764	3

RELIABILITY

```

/VARIABLES=Y1.1 Y1.2 Y
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

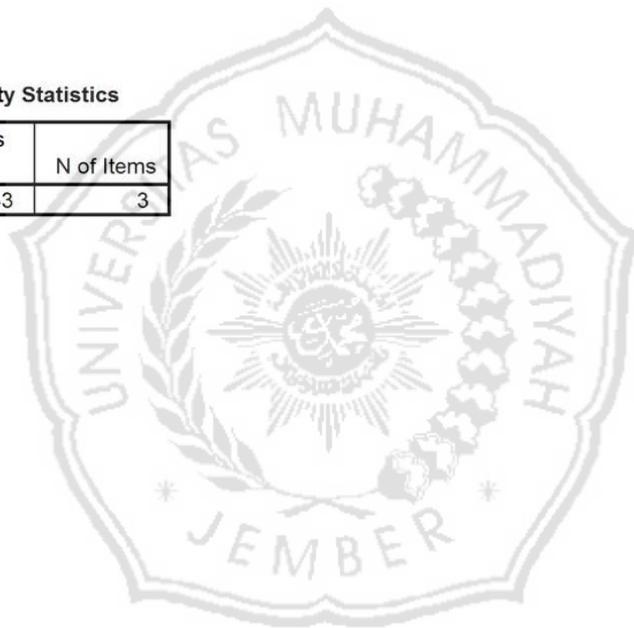
Scale: ALL VARIABLES**Case Processing Summary**

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.743	3



3. CORRELATIONS

CORRELATIONS

```

/VARIABLES=X1.1 X1.2 X.1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Correlations

		X1.1	X1.2	Produk
X1.1	Pearson Correlation	1	-.113	.754**
	Sig. (2-tailed)		.390	.000
	N	60	60	60
X1.2	Pearson Correlation	-.113	1	.568**
	Sig. (2-tailed)	.390		.000
	N	60	60	60
Produk	Pearson Correlation	.754**	.568**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

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

CORRELATIONS

```

/VARIABLES=X2.1 X2.2 X2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Correlations

		X2.1	X2.2	Harga
X2.1	Pearson Correlation	1	-.043	.733**
	Sig. (2-tailed)		.742	.000
	N	60	60	60
X2.2	Pearson Correlation	-.043	1	.648**
	Sig. (2-tailed)	.742		.000
	N	60	60	60
Harga	Pearson Correlation	.733**	.648**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

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

CORRELATIONS

```

/VARIABLES=X3.1 X3.2 X3
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Correlations

		X3.1	X3.2	Tempat
X3.1	Pearson Correlation	1	-.074	.646**
	Sig. (2-tailed)		.572	.000
	N	60	60	60
X3.2	Pearson Correlation	-.074	1	.667**
	Sig. (2-tailed)	.572		.000
	N	60	60	60
Tempat	Pearson Correlation	.646**	.667**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

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

CORRELATIONS

```

/VARIABLES=X4.1 X4.2 X4
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE. *

```

Correlations

Correlations

		X4.1	X4.2	Promosi
X4.1	Pearson Correlation	1	-.118	.661**
	Sig. (2-tailed)		.369	.000
	N	60	60	60
X4.2	Pearson Correlation	-.118	1	.667**
	Sig. (2-tailed)	.369		.000
	N	60	60	60
Promosi	Pearson Correlation	.661**	.667**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

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

CORRELATIONS

```

/VARIABLES=X5.1 X5.2 X5

```

```

/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Correlations

		X5.1	X5.2	Partisipan
X5.1	Pearson Correlation	1	.038	.779**
	Sig. (2-tailed)		.773	.000
	N	60	60	60
X5.2	Pearson Correlation	.038	1	.656**
	Sig. (2-tailed)	.773		.000
	N	60	60	60
Partisipan	Pearson Correlation	.779**	.656**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

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

```

CORRELATIONS
/VARIABLES=Y1.1 Y1.2 Y
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Correlations

		Y1.1	Y1.2	Keputusan Pembelian
Y1.1	Pearson Correlation	1	-.019	.751**
	Sig. (2-tailed)		.884	.000
	N	60	60	60
Y1.2	Pearson Correlation	-.019	1	.646**
	Sig. (2-tailed)	.884		.000
	N	60	60	60
Keputusan Pembelian	Pearson Correlation	.751**	.646**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

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

4. REGRESSION

```

GET
  FILE='D:\PROPOSAL PENELITIAN\PROPOSAL AHWAN\revisi LANJUT UNTUK SIDANG\Da
SPSS\2. DATA SPSS rev.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X.1 X2 X3 X4 X5
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .

```

Regression

```

[DataSet1] D:\PROPOSAL PENELITIAN\PROPOSAL AHWAN\revisi LANJUT UNTUK SIDANG
ta SPSS\2. DATA SPSS rev.sav

```

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Partisipan, Produk, Promosi, Harga, Tempat ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	.666	.635	.67539

a. Predictors: (Constant), Partisipan, Produk, Promosi, Harga, Tempat

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.101	5	9.820	21.529	.000 ^b
	Residual	24.632	54	.456		
	Total	73.733	59			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Partisipan, Produk, Promosi, Harga, Tempat

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.868	.861		1.009	.318
	Produk	.547	.104	.573	5.262	.000
	Harga	.324	.092	.356	3.518	.001
	Tempat	-.029	.107	-.028	-.271	.787
	Promosi	.024	.080	.026	.303	.763
	Partisipan	.043	.061	.060	.715	.478

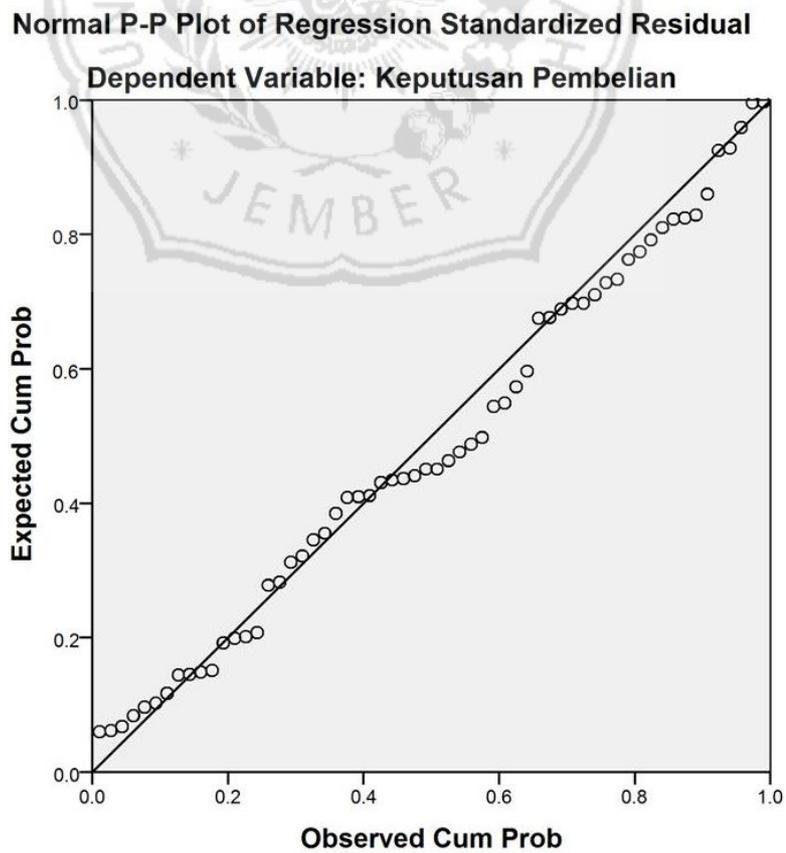
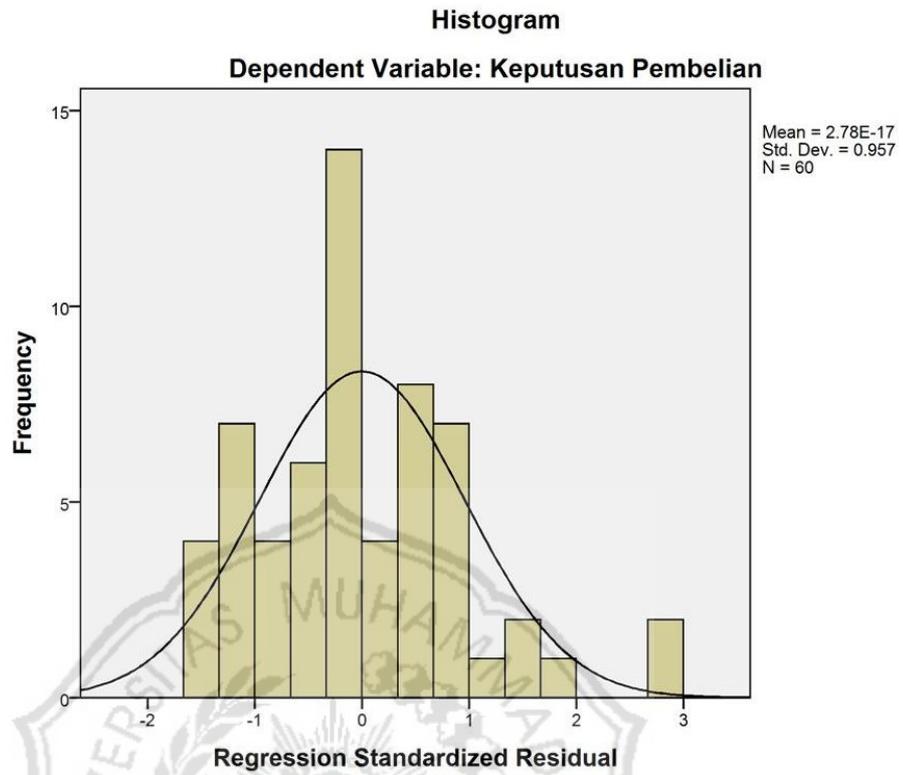
a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.0610	8.5867	7.0667	.91226	60
Residual	-1.04835	1.92179	.00000	.64614	60
Std. Predicted Value	-2.199	1.666	.000	1.000	60
Std. Residual	-1.552	2.845	.000	.957	60

a. Dependent Variable: Keputusan Pembelian

Charts



REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X.1 X2 X3 X4 X5
/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .

```

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Partisipan, Produk, Promosi, Harga, Tempat ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	.666	.635	.67539

a. Predictors: (Constant), Partisipan, Produk, Promosi, Harga, Tempat

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.101	5	9.820	21.529	.000 ^b
	Residual	24.632	54	.456		
	Total	73.733	59			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Partisipan, Produk, Promosi, Harga, Tempat

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.868	.861		1.009	.318		
	Produk	.547	.104	.573	5.262	.000	.522	1.916
	Harga	.324	.092	.356	3.518	.001	.605	1.652
	Tempat	-.029	.107	-.028	-.271	.787	.583	1.714
	Promosi	.024	.080	.026	.303	.763	.832	1.202
	Partisipan	.043	.061	.060	.715	.478	.890	1.123

a. Dependent Variable: Keputusan Pembelian

Coefficient Correlations^a

Model		Partisipan	Produk	Promosi	Harga	Tempat	
1	Correlations	Partisipan	1.000	-.290	.168	.159	.145
		Produk	-.290	1.000	-.300	-.341	-.369
		Promosi	.168	-.300	1.000	.014	-.032
		Harga	.159	-.341	.014	1.000	-.328
		Tempat	.145	-.369	-.032	-.328	1.000
		Covariances	Partisipan	.004	-.002	.001	.001
Produk	-.002		.011	-.003	-.003	-.004	
Promosi	.001		-.003	.006	.000	.000	
Harga	.001		-.003	.000	.008	-.003	
Tempat	.001		-.004	.000	-.003	.011	

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	Produk	Harga	Tempat	Promosi	Partisipan
1	1	5.884	1.000	.00	.00	.00	.00	.00	.00
	2	.058	10.058	.00	.00	.03	.01	.03	.60
	3	.026	15.101	.00	.02	.15	.03	.69	.00
	4	.014	20.706	.19	.72	.09	.01	.00	.01
	5	.012	22.428	.04	.00	.68	.54	.06	.04
	6	.007	28.910	.77	.26	.06	.40	.22	.35

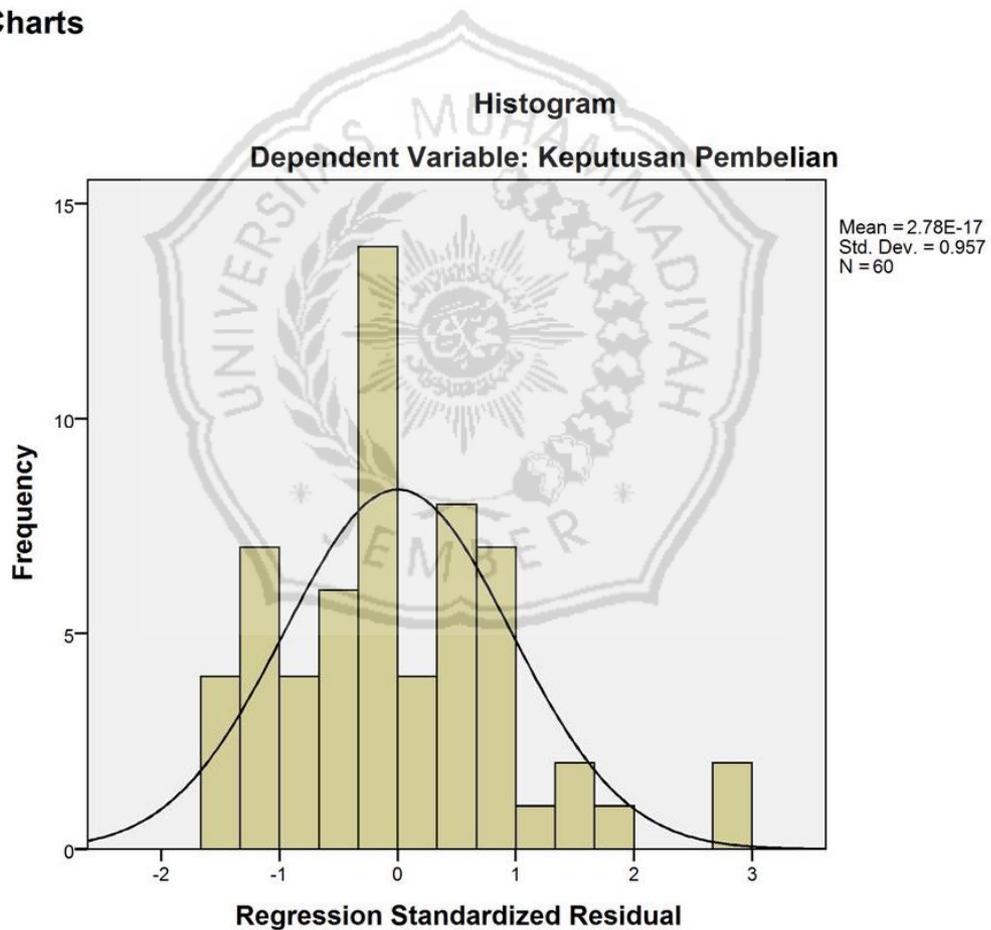
a. Dependent Variable: Keputusan Pembelian

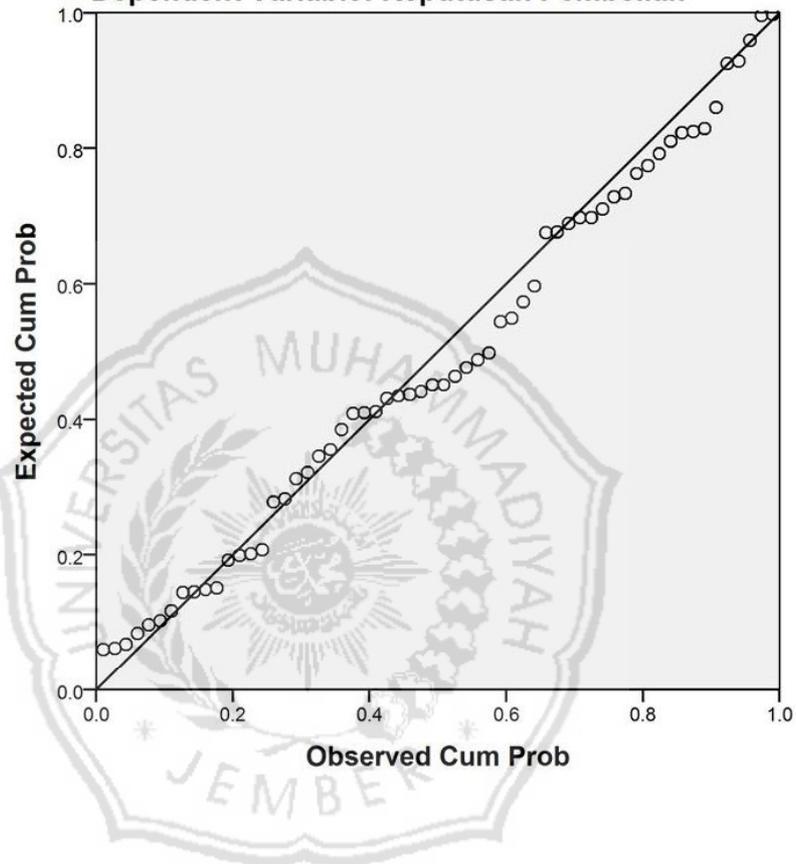
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.0610	8.5867	7.0667	.91226	60
Residual	-1.04835	1.92179	.00000	.64614	60
Std. Predicted Value	-2.199	1.666	.000	1.000	60
Std. Residual	-1.552	2.845	.000	.957	60

a. Dependent Variable: Keputusan Pembelian

Charts



Normal P-P Plot of Regression Standardized Residual**Dependent Variable: Keputusan Pembelian**

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X.1 X2 X3 X4 X5
/SCATTERPLOT=(*ZRESID ,*ZPRED) .

```

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Partisipan, Produk, Promosi, Harga, Tempat ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	.666	.635	.67539

a. Predictors: (Constant), Partisipan, Produk, Promosi, Harga, Tempat

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.101	5	9.820	21.529	.000 ^b
	Residual	24.632	54	.456		
	Total	73.733	59			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Partisipan, Produk, Promosi, Harga, Tempat

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.868	.861		1.009	.318		
	Produk	.547	.104	.573	5.262	.000	.522	1.916
	Harga	.324	.092	.356	3.518	.001	.605	1.652
	Tempat	-.029	.107	-.028	-.271	.787	.583	1.714
	Promosi	.024	.080	.026	.303	.763	.832	1.202
	Partisipan	.043	.061	.060	.715	.478	.890	1.123

a. Dependent Variable: Keputusan Pembelian

Coefficient Correlations^a

Model		Partisipan	Produk	Promosi	Harga	Tempat	
1	Correlations						
		Partisipan	1.000	-.290	.168	.159	.145
		Produk	-.290	1.000	-.300	-.341	-.369
		Promosi	.168	-.300	1.000	.014	-.032
		Harga	.159	-.341	.014	1.000	-.328
		Tempat	.145	-.369	-.032	-.328	1.000
	Covariances						
		Partisipan	-.004	-.002	.001	.001	.001
		Produk	-.002	.011	-.003	-.003	-.004
		Promosi	.001	-.003	.006	.000	.000
		Harga	-.001	-.003	.000	.008	-.003
		Tempat	.001	-.004	.000	-.003	.011

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	Produk	Harga	Tempat	Promosi	Partisipan
1	1	5.884	1.000	.00	.00	.00	.00	.00	.00
	2	.058	10.058	.00	.00	.03	.01	.03	.60
	3	.026	15.101	.00	.02	.15	.03	.69	.00
	4	.014	20.706	.19	.72	.09	.01	.00	.01
	5	.012	22.428	.04	.00	.68	.54	.06	.04
	6	.007	28.910	.77	.26	.06	.40	.22	.35

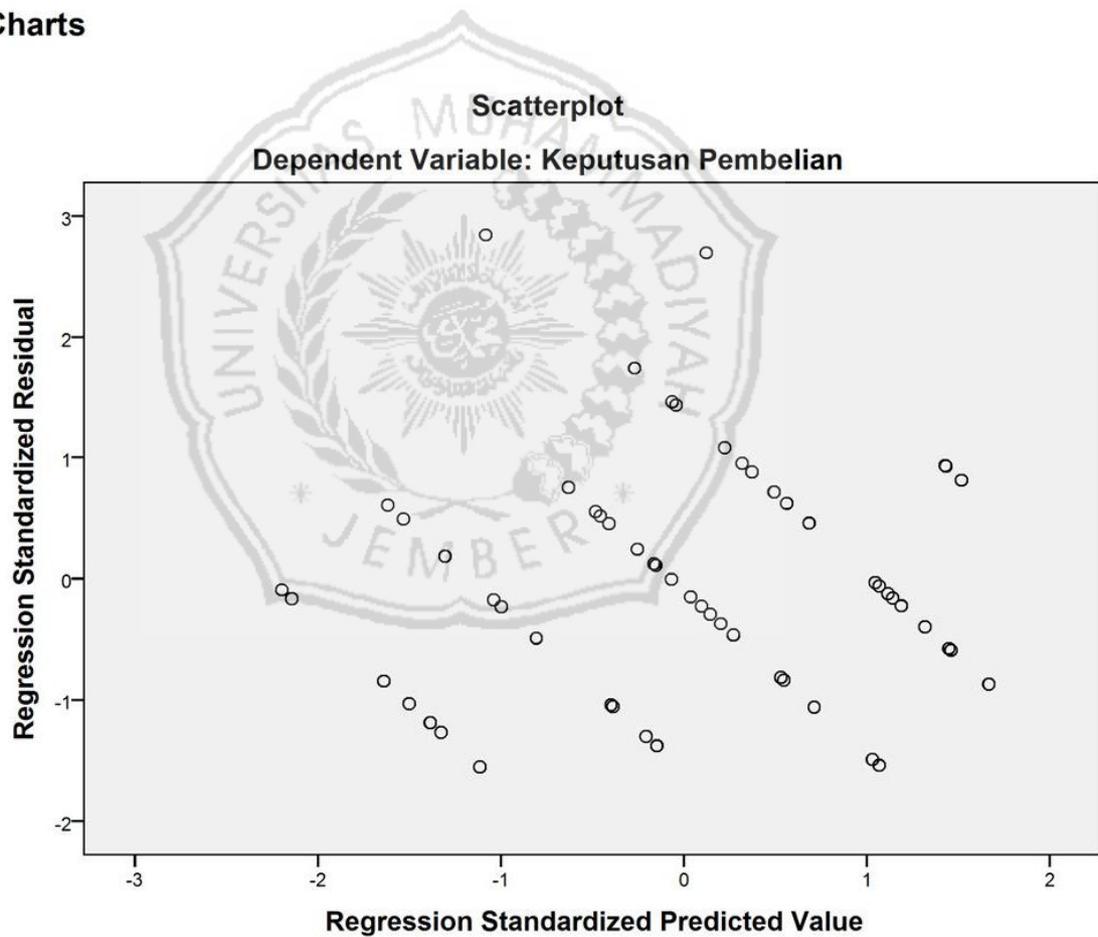
a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.0610	8.5867	7.0667	.91226	60
Residual	-1.04835	1.92179	.00000	.64614	60
Std. Predicted Value	-2.199	1.666	.000	1.000	60
Std. Residual	-1.552	2.845	.000	.957	60

a. Dependent Variable: Keputusan Pembelian

Charts



GET

FILE='D:\PROPOSAL PENELITIAN\PROPOSAL AHWAN\revisi LANJUT UNTUK SIDANG\Data SPSS\2. DATA SPSS rev.sav'.

DATASET NAME DataSet1 WINDOW=FRONT.

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y

/METHOD=ENTER X.1 X2 X3 X4 X5.

Regression

[DataSet1] D:\PROPOSAL PENELITIAN\PROPOSAL AHWAN\revisi LANJUT UNTUK SIDANG\Da ta SPSS\2. DATA SPSS rev.sav

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Partisipan, Produk, Promosi, Harga, Tempat ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	.666	.635	.67539

a. Predictors: (Constant), Partisipan, Produk, Promosi, Harga, Tempat

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.101	5	9.820	21.529	.000 ^b
	Residual	24.632	54	.456		
	Total	73.733	59			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Partisipan, Produk, Promosi, Harga, Tempat

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.868	.861		1.009	.318
	Produk	.547	.104	.573	5.262	.000
	Harga	.324	.092	.356	3.518	.001
	Tempat	-.029	.107	-.028	-.271	.787
	Promosi	.024	.080	.026	.303	.763
	Partisipan	.043	.061	.060	.715	.478

a. Dependent Variable: Keputusan Pembelian

LAMPIRAN 2 : TABULASI DATA KUISIONER

No Respon den	Produk			Harga			Tempat			Promosi			Partisipan			Keputusan			Total Skor
	X1		TOTAL	X2		TOTAL	X3		TOTAL	X4		TOTAL	X5		TOTAL	Y		TOTAL	
	1	2		1	2		1	2		1	2		1	2		1	2		
1	3	4	7	4	3	7	4	4	6	3	4	7	4	4	8	3	4	7	42
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6	2	5	7	3	3	6	4	4	8	3	4	7	4	4	8	3	3	6	42
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NO	NAMA RESPONDEN	JENIS KELAMIN	ALAMAT
1	M Purwandono	Laki - laki	Perum Darma Alam
2	Fadlan	Laki - laki	Balung Lor - Jember
3	Antok	Laki - laki	Balung Lor - Jember
4	Yudik	Laki - laki	Balung Lor - Jember
5	Devo	Laki - laki	Balung Lor - Jember
6	Arif Utama	Laki - laki	Tegal Besar Jember
7	Bentar	Laki - laki	Nusa Indah Jember
8	Barok	Laki - laki	Bondowoso
9	Wahyu	Laki - laki	Kalisat - Jember
10	Dimas	Laki - laki	Nusa Indah Jember
11	Rudi	Laki - laki	Silo - Jember
12	Putut	Laki - laki	Tutul - Jember
13	Roni	Laki - laki	Tutul - Jember
14	Aries	Laki - laki	Balung Lor - Jember
15	Supriadi	Laki - laki	Balung Lor - Jember
16	Hendrik	Laki - laki	Tutul - Jember
17	Syamsul	Laki - laki	Tutul - Jember
18	Edi	Laki - laki	Lumajang
19	Toni	Laki - laki	Gunung Batu - Jember
20	Herman	Laki - laki	Perum Puri Bunga
21	Ilyas	Laki - laki	Kebonsari - Jember
22	Pras	Laki - laki	Gebang - Jember
23	Erik	Laki - laki	Semboro - Jember
24	Amel	Perempuan	Karang Duren - Jember
25	Ike krisdiana	Perempuan	Balung Kopi - Jember
26	Indah	Perempuan	Balung Lor - Jember
27	Ayu	Perempuan	Jawa Jember
28	Prisca	Perempuan	Lumajang
29	Tyas	Perempuan	Kalisat - Jember
30	Nova	Perempuan	Gebang - Jember
31	Hilliyatul Jannah	Perempuan	Sumber Pakem - Jember
32	Irsya	Perempuan	Balung Kopi - Jember
33	Anisa	Perempuan	Balung Kopi - Jember
34	Zafilah	Perempuan	Balung Kopi - Jember
35	Dian	Perempuan	Balung Kopi - Jember
36	Mega	Perempuan	Balung Kopi - Jember
37	Nia	Perempuan	Sumbersari - Jember
38	Reni	Perempuan	Sumbersari - Jember
39	Febri	Perempuan	Kalisat - Jember
40	Rina	Perempuan	Kalisat - Jember
41	Selfi	Perempuan	Tutul - Jember
42	Anis	Perempuan	Tutul - Jember
43	Eka	Perempuan	Tutul - Jember
44	Yanti	Perempuan	Kasiyan - Jember
45	Vony	Perempuan	Kasiyan - Jember
46	Fitri	Perempuan	Balung - Jember



NO	NAMA RESPONDEN	JENIS KELAMIN	ALAMAT
47	Anggia	Perempuan	Tutul - Jember
48	Ima	Perempuan	Gumuk Mas - Jember
49	Iif	Perempuan	Bondowoso
50	Itok	Laki - laki	Balung - Jember
51	Yuta	Perempuan	Balung - Jember
52	Donik	Laki - laki	Balung - Jember
53	Intan	Perempuan	Balung Lor - Jember
54	Nindi	Perempuan	Tutul - Jember
55	Riska	Perempuan	Kasiyan - Jember
56	Risti	Perempuan	Tutul - Jember
57	Nurika	Perempuan	Kasiyan - Jember
58	Lina	Perempuan	Balung Lor - Jember
59	Ida	Perempuan	Tutul - Jember
60	Lia	Perempuan	Balung Kopi - Jember

Laki - laki	25
Perempuan	35

25

35

60



DOKUMENTASI

