

# **LAMPIRAN 1:**

## **Pengantar Kuesioner**



## **Pengantar Kuesioner**



### **KUESIONER PENELITIAN**

## **PENGARUH FAKTOR KUALITAS PRODUK, HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN DI CAFE GEJE MASTRIP JEMBER**

Kepada Yth.

Sdr/i. Konsumen di Cafe GeJe Jember  
di tempat

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul “PENGARUH FAKTOR KUALITAS PRODUK, HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN DI CAFE GEJE MASTRIP JEMBER” sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi pada Universitas Muhammadiyah Jember, maka dengan ini saya mengharapkan bantuan saudara untuk mengisi daftar pertanyaan yang saya sertakan di bawah ini.

Agar memperoleh masukan yang berarti, saya berharap kuesioner ini diisi dengan keadaan yang sebenarnya. Semua sumber dan data yang diperoleh dijamin kerahasiaannya.

Atas perhatian dan bantuannya saya mengucapkan banyak terimakasih.

**ARUM KURNIA SUSANTI**

**NIM: 14.10.411.118**

**LAMPIRAN 2:**  
**Petunjuk Pengisian Kuesioner**  
**Penelitian**



## I. Identitas Peneliti

Nama : Arum Kurnia Susanti

NIM : 14.10.411.118

Status : Mahasiswa Fakultas Ekonomi Manajemen

Universitas Muhammadiyah Jember

## II. Identitas Responden

Apakah anda sudah pernah berkunjung ke Cafe GeJe Mastrip Jember ? (Jika jawabannya iya, Lanjutkan dengan mengisi Kuesioner tersebut) a. Ya b. Tidak (Mohon diisi dan dilingkari pada jawaban yang sesuai)

1. No. Responden : .....(diisi peneliti)
2. Nama : .....
3. Usia : .....thn
4. Jenis kelamin : a) Laki-laki b) Perempuan
5. Status : a) Menikah b) Belum menikah
6. Pendidikan : a) < SLTA b) SLTA c) D-3 d) S-1 e) S-2 f).....
7. Jabatan : .....
8. Masa Kerja : a) 0-1thn b) 1-3thn c) 3-5thn d) >5thn

## III. Petunjuk Pengisian Angket

1. Daftar pertanyaan atau pertanyaan ini hanya semata-mata untuk data penelitian dalam rangka menyelesaikan studi S-1 di Universitas Muhammadiyah Jember Fakultas Ekonomi Manajemen (Pemasaran).
2. Ada lima (5) *alternative* jawaban yang dapat dipilih, dan pilih salah satu jawaban yang menurut anda sesuai dengan kenyataan dengan memberi tanda *check list* ( ) yaitu:

SS : Sangat Setuju

S : Setuju

RR : Ragu-ragu/ Netral

TS : Tidak Setuju

STS : Sangat tidak setuju

# **LAMPIRAN 3:**

## **Kuesioner Penelitian**



No	Pertanyaan	Pilihan Jawaban				
	Kualitas produk (X1)	SS	S	KS	TS	STS
1	Cafe GeJe Jember memberikan menu produk yang bervariasi					
2	Cafe GeJe Jember memberikan cita rasa produknya sesuai dengan keinginan					
3	Cafe GeJe Jember memberikan sajian produknya dengan higienis					
	<b>Harga (X2)</b>					
1	Cafe GeJe Jember menentukan harga sesuai dengan kantong para konsumen					
2	Cafe GeJe Jember menentukan harga sesuai dengan kualitas produk yang ditawarkan					
3	Cafe GeJe Jember menentukan harga yang mampu bersaing					
	<b>Promosi (X3)</b>					
1	Cafe GeJe Jember melakukan promosi dari mulut ke mulut atau face to face					
2	Cafe GeJe Jember melakukan promosi melalui media cetak (brosur, koran, banner dll)					
3	Cafe GeJe Jember melakukan promosi melalui media sosial (Fb, Ig, Twitter dll)					
	<b>Keputusan Pembelian (Y)</b>					
1	Saya membeli di cafe Cafe GeJe Jember karena kualitas produk yang baik					
2	Saya tertarik membeli produk di Cafe GeJe Jember karena mendapat informasi dari sumber yang terdekat (kerabat/teman)					
3	Saya yakin sudah mengambil keputusan untuk membeli produk di Cafe GeJe Jember					

**LAMPIRAN 4:**  
**Rekapitulasi Kuesioner**



No. Responden	Kualitas Produk				Harga				Promosi				Keputusan Pembelian			
	Pernyataan				Pernyataan				Pernyataan				Pernyataan			
	1	2	3	JML	1	2	3	JML	1	2	3	JML	1	2	3	JML
1	3	4	5	12	4	4	5	13	4	5	5	14	5	5	5	15
2	3	4	4	11	4	4	5	13	4	4	4	12	4	5	5	14
3	3	4	5	12	3	4	5	12	4	4	5	13	4	5	5	14
4	3	4	4	11	3	4	4	11	4	4	4	12	4	4	5	13
5	4	4	5	13	4	5	4	13	4	5	5	14	5	5	5	15
6	3	4	4	11	4	4	5	13	4	4	4	12	5	5	4	14
7	3	4	5	12	4	5	4	13	5	4	4	13	4	5	5	14
8	4	4	5	13	4	5	5	14	4	5	5	14	5	5	5	15
9	3	3	4	10	4	4	4	12	4	4	5	13	5	4	4	13
10	3	4	4	11	4	4	4	12	4	4	5	13	4	4	5	13
11	3	5	5	13	4	5	5	14	4	5	5	14	5	5	5	15
12	4	3	4	11	4	5	5	14	4	5	5	14	5	5	5	15
13	4	4	4	12	5	4	4	13	4	5	5	14	4	5	5	14
14	4	4	4	12	4	5	4	13	4	4	5	13	4	5	5	14
15	4	4	4	12	4	4	5	13	4	5	5	14	4	5	5	14
16	5	4	4	13	4	4	4	12	4	5	5	14	5	5	5	15
17	3	5	4	12	4	4	5	13	4	4	5	13	4	5	5	14
18	3	4	4	11	3	4	5	12	4	4	4	12	4	4	5	13
19	3	3	4	10	4	4	4	12	4	5	4	13	4	5	5	14
20	3	4	4	11	4	5	5	14	4	5	5	14	5	5	5	15
21	4	4	5	13	4	5	5	14	5	4	5	14	5	5	5	15
22	4	5	5	14	4	4	4	12	4	4	4	12	4	5	5	14
23	4	4	4	12	4	4	5	13	4	4	5	13	4	5	5	14
24	3	4	3	10	4	4	4	12	4	4	4	12	4	4	5	13
25	3	4	4	11	3	4	5	12	4	5	4	13	4	5	5	14
26	4	4	5	13	4	5	5	14	4	5	5	14	5	5	5	15
27	5	4	5	14	4	5	5	14	5	5	5	15	5	5	5	15
28	4	4	4	12	4	4	5	13	5	4	4	13	5	5	4	14
29	4	4	5	13	4	5	5	14	4	5	5	14	5	5	5	15
30	4	4	5	13	4	5	4	13	4	5	5	14	5	5	5	15
31	4	4	5	13	4	4	5	13	5	5	5	15	5	5	5	15
32	4	5	5	14	4	5	5	14	5	5	5	15	5	5	5	15
33	3	4	5	12	4	4	5	13	4	5	5	14	5	5	5	15
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35	3	4	5	12	3	4	5	12	4	4	5	13	4	5	5	14
36	3	4	4	11	3	4	4	11	4	4	4	12	4	4	5	13
37	4	4	5	13	4	5	4	13	4	5	5	14	5	5	5	15
38	3	4	4	11	4	4	5	13	4	4	4	12	5	5	4	14
39	3	4	5	12	4	5	4	13	5	4	4	13	4	5	5	14
40	4	4	5	13	4	5	5	14	4	5	5	14	5	5	5	15
41	3	3	4	10	4	4	4	12	4	4	5	13	5	4	4	13
42	3	4	4	11	4	4	4	12	4	4	5	13	4	4	5	13
43	3	5	5	13	4	5	5	14	4	5	5	14	5	5	5	15
44	4	3	4	11	4	5	5	14	4	5	5	14	5	5	5	15
45	4	4	4	12	5	4	4	13	4	5	5	14	4	5	5	14
46	4	4	4	12	4	5	4	13	4	4	5	13	4	5	5	14
47	4	4	4	12	4	4	5	13	4	5	5	14	4	5	5	14
48	5	4	4	13	4	4	4	12	4	5	5	14	5	5	5	15
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52	4	4	5	13	4	5	4	13	4	5	5	14	5	5	5	15
53	3	4	4	11	4	4	5	13	4	4	4	12	5	5	4	14
54	3	4	5	12	4	5	4	13	5	4	4	13	4	5	5	14
55	4	4	5	13	4	5	5	14	4	5	5	14	5	5	5	15
56	3	3	4	10	4	4	4	12	4	4	5	13	5	4	4	13
57	3	4	4	11	4	4	4	12	4	4	5	13	4	4	5	13
58	3	5	5	13	4	5	5	14	4	5	5	14	5	5	5	15
59	4	3	4	11	4	5	5	14	4	5	5	14	5	5	5	15
60	4	4	4	12	5	4	4	13	4	5	5	14	4	5	5	14
61	4	4	4	12	4	5	4	13	4	4	5	13	4	5	5	14
62	4	4	4	12	4	4	5	13	4	5	5	14	4	5	5	14
63	5	4	4	13	4	4	4	12	4	5	5	14	5	5	5	15
64	3	5	4	12	4	4	5	13	4	4	5	13	4	5	5	14
65	3	4	4	11	3	4	5	12	4	4	4	12	4	4	5	13
66	3	4	4	11	3	4	5	12	4	4	4	12	4	4	5	13
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71	4	4	5	13	4	5	5	14	4	5	5	14	5	5	5	15
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73	3	4	4	11	4	4	4	12	4	4	5	13	4	4	5	13
74	3	5	5	13	4	5	5	14	4	5	5	14	5	5	5	15
75	4	3	4	11	4	5	5	14	4	5	5	14	5	5	5	15
76	4	4	4	12	5	4	4	13	4	5	5	14	4	5	5	14
77	3	4	4	11	5	4	4	13	4	5	5	14	5	5	5	15
78	4	4	5	13	4	5	4	13	4	4	5	13	5	4	4	13
79	4	5	5	14	4	4	5	13	4	4	5	13	4	4	5	13
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81	3	4	3	10	4	4	5	13	4	5	5	14	5	5	5	15
82	3	4	4	11	3	4	5	12	4	5	5	14	4	5	5	14
83	4	4	5	13	3	4	4	11	4	4	5	13	4	5	5	14
84	5	4	5	14	4	5	4	13	4	5	5	14	4	5	5	14
85	4	4	4	12	4	4	5	13	4	5	5	14	5	5	5	15
86	4	4	5	13	4	5	4	13	4	4	5	13	4	5	5	14
87	4	4	5	13	4	5	5	14	4	4	4	12	4	4	5	13
88	4	4	5	13	4	4	4	12	4	4	4	12	4	4	5	13
89	4	5	5	14	4	4	4	12	4	5	5	14	5	5	5	15
90	3	4	5	12	4	5	5	14	4	4	4	12	5	5	4	14
91	3	4	4	11	4	5	5	14	5	4	4	13	4	5	5	14
92	4	4	4	12	5	4	4	13	4	5	5	14	5	5	5	15
93	4	4	4	12	4	5	4	13	4	4	5	13	5	4	4	13
94	5	4	4	13	4	4	5	13	4	4	5	13	4	4	5	13
95	3	5	4	12	4	4	4	12	4	5	5	14	5	5	5	15
96	3	4	4	11	4	4	5	13	4	5	5	14	5	5	5	15
97	3	4	4	11	3	4	5	12	4	5	5	14	4	5	5	14
98	3	4	4	11	3	4	5	12	4	4	5	13	4	5	5	14
99	4	4	5	13	3	4	4	11	4	5	5	14	4	5	5	14
100	4	5	5	14	4	5	4	13	4	5	5	14	5	5	5	15



**LAMPIRAN 5:**  
**Frekuensi Pernyataan Responden**



## Karakteristik Responden Berdasarkan :

### 1. Karakteristik menurut jenis kelamin

#### Frekuensi

#### Responden

	Frequency	Percent	Valid Percent	Comulative Percent
Valid Pria	62	62,0	62,0	62,0
Valid Wanita	38	38,0	38,0	100,0
Total	100	100,0	100,0	

### 2. Responden Menurut Usia

#### Frekuensi

#### Responden

	Frequency	Percent	Valid Percent	Comulative Percent
Valid 17-25 tahun	50	50,0	50,0	50,0
Valid 26-35 tahun	40	40,0	40,0	50,0
Valid 36-45 tahun	10	10,0	10,0	100,0
Valid >45 tahun	-	-	-	
Total	100,0	100,0	100,0	

### 3. Responden Menurut Pekerjaan

#### Frekuensi

#### Responden

	Frequency	Percent	Valid Percent	Comulative Percent
Valid Pelajar/Mahasiswa	50	50,0	50,0	50,0
Valid Karyawan Swasta	30	30,0	30,0	50,0
Valid Wiraswasta	20	20,0	20,0	100,0
Total	100	100,0	100,0	

## Frekuensi Hasil Tanggapan Responden

### 1. Kualitas Produk (X1)

Statistics

		X1.1	X1.2	X1.3
N	Valid	100	100	100
	Missing	0	0	0

X1.1

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	10	10,0	10,0	10,0
	4	30	30,0	30,0	90,0
	5	60	60,0	60,0	100,0
	Total	100	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	-	-	-	17,0
	4	17	17,0	17,0	83,0
	5	83	83,0	83,0	100,0
	Total	100	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	-	-	-	23,0
	4	23	23,0	23,0	77,0
	5	77	77,0	77,0	100,0
	Total	100	100,0	100,0	

## 2. Harga (X2)

### Statistics

		X2.1	X2.2	X2.3
N	Valid	100	100	100
	Missing	0	0	0

### X2.1

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	5	5,0	5,0	5,0
	4	75	75,0	75,0	95,0
	5	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

### X2.2

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	-	-	-	7,0
	4	7	7,0	7,0	93,0
	5	93	93,0	93,0	100,0
	Total	100	100,0	100,0	

### X2.3

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	-	-	-	15,0
	4	15	15,0	15,0	85,0
	5	85	85,0	85,0	100,0
	Total	100	100,0	100,0	

### 3. Promosi (X3)

#### Statistics

		X3.1	X3.2	X3.3
N	Valid	100	100	100
	Missing	0	0	0

#### X3.1

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	3	3,0	3,0	3,0
	4	50	50,0	50,0	97,0
	5	47	47,0	47,0	100,0
	Total	100	100,0	100,0	

#### X3.2

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	-	-	-	13,0
	4	13	13,0	13,0	87,0
	5	87	87,0	87,0	100,0
	Total	100	100,0	100,0	

#### X3.3

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	-	-	-	22,0
	4	22	22,0	22,0	78,0
	5	78	78,0	78,0	100,0
	Total	100	100,0	100,0	

#### 4. Keputusan Pembelian (Y)

##### Statistics

		Y1	Y2	Y3
N	Valid	100	100	100
	Missing	0	0	0

##### Y1

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	-	-	-	4,0
	4	4	4,0	4,0	96,0
	5	96	96,0	96,0	100,0
	Total	100	100,0	100,0	

##### Y2

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	-	-	-	8,0
	4	8	8,0	8,0	92,0
	5	92	92,0	92,0	100,0
	Total	100	100,0	100,0	

##### Y3

		Frequency	Percent	Valid Percent	Comulative Percent
Valid	3	-	-	-	2,0
	4	2	2,0	2,0	98,0
	5	98	98,0	98,0	100,0
	Total	100	100,0	100,0	

**LAMPIRAN 6:**  
**Hasil Output SPSS**  
**Uji Validitas dan Uji Reliabilitas**



## Uji Validitas

### 1. Kualitas Produk

**Correlations**

		P1	P2	P3
P1	Pearson Correlation	0,197'	,198*	,378*
	Sig. (2-tailed)		,026	,030
	N	100	100	100
P2	Pearson Correlation	,198*	1	,408*
	Sig. (2-tailed)	,026		,020
	N	100	100	100
P3	Pearson Correlation	.378*	.560**	1
	Sig. (2-tailed)	.007	.001	
	N	100	100	100

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

\* . Correlation is significant at the 0.05 level (2-tailed).

### 2.Harga

**Correlations**

		P1	P2	P3
P1	Pearson Correlation	.198**	.259**	.197*
	Sig. (2-tailed)		.000	.014
	N	100	100	100
P2	Pearson Correlation	.259**	1	.314
	Sig. (2-tailed)	.000		.086
	N	100	100	100
P3	Pearson Correlation	.197*	.314	1
	Sig. (2-tailed)	.014	.086	
	N	100	100	100

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

\* . Correlation is significant at the 0.05 level (2-tailed).



### 3.Promosi

**Correlations**

		P1	P2	P3
P1	Pearson Correlation	.215**	.404*	.337*
	Sig. (2-tailed)		.000	.014
	N	100	100	100
P2	Pearson Correlation	.404**	.674**	.384
	Sig. (2-tailed)	.000		.086
	N	100	100	100
P3	Pearson Correlation	.337*	.384	.674**
	Sig. (2-tailed)	.014	.086	
	N	100	100	100

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

\* . Correlation is significant at the 0.05 level (2-tailed).

### 4. Keputusan Pembelian

**Correlations**

		P1	P2	P3
P1	Pearson Correlation	.217*	.428*	.216*
	Sig. (2-tailed)		.030	.*
	N	100	100	100
P2	Pearson Correlation	.428*	1	.*
	Sig. (2-tailed)	.030		.*
	N	100	100	100
P3	Pearson Correlation	.216*	.*	.*
	Sig. (2-tailed)		.030	.*
	N	100	100	100

\* . Correlation is significant at the 0.05 level (2-tailed).

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

## Uji Reliabilitas

### 1. Kualitas Produk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.660	.660	3

### 2. Harga

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.602	.602	3

### 3. Promosi

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.681	.681	3

### 4. Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.640	.640	3

## **LAMPIRAN 7:**

### **Hasil Output SPSS**

**Analisis Regresi Linier Berganda, Uji**

**Asumsi Klasik, dan Uji hipotesis**



```

REGRESSION
/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS CI BCOV R ANOVA COLLIN TOL CHANGE ZPP
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT KeputusanPembelian
/METHOD=ENTER KualitasProduk Harga Promosi
/PARTIALPLOT ALL
/SCATTERPLOT=(KeputusanPembelian ,*SRESID)
/RESIDUALS DURBIN HIST(ZRESID) NORM(ZRESID)

/CASEWISE PLOT(ZRESID) ALL.

```

## Regression

**Descriptive Statistics**

	Mean	Std. Deviation	N
KeputusanPembelian	14.2000	.72474	100
KualitasProduk	13.1800	.85729	100
Harga	12.8100	.83720	100
Promosi	13.4100	.77973	100

**Correlations**

		KeputusanPembelian	KualitasProduk	Harga	Promosi
Pearson Correlation	KeputusanPembelian	1.000	.673	.529	.515
	KualitasProduk	.673	1.000	.428	.372
	Harga	.529	.428	1.000	.337
	Promosi	.515	.372	.337	1.000
Sig. (1-tailed)	KeputusanPembelian	.	.000	.000	.000
	KualitasProduk	.000	.	.000	.000
	Harga	.000	.000	.	.000
	Promosi	.000	.000	.000	.
N	KeputusanPembelian	100	100	100	100
	KualitasProduk	100	100	100	100
	Harga	100	100	100	100

**Correlations**

		KeputusanPembelian	KualitasProduk	Harga	Promosi
Pearson Correlation	KeputusanPembelian	1.000	.673	.529	.515
	KualitasProduk	.673	1.000	.428	.372
	Harga	.529	.428	1.000	.337
	Promosi	.515	.372	.337	1.000
Sig. (1-tailed)	KeputusanPembelian	.	.000	.000	.000
	KualitasProduk	.000	.	.000	.000
	Harga	.000	.000	.	.000
	Promosi	.000	.000	.000	.
N	KeputusanPembelian	100	100	100	100
	KualitasProduk	100	100	100	100
	Harga	100	100	100	100
	Promosi	100	100	100	100

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Promosi, Harga, KualitasProduk <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: KeputusanPembelian

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.761 <sup>a</sup>	.579	.566	.47765	1.694

a. Predictors: (Constant), Promosi, Harga, KualitasProduk

b. Dependent Variable: KeputusanPembelian

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.098	3	10.033	43.974	.000 <sup>a</sup>
	Residual	21.902	96	.228		
	Total	52.000	99			

a. Predictors: (Constant), Promosi, Harga, KualitasProduk

b. Dependent Variable: KeputusanPembelian

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
		1	(Constant)	3.047	1.009		3.019	.003	1.043	5.050				
	KualitasProduk	.401	.064	.475	6.242	.000	.274	.529	.673	.537	.413	.758	1.319	
	Harga	.207	.065	.239	3.191	.002	.078	.336	.529	.310	.211	.780	1.282	
	Promosi	.239	.068	.257	3.526	.001	.105	.374	.515	.339	.234	.823	1.215	

a. Dependent Variable:

KeputusanPembelian

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error		Beta	Tolerance
1	(Constant)	3.047	1.009			
	KualitasProduk	.401	.064	.475	.758	1.319
	Harga	.207	.065	.239	.780	1.282
	Promosi	.239	.068	.257	.823	1.215

a. Dependent Variable: KeputusanPembelian

**Coefficient Correlations<sup>a</sup>**

Model			Promosi	Harga	KualitasProduk
1	Correlations	Promosi	1.000	-.212	-.268
		Harga	-.212	1.000	-.346
		KualitasProduk	-.268	-.346	1.000
	Covariances	Promosi	.005	.000	-.001
		Harga	.000	.004	-.001
		KualitasProduk	-.001	-.001	.004

a. Dependent Variable: KeputusanPembelian

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	KualitasProduk	Harga	Promosi
1	1	3.993	1.000	.00	.00	.00	.00
	2	.003	39.240	.06	.05	.61	.42
	3	.002	41.026	.02	.93	.33	.05
	4	.002	49.923	.92	.01	.06	.53

a. Dependent Variable: KeputusanPembelian

**Casewise Diagnostics<sup>a</sup>**

Case Number	Std. Residual	KeputusanPembelian	Predicted Value	Residual
1	1.448	15.00	14.3083	.69171
2	.696	14.00	13.6676	.33242
3	1.469	14.00	13.2983	.70169
4	-.530	13.00	13.2533	-.25326
5	1.448	15.00	14.3083	.69171

6	.195	14.00	13.9069	.09312
7	1.536	14.00	13.2662	.73383
8	.174	15.00	14.9169	.08314
9	.790	14.00	13.6225	.37746
10	.289	14.00	13.8618	.13816
11	1.014	15.00	14.5155	.48455
12	.174	15.00	14.9169	.08314
13	-.144	14.00	14.0690	-.06899
14	-.645	14.00	14.3083	-.30829
15	-.645	14.00	14.3083	-.30829
16	1.041	15.00	14.5025	.49746
17	-.645	14.00	14.3083	-.30829
18	-.964	13.00	13.4604	-.46042
19	.289	14.00	13.8618	.13816
20	1.014	15.00	14.5155	.48455
21	.513	15.00	14.7547	.24525
22	1.130	14.00	13.4604	.53958
23	-.212	14.00	14.1011	-.10113
24	-.964	13.00	13.4604	-.46042
25	.289	14.00	13.8618	.13816
26	.174	15.00	14.9169	.08314
27	-1.167	15.00	15.5576	-.55757
28	-.645	14.00	14.3083	-.30829
29	.174	15.00	14.9169	.08314
30	-.734	15.00	15.3504	-.35041
31	.107	15.00	14.9490	.05100
32	.675	15.00	14.6776	.32243
33	.608	15.00	14.7097	.29030
34	1.970	14.00	13.0590	.94099
35	-.212	14.00	14.1011	-.10113
36	1.563	14.00	13.2533	.74674
37	1.542	15.00	14.2632	.73675
38	1.197	14.00	13.4283	.57171



39	.357	14.00	13.8297	.17030
40	.174	15.00	14.9169	.08314
41	-1.804	13.00	13.8618	-.86184
42	-1.804	13.00	13.8618	-.86184
43	-.327	15.00	15.1562	-.15616
44	.174	15.00	14.9169	.08314
45	-.985	14.00	14.4704	-.47041
46	.357	14.00	13.8297	.17030
47	-.484	14.00	14.2311	-.23111
48	1.542	15.00	14.2632	.73675
49	.357	14.00	13.8297	.17030
50	-.964	13.00	13.4604	-.46042
51	-.530	13.00	13.2533	-.25326
52	.608	15.00	14.7097	.29030
53	.195	14.00	13.9069	.09312
54	-.645	14.00	14.3083	-.30829
55	.174	15.00	14.9169	.08314
56	-1.804	13.00	13.8618	-.86184
57	-1.303	13.00	13.6225	-.62254
58	.675	15.00	14.6776	.32243
59	.675	15.00	14.6776	.32243
60	-.985	14.00	14.4704	-.47041
61	.357	14.00	13.8297	.17030
62	-.484	14.00	14.2311	-.23111
63	1.542	15.00	14.2632	.73675
64	-.144	14.00	14.0690	-.06899
65	-.964	13.00	13.4604	-.46042
66	-.964	13.00	13.4604	-.46042
67	-.530	13.00	13.2533	-.25326
68	.608	15.00	14.7097	.29030
69	.696	14.00	13.6676	.33242
70	-.144	14.00	14.0690	-.06899
71	.675	15.00	14.6776	.32243

72	.289	14.00	13.8618	.13816
73	-.212	14.00	14.1011	-.10113
74	.174	15.00	14.9169	.08314
75	-.327	15.00	15.1562	-.15616
76	-.985	14.00	14.4704	-.47041
77	.608	15.00	14.7097	.29030
78	-2.238	13.00	14.0690	-1.06899
79	-2.739	13.00	14.3083	-1.30829
80	1.041	15.00	14.5025	.49746
81	1.109	15.00	14.4704	.52959
82	-1.052	14.00	14.5025	-.50254
83	.723	14.00	13.6547	.34532
84	-1.486	14.00	14.7097	-.70970
85	.608	15.00	14.7097	.29030
86	-.645	14.00	14.3083	-.30829
87	-1.831	13.00	13.8747	-.87474
88	-.964	13.00	13.4604	-.46042
89	1.041	15.00	14.5025	.49746
90	-.578	14.00	14.2762	-.27615
91	-.578	14.00	14.2762	-.27615
92	1.109	15.00	14.4704	.52959
93	-2.238	13.00	14.0690	-1.06899
94	-.897	13.00	13.4283	-.42829
95	-.327	15.00	15.1562	-.15616
96	.107	15.00	14.9490	.05100
97	-.551	14.00	14.2632	-.26325
98	.289	14.00	13.8618	.13816
99	.289	14.00	13.8618	.13816
100	1.949	15.00	14.0690	.93101

a. Dependent Variable: KeputusanPembelian

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13.0590	15.5576	14.2000	.55138	100
Std. Predicted Value	-2.069	2.462	.000	1.000	100
Standard Error of Predicted Value	.058	.158	.093	.023	100
Adjusted Predicted Value	12.9801	15.6026	14.1978	.55590	100
Residual	-1.30829	.94099	.00000	.47035	100
Std. Residual	-2.739	1.970	.000	.985	100
Stud. Residual	-2.765	2.051	.002	1.005	100
Deleted Residual	-1.33347	1.01993	.00222	.48992	100
Stud. Deleted Residual	-2.867	2.087	.001	1.015	100
Mahal. Distance	.491	9.899	2.970	1.992	100
Cook's Distance	.000	.088	.010	.017	100
Centered Leverage Value	.005	.100	.030	.020	100

a. Dependent Variable: Keputusan Pembelian

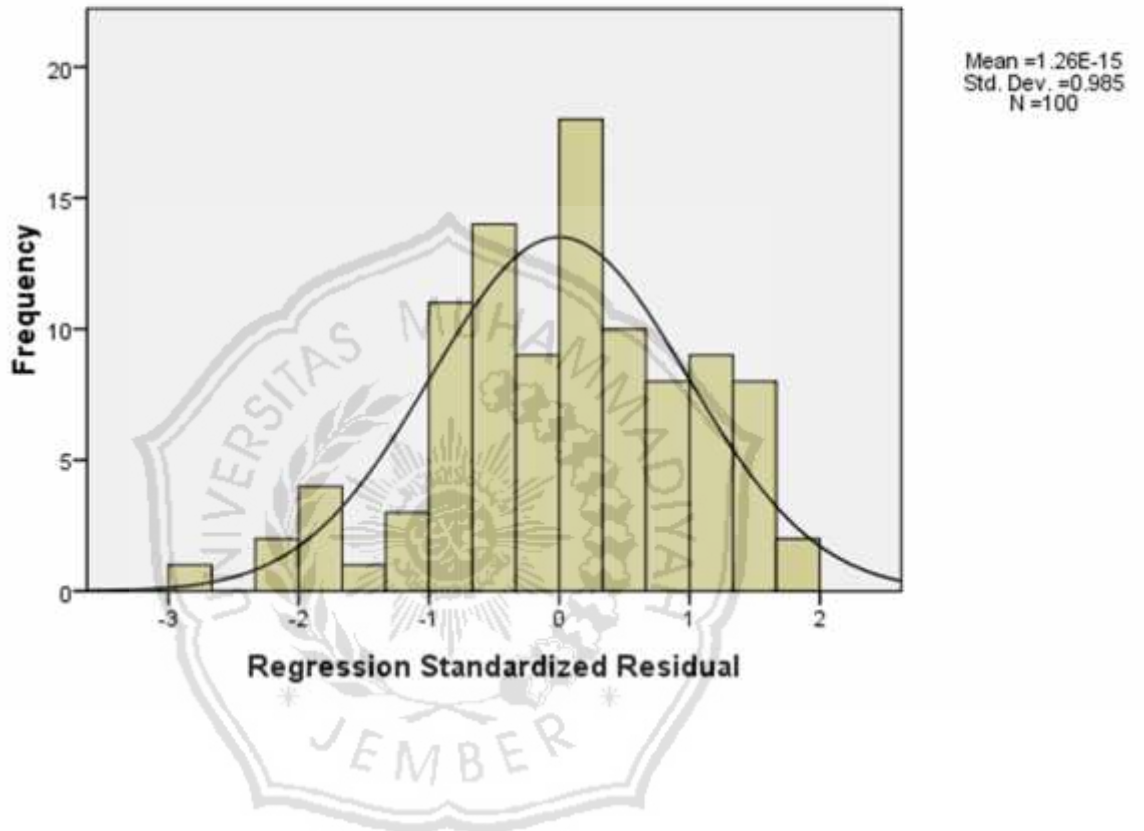
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SAVE OUTFILE='D:\arum New\HASIL SKRIPSI.sav'
/COMPRESSED.
NPAR TESTS
/K-S(NORMAL)=KUALITASPRODUK HARGA PROMOSI KEPUTUSANPEMBELIAN
/MISSING ANALYSIS.
    
```

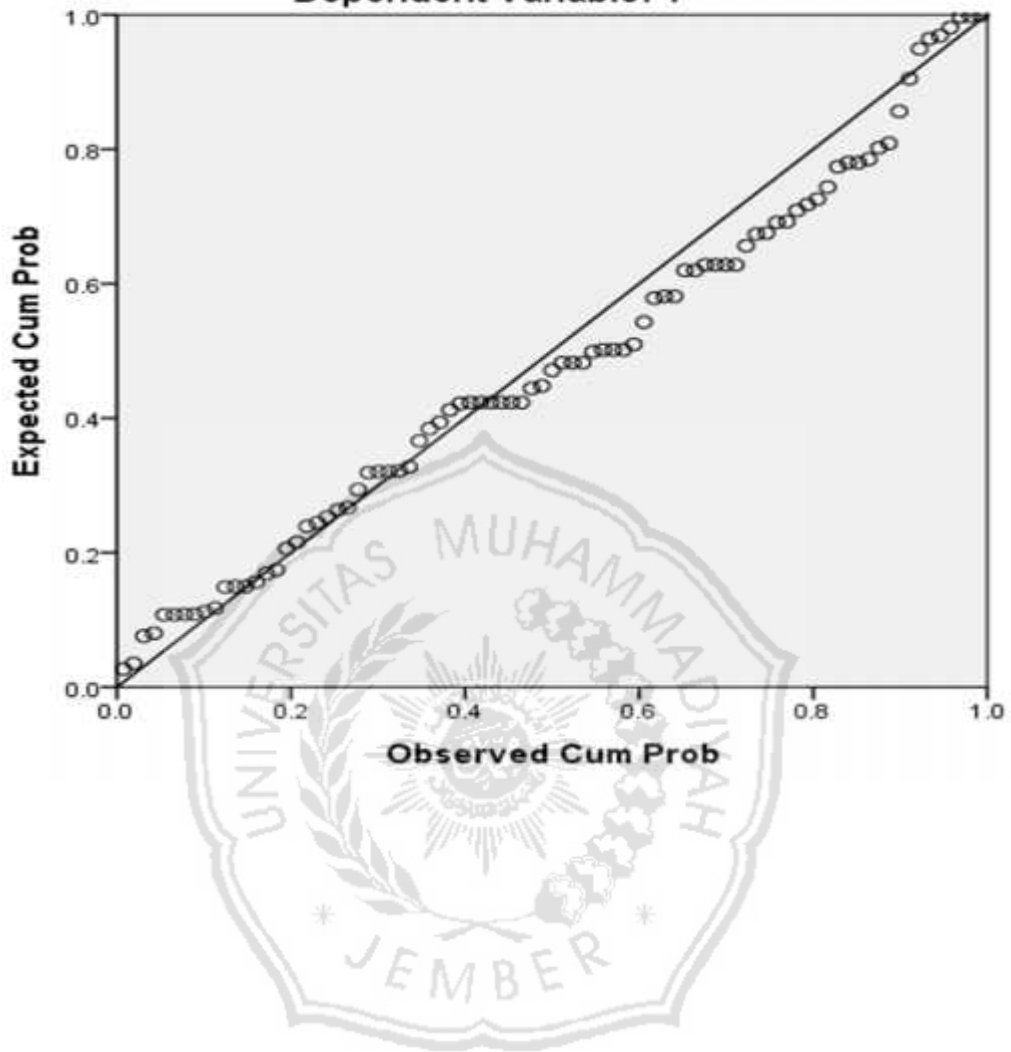
## Charts

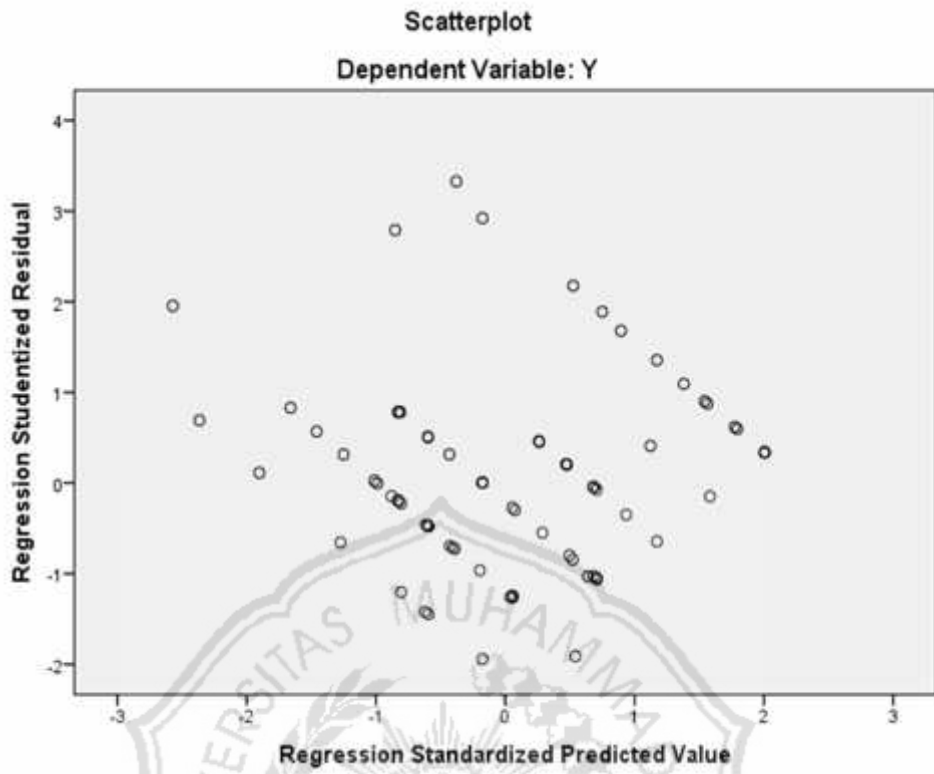
## Histogram

Dependent Variable: KeputusanPembelian



Normal P-P Plot of Regression Standardized Residual  
Dependent Variable: Y



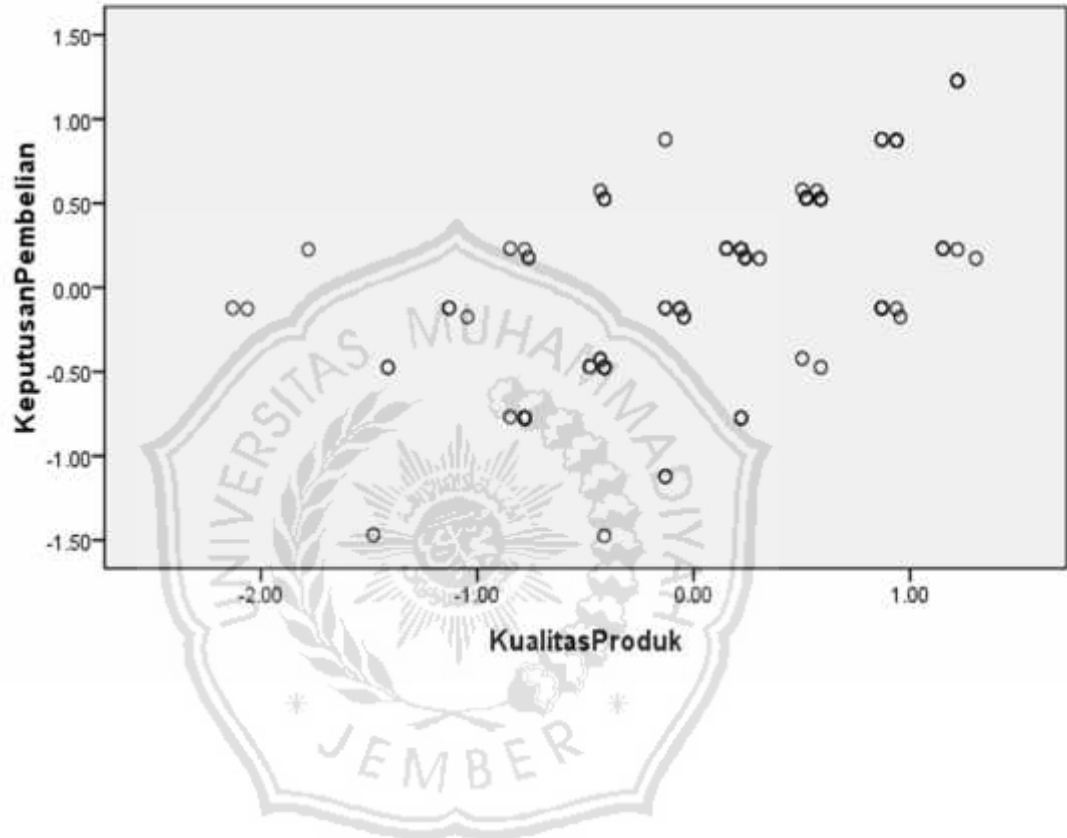


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/COMPRESSED.

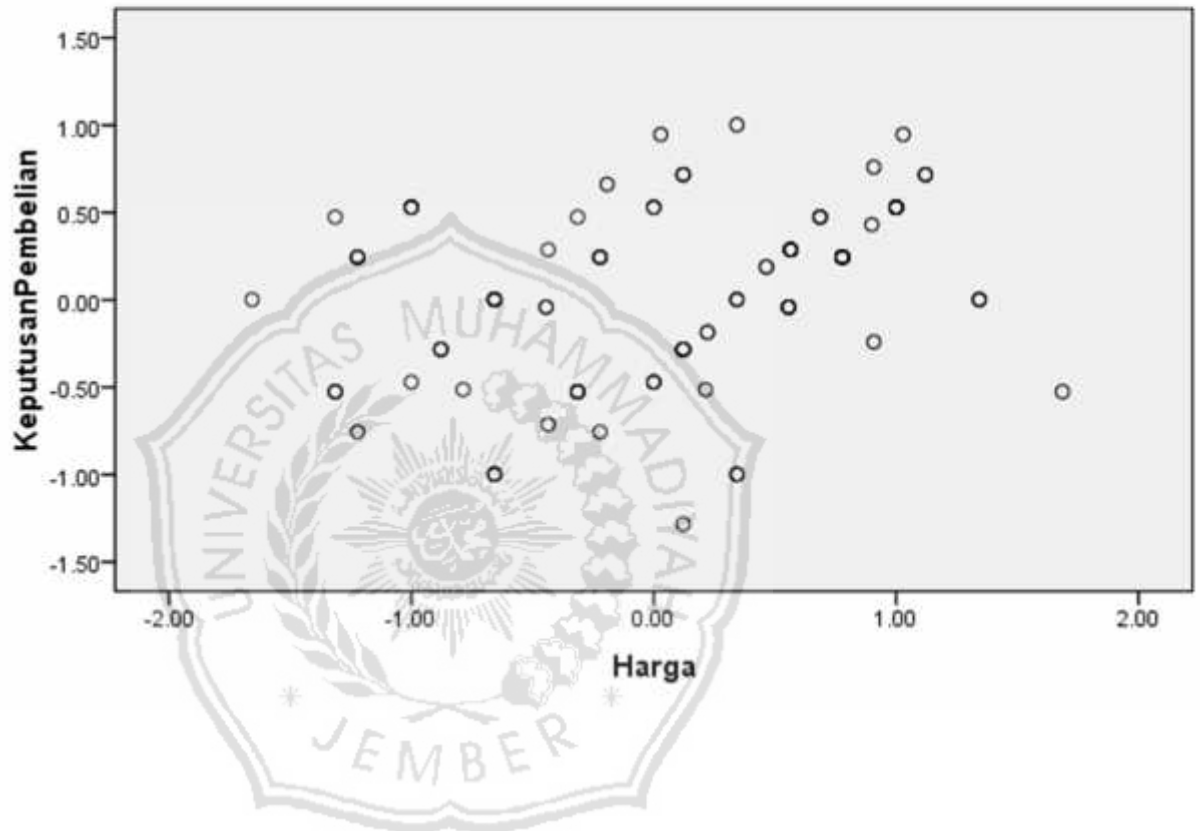
### Partial Regression Plot

Dependent Variable: KeputusanPembelian



## Partial Regression Plot

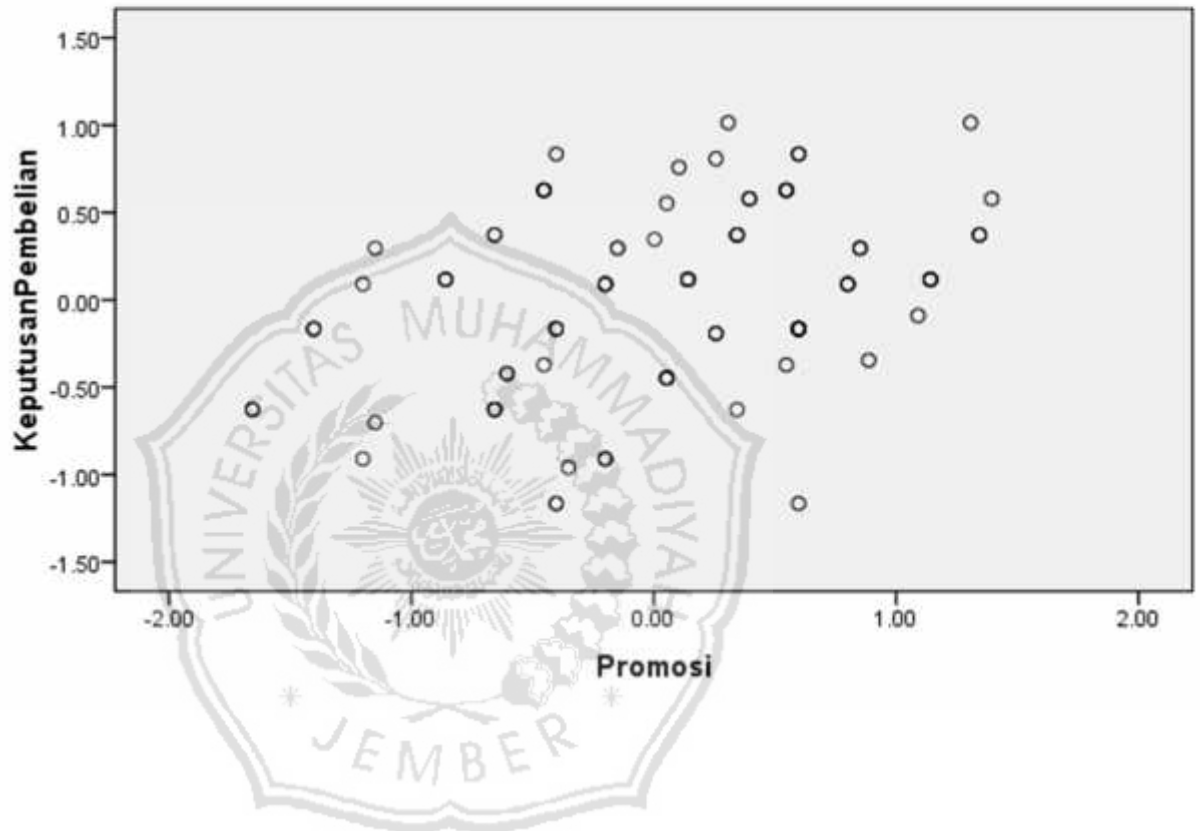
Dependent Variable: KeputusanPembelian





## Partial Regression Plot

Dependent Variable: KeputusanPembelian



## NPar Tests

[DataSet0] D:\arum New\HASIL SKRIPSI.sav

### One-Sample Kolmogorov-Smirnov Test

		KUALITAS PRODUK	HARGA	PROMOSI	KEPUTUSAN PEMBELIAN
N		100	100	100	100
Normal Parameters <sup>a</sup>	Mean	12.2800	12.8100	13.3100	14.1800
	Std. Deviation	.86550	.83720	.82505	.74373
Most Extreme Differences	Absolute	.227	.250	.279	.245
	Positive	.197	.200	.171	.216
	Negative	-.227	-.250	-.279	-.245
Kolmogorov-Smirnov Z		2.273	2.498	2.785	2.449
Asymp. Sig. (2-tailed)		.000	.000	.000	.000
a. Test distribution is Normal.					

## **LAMPIRAN 8:**

**Tabel r, dan t**



**Tabel r product Moment (Sig = 0,05)**

df	r	df	r	Df	R	df	r	df	r
1	0.9969	26	0.3739	51	0.2706	76	0.2227	101	0.1946
2	0.9500	27	0.3673	52	0.2681	77	0.2213	102	0.1940
3	0.8783	28	0.3610	53	0.2656	78	0.2199	103	0.1933
4	0.8114	29	0.3550	54	0.2632	79	0.2165	104	0.1926
5	0.7545	30	0.3494	55	0.2609	80	0.2162	105	0.1925
6	0.7067	31	0.3440	56	0.2586	81	0.2159	106	0.1917
7	0.6664	32	0.3388	57	0.2564	82	0.2146	107	0.1914
8	0.6319	33	0.3388	58	0.2542	83	0.2133	108	0.1919
9	0.6021	34	0.3291	59	0.2521	84	0.2120	109	0.1911
10	0.5760	35	0.3246	60	0.2500	85	0.2108	110	0.1910
11	0.5529	36	0.3202	61	0.2480	86	0.2096	111	0.1909
12	0.5324	37	0.3160	62	0.2461	87	0.2084	112	0.1904
13	0.5140	38	0.3120	63	0.2441	88	0.2072	113	0.1900
14	0.4973	39	0.3081	64	0.2423	89	0.2061	114	0.1883
15	0.4821	40	0.3044	65	0.2404	90	0.2050	115	0.1881
16	0.4683	41	0.3008	66	0.2387	91	0.2039	116	0.1878
17	0.4555	42	0.2973	67	0.2369	92	0.2028	117	0.1875
18	0.4438	43	0.2940	68	0.2352	93	0.2017	118	0.1868
19	0.4329	44	0.2907	69	0.2335	94	0.2006	119	0.1859
20	0.4227	45	0.2876	70	0.2319	95	0.1996	120	0.1857
21	0.4132	46	0.2845	71	0.2303	96	0.1986	121	0.1852
22	0.4044	47	0.2816	72	0.2287	97	0.1975	122	0.1844
23	0.3961	48	0.2787	73	0.2272	98	0.1966	123	0.1841
24	0.3882	49	0.2759	74	0.2257	99	0.1956	124	0.1832
25	0.3809	50	0.2732	75	0.2242	100	0.1946	125	0.1829

<b>Tabel Distribusi t</b>			
<b>Df</b>	<b>0,1</b>	<b>0,05</b>	<b>0,025</b>
1	3.0777	6.3138	12.7062
2	1.8856	2.9200	4.3027
3	1.6377	2.3534	3.1824
4	1.5332	2.1318	2.7764
5	1.4759	2.0150	2.5706
6	1.4398	1.9432	2.4469
7	1.4149	1.8946	2.3646
8	1.3968	1.8595	2.3060
9	1.3830	1.8331	2.2622
10	1.3722	1.8125	2.2281
11	1.3634	1.7959	2.2010
12	1.3562	1.7823	2.1788
13	1.3502	1.7709	2.1604
14	1.3450	1.7613	2.1448
15	1.3406	1.7531	2.1314
16	1.3368	1.7459	2.1199
17	1.3334	1.7396	2.1098
18	1.3304	1.7341	2.1009
19	1.3277	1.7291	2.0930
20	1.3253	1.7247	2.0860
21	1.3232	1.7207	2.0796
22	1.3212	1.7171	2.0739
23	1.3195	1.7139	2.0687
24	1.3178	1.7109	2.0639
25	1.3163	1.7081	2.0595
26	1.3150	1.7056	2.0555
27	1.3137	1.7033	2.0518
28	1.3125	1.7011	2.0484
29	1.3114	1.6991	2.0452
30	1.3104	1.6973	2.0423
31	1.3095	1.6955	2.0395
32	1.3086	1.6939	2.0369
33	1.3077	1.6924	2.0345
34	1.3070	1.6909	2.0322
35	1.3062	1.6896	2.0301
36	1.3055	1.6883	2.0281
37	1.3049	1.6871	2.0262
38	1.3042	1.6860	2.0244
39	1.3036	1.6849	2.0227
40	1.3031	1.6839	2.0211
41	1.3025	1.6829	2.0195
42	1.3020	1.6820	2.0181
43	1.3016	1.6811	2.0167
44	1.3011	1.6802	2.0154

45	1.3006	1.6794	2.0141
46	1.3002	1.6787	2.0129
47	1.2998	1.6779	2.0117
48	1.2994	1.6772	2.0106
49	1.2991	1.6766	2.0096
50	1.2987	1.6759	2.0086
51	1.2984	1.6753	2.0076
52	1.2980	1.6747	2.0066
53	1.2977	1.6741	2.0057
54	1.2974	1.6736	2.0049
55	1.2971	1.6730	2.0040
56	1.2969	1.6725	2.0032
57	1.2966	1.6720	2.0025
58	1.2963	1.6716	2.0017
59	1.2961	1.6711	2.0010
60	1.2958	1.6706	2.0003
61	1.2956	1.6702	1.9996
62	1.2954	1.6698	1.9990
63	1.2951	1.6694	1.9983
64	1.2949	1.6690	1.9977
65	1.2947	1.6686	1.9971
66	1.2945	1.6683	1.9966
67	1.2943	1.6679	1.9960
68	1.2941	1.6676	1.9955
69	1.2939	1.6672	1.9949
70	1.2938	1.6669	1.9944
71	1.2936	1.6666	1.9939
72	1.2934	1.6663	1.9935
73	1.2933	1.6660	1.9930
74	1.2931	1.6657	1.9925
75	1.2929	1.6654	1.9921
76	1.2928	1.6652	1.9917
77	1.2926	1.6649	1.9913
78	1.2925	1.6646	1.9908
79	1.2924	1.6644	1.9905
80	1.2922	1.6641	1.9901
81	1.2921	1.6639	1.9897
82	1.2920	1.6636	1.9893
83	1.2918	1.6634	1.9890
84	1.2917	1.6632	1.9886
85	1.2916	1.6630	1.9883
86	1.2915	1.6628	1.9879
87	1.2914	1.6626	1.9876
88	1.2912	1.6624	1.9873
89	1.2911	1.6622	1.987
90	1.291	1.662	1.9867
91	1.2909	1.6618	1.9864
92	1.2908	1.6616	1.9861

93	1.2907	1.6614	1.9858
94	1.2906	1.6612	1.9855
95	1.2905	1.6611	1.9853
96	1.2904	1.6609	1.985
97	1.2903	1.6607	1.9847
98	1.2902	1.6606	1.9845
99	1.2902	1.6604	1.9842
100	1.2901	1.6602	1.984
120	1.2889	1.6600	1.974



**LAMPIRAN 9:**  
**Surat Pernyataan Penelitian**





**LAMPIRAN 10**  
**DOKUMENTASI**



**LAMPIRAN 11:**  
**Jurnal Penelitian Terdahulu**

