

NO	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4	X2	X3.1	X3.2	X3.3	X3.4	X3	Y.1	Y.2	Y.3	Y.4	Y
1	5	3	5	3	4.000	4	4	4	4	4.000	5	5	5	5	5.000	4	4	5	4	4.250
2	4	3	3	3	3.250	4	4	4	4	4.000	4	4	4	4	4.000	4	4	4	4	4.000
3	5	3	3	5	4.000	4	4	4	4	4.000	4	4	4	4	4.000	4	4	4	4	4.000
4	4	3	3	3	3.250	5	5	5	5	5.000	4	4	4	4	4.000	4	4	4	4	4.000
5	4	3	3	3	3.250	5	5	5	5	5.000	4	3	3	3	3.250	4	4	4	4	4.000
6	4	4	4	4	4.000	3	4	4	4	3.750	4	4	3	3	3.500	4	3	4	4	3.750
7	5	4	4	4	4.250	4	4	3	4	3.750	5	5	5	5	5.000	4	4	4	4	4.000
8	4	4	4	5	4.250	5	4	4	4	4.250	5	4	3	4	4.000	4	4	5	5	4.500
9	5	4	4	4	4.250	4	4	4	4	4.000	2	3	3	4	3.000	4	4	4	4	4.000
10	4	4	4	5	4.250	4	4	4	4	4.000	4	3	4	4	3.750	4	3	4	4	3.750
11	4	4	4	4	4.000	4	4	4	4	4.000	4	4	4	4	4.000	4	4	4	4	4.000
12	4	4	4	5	4.250	4	4	3	4	3.750	4	5	4	4	4.250	3	3	4	4	3.500
13	5	4	4	4	4.250	4	5	4	4	4.250	4	4	4	4	4.000	4	4	4	4	4.000
14	4	4	4	4	4.000	4	4	4	4	4.000	4	4	4	4	4.000	4	4	4	4	4.000
15	4	4	4	3	3.750	5	4	4	5	4.500	5	4	5	5	4.750	4	4	5	5	4.500
16	4	4	4	3	3.750	5	5	4	4	4.500	4	4	4	4	4.000	5	4	4	4	4.250
17	4	4	4	4	4.000	4	4	4	4	4.000	4	4	4	5	4.250	4	4	4	4	4.000
18	4	4	4	4	4.000	4	3	4	4	3.750	5	4	4	4	4.250	4	4	4	4	4.000
19	4	4	4	5	3.750	5	4	4	4	4.250	5	4	3	4	4.000	4	4	4	4	4.000
20	5	4	4	4	4.250	5	4	4	4	4.250	4	4	4	5	4.250	4	4	4	5	4.250
21	4	4	4	4	4.000	4	4	4	5	4.250	5	5	4	4	4.000	4	4	4	4	4.000
22	4	4	4	4	4.000	4	4	4	4	4.000	4	4	4	3	3.750	4	4	4	4	4.000
23	3	4	5	5	4.250	4	4	4	4	4.000	5	4	4	4	4.250	5	4	4	4	4.250
24	5	4	4	4	4.250	4	4	4	3	3.750	5	4	4	4	4.250	5	4	4	4	4.250
25	4	4	4	4	4.000	5	4	4	4	4.250	4	4	4	3	3.750	4	4	4	4	4.000
26	4	4	4	4	4.000	5	5	5	5	5.000	4	4	4	4	4.000	3	4	4	5	4.000
27	5	4	4	4	4.250	4	4	4	4	4.000	4	4	4	4	4.000	4	4	4	4	4.000
28	4	4	4	5	4.250	5	5	5	5	5.000	4	4	4	3	3.750	4	4	4	5	4.250
29	4	4	4	4	4.000	5	5	5	5	5.000	4	4	4	4	4.000	4	4	4	4	4.000
30	4	4	4	4	4.000	4	4	4	4	4.000	4	4	4	3	3.750	4	4	4	4	4.000
31	5	5	4	4	4.500	4	5	4	5	4.500	4	4	4	4	4.000	4	5	4	4	4.250
32	5	5	5	5	5.000	4	4	3	4	3.750	4	4	4	4	4.000	4	4	4	4	4.000
33	5	5	4	4	4.500	4	5	4	5	4.500	4	4	4	4	4.000	4	5	4	4	4.250
34	5	5	5	5	5.000	4	4	3	4	3.750	4	4	4	4	4.000	4	4	4	4	4.000
35	4	5	4	5	4.500	4	4	3	4	3.750	4	3	4	4	3.750	5	4	5	4	4.500
36	5	5	5	5	5.000	4	4	4	4	4.000	4	3	4	4	3.750	4	4	5	4	4.250
37	5	5	5	4	4.750	4	4	4	4	4.000	4	4	3	5	4.500	4	4	5	5	4.500
38	2	5	5	5	4.250	4	4	3	4	3.750	4	4	4	4	4.000	4	4	3	4	3.750
39	4	5	5	4	4.500	4	5	4	4	4.250	5	5	5	5	5.000	4	4	5	4	4.250
40	5	5	4	4	4.500	5	4	5	5	4.750	4	5	4	4	4.250	5	4	5	5	4.750







LAMPIRAN 1

Pengantar Kuesioner





KUISIONER PENELITIAN

Kepada Yth,

Bapak/Ibu/Saudara/i

Pelanggan C'Bezt Fried Chicken Tegal Besar Jember

Dengan Hormat,

Dalam rangka melaksanakan tugas skripsi di Fakultas Ekonomi Manajemen Universitas Muhammadiyah Jember, peneliti bermaksud mengadakan penelitian untuk menyusun skripsi yang berjudul “PENGARUH PRODUK, PROMOSI DAN FASILITAS TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN (C'Bezt Fried Chicken Tegal besar Jember)”.

Berkenaan dengan penelitian tersebut, dengan segenap kerendahan hati, peneliti mengharap peran serta dan bantuan Bapak/Ibu untuk menjawab kuesioner yang telah tersusun dalam lembar daftar dengan sejujurnya. Keterangan yang Bapak/Ibu berikan akan dijamin kerahasiaannya dan hanya digunakan untuk kepentingan akademik untuk memberikan originalitas data dari penelitian ini.

Akhir atas bantuan dan partisipasi yang Bapak/Ibu berikan dalam mengisi kuesioner, peneliti mengucapkan terima kasih.

Hormat saya,

Fiera Retno Hastuti



LAMPIRAN 2
Identitas Responden

Petunjuk Pengisian

Berilah penilaian sejujurnya dalam pengisian kuesioner ini dengan mengisi jawaban dan memberikan tanda () pada salah satu jawaban yang tersedia.

a. Data Responden

1. Umur : 17 - 25 26 - 35 36 - 45
 > 46
2. Jenis Kelamin : Laki-laki Perempuan
3. Pekerjaan : Wirausaha Karyawan
 Pelajar/mahasiswa
4. Pembelian : Lebih dari 3x

b. Pertanyaan

Isilah tabel di bawah ini sesuai dengan kondisi yang sebenarnya dengan memberikan tanda () pada salah satu jawaban.

Keterangan:

SS = Sangat Setuju

S = Setuju

KS = Kurang Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju



LAMPIRAN 3
Pengisian Kuesioner

1. PRODUK

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1	<i>C'Bezt Fried Chicken</i> menjual produk yang mempunyai rasa yang enak					
2	<i>C'Bezt Fried Chicken</i> memiliki produk yang terbuat dari bahan baku yang berkualitas					
3	<i>C'Bezt Fried Chicken</i> merupakan produk yang higienis					
4	<i>C'Bezt Fried Chicken</i> mempunyai berbagai macam variasi produk					

Keterangan:

Berilah tanda cek list () pada jawaban yang dipilih.

1. Bila pendapat anda sangat setuju (SS)
2. Bila pendapat anda setuju (S)
3. Bila kurang setuju (KS)
4. Bila tidak setuju (TS)
5. Bila sangat tidak setuju (STS)

2. PROMOSI

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1	<i>C'Bezt Fried Chicken</i> melakukan promosi dengan menyebar brosur, media sosial					
2	<i>C'Bezt Fried Chicken</i> mengadakan senam bersama, lomba mewarnai untuk anak-anak TK, <i>cooking class</i> secara rutin dan acara pada hari-hari khusus					
3	<i>C'Bezt Fried Chicken</i> memberikan beberapa pilihan paket hemat seperti paket puas, paket ulang tahun, dll					
4	<i>C'Bezt Fried Chicken</i> memberikan layanan free ongkir khusus area Tegal Besar					

Keterangan:

Berilah tanda cek list () pada jawaban yang dipilih.

1. Bila pendapat anda sangat setuju (SS)
2. Bila pendapat anda setuju (S)
3. Bila kurang setuju (KS)
4. Bila tidak setuju (TS)
5. Bila sangat tidak setuju (STS)

3. FASILITAS

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1	<i>C'Bezt Fried Chicken</i> memiliki Area parkir yang lancar dan memadai untuk parkir roda dua maupun roda empat					
2	<i>C'Bezt Fried Chicken</i> memiliki fasilitas untuk anak (aneka permainan) yang nyaman.					
3	<i>C'Bezt Fried Chicken</i> memiliki tempat makan di bersih dan rapi					
4	<i>C'Bezt Fried Chicken</i> memiliki fasilitas wafi yang memadai					

Keterangan:

Berilah tanda chek list () pada jawaban yang dipilih.

1. Bila pendapat anda sangat setuju (SS)
2. Bila pendapat anda setuju (S)
3. Bila kurang setuju (KS)
4. Bila tidak setuju (TS)
5. Bila sangat tidak setuju (STS)

4. Keputusan Pembelian (Y)

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1	Saya membeli <i>C'Bezt Fried Chicken</i> Tegal Besar atas keinginan sendiri.					
2	Saya langsung membeli di <i>C'Bezt Fried Chicken</i> Tegal Besar ketika ingin makan <i>Fried Chicken</i> .					
3	Lebih enak <i>Fried Chicken</i> di <i>C'Bezt Fried Chicken</i> Tegal Besar daripada yang lain.					
4	Saya bersedia menunggu untuk mendapatkan <i>Fried Chicken</i> yang ada di <i>C'Bezt Fried Chicken</i> Tegal Besar.					

Keterangan:

Berilah tanda cek list () pada jawaban yang dipilih.

6. Bila pendapat anda sangat setuju (SS)
7. Bila pendapat anda setuju (S)
8. Bila kurang setuju (KS)
9. Bila tidak setuju (TS)
10. Bila sangat tidak setuju (STS)



LAMPIRAN 4
Rekapitulasi Kuesioner



LAMPIRAN 5
Frekuensi Pernyataan
Responden

Frekuensi Pernyataan Responden

1. Produk

Statistics

		x1.1	x1.2	x1.3	x1.4	x1
N	Valid	40	40	40	40	40
	Missing	0	0	0	0	0

Produk 1

		Frequency	Percent	Valid Percent	Cumulative Percent
2		1	2.5	2.5	2.5
3		1	2.5	2.5	5.0
Valid 4		23	57.5	57.5	62.5
5		15	37.5	37.5	100.0
Total		40	100.0	100.0	

Produk 2

		Frequency	Percent	Valid Percent	Cumulative Percent
3		5	12.5	12.5	12.5
Valid 4		25	62.5	62.5	75.0
5		10	25.0	25.0	100.0
Total		40	100.0	100.0	

Produk 3

		Frequency	Percent	Valid Percent	Cumulative Percent
3		4	10.0	10.0	10.0
Valid 4		28	70.0	70.0	80.0
5		8	20.0	20.0	100.0
Total		40	100.0	100.0	

Produk 4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	17.5	17.5	17.5
Valid 4	22	55.0	55.0	72.5
Valid 5	11	27.5	27.5	100.0
Total	40	100.0	100.0	

2. Promosi

Statistics

		x2.1	x2.2	x2.3	x2.4	x2
N	Valid	40	40	40	40	40
	Missing	0	0	0	0	0

Promosi 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	1	2.5	2.5	2.5
Valid 4	27	67.5	67.5	70.0
Valid 5	12	30.0	30.0	100.0
Total	40	100.0	100.0	

Promosi 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	1	2.5	2.5	2.5
Valid 4	29	72.5	72.5	75.0
Valid 5	10	25.0	25.0	100.0
Total	40	100.0	100.0	

Promosi 3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	6	15.0	15.0	15.0
Valid 4	28	70.0	70.0	85.0
Valid 5	6	15.0	15.0	100.0
Total	40	100.0	100.0	

Promosi 4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	1	2.5	2.5	2.5
Valid 4	29	72.5	72.5	75.0
Valid 5	10	25.0	25.0	100.0
Total	40	100.0	100.0	

3. Fasilitas

Statistics

	x3.1	x3.2	x3.3	x3.4	x3
N Valid	40	40	40	40	40
Missing	0	0	0	0	0

Fasilitas 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	2.5	2.5	2.5
Valid 4	29	72.5	72.5	75.0
Valid 5	10	25.0	25.0	100.0
Total	40	100.0	100.0	

Fasilitas 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	5	12.5	12.5	12.5
Valid 4	29	72.5	72.5	85.0
Valid 5	6	15.0	15.0	100.0
Total	40	100.0	100.0	

Fasilitas 3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	5	12.5	12.5	12.5
Valid 4	30	75.0	75.0	87.5
Valid 5	5	12.5	12.5	100.0
Total	40	100.0	100.0	

Fasilitas 4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	2.5	2.5	2.5
Valid 3	6	15.0	15.0	17.5
Valid 4	26	65.0	65.0	82.5
Valid 5	7	17.5	17.5	100.0
Total	40	100.0	100.0	

4. Keputusan Pembelian

Statistics

		y1	y2	y3	y4	y
N	Valid	40	40	40	40	40
	Missing	0	0	0	0	0

Keputusan Pembelian 1

	Frequency	Percent	Valid Percent	Cumulative Percent
3	2	5.0	5.0	5.0
Valid 4	33	82.5	82.5	87.5
5	5	12.5	12.5	100.0
Total	40	100.0	100.0	

Keputusan Pembelian 2

	Frequency	Percent	Valid Percent	Cumulative Percent
3	3	7.5	7.5	7.5
Valid 4	35	87.5	87.5	95.0
5	2	5.0	5.0	100.0
Total	40	100.0	100.0	

Keputusan Pembelian 3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	1	2.5	2.5	2.5
Valid 4	31	77.5	77.5	80.0
5	8	20.0	20.0	100.0
Total	40	100.0	100.0	

Keputusan Pembelian 4

	Frequency	Percent	Valid Percent	Cumulative Percent
4	33	82.5	82.5	82.5
Valid 5	7	17.5	17.5	100.0
Total	40	100.0	100.0	

LAMPIRAN 6

Hasil Uji Validitas



UJI VALIDITAS

1. Produk

CORRELATIONS

/VARIABLES=x1.1 x1.2 x1.3 x1.4 x1

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		x1.1	x1.2	x1.3	x1.4	x1
x1.1	Pearson Correlation	1	.098	-.015	-.071	.401 [*]
	Sig. (2-tailed)		.549	.929	.665	.010
	N	40	40	40	40	40
x1.2	Pearson Correlation	.098	1	.658 ^{**}	.472 ^{**}	.827 ^{**}
	Sig. (2-tailed)	.549		.000	.002	.000
	N	40	40	40	40	40
x1.3	Pearson Correlation	-.015	.658 ^{**}	1	.392 [*]	.736 ^{**}
	Sig. (2-tailed)	.929	.000		.012	.000
	N	40	40	40	40	40
x1.4	Pearson Correlation	-.071	.472 ^{**}	.392 [*]	1	.692 ^{**}
	Sig. (2-tailed)	.665	.002	.012		.000
	N	40	40	40	40	40
x1	Pearson Correlation	.401 [*]	.827 ^{**}	.736 ^{**}	.692 ^{**}	1
	Sig. (2-tailed)	.010	.000	.000	.000	
	N	40	40	40	40	40

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

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

2. Promosi

CORRELATIONS

/VARIABLES=x2.1 x2.2 x2.3 x2.4 x2

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

		x2.1	x2.2	x2.3	x2.4	x2
x2.1	Pearson Correlation	1	.373*	.548**	.478**	.761**
	Sig. (2-tailed)		.018	.000	.002	.000
	N	40	40	40	40	40
x2.2	Pearson Correlation	.373*	1	.482**	.554**	.750**
	Sig. (2-tailed)	.018		.002	.000	.000
	N	40	40	40	40	40
x2.3	Pearson Correlation	.548**	.482**	1	.578**	.837**
	Sig. (2-tailed)	.000	.002		.000	.000
	N	40	40	40	40	40
x2.4	Pearson Correlation	.478**	.554**	.578**	1	.817**
	Sig. (2-tailed)	.002	.000	.000		.000
	N	40	40	40	40	40
x2	Pearson Correlation	.761**	.750**	.837**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

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

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

3. Fasilitas

CORRELATIONS

/VARIABLES=x3.1 x3.2 x3.3 x3.4 x3

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

		Correlations				
		x3.1	x3.2	x3.3	x3.4	x3
x3.1	Pearson Correlation	1	.497**	.359*	.152	.685**
	Sig. (2-tailed)		.001	.023	.350	.000
	N	40	40	40	40	40
x3.2	Pearson Correlation	.497**	1	.477**	.148	.710**
	Sig. (2-tailed)	.001		.002	.361	.000
	N	40	40	40	40	40
x3.3	Pearson Correlation	.359*	.477**	1	.537**	.813**
	Sig. (2-tailed)	.023	.002		.000	.000
	N	40	40	40	40	40
x3.4	Pearson Correlation	.152	.148	.537**	1	.676**
	Sig. (2-tailed)	.350	.361	.000		.000
	N	40	40	40	40	40
x3	Pearson Correlation	.685**	.710**	.813**	.676**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

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

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

4. Keputusan Pembelian

CORRELATIONS

/VARIABLES=y1 y2 y3 y4 y
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations

		y1	y2	y3	y4	y
y1	Pearson Correlation	1	.185	.203	-.084	.567**
	Sig. (2-tailed)		.253	.208	.607	.000
	N	40	40	40	40	40
y2	Pearson Correlation	.185	1	.028	.033	.481**
	Sig. (2-tailed)	.253		.863	.841	.002
	N	40	40	40	40	40
y3	Pearson Correlation	.203	.028	1	.414**	.733**
	Sig. (2-tailed)	.208	.863		.008	.000
	N	40	40	40	40	40
y4	Pearson Correlation	-.084	.033	.414**	1	.572**
	Sig. (2-tailed)	.607	.841	.008		.000
	N	40	40	40	40	40
Y	Pearson Correlation	.567**	.481**	.733**	.572**	1
	Sig. (2-tailed)	.000	.002	.000	.000	
	N	40	40	40	40	40

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

LAMPIRAN 7

Hasil Uji Reliabilitas



UJI RELIABILITAS

1. Produk

RELIABILITY

/VARIABLES=x1.1 x1.2 x1.3 x1.4 x1
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.736	5

2. Promosi

RELIABILITY

/VARIABLES=x2.1 x2.2 x2.3 x2.4 x2
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.881	5

3. Fasilitas

RELIABILITY

/VARIABLES=x3.1 x3.2 x3.3 x3.4 x3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.807	5

4. Keputusan Pembelian

RELIABILITY

/VARIABLES=y1 y2 y3 y4 y
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.631	5

LAMPIRAN 8

Hasil Analisis Regresi Linear Berganda



IA=PIN(.05) POUT(.10)
 GIN
 DENT y
 DD=ENTER x1 x2 x3
 ERPLOT>(*ZPRED ,*SRESID)
 JALS HISTOGRAM(ZRESID) NORMPROB(ZRESID)
 ISE PLOT(ZRESID) ALL.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x3, x1, x2 ^b		Enter

a. Dependent Variable: y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.556 ^a	.309	.251	.206663	.309	5.365	3	36	.004

a. Predictors: (Constant), x3, x1, x2

b. Dependent Variable: y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.687	3	.229	5.365	.004 ^b
	Residual	1.538	36	.043		
	Total	2.225	39			

a. Dependent Variable: y

b. Predictors: (Constant), x3, x1, x2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	1.309	.698		1.875	.069					
x1	.223	.088	.380	2.531	.016	.247	.389	.351	.853	1.172

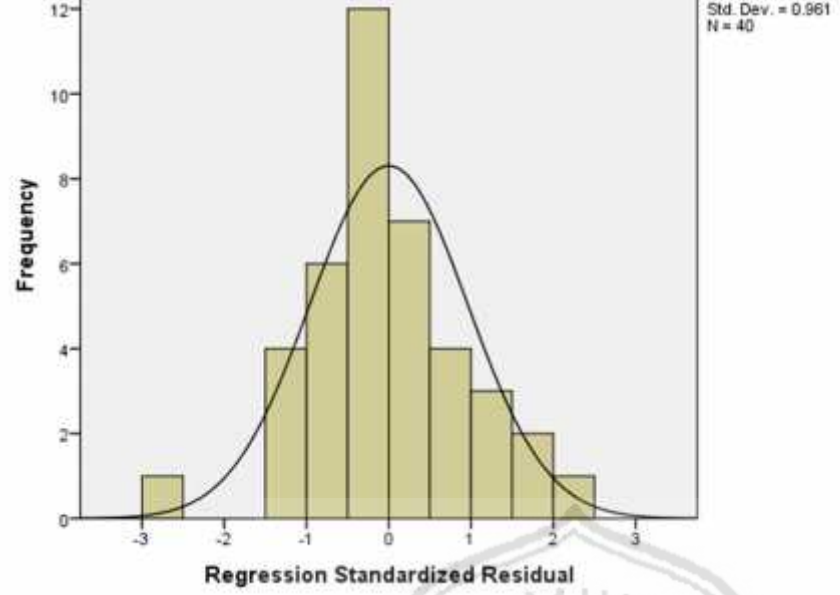
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	x1	x2	x3
1	1	3.977	1.000	.00	.00	.00	.00
	2	.013	17.586	.00	.21	.35	.05
	3	.008	22.222	.00	.30	.02	.77
	4	.002	49.634	1.00	.49	.63	.18

a. Dependent Variable: y

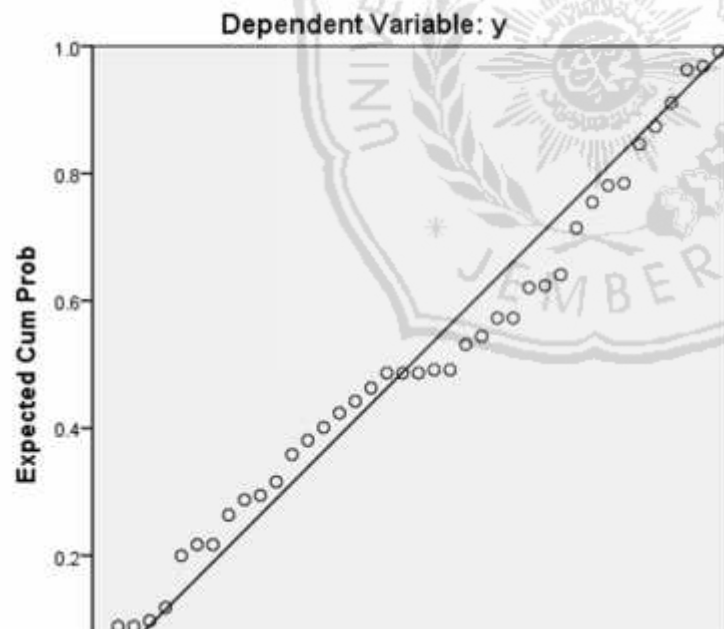
Residuals Statistics^a

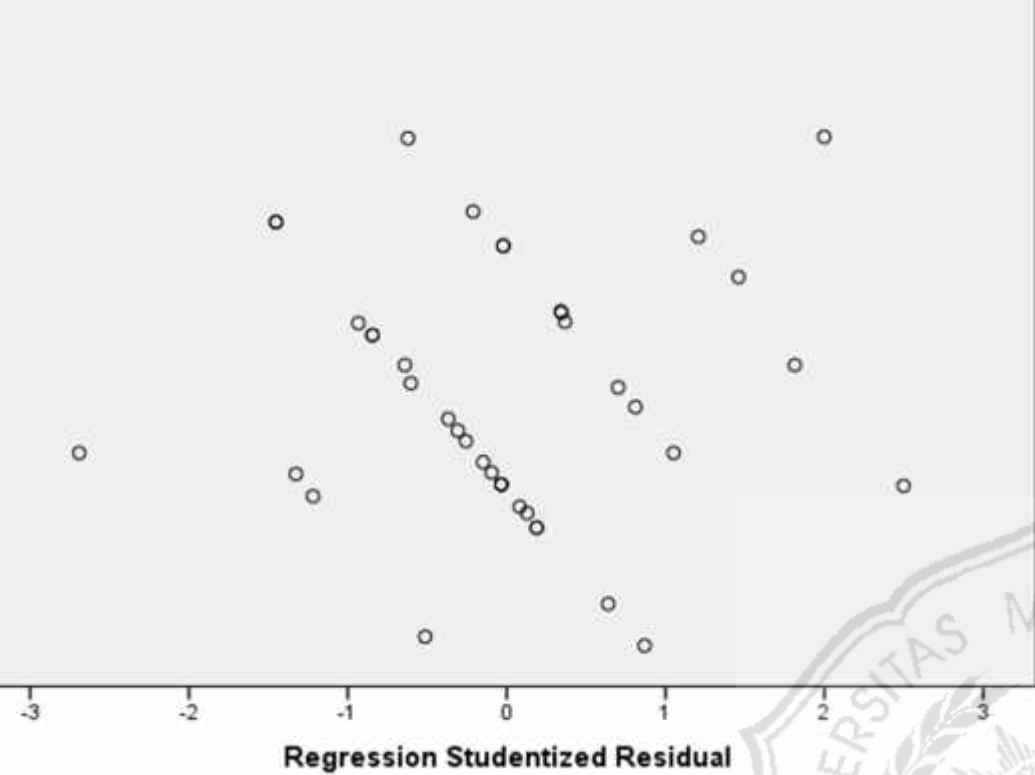
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.83977	4.36721	4.10000	.132767	40
Std. Predicted Value	-1.960	2.013	.000	1.000	40
Standard Error of Predicted Value	.035	.106	.062	.021	40
Adjusted Predicted Value	3.79930	4.39256	4.09992	.138105	40
Residual	-.539496	.494563	.000000	.198555	40
Std. Residual	-2.611	2.393	.000	.961	40
Stud. Residual	-2.692	2.499	.000	1.010	40
Deleted Residual	-.573519	.539117	.000083	.219885	40
Stud. Deleted Residual	-2.969	2.710	.002	1.054	40
Mahal. Distance	.148	9.225	2.925	2.536	40
Cook's Distance	.000	.164	.027	.041	40
Centered Leverage Value	.004	.237	.075	.065	40

a. Dependent Variable: y



Normal P-P Plot of Regression Standardized Residual







LAMPIRAN 9
Hasil Uji Linearitas

HASIL UJI LINEARITAS

1. Produk

MEANS TABLES=y BY x1
 /CELLS MEAN COUNT STDDEV
 /STATISTICS LINEARITY .

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
y * x1	40	100.0%	0	0.0%	40	100.0%

Report

x1	Mean	N	Std. Deviation
3.250	4.00000	3	.000000
3.750	4.25000	3	.250000
4.000	4.00000	13	.102062
4.250	4.04167	12	.278660
4.500	4.40000	5	.223607
4.750	4.50000	1	.
5.000	4.08333	3	.144338
Total	4.10000	40	.238854

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
y * x1	(Combined)	.879	6	.147	3.593	.008
	Between Groups	.136	1	.136	3.336	.077
	Linearity	.743	5	.149	3.644	.010
	Deviation from Linearity					
	Within Groups	1.346	33	.041		
	Total	2.225	39			

Measures of Association

	R	R Squared	Eta	Eta Squared
y * x1	.247	.061	.629	.395

2. Promosi

MEANS TABLES=y BY x2
 /CELLS MEAN COUNT STDDEV
 /STATISTICS LINEARITY.

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
y * x2	40	100.0%	0	0.0%	40	100.0%

Report

x2	Mean	N	Std. Deviation
3.750	3.97222	9	.291667
4.000	4.07143	14	.181568
4.250	4.14286	7	.196699
4.500	4.31250	4	.125000
4.750	4.75000	1	.
5.000	4.05000	5	.111803
Total	4.10000	40	.238854

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
y *	(Combined)	.787	5	.157	3.720	.009
	Between Groups					
	Linearity	.168	1	.168	3.975	.054
x2	Deviation from Linearity	.619	4	.155	3.657	.014
	Within Groups	1.438	34	.042		
	Total	2.225	39			

Measures of Association

	R	R Squared	Eta	Eta Squared
y * x2	.275	.076	.595	.354

3. Fasilitas

MEANS TABLES=y BY x3
 /CELLS MEAN COUNT STDDEV
 /STATISTICS LINEARITY.

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
y * x3	40	100.0%	0	0.0%	40	100.0%

Report

x3	Mean	N	Std. Deviation
3.000	4.00000	1	.
3.250	4.00000	1	.
3.500	3.75000	1	.
3.750	4.10714	7	.243975
4.000	4.05556	18	.161690
4.250	4.14286	7	.377964
4.500	4.50000	1	.
4.750	4.50000	1	.
5.000	4.16667	3	.144338
Total	4.10000	40	.238854

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
y * x3	(Combined)	.525	8	.066	1.196	.334
	Between Groups					
	Linearity	.193	1	.193	3.526	.070
	Deviation from Linearity	.331	7	.047	.863	.546
	Within Groups	1.700	31	.055		
	Total	2.225	39			

Measures of Association

	R	R Squared	Eta	Eta Squared
y * x3	.295	.087	.486	.236



LAMPIRAN 10

**Tabel r Product Moment,
Tabel Distribusi F, dan Tabel Distribusi t**

LAMPIRAN 11

DOKUMENTASI



LAMPIRAN 12
Jurnal Penelitian Terdahulu



Tabel r product Moment (Sig = 0,05)

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

Tabel Distribusi F

DF 1										
DF 2	1	2	3	4	5	6	7	8	9	10
1	161.4476	199.5000	215.7073	224.5833	230.1619	233.986	236.7684	238.8827	240.5433	241.8818
2	18.5128	19.0000	19.1643	19.2468	19.2964	19.3295	19.3532	19.371	19.3848	19.3959
3	10.1280	9.5521	9.2766	9.1172	9.0135	8.9406	8.8867	8.8452	8.8123	8.7855
4	7.7086	6.9443	6.5914	6.3882	6.2561	6.1631	6.0942	6.041	5.9988	5.9644
5	6.6079	5.7861	5.4095	5.1922	5.0503	4.9503	4.8759	4.8183	4.7725	4.7351
6	5.9874	5.1433	4.7571	4.5337	4.3874	4.2839	4.2067	4.1468	4.099	4.06
7	5.5914	4.7374	4.3468	4.1203	3.9715	3.866	3.787	3.7257	3.6767	3.6365
8	5.3177	4.4590	4.0662	3.8379	3.6875	3.5806	3.5005	3.4381	3.3881	3.3472
9	5.1174	4.2565	3.8625	3.6331	3.4817	3.3738	3.2927	3.2296	3.1789	3.1373
10	4.9646	4.1028	3.7083	3.4780	3.3258	3.2172	3.1355	3.0717	3.0204	2.9782
11	4.8443	3.9823	3.5874	3.3567	3.2039	3.0946	3.0123	2.948	2.8962	2.8536
12	4.7472	3.8853	3.4903	3.2592	3.1059	2.9961	2.9134	2.8486	2.7964	2.7534
13	4.6672	3.8056	3.4105	3.1791	3.0254	2.9153	2.8321	2.7669	2.7144	2.671
14	4.6001	3.7389	3.3439	3.1122	2.9582	2.8477	2.7642	2.6987	2.6458	2.6022
15	4.5431	3.6823	3.2874	3.0556	2.9013	2.7905	2.7066	2.6408	2.5876	2.5437
16	4.4940	3.6337	3.2389	3.0069	2.8524	2.7413	2.6572	2.5911	2.5377	2.4935
17	4.4513	3.5915	3.1968	2.9647	2.8100	2.6987	2.6143	2.548	2.4943	2.4499
18	4.4139	3.5546	3.1599	2.9277	2.7729	2.6613	2.5767	2.5102	2.4563	2.4117
19	4.3807	3.5219	3.1274	2.8951	2.7401	2.6283	2.5435	2.4768	2.4227	2.3779
20	4.3512	3.4928	3.0984	2.8661	2.7109	2.599	2.514	2.4471	2.3928	2.3479
21	4.3248	3.4668	3.0725	2.8401	2.6848	2.5727	2.4876	2.4205	2.366	2.321
22	4.3009	3.4434	3.0491	2.8167	2.6613	2.5491	2.4638	2.3965	2.3419	2.2967
23	4.2793	3.4221	3.0280	2.7955	2.6400	2.5277	2.4422	2.3748	2.3201	2.2747
24	4.2597	3.4028	3.0088	2.7763	2.6207	2.5082	2.4226	2.3551	2.3002	2.2547
25	4.2417	3.3852	2.9912	2.7587	2.6030	2.4904	2.4047	2.3371	2.2821	2.2365
26	4.2252	3.3690	2.9752	2.7426	2.5868	2.4741	2.3883	2.3205	2.2655	2.2197
27	4.2100	3.3541	2.9604	2.7278	2.5719	2.4591	2.3732	2.3053	2.2501	2.2043
28	4.1960	3.3404	2.9467	2.7141	2.5581	2.4453	2.3593	2.2913	2.236	2.19
29	4.1830	3.3277	2.9340	2.7014	2.5454	2.4324	2.3463	2.2783	2.2229	2.1768
30	4.1709	3.3158	2.9223	2.6896	2.5336	2.4205	2.3343	2.2662	2.2107	2.1646
31	4.1596	3.3048	2.9113	2.6787	2.5225	2.4094	2.3232	2.2549	2.1994	2.1532
32	4.1491	3.2945	2.9011	2.6684	2.5123	2.3991	2.3127	2.2444	2.1888	2.1425
33	4.1393	3.2849	2.8916	2.6589	2.5026	2.3894	2.303	2.2346	2.1789	2.1325
34	4.1300	3.2759	2.8826	2.6499	2.4936	2.3803	2.2938	2.2253	2.1696	2.1231

35	4.1213	3.2674	2.8742	2.6415	2.4851	2.3718	2.2852	2.2167	2.1608	2.1143
36	4.1132	3.2594	2.8663	2.6335	2.4772	2.3638	2.2771	2.2085	2.1526	2.1061
37	4.1055	3.2519	2.8588	2.6261	2.4696	2.3562	2.2695	2.2008	2.1449	2.0982
38	4.0982	3.2448	2.8517	2.6190	2.4625	2.349	2.2623	2.1936	2.1375	2.0909
39	4.0913	3.2381	2.8451	2.6123	2.4558	2.3423	2.2555	2.1867	2.1306	2.0839
40	4.0847	3.2317	2.8387	2.6060	2.4495	2.3359	2.249	2.1802	2.124	2.0772
41	4.0785	3.2257	2.8327	2.6000	2.4434	2.3298	2.2429	2.174	2.1178	2.071
42	4.0727	3.2199	2.8270	2.5943	2.4377	2.324	2.2371	2.1681	2.1119	2.065
43	4.0670	3.2145	2.8216	2.5888	2.4322	2.3185	2.2315	2.1625	2.1062	2.0593
44	4.0617	3.2093	2.8165	2.5837	2.4270	2.3133	2.2263	2.1572	2.1009	2.0539
45	4.0566	3.2043	2.8115	2.5787	2.4221	2.3083	2.2212	2.1521	2.0958	2.0487
46	4.0517	3.1996	2.8068	2.5740	2.4174	2.3035	2.2164	2.1473	2.0909	2.0438
47	4.0471	3.1951	2.8024	2.5695	2.4128	2.299	2.2118	2.1427	2.0862	2.0391
48	4.0427	3.1907	2.7981	2.5652	2.4085	2.2946	2.2074	2.1382	2.0817	2.0346
49	4.0384	3.1866	2.7939	2.5611	2.4044	2.2904	2.2032	2.134	2.0775	2.0303
50	4.0343	3.1826	2.7900	2.5572	2.4004	2.2864	2.1992	2.1299	2.0734	2.0261
51	4.0304	3.1788	2.7862	2.5534	2.3966	2.2826	2.1953	2.126	2.0694	2.0222
52	4.0266	3.1751	2.7826	2.5498	2.3930	2.2789	2.1916	2.1223	2.0656	2.0184
53	4.0230	3.1716	2.7791	2.5463	2.3894	2.2754	2.1881	2.1187	2.062	2.0147
54	4.0195	3.1682	2.7758	2.5429	2.3861	2.272	2.1846	2.1152	2.0585	2.0112
55	4.0162	3.1650	2.7725	2.5397	2.3828	2.2687	2.1813	2.1119	2.0552	2.0078
56	4.0130	3.1619	2.7694	2.5366	2.3797	2.2656	2.1782	2.1087	2.0519	2.0045
57	4.0099	3.1588	2.7664	2.5336	2.3767	2.2625	2.1751	2.1056	2.0488	2.0014
58	4.0069	3.1559	2.7636	2.5307	2.3738	2.2596	2.1721	2.1026	2.0458	1.9983
59	4.0040	3.1531	2.7608	2.5279	2.3710	2.2568	2.1693	2.0997	2.0429	1.9954
60	4.0012	3.1504	2.7581	2.5252	2.3683	2.2541	2.1665	2.097	2.0401	1.9926
61	3.9985	3.1478	2.7555	2.5226	2.3657	2.2514	2.1639	2.0943	2.0374	1.9899
62	3.9959	3.1453	2.7530	2.5201	2.3631	2.2489	2.1613	2.0917	2.0348	1.9872
63	3.9934	3.1428	2.7505	2.5177	2.3607	2.2464	2.1588	2.0892	2.0322	1.9847
64	3.9909	3.1404	2.7482	2.5153	2.3583	2.244	2.1564	2.0868	2.0298	1.9822
65	3.9886	3.1381	2.7459	2.5130	2.3560	2.2417	2.1541	2.0844	2.0274	1.9798
66	3.9863	3.1359	2.7437	2.5108	2.3538	2.2395	2.1518	2.0821	2.0251	1.9775
67	3.9840	3.1338	2.7416	2.5087	2.3517	2.2373	2.1497	2.0799	2.0229	1.9752
68	3.9819	3.1317	2.7395	2.5066	2.3496	2.2352	2.1475	2.0778	2.0207	1.973
69	3.9798	3.1296	2.7375	2.5046	2.3475	2.2332	2.1455	2.0757	2.0186	1.9709
70	3.9778	3.1277	2.7355	2.5027	2.3456	2.2312	2.1435	2.0737	2.0166	1.9689
71	3.9758	3.1258	2.7336	2.5008	2.3437	2.2293	2.1415	2.0717	2.0146	1.9669

72	3.9739	3.1239	2.7318	2.4989	2.3418	2.2274	2.1397	2.0698	2.0127	1.9649
73	3.9720	3.1221	2.7300	2.4971	2.3400	2.2256	2.1378	2.068	2.0108	1.9631
74	3.9702	3.1203	2.7283	2.4954	2.3383	2.2238	2.136	2.0662	2.009	1.9612
75	3.9685	3.1186	2.7266	2.4937	2.3366	2.2221	2.1343	2.0644	2.0073	1.9594
76	3.9668	3.1170	2.7249	2.4920	2.3349	2.2204	2.1326	2.0627	2.0055	1.9577
77	3.9651	3.1154	2.7233	2.4904	2.3333	2.2188	2.131	2.0611	2.0039	1.956
78	3.9635	3.1138	2.7218	2.4889	2.3317	2.2172	2.1294	2.0595	2.0022	1.9544
79	3.9619	3.1123	2.7203	2.4874	2.3302	2.2157	2.1278	2.0579	2.0007	1.9528
80	3.9604	3.1108	2.7188	2.4859	2.3287	2.2142	2.1263	2.0564	1.9991	1.9512
81	3.9589	3.1093	2.7173	2.4844	2.3273	2.2127	2.1248	2.0549	1.9976	1.9497
82	3.9574	3.1079	2.7159	2.4830	2.3259	2.2113	2.1234	2.0534	1.9961	1.9482
83	3.9560	3.1065	2.7146	2.4817	2.3245	2.2099	2.122	2.052	1.9947	1.9468
84	3.9546	3.1052	2.7132	2.4803	2.3231	2.2086	2.1206	2.0506	1.9933	1.9454
85	3.9532	3.1038	2.7119	2.4790	2.3218	2.2072	2.1193	2.0493	1.9919	1.944
86	3.9519	3.1026	2.7106	2.4777	2.3205	2.2059	2.118	2.048	1.9906	1.9426
87	3.9506	3.1013	2.7094	2.4765	2.3193	2.2047	2.1167	2.0467	1.9893	1.9413
88	3.9493	3.1001	2.7082	2.4753	2.3181	2.2034	2.1155	2.0454	1.988	1.94
89	3.9481	3.0989	2.7070	2.4741	2.3169	2.2022	2.1143	2.0442	1.9868	1.9388
90	3.9469	3.0977	2.7058	2.4729	2.3157	2.2011	2.1131	2.043	1.9856	1.9376
91	3.9457	3.0966	2.7047	2.4718	2.3145	2.1999	2.1119	2.0418	1.9844	1.9364
92	3.9445	3.0954	2.7036	2.4707	2.3134	2.1988	2.1108	2.0407	1.9833	1.9352
93	3.9434	3.0943	2.7025	2.4696	2.3123	2.1977	2.1097	2.0395	1.9821	1.9341
94	3.9423	3.0933	2.7014	2.4685	2.3113	2.1966	2.1086	2.0384	1.981	1.9329
95	3.9412	3.0922	2.7004	2.4675	2.3102	2.1955	2.1075	2.0374	1.9799	1.9318
96	3.9402	3.0912	2.6994	2.4665	2.3092	2.1945	2.1065	2.0363	1.9789	1.9308
97	3.9391	3.0902	2.6984	2.4655	2.3082	2.1935	2.1054	2.0353	1.9778	1.9297
98	3.9381	3.0892	2.6974	2.4645	2.3072	2.1925	2.1044	2.0343	1.9768	1.9287
99	3.9371	3.0882	2.6965	2.4636	2.3063	2.1915	2.1035	2.0333	1.9758	1.9277
100	3.9361	3.0873	2.6955	2.4626	2.3053	2.1906	2.1025	2.0323	1.9748	1.9267

Tabel Distribusi t			
Df	0,1	0,05	0,025
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

