





LAMPIRAN 1
KUESIONER

Lampiran 1.1 Pengantar Kuesioner

KUESIONER

Bondowoso, 2018

Kepada :

Yth. Pelanggan Minuman Merek A3 Fresh O2

Di Tempat

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya adalah mahasiswa program Sarjana (S1) Universitas Muhammadiyah Jember yang sedang menyelesaikan tugas akhir. Untuk itu pula saya diwajibkan untuk melakukan penelitian, adapun penelitian ini berjudul “ **Pengaruh Bauran Promosi Terhadap Keputusan Pembelian Minuman Merek A3FreshO2 (Studi Kasus Di Cv. Karunia Jaya Di Bondowoso)** “.

Dengan kerendahan hati saya meminta waktu sejenak dan kesediaan Bapak/Ibu/Saudara/I untuk mengisi kuesioner ini apa adanya. Kesungguhan dalam memberikan jawaban akan sangat bermanfaat dan membantu keberhasilan penelitian ini. Atas kesediaan dan bantuan anda, saya ucapkan terimakasih.

Peneliti,

Vina Lutfillah

KUESIONER PENELITIAN

A. Petunjuk Pengisian

Berilah tanda (X) atau tanda () pada jawaban yang anda anggap paling sesuai.

B. Identifikasi Responden

1. Nomer Responden :.....
2. Usia :
3. Jenis Kelamin :
 Laki-laki Perempuan
4. Pendidikan :
 SD Diploma
 SLTP Sarjana/ PascaSarjana
 SMU/ SMK
5. Pekerjaan :
 Pegawai Negeri Pegawai Swasta Wiraswata
 Pelajar/ Mahasiswa Lainnya.....
6. Pernahkan anda melihat promosi yang dilakukan oleh CV. Karunia Jaya seperti halnya spanduk, poster, dan event – event ?
 Pernah tidak Pernah

C. Petunjuk Pengisian

Berilah tanda (X) atau tanda () pada jawaban yang anda anggap paling sesuai.

Untuk Kuesioner Variabel Bauran Promosi :

- SS = Sangat Setuju
S = Setuju
R = Ragu- ragu
TS = Tidak Setuju
STS = Sangat Tidak Setuju

PERIKLANAN (X1)

No.	Pernyataan	SS	S	R	TS	STS
1.	Minuman merek A3FreshO2 menggunakan bahasa iklan yang sangat menarik.					
2.	Design minuman merek A3FreshO2 menarik dan mudah di ingat.					
3.	Informasi Iklan minuman merek A3FreshO2 dapat mempengaruhi dan membujuk konsumen untuk membeli.					

PROMOSI PENJUALAN (X2)

No.	Pernyataan	SS	S	R	TS	STS
1.	Minuman merek A3FreshO2 memberikan bonus kepada pelanggan.					
2.	Minuman Merek A3FreshO2 memberikan diskon kepada pelanggan					
3.	Minuman merek A3freshO2 memberikan potongan harga kepada pelanggan.					

PENJUALAN PERORANGAN (X3)

No.	Pernyataan	SS	S	R	TS	STS
1.	Pendekatan penjualan yang disampaikan oleh wiraniaga CV. Karunia Jaya sangat menarik.					
2.	Sikap wiraniaga CV. Karunia Jaya yang tanggap ketika menangkap minat pembeli untuk membeli produk.					
3.	Keramahan wiraniaga CV. Karunia Jaya dalam menghadapi keberatan calon pembeli					

PUBLISITAS (X4)

No.	Pernyataan	SS	S	R	TS	STS
1.	Minuman merek A3FreshO2 pernah menjadi donator pada sebuah acara.					
2.	Minuman merek A3FreshO2 terdapat pada kegiatan seminar					
3.	Minuman merek A3FreshO2 pernah menjadi sponsor kegiatan.					

PEMASARAN LANGSUNG (X5)

No.	Pernyataan	SS	S	R	TS	STS
1.	Website CV. Karunia Jaya memberikan kemudahan dalam informasi					
2.	Kebiasaan mengikuti konsumen, seperti kemudahan mendapatkan produk minuman merek A3FreshO2 ,pemesanan via telepon dapat menarik perhatian konsumen untuk melakukan pembelian.					
3.	Akses transportasi dan pasar pada minuman merk A3FreshO2 relatif terjangkau oleh masyarakat.					

KEPUTUSAN PEMBELIAN (Y)

No.	Pernyataan	SS	S	R	TS	STS
1.	Minuman merek A3FreshO2 sangat sesuai dengan kebutuhan.					
2.	Minuman merek A3FreshO2 sangat menyegarkan dibandingkn dengan tipe yang lainnya.					
3.	Minuman merek A3FreshO2 sangat menyegarkan sehingga konsumen melakukan pembelian kembali					



LAMPIRAN 2
REKAPITULASI RESPONDEN

REKAPITULASI RESPONDEN

NO	Periklanan			Promosi Penjualan			Penjualan Perorangan			Publisitaas			Pemasaraaan Langsung			Keputusan Pembelian		
	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X3.1	X3.2	X3.3	X4.1	X4.2	X4.3	X5.1	X5.2	X5.3	Y1	Y2	Y3
1	5	5	4	5	5	5	5	5	5	5	5	3	5	5	3	5	4	5
2	4	5	5	5	5	3	3	5	5	3	3	5	5	5	4	5	4	5
3	5	4	5	5	4	4	3	5	5	5	5	3	5	4	4	4	5	5
4	4	5	5	5	4	5	3	4	5	5	4	5	4	4	4	4	5	5
5	4	5	5	5	4	5	5	4	5	5	4	3	5	4	5	5	5	5
6	5	5	4	5	4	5	4	4	5	5	5	3	5	4	4	5	5	5
7	5	5	4	5	4	5	4	4	4	5	5	5	5	5	4	5	5	5
8	5	4	5	5	4	5	5	4	4	5	5	5	4	4	5	5	5	5
9	5	5	5	5	4	5	4	4	5	5	5	5	4	4	5	5	5	5
10	5	5	5	5	4	5	4	4	5	5	5	5	5	4	5	5	5	5
11	5	5	5	5	4	5	4	4	5	5	5	5	5	4	5	5	5	5
12	5	5	5	5	4	5	5	5	5	5	5	4	5	4	5	4	4	4
13	3	4	5	5	4	5	5	4	5	5	4	5	5	4	5	4	5	5
14	5	4	5	5	4	5	5	5	5	5	5	4	5	4	5	4	4	4
15	4	4	4	5	4	5	5	5	5	5	5	3	5	5	4	5	4	4
16	4	3	5	5	4	5	5	5	5	5	5	4	5	5	4	5	4	5
17	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4	4	4	5
18	5	4	3	5	4	5	5	4	5	5	4	3	5	5	4	5	4	4
19	4	4	4	5	4	5	5	4	5	5	5	3	5	4	5	5	4	5

20	5	5	4	5	5	5	5	4	5	5	5	3	5	4	5	5	4	4
21	5	4	4	5	5	5	5	4	5	4	5	3	5	4	5	4	4	5
22	5	3	4	5	4	5	5	4	5	5	5	3	5	4	5	4	4	4
23	5	5	3	5	4	5	5	5	4	4	5	3	5	4	4	4	4	5
24	5	3	5	5	4	5	5	4	4	5	5	3	5	4	4	4	4	5
25	4	4	4	5	4	5	4	5	5	5	5	3	5	4	5	4	4	5
26	4	4	5	5	4	5	4	4	5	5	5	3	5	4	4	4	4	5
27	5	5	4	5	4	5	5	4	4	5	5	3	5	4	4	4	5	4
28	4	4	4	5	5	5	5	4	4	4	5	3	5	4	4	5	5	4
29	4	5	4	5	5	5	4	4	5	5	5	3	5	4	5	4	5	4
30	4	4	4	5	5	5	4	4	5	5	5	3	4	4	5	5	5	4
31	4	4	4	5	5	5	5	4	4	4	5	3	4	4	5	4	5	4
32	4	5	4	5	4	5	5	4	4	5	5	3	4	5	5	4	5	5
33	4	4	4	5	5	5	4	4	5	5	5	3	4	5	5	4	5	4
34	5	5	5	5	5	5	4	4	5	5	4	3	4	5	5	5	4	4
35	5	5	5	5	5	5	5	4	3	5	4	3	5	5	4	5	4	4
36	5	5	5	5	5	5	5	4	4	3	5	5	5	5	4	5	4	4
37	5	5	5	5	5	5	5	4	4	3	5	5	5	5	4	4	4	5
38	5	5	5	5	5	5	4	4	5	3	5	5	5	5	4	4	4	5
39	5	5	5	5	5	4	4	4	4	3	5	5	5	5	4	5	4	4
40	4	5	5	5	4	5	4	4	5	3	5	5	5	4	5	4	5	5
41	5	5	4	5	5	5	4	4	5	3	5	5	5	4	5	4	5	4
42	5	5	5	5	5	5	5	4	4	3	5	5	5	4	5	4	5	5
43	5	5	5	5	5	5	4	4	4	3	5	5	5	4	5	4	5	4
44	5	5	5	5	5	5	4	4	5	3	5	5	4	4	5	4	5	4

45	5	5	5	5	5	5	4	4	5	3	5	5	4	5	5	4	5	4
46	5	5	5	5	5	5	4	4	4	3	5	5	5	5	5	4	5	4
47	5	5	5	5	5	5	5	4	4	5	5	3	5	5	5	5	4	4
48	5	5	5	4	5	5	4	4	5	3	5	4	5	4	5	4	4	4
49	5	5	5	5	4	5	4	4	5	5	5	3	5	4	5	5	4	4
50	5	5	5	5	5	4	4	4	5	5	5	3	5	4	5	5	4	4
51	5	5	4	5	5	4	4	4	5	5	5	3	5	4	5	5	4	4
52	5	4	5	5	5	4	5	4	4	5	5	3	5	5	4	4	5	4
53	5	5	5	5	5	4	5	4	4	5	5	3	5	5	4	4	4	5
54	5	5	5	5	5	4	4	4	5	5	5	3	5	5	5	4	4	5
55	5	5	5	5	4	5	4	4	5	5	5	3	5	5	5	4	4	5
56	5	5	3	5	4	5	4	4	5	5	5	3	5	5	5	4	4	5
57	5	5	3	5	4	5	4	4	5	5	5	3	5	5	5	4	4	5
58	5	5	3	5	4	5	4	4	5	5	5	3	5	5	5	5	4	3
59	5	5	3	5	4	5	4	4	4	5	5	3	5	5	5	5	4	4
60	4	4	4	4	5	5	5	5	4	5	5	3	5	5	5	5	5	4
61	5	5	5	5	5	5	5	4	4	5	5	3	5	5	5	5	4	4
62	5	5	5	4	4	4	5	4	4	5	4	5	5	5	5	5	5	4
63	5	5	4	5	4	4	5	4	4	5	5	3	5	5	5	4	4	5
64	4	5	5	5	3	5	4	4	4	4	4	4	5	5	5	4	5	4
65	5	5	5	5	4	4	5	4	5	5	5	3	4	5	5	5	5	4
66	5	5	5	5	4	4	4	4	4	5	5	3	4	5	5	5	4	4
67	5	5	5	4	5	5	5	4	4	5	5	3	4	5	5	5	5	4
68	4	4	4	4	5	5	5	4	4	5	5	3	4	5	5	5	5	4
69	4	4	4	4	5	5	5	4	4	5	5	3	4	5	5	5	4	4



LAMPIRAN 3
HASIL PERHITUNGAN FREKUENSI

Frequencies

Statistics

		X1.1	X1.2	X1.3
N	Valid	90	90	90
	Missing	0	0	0

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,1	1,1	1,1
	4	23	25,6	25,6	26,7
	5	66	73,3	73,3	100,0
	Total	90	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3,3	3,3	3,3
	4	31	34,4	34,4	37,8
	5	56	62,2	62,2	100,0
	Total	90	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	10,0	10,0	10,0
	4	33	36,7	36,7	46,7
	5	48	53,3	53,3	100,0
	Total	90	100,0	100,0	

Frequencies

Statistics

		X2.1	X2.2	X2.3
N	Valid	90	90	90
	Missing	0	0	0

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,1	1,1	1,1
	4	12	13,3	13,3	14,4
	5	77	85,6	85,6	100,0
	Total	90	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,1	1,1	1,1
	4	41	45,6	45,6	46,7
	5	48	53,3	53,3	100,0
	Total	90	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,1	1,1	1,1
	4	18	20,0	20,0	21,1
	5	71	78,9	78,9	100,0
	Total	90	100,0	100,0	

Frequencies

Statistics

		X3.1	X3.2	X3.3
N	Valid	90	90	90
	Missing	0	0	0

Frequency Table

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3,3	3,3	3,3
	4	41	45,6	45,6	48,9
	5	46	51,1	51,1	100,0
	Total	90	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	72	80,0	80,0	80,0
	5	18	20,0	20,0	100,0
	Total	90	100,0	100,0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,1	1,1	1,1
	4	35	38,9	38,9	40,0
	5	54	60,0	60,0	100,0
	Total	90	100,0	100,0	

Frequencies

Statistics

		X4.1	X4.2	X4.3
N	Valid	90	90	90
	Missing	0	0	0

Frequency Table

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	14,4	14,4	14,4
	4	9	10,0	10,0	24,4
	5	68	75,6	75,6	100,0
	Total	90	100,0	100,0	

4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,1	1,1	1,1
	4	15	16,7	16,7	17,8
	5	74	82,2	82,2	100,0
	Total	90	100,0	100,0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	52	57,8	57,8	57,8
	4	13	14,4	14,4	72,2
	5	25	27,8	27,8	100,0
	Total	90	100,0	100,0	

Frequencies

Statistics

		X5.1	X5.2	X5.3
N	Valid	90	90	90
	Missing	0	0	0

Frequency Table

X5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	20	22,2	22,2	22,2
	5	70	77,8	77,8	100,0
Total		90	100,0	100,0	

X5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	42	46,7	46,7	46,7
	5	48	53,3	53,3	100,0
Total		90	100,0	100,0	

X5.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,1	1,1	1,1
	4	25	27,8	27,8	28,9
	5	64	71,1	71,1	100,0
Total		90	100,0	100,0	

Frequencies

		Statistics		
		Y1	Y2	Y3
N	Valid	90	90	90
	Missing	0	0	0

Frequency Table

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,1	1,1	1,1
	4	44	48,9	48,9	50,0
	5	45	50,0	50,0	100,0
Total		90	100,0	100,0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	52	57,8	57,8	57,8
	5	38	42,2	42,2	100,0
Total		90	100,0	100,0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,1	1,1	1,1
	4	52	57,8	57,8	58,9
	5	37	41,1	41,1	100,0
Total		90	100,0	100,0	



LAMPIRAN 4
HASIL PERHITUNGAN VALIDITAS

Correlations

		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	,369**	,065	,632**
	Sig. (2-tailed)		,000	,545	,000
	N	90	90	90	90
X1.2	Pearson Correlation	,369**	1	,121	,711**
	Sig. (2-tailed)	,000		,257	,000
	N	90	90	90	90
X1.3	Pearson Correlation	,065	,121	1	,671**
	Sig. (2-tailed)	,545	,257		,000
	N	90	90	90	90
X1	Pearson Correlation	,632**	,711**	,671**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	90	90	90	90

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

Correlations

		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	-,309**	-,136	,281**
	Sig. (2-tailed)		,003	,203	,007
	N	90	90	90	90
X2.2	Pearson Correlation	-,309**	1	-,172	,534**
	Sig. (2-tailed)	,003		,106	,000
	N	90	90	90	90
X2.3	Pearson Correlation	-,136	-,172	1	,493**
	Sig. (2-tailed)	,203	,106		,000
	N	90	90	90	90
X2	Pearson Correlation	,281**	,534**	,493**	1
	Sig. (2-tailed)	,007	,000	,000	
	N	90	90	90	90

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

Correlations

Correlations

		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	,119	-,397**	,507**
	Sig. (2-tailed)		,266	,000	,000
	N	90	90	90	90
X3.2	Pearson Correlation	,119	1	,184	,701**
	Sig. (2-tailed)	,266		,083	,000
	N	90	90	90	90
X3.3	Pearson Correlation	-,397**	,184	1	,456**
	Sig. (2-tailed)	,000	,083		,000
	N	90	90	90	90
X3	Pearson Correlation	,507**	,701**	,456**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	90	90	90	90

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

Correlations

Correlations

		X4.1	X4.2	X4.3	X4
X4.1	Pearson Correlation	1	,087	-,534**	,346**
	Sig. (2-tailed)		,413	,000	,001
	N	90	90	90	90
X4.2	Pearson Correlation	,087	1	-,155	,406**
	Sig. (2-tailed)	,413		,146	,000
	N	90	90	90	90
X4.3	Pearson Correlation	-,534**	-,155	1	,495**
	Sig. (2-tailed)	,000	,146		,000
	N	90	90	90	90
X4	Pearson Correlation	,346**	,406**	,495**	1
	Sig. (2-tailed)	,001	,000	,000	
	N	90	90	90	90

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

Correlations

Correlations

		X5.1	X5.2	X5.3	X5
X5.1	Pearson Correlation	1	-,071	-,277**	,349**
	Sig. (2-tailed)		,503	,008	,001
	N	90	90	90	90
X5.2	Pearson Correlation	-,071	1	-,028	,645**
	Sig. (2-tailed)	,503		,795	,000
	N	90	90	90	90
X5.3	Pearson Correlation	-,277**	-,028	1	,499**
	Sig. (2-tailed)	,008	,795		,000
	N	90	90	90	90
X5	Pearson Correlation	,349**	,645**	,499**	1
	Sig. (2-tailed)	,001	,000	,000	
	N	90	90	90	90

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

Correlations

Correlations

		Y1	Y2	Y3	Y
Y1	Pearson Correlation	1	-,154	-,191	,460**
	Sig. (2-tailed)		,146	,071	,000
	N	90	90	90	90
Y2	Pearson Correlation	-,154	1	-,053	,512**
	Sig. (2-tailed)	,146		,622	,000
	N	90	90	90	90
Y3	Pearson Correlation	-,191	-,053	1	,512**
	Sig. (2-tailed)	,071	,622		,000
	N	90	90	90	90
Y	Pearson Correlation	,460**	,512**	,512**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	90	90	90	90

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



LAMPIRAN 5
HASIL PERHITUNGAN RELIABILITAS

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100,0
	Excluded ^a	0	,0
	Total	90	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,774	,805	3

Item Statistics

	Mean	Std. Deviation	N
X1.1	4,72	,475	90
X1.2	4,59	,559	90
X1.3	4,43	,671	90

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Covariances	,055	,021	,098	,077	4,758	,001	3
Inter-Item Correlations	,185	,065	,369	,305	5,715	,021	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	9,02	,853	,270	,137	,212
X1.2	9,16	,717	,303	,146	,115
X1.3	9,31	,734	,115	,015	,534

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,74	1,316	1,147	3

Reliability
Scale: ALL VARIABLES
Case Processing Summary

		N	%
Cases	Valid	90	100,0
	Excluded ^a	0	,0
	Total	90	100,0

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

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
1,029	1,047	3

Item Statistics

	Mean	Std. Deviation	N
X2.1	4,84	,394	90
X2.2	4,52	,524	90
X2.3	4,78	,444	90

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Covariances	-,043	-,064	-,024	,040	,371	,000	3
Inter-Item Correlations	-,206	-,309	-,136	,174	,438	,007	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	9,30	,392	-,355	,132	,408 ^a
X2.2	9,62	,305	-,359	,142	,311 ^a
X2.3	9,37	,302	-,261	,069	,846 ^a

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,14	,372	,610	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100,0
	Excluded ^a	0	,0
	Total	90	100,0

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

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
,736	,801	3

Item Statistics

	Mean	Std. Deviation	N
X3.1	4,48	,565	90
X3.2	4,20	,402	90
X3.3	4,59	,517	90

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Covariances	-,017	-,116	,038	,154	-,329	,006	3
Inter-Item Correlations	-,031	-,397	,184	,580	-,463	,081	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	8,79	,505	-,221	,195	,302
X3.2	9,07	,355	,272	,077	1,307 ^a
X3.3	8,68	,535	-,206	,211	,201

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,27	,647	,804	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100,0
	Excluded ^a	0	,0
	Total	90	100,0

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

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
1,518	1,603	3

Item Statistics

	Mean	Std. Deviation	N
X4.1	4,61	,730	90
X4.2	4,81	,421	90
X4.3	3,70	,880	90

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Covariances	-,124	-,343	,027	,370	-,078	,030	3
Inter-Item Correlations	-,200	-,534	,087	,621	-,164	,078	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X4.1	8,51	,837	-,473	,285	-,274 ^a
X4.2	8,31	,621	-,092	,024	2,207 ^a
X4.3	9,42	,764	-,520	,297	,141

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,12	,738	,859	3

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

		N	%
Cases	Valid	90	100,0
	Excluded ^a	0	,0
	Total	90	100,0

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

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
,662	,703	3

Item Statistics

	Mean	Std. Deviation	N
X5.1	4,78	,418	90
X5.2	4,53	,502	90
X5.3	4,70	,485	90

Inter-Item Correlation Matrix

	X5.1	X5.2	X5.3
X5.1	1,000	-,071	-,277
X5.2	-,071	1,000	-,028
X5.3	-,277	-,028	1,000

Inter-Item Covariance Matrix

	X5.1	X5.2	X5.3
X5.1	,175	-,015	-,056
X5.2	-,015	,252	-,007
X5.3	-,056	-,007	,235

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X5.1	9,23	,473	-,247	,083	,057 ^a
X5.2	9,48	,297	-,079	,008	,756 ^a
X5.3	9,31	,397	-,206	,079	,151 ^a

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,01	,505	,711	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	90	100,0
	Excluded ^a	0	,0
	Total	90	100,0

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

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
,649	,652	3

Item Statistics

	Mean	Std. Deviation	N
Y1	4,49	,525	90
Y2	4,42	,497	90
Y3	4,40	,515	90

Inter-Item Correlation Matrix

	Y1	Y2	Y3
Y1	1,000	-,154	-,191
Y2	-,154	1,000	-,053
Y3	-,191	-,053	1,000

Inter-Item Covariance Matrix

	Y1	Y2	Y3
Y1	,275	-,040	-,052
Y2	-,040	,247	-,013
Y3	-,052	-,013	,265

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	8,82	,485	-,252	,064	,111 ^a
Y2	8,89	,437	-,164	,031	,473 ^a
Y3	8,91	,441	-,190	,044	,364 ^a

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,31	,576	,759	3



LAMPIRAN 6
HASIL PERHITUNGAN
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Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X5, X3, X2, X1, X4 ^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	,516 ^a	,566	,523	,669	,266	6,096	5	84	,000

a. Predictors: (Constant), X5, X3, X2, X1, X4

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,656	5	2,731	6,096	,000 ^b
	Residual	37,633	84	,448		
	Total	51,289	89			

a. Dependent Variable: Y

b. Predictors: (Constant), X5, X3, X2, X1, X4

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
	1 (Constant)	22,127	2,837		7,800	,000	16,486	27,768				
X1	,072	,066	-,109	1,687	,040	-,204	,060	-,037	-,118	,869	,869	1,151
X2	,189	,119	-,152	1,990	,016	-,426	,047	-,147	-,171	,956	,956	1,046
X3	,263	,099	-,279	2,670	,009	-,460	-,067	-,137	-,280	,799	,799	1,252
X4	,302	,092	,342	3,275	,002	,119	,486	,217	,337	,802	,802	1,247
X5	,401	,101	-,376	3,953	,000	-,603	-,199	-,340	-,396	,968	,968	1,034

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
X1	,869	1,151
X2	,956	1,046
X3	,799	1,252
X4	,802	1,247
X5	,968	1,034

a. Dependent Variable: Y

Coefficient Correlations^a

Model			X5	X3	X2	X1	X4
1	Correlations	X5	1,000	-,015	,130	-,098	-,045
		X3	-,015	1,000	-,043	,308	-,394
		X2	,130	-,043	1,000	-,098	,148
		X1	-,098	,308	-,098	1,000	-,262
		X4	-,045	-,394	,148	-,262	1,000
	Covariances	X5	,010	,000	,002	-,001	,000
		X3	,000	,010	-,001	,002	-,004
		X2	,002	-,001	,014	-,001	,002
		X1	-,001	,002	-,001	,004	-,002
		X4	,000	-,004	,002	-,002	,009

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	X1	X2	X3	X4	X5
1	1	5,985	1,000	,00	,00	,00	,00	,00	,00
	2	,007	29,670	,00	,61	,00	,11	,01	,00
	3	,004	40,095	,01	,05	,13	,01	,49	,06
	4	,003	48,228	,00	,05	,14	,10	,01	,64
	5	,002	56,050	,00	,26	,19	,68	,44	,01
	6	,000	111,386	,99	,03	,54	,10	,04	,28

a. Dependent Variable: Y

Residuals Statistics^a

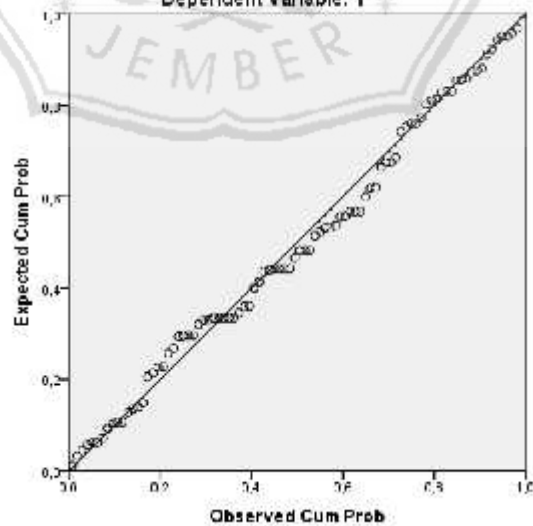
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	12,68	14,73	13,31	,392	90
Std. Predicted Value	-1,623	3,610	,000	1,000	90
Standard Error of Predicted Value	,078	,282	,167	,044	90
Adjusted Predicted Value	12,63	14,88	13,31	,396	90
Residual	-1,529	2,208	,000	,650	90
Std. Residual	-2,284	3,298	,000	,972	90
Stud. Residual	-2,349	3,414	,002	1,008	90
Deleted Residual	-1,617	2,365	,003	,701	90
Stud. Deleted Residual	-2,416	3,657	,004	1,025	90
Mahal. Distance	,214	14,822	4,944	3,125	90
Cook's Distance	,000	,138	,013	,022	90
Centered Leverage Value	,002	,167	,056	,035	90

a. Dependent Variable: Y

Charts

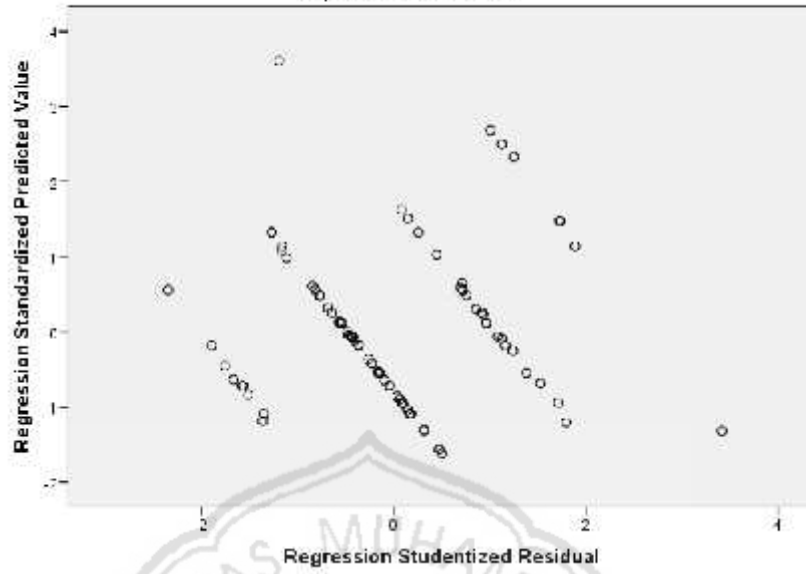
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Y



Scatterplot

Dependent Variable: Y





LAMPIRAN 7

r Tabel

Tabel r (Sign 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	0,2185
5	0,7545	30	0,3494	55	0,2609	80	0,2172
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	0,3338	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



LAMPIRAN 8

t Tabel

Tabel Distribusi t			
df	0,1	0,05	0,025
70	1,2940	1,6669	1,9944
71	1,2940	1,6666	1,9939
72	1,2930	1,6663	1,9935
73	1,2930	1,6660	1,9930
74	1,2930	1,6657	1,9925
75	1,2929	1,6654	1,9921
76	1,2928	1,6651	1,9917
77	1,2926	1,6649	1,9912
78	1,2925	1,6646	1,9908
79	1,2924	1,6644	1,9904
80	1,2922	1,6641	1,9901
81	1,2921	1,6639	1,9897
82	1,2919	1,6636	1,9893
83	1,2918	1,6634	1,9889
84	1,2917	1,6632	1,9886
85	1,2916	1,6629	1,9883
86	1,2915	1,6628	1,9879
87	1,2914	1,6626	1,9876
88	1,2912	1,6623	1,9873
89	1,2911	1,6622	1,9869
90	1,2910	1,6619	1,9867
91	1,2909	1,6618	1,9864
92	1,2908	1,6616	1,9860
93	1,2907	1,6614	1,9858
94	1,2906	1,6612	1,9855
95	1,2905	1,6610	1,9852
96	1,2904	1,6609	1,9849
97	1,2903	1,6607	1,9847
98	1,2902	1,6605	1,9845
99	1,2902	1,6604	1,9842
100	1,2901	1,6602	1,9839



LAMPIRAN 9
Dokumentasi

FOTO BERSAMA KARYAWAN CV. KARUNIA JAYA



FOTO BERSAMA SAAT PENYEBARAN KUESIONER



