

LAMPIRAN I
DATA TABULASI

No	Kualitas Produk											Promosi						Distribusi					Keputusan Pembelian					JUMLAH							
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No	Kualitas Produk											Promosi						Distribusi						Keputusan Pembelian					JUMLAH					
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No	Kualitas Produk											Promosi							Distribusi						Keputusan Pembelian					JUMLAH					
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No	Kualitas Produk											Promosi							Distribusi					Keputusan Pembelian					JUMLAH					
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No	Kualitas Produk											Promosi							Distribusi					Keputusan Pembelian					JUMLAH					
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105	4	4	4	3	3	4	3	2	4	3	4	3	4	3	2	4	3	4	3	4	3	4	3	2	3	3	2	4	4	38	23	22	17	
106	4	3	3	3	3	4	3	2	3	4	3	3	4	3	2	3	4	3	3	3	3	3	2	3	3	2	3	4	3	35	22	20	15	
107	4	3	3	3	3	4	2	1	3	4	3	3	4	2	1	3	4	3	2	3	2	3	2	1	2	2	1	3	4	33	20	15	13	
108	3	4	4	2	3	3	1	2	3	3	4	3	3	1	2	3	3	4	1	4	2	4	2	2	1	1	2	3	3	32	19	16	13	
109	4	4	4	3	3	4	2	4	3	4	4	3	4	2	4	3	4	4	2	4	3	4	3	1	2	2	4	3	4	39	24	19	17	
110	4	3	3	4	3	4	4	3	4	4	3	3	4	4	3	4	4	3	4	3	4	3	4	2	4	4	3	4	4	39	25	24	18	
111	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	2	3	2	2	3	3	2	3	2	32	20	18	13	
112	4	3	3	4	3	4	4	2	3	4	3	3	4	4	2	3	4	3	3	3	4	3	4	3	4	3	2	3	4	37	23	24	15	
113	3	3	3	4	3	3	2	2	3	3	3	3	3	2	2	3	3	3	2	3	4	3	4	2	2	2	2	3	3	32	19	20	13	
114	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	3	2	3	3	32	20	20	14	
115	3	3	3	3	3	3	1	3	4	3	3	3	3	1	3	4	3	3	1	3	2	3	2	2	1	1	3	4	3	32	20	14	14	
116	4	4	4	4	3	4	3	2	3	4	4	3	4	3	2	3	4	4	3	4	4	4	4	3	3	3	2	3	4	39	23	25	16	
117	3	3	3	3	3	3	4	1	3	3	3	3	3	3	4	1	3	3	3	4	3	3	3	2	4	4	1	3	3	32	20	22	14	
118	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	33	21	20	15	

No	Kualitas Produk											Promosi							Distribusi						Keputusan Pembelian					JUMLAH					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	KP	P	D	Kpem	
118	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	33	21	20	15
119	4	4	4	3	3	4	2	3	4	4	4	3	4	2	3	4	4	4	2	4	3	4	3	2	2	2	2	3	4	4	4	39	24	20	17
120	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2	3	3	3	3	3	2	3	3	3	3	3	3	2	3	32	20	20	14	
121	3	4	4	3	3	3	2	3	3	3	4	3	3	2	3	3	3	4	2	4	3	4	3	2	2	2	2	3	3	3	4	35	21	20	15
122	4	3	3	3	3	4	3	3	3	4	3	3	4	3	3	3	4	3	3	3	3	3	2	3	3	3	3	3	3	4	3	36	23	20	16
123	3	4	4	3	3	3	2	2	3	3	4	3	3	2	2	3	3	4	2	4	3	4	3	1	2	2	2	2	3	3	4	34	20	19	14
124	4	3	3	3	3	4	3	3	2	4	3	3	4	3	3	2	4	3	3	3	2	3	2	3	3	3	3	2	4	3	35	22	19	15	
125	4	3	3	3	3	4	3	3	3	4	3	3	4	3	3	3	4	3	3	3	3	3	2	3	3	3	3	3	4	3	36	23	20	16	
126	4	3	3	2	3	4	3	4	3	4	3	3	4	3	4	3	4	3	3	3	2	3	2	2	3	3	4	3	4	3	36	24	18	17	
127	3	3	3	2	3	3	2	3	3	3	3	3	3	2	3	3	3	3	3	2	3	2	3	2	2	2	2	2	3	3	3	31	20	16	14
128	3	4	4	3	3	3	3	3	3	3	4	3	3	3	3	3	3	4	3	4	3	4	3	2	3	3	3	3	3	4	36	22	22	16	
129	3	3	3	3	3	3	2	2	3	3	3	3	3	2	2	3	3	3	2	3	3	3	3	1	2	2	2	3	3	3	31	19	17	13	
130	3	4	4	2	3	3	3	2	3	3	3	3	3	3	2	3	3	3	3	4	2	4	2	1	3	3	2	3	3	4	33	20	19	15	
131	3	3	3	4	3	4	4	3	4	3	3	3	4	4	3	4	3	3	1	3	4	3	4	2	1	1	3	4	4	3	37	24	18	15	
132	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	3	3	3	3	2	3	3	3	2	2	2	2	3	3	3	32	20	18	14	
133	4	3	3	3	3	4	3	3	2	4	3	3	4	3	3	2	4	3	3	3	2	4	3	2	2	3	3	2	4	3	35	22	18	15	
134	4	3	3	3	3	4	3	3	4	4	3	3	4	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	4	3	37	24	21	16	
135	4	3	3	3	3	4	3	3	4	4	3	3	4	3	3	4	4	3	3	3	3	3	3	3	3	3	3	4	4	3	37	24	21	17	
136	4	3	3	3	3	4	3	4	3	4	3	3	4	3	4	3	4	3	3	3	3	3	3	2	2	3	4	3	4	3	37	24	19	17	
137	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	33	21	19	15	
138	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	33	21	19	15	
139	3	4	4	3	3	4	3	3	2	4	3	4	3	3	3	2	4	3	4	3	4	3	4	3	2	2	3	3	4	4	36	22	21	17	
140	4	3	3	3	3	4	1	3	3	4	3	3	4	1	3	3	4	3	1	3	2	3	2	2	1	1	3	3	4	3	34	21	14	14	
141	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	3	3	3	3	2	3	2	3	3	3	3	2	3	3	3	32	20	19	14	

No	Kualitas Produk											Promosi							Distribusi					Keputusan Pembelian					JUMLAH					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	KP	P	D	Kpem
142	4	3	3	3	4	4	4	4	3	4	3	4	4	4	4	3	4	3	4	4	4	4	3	4	3	4	4	3	4	3	39	26	26	18
143	3	3	3	3	3	2	2	3	3	3	3	3	2	2	3	3	3	2	2	2	2	3	3	3	2	2	3	3	3	31	19	17	13	
144	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	33	21	21	15	
145	3	3	3	3	3	3	2	3	3	3	3	3	3	2	3	3	3	3	2	3	2	3	3	3	3	3	2	3	3	3	32	20	19	14
146	3	3	3	3	3	3	1	1	3	3	3	3	3	1	1	3	3	3	3	3	1	1	3	3	3	3	3	3	3	29	17	17	15	
147	3	4	4	3	3	3	1	3	1	4	3	3	3	1	3	1	4	3	3	3	1	3	1	4	3	3	3	3	3	32	18	18	16	
148	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	33	21	21	15	
149	3	4	3	3	3	2	3	4	3	4	3	3	2	3	4	3	4	2	3	2	3	4	3	4	2	3	4	3	4	35	22	21	16	
150	4	4	4	3	3	4	2	4	2	4	4	3	4	2	4	2	4	4	2	4	2	4	2	4	4	2	4	4	4	38	23	22	18	

JUMLAH	TOTAL																													JUMLAH				TOTAL	
478	453	493	456	436	505	469	456	478	474	464	436	505	469	456	478	474	464	446	493	396	489	434	356	404	446	431	473	496	497	13805	5162	3282	3018	2343	13805

p15	Pearson Correlation	.193	.550**	.403*	.201	.439*	.363*	.180	.468*	.726**	.309	.338	.583**	.403*	.422*	1	.414*	.218	.458*	.547**	.486**	.378*	.412*	.364*	.370*	.380*	.275	.280	.422*	.531**	.396*	.667**
	Significance(2-tailed)	.306	.002	.027	.287	.015	.049	.341	.009	.000	.097	.067	.001	.027	.020		.023	.248	.011	.002	.007	.039	.024	.048	.044	.038	.142	.134	.020	.003	.030	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p16	Pearson Correlation	.337	.328	.132	.263	.852**	.427*	.436*	.384*	.476**	.328	.398*	.474**	.312	.323	.414*	1	.398*	.339	.395*	.438*	.938**	.328	.279	.414*	.436*	.480**	.436*	.323	.292	.722**	.684**
	Significance(2-tailed)	.068	.077	.487	.161	.000	.019	.016	.036	.008	.077	.029	.008	.093	.081	.023		.029	.067	.031	.016	.000	.077	.135	.023	.016	.007	.016	.081	.118	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p17	Pearson Correlation	.079	.304	.177	.286	.410*	.702**	.257	.555**	.264	-.098	.195	.237	.198	.252	.218	.398*	1	.227	.342	.381*	.479**	.489**	.097	.255	.162	.112	.733**	.392*	-.013	.372*	.507**
	Significance(2-tailed)	.679	.103	.349	.125	.024	.000	.171	.001	.158	.607	.301	.206	.295	.179	.248	.029		.227	.065	.038	.007	.006	.611	.174	.393	.556	.000	.032	.946	.043	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p18	Pearson Correlation	-.032	.317	.803**	.018	.142	.396**	.188	.355	.345	.081	.133	.303	.171	.185	.458*	.339	.227	1	.419*	.244	.296	.242	.159	.195	.110	.069	.424*	.300	.085	.191	.450*
	Significance(2-tailed)	.865	.087	.000	.924	.453	.030	.319	.054	.062	.672	.485	.104	.367	.329	.011	.067	.227		.021	.194	.112	.197	.400	.301	.564	.716	.020	.107	.856	.313	.013
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p19	Pearson Correlation	.370*	.510**	.382*	.157	.324	.484**	.428*	.515**	.515**	.298	.254	.828**	.792**	.420*	.547**	.395*	.342	.419*	1	.354	.457*	.821**	.639**	.481**	.210	.100	.500**	.526**	.388*	.291	.746**
	Significance(2-tailed)	.044	.004	.037	.408	.081	.007	.018	.004	.004	.109	.175	.000	.000	.021	.002	.031	.065	.021		.055	.011	.000	.000	.007	.265	.601	.005	.003	.034	.119	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p20	Pearson Correlation	.529**	.704**	.280	.438*	.507**	.305	.445*	.611**	.607**	.530**	.459*	.297	.385*	.468**	.486**	.438*	.381*	.244	.354	1	.487**	.530**	.404*	.859**	.702**	.373*	.251	.373*	.432*	.345	.776**
	Significance(2-tailed)	.003	.000	.134	.016	.004	.102	.014	.000	.000	.003	.011	.111	.036	.009	.007	.016	.038	.194	.055		.006	.003	.027	.000	.000	.042	.180	.042	.017	.062	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p21	Pearson Correlation	.411*	.309	.185	.345	.788**	.482**	.496**	.472**	.460*	.306	.360	.450*	.393*	.292	.378*	.938**	.479**	.296	.457*	.487**	1	.408*	.378*	.475**	.496**	.438*	.496**	.292	.268	.670**	.722**
	Significance(2-tailed)	.024	.097	.329	.062	.000	.007	.005	.008	.011	.100	.051	.013	.032	.117	.039	.000	.007	.112	.011	.006		.025	.039	.008	.005	.016	.005	.117	.152	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p22	Pearson Correlation	.335	.567**	.302	.281	.368*	.393*	.324	.578**	.468**	.250	.294	.735**	.802**	.477**	.412*	.328	.489**	.242	.821**	.530**	.408*	1	.720**	.543**	.324	.119	.405*	.477**	.328	.328	.742**
	Significance(2-tailed)	.070	.001	.105	.132	.046	.032	.081	.001	.009	.183	.115	.000	.000	.008	.024	.077	.006	.197	.000	.003	.025		.000	.002	.081	.530	.026	.008	.077	.077	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p23	Pearson Correlation	.400*	.472**	.310	.201	.212	.071	.280	.468**	.494**	.412*	.338	.583**	.700**	.422*	.364*	.279	.097	.159	.639**	.404*	.378*	.720**	1	.562**	.480**	.128	.080	.422*	.396*	.126	.626**
	Significance(2-tailed)	.028	.008	.095	.287	.261	.708	.134	.009	.005	.024	.067	.001	.000	.020	.048	.135	.611	.400	.000	.027	.039	.000		.001	.007	.502	.674	.020	.030	.507	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p24	Pearson Correlation	.691**	.708**	.304	.326	.331	.273	.588**	.442*	.634**	.620**	.346	.353	.452*	.318	.370*	.414*	.255	.195	.481**	.859**	.475**	.543**	.562**	1	.663**	.207	.286	.318	.400*	.298	.759**
	Significance(2-tailed)	.000	.000	.103	.079	.074	.144	.001	.014	.000	.000	.061	.055	.012	.087	.044	.023	.174	.301	.007	.000	.008	.002	.001		.000	.272	.125	.087	.028	.109	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p25	Pearson Correlation	.635**	.374*	.220	.420*	.429*	.199	.528**	.553**	.401*	.729**	.447*	.197	.242	.440*	.380*	.436*	.162	.110	.210	.702**	.496**	.324	.480**	.663**	1	.324	.134	.324	.521**	.202	.660**
	Significance(2-tailed)	.000	.042	.243	.021	.018	.292	.003	.002	.028	.000	.013	.298	.198	.015	.038	.016	.393	.564	.265	.000	.005	.081	.007	.000		.080	.481	.080	.003	.284	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p26	Pearson Correlation	.104	.277	.036	.501**	.508**	.083	.093	.404*	.304	.358	.532**	.149	.008	.318	.275	.480**	.112	.069	.100	.373*	.438*	.119	.128	.207	.324	1	.093	.318	.302	.302	.419*
	Significance(2-tailed)	.585	.139	.850	.005	.004	.665	.626	.027	.102	.052	.002	.432	.968	.087	.142	.007	.556	.716	.601	.042	.016	.530	.502	.272	.080		.626	.087	.104	.104	.021
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p27	Pearson Correlation	.147	.190	.440*	.237	.250	.963**	.449*	.365*	.219	.000	.067	.286	.164	.093	.280	.436*	.733**	.424*	.500**	.251	.496**	.405*	.080	.286	.134	.093	1	.209	-.011	.308	.522**
	Significance(2-tailed)	.439	.315	.015	.207	.182	.000	.013	.047	.245	1.000	.727	.126	.388	.626	.134	.016	.000	.020	.005	.180	.005	.026	.674	.125	.481	.626		.269	.956	.097	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p28	Pearson Correlation	.224	.457*	.252	.098	.377*	.195	.324	.818**	.438*	.358	.392*	.543**	.466**	.830**	.422*	.323	.392*	.300	.526**	.373*	.292	.477**	.422*	.318	.324	.318	.209	1	.459*	.302	.636**
	Significance(2-tailed)	.235	.011	.180	.605	.040	.302	.080	.000	.015	.052	.032	.002	.009	.000	.020	.081	.032	.107	.003	.042	.117	.008	.020	.087	.080	.087	.269		.011	.104	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

p29	Pearson Correlation	.543**	.499**	.066	.353	.354	.089	.308	.375*	.509**	.656**	.372*	.491**	.530**	.615**	.531**	.292	-.013	.085	.388*	.432*	.268	.328	.396*	.400*	.521**	.302	-.011	.459*	1	.139	.595**
	Significance(2-tailed)	.002	.005	.729	.056	.055	.638	.097	.041	.004	.000	.043	.006	.003	.000	.003	.118	.946	.656	.034	.017	.152	.077	.030	.028	.003	.104	.956	.011	.465	.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p30	Pearson Correlation	.213	.334	.066	.107	.716**	.296	.202	.249	.386*	.109	.372*	.370*	.214	.302	.396*	.722**	.372*	.191	.291	.345	.670**	.328	.126	.298	.202	.302	.308	.302	.139	1	.513**
	Significance(2-tailed)	.259	.072	.729	.575	.000	.112	.284	.185	.035	.565	.043	.044	.256	.104	.030	.000	.043	.313	.119	.062	.000	.077	.507	.109	.284	.104	.097	.104	.465		.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pTotal	Pearson Correlation	.605**	.729**	.443*	.472**	.632**	.530**	.619**	.744**	.732**	.613**	.535**	.673**	.648**	.602**	.667**	.684**	.507**	.450**	.746**	.776**	.722**	.742**	.626**	.759**	.680**	.419*	.522**	.636**	.595**	.513**	1
	Significance(2-tailed)	.000	.000	.014	.008	.000	.003	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.004	.013	.000	.000	.000	.000	.000	.000	.000	.021	.003	.000	.001	.004	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation at 0.05(2-tailed)...

** . Correlation at 0.01(2-tailed)...

LAMPIRAN III

Hasil Uji Reliabilitas, R², Uji F, Analisis Regresi Linear Berganda

3.1 Hasil Uji Reliabilitas

Reliability Statistics

Cronbachs Alpha	N of Items
.944	30

3.3 Hasil Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Significance
1	Regression	280.158	3	93.386	81.554	.000 ^b
	Residual	167.182	146	1.145		
	Total	447.340	149			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (constant) Distribusi, Promosi, KualitasProduk...

3.2 Hasil Uji R square

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 ^a	.626	.619	1.070

a. Predictors: (constant) Distribusi, Promosi, KualitasProduk...

3.4 Hasil Uji Analisis Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Std. Error	Beta		
1	(Constant)	.908	1.010	.899	.370	
	KualitasProduk	.161	.077	.280	2.076	.040
	Promosi	.310	.098	.399	3.154	.002
	Distribusi	.119	.041	.189	2.908	.004

a. Dependent Variable: Keputusan Pembelian