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LAMPIRAN

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Lampiran 1

Pra Survey

Dengan hormat,

Dalam rangka penyusunan skripsi salah satu syarat kelulusan program Sarjana S1 di Universitas Esa Unggul, peneliti berusaha untuk mengumpulkan data dan informasi mengenai “Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Produk Tas Wanita Sophie Paris”.

Oleh karena itu, saya ingin mengajak Anda untuk ikut berpartisipasi dalam pengisian pra survey ini agar hasil penelitian ini dapat memiliki kredibilitas yang tinggi. Saya sangat berterima kasih atas kesediaan dan partisipasi Anda dalam meluangkan waktu untuk mengisi pra survey ini.

Atas perhatian dan kerjasamanya, Saya ucapkan terima kasih.

Hormat Saya,

Putri Oktaviyani

Pertanyaan

Kualitas Produk

Menurut Anda, bagaimana kualitas produk tas wanita sophie paris dibandingkan pesaingnya?

Harga

Menurut Anda, bagaimana harga tas wanita yang ditawarkan sophie paris?

Promosi

Menurut Anda, bagaimana promosi tas wanita sophie paris?

Lampiran 2

Universitas Esa Unggul

Program S-1 Fakultas Ekonomi dan Bisnis Program Studi Manajemen

KUESIONER PENELITIAN

Responden yang terhormat,

Saya Putri Oktaviyani (2014-11-145), mahasiswi Fakultas Ekonomi dan Bisnis Universitas Esa Unggul yang sedang melakukan penelitian tentang “Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Tas Wanita Produk Sophie Paris (Studi Kasus Di Wilayah Cirebon, Jawa Barat)”. Dalam rangka penulisan tugas akhir skripsi. Oleh karena itu, saya mohon kesediaan anda untuk meluangkan waktu guna mengisi kuesioner ini dengan tepat dan teliti. Data yang diperoleh akan dijaga kerahasiannya dan hanya digunakan untuk kepentingan penelitian. Atas perhatian dan kerjasamanya saya ucapkan terima kasih.

Hormat saya,

PUTRI OKTAVIYANI

A. Profil Responden

Nomor responden : _____ (diisi oleh peneliti)

1. Usia : 17-22 tahun
 23-28 tahun
 29-34 tahun
 > 35 tahun

2. Pendidikan Terakhir : SMP
 SMA
 D3
 S1
 Lain-lain

3. Pekerjaan / Profesi : Pelajar/Mahasiswa
 PNS (Pegawai Negeri Sipil)
 Ibu Rumah Tangga
 Wiraswasta
 Lain-lain

4. Pendapatan Anda saat ini : < Rp. 3.000.000
 Rp. 3.000.000 – Rp. 4.000.000
 Rp. 4.000.001 – Rp. 5.000.000
 > 5.000.001

5. Frekuensi pembelian : Belum pernah
 1 kali
 2-5 kali
 > 5 kali



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PETUNJUK PENGISIAN

1. Jawablah setiap pernyataan sesuai dengan pendapat Anda.
2. Pilihlah jawaban dengan memberi tanda silang (x) pada salah satu jawaban yang paling sesuai menurut Anda.
3. Adapun makna dari tanda tersebut adalah sebagai berikut:
STS : Sangat Tidak Setuju / Sangat Tidak Sesuai (1)
TS : Tidak Setuju / Tidak Sesuai (2)
S : Setuju / Sesuai (3)
SS : Sangat Setuju / Sangat Sesuai (4)

No	Pernyataan	1	2	3	4
	Kualitas Produk	STS	TS	S	SS
1.	Bahan tas sophie paris bagus tidak mudah rusak				
2.	Memiliki kualitas yang baik				
3.	Tas sophie paris tidak mudah rusak				
4.	Tas sophie paris bisa bertahan sampai 5 tahun				
5.	Memiliki beragam desain mewah				
6.	Memiliki banyak pilihan warna				
7.	Jarang terjadi cacat pada produk				
8.	Kemungkinan kecil adanya kerusakan				
9.	Kualitas memenuhi standar				
	Harga	STS	TS	S	SS
10.	Harga terjangkau oleh konsumen				
11.	Dapat dijangkau oleh semua masyarakat				
12.	Harga sesuai dengan kualitas produk				
13.	Harga sesuai dengan hasil yang diinginkan				
14.	Harga dapat bersaing dengan produk lain				
15.	Harga lebih ekonomis dibandingkan dengan produk lain				

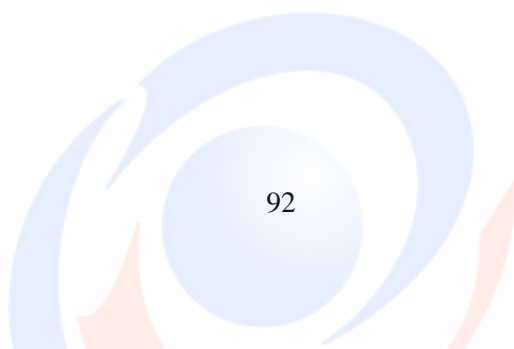
	Promosi	STS	TS	S	SS
16.	Iklan sophie paris menarik				
17.	Iklan sophie paris unik				
18.	Sering ada promosi-promosi menarik				
19.	Promosi yang dilakukan modern				
20.	Diskon harga yang menarik				
21.	Pesaing mengeluarkan iklan				
22.	Publisitas pesaing lebih menarik				
	Keputusan Pembelian	STS	TS	S	SS
23.	Memperoleh informasi yang cukup				
24.	Mencari informasi melalui internet				
25.	Mengevaluasi beberapa merek alternatif untuk pembelian				
26.	Melakukan evaluasi dengan membandingkan kelebihan dan kekurangan dari masing-masing produk tas				
27.	Memutuskan untuk membeli setelah mengevaluasi alternatif				
28.	Memberikan keputusan untuk membeli atau berlangganan				
29.	Keinginan untuk melakukan pembelian ulang				
30.	Merasa puas setelah melakukan pembelian				

Terima Kasih atas kerja sama Anda.

TABULASI 30 RESPONDEN

No	Kualitas Produk									TOTAL	Harga						TOTAL	Promosi							TOTAL	Keputusan Pembelian								TOTAL
	K P 1	K P 2	K P 3	K P 4	K P 5	K P 6	K P 7	K P 8	K P 9		H 1	H 2	H 3	H 4	H 5	H 6		TOTAL	P 1	P 2	P 3	P 4	P 5	P 6		P 7	TOTAL	KP E 1	KP E 2	KP E 3	KP E 4	KP E 5	KP E 6	
1	2	2	2	1	1	2	2	2	3	17	3	1	2	1	1	4	12	2	2	2	2	1	3	4	16	1	2	2	2	2	1	1	1	12
2	2	2	2	1	1	2	3	2	1	16	1	2	2	3	2	2	12	2	2	3	2	3	1	4	17	2	2	2	2	3	1	1	2	15
3	2	2	3	2	2	2	2	1	1	17	2	4	3	1	3	3	16	1	3	2	3	1	1	3	14	1	2	3	4	3	2	2	2	19
4	3	2	4	3	3	2	2	1	2	22	3	2	2	4	4	4	19	2	2	2	3	4	2	4	19	3	3	3	2	4	3	3	4	25
5	4	2	4	3	4	4	4	4	2	31	4	3	4	1	4	4	20	4	4	4	4	1	3	4	24	4	4	2	3	4	3	4	1	25
6	2	1	4	2	2	3	3	2	4	23	2	1	3	1	1	1	9	2	3	3	2	1	4	4	19	2	3	1	4	4	2	2	4	22
7	2	2	3	4	2	3	2	2	1	21	4	1	2	1	1	2	11	4	2	2	2	1	1	2	14	4	3	2	1	3	4	2	2	21
8	4	2	3	2	1	2	2	1	4	21	4	4	2	2	2	2	16	4	2	2	1	2	4	2	17	4	3	2	4	3	2	1	4	23
9	4	4	4	2	3	4	4	4	4	33	4	4	4	4	4	4	24	4	4	4	3	4	4	4	27	4	4	4	4	4	2	3	4	29
10	4	4	4	2	2	4	4	2	3	29	4	3	4	4	4	3	22	4	4	4	3	4	4	3	26	4	4	4	3	4	2	2	2	25
11	4	4	4	4	2	4	4	4	4	34	4	4	3	4	4	4	23	4	3	3	4	4	4	4	26	4	4	4	4	4	4	2	4	30
12	4	4	4	3	2	4	2	4	4	31	3	2	2	2	2	3	14	4	3	3	4	3	4	4	25	4	4	4	4	4	3	2	4	29
13	1	1	4	2	1	1	1	1	1	13	2	2	2	2	3	3	14	2	1	2	4	2	4	3	18	2	1	1	2	4	2	1	1	14
14	1	1	4	2	1	2	2	2	2	17	2	2	2	1	3	3	13	2	2	2	2	1	2	3	14	2	1	1	2	4	2	1	3	16
15	2	1	4	2	2	1	3	2	1	18	2	3	3	1	3	3	15	2	1	3	2	1	4	4	17	2	2	1	3	4	2	3	2	19
16	4	4	4	4	4	4	4	4	4	36	3	3	1	1	3	4	15	3	4	4	4	1	4	4	24	3	4	4	3	4	4	3	4	29
17	4	4	4	2	1	1	2	4	4	26	4	2	2	1	4	2	15	1	1	2	4	1	4	2	15	4	4	4	2	3	2	1	3	23
18	4	4	4	4	4	4	4	4	4	36	4	4	4	3	4	4	23	4	4	4	4	3	4	3	26	4	4	4	4	4	3	4	4	31
19	4	4	4	4	4	4	4	4	4	36	3	3	4	3	3	3	19	3	4	4	4	3	4	4	26	3	4	4	3	4	4	2	3	27
20	4	3	4	4	4	4	4	4	4	35	4	3	4	3	3	4	21	4	4	4	3	3	4	4	26	4	4	3	3	4	2	3	4	27
21	4	4	4	4	4	1	4	4	4	33	4	3	1	4	3	3	18	4	1	1	4	4	2	3	19	4	4	4	3	3	2	1	3	24
22	2	4	4	4	4	4	2	2	4	30	4	3	3	4	3	4	21	3	2	3	2	4	3	4	21	3	2	4	3	4	3	4	4	27
23	4	4	4	4	4	4	4	4	4	36	3	3	4	4	3	4	21	4	4	4	4	4	3	4	27	4	4	3	3	4	4	3	4	29
24	1	2	1	1	1	1	1	1	2	11	1	2	2	2	3	3	13	2	1	2	2	2	2	3	14	1	1	2	2	2	3	1	3	15
25	4	4	3	4	2	4	4	4	4	33	3	4	3	4	3	3	20	3	2	3	3	3	3	3	20	3	4	2	4	3	3	2	3	24

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27	4	4	4	4	4	1	4	4	4	33	4	4	4	4	3	4	23	4	4	4	4	4	4	4	28	4	4	2	4	4	4	4	2	28
28	4	4	4	4	4	4	4	4	4	36	4	4	4	4	3	4	23	4	3	3	4	4	4	4	26	4	2	4	4	4	3	4	4	29
29	2	4	4	4	1	4	4	4	4	31	4	4	4	3	3	4	22	4	3	2	4	3	3	4	23	4	2	4	4	4	2	1	3	24
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TABULASI 150 RESPONDEN

No	Kualitas Produk									Jumlah	Harga						Jumlah	Promosi							Jumlah	Keputusan Pembelian								Jumlah	
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9		H1	H2	H3	H4	H5	H6		P1	P2	P3	P4	P5	P6	P7		KE1	KE2	KE3	KE4	KE5	KE6	KE7	KE8		
1	3	2	2	3	2	2	2	2	4	22	3	3	2	2	2	2	14	3	3	3	2	3	3	4	21	3	2	3	3	3	3	3	3	3	23
2	3	3	3	3	3	3	4	4	4	30	4	4	3	3	3	4	21	3	3	3	3	3	4	2	21	3	3	4	4	4	4	4	4	4	30
3	3	3	2	2	2	2	2	3	4	23	3	3	3	2	2	2	15	2	2	2	2	2	2	1	13	2	2	3	2	2	2	3	2	18	
4	3	3	3	3	3	3	3	3	4	28	3	3	3	3	3	3	18	3	3	3	3	3	3	4	22	3	3	3	3	3	3	3	3	3	24
5	2	3	3	3	1	3	3	3	3	24	3	3	3	3	3	3	18	3	3	2	2	2	2	4	18	2	2	2	2	2	2	2	2	2	16
6	4	4	4	4	4	4	4	4	3	35	4	4	4	4	4	4	24	4	4	4	4	4	4	2	26	4	4	4	4	4	4	4	4	4	32
7	3	4	4	4	3	3	3	3	4	31	4	4	4	3	4	4	23	4	3	4	4	4	4	4	27	4	4	4	4	4	4	4	4	4	32
8	3	4	4	4	3	3	3	3	3	30	4	4	4	3	4	4	23	4	3	4	4	4	4	4	27	4	4	4	4	4	4	4	4	4	32
9	3	3	3	3	3	3	3	2	3	26	3	3	3	3	3	3	18	3	3	3	3	3	3	4	22	3	3	3	2	2	3	2	3	2	21
10	4	4	4	4	4	4	3	4	1	32	4	4	4	4	4	4	24	4	3	4	4	4	4	4	27	4	4	4	4	4	3	3	4	3	30
11	3	3	3	4	3	3	3	3	2	27	3	4	3	3	3	3	19	4	3	3	3	3	3	2	21	3	3	2	3	4	3	3	3	3	24
12	4	4	4	4	4	4	4	1	3	32	4	4	1	4	4	1	18	4	4	4	4	4	4	3	27	4	1	1	4	4	4	4	4	4	26
13	4	3	3	4	4	3	3	3	2	29	4	3	4	3	3	3	20	4	3	3	3	3	3	4	23	3	3	3	4	3	4	4	4	4	28
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27	3	4	3	4	3	4	3	4	2	30	3	4	3	4	3	4	21	3	4	3	4	3	4	3	24	3	4	3	4	3	4	3	4	28
28	4	4	3	3	4	4	3	3	3	31	3	3	3	4	4	4	21	3	4	4	4	4	4	3	26	4	4	3	3	4	4	4	4	30
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32	4	4	4	3	2	4	4	4	4	33	2	2	3	4	3	4	18	2	2	2	4	2	2	2	16	2	2	3	3	3	4	4	4	25
33	3	4	4	4	4	3	4	3	4	33	3	4	2	2	3	3	17	2	4	4	2	2	2	3	19	3	4	2	2	3	3	3	2	22
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37	4	3	4	3	3	4	4	4	3	32	4	4	4	4	3	3	22	3	4	4	4	3	3	4	25	4	4	4	3	4	3	4	4	30
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41	3	4	4	3	3	4	4	3	4	32	2	2	3	4	3	4	18	4	4	4	4	3	3	3	25	2	2	3	3	3	4	4	4	25
42	3	4	4	3	3	3	4	3	2	29	3	4	2	2	3	3	17	2	4	4	2	3	3	4	22	3	4	2	2	3	3	2	4	23
43	3	3	3	3	2	2	3	3	2	24	3	3	4	4	3	3	20	4	1	2	2	4	4	4	21	3	3	3	3	3	3	3	3	24
44	3	3	3	3	3	2	2	3	4	26	3	3	3	3	3	3	18	3	3	3	3	3	3	4	22	3	3	3	3	3	3	3	3	24
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46	4	3	2	4	3	4	2	2	2	26	4	2	2	2	3	3	16	3	1	2	2	3	3	3	17	3	3	3	3	2	3	3	23	
47	4	4	4	4	4	4	4	4	2	34	3	3	3	3	3	3	18	2	3	3	3	3	3	3	20	4	3	4	3	4	3	4	4	29
48	3	3	3	2	3	2	3	3	4	26	4	3	4	3	3	3	20	1	4	4	3	4	4	4	24	3	2	4	3	3	4	3	3	25
49	2	3	3	4	3	3	2	2	4	26	3	2	4	3	3	4	19	3	3	3	3	3	3	4	22	3	3	3	3	3	3	4	4	26
50	4	3	3	3	3	3	3	3	3	28	3	2	4	3	3	4	19	3	2	2	4	3	3	3	20	3	3	3	4	4	3	3	3	26
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Uji Validitas

Correlations											
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	TOTAL KP	
KP 1	Pearson Correlation	1	,737**	,455*	,545**	,575**	,489**	,651**	,734**	,688**	,836**
	Sig. (2-tailed)		,000	,012	,002	,001	,006	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
KP 2	Pearson Correlation	,737**	1	,355	,651**	,454*	,555**	,571**	,770**	,766**	,841**
	Sig. (2-tailed)	,000		,054	,000	,012	,001	,001	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
KP 3	Pearson Correlation	,455*	,355	1	,566**	,492**	,368*	,438*	,494**	,405*	,619**
	Sig. (2-tailed)	,012	,054		,001	,006	,045	,015	,006	,026	,000
	N	30	30	30	30	30	30	30	30	30	30
KP 4	Pearson Correlation	,545**	,651**	,566**	1	,664**	,566**	,552**	,671**	,539**	,815**
	Sig. (2-tailed)	,002	,000	,001		,000	,001	,002	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30	30
KP 5	Pearson Correlation	,575**	,454*	,492**	,664**	1	,444*	,630**	,543**	,376*	,738**
	Sig. (2-tailed)	,001	,012	,006	,000		,014	,000	,002	,040	,000
	N	30	30	30	30	30	30	30	30	30	30
KP 6	Pearson Correlation	,489**	,555**	,368*	,566**	,444*	1	,542**	,549**	,508**	,721**
	Sig. (2-tailed)	,006	,001	,045	,001	,014		,002	,002	,004	,000
	N	30	30	30	30	30	30	30	30	30	30
KP 7	Pearson Correlation	,651**	,571**	,438*	,552**	,630**	,542**	1	,728**	,505**	,797**
	Sig. (2-tailed)	,000	,001	,015	,002	,000	,002		,000	,004	,000
	N	30	30	30	30	30	30	30	30	30	30
KP 8	Pearson Correlation	,734**	,770**	,494**	,671**	,543**	,549**	,728**	1	,693**	,881**
	Sig. (2-tailed)	,000	,000	,006	,000	,002	,002	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30

KP 9	Pearson Correlation	,688**	,766**	,405*	,539**	,376*	,508**	,505**	,693**	1	,783**
	Sig. (2-tailed)	,000	,000	,026	,002	,040	,004	,004	,000		,000
	N	30	30	30	30	30	30	30	30	30	30
TOTAL KP	Pearson Correlation	,836**	,841**	,619**	,815**	,738**	,721**	,797**	,881**	,783**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30

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

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

		Correlations						
		H 1	H 2	H 3	H 4	H 5	H 6	TOTAL H
H 1	Pearson Correlation	1	,453*	,350	,420*	,305	,420*	,675**
	Sig. (2-tailed)		,012	,058	,021	,101	,021	,000
	N	30	30	30	30	30	30	30
H 2	Pearson Correlation	,453*	1	,468**	,535**	,551**	,493**	,802**
	Sig. (2-tailed)	,012		,009	,002	,002	,006	,000
	N	30	30	30	30	30	30	30
H 3	Pearson Correlation	,350	,468**	1	,387*	,344	,376*	,673**
	Sig. (2-tailed)	,058	,009		,034	,063	,040	,000
	N	30	30	30	30	30	30	30
H 4	Pearson Correlation	,420*	,535**	,387*	1	,409*	,477**	,777**
	Sig. (2-tailed)	,021	,002	,034		,025	,008	,000
	N	30	30	30	30	30	30	30
H 5	Pearson Correlation	,305	,551**	,344	,409*	1	,503**	,692**
	Sig. (2-tailed)	,101	,002	,063	,025		,005	,000
	N	30	30	30	30	30	30	30
H 6	Pearson Correlation	,420*	,493**	,376*	,477**	,503**	1	,729**

	Sig. (2-tailed)	,021	,006	,040	,008	,005		,000
	N	30	30	30	30	30	30	30
TOTAL H	Pearson Correlation	,675**	,802**	,673**	,777**	,692**	,729**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30

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

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

Correlations									
		P 1	P 2	P 3	P 4	P 5	P 6	P 7	TOTAL P
P 1	Pearson Correlation	1	,484**	,261	,505**	,640**	,448**	,387*	,763**
	Sig. (2-tailed)		,003	,125	,002	,000	,006	,020	,000
	N	36	36	36	36	36	36	36	36
P 2	Pearson Correlation	,484**	1	,751**	,397*	,304	,337*	,426**	,721**
	Sig. (2-tailed)	,003		,000	,016	,072	,044	,010	,000
	N	36	36	36	36	36	36	36	36
P 3	Pearson Correlation	,261	,751**	1	,218	,210	,420*	,355*	,610**
	Sig. (2-tailed)	,125	,000		,201	,220	,011	,034	,000
	N	36	36	36	36	36	36	36	36
P 4	Pearson Correlation	,505**	,397*	,218	1	,531**	,497**	,494**	,731**
	Sig. (2-tailed)	,002	,016	,201		,001	,002	,002	,000
	N	36	36	36	36	36	36	36	36
P 5	Pearson Correlation	,640**	,304	,210	,531**	1	,430**	,566**	,762**
	Sig. (2-tailed)	,000	,072	,220	,001		,009	,000	,000
	N	36	36	36	36	36	36	36	36
P 6	Pearson Correlation	,448**	,337*	,420*	,497**	,430**	1	,479**	,716**
	Sig. (2-tailed)	,006	,044	,011	,002	,009		,003	,000

	N	36	36	36	36	36	36	36	36
P 7	Pearson Correlation	,387*	,426**	,355*	,494**	,566**	,479**	1	,715**
	Sig. (2-tailed)	,020	,010	,034	,002	,000	,003		,000
	N	36	36	36	36	36	36	36	36
TOTAL P	Pearson Correlation	,763**	,721**	,610**	,731**	,762**	,716**	,715**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	36	36	36	36	36	36	36	36

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

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

Correlations										
		KPE 1	KPE 2	KPE 3	KPE 4	KPE 5	KPE 6	KPE 7	KPE 8	TOTAL TKPE
KPE 1	Pearson Correlation	1	,432**	,583**	,424*	,638**	,450**	,466**	,432**	,819**
	Sig. (2-tailed)		,008	,000	,010	,000	,006	,004	,009	,000
	N	36	36	36	36	36	36	36	36	36
KPE 2	Pearson Correlation	,432**	1	,174	,386*	,081	,279	,139	,151	,505**
	Sig. (2-tailed)	,008		,309	,020	,637	,100	,420	,379	,002
	N	36	36	36	36	36	36	36	36	36
KPE 3	Pearson Correlation	,583**	,174	1	,241	,358*	,308	,320	,568**	,679**
	Sig. (2-tailed)	,000	,309		,158	,032	,068	,057	,000	,000
	N	36	36	36	36	36	36	36	36	36
KPE 4	Pearson Correlation	,424*	,386*	,241	1	,464**	,158	,333*	,395*	,620**
	Sig. (2-tailed)	,010	,020	,158		,004	,357	,047	,017	,000
	N	36	36	36	36	36	36	36	36	36
KPE 5	Pearson Correlation	,638**	,081	,358*	,464**	1	,387*	,567**	,422*	,702**
	Sig. (2-tailed)	,000	,637	,032	,004		,020	,000	,010	,000
	N	36	36	36	36	36	36	36	36	36

KPE 6	Pearson Correlation	,450**	,279	,308	,158	,387*	1	,609**	,360*	,662**
	Sig. (2-tailed)	,006	,100	,068	,357	,020		,000	,031	,000
	N	36	36	36	36	36	36	36	36	36
KPE 7	Pearson Correlation	,466**	,139	,320	,333*	,567**	,609**	1	,309	,701**
	Sig. (2-tailed)	,004	,420	,057	,047	,000	,000		,066	,000
	N	36	36	36	36	36	36	36	36	36
KPE 8	Pearson Correlation	,432**	,151	,568**	,395*	,422*	,360*	,309	1	,677**
	Sig. (2-tailed)	,009	,379	,000	,017	,010	,031	,066		,000
	N	36	36	36	36	36	36	36	36	36
TOTAL TKPE	Pearson Correlation	,819**	,505**	,679**	,620**	,702**	,662**	,701**	,677**	1
	Sig. (2-tailed)	,000	,002	,000	,000	,000	,000	,000	,000	
	N	36	36	36	36	36	36	36	36	36

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

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

Uji Reliabilitas

Reliability Statistics	
Cronbach's Alpha	N of Items
,960	30

Kualitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
,924	9

Harga

Reliability Statistics	
Cronbach's Alpha	N of Items
,815	6

Promosi

Reliability Statistics	
Cronbach's Alpha	N of Items
,829	7

Keputusan Pembelian

Reliability Statistics	
Cronbach's Alpha	N of Items
,832	8

Uji Hipotesis

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,714 ^a	,509	,499	2,662	1,784
a. Predictors: (Constant), Promosi, Kualitas Produk, Harga					
b. Dependent Variable: Keputusan Pembelian					

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1073,222	3	357,741	50,475	,000 ^b
	Residual	1034,778	146	7,088		
	Total	2108,000	149			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Promosi, Kualitas Produk, Harga						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,650	2,138		,304	,761
	Kualitas Produk	,268	,062	,270	4,299	,000
	Harga	,216	,090	,154	2,395	,018
	Promosi	,596	,076	,498	7,825	,000
a. Dependent Variable: Keputusan Pembelian						