

80	2	2	2	2	3	2	2
81	2	3	2	3	2	1	1
82	4	4	4	4	4	4	4
83	2	2	2	2	3	2	4
84	3	3	4	4	3	3	3
85	2	3	2	2	2	2	3
86	4	3	3	3	3	3	4
87	4	3	3	3	3	3	4
88	3	2	2	2	2	2	3
89	2	3	3	3	3	2	3
90	3	4	4	4	2	2	4
91	2	1	2	3	3	3	3
92	2	3	3	3	3	3	3
93	3	4	4	4	1	1	1
94	3	3	3	3	3	3	3
95	2	2	2	3	2	2	4
96	4	4	4	4	4	4	4
97	2	3	3	4	4	1	4
98	4	4	4	4	4	4	4
99	4	4	3	4	4	3	4
100	3	4	4	4	4	3	4

LAMPIRAN IV  
HASIL UJI SPSS

Validitas 30 Responden

*Sales Promotion*

Correlations

		X1.1	X1.2	X1.3	TOTAL.X 1
X1.1	Pearson Correlation	1	.517**	.529**	.806**
	Sig. (2-tailed)		.003	.003	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.517**	1	.774**	.883**
	Sig. (2-tailed)	.003		.000	.000
	N	30	30	30	30
X1.3	Pearson Correlation	.529**	.774**	1	.888**
	Sig. (2-tailed)	.003	.000		.000
	N	30	30	30	30
TOTAL.X 1	Pearson Correlation	.806**	.883**	.888**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

*Visual Merchandising*

Correlations

	X 2. 1	X 2. 2	X 2. 3	X 2. 4	X 2. 5	X 2. 6	X 2. 7	X 2. 8	X 2. 9	X2 .10	X2 .11	X2 .12	X2 .13	TOTA L.X2	
X2.1	Pears on Corre lation	1	.6 76 **	.6 12 **	.6 46 **	.3 83 *	.3 31	.6 58 **	.3 93 *	.5 75 **	.28 6	.45 2*	.64 8**	.38 8*	.779**
	Sig. (2- tailed )		.0 00	.0 00	.0 00	.0 37	.0 74	.0 00	.0 32	.0 01	.12 5	.01 2	.00 0	.03 4	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30