

LAMPIRAN

1. Hasil Validitas Pre-test Varia bel X dan Variabel Y

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	Komunikasi Persuasif Personal Sales (Y)
P1	Pearson Correlation	1	.505*	.000	.074	.666**	.015	1.000**	.505*	.000	.074	.143	.015	1.000**	.621**
	Sig. (2-tailed)		.023	1.000	.758	.001	.949	.000	.023	1.000	.758	.548	.949	.000	.003
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P2	Pearson Correlation	.505*	1	.608**	.451*	.817**	.372	.505*	1.000**	.608**	.451*	.407	.372	.505*	.850**
	Sig. (2-tailed)	.023		.004	.046	.000	.106	.023	.000	.004	.046	.075	.106	.023	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P3	Pearson Correlation	.000	.608**	1	.344	.473*	.384	.000	.608**	1.000**	.344	.241	.384	.000	.545*
	Sig. (2-tailed)	1.000	.004		.137	.035	.095	1.000	.004	.000	.137	.306	.095	1.000	.013
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P4	Pearson Correlation	.074	.451*	.344	1	.265	.961**	.074	.451*	.344	1.000**	.581**	.961**	.074	.733**
	Sig. (2-tailed)	.758	.046	.137		.259	.000	.758	.046	.137	.000	.007	.000	.758	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P5	Pearson Correlation	.666**	.817**	.473*	.265	1	.199	.666**	.817**	.473*	.265	.299	.199	.666**	.776**
	Sig. (2-tailed)	.001	.000	.035	.259		.400	.001	.000	.035	.259	.201	.400	.001	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P6	Pearson Correlation	.015	.372	.384	.961**	.199	1	.015	.372	.384	.961**	.463*	1.000**	.015	.680**
	Sig. (2-tailed)	.949	.106	.095	.000	.400		.949	.106	.095	.000	.040	.000	.949	.001
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P7	Pearson Correlation	1.000**	.505*	.000	.074	.666**	.015	1	.505*	.000	.074	.143	.015	1.000**	.621**
	Sig. (2-tailed)	.000	.023	1.000	.758	.001	.949		.023	1.000	.758	.548	.949	.000	.003
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P8	Pearson Correlation	.505*	1.000**	.608**	.451*	.817**	.372	.505*	1	.608**	.451*	.407	.372	.505*	.850**
	Sig. (2-tailed)	.023	.000	.004	.046	.000	.106	.023		.004	.046	.075	.106	.023	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P9	Pearson Correlation	.000	.608**	1.000**	.344	.473*	.384	.000	.608**	1	.344	.241	.384	.000	.545*
	Sig. (2-tailed)	1.000	.004	.000	.137	.035	.095	1.000	.004		.137	.306	.095	1.000	.013
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P10	Pearson Correlation	.074	.451*	.344	1.000**	.265	.961**	.074	.451*	.344	1	.581**	.961**	.074	.733**
	Sig. (2-tailed)	.758	.046	.137	.000	.259	.000	.758	.046	.137		.007	.000	.758	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P11	Pearson Correlation	.143	.407	.241	.581**	.299	.463*	.143	.407	.241	.581**	1	.463*	.143	.563*
	Sig. (2-tailed)	.548	.075	.306	.007	.201	.040	.548	.075	.306	.007		.400	.548	.010
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P12	Pearson Correlation	.015	.372	.384	.961**	.199	1.000**	.015	.372	.384	.961**	.463*	1	.015	.680**
	Sig. (2-tailed)	.949	.106	.095	.000	.400	.000	.949	.106	.095	.000	.040		.949	.001
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
P13	Pearson Correlation	1.000**	.505*	.000	.074	.666**	.015	1.000**	.505*	.000	.074	.143	.015	1	.621**
	Sig. (2-tailed)	.000	.023	1.000	.758	.001	.949	.000	.023	1.000	.758	.548	.949		.003
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Komunikasi Persuasif Personal Sales (X)	Pearson Correlation	.621**	.850**	.545*	.733**	.776**	.680**	.621**	.850**	.545*	.733**	.563*	.680**	.621**	1
	Sig. (2-tailed)	.003	.000	.013	.000	.000	.001	.003	.000	.013	.000	.010	.001	.003	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	Keputusan Pembelian (Y)
P14	Pearson Correlation	1	.505*	.000	.074	.666**	.015	1.000**	.505*	.000	.074	.143	.581**
	Sig. (2-tailed)		.023	1.000	.758	.001	.949	.000	.023	1.000	.758	.548	.007
	N	20	20	20	20	20	20	20	20	20	20	20	20
P15	Pearson Correlation	.505*	1	.608**	.451*	.817**	.372	.505*	1.000**	.608**	.451*	.407	.880**
	Sig. (2-tailed)	.023		.004	.046	.000	.106	.023	.000	.004	.046	.075	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20
P16	Pearson Correlation	.000	.608**	1	.344	.473*	.384	.000	.608**	1.000**	.344	.241	.594**
	Sig. (2-tailed)	1.000	.004		.137	.035	.095	1.000	.004	.000	.137	.306	.006
	N	20	20	20	20	20	20	20	20	20	20	20	20
P17	Pearson Correlation	.074	.451*	.344	1	.265	.961**	.074	.451*	.344	1.000**	.581**	.723**
	Sig. (2-tailed)	.758	.046	.137		.259	.000	.758	.046	.137	.000	.007	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20
P18	Pearson Correlation	.666**	.817**	.473*	.265	1	.199	.666**	.817**	.473*	.265	.299	.792**
	Sig. (2-tailed)	.001	.000	.035	.259		.400	.001	.000	.035	.259	.201	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20
P19	Pearson Correlation	.015	.372	.384	.961**	.199	1	.015	.372	.384	.961**	.463*	.663**
	Sig. (2-tailed)	.949	.106	.095	.000	.400		.949	.106	.095	.000	.040	.001
	N	20	20	20	20	20	20	20	20	20	20	20	20
P20	Pearson Correlation	1.000**	.505*	.000	.074	.666**	.015	1	.505*	.000	.074	.143	.581**
	Sig. (2-tailed)	.000	.023	1.000	.758	.001	.949		.023	1.000	.758	.548	.007
	N	20	20	20	20	20	20	20	20	20	20	20	20
P21	Pearson Correlation	.505*	1.000**	.608**	.451*	.817**	.372	.505*	1	.608**	.451*	.407	.880**
	Sig. (2-tailed)	.023	.000	.004	.046	.000	.106	.023		.004	.046	.075	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20
P22	Pearson Correlation	.000	.608**	1.000**	.344	.473*	.384	.000	.608**	1	.344	.241	.594**
	Sig. (2-tailed)	1.000	.004	.000	.137	.035	.095	1.000	.004		.137	.306	.006
	N	20	20	20	20	20	20	20	20	20	20	20	20
P23	Pearson Correlation	.074	.451*	.344	1.000**	.265	.961**	.074	.451*	.344	1	.581**	.723**
	Sig. (2-tailed)	.758	.046	.137	.000	.259	.000	.758	.046	.137		.007	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20
P24	Pearson Correlation	.143	.407	.241	.581**	.299	.463*	.143	.407	.241	.581**	1	.581**
	Sig. (2-tailed)	.548	.075	.306	.007	.201	.040	.548	.075	.306	.007		.007
	N	20	20	20	20	20	20	20	20	20	20	20	20
Keputusan Pembelian (Y)	Pearson Correlation	.581**	.880**	.594**	.723**	.792**	.663**	.581**	.880**	.594**	.723**	.581**	1
	Sig. (2-tailed)	.007	.000	.006	.000	.000	.001	.007	.000	.006	.000	.007	
	N	20	20	20	20	20	20	20	20	20	20	20	20

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

2. Hasil Reabilitas Pre-test Variabel X dan Variabel Y

Komunikasi persuasif *personal sales*

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.901	13

Keputusan pembelian (Y)

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.887	11

3. Hasil Distribusi Frekuensi responden berdasarkan jenis kelamin, usia dan data waktu pembelian terakhir

Statistics

		Jenis Kelamin	Usia	Data Waktu Pembelian Konsumen
N	Valid	96	96	96
	Missing	0	0	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	34	35.4	35.4	35.4
	Perempuan	62	64.6	64.6	100.0
Total		96	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 28	38	39.6	39.6	39.6
	29 - 39	43	44.8	44.8	84.4
	40 - 50	11	11.5	11.5	95.8
	51 - 61	4	4.2	4.2	100.0
Total		96	100.0	100.0	

Data Waktu Pembelian Konsumen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 4 Bulan	30	31.3	31.3	31.3
	5 - 8 Bulan	49	51.0	51.0	82.3
	9 - 12 Bulan	17	17.7	17.7	100.0
	Total	96	100.0	100.0	

4. Hasil Validitas Variabel X dan Variabel Y

Correlations

		P1	P2	P3	P4	P5	Total Kredibilitas
P1	Pearson Correlation	1	.042	.561**	.243*	.042	.518**
	Sig. (2-tailed)		.683	.000	.017	.683	.000
	N	96	96	96	96	96	96
P2	Pearson Correlation	.042	1	.420**	-.034	1.000**	.782**
	Sig. (2-tailed)	.683		.000	.745	.000	.000
	N	96	96	96	96	96	96
P3	Pearson Correlation	.561**	.420**	1	.221*	.420**	.770**
	Sig. (2-tailed)	.000	.000		.031	.000	.000
	N	96	96	96	96	96	96
P4	Pearson Correlation	.243*	-.034	.221*	1	-.034	.418**
	Sig. (2-tailed)	.017	.745	.031		.745	.000
	N	96	96	96	96	96	96
P5	Pearson Correlation	.042	1.000**	.420**	-.034	1	.782**
	Sig. (2-tailed)	.683	.000	.000	.745		.000
	N	96	96	96	96	96	96
Total Kredibilitas	Pearson Correlation	.518**	.782**	.770**	.418**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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

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

Correlations

		P6	P7	P8	P9	Total Daya Tarik
P6	Pearson Correlation	1	.422**	.313**	-.202*	.644**
	Sig. (2-tailed)		.000	.002	.049	.000
	N	96	96	96	96	96
P7	Pearson Correlation	.422**	1	.604**	-.178	.693**
	Sig. (2-tailed)	.000		.000	.082	.000
	N	96	96	96	96	96
P8	Pearson Correlation	.313**	.604**	1	-.046	.771**
	Sig. (2-tailed)	.002	.000		.658	.000
	N	96	96	96	96	96
P9	Pearson Correlation	-.202*	-.178	-.046	1	.293**
	Sig. (2-tailed)	.049	.082	.658		.004
	N	96	96	96	96	96
Total Daya Tarik	Pearson Correlation	.644**	.693**	.771**	.293**	1
	Sig. (2-tailed)	.000	.000	.000	.004	
	N	96	96	96	96	96

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

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

Correlations

		P14	P15	P16	Total Perhatian
P14	Pearson Correlation	1	.420**	.042	.712**
	Sig. (2-tailed)		.000	.683	.000
	N	96	96	96	96
P15	Pearson Correlation	.420**	1	.561**	.867**
	Sig. (2-tailed)	.000		.000	.000
	N	96	96	96	96
P16	Pearson Correlation	.042	.561**	1	.660**
	Sig. (2-tailed)	.683	.000		.000
	N	96	96	96	96
Total Perhatian	Pearson Correlation	.712**	.867**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	96	96	96	96

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

Correlations

		P10	P11	P12	P13	Total Pesan
P10	Pearson Correlation	1	.046	.260*	.221*	.688**
	Sig. (2-tailed)		.657	.011	.031	.000
	N	96	96	96	96	96
P11	Pearson Correlation	.046	1	-.290**	.077	.475**
	Sig. (2-tailed)	.657		.004	.458	.000
	N	96	96	96	96	96
P12	Pearson Correlation	.260*	-.290**	1	-.150	.341**
	Sig. (2-tailed)	.011	.004		.144	.001
	N	96	96	96	96	96
P13	Pearson Correlation	.221*	.077	-.150	1	.567**
	Sig. (2-tailed)	.031	.458	.144		.000
	N	96	96	96	96	96
Total Pesan	Pearson Correlation	.688**	.475**	.341**	.567**	1
	Sig. (2-tailed)	.000	.000	.001	.000	
	N	96	96	96	96	96

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

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

Correlations

		P14	P15	P16	Total Perhatian
P14	Pearson Correlation	1	.420**	.042	.712**
	Sig. (2-tailed)		.000	.683	.000
	N	96	96	96	96
P15	Pearson Correlation	.420**	1	.561**	.867**
	Sig. (2-tailed)	.000		.000	.000
	N	96	96	96	96
P16	Pearson Correlation	.042	.561**	1	.660**
	Sig. (2-tailed)	.683	.000		.000
	N	96	96	96	96
Total Perhatian	Pearson Correlation	.712**	.867**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	96	96	96	96

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

Correlations

		P17	P18	Total Ketertarikan
P17	Pearson Correlation	1	-.036	.735**
	Sig. (2-tailed)		.726	.000
	N	96	96	96
P18	Pearson Correlation	-.036	1	.651**
	Sig. (2-tailed)	.726		.000
	N	96	96	96
Total Ketertarikan	Pearson Correlation	.735**	.651**	1
	Sig. (2-tailed)	.000	.000	
	N	96	96	96

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

Correlations

		P19	P20	P21	Total Keinginan
P19	Pearson Correlation	1	-.202*	.164	.522**
	Sig. (2-tailed)		.049	.110	.000
	N	96	96	96	96
P20	Pearson Correlation	-.202*	1	.420**	.633**
	Sig. (2-tailed)	.049		.000	.000

	N	96	96	96	96
P21	Pearson Correlation	.164	.420**	1	.782**
	Sig. (2-tailed)	.110	.000		.000
	N	96	96	96	96
Total Keinginan	Pearson Correlation	.522**	.633**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	96	96	96	96

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

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

Correlations

		P22	P23	P24	Total Keputusan
P22	Pearson Correlation	1	-.088	.519**	.680**
	Sig. (2-tailed)		.392	.000	.000
	N	96	96	96	96
P23	Pearson Correlation	-.088	1	-.128	.507**
	Sig. (2-tailed)	.392		.215	.000
	N	96	96	96	96
P24	Pearson Correlation	.519**	-.128	1	.699**
	Sig. (2-tailed)	.000	.215		.000
	N	96	96	96	96
Total Keputusan	Pearson Correlation	.680**	.507**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	96	96	96	96

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

5. Hasil Reabilitas Variabel X dan Variabel Y

Komunikasi persuasif *personal sales*

Reliability Statistics

Cronbach's Alpha	N of Items
.792	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	40.33	22.919	.341	.785
P2	40.36	21.034	.504	.770
P3	40.28	21.004	.648	.760
P4	40.46	21.346	.489	.772
P5	40.36	21.034	.504	.770
P6	40.31	23.143	.196	.800
P7	40.23	23.063	.402	.782
P8	40.38	21.079	.488	.772
P9	40.36	21.034	.504	.770
P10	40.28	21.004	.648	.760
P11	40.42	23.677	.113	.809
P12	40.39	22.934	.279	.791
P13	40.46	21.346	.489	.772

Keputusan pembelian**Reliability Statistics**

Cronbach's Alpha	N of Items
.785	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P14	33.57	16.858	.451	.767
P15	33.49	16.253	.709	.741
P16	33.54	17.746	.442	.769
P17	33.63	17.837	.266	.790
P18	33.51	16.316	.591	.751
P19	33.52	17.810	.290	.786
P20	33.57	16.858	.451	.767
P21	33.49	16.253	.709	.741
P22	33.54	17.746	.442	.769
P23	33.63	17.837	.266	.790
P24	33.78	17.583	.371	.776

6. Hasil Uji Korelasi, R^2 (R-Square), dan Uji t (Parsial)**Uji Korelasi**

Correlations

		Komunikasi Persuasif Personal Sales (X)	Keputusan Pembelian (Y)
Komunikasi Persuasif Personal Sales (X)	Pearson Correlation	1	.356**
	Sig. (2-tailed)		.000
	N	96	96
Keputusan Pembelian (Y)	Pearson Correlation	.356**	1
	Sig. (2-tailed)	.000	
	N	96	96

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

R² (R-Square)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.356 ^a	.127	.118	4.238

a. Predictors: (Constant), Komunikasi Persuasif Personal Sales (X)

b. Dependent Variable: Keputusan Pembelian (Y)

Uji t (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30.524	1.784		17.109	.000
	Komunikasi Persuasif Personal Sales (X)	.179	.048	.356	3.699	.000

a. Dependent Variable: Keputusan Pembelian (Y)

7. Hasil Regresi Linier

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30.524	1.784		17.109	.000
	Komunikasi Persuasif Personal Sales (X)	.179	.048	.356	3.699	.000

a. Dependent Variable: Keputusan Pembelian (Y)

8. Distribusi Frekuensi setiap pertanyaan 1 – 24

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	41	42.7	42.7	42.7
	Tidak Setuju (TS)	9	9.4	9.4	52.1
	Setuju (S)	20	20.8	20.8	72.9
	Sangat Setuju (SS)	26	27.1	27.1	100.0
	Total	96	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	32	33.3	33.3	33.3
	Tidak Setuju (TS)	7	7.3	7.3	40.6
	Setuju (S)	22	22.9	22.9	63.5
	Sangat Setuju (SS)	35	36.5	36.5	100.0
	Total	96	100.0	100.0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	2	2.1	2.1	2.1
	Tidak Setuju (TS)	12	12.5	12.5	14.6
	Setuju (S)	32	33.3	33.3	47.9
	Sangat Setuju (SS)	50	52.1	52.1	100.0
	Total	96	100.0	100.0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	6	6.3	6.3	6.3
	Tidak Setuju (TS)	7	7.3	7.3	13.5
	Setuju (S)	37	38.5	38.5	52.1
	Sangat Setuju (SS)	46	47.9	47.9	100.0
	Total	96	100.0	100.0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	26	27.1	27.1	27.1
	Tidak Setuju (TS)	8	8.3	8.3	35.4
	Setuju (S)	34	35.4	35.4	70.8
	Sangat Setuju (SS)	28	29.2	29.2	100.0
	Total	96	100.0	100.0	

P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	19	19.8	19.8	19.8
	Tidak Setuju (TS)	34	35.4	35.4	55.2
	Setuju (S)	15	15.6	15.6	70.8
	Sangat Setuju (SS)	28	29.2	29.2	100.0
	Total	96	100.0	100.0	

P7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	41	42.7	42.7	42.7
	Tidak Setuju (TS)	9	9.4	9.4	52.1
	Setuju (S)	20	20.8	20.8	72.9
	Sangat Setuju (SS)	26	27.1	27.1	100.0
	Total	96	100.0	100.0	

P8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	51	53.1	53.1	53.1
	Tidak Setuju (TS)	10	10.4	10.4	63.5
	Setuju (S)	7	7.3	7.3	70.8
	Sangat Setuju (SS)	28	29.2	29.2	100.0
	Total	96	100.0	100.0	

P9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	32	33.3	33.3	33.3
	Tidak Setuju (TS)	7	7.3	7.3	40.6
	Setuju (S)	22	22.9	22.9	63.5
	Sangat Setuju (SS)	35	36.5	36.5	100.0
	Total	96	100.0	100.0	

P10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	13	13.5	13.5	13.5
	Tidak Setuju (TS)	7	7.3	7.3	20.8
	Setuju (S)	32	33.3	33.3	54.2
	Sangat Setuju (SS)	44	45.8	45.8	100.0
	Total	96	100.0	100.0	

P11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	13	13.5	13.5	13.5
	Tidak Setuju (TS)	5	5.2	5.2	18.8
	Setuju (S)	41	42.7	42.7	61.5
	Sangat Setuju (SS)	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

P12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	25	26.0	26.0	26.0
	Tidak Setuju (TS)	9	9.4	9.4	35.4
	Setuju (S)	34	35.4	35.4	70.8
	Sangat Setuju (SS)	28	29.2	29.2	100.0
	Total	96	100.0	100.0	

P13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	19	19.8	19.8	19.8
	Setuju (S)	44	45.8	45.8	65.6
	Sangat Setuju (SS)	33	34.4	34.4	100.0
	Total	96	100.0	100.0	

P14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	2	2.1	2.1	2.1
	Tidak Setuju (TS)	12	12.5	12.5	14.6
	Setuju (S)	32	33.3	33.3	47.9
	Sangat Setuju (SS)	50	52.1	52.1	100.0
	Total	96	100.0	100.0	

P15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	8	8.3	8.3	8.3
	Setuju (S)	38	39.6	39.6	47.9
	Sangat Setuju (SS)	50	52.1	52.1	100.0
	Total	96	100.0	100.0	

P16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	6	6.3	6.3	6.3
	Setuju (S)	47	49.0	49.0	55.2
	Sangat Setuju (SS)	43	44.8	44.8	100.0
	Total	96	100.0	100.0	

P17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	22	22.9	22.9	22.9
	Setuju (S)	23	24.0	24.0	46.9
	Sangat Setuju (SS)	51	53.1	53.1	100.0
	Total	96	100.0	100.0	

P13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	19	19.8	19.8	19.8
	Setuju (S)	44	45.8	45.8	65.6
	Sangat Setuju (SS)	33	34.4	34.4	100.0
	Total	96	100.0	100.0	

P19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	18	18.8	18.8	18.8
	Setuju (S)	21	21.9	21.9	40.6
	Sangat Setuju (SS)	57	59.4	59.4	100.0
	Total	96	100.0	100.0	

P20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	2	2.1	2.1	2.1
	Tidak Setuju (TS)	12	12.5	12.5	14.6
	Setuju (S)	32	33.3	33.3	47.9
	Sangat Setuju (SS)	50	52.1	52.1	100.0
	Total	96	100.0	100.0	

P21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	8	8.3	8.3	8.3
	Setuju (S)	38	39.6	39.6	47.9
	Sangat Setuju (SS)	50	52.1	52.1	100.0
	Total	96	100.0	100.0	

P22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	6	6.3	6.3	6.3
	Setuju (S)	47	49.0	49.0	55.2
	Sangat Setuju (SS)	43	44.8	44.8	100.0
	Total	96	100.0	100.0	

P23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	22	22.9	22.9	22.9
	Setuju (S)	23	24.0	24.0	46.9
	Sangat Setuju (SS)	51	53.1	53.1	100.0
Total		96	100.0	100.0	

P24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	19	19.8	19.8	19.8
	Setuju (S)	44	45.8	45.8	65.6
	Sangat Setuju (SS)	33	34.4	34.4	100.0
Total		96	100.0	100.0	

9. Data Tabulasi Jawaban responden

Responden	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	Komunikasi Persuasif Personal Sales (X)
1	1	1	3	1	1	1	1	1	1	4	4	2	3	24
2	1	1	4	1	2	1	1	2	1	3	3	2	2	24
3	4	1	2	4	3	3	4	3	1	3	4	3	4	39
4	3	1	1	4	3	3	3	1	1	2	3	3	3	31
5	3	4	3	4	4	3	3	4	4	4	4	4	3	47
6	4	3	4	3	3	4	4	4	3	4	3	3	4	46
7	4	3	4	4	4	4	4	4	3	4	3	4	3	48
8	3	4	4	4	4	3	3	4	4	4	4	4	3	48
9	3	3	4	2	3	3	3	3	3	3	3	3	4	40
10	4	4	3	4	3	4	4	4	4	4	4	3	4	49
11	4	4	3	4	4	3	4	4	4	4	4	4	3	49
12	3	3	3	4	4	3	3	2	3	2	3	4	3	40
13	2	3	4	2	3	2	2	4	3	4	3	3	4	39
14	3	4	4	4	4	4	3	4	4	4	4	4	4	50
15	3	4	4	3	3	4	3	4	4	4	4	3	3	46
16	4	3	3	4	4	4	4	2	3	2	3	4	2	42
17	3	4	3	3	3	4	3	4	4	4	4	3	3	45
18	3	1	4	3	2	3	3	1	1	3	3	2	3	32
19	2	1	4	3	3	4	2	1	1	4	4	3	4	36

20	2	1	2	3	3	4	2	1	1	3	3	3	3	31
21	4	1	4	3	2	3	4	1	1	3	2	2	3	33
22	2	1	2	3	3	4	2	1	1	3	3	3	2	30
23	4	1	4	4	3	4	4	1	1	4	3	3	2	38
24	4	1	4	4	4	2	4	1	1	4	4	4	4	41
25	3	1	3	3	3	4	3	1	1	3	3	3	3	34
26	3	1	3	4	4	2	3	1	1	4	4	4	4	38
27	4	1	4	3	4	4	4	1	1	3	4	4	4	41
28	1	1	4	1	2	1	1	1	1	3	3	2	3	24
29	1	1	3	1	1	1	1	1	1	3	3	1	3	21
30	1	1	3	1	1	1	1	1	1	4	3	1	2	21
31	1	1	3	1	1	1	1	1	1	4	4	1	3	23
32	3	4	4	3	3	2	3	2	4	3	3	3	2	39
33	3	2	2	3	4	4	3	4	2	3	4	4	4	42
34	2	1	1	2	3	2	2	2	1	2	3	3	3	27
35	4	3	3	4	4	4	4	4	3	4	4	4	3	48
36	4	4	4	4	3	3	4	2	4	4	3	3	4	46
37	4	4	4	4	3	3	4	3	4	4	3	3	3	46
38	4	4	4	4	4	3	4	3	4	4	4	4	3	49
39	3	4	4	3	3	4	3	4	4	3	3	3	4	45
40	1	3	3	4	1	2	1	1	3	4	4	1	4	32
41	1	3	3	4	1	2	1	1	3	4	4	1	3	31
42	1	3	3	2	1	2	1	1	3	2	3	1	3	26
43	1	4	4	4	1	2	1	1	4	4	3	1	4	34
44	1	4	4	4	1	2	1	1	4	4	4	1	4	35
45	1	4	4	4	1	2	1	1	4	4	4	1	3	34
46	1	3	3	2	1	2	1	1	3	2	3	1	2	25
47	1	3	3	4	1	2	1	1	3	4	4	1	3	31
48	1	4	4	3	1	2	1	1	4	3	3	1	3	31
49	1	4	4	4	1	2	1	1	4	4	4	1	4	35
50	1	2	2	3	1	2	1	1	2	3	3	1	3	25
51	1	4	4	3	1	2	1	1	4	3	2	1	3	30
52	1	2	2	3	1	2	1	1	2	3	3	1	2	24
53	1	4	4	4	1	2	1	1	4	4	3	1	2	32
54	1	4	4	4	1	2	1	1	4	4	4	1	4	35
55	1	3	3	3	1	2	1	1	3	3	3	1	3	28
56	1	3	3	4	1	2	1	1	3	4	4	1	4	32
57	1	4	4	3	1	2	1	1	4	3	4	1	4	33
58	1	4	4	4	1	2	1	1	4	4	4	1	3	34
59	1	3	3	2	1	2	1	1	3	2	3	1	2	25
60	1	3	3	4	1	2	1	1	3	4	4	1	3	31
61	1	4	4	3	1	2	1	1	4	3	3	1	3	31
62	4	4	4	4	4	4	4	4	4	4	4	4	4	52

63	2	2	2	3	3	4	2	4	2	3	3	3	3	36
64	4	4	4	3	2	3	4	3	4	3	2	2	3	41
65	2	2	2	3	3	4	2	4	2	3	3	3	2	35
66	1	1	4	4	3	1	1	1	1	1	1	3	2	24
67	1	1	4	4	4	1	1	1	1	1	1	4	4	28
68	1	1	3	3	3	1	1	1	1	1	1	3	3	23
69	1	1	3	4	4	1	1	1	1	1	1	4	4	27
70	1	1	4	3	4	1	1	1	1	1	1	4	4	27
71	1	1	4	4	4	1	1	1	1	1	1	4	3	27
72	1	1	3	2	3	1	1	1	1	1	1	3	2	21
73	1	1	3	4	4	1	1	1	1	1	1	4	3	26
74	1	1	4	3	3	1	1	1	1	1	1	3	3	24
75	1	1	4	4	4	1	1	1	1	1	1	4	4	28
76	1	1	2	3	3	1	1	1	1	1	1	3	3	22
77	1	1	4	3	2	1	1	1	1	1	1	2	3	22
78	1	1	2	3	3	1	1	1	1	1	1	3	2	21
79	4	4	4	4	3	4	4	4	4	4	3	3	2	47
80	4	4	4	4	4	2	4	2	4	4	4	4	4	48
81	3	3	3	3	3	4	3	4	3	3	3	3	3	41
82	3	3	3	4	4	2	3	4	3	4	4	4	4	45
83	4	4	4	3	4	4	4	4	4	3	4	4	4	50
84	4	4	4	3	2	3	4	3	4	3	2	2	3	41
85	2	2	2	3	3	4	2	4	2	3	3	3	2	35
86	4	4	4	4	3	4	4	4	4	4	3	3	2	47
87	4	4	4	4	4	2	4	2	4	4	4	4	4	48
88	3	3	3	3	3	4	3	4	3	3	3	3	3	41
89	3	3	3	4	4	2	3	4	3	4	4	4	4	45
90	4	4	4	3	2	3	4	3	4	3	2	2	3	41
91	2	2	2	3	3	4	2	4	2	3	3	3	2	35
92	4	4	4	4	3	4	4	4	4	4	3	3	2	47
93	4	4	4	4	4	2	4	2	4	4	4	4	4	48
94	3	3	3	3	3	4	3	4	3	3	3	3	3	41
95	3	3	3	4	4	2	3	4	3	4	4	4	4	45
96	4	4	4	4	4	2	4	2	4	4	4	4	4	48

Responden	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	Keputusan Pembelian (Y)
1	3	4	4	4	4	4	3	4	4	4	3	41
2	4	3	3	2	3	2	4	3	3	2	2	31
3	2	3	4	4	3	4	2	3	4	4	4	37
4	1	2	3	2	2	2	1	2	3	2	3	23
5	3	4	4	4	4	4	3	4	4	4	3	41

6	4	4	3	3	4	2	4	4	3	3	4	38
7	4	4	3	3	4	3	4	4	3	3	3	38
8	4	4	4	3	4	3	4	4	4	3	3	40
9	4	3	3	4	3	4	4	3	3	4	4	39
10	3	4	4	4	4	4	3	4	4	4	4	42
11	3	4	4	3	4	3	3	4	4	3	3	38
12	3	2	3	3	2	3	3	2	3	3	3	30
13	4	4	3	4	4	4	4	4	3	4	4	42
14	4	4	4	3	4	3	4	4	4	3	4	41
15	4	4	4	3	4	3	4	4	4	3	3	40
16	3	2	3	2	3	2	3	2	3	2	2	27
17	3	4	4	4	3	4	3	4	4	4	3	40
18	4	3	3	4	4	4	4	3	3	4	3	39
19	4	4	4	4	4	4	4	4	4	4	4	44
20	2	3	3	4	2	4	2	3	3	4	3	33
21	4	3	2	3	4	3	4	3	2	3	3	34
22	2	3	3	4	2	4	2	3	3	4	2	32
23	4	4	3	4	4	4	4	4	3	4	2	40
24	4	4	4	2	4	2	4	4	4	2	4	38
25	3	3	3	4	3	4	3	3	3	4	3	36
26	3	4	4	2	3	4	3	4	4	2	4	37
27	4	3	4	4	4	4	4	3	4	4	4	42
28	4	3	3	2	4	2	4	3	3	2	3	33
29	3	3	3	4	3	4	3	3	3	4	3	36
30	3	4	3	3	3	3	3	4	3	3	2	34
31	3	4	4	4	4	4	3	4	4	4	3	41
32	4	3	3	2	3	2	4	3	3	2	2	31
33	2	3	4	4	3	4	2	3	4	4	4	37
34	1	2	3	2	2	2	1	2	3	2	3	23
35	3	4	4	4	4	4	3	4	4	4	3	41
36	4	4	3	3	4	2	4	4	3	3	4	38
37	4	4	3	3	4	3	4	4	3	3	3	38
38	4	4	4	3	4	3	4	4	4	3	3	40
39	4	3	3	4	3	4	4	3	3	4	4	39
40	3	4	4	4	4	4	3	4	4	4	4	42
41	3	4	4	3	4	3	3	4	4	3	3	38
42	3	2	3	3	2	3	3	2	3	3	3	30
43	4	4	3	4	4	4	4	4	3	4	4	42
44	4	4	4	3	4	3	4	4	4	3	4	41
45	4	4	4	3	4	3	4	4	4	3	3	40
46	3	2	3	2	3	2	3	2	3	2	2	27
47	3	4	4	4	3	4	3	4	4	4	3	40
48	4	3	3	4	4	4	4	3	3	4	3	39

49	4	4	4	4	4	4	4	4	4	4	4	44
50	2	3	3	4	2	4	2	3	3	4	3	33
51	4	3	2	3	4	3	4	3	2	3	3	34
52	2	3	3	4	2	4	2	3	3	4	2	32
53	4	4	3	4	4	4	4	4	3	4	2	40
54	4	4	4	2	4	2	4	4	4	2	4	38
55	3	3	3	4	3	4	3	3	3	4	3	36
56	3	4	4	2	3	4	3	4	4	2	4	37
57	4	3	4	4	4	4	4	3	4	4	4	42
58	4	4	4	3	4	3	4	4	4	3	3	40
59	3	2	3	2	3	2	3	2	3	2	2	27
60	3	4	4	4	3	4	3	4	4	4	3	40
61	4	3	3	4	4	4	4	3	3	4	3	39
62	4	4	4	4	4	4	4	4	4	4	4	44
63	2	3	3	4	2	4	2	3	3	4	3	33
64	4	3	2	3	4	3	4	3	2	3	3	34
65	2	3	3	4	2	4	2	3	3	4	2	32
66	4	4	3	4	4	4	4	4	3	4	2	40
67	4	4	4	2	4	2	4	4	4	2	4	38
68	3	3	3	4	3	4	3	3	3	4	3	36
69	3	4	4	2	3	4	3	4	4	2	4	37
70	4	3	4	4	4	4	4	3	4	4	4	42
71	4	4	4	3	4	3	4	4	4	3	3	40
72	3	2	3	2	3	2	3	2	3	2	2	27
73	3	4	4	4	3	4	3	4	4	4	3	40
74	4	3	3	4	4	4	4	3	3	4	3	39
75	4	4	4	4	4	4	4	4	4	4	4	44
76	2	3	3	4	2	4	2	3	3	4	3	33
77	4	3	2	3	4	3	4	3	2	3	3	34
78	2	3	3	4	2	4	2	3	3	4	2	32
79	4	4	3	4	4	4	4	4	3	4	2	40
80	4	4	4	2	4	2	4	4	4	2	4	38
81	3	3	3	4	3	4	3	3	3	4	3	36
82	3	4	4	2	3	4	3	4	4	2	4	37
83	4	3	4	4	4	4	4	3	4	4	4	42
84	4	3	2	3	4	3	4	3	2	3	3	34
85	2	3	3	4	2	4	2	3	3	4	2	32
86	4	4	3	4	4	4	4	4	3	4	2	40
87	4	4	4	2	4	2	4	4	4	2	4	38
88	3	3	3	4	3	4	3	3	3	4	3	36
89	3	4	4	2	3	4	3	4	4	2	4	37
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93	4	4	4	2	4	2	4	4	4	2	4	38
94	3	3	3	4	3	4	3	3	3	4	3	36
95	3	4	4	2	3	4	3	4	4	2	4	37
96	4	4	4	2	4	2	4	4	4	2	4	38

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3. PT. Vivo Mobile Indonesia