

LAMPIRAN

Correlations

		Correlations								
		Promosi Live Marketing	Promosi Live Marketing	Promosi Live Marketing	Promosi Live Marketing	Promosi Live Marketing	Promosi Live Marketing	Promosi Live Marketing	Promosi Live Marketing	Promosi Live Marketing
Promosi Live Marketing	Pearson Correlation	1	.433	.433	.433	.640*	.640*	.433	.433	.687**
	Sig. (2-tailed)		.139	.139	.139	.019	.019	.139	.139	.010
	N	13	13	13	13	13	13	13	13	13
Promosi Live Marketing	Pearson Correlation	.433	1	1.000**	1.000**	.677*	.677*	1.000**	1.000**	.925**
	Sig. (2-tailed)	.139		.000	.000	.011	.011	.000	.000	.000
	N	13	13	13	13	13	13	13	13	13
Promosi Live Marketing	Pearson Correlation	.433	1.000**	1	1.000**	.677*	.677*	1.000**	1.000**	.925**
	Sig. (2-tailed)	.139	.000		.000	.011	.011	.000	.000	.000
	N	13	13	13	13	13	13	13	13	13
Promosi Live Marketing	Pearson Correlation	.433	1.000**	1.000**	1	.677*	.677*	1.000**	1.000**	.925**
	Sig. (2-tailed)	.139	.000	.000		.011	.011	.000	.000	.000
	N	13	13	13	13	13	13	13	13	13
Promosi Live Marketing	Pearson Correlation	.640*	.677*	.677*	.677*	1	1.000**	.677*	.677*	.879**
	Sig. (2-tailed)	.019	.011	.011	.011		.000	.011	.011	.000
	N	13	13	13	13	13	13	13	13	13
Promosi Live Marketing	Pearson Correlation	.640*	.677*	.677*	.677*	1.000**	1	.677*	.677*	.879**
	Sig. (2-tailed)	.019	.011	.011	.011	.000		.011	.011	.000
	N	13	13	13	13	13	13	13	13	13
Promosi Live Marketing	Pearson Correlation	.433	1.000**	1.000**	1.000**	.677*	.677*	1	1.000**	.925**
	Sig. (2-tailed)	.139	.000	.000	.000	.011	.011		.000	.000
	N	13	13	13	13	13	13	13	13	13
Promosi Live Marketing	Pearson Correlation	.433	1.000**	1.000**	1.000**	.677*	.677*	1.000**	1	.925**
	Sig. (2-tailed)	.139	.000	.000	.000	.011	.011	.000		.000
	N	13	13	13	13	13	13	13	13	13
Promosi Live Marketing	Pearson Correlation	.687**	.925**	.925**	.925**	.879**	.879**	.925**	.925**	1
	Sig. (2-tailed)	.010	.000	.000	.000	.000	.000	.000	.000	
	N	13	13	13	13	13	13	13	13	13

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

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

Correlations

		Correlations						
		Keputu san Pembel ian	Keputusa n Pembelia n	Keput usan Pembel ian	Keputu san Pembel ian	Keputusa n Pembelia n	Keputusa n Pembelia n	Keputusa n Pembelia n
Keputusan Pembelian	Pearson Correlation	1	1.000**	-.123	.409	.409	.178	.659*
	Sig. (2- tailed)		.000	.689	.165	.165	.561	.014
	N	13	13	13	13	13	13	13
Keputusan Pembelian	Pearson Correlation	1.000**	1	-.123	.409	.409	.178	.659*
	Sig. (2- tailed)	.000		.689	.165	.165	.561	.014
	N	13	13	13	13	13	13	13
Keputusan Pembelian	Pearson Correlation	-.123	-.123	1	.677*	.677*	.433	.536
	Sig. (2- tailed)	.689	.689		.011	.011	.139	.059
	N	13	13	13	13	13	13	13
Keputusan Pembelian	Pearson Correlation	.409	.409	.677*	1	1.000**	.640*	.923**
	Sig. (2- tailed)	.165	.165	.011		.000	.019	.000
	N	13	13	13	13	13	13	13
Keputusan Pembelian	Pearson Correlation	.409	.409	.677*	1.000**	1	.640*	.923**
	Sig. (2- tailed)	.165	.165	.011	.000		.019	.000
	N	13	13	13	13	13	13	13
Keputusan Pembelian	Pearson Correlation	.178	.178	.433	.640*	.640*	1	.721**
	Sig. (2- tailed)	.561	.561	.139	.019	.019		.005
	N	13	13	13	13	13	13	13
Keputusan Pembelian	Pearson Correlation	.659*	.659*	.536	.923**	.923**	.721**	1
	Sig. (2- tailed)	.014	.014	.059	.000	.000	.005	
	N	13	13	13	13	13	13	13

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	13	13.0
	Excluded ^a	87	87.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.795	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Promosi Live Marketing	28.3077	17.897	.625	.770
Promosi Live Marketing	28.0769	18.410	.916	.771
Promosi Live Marketing	28.0769	18.410	.916	.771
Promosi Live Marketing	28.0769	18.410	.916	.771
Promosi Live Marketing	28.1538	17.808	.858	.763
Promosi Live Marketing	28.1538	17.808	.858	.763
Promosi Live Marketing	28.0769	18.410	.916	.771
Promosi Live Marketing	28.0769	18.410	.916	.771
Promosi Live Marketing	15.0000	5.167	1.000	.944

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	12	12.0
	Excluded ^a	88	88.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.755	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Keputusan Pembelian	20.7500	5.659	.232	.765
Keputusan Pembelian	20.7500	5.659	.232	.765
Keputusan Pembelian	20.7500	4.932	.815	.700
Keputusan Pembelian	20.7500	4.932	.815	.700
Keputusan Pembelian	20.7500	4.932	.815	.700
Keputusan Pembelian	20.9167	4.811	.527	.718
Keputusan Pembelian	11.3333	1.515	1.000	.708

Correlations

Correlations

		Promosi Live Marketing	Keputusan Pembelian
Promosi Live Marketing	Pearson Correlation	1	.427**
	Sig. (2-tailed)		.000
	N	100	100
Keputusan Pembelian	Pearson Correlation	.427**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi Live Marketing ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.427 ^a	.183	.174	.91013

a. Predictors: (Constant), Promosi Live Marketing

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.134	1	18.134	21.892	.000 ^b
	Residual	81.176	98	.828		
	Total	99.310	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Promosi Live Marketing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.215	1.054		5.894	.000
	Promosi Live Marketing	.335	.072	.427	4.679	.000

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.8934	11.5720	11.1300	.42798	100
Residual	-3.23714	1.76731	.00000	.90552	100
Std. Predicted Value	-5.226	1.033	.000	1.000	100
Std. Residual	-3.557	1.942	.000	.995	100

a. Dependent Variable: Keputusan Pembelian

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.90551794
Most Extreme Differences	Absolute	.049
	Positive	.049
	Negative	-.048
Test Statistic		.049
Asymp. Sig. (2-tailed)		.200 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Frequencies

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - Laki	65	65.0	65.0	65.0
	Perempuan	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 tahun	1	1.0	1.0	1.0
	20 tahun	33	33.0	33.0	34.0
	21 tahun	19	19.0	19.0	53.0
	22 tahun	33	33.0	33.0	86.0
	23 tahun	2	2.0	2.0	88.0
	24 tahun	12	12.0	12.0	100.0
	Total		100	100.0	100.0

Promosi Live Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	8	8.0	8.0	8.0
	Setuju	92	92.0	92.0	100.0
	Total	100	100.0	100.0	

Promosi Live Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	17	17.0	17.0	17.0
	Setuju	83	83.0	83.0	100.0
	Total	100	100.0	100.0	

Promosi Live Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	28	28.0	28.0	28.0
	Setuju	72	72.0	72.0	100.0
	Total	100	100.0	100.0	

Promosi Live Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	10.0	10.0	10.0
	Setuju	90	90.0	90.0	100.0
	Total	100	100.0	100.0	

Promosi Live Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	23	23.0	23.0	23.0
	Setuju	77	77.0	77.0	100.0
	Total	100	100.0	100.0	

Promosi Live Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	19	19.0	19.0	19.0
	Setuju	81	81.0	81.0	100.0
	Total	100	100.0	100.0	

Promosi Live Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	9	9.0	9.0	9.0
	Setuju	91	91.0	91.0	100.0
	Total	100	100.0	100.0	

Promosi Live Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	18	18.0	18.0	18.0
	Setuju	82	82.0	82.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	4.0	4.0	4.0
	Setuju	96	96.0	96.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	16	16.0	16.0	16.0
	Setuju	84	84.0	84.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	19	19.0	19.0	19.0
	Setuju	81	81.0	81.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	19	19.0	19.0	19.0
	Setuju	81	81.0	81.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	18	18.0	18.0	18.0
	Setuju	82	82.0	82.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	11.0	11.0	11.0
	Setuju	89	89.0	89.0	100.0
	Total	100	100.0	100.0	