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DAFTAR LAMPIRAN

Kuesioner

Responden Yth.

Saya Dian Handayani Oktaviany, seorang mahasiswi tingkat akhir di Universitas Esa Unggul, Jakarta Barat. Fakultas Ekonomi Program Studi Ilmu Manajemen

Pemasaran. Saya sedang melakukan penelitian mengenai **“Analisis Pengaruh Kualitas Produk, Promosi, dan Harga Terhadap Keputusan Pembelian Konsumen Terhadap Shampoo Sunsilk (Studi Kasus Pada Wilayah Slipi, Jakarta Barat)”** dalam rangka menyusun tugas akhir. Maka dari itu saya meminta kesediaan Bapak/Ibu dan teman-teman untuk pengisian kuesioner ini. **Semua jawaban benar, tidak ada jawaban yang salah.** Terima kasih atas bantuan dan kerjasamanya.

Atas kesediaan dan partisipasi Bapak/Ibu, saya ucapkan terima kasih.

Hormat Saya,

Dian Handayani Oktaviany

Data Responden

No. Responden:

Petunjuk

Isilah data responden kemudian berikan tanda (X) pada jawaban yang anda pilih.

1. Usia:

a. 17 – 22 tahun

b. 23 - 28 tahun

c. 29 – 34 tahun

d. > 35 tahun

2. Pendidikan :

a. SMP

b. SMA

c. Universitas (S1)

d. Lainnya (...)

3. Pekerjaan:

a. Pegawai Negeri

b. Pegawai Swasta

c. Wiraswasta

d. Mahasiswa/Pelajar

4. Berapa sering anda membeli shampoo sunsilk / bulan :

a. 1 – 2 kali

b. 5 – 6 kali

b. 3 – 4 kali

d. > 6

PETUNJUK :

Isilah semua pernyataan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan

tanda (√) pada kotak pilihan yang sudah tersedia.

Keterangan :

1. STS : Sangat Tidak Setuju

2. TS : Tidak Setuju

3. S : Setuju

4. SS : Sangat Setuju

No	Pertanyaan	STS	TS	S	SS
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Kualitas Produk (X1)				
1	Shampoo Sunsilk dapat mengatasi berbagai jenis rambut			
2	Banyaknya pilihan yang di berikan Shampoo Sunsilk			
3	Hasil yang di berikan Shampoo Sunsilk sesuai dengan keinginan			
4	Shampoo Sunsilk mencantumkan tanggal kadaluarsa			
5	Mudah dalam membeli Shampoo Sunslk			
6	Mudah dalam menggunakan Shampoo Sunsilk			
Promosi (X2)				
7	Promosi pada media cetak membuat saya membeli Shampoo Sunsilk			
8	Promosi pada media elektronik membuat saya membeli Shampoo Sunsilk			
9	Promosi pada event-event membuat saya membeli Shampoo Sunsilk			
Harga (X3)				
10	Harga yang di berikan sesuai dengan kualitas yang di berikan oleh Shampoo Sunsilk			
11	Harga yang di berikan Shampoo Sunsilk cukup terjangkau			
12	Harga Shampoo Sunsilk bersaing dengan harga produk shampoo lainnya			
Keputusan Pembelian (Y)				
13	Saya membeli Shampoo Sunsilk karena sesuai dengan kebutuhan			
14	Saya membeli Shampoo Sunsilk karena informasi yang diberikan baik			
15	saya ingin membeli Shampoo Sunsilk lagi			
16	Saya akan merekomendasikan untuk membeli Shampoo Sunsilk			

Hasil Uji Pre Test

Responder	Kualitas Produk						promosi			harga			keputusan pembelian				Total	Rata-Rata
	P1	P2	P3	P4	P5	P6	P1	P2	P3	P1	P2	P3	P1	P2	P3	P4		
1	3	4	3	3	4	4	3	3	3	4	4	4	4	3	4	3	56	3.5
2	3	4	4	4	4	3	4	3	4	4	4	3	2	2	2	4	54	3.4
3	4	3	3	4	3	3	3	3	4	2	2	3	3	4	3	3	50	3.1
4	3	4	3	3	4	4	3	3	3	4	4	4	4	3	4	3	56	3.5
5	3	3	3	3	3	4	3	3	4	2	3	2	3	3	3	3	48	3.0
6	3	3	3	3	3	3	4	4	4	4	4	4	3	3	3	3	54	3.4
7	3	3	3	3	4	4	3	4	4	2	2	3	3	2	4	4	51	3.2
8	3	4	3	3	3	3	3	3	3	4	4	4	4	4	4	4	56	3.5
9	3	4	3	4	3	4	3	3	4	3	3	3	3	3	3	3	52	3.3
10	4	4	4	4	4	4	4	4	3	3	3	3	4	4	4	3	59	3.7
11	3	3	3	3	3	3	3	3	3	2	2	2	2	3	2	2	42	2.6
12	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	50	3.1
13	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	58	3.6
14	2	3	2	4	3	3	3	3	3	3	2	2	3	3	2	2	43	2.7
15	1	4	2	3	4	4	3	3	3	3	3	2	3	3	3	3	47	2.9
16	4	4	3	4	4	4	4	4	4	3	3	3	4	4	3	4	59	3.7
17	3	3	4	4	4	4	3	3	3	3	3	3	3	4	4	3	54	3.4
18	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64	4.0
19	3	3	3	3	4	4	3	3	3	2	4	3	2	3	2	3	48	3.0
20	3	3	4	4	3	3	3	4	3	3	2	2	3	3	3	3	49	3.1
21	3	4	3	3	3	3	3	3	3	2	3	2	3	3	3	3	47	2.9
22	3	3	3	3	3	3	3	4	4	3	4	3	2	3	2	1	47	2.9
23	2	3	2	4	3	3	3	3	3	3	3	3	3	3	2	2	45	2.8
24	4	4	4	3	4	4	4	4	4	4	4	3	4	3	4	4	61	3.8
25	3	3	3	3	3	2	3	3	3	3	3	3	2	2	3	3	45	2.8
26	4	3	3	3	3	2	3	3	3	3	3	3	3	1	3	3	46	2.9
27	3	2	3	3	2	3	3	3	3	1	2	2	2	2	3	3	40	2.5
28	3	3	3	3	4	2	3	3	2	3	4	3	3	3	3	2	47	2.9
29	3	3	3	3	3	2	3	2	3	3	3	4	2	3	2	3	45	2.8
30	3	3	3	3	3	2	3	2	3	3	3	4	2	3	2	3	45	2.8

Responden	pertanyaan																							
	kualitas produk						total	rata-rata	promosi			total	rata-rata	harga			total	rata-rata	keputusan pembelian				total	rata-rata
	P1	P2	P3	P4	P5	P6			P1	P2	P3			P1	P2	P3			P1	P2	P3	P4		
1	3	4	3	3	4	4	21	3.5	3	3	3	9	3	4	4	4	12	4	4	3	4	3	14	3.5
2	3	4	4	4	4	3	22	3.7	4	3	4	11	3.7	4	4	3	11	4	2	2	2	5	11	2.8
3	4	3	3	4	3	3	20	3.3	3	3	4	10	3.3	2	2	3	7	2	3	4	3	3	13	3.3
4	3	4	3	3	4	4	21	3.5	3	3	3	9	3	4	4	4	12	4	4	3	4	3	14	3.5
5	3	3	3	3	3	4	19	3.2	3	3	4	10	3.3	2	3	2	7	2.3	3	3	3	3	12	3
6	3	3	3	3	3	3	18	3	4	4	4	12	4	4	4	4	12	4	3	3	3	3	12	3
7	3	3	3	3	4	4	20	3.3	3	4	4	11	3.7	2	2	3	7	2.3	3	2	4	4	13	3.3
8	3	4	3	3	3	3	19	3.2	3	3	3	9	3	4	4	4	12	4	4	4	4	4	16	4
9	3	4	3	4	3	4	21	3.5	3	3	4	10	3.3	3	3	3	9	3	3	3	3	3	12	3
10	4	4	4	4	4	4	24	4	4	4	3	11	3.7	3	3	3	9	3	4	4	4	3	15	3.8
11	3	3	3	3	3	3	18	3	3	3	3	9	3	2	2	2	6	2	2	3	2	2	9	2.3
12	3	3	3	4	4	3	20	3.3	3	3	3	9	3	3	3	3	9	3	3	3	3	3	12	3
13	3	3	3	3	3	3	18	3	4	4	4	12	4	4	4	4	12	4	4	4	4	4	16	4
14	2	3	2	4	3	3	17	3	3	3	3	9	3	3	2	2	7	2.3	3	3	2	2	10	2.5
15	1	4	2	3	4	4	18	3	3	3	3	9	3	3	3	2	8	2.7	3	3	3	3	12	3
16	4	4	3	4	4	4	23	3.8	4	4	4	12	4	3	3	3	9	3	4	4	3	4	15	3.8
17	3	3	4	4	4	4	22	3.7	3	3	3	9	3	3	3	3	9	3	3	4	4	3	14	3.5
18	4	4	4	4	4	4	24	4.0	4	4	4	12	4	4	4	4	12	4	4	4	4	4	16	4
19	3	3	3	3	4	4	20	3.3	3	3	3	9	3	2	4	3	9	3	2	3	2	3	10	2.5
20	3	3	4	4	3	3	20	3.3	3	4	3	10	3.3	3	2	2	7	2.3	3	3	3	3	12	3
21	3	4	3	3	3	3	19	3.2	3	3	3	9	3	2	3	2	7	2.3	3	3	3	3	12	3
22	3	3	3	3	3	3	18	3.0	3	4	4	11	3.7	3	4	3	10	3.3	2	3	2	1	8	2
23	2	3	2	4	3	3	17	2.8	3	3	3	9	3	3	3	3	9	3	3	3	2	2	10	2.5
24	4	4	4	3	4	4	23	3.8	4	4	4	12	4	4	4	3	11	3.7	4	3	4	4	15	3.8
25	3	3	3	3	3	2	17	2.8	3	3	3	9	3	3	3	3	9	3	2	2	3	3	10	2.5
26	4	3	3	3	3	2	18	3.0	3	3	3	9	3	3	3	3	9	3	3	1	3	3	10	2.5
27	3	2	3	3	2	3	16	2.7	3	3	3	9	3	1	2	2	5	1.7	2	2	3	3	10	2.5
28	3	3	3	3	4	2	18	3	3	3	2	8	2.7	3	4	3	10	3.3	3	3	3	2	11	2.8
29	3	3	3	3	3	2	17	2.8	3	2	3	8	2.7	3	3	4	10	3.3	2	3	2	3	10	2.5
30	3	3	3	3	3	2	17	2.8	3	2	3	8	2.7	3	3	4	10	3.3	2	3	2	3	10	2.5

		Correlations																
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	but_tot
P1	Pearson Correlation	1	.191	.693**	.174	.084	.093	.487**	.375*	.365*	.132	.174	.355	.351	.197	.402*	.370*	.526**
	Sig. (2-tailed)		.313	.000	.356	.658	.625	.006	.041	.047	.486	.356	.054	.057	.296	.028	.044	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.191	1	.294	.451*	.492**	.491**	.467**	.252	.265	.560**	.451*	.234	.594**	.370*	.385*	.471**	.689**
	Sig. (2-tailed)	.313		.114	.012	.006	.006	.009	.179	.158	.001	.012	.213	.001	.044	.036	.009	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.693**	.294	1	.269	.275	.254	.528**	.407*	.275	.306	.269	.241	.244	.223	.463**	.496**	.604**
	Sig. (2-tailed)	.000	.114		.150	.141	.175	.003	.026	.141	.100	.150	.200	.194	.236	.010	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.174	.451*	.269	1	.346	.116	.479**	.211	.180	.703**	.000**	.632**	.311	.229	.231	.259	.670**
	Sig. (2-tailed)	.356	.012	.150		.061	.540	.007	.263	.341	.000	####	.000	.094	.224	.218	.167	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.084	.492**	.275	.346	1	.463*	.285	.220	####	.315	.346	.141	.334	.190	.295	.301	.497**
	Sig. (2-tailed)	.658	.006	.141	.061		.010	.127	.243	.984	.090	.061	.457	.071	.314	.114	.106	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.093	.491**	.254	.116	.463*	1	.330	.498**	.463*	.060	.116	###	.510**	.418*	.481**	.313	.538**
	Sig. (2-tailed)	.625	.006	.175	.540	.010		.075	.005	.010	.752	.540	.669	.004	.021	.007	.093	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.487**	.467**	.528**	.479**	.285	.330	1	.640**	.561**	.584**	.479**	.398*	.516**	.359	.374*	.592**	.784**
	Sig. (2-tailed)	.006	.009	.003	.007	.127	.075		.000	.001	.001	.007	.029	.004	.051	.042	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.375*	.252	.407*	.211	.220	.498**	.640**	1	.539**	.300	.211	.060	.557**	.277	.520**	.236	.604**
	Sig. (2-tailed)	.041	.179	.026	.263	.243	.005	.000		.002	.107	.263	.751	.001	.138	.003	.210	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.365*	.265	.275	.180	-.004	.463*	.561**	.539**	1	.236	.180	.227	.250	.190	.213	.456*	.515**
	Sig. (2-tailed)	.047	.158	.141	.341	.984	.010	.001	.002		.209	.341	.227	.182	.314	.257	.011	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.132	.560**	.306	.703**	.315	.060	.584**	.300	.236	1	.703**	.670**	.530**	.296	.343	.382*	.720**
	Sig. (2-tailed)	.486	.001	.100	.000	.090	.752	.001	.107	.209		.000	.000	.003	.112	.063	.037	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

P11	Pearson	.174	.451*	.269	1.000**	.346	.116	.479**	.211	.180	.703**	1	.632**	.311	.229	.231	.259	.670**
	Correlation																	
	Sig. (2-tailed)	.356	.012	.150	0.000	.061	.540	.007	.263	.341	.000		.000	.094	.224	.218	.167	.000
P12	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.355	.234	.241	.632**	.141	-.081	.398*	.060	.227	.670**	.632**	1	.323	.320	.312	.353	.600**
	Correlation																	
P13	Sig. (2-tailed)	.054	.213	.200	.000	.457	.669	.029	.751	.227	.000	.000		.082	.085	.094	.056	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.351	.594**	.244	.311	.334	.510**	.516**	.557**	.250	.530**	.311	.323	1	.565**	.789**	.405*	.764**
P14	Sig. (2-tailed)	.057	.001	.194	.094	.071	.004	.004	.001	.182	.003	.094	.082		.001	.000	.027	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.197	.370*	.223	.229	.190	.418*	.359	.277	.190	.296	.229	.320	.565**	1	.362*	.104	.537**
P15	Sig. (2-tailed)	.296	.044	.236	.224	.314	.021	.051	.138	.314	.112	.224	.085	.001		.050	.583	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.402*	.385*	.463**	.231	.295	.481**	.374*	.520**	.213	.343	.231	.312	.789**	.362*	1	.500**	.698**
P16	Sig. (2-tailed)	.028	.036	.010	.218	.114	.007	.042	.003	.257	.063	.218	.094	.000	.050		.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.370*	.471**	.496**	.259	.301	.313	.592**	.236	.456*	.382*	.259	.353	.405*	.104	.500**	1	.644**
but_tot	Sig. (2-tailed)	.044	.009	.005	.167	.106	.093	.001	.210	.011	.037	.167	.056	.027	.583	.005		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.526**	.689**	.604**	.670**	.497**	.538**	.784**	.604**	.515**	.720**	.670**	.500**	.764**	.537**	.698**	.644**	1
	Sig. (2-tailed)	.003	.000	.000	.000	.005	.002	.000	.000	.004	.000	.000	.000	.000	.002	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson																	

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

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

Reliability

[DataSet2]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.895	16

→ Regression

[DataSet5]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 ^a	.535	.481	1.68521

a. Predictors: (Constant), X3, X2, X1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.962	3	28.321	9.972	.000 ^b
	Residual	73.838	26	2.840		
	Total	158.800	29			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.073	2.669		-.777	.444
	X1	.485	.184	.511	2.640	.014
	X2	.395	.294	.227	1.345	.190
	X3	.108	.195	.092	.554	.584

a. Dependent Variable: Y

Hasil Penelitian

Responden	Kualitas Produk						promosi			harga			keputusan pembelian				Total	rata-rata
	P1	P2	P3	P4	P5	P6	P1	P2	P3	P1	P2	P3	P1	P2	P3	P4		
1	3	4	3	3	4	4	3	3	3	4	4	4	4	3	4	3	56	3.5
2	3	4	4	4	4	3	4	3	4	4	4	3	2	2	2	4	54	3.4
3	4	3	3	4	3	3	3	3	4	2	2	3	3	4	3	3	50	3.1
4	3	4	3	3	4	4	3	3	3	4	4	4	4	3	4	3	56	3.5
5	3	3	3	3	3	4	3	3	4	2	3	2	3	3	3	3	48	3.0
6	3	3	3	3	3	3	4	4	4	4	4	4	3	3	3	3	54	3.4
7	3	3	3	3	4	4	3	4	4	2	2	3	3	2	4	4	51	3.2
8	3	4	3	3	3	3	3	3	3	4	4	4	4	4	4	4	56	3.5
9	3	4	3	4	3	4	3	3	4	3	3	3	3	3	3	3	52	3.3
10	4	4	4	4	4	4	4	4	3	3	3	3	4	4	4	3	59	3.7
11	3	3	3	3	3	3	3	3	3	2	2	2	2	3	2	2	42	2.6
12	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	50	3.1
13	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	58	3.6
14	2	3	2	4	3	3	3	3	3	3	2	2	3	3	2	2	43	2.7
15	1	4	2	3	4	4	3	3	3	3	3	2	3	3	3	3	47	2.9
16	4	4	3	4	4	4	4	4	4	3	3	3	4	4	3	4	59	3.7
17	3	3	4	4	4	4	3	3	3	3	3	3	3	4	4	3	54	3.4
18	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64	4.0
19	3	3	3	3	4	4	3	3	3	2	4	3	2	3	2	3	48	3.0
20	3	3	4	4	3	3	3	4	3	3	2	2	3	3	3	3	49	3.1
21	3	4	3	3	3	3	3	3	3	2	3	2	3	3	3	3	47	2.9
22	3	3	3	3	3	3	3	4	4	3	4	3	2	3	2	1	47	2.9
23	2	3	2	4	3	3	3	3	3	3	3	3	3	3	2	2	45	2.8
24	4	4	4	3	4	4	4	4	4	4	4	3	4	3	4	4	61	3.8
25	3	3	3	3	3	2	3	3	3	3	3	3	2	2	3	3	45	2.8
26	4	3	3	3	3	2	3	3	3	3	3	3	3	1	3	3	46	2.9
27	3	2	3	3	2	3	3	3	3	1	2	2	2	2	3	3	40	2.5
28	3	3	3	3	4	2	3	3	2	3	4	3	3	3	3	2	47	2.9
29	3	3	3	3	3	2	3	2	3	3	3	4	2	3	2	3	45	2.8
30	3	3	3	3	3	2	3	2	3	3	3	4	2	3	2	3	45	2.8
31	3	4	4	3	4	2	3	4	4	3	3	3	3	3	3	3	52	3.3
32	4	3	3	3	2	3	4	4	4	4	4	4	3	3	3	4	55	3.4
33	3	3	3	3	3	4	4	4	4	3	3	3	2	3	3	3	51	3.2
34	3	1	2	2	2	4	4	4	4	4	4	4	2	3	2	4	49	3.1
35	3	3	4	4	4	4	3	4	4	3	3	3	4	4	1	3	54	3.4
36	4	4	3	4	4	2	4	3	3	3	4	3	4	3	4	3	55	3.4
37	3	3	3	3	3	4	3	3	3	3	3	3	4	4	3	3	51	3.2
38	3	4	3	3	4	3	3	3	3	3	4	4	4	3	4	3	54	3.4
39	4	4	4	4	3	3	4	3	3	3	3	3	4	3	2	3	53	3.3
40	3	3	3	3	3	2	3	4	4	4	4	4	3	4	4	4	55	3.4

41	4	3	3	3	3	3	3	3	2	3	3	3	4	4	3	4	51	3.2
42	3	3	4	4	4	4	3	2	3	2	3	2	4	3	4	3	51	3.2
43	3	3	3	2	4	2	2	3	3	3	4	3	3	3	2	4	47	2.9
44	3	4	3	3	2	3	2	3	3	3	3	4	4	3	3	3	49	3.1
45	3	3	3	2	3	4	3	2	3	2	3	3	4	3	3	4	48	3.0
46	3	4	4	3	4	3	3	3	3	2	3	3	3	4	4	4	53	3.3
47	3	3	3	3	3	4	3	4	3	4	3	4	4	3	4	4	55	3.4
48	4	4	4	4	4	3	3	2	2	3	3	3	3	3	3	3	51	3.2
49	3	3	3	3	3	3	3	3	1	3	4	3	4	3	3	4	49	3.1
50	3	3	3	3	3	2	2	2	2	3	4	4	4	4	4	3	49	3.1
51	3	3	3	1	2	4	3	3	3	3	3	3	3	3	3	3	46	2.9
52	3	3	2	3	4	3	4	2	3	2	4	4	3	3	3	3	49	3.1
53	3	2	3	3	3	3	4	2	3	2	3	3	3	4	4	4	49	3.1
54	2	3	3	3	4	4	4	4	3	2	4	3	3	3	3	3	51	3.2
55	3	2	3	2	4	3	3	3	2	3	3	4	4	3	3	3	48	3.0
56	3	3	3	2	4	4	4	4	3	3	4	4	4	4	4	4	57	3.6
57	3	4	3	4	4	3	3	3	4	3	4	4	4	3	3	3	55	3.4
58	3	2	2	3	4	4	4	3	4	4	4	4	4	4	4	4	57	3.6
59	4	4	4	4	3	3	3	4	3	3	4	3	3	3	3	4	55	3.4
60	4	4	4	4	4	4	4	3	4	3	3	4	4	3	4	4	60	3.8

61	3	3	4	4	3	3	3	3	3	3	3	3	4	3	4	4	53	3.3
62	4	4	3	3	3	4	3	3	3	3	3	3	3	2	4	4	52	3.3
63	3	3	3	3	3	3	3	3	3	3	3	4	4	1	4	3	49	3.1
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65	2	4	3	3	3	3	3	3	4	3	4	3	4	3	3	3	51	3.2
66	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	61	3.8
67	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	4	47	2.9
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76	3	3	3	3	3	3	4	4	4	3	3	3	3	4	3	3	52	3.3
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79	3	3	3	3	3	3	2	2	2	3	3	3	4	3	3	4	47	2.9
80	4	4	3	3	3	3	3	3	3	3	4	3	3	3	3	3	51	3.2
81	3	3	3	4	4	4	4	4	4	3	2	3	4	3	3	4	55	3.4
82	4	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	47	2.9
83	3	4	4	3	3	3	3	3	2	2	2	4	3	4	4	4	51	3.2
84	4	4	4	4	4	4	3	3	3	3	4	4	2	3	3	3	55	3.4
85	4	4	4	3	3	3	3	3	3	3	3	3	1	4	3	3	50	3.1
86	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	3	61	3.8
87	3	4	4	3	3	3	2	4	3	4	4	4	3	3	4	4	55	3.4
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89	3	3	3	3	3	3	2	3	2	3	3	3	3	3	3	3	46	2.9
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92	3	3	4	2	3	2	3	3	3	3	3	2	3	3	3	3	46	2.9
93	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	2	60	3.8
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95	3	3	3	4	4	4	3	3	3	3	1	3	4	3	3	3	50	3.1
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98	4	4	4	4	4	3	3	3	4	2	3	2	4	4	3	3	54	3.4
99	4	4	3	3	3	3	3	3	4	2	3	2	3	2	3	2	47	2.9
100	4	4	4	4	4	4	4	4	3	2	3	3	3	4	4	4	57	3.6

pertanyaan																								
responden	kualitas produk						total	rata-rata	promosi			total	rata-rata	harga			total	rata-rat	keputusan pembelian				total	rata-rata
	P1	P2	P3	P4	P5	P6			P1	P2	P3			P1	P2	P3			P1	P2	P3	P4		
1	3	4	3	3	4	4	21	3.5	3	3	3	9	3	4	4	4	12	4	4	3	4	3	14	3.5
2	3	4	4	4	4	3	22	3.7	4	3	4	11	3.7	4	4	3	11	4	2	2	5	11	2.8	
3	4	3	3	4	3	3	20	3.3	3	3	4	10	3.3	2	2	3	7	2	3	4	3	3	13	3.3
4	3	4	3	3	4	4	21	3.5	3	3	3	9	3	4	4	4	12	4	4	3	4	3	14	3.5
5	3	3	3	3	3	4	19	3.2	3	3	4	10	3.3	2	3	2	7	2.3	3	3	3	3	12	3
6	3	3	3	3	3	3	18	3	4	4	4	12	4	4	4	4	12	4	3	3	3	3	12	3
7	3	3	3	3	4	4	20	3.3	3	4	4	11	3.7	2	2	3	7	2.3	3	2	4	4	13	3.3
8	3	4	3	3	3	3	19	3.2	3	3	3	9	3	4	4	4	12	4	4	4	4	4	16	4
9	3	4	3	4	3	4	21	3.5	3	3	4	10	3.3	3	3	3	9	3	3	3	3	3	12	3
10	4	4	4	4	4	4	24	4	4	4	3	11	3.7	3	3	3	9	3	4	4	4	3	15	3.8
11	3	3	3	3	3	3	18	3	3	3	3	9	3	2	2	2	6	2	2	3	2	2	9	2.3
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13	3	3	3	3	3	3	18	3	4	4	4	12	4	4	4	4	12	4	4	4	4	4	16	4
14	2	3	2	4	3	3	17	3	3	3	3	9	3	3	2	2	7	2.3	3	3	2	2	10	2.5
15	1	4	2	3	4	4	18	3	3	3	3	9	3	3	2	8	2.7	3	3	3	3	3	12	3
16	4	4	3	4	4	4	23	3.8	4	4	4	12	4	3	3	3	9	3	4	4	3	4	15	3.8
17	3	3	4	4	4	4	22	3.7	3	3	3	9	3	3	3	3	9	3	3	4	4	3	14	3.5
18	4	4	4	4	4	4	24	4.0	4	4	4	12	4	4	4	12	4	4	4	4	4	4	16	4
19	3	3	3	3	4	4	20	3.3	3	3	3	9	3	2	4	3	9	3	2	3	2	3	10	2.5
20	3	3	4	4	3	3	20	3.3	3	4	3	10	3.3	3	2	2	7	2.3	3	3	3	3	12	3
21	3	4	3	3	3	3	19	3.2	3	3	3	9	3	2	3	2	7	2.3	3	3	3	3	12	3
22	3	3	3	3	3	3	18	3.0	3	4	4	11	3.7	3	4	3	10	3.3	2	3	2	1	8	2
23	2	3	2	4	3	3	17	2.8	3	3	3	9	3	3	3	3	9	3	3	3	2	2	10	2.5
24	4	4	4	4	3	4	23	3.8	4	4	4	12	4	4	4	3	11	3.7	4	3	4	4	15	3.8
25	3	3	3	3	3	2	17	2.8	3	3	3	9	3	3	3	3	9	3	2	2	3	3	10	2.5
26	4	3	3	3	3	2	18	3.0	3	3	3	9	3	3	3	9	3	3	1	3	3	3	10	2.5
27	3	2	3	3	2	3	16	2.7	3	3	3	9	3	1	2	2	5	1.7	2	2	3	3	10	2.5
28	3	3	3	3	4	2	18	3	3	3	2	8	2.7	3	4	3	10	3.3	3	3	2	11	2.8	
29	3	3	3	3	3	2	17	2.8	3	2	3	8	2.7	3	3	4	10	3.3	2	3	2	3	10	2.5
30	3	3	3	3	3	2	17	2.8	3	2	3	8	2.7	3	3	4	10	3.3	2	3	2	3	10	2.5

31	3	4	4	3	4	2	20	3.3	3	4	4	11	3.7	3	3	9	3	3	3	12	3			
32	4	3	3	3	2	3	18	3	4	4	4	12	4	4	4	12	4	3	3	13	3.3			
33	3	3	3	3	3	4	19	3.2	4	4	4	12	4	3	3	9	3	2	3	11	2.8			
34	3	1	2	2	2	4	14	2.3	4	4	4	12	4	4	4	12	4	2	3	2	4	11	2.8	
35	3	3	4	4	4	4	22	3.7	3	4	4	11	3.7	3	3	9	3	4	1	3	12	3		
36	4	4	3	4	4	2	21	3.5	4	3	3	10	3.3	3	4	3	10	3.3	4	3	14	3.5		
37	3	3	3	3	3	4	19	3.2	3	3	3	9	3	3	3	9	3	4	3	3	14	3.5		
38	3	4	3	3	4	3	20	3.3	3	3	3	9	3	3	4	11	3.7	4	3	4	3	14	3.5	
39	4	4	4	4	3	3	22	3.7	4	3	3	10	3.3	3	3	9	3	4	3	2	3	12	3	
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41	4	3	3	3	3	3	19	3.2	3	3	2	8	2.7	3	3	9	3	4	3	4	15	3.8		
42	3	3	4	4	4	4	22	3.7	3	2	3	8	2.7	2	3	2	7	2.3	4	3	4	14	3.5	
43	3	3	3	2	4	2	17	2.8	2	3	3	8	2.7	3	4	3	10	3.3	3	3	2	4	12	3
44	3	4	3	3	2	3	18	3	2	3	3	8	2.7	3	4	10	3.3	4	3	3	3	13	3.3	
45	3	3	3	2	3	4	18	3	3	2	3	8	2.7	2	3	8	2.7	4	3	3	4	14	3.5	
46	3	4	4	3	4	3	21	3.5	3	3	3	9	3	2	3	8	2.7	3	4	4	15	3.8		
47	3	3	3	3	3	4	19	3.2	3	4	3	10	3.3	4	3	11	3.7	4	3	4	4	15	3.8	
48	4	4	4	4	4	3	23	3.8	3	2	2	7	2.3	3	3	9	3	3	3	3	12	3		
49	3	3	3	3	3	3	18	3	3	3	1	7	2.3	3	4	3	10	3.3	4	3	4	14	3.5	
50	3	3	3	3	3	2	17	2.8	2	2	2	6	2	3	4	11	3.7	4	4	3	15	3.8		
51	3	3	3	1	2	4	16	2.7	3	3	3	9	3	3	3	9	3	3	3	3	12	3		
52	3	3	2	3	4	3	18	3	4	2	3	9	3	2	4	10	3.3	3	3	3	12	3		
53	3	2	3	3	3	3	17	2.8	4	2	3	9	3	2	3	8	2.7	3	4	4	15	3.8		
54	2	3	3	3	4	4	19	3.2	4	4	3	11	3.7	2	4	3	9	3	3	3	12	3		
55	3	2	3	2	4	3	17	2.8	3	3	2	8	2.7	3	3	4	10	3.3	4	3	3	13	3.3	
56	3	3	3	2	4	4	19	3.2	4	4	3	11	3.7	3	4	11	3.7	4	4	4	16	4		
57	3	4	3	4	4	3	21	3.5	3	3	4	10	3.3	3	4	11	3.7	4	3	3	13	3.3		
58	3	2	2	3	4	4	18	3	4	3	4	11	3.7	4	4	12	4	4	4	4	16	4		
59	4	4	4	4	3	3	22	3.7	3	4	3	10	3.3	3	4	3	10	3.3	3	3	4	13	3.3	
60	4	4	4	4	4	4	24	4	4	3	4	11	3.7	3	3	4	10	3.3	4	3	4	15	3.8	

61	3	3	4	4	3	3	20	3.3	3	3	3	9	3	3	3	9	3	3	3	3	4	3	15	3.8
62	4	4	3	3	3	3	21	3.5	3	3	3	9	3	3	3	3	3	3	3	2	4	4	13	3.3
63	3	3	3	3	3	3	18	3	3	3	3	9	3	3	3	4	10	3.3	4	1	4	3	12	3
64	3	3	3	3	3	4	19	3.2	4	3	4	11	3.7	3	3	3	9	3	3	4	3	4	14	3.5
65	2	4	3	3	3	3	18	3	3	3	4	10	3.3	3	4	3	10	3.3	4	3	3	3	13	3.3
66	4	3	4	4	4	4	23	3.8	4	4	4	12	4	4	4	12	4	4	4	3	3	14	3.5	
67	3	3	3	2	3	3	17	2.8	3	3	3	9	3	3	3	9	3	3	2	3	4	12	3	
68	4	4	3	3	3	4	21	3.5	3	3	3	9	3	3	4	11	3.7	3	4	3	3	13	3.3	
69	4	4	3	4	3	3	21	3.5	3	3	3	9	3	3	3	9	3	3	3	4	3	13	3.3	
70	3	3	3	2	3	4	18	3	4	2	3	9	3	2	4	3	9	3	3	3	4	14	3.5	
71	3	3	3	3	3	3	18	3	3	1	4	8	2.7	2	3	4	9	3	4	3	4	15	3.8	
72	1	2	2	2	4	3	14	2.3	4	4	4	12	4	3	4	11	3.7	4	2	4	3	13	3.3	
73	1	2	3	3	4	4	17	2.8	4	3	3	10	3.3	3	3	9	3	4	2	4	4	14	3.5	
74	3	3	3	4	3	3	19	3.17	3	4	4	11	3.7	3	3	9	3	3	4	4	3	14	3.5	
75	3	4	4	3	4	4	22	3.7	2	2	3	7	2.3	3	3	9	3	4	3	4	4	15	3.8	
76	3	3	3	3	3	3	18	3	4	4	4	12	4	3	3	9	3	3	4	3	3	13	3.3	
77	4	3	4	3	3	4	21	3.5	3	3	3	9	3	4	4	12	4	4	4	4	4	16	4	
78	4	4	4	4	4	3	23	3.8	3	3	3	9	3	3	2	8	2.7	3	4	3	3	13	3.3	
79	3	3	3	3	3	3	18	3	2	2	2	6	2	3	3	9	3	4	3	3	4	14	3.5	
80	4	4	3	3	3	3	20	3.3	3	3	3	9	3	3	4	10	3.3	3	3	3	3	12	3	
81	3	3	3	4	4	4	21	3.5	4	4	4	12	4	3	2	8	2.7	4	3	3	4	14	3.5	
82	4	3	3	3	3	3	19	3.2	3	2	2	7	2.3	3	3	9	3	3	3	3	3	12	3	
83	3	4	4	3	3	3	20	3.3	3	3	2	8	2.7	2	2	4	8	2.7	3	4	4	15	3.8	
84	4	4	4	4	4	4	24	4	3	3	3	9	3	3	4	11	3.7	2	3	3	3	11	2.8	
85	4	4	4	3	3	3	21	3.5	3	3	3	9	3	3	3	9	3	1	4	3	3	11	2.8	
86	4	4	4	4	4	4	24	4	4	4	4	12	4	4	3	11	3.7	4	4	3	3	14	3.5	
87	3	4	4	3	3	3	20	3.3	2	4	3	9	3	4	4	12	4	3	3	4	4	14	3.5	
88	4	3	3	3	3	4	20	3.3	3	2	2	7	2.3	3	3	9	3	4	4	3	3	14	3.5	
89	3	3	3	3	3	3	18	3	2	3	2	7	2.3	3	3	9	3	3	3	3	3	12	3	
90	3	3	4	2	2	3	17	2.8	2	3	2	7	2.3	3	3	9	3	3	3	3	3	12	3	
91	3	3	3	4	4	4	21	3.5	3	4	3	10	3.3	2	3	2	7	2.3	4	4	3	14	3.5	
92	3	3	4	2	3	2	17	2.8	3	3	3	9	3	3	2	8	2.7	3	3	3	3	12	3	
93	4	4	4	4	4	4	24	4	4	4	3	11	3.7	4	3	4	11	3.7	4	4	2	14	3.5	
94	3	4	4	2	2	3	18	3	3	3	3	9	3	2	2	3	7	2.3	3	3	2	11	2.8	
95	3	3	3	4	4	4	21	3.5	3	3	3	9	3	3	1	3	7	2.3	4	3	3	13	3.3	
96	3	3	4	3	3	3	19	3.2	1	2	2	5	1.7	2	2	3	7	2.3	3	3	2	4	12	3
96	4	4	3	3	3	3	20	3.3	3	4	3	10	3.3	3	3	9	3	2	3	2	4	11	2.8	
98	4	4	4	4	4	3	23	3.8	3	3	4	10	3.3	2	3	7	2.3	4	4	3	3	14	3.5	
99	4	4	3	3	3	3	20	3.3	3	3	4	10	3.3	2	3	7	2.3	3	2	3	2	10	2.5	
100	4	4	4	4	4	4	24	4	4	3	2	9	3	3	3	9	3	4	4	4	3	15	3.8	

		Correlations																
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	But_tot
P1	Pearson Correlation	1	.413**	.467**	.309**	.000	.010	.087	.032	-.027	.138	.018	.098	.004	.263**	.048	.053	.399**
	Sig. (2-tailed)		.000	.000	.002	1.000	.925	.392	.751	.786	.170	.855	.334	.966	.008	.633	.599	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P2	Pearson Correlation	.413**	1	.465**	.365**	.214*	.032	-.094	.047	.025	.104	.059	-.005	.090	.129	.116	-.050	.399**
	Sig. (2-tailed)	.000		.000	.000	.032	.749	.352	.645	.808	.301	.557	.960	.374	.201	.251	.623	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P3	Pearson Correlation	.467**	.465**	1	.306**	.163	.062	-.096	.075	-.074	.053	-.133	-.050	.075	.228*	.111	.139	.374**
	Sig. (2-tailed)	.000	.000		.002	.106	.541	.340	.456	.463	.598	.187	.620	.457	.022	.270	.167	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P4	Pearson Correlation	.309**	.365**	.306**	1	.409**	.133	.165	.147	.179	.088	-.182	-.115	.160	.240*	.030	-.155	.427**
	Sig. (2-tailed)	.002	.000	.002		.000	.188	.101	.144	.074	.383	.070	.254	.112	.016	.767	.123	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P5	Pearson Correlation	.000	.214*	.163	.409**	1	.259**	.264**	.085	.083	.087	.140	.052	.344**	.165	.219*	-.004	.482**
	Sig. (2-tailed)	1.000	.032	.106	.000		.009	.008	.403	.411	.391	.166	.606	.000	.100	.028	.969	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P6	Pearson Correlation	.010	.032	.062	.133	.259**	1	.329**	.214*	.218*	.074	-.020	.034	.279**	.206*	.212*	.166	.452**
	Sig. (2-tailed)	.925	.749	.541	.188	.009		.001	.032	.030	.463	.841	.736	.005	.040	.034	.098	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P7	Pearson Correlation	.087	-.094	-.096	.165	.264**	.329**	1	.384**	.468**	.222*	.228*	.167	.111	.142	.178	.098	.511**
	Sig. (2-tailed)	.392	.352	.340	.101	.008	.001		.000	.000	.026	.023	.097	.272	.159	.077	.333	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P8	Pearson Correlation	.032	.047	.075	.147	.085	.214*	.384**	1	.461**	.402**	.139	.080	.005	.126	.011	-.018	.450**
	Sig. (2-tailed)	.751	.645	.456	.144	.403	.032	.000		.000	.000	.166	.430	.962	.213	.912	.859	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P9	Pearson Correlation	-.027	.025	-.074	.179	.083	.218*	.468**	.461**	1	.175	.125	.089	#####	.025	-.001	.055	.392**
	Sig. (2-tailed)	.786	.808	.463	.074	.411	.030	.000	.000		.081	.214	.378	.735	.806	.993	.587	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P10	Pearson Correlation	.138	.104	.053	.088	.087	.074	.222*	.402**	.175	1	.459**	.557**	.221*	.155	.171	.174	.576**
	Sig. (2-tailed)	.170	.301	.598	.383	.391	.463	.026	.000	.081		.000	.000	.027	.123	.089	.084	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

P11	Pearson Correlation	.018	.059	-.133	-.182	.140	-.020	.228*	.139	.125	.459**	1	.469**	.103	.072	.192	.139	.399**
	Sig. (2-tailed)	.855	.557	.187	.070	.166	.841	.023	.166	.214	.000		.000	.306	.476	.056	.168	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P12	Pearson Correlation	.098	-.005	-.050	-.115	.052	.034	.167	.080	.089	.557**	.469**	1	.227*	.151	.297**	.253*	.467**
	Sig. (2-tailed)	.334	.960	.620	.254	.606	.736	.097	.430	.378	.000	.000		.023	.133	.003	.011	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P13	Pearson Correlation	.004	.090	.075	.160	.344**	.279**	.111	.005	-.034	.221*	.103	.227*	1	.227*	.470**	.190	.500**
	Sig. (2-tailed)	.966	.374	.457	.112	.000	.005	.272	.962	.735	.027	.306	.023		.023	.000	.059	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P14	Pearson Correlation	.263**	.129	.228*	.240*	.165	.206*	.142	.126	.025	.155	.072	.151	.227*	1	.119	.042	.463**
	Sig. (2-tailed)	.008	.201	.022	.016	.100	.040	.159	.213	.806	.123	.476	.133	.023		.240	.680	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P15	Pearson Correlation	.048	.116	.111	.030	.219*	.212*	.178	.011	-.001	.171	.192	.297**	.470**	.119	1	.301**	.498**
	Sig. (2-tailed)	.633	.251	.270	.767	.028	.034	.077	.912	.993	.089	.056	.003	.000	.240		.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P16	Pearson Correlation	.053	-.050	.139	-.155	-.004	.166	.098	-.018	.055	.174	.139	.253*	.190	.042	.301**	1	.334**
	Sig. (2-tailed)	.599	.623	.167	.123	.969	.098	.333	.859	.587	.084	.168	.011	.059	.680	.002		.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
But_tot	Pearson Correlation	.399**	.399**	.374**	.427**	.482**	.452**	.511**	.450**	.392**	.576**	.399**	.467**	.500**	.463**	.498**	.334**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

** . 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	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.731	16

Regression

[DataSet8]

Descriptive Statistics

	Mean	Std. Deviation	N
keputusanpembelian	3.2570	.44840	100
kualitasproduk	3.2587	.38305	100
promosi	3.1580	.52052	100
harga	3.1210	.54648	100

Correlations

		keputusanpe mbelian	kualitasprodu k	promosi	harga
Pearson Correlation	keputusanpembelian	1.000	.327	.114	.332
	kualitasproduk	.327	1.000	.190	.047
	promosi	.114	.190	1.000	.287
	harga	.332	.047	.287	1.000
Sig. (1-tailed)	keputusanpembelian	.	.000	.130	.000
	kualitasproduk	.000	.	.029	.320
	promosi	.130	.029	.	.002
	harga	.000	.320	.002	.
N	keputusanpembelian	100	100	100	100
	kualitasproduk	100	100	100	100
	promosi	100	100	100	100
	harga	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	harga, kualitasproduk, promosi ^b	.	Enter

a. Dependent Variable: keputusanpembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.457 ^a	.209	.184	.40501

a. Predictors: (Constant), harga, kualitasproduk, promosi

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.158	3	1.386	8.449	.000 ^b
	Residual	15.747	96	.164		
	Total	19.905	99			

a. Dependent Variable: keputusanpembelian

b. Predictors: (Constant), harga, kualitasproduk, promosi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.457 ^a	.209	.184	.40501

a. Predictors: (Constant), harga, kualitasproduk, promosi

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.158	3	1.386	8.449	.000 ^b
	Residual	15.747	96	.164		
	Total	19.905	99			

a. Dependent Variable: keputusanpembelian

b. Predictors: (Constant), harga, kualitasproduk, promosi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.310	.430		3.046	.003
	kualitasproduk	.373	.108	.319	3.451	.001
	promosi	-.036	.083	-.041	-.429	.669
	harga	.270	.078	.329	3.472	.001

a. Dependent Variable: keputusanpembelian