

**KARAKTERISTIK 68 RESPONDEN**

Dalam satuan	Jenis Kelamin		Usia		Spesialis			Status	
	Laki-Laki	Perempuan	≤ 39 Tahun	≥ 40 Tahun	Bedah	Internist	saraf	Support	Non Support
<b>PERSENTASE (%)</b>	63%	37%	43%	57%	28%	53%	18%	33%	67%
<b>ORANG</b>	38	22	26	34	17	32	11	20	40
<b>TOTAL</b>	60		60		60			60	

TABULASI DATA PRETEST 30 RESPONDEN

No	Personal Selling																									TTL	Kepuasan Pelanggan					TTL	Peningkatan Penjualan					TTL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		26	27	28	29	30		31	32	33	34	35	
	1	2	2	1	2	3	2	2	3	2	2	2	2	3	2	5	2	2	3	2	2	2	1	2	2		1	54	2	3	2		2	3	12	2	4	
2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	52	2	2	2	2	2	10	2	2	2	2	2	10	
3	1	3	1	1	2	1	3	2	1	1	1	3	2	1	2	1	3	2	1	1	1	1	1	1	38	1	2	1	3	2	9	1	2	3	3	2	11	
4	2	3	3	2	3	2	3	3	2	2	2	3	3	2	3	2	3	3	5	5	2	5	2	3	70	2	5	2	3	3	15	5	3	3	5	3	19	
5	3	3	3	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	77	3	3	3	3	3	15	5	3	3	3	3	17	
6	2	3	3	2	3	2	3	3	2	2	2	3	3	5	3	2	3	3	2	2	2	2	2	3	64	2	3	2	3	3	13	2	3	4	3	3	15	
7	2	3	4	5	4	2	3	4	2	2	2	3	4	5	4	2	5	4	2	2	2	5	2	4	79	2	4	2	3	4	15	2	4	5	3	4	18	
8	3	4	3	3	3	3	4	3	3	3	3	4	3	3	3	3	4	3	5	3	3	4	3	3	82	3	3	3	4	3	16	5	5	4	4	3	21	
9	2	3	5	2	4	2	3	4	2	2	2	3	4	2	4	2	3	4	2	2	3	5	2	3	72	2	4	2	3	4	15	2	4	4	3	4	17	
10	3	2	2	3	4	3	2	4	3	3	3	2	4	3	5	3	5	4	3	5	3	3	3	2	80	3	4	3	2	4	16	3	4	4	2	4	17	
11	2	3	3	2	5	2	3	3	2	2	2	5	3	2	3	2	3	3	2	2	2	2	2	3	65	5	3	5	3	3	19	2	3	3	3	3	14	
12	3	4	5	3	3	5	5	3	3	5	3	4	3	3	3	5	4	3	3	3	3	3	3	5	89	3	3	3	4	3	16	5	5	3	5	3	21	
13	4	3	5	4	3	4	3	3	4	4	4	5	3	4	3	4	3	3	4	5	4	4	4	4	95	5	3	5	3	3	19	4	5	3	3	3	18	
14	3	3	1	5	3	3	3	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	1	75	3	3	3	3	3	15	3	3	3	3	3	15	
15	2	3	3	2	3	2	3	3	2	2	2	3	3	2	3	2	3	3	5	2	5	2	2	3	67	2	3	2	3	3	13	2	3	4	3	3	15	
16	2	4	3	2	4	2	4	4	5	2	5	4	4	2	4	2	4	4	2	5	2	2	2	3	79	5	5	5	4	4	23	2	5	4	4	4	19	
17	2	3	3	2	5	2	3	5	2	2	2	3	4	2	4	2	3	4	2	2	2	2	2	3	68	2	5	2	3	4	16	2	5	5	3	4	19	
18	3	4	3	3	4	5	5	4	3	5	5	5	4	3	4	5	4	4	3	3	3	3	3	5	96	5	5	5	4	4	23	3	5	4	4	4	20	
19	2	2	3	2	5	2	5	4	5	2	2	2	4	2	4	2	2	4	5	5	5	2	2	3	78	2	5	2	2	4	15	2	4	3	2	4	15	
20	3	4	3	3	4	5	4	4	3	5	5	4	4	5	4	5	4	4	5	3	3	3	3	5	98	3	4	3	4	4	18	3	5	3	4	4	19	
21	2	3	4	2	4	2	3	4	2	2	2	5	4	2	4	2	3	4	2	5	2	2	2	4	73	2	4	2	3	4	15	5	4	3	5	4	21	

22	3	4	1	3	3	5	4	3	3	5	3	4	3	3	3	5	4	3	3	3	3	5	5	1	85	3	5	3	4	3	18	3	3	4	4	3	17	
23	5	3	2	2	3	2	5	3	2	2	5	3	3	5	5	2	3	3	5	5	5	2	2	2	2	81	2	3	2	3	3	13	2	3	3	3	3	14
24	2	3	2	2	3	5	3	3	2	5	2	3	3	2	3	5	3	3	2	2	2	2	2	5	2	71	2	3	2	3	3	13	5	3	5	3	3	19
25	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	75	5	3	5	5	3	21	3	3	3	5	3	17	
26	2	3	3	2	3	2	3	3	5	2	2	5	3	2	3	2	3	3	2	5	2	5	2	2	3	72	5	3	5	3	3	19	2	3	4	3	3	15
27	3	2	3	3	2	3	2	2	3	3	3	2	2	3	2	3	2	2	3	3	3	3	3	3	66	3	5	3	5	2	18	3	2	3	2	2	12	
28	3	4	2	3	4	3	4	4	3	3	3	4	4	3	4	3	4	4	3	3	3	3	3	2	82	3	4	3	4	4	18	5	4	5	4	4	22	
29	3	4	3	3	4	3	4	4	3	3	5	4	5	3	4	3	4	5	3	3	3	3	3	3	88	3	5	3	5	4	20	3	4	3	4	5	19	
30	2	4	1	2	1	2	4	1	2	2	2	4	1	2	1	2	4	1	2	2	2	2	2	1	51	2	1	2	4	1	10	2	1	4	4	1	12	

### UJI VALIDITAS PRETEST PERSONAL SELLING

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	TTL		
PS1	Pearson Correlation	1	,187	,087	,467**	,028	,469**	,356	,069	,259	,469**	,723**	,140	,123	,635**	,294	,469**	,179	,123	,543**	,421*	,628**	,186	,629**	,469**	,020	,660**	
	Sig. (2-tailed)		,323	,648	,009	,885	,009	,053	,718	,167	,009	,000	,460	,516	,000	,115	,009	,344	,516	,002	,020	,000	,326	,000	,009	,917	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PS2	Pearson Correlation	,187	1	,036	,147	,021	,429*	,656**	,128	,086	,429*	,470**	,691**	,190	,181	-,080	,429*	,624**	,190	,091	-,062	-,056	,166	,326	,429*	-,079	,459*	
	Sig. (2-tailed)	,323		,850	,438	,913	,018	,000	,500	,653	,018	,009	,000	,315	,339	,674	,018	,000	,315	,633	,745	,771	,380	,079	,018	,677	,011	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PS3	Pearson Correlation	,087	,036	1	,157	,329	,101	,076	,352	,081	,101	,107	,271	,352	,196	,106	,101	,031	,352	,124	,215	,176	,493*	,039	,101	,808*	,422*	
	Sig. (2-tailed)	,648	,850		,406	,076	,597	,691	,056	,672	,597	,575	,147	,056	,300	,579	,597	,872	,056	,515	,254	,351	,006	,836	,597	,000	,020	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PS4	Pearson Correlation	,467**	,147	,157	1	,111	,420*	,017	,179	,384*	,420*	,336	,087	,226	,566**	,100	,420*	,417*	,226	,182	,080	,206	,483*	,596**	,420*	,138	,561**	
	Sig. (2-tailed)	,009	,438	,406		,558	,021	,928	,343	,036	,021	,069	,646	,229	,001	,600	,021	,022	,229	,337	,674	,274	,007	,001	,021	,467	,001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30





PS15	Pearson Correlation	,294	-,080	,106	,100	,637 <sup>*</sup>	,039	,166	,793 <sup>*</sup>	,112	,039	,383 <sup>*</sup>	-,068	,793 <sup>*</sup>	,287	1	,039	,220	,793 <sup>*</sup>	,199	,372 <sup>*</sup>	,289	,028	,024	,039	,141	,463 <sup>**</sup>
	Sig. (2-tailed)	,115	,674	,579	,600	,000	,840	,382	,000	,556	,840	,037	,723	,000	,125	,840	,243	,000	,292	,043	,121	,884	,900	,840	,456	,010	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PS16	Pearson Correlation	,469 <sup>*</sup>	,429 <sup>*</sup>	,101	,420 <sup>*</sup>	,043	1,000 <sup>**</sup>	,342	,124	,219	1,000 <sup>**</sup>	,494 <sup>**</sup>	,295	,161	,331	,039	1	,330	,161	,246	,043	,203	,160	,729 <sup>**</sup>	1,000 <sup>**</sup>	-,080	,691 <sup>**</sup>
	Sig. (2-tailed)	,009	,018	,597	,021	,821	,000	,065	,514	,246	,000	,006	,114	,397	,074	,840	,075	,397	,190	,822	,283	,398	,000	,000	,674	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PS17	Pearson Correlation	,179	,624 <sup>*</sup>	,031	,417 <sup>*</sup>	,152	,330	,327	,313	,033	,330	,359	,362 <sup>*</sup>	,367 <sup>*</sup>	,359	,220	,330	1	,367 <sup>*</sup>	,011	,062	-,085	,330	,307	,330	-,019	,481 <sup>**</sup>
	Sig. (2-tailed)	,344	,000	,872	,022	,421	,075	,078	,092	,864	,075	,051	,049	,046	,051	,243	,075	,046	,954	,743	,656	,075	,099	,075	,919	,007	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PS18	Pearson Correlation	,123	,190	,352	,226	,793 <sup>*</sup>	,161	,258	,948 <sup>*</sup>	,254	,161	,411 <sup>*</sup>	,172	1,000 <sup>**</sup>	,214	,793 <sup>*</sup>	,161	,367 <sup>*</sup>	1	,150	,306	,201	,233	,136	,161	,415 <sup>*</sup>	,632 <sup>**</sup>
	Sig. (2-tailed)	,516	,315	,056	,229	,000	,397	,169	,000	,176	,397	,024	,363	,000	,256	,000	,397	,046	,428	,101	,286	,215	,474	,397	,023	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PS19	Pearson Correlation	,543 <sup>*</sup>	,091	,124	,182	,102	,246	,403 <sup>*</sup>	,115	,240	,246	,400 <sup>*</sup>	-,047	,150	,349	,199	,246	,011	,150	1	,443 <sup>*</sup>	,770 <sup>**</sup>	,229	,317	,246	,182	,521 <sup>**</sup>
	Sig. (2-tailed)	,002	,633	,515	,337	,592	,190	,027	,546	,201	,190	,028	,806	,428	,059	,292	,190	,954	,428	,014	,000	,223	,087	,190	,337	,003	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30





PS25	Pearson Correlation	.020	-.079	.808	.138	.430	-.080	-.069	.415	.094	-.080	.134	.246	.415	.239	.141	-.080	-.019	.415	.182	.296	.127	.414	-.050	-.080	1	.358
	Sig. (2-tailed)	.917	.677	.000	.467	.018	.674	.716	.023	.620	.674	.479	.190	.023	.203	.456	.674	.919	.023	.337	.113	.504	.023	.795	.674		.052
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.660	.459	.422	.561	.460	.691	.529	.570	.485	.691	.743	.424	.632	.559	.463	.691	.481	.632	.521	.486	.498	.453	.663	.691	.358	1
	Sig. (2-tailed)	.000	.011	.020	.001	.011	.000	.003	.001	.007	.000	.000	.019	.000	.001	.010	.000	.007	.000	.003	.007	.005	.012	.000	.000	.052	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

UJI VALIDITAS PRETEST KEPUASAAN PELANGGAN		KP1	KP2	KP3	KP4	KP5	TOTAL
KP1	Pearson Correlation	1	,158	1,000**	,379*	,176	,847**
	Sig. (2-tailed)		,405	,000	,039	,352	,000
	N	30	30	30	30	30	30
KP2	Pearson Correlation	,158	1	,158	,229	,694**	,613**
	Sig. (2-tailed)	,405		,405	,223	,000	,000
	N	30	30	30	30	30	30
KP3	Pearson Correlation	1,000**	,158	1	,379*	,176	,847**
	Sig. (2-tailed)	,000	,405		,039	,352	,000
	N	30	30	30	30	30	30
KP4	Pearson Correlation	,379*	,229	,379*	1	-,054	,551**
	Sig. (2-tailed)	,039	,223	,039		,778	,002
	N	30	30	30	30	30	30
KP5	Pearson Correlation	,176	,694**	,176	-,054	1	,531**
	Sig. (2-tailed)	,352	,000	,352	,778		,003
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	,847**	,613**	,847**	,551**	,531**	1
	Sig. (2-tailed)	,000	,000	,000	,002	,003	
	N	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).

## UJI VALIDITAS PRETEST PENINGKATAN PENJUALAN

### Correlations

		PP1	PP2	PP3	PP4	PP5	TOTAL
PP1	Pearson Correlation	1	,281	,067	,409 <sup>*</sup>	,134	,678 <sup>**</sup>
	Sig. (2-tailed)		,133	,726	,025	,480	,000
	N	30	30	30	30	30	30
PP2	Pearson Correlation	,281	1	,194	,277	,749 <sup>**</sup>	,789 <sup>**</sup>
	Sig. (2-tailed)	,133		,305	,139	,000	,000
	N	30	30	30	30	30	30
PP3	Pearson Correlation	,067	,194	1	-,111	,271	,395 <sup>*</sup>
	Sig. (2-tailed)	,726	,305		,560	,147	,031
	N	30	30	30	30	30	30
PP4	Pearson Correlation	,409 <sup>*</sup>	,277	-,111	1	,123	,565 <sup>**</sup>
	Sig. (2-tailed)	,025	,139	,560		,517	,001
	N	30	30	30	30	30	30
PP5	Pearson Correlation	,134	,749 <sup>**</sup>	,271	,123	1	,683 <sup>**</sup>
	Sig. (2-tailed)	,480	,000	,147	,517		,000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	,678 <sup>**</sup>	,789 <sup>**</sup>	,395 <sup>*</sup>	,565 <sup>**</sup>	,683 <sup>**</sup>	1
	Sig. (2-tailed)	,000	,000	,031	,001	,000	
	N	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).

## UJI RELIABILITAS PRETEST *PERSONAL SELLING*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.906	25

## UJI RELIABILITAS PRETEST KEPUASAAN PELANGGAN

Reliability Statistics

Cronbach's Alpha	N of Items
.725	5

## UJI RELIABILITAS PRETEST PENINGKATAN PENJUALAN

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.610	.611	5

## UJI T UJI F SPSS

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,687 <sup>a</sup>	,472	,453	2,28157	,472	25,442	2	57	,000

a. Predictors: (Constant), KP, PS

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	264,883	2	132,441	25,442	,000 <sup>b</sup>
	Residual	296,717	57	5,206		
	Total	561,600	59			

a. Dependent Variable: PP

b. Predictors: (Constant), KP, PS

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,057	2,035		1,502	,139
	PS	,156	,034	,611	4,594	,000
	KP	,119	,153	,104	,778	,440

a. Dependent Variable: PP

