

Lampiran 1

ANGKET

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN TERHADAP KAIN KONVEKSI DI PT. DANLIRIS CEMANI SOLO

A. Identitas Responden

Nama : _____

Alamat : _____

B. Petunjuk

1. Isilah nama dan alamat secara benar
2. Bacalah secara cermat terlebih dahulu setiap pertanyaan sebelum Anda menjawabnya
3. Pilihlah satu jawaban yang sesuai dengan diri Anda dengan cara memberi tanda cek list () pada alternatif jawaban yang ada
 - a. SS (Sangat setuju)
 - b. S (Setuju)
 - c. N (Netral)
 - d. TS (Tidak Setuju)
 - e. STS (Sangat Tidak Setuju)
4. Bekerjalah dengan jujur, rapi, dan teliti
5. Setelah diisi secara lengkap mohon segera diserahkan kembali
6. Terima kasih

Pertanyaan Tentang Harga

NO	URAIAN	SS	S	N	TS	STS
1	Harga kain konveksi di PT.Danliris Cemani Solo tidak terlalu mahal sehingga terjangkau untuk dibeli.					
2	Apakah dengan harga kain konveksi di PT.Danliris Cemani Solo saat ini dapat bersaing dengan yang lain.					
3	Harga kain konveksi di PT.Danliris Cemani Solo sebanding dengan kualitas yang ada.					
4	Harga kain konveksi di PT.Danliris Cemani Solo menjadi faktor dalam pembelian.					
5	Menurut anda harga menjadi masalah dalam pembelian kain konveksi di PT.Danliris Cemani Solo.					

Pertanyaan Tentang Kualitas

NO	URAIAN	SS	S	N	TS	STS
1	Keawetan bahan pada kain konveksi di PT. Danliris Cemani Solo tidak diragukan lagi.					
2	Kualitas kondisi fisik kain konveksi di PT. Danliris Cemani Solo dapat bersaing dengan yang lain.					
3	Kualitas kain konveksi di PT. Danliris Cemani Solo tidak kalah dengan yang lain.					
4	Menurut anda keawetan kain konveksi di PT. Danliris Cemani Solo dapat bersaing dengan yang lain.					
5	Kualitas kain konveksi di PT. Danliris Cemani Solo menjadi faktor dalam pembelian.					

Pertanyaan Tentang Merek

NO	URAIAN	SS	S	N	TS	STS
1	Merek kain konveksi di PT. Danliris Cemani Solo bervariasi banyak pilihan.					
2	Merek kain konveksi yang bervariasi di PT.Danliris Cemani Solo berpengaruh dalam hal pembelian.					
3	Merek kain konveksi di PT. Danliris Cemani Solo yang bervariasi dapat bersaing dengan yang lain.					
4	Merek yang bervariasi menjadi faktor konsumen membeli kain konveksi di PT.Danliris Cemani Solo.					
5	Merek kain konveksi di PT. Danliris Cemani Solo dapat menjadi alternatif pilihan pembelian.					

Pertanyaan Tentang Promosi

NO	URAIAN	SS	S	N	TS	STS
1	Promosi yang dilakukan PT.Danliris Cemani Solo tidak kalah dengan yang lain.					
2	Promosi yang dilakukan PT. Danliris Cemani Solo sesuai dengan realitanya.					
3	Promosi yang dilakukan PT. Danliris Cemani Solo menarik dan komunikatif.					
4	Promosi yang dilakukan PT.Danliris Cemani Solo dilakukan secara berkelanjutan.					
5	Promosi menjadi faktor pelanggan membeli produk.					

Pertanyaan Tentang Pengambilan Keputusan Pembelian

NO	URAIAN	SS	S	N	TS	STS
1	Harga kain konveksi di PT.Danliris Cemani Solo tidak terlalu mahal sehingga terjangkau untuk dibeli.					
2	Keawetan kain konveksi di PT. Danliris Cemani Solo tidak diragukan lagi.					
3	Merek kain konveksi di PT. Danliris Cemani Solo bervariasi banyak pilihan.					
4	Promosi yang dilakukan PT.Danliris Cemani Solo menarik dan komunikatif.					
5	PT. Danliris Cemani Solo memang tempat yang pantas untuk Anda sekeluarga dalam membeli kain.					

Res	Harga					Total
	1	2	3	4	5	
1	4	4	5	5	5	23
2	5	5	4	5	5	24
3	4	5	4	4	5	22
4	4	5	5	5	5	24
5	5	5	5	5	5	25
6	5	5	5	5	5	25
7	5	3	5	5	5	23
8	5	5	5	4	4	23
9	5	5	5	5	5	25
10	5	5	5	5	5	25
11	5	3	5	5	5	23
12	5	5	4	5	5	24
13	3	5	5	5	5	23
14	5	5	5	4	5	24
15	5	5	4	5	5	24
16	4	3	4	4	4	19
17	4	4	4	4	4	20
18	5	3	5	5	5	23
19	5	5	4	5	5	24
20	4	4	4	4	4	20
21	5	5	5	3	5	23
22	4	4	4	4	4	20
23	5	5	4	5	5	24
24	4	3	4	4	4	19
25	4	4	4	4	4	20
26	4	4	4	4	4	20
27	4	4	4	4	4	20
28	4	4	4	4	4	20
29	4	5	5	5	5	24
30	5	3	5	5	5	23
31	5	5	4	5	5	24
32	5	4	5	5	5	24
33	5	5	4	5	5	24
34	5	5	5	4	5	24
35	4	4	4	4	4	20
36	5	5	5	4	5	24

37	5	5	5	5	4	24
38	5	5	5	3	3	21
39	4	4	4	4	4	20
40	4	3	4	4	4	19
41	5	5	4	5	5	24
42	4	4	5	4	5	22
43	4	4	5	5	5	23
44	5	5	4	5	5	24
45	4	4	4	5	5	22
46	4	4	4	4	4	20
47	5	5	5	5	5	25
48	5	5	5	4	5	24
49	5	3	5	5	5	23
50	4	4	5	5	5	23
51	4	4	5	5	5	23
52	5	5	4	5	5	24
53	4	5	4	4	5	22
54	4	5	5	5	5	24
55	5	5	5	5	5	25
56	5	5	5	5	5	25
57	5	3	5	5	5	23
58	5	5	5	4	4	23
59	5	5	5	5	5	25
60	5	5	5	5	5	25
61	5	3	5	5	5	23
62	5	5	4	5	5	24
63	3	5	5	5	5	23
64	5	5	5	4	5	24
65	5	5	4	5	5	24
66	4	3	4	4	4	19
67	4	4	4	4	4	20
68	5	3	5	5	5	23
69	5	5	4	5	5	24
70	4	4	4	4	4	20
71	5	5	5	3	5	23
72	4	4	4	4	4	20
73	5	5	4	5	5	24
74	4	3	4	4	4	19
75	4	4	4	4	4	20

76	4	4	4	4	4	20
77	4	4	4	4	4	20
78	4	4	4	4	4	20
79	4	5	5	5	5	24
80	5	3	5	5	5	23
81	5	5	4	5	5	24
82	5	4	5	5	5	24
83	5	5	4	5	5	24
84	5	5	5	4	5	24
85	4	4	4	4	4	20
86	5	5	5	4	5	24
87	5	5	5	5	4	24
88	5	5	5	3	3	21
89	4	4	4	4	4	20
90	4	3	4	4	4	19
91	5	5	4	5	5	24
92	4	4	5	4	5	22
93	4	4	5	5	5	23
94	5	5	4	5	5	24
95	4	4	4	5	5	22
96	4	4	4	4	4	20
97	5	5	5	5	5	25
98	5	5	5	4	5	24
99	5	5	5	5	5	25
100	5	5	5	5	5	25

Merek					Total
1	2	3	4	5	
5	5	5	5	5	25
5	5	5	5	4	24
4	4	5	4	4	21
4	3	5	5	5	22
4	5	5	5	5	24
4	4	4	4	4	20
5	4	5	5	5	24
5	5	4	5	5	24
5	5	5	4	5	24
4	5	5	5	5	24
5	5	4	4	4	22
5	5	4	4	4	22
5	5	5	4	5	24
4	4	4	5	5	22
5	5	4	5	5	24
4	4	4	3	3	18
3	3	3	3	3	15
5	5	3	5	5	23
4	4	4	4	4	20
4	3	4	4	4	19
4	4	5	5	5	23
4	4	4	4	4	20
4	5	5	5	5	24
4	4	3	4	4	19
4	4	4	4	4	20
4	4	4	4	4	20
5	5	5	4	4	23
3	4	4	4	4	19
4	4	4	4	4	20
4	4	5	5	5	23
5	4	4	4	4	21
5	4	5	5	5	24
4	4	5	5	5	23
5	5	5	4	5	24
4	4	4	4	4	20
4	4	5	5	4	22

5	4	5	5	5	24
5	4	5	5	5	24
5	5	5	5	4	24
5	4	5	5	5	24
5	5	5	4	5	24
5	5	4	5	5	24
5	4	5	5	5	24
5	5	4	4	4	22
4	4	5	4	4	21
4	4	4	4	4	20
2	5	5	5	5	22
4	4	5	4	4	21
5	4	5	4	4	22
4	5	5	4	4	22
5	5	5	5	5	25
5	5	5	5	4	24
4	4	5	4	4	21
4	3	5	5	5	22
4	5	5	5	5	24
4	4	4	4	4	20
5	4	5	5	5	24
5	5	4	5	5	24
5	5	5	4	5	24
4	5	5	5	5	24
5	5	4	4	4	22
5	5	4	4	4	22
5	5	5	4	5	24
4	4	4	5	5	22
5	5	4	5	5	24
4	4	4	3	3	18
3	3	3	3	3	15
5	5	3	5	5	23
4	4	4	4	4	20
4	3	4	4	4	19
4	4	5	5	5	23
4	4	4	4	4	20
4	5	5	5	5	24
4	4	3	4	4	19
4	4	4	4	4	20

4	4	4	4	4	20
5	5	5	4	4	23
3	4	4	4	4	19
4	4	4	4	4	20
4	4	5	5	5	23
5	4	4	4	4	21
5	4	5	5	5	24
4	4	5	5	5	23
5	5	5	4	5	24
4	4	4	4	4	20
4	4	5	5	4	22
5	4	5	5	5	24
5	4	5	5	5	24
5	5	5	5	4	24
5	4	5	5	5	24
5	5	5	4	5	24
5	5	4	5	5	24
5	4	5	5	5	24
5	5	4	4	4	22
4	4	5	4	4	21
4	4	4	4	4	20
2	5	5	5	5	22
4	4	5	4	4	21
5	4	5	4	4	22
4	5	5	4	4	22

Kualitas					Total
1	2	3	4	5	
5	4	5	5	5	24
4	4	5	4	4	21
4	5	4	4	4	21
5	4	5	5	5	24
4	5	5	4	4	22
4	5	4	4	4	21
5	5	5	4	4	23
4	5	5	5	5	24
5	5	5	4	4	23
3	5	5	5	5	23
4	5	5	5	4	23
4	4	4	5	5	22
5	5	4	5	5	24
5	5	4	4	4	22
4	5	5	5	5	24
4	4	4	4	4	20
4	4	4	4	4	20
4	4	4	5	4	21
5	4	4	5	5	23
4	4	4	4	4	20
5	4	5	4	4	22
4	4	4	4	4	20
4	5	5	5	5	24
4	4	4	4	4	20
4	4	4	4	4	20
4	4	3	3	3	17
5	5	5	5	4	24
4	3	4	4	4	19
5	5	4	5	5	24
5	5	4	4	5	23
5	5	5	4	5	24
5	5	4	4	4	22
5	5	4	5	5	24
4	5	5	4	4	22
4	4	4	4	4	20
4	5	5	5	5	24

5	4	5	5	5	24
5	5	5	4	4	23
5	5	5	4	5	24
5	5	4	5	5	24
5	4	5	5	5	24
5	5	4	5	5	24
5	4	5	5	5	24
4	4	5	5	4	22
4	5	4	4	5	22
4	4	4	4	4	20
5	5	4	5	5	24
5	5	5	5	4	24
5	5	5	4	4	23
4	5	5	5	5	24
5	4	5	5	5	24
4	4	5	4	4	21
4	5	4	4	4	21
5	4	5	5	5	24
4	5	5	4	4	22
4	5	4	4	4	21
5	5	5	4	4	23
4	5	5	5	5	24
5	5	5	4	4	23
3	5	5	5	5	23
4	5	5	5	4	23
4	4	4	5	5	22
5	5	4	5	5	24
5	5	5	2	5	22
4	5	5	5	5	24
4	4	4	4	4	20
4	4	4	4	4	20
4	4	4	5	4	21
5	5	3	5	5	23
4	4	4	4	4	20
5	4	5	4	4	22
4	4	4	4	4	20
4	5	5	5	5	24
4	4	4	4	4	20
4	4	4	4	4	20

4	4	3	3	3	17
5	5	5	5	4	24
4	3	4	4	4	19
5	5	4	5	5	24
5	5	3	5	5	23
5	5	5	4	5	24
5	5	4	4	4	22
5	5	4	5	5	24
4	5	5	4	4	22
4	4	4	4	4	20
4	5	5	5	5	24
5	4	5	5	5	24
5	5	5	4	4	23
5	5	5	4	5	24
5	5	4	5	5	24
5	4	5	5	5	24
5	5	4	5	5	24
5	4	5	5	5	24
4	4	5	5	4	22
4	5	4	4	5	22
4	4	4	4	4	20
5	5	4	5	5	24
5	5	5	5	4	24
5	5	5	4	4	23
4	5	5	5	5	24

Promosi					Total
1	2	3	4	5	
5	5	5	4	4	23
5	5	4	5	5	24
4	5	5	4	4	22
4	5	5	5	5	24
5	5	5	5	5	25
5	5	5	5	5	25
4	5	5	4	4	22
5	5	5	4	4	23
5	5	5	5	5	25
5	5	5	5	4	24
5	5	5	4	5	24
5	5	5	5	5	25
4	4	4	4	4	20
4	4	4	5	5	22
5	5	5	5	5	25
4	3	4	4	4	19
3	4	4	4	4	19
5	4	5	5	5	24
5	5	5	4	5	24
4	4	4	4	4	20
4	4	5	5	5	23
4	4	4	3	2	17
5	5	4	5	5	24
4	3	4	4	4	19
4	4	4	4	4	20
4	4	4	4	4	20
5	5	5	5	5	25
4	4	4	4	4	20
5	5	4	5	5	24
4	4	5	5	5	23
5	5	4	5	5	24
5	4	4	5	5	23
5	5	5	4	4	23
4	5	5	5	5	24
4	5	5	4	4	22
4	4	5	4	4	21

5	5	5	4	4	23
4	4	4	5	5	22
4	4	5	5	5	23
4	3	5	5	5	22
4	4	4	4	4	20
5	5	4	5	5	24
5	5	5	4	4	23
5	5	4	5	5	24
5	5	4	4	4	22
4	4	4	4	4	20
5	5	5	5	5	25
5	5	5	5	5	25
4	5	5	4	4	22
5	5	5	4	4	23
5	5	5	4	4	23
5	5	4	5	5	24
4	5	5	4	4	22
4	5	5	5	5	24
5	5	5	5	5	25
5	5	5	5	5	25
4	5	5	4	4	22
5	5	5	4	4	23
5	5	5	5	5	25
5	5	5	5	4	24
5	5	5	4	5	24
5	5	5	5	5	25
4	4	4	4	4	20
4	3	5	5	5	22
5	5	5	5	5	25
4	3	4	4	4	19
3	4	4	4	4	19
5	4	5	5	5	24
5	5	5	4	5	24
4	4	4	4	4	20
3	5	5	5	5	23
4	4	4	3	2	17
5	5	4	5	5	24
4	3	4	4	4	19
4	4	4	4	4	20

4	4	4	4	4	20
5	5	5	5	5	25
4	4	4	4	4	20
5	5	4	5	5	24
5	3	5	5	5	23
5	5	4	5	5	24
5	4	4	5	5	23
5	5	5	4	4	23
4	5	5	5	5	24
4	5	5	4	4	22
4	4	5	4	4	21
5	5	5	4	4	23
4	4	4	5	5	22
4	4	5	5	5	23
4	3	5	5	5	22
4	4	4	4	4	20
5	5	4	5	5	24
5	5	5	4	4	23
5	5	4	5	5	24
5	5	4	4	4	22
4	4	4	4	4	20
5	5	5	5	5	25
5	5	5	5	5	25
4	5	5	4	4	22
5	5	5	4	4	23

Keputusan Pembelian					Total
1	2	3	4	5	
5	5	5	5	5	25
5	5	5	5	5	25
4	4	5	5	5	23
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	5	5	25
4	5	5	5	5	24
4	5	5	5	5	24
5	5	5	5	5	25
5	5	5	5	5	25
5	4	5	5	5	24
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	5	5	25
5	3	3	4	5	20
4	4	4	4	4	20
5	5	5	5	5	25
5	5	5	5	5	25
4	4	4	4	5	21
5	4	5	5	5	24
4	5	5	4	5	23
5	5	5	5	5	25
4	4	4	4	4	20
4	5	4	4	4	21
4	4	4	4	4	20
5	5	5	5	5	25
4	4	4	4	4	20
5	5	5	5	5	25
5	5	5	5	4	24
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	5	5	25
4	5	5	4	4	22

5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	4	5	24
5	4	5	5	5	24
5	5	4	5	5	24
5	5	5	5	5	25
5	5	5	4	5	24
4	5	5	5	5	24
5	5	4	5	5	24
4	4	5	5	5	23
5	4	4	4	4	21
5	5	5	5	5	25
5	5	5	5	5	25
5	4	5	5	5	24
4	5	5	5	5	24
5	5	5	5	5	25
5	5	5	5	5	25
4	4	5	5	5	23
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	5	5	25
4	5	5	5	5	24
4	5	5	5	5	24
5	5	5	5	5	25
5	5	5	5	5	25
5	4	5	5	5	24
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	5	5	25
5	3	3	4	5	20
4	4	4	4	4	20
5	5	5	5	5	25
5	5	5	5	5	25
4	4	4	4	5	21
5	4	5	5	5	24
4	5	5	4	5	23
5	5	5	5	5	25
4	4	4	4	4	20

4	5	4	4	4	21
4	4	4	4	4	20
5	5	5	5	5	25
4	4	4	4	4	20
5	5	5	5	5	25
5	5	5	5	4	24
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	5	5	25
4	5	5	4	4	22
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	4	5	24
5	4	5	5	5	24
5	5	4	5	5	24
5	5	5	5	5	25
5	5	5	4	5	24
4	5	5	5	5	24
5	5	4	5	5	24
4	4	5	5	5	23
5	4	4	4	4	21
5	5	5	5	5	25
5	5	5	5	5	25
5	4	5	5	5	24
4	5	5	5	5	24

Uji Validitas Variabel Harga

Correlations

		H1	H2	H3	H4	H5	Total_Harga
H1	Pearson Correlation	1	.345	.314	.273	.388	.687
	Sig. (2-tailed)		.000	.001	.006	.000	.000
	N	100	100	100	100	100	100
H2	Pearson Correlation	.345	1	.129	.112	.299	.634
	Sig. (2-tailed)	.000		.201	.267	.003	.000
	N	100	100	100	100	100	100
H3	Pearson Correlation	.314	.129	1	.173	.377	.557
	Sig. (2-tailed)	.001	.201		.085	.000	.000
	N	100	100	100	100	100	100
H4	Pearson Correlation	.273	.112	.173	1	.667	.650
	Sig. (2-tailed)	.006	.267	.085		.000	.000
	N	100	100	100	100	100	100
H5	Pearson Correlation	.388	.299	.377	.667	1	.798
	Sig. (2-tailed)	.000	.003	.000	.000		.000
	N	100	100	100	100	100	100
Total_Harga	Pearson Correlation	.687	.634	.557	.650	.798	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Uji Validitas Variabel Merk

Correlations

		M1	M2	M3	M4	M5	Total_Merk
M1	Pearson Correlation	1	.389	.174	.214	.299	.623
	Sig. (2-tailed)		.000	.083	.032	.002	.000
	N	100	100	100	100	100	100
M2	Pearson Correlation	.389	1	.196	.231	.329	.621
	Sig. (2-tailed)	.000		.051	.021	.001	.000
	N	100	100	100	100	100	100
M3	Pearson Correlation	.174	.196	1	.433	.460	.652
	Sig. (2-tailed)	.083	.051		.000	.000	.000
	N	100	100	100	100	100	100
M4	Pearson Correlation	.214	.231	.433	1	.785	.754
	Sig. (2-tailed)	.032	.021	.000		.000	.000
	N	100	100	100	100	100	100
M5	Pearson Correlation	.299	.329	.460	.785	1	.817
	Sig. (2-tailed)	.002	.001	.000	.000		.000
	N	100	100	100	100	100	100
Total_Merk	Pearson Correlation	.623	.621	.652	.754	.817	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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).

Uji Validitas Variabel Kualitas

Correlations

		K1	K2	K3	K4	K5	Total_Kualitas
K1	Pearson Correlation	1	.236	.110	.136	.288	.555
	Sig. (2-tailed)		.018	.277	.178	.004	.000
	N	100	100	100	100	100	100
K2	Pearson Correlation	.236	1	.203	.138	.292	.586
	Sig. (2-tailed)	.018		.043	.170	.003	.000
	N	100	100	100	100	100	100
K3	Pearson Correlation	.110	.203	1	.203	.190	.556
	Sig. (2-tailed)	.277	.043		.043	.058	.000
	N	100	100	100	100	100	100
K4	Pearson Correlation	.136	.138	.203	1	.593	.676
	Sig. (2-tailed)	.178	.170	.043		.000	.000
	N	100	100	100	100	100	100
K5	Pearson Correlation	.288	.292	.190	.593	1	.754
	Sig. (2-tailed)	.004	.003	.058	.000		.000
	N	100	100	100	100	100	100
Total_Kualitas	Pearson Correlation	.555	.586	.556	.676	.754	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

Uji Validitas Variabel Promosi

Correlations

		P1	P2	P3	P4	P5	Total_Promosi
P1	Pearson Correlation	1	.548	.237	.334	.355	.720
	Sig. (2-tailed)		.000	.017	.001	.000	.000
	N	100	100	100	100	100	100
P2	Pearson Correlation	.548	1	.373	.162	.194	.676
	Sig. (2-tailed)	.000		.000	.108	.053	.000
	N	100	100	100	100	100	100
P3	Pearson Correlation	.237	.373	1	.177	.223	.555
	Sig. (2-tailed)	.017	.000		.078	.025	.000
	N	100	100	100	100	100	100
P4	Pearson Correlation	.334	.162	.177	1	.885	.737
	Sig. (2-tailed)	.001	.108	.078		.000	.000
	N	100	100	100	100	100	100
P5	Pearson Correlation	.355	.194	.223	.885	1	.769
	Sig. (2-tailed)	.000	.053	.025	.000		.000
	N	100	100	100	100	100	100
Total_Promosi	Pearson Correlation	.720	.676	.555	.737	.769	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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).

Uji Validitas Variabel Keputusan Pembelian

Correlations

		KP1	KP2	KP3	KP4	KP5	Total_Keputusan
KP1	Pearson Correlation	1	.279	.283	.484	.457	.658
	Sig. (2-tailed)		.005	.004	.000	.000	.000
	N	100	100	100	100	100	100
KP2	Pearson Correlation	.279	1	.612	.442	.306	.724
	Sig. (2-tailed)	.005		.000	.000	.002	.000
	N	100	100	100	100	100	100
KP3	Pearson Correlation	.283	.612	1	.647	.503	.814
	Sig. (2-tailed)	.004	.000		.000	.000	.000
	N	100	100	100	100	100	100
KP4	Pearson Correlation	.484	.442	.647	1	.649	.843
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
KP5	Pearson Correlation	.457	.306	.503	.649	1	.742
	Sig. (2-tailed)	.000	.002	.000	.000		.000
	N	100	100	100	100	100	100
Total_Keputusan	Pearson Correlation	.658	.724	.814	.843	.742	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Uji Reliabilitas Variabel Harga

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
.669	5

Uji Reliabilitas Variabel Merk

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
.724	5

Uji Reliabilitas Variabel Kualitas

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
.609	5

Uji Reliabilitas Variabel Promosi

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
.729	5

Uji Reliabilitas Variabel Keputusan Pembelian

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
.808	5

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Harga	Merek	Kualitas	Promosi	Keputusan Pembelian
N		100	100	100	100	100
Normal Parameters ^a	Mean	22.64	22.08	22.40	22.58	23.82
	Std. Deviation	1.904	2.078	1.741	1.981	1.666
Most Extreme Differences	Absolute	.235	.202	.221	.184	.303
	Positive	.177	.158	.179	.124	.239
	Negative	-.235	-.202	-.221	-.184	-.303
Kolmogorov-Smirnov Z		2.350	2.023	2.210	1.840	3.030
Asymp. Sig. (2-tailed)		.189	0,240	0,210	0,315	0,096
a. Test distribution is Normal.						

Uji Heteroskedastisitas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi, Merek, Kualitas, Harga ^a		Enter

a. All requested variables entered.

b. Dependent Variable: abs_res

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.239 ^a	.057	.017	.35335

a. Predictors: (Constant), Promosi, Merek, Kualitas, Harga

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.718	4	.179	1.437	.228 ^a
	Residual	11.861	95	.125		
	Total	12.579	99			

a. Predictors: (Constant), Promosi, Merek, Kualitas, Harga

b. Dependent Variable: abs_res

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.614	.512		3.154	.002
	Harga	-.006	.027	-.032	-.223	.824
	Merek	.011	.023	.062	.459	.648
	Kualitas	-.029	.029	-.141	-.993	.323
	Promosi	-.026	.026	-.145	-.990	.325

a. Dependent Variable: abs_res

Uji Multikolinieritas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi, Merek, Kualitas, Harga ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.673	.888		1.885	.063		
	Harga	.346	.046	.396	7.473	.000	.487	2.055
	Merek	.205	.040	.256	5.072	.000	.539	1.857
	Kualitas	.299	.050	.312	5.916	.000	.491	2.035
	Promosi	.137	.046	.163	3.003	.003	.465	2.150

a. Dependent Variable: Keputusan Pembelian

Uji Autokorelasi

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi, Merek, Kualitas, Harga ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.933 ^a	.870	.865	.613	1.841

a. Predictors: (Constant), Promosi, Merek, Kualitas, Harga

b. Dependent Variable: Keputusan Pembelian

Analisis Regresi Linier

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi, Merek, Kualitas, Harga ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.933 ^a	.870	.865	.613

a. Predictors: (Constant), Promosi, Merek, Kualitas, Harga

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	239.086	4	59.771	159.170	.000 ^a
	Residual	35.674	95	.376		
	Total	274.760	99			

a. Predictors: (Constant), Promosi, Merek, Kualitas, Harga

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.673	.888		1.885	.063
	Harga	.346	.046	.396	7.473	.000
	Merek	.205	.040	.256	5.072	.000
	Kualitas	.299	.050	.312	5.916	.000
	Promosi	.137	.046	.163	3.003	.003

a. Dependent Variable: Keputusan Pembelian