

## DAFTAR PUSTAKA

- Assauri, S. (2008). *Manajemen Pemasaran(cetakan kedelapan)* (1st ed.). Raja Grafindo.
- Bell, M. L. (2013). *Manajemen Pemasaran Modern* (: liberty Offset (ed.); 2nd ed.).
- Brenda, Y. (2017). Pengaruh Citra Merek, Persepsi Harga, Kualitas Produk, Dan Gaya Hidup Terhadap Keputusan Pembelian Smartphone Oppo. *Universitas Muhammadiyah Yogyakarta*, 3, 1–22.  
[http://repository.umy.ac.id/bitstream/handle/123456789/16066/k.Naskah Publikasi.pdf?sequence=11&isAllowed=y](http://repository.umy.ac.id/bitstream/handle/123456789/16066/k.Naskah%20Publikasi.pdf?sequence=11&isAllowed=y)
- Buchari Alma dan Donni. (2014). *Manajemen Bisnis Syariah*. Alfabeta.
- Febrianti, R. A. M., Gofur, A., & Aulia, F. (2021). *The Influence of Social Media Promotion Strategies on Price-Mediated Purchase Decisions ( Case Study at PT. Lazada Bandung )*. 58, 493–500.
- Ferrinadewi, E. (2011). *Merek dan Psikologi Konsumen*. Graha Ilmu.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariat dengan Program IBM SPSS 21 (7th ed.)*. Universitas Diponegoro.
- Gigih, M. (2019). Pengaruh Promosi Dan Harga Terhadap Keputusan Pembelian Surat Kabar Harian Suara Merdeka. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Handphone, P., Pada, S., Gerai, S., & Seluler, G. (2018). Analisis Citra Merek, Harga Produk Dan Kualitas Terhadap Keputusan Pembelian Handphone Samsung Pada Seluruh Gerai Â Gerai Seluler Di It Center Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(4), 2288–2297. <https://doi.org/10.35794/emba.v6i4.20997>
- Hurriyati yati. (2011). *Bauran Pemasaran dan Loyalitas*. Alfabeta.
- J, S. dan L. N. (ed. ). (2011). *Prilaku Konsumen dan Strategi Pemasaran*. Mitra Wacana Media.
- Jasmani, J., & Sunarsi, D. (2020). The Influence of Product Mix, Promotion Mix and Brand Image on Consumer Purchasing Decisions of Sari Roti Products in South Tangerang. *PINISI Discretion Review*, 1(1), 165.  
<https://doi.org/10.26858/pdr.v1i1.13409>
- Jimmy Hasoloan. (2010). *Pengantar Ilmu Ekonomi*. Deepublish.
- JUMROTUL LAILA, E., & Sudarwanto, T. (2018). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Jilbab Rabbani Di Butik Qta Ponorogo. *Jurnal Pendidikan Tata Niaga (JPTN)*, 1(2), 1–9.
- Kotler, P. & Armstrong, G. (2012). *Prinsip–Prinsip Pemasaran(Jilid Satu)* (13th ed.). Erlangga.
- Kotler, Philip, dan G. A. (2006). *Prinsip-prinsip Pemasaran*. Erlangga.
- Kotler, P. (2005). *Manajemen Pemasaran*. PT. Indeks.
- Kotler, P. (2014). *Manajemen Pemasaran* (Edisi Mill). PT. Prenhallindo.
- Kotler, P. dan kevin lane kelle. (2013). *manajemen pemasaran(jilid 1)* (13th ed.). Erlangga.
- Kotler, P., & Keller, L. K. (2016). *Marketing Management: Global Edition* (15th

- ed.). Prentice Hall.
- Machfoedz, M. (2010). *Komunikasi Pemasaran Modern*. Cakra Ilmu.
- Muri Yusuf. (2014). *Metode Penelitian*. Kencana.
- Nofriansyah, D., & Defit, S. (2017). *Multi Criteria Decision Making (MCDM) pada Sistem Pendukung Keputusan* (C. M. Sartono (ed.); 1st ed.). Deepublish.
- P Kotler dan Keller. (2007). *Manajemen Pemasaran* (1 (ed.); 12th ed.). PT Indeks.
- Pasaribu, R. F. A., Sianipar, I. L., Siagian, Y. F., & Sartika, V. (2019). Pengaruh Promosi Dan Harga Terhadap Keputusan Pembelian Produk Soyjoy Pt. Amerta Indah Otsuka Kota Medan. *Jurnal Manajemen*, 5(1), 45–52.
- Pitria Febriana. (2020). *Pengaruh Harga dan Promosi Terhadap Keputusan Pembelian Pada Lazizaa Chicken Surabaya*. (volume1 (ed.); Jurnal Tat).
- Prod, P. K., X-trail, N., Manado, W. W., X-trail, N., Manado, W. W., Penelitian, H., Produk, K., Pembelian, K., X-trail, N., Manado, W. W., Produk, K., & Pembelian, K. (2017). Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Mobil Nissan X-Trail Pada Pt. Wahana Wirawan Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 5(2), 2221–2229. <https://doi.org/10.35794/EMBA.V5I2.16521>
- Puguh Suharso. (2012). *Metode Penelitian Kuantitatif Untuk Bisnis : Pendekatan Filosofi dan Praktis*. PT Indeks.
- Rafael Billy Leksono dan Herwin. (2017). *Pengaruh Harga Dan Promosi Grab Terhadap Image Yang Mempengaruhi Keputusan Pembelian Konsumen Pengguna Transportasi Berbasis Online “ Jurnal Riset Manajemen Dan Bisnis, 2017.”*
- Roany kountur. (2012). *metode penelitian untuk penulisan skripsi dan tesis (pmm (ed.))*.
- Sari, D. P., & Nuvriasari, A. (2018). Pengaruh Citra Merek, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Merek Eiger (Kajian Pada Mahasiswa Universitas Mercu Buana Yogyakarta). *Jurnal Penelitian Ekonomi Dan Bisnis*, 3(2), 73–83. <https://doi.org/10.33633/jpeb.v3i2.2298>
- Siagian, S. dan D. (2011). *Metode Statistik untuk Bisnis dan Ekonomi*. PT Gramedia Pustaka Utama.
- Situmorang, S. H. (2017). *Riset Pemasaran (use pres)*.
- Siyoto, S., & Sodik, A. (2015). *DASAR METODOLOGI PENELITIAN (Ayup (ed.); 1st ed.)* (Media Publishing. (ed.)).
- Soewito, Y. (2011). *KUALITAS PRODUK, MEREK DAN DESAIN PENGARUHNYA TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR YAMAHA MIO. 1(3)*, 99–117.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D (19th ed.)*. ALFABETA.
- Sugiyono. (2014). *“metode penelitian kuantitatif kualitatif danR&D.”* ALFABETA.
- Sugiyono. (2017). *metode penelitian kuantitatif kualitatif danR&D*. ALFABETA.
- sukirno, sadorno. (2011). *mikroekonomi teori pengantar (rajawali pers (ed.); 3rd ed.)*. Erlangga.
- Sukmadinata, N. (2010). *Metode Penelitian Ekonomi*. Remaja Rosdakarya.
- Sunyoto, D. (2014). *Metode Dan Instrumen Penelitian*. CAPS ( Center For Academic Publishing ).

- Taiwo, J., Ucheaga, E., Achugamonu, B., Adetiloye, K., Okoye, L., & Agwu, M. (2017). Credit Risk Management: Implications on Bank Performance and Lending Growth. *Saudi Journal of Business and Management Studies*, 2(5B), 584–590. <https://doi.org/10.21276/sjbms>
- Tjiptono. (2017). *Strategi Pemasaran* (andi (ed.); IV). ANDI.
- Tjiptono, F. (2001). *Manajemen Pemasaran*. Erlangga.
- Yusuf, A., & Sunarsi, D. (2020). The Effect of Promotion and Price on Purchase Decisions. *Almana : Jurnal Manajemen Dan Bisnis*, 4(2), 272–279. <https://doi.org/10.36555/almana.v4i2.1410>



## Lampiran

### Lampiran 1 : Biodata

#### Biodata Penulis

Nama : Ali Akbar  
Jenis Kelamin : Laki-Laki  
Tempat dan Tanggal Lahir : Ampah, 15 Januari 1997  
Alamat Domisili : Jl. Karang Klumprik Barat  
VII Blok XX no 18, Surabaya  
Email : [aliakbarminoz@gmail.com](mailto:aliakbarminoz@gmail.com)  
Riwayat Pendidikan :

1. SDN 7 Ampah
2. SMP Negeri 3 Bunyu
3. SMA Negeri 1 Bunyu



Lampiran 2 : Sertifikat Conference



### Lampiran 3 : Berita Acara Bimbingan Skripsi



UNIVERSITAS  
**Maestri**



**FAKULTAS  
EKONOMI DAN BISNIS**

**BERITA ACARA BIMBINGAN SKRIPSI**

No. Dokumen: FM-FEB.05.07  
Tgl. Terbit: 01 Okt 2018  
Revisi: 00

1 NAMA MAHASISWA : ALI AKBAR  
 2 NIM : 01217020  
 3 FAKULTAS : EKONOMI DAN BISNIS  
 4 PROGRAM STUDI : MANAJEMEN  
 5 TOPIK SKRIPSI : PEMASARAN  
 6 TANGGAL PENGAJUAN : 06 Maret 2021  
 7 NAMA PEMBIMBING I : Dr. Ec. R. AGUS BAKTIONO, SE., MM  
 8 NAMA PEMBIMBING II :  
 9 URAIAN KONSULTASI :

| NO | TANGGAL        | JADWAL KEGIATAN PENELITIAN                   | MONITORING   |                  |
|----|----------------|--|--|------------------|
|    |                |  | CATATAN  | PARAF PEMBIMBING |
| 1  | 26 Mar '21     | Observasi obyek penelitian                   | Observasi lapangan dan wawancara obyek penelitian                                    | AB               |
| 2  | 19 April '21   | Observasi terhadap fenomena bisnis/manajemen | Identifikasi fenomena bisnis/manajemen pada obyek penelitian                         | AB               |
| 3  | 5 Mei '21      | Menentukan masalah penelitian                | Identifikasi masalah, rumusan masalah & tujuan penelitian                            | AB               |
| 4  | 12 Mei '21     | Kajian teoritis & Empiris                    | Literatur review dan kajian empiris di jurnal  | AB               |
| 5  | 18 Mei '21     | Sintesa dan Rasionalisasi teori              | Gratifikasi rasionalisasi teori dan kajian empiris                                   | AB               |
| 6  | 25 Mei '21     | Pendekatan Metodologi penelitian             | Menyimpulkan tujuan penelitian, metode sampling, dan opsional, melalui analisis data | AB               |
| 7  | 27 Mei '21     | Pembuatan instrument penelitian              | Merancang instrumen penelitian   | AB               |
| 8  | 08 Juni '21    | Pengumpulan data                             | Penyebaran kuisioner   | AB               |
| 9  | 10 Juni '21    | Tabulasi & Pengolahan Data                   | Editing, Coding, tabulasi & pengolahan data hasil penelitian                         | AB               |
| 10 | 14 Juli '21    | Deskripsi Hasil Penelitian                   | Interpretasi hasil pengolahan & analisis data penelitian                             | AB               |
| 11 | 20 Juli '21    | Intepretasi Hasil Penelitian                 | Interpretasi & pembahasan hasil penelitian   | AB               |
| 12 | 08 Agustus '21 | Kelengkapan Data                             | acc semua bab skripsi, skripsi siap diuji  | AB               |

Sidang Skripsi

10 TANGGAL SELESAI BIMBINGAN

11 TELAH DIEVALUASI DAN SIAP UNTUK DIUJI

DOSEN PEMBIMBING



Dr. Ec. R. AGUS BAKTIONO, SE., MM

SURABAYA, .....

DEKAN



Dr. Ir. Rr. HERMIEN TRIDAYANTI, MM.

PRO PATRIA

SURABAYA



**Lampiran 4 : Hasil Plagiasi**



## Plagiarism Checker X Originality Report

**Similarity Found: 16%**

Date: Thursday, September 30, 2021

Statistics: 3011 words Plagiarized / 18292 Total words

Remarks: Low Plagiarism Detected - Your Document needs Optional Improvement.

---

PENGARUH HARGA, KUALITAS PRODUK DAN PROMOSI TERHADAP KEPUTUSAN  
UNTUK MEMBELI PRODUK DI RESTO FAST FOOD KENKARAAGE KOTA DEPOK Diajukan  
Untuk Memenuhi Persyaratan Guna Memperoleh Gelar Sarjana Ekonomi Universitas  
Narotama / Oleh : ALI AKBAR NIM : 01217020 PROGRAM STUDI MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS NAROTAMA SURABAYA 2021 SURAT  
PERNYATAAN Yang bertanda tangan dibawah ini: NAMA : Ali Akbar

## Lampiran 5 : Kuesioner

Yth, Para Responden

Sehubungan dengan penelitian yang sedang saya lakukan sebagai syarat untuk mendapatkan Gelar Sarjana Ekonomi,perkenalkan saya Ali akbar, mahasiswa Manajemen Pemasaran Fakultas Ekonomi dan Bisnis Universitas Narotama Surabaya, memohon Saudara/Saudari dapat meluangkan waktu sejenak untuk mengisi kuesioner ini. Penelitian ini berjudul “ Pengaruh Harga dan Kualitas produk terhadap Keputusan untuk membeli produk di resto past food kenkaraage kota Depok”. Jawaban jujur yang Ibu/Saudari berikan akan sangat berguna bagi penelitian yang sedang saya lakukan. Atas bantuan dan perhatiannya saya ucapkan terima kasih.

### Identitas Responden

1.Nama :

2.Jenis kelamin :

3.Usia

- |    |                  |                  |
|----|------------------|------------------|
| a. | a. < 17 tahun    | c. 30 – 40 tahun |
| b. | b. 17 – 20 tahun | d. > 40 tahun    |

4.Profesi

- |    |                    |              |
|----|--------------------|--------------|
| a. | a. Pegawai negeri  | c. Mahasiswa |
| b. | b. Karyawan swasta | d. Lain-lain |

### Petunjuk Pengisian

1. Dimohon kesediaan anda untuk membaca dengan cermat butir – butir pernyataan yang terdapat pada lembar berikut ini, kemudian pilihlah salah satu jawaban yang menurut anda paling tepat/sesuai dengan yang anda alami, anda ketahui, dan anda yakini.
2. Berilah tanda conteng pada salah satu pilihan alternative jawaban yang paling sesuai menurut anda.
3. Untuk alternative jawaban adalah:
  - a. Sangat setuju (SS)
  - b. Setuju (S)
  - c. Cukup setuju (CS)
  - d. Tidak setuju (TS)
  - e. Sangat tidak setuju (STS)



1.Harga(X1)

| No | Pertanyaan  | STS | TS | CS | S | SS |
|----|---|-----|----|----|---|----|
| 1  | Menurut saya harga makanan di resto fast food kenkaraaage terjangkau dan ramah di kantong     |     |    |    |   |    |
| 2  | Harga makanan fast food di restokenkaraagesesuai dengan kualitasnya                           |     |    |    |   |    |
| 3  | Makanan fast food di resto kenkaraage harganya sesuai dengan manfaat yang di rasakan          |     |    |    |   |    |
| 4  | Menurut saya Harga makanan fast food di resto kenkaraage dapat bersaing dengan produk sejenis |     |    |    |   |    |

2 .Kualitas produk

| N<br>o | Pertanyaan  | STS | TS | CS | S | SS |
|--------|---|-----|----|----|---|----|
| 1      | Rasa dari produk makanan fast food di resto kenkaraage enak                                   |     |    |    |   |    |
| 2      | Pengaturan jenis lauk pauk dan warna didalam wadah saji fast food kenkaraage beraneka ragam.  |     |    |    |   |    |
| 3      | Wadah saji untuk makanan fast food kenkaraage menggnakan mika bento yang tahan terhadap panas |     |    |    |   |    |

### 3.Keputusan pembelian(Y)

| No | Pertanyaan   | STS | TS | CS | S | SS |
|----|--|-----|----|----|---|----|
| 1  | Saya memutuskan untuk membeli makanan cepat saji di resto kenkaraage karna sesuai dengan keinginan dan kebutuhan saya. |     |    |    |   |    |
| 2  | Saya memutuskan untuk membelidan mengonsumsi makanan cepat saji di resto kenkaraage karna sudah terbiasa               |     |    |    |   |    |
| 3  | Saya merasa puas dengan produk makanan cepat saji di resto kenkarage dan siap merekomendasikan ke orang banyak         |     |    |    |   |    |
| 4  | Saya akan membeli ulang produk makanan cepat saji di resto kenkaraage  |     |    |    |   |    |

~~~~ SELESAI ~~~~

Terima kasih atas jawaban yang saudara/saudari berikan, semoga waktu yang saudara/saudari luangkan untuk mengisi kuesioner ini mendapatkan balasan yang berlipat-lipat dari Allah SWT, selaku tuhan semesta alam.

Lampiran 6 : Tabulasi Data

| No | HARGA (X1)    |               |               |           | T<br>O<br>T<br>A<br>L<br>X1 | Kualitas Produk (X2) |               |               | T<br>O<br>T<br>A<br>L<br>X2 | Promosi X3)   |               |               |               | T<br>O<br>T<br>A<br>L<br>X3 | Keputusan Pembelian |          |          |          | T<br>O<br>T<br>A<br>L<br>Y |
|----|---------------|---------------|---------------|-----------|-----------------------------|----------------------|---------------|---------------|-----------------------------|---------------|---------------|---------------|---------------|-----------------------------|---------------------|----------|----------|----------|----------------------------|
|    | X1<br>.Q<br>1 | X1<br>.Q<br>2 | X1<br>.Q<br>3 | X1.Q<br>4 |                             | X2<br>.Q<br>1        | X2<br>.Q<br>2 | X2<br>.Q<br>3 |                             | X3<br>.Q<br>1 | X3<br>.Q<br>4 | X3<br>.Q<br>5 | X3<br>.Q<br>6 |                             | Y.<br>Q1            | Y.<br>Q2 | Y.<br>Q3 | Y.<br>Q4 |                            |
| 1  | 5             | 3             | 5             | 4         | 17                          | 5                    | 3             | 5             | 13                          | 4             | 3             | 2             | 4             | 13                          | 4                   | 4        | 3        | 4        | 15                         |
| 2  | 5             | 4             | 5             | 5         | 19                          | 5                    | 4             | 5             | 14                          | 4             | 4             | 4             | 4             | 16                          | 4                   | 4        | 5        | 4        | 17                         |
| 3  | 5             | 5             | 5             | 5         | 20                          | 5                    | 5             | 5             | 15                          | 5             | 5             | 5             | 5             | 20                          | 5                   | 5        | 5        | 5        | 20                         |
| 4  | 5             | 5             | 5             | 5         | 20                          | 5                    | 5             | 5             | 15                          | 5             | 5             | 4             | 5             | 19                          | 5                   | 5        | 4        | 4        | 18                         |
| 5  | 4             | 4             | 4             | 4         | 16                          | 4                    | 4             | 4             | 12                          | 4             | 4             | 4             | 4             | 16                          | 4                   | 4        | 5        | 5        | 18                         |
| 6  | 5             | 5             | 3             | 3         | 16                          | 5                    | 5             | 3             | 13                          | 5             | 5             | 3             | 2             | 15                          | 3                   | 2        | 3        | 3        | 11                         |
| 7  | 3             | 4             | 4             | 5         | 16                          | 3                    | 4             | 4             | 11                          | 3             | 4             | 5             | 5             | 17                          | 3                   | 4        | 5        | 5        | 17                         |
| 8  | 3             | 3             | 3             | 3         | 12                          | 3                    | 3             | 3             | 9                           | 3             | 4             | 3             | 3             | 13                          | 5                   | 4        | 3        | 3        | 15                         |
| 9  | 5             | 5             | 5             | 5         | 20                          | 5                    | 5             | 5             | 15                          | 5             | 5             | 5             | 5             | 20                          | 5                   | 5        | 5        | 5        | 20                         |
| 10 | 3             | 3             | 4             | 4         | 14                          | 3                    | 3             | 4             | 10                          | 4             | 3             | 3             | 3             | 13                          | 4                   | 4        | 5        | 4        | 17                         |
| 11 | 5             | 5             | 5             | 5         | 20                          | 5                    | 5             | 5             | 15                          | 5             | 5             | 5             | 5             | 20                          | 5                   | 5        | 5        | 5        | 20                         |
| 12 | 4             | 5             | 4             | 3         | 16                          | 4                    | 5             | 4             | 13                          | 5             | 4             | 4             | 3             | 16                          | 4                   | 4        | 4        | 5        | 17                         |
| 13 | 4             | 5             | 4             | 3         | 16                          | 4                    | 5             | 4             | 13                          | 5             | 4             | 3             | 5             | 17                          | 5                   | 3        | 4        | 5        | 17                         |
| 14 | 4             | 4             | 5             | 4         | 17                          | 4                    | 4             | 5             | 13                          | 4             | 4             | 4             | 4             | 16                          | 4                   | 4        | 5        | 4        | 17                         |
| 15 | 4             | 4             | 4             | 3         | 15                          | 4                    | 4             | 4             | 12                          | 4             | 4             | 4             | 3             | 15                          | 4                   | 4        | 4        | 4        | 16                         |
| 16 | 3             | 4             | 3             | 3         | 13                          | 3                    | 4             | 3             | 10                          | 3             | 2             | 3             | 4             | 12                          | 3                   | 3        | 3        | 4        | 13                         |
| 17 | 4             | 3             | 4             | 4         | 15                          | 4                    | 3             | 4             | 11                          | 4             | 3             | 4             | 3             | 14                          | 4                   | 4        | 5        | 4        | 17                         |

|    |   |   |   |   |    |   |   |   |    |   |   |   |   |    |   |   |   |   |    |
|----|---|---|---|---|----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 18 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 4 | 17 |
| 19 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 5 | 4 | 16 |
| 20 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 4 | 16 |
| 21 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 3 | 2 | 3 | 3 | 11 | 3 | 3 | 3 | 3 | 12 |
| 22 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 5 | 4 | 17 |
| 23 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 9  | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 5 | 5 | 16 |
| 24 | 3 | 3 | 4 | 4 | 14 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 |
| 25 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 26 | 4 | 3 | 4 | 3 | 14 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 5 | 4 | 17 |
| 27 | 5 | 4 | 4 | 3 | 16 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 5 | 5 | 18 |
| 28 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 15 |
| 29 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 5 | 4 | 15 |
| 30 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 31 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 11 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 32 | 3 | 2 | 3 | 3 | 11 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 3 | 15 | 3 | 3 | 3 | 3 | 12 |
| 33 | 3 | 2 | 3 | 4 | 12 | 4 | 3 | 4 | 11 | 3 | 3 | 3 | 3 | 12 | 4 | 3 | 3 | 3 | 13 |
| 34 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 5 | 13 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 4 | 4 | 16 |
| 35 | 3 | 4 | 3 | 4 | 14 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 4 | 15 |
| 36 | 4 | 3 | 4 | 4 | 15 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 3 | 14 |
| 37 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 38 | 4 | 3 | 4 | 4 | 15 | 3 | 3 | 3 | 9  | 4 | 4 | 5 | 5 | 18 | 3 | 3 | 4 | 5 | 15 |
| 39 | 4 | 4 | 3 | 3 | 14 | 5 | 4 | 4 | 13 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 4 | 4 | 16 |
| 40 | 4 | 4 | 5 | 4 | 17 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 5 | 17 | 4 | 3 | 4 | 4 | 15 |
| 41 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 11 | 5 | 5 | 5 | 5 | 20 | 3 | 4 | 4 | 4 | 15 |
| 42 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 43 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 3 | 12 | 3 | 3 | 4 | 4 | 14 | 3 | 4 | 5 | 4 | 16 |

|    |   |   |   |   |    |   |   |   |    |   |   |   |   |    |   |   |   |   |    |
|----|---|---|---|---|----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 44 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 45 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 46 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 13 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 5 | 5 | 18 |
| 47 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 4 | 4 | 14 |
| 48 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 3 | 14 |
| 49 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 50 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 51 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 3 | 14 |
| 52 | 3 | 3 | 3 | 4 | 13 | 4 | 3 | 3 | 10 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 53 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 15 | 3 | 3 | 4 | 5 | 15 |
| 54 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 55 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 3 | 12 | 3 | 2 | 4 | 3 | 12 |
| 56 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 3 | 9  | 4 | 4 | 4 | 3 | 15 | 4 | 3 | 4 | 4 | 15 |
| 57 | 3 | 2 | 3 | 4 | 12 | 3 | 3 | 3 | 9  | 4 | 3 | 4 | 3 | 14 | 4 | 3 | 4 | 3 | 14 |
| 58 | 4 | 3 | 4 | 5 | 16 | 5 | 4 | 3 | 12 | 4 | 4 | 3 | 3 | 14 | 4 | 4 | 5 | 4 | 17 |
| 59 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 5 | 18 |
| 60 | 3 | 3 | 4 | 4 | 14 | 5 | 4 | 3 | 12 | 4 | 4 | 4 | 3 | 15 | 4 | 3 | 3 | 3 | 13 |
| 61 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 3 | 12 | 4 | 2 | 4 | 4 | 14 |
| 62 | 5 | 4 | 4 | 5 | 18 | 5 | 3 | 3 | 11 | 4 | 4 | 4 | 4 | 16 | 5 | 2 | 4 | 4 | 15 |
| 63 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 11 | 3 | 3 | 3 | 4 | 13 | 3 | 2 | 4 | 4 | 13 |
| 64 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 3 | 15 |
| 65 | 3 | 3 | 3 | 4 | 13 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 66 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 5 | 5 | 17 |
| 67 | 4 | 2 | 3 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 2 | 3 | 3 | 12 |
| 68 | 3 | 3 | 3 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 15 |
| 69 | 3 | 3 | 4 | 4 | 14 | 3 | 3 | 3 | 9  | 4 | 4 | 4 | 3 | 15 | 4 | 3 | 4 | 4 | 15 |

|    |   |   |   |   |    |   |   |   |    |   |   |   |   |    |   |   |   |   |    |
|----|---|---|---|---|----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 70 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 3 | 15 | 4 | 3 | 5 | 4 | 16 |
| 71 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 | 4 | 3 | 4 | 3 | 14 |
| 72 | 3 | 4 | 3 | 4 | 14 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 4 | 4 | 14 |
| 73 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 9  | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 74 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 |
| 75 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 76 | 3 | 3 | 3 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 4 | 4 | 15 |
| 77 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 3 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 3 | 13 |
| 78 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 3 | 12 | 4 | 3 | 4 | 4 | 15 |
| 79 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 5 | 4 | 17 |
| 80 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 81 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 82 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 15 |
| 83 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 4 | 16 |
| 84 | 2 | 2 | 2 | 3 | 9  | 3 | 3 | 3 | 9  | 4 | 3 | 4 | 3 | 14 | 3 | 2 | 2 | 2 | 9  |
| 85 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 86 | 4 | 4 | 4 | 3 | 15 | 5 | 4 | 4 | 13 | 4 | 3 | 4 | 4 | 15 | 4 | 3 | 4 | 4 | 15 |
| 87 | 3 | 3 | 3 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 3 | 14 | 4 | 4 | 4 | 3 | 15 |
| 88 | 4 | 3 | 4 | 4 | 15 | 4 | 3 | 3 | 10 | 4 | 4 | 3 | 3 | 14 | 4 | 4 | 4 | 4 | 16 |
| 89 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 15 |
| 90 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 15 |
| 91 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 92 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 9  | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 15 |
| 93 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 4 | 4 | 15 |
| 94 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 95 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |



|     |   |   |   |   |    |   |   |   |    |   |   |   |   |    |   |   |   |   |    |
|-----|---|---|---|---|----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 96  | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 97  | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 98  | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 99  | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 3 | 12 | 4 | 3 | 4 | 3 | 14 |
| 100 | 3 | 3 | 3 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |

### Lampiran 7 : Data Interval

#### X1

|                    | N   | Minimum | Maximum | Mean   | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| X1.Q1              | 100 | 2,00    | 5,00    | 3,8800 | ,64008         |
| X1.Q2              | 100 | 2,00    | 5,00    | 3,7400 | ,73333         |
| X1.Q3              | 100 | 2,00    | 5,00    | 3,9000 | ,65905         |
| X1.Q4              | 100 | 3,00    | 5,00    | 3,9600 | ,65010         |
| Valid N (listwise) | 100 |         |         |        |                |

#### X2

|                    | N   | Minimum | Maximum | Mean    | Std. Deviation |
|--------------------|-----|---------|---------|---------|----------------|
| X2.Q1              | 100 | 3,00    | 5,00    | 3,9700  | ,67353         |
| X2.Q2              | 100 | 3,00    | 5,00    | 3,8000  | ,58603         |
| X2.Q3              | 100 | 3,00    | 5,00    | 3,8000  | ,60302         |
| X2.Q4              | 100 | 9,00    | 15,00   | 11,5700 | 1,47884        |
| Valid N (listwise) | 100 |         |         |         |                |

#### X3

|                    | N   | Minimum | Maximum | Mean    | Std. Deviation |
|--------------------|-----|---------|---------|---------|----------------|
| X3.Q1              | 100 | 2,00    | 5,00    | 3,8000  | ,61955         |
| X3.Q2              | 100 | 2,00    | 5,00    | 3,8200  | ,59255         |
| X3.Q3              | 100 | 2,00    | 5,00    | 3,7800  | ,66027         |
| X3.Q4              | 100 | 11,00   | 20,00   | 15,3500 | 1,96626        |
| Valid N (listwise) | 100 |         |         |         |                |

#### Y

|      | N   | Minimum | Maximum | Mean   | Std. Deviation |
|------|-----|---------|---------|--------|----------------|
| Y.Q1 | 100 | 2,00    | 5,00    | 3,5800 | ,72725         |
| Y.Q2 | 100 | 2,00    | 5,00    | 4,1600 | ,64698         |
| Y.Q3 | 100 | 2,00    | 5,00    | 4,0100 | ,65897         |

|                    |     |      |       |         |         |
|--------------------|-----|------|-------|---------|---------|
| Y.Q4               | 100 | 9,00 | 20,00 | 15,6400 | 1,93594 |
| Valid N (listwise) | 100 |      |       |         |         |

## Lampiran 8 : Hasil Output SPSS

### Uji Validitas

#### 1. Uji Validitas X1

|          |                     | Correlations |        |        |        |          |
|----------|---------------------|--------------|--------|--------|--------|----------|
|          |                     | X1.Q1        | X1.Q2  | X1.Q3  | X1.Q4  | TOTAL_X1 |
| X1.Q1    | Pearson Correlation | 1            | ,600** | ,636** | ,357   | ,822**   |
|          | Sig. (2-tailed)     |              | ,000   | ,000   | ,053   | ,000     |
|          | N                   | 30           | 30     | 30     | 30     | 30       |
| X1.Q2    | Pearson Correlation | ,600**       | 1      | ,358   | ,263   | ,710**   |
|          | Sig. (2-tailed)     | ,000         |        | ,052   | ,161   | ,000     |
|          | N                   | 30           | 30     | 30     | 30     | 30       |
| X1.Q3    | Pearson Correlation | ,636**       | ,358   | 1      | ,699** | ,853**   |
|          | Sig. (2-tailed)     | ,000         | ,052   |        | ,000   | ,000     |
|          | N                   | 30           | 30     | 30     | 30     | 30       |
| X1.Q4    | Pearson Correlation | ,357         | ,263   | ,699** | 1      | ,750**   |
|          | Sig. (2-tailed)     | ,053         | ,161   | ,000   |        | ,000     |
|          | N                   | 30           | 30     | 30     | 30     | 30       |
| TOTAL_X1 | Pearson Correlation | ,822**       | ,710** | ,853** | ,750** | 1        |
|          | Sig. (2-tailed)     | ,000         | ,000   | ,000   | ,000   |          |
|          | N                   | 30           | 30     | 30     | 30     | 30       |

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

#### 2. Uji Validitas X2

|       |                     | Correlations |        |        |        |          |
|-------|---------------------|--------------|--------|--------|--------|----------|
|       |                     | X2.Q1        | X2.Q2  | X2.Q3  | X2.Q4  | TOTAL_X2 |
| X2.Q1 | Pearson Correlation | 1            | ,600** | ,636** | ,901** | ,591**   |
|       | Sig. (2-tailed)     |              | ,000   | ,000   | ,000   | ,001     |
|       | N                   | 30           | 30     | 30     | 30     | 30       |
| X2.Q2 | Pearson Correlation | ,600**       | 1      | ,358   | ,799** | ,595**   |
|       | Sig. (2-tailed)     | ,000         |        | ,052   | ,000   | ,001     |
|       | N                   | 30           | 30     | 30     | 30     | 30       |
| X2.Q3 | Pearson Correlation | ,636**       | ,358   | 1      | ,787** | ,388*    |
|       | Sig. (2-tailed)     | ,000         | ,052   |        | ,000   | ,001     |
|       | N                   | 30           | 30     | 30     | 30     | 30       |

|          |                     |        |        |        |        |        |
|----------|---------------------|--------|--------|--------|--------|--------|
|          | Sig. (2-tailed)     | ,000   | ,052   |        | ,000   | ,034   |
|          | N                   | 30     | 30     | 30     | 30     | 30     |
| X2.Q4    | Pearson Correlation | ,901** | ,799** | ,787** | 1      | ,637** |
|          | Sig. (2-tailed)     | ,000   | ,000   | ,000   |        | ,000   |
|          | N                   | 30     | 30     | 30     | 30     | 30     |
| TOTAL_X2 | Pearson Correlation | ,591** | ,595** | ,388*  | ,637** | 1      |
|          | Sig. (2-tailed)     | ,001   | ,001   | ,034   | ,000   |        |
|          | N                   | 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).

### 3. Uji Validitas X3

#### Correlations

|          |                     | X3.Q1  | X3.Q2  | X3.Q3  | X3.Q4  | TOTAL_X3 |
|----------|---------------------|--------|--------|--------|--------|----------|
| X3.Q1    | Pearson Correlation | 1      | ,634** | ,342   | ,864** | ,484**   |
|          | Sig. (2-tailed)     |        | ,000   | ,064   | ,000   | ,007     |
|          | N                   | 30     | 30     | 30     | 30     | 30       |
| X3.Q2    | Pearson Correlation | ,634** | 1      | ,468** | ,791** | ,225     |
|          | Sig. (2-tailed)     | ,000   |        | ,009   | ,000   | ,232     |
|          | N                   | 30     | 30     | 30     | 30     | 30       |
| X3.Q3    | Pearson Correlation | ,342   | ,468** | 1      | ,702** | ,399*    |
|          | Sig. (2-tailed)     | ,064   | ,009   |        | ,000   | ,029     |
|          | N                   | 30     | 30     | 30     | 30     | 30       |
| X3.Q4    | Pearson Correlation | ,864** | ,791** | ,702** | 1      | ,519**   |
|          | Sig. (2-tailed)     | ,000   | ,000   | ,000   |        | ,003     |
|          | N                   | 30     | 30     | 30     | 30     | 30       |
| TOTAL_X3 | Pearson Correlation | ,484** | ,225   | ,399*  | ,519** | 1        |
|          | Sig. (2-tailed)     | ,007   | ,232   | ,029   | ,003   |          |
|          | N                   | 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).

### 4. Uji Validitas Y

#### Correlations

|      |                     | Y.Q1  | Y.Q2  | Y.Q3   | Y.Q4   | TOTAL_Y        |
|------|---------------------|-------|-------|--------|--------|----------------|
| Y.Q1 | Pearson Correlation | 1     | ,384* | ,407*  | ,828** | . <sup>c</sup> |
|      | Sig. (2-tailed)     |       | ,036  | ,026   | ,000   | .              |
|      | N                   | 30    | 30    | 30     | 30     | 0              |
| Y.Q2 | Pearson Correlation | ,384* | 1     | ,586** | ,731** | . <sup>c</sup> |
|      | Sig. (2-tailed)     | ,036  |       | ,001   | ,000   | .              |
|      | N                   | 30    | 30    | 30     | 30     | 0              |

|         |                     |                |                |                |                |                |
|---------|---------------------|----------------|----------------|----------------|----------------|----------------|
| Y.Q3    | Pearson Correlation | ,407*          | ,586**         | 1              | ,746**         | . <sup>c</sup> |
|         | Sig. (2-tailed)     | ,026           | ,001           |                | ,000           | .              |
|         | N                   | 30             | 30             | 30             | 30             | 0              |
| Y.Q4    | Pearson Correlation | ,828**         | ,731**         | ,746**         | 1              | . <sup>c</sup> |
|         | Sig. (2-tailed)     | ,000           | ,000           | ,000           |                | .              |
|         | N                   | 30             | 30             | 30             | 30             | 0              |
| TOTAL_Y | Pearson Correlation | . <sup>c</sup> | . <sup>c</sup> | . <sup>c</sup> | . <sup>c</sup> | . <sup>c</sup> |
|         | Sig. (2-tailed)     | .              | .              | .              | .              | .              |
|         | N                   | 0              | 0              | 0              | 0              | 0              |

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

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

c. Cannot be computed because at least one of the variables is constant.

### Uji Realibilitas

#### X1

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,785             | 4          |

#### X2

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,838             | 4          |

#### X3

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,783             | 4          |

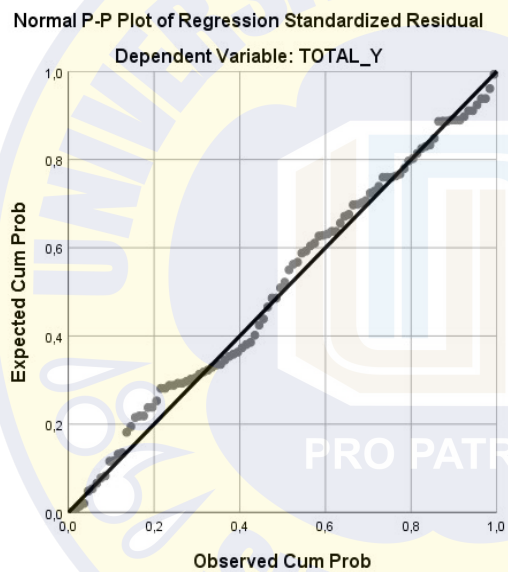
#### Y

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
|                  |            |

### Uji Asumsi Klasik

#### Uji Normalitas



| One-Sample Kolmogorov-Smirnov Test |                |                         |
|------------------------------------|----------------|-------------------------|
|                                    |                | Unstandardized Residual |
| N                                  |                | 100                     |
| Normal Parameters <sup>a,b</sup>   | Mean           | ,0000000                |
|                                    | Std. Deviation | 1,56222150              |
| Most Extreme Differences           | Absolute       | ,068                    |
|                                    | Positive       | ,046                    |
|                                    | Negative       | -,068                   |
| Test Statistic                     |                | ,068                    |
| Asymp. Sig. (2-tailed)             |                | 0,200 <sup>c,d</sup>    |

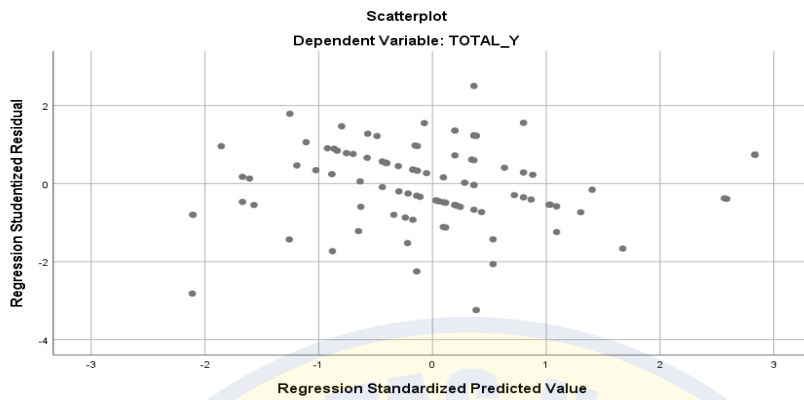
### Uji Multikolinieritas

| Coefficients <sup>a</sup> |                        |                         |       |
|---------------------------|------------------------|-------------------------|-------|
| Model                     |                        | Collinearity Statistics |       |
|                           |                        | Tolerance               | VIF   |
| 1                         | (Constant)             |                         |       |
|                           | Harga( X1)             | 0,518                   | 1,931 |
|                           | Kualitas<br>Produk(X2) | 0,587                   | 1,704 |
|                           | Promosi(X3)            | 0,793                   | 1,261 |

a. Dependent Variable: Keputusan pembelian

### Uji Heteroskedastisitas





| <b>Coefficients<sup>a</sup></b> |                      |       |                                   |
|---------------------------------|----------------------|-------|-----------------------------------|
|                                 |                      |       |                                   |
| Variabel                        |                      | Sig.  | Keterangan                        |
| 1                               | (Constant)           | 0,070 |                                   |
|                                 | Harga (X1)           | 0,053 | Tidak Terjadi Heteroskedastisitas |
|                                 | Kualitas Produk (X2) | 0,147 | Tidak Terjadi Heteroskedastisitas |
|                                 | Promosi (X3)         | 0,995 | Tidak Terjadi Heteroskedastisitas |

## Uji Hipotesis

### Uji Signifikansi Parsial (uji t)

| Coefficients <sup>a</sup> |                     |                             |            |                           |       |       |
|---------------------------|---------------------|-----------------------------|------------|---------------------------|-------|-------|
| Model                     |                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|                           |                     | B                           | Std. Error | Beta                      |       |       |
| 1                         | (Constant)          | 4,760                       | 1,550      |                           | 3,071 | 0,003 |
|                           | Harga (X1)          | 0,192                       | 0,102      | 0,215                     | 1,882 | 0,063 |
|                           | Kualitas Produk(X2) | 0,307                       | 0,141      | 0,234                     | 2,180 | 0,032 |
|                           | Promosi(X3)         | 0,284                       | 0,091      | 0,289                     | 3,123 | 0,002 |

a. Dependent Variable Keputusan Pembelian

### Uji Simultan (uji F)

| ANOVA <sup>a</sup> |            |                |    |             |        |                   |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | Df | Mean Square | F      | Sig.              |
| 1                  | Regression | 129,427        | 3  | 43,142      | 17,142 | ,000 <sup>b</sup> |
|                    | Residual   | 241,613        | 96 | 2,517       |        |                   |
|                    | Total      | 371,040        | 99 |             |        |                   |

### Analisis Regresi Linier Berganda

| Coefficients <sup>a</sup> |                     |                             |            |                           |       |       |
|---------------------------|---------------------|-----------------------------|------------|---------------------------|-------|-------|
| Model                     |                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|                           |                     | B                           | Std. Error | Beta                      |       |       |
| 1                         | (Constant)          | 4,760                       | 1,550      |                           | 3,071 | 0,003 |
|                           | Harga(X1)           | 0,192                       | 0,102      | 0,215                     | 1,882 | 0,063 |
|                           | Kualitas Produk(X2) | 0,307                       | 0,141      | 0,234                     | 2,180 | 0,032 |
|                           | Promosi(X3)         | 0,284                       | 0,091      | 0,289                     | 3,123 | 0,002 |

a. Dependent Variable Keputusan Pembelian

### Uji Koefisien Determinasi

| Model Summary <sup>b</sup>                                 |                   |          |                   |                            |
|------------------------------------------------------------|-------------------|----------|-------------------|----------------------------|
| Model                                                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                                          | ,591 <sup>a</sup> | 0,349    | 0,328             | 1,58644                    |
| a. Predictors: (Constant), Harga, Kualitas Produk, Promosi |                   |          |                   |                            |
| b. Dependent Variable: Keputusan Pembelian                 |                   |          |                   |                            |

