

LAMPIRAN 1 Tanggapan Responden Terhadap Pertanyaan pada Kuesioner.

Surya Pratama

Data 1

n	Pembelian (Y)						Produk (X1)						Harga (X2)						Tempat (X3)						Promosi (X4)					
	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2
1	4	4	4	4	16	4.0	3	4	5	3	15	3.75	3	3	3	3	12	3.0	4	3	3	5	15	3.75	5	3	4	3	15	3.75
2	5	5	3	5	18	4.5	5	5	4	3	17	4.25	3	3	3	4	15	3.75	5	4	5	3	17	4.25	4	5	3	4	16	4.0
3	4	3	4	3	14	3.5	4	4	3	5	16	4.0	3	3	3	3	12	3.0	3	3	3	4	13	3.25	4	3	4	3	14	3.5
4	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
5	4	4	3	3	16	4.0	3	4	4	4	15	3.75	4	3	4	4	15	3.75	4	3	3	3	13	3.25	3	4	4	4	15	3.75
6	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
7	3	5	4	4	16	4.0	4	3	3	4	14	3.5	4	4	4	3	15	3.75	3	4	3	4	14	3.5	4	3	4	3	14	3.5
8	4	3	4	3	14	3.5	3	4	4	3	14	3.5	3	3	3	3	12	3.0	3	3	4	3	13	3.25	4	4	4	4	16	4.0
9	5	3	5	3	16	4.0	4	3	3	3	13	3.25	4	4	3	4	14	3.5	4	4	3	4	15	3.75	3	4	4	4	15	3.75
10	5	5	5	5	20	5.0	5	5	5	4	19	4.75	5	4	5	4	18	4.5	5	4	4	5	18	4.5	5	5	5	5	20	5.0
11	4	5	5	4	18	4.5	4	4	3	5	16	4.0	3	3	3	3	12	3.0	5	5	4	3	17	4.25	5	4	5	4	18	4.5
12	5	5	5	5	20	5.0	4	3	3	4	14	3.5	5	5	5	5	20	5.0	4	5	5	4	18	4.5	4	5	5	5	19	4.75
13	4	5	3	4	16	4.0	5	4	3	3	15	3.75	3	3	3	3	12	3.0	5	3	3	5	16	4.0	4	3	3	5	15	3.75
14	5	4	4	5	18	4.5	4	4	4	4	16	4.0	3	4	4	3	14	3.5	4	5	5	3	17	4.25	4	5	5	3	17	4.25
15	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
16	5	5	5	5	20	5.0	5	5	5	5	20	5.0	4	5	5	4	18	4.5	5	5	5	4	19	4.75	5	5	5	4	19	4.75
17	3	5	4	4	16	4.0	4	3	4	3	14	3.5	3	4	4	3	14	3.5	4	4	3	4	15	3.75	4	4	3	3	14	3.5
18	5	4	4	5	18	4.5	4	4	5	4	17	4.25	4	4	3	4	15	3.75	3	5	4	5	17	4.25	5	3	4	4	16	4.0
19	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
20	3	5	4	4	16	4.0	5	3	3	4	15	3.75	4	3	4	3	14	3.5	4	4	4	3	15	3.75	4	4	4	3	15	3.75
21	3	3	3	3	12	3.0	3	3	4	3	13	3.25	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
22	4	5	3	4	16	4.0	3	3	3	3	12	3.0	4	4	3	4	15	3.75	4	4	5	3	16	4.0	3	4	3	4	14	3.5
23	5	5	4	4	18	4.5	5	4	4	4	17	4.25	4	3	4	3	14	3.5	5	4	3	5	17	4.25	4	4	4	3	15	3.75
24	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
25	5	4	5	4	18	4.5	5	4	5	3	17	4.25	4	4	4	3	15	3.75	5	3	5	3	16	4.0	5	4	4	4	17	4.25
26	4	3	4	3	14	3.5	3	3	3	3	12	3.0	3	5	4	4	16	4.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
27	5	4	4	5	18	4.5	5	3	3	3	14	3.5	3	5	4	4	16	4.0	3	4	4	4	15	3.75	5	5	4	3	17	4.25
28	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
29	4	5	3	4	16	4.0	4	3	4	3	14	3.5	4	4	3	4	15	3.75	4	4	4	3	15	3.75	3	4	3	5	15	3.75
30	5	5	5	5	20	5.0	5	4	4	5	18	4.5	4	3	4	3	14	3.5	5	5	5	4	19	4.75	5	5	5	4	19	4.75
31	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
32	3	4	3	4	14	3.5	3	3	3	4	13	3.25	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	4	13	3.25
33	4	4	5	3	16	4.0	4	4	4	3	15	3.75	3	4	4	3	14	3.5	4	4	4	3	15	3.75	4	3	5	3	15	3.75
34	3	3	3	3	12	3.0	3	3	3	3	12	3.0	4	5	4	5	18	4.5	3	3	3	3	12	3.0	3	3	3	3	12	3.0
35	4	3	3	4	14	3.5	3	4	3	3	13	3.25	3	3	3	3	12	3.0	3	3	3	4	13	3.25	3	3	3	4	13	3.25

Surya Pratama

Data 2

n	Pembelian (Y)						Produk (X1)						Harga (X2)						Tempat (X3)						Promosi (X4)					
	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2
36	5	5	3	5	18	4.5	3	3	3	4	14	3.5	4	4	3	4	15	3.75	3	3	3	3	12	3.0	3	3	3	3	12	3.0
37	5	3	4	4	16	4.0	3	4	3	3	13	3.25	3	4	4	4	15	3.75	4	4	5	3	16	4.0	4	4	5	3	16	4.0
38	3	3	3	3	12	3.0	4	3	3	5	15	3.75	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
39	5	3	3	5	16	4.0	3	3	4	3	14	3.5	3	4	3	4	14	3.5	4	4	3	5	16	4.0	5	3	4	4	16	4.0
40	3	4	4	3	14	3.5	4	4	4	4	16	4.0	3	3	4	3	13	3.25	4	3	3	3	13	3.25	3	5	4	4	16	4.0
41	3	3	3	3	15	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
42	3	5	4	4	16	4.0	4	3	3	3	13	3.25	4	4	4	3	15	3.75	3	3	3	4	13	3.25	4	4	5	3	16	4.0
43	4	4	5	5	18	4.5	5	4	4	4	17	4.25	5	3	4	4	16	4.0	3	4	3	3	13	3.25	3	3	3	3	12	3.0
44	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	2	3	11	2.75	3	3	3	3	12	3.0
45	4	4	3	3	16	4.0	4	3	3	4	14	3.5	4	4	4	3	15	3.75	5	3	4	4	16	4.0	4	4	4	4	16	4.0
46	5	4	5	4	18	4.5	5	5	4	3	17	4.25	3	5	4	4	16	4.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
47	3	5	3	5	16	4.0	4	4	4	3	15	3.75	4	3	4	4	15	3.75	3	5	4	4	16	4.0	4	4	4	4	16	4.0
48	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
49	5	3	3	5	16	4.0	4	3	3	4	14	3.5	3	5	5	3	16	4.0	4	3	3	3	13	3.25	4	3	4	4	15	3.75
50	3	4	4	3	14	3.5	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	4	4	4	3	15	3.75
51	3	3	3	3	12	3.0	3	3	3	3	12	3.0	4	4	3	5	16	4.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
52	5	4	4	5	18	4.5	3	3	3	4	13	3.25	4	4	3	4	15	3.75	4	4	3	4	15	3.75	3	5	4	4	16	4.0
53	3	3	3	3	12	3.0	4	3	4	3	14	3.5	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
54	3	5	4	4	16	4.0	3	5	3	4	15	3.75	4	3	4	4	15	3.75	4	4	5	3	16	4.0	4	4	5	3	16	4.0
55	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	4	3	3	13	3.25	3	3	3	3	12	3.0	3	3	3	3	12	3.0
56	4	4	3	3	14	3.5	3	3	3	4	13	3.25	3	3	3	3	12	3.0	3	3	4	3	13	3.25	3	3	3	3	12	3.0
57	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	4	3	4	14	3.5	3	3	3	3	12	3.0
58	4	4	4	4	16	4.0	4	4	4	3	15	3.75	5	3	3	4	15	3.75	4	3	4	3	14	3.5	3	5	4	4	16	4.0
59	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	4	3	3	3	13	3.25
60	3	5	3	5	16	4.0	5	3	3	5	16	4.0	4	4	4	3	15	3.75	4	4	3	5	14	3.5	5	3	5	3	16	4.0
61	5	5	4	4	18	4.5	4	4	5	3	17	4.25	5	5	3	4	17	4.25	5	5	4	3	17	4.25	5	3	4	4	16	4.0
62	5	3	5	3	16	4.0	5	3	3	4	15	3.75	4	4	5	3	16	4.0	4	3	5	4	16	4.0	4	4	4	4	16	4.0
63	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
64	4	4	3	5	16	4.0	4	4	4	3	15	3.75	4	4	3	4	15	3.75	4	4	3	3	14	3.5	3	3	3	3	12	3.0
65	3	4	4	3	14	3.5	3	3	3	4	13	3.25	3	4	3	3	13	3.25	3	3	3	3	12	3.0	3	3	3	3	12	3.0
66	5	5	4	4	18	4.5	5	5	4	3	17	4.25	4	5	4	3	16	4.0	4	5	4	4	17	4.25	3	3	3	3	12	3.0
67	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
68	4	5	4	3	16	4.0	5	3	3	5	16	4.0	4	4	3	4	15	3.75	3	4	4	3	14	3.5	3	3	3	3	12	4.0
69	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	4	3	3	4	14	3.5	3	3	3	3	12	3.0
70	5	4	5	4	18	4.5	4	4	5	3	16	4.0	4	4	4	3	15	3.75	4	4	5	3	16	4.0	3	5	5	3	16	4.0

n	Pembelian (Y)						Produk (X1)						Harga (X2)						Tempat (X3)						Promosi (X4)					
	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2	1	2	3	4	Total	Rata2
71	4	3	3	4	14	3.5	3	3	3	3	12	3.0	3	5	3	5	16	4.0	3	3	3	4	13	3.25	3	3	3	3	12	3.0
72	5	3	5	3	16	4.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	4	4	3	3	12	3.0	3	3	3	3	12	3.0
73	3	5	4	4	16	4.0	4	3	3	3	13	3.25	4	4	3	4	15	3.75	5	3	4	3	15	3.75	3	5	5	3	16	4.0
74	5	4	5	4	18	4.5	4	4	3	5	16	4.0	3	4	4	3	14	3.5	3	5	4	4	16	4.0	4	4	4	4	16	4.0
75	5	5	5	5	20	5.0	5	5	5	5	20	5.0	5	5	5	4	19	4.75	5	5	5	5	20	5.0	5	5	5	5	20	5.0
76	5	5	5	5	20	5.0	5	4	5	4	18	4.5	5	5	5	4	19	4.75	3	3	3	4	13	3.25	5	3	5	3	16	4.0
77	4	4	5	3	16	4.0	4	4	4	3	15	3.75	3	3	4	5	15	3.75	5	5	5	4	19	4.75	4	4	4	4	16	4.0
78	5	5	5	5	20	5.0	5	5	5	5	20	5.0	4	5	4	5	18	4.5	5	4	4	5	18	4.5	5	5	5	5	20	5.0
79	5	3	5	3	16	4.0	4	4	3	5	16	4.0	4	4	3	4	15	3.75	3	5	5	3	16	4.0	4	4	5	3	16	4.0
80	3	4	3	4	14	3.5	4	3	3	3	13	3.25	3	3	4	3	13	3.25	3	3	3	3	12	3.0	5	3	4	4	16	4.0
81	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
82	5	4	3	4	16	4.0	4	4	5	3	15	3.75	5	3	3	4	15	3.75	5	3	5	3	15	3.75	3	3	3	3	12	3.0
83	3	3	3	3	12	3.0	4	3	3	4	14	3.5	4	4	4	3	16	4.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
84	3	5	4	4	16	4.0	5	3	3	5	16	4.0	4	3	4	3	14	3.5	4	4	3	4	15	3.75	3	5	4	4	16	4.0
85	5	5	5	5	20	5.0	4	4	4	4	16	4.0	3	5	5	4	18	4.5	5	5	5	5	20	5.0	5	5	5	5	20	5.0
86	3	3	3	3	12	3.0	4	3	4	3	14	3.5	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
87	4	5	3	4	16	4.0	4	3	4	4	15	3.75	3	4	4	3	14	3.5	3	4	3	3	13	3.5	3	3	3	3	12	3.0
88	5	3	4	4	16	4.0	5	4	4	3	16	4.0	4	4	3	4	15	3.75	4	3	4	4	15	3.75	4	4	5	3	16	4.0
89	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
90	3	5	3	5	16	4.0	3	4	4	4	15	3.75	4	3	5	3	15	3.75	5	4	4	3	16	4.0	3	3	3	3	12	3.0
91	5	5	5	3	18	4.5	5	3	3	5	16	4.0	5	4	4	4	17	4.25	5	5	3	4	17	4.25	5	3	5	3	16	4.0
92	3	3	3	3	12	3.0	4	3	4	3	14	3.5	3	3	3	3	12	3.0	3	3	4	3	13	3.25	3	3	3	3	12	3.0
93	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
94	3	5	4	4	16	4.0	4	4	5	3	16	4.0	4	4	4	3	15	3.75	4	4	3	4	15	3.75	3	3	3	3	12	3.0
95	4	3	3	4	14	3.5	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	4	13	3.25	3	3	3	3	12	3.0
96	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0	3	3	3	3	12	3.0
97	4	4	5	3	16	4.0	4	3	3	3	13	3.25	4	3	4	4	15	3.75	3	4	4	3	14	3.5	4	4	3	5	16	4.0

Data diolah berdasarkan tanggapan responden terhadap Kuesioner (Daftar Pertanyaan)

Catatan : Jawaban pilihan adalah: Bobot jawaban pilihan adalah

- 1 Sangat puas (SP) dengan skor 5
- 2 Puas (P) dengan skor 4
- 3 Cukup Puas (CP) dengan skor 3
- 4 Kurang Puas (KP) dengan skor 2
- 5 Tidak Puas (TP) dengan skor 1

SP	P	CP	KP	TP
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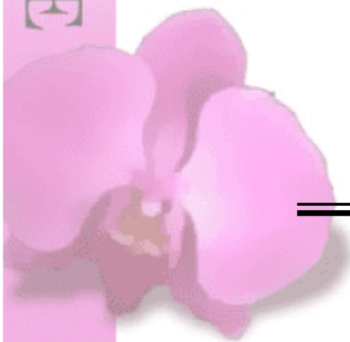
Lampiran 2 Hasil Analisis Menggunakan SPSS

Data 1

No	Y	X1	X2	X3	X4
1	4.00	3.75	3.00	3.75	3.75
2	4.50	4.25	3.75	4.25	4.00
3	3.50	4.00	3.00	3.25	3.50
4	3.00	3.00	3.00	3.00	3.00
5	4.00	3.75	3.75	3.25	3.75
6	3.00	3.00	3.00	3.00	3.00
7	4.00	3.50	3.75	3.50	3.50
8	3.50	3.50	3.00	3.25	4.00
9	4.00	3.25	3.50	3.75	3.75
10	5.00	4.75	4.50	4.50	5.00
11	4.50	4.00	3.00	4.25	4.50
12	5.00	3.50	5.00	4.50	4.75
13	4.00	3.75	3.00	4.00	3.75
14	4.50	4.00	3.50	4.25	4.25
15	3.00	3.00	3.00	3.00	3.00
16	5.00	5.00	4.50	4.75	4.75
17	4.00	3.50	3.50	3.75	3.50
18	4.50	4.25	3.75	4.25	4.00
19	3.00	3.00	3.00	3.00	3.00
20	4.00	3.75	3.50	3.75	3.75
21	3.00	3.25	3.00	3.00	3.00
22	4.00	3.00	3.75	4.00	3.50
23	4.50	4.25	3.50	4.25	3.75
23	3.00	3.00	3.00	3.00	3.00
25	4.50	4.25	3.75	4.00	4.25
26	3.50	3.00	4.00	3.00	3.00
27	4.50	3.50	4.00	3.75	4.25
28	3.00	3.00	3.00	3.00	3.00
29	4.00	3.50	3.75	3.75	3.75
30	5.00	4.50	3.50	4.75	4.75
31	3.00	3.00	2.75	3.00	3.00
32	3.50	3.25	3.00	3.00	3.25
33	4.00	3.75	3.50	3.75	3.75
34	3.00	3.00	4.50	3.00	3.00
35	3.50	3.25	3.00	3.25	3.25
36	4.50	3.50	3.75	3.00	3.00
37	4.00	3.25	3.75	4.00	4.00
38	3.00	3.75	3.00	3.00	3.00
39	4.00	3.50	3.50	4.00	4.00
40	3.50	4.00	3.25	3.25	4.00

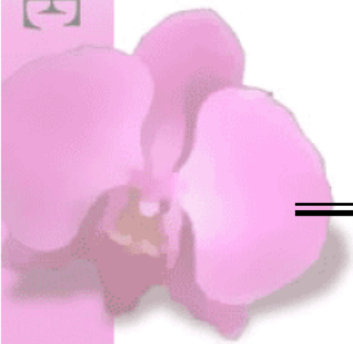
Data 2

No	Y	X1	X2	X3	X4
41	3.00	3.00	3.00	3.00	3.00
42	4.00	3.35	3.75	3.25	4.00
43	4.50	4.25	4.00	3.25	3.00
44	3.00	3.00	3.00	2.75	3.00
45	4.00	3.50	3.75	4.00	4.00
46	4.50	4.25	4.00	3.00	3.00
47	4.00	3.75	3.75	4.00	4.00
48	3.00	3.00	3.00	3.00	3.00
49	4.00	3.50	4.00	3.25	3.75
50	3.50	3.00	3.00	3.00	3.75
51	3.00	3.00	4.00	3.00	3.00
52	4.50	3.25	3.75	3.75	4.00
53	3.00	3.50	3.00	3.00	3.00
54	4.00	3.75	3.75	4.00	4.00
55	3.00	3.00	3.25	3.00	3.00
56	3.50	3.25	3.00	3.25	3.00
57	3.00	3.00	3.00	3.50	3.00
58	4.00	3.75	3.75	3.50	4.00
59	3.00	3.00	3.00	3.00	3.25
60	4.00	4.00	3.75	3.50	4.00
61	4.50	4.25	4.25	4.25	4.00
62	4.00	3.75	4.00	4.00	4.00
63	3.00	3.00	3.00	3.00	3.00
64	4.00	3.75	3.75	3.50	3.00
65	3.50	3.25	3.25	3.00	3.00
66	4.50	4.25	4.00	4.25	3.00
67	3.00	3.00	3.00	3.00	3.00
68	4.00	4.00	3.75	3.50	4.00
69	3.00	3.00	3.00	3.50	3.00
70	4.50	4.00	3.75	4.00	4.00
71	3.00	3.00	4.00	3.25	3.00
72	4.00	3.00	3.00	3.00	3.00
73	4.00	3.25	3.75	3.75	4.00
74	4.00	4.00	3.50	4.00	4.00
75	5.00	5.00	4.75	5.00	5.00
76	5.00	4.50	4.75	3.25	4.00
77	4.00	3.75	3.75	4.75	4.00
78	5.00	5.00	4.50	4.50	5.00
79	4.00	4.00	3.75	4.00	4.00
80	4.00	3.25	3.25	3.00	4.00



Data 3

No	Y	X1	X2	X3	X4
81	3.00	3.00	3.00	3.00	3.00
82	4.00	3.75	3.75	3.75	3.00
83	3.00	3.50	4.00	3.00	3.00
84	4.00	4.00	3.50	3.75	4.00
85	5.00	4.00	4.50	5.00	5.00
86	3.00	3.50	3.00	3.00	3.00
87	4.00	3.75	3.50	3.25	3.00
88	4.00	4.00	3.75	3.75	4.00
89	3.00	3.00	3.00	3.00	3.00
90	4.00	3.75	3.75	4.00	3.00
91	4.00	4.00	4.25	4.25	4.00
92	3.00	3.50	3.00	3.25	3.00
93	3.00	3.00	3.00	3.00	3.00
94	4.00	4.00	3.75	3.75	3.00
95	3.00	3.00	3.00	3.25	3.00
96	3.00	3.00	3.00	3.00	3.00
97	4.00	3.25	3.75	3.50	4.00



Lampiran 3 Hasil Analisis Regresi Linear Berganda

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Pembelian
/METHOD=ENTER Produk Harga Tempat Promosi
/RESIDUALS DURBIN.

```

Regression

[DataSet0]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi, Harga, Produk, Tempat ^b	.	Enter

a. Dependent Variable: Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.897 ^a	.804	.795	.29097	.804	94.335	4	92	.000	2.126

a. Predictors: (Constant), Promosi, Harga, Produk, Tempat

b. Dependent Variable: Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.041	4	8.006	94.335	.000 ^b
	Residual	7.789	92	.085		
	Total	39.830	96			

a. Dependent Variable: Pembelian

b. Predictors: (Constant), Promosi, Harga, Produk, Tempat



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	-.615	.235		-2.619	.010					
1 Produk	.420	.087	.342	4.857	.000	.799	.452	.224	.430	2.325
Harga	.319	.078	.251	4.114	.000	.716	.394	.190	.573	1.744
Tempat	.215	.098	.185	2.195	.031	.786	.223	.101	.300	3.337
Promosi	.284	.087	.262	3.276	.001	.785	.323	.151	.333	3.007

a. Dependent Variable: Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Produk	Harga	Tempat	Promosi
1	1	4.963	1.000	.00	.00	.00	.00	.00
	2	.016	17.825	.58	.00	.03	.07	.14
1	3	.009	23.451	.38	.00	.88	.02	.05
	4	.007	26.042	.04	.90	.09	.00	.22
	5	.005	31.978	.00	.09	.00	.91	.59

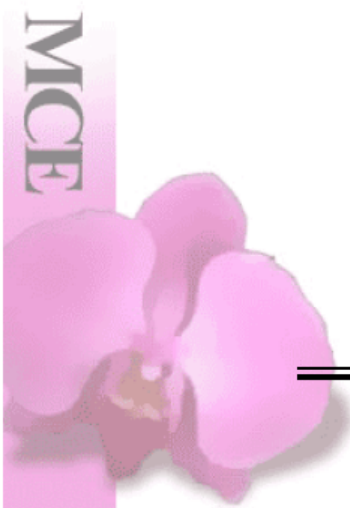
a. Dependent Variable: Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.1010	5.4984	3.7990	.57755	97
Residual	-.63047	.94939	.00000	.28518	97
Std. Predicted Value	-1.209	2.942	.000	1.000	97
Std. Residual	-2.164	3.259	.000	.979	97

a. Dependent Variable: Pembelian

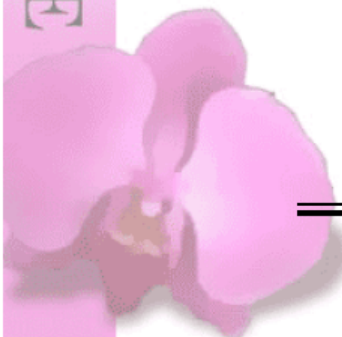
SAVE OUTFILE='C:\Users\acer\Documents\Surya Pratama.sav'
/COMPRESSED.



LAMPIRAN 4 UJI VALIDITAS DAN RELIABILITAS

Pengujian Validitas variabel Pembelian (Y)

n	Y ₁	Y ₂	Y ₃	Y ₄	Pembelian (Y)
1	4.00	4.00	4.00	4.00	16.00
2	5.00	5.00	3.00	5.00	18.00
3	4.00	3.00	4.00	3.00	14.00
4	3.00	3.00	3.00	3.00	12.00
5	4.00	4.00	3.00	3.00	16.00
6	3.00	3.00	3.00	3.00	12.00
7	3.00	5.00	4.00	4.00	16.00
8	4.00	3.00	4.00	3.00	14.00
9	5.00	3.00	5.00	3.00	16.00
10	5.00	5.00	5.00	5.00	20.00
11	4.00	5.00	5.00	4.00	18.00
12	5.00	5.00	5.00	5.00	20.00
13	4.00	5.00	3.00	4.00	16.00
14	5.00	4.00	4.00	5.00	18.00
15	3.00	3.00	3.00	3.00	12.00
16	5.00	5.00	5.00	5.00	20.00
17	3.00	5.00	4.00	4.00	16.00
18	5.00	4.00	4.00	5.00	18.00
19	3.00	3.00	3.00	3.00	12.00
20	3.00	5.00	4.00	4.00	16.00
21	3.00	3.00	3.00	3.00	12.00
22	4.00	5.00	3.00	4.00	16.00
23	5.00	5.00	4.00	4.00	18.00
24	3.00	3.00	3.00	3.00	12.00
25	5.00	4.00	5.00	4.00	18.00
26	4.00	3.00	4.00	3.00	14.00
27	5.00	4.00	4.00	5.00	18.00
28	3.00	3.00	3.00	3.00	12.00
29	4.00	5.00	3.00	4.00	16.00
30	5.00	5.00	5.00	5.00	20.00



```

DATASET ACTIVATE DataSet1.
CORRELATIONS
  /VARIABLES=Y1 Y2 Y3 Y4 Pembelian
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.

```

Correlations

[DataSet1]

		Correlations				
		Y1	Y2	Y3	Y4	Pembelian
Y1	Pearson Correlation	1	.399	.623**	.700**	.835**
	Sig. (2-tailed)		.029	.000	.000	.000
	N	30	30	30	30	30
Y2	Pearson Correlation	.399*	1	.352	.755**	.785**
	Sig. (2-tailed)	.029		.056	.000	.000
	N	30	30	30	30	30
Y3	Pearson Correlation	.623**	.352	1	.496**	.725**
	Sig. (2-tailed)	.000	.056		.005	.000
	N	30	30	30	30	30
Y4	Pearson Correlation	.700**	.755**	.496**	1	.887**
	Sig. (2-tailed)	.000	.000	.005		.000
	N	30	30	30	30	30
Pembelian	Pearson Correlation	.835**	.785**	.725**	.887**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

```

RELIABILITY
  /VARIABLES=Y1 Y2 Y3 Y4 Pembelian
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

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

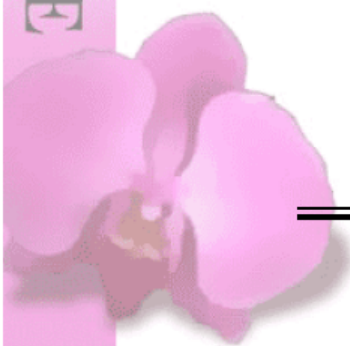
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.819	5



n	X1.1	X1.2	X1.3	X1.4	Produk (X1)
1	3.00	4.00	5.00	3.00	15.00
2	5.00	5.00	4.00	3.00	17.00
3	4.00	4.00	3.00	5.00	16.00
4	3.00	3.00	3.00	3.00	12.00
5	3.00	4.00	4.00	4.00	15.00
6	3.00	3.00	3.00	3.00	12.00
7	4.00	3.00	3.00	4.00	14.00
8	3.00	4.00	4.00	3.00	14.00
9	4.00	3.00	3.00	3.00	13.00
10	5.00	5.00	5.00	4.00	19.00
11	4.00	4.00	3.00	5.00	16.00
12	4.00	3.00	3.00	4.00	14.00
13	5.00	4.00	3.00	3.00	15.00
14	4.00	4.00	4.00	4.00	16.00
15	3.00	3.00	3.00	3.00	12.00
16	5.00	5.00	5.00	5.00	20.00
17	4.00	3.00	4.00	3.00	14.00
18	4.00	4.00	5.00	4.00	17.00
19	4.00	2.00	3.00	3.00	12.00
20	5.00	3.00	3.00	4.00	15.00
21	3.00	3.00	4.00	3.00	13.00
22	3.00	3.00	3.00	3.00	12.00
23	5.00	4.00	4.00	4.00	17.00
24	3.00	3.00	3.00	3.00	12.00
25	5.00	4.00	5.00	3.00	17.00
26	3.00	3.00	3.00	3.00	12.00
27	5.00	3.00	3.00	3.00	14.00
28	3.00	3.00	3.00	3.00	12.00
29	4.00	3.00	4.00	3.00	14.00
30	5.00	4.00	4.00	5.00	18.00



```

CORRELATIONS
/VARIABLES=X1.1 X1.2 X1.3 X1.4 ProdukX1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

[DataSet1]

		Correlations				
		X1.1	X1.2	X1.3	X1.4	ProdukX1
X1.1	Pearson Correlation	1	.460*	.287	.403*	.735**
	Sig. (2-tailed)		.011	.124	.027	.000
	N	30	30	30	30	30
X1.2	Pearson Correlation	.460*	1	.671**	.483**	.866**
	Sig. (2-tailed)	.011		.000	.007	.000
	N	30	30	30	30	30
X1.3	Pearson Correlation	.287	.671**	1	.177	.711**
	Sig. (2-tailed)	.124	.000		.350	.000
	N	30	30	30	30	30
X1.4	Pearson Correlation	.403*	.483**	.177	1	.680**
	Sig. (2-tailed)	.027	.007	.350		.000
	N	30	30	30	30	30
ProdukX1	Pearson Correlation	.735**	.866**	.711**	.680**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

```

RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3 X1.4 Produk
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

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

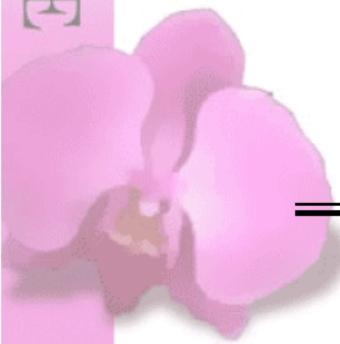
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.797	5



n	X2. ₁	X2. ₂	X2. ₃	X2. ₄	Harga (X2)
1	3.00	3.00	3.00	3.00	12.00
2	3.00	3.00	3.00	4.00	15.00
3	3.00	3.00	3.00	3.00	12.00
4	3.00	3.00	3.00	3.00	12.00
5	4.00	3.00	4.00	4.00	15.00
6	3.00	3.00	3.00	3.00	12.00
7	4.00	4.00	4.00	3.00	15.00
8	3.00	3.00	3.00	3.00	12.00
9	4.00	4.00	3.00	4.00	14.00
10	5.00	4.00	5.00	4.00	18.00
11	3.00	3.00	3.00	3.00	12.00
12	5.00	5.00	5.00	5.00	20.00
13	3.00	3.00	3.00	3.00	12.00
14	3.00	4.00	4.00	3.00	14.00
15	3.00	3.00	3.00	3.00	12.00
16	4.00	5.00	5.00	4.00	18.00
17	3.00	4.00	4.00	3.00	14.00
18	4.00	4.00	3.00	4.00	15.00
19	3.00	3.00	3.00	3.00	12.00
20	4.00	3.00	4.00	3.00	14.00
21	3.00	3.00	3.00	3.00	12.00
22	4.00	4.00	3.00	4.00	15.00
23	4.00	3.00	4.00	3.00	14.00
24	3.00	3.00	3.00	3.00	12.00
25	4.00	4.00	4.00	3.00	15.00
26	3.00	5.00	4.00	4.00	16.00
27	3.00	5.00	4.00	4.00	16.00
28	3.00	3.00	3.00	3.00	12.00
29	4.00	4.00	3.00	4.00	15.00
30	4.00	3.00	4.00	3.00	14.00



CORRELATIONS

```
/VARIABLES=X2.1 X2.2 X2.3 X2.4 TempatX2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

Correlations

[DataSet1]

		Correlations				
		X2.1	X2.2	X2.3	X2.4	HargaX2
X2.1	Pearson Correlation	1	.189	.631**	.572**	.750**
	Sig. (2-tailed)		.317	.000	.001	.000
	N	30	30	30	30	30
X2.2	Pearson Correlation	.189	1	.522**	.603**	.692**
	Sig. (2-tailed)	.317		.003	.000	.000
	N	30	30	30	30	30
X2.3	Pearson Correlation	.631**	.522**	1	.413*	.821**
	Sig. (2-tailed)	.000	.003		.023	.000
	N	30	30	30	30	30
X2.4	Pearson Correlation	.572**	.603**	.413*	1	.824**
	Sig. (2-tailed)	.001	.000	.023		.000
	N	30	30	30	30	30
TempatX2	Pearson Correlation	.750**	.692**	.821**	.824**	1
	Sig. (2-tailed)	.000	.000	.000	.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).

RELIABILITY

```
/VARIABLES=X2.1 X2.2 X2.3 X2.4 Harga
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

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

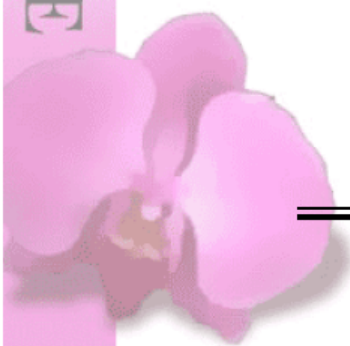
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.817	5

MCE

n	X3 ₁	X3 ₂	X3 ₃	X3 ₄	Tempat (X3)
1	4.00	3.00	3.00	5.00	15.00
2	5.00	4.00	5.00	3.00	17.00
3	3.00	3.00	3.00	4.00	13.00
4	3.00	3.00	3.00	3.00	12.00
5	4.00	3.00	3.00	3.00	13.00
6	3.00	3.00	3.00	3.00	12.00
7	3.00	4.00	3.00	4.00	14.00
8	3.00	3.00	4.00	3.00	13.00
9	4.00	4.00	3.00	4.00	15.00
10	5.00	4.00	4.00	5.00	18.00
11	5.00	5.00	4.00	3.00	17.00
12	4.00	5.00	5.00	4.00	18.00
13	5.00	3.00	3.00	5.00	16.00
14	4.00	5.00	5.00	3.00	17.00
15	3.00	3.00	3.00	3.00	12.00
16	5.00	5.00	5.00	4.00	19.00
17	4.00	4.00	3.00	4.00	15.00
18	3.00	5.00	4.00	5.00	17.00
19	3.00	3.00	3.00	3.00	12.00
20	4.00	4.00	4.00	3.00	15.00
21	3.00	3.00	3.00	3.00	12.00
22	4.00	4.00	5.00	3.00	16.00
23	5.00	4.00	3.00	5.00	17.00
24	3.00	3.00	3.00	3.00	12.00
25	5.00	3.00	5.00	3.00	16.00
26	3.00	3.00	3.00	3.00	12.00
27	3.00	4.00	4.00	4.00	15.00
28	3.00	3.00	3.00	3.00	12.00
29	4.00	4.00	4.00	3.00	15.00
30	5.00	5.00	5.00	4.00	19.00



```

CORRELATIONS
/VARIABLES=X3.1 X3.2 X3.3 X3.4 TempatX3
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

[DataSet1]

		Correlations				
		X3.1	X3.2	X3.3	X3.4	TempatX3
X3.1	Pearson Correlation	1	.457*	.519**	.322	.804**
	Sig. (2-tailed)		.011	.003	.083	.000
	N	30	30	30	30	30
X3.2	Pearson Correlation	.457*	1	.662**	.274	.828**
	Sig. (2-tailed)	.011		.000	.143	.000
	N	30	30	30	30	30
X3.3	Pearson Correlation	.519**	.662**	1	-.086	.739**
	Sig. (2-tailed)	.003	.000		.653	.000
	N	30	30	30	30	30
X3.4	Pearson Correlation	.322	.274	-.086	1	.507**
	Sig. (2-tailed)	.083	.143	.653		.004
	N	30	30	30	30	30
TempatX3	Pearson Correlation	.804**	.828**	.739**	.507**	1
	Sig. (2-tailed)	.000	.000	.000	.004	
	N	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).

```

RELIABILITY
/VARIABLES=X3.1 X3.2 X3.3 X3.4 Tempat
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

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

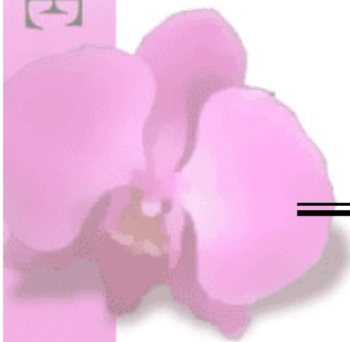
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.788	5

n	X4.1	X4.2	X4.3	X4.4	Promosi (X4)
---	------	------	------	------	--------------

1	5.00	3.00	4.00	3.00	15.00
2	4.00	5.00	3.00	4.00	16.00
3	4.00	3.00	4.00	3.00	14.00
4	3.00	3.00	3.00	3.00	12.00
5	3.00	4.00	4.00	4.00	15.00
6	3.00	3.00	3.00	3.00	12.00
7	4.00	3.00	4.00	3.00	14.00
8	4.00	4.00	4.00	4.00	16.00
9	3.00	4.00	4.00	4.00	15.00
10	5.00	5.00	5.00	5.00	20.00
11	5.00	4.00	5.00	4.00	18.00
12	4.00	5.00	5.00	5.00	19.00
13	4.00	3.00	3.00	5.00	15.00
14	4.00	5.00	5.00	3.00	17.00
15	3.00	3.00	3.00	3.00	12.00
16	5.00	5.00	5.00	4.00	19.00
17	4.00	4.00	3.00	3.00	14.00
18	5.00	3.00	4.00	4.00	16.00
19	3.00	3.00	3.00	3.00	12.00
20	4.00	4.00	4.00	3.00	15.00
21	3.00	3.00	3.00	3.00	12.00
22	3.00	4.00	3.00	4.00	14.00
23	4.00	4.00	4.00	3.00	15.00
24	3.00	3.00	3.00	3.00	12.00
25	5.00	4.00	4.00	4.00	17.00
26	3.00	3.00	3.00	3.00	12.00
27	5.00	5.00	4.00	3.00	17.00
28	3.00	3.00	3.00	3.00	12.00
29	3.00	4.00	3.00	5.00	15.00
30	5.00	5.00	5.00	4.00	19.00



```

CORRELATIONS
/VARIABLES=X4.1 X4.2 X4.3 X4.4 PromosiX4
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

[DataSet1]

		Correlations				
		X4.1	X4.2	X4.3	X4.4	PromosiX4
X4.1	Pearson Correlation	1	.481**	.711**	.256	.795**
	Sig. (2-tailed)		.007	.000	.172	.000
	N	30	30	30	30	30
X4.2	Pearson Correlation	.481**	1	.642**	.450*	.828**
	Sig. (2-tailed)	.007		.000	.013	.000
	N	30	30	30	30	30
X4.3	Pearson Correlation	.711**	.642**	1	.320	.862**
	Sig. (2-tailed)	.000	.000		.085	.000
	N	30	30	30	30	30
X4.4	Pearson Correlation	.256	.450*	.320	1	.632**
	Sig. (2-tailed)	.172	.013	.085		.000
	N	30	30	30	30	30
PromosiX4	Pearson Correlation	.795**	.828**	.862**	.632**	1
	Sig. (2-tailed)	.000	.000	.000	.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).

```

RELIABILITY
/VARIABLES=X4.1 X4.2 X4.3 X4.4 Promosi
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

[DataSet0]

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
.810	5



Lampiran 5 Distribusi Frekuensi Data Tanggapan Responden

1 Distribusi Frekuensi Variabel Pembelian (Y)

FREQUENCIES VARIABLES=Y1 Y2 Y3 Y4
/ORDER=ANALYSIS.

Frequencies

[DataSet4]

Statistics

		Y1	Y2	Y3	Y4
N	Valid	97	97	97	97
	Missing	0	0	0	0

Frequency Table

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	44	45.3	45.3	45.3
4.00	22	22.7	22.7	68.0
5.00	31	32.0	32.0	100.0
Total	97	100.0	100.0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	42	43.3	43.3	43.3
4.00	24	24.7	24.7	68.0
5.00	31	32.0	32.0	100.0
Total	97	100.0	100.0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	49	50.5	50.5	50.5
4.00	26	26.8	26.8	77.3
5.00	22	22.7	22.7	100.0
Total	97	100.0	100.0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	46	47.5	47.5	47.5
4.00	30	30.9	30.9	78.4
5.00	21	21.6	21.6	100.0
Total	97	100.0	100.0	

2 Distribusi Frekuensi Variabel Produk (X1)

FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 X1.4
/ORDER=ANALYSIS.

Frequencies

[DataSet4]

Statistics		X1.1	X1.2	X1.3	X1.4
N	Valid	97	97	97	97
	Missing	0	0	0	0

Frequency Table

X1.1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	42	43.3	43.3
	4.00	34	35.1	78.4
	5.00	21	21.6	100.0
	Total	97	100.0	

X1.2				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	59	60.8	60.8
	4.00	30	30.9	91.8
	5.00	8	8.3	100.0
	Total	97	100.0	

X1.3				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	59	60.8	60.8
	4.00	26	26.8	87.6
	5.00	12	12.4	100.0
	Total	97	100.0	

X1.4				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	60	61.9	61.9
	4.00	24	24.7	86.6
	5.00	13	13.4	100.0
	Total	97	100.0	



3 Distribusi Frekuensi Variabel Harga (X2)

FREQUENCIES VARIABLES=X2.1 X2.2 X2.3 X2.4
/ORDER=ANALYSIS.

Frequencies

[DataSet4]

		Statistics			
		X2.1	X2.2	X2.3	X2.4
N	Valid	97	97	97	97
	Missing	0	0	0	0

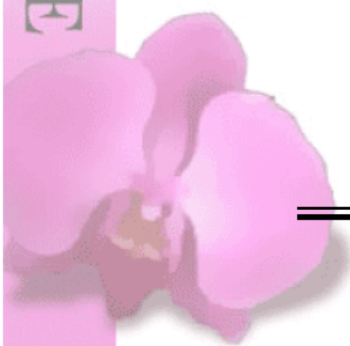
Frequency Table

X2.1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	54	55.7	55.7
	4.00	34	35.1	90.7
	5.00	9	9.3	100.0
	Total	97	100.0	

X2.2				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	51	52.6	52.6
	4.00	32	33.0	85.6
	5.00	14	14.4	100.0
	Total	97	100.0	

X2.3				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	55	56.7	56.7
	4.00	33	34.0	90.7
	5.00	9	9.3	100.0
	Total	97	100.0	

X2.4				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	60	61.9	61.9
	4.00	31	32.0	93.8
	5.00	6	6.1	100.0
	Total	97	100.0	



4 Distribusi Frekuensi Variabel Tempat (X3)

FREQUENCIES VARIABLES=X3.1 X3.2 X3.3 X3.4
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics		X3.1	X3.2	X3.3	X3.4
N	Valid	97	97	97	97
	Missing	0	0	0	0

Frequency Table

X3.1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	52	53.6	53.6
	4.00	27	27.8	81.4
	5.00	18	18.6	100.0
	Total	97	100.0	

X3.2				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	54	55.7	55.7
	4.00	28	28.9	84.6
	5.00	15	15.4	100.0
	Total	97	100.0	

X3.3				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0
	3.00	58	59.8	60.8
	4.00	22	22.7	83.5
	5.00	16	16.5	100.0
	Total	97	100.0	

X3.4				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	61	62.9	62.9
	4.00	26	26.8	89.7
	5.00	10	10.3	100.0
	Total	97	100.0	



5 Distribusi Frekuensi Variabel Promosi (X4)

FREQUENCIES VARIABLES=X4.1 X4.2 X4.3 X4.4
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics		X4.1	X4.2	X4.3	X4.4
N	Valid	97	97	97	97
	Missing	0	0	0	0

Frequency Table

X4.1		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	55	56.7	56.7	56.7
	4.00	25	25.8	25.8	82.5
	5.00	17	17.5	17.5	100.0
	Total	97	100.0	100.0	

X4.2		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	59	60.8	60.8	60.8
	4.00	22	22.7	22.7	83.5
	5.00	16	16.5	16.5	100.0
	Total	97	100.0	100.0	

X4.3		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	52	53.6	53.6	53.6
	4.00	25	25.8	25.8	79.4
	5.00	20	20.6	20.6	100.0
	Total	97	100.0	100.0	

X4.4		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	64	66.0	66.0	66.0
	4.00	25	25.8	25.8	91.8
	5.00	8	8.2	8.2	100.0
	Total	97	100.0	100.0	



Penetapan Dosen Pembimbing Skripsi

Semester GENAP Tahun Akademik 2015/2016

Nomor : 0307/BAAK/III/2016

Setelah memperhatikan Surat Ketua Program Studi tentang usulan dosen pembimbing skripsi dengan ini Ketua STIE Malangkuçęwara Malang menetapkan :

Nama : Dra. DWI DANESTY DECCASARI,MM
Sebagai : Dosen Pembimbing 1
Nama : --
Sebagai : Dosen Pembimbing 2

Untuk mahasiswa berikut

Nama : SURYA PRATAMA
Nomor Pokok : K.2012.1.32051
Skripsi yang diajukan
Bidang Kajian : MANAJEMEN PEMASARAN
Pokok Bahasan : KEPUASAN KONSUMEN
Tempat/Obyek : -
Judul Skripsi : -

Demikian surat penetapan ini dikeluarkan untuk dilaksanakan dengan sebaiknya.
Penetapan ini berlaku sejak dikeluarkan.

Dikeluarkan di : Malang
Pada Tanggal : 30/03/2016
Ketua Program Studi Manajemen,



Dra. LINDANANTY,MM.
NIK-P.3M : 202.710.194



STIE Malangkuçęwara

(Accounting Business Management)

Jl. Terusan Candi Kalasan - Malang Telp. 0341-491813

KARTU BIMBINGAN SKRIPSI BAB I s.d. BAB III

BLN/TGL	BAB	PERMASALAHAN	PARAF
Bulan : April			
April			
28	I.II.III	Mahalah Tentang Judul Skripsi	
30	I.II.IV	Revisi Mahalah	
Bulan : Mei			
Mei			
13	I.II.III	Mengganti Judul Skripsi	
19	III	Revisi Metode Penelitian.	
Bulan : Juni			
Juni, 23	II	Ada tambahan Kesimpulan di Pengertian Pemasaran.	
24	I & II	ace	
Bulan :			
Bulan :			

Dosen Pembimbing 1

Dosen Pembimbing 2

Catatan:

Bobot Penilaian skripsi oleh pembimbing sebesar 50% dengan kriteria penilaian:

1. Ide/inovasi penelitian
2. Pemahaman konsep/teori
3. Pemahaman Metodologi
4. Kemampuan Analisis
5. Disiplin Pembimbingan

MCE



Penetapan Dosen Pembimbing Skripsi

Semester GENAP Tahun Akademik 2015/2016

Nomor : 0307/BAAK/III/2016

Setelah memperhatikan Surat Ketua Program Studi tentang usulan dosen pembimbing skripsi dengan ini Ketua STIE Malangkuçęwara Malang menetapkan :

Nama : Dra. DWI DANESTY DECCASARI, MM
Sebagai : Dosen Pembimbing 1
Nama : --
Sebagai : Dosen Pembimbing 2

Untuk mahasiswa berikut

Nama : SURYA PRATAMA
Nomor Pokok : K.2012.1.32051
Skripsi yang diajukan
Bidang Kajian : MANAJEMEN PEMASARAN
Pokok Bahasan : KEPUASAN KONSUMEN
Tempat/Obyek : PT.MUTIARA BAHAGIA ABADI

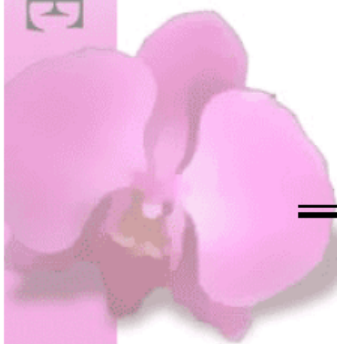
Judul Skripsi : ANALISIS MARKETING MIX TERHADAP PEMBELIAN
RUMAH DI PERUMAHAN BALIKPAPAN REGENCY
BALIKPAPAN

Demikian surat penetapan ini dikeluarkan untuk dilaksanakan dengan sebaiknya.
Penetapan ini berlaku sejak dikeluarkan.

Dikeluarkan di : Malang
Pada Tanggal : 20/09/2016
Ketua Program Studi Manajemen,



Dra. LINDANANTY, MM.
NIK-P.3M : 202.710.194





STIE MALANGKUÇEWARA

Jl. Terusan Candi Kalasan Blimbing – Malang Tlp. (0341) 491813

FM / 7.5/08
Revisi No.:01

KARTU BIMBINGAN SKRIPSI
BAB IV s/d BAB V

BLN / TGL	BAB	PERMASALAHAN	PARAF
Bln: Nov			
15 Nov 2016	IV	Revisi Pengujian Vauditar dan Reliabilitas	
24 Nov 2016	IV	Analisis Regresi Linear Berganda	
Bln: Des			
7 Des 2016	V	Revisi Kesimpulan dan Saran	
20 Des 2016	IV & V	ACC	
Bln: _____			
Bln: _____			
Bln: _____			

Dosen Pembimbing I

Dosen Pembimbing II

Catatan:

Bobot penilaian skripsi oleh pembimbing sebesar 50% dengan kriteria penilaian:

1. Ide/inovasi penelitian
2. Pemahaman konsep/teori
3. Pemahaman Metodologi
4. Kemampuan analisis
5. Rutinitas Pembimbingan

MCE

