**LAMPIRAN**

**Lampiran 1.**

**SURAT PERMOHONAN MENJADI RESPONDEN**

Kepada Yth: Bapak/Ibu/Sdr/i

Calon Responden

Di Tempat

Dengan hormat, Saya yang bertanda tangan dibawah ini, mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Islam Batik Surakarta.

Nama : OMAWAN RAIS

NIM : 2018020012

Prodi : Manajemen

Akan mengadakan penelitian dengan judul “Keputusan Pembelian ditinjau dari Persepsi Harga, Promosi dan Kualitas Produk Pestisida FMC pada Kios Pupuk Lengkap Tani Tentrem Sukoharjo”.

Penelitian ini bertujuan untuk mengembangkan ilmu pengetahuan dan tidak akan menimbulkan akibat buruk bagi Bapak/Ibu/Sdr/i sebagai responden.

Kerahasiaan informasi yang diberikan akan dijaga dan hanya digunakan untuk tujuan penelitian. Saya mohon kesediaan responden untuk menjawab pertanyaan-pertanyaan yang saya ajukan dalam lembaran kuesioner. Atas perhatian Bapak/Ibu/Sdr/i sebagai responden, saya ucapkan terima kasih.

Hormat saya

Peneliti,

Omawan Rais

**KUESIONER**

**KEPUTUSAN PEMBELIAN DITINJAU DARI PERSEPSI HARGA, PROMOSI DAN KUALITAS PRODUK PESTISIDA FMC**

**PADA KIOS PUPUK LENGKAP TANI TENTREM SUKOHARJO**

1. **IDENTITAS RESPONDEN**

Nama : ………………………………………………………….

Jenis Kelamin : Laki-laki Perempuan

Umur : 20 – 29 Tahun 50 – 59 Tahun

30 – 39 Tahun > 60 Tahun

40 – 49 Tahun

Status Perkawinan : Kawin Belum Kawin

Janda Duda

Pendidikan : Tidak Sekolah SMA

SD Diploma

SMP S1/S2

Lama Berlangganan: < 1 tahun 1 – 5 Tahun

5 – 10 Tahun > 10 Tahun

1. **PETUNJUK PENGISIAN KUESIONER**
2. Mohon Bapak/Ibu/Saudara/Saudari memberikan tanggapan atau jawaban terhadap pernyataan-pernyataan yang tersedia di bawah ini sesuai dengan kenyataan yang ada
3. Jawaban Bapak/Ibu/Saudara/Saudari dilakukan dengan memberi tanda pada salah satu dari empat pilihan jawaban, yaitu :

SS = Sangat Setuju

S = Setuju

CS = Cukup Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

##### **VARIABEL KUALITAS PRODUK (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | PERNYATAAN | JAWABAN | | | | |
| SS | S | CS | TS | STS |
| 1 | Kemasan produk FMC tahan bocor, kuat, dan ramah lingkungan |  |  |  |  |  |
| 2 | Identitas merek FMC terlihat jelas dan mudah dibaca |  |  |  |  |  |
| 3 | Label informasi produk FMC terlihat jelas dan mudah dipahami |  |  |  |  |  |
| 4 | Produk yang dihasilkan FMC terjamin kualitas produknya. |  |  |  |  |  |
| 5 | Produk yang dihasilkan FMC tersedia berbagai jenis, ukuran dan komposisi. |  |  |  |  |  |
| 6 | Produk yang dihasilkan FMC terjaga dan dijamin keasliannya |  |  |  |  |  |

##### **VARIABEL PERSEPSI HARGA (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | PERNYATAAN | JAWABAN | | | | |
| SS | S | CS | TS | STS |
| 1 | Harga produk FMC murah dan terjangkau di kalangan petani |  |  |  |  |  |
| 2 | Harga produk FMC mampu bersaing pada pasar produk fungisida |  |  |  |  |  |
| 3 | Harga produk FMC sebanding dengan kualitas produk yang ditawarkan |  |  |  |  |  |
| 4 | Bagi pelanggan FMC jika membeli dalam partai besar memberikan potongan harga menarik |  |  |  |  |  |
| 5 | Bagi pelanggan setia FMC jika membeli produk tertentu diberikan hadiah yang menarik |  |  |  |  |  |
| 6 | Tersedia transaksi offline dan online bagi pembelian langsung maupun online |  |  |  |  |  |

**VARIABEL PROMOSI (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | PERNYATAAN | JAWABAN | | | | |
| SS | S | CS | TS | STS |
| 1 | FMC menawarkan penjualan tatap muka (*personal selling*) untuk mempromosikan produknya |  |  |  |  |  |
| 2 | FMC menawarkan promosi melalui tender pengadaan produk pada suatu event tertentu. |  |  |  |  |  |
| 3 | FMC melakukan penawaran produk khusus bagi pelanggan potensial |  |  |  |  |  |
| 4 | FMC melakukan layanan khusus bagi pembeli yang memiliki *member chart* |  |  |  |  |  |
| 5 | FMC menawarkan kerjasama program pertanian dalam mempromosikan produknya. |  |  |  |  |  |
| 6 | FMC bekerjasama dengan GAPOKTAN dalam mempromosikan produknya. |  |  |  |  |  |

**VARIABEL KEPUTUSAN PEMBELIAN (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | PERNYATAAN | JAWABAN | | | | |
| SS | S | CS | TS | STS |
| 1 | Saya membeli produk FMC karena mengetahui manfaat produknya |  |  |  |  |  |
| 2 | Saya membutuhkan produk FMC karena sesuai dengan kebutuhan lahan pertanian |  |  |  |  |  |
| 3 | Saya percaya produk FMC sehingga tetap terjaga kualitasnya |  |  |  |  |  |
| 4 | Saya yakin akan melakukan pembelian ulang produk FMC |  |  |  |  |  |
| 5 | Saya memberikan informasi positif tentang produk FMC kepada orang lain |  |  |  |  |  |
| 6 | Saya merekomendasikan produk FMC kepada orang lain |  |  |  |  |  |

**Lampiran 2**

### REKAPITULASI KARAKTERISTIK SAMPEL PENELITIAN

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No | Jenis Kelamin | Usia | Status | Pendidikan Terakhir | Lama Berlangganan |
| 1 | Laki-laki | 40-49 Tahun | Kawin | SMA | 1-5 Tahun |
| 2 | Laki-laki | 20-29 Tahun | Belum Kawin | SMA | 1-5 Tahun |
| 3 | Laki-laki | 50-59 Tahun | Kawin | SD | 6-10 Tahun |
| 4 | Laki-laki | 20-29 Tahun | Kawin | SMA | 1-5 Tahun |
| 5 | Laki-laki | 40-49 Tahun | Kawin | SMA | 6-10 Tahun |
| 6 | Laki-laki | 20-29 Tahun | Belum Kawin | SMA | 1-5 Tahun |
| 7 | Laki-laki | 30-39 Tahun | Kawin | SMA | 1-5 Tahun |
| 8 | Laki-laki | 40-49 Tahun | Kawin | SMP | 1-5 Tahun |
| 9 | Laki-laki | 20-29 Tahun | Belum Kawin | SMA | < 1 Tahun |
| 10 | Perempuan | 20-29 Tahun | Kawin | SMA | 1-5 Tahun |
| 11 | Laki-laki | 40-49 Tahun | Kawin | SMA | > 10 Tahun |
| 12 | Laki-laki | 50-59 Tahun | Kawin | SD | > 10 Tahun |
| 13 | Laki-laki | 50-59 Tahun | Kawin | SD | 6-10 Tahun |
| 14 | Laki-laki | > 60 Tahun | Kawin | Tidak Sekolah | 6-10 Tahun |
| 15 | Laki-laki | 20-29 Tahun | Belum Kawin | SMA | 1-5 Tahun |
| 16 | Laki-laki | 40-49 Tahun | Kawin | SMA | 1-5 Tahun |
| 17 | Perempuan | 20-29 Tahun | Kawin | SMA | 1-5 Tahun |
| 18 | Laki-laki | 40-49 Tahun | Kawin | SMA | 6-10 Tahun |
| 19 | Perempuan | 20-29 Tahun | Belum Kawin | SMA | 1-5 Tahun |
| 20 | Laki-laki | 40-49 Tahun | Kawin | SMA | 6-10 Tahun |
| 21 | Laki-laki | 30-39 Tahun | Kawin | SMA | 6-10 Tahun |
| 22 | Laki-laki | 50-59 Tahun | Kawin | SD | 6-10 Tahun |
| 23 | Laki-laki | 30-39 Tahun | Kawin | SMA | 6-10 Tahun |
| 24 | Laki-laki | 30-39 Tahun | Kawin | SMA | 1-5 Tahun |
| 25 | Laki-laki | 30-39 Tahun | Kawin | SMA | 6-10 Tahun |
| 26 | Laki-laki | 40-49 Tahun | Kawin | SD | > 10 Tahun |
| 27 | Laki-laki | 50-59 Tahun | Kawin | SMP | 6-10 Tahun |
| 28 | Laki-laki | 30-39 Tahun | Kawin | SMA | 1-5 Tahun |
| 29 | Laki-laki | 30-39 Tahun | Kawin | SMA | 1-5 Tahun |
| 30 | Laki-laki | 30-39 Tahun | Kawin | SMA | 1-5 Tahun |
| 31 | Laki-laki | 40-49 Tahun | Kawin | SMA | 6-10 Tahun |
| 32 | Laki-laki | 40-49 Tahun | Kawin | SMA | 1-5 Tahun |
| 33 | Laki-laki | 40-49 Tahun | Kawin | SMA | 1-5 Tahun |
| 34 | Laki-laki | 40-49 Tahun | Kawin | SMA | 1-5 Tahun |
| 35 | Laki-laki | 40-49 Tahun | Kawin | SMA | < 1 Tahun |
| 36 | Laki-laki | 40-49 Tahun | Kawin | SMA | > 10 Tahun |
| 37 | Laki-laki | 30-39 Tahun | Kawin | SMA | 1-5 Tahun |
| 38 | Perempuan | 30-39 Tahun | Belum Kawin | SMA | < 1 Tahun |
| 39 | Perempuan | 20-29 Tahun | Belum Kawin | SMA | < 1 Tahun |
| 40 | Laki-laki | 40-49 Tahun | Kawin | SMA | 6-10 Tahun |
| 41 | Laki-laki | 50-59 Tahun | Kawin | SMP | 6-10 Tahun |
| 42 | Laki-laki | 40-49 Tahun | Kawin | SMA | 6-10 Tahun |
| 43 | Laki-laki | 40-49 Tahun | Kawin | SMA | 6-10 Tahun |
| 44 | Laki-laki | 50-59 Tahun | Kawin | SD | 6-10 Tahun |
| 45 | Laki-laki | 50-59 Tahun | Kawin | SD | 6-10 Tahun |
| 46 | Laki-laki | 40-49 Tahun | Kawin | SMA | 6-10 Tahun |
| 47 | Laki-laki | > 60 Tahun | Kawin | Tidak Sekolah | > 10 Tahun |
| 48 | Laki-laki | > 60 Tahun | Kawin | Tidak Sekolah | > 10 Tahun |
| 49 | Laki-laki | > 60 Tahun | Kawin | Tidak Sekolah | 6-10 Tahun |
| 50 | Laki-laki | > 60 Tahun | Kawin | Tidak Sekolah | 6-10 Tahun |
| 51 | Laki-laki | 50-59 Tahun | Kawin | SD | 6-10 Tahun |
| 52 | Perempuan | 20-29 Tahun | Belum Kawin | SMA | < 1 Tahun |
| 53 | Laki-laki | 50-59 Tahun | Kawin | SMA | 6-10 Tahun |
| 54 | Laki-laki | 40-49 Tahun | Kawin | S1 | 6-10 Tahun |
| 55 | Laki-laki | > 60 Tahun | Kawin | Tidak Sekolah | > 10 Tahun |
| 56 | Laki-laki | 40-49 Tahun | Kawin | SMA | 6-10 Tahun |
| 57 | Perempuan | 20-29 Tahun | Belum Kawin | SMA | 1-5 Tahun |
| 58 | Laki-laki | 40-49 Tahun | Kawin | SMA | > 10 Tahun |
| 59 | Laki-laki | 50-59 Tahun | Kawin | SD | 6-10 Tahun |
| 60 | Laki-laki | 40-49 Tahun | Kawin | SMA | 6-10 Tahun |
| 61 | Laki-laki | 40-49 Tahun | Kawin | SD | > 10 Tahun |
| 62 | Laki-laki | > 60 Tahun | Kawin | SD | 6-10 Tahun |
| 63 | Laki-laki | 50-59 Tahun | Kawin | SMP | 6-10 Tahun |
| 64 | Laki-laki | 40-49 Tahun | Kawin | S1 | 6-10 Tahun |
| 65 | Laki-laki | > 60 Tahun | Kawin | Tidak Sekolah | > 10 Tahun |
| 66 | Laki-laki | > 60 Tahun | Kawin | Tidak Sekolah | > 10 Tahun |
| 67 | Laki-laki | 50-59 Tahun | Kawin | SMP | 6-10 Tahun |
| 68 | Perempuan | 20-29 Tahun | Belum Kawin | SMA | < 1 Tahun |
| 69 | Laki-laki | 40-49 Tahun | Kawin | SMA | 6-10 Tahun |
| 70 | Laki-laki | 40-49 Tahun | Kawin | SMA | 1-5 Tahun |

**Lampiran 3**

### DATA SCORING INSTRUMENTAL PENELITIAN

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | 1 | 2 | 3 | 4 | 5 | 6 |  | 1 | 2 | 3 | 4 | 5 | 6 |  | 1 | 2 | 3 | 4 | 5 | 6 |  | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 2 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 4 | 4 | 3 | 3 | 4 | 5 | 23 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 3 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 5 | 4 | 4 | 5 | 4 | 26 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 5 | 4 | 4 | 4 | 5 | 5 | 27 | 5 | 5 | 4 | 5 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 6 | 4 | 4 | 5 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 7 | 4 | 3 | 4 | 3 | 3 | 4 | 21 | 4 | 3 | 4 | 3 | 3 | 3 | 20 | 4 | 4 | 4 | 4 | 3 | 3 | 22 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 8 | 4 | 4 | 5 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 3 | 5 | 5 | 5 | 5 | 28 | 5 | 5 | 5 | 5 | 3 | 5 | 28 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 11 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 12 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 3 | 3 | 4 | 4 | 22 | 4 | 4 | 3 | 4 | 3 | 4 | 22 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 13 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 5 | 4 | 4 | 5 | 4 | 4 | 26 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 14 | 4 | 5 | 4 | 4 | 4 | 5 | 26 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 17 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 4 | 3 | 5 | 4 | 4 | 4 | 24 |
| 18 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 3 | 3 | 4 | 3 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 19 | 4 | 3 | 3 | 3 | 3 | 4 | 20 | 4 | 3 | 3 | 4 | 3 | 3 | 20 | 3 | 4 | 4 | 4 | 3 | 3 | 21 | 4 | 4 | 4 | 3 | 5 | 4 | 24 |
| 20 | 4 | 4 | 5 | 5 | 4 | 5 | 27 | 5 | 5 | 4 | 5 | 4 | 5 | 28 | 4 | 4 | 4 | 5 | 4 | 5 | 26 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |

**Lampiran 4**

### HASIL UJICOBA INSTRUMENTAL PENELITIAN

### Hasil Uji Validitas Variabel Kualitas Produk (X1)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X1\_1 | X1\_2 | X1\_3 | X1\_4 | X1\_5 | X1\_6 | TOT\_X1 |
| X1\_1 | Pearson Correlation | 1 | .593\*\* | .404 | .456\* | .559\* | .452\* | .696\*\* |
| Sig. (2-tailed) |  | .006 | .077 | .043 | .010 | .045 | .001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X1\_2 | Pearson Correlation | .593\*\* | 1 | .568\*\* | .577\*\* | .707\*\* | .636\*\* | .861\*\* |
| Sig. (2-tailed) | .006 |  | .009 | .008 | .000 | .003 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X1\_3 | Pearson Correlation | .404 | .568\*\* | 1 | .656\*\* | .602\*\* | .487\* | .786\*\* |
| Sig. (2-tailed) | .077 | .009 |  | .002 | .005 | .029 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X1\_4 | Pearson Correlation | .456\* | .577\*\* | .656\*\* | 1 | .816\*\* | .550\* | .847\*\* |
| Sig. (2-tailed) | .043 | .008 | .002 |  | .000 | .012 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X1\_5 | Pearson Correlation | .559\* | .707\*\* | .602\*\* | .816\*\* | 1 | .449\* | .857\*\* |
| Sig. (2-tailed) | .010 | .000 | .005 | .000 |  | .047 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X1\_6 | Pearson Correlation | .452\* | .636\*\* | .487\* | .550\* | .449\* | 1 | .748\*\* |
| Sig. (2-tailed) | .045 | .003 | .029 | .012 | .047 |  | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| TOT\_X1 | Pearson Correlation | .696\*\* | .861\*\* | .786\*\* | .847\*\* | .857\*\* | .748\*\* | 1 |
| Sig. (2-tailed) | .001 | .000 | .000 | .000 | .000 | .000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

### Hasil Uji Validitas Variabel Persepsi Harga (X2)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X2\_1 | X2\_2 | X2\_3 | X2\_4 | X2\_5 | X2\_6 | TOT\_X2 |
| X2\_1 | Pearson Correlation | 1 | .526\* | .511\* | .508\* | .444\* | .564\*\* | .796\*\* |
| Sig. (2-tailed) |  | .017 | .021 | .022 | .050 | .010 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X2\_2 | Pearson Correlation | .526\* | 1 | .170 | .414 | .378 | .532\* | .670\*\* |
| Sig. (2-tailed) | .017 |  | .472 | .069 | .101 | .016 | .001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X2\_3 | Pearson Correlation | .511\* | .170 | 1 | .536\* | .503\* | .490\* | .714\*\* |
| Sig. (2-tailed) | .021 | .472 |  | .015 | .024 | .028 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X2\_4 | Pearson Correlation | .508\* | .414 | .536\* | 1 | .477\* | .370 | .739\*\* |
| Sig. (2-tailed) | .022 | .069 | .015 |  | .034 | .108 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X2\_5 | Pearson Correlation | .444\* | .378 | .503\* | .477\* | 1 | .738\*\* | .771\*\* |
| Sig. (2-tailed) | .050 | .101 | .024 | .034 |  | .000 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X2\_6 | Pearson Correlation | .564\*\* | .532\* | .490\* | .370 | .738\*\* | 1 | .818\*\* |
| Sig. (2-tailed) | .010 | .016 | .028 | .108 | .000 |  | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| TOT\_X2 | Pearson Correlation | .796\*\* | .670\*\* | .714\*\* | .739\*\* | .771\*\* | .818\*\* | 1 |
| Sig. (2-tailed) | .000 | .001 | .000 | .000 | .000 | .000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

### Hasil Uji Validitas Variabel Promosi (X3)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X3\_1 | X3\_2 | X3\_3 | X3\_4 | X3\_5 | X3\_6 | TOT\_X3 |
| X3\_1 | Pearson Correlation | 1 | .483\* | .415 | .689\*\* | .207 | .655\*\* | .801\*\* |
| Sig. (2-tailed) |  | .031 | .069 | .001 | .381 | .002 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X3\_2 | Pearson Correlation | .483\* | 1 | .415 | .486\* | .207 | .483\* | .717\*\* |
| Sig. (2-tailed) | .031 |  | .069 | .030 | .381 | .031 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X3\_3 | Pearson Correlation | .415 | .415 | 1 | .488\* | .208 | .415 | .660\*\* |
| Sig. (2-tailed) | .069 | .069 |  | .029 | .380 | .069 | .002 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X3\_4 | Pearson Correlation | .689\*\* | .486\* | .488\* | 1 | .122 | .689\*\* | .793\*\* |
| Sig. (2-tailed) | .001 | .030 | .029 |  | .610 | .001 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X3\_5 | Pearson Correlation | .207 | .207 | .208 | .122 | 1 | .379 | .506\* |
| Sig. (2-tailed) | .381 | .381 | .380 | .610 |  | .099 | .023 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| X3\_6 | Pearson Correlation | .655\*\* | .483\* | .415 | .689\*\* | .379 | 1 | .843\*\* |
| Sig. (2-tailed) | .002 | .031 | .069 | .001 | .099 |  | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| TOT\_X3 | Pearson Correlation | .801\*\* | .717\*\* | .660\*\* | .793\*\* | .506\* | .843\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .002 | .000 | .023 | .000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

### Hasil Uji Validitas Variabel Keputusan Pembelian(Y)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | Y\_1 | Y\_2 | Y\_3 | Y\_4 | Y\_5 | Y\_6 | TOT\_Y |
| Y\_1 | Pearson Correlation | 1 | .480\* | .369 | .435 | .487\* | .218 | .704\*\* |
| Sig. (2-tailed) |  | .032 | .110 | .055 | .030 | .355 | .001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Y\_2 | Pearson Correlation | .480\* | 1 | .089 | .319 | .503\* | .629\*\* | .687\*\* |
| Sig. (2-tailed) | .032 |  | .710 | .171 | .024 | .003 | .001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Y\_3 | Pearson Correlation | .369 | .089 | 1 | .620\*\* | .435 | .211 | .682\*\* |
| Sig. (2-tailed) | .110 | .710 |  | .004 | .055 | .371 | .001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Y\_4 | Pearson Correlation | .435 | .319 | .620\*\* | 1 | .396 | .419 | .756\*\* |
| Sig. (2-tailed) | .055 | .171 | .004 |  | .084 | .066 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Y\_5 | Pearson Correlation | .487\* | .503\* | .435 | .396 | 1 | .300 | .765\*\* |
| Sig. (2-tailed) | .030 | .024 | .055 | .084 |  | .199 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Y\_6 | Pearson Correlation | .218 | .629\*\* | .211 | .419 | .300 | 1 | .617\*\* |
| Sig. (2-tailed) | .355 | .003 | .371 | .066 | .199 |  | .004 |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| TOT\_Y | Pearson Correlation | .704\*\* | .687\*\* | .682\*\* | .756\*\* | .765\*\* | .617\*\* | 1 |
| Sig. (2-tailed) | .001 | .001 | .001 | .000 | .000 | .004 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

Hasil Uji Reliabilitas Variabel Kualitas Produk (X1)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .884 | 6 |

Hasil Uji Reliabilitas Variabel Persepsi Harga (X2)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .844 | 6 |

Hasil Uji Reliabilitas Variabel Promosi (X3)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .812 | 6 |

Hasil Uji Reliabilitas Variabel Keputusan Pembelian (Y)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .791 | 6 |

**Lampiran 5**

### DATA SCORING 70 RESPONDEN

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | 1 | 2 | 3 | 4 | 5 | 6 | Σ | 1 | 2 | 3 | 4 | 5 | 6 | Σ | 1 | 2 | 3 | 4 | 5 | 6 | Σ | 1 | 2 | 3 | 4 | 5 | 6 | Σ |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 4 | 4 | 4 | 4 | 21 |
| 2 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 5 | 4 | 4 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 4 | 5 | 4 | 5 | 4 | 26 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 26 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 5 | 3 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 6 | 4 | 5 | 5 | 4 | 5 | 5 | 28 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 5 | 4 | 5 | 4 | 5 | 4 | 23 |
| 8 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 9 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 5 | 5 | 22 |
| 10 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 5 | 4 | 4 | 4 | 5 | 5 | 27 | 5 | 5 | 4 | 5 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 5 | 4 | 24 |
| 11 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 5 | 5 | 4 | 5 | 4 | 4 | 27 | 4 | 5 | 5 | 4 | 5 | 4 | 23 |
| 12 | 4 | 4 | 5 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 5 | 4 | 4 | 4 | 21 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 5 | 4 | 4 | 5 | 4 | 4 | 26 | 5 | 4 | 5 | 4 | 4 | 4 | 22 |
| 14 | 4 | 4 | 5 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 5 | 4 | 22 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 4 | 4 | 4 | 5 | 4 | 5 | 26 | 5 | 4 | 5 | 4 | 4 | 5 | 22 |
| 16 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 5 | 4 | 22 |
| 17 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 5 | 4 | 22 |
| 18 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 4 | 4 | 21 |
| 19 | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 4 | 3 | 4 | 3 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 4 | 5 | 5 | 5 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 21 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 5 | 4 | 4 | 5 | 4 | 4 | 26 | 5 | 4 | 5 | 4 | 5 | 4 | 23 |
| 22 | 4 | 5 | 4 | 4 | 4 | 5 | 26 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 5 | 5 | 4 | 4 | 5 | 5 | 23 |
| 24 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 3 | 4 | 3 | 4 | 4 | 22 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 4 | 4 | 19 |
| 26 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 3 | 3 | 4 | 3 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 5 | 4 | 4 | 4 | 22 |
| 27 | 4 | 4 | 3 | 4 | 3 | 4 | 22 | 3 | 3 | 3 | 3 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 4 | 4 | 19 |
| 28 | 3 | 3 | 3 | 4 | 4 | 4 | 21 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 4 | 3 | 4 | 4 | 3 | 3 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 29 | 4 | 4 | 5 | 5 | 4 | 5 | 27 | 5 | 5 | 4 | 5 | 4 | 5 | 28 | 4 | 4 | 4 | 5 | 4 | 5 | 26 | 4 | 4 | 5 | 4 | 4 | 5 | 21 |
| 30 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 3 | 3 | 4 | 4 | 3 | 4 | 21 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 3 | 4 | 4 | 4 | 4 | 19 |
| 31 | 4 | 4 | 4 | 5 | 4 | 5 | 26 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 4 | 4 | 21 |
| 32 | 3 | 4 | 3 | 4 | 3 | 4 | 21 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 4 | 3 | 4 | 4 | 3 | 4 | 22 | 4 | 3 | 4 | 4 | 4 | 4 | 19 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 4 | 4 | 19 |
| 34 | 3 | 4 | 3 | 4 | 4 | 4 | 22 | 4 | 3 | 3 | 3 | 4 | 4 | 21 | 4 | 3 | 4 | 4 | 3 | 3 | 21 | 4 | 3 | 4 | 4 | 4 | 3 | 19 |
| 35 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 4 | 3 | 4 | 4 | 3 | 4 | 22 | 4 | 3 | 4 | 3 | 4 | 4 | 18 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 5 | 4 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 5 | 4 | 5 | 4 | 4 | 4 | 22 |
| 37 | 4 | 4 | 4 | 4 | 5 | 5 | 26 | 4 | 5 | 4 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 5 | 4 | 5 | 26 | 5 | 4 | 5 | 4 | 4 | 4 | 22 |
| 38 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 3 | 3 | 4 | 3 | 3 | 4 | 20 | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 3 | 4 | 4 | 4 | 4 | 4 | 19 |
| 39 | 4 | 4 | 3 | 3 | 4 | 4 | 22 | 3 | 3 | 3 | 4 | 3 | 4 | 20 | 3 | 3 | 4 | 4 | 3 | 4 | 21 | 4 | 3 | 4 | 3 | 4 | 4 | 18 |
| 40 | 3 | 3 | 4 | 3 | 3 | 4 | 20 | 4 | 3 | 3 | 4 | 3 | 4 | 21 | 3 | 3 | 3 | 4 | 3 | 4 | 20 | 4 | 3 | 4 | 3 | 4 | 4 | 18 |
| 41 | 3 | 4 | 3 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 3 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 42 | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 3 | 3 | 4 | 3 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 43 | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 3 | 3 | 4 | 3 | 4 | 4 | 21 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 3 | 4 | 4 | 4 | 4 | 19 |
| 44 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 2 | 3 | 3 | 4 | 4 | 4 | 20 | 3 | 4 | 3 | 3 | 3 | 4 | 20 | 3 | 3 | 3 | 4 | 4 | 4 | 21 | 3 | 3 | 4 | 4 | 4 | 4 | 18 |
| 46 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 3 | 4 | 4 | 20 |
| 47 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 5 | 5 | 4 | 4 | 26 | 4 | 5 | 5 | 5 | 4 | 5 | 23 |
| 48 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 5 | 5 | 4 | 4 | 5 | 5 | 28 | 4 | 4 | 4 | 5 | 5 | 5 | 27 | 5 | 4 | 5 | 5 | 5 | 5 | 24 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 5 | 4 | 5 | 5 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 50 | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 4 | 4 | 5 | 4 | 4 | 5 | 21 |
| 51 | 4 | 4 | 3 | 3 | 3 | 4 | 21 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 3 | 4 | 3 | 3 | 3 | 3 | 19 | 4 | 3 | 4 | 4 | 4 | 4 | 19 |
| 52 | 3 | 3 | 4 | 3 | 3 | 4 | 20 | 3 | 3 | 3 | 3 | 4 | 3 | 19 | 3 | 3 | 3 | 4 | 4 | 4 | 21 | 4 | 3 | 4 | 3 | 4 | 4 | 18 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 3 | 3 | 4 | 4 | 3 | 4 | 21 | 4 | 3 | 5 | 4 | 4 | 4 | 20 |
| 54 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 5 | 5 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 5 | 5 | 21 |
| 55 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 5 | 5 | 4 | 4 | 27 | 4 | 4 | 5 | 4 | 4 | 4 | 21 |
| 56 | 5 | 5 | 4 | 4 | 4 | 4 | 26 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 5 | 4 | 4 | 4 | 5 | 5 | 22 |
| 57 | 3 | 4 | 3 | 3 | 3 | 4 | 20 | 4 | 3 | 3 | 3 | 3 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 4 | 4 | 19 |
| 58 | 4 | 4 | 5 | 4 | 4 | 5 | 26 | 4 | 5 | 4 | 4 | 4 | 5 | 26 | 5 | 5 | 4 | 4 | 4 | 4 | 26 | 5 | 5 | 4 | 4 | 5 | 5 | 23 |
| 59 | 3 | 4 | 3 | 3 | 4 | 4 | 21 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 3 | 3 | 3 | 4 | 4 | 4 | 21 | 4 | 3 | 4 | 4 | 4 | 4 | 19 |
| 60 | 4 | 4 | 4 | 5 | 5 | 5 | 27 | 5 | 5 | 4 | 4 | 5 | 5 | 28 | 5 | 4 | 4 | 5 | 4 | 5 | 27 | 5 | 5 | 5 | 4 | 4 | 5 | 23 |
| 61 | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 5 | 4 | 5 | 5 | 4 | 4 | 27 | 4 | 5 | 5 | 5 | 4 | 5 | 23 |
| 62 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 3 | 3 | 4 | 3 | 3 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 63 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 5 | 4 | 5 | 5 | 4 | 5 | 28 | 4 | 5 | 5 | 5 | 4 | 5 | 23 |
| 64 | 4 | 4 | 5 | 5 | 5 | 5 | 28 | 5 | 5 | 4 | 4 | 4 | 5 | 27 | 5 | 4 | 5 | 5 | 4 | 4 | 27 | 4 | 5 | 5 | 5 | 5 | 5 | 24 |
| 65 | 5 | 4 | 4 | 5 | 5 | 5 | 28 | 5 | 5 | 4 | 4 | 5 | 5 | 28 | 5 | 5 | 4 | 5 | 4 | 4 | 27 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 66 | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 5 | 4 | 4 | 5 | 4 | 5 | 27 | 4 | 4 | 5 | 5 | 4 | 5 | 22 |
| 67 | 4 | 3 | 3 | 3 | 3 | 4 | 20 | 4 | 3 | 4 | 3 | 4 | 4 | 22 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 4 | 3 | 4 | 3 | 4 | 4 | 18 |
| 68 | 4 | 3 | 4 | 3 | 4 | 4 | 22 | 3 | 3 | 3 | 3 | 3 | 4 | 19 | 3 | 4 | 4 | 4 | 3 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 69 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 3 | 5 | 4 | 5 | 4 | 25 | 4 | 4 | 5 | 4 | 4 | 4 | 21 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 5 | 4 | 4 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |

**Lampiran 6**

### HASIL UJI KARAKTERISTIK RESPONDEN

**Frequencies**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | |
|  | | Jenis Kelamin | Usia Responden | Status Perkawinan | Pendidikan Terakhir | Lama Berlangganan |
| N | Valid | 70 | 70 | 70 | 70 | 70 |
| Missing | 0 | 0 | 0 | 0 | 0 |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis Kelamin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-laki | 62 | 88.57 | 88.57 | 88.57 |
| Perempuan | 8 | 11.43 | 11.43 | 100.00 |
| Total | 70 | 100.00 | 100.00 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Usia Responden** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 20-29 Tahun | 12 | 17.14 | 17.14 | 17.14 |
| 30-39 Tahun | 10 | 14.29 | 14.29 | 31.43 |
| 40-49 Tahun | 27 | 38.57 | 38.57 | 70.00 |
| 50-59 Tahun | 12 | 17.14 | 17.14 | 87.14 |
| > 60 Tahun | 9 | 12.86 | 12.86 | 100.00 |
| Total | 70 | 100.00 | 100.00 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Status Perkawinan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Belum Kawin | 10 | 14.29 | 14.29 | 14.29 |
| Kawin | 60 | 85.71 | 85.71 | 100.00 |
| Total | 70 | 100.00 | 100.00 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pendidikan Terakhir** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Sekolah | 8 | 11.43 | 11.43 | 11.43 |
| SD | 11 | 15.71 | 15.71 | 27.14 |
| SMP | 5 | 7.14 | 7.14 | 34.29 |
| SMA | 44 | 62.86 | 62.86 | 97.14 |
| S1 | 2 | 2.86 | 2.86 | 100.00 |
| Total | 70 | 100.00 | 100.00 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Lama Berlangganan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < 1 Tahun | 6 | 8.57 | 8.57 | 8.57 |
| 1-5 Tahun | 21 | 30.00 | 30.00 | 38.57 |
| 6-10 Tahun | 32 | 45.71 | 45.71 | 84.29 |
| > 10 Tahun | 11 | 15.71 | 15.71 | 100.00 |
| Total | 70 | 100.00 | 100.00 |  |

**Lampiran 7**

HASIL UJI ASUMSI KLASIK

**Hasil Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 70 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.04984683 |
| Most Extreme Differences | Absolute | .069 |
| Positive | .069 |
| Negative | -.041 |
| Kolmogorov-Smirnov Z | | .574 |
| Asymp. Sig. (2-tailed) | | .897 |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |

**Hasil Uji Multikolinearitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Promosi, Harga, Produkb | . | Enter |
| a. Dependent Variable: Keputusan Pembelian | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .791a | .626 | .609 | 1.073 |
| a. Predictors: (Constant), Promosi, Harga, Produk | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 127.321 | 3 | 42.440 | 36.832 | .000b |
| Residual | 76.050 | 66 | 1.152 |  |  |
| Total | 203.371 | 69 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Promosi, Harga, Produk | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 5.319 | 1.497 |  | 3.553 | .001 |  |  |
| Produk | .236 | .095 | .324 | 2.482 | .016 | .333 | 3.004 |
| Harga | .188 | .084 | .276 | 2.247 | .028 | .375 | 2.669 |
| Promosi | .213 | .087 | .275 | 2.434 | .018 | .444 | 2.253 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
| (Constant) | Produk | Harga | Promosi |
| 1 | 1 | 3.989 | 1.000 | .00 | .00 | .00 | .00 |
| 2 | .006 | 25.851 | .85 | .04 | .15 | .00 |
| 3 | .003 | 37.138 | .15 | .00 | .45 | .78 |
| 4 | .002 | 43.534 | .00 | .96 | .40 | .22 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Residuals Statisticsa** | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 18.01 | 23.15 | 20.74 | 1.358 | 70 |
| Residual | -2.115 | 2.607 | .000 | 1.050 | 70 |
| Std. Predicted Value | -2.013 | 1.775 | .000 | 1.000 | 70 |
| Std. Residual | -1.971 | 2.429 | .000 | .978 | 70 |
| a. Dependent Variable: Keputusan Pembelian | | | | | |

**Hasil Uji Heteroskedastisitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Promosi, Harga, Produkb | . | Enter |
| a. Dependent Variable: Abs\_Residual | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .326a | .107 | .066 | .615406 |
| a. Predictors: (Constant), Promosi, Harga, Produk | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2.979 | 3 | .993 | 2.622 | .058b |
| Residual | 24.996 | 66 | .379 |  |  |
| Total | 27.975 | 69 |  |  |  |
| a. Dependent Variable: Abs\_Residual | | | | | | |
| b. Predictors: (Constant), Promosi, Harga, Produk | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -1.343 | .858 |  | -1.565 | .122 |
| Produk | .066 | .054 | .243 | 1.207 | .232 |
| Harga | .029 | .048 | .116 | .609 | .544 |
| Promosi | -.006 | .050 | -.020 | -.113 | .911 |
| a. Dependent Variable: Abs\_Residual | | | | | | |

**Lampiran 8**

# HASIL UJI HIPOTESIS

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Promosi, Harga, Produkb | . | Enter |
| a. Dependent Variable: Keputusan Pembelian | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .791a | .626 | .609 | 1.073 |
| a. Predictors: (Constant), Promosi, Harga, Produk | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 127.321 | 3 | 42.440 | 36.832 | .000b |
| Residual | 76.050 | 66 | 1.152 |  |  |
| Total | 203.371 | 69 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Promosi, Harga, Produk | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.319 | 1.497 |  | 3.553 | .001 |
| Produk | .236 | .095 | .324 | 2.482 | .016 |
| Harga | .188 | .084 | .276 | 2.247 | .028 |
| Promosi | .213 | .087 | .275 | 2.434 | .018 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

**Lampiran 9**

**DISTRIBUSI NILAI rtabel SIGNIFIKANSI 5% DAN 1%**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| N | The Level of Significance | | N | The Level of Significance | |
| 5% | 1% | 5% | 1% |
| 3 | 0.997 | 0.999 | 36 | 0.329 | 0.424 |
| 4 | 0.950 | 0.990 | 37 | 0.325 | 0.418 |
| 5 | 0.878 | 0.959 | 38 | 0.320 | 0.413 |
| 6 | 0.811 | 0.917 | 39 | 0.316 | 0.408 |
| 7 | 0.754 | 0.874 | 40 | 0.312 | 0.403 |
| 8 | 0.707 | 0.834 | 41 | 0.308 | 0.398 |
| 9 | 0.666 | 0.798 | 42 | 0.304 | 0.393 |
| 10 | 0.632 | 0.765 | 43 | 0.301 | 0.389 |
| 11 | 0.602 | 0.735 | 44 | 0.297 | 0.384 |
| 12 | 0.576 | 0.708 | 45 | 0.294 | 0.380 |
| 13 | 0.553 | 0.684 | 46 | 0.291 | 0.376 |
| 14 | 0.532 | 0.661 | 47 | 0.288 | 0.372 |
| 15 | 0.514 | 0.641 | 48 | 0.284 | 0.368 |
| 16 | 0.497 | 0.623 | 49 | 0.281 | 0.364 |
| 17 | 0.482 | 0.606 | 50 | 0.279 | 0.361 |
| 18 | 0.468 | 0.590 | 51 | 0.276 | 0.359 |
| 19 | 0.456 | 0.575 | 52 | 0.273 | 0.355 |
| 20 | 0.444 | 0.561 | 53 | 0.271 | 0.351 |
| 21 | 0.433 | 0.549 | 54 | 0.268 | 0.349 |
| 22 | 0.432 | 0.537 | 55 | 0.266 | 0.345 |
| 23 | 0.413 | 0.526 | 56 | 0.263 | 0.341 |
| 24 | 0.404 | 0.515 | 57 | 0.261 | 0.339 |
| 25 | 0.396 | 0.505 | 58 | 0.259 | 0.336 |
| 26 | 0.388 | 0.496 | 59 | 0.256 | 0.332 |
| 27 | 0.381 | 0.487 | 60 | 0.254 | 0.330 |
| 28 | 0.374 | 0.478 | 65 | 0.244 | 0.317 |
| 29 | 0.367 | 0.470 | 70 | **0.235** | **0.306** |
| 30 | 0.361 | 0.463 | 75 | 0.227 | 0.296 |
| 31 | 0.355 | 0.456 | 80 | 0.220 | 0.286 |
| 32 | 0.349 | 0.449 | 85 | 0.213 | 0.278 |
| 33 | 0.344 | 0.442 | 90 | 0.207 | 0.267 |
| 34 | 0.339 | 0.436 | 95 | 0.202 | 0.263 |
| 35 | 0.334 | 0.430 | 100 | 0.195 | 0.256 |

**Distribusi Nilai ttabel**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| d.f | t0.10 | t0.05 | t0.025 | t0.01 | t0.005 |  | d.f | t0.10 | t0.05 | t0.025 | t0.01 | t0.005 |
| 1 | 3.078 | 6.314 | 12.71 | 31.82 | 63.66 |  | 61 | 1.296 | 1.671 | 2.000 | 2.390 | 2.659 |
| 2 | 1.886 | 2.920 | 4.303 | 6.965 | 9.925 |  | 62 | 1.296 | 1.671 | 1.999 | 2.389 | 2.659 |
| 3 | 1.638 | 2.353 | 3.182 | 4.541 | 5.841 |  | 63 | 1.296 | 1.670 | 1.999 | 2.389 | 2.658 |
| 4 | 1.533 | 2.132 | 2.776 | 3.747 | 4.604 |  | 64 | 1.296 | 1.670 | 1.999 | 2.388 | 2.657 |
| 5 | 1.476 | 2.015 | 2.571 | 3.365 | 4.032 |  | 65 | 1.296 | 1.670 | 1.998 | 2.388 | 2.657 |
| 6 | 1.440 | 1.943 | 2.447 | 3.143 | 3.707 |  | 66 | 1.295 | 1.670 | 1.998 | 2.387 | 2.656 |
| 7 | 1.415 | 1.895 | 2.365 | 2.998 | 3.499 |  | 67 | 1.295 | 1.670 | **1.998** | 2.387 | 2.655 |
| 8 | 1.397 | 1.860 | 2.306 | 2.896 | 3.355 |  | 68 | 1.295 | 1.670 | 1.997 | 2.386 | 2.655 |
| 9 | 1.383 | 1.833 | 2.262 | 2.821 | 3.250 |  | 69 | 1.295 | 1.669 | 1.997 | 2.386 | 2.654 |
| 10 | 1.372 | 1.812 | 2.228 | 2.764 | 3.169 |  | 70 | 1.295 | 1.669 | 1.997 | 2.385 | 2.653 |
| 11 | 1.363 | 1.796 | 2.201 | 2.718 | 3.106 |  | 71 | 1.295 | 1.669 | 1.996 | 2.385 | 2.653 |
| 12 | 1.356 | 1.782 | 2.179 | 2.681 | 3.055 |  | 72 | 1.295 | 1.669 | 1.996 | 2.384 | 2.652 |
| 13 | 1.350 | 1.771 | 2.160 | 2.650 | 3.012 |  | 73 | 1.295 | 1.669 | 1.996 | 2.384 | 2.651 |
| 14 | 1.345 | 1.761 | 2.145 | 2.624 | 2.977 |  | 74 | 1.295 | 1.668 | 1.995 | 2.383 | 2.651 |
| 15 | 1.341 | 1.753 | 2.131 | 2.602 | 2.947 |  | 75 | 1.295 | 1.668 | 1.995 | 2.383 | 2.650 |
| 16 | 1.337 | 1.746 | 2.120 | 2.583 | 2.921 |  | 76 | 1.294 | 1.668 | 1.995 | 2.382 | 2.649 |
| 17 | 1.333 | 1.740 | 2.110 | 2.567 | 2.898 |  | 77 | 1.294 | 1.668 | 1.994 | 2.382 | 2.649 |
| 18 | 1.330 | 1.734 | 2.101 | 2.552 | 2.878 |  | 78 | 1.294 | 1.668 | 1.994 | 2.381 | 2.648 |
| 19 | 1.328 | 1.729 | 2.093 | 2.539 | 2.861 |  | 79 | 1.294 | 1.668 | 1.994 | 2.381 | 2.647 |
| 20 | 1.325 | 1.725 | 2.086 | 2.528 | 2.845 |  | 80 | 1.294 | 1.667 | 1.993 | 2.380 | 2.647 |
| 21 | 1.323 | 1.721 | 2.080 | 2.518 | 2.831 |  | 81 | 1.294 | 1.667 | 1.993 | 2.380 | 2.646 |
| 22 | 1.321 | 1.717 | 2.074 | 2.508 | 2.819 |  | 82 | 1.294 | 1.667 | 1.993 | 2.379 | 2.645 |
| 23 | 1.319 | 1.714 | 2.069 | 2.500 | 2.807 |  | 83 | 1.294 | 1.667 | 1.992 | 2.379 | 2.645 |
| 24 | 1.318 | 1.711 | 2.064 | 2.492 | 2.797 |  | 84 | 1.294 | 1.667 | 1.992 | 2.378 | 2.644 |
| 25 | 1.316 | 1.708 | 2.060 | 2.485 | 2.787 |  | 85 | 1.294 | 1.666 | 1.992 | 2.378 | 2.643 |
| 26 | 1.315 | 1.706 | 2.056 | 2.479 | 2.779 |  | 86 | 1.293 | 1.666 | 1.991 | 2.377 | 2.643 |
| 27 | 1.314 | 1.703 | 2.052 | 2.473 | 2.771 |  | 87 | 1.293 | 1.666 | 1.991 | 2.377 | 2.642 |
| 28 | 1.313 | 1.701 | 2.048 | 2.467 | 2.763 |  | 88 | 1.293 | 1.666 | 1.991 | 2.376 | 2.641 |
| 29 | 1.311 | 1.699 | 2.045 | 2.462 | 2.756 |  | 89 | 1.293 | 1.666 | 1.990 | 2.376 | 2.641 |
| 30 | 1.310 | 1.697 | 2.042 | 2.457 | 2.750 |  | 90 | 1.293 | 1.666 | 1.990 | 2.375 | 2.640 |
| 31 | 1.309 | 1.696 | 2.040 | 2.453 | 2.744 |  | 91 | 1.293 | 1.665 | 1.990 | 2.374 | 2.639 |
| 32 | 1.309 | 1.694 | 2.037 | 2.449 | 2.738 |  | 92 | 1.293 | 1.665 | 1.989 | 2.374 | 2.639 |
| 33 | 1.308 | 1.692 | 2.035 | 2.445 | 2.733 |  | 93 | 1.293 | 1.665 | 1.989 | 2.373 | 2.638 |
| 34 | 1.307 | 1.691 | 2.032 | 2.441 | 2.728 |  | 94 | 1.293 | 1.665 | 1.989 | 2.373 | 2.637 |
| 35 | 1.306 | 1.690 | 2.030 | 2.438 | 2.724 |  | 95 | 1.293 | 1.665 | 1.988 | 2.372 | 2.637 |
| 36 | 1.306 | 1.688 | 2.028 | 2.434 | 2.719 |  | 96 | 1.292 | 1.664 | 1.988 | 2.372 | 2.636 |
| 37 | 1.305 | 1.687 | 2.026 | 2.431 | 2.715 |  | 97 | 1.292 | 1.664 | 1.988 | 2.371 | 2.635 |
| 38 | 1.304 | 1.686 | 2.024 | 2.429 | 2.712 |  | 98 | 1.292 | 1.664 | 1.987 | 2.371 | 2.635 |
| 39 | 1.304 | 1.685 | 2.023 | 2.426 | 2.708 |  | 99 | 1.292 | 1.664 | 1.987 | 2.370 | 2.634 |
| 40 | 1.303 | 1.684 | 2.021 | 2.423 | 2.704 |  | 100 | 1.292 | 1.664 | 1.987 | 2.370 | 2.633 |
| 41 | 1.303 | 1.683 | 2.020 | 2.421 | 2.701 |  | 101 | 1.292 | 1.663 | 1.986 | 2.369 | 2.633 |
| 42 | 1.302 | 1.682 | 2.018 | 2.418 | 2.698 |  | 102 | 1.292 | 1.663 | 1.986 | 2.369 | 2.632 |
| 43 | 1.302 | 1.681 | 2.017 | 2.416 | 2.695 |  | 103 | 1.292 | 1.663 | 1.986 | 2.368 | 2.631 |
| 44 | 1.301 | 1.680 | 2.015 | 2.414 | 2.692 |  | 104 | 1.292 | 1.663 | 1.985 | 2.368 | 2.631 |
| 45 | 1.301 | 1.679 | 2.014 | 2.412 | 2.690 |  | 105 | 1.292 | 1.663 | 1.985 | 2.367 | 2.630 |
| 46 | 1.300 | 1.679 | 2.013 | 2.410 | 2.687 |  | 106 | 1.291 | 1.663 | 1.985 | 2.367 | 2.629 |
| 47 | 1.300 | 1.678 | 2.012 | 2.408 | 2.685 |  | 107 | 1.291 | 1.662 | 1.984 | 2.366 | 2.629 |
| 48 | 1.299 | 1.677 | 2.011 | 2.407 | 2.682 |  | 108 | 1.291 | 1.662 | 1.984 | 2.366 | 2.628 |
| 49 | 1.299 | 1.677 | 2.010 | 2.405 | 2.680 |  | 109 | 1.291 | 1.662 | 1.984 | 2.365 | 2.627 |
| 50 | 1.299 | 1.676 | 2.009 | 2.403 | 2.678 |  | 110 | 1.291 | 1.662 | 1.983 | 2.365 | 2.627 |
| 51 | 1.298 | 1.675 | 2.008 | 2.402 | 2.676 |  | 111 | 1.291 | 1.662 | 1.983 | 2.364 | 2.626 |
| 52 | 1.298 | 1.675 | 2.007 | 2.400 | 2.674 |  | 112 | 1.291 | 1.661 | 1.983 | 2.364 | 2.625 |
| 53 | 1.298 | 1.674 | 2.006 | 2.399 | 2.672 |  | 113 | 1.291 | 1.661 | 1.982 | 2.363 | 2.625 |
| 54 | 1.297 | 1.674 | 2.005 | 2.397 | 2.670 |  | 114 | 1.291 | 1.661 | 1.982 | 2.363 | 2.624 |
| 55 | 1.297 | 1.673 | 2.004 | 2.396 | 2.668 |  | 115 | 1.291 | 1.661 | 1.982 | 2.362 | 2.623 |
| 56 | 1.297 | 1.673 | 2.003 | 2.395 | 2.667 |  | 116 | 1.290 | 1.661 | 1.981 | 2.362 | 2.623 |
| 57 | 1.297 | 1.672 | 2.002 | 2.394 | 2.665 |  | 117 | 1.290 | 1.661 | 1.981 | 2.361 | 2.622 |
| 58 | 1.296 | 1.672 | 2.002 | 2.392 | 2.663 |  | 118 | 1.290 | 1.660 | 1.981 | 2.361 | 2.621 |
| 59 | 1.296 | 1.671 | 2.001 | 2.391 | 2.662 |  | 119 | 1.290 | 1.660 | 1.980 | 2.360 | 2.621 |
| 60 | 1.296 | 1.671 | 2.000 | 2.390 | 2.660 |  | 120 | 1.290 | 1.660 | 1.980 | 2.360 | 2.620 |

**Distribution Tabel Nilai F0,05**

# Lampiran 7

**Tabel Nilai Kritis F0,05**

**Degrees of freedom for Nominator**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Degrees of freedom for Denominator** |  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **12** | **15** | **20** | **24** | **30** | **40** | **60** | **120** | **∞** |
| **1** | 161 | 200 | 216 | 225 | 230 | 234 | 237 | 239 | 241 | 242 | 244 | 246 | 248 | 249 | 250 | 251 | 252 | 253 | 254 |
| **2** | 18,5 | 19,0 | 19,2 | 19,2 | 19,3 | 19,3 | 19,4 | 19,4 | 19,4 | 19,4 | 19,4 | 19,4 | 19,4 | 19,5 | 19,5 | 19,5 | 19,5 | 19,5 | 19,5 |
| **3** | 10,1 | 9,55 | 9,28 | 9,12 | 9,01 | 8,94 | 8,89 | 8,85 | 8,81 | 8,79 | 8,74 | 8,70 | 8,66 | 8,64 | 8,62 | 8,59 | 8,57 | 8,55 | 8,53 |
| **4** | 7,71 | 6,94 | 6,59 | 6,39 | 6,26 | 6,16 | 6,09 | 6,04 | 6,00 | 5,96 | 5,91 | 5,86 | 5,80 | 5,77 | 5,75 | 5,72 | 5,69 | 5,66 | 5,63 |
| **5** | 6,61 | 5,79 | 5,41 | 5,19 | 5,05 | 4,95 | 4,88 | 4,82 | 4,77 | 4,74 | 4,68 | 4,62 | 4,56 | 4,53 | 4,50 | 4,46 | 4,43 | 4,40 | 4,37 |
| **6** | 5,99 | 5,14 | 4,76 | 4,53 | 4,39 | 4,28 | 4,21 | 4,15 | 4,10 | 4,06 | 4,00 | 3,94 | 3,87 | 3,84 | 3,81 | 3,77 | 3,74 | 3,70 | 3,67 |
| **7** | 5,59 | 4,74 | 4,35 | 4,12 | 3,97 | 3,87 | 3,79 | 3,73 | 3,68 | 3,64 | 3,57 | 3,51 | 3,44 | 3,41 | 3,38 | 3,34 | 3,30 | 3,27 | 3,23 |
| **8** | 5,32 | 4,46 | 4,07 | 3,84 | 4,69 | 3,58 | 3,50 | 3,44 | 3,39 | 3,35 | 3,28 | 3,22 | 3,15 | 3,12 | 3,08 | 3,04 | 3,01 | 2,97 | 2,93 |
| **9** | 5,12 | 4,26 | 3,86 | 3,63 | 3,48 | 3,37 | 3,29 | 3,23 | 3,18 | 3,14 | 3,07 | 3,01 | 2,94 | 2,90 | 2,86 | 2,83 | 2,79 | 2,75 | 2,71 |
| **10** | 4,96 | 4,10 | 3,71 | 3,48 | 3,33 | 3,22 | 3,14 | 3,07 | 3,02 | 2,98 | 2,91 | 2,85 | 2,77 | 2,74 | 2,70 | 2,66 | 2,62 | 2,58 | 2,54 |
| **11** | 4,84 | 3,98 | 3,59 | 3,36 | 3,20 | 3,09 | 3,01 | 2,95 | 2,90 | 2,85 | 2,79 | 2,72 | 2,65 | 2,61 | 2,57 | 2,53 | 2,49 | 2,45 | 2,40 |
| **12** | 4,75 | 3,89 | 3,49 | 3,26 | 3,11 | 3,00 | 2,91 | 2,85 | 2,80 | 2,75 | 2,69 | 2,62 | 2,54 | 2,51 | 2,47 | 2,43 | 2,38 | 2,34 | 2,30 |
| **13** | 4,67 | 3,81 | 3,41 | 3,13 | 3,03 | 2,92 | 2,83 | 2,77 | 2,71 | 2,67 | 2,60 | 2,53 | 2,46 | 2,42 | 2,38 | 2,34 | 2,30 | 2,25 | 2,21 |
| **14** | 4,60 | 3,74 | 3,34 | 3,11 | 2,96 | 2,85 | 2,76 | 2,70 | 2,65 | 2,60 | 2,53 | 2,46 | 2,39 | 2,35 | 2,31 | 2,27 | 2,22 | 2,18 | 2,13 |
| **15** | 4,54 | 3,68 | 3,29 | 3,06 | 2,90 | 2,79 | 2,71 | 2,64 | 6,59 | 2,54 | 2,48 | 2,40 | 2,33 | 2,29 | 2,25 | 2,20 | 2,16 | 2,11 | 2,07 |
| **16** | 4,49 | 3,63 | 3,24 | 3,01 | 2,85 | 2,74 | 2,66 | 2,59 | 2,54 | 2,49 | 2,42 | 2,35 | 2,28 | 2,24 | 2,19 | 2,15 | 2,11 | 2,06 | 2,01 |
| **17** | 4,45 | 3,59 | 3,20 | 2,96 | 2,81 | 2,70 | 2,61 | 2,55 | 2,49 | 2,45 | 2,38 | 2,31 | 2,23 | 2,19 | 2,15 | 2,10 | 2,06 | 2,01 | 1,96 |
| **18** | 4,41 | 3,55 | 3,16 | 2,93 | 2,77 | 2,66 | 2,58 | 2,51 | 2,46 | 2,41 | 2,34 | 2,27 | 2,19 | 2,15 | 2,11 | 2,06 | 2,02 | 1,97 | 1,92 |
| **19** | 4,38 | 3,52 | 3,13 | 2,90 | 2,74 | 2,63 | 2,54 | 2,48 | 2,42 | 2,38 | 2,31 | 2,23 | 2,16 | 2,11 | 2,07 | 2,03 | 1,98 | 1,93 | 1,88 |
| **20** | 4,35 | 3,49 | 3,10 | 2,87 | 2,71 | 2,60 | 2,51 | 2,45 | 2,39 | 2,35 | 2,28 | 2,20 | 2,12 | 2,08 | 2,04 | 1,99 | 1,95 | 1,90 | 1,84 |
| **21** | 4,32 | 3,47 | 3,07 | 2,84 | 2,68 | 2,57 | 2,49 | 2,42 | 2,37 | 2,32 | 2,25 | 2,18 | 2,10 | 2,05 | 2,01 | 1,96 | 1,92 | 1,87 | 1,81 |
| **22** | 4,30 | 3,44 | 3,05 | 2,82 | 2,66 | 2,55 | 2,46 | 2,40 | 2,34 | 2,30 | 2,23 | 2,15 | 2,07 | 2,03 | 1,98 | 1,94 | 1,89 | 1,84 | 1,78 |
| **23** | 4,28 | 3,42 | 3,03 | 2,80 | 2,64 | 2,53 | 2,44 | 2,37 | 2,32 | 2,27 | 2,20 | 2,13 | 2,05 | 2,01 | 1,96 | 1,91 | 1,86 | 1,81 | 1,76 |
| **24** | 4,26 | 3,40 | 3,01 | 2,78 | 2,62 | 2,51 | 2,42 | 2,36 | 2,30 | 2,25 | 2,18 | 2,11 | 2,03 | 1,98 | 1,94 | 1,89 | 1,84 | 1,79 | 1,73 |
| **25** | 4,24 | 3,39 | 2,99 | 2,76 | 2,60 | 2,49 | 2,40 | 2,34 | 2,28 | 2,24 | 2,16 | 2,09 | 2,01 | 1,96 | 1,92 | 1,87 | 1,82 | 1,77 | 1,71 |
| **30** | 4,17 | 3,32 | 2,92 | 2,69 | 2,53 | 2,42 | 2,33 | 2,27 | 2,21 | 2,16 | 2,09 | 2,01 | 1,93 | 1,89 | 1,84 | 1,79 | 1,74 | 1,68 | 1,62 |
| **40** | 4,08 | 3,23 | 2,84 | 2,61 | 2,45 | 2,34 | 2,25 | 2,18 | 2,12 | 2,08 | 2,00 | 1,92 | 1,84 | 1,79 | 1,74 | 1,69 | 1,64 | 1,58 | 1,51 |
| **50** | 4,08 | 3,18 | 2,79 | 2,56 | 2,40 | 2,29 | 2,20 | 2,13 | 2,07 | 2,02 | 1,95 | 1,87 | 1,78 | 1,74 | 1,69 | 1.63 | 1,56 | 1,50 | 1,41 |
| **60** | 4,00 | 3,15 | 2,76 | 2,53 | 2,37 | 2,25 | 2,17 | 2,10 | 2,04 | 1,99 | 1,92 | 1,84 | 1,75 | 1,70 | 1,65 | 1,59 | 1,53 | 1,47 | 1,39 |
| **100** | 3,94 | 3,09 | 2,70 | 2,46 | 2,30 | 2,19 | 2,10 | 2,03 | 1,97 | 1,92 | 1,85 | 1,80 | 1,68 | 1,63 | 1,57 | 1,51 | 1,46 | 1,40 | 1,28 |
| **120** | 3,92 | 3,07 | 2,68 | 2,45 | 2,29 | 2,18 | 2,09 | 2,02 | 1,96 | 1,91 | 1,83 | 1,75 | 1,66 | 1,61 | 1,55 | 1,50 | 1,43 | 1,35 | 1,22 |
| **∞** | 3,84 | 3,00 | 2,60 | 2,37 | 2,21 | 2,10 | 2,01 | 1,94 | 1,88 | 1,83 | 1,75 | 1,67 | 1,57 | 1,52 | 1,46 | 1,39 | 1,32 | 1,22 | 1,00 |