

LAMPIRAN

Lampiran 1. Kuesioner

KUESIONER

Usia :

Jenis kelamin :

Penghasilan Anda rata-rata per bulan:

- a. < Rp 3.000.000
- b. Rp 3.000.000 – Rp 5.000.000
- c. Rp 6.000.000 – Rp 10.000.000
- d. > Rp 10.000.000

KETERANGAN:

SS = SANGAT SETUJU

S = SETUJU

TS = TIDAK SETUJU

STS = SANGAT TIDAK SETUJU

NO.	PERNYATAAN	SS (4)	S (3)	TS (2)	STS (1)
PRODUK					
1.	Kelengkapan ukuran yang tersedia, dari ukuran bayi, anak-anak, wanita, dan pria menjadikan Anda berbelanja di Sumber Jadi.				
2.	Banyaknya model sepatu-sandal yang ada pada sumber Jadi menjadikan Anda berbelanja di Sumber Jadi.				
3.	Menyediakan model sepatu-sandal yang selalu baru (up to date) menjadikan Anda berbelanja di Sumber Jadi.				
4.	Beragamnya merek sepatu-sandal di Sumber Jadi menjadikan Anda berbelanja di Sumber Jadi.				
5.	Adanya kelengkapan warna dalam setiap model sepatu-sandal menjadikan Anda berbelanja di Sumber Jadi.				
6.	Jumlah persediaan yang selalu dapat terpenuhi sesuai permintaan Anda menjadikan Anda berbelanja di Sumber Jadi.				
HARGA					
1.	Harga sepatu-sandal di Sumber Jadi cenderung lebih murah sehingga menjadikan Anda berbelanja				

	di Sumber Jadi.				
2.	Besarnya Diskon/potongan harga sepatu-sandal dalam pembelian dengan jumlah tertentu menjadikan Anda berbelanja di Sumber Jadi.				
LOKASI DAN SALURAN DISTRIBUSI					
1.	Lokasi Sumber Jadi yang mudah ditemukan dan strategis menjadikan Anda berbelanja di Sumber Jadi.				
2.	Tersedianya banyaknya sarana transportasi untuk menuju lokasi Sumber Jadi menjadikan Anda berbelanja di Sumber Jadi.				
3.	Tersedianya banyaknya akses sekitar lokasi Sumber Jadi (kereta api, pelabuhan, tol) menjadikan Anda berbelanja di Sumber Jadi.				
4.	Adanya pengiriman barang yang tepat (sesuai dengan permintaan) kepada konsumen menjadikan anda berbelanja di Sumber Jadi.				
5.	Kecepatan dalam pengiriman barang kepada konsumen menjadikan Anda berbelanja di Sumber Jadi.				
PROMOSI					
1.	Adanya pemberian hadiah setiap even tertentu (Lebaran, Natal) menjadikan Anda berbelanja di				

	Sumber Jadi.				
2.	Adanya pemberian hadiah setiap pembelian dalam jumlah tertentu menjadikan anda berbelanja di Sumber Jadi.				
3.	Adanya informasi dari mulut ke mulut (<i>word of mouth</i>) mengenai Sumber Jadi menjadikan Anda berbelanja di Sumber Jadi.				
KEPUTUSAN PEMBELIAN					
1.	Anda melakukan pembelian ulang sepatu-sandal pada Sumber Jadi.				

TERIMA KASIH ATAS KESEDIAAN WAKTUNYA.

Lampiran 2

Hasil Jawaban Responden

	X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	TOT_X1	X2_1	X2_2	TOT_X2	X3_1	X3_2	X3_3	X3_4	X3_5	TOT_X3	X4_1	X4_2	X4_3	TOT_X4	Y	TOT_Y
1	2	3	3	2	2	3	15	4	4	8	3	2	2	3	3	13	2	2	2	6	3	3
2	1	3	3	1	1	3	12	3	4	7	3	3	2	3	3	14	1	1	1	3	3	3
3	2	4	4	3	3	3	19	4	3	7	3	2	2	3	3	13	1	2	3	6	4	4
4	3	3	4	4	2	3	19	3	3	6	2	2	3	3	3	13	3	3	2	8	3	3
5	3	2	4	3	3	4	19	4	4	8	4	3	4	4	4	19	3	3	1	7	4	4
6	2	4	4	4	2	4	20	4	3	7	4	2	2	3	4	15	3	3	3	9	4	4
7	3	4	4	3	2	4	20	3	3	6	2	2	2	4	3	13	2	2	4	8	3	3
8	2	3	3	2	2	3	15	3	4	7	3	2	3	4	4	16	2	2	4	8	4	4
9	1	3	3	1	1	3	12	4	4	8	3	3	3	3	3	15	1	1	2	4	4	4
10	1	2	4	1	2	2	12	3	2	5	1	1	3	2	2	9	2	1	3	6	2	2
11	3	3	4	3	3	4	20	4	3	7	2	3	3	4	4	16	1	4	3	8	4	4
12	4	3	3	3	2	2	17	3	3	6	2	2	3	3	3	13	2	4	2	8	3	3
13	3	4	3	3	1	3	17	4	4	8	4	1	2	4	4	15	3	3	4	10	4	4
14	4	4	4	4	3	4	23	4	3	7	4	3	3	4	4	18	3	3	2	8	4	4
15	3	4	4	4	3	4	22	4	3	7	3	2	3	3	3	14	2	2	4	8	4	4
16	4	4	3	4	3	4	22	4	3	7	3	3	3	3	4	16	4	3	4	11	4	4
17	2	2	3	1	3	3	14	4	2	6	1	1	4	4	2	12	1	1	1	3	2	2
18	3	4	4	4	3	3	21	4	4	8	4	3	3	4	4	18	2	2	3	7	4	4
19	2	3	4	2	2	4	17	3	4	7	3	3	3	4	4	17	3	3	2	8	3	3
20	2	4	3	3	2	3	17	3	3	6	3	3	3	3	3	15	1	3	2	6	3	3
21	3	4	4	3	2	4	20	4	4	8	4	2	4	4	4	18	4	4	3	11	4	4
22	4	4	4	4	4	4	24	3	3	6	2	2	3	3	4	14	1	3	4	8	4	4
23	3	3	3	3	2	3	17	4	3	7	3	2	3	2	4	14	1	3	2	6	3	3
24	3	3	4	3	2	4	19	3	4	7	2	2	3	3	4	14	2	2	2	6	4	4
25	3	4	4	2	3	3	19	4	3	7	2	2	3	2	3	12	1	1	2	4	3	3
26	3	3	3	3	3	4	19	3	4	7	2	3	3	4	3	15	2	1	3	6	4	4
27	3	3	4	4	3	4	21	3	3	6	2	2	3	4	4	15	2	2	1	5	3	3
28	4	3	4	3	3	3	20	4	3	7	3	1	4	4	3	15	1	1	2	4	3	3
29	3	4	4	4	3	3	21	4	3	7	4	3	4	4	3	18	2	2	2	6	3	3
30	2	3	3	1	1	3	13	3	2	5	1	1	4	2	2	10	2	1	4	7	2	2
31	2	3	4	3	3	4	19	4	3	7	4	3	4	4	4	19	1	3	4	8	4	4
32	3	4	3	4	4	3	21	3	4	7	4	4	2	3	3	16	2	2	3	7	4	4
33	2	4	4	4	4	4	22	4	4	8	4	2	4	3	4	17	3	3	3	9	4	4
34	3	4	4	3	3	3	20	4	3	7	3	2	2	3	3	13	2	1	4	7	3	3

	X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	TOT_X1	X2_1	X2_2	TOT_X2	X3_1	X3_2	X3_3	X3_4	X3_5	TOT_X3	X4_1	X4_2	X4_3	TOT_X4	Y	TOT_Y
35	1	3	4	3	2	3	16	3	3	6	2	2	4	3	3	14	3	4	4	11	3	3
36	2	4	4	3	1	4	18	4	4	8	4	3	3	4	4	18	3	1	4	8	4	4
37	2	4	4	2	2	4	18	3	4	7	4	3	4	3	4	18	3	4	3	10	4	4
38	3	4	4	4	1	4	20	4	3	7	4	2	3	3	3	15	3	1	1	5	4	4
39	2	4	3	2	1	3	15	4	4	8	3	3	4	4	4	18	3	3	3	9	4	4
40	1	3	3	1	2	2	12	3	1	4	1	1	4	2	2	10	3	2	3	8	2	2
41	3	3	4	3	3	3	19	4	3	7	3	3	4	3	4	17	2	4	2	8	3	3
42	3	4	4	4	3	4	22	3	3	6	3	3	3	3	4	16	3	4	3	10	4	4
43	1	2	3	1	2	3	12	2	2	4	1	1	3	2	2	9	1	3	3	7	2	2
44	3	2	4	4	3	4	20	4	3	7	3	3	2	3	3	14	2	2	4	8	3	3
45	3	4	4	4	3	4	22	4	3	7	4	2	3	2	4	15	2	2	2	6	4	4
46	2	4	4	4	4	4	22	4	4	8	2	2	4	4	4	16	3	3	4	10	4	4
47	3	4	3	2	2	4	18	3	4	7	2	2	3	4	4	15	2	2	4	8	4	4
48	2	4	3	4	3	4	20	4	3	7	2	3	3	4	3	15	4	3	4	11	4	4
49	2	4	3	4	2	4	19	3	3	6	2	2	3	4	4	15	2	2	1	5	3	3
50	4	4	3	3	1	3	18	4	4	8	3	3	4	4	4	18	1	1	2	4	4	4
51	3	3	4	4	4	4	22	4	3	7	4	3	4	3	4	18	2	3	3	8	4	4
52	3	4	3	3	1	3	17	4	3	7	4	4	4	2	4	18	2	3	1	6	4	4
53	3	4	4	4	2	4	21	4	3	7	4	2	3	2	4	15	1	1	4	6	4	4
54	3	4	4	4	1	4	20	4	3	7	2	2	3	2	4	13	1	3	2	6	3	3
55	1	4	4	3	2	4	18	3	4	7	4	2	4	3	4	17	1	1	2	4	3	3
56	3	4	4	4	4	3	22	3	4	7	2	2	3	3	3	13	1	1	2	4	4	4
57	2	3	4	4	1	4	18	4	4	8	3	2	4	3	4	16	2	2	1	5	4	4
58	2	4	3	2	2	4	17	3	4	7	3	1	4	3	4	15	1	1	4	6	4	4
59	4	4	4	4	3	4	23	4	4	8	4	3	4	3	4	18	2	2	2	6	4	4
60	1	3	2	1	1	3	11	4	2	6	1	1	3	2	2	9	2	1	4	7	2	2
61	3	3	4	3	3	4	20	4	4	8	3	1	4	3	3	14	1	2	4	7	3	3
62	3	3	4	2	4	3	19	3	3	6	4	4	3	3	3	17	2	1	1	4	3	3
63	3	4	4	4	3	4	22	4	4	8	4	2	4	3	4	17	3	4	3	10	4	4
64	2	4	4	2	2	4	18	4	3	7	1	3	4	4	3	15	4	2	2	8	4	4
65	2	3	3	2	1	4	15	4	3	7	4	2	3	3	3	15	1	1	2	4	3	3
66	2	3	3	1	1	3	13	4	2	6	3	2	4	4	2	15	2	1	3	6	3	3
67	3	4	4	4	3	4	22	4	3	7	4	3	4	3	4	18	3	4	2	9	4	4
68	4	3	4	4	3	4	22	3	3	6	3	3	2	3	3	14	2	3	3	8	3	3
69	3	3	3	2	2	4	17	3	3	6	1	3	2	3	4	13	2	2	3	7	3	3
70	3	4	3	3	3	4	20	3	3	6	2	3	4	4	3	16	4	3	4	11	4	4
71	2	4	3	3	3	3	18	3	3	6	2	2	4	4	3	15	3	4	3	10	3	3
72	3	4	4	4	3	4	22	4	3	7	4	3	3	4	4	18	3	3	3	9	4	4
73	3	4	3	3	1	3	17	3	3	6	3	2	2	4	3	14	2	2	3	7	3	3

Lampiran 3

Frekuensi Jawaban Responden

Variabel Produk (X1)

Statistics

		X1_1	X1_2	X1_3	X1_4	X1_5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		2.58	3.49	3.55	2.99	2.31
Median		3.00	4.00	4.00	3.00	2.00
Sum		258	349	355	299	231

Statistics

		X1_6	TOT_X1
N	Valid	100	100
	Missing	0	0
Mean		3.52	18.44
Median		4.00	19.00
Sum		352	1844

X1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	13	13.0	13.0	13.0
	tidak setuju	28	28.0	28.0	41.0
	setuju	47	47.0	47.0	88.0
	sangat setuju	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

X1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	6	6.0	6.0	6.0
	setuju	39	39.0	39.0	45.0
	sangat setuju	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

X1_3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak setuju	2	2.0	2.0	2.0
setuju	41	41.0	41.0	43.0
sangat setuju	57	57.0	57.0	100.0
Total	100	100.0	100.0	

X1_4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sangat tidak setuju	9	9.0	9.0	9.0
tidak setuju	17	17.0	17.0	26.0
setuju	40	40.0	40.0	66.0
sangat setuju	34	34.0	34.0	100.0
Total	100	100.0	100.0	

X1_5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sangat tidak setuju	24	24.0	24.0	24.0
tidak setuju	30	30.0	30.0	54.0
setuju	37	37.0	37.0	91.0
sangat setuju	9	9.0	9.0	100.0
Total	100	100.0	100.0	

X1_6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak setuju	4	4.0	4.0	4.0
setuju	40	40.0	40.0	44.0
sangat setuju	56	56.0	56.0	100.0
Total	100	100.0	100.0	

Variabel Harga (X2)

Statistics

		X2_1	X2_2
N	Valid	100	100
	Missing	0	0
Mean		3.55	3.24
Median		4.00	3.00
Sum		355	324

X2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	1.0	1.0	1.0
	tidak setuju	1	1.0	1.0	2.0
	setuju	40	40.0	40.0	42.0
	sangat setuju	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

X2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	1.0	1.0	1.0
	tidak setuju	11	11.0	11.0	12.0
	setuju	51	51.0	51.0	63.0
	sangat setuju	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Variabel Lokasi dan Saluran Distribusi (X3)

Statistics

		X3_1	X3_2	X3_3	X3_4	X3_5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		2.96	2.31	3.22	3.25	3.41
Median		3.00	2.00	3.00	3.00	3.50
Sum		296	231	322	325	341

X3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	10	10.0	10.0	10.0
	tidak setuju	20	20.0	20.0	30.0
	setuju	34	34.0	34.0	64.0
	sangat setuju	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	15	15.0	15.0	15.0
	tidak setuju	44	44.0	44.0	59.0
	setuju	36	36.0	36.0	95.0
	sangat setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

X3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	17	17.0	17.0	17.0
	setuju	44	44.0	44.0	61.0
	sangat setuju	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

X3_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	1.0	1.0	1.0
	tidak setuju	12	12.0	12.0	13.0
	setuju	48	48.0	48.0	61.0
	sangat setuju	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

X3_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	9	9.0	9.0	9.0
	setuju	41	41.0	41.0	50.0
	sangat setuju	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Variabel Promosi (X4)

Statistics

		X4_1	X4_2	X4_3
N	Valid	100	100	100
	Missing	0	0	0
Mean		2.13	2.34	2.67
Median		2.00	2.00	3.00
Sum		213	234	267

X4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	26	26.0	26.0	26.0
	tidak setuju	43	43.0	43.0	69.0
	setuju	23	23.0	23.0	92.0
	sangat setuju	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

X4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	29	29.0	29.0	29.0
	tidak setuju	26	26.0	26.0	55.0
	setuju	27	27.0	27.0	82.0
	sangat setuju	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

X4_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	12	12.0	12.0	12.0
	tidak setuju	32	32.0	32.0	44.0
	setuju	33	33.0	33.0	77.0
	sangat setuju	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Variabel Keputusan Pembelian (Y)

Statistics

Y

N	Valid	100
	Missing	0
Mean		3.44
Median		4.00
Sum		344

Y

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	8	8.0	8.0	8.0
	setuju	40	40.0	40.0	48.0
	sangat setuju	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

ampiran 4

ji Validitas

ariabel Produk (X1)

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	TOT
X1_1	Pearson Correlation	1	.278**	.240*	.442**	.447**	.239*	.71
	Sig. (2-tailed)	.	.005	.016	.000	.000	.017	.00
	N	100	100	100	100	100	100	100
X1_2	Pearson Correlation	.278**	1	.155	.361**	.137	.301**	.52
	Sig. (2-tailed)	.005	.	.124	.000	.173	.002	.00
	N	100	100	100	100	100	100	100
X1_3	Pearson Correlation	.240*	.155	1	.411**	.398**	.403**	.61
	Sig. (2-tailed)	.016	.124	.	.000	.000	.000	.00
	N	100	100	100	100	100	100	100
X1_4	Pearson Correlation	.442**	.361**	.411**	1	.359**	.421**	.78
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000	.00
	N	100	100	100	100	100	100	100
X1_5	Pearson Correlation	.447**	.137	.398**	.359**	1	.240*	.69
	Sig. (2-tailed)	.000	.173	.000	.000	.	.016	.00
	N	100	100	100	100	100	100	100
X1_6	Pearson Correlation	.239*	.301**	.403**	.421**	.240*	1	.60
	Sig. (2-tailed)	.017	.002	.000	.000	.016	.	.00
	N	100	100	100	100	100	100	100
TOT_X1	Pearson Correlation	.712**	.525**	.610**	.780**	.699**	.601**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.
	N	100	100	100	100	100	100	100

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

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

Variabel Produk (X2)

Correlations

		X2_1	X2_2	TOT_X2
X2_1	Pearson Correlation	1	.098	.686**
	Sig. (2-tailed)	.	.334	.000
	N	100	100	100
X2_2	Pearson Correlation	.098	1	.791**
	Sig. (2-tailed)	.334	.	.000
	N	100	100	100
TOT_X2	Pearson Correlation	.686**	.791**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

Correlations

		X3_1	X3_2	X3_3	X3_4	X3_5	TOT_X3
X3_1	Pearson Correlation	1	.381**	-.002	.176	.466**	.756**
	Sig. (2-tailed)	.	.000	.986	.081	.000	.000
	N	100	100	100	100	100	100
X3_2	Pearson Correlation	.381**	1	-.122	.169	.320**	.620**
	Sig. (2-tailed)	.000	.	.228	.093	.001	.000
	N	100	100	100	100	100	100
X3_3	Pearson Correlation	-.002	-.122	1	.010	.021	.284**
	Sig. (2-tailed)	.986	.228	.	.921	.835	.004
	N	100	100	100	100	100	100
X3_4	Pearson Correlation	.176	.169	.010	1	.281**	.530**
	Sig. (2-tailed)	.081	.093	.921	.	.005	.000
	N	100	100	100	100	100	100
X3_5	Pearson Correlation	.466**	.320**	.021	.281**	1	.697**
	Sig. (2-tailed)	.000	.001	.835	.005	.	.000
	N	100	100	100	100	100	100
TOT_X3	Pearson Correlation	.756**	.620**	.284**	.530**	.697**	1
	Sig. (2-tailed)	.000	.000	.004	.000	.000	.
	N	100	100	100	100	100	100

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

Variabel Promosi (X4)

Correlations

		X4_1	X4_2	X4_3	TOT_X4
X4_1	Pearson Correlation	1	.464**	.144	.755**
	Sig. (2-tailed)	.	.000	.154	.000
	N	100	100	100	100
X4_2	Pearson Correlation	.464**	1	.041	.756**
	Sig. (2-tailed)	.000	.	.687	.000
	N	100	100	100	100
X4_3	Pearson Correlation	.144	.041	1	.559**
	Sig. (2-tailed)	.154	.687	.	.000
	N	100	100	100	100
TOT_X4	Pearson Correlation	.755**	.756**	.559**	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	100	100	100	100

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

Lampiran 5

Uji Reliabilitas

Variabel Produk (X1)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.761	7

Item Statistics

	Mean	Std. Deviation	N
X1_1	2.58	.867	100
X1_2	3.49	.611	100
X1_3	3.55	.539	100
X1_4	2.99	.937	100
X1_5	2.31	.940	100
X1_6	3.52	.577	100
TOT_X1	18.44	3.003	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1_1	34.30	29.404	.629	.719
X1_2	33.39	32.584	.446	.752
X1_3	33.33	32.405	.549	.747
X1_4	33.89	28.159	.706	.704
X1_5	34.57	29.056	.605	.719
X1_6	33.36	32.233	.534	.746
TOT_X1	18.44	9.017	1.000	.733

Variabel Harga (X2)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.783	3

Item Statistics

	Mean	Std. Deviation	N
X2_1	3.55	.575	100
X2_2	3.24	.683	100
TOT_X2	6.79	.935	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2_1	10.03	2.353	.462	.859
X2_2	10.34	1.944	.571	.760
TOT_X2	6.79	.875	1.000	.176

Variabel Lokasi dan Saluran Distribusi (X3)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.723	6

Item Statistics

	Mean	Std. Deviation	N
X3_1	2.96	.984	100
X3_2	2.31	.787	100
X3_3	3.22	.719	100
X3_4	3.25	.702	100
X3_5	3.41	.653	100
TOT_X3	15.15	2.262	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3_1	27.34	14.712	.635	.640
X3_2	27.99	16.677	.494	.686
X3_3	27.08	19.145	.129	.752
X3_4	27.05	17.604	.404	.707
X3_5	26.89	16.786	.610	.675
TOT_X3	15.15	5.119	1.000	.512

Variabel Promosi (X4)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.766	4

Item Statistics

	Mean	Std. Deviation	N
X4_1	2.13	.895	100
X4_2	2.34	1.085	100
X4_3	2.67	.965	100
TOT_X4	7.14	2.035	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4_1	12.15	11.866	.632	.710
X4_2	11.94	11.067	.599	.704
X4_3	11.61	13.109	.362	.800
TOT_X4	7.14	4.142	1.000	.447

Lampiran 6

Uji Asumsi Klasik

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.97958969
Most Extreme Differences	Absolute	.051
	Positive	.043
	Negative	-.051
Kolmogorov-Smirnov Z		.513
Asymp. Sig. (2-tailed)		.955

a. Test distribution is Normal.

b. Calculated from data.

i Heteroskedastisitas

Correlations

			TOT_X1	TOT_X2	TOT_X3	TOT_X4	ABRESID
Spearman's rho	TOT_X1	Correlation Coefficient	1.000	.249*	.357**	.233*	.020
		Sig. (2-tailed)		.012	.000	.020	.843
		N	100	100	100	100	100
	TOT_X2	Correlation Coefficient	.249*	1.000	.451**	.064	.133
		Sig. (2-tailed)	.012		.000	.524	.187
		N	100	100	100	100	100
	TOT_X3	Correlation Coefficient	.357**	.451**	1.000	.208*	-.150
		Sig. (2-tailed)	.000	.000		.037	.137
		N	100	100	100	100	100
	TOT_X4	Correlation Coefficient	.233*	.064	.208*	1.000	-.203*
		Sig. (2-tailed)	.020	.524	.037		.143
		N	100	100	100	100	100
	ABRESID	Correlation Coefficient	.020	.133	-.150	-.203*	1.000
		Sig. (2-tailed)	.843	.187	.137	.143	
		N	100	100	100	100	100

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

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

Uji Multikolinearitas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	TOT_X1	.735	1.360
	TOT_X2	.676	1.478
	TOT_X3	.603	1.660
	TOT_X4	.931	1.074

a. Dependent Variable: TOT_Y

Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.809 ^a	.655	.640	.384	1.966

a. Predictors: (Constant), TOT_X4, TOT_X2, TOT_X1, TOT_X3

b. Dependent Variable: TOT_Y

Lampiran 7

Analisis Regresi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.655	.640	.384

a. Predictors: (Constant), TOT_X4, TOT_X2, TOT_X1, TOT_X3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.616	4	6.654	45.076	.000 ^a
	Residual	14.024	95	.148		
	Total	40.640	99			

a. Predictors: (Constant), TOT_X4, TOT_X2, TOT_X1, TOT_X3

b. Dependent Variable: TOT_Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.052	.337		-3.121	.002
	TOT_X1	.061	.015	.267	4.089	.000
	TOT_X2	.308	.050	.449	6.128	.000
	TOT_X3	.058	.022	.206	2.659	.009
	TOT_X4	.054	.020	.172	2.752	.007

a. Dependent Variable: TOT_Y

