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Lampiran 1
Kuesioner

Kuesioner Penelitian

Kepada Yth. Bapak/ ibu/ Sdr/Sdri Pelanggan Shopee di Kota Tegal

Dengan Hormat,

Perkenalkan Saya Vina Octaviani, Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal. Saat ini, saya sedang melakukan penelitian dalam rangka menyelesaikan tugas akhir skripsi yang berjudul "Pengaruh Kualitas Pelayanan, *Sales Promotion*, *Brand Image* dan Kualitas *Website* Terhadap Minat Beli Pada Shopee di Kota Tegal" sebagai salah satu syarat untuk mencapai gelar sarjana (S1) Manajemen.

Hormat saya,

Vina Octaviani

A. Identitas Responden

(Isilah identitas Anda dengan memberikan tanda centang (√) pada kolom yangtelah disediakan).

1. Nama Lengkap : ……..
2. Jenis Kelamin : ☐ Laki-Laki ☐ Perempuan
3. Umur : ☐ 13 - 20 Tahun ☐ 31 – 50 Tahun
   ☐ 21 - 30 Tahun ☐ > 50 Tahun
4. Pendidikan Terakhir : ☐ SMP ☐ Sarjana
   ☐ SMA ☐ Pancasarjana
   ☐ Diploma
5. Pekerjaan : ☐ Pelajar/Mahasiswa ☐ Pegawai
   ☐ Karyawan ☐ Lainnya

6. Alamat : ☐ Tegal Timur ☐ Tegal Selatan
☐ Tegal Barat ☐ Margadana

B. Petunjuk Pengisian Kuesioner

Berilah tanda silang (X) sesuai dengan pendapat Bapak/ Ibu/ Sdr/ Sdri dengan lima alternatif jawaban menggunakan skala Likert sebagai berikut:

a. STS = Sangat Tidak Setuju (1)
b. TS = Tidak Setuju (2)
c. N = Netral (3)
d. S = Setuju (4)
e. SS = Sangat Setuju (5)

MINAT BELI

No	PERYATAAN	STS 1	TS 2	N 3	S 4	SS 5
PERHATIAN						
1.	Shopee memiliki banyak ketersediaan produk pilihan					
2.	Produk berkualitas dan dapat dipercaya					
KETERTARIKAN						
3.	Dapat direkomendasikan kepada orang lain					
4.	Merasa tertarik terhadap shopee karena pengaruh media/rekomendasi teman dan keluarga.					
KEINGINAN						
5.	Produk yang ada di Shopee dapat memenuhi kebutuhan saya					
6.	Merasa lebih berminat membeli di Shopee dibandingkan tempat lain					
TINDAKAN						
7.	Tertarik untuk membeli di shopee setelah mendapat informasi dari teman atau kerabat					
8.	Merasa puas setelah membeli produk di Shopee					

KUALITAS PELAYANAN

TANGIBILY						
1.	Tersedia call centre 24 jam untuk melayani konsumen					
2.	Pilihan pembayaran sudah cukup banyak untuk memudahkan konsumen dalam bertransaksi					
REALIBILITY						
3.	shopee mampu mengirimkan barang yang sesuai dengan waktu yang dijanjikan					
4.	Pelayanan online shopee sudah sesuai dengan yang diharapkan					
RESPONSIVENESS						
5.	Customer service melayani keluhan dengan baik dan cepat					
6.	Pelayanan shopee sudah sesuai dengan yang diharapkan					
EMPATHY						
7.	Shopee mampu menjalin hubungan baik dengan pelanggan					
8.	Penyampaian informasi yang diberikan sangat jelas					
ASSURANCE						
9.	Tidak mendapatkan hambatan dalam memperoleh informasi tentang shopee					
10.	Data transaksi konsumen terlindungi					

SALES PROMOTION

FREKUENSI PROMOSI						
1.	Shopee mengadakan promosi besar-besaran pada beberapa tanggal tertentu setiap tahunya (seperti: 3.3, 4.4, 5.5)					
2.	Shopee sering memberikan promosi penjualan lebih menarik dibandingkan situs lain					
KUALITAS PROMOSI						
3.	Kualitas produk yang dipromosikan di Shopee mampu menarik saya untuk mencari tahu lebih lanjut					

4.	Notifikasi pada promosi yang memberikan penawaran harga mampu membuat saya tertarik					
KUANTITAS PROMOSI						
5.	Promo menarik banyak pelanggan baru untuk berbelanja di shopee					
6.	Promosi yang diberikan shopee seperti diskon belanja selalu menarik dan tepat sesuai dengan keinginan serta kebutuhan konsumen					
WAKTU PROMOSI						
7.	Shopee memberikan informasi kepada konsumen setiap hari					
8.	Shopee dalam waktu tertentu memberikan harga cuma-cuma					
	KETEPATAN					
9.	Promo yang dilakukan shopee berlangsung diwaktu yang sangat tepat					
10.	Program promo yang ada di shopee membuat saya lebih sering berbelanja di shopee					

BRAND IMAGE

CITRA PEMBUAT						
1.	Logo pada shopee memiliki keunikan dan mudah dikenali					
2.	Shopee memiliki manfaat besar bagi pelanggan					
CITRA PRODUK/KONSUMEN						
3.	Shopee memiliki reputasi yang baik					
4.	Shopee merupakan *e-commerce* yang sudah terkenal					
CITRA PEMAKAI						
5.	Shopee memberikan garansi tukar barang untuk merek produk tertentu					
6.	Merasa yakin dan percaya saat bertransaksi di shopee					

KUALITAS WEBSITE

KESESUAIAN INFORMASI						
1.	Tersedia fasilitas pencarian untuk memudahkan konsumen dalam					

	menemukan produk yang dibutuhkan					
2.	*Website* shopee memberikan informasi sesuai yang saya butuhkan					
KOMUNIKASI YANG DISESUAIKAN						
3.	W*ebsite* shopee mempermudah untuk berkomuniksi dengan penjual					
4.	Interaksi saya dengan *website* shopee mudah dipahami					
WAKTU MERESPON						
5.	*Website* shopee memiliki respon yang cepat					
6.	Shopee memberikan informasi tepat waktu					
MUDAH DIPAHAMI						
7.	*Website* shopee memiliki fitur yang mudah di pahami					
8.	*Website* shopee memberikan informasi dengan detail					
INTUISIS PENGGUNAAN						
9.	*Website* shopee memberikan informasi sesuai yang saya butuhkan					
10.	*Website* shopee memberikan informasi yang sesuai dengan format					
DAYA TARIK VISUAL						
11.	*Website* shopee menampilkan desain menu yang menarik					
12.	*Website* meyakinkan dan kompeten					
INOVASI WEBSITE						
13.	*Website* shopee selalu menawarkan pembaharuan *website*					
14.	*Website* menciptakan pengalaman positif bagi saya					
DAYA TARIK EMOSIONAL						
15.	Selalu merasa senang berbelanja di shopee karena dapat membantu kebutuhan saya					
16.	Shopee emberikan informasi terpercaya					

Lampiran 2

Tabulasi Data

1. Data Pernyataan Responden Variabel Minat Beli (Y)

   a. Data Ordinal

No. Responden	Minat Beli Y								Jumlah
	1	2	3	4	5	6	7	8	
1	5	5	5	5	5	4	4	4	37
2	5	3	5	4	5	3	5	3	33
3	5	5	5	5	5	5	5	5	40
4	5	5	4	4	3	3	4	4	32
5	3	3	3	3	3	3	3	3	24
6	5	5	4	5	5	5	4	5	38
7	5	4	4	5	5	4	3	4	34
8	5	3	3	3	3	3	3	3	26
9	4	3	3	4	3	3	3	3	26
10	4	4	4	4	4	4	4	3	31
11	4	4	5	5	4	4	5	4	35
12	4	4	4	4	3	3	4	4	30
13	5	5	5	5	5	5	5	1	36
14	4	4	4	4	4	3	4	4	31
15	5	4	3	4	4	5	5	3	33
16	5	5	3	3	4	5	3	5	33
17	5	3	4	4	4	4	4	4	32
18	5	4	5	4	4	5	4	5	36
19	5	4	4	4	4	4	4	4	33
20	4	3	3	3	2	3	2	3	23
21	5	4	3	3	3	4	4	4	30
22	4	3	5	5	4	2	4	5	32
23	5	5	5	3	3	3	3	5	32
24	4	3	3	4	3	3	4	4	28
25	5	5	5	4	4	5	4	5	37
26	5	3	4	4	5	4	4	2	31
27	5	5	5	5	5	5	5	5	40
28	5	5	5	5	5	5	5	5	40

29	1	1	1	1	1	1	1	1	8
30	4	4	3	4	4	5	5	5	34
31	5	4	5	4	4	5	4	5	36
32	5	4	5	5	5	4	4	5	37
33	4	3	3	4	4	4	3	4	29
34	5	5	5	5	5	5	5	5	40
35	5	3	3	4	3	3	4	4	29
36	4	5	5	5	4	4	5	4	36
37	4	4	4	4	4	4	4	4	32
38	5	4	4	4	3	4	4	4	32
39	4	3	3	4	4	3	4	5	30
40	4	4	4	4	4	3	4	4	31
41	4	4	5	4	5	4	5	4	35
42	5	5	5	5	5	4	5	5	39
43	5	4	4	4	4	4	5	4	34
44	4	3	3	3	3	3	3	3	25
45	5	5	5	4	4	5	5	5	38
46	5	5	5	4	4	5	5	4	37
47	5	5	5	4	4	4	4	3	34
48	4	5	5	5	4	4	4	3	34
49	5	5	5	5	4	4	5	5	38
50	5	4	5	5	5	4	4	4	36
51	5	4	4	4	5	5	4	3	34
52	3	3	1	1	1	1	1	3	14
53	5	5	5	4	4	3	3	5	34
54	5	5	4	4	5	5	5	4	37
55	5	5	5	5	3	4	4	3	34
56	4	4	5	5	4	5	5	5	37
57	5	4	4	3	4	5	3	3	31
58	5	5	4	5	3	4	5	5	36
59	5	4	4	4	4	3	3	5	32
60	5	5	5	5	4	4	4	4	36
61	4	4	4	4	5	5	5	5	36
62	5	5	5	5	5	5	5	5	40
63	5	5	5	5	4	4	5	5	38
64	5	5	5	4	4	5	5	5	38
65	5	5	5	4	4	5	4	3	35
66	5	5	5	5	4	4	4	3	35
67	5	5	5	5	4	4	4	5	37
68	5	5	5	3	4	4	5	5	36
69	5	5	5	5	4	4	4	5	37

70	4	3	3	4	3	3	4	4	28
71	4	4	4	4	3	3	3	3	28
72	5	3	4	5	4	3	3	3	30
73	5	5	5	5	5	5	5	5	40
74	4	4	4	4	4	4	4	4	32
75	5	5	5	5	5	5	5	5	40
76	5	4	5	4	4	5	4	3	34
77	4	4	3	2	2	3	3	4	25
78	4	4	4	4	4	4	4	3	31
79	5	4	3	3	3	2	2	3	25
80	5	4	4	3	3	3	3	3	28
81	4	2	3	2	3	4	4	4	26
82	5	3	5	5	5	3	3	3	32
83	5	5	5	4	5	5	5	5	39
84	5	3	3	4	3	3	3	5	29
85	5	4	5	4	4	4	4	4	34
86	4	4	4	4	4	4	4	4	32
87	2	1	5	4	4	5	5	5	31
88	5	4	5	4	4	4	5	5	36
89	5	5	5	5	4	4	5	5	38
90	5	5	5	5	4	4	4	5	37
91	5	5	4	5	4	4	5	5	37
92	5	5	5	4	5	4	4	3	35
93	4	4	4	3	3	3	3	3	27
94	5	5	5	4	4	3	3	5	34
95	5	5	5	5	4	4	5	5	38
96	5	5	5	5	3	4	4	4	35
97	5	5	5	4	5	5	4	4	37
98	5	5	5	5	4	4	3	5	36
99	5	5	5	4	4	3	3	4	33
100	5	5	5	4	4	4	4	5	36

b. Data Interval

Responden				**Succesive Interval**					Jumlah
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	
1	4.177	4.300	4.171	4.479	4.716	3.447	3.328	3.253	31.872
2	4.177	2.198	4.171	3.162	4.716	2.415	4.538	2.347	27.724
3	4.177	4.300	4.171	4.479	4.716	4.623	4.538	4.369	35.375
4	4.177	4.300	2.984	3.162	2.318	2.415	3.328	3.253	25.937
5	1.777	2.198	2.135	2.111	2.318	2.415	2.318	2.347	17.619
6	4.177	4.300	2.984	4.479	4.716	4.623	3.328	4.369	32.977

7	4.177	3.104	2.984	4.479	4.716	3.447	2.318	3.253	28.479
8	4.177	2.198	2.135	2.111	2.318	2.415	2.318	2.347	20.018
9	2.678	2.198	2.135	3.162	2.318	2.415	2.318	2.347	19.569
10	2.678	3.104	2.984	3.162	3.434	3.447	3.328	2.347	24.485
11	2.678	3.104	4.171	4.479	3.434	3.447	4.538	3.253	29.106
12	2.678	3.104	2.984	3.162	2.318	2.415	3.328	3.253	23.242
13	4.177	4.300	4.171	4.479	4.716	4.623	4.538	1.000	32.005
14	2.678	3.104	2.984	3.162	3.434	2.415	3.328	3.253	24.359
15	4.177	3.104	2.135	3.162	3.434	4.623	4.538	2.347	27.520
16	4.177	4.300	2.135	2.111	3.434	4.623	2.318	4.369	27.468
17	4.177	2.198	2.984	3.162	3.434	3.447	3.328	3.253	25.983
18	4.177	3.104	4.171	3.162	3.434	4.623	3.328	4.369	30.369
19	4.177	3.104	2.984	3.162	3.434	3.447	3.328	3.253	26.890
20	2.678	2.198	2.135	2.111	1.533	2.415	1.533	2.347	16.949
21	4.177	3.104	2.135	2.111	2.318	3.447	3.328	3.253	23.873
22	2.678	2.198	4.171	4.479	3.434	1.533	3.328	4.369	26.191
23	4.177	4.300	4.171	2.111	2.318	2.415	2.318	4.369	26.180
24	2.678	2.198	2.135	3.162	2.318	2.415	3.328	3.253	21.486
25	4.177	4.300	4.171	3.162	3.434	4.623	3.328	4.369	31.565
26	4.177	2.198	2.984	3.162	4.716	3.447	3.328	1.459	25.471
27	4.177	4.300	4.171	4.479	4.716	4.623	4.538	4.369	35.375
28	4.177	4.300	4.171	4.479	4.716	4.623	4.538	4.369	35.375
29	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	8.000
30	2.678	3.104	2.135	3.162	3.434	4.623	4.538	4.369	28.043
31	4.177	3.104	4.171	3.162	3.434	4.623	3.328	4.369	30.369
32	4.177	3.104	4.171	4.479	4.716	3.447	3.328	4.369	31.792
33	2.678	2.198	2.135	3.162	3.434	3.447	2.318	3.253	22.624
34	4.177	4.300	4.171	4.479	4.716	4.623	4.538	4.369	35.375
35	4.177	2.198	2.135	3.162	2.318	2.415	3.328	3.253	22.985
36	2.678	4.300	4.171	4.479	3.434	3.447	4.538	3.253	30.302
37	2.678	3.104	2.984	3.162	3.434	3.447	3.328	3.253	25.391
38	4.177	3.104	2.984	3.162	2.318	3.447	3.328	3.253	25.773
39	2.678	2.198	2.135	3.162	3.434	2.415	3.328	4.369	23.718
40	2.678	3.104	2.984	3.162	3.434	2.415	3.328	3.253	24.359
41	2.678	3.104	4.171	3.162	4.716	3.447	4.538	3.253	29.070
42	4.177	4.300	4.171	4.479	4.716	3.447	4.538	4.369	34.199
43	4.177	3.104	2.984	3.162	3.434	3.447	4.538	3.253	28.100
44	2.678	2.198	2.135	2.111	2.318	2.415	2.318	2.347	18.519
45	4.177	4.300	4.171	3.162	3.434	4.623	4.538	4.369	32.775
46	4.177	4.300	4.171	3.162	3.434	4.623	4.538	3.253	31.659
47	4.177	4.300	4.171	3.162	3.434	3.447	3.328	2.347	28.367
48	2.678	4.300	4.171	4.479	3.434	3.447	3.328	2.347	28.185
49	4.177	4.300	4.171	4.479	3.434	3.447	4.538	4.369	32.917
50	4.177	3.104	4.171	4.479	4.716	3.447	3.328	3.253	30.676

51	4.177	3.104	2.984	3.162	4.716	4.623	3.328	2.347	28.441
52	1.777	2.198	1.000	1.000	1.000	1.000	1.000	2.347	11.322
53	4.177	4.300	4.171	3.162	3.434	2.415	2.318	4.369	28.347
54	4.177	4.300	2.984	3.162	4.716	4.623	4.538	3.253	31.753
55	4.177	4.300	4.171	4.479	2.318	3.447	3.328	2.347	28.568
56	2.678	3.104	4.171	4.479	3.434	4.623	4.538	4.369	31.398
57	4.177	3.104	2.984	2.111	3.434	4.623	2.318	2.347	25.099
58	4.177	4.300	2.984	4.479	2.318	3.447	4.538	4.369	30.613
59	4.177	3.104	2.984	3.162	3.434	2.415	2.318	4.369	25.964
60	4.177	4.300	4.171	4.479	3.434	3.447	3.328	3.253	30.590
61	2.678	3.104	2.984	3.162	4.716	4.623	4.538	4.369	30.175
62	4.177	4.300	4.171	4.479	4.716	4.623	4.538	4.369	35.375
63	4.177	4.300	4.171	4.479	3.434	3.447	4.538	4.369	32.917
64	4.177	4.300	4.171	3.162	3.434	4.623	4.538	4.369	32.775
65	4.177	4.300	4.171	3.162	3.434	4.623	3.328	2.347	29.542
66	4.177	4.300	4.171	4.479	3.434	3.447	3.328	2.347	29.684
67	4.177	4.300	4.171	4.479	3.434	3.447	3.328	4.369	31.707
68	4.177	4.300	4.171	2.111	3.434	3.447	4.538	4.369	30.549
69	4.177	4.300	4.171	4.479	3.434	3.447	3.328	4.369	31.707
70	2.678	2.198	2.135	3.162	2.318	2.415	3.328	3.253	21.486
71	2.678	3.104	2.984	3.162	2.318	2.415	2.318	2.347	21.326
72	4.177	2.198	2.984	4.479	3.434	2.415	2.318	2.347	24.352
73	4.177	4.300	4.171	4.479	4.716	4.623	4.538	4.369	35.375
74	2.678	3.104	2.984	3.162	3.434	3.447	3.328	3.253	25.391
75	4.177	4.300	4.171	4.479	4.716	4.623	4.538	4.369	35.375
76	4.177	3.104	4.171	3.162	3.434	4.623	3.328	2.347	28.346
77	2.678	3.104	2.135	1.533	1.533	2.415	2.318	3.253	18.969
78	2.678	3.104	2.984	3.162	3.434	3.447	3.328	2.347	24.485
79	4.177	3.104	2.135	2.111	2.318	1.533	1.533	2.347	19.258
80	4.177	3.104	2.984	2.111	2.318	2.415	2.318	2.347	21.774
81	2.678	1.459	2.135	1.533	2.318	3.447	3.328	3.253	20.150
82	4.177	2.198	4.171	4.479	4.716	2.415	2.318	2.347	26.821
83	4.177	4.300	4.171	3.162	4.716	4.623	4.538	4.369	34.057
84	4.177	2.198	2.135	3.162	2.318	2.415	2.318	4.369	23.091
85	4.177	3.104	4.171	3.162	3.434	3.447	3.328	3.253	28.077
86	2.678	3.104	2.984	3.162	3.434	3.447	3.328	3.253	25.391
87	1.489	1.000	4.171	3.162	3.434	4.623	4.538	4.369	26.787
88	4.177	3.104	4.171	3.162	3.434	3.447	4.538	4.369	30.403
89	4.177	4.300	4.171	4.479	3.434	3.447	4.538	4.369	32.917
90	4.177	4.300	4.171	4.479	3.434	3.447	3.328	4.369	31.707
91	4.177	4.300	2.984	4.479	3.434	3.447	4.538	4.369	31.730
92	4.177	4.300	4.171	3.162	4.716	3.447	3.328	2.347	29.648
93	2.678	3.104	2.984	2.111	2.318	2.415	2.318	2.347	20.276
94	4.177	4.300	4.171	3.162	3.434	2.415	2.318	4.369	28.347

95	4.177	4.300	4.171	4.479	3.434	3.447	4.538	4.369	32.917
96	4.177	4.300	4.171	4.479	2.318	3.447	3.328	3.253	29.474
97	4.177	4.300	4.171	3.162	4.716	4.623	3.328	3.253	31.730
98	4.177	4.300	4.171	4.479	3.434	3.447	2.318	4.369	30.696
99	4.177	4.300	4.171	3.162	3.434	2.415	2.318	3.253	27.230
100	4.177	4.300	4.171	3.162	3.434	3.447	3.328	4.369	30.389

2. Data Pernyataan Responden Variabel Kualitas Pelayanan (X1)

   a. Data Ordinal

No. Responden	Kualitas Pelayanan X1										Jumlah
	1	2	3	4	5	6	7	8	9	10	
1	4	4	4	4	4	4	4	3	2	4	37
2	5	5	4	4	5	5	5	5	5	5	48
3	5	5	5	5	5	5	5	5	5	5	50
4	4	4	4	4	3	4	4	4	4	4	39
5	3	3	3	3	3	3	3	3	3	3	30
6	4	5	5	4	5	4	5	5	3	3	43
7	3	5	5	4	3	4	3	4	4	5	40
8	4	4	3	3	3	3	3	4	4	4	35
9	4	4	3	4	3	3	3	3	4	4	35
10	4	3	4	4	4	4	4	4	4	4	39
11	4	3	5	3	2	3	4	3	4	5	36
12	4	4	4	4	4	4	4	4	4	4	40
13	5	5	5	5	5	5	5	5	5	5	50
14	4	5	3	3	4	4	4	4	3	4	38
15	5	3	4	5	3	5	3	4	3	5	40
16	4	5	4	4	5	5	4	4	5	5	45
17	4	4	4	4	4	4	4	4	4	4	40
18	5	5	4	4	5	4	4	5	5	5	46
19	3	5	4	4	3	4	4	4	3	4	38
20	3	4	4	3	3	3	3	3	4	3	33
21	4	5	5	5	5	5	5	5	5	5	49
22	5	5	3	3	1	1	3	4	4	3	32
23	3	5	4	5	4	4	4	5	4	4	42
24	4	4	3	3	3	3	4	4	4	4	36
25	5	5	5	5	5	5	5	5	5	5	50
26	5	4	3	4	4	4	4	4	4	4	40
27	5	5	5	5	5	5	5	5	5	5	50
28	5	5	5	5	5	5	5	5	5	5	50
29	1	1	1	1	1	1	1	1	1	1	10

30	5	5	5	5	5	5	5	5	5	5	50
31	5	5	5	5	4	5	5	5	5	5	49
32	4	5	5	4	4	4	4	4	3	4	41
33	3	5	4	4	3	3	3	4	4	4	37
34	5	5	5	5	5	4	4	4	5	5	47
35	3	4	3	3	3	3	3	3	4	4	33
36	3	4	4	5	5	5	5	5	4	4	44
37	3	4	4	3	3	4	4	4	4	4	37
38	5	4	2	3	3	3	2	3	4	4	33
39	3	4	2	3	4	3	2	4	4	4	33
40	4	4	3	4	3	4	4	4	3	4	37
41	5	4	5	5	5	4	4	5	4	5	46
42	5	5	4	4	5	3	5	4	5	5	45
43	4	5	4	4	4	4	4	5	4	4	42
44	4	4	3	3	3	3	3	3	3	3	32
45	5	5	4	4	3	3	5	5	5	5	44
46	4	4	5	5	5	4	4	3	3	5	42
47	3	4	4	4	4	3	3	4	4	4	37
48	3	3	4	4	5	5	5	4	4	5	42
49	5	5	4	4	4	5	5	4	4	5	45
50	5	5	5	5	4	4	4	4	5	5	46
51	3	4	4	4	3	5	4	4	4	4	39
52	4	3	3	3	2	3	3	3	2	3	29
53	5	4	4	5	5	5	5	3	4	4	44
54	4	5	5	5	5	5	5	4	4	4	46
55	3	4	4	3	3	4	4	5	5	5	40
56	5	5	4	5	5	5	4	4	5	5	47
57	3	4	5	5	5	5	5	5	5	4	46
58	5	5	5	3	3	5	5	5	5	5	46
59	5	4	4	3	5	3	3	5	5	5	42
60	5	5	5	5	5	5	5	5	5	5	50
61	5	5	5	5	5	5	5	5	5	5	50
62	5	5	5	5	5	5	5	5	5	5	50
63	5	4	4	5	5	4	4	5	5	5	46
64	4	4	4	4	4	5	5	5	5	4	44
65	5	5	5	4	4	5	5	4	5	5	47
66	3	5	5	5	5	5	5	3	3	5	44
67	5	5	3	3	5	5	5	4	5	4	44
68	5	5	4	4	4	4	4	4	4	5	43
69	5	4	3	3	3	5	5	5	5	5	43
70	3	4	3	4	4	4	4	4	4	4	38

71	3	4	3	3	4	3	3	3	3	4	33
72	4	5	3	3	3	4	5	5	4	5	41
73	5	5	4	5	5	5	5	5	4	5	48
74	4	3	3	4	5	5	4	4	4	3	39
75	3	5	5	5	5	4	5	5	5	5	47
76	3	5	5	4	3	3	3	4	4	4	38
77	2	4	2	3	3	4	3	3	2	5	31
78	4	4	4	4	4	4	4	4	4	4	40
79	3	3	4	4	2	2	3	2	3	2	28
80	3	4	4	4	3	4	3	3	3	3	34
81	5	3	2	4	4	2	2	2	3	3	30
82	3	5	4	4	2	3	4	4	4	5	38
83	5	5	5	4	4	4	4	4	4	3	42
84	3	4	5	4	4	4	5	4	3	5	41
85	4	4	3	4	4	4	4	4	4	4	39
86	4	4	4	4	4	4	4	4	4	4	40
87	4	4	4	4	4	5	5	5	4	5	44
88	5	5	5	5	5	5	5	5	4	4	48
89	5	4	4	5	5	5	5	3	3	4	43
90	5	5	5	5	5	5	4	4	4	3	45
91	3	3	5	5	5	3	5	5	5	5	44
92	3	5	5	3	3	5	5	5	5	5	44
93	3	4	3	3	3	3	3	3	3	3	31
94	5	5	4	4	5	3	3	3	4	4	40
95	3	3	3	4	5	5	5	5	5	4	42
96	5	3	5	4	4	4	3	3	5	5	41
97	4	5	5	3	3	5	5	5	4	4	43
98	5	5	3	3	5	5	5	5	5	4	45
99	5	5	5	4	4	5	5	5	4	4	46
100	5	5	4	4	5	4	4	4	4	4	43

b. Data Interval

Responden					**Succesive Interval**						Jumlah
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	
1	3.511	3.172	3.547	3.612	3.344	3.251	3.469	2.465	1.681	3.256	31.310
2	4.596	4.479	3.547	3.612	4.405	4.405	4.631	4.686	4.743	4.562	43.665
3	4.596	4.479	4.723	4.824	4.405	4.405	4.631	4.686	4.743	4.562	46.053
4	3.511	3.172	3.547	3.612	2.521	3.251	3.469	3.466	3.491	3.256	33.298
5	2.596	2.124	2.612	2.474	2.521	2.338	2.562	2.465	2.477	2.214	24.384
6	3.511	4.479	4.723	3.612	4.405	3.251	4.631	4.686	2.477	2.214	37.989
7	2.596	4.479	4.723	3.612	2.521	3.251	2.562	3.466	3.491	4.562	35.265
8	3.511	3.172	2.612	2.474	2.521	2.338	2.562	3.466	3.491	3.256	29.405

9	3.511	3.172	2.612	3.612	2.521	2.338	2.562	2.465	3.491	3.256	29.541
10	3.511	2.124	3.547	3.612	3.344	3.251	3.469	3.466	3.491	3.256	33.073
11	3.511	2.124	4.723	2.474	1.653	2.338	3.469	2.465	3.491	4.562	30.812
12	3.511	3.172	3.547	3.612	3.344	3.251	3.469	3.466	3.491	3.256	34.121
13	4.596	4.479	4.723	4.824	4.405	4.405	4.631	4.686	4.743	4.562	46.053
14	3.511	4.479	2.612	2.474	3.344	3.251	3.469	3.466	2.477	3.256	32.340
15	4.596	2.124	3.547	4.824	2.521	4.405	2.562	3.466	2.477	4.562	35.085
16	3.511	4.479	3.547	3.612	4.405	4.405	3.469	3.466	4.743	4.562	40.199
17	3.511	3.172	3.547	3.612	3.344	3.251	3.469	3.466	3.491	3.256	34.121
18	4.596	4.479	3.547	3.612	4.405	3.251	3.469	4.686	4.743	4.562	41.350
19	2.596	4.479	3.547	3.612	2.521	3.251	3.469	3.466	2.477	3.256	32.676
20	2.596	3.172	3.547	2.474	2.521	2.338	2.562	2.465	3.491	2.214	27.382
21	3.511	4.479	4.723	4.824	4.405	4.405	4.631	4.686	4.743	4.562	44.968
22	4.596	4.479	2.612	2.474	1.000	1.000	2.562	3.466	3.491	2.214	27.895
23	2.596	4.479	3.547	4.824	3.344	3.251	3.469	4.686	3.491	3.256	36.945
24	3.511	3.172	2.612	2.474	2.521	2.338	3.469	3.466	3.491	3.256	30.312
25	4.596	4.479	4.723	4.824	4.405	4.405	4.631	4.686	4.743	4.562	46.053
26	4.596	3.172	2.612	3.612	3.344	3.251	3.469	3.466	3.491	3.256	34.271
27	4.596	4.479	4.723	4.824	4.405	4.405	4.631	4.686	4.743	4.562	46.053
28	4.596	4.479	4.723	4.824	4.405	4.405	4.631	4.686	4.743	4.562	46.053
29	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	10.000
30	4.596	4.479	4.723	4.824	4.405	4.405	4.631	4.686	4.743	4.562	46.053
31	4.596	4.479	4.723	4.824	3.344	4.405	4.631	4.686	4.743	4.562	44.993
32	3.511	4.479	4.723	3.612	3.344	3.251	3.469	3.466	2.477	3.256	35.590
33	2.596	4.479	3.547	3.612	2.521	2.338	2.562	3.466	3.491	3.256	31.870
34	4.596	4.479	4.723	4.824	4.405	3.251	3.469	3.466	4.743	4.562	42.519
35	2.596	3.172	2.612	2.474	2.521	2.338	2.562	2.465	3.491	3.256	27.489
36	2.596	3.172	3.547	4.824	4.405	4.405	4.631	4.686	3.491	3.256	39.014
37	2.596	3.172	3.547	2.474	2.521	3.251	3.469	3.466	3.491	3.256	31.246
38	4.596	3.172	1.753	2.474	2.521	2.338	1.681	2.465	3.491	3.256	27.748
39	2.596	3.172	1.753	2.474	3.344	2.338	1.681	3.466	3.491	3.256	27.574
40	3.511	3.172	2.612	3.612	2.521	3.251	3.469	3.466	2.477	3.256	31.348
41	4.596	3.172	4.723	4.824	4.405	3.251	3.469	4.686	3.491	4.562	41.180
42	4.596	4.479	3.547	3.612	4.405	2.338	4.631	3.466	4.743	4.562	40.379
43	3.511	4.479	3.547	3.612	3.344	3.251	3.469	4.686	3.491	3.256	36.647
44	3.511	3.172	2.612	2.474	2.521	2.338	2.562	2.465	2.477	2.214	26.346
45	4.596	4.479	3.547	3.612	2.521	2.338	4.631	4.686	4.743	4.562	39.715
46	3.511	3.172	4.723	4.824	4.405	3.251	3.469	2.465	2.477	4.562	36.860
47	2.596	3.172	3.547	3.612	3.344	2.338	2.562	3.466	3.491	3.256	31.387
48	2.596	2.124	3.547	3.612	4.405	4.405	4.631	3.466	3.491	4.562	36.840
49	4.596	4.479	3.547	3.612	3.344	4.405	4.631	3.466	3.491	4.562	40.134
50	4.596	4.479	4.723	4.824	3.344	3.251	3.469	3.466	4.743	4.562	41.459
51	2.596	3.172	3.547	3.612	2.521	4.405	3.469	3.466	3.491	3.256	33.537
52	3.511	2.124	2.612	2.474	1.653	2.338	2.562	2.465	1.681	2.214	23.635

53	4.596	3.172	3.547	4.824	4.405	4.405	4.631	2.465	3.491	3.256	38.793
54	3.511	4.479	4.723	4.824	4.405	4.405	4.631	3.466	3.491	3.256	41.192
55	2.596	3.172	3.547	2.474	2.521	3.251	3.469	4.686	4.743	4.562	35.022
56	4.596	4.479	3.547	4.824	4.405	4.405	3.469	3.466	4.743	4.562	42.496
57	2.596	3.172	4.723	4.824	4.405	4.405	4.631	4.686	4.743	3.256	41.442
58	4.596	4.479	4.723	2.474	2.521	4.405	4.631	4.686	4.743	4.562	41.820
59	4.596	3.172	3.547	2.474	4.405	2.338	2.562	4.686	4.743	4.562	37.085
60	4.596	4.479	4.723	4.824	4.405	4.405	4.631	4.686	4.743	4.562	46.053
61	4.596	4.479	4.723	4.824	4.405	4.405	4.631	4.686	4.743	4.562	46.053
62	4.596	4.479	4.723	4.824	4.405	4.405	4.631	4.686	4.743	4.562	46.053
63	4.596	3.172	3.547	4.824	4.405	3.251	3.469	4.686	4.743	4.562	41.255
64	3.511	3.172	3.547	3.612	3.344	4.405	4.631	4.686	4.743	3.256	38.907
65	4.596	4.479	4.723	3.612	3.344	4.405	4.631	3.466	4.743	4.562	42.562
66	2.596	4.479	4.723	4.824	4.405	4.405	4.631	2.465	2.477	4.562	39.567
67	4.596	4.479	2.612	2.474	4.405	4.405	4.631	3.466	4.743	3.256	39.067
68	4.596	4.479	3.547	3.612	3.344	3.251	3.469	3.466	3.491	4.562	37.819
69	4.596	3.172	2.612	2.474	2.521	4.405	4.631	4.686	4.743	4.562	38.401
70	2.596	3.172	2.612	3.612	3.344	3.251	3.469	3.466	3.491	3.256	32.271
71	2.596	3.172	2.612	2.474	3.344	2.338	2.562	2.465	2.477	3.256	27.297
72	3.511	4.479	2.612	2.474	2.521	3.251	4.631	4.686	3.491	4.562	36.218
73	4.596	4.479	3.547	4.824	4.405	4.405	4.631	4.686	3.491	4.562	43.626
74	3.511	2.124	2.612	3.612	4.405	4.405	3.469	3.466	3.491	2.214	33.310
75	2.596	4.479	4.723	4.824	4.405	3.251	4.631	4.686	4.743	4.562	42.901
76	2.596	4.479	4.723	3.612	2.521	2.338	2.562	3.466	3.491	3.256	33.047
77	1.489	3.172	1.753	2.474	2.521	3.251	2.562	2.465	1.681	4.562	25.931
78	3.511	3.172	3.547	3.612	3.344	3.251	3.469	3.466	3.491	3.256	34.121
79	2.596	2.124	3.547	3.612	1.653	1.533	2.562	1.596	2.477	1.489	23.190
80	2.596	3.172	3.547	3.612	2.521	3.251	2.562	2.465	2.477	2.214	28.418
81	4.596	2.124	1.753	3.612	3.344	1.533	1.681	1.596	2.477	2.214	24.930
82	2.596	4.479	3.547	3.612	1.653	2.338	3.469	3.466	3.491	4.562	33.215
83	4.596	4.479	4.723	3.612	3.344	3.251	3.469	3.466	3.491	2.214	36.647
84	2.596	3.172	4.723	3.612	3.344	3.251	4.631	3.466	2.477	4.562	35.836
85	3.511	3.172	2.612	3.612	3.344	3.251	3.469	3.466	3.491	3.256	33.186
86	3.511	3.172	3.547	3.612	3.344	3.251	3.469	3.466	3.491	3.256	34.121
87	3.511	3.172	3.547	3.612	3.344	4.405	4.631	4.686	3.491	4.562	38.961
88	4.596	4.479	4.723	4.824	4.405	4.405	4.631	4.686	3.491	3.256	43.496
89	4.596	3.172	3.547	4.824	4.405	4.405	4.631	2.465	2.477	3.256	37.778
90	4.596	4.479	4.723	4.824	4.405	4.405	3.469	3.466	3.491	2.214	40.073
91	2.596	2.124	4.723	4.824	4.405	2.338	4.631	4.686	4.743	4.562	39.633
92	2.596	4.479	4.723	2.474	2.521	4.405	4.631	4.686	4.743	4.562	39.820
93	2.596	3.172	2.612	2.474	2.521	2.338	2.562	2.465	2.477	2.214	25.432
94	4.596	4.479	3.547	3.612	4.405	2.338	2.562	2.465	3.491	3.256	34.752
95	2.596	2.124	2.612	3.612	4.405	4.405	4.631	4.686	4.743	3.256	37.070
96	4.596	2.124	4.723	3.612	3.344	3.251	2.562	2.465	4.743	4.562	35.983

97	3.511	4.479	4.723	2.474	2.521	4.405	4.631	4.686	3.491	3.256	38.178
98	4.596	4.479	2.612	2.474	4.405	4.405	4.631	4.686	4.743	3.256	40.286
99	4.596	4.479	4.723	3.612	3.344	4.405	4.631	4.686	3.491	3.256	41.224
100	4.596	4.479	3.547	3.612	4.405	3.251	3.469	3.466	3.491	3.256	37.574

3. Data Pernyataan Responden Variabel *Sales Promotion* (X2)

   a. Data Ordinal

No.	Sales Promotion X2										Jumlah
Responden	1	2	3	4	5	6	7	8	9	10	
1	5	4	4	4	4	4	3	4	4	4	40
2	5	4	4	4	4	5	4	3	4	5	42
3	5	5	5	5	5	5	5	5	5	5	50
4	5	4	4	4	4	4	4	3	3	4	39
5	3	3	3	3	3	3	4	4	4	4	34
6	5	3	3	3	3	3	3	3	3	3	32
7	5	4	4	3	3	4	3	3	4	4	37
8	4	3	3	3	3	3	4	4	3	4	34
9	4	4	4	4	4	3	4	4	3	3	37
10	4	4	3	3	4	4	4	4	4	4	38
11	4	5	5	4	5	3	5	5	5	5	46
12	4	4	4	4	4	4	4	4	2	4	38
13	5	5	5	5	5	5	5	5	5	5	50
14	5	4	4	4	4	4	4	3	5	5	42
15	5	5	3	5	5	5	4	4	2	5	43
16	5	5	4	4	5	5	4	5	5	4	46
17	4	4	4	4	4	4	4	4	4	4	40
18	5	5	5	4	5	4	5	4	4	5	46
19	5	5	4	4	5	4	4	4	4	4	43
20	4	4	4	4	4	3	3	3	3	3	35
21	5	5	5	5	5	5	5	5	5	4	49
22	5	2	4	3	5	1	4	4	4	2	34
23	5	4	4	4	4	4	3	4	4	4	40
24	5	4	4	4	4	4	4	4	4	4	41
25	5	5	5	5	5	5	4	4	5	4	47
26	4	4	4	4	4	4	4	4	4	4	40
27	5	5	5	5	5	5	5	5	5	5	50
28	5	5	5	5	5	5	5	5	5	5	50

29	1	1	1	1	1	1	1	1	1	1	10
30	5	5	1	1	4	3	2	2	3	3	29
31	5	5	5	5	5	5	5	5	5	5	50
32	5	4	5	5	4	4	4	3	3	3	40
33	5	4	5	4	5	4	4	5	4	4	44
34	5	5	5	5	4	4	5	4	4	5	46
35	5	4	3	3	3	4	4	4	3	3	36
36	5	5	5	4	5	5	5	4	4	4	46
37	4	3	4	4	4	4	4	4	3	3	37
38	5	3	4	4	4	4	3	1	4	4	36
39	5	4	3	3	4	2	4	4	3	3	35
40	4	4	4	4	4	4	4	4	4	4	40
41	4	5	4	5	4	4	5	4	5	4	44
42	5	5	4	4	3	5	5	5	5	5	46
43	5	5	4	4	5	4	4	5	4	4	44
44	4	3	3	3	3	3	3	3	3	3	31
45	5	4	4	4	5	5	4	4	3	3	41
46	5	5	5	5	4	4	4	4	4	4	44
47	4	4	4	4	4	4	4	4	4	5	41
48	4	4	4	4	4	3	4	5	5	5	42
49	5	5	5	4	4	4	5	5	5	5	47
50	5	5	5	4	4	4	4	4	4	4	43
51	3	3	4	5	5	4	4	4	4	4	40
52	4	1	1	1	1	1	3	1	1	2	16
53	5	5	3	4	4	5	5	5	4	4	44
54	4	4	4	5	5	4	4	4	4	4	42
55	5	5	5	4	4	3	4	4	5	5	44
56	5	3	3	3	5	5	5	5	3	4	41
57	5	5	4	5	5	5	4	4	5	5	47
58	3	4	5	5	5	5	5	5	5	5	47
59	5	5	5	5	5	5	5	4	4	5	48
60	5	5	5	5	5	4	4	5	5	4	47
61	5	5	5	5	5	5	5	5	5	5	50
62	5	5	5	5	5	5	5	5	5	5	50
63	5	5	4	5	5	5	5	5	5	5	49
64	4	3	5	5	5	5	5	5	5	4	46
65	5	5	3	3	5	5	5	5	5	5	46
66	3	3	4	4	5	5	4	4	4	5	41
67	4	5	5	5	5	3	4	5	5	5	46
68	5	4	4	4	4	5	5	5	3	3	42
69	5	3	3	5	5	5	5	5	3	4	43

70	5	4	4	3	4	4	3	3	4	3	37
71	4	4	3	3	4	4	3	4	3	4	36
72	5	4	4	5	5	5	4	3	2	3	40
73	4	5	5	5	5	5	5	4	4	5	47
74	3	4	4	4	4	4	4	4	3	4	38
75	2	5	5	3	5	3	3	2	3	4	35
76	5	4	4	4	4	5	4	4	4	5	43
77	5	5	4	2	4	4	2	2	3	3	34
78	5	5	4	4	4	4	4	4	5	5	44
79	4	3	3	3	3	3	2	4	3	4	32
80	3	3	3	2	3	3	3	2	3	3	28
81	4	2	3	3	3	3	3	3	3	3	30
82	5	5	4	4	5	4	3	4	3	3	40
83	3	4	5	4	4	4	3	2	2	3	34
84	4	3	5	4	3	5	4	3	3	5	39
85	4	4	4	4	4	4	3	3	4	4	38
86	4	4	4	4	4	4	4	4	4	4	40
87	5	4	4	4	4	5	5	1	5	5	42
88	4	5	5	5	5	5	5	4	4	5	47
89	4	5	5	5	5	5	5	4	4	5	47
90	3	3	5	5	4	4	4	5	5	5	43
91	5	3	3	5	5	5	5	5	5	4	45
92	5	5	5	5	5	5	5	5	5	5	50
93	3	3	3	3	3	3	3	3	3	3	30
94	4	4	4	4	5	5	4	3	3	4	40
95	4	5	5	5	3	3	3	5	3	3	39
96	5	3	3	4	5	5	5	5	3	3	41
97	4	5	5	5	4	4	4	5	5	5	46
98	4	4	3	3	5	5	5	5	5	5	44
99	5	5	3	3	5	5	4	4	5	5	44
100	5	5	5	5	4	3	3	4	4	3	41

b. Data Interval

Responden					**Succesive Interval**						Jumlah
1	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	
2	4.339	3.145	3.123	3.136	3.028	3.043	2.521	3.048	3.447	3.508	32.337
3	4.339	3.145	3.123	3.136	3.028	4.252	3.545	2.164	3.447	4.686	34.864
4	4.339	4.334	4.326	4.346	4.317	4.252	4.783	4.272	4.538	4.686	44.194
5	4.339	3.145	3.123	3.136	3.028	3.043	3.545	2.164	2.538	3.508	31.569
6	2.114	2.255	2.112	2.175	2.000	2.102	3.545	3.048	3.447	3.508	26.305
7	4.339	2.255	2.112	2.175	2.000	2.102	2.521	2.164	2.538	2.530	24.735
8	4.339	3.145	3.123	2.175	2.000	3.043	2.521	2.164	3.447	3.508	29.464

9	3.011	2.255	2.112	2.175	2.000	2.102	3.545	3.048	2.538	3.508	26.293
10	3.011	3.145	3.123	3.136	3.028	2.102	3.545	3.048	2.538	2.530	29.205
11	3.011	3.145	2.112	2.175	3.028	3.043	3.545	3.048	3.447	3.508	30.061
12	3.011	4.334	4.326	3.136	4.317	2.102	4.783	4.272	4.538	4.686	39.505
13	3.011	3.145	3.123	3.136	3.028	3.043	3.545	3.048	1.653	3.508	30.240
14	4.339	4.334	4.326	4.346	4.317	4.252	4.783	4.272	4.538	4.686	44.194
15	4.339	3.145	3.123	3.136	3.028	3.043	3.545	2.164	4.538	4.686	34.747
16	4.339	4.334	2.112	4.346	4.317	4.252	3.545	3.048	1.653	4.686	36.633
17	4.339	4.334	3.123	3.136	4.317	4.252	3.545	4.272	4.538	3.508	39.365
18	3.011	3.145	3.123	3.136	3.028	3.043	3.545	3.048	3.447	3.508	32.033
19	4.339	4.334	4.326	3.136	4.317	3.043	4.783	3.048	3.447	4.686	39.460
20	4.339	4.334	3.123	3.136	4.317	3.043	3.545	3.048	3.447	3.508	35.841
21	3.011	3.145	3.123	3.136	3.028	2.102	2.521	2.164	2.538	2.530	27.296
22	4.339	4.334	4.326	4.346	4.317	4.252	4.783	4.272	4.538	3.508	43.016
23	4.339	1.533	3.123	2.175	4.317	1.000	3.545	3.048	3.447	1.596	28.123
24	4.339	3.145	3.123	3.136	3.028	3.043	2.521	3.048	3.447	3.508	32.337
25	4.339	3.145	3.123	3.136	3.028	3.043	3.545	3.048	3.447	3.508	33.362
26	4.339	4.334	4.326	4.346	4.317	4.252	3.545	3.048	4.538	3.508	40.555
27	3.011	3.145	3.123	3.136	3.028	3.043	3.545	3.048	3.447	3.508	32.033
28	4.339	4.334	4.326	4.346	4.317	4.252	4.783	4.272	4.538	4.686	44.194
29	4.339	4.334	4.326	4.346	4.317	4.252	4.783	4.272	4.538	4.686	44.194
30	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	10.000
31	4.339	4.334	1.000	1.000	3.028	2.102	1.681	1.630	2.538	2.530	24.182
32	4.339	4.334	4.326	4.346	4.317	4.252	4.783	4.272	4.538	4.686	44.194
33	4.339	3.145	4.326	4.346	3.028	3.043	3.545	2.164	2.538	2.530	33.005
34	4.339	3.145	4.326	3.136	4.317	3.043	3.545	4.272	3.447	3.508	37.079
35	4.339	4.334	4.326	4.346	3.028	3.043	4.783	3.048	3.447	4.686	39.380
36	4.339	3.145	2.112	2.175	2.000	3.043	3.545	3.048	2.538	2.530	28.475
37	4.339	4.334	4.326	3.136	4.317	4.252	4.783	3.048	3.447	3.508	39.490
38	3.011	2.255	3.123	3.136	3.028	3.043	3.545	3.048	2.538	2.530	29.257
39	4.339	2.255	3.123	3.136	3.028	3.043	2.521	1.000	3.447	3.508	29.399
40	4.339	3.145	2.112	2.175	3.028	1.455	3.545	3.048	2.538	2.530	27.914
41	3.011	3.145	3.123	3.136	3.028	3.043	3.545	3.048	3.447	3.508	32.033
42	3.011	4.334	3.123	4.346	3.028	3.043	4.783	3.048	4.538	3.508	36.762
43	4.339	4.334	3.123	3.136	2.000	4.252	4.783	4.272	4.538	4.686	39.463
44	4.339	4.334	3.123	3.136	4.317	3.043	3.545	4.272	3.447	3.508	37.065
45	3.011	2.255	2.112	2.175	2.000	2.102	2.521	2.164	2.538	2.530	23.406
46	4.339	3.145	3.123	3.136	4.317	4.252	3.545	3.048	2.538	2.530	33.973
47	4.339	4.334	4.326	4.346	3.028	3.043	3.545	3.048	3.447	3.508	36.965
48	3.011	3.145	3.123	3.136	3.028	3.043	3.545	3.048	3.447	4.686	33.211
49	3.011	3.145	3.123	3.136	3.028	2.102	3.545	4.272	4.538	4.686	34.585
50	4.339	4.334	4.326	3.136	3.028	3.043	4.783	4.272	4.538	4.686	40.486
51	4.339	4.334	4.326	3.136	3.028	3.043	3.545	3.048	3.447	3.508	35.755
52	2.114	2.255	3.123	4.346	4.317	3.043	3.545	3.048	3.447	3.508	32.746

53	3.011	1.000	1.000	1.000	1.000	1.000	2.521	1.000	1.000	1.596	14.127
54	4.339	4.334	2.112	3.136	3.028	4.252	4.783	4.272	3.447	3.508	37.210
55	3.011	3.145	3.123	4.346	4.317	3.043	3.545	3.048	3.447	3.508	34.533
56	4.339	4.334	4.326	3.136	3.028	2.102	3.545	3.048	4.538	4.686	37.083
57	4.339	2.255	2.112	2.175	4.317	4.252	4.783	4.272	2.538	3.508	34.550
58	4.339	4.334	3.123	4.346	4.317	4.252	3.545	3.048	4.538	4.686	40.529
59	2.114	3.145	4.326	4.346	4.317	4.252	4.783	4.272	4.538	4.686	40.779
60	4.339	4.334	4.326	4.346	4.317	4.252	4.783	3.048	3.447	4.686	41.878
61	4.339	4.334	4.326	4.346	4.317	3.043	3.545	4.272	4.538	3.508	40.570
62	4.339	4.334	4.326	4.346	4.317	4.252	4.783	4.272	4.538	4.686	44.194
63	4.339	4.334	4.326	4.346	4.317	4.252	4.783	4.272	4.538	4.686	44.194
64	4.339	4.334	3.123	4.346	4.317	4.252	4.783	4.272	4.538	4.686	42.990
65	3.011	2.255	4.326	4.346	4.317	4.252	4.783	4.272	4.538	3.508	39.608
66	4.339	4.334	2.112	2.175	4.317	4.252	4.783	4.272	4.538	4.686	39.808
67	2.114	2.255	3.123	3.136	4.317	4.252	3.545	3.048	3.447	4.686	33.922
68	3.011	4.334	4.326	4.346	4.317	2.102	3.545	4.272	4.538	4.686	39.478
69	4.339	3.145	3.123	3.136	3.028	4.252	4.783	4.272	2.538	2.530	35.144
70	4.339	2.255	2.112	4.346	4.317	4.252	4.783	4.272	2.538	3.508	36.721
71	4.339	3.145	3.123	2.175	3.028	3.043	2.521	2.164	3.447	2.530	29.514
72	3.011	3.145	2.112	2.175	3.028	3.043	2.521	3.048	2.538	3.508	28.127
73	4.339	3.145	3.123	4.346	4.317	4.252	3.545	2.164	1.653	2.530	33.415
74	3.011	4.334	4.326	4.346	4.317	4.252	4.783	3.048	3.447	4.686	40.550
75	2.114	3.145	3.123	3.136	3.028	3.043	3.545	3.048	2.538	3.508	30.227
76	1.489	4.334	4.326	2.175	4.317	2.102	2.521	1.630	2.538	3.508	28.939
77	4.339	3.145	3.123	3.136	3.028	4.252	3.545	3.048	3.447	4.686	35.748
78	4.339	4.334	3.123	1.513	3.028	3.043	1.681	1.630	2.538	2.530	27.760
79	4.339	4.334	3.123	3.136	3.028	3.043	3.545	3.048	4.538	4.686	36.821
80	3.011	2.255	2.112	2.175	2.000	2.102	1.681	3.048	2.538	3.508	24.429
81	2.114	2.255	2.112	1.513	2.000	2.102	2.521	1.630	2.538	2.530	21.314
82	3.011	1.533	2.112	2.175	2.000	2.102	2.521	2.164	2.538	2.530	22.685
83	4.339	4.334	3.123	3.136	4.317	3.043	2.521	3.048	2.538	2.530	32.930
84	2.114	3.145	4.326	3.136	3.028	3.043	2.521	1.630	1.653	2.530	27.126
85	3.011	2.255	4.326	3.136	2.000	4.252	3.545	2.164	2.538	4.686	31.913
86	3.011	3.145	3.123	3.136	3.028	3.043	2.521	2.164	3.447	3.508	30.125
87	3.011	3.145	3.123	3.136	3.028	3.043	3.545	3.048	3.447	3.508	32.033
88	4.339	3.145	3.123	3.136	3.028	4.252	4.783	1.000	4.538	4.686	36.029
89	3.011	4.334	4.326	4.346	4.317	4.252	4.783	3.048	3.447	4.686	40.550
90	3.011	4.334	4.326	4.346	4.317	4.252	4.783	3.048	3.447	4.686	40.550
91	2.114	2.255	4.326	4.346	3.028	3.043	3.545	4.272	4.538	4.686	36.153
92	4.339	2.255	2.112	4.346	4.317	4.252	4.783	4.272	4.538	3.508	38.721
93	4.339	4.334	4.326	4.346	4.317	4.252	4.783	4.272	4.538	4.686	44.194
94	2.114	2.255	2.112	2.175	2.000	2.102	2.521	2.164	2.538	2.530	22.510
95	3.011	3.145	3.123	3.136	4.317	4.252	3.545	2.164	2.538	3.508	32.739
96	3.011	4.334	4.326	4.346	2.000	2.102	2.521	4.272	2.538	2.530	31.979

97	4.339	2.255	2.112	3.136	4.317	4.252	4.783	4.272	2.538	2.530	34.533
98	3.011	4.334	4.326	4.346	3.028	3.043	3.545	4.272	4.538	4.686	39.130
99	3.011	3.145	2.112	2.175	4.317	4.252	4.783	4.272	4.538	4.686	37.290
100	4.339	4.334	2.112	2.175	4.317	4.252	3.545	3.048	4.538	4.686	37.347

4. Data Pernyataan Responden Variabel *Brand Image* (X3)

   a. Data Ordinal

No. Responden	Brand Image X3						Jumlah
	1	2	3	4	5	6	
1	4	4	4	4	2	4	22
2	5	5	5	5	3	5	28
3	5	5	5	5	5	5	30
4	4	4	4	4	4	4	24
5	4	4	3	3	4	3	21
6	3	3	3	3	3	3	18
7	4	4	4	5	4	5	26
8	4	4	4	4	4	4	24
9	3	3	4	4	4	3	21
10	4	4	4	4	4	4	24
11	4	4	4	3	3	5	23
12	4	4	4	4	4	4	24
13	5	5	5	5	5	5	30
14	5	4	4	5	5	5	28
15	3	5	4	4	4	5	25
16	5	5	4	5	4	5	28
17	4	4	4	4	4	4	24
18	5	4	4	4	5	5	27
19	4	4	5	5	4	4	26
20	4	3	3	4	3	3	20
21	5	5	5	5	5	5	30
22	5	5	5	5	5	2	27
23	5	4	4	5	3	4	25
24	4	4	4	4	4	4	24
25	4	4	5	5	5	5	28
26	5	5	4	5	5	4	28

27	5	5	5	5	5	5	30
28	5	5	5	5	5	5	30
29	1	1	1	1	1	1	6
30	4	4	4	4	4	4	24
31	5	5	5	5	5	5	30
32	4	2	2	5	3	4	20
33	5	4	4	5	3	3	24
34	4	5	5	5	5	5	29
35	3	4	3	5	4	3	22
36	5	5	5	5	5	5	30
37	4	4	4	4	4	4	24
38	4	3	4	5	5	4	25
39	4	3	4	4	4	4	23
40	4	4	4	4	3	3	22
41	5	4	5	4	5	5	28
42	4	5	4	5	5	5	28
43	4	4	5	5	5	4	27
44	3	3	3	3	3	3	18
45	4	4	5	5	5	5	28
46	3	3	5	5	4	4	24
47	5	5	5	4	4	4	27
48	5	4	4	4	4	4	25
49	5	5	5	5	5	5	30
50	4	5	3	3	5	5	25
51	4	5	5	5	5	5	29
52	4	3	2	2	2	2	15
53	5	4	5	5	5	5	29
54	5	4	4	4	4	4	25
55	5	4	4	4	4	4	25
56	4	5	5	4	4	4	26
57	5	5	3	5	5	5	28
58	4	4	5	5	5	5	28
59	4	4	3	3	5	5	24
60	4	4	4	5	5	5	27
61	5	5	4	4	5	5	28
62	5	5	5	5	5	5	30
63	4	4	5	5	5	5	28
64	5	3	5	5	5	5	28
65	5	5	5	5	5	4	29
66	5	4	5	5	5	4	28
67	5	5	5	5	5	5	30

68	3	5	5	5	5	5	28
69	4	4	4	4	3	3	22
70	5	4	4	4	4	4	25
71	3	3	3	4	3	3	19
72	5	4	4	5	5	4	27
73	5	5	5	5	4	4	28
74	4	4	4	5	4	4	25
75	5	5	5	5	5	4	29
76	5	5	4	5	4	5	28
77	4	4	4	4	3	4	23
78	4	4	4	4	4	4	24
79	4	3	2	3	3	4	19
80	3	3	3	3	3	3	18
81	3	3	4	3	3	4	20
82	5	4	4	5	3	2	23
83	5	5	5	5	3	5	28
84	4	3	5	4	3	5	24
85	5	4	4	5	3	4	25
86	4	4	4	4	4	4	24
87	5	5	5	5	4	4	28
88	5	5	5	5	5	5	30
89	4	4	4	5	4	4	25
90	4	5	5	5	5	5	29
91	4	5	5	5	5	5	29
92	5	5	5	4	4	4	27
93	3	3	3	3	3	3	18
94	3	3	3	4	4	4	21
95	4	4	4	4	5	5	26
96	4	4	4	3	4	5	24
97	4	4	5	5	5	3	26
98	4	4	5	5	4	4	26
99	5	4	5	5	5	5	29
100	4	5	4	4	4	4	25

b. Data Interval

Responden			**Succesive Interval**				Jumlah
	1	**2**	**3**	**4**	**5**	**6**	
1	3.280	3.435	3.327	3.103	1.596	3.329	18.071
2	4.613	4.723	4.613	4.400	2.487	4.596	25.434
3	4.613	4.723	4.613	4.400	4.596	4.596	27.542

4	3.280	3.435	3.327	3.103	3.416	3.329	19.891
5	3.280	3.435	2.356	2.182	3.416	2.382	17.051
6	2.124	2.328	2.356	2.182	2.487	2.382	13.859
7	3.280	3.435	3.327	4.400	3.416	4.596	22.455
8	3.280	3.435	3.327	3.103	3.416	3.329	19.891
9	2.124	2.328	3.327	3.103	3.416	2.382	16.680
10	3.280	3.435	3.327	3.103	3.416	3.329	19.891
11	3.280	3.435	3.327	2.182	2.487	4.596	19.308
12	3.280	3.435	3.327	3.103	3.416	3.329	19.891
13	4.613	4.723	4.613	4.400	4.596	4.596	27.542
14	4.613	3.435	3.327	4.400	4.596	4.596	24.968
15	2.124	4.723	3.327	3.103	3.416	4.596	21.290
16	4.613	4.723	3.327	4.400	3.416	4.596	25.076
17	3.280	3.435	3.327	3.103	3.416	3.329	19.891
18	4.613	3.435	3.327	3.103	4.596	4.596	23.671
19	3.280	3.435	4.613	4.400	3.416	3.329	22.474
20	3.280	2.328	2.356	3.103	2.487	2.382	15.936
21	4.613	4.723	4.613	4.400	4.596	4.596	27.542
22	4.613	4.723	4.613	4.400	4.596	1.681	24.628
23	4.613	3.435	3.327	4.400	2.487	3.329	21.592
24	3.280	3.435	3.327	3.103	3.416	3.329	19.891
25	3.280	3.435	4.613	4.400	4.596	4.596	24.921
26	4.613	4.723	3.327	4.400	4.596	3.329	24.989
27	4.613	4.723	4.613	4.400	4.596	4.596	27.542
28	4.613	4.723	4.613	4.400	4.596	4.596	27.542
29	1.000	1.000	1.000	1.000	1.000	1.000	6.000
30	3.280	3.435	3.327	3.103	3.416	3.329	19.891
31	4.613	4.723	4.613	4.400	4.596	4.596	27.542
32	3.280	1.489	1.681	4.400	2.487	3.329	16.666
33	4.613	3.435	3.327	4.400	2.487	2.382	20.645
34	3.280	4.723	4.613	4.400	4.596	4.596	26.209
35	2.124	3.435	2.356	4.400	3.416	2.382	18.113
36	4.613	4.723	4.613	4.400	4.596	4.596	27.542
37	3.280	3.435	3.327	3.103	3.416	3.329	19.891
38	3.280	2.328	3.327	4.400	4.596	3.329	21.260
39	3.280	2.328	3.327	3.103	3.416	3.329	18.783
40	3.280	3.435	3.327	3.103	2.487	2.382	18.015
41	4.613	3.435	4.613	3.103	4.596	4.596	24.957
42	3.280	4.723	3.327	4.400	4.596	4.596	24.923
43	3.280	3.435	4.613	4.400	4.596	3.329	23.654
44	2.124	2.328	2.356	2.182	2.487	2.382	13.859
45	3.280	3.435	4.613	4.400	4.596	4.596	24.921
46	2.124	2.328	4.613	4.400	3.416	3.329	20.211
47	4.613	4.723	4.613	3.103	3.416	3.329	23.799

48	4.613	3.435	3.327	3.103	3.416	3.329	21.224
49	4.613	4.723	4.613	4.400	4.596	4.596	27.542
50	3.280	4.723	2.356	2.182	4.596	4.596	21.733
51	3.280	4.723	4.613	4.400	4.596	4.596	26.209
52	3.280	2.328	1.681	1.489	1.596	1.681	12.054
53	4.613	3.435	4.613	4.400	4.596	4.596	26.254
54	4.613	3.435	3.327	3.103	3.416	3.329	21.224
55	4.613	3.435	3.327	3.103	3.416	3.329	21.224
56	3.280	4.723	4.613	3.103	3.416	3.329	22.465
57	4.613	4.723	2.356	4.400	4.596	4.596	25.285
58	3.280	3.435	4.613	4.400	4.596	4.596	24.921
59	3.280	3.435	2.356	2.182	4.596	4.596	20.445
60	3.280	3.435	3.327	4.400	4.596	4.596	23.635
61	4.613	4.723	3.327	3.103	4.596	4.596	24.959
62	4.613	4.723	4.613	4.400	4.596	4.596	27.542
63	3.280	3.435	4.613	4.400	4.596	4.596	24.921
64	4.613	2.328	4.613	4.400	4.596	4.596	25.147
65	4.613	4.723	4.613	4.400	4.596	3.329	26.275
66	4.613	3.435	4.613	4.400	4.596	3.329	24.987
67	4.613	4.723	4.613	4.400	4.596	4.596	27.542
68	2.124	4.723	4.613	4.400	4.596	4.596	25.053
69	3.280	3.435	3.327	3.103	2.487	2.382	18.015
70	4.613	3.435	3.327	3.103	3.416	3.329	21.224
71	2.124	2.328	2.356	3.103	2.487	2.382	14.780
72	4.613	3.435	3.327	4.400	4.596	3.329	23.701
73	4.613	4.723	4.613	4.400	3.416	3.329	25.095
74	3.280	3.435	3.327	4.400	3.416	3.329	21.188
75	4.613	4.723	4.613	4.400	4.596	3.329	26.275
76	4.613	4.723	3.327	4.400	3.416	4.596	25.076
77	3.280	3.435	3.327	3.103	2.487	3.329	18.962
78	3.280	3.435	3.327	3.103	3.416	3.329	19.891
79	3.280	2.328	1.681	2.182	2.487	3.329	15.287
80	2.124	2.328	2.356	2.182	2.487	2.382	13.859
81	2.124	2.328	3.327	2.182	2.487	3.329	15.778
82	4.613	3.435	3.327	4.400	2.487	1.681	19.944
83	4.613	4.723	4.613	4.400	2.487	4.596	25.434
84	3.280	2.328	4.613	3.103	2.487	4.596	20.408
85	4.613	3.435	3.327	4.400	2.487	3.329	21.592
86	3.280	3.435	3.327	3.103	3.416	3.329	19.891
87	4.613	4.723	4.613	4.400	3.416	3.329	25.095
88	4.613	4.723	4.613	4.400	4.596	4.596	27.542
89	3.280	3.435	3.327	4.400	3.416	3.329	21.188
90	3.280	4.723	4.613	4.400	4.596	4.596	26.209
91	3.280	4.723	4.613	4.400	4.596	4.596	26.209

92	4.613	4.723	4.613	3.103	3.416	3.329	23.799
93	2.124	2.328	2.356	2.182	2.487	2.382	13.859
94	2.124	2.328	2.356	3.103	3.416	3.329	16.656
95	3.280	3.435	3.327	3.103	4.596	4.596	22.338
96	3.280	3.435	3.327	2.182	3.416	4.596	20.237
97	3.280	3.435	4.613	4.400	4.596	2.382	22.707
98	3.280	3.435	4.613	4.400	3.416	3.329	22.474
99	4.613	3.435	4.613	4.400	4.596	4.596	26.254
100	3.280	4.723	3.327	3.103	3.416	3.329	21.179

5. Data Pernyataan Responden Variabel Kualitas *Website* (X4)

   a. Data Ordinal

No. Responden	Kualitas Website X4																Jumlah
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
1	4	4	3	4	3	3	4	4	4	4	3	4	4	4	4	5	61
2	5	5	5	5	4	4	4	4	4	4	4	4	4	4	5	5	70
3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
4	3	3	4	4	3	3	4	3	4	4	4	4	4	3	4	4	58
5	5	5	5	3	3	1	3	3	3	3	4	4	3	3	3	3	54
6	4	3	3	3	3	4	3	3	3	3	3	5	5	5	5	5	60
7	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	4	62
8	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4	3	60
9	4	3	4	3	4	3	4	3	3	4	3	3	3	3	3	3	53
10	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
11	4	4	3	5	5	3	4	4	4	4	4	4	5	4	4	5	66
12	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
13	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
14	5	4	4	4	3	3	3	4	4	4	4	4	3	4	4	4	61
15	5	3	5	4	4	5	4	5	4	5	3	3	4	5	5	5	69
16	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	78
17	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
18	4	5	5	4	5	5	5	4	4	4	5	4	5	4	4	5	72
19	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	65
20	4	4	4	3	3	3	3	3	3	4	3	3	3	3	3	3	52
21	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
22	5	4	4	4	2	3	4	4	4	4	4	4	4	3	4	4	61
23	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	68
24	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
25	4	5	4	5	5	4	5	5	4	4	4	5	5	5	5	5	74

26	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	66
27	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
28	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
29	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	16
30	4	4	4	4	4	4	4	3	4	4	3	3	3	4	4	4	60
31	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
32	4	3	5	3	4	4	4	4	4	4	4	4	4	4	3	4	62
33	5	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	63
34	5	5	5	5	5	5	5	4	5	5	5	4	4	5	5	5	77
35	4	4	3	4	4	3	4	4	3	3	3	4	3	4	3	3	56
36	5	5	5	5	5	5	5	3	4	4	5	5	5	5	5	4	75
37	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	65
38	3	4	3	3	3	2	3	3	3	4	4	3	5	4	5	5	57
39	4	3	4	3	4	3	4	4	3	3	4	4	3	3	4	3	56
40	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	62
41	4	5	4	4	4	4	5	4	5	4	5	4	5	4	5	4	70
42	5	5	5	5	5	4	5	4	4	4	5	5	5	5	4	5	75
43	5	4	4	4	4	4	4	4	4	4	5	4	4	4	5	4	67
44	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
45	4	4	4	4	4	3	3	5	5	4	4	4	5	4	4	4	65
46	3	4	4	4	4	5	5	5	5	5	5	4	4	3	4	5	69
47	3	5	5	5	5	4	4	4	4	4	4	5	5	5	5	5	72
48	3	4	4	4	4	4	3	3	5	5	5	5	5	5	5	5	69
49	5	5	4	4	4	4	4	4	4	4	5	5	5	5	5	1	68
50	5	4	4	5	5	4	3	4	5	4	5	4	5	5	4	1	67
51	5	5	5	5	5	4	4	4	4	4	4	5	5	5	5	5	74
52	4	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	47
53	5	5	5	5	5	5	5	3	4	4	5	5	5	5	4	4	74
54	4	4	3	5	5	3	5	5	5	5	5	5	5	5	5	5	74
55	4	3	4	4	4	5	5	5	5	5	5	4	4	4	5	5	71
56	4	4	4	4	4	4	5	5	5	5	5	5	4	3	3	5	69
57	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	79
58	5	5	5	5	5	4	4	5	5	4	4	5	5	4	3	3	71
59	3	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	75
60	5	5	4	4	5	5	4	4	5	5	5	5	5	5	5	5	76
61	3	5	5	5	5	4	4	4	5	5	5	4	5	5	5	5	74
62	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
63	5	5	5	5	5	5	5	5	4	4	4	3	5	5	5	3	73
64	5	5	5	5	5	5	4	3	3	4	5	5	4	4	5	5	72
65	4	3	5	5	5	5	5	5	4	4	4	3	3	5	5	5	70
66	4	4	4	4	3	4	5	5	5	5	5	5	5	5	5	3	71

67	4	4	4	4	5	5	5	5	5	5	5	5	5	4	3	3	71
68	3	3	3	3	5	5	5	5	5	5	3	3	5	5	3	5	66
69	3	3	4	4	4	4	4	4	4	4	4	5	4	4	5	4	64
70	4	4	4	3	3	4	4	4	4	4	4	3	4	4	4	4	61
71	4	4	4	3	3	3	3	3	3	3	3	3	4	3	3	3	52
72	4	4	4	4	3	4	4	3	3	3	5	5	5	5	3	4	63
73	4	5	4	5	4	5	4	4	5	5	5	5	5	5	5	5	75
74	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	63
75	5	5	5	5	5	5	4	5	5	5	5	5	3	5	5	5	77
76	5	5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	78
77	4	4	4	5	4	4	4	4	4	4	4	4	3	4	4	4	64
78	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
79	4	4	3	4	3	2	3	2	3	3	3	3	2	2	4	4	49
80	4	3	3	3	3	3	4	3	3	3	3	3	4	4	4	3	53
81	2	2	2	2	4	5	4	3	4	4	3	4	3	1	2	3	48
82	3	3	3	3	2	3	2	3	3	3	4	3	3	3	4	3	48
83	5	5	5	4	4	3	5	4	4	5	4	4	3	4	5	5	69
84	4	3	5	3	5	4	3	5	4	3	5	4	3	5	4	3	63
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86	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
87	4	4	4	4	4	4	4	5	5	5	5	4	5	5	5	5	72
88	4	4	5	5	5	5	5	5	5	5	5	5	5	3	3	5	74
89	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
90	5	4	4	4	4	5	5	5	5	5	5	5	5	5	4	3	73
91	5	5	5	5	5	5	5	5	5	5	5	4	4	5	3	3	74
92	4	4	3	3	5	5	5	5	5	5	5	5	5	5	5	5	74
93	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
94	4	4	4	3	3	4	4	4	4	4	4	5	5	4	4	4	64
95	5	5	4	4	4	4	5	3	3	3	3	3	5	5	5	4	65
96	5	5	5	3	3	3	3	4	4	4	4	5	5	5	5	4	67
97	3	5	5	3	3	5	5	4	4	4	5	5	5	4	4	4	68
98	5	5	5	5	4	4	4	4	5	5	5	5	5	5	5	3	74
99	5	5	3	3	5	5	4	4	5	5	4	4	5	5	4	5	71
100	4	4	4	5	5	5	5	5	4	4	4	3	3	4	4	5	68

b. Data Interval

Respo								Succesive Interval									Jumlah
nden	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	
1	3.338	3.383	2.328	3.519	2.509	2.276	3.395	3.518	3.422	3.404	2.250	3.439	3.351	3.127	3.344	4.199	50.804
2	4.649	4.649	4.704	4.743	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	4.596	4.199	61.270
3	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	73.726
4	2.244	2.369	3.422	3.519	2.509	2.276	3.395	2.427	3.422	3.404	3.329	3.439	3.351	2.186	3.344	3.046	47.685
5	4.649	4.649	4.704	2.450	2.509	1.000	2.301	2.427	2.278	2.190	3.329	3.439	2.450	2.186	2.328	2.133	45.023
6	3.338	2.369	2.328	2.450	2.509	3.262	2.301	2.427	2.278	2.190	2.250	4.667	4.512	4.369	4.596	4.199	50.045
7	3.338	3.383	2.328	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	2.450	3.127	3.344	3.046	51.787
8	3.338	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	2.357	2.450	2.186	3.344	2.133	49.945
9	3.338	2.369	3.422	2.450	3.481	2.276	3.395	2.427	2.278	3.404	2.250	2.357	2.450	2.186	2.328	2.133	42.546
10	3.338	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	3.344	3.046	53.783
11	3.338	3.383	2.328	4.743	4.667	2.276	3.395	3.518	3.422	3.404	3.329	3.439	4.512	3.127	3.344	4.199	56.425
12	3.338	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	3.344	3.046	53.783
13	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	73.726
14	4.649	3.383	3.422	3.519	2.509	2.276	2.301	3.518	3.422	3.404	3.329	3.439	2.450	3.127	3.344	3.046	51.141
15	4.649	2.369	4.704	3.519	3.481	4.479	3.395	4.763	3.422	4.743	2.250	2.357	3.351	4.369	4.596	4.199	60.648
16	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	3.439	4.512	3.127	4.596	4.199	71.257
17	3.338	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	3.344	3.046	53.783
18	3.338	4.649	4.704	3.519	4.667	4.479	4.686	3.518	3.422	3.404	4.596	3.439	4.512	3.127	3.344	4.199	63.605
19	4.649	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	3.344	3.046	55.094
20	3.338	3.383	3.422	2.450	2.509	2.276	2.301	2.427	2.278	3.404	2.250	2.357	2.450	2.186	2.328	2.133	41.493
21	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	73.726
22	4.649	3.383	3.422	3.519	1.596	2.276	3.395	3.518	3.422	3.404	3.329	3.439	3.351	2.186	3.344	3.046	51.282
23	3.338	3.383	3.422	3.519	3.481	3.262	4.686	4.763	4.704	4.743	3.329	3.439	3.351	3.127	3.344	3.046	58.939

24	3.338	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	3.344	3.046	53.783
25	3.338	4.649	3.422	4.743	4.667	3.262	4.686	4.763	3.422	3.404	3.329	4.667	4.512	4.369	4.596	4.199	66.028
26	4.649	4.649	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	3.344	3.046	56.360
27	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	73.726
28	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	73.726
29	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	16.000
30	3.338	3.383	3.422	3.519	3.481	3.262	3.395	2.427	3.422	3.404	2.250	2.357	2.450	3.127	3.344	3.046	49.629
31	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	73.726
32	3.338	2.369	4.704	2.450	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	2.328	3.046	51.966
33	4.649	3.383	3.422	3.519	2.509	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	2.186	3.344	3.046	53.180
34	4.649	4.649	4.704	4.743	4.667	4.479	4.686	3.518	4.704	4.743	4.596	3.439	3.351	4.369	4.596	4.199	70.094
35	3.338	3.383	2.328	3.519	3.481	2.276	3.395	3.518	2.278	2.190	2.250	3.439	2.450	3.127	2.328	2.133	45.435
36	4.649	4.649	4.704	4.743	4.667	4.479	4.686	2.427	3.422	3.404	4.596	4.667	4.512	4.369	4.596	3.046	67.617
37	3.338	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	4.743	3.329	3.439	3.351	3.127	3.344	3.046	55.122
38	2.244	3.383	2.328	2.450	2.509	1.533	2.301	2.427	2.278	3.404	3.329	2.357	4.512	3.127	4.596	4.199	46.977
39	3.338	2.369	3.422	2.450	3.481	2.276	3.395	3.518	2.278	2.190	3.329	3.439	2.450	2.186	3.344	2.133	45.600
40	3.338	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	2.357	2.450	3.127	3.344	3.046	51.800
41	3.338	4.649	3.422	3.519	3.481	3.262	4.686	3.518	4.704	3.404	4.596	3.439	4.512	3.127	4.596	3.046	61.301
42	4.649	4.649	4.704	4.743	4.667	3.262	4.686	3.518	3.422	3.404	4.596	4.667	4.512	4.369	3.344	4.199	67.391
43	4.649	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	4.596	3.439	3.351	3.127	4.596	3.046	57.613
44	2.244	2.369	2.328	2.450	2.509	2.276	2.301	2.427	2.278	2.190	2.250	2.357	2.450	2.186	2.328	2.133	37.077
45	3.338	3.383	3.422	3.519	3.481	2.276	2.301	4.763	4.704	3.404	3.329	3.439	4.512	3.127	3.344	3.046	55.390
46	2.244	3.383	3.422	3.519	3.481	4.479	4.686	4.763	4.704	4.743	4.596	3.439	3.351	2.186	3.344	4.199	60.541
47	2.244	4.649	4.704	4.743	4.667	3.262	3.395	3.518	3.422	3.404	3.329	4.667	4.512	4.369	4.596	4.199	63.680
48	2.244	3.383	3.422	3.519	3.481	3.262	2.301	2.427	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	60.426
49	4.649	4.649	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	4.596	4.667	4.512	4.369	4.596	1.000	60.462
50	4.649	3.383	3.422	4.743	4.667	3.262	2.301	3.518	4.704	3.404	4.596	3.439	4.512	4.369	3.344	1.000	59.314

51	4.649	4.649	4.704	4.743	4.667	3.262	3.395	3.518	3.422	3.404	3.329	4.667	4.512	4.369	4.596	4.199	66.085
52	3.338	1.596	2.328	2.450	2.509	2.276	2.301	2.427	2.278	2.190	2.250	2.357	2.450	1.533	2.328	2.133	36.744
53	4.649	4.649	4.704	4.743	4.667	4.479	4.686	2.427	3.422	3.404	4.596	4.667	4.512	4.369	3.344	3.046	66.365
54	3.338	3.383	2.328	4.743	4.667	2.276	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	66.570
55	3.338	2.369	3.422	3.519	3.481	4.479	4.686	4.763	4.704	4.743	4.596	3.439	3.351	3.127	4.596	4.199	62.814
56	3.338	3.383	3.422	3.519	3.481	3.262	4.686	4.763	4.704	4.743	4.596	4.667	3.351	2.186	2.328	4.199	60.629
57	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	3.127	4.596	4.199	72.484
58	4.649	4.649	4.704	4.743	4.667	3.262	3.395	4.763	4.704	3.404	3.329	4.667	4.512	3.127	2.328	2.133	63.036
59	2.244	4.649	4.704	4.743	4.667	4.479	4.686	3.518	3.422	3.404	4.596	4.667	4.512	4.369	4.596	4.199	67.456
60	4.649	4.649	3.422	3.519	4.667	4.479	3.395	3.518	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	68.685
61	2.244	4.649	4.704	4.743	4.667	3.262	3.395	3.518	4.704	4.743	4.596	3.439	4.512	4.369	4.596	4.199	66.341
62	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	73.726
63	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	3.422	3.404	3.329	2.357	4.512	4.369	4.596	2.133	65.462
64	4.649	4.649	4.704	4.743	4.667	4.479	3.395	2.427	2.278	3.404	4.596	4.667	3.351	3.127	4.596	4.199	63.932
65	3.338	2.369	4.704	4.743	4.667	4.479	4.686	4.763	3.422	3.404	3.329	2.357	2.450	4.369	4.596	4.199	61.876
66	3.338	3.383	3.422	3.519	2.509	3.262	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	4.596	2.133	63.202
67	3.338	3.383	3.422	3.519	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	3.127	2.328	2.133	63.068
68	2.244	2.369	2.328	2.450	4.667	4.479	4.686	4.763	4.704	4.743	2.250	2.357	4.512	4.369	2.328	4.199	57.448
69	2.244	2.369	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	4.667	3.351	3.127	4.596	3.046	54.155
70	3.338	3.383	3.422	2.450	2.509	3.262	3.395	3.518	3.422	3.404	3.329	2.357	3.351	3.127	3.344	3.046	50.659
71	3.338	3.383	3.422	2.450	2.509	2.276	2.301	2.427	2.278	2.190	2.250	2.357	3.351	2.186	2.328	2.133	41.181
72	3.338	3.383	3.422	3.519	2.509	3.262	3.395	2.427	2.278	2.190	4.596	4.667	4.512	4.369	2.328	3.046	53.242
73	3.338	4.649	3.422	4.743	3.481	4.479	3.395	3.518	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	67.412
74	3.338	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	3.344	2.133	52.869
75	4.649	4.649	4.704	4.743	4.667	4.479	3.395	4.763	4.704	4.743	4.596	4.667	2.450	4.369	4.596	4.199	70.373
76	4.649	4.649	4.704	3.519	4.667	4.479	4.686	4.763	4.704	3.404	4.596	4.667	4.512	4.369	4.596	4.199	71.163
77	3.338	3.383	3.422	4.743	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	2.450	3.127	3.344	3.046	54.105

78	3.338	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	3.344	3.046	53.783
79	3.338	3.383	2.328	3.519	2.509	1.533	2.301	1.489	2.278	2.190	2.250	2.357	1.489	1.533	3.344	3.046	38.888
80	3.338	2.369	2.328	2.450	2.509	2.276	3.395	2.427	2.278	2.190	2.250	2.357	3.351	3.127	3.344	2.133	42.124
81	1.489	1.596	1.489	1.489	3.481	4.479	3.395	2.427	3.422	3.404	2.250	3.439	2.450	1.000	1.489	2.133	39.431
82	2.244	2.369	2.328	2.450	1.596	2.276	1.489	2.427	2.278	2.190	3.329	2.357	2.450	2.186	3.344	2.133	37.447
83	4.649	4.649	4.704	3.519	3.481	2.276	4.686	3.518	3.422	4.743	3.329	3.439	2.450	3.127	4.596	4.199	60.789
84	3.338	2.369	4.704	2.450	4.667	3.262	2.301	4.763	3.422	2.190	4.596	3.439	2.450	4.369	3.344	2.133	53.798
85	3.338	3.383	3.422	3.519	2.509	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	3.344	3.046	52.811
86	3.338	3.383	3.422	3.519	3.481	3.262	3.395	3.518	3.422	3.404	3.329	3.439	3.351	3.127	3.344	3.046	53.783
87	3.338	3.383	3.422	3.519	3.481	3.262	3.395	4.763	4.704	4.743	4.596	3.439	4.512	4.369	4.596	4.199	63.721
88	3.338	3.383	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	2.186	2.328	4.199	66.698
89	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	73.726
90	4.649	3.383	3.422	3.519	3.481	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	3.344	2.133	65.451
91	4.649	4.649	4.704	4.743	4.667	4.479	4.686	4.763	4.704	4.743	4.596	3.439	3.351	4.369	2.328	2.133	67.004
92	3.338	3.383	2.328	2.450	4.667	4.479	4.686	4.763	4.704	4.743	4.596	4.667	4.512	4.369	4.596	4.199	66.479
93	2.244	2.369	2.328	2.450	2.509	2.276	2.301	2.427	2.278	2.190	2.250	2.357	2.450	2.186	2.328	2.133	37.077
94	3.338	3.383	3.422	2.450	2.509	3.262	3.395	3.518	3.422	3.404	3.329	4.667	4.512	3.127	3.344	3.046	54.129
95	4.649	4.649	3.422	3.519	3.481	3.262	4.686	2.427	2.278	2.190	2.250	2.357	4.512	4.369	4.596	3.046	55.695
96	4.649	4.649	4.704	2.450	2.509	2.276	2.301	3.518	3.422	3.404	3.329	4.667	4.512	4.369	4.596	3.046	58.402
97	2.244	4.649	4.704	2.450	2.509	4.479	4.686	3.518	3.422	3.404	4.596	4.667	4.512	3.127	3.344	3.046	59.359
98	4.649	4.649	4.704	4.743	3.481	3.262	3.395	3.518	4.704	4.743	4.596	4.667	4.512	4.369	4.596	2.133	66.722
99	4.649	4.649	2.328	2.450	4.667	4.479	3.395	3.518	4.704	4.743	3.329	3.439	4.512	4.369	3.344	4.199	62.774
100	3.338	3.383	3.422	4.743	4.667	4.479	4.686	4.763	3.422	3.404	3.329	2.357	2.450	3.127	3.344	4.199	59.114

Lampiran 3

Identitas Responden

1. Identitas Responden Berdasarkan Jenis Kelamin

No.	Jenis Kelamin	Jumlah	Persentase
1.	Laki-Laki	44	44%
2.	Perempuan	56	56%
Jumlah Total		100 Orang	100%

2. Identitas Responden Berdasarkan Umur

No	Umur	Jumlah	Persentase
1.	13-20 Tahun	9	9%
2.	21-30 Tahun	80	80%
3.	31-50 Tahun	11	11%
4.	> 50 Tahun	-	-
Jumlah Total		100 Orang	100%

3. Identitas Responden Berdasarkan Pendidikan Terakhir

No.	Pendidikan Terakhir	Jumlah	Persentase
1.	SMP/Sederajat	3	3%
2.	SMA/Sederajat	78	78%
3.	DIII/Diploma	4	4%
4.	S1/Sarjana	15	15%
5.	S2/Pascasarjana	0	0%
Jumlah Total		100 Orang	100%

4. Identitas Responden Berdasarkan Pekerjaan

No	Pekerjaan	Jumlah	Perentase.
1.	Pelajar/Mahasiswa	58	58%
2.	Karyawan	28	28%
3.	Pegawai	8	8%
4.	Lainnya	6	6%
Jumlah Total		100 Orang	100%

5. Identitas Responden berdasarkan Alamat

No	Alamat	Jumlah Total	Persentase
1.	Tegal Timur	32	32%
2.	Tegal Barat	29	29%
3.	Tegal Selatan	28	28%
4.	Margadana	11	11%
Juhmlah Total		100 orang	100%

Lampiran 4. Hasil Uji Validitas

1. Pengujian Variabel Minat Beli

Correlations

		ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8	JUMLAH
ITEM 1	Pearson Correlation	1	.695**	.621**	.572**	.675**	.665**	.563**	.436*	.811**
	Sig. (2-tailed)		0.000	0.000	0.001	0.000	0.000	0.001	0.016	0.000
	N	30	30	30	30	30	30	30	30	30
ITEM 2	Pearson Correlation	.695**	1	.631**	.580**	.584**	.724**	.543**	.572**	.836**
	Sig. (2-tailed)	0.000		0.000	0.001	0.001	0.000	0.002	0.001	0.000
	N	30	30	30	30	30	30	30	30	30
ITEM 3	Pearson Correlation	.621**	.631**	1	.759**	.714**	.420*	.644**	.446*	.815**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.021	0.000	0.013	0.000
	N	30	30	30	30	30	30	30	30	30
ITEM 4	Pearson Correlation	.572**	.580**	.759**	1	.827**	.540**	.751**	.396*	.843**
	Sig. (2-tailed)	0.001	0.001	0.000		0.000	0.002	0.000	0.030	0.000
	N	30	30	30	30	30	30	30	30	30
ITEM 5	Pearson Correlation	.675**	.584**	.714**	.827**	1	.693**	.734**	0.308	.860**
	Sig. (2-tailed)	0.000	0.001	0.000	0.000		0.000	0.000	0.098	0.000
	N	30	30	30	30	30	30	30	30	30
ITEM 6	Pearson Correlation	.665**	.724**	.420*	.540**	.693**	1	.631**	.404*	.796**

	Sig. (2-tailed)	0.000	0.000	0.021	0.002	0.000		0.000	0.027	0.000
	N	30	30	30	30	30	30	30	30	30
ITEM 7	Pearson Correlation	.563**	.543**	.644**	.751**	.734**	.631**	1	0.329	.807**
	Sig. (2-tailed)	0.001	0.002	0.000	0.000	0.000	0.000		0.076	0.000
	N	30	30	30	30	30	30	30	30	30
ITEM 8	Pearson Correlation	.436*	.572**	.446*	.396*	0.308	.404*	0.329	1	.626**
	Sig. (2-tailed)	0.016	0.001	0.013	0.030	0.098	0.027	0.076		0.000
	N	30	30	30	30	30	30	30	30	30
JUMLAH	Pearson Correlation	.811**	.836**	.815**	.843**	.860**	.796**	.807**	.626**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	30	30	30	30	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).										

2. Pengujian Variabel Kualitas Pelayanan

Correlations

		ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8	ITEM 9	ITEM 10	JUMLAH
ITEM 1	Pearson Correlation	1	.553**	.513**	.648**	.554**	.560**	.689**	.717**	.684**	.703**	.768**
	Sig. (2-tailed)		0.002	0.004	0.000	0.001	0.001	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 2	Pearson Correlation	.553**	1	.612**	.636**	.635**	.556**	.714**	.828**	.663**	.595**	.791**
	Sig. (2-tailed)	0.002		0.000	0.000	0.000	0.001	0.000	0.000	0.000	0.001	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 3	Pearson Correlation	.513**	.612**	1	.785**	.645**	.741**	.785**	.710**	.630**	.748**	.836**
	Sig. (2-tailed)	0.004	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30

ITEM 4	Pearson Correlation	.648**	.636**	.785**	1	.746**	.857**	.760**	.809**	.643**	.772**	.895**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 5	Pearson Correlation	.554**	.635**	.645**	.746**	1	.877**	.840**	.775**	.621**	.635**	.866**
	Sig. (2-tailed)	0.001	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 6	Pearson Correlation	.560**	.556**	.741**	.857**	.877**	1	.789**	.733**	.585**	.807**	.884**
	Sig. (2-tailed)	0.001	0.001	0.000	0.000	0.000		0.000	0.000	0.001	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 7	Pearson Correlation	.689**	.714**	.785**	.760**	.840**	.789**	1	.850**	.681**	.691**	.912**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 8	Pearson Correlation	.717**	.828**	.710**	.809**	.775**	.733**	.850**	1	.761**	.703**	.920**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 9	Pearson Correlation	.684**	.663**	.630**	.643**	.621**	.585**	.681**	.761**	1	.759**	.818**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.001	0.000	0.000		0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 10	Pearson Correlation	.703**	.595**	.748**	.772**	.635**	.807**	.691**	.703**	.759**	1	.864**
	Sig. (2-tailed)	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000
	N	30	30	30	30	30	30	30	30	30	30	30
JUMLAH	Pearson Correlation	.768**	.791**	.836**	.895**	.866**	.884**	.912**	.920**	.818**	.864**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

3. Pengujian Variabel *Sales Promotion*

Correlations

		ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8	ITEM 9	ITEM 10	JUMLAH
ITEM 1	Pearson Correlation	1	.653**	.530**	.537**	.717**	.602**	.460*	.433*	.544**	.550**	.716**
	Sig. (2-tailed)		0.000	0.003	0.002	0.000	0.000	0.010	0.017	0.002	0.002	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 2	Pearson Correlation	.653**	1	.565**	.648**	.789**	.809**	.591**	.587**	.562**	.748**	.833**
	Sig. (2-tailed)	0.000		0.001	0.000	0.000	0.000	0.001	0.001	0.001	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 3	Pearson Correlation	.530**	.565**	1	.871**	.716**	.580**	.824**	.773**	.727**	.637**	.868**
	Sig. (2-tailed)	0.003	0.001		0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 4	Pearson Correlation	.537**	.648**	.871**	1	.735**	.766**	.788**	.770**	.563**	.714**	.889**
	Sig. (2-tailed)	0.002	0.000	0.000		0.000	0.000	0.000	0.000	0.001	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 5	Pearson Correlation	.717**	.789**	.716**	.735**	1	.586**	.757**	.752**	.641**	.598**	.869**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.001	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 6	Pearson Correlation	.602**	.809**	.580**	.766**	.586**	1	.577**	.564**	.538**	.814**	.824**
	Sig. (2-tailed)	0.000	0.000	0.001	0.000	0.001		0.001	0.001	0.002	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 7	Pearson Correlation	.460*	.591**	.824**	.788**	.757**	.577**	1	.861**	.667**	.750**	.871**
	Sig. (2-tailed)	0.010	0.001	0.000	0.000	0.000	0.001		0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 8	Pearson Correlation	.433*	.587**	.773**	.770**	.752**	.564**	.861**	1	.688**	.622**	.845**

	Sig. (2-tailed)	0.017	0.001	0.000	0.000	0.000	0.001	0.000		0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 9	Pearson Correlation	.544**	.562**	.727**	.563**	.641**	.538**	.667**	.688**	1	.594**	.784**
	Sig. (2-tailed)	0.002	0.001	0.000	0.001	0.000	0.002	0.000	0.000		0.001	0.000
	N	30	30	30	30	30	30	30	30	30	30	30
ITEM 10	Pearson Correlation	.550**	.748**	.637**	.714**	.598**	.814**	.750**	.622**	.594**	1	.844**
	Sig. (2-tailed)	0.002	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.001		0.000
	N	30	30	30	30	30	30	30	30	30	30	30
JUMLAH	Pearson Correlation	.716**	.833**	.868**	.889**	.869**	.824**	.871**	.845**	.784**	.844**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).												
*. Correlation is significant at the 0.05 level (2-tailed).												

4. Pengujian Variabel *Brand Image*

Correlations

		ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	JUMLAH
ITEM 1	Pearson Correlation	1	.823**	.755**	.832**	.673**	.625**	.893**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30
ITEM 2	Pearson Correlation	.823**	1	.835**	.792**	.693**	.694**	.917**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30
ITEM 3	Pearson Correlation	.755**	.835**	1	.864**	.706**	.672**	.915**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30
ITEM 4	Pearson Correlation	.832**	.792**	.864**	1	.696**	.639**	.915**

	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000
	N	30	30	30	30	30	30	30
ITEM 5	Pearson Correlation	.673**	.693**	.706**	.696**	1	.522**	.820**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.003	0.000
	N	30	30	30	30	30	30	30
ITEM 6	Pearson Correlation	.625**	.694**	.672**	.639**	.522**	1	.797**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.003		0.000
	N	30	30	30	30	30	30	30
JUMLAH	Pearson Correlation	.893**	.917**	.915**	.915**	.820**	.797**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
	N	30	30	30	30	30	30	30

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

5. Pengujian Variabel Kualitas *Website*

Correlations

		ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8	ITEM 9	ITEM 10	ITEM 11	ITEM .12	ITEM 13	ITEM14	ITEM15	ITEM16	JUMLAH
ITEM 1	Pearson Correlation	1	.770**	.797**	.683**	.530**	.528**	.589**	.725**	.695**	.724**	.693**	.645**	.566**	.662**	.709**	.633**	.779**
	Sig. (2-tailed)		0.000	0.000	0.000	0.003	0.003	0.001	0.000	0.000	0.000	0.000	0.000	0.001	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 2	Pearson Correlation	.770**	1	.763**	.783**	.714**	.534**	.739**	.716**	.739**	.649**	.851**	.727**	.648**	.609**	.645**	.630**	.822**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.002	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 3	Pearson Correlation	.797**	.763**	1	.664**	.644**	.611**	.709**	.685**	.704**	.762**	.772**	.555**	.576**	.574**	.661**	.565**	.788**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.001	0.001	0.001	0.000	0.001	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 4	Pearson Correlation	.683**	.783**	.664**	1	.816**	.729**	.863**	.873**	.909**	.831**	.829**	.750**	.797**	.762**	.865**	.842**	.930**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

ITEM 5	Pearson Correlation	.530**	.714**	.644**	.816**	1	.790**	.856**	.773**	.762**	.753**	.764**	.618**	.743**	.748**	.706**	.700**	.858**
	Sig. (2-tailed)	0.003	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 6	Pearson Correlation	.528**	.534**	.611**	.729**	.790**	1	.804**	.792**	.789**	.795**	.666**	.571**	.726**	.803**	.825**	.744**	.843**
	Sig. (2-tailed)	0.003	0.002	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 7	Pearson Correlation	.589**	.739**	.709**	.863**	.856**	.804**	1	.873**	.909**	.880**	.829**	.704**	.797**	.717**	.772**	.756**	.917**
	Sig. (2-tailed)	0.001	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 8	Pearson Correlation	.725**	.716**	.685**	.873**	.773**	.792**	.873**	1	.913**	.897**	.786**	.713**	.761**	.809**	.837**	.779**	.926**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 9	Pearson Correlation	.695**	.739**	.704**	.909**	.762**	.789**	.909**	.913**	1	.931**	.861**	.733**	.745**	.747**	.820**	.763**	.931**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

ITEM 10	Pearson Correlation	.724**	.649**	.762**	.831**	.753**	.795**	.880**	.897**	.931**	1	.752**	.611**	.680**	.729**	.779**	.715**	.893**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 11	Pearson Correlation	.693**	.851**	.772**	.829**	.764**	.666**	.829**	.786**	.861**	.752**	1	.791**	.755**	.622**	.705**	.661**	.882**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 12	Pearson Correlation	.645**	.727**	.555**	.750**	.618**	.571**	.704**	.713**	.733**	.611**	.791**	1	.857**	.819**	.808**	.798**	.836**
	Sig. (2-tailed)	0.000	0.000	0.001	0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 13	Pearson Correlation	.566**	.648**	.576**	.797**	.743**	.726**	.797**	.761**	.745**	.680**	.755**	.857**	1	.818**	.847**	.906**	.878**
	Sig. (2-tailed)	0.001	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 14	Pearson Correlation	.662**	.609**	.574**	.762**	.748**	.803**	.717**	.809**	.747**	.729**	.622**	.819**	.818**	1	.907**	.888**	.877**
	Sig. (2-tailed)	0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

ITEM 15	Pearson Correlation	.709**	.645**	.661**	.865**	.706**	.825**	.772**	.837**	.820**	.779**	.705**	.808**	.847**	.907**	1	.919**	.918**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 16	Pearson Correlation	.633**	.630**	.565**	.842**	.700**	.744**	.756**	.779**	.763**	.715**	.661**	.798**	.906**	.888**	.919**	1	.882**
	Sig. (2-tailed)	0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
JUMLAH	Pearson Correlation	.779**	.822**	.788**	.930**	.858**	.843**	.917**	.926**	.931**	.893**	.882**	.836**	.878**	.877**	.918**	.882**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).																		

Lampiran 5. Hasil Pengujian Reliabilitas

1. Pengujian Variabel Minat Beli

Reliability Statistics	
Cronbach's Alpha	N of Items
.888	8

2. Pengujian Variabel Kualitas Pelayanan

Reliability Statistics	
Cronbach's Alpha	N of Items
.904	10

3. Pengujian Variabel *Sales Promotion*

Reliability Statistics	
Cronbach's Alpha	N of Items
.907	10

4. Pengujian Variabel *Brand Image*

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

5. Pengujian Variabel Kualitas *Website*

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

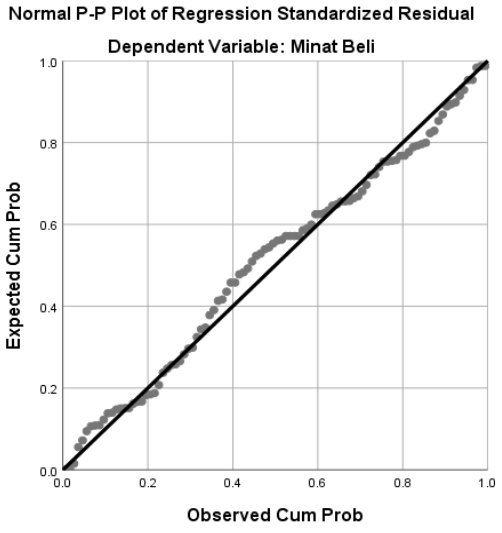
Lampiran 6. Hasil Uji Asumsi Klasik

1. Uji Normalitas

   a. Kolmogrov-Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.77445243
Most Extreme Differences	Absolute	.074
	Positive	.055
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

   b. Grafik P-Plot

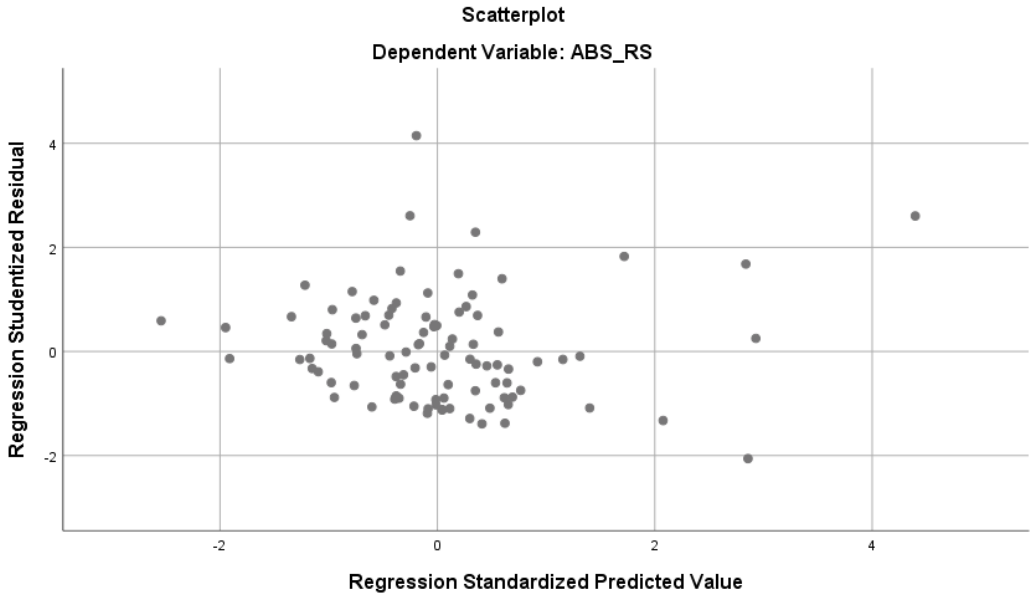


2. Uji Multikolinearitas

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Kualitas Pelayanan	.228	4.377
	Sales Promotion	.239	4.189
	Brand Image	.216	4.635
	Kualitas Website	.135	7.402

a. Dependent Variable: Minat Beli

3. Uji Heterokedastisitas



Lampiran 7. Analisis Regresi Linier Berganda

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.555	1.981		1.795	.076
Kualitas Pelayanan	.427	.093	.526	4.590	.000
Sales Promotion	.139	.087	.179	1.596	.114
Brand Image	.086	.157	.065	.548	.585
Kualitas Website	.064	.078	.121	.814	.418

a. Dependent Variable: Minat Beli

Lampiran 8. Hipotesis

1. Uji Signifikansi Parsial (Uji t)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.555	1.981		1.795	.076
	Kualitas Pelayanan	.427	.093	.526	4.590	.000
	Sales Promotion	.139	.087	.179	1.596	.114
	Brand Image	.086	.157	.065	.548	.585
	Kualitas Website	.064	.078	.121	.814	.418

a. Dependent Variable: Minat Beli

2. Uji Signifikansi Simultan (Uji F)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1908.049	4	477.012	59.465	.000[b]
	Residual	762.061	95	8.022		
	Total	2670.110	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Kualitas Pelayanan, Sales Promotion, Brand Image, Kualitas Website

Lampiran 9

Uji Koefisien Determinasi

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845[a]	.715	.703	2.832

a. Predictors: (Constant), Kualitas Pelayanan, Sales Promotion, Brand Image, Kualitas Website

c. Dependent Variable: Minat Beli

LAMPIRAN 10

Tabel Uji F

α = 0,05	$df_1=(k-1)$							
$df_2=(n-k-1)$	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**
1	161.448	199,500	215.707	224,583	230,162	233.986	236,768	238,883
2	18,513	19,000	19,164	19,247	19,296	19,330	19,353	19,371
3	10,128	9,552	9,277	9,117	9,013	8,941	8,887	8,845
4	7,709	6,944	6,591	6,388	6,256	6,163	6,094	6,041
5	6,608	5,786	5,409	5,192	5,050	4,950	4,876	4,818
6	5,987	5,143	4,757	4,534	4,387	4,284	4,207	4,147
7	5,591	4,737	4,347	4,120	3,972	3,866	3,787	3,726
8	5,318	4,459	4,066	3,838	3,687	3,581	3,500	3,438
9	5,117	4,256	3,863	3,633	3,482	3,374	3,293	3,230
10	4,965	4,103	3,708	3,478	3,326	3,217	3,135	3,072
11	4,844	3,982	3,587	3,357	3,204	3,095	3,012	2,948
12	4,747	3,885	3,490	3,259	3,106	2,996	2,913	2,849
13	4,667	3,806	3,411	3,179	3,025	2,915	2,832	2,767
14	4,600	3,739	3,344	3,112	2,958	2,848	2,764	2,699
15	4,543	3,682	3,287	3,056	2,901	2,790	2,707	2,641
16	4,494	3,634	3,239	3,007	2,852	2,741	2,657	2,591
17	4,451	3,592	3,197	2,965	2,810	2,699	2,614	2,548
18	4,414	3,555	3,160	2,928	2,773	2,661	2,577	2,510
19	4,381	3,522	3,127	2,895	2,740	2,628	2,544	2,477
20	4,351	3,493	3,098	2,866	2,711	2,599	2,514	2,447
21	4,325	3,467	3,072	2,840	2,685	2,573	2,488	2,420
22	4,301	3,443	3,049	2,817	2,661	2,549	2,464	2,397
23	4,279	3,422	3,028	2,796	2,640	2,528	2,442	2,375
24	4,260	3,403	3,009	2,776	2,621	2,508	2,423	2,355
25	4,242	3,385	2,991	2,759	2,603	2,490	2,405	2,337
26	4,225	3,369	2,975	2,743	2,587	2,474	2,388	2,321
27	4,210	3,354	2,960	2,728	2,572	2,459	2,373	2,305
28	4,196	3,340	2,947	2,714	2,558	2,445	2,359	2,291
29	4,183	3,328	2,934	2,701	2,545	2,432	2,346	2,278

30	4,171	3,316	2,922	2,690	2,534	2,421	2,334	2,266
31	4,160	3,305	2,911	2,679	2,523	2,409	2,323	2,255
32	4,149	3,295	2,901	2,668	2,512	2,399	2,313	2,244
33	4,139	3,285	2,892	2,659	2,503	2,389	2,303	2,235
34	4,130	3,276	2,883	2,650	2,494	2,380	2,294	2,225
35	4,121	3,267	2,874	2,641	2,485	2,372	2,285	2,217
36	4,113	3,259	2,866	2,634	2,477	2,364	2,277	2,209
37	4,105	3,252	2,859	2,626	2,470	2,356	2,270	2,201
38	4,098	3,245	2,852	2,619	2,463	2,349	2,262	2,194
39	4,091	3,238	2,845	2,612	2,456	2,342	2,255	2,187
40	4,085	3,232	2,839	2,606	2,449	2,336	2,249	2,180
41	4,079	3,226	2,833	2,600	2,443	2,330	2,243	2,174
42	4,073	3,220	2,827	2,594	2,438	2,324	2,237	2,168
43	4,067	3,214	2,822	2,589	2,432	2,318	2,232	2,163
44	4,062	3,209	2,816	2,584	2,427	2,313	2,226	2,157
45	4,057	3,204	2,812	2,579	2,422	2,308	2,221	2,152
46	4,052	3,200	2,807	2,574	2,417	2,304	2,216	2,147
47	4,047	3,195	2,802	2,570	2,413	2,299	2,212	2,143
48	4,043	3,191	2,798	2,565	2,409	2,295	2,207	2,138
49	4,038	3,187	2,794	2,561	2,404	2,290	2,203	2,134
50	4,034	3,183	2,790	2,557	2,400	2,286	2,199	2,130
51	4,030	3,179	2,786	2,553	2,397	2,283	2,195	2,126
52	4,027	3,175	2,783	2,550	2,393	2,279	2,192	2,122
53	4,023	3,172	2,779	2,546	2,389	2,275	2,188	2,119
54	4,020	3,168	2,776	2,543	2,386	2,272	2,185	2,115
55	4,016	3,165	2,773	2,540	2,383	2,269	2,181	2,112
56	4,013	3,162	2,769	2,537	2,380	2,266	2,178	2,109
57	4,010	3,159	2,766	2,534	2,377	2,263	2,175	2,106
58	4,007	3,156	2,764	2,531	2,374	2,260	2,172	2,103
59	4,004	3,153	2,761	2,528	2,371	2,257	2,169	2,100
60	4,001	3,150	2,758	2,525	2,368	2,254	2,167	2,097
61	3,998	3,148	2,755	2,523	2,366	2,251	2,164	2,094
62	3,996	3,145	2,753	2,520	2,363	2,249	2,161	2,092
63	3,993	3,143	2,751	2,518	2,361	2,246	2,159	2,089
64	3,991	3,140	2,748	2,515	2,358	2,244	2,156	2,087
65	3,989	3,138	2,746	2,513	2,356	2,242	2,154	2,084
66	3,986	3,136	2,744	2,511	2,354	2,239	2,152	2,082

67	3,984	3,134	2,742	2,509	2,352	2,237	2,150	2,080
68	3,982	3,132	2,740	2,507	2,350	2,235	2,148	2,078
69	3,980	3,130	2,737	2,505	2,348	2,233	2,145	2,076
70	3,978	3,128	2,736	2,503	2,346	2,231	2,143	2,074
71	3,976	3,126	2,734	2,501	2,344	2,229	2,142	2,072
72	3,974	3,124	2,732	2,499	2,342	2,227	2,140	2,070
73	3,972	3,122	2,730	2,497	2,340	2,226	2,138	2,068
74	3,970	3,120	2,728	2,495	2,338	2,224	2,136	2,066
75	3,968	3,119	2,727	2,494	2,337	2,222	2,134	2,064
76	3,967	3,117	2,725	2,492	2,335	2,220	2,133	2,063
77	3,965	3,115	2,723	2,490	2,333	2,219	2,131	2,061
78	3,963	3,114	2,722	2,489	2,332	2,217	2,129	2,059
79	3,962	3,112	2,720	2,487	2,330	2,216	2,128	2,058
80	3,960	3,111	2,719	2,486	2,329	2,214	2,126	2,056
81	3,959	3,109	2,717	2,484	2,327	2,213	2,125	2,055
82	3,957	3,108	2,716	2,483	2,326	2,211	2,123	2,053
83	3,956	3,107	2,715	2,482	2,324	2,210	2,122	2,052
84	3,955	3,105	2,713	2,480	2,323	2,209	2,121	2,051
85	3,953	3,104	2,712	2,479	2,322	2,207	2,119	2,049
86	3,952	3,103	2,711	2,478	2,321	2,206	2,118	2,048
87	3,951	3,101	2,709	2,476	2,319	2,205	2,117	2,047
88	3,949	3,100	2,708	2,475	2,318	2,203	2,115	2,045
89	3,948	3,099	2,707	2,474	2,317	2,202	2,114	2,044
90	3,947	3,098	2,706	2,473	2,316	2,201	2,113	2,043
91	3,946	3,097	2,705	2,472	2,315	2,200	2,112	2,042
92	3,945	3,095	2,704	2,471	2,313	2,199	2,111	2,041
93	3,943	3,094	2,703	2,470	2,312	2,198	2,110	2,040
94	3,942	3,093	2,701	2,469	2,311	2,197	2,109	2,038
95	3,941	3,092	2,700	2,467	2,310	2,196	2,108	2,037
96	3,940	3,091	2,699	2,466	2,309	2,195	2,106	2,036
97	3,939	3,090	2,698	2,465	2,308	2,194	2,105	2,035
98	3,938	3,089	2,697	2,465	2,307	2,193	2,104	2,034
99	3,937	3,088	2,696	2,464	2,306	2,192	2,103	2,033
100	3,936	3,087	2,696	2,463	2,305	2,191	2,103	2,032

Lampiran 11
Tabel Uji t

df=(n-k)	α = 0.05	α = 0.025
1	6,314	12,706
2	2,920	4,303
3	2,353	3,182
4	2,132	2,776
5	2,015	2,571
6	1,943	2,447
7	1,895	2,365
8	1,860	2,306
9	1,833	2,262
10	1,812	2,228
11	1,796	2,201
12	1,782	2,179
13	1,771	2,160
14	1,761	2,145
15	1,753	2,131
16	1,746	2,120
17	1,740	2,110
18	1,734	2,101
19	1,729	2,093
20	1,725	2,086
21	1,721	2,080
22	1,717	2,074
23	1,714	2,069
24	1,711	2,064
25	1,708	2,060
26	1,706	2,056
27	1,703	2,052
28	1,701	2,048
29	1,699	2,045
30	1,697	2,042
31	1,696	2,040
32	1,694	2,037
33	1,692	2,035
34	1,691	2,032
35	1,690	2,030
36	1,688	2,028
37	1,687	2,026
38	1,686	2,024
39	1,685	2,023
40	1,684	2,021
41	1,683	2,020

42	1,682	2,018
43	1,681	2,017
44	1,680	2,015
45	1,679	2,014
46	1,679	2,013
47	1,678	2,012
48	1,677	2,011
49	1,677	2,010
df=(n-k)	α = 0.05	α = 0.025
51	1,675	2,008
52	1,675	2,007
53	1,674	2,006
54	1,674	2,005
55	1,673	2,004
56	1,673	2,003
57	1,672	2,002
58	1,672	2,002
59	1,671	2,001
60	1,671	2,000
61	1,670	2,000
62	1,670	1,999
63	1,669	1,998
64	1,669	1,998
65	1,669	1,997
66	1,668	1,997
67	1,668	1,996
68	1,668	1,995
69	1,667	1,995
70	1,667	1,994
71	1,667	1,994
72	1,666	1,993
73	1,666	1,993
74	1,666	1,993
75	1,665	1,992
76	1,665	1,992
77	1,665	1,991
78	1,665	1,991
79	1,664	1,990
80	1,664	1,990
81	1,664	1,990
82	1,664	1,989
83	1,663	1,989
84	1,663	1,989

85	1,663	1,988
86	1,663	1,988
87	1,663	1,988
88	1,662	1,987
89	1,662	1,987
90	1,662	1,987
91	1,662	1,986
92	1,662	1,986
93	1,661	1,986
94	1,661	1,986
95	1,661	1,985
96	1,661	1,985
97	1,661	1,985
98	1,661	1,984
99	1,660	1,984

Tabel r untuk df = 1 - 50

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432