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LAMPIRAN

Lampiran 1**KUESIONER PENELITIAN**

**PENGARUH PERSEPSI PROMOSI, *STORE ATMOSPHERE* DAN
PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN
KONSUMEN DI BASA TOSERBA BANJARAN**

Lampiran	: -	Kepada Yth :
Perihal	: Permohonan Menjadi Responden	Bapak/Ibu Responden Pelanggan Basa Toserba Banjaran Di Tempat

Assalamualaikum Wr. Wb.

Salam sejahtera bagi kita semua

Dengan Hormat, bahwa dalam rangka menyelesaikan tugas penelitian pada Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal, dengan ini saya :

Nama : Syukron Fauzi
Npm 4118500197
Program Studi : Manajemen
No. Telepon 085642875993

Memohon bantuan dan kesediaan Bapak/Ibu pelanggan Basa Toserba Banjaran sesuai dengan persepsi Bapak/Ibu atas pernyataan kuesioner yang sudah di siapkan. Jawaban Bapak/Ibu terhadap kuesioner ini tidak di publikasikan dan dijamin kerahasiaannya. Data ini hanya digunakan untuk kepentingan akademis dalam rangka pengembangan ilmu pengetahuan

Demikian atas bantuan dan kerjasamanya, saya ucapkan terimakasih

Wassalamu'alaikum Wr. Wb.

Hormat Saya

Syukron Fauzi

KUESIONER

1. Identitas Responden

1. Nama :
2. Jenis Kelamin : Laki-Laki Perempuan
3. Usia : < 20 th 31- 40 th
 20 – 30 th > 40 th
4. Pekerjaan : PNS Pedagang
 Guru Pelajar/Mahasiswa
 Lainnya
5. Pendapatan rata – rata perbulan : < Rp. 2.100.000
 Rp. 2.100.000 – Rp. 4.100.000
 Rp. 4.100.000 – Rp. 6.100.000
 Rp. 6.100.000 – Rp. 8.100.000
 > Rp. 8.100.000

2. Petunjuk Pengisian

- 1) Apakah anda sudah pernah berbelanja di Basa Toserba Banjaran?
 - i. Belum pernah (Berhenti)
 - ii. Pernah (Lanjut Mengisi)
- 2) Jawablah pertanyaan dengan jujur dan benar.
- 3) Bacalah terlebih dahulu pertanyaan dengan cermat sebelum memulai untuk menjawabnya.
- 4) Pilih salah satu jawaban yang sudah disediakan dengan memberikan tanda checklist (√) pada jawaban yang dianggap benar.

Keterangan :

STS (Sangat Tidak Setuju)	1
TS (Tidak Setuju)	2
N (Netral)	3
S (Setuju)	4
SS (Sangat Setuju)	5

3. Daftar Pertanyaan

a) Keputusan Pembelian (Y)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya tertarik untuk membeli produk yang ada di Basa Toserba Banjaran karena kualitasnya baik.					
2.	Saya tidak pernah kecewa dalam membeli produk di Basa Toserba Banjaran.					
3.	Saya membeli produk – produk di Basa Toserba Banjaran karena adanya kebutuhan pribadi.					
4.	Saya membeli produk di Basa Toserba Banjaran karena rekomendasi dari orang lain.					
5.	Saya membeli produk di Basa Toserba Banjaran karena pengalaman dari diri saya sendiri.					
6.	Saya selalu melakukan pembelian ulang produk yang ada di Basa Toserba Banjaran.					

b) Persepsi Promosi (X1)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya membeli produk di Basa Toserba Banjaran karena banyaknya iklan berupa brosur dan banner.					
2.	Saya membeli produk di Basa Toserba Banjaran karena terdapat potongan harga.					
3.	Saya membeli produk di Basa Toserba Banjaran atas rekomendasi dari SPG					
4.	Karyawan maupun kasir di Basa Toserba Banjaran menjaga hubungan yang baik dengan Konsumen.					
5.	Pelayanan yang diberikan oleh Basa Toserba Banjaran sangat memuaskan.					

c) Store Atmosphere (X2)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya tertarik berbelanja di Basa Toserba Banjaran karena papan nama yang unik, besar dan penempatan yang tepat sehingga mudah dilihat.					
2.	Pintu masuk yang lebar dan dengan penempatan yang tepat memudahkan saya masuk ke Basa Toserba Banjaran.					
3.	Saya berbelanja di Basa Toserba Banjaran karena tempat parkir yang luas dan keamanannya terjamin.					
4.	Saya nyaman berbelanja di Basa Toserba					

	Banjaran karena kondisi ruangan yang bersih.					
5.	Saya nyaman berbelanja di Basa Toserba Banjaran karena pencahayaan yang terang.					
6.	Saya merasa nyaman berbelanja karena penataan rak-rak yang teratur.					
7.	Pengelompokan produk sejenis memudahkan saya mencari produk yang diinginkan.					
8.	Penataan produk dalam rak yang tertata rapi memudahkan saya berbelanja di Basa Toserba Banjaran.					
9.	Saya tertarik berbelanja di Basa Toserba Banjaran karena papan promosi (misal: potongan harga produk) yang terlihat jelas.					

d) Persepsi Harga (X3)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Harga produk di Basa Toserba Banjaran sangat terjangkau.					
2.	Harga produk di Basa Toserba Banjaran dapat bersaing dengan produk di swalayan lainnya.					
3.	Harga produk di Basa Toserba Banjaran sesuai dengan yang diiklankan.					
4.	Harga produk di Basa Toserba Banjaran sesuai dengan kualitasnya.					
5.	Harga produk di Basa Toserba Banjaran terjangkau dibandingkan produk sejenis lainnya					
6.	Basa Toserba Banjaran memberikan potongan harga pada produk-produknya.					
7.	Harga produk di Basa Toserba Banjaran lebih rendah dibanding pesaingnya.					
8.	Harga produk di Basa Toserba Banjaran sesuai dengan manfaat dari produk.					

Lampiran 2

Data Uji Validitas Dan Reliabilitas Variabel Keputusan Pembelian

Nomor Responden	Instrumen Penelitian (Keputusan Pembelian)						Total Skor
	Y1	Y2	Y3	Y4	Y5	Y6	
1	5	4	4	4	4	5	26
2	4	4	3	4	5	4	24
3	5	4	4	5	4	4	26
4	3	3	4	3	3	3	19
5	4	5	4	4	5	4	26
6	3	3	3	3	3	3	18
7	5	4	4	5	4	5	27
8	5	4	5	4	4	5	27
9	3	3	3	3	3	3	18
10	5	4	5	5	5	4	28
11	4	4	3	4	5	2	22
12	4	4	5	4	4	5	26
13	3	3	4	4	4	3	21
14	5	5	5	4	5	4	28
15	4	3	5	3	4	4	23
16	4	3	4	4	4	3	22
17	5	5	5	5	5	5	30
18	3	4	5	3	4	5	24
19	4	3	4	4	4	3	22
20	4	4	5	5	5	5	28
21	5	4	4	5	4	4	26
22	4	4	5	4	4	4	25
23	4	5	4	4	4	4	25
24	5	4	4	4	5	4	26
25	5	4	4	5	4	4	26
26	3	5	4	3	4	4	23
27	3	3	4	3	4	4	21
28	5	5	4	5	5	4	28
29	4	4	4	4	4	3	23
30	5	5	4	5	4	4	27

Lampiran 3

Data Uji Validitas Dan Reliabilitas Variabel Persepsi Promosi

Nomor Responden	Instrumen Penelitian (Promosi)					Total Skor
	X1.1	X1.2	X1.3	X1.4	X1.5	
1	5	4	5	4	5	23
2	5	4	4	5	4	22
3	5	4	5	5	4	23
4	3	3	4	3	4	17
5	4	4	5	4	5	22
6	3	3	3	3	3	15
7	5	5	4	4	5	23
8	4	4	5	4	4	21
9	3	3	3	3	3	15
10	5	5	5	5	3	23
11	4	3	4	3	5	19
12	4	4	4	4	4	20
13	3	3	4	4	3	17
14	5	5	4	4	5	23
15	4	3	4	3	4	18
16	3	4	4	3	3	17
17	5	5	4	5	3	22
18	3	3	4	5	3	18
19	4	4	4	4	3	19
20	5	4	5	5	5	24
21	3	3	3	3	4	16
22	4	4	5	4	4	21
23	5	5	5	5	5	25
24	4	4	5	4	3	20
25	5	5	5	5	4	24
26	5	4	4	5	4	22
27	4	4	4	5	4	21
28	5	5	5	5	5	25
29	3	4	5	3	4	19
30	4	4	3	4	4	19

Lampiran 4

Data Uji Validitas Dan Reliabilitas Variabel *Store Atmosphere*

Nomor Responden	Instrumen Penelitian (<i>Store Atmosphere</i>)									Total Skor
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	
1	5	5	5	4	5	5	5	4	4	42
2	4	4	4	4	5	4	5	4	3	37
3	4	4	4	3	4	3	3	3	3	31
4	4	3	3	3	4	4	3	4	4	32
5	4	4	4	4	4	3	4	5	5	37
6	5	4	5	5	5	4	4	4	5	41
7	3	3	3	3	4	4	4	3	4	31
8	5	5	5	5	5	5	5	5	4	44
9	4	4	4	4	3	3	3	4	4	33
10	4	4	4	4	4	4	4	4	4	36
11	4	4	4	4	4	4	4	4	5	37
12	4	5	4	4	3	4	4	4	3	35
13	4	4	3	3	3	3	3	3	5	31
14	3	4	2	5	3	4	4	5	5	35
15	4	4	3	4	4	4	3	4	5	35
16	4	3	4	4	4	4	5	4	5	37
17	5	5	4	4	3	3	5	3	4	36
18	5	4	5	5	4	4	4	5	3	39
19	4	4	4	5	3	4	4	4	4	36
20	3	5	5	5	4	5	5	4	4	40
21	4	4	4	4	4	4	4	4	4	36
22	5	4	5	4	4	3	4	4	3	36
23	4	4	4	4	3	3	4	5	5	36
24	5	5	5	5	4	4	4	5	5	42
25	4	5	4	4	4	5	5	4	5	40
26	3	3	3	2	2	2	2	3	4	24
27	4	4	4	4	4	4	4	4	4	36
28	4	4	3	4	3	5	4	4	4	35
29	4	4	3	3	3	2	5	2	4	30
30	4	4	4	4	4	4	3	3	4	34

Lampiran 5

Data Uji Validitas Dan Reliabilitas Variabel Persepsi Harga

Nomor Responden	Instrumen Penelitian (Persepsi Harga)								Total Skor
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	
1	4	4	3	4	4	4	3	3	29
2	5	5	5	5	5	5	5	5	40
3	4	4	3	3	3	3	3	3	26
4	5	5	5	5	5	5	5	5	40
5	3	3	3	3	3	3	3	3	24
6	5	5	5	5	5	5	5	5	40
7	4	3	3	3	3	3	4	3	26
8	4	4	4	4	5	4	4	4	33
9	3	3	3	4	4	4	4	4	29
10	4	3	5	4	4	3	4	5	32
11	5	5	5	5	5	5	5	5	40
12	4	4	4	5	4	4	4	4	33
13	4	4	5	3	4	4	4	4	32
14	5	5	5	5	5	5	5	5	40
15	5	5	4	5	4	5	4	5	37
16	4	4	5	4	3	4	4	4	32
17	3	3	3	4	5	4	4	3	29
18	3	3	3	3	4	4	4	4	28
19	5	4	4	4	4	4	4	4	33
20	4	4	4	4	4	4	4	4	32
21	4	5	5	5	5	5	5	5	39
22	3	4	5	3	4	3	4	3	29
23	5	4	4	3	3	3	4	3	29
24	4	4	4	4	4	4	4	3	31
25	4	4	4	5	5	4	5	4	35
26	5	4	5	5	4	4	4	5	36
27	4	4	3	4	5	4	3	3	30
28	5	5	5	5	5	5	5	5	40
29	4	4	3	3	4	4	4	4	30
30	2	2	3	2	3	3	4	2	21

Lampiran 6

Uji Validitas dan Reliabilitas Variabel Keputusan Pembelian (Y)

Correlations								
		Y1	Y2	Y3	Y4	Y5	Y6	Total
Y1	Pearson Correlation	1	,495**	,280	,805**	,500**	,407*	,821**
	Sig. (2-tailed)		,005	,134	,000	,005	,026	,000
	N	30	30	30	30	30	30	30
Y2	Pearson Correlation	,495**	1	,235	,459*	,566**	,424*	,734**
	Sig. (2-tailed)	,005		,212	,011	,001	,020	,000
	N	30	30	30	30	30	30	30
Y3	Pearson Correlation	,280	,235	1	,192	,262	,633**	,592**
	Sig. (2-tailed)	,134	,212		,310	,162	,000	,001
	N	30	30	30	30	30	30	30
Y4	Pearson Correlation	,805**	,459*	,192	1	,504**	,305	,766**
	Sig. (2-tailed)	,000	,011	,310		,004	,101	,000
	N	30	30	30	30	30	30	30
Y5	Pearson Correlation	,500**	,566**	,262	,504**	1	,245	,692**
	Sig. (2-tailed)	,005	,001	,162	,004		,192	,000
	N	30	30	30	30	30	30	30
Y6	Pearson Correlation	,407*	,424*	,633**	,305	,245	1	,708**
	Sig. (2-tailed)	,026	,020	,000	,101	,192		,000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	,821**	,734**	,592**	,766**	,692**	,708**	1
	Sig. (2-tailed)	,000	,000	,001	,000	,000	,000	
	N	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).

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,814	,813	6

Lampiran 7

Uji Validitas dan Reliabilitas Variabel Persepsi Promosi (X1)

Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	Total
X1.1	Pearson Correlation	1	,769**	,483**	,713**	,503**	,915**
	Sig. (2-tailed)		,000	,007	,000	,005	,000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	,769**	1	,504**	,604**	,312	,832**
	Sig. (2-tailed)	,000		,004	,000	,094	,000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	,483**	,504**	1	,447*	,343	,712**
	Sig. (2-tailed)	,007	,004		,013	,063	,000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	,713**	,604**	,447*	1	,118	,763**
	Sig. (2-tailed)	,000	,000	,013		,535	,000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	,503**	,312	,343	,118	1	,596**
	Sig. (2-tailed)	,005	,094	,063	,535		,001
	N	30	30	30	30	30	30
Total	Pearson Correlation	,915**	,832**	,712**	,763**	,596**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,001	
	N	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).

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,822	,822	5

Lampiran 8

Uji Validitas dan Reliabilitas Variabel *Store Atmosphere* (X2)

Correlations											
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	Total
X2.1	Pearson Correlation	1	,439*	,665**	,382*	,445*	,113	,288	,343	-,122	,600**
	Sig. (2-tailed)		,015	,000	,037	,014	,553	,122	,064	,521	,000
	N	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	,439*	1	,521**	,535**	,211	,395*	,504**	,263	-,041	,655**
	Sig. (2-tailed)	,015		,003	,002	,264	,031	,004	,160	,831	,000
	N	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	,665**	,521**	1	,532**	,575**	,306	,390*	,481**	-,230	,739**
	Sig. (2-tailed)	,000	,003		,002	,001	,101	,033	,007	,220	,000
	N	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	,382*	,535**	,532**	1	,383*	,577**	,471**	,652**	,133	,820**
	Sig. (2-tailed)	,037	,002	,002		,037	,001	,009	,000	,484	,000
	N	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	,445*	,211	,575**	,383*	1	,565**	,421*	,353	-,056	,692**
	Sig. (2-tailed)	,014	,264	,001	,037		,001	,021	,056	,767	,000
	N	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	,113	,395*	,306	,577**	,565**	1	,435*	,445*	,061	,700**
	Sig. (2-tailed)	,553	,031	,101	,001	,001		,016	,014	,748	,000
	N	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	,288	,504**	,390*	,471**	,421*	,435*	1	,184	,000	,657**
	Sig. (2-tailed)	,122	,004	,033	,009	,021	,016		,329	1,000	,000
	N	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	,343	,263	,481**	,652**	,353	,445*	,184	1	,173	,683**
	Sig. (2-tailed)	,064	,160	,007	,000	,056	,014	,329		,360	,000
	N	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	,422	,441	,330	,533	,456	,561	,300	,573	,143	,457
	Sig. (2-tailed)	,521	,831	,220	,484	,767	,748	1,000	,360		,007
	N	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	,600**	,655**	,739**	,820**	,692**	,700**	,657**	,683**	,157	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,407	
	N	30	30	30	30	30	30	30	30	30	30

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

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,815	,814	9

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Uji Validitas dan Reliabilitas Variabel Persepsi Harga (X3)

Correlations										
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total
X3.1	Pearson Correlation	1	,817**	,584**	,671**	,374*	,592**	,451*	,680**	,786**
	Sig. (2-tailed)		,000	,001	,000	,038	,000	,011	,000	,000
	N	31	31	31	31	31	31	31	31	31
X3.2	Pearson Correlation	,817**	1	,655**	,738**	,586**	,792**	,556**	,689**	,880**
	Sig. (2-tailed)	,000		,000	,000	,001	,000	,001	,000	,000
	N	31	31	31	31	31	31	31	31	31
X3.3	Pearson Correlation	,584**	,655**	1	,577**	,408*	,494**	,678**	,717**	,776**
	Sig. (2-tailed)	,001	,000		,001	,023	,005	,000	,000	,000
	N	31	31	31	31	31	31	31	31	31
X3.4	Pearson Correlation	,671**	,738**	,577**	1	,718**	,807**	,608**	,785**	,893**
	Sig. (2-tailed)	,000	,000	,001		,000	,000	,000	,000	,000
	N	31	31	31	31	31	31	31	31	31
X3.5	Pearson Correlation	,374*	,586**	,408*	,718**	1	,760**	,613**	,579**	,749**
	Sig. (2-tailed)	,038	,001	,023	,000		,000	,000	,001	,000
	N	31	31	31	31	31	31	31	31	31
X3.6	Pearson Correlation	,592**	,792**	,494**	,807**	,760**	1	,677**	,757**	,879**
	Sig. (2-tailed)	,000	,000	,005	,000	,000		,000	,000	,000
	N	31	31	31	31	31	31	31	31	31
X3.7	Pearson Correlation	,451*	,556**	,678**	,608**	,613**	,677**	1	,685**	,780**
	Sig. (2-tailed)	,011	,001	,000	,000	,000	,000		,000	,000
	N	31	31	31	31	31	31	31	31	31
X3.8	Pearson Correlation	,680**	,689**	,717**	,785**	,579**	,757**	,685**	1	,893**
	Sig. (2-tailed)	,000	,000	,000	,000	,001	,000	,000		,000
	N	31	31	31	31	31	31	31	31	31
Total	Pearson Correlation	,786**	,880**	,776**	,893**	,749**	,879**	,780**	,893**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	31	31	31	31	31	31	31	31	31

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

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,934	,936	8

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Data Penelitian Variabel Keputusan Pembelian (Y)

Nomor Responden	Instrumen Penelitian (Keputusan Pembelian)						Jumlah
	Y1	Y2	Y3	Y4	Y5	Y6	
1	5	4	5	4	5	4	27
2	5	4	4	5	4	5	27
3	5	4	5	5	4	5	28
4	3	3	4	3	4	4	21
5	4	4	5	4	5	5	27
6	3	3	3	3	3	3	18
7	5	5	4	4	5	5	28
8	4	4	5	4	4	5	26
9	3	3	3	3	3	3	18
10	5	5	5	5	3	4	27
11	4	3	4	3	5	3	22
12	4	4	4	4	4	5	25
13	3	3	4	4	3	3	20
14	5	5	4	4	5	4	27
15	4	3	4	3	4	3	21
16	3	4	4	3	3	4	21
17	5	5	4	5	3	3	25
18	3	3	4	5	3	4	22
19	4	4	4	4	3	3	22
20	5	4	5	5	5	5	29
21	3	3	3	3	4	1	17
22	4	4	5	4	4	4	25
23	5	5	5	5	5	5	30
24	4	4	5	4	3	4	24
25	5	5	5	5	4	4	28
26	5	4	4	5	4	4	26
27	4	4	4	5	4	4	25
28	5	5	5	5	5	5	30
29	3	4	5	3	4	5	24
30	4	4	4	4	3	5	24
31	5	5	5	5	5	5	30
32	3	3	2	3	5	2	18
33	4	4	4	4	4	4	24
34	3	4	3	4	3	3	20
35	4	4	3	3	3	4	21
36	5	5	5	5	5	5	30
37	5	5	5	5	5	5	30
38	3	3	3	3	4	4	20
39	4	4	4	4	4	4	24
40	4	3	4	4	4	3	22
41	5	5	5	5	4	4	28
42	4	4	4	4	4	4	24
43	4	4	4	4	4	4	24
44	5	5	5	5	5	5	30

45	4	4	4	4	4	4	24
46	5	5	5	5	5	5	30
47	3	3	4	3	3	3	19
48	3	4	2	4	3	3	19
49	4	4	3	4	3	3	21
50	5	5	5	5	5	5	30
51	3	3	3	4	3	4	20
52	5	5	5	5	5	5	30
53	3	3	3	3	3	3	18
54	5	5	5	5	5	5	30
55	3	4	3	4	3	4	21
56	4	4	3	5	4	5	25
57	2	2	2	3	2	3	14
58	4	4	4	5	5	4	26
59	5	5	5	5	5	5	30
60	4	4	4	5	4	3	24
61	4	4	4	3	4	3	22
62	5	5	5	5	5	5	30
63	5	4	5	4	5	4	27
64	4	5	3	4	4	3	23
65	4	4	3	4	3	3	21
66	4	4	4	5	3	4	24
67	4	4	4	4	4	4	24
68	4	3	4	4	4	3	22
69	5	5	4	5	5	4	28
70	3	3	3	3	3	4	19
71	5	4	4	3	4	4	24
72	4	4	3	4	4	3	22
73	5	4	4	5	4	4	26
74	5	4	4	5	5	4	27
75	3	3	3	4	4	3	20
76	5	5	5	5	5	5	30
77	3	3	4	4	3	3	20
78	4	4	4	4	4	4	24
79	4	4	4	4	4	4	24
80	5	4	3	4	5	4	25
81	3	3	3	4	3	3	19
82	4	3	4	3	5	2	21
83	4	3	4	5	3	4	23
84	5	4	4	4	4	3	24
85	4	4	5	5	3	3	24
86	4	4	4	4	4	4	24
87	4	4	4	5	4	3	24
88	4	4	4	4	4	4	24
89	4	4	4	4	4	4	24
90	4	4	4	4	4	4	24
91	5	4	5	4	4	3	25
92	4	5	4	4	4	5	26
93	4	4	4	4	4	4	24

94	2	2	2	3	2	3	14
95	4	4	4	4	4	4	24
96	3	5	5	5	3	4	25
97	3	4	3	4	5	3	22
98	4	4	4	4	3	3	22
99	3	2	3	4	3	3	18
100	4	4	4	4	4	4	24

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Data Penelitian Variabel Persepsi Promosi (X1)

Nomor Responden	Instrumen Penelitian (Promosi)					Jumlah
	X1.1	X1.2	X1.3	X1.4	X1.5	
1	4	5	5	5	5	24
2	5	3	5	3	5	21
3	3	4	4	4	4	19
4	3	3	3	4	4	17
5	5	4	5	5	4	23
6	3	3	3	3	3	15
7	5	4	4	5	5	23
8	5	4	5	4	5	23
9	3	3	3	3	3	15
10	4	4	4	4	5	21
11	5	5	5	4	3	22
12	4	5	4	4	4	21
13	3	4	3	4	3	17
14	4	4	5	5	5	23
15	4	3	3	2	4	16
16	4	4	4	4	4	20
17	3	4	5	5	5	22
18	5	4	3	5	4	21
19	4	4	4	4	4	20
20	5	5	4	5	5	24
21	3	3	3	4	5	18
22	4	4	4	4	4	20
23	5	5	4	5	5	24
24	4	4	5	3	4	20
25	4	4	4	4	5	21
26	4	3	5	5	4	21
27	4	4	3	4	3	18
28	5	5	5	5	5	25
29	4	4	4	3	5	20
30	5	5	4	4	4	22
31	5	5	5	5	5	25
32	2	2	1	1	1	7
33	4	4	4	5	4	21
34	3	3	4	3	5	18
35	3	3	3	3	3	15
36	5	5	5	5	5	25
37	5	5	5	5	5	25
38	3	3	3	3	3	15
39	3	4	4	4	4	19
40	3	3	3	4	4	17
41	5	4	5	4	5	23
42	4	4	4	4	4	20
43	4	4	4	4	4	20
44	5	5	5	5	5	25

45	3	3	4	3	3	16
46	4	5	5	5	5	24
47	3	4	3	4	3	17
48	1	1	1	2	4	9
49	3	4	3	4	4	18
50	5	5	5	5	5	25
51	4	4	3	3	3	17
52	5	5	5	5	5	25
53	3	3	3	3	3	15
54	5	5	5	5	5	25
55	4	3	3	3	3	16
56	4	4	4	4	5	21
57	2	2	2	2	4	12
58	4	3	5	4	4	20
59	5	5	5	5	5	25
60	4	4	4	5	4	21
61	4	4	5	3	4	20
62	5	5	5	5	5	25
63	5	5	4	5	4	23
64	4	4	5	4	3	20
65	3	3	3	4	5	18
66	3	3	3	3	4	16
67	5	4	4	4	4	21
68	4	4	4	4	4	20
69	4	5	5	5	5	24
70	3	4	5	3	4	19
71	5	4	4	3	3	19
72	4	4	4	4	4	20
73	4	4	4	5	5	22
74	5	4	5	5	4	23
75	4	4	3	4	5	20
76	5	5	5	5	5	25
77	4	4	3	3	4	18
78	2	2	3	2	3	12
79	4	4	4	4	4	20
80	5	5	4	5	4	23
81	2	3	2	2	2	11
82	3	3	4	3	4	17
83	3	5	2	3	5	18
84	4	4	4	5	4	21
85	3	3	3	3	3	15
86	4	4	4	4	4	20
87	4	4	4	5	4	21
88	4	4	5	4	5	22
89	4	4	4	4	4	20
90	4	3	4	4	4	19
91	4	3	4	5	3	19
92	5	5	5	4	4	23
93	4	4	4	4	4	20

94	3	2	1	2	2	10
95	5	5	5	5	5	25
96	3	3	3	4	3	16
97	4	3	4	3	4	18
98	4	3	5	3	3	18
99	4	3	4	2	2	15
100	4	4	4	4	5	21

45	4	5	5	4	5	4	5	3	4	39
46	2	5	5	5	5	5	5	5	5	42
47	3	3	5	3	2	4	3	3	3	29
48	3	4	4	3	4	2	2	2	3	27
49	3	3	4	4	3	3	4	3	3	30
50	5	5	5	5	5	5	4	5	5	44
51	3	4	3	3	3	3	3	3	3	28
52	5	5	5	5	5	5	5	5	5	45
53	3	3	3	3	3	3	3	3	3	27
54	4	5	5	5	5	5	5	5	5	44
55	3	3	3	4	3	3	4	3	4	30
56	4	5	4	4	4	3	4	5	5	38
57	2	2	3	3	2	3	3	1	1	20
58	4	4	4	5	5	4	4	3	4	37
59	5	5	5	5	5	5	5	5	5	45
60	4	5	5	5	4	4	5	4	4	40
61	4	4	4	5	4	4	4	4	4	37
62	5	5	5	5	5	5	5	5	5	45
63	5	5	4	5	4	4	4	5	5	41
64	4	5	3	5	5	5	5	5	4	41
65	2	3	4	2	3	2	3	3	3	25
66	4	4	3	3	4	3	4	3	4	32
67	4	4	5	4	4	4	4	4	5	38
68	3	5	5	4	4	4	4	4	4	37
69	5	5	5	4	5	5	5	5	4	43
70	4	4	4	4	5	4	5	4	4	38
71	4	4	4	3	4	3	3	4	3	32
72	4	3	3	3	4	4	3	3	4	31
73	4	4	4	4	4	3	4	4	5	36
74	5	4	5	5	5	4	4	4	4	40
75	3	3	3	3	4	4	4	3	3	30
76	5	5	5	5	5	5	5	5	5	45
77	4	4	4	4	3	3	3	3	4	32
78	4	4	4	4	4	4	4	4	4	36
79	4	4	4	4	4	4	4	4	4	36
80	4	5	4	4	3	4	4	5	4	37
81	4	4	3	3	3	3	3	2	3	28
82	3	4	2	5	3	4	4	4	4	33
83	4	4	3	4	4	4	3	4	4	34
84	4	3	4	4	4	4	5	4	4	36
85	5	5	4	4	3	3	5	4	3	36
86	5	4	5	5	4	4	4	4	5	40
87	4	4	4	5	3	4	4	4	4	36
88	3	5	5	5	4	5	5	4	4	40
89	4	4	4	4	4	4	4	4	4	36
90	5	4	5	4	4	3	4	4	4	37
91	4	4	4	4	3	3	4	4	5	35
92	5	5	5	5	4	4	4	4	5	41
93	4	5	4	4	4	5	5	5	4	40

94	3	3	3	2	2	2	2	2	3	22
95	4	4	4	4	4	4	4	4	4	36
96	4	4	3	4	3	5	4	4	4	35
97	4	4	3	3	3	2	5	3	2	29
98	4	4	4	4	4	4	3	4	3	34
99	4	2	3	2	4	4	4	4	4	31
100	4	5	4	4	3	4	4	5	4	37

45	4	4	4	5	4	4	4	5	34
46	5	5	5	5	5	5	5	5	40
47	3	3	4	4	3	3	3	3	26
48	4	2	2	3	3	2	2	2	20
49	4	4	3	4	4	4	4	4	31
50	5	5	5	5	5	5	5	5	40
51	3	3	4	3	3	3	3	3	25
52	5	5	5	5	5	5	5	5	40
53	3	3	3	3	3	3	3	3	24
54	5	5	5	5	5	5	5	5	40
55	4	3	3	4	4	4	4	3	29
56	4	4	4	5	4	5	4	4	34
57	3	2	3	3	4	4	3	3	25
58	4	4	4	5	4	4	5	4	34
59	5	5	5	5	5	5	5	5	40
60	5	4	4	4	5	4	5	4	35
61	5	4	4	4	4	5	5	4	35
62	5	5	5	5	5	5	5	5	40
63	5	4	5	4	3	5	3	4	33
64	5	5	4	5	4	5	4	4	36
65	4	3	4	3	3	4	3	4	28
66	3	4	4	4	4	3	3	4	29
67	4	4	4	4	5	4	5	4	34
68	5	4	4	4	4	4	4	4	33
69	5	5	5	5	5	5	5	5	40
70	5	4	3	4	5	4	5	3	33
71	3	4	3	3	3	4	3	3	26
72	3	3	3	4	4	3	4	3	27
73	4	4	5	4	4	4	4	4	33
74	5	5	4	5	5	4	5	5	38
75	4	4	4	3	4	4	4	4	31
76	5	5	5	5	5	5	5	5	40
77	4	4	3	4	4	4	4	4	31
78	4	3	3	3	3	3	4	4	27
79	4	4	4	4	4	4	4	4	32
80	5	5	5	4	4	3	3	4	33
81	3	3	3	3	4	3	3	4	26
82	4	4	3	4	3	2	4	4	28
83	4	2	3	3	5	4	3	4	28
84	4	4	4	4	5	4	4	4	33
85	5	4	4	5	4	4	4	4	34
86	4	4	4	4	4	4	4	4	32
87	4	4	4	5	4	4	5	4	34
88	5	5	5	5	5	5	5	5	40
89	4	4	4	4	4	4	4	4	32
90	4	5	4	4	4	4	3	4	32
91	4	4	4	3	4	4	3	5	31
92	5	4	4	4	4	5	4	4	34
93	5	4	5	4	4	4	4	5	35

94	2	2	4	2	3	2	1	3	19
95	4	4	4	4	4	5	5	5	35
96	4	3	3	3	3	3	3	3	25
97	3	5	2	4	2	4	2	4	26
98	5	4	4	3	4	4	4	3	31
99	3	3	1	5	3	3	4	4	26
100	4	5	4	4	4	4	3	4	26

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Tabulasi Data MSI Variabel Keputusan Pembelian (Y)

Successive Interval							
Resp	Y1	Y2	Y3	Y4	Y5	Y6	Total
1	4,538	3,282	4,357	2,226	4,646	3,797	22,846
2	4,538	3,282	3,101	3,506	3,461	4,961	22,848
3	4,538	3,282	4,357	3,506	3,461	4,961	24,104
4	2,250	2,112	3,101	1,000	3,461	3,797	15,720
5	3,328	3,282	4,357	2,226	4,646	4,961	22,799
6	2,250	2,112	2,031	1,000	2,352	2,703	12,447
7	4,538	4,588	3,101	2,226	4,646	4,961	24,059
8	3,328	3,282	4,357	2,226	3,461	4,961	21,614
9	2,250	2,112	2,031	1,000	2,352	2,703	12,447
10	4,538	4,588	4,357	3,506	2,352	3,797	23,139
11	3,328	2,112	3,101	1,000	4,646	2,703	16,889
12	3,328	3,282	3,101	2,226	3,461	4,961	20,358
13	2,250	2,112	3,101	2,226	2,352	2,703	14,743
14	4,538	4,588	3,101	2,226	4,646	3,797	22,896
15	3,328	2,112	3,101	1,000	3,461	2,703	15,704
16	2,250	3,282	3,101	1,000	2,352	3,797	15,782
17	4,538	4,588	3,101	3,506	2,352	2,703	20,788
18	2,250	2,112	3,101	3,506	2,352	3,797	17,118
19	3,328	3,282	3,101	2,226	2,352	2,703	16,991
20	4,538	3,282	4,357	3,506	4,646	4,961	25,289
21	2,250	2,112	2,031	1,000	3,461	1,000	11,853
22	3,328	3,282	4,357	2,226	3,461	3,797	20,451
23	4,538	4,588	4,357	3,506	4,646	4,961	26,595
24	3,328	3,282	4,357	2,226	2,352	3,797	19,342
25	4,538	4,588	4,357	3,506	3,461	3,797	24,247
26	4,538	3,282	3,101	3,506	3,461	3,797	21,685
27	3,328	3,282	3,101	3,506	3,461	3,797	20,475
28	4,538	4,588	4,357	3,506	4,646	4,961	26,595
29	2,250	3,282	4,357	1,000	3,461	4,961	19,309
30	3,328	3,282	3,101	2,226	2,352	4,961	19,249
31	4,538	4,588	4,357	3,506	4,646	4,961	26,595
32	2,250	2,112	1,000	1,000	4,646	1,596	12,603
33	3,328	3,282	3,101	2,226	3,461	3,797	19,195
34	2,250	3,282	2,031	2,226	2,352	2,703	14,843
35	3,328	3,282	2,031	1,000	2,352	3,797	15,790
36	4,538	4,588	4,357	3,506	4,646	4,961	26,595
37	4,538	4,588	4,357	3,506	4,646	4,961	26,595
38	2,250	2,112	2,031	1,000	3,461	3,797	14,650
39	3,328	3,282	3,101	2,226	3,461	3,797	19,195
40	3,328	2,112	3,101	2,226	3,461	2,703	16,930
41	4,538	4,588	4,357	3,506	3,461	3,797	24,247
42	3,328	3,282	3,101	2,226	3,461	3,797	19,195
43	3,328	3,282	3,101	2,226	3,461	3,797	19,195
44	4,538	4,588	4,357	3,506	4,646	4,961	26,595
45	3,328	3,282	3,101	2,226	3,461	3,797	19,195

46	4,538	4,588	4,357	3,506	4,646	4,961	26,595
47	2,250	2,112	3,101	1,000	2,352	2,703	13,517
48	2,250	3,282	1,000	2,226	2,352	2,703	13,812
49	3,328	3,282	2,031	2,226	2,352	2,703	15,922
50	4,538	4,588	4,357	3,506	4,646	4,961	26,595
51	2,250	2,112	2,031	2,226	2,352	3,797	14,768
52	4,538	4,588	4,357	3,506	4,646	4,961	26,595
53	2,250	2,112	2,031	1,000	2,352	2,703	12,447
54	4,538	4,588	4,357	3,506	4,646	4,961	26,595
55	2,250	3,282	2,031	2,226	2,352	3,797	15,938
56	3,328	3,282	2,031	3,506	3,461	4,961	20,568
57	1,000	1,000	1,000	1,000	1,000	2,703	7,703
58	3,328	3,282	3,101	3,506	4,646	3,797	21,660
59	4,538	4,588	4,357	3,506	4,646	4,961	26,595
60	3,328	3,282	3,101	3,506	3,461	2,703	19,380
61	3,328	3,282	3,101	1,000	3,461	2,703	16,874
62	4,538	4,588	4,357	3,506	4,646	4,961	26,595
63	4,538	3,282	4,357	2,226	4,646	3,797	22,846
64	3,328	4,588	2,031	2,226	3,461	2,703	18,337
65	3,328	3,282	2,031	2,226	2,352	2,703	15,922
66	3,328	3,282	3,101	3,506	2,352	3,797	19,366
67	3,328	3,282	3,101	2,226	3,461	3,797	19,195
68	3,328	2,112	3,101	2,226	3,461	2,703	16,930
69	4,538	4,588	3,101	3,506	4,646	3,797	24,176
70	2,250	2,112	2,031	1,000	2,352	3,797	13,542
71	4,538	3,282	3,101	1,000	3,461	3,797	19,179
72	3,328	3,282	2,031	2,226	3,461	2,703	17,030
73	4,538	3,282	3,101	3,506	3,461	3,797	21,685
74	4,538	3,282	3,101	3,506	4,646	3,797	22,870
75	2,250	2,112	2,031	2,226	3,461	2,703	14,782
76	4,538	4,588	4,357	3,506	4,646	4,961	26,595
77	2,250	2,112	3,101	2,226	2,352	2,703	14,743
78	3,328	3,282	3,101	2,226	3,461	3,797	19,195
79	3,328	3,282	3,101	2,226	3,461	3,797	19,195
80	4,538	3,282	2,031	2,226	4,646	3,797	20,520
81	2,250	2,112	2,031	2,226	2,352	2,703	13,673
82	3,328	2,112	3,101	1,000	4,646	1,596	15,782
83	3,328	2,112	3,101	3,506	2,352	3,797	18,196
84	4,538	3,282	3,101	2,226	3,461	2,703	19,310
85	3,328	3,282	4,357	3,506	2,352	2,703	19,527
86	3,328	3,282	3,101	2,226	3,461	3,797	19,195
87	3,328	3,282	3,101	3,506	3,461	2,703	19,380
88	3,328	3,282	3,101	2,226	3,461	3,797	19,195
89	3,328	3,282	3,101	2,226	3,461	3,797	19,195
90	3,328	3,282	3,101	2,226	3,461	3,797	19,195
91	4,538	3,282	4,357	2,226	3,461	2,703	20,566
92	3,328	4,588	3,101	2,226	3,461	4,961	21,664
93	3,328	3,282	3,101	2,226	3,461	3,797	19,195
94	1,000	1,000	1,000	1,000	1,000	2,703	7,703
95	3,328	3,282	3,101	2,226	3,461	3,797	19,195
96	2,250	4,588	4,357	3,506	2,352	3,797	20,850

97	2,250	3,282	2,031	2,226	4,646	2,703	17,137
98	3,328	3,282	3,101	2,226	2,352	2,703	16,991
99	2,250	1,000	2,031	2,226	2,352	2,703	12,561
100	3,328	3,282	3,101	2,226	3,461	3,797	19,195

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Tabulasi Data MSI Variabel Persepsi Promosi (X1)

Successive Interval						
Resp	x1.1	x1.2	x1.3	x1.4	x1.5	Total
1	3,678	4,961	4,386	4,783	4,723	22,531
2	4,867	2,705	4,386	2,761	4,723	19,442
3	2,669	3,758	3,229	3,639	3,506	16,801
4	2,669	2,705	2,298	3,639	3,506	14,817
5	4,867	3,758	4,386	4,783	3,506	21,300
6	2,669	2,705	2,298	2,761	2,521	12,953
7	4,867	3,758	3,229	4,783	4,723	21,361
8	4,867	3,758	4,386	3,639	4,723	21,374
9	2,669	2,705	2,298	2,761	2,521	12,953
10	3,678	3,758	3,229	3,639	4,723	19,028
11	4,867	4,961	4,386	3,639	2,521	20,373
12	3,678	4,961	3,229	3,639	3,506	19,013
13	2,669	3,758	2,298	3,639	2,521	14,884
14	3,678	3,758	4,386	4,783	4,723	21,329
15	3,678	2,705	2,298	1,922	3,506	14,110
16	3,678	3,758	3,229	3,639	3,506	17,811
17	2,669	3,758	4,386	4,783	4,723	20,319
18	4,867	3,758	2,298	4,783	3,506	19,213
19	3,678	3,758	3,229	3,639	3,506	17,811
20	4,867	4,961	3,229	4,783	4,723	22,563
21	2,669	2,705	2,298	3,639	4,723	16,034
22	3,678	3,758	3,229	3,639	3,506	17,811
23	4,867	4,961	3,229	4,783	4,723	22,563
24	3,678	3,758	4,386	2,761	3,506	18,089
25	3,678	3,758	3,229	3,639	4,723	19,028
26	3,678	2,705	4,386	4,783	3,506	19,058
27	3,678	3,758	2,298	3,639	2,521	15,894
28	4,867	4,961	4,386	4,783	4,723	23,720
29	3,678	3,758	3,229	2,761	4,723	18,150
30	4,867	4,961	3,229	3,639	3,506	20,202
31	4,867	4,961	4,386	4,783	4,723	23,720
32	1,753	1,753	1,000	1,000	1,000	6,506
33	3,678	3,758	3,229	4,783	3,506	18,955
34	2,669	2,705	3,229	2,761	4,723	16,087
35	2,669	2,705	2,298	2,761	2,521	12,953
36	4,867	4,961	4,386	4,783	4,723	23,720
37	4,867	4,961	4,386	4,783	4,723	23,720
38	2,669	2,705	2,298	2,761	2,521	12,953
39	2,669	3,758	3,229	3,639	3,506	16,801
40	2,669	2,705	2,298	3,639	3,506	14,817
41	4,867	3,758	4,386	3,639	4,723	21,374
42	3,678	3,758	3,229	3,639	3,506	17,811
43	3,678	3,758	3,229	3,639	3,506	17,811
44	4,867	4,961	4,386	4,783	4,723	23,720
45	2,669	2,705	3,229	2,761	2,521	13,884

46	3,678	4,961	4,386	4,783	4,723	22,531
47	2,669	3,758	2,298	3,639	2,521	14,884
48	1,000	1,000	1,000	1,922	3,506	8,428
49	2,669	3,758	2,298	3,639	3,506	15,870
50	4,867	4,961	4,386	4,783	4,723	23,720
51	3,678	3,758	2,298	2,761	2,521	15,016
52	4,867	4,961	4,386	4,783	4,723	23,720
53	2,669	2,705	2,298	2,761	2,521	12,953
54	4,867	4,961	4,386	4,783	4,723	23,720
55	3,678	2,705	2,298	2,761	2,521	13,962
56	3,678	3,758	3,229	3,639	4,723	19,028
57	1,753	1,753	1,565	1,922	3,506	10,500
58	3,678	2,705	4,386	3,639	3,506	17,914
59	4,867	4,961	4,386	4,783	4,723	23,720
60	3,678	3,758	3,229	4,783	3,506	18,955
61	3,678	3,758	4,386	2,761	3,506	18,089
62	4,867	4,961	4,386	4,783	4,723	23,720
63	4,867	4,961	3,229	4,783	3,506	21,346
64	3,678	3,758	4,386	3,639	2,521	17,982
65	2,669	2,705	2,298	3,639	4,723	16,034
66	2,669	2,705	2,298	2,761	3,506	13,938
67	4,867	3,758	3,229	3,639	3,506	19,000
68	3,678	3,758	3,229	3,639	3,506	17,811
69	3,678	4,961	4,386	4,783	4,723	22,531
70	2,669	3,758	4,386	2,761	3,506	17,079
71	4,867	3,758	3,229	2,761	2,521	17,136
72	3,678	3,758	3,229	3,639	3,506	17,811
73	3,678	3,758	3,229	4,783	4,723	20,172
74	4,867	3,758	4,386	4,783	3,506	21,300
75	3,678	3,758	2,298	3,639	4,723	18,097
76	4,867	4,961	4,386	4,783	4,723	23,720
77	3,678	3,758	2,298	2,761	3,506	16,001
78	1,753	1,753	2,298	1,922	2,521	10,247
79	3,678	3,758	3,229	3,639	3,506	17,811
80	4,867	4,961	3,229	4,783	3,506	21,346
81	1,753	2,705	1,565	1,922	1,681	9,627
82	2,669	2,705	3,229	2,761	3,506	14,869
83	2,669	4,961	1,565	2,761	4,723	16,679
84	3,678	3,758	3,229	4,783	3,506	18,955
85	2,669	2,705	2,298	2,761	2,521	12,953
86	3,678	3,758	3,229	3,639	3,506	17,811
87	3,678	3,758	3,229	4,783	3,506	18,955
88	3,678	3,758	4,386	3,639	4,723	20,185
89	3,678	3,758	3,229	3,639	3,506	17,811
90	3,678	2,705	3,229	3,639	3,506	16,758
91	3,678	2,705	3,229	4,783	2,521	16,916
92	4,867	4,961	4,386	3,639	3,506	21,359
93	3,678	3,758	3,229	3,639	3,506	17,811
94	2,669	1,753	1,000	1,922	1,681	9,025
95	4,867	4,961	4,386	4,783	4,723	23,720
96	2,669	2,705	2,298	3,639	2,521	13,831

97	3,678	2,705	3,229	2,761	3,506	15,879
98	3,678	2,705	4,386	2,761	2,521	16,050
99	3,678	2,705	3,229	1,922	1,681	13,216
100	3,678	3,758	3,229	3,639	4,723	19,028

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Tabulasi Data MSI Variabel *Store Atmosphere* (X2)

Succesive Interval

Resp	x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	x2.9	Total
1	4,379	1,997	4,743	4,386	3,268	4,379	4,479	3,705	3,516	34,851
2	3,087	4,307	3,533	2,112	4,448	4,379	4,479	3,705	4,824	34,874
3	3,087	4,307	3,533	2,112	2,213	4,379	3,289	3,705	4,824	31,449
4	3,087	3,040	3,533	2,112	2,213	3,181	2,250	2,687	2,354	24,456
5	4,379	3,040	3,533	4,386	4,448	3,181	4,479	3,705	3,516	34,666
6	1,988	1,997	2,429	2,112	2,213	2,130	2,250	2,687	2,354	20,160
7	3,087	4,307	4,743	3,162	4,448	4,379	4,479	2,687	3,516	34,808
8	4,379	3,040	3,533	4,386	3,268	4,379	3,289	3,705	3,516	33,494
9	1,988	1,997	2,429	2,112	2,213	2,130	2,250	2,687	2,354	20,160
10	4,379	4,307	4,743	4,386	4,448	4,379	4,479	4,890	3,516	39,527
11	1,988	1,997	2,429	2,112	4,448	4,379	3,289	1,753	2,354	24,750
12	4,379	4,307	4,743	4,386	3,268	3,181	3,289	4,890	3,516	35,958
13	3,087	1,997	2,429	2,112	2,213	2,130	2,250	2,687	3,516	22,420
14	1,000	4,307	3,533	3,162	3,268	3,181	4,479	2,687	3,516	29,133
15	1,988	4,307	2,429	3,162	3,268	2,130	4,479	2,687	3,516	27,966
16	3,087	3,040	3,533	3,162	3,268	2,130	2,250	2,687	4,824	27,980
17	3,087	4,307	4,743	3,162	3,268	4,379	2,250	4,890	3,516	33,601
18	4,379	3,040	2,429	4,386	3,268	3,181	4,479	4,890	4,824	34,876
19	3,087	3,040	3,533	3,162	3,268	2,130	2,250	2,687	3,516	26,671
20	4,379	3,040	3,533	4,386	4,448	4,379	4,479	3,705	4,824	37,173
21	3,087	1,997	2,429	3,162	4,448	3,181	3,289	2,687	3,516	27,796
22	3,087	3,040	4,743	3,162	3,268	3,181	3,289	3,705	3,516	30,990
23	4,379	3,040	4,743	3,162	2,213	4,379	2,250	4,890	4,824	33,879
24	3,087	3,040	4,743	3,162	2,213	2,130	3,289	3,705	4,824	30,192
25	4,379	3,040	4,743	4,386	4,448	3,181	4,479	3,705	3,516	35,876
26	4,379	3,040	2,429	3,162	3,268	2,130	2,250	3,705	3,516	27,878
27	3,087	3,040	3,533	3,162	2,213	3,181	2,250	3,705	4,824	28,994
28	3,087	4,307	4,743	4,386	4,448	4,379	4,479	4,890	4,824	39,543
29	1,988	4,307	4,743	3,162	3,268	2,130	3,289	4,890	3,516	31,293
30	4,379	4,307	3,533	3,162	4,448	3,181	4,479	4,890	4,824	37,204
31	4,379	4,307	4,743	4,386	4,448	4,379	4,479	4,890	4,824	40,835
32	1,988	1,000	3,533	2,112	2,213	2,130	2,250	3,705	3,516	22,446
33	3,087	3,040	3,533	3,162	3,268	3,181	3,289	3,705	3,516	29,780
34	3,087	1,997	3,533	2,112	4,448	3,181	4,479	3,705	4,824	31,366
35	3,087	3,040	3,533	3,162	4,448	3,181	3,289	2,687	3,516	29,942
36	4,379	4,307	4,743	4,386	4,448	4,379	4,479	4,890	4,824	40,835
37	4,379	4,307	4,743	4,386	4,448	4,379	4,479	4,890	4,824	40,835
38	1,988	3,040	3,533	2,112	2,213	2,130	2,250	2,687	2,354	22,306
39	3,087	3,040	2,429	4,386	2,213	3,181	3,289	3,705	3,516	28,845
40	3,087	3,040	3,533	3,162	3,268	3,181	4,479	3,705	4,824	32,278
41	3,087	4,307	4,743	3,162	3,268	3,181	4,479	3,705	3,516	33,447
42	3,087	3,040	3,533	3,162	3,268	3,181	3,289	4,890	3,516	30,965
43	3,087	3,040	3,533	3,162	3,268	3,181	3,289	3,705	3,516	29,780
44	4,379	4,307	4,743	4,386	4,448	4,379	4,479	4,890	4,824	40,835
45	3,087	4,307	4,743	3,162	4,448	3,181	4,479	2,687	3,516	33,610

46	1,000	4,307	4,743	4,386	4,448	4,379	4,479	4,890	4,824	37,456
47	1,988	1,997	4,743	2,112	1,000	3,181	2,250	2,687	2,354	22,311
48	1,988	3,040	3,533	2,112	3,268	1,000	1,000	1,753	2,354	20,048
49	1,988	1,997	3,533	3,162	2,213	2,130	3,289	2,687	2,354	23,353
50	4,379	4,307	4,743	4,386	4,448	4,379	3,289	4,890	4,824	39,645
51	1,988	3,040	2,429	2,112	2,213	2,130	2,250	2,687	2,354	21,203
52	4,379	4,307	4,743	4,386	4,448	4,379	4,479	4,890	4,824	40,835
53	1,988	1,997	2,429	2,112	2,213	2,130	2,250	2,687	2,354	20,160
54	3,087	4,307	4,743	4,386	4,448	4,379	4,479	4,890	4,824	39,543
55	1,988	1,997	2,429	3,162	2,213	2,130	3,289	2,687	3,516	23,412
56	3,087	4,307	3,533	3,162	3,268	2,130	3,289	4,890	4,824	32,490
57	1,000	1,000	2,429	2,112	1,000	2,130	2,250	1,000	1,000	13,921
58	3,087	3,040	3,533	4,386	4,448	3,181	3,289	2,687	3,516	31,166
59	4,379	4,307	4,743	4,386	4,448	4,379	4,479	4,890	4,824	40,835
60	3,087	4,307	4,743	4,386	3,268	3,181	4,479	3,705	3,516	34,671
61	3,087	3,040	3,533	4,386	3,268	3,181	3,289	3,705	3,516	31,004
62	4,379	4,307	4,743	4,386	4,448	4,379	4,479	4,890	4,824	40,835
63	4,379	4,307	3,533	4,386	3,268	3,181	3,289	4,890	4,824	36,057
64	3,087	4,307	2,429	4,386	4,448	4,379	4,479	4,890	3,516	35,921
65	1,000	1,997	3,533	1,000	2,213	1,000	2,250	2,687	2,354	18,034
66	3,087	3,040	2,429	2,112	3,268	2,130	3,289	2,687	3,516	25,557
67	3,087	3,040	4,743	3,162	3,268	3,181	3,289	3,705	4,824	32,298
68	1,988	4,307	4,743	3,162	3,268	3,181	3,289	3,705	3,516	31,159
69	4,379	4,307	4,743	3,162	4,448	4,379	4,479	4,890	3,516	38,303
70	3,087	3,040	3,533	3,162	4,448	3,181	4,479	3,705	3,516	32,150
71	3,087	3,040	3,533	2,112	3,268	2,130	2,250	3,705	2,354	25,477
72	3,087	1,997	2,429	2,112	3,268	3,181	2,250	2,687	3,516	24,526
73	3,087	3,040	3,533	3,162	3,268	2,130	3,289	3,705	4,824	30,037
74	4,379	3,040	4,743	4,386	4,448	3,181	3,289	3,705	3,516	34,686
75	1,988	1,997	2,429	2,112	3,268	3,181	3,289	2,687	2,354	23,306
76	4,379	4,307	4,743	4,386	4,448	4,379	4,479	4,890	4,824	40,835
77	3,087	3,040	3,533	3,162	2,213	2,130	2,250	2,687	3,516	25,617
78	3,087	3,040	3,533	3,162	3,268	3,181	3,289	3,705	3,516	29,780
79	3,087	3,040	3,533	3,162	3,268	3,181	3,289	3,705	3,516	29,780
80	3,087	4,307	3,533	3,162	2,213	3,181	3,289	4,890	3,516	31,177
81	3,087	3,040	2,429	2,112	2,213	2,130	2,250	1,753	2,354	21,367
82	1,988	3,040	1,000	4,386	2,213	3,181	3,289	3,705	3,516	26,317
83	3,087	3,040	2,429	3,162	3,268	3,181	2,250	3,705	3,516	27,637
84	3,087	1,997	3,533	3,162	3,268	3,181	4,479	3,705	3,516	29,927
85	4,379	4,307	3,533	3,162	2,213	2,130	4,479	3,705	2,354	30,262
86	4,379	3,040	4,743	4,386	3,268	3,181	3,289	3,705	4,824	34,814
87	3,087	3,040	3,533	4,386	2,213	3,181	3,289	3,705	3,516	29,949
88	1,988	4,307	4,743	4,386	3,268	4,379	4,479	3,705	3,516	34,771
89	3,087	3,040	3,533	3,162	3,268	3,181	3,289	3,705	3,516	29,780
90	4,379	3,040	4,743	3,162	3,268	2,130	3,289	3,705	3,516	31,231
91	3,087	3,040	3,533	3,162	2,213	2,130	3,289	3,705	4,824	28,983
92	4,379	4,307	4,743	4,386	3,268	3,181	3,289	3,705	4,824	36,082
93	3,087	4,307	3,533	3,162	3,268	4,379	4,479	4,890	3,516	34,620
94	1,988	1,997	2,429	1,000	1,000	1,000	1,000	1,753	2,354	14,522
95	3,087	3,040	3,533	3,162	3,268	3,181	3,289	3,705	3,516	29,780
96	3,087	3,040	2,429	3,162	2,213	4,379	3,289	3,705	3,516	28,820

97	3,087	3,040	2,429	2,112	2,213	1,000	4,479	2,687	1,489	22,536
98	3,087	3,040	3,533	3,162	3,268	3,181	2,250	3,705	2,354	27,578
99	3,087	1,000	2,429	1,000	3,268	3,181	3,289	3,705	3,516	24,475
100	3,087	4,307	3,533	3,162	2,213	3,181	3,289	4,890	3,516	31,177

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Tabulasi Data MSI Variabel Persepsi Harga (X3)

Sucsesive Interval

Resp	x3.1	x3.2	x3.3	x3.4	x3.5	x3.6	x3.7	x3.8	Total
1	4,441	3,063	3,597	3,531	3,487	4,310	2,667	4,623	29,720
2	3,208	3,063	2,465	3,531	4,824	3,036	4,763	3,326	28,216
3	4,441	3,063	3,597	4,783	3,487	3,036	2,667	3,326	28,399
4	2,159	1,990	3,597	2,382	2,250	1,969	2,667	3,326	20,340
5	3,208	4,334	3,597	3,531	4,824	3,036	4,763	4,623	31,917
6	2,159	1,990	2,465	2,382	2,250	1,969	2,667	2,159	18,041
7	4,441	3,063	3,597	4,783	3,487	4,310	4,763	4,623	33,067
8	4,441	3,063	4,890	3,531	3,487	4,310	4,763	4,623	33,108
9	2,159	1,990	2,465	2,382	2,250	1,969	2,667	2,159	18,041
10	4,441	3,063	4,890	4,783	4,824	3,036	4,763	4,623	34,422
11	3,208	3,063	2,465	3,531	4,824	1,000	3,652	3,326	25,070
12	3,208	3,063	4,890	3,531	3,487	4,310	4,763	3,326	30,578
13	2,159	1,990	3,597	3,531	3,487	1,969	2,667	2,159	21,559
14	4,441	4,334	4,890	3,531	4,824	3,036	4,763	4,623	34,442
15	3,208	1,990	4,890	2,382	3,487	3,036	3,652	2,159	24,803
16	3,208	1,990	3,597	3,531	3,487	1,969	3,652	3,326	24,761
17	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
18	2,159	3,063	4,890	2,382	3,487	4,310	2,667	3,326	26,283
19	3,208	1,990	3,597	3,531	3,487	1,969	3,652	2,159	23,594
20	3,208	3,063	4,890	4,783	4,824	4,310	3,652	4,623	33,353
21	4,441	3,063	3,597	4,783	3,487	3,036	2,667	3,326	28,399
22	3,208	3,063	4,890	3,531	3,487	3,036	3,652	3,326	28,193
23	3,208	4,334	3,597	3,531	3,487	3,036	2,667	3,326	27,186
24	4,441	3,063	3,597	3,531	4,824	3,036	4,763	3,326	30,582
25	4,441	3,063	3,597	4,783	3,487	3,036	4,763	3,326	30,495
26	2,159	4,334	3,597	2,382	3,487	3,036	2,667	2,159	23,820
27	2,159	1,990	3,597	2,382	3,487	3,036	3,652	2,159	22,462
28	4,441	4,334	3,597	4,783	4,824	3,036	4,763	4,623	34,401
29	3,208	3,063	3,597	3,531	3,487	1,969	3,652	4,623	27,131
30	4,441	4,334	3,597	4,783	3,487	3,036	3,652	3,326	30,656
31	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
32	1,000	1,000	2,465	2,382	2,250	1,000	2,667	1,000	13,764
33	3,208	3,063	3,597	3,531	3,487	3,036	3,652	3,326	26,900
34	3,208	1,990	3,597	4,783	3,487	1,969	2,667	3,326	25,027
35	3,208	3,063	3,597	3,531	3,487	3,036	3,652	3,326	26,900
36	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
37	3,208	3,063	3,597	4,783	4,824	4,310	4,763	4,623	33,171
38	2,159	1,990	3,597	3,531	3,487	1,969	3,652	3,326	23,712
39	3,208	3,063	2,465	3,531	3,487	3,036	2,667	3,326	24,782
40	2,159	3,063	3,597	4,783	4,824	3,036	2,667	2,159	26,287
41	4,441	3,063	4,890	3,531	4,824	3,036	4,763	3,326	31,874
42	3,208	3,063	3,597	3,531	3,487	3,036	3,652	3,326	26,900
43	3,208	3,063	4,890	3,531	3,487	3,036	3,652	3,326	28,193
44	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
45	3,208	3,063	3,597	4,783	3,487	3,036	3,652	4,623	29,449

46	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
47	2,159	1,990	3,597	3,531	2,250	1,969	2,667	2,159	20,322
48	3,208	1,000	1,596	2,382	2,250	1,000	1,596	1,000	14,032
49	3,208	3,063	2,465	3,531	3,487	3,036	3,652	3,326	25,768
50	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
51	2,159	1,990	3,597	2,382	2,250	1,969	2,667	2,159	19,173
52	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
53	2,159	1,990	2,465	2,382	2,250	1,969	2,667	2,159	18,041
54	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
55	3,208	1,990	2,465	3,531	3,487	3,036	3,652	2,159	23,528
56	3,208	3,063	3,597	4,783	3,487	4,310	3,652	3,326	29,426
57	2,159	1,000	2,465	2,382	3,487	3,036	2,667	2,159	19,354
58	3,208	3,063	3,597	4,783	3,487	3,036	4,763	3,326	29,262
59	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
60	4,441	3,063	3,597	3,531	4,824	3,036	4,763	3,326	30,582
61	4,441	3,063	3,597	3,531	3,487	4,310	4,763	3,326	30,519
62	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
63	4,441	3,063	4,890	3,531	2,250	4,310	2,667	3,326	28,479
64	4,441	4,334	3,597	4,783	3,487	4,310	3,652	3,326	31,931
65	3,208	1,990	3,597	2,382	2,250	3,036	2,667	3,326	22,456
66	2,159	3,063	3,597	3,531	3,487	1,969	2,667	3,326	23,799
67	3,208	3,063	3,597	3,531	4,824	3,036	4,763	3,326	29,348
68	4,441	3,063	3,597	3,531	3,487	3,036	3,652	3,326	28,134
69	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
70	4,441	3,063	2,465	3,531	4,824	3,036	4,763	2,159	28,282
71	2,159	3,063	2,465	2,382	2,250	3,036	2,667	2,159	20,180
72	2,159	1,990	2,465	3,531	3,487	1,969	3,652	2,159	21,412
73	3,208	3,063	4,890	3,531	3,487	3,036	3,652	3,326	28,193
74	4,441	4,334	3,597	4,783	4,824	3,036	4,763	4,623	34,401
75	3,208	3,063	3,597	2,382	3,487	3,036	3,652	3,326	25,751
76	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
77	3,208	3,063	2,465	3,531	3,487	3,036	3,652	3,326	25,768
78	3,208	1,990	2,465	2,382	2,250	1,969	3,652	3,326	21,243
79	3,208	3,063	3,597	3,531	3,487	3,036	3,652	3,326	26,900
80	4,441	4,334	4,890	3,531	3,487	1,969	2,667	3,326	28,645
81	2,159	1,990	2,465	2,382	3,487	1,969	2,667	3,326	20,444
82	3,208	3,063	2,465	3,531	2,250	1,000	3,652	3,326	22,496
83	3,208	1,000	2,465	2,382	4,824	3,036	2,667	3,326	22,908
84	3,208	3,063	3,597	3,531	4,824	3,036	3,652	3,326	28,238
85	4,441	3,063	3,597	4,783	3,487	3,036	3,652	3,326	29,385
86	3,208	3,063	3,597	3,531	3,487	3,036	3,652	3,326	26,900
87	3,208	3,063	3,597	4,783	3,487	3,036	4,763	3,326	29,262
88	4,441	4,334	4,890	4,783	4,824	4,310	4,763	4,623	36,968
89	3,208	3,063	3,597	3,531	3,487	3,036	3,652	3,326	26,900
90	3,208	4,334	3,597	3,531	3,487	3,036	2,667	3,326	27,186
91	3,208	3,063	3,597	2,382	3,487	3,036	2,667	4,623	26,063
92	4,441	3,063	3,597	3,531	3,487	4,310	3,652	3,326	29,408
93	4,441	3,063	4,890	3,531	3,487	3,036	3,652	4,623	30,723
94	1,000	1,000	3,597	1,000	2,250	1,000	1,000	2,159	13,007
95	3,208	3,063	3,597	3,531	3,487	4,310	4,763	4,623	30,582
96	3,208	1,990	2,465	2,382	2,250	1,969	2,667	2,159	19,090

97	2,159	4,334	1,596	3,531	1,000	3,036	1,596	3,326	20,577
98	4,441	3,063	3,597	2,382	3,487	3,036	3,652	2,159	25,817
99	2,159	1,990	1,000	4,783	2,250	1,969	3,652	3,326	21,129
100	3,208	4,334	3,597	3,531	3,487	3,036	2,667	3,326	27,186

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Uji Asumsi Klasik

Uji Normalitas

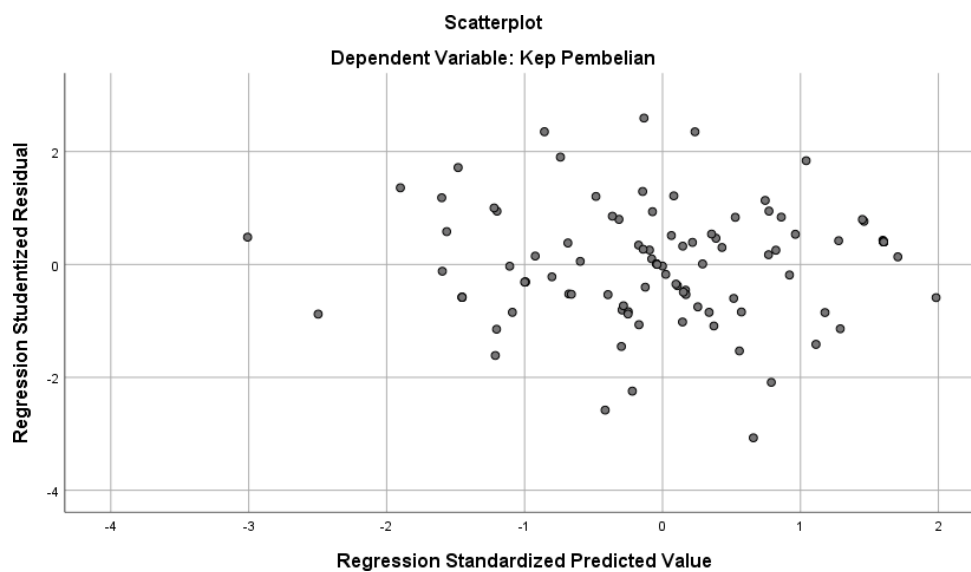
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,97813882
Most Extreme Differences	Absolute	,064
	Positive	,054
	Negative	-,064
Test Statistic		,064
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Uji Multikolinieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,127	,840		,151	,880		
	Promosi	,693	,080	,608	8,675	,000	,279	3,585
	Store Atmosphere	,626	,054	,884	11,493	,000	,231	4,320
	Persepsi Harga	,437	,061	,590	7,183	,000	,203	4,924

a. Dependent Variable: Kep Pembelian

Uji Heteroskedastisitas



Uji Autokorelasi

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,932 ^a	,869	,864	1,62695	2,179
a. Predictors: (Constant), Persepsi Harga, Promosi, Store Atmosphere					
b. Dependent Variable: Kep Pembelian					

Lampiran 19

Analisis Regresi Linear Berganda

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,127	,840		,151	,880
	Promosi	,693	,080	,608	8,675	,000
	Store Atmosphere	,626	,054	,884	11,493	,000
	Persepsi Harga	,437	,061	,590	7,183	,000

a. Dependent Variable: Kep Pembelian

Lampiran 20

Uji Hipotesis

Uji Statistik Parsial (Uji t)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,127	,840		,151	,880
	Promosi	,693	,080	,608	8,675	,000
	Store Atmosphere	,626	,054	,884	11,493	,000
	Persepsi Harga	,437	,061	,590	7,183	,000

a. Dependent Variable: Kep Pembelian

Uji Statistik Simultan (Uji F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1678,595	3	559,532	211,387	,000 ^b
	Residual	254,107	96	2,647		
	Total	1932,703	99			

a. Dependent Variable: Kep Pembelian

b. Predictors: (Constant), Persepsi Harga, Promosi, Store Atmosphere

Uji Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,932 ^a	,869	,864	1,62695

a. Predictors: (Constant), Persepsi Harga, Promosi, Store Atmosphere