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**LAMPIRAN**

# Lampiran 1

|  |  |
| --- | --- |
| Logo UPS (Universitas Pancasakti) Tegal Putih Hitam | **KUESIONER PENELITIAN**  PENGARUH ADVERTISING, PERSONAL SELLING DAN SALES PROMOTION DALAM MENINGKATKAN VOLUME PENJUALAN (STUDI KASUS MITRA KITA SWALAYAN KERSANA, KAB. BREBES) |

Kepada Yth,

Bapak/Ibu/Saudara/i

Di Tempat

Dengan Hormat,

Dalam rangka penelitian untuk keperluan skripsi yang berjudul “Pengaruh Advertising, Personal Selling Dan Sales Promotion Dalam Meningkatkan Volume Penjualan (Studi Kasus Mitra Kita Swalayan Kersana, Kab. Brebes)”. Bersama dengan ini saya:

Nama : Muhammad Naufal Adani

NPM : 4119500298

Universitas/Fakultas : Universitas pancasakti Tegal/Fakultas Ekonomi dan Bisnis

Sehubungan dengan hal tersebut, maka saya meminta bantuan bapak/ibu/saudara/i untuk bersedia mengisi kuesioner ini sesuai dengan keadaan yang dialami dan dirasakan. Kami menjamin penuh kerahasiaan informasi yang bapak/ibu/saudara/i berikan.

Atas kerjasamanya dan kesediaannya untuk meluangkan waktu mengisi kuesioner ini, saya ucapkan banyak terima kasih.

Hormat Saya,

Muhammad Naufal Adani

**KUESIONER**

1. **Identitas Responden**

Nama : …………………………………..

Alamat : …………………………………..

Jenis Kelamin :  Laki-laki  Perempuan

Usia :

 17 th – 25 th  26 th -35 th

 36 th – 40 th  > 40 th

Pendidikan Terakhir :  SD  SMP  SMA  DIII  S1  S2

1. **Petunjuk Pengisian**
2. Jawablah pertanyaan/pernyataan ini dengan jujur dan benar.
3. Bacalah dengan cermat pertanyaan/pernyataan sebelum anda menjawabnya.
4. Pilihlah salah satu jawaban yang tersedia dengan memberikan tanda *checklist* ✓ pada salah satu jawaban yang menurut anda paling benar.
5. **Keterangan Jawaban**

SS : Sangat setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

1. **VOLUME PENJUALAN (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **PERNYATAAN** | **ALTERNATIF PILIHAN JAWABAN** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
|  | **Harga** | | | | | |
| 1 | Harga produk yang ditawarkan Mitra Kita Swalayan sesuai harapan konsumen |  |  |  |  |  |
| 2 | Harga produk yang ditawarkan Mitra Kita Swalayan lebih murah dari pesaingnya |  |  |  |  |  |
|  | **Promosi** | | | | | |
| 3 | Mitra Kita Swalayan memberi pemahaman tentang produk yang dijual kepada pelanggan. |  |  |  |  |  |
| 4 | Promosi yang dilakukan Mitra Kita Swalayan sangat bervariasi |  |  |  |  |  |
|  | **Saluran Distribusi** | | | | | |
| 5 | Mitra Kita Swalayan mempunyai lokasi yang strategis sebagai tempat untuk berbelanja |  |  |  |  |  |
| 6 | Transaksi pembelian di Mitra Kita Swalayan sangat mudah dan cepat |  |  |  |  |  |
|  | **Kualitas Produk** | | | | | |
| 7 | Saya berbelanja di Mitra Kita Swalayan karena menjual produk yang berkualitas baik |  |  |  |  |  |
| 8 | Saya berbelanja karena produk yang ditawarkan Mitra Kita Swalayan Kersana beraneka ragam dan berbagai merek |  |  |  |  |  |

1. **ADVERTISING (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **PERNYATAAN** | **ALTERNATIF PILIHAN JAWABAN** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
|  | **Iklan Kepada Khalayak** | | | | | |
| 1 | Iklan Mitra Kita Swalayan Kersana yang ditujukan kepada khalayak umum menarik perhatian |  |  |  |  |  |
| 2 | Mitra Kita Swalayan secara giat melakukan iklan melalui media sosial |  |  |  |  |  |
|  | **Peluncuran Produk Jenis Baru** | | | | | |
| 3 | Iklan Mitra Kita Swalayan terkait produk jenis baru membuat saya tertarik |  |  |  |  |  |
| 4 | Iklan tentang Mitra Kita Swalayan Kersana memberikan informasi yang lengkap mengenai produk yang dijual |  |  |  |  |  |
|  | **Mempengaruhi Konsumen** | | | | | |
| 5 | Iklan tentang Mitra Kita Swalayan Kersana dapat mempengaruhi saya untuk membeli produk yang dijual |  |  |  |  |  |
| 6 | Pesan yang disampaikan dalam iklan mampu mempengaruhi keputusan saya dalam membeli produk di Mitra Kita Swalayan Kersana |  |  |  |  |  |
|  | **Meyakinkan Konsumen** | | | | | |
| 7 | Pesan yang disampaikan dalam iklan meyakinkan saya dalam membeli produk di Mitra Kita Swalayan Kersana daripada di swalayan lain |  |  |  |  |  |
| 8 | Iklan tentang Mitra Kita Swalayan mampu meyakinkan saya tentang produk yang dijual berkualitas |  |  |  |  |  |

1. **PERSONAL SELLING (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **PERNYATAAN** | **ALTERNATIF PILIHAN JAWABAN** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
|  | **Penampilan** | | | | | |
| 1 | Saya melihat penampilan karyawan Mitra Kita Swalayan Kersana terlihat rapi |  |  |  |  |  |
| 2 | Saya menerima pelayanan dari karyawan Mitra Kita Swalayan Kersana yang bersikap ramah dan sopan |  |  |  |  |  |
|  | **Mendengarkan** | | | | | |
| 3 | Saya memahami penyampaian informasi dari suatu produk oleh karyawan Mitra Kita Swalayan Kersana karena mudah dimengerti |  |  |  |  |  |
| 4 | Karyawan Mitra Kita Swalayan Kersana mampu mendengarkan ketika saya bertanya terkait produk tertentu |  |  |  |  |  |
|  | **Klarifikasi** | | | | | |
| 5 | Karyawan Mitra Kita Swalayan Kersana membantu konsumen mengetahui harga suatu produk yang tersedia |  |  |  |  |  |
| 6 | Karyawan Mitra Kita Swalayan Kersana membanntu memberikan informasi ketersediaan produk dan variasinya. |  |  |  |  |  |
|  | **Sesuai Kebutuhan Konsumen** | | | | | |
| 7 | Karyawan Mitra Kita Swalayan Kersana menanyakan pesanan setelah saya benar-benar memahami apa yang dikatakannya |  |  |  |  |  |
| 8 | Konsumen merasa puas dengan pelayanan dari Karyawan Mitra Kita Swalayan Kersana |  |  |  |  |  |

1. **SALES PROMOTION (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **PERNYATAAN** | **ALTERNATIF PILIHAN JAWABAN** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
|  | **Penawaran Harga** | | | | | |
| 1 | Mitra Kita Swalayan Kersana menawarkan potongan harga pada produk tertentu |  |  |  |  |  |
| 2 | Melakukan pembelian di Mitra Kita Swalayan Kersana karena adanya potongan harga pada produk tertentu |  |  |  |  |  |
|  | **Kesesuaian Harga** | | | | | |
| 3 | Berbelanja di Mitra Kita Swalayan Kersana karena adanya pemberian potongan harga yang sesuai dengan yang diharapkan |  |  |  |  |  |
| 4 | Potongan harga yang lebih tinggi dibanding swalayan lain membuat saya tertarik untuk membeli produk tersebut |  |  |  |  |  |
|  | **Pemberian Harga Paket** | | | | | |
| 5 | Produk harga paket yang diberikan Mitra Kita Swalayan sesuai dengan yang dibutukan saya |  |  |  |  |  |
| 6 | Berbelanja di Mitra Kita Swalayan karena harga yang ditawarkan dengan harga paket lebih murah dari harga yang ditawarkan secara satuan |  |  |  |  |  |
|  | **Tingkat Pemberian Kupon** | | | | | |
| 7 | Berbelanja di Mitra Kita Swalayan karena adanya kupon |  |  |  |  |  |
| 8 | Adanya kupon belanja yang diberikan Mitra Kita Swalayan Kersana mampu mempengaruhi saya dalam melihat perbandingan dengan swalayan lain |  |  |  |  |  |

# Lampiran 2

**Tabulasi Jawaban Responden Volume Penjualan (Y)**

**Data Ordinal**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **VOLUME PENJUALAN (Y)** | | | | | | | | **Total** |
| Y-1 | Y-2 | Y-3 | Y-4 | Y-5 | Y-6 | Y-7 | Y-8 |
| 1. | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 31 |
| 2. | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 3 | 27 |
| 3. | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 2 | 25 |
| 4. | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 29 |
| 5. | 3 | 4 | 1 | 4 | 4 | 3 | 2 | 2 | 23 |
| 6. | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 29 |
| 7. | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 3 | 31 |
| 8. | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 27 |
| 9. | 3 | 3 | 4 | 4 | 5 | 2 | 3 | 3 | 27 |
| 10. | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 5 | 29 |
| 11. | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 30 |
| 12. | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 28 |
| 13. | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 27 |
| 14. | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 27 |
| 15. | 4 | 4 | 3 | 4 | 1 | 4 | 4 | 4 | 28 |
| 16. | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 2 | 31 |
| 17. | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 3 | 25 |
| 18. | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 28 |
| 19. | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 33 |
| 20. | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 29 |
| 21. | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 30 |
| 22. | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 29 |
| 23. | 4 | 4 | 5 | 3 | 4 | 3 | 5 | 3 | 31 |
| 24. | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 5 | 29 |
| 25. | 4 | 5 | 5 | 2 | 2 | 3 | 2 | 4 | 27 |
| 26. | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 28 |
| 27. | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 29 |
| 28. | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 32 |
| 29. | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 28 |
| 30. | 3 | 2 | 2 | 3 | 4 | 4 | 5 | 3 | 26 |
| 31. | 4 | 4 | 4 | 3 | 2 | 4 | 5 | 4 | 30 |
| 32. | 3 | 2 | 3 | 4 | 4 | 5 | 2 | 3 | 26 |
| 33. | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 32 |
| 34. | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 27 |
| 35. | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 26 |
| 36. | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 25 |
| 37. | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 25 |
| 38. | 3 | 3 | 4 | 4 | 2 | 2 | 3 | 3 | 24 |
| 39. | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 28 |
| 40. | 4 | 4 | 3 | 4 | 1 | 5 | 4 | 5 | 30 |
| 41. | 4 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 25 |
| 42. | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 24 |
| 43. | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 25 |
| 44. | 4 | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 26 |
| 45. | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 26 |
| 46. | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 25 |
| 47. | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 28 |
| 48. | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 25 |
| 49. | 3 | 4 | 2 | 3 | 4 | 4 | 3 | 4 | 27 |
| 50. | 3 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 30 |
| 51. | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 27 |
| 52. | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 28 |
| 53. | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 28 |
| 54. | 4 | 4 | 2 | 3 | 3 | 4 | 2 | 3 | 25 |
| 55. | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 4 | 28 |
| 56. | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 28 |
| 57. | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |
| 58. | 4 | 2 | 3 | 2 | 4 | 4 | 4 | 3 | 26 |
| 59. | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 28 |
| 60. | 5 | 5 | 4 | 3 | 2 | 4 | 5 | 5 | 33 |
| 61. | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 31 |
| 62. | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 5 | 28 |
| 63. | 3 | 2 | 4 | 4 | 4 | 5 | 4 | 3 | 29 |
| 64. | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 2 | 27 |
| 65. | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 32 |
| 66. | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 28 |
| 67. | 5 | 5 | 3 | 5 | 3 | 4 | 3 | 4 | 32 |
| 68. | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 27 |
| 69. | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 33 |
| 70. | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 33 |
| 71. | 4 | 4 | 2 | 4 | 5 | 3 | 4 | 4 | 30 |
| 72. | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 35 |
| 73. | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 3 | 32 |
| 74. | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 33 |
| 75. | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 5 | 32 |
| 76. | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 31 |
| 77. | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 78. | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 35 |
| 79. | 5 | 4 | 4 | 3 | 5 | 4 | 2 | 3 | 30 |
| 80. | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 31 |
| 81. | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 2 | 31 |
| 82. | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 83. | 4 | 4 | 2 | 4 | 3 | 4 | 5 | 4 | 30 |
| 84. | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 33 |
| 85. | 4 | 5 | 2 | 4 | 2 | 2 | 4 | 4 | 27 |
| 86. | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 34 |
| 87. | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 31 |
| 88. | 5 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 33 |
| 89. | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 33 |
| 90. | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 34 |
| 91. | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 2 | 26 |
| 92. | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 31 |
| 93. | 4 | 5 | 4 | 2 | 3 | 2 | 4 | 4 | 28 |
| 94. | 4 | 4 | 5 | 4 | 3 | 5 | 2 | 4 | 31 |
| 95. | 4 | 4 | 2 | 5 | 3 | 2 | 3 | 4 | 27 |
| 96. | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 4 | 33 |
| 97. | 4 | 3 | 4 | 3 | 4 | 1 | 4 | 5 | 28 |
| 98. | 3 | 4 | 4 | 5 | 3 | 2 | 3 | 4 | 28 |
| 99. | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 30 |
| 100. | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 29 |

# Data Tabulasi Jawaban Responden *Advertising (*X1)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | ***ADVERTISING (X1)*** | | | | | | | | **Total** |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 |
| 1. | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 32 |
| 2. | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 30 |
| 3. | 3 | 4 | 2 | 3 | 3 | 3 | 4 | 4 | 26 |
| 4. | 5 | 5 | 4 | 3 | 4 | 2 | 2 | 3 | 28 |
| 5. | 1 | 4 | 2 | 5 | 1 | 3 | 5 | 4 | 25 |
| 6. | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 30 |
| 7. | 4 | 4 | 2 | 3 | 2 | 3 | 4 | 4 | 26 |
| 8. | 4 | 4 | 3 | 4 | 2 | 5 | 3 | 3 | 28 |
| 9. | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 4 | 32 |
| 10. | 3 | 1 | 4 | 3 | 5 | 3 | 3 | 4 | 26 |
| 11. | 4 | 4 | 5 | 4 | 3 | 2 | 2 | 3 | 27 |
| 12. | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 5 | 32 |
| 13. | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 4 | 32 |
| 14. | 2 | 2 | 4 | 4 | 4 | 3 | 5 | 3 | 27 |
| 15. | 4 | 5 | 5 | 5 | 4 | 3 | 1 | 4 | 31 |
| 16. | 3 | 3 | 5 | 4 | 3 | 2 | 3 | 3 | 26 |
| 17. | 3 | 4 | 2 | 3 | 4 | 4 | 5 | 3 | 28 |
| 18. | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 27 |
| 19. | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 32 |
| 20. | 5 | 3 | 2 | 2 | 3 | 4 | 3 | 4 | 26 |
| 21. | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 27 |
| 22. | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 28 |
| 23. | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 31 |
| 24. | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 28 |
| 25. | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 26 |
| 26. | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 30 |
| 27. | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 30 |
| 28. | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 31 |
| 29. | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 30 |
| 30. | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 26 |
| 31. | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 28 |
| 32. | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 26 |
| 33. | 4 | 3 | 2 | 4 | 4 | 5 | 4 | 3 | 29 |
| 34. | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 2 | 25 |
| 35. | 2 | 2 | 3 | 3 | 3 | 5 | 2 | 5 | 25 |
| 36. | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 27 |
| 37. | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 25 |
| 38. | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 28 |
| 39. | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 30 |
| 40. | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 34 |
| 41. | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 27 |
| 42. | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 3 | 28 |
| 43. | 2 | 2 | 3 | 3 | 4 | 3 | 5 | 5 | 27 |
| 44. | 3 | 4 | 2 | 3 | 3 | 3 | 4 | 3 | 25 |
| 45. | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 28 |
| 46. | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 27 |
| 47. | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 26 |
| 48. | 4 | 2 | 2 | 3 | 5 | 5 | 3 | 4 | 28 |
| 49. | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 38 |
| 50. | 4 | 4 | 4 | 2 | 4 | 5 | 5 | 4 | 32 |
| 51. | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 33 |
| 52. | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 35 |
| 53. | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 29 |
| 54. | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 29 |
| 55. | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 32 |
| 56. | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 31 |
| 57. | 3 | 4 | 3 | 2 | 5 | 5 | 3 | 4 | 29 |
| 58. | 3 | 4 | 3 | 2 | 4 | 3 | 5 | 4 | 28 |
| 59. | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 33 |
| 60. | 3 | 4 | 4 | 2 | 4 | 3 | 4 | 4 | 28 |
| 61. | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 62. | 5 | 4 | 2 | 4 | 4 | 5 | 3 | 4 | 31 |
| 63. | 4 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 32 |
| 64. | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 27 |
| 65. | 3 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 27 |
| 66. | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 35 |
| 67. | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 31 |
| 68. | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 30 |
| 69. | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 31 |
| 70. | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 32 |
| 71. | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 29 |
| 72. | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 32 |
| 73. | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 5 | 30 |
| 74. | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 32 |
| 75. | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 76. | 5 | 2 | 5 | 4 | 4 | 5 | 2 | 4 | 31 |
| 77. | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 34 |
| 78. | 4 | 4 | 3 | 2 | 4 | 4 | 5 | 5 | 31 |
| 79. | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 27 |
| 80. | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 81. | 5 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 29 |
| 82. | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 35 |
| 83. | 2 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 29 |
| 84. | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 32 |
| 85. | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 32 |
| 86. | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 35 |
| 87. | 5 | 5 | 3 | 5 | 5 | 3 | 4 | 4 | 34 |
| 88. | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 35 |
| 89. | 4 | 2 | 2 | 3 | 4 | 2 | 4 | 5 | 26 |
| 90. | 2 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 29 |
| 91. | 4 | 4 | 5 | 2 | 3 | 3 | 4 | 4 | 29 |
| 92. | 5 | 3 | 5 | 4 | 3 | 4 | 5 | 4 | 33 |
| 93. | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 34 |
| 94. | 5 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 32 |
| 95. | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 5 | 33 |
| 96. | 2 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 31 |
| 97. | 4 | 5 | 5 | 2 | 3 | 4 | 4 | 3 | 30 |
| 98. | 3 | 3 | 4 | 3 | 5 | 4 | 5 | 4 | 31 |
| 99. | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 31 |
| 100. | 4 | 4 | 2 | 2 | 4 | 2 | 4 | 3 | 25 |

# Data Tabulasi Jawaban Responden *Personal Selling (*X2)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | ***PERSONAL SELLING (X2)*** | | | | | | | | **Total** |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |
| 1. | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 28 |
| 2. | 4 | 3 | 4 | 1 | 3 | 4 | 5 | 4 | 28 |
| 3. | 3 | 3 | 4 | 5 | 3 | 4 | 5 | 3 | 30 |
| 4. | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 4 | 29 |
| 5. | 5 | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 27 |
| 6. | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 30 |
| 7. | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 32 |
| 8. | 4 | 4 | 2 | 4 | 3 | 3 | 2 | 3 | 25 |
| 9. | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 32 |
| 10. | 4 | 4 | 4 | 3 | 4 | 1 | 3 | 3 | 26 |
| 11. | 4 | 3 | 3 | 4 | 3 | 5 | 2 | 3 | 27 |
| 12. | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 13. | 4 | 4 | 5 | 5 | 3 | 5 | 3 | 4 | 33 |
| 14. | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 15. | 4 | 5 | 3 | 4 | 4 | 5 | 2 | 5 | 32 |
| 16. | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 29 |
| 17. | 4 | 3 | 4 | 5 | 3 | 3 | 2 | 3 | 27 |
| 18. | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 26 |
| 19. | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |
| 20. | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 29 |
| 21. | 3 | 4 | 4 | 2 | 4 | 5 | 3 | 3 | 28 |
| 22. | 5 | 3 | 3 | 4 | 2 | 2 | 3 | 4 | 26 |
| 23. | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 28 |
| 24. | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 29 |
| 25. | 3 | 4 | 4 | 2 | 3 | 4 | 3 | 4 | 27 |
| 26. | 3 | 4 | 4 | 5 | 3 | 2 | 3 | 3 | 27 |
| 27. | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 28. | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 28 |
| 29. | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 28 |
| 30. | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 30 |
| 31. | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 3 | 27 |
| 32. | 3 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 25 |
| 33. | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 27 |
| 34. | 5 | 5 | 3 | 2 | 3 | 3 | 2 | 3 | 26 |
| 35. | 3 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 27 |
| 36. | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 27 |
| 37. | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 28 |
| 38. | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 30 |
| 39. | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 29 |
| 40. | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 31 |
| 41. | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 4 | 20 |
| 42. | 5 | 5 | 3 | 2 | 3 | 3 | 4 | 5 | 30 |
| 43. | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 5 | 29 |
| 44. | 4 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 25 |
| 45. | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 27 |
| 46. | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 28 |
| 47. | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 28 |
| 48. | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 33 |
| 49. | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 4 | 29 |
| 50. | 2 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 30 |
| 51. | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 52. | 3 | 5 | 3 | 5 | 3 | 5 | 3 | 4 | 31 |
| 53. | 4 | 4 | 3 | 2 | 4 | 5 | 5 | 3 | 30 |
| 54. | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 3 | 33 |
| 55. | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 28 |
| 56. | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 29 |
| 57. | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 30 |
| 58. | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 29 |
| 59. | 5 | 4 | 4 | 1 | 3 | 4 | 4 | 5 | 30 |
| 60. | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 28 |
| 61. | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 32 |
| 62. | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 |
| 63. | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 32 |
| 64. | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 33 |
| 65. | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 32 |
| 66. | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 2 | 33 |
| 67. | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 31 |
| 68. | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 3 | 32 |
| 69. | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 32 |
| 70. | 3 | 4 | 4 | 2 | 2 | 4 | 4 | 2 | 25 |
| 71. | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 33 |
| 72. | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |
| 73. | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 74. | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 29 |
| 75. | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 30 |
| 76. | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 31 |
| 77. | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 29 |
| 78. | 3 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 31 |
| 79. | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 31 |
| 80. | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 30 |
| 81. | 4 | 4 | 2 | 5 | 5 | 5 | 4 | 4 | 33 |
| 82. | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 31 |
| 83. | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 33 |
| 84. | 5 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 32 |
| 85. | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 33 |
| 86. | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 3 | 33 |
| 87. | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 3 | 31 |
| 88. | 2 | 3 | 4 | 4 | 5 | 4 | 3 | 5 | 30 |
| 89. | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 29 |
| 90. | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 32 |
| 91. | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 33 |
| 92. | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 5 | 30 |
| 93. | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 31 |
| 94. | 2 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 29 |
| 95. | 2 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 33 |
| 96. | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 32 |
| 97. | 4 | 5 | 4 | 2 | 4 | 4 | 5 | 3 | 31 |
| 98. | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 33 |
| 99. | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 30 |
| 100. | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 31 |

# Data Tabulasi Jawaban Responden *Sales Promotion (*X3)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | ***SALES PROMOTION (X3)*** | | | | | | | | **Total** |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 |
| 1. | 5 | 1 | 4 | 4 | 4 | 4 | 3 | 4 | 29 |
| 2. | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 31 |
| 3. | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 26 |
| 4. | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 32 |
| 5. | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 31 |
| 6. | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 30 |
| 7. | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 2 | 24 |
| 8. | 4 | 4 | 2 | 2 | 3 | 3 | 4 | 4 | 26 |
| 9. | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 32 |
| 10. | 2 | 3 | 3 | 2 | 4 | 5 | 3 | 3 | 25 |
| 11. | 4 | 3 | 2 | 3 | 3 | 4 | 5 | 3 | 27 |
| 12. | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 25 |
| 13. | 4 | 3 | 5 | 3 | 3 | 4 | 4 | 4 | 30 |
| 14. | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 29 |
| 15. | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 16. | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 32 |
| 17. | 3 | 4 | 2 | 3 | 3 | 4 | 3 | 4 | 26 |
| 18. | 4 | 4 | 2 | 3 | 5 | 3 | 4 | 3 | 28 |
| 19. | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 31 |
| 20. | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 27 |
| 21. | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 29 |
| 22. | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 31 |
| 23. | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 29 |
| 24. | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 29 |
| 25. | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 29 |
| 26. | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 26 |
| 27. | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 30 |
| 28. | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 31 |
| 29. | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 29 |
| 30. | 4 | 3 | 3 | 5 | 2 | 3 | 3 | 3 | 26 |
| 31. | 3 | 2 | 4 | 5 | 3 | 5 | 3 | 3 | 28 |
| 32. | 4 | 5 | 5 | 2 | 5 | 5 | 3 | 3 | 32 |
| 33. | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 34. | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 27 |
| 35. | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 3 | 26 |
| 36. | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 26 |
| 37. | 3 | 2 | 4 | 3 | 3 | 3 | 4 | 3 | 25 |
| 38. | 3 | 3 | 4 | 2 | 4 | 4 | 4 | 3 | 27 |
| 39. | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 29 |
| 40. | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 32 |
| 41. | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 27 |
| 42. | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 29 |
| 43. | 5 | 3 | 5 | 3 | 3 | 4 | 5 | 3 | 31 |
| 44. | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 27 |
| 45. | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 25 |
| 46. | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 27 |
| 47. | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 29 |
| 48. | 5 | 5 | 4 | 3 | 5 | 5 | 3 | 4 | 34 |
| 49. | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 29 |
| 50. | 3 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 32 |
| 51. | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 29 |
| 52. | 4 | 4 | 5 | 3 | 4 | 1 | 4 | 4 | 29 |
| 53. | 4 | 3 | 4 | 2 | 4 | 4 | 5 | 3 | 29 |
| 54. | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 31 |
| 55. | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 30 |
| 56. | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 31 |
| 57. | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 32 |
| 58. | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 29 |
| 59. | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 32 |
| 60. | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 61. | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 32 |
| 62. | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 32 |
| 63. | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 29 |
| 64. | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 33 |
| 65. | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 32 |
| 66. | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 35 |
| 67. | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |
| 68. | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 34 |
| 69. | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 33 |
| 70. | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 34 |
| 71. | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 34 |
| 72. | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |
| 73. | 5 | 3 | 4 | 4 | 5 | 3 | 5 | 4 | 33 |
| 74. | 5 | 5 | 1 | 4 | 4 | 4 | 4 | 4 | 31 |
| 75. | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 34 |
| 76. | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 30 |
| 77. | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 35 |
| 78. | 4 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 31 |
| 79. | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 29 |
| 80. | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| 81. | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 32 |
| 82. | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 32 |
| 83. | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 35 |
| 84. | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 34 |
| 85. | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 33 |
| 86. | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 33 |
| 87. | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 33 |
| 88. | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 28 |
| 89. | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 34 |
| 90. | 4 | 3 | 2 | 4 | 5 | 2 | 4 | 4 | 28 |
| 91. | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 29 |
| 92. | 5 | 4 | 3 | 4 | 3 | 2 | 4 | 4 | 29 |
| 93. | 5 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 29 |
| 94. | 4 | 2 | 2 | 3 | 2 | 3 | 4 | 3 | 23 |
| 95. | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 30 |
| 96. | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 29 |
| 97. | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 33 |
| 98. | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 31 |
| 99. | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 32 |
| 100. | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 5 | 32 |

**Lampiran 3**

**Data Interval (*Successive Interval*)**

* + - 1. **Data pernyataan Penelitian Responden Variable Volume Penjualan**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **VOLUME PENJUALAN (Y)** | | | | | | | | **Total** |
| Y-1 | Y-2 | Y-3 | Y-4 | Y-5 | Y-6 | Y-7 | Y-8 |
| 1. | 2,472 | 3,125 | 4,085 | 3,599 | 4,975 | 4,064 | 3,245 | 2,170 | 27,735 |
| 2. | 3,762 | 3,125 | 3,050 | 3,599 | 2,729 | 2,011 | 3,245 | 2,170 | 23,691 |
| 3. | 3,762 | 3,125 | 3,050 | 3,599 | 1,938 | 2,917 | 2,196 | 1,000 | 21,587 |
| 4. | 2,472 | 2,008 | 3,050 | 3,599 | 2,729 | 4,064 | 3,245 | 4,545 | 25,712 |
| 5. | 2,472 | 3,125 | 1,000 | 3,599 | 3,722 | 2,917 | 1,000 | 1,000 | 18,835 |
| 6. | 3,762 | 2,008 | 3,050 | 3,599 | 2,729 | 4,064 | 3,245 | 3,303 | 25,760 |
| 7. | 3,762 | 3,125 | 3,050 | 4,864 | 4,975 | 4,064 | 2,196 | 2,170 | 28,205 |
| 8. | 2,472 | 2,008 | 4,085 | 2,368 | 3,722 | 4,064 | 2,196 | 2,170 | 23,084 |
| 9. | 2,472 | 2,008 | 4,085 | 3,599 | 4,975 | 2,011 | 2,196 | 2,170 | 23,517 |
| 10. | 2,472 | 3,125 | 4,085 | 2,368 | 1,938 | 4,064 | 3,245 | 4,545 | 25,842 |
| 11. | 2,472 | 2,008 | 4,085 | 3,599 | 4,975 | 4,064 | 2,196 | 3,303 | 26,703 |
| 12. | 2,472 | 3,125 | 4,085 | 3,599 | 1,938 | 4,064 | 2,196 | 3,303 | 24,783 |
| 13. | 2,472 | 2,008 | 4,085 | 3,599 | 3,722 | 2,011 | 3,245 | 2,170 | 23,312 |
| 14. | 2,472 | 2,008 | 4,085 | 2,368 | 3,722 | 2,917 | 3,245 | 2,170 | 22,986 |
| 15. | 3,762 | 3,125 | 3,050 | 3,599 | 1,000 | 4,064 | 3,245 | 3,303 | 25,148 |
| 16. | 5,072 | 4,439 | 3,050 | 2,368 | 3,722 | 4,064 | 4,345 | 1,000 | 28,060 |
| 17. | 2,472 | 1,000 | 3,050 | 1,000 | 3,722 | 4,064 | 3,245 | 2,170 | 20,722 |
| 18. | 2,472 | 2,008 | 4,085 | 2,368 | 3,722 | 4,064 | 2,196 | 3,303 | 24,218 |
| 19. | 3,762 | 4,439 | 4,085 | 3,599 | 4,975 | 4,064 | 2,196 | 3,303 | 30,424 |
| 20. | 3,762 | 2,008 | 4,085 | 2,368 | 3,722 | 4,064 | 2,196 | 3,303 | 25,508 |
| 21. | 2,472 | 3,125 | 3,050 | 2,368 | 3,722 | 4,064 | 3,245 | 4,545 | 26,591 |
| 22. | 2,472 | 3,125 | 4,085 | 2,368 | 3,722 | 4,064 | 2,196 | 3,303 | 25,335 |
| 23. | 3,762 | 3,125 | 5,220 | 2,368 | 3,722 | 2,917 | 4,345 | 2,170 | 27,627 |
| 24. | 2,472 | 3,125 | 2,011 | 3,599 | 3,722 | 2,917 | 3,245 | 4,545 | 25,636 |
| 25. | 3,762 | 4,439 | 5,220 | 1,000 | 1,938 | 2,917 | 1,000 | 3,303 | 23,578 |
| 26. | 2,472 | 2,008 | 4,085 | 3,599 | 2,729 | 4,064 | 3,245 | 2,170 | 24,372 |
| 27. | 3,762 | 2,008 | 3,050 | 3,599 | 3,722 | 2,917 | 3,245 | 3,303 | 25,606 |
| 28. | 3,762 | 3,125 | 5,220 | 3,599 | 3,722 | 4,064 | 2,196 | 3,303 | 28,991 |
| 29. | 2,472 | 3,125 | 4,085 | 2,368 | 3,722 | 2,917 | 2,196 | 3,303 | 24,188 |
| 30. | 2,472 | 1,000 | 2,011 | 2,368 | 3,722 | 4,064 | 4,345 | 2,170 | 22,151 |
| 31. | 3,762 | 3,125 | 4,085 | 2,368 | 1,938 | 4,064 | 4,345 | 3,303 | 26,990 |
| 32. | 2,472 | 1,000 | 3,050 | 3,599 | 3,722 | 5,470 | 1,000 | 2,170 | 22,483 |
| 33. | 5,072 | 4,439 | 5,220 | 3,599 | 3,722 | 2,917 | 2,196 | 2,170 | 29,335 |
| 34. | 3,762 | 3,125 | 3,050 | 2,368 | 1,938 | 4,064 | 3,245 | 2,170 | 23,721 |
| 35. | 2,472 | 3,125 | 4,085 | 2,368 | 2,729 | 4,064 | 2,196 | 1,000 | 22,039 |
| 36. | 2,472 | 2,008 | 4,085 | 2,368 | 1,938 | 2,917 | 2,196 | 3,303 | 21,287 |
| 37. | 2,472 | 2,008 | 3,050 | 2,368 | 2,729 | 2,917 | 3,245 | 2,170 | 20,958 |
| 38. | 2,472 | 2,008 | 4,085 | 3,599 | 1,938 | 2,011 | 2,196 | 2,170 | 20,480 |
| 39. | 3,762 | 2,008 | 3,050 | 3,599 | 3,722 | 2,917 | 2,196 | 3,303 | 24,557 |
| 40. | 3,762 | 3,125 | 3,050 | 3,599 | 1,000 | 5,470 | 3,245 | 4,545 | 27,796 |
| 41. | 3,762 | 1,000 | 3,050 | 2,368 | 3,722 | 2,917 | 2,196 | 2,170 | 21,185 |
| 42. | 2,472 | 2,008 | 3,050 | 2,368 | 3,722 | 2,917 | 1,000 | 2,170 | 19,706 |
| 43. | 2,472 | 3,125 | 3,050 | 2,368 | 3,722 | 2,011 | 2,196 | 2,170 | 21,114 |
| 44. | 3,762 | 1,000 | 3,050 | 2,368 | 3,722 | 2,917 | 2,196 | 3,303 | 22,318 |
| 45. | 2,472 | 3,125 | 3,050 | 2,368 | 3,722 | 2,917 | 1,000 | 3,303 | 21,957 |
| 46. | 1,000 | 2,008 | 3,050 | 3,599 | 2,729 | 4,064 | 2,196 | 2,170 | 20,816 |
| 47. | 2,472 | 2,008 | 4,085 | 3,599 | 2,729 | 4,064 | 3,245 | 2,170 | 24,372 |
| 48. | 2,472 | 2,008 | 3,050 | 3,599 | 3,722 | 2,917 | 1,000 | 2,170 | 20,937 |
| 49. | 2,472 | 3,125 | 2,011 | 2,368 | 3,722 | 4,064 | 2,196 | 3,303 | 23,261 |
| 50. | 2,472 | 3,125 | 4,085 | 4,864 | 2,729 | 4,064 | 2,196 | 3,303 | 26,838 |
| 51. | 2,472 | 3,125 | 3,050 | 3,599 | 2,729 | 2,917 | 2,196 | 3,303 | 23,392 |
| 52. | 1,000 | 2,008 | 3,050 | 2,368 | 3,722 | 4,064 | 3,245 | 4,545 | 24,002 |
| 53. | 3,762 | 3,125 | 3,050 | 2,368 | 3,722 | 2,917 | 3,245 | 2,170 | 24,358 |
| 54. | 3,762 | 3,125 | 2,011 | 2,368 | 2,729 | 4,064 | 1,000 | 2,170 | 21,228 |
| 55. | 3,762 | 3,125 | 2,011 | 2,368 | 3,722 | 4,064 | 2,196 | 3,303 | 24,551 |
| 56. | 2,472 | 3,125 | 3,050 | 3,599 | 3,722 | 2,917 | 3,245 | 2,170 | 24,299 |
| 57. | 3,762 | 3,125 | 3,050 | 3,599 | 3,722 | 2,917 | 3,245 | 3,303 | 26,723 |
| 58. | 3,762 | 1,000 | 3,050 | 1,000 | 3,722 | 4,064 | 3,245 | 2,170 | 22,012 |
| 59. | 2,472 | 3,125 | 4,085 | 2,368 | 3,722 | 4,064 | 2,196 | 2,170 | 24,201 |
| 60. | 5,072 | 4,439 | 4,085 | 2,368 | 1,938 | 4,064 | 4,345 | 4,545 | 30,856 |
| 61. | 3,762 | 3,125 | 5,220 | 3,599 | 2,729 | 4,064 | 2,196 | 3,303 | 27,998 |
| 62. | 2,472 | 2,008 | 4,085 | 2,368 | 2,729 | 4,064 | 2,196 | 4,545 | 24,468 |
| 63. | 2,472 | 1,000 | 4,085 | 3,599 | 3,722 | 5,470 | 3,245 | 2,170 | 25,762 |
| 64. | 3,762 | 3,125 | 3,050 | 3,599 | 3,722 | 4,064 | 1,000 | 1,000 | 23,321 |
| 65. | 3,762 | 2,008 | 4,085 | 4,864 | 3,722 | 4,064 | 3,245 | 3,303 | 29,052 |
| 66. | 1,000 | 2,008 | 3,050 | 3,599 | 2,729 | 4,064 | 3,245 | 4,545 | 24,240 |
| 67. | 5,072 | 4,439 | 3,050 | 4,864 | 2,729 | 4,064 | 2,196 | 3,303 | 29,718 |
| 68. | 2,472 | 3,125 | 4,085 | 2,368 | 2,729 | 2,917 | 3,245 | 2,170 | 23,110 |
| 69. | 3,762 | 3,125 | 5,220 | 2,368 | 3,722 | 4,064 | 4,345 | 3,303 | 29,908 |
| 70. | 3,762 | 3,125 | 4,085 | 3,599 | 4,975 | 2,917 | 4,345 | 3,303 | 30,111 |
| 71. | 3,762 | 3,125 | 2,011 | 3,599 | 4,975 | 2,917 | 3,245 | 3,303 | 26,938 |
| 72. | 5,072 | 4,439 | 4,085 | 3,599 | 4,975 | 4,064 | 4,345 | 2,170 | 32,749 |
| 73. | 3,762 | 3,125 | 5,220 | 3,599 | 2,729 | 4,064 | 4,345 | 2,170 | 29,013 |
| 74. | 3,762 | 3,125 | 5,220 | 3,599 | 2,729 | 4,064 | 3,245 | 4,545 | 30,289 |
| 75. | 3,762 | 4,439 | 3,050 | 3,599 | 3,722 | 2,917 | 3,245 | 4,545 | 29,279 |
| 76. | 3,762 | 4,439 | 4,085 | 2,368 | 3,722 | 4,064 | 2,196 | 3,303 | 27,939 |
| 77. | 5,072 | 3,125 | 5,220 | 4,864 | 3,722 | 4,064 | 4,345 | 3,303 | 33,714 |
| 78. | 3,762 | 4,439 | 5,220 | 3,599 | 3,722 | 5,470 | 3,245 | 3,303 | 32,759 |
| 79. | 5,072 | 3,125 | 4,085 | 2,368 | 4,975 | 4,064 | 1,000 | 2,170 | 26,859 |
| 80. | 2,472 | 3,125 | 4,085 | 4,864 | 3,722 | 4,064 | 2,196 | 3,303 | 27,831 |
| 81. | 3,762 | 3,125 | 5,220 | 3,599 | 3,722 | 5,470 | 2,196 | 1,000 | 28,093 |
| 82. | 3,762 | 3,125 | 5,220 | 3,599 | 4,975 | 4,064 | 3,245 | 4,545 | 32,535 |
| 83. | 3,762 | 3,125 | 2,011 | 3,599 | 2,729 | 4,064 | 4,345 | 3,303 | 26,938 |
| 84. | 5,072 | 3,125 | 5,220 | 2,368 | 3,722 | 5,470 | 2,196 | 3,303 | 30,476 |
| 85. | 3,762 | 4,439 | 2,011 | 3,599 | 1,938 | 2,011 | 3,245 | 3,303 | 24,309 |
| 86. | 3,762 | 4,439 | 4,085 | 3,599 | 4,975 | 2,917 | 4,345 | 3,303 | 31,425 |
| 87. | 3,762 | 4,439 | 4,085 | 2,368 | 3,722 | 4,064 | 2,196 | 3,303 | 27,939 |
| 88. | 5,072 | 3,125 | 3,050 | 3,599 | 4,975 | 5,470 | 2,196 | 3,303 | 30,791 |
| 89. | 2,472 | 3,125 | 4,085 | 4,864 | 4,975 | 5,470 | 2,196 | 3,303 | 30,490 |
| 90. | 3,762 | 4,439 | 4,085 | 4,864 | 2,729 | 4,064 | 4,345 | 3,303 | 31,590 |
| 91. | 2,472 | 3,125 | 4,085 | 2,368 | 1,938 | 4,064 | 3,245 | 1,000 | 22,297 |
| 92. | 3,762 | 3,125 | 3,050 | 3,599 | 4,975 | 4,064 | 2,196 | 3,303 | 28,075 |
| 93. | 3,762 | 4,439 | 4,085 | 1,000 | 2,729 | 2,011 | 3,245 | 3,303 | 24,574 |
| 94. | 3,762 | 3,125 | 5,220 | 3,599 | 2,729 | 5,470 | 1,000 | 3,303 | 28,208 |
| 95. | 3,762 | 3,125 | 2,011 | 4,864 | 2,729 | 2,011 | 2,196 | 3,303 | 24,002 |
| 96. | 3,762 | 4,439 | 5,220 | 2,368 | 4,975 | 4,064 | 2,196 | 3,303 | 30,327 |
| 97. | 3,762 | 2,008 | 4,085 | 2,368 | 3,722 | 1,000 | 3,245 | 4,545 | 24,735 |
| 98. | 2,472 | 3,125 | 4,085 | 4,864 | 2,729 | 2,011 | 2,196 | 3,303 | 24,786 |
| 99. | 3,762 | 3,125 | 3,050 | 4,864 | 3,722 | 2,917 | 3,245 | 2,170 | 26,853 |
| 100. | 2,472 | 3,125 | 3,050 | 2,368 | 3,722 | 4,064 | 4,345 | 2,170 | 25,315 |

**Data Interval (Succesive Interval)**

* + - 1. **Data pernyataan Penelitian Responden Variable Advertising**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | ***ADVERTISING (X1)*** | | | | | | | | **Total** |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 |
| 1. | 3,900 | 5,093 | 2,921 | 2,141 | 5,123 | 3,224 | 2,748 | 3,736 | 28,886 |
| 2. | 3,900 | 2,886 | 1,970 | 3,172 | 3,882 | 4,359 | 3,900 | 2,382 | 26,451 |
| 3. | 2,816 | 3,933 | 1,000 | 2,141 | 2,703 | 2,170 | 3,900 | 3,736 | 22,399 |
| 4. | 5,220 | 5,093 | 2,921 | 2,141 | 3,882 | 1,000 | 1,816 | 2,382 | 24,455 |
| 5. | 1,000 | 3,933 | 1,000 | 4,299 | 1,000 | 2,170 | 5,220 | 3,736 | 22,358 |
| 6. | 3,900 | 5,093 | 2,921 | 2,141 | 3,882 | 2,170 | 2,748 | 3,736 | 26,592 |
| 7. | 3,900 | 3,933 | 1,000 | 2,141 | 1,596 | 2,170 | 3,900 | 3,736 | 22,375 |
| 8. | 3,900 | 3,933 | 1,970 | 3,172 | 1,596 | 4,359 | 2,748 | 2,382 | 24,060 |
| 9. | 3,900 | 3,933 | 2,921 | 2,141 | 5,123 | 4,359 | 2,748 | 3,736 | 28,860 |
| 10. | 2,816 | 1,000 | 2,921 | 2,141 | 5,123 | 2,170 | 2,748 | 3,736 | 22,656 |
| 11. | 3,900 | 3,933 | 4,109 | 3,172 | 2,703 | 1,000 | 1,816 | 2,382 | 23,014 |
| 12. | 3,900 | 5,093 | 1,970 | 2,141 | 2,703 | 3,224 | 5,220 | 5,154 | 29,405 |
| 13. | 3,900 | 5,093 | 4,109 | 4,299 | 2,703 | 2,170 | 2,748 | 3,736 | 28,758 |
| 14. | 1,968 | 1,872 | 2,921 | 3,172 | 3,882 | 2,170 | 5,220 | 2,382 | 23,588 |
| 15. | 3,900 | 5,093 | 4,109 | 4,299 | 3,882 | 2,170 | 1,000 | 3,736 | 28,190 |
| 16. | 2,816 | 2,886 | 4,109 | 3,172 | 2,703 | 1,000 | 2,748 | 2,382 | 21,816 |
| 17. | 2,816 | 3,933 | 1,000 | 2,141 | 3,882 | 3,224 | 5,220 | 2,382 | 24,598 |
| 18. | 2,816 | 3,933 | 1,970 | 2,141 | 2,703 | 3,224 | 3,900 | 2,382 | 23,069 |
| 19. | 5,220 | 3,933 | 2,921 | 4,299 | 2,703 | 2,170 | 3,900 | 3,736 | 28,882 |
| 20. | 5,220 | 2,886 | 1,000 | 1,000 | 2,703 | 3,224 | 2,748 | 3,736 | 22,516 |
| 21. | 2,816 | 2,886 | 2,921 | 2,141 | 2,703 | 2,170 | 3,900 | 3,736 | 23,273 |
| 22. | 3,900 | 2,886 | 2,921 | 2,141 | 3,882 | 1,000 | 3,900 | 3,736 | 24,366 |
| 23. | 3,900 | 3,933 | 1,970 | 4,299 | 3,882 | 2,170 | 3,900 | 3,736 | 27,790 |
| 24. | 2,816 | 3,933 | 1,970 | 3,172 | 3,882 | 2,170 | 2,748 | 3,736 | 24,428 |
| 25. | 2,816 | 2,886 | 1,000 | 3,172 | 2,703 | 3,224 | 2,748 | 3,736 | 22,285 |
| 26. | 2,816 | 3,933 | 2,921 | 2,141 | 3,882 | 2,170 | 3,900 | 5,154 | 26,917 |
| 27. | 3,900 | 3,933 | 1,970 | 3,172 | 3,882 | 3,224 | 2,748 | 3,736 | 26,565 |
| 28. | 3,900 | 2,886 | 2,921 | 3,172 | 2,703 | 4,359 | 3,900 | 3,736 | 27,577 |
| 29. | 3,900 | 2,886 | 1,970 | 3,172 | 2,703 | 3,224 | 3,900 | 5,154 | 26,909 |
| 30. | 1,968 | 2,886 | 2,921 | 2,141 | 3,882 | 2,170 | 2,748 | 3,736 | 22,452 |
| 31. | 3,900 | 3,933 | 1,970 | 2,141 | 3,882 | 2,170 | 3,900 | 2,382 | 24,278 |
| 32. | 2,816 | 3,933 | 1,970 | 2,141 | 3,882 | 1,000 | 2,748 | 3,736 | 22,226 |
| 33. | 3,900 | 2,886 | 1,000 | 3,172 | 3,882 | 4,359 | 3,900 | 2,382 | 25,481 |
| 34. | 3,900 | 2,886 | 1,970 | 2,141 | 3,882 | 3,224 | 1,816 | 1,000 | 20,819 |
| 35. | 1,968 | 1,872 | 1,970 | 2,141 | 2,703 | 4,359 | 1,816 | 5,154 | 21,982 |
| 36. | 2,816 | 2,886 | 1,970 | 3,172 | 2,703 | 2,170 | 3,900 | 3,736 | 23,354 |
| 37. | 3,900 | 2,886 | 1,000 | 1,000 | 2,703 | 3,224 | 3,900 | 2,382 | 20,995 |
| 38. | 3,900 | 2,886 | 2,921 | 2,141 | 2,703 | 3,224 | 2,748 | 3,736 | 24,259 |
| 39. | 3,900 | 3,933 | 2,921 | 2,141 | 3,882 | 2,170 | 3,900 | 3,736 | 26,583 |
| 40. | 3,900 | 3,933 | 4,109 | 3,172 | 5,123 | 2,170 | 3,900 | 5,154 | 31,461 |
| 41. | 2,816 | 3,933 | 1,970 | 3,172 | 2,703 | 2,170 | 3,900 | 2,382 | 23,047 |
| 42. | 3,900 | 3,933 | 1,000 | 3,172 | 3,882 | 2,170 | 3,900 | 2,382 | 24,339 |
| 43. | 1,968 | 1,872 | 1,970 | 2,141 | 3,882 | 2,170 | 5,220 | 5,154 | 24,377 |
| 44. | 2,816 | 3,933 | 1,000 | 2,141 | 2,703 | 2,170 | 3,900 | 2,382 | 21,045 |
| 45. | 3,900 | 2,886 | 2,921 | 3,172 | 2,703 | 3,224 | 2,748 | 2,382 | 23,936 |
| 46. | 2,816 | 2,886 | 2,921 | 2,141 | 3,882 | 2,170 | 2,748 | 3,736 | 23,300 |
| 47. | 2,816 | 3,933 | 1,970 | 2,141 | 3,882 | 2,170 | 2,748 | 2,382 | 22,042 |
| 48. | 3,900 | 1,872 | 1,000 | 2,141 | 5,123 | 4,359 | 2,748 | 3,736 | 24,878 |
| 49. | 5,220 | 5,093 | 4,109 | 3,172 | 5,123 | 3,224 | 5,220 | 5,154 | 36,315 |
| 50. | 3,900 | 3,933 | 2,921 | 1,000 | 3,882 | 4,359 | 5,220 | 3,736 | 28,950 |
| 51. | 3,900 | 3,933 | 4,109 | 3,172 | 2,703 | 3,224 | 5,220 | 3,736 | 29,996 |
| 52. | 5,220 | 5,093 | 1,970 | 4,299 | 5,123 | 3,224 | 3,900 | 3,736 | 32,566 |
| 53. | 5,220 | 2,886 | 1,970 | 2,141 | 3,882 | 3,224 | 3,900 | 2,382 | 25,605 |
| 54. | 3,900 | 3,933 | 1,970 | 3,172 | 2,703 | 3,224 | 2,748 | 3,736 | 25,386 |
| 55. | 3,900 | 3,933 | 2,921 | 4,299 | 3,882 | 2,170 | 3,900 | 3,736 | 28,741 |
| 56. | 3,900 | 2,886 | 2,921 | 3,172 | 2,703 | 3,224 | 5,220 | 3,736 | 27,762 |
| 57. | 2,816 | 3,933 | 1,970 | 1,000 | 5,123 | 4,359 | 2,748 | 3,736 | 25,685 |
| 58. | 2,816 | 3,933 | 1,970 | 1,000 | 3,882 | 2,170 | 5,220 | 3,736 | 24,727 |
| 59. | 3,900 | 5,093 | 4,109 | 4,299 | 2,703 | 2,170 | 3,900 | 3,736 | 29,910 |
| 60. | 2,816 | 3,933 | 2,921 | 1,000 | 3,882 | 2,170 | 3,900 | 3,736 | 24,358 |
| 61. | 3,900 | 3,933 | 2,921 | 4,299 | 3,882 | 3,224 | 3,900 | 3,736 | 29,795 |
| 62. | 5,220 | 3,933 | 1,000 | 3,172 | 3,882 | 4,359 | 2,748 | 3,736 | 28,049 |
| 63. | 3,900 | 2,886 | 2,921 | 3,172 | 5,123 | 4,359 | 2,748 | 3,736 | 28,845 |
| 64. | 2,816 | 2,886 | 2,921 | 2,141 | 3,882 | 2,170 | 2,748 | 3,736 | 23,300 |
| 65. | 2,816 | 3,933 | 1,970 | 3,172 | 3,882 | 1,000 | 2,748 | 3,736 | 23,257 |
| 66. | 5,220 | 3,933 | 2,921 | 3,172 | 5,123 | 3,224 | 3,900 | 5,154 | 32,647 |
| 67. | 3,900 | 3,933 | 2,921 | 4,299 | 2,703 | 2,170 | 3,900 | 3,736 | 27,562 |
| 68. | 3,900 | 3,933 | 2,921 | 2,141 | 3,882 | 3,224 | 2,748 | 3,736 | 26,485 |
| 69. | 3,900 | 2,886 | 2,921 | 4,299 | 3,882 | 2,170 | 3,900 | 3,736 | 27,694 |
| 70. | 3,900 | 2,886 | 2,921 | 2,141 | 3,882 | 4,359 | 3,900 | 5,154 | 29,142 |
| 71. | 3,900 | 3,933 | 1,970 | 3,172 | 2,703 | 3,224 | 2,748 | 3,736 | 25,386 |
| 72. | 5,220 | 2,886 | 2,921 | 3,172 | 5,123 | 3,224 | 3,900 | 2,382 | 28,828 |
| 73. | 3,900 | 2,886 | 2,921 | 1,000 | 3,882 | 3,224 | 3,900 | 5,154 | 26,867 |
| 74. | 3,900 | 5,093 | 2,921 | 2,141 | 3,882 | 2,170 | 3,900 | 5,154 | 29,162 |
| 75. | 3,900 | 2,886 | 2,921 | 3,172 | 2,703 | 3,224 | 3,900 | 3,736 | 26,442 |
| 76. | 5,220 | 1,872 | 4,109 | 3,172 | 3,882 | 4,359 | 1,816 | 3,736 | 28,164 |
| 77. | 3,900 | 3,933 | 4,109 | 3,172 | 3,882 | 3,224 | 5,220 | 3,736 | 31,175 |
| 78. | 3,900 | 3,933 | 1,970 | 1,000 | 3,882 | 3,224 | 5,220 | 5,154 | 28,282 |
| 79. | 1,968 | 2,886 | 1,970 | 3,172 | 3,882 | 2,170 | 3,900 | 3,736 | 23,685 |
| 80. | 2,816 | 3,933 | 2,921 | 2,141 | 3,882 | 3,224 | 3,900 | 3,736 | 26,553 |
| 81. | 5,220 | 3,933 | 1,000 | 3,172 | 3,882 | 1,000 | 3,900 | 3,736 | 25,842 |
| 82. | 3,900 | 5,093 | 2,921 | 4,299 | 3,882 | 3,224 | 3,900 | 5,154 | 32,374 |
| 83. | 1,968 | 5,093 | 2,921 | 3,172 | 2,703 | 2,170 | 3,900 | 3,736 | 25,664 |
| 84. | 3,900 | 5,093 | 2,921 | 3,172 | 2,703 | 3,224 | 3,900 | 3,736 | 28,650 |
| 85. | 3,900 | 2,886 | 2,921 | 3,172 | 3,882 | 4,359 | 3,900 | 3,736 | 28,756 |
| 86. | 3,900 | 5,093 | 2,921 | 4,299 | 5,123 | 3,224 | 3,900 | 3,736 | 32,197 |
| 87. | 5,220 | 5,093 | 1,970 | 4,299 | 5,123 | 2,170 | 3,900 | 3,736 | 31,512 |
| 88. | 3,900 | 5,093 | 2,921 | 3,172 | 5,123 | 3,224 | 3,900 | 5,154 | 32,488 |
| 89. | 3,900 | 1,872 | 1,000 | 2,141 | 3,882 | 1,000 | 3,900 | 5,154 | 22,848 |
| 90. | 1,968 | 2,886 | 2,921 | 3,172 | 5,123 | 2,170 | 3,900 | 3,736 | 25,877 |
| 91. | 3,900 | 3,933 | 4,109 | 1,000 | 2,703 | 2,170 | 3,900 | 3,736 | 25,450 |
| 92. | 5,220 | 2,886 | 4,109 | 3,172 | 2,703 | 3,224 | 5,220 | 3,736 | 30,269 |
| 93. | 3,900 | 5,093 | 4,109 | 2,141 | 3,882 | 3,224 | 3,900 | 5,154 | 31,403 |
| 94. | 5,220 | 2,886 | 2,921 | 2,141 | 5,123 | 3,224 | 3,900 | 3,736 | 29,150 |
| 95. | 5,220 | 5,093 | 1,970 | 2,141 | 3,882 | 3,224 | 3,900 | 5,154 | 30,584 |
| 96. | 1,968 | 3,933 | 4,109 | 2,141 | 3,882 | 3,224 | 5,220 | 3,736 | 28,212 |
| 97. | 3,900 | 5,093 | 4,109 | 1,000 | 2,703 | 3,224 | 3,900 | 2,382 | 26,311 |
| 98. | 2,816 | 2,886 | 2,921 | 2,141 | 5,123 | 3,224 | 5,220 | 3,736 | 28,067 |
| 99. | 2,816 | 2,886 | 2,921 | 3,172 | 5,123 | 4,359 | 3,900 | 2,382 | 27,560 |
| 100. | 3,900 | 3,933 | 1,000 | 1,000 | 3,882 | 1,000 | 3,900 | 2,382 | 20,997 |

**Data Interval (Succesive Interval)**

* + - 1. **Data pernyataan Penelitian Responden Variable Personal Selling**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | ***PERSONAL SELLING (X2)*** | | | | | | | | **Total** |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |
| 1. | 2,650 | 2,743 | 3,878 | 2,711 | 3,522 | 3,925 | 2,154 | 3,619 | 25,202 |
| 2. | 3,862 | 2,743 | 3,878 | 1,000 | 2,255 | 3,925 | 4,407 | 3,619 | 25,688 |
| 3. | 2,650 | 2,743 | 3,878 | 4,942 | 2,255 | 3,925 | 4,407 | 2,341 | 27,139 |
| 4. | 3,862 | 2,743 | 2,579 | 3,707 | 4,909 | 2,799 | 2,154 | 3,619 | 26,372 |
| 5. | 5,255 | 4,037 | 2,579 | 1,905 | 1,000 | 2,799 | 3,228 | 3,619 | 24,422 |
| 6. | 5,255 | 4,037 | 2,579 | 2,711 | 3,522 | 2,799 | 3,228 | 3,619 | 27,750 |
| 7. | 3,862 | 5,292 | 3,878 | 3,707 | 2,255 | 3,925 | 2,154 | 4,977 | 30,050 |
| 8. | 3,862 | 4,037 | 1,000 | 3,707 | 2,255 | 2,799 | 1,000 | 2,341 | 20,999 |
| 9. | 3,862 | 4,037 | 5,126 | 2,711 | 2,255 | 3,925 | 4,407 | 3,619 | 29,941 |
| 10. | 3,862 | 4,037 | 3,878 | 2,711 | 3,522 | 1,000 | 2,154 | 2,341 | 23,505 |
| 11. | 3,862 | 2,743 | 2,579 | 3,707 | 2,255 | 5,186 | 1,000 | 2,341 | 23,671 |
| 12. | 2,650 | 4,037 | 2,579 | 2,711 | 3,522 | 3,925 | 3,228 | 3,619 | 26,271 |
| 13. | 3,862 | 4,037 | 5,126 | 4,942 | 2,255 | 5,186 | 2,154 | 3,619 | 31,181 |
| 14. | 2,650 | 4,037 | 2,579 | 2,711 | 3,522 | 3,925 | 3,228 | 3,619 | 26,271 |
| 15. | 3,862 | 5,292 | 2,579 | 3,707 | 3,522 | 5,186 | 1,000 | 4,977 | 30,125 |
| 16. | 3,862 | 2,743 | 2,579 | 3,707 | 3,522 | 2,799 | 3,228 | 3,619 | 26,058 |
| 17. | 3,862 | 2,743 | 3,878 | 4,942 | 2,255 | 2,799 | 1,000 | 2,341 | 23,818 |
| 18. | 2,650 | 4,037 | 2,579 | 2,711 | 3,522 | 2,799 | 2,154 | 2,341 | 22,793 |
| 19. | 3,862 | 4,037 | 2,579 | 3,707 | 3,522 | 2,799 | 3,228 | 3,619 | 27,353 |
| 20. | 3,862 | 2,743 | 2,579 | 3,707 | 3,522 | 2,799 | 3,228 | 3,619 | 26,058 |
| 21. | 2,650 | 4,037 | 3,878 | 1,905 | 3,522 | 5,186 | 2,154 | 2,341 | 25,673 |
| 22. | 5,255 | 2,743 | 2,579 | 3,707 | 1,000 | 1,816 | 2,154 | 3,619 | 22,873 |
| 23. | 3,862 | 4,037 | 2,579 | 3,707 | 2,255 | 3,925 | 2,154 | 2,341 | 24,858 |
| 24. | 3,862 | 2,743 | 2,579 | 3,707 | 3,522 | 3,925 | 2,154 | 3,619 | 26,110 |
| 25. | 2,650 | 4,037 | 3,878 | 1,905 | 2,255 | 3,925 | 2,154 | 3,619 | 24,423 |
| 26. | 2,650 | 4,037 | 3,878 | 4,942 | 2,255 | 1,816 | 2,154 | 2,341 | 24,072 |
| 27. | 3,862 | 2,743 | 3,878 | 3,707 | 2,255 | 3,925 | 3,228 | 3,619 | 27,216 |
| 28. | 2,650 | 4,037 | 3,878 | 2,711 | 2,255 | 3,925 | 3,228 | 2,341 | 25,024 |
| 29. | 3,862 | 4,037 | 2,579 | 2,711 | 3,522 | 2,799 | 2,154 | 3,619 | 25,283 |
| 30. | 3,862 | 2,743 | 3,878 | 3,707 | 4,909 | 2,799 | 2,154 | 3,619 | 27,671 |
| 31. | 3,862 | 4,037 | 2,579 | 2,711 | 3,522 | 1,816 | 3,228 | 2,341 | 24,095 |
| 32. | 2,650 | 2,743 | 3,878 | 2,711 | 2,255 | 3,925 | 1,000 | 2,341 | 21,502 |
| 33. | 2,650 | 2,743 | 2,579 | 3,707 | 3,522 | 2,799 | 3,228 | 2,341 | 23,568 |
| 34. | 5,255 | 5,292 | 2,579 | 1,905 | 2,255 | 2,799 | 1,000 | 2,341 | 23,425 |
| 35. | 2,650 | 4,037 | 2,579 | 3,707 | 3,522 | 1,816 | 2,154 | 3,619 | 24,084 |
| 36. | 3,862 | 2,743 | 2,579 | 3,707 | 2,255 | 3,925 | 2,154 | 2,341 | 23,564 |
| 37. | 3,862 | 2,743 | 2,579 | 3,707 | 2,255 | 3,925 | 3,228 | 2,341 | 24,638 |
| 38. | 3,862 | 4,037 | 2,579 | 3,707 | 2,255 | 3,925 | 2,154 | 4,977 | 27,495 |
| 39. | 3,862 | 2,743 | 2,579 | 3,707 | 3,522 | 2,799 | 3,228 | 3,619 | 26,058 |
| 40. | 3,862 | 2,743 | 3,878 | 3,707 | 4,909 | 2,799 | 3,228 | 3,619 | 28,745 |
| 41. | 1,000 | 2,743 | 1,000 | 2,711 | 2,255 | 1,816 | 1,000 | 3,619 | 16,143 |
| 42. | 5,255 | 5,292 | 2,579 | 1,905 | 2,255 | 2,799 | 3,228 | 4,977 | 28,290 |
| 43. | 3,862 | 1,000 | 2,579 | 2,711 | 3,522 | 3,925 | 3,228 | 4,977 | 25,804 |
| 44. | 3,862 | 2,743 | 2,579 | 1,905 | 2,255 | 3,925 | 2,154 | 2,341 | 21,762 |
| 45. | 3,862 | 2,743 | 2,579 | 3,707 | 2,255 | 2,799 | 2,154 | 3,619 | 23,717 |
| 46. | 3,862 | 2,743 | 3,878 | 2,711 | 3,522 | 2,799 | 2,154 | 3,619 | 25,288 |
| 47. | 3,862 | 4,037 | 2,579 | 2,711 | 2,255 | 3,925 | 2,154 | 3,619 | 25,141 |
| 48. | 5,255 | 5,292 | 2,579 | 2,711 | 3,522 | 3,925 | 4,407 | 3,619 | 31,310 |
| 49. | 2,650 | 4,037 | 2,579 | 2,711 | 3,522 | 5,186 | 2,154 | 3,619 | 26,458 |
| 50. | 1,753 | 2,743 | 2,579 | 3,707 | 3,522 | 5,186 | 4,407 | 3,619 | 27,515 |
| 51. | 2,650 | 4,037 | 2,579 | 2,711 | 3,522 | 3,925 | 3,228 | 3,619 | 26,271 |
| 52. | 2,650 | 5,292 | 2,579 | 4,942 | 2,255 | 5,186 | 2,154 | 3,619 | 28,677 |
| 53. | 3,862 | 4,037 | 2,579 | 1,905 | 3,522 | 5,186 | 4,407 | 2,341 | 27,838 |
| 54. | 3,862 | 5,292 | 2,579 | 4,942 | 3,522 | 3,925 | 4,407 | 2,341 | 30,869 |
| 55. | 3,862 | 2,743 | 2,579 | 3,707 | 3,522 | 3,925 | 2,154 | 2,341 | 24,832 |
| 56. | 3,862 | 4,037 | 2,579 | 3,707 | 3,522 | 2,799 | 3,228 | 2,341 | 26,074 |
| 57. | 2,650 | 4,037 | 3,878 | 3,707 | 3,522 | 2,799 | 3,228 | 3,619 | 27,440 |
| 58. | 3,862 | 4,037 | 2,579 | 3,707 | 3,522 | 2,799 | 3,228 | 2,341 | 26,074 |
| 59. | 5,255 | 4,037 | 3,878 | 1,000 | 2,255 | 3,925 | 3,228 | 4,977 | 28,555 |
| 60. | 3,862 | 2,743 | 2,579 | 3,707 | 3,522 | 2,799 | 2,154 | 3,619 | 24,985 |
| 61. | 5,255 | 5,292 | 3,878 | 2,711 | 3,522 | 2,799 | 3,228 | 3,619 | 30,305 |
| 62. | 2,650 | 2,743 | 3,878 | 3,707 | 2,255 | 3,925 | 3,228 | 3,619 | 26,004 |
| 63. | 3,862 | 4,037 | 3,878 | 4,942 | 4,909 | 3,925 | 3,228 | 1,000 | 29,781 |
| 64. | 5,255 | 4,037 | 3,878 | 3,707 | 4,909 | 2,799 | 2,154 | 4,977 | 31,717 |
| 65. | 3,862 | 4,037 | 5,126 | 4,942 | 2,255 | 2,799 | 3,228 | 3,619 | 29,867 |
| 66. | 3,862 | 5,292 | 5,126 | 3,707 | 3,522 | 5,186 | 3,228 | 1,000 | 30,923 |
| 67. | 3,862 | 4,037 | 5,126 | 3,707 | 3,522 | 2,799 | 3,228 | 2,341 | 28,621 |
| 68. | 5,255 | 2,743 | 2,579 | 4,942 | 3,522 | 3,925 | 4,407 | 2,341 | 29,712 |
| 69. | 3,862 | 4,037 | 5,126 | 3,707 | 3,522 | 2,799 | 3,228 | 3,619 | 29,900 |
| 70. | 2,650 | 4,037 | 3,878 | 1,905 | 1,000 | 3,925 | 3,228 | 1,000 | 21,623 |
| 71. | 3,862 | 5,292 | 3,878 | 4,942 | 3,522 | 3,925 | 2,154 | 3,619 | 31,194 |
| 72. | 3,862 | 4,037 | 2,579 | 3,707 | 3,522 | 2,799 | 3,228 | 3,619 | 27,353 |
| 73. | 3,862 | 2,743 | 3,878 | 3,707 | 2,255 | 3,925 | 3,228 | 3,619 | 27,216 |
| 74. | 3,862 | 2,743 | 3,878 | 3,707 | 2,255 | 3,925 | 3,228 | 2,341 | 25,937 |
| 75. | 3,862 | 2,743 | 3,878 | 3,707 | 3,522 | 3,925 | 3,228 | 2,341 | 27,205 |
| 76. | 2,650 | 4,037 | 2,579 | 4,942 | 3,522 | 3,925 | 3,228 | 3,619 | 28,502 |
| 77. | 3,862 | 2,743 | 2,579 | 3,707 | 3,522 | 3,925 | 2,154 | 3,619 | 26,110 |
| 78. | 2,650 | 4,037 | 2,579 | 2,711 | 4,909 | 5,186 | 3,228 | 3,619 | 28,919 |
| 79. | 3,862 | 4,037 | 2,579 | 3,707 | 4,909 | 3,925 | 2,154 | 3,619 | 28,792 |
| 80. | 3,862 | 2,743 | 3,878 | 3,707 | 3,522 | 2,799 | 3,228 | 3,619 | 27,358 |
| 81. | 3,862 | 4,037 | 1,000 | 4,942 | 4,909 | 5,186 | 3,228 | 3,619 | 30,783 |
| 82. | 3,862 | 5,292 | 3,878 | 2,711 | 2,255 | 3,925 | 3,228 | 3,619 | 28,770 |
| 83. | 3,862 | 4,037 | 2,579 | 3,707 | 4,909 | 3,925 | 3,228 | 4,977 | 31,224 |
| 84. | 5,255 | 4,037 | 3,878 | 1,905 | 3,522 | 3,925 | 4,407 | 3,619 | 30,548 |
| 85. | 5,255 | 4,037 | 2,579 | 3,707 | 3,522 | 3,925 | 4,407 | 3,619 | 31,050 |
| 86. | 5,255 | 4,037 | 2,579 | 4,942 | 2,255 | 5,186 | 4,407 | 2,341 | 31,000 |
| 87. | 3,862 | 2,743 | 3,878 | 2,711 | 3,522 | 5,186 | 4,407 | 2,341 | 28,649 |
| 88. | 1,753 | 2,743 | 3,878 | 3,707 | 4,909 | 3,925 | 2,154 | 4,977 | 28,046 |
| 89. | 2,650 | 4,037 | 3,878 | 2,711 | 3,522 | 3,925 | 3,228 | 2,341 | 26,292 |
| 90. | 2,650 | 4,037 | 3,878 | 4,942 | 3,522 | 5,186 | 2,154 | 3,619 | 29,988 |
| 91. | 5,255 | 4,037 | 5,126 | 4,942 | 3,522 | 3,925 | 2,154 | 2,341 | 31,302 |
| 92. | 3,862 | 2,743 | 3,878 | 3,707 | 1,000 | 3,925 | 3,228 | 4,977 | 27,320 |
| 93. | 3,862 | 2,743 | 3,878 | 3,707 | 3,522 | 3,925 | 4,407 | 2,341 | 28,383 |
| 94. | 1,753 | 2,743 | 3,878 | 2,711 | 3,522 | 3,925 | 4,407 | 3,619 | 26,558 |
| 95. | 1,753 | 5,292 | 3,878 | 3,707 | 3,522 | 5,186 | 4,407 | 3,619 | 31,364 |
| 96. | 3,862 | 4,037 | 5,126 | 3,707 | 2,255 | 5,186 | 3,228 | 2,341 | 29,741 |
| 97. | 3,862 | 5,292 | 3,878 | 1,905 | 3,522 | 3,925 | 4,407 | 2,341 | 29,131 |
| 98. | 3,862 | 2,743 | 3,878 | 4,942 | 3,522 | 3,925 | 3,228 | 4,977 | 31,077 |
| 99. | 2,650 | 4,037 | 3,878 | 3,707 | 3,522 | 3,925 | 2,154 | 3,619 | 27,492 |
| 100. | 3,862 | 2,743 | 3,878 | 2,711 | 3,522 | 3,925 | 4,407 | 3,619 | 28,666 |

**Data Interval (Succesive Interval)**

1. **Data pernyataan Penelitian Responden Variable Sales Promotion**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | ***SALES PROMOTION (X3)*** | | | | | | | | **Total** |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 |
| 1. | 4,909 | 1,000 | 4,148 | 3,215 | 3,315 | 3,957 | 1,000 | 3,942 | 25,486 |
| 2. | 3,546 | 3,966 | 3,046 | 4,407 | 3,315 | 2,731 | 2,433 | 3,942 | 27,385 |
| 3. | 1,000 | 2,808 | 3,046 | 3,215 | 2,102 | 2,731 | 2,433 | 3,942 | 21,276 |
| 4. | 3,546 | 5,220 | 3,046 | 3,215 | 3,315 | 5,292 | 1,000 | 3,942 | 28,576 |
| 5. | 3,546 | 3,966 | 3,046 | 2,139 | 3,315 | 3,957 | 2,433 | 5,255 | 27,656 |
| 6. | 2,271 | 2,808 | 4,148 | 3,215 | 2,102 | 3,957 | 2,433 | 5,255 | 26,189 |
| 7. | 2,271 | 2,808 | 3,046 | 1,000 | 3,315 | 3,957 | 1,000 | 1,000 | 18,397 |
| 8. | 3,546 | 3,966 | 1,968 | 1,000 | 2,102 | 2,731 | 2,433 | 3,942 | 21,688 |
| 9. | 3,546 | 3,966 | 4,148 | 4,407 | 2,102 | 3,957 | 2,433 | 3,942 | 28,501 |
| 10. | 1,000 | 2,808 | 3,046 | 1,000 | 3,315 | 5,292 | 1,000 | 2,636 | 20,096 |
| 11. | 3,546 | 2,808 | 1,968 | 2,139 | 2,102 | 3,957 | 3,875 | 2,636 | 23,031 |
| 12. | 2,271 | 2,808 | 1,968 | 2,139 | 3,315 | 3,957 | 1,000 | 2,636 | 20,094 |
| 13. | 3,546 | 2,808 | 5,332 | 2,139 | 2,102 | 3,957 | 2,433 | 3,942 | 26,259 |
| 14. | 2,271 | 3,966 | 4,148 | 2,139 | 3,315 | 3,957 | 2,433 | 2,636 | 24,864 |
| 15. | 2,271 | 3,966 | 3,046 | 3,215 | 3,315 | 3,957 | 2,433 | 3,942 | 26,145 |
| 16. | 2,271 | 5,220 | 3,046 | 3,215 | 3,315 | 3,957 | 2,433 | 5,255 | 28,711 |
| 17. | 2,271 | 3,966 | 1,968 | 2,139 | 2,102 | 3,957 | 1,000 | 3,942 | 21,346 |
| 18. | 3,546 | 3,966 | 1,968 | 2,139 | 4,690 | 2,731 | 2,433 | 2,636 | 24,108 |
| 19. | 3,546 | 3,966 | 3,046 | 3,215 | 4,690 | 3,957 | 1,000 | 3,942 | 27,362 |
| 20. | 2,271 | 2,808 | 3,046 | 3,215 | 3,315 | 3,957 | 1,000 | 2,636 | 22,247 |
| 21. | 3,546 | 3,966 | 3,046 | 3,215 | 3,315 | 2,731 | 1,000 | 3,942 | 24,761 |
| 22. | 3,546 | 2,808 | 4,148 | 3,215 | 2,102 | 3,957 | 3,875 | 3,942 | 27,593 |
| 23. | 3,546 | 3,966 | 3,046 | 3,215 | 3,315 | 2,731 | 1,000 | 3,942 | 24,761 |
| 24. | 3,546 | 2,808 | 3,046 | 3,215 | 3,315 | 3,957 | 2,433 | 2,636 | 24,955 |
| 25. | 3,546 | 2,808 | 3,046 | 3,215 | 3,315 | 3,957 | 1,000 | 3,942 | 24,828 |
| 26. | 3,546 | 2,808 | 3,046 | 2,139 | 2,102 | 2,731 | 2,433 | 2,636 | 21,440 |
| 27. | 4,909 | 5,220 | 5,332 | 2,139 | 2,102 | 2,731 | 1,000 | 2,636 | 26,069 |
| 28. | 3,546 | 3,966 | 4,148 | 3,215 | 2,102 | 3,957 | 1,000 | 5,255 | 27,190 |
| 29. | 2,271 | 3,966 | 4,148 | 2,139 | 3,315 | 3,957 | 2,433 | 2,636 | 24,864 |
| 30. | 3,546 | 2,808 | 3,046 | 4,407 | 1,000 | 2,731 | 1,000 | 2,636 | 21,173 |
| 31. | 2,271 | 1,753 | 4,148 | 4,407 | 2,102 | 5,292 | 1,000 | 2,636 | 23,609 |
| 32. | 3,546 | 5,220 | 5,332 | 1,000 | 4,690 | 5,292 | 1,000 | 2,636 | 28,716 |
| 33. | 2,271 | 3,966 | 4,148 | 2,139 | 3,315 | 3,957 | 2,433 | 3,942 | 26,170 |
| 34. | 3,546 | 2,808 | 3,046 | 3,215 | 2,102 | 2,731 | 2,433 | 2,636 | 22,516 |
| 35. | 2,271 | 3,966 | 3,046 | 3,215 | 2,102 | 1,681 | 2,433 | 2,636 | 21,350 |
| 36. | 3,546 | 2,808 | 1,968 | 2,139 | 3,315 | 2,731 | 1,000 | 3,942 | 21,449 |
| 37. | 2,271 | 1,753 | 4,148 | 2,139 | 2,102 | 2,731 | 2,433 | 2,636 | 20,212 |
| 38. | 2,271 | 2,808 | 4,148 | 1,000 | 3,315 | 3,957 | 2,433 | 2,636 | 22,567 |
| 39. | 2,271 | 2,808 | 4,148 | 2,139 | 3,315 | 2,731 | 2,433 | 5,255 | 25,099 |
| 40. | 3,546 | 3,966 | 4,148 | 4,407 | 3,315 | 3,957 | 1,000 | 3,942 | 28,281 |
| 41. | 3,546 | 2,808 | 3,046 | 3,215 | 1,000 | 2,731 | 2,433 | 3,942 | 22,720 |
| 42. | 3,546 | 2,808 | 4,148 | 2,139 | 3,315 | 2,731 | 2,433 | 3,942 | 25,060 |
| 43. | 4,909 | 2,808 | 5,332 | 2,139 | 2,102 | 3,957 | 3,875 | 2,636 | 27,758 |
| 44. | 2,271 | 3,966 | 3,046 | 2,139 | 3,315 | 2,731 | 2,433 | 2,636 | 22,536 |
| 45. | 2,271 | 2,808 | 3,046 | 2,139 | 3,315 | 2,731 | 1,000 | 2,636 | 19,945 |
| 46. | 3,546 | 2,808 | 3,046 | 2,139 | 3,315 | 2,731 | 2,433 | 2,636 | 22,652 |
| 47. | 3,546 | 3,966 | 3,046 | 3,215 | 2,102 | 3,957 | 2,433 | 2,636 | 24,901 |
| 48. | 4,909 | 5,220 | 4,148 | 2,139 | 4,690 | 5,292 | 1,000 | 3,942 | 31,340 |
| 49. | 2,271 | 3,966 | 4,148 | 3,215 | 3,315 | 2,731 | 2,433 | 2,636 | 24,714 |
| 50. | 2,271 | 3,966 | 5,332 | 2,139 | 3,315 | 3,957 | 3,875 | 3,942 | 28,797 |
| 51. | 3,546 | 2,808 | 4,148 | 2,139 | 3,315 | 3,957 | 2,433 | 2,636 | 24,980 |
| 52. | 3,546 | 3,966 | 5,332 | 2,139 | 3,315 | 1,000 | 2,433 | 3,942 | 25,672 |
| 53. | 3,546 | 2,808 | 4,148 | 1,000 | 3,315 | 3,957 | 3,875 | 2,636 | 25,284 |
| 54. | 2,271 | 3,966 | 4,148 | 4,407 | 3,315 | 2,731 | 2,433 | 3,942 | 27,212 |
| 55. | 3,546 | 3,966 | 4,148 | 2,139 | 3,315 | 3,957 | 2,433 | 2,636 | 26,139 |
| 56. | 3,546 | 3,966 | 5,332 | 2,139 | 2,102 | 3,957 | 2,433 | 3,942 | 27,417 |
| 57. | 4,909 | 3,966 | 3,046 | 2,139 | 3,315 | 3,957 | 3,875 | 3,942 | 29,149 |
| 58. | 2,271 | 3,966 | 3,046 | 3,215 | 3,315 | 2,731 | 2,433 | 3,942 | 24,918 |
| 59. | 4,909 | 5,220 | 4,148 | 2,139 | 2,102 | 3,957 | 2,433 | 3,942 | 28,850 |
| 60. | 4,909 | 2,808 | 4,148 | 3,215 | 3,315 | 2,731 | 2,433 | 3,942 | 27,500 |
| 61. | 3,546 | 3,966 | 3,046 | 3,215 | 3,315 | 3,957 | 2,433 | 5,255 | 28,733 |
| 62. | 3,546 | 3,966 | 4,148 | 2,139 | 3,315 | 5,292 | 2,433 | 3,942 | 28,780 |
| 63. | 2,271 | 3,966 | 3,046 | 3,215 | 3,315 | 2,731 | 2,433 | 3,942 | 24,918 |
| 64. | 3,546 | 3,966 | 3,046 | 4,407 | 4,690 | 3,957 | 2,433 | 3,942 | 29,986 |
| 65. | 4,909 | 2,808 | 4,148 | 3,215 | 3,315 | 5,292 | 1,000 | 3,942 | 28,629 |
| 66. | 3,546 | 3,966 | 4,148 | 4,407 | 3,315 | 3,957 | 3,875 | 5,255 | 32,469 |
| 67. | 3,546 | 5,220 | 4,148 | 4,407 | 3,315 | 3,957 | 3,875 | 3,942 | 32,409 |
| 68. | 4,909 | 3,966 | 3,046 | 3,215 | 4,690 | 3,957 | 2,433 | 5,255 | 31,471 |
| 69. | 3,546 | 3,966 | 4,148 | 4,407 | 4,690 | 3,957 | 2,433 | 2,636 | 29,782 |
| 70. | 3,546 | 3,966 | 3,046 | 3,215 | 3,315 | 5,292 | 3,875 | 5,255 | 31,510 |
| 71. | 4,909 | 5,220 | 3,046 | 3,215 | 4,690 | 3,957 | 2,433 | 3,942 | 31,411 |
| 72. | 3,546 | 3,966 | 3,046 | 3,215 | 3,315 | 2,731 | 2,433 | 3,942 | 26,193 |
| 73. | 4,909 | 2,808 | 4,148 | 3,215 | 4,690 | 2,731 | 3,875 | 3,942 | 30,317 |
| 74. | 4,909 | 5,220 | 1,000 | 3,215 | 3,315 | 3,957 | 2,433 | 3,942 | 27,991 |
| 75. | 3,546 | 3,966 | 4,148 | 4,407 | 3,315 | 3,957 | 2,433 | 5,255 | 31,026 |
| 76. | 2,271 | 2,808 | 4,148 | 3,215 | 4,690 | 2,731 | 2,433 | 3,942 | 26,237 |
| 77. | 4,909 | 3,966 | 4,148 | 4,407 | 3,315 | 3,957 | 2,433 | 5,255 | 32,390 |
| 78. | 3,546 | 5,220 | 4,148 | 3,215 | 1,000 | 3,957 | 2,433 | 3,942 | 27,460 |
| 79. | 3,546 | 2,808 | 3,046 | 3,215 | 2,102 | 3,957 | 2,433 | 3,942 | 25,049 |
| 80. | 3,546 | 3,966 | 5,332 | 4,407 | 3,315 | 3,957 | 2,433 | 3,942 | 30,898 |
| 81. | 3,546 | 5,220 | 4,148 | 3,215 | 2,102 | 3,957 | 2,433 | 3,942 | 28,562 |
| 82. | 3,546 | 3,966 | 4,148 | 4,407 | 3,315 | 3,957 | 1,000 | 3,942 | 28,281 |
| 83. | 4,909 | 3,966 | 4,148 | 4,407 | 3,315 | 3,957 | 2,433 | 5,255 | 32,390 |
| 84. | 3,546 | 5,220 | 4,148 | 3,215 | 4,690 | 5,292 | 2,433 | 2,636 | 31,179 |
| 85. | 3,546 | 3,966 | 3,046 | 3,215 | 4,690 | 3,957 | 3,875 | 3,942 | 30,237 |
| 86. | 3,546 | 2,808 | 4,148 | 4,407 | 3,315 | 5,292 | 2,433 | 3,942 | 29,890 |
| 87. | 4,909 | 3,966 | 5,332 | 4,407 | 2,102 | 3,957 | 2,433 | 2,636 | 29,742 |
| 88. | 3,546 | 1,753 | 4,148 | 3,215 | 1,000 | 3,957 | 2,433 | 3,942 | 23,993 |
| 89. | 3,546 | 3,966 | 5,332 | 3,215 | 3,315 | 5,292 | 1,000 | 5,255 | 30,922 |
| 90. | 3,546 | 2,808 | 1,968 | 3,215 | 4,690 | 1,681 | 2,433 | 3,942 | 24,283 |
| 91. | 2,271 | 3,966 | 4,148 | 2,139 | 3,315 | 3,957 | 1,000 | 3,942 | 24,738 |
| 92. | 4,909 | 3,966 | 3,046 | 3,215 | 2,102 | 1,681 | 2,433 | 3,942 | 25,294 |
| 93. | 4,909 | 3,966 | 3,046 | 1,000 | 3,315 | 3,957 | 2,433 | 2,636 | 25,262 |
| 94. | 3,546 | 1,753 | 1,968 | 2,139 | 1,000 | 2,731 | 2,433 | 2,636 | 18,206 |
| 95. | 3,546 | 5,220 | 5,332 | 3,215 | 2,102 | 2,731 | 1,000 | 2,636 | 25,782 |
| 96. | 3,546 | 3,966 | 3,046 | 3,215 | 3,315 | 2,731 | 1,000 | 3,942 | 24,761 |
| 97. | 3,546 | 5,220 | 4,148 | 3,215 | 2,102 | 3,957 | 3,875 | 3,942 | 30,005 |
| 98. | 3,546 | 3,966 | 3,046 | 3,215 | 3,315 | 5,292 | 2,433 | 2,636 | 27,448 |
| 99. | 3,546 | 5,220 | 5,332 | 2,139 | 3,315 | 2,731 | 2,433 | 3,942 | 28,657 |
| 100. | 3,546 | 2,808 | 4,148 | 2,139 | 2,102 | 5,292 | 3,875 | 5,255 | 29,165 |

# Lampiran 4

**Data Uji Validitas & Reliabilitas 30 Responden**

1. **Volume Penjualan (Y)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **VOLUME PENJUALAN (Y)** | | | | | | | | **Total** | |
| Y-1 | Y-2 | Y-3 | Y-4 | Y-5 | Y-6 | Y-7 | Y-8 |  |
| 1. | 4 | 3 | 4 | 5 | 2 | 3 | 1 | 4 | 26 |
| 2. | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 3 | 31 |
| 3. | 4 | 4 | 3 | 2 | 5 | 4 | 3 | 4 | 29 |
| 4. | 4 | 3 | 4 | 5 | 2 | 4 | 4 | 5 | 31 |
| 5. | 5 | 2 | 5 | 5 | 3 | 5 | 5 | 4 | 34 |
| 6. | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 32 |
| 7. | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 2 | 33 |
| 8. | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 34 |
| 9. | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 5 | 32 |
| 10. | 4 | 4 | 2 | 5 | 5 | 4 | 5 | 5 | 34 |
| 11. | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 35 |
| 12. | 4 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 32 |
| 13. | 3 | 4 | 4 | 2 | 4 | 5 | 3 | 4 | 29 |
| 14. | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 34 |
| 15. | 3 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 33 |
| 16. | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 34 |
| 17. | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 34 |
| 18. | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 3 | 32 |
| 19. | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 32 |
| 20. | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 31 |
| 21. | 4 | 3 | 3 | 5 | 4 | 3 | 3 | 4 | 29 |
| 22. | 3 | 3 | 3 | 4 | 5 | 3 | 4 | 5 | 30 |
| 23. | 3 | 4 | 3 | 4 | 4 |  | 3 | 4 | 25 |
| 24. | 4 | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 32 |
| 25. | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 31 |
| 26. | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 3 | 33 |
| 27. | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 30 |
| 28. | 3 | 4 | 2 | 5 | 4 | 3 | 4 | 4 | 29 |
| 29. | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 31 |
| 30. | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 30 |

1. **Advertising (X1)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **ADVERTISING (X1)** | | | | | | | | **Total** | |
| X1.1 | X1.2 | X1.3 | Y1.4 | X1.5 | X1.6 | X1.7 | X1.8 |  |
| 1. | 3 | 3 | 5 | 4 | 3 | 2 | 3 | 4 | 27 |
| 2. | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 30 |
| 3. | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 33 |
| 4. | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 33 |
| 5. | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 35 |
| 6. | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 32 |
| 7. | 5 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 33 |
| 8. | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 36 |
| 9. | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 33 |
| 10. | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 31 |
| 11. | 3 | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 32 |
| 12. | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 33 |
| 13. | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 33 |
| 14. | 5 | 4 | 3 | 5 | 5 | 3 | 4 | 4 | 33 |
| 15. | 3 | 4 | 5 | 5 | 4 | 3 | 2 | 1 | 27 |
| 16. | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 34 |
| 17. | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 32 |
| 18. | 5 | 5 | 4 | 3 | 4 | 2 | 4 | 5 | 32 |
| 19. | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 35 |
| 20. | 5 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 31 |
| 21. | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 3 | 30 |
| 22. | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 31 |
| 23. | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 31 |
| 24. | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 32 |
| 25. | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 30 |
| 26. | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 34 |
| 27. | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 31 |
| 28. | 5 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 33 |
| 29. | 5 | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 31 |
| 30. | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 32 |

1. **Personal Selling (X2)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **PERSONAL SELLING (X2)** | | | | | | | | **Total** | |
| X2.1 | X2.2 | X2.3 | Y2.4 | X2.5 | X2.6 | X2.7 | X2.8 |  |
| 1. | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 32 |
| 2. | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 3 | 33 |
| 3. | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 33 |
| 4. | 5 | 5 | 5 | 3 | 4 | 3 | 4 | 5 | 34 |
| 5. | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 3 | 32 |
| 6. | 3 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 31 |
| 7. | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 36 |
| 8. | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 34 |
| 9. | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 35 |
| 10. | 5 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 33 |
| 11. | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 35 |
| 12. | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 31 |
| 13. | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 33 |
| 14. | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 35 |
| 15. | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 33 |
| 16. | 5 | 5 | 4 | 3 | 5 | 5 | 3 | 5 | 35 |
| 17. | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 33 |
| 18. | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 5 | 33 |
| 19. | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 28 |
| 20. | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 28 |
| 21. | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 33 |
| 22. | 3 | 3 | 5 | 4 | 3 | 4 | 4 | 3 | 29 |
| 23. | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 32 |
| 24. | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 34 |
| 25. | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 28 |
| 26. | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 34 |
| 27. | 3 | 4 | 5 | 4 | 2 | 4 | 4 | 5 | 31 |
| 28. | 3 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 31 |
| 29. | 2 | 1 | 3 | 4 | 5 | 4 | 5 | 4 | 28 |
| 30. | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 32 |

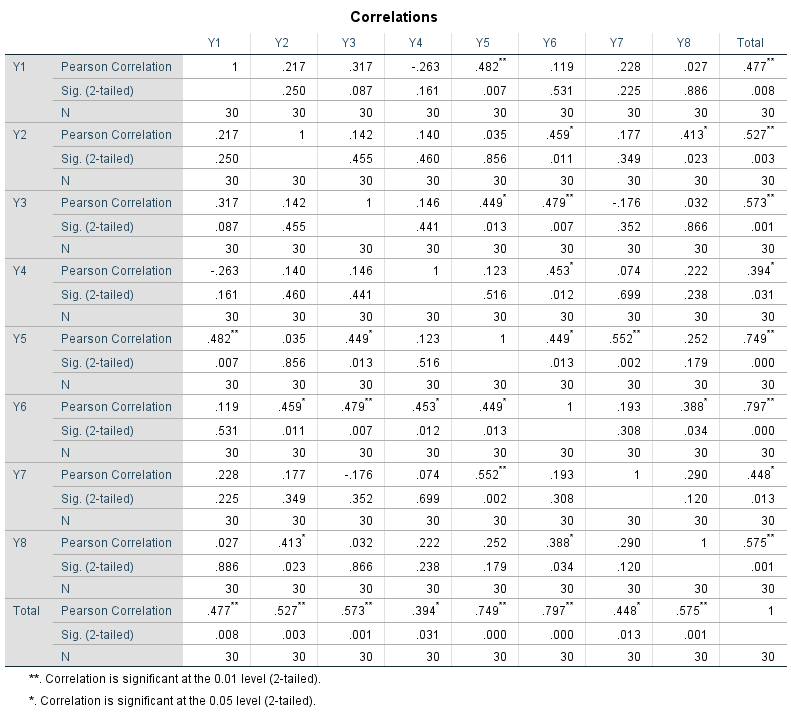
1. **Sales Promotion (X3)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **SALES PROMOTION (X3)** | | | | | | | | **Total** | |
| X3.1 | X3.2 | X3.3 | Y3.4 | X3.5 | X3.6 | X3.7 | X3.8 |  |
| 1. | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 2 | 30 |
| 2. | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 35 |
| 3. | 3 | 4 | 5 | 5 | 3 | 2 | 4 | 4 | 30 |
| 4. | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 35 |
| 5. | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 35 |
| 6. | 3 | 3 | 4 | 5 | 4 | 3 | 5 | 3 | 30 |
| 7. | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 32 |
| 8. | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 36 |
| 9. | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 36 |
| 10. | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 34 |
| 11. | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 33 |
| 12. | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 34 |
| 13. | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 5 | 33 |
| 14. | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 36 |
| 15. | 3 | 3 | 5 | 1 | 5 | 5 | 5 | 4 | 31 |
| 16. | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 33 |
| 17. | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 29 |
| 18. | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 34 |
| 19. | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 5 | 29 |
| 20. | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 29 |
| 21. | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 31 |
| 22. | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 28 |
| 23. | 3 | 2 | 3 | 4 | 5 | 3 | 4 | 5 | 29 |
| 24. | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| 25. | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 26 |
| 26. | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 33 |
| 27. | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 33 |
| 28. | 5 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 34 |
| 29. | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 30 |
| 30. | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 31 |

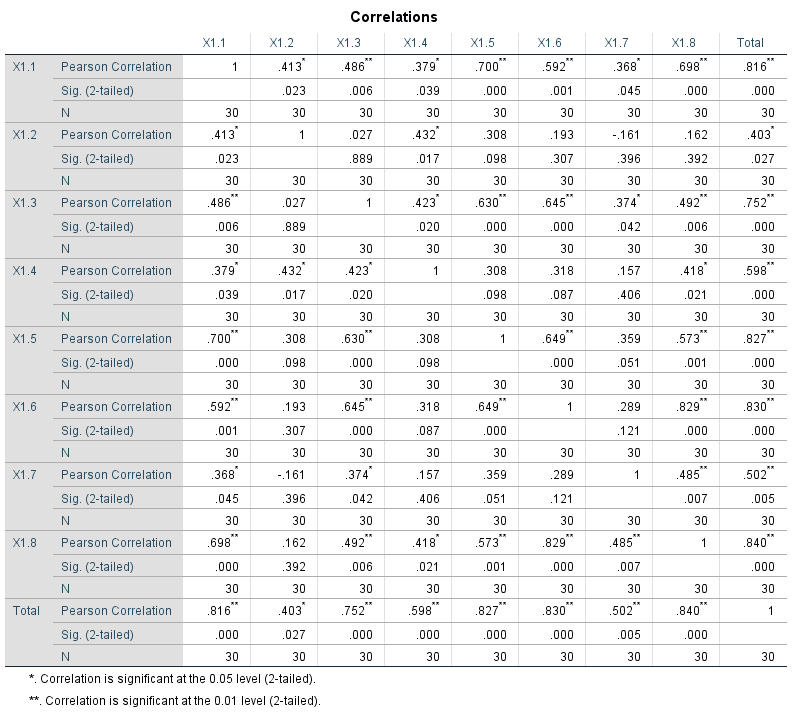
# Lampiran 5

**HASIL UJI VALIDITAS**

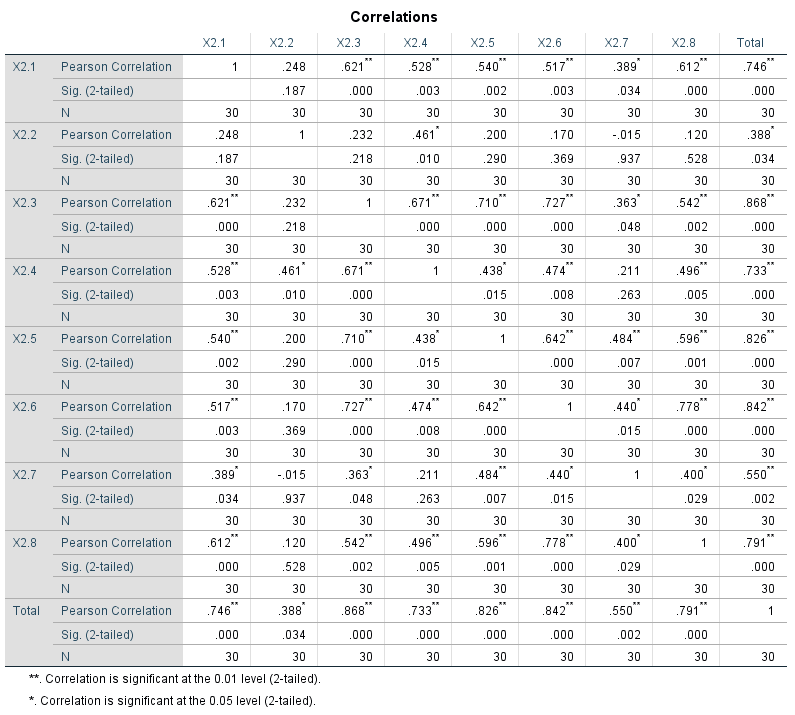
1. **VALIDITAS VOLUME PENJUALAN (Y)**

****

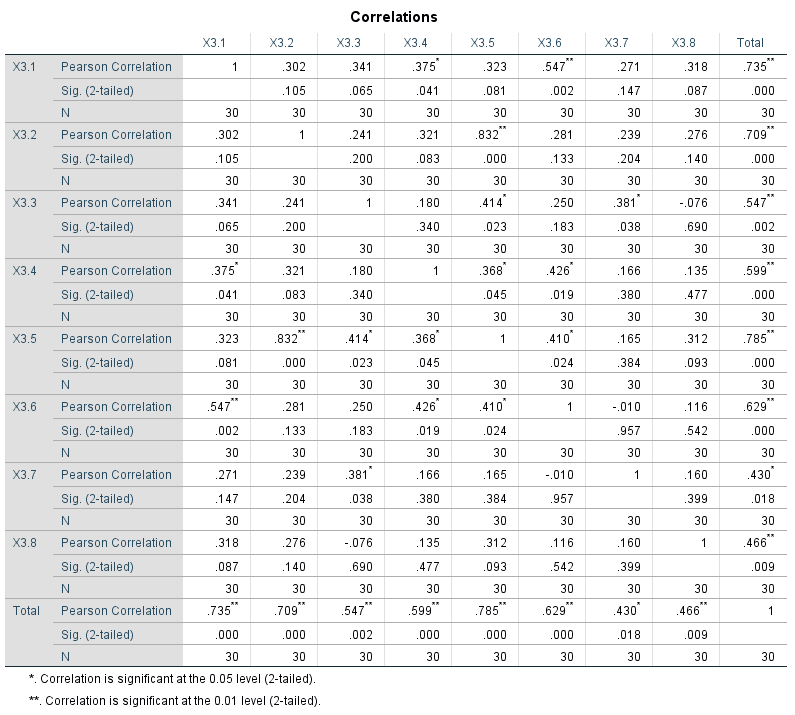
1. **VALIDITAS ADVERTISING**

****

1. **VALIDITAS PERSONAL SELLING**

****

1. **VALIDITAS SALES PROMOTION**

****

# Lampiran 6

**HASIL UJI REABILITAS**

1. **Reabilitas Variabel Volume Penjualan (Y)**

**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .713 | 8 |

1. **Reabilitas Variabel Advertising (X1)**

**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .849 | 8 |

1. **Reabilitas Variabel Personal Selling (X2)**

**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .869 | 8 |

1. **Reabilitas Variabel Sales Promotion (X3)**

**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .768 | 8 |

# Lampiran 7

**HASIL STATISTIK DESKRIPTIF**

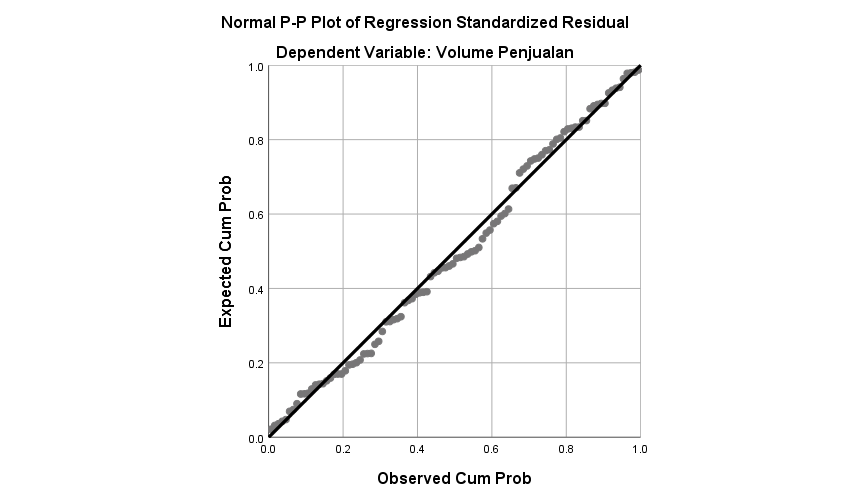
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Advertising | 100 | 25.00 | 38.00 | 29.6800 | 2.88108 |
| Personal Selling | 100 | 20.00 | 33.00 | 29.5700 | 2.39636 |
| Sales Promotion | 100 | 23.00 | 35.00 | 30.0400 | 2.77041 |
| Volume Penjualan | 100 | 23.00 | 36.00 | 29.0500 | 2.87931 |
| Valid N (listwise) | 100 |  |  |  |  |

# Lampiran 8

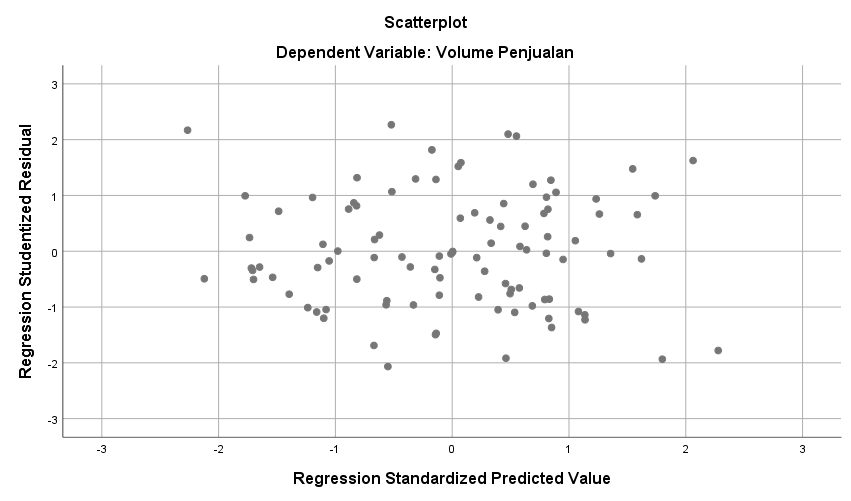
**HASIL UJI ASUMSI KLASIK**

1. **Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 2944.00763477 |
| Most Extreme Differences | Absolute | .060 |
| Positive | .060 |
| Negative | -.046 |
| Test Statistic | | .060 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |



1. **Uji Uji Heteroskedastisitas**



1. **Uji Multikolonieritas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 10756.741 | 3336.497 |  | 3.224 | .002 |  |  |
| Advertising | .330 | .103 | .321 | 3.224 | .002 | .815 | 1.228 |
| Personal Selling | -.034 | .122 | -.029 | -.282 | .779 | .742 | 1.347 |
| Sales Promotion | .274 | .100 | .279 | 2.754 | .007 | .785 | 1.274 |
| a. Dependent Variable: Volume Penjualan | | | | | | | | |

# Lampiran 9

**HASIL ANALISIS REGRESI LINEAR BERGANDA**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 10756.741 | 3336.497 |  | 3.224 | .002 |
| Advertising | .330 | .103 | .321 | 3.224 | .002 |
| Personal Selling | -.034 | .122 | -.029 | -.282 | .779 |
| Sales Promotion | .274 | .100 | .279 | 2.754 | .007 |
| a. Dependent Variable: Volume Penjualan | | | | | | | |

# Lampiran 10

**HASIL HIPOTESIS**

1. **Uji T (Parsial)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 10756.741 | 3336.497 |  | 3.224 | .002 |
| Advertising | .330 | .103 | .321 | 3.224 | .002 |
| Personal Selling | -.034 | .122 | -.029 | -.282 | .779 |
| Sales Promotion | .274 | .100 | .279 | 2.754 | .007 |
| a. Dependent Variable: Volume Penjualan | | | | | | | |

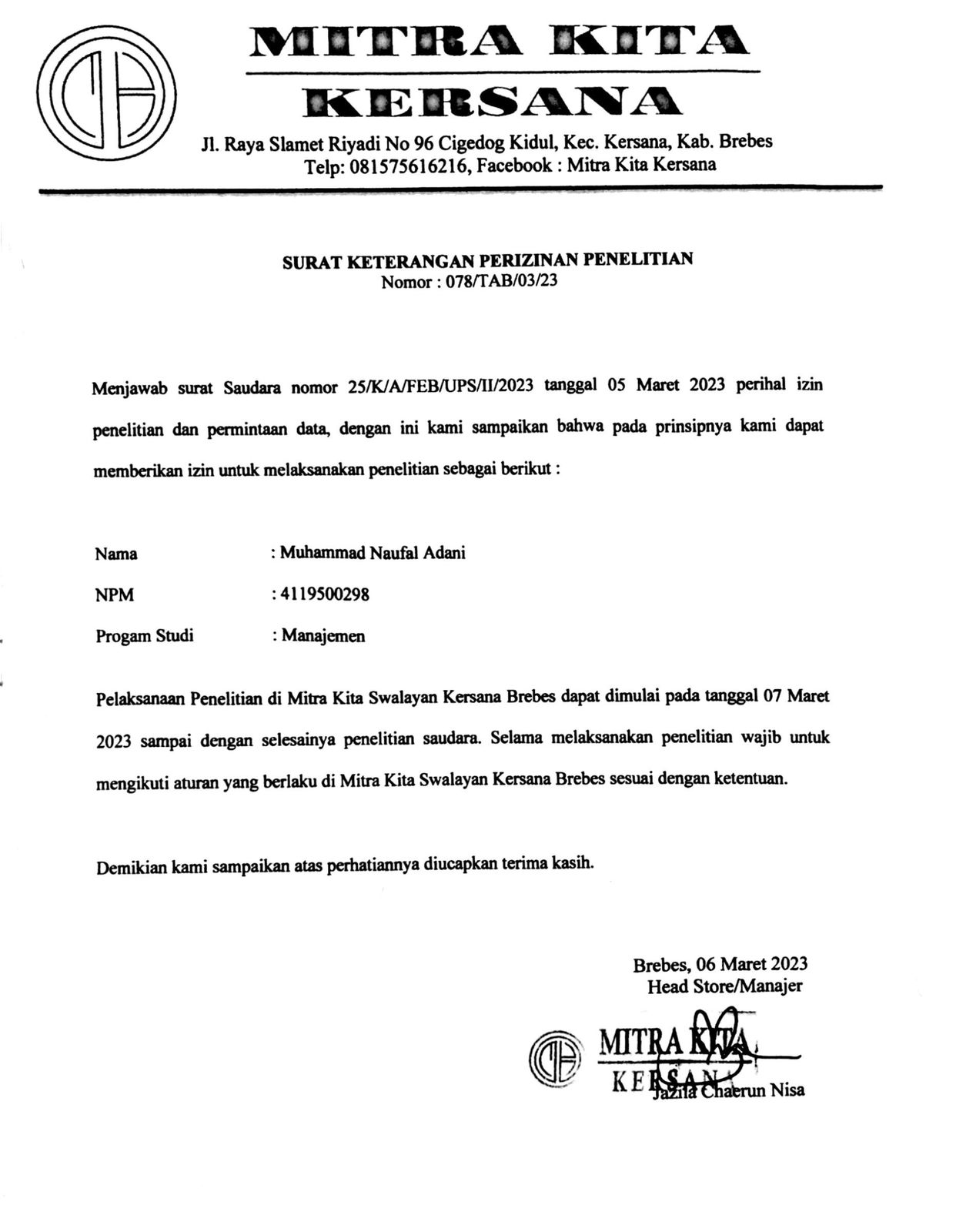
|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 250218276.344 | 3 | 83406092.115 | 9.332 | .000b |
| Residual | 858050914.406 | 96 | 8938030.358 |  |  |
| Total | 1108269190.750 | 99 |  |  |  |
| a. Dependent Variable: Volume Penjualan | | | | | | | |
| b. Predictors: (Constant), Sales Promotion, Advertising, Personal Selling | | | | | | | |

1. **Uji F (Simultan)**

# Lampiran 11

**HASIL UJI KOEFISIEN DETERMINASI**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .475a | .226 | .202 | 2989.654 |
| a. Predictors: (Constant), Sales Promotion, Advertising, Personal Selling | | | | |

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