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Lampiran 1

KUESIONER

Yth. Responden Penelitian

Followers akun autobase OMBB (OhMyBeautyBank) pada aplikasi X

Dengan hormat,

Saya Diah Nurul Nur Hidayah, mahasiswa Program Studi Manajemen, Fakultas Ekonomi dan Bisnis di Universitas Wijaya Kusuma Surabaya.

Saat ini saya sedang melakukan penelitian dalam rangka menyelesaikan tugas akhir (skripsi). Sehubungan dengan hal tersebut, saya mohon kesediaan saudara/i yang terhormat untuk membantu saya dalam mengisi kuesioner penelitian ini.

Jawaban dari responden amat sangat berarti untuk membantu penelitian yang sedang saya lakukan. Tidak ada jawaban benar ataupun salah dalam kuesioner ini.

Data yang diperoleh melalui kuesioner ini akan **dijaga kerahasiaannya** dan hanya akan **digunakan untuk kebutuhan penelitian**. Atas bantuan dan kesediaan untuk mengisi kuesioner ini, saya ucapkan terima kasih.

Hormat saya,

Diah Nurul Nur Hidayah

Identitas Responden

1. Nama :
2. Usia
 - a. 17 – 23
 - b. 24 – 30
 - c. 31 – 35
3. Apakah anda mengikuti akun autobase OMBB (OhMyBeautyBank) pada aplikasi X ?
 - a. Ya
 - b. Tidak (Jika tidak, mohon berhenti mengisi)
4. Berapa lama anda mengikuti akun autobase OMBB (OhMyBeautyBank) pada aplikasi X ?
 - a. 1 – 2 Tahun
 - b. 3 – 4 Tahun
5. Apakah anda pernah membeli produk Somethinc ?
 - a. Ya
 - b. Tidak (Jika tidak, mohon berhenti mengisi)
6. Berapa lama anda menggunakan produk Somethinc ?
 - a. 1 – 2 Tahun
 - b. 3 – 4 Tahun

Petunjuk pengisian kuesioner ada 5 alternatif jawaban :

Sangat Tidak Setuju = 1

Tidak Setuju = 2

Netral = 3

Setuju = 4

Sangat Setuju = 5

Daftar Pertanyaan Kuesioner

A) Promosi

No.	Pertanyaan	STS	TS	N	S	SS
1.	Iklan promosi penjualan produk Somethinc di internet membuat saya tertarik untuk membelinya					
2.	Dengan adanya SPG Somethinc ketika menawarkan produk membuat saya tertarik untuk membelinya					
3.	Dengan adanya potongan harga seperti voucher dan diskon membuat saya tertarik untuk membelinya					
4.	Tampilan produk Somethinc yang ada pada iklan mampu menciptakan image produk yang					

	berkualitas					
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B) Harga

No.	Pertanyaan	STS	TS	N	S	SS
1.	Menurut saya harga produk Somethinc terjangkau oleh konsumen					
2.	Menurut saya harga produk Somethinc sesuai dengan kualitasnya					
3.	Menurut saya harga produk Somethinc sesuai dengan manfaatnya					
4.	Menurut saya harga produk Somethinc sesuai pada kemampuan dan daya saing dari merek lain					

C)Minat Beli

No.	Pertanyaan	STS	TS	N	S	SS
1.	Saya akan mencari informasi lengkap tentang produk Somethinc					
2.	Saya akan mempertimbangkan untuk membeli produk Somethinc					
3.	Saya tertarik untuk mencoba membeli produk					

	Somethinc					
4.	Saya ingin mengetahui lebih lanjut tentang produk Somethinc					
5.	Saya ingin menggunakan produk Somethinc					

D) Keputusan Pembelian

No.	Pertanyaan	STS	TS	N	S	SS
1.	Saya membeli produk Somethinc karena banyaknya macam jenis produk					
2.	Saya membeli produk Somethinc karena merupakan merek yang terkenal					
3.	Saya membeli produk Somethinc karena mudah ditemukan dan dijangkau dimanapun					
4.	Saya membeli produk Somethinc karena kebebasan dalam melakukan pembelian kapan saja					
5.	Saya membeli produk Somethinc karena memberi kebebasan dalam jumlah pembelian produk					
6.	Saya membeli produk Somethinc karena metode pembayarannya mudah					

Lampiran 2

Tabulasi Data

NO	X1 (PROMOSI)				TOTAL	X2 (HARGA)				TOTAL
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	
1	5	5	5	5	20	5	5	5	5	20
2	5	5	5	5	20	5	5	5	5	20
3	4	4	5	4	17	4	4	4	4	16
4	4	5	4	4	17	4	5	5	5	19
5	3	4	3	3	13	3	5	4	3	15
6	4	5	5	4	18	3	4	4	4	15
7	5	5	5	5	20	5	5	5	5	20
8	4	4	5	5	18	3	4	4	4	15
9	5	4	5	5	19	5	4	4	5	18
10	3	4	4	4	15	4	3	3	4	14
11	4	5	4	3	16	4	4	5	4	17
12	4	3	5	4	16	3	4	4	4	15
13	4	4	5	4	17	3	4	4	4	15
14	3	4	4	3	14	3	3	3	4	13
15	4	3	4	3	14	4	4	3	4	15
16	4	4	5	5	18	4	5	5	4	18
17	4	4	4	4	16	2	4	4	3	13
18	4	4	4	3	15	3	4	3	3	13
19	5	5	5	5	20	4	5	5	5	19
20	4	4	4	4	16	4	4	4	4	16
21	4	2	2	2	10	3	4	4	4	15
22	4	4	4	4	16	4	4	4	4	16
23	3	2	4	3	12	4	4	5	5	18
24	2	4	3	4	13	3	4	3	2	12
25	5	5	5	5	20	4	5	5	5	19

26	3	4	4	4	15	2	4	5	4	15
27	4	4	5	4	17	3	5	4	5	17
28	5	3	5	4	17	4	5	5	4	18
29	5	5	4	4	18	3	5	5	4	17
30	5	4	5	4	18	3	5	5	4	17
31	5	5	4	4	18	3	5	5	4	17
32	5	4	5	3	17	4	4	4	4	16
33	4	3	4	3	14	3	4	4	3	14
34	5	2	4	4	15	4	4	4	4	16
35	4	4	2	1	11	4	4	4	4	16
36	5	5	5	5	20	3	4	4	5	16
37	5	5	5	4	19	2	5	5	4	16
38	5	5	5	5	20	3	2	3	4	12
39	5	5	3	2	15	3	2	3	1	9
40	3	4	4	4	15	3	3	3	3	12
41	2	3	5	5	15	4	3	3	3	13
42	5	3	5	5	18	3	3	4	3	13
43	3	4	3	3	13	4	3	3	3	13
44	4	3	4	3	14	4	2	2	2	10
45	3	3	3	4	13	4	2	1	2	9
46	3	5	3	4	15	4	3	4	3	14
47	5	5	5	5	20	4	3	3	3	13
48	5	5	3	3	16	3	2	4	3	12
49	3	3	4	3	13	4	3	3	3	13
50	3	3	3	3	12	3	3	3	3	12
51	2	2	2	2	8	2	2	2	2	8
52	3	3	5	5	16	3	3	3	3	12
53	2	2	2	2	8	5	5	5	3	18
54	5	5	5	5	20	2	1	2	2	7
55	5	3	3	3	14	4	3	4	3	14
56	5	5	5	5	20	2	2	5	3	12
57	5	3	4	3	15	4	4	3	4	15
58	3	3	3	3	12	3	1	3	2	9
59	3	3	3	3	12	3	3	3	4	13
60	5	3	3	3	14	2	4	4	4	14
61	3	3	3	3	12	3	4	4	4	15
62	3	3	3	3	12	4	3	4	4	15
63	3	4	3	4	14	3	5	3	4	15
64	3	3	5	4	15	4	4	5	3	16
65	5	5	5	5	20	3	4	3	3	13

66	5	3	3	5	16	5	4	3	5	17
67	3	3	3	3	12	2	4	2	4	12
68	5	5	5	5	20	3	4	4	3	14
69	4	5	5	4	18	4	3	4	4	15
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71	4	5	3	3	15	3	3	3	3	12
72	3	3	3	4	13	2	4	3	2	11
73	5	3	5	5	18	4	4	4	5	17
74	5	3	5	5	18	4	4	3	5	16
75	5	4	3	4	16	4	3	5	3	15
76	5	5	5	5	20	5	5	3	4	17
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78	5	4	5	4	18	4	3	3	3	13
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81	5	5	5	5	20	2	5	3	4	14
82	3	4	5	5	17	5	4	3	3	15
83	4	3	4	3	14	4	3	4	3	14
84	4	5	5	5	19	4	3	4	3	14
85	4	3	3	5	15	3	3	5	5	16
86	4	4	4	2	14	3	4	5	3	15
87	4	3	4	3	14	4	5	3	4	16
88	4	3	5	2	14	4	3	5	4	16
89	3	5	4	5	17	3	4	3	4	14
90	5	3	5	5	18	5	4	3	3	15
91	5	4	5	3	17	5	3	5	2	15
92	5	4	3	4	16	3	3	3	3	12
93	3	4	4	5	16	3	4	4	3	14
94	4	5	5	5	19	3	3	5	5	16
95	4	3	4	4	15	3	4	4	3	14
96	5	5	3	3	16	3	4	3	4	14
97	4	4	5	3	16	3	3	4	4	14
98	3	4	3	5	15	3	4	4	3	14
99	4	5	4	3	16	4	4	5	4	17
100	4	3	5	4	16	3	4	4	4	15

N O.	Y (KEPUTUSAN PEMBELIAN)					Y 6	TOT AL	Z (MINAT BELI)					TOT AL
	Y.1	Y.2	Y.3	Y.4	Y.5			Z. 1	Z. 2	Z. 3	Z. 4	Z. 5	

1	5	5	5	5	5	5	30	5	5	5	5	5	25
2	5	5	5	5	5	5	30	5	5	5	5	5	25
3	4	4	5	4	4	4	25	4	4	4	4	4	20
4	4	5	4	4	5	5	27	5	5	5	5	5	25
5	3	4	3	3	5	4	22	3	4	4	4	4	19
6	4	5	5	4	4	4	26	3	3	5	4	4	19
7	5	5	5	5	5	5	30	5	5	5	5	5	25
8	4	4	5	5	5	5	28	5	5	5	5	5	25
9	5	4	5	5	5	5	29	2	5	5	5	5	22
10	3	4	4	4	4	4	23	3	3	3	3	4	16
11	4	5	4	3	5	5	26	4	4	3	3	5	19
12	4	3	5	4	4	4	24	3	3	4	4	4	18
13	4	4	5	4	4	5	26	4	3	4	4	5	20
14	3	4	4	3	3	3	20	5	5	4	3	3	20
15	4	3	4	3	4	4	22	4	4	4	4	4	20
16	4	4	5	5	4	4	26	4	4	4	3	4	19
17	4	4	4	4	3	4	23	2	2	4	2	4	14
18	4	4	4	3	3	4	22	2	3	4	3	4	16
19	5	5	5	5	4	5	29	5	1	5	1	5	17
20	4	4	4	4	5	4	25	3	5	5	4	4	21
21	4	2	2	2	4	4	18	1	1	1	1	1	5
22	4	4	4	4	4	4	24	4	4	4	4	4	20
23	3	2	4	3	3	5	20	3	2	4	4	5	18
24	2	4	3	4	3	3	19	4	4	4	3	3	18
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27	4	4	5	4	4	5	26	4	3	4	4	5	20
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31	5	5	4	4	5	5	28	4	4	4	4	5	21
32	5	4	5	3	4	4	25	4	4	4	4	4	20
33	4	3	4	3	4	3	21	3	3	3	3	3	15
34	5	2	4	4	4	4	23	4	4	4	4	4	20
35	4	4	2	1	4	4	19	4	4	4	4	4	20
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37	5	5	5	4	5	5	29	5	4	5	4	5	23
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40	3	4	4	4	3	5	23	5	3	3	5	5	21
41	2	3	5	5	3	3	21	5	5	5	3	3	21
42	5	3	5	5	3	3	24	5	5	5	3	3	21
43	3	4	3	3	5	3	21	3	4	4	4	3	18
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46	3	5	3	4	3	3	21	3	4	4	3	3	17
47	5	5	5	5	3	4	27	5	3	5	2	2	17
48	5	5	3	3	5	4	25	3	4	5	3	2	17
49	3	3	4	3	5	3	21	5	4	3	3	3	18
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51	2	2	2	2	3	4	15	2	4	4	4	1	15
52	3	3	5	5	5	3	24	2	4	3	3	3	15
53	2	2	2	2	5	3	16	3	2	3	3	3	14
54	5	5	5	5	5	3	28	3	2	4	3	3	15
55	5	3	3	3	5	3	22	3	2	3	4	3	15
56	5	5	5	5	3	5	28	3	2	3	2	5	15
57	5	3	4	3	3	3	21	4	1	4	3	3	15
58	3	3	3	3	3	3	18	3	3	3	3	3	15
59	3	3	3	3	3	3	18	4	4	3	2	3	16
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61	3	3	3	3	5	3	20	2	4	3	5	3	17
62	3	3	3	3	3	3	18	5	5	5	5	3	23
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64	3	3	5	4	5	4	24	5	5	5	5	4	24
65	5	5	5	5	3	3	26	3	3	5	5	3	19
66	5	3	3	5	3	3	22	5	5	5	5	3	23
67	3	3	3	3	3	2	17	4	3	5	3	2	17
68	5	5	5	5	3	4	27	3	3	5	3	2	16
69	4	5	5	4	5	4	27	3	3	3	3	4	16
70	4	5	5	4	3	3	24	3	3	3	5	3	17
71	4	5	3	3	5	3	23	3	3	5	3	3	17
72	3	3	3	4	3	5	21	5	5	5	5	5	25
73	5	3	5	5	4	5	27	5	5	5	5	5	25
74	5	3	5	5	5	3	26	5	5	4	5	3	22
75	5	4	3	4	4	5	25	3	5	5	5	5	23
76	5	5	5	5	3	5	28	3	5	4	5	5	22
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78	5	4	5	4	4	3	25	3	3	4	3	3	16
79	5	4	5	3	3	3	23	3	5	3	3	3	17
80	3	3	3	3	3	5	20	5	3	3	3	5	19

81	5	5	5	5	3	5	28	3	5	4	5	5	22
82	3	4	5	5	3	3	23	5	3	3	5	3	19
83	4	3	4	3	3	5	22	5	3	3	5	5	21
84	4	5	5	5	3	3	25	3	3	3	5	3	17
85	4	3	3	5	3	5	23	3	5	5	2	5	20
86	4	4	4	2	3	5	22	5	5	4	5	5	24
87	4	3	4	3	5	5	24	5	5	5	3	5	23
88	4	3	5	2	3	5	22	5	3	3	5	5	21
89	3	5	4	5	3	5	25	5	5	5	5	5	25
90	5	3	5	5	3	5	26	5	3	3	5	5	21
91	5	4	5	3	5	3	25	5	3	5	5	3	21
92	5	4	3	4	3	3	22	5	3	3	3	3	17
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94	4	5	5	5	3	3	25	3	5	3	2	3	16
95	4	3	4	4	5	4	24	5	5	3	3	4	20
96	5	5	3	3	5	5	26	3	5	3	5	5	21
97	4	4	5	3	4	3	23	5	5	3	3	3	19
98	3	4	3	5	4	3	22	3	5	3	4	3	18
99	4	5	4	3	5	4	25	3	3	5	4	4	19
100	4	3	5	4	5	5	26	5	5	5	5	5	25

Lampiran 3

Uji Validitas & Reliabilitas (X1)

Correlations

		PROMOSI 1	PROMOSI 2	PROMOSI 3	PROMOSI 4	TOTAL PROMOSI
PROMOSI 1	Pearson Correlation	1	,400**	,432**	,286**	,703**
	Sig. (2-tailed)		,000	,000	,004	,000
	N	100	100	100	100	100
PROMOSI 2	Pearson Correlation	,400**	1	,352**	,379**	,712**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
PROMOSI 3	Pearson Correlation	,432**	,352**	1	,585**	,797**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
PROMOSI 4	Pearson Correlation	,286**	,379**	,585**	1	,765**
	Sig. (2-tailed)	,004	,000	,000		,000
	N	100	100	100	100	100
TOTAL PROMOSI	Pearson Correlation	,703**	,712**	,797**	,765**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
,732	4

Uji Validitas & Reliabilitas (X2)

Correlations

		HARGA 1	HARGA 2	HARGA 3	HARGA 4	TOTAL HARGA
HARGA 1	Pearson Correlation	1	,180	,154	,197*	,523**
	Sig. (2-tailed)		,072	,126	,050	,000
	N	100	100	100	100	100
HARGA 2	Pearson Correlation	,180	1	,436**	,578**	,792**
	Sig. (2-tailed)	,072		,000	,000	,000
	N	100	100	100	100	100
HARGA 3	Pearson Correlation	,154	,436**	1	,410**	,716**
	Sig. (2-tailed)	,126	,000		,000	,000
	N	100	100	100	100	100
HARGA 4	Pearson Correlation	,197*	,578**	,410**	1	,780**
	Sig. (2-tailed)	,050	,000	,000		,000
	N	100	100	100	100	100
TOTAL HARGA	Pearson Correlation	,523**	,792**	,716**	,780**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,665	4

Uji Validitas & Reliabilitas (Y)

		Correlations						T
		KEPUTUSAN PEMBELIAN 1	KEPUTUSAN PEMBELIAN 2	KEPUTUSAN PEMBELIAN 3	KEPUTUSAN PEMBELIAN 4	KEPUTUSAN PEMBELIAN 5	KEPUTUSAN PEMBELIAN 6	KEPUTUSAN PEMBELIAN
KEPUTUSAN PEMBELIAN 1	Pearson Correlation	1	,400**	,432**	,286**	,218*	,312**	,709**
	Sig. (2-tailed)		,000	,000	,004	,029	,002	,000
	N	100	100	100	100	100	100	100
KEPUTUSAN PEMBELIAN 2	Pearson Correlation	,400**	1	,352**	,379**	,146	,199*	,669**
	Sig. (2-tailed)	,000		,000	,000	,147	,047	,000
	N	100	100	100	100	100	100	100
KEPUTUSAN PEMBELIAN 3	Pearson Correlation	,432**	,352**	1	,585**	,042	,231*	,720**
	Sig. (2-tailed)	,000	,000		,000	,681	,021	,000
	N	100	100	100	100	100	100	100
KEPUTUSAN PEMBELIAN 4	Pearson Correlation	,286**	,379**	,585**	1	-,017	,163	,661**
	Sig. (2-tailed)	,004	,000	,000		,865	,106	,000
	N	100	100	100	100	100	100	100
KEPUTUSAN PEMBELIAN 5	Pearson Correlation	,218*	,146	,042	-,017	1	,170	,408**
	Sig. (2-tailed)	,029	,147	,681	,865		,091	,000
	N	100	100	100	100	100	100	100
KEPUTUSAN PEMBELIAN 6	Pearson Correlation	,312**	,199*	,231*	,163	,170	1	,547**
	Sig. (2-tailed)	,002	,047	,021	,106	,091		,000
	N	100	100	100	100	100	100	100
T KEPUTUSAN PEMBELIAN	Pearson Correlation	,709**	,669**	,720**	,661**	,408**	,547**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).
* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
,681	6

Uji Validitas & Reliabilitas (Z)

		Correlations					TOTAL MINAT BELI
		MINAT BELI 1	MINAT BELI 2	MINAT BELI 3	MINAT BELI 4	MINAT BELI 5	
MINAT BELI 1	Pearson Correlation	1	,362**	,364**	,268**	,352**	,699**
	Sig. (2-tailed)		,000	,000	,007	,000	,000
	N	100	100	100	100	100	100
MINAT BELI 2	Pearson Correlation	,362**	1	,401**	,352**	,226*	,705**
	Sig. (2-tailed)	,000		,000	,000	,023	,000
	N	100	100	100	100	100	100
MINAT BELI 3	Pearson Correlation	,364**	,401**	1	,229*	,247*	,638**
	Sig. (2-tailed)	,000	,000		,022	,013	,000
	N	100	100	100	100	100	100
MINAT BELI 4	Pearson Correlation	,268**	,352**	,229*	1	,368**	,670**
	Sig. (2-tailed)	,007	,000	,022		,000	,000
	N	100	100	100	100	100	100
MINAT BELI 5	Pearson Correlation	,352**	,226*	,247*	,368**	1	,654**
	Sig. (2-tailed)	,000	,023	,013	,000		,000
	N	100	100	100	100	100	100
TOTAL MINAT BELI	Pearson Correlation	,699**	,705**	,638**	,670**	,654**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,698	5

Lampiran 4

Uji Asumsi Klasik

Uji Normalitas

(Persamaan 1)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,00358671
Most Extreme Differences	Absolute	,063
	Positive	,056
	Negative	-,063
Test Statistic		,063
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.

(Persamaan 2)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,12253519
Most Extreme Differences	Absolute	,070
	Positive	,070
	Negative	-,069
Test Statistic		,070
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.

Regression

(Persamaan 1)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTAL HARGA, TOTAL PROMOSI ^b	.	Enter

a. Dependent Variable: TOTAL MINAT BELI

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,489 ^a	,239	,224	3,03439

a. Predictors: (Constant), TOTAL HARGA, TOTAL PROMOSI

b. Dependent Variable: TOTAL MINAT BELI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	281,108	2	140,554	15,265	,000 ^b
	Residual	893,132	97	9,208		
	Total	1174,240	99			

a. Dependent Variable: TOTAL MINAT BELI

b. Predictors: (Constant), TOTAL HARGA, TOTAL PROMOSI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,178	2,210		3,248	,002		
	TOTAL PROMOSI	,335	,116	,268	2,888	,005	,909	1,100
	TOTAL HARGA	,459	,127	,336	3,622	,000	,909	1,100

a. Dependent Variable: TOTAL MINAT BELI

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,5308	23,0592	19,2400	1,68507	100
Std. Predicted Value	-3,388	2,266	,000	1,000	100
Standard Error of Predicted Value	,306	1,244	,493	,183	100
Adjusted Predicted Value	13,3149	22,9286	19,2506	1,68659	100
Residual	-12,41511	8,41757	,00000	3,00359	100
Std. Residual	-4,091	2,774	,000	,990	100
Stud. Residual	-4,226	2,825	-,002	1,009	100
Deleted Residual	-13,24425	8,72839	-,01057	3,12283	100
Stud. Deleted Residual	-4,654	2,933	-,004	1,035	100
Mahal. Distance	,016	15,641	1,980	2,618	100
Cook's Distance	,000	,398	,013	,044	100
Centered Leverage Value	,000	,158	,020	,026	100

a. Dependent Variable: TOTAL MINAT BELI

(Persamaan 2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,944 ^a	,890	,887	1,13994

a. Predictors: (Constant), TOTAL MINAT BELI, TOTAL PROMOSI, TOTAL HARGA

b. Dependent Variable: T KEPUTUSAN PEMBELIAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1011,362	3	337,121	259,431	,000 ^b
	Residual	124,748	96	1,299		
	Total	1136,110	99			

a. Dependent Variable: T KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), TOTAL MINAT BELI, TOTAL PROMOSI, TOTAL HARGA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,705	,874		3,094	,003		
	TOTAL PROMOSI	1,038	,045	,846	22,879	,000	,837	1,194
	TOTAL HARGA	,174	,051	,129	3,423	,001	,801	1,248
	TOTAL MINAT BELI	,108	,038	,110	2,833	,006	,761	1,315

a. Dependent Variable: T KEPUTUSAN PEMBELIAN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,0205	29,6433	23,8300	3,19621	100
Std. Predicted Value	-3,069	1,819	,000	1,000	100
Standard Error of Predicted Value	,119	,553	,214	,080	100
Adjusted Predicted Value	13,8735	29,6176	23,8191	3,20944	100
Residual	-2,75353	2,07079	,00000	1,12254	100
Std. Residual	-2,416	1,817	,000	,985	100
Stud. Residual	-2,449	1,879	,004	1,007	100
Deleted Residual	-2,83017	2,31095	,01085	1,17474	100
Stud. Deleted Residual	-2,516	1,905	,003	1,014	100
Mahal. Distance	,089	22,293	2,970	3,512	100
Cook's Distance	,000	,242	,012	,029	100
Centered Leverage Value	,001	,225	,030	,035	100

a. Dependent Variable: T KEPUTUSAN PEMBELIAN

T. Tabel

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002

1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490

32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688

Titik Persentase Distribusi t (df = 41 – 80)

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002

41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567

74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526

Titik Persentase Distribusi t (df = 81 -120)

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106							

107	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
108	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
109	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
110	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
111	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
112	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
113	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
114	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
115	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
116	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
117	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
118	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
119	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
120	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954