

Lampiran 2
Tabulasi Data

KUALITAS PRODUK (X1)							
NO	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL X1
1	5	4	4	4	5	5	27
2	4	4	4	4	4	4	24
3	3	3	3	3	2	3	17
4	4	5	4	5	3	5	26
5	4	4	4	4	4	4	24
6	4	4	5	5	4	4	26
7	4	4	4	4	4	4	24
8	4	4	5	4	5	5	27
9	4	5	4	4	4	4	25
10	4	5	5	4	4	5	27
11	4	5	5	4	4	5	27
12	4	4	5	5	4	4	26
13	4	4	4	4	4	5	25
14	4	4	3	4	4	3	22
15	4	4	4	4	4	4	24
16	4	4	4	4	4	4	24
17	4	4	4	4	4	4	24
18	5	5	5	5	5	5	30
19	4	4	4	5	4	4	25
20	5	4	4	4	5	4	26
21	4	4	5	5	4	4	26
22	5	4	4	5	4	4	26
23	4	4	5	4	4	4	25
24	4	4	5	4	4	5	26

25	5	4	4	4	4	4	25
26	4	4	4	4	5	4	25
27	4	4	4	5	4	4	25
28	4	4	4	4	4	4	24
29	4	4	5	4	4	4	25
30	4	4	5	4	4	4	25
31	4	4	4	4	4	5	25
32	5	4	4	4	4	5	26
33	4	4	5	4	4	4	25
34	4	4	5	4	4	4	25
35	4	4	4	4	4	5	25
36	4	4	5	4	4	4	25
37	4	4	4	4	4	5	25
38	4	4	5	4	4	4	25
39	4	4	5	4	4	5	26
40	4	4	5	4	4	5	26
41	4	4	5	4	4	4	25
42	4	4	4	5	4	5	26
43	4	4	5	4	4	5	26
44	4	4	4	5	4	5	26
45	4	4	5	4	4	5	26
46	4	4	5	4	4	5	26
47	4	4	5	4	5	4	26
48	4	4	5	5	5	5	28
49	4	4	5	5	4	4	26
50	4	4	4	4	5	5	26
51	4	5	4	4	4	5	26
52	4	5	5	4	4	4	26
53	4	4	5	4	4	5	26
54	4	4	5	4	4	4	25

55	4	4	5	5	4	5	27
56	4	4	5	5	4	4	26
57	4	4	4	4	4	5	25
58	4	4	4	4	4	5	25
59	4	4	5	4	4	5	26
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66	4	4	5	4	4	5	26
67	4	4	5	4	4	4	25
68	5	5	4	4	4	4	26
69	5	5	4	4	4	5	27
70	4	4	5	4	4	4	25
71	4	4	4	4	4	5	25
72	4	4	5	4	4	4	25
73	4	4	4	4	4	4	24
74	4	4	4	4	4	4	24
75	4	4	4	4	4	4	24
76	4	4	4	4	4	4	24
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79	4	4	4	4	4	4	24
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81	4	4	4	4	4	4	24
82	4	4	4	4	4	4	24
83	4	4	4	4	4	4	24
84	4	4	4	4	4	4	24

85	4	4	4	4	4	4	24
86	4	4	4	4	4	4	24
87	4	4	4	4	4	4	24
88	4	4	4	4	4	4	24
89	4	4	4	4	4	4	24
90	4	4	4	4	4	4	24
91	4	4	4	4	4	4	24
92	4	4	4	4	4	4	24
93	4	4	4	4	4	4	24
94	4	4	4	4	4	4	24
95	4	4	4	4	4	4	24
96	4	4	4	4	4	4	24
97	4	4	4	4	4	4	24
98	4	4	4	4	4	4	24
99	4	4	4	4	4	4	24
100	4	4	4	4	4	4	24
101	4	4	4	4	4	4	24

HARGA (X2)							
NO	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTAL X2
1	5	4	5	5	5	4	28
2	2	3	3	2	3	3	16
3	4	4	4	4	4	4	24
4	4	4	4	5	4	5	26
5	4	4	4	4	4	4	24
6	4	4	5	5	4	4	26
7	4	3	4	4	3	3	21
8	5	5	5	5	5	5	30
9	4	4	5	5	4	5	27
10	5	4	4	4	4	4	25
11	5	5	5	4	4	5	28
12	5	5	5	5	5	5	30
13	4	5	4	4	4	5	26
14	4	4	4	4	4	4	24
15	4	4	4	4	4	4	24
16	4	4	4	4	4	4	24
17	4	4	4	4	4	4	24
18	4	4	4	4	4	5	25
19	4	4	5	4	4	5	26
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21	5	4	4	5	4	4	26
22	5	4	4	4	4	4	25
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25	4	5	4	4	4	4	25
26	4	4	5	5	4	4	26
27	4	4	4	4	4	4	24
28	5	4	4	4	4	5	26

29	5	4	4	5	4	4	26
30	4	4	5	5	4	4	26
31	4	5	4	4	4	4	25
32	4	4	5	5	4	4	26
33	4	4	4	5	4	4	25
34	5	5	4	5	4	4	27
35	4	4	4	4	4	4	24
36	5	4	4	4	4	4	25
37	5	4	4	5	4	4	26
38	5	4	5	4	4	4	26
39	4	5	4	4	4	4	25
40	4	4	5	4	4	4	25
41	5	4	5	4	4	4	26
42	4	4	4	5	4	4	25
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46	5	4	5	4	4	4	26
47	4	4	5	5	4	4	26
48	4	5	5	4	4	5	27
49	5	4	4	5	4	4	26
50	5	4	4	5	4	4	26
51	4	5	4	4	4	4	25
52	5	4	4	4	4	5	26
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55	4	4	5	4	4	4	25
56	4	4	4	4	4	5	25
57	4	4	4	4	4	4	24
58	4	4	4	4	5	5	26

59	4	4	4	4	4	4	24
60	4	4	4	5	4	4	25
61	4	4	4	4	4	4	24
62	4	4	4	4	4	5	25
63	4	4	4	5	4	4	25
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66	4	4	4	4	4	4	24
67	4	4	5	5	4	4	26
68	4	4	4	4	4	4	24
69	4	4	4	4	4	4	24
70	4	4	4	4	4	4	24
71	4	4	4	5	4	4	25
72	4	4	4	4	4	4	24
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76	4	4	4	4	4	4	24
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84	4	4	4	4	4	4	24
85	4	4	4	4	4	4	24
86	4	4	4	4	4	4	24
87	4	4	4	4	4	4	24
88	4	4	4	4	4	4	24

89	4	4	4	4	4	4	24
90	4	4	4	4	4	4	24
91	4	4	4	4	4	4	24
92	4	4	4	4	4	4	24
93	4	4	4	4	4	4	24
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96	4	4	4	4	4	4	24
97	4	4	4	4	4	4	24
98	4	4	4	4	4	4	24
99	4	4	5	5	4	4	26
100	4	5	4	5	4	4	26
101	4	5	4	5	4	4	26

PROMOSI DI MEDIA SOSIAL (X3)							
NO	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	TOTAL X3
1	4	4	4	4	4	4	24
2	1	4	4	3	3	4	19
3	1	2	2	2	2	2	11
4	3	3	3	3	3	3	18
5	4	4	4	4	4	4	24
6	2	3	3	2	1	1	12
7	2	2	2	1	2	2	11
8	4	3	3	3	3	2	18
9	3	3	4	4	3	4	21
10	3	3	4	3	3	3	19
11	2	3	3	3	4	3	18
12	2	3	4	2	3	4	18
13	3	1	1	4	4	4	17
14	2	2	3	1	2	3	13
15	2	3	3	3	2	3	16
16	4	4	4	4	4	4	24
17	3	4	4	4	4	4	23
18	1	1	1	4	4	4	15
19	2	3	2	3	2	3	15
20	3	3	2	3	3	3	17
21	3	3	3	3	3	3	18
22	2	3	3	3	3	3	17
23	3	3	2	3	2	2	15
24	2	3	3	3	3	3	17
25	3	3	2	3	3	3	17
26	3	2	3	3	3	3	17
27	2	3	3	3	3	3	17

28	3	3	3	3	3	3	18
29	3	3	3	3	3	3	18
30	3	3	3	3	3	3	18
31	3	3	3	3	3	2	17
32	3	3	3	2	3	3	17
33	3	3	2	3	3	3	17
34	3	3	3	3	3	3	18
35	3	3	3	3	3	3	18
36	3	3	2	3	3	3	17
37	3	3	3	3	3	3	18
38	3	3	3	2	3	3	17
39	3	3	3	3	3	3	18
40	3	2	3	3	3	3	17
41	3	3	2	3	3	3	17
42	3	3	3	3	3	3	18
43	3	3	3	2	3	3	17
44	3	3	2	2	3	3	16
45	3	3	3	3	2	3	17
46	3	3	2	3	3	3	17
47	3	2	3	3	2	3	16
48	3	2	3	3	2	2	15
49	3	3	2	3	3	2	16
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53	3	3	3	3	3	3	18
54	3	3	2	3	3	3	17
55	3	3	3	3	3	3	18
56	3	3	3	3	3	3	18
57	3	3	3	3	2	3	17

58	3	3	2	3	3	3	17
59	3	3	2	2	3	3	16
60	3	3	2	2	3	3	16
61	3	2	3	3	2	3	16
62	3	3	3	3	3	3	18
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66	3	3	3	2	3	3	17
67	3	3	2	3	3	3	17
68	3	3	2	2	3	3	16
69	3	3	2	2	3	3	16
70	3	3	2	3	3	3	17
71	3	3	3	3	3	3	18
72	3	3	3	3	3	3	18
73	3	3	3	3	3	3	18
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76	3	3	3	3	3	3	18
77	3	3	3	3	3	3	18
78	3	3	3	3	3	3	18
79	3	3	3	3	3	3	18
80	3	3	3	3	3	3	18
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82	3	3	3	3	3	3	18
83	3	3	3	2	3	3	17
84	3	3	3	3	3	3	18
85	3	3	3	3	3	3	18
86	3	3	3	3	3	3	18
87	3	3	3	3	3	3	18

88	3	3	3	3	3	3	18
89	3	3	3	3	3	3	18
90	3	3	3	3	3	3	18
91	3	3	3	3	3	3	18
92	3	3	3	3	3	3	18
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95	3	2	3	3	2	3	16
96	3	3	2	2	3	3	16
97	3	2	2	3	3	3	16
98	3	2	2	3	3	3	16
99	2	2	3	2	3	3	15
100	2	2	2	3	2	2	13
101	2	2	2	3	2	2	13

KEPUTUSAN PEMBELIAN (Y)							
NO	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	TOTAL Y1
1	4	4	4	5	5	4	26
2	4	4	4	4	4	4	24
3	2	2	2	4	4	4	18
4	4	4	4	4	4	4	24
5	4	4	4	4	4	4	24
6	5	2	2	5	5	5	24
7	3	3	3	4	4	4	21
8	4	4	5	5	5	5	28
9	4	4	5	5	5	4	27
10	3	3	5	5	5	5	26
11	3	5	5	5	4	5	27
12	4	5	5	3	5	5	27
13	4	5	4	4	3	4	24
14	4	4	3	3	4	4	22
15	4	3	4	4	4	4	23
16	4	4	4	4	4	4	24
17	4	2	3	3	4	4	20
18	4	4	4	4	4	4	24
19	4	5	4	4	4	4	25
20	4	4	4	5	4	4	25
21	4	4	5	4	4	5	26
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23	4	4	4	4	4	4	24
24	4	4	4	4	4	5	25
25	4	4	4	5	4	4	25
26	4	4	4	4	4	4	24
27	5	4	4	5	4	4	26

28	4	4	5	5	4	4	26
29	4	4	4	4	5	5	26
30	4	4	5	5	4	4	26
31	4	4	5	5	4	4	26
32	4	4	5	4	4	4	25
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44	5	4	4	4	4	4	25
45	4	4	5	5	5	5	28
46	4	4	5	4	4	4	25
47	4	4	5	5	5	4	27
48	4	4	5	5	4	4	26
49	4	4	5	4	4	5	26
50	4	4	5	4	4	4	25
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54	4	4	5	5	4	4	26
55	4	4	5	5	4	4	26
56	4	4	5	5	4	4	26
57	4	4	5	5	4	4	26

58	4	4	5	4	4	4	25
59	4	4	5	4	4	4	25
60	4	4	4	4	4	4	24
61	4	4	5	4	5	4	26
62	4	4	5	5	4	4	26
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66	4	4	5	5	4	4	26
67	4	4	4	4	4	4	24
68	4	4	5	5	4	4	26
69	4	4	5	4	4	4	25
70	4	4	4	4	5	4	25
71	4	4	4	4	4	4	24
72	4	4	4	4	4	4	24
73	4	4	4	4	4	4	24
74	4	4	4	4	4	4	24
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84	4	4	4	4	4	4	24
85	4	4	4	4	4	4	24
86	4	4	4	4	4	4	24
87	4	4	4	4	4	4	24

88	4	4	4	4	4	4	24
89	4	4	4	4	4	4	24
90	4	4	4	4	4	4	24
91	4	4	4	4	4	4	24
92	4	5	4	4	4	4	25
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94	4	4	4	4	4	4	24
95	4	4	4	4	4	4	24
96	3	3	4	4	4	4	22
97	3	3	4	4	4	4	22
98	4	3	4	4	4	4	23
99	4	3	4	4	4	4	23
100	4	4	4	4	4	4	24
101	4	4	4	4	4	4	24

Lampiran 3

Deskripsi Jawaban Responden

Variabel Kualitas Produk (X1)

Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
N	Valid	101	101	101	101	101	101
	Missing	0	0	0	0	0	0

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0	1.0
	4	66	65.3	65.3	66.3
	5	34	33.7	33.7	100.0
	Total	101	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0	1.0
	4	73	72.3	72.3	73.3
	5	27	26.7	26.7	100.0
	Total	101	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0
	4	74	73.3	75.2
	5	25	24.8	100.0
	Total	101	100.0	100.0

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0
	4	95	94.1	95.0
	5	5	5.0	100.0
	Total	101	100.0	100.0

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0
	4	97	96.0	97.0
	5	3	3.0	100.0
	Total	101	100.0	100.0

X1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0
	4	82	81.2	83.2
	5	17	16.8	100.0
	Total	101	100.0	100.0

Variabel Harga (X2)

Statistics

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
N	Valid	101	101	101	101	101	101
	Missing	0	0	0	0	0	0

Frequency Table

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0
	4	79	78.2	79.2
	5	21	20.8	100.0
	Total	101	100.0	100.0

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0
	4	84	83.2	85.1
	5	15	14.9	100.0
	Total	101	100.0	100.0

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0
	4	77	76.2	77.2
	5	23	22.8	100.0
	Total	101	100.0	100.0

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0
	4	72	71.3	72.3
	5	28	27.7	100.0
	Total	101	100.0	100.0

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0	2.0
	4	95	94.1	94.1	96.0
	5	4	4.0	4.0	100.0
	Total	101	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0	2.0
	4	84	83.2	83.2	85.1
	5	15	14.9	14.9	100.0
	Total	101	100.0	100.0	

Variabel Promosi di Medai Sosial (X3)

Statistics

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6
N	Valid	101	101	101	101	101	101
	Missing	0	0	0	0	0	0

Frequency Table

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0

	2	14	13.9	13.9	16.8
	3	80	79.2	79.2	96.0
	4	4	4.0	4.0	100.0
	Total	101	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	16	15.8	15.8	17.8
	3	78	77.2	77.2	95.0
	4	5	5.0	5.0	100.0
	Total	101	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	27	26.7	26.7	28.7
	3	64	63.4	63.4	92.1
	4	8	7.9	7.9	100.0
	Total	101	100.0	100.0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0
	2	15	14.9	16.8
	3	77	76.2	93.1
	4	7	6.9	100.0
	Total	101	100.0	100.0

X3.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0
	2	16	15.8	16.8
	3	77	76.2	93.1
	4	7	6.9	100.0
	Total	101	100.0	100.0

X3.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0
	2	8	7.9	8.9
	3	83	82.2	91.1
	4	9	8.9	100.0
	Total	101	100.0	100.0

Variabel Keputusan Pembelian (Y)

Statistics

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
N	Valid	101	101	101	101	101	101
	Missing	0	0	0	0	0	0

Frequency Table

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	5.9	5.9	5.9
	4	92	91.1	91.1	97.0
	5	3	3.0	3.0	100.0
	Total	101	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	9	8.9	8.9	9.9
	4	87	86.1	86.1	96.0
	5	4	4.0	4.0	100.0
	Total	101	100.0	100.0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.0	3.0
	4	62	61.4	64.4
	5	36	35.6	100.0
	Total	101	100.0	100.0

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0
	4	67	66.3	68.3
	5	32	31.7	100.0
	Total	101	100.0	100.0

Y1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0
	4	84	83.2	85.1
	5	15	14.9	100.0
	Total	101	100.0	100.0

Y1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0
	4	88	87.1	88.1
	5	12	11.9	100.0
	Total	101	100.0	100.0

Lampiran 4

SPSS

UJI VALIDITAS

Kualitas Produk (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5
X1.1	Pearson Correlation	1	.771**	-.022	.058	.205*
	Sig. (2-tailed)		.000	.824	.563	.039
	N	101	101	101	101	101
X1.2	Pearson Correlation	.771**	1	.097	.087	.225*
	Sig. (2-tailed)	.000		.337	.387	.024
	N	101	101	101	101	101
X1.3	Pearson Correlation	-.022	.097	1	.185	.306**
	Sig. (2-tailed)	.824	.337		.064	.002
	N	101	101	101	101	101
X1.4	Pearson Correlation	.058	.087	.185	1	.620**
	Sig. (2-tailed)	.563	.387	.064		.000
	N	101	101	101	101	101
X1.5	Pearson Correlation	.205*	.225*	.306**	.620**	1
	Sig. (2-tailed)	.039	.024	.002	.000	
	N	101	101	101	101	101

X1.6	Pearson Correlation	-.045	-.046	.345**	.445**	.356**
	Sig. (2-tailed)	.657	.651	.000	.000	.000
	N	101	101	101	101	101
Kualitas Produk (X1)	Pearson Correlation	.636**	.679**	.549**	.532**	.650**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	101	101	101	101	101

Correlations

		X1.6	Kualitas Produk (X1)
X1.1	Pearson Correlation	-.045	.636**
	Sig. (2-tailed)	.657	.000
	N	101	101
X1.2	Pearson Correlation	-.046**	.679
	Sig. (2-tailed)	.651	.000
	N	101	101
X1.3	Pearson Correlation	.345	.549
	Sig. (2-tailed)	.000	.000
	N	101	101
X1.4	Pearson Correlation	.445	.532
	Sig. (2-tailed)	.000	.000
	N	101	101
X1.5	Pearson Correlation	.356*	.650*
	Sig. (2-tailed)	.000	.000
	N	101	101
X1.6	Pearson Correlation	1	.522
	Sig. (2-tailed)		.000

	N	101	101
Kualitas Produk (X1)	Pearson Correlation	.522**	1**
	Sig. (2-tailed)	.000	
	N	101	101

Harga (X2)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
X2.1	Pearson Correlation	1	.307**	.240*	.391**	.409**	.251*
	Sig. (2-tailed)		.002	.016	.000	.000	.011
	N	101	101	101	101	101	101
X2.2	Pearson Correlation	.307**	1	.185	.236*	.392**	.348**
	Sig. (2-tailed)	.002		.065	.017	.000	.000
	N	101	101	101	101	101	101
X2.3	Pearson Correlation	.240*	.185	1	.378**	.333**	.301**
	Sig. (2-tailed)	.016	.065		.000	.001	.002
	N	101	101	101	101	101	101
X2.4	Pearson Correlation	.391**	.236*	.378**	1	.365**	.135
	Sig. (2-tailed)	.000	.017	.000		.000	.179
	N	101	101	101	101	101	101
X2.5	Pearson Correlation	.409**	.392**	.333**	.365**	1	.496**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	101	101	101	101	101	101
X2.6	Pearson Correlation	.251*	.348**	.301**	.135	.496**	1

	Sig. (2-tailed)	.011	.000	.002	.179	.000	
	N	101	101	101	101	101	101
Harga (X2)	Pearson Correlation	.683**	.608**	.637**	.684**	.700**	.608**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	101	101	101	101	101	101

Correlations

		Harga (X2)
X2.1	Pearson Correlation	.683
	Sig. (2-tailed)	.000
	N	101
X2.2	Pearson Correlation	.608**
	Sig. (2-tailed)	.000
	N	101
X2.3	Pearson Correlation	.637*
	Sig. (2-tailed)	.000
	N	101
X2.4	Pearson Correlation	.684**
	Sig. (2-tailed)	.000
	N	101
X2.5	Pearson Correlation	.700**
	Sig. (2-tailed)	.000
	N	101
X2.6	Pearson Correlation	.608*
	Sig. (2-tailed)	.000
	N	101
Harga (X2)	Pearson Correlation	1**

Sig. (2-tailed)	
N	101

Promosi di Media Sosial

Correlations

		X3.1	X3.2	X3.3	X3.4
X3.1	Pearson Correlation	1	.355**	.228*	.289**
	Sig. (2-tailed)		.000	.022	.003
	N	101	101	101	101
X3.2	Pearson Correlation	.355**	1	.490**	.152
	Sig. (2-tailed)	.000		.000	.128
	N	101	101	101	101
X3.3	Pearson Correlation	.228*	.490**	1	.191
	Sig. (2-tailed)	.022	.000		.056
	N	101	101	101	101
X3.4	Pearson Correlation	.289**	.152	.191	1
	Sig. (2-tailed)	.003	.128	.056	
	N	101	101	101	101
X3.5	Pearson Correlation	.310**	.242*	.112	.431**
	Sig. (2-tailed)	.002	.015	.265	.000
	N	101	101	101	101
X3.6	Pearson Correlation	.118	.205*	.276**	.444**
	Sig. (2-tailed)	.239	.040	.005	.000
	N	101	101	101	101

Promosi Di Media Sosial (X3)	Pearson Correlation	.598**	.642**	.627**	.643**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	101	101	101	101

Correlations

		X3.5	X3.6	Promosi Di Media Sosial (X3)
X3.1	Pearson Correlation	.310	.118**	.598*
	Sig. (2-tailed)	.002	.239	.000
	N	101	101	101
X3.2	Pearson Correlation	.242**	.205	.642**
	Sig. (2-tailed)	.015	.040	.000
	N	101	101	101
X3.3	Pearson Correlation	.112*	.276**	.627
	Sig. (2-tailed)	.265	.005	.000
	N	101	101	101
X3.4	Pearson Correlation	.431**	.444	.643
	Sig. (2-tailed)	.000	.000	.000
	N	101	101	101
X3.5	Pearson Correlation	1**	.640*	.684
	Sig. (2-tailed)		.000	.000
	N	101	101	101
X3.6	Pearson Correlation	.640	1*	.669**
	Sig. (2-tailed)	.000		.000
	N	101	101	101
Promosi Di Media Sosial (X3)	Pearson Correlation	.684**	.669**	1**
	Sig. (2-tailed)	.000	.000	

N	101	101	101
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Keputusan Pembelian (Y)

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4
Y1.1	Pearson Correlation	1	.560**	.125	.126
	Sig. (2-tailed)		.000	.213	.208
	N	101	101	101	101
Y1.2	Pearson Correlation	.560**	1	.245*	.200*
	Sig. (2-tailed)	.000		.014	.045
	N	101	101	101	101
Y1.3	Pearson Correlation	.125	.245*	1	.571**
	Sig. (2-tailed)	.213	.014		.000
	N	101	101	101	101
Y1.4	Pearson Correlation	.126	.200*	.571**	1
	Sig. (2-tailed)	.208	.045	.000	
	N	101	101	101	101
Y1.5	Pearson Correlation	.033	-.006	.229*	.415**
	Sig. (2-tailed)	.743	.951	.022	.000
	N	101	101	101	101
Y1.6	Pearson Correlation	.032	.055	.241*	.275**
	Sig. (2-tailed)	.752	.588	.015	.005
	N	101	101	101	101

Keputusan Pembelian (Y)	Pearson Correlation	.442**	.534**	.733**	.768**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	101	101	101	101

Correlations

		Y1.5	Y1.6	Keputusan Pembelian (Y)
Y1.1	Pearson Correlation	.033	.032**	.442
	Sig. (2-tailed)	.743	.752	.000
	N	101	101	101
Y1.2	Pearson Correlation	-.006**	.055	.534*
	Sig. (2-tailed)	.951	.588	.000
	N	101	101	101
Y1.3	Pearson Correlation	.229	.241*	.733
	Sig. (2-tailed)	.022	.015	.000
	N	101	101	101
Y1.4	Pearson Correlation	.415	.275*	.768**
	Sig. (2-tailed)	.000	.005	.000
	N	101	101	101
Y1.5	Pearson Correlation	1	.490	.583*
	Sig. (2-tailed)		.000	.000
	N	101	101	101
Y1.6	Pearson Correlation	.490	1	.542*
	Sig. (2-tailed)	.000		.000
	N	101	101	101
Keputusan Pembelian (Y)	Pearson Correlation	.583**	.542**	1**
	Sig. (2-tailed)	.000	.000	

N	101	101	101
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Uji Reliabilitas

Kualitas Produk (X1)

Case Processing Summary

		N	%
Cases	Valid	101	100.0
	Excluded ^a	0	.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.604	.653	6

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.33	.492	101
X1.2	4.26	.462	101
X1.3	4.23	.467	101

X1.4	4.04	.242	101
X1.5	4.01	.264	101
X1.6	4.15	.410	101

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.168	4.010	4.327	.317	1.079	.016	6
Item Variances	.161	.058	.242	.184	4.146	.006	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	20.68	1.319	.344	.609	.561
X1.2	20.75	1.288	.428	.613	.517
X1.3	20.78	1.452	.249	.195	.603
X1.4	20.97	1.649	.390	.450	.560
X1.5	21.00	1.540	.518	.456	.520
X1.6	20.86	1.521	.259	.285	.591

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25.01	1.950	1.396	6

Harga (X2)

Case Processing Summary

		N	%
Cases	Valid	101	100.0
	Excluded ^a	0	.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.711	.736	6

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.19	.463	101
X2.2	4.13	.391	101
X2.3	4.22	.438	101
X2.4	4.26	.503	101
X2.5	4.02	.244	101
X2.6	4.13	.391	101

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.157	4.020	4.257	.238	1.059	.007	6
Item Variances	.171	.060	.253	.193	4.246	.004	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	20.75	1.728	.472	.255	.663
X2.2	20.81	1.914	.414	.212	.680
X2.3	20.72	1.822	.424	.217	.678
X2.4	20.68	1.679	.449	.279	.675
X2.5	20.92	2.034	.608	.402	.656
X2.6	20.81	1.914	.414	.306	.680

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.94	2.516	1.586	6

Promosi di Media Sosial (X3)

Case Processing Summary

		N	%
Cases	Valid	101	100.0
	Excluded ^a	0	.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.712	.719	6

Item Statistics

	Mean	Std. Deviation	N
X3.1	2.84	.524	101
X3.2	2.85	.517	101
X3.3	2.77	.615	101
X3.4	2.88	.535	101
X3.5	2.89	.508	101
X3.6	2.99	.458	101

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.871	2.772	2.990	.218	1.079	.005	6
Item Variances	.279	.210	.378	.168	1.799	.003	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	14.39	3.119	.391	.239	.689
X3.2	14.38	3.037	.451	.320	.671
X3.3	14.46	2.930	.385	.308	.697
X3.4	14.35	3.009	.444	.274	.673
X3.5	14.34	2.966	.511	.500	.653
X3.6	14.24	3.083	.513	.500	.657

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.23	4.118	2.029	6

Uji Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian (Y)	24.76	1.537	101
Kualitas Produk (X1)	25.01	1.396	101
Harga (X2)	24.94	1.586	101
Promosi Di Media Sosial (X3)	17.23	2.029	101

Correlations

		Keputusan Pembelian (Y)	Kualitas Produk (X1)	Harga (X2)
Pearson Correlation	Keputusan Pembelian (Y)	1.000	.658	.490
	Kualitas Produk (X1)	.658	1.000	.429
	Harga (X2)	.490	.429	1.000
	Promosi Di Media Sosial (X3)	.232	.147	.054
Sig. (1-tailed)	Keputusan Pembelian (Y)	.	.000	.000
	Kualitas Produk (X1)	.000	.	.000
	Harga (X2)	.000	.000	.
	Promosi Di Media Sosial (X3)	.010	.071	.296

N	Keputusan Pembelian (Y)	101	101	101
	Kualitas Produk (X1)	101	101	101
	Harga (X2)	101	101	101
	Promosi Di Media Sosial (X3)	101	101	101

Correlations

		Promosi Di Media Sosial (X3)
Pearson Correlation	Keputusan Pembelian (Y)	.232
	Kualitas Produk (X1)	.147
	Harga (X2)	.054
	Promosi Di Media Sosial (X3)	1.000
Sig. (1-tailed)	Keputusan Pembelian (Y)	.010
	Kualitas Produk (X1)	.071
	Harga (X2)	.296
	Promosi Di Media Sosial (X3)	.
N	Keputusan Pembelian (Y)	101
	Kualitas Produk (X1)	101
	Harga (X2)	101
	Promosi Di Media Sosial (X3)	101

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
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1	Promosi Di Media Sosial (X3), Harga (X2), Kualitas Produk (X1) ^b	.	Enter
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a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.711 ^a	.505	.490	1.098	.505	33.033	3

Model Summary^b

Model	Change Statistics		Durbin-Watson
	df2	Sig. F Change	
1	97 ^a	.000	1.629

a. Predictors: (Constant), Promosi Di Media Sosial (X3), Harga (X2), Kualitas Produk (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.413	3	39.804	33.033	.000 ^b
	Residual	116.884	97	1.205		
	Total	236.297	100			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Promosi Di Media Sosial (X3), Harga (X2), Kualitas Produk (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.212	2.295		.964	.338
	Kualitas Produk (X1)	.580	.088	.527	6.604	.000
	Harga (X2)	.249	.077	.257	3.245	.002
	Promosi Di Media Sosial (X3)	.107	.055	.141	1.950	.054

Coefficients^a

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	Kualitas Produk (X1)	.658	.557	.472	.800	1.249
	Harga (X2)	.490	.313	.232	.816	1.226
	Promosi Di Media Sosial (X3)	.232	.194	.139	.978	1.022

a. Dependent Variable: Keputusan Pembelian (Y)