

LAMPIRAN

Lampiran 1. Data Deskripsi Konsumen

No	Gender	Pendidikan	Usia
1	1	3	1
2	1	4	2
3	1	3	1
4	1	3	1
5	2	4	2
6	2	4	4
7	1	3	3
8	1	2	4
9	2	3	1
10	1	4	1
11	2	4	2
12	2	4	1
13	1	3	3
14	2	3	1
15	2	3	2
16	1	4	2
17	1	3	3
18	2	2	3
19	2	3	3
20	2	3	2
21	1	4	4
22	1	3	1
23	2	4	1
24	1	4	2
25	2	3	1
26	1	3	1
27	2	3	2
28	1	3	1
29	2	4	1
30	2	3	1

Ket :

1 Gender :

1 = Laki-laki

2 = Wanita

2 Pendidikan terakhir :

1 = SD

2 = SMP

3 = SMA/SMK

4 = Sarjana

3 Usia :

1 = 20-30

2 = 31-40

3 = 41-50

4 = > 51

Lampiran 2. Data Variabel Harga

Harga						
No	X1.1	X1.2	X1.3	X1.4	Σ	Rata-rata
1	3	4	3	5	15	5.00
2	5	2	4	5	16	5.33
3	4	3	4	5	16	5.33
4	4	5	4	4	17	5.67
5	2	2	5	5	14	4.67
6	4	3	4	5	16	5.33
7	4	3	5	5	17	5.67
8	4	5	5	5	19	6.33
9	2	2	2	5	11	3.67
10	4	5	4	5	18	6.00
11	4	2	5	3	14	4.67
12	1	4	3	1	9	3.00
13	1	1	5	1	8	2.67
14	2	1	4	3	10	3.33
15	5	2	4	3	14	4.67
16	4	1	3	3	11	3.67
17	5	5	4	5	19	6.33
18	5	5	4	5	19	6.33
19	1	3	2	2	8	2.67
20	4	5	5	5	19	6.33
21	5	2	5	5	17	5.67
22	1	1	4	4	10	3.33
23	5	1	5	2	13	4.33
24	1	2	2	1	6	2.00
25	1	1	1	1	4	1.33
26	1	2	3	3	9	3.00
27	4	3	3	2	12	4.00
28	2	4	5	5	16	5.33
29	5	4	4	4	17	5.67
30	4	4	2	3	13	4.33

Lampiran 3. Data Produk

Produk					
No	X2.1	X2.2	X2.3	Σ	Rata-rata
1	3	3	3	9	3.00
2	5	5	5	15	5.00
3	1	2	2	5	1.67
4	2	2	4	8	2.67
5	2	2	2	6	2.00
6	2	3	2	7	2.33
7	2	3	2	7	2.33
8	5	4	1	10	3.33
9	1	1	1	3	1.00
10	2	2	2	6	2.00
11	2	1	3	6	2.00
12	1	2	1	4	1.33
13	1	1	1	3	1.00
14	2	4	3	9	3.00
15	2	2	2	6	2.00
16	2	2	2	6	2.00
17	2	3	2	7	2.33
18	2	2	2	6	2.00
19	1	2	2	5	1.67
20	1	1	1	3	1.00
21	2	1	2	5	1.67
22	1	1	1	3	1.00
23	1	4	1	6	2.00
24	3	1	2	6	2.00
25	1	1	1	3	1.00
26	1	1	1	3	1.00
27	2	4	3	9	3.00
28	2	3	2	7	2.33
29	4	1	4	9	3.00
30	4	5	2	11	3.67

Lampiran 4. Data Promosi

Promosi						
No	X3.1	X3.2	X3.3	X3.4	Σ	Rata-rata
1	2	4	4	5	15	5.00
2	4	3	4	3	14	4.67
3	4	1	4	1	10	3.33
4	5	2	3	2	12	4.00
5	4	5	5	4	18	6.00
6	3	2	2	2	9	3.00
7	3	5	4	2	14	4.67
8	2	2	3	2	9	3.00
9	1	1	5	1	8	2.67
10	2	4	2	4	12	4.00
11	3	1	5	1	10	3.33
12	2	1	5	1	9	3.00
13	1	1	1	1	4	1.33
14	2	2	5	2	11	3.67
15	3	2	2	2	9	3.00
16	4	4	4	2	14	4.67
17	2	2	2	2	8	2.67
18	2	4	4	2	12	4.00
19	2	4	2	5	13	4.33
20	3	2	1	4	10	3.33
21	4	4	1	2	11	3.67
22	1	1	2	1	5	1.67
23	1	1	1	1	4	1.33
24	1	2	3	3	9	3.00
25	1	1	1	1	4	1.33
26	1	2	2	1	6	2.00
27	3	3	2	2	10	3.33
28	4	2	2	4	12	4.00
29	4	1	1	4	10	3.33
30	5	4	4	4	17	5.67

Lampiran 5. Data Lokasi

Lokasi				
No	X1.1	X1.2	Σ	Rata-rata
1	3	3	6	2.00
2	3	3	6	2.00
3	2	4	6	2.00
4	4	2	6	2.00
5	5	4	9	3.00
6	3	2	5	1.67
7	5	2	7	2.33
8	5	2	7	2.33
9	1	1	2	0.67
10	5	2	7	2.33
11	2	1	3	1.00
12	3	1	4	1.33
13	2	3	5	1.67
14	2	1	3	1.00
15	3	1	4	1.33
16	2	2	4	1.33
17	2	3	5	1.67
18	2	3	5	1.67
19	1	2	3	1.00
20	4	5	9	3.00
21	2	2	4	1.33
22	1	2	3	1.00
23	1	1	2	0.67
24	3	1	4	1.33
25	3	1	4	1.33
26	1	2	3	1.00
27	2	3	5	1.67
28	1	2	3	1.00
29	4	4	8	2.67
30	5	4	9	3.00

Lampiran 6. Data Keputusan Pembelian

No	Y.1	Y.2	Y.3	Y.4	Σ	Rata-rata
1	5	2	2	4	13	4.33
2	3	3	3	3	12	4.00
3	2	2	1	1	6	2.00
4	3	1	5	2	11	3.67
5	5	3	3	3	14	4.67
6	5	3	3	2	13	4.33
7	5	3	5	2	15	5.00
8	2	3	3	1	9	3.00
9	5	2	3	2	12	4.00
10	5	3	3	5	16	5.33
11	4	1	2	1	8	2.67
12	2	3	1	1	7	2.33
13	1	3	1	1	6	2.00
14	2	2	2	1	7	2.33
15	4	3	2	2	11	3.67
16	2	2	3	1	8	2.67
17	3	2	1	2	8	2.67
18	2	2	2	2	8	2.67
19	2	2	2	2	8	2.67
20	1	1	1	1	4	1.33
21	2	4	5	1	12	4.00
22	1	1	1	1	4	1.33
23	1	2	1	1	5	1.67
24	1	1	1	1	4	1.33
25	1	1	1	1	4	1.33
26	1	1	1	1	4	1.33
27	4	3	2	2	11	3.67
28	2	3	2	1	8	2.67
29	5	4	4	2	15	5.00
30	3	4	4	3	14	4.67

Lampiran 7. Analisis Data SPSS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Membeli	9.23	3.775	30
Harga	13.57	4.174	30
Produk	6.43	2.763	30
Promosi	10.30	3.583	30
Lokasi	5.03	2.042	30

Correlations

		Keputusan Membeli	Harga	Produk	Promosi	Lokasi
Pearson Correlation	Keputusan Membeli	1.000	.488	.516	.640	.495
	Harga	.488	1.000	.391	.376	.511
	Produk	.516	.391	1.000	.540	.370
	Promosi	.640	.376	.540	1.000	.540
	Lokasi	.495	.511	.370	.540	1.000
Sig. (1-tailed)	Keputusan Membeli	.	.003	.002	.000	.003
	Harga	.003	.	.016	.020	.002
	Produk	.002	.016	.	.001	.022
	Promosi	.000	.020	.001	.	.001

N	Lokasi	.003	.002	.022	.001	.
	Keputusan Membeli	30	30	30	30	30
	Harga	30	30	30	30	30
	Produk	30	30	30	30	30
	Promosi	30	30	30	30	30
	Lokasi	30	30	30	30	30

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Lokasi, Produk, Harga, Promosi ^b	.	Enter

a. Dependent Variable: Keputusan Membeli

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.712 ^a	.506	.428	2.857	.506	6.414	4	25	.001	2.036

a. Predictors: (Constant), Lokasi, Produk, Harga, Promosi

b. Dependent Variable: Keputusan Membeli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	209.357	4	52.339	6.414	.001 ^b
	Residual	204.010	25	8.160		
	Total	413.367	29			

a. Dependent Variable: Keputusan Membeli

b. Predictors: (Constant), Lokasi, Produk, Harga, Promosi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.317	2.046		-.155	.878					
	Harga	.195	.153	.215	1.275	.214	.488	.247	.179	.691	1.447
	Produk	.235	.235	.172	1.001	.327	.516	.196	.141	.667	1.499
	Promosi	.434	.196	.412	2.222	.036	.640	.406	.312	.573	1.745
	Lokasi	.182	.336	.099	.542	.593	.495	.108	.076	.597	1.675

a. Dependent Variable: Keputusan Membeli

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Harga	Produk	Promosi	Lokasi
1	1	4.743	1.000	.00	.00	.00	.00	.00
	2	.095	7.048	.02	.04	.70	.01	.19
	3	.073	8.041	.35	.09	.01	.04	.48
	4	.053	9.444	.10	.28	.18	.59	.06
	5	.035	11.584	.52	.58	.10	.36	.27

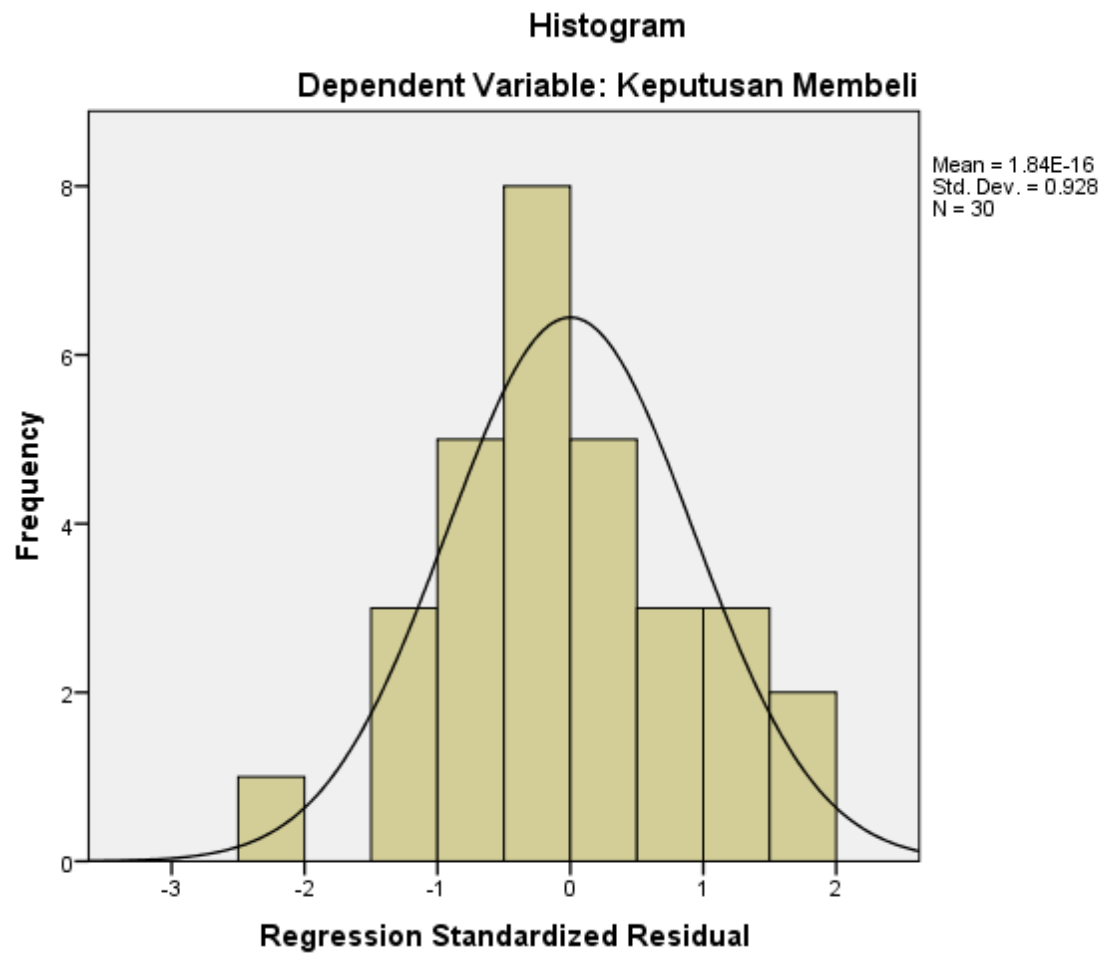
a. Dependent Variable: Keputusan Membeli

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.64	13.83	9.23	2.687	30
Std. Predicted Value	-2.083	1.711	.000	1.000	30
Standard Error of Predicted Value	.634	1.800	1.125	.313	30
Adjusted Predicted Value	3.47	14.50	9.36	2.864	30
Residual	-6.077	5.627	.000	2.652	30
Std. Residual	-2.127	1.970	.000	.928	30
Stud. Residual	-2.649	2.129	-.019	1.028	30
Deleted Residual	-9.424	6.574	-.122	3.281	30
Stud. Deleted Residual	-3.060	2.306	-.021	1.088	30
Mahal. Distance	.461	10.544	3.867	2.722	30
Cook's Distance	.000	.773	.051	.141	30
Centered Leverage Value	.016	.364	.133	.094	30

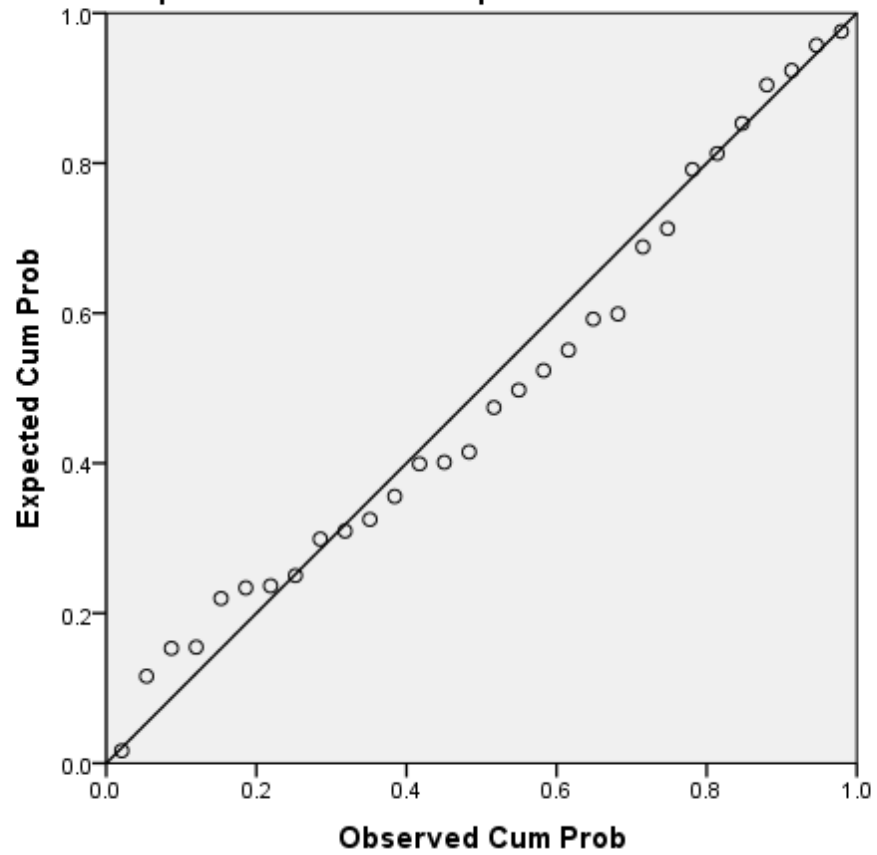
a. Dependent Variable: Keputusan Membeli

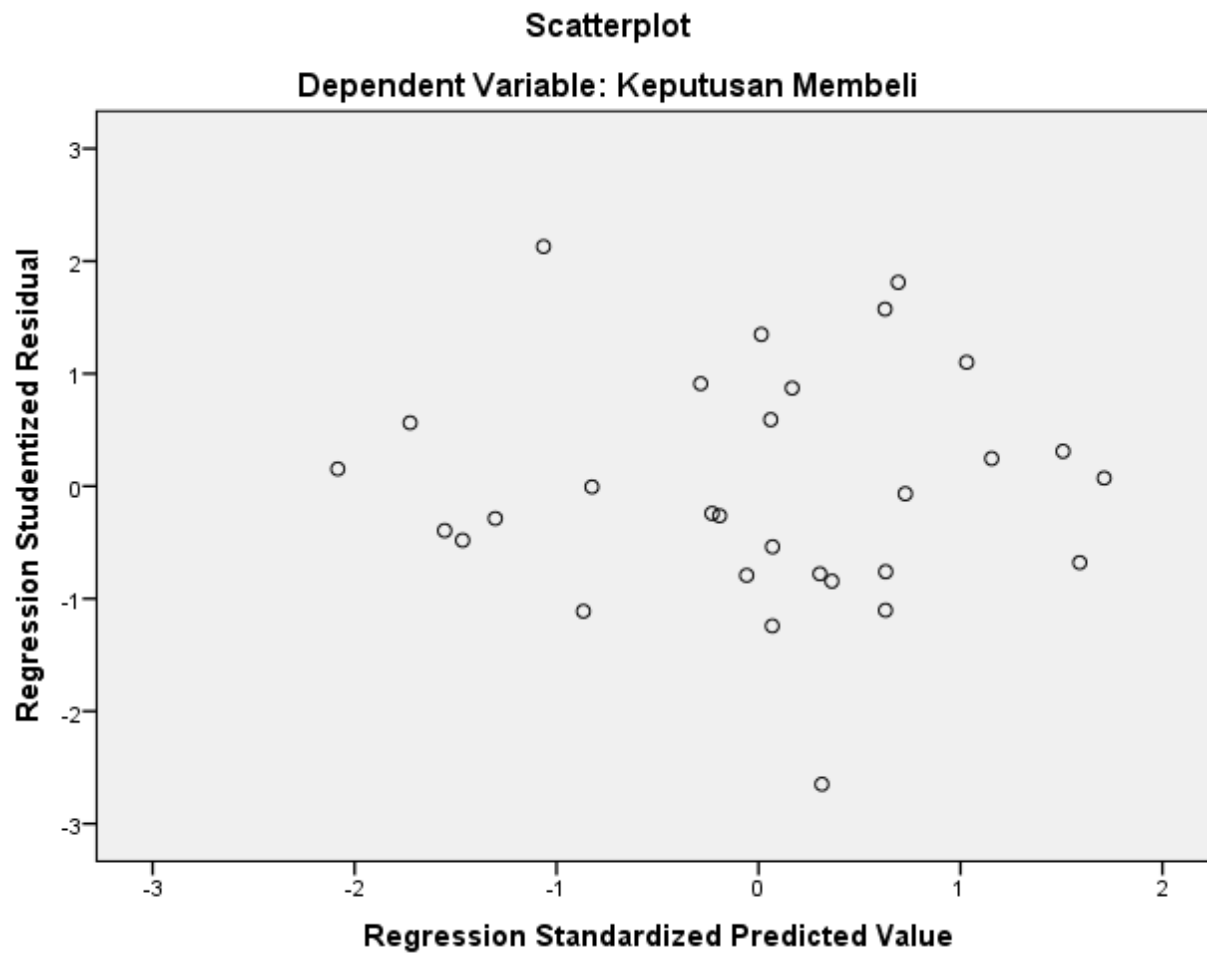
Charts



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Membeli





NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Harga	Produk	Promosi	Lokasi	Keputusan Membeli
N		30	30	30	30	30
Normal Parameters ^{a,b}	Mean	13.57	6.43	10.30	5.03	9.23
	Std. Deviation	4.174	2.763	3.583	2.042	3.775
	Absolute	.153	.162	.125	.160	.161
Most Extreme Differences	Positive	.097	.162	.100	.160	.161
	Negative	-.153	-.107	-.125	-.093	-.113
Kolmogorov-Smirnov Z		.840	.889	.685	.878	.884
Asymp. Sig. (2-tailed)		.481	.408	.736	.424	.415

a. Test distribution is Normal.

b. Calculated from data.