

## Lampiran 1

### KUESIONER PENELITIAN

#### **PENGARUH HARGA DAN SALES PROMOTION TERHADAP KEPUTUSAN PEMBELIAN MOBIL WULING DI BANDAR LAMPUNG**

Dalam rangka penyusunan tugas akhir atau skripsi mahasiswa S1 Manajemen Institut Informatika dan Bisnis Darmajaya yang berjudul “Pengaruh harga dan sales promotion terhadap keputusan pembelian mobil Wuling di Bandar Lampung” untuk itu saya Rafi Niagara (1912110422) akan melakukan penyebaran kuesioner yang ditujukan kepada pengguna mobil Wuling atau yang pernah mengendarai mobil Wuling untuk mengumpulkan data yang diperlukan dalam penelitian tersebut. Mengingat penelitian ini untuk kepentingan akademik, maka peneliti berharap responden dapat mengisi secara objektif agar kuesioner ini dapat menghasilkan data yang valid dan akurat.

#### **I. Identitas Responden**

Nama :

Jenis Kelamin :  Laki- laki  Perempuan

Usia :  26-35  36-45  46-55

Pekerjaan :  Pelajar/Mahasiswa  Pns  Wiraswasta  
 DII

Pendapatan :  <1.000.000  1.000.000-2.000.000  
 3.000.000-5.000.000  >5.000.000

Apakah anda pernah membeli atau menggunakan mobil Wuling?

## **II. Petunjuk Pengisian**

### **Bagian 2 : Pernyataan Lanjutan**

Pilihlah jawaban yang sesuai dengan pendapat anda

SS = Sangat Setuju

S = Setuju

CS = Cukup Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

## Lampiran 2

X1 : Harga

NO	PERNYATAAN	SS	S	CS	TS	STS
1.	Harga mobil Wuling dapat dijangkau oleh konsumen					
2.	Harga mobil Wuling dapat mempengaruhi saya dalam membeli produk tersebut					
3.	Harga mobil Wuling sesuai dengan keinginan saya					
4.	Harga yang ditawarkan Wuling sesuai manfaat yang didapatkan					

X2 : Promosi Penjualan

NO	PERNYATAAN	SS	S	CS	TS	STS
1.	Promosi penjualan yang dilakukan Wuling banyak tersebar di media online maupun offline					
2.	Penawaran promosi penjualan yang dilakukan Wuling sangat menarik (Tukar tambah unit lama ke unit baru, free test drive disemua produk Wuling)					
3.	Wuling memberikan banyak promo menarik disetiap produknya (Gratis servis, potongan harga, dp yang rendah)					

4.	Wuling memberikan promo disetiap produknya dengan jangka waktu yang lama (Cicilan rendah selama masa tenor)					
5.	Wuling memberikan promosi penjualan yang sesuai dengan kebutuhan					

Y : Keputusan Pembelian

NO	PERNYATAAN	SS	S	CS	TS	STS
1.	Saya lebih memilih menggunakan produk Wuling daripada merek mobil lainnya					
2.	Saya memutuskan untuk membeli produk Wuling setelah membandingkan dengan merek mobil lain yang sejenis					
3.	Saya lebih memilih mobil Wuling karena harganya yang terjangkau dibanding merek lain yang sejenis					
4.	Saya melakukan pembelian ulang mobil Wuling disetiap 5 tahun karena Wuling memberikan promo tukar tambah unit lama ke unit baru					
5.	Saya akan melakukan pembelian mobil Wuling secara terus menerus atau berulang ulang					
6.	Saya memilih produk Wuling karena jenis pembayaran yang diberikan sangat mudah (Wuling Finance)					

### Lampiran 3

#### Tabulasi Harga (X1)

H1	H2	H3	H4	Total
5	4	3	3	17
3	4	5	4	16
5	3	3	4	15
3	4	3	3	13
5	4	4	3	16
5	4	4	4	17
4	3	4	4	15
2	4	5	3	14
4	4	4	4	16
3	1	2	2	8
4	4	4	5	17
3	3	3	3	12
4	4	3	3	14
5	4	2	4	15
3	2	1	2	8
4	3	3	4	14
1	4	2	2	9
3	2	1	4	10
4	4	3	4	15
3	4	1	3	11
4	2	2	3	11
4	5	3	4	16
3	4	4	5	16
5	5	5	5	20
4	4	4	4	16
5	5	5	5	20
4	4	4	3	15
4	5	3	4	16
3	2	1	3	9
4	3	4	3	14
5	2	2	3	12
2	4	5	4	15
3	3	4	2	12
4	5	2	4	15
5	3	3	3	14
2	4	4	3	13
4	4	2	5	15
3	2	4	4	13
4	4	3	4	15
4	4	1	3	12
5	2	2	5	14
5	5	4	1	15
2	2	2	1	7

5	3	2	1	<b>11</b>
1	3	3	5	<b>12</b>
5	2	1	2	<b>10</b>
5	3	2	5	<b>15</b>
1	4	3	2	<b>10</b>
5	2	4	1	<b>12</b>
2	2	2	5	<b>11</b>
2	1	3	2	<b>8</b>
5	5	2	1	<b>13</b>
3	3	5	5	<b>16</b>
2	3	3	2	<b>10</b>
3	5	4	3	<b>15</b>
5	5	5	5	<b>20</b>
1	4	1	1	<b>7</b>
5	3	1	5	<b>14</b>
1	5	2	2	<b>10</b>
5	5	5	5	<b>20</b>
3	3	3	3	<b>12</b>
1	5	1	2	<b>9</b>
5	4	1	5	<b>15</b>
2	5	3	4	<b>14</b>
3	2	2	3	<b>10</b>
5	2	1	1	<b>9</b>
1	5	2	2	<b>10</b>
3	2	1	3	<b>9</b>
5	1	2	1	<b>9</b>
4	2	2	2	<b>10</b>
3	3	1	5	<b>12</b>
4	4	4	4	<b>16</b>
5	5	3	3	<b>16</b>
2	3	2	2	<b>9</b>
3	2	2	5	<b>12</b>
2	1	1	1	<b>5</b>
3	3	3	3	<b>12</b>
4	3	3	2	<b>12</b>
2	2	4	2	<b>10</b>
3	2	2	1	<b>8</b>
2	2	3	2	<b>9</b>
3	3	2	1	<b>9</b>
1	3	4	4	<b>12</b>
1	2	3	2	<b>8</b>
1	3	1	3	<b>8</b>
2	2	2	1	<b>7</b>
1	2	2	3	<b>8</b>
3	3	1	2	<b>9</b>
3	3	2	3	<b>11</b>
2	2	2	1	<b>7</b>
3	3	3	3	<b>12</b>

1	1	1	1	<b>4</b>
4	4	4	4	<b>16</b>
2	2	2	2	<b>8</b>
2	2	2	2	<b>8</b>
3	3	3	3	<b>12</b>
2	2	4	2	<b>10</b>
3	3	3	3	<b>12</b>
3	3	3	2	<b>11</b>
3	3	3	3	<b>12</b>

### Tabulasi Sales Promotion (X2)

S1	S2	S3	S4	S5	Total
4	4	4	4	4	<b>20</b>
4	4	4	4	4	<b>20</b>
4	5	5	4	5	<b>23</b>
5	3	3	2	2	<b>15</b>
4	4	3	2	2	<b>15</b>
5	5	5	5	5	<b>25</b>
3	3	3	4	4	<b>17</b>
4	4	5	4	4	<b>21</b>
4	4	4	4	4	<b>20</b>
2	3	3	3	1	<b>12</b>
2	4	3	3	4	<b>16</b>
3	3	3	3	3	<b>15</b>
3	4	4	4	4	<b>19</b>
3	5	3	3	4	<b>18</b>
3	3	1	2	3	<b>12</b>
2	4	3	4	4	<b>17</b>
4	4	4	4	4	<b>20</b>
2	3	3	3	1	<b>12</b>
3	4	5	4	4	<b>20</b>
4	4	3	5	3	<b>19</b>
2	3	3	4	4	<b>16</b>
3	4	4	3	4	<b>18</b>
3	3	4	3	4	<b>17</b>
5	5	5	5	5	<b>25</b>
2	4	4	4	3	<b>17</b>
5	4	4	4	4	<b>21</b>
4	3	5	4	5	<b>21</b>
3	5	5	5	4	<b>22</b>
2	3	3	1	3	<b>12</b>
3	5	4	4	3	<b>19</b>
2	5	4	3	5	<b>19</b>
5	4	5	4	5	<b>23</b>
3	5	4	4	4	<b>20</b>
3	4	4	4	4	<b>19</b>

5	5	3	3	4	<b>20</b>
3	5	4	3	3	<b>18</b>
5	3	4	3	4	<b>19</b>
4	4	5	5	4	<b>22</b>
2	4	4	3	3	<b>16</b>
2	3	3	3	3	<b>14</b>
5	5	5	4	5	<b>24</b>
2	4	3	3	5	<b>17</b>
4	5	1	3	1	<b>14</b>
1	2	3	1	3	<b>10</b>
5	2	4	4	5	<b>20</b>
2	5	5	5	5	<b>22</b>
3	5	5	2	4	<b>19</b>
5	5	3	5	5	<b>23</b>
5	5	5	5	2	<b>22</b>
1	5	5	5	5	<b>21</b>
5	5	3	5	5	<b>23</b>
3	5	5	4	5	<b>22</b>
5	5	5	5	5	<b>25</b>
5	5	5	5	5	<b>25</b>
1	5	5	5	5	<b>21</b>
3	5	5	5	5	<b>23</b>
5	5	5	5	5	<b>25</b>
3	5	5	5	5	<b>23</b>
1	5	5	3	5	<b>19</b>
3	3	5	3	4	<b>18</b>
4	5	4	5	5	<b>23</b>
5	5	5	5	5	<b>25</b>
1	5	4	3	5	<b>18</b>
5	5	5	2	5	<b>22</b>
2	3	3	5	4	<b>17</b>
5	5	5	5	2	<b>22</b>
4	3	2	1	4	<b>14</b>
5	3	4	5	5	<b>22</b>
3	3	4	3	5	<b>18</b>
4	5	2	1	5	<b>17</b>
5	1	2	5	5	<b>18</b>
2	2	1	2	1	<b>8</b>
3	2	5	1	2	<b>13</b>
1	2	5	2	5	<b>15</b>
5	2	5	1	2	<b>15</b>
1	1	5	1	5	<b>13</b>
2	1	2	2	1	<b>8</b>
1	2	1	1	5	<b>10</b>
5	4	5	1	4	<b>19</b>
2	1	5	1	2	<b>11</b>
5	1	2	5	5	<b>18</b>
5	5	5	1	3	<b>19</b>



4	3	4	4	4	<b>19</b>
1	2	4	5	3	<b>15</b>
1	4	5	4	1	<b>15</b>
5	1	2	5	5	<b>18</b>
5	5	4	5	5	<b>24</b>
2	1	2	5	5	<b>15</b>
5	5	5	1	3	<b>19</b>
2	5	5	5	5	<b>22</b>
5	5	5	5	5	<b>25</b>
5	2	1	5	5	<b>18</b>
1	2	2	5	1	<b>11</b>
4	2	1	5	2	<b>14</b>
3	1	1	2	1	<b>8</b>
2	1	1	1	5	<b>10</b>
1	1	2	2	1	<b>7</b>
2	1	1	2	2	<b>8</b>
5	1	1	2	1	<b>10</b>
4	2	2	2	2	<b>12</b>

### Tabulasi Keputusan Pembelian (Y)

K1	K2	K3	K4	K5	K6	Total
4	4	4	4	4	4	<b>24</b>
4	4	4	4	4	4	<b>24</b>
4	4	3	3	3	5	<b>22</b>
3	3	4	5	5	3	<b>23</b>
4	4	3	3	2	3	<b>19</b>
5	5	5	5	3	5	<b>28</b>
3	4	3	4	3	2	<b>19</b>
4	5	5	4	4	4	<b>26</b>
4	4	4	4	4	4	<b>24</b>
3	1	3	1	2	3	<b>13</b>
3	4	4	3	4	4	<b>22</b>
4	4	4	2	3	3	<b>20</b>
3	3	3	3	3	4	<b>19</b>
5	3	4	4	3	4	<b>23</b>
3	3	1	3	3	3	<b>16</b>
2	2	3	4	4	3	<b>18</b>
4	4	4	4	4	4	<b>24</b>
2	1	2	1	1	3	<b>10</b>
3	4	4	4	4	4	<b>23</b>
5	4	5	5	3	4	<b>26</b>
2	2	5	2	3	5	<b>19</b>
3	3	4	3	3	3	<b>19</b>
3	5	4	4	4	4	<b>24</b>
5	5	5	5	5	5	<b>30</b>
2	1	3	3	3	3	<b>15</b>

5	4	5	4	5	4	<b>27</b>
4	3	4	2	2	3	<b>18</b>
3	5	5	2	3	5	<b>23</b>
5	2	4	2	2	3	<b>18</b>
3	4	3	3	3	4	<b>20</b>
2	1	4	1	2	5	<b>15</b>
5	4	5	4	5	4	<b>27</b>
3	3	3	2	3	3	<b>17</b>
3	4	4	4	4	4	<b>23</b>
4	3	3	3	3	4	<b>20</b>
1	3	4	3	2	4	<b>17</b>
3	3	4	2	2	3	<b>17</b>
3	2	4	4	3	3	<b>19</b>
2	3	4	4	4	4	<b>21</b>
3	2	3	2	2	3	<b>15</b>
2	2	5	1	2	5	<b>17</b>
2	1	5	2	1	3	<b>14</b>
2	5	5	3	2	5	<b>22</b>
2	3	5	3	3	4	<b>20</b>
5	3	5	4	3	3	<b>23</b>
2	1	4	4	3	5	<b>19</b>
2	5	5	2	1	5	<b>20</b>
3	2	3	3	3	5	<b>19</b>
5	2	5	1	5	5	<b>23</b>
4	2	3	2	1	2	<b>14</b>
4	5	5	5	5	4	<b>28</b>
5	3	3	2	1	5	<b>19</b>
5	5	5	2	4	3	<b>24</b>
3	4	5	1	1	5	<b>19</b>
4	5	4	5	5	5	<b>28</b>
5	5	5	1	1	3	<b>20</b>
4	5	3	5	5	3	<b>25</b>
5	5	3	1	1	4	<b>19</b>
5	3	4	5	1	5	<b>23</b>
5	5	5	1	2	5	<b>23</b>
3	4	3	5	4	5	<b>24</b>
5	5	5	5	2	1	<b>23</b>
4	3	3	3	1	5	<b>19</b>
5	3	5	3	4	5	<b>25</b>
5	2	4	5	5	1	<b>22</b>
2	1	5	3	5	5	<b>21</b>
4	3	4	5	2	3	<b>21</b>
2	1	3	3	5	5	<b>19</b>
2	3	4	5	3	3	<b>20</b>
5	1	1	3	5	2	<b>17</b>
4	2	5	5	1	4	<b>21</b>
5	5	2	1	4	5	<b>22</b>
5	5	2	5	2	5	<b>24</b>

4	3	5	2	2	1	<b>17</b>
5	5	5	3	5	5	<b>28</b>
5	1	1	5	3	2	<b>17</b>
5	5	2	3	4	5	<b>24</b>
4	5	1	5	4	3	<b>22</b>
5	5	5	5	5	2	<b>27</b>
3	4	5	4	4	5	<b>25</b>
5	2	5	5	2	1	<b>20</b>
2	3	5	3	5	5	<b>23</b>
2	2	5	2	2	2	<b>15</b>
5	5	5	5	4	3	<b>27</b>
3	3	3	3	3	3	<b>18</b>
3	3	3	3	3	3	<b>18</b>
4	2	5	5	3	5	<b>24</b>
2	2	2	2	2	2	<b>12</b>
4	4	4	4	4	4	<b>24</b>
3	3	5	3	5	5	<b>24</b>
5	5	3	5	4	4	<b>26</b>
3	3	5	2	2	5	<b>20</b>
2	2	2	2	2	2	<b>12</b>
3	3	3	3	3	3	<b>18</b>
4	4	4	3	4	4	<b>23</b>
3	3	3	3	3	3	<b>18</b>
1	1	1	1	1	1	<b>6</b>
3	3	3	3	3	3	<b>18</b>
5	2	3	5	5	2	<b>22</b>
3	3	3	3	3	3	<b>18</b>

## Lampiran 4

### Deskripsi Jawaban Responden

#### Frequency Harga (X1)

##### ITEM 1 HARGA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	12	12.0	12.0	12.0
	TS	17	17.0	17.0	29.0
	CS	28	28.0	28.0	57.0
	S	20	20.0	20.0	77.0
	SS	23	23.0	23.0	100.0
	Total		100	100.0	100.0

##### ITEM 2 HARGA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5.0	5.0	5.0
	TS	26	26.0	26.0	31.0
	CS	28	28.0	28.0	59.0
	S	26	26.0	26.0	85.0
	SS	15	15.0	15.0	100.0
	Total		100	100.0	100.0

##### ITEM 3 HARGA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	17	17.0	17.0	17.0
	TS	28	28.0	28.0	45.0
	CS	27	27.0	27.0	72.0
	S	20	20.0	20.0	92.0
	SS	8	8.0	8.0	100.0
	Total		100	100.0	100.0

**ITEM 4 HARGA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	14	14.0	14.0	14.0
	TS	22	22.0	22.0	36.0
	CS	28	28.0	28.0	64.0
	S	20	20.0	20.0	84.0
	SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**Frequency Sales Promotion (X2)**

**ITEM 1 SALES PROMOTION**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	12	12.0	12.0	12.0
	TS	20	20.0	20.0	32.0
	CS	21	21.0	21.0	53.0
	S	17	17.0	17.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**ITEM 2 SALES PROMOTION**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	12	12.0	12.0	12.0
	TS	12	12.0	12.0	24.0
	CS	18	18.0	18.0	42.0
	S	21	21.0	21.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

### ITEM 3 SALES PROMOTION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	10	10.0	10.0	10.0
	TS	10	10.0	10.0	20.0
	CS	19	19.0	19.0	39.0
	S	24	24.0	24.0	63.0
	SS	37	37.0	37.0	100.0
	Total		100	100.0	100.0

### ITEM 4 SALES PROMOTION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	13	13.0	13.0	13.0
	TS	13	13.0	13.0	26.0
	CS	19	19.0	19.0	45.0
	S	23	23.0	23.0	68.0
	SS	32	32.0	32.0	100.0
	Total		100	100.0	100.0

### ITEM 5 SALES PROMOTION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	10	10.0	10.0	10.0
	TS	10	10.0	10.0	20.0
	CS	13	13.0	13.0	33.0
	S	27	27.0	27.0	60.0
	SS	40	40.0	40.0	100.0
	Total		100	100.0	100.0

### Frequency Keputusan Pembelian (Y)

### ITEM 1 KEPUTUSAN PEMBELIAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	19	19.0	19.0	21.0
	CS	28	28.0	28.0	49.0
	S	22	22.0	22.0	71.0
	SS	29	29.0	29.0	100.0
	Total		100	100.0	100.0

### ITEM 2 KEPUTUSAN PEMBELIAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	11.0	11.0	11.0
	TS	17	17.0	17.0	28.0
	CS	29	29.0	29.0	57.0
	S	20	20.0	20.0	77.0
	SS	23	23.0	23.0	100.0
	Total		100	100.0	100.0

### ITEM 3 KEPUTUSAN PEMBELIAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5.0	5.0	5.0
	TS	6	6.0	6.0	11.0
	CS	27	27.0	27.0	38.0
	S	27	27.0	27.0	65.0
	SS	35	35.0	35.0	100.0
	Total		100	100.0	100.0

### ITEM 4 KEPUTUSAN PEMBELIAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	11.0	11.0	11.0

	TS	18	18.0	18.0	29.0
	CS	29	29.0	29.0	58.0
	S	19	19.0	19.0	77.0
	SS	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

### ITEM 5 KEPUTUSAN PEMBELIAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	12	12.0	12.0	12.0
	TS	20	20.0	20.0	32.0
	CS	29	29.0	29.0	61.0
	S	22	22.0	22.0	83.0
	SS	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

### ITEM 6 KEPUTUSAN PEMBELIAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5.0	5.0	5.0
	TS	9	9.0	9.0	14.0
	CS	30	30.0	30.0	44.0
	S	25	25.0	25.0	69.0
	SS	31	31.0	31.0	100.0
	Total	100	100.0	100.0	



## Lampiran 5

### Uji Validitas Variabel Harga (X1)

		Correlations				
		H1	H2	H3	H4	TotalH
H1	Pearson Correlation	1	.216*	.171	.304**	.640**
	Sig. (2-tailed)		.031	.090	.002	.000
	N	100	100	100	100	100
H2	Pearson Correlation	.216*	1	.388**	.365**	.695**
	Sig. (2-tailed)	.031		.000	.000	.000
	N	100	100	100	100	100
H3	Pearson Correlation	.171	.388**	1	.341**	.676**
	Sig. (2-tailed)	.090	.000		.001	.000
	N	100	100	100	100	100
H4	Pearson Correlation	.304**	.365**	.341**	1	.734**
	Sig. (2-tailed)	.002	.000	.001		.000
	N	100	100	100	100	100
TotalH	Pearson Correlation	.640**	.695**	.676**	.734**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

### Uji Validitas Variabel Sales Promotion (X2)

		Correlations					
		S1	S2	S3	S4	S5	TotalS
S1	Pearson Correlation	1	.240*	.128	.228*	.192	.541**
	Sig. (2-tailed)		.016	.206	.022	.056	.000
	N	100	100	100	100	100	100
S2	Pearson Correlation	.240*	1	.584**	.350**	.364**	.761**
	Sig. (2-tailed)	.016		.000	.000	.000	.000
	N	100	100	100	100	100	100
S3	Pearson Correlation	.128	.584**	1	.241*	.371**	.690**
	Sig. (2-tailed)	.206	.000		.016	.000	.000
	N	100	100	100	100	100	100
S4	Pearson Correlation	.228*	.350**	.241*	1	.378**	.662**
	Sig. (2-tailed)	.022	.000	.016		.000	.000

	N	100	100	100	100	100	100
S5	Pearson Correlation	.192	.364**	.371**	.378**	1	.685**
	Sig. (2-tailed)	.056	.000	.000	.000		.000
	N	100	100	100	100	100	100
TotalS	Pearson Correlation	.541**	.761**	.690**	.662**	.685**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

### Uji Validitas Variabel Keputusan Pembelian (Y)

#### Correlations

		K1	K2	K3	K4	K5	K6	TotalK
K1	Pearson Correlation	1	.436**	.099	.315**	.202*	-.021	.581**
	Sig. (2-tailed)		.000	.328	.001	.043	.837	.000
	N	100	100	100	100	100	100	100
K2	Pearson Correlation	.436**	1	.242*	.254*	.228*	.268**	.705**
	Sig. (2-tailed)	.000		.015	.011	.022	.007	.000
	N	100	100	100	100	100	100	100
K3	Pearson Correlation	.099	.242*	1	.081	.101	.293**	.501**
	Sig. (2-tailed)	.328	.015		.425	.317	.003	.000
	N	100	100	100	100	100	100	100
K4	Pearson Correlation	.315**	.254*	.081	1	.464**	-.061	.610**
	Sig. (2-tailed)	.001	.011	.425		.000	.548	.000
	N	100	100	100	100	100	100	100
K5	Pearson Correlation	.202*	.228*	.101	.464**	1	.145	.628**
	Sig. (2-tailed)	.043	.022	.317	.000		.150	.000
	N	100	100	100	100	100	100	100
K6	Pearson Correlation	-.021	.268**	.293**	-.061	.145	1	.450**
	Sig. (2-tailed)	.837	.007	.003	.548	.150		.000
	N	100	100	100	100	100	100	100
TotalK	Pearson Correlation	.581**	.705**	.501**	.610**	.628**	.450**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

## Lampiran 6

### Uji Realibilitas Variabel Harga (X1)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.625	4

### Uji Realibilitas Variabel Sales Promotion (X2)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.688	5

### Uji Realibilitas Variabel Keputusan Pembelian (Y)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.610	6

## Lampiran 7

### Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.90249613
Most Extreme Differences	Absolute	.053
	Positive	.036
	Negative	-.053
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

## Lampiran 8

### Uji Linearitas

#### Variabel Harga (X1)

#### ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KeputusanPembelian * Harga	Between Groups	(Combined)	225.780	13	17.368	.954	.502
		Linearity	62.534	1	62.534	3.436	.067
		Deviation from Linearity	163.247	12	13.604	.747	.701
	Within Groups	1565.220	86	18.200			
Total			1791.000	99			

#### Variabel Sales Promotion (X2)

### ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * SalesPromotion	Between Groups	(Combined)	648.865	17	38.169	2.740	.001
		Linearity	262.108	1	262.108	18.818	.000
		Deviation from Linearity	386.757	16	24.172	1.735	.056
	Within Groups		1142.135	82	13.928		
	Total		1791.000	99			

### Uji Multikolinearitas

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.053	1.949		6.698	.000		
	Harga	.139	.119	.111	1.167	.246	.956	1.046
	Salespromotion	.333	.088	.359	3.769	.000	.956	1.046

a. Dependent Variable: Keputusan pembelian

### Lampiran 9

#### Uji Regresi Linear Berganda Uji t

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.053	.974		13.396	.000
	Harga	.139	.060	.183	2.334	.022
	SalesPromotion	.333	.044	.592	7.537	.000

a. Dependent Variable: Y

## Uji Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.655 <sup>a</sup>	.429	.417	1.971

a. Predictors: (Constant), SALESPROMOTIONX2, HARGAX1

## Uji f

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	283.282	2	141.641	36.450	.000 <sup>b</sup>
	Residual	376.930	97	3.886		
	Total	660.211	99			

a. Dependent Variable: Y

b. Predictors: (Constant), SalesPromotion, Harga