

# LAMPIRAN

**LAMPIRAN 1**

**KUISIONER PENELITIAN**  
**PENGARUH BAURAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN**  
**SPRINGBED BIGLAND PADA PT.CAHAYA MURNI INDOLAMPUNG**



**JURUSANMANAJEMEN FAKULTAS BISNISDANEKONOMI**

**INSTITUT INFORMATIKA DAN BISNIS DARMAJAYA**

**BANDARLAMPUNG**

**2018**

Kuesioner Penelitian

|              |  |
|--------------|--|
| No.Kuesioner |  |
|--------------|--|

PETUNJUK PENGISIAN

- 1.Tidak ada jawaban yang benar dan salah , karena ini hanyalah untuk penelitian.
- 2.Jawablah pertanyaan ini menurut pendapat anda dengan jujur dan tanpa di pengaruhi orang lain.
- 3.Pilih salah satu jawaban yang menurut anda paling tepat dengan memberikan tanda (V) pada kolom yang disediakan.

Ritel : .....

Lama Bekerja Sama :  < 3 Tahun  > 5 Tahun

Keterangan :

SS =Sangat Setuju

S =Setuju

KS =Kurang Setuju

TS =Tidak Setuju

STS =Sangat Tidak Setuju

## LAMPIRAN 2

### KUESIONER PRA-SURVEY

Responden yang terhormat,

Bersama ini saya mengharapkan kesediaan saudara/i untuk mengisi daftar pertanyaan pra survey tentang alasan ritel memilih Springed Bigland , atas kesediaan saudara/i menjawab pertanyaan dengan sejujur dan sebaik – baiknya saya ucapkan terimakasih.

| No. | Pernyataan   | Jawab |       |
|-----|--|-------|-------|
|     |  | Ya    | Tidak |
| 1   | Apakah anda mengetahui informasi springbed Bigland melalui media.  |       |       |
| 2   | Apakah anda tertarik dengan promosi yang dilakukan springbed bigland.  |       |       |
| 3   | Apakah Sales penjualan springbed bigland memberikan informasi yang jelas.  |       |       |
| 4   | Pameran yang dilakukan springbed bigland dapat menarik perhatian.  |       |       |
| 5   | Melalui media sosial internet seperti website,twitter,facebook,instagram mempermudah saya dalam pemesanan springbed Bigland. |       |       |
| 6   | Memilih springbed bigland karena kualitas yang bagus.  |       |       |

### LAMPIRAN 3

#### Hasil Jawaban Kuesioner Responden

##### Periklanan X1

| Pernyataan   | SS | S | KS | TS | STS |
|--|----|---|----|----|-----|
|  | 5  | 4 | 3  | 2  | 1   |
| Iklan Springbed Bigland melalui media TV mampu memberikan daya tarik             |    |   |    |    |     |
| Iklan Springbed Bigland melalui media <i>Ballyho</i> mampu menarik perhatian.    |    |   |    |    |     |
| Iklan Springbed Bigland melalui radio mampu mendorong untuk melakukan pembelian. |    |   |    |    |     |

##### Promosi Penjualan (X2)

| Pernyataan  | SS | S | KS | TS | STS |
|---|----|---|----|----|-----|
|   | 5  | 4 | 3  | 2  | 1   |
| Springbed Bigland sering menawarkan produk melalui pameran dan undian.                            |    |   |    |    |     |
| kualitas promosi yang dilakukan springbed Bigland penyampainnya jujur dan tidak berlebihan.       |    |   |    |    |     |
| Kegiatan promosi yang diadakan Springbed Bigland menjadi sadar akan keberadaan Springbed Bigland. |    |   |    |    |     |
| Waktu promosi yang dilakukan Springbed Bigland tercukupi.   |    |   |    |    |     |
| Promosi penjualan Springbed Bigland pada waktu yang tepat pada saat di jual.                      |    |   |    |    |     |

##### Hubungan Masyarakat (X3)

| Pernyataan   | SS | S | KS | TS | STS |
|--|----|---|----|----|-----|
|  | 5  | 4 | 3  | 2  | 1   |
| Springbed Bigland menyajikan berita dan informasi tentang perusahaan dengan positif. |    |   |    |    |     |

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| Springbed Bigland sering melakukan upaya mensponsori acara tertentu untuk mempublikasikan produknya.                 |  |  |  |  |  |
| Springbed Bigland mempromosikan pemahaman perusahaan melalui komunikasi internal dan eksternal.                      |  |  |  |  |  |
| Springbed Bigland memiliki kerjasama dengan legislator dan pejabat pemerintah untuk mempromosikan produknya.         |  |  |  |  |  |
| Springbed Bigland menasihati manajemen tentang isu-isu publik, posisi dan citra perusahaan pada saat baik dan buruk. |  |  |  |  |  |

#### **Penjualan Perseorangan (X4)**

| <b>Pernyataan</b>  | <b>SS</b> | <b>S</b> | <b>KS</b> | <b>TS</b> | <b>STS</b> |
|--|-----------|----------|-----------|-----------|------------|
|  | <b>5</b>  | <b>4</b> | <b>3</b>  | <b>2</b>  | <b>1</b>   |
| Sales person springbed Bigland berkunjung langsung untuk menawarkan produknya. |           |          |           |           |            |
| Sales person Springbed Bigland dapat memberikan informasi yang jelas.          |           |          |           |           |            |
| Sales person springbed Bigland tidak memaksa dalam pembelian.                  |           |          |           |           |            |
| Sales person springbed Bigland dapat memperkirakan penjualan produknya.        |           |          |           |           |            |
| Sales peson Springbed Bigland dapat mengetahui kebutuhan konsumen .            |           |          |           |           |            |

#### **Pemasaran Langsung (X5)**

| <b>Pernyataan</b>   | <b>SS</b> | <b>S</b> | <b>KS</b> | <b>TS</b> | <b>STS</b> |
|---|-----------|----------|-----------|-----------|------------|
|   | <b>5</b>  | <b>4</b> | <b>3</b>  | <b>2</b>  | <b>1</b>   |
| Springbed Bigland memberikan pelayanan langsung melalui telepon.  |           |          |           |           |            |
| Springbed Bigland dapat membantu konsumen mengetahui tentang produk melalui media sosial internet seperti |           |          |           |           |            |

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| website,twitter,facebook,instagram.  |  |  |  |  |  |
| Springbed Bigland melakukan penjualan melalui buku katalog.                        |  |  |  |  |  |
| Springbed Bigland mempermudah untuk melakukan pembelian secara online.             |  |  |  |  |  |
| Springbed Bigland menyediakan gedung untuk memasarkan produknya.                   |  |  |  |  |  |
| Sales person Springbed Bigland memberikan penjelasan secara langsung kepada ritel. |  |  |  |  |  |

### Keputusan Pembelian (Y)

| Pernyataan  | SS | S | KS | TS | STS |
|---|----|---|----|----|-----|
|   | 5  | 4 | 3  | 2  | 1   |
| Springbed Bigland memiliki banyak pilihan dan karakter .              |    |   |    |    |     |
| Springbed Bigland merupakan merek yang terpercaya.                    |    |   |    |    |     |
| Springbed Bigland memiliki distribusi yang baik .                     |    |   |    |    |     |
| Springbed bigland dapat memenuhi kebutuhan ritel.                     |    |   |    |    |     |
| Springbed Bigland dapat melayani kebutuhan dengan waktu yang berbeda. |    |   |    |    |     |
| Springbed Bigland melayani pembayaran dengan tunai dan kredit.        |    |   |    |    |     |

## LAMPIRAN 4

### Hasil Pengumpulan Data

#### Variabel X1 Periklanan

| No | Ritel                 | P1X1 | P2X1 | P3X1 | TOTAL X1 |
|----|-----------------------|------|------|------|----------|
| 1  | Empat Saudara Jaya    | 2    | 4    | 2    | 8        |
| 2  | Sanjaya               | 1    | 4    | 2    | 7        |
| 3  | Mattas Intan Gallery  | 3    | 5    | 3    | 11       |
| 4  | Aneka Warna           | 1    | 2    | 3    | 6        |
| 5  | 168 Furniture         | 4    | 2    | 2    | 8        |
| 6  | Kevin Furniture       | 5    | 4    | 4    | 13       |
| 7  | Mahkota Furniture     | 1    | 2    | 4    | 7        |
| 8  | Kartini Meubel        | 2    | 3    | 2    | 7        |
| 9  | Istana Meubel         | 4    | 5    | 4    | 13       |
| 10 | Alesandra             | 3    | 2    | 1    | 6        |
| 11 | Dynasti               | 3    | 4    | 5    | 12       |
| 12 | Sumber Rizky          | 2    | 2    | 3    | 7        |
| 13 | Ben Furniture         | 4    | 1    | 5    | 10       |
| 14 | Pito                  | 2    | 3    | 5    | 10       |
| 15 | Citra Kartini         | 1    | 2    | 3    | 6        |
| 16 | Bintang Mas           | 2    | 3    | 5    | 10       |
| 17 | Delayla               | 2    | 3    | 4    | 9        |
| 18 | Amel Furniture        | 2    | 1    | 3    | 6        |
| 19 | Abdi Jaya Meubel      | 1    | 1    | 3    | 5        |
| 20 | Chyntia Furniture     | 2    | 4    | 2    | 8        |
| 21 | Berkah Jaya Furniture | 5    | 2    | 4    | 11       |
| 22 | ABC Furniture         | 1    | 1    | 3    | 5        |
| 23 | Anugrah Terang Makmur | 3    | 2    | 4    | 9        |
| 24 | Kilo Meubel           | 1    | 2    | 3    | 6        |
| 25 | Trendy Furniture      | 2    | 3    | 5    | 10       |
| 26 | Zaliludin Meubel      | 2    | 3    | 5    | 10       |
| 27 | Athena Furniture      | 2    | 5    | 3    | 10       |
| 28 | Dwi Rangga Furniture  | 2    | 4    | 5    | 11       |
| 29 | Mega Indah Center     | 1    | 3    | 4    | 8        |
| 30 | King Furniture        | 3    | 4    | 5    | 12       |
| 31 | Lestari               | 3    | 3    | 5    | 11       |
| 32 | Alif Makmur           | 4    | 5    | 5    | 14       |
| 33 | Angkasa Jaya          | 2    | 5    | 4    | 11       |
| 34 | Apolo Jaya            | 5    | 3    | 2    | 10       |
| 35 | Bonggol Furniture     | 4    | 5    | 4    | 13       |
| 36 | Bhakti Jaya           | 5    | 5    | 4    | 14       |



|    |                    |   |   |   |    |
|----|--------------------|---|---|---|----|
| 37 | Bintang Agung      | 5 | 2 | 4 | 11 |
| 38 | Palapa Furniture   | 4 | 5 | 4 | 13 |
| 39 | Citra Elektronik   | 3 | 5 | 4 | 12 |
| 40 | Eucaris Furniture  | 5 | 3 | 5 | 13 |
| 41 | Melosa             | 3 | 5 | 5 | 13 |
| 42 | Yusuf              | 1 | 4 | 5 | 10 |
| 43 | Warna Jaya         | 1 | 5 | 1 | 7  |
| 44 | Ay Elektronik      | 4 | 4 | 5 | 13 |
| 45 | Eka Jaya           | 5 | 1 | 5 | 11 |
| 46 | Dua Jaya           | 5 | 3 | 5 | 13 |
| 47 | De Laila           | 5 | 1 | 4 | 10 |
| 48 | Matahari           | 5 | 1 | 4 | 10 |
| 49 | Sukajadi Furniture | 1 | 3 | 5 | 9  |
| 50 | Vira               | 5 | 3 | 5 | 13 |
| 51 | BJM Kedaton        | 5 | 1 | 5 | 11 |
| 52 | Lorencia Furniture | 2 | 4 | 4 | 10 |
| 53 | Daffa Jaya         | 4 | 3 | 4 | 11 |
| 54 | Ceria Furniture    | 5 | 4 | 5 | 14 |
| 55 | Graha Furniture    | 5 | 5 | 5 | 15 |
| 56 | Handala Furniture  | 1 | 4 | 5 | 10 |
| 57 | Laila Meubel       | 5 | 5 | 3 | 13 |
| 58 | Fransiska Meubel   | 5 | 5 | 5 | 15 |
| 59 | Ornate Furniture   | 5 | 4 | 5 | 14 |
| 60 | Hamdan Meubel      | 3 | 5 | 5 | 13 |
| 61 | Calista Furniture  | 5 | 5 | 4 | 14 |
| 62 | Dekorasi Indah     | 5 | 5 | 2 | 12 |
| 63 | Callista Furniture | 5 | 1 | 5 | 11 |
| 64 | Sandar Furniture   | 5 | 5 | 4 | 14 |
| 65 | Jaya Indah Center  | 3 | 3 | 2 | 8  |
| 66 | Melati Meubel      | 3 | 5 | 5 | 13 |
| 67 | Property Furniture | 5 | 1 | 4 | 10 |
| 68 | Garuda Jaya Meubel | 1 | 3 | 5 | 9  |
| 69 | Af Jaya            | 5 | 3 | 5 | 13 |
| 70 | All Furniture      | 5 | 4 | 2 | 11 |
| 71 | Amelia Furniture   | 1 | 3 | 2 | 6  |
| 72 | Planet Indo Arta   | 4 | 3 | 5 | 12 |
| 73 | Megapolitan        | 4 | 1 | 2 | 7  |
| 74 | Panca Jaya         | 1 | 3 | 5 | 9  |
| 75 | Sumber Agung       | 4 | 5 | 4 | 13 |
| 76 | Putra Jaya         | 1 | 4 | 5 | 10 |
| 77 | Karya Indah        | 3 | 3 | 5 | 11 |
| 78 | Capital City       | 1 | 4 | 2 | 7  |

|     |                       |   |   |   |    |
|-----|-----------------------|---|---|---|----|
| 79  | Araya                 | 3 | 1 | 3 | 7  |
| 80  | Sinar Harapan         | 3 | 2 | 4 | 9  |
| 81  | Berkah Jaya           | 3 | 5 | 2 | 10 |
| 82  | Chandra Karya         | 1 | 3 | 5 | 9  |
| 83  | Fajar Jaya            | 5 | 4 | 2 | 11 |
| 84  | Cosmo                 | 3 | 3 | 5 | 11 |
| 85  | Villa Angsana         | 1 | 2 | 4 | 7  |
| 86  | Bandung Furniture     | 5 | 4 | 5 | 14 |
| 87  | D Rumah               | 4 | 4 | 4 | 12 |
| 88  | Colombus              | 5 | 5 | 5 | 15 |
| 89  | Buaba Cash and Credit | 5 | 3 | 4 | 12 |
| 90  | Benson                | 1 | 4 | 2 | 7  |
| 91  | Maju Jaya             | 4 | 5 | 1 | 10 |
| 92  | Permaisuri Meubel     | 4 | 2 | 4 | 10 |
| 93  | Maju Jaya             | 5 | 5 | 3 | 13 |
| 94  | Sinar Terang          | 5 | 2 | 2 | 9  |
| 95  | Gracias               | 5 | 3 | 5 | 13 |
| 96  | Ali Furniture         | 4 | 2 | 4 | 10 |
| 97  | Ratu Meubel           | 4 | 4 | 3 | 11 |
| 98  | Standart Furniture    | 2 | 2 | 4 | 8  |
| 99  | Molek Furniture       | 3 | 5 | 5 | 13 |
| 100 | Antasari Furniture    | 2 | 2 | 5 | 9  |

### Variabel X2 (PROMOSI PENJUALAN)

| No | Nama Ritel           | P1X2 | P2X2 | P3X2 | P4X2 | P5X2 | TOTAL X2 |
|----|----------------------|------|------|------|------|------|----------|
| 1  | Empat Saudara Jaya   | 3    | 4    | 4    | 4    | 3    | 18       |
| 2  | Sanjaya              | 2    | 3    | 3    | 2    | 3    | 13       |
| 3  | Matras Intan Gallery | 4    | 4    | 3    | 3    | 3    | 17       |
| 4  | Aneka Warna          | 1    | 2    | 3    | 4    | 5    | 15       |
| 5  | 168 Furniture        | 3    | 3    | 3    | 2    | 2    | 13       |
| 6  | Kevin Furniture      | 3    | 2    | 3    | 2    | 3    | 13       |
| 7  | Mahkota Furniture    | 3    | 4    | 3    | 3    | 3    | 16       |
| 8  | Kartini Meubel       | 3    | 2    | 3    | 2    | 3    | 13       |
| 9  | Istana Meubel        | 4    | 4    | 4    | 3    | 3    | 18       |
| 10 | Alesandra            | 4    | 3    | 4    | 4    | 1    | 16       |
| 11 | Dynasti              | 5    | 4    | 4    | 4    | 4    | 21       |
| 12 | Sumber Rizky         | 5    | 5    | 4    | 4    | 4    | 22       |
| 13 | Ben Furniture        | 3    | 4    | 5    | 5    | 4    | 21       |
| 14 | Pito                 | 4    | 3    | 2    | 2    | 3    | 14       |
| 15 | Citra Kartini        | 5    | 5    | 5    | 5    | 5    | 25       |
| 16 | Bintang Mas          | 5    | 2    | 4    | 4    | 4    | 19       |
| 17 | Delayla              | 4    | 4    | 4    | 5    | 4    | 21       |

|    |                       |   |   |   |   |   |    |
|----|-----------------------|---|---|---|---|---|----|
| 18 | Amel Furniture        | 4 | 4 | 4 | 4 | 4 | 20 |
| 19 | Abdi Jaya Meubel      | 3 | 3 | 3 | 3 | 3 | 15 |
| 20 | Chyntia Furniture     | 3 | 3 | 4 | 3 | 2 | 15 |
| 21 | Berkah Jaya Furniture | 3 | 3 | 4 | 5 | 5 | 20 |
| 22 | ABC Furniture         | 5 | 3 | 3 | 2 | 4 | 17 |
| 23 | Anugrah Terang Makmur | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | Kilo Meubel           | 2 | 2 | 4 | 4 | 4 | 16 |
| 25 | Trendy Furniture      | 4 | 5 | 4 | 5 | 4 | 22 |
| 26 | Zaliludin Meubel      | 3 | 4 | 4 | 3 | 2 | 16 |
| 27 | Athena Furniture      | 4 | 3 | 4 | 3 | 3 | 17 |
| 28 | Dwi Rangga Furniture  | 5 | 4 | 4 | 5 | 3 | 21 |
| 29 | Mega Indah Center     | 4 | 2 | 3 | 3 | 4 | 16 |
| 30 | King Furniture        | 3 | 5 | 3 | 5 | 2 | 18 |
| 31 | Lestari               | 5 | 5 | 3 | 5 | 2 | 20 |
| 32 | Alif Makmur           | 4 | 5 | 5 | 5 | 4 | 23 |
| 33 | Angkasa Jaya          | 4 | 4 | 4 | 4 | 4 | 20 |
| 34 | Apolo Jaya            | 3 | 4 | 3 | 2 | 5 | 17 |
| 35 | Bonggol Furniture     | 3 | 4 | 4 | 4 | 3 | 18 |
| 36 | Bhakti Jaya           | 4 | 4 | 3 | 5 | 3 | 19 |
| 37 | Bintang Agung         | 3 | 3 | 4 | 4 | 4 | 18 |
| 38 | Palapa Furniture      | 4 | 3 | 4 | 4 | 2 | 17 |
| 39 | Citra Elektronik      | 3 | 4 | 3 | 5 | 3 | 18 |
| 40 | Eucaris Furniture     | 4 | 5 | 3 | 3 | 4 | 19 |
| 41 | Melosa                | 5 | 5 | 4 | 5 | 5 | 24 |
| 42 | Yusuf                 | 3 | 3 | 5 | 5 | 3 | 19 |
| 43 | Warna Jaya            | 3 | 4 | 4 | 5 | 1 | 17 |
| 44 | Ay Elektronik         | 4 | 5 | 5 | 2 | 2 | 18 |
| 45 | Eka Jaya              | 4 | 5 | 3 | 4 | 3 | 19 |
| 46 | Dua Jaya              | 4 | 4 | 5 | 3 | 4 | 20 |
| 47 | De Laila              | 5 | 5 | 3 | 4 | 4 | 21 |
| 48 | Matahari              | 5 | 4 | 3 | 4 | 3 | 19 |
| 49 | Sukajadi Furniture    | 5 | 3 | 5 | 5 | 4 | 22 |
| 50 | Vira                  | 5 | 3 | 4 | 5 | 2 | 19 |
| 51 | BJM Kedaton           | 4 | 1 | 1 | 2 | 2 | 10 |
| 52 | Lorencia Furniture    | 3 | 4 | 4 | 1 | 3 | 15 |
| 53 | Daffa Jaya            | 5 | 4 | 4 | 5 | 2 | 20 |
| 54 | Ceria Furniture       | 4 | 3 | 3 | 4 | 4 | 18 |
| 55 | Graha Furniture       | 4 | 4 | 3 | 2 | 3 | 16 |
| 56 | Handala Furniture     | 4 | 4 | 2 | 4 | 3 | 17 |
| 57 | Laila Meubel          | 4 | 5 | 5 | 3 | 4 | 21 |
| 58 | Fransiska Meubel      | 5 | 2 | 2 | 2 | 3 | 14 |
| 59 | Ornate Furniture      | 4 | 4 | 4 | 3 | 4 | 19 |

|     |                       |   |   |   |   |   |    |
|-----|-----------------------|---|---|---|---|---|----|
| 60  | Hamdan Meubel         | 2 | 4 | 5 | 3 | 3 | 17 |
| 61  | Calista Furniture     | 4 | 5 | 4 | 4 | 5 | 22 |
| 62  | Dekorasi Indah        | 5 | 1 | 3 | 4 | 4 | 17 |
| 63  | Callista Furniture    | 4 | 5 | 5 | 3 | 5 | 22 |
| 64  | Sandar Furniture      | 5 | 2 | 5 | 5 | 3 | 20 |
| 65  | Jaya Indah Center     | 5 | 3 | 5 | 4 | 1 | 18 |
| 66  | Melati Meubel         | 3 | 5 | 5 | 3 | 3 | 19 |
| 67  | Property Furniture    | 3 | 4 | 3 | 4 | 4 | 18 |
| 68  | Garuda Jaya Meubel    | 4 | 3 | 5 | 4 | 4 | 20 |
| 69  | Af Jaya               | 4 | 3 | 5 | 5 | 5 | 22 |
| 70  | All Furniture         | 5 | 4 | 5 | 5 | 5 | 24 |
| 71  | Amelia Furniture      | 3 | 4 | 5 | 5 | 4 | 21 |
| 72  | Planet Indo Arta      | 5 | 3 | 5 | 5 | 5 | 23 |
| 73  | Megapolitan           | 4 | 4 | 4 | 3 | 3 | 18 |
| 74  | Panca Jaya            | 4 | 4 | 5 | 5 | 4 | 22 |
| 75  | Sumber Agung          | 3 | 5 | 5 | 5 | 5 | 23 |
| 76  | Putra Jaya            | 5 | 5 | 5 | 3 | 5 | 23 |
| 77  | Karya Indah           | 4 | 5 | 4 | 4 | 3 | 20 |
| 78  | Capital City          | 4 | 4 | 5 | 4 | 2 | 19 |
| 79  | Araya                 | 4 | 5 | 5 | 3 | 4 | 21 |
| 80  | Sinar Harapan         | 4 | 5 | 5 | 5 | 2 | 21 |
| 81  | Berkah Jaya           | 3 | 5 | 5 | 5 | 3 | 21 |
| 82  | Chandra Karya         | 4 | 4 | 5 | 4 | 3 | 20 |
| 83  | Fajar Jaya            | 5 | 4 | 3 | 4 | 3 | 19 |
| 84  | Cosmo                 | 5 | 3 | 5 | 3 | 4 | 20 |
| 85  | Villa Angsana         | 2 | 5 | 4 | 3 | 5 | 19 |
| 86  | Bandung Furniture     | 3 | 2 | 5 | 5 | 5 | 20 |
| 87  | D Rumah               | 3 | 3 | 4 | 5 | 4 | 19 |
| 88  | Colombus              | 3 | 2 | 3 | 3 | 3 | 14 |
| 89  | Buana Cash and Credit | 4 | 4 | 2 | 5 | 2 | 17 |
| 90  | Benson                | 2 | 3 | 3 | 2 | 5 | 15 |
| 91  | Maju Jaya             | 3 | 3 | 4 | 3 | 3 | 16 |
| 92  | Permaisuri Meubel     | 3 | 3 | 3 | 3 | 4 | 16 |
| 93  | Maju Jaya             | 5 | 5 | 4 | 5 | 2 | 21 |
| 94  | Sinar Terang          | 3 | 4 | 2 | 2 | 3 | 14 |
| 95  | Gracias               | 4 | 4 | 4 | 4 | 4 | 20 |
| 96  | Ali Furniture         | 5 | 3 | 4 | 3 | 3 | 18 |
| 97  | Ratu Meubel           | 5 | 3 | 3 | 4 | 3 | 18 |
| 98  | Standart Furniture    | 3 | 2 | 4 | 5 | 2 | 16 |
| 99  | Molek Furniture       | 3 | 4 | 4 | 4 | 2 | 17 |
| 100 | Antasari Furniture    | 4 | 3 | 5 | 3 | 3 | 18 |

### Variabel X3 (Hubungan Masyarakat)

| No | Nama Ritel            | P1X3 | P2X3 | P3X3 | P4X3 | P5X3 | TOTAL X3 |
|----|-----------------------|------|------|------|------|------|----------|
| 1  | Empat Saudara Jaya    | 2    | 3    | 4    | 5    | 1    | 15       |
| 2  | Sanjaya               | 3    | 4    | 5    | 2    | 4    | 18       |
| 3  | Mattras Intan Gallery | 1    | 5    | 2    | 4    | 1    | 13       |
| 4  | Aneka Warna           | 2    | 3    | 1    | 5    | 2    | 13       |
| 5  | 168 Furniture         | 1    | 4    | 2    | 2    | 3    | 12       |
| 6  | Kevin Furniture       | 4    | 5    | 3    | 2    | 1    | 15       |
| 7  | Mahkota Furniture     | 1    | 2    | 1    | 2    | 3    | 9        |
| 8  | Kartini Meubel        | 5    | 2    | 4    | 2    | 4    | 17       |
| 9  | Istana Meubel         | 1    | 4    | 2    | 2    | 3    | 12       |
| 10 | Alesandra             | 2    | 5    | 3    | 5    | 1    | 16       |
| 11 | Dynasti               | 5    | 2    | 1    | 3    | 2    | 13       |
| 12 | Sumber Rizky          | 2    | 5    | 4    | 3    | 4    | 18       |
| 13 | Ben Furniture         | 1    | 3    | 3    | 5    | 3    | 15       |
| 14 | Pito                  | 5    | 4    | 2    | 3    | 5    | 19       |
| 15 | Citra Kartini         | 5    | 3    | 1    | 2    | 2    | 13       |
| 16 | Bintang Mas           | 4    | 2    | 3    | 2    | 3    | 14       |
| 17 | Delayla               | 2    | 3    | 4    | 4    | 3    | 16       |
| 18 | Amel Furniture        | 3    | 5    | 5    | 5    | 2    | 20       |
| 19 | Abdi Jaya Meubel      | 1    | 4    | 2    | 3    | 3    | 13       |
| 20 | Chyntia Furniture     | 1    | 1    | 3    | 5    | 4    | 14       |
| 21 | Berkah Jaya Furniture | 3    | 4    | 4    | 4    | 5    | 20       |
| 22 | ABC Furniture         | 3    | 2    | 2    | 2    | 3    | 12       |
| 23 | Anugrah Terang Makmur | 4    | 2    | 1    | 4    | 4    | 15       |
| 24 | Kilo Meubel           | 1    | 3    | 2    | 2    | 2    | 10       |
| 25 | Trendy Furniture      | 2    | 4    | 3    | 1    | 1    | 11       |
| 26 | Zaliludin Meubel      | 3    | 1    | 1    | 2    | 1    | 8        |
| 27 | Athena Furniture      | 3    | 4    | 1    | 2    | 3    | 13       |
| 28 | Dwi Rangga Furniture  | 4    | 5    | 4    | 5    | 5    | 23       |
| 29 | Mega Indah Center     | 5    | 3    | 5    | 4    | 3    | 20       |
| 30 | King Furniture        | 1    | 4    | 2    | 3    | 3    | 13       |
| 31 | Lestari               | 3    | 5    | 3    | 5    | 2    | 18       |
| 32 | Alif Makmur           | 4    | 5    | 5    | 5    | 4    | 23       |
| 33 | Angkasa Jaya          | 4    | 4    | 4    | 4    | 4    | 20       |
| 34 | Apolo Jaya            | 2    | 4    | 3    | 2    | 5    | 16       |
| 35 | Bonggol Furniture     | 3    | 4    | 1    | 4    | 3    | 15       |
| 36 | Bhakti Jaya           | 4    | 2    | 3    | 5    | 3    | 17       |
| 37 | Bintang Agung         | 3    | 3    | 1    | 1    | 4    | 12       |
| 38 | Palapa Furniture      | 4    | 3    | 1    | 4    | 2    | 14       |
| 39 | Citra Elektronik      | 3    | 2    | 3    | 5    | 3    | 16       |

|    |                    |   |   |   |   |   |    |
|----|--------------------|---|---|---|---|---|----|
| 40 | Eucaris Furniture  | 4 | 3 | 3 | 3 | 4 | 17 |
| 41 | Melosa             | 5 | 5 | 4 | 4 | 5 | 23 |
| 42 | Yusuf              | 3 | 2 | 5 | 1 | 4 | 15 |
| 43 | Warna Jaya         | 3 | 4 | 4 | 2 | 1 | 14 |
| 44 | Ay Elektronik      | 4 | 2 | 5 | 2 | 2 | 15 |
| 45 | Eka Jaya           | 4 | 5 | 1 | 4 | 3 | 17 |
| 46 | Dua Jaya           | 4 | 2 | 5 | 3 | 4 | 18 |
| 47 | De Laila           | 4 | 5 | 5 | 4 | 4 | 22 |
| 48 | Matahari           | 5 | 5 | 3 | 4 | 3 | 20 |
| 49 | Sukajadi Furniture | 5 | 2 | 1 | 5 | 4 | 17 |
| 50 | Vira               | 5 | 2 | 5 | 2 | 1 | 15 |
| 51 | BJM Kedaton        | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | Lorencia Furniture | 5 | 4 | 5 | 3 | 3 | 20 |
| 53 | Daffa Jaya         | 5 | 2 | 4 | 5 | 1 | 17 |
| 54 | Ceria Furniture    | 1 | 3 | 2 | 4 | 4 | 14 |
| 55 | Graha Furniture    | 5 | 4 | 3 | 5 | 5 | 22 |
| 56 | Handala Furniture  | 4 | 4 | 1 | 3 | 3 | 15 |
| 57 | Laila Meubel       | 5 | 5 | 5 | 5 | 4 | 24 |
| 58 | Fransiska Meubel   | 5 | 1 | 2 | 4 | 3 | 15 |
| 59 | Ornate Furniture   | 1 | 5 | 3 | 4 | 4 | 17 |
| 60 | Hamdan Meubel      | 3 | 5 | 3 | 4 | 3 | 18 |
| 61 | Calista Furniture  | 4 | 5 | 4 | 4 | 5 | 22 |
| 62 | Dekorasi Indah     | 5 | 3 | 3 | 4 | 4 | 19 |
| 63 | Callista Furniture | 4 | 5 | 5 | 4 | 2 | 20 |
| 64 | Sandar Furniture   | 4 | 5 | 5 | 5 | 4 | 23 |
| 65 | Jaya Indah Center  | 3 | 3 | 2 | 3 | 3 | 14 |
| 66 | Melati Meubel      | 3 | 3 | 3 | 2 | 4 | 15 |
| 67 | Property Furniture | 3 | 4 | 4 | 4 | 4 | 19 |
| 68 | Garuda Jaya Meubel | 4 | 3 | 2 | 4 | 2 | 15 |
| 69 | Af Jaya            | 4 | 5 | 5 | 3 | 3 | 20 |
| 70 | All Furniture      | 5 | 2 | 3 | 5 | 5 | 20 |
| 71 | Amelia Furniture   | 3 | 4 | 2 | 2 | 5 | 16 |
| 72 | Planet Indo Arta   | 4 | 5 | 5 | 5 | 4 | 23 |
| 73 | Megapolitan        | 4 | 5 | 4 | 5 | 3 | 21 |
| 74 | Panca Jaya         | 4 | 5 | 2 | 3 | 4 | 18 |
| 75 | Sumber Agung       | 3 | 5 | 5 | 3 | 3 | 19 |
| 76 | Putra Jaya         | 5 | 5 | 5 | 5 | 5 | 25 |
| 77 | Karya Indah        | 5 | 3 | 2 | 4 | 5 | 19 |
| 78 | Capital City       | 4 | 4 | 5 | 5 | 5 | 23 |
| 79 | Araya              | 4 | 5 | 5 | 5 | 4 | 23 |
| 80 | Sinar Harapan      | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | Berkah Jaya        | 5 | 1 | 1 | 3 | 3 | 13 |

|     |                       |   |   |   |   |   |    |
|-----|-----------------------|---|---|---|---|---|----|
| 82  | Chandra Karya         | 4 | 4 | 5 | 5 | 3 | 21 |
| 83  | Fajar Jaya            | 5 | 4 | 5 | 5 | 3 | 22 |
| 84  | Cosmo                 | 5 | 3 | 5 | 5 | 4 | 22 |
| 85  | Villa Angsana         | 4 | 5 | 5 | 3 | 5 | 22 |
| 86  | Bandung Furniture     | 4 | 5 | 5 | 5 | 5 | 24 |
| 87  | D Rumah               | 4 | 5 | 5 | 4 | 3 | 21 |
| 88  | Colombus              | 3 | 4 | 5 | 3 | 3 | 18 |
| 89  | Buana Cash and Credit | 4 | 1 | 4 | 3 | 5 | 17 |
| 90  | Benson                | 2 | 3 | 2 | 5 | 5 | 17 |
| 91  | Maju Jaya             | 3 | 3 | 2 | 3 | 3 | 14 |
| 92  | Permaisuri Meubel     | 3 | 3 | 5 | 5 | 4 | 20 |
| 93  | Maju Jaya             | 5 | 5 | 4 | 5 | 2 | 21 |
| 94  | Sinar Terang          | 3 | 2 | 5 | 2 | 3 | 15 |
| 95  | Gracias               | 4 | 4 | 5 | 5 | 4 | 22 |
| 96  | Ali Furniture         | 5 | 3 | 5 | 5 | 5 | 23 |
| 97  | Ratu Meubel           | 2 | 3 | 5 | 5 | 3 | 18 |
| 98  | Standart Furniture    | 3 | 5 | 5 | 2 | 5 | 20 |
| 99  | Molek Furniture       | 3 | 3 | 4 | 4 | 3 | 17 |
| 100 | Antasari Furniture    | 4 | 3 | 5 | 5 | 3 | 20 |

#### Variabel X4 (Penjualan Perseorangan)

| No | Nama Ritel           | P1X4 | P2X4 | P3X4 | P4X4 | P5X4 | TOTALX4 |
|----|----------------------|------|------|------|------|------|---------|
| 1  | Empat Saudara Jaya   | 5    | 5    | 4    | 3    | 4    | 21      |
| 2  | Sanjaya              | 2    | 2    | 3    | 3    | 4    | 14      |
| 3  | Matras Intan Gallery | 4    | 3    | 4    | 3    | 4    | 18      |
| 4  | Aneka Warna          | 4    | 3    | 2    | 1    | 3    | 13      |
| 5  | 168 Furniture        | 3    | 3    | 3    | 3    | 4    | 16      |
| 6  | Kevin Furniture      | 2    | 2    | 3    | 3    | 3    | 13      |
| 7  | Mahkota Furniture    | 4    | 3    | 4    | 4    | 4    | 19      |
| 8  | Kartini Meubel       | 2    | 2    | 3    | 3    | 3    | 13      |
| 9  | Istana Meubel        | 2    | 3    | 3    | 2    | 4    | 14      |
| 10 | Alesandra            | 5    | 4    | 4    | 5    | 3    | 21      |
| 11 | Dynasti              | 4    | 4    | 4    | 3    | 4    | 19      |
| 12 | Sumber Rizky         | 5    | 4    | 4    | 5    | 3    | 21      |
| 13 | Ben Furniture        | 5    | 5    | 4    | 3    | 4    | 21      |
| 14 | Pito                 | 3    | 4    | 4    | 3    | 4    | 18      |
| 15 | Citra Kartini        | 5    | 5    | 5    | 5    | 4    | 24      |
| 16 | Bintang Mas          | 3    | 3    | 3    | 3    | 4    | 16      |
| 17 | Delayla              | 3    | 4    | 3    | 4    | 4    | 18      |
| 18 | Amel Furniture       | 5    | 5    | 5    | 4    | 4    | 23      |
| 19 | Abdi Jaya Meubel     | 4    | 4    | 3    | 3    | 4    | 18      |
| 20 | Chyntia Furniture    | 4    | 4    | 4    | 2    | 4    | 18      |

|    |                       |   |   |   |   |   |    |
|----|-----------------------|---|---|---|---|---|----|
| 21 | Berkah Jaya Furniture | 4 | 4 | 3 | 3 | 5 | 19 |
| 22 | ABC Furniture         | 4 | 4 | 4 | 5 | 5 | 22 |
| 23 | Anugrah Terang Makmur | 3 | 3 | 4 | 4 | 4 | 18 |
| 24 | Kilo Meubel           | 3 | 4 | 3 | 2 | 5 | 17 |
| 25 | Trendy Furniture      | 4 | 3 | 4 | 4 | 3 | 18 |
| 26 | Zaliludin Meubel      | 4 | 4 | 3 | 2 | 3 | 16 |
| 27 | Athena Furniture      | 4 | 3 | 4 | 3 | 3 | 17 |
| 28 | Dwi Rangga Furniture  | 5 | 4 | 5 | 4 | 4 | 22 |
| 29 | Mega Indah Center     | 3 | 4 | 4 | 2 | 4 | 17 |
| 30 | King Furniture        | 3 | 5 | 4 | 4 | 4 | 20 |
| 31 | Lestari               | 3 | 5 | 3 | 5 | 2 | 18 |
| 32 | Alif Makmur           | 4 | 5 | 5 | 5 | 4 | 23 |
| 33 | Angkasa Jaya          | 4 | 4 | 4 | 4 | 4 | 20 |
| 34 | Apolo Jaya            | 3 | 4 | 3 | 2 | 5 | 17 |
| 35 | Bonggol Furniture     | 3 | 4 | 4 | 4 | 3 | 18 |
| 36 | Bhakti Jaya           | 4 | 4 | 3 | 5 | 3 | 19 |
| 37 | Bintang Agung         | 3 | 3 | 4 | 4 | 4 | 18 |
| 38 | Palapa Furniture      | 4 | 3 | 4 | 4 | 2 | 17 |
| 39 | Citra Elektronik      | 3 | 2 | 3 | 5 | 3 | 16 |
| 40 | Eucaris Furniture     | 4 | 3 | 3 | 3 | 4 | 17 |
| 41 | Melosa                | 5 | 5 | 4 | 4 | 5 | 23 |
| 42 | Yusuf                 | 3 | 3 | 5 | 5 | 3 | 19 |
| 43 | Warna Jaya            | 3 | 4 | 4 | 2 | 1 | 14 |
| 44 | Ay Elektronik         | 4 | 5 | 5 | 2 | 2 | 18 |
| 45 | Eka Jaya              | 4 | 5 | 3 | 4 | 3 | 19 |
| 46 | Dua Jaya              | 4 | 4 | 5 | 3 | 4 | 20 |
| 47 | De Laila              | 4 | 5 | 3 | 4 | 4 | 20 |
| 48 | Matahari              | 5 | 4 | 3 | 4 | 3 | 19 |
| 49 | Sukajadi Furniture    | 5 | 5 | 5 | 5 | 4 | 24 |
| 50 | Vira                  | 5 | 3 | 4 | 5 | 2 | 19 |
| 51 | BJM Kedaton           | 4 | 4 | 3 | 2 | 2 | 15 |
| 52 | Lorencia Furniture    | 3 | 4 | 4 | 5 | 3 | 19 |
| 53 | Daffa Jaya            | 5 | 4 | 4 | 5 | 3 | 21 |
| 54 | Ceria Furniture       | 4 | 3 | 3 | 4 | 4 | 18 |
| 55 | Graha Furniture       | 4 | 4 | 3 | 5 | 3 | 19 |
| 56 | Handala Furniture     | 4 | 4 | 5 | 4 | 3 | 20 |
| 57 | Laila Meubel          | 4 | 5 | 5 | 3 | 4 | 21 |
| 58 | Fransiska Meubel      | 5 | 4 | 4 | 4 | 3 | 20 |
| 59 | Ornate Furniture      | 4 | 4 | 4 | 4 | 4 | 20 |
| 60 | Hamdan Meubel         | 3 | 4 | 5 | 4 | 3 | 19 |
| 61 | Calista Furniture     | 4 | 5 | 4 | 4 | 5 | 22 |
| 62 | Dekorasi Indah        | 5 | 4 | 3 | 4 | 4 | 20 |



|     |                       |   |   |   |   |   |    |
|-----|-----------------------|---|---|---|---|---|----|
| 63  | Callista Furniture    | 4 | 5 | 4 | 4 | 5 | 22 |
| 64  | Sandar Furniture      | 4 | 5 | 5 | 5 | 3 | 22 |
| 65  | Jaya Indah Center     | 3 | 3 | 2 | 4 | 1 | 13 |
| 66  | Melati Meubel         | 3 | 3 | 4 | 4 | 3 | 17 |
| 67  | Property Furniture    | 3 | 4 | 4 | 4 | 4 | 19 |
| 68  | Garuda Jaya Meubel    | 4 | 3 | 4 | 4 | 3 | 18 |
| 69  | Af Jaya               | 4 | 5 | 5 | 5 | 3 | 22 |
| 70  | All Furniture         | 5 | 4 | 4 | 5 | 5 | 23 |
| 71  | Amelia Furniture      | 3 | 4 | 3 | 4 | 4 | 18 |
| 72  | Planet Indo Arta      | 5 | 5 | 5 | 4 | 3 | 22 |
| 73  | Megapolitan           | 4 | 4 | 4 | 3 | 3 | 18 |
| 74  | Panca Jaya            | 4 | 4 | 5 | 5 | 4 | 22 |
| 75  | Sumber Agung          | 3 | 4 | 5 | 5 | 3 | 20 |
| 76  | Putra Jaya            | 5 | 4 | 4 | 3 | 5 | 21 |
| 77  | Karya Indah           | 4 | 3 | 4 | 4 | 3 | 18 |
| 78  | Capital Citty         | 4 | 4 | 5 | 5 | 2 | 20 |
| 79  | Araya                 | 4 | 5 | 5 | 5 | 4 | 23 |
| 80  | Sinar Harapan         | 4 | 5 | 5 | 5 | 2 | 21 |
| 81  | Berkah Jaya           | 3 | 2 | 2 | 3 | 3 | 13 |
| 82  | Chandra Karya         | 4 | 4 | 5 | 3 | 3 | 19 |
| 83  | Fajar Jaya            | 5 | 4 | 3 | 4 | 3 | 19 |
| 84  | Cosmo                 | 5 | 3 | 5 | 3 | 4 | 20 |
| 85  | Villa Angsana         | 2 | 2 | 4 | 3 | 5 | 16 |
| 86  | Bandung Furniture     | 1 | 2 | 5 | 5 | 5 | 18 |
| 87  | D Rumah               | 3 | 3 | 3 | 4 | 3 | 16 |
| 88  | Colombus              | 3 | 2 | 3 | 3 | 3 | 14 |
| 89  | Buana Cash and Credit | 4 | 4 | 4 | 3 | 2 | 17 |
| 90  | Benson                | 2 | 3 | 3 | 2 | 5 | 15 |
| 91  | Maju Jaya             | 3 | 3 | 3 | 3 | 3 | 15 |
| 92  | Permaisuri Meubel     | 3 | 3 | 2 | 3 | 4 | 15 |
| 93  | Maju Jaya             | 5 | 5 | 4 | 5 | 2 | 21 |
| 94  | Sinar Terang          | 3 | 2 | 2 | 2 | 3 | 12 |
| 95  | Gracias               | 4 | 4 | 4 | 4 | 4 | 20 |
| 96  | Ali Furniture         | 5 | 3 | 4 | 3 | 3 | 18 |
| 97  | Ratu Meubel           | 2 | 3 | 3 | 4 | 3 | 15 |
| 98  | Standart Furniture    | 3 | 2 | 4 | 2 | 2 | 13 |
| 99  | Molek Furniture       | 3 | 3 | 4 | 4 | 2 | 16 |
| 100 | Antasari Furniture    | 4 | 3 | 3 | 3 | 3 | 16 |

### Variabel X5 (Pemasaran Langsung)

| No | Nama Ritel            | P1X5 | P2X5 | P3X5 | P4X5 | P5X5 | P6X5 | TOTAL X5 |
|----|-----------------------|------|------|------|------|------|------|----------|
| 1  | Empat Saudara Jaya    | 3    | 4    | 4    | 3    | 1    | 4    | 19       |
| 2  | Sanjaya               | 4    | 4    | 5    | 4    | 5    | 4    | 26       |
| 3  | Matras Intan Gallery  | 4    | 4    | 4    | 2    | 4    | 5    | 23       |
| 4  | Aneka Warna           | 4    | 4    | 5    | 4    | 4    | 2    | 23       |
| 5  | 168 Furniture         | 4    | 4    | 4    | 3    | 5    | 5    | 25       |
| 6  | Kevin Furniture       | 4    | 4    | 4    | 2    | 4    | 5    | 23       |
| 7  | Mahkota Furniture     | 4    | 4    | 3    | 5    | 3    | 4    | 23       |
| 8  | Kartini Meubel        | 4    | 3    | 4    | 4    | 4    | 5    | 24       |
| 9  | Istana Meubel         | 4    | 4    | 5    | 5    | 5    | 5    | 28       |
| 10 | Alesandra             | 4    | 3    | 4    | 4    | 3    | 1    | 19       |
| 11 | Dynasti               | 4    | 4    | 5    | 5    | 5    | 5    | 28       |
| 12 | Sumber Rizky          | 4    | 3    | 4    | 4    | 4    | 4    | 23       |
| 13 | Ben Furniture         | 4    | 3    | 5    | 2    | 3    | 3    | 20       |
| 14 | Pito                  | 4    | 2    | 2    | 4    | 4    | 3    | 19       |
| 15 | Citra Kartini         | 4    | 2    | 2    | 2    | 2    | 4    | 16       |
| 16 | Bintang Mas           | 4    | 3    | 2    | 4    | 4    | 4    | 21       |
| 17 | Delayla               | 4    | 4    | 3    | 2    | 3    | 4    | 20       |
| 18 | Amel Furniture        | 4    | 3    | 2    | 4    | 4    | 5    | 22       |
| 19 | Abdi Jaya Meubel      | 3    | 3    | 2    | 2    | 1    | 4    | 15       |
| 20 | Chyntia Furniture     | 3    | 4    | 3    | 4    | 4    | 3    | 21       |
| 21 | Berkah Jaya Furniture | 4    | 3    | 4    | 3    | 3    | 5    | 22       |
| 22 | ABC Furniture         | 4    | 4    | 3    | 4    | 4    | 4    | 23       |
| 23 | Anugrah Terang Makmur | 3    | 3    | 3    | 1    | 2    | 3    | 15       |
| 24 | Kilo Meubel           | 4    | 4    | 3    | 4    | 4    | 5    | 24       |
| 25 | Trendy Furniture      | 5    | 4    | 5    | 1    | 3    | 3    | 21       |
| 26 | Zaliludin Meubel      | 5    | 4    | 4    | 4    | 4    | 4    | 25       |
| 27 | Athena Furniture      | 4    | 4    | 4    | 5    | 3    | 3    | 23       |
| 28 | Dwi Rangga Furniture  | 5    | 3    | 4    | 4    | 4    | 4    | 24       |
| 29 | Mega Indah Center     | 4    | 1    | 5    | 4    | 4    | 2    | 20       |
| 30 | King Furniture        | 4    | 2    | 4    | 4    | 3    | 4    | 21       |
| 31 | Lestari               | 3    | 4    | 3    | 5    | 4    | 4    | 23       |
| 32 | Alif Makmur           | 3    | 4    | 4    | 4    | 4    | 5    | 24       |
| 33 | Angkasa Jaya          | 5    | 4    | 5    | 4    | 4    | 4    | 21       |
| 34 | Apolo Jaya            | 4    | 5    | 4    | 5    | 4    | 4    | 26       |
| 35 | Bonggol Furniture     | 4    | 5    | 5    | 5    | 4    | 4    | 27       |
| 36 | Bhakti Jaya           | 5    | 5    | 4    | 4    | 5    | 4    | 22       |
| 37 | Bintang Agung         | 3    | 4    | 4    | 4    | 4    | 4    | 20       |
| 38 | Palapa Furniture      | 4    | 5    | 5    | 4    | 5    | 4    | 23       |
| 39 | Citra Elektronik      | 5    | 5    | 4    | 4    | 4    | 5    | 24       |

|    |                    |   |   |   |   |   |   |    |
|----|--------------------|---|---|---|---|---|---|----|
| 40 | Eucaris Furniture  | 5 | 5 | 5 | 4 | 5 | 4 | 25 |
| 41 | Melosa             | 5 | 5 | 4 | 4 | 4 | 5 | 24 |
| 42 | Yusuf              | 5 | 5 | 5 | 4 | 5 | 4 | 22 |
| 43 | Warna Jaya         | 4 | 5 | 4 | 4 | 4 | 5 | 23 |
| 44 | Ay Elektronik      | 5 | 5 | 5 | 4 | 4 | 4 | 24 |
| 45 | Eka Jaya           | 5 | 3 | 4 | 4 | 5 | 5 | 23 |
| 46 | Dua Jaya           | 5 | 5 | 5 | 4 | 5 | 4 | 25 |
| 47 | De Laila           | 5 | 5 | 4 | 4 | 4 | 4 | 19 |
| 48 | Matahari           | 5 | 5 | 4 | 4 | 5 | 4 | 22 |
| 49 | Sukajadi Furniture | 5 | 5 | 4 | 4 | 5 | 4 | 23 |
| 50 | Vira               | 5 | 5 | 4 | 5 | 5 | 4 | 20 |
| 51 | BJM Kedaton        | 3 | 5 | 5 | 5 | 4 | 5 | 22 |
| 52 | Lorencia Furniture | 4 | 5 | 5 | 5 | 5 | 3 | 24 |
| 53 | Daffa Jaya         | 5 | 5 | 5 | 4 | 4 | 4 | 20 |
| 54 | Ceria Furniture    | 4 | 5 | 5 | 4 | 5 | 3 | 24 |
| 55 | Graha Furniture    | 3 | 4 | 5 | 5 | 4 | 4 | 24 |
| 56 | Handala Furniture  | 4 | 5 | 5 | 4 | 4 | 3 | 23 |
| 57 | Laila Meubel       | 5 | 3 | 5 | 5 | 4 | 4 | 21 |
| 58 | Fransiska Meubel   | 5 | 5 | 5 | 5 | 4 | 5 | 24 |
| 59 | Ornate Furniture   | 5 | 5 | 5 | 5 | 5 | 3 | 26 |
| 60 | Hamdan Meubel      | 5 | 4 | 5 | 4 | 4 | 4 | 24 |
| 61 | Calista Furniture  | 5 | 3 | 4 | 5 | 5 | 5 | 24 |
| 62 | Dekorasi Indah     | 5 | 5 | 5 | 5 | 5 | 4 | 21 |
| 63 | Callista Furniture | 5 | 5 | 5 | 5 | 5 | 4 | 21 |
| 64 | Sandar Furniture   | 4 | 4 | 4 | 4 | 3 | 4 | 22 |
| 65 | Jaya Indah Center  | 4 | 5 | 5 | 5 | 3 | 4 | 26 |
| 66 | Melati Meubel      | 5 | 4 | 4 | 4 | 4 | 4 | 21 |
| 67 | Property Furniture | 5 | 4 | 5 | 2 | 4 | 3 | 21 |
| 68 | Garuda Jaya Meubel | 3 | 4 | 4 | 5 | 4 | 4 | 23 |
| 69 | Af Jaya            | 5 | 5 | 5 | 1 | 3 | 3 | 18 |
| 70 | All Furniture      | 4 | 2 | 1 | 5 | 4 | 4 | 20 |
| 71 | Amelia Furniture   | 5 | 5 | 2 | 2 | 5 | 5 | 23 |
| 72 | Planet Indo Arta   | 4 | 2 | 2 | 4 | 4 | 4 | 23 |
| 73 | Megapolitan        | 5 | 5 | 5 | 2 | 3 | 4 | 22 |
| 74 | Panca Jaya         | 4 | 3 | 4 | 2 | 1 | 1 | 20 |
| 75 | Sumber Agung       | 3 | 4 | 2 | 4 | 5 | 5 | 18 |
| 76 | Putra Jaya         | 4 | 5 | 4 | 4 | 5 | 5 | 25 |
| 77 | Karya Indah        | 4 | 4 | 5 | 4 | 4 | 5 | 21 |
| 78 | Capital City       | 5 | 4 | 5 | 5 | 2 | 1 | 21 |
| 79 | Araya              | 4 | 5 | 5 | 5 | 5 | 2 | 24 |
| 80 | Sinar Harapan      | 1 | 4 | 5 | 4 | 3 | 5 | 28 |
| 81 | Berkah Jaya        | 4 | 3 | 5 | 5 | 5 | 4 | 24 |

|     |                       |   |   |   |   |   |   |    |
|-----|-----------------------|---|---|---|---|---|---|----|
| 82  | Chandra Karya         | 5 | 3 | 4 | 4 | 4 | 4 | 23 |
| 83  | Fajar Jaya            | 4 | 2 | 1 | 1 | 3 | 4 | 22 |
| 84  | Cosmo                 | 5 | 4 | 5 | 3 | 3 | 3 | 20 |
| 85  | Villa Angsana         | 5 | 1 | 2 | 1 | 2 | 3 | 20 |
| 86  | Bandung Furniture     | 4 | 5 | 4 | 1 | 4 | 4 | 22 |
| 87  | D Rumah               | 5 | 5 | 1 | 2 | 2 | 5 | 23 |
| 88  | Colombus              | 5 | 5 | 4 | 3 | 4 | 4 | 22 |
| 89  | Buana Cash and Credit | 5 | 1 | 2 | 5 | 5 | 4 | 24 |
| 90  | Benson                | 1 | 5 | 4 | 4 | 5 | 4 | 23 |
| 91  | Maju Jaya             | 5 | 2 | 1 | 5 | 4 | 5 | 26 |
| 92  | Permaisuri Meubel     | 4 | 4 | 4 | 4 | 3 | 1 | 21 |
| 93  | Maju Jaya             | 5 | 2 | 2 | 5 | 3 | 3 | 25 |
| 94  | Sinar Terang          | 5 | 5 | 5 | 5 | 5 | 4 | 22 |
| 95  | Gracias               | 5 | 5 | 5 | 5 | 5 | 5 | 22 |
| 96  | Ali Furniture         | 5 | 5 | 5 | 5 | 4 | 5 | 17 |
| 97  | Ratu Meubel           | 5 | 3 | 5 | 4 | 4 | 5 | 24 |
| 98  | Standart Furniture    | 5 | 2 | 5 | 5 | 5 | 4 | 22 |
| 99  | Molek Furniture       | 4 | 1 | 5 | 4 | 5 | 4 | 24 |
| 100 | Antasari Furniture    | 5 | 5 | 5 | 4 | 5 | 5 | 22 |

### Variabel Y1 (Keputusan Pembelian)

| No | Nama Ritel           | P1Y1 | P2Y1 | P3Y1 | P4Y1 | P5Y1 | P6Y1 | TOTAL Y1 |
|----|----------------------|------|------|------|------|------|------|----------|
| 1  | Empat Saudara Jaya   | 3    | 4    | 4    | 3    | 4    | 3    | 21       |
| 2  | Sanjaya              | 4    | 3    | 2    | 2    | 4    | 4    | 19       |
| 3  | Mattas Intan Gallery | 4    | 3    | 3    | 4    | 4    | 3    | 21       |
| 4  | Aneka Warna          | 3    | 4    | 4    | 4    | 5    | 4    | 24       |
| 5  | 168 Furniture        | 2    | 4    | 4    | 2    | 3    | 5    | 20       |
| 6  | Kevin Furniture      | 3    | 3    | 4    | 4    | 4    | 4    | 22       |
| 7  | Mahkota Furniture    | 3    | 3    | 3    | 3    | 5    | 5    | 22       |
| 8  | Kartini Meubel       | 3    | 3    | 4    | 4    | 4    | 4    | 22       |
| 9  | Istana Meubel        | 3    | 2    | 3    | 4    | 5    | 5    | 22       |
| 10 | Alesandra            | 3    | 4    | 3    | 3    | 4    | 4    | 21       |
| 11 | Dynasti              | 4    | 5    | 5    | 4    | 3    | 5    | 26       |
| 12 | Sumber Rizky         | 5    | 5    | 4    | 4    | 4    | 5    | 27       |
| 13 | Ben Furniture        | 5    | 4    | 5    | 5    | 5    | 5    | 29       |
| 14 | Pito                 | 3    | 3    | 2    | 3    | 4    | 5    | 20       |
| 15 | Citra Kartini        | 5    | 4    | 5    | 5    | 3    | 5    | 27       |
| 16 | Bintang Mas          | 4    | 4    | 4    | 4    | 4    | 5    | 25       |
| 17 | Delayla              | 5    | 4    | 5    | 1    | 5    | 5    | 25       |
| 18 | Amel Furniture       | 4    | 5    | 4    | 4    | 4    | 3    | 24       |
| 19 | Abdi Jaya Meubel     | 3    | 4    | 3    | 4    | 3    | 3    | 20       |

|    |                       |   |   |   |   |   |   |    |
|----|-----------------------|---|---|---|---|---|---|----|
| 20 | Chyntia Furniture     | 4 | 3 | 3 | 2 | 4 | 3 | 19 |
| 21 | Berkah Jaya Furniture | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 22 | ABC Furniture         | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 23 | Anugrah Terang Makmur | 3 | 4 | 4 | 4 | 5 | 3 | 23 |
| 24 | Kilo Meubel           | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 25 | Trendy Furniture      | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 26 | Zaliludin Meubel      | 3 | 4 | 4 | 2 | 4 | 5 | 22 |
| 27 | Athena Furniture      | 4 | 2 | 4 | 3 | 4 | 3 | 20 |
| 28 | Dwi Rangga Furniture  | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 29 | Mega Indah Center     | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 30 | King Furniture        | 2 | 1 | 1 | 1 | 5 | 5 | 15 |
| 31 | Lestari               | 3 | 3 | 5 | 5 | 4 | 3 | 23 |
| 32 | Alif Makmur           | 4 | 3 | 4 | 5 | 3 | 5 | 24 |
| 33 | Angkasa Jaya          | 4 | 3 | 3 | 5 | 3 | 3 | 21 |
| 34 | Apolo Jaya            | 5 | 4 | 3 | 3 | 3 | 5 | 23 |
| 35 | Bonggol Furniture     | 5 | 3 | 4 | 3 | 3 | 5 | 23 |
| 36 | Bhakti Jaya           | 5 | 4 | 4 | 4 | 3 | 5 | 25 |
| 37 | Bintang Agung         | 5 | 4 | 5 | 4 | 3 | 4 | 25 |
| 38 | Palapa Furniture      | 4 | 4 | 4 | 2 | 3 | 3 | 20 |
| 39 | Citra Elektronik      | 5 | 4 | 4 | 3 | 3 | 3 | 22 |
| 40 | Eucaris Furniture     | 5 | 4 | 2 | 4 | 3 | 4 | 22 |
| 41 | Melosa                | 5 | 4 | 5 | 5 | 3 | 5 | 27 |
| 42 | Yusuf                 | 5 | 4 | 5 | 5 | 3 | 4 | 26 |
| 43 | Warna Jaya            | 4 | 4 | 3 | 3 | 3 | 5 | 22 |
| 44 | Ay Elektronik         | 5 | 4 | 3 | 3 | 4 | 4 | 23 |
| 45 | Eka Jaya              | 5 | 4 | 3 | 3 | 5 | 5 | 25 |
| 46 | Dua Jaya              | 4 | 5 | 3 | 3 | 4 | 4 | 23 |
| 47 | De Laila              | 5 | 5 | 4 | 4 | 3 | 5 | 26 |
| 48 | Matahari              | 5 | 4 | 4 | 3 | 4 | 3 | 23 |
| 49 | Sukajadi Furniture    | 4 | 4 | 3 | 5 | 4 | 4 | 24 |
| 50 | Vira                  | 4 | 2 | 3 | 3 | 3 | 3 | 18 |
| 51 | BJM Kedaton           | 5 | 4 | 3 | 3 | 3 | 4 | 22 |
| 52 | Lorencia Furniture    | 5 | 2 | 2 | 4 | 5 | 4 | 22 |
| 53 | Daffa Jaya            | 5 | 4 | 3 | 4 | 5 | 4 | 25 |
| 54 | Ceria Furniture       | 4 | 3 | 3 | 3 | 5 | 3 | 21 |
| 55 | Graha Furniture       | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 56 | Handala Furniture     | 4 | 3 | 3 | 3 | 5 | 3 | 21 |
| 57 | Laila Meubel          | 4 | 3 | 4 | 5 | 5 | 5 | 26 |
| 58 | Fransiska Meubel      | 5 | 5 | 3 | 3 | 5 | 5 | 26 |
| 59 | Ornate Furniture      | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 60 | Hamdan Meubel         | 5 | 5 | 5 | 5 | 3 | 5 | 28 |
| 61 | Calista Furniture     | 5 | 4 | 4 | 3 | 4 | 4 | 24 |

|     |                       |   |   |   |   |   |   |    |
|-----|-----------------------|---|---|---|---|---|---|----|
| 62  | Dekorasi Indah        | 4 | 3 | 3 | 5 | 4 | 5 | 24 |
| 63  | Callista Furniture    | 4 | 3 | 3 | 5 | 3 | 4 | 22 |
| 64  | Sandar Furniture      | 4 | 3 | 3 | 5 | 3 | 5 | 23 |
| 65  | Jaya Indah Center     | 5 | 5 | 3 | 5 | 3 | 4 | 25 |
| 66  | Melati Meubel         | 3 | 4 | 3 | 5 | 1 | 1 | 17 |
| 67  | Property Furniture    | 5 | 5 | 3 | 3 | 2 | 4 | 22 |
| 68  | Garuda Jaya Meubel    | 4 | 5 | 5 | 5 | 2 | 4 | 25 |
| 69  | Af Jaya               | 5 | 5 | 3 | 2 | 2 | 4 | 21 |
| 70  | All Furniture         | 5 | 5 | 2 | 2 | 3 | 5 | 22 |
| 71  | Amelia Furniture      | 5 | 5 | 2 | 4 | 3 | 5 | 24 |
| 72  | Planet Indo Arta      | 5 | 3 | 2 | 3 | 3 | 3 | 19 |
| 73  | Megapolitan           | 3 | 3 | 3 | 3 | 5 | 3 | 20 |
| 74  | Panca Jaya            | 3 | 5 | 4 | 5 | 4 | 3 | 24 |
| 75  | Sumber Agung          | 4 | 5 | 4 | 5 | 3 | 4 | 25 |
| 76  | Putra Jaya            | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 77  | Karya Indah           | 4 | 2 | 4 | 3 | 3 | 3 | 19 |
| 78  | Capital City          | 4 | 2 | 4 | 3 | 4 | 4 | 21 |
| 79  | Araya                 | 4 | 2 | 3 | 3 | 3 | 3 | 18 |
| 80  | Sinar Harapan         | 4 | 4 | 3 | 5 | 4 | 3 | 23 |
| 81  | Berkah Jaya           | 1 | 5 | 2 | 5 | 1 | 3 | 17 |
| 82  | Chandra Karya         | 4 | 1 | 2 | 3 | 4 | 3 | 17 |
| 83  | Fajar Jaya            | 1 | 5 | 3 | 3 | 5 | 3 | 20 |
| 84  | Cosmo                 | 5 | 4 | 5 | 3 | 1 | 4 | 22 |
| 85  | Villa Angsana         | 5 | 4 | 5 | 5 | 3 | 3 | 25 |
| 86  | Bandung Furniture     | 4 | 3 | 5 | 5 | 5 | 3 | 25 |
| 87  | D Rumah               | 5 | 4 | 5 | 2 | 4 | 3 | 23 |
| 88  | Colombus              | 4 | 4 | 5 | 4 | 4 | 3 | 24 |
| 89  | Buana Cash and Credit | 5 | 4 | 5 | 3 | 3 | 3 | 23 |
| 90  | Benson                | 4 | 4 | 3 | 3 | 4 | 5 | 23 |
| 91  | Maju Jaya             | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 92  | Permaisuri Meubel     | 4 | 5 | 5 | 2 | 5 | 4 | 25 |
| 93  | Maju Jaya             | 5 | 5 | 3 | 4 | 5 | 5 | 27 |
| 94  | Sinar Terang          | 4 | 5 | 3 | 4 | 5 | 4 | 25 |
| 95  | Gracias               | 5 | 4 | 2 | 4 | 5 | 4 | 24 |
| 96  | Ali Furniture         | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 97  | Ratu Meubel           | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 98  | Standart Furniture    | 4 | 4 | 4 | 5 | 3 | 4 | 24 |
| 99  | Molek Furniture       | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 100 | Antasari Furniture    | 4 | 4 | 4 | 5 | 4 | 4 | 25 |

## Lampiran 5

### Jumlah Ritel Bandar Lampung

| No | Nama Ritel            | No  | Nama Ritel            |
|----|-----------------------|-----|-----------------------|
| 1  | Empat Saudara Jaya    | 51  | BJM Kedaton           |
| 2  | Sanjaya               | 52  | Lorencia Furniture    |
| 3  | Matras Intan Gallery  | 53  | Daffa Jaya            |
| 4  | Aneka Warna           | 54  | Ceria Furniture       |
| 5  | !68 Furniture         | 55  | Graha Furniture       |
| 6  | Kevin Furniture       | 56  | Handala Furniture     |
| 7  | Mahkota Furniture     | 57  | Laila Meubel          |
| 8  | Kartini Meubel        | 58  | Fransiska Meubel      |
| 9  | Istana Meubel         | 59  | Ornate Furniture      |
| 10 | Alesandra             | 60  | Hamdan Meubel         |
| 11 | Dynasti               | 61  | Calista Furniture     |
| 12 | Sumber Rizky          | 62  | Dekorasi Indah        |
| 13 | Ben Furniture         | 63  | Callista Furniture    |
| 14 | Pito                  | 64  | Sandar Furniture      |
| 15 | Citra Kartini         | 65  | Jaya Indah Center     |
| 16 | Bintang Mas           | 66  | Melati Meubel         |
| 17 | Delayla               | 67  | Property Furniture    |
| 18 | Amel Furniture        | 68  | Garuda Jaya Meubel    |
| 19 | Abdi Jaya Meubel      | 69  | Af Jaya               |
| 20 | Chyntia Furniture     | 70  | All Furniture         |
| 21 | Berkah Jaya Furniture | 71  | Amelia Furniture      |
| 22 | ABC Furniture         | 72  | Planet Indo Arta      |
| 23 | Anugrah Terang Makmur | 73  | Megapolitan           |
| 24 | Kilo Meubel           | 74  | Panca Jaya            |
| 25 | Trendy Furniture      | 75  | Sumber Agung          |
| 26 | Zaliludin Meubel      | 76  | Putra Jaya            |
| 27 | Athena Furniture      | 77  | Karya Indah           |
| 28 | Dwi Rangga Furniture  | 78  | Capital City          |
| 29 | Mega Indah Center     | 79  | Araya                 |
| 30 | King Furniture        | 80  | Sinar Harapan         |
| 31 | Lestari               | 81  | Berkah Jaya           |
| 32 | Alif Makmur           | 82  | Chandra Karya         |
| 33 | Angkasa Jaya          | 83  | Fajar Jaya            |
| 34 | Apolo Jaya            | 84  | Cosmo                 |
| 35 | Bonggol Furniture     | 85  | Villa Angsana         |
| 36 | Bhakti Jaya           | 86  | Bandung Furniture     |
| 37 | Bintang Agung         | 87  | D Rumah               |
| 38 | Palapa Furniture      | 88  | Colombus              |
| 39 | Citra Elektronik      | 89  | Buaba Cash and Credit |
| 40 | Eucaris Furniture     | 90  | Benson                |
| 41 | Melosa                | 91  | Maju Jaya             |
| 42 | Yusuf                 | 92  | Permaisuri Meubel     |
| 43 | Warna Jaya            | 93  | Maju Jaya             |
| 44 | Ay Elektronik         | 94  | Sinar Terang          |
| 45 | Eka Jaya              | 95  | Gracias               |
| 46 | Dua Jaya              | 96  | Ali Furniture         |
| 47 | De Laila              | 97  | Ratu Meubel           |
| 48 | Matahari              | 98  | Standart Furniture    |
| 49 | Sukajadi Furniture    | 99  | Molek Furniture       |
| 50 | Vira                  | 100 | Antasari Furniture    |

**LAMPIRAN 6**  
**Hasil Uji Frekuensi Karakteristik responden**

1.Karakteristik berdasarkan lama bekerja sama

**Lama Bekerja Sama**

|       |          | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | <3 Tahun | 36        | 36,0    | 36,0          | 36,0               |
|       | >5 Tahun | 64        | 64,0    | 64,0          | 100,0              |
|       | Total    | 100       | 100,0   | 100,0         |                    |

LAMPIRAN 7 Frekuensi Jawaban Responden Periklanan X1

**P1X1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 20        | 20,0    | 20,0          | 20,0               |
|       | 2     | 16        | 16,0    | 16,0          | 36,0               |
|       | 3     | 17        | 17,0    | 17,0          | 53,0               |
|       | 4     | 16        | 16,0    | 16,0          | 69,0               |
|       | 5     | 31        | 31,0    | 31,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P2X1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 12        | 12,0    | 12,0          | 12,0               |
|       | 2     | 17        | 17,0    | 17,0          | 29,0               |
|       | 3     | 25        | 25,0    | 25,0          | 54,0               |
|       | 4     | 21        | 21,0    | 21,0          | 75,0               |
|       | 5     | 25        | 25,0    | 25,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P3X1**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 3         | 3,0     | 3,0           | 3,0                |
|       | 2 | 16        | 16,0    | 16,0          | 19,0               |
|       | 3 | 13        | 13,0    | 13,0          | 32,0               |



|       |     |       |       |       |
|-------|-----|-------|-------|-------|
| 4     | 28  | 28,0  | 28,0  | 60,0  |
| 5     | 40  | 40,0  | 40,0  | 100,0 |
| Total | 100 | 100,0 | 100,0 |       |

Lampiran Frekuensi Jawaban Responden Promosi Penjualan (X2)

**P1X2**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 4         | 4,0     | 4,0           | 4,0                |
|       | 3 | 28        | 28,0    | 28,0          | 32,0               |
|       | 4 | 43        | 43,0    | 43,0          | 75,0               |
|       | 5 | 25        | 25,0    | 25,0          | 100,0              |
| Total |   | 100       | 100,0   | 100,0         |                    |

**P2X2**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 4         | 4,0     | 4,0           | 4,0                |
|       | 2 | 7         | 7,0     | 7,0           | 11,0               |
|       | 3 | 24        | 24,0    | 24,0          | 35,0               |
|       | 4 | 39        | 39,0    | 39,0          | 74,0               |
|       | 5 | 26        | 26,0    | 26,0          | 100,0              |
| Total |   | 100       | 100,0   | 100,0         |                    |

**P3X2**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 2         | 2,0     | 2,0           | 2,0                |
|       | 2 | 6         | 6,0     | 6,0           | 8,0                |
|       | 3 | 27        | 27,0    | 27,0          | 35,0               |
|       | 4 | 31        | 31,0    | 31,0          | 66,0               |
|       | 5 | 34        | 34,0    | 34,0          | 100,0              |
| Total |   | 100       | 100,0   | 100,0         |                    |

**P4X2**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 2         | 2,0     | 2,0           | 2,0                |
|       | 2 | 13        | 13,0    | 13,0          | 15,0               |

|       |     |       |       |       |
|-------|-----|-------|-------|-------|
| 3     | 22  | 22,0  | 22,0  | 37,0  |
| 4     | 31  | 31,0  | 31,0  | 68,0  |
| 5     | 32  | 32,0  | 32,0  | 100,0 |
| Total | 100 | 100,0 | 100,0 |       |

**P5X2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 3         | 3,0     | 3,0           | 3,0                |
| 2       | 18        | 18,0    | 18,0          | 21,0               |
| 3       | 35        | 35,0    | 35,0          | 56,0               |
| 4       | 30        | 30,0    | 30,0          | 86,0               |
| 5       | 14        | 14,0    | 14,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

Lampiran frekuensi Jawaban Hubungan Masyarakat (X3)

**P1X3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 4         | 4,0     | 4,0           | 4,0                |
| 2       | 3         | 3,0     | 3,0           | 7,0                |
| 3       | 26        | 26,0    | 26,0          | 33,0               |
| 4       | 37        | 37,0    | 37,0          | 70,0               |
| 5       | 30        | 30,0    | 30,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**P2X3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 4         | 4,0     | 4,0           | 4,0                |
| 2       | 18        | 18,0    | 18,0          | 22,0               |
| 3       | 21        | 21,0    | 21,0          | 43,0               |
| 4       | 22        | 22,0    | 22,0          | 65,0               |
| 5       | 35        | 35,0    | 35,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**P3X3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 11        | 11,0    | 11,0          | 11,0               |
|       | 2     | 11        | 11,0    | 11,0          | 22,0               |
|       | 3     | 22        | 22,0    | 22,0          | 44,0               |
|       | 4     | 17        | 17,0    | 17,0          | 61,0               |
|       | 5     | 39        | 39,0    | 39,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P4X3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 3         | 3,0     | 3,0           | 3,0                |
|       | 2     | 12        | 12,0    | 12,0          | 15,0               |
|       | 3     | 17        | 17,0    | 17,0          | 32,0               |
|       | 4     | 31        | 31,0    | 31,0          | 63,0               |
|       | 5     | 37        | 37,0    | 37,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P5X3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 7         | 7,0     | 7,0           | 7,0                |
|       | 2     | 9         | 9,0     | 9,0           | 16,0               |
|       | 3     | 33        | 33,0    | 33,0          | 49,0               |
|       | 4     | 32        | 32,0    | 32,0          | 81,0               |
|       | 5     | 19        | 19,0    | 19,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

Lampiran Frekuensi Penjualan Perseorangan (X4)

**P1X4**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 1         | 1,0     | 1,0           | 1,0                |
|       | 2 | 4         | 4,0     | 4,0           | 5,0                |
|       | 3 | 24        | 24,0    | 24,0          | 29,0               |
|       | 4 | 49        | 49,0    | 49,0          | 78,0               |
|       | 5 | 22        | 22,0    | 22,0          | 100,0              |

|       |     |       |       |
|-------|-----|-------|-------|
| Total | 100 | 100,0 | 100,0 |
|-------|-----|-------|-------|

**P2X4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 10        | 10,0    | 10,0          | 10,0               |
|       | 3     | 22        | 22,0    | 22,0          | 32,0               |
|       | 4     | 50        | 50,0    | 50,0          | 82,0               |
|       | 5     | 18        | 18,0    | 18,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P3X4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 6         | 6,0     | 6,0           | 6,0                |
|       | 3     | 25        | 25,0    | 25,0          | 31,0               |
|       | 4     | 45        | 45,0    | 45,0          | 76,0               |
|       | 5     | 24        | 24,0    | 24,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P4X4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 10        | 10,0    | 10,0          | 10,0               |
|       | 3     | 18        | 18,0    | 18,0          | 28,0               |
|       | 4     | 49        | 49,0    | 49,0          | 77,0               |
|       | 5     | 23        | 23,0    | 23,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P5X4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 2         | 2,0     | 2,0           | 2,0                |
|       | 2     | 13        | 13,0    | 13,0          | 15,0               |
|       | 3     | 34        | 34,0    | 34,0          | 49,0               |
|       | 4     | 30        | 30,0    | 30,0          | 79,0               |
|       | 5     | 21        | 21,0    | 21,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

Lampiran Frekuensi Jawaban Pemasaran Langsung (X5)

**P1X5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 2         | 2,0     | 2,0           | 2,0                |
|       | 3     | 9         | 9,0     | 9,0           | 11,0               |
|       | 4     | 38        | 38,0    | 38,0          | 49,0               |
|       | 5     | 51        | 51,0    | 51,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P2X5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1,0     | 1,0           | 1,0                |
|       | 2     | 5         | 5,0     | 5,0           | 6,0                |
|       | 3     | 15        | 15,0    | 15,0          | 21,0               |
|       | 4     | 38        | 38,0    | 38,0          | 59,0               |
|       | 5     | 41        | 41,0    | 41,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P3X5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 8         | 8,0     | 8,0           | 8,0                |
|       | 3     | 29        | 29,0    | 29,0          | 37,0               |
|       | 4     | 32        | 32,0    | 32,0          | 69,0               |
|       | 5     | 31        | 31,0    | 31,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P4X5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 5         | 5,0     | 5,0           | 5,0                |
|       | 3     | 25        | 25,0    | 25,0          | 30,0               |
|       | 4     | 33        | 33,0    | 33,0          | 63,0               |
|       | 5     | 37        | 37,0    | 37,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P5X5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 3         | 3,0     | 3,0           | 3,0                |
|       | 2     | 3         | 3,0     | 3,0           | 6,0                |
|       | 3     | 28        | 28,0    | 28,0          | 34,0               |
|       | 4     | 35        | 35,0    | 35,0          | 69,0               |
|       | 5     | 31        | 31,0    | 31,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P6X5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1,0     | 1,0           | 1,0                |
|       | 3     | 26        | 26,0    | 26,0          | 27,0               |
|       | 4     | 47        | 47,0    | 47,0          | 74,0               |
|       | 5     | 26        | 26,0    | 26,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

## Lampiran Frekuensi Jawaban Keputusan Pembelian (Y1)

**P1Y1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 5         | 5,0     | 5,0           | 5,0                |
|       | 2     | 2         | 2,0     | 2,0           | 7,0                |
|       | 3     | 18        | 18,0    | 18,0          | 25,0               |
|       | 4     | 37        | 37,0    | 37,0          | 62,0               |
|       | 5     | 38        | 38,0    | 38,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P2Y1**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 3         | 3,0     | 3,0           | 3,0                |
|       | 2 | 2         | 2,0     | 2,0           | 5,0                |
|       | 3 | 12        | 12,0    | 12,0          | 17,0               |
|       | 4 | 44        | 44,0    | 44,0          | 61,0               |
|       | 5 | 39        | 39,0    | 39,0          | 100,0              |

|       |     |       |       |
|-------|-----|-------|-------|
| Total | 100 | 100,0 | 100,0 |
|-------|-----|-------|-------|

**P3Y1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 2         | 2,0     | 2,0           | 2,0                |
|       | 2     | 7         | 7,0     | 7,0           | 9,0                |
|       | 3     | 21        | 21,0    | 21,0          | 30,0               |
|       | 4     | 45        | 45,0    | 45,0          | 75,0               |
|       | 5     | 25        | 25,0    | 25,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P4Y1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 2         | 2,0     | 2,0           | 2,0                |
|       | 2     | 9         | 9,0     | 9,0           | 11,0               |
|       | 3     | 34        | 34,0    | 34,0          | 45,0               |
|       | 4     | 37        | 37,0    | 37,0          | 82,0               |
|       | 5     | 18        | 18,0    | 18,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P5Y1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 4         | 4,0     | 4,0           | 4,0                |
|       | 3     | 29        | 29,0    | 29,0          | 33,0               |
|       | 4     | 30        | 30,0    | 30,0          | 63,0               |
|       | 5     | 37        | 37,0    | 37,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

**P6Y1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 3         | 3,0     | 3,0           | 3,0                |
|       | 2     | 3         | 3,0     | 3,0           | 6,0                |
|       | 3     | 36        | 36,0    | 36,0          | 42,0               |
|       | 4     | 26        | 26,0    | 26,0          | 68,0               |
|       | 5     | 32        | 32,0    | 32,0          | 100,0              |
|       | Total | 100       | 100,0   | 100,0         |                    |

## LAMPIRAN 7

### Hasil Uji Validitas

#### Lampiran Hasil Uji Validitas Periklanan (X1)

|         |                     | Correlations |        |        |         |
|---------|---------------------|--------------|--------|--------|---------|
|         |                     | P1X1         | P2X1   | P3X1   | TOTALX1 |
| P1X1    | Pearson Correlation | 1            | ,196   | ,181   | ,689**  |
|         | Sig. (1-tailed)     |              | ,150   | ,170   | ,000    |
|         | N                   | 30           | 30     | 30     | 30      |
| P2X1    | Pearson Correlation | ,196         | 1      | ,100   | ,664**  |
|         | Sig. (1-tailed)     | ,150         |        | ,300   | ,000    |
|         | N                   | 30           | 30     | 30     | 30      |
| P3X1    | Pearson Correlation | ,181         | ,100   | 1      | ,635**  |
|         | Sig. (1-tailed)     | ,170         | ,300   |        | ,000    |
|         | N                   | 30           | 30     | 30     | 30      |
| TOTALX1 | Pearson Correlation | ,689**       | ,664** | ,635** | 1       |
|         | Sig. (1-tailed)     | ,000         | ,000   | ,000   |         |
|         | N                   | 30           | 30     | 30     | 30      |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

#### Lampiran Hasil Uji Validitas Promosi Penjualan (X2)

|      |                     | Correlations |        |        |        |       |         |
|------|---------------------|--------------|--------|--------|--------|-------|---------|
|      |                     | P1X2         | P2X2   | P3X2   | P4X2   | P5X2  | TOTALX2 |
| P1X2 | Pearson Correlation | 1            | ,396*  | ,288   | ,186   | ,121  | ,599**  |
|      | Sig. (1-tailed)     |              | ,015   | ,062   | ,163   | ,262  | ,000    |
|      | N                   | 30           | 30     | 30     | 30     | 30    | 30      |
| P2X2 | Pearson Correlation | ,396*        | 1      | ,412*  | ,517** | ,009  | ,697**  |
|      | Sig. (1-tailed)     | ,015         |        | ,012   | ,002   | ,482  | ,000    |
|      | N                   | 30           | 30     | 30     | 30     | 30    | 30      |
| P3X2 | Pearson Correlation | ,288         | ,412*  | 1      | ,684** | ,269  | ,742**  |
|      | Sig. (1-tailed)     | ,062         | ,012   |        | ,000   | ,075  | ,000    |
|      | N                   | 30           | 30     | 30     | 30     | 30    | 30      |
| P4X2 | Pearson Correlation | ,186         | ,517** | ,684** | 1      | ,392* | ,820**  |
|      | Sig. (1-tailed)     | ,163         | ,002   | ,000   |        | ,016  | ,000    |
|      | N                   | 30           | 30     | 30     | 30     | 30    | 30      |
| P5X2 | Pearson Correlation | ,121         | ,009   | ,269   | ,392*  | 1     | ,535**  |
|      | Sig. (1-tailed)     | ,262         | ,482   | ,075   | ,016   |       | ,001    |



|         |                     |        |        |        |        |        |    |
|---------|---------------------|--------|--------|--------|--------|--------|----|
| N       |                     | 30     | 30     | 30     | 30     | 30     | 30 |
| TOTALX2 | Pearson Correlation | ,599** | ,697** | ,742** | ,820** | ,535** | 1  |
|         | Sig. (1-tailed)     | ,000   | ,000   | ,000   | ,000   | ,001   |    |
| N       |                     | 30     | 30     | 30     | 30     | 30     | 30 |

\*. Correlation is significant at the 0.05 level (1-tailed).

\*\*.. Correlation is significant at the 0.01 level (1-tailed).

#### Lampiran Hasil Uji Validitas Hubungan Masyarakat (X3)

##### Correlations

|         |                     | P1X3   | P2X3   | P3X3   | P4X3   | P5X3   | TOTALX3 |
|---------|---------------------|--------|--------|--------|--------|--------|---------|
| P1X3    | Pearson Correlation | 1      | -,141  | ,118   | -,115  | ,208   | ,445**  |
|         | Sig. (1-tailed)     |        | ,228   | ,267   | ,272   | ,135   | ,007    |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30      |
| P2X3    | Pearson Correlation | -,141  | 1      | ,336*  | ,136   | -,041  | ,448**  |
|         | Sig. (1-tailed)     | ,228   |        | ,035   | ,238   | ,415   | ,006    |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30      |
| P3X3    | Pearson Correlation | ,118   | ,336*  | 1      | ,317*  | ,231   | ,739**  |
|         | Sig. (1-tailed)     | ,267   | ,035   |        | ,044   | ,110   | ,000    |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30      |
| P4X3    | Pearson Correlation | -,115  | ,136   | ,317*  | 1      | ,086   | ,515**  |
|         | Sig. (1-tailed)     | ,272   | ,238   | ,044   |        | ,325   | ,002    |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30      |
| P5X3    | Pearson Correlation | ,208   | -,041  | ,231   | ,086   | 1      | ,544**  |
|         | Sig. (1-tailed)     | ,135   | ,415   | ,110   | ,325   |        | ,001    |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30      |
| TOTALX3 | Pearson Correlation | ,445** | ,448** | ,739** | ,515** | ,544** | 1       |
|         | Sig. (1-tailed)     | ,007   | ,006   | ,000   | ,002   | ,001   |         |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30      |

\*\*.. Correlation is significant at the 0.01 level (1-tailed).

\*. Correlation is significant at the 0.05 level (1-tailed).

#### Lampiran Hasil Uji Validitas Penjualan Personal (X4)

##### Correlations

|      |                     | P1X4   | P2X4   | P3X4   | P4X4  | P5X4  | TOTALX4 |
|------|---------------------|--------|--------|--------|-------|-------|---------|
| P1X4 | Pearson Correlation | 1      | ,671** | ,589** | ,392* | -,029 | ,799**  |
|      | Sig. (1-tailed)     |        | ,000   | ,000   | ,016  | ,439  | ,000    |
|      | N                   | 30     | 30     | 30     | 30    | 30    | 30      |
| P2X4 | Pearson Correlation | ,671** | 1      | ,530** | ,256  | ,351* | ,803**  |
|      | Sig. (1-tailed)     | ,000   |        | ,001   | ,086  | ,028  | ,000    |

|         |                     |        |        |        |        |       |        |
|---------|---------------------|--------|--------|--------|--------|-------|--------|
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30     |
| P3X4    | Pearson Correlation | ,589** | ,530** | 1      | ,605** | ,109  | ,819** |
|         | Sig. (1-tailed)     | ,000   | ,001   |        | ,000   | ,283  | ,000   |
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30     |
| P4X4    | Pearson Correlation | ,392*  | ,256   | ,605** | 1      | ,019  | ,695** |
|         | Sig. (1-tailed)     | ,016   | ,086   | ,000   |        | ,460  | ,000   |
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30     |
| P5X4    | Pearson Correlation | -,029  | ,351*  | ,109   | ,019   | 1     | ,326*  |
|         | Sig. (1-tailed)     | ,439   | ,028   | ,283   | ,460   |       | ,039   |
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30     |
| TOTALX4 | Pearson Correlation | ,799** | ,803** | ,819** | ,695** | ,326* | 1      |
|         | Sig. (1-tailed)     | ,000   | ,000   | ,000   | ,000   | ,039  |        |
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30     |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

#### Lampiran Hasil Uji Validitas Pemasaran Langsung (X5)

##### Correlations

|      |                     | P1X5   | P2X5 | P3X5  | P4X5   | P5X5   | P6X5  | TOTALX5 |
|------|---------------------|--------|------|-------|--------|--------|-------|---------|
| P1X5 | Pearson Correlation | 1      | ,032 | ,323* | ,147   | ,441** | ,059  | ,477**  |
|      | Sig. (1-tailed)     |        | ,434 | ,041  | ,219   | ,007   | ,379  | ,004    |
|      | N                   | 30     | 30   | 30    | 30     | 30     | 30    | 30      |
| P2X5 | Pearson Correlation | ,032   | 1    | ,221  | ,045   | ,210   | ,306  | ,509**  |
|      | Sig. (1-tailed)     | ,434   |      | ,120  | ,406   | ,133   | ,050  | ,002    |
|      | N                   | 30     | 30   | 30    | 30     | 30     | 30    | 30      |
| P3X5 | Pearson Correlation | ,323*  | ,221 | 1     | ,113   | ,350*  | -,136 | ,532**  |
|      | Sig. (1-tailed)     | ,041   | ,120 |       | ,276   | ,029   | ,237  | ,001    |
|      | N                   | 30     | 30   | 30    | 30     | 30     | 30    | 30      |
| P4X5 | Pearson Correlation | ,147   | ,045 | ,113  | 1      | ,513** | ,021  | ,603**  |
|      | Sig. (1-tailed)     | ,219   | ,406 | ,276  |        | ,002   | ,456  | ,000    |
|      | N                   | 30     | 30   | 30    | 30     | 30     | 30    | 30      |
| P5X5 | Pearson Correlation | ,441** | ,210 | ,350* | ,513** | 1      | ,258  | ,823**  |

|         |                     |        |        |        |        |        |        |        |
|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|
|         | Sig. (1-tailed)     | ,007   | ,133   | ,029   | ,002   |        | ,084   | ,000   |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| P6X5    | Pearson Correlation | ,059   | ,306   | -,136  | ,021   | ,258   | 1      | ,457** |
|         | Sig. (1-tailed)     | ,379   | ,050   | ,237   | ,456   | ,084   |        | ,006   |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTALX5 | Pearson Correlation | ,477** | ,509** | ,532** | ,603** | ,823** | ,457** | 1      |
|         | Sig. (1-tailed)     | ,004   | ,002   | ,001   | ,000   | ,000   | ,006   |        |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |

\*. Correlation is significant at the 0.05 level (1-tailed).

\*\* . Correlation is significant at the 0.01 level (1-tailed).

### Lampiran Hasil Uji Validitas Keputusan Pembelian (Y1)

#### Correlations

|         |                     | P1Y1   | P2Y1   | P3Y1   | P4Y1   | P5Y1  | P6Y1  | TOTALY1 |
|---------|---------------------|--------|--------|--------|--------|-------|-------|---------|
| P1Y1    | Pearson Correlation | 1      | ,465** | ,527** | ,342*  | ,254  | ,097  | ,728**  |
|         | Sig. (1-tailed)     |        | ,005   | ,001   | ,032   | ,088  | ,306  | ,000    |
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30    | 30      |
| P2Y1    | Pearson Correlation | ,465** | 1      | ,698** | ,390*  | ,073  | ,021  | ,765**  |
|         | Sig. (1-tailed)     | ,005   |        | ,000   | ,016   | ,350  | ,456  | ,000    |
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30    | 30      |
| P3Y1    | Pearson Correlation | ,527** | ,698** | 1      | ,448** | ,045  | ,098  | ,813**  |
|         | Sig. (1-tailed)     | ,001   | ,000   |        | ,007   | ,406  | ,302  | ,000    |
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30    | 30      |
| P4Y1    | Pearson Correlation | ,342*  | ,390*  | ,448** | 1      | -,035 | -,080 | ,625**  |
|         | Sig. (1-tailed)     | ,032   | ,016   | ,007   |        | ,427  | ,338  | ,000    |
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30    | 30      |
| P5Y1    | Pearson Correlation | ,254   | ,073   | ,045   | -,035  | 1     | ,338* | ,348*   |
|         | Sig. (1-tailed)     | ,088   | ,350   | ,406   | ,427   |       | ,034  | ,030    |
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30    | 30      |
| P6Y1    | Pearson Correlation | ,097   | ,021   | ,098   | -,080  | ,338* | 1     | ,346*   |
|         | Sig. (1-tailed)     | ,306   | ,456   | ,302   | ,338   | ,034  |       | ,031    |
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30    | 30      |
| TOTALY1 | Pearson Correlation | ,728** | ,765** | ,813** | ,625** | ,348* | ,346* | 1       |
|         | Sig. (1-tailed)     | ,000   | ,000   | ,000   | ,000   | ,030  | ,031  |         |
|         | N                   | 30     | 30     | 30     | 30     | 30    | 30    | 30      |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\*. Correlation is significant at the 0.05 level (1-tailed).

## LAMPIRAN 8

### Hasil Uji Realibilitas

Lampiran Hasil Uji Realinilitas Periklanan (X1)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,361             | 3          |

Lampiran Hasil Uji Realinilitas Promosi Penjualan (X2)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,693             | 5          |

Lampiran Hasil Uji Realibilitas Hubungan Masyarakat (X3)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,381             | 5          |

Lampiran Hasil Uji Realibilitas Penjualan Perseorangan (X4)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,737             | 5          |

Lampiran Hasil Uji Realibilitas Pemasaran Langsung (X5)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,569             | 6          |

Lampiran Hasil Uji Realibilitas Keputusan Pembelian (Y1)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,678             | 6          |

## LAMPIRAN 9

### Hasil Uji Normalitas

|                                  |                | Unstandardized Predicted Value |
|----------------------------------|----------------|--------------------------------|
| N                                |                | 99                             |
| Normal Parameters <sup>a,b</sup> | Mean           | 22,0707071                     |
|                                  | Std. Deviation | 1,97596726                     |
| Most Extreme Differences         | Absolute       | ,091                           |
|                                  | Positive       | ,048                           |
|                                  | Negative       | -,091                          |
| Test Statistic                   |                | ,091                           |
| Asymp. Sig. (2-tailed)           |                | ,043 <sup>c</sup>              |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## LAMPIRAN 10

### Hasil Uji Homogenitas

|                                 | Levene Statistic | df1 | df2 | Sig. |
|---------------------------------|------------------|-----|-----|------|
| TOTAL PERIKLANAN                | 1,211            | 12  | 84  | ,289 |
| TOTAL PROMOSI<br>PENJUALAN      | ,557             | 12  | 84  | ,870 |
| TOTAL HUMAS                     | 2,062            | 12  | 84  | ,028 |
| TOTAL PENJUALAN<br>PERSEORANGAN | 1,193            | 12  | 84  | ,302 |
| TOTAL PEMASARAN<br>LANGSUNG     | ,757             | 12  | 84  | ,692 |

## LAMPIRAN 11

### Hasil Uji Linieritas

Lampiran Hasil Uji Linieritas Periklanan (X1)

|                   |         |            | Sum of Squares | df | Mean Square | F     | Sig. |
|-------------------|---------|------------|----------------|----|-------------|-------|------|
| TOTAL KEPUTUSAN   | Between | (Combined) | 102,529        | 9  | 11,392      | ,988  | ,456 |
| PEMBELIAN * TOTAL | Groups  | Linearity  | 21,324         | 1  | 21,324      | 1,850 | ,177 |

|               |                          |          |    |        |      |      |
|---------------|--------------------------|----------|----|--------|------|------|
| PERIKLANAN    | Deviation from Linearity | 81,204   | 8  | 10,151 | ,881 | ,536 |
| Within Groups |                          | 1025,976 | 89 | 11,528 |      |      |
| Total         |                          | 1128,505 | 98 |        |      |      |

Lampiran Hasil Uji Linieritas Promosi Penjualan (X2)

ANOVA Table

|   |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
|---|----------------|--------------------------|----------------|----|-------------|--------|------|
| TOTAL KEPUTUSAN PEMBELIAN * TOTAL PROMOSI PENJUALAN | Between Groups | (Combined)               | 268,877        | 10 | 26,888      | 2,752  | ,005 |
|   |                | Linearity                | 226,172        | 1  | 226,172     | 23,153 | ,000 |
|   |                | Deviation from Linearity | 42,705         | 9  | 4,745       | ,486   | ,881 |
| Within Groups                                       |                |                          | 859,628        | 88 | 9,768       |        |      |
| Total   |                |                          | 1128,505       | 98 |             |        |      |

Lampiran Hasil Uji Linieritas Hubungan Masyarakat (X3)

ANOVA Table

|   |                |                          | Sum of Squares | df | Mean Square | F     | Sig. |
|---|----------------|--------------------------|----------------|----|-------------|-------|------|
| TOTAL KEPUTUSAN PEMBELIAN * TOTAL HUMAS | Between Groups | (Combined)               | 182,789        | 15 | 12,186      | 1,069 | ,397 |
|   |                | Linearity                | 52,476         | 1  | 52,476      | 4,606 | ,035 |
|   |                | Deviation from Linearity | 130,313        | 14 | 9,308       | ,817  | ,649 |
| Within Groups                           |                |                          | 945,716        | 83 | 11,394      |       |      |
| Total                                   |                |                          | 1128,505       | 98 |             |       |      |

Lampiran Hasil Uji Penjualan Perseorangan (X4)

ANOVA Table

|  |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
|--|----------------|--------------------------|----------------|----|-------------|--------|------|
| TOTAL KEPUTUSAN PEMBELIAN * TOTAL PENJUALAN PERSEORANGAN | Between Groups | (Combined)               | 291,027        | 13 | 22,387      | 2,272  | ,013 |
|  |                | Linearity                | 205,515        | 1  | 205,515     | 20,859 | ,000 |
|  |                | Deviation from Linearity | 85,512         | 12 | 7,126       | ,723   | ,725 |
| Within Groups  |                |                          | 837,478        | 85 | 9,853       |        |      |
| Total  |                |                          | 1128,505       | 98 |             |        |      |

## Lampiran Hasil Uji Pemasaran Langsung (X5)

**ANOVA Table**

|  |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
|--|----------------|--------------------------|----------------|----|-------------|--------|------|
| TOTAL KEPUTUSAN PEMBELIAN * TOTAL PEMASARAN LANGSUNG | Between Groups | (Combined)<br>Linearity  | 429,419        | 13 | 33,032      | 4,016  | ,000 |
|  |                | Deviation from Linearity | 108,097        | 1  | 108,097     | 13,143 | ,000 |
|  |                |                          | 321,323        | 12 | 26,777      | 3,256  | ,381 |
| Within Groups  |                |                          | 699,086        | 85 | 8,225       |        |      |
| Total  |                |                          | 1128,505       | 98 |             |        |      |

## Lampiran Hasil Uji Keputusan Pembelian

**ANOVA Table**

|  |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
|--|----------------|--------------------------|----------------|----|-------------|--------|------|
| TOTAL KEPUTUSAN PEMBELIAN * TOTAL PEMASARAN LANGSUNG | Between Groups | (Combined)<br>Linearity  | 429,419        | 13 | 33,032      | 4,016  | ,000 |
|  |                | Deviation from Linearity | 108,097        | 1  | 108,097     | 13,143 | ,000 |
|  |                |                          | 321,323        | 12 | 26,777      | 3,256  | ,381 |
| Within Groups  |                |                          | 699,086        | 85 | 8,225       |        |      |
| Total  |                |                          | 1128,505       | 98 |             |        |      |

## LAMPIRAN 12

### Hasil Uji Multikolinieritas

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant) | 20,746                      | 10,181     |                           | 2,038  | ,044 |                         |       |
|       | TOTALX1    | -1,500                      | ,298       | -,428                     | -5,042 | ,000 | ,974                    | 1,027 |
|       | TOTALX2    | -,998                       | ,336       | -,295                     | -2,967 | ,004 | ,710                    | 1,407 |
|       | TOTALX3    | -,364                       | ,257       | -,131                     | -1,415 | ,160 | ,813                    | 1,229 |
|       | TOTALX4    | 1,428                       | ,328       | ,411                      | 4,350  | ,000 | ,784                    | 1,275 |
|       | TOTALX5    | ,119                        | ,307       | ,033                      | ,389   | ,698 | ,969                    | 1,032 |

a. Dependent Variable: TOTALY1

## LAMPIRAN 13

### Hasil Uji Heteroskadastisitas

| Model |                              | Coefficients <sup>a</sup>   |            |                           |        |      |
|-------|------------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                              | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|       |                              | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)                   | 3,339                       | 3,207      |                           | 1,041  | ,300 |
|       | TOTAL PERIKLANAN             | ,036                        | ,158       | ,022                      | ,229   | ,819 |
|       | TOTAL PROMOSI PENJUALAN      | ,335                        | ,142       | ,236                      | 2,359  | ,020 |
|       | TOTAL HUMAS                  | -,146                       | ,098       | -,147                     | -1,495 | ,138 |
|       | TOTAL PENJUALAN PERSEORANGAN | ,514                        | ,132       | ,416                      | 3,888  | ,000 |
|       | TOTAL PEMASARAN LANGSUNG     | ,252                        | ,099       | ,229                      | 2,554  | ,012 |

a. Dependent Variable: TOTAL KEPUTUSAN PEMBELIAN

## LAMPIRAN 14

### Hasil Uji Autokorelasi

| Model Summary <sup>b</sup> |                   |          |                   |                            |               |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                          | ,570 <sup>a</sup> | ,325     | ,289              | 2,973                      | 1,724         |

a. Predictors: (Constant), TOTAL PEMASARAN LANGSUNG, TOTAL PENJUALAN PERSEORANGAN, TOTAL PERIKLANAN, TOTAL HUMAS, TOTAL PROMOSI PENJUALAN

b. Dependent Variable: TOTAL KEPUTUSAN PEMBELIAN

## Lampiran 15

### Hasil Uji Regresi Linier Berganda Uji t dan Uji F

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | ,582 <sup>a</sup> | ,339     | ,304              | 2,832                      |



a. Predictors: (Constant), TOTAL PEMASARAN LANGSUNG, TOTAL PENJUALAN PERSEORANGAN, TOTAL PERIKLANAN, TOTAL HUMAS, TOTAL PROMOSI PENJUALAN

b. Dependent Variable: TOTAL KEPUTUSAN PEMBELIAN

**Coefficients<sup>a</sup>**

| Model |                              | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                              | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                   | 1,686                       | 3,098      |                           | ,544  | ,588 |
|       | TOTAL PERIKLANAN             | ,051                        | ,153       | ,032                      | ,333  | ,740 |
|       | TOTAL PROMOSI PENJUALAN      | ,386                        | ,136       | ,283                      | 2,839 | ,006 |
|       | TOTAL HUMAS                  | -,042                       | ,094       | -,044                     | -,448 | ,655 |
|       | TOTAL PENJUALAN PERSEORANGAN | ,365                        | ,128       | ,308                      | 2,851 | ,005 |
|       | TOTAL PEMASARAN LANGSUNG     | ,308                        | ,098       | ,279                      | 3,132 | ,002 |

a. Dependent Variable: TOTAL KEPUTUSAN PEMBELIAN

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F     | Sig.              |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1     | Regression | 382,636        | 5  | 76,527      | 9,542 | ,000 <sup>b</sup> |
|       | Residual   | 745,869        | 93 | 8,020       |       |                   |
|       | Total      | 1128,505       | 98 |             |       |                   |

a. Dependent Variable: TOTAL KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), TOTAL PEMASARAN LANGSUNG, TOTAL PENJUALAN PERSEORANGAN, TOTAL PERIKLANAN, TOTAL HUMAS, TOTAL PROMOSI PENJUALAN