

LAMPIRAN

Lampiran 1. Kuisisioner Penelitian

Institut Informatika & Bisnis
DARMAJAYA
Yayasan Alfian Husin



Jl. Zainal Abidin Pagar Alam No. 93 Gedong Meneng, Bandar

Saya adalah Mahasiswa Jurusan Ekonomi Manajemen Institut Informatika & Bisnis (IIB) Darmajaya Lampung, yang pada saat ini sedang mengadakan penelitian tentang **“Pengaruh *Co-Marketing* Terhadap Keputusan Konsumen dalam Penggunaan Jasa Pengiriman Barang (Studi Ninja Expres Bandar Lampung)”**. Penelitian ini bertujuan mengetahui Pengaruh *Co-Marketing* Terhadap Keputusan Konsumen dalam Penggunaan Jasa Pengiriman Barang (Studi Ninja Expres Bandar Lampung) Kami sangat menghargai kejujuran anda dalam mengisi kuisisioner ini dan menjamin kerahasiaan anda yang terkait dengan kuisisioner. Hasil survei ini semata-mata akan digunakan untuk tujuan penelitian dan bukan tujuan komersial.

Untuk bantuan dan kerjasamanya kami ucapkan terima kasih.

Komang Andine

Peneliti

Berilah tanda ceklis (√) pada kolom yang sesuai dengan keadaan dan situasi anda saat ini.

I. Karakteristik Responden

1. Nama/Nomor : _____
2. Jenis Kelamin : Laki – laki Perempuan
3. Usia : < 20 Tahun 41 Tahun – 50
Tahun : 20 Tahun – 30 Tahun > 50
Tahun : 31 Tahun – 40 Tahun
4. Status : Menikah Belum Menikah
5. Pendidikan terakhir :
- | | |
|----------------------------------|-----------------------------|
| <input type="checkbox"/> SD | <input type="checkbox"/> S1 |
| <input type="checkbox"/> SMP | <input type="checkbox"/> S2 |
| <input type="checkbox"/> SMA | <input type="checkbox"/> S3 |
| <input type="checkbox"/> Diploma | |
6. Rata-rata pengeluaran :
- | | |
|--|--|
| <input type="checkbox"/> < 1Juta | <input type="checkbox"/> 3 Juta – 4 Juta |
| <input type="checkbox"/> 1 Juta – 2 Juta | <input type="checkbox"/> 4 Juta – 5 Juta |
| <input type="checkbox"/> 2 Juta – 3 Juta | <input type="checkbox"/> > 5Juta |

Berilah tanda ceklis (√) pada kolom yang sesuai dengan keadaan dan situasi anda saat ini.

II. Karakteristik jawaban responden.

- SS : Sangat Setuju
- S : Setuju
- N : Netral
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

A. Co-Marketing (X)

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
		1	2	3	4	5
1	Saya menggunakan Ninja Expres merupakan kebutuhan ketika mengirim barang					
2	Saya menggunakan jasa ninja expres sesuai dengan keinginan karena hargadan pengiriman yang cepat					
3	Kualitas pelayanan jasa ninja expres lebih baik dibandingkan dengan jasa pengiriman yang lain					
4	Jasa pengiriman barang ninja expres mengirim barang sesuai dengan waktu dan tujuan pengiriman					
5	Informasi yang diberikan tentang Layanan yang diberikan sesuai dengan kenyataan yang ada sehingga saya menggunakan jasa ninja expres					
6	Pemberian diskon pengiriman membuat saya tertarik untuk menggunakan jasa ninja expres					
7	Saya tertarik menggunakan jasa ninja expres dikarenakan logo perusahaan yang menarik					
8	Komitmen dan konsistensi ninja expres terhadap kualitas pelayanan yang terus ditingkatkan membuat saya tertarik menggunakan jasa ninja expres					
9	Banyaknya gerai yang dibuka oleh pihak ninja expres mempermudah konsumen dalam proses penggunaan jasa kirim barang					
10	Terobosan ninja expres untuk bergabung di banyak e-commerce membuat saya mudah menggunakan jasa ninja expres					

B. Keputusan Pembelian (Y)

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
		1	2	3	4	5
1	Saya menggunakan layanan Ninja Expres Karna adanya kebutuhan					
2	Saya memutuskan untuk menggunakan layanan Ninja Expres setelah membandingkan dengan jasa pengiriman yang lain yang lain					
3	Informasi yang diberikan tentang layanan sesuai dengan kenyataan yang ada sehingga saya berminat untuk menggunakan layanan					
4	Saya memutuskan untuk menggunakan layanan Ninja Expres berdasarkan pengalaman orang lain					
5	Setelah melihat-lihat layanan yang diiklankan ninja expres dan saya tertarik untuk menggunakan					
6	layanan Ninja Expres sangat Bagus					
7	Setelah melihat konsumen lain memakai layanan Ninja Expres saya tertarik untuk menggunakan					
8	Saya menggunakan layanan Ninja Expres karna adanya bujukan orang lain					
9	Merasa sangat puas dengan layanan Ninja Expres					
10	Saya tidak pernah kecewa setelah menggunakan layanan Ninja Expres					

Lampiran2DataHasilPengumpulan100KuesionerHasilJawabanResponden

Hasil Jawaban Kuesioner Responden Variabel Co-Marketing (X)											
No. Responden	Butir Pernyataan-Pernyataan										TOTAL
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	
1	4	3	3	4	3	3	3	3	3	3	32
2	5	5	5	5	5	5	5	5	5	5	50
3	2	3	2	3	3	2	3	3	2	2	25
4	5	3	5	5	4	5	3	3	5	5	43
5	4	3	4	4	4	3	3	4	4	4	37
6	4	3	4	4	4	4	3	3	4	4	37
7	3	3	3	3	4	3	3	3	3	3	31
8	3	3	3	3	3	3	3	3	3	3	30
9	4	3	5	4	3	2	4	3	2	4	34
10	2	4	5	5	4	5	4	4	5	5	43
11	3	4	3	3	4	3	4	4	3	3	34
12	4	4	4	4	4	4	4	4	4	4	40
13	4	4	4	4	4	4	4	4	4	4	40
14	4	4	4	4	3	4	4	4	4	4	39
15	3	4	4	5	5	5	3	5	4	2	40
16	3	4	3	3	4	3	4	4	3	3	34
17	4	5	4	4	5	4	5	5	4	4	44
18	5	4	5	4	4	5	4	4	5	4	44
19	5	5	5	5	4	5	5	5	5	3	47
20	4	3	4	4	4	4	4	3	4	3	37
21	4	4	4	2	3	4	3	4	4	2	34
22	4	4	4	4	3	4	5	4	4	5	41
23	4	4	4	4	4	4	4	4	4	3	39
24	3	3	3	3	4	3	5	3	3	4	34
25	5	5	5	5	5	5	5	5	5	5	50
26	4	4	4	4	4	4	3	4	4	4	39
27	4	3	4	4	3	4	4	3	4	4	37
28	3	5	3	4	2	3	4	2	4	4	34
29	3	3	3	4	3	3	4	3	4	4	34
30	4	3	4	4	3	4	3	3	4	4	36
31	3	2	2	3	2	5	4	4	4	2	31
32	4	4	4	5	4	5	4	5	3	4	42
33	4	4	5	5	4	5	5	5	5	4	46
34	4	4	5	4	4	4	5	4	4	5	43
35	3	4	4	5	4	3	4	4	3	4	38
36	4	4	5	5	4	4	4	2	2	4	38

37	4	4	4	4	5	4	5	4	3	4	41
38	4	4	5	4	4	5	5	4	3	5	43
39	4	4	5	5	5	4	4	4	5	3	43
40	4	3	4	5	5	5	3	3	3	4	39
41	3	5	5	5	4	4	4	5	3	5	43
42	4	4	5	4	4	4	5	5	5	2	42
43	4	4	4	4	4	4	4	4	4	5	41
44	5	5	2	5	4	5	3	3	3	2	37
45	4	5	3	5	4	5	5	3	5	3	42
46	5	5	5	4	4	5	5	4	5	3	45
47	5	4	4	4	5	3	5	5	3	4	42
48	4	4	3	4	4	4	3	5	4	4	39
49	4	4	4	4	5	4	4	4	4	5	42
50	5	4	4	5	3	5	5	5	3	4	43
51	5	4	4	4	5	3	3	3	4	5	40
52	4	4	5	4	4	4	3	5	3	3	39
53	5	4	4	5	4	5	3	4	4	4	42
54	4	5	2	4	4	3	4	4	5	5	40
55	5	4	3	5	5	4	4	5	5	4	44
56	4	5	4	4	5	3	5	4	3	2	39
57	5	5	4	4	4	2	4	4	5	4	41
58	4	5	4	4	4	4	5	5	4	4	43
59	5	4	5	5	5	3	5	5	5	3	45
60	5	4	4	4	5	4	5	5	5	5	46
61	4	5	3	4	4	3	5	5	4	5	42
62	3	4	5	5	5	4	4	4	3	2	39
63	4	4	3	3	5	4	4	4	3	5	39
64	2	5	4	4	4	4	3	3	3	4	36
65	4	4	4	5	4	4	3	3	3	4	38
66	4	4	5	3	5	5	4	4	3	3	40
67	5	4	4	4	5	5	5	5	3	3	43
68	3	4	2	5	5	4	4	5	3	2	37
69	3	4	4	3	4	4	4	4	4	5	39
70	4	5	3	4	4	4	4	4	4	3	39
71	2	4	5	4	3	4	4	4	4	4	38
72	4	4	5	5	2	5	4	4	4	4	41
73	5	4	4	5	3	5	5	5	4	4	44
74	4	4	5	4	4	4	4	4	5	5	43
75	4	4	4	4	4	4	4	4	4	3	39
76	4	5	5	5	4	5	5	5	5	4	47
77	5	4	4	4	4	2	4	4	4	5	40
78	5	4	4	5	3	5	4	5	5	5	45
79	5	5	2	5	2	3	5	4	4	4	39
80	5	4	5	5	3	4	4	4	5	5	44
81	3	5	2	4	4	4	4	5	4	4	39

82	4	4	5	4	4	4	4	4	3	5	41
83	4	4	5	4	4	4	4	4	3	3	39
84	5	5	5	4	4	4	5	5	4	4	45
85	4	3	4	3	3	4	5	4	5	2	37
86	2	3	4	4	3	4	4	5	4	4	37
87	3	3	3	5	3	3	5	5	3	2	35
88	4	3	3	4	3	3	3	5	5	4	37
89	5	3	2	3	4	2	5	5	4	4	37
90	3	2	5	5	5	4	5	5	5	3	42
91	4	4	5	4	4	4	4	4	5	3	41
92	4	4	4	4	4	4	4	4	5	5	42
93	4	4	4	4	4	4	4	4	5	2	39
94	5	5	5	5	4	5	3	3	5	3	43
95	4	5	5	5	4	5	5	3	4	4	44
96	4	3	4	2	3	2	4	2	4	4	32
97	2	2	5	4	3	5	3	3	4	4	35
98	4	5	3	3	3	4	3	4	5	2	36
99	4	3	4	3	3	4	4	4	5	4	38
100	3	4	5	3	3	3	5	3	5	2	36

**Hasil Jawaban Kuesioner Responden
Variabel Minat Kuliah (Y)**

No. Responden	Butir Pernyataan-Pernyataan										TOTAL
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	
1	4	4	5	5	5	5	4	3	4	4	43
2	5	5	4	4	4	4	3	4	4	5	42
3	5	3	5	4	5	4	3	4	4	4	41
4	5	5	5	3	4	4	4	4	4	5	43
5	3	4	4	4	5	3	3	3	3	3	35
6	4	4	4	4	4	4	4	4	3	4	39
7	3	5	5	5	3	3	3	5	5	5	42
8	3	4	4	4	3	3	4	4	4	4	37
9	3	2	3	3	3	2	2	2	4	2	26
10	4	4	5	4	4	5	4	4	4	4	42
11	4	4	4	4	4	3	4	4	4	4	39
12	4	5	5	4	4	5	3	4	5	3	42
13	4	4	4	4	4	2	4	5	5	5	41
14	3	4	3	3	3	4	4	4	4	5	37
15	4	4	4	3	3	4	3	5	3	5	38
16	4	3	5	3	3	3	4	4	4	3	36
17	5	4	4	4	4	4	4	4	5	4	42
18	4	4	4	5	5	4	4	4	4	4	42
19	5	5	4	4	4	4	4	5	5	4	44
20	4	4	3	3	4	4	3	4	4	4	37
21	5	5	4	5	5	5	3	5	5	4	46

22	4	5	5	5	4	5	4	4	5	4	45
23	4	5	5	3	4	4	3	4	4	5	41
24	4	4	5	5	4	4	4	4	4	4	42
25	5	4	4	4	4	4	3	4	4	3	39
26	5	5	4	3	5	4	4	5	4	4	43
27	4	5	5	4	4	4	2	4	4	3	39
28	5	4	4	4	4	4	4	4	4	3	40
29	5	5	5	5	5	4	4	5	4	3	45
30	4	5	5	5	4	5	3	4	4	4	43
31	5	5	5	5	5	4	4	5	4	4	46
32	4	4	5	4	5	4	4	5	4	4	43
33	4	5	5	4	5	5	4	5	5	5	47
34	4	5	4	4	4	5	4	4	4	4	42
35	4	4	5	4	3	4	4	3	4	4	39
36	4	5	5	4	4	4	4	4	3	3	40
37	4	4	4	5	4	5	5	4	4	4	43
38	4	5	4	4	5	5	4	5	4	4	44
39	4	5	5	5	4	4	5	4	5	4	45
40	4	3	3	4	5	3	5	5	4	3	39
41	4	4	4	4	4	4	4	4	5	5	42
42	3	5	5	3	4	5	4	4	4	5	42
43	3	5	4	3	4	4	4	4	4	4	39
44	2	3	2	2	5	3	4	5	4	3	33
45	5	5	4	5	5	5	4	5	4	3	45
46	3	4	4	3	5	5	4	5	4	4	44

											1
47	4	4	4	5	3	5	5	3	5	5	43
48	5	3	4	4	4	3	4	4	4	5	40
49	4	4	4	5	4	4	5	4	4	4	42
50	4	4	5	5	5	5	5	5	5	5	48
51	5	4	4	5	3	3	5	3	5	3	40
52	4	5	4	4	4	3	4	4	4	4	40
53	4	4	5	4	5	3	4	5	3	4	41
54	5	5	4	4	3	4	4	3	5	4	41
55	4	3	5	5	4	4	3	4	4	4	40
56	5	4	4	5	3	5	5	3	4	4	42
57	5	4	4	4	2	4	4	3	5	4	39
58	5	4	4	4	4	5	4	4	4	5	43
59	4	5	5	5	3	5	5	3	5	4	44
60	4	4	4	5	4	5	5	4	3	5	43
61	5	3	4	4	3	5	4	3	4	5	40
62	4	5	5	5	4	4	5	4	5	4	45
63	5	4	3	5	4	4	3	4	4	4	40
64	5	4	4	4	4	3	3	4	4	3	38
65	4	4	5	4	4	3	4	4	4	3	39
66	4	5	3	5	5	4	4	5	5	4	44
67	4	4	4	5	5	5	4	3	4	4	42
68	4	4	5	5	4	4	4	4	4	5	43
69	4	4	3	4	4	4	4	4	5	4	40
70	5	3	4	4	4	4	4	4	3	4	39

71	4	5	4	5	4	4	5	4	5	4	4 4
72	4	5	5	5	5	4	4	5	5	4	4 6
73	4	4	5	5	5	5	4	5	5	5	4 7
74	4	5	4	4	4	4	5	5	4	4	4 3
75	4	4	4	4	4	4	4	4	5	4	4 1
76	5	5	5	4	5	5	4	5	4	5	4 7
77	4	4	4	4	5	4	4	4	4	4	4 1
78	4	4	5	5	5	4	3	4	5	5	4 4
79	5	3	5	5	5	5	4	4	4	4	4 4
80	4	5	5	4	4	4	4	5	4	4	4 3
81	5	5	4	4	4	4	4	4	4	4	4 2
82	4	5	4	4	4	4	4	4	4	4	4 1
83	4	5	4	4	4	4	4	4	3	4	4 0
84	3	4	4	4	4	5	5	5	5	4	4 3
85	4	3	5	5	5	5	4	4	4	4	4 3
86	4	5	4	4	5	4	4	4	5	5	4 4
87	5	5	4	4	4	5	5	3	4	5	4 4
88	4	4	5	5	5	3	4	5	5	5	4 5
89	5	5	4	4	4	5	4	5	5	4	4 5
90	5	5	5	5	4	5	4	5	5	5	4 8
91	4	5	4	4	4	4	5	4	4	5	4 3
92	4	4	4	4	4	4	4	5	4	4	4 1
93	4	4	4	4	4	5	5	5	5	4	4 4
94	4	4	4	4	4	5	4	4	4	4	4 1
95	4	4	5	5	5	4	4	5	3	4	4

											3
96	4	5	5	4	4	4	5	4	4	5	4
97	4	4	4	4	3	3	4	4	4	5	3
98	4	5	5	4	4	5	4	4	5	4	4
99	4	4	4	4	4	2	5	5	5	4	4
100	3	5	5	5	4	4	5	4	4	4	4
											3

**Lampiran 3 Data Hasil Output Uji Frekuensi 100 Data
Kuesioner Hasil Jawaban Responden**

1. Variabel Co-Marketing (X)

Xp1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	18	18.0	18.0	24.0
Valid 4	52	52.0	52.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Xp2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	21	21.0	21.0	24.0
Valid 4	53	53.0	53.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Xp3

	Frequency	Percent	ValidPercent	Cumulative Percent
2	8	8.0	8.0	8.0
3	17	17.0	17.0	25.0
Valid4	42	42.0	42.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

XP4

	Frequency	Percent	ValidPercent	Cumulative Percent
2	2	2.0	2.0	2.0
3	15	15.0	15.0	17.0
Valid4	51	51.0	51.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

XP5

	Frequency	Percent	ValidPercent	Cumulative Percent
2	4	4.0	4.0	4.0
3	24	24.0	24.0	28.0
Valid4	52	52.0	52.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

XP6

	Frequency	Percent	ValidPercent	Cumulative Percent

2	6	6.0	6.0	6.0
3	20	20.0	20.0	26.0
Valid4	48	48.0	48.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

XP7

	Frequency	Percent	ValidPercent	Cumulative Percent
3	23	23.0	23.0	23.0
Valid4	46	46.0	46.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

XP8

	Frequency	Percent	ValidPercent	Cumulative Percent
2	3	3.0	3.0	3.0
3	22	22.0	22.0	25.0
Valid4	45	45.0	45.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

Xp9

	Frequency	Percent	ValidPercent	CumulativePercent
2	3	3.0	3.0	3.0
3	27	27.0	27.0	30.0
Valid4	40	40.0	40.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

2. VariabelKeputusan Pembelian (Y)

Yp1

	Frequency	Percent	ValidPercent	CumulativePercent
2	1	1.0	1.0	1.0
3	10	10.0	10.0	11.0
Valid4	61	61.0	61.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

Yp2

	Frequency	Percent	ValidPercent	CumulativePercent
2	1	1.0	1.0	1.0
3	10	10.0	10.0	11.0
Valid4	47	47.0	47.0	58.0
5	42	42.0	42.0	100.0
Total	100	100.0	100.0	

Yp3

	Frequenc y	Percent	ValidPercent	Cumulative Percent
2	1	1.0	1.0	1.0
3	7	7.0	7.0	8.0
Valid4	52	52.0	52.0	60.0
5	40	40.0	40.0	100.0
Total	100	100.0	100.0	

Yp4

	Frequenc y	Percent	ValidPercent	Cumulative Percent
2	1	1.0	1.0	1.0
3	11	11.0	11.0	12.0
Valid4	53	53.0	53.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Yp5

	Frequenc y	Percent	ValidPercent	CumulativePercen t
2	1	1.0	1.0	1.0
3	14	14.0	14.0	15.0
Valid4	56	56.0	56.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

Yp6

	Frequency	Percent	ValidPercent	CumulativePercent
			t	t
2	3	3.0	3.0	3.0
3	15	15.0	15.0	18.0
Valid4	50	50.0	50.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Yp7

	Frequency	Percent	ValidPercent	CumulativePercent
			t	t
2	2	2.0	2.0	2.0
3	15	15.0	15.0	17.0
Valid4	63	63.0	63.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Yp8

	Frequency	Percent	ValidPercent	CumulativePercent
			t	t
2	1	1.0	1.0	1.0
3	12	12.0	12.0	13.0
Valid4	56	56.0	56.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

Yp9

	Frequency	Percent	ValidPercent	CumulativePercent
			t	t
3	9	9.0	9.0	9.0
Valid ⁴	59	59.0	59.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Yp10

	Frequency	Percent	ValidPercent	CumulativePercent
			t	t
2	1	1.0	1.0	1.0
3	14	14.0	14.0	15.0
Valid ⁴	58	58.0	58.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

LAMPIRAN4 DataHasilOutputUjiValiditasPersyaratanInstrumen 30Data

Kuesioner

1. VariabelCo-Marketing (X)

Correlations

		Xp1	Xp2	Xp3	Xp4	Xp5	Xp6	Xp7	Xp8	Xp9	Xp10	Co-Marketing
Xp1	PearsonCorrelation	1	.293	.699**	.430*	.293	.552**	.273	.367	.570**	.380	.683**
	Sig. (1-tailed)N		.058	.000	.009	.058	.001	.072	.023	.001	.019	.000
Xp2	PearsonCorrelation	.293	1	.360	.345	.370	.494	.604	.681	.508	.191	.665
	Sig. (1-tailed)N			.025	.031	.022	.003	.000	.000	.002	.156	.000
Xp3	PearsonCorrelation	.058	.360	1	.685	.418	.746	.316	.492	.713	.544*	.838
	Sig. (1-tailed)N				.000	.011	.000	.044	.003	.000	.001	.000
Xp4	PearsonCorrelation	.430	.345	.685	1	.408	.662	.291	.376	.668	.553*	.756
	Sig. (1-tailed)N					.013	.000	.059	.020	.000	.001	.000
Xp5	PearsonCorrelation	.009	.031	.000	.013	1	.547	.291	.739	.395	.138	.632
	Sig. (1-tailed)N						.001	.059	.000	.015	.233	.000
Xp6	PearsonCorrelation	.293	.370	.418	.408	.547	1	.260	.597	.911	.364	.860
	Sig. (1-tailed)N							.082	.000	.000	.024	.000
Xp7	PearsonCorrelation	.001	.003	.000	.000	.001	.082	1	.436	.301	.448*	.579
	Sig. (1-tailed)N								.008	.053	.007	.000
Xp8	PearsonCorrelation	.072	.000	.044	.059	.059	.082	.436	1	.466	.064	.717
	Sig. (1-tailed)N									.005	.368	.002
Xp9	PearsonCorrelation	.367	.681	.492	.376	.739	.597	.436	.466	1	.518	.595
	Sig. (1-tailed)N											.000
Xp10	PearsonCorrelation	.023	.000	.003	.020	.000	.000	.008	.005	.466	1	.518*
	Sig. (1-tailed)N											
Co-Marketing	PearsonCorrelation	.570	.508	.713	.668	.395	.911	.301	.466	.518	.518*	.851
	Sig.(1-tailed)N											
		.001	.002	.000	.000	.015	.000	.053	.005	.005	.002	.000
		.380	.191	.544	.553	.138	.364	.448	.064	.518	.1	.595
		.019	.156	.001	.001	.233	.024	.007	.368	.002		.000
		.683**	.665**	.838**	.756*	.632**	.860**	.579**	.717*	.851**	.595*	1
		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30

** . Correlationissignificantatthe0.01 level(1-tailed).

*.Correlationissignificantat the0.05 level(1-tailed)

2. VariabelKeputusan Pembelian (Y)

Correlations

	Yp1	Yp2	Yp3	Yp4	Yp5	Yp6	Yp7	Yp8	Yp9	Yp10	Keputusan P
Pearson	1	.311*	.174	.066	.504**	.399*	.196	.410*	.201	.021	.587**
CorrelationYp1		.047	.179	.364	.002	.014	.150	.012	.143	.456	.000
Sig.(1-tailed)	30	30	30	30	30	30	30	30	30	30	30
N	.311	1	.376	.314	.260	.511	.074	.578	.321	.388	.757
Pearson	.047		.020	.046	.082	.002	.349	.000	.042	.017	.000
CorrelationYp2	30	30	30	30	30	30	30	30	30	30	30
Sig.(1-tailed)	.174	.376	1	.421	.208	.390	.083	.158	.152	.044	.542
N	.179	.020		.010	.135	.017	.332	.203	.211	.408	.001
CorrelationYp3	30	30	30	30	30	30	30	30	30	30	30
Sig.(1-tailed)	.066	.314	.421	1	.417	.347	.147	.140	.325	-.059	.562
N	.364	.046	.010		.011	.030	.218	.230	.040	.378	.001
Pearson	30	30	30	30	30	30	30	30	30	30	30
CorrelationYp4	.504	.260	.208	.417	1	.392	.123	.070	-.012	-.127	.513
Sig.(1-tailed)	.002	.082	.135	.011		.016	.259	.356	.475	.252	.002
N	30	30	30	30	30	30	30	30	30	30	30
Pearson	.399	.511	.390	.347	.392	1	.102	.149	.105	.098	.654
CorrelationYp5		.014	.002	.017	.030	.016		.295	.216	.290	.302
Sig.(1-tailed)	30	30	30	30	30	30	30	30	30	30	30
N	.196	.074	.083	.147	.123	.102	1	.290	.096	.279	.416
CorrelationYp6		.150	.349	.332	.218	.259	.295		.060	.307	.068
Sig.(1-tailed)	30	30	30	30	30	30	30	30	30	30	30
N	.410	.578	.158	.140	.070	.149	.290	1	.328	.478	.643
CorrelationYp7		.012	.000	.203	.230	.356	.216	.060		.038	.004
Sig.(1-tailed)	30	30	30	30	30	30	30	30	30	30	30
N	.201	.321	.152	.325	-.012	.105	.096	.328	1	.097	.444
CorrelationYp8		.143	.042	.211	.040	.475	.290	.307	.038		.304
Sig.(1-tailed)	30	30	30	30	30	30	30	30	30	30	30
N	.021	.388	.044	-.059	-.127	.098	.279	.478	.097	1	.416
CorrelationYp9		.456	.017	.408	.378	.252	.302	.068	.004	.304	
Sig.(1-tailed)	30	30	30	30	30	30	30	30	30	30	30
N	.587	.757	.542	.562	.513	.654	.416	.643	.444	.416	1
CorrelationYp10		.000	.000	.001	.001	.002	.000	.011	.000	.007	.011
Sig.(1-tailed)	30	30	30	30	30	30	30	30	30	30	30
N											
PearsonCorrelation											
Sig.(1-tailed)											
N											

*.Correlationis significantat the0.05 level(1-tailed).

**.Correlationis significantatthe0.01level(1-tailed).

LAMPIRAN 5

Data Hasil Output Uji Reabilitas Persyaratan Instrumen 30

Data Kuesioner

1. Variabel *Co-Marketing*

(X) Reliability Statistic

s

Cronbach's Alpha	Nof Items
.896	10

2. Variabel Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	Nof Items
.750	10

Lampiran 6 Data Hasil Output Uji Persyaratan Analisis Data

1. Hasil Output Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

	Co-Marketing	Keputusan Pembelian
N	100	100
Normal Parameters ^{a,b} Mean	39.65	41.75
Std. Deviation	4.267	3.173
Most Extreme Absolute	.099	.111
Positive Negative	.061	.089
Kolmogorov-Smirnov Z Asymp. Sig. (2-tailed)	-.099	-.111
	.995	1.114
	.276	.167

a. Test distribution is Normal.

b. Calculated from data.

2. Hasil Output Uji Linieritas

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
(Combined) Between	226.202	18	12.567	1.321	.197
Linearity K. Pembelian	68.438	1	68.438	7.194	.009
Groups Deviation from	157.764	17	9.280	.976	.493
* Co-Marketing Within Groups	770.548	81	9.513		
Total	996.750	99			

3. Hasil Output Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	34.025	2.891		11.771	.000		
1 Co-marketing	.195	.072	.262	2.688	.008	1.000	1.000

a. Dependent Variable: Keputusan Pembelian

Lampiran 7 Data Hasil Output Uji Regresi Linier Sederhana

Dan Hasil Uji Hipotesis

1. Hasil Output Uji Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.262 ^a	.069	.059	3.078

a. Predictors: (Constant), Komunikasi Pemasaran

2. Hasil Output Uji Regresi Sederhana Dan Uji Secara Parsial (Uji T)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	34.025	2.891		11.771	.000
1 Co-Marketing	.195	.072	.262	2.688	.008

a. Dependent Variable: Keputusan Pembelian

Data Perhitungan (T_{Tabel})

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508

50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

Data Perhitungan(R_{Tabel})

Interval Kepercayaan			Interval Kepercayaan			Interval Kepercayaan		
n	95%	99%	n	95%	99%	n	95%	99%
3	0,997	0,999	26	0,388	0,496	55	0,266	0,345
4	0,950	0,990	27	0,381	0,487	60	0,254	0,330
5	0,878	0,959	28	0,374	0,478	65	0,244	0,317
6	0,811	0,917	29	0,367	0,470	70	0,235	0,306
7	0,754	0,874	30	0,361	0,463	75	0,227	0,296
8	0,707	0,874	31	0,355	0,456	80	0,220	0,286
9	0,666	0,798	32	0,349	0,449	85	0,213	0,278
10	0,632	0,765	33	0,344	0,442	90	0,207	0,270
11	0,602	0,735	34	0,339	0,436	95	0,202	0,263
12	0,576	0,708	35	0,334	0,430	100	0,195	0,256
13	0,553	0,684	36	0,329	0,424	125	0,176	0,230
14	0,532	0,661	37	0,325	0,418	150	0,157	0,210
15	0,514	0,641	38	0,320	0,413	175	0,148	0,194
16	0,497	0,623	39	0,316	0,408	200	0,138	0,181
17	0,482	0,606	40	0,312	0,403	300	0,113	0,148
18	0,468	0,590	41	0,308	0,396	400	0,098	0,128
19	0,456	0,575	42	0,304	0,393	500	0,088	0,115
20	0,444	0,561	43	0,301	0,389	600	0,080	0,105
21	0,433	0,549	44	0,297	0,384	700	0,074	0,097
22	0,423	0,537	45	0,294	0,380	800	0,070	0,091
23	0,413	0,526	46	0,291	0,276	900	0,065	0,086
24	0,404	0,515	47	0,288	0,372	000	0,062	0,081
25	0,396	0,505	48	0,284	0,368			
			49	0,281	0,364			
			50	0,297	0,361			