

LAMPIRAN

KUESIONER PENELITIAN

PENGARUH KUALITAS PERSEPSIAN, PERSEPSI HARGA DAN PROMOSI TERHADAP MINAT BELI EMAS PADA TOKO SEMAR NUSANTARA DI KOTA YOGYAKARTA

Kuesioner ini merupakan instrumen penelitian dalam rangka penulisan skripsi program sarjana yang dilakukan oleh :

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NIM : 20130410244

Departemen/Fakultas : Manajemen/Ekonomi dan Bisnis

Universitas : Universitas Muhammadiyah Yogyakarta

Peneliti memohon kesediaan saudara/i meluangkan waktu untuk mengisi kuesioner ini secara lengkap dan benar. **Informasi yang diterima dari kuesioner ini bersifat rahasia dan hanya digunakan untuk kepentingan akademis.** Terimakasih atas kesediaan dan partisipasi saudara/i.

Petunjuk Pengisian Kuesioner

Pengisian kuesioner dilakukan dengan cara memberi tanda (√) pada pernyataan yang Anda pilih.

Keterangan	Skor
Sangat Tidak Setuju (STS)	1
Tidak Setuju (TS)	2
Netral (N)	3
Setuju (S)	4
Sangat Setuju (SS)	5

KUISIONER PENELITIAN

Nama (tidak wajib di isi) :

Umur :

Jenis Kelamin :

Pekerjaan :

Jawablah pertanyaan dibawah ini dengan sejujur-jujurnya, Apabila ada yang tidak dimengerti dapat ditanyakan langsung pada peneliti.

(STS : Sangat Tidak Setuju | TS : Tidak Setuju | N : Netral | S : Setuju | SS : Sangat Setuju)

NO	PERTANYAAN	JAWABAN				
		STS	TS	N	S	SS
1	Produk pada toko Emas Semar Nusantara memiliki daya tahan yang lama segi kualitas produk.					
2	Produk pada toko Emas Semar Nusantara memiliki keunggulan produk yang konsisten.					
3	Toko Emas Semar Nusantara memiliki karakteristik produk yang baik.					
4	Produk pada toko Emas Semar Nusantara sesuai dengan spesifikasi yang ditawarkan pada iklan.					
5	Saya merasa toko Emas Semar Nusantara memiliki harga yang terjangkau.					
6	Saya merasa toko Emas Semar Nusantara memiliki kesesuaian harga dengan kualitas produk.					
7	Saya merasa produk pada toko Emas Semar Nusantara mampu bersaing dengan harga produk pada toko emas yang lain.					
8	Saya merasa produk pada toko Emas Semar Nusantara memiliki kesesuaian harga produk dengan manfaat yang didapat.					
9	Papan nama toko Emas Semar Nusantara terlihat jelas dari jalan raya.					
10	Iklan toko Emas Semar Nusantara di media cetak membuat saya tertarik untuk membeli produk Emas pada toko Semar Nusantara.					
11	Toko Emas Semar Nusantara selalu menjadi Sponsor dalam kegiatan sosial maupun event di masyarakat.					
12	Pemberitaan tentang produk Emas pada toko Emas Semar Nusantara selalu saya dapatkan.					
13	Saya tertarik untuk mencari informasi mengenai produk Emas pada toko Emas Semar Nusantara.					
14	Saya tertarik mencoba membeli produk Emas pada					

	toko Emas Semar Nusantara.					
15	Saya mempertimbangkan untuk membeli produk Emas pada toko Emas Semar Nusantara.					
16	Saya ingin memiliki produk Emas pada toko Emas Semar Nusantara.					

Pre-tes

No	Kualitas Persepsian					Persepsi Harga				
	item1	item 2	item 3	item 4	total 1	item 5	item 6	item 7	item 8	total 2
1	4	4	4	4	16	4	4	5	4	17
2	4	4	4	3	15	3	3	3	4	13
3	3	4	4	3	14	3	4	5	4	16
4	3	3	3	3	12	4	4	4	4	16
5	4	4	4	4	16	3	4	4	4	15
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7	4	4	4	4	16	3	3	4	3	13
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9	3	3	3	3	12	4	3	4	3	14
10	5	5	5	5	20	4	4	4	4	16
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14	4	4	4	4	16	4	4	4	4	16
15	4	5	4	3	17	5	5	5	5	20
16	4	4	4	4	16	4	4	4	4	16
17	4	3	4	3	14	3	3	4	3	13
18	3	3	4	2	12	2	3	3	2	10
19	4	4	4	4	16	2	4	4	3	13
20	2	3	3	3	14	3	4	4	4	15
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22	4	4	4	4	16	3	4	4	4	15
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30	4	4	4	4	16	4	4	4	5	17
31	4	4	3	4	15	2	4	4	3	13
32	4	4	4	3	16	4	4	4	4	16
33	4	4	3	3	14	4	4	4	5	17
34	4	4	4	4	16	3	4	3	3	13
35	4	2	4	3	13	4	4	5	4	17

No	Promosi					Minat Beli				
	item 9	item 10	item 11	item 12	total 3	item 13	item 14	item 15	item 16	total 4
1	5	4	3	3	15	3	4	4	4	15
2	4	3	3	3	13	3	4	2	4	13
3	4	3	3	3	13	3	4	2	4	13
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10	3	3	4	3	15	4	4	4	4	16
11	3	4	4	4	15	4	4	5	5	18
12	4	3	5	5	17	5	4	4	4	17
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16	4	4	4	4	16	4	4	4	4	16
17	3	4	4	3	13	4	3	3	3	13
18	2	3	3	3	11	3	3	4	3	13
19	4	3	3	4	14	3	3	3	3	12
20	4	4	5	5	18	4	3	4	3	14
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22	3	3	3	3	12	4	4	4	3	15
23	4	3	3	4	14	4	4	3	4	15
24	2	2	2	2	8	4	4	4	4	16
25	3	3	3	4	13	3	4	4	4	15
26	4	4	4	4	16	4	4	5	5	18
27	3	5	3	4	15	3	3	3	4	13
28	4	4	4	4	15	4	4	5	4	17
29	4	3	3	3	13	3	3	3	3	12
30	5	4	5	5	19	3	4	4	4	15
31	3	2	3	3	11	3	3	3	4	13
32	4	4	4	4	16	3	5	4	4	16
33	4	4	3	3	14	4	4	4	3	15
34	4	3	3	4	14	4	3	3	4	14
35	3	4	3	4	14	4	4	4	4	16

Kualitas Persepsian

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.775	4

Correlations

		item 1	item 2	item 3	item 4	total 1
item_1	Pearson Correlation	1	.510**	.512**	.612**	.739**
	Sig. (2-tailed)		.002	.002	.000	.000
	N	35	35	35	35	35
item_2	Pearson Correlation	.510**	1	.256	.420*	.739**
	Sig. (2-tailed)	.002		.137	.012	.000
	N	35	35	35	35	35
item_3	Pearson Correlation	.512**	.256	1	.468**	.658**
	Sig. (2-tailed)	.002	.137		.005	.000
	N	35	35	35	35	35
item_4	Pearson Correlation	.612**	.420*	.468**	1	.812**
	Sig. (2-tailed)	.000	.012	.005		.000
	N	35	35	35	35	35
total_1	Pearson Correlation	.739**	.739**	.658**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Persepsi Harga

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.781	4

Correlations

		item 5	item 6	item 7	item 8	total 2
item_5	Pearson Correlation	1	.461**	.451**	.544**	.824**
	Sig. (2-tailed)		.005	.006	.001	.000
	N	35	35	35	35	35
item_6	Pearson Correlation	.461**	1	.431**	.616**	.775**
	Sig. (2-tailed)	.005		.010	.000	.000
	N	35	35	35	35	35
item_7	Pearson Correlation	.451**	.431**	1	.419*	.693**
	Sig. (2-tailed)	.006	.010		.012	.000
	N	35	35	35	35	35
item_8	Pearson Correlation	.544**	.616**	.419*	1	.834**
	Sig. (2-tailed)	.001	.000	.012		.000
	N	35	35	35	35	35
total_2	Pearson Correlation	.824**	.775**	.693**	.834**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Promosi

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.708	4

Correlations

		item_9	item_10	item_11	item_12	total_3
item_9	Pearson Correlation	1	.375*	.286	.275	.662**
	Sig. (2-tailed)		.027	.096	.110	.000
	N	35	35	35	35	35
item_10	Pearson Correlation	.375*	1	.314	.326	.647**
	Sig. (2-tailed)	.027		.066	.056	.000
	N	35	35	35	35	35
item_11	Pearson Correlation	.286	.314	1	.708**	.786**
	Sig. (2-tailed)	.096	.066		.000	.000
	N	35	35	35	35	35
item_12	Pearson Correlation	.275	.326	.708**	1	.774**
	Sig. (2-tailed)	.110	.056	.000		.000
	N	35	35	35	35	35
total_3	Pearson Correlation	.662**	.647**	.786**	.774**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Minat Beli

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.644	4

Correlations

		item_13	item_14	item_15	item_16	total_4
item_13	Pearson Correlation	1	.336*	.338*	.253	.656**
	Sig. (2-tailed)		.049	.047	.142	.000
	N	35	35	35	35	35
item_14	Pearson Correlation	.336*	1	.181	.544**	.728**
	Sig. (2-tailed)	.049		.299	.001	.000
	N	35	35	35	35	35
item_15	Pearson Correlation	.338*	.181	1	.274	.680**
	Sig. (2-tailed)	.047	.299		.111	.000
	N	35	35	35	35	35
item_16	Pearson Correlation	.253	.544**	.274	1	.733**
	Sig. (2-tailed)	.142	.001	.111		.000
	N	35	35	35	35	35
total_4	Pearson Correlation	.656**	.728**	.680**	.733**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

NO	KUALITAS PERSEPSIAN					PERSEPSI HARGA				
	ITEM 1	ITEM 2	ITEM 3	ITEM 4	TOTAL 1	ITEM 5	ITEM 6	ITEM 7	ITEM 8	TOTAL 2
1	4	4	4	4	16	4	4	5	4	17
2	4	4	4	3	15	3	3	3	4	13
3	3	4	4	3	14	3	4	5	4	16
4	3	3	3	3	12	4	4	4	4	16
5	4	4	4	4	16	3	4	4	4	15
6	4	4	4	4	16	3	4	4	5	16
7	4	4	4	4	16	3	3	4	3	13
8	3	4	3	4	15	5	5	5	5	20
9	3	3	3	3	12	4	3	4	3	14
10	5	5	5	5	20	4	4	4	4	16
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25	5	4	4	5	18	4	4	4	4	16
26	5	5	5	5	20	3	4	4	4	15
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38	4	3	3	4	14	4	5	5	4	18

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55	4	3	4	2	13	4	4	4	5	17
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59	4	2	3	4	13	4	4	3	4	15
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77	4	3	4	3	14	3	3	4	3	13
78	3	2	3	3	11	4	3	4	4	15
79	3	3	3	3	12	2	3	2	3	10

80	4	4	4	4	16	3	3	4	4	14
81	4	3	3	4	14	3	4	4	4	15
82	4	3	5	4	16	3	4	3	3	13
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97	5	5	4	4	18	3	3	4	4	14
98	4	4	4	4	16	4	4	5	4	17
99	4	3	4	4	15	3	4	4	4	15
100	4	3	4	3	14	4	4	4	4	16

No	PROMOSI					MINAT BELI				
	ITEM 9	ITEM 10	ITEM 11	ITEM 12	TOTAL 3	ITEM 13	ITEM 14	ITEM 15	ITEM 16	TOTAL 4
1	5	4	3	3	15	3	4	4	4	15
2	4	3	3	3	13	3	4	2	4	13
3	4	3	3	3	13	3	4	2	4	13
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6	5	3	4	4	16	4	4	5	5	18
7	5	5	3	3	16	4	4	4	4	16

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9	4	3	3	2	12	4	4	3	4	15
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18	2	3	3	3	11	3	3	4	3	13
19	4	3	3	4	14	3	3	3	3	12
20	4	4	5	5	18	4	3	4	3	14
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24	2	2	2	2	8	4	4	4	4	16
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26	4	4	4	4	16	4	4	5	5	18
27	3	5	3	4	15	3	3	3	4	13
28	4	4	4	4	15	4	4	5	4	17
29	4	3	3	3	13	3	3	3	3	12
30	5	4	5	5	19	3	4	4	4	15
31	3	2	3	3	11	3	3	3	4	13
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33	4	4	3	3	14	4	4	4	3	15
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41	3	3	2	2	10	4	3	3	4	14
42	4	3	3	4	14	4	3	4	3	14
43	4	4	3	4	15	3	3	4	4	14
44	3	3	3	3	12	4	4	4	4	16
45	3	3	4	3	13	5	4	4	4	16
46	4	4	4	4	16	4	4	3	4	15
47	5	4	4	4	17	3	3	4	4	14
48	4	3	4	3	14	4	4	4	5	17

49	5	5	5	5	20	3	4	4	5	16
50	4	3	3	3	13	4	4	4	4	16
51	4	4	4	4	16	4	4	4	4	16
52	4	3	3	4	14	4	4	4	3	15
53	4	3	3	4	14	4	3	4	3	14
54	4	3	4	3	13	3	3	3	3	12
55	5	3	4	3	14	3	5	4	4	16
56	4	4	4	5	17	4	4	5	4	17
57	3	4	4	4	15	4	3	4	3	14
58	2	2	2	3	9	4	5	4	4	17
59	3	3	4	3	13	3	4	3	4	14
60	3	3	3	2	11	4	4	4	4	16
61	2	1	2	2	7	4	4	3	3	14
62	2	2	2	2	8	4	3	4	3	14
63	5	4	3	3	15	3	4	4	4	15
64	3	4	3	3	13	3	3	3	4	13
65	4	3	3	3	13	3	4	3	3	13
66	4	3	4	4	15	4	5	3	5	17
67	4	3	4	3	14	3	3	3	4	13
68	5	5	5	5	20	5	4	4	5	18
69	4	4	4	4	16	4	4	4	4	16
70	4	4	5	5	18	4	4	3	4	15
71	5	4	3	3	15	3	4	4	4	16
72	4	5	3	3	15	5	4	5	4	18
73	5	4	4	4	17	5	4	5	3	17
74	5	4	3	3	14	3	4	4	4	15
75	4	4	4	4	16	4	4	5	5	18
76	4	4	4	4	16	4	4	4	4	16
77	4	3	3	3	13	3	4	3	3	13
78	3	2	3	3	11	2	2	2	2	12
79	2	3	3	3	11	3	4	3	3	13
80	3	4	3	4	14	3	3	3	3	12
81	3	3	3	3	12	3	4	3	4	14
82	3	3	3	4	13	4	3	3	3	13
83	3	3	3	3	12	3	4	4	4	15
84	4	4	3	3	14	4	4	4	3	15
85	3	2	3	3	11	4	4	4	4	16
86	4	3	3	3	13	4	4	4	3	15
87	4	4	4	4	16	4	5	4	5	18
88	4	4	4	4	16	4	5	5	4	18
89	4	4	4	3	15	3	3	4	5	15

90	4	3	3	3	13	3	3	4	3	13
91	4	4	3	4	15	4	5	4	4	17
92	4	4	3	3	14	3	3	3	2	13
93	4	4	4	4	16	4	4	5	5	18
94	4	4	4	4	16	4	4	4	4	16
95	4	3	3	2	12	4	4	4	4	16
96	4	3	3	2	12	4	4	3	4	15
97	4	4	3	3	14	4	5	5	4	18
98	4	4	4	3	15	4	4	4	3	15
99	4	3	3	3	13	2	3	4	3	13
100	3	4	3	3	13	3	3	4	3	13

KUALITAS PERSEPSIAN

Correlations

		item 1	item 2	item 3	item 4	total 1
item_1	Pearson Correlation	1	.302**	.320**	.159	.624**
	Sig. (2-tailed)		.002	.001	.114	.000
	N	100	100	100	100	100
item_2	Pearson Correlation	.302**	1	.522**	.350**	.745**
	Sig. (2-tailed)	.002		.000	.000	.000
	N	100	100	100	100	100
item_3	Pearson Correlation	.320**	.522**	1	.379**	.766**
	Sig. (2-tailed)	.001	.000		.000	.000
	N	100	100	100	100	100
item_4	Pearson Correlation	.159	.350**	.379**	1	.701**
	Sig. (2-tailed)	.114	.000	.000		.000
	N	100	100	100	100	100
total_1	Pearson Correlation	.624**	.745**	.766**	.701**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.660	4

PERSEPSI HARGA

Correlations

		item 5	item 6	item 7	item 8	total 2
item_5	Pearson Correlation	1	.339**	.201*	.251*	.743**
	Sig. (2-tailed)		.001	.044	.012	.000
	N	100	100	100	100	35
item_6	Pearson Correlation	.339**	1	.433**	.500**	.777**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	100	100	100	100	35
item_7	Pearson Correlation	.201*	.433**	1	.261**	.670**
	Sig. (2-tailed)	.044	.000		.009	.000
	N	100	100	100	100	35
item_8	Pearson Correlation	.251*	.500**	.261**	1	.723**
	Sig. (2-tailed)	.012	.000	.009		.000
	N	100	100	100	100	35
total_2	Pearson Correlation	.743**	.777**	.670**	.723**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.660	4

PROMOSI

Correlations

		item 9	item 10	item 11	item 12	total 3
item_9	Pearson Correlation	1	.500**	.388*	.178	.629**
	Sig. (2-tailed)		.002	.021	.307	.000
	N	35	35	35	35	35
item_10	Pearson Correlation	.500**	1	.500**	.228	.727**
	Sig. (2-tailed)	.002		.002	.188	.000
	N	35	35	35	35	35
item_11	Pearson Correlation	.388*	.500**	1	.460**	.818**
	Sig. (2-tailed)	.021	.002		.005	.000
	N	35	35	35	35	35
item_12	Pearson Correlation	.178	.228	.460**	1	.720**
	Sig. (2-tailed)	.307	.188	.005		.000
	N	35	35	35	35	35
total_3	Pearson Correlation	.629**	.727**	.818**	.720**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	35	35.0
	Excluded ^a	65	65.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.685	4

MINAT BELI

Correlations

		item_13	item_14	item_15	item_16	total_4
item_13	Pearson Correlation	1	.611**	.317	.535**	.827**
	Sig. (2-tailed)		.000	.063	.001	.000
	N	35	35	35	35	35
item_14	Pearson Correlation	.611**	1	.199	.476**	.754**
	Sig. (2-tailed)	.000		.251	.004	.000
	N	35	35	35	35	35
item_15	Pearson Correlation	.317	.199	1	.193	.628**
	Sig. (2-tailed)	.063	.251		.266	.000
	N	35	35	35	35	35
item_16	Pearson Correlation	.535**	.476**	.193	1	.729**
	Sig. (2-tailed)	.001	.004	.266		.000
	N	35	35	35	35	35
total_4	Pearson Correlation	.827**	.754**	.628**	.729**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

** . Correlation is significant at the 0.01 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	35	35.0
	Excluded ^a	65	65.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.702	4

Regresi Linier Berganda

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.508 ^a	.258	.235	1.509	2.185

a. Predictors: (Constant), Promosi, KualitasPersepsian, PersepsiHarga

b. Dependent Variable: MinatBeli

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.951	3	25.317	11.118	.000 ^a
	Residual	218.609	96	2.277		
	Total	294.560	99			

a. Predictors: (Constant), Promosi, KualitasPersepsian, PersepsiHarga

b. Dependent Variable: MinatBeli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.684	1.577		4.239	.000
	KualitasPersepsian	.136	.085	.150	1.607	.111
	PersepsiHarga	.260	.086	.288	3.003	.003
	Promosi	.173	.072	.239	2.410	.018

a. Dependent Variable: MinatBeli