

LAMPIRAN

Lampiran 1. Identitas Responden Waroeng Ayam Kampung

no	nama	jenis kelamin	usia	pekerjaan			
				PNS	wiraswasta	pegawai swasta	mahasiswa
1	larasati	P	22				1
2	nadia	P	23				1
3	asri mardikawati	P	22				1
4	mulyadi	L	58		1		1
5	fawzan	L	22				1
6	maruf	L	22				1
7	m. roem	L	22				1
8	ardian	L	22				1
9	dwi	L	25				1
10	kristin s.	P	26				1
11	wahyuni	P	26				1
12	ajeng	P	29		1		
13	nabila	P	28		1		
14	yati	P	22				1
15	emma	P	29		1		
16	susi yusvita	P	29		1		
17	euis	P	29		1		
18	mia nelasari	P	29		1		
19	nurul kumala	P	28		1		
20	vini rahayu	P	29		1		
21	lina putri	P	29		1		
22	yudhi	L	29		1		
23	fitri kartika	P	28		1		
24	yuli yulaikha	P	29		1		
25	dimas majid	L	29		1		
26	very wicaksono	L	29		1		
27	arif indrawan	L	29		1		
28	ratna maryati	P	29		1		
29	rizal rantisi	L	29		1		
30	sutikno	L	29		1		
31	tri wardono	L	28		1		
32	feby nugraha	L	27		1		
33	kamily tarigan	L	27		1		
34	amal azwari	L	47	1			
35	taufik ridwan	L	50	1			
36	murzani harto	L	49	1			
37	muchtar	L	51	1			
38	anjat kurniawan	L	51	1			
39	ani dwi	P	51	1			
40	imas wulandari	P	50	1			
41	tomi mauludin	L	49	1			
42	subiyantoro	L	49	1			
43	a riyanto	L	49	1			
44	dedi firial	L	52	1			
45	fadli zumi	L	42	1			
46	bambang armadyanto	L	44	1			
47	rio jamal	L	42	1			
48	toto hastomo	L	40	1			
49	titik arfina	P	33		1		

50	yoso sudarmo	L		36		1	
51	heri susanto	L		42		1	
52	siti azizah	P		35		1	
53	endah pratwi	P		35		1	
54	saiful alifa	L		32			1
55	m natsir	L		32			1
56	imron rosyadi	L		32			1
57	mahdi cahyo	L		32			1
58	edi gunawan	L		41			1
59	heri mubarok	L		36			1
60	syaherman	L		36			1
61	m rohandi	L		36			1
62	ridwan arifin	L		36			1
63	wiwik apriyani	P		32			1
64	m syahril	L		32			1
65	cinto sari	P		33			1
66	ika pupitasari	P		33			1
67	lasiyem	P		33			1
68	tyas safitri	P		38			1
69	yuli rohana	P		41			1
70	abdul ghani	L		41			1
71	sulistyo	L		41			1
72	prasmono	L		41			1
73	purnomo s	L		32			1
74	trihartono	L		32			1
75	sunarto	L		44			1
76	darwin rais	L		44			1
77	miko sandi	L		41			1
78	windu permana	L		40			1
79	erlangga indra	L		40			1
80	ida maratul	P		39			1
81	elita dewi	P		38			1
82	septiaji	L		37			1
83	maimunah	P		37			1
84	nira lsetari	P		34			1
85	fitri faiza	P		34			1
86	kenes lintang	P		39			1
87	cucu nurlela	P		39			1
88	khairunnisa dwi	P		41			1
89	zeti rahayu	P		42			1
90	wiwin retno	P		32			1
91	diah susilarti	P		32			1
92	farianingsih	P		31			1
93	arum arfanita	P		31			1
94	endang rustya	P		34			1
95	yuliah mekar	P		34			1
96	iswatun hasana	P		32			1
97	siti wijayanti	P		34			1

Lampiran 2. Korelasi rank spearman promosi yang mempengaruhi keputusan pembelian

			neon box	spanduk	sosial media	promo ulang tahun	promo paket ayam utuh	liputan harian jogja	informasi mulut ke mulut	keputusan pembelian
Spearman's rho	neon box	Correlation Coefficient	1	0,229	258(*)	0,090	0,021	0,184	0,162	0,221
		Sig. (2-tailed)		0,068	0,040	0,481	0,872	0,146	0,202	0,085
		N	97	97	97	97	97	97	97	97
	spanduk	Correlation Coefficient	0,229	1,000	.455(**)	0,057	0,284(*)	.471(**)	.401(**)	386(**)
		Sig. (2-tailed)	0,068		0,000	0,652	0,023	0,000	0,001	0,002
		N	97	97	97	97	97	97	97	97
	social media	Correlation Coefficient	258(*)	455(**)	1,000	296(*)	.386(**)	593(**)	0,240	.463(**)
		Sig. (2-tailed)	0,04	0,000		0,018	0,002	0,000	0,056	0,000
		N	97	97	97	97	97	97	97	97
	promo ulang tahun	Correlation Coefficient	0,09	0,057	296(*)	1,000	0,068	0,148	-0,018	0,229
		Sig. (2-tailed)	0,481	0,057	0,018		0,595	0,242	0,888	0,072
		N	97	97	97	97	97	97	97	97
	promo paket ayam utuh	Correlation Coefficient	0,021	284(*)	386(**)	0,068	1,000	430(**)	.407(**)	313(*)
		Sig. (2-tailed)	0,872	0,023	0,002	0,595		0,000	0,001	0,013
		N	97	97	97	97	97	97	97	97
	liputan harian jogja	Correlation Coefficient	0,184	.471(**)	593(**)	0,148	430(**)	1,000	325(**)	.341(**)
		Sig. (2-tailed)	0,146	0,000	0,000	0,242	0,000		0,009	0,006
		N	97	97	97	97	97	97	97	97
informasi mulut ke mulut	Correlation Coefficient	0,162	401(**)	0,240	-0,018	407(**)	325(**)	1,000	.696(**)	
	Sig. (2-tailed)	0,202	0,001	0,056	0,888	0,001	0,009		0,000	
	N	97	97	97	97	97	97	97	97	
keputusan pembelian	Correlation Coefficient	0,221	386(**)	463(**)	0,229	313(*)	341(**)	696(**)	1,000	
	Sig. (2-tailed)	0,085	0,002	0,000	0,072	0,013	0,006	0,000		
	N	97	97	97	97	97	97	97	97	

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

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

