

LAMPIRAN

Lampiran 1 Surat Keterangan Pembimbing



UNIVERSITAS GALUH FAKULTAS EKONOMI

PROGRAM STUDI MANAJEMEN : TERAKREDITASI "B" SK. NO. 4415/SK/BAN-PT/Ak-PPJ/S/XI/2019
PROGRAM STUDI AKUNTANSI : TERAKREDITASI "B" SK. NO. 4682/SK/BAN-PT/Akred/S/VIII/2020
Jl. RE. Martadinata No. 150 Telp/Fax. (0266) 772080 - 778374 Ciamis 46251

SURAT TUGAS MEMBIMBING SKRIPSI

Nomor : 3422/34/ST/AK/D/XII/2025

Dekan Fakultas Ekonomi Universitas Galuh Ciamis dengan ini memberi tugas membimbing skripsi kepada :

Nama : **Dr. Nurdiana Mulyatini, SE., M.M.**
sebagai Pembimbing I
Nama : **Wiwini Setianingsih, S.E., M.M.**
sebagai Pembimbing II

Dalam penulisan/penyusunan skripsi mahasiswa untuk dan atas :

Nama : **IKHLAS NUGRAHA HIDAYAT**
NIM : **3402210251**
Program Studi : **Manajemen**
Judul Skripsi : **PENGARUH PERSEPSI HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN (Suatu Studi pada Pengguna Media Digital Instagram di Sadeli Coffee Tasikmalaya)**

Surat tugas ini berlaku sampai dengan skripsi selesai paling lambat 1 (satu) tahun setelah penetapan surat tugas ini.

Demikian agar dilaksanakan sebagaimana mestinya.

Desember 2025
Dekan,

Dr. Nurdiana Mulyatini, S.E., M.M.
NIM 3112770079

Tembusan :

- Yth. Ketua Program Studi yang bersangkutan
- Yth. Mahasiswa yang bersangkutan

Lampiran 2 Surat Izin Penelitian Skripsi



UNIVERSITAS GALUH FAKULTAS EKONOMI

PROGRAM STUDI MANAJEMEN:TERAKREDITASI"B"SK.NO.5278/SK/BAN-PT/Akred/S/IX/2020
PROGRAM STUDI AKUNTANSI:TERAKREDITASI"B"SK.NO.4682/SK/BAN-PT/Akred/S/VI/2020
Jl.RE.Martadinata No.150 Telp/Fax.(0265)772060-778374 Ciamis 46251

Nomor :8450/34/SP/AK/D/XII/2024
Lampiran :
Perihal :Ijin Penelitian Skripsi

Kepada Yth,
Pimpinan Sadeli coffe

di
Tempat

Dengan Hormat,

Berdasarkan Program Akademik Fakultas Ekonomi Universitas Galuh Ciamis,dalam rangka menyelesaikan studi mahasiswa diwajibkan untuk menyusun skripsi.Untuk keperluan tersebut kiranya Bapak/Ibu dapat membantu mahasiswa kami dalam melakukan penelitian dan pengumpulan data pada Perusahaan/Dinas/Instansi yang Bapak/Ibu Pimpin.Adapun mahasiswa yang dimaksud adalah:

N a m a :Ikhlas Nugraha Hidayat
Nomor Pokok/NIM. :3402210251
Asal Program Studi :Manajemen
Tempat Tanggal Lahir :Ciamis,18 mei 2002
Telepon /HP :089646673379
Alamat :Dusun Kaum RT. 05/RW. 04 Desa Panumbangan Kecamatan Panumbangan Kabupaten Ciamis
Lamanya Penelitian : Desember 2024 s/d Februari 2025
Judul Penelitian :Pengaruh Persepsi Harga dan Promosi melalui Media Sosial Instagram terhadap Keputusan Pembelian

Demikian permohonan ini kami sampaikan,atas perhatian dan kerjasamanya kami ucapkan terima kasih.



Ciamis,21 Desember 2024

Dekan,

Dr. ~~Mardiana~~ Mulyaiti, S.E., M.M.
NIK.3112770079

Lampiran 3 Surat Balasan Izin Penelitian



SADELICOFFEE

Jl. Raya Cisayong No. 15, Tasikmalaya
Email: sadelicoffee@gmail.com | Telp: 0812-3456-7890

SURAT BALASAN IZIN PENELITIAN

Nomor : 024/SC/XII/2025

Lampiran : -

Perihal : Balasan Permohonan Izin Penelitian

Kepada Yth.
Dekan Fakultas Universitas Galah Ciamis
Di Tempat

Dengan hormat,

Sehubungan dengan surat permohonan yang telah kami terima terkait dengan izin penelitian di Sadeli Coffee, bersama ini kami sampaikan bahwa permohonan tersebut dapat kami terima dan kami memberikan izin untuk melaksanakan kegiatan penelitian sesuai dengan ketentuan yang berlaku di tempat kami kepada:

Nama : Ikhlas Nugraha Hidayat

NIM : 34022110251

Kami mengharapkan seluruh kegiatan penelitian dapat dilaksanakan dengan tertib, menjaga kenyamanan pengunjung, serta tidak mengganggu jalannya operasional Sadeli Coffee. Data atau informasi yang dibutuhkan dapat dikoordinasikan dengan pihak manajemen pada saat pelaksanaan. Demikian surat balasan ini kami sampaikan. Atas perhatian dan kerja samanya kami ucapkan terima kasih.

Hormat Kami,
Manajemen Sadeli Coffee Tasikmalaya

Delvin Syahrizal Sidik

Lampiran 4 Kuisisioner Pra Survey Penelitian

KUESIONER PRA SURVEY PENELITIAN PERSEPSI HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN (Suatu Studi pada Pengguna Media Digital Instagram di Sadeli Coffee Tasikmalaya)

Peneliti : IKHLAS NUGRAHA HIDAYAT
NIM : 3402210251

KATA PENGANTAR

Responden yang terhormat,
Saya adalah mahasiswa yang sedang melakukan penelitian tentang “Persepsi Harga Dan Promosi Terhadap Keputusan Pembelian (Suatu Studi Pada Pengguna Media Digital Instagram Di Sadeli Coffee Tasikmalaya)”. Saya memohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuisisioner ini dengan jujur dan objektif. Segala informasi yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian.

Atas perhatian dan kerjasama yang baik, saya ucapkan terima kasih.

IDENTITAS RESPONDEN

Berilah tanda centang (√) pada kolom yang sesuai dengan identitas anda

| Keterangan | Jawaban |
|---------------------------------|--|
| Nama | |
| Jenis Kelamin | <input type="checkbox"/> Laki-laki <input type="checkbox"/> Perempuan |
| Pekerjaan | |
| Pendidikan Terakhir | <input type="checkbox"/> SD <input type="checkbox"/> SMP <input type="checkbox"/> SMA <input type="checkbox"/> Diploma <input type="checkbox"/> S1 <input type="checkbox"/> S2 <input type="checkbox"/> S3 |
| Pengalaman Membeli Sadeli Coffe | <input type="checkbox"/> Pernah <input type="checkbox"/> Tidak Pernah |

PETUNJUK PENGISIAN

Berilah tanda centang (√) pada kolom yang sesuai dengan pendapat Anda terhadap pernyataan-pernyataan berikut:

Keterangan:

SS = Sangat Setuju

S = Setuju

R = Ragu-Ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

VARIABEL PERSEPSI HARGA (X1)

| No. | Pernyataan | SS | S | R | TS | STS |
|--|--|----|---|---|----|-----|
| Keterjangkauan Harga | | | | | | |
| 1. | Harga menu di Sadeli Coffee relatif terjangkau sehingga mendorong pelanggan untuk membeli. | | | | | |
| 2. | Pelanggan lebih memilih untuk membeli produk coffee dibanding non-coffee dikarenakan harga yang lebih terjangkau | | | | | |
| Kesesuaian Harga dengan Kualitas | | | | | | |
| 3. | Harga produk Sadeli Coffee sesuai yang diinginkan | | | | | |
| 4. | Kualitas produk yang ditampilkan sesuai dengan harga yang dibayarkan. | | | | | |
| Kesesuaian Harga dengan Manfaat | | | | | | |
| 5. | Harga menu di Sadeli Coffee seimbang dengan manfaat (rasa, kenyamanan, dan pengalaman) yang saya dapatkan. | | | | | |
| 6. | Manfaat dari produk di Sadeli Coffee sesuai dengan harga yang ditawarkan. | | | | | |
| Kesesuaian Harga dengan Kemampuan atau Daya Saing | | | | | | |
| 7. | Harga di Sadeli Coffee lebih terjangkau dibandingkan dengan kedai kopi lain | | | | | |
| 8. | Apakah Anda merasa harga produk Sadeli Coffee menurun dalam beberapa tahun terakhir | | | | | |

VARIABEL PROMOSI MEDIA DIGITAL (X2)

| No. | Pernyataan | SS | S | R | TS | STS |
|---|---|----|---|---|----|-----|
| Periklanan (<i>Advertising</i>) | | | | | | |
| 1. | Apakah anda mengikuti akun Instagram Sadeli Coffee | | | | | |
| 2. | Apakah pernah melihat promosi Sadeli Coffee di Instagram dalam sebulan terakhir?. | | | | | |
| Promosi Penjualan (<i>Sales Promotian</i>) | | | | | | |
| 3. | Apakah anda pernah mengunjungi Sadeli Coffee setelah melihat promosi mereka di Instagram | | | | | |
| 4. | Promosi di Instagram mempengaruhi keputusan anda untuk mencoba produk Sadeli Coffee. | | | | | |
| Penjualan Perseorangan | | | | | | |
| 5. | Pelayanan personal melalui chat/DM Instagram mengenai harga membantu dalam memutuskan pembelian. | | | | | |
| 6. | Penjelasan harga secara langsung oleh staf Sadeli Coffee membuat pembeli merasa harga yang ditawarkan wajar dan sesuai. | | | | | |
| Hubungan Masyarakat (<i>Public Relation</i>) | | | | | | |
| 7. | Apakah anda menyarankan teman atau keluarga untuk pergi ke Sadeli Coffee setelah melihat promosi mereka di Instagram | | | | | |
| 8. | Publikasi di Instagram meningkatkan kepercayaan pembeli bahwa harga Sadeli Coffee sesuai dengan | | | | | |

| | | | | | | |
|---|---|--|--|--|--|--|
| | kualitas dan manfaat. | | | | | |
| Pemasaran Langsung (<i>Direct Marketing</i>) | | | | | | |
| 9. | Informasi harga yang Diterima langsung melalui pesan di Instagram memengaruhi keputusan untuk membeli. | | | | | |
| 10. | Pemberitahuan langsung tentang promo harga dari Sadeli Coffee di Instagram mendorong untuk segera membeli | | | | | |

VARIABEL KEPUTUSAN PEMBELIAN (Y)

| No. | Pernyataan | SS | S | R | TS | STS |
|--|--|----|---|---|----|-----|
| Pilihan Produk (<i>Product Choice</i>) | | | | | | |
| 1. | Saya berkeinginan untuk membeli produk Sadeli Coffee | | | | | |
| 2. | Menu yang ditawarkan Sadeli Coffee bervariasi sehingga memudahkan saya memilih produk. | | | | | |
| Pilihan Merk (<i>Brand Choice</i>) | | | | | | |
| 3. | Saya melakukan pembelian Sadeli Coffee karena kualitas yang konsisten dan terpercaya | | | | | |
| 4. | Saya mencari informasi terkait produk Sadeli Coffee dari orang lain | | | | | |
| Pilihan Penyalur (<i>Dealer Choice</i>) | | | | | | |
| 5. | Saya melakukan pembelian produk Sadeli Coffee karena rekomendasi dari orang lain | | | | | |
| 6. | Saya percaya bahwa membeli di Sadeli Coffee lebih nyaman dibandingkan di tempat lain. | | | | | |
| Waktu Pembelian (<i>Purchase Timing</i>) | | | | | | |
| 7. | Saya memiliki keinginan untuk membeli ulang produk Sadeli Coffee | | | | | |
| 8. | Promosi di Instagram membuat saya menentukan waktu pembelian produk di Sadeli Coffee | | | | | |
| Jumlah Pembelian (<i>Purchase Amount</i>) | | | | | | |
| 9. | Adanya promo harga mendorong saya untuk membeli lebih banyak produk di Sadeli Coffee. | | | | | |
| 10. | Saya memutuskan jumlah produk yang dibeli berdasarkan harga dan manfaat yang saya rasakan. | | | | | |

Lampiran 5 Kuisisioner Penelitian

KUESIONER PENELITIAN PERSEPSI HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN (Suatu Studi pada Pengguna Media Digital Instagram di Sadeli Coffee Tasikmalaya)

Peneliti : IKHLAS NUGRAHA HIDAYAT
NIM : 3402210251

KATA PENGANTAR

Responden yang terhormat,
Saya adalah mahasiswa yang sedang melakukan penelitian tentang “Persepsi Harga Dan Promosi Terhadap Keputusan Pembelian (Suatu Studi Pada Pengguna Media Digital Instagram Di Sadeli Coffee Tasikmalaya)”. Saya memohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuisisioner ini dengan jujur dan objektif. Segala informasi yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian.

Atas perhatian dan kerjasama yang baik, saya ucapkan terima kasih.

IDENTITAS RESPONDEN

Berilah tanda centang (√) pada kolom yang sesuai dengan identitas anda

| Keterangan | Jawaban |
|---------------------------------|--|
| Nama | |
| Jenis Kelamin | <input type="checkbox"/> Laki-laki <input type="checkbox"/> Perempuan |
| Pekerjaan | |
| Pendidikan Terakhir | <input type="checkbox"/> SD <input type="checkbox"/> SMP <input type="checkbox"/> SMA <input type="checkbox"/> Diploma <input type="checkbox"/> S1 <input type="checkbox"/> S2 <input type="checkbox"/> S3 |
| Pengalaman Membeli Sadeli Coffe | <input type="checkbox"/> Pernah <input type="checkbox"/> Tidak Pernah |

PETUNJUK PENGISIAN

Berilah tanda centang (√) pada kolom yang sesuai dengan pendapat Anda terhadap pernyataan-pernyataan berikut:

Keterangan:

SS = Sangat Setuju

S = Setuju

R = Ragu-Ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

VARIABEL PERSEPSI HARGA (X1)

| No. | Pernyataan | SS | S | R | TS | STS |
|--|--|----|---|---|----|-----|
| Keterjangkauan Harga | | | | | | |
| 1. | Harga menu di Sadeli Coffee relatif terjangkau sehingga mendorong pelanggan untuk membeli. | | | | | |
| 2. | Pelanggan lebih memilih untuk membeli produk coffee dibanding non-coffee dikarenakan harga yang lebih terjangkau | | | | | |
| Kesesuaian Harga dengan Kualitas | | | | | | |
| 3. | Harga produk Sadeli Coffee sesuai yang diinginkan | | | | | |
| 4. | Kualitas produk yang ditampilkan sesuai dengan harga yang dibayarkan. | | | | | |
| Kesesuaian Harga dengan Manfaat | | | | | | |
| 5. | Harga menu di Sadeli Coffee seimbang dengan manfaat (rasa, kenyamanan, dan pengalaman) yang saya dapatkan. | | | | | |
| 6. | Manfaat dari produk di Sadeli Coffee sesuai dengan harga yang ditawarkan. | | | | | |
| Kesesuaian Harga dengan Kemampuan atau Daya Saing | | | | | | |
| 7. | Harga di Sadeli Coffee lebih terjangkau dibandingkan dengan kedai kopi lain | | | | | |
| 8. | Apakah Anda merasa harga produk Sadeli Coffee menurun dalam beberapa tahun terakhir | | | | | |
| 9. | Harga yang ditetapkan Sadeli Coffee mampu bersaing dengan kedai kopi lainnya dalam kategori yang sama. | | | | | |
| 10. | Harga produk di Sadeli Coffee tidak memberatkan konsumen meskipun terjadi perubahan harga pada pasar kopi. | | | | | |

VARIABEL PROMOSI MEDIA DIGITAL (X2)

| No. | Pernyataan | SS | S | R | TS | STS |
|---|---|----|---|---|----|-----|
| Periklanan (<i>Advertising</i>) | | | | | | |
| 1. | Apakah anda mengikuti akun Instagram Sadeli Coffee | | | | | |
| 2. | Apakah pernah melihat promosi Sadeli Coffee di Instagram dalam sebulan terakhir?. | | | | | |
| Promosi Penjualan (<i>Sales Promotian</i>) | | | | | | |
| 3. | Apakah anda pernah mengunjungi Sadeli Coffee setelah melihat promosi mereka di Instagram | | | | | |
| 4. | Promosi di Instagram mempengaruhi keputusan anda untuk mencoba produk Sadeli Coffee. | | | | | |
| Penjualan Perseorangan | | | | | | |
| 5. | Pelayanan personal melalui chat/DM Instagram mengenai harga membantu dalam memutuskan pembelian. | | | | | |
| 6. | Penjelasan harga secara langsung oleh staf Sadeli Coffee membuat pembeli merasa harga yang ditawarkan wajar dan sesuai. | | | | | |
| Hubungan Masyarakat (<i>Public Relation</i>) | | | | | | |
| 7. | Apakah anda menyarankan teman atau keluarga untuk pergi ke Sadeli Coffee setelah melihat promosi mereka di Instagram | | | | | |
| 8. | Publikasi di Instagram meningkatkan kepercayaan pembeli bahwa harga Sadeli Coffee sesuai dengan kualitas dan manfaat. | | | | | |
| Pemasaran Langsung (<i>Direct Marketing</i>) | | | | | | |
| 9. | Informasi harga yang Diterima langsung melalui pesan di Instagram memengaruhi keputusan untuk membeli. | | | | | |
| 10. | Pemberitahuan langsung tentang promo harga dari Sadeli Coffee di Instagram mendorong untuk segera membeli | | | | | |

VARIABEL KEPUTUSAN PEMBELIAN (Y)

| No. | Pernyataan | SS | S | R | TS | STS |
|--|---|----|---|---|----|-----|
| Pilihan Produk (<i>Product Choice</i>) | | | | | | |
| 1. | Saya berkeinginan untuk membeli produk Sadeli Coffee | | | | | |
| 2. | Menu yang ditawarkan Sadeli Coffee bervariasi sehingga memudahkan saya memilih produk. | | | | | |
| 3. | Saya memilih produk Sadeli Coffee karena rasanya sesuai dengan preferensi saya | | | | | |
| Pilihan Merk (<i>Brand Choice</i>) | | | | | | |
| 4. | Saya melakukan pembelian Sadeli Coffee karena kualitas yang konsisten dan terpercaya | | | | | |
| 5. | Saya mencari informasi terkait produk Sadeli Coffee dari orang lain | | | | | |
| 6. | Saya percaya bahwa Sadeli Coffee memiliki citra merek yang lebih baik dibandingkan kedai kopi lainnya | | | | | |
| Pilihan Penyalur (<i>Dealer Choice</i>) | | | | | | |
| 7. | Saya melakukan pembelian produk Sadeli Coffee karena rekomendasi dari orang lain | | | | | |
| 8. | Saya percaya bahwa membeli di Sadeli Coffee lebih nyaman dibandingkan di tempat lain. | | | | | |
| 9. | Saya lebih memilih lokasi Sadeli Coffee karena mudah dijangkau | | | | | |
| Waktu Pembelian (<i>Purchase Timing</i>) | | | | | | |
| 10. | Saya memiliki keinginan untuk membeli ulang produk Sadeli Coffee | | | | | |
| 11. | Promosi di Instagram membuat saya menentukan waktu pembelian produk di Sadeli Coffee | | | | | |
| 12. | Saya membeli produk Sadeli Coffee pada waktu tertentu ketika ada promo yang ditawarkan | | | | | |
| Jumlah Pembelian (<i>Purchase Amount</i>) | | | | | | |
| 13. | Adanya promo harga mendorong saya untuk membeli lebih banyak produk di Sadeli Coffee. | | | | | |
| 14. | Saya memutuskan jumlah produk yang dibeli berdasarkan harga dan manfaat yang saya rasakan. | | | | | |
| 15. | Saya menambah jumlah pembelian ketika harga produk dinilai lebih terjangkau | | | | | |

Lampiran 6 Jawaban Responden Mengenai Persepsi Harga (X1)

| X1 | | | | | | | | | | |
|-----|------|------|------|------|------|------|------|------|------|-------|
| NO | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 |
| 1. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2. | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 4 |
| 3. | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 2 | 4 | 4 |
| 4. | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 2 | 5 | 5 |
| 5. | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 |
| 6. | 3 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 7. | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 |
| 8. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 |
| 9. | 5 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 4 |
| 10. | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 5 | 5 |
| 11. | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 4 |
| 12. | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 5 | 5 |
| 13. | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 5 | 5 |
| 14. | 5 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 5 |
| 15. | 5 | 3 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 5 |
| 16. | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 17. | 4 | 3 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 |
| 18. | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 |
| 19. | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| 20. | 4 | 2 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 4 |
| 21. | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 22. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 23. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 24. | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 25. | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 |
| 26. | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 27. | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 5 |
| 28. | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 29. | 3 | 4 | 3 | 2 | 3 | 2 | 2 | 3 | 4 | 4 |
| 30. | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 |
| 31. | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 5 | 4 |
| 32. | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 2 | 5 | 4 |
| 33. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 34. | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 |
| 35. | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 |
| 36. | 5 | 4 | 5 | 5 | 4 | 3 | 2 | 3 | 4 | 4 |
| 37. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 4 |
| 38. | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 39. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 40. | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 41. | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
| 42. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 43. | 2 | 3 | 2 | 4 | 3 | 3 | 3 | 2 | 4 | 4 |
| 44. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 45. | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 5 |
| 46. | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 |
| 47. | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 |
| 48. | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 49. | 4 | 3 | 5 | 4 | 5 | 4 | 2 | 3 | 4 | 4 |

| | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|
| 50. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 |
| 51. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 52. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 53. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 4 |
| 54. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 55. | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 5 |
| 56. | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 2 | 4 | 4 |
| 57. | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 |
| 58. | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 |
| 59. | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 60. | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 61. | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 62. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 |
| 63. | 5 | 4 | 3 | 1 | 5 | 4 | 3 | 3 | 5 | 5 |
| 64. | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 |
| 65. | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 66. | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 5 | 5 |
| 67. | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 |
| 68. | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 69. | 3 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 70. | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 71. | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 72. | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 73. | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 4 | 4 |
| 74. | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 5 |
| 75. | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 76. | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| 77. | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 78. | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 |
| 79. | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 80. | 4 | 4 | 3 | 4 | 5 | 2 | 3 | 5 | 5 | 5 |
| 81. | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 |
| 82. | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 5 |
| 83. | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 4 |
| 84. | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 5 |
| 85. | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 5 |
| 86. | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 87. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 88. | 4 | 2 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 5 |
| 89. | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 90. | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 |
| 91. | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| 92. | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 93. | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 94. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 95. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 96. | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 |

Lampiran 7 Jawaban Responden Mengenai Promosi (X2)

| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 |
|------|------|------|------|------|------|------|------|------|-------|
| 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 |
| 2 | 2 | 2 | 2 | 4 | 3 | 3 | 4 | 3 | 4 |
| 2 | 2 | 2 | 2 | 4 | 3 | 3 | 4 | 3 | 4 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 3 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 |
| 2 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 2 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 2 | 4 | 5 | 3 | 3 | 4 | 5 | 4 |
| 3 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 1 | 1 | 4 | 3 | 4 | 2 | 2 | 4 | 4 | 3 |
| 2 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| 4 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 2 | 2 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 2 | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 2 | 2 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |
| 2 | 4 | 2 | 2 | 3 | 4 | 4 | 3 | 2 | 2 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |

| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 |
|------|------|------|------|------|------|------|------|------|-------|
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 |
| 2 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 5 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 3 | 5 |
| 2 | 2 | 2 | 2 | 4 | 4 | 3 | 3 | 4 | 3 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 3 | 4 |
| 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 4 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 3 |
| 3 | 4 | 1 | 5 | 3 | 4 | 5 | 3 | 3 | 3 |
| 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |
| 4 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 2 |
| 4 | 5 | 4 | 3 | 2 | 2 | 4 | 4 | 3 | 4 |
| 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |

Lampiran 8 Jawaban Responden Mengenai Keputusan Pembelian (Y)

| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | Y.11 | Y.12 | Y.13 | Y.14 | Y.15 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |
| 5 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 |
| 4 | 5 | 4 | 4 | 1 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 4 |
| 4 | 5 | 3 | 4 | 1 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 4 | 3 | 5 | 4 | 3 |
| 5 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 5 | 5 |
| 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 4 | 5 | 3 | 4 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 | 5 | 2 | 3 | 5 | 3 | 2 | 5 | 3 | 4 | 5 |
| 3 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 3 | 3 | 5 | 3 | 4 | 5 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| 4 | 5 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 5 | 5 |
| 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 |
| 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 2 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 5 |
| 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 2 | 4 | 3 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 |
| 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 |
| 3 | 3 | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 3 | 3 | 5 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 4 |
| 3 | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 5 | 5 | 2 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |

| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | Y.11 | Y.12 | Y.13 | Y.14 | Y.15 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 4 | 4 |
| 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 |
| 4 | 4 | 1 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 3 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 5 |
| 3 | 5 | 3 | 3 | 5 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 5 | 5 | 3 |
| 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 5 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 3 | 5 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 3 | 4 | 2 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 5 |
| 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 4 | 3 | 1 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 5 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 5 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 4 |
| 5 | 5 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 |
| 3 | 4 | 4 | 4 | 2 | 4 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 3 | 5 | 2 | 4 | 1 | 4 | 1 | 3 | 4 | 5 | 5 | 3 | 5 | 5 | 3 |
| 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 4 | 4 |
| 3 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 3 | 5 | 3 | 4 | 5 |
| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 |
| 5 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 1 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 5 |
| 4 | 3 | 4 | 2 | 2 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 4 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 4 | 3 | 2 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 |
| 4 | 3 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 5 |
| 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |

Lampiran 9 SPSS

Correlations X1 Y

| Correlations | | | |
|--|---------------------|----------------|---------------------|
| | | Persepsi Harga | Keputusan Pembelian |
| Persepsi Harga | Pearson Correlation | 1 | .860** |
| | Sig. (2-Tailed) | | .000 |
| | N | 96 | 96 |
| Keputusan Pembelian | Pearson Correlation | .860** | 1 |
| | Sig. (2-Tailed) | .000 | |
| | N | 96 | 96 |
| **. Correlation Is Significant At The 0.01 Level (2-Tailed). | | | |

Correlations X2 Y

| Correlations | | | |
|--|---------------------|---------|---------------------|
| | | Promosi | Keputusan Pembelian |
| Promosi | Pearson Correlation | 1 | .625** |
| | Sig. (2-Tailed) | | .000 |
| | N | 96 | 96 |
| Keputusan Pembelian | Pearson Correlation | .625** | 1 |
| | Sig. (2-Tailed) | .000 | |
| | N | 96 | 96 |
| **. Correlation Is Significant At The 0.01 Level (2-Tailed). | | | |

Correlations X1 X2 Y

| Correlations | | | | |
|--|---------------------|----------------|---------|---------------------|
| | | Persepsi Harga | Promosi | Keputusan Pembelian |
| Persepsi Harga | Pearson Correlation | 1 | .625** | .860** |
| | Sig. (2-Tailed) | | .000 | .000 |
| | N | 96 | 96 | 96 |
| Promosi | Pearson Correlation | .625** | 1 | .770** |
| | Sig. (2-Tailed) | .000 | | .000 |
| | N | 96 | 96 | 96 |
| Keputusan Pembelian | Pearson Correlation | .860** | .770** | 1 |
| | Sig. (2-Tailed) | .000 | .000 | |
| | N | 96 | 96 | 96 |
| **. Correlation Is Significant At The 0.01 Level (2-Tailed). | | | | |

Regression X1 Y

| Model Summary | | | | |
|--|------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .860 | .740 | .736 | 1.245 |
| A. Predictors: (Constant), Persepsi Harga | | | | |
| B. Dependent Variable: Keputusan Pembelian | | | | |

| ANOVA ^a | | | | | | |
|--|------------|----------------|----|-------------|----------|------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1258.321 | 1 | 1258.321 | 1022.864 | .000 |
| | Residual | 440.679 | 94 | 4.689 | | |
| | Total | 1699.000 | 95 | | | |
| A. Dependent Variable: Keputusan Pembelian | | | | | | |
| B. Predictors: (Constant), Persepsi Harga | | | | | | |

| Coefficients ^a | | | | | | |
|--|----------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.120 | 0.310 | | 16.516 | .000 |
| | Persepsi Harga | .745 | .023 | .860 | 31.981 | .000 |
| A. Dependent Variable: Keputusan Pembelian | | | | | | |

Regression X2 Y

| Model Summary | | | | |
|--|------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .625 | .391 | .384 | 1.890 |
| A. Predictors: (Constant), Promosi | | | | |
| B. Dependent Variable: Keputusan Pembelian | | | | |

| ANOVA ^a | | | | | | |
|--|------------|----------------|----|-------------|--------|------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 664.431 | 1 | 664.431 | 98.867 | .000 |
| | Residual | 1.034 | 94 | 11.007 | | |
| Total | | 1.699 | 95 | | | |
| A. Dependent Variable: Keputusan Pembelian | | | | | | |
| B. Predictors: (Constant), Promosi | | | | | | |

| Coefficients ^a | | | | | | |
|--|------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 10.120 | 0.650 | | 15.569 | .000 |
| | Promosi | .452 | .045 | .625 | 9.943 | .000 |
| A. Dependent Variable: Keputusan Pembelian | | | | | | |

Regression X1 X2 Y

| Model Summary | | | | |
|--|------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .770 | .593 | .584 | 1.520 |
| A. Predictors: (Constant), | | | | |
| B. Dependent Variable: Keputusan Pembelian | | | | |

| ANOVA ^a | | | | | | |
|--|------------|----------------|----|-------------|--------|------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 714.500 | 2 | 357.250 | 67.720 | .000 |
| | Residual | 490.500 | 93 | 5.273 | | |
| Total | | 205.000 | 95 | | | |
| A. Dependent Variable: Keputusan Pembelian | | | | | | |
| B. Predictors: (Constant), Persepsi Harga, Promosi | | | | | | |

| Coefficients^a | | | | | | |
|--|----------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 51.480 | 5.120 | - | | .000 |
| | Persepsi Harga | 0.103 | .018 | .512 | 5.722 | .000 |
| | Promosi | .065 | .016 | .625 | 9.943 | .000 |
| A. Dependent Variable: Keputusan Pembelian | | | | | | |

Lampiran 10 Tabel Distribusi t

Titik presentase distribusi df= 81-120

| df | 0.50 | 0.20 | 0.10 | 0.050 | 0.02 | 0.010 | 0.002 |
|-----|---------|---------|---------|---------|---------|---------|---------|
| 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 |
| 101 | 0.67693 | 1.28999 | 1.66008 | 1.98373 | 2.36384 | 2.62539 | 3.17289 |
| 102 | 0.67690 | 1.28991 | 1.65993 | 1.98350 | 2.36346 | 2.62489 | 3.17206 |
| 103 | 0.67688 | 1.28982 | 1.65978 | 1.98326 | 2.36310 | 2.62441 | 3.17125 |
| 104 | 0.67686 | 1.28974 | 1.65964 | 1.98304 | 2.36274 | 2.62393 | 3.17045 |
| 105 | 0.67683 | 1.28967 | 1.65950 | 1.98282 | 2.36239 | 2.62347 | 3.16967 |
| 106 | 0.67681 | 1.28959 | 1.65936 | 1.98260 | 2.36204 | 2.62301 | 3.16890 |
| 107 | 0.67679 | 1.28951 | 1.65922 | 1.98238 | 2.36170 | 2.62256 | 3.16815 |
| 108 | 0.67677 | 1.28944 | 1.65909 | 1.98217 | 2.36137 | 2.62212 | 3.16741 |
| 109 | 0.67675 | 1.28937 | 1.65895 | 1.98197 | 2.36105 | 2.62169 | 3.16669 |
| 110 | 0.67673 | 1.28930 | 1.65882 | 1.98177 | 2.36073 | 2.62126 | 3.16598 |
| 111 | 0.67671 | 1.28922 | 1.65870 | 1.98157 | 2.36041 | 2.62085 | 3.16528 |
| 112 | 0.67669 | 1.28916 | 1.65857 | 1.98137 | 2.36010 | 2.62044 | 3.16460 |
| 113 | 0.67667 | 1.28909 | 1.65845 | 1.98118 | 2.35980 | 2.62004 | 3.16392 |
| 114 | 0.67665 | 1.28902 | 1.65833 | 1.98099 | 2.35950 | 2.61964 | 3.16326 |
| 115 | 0.67663 | 1.28896 | 1.65821 | 1.98081 | 2.35921 | 2.61926 | 3.16262 |
| 116 | 0.67661 | 1.28889 | 1.65810 | 1.98063 | 2.35892 | 2.61888 | 3.16198 |
| 117 | 0.67659 | 1.28883 | 1.65798 | 1.98045 | 2.35864 | 2.61850 | 3.16135 |
| 118 | 0.67657 | 1.28877 | 1.65787 | 1.98027 | 2.35837 | 2.61814 | 3.16074 |
| 119 | 0.67656 | 1.28871 | 1.65776 | 1.98010 | 2.35809 | 2.61778 | 3.16013 |
| 120 | 0.67654 | 1.28865 | 1.65765 | 1.97993 | 2.35782 | 2.61742 | 3.15954 |

Lampiran 11 tabel distribusi F

| df untuk penyebut (N2) | | | | | | | | df untuk pembilang (N1) | | | | | | | |
|------------------------|------|------|------|------|------|------|------|-------------------------|------|------|------|------|------|------|------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| 91 | 3.95 | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| 92 | 3.94 | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 93 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 94 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.77 |
| 95 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.82 | 1.80 | 1.77 |
| 96 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 97 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 98 | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 99 | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 100 | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 101 | 3.94 | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 102 | 3.93 | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 103 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 104 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 105 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.81 | 1.79 | 1.76 |
| 106 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| 107 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| 108 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 109 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 110 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 111 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 112 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 113 | 3.93 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.87 | 1.84 | 1.81 | 1.78 | 1.76 |
| 114 | 3.92 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 115 | 3.92 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 116 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 117 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 118 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 119 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| 120 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| 121 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 122 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 123 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 124 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 125 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 126 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 127 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| 128 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| 129 | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 130 | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 131 | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 132 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| 133 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| 134 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| 135 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.82 | 1.79 | 1.77 | 1.74 |

Lampiran 12 Dokumentasi pada saat Penelitian



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