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LAMPIRAN

LAMPIRAN 1

KUESIONER PENELITIAN

Assalamualaikum Wr. Wb

Perkenalkan saya Ridwan Supriyatna mahasiswa Universitas Binaniaga Indonesia Program Studi Manajemen Program Sarjana Fakultas Ekonomi dan Bisnis. Saat ini saya sedang melakukan penelitian dalam rangka penyelesaian studi dengan judul **“PENGARUH SEGMENTASI PASAR DAN POSITIONING TERHADAP KEPUTUSAN PEMBELIAN SUSU PRODUK MORINAGA DI YOGYA JUNCTION BOGOR”**

Terkait dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Saudara/I untuk meluangkan waktunya untuk mengisi kuesioner ini. Kuesioner ini adalah salah satu sarana untuk memperoleh data yang diperlukan untuk penelitian skripsi ini.

Bapak/Ibu?saudara/i, jawaban yang diberikan tidak dinilai salah atau benar, serta kerahasiaan data penelitiakan dijamin dan saya mengharapkan informasi dan jawaban yang sesungguhnya dari Bapak/Ibu/Saudara/I sesuai kondisi yang dirasakan sebagai pelanggan Yogya Bogor Junction

Atas waktu dan kesediaan Bapak/Ibu/Saudara/I saya mengucapkan terima kasih.

Hormat Saya

(Ridwan Supriyatna)

IDENTITAS RESPONDEN

Pilih salah satu jawaban di bawah ini dengan memberikan tanda check list (√) untuk setiap jawaban yang menurut anda paling sesuai dengan diri anda.

Nama Responden : _____ (boleh tidak diisi)

Jenis Kelamin

- Laki-laki
- Perempuan

Usia

- < 25 tahun
- 26 - 30 tahun
- 31 - 35 tahun
- 36 - 40 tahun
- Diatas 40 tahun

Pendidikan Terakhir

- SMA/SMK/Sederajat
- D3
- S1
- S2

Pekerkerjan

- PNS
- Karyawan Swasta
- Wirausaha
- Lainnya

A. Petunjuk pengisian Kuesioner

1. Sebelum mengisi kuesioner ini, mohon Bapak/Ibu membaca setiap butir pertanyaan dengan cermat.
2. Bapak/Ibu tinggal memberi tanda check list (√) pada kolom yang sesuai dengan pilihan.

3. Untuk setiap butir pertanyaan hanya diperbolehkan memilih satu alternatif jawaban.
4. Jika ada kesalahan dalam memilih alternatif jawaban, beri tanda (X) pada kolom yang salah kemudian beri tanda check list (√) pada kolom yang sesuai.
5. Semua pertanyaan yang ada, mohon dijawab tanpa ada satupun yang terlewat.

B. Keterangan Jawaban

- SS : Sangat Setuju
- S : Setuju
- RR : Ragu Ragu
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

PERTANYAAN KUESIONER

NO	VARIABEL SEGMENTING	SS	S	RR	TS	STS
Segmentasi Berdasarkan Geografi						
1	Di Kota Bogor susu morinaga penjualannya sesuai untuk masyarakat dengan tingkat emkonomi menengah					
2	Di Kota Bogor susu morinaga memiliki potensi baik untuk konsumennya					
Segmentasi Berdasarkan Demografi						
3	Pada usia balita, susu morinaga sesuai untuk dikonsumsi untuk mendukung tumbuh kembang anak					
4	Susu morinaga meruoakan jenis usaha yang memiliki nilai standarisasi tinggi					
Segmentasi Berdasarkan Psikografi						
5	Susu morinaga sesuai dengan gaya hidup saya					
6	Kepribadian saya sebagai orang tua menjadikan saya membutuhkan susu morinaga					
Segmentasi Berdasarkan Behavioristik						
7	Karena saya tahu kandungan gizi yang ada dalam susu morinaga maka saya memebelinya untuk kebutuhan gizi anak					
8	Saya bersikap loyal terhadap susu morinaga karna sesuai dengan kesukaan anak saya					
NO	VARIABEL TARGETING	SS	S	RR	TS	STS
Konsentrasi Segmen Tunggal						
1	Susu morinaga memsarkan produknya untuk kalangan masyarakat ekonomi menengah ke atas					
2	Susu morinaga diperuntukan khusus untuk balita alam masa pertumbuhan					
Spesialisasi Selektif						
3	Susu morinaga merupakan hasil dari observasi tentang kebutuhan konsumen di pasar					
4	Susu morinaga memberikan pelayanan khusus kepada setiap pembeli / konsumennya					
Spesialisasi Pasar						
5	Susu morinaga hanya di jual di supermarket dan mini market resmi					
6	Susu morinaga membuat produknya mudah dikenal dan diingat di pasaran					
Spesialisasi Produk						
7	Susu morinaga terbagi sesuai dengan umur anak					
8	Pada susu morinaga anak dengan kebutuhan khusus memiliki kandungan berbeda dengan susu untuk anak pada umumnya					

NO	VARIABEL POSITIONING	SS	S	RR	TS	STS
Berdasarkan Harga dan Kualitas						
1	Harga yang ditawarkan sesuai dengan kondisi ekonomi saya					
2	Kualitas yang diberikan susu morinaga sangat baik untuk pertumbuhan anak saya					
Berdasarkan Pemakai Produk						
3	Saya memakai susu morinaga karena sesuai dengan kesukaan dan nafsu makan anak					
4	Dengan memakai susu morinaga anak saya menjadi sehat dan kuat					
Berdasarkan Kelas Produk Tertentu						
5	Susu morinaga termasuk ke dalam kelas produk unggulan					
6	Klasifikasi susu morinaga sangat sesuai dengan kebutuhan sesuai umur anak					
Berkenaan dengan Pesaing						
7	Meskipun banyak produk susu anak saya tetap memakai susu morinaga					
8	Meskipun susu morinaga lebih mahal dari susu lain saya tetap membeli susu morinaga					
Berdasarkan Manfaat						
9	Manfaat yang dirasakan anak saya sangat terlihat saat meminum susu morinaga					
10	Kesehatan anak meningkat setelah meminum susu morinaga					

NO	VARIABEL KEPUTUSAN PEMBELIAN	SS	S	RR	TS	STS
Pilihan Produk						
1	Susu morinaga banyak pilihan produknya, sehingga saya membeli sesuai kebutuhan umur anak					
2	Susu morinaga memiliki pilihan produk sesuai rasa yang beragam					
Pilihan Merk						
3	Merk produk susu morinaga sudah sangat terkenal di kalangan orang tua pemilik balita					
4	Susu morinaga memiliki design yang baik dan menarik					
Pilihan Penyalur						
5	Susu morinaga berasal dari produsen yang berkualitas					
6	Produsen susu morinaga sudah memiliki SNI					
Waktu Pembelian						
7	Waktu pembelian susu morinaga sekarang lebih mudah dengan jasa pengiriman					

8	Pengiriman susu morinaga lebih cepat sampai tujuan atau konsumen					
Jumlah Pembelian						
9	Karena kebutuhan saya membeli susu morinaga dengan jumlah yang lebih dari 1 bungkus					
10	Dengan jumlah pembelian yang lebih banyak saya mendapatkan potongan harga					
Mtode Pembayaran						
11	Pembayaran e-commers menjadi metode pembayaran yang saya sukai					
12	Pembayaran secara <i>cashless</i> dan cash sudah tersedia di toko sehingga memudahkan pembelian					

LAMPIRAN 2
HASIL TABULASI UJI VALIDITAS VARIABEL HARGA (X1)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
1	4	4	4	5	5	4	4	5	35
2	2	1	1	2	2	2	3	2	15
3	4	4	4	4	4	4	4	4	32
4	4	4	5	4	4	5	5	4	35
5	5	5	5	5	5	5	4	4	38
6	5	5	1	5	3	5	3	5	32
7	4	4	4	5	5	4	4	5	35
8	2	1	1	2	2	2	3	2	15
9	4	4	4	4	4	4	4	4	32
10	4	4	5	4	4	5	5	4	35
11	3	3	5	5	3	3	3	1	26
12	4	4	4	4	4	4	4	4	32
13	4	4	3	4	4	4	4	4	31
14	4	5	4	4	5	4	5	4	35
15	5	5	3	5	5	5	5	5	38
16	5	5	5	5	5	5	5	5	40
17	3	4	5	4	4	4	4	4	32
18	4	4	3	5	3	4	5	3	31
19	4	4	4	4	4	4	4	4	32
20	3	4	2	3	4	3	4	3	26
21	4	3	2	3	5	4	3	3	27
22	5	5	5	5	5	5	5	5	40
23	3	3	3	3	3	3	3	3	24
24	3	3	3	3	3	3	3	3	24
25	3	3	4	3	3	3	3	3	25
26	3	3	3	4	4	3	4	4	28
27	4	4	3	3	4	4	5	3	30
28	4	4	4	5	5	4	4	4	34
29	5	5	5	5	5	5	5	5	40
30	5	5	5	4	5	4	4	4	36

HASIL TABULASI UJI VALIDITAS VARIABEL *TARGETING* (X2)

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TotalX2
1	5	5	5	5	5	5	5	5	40
2	4	4	4	4	4	4	4	4	32
3	3	4	4	5	3	4	4	3	30
4	4	4	4	4	4	4	4	4	32
5	4	4	4	4	4	4	4	4	32
6	5	4	5	5	5	5	4	5	38
7	5	4	4	4	5	4	4	4	34
8	2	2	2	1	1	2	2	2	14
9	4	4	4	4	4	4	4	4	32
10	3	4	4	5	4	4	4	4	32
11	3	3	3	3	3	3	3	3	24
12	4	4	4	4	4	4	4	4	32
13	4	4	4	4	4	4	4	4	32
14	4	4	4	4	4	4	4	4	32
15	5	4	5	5	5	5	4	5	38
16	5	4	4	4	5	4	4	4	34
17	5	4	5	5	4	4	4	4	35
18	5	5	5	5	5	5	5	5	40
19	4	4	4	4	4	4	4	4	32
20	3	4	4	5	3	4	4	3	30
21	3	3	4	2	3	1	3	5	24
22	5	5	5	5	5	5	5	4	39
23	3	3	3	3	3	3	3	3	24
24	3	3	3	3	3	3	3	3	24
25	3	3	3	3	3	3	3	3	24
26	3	4	3	3	4	3	4	3	27
27	5	4	4	5	4	5	4	3	34
28	5	5	5	5	5	4	5	4	38
29	5	5	5	5	5	5	5	5	40
30	5	4	5	5	5	5	4	5	38

HASIL TABULASI UJI VALIDITAS VARIABEL *POSITIONING* (X3)

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	TotalX3
1	4	4	4	3	4	4	4	3	3	4	37
2	5	5	5	5	5	5	5	4	5	5	49
3	4	4	4	4	4	3	4	4	3	3	37
4	4	4	4	4	4	4	4	4	3	3	38
5	4	4	4	5	4	4	4	5	3	3	40
6	5	5	5	5	5	5	5	5	2	3	45
7	4	4	4	4	4	3	4	4	4	5	40
8	2	2	2	3	2	2	2	2	3	3	23
9	4	4	4	4	4	4	4	4	4	4	40
10	5	4	4	4	5	5	5	4	3	3	42
11	2	3	3	3	2	3	3	5	3	3	30
12	5	5	5	5	5	2	5	5	4	4	45
13	5	5	5	5	5	5	5	5	3	4	47
14	4	5	5	4	4	4	4	4	4	4	42
15	5	4	4	5	5	5	4	4	5	5	46
16	3	5	5	5	3	3	5	5	4	5	43
17	5	5	5	5	5	5	5	5	4	4	48
18	5	5	5	5	5	5	5	5	5	5	50
19	4	4	4	4	4	5	4	5	4	4	42
20	4	3	3	5	4	3	4	3	4	4	37
21	4	4	4	3	4	4	4	3	3	4	37
22	5	5	5	5	5	5	5	4	5	5	49
23	4	4	4	4	4	3	4	4	3	3	37
24	4	4	4	4	4	4	4	4	3	3	38
25	4	4	4	5	4	4	4	5	3	3	40
26	3	4	4	3	3	3	3	4	3	4	34
27	4	3	4	4	4	5	4	5	4	4	41
28	5	5	5	5	5	4	5	5	5	5	49
29	5	5	5	5	5	5	5	5	5	5	50
30	5	4	5	5	5	4	5	5	4	5	47

**HASIL TABULASI UJI VALIDITAS VARIABEL KEPUTUSAN PEMBELIAN
(Y)**

No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TotalY
1	4	4	4	3	4	4	4	3	3	4	4	3	44
2	5	5	5	5	5	5	5	4	5	5	5	4	58
3	4	4	4	4	4	3	4	4	3	3	4	4	45
4	4	4	4	4	4	4	4	4	3	3	4	4	46
5	4	4	4	5	4	4	4	5	3	3	4	5	49
6	5	5	5	5	5	5	5	5	2	3	5	5	55
7	4	4	4	4	4	3	4	4	4	5	4	4	48
8	2	2	2	3	2	2	2	2	3	3	2	2	27
9	4	4	4	4	4	4	4	4	4	4	4	4	48
10	5	4	4	4	5	5	5	4	3	3	5	4	51
11	2	3	3	3	2	3	3	5	3	3	3	5	38
12	5	5	5	5	5	2	5	5	4	4	5	5	55
13	5	5	5	5	5	5	5	5	3	4	5	5	57
14	4	5	5	4	4	4	4	4	4	4	4	4	50
15	5	4	4	5	5	5	4	4	5	5	4	4	54
16	3	5	5	5	3	3	5	5	4	5	5	5	53
17	5	5	5	5	5	5	5	5	4	4	5	5	58
18	5	5	5	5	5	5	5	5	5	5	5	5	60
19	4	4	4	4	4	5	4	5	4	4	4	5	51
20	4	3	3	5	4	3	4	3	4	4	4	3	44
21	4	4	4	3	4	4	4	3	3	4	4	3	44
22	5	5	5	5	5	5	5	4	5	5	5	4	58
23	4	4	4	4	4	3	4	4	3	3	4	4	45
24	4	4	4	4	4	4	4	4	3	3	4	4	46
25	4	4	4	5	4	4	4	5	3	3	4	5	49
26	3	4	4	3	3	3	3	4	3	4	3	4	41
27	4	3	4	4	4	5	4	5	4	4	4	5	50
28	5	5	5	5	5	4	5	5	5	5	5	5	59
29	5	5	5	5	5	5	5	5	5	5	5	5	60
30	5	4	5	5	5	4	5	5	4	5	5	5	57

Segmenting	Pearson Correlation	.583**	.655**	.509**	.484**	.581**	.678**	1	.548**	.740**
	Sig. (2-tailed)	.001	.000	.004	.007	.001	.000		.002	.000
	N	30	30	30	30	30	30	30	30	30
Segmenting	Pearson Correlation	.759**	.759**	.362	.636**	.710**	.771**	.548**	1	.822**
	Sig. (2-tailed)	.000	.000	.050	.000	.000	.000	.002		.000
	N	30	30	30	30	30	30	30	30	30
Total X1	Pearson Correlation	.902**	.932**	.708**	.826**	.843**	.916**	.740**	.822**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30
** . Correlation is significant at the 0.01 level (2-tailed).										
* . Correlation is significant at the 0.05 level (2-tailed).										

HASIL UJI VALIDITAS VARIABEL *TARGETING* (X2)

Correlations										
		Targeting	Targeting	Targeting	Targeting	Targeting	Targeting	Targeting	Targeting	Total X2
Targeting	Pearson Correlation	1	.756	.849	.719	.903	.790	.756	.699	.907
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Targeting	Pearson Correlation	.756	1	.834	.834	.843	.785	1.000	.609	.921
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Targeting	Pearson Correlation	.849	.834	1	.845	.835	.750	.834	.832	.943
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Targeting	Pearson Correlation	.719	.834	.845	1	.743	.894	.834	.513	.896
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.004	.000
	N	30	30	30	30	30	30	30	30	30
Targeting	Pearson Correlation	.903	.843	.835	.743	1	.771	.843	.771	.936
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Targeting	Pearson Correlation	.790	.785	.750	.894	.771	1	.785	.491	.883
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.006	.000
	N	30	30	30	30	30	30	30	30	30
Targeting	Pearson Correlation	.756	1.000	.834	.834	.843	.785	1	.609	.921
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
Targeting	Pearson Correlation	.699	.609	.832	.513	.771	.491	.609	1	.764
	Sig. (2-tailed)	.000	.000	.000	.004	.000	.006	.000		.000
	N	30	30	30	30	30	30	30	30	30
Total X2	Pearson Correlation	.907	.921	.943	.896	.936	.883	.921	.764	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

Positioning	Pearson Correlation	.645**	.431*	.492**	.384	.645**	1	.542**	.367*	.305	.270	.671**
	Sig. (2-tailed)	.000	.018	.006	.036	.000		.002	.046	.102	.149	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Positioning	Pearson Correlation	.848**	.821**	.874**	.758**	.848**	.542**	1	.563**	.412*	.477**	.915**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002		.001	.024	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Positioning	Pearson Correlation	.369	.525*	.622**	.573*	.369	.367*	.563**	1	.192	.177	.606*
	Sig. (2-tailed)	.045	.003	.000	.001	.045	.046	.001		.310	.349	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Positioning	Pearson Correlation	.428	.368	.412	.489*	.428	.305	.412	.192	1	.851**	.633**
	Sig. (2-tailed)	.018	.045	.024	.006	.018	.102	.024	.310		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Positioning	Pearson Correlation	.413	.459*	.534**	.412	.413	.270	.477**	.177	.851**	1	.645**
	Sig. (2-tailed)	.023	.011	.002	.024	.023	.149	.008	.349	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Total X3	Pearson Correlation	.883**	.831**	.893**	.799**	.883**	.671**	.915**	.606*	.633**	.645**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).												
*. Correlation is significant at the 0.05 level (2-tailed).												

HASIL VALIDITAS VARIABEL KEPUTUSAN PEMBELIAN (Y)

Correlations														
		Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Total Y
Keputusan Pembelian	Pearson Correlation	1	.685	.738	.698	1.000	.645	.848	.369	.428	.413	.848	.369	.866
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.045	.018	.023	.000	.045	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.685	1	.943	.598	.685	.431	.821	.525	.368	.459	.821	.525	.835
	Sig. (2-tailed)	.000		.000	.000	.000	.018	.000	.003	.045	.011	.000	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.738	.943	1	.635	.738	.492	.874	.622	.412	.534	.874	.622	.903
	Sig. (2-tailed)	.000	.000		.000	.000	.006	.000	.000	.024	.002	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.698	.598	.635	1	.698	.384	.758	.573	.489	.412	.758	.573	.808
	Sig. (2-tailed)	.000	.000	.000		.000	.036	.000	.001	.006	.024	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	1.000	.685	.738	.698	1	.645	.848	.369	.428	.413	.848	.369	.866
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.045	.018	.023	.000	.045	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.645	.431	.492	.384	.645	1	.542	.367	.305	.270	.542	.367	.657
	Sig. (2-tailed)	.000	.018	.006	.036	.000		.002	.046	.102	.149	.002	.046	.000

	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.848	.821	.874	.758	.848	.542	1	.563	.412	.477	1.000	.563	.928
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002		.001	.024	.008	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.369	.525	.622	.573	.369	.367	.563	1	.192	.177	.563	1.000	.672
	Sig. (2-tailed)	.045	.003	.000	.001	.045	.046	.001		.310	.349	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.428	.368	.412	.489	.428	.305	.412	.192	1	.851	.412	.192	.593
	Sig. (2-tailed)	.018	.045	.024	.006	.018	.102	.024	.310		.000	.024	.310	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.413	.459	.534	.412	.413	.270	.477	.177	.851	1	.477	.177	.608
	Sig. (2-tailed)	.023	.011	.002	.024	.023	.149	.008	.349	.000		.008	.349	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.848	.821	.874	.758	.848	.542	1.000	.563	.412	.477	1	.563	.928
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	.000	.001	.024	.008		.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.369	.525	.622	.573	.369	.367	.563	1.000	.192	.177	.563	1	.672
	Sig. (2-tailed)	.045	.003	.000	.001	.045	.046	.001	.000	.310	.349	.001		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Total Y	Pearson Correlation	.866	.835	.903	.808	.866	.657	.928	.672	.593	.608	.928	.672	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

HASIL UJI RELIABILITAS**VARIABEL SEGMENTING (X1)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.932	8

VARIABEL *TARGETING* (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.961	8

VARIABEL *POSITIONING* (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.924	10

VARIABEL KEPUTUSAN PEMBELIAN (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.938	12

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HASIL TABULASI RESPONDEN VARIABEL SEGMENTING (X1)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
1	4	3	4	4	4	3	3	4	29
2	5	5	5	5	5	5	5	5	40
3	4	5	5	4	5	4	5	4	36
4	4	4	4	4	4	4	4	4	32
5	5	5	5	5	5	5	5	5	40
6	5	5	5	2	3	5	5	5	35
7	3	4	4	4	5	4	4	4	32
8	2	2	2	3	3	2	3	2	19
9	4	4	4	4	4	4	4	4	32
10	5	5	4	3	3	4	5	4	33
11	3	3	5	3	3	3	3	3	26
12	2	5	5	4	4	4	5	4	33
13	5	5	5	3	4	4	4	4	34
14	4	4	4	4	4	5	5	4	34
15	5	4	4	5	5	5	5	5	38
16	3	5	5	4	5	5	5	5	37
17	5	5	5	4	4	5	5	5	38
18	5	5	5	5	5	4	5	5	39
19	5	4	5	4	4	4	4	5	35
20	3	4	3	4	4	3	4	3	28
21	4	4	3	3	4	3	4	4	29
22	5	5	4	5	5	5	5	5	39
23	3	4	4	3	3	3	3	4	27
24	4	4	4	3	3	3	3	3	27
25	4	3	4	4	4	3	3	4	29
26	5	5	5	5	5	5	5	5	40
27	4	5	5	4	5	4	5	4	36
28	4	4	4	4	4	4	4	4	32
29	5	5	5	5	5	5	5	5	40
30	5	5	5	2	3	5	5	5	35
31	3	4	4	4	5	4	4	4	32
32	2	2	2	3	3	2	3	2	19
33	4	4	4	4	4	4	4	4	32
34	5	5	4	3	3	4	5	4	33

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
35	3	3	5	3	3	3	3	3	26
36	2	5	5	4	4	4	5	4	33
37	5	5	5	3	4	4	4	4	34
38	4	4	4	4	4	5	5	4	34
39	5	4	4	5	5	5	5	5	38
40	3	5	5	4	5	5	5	5	37
41	5	5	5	4	4	5	5	5	38
42	5	5	5	5	5	4	5	5	39
43	5	4	5	4	4	4	4	5	35
44	3	4	3	4	4	3	4	3	28
45	4	4	3	3	4	3	4	4	29
46	5	5	4	5	5	5	5	5	39
47	3	4	4	3	3	3	3	4	27
48	4	4	4	3	3	3	3	3	27
49	4	4	5	3	3	3	4	4	30
50	3	3	4	3	4	3	3	3	26
51	5	4	5	4	4	4	3	3	32
52	4	5	5	5	5	4	4	4	36
53	5	5	5	5	5	5	5	5	40
54	4	5	5	4	5	5	4	5	37
55	5	5	5	5	5	5	5	5	40
56	5	5	5	2	3	5	5	5	35
57	3	4	4	4	5	4	4	4	32
58	2	2	2	3	3	2	3	2	19
59	4	4	4	4	4	4	4	4	32
60	5	5	4	3	3	4	5	4	33
61	3	3	5	3	3	3	3	3	26
62	2	5	5	4	4	4	5	4	33
63	5	5	5	3	4	4	4	4	34
64	4	4	4	4	4	5	5	4	34
65	5	4	4	5	5	5	5	5	38
66	5	4	5	4	4	4	4	5	35
67	3	4	3	4	4	3	4	3	28
68	4	4	3	3	4	3	4	4	29
69	5	5	4	5	5	5	5	5	39
70	3	4	4	3	3	3	3	4	27
71	4	4	4	3	3	3	3	3	27

HASIL TABULASI RESPONDEN VARIABEL *TARGETING* (X2)

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TotalX2
1	4	4	4	5	5	4	4	5	35
2	2	1	1	2	2	2	3	2	15
3	4	4	4	4	4	4	4	4	32
4	4	4	5	4	4	5	5	4	35
5	5	5	5	5	5	5	4	4	38
6	5	5	1	5	3	5	3	5	32
7	4	4	4	5	5	4	4	5	35
8	2	1	1	2	2	2	3	2	15
9	4	4	4	4	4	4	4	4	32
10	4	4	5	4	4	5	5	4	35
11	3	3	5	5	3	3	3	1	26
12	4	4	4	4	4	4	4	4	32
13	4	4	3	4	4	4	4	4	31
14	4	5	4	4	5	4	5	4	35
15	5	5	3	5	5	5	5	5	38
16	5	5	5	5	5	5	5	5	40
17	3	4	5	4	4	4	4	4	32
18	4	4	3	5	3	4	5	3	31
19	4	4	4	4	4	4	4	4	32
20	3	4	2	3	4	3	4	3	26
21	4	3	4	4	4	4	4	4	31
22	4	4	4	4	4	4	3	4	31
23	4	3	3	3	3	4	4	4	28
24	4	4	4	4	5	4	5	5	35
25	3	3	5	3	4	4	5	4	31
26	4	4	4	4	4	4	4	4	32
27	4	4	4	4	4	4	4	4	32
28	4	4	4	4	4	4	4	4	32
29	5	5	4	4	5	4	5	4	36
30	4	4	3	4	4	4	5	5	33
31	5	5	4	4	4	4	4	4	34
32	5	5	4	4	4	4	5	5	36
33	5	4	5	5	5	4	4	4	36
34	4	4	4	4	4	4	3	4	31
35	4	4	4	4	4	4	3	4	31
36	4	3	4	4	4	4	4	3	30

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TotalX2
37	4	4	5	3	3	4	4	4	31
38	4	4	4	4	4	4	4	3	31
39	5	5	4	4	5	4	5	4	36
40	4	4	3	4	4	4	5	5	33
41	4	3	4	2	5	4	4	5	31
42	4	3	4	4	3	4	4	4	30
43	4	3	3	3	4	4	3	3	27
44	4	4	3	4	4	4	4	4	31
45	5	5	4	4	4	4	3	3	32
46	3	3	3	3	3	4	3	3	25
47	4	4	3	4	3	4	5	4	31
48	3	3	5	3	4	4	3	5	30
49	4	5	4	4	4	4	4	4	33
50	4	4	4	5	4	4	4	4	33
51	4	3	4	4	3	5	4	4	31
52	4	3	3	3	4	4	3	3	27
53	4	4	3	4	4	4	4	4	31
54	5	5	4	4	4	4	3	3	32
55	3	3	3	3	3	3	3	3	24
56	4	4	3	4	3	4	5	4	31
57	3	3	5	3	4	4	3	5	30
58	4	5	4	4	4	4	4	4	33
59	4	4	4	5	4	3	4	4	32
60	4	3	2	3	5	4	3	3	27
61	5	5	5	5	5	5	5	5	40
62	3	3	3	3	3	3	3	3	24
63	3	3	3	3	3	3	3	3	24
64	3	3	4	3	3	3	3	3	25
65	3	3	3	4	4	3	4	4	28
66	4	4	3	3	4	4	5	3	30
67	4	4	4	5	5	4	4	4	34
68	5	5	5	5	5	5	5	5	40
69	5	5	5	4	5	4	4	4	36
70	3	3	5	5	3	3	3	1	26
71	4	4	4	4	4	4	4	4	32
72	4	4	3	4	4	4	4	4	31
73	4	5	4	4	5	4	5	4	35

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TotalX2
74	5	5	3	5	5	5	5	5	38
75	5	5	5	5	5	5	5	5	40
76	3	4	5	4	4	4	4	4	32
77	4	4	3	5	3	4	5	3	31
78	4	4	4	4	4	4	4	4	32
79	3	4	2	3	4	3	4	3	26
80	4	4	3	4	4	4	5	5	33
81	5	5	4	4	4	4	4	4	34
82	5	5	4	4	4	4	5	5	36
83	5	4	5	5	5	4	4	4	36
84	4	4	4	4	4	4	3	4	31
85	4	4	4	4	4	4	3	4	31
86	4	3	4	4	4	4	4	3	30
87	4	4	5	3	3	4	4	4	31
88	4	4	4	4	4	4	4	3	31
89	5	5	4	4	5	4	5	4	36
90	4	4	3	4	4	4	5	5	33
91	4	3	2	3	5	4	3	3	27
92	5	5	5	5	5	5	5	5	40
93	3	3	3	3	3	3	3	3	24
94	3	3	3	3	3	3	3	3	24
95	3	3	4	3	3	3	3	3	25
96	3	3	3	4	4	3	4	4	28
97	4	4	3	3	4	4	5	3	30
98	4	4	4	5	5	4	4	4	34
99	5	5	5	5	5	5	5	5	40
100	5	5	5	4	5	4	4	4	36

HASIL TABULASI RESPONDEN VARIABEL *POSITIONING* (X3)

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	TotalX3
1	4	4	4	3	4	4	4	3	3	4	37
2	5	5	5	5	5	5	5	4	5	5	49
3	4	4	4	4	4	3	4	4	3	3	37
4	4	4	4	4	4	4	4	4	3	3	38
5	4	4	4	5	4	4	4	5	3	3	40
6	5	5	5	5	5	5	5	5	2	3	45
7	4	4	4	4	4	3	4	4	4	5	40
8	2	2	2	3	2	2	2	2	3	3	23
9	4	4	4	4	4	4	4	4	4	4	40
10	5	4	4	4	5	5	5	4	3	3	42
11	2	3	3	3	2	3	3	5	3	3	30
12	5	5	5	5	5	2	5	5	4	4	45
13	5	5	5	5	5	5	5	5	3	4	47
14	4	5	5	4	4	4	4	4	4	4	42
15	5	4	4	5	5	5	4	4	5	5	46
16	3	5	5	5	3	3	5	5	4	5	43
17	5	5	5	5	5	5	5	5	4	4	48
18	5	5	5	5	5	5	5	5	5	5	50
19	4	4	4	4	4	5	4	5	4	4	42
20	4	3	3	5	4	3	4	3	4	4	37
21	4	4	4	3	4	4	4	3	3	4	37
22	5	5	5	5	5	5	5	4	5	5	49
23	4	4	4	4	4	3	4	4	3	3	37
24	4	4	4	4	4	4	4	4	3	3	38
25	4	4	4	5	4	4	4	5	3	3	40
26	3	4	4	3	3	3	3	4	3	4	34
27	4	3	4	4	4	5	4	5	4	4	41
28	5	5	5	5	5	4	5	5	5	5	49
29	5	5	5	5	5	5	5	5	5	5	50
30	5	4	5	5	5	4	5	5	4	5	47
31	5	4	4	4	5	5	5	4	3	3	42
32	2	3	3	3	2	3	3	5	3	3	30
33	5	5	5	5	5	2	5	5	4	4	45
34	5	5	5	5	5	5	5	5	3	4	47
35	4	5	5	4	4	4	4	4	4	4	42
36	5	4	4	5	5	5	4	4	5	5	46

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	TotalX3
37	3	5	5	5	3	3	5	5	4	5	43
38	5	5	5	5	5	5	5	5	4	4	48
39	5	5	5	5	5	5	5	5	5	5	50
40	4	4	4	4	4	5	4	5	4	4	42
41	4	3	3	5	4	3	4	3	4	4	37
42	4	4	4	3	4	4	4	3	3	4	37
43	5	5	5	5	5	5	5	4	5	5	49
44	4	4	4	4	4	3	4	4	3	3	37
45	4	4	4	4	4	4	4	4	3	3	38
46	4	4	4	5	4	4	4	5	3	3	40
47	3	4	4	3	3	3	3	4	3	4	34
48	4	3	4	4	4	5	4	5	4	4	41
49	5	5	5	5	5	4	5	5	5	5	49
50	5	5	5	5	5	5	5	5	5	5	50
51	5	4	5	5	5	4	5	5	4	5	47
52	4	4	4	3	4	4	4	3	3	4	37
53	5	5	5	5	5	5	5	4	5	5	49
54	4	4	4	4	4	3	4	4	3	3	37
55	4	4	4	4	4	4	4	4	3	3	38
56	4	4	4	5	4	4	4	5	3	3	40
57	5	5	5	5	5	5	5	5	2	3	45
58	4	4	4	4	4	3	4	4	4	5	40
59	2	2	2	3	2	2	2	2	3	3	23
60	4	4	4	4	4	4	4	4	4	4	40
61	5	4	4	4	5	5	5	4	3	3	42
62	2	3	3	3	2	3	3	5	3	3	30
63	5	5	5	5	5	2	5	5	4	4	45
64	5	5	5	5	5	5	5	5	3	4	47
65	4	5	5	4	4	4	4	4	4	4	42
66	5	4	4	5	5	5	4	4	5	5	46
67	3	5	5	5	3	3	5	5	4	5	43
68	4	4	4	3	4	4	4	3	3	4	37
69	5	5	5	5	5	5	5	4	5	5	49
70	4	4	4	3	4	4	4	3	3	4	37
71	5	5	5	5	5	5	5	4	5	5	49
72	4	4	4	4	4	3	4	4	3	3	37
73	4	4	4	4	4	4	4	4	3	3	38

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	TotalX3
74	4	4	4	5	4	4	4	5	3	3	40
75	5	5	5	5	5	5	5	5	2	3	45
76	4	4	4	4	4	3	4	4	4	5	40
77	2	2	2	3	2	2	2	2	3	3	23
78	4	4	4	4	4	4	4	4	4	4	40
79	5	4	4	4	5	5	5	4	3	3	42
80	2	3	3	3	2	3	3	5	3	3	30
81	5	5	5	5	5	2	5	5	4	4	45
82	5	5	5	5	5	5	5	5	3	4	47
83	4	5	5	4	4	4	4	4	4	4	42
84	5	4	4	5	5	5	4	4	5	5	46
85	3	5	5	5	3	3	5	5	4	5	43
86	5	5	5	5	5	5	5	5	4	4	48
87	5	5	5	5	5	5	5	5	5	5	50
88	4	4	4	4	4	5	4	5	4	4	42
89	4	3	3	5	4	3	4	3	4	4	37
90	4	4	4	3	4	4	4	3	3	4	37
91	5	5	5	5	5	5	5	4	5	5	49
92	4	4	4	4	4	3	4	4	3	3	37
93	4	4	4	4	4	4	4	4	3	3	38
94	4	4	4	5	4	4	4	5	3	3	40
95	3	4	4	3	3	3	3	4	3	4	34
96	4	3	4	4	4	5	4	5	4	4	41
97	5	5	5	5	5	4	5	5	5	5	49
98	5	5	5	5	5	5	5	5	5	5	50
99	5	4	5	5	5	4	5	5	4	5	47
100	5	5	5	5	5	5	5	4	5	5	49

HASIL TABULASI RESPONDEN VARIABEL KEPUTUSAN PEMBELIAN (Y)

No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TotalY
1	4	4	4	3	4	4	4	3	3	4	4	3	44
2	5	5	5	5	5	5	5	4	5	5	5	4	58
3	4	4	4	4	4	3	4	4	3	3	4	4	45
4	4	4	4	4	4	4	4	4	3	3	4	4	46
5	4	4	4	5	4	4	4	5	3	3	4	5	49
6	5	5	5	5	5	5	5	5	2	3	5	5	55
7	4	4	4	4	4	3	4	4	4	5	4	4	48
8	2	2	2	3	2	2	2	2	3	3	2	2	27
9	4	4	4	4	4	4	4	4	4	4	4	4	48
10	5	4	4	4	5	5	5	4	3	3	5	4	51
11	2	3	3	3	2	3	3	5	3	3	3	5	38
12	5	5	5	5	5	2	5	5	4	4	5	5	55
13	5	5	5	5	5	5	5	5	3	4	5	5	57
14	4	5	5	4	4	4	4	4	4	4	4	4	50
15	5	4	4	5	5	5	4	4	5	5	4	4	54
16	3	5	5	5	3	3	5	5	4	5	5	5	53
17	5	5	5	5	5	5	5	5	4	4	5	5	58
18	5	5	5	5	5	5	5	5	5	5	5	5	60
19	4	4	4	4	4	5	4	5	4	4	4	5	51
20	4	3	3	5	4	3	4	3	4	4	4	3	44
21	4	4	4	3	4	4	4	3	3	4	4	3	44
22	5	5	5	5	5	5	5	4	5	5	5	4	58
23	4	4	4	4	4	3	4	4	3	3	4	4	45

No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TotalY
24	4	4	4	4	4	4	4	4	3	3	4	4	46
25	4	4	4	5	4	4	4	5	3	3	4	5	49
26	3	4	4	3	3	3	3	4	3	4	3	4	41
27	4	3	4	4	4	5	4	5	4	4	4	5	50
28	5	5	5	5	5	4	5	5	5	5	5	5	59
29	5	5	5	5	5	5	5	5	5	5	5	5	60
30	5	4	5	5	5	4	5	5	4	5	5	5	57
31	4	4	4	4	4	3	4	4	4	5	4	4	48
32	2	2	2	3	2	2	2	2	3	3	2	2	27
33	4	4	4	4	4	4	4	4	4	4	4	4	48
34	5	4	4	4	5	5	5	4	3	3	5	4	51
35	2	3	3	3	2	3	3	5	3	3	3	5	38
36	5	5	5	5	5	2	5	5	4	4	5	5	55
37	5	5	5	5	5	5	5	5	3	4	5	5	57
38	4	5	5	4	4	4	4	4	4	4	4	4	50
39	5	4	4	5	5	5	4	4	5	5	4	4	54
40	3	5	5	5	3	3	5	5	4	5	5	5	53
41	5	5	5	5	5	5	5	5	4	4	5	5	58
42	5	5	5	5	5	5	5	5	5	5	5	5	60
43	4	4	4	4	4	5	4	5	4	4	4	5	51
44	4	3	3	5	4	3	4	3	4	4	4	3	44
45	5	5	5	5	5	5	5	4	5	5	5	4	58
46	4	4	4	4	4	3	4	4	3	3	4	4	45
47	4	4	4	4	4	4	4	4	3	3	4	4	46
48	4	4	4	5	4	4	4	5	3	3	4	5	49
49	3	4	4	3	3	3	3	4	3	4	3	4	41
50	4	3	4	4	4	5	4	5	4	4	4	5	50

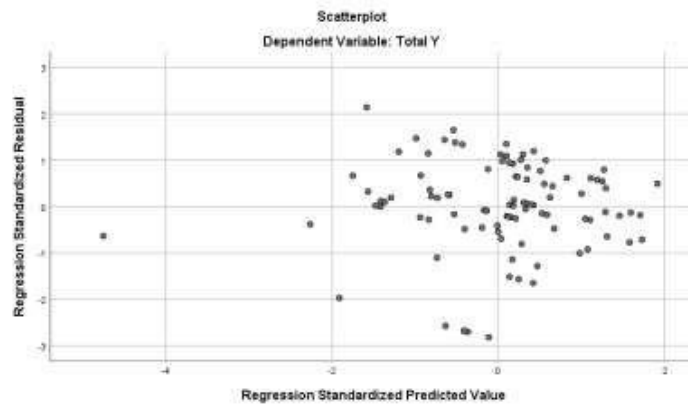
No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TotalY
51	5	5	5	5	5	4	5	5	5	5	5	5	59
52	5	5	5	5	5	5	5	5	5	5	5	5	60
53	5	4	5	5	5	4	5	5	4	5	5	5	57
54	4	4	4	4	4	3	4	4	4	5	4	4	48
55	2	2	2	3	2	2	2	2	3	3	2	2	27
56	4	4	4	3	4	4	4	3	3	4	4	3	44
57	5	5	5	5	5	5	5	4	5	5	5	4	58
58	4	4	4	4	4	3	4	4	3	3	4	4	45
59	4	4	4	4	4	4	4	4	3	3	4	4	46
60	4	4	4	5	4	4	4	5	3	3	4	5	49
61	5	5	5	5	5	5	5	5	2	3	5	5	55
62	4	4	4	4	4	3	4	4	4	5	4	4	48
63	2	2	2	3	2	2	2	2	3	3	2	2	27
64	4	4	4	4	4	4	4	4	4	4	4	4	48
65	5	4	4	4	5	5	5	4	3	3	5	4	51
66	2	3	3	3	2	3	3	5	3	3	3	5	38
67	5	5	5	5	5	2	5	5	4	4	5	5	55
68	5	5	5	5	5	5	5	5	3	4	5	5	57
69	4	5	5	4	4	4	4	4	4	4	4	4	50
70	5	5	5	5	5	5	5	5	5	5	5	5	60
71	5	4	5	5	5	4	5	5	4	5	5	5	57
72	4	4	4	4	4	3	4	4	4	5	4	4	48
73	2	2	2	3	2	2	2	2	3	3	2	2	27
74	4	4	4	4	4	4	4	4	4	4	4	4	48
75	5	4	4	4	5	5	5	4	3	3	5	4	51
76	2	3	3	3	2	3	3	5	3	3	3	5	38
77	5	5	5	5	5	2	5	5	4	4	5	5	55

No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TotalY
78	5	5	5	5	5	5	5	5	3	4	5	5	57
79	4	5	5	4	4	4	4	4	4	4	4	4	50
80	5	4	4	5	5	5	4	4	5	5	4	4	54
81	3	5	5	5	3	3	5	5	4	5	5	5	53
82	5	5	5	5	5	5	5	5	4	4	5	5	58
83	5	5	5	5	5	5	5	5	5	5	5	5	60
84	4	4	4	4	4	5	4	5	4	4	4	5	51
85	4	3	3	5	4	3	4	3	4	4	4	3	44
86	5	5	5	5	5	5	5	4	5	5	5	4	58
87	4	4	4	4	4	3	4	4	4	5	4	4	48
88	2	2	2	3	2	2	2	2	3	3	2	2	27
89	4	4	4	4	4	4	4	4	4	4	4	4	48
90	5	4	4	4	5	5	5	4	3	3	5	4	51
91	2	3	3	3	2	3	3	5	3	3	3	5	38
92	5	5	5	5	5	2	5	5	4	4	5	5	55
93	5	5	5	5	5	5	5	5	3	4	5	5	57
94	2	2	2	3	2	2	2	2	3	3	2	2	27
95	4	4	4	3	4	4	4	3	3	4	4	3	44
96	5	5	5	5	5	5	5	4	5	5	5	4	58
97	4	4	4	4	4	3	4	4	3	3	4	4	45
98	4	4	4	4	4	4	4	4	3	3	4	4	46
99	4	4	4	5	4	4	4	5	3	3	4	5	49
100	5	5	5	5	5	5	5	5	2	3	5	5	55

LAMPIRAN 5
OTPUT UJI ASUMSI KLASIK
Output Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Predicted Value
N		100
Normal Parameters ^{a,b}	Mean	49.2200000
	Std. Deviation	3.64462316
Most Extreme Differences	Absolute	.105
	Positive	.061
	Negative	-.105
Test Statistic		.105
Asymp. Sig. (2-tailed)		.009 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Output Uji Heteroskedastisitas



LAMPIRAN 6
Output Uji Multikolinearitas, Regresi Berganda dan Uji t

Output Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1315.045	3	438.348	7.346	.000 ^b
	Residual	5728.115	96	59.668		
	Total	7043.160	99			
a. Dependent Variable: Total Y						
b. Predictors: (Constant), Total X3, Total X2, Total X1						

Output Uji t
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.934	8.063		1.480	.142		
	Total X1	.379	.161	.227	2.357	.020	.909	1.100
	Total X2	.393	.173	.214	2.275	.025	.961	1.041
	Total X3	.299	.135	.218	2.220	.029	.882	1.134
a. Dependent Variable: Total Y								

Output Uji Koefisien Determinasi

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.432 ^a	.187	.161	7.724
a. Predictors: (Constant), Total X3, Total X2, Total X1				
b. Dependent Variable: Total Y				

LAMPIRAN 7

OTPUT DESKRIPTIF
VARIABEL SEGMENTING (X)

Statistics											
		Segmenting	Segmenting	Segmenting	Segmenting	Segmenting	Segmenting	Segmenting	Segmenting	Segmenting	Total X1
N	Valid	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		4.06	4.24	4.34	3.85	4.10	4.00	4.20	4.10	4.10	32.89
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	33.00
Mode		5	4	5	4	4	4	5	4	4	32
Std. Deviation		.962	.793	.768	.821	.759	.853	.778	.798	.798	5.067
Variance		.926	.629	.590	.674	.576	.727	.606	.636	.636	25.675
Range		3	3	3	3	2	3	2	3	3	21
Minimum		2	2	2	2	3	2	3	2	3	19
Maximum		5	5	5	5	5	5	5	5	5	40
Sum		406	424	434	385	410	400	420	410	410	3289
Percentiles	25	3.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	29.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	33.00
	75	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	37.00

Segmenting					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	8.0	8.0	8.0
	3	19	19.0	19.0	27.0
	4	32	32.0	32.0	59.0
	5	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Segmenting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	10	10.0	10.0	14.0
	4	44	44.0	44.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Segmenting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	6	6.0	6.0	10.0
	4	42	42.0	42.0	52.0
	5	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

Segmenting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	30	30.0	30.0	34.0
	4	43	43.0	43.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Segmenting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	24	24.0	24.0	24.0
	4	42	42.0	42.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Segmenting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	24	24.0	24.0	28.0
	4	40	40.0	40.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Segmenting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	22	22.0	22.0	22.0
	4	36	36.0	36.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Segmenting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	15	15.0	15.0	19.0
	4	48	48.0	48.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Variabel *TARGETING* (X2)

Statistics										
		Targeting	Targeting	Targeting	Targeting	Targeting	Targeting	Targeting	Targeting	Total X2
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		4.00	3.93	3.78	3.94	4.02	3.95	4.03	3.87	31.52
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	32.00
Mode		4	4	4	4	4	4	4	4	31
Std. Deviation		.711	.832	.938	.750	.738	.592	.745	.837	4.589
Variance		.505	.692	.880	.562	.545	.351	.555	.700	21.060
Range		3	4	4	3	3	3	2	4	25
Minimum		2	1	1	2	2	2	3	1	15
Maximum		5	5	5	5	5	5	5	5	40
Sum		400	393	378	394	402	395	403	387	3152
Percentiles	25	4.00	3.00	3.00	3.25	4.00	4.00	3.00	3.00	30.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	32.00
	75	4.00	4.75	4.00	4.00	5.00	4.00	5.00	4.00	34.75

Targeting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	19	19.0	19.0	21.0
	4	56	56.0	56.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Targeting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	3	26	26.0	26.0	28.0
	4	47	47.0	47.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Targeting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	4	4.0	4.0	7.0
	3	27	27.0	27.0	34.0
	4	44	44.0	44.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Targeting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	22	22.0	22.0	25.0
	4	53	53.0	53.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Targeting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	20	20.0	20.0	22.0
	4	52	52.0	52.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

Targeting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	14	14.0	14.0	16.0
	4	71	71.0	71.0	87.0
	5	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Targeting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	26	26.0	26.0	26.0
	4	45	45.0	45.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Targeting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	2	2.0	2.0	4.0
	3	24	24.0	24.0	28.0
	4	51	51.0	51.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Variabel POSITIONING (X3)

Statistics												
		Positioning	Positioning	Positioning	Positioning	Positioning	Positioning	Positioning	Positioning	Positioning	Positioning	Total X3
N	Valid	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0
Mean		4.21	4.23	4.29	4.34	4.21	4.01	4.29	4.30	3.72	3.99	41.59
Median		4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	42.00
Mode		4	4	4	5	4	5	4	5	3	4	37
Std. Deviation		.856	.750	.729	.755	.856	.948	.729	.772	.830	.798	6.128
Variance		.733	.563	.531	.570	.733	.899	.531	.596	.688	.636	37.557
Range		3	3	3	2	3	3	3	3	3	2	27
Minimum		2	2	2	3	2	2	2	2	2	3	23
Maximum		5	5	5	5	5	5	5	5	5	5	50
Sum		421	423	429	434	421	401	429	430	372	399	4159
Percentiles	25	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	37.00
	50	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	42.00
	75	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	47.00

Positioning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	7	7.0	7.0	14.0
	4	44	44.0	44.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Positioning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	10	10.0	10.0	13.0
	4	48	48.0	48.0	61.0
	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

Positioning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	7	7.0	7.0	10.0
	4	48	48.0	48.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Positioning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	17.0	17.0	17.0
	4	32	32.0	32.0	49.0
	5	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

Positioning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	7	7.0	7.0	14.0
	4	44	44.0	44.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Positioning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	23	23.0	23.0	30.0
	4	32	32.0	32.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Positioning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	7	7.0	7.0	10.0
	4	48	48.0	48.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Positioning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	10	10.0	10.0	13.0
	4	41	41.0	41.0	54.0
	5	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

Positioning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	43	43.0	43.0	46.0
	4	33	33.0	33.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Positioning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	32	32.0	32.0	32.0
	4	37	37.0	37.0	69.0
	5	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

Variabel Keputusan Pembelian

Statistics												
		Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Total Y
N	Valid	385	385	385	385	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0	0	0	0	0
Mean		3.98	4.02	3.69	4.12	4.11	3.96	4.08	3.84	3.92	4.04	39.75
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	40.00
Mode		4	4	5	5	4	4	4	4	4	4	42
Std. Deviation		.820	.928	1.187	.852	.836	.803	.735	.978	.738	.682	6.848
Variance		.672	.862	1.409	.725	.700	.644	.541	.957	.545	.465	46.897
Minimum		2	1	1	2	2	2	3	1	2	3	20
Maximum		5	5	5	5	5	5	5	5	5	5	50
Percentiles	25	3.00	4.00	3.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	36.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	40.00
	75	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	44.00

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12.0	12.0	12.0
	3	5	5.0	5.0	17.0
	4	42	42.0	42.0	59.0
	5	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	10	10.0	10.0	17.0
	4	46	46.0	46.0	63.0
	5	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	8	8.0	8.0	15.0
	4	45	45.0	45.0	60.0
	5	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	18.0	18.0	18.0
	4	35	35.0	35.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12.0	12.0	12.0
	3	5	5.0	5.0	17.0
	4	42	42.0	42.0	59.0
	5	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12.0	12.0	12.0
	3	24	24.0	24.0	36.0
	4	28	28.0	28.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	7	7.0	7.0	14.0
	4	45	45.0	45.0	59.0
	5	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	7	7.0	7.0	14.0
	4	41	41.0	41.0	55.0
	5	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	43	43.0	43.0	46.0
	4	37	37.0	37.0	83.0
	5	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	35	35.0	35.0	35.0
	4	36	36.0	36.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	7	7.0	7.0	14.0
	4	45	45.0	45.0	59.0
	5	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	7	7.0	7.0	14.0
	4	41	41.0	41.0	55.0
	5	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 8
PROFIL RESPONDEN

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	46	46.0	46.0	46.0
	Perempuan	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 25 Tahun	28	28.0	28.0	28.0
	26-30 Tahun	43	43.0	43.0	71.0
	31-35 Tahun	17	17.0	17.0	88.0
	36-40 Tahun	11	11.0	11.0	99.0
	Diatas 40 Tahun	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA/SMK/Sederajat	37	37.0	37.0	37.0
	D3	43	43.0	43.0	80.0
	S1	14	14.0	14.0	94.0
	S2	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS	28	28.0	28.0	28.0
	Karyawan Swasta	57	57.0	57.0	85.0
	Wirausaha	12	12.0	12.0	97.0
	Lainnya	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 9
TABEL r

DF = n-2	0,1	0,05	0,02	0,01	0,001
	r 0,005	r 0,05	r 0,025	r 0,01	r 0,001
1	0,9877	0,9969	0,9995	0,9999	1,0000
2	0,9000	0,9500	0,9800	0,9900	0,9990
3	0,8054	0,8783	0,9343	0,9587	0,9911
4	0,7293	0,8114	0,8822	0,9172	0,9741
5	0,6694	0,7545	0,8329	0,8745	0,9509
6	0,6215	0,7067	0,7887	0,8343	0,9249
7	0,5822	0,6664	0,7498	0,7977	0,8983
8	0,5494	0,6319	0,7155	0,7646	0,8721
9	0,5214	0,6021	0,6851	0,7348	0,8470
10	0,4973	0,5760	0,6581	0,7079	0,8233
11	0,4762	0,5529	0,6339	0,6835	0,8010
12	0,4575	0,5324	0,6120	0,6614	0,7800
13	0,4409	0,5140	0,5923	0,6411	0,7604
14	0,4259	0,4973	0,5742	0,6226	0,7419
15	0,4124	0,4821	0,5577	0,6055	0,7247
16	0,4000	0,4683	0,5425	0,5897	0,7084
17	0,3887	0,4555	0,5285	0,5751	0,6932
18	0,3783	0,4438	0,5155	0,5614	0,6788
19	0,3687	0,4329	0,5034	0,5487	0,6652
20	0,3598	0,4227	0,4921	0,5368	0,6524
21	0,3515	0,4132	0,4815	0,5256	0,6402
22	0,3438	0,4044	0,4716	0,5151	0,6287
23	0,3365	0,3961	0,4622	0,5052	0,6178
24	0,3297	0,3882	0,4534	0,4958	0,6074
25	0,3233	0,3809	0,4451	0,4869	0,5974
26	0,3172	0,3739	0,4372	0,4785	0,5880
27	0,3115	0,3673	0,4297	0,4705	0,5790
28	0,3061	0,3610	0,4226	0,4629	0,5703
29	0,3009	0,3550	0,4158	0,4556	0,5620
30	0,2960	0,3494	0,4093	0,4487	0,5541
31	0,2913	0,3440	0,4032	0,4421	0,5465
32	0,2869	0,3388	0,3972	0,4357	0,5392
33	0,2826	0,3338	0,3916	0,4296	0,5322
34	0,2785	0,3291	0,3862	0,4238	0,5254
35	0,2746	0,3246	0,3810	0,4182	0,5189
36	0,2709	0,3202	0,3760	0,4128	0,5126
37	0,2673	0,3160	0,3712	0,4076	0,5066
38	0,2638	0,3120	0,3665	0,4026	0,5007
39	0,2605	0,3081	0,3621	0,3978	0,4950
40	0,2573	0,3044	0,3578	0,3932	0,4896

LAMPIRAN 10
TABEL t

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
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 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