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LAMPIRAN

KUISIONER PENELITIAN

Bogor, Juni 2024

Kepada Yth.
Pelanggan skintific,
di Tempat.

Assalamu'alaikum wr. wb.
Dengan hormat,

Saya yang bertanda tangan di bawah ini:

Nama : SITI MULYANI

NPM : S1 - 19200138

Jurusan : Manajemen

Institusi : Universitas Binaniaga Indonesia

Judul Skripsi : PENGARUH DIGITAL MARKETING, AFILIASI
MARKETING DAN PROGRAM FLASH SALE TERHADAP
KEPUTUSAN PEMBELIAN SKINTIFIC GENERASI Z PADA
MARKETPLACE TIKTOKSHOP

Sedang menyusun sebuah karya ilmiah (skripsi) sebagai salah satu syarat untuk memperoleh gelar Sarjana Management (S.M.). Untuk itu, saya memohon kesediaan bapak/ibu untuk menjawab semua pertanyaan pada kuesioner yang terlampir secara jujur dan terbuka. Informasi yang diperoleh melalui kuesioner ini bersifat ilmiah dan hanya dipergunakan untuk kepentingan penelitian.

Demikian permohonan saya, atas kesediaan Bapak/Ibu dalam meluangkan waktu untuk mengisi kuesioner dan menyatakan pendapat dalam penelitian ini, saya ucapkan terima kasih.

Hormat Saya,

SITI MULYANI

KUESIONER

Profil Responden

Mohon isi dengan memberi tanda check list (✓) pada data, sebagai berikut

Usia : 17–20 tahun ☐ 21 – 24 tahun ☐
 25–28 tahun ☐ > 28 tahun ☐

Jenis Kelamin : Pria ☐ Wanita ☐

Jenjang Pendidikan : SMA ☐ D3 ☐
 S1 ☐

Lama Jadi Pelanggan: 0–1 tahun ☐ 2 – 3 tahun ☐
 4 –5 tahun ☐ > 5 tahun ☐

Petunjuk Pengisian Kuesioner

Bapak/Ibu diminta untuk menjawab pertanyaan dibawah ini, kemudian dimohonkan menjawab pernyataan tersebut dengan memberikan tanda check list (✓) satu dari lima alternatif jawaban yang terdapat dalam pernyataan tersebut. Keterangan :

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

DAFTAR PERTANYAAN

No.	Pernyataan	SS	S	N	TS	STS
Variabel Digital Marketing (X1)						
Interaktif						
1.	Iklan online <i>skintific</i> mampu memberikan gambaran yang baik terkait produk yang ditawarkan.					
2.	Terdapat komunikasi dua arah antara pihak <i>skintific</i> dengan pelanggan					
Insentif						
3.	Ada program member get member, dan diberikan komisi					
4.	Iklan <i>skintific</i> memberikan promo menarik (diskon/voucher/bonus) pada waktu tertentu					
Desain Web						
5.	Design iklan <i>skintific</i> menarik					
6.	Informasi dan layanan yang disediakan secara online mampu diakses dengan mudah.					
Harga						
7	Saya merasa desain dan konten iklan yang disajikan pada Tiktok menarik perhatian					
8	Kegiatan promosi yang dilakukan cukup bervariasi (diskon, voucher, bonus, promo)					
Afiliasi Marketing (X2)						
Messenger						
9	Iklan <i>skintific</i> di Tiktok di desain semenarik mungkin					
10	Terdapat iklan yang memberitahukan adanya diskon pada pembelian produk <i>skintific</i>					
Messege						
11	Iklan <i>skintific</i> di Tiktok menggunakan slogan untuk menarik minat pelanggan					
12	Slogan yang digunakan dapat menjamin pembelian secara drastis					

No.	Pernyataan	SS	S	N	TS	STS
Environment						
13	Penyampaian bahasa yang digunakan mudah dipahami					
14	Mudah mendapatkan Informasi produk <i>skintific</i> melalui jejaring sosial					
Flash Sale (X3)						
Frekuensi Promosi						
15.	Potongan harga tidak hanya dilakukan sekali					
16.	Setiap 10 menit sebelum dilakukannya potongan harga, akan terdapat notifikasi					
Kualitas Promosi						
17	Produk yang diterima sesuai dengan deskripsi penjual					
18	Iklan <i>skintific</i> di Tiktok memberikan informasi yang jelas terkait produk yang ditawarkan					
Waktu Promosi						
19	Terdapat iklan yang memberitahukan akan adanya diskon					
20	Iklan <i>skintific</i> di Tiktok setiap hari					
Ketetapan Promosi						
21	Pembelian terjangkau karena adanya potongan harga					
22	Harga yang ditawarkan sangat beragam					
Keputusan Pembelian (Y)						
Pilihan Produk						
23	Produk banyak pilihan					
24	Produk lengkap dibandingkan situs sejenis					
Pilihan Merek						
25	Menjual produk bermerek.					
26	Banyak variasi merek					

No.	Pernyataan	SS	S	N	TS	STS
Pilihan Penyalur						
27	Pengiriman barang sangat lengkap					
28	Banyak pilihan produk					
Jumlah Pembelian						
29	Pembelian lebih dari satu mendapatkan diskon					
30	Pembelian produk tidak dibatasi					
Waktu Pembelian						
31	Pembelian produk 24 jam					
32	Awal bulan selalu memberikan diskon pembelian					
Metode Pembayaran						
33	Sistem pembayaran lengkap					
34	Pembelian produk menggunakan <i>cash on delivery</i> (COD) / bayar di tempat					

LAMPIRAN 2

HASIL TABULASI UJI VALIDITAS VARIABEL DIGITAL MARKETING (X1)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
1	5	4	4	5	4	4	5	5	36
2	4	3	3	4	3	4	5	4	30
3	5	4	4	5	4	5	4	4	35
4	4	4	4	5	4	4	5	4	34
5	3	2	2	3	3	2	2	4	21
6	4	3	3	3	3	4	4	3	27
7	4	3	3	4	4	4	4	4	30
8	4	5	4	4	4	1	4	4	30
9	4	5	4	5	4	5	5	5	37
10	4	3	2	5	4	4	4	3	29
11	4	3	3	4	4	4	5	4	31
12	4	3	4	5	4	3	4	4	31
13	4	4	3	5	3	3	3	4	29
14	3	2	3	4	5	4	4	4	29
15	4	4	4	5	4	5	4	4	34
16	5	4	4	5	4	4	5	5	36
17	5	4	4	2	4	5	5	4	33
18	4	2	3	3	3	3	4	3	25
19	4	3	4	5	5	4	4	4	33
20	3	3	2	2	2	2	2	3	19
21	3	4	2	3	4	3	4	3	26
22	4	3	2	3	5	4	3	3	27
23	5	5	5	5	5	5	5	5	40
24	3	3	3	3	3	3	3	3	24
25	3	3	3	3	3	3	3	3	24
26	3	3	4	3	3	3	3	3	25
27	3	3	3	4	4	3	4	4	28
28	4	4	3	3	4	4	5	3	30
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 *AFILIASI MARKETING* (X2)

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

HASIL TABULASI UJI VALIDITAS VARIABEL *FLASH SALE* (X3)

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TotalX3
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	2	2	2	1	1	2	2	2	14
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	2	2	2	1	1	2	2	2	14
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	3	3	3	3	2	3	2	22
21	3	3	3	3	3	3	3	3	24
22	3	3	3	3	3	3	2	3	23
23	3	4	3	3	4	3	4	3	27
24	2	2	2	1	1	2	2	2	14
25	3	4	4	5	4	4	4	4	32
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 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

HASIL UJI VALIDITAS VARIABEL *FLASH SALE* (X3)

Correlations										
		FS	FS	FS	FS	FS	FS	FS	FS	TotalX3
FS	Pearson Correlation	1	.812**	.910**	.812**	.892**	.881**	.798**	.844**	.919**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
FS	Pearson Correlation	.812**	1	.893**	.895**	.923**	.856**	.980**	.837**	.947**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
FS	Pearson Correlation	.910**	.893**	1	.944**	.900**	.934**	.877**	.928**	.976**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
FS	Pearson Correlation	.812**	.895**	.944**	1	.883**	.917**	.871**	.839**	.949**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
FS	Pearson Correlation	.892**	.923**	.900**	.883**	1	.869**	.897**	.888**	.960**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
FS	Pearson Correlation	.881**	.856**	.934**	.917**	.869**	1	.839**	.920**	.954**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
FS	Pearson Correlation	.798**	.980**	.877**	.871**	.897**	.839**	1	.818**	.931**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
FS	Pearson Correlation	.844**	.837**	.928**	.839**	.888**	.920**	.818**	1	.933**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
TotalX3	Pearson Correlation	.919**	.947**	.976**	.949**	.960**	.954**	.931**	.933**	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).

HASIL UJI RELIABILITAS

VARIABEL DIGITAL MARKETING (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.899	8

VARIABEL AFILIASI MARKETING (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.920	6

VARIABEL *FLASH SALE* (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.980	8

VARIABEL KEPUTUSAN PEMBELIAN (Y)

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

LAMPIRAN 4

HASIL TABULASI RESPONDEN VARIABEL DIGITAL MARKETING (X1)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
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	2	2	2	1	1	2	2	2	14
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	2	2	2	1	1	2	2	2	14
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	3	3	3	3	2	3	2	22
21	3	3	3	3	3	3	3	3	24
22	3	3	3	3	3	3	2	3	23
23	3	4	3	3	4	3	4	3	27
24	2	2	2	1	1	2	2	2	14
25	3	4	4	5	4	4	4	4	32
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
31	5	5	5	5	5	5	5	5	40
32	2	2	2	1	1	2	2	2	14
33	5	5	5	5	5	4	5	4	38
34	4	4	4	4	4	4	4	4	32
35	2	2	2	1	1	2	2	2	14
36	5	4	5	5	5	5	5	5	39

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
76	5	4	4	4	5	4	4	4	34
77	5	4	5	5	4	4	5	4	36
78	5	5	5	5	5	5	5	5	40
79	5	4	4	4	5	4	4	4	34
80	5	4	5	5	4	4	5	4	36
81	5	5	5	5	5	5	5	5	40
82	5	5	5	5	5	4	5	4	38
83	3	4	4	5	3	4	4	4	31
84	5	5	5	5	5	5	5	5	40
85	4	4	4	4	4	4	4	4	32
86	5	5	5	5	5	4	5	4	38
87	4	4	4	4	4	4	4	4	32
88	2	2	2	1	1	2	2	2	14
89	5	4	5	5	5	5	5	5	39
90	5	4	4	4	5	4	4	4	34
91	2	2	2	1	1	2	2	2	14
92	3	3	3	3	3	3	3	3	24
93	3	4	3	3	4	3	3	3	26
94	5	4	4	5	4	5	4	5	36
95	5	5	5	5	5	4	5	4	38
96	5	5	5	5	5	5	5	5	40
97	5	4	5	5	5	5	5	5	39
98	3	4	4	5	4	4	4	4	32
99	3	3	3	3	3	3	3	3	24
100	4	4	4	4	4	4	4	4	32
101	2	2	2	1	1	2	2	2	14
102	4	4	4	4	4	4	4	4	32
103	5	4	5	5	5	5	5	5	39
104	5	4	4	4	5	4	4	4	34
105	5	4	5	5	4	4	5	4	36
106	4	4	4	4	4	4	4	4	32
107	3	3	3	3	3	2	3	2	22
108	3	3	3	3	3	3	3	3	24
109	3	3	3	3	3	3	2	3	23
110	3	4	3	3	4	3	4	3	27
111	2	2	2	1	1	2	2	2	14
112	3	4	4	5	4	4	4	4	32
113	3	4	3	3	4	3	4	3	27
114	5	4	4	5	4	5	4	3	34

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
115	5	5	5	5	5	4	5	4	38
116	5	5	5	5	5	5	5	5	40
117	5	4	5	5	5	5	4	5	38
118	5	5	5	5	5	5	5	5	40
119	2	2	2	1	1	2	2	2	14
120	5	5	5	5	5	4	5	4	38
121	4	4	4	4	4	4	4	4	32
122	2	2	2	1	1	2	2	2	14
123	5	4	5	5	5	5	5	5	39
124	5	4	4	4	5	4	4	4	34
125	2	2	2	1	2	2	2	2	15
126	2	2	2	1	1	2	2	2	14
127	3	4	4	5	4	4	4	4	32
128	3	3	3	3	3	3	3	3	24
129	4	4	4	4	4	4	4	4	32
130	2	2	2	1	1	2	2	2	14
131	4	4	4	4	4	4	4	4	32
132	5	4	5	5	5	5	5	5	39
133	5	4	4	4	5	4	4	4	34
134	5	4	5	5	4	4	5	4	36
135	5	5	5	5	5	5	5	5	40
136	2	2	2	1	1	2	2	2	14
137	3	4	4	5	3	4	4	4	31
138	3	3	4	2	3	2	4	1	22
139	5	5	5	5	5	5	5	5	40
140	5	4	4	4	5	4	4	4	34
141	5	4	5	5	4	4	5	4	36
142	5	5	5	5	5	5	5	5	40
143	3	4	3	3	4	3	3	3	26
144	5	4	4	5	4	5	4	5	36
145	5	5	5	5	5	4	5	4	38
146	5	5	5	5	5	5	5	5	40
147	5	4	5	5	5	5	5	5	39
148	3	4	4	5	4	4	4	4	32
149	3	3	3	3	3	3	3	3	24
150	4	4	4	4	4	4	4	4	32
151	2	2	2	1	1	2	2	2	14
152	5	5	5	5	5	4	5	4	38
153	5	4	5	5	5	5	5	5	39

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
154	5	4	4	4	5	4	4	4	34
155	5	4	5	5	4	4	5	4	36
156	5	5	5	5	5	5	5	5	40
157	5	5	5	5	5	4	5	4	38
158	5	5	5	5	5	5	5	5	40
159	5	4	5	5	5	5	5	5	39
160	3	4	4	5	4	4	4	4	32
161	3	3	3	3	3	3	3	3	24
162	4	4	4	4	4	4	4	4	32
163	5	4	4	4	5	4	4	4	34
164	5	4	5	5	4	4	5	4	36
165	5	5	5	5	5	5	5	5	40
166	5	4	4	4	5	4	4	4	34
167	5	4	5	5	4	4	5	4	36
168	5	5	5	5	5	5	5	5	40
169	5	5	5	5	5	4	5	4	38
170	3	4	4	5	3	4	4	4	31
171	5	5	5	5	5	5	5	5	40
172	4	4	4	4	4	4	4	4	32
173	5	5	5	5	5	4	5	4	38
174	4	4	4	4	4	4	4	4	32
175	2	2	2	1	1	2	2	2	14
176	5	4	5	5	5	5	5	5	39
177	5	4	4	4	5	4	4	4	34
178	2	2	2	1	1	2	2	2	14
179	3	3	3	3	3	3	3	3	24
180	3	4	3	3	4	3	3	3	26
181	5	4	4	5	4	5	4	5	36
182	5	5	5	5	5	4	5	4	38
183	5	5	5	5	5	5	5	5	40
184	5	4	5	5	5	5	5	5	39
185	3	4	4	5	4	4	4	4	32
186	3	3	3	3	3	3	3	3	24
187	4	4	4	4	4	4	4	4	32
188	2	2	2	1	1	2	2	2	14
189	4	4	4	4	4	4	4	4	32
190	5	4	5	5	5	5	5	5	39
191	5	4	4	4	5	4	4	4	34
192	5	4	5	5	4	4	5	4	36

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
193	2	2	2	1	1	2	2	2	14
194	4	4	4	4	4	4	4	4	32
195	3	4	4	5	4	4	4	4	32
196	3	3	3	3	3	3	3	3	24
197	4	4	4	4	4	4	4	4	32
198	2	2	2	1	1	2	2	2	14
199	4	4	4	4	4	4	4	4	32
200	5	4	5	5	5	5	4	5	38
201	5	4	4	4	5	4	4	4	34
202	5	4	5	5	4	4	4	4	35
203	5	5	5	5	5	5	5	5	40
204	4	4	4	4	4	4	4	4	32
205	3	3	3	3	3	2	3	2	22
206	3	3	3	3	3	3	3	3	24
207	3	3	3	3	3	3	2	3	23
208	3	4	3	3	4	3	4	3	27
209	2	2	2	1	1	2	2	2	14
210	3	4	4	5	4	4	4	4	32
211	3	4	3	3	4	3	4	3	27
212	5	4	4	5	4	5	4	3	34
213	5	5	5	5	5	4	5	4	38
214	5	5	5	5	5	5	5	5	40
215	5	4	5	5	5	5	4	5	38
216	5	5	5	5	5	5	5	5	40
217	2	2	2	1	1	2	2	2	14
218	5	5	5	5	5	4	5	4	38
219	4	4	4	4	4	4	4	4	32
220	2	2	2	1	1	2	2	2	14
221	5	4	5	5	5	5	5	5	39
222	5	4	4	4	5	4	4	4	34
223	2	2	2	1	2	2	2	2	15
224	2	2	2	1	1	2	2	2	14
225	3	4	4	5	4	4	4	4	32
226	3	3	3	3	3	3	3	3	24
227	4	4	4	4	4	4	4	4	32
228	2	2	2	1	1	2	2	2	14
229	4	4	4	4	4	4	4	4	32
230	5	4	5	5	5	5	5	5	39
231	5	4	4	4	5	4	4	4	34

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
232	5	4	5	5	4	4	5	4	36
233	5	5	5	5	5	5	5	5	40
234	2	2	2	1	1	2	2	2	14
235	3	4	4	5	3	4	4	4	31
236	3	3	4	2	3	2	4	1	22
237	5	5	5	5	5	5	5	5	40
238	5	4	4	4	5	4	4	4	34
239	5	4	5	5	4	4	5	4	36
240	5	5	5	5	5	5	5	5	40
241	3	4	3	3	4	3	3	3	26
242	5	4	4	5	4	5	4	5	36
243	5	5	5	5	5	4	5	4	38
244	5	5	5	5	5	5	5	5	40
245	5	4	5	5	5	5	5	5	39
246	3	4	4	5	4	4	4	4	32
247	3	3	3	3	3	3	3	3	24
248	4	4	4	4	4	4	4	4	32
249	2	2	2	1	1	2	2	2	14
250	5	5	5	5	5	4	5	4	38
251	5	4	5	5	5	5	5	5	39
252	5	4	4	4	5	4	4	4	34
253	5	4	5	5	4	4	5	4	36
254	5	5	5	5	5	5	5	5	40
255	5	5	5	5	5	4	5	4	38
256	5	5	5	5	5	5	5	5	40
257	5	4	5	5	5	5	5	5	39
258	5	4	5	5	4	4	5	4	36
259	5	5	5	5	5	5	5	5	40
260	3	4	3	3	4	3	3	3	26
261	5	4	4	5	4	5	4	5	36
262	5	5	5	5	5	4	5	4	38
263	5	5	5	5	5	5	5	5	40
264	5	4	5	5	5	5	5	5	39
265	3	4	4	5	4	4	4	4	32
266	3	3	3	3	3	3	3	3	24
267	4	4	4	4	4	4	4	4	32
268	2	2	2	1	1	2	2	2	14
269	5	5	5	5	5	4	5	4	38
270	5	4	5	5	5	5	5	5	39

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
271	5	4	4	4	5	4	4	4	34
272	5	4	5	5	4	4	5	4	36
273	5	5	5	5	5	5	5	5	40
274	5	5	5	5	5	4	5	4	38
275	4	4	4	4	4	4	4	4	32
276	2	2	2	1	1	2	2	2	14
277	4	4	4	4	4	4	4	4	32
278	5	4	5	5	5	5	4	5	38
279	5	4	4	4	5	4	4	4	34
280	5	4	5	5	4	4	4	4	35
281	5	5	5	5	5	5	5	5	40
282	4	4	4	4	4	4	4	4	32
283	3	3	3	3	3	2	3	2	22
284	3	3	3	3	3	3	3	3	24
285	3	3	3	3	3	3	2	3	23
286	3	4	3	3	4	3	4	3	27
287	2	2	2	1	1	2	2	2	14
288	3	4	4	5	4	4	4	4	32
289	3	4	3	3	4	3	4	3	27
290	5	4	4	5	4	5	4	3	34
291	5	5	5	5	5	4	5	4	38
292	5	5	5	5	5	5	5	5	40
293	5	4	5	5	5	5	4	5	38
294	2	2	2	1	1	2	2	2	14
295	4	4	4	4	4	4	4	4	32
296	5	4	5	5	5	5	4	5	38
297	5	5	5	5	5	5	5	5	40
298	4	4	4	4	4	4	4	4	32
299	3	4	4	5	3	4	4	3	30
300	4	4	4	4	4	4	4	4	32
301	2	2	2	1	1	2	2	2	14
302	5	4	5	5	5	5	4	5	38
303	5	4	4	4	5	4	4	4	34
304	2	2	2	1	1	2	2	2	14
305	4	4	4	4	4	4	4	4	32
306	3	4	4	5	4	4	4	4	32
307	3	3	3	3	3	3	3	3	24
308	4	4	4	4	4	4	4	4	32
309	2	2	2	1	1	2	2	2	14

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
349	5	4	4	4	5	4	4	4	34
350	5	4	5	5	4	4	5	4	36
351	5	5	5	5	5	5	5	5	40
352	3	4	3	3	4	3	3	3	26
353	5	4	4	5	4	5	4	5	36
354	5	5	5	5	5	4	5	4	38
355	5	5	5	5	5	5	5	5	40
356	5	4	5	5	5	5	5	5	39
357	3	4	4	5	4	4	4	4	32
358	3	3	3	3	3	3	3	3	24
359	4	4	4	4	4	4	4	4	32
360	2	2	2	1	1	2	2	2	14
361	5	5	5	5	5	4	5	4	38
362	5	4	5	5	5	5	5	5	39
363	5	4	4	4	5	4	4	4	34
364	5	4	5	5	4	4	5	4	36
365	5	5	5	5	5	5	5	5	40
366	5	5	5	5	5	4	5	4	38
367	5	5	5	5	5	5	5	5	40
368	5	4	5	5	5	5	5	5	39
369	3	4	4	5	4	4	4	4	32
370	3	3	3	3	3	3	3	3	24
371	4	4	4	4	4	4	4	4	32
372	5	4	4	4	5	4	4	4	34
373	5	4	5	5	4	4	5	4	36
374	5	5	5	5	5	5	5	5	40
375	5	4	4	4	5	4	4	4	34
376	5	4	5	5	4	4	5	4	36
377	5	5	5	5	5	5	5	5	40
378	5	5	5	5	5	4	5	4	38
379	3	4	4	5	3	4	4	4	31
380	5	5	5	5	5	5	5	5	40
381	4	4	4	4	4	4	4	4	32
382	5	5	5	5	5	4	5	4	38
383	4	4	4	4	4	4	4	4	32
384	2	2	2	1	1	2	2	2	14
385	3	3	3	4	4	3	4	4	28
Total	1547	1484	1537	1522	1502	1478	1527	1463	

HASIL TABULASI RESPONDEN VARIABEL AFILIASI MARKETING (X2)

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
1	4	5	4	5	5	4	27
2	2	3	1	2	2	2	12
3	4	4	4	4	4	4	24
4	3	4	5	4	4	5	25
5	4	5	5	5	5	5	29
6	5	5	1	5	3	5	24
7	4	5	4	5	5	4	27
8	2	3	1	2	2	2	12
9	4	4	4	4	4	4	24
10	3	4	5	4	4	5	25
11	3	3	5	5	3	3	22
12	4	4	4	4	4	4	24
13	4	4	3	4	4	4	23
14	4	4	4	4	5	4	25
15	5	5	3	5	5	5	28
16	4	4	5	5	5	5	28
17	4	4	5	4	4	4	25
18	4	4	3	5	3	4	23
19	4	5	4	4	4	4	25
20	5	4	2	3	4	3	21
21	4	4	2	3	5	4	22
22	5	5	5	5	5	5	30
23	3	3	3	3	3	3	18
24	3	3	3	3	3	3	18
25	3	3	4	3	3	3	19
26	4	4	3	4	4	3	22
27	4	3	3	3	4	4	21
28	4	4	4	5	5	4	26
29	5	5	5	5	5	5	30
30	4	4	5	4	5	4	26
31	4	4	3	4	4	4	23
32	4	4	4	4	5	4	25
33	5	5	3	5	5	5	28
34	4	4	5	5	5	5	28
35	4	4	5	4	4	4	25
36	4	4	3	5	3	4	23
37	4	5	4	4	4	4	25
38	5	4	2	3	4	3	21

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
39	4	4	2	3	5	4	22
40	4	4	3	4	4	4	23
41	4	4	4	4	5	4	25
42	5	5	3	5	5	5	28
43	4	4	5	5	5	5	28
44	4	4	5	4	4	4	25
45	4	4	3	5	3	4	23
46	4	5	4	4	4	4	25
47	5	4	2	3	4	3	21
48	4	4	2	3	5	4	22
49	4	5	4	5	5	4	27
50	2	3	1	2	2	2	12
51	4	4	4	4	4	4	24
52	3	4	5	4	4	5	25
53	4	5	5	5	5	5	29
54	5	5	1	5	3	5	24
55	4	5	4	5	5	4	27
56	2	3	1	2	2	2	12
57	4	4	4	4	4	4	24
58	3	4	5	4	4	5	25
59	3	3	5	5	3	3	22
60	4	4	4	4	4	4	24
61	4	4	3	4	4	4	23
62	4	4	4	4	5	4	25
63	5	5	3	5	5	5	28
64	4	5	4	5	5	4	27
65	2	3	1	2	2	2	12
66	4	4	4	4	4	4	24
67	3	4	5	4	4	5	25
68	4	5	5	5	5	5	29
69	5	5	1	5	3	5	24
70	4	5	4	5	5	4	27
71	2	3	1	2	2	2	12
72	4	4	4	4	4	4	24
73	3	4	5	4	4	5	25
74	3	3	5	5	3	3	22
75	4	4	4	4	4	4	24
76	4	4	3	4	4	4	23
77	4	4	4	4	5	4	25

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
78	5	5	3	5	5	5	28
79	3	3	4	3	3	3	19
80	4	4	3	4	4	3	22
81	4	3	3	3	4	4	21
82	4	4	4	5	5	4	26
83	5	5	5	5	5	5	30
84	4	4	5	4	5	4	26
85	4	4	3	4	4	4	23
86	4	4	4	4	5	4	25
87	5	5	3	5	5	5	28
88	4	4	5	5	5	5	28
89	4	4	5	4	4	4	25
90	4	4	3	5	3	4	23
91	4	5	4	4	4	4	25
92	5	4	2	3	4	3	21
93	4	4	2	3	5	4	22
94	4	4	3	4	4	4	23
95	4	4	4	4	5	4	25
96	5	5	3	5	5	5	28
97	4	4	5	5	5	5	28
98	4	4	5	4	4	4	25
99	4	4	3	5	3	4	23
100	4	5	4	4	4	4	25
101	4	5	4	5	5	4	27
102	2	3	1	2	2	2	12
103	4	4	4	4	4	4	24
104	3	4	5	4	4	5	25
105	4	5	5	5	5	5	29
106	5	5	1	5	3	5	24
107	4	5	4	5	5	4	27
108	2	3	1	2	2	2	12
109	4	4	4	4	4	4	24
110	3	4	5	4	4	5	25
111	3	3	5	5	3	3	22
112	4	4	4	4	4	4	24
113	4	4	3	4	4	4	23
114	4	4	4	4	5	4	25
115	5	5	3	5	5	5	28
116	4	4	5	5	5	5	28

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
117	4	4	5	4	4	4	25
118	4	4	3	5	3	4	23
119	4	5	4	4	4	4	25
120	5	4	2	3	4	3	21
121	4	4	2	3	5	4	22
122	5	5	5	5	5	5	30
123	3	3	3	3	3	3	18
124	3	3	3	3	3	3	18
125	3	3	4	3	3	3	19
126	4	4	3	4	4	3	22
127	4	3	3	3	4	4	21
128	4	4	4	5	5	4	26
129	5	5	5	5	5	5	30
130	4	4	5	4	5	4	26
131	4	4	3	4	4	4	23
132	4	4	4	4	5	4	25
133	5	5	3	5	5	5	28
134	4	4	5	5	5	5	28
135	4	4	5	4	4	4	25
136	4	4	3	5	3	4	23
137	4	5	4	4	4	4	25
138	5	4	2	3	4	3	21
139	4	4	2	3	5	4	22
140	4	4	3	4	4	4	23
141	4	4	4	4	5	4	25
142	5	5	3	5	5	5	28
143	4	4	5	5	5	5	28
144	4	4	5	4	4	4	25
145	4	4	3	5	3	4	23
146	4	5	4	4	4	4	25
147	5	4	2	3	4	3	21
148	4	4	2	3	5	4	22
149	4	5	4	5	5	4	27
150	2	3	1	2	2	2	12
151	4	4	4	4	4	4	24
152	3	4	5	4	4	5	25
153	4	5	5	5	5	5	29
154	5	5	1	5	3	5	24
155	4	5	4	5	5	4	27

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
156	2	3	1	2	2	2	12
157	4	4	4	4	4	4	24
158	3	4	5	4	4	5	25
159	3	3	5	5	3	3	22
160	4	4	4	4	4	4	24
161	4	4	3	4	4	4	23
162	4	4	4	4	5	4	25
163	5	5	3	5	5	5	28
164	4	5	4	5	5	4	27
165	2	3	1	2	2	2	12
166	4	4	4	4	4	4	24
167	3	4	5	4	4	5	25
168	4	5	5	5	5	5	29
169	5	5	1	5	3	5	24
170	4	5	4	5	5	4	27
171	2	3	1	2	2	2	12
172	4	4	4	4	4	4	24
173	3	4	5	4	4	5	25
174	3	3	5	5	3	3	22
175	4	4	4	4	4	4	24
176	4	4	3	4	4	4	23
177	4	4	4	4	5	4	25
178	5	5	3	5	5	5	28
179	3	3	4	3	3	3	19
180	4	4	3	4	4	3	22
181	4	3	3	3	4	4	21
182	4	4	4	5	5	4	26
183	5	5	5	5	5	5	30
184	4	4	5	4	5	4	26
185	4	4	3	4	4	4	23
186	4	4	4	4	5	4	25
187	5	5	3	5	5	5	28
188	4	4	5	5	5	5	28
189	4	4	5	4	4	4	25
190	4	4	3	5	3	4	23
191	4	5	4	4	4	4	25
192	5	4	2	3	4	3	21
193	4	4	2	3	5	4	22
194	4	4	3	4	4	4	23

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
195	4	4	4	4	5	4	25
196	5	5	3	5	5	5	28
197	4	4	5	5	5	5	28
198	4	4	5	4	4	4	25
199	4	4	3	5	3	4	23
200	4	5	4	4	4	4	25
201	5	5	5	5	5	2	27
202	5	5	5	5	5	5	30
203	4	5	5	4	4	4	26
204	5	4	4	5	5	5	28
205	3	5	5	5	3	3	24
206	5	5	5	5	5	5	30
207	2	2	2	3	2	2	13
208	4	4	4	4	4	5	25
209	4	3	3	5	4	3	22
210	4	4	4	3	4	4	23
211	4	4	4	3	4	4	23
212	5	5	5	5	5	5	30
213	4	4	4	4	4	3	23
214	4	4	4	4	4	4	24
215	4	4	4	5	4	4	25
216	5	5	5	5	5	5	30
217	4	4	4	4	4	3	23
218	5	5	5	5	5	5	30
219	4	4	4	4	4	3	23
220	2	2	2	3	2	2	13
221	4	4	4	4	4	4	24
222	5	4	4	4	5	5	27
223	2	3	3	3	2	3	16
224	5	5	5	5	5	2	27
225	5	5	5	5	5	5	30
226	4	5	5	4	4	4	26
227	5	4	4	5	5	5	28
228	3	5	5	5	3	3	24
229	2	2	2	3	2	2	13
230	4	4	4	4	4	4	24
231	4	4	4	5	4	4	25
232	5	5	5	5	5	5	30
233	4	4	4	4	4	3	23

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
234	2	2	2	3	2	2	13
235	4	4	4	4	4	4	24
236	5	4	4	4	5	5	27
237	2	3	3	3	2	3	16
238	5	5	5	5	5	2	27
239	5	5	5	5	5	5	30
240	4	5	5	4	4	4	26
241	5	4	4	5	5	5	28
242	3	5	5	5	3	3	24
243	5	5	5	5	5	5	30
244	2	2	2	3	2	2	13
245	4	4	4	4	4	5	25
246	4	3	3	5	4	3	22
247	4	4	4	3	4	4	23
248	4	4	4	3	4	4	23
249	5	5	5	5	5	5	30
250	4	4	4	4	4	3	23
251	4	4	4	4	4	4	24
252	4	4	4	5	4	4	25
253	5	5	5	5	5	5	30
254	4	4	4	4	4	3	23
255	5	5	5	5	5	5	30
256	4	4	4	4	4	4	24
257	4	4	4	5	4	4	25
258	5	5	5	5	5	5	30
259	4	4	4	4	4	3	23
260	2	2	2	3	2	2	13
261	4	4	4	4	4	4	24
262	5	4	4	4	5	5	27
263	2	3	3	3	2	3	16
264	5	5	5	5	5	2	27
265	5	5	5	5	5	5	30
266	4	5	5	4	4	4	26
267	5	4	4	5	5	5	28
268	3	5	5	5	3	3	24
269	5	5	5	5	5	5	30
270	2	2	2	3	2	2	13
271	4	4	4	4	4	5	25
272	4	3	3	5	4	3	22

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
273	4	4	4	3	4	4	23
274	4	4	4	3	4	4	23
275	5	5	5	5	5	5	30
276	4	4	4	4	4	3	23
277	4	4	4	4	4	4	24
278	4	4	4	5	4	4	25
279	5	5	5	5	5	5	30
280	4	4	4	4	4	3	23
281	5	5	5	5	5	5	30
282	3	4	4	3	3	3	20
283	4	3	4	4	4	5	24
284	5	5	5	5	5	4	29
285	5	5	5	5	5	5	30
286	5	4	5	5	5	4	28
287	4	4	4	3	4	4	23
288	3	4	4	3	3	3	20
289	4	4	4	4	4	3	23
290	4	4	4	4	4	4	24
291	4	4	4	5	4	4	25
292	3	4	4	3	3	3	20
293	4	4	4	4	4	3	23
294	2	2	2	3	2	2	13
295	5	5	5	5	5	5	30
296	5	4	5	5	5	4	28
297	4	4	4	3	4	4	23
298	5	5	5	5	5	5	30
299	5	5	5	5	5	5	30
300	4	4	4	4	4	5	25
301	4	3	3	5	4	3	22
302	4	4	4	3	4	4	23
303	5	5	5	5	5	5	30
304	4	4	4	4	4	3	23
305	4	4	4	4	4	4	24
306	4	4	4	5	4	4	25
307	3	4	4	3	3	3	20
308	4	3	4	4	4	5	24
309	5	5	5	5	5	4	29
310	5	5	5	5	5	5	30
311	5	4	5	5	5	4	28

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
312	4	4	4	3	4	4	23
313	5	5	5	5	5	5	30
314	4	4	4	4	4	3	23
315	4	4	4	4	4	4	24
316	4	4	4	5	4	4	25
317	5	5	5	5	5	5	30
318	4	4	4	4	4	3	23
319	2	2	2	3	2	2	13
320	4	4	4	4	4	4	24
321	5	4	4	4	5	5	27
322	2	3	3	3	2	3	16
323	4	4	4	3	4	4	23
324	5	5	5	5	5	5	30
325	4	4	4	4	4	3	23
326	4	4	4	4	4	4	24
327	4	4	4	5	4	4	25
328	5	5	5	5	5	5	30
329	4	4	4	4	4	3	23
330	2	2	2	3	2	2	13
331	4	4	4	4	4	4	24
332	5	4	4	4	5	5	27
333	2	3	3	3	2	3	16
334	5	5	5	5	5	2	27
335	5	5	5	5	5	5	30
336	4	5	5	4	4	4	26
337	5	4	4	5	5	5	28
338	3	5	5	5	3	3	24
339	5	5	5	5	5	5	30
340	5	5	5	5	5	5	30
341	4	4	4	4	4	5	25
342	4	3	3	5	4	3	22
343	4	4	4	3	4	4	23
344	5	5	5	5	5	5	30
345	4	4	4	4	4	3	23
346	4	4	4	4	4	4	24
347	4	4	4	5	4	4	25
348	3	4	4	3	3	3	20
349	4	3	4	4	4	5	24
350	5	5	5	5	5	4	29

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
351	5	5	5	5	5	5	30
352	5	4	5	5	5	4	28
353	4	4	4	3	4	4	23
354	5	5	5	5	5	5	30
355	4	4	4	4	4	3	23
356	4	4	4	4	4	4	24
357	4	4	4	5	4	4	25
358	5	5	5	5	5	5	30
359	4	4	4	4	4	3	23
360	2	2	2	3	2	2	13
361	4	4	4	4	4	4	24
362	5	4	4	4	5	5	27
363	2	3	3	3	2	3	16
364	5	5	5	5	5	2	27
365	5	5	5	5	5	5	30
366	4	5	5	4	4	4	26
367	5	4	4	5	5	5	28
368	3	5	5	5	3	3	24
369	5	5	5	5	5	5	30
370	5	5	5	5	5	5	30
371	4	4	4	4	4	5	25
372	4	3	3	5	4	3	22
373	4	4	4	3	4	4	23
374	5	5	5	5	5	5	30
375	4	4	4	4	4	3	23
376	4	4	4	4	4	4	24
377	4	4	4	5	4	4	25
378	3	4	4	3	3	3	20
379	4	3	4	4	4	5	24
380	5	5	5	5	5	4	29
381	5	5	5	5	5	5	30
382	5	4	5	5	5	4	28
383	4	4	4	3	4	4	23
384	5	5	5	5	5	5	30
385	4	3	4	4	4	5	24
Total	1546	1588	1492	1610	1586	1530	

HASIL TABULASI RESPONDEN VARIABEL *FLASH SALE* (X3)

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TotalX3
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	2	2	2	1	1	2	2	2	14
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	2	2	2	1	1	2	2	2	14
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	3	3	3	3	2	3	2	22
21	3	3	3	3	3	3	3	3	24
22	3	3	3	3	3	3	2	3	23
23	3	4	3	3	4	3	4	3	27
24	2	2	2	1	1	2	2	2	14
25	3	4	4	5	4	4	4	4	32
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
31	5	5	5	5	5	5	5	5	40
32	4	4	4	4	4	4	4	4	32
33	3	4	4	5	3	4	4	3	30
34	4	4	4	4	4	4	4	4	32
35	2	2	2	1	1	2	2	2	14
36	5	4	5	5	5	5	4	5	38
37	5	4	4	4	5	4	4	4	34
38	2	2	2	1	1	2	2	2	14

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TotalX3
39	4	4	4	4	4	4	4	4	32
40	3	4	4	5	4	4	4	4	32
41	3	3	3	3	3	3	3	3	24
42	4	4	4	4	4	4	4	4	32
43	2	2	2	1	1	2	2	2	14
44	4	4	4	4	4	4	4	4	32
45	5	4	5	5	5	5	4	5	38
46	3	3	3	3	3	3	3	3	24
47	5	4	4	4	5	4	4	4	34
48	5	4	5	5	4	4	4	4	35
49	5	5	5	5	5	5	5	5	40
50	4	4	4	4	4	4	4	4	32
51	3	3	3	3	3	2	3	2	22
52	3	3	3	3	3	3	3	3	24
53	3	3	3	3	3	3	2	3	23
54	3	4	3	3	4	3	4	3	27
55	2	2	2	1	1	2	2	2	14
56	3	4	4	5	4	4	4	4	32
57	3	4	3	3	4	3	4	3	27
58	5	4	4	5	4	5	4	3	34
59	5	5	5	5	5	4	5	4	38
60	5	5	5	5	5	5	5	5	40
61	5	4	5	5	5	5	4	5	38
62	5	5	5	5	5	5	5	5	40
63	4	4	4	4	4	4	4	4	32
64	3	4	4	5	3	4	4	3	30
65	4	4	4	4	4	4	4	4	32
66	2	2	2	1	1	2	2	2	14
67	5	4	5	5	5	5	4	5	38
68	5	4	4	4	5	4	4	4	34
69	2	2	2	1	1	2	2	2	14
70	4	4	4	4	4	4	4	4	32
71	3	4	4	5	4	4	4	4	32
72	5	4	5	5	5	5	4	5	38
73	5	5	5	5	5	5	5	5	40
74	4	4	4	4	4	4	4	4	32
75	3	4	4	5	3	4	4	3	30
76	4	4	4	4	4	4	4	4	32
77	2	2	2	1	1	2	2	2	14

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TotalX3
78	5	4	5	5	5	5	4	5	38
79	5	4	4	4	5	4	4	4	34
80	2	2	2	1	1	2	2	2	14
81	4	4	4	4	4	4	4	4	32
82	3	4	4	5	4	4	4	4	32
83	3	3	3	3	3	3	3	3	24
84	4	4	4	4	4	4	4	4	32
85	2	2	2	1	1	2	2	2	14
86	4	4	4	4	4	4	4	4	32
87	5	4	5	5	5	5	4	5	38
88	3	3	3	3	3	3	3	3	24
89	5	4	4	4	5	4	4	4	34
90	5	4	5	5	4	4	4	4	35
91	5	5	5	5	5	5	5	5	40
92	4	4	4	4	4	4	4	4	32
93	3	3	3	3	3	2	3	2	22
94	3	3	3	3	3	3	3	3	24
95	3	3	3	3	3	3	2	3	23
96	3	4	3	3	4	3	4	3	27
97	2	2	2	1	1	2	2	2	14
98	3	4	4	5	4	4	4	4	32
99	3	4	3	3	4	3	4	3	27
100	5	4	4	5	4	5	4	3	34
101	5	5	5	5	5	4	5	4	38
102	5	5	5	5	5	5	5	5	40
103	5	4	5	5	5	5	4	5	38
104	5	5	5	5	5	5	5	5	40
105	4	4	4	4	4	4	4	4	32
106	3	4	4	5	3	4	4	3	30
107	4	4	4	4	4	4	4	4	32
108	2	2	2	1	1	2	2	2	14
109	5	4	5	5	5	5	4	5	38
110	5	4	4	4	5	4	4	4	34
111	2	2	2	1	1	2	2	2	14
112	4	4	4	4	4	4	4	4	32
113	3	4	4	5	4	4	4	4	32
114	2	2	2	1	1	2	2	2	14
115	5	4	5	5	5	5	4	5	38
116	5	4	4	4	5	4	4	4	34

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TotalX3
117	2	2	2	1	1	2	2	2	14
118	4	4	4	4	4	4	4	4	32
119	3	4	4	5	4	4	4	4	32
120	3	3	3	3	3	3	3	3	24
121	4	4	4	4	4	4	4	4	32
122	2	2	2	1	1	2	2	2	14
123	4	4	4	4	4	4	4	4	32
124	5	4	5	5	5	5	4	5	38
125	5	4	4	4	5	4	4	4	34
126	5	4	5	5	4	4	4	4	35
127	5	5	5	5	5	5	5	5	40
128	4	4	4	4	4	4	4	4	32
129	3	3	3	3	3	2	3	2	22
130	3	3	3	3	3	3	3	3	24
131	3	3	3	3	3	3	2	3	23
132	3	4	3	3	4	3	4	3	27
133	2	2	2	1	1	2	2	2	14
134	3	4	4	5	4	4	4	4	32
135	3	4	3	3	4	3	4	3	27
136	5	4	4	5	4	5	4	3	34
137	5	5	5	5	5	4	5	4	38
138	5	5	5	5	5	5	5	5	40
139	5	4	5	5	5	5	4	5	38
140	5	5	5	5	5	5	5	5	40
141	4	4	4	4	4	4	4	4	32
142	3	4	4	5	3	4	4	3	30
143	4	4	4	4	4	4	4	4	32
144	2	2	2	1	1	2	2	2	14
145	5	4	5	5	5	5	4	5	38
146	5	4	4	4	5	4	4	4	34
147	2	2	2	1	1	2	2	2	14
148	4	4	4	4	4	4	4	4	32
149	3	4	4	5	4	4	4	4	32
150	3	3	3	3	3	3	3	3	24
151	4	4	4	4	4	4	4	4	32
152	2	2	2	1	1	2	2	2	14
153	4	4	4	4	4	4	4	4	32
154	5	4	5	5	5	5	4	5	38
155	3	3	3	3	3	2	3	2	22

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TotalX3
156	3	3	3	3	3	3	3	3	24
157	3	3	3	3	3	3	2	3	23
158	3	4	3	3	4	3	4	3	27
159	2	2	2	1	1	2	2	2	14
160	3	4	4	5	4	4	4	4	32
161	3	4	3	3	4	3	4	3	27
162	5	4	4	5	4	5	4	3	34
163	5	5	5	5	5	4	5	4	38
164	5	5	5	5	5	5	5	5	40
165	5	4	5	5	5	5	4	5	38
166	5	5	5	5	5	5	5	5	40
167	4	4	4	4	4	4	4	4	32
168	3	4	4	5	3	4	4	3	30
169	4	4	4	4	4	4	4	4	32
170	2	2	2	1	1	2	2	2	14
171	5	4	5	5	5	5	4	5	38
172	5	4	4	4	5	4	4	4	34
173	2	2	2	1	1	2	2	2	14
174	4	4	4	4	4	4	4	4	32
175	3	4	4	5	4	4	4	4	32
176	3	3	3	3	3	3	3	3	24
177	4	4	4	4	4	4	4	4	32
178	2	2	2	1	1	2	2	2	14
179	4	4	4	4	4	4	4	4	32
180	5	4	5	5	5	5	4	5	38
181	3	3	3	3	3	3	3	3	24
182	5	4	4	4	5	4	4	4	34
183	5	4	5	5	4	4	4	4	35
184	5	5	5	5	5	5	5	5	40
185	4	4	4	4	4	4	4	4	32
186	3	3	3	3	3	2	3	2	22
187	3	3	3	3	3	3	3	3	24
188	3	3	3	3	3	3	2	3	23
189	3	4	3	3	4	3	4	3	27
190	2	2	2	1	1	2	2	2	14
191	3	4	4	5	4	4	4	4	32
192	3	4	3	3	4	3	4	3	27
193	5	4	4	5	4	5	4	3	34
194	5	5	5	5	5	4	5	4	38

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TotalX3
195	5	5	5	5	5	5	5	5	40
196	5	4	5	5	5	5	4	5	38
197	5	5	5	5	5	5	5	5	40
198	4	4	4	4	4	4	4	4	32
199	3	4	4	5	3	4	4	3	30
200	4	4	4	4	4	4	4	4	32
201	2	2	2	1	1	2	2	2	14
202	5	4	5	5	5	5	4	5	38
203	5	4	4	4	5	4	4	4	34
204	2	2	2	1	1	2	2	2	14
205	4	4	4	4	4	4	4	4	32
206	3	4	4	5	4	4	4	4	32
207	5	4	5	5	5	5	4	5	38
208	5	5	5	5	5	5	5	5	40
209	4	4	4	4	4	4	4	4	32
210	3	4	4	5	3	4	4	3	30
211	4	4	4	4	4	4	4	4	32
212	2	2	2	1	1	2	2	2	14
213	5	4	5	5	5	5	4	5	38
214	5	4	4	4	5	4	4	4	34
215	2	2	2	1	1	2	2	2	14
216	4	4	4	4	4	4	4	4	32
217	3	4	4	5	4	4	4	4	32
218	3	3	3	3	3	3	3	3	24
219	4	4	4	4	4	4	4	4	32
220	2	2	2	1	1	2	2	2	14
221	4	4	4	4	4	4	4	4	32
222	5	4	5	5	5	5	4	5	38
223	3	3	3	3	3	3	3	3	24
224	5	4	4	4	5	4	4	4	34
225	5	4	5	5	4	4	4	4	35
226	5	5	5	5	5	5	5	5	40
227	4	4	4	4	4	4	4	4	32
228	3	3	3	3	3	2	3	2	22
229	3	3	3	3	3	3	3	3	24
230	3	3	3	3	3	3	2	3	23
231	3	4	3	3	4	3	4	3	27
232	2	2	2	1	1	2	2	2	14
233	3	4	4	5	4	4	4	4	32

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TotalX3
234	3	4	3	3	4	3	4	3	27
235	5	4	4	5	4	5	4	3	34
236	3	4	4	5	4	4	4	4	32
237	3	3	3	3	3	3	3	3	24
238	4	4	4	4	4	4	4	4	32
239	2	2	2	1	1	2	2	2	14
240	4	4	4	4	4	4	4	4	32
241	5	4	5	5	5	5	4	5	38
242	3	3	3	3	3	3	3	3	24
243	5	4	4	4	5	4	4	4	34
244	5	4	5	5	4	4	4	4	35
245	5	5	5	5	5	5	5	5	40
246	4	4	4	4	4	4	4	4	32
247	3	3	3	3	3	2	3	2	22
248	3	3	3	3	3	3	3	3	24
249	3	3	3	3	3	3	2	3	23
250	3	4	3	3	4	3	4	3	27
251	2	2	2	1	1	2	2	2	14
252	3	4	4	5	4	4	4	4	32
253	3	4	3	3	4	3	4	3	27
254	5	4	4	5	4	5	4	3	34
255	5	5	5	5	5	4	5	4	38
256	5	5	5	5	5	5	5	5	40
257	5	4	5	5	5	5	4	5	38
258	5	5	5	5	5	5	5	5	40
259	4	4	4	4	4	4	4	4	32
260	3	4	4	5	3	4	4	3	30
261	4	4	4	4	4	4	4	4	32
262	2	2	2	1	1	2	2	2	14
263	5	4	5	5	5	5	4	5	38
264	5	4	4	4	5	4	4	4	34
265	2	2	2	1	1	2	2	2	14
266	4	4	4	4	4	4	4	4	32
267	3	4	4	5	4	4	4	4	32
268	5	4	5	5	5	5	4	5	38
269	5	5	5	5	5	5	5	5	40
270	4	4	4	4	4	4	4	4	32
271	3	4	4	5	3	4	4	3	30
272	5	4	4	5	4	5	4	3	34

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TotalX3
273	5	5	5	5	5	4	5	4	38
274	5	5	5	5	5	5	5	5	40
275	5	4	5	5	5	5	4	5	38
276	5	5	5	5	5	5	5	5	40
277	4	4	4	4	4	4	4	4	32
278	3	4	4	5	3	4	4	3	30
279	4	4	4	4	4	4	4	4	32
280	2	2	2	1	1	2	2	2	14
281	5	4	5	5	5	5	4	5	38
282	5	4	4	4	5	4	4	4	34
283	2	2	2	1	1	2	2	2	14
284	4	4	4	4	4	4	4	4	32
285	3	4	4	5	4	4	4	4	32
286	2	2	2	1	1	2	2	2	14
287	5	4	5	5	5	5	4	5	38
288	5	4	4	4	5	4	4	4	34
289	2	2	2	1	1	2	2	2	14
290	4	4	4	4	4	4	4	4	32
291	3	4	4	5	4	4	4	4	32
292	3	3	3	3	3	3	3	3	24
293	4	4	4	4	4	4	4	4	32
294	2	2	2	1	1	2	2	2	14
295	4	4	4	4	4	4	4	4	32
296	5	4	5	5	5	5	4	5	38
297	5	4	4	4	5	4	4	4	34
298	5	4	5	5	4	4	4	4	35
299	5	5	5	5	5	5	5	5	40
300	4	4	4	4	4	4	4	4	32
301	3	3	3	3	3	2	3	2	22
302	3	3	3	3	3	3	3	3	24
303	3	3	3	3	3	3	2	3	23
304	3	4	3	3	4	3	4	3	27
305	2	2	2	1	1	2	2	2	14
306	3	4	4	5	4	4	4	4	32
307	3	4	3	3	4	3	4	3	27
308	5	4	4	5	4	5	4	3	34
309	5	5	5	5	5	4	5	4	38
310	5	5	5	5	5	5	5	5	40
311	5	4	5	5	5	5	4	5	38

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TotalX3
312	5	5	5	5	5	5	5	5	40
313	4	4	4	4	4	4	4	4	32
314	3	4	4	5	3	4	4	3	30
315	4	4	4	4	4	4	4	4	32
316	2	2	2	1	1	2	2	2	14
317	5	4	5	5	5	5	4	5	38
318	5	4	4	4	5	4	4	4	34
319	2	2	2	1	1	2	2	2	14
320	4	4	4	4	4	4	4	4	32
321	3	4	4	5	4	4	4	4	32
322	3	3	3	3	3	3	3	3	24
323	5	5	5	5	5	5	5	5	40
324	4	4	4	4	4	4	4	4	32
325	3	4	4	5	3	4	4	3	30
326	4	4	4	4	4	4	4	4	32
327	2	2	2	1	1	2	2	2	14
328	5	4	5	5	5	5	4	5	38
329	5	4	4	4	5	4	4	4	34
330	2	2	2	1	1	2	2	2	14
331	4	4	4	4	4	4	4	4	32
332	3	4	4	5	4	4	4	4	32
333	3	3	3	3	3	3	3	3	24
334	4	4	4	4	4	4	4	4	32
335	2	2	2	1	1	2	2	2	14
336	4	4	4	4	4	4	4	4	32
337	5	4	5	5	5	5	4	5	38
338	5	4	4	4	5	4	4	4	34
339	5	4	5	5	4	4	4	4	35
340	5	5	5	5	5	5	5	5	40
341	4	4	4	4	4	4	4	4	32
342	3	3	3	3	3	2	3	2	22
343	3	3	3	3	3	3	3	3	24
344	3	3	3	3	3	3	2	3	23
345	3	4	3	3	4	3	4	3	27
346	2	2	2	1	1	2	2	2	14
347	3	4	4	5	4	4	4	4	32
348	3	4	3	3	4	3	4	3	27
349	5	4	4	5	4	5	4	3	34
350	5	5	5	5	5	4	5	4	38

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TotalX3
351	5	5	5	5	5	5	5	5	40
352	5	4	5	5	5	5	4	5	38
353	5	5	5	5	5	5	5	5	40
354	4	4	4	4	4	4	4	4	32
355	3	4	4	5	3	4	4	3	30
356	4	4	4	4	4	4	4	4	32
357	2	2	2	1	1	2	2	2	14
358	5	4	5	5	5	5	4	5	38
359	5	4	4	4	5	4	4	4	34
360	2	2	2	1	1	2	2	2	14
361	4	4	4	4	4	4	4	4	32
362	3	4	4	5	4	4	4	4	32
363	3	3	3	3	3	3	3	3	24
364	4	4	4	4	4	4	4	4	32
365	2	2	2	1	1	2	2	2	14
366	4	4	4	4	4	4	4	4	32
367	5	4	5	5	5	5	4	5	38
368	5	4	4	4	5	4	4	4	34
369	5	4	5	5	4	4	4	4	35
370	5	5	5	5	5	5	5	5	40
371	4	4	4	4	4	4	4	4	32
372	3	3	3	3	3	2	3	2	22
373	3	3	3	3	3	3	3	3	24
374	3	3	3	3	3	3	2	3	23
375	3	4	3	3	4	3	4	3	27
376	2	2	2	1	1	2	2	2	14
377	3	4	4	5	4	4	4	4	32
378	3	4	3	3	4	3	4	3	27
379	5	4	4	5	4	5	4	3	34
380	5	5	5	5	5	4	5	4	38
381	5	5	5	5	5	5	5	5	40
382	5	4	5	5	5	5	4	5	38
383	5	5	5	5	5	5	5	5	40
384	4	4	4	4	4	4	4	4	32
385	5	4	4	5	4	5	4	3	34
Total	1455	1430	1459	1461	1428	1440	1419	1399	

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
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	3	4	4	4	3	3	4	4	3	44
32	5	5	5	5	5	5	5	4	5	5	5	4	58
33	4	4	4	4	4	3	4	4	3	3	4	4	45
34	4	4	4	4	4	4	4	4	3	3	4	4	46
35	4	4	4	5	4	4	4	5	3	3	4	5	49
36	5	5	5	5	5	5	5	5	2	3	5	5	55
37	4	4	4	4	4	3	4	4	4	5	4	4	48
38	2	2	2	3	2	2	2	2	3	3	2	2	27

[illegible]

[illegible]

No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TotalY
117	4	4	4	4	4	5	4	5	4	4	4	5	51
118	4	3	3	5	4	3	4	3	4	4	4	3	44
119	2	3	3	3	2	3	3	5	3	3	3	5	38
120	5	5	5	5	5	2	5	5	4	4	5	5	55
121	5	5	5	5	5	5	5	5	3	4	5	5	57
122	4	5	5	4	4	4	4	4	4	4	4	4	50
123	5	4	4	5	5	5	4	4	5	5	4	4	54
124	3	5	5	5	3	3	5	5	4	5	5	5	53
125	5	5	5	5	5	5	5	5	4	4	5	5	58
126	5	5	5	5	5	5	5	5	5	5	5	5	60
127	4	4	4	4	4	5	4	5	4	4	4	5	51
128	4	3	3	5	4	3	4	3	4	4	4	3	44
129	4	4	4	3	4	4	4	3	3	4	4	3	44
130	4	3	3	5	4	3	4	3	4	4	4	3	44
131	4	4	4	3	4	4	4	3	3	4	4	3	44
132	5	5	5	5	5	5	5	4	5	5	5	4	58
133	4	4	4	4	4	3	4	4	3	3	4	4	45
134	4	4	4	4	4	4	4	4	3	3	4	4	46
135	4	4	4	5	4	4	4	5	3	3	4	5	49
136	5	5	5	5	5	5	5	5	2	3	5	5	55
137	4	4	4	4	4	3	4	4	4	5	4	4	48
138	2	2	2	3	2	2	2	2	3	3	2	2	27
139	4	4	4	4	4	4	4	4	4	4	4	4	48
140	5	4	4	4	5	5	5	4	3	3	5	4	51
141	2	3	3	3	2	3	3	5	3	3	3	5	38
142	5	5	5	5	5	2	5	5	4	4	5	5	55
143	5	5	5	5	5	5	5	5	3	4	5	5	57
144	4	5	5	4	4	4	4	4	4	4	4	4	50
145	5	4	4	5	5	5	4	4	5	5	4	4	54
146	3	5	5	5	3	3	5	5	4	5	5	5	53
147	5	5	5	5	5	5	5	5	4	4	5	5	58
148	5	5	5	5	5	5	5	5	5	5	5	5	60
149	4	4	4	4	4	5	4	5	4	4	4	5	51
150	4	3	3	5	4	3	4	3	4	4	4	3	44
151	4	4	4	3	4	4	4	3	3	4	4	3	44
152	5	5	5	5	5	5	5	4	5	5	5	4	58
153	4	4	4	4	4	3	4	4	3	3	4	4	45
154	4	4	4	4	4	4	4	4	3	3	4	4	46
155	4	4	4	5	4	4	4	5	3	3	4	5	49

No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TotalY
156	3	4	4	3	3	3	3	4	3	4	3	4	41
157	4	3	4	4	4	5	4	5	4	4	4	5	50
158	5	5	5	5	5	4	5	5	5	5	5	5	59
159	5	5	5	5	5	5	5	5	5	5	5	5	60
160	5	4	5	5	5	4	5	5	4	5	5	5	57
161	5	5	5	5	5	5	5	4	5	5	5	4	58
162	4	4	4	4	4	3	4	4	3	3	4	4	45
163	4	4	4	4	4	4	4	4	3	3	4	4	46
164	4	4	4	5	4	4	4	5	3	3	4	5	49
165	5	5	5	5	5	5	5	5	2	3	5	5	55
166	4	4	4	4	4	3	4	4	4	5	4	4	48
167	2	2	2	3	2	2	2	2	3	3	2	2	27
168	4	4	4	4	4	4	4	4	4	4	4	4	48
169	5	4	4	4	5	5	5	4	3	3	5	4	51
170	2	3	3	3	2	3	3	5	3	3	3	5	38
171	5	5	5	5	5	2	5	5	4	4	5	5	55
172	5	5	5	5	5	5	5	5	3	4	5	5	57
173	4	5	5	4	4	4	4	4	4	4	4	4	50
174	5	4	4	5	5	5	4	4	5	5	4	4	54
175	3	5	5	5	3	3	5	5	4	5	5	5	53
176	5	5	5	5	5	5	5	5	4	4	5	5	58
177	5	5	5	5	5	5	5	5	5	5	5	5	60
178	4	4	4	4	4	5	4	5	4	4	4	5	51
179	4	3	3	5	4	3	4	3	4	4	4	3	44
180	4	4	4	3	4	4	4	3	3	4	4	3	44
181	4	4	4	3	4	4	4	3	3	4	4	3	44
182	5	5	5	5	5	5	5	4	5	5	5	4	58
183	4	4	4	4	4	3	4	4	3	3	4	4	45
184	4	4	4	4	4	4	4	4	3	3	4	4	46
185	4	4	4	5	4	4	4	5	3	3	4	5	49
186	5	5	5	5	5	5	5	5	2	3	5	5	55
187	4	4	4	4	4	3	4	4	4	5	4	4	48
188	5	5	5	5	5	5	5	5	2	3	5	5	55
189	4	4	4	4	4	3	4	4	4	5	4	4	48
190	2	2	2	3	2	2	2	2	3	3	2	2	27
191	4	4	4	4	4	4	4	4	4	4	4	4	48
192	5	4	4	4	5	5	5	4	3	3	5	4	51
193	2	3	3	3	2	3	3	5	3	3	3	5	38
194	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
195	5	5	5	5	5	5	5	5	3	4	5	5	57
196	4	5	5	4	4	4	4	4	4	4	4	4	50
197	5	4	4	5	5	5	4	4	5	5	4	4	54
198	3	5	5	5	3	3	5	5	4	5	5	5	53
199	5	5	5	5	5	5	5	5	4	4	5	5	58
200	5	5	5	5	5	5	5	5	5	5	5	5	60
201	4	4	4	4	4	5	4	5	4	4	4	5	51
202	4	3	3	5	4	3	4	3	4	4	4	3	44
203	4	4	4	3	4	4	4	3	3	4	4	3	44
204	5	5	5	5	5	5	5	4	5	5	5	4	58
205	4	4	4	4	4	3	4	4	3	3	4	4	45
206	4	4	4	4	4	4	4	4	3	3	4	4	46
207	4	4	4	5	4	4	4	5	3	3	4	5	49
208	5	4	4	4	5	5	5	4	3	3	5	4	51
209	2	3	3	3	2	3	3	5	3	3	3	5	38
210	5	5	5	5	5	2	5	5	4	4	5	5	55
211	5	5	5	5	5	5	5	5	3	4	5	5	57
212	4	5	5	4	4	4	4	4	4	4	4	4	50
213	5	4	4	5	5	5	4	4	5	5	4	4	54
214	3	5	5	5	3	3	5	5	4	5	5	5	53
215	5	5	5	5	5	5	5	5	4	4	5	5	58
216	5	5	5	5	5	5	5	5	5	5	5	5	60
217	4	4	4	4	4	5	4	5	4	4	4	5	51
218	4	3	3	5	4	3	4	3	4	4	4	3	44
219	2	3	3	3	2	3	3	5	3	3	3	5	38
220	5	5	5	5	5	2	5	5	4	4	5	5	55
221	5	5	5	5	5	5	5	5	3	4	5	5	57
222	4	5	5	4	4	4	4	4	4	4	4	4	50
223	5	4	4	5	5	5	4	4	5	5	4	4	54
224	3	5	5	5	3	3	5	5	4	5	5	5	53
225	5	5	5	5	5	5	5	5	4	4	5	5	58
226	5	5	5	5	5	5	5	5	5	5	5	5	60
227	4	4	4	4	4	5	4	5	4	4	4	5	51
228	4	3	3	5	4	3	4	3	4	4	4	3	44
229	4	4	4	3	4	4	4	3	3	4	4	3	44
230	4	3	3	5	4	3	4	3	4	4	4	3	44
231	4	4	4	3	4	4	4	3	3	4	4	3	44
232	5	5	5	5	5	5	5	4	5	5	5	4	58
233	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
234	4	4	4	4	4	4	4	4	3	3	4	4	46
235	4	4	4	5	4	4	4	5	3	3	4	5	49
236	5	5	5	5	5	5	5	5	2	3	5	5	55
237	4	4	4	4	4	3	4	4	4	5	4	4	48
238	2	2	2	3	2	2	2	2	3	3	2	2	27
239	4	4	4	4	4	4	4	4	4	4	4	4	48
240	5	4	4	4	5	5	5	4	3	3	5	4	51
241	2	3	3	3	2	3	3	5	3	3	3	5	38
242	5	5	5	5	5	2	5	5	4	4	5	5	55
243	5	5	5	5	5	5	5	5	3	4	5	5	57
244	4	5	5	4	4	4	4	4	4	4	4	4	50
245	5	4	4	5	5	5	4	4	5	5	4	4	54
246	3	5	5	5	3	3	5	5	4	5	5	5	53
247	5	5	5	5	5	5	5	5	4	4	5	5	58
248	5	5	5	5	5	5	5	5	5	5	5	5	60
249	4	4	4	4	4	5	4	5	4	4	4	5	51
250	4	3	3	5	4	3	4	3	4	4	4	3	44
251	4	4	4	3	4	4	4	3	3	4	4	3	44
252	5	5	5	5	5	5	5	4	5	5	5	4	58
253	4	4	4	4	4	3	4	4	3	3	4	4	45
254	4	4	4	4	4	4	4	4	3	3	4	4	46
255	4	4	4	5	4	4	4	5	3	3	4	5	49
256	3	4	4	3	3	3	3	4	3	4	3	4	41
257	4	3	4	4	4	5	4	5	4	4	4	5	50
258	5	5	5	5	5	4	5	5	5	5	5	5	59
259	5	5	5	5	5	5	5	5	5	5	5	5	60
260	5	4	5	5	5	4	5	5	4	5	5	5	57
261	4	4	4	3	4	4	4	3	3	4	4	3	44
262	5	5	5	5	5	5	5	4	5	5	5	4	58
263	4	4	4	4	4	3	4	4	3	3	4	4	45
264	4	4	4	4	4	4	4	4	3	3	4	4	46
265	4	4	4	5	4	4	4	5	3	3	4	5	49
266	5	5	5	5	5	5	5	5	2	3	5	5	55
267	4	4	4	4	4	3	4	4	4	5	4	4	48
268	2	2	2	3	2	2	2	2	3	3	2	2	27
269	4	4	4	4	4	4	4	4	4	4	4	4	48
270	5	4	4	4	5	5	5	4	3	3	5	4	51
271	2	3	3	3	2	3	3	5	3	3	3	5	38
272	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
273	5	5	5	5	5	5	5	5	3	4	5	5	57
274	4	5	5	4	4	4	4	4	4	4	4	4	50
275	5	4	4	5	5	5	4	4	5	5	4	4	54
276	3	5	5	5	3	3	5	5	4	5	5	5	53
277	5	5	5	5	5	5	5	5	4	4	5	5	58
278	5	5	5	5	5	5	5	5	5	5	5	5	60
279	4	4	4	4	4	5	4	5	4	4	4	5	51
280	4	3	3	5	4	3	4	3	4	4	4	3	44
281	4	4	4	3	4	4	4	3	3	4	4	3	44
282	5	5	5	5	5	5	5	4	5	5	5	4	58
283	4	4	4	4	4	3	4	4	3	3	4	4	45
284	4	4	4	4	4	4	4	4	3	3	4	4	46
285	4	3	3	5	4	3	4	3	4	4	4	3	44
286	2	3	3	3	2	3	3	5	3	3	3	5	38
287	5	5	5	5	5	2	5	5	4	4	5	5	55
288	5	5	5	5	5	5	5	5	3	4	5	5	57
289	4	5	5	4	4	4	4	4	4	4	4	4	50
290	5	4	4	5	5	5	4	4	5	5	4	4	54
291	3	5	5	5	3	3	5	5	4	5	5	5	53
292	5	5	5	5	5	5	5	5	4	4	5	5	58
293	5	5	5	5	5	5	5	5	5	5	5	5	60
294	4	4	4	4	4	5	4	5	4	4	4	5	51
295	4	3	3	5	4	3	4	3	4	4	4	3	44
296	4	4	4	3	4	4	4	3	3	4	4	3	44
297	4	3	3	5	4	3	4	3	4	4	4	3	44
298	5	5	5	5	5	5	5	5	4	4	5	5	58
299	5	5	5	5	5	5	5	5	5	5	5	5	60
300	4	4	4	4	4	5	4	5	4	4	4	5	51
301	4	3	3	5	4	3	4	3	4	4	4	3	44
302	4	4	4	3	4	4	4	3	3	4	4	3	44
303	5	5	5	5	5	5	5	4	5	5	5	4	58
304	4	4	4	4	4	3	4	4	3	3	4	4	45
305	4	4	4	4	4	4	4	4	3	3	4	4	46
306	4	4	4	5	4	4	4	5	3	3	4	5	49
307	3	4	4	3	3	3	3	4	3	4	3	4	41
308	4	3	4	4	4	5	4	5	4	4	4	5	50
309	5	5	5	5	5	4	5	5	5	5	5	5	59
310	5	5	5	5	5	5	5	5	5	5	5	5	60
311	5	4	5	5	5	4	5	5	4	5	5	5	57

No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TotalY
312	4	4	4	3	4	4	4	3	3	4	4	3	44
313	5	5	5	5	5	5	5	4	5	5	5	4	58
314	4	4	4	4	4	3	4	4	3	3	4	4	45
315	4	4	4	4	4	4	4	4	3	3	4	4	46
316	4	4	4	5	4	4	4	5	3	3	4	5	49
317	5	5	5	5	5	5	5	5	2	3	5	5	55
318	4	4	4	4	4	3	4	4	4	5	4	4	48
319	2	2	2	3	2	2	2	2	3	3	2	2	27
320	4	4	4	4	4	4	4	4	4	4	4	4	48
321	5	4	4	4	5	5	5	4	3	3	5	4	51
322	2	3	3	3	2	3	3	5	3	3	3	5	38
323	4	4	4	3	4	4	4	3	3	4	4	3	44
324	5	5	5	5	5	5	5	4	5	5	5	4	58
325	4	4	4	4	4	3	4	4	3	3	4	4	45
326	4	4	4	4	4	4	4	4	3	3	4	4	46
327	4	4	4	5	4	4	4	5	3	3	4	5	49
328	5	5	5	5	5	5	5	5	2	3	5	5	55
329	4	4	4	4	4	3	4	4	4	5	4	4	48
330	2	2	2	3	2	2	2	2	3	3	2	2	27
331	4	4	4	4	4	4	4	4	4	4	4	4	48
332	5	4	4	4	5	5	5	4	3	3	5	4	51
333	2	3	3	3	2	3	3	5	3	3	3	5	38
334	5	5	5	5	5	2	5	5	4	4	5	5	55
335	5	5	5	5	5	5	5	5	3	4	5	5	57
336	4	5	5	4	4	4	4	4	4	4	4	4	50
337	5	4	4	5	5	5	4	4	5	5	4	4	54
338	3	5	5	5	3	3	5	5	4	5	5	5	53
339	5	5	5	5	5	5	5	5	4	4	5	5	58
340	5	5	5	5	5	5	5	5	5	5	5	5	60
341	4	4	4	4	4	5	4	5	4	4	4	5	51
342	4	3	3	5	4	3	4	3	4	4	4	3	44
343	4	4	4	3	4	4	4	3	3	4	4	3	44
344	5	5	5	5	5	5	5	4	5	5	5	4	58
345	4	4	4	4	4	3	4	4	3	3	4	4	45
346	4	4	4	4	4	4	4	4	3	3	4	4	46
347	4	4	4	5	4	4	4	5	3	3	4	5	49
348	3	4	4	3	3	3	3	4	3	4	3	4	41
349	4	3	4	4	4	5	4	5	4	4	4	5	50
350	5	5	5	5	5	4	5	5	5	5	5	5	59

No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TotalY
351	5	5	5	5	5	5	5	5	5	5	5	5	60
352	5	4	5	5	5	4	5	5	4	5	5	5	57
353	4	4	4	3	4	4	4	3	3	4	4	3	44
354	5	5	5	5	5	5	5	4	5	5	5	4	58
355	4	4	4	4	4	3	4	4	3	3	4	4	45
356	4	4	4	4	4	4	4	4	3	3	4	4	46
357	4	4	4	5	4	4	4	5	3	3	4	5	49
358	5	5	5	5	5	5	5	5	2	3	5	5	55
359	4	4	4	4	4	3	4	4	4	5	4	4	48
360	2	2	2	3	2	2	2	2	3	3	2	2	27
361	4	4	4	4	4	4	4	4	4	4	4	4	48
362	5	4	4	4	5	5	5	4	3	3	5	4	51
363	2	3	3	3	2	3	3	5	3	3	3	5	38
364	5	5	5	5	5	2	5	5	4	4	5	5	55
365	5	5	5	5	5	5	5	5	3	4	5	5	57
366	4	5	5	4	4	4	4	4	4	4	4	4	50
367	5	4	4	5	5	5	4	4	5	5	4	4	54
368	3	5	5	5	3	3	5	5	4	5	5	5	53
369	5	5	5	5	5	5	5	5	4	4	5	5	58
370	5	5	5	5	5	5	5	5	5	5	5	5	60
371	4	4	4	4	4	5	4	5	4	4	4	5	51
372	4	3	3	5	4	3	4	3	4	4	4	3	44
373	4	4	4	3	4	4	4	3	3	4	4	3	44
374	5	5	5	5	5	5	5	4	5	5	5	4	58
375	4	4	4	4	4	3	4	4	3	3	4	4	45
376	4	4	4	4	4	4	4	4	3	3	4	4	46
377	4	4	4	5	4	4	4	5	3	3	4	5	49
378	3	4	4	3	3	3	3	4	3	4	3	4	41
379	4	3	4	4	4	5	4	5	4	4	4	5	50
380	5	5	5	5	5	4	5	5	5	5	5	5	59
381	5	5	5	5	5	5	5	5	5	5	5	5	60
382	5	4	5	5	5	4	5	5	4	5	5	5	57
383	4	4	4	3	4	4	4	3	3	4	4	3	44
384	5	5	5	5	5	5	5	4	5	5	5	4	58
385	4	3	4	4	4	5	4	5	4	4	4	5	50
Total	1613	1619	1634	1676	1613	1536	1646	1649	1425	1525	1646	1649	

LAMPIRAN 5
OTPUT UJI ASUMSI KLASIK
Output Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

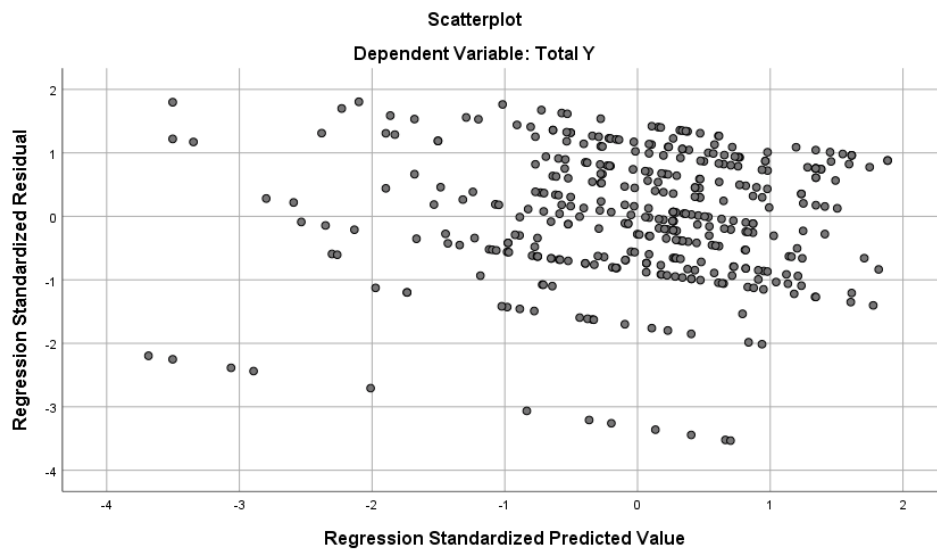
		Unstandardized Predicted Value
N		385
Normal Parameters ^{a,b}	Mean	49.9506494
	Std. Deviation	2.10763721
Most Extreme Differences	Absolute	.087
	Positive	.038
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.090 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Output Uji Multikolinieritas



Lampiran 6
Output Uji, Regresi Berganda Uji t, Uji F
Output Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1705.780	3	568.593	11.896	.000 ^b
	Residual	18210.283	381	47.796		
	Total	19916.062	384			

a. Dependent Variable: Total Y

b. Predictors: (Constant), TotalX3, Total X2, Tootal X1

Output Uji t**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	34.977	2.561		13.657	.000		
	Tootal X1	.117	.043	.182	2.666	.001	.980	1.020
	Total X2	.384	.084	.225	4.559	.000	.983	1.017
	TotalX3	.114	.045	.127	2.553	.001	.970	1.031

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	.293 ^a	.086	.078	6.913

a. Predictors: (Constant), TotalX3, Total X2, Tootal X1

b. Dependent Variable: Total Y

Output Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Y * Tootal X1	Between Groups	(Combined)	1584.912	16	99.057	1.989	.013
		Linearity	257.673	1	257.673	5.173	.024
		Deviation from Linearity	1327.239	15	88.483	1.776	.003
	Within Groups		18331.151	368	49.813		
	Total		19916.062	384			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Y * Total X2	Between Groups	(Combined)	1803.830	15	120.255	2.450	.002
		Linearity	1202.660	1	1202.660	24.502	.000
		Deviation from Linearity	601.170	14	42.941	.875	.001
	Within Groups		18112.233	369	49.085		
	Total		19916.062	384			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Y * TotalX3	Between Groups	(Combined)	1020.457	10	102.046	2.020	.030
		Linearity	540.922	1	540.922	10.706	.001
		Deviation from Linearity	479.535	9	53.282	1.055	.004
	Within Groups		18895.606	374	50.523		
	Total		19916.062	384			

Lampiran 7

Profile Responden

Jens Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	168	43.6	43.6	43.6
	Wanita	217	56.4	56.4	100.0
	Total	385	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20 Tahun	129	33.5	33.5	33.5
	21-24 Tahun	189	49.1	49.1	82.6
	25-28 Tahun	55	14.3	14.3	96.9
	> 28 tahun	12	3.1	3.1	100.0
	Total	385	100.0	100.0	

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	164	42.6	42.6	42.6
	Diploma	200	51.9	51.9	94.5
	S1	21	5.5	5.5	100.0
	Total	385	100.0	100.0	

Lama Jadi Pelanggan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1 tahun	192	49.9	49.9	49.9
	2-3 tahun	134	34.8	34.8	84.7
	4-5 tahun	49	12.7	12.7	97.4
	> 5 tahun	10	2.6	2.6	100.0
	Total	385	100.0	100.0	

Lampiran 8
OUTPUT DESKRIPTIF
VARIABEL DIGITAL MARKETING (X)

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	51	13.2	13.2	13.2
	3	87	22.6	22.6	35.8
	4	51	13.2	13.2	49.1
	5	196	50.9	50.9	100.0
	Total	385	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	51	13.2	13.2	13.2
	3	39	10.1	10.1	23.4
	4	210	54.5	54.5	77.9
	5	85	22.1	22.1	100.0
	Total	385	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	51	13.2	13.2	13.2
	3	52	13.5	13.5	26.8
	4	131	34.0	34.0	60.8
	5	151	39.2	39.2	100.0
	Total	385	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	51	13.2	13.2	13.2
	2	4	1.0	1.0	14.3
	3	51	13.2	13.2	27.5
	4	85	22.1	22.1	49.6
	5	194	50.4	50.4	100.0
	Total	385	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	47	12.2	12.2	12.2
	2	4	1.0	1.0	13.2
	3	47	12.2	12.2	25.5
	4	129	33.5	33.5	59.0
	5	158	41.0	41.0	100.0
	Total	385	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	60	15.6	15.6	15.6
	3	47	12.2	12.2	27.8
	4	173	44.9	44.9	72.7
	5	105	27.3	27.3	100.0
	Total	385	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	56	14.5	14.5	14.5
	3	36	9.4	9.4	23.9
	4	158	41.0	41.0	64.9
	5	135	35.1	35.1	100.0
	Total	385	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	1.0	1.0	1.0
	2	56	14.5	14.5	15.6
	3	53	13.8	13.8	29.4
	4	172	44.7	44.7	74.0
	5	100	26.0	26.0	100.0
	Total	385	100.0	100.0	

Variabel AFILIASI MARKETING (X2)

		Statistics						Total X2
		AM	AM	AM	AM	AM	AM	
N	Valid	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0
Mean		4.02	4.12	3.88	4.18	4.12	3.97	24.29
Median		4.00	4.00	4.00	4.00	4.00	4.00	25.00
Std. Deviation		.816	.725	1.080	.825	.882	.889	4.224
Minimum		2	2	1	2	2	2	12
Maximum		5	5	5	5	5	5	30
Percentiles	25	4.00	4.00	3.00	4.00	4.00	3.00	23.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	25.00
	75	5.00	5.00	5.00	5.00	5.00	5.00	27.00

		AM			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	29	7.5	7.5	7.5
	3	38	9.9	9.9	17.4
	4	216	56.1	56.1	73.5
	5	102	26.5	26.5	100.0
	Total	385	100.0	100.0	

		AM			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	2.9	2.9	2.9
	3	47	12.2	12.2	15.1
	4	210	54.5	54.5	69.6
	5	117	30.4	30.4	100.0
	Total	385	100.0	100.0	

AM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	4.7	4.7	4.7
	2	27	7.0	7.0	11.7
	3	62	16.1	16.1	27.8
	4	156	40.5	40.5	68.3
	5	122	31.7	31.7	100.0
	Total	385	100.0	100.0	

AM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.1	3.1	3.1
	3	66	17.1	17.1	20.3
	4	147	38.2	38.2	58.4
	5	160	41.6	41.6	100.0
	Total	385	100.0	100.0	

AM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	29	7.5	7.5	7.5
	3	42	10.9	10.9	18.4
	4	168	43.6	43.6	62.1
	5	146	37.9	37.9	100.0
	Total	385	100.0	100.0	

AM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	29	7.5	7.5	7.5
	3	70	18.2	18.2	25.7
	4	168	43.6	43.6	69.4
	5	118	30.6	30.6	100.0
	Total	385	100.0	100.0	

Variabel *FLASH SALE* (X3)

		Statistics								
		FS	FS	FS	FS	FS	FS	FS	FS	TotalX3
N	Valid	385	385	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.78	3.71	3.79	3.79	3.71	3.74	3.69	3.63	29.85
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	32.00
Std. Deviation		1.083	.858	.982	1.347	1.284	1.003	.897	.989	8.002
Minimum		2	2	2	1	1	2	2	2	14
Maximum		5	5	5	5	5	5	5	5	40
Percentiles	25	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	24.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	32.00
	75	5.00	4.00	5.00	5.00	5.00	4.00	4.00	4.00	35.00

FS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	54	14.0	14.0	14.0
	3	115	29.9	29.9	43.9
	4	78	20.3	20.3	64.2
	5	138	35.8	35.8	100.0
	Total	385	100.0	100.0	

FS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	54	14.0	14.0	14.0
	3	50	13.0	13.0	27.0
	4	233	60.5	60.5	87.5
	5	48	12.5	12.5	100.0
	Total	385	100.0	100.0	

FS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	54	14.0	14.0	14.0
	3	72	18.7	18.7	32.7
	4	160	41.6	41.6	74.3
	5	99	25.7	25.7	100.0
	Total	385	100.0	100.0	

FS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	54	14.0	14.0	14.0
	3	72	18.7	18.7	32.7
	4	104	27.0	27.0	59.7
	5	155	40.3	40.3	100.0
	Total	385	100.0	100.0	

FS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	54	14.0	14.0	14.0
	3	65	16.9	16.9	30.9
	4	151	39.2	39.2	70.1
	5	115	29.9	29.9	100.0
	Total	385	100.0	100.0	

FS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	65	16.9	16.9	16.9
	3	61	15.8	15.8	32.7
	4	168	43.6	43.6	76.4
	5	91	23.6	23.6	100.0
	Total	385	100.0	100.0	

FS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	65	16.9	16.9	16.9
	3	39	10.1	10.1	27.0
	4	233	60.5	60.5	87.5
	5	48	12.5	12.5	100.0
	Total	385	100.0	100.0	

FS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	65	16.9	16.9	16.9
	3	89	23.1	23.1	40.0
	4	153	39.7	39.7	79.7
	5	78	20.3	20.3	100.0
	Total	385	100.0	100.0	

Variabel KEPUTUSAN PEMBELIAN (Y)

		Statistics												
		KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	Total Y
N	Valid	385	385	385	385	385	385	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		4.19	4.21	4.24	4.35	4.19	3.99	4.28	4.28	3.70	3.96	4.28	4.28	49.95
Median		4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	50.00
Std. Deviation		.853	.769	.755	.743	.853	.965	.716	.797	.805	.771	.716	.797	7.202
Minimum		2	2	2	3	2	2	2	2	2	3	2	2	27
Maximum		5	5	5	5	5	5	5	5	5	5	5	5	60
Percentiles	25	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	4.00	4.00	45.00
	50	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	50.00
	75	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	55.00

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	29	7.5	7.5	7.5
	3	23	6.0	6.0	13.5
	4	179	46.5	46.5	60.0
	5	154	40.0	40.0	100.0
	Total	385	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.1	3.1	3.1
	3	46	11.9	11.9	15.1
	4	178	46.2	46.2	61.3
	5	149	38.7	38.7	100.0
	Total	385	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.1	3.1	3.1
	3	38	9.9	9.9	13.0
	4	179	46.5	46.5	59.5
	5	156	40.5	40.5	100.0
	Total	385	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	62	16.1	16.1	16.1
	4	125	32.5	32.5	48.6
	5	198	51.4	51.4	100.0
	Total	385	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	29	7.5	7.5	7.5
	3	23	6.0	6.0	13.5
	4	179	46.5	46.5	60.0
	5	154	40.0	40.0	100.0
	Total	385	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	28	7.3	7.3	7.3
	3	97	25.2	25.2	32.5
	4	111	28.8	28.8	61.3
	5	149	38.7	38.7	100.0
	Total	385	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.1	3.1	3.1
	3	24	6.2	6.2	9.4
	4	195	50.6	50.6	60.0
	5	154	40.0	40.0	100.0
	Total	385	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.1	3.1	3.1
	3	47	12.2	12.2	15.3
	4	146	37.9	37.9	53.2
	5	180	46.8	46.8	100.0
	Total	385	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	3.6	3.6	3.6
	3	157	40.8	40.8	44.4
	4	144	37.4	37.4	81.8
	5	70	18.2	18.2	100.0
	Total	385	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	122	31.7	31.7	31.7
	4	156	40.5	40.5	72.2
	5	107	27.8	27.8	100.0
	Total	385	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.1	3.1	3.1
	3	24	6.2	6.2	9.4
	4	195	50.6	50.6	60.0
	5	154	40.0	40.0	100.0
	Total	385	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.1	3.1	3.1
	3	47	12.2	12.2	15.3
	4	146	37.9	37.9	53.2
	5	180	46.8	46.8	100.0
	Total	385	100.0	100.0	

LAMPIRAN 9
TABEL r

DF = n-	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

d.f.	TINGKAT SIGNIFIKANSI						
dua sisi	20%	10%	5%	2%	1%	0,2%	0,1%
satu sisi	10%	5%	2,5%	1%	0,5%	0,1%	0,05%
374	1,284	1,649	1,966	2,336	2,589	3,112	3,317
375	1,284	1,649	1,966	2,336	2,589	3,112	3,317
376	1,284	1,649	1,966	2,336	2,589	3,112	3,317
377	1,284	1,649	1,966	2,336	2,589	3,112	3,317
378	1,284	1,649	1,966	2,336	2,589	3,112	3,316
379	1,284	1,649	1,966	2,336	2,589	3,112	3,316
380	1,284	1,649	1,966	2,336	2,589	3,112	3,316
381	1,284	1,649	1,966	2,336	2,589	3,112	3,316
382	1,284	1,649	1,966	2,336	2,589	3,112	3,316
383	1,284	1,649	1,966	2,336	2,589	3,112	3,316
384	1,284	1,649	1,966	2,336	2,589	3,112	3,316
385	1,284	1,649	1,966	2,336	2,589	3,112	3,316

LAMPIRAN 11
TABEL F

	DF	NUMERATOR								
DENUMERATOR		1	2	3	4	5	30	40	60	120
	370	3,8667140	3,0201189	2,6290329	2,3960686	2,2383820	1,4901128	1,4271764	1,3549782	1,2665221
	371	3,8666456	3,0200528	2,6289676	2,3960032	2,2383162	1,4900294	1,4270875	1,3548801	1,2664052
	372	3,8665776	3,0199871	2,6289025	2,3959381	2,2382507	1,4899465	1,4269990	1,3547825	1,2662888
	373	3,8665099	3,0199217	2,6288378	2,3958734	2,2381856	1,4898640	1,4269110	1,3546855	1,2661730
	374	3,8664426	3,0198567	2,6287735	2,3958090	2,2381208	1,4897819	1,4268235	1,3545889	1,2660579
	375	3,8663756	3,0197920	2,6287095	2,3957450	2,2380564	1,4897003	1,4267364	1,3544928	1,2659433
	376	3,8663091	3,0197277	2,6286459	2,3956813	2,2379924	1,4896191	1,4266498	1,3543973	1,2658293
	377	3,8662428	3,0196637	2,6285826	2,3956180	2,2379286	1,4895384	1,4265637	1,3543022	1,2657159
	378	3,8661770	3,0196000	2,6285196	2,3955549	2,2378652	1,4894580	1,4264780	1,3542077	1,2656031
	379	3,8661114	3,0195367	2,6284570	2,3954923	2,2378022	1,4893781	1,4263928	1,3541136	1,2654908
	380	3,8660462	3,0194738	2,6283946	2,3954299	2,2377395	1,4892986	1,4263080	1,3540201	1,2653792
	381	3,8659814	3,0194111	2,6283327	2,3953679	2,2376771	1,4892196	1,4262236	1,3539270	1,2652681
	382	3,8659169	3,0193488	2,6282710	2,3953062	2,2376150	1,4891409	1,4261397	1,3538344	1,2651575
	383	3,8658527	3,0192868	2,6282097	2,3952449	2,2375533	1,4890627	1,4260562	1,3537422	1,2650475
	384	3,8657889	3,0192252	2,6281487	2,3951838	2,2374919	1,4889848	1,4259732	1,3536506	1,2649381
	385	3,8657254	3,0191638	2,6280880	2,3951231	2,2374308	1,4889074	1,4258905	1,3535594	1,2648292