



STIE-PPI

AKUNTANSI - MANAJEMEN
Terakreditasi B

SURAT KEPUTUSAN
KETUA SEKOLAH TINGGI ILMU EKONOMI
PUTRA PERDANA INDONESIA
Nomor : 223n/01-A.02/43194/XII/2021

Tentang
DOSEN PEMBIMBING SKRIPSI TAHUN AKADEMIK 2020/2021
PROGRAM STUDI MANAJEMEN

KETUA STIE PUTRA PERDANA INDONESIA,

Menimbang : 1. Bahwa untuk menjamin kelancaran penyelesaian proses penyusunan skripsi mahasiswa Program Studi Manajemen Sekolah Tinggi Ilmu Ekonomi Ppi Tahun Akademik 2020/2021, perlu mengangkat Dosen Pembimbing Skripsi.
2. Bahwa nama yang tercantum dalam surat keputusan ini telah memenuhi syarat ketentuan akademik dan mempunyai kemampuan untuk melaksanakan tugas tersebut.

Mengingat : 1. UU No. 12 Tentang Pendidikan Tinggi.
2. Permendikbud No. 3 Tahun 2020 Tentang Standar Nasional Perguruan Tinggi
3. Permendikbud No. 50 Tahun 2014 Tentang Sistem Penjaminan Mutu Pendidikan Tinggi.
4. Statuta Sekolah Tinggi Ilmu Ekonomi Ppi Tahun 2012

Memperhatikan : Hasil keputusan rapat pimpinan Sekolah Tinggi Ilmu Ekonomi Ppi tentang Penetapan Dosen Pembimbing Skripsi untuk Tahun Akademik 2020/2021 di Sekolah Tinggi Ilmu Ekonomi Ppi Tangerang.

MEMUTUSKAN :

Menetapkan : 1. Mengangkat dan menetapkan dosen pembimbing skripsi:

Nama	ARSADI, M.M.
NIDN	0405017102
Jabatan Fungsional	LEKTOR

Dalam penyusunan Skripsi Mahasiswa:

Nama	GALISTA
NIM	1816120139
Program Studi	MANAJEMEN



STIE-PPI

AKUNTANSI - MANAJEMEN
Terakreditasi B

2. Tugas membimbing Skripsi selama 1 (satu) semester dan dapat diperpanjang selama 1 (satu) semester berikutnya.
3. kepadanya diberikan tunjangan honor sesuai dengan ketentuan yang berlaku di Sekolah Tinggi Ilmu Ekonomi Ppi.
4. Surat Keputusan ini berlaku mulai tanggal surat keputusan ini ditetapkan dan apabila dikemudian hari terdapat kekeliruan akan dilakukan perbaikan sebagaimana mestinya.

Ditetapkan di : Tangerang
Pada tanggal : 13 Desember 2021
Ketua,



Dr.H. Juanda, S.H., S.E., M.M
NIP. 194100001

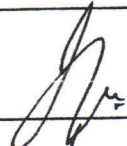
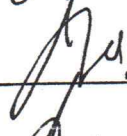
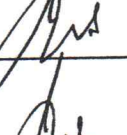
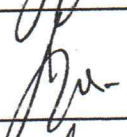
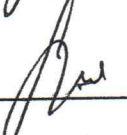
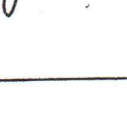
Tembusan :

1. Ketua Yayasan PPI
2. BPH Yayasan PPI
3. Arsip



FORMULIR BIMBINGAN SKRIPSI

Nama Mahasiswa	BALISTA
NIM	1816120139
Dosen Pembimbing	1. ARSADI, M-M 2.
Judul Skripsi	PENGARUH PROMOSI ONLINE DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN Sendi Kasus pada toko Danton Mardigrass Wira Raya Kab. Tangerang.

Konsultasi ke	Materi (BAB)	Tanggal Konsultasi	Tanda Tangan Pembimbing
I	Judul skripsi	20/12/21	
II	BAB I dan BAB II	20/12/21	
III	BAB I, BAB II dan BAB III	21/12/21	
IV	BAB IV, Sampul	31/1/2022	
V	BAB IV VARIABEL	17/2/2022	
VI	BAB IV alah data.	24/2/2022	
	BAB V	14/2/2022	

SURAT KETERANGAN PENELITIAN

Yang bertanda tangan di bawah ini :

Nama : Septi Mayasari

Jabatan : Assistant Chief Of Store (ACOS)

Dengan ini menerangkan bahwa :

Nama : Galista

NIM : 1816120139

Jurusan : Manajemen

Kampus : STIE Putra Perdana Indonesia

Adalah benar telah melakukan penelitian dalam rangka penulisan skripsi yang berjudul "Pengaruh Promosi Online dan Kualitas Pelayanan terhadap Keputusan Pembelian pada Toko Dan+Dan Mardigrass Citra Raya Kab. Tangerang". Sejak bulan Desember 2021 sampai dengan bulan Januari 2022.

Demikian surat ini kami sampaikan, atas kerjasamanya kami ucapkan terimakasih.

Tangerang, 14 Februari 2022

Assistant Chief Of Store


Septi Mayasari

KUISIONER

Pilihlah salah satu jawaban yang paling sesuai dengan keadaan anda dengan memberikan tanda silang (X) pada jawaban yang paling sesuai.

Bagian I : Deskripsi Responden

1. Jenis Kelamin

- a. Pria
- b. Wanita

2. Usia

- a. 17 – 25
- b. 26 – 35
- c. 36 – 45
- d. Diatas 45 tahun

3. Pekerjaan

- a. PNS/Karyawan Swasta
- b. Wiraswasta
- c. Pelajar/Mahasiswa
- d. Ibu Rumah Tangga

4. Anda belanja di Toko Dan+Dan Mardigrass Citra Raya Kab.

Tangerang untuk keperluan :

- a. Perawatan Tubuh
- b. Perawatan Wajah
- c. Make-up
- d. Obat-Obatan

KETERANGAN :

Beri tanda centang (√) pada kotak disebelah kanan setiap pernyataan yang sesuai dengan pendapat anda.

SS = Sangat Setuju

S = Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Pernyataan Kuisisioner

Promosi Online						
NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
1	Penyajian iklan pada toko dan+dan Mardigrass Citra Raya yang disampaikan lengkap dan jelas					
2	Penyajian iklan pada toko dan+dan Mardigrass Citra raya mudah diakses oleh konsumen					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
3	Pegawai toko dan+dan Mardigrass Citra Raya mampu memberikan solusi terhadap keluhan konsumen pada produk kosmetik					
4	Pegawai toko dan+dan Mardigrass Citra Raya memberikan catalog dan menjelaskan keunggulan produk kosmetik pada konsumen					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
5	Toko dan+dan Mardigrass Citra Raya memberikan promo yang menarik					
6	Toko dan+dan Mardigrass Citra Raya memberikan penawaran dan memberikan katalog yang mempermudah konsumen dalam memilih produk secara online					
7	Toko dan+dan Mardigrass Citra Raya rutin memposting katalog online untuk mempromosikan produknya					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
8	Toko dan+dan Mardigrass Citra Raya dapat menjangkau konsumen yang luar daerah					
9	Toko dan+dan Mardigrass Citra Raya menjalin hubungan yang baik pada seluruh konsumen nya					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
10	Toko dan+dan Mardigrass Citra Raya aktif mempromosikan produk nya melalui sosial media					

Kualitas Pelayanan						
NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
11	Pegawai toko dan+dan memberikan pelayanan yang baik dan jelas kepada konsumen					
12	Pegawai toko dan+dan jujur dalam melayani dan menjelaskan produk kepada konsumen					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
13	Pegawai toko dan+dan membantu konsumen yang kesulitan dengan cepat					
14	Pegawai toko dan+dan dapat menanggapi permintaan konsumen dengan cepat terkait produk yang diinginkan oleh konsumen					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
15	Pegawai toko dan+dan dalam melayani konsumen memberikan sikap ramah dan informatif kepada konsumen					
16	Pegawai toko dan+dan mmepunyai kemampuan dan pengetahuan dalam melayani konsumen					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
17	Pegawai toko dan+dan mempunyai perhatian khusus kepada konsumen					
18	Pegawai toko dan+dan mengutamakan kepuasan pelanggannya					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
19	Pegawai toko dan+dan berpenampilan menarik dan rapi					
20	Pegawai toko dan+dan memberikan fasilitas kebersihan toko agar karyawan merasa nyaman saat berbelanja					

Keputusan Pembelian						
NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
21	Konsumen membeli produk di Toko dan+dan berdasarkan kebutuhan yang digunakan dalam kesehariannya					
22	Konsumen membeli produk di Toko dan+dan untuk mengetahui kualitas produk yang dijual					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
23	Konsumen membeli produk di Toko dan+dan berdasarkan informasi atau ajakan dari teman					
24	Konsumen membeli produk di Toko dan+dan berdasarkan informasi yang didapatkan di internet/sosial media					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
25	Konsumen membeli produk di Toko dan+dan menjadi pilihan alternatif konsumen dalam berbelanja					
26	Konsumen membeli produk di Toko dan+dan menjadi alternative untuk membandingkan harga promosi					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
27	Konsumen membeli produk di Toko dan+dan berdasarkan merek					
28	Konsumen membeli produk di Toko dan+dan karena menyediakan pilihan produk yang lengkap					

NO	PERNYATAAN	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
29	Konsumen membeli produk di Toko dan+dan merasa puas					
30	Konsumen membeli produk di Toko dan+dan serta bersedia menawarkan atau merekomendasikan toko kepada teman, sahabat, keluarga					

PROMOSI ONLINE

NO	BUTIR 1	BUTIR 2	BUTIR 3	BUTIR 4	BUTIR 5	BUTIR 6	BUTIR 7	BUTIR 8	BUTIR 9	BUTIR 10	TOTAL
1	4	4	4	4	4	5	4	4	4	4	41
2	4	3	3	4	4	5	4	4	3	3	37
3	4	3	3	4	3	4	4	4	3	3	35
4	4	4	4	4	4	4	4	4	3	3	38
5	5	4	4	5	5	4	5	4	4	4	44
6	4	3	3	4	3	5	4	4	4	3	37
7	4	4	4	4	4	4	4	4	4	4	40
8	4	4	4	2	4	4	4	4	5	5	40
9	4	3	4	4	3	2	4	4	3	3	34
10	4	4	4	4	4	4	5	4	4	4	41
11	4	4	3	3	4	4	4	4	4	4	38
12	5	5	5	3	3	5	5	5	5	5	46
13	4	4	4	4	4	4	4	5	5	4	42
14	4	3	4	4	4	4	4	4	3	3	37
15	3	3	4	3	3	2	4	4	4	4	34
16	5	4	4	4	4	4	5	4	4	4	42
17	4	3	4	4	4	3	4	4	3	3	36
18	3	3	3	3	3	3	4	3	3	3	31
19	4	4	4	4	5	3	4	3	4	4	39
20	5	4	4	4	4	4	5	5	4	4	43
21	4	4	4	4	4	4	4	4	4	4	40
22	5	5	5	5	5	5	5	4	5	5	49
23	5	5	3	3	5	5	5	5	5	5	46
24	4	4	4	4	4	3	4	5	4	4	40
25	5	4	5	5	4	4	5	4	4	4	44
26	4	4	4	5	4	4	4	4	4	4	41
27	3	3	3	4	3	3	2	4	3	3	31
28	4	4	4	4	4	5	4	3	4	4	40
29	4	5	4	4	4	4	4	4	5	5	43
30	5	4	5	5	5	4	5	4	3	4	44
31	5	5	4	5	4	5	5	5	5	5	48
32	5	5	5	5	5	2	5	5	5	5	47
33	5	4	4	4	5	2	5	5	4	4	42
34	5	5	5	5	5	4	5	5	5	5	49
35	5	5	5	5	5	5	5	5	5	5	50
36	5	4	5	4	5	5	5	5	4	4	46
37	4	5	4	5	4	5	4	4	5	5	45
38	4	4	4	4	4	4	4	5	4	4	41
39	4	5	4	5	5	5	4	4	5	5	46
40	4	5	5	4	5	4	4	4	5	5	45
41	5	5	5	4	4	4	5	5	5	5	47
42	4	4	4	5	2	2	4	5	4	4	38
43	4	5	5	5	4	4	4	5	5	5	46
44	5	5	4	4	5	5	5	5	5	5	48
45	5	5	5	5	3	3	5	4	5	5	45
46	5	5	5	5	4	5	5	5	5	5	49
47	4	4	4	4	4	4	4	5	4	4	41
48	5	4	5	5	5	4	5	4	4	4	45
49	5	5	4	5	4	5	5	5	5	5	48
50	5	5	4	4	4	5	5	4	5	5	46
51	4	4	5	2	2	4	4	4	4	4	37
52	5	5	5	4	4	4	5	5	5	5	47
53	5	4	4	5	5	4	5	4	4	4	44
54	5	5	5	3	3	3	5	4	5	5	43
55	5	5	5	4	5	5	5	5	5	5	49
56	4	5	5	5	4	5	4	5	5	5	47
57	5	5	5	5	5	5	5	5	5	5	50
58	4	4	4	4	4	2	4	2	4	4	36
59	4	4	4	4	4	4	4	4	4	4	40

60	5	5	4	4	4	5	5	5	5	5	47
61	4	5	5	5	4	4	4	4	5	5	45
62	4	4	5	5	4	4	4	4	4	4	42
63	5	4	4	5	5	5	5	5	4	4	46
64	5	4	4	4	4	4	5	4	4	4	42
65	4	4	5	4	4	4	4	4	4	4	41
66	4	4	5	5	4	5	4	5	4	4	44
67	4	4	4	4	5	5	4	5	4	4	43
68	5	5	4	4	4	4	5	4	5	5	45
69	4	4	4	5	4	4	4	4	4	4	41
70	4	4	4	5	5	4	4	4	4	4	42
71	5	5	5	5	5	5	5	4	5	5	49
72	5	5	4	4	4	4	5	4	5	5	45
73	4	4	4	3	3	5	4	4	4	4	39
74	4	3	4	3	2	4	4	3	3	3	33
75	4	4	4	4	4	4	4	4	4	4	40
76	4	4	2	4	4	4	4	5	4	4	39
77	4	4	4	3	5	5	4	5	4	4	42
78	4	4	4	4	4	4	4	4	4	4	40
79	5	4	5	5	4	4	5	4	4	4	44
80	4	4	4	5	4	4	4	4	4	4	41
81	3	3	3	4	3	3	2	4	3	3	31
82	4	4	4	4	4	5	4	3	4	4	40
83	4	5	4	4	4	4	4	4	5	5	43
84	5	4	5	5	5	4	5	4	3	4	44
85	5	5	4	5	4	5	5	5	5	5	48
86	5	5	5	5	5	2	5	5	5	5	47
87	5	4	4	4	5	2	5	5	4	4	42
88	5	5	5	5	5	4	5	5	5	5	49
89	5	5	5	5	5	5	5	5	5	5	50
90	5	4	5	4	5	5	5	5	4	4	46
91	4	5	4	5	4	5	4	4	5	5	45
92	4	4	4	4	4	4	4	5	4	4	41
93	4	5	4	5	5	5	4	4	5	5	46
94	4	5	5	4	5	4	4	4	5	5	45
95	5	5	5	4	4	4	5	5	5	5	47
96	4	4	4	5	2	2	4	5	4	4	38
97	4	5	5	5	4	4	4	5	5	5	46
98	5	5	4	4	5	5	5	5	5	5	48
99	5	5	5	5	3	3	5	4	5	5	45
100	5	5	5	5	4	5	5	5	5	5	49

KUALITAS PELAYANAN

NO	BUTIR 1	BUTIR 2	BUTIR 3	BUTIR 4	BUTIR 5	BUTIR 6	BUTIR 7	BUTIR 8	BUTIR 9	BUTIR 10	TOTAL
1	4	4	3	3	3	3	4	4	4	4	36
2	3	4	4	4	3	4	4	4	4	3	37
3	3	4	4	4	3	4	4	4	4	3	37
4	4	4	3	4	4	3	5	4	4	4	39
5	4	4	4	4	3	4	4	4	4	4	39
6	3	4	4	3	4	4	4	4	5	3	38
7	4	5	5	5	3	3	5	5	5	5	45
8	4	4	4	4	3	4	4	4	4	4	39
9	3	4	3	4	4	4	4	3	4	3	36
10	4	3	3	4	4	3	3	3	4	3	34
11	4	5	4	4	3	4	5	4	4	4	41
12	4	4	3	4	5	4	4	4	3	5	40
13	5	3	3	3	4	3	3	3	3	5	35
14	3	4	4	4	3	5	4	4	5	3	39
15	5	5	4	4	3	4	5	4	4	5	43
16	4	4	4	4	4	4	4	4	4	4	40
17	5	5	5	5	5	5	5	5	5	5	50
18	5	5	5	3	5	5	5	5	5	5	48
19	4	4	4	4	3	4	4	4	4	4	39
20	5	5	4	5	5	4	5	4	4	5	46
21	4	4	4	4	4	4	4	4	4	4	40
22	3	3	3	3	5	3	3	3	3	3	32
23	4	4	4	4	5	4	4	4	4	4	41
24	4	4	5	4	4	4	4	5	4	4	42
25	5	5	4	5	5	5	5	5	5	5	49
26	5	5	5	4	5	4	5	5	5	5	48
27	5	5	5	5	5	5	5	5	5	5	50
28	5	5	4	4	5	5	5	4	5	5	47
29	5	5	5	5	5	5	5	5	5	5	50
30	5	5	5	5	5	5	5	5	5	5	50
31	4	5	4	5	4	5	5	5	4	4	45
32	4	4	5	4	4	4	4	4	5	4	42
33	2	4	4	4	2	4	4	4	4	2	34
34	4	4	5	4	4	5	4	4	4	4	42
35	5	4	5	5	5	5	4	5	5	5	48
36	3	5	5	5	3	4	5	5	5	3	43
37	5	4	4	4	5	2	4	4	5	5	42
38	4	4	5	5	4	4	4	4	5	4	43
39	5	5	5	4	5	5	5	4	4	5	47
40	4	5	5	5	4	3	5	3	5	4	43
41	4	5	5	5	4	4	5	5	5	4	46
42	4	4	4	5	4	5	4	5	4	4	43
43	4	5	5	5	4	5	5	5	5	4	47
44	4	4	4	4	4	4	4	2	4	4	38
45	5	4	4	4	5	4	4	4	4	5	43
46	4	4	5	5	4	4	4	5	5	4	44
47	5	5	4	5	5	5	4	4	4	5	46
48	5	5	4	4	5	5	4	4	4	5	45
49	4	5	5	4	4	5	5	5	5	4	46
50	4	5	5	4	4	4	4	4	5	4	43
51	4	4	4	4	4	4	4	4	5	4	41
52	5	4	4	4	5	5	4	5	4	5	45
53	5	4	4	4	5	4	5	5	4	5	45
54	5	5	5	5	5	4	4	4	5	5	47
55	4	4	4	4	4	5	4	4	4	4	41
56	4	5	4	4	4	5	5	4	4	4	43
57	5	5	5	5	5	5	5	5	4	5	49
58	4	5	5	5	4	4	4	4	5	4	44
59	4	1	4	4	4	3	3	5	4	4	36

60	4	4	5	5	4	4	3	5	4	4	42
61	4	4	5	5	4	4	4	4	4	4	42
62	4	4	5	5	4	2	4	4	4	4	40
63	4	3	4	4	4	4	3	2	4	4	36
64	4	4	4	5	4	4	4	4	5	4	42
65	5	5	4	4	5	3	4	4	4	5	43
66	4	3	5	4	4	3	3	5	4	4	39
67	4	4	4	5	4	4	4	4	4	4	41
68	2	4	4	4	2	4	4	4	5	2	35
69	4	3	2	4	4	3	3	2	5	4	34
70	4	4	4	5	4	4	4	4	5	4	42
71	3	4	4	5	3	4	4	3	5	3	38
72	3	3	5	4	3	3	3	3	4	3	34
73	4	4	4	4	4	4	5	3	3	4	39
74	4	4	4	4	4	5	4	5	3	4	41
75	3	3	2	5	3	4	4	4	4	3	35
76	4	4	4	4	4	5	4	4	4	4	41
77	4	4	3	2	4	5	5	4	3	4	38
78	3	3	3	4	3	5	5	3	4	3	36
79	5	5	4	5	5	5	5	5	5	5	49
80	5	5	5	4	5	4	5	5	5	5	48
81	5	5	5	5	5	5	5	5	5	5	50
82	5	5	4	4	5	5	5	4	5	5	47
83	5	5	5	5	5	5	5	5	5	5	50
84	5	5	5	5	5	5	5	5	5	5	50
85	4	5	4	5	4	5	5	5	4	4	45
86	4	4	5	4	4	4	4	4	5	4	42
87	2	4	4	4	2	4	4	4	4	2	34
88	4	4	5	4	4	5	4	4	4	4	42
89	5	4	5	5	5	5	4	5	5	5	48
90	3	5	5	5	3	4	5	5	5	3	43
91	5	4	4	4	5	2	4	4	5	5	42
92	4	4	5	5	4	4	4	4	5	4	43
93	5	5	5	4	5	5	5	4	4	5	47
94	4	5	5	5	4	3	5	3	5	4	43
95	4	5	5	5	4	4	5	5	5	4	46
96	4	4	4	5	4	5	4	5	4	4	43
97	4	5	5	5	4	5	5	5	5	4	47
98	4	4	4	4	4	4	4	2	4	4	38
99	5	4	4	4	5	4	4	4	4	5	43
100	4	4	5	5	4	4	4	5	5	4	44

KEPUTUSAN PEMBELIAN

NO	BUTIR 1	BUTIR 2	BUTIR 3	BUTIR 4	BUTIR 5	BUTIR 6	BUTIR 7	BUTIR 8	BUTIR 9	BUTIR 10	TOTAL
1	4	4	4	4	4	4	4	4	3	4	39
2	4	4	4	4	4	4	4	4	4	4	40
3	4	4	4	4	4	4	4	4	4	4	40
4	3	4	3	3	3	4	4	4	4	3	35
5	5	2	5	5	5	3	5	5	4	3	42
6	5	5	5	5	5	5	5	5	4	4	48
7	4	4	3	3	4	4	3	4	5	4	38
8	2	4	4	3	3	5	4	4	4	3	36
9	3	3	4	3	3	4	4	4	4	4	36
10	4	4	4	4	4	4	4	4	3	4	39
11	4	4	4	4	4	4	5	2	4	4	39
12	4	4	5	5	3	4	5	5	4	3	42
13	2	4	4	2	3	4	4	4	4	4	35
14	5	4	4	4	5	4	4	4	4	4	42
15	5	4	4	4	5	4	4	3	4	4	41
16	4	3	3	3	4	3	4	4	4	3	35
17	3	4	4	5	3	4	4	4	4	4	39
18	4	4	4	4	4	4	4	4	4	4	40
19	4	4	3	3	4	4	3	4	4	4	37
20	4	4	4	4	4	4	4	4	4	4	40
21	3	4	4	3	3	4	4	4	4	4	37
22	4	4	4	4	4	4	4	2	4	4	38
23	3	5	4	4	4	3	4	3	4	3	37
24	3	4	3	5	4	3	5	3	3	5	38
25	4	4	4	4	4	4	4	4	5	4	41
26	5	5	5	5	5	4	5	4	4	5	47
27	4	3	4	3	4	3	4	4	4	3	36
28	4	5	3	5	4	4	3	4	5	3	40
29	4	4	4	4	4	4	4	5	3	4	40
30	5	5	4	4	5	5	4	5	4	5	46
31	4	4	5	4	4	4	5	4	5	4	43
32	4	5	4	4	3	4	3	4	3	3	37
33	5	4	4	4	5	4	4	5	5	4	44
34	5	5	5	4	5	5	5	3	4	5	46
35	3	5	3	5	3	4	3	4	3	5	38
36	5	5	5	5	5	5	5	5	5	5	50
37	4	5	4	5	4	5	4	4	5	5	45
38	4	4	4	5	4	4	4	5	5	5	44
39	5	4	5	4	5	4	5	4	4	4	44
40	5	5	4	5	5	5	4	5	4	5	47
41	5	5	4	5	5	5	4	5	5	5	48
42	4	4	4	4	4	4	4	5	5	4	42
43	4	5	5	5	4	5	5	5	4	5	47
44	4	5	4	4	4	5	4	4	5	5	44
45	5	5	4	4	5	5	4	4	5	5	46
46	5	5	5	5	5	5	5	5	5	5	50
47	4	5	5	5	4	5	5	5	5	5	48
48	4	4	4	5	4	4	4	4	5	4	42
49	5	5	5	5	5	5	5	5	4	5	49
50	4	4	4	4	4	4	4	5	5	4	42
51	5	5	4	4	5	5	4	5	4	5	46
52	4	4	5	4	4	4	5	5	5	4	44
53	5	5	5	4	5	5	5	5	4	5	48
54	5	4	4	4	5	4	4	4	5	4	43
55	5	5	5	4	5	5	5	5	4	5	48
56	5	5	5	5	5	5	5	4	5	5	49
57	5	5	5	5	5	5	5	5	4	5	49
58	4	5	4	5	4	5	4	4	5	5	45
59	4	4	4	5	4	4	4	4	5	4	42

[illegible]

```

>Warning # 849 in column 23. Text: in_ID
>The LOCALE subcommand of the SET command has an invalid parameter. It could
not be mapped to a valid backend locale.
GET
FILE='G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN DATA PRIMER.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
FREQUENCIES VARIABLES=Gender Usia Pekerjaan Alasan
/PIECHART FREQ
/ORDER=ANALYSIS.

```

Frequencies

[DataSet1] G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN DATA PRIMER.sav

Statistics

		Jenis Kelamin	Usia	Jenis Pekerjaan	Alasan belanja
N	Valid	100	100	100	100
	Missing	0	0	0	0

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	9	9,0	9,0	9,0
	Perempuan	91	91,0	91,0	100,0
	Total	100	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25	66	66,0	66,0	66,0
	26-35	26	26,0	26,0	92,0
	36-45	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

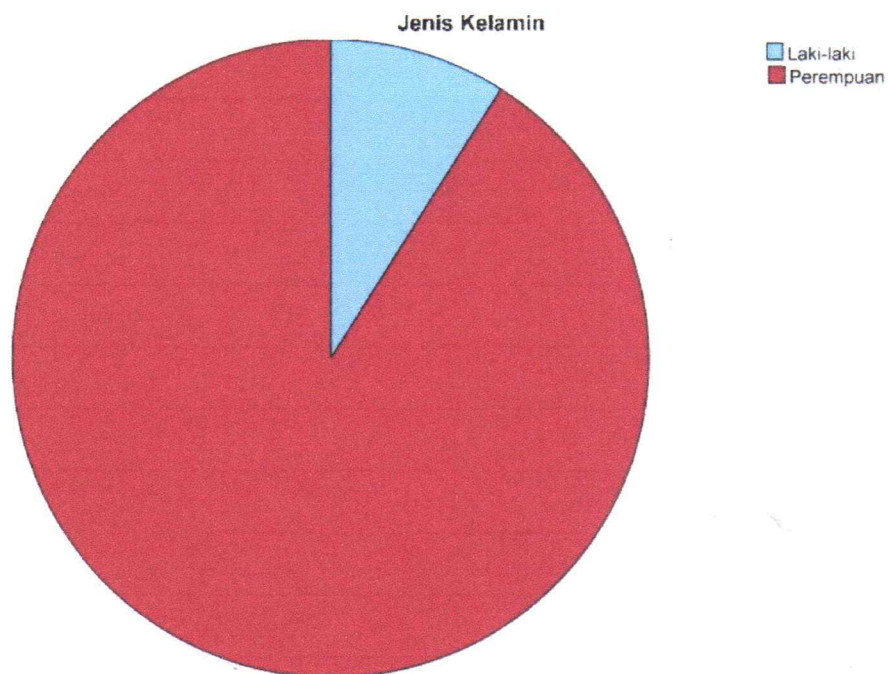
Jenis Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS/Karyawan Swasta	22	22,0	22,0	22,0
	Wiraswasta	38	38,0	38,0	60,0
	Pelajar/Mahasiswa	37	37,0	37,0	97,0
	Ibu Rumah Tangga	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

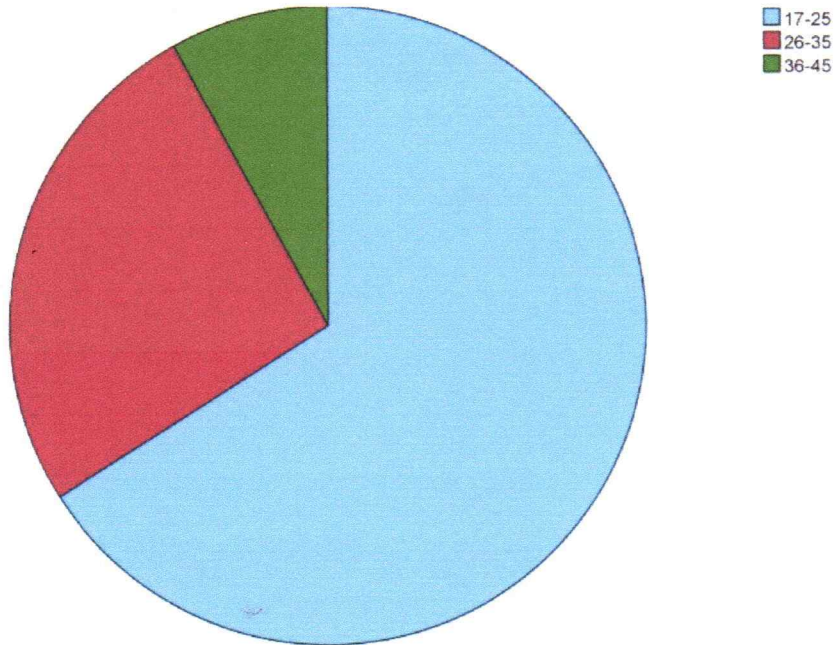
Alasan belanja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perawatan Tubuh	9	9,0	9,0	9,0
	Perawatan Wajah	48	48,0	48,0	57,0
	Make-up	40	40,0	40,0	97,0
	Obat-Obatan	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

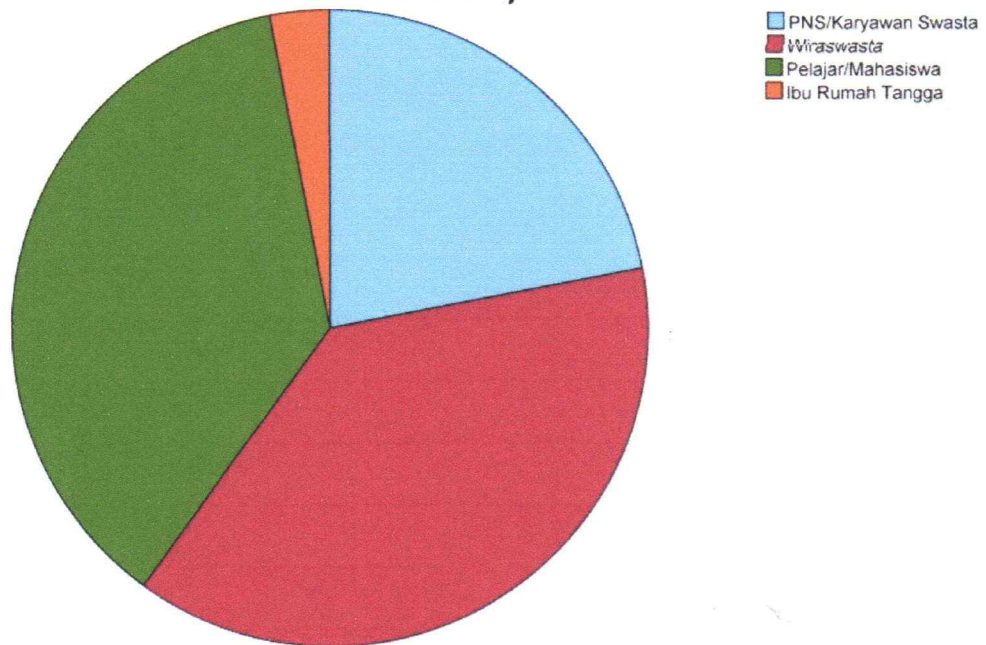
Pie Chart



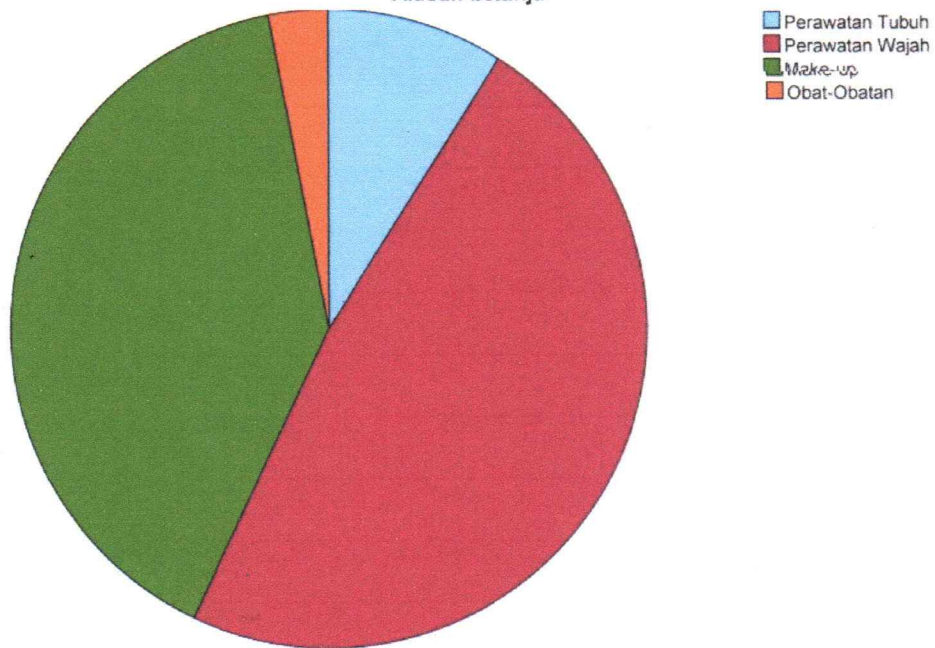
Usia



Jenis Pekerjaan



Alasan belanja



```

>Warning # 849 in column 23. Text: in_ID
>The LOCALE subcommand of the SET command has an invalid parameter. It cou
ld
>not be mapped to a valid backend locale.
GET
FILE='G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN X1.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
RELIABILITY
/VARIABLES=B1 B2 B3 B4 B5 B6 B7 B8 B9 B10
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

[DataSet1] G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN X1.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,858	10

Item Statistics

	Mean	Std. Deviation	N
B1	4,40	,569	100
B2	4,30	,659	100
B3	4,26	,645	100
B4	4,27	,709	100
B5	4,11	,764	100
B6	4,07	,891	100
B7	4,41	,605	100
B8	4,34	,623	100
B9	4,31	,677	100
B10	4,31	,662	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
B1	38,38	16,985	,706	,835
B2	38,48	15,828	,831	,822
B3	38,52	17,363	,528	,847
B4	38,51	17,909	,368	,861
B5	38,67	16,991	,483	,852
B6	38,71	17,501	,312	,874
B7	38,37	17,003	,652	,838
B8	38,44	17,926	,437	,854
B9	38,47	16,171	,732	,830
B10	38,47	15,969	,796	,825

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
42,78	20,618	4,541	10

```

>Warning # 849 in column 23. Text: in_ID
>The LOCALE subcommand of the SET command has an invalid parameter. It cou
ld
>not be mapped to a valid backend locale.
GET
FILE='G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN X2.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
RELIABILITY
/VARIABLES=BUTIR1 BUTIR2 BUTIR3 BUTIR4 BUTIR5 BUTIR6 BUTIR7 BUTIR8 BUTIR9
BUTIR10
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

[DataSet1] G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN X2.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,841	10

```

>Warning # 849 in column 23. Text: in_ID
>The LOCALE subcommand of the SET command has an invalid parameter. It cou
ld
>not be mapped to a valid backend locale.
GET
FILE='G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN Y.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
RELIABILITY
/VARIABLES=BUTIR1 BUTIR2 BUTIR3 BUTIR4 BUTIR5 BUTIR6 BUTIR7 BUTIR8 BUTIR9
BUTIR10
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

[DataSet1] G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN Y.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,848	10

Item Statistics

	Mean	Std. Deviation	N
BUTIR1	4,20	,725	100
BUTIR2	4,37	,646	100
BUTIR3	4,15	,642	100
NUTIR4	4,26	,676	100
BUTIR5	4,21	,686	100
BUTIR6	4,29	,608	100
BUTIR7	4,18	,642	100
BUTIR8	4,30	,674	100
BUTIR9	4,29	,656	100
BUTIR10	4,28	,697	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BUTIR1	38,33	14,850	,605	,829
BUTIR2	38,16	15,489	,561	,833
BUTIR3	38,38	15,268	,614	,829
NUTIR4	38,27	15,512	,523	,837
BUTIR5	38,32	15,048	,608	,829
BUTIR6	38,24	15,073	,702	,822
BUTIR7	38,35	15,604	,541	,835
BUTIR8	38,23	16,462	,336	,853
BUTIR9	38,24	16,507	,341	,852
BUTIR10	38,25	14,674	,673	,822

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
42,53	18,757	4,331	10

```

>Warning # 849 in column 23.  Text: in_ID
>The LOCALE subcommand of the SET command has an invalid parameter.  It cou
ld
>not be mapped to a valid backend locale.
GET
  FILE='G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN X1.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
FREQUENCIES VARIABLES=B1 B2 B3 B4 B5 B6 B7 B8 B9 B10
  /ORDER=ANALYSIS.

```

Frequencies

[DataSet1] G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN X1.sav

Statistics

		B1	B2	B3	B4	B5	B6	B7
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0

Statistics

		B8	B9	B10
N	Valid	100	100	100
	Missing	0	0	0

Frequency Table

B1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4,0	4,0	4,0
	4	52	52,0	52,0	56,0
	5	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

B2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	11,0	11,0	11,0
	4	48	48,0	48,0	59,0
	5	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

B3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	8	8,0	8,0	9,0
	4	55	55,0	55,0	64,0
	5	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

B4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	9	9,0	9,0	11,0
	4	49	49,0	49,0	60,0
	5	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

B5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,0	4,0	4,0
	3	12	12,0	12,0	16,0
	4	53	53,0	53,0	69,0
	5	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

B6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9,0	9,0	9,0
	3	9	9,0	9,0	18,0
	4	48	48,0	48,0	66,0
	5	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

B7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	4	53	53,0	53,0	55,0
	5	45	45,0	45,0	100,0
	Total	100	100,0	100,0	

B8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	5	5,0	5,0	6,0
	4	53	53,0	53,0	59,0
	5	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

B9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	12,0	12,0	12,0
	4	45	45,0	45,0	57,0
	5	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

B10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	11,0	11,0	11,0
	4	47	47,0	47,0	58,0
	5	42	42,0	42,0	100,0
	Total	100	100,0	100,0	

```

>Warning # 849 in column 23.  Text: in_ID
>The LOCALE subcommand of the SET command has an invalid parameter.  It cou
ld
>not be mapped to a valid backend locale.
GET
  FILE='G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN X2.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
FREQUENCIES VARIABLES=BUTIR1 BUTIR2 BUTIR3 BUTIR4 BUTIR5 BUTIR6 BUTIR7 BUTI
R8 BUTIR9 BUTIR10
  /ORDER=ANALYSIS.

```

Frequencies

[DataSet1] G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN X2.sav

Statistics

		BUTIR1	BUTIR2	BUTIR3	BUTIR4	BUTIR5	BUTIR6	BUTIR7
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0

Statistics

		BUTIR8	BUTIR9	BUTIR10
N	Valid	100	100	100
	Missing	0	0	0

Frequency Table

BUTIR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	12	12,0	12,0	15,0
	4	53	53,0	53,0	68,0
	5	32	32,0	32,0	100,0
	Total	100	100,0	100,0	

BUTIR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	3	9	9,0	9,0	10,0
	4	51	51,0	51,0	61,0
	5	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

BUTIR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	9	9,0	9,0	11,0
	4	47	47,0	47,0	58,0
	5	42	42,0	42,0	100,0
	Total	100	100,0	100,0	

BUTIR4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	5	5,0	5,0	6,0
	4	53	53,0	53,0	59,0
	5	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

BUTIR5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	16	16,0	16,0	19,0
	4	48	48,0	48,0	67,0
	5	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

BUTIR6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	13	13,0	13,0	16,0
	4	48	48,0	48,0	64,0
	5	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

BUTIR7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9,0	9,0	9,0
	4	53	53,0	53,0	62,0
	5	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

BUTIR8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,0	4,0	4,0
	3	10	10,0	10,0	14,0
	4	50	50,0	50,0	64,0
	5	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

BUTIR9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6,0	6,0	6,0
	4	49	49,0	49,0	55,0
	5	45	45,0	45,0	100,0
	Total	100	100,0	100,0	

BUTIR10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	13	13,0	13,0	16,0
	4	50	50,0	50,0	66,0
	5	34	34,0	34,0	100,0
Total		100	100,0	100,0	

```

>Warning # 849 in column 23.  Text: in_ID
>The LOCALE subcommand of the SET command has an invalid parameter.  It cou
ld
>not be mapped to a valid backend locale.
GET
  FILE='G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN Y.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
FREQUENCIES VARIABLES=BUTIR1 BUTIR2 BUTIR3 NUTIR4 BUTIR5 BUTIR6 BUTIR7 BUTI
R8 BUTIR9 BUTIR10
  /ORDER=ANALYSIS.

```

Frequencies

[DataSet1] G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN Y.sav

Statistics

		BUTIR1	BUTIR2	BUTIR3	NUTIR4	BUTIR5	BUTIR6	BUTIR7
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0

Statistics

		BUTIR8	BUTIR9	BUTIR10
N	Valid	100	100	100
	Missing	0	0	0

Frequency Table

BUTIR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	9	9,0	9,0	12,0
	4	53	53,0	53,0	65,0
	5	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

BUTIR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	6	6,0	6,0	7,0
	4	48	48,0	48,0	55,0
	5	45	45,0	45,0	100,0
	Total	100	100,0	100,0	

BUTIR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14,0	14,0	14,0
	4	57	57,0	57,0	71,0
	5	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

NUTIR4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	10	10,0	10,0	11,0
	4	51	51,0	51,0	62,0
	5	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

BUTIR5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	12	12,0	12,0	13,0
	4	52	52,0	52,0	65,0
	5	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

BUTIR6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8,0	8,0	8,0
	4	55	55,0	55,0	63,0
	5	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

BUTIR7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	13,0	13,0	13,0
	4	56	56,0	56,0	69,0
	5	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

BUTIR8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	6	6,0	6,0	8,0
	4	52	52,0	52,0	60,0
	5	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

BUTIR9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	11,0	11,0	11,0
	4	49	49,0	49,0	60,0
	5	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

BUTIR10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14,0	14,0	14,0
	4	44	44,0	44,0	58,0
	5	42	42,0	42,0	100,0
	Total	100	100,0	100,0	

```

>Warning # 849 in column 23. Text: in_ID
>The LOCALE subcommand of the SET command has an invalid parameter. It cou
ld
>not be mapped to a valid backend locale.
GET
FILE='G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN 1 SAMPLE KS.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2
  /SAVE RESID.

```

Regression

[DataSet1] G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN 1 SAMPLE KS.sav

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KUALITAS PELAYANAN, PROMOSI ONLINE ^b		Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,498 ^a	,248	,232	3,795

a. Predictors: (Constant), KUALITAS PELAYANAN, PROMOSI ONLINE

b. Dependent Variable: KEPUTUSAN PEMBELIAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	459,793	2	229,896	15,961	,000 ^b
	Residual	1397,117	97	14,403		
	Total	1856,910	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS PELAYANAN, PROMOSI ONLINE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,074	4,902		3,279	,001
	PROMOSI ONLINE	,413	,084	,433	4,908	,000
	KUALITAS PELAYANAN	,207	,084	,219	2,478	,015

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	37,59	46,90	42,53	2,155	100
Residual	-8,689	8,756	,000	3,757	100
Std. Predicted Value	-2,292	2,026	,000	1,000	100
Std. Residual	-2,290	2,307	,000	,990	100

a. Dependent Variable: KEPUTUSAN PEMBELIAN

NPAR TESTS

/K-S (NORMAL) =RES_1

/MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,75663348
Most Extreme Differences	Absolute	,071
	Positive	,047
	Negative	-,071
Test Statistic		,071
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X1 X2
/SAVE RESID.

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KUALITAS PELAYANAN, PROMOSI ONLINE ^b	.	Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,498 ^a	,248	,232	3,795

a. Predictors: (Constant), KUALITAS PELAYANAN, PROMOSI ONLINE

b. Dependent Variable: KEPUTUSAN PEMBELIAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	459,793	2	229,896	15,961	,000 ^b
	Residual	1397,117	97	14,403		
	Total	1856,910	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS PELAYANAN, PROMOSI ONLINE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,074	4,902		3,279	,001
	PROMOSI ONLINE	,413	,084	,433	4,908	,000
	KUALITAS PELAYANAN	,207	,084	,219	2,478	,015

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PROMOSI ONLINE	,996	1,004
	KUALITAS PELAYANAN	,996	1,004

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					PROMOSI ONLINE	KUALITAS PELAYANAN
1	1	2,986	1,000	,00	,00	,00
	2	,010	16,876	,00	,51	,55
	3	,004	27,344	1,00	,48	,45

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	37,59	46,90	42,53	2,155	100
Residual	-8,689	8,756	,000	3,757	100
Std. Predicted Value	-2,292	2,026	,000	1,000	100
Std. Residual	-2,290	2,307	,000	,990	100

a. Dependent Variable: KEPUTUSAN PEMBELIAN

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X1 X2
/SCATTERPLOT=(*SRESID ,*ZPRED)
/SAVE RESID.

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KUALITAS PELAYANAN, PROMOSI ONLINE ^b		Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,498 ^a	,248	,232	3,795

a. Predictors: (Constant), KUALITAS PELAYANAN, PROMOSI ONLINE

b. Dependent Variable: KEPUTUSAN PEMBELIAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	459,793	2	229,896	15,961	,000 ^b
	Residual	1397,117	97	14,403		
	Total	1856,910	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS PELAYANAN, PROMOSI ONLINE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,074	4,902		3,279	,001
	PROMOSI ONLINE	,413	,084	,433	4,908	,000
	KUALITAS PELAYANAN	,207	,084	,219	2,478	,015

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PROMOSI ONLINE	,996	1,004
	KUALITAS PELAYANAN	,996	1,004

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					PROMOSI ONLINE	KUALITAS PELAYANAN
1	1	2,986	1,000	,00	,00	,00
	2	,010	16,876	,00	,51	,55
	3	,004	27,344	1,00	,48	,45

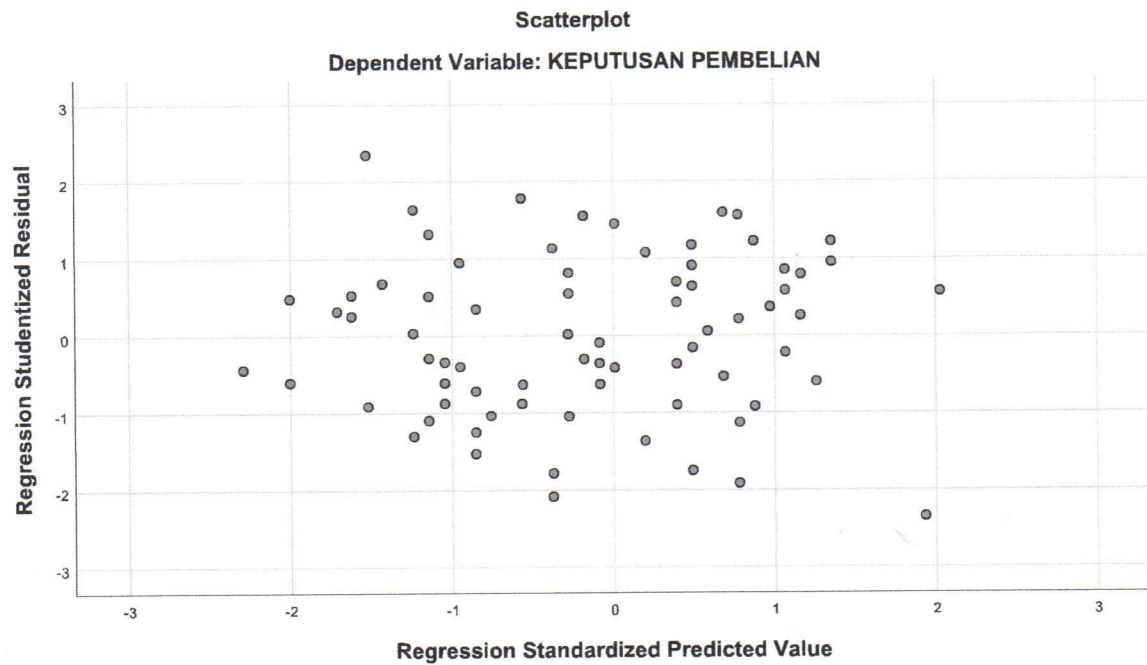
a. Dependent Variable: KEPUTUSAN PEMBELIAN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	37,59	46,90	42,53	2,155	100
Std. Predicted Value	-2,292	2,026	,000	1,000	100
Standard Error of Predicted Value	,386	1,274	,631	,184	100
Adjusted Predicted Value	37,70	47,13	42,55	2,159	100
Residual	-8,689	8,756	,000	3,757	100
Std. Residual	-2,290	2,307	,000	,990	100
Stud. Residual	-2,347	2,347	-,002	1,005	100
Deleted Residual	-9,134	9,064	-,016	3,876	100
Stud. Deleted Residual	-2,405	2,405	-,003	1,014	100
Mahal. Distance	,033	10,159	1,980	1,931	100
Cook's Distance	,000	,094	,011	,018	100
Centered Leverage Value	,000	,103	,020	,020	100

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Charts



```

>Warning # 849 in column 23. Text: in_ID
>The LOCALE subcommand of the SET command has an invalid parameter. It could
not be mapped to a valid backend locale.
GET
FILE='G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN LINEAR BERGANDA.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).

```

Regression

[DataSet1] G:\1. SKRIPSI GALISTA FIX\spss\MENTAHAN LINEAR BERGANDA.sav

Descriptive Statistics

	Mean	Std. Deviation	N
KEPUTUSAN PEMBELIAN	42,53	4,331	100
PROMOSI ONLINE	42,78	4,541	100
KUALITAS PELAYANAN	42,33	4,564	100

Correlations

		KEPUTUSAN PEMBELIAN	PROMOSI ONLINE	KUALITAS PELAYANAN
Pearson Correlation	KEPUTUSAN PEMBELIAN	1,000	,447	,247
	PROMOSI ONLINE	,447	1,000	,064
	KUALITAS PELAYANAN	,247	,064	1,000
Sig. (1-tailed)	KEPUTUSAN PEMBELIAN	.	,000	,007
	PROMOSI ONLINE	,000	.	,262
	KUALITAS PELAYANAN	,007	,262	.
N	KEPUTUSAN PEMBELIAN	100	100	100
	PROMOSI ONLINE	100	100	100
	KUALITAS PELAYANAN	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KUALITAS PELAYANAN, PROMOSI ONLINE ^b		Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,498 ^a	,248	,232	3,795

a. Predictors: (Constant), KUALITAS PELAYANAN, PROMOSI ONLINE

b. Dependent Variable: KEPUTUSAN PEMBELIAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	459,793	2	229,896	15,961	,000 ^b
	Residual	1397,117	97	14,403		
	Total	1856,910	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS PELAYANAN, PROMOSI ONLINE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,074	4,902		3,279	,001
	PROMOSI ONLINE	,413	,084	,433	4,908	,000
	KUALITAS PELAYANAN	,207	,084	,219	2,478	,015

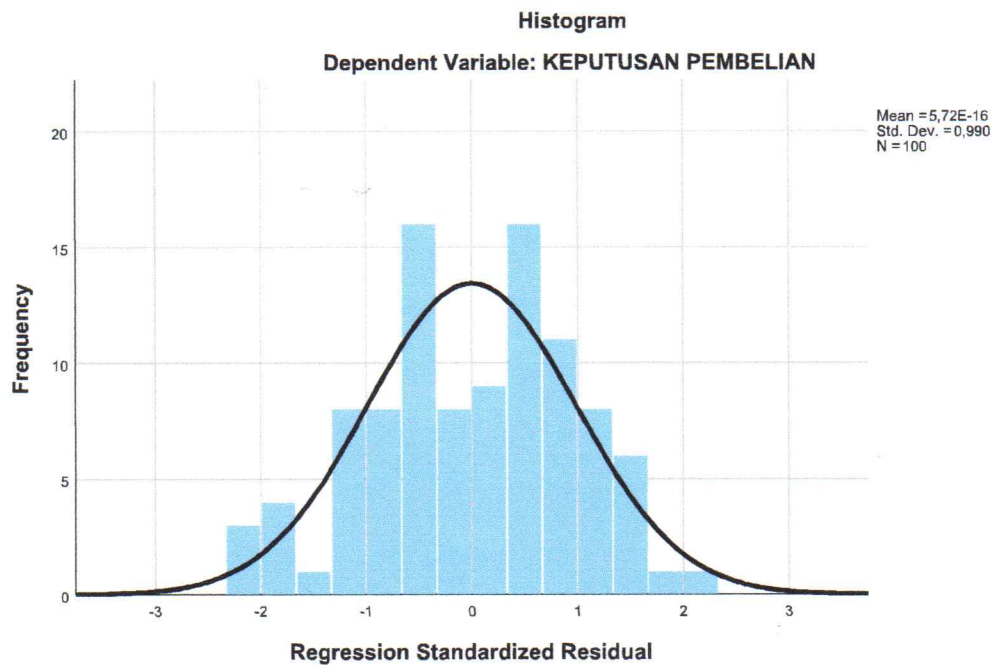
a. Dependent Variable: KEPUTUSAN PEMBELIAN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	37,59	46,90	42,53	2,155	100
Residual	-8,689	8,756	,000	3,757	100
Std. Predicted Value	-2,292	2,026	,000	1,000	100
Std. Residual	-2,290	2,307	,000	,990	100

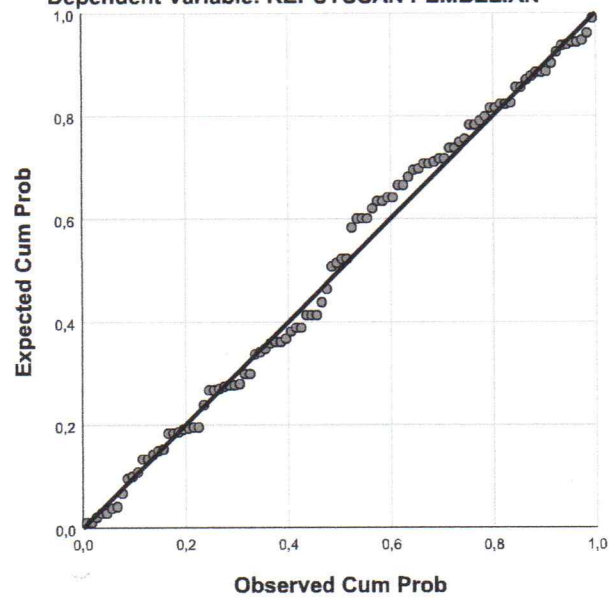
a. Dependent Variable: KEPUTUSAN PEMBELIAN

Charts



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: KEPUTUSAN PEMBELIAN

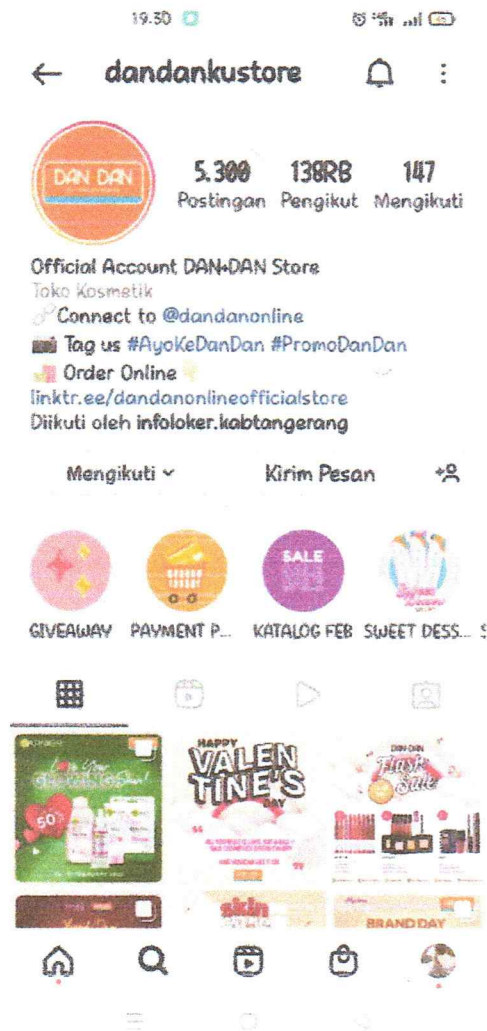


DOKUMENTASI

PROMOSI ONLINE



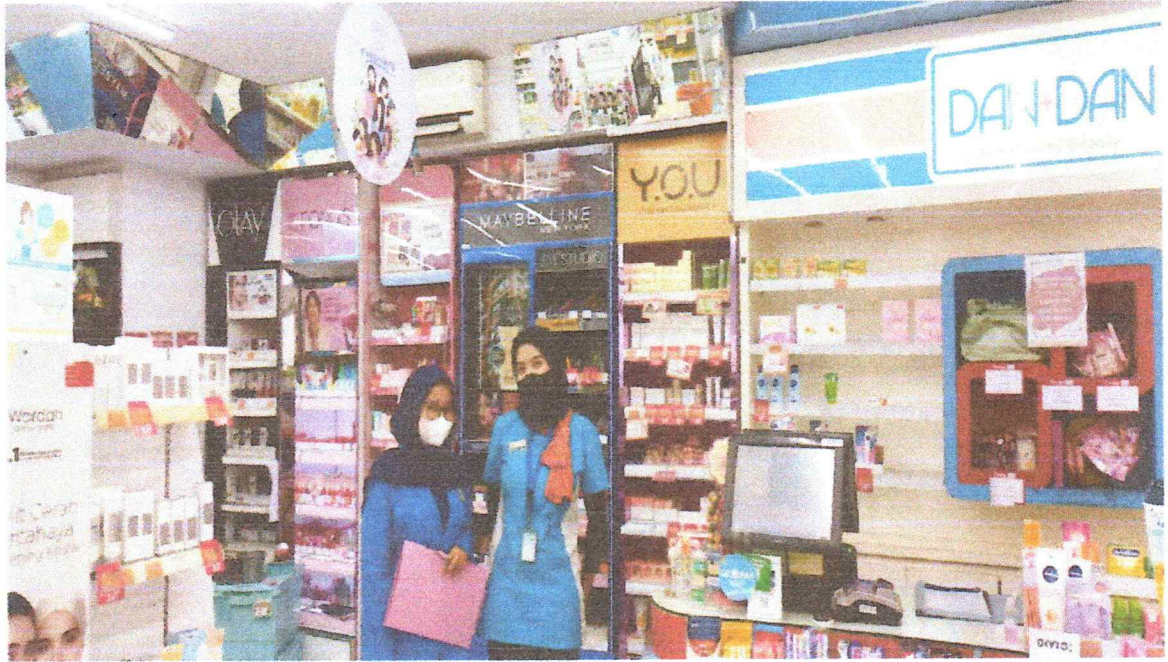
DOKUMENTASI PROMOSI ONLINE



DOKUMENTASI



DOKUMENTASI



DOKUMENTASI



DAFTAR RIWAYAT HIDUP

Nama : GALISTA
Tempat Tanggal Lahir : Tangerang, 12 April 1999
Alamat : Kp. Pabuaran RT 04/06 Ds. Curug Kulon
Kab. Tangerang Banten 15810
Nomor telpon/ email : 081291216201 / galista1204@gmail.com

Riwayat Pendidikan

- Pendidikan formal :
 1. STIE PPI program studi Manajemen di Tangerang tahun 2022
 2. SMK Prima Bakti tahun 2017
 3. MTS Miftahul Qulub tahun 2014
 4. SDN Curug Kulon 2 tahun 2011
- Pendidikan non formal :
 1. Anggota OSIS SMK Prima Bakti tahun 2014 – 2015
 2. Prakerin di PT Bali Taru Utama tahun 2016
 3. Peserta OSPEK Kampus STIE PPI tahun 2016
 4. Peserta Seminar “Marketing Insight For Enterpreneur Growth” PT. PUMA ELEKTRIK NIAGA tahun 2021
 5. Peserta Seminar “Kewirausahaan yang Berproses” PT. CAMS tahun 2021
 6. Peserta Seminar “Fungsi Komunikasi Dalam Bisnis” Asean Trade Union Council tahun 2021
 7. Peserta Seminar “Usaha Dimasa Pandemi” PT. SYSTAX EDUKASI SOLUTION tahun 2021

Demikian daftar riwayat hidup ini saya buat dengan sebenarnya.

Tangerang, 08 Februari 2022

GALISTA