

LAMPIRAN



STIE-PPI

AKUNTANSI - MANAJEMEN
Terakreditasi B

**SURAT KEPUTUSAN
KETUA SEKOLAH TINGGI ILMU EKONOMI
PUTRA PERDANA INDONESIA
Nomor : 223/01-A.01/43194/VI/2023**

Tentang
DOSEN PEMBIMBING SKRIPSI TAHUN AKADEMIK 2022/2023 GENAP
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 2022/2023, 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
- Memperhatikan : Hasil keputusan rapat pimpinan Sekolah Tinggi Ilmu Ekonomi Ppi tentang Penetapan Dosen Pembimbing Skripsi untuk Tahun Akademik 2022/2023 di Sekolah Tinggi Ilmu Ekonomi Ppi Tangerang.

MEMUTUSKAN :

- Menetapkan : 1. Mengangkat dan menetapkan dosen pembimbing skripsi:

| | |
|---------------------------|----------------------------------|
| Nama | ARSADI, S.E., S.H., M.Ak. |
| NIDN | 0405017102 |
| Jabatan Fungsional | LEKTOR |

Dalam penyusunan Skripsi Mahasiswa:

| | |
|----------------------|-------------------|
| Nama | SURYADI |
| NIM | 1916120104 |
| Program Studi | MANAJEMEN |



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AKUNTANSI - MANAJEMEN
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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 02 Juni 2023
Ketua,



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

Tembusan :

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



**SEKOLAH TINGGI ILMU EKONOMI
PUTRA PERDANA INDONESIA**

PROGRAM STUDI S1 AKUNTANSI
PROGRAM STUDI S1 MANAJEMEN

**FORMULIR PENGAJUAN
JUDUL / TOPIK SKRIPSI**

Bersama ini saya,

Nama : Suryadi

NIM : 1916120104

Program studi : manajemen

Kelas : 1F

mengajukan judul / topik skripsi sebagaim berikut:

1. Pengaruh Harga dan Promosi terhadap Keputusan Pembelian motor Scoopy di Kecamatan Cikupa Kabupaten Tangerang

2. Pengaruh Promosi dan Harga terhadap Keputusan Pembelian motor Scoopy di Kecamatan Cikupa Kabupaten Tangerang

3. Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian motor Scoopy di Kecamatan Cikupa Kabupaten Tangerang

Disetujui,
Ketua program studi

Tangerang, 3-10-2022
Hormat saya,

Suryadi

Ket:
1. Asli arsip



FORMULIR BIMBINGAN SKRIPSI

| | |
|------------------|--|
| Nama Mahasiswa | Suryadi |
| NIM | 1916170104 |
| Dosen Pembimbing | 1. Arsadi, S.E., S.H., M.Ak. 2. |
| Judul Skripsi | Pengaruh Harga dan Promosi terhadap Keputusan Pemberian Motor Honda Scoopy oleh Masyarakat Kecamatan Cikupa, Kabupaten Tangerang |

| Konsultasi ke | Materi (BAB) | Tanggal Konsultasi | Tanda Tangan Pembimbing |
|---------------|---|--------------------|-------------------------|
| I | BAB I Latar Belakang Masalah | 20/6/2023 | |
| II | BAB II Landasan Teori dan pendukung skripsi | 24/6/2023 | |
| III | BAB III TEKNIK dan METODE PENELITIAN. | 27/6/2023 | |
| IV | BAB IV Hasil penelitian dan pembahasan | 20/7/2023 | |
| V | BAB V Kesimpulan dan Saran | 28/7/2023 | |
| VI | BAB VI Saran | 31/7/2023 | |

Assalamu'alaikum Wr. Wb

Bapak/Ibu/Saudara/I Responden yang terhormat, terima kasih dan hormat saya atas berkenannya meluangkan waktu untuk memberi jawaban atas kuesioner (lembar pernyataan) saya ini guna memperoleh hasil penelitian terhadap tugas akhir perkuliahan (skripsi) di Sekolah Tinggi Ilmu Ekonomi Putera Perdana Indonesia (STIE PPI) Citra Raya Cikupa Kabupaten Tangerang yang berjudul "Harga dan Promosi Terhadap Keputusan Pembelian Motor Honda Scoopy Oleh Masyarakat di Kecamatan Cikupa Kabupaten Tangerang". setiap jawaban yang diberikan sangat bermanfaat untuk menyelesaikan skripsi ini.

Wassalamu'alaikum Wr. Wb

A. Petunjuk Pengisian Kuesioner

Berilah tanda checklist (✓) pada jawaban yang sesuai dengan pilihan anda.

B. Keterangan Jawaban

SS = Sangat Setuju (5)

S = setuju (4)

RR = Ragu-ragu(3)

TS = Tdak Setuju (2)

STS = Sangat Tidak Setuju (1)

C. Karakteristik Responden

1. Nama :
2. Nomor Telepon :
3. Jenis Kelamin :
4. Usia :
5. Penghasilan :

D. Daftar Pernyataan Variabel

1. Variabel Harga (X_1)

| No | Pernyataan | SS | S | RR | TS | STS |
|----|---|----|---|----|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Harga Motor Honda Scoopy terjangkau oleh masyarakat umum | | | | | |
| 2 | Konsumen setuju dengan harga yang ditawarkan oleh PT. Astra Honda Motor (AHM) | | | | | |
| 3 | Harga bervariasi sesuai dengan tipe Motor Honda scoopy | | | | | |
| 4 | Harga bervariasi sesuai dengan tahun pembuatan | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | Motor Honda scoopy | | | | | |
| 5 | Harga Motor Honda Scoopy sesuai dengan kualitas produk | | | | | |
| 6 | Harga Motor Honda Scoopy sesuai dengan hasil yang diinginkan | | | | | |
| 7 | Harga Motor Honda Scoopy dapat bersaing dengan produk lain | | | | | |
| 8 | Harga Motor Honda Scoopy leboh murah dari produk lain | | | | | |
| 9 | Produk yang ditawarkan memberikan manfaat yang diharapkan konsumen | | | | | |
| 10 | Produk yang dijual sesuai dengan harga dan manfaat yang diberikan | | | | | |

2. Variabel Promosi (X₂)

| No | Pernyataan | SS | S | RR | TS | STS |
|----|--|----|---|----|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Saya mendapatkan informasi mengenai Motor Honda Scoopy melalui televisi | | | | | |
| 2 | Saya mengenal Motor Honda Scoopy setelah membaca majalah | | | | | |
| 3 | Saya tertarik membeli Mototr Honda Scoopy karena promosi yang dilakukan oleh sales kepada masyarakat secara langsung | | | | | |
| 4 | Saya tertarik membeli Mototr Honda Scoopy karena termotivasi oleh informasi yang diberikan sales | | | | | |
| 5 | Promosi penjualan berpengaruh positif | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | terhadap peningkatan penjualan Motor Honda Scoopy | | | | | |
| 6 | Penjualan Motor Honda Scoopy mengalami peningkatan setelah melakukan promosi | | | | | |
| 7 | Penyebaran brosur di publik berpengaruh positif terhadap peningkatan penjualan | | | | | |
| 8 | Bermasyarakat adalah salah satu cara untuk meningkatkan melakukan promosi | | | | | |
| 9 | Saya mendapatkan penawaran langsung melalui telpon dari sales Motor Honda Scoopy | | | | | |
| 10 | Saya mendapatkan informasi mengenai Motor Honda Scoopy ,melalui internet | | | | | |

3. Variabel Keputusan Pembelian (Y)

| No | Pernyataan | SS | S | RR | TS | STS |
|----|--|----|---|----|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Saya membeli produk Motor Honda Scoopy karena adanya kebutuhan | | | | | |
| 2 | Saya membeli produk Motor Honda Scoopy kerana terasa nyaman dikendarai | | | | | |
| 3 | Kualitas produk sangat baik dibandingkan dengan yang lain | | | | | |
| 4 | Saya membeli produk Motor Honda Scoopy sesuai dengan keinginan karna harga dan kualitas barang bagus | | | | | |
| 5 | Informasi yang diberikan tentang produk sesuai dengan kenyataan yang ada sehingga saya | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| | berminat untuk membeli produk | | | | | |
| 6 | Saya memutuskan untuk membeli produk Motor Honda Scoopy berdasarkan pengalaman orang lain | | | | | |
| 7 | Saya membeli Motor Honda Scoopy Karena banyak yang menggunakannya | | | | | |
| 8 | Saya membutuhkan waktu yang relatif singkat untuk memutuskan membeli Motor Honda Scoopy | | | | | |
| 9 | Jika membutuhkan produk lagi saya akan membeli di PT Astra Honda Motor (AHM) | | | | | |
| 10 | Saya membeli produk Motor Honda Scoopy berdasarkan kebutuhan untuk bekerja | | | | | |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 35 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 48 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 37 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 40 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 39 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 40 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 41 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 43 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 47 |
| 45 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 44 |
| 46 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 36 |
| 47 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 48 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 45 |
| 49 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 46 |
| 50 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 51 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 37 |
| 52 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 53 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 44 |
| 54 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 55 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 47 |
| 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 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 44 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 60 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 40 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 62 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 44 |
| 63 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 64 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 37 |
| 65 | 4 | 5 | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 37 |
| 66 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 67 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 45 |
| 68 | 4 | 3 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 41 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |

| | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 70 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 71 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 72 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 74 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 40 |
| 75 | 3 | 5 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 39 |
| 76 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 45 |
| 77 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 43 |
| 78 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 45 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 80 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 45 |
| 81 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 82 | 4 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 41 |
| 83 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 3 | 41 |
| 84 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 85 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 45 |
| 86 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 87 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 40 |
| 88 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 37 |
| 89 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 38 |
| 90 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 39 |
| 91 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 92 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 94 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 95 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 48 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 97 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 40 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 99 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 100 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 34 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 38 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 44 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 44 | 5 | 2 | 5 | 5 | 5 | 2 | 5 | 5 | 2 | 2 | 38 |
| 45 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 46 | 2 | 4 | 4 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 32 |
| 47 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 48 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 49 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 51 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 52 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 55 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 62 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 48 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 66 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| 67 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| 68 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 69 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 3 | 3 | 5 | 36 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 72 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 48 |

| | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 73 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 74 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 77 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| 78 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 80 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 47 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 83 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 41 |
| 84 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 85 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 86 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 87 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 88 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 89 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 36 |
| 90 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 46 |
| 91 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 94 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 98 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 44 |
| 99 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 100 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 44 |

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

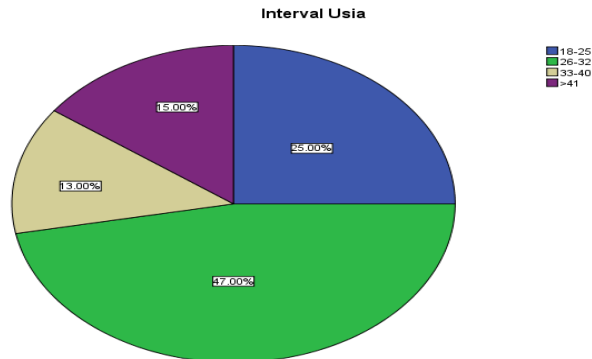
| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 36 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 37 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 38 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 40 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 41 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 38 |
| 42 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 47 |
| 43 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 44 | 4 | 5 | 5 | 2 | 4 | 4 | 5 | 5 | 2 | 5 | 41 |
| 45 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |
| 46 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 36 |
| 47 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 48 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 50 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 38 |
| 52 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 53 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 54 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 55 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 56 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 46 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 58 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 60 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| 61 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 62 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 46 |
| 63 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 41 |
| 64 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 65 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 66 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| 67 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 68 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |
| 69 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 44 |
| 70 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 71 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 72 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 48 |
| 73 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 39 |

| | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 74 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 37 |
| 75 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 43 |
| 76 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 45 |
| 77 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 41 |
| 78 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 41 |
| 79 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 80 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 44 |
| 81 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 82 | 4 | 3 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 3 | 41 |
| 83 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 44 |
| 84 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 85 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 43 |
| 86 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 46 |
| 87 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 44 |
| 88 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 37 |
| 89 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 37 |
| 90 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 40 |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 92 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 94 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 48 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 96 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 97 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 98 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 99 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 100 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |

A. Data Responden

1. Interval Usia

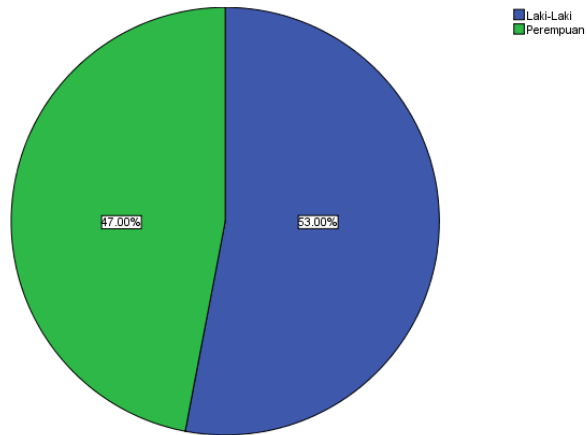
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 18-25 | 25 | 25.0 | 25.0 | 25.0 |
| | 26-32 | 47 | 47.0 | 47.0 | 72.0 |
| | 33-40 | 13 | 13.0 | 13.0 | 85.0 |
| | >41 | 15 | 15.0 | 15.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |



2. Jenis Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-Laki | 53 | 53.0 | 53.0 | 53.0 |
| | Perempuan | 47 | 47.0 | 47.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

Jenis Kelamin

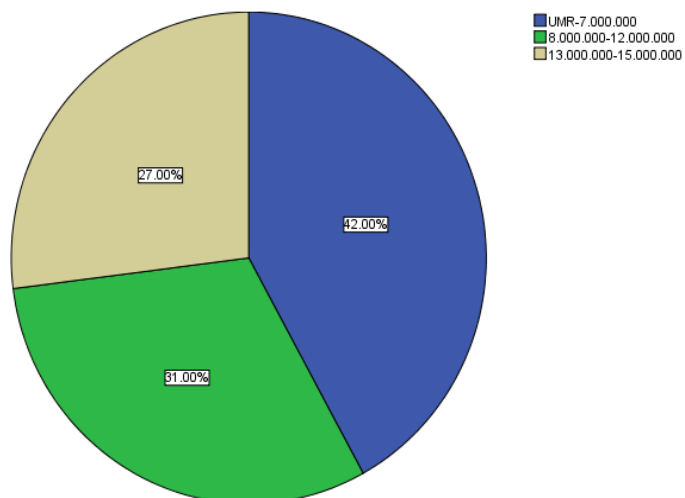


3. Penghasilan

Penghasilan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid UMR-7.000.000 | 42 | 42.0 | 42.0 | 42.0 |
| 8.000.000-12.000.000 | 31 | 31.0 | 31.0 | 73.0 |
| 13.000.000-15.000.000 | 27 | 27.0 | 27.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Penghasilan



B. Uji Validitas dan Reabilitas

1. Uji Validitas

a. Uji Validitas Harga

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|-------------------------------|-----------------------------------|--------------------------------------|--|
| X1.1 | 38.67 | 11.738 | .440 | .787 |
| X1.2 | 38.52 | 12.232 | .326 | .799 |
| X1.3 | 38.69 | 11.630 | .427 | .789 |
| X1.4 | 38.50 | 11.949 | .414 | .790 |
| X1.5 | 38.59 | 12.002 | .352 | .797 |
| X1.6 | 38.62 | 11.107 | .534 | .776 |
| X1.7 | 38.81 | 11.388 | .465 | .785 |
| X1.8 | 38.69 | 10.863 | .643 | .763 |
| X1.9 | 38.70 | 11.525 | .510 | .779 |
| X1.10 | 38.76 | 10.871 | .639 | .763 |

b. Uji Validitas Promosi

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|-------------------------------|-----------------------------------|--------------------------------------|--|
| X2.1 | 39.54 | 15.221 | .648 | .882 |
| X2.2 | 39.31 | 15.044 | .728 | .876 |
| X2.3 | 39.34 | 16.085 | .495 | .892 |
| X2.4 | 39.45 | 15.058 | .659 | .881 |
| X2.5 | 39.26 | 15.730 | .607 | .884 |
| X2.6 | 39.29 | 15.481 | .645 | .882 |
| X2.7 | 39.38 | 15.854 | .536 | .889 |
| X2.8 | 39.27 | 15.492 | .690 | .879 |
| X2.9 | 39.53 | 14.979 | .696 | .878 |
| X2.10 | 39.29 | 15.481 | .645 | .882 |

c. Uji Validitas Keputusan Pembelian

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y.1 | 38.78 | 10.658 | .425 | .751 |
| Y.2 | 38.86 | 10.687 | .349 | .761 |
| Y.3 | 38.85 | 10.513 | .377 | .758 |
| Y.4 | 38.77 | 9.957 | .585 | .730 |
| Y.5 | 38.77 | 10.603 | .420 | .752 |
| Y.6 | 38.81 | 10.559 | .330 | .766 |
| Y.7 | 38.84 | 10.964 | .311 | .765 |
| Y.8 | 38.79 | 10.046 | .546 | .735 |
| Y.9 | 38.72 | 10.224 | .535 | .737 |
| Y.10 | 38.80 | 10.162 | .498 | .741 |

2. Uji Reliabilitas

a. Uji Reliabilitas Harga

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .801 | 10 |

b. Uji Reliabilitas Promosi

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .893 | 10 |

c. Uji Reliabilitas Keputusan Pembelian

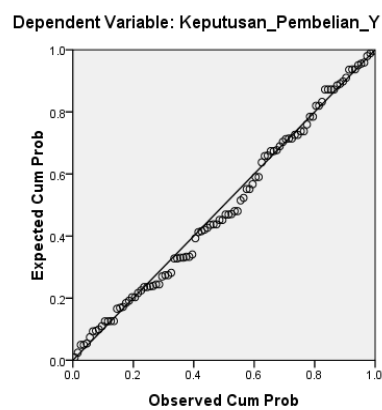
Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .769 | 10 |

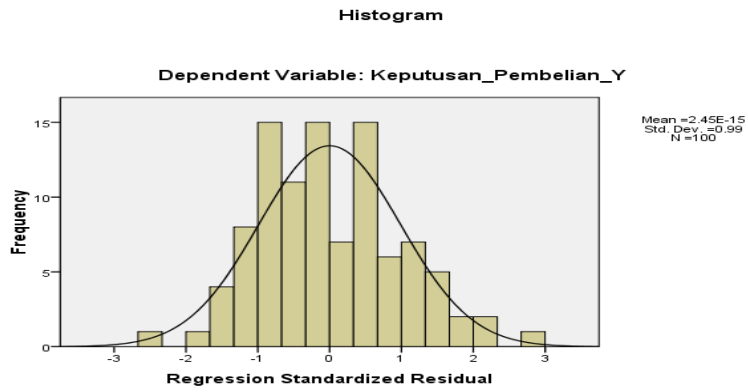
C. Uji Normalitas

1. P-Plots

Normal P-P Plot of Regression Standardized Residual



2. Histogram



D. Uji Koefisien Korelasi

Correlations

| | | Total_X1 | Total_X2 | Total_Y |
|----------|---------------------|----------|----------|---------|
| Total_X1 | Pearson Correlation | 1 | .570** | .760** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 100 | 100 | 100 |
| Total_X2 | Pearson Correlation | .570** | 1 | .752** |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 100 | 100 | 100 |
| Total_Y | Pearson Correlation | .760** | .752** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 100 | 100 | 100 |

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

E. Uji Koefisien Determinasi (R^2)

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .853 ^a | .728 | .723 | 1.867 |

a. Predictors: (Constant), Harga_X1, Promosi_X2

b. Dependent Variabel: Keputusan_Pembelian_Y

F. Uji Regresi Linear Berganda

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 6.214 | 2.312 | | 2.688 | .008 |
| Total_X1 | .467 | .061 | .492 | 7.631 | .000 |
| Total_X2 | .385 | .053 | .472 | 7.321 | .000 |

a. Dependent Variable:

Keputusan_Pembelian_Y

G. Uji Hipotesis

1. Uji T (Parsial)

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 6.214 | 2.312 | | 2.688 | .008 |
| Total_X1 | .467 | .061 | .492 | 7.631 | .000 |
| Total_X2 | .385 | .053 | .472 | 7.321 | .000 |

a. Dependent Variable:

Keputusan_Pembelian _Y

2. Uji F (Simultan)

ANOVA^b

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|---------|-------------------|
| Regression | 905.663 | 2 | 452.832 | 129.906 | .000 ^a |
| Residual | 338.127 | 97 | 3.486 | | |
| Total | 1243.790 | 99 | | | |

a. Predictors: (Constant), Total_X2, Total_X1

b. Dependent Variable:

Total_Y

H. Data Angket

1. Harga

Harga 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 8 | 8.0 | 8.0 | 8.0 |
| | Setuju | 56 | 56.0 | 56.0 | 64.0 |
| | Sangat Setuju | 36 | 36.0 | 36.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Harga 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 5 | 5.0 | 5.0 | 5.0 |
| | Setuju | 47 | 47.0 | 47.0 | 52.0 |
| | Sangat Setuju | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Harga 3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Ragu-Ragu | 8 | 8.0 | 8.0 | 9.0 |
| | Setuju | 55 | 55.0 | 55.0 | 64.0 |
| | Sangat Setuju | 36 | 36.0 | 36.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Harga 4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 4 | 4.0 | 4.0 | 4.0 |
| | Setuju | 47 | 47.0 | 47.0 | 51.0 |
| | Sangat Setuju | 49 | 49.0 | 49.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Harga 5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 8 | 8.0 | 8.0 | 8.0 |
| | Setuju | 48 | 48.0 | 48.0 | 56.0 |
| | Sangat Setuju | 44 | 44.0 | 44.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Harga 6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Ragu-Ragu | 8 | 8.0 | 8.0 | 9.0 |
| | Setuju | 48 | 48.0 | 48.0 | 57.0 |
| | Sangat Setuju | 43 | 43.0 | 43.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Harga 7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Ragu-Ragu | 10 | 10.0 | 10.0 | 12.0 |
| | Setuju | 60 | 60.0 | 60.0 | 72.0 |
| | Sangat Setuju | 28 | 28.0 | 28.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Harga 8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Ragu-Ragu | 7 | 7.0 | 7.0 | 8.0 |
| | Setuju | 57 | 57.0 | 57.0 | 65.0 |
| | Sangat Setuju | 35 | 35.0 | 35.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Harga 9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Ragu-Ragu | 5 | 5.0 | 5.0 | 6.0 |
| | Setuju | 62 | 62.0 | 62.0 | 68.0 |
| | Sangat Setuju | 32 | 32.0 | 32.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Harga 10

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Ragu-Ragu | 9 | 9.0 | 9.0 | 10.0 |
| Setuju | 60 | 60.0 | 60.0 | 70.0 |
| Sangat Setuju | 30 | 30.0 | 30.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

2. Promosi

Promosi 1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Ragu-Ragu | 9 | 9.0 | 9.0 | 10.0 |
| Setuju | 59 | 59.0 | 59.0 | 69.0 |
| Sangat Setuju | 31 | 31.0 | 31.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Promosi 2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Ragu-Ragu | 3 | 3.0 | 3.0 | 4.0 |
| Setuju | 48 | 48.0 | 48.0 | 52.0 |
| Sangat Setuju | 48 | 48.0 | 48.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Promosi 3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 6 | 6.0 | 6.0 | 6.0 |
| | Setuju | 48 | 48.0 | 48.0 | 54.0 |
| | Sangat Setuju | 46 | 46.0 | 46.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Promosi 4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Ragu-Ragu | 8 | 8.0 | 8.0 | 9.0 |
| | Setuju | 52 | 52.0 | 52.0 | 61.0 |
| | Sangat Setuju | 39 | 39.0 | 39.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Promosi 5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Ragu-Ragu | 1 | 1.0 | 1.0 | 2.0 |
| | Setuju | 47 | 47.0 | 47.0 | 49.0 |
| | Sangat Setuju | 51 | 51.0 | 51.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Promosi 6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Ragu-Ragu | 2 | 2.0 | 2.0 | 3.0 |
| Setuju | 48 | 48.0 | 48.0 | 51.0 |
| Sangat Setuju | 49 | 49.0 | 49.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Promosi 7

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Ragu-Ragu | 4 | 4.0 | 4.0 | 5.0 |
| Setuju | 53 | 53.0 | 53.0 | 58.0 |
| Sangat Setuju | 42 | 42.0 | 42.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Promosi 8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 3 | 3.0 | 3.0 | 3.0 |
| | Setuju | 47 | 47.0 | 47.0 | 50.0 |
| | Sangat Setuju | 50 | 50.0 | 50.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Promosi 9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Ragu-Ragu | 9 | 9.0 | 9.0 | 10.0 |
| | Setuju | 58 | 58.0 | 58.0 | 68.0 |
| | Sangat Setuju | 32 | 32.0 | 32.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Promosi 10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Ragu-Ragu | 2 | 2.0 | 2.0 | 3.0 |
| | Setuju | 48 | 48.0 | 48.0 | 51.0 |
| | Sangat Setuju | 49 | 49.0 | 49.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

3. Keputusan Pembelian

Keputusan Pembelian 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 5 | 5.0 | 5.0 | 5.0 |
| | Setuju | 57 | 57.0 | 57.0 | 62.0 |
| | Sangat Setuju | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Keputusan Pembelian 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Ragu-Ragu | 8 | 8.0 | 8.0 | 9.0 |
| | Setuju | 56 | 56.0 | 56.0 | 65.0 |
| | Sangat Setuju | 35 | 35.0 | 35.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Keputusan Pembelian 3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Ragu-Ragu | 9 | 9.0 | 9.0 | 10.0 |
| | Setuju | 53 | 53.0 | 53.0 | 63.0 |
| | Sangat Setuju | 37 | 37.0 | 37.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Keputusan Pembelian 4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Ragu-Ragu | 4 | 4.0 | 4.0 | 5.0 |
| Setuju | 55 | 55.0 | 55.0 | 60.0 |
| Sangat Setuju | 40 | 40.0 | 40.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Keputusan Pembelian 5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid Ragu-Ragu | 6 | 6.0 | 6.0 | 6.0 |
| Setuju | 54 | 54.0 | 54.0 | 60.0 |
| Sangat Setuju | 40 | 40.0 | 40.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Keputusan Pembelian 6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Ragu-Ragu | 11 | 11.0 | 11.0 | 12.0 |
| Setuju | 45 | 45.0 | 45.0 | 57.0 |
| Sangat Setuju | 43 | 43.0 | 43.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Keputusan Pembelian 7

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid Ragu-Ragu | 8 | 8.0 | 8.0 | 8.0 |
| Setuju | 57 | 57.0 | 57.0 | 65.0 |
| Sangat Setuju | 35 | 35.0 | 35.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Keputusan Pembelian 8

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Ragu-Ragu | 5 | 5.0 | 5.0 | 6.0 |
| Setuju | 55 | 55.0 | 55.0 | 61.0 |
| Sangat Setuju | 39 | 39.0 | 39.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Keputusan Pembelian 9

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Ragu-Ragu | 2 | 2.0 | 2.0 | 3.0 |
| Setuju | 54 | 54.0 | 54.0 | 57.0 |
| Sangat Setuju | 43 | 43.0 | 43.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Keputusan Pembelian 10

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Ragu-Ragu | 6 | 6.0 | 6.0 | 7.0 |
| Setuju | 54 | 54.0 | 54.0 | 61.0 |
| Sangat Setuju | 39 | 39.0 | 39.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

DAFTAR RIWAYAT HIDUP

Nama : Suryadi
Tempat Tanggal Lahir : Sungai Lumpur, 22 Juni 1997
Alamat : JL. Raya Peusar RT 008 RW 003 Kecamatan
Cikupa Kabupaten Tangerang Provinsi Banten
Nomor Telephone : 082114115667
E-mail : Suryadi.22061997@gmail.com

Riwayat Pendidikan

1. 2019-2023 : Sekolah Tinggi Ilmu Ekonomi Putra Perdana Indonesia
2. 2013-2016 : SMK Negeri 2 Tanjung Pandan
3. 2010-2013 : SMP Negeri 4 Membalong
4. 2004-2010 : SD Negeri 1 Cengal

Demikian Riwayat hidup saya buat dengan sebenarnya.

Tangerang, 30 Juli 2023

Suryadi