# Hasil Olah Data

**Frequency Table**

**X1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 5  33  188  46 272 | 1.8  12.1 69.1 16.9 100.0 | 1.8  12.1 69.1 16.9 100.0 | 1.8  14.0 83.1 100.0 |

**X2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 9  35  178  50 272 | 3.3  12.9 65.4 18.4 100.0 | 3.3  12.9 65.4 18.4 100.0 | 3.3  16.2  81.6 100.0 |

**X3**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 3  45  177  47 272 | 1.1  16.5 65.1 17.3 100.0 | 1.1  16.5 65.1 17.3 100.0 | 1.1  17.6 82.7 100.0 |

**X4**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.00  5.00  Total | 1 29  75  116  51 272 | .4  10.7 27.6 42.6 18.8 100.0 | .4  10.7 27.6 42.6 18.8 100.0 | .4  11.0 38.6  81.3 100.0 |

**X5**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 3  43  180  46 272 | 1.1  15.8 66.2  16.9 100.0 | 1.1  15.8 66.2  16.9 100.0 | 1.1  16.9  83.1 100.0 |

**X6**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 6  45  171  50 272 | 2.2  16.5 62.9 18.4 100.0 | 2.2  16.5 62.9 18.4 100.0 | 2.2  18.8  81.6 100.0 |

**X7**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.00  5.00  Total | 1 10  59  138  64 272 | .4  3.7  21.7 50.7  23.5 100.0 | .4  3.7  21.7 50.7  23.5 100.0 | .4  4.0  25.7  76.5 100.0 |

**X8**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.00  5.00  Total | 3 18  76  116  59 272 | 1.1  6.6  27.9 42.6 21.7 100.0 | 1.1  6.6  27.9 42.6 21.7 100.0 | 1.1  7.7  35.7  78.3 100.0 |

**X9**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.00  5.00  Total | 3 17  71  114  67 272 | 1.1 6.3  26.1 41.9 24.6 100.0 | 1.1 6.3  26.1 41.9 24.6 100.0 | 1.1 7.4  33.5 75.4 100.0 |

**X10**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 11  51  165  45 272 | 4.0  18.8 60.7  16.5 100.0 | 4.0  18.8 60.7  16.5 100.0 | 4.0  22.8 83.5 100.0 |

**X11**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 16  72  136  48 272 | 5.9  26.5 50.0  17.6 100.0 | 5.9  26.5 50.0  17.6 100.0 | 5.9  32.4  82.4 100.0 |

**X12**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 5  49  158  60 272 | 1.8  18.0 58.1 22.1 100.0 | 1.8  18.0 58.1 22.1 100.0 | 1.8  19.9 77.9 100.0 |

**X13**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 7  57  156  52 272 | 2.6  21.0 57.4 19.1 100.0 | 2.6  21.0 57.4 19.1 100.0 | 2.6  23.5  80.9 100.0 |

**X14**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 8  37  133  94 272 | 2.9  13.6 48.9 34.6 100.0 | 2.9  13.6 48.9 34.6 100.0 | 2.9  16.5  65.4 100.0 |

**X15**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 5  28  174  65 272 | 1.8  10.3 64.0 23.9 100.0 | 1.8  10.3 64.0 23.9 100.0 | 1.8  12.1 76.1 100.0 |

**X16**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.00  5.00  Total | 1 10  47  145  69 272 | .4  3.7  17.3 53.3 25.4 100.0 | .4  3.7  17.3 53.3 25.4 100.0 | .4  4.0  21.3 74.6 100.0 |

**X17**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 2  26  169  75 272 | .7  9.6  62.1  27.6 100.0 | .7  9.6  62.1  27.6 100.0 | .7  10.3  72.4 100.0 |

**X18**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 1  23  163  85 272 | .4  8.5  59.9 31.3 100.0 | .4  8.5  59.9 31.3 100.0 | .4  8.8  68.8 100.0 |

**X19**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.00  5.00  Total | 1  2  20  165  84 272 | .4  .7  7.4  60.7  30.9 100.0 | .4  .7  7.4  60.7  30.9 100.0 | .4  1.1  8.5  69.1 100.0 |

**X20**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 2  34  177  59 272 | .7  12.5 65.1 21.7 100.0 | .7  12.5 65.1 21.7 100.0 | .7  13.2 78.3 100.0 |

**X21**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 4.00  5.00  Total | 48  183  41 272 | 17.6 67.3 15.1 100.0 | 17.6 67.3 15.1 100.0 | 17.6 84.9 100.0 |

**X22**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 10  49  156  57 272 | 3.7  18.0 57.4 21.0 100.0 | 3.7  18.0 57.4 21.0 100.0 | 3.7  21.7 79.0 100.0 |

**X23**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 14  43  154  61 272 | 5.1  15.8 56.6  22.4 100.0 | 5.1  15.8 56.6  22.4 100.0 | 5.1  21.0  77.6 100.0 |

**X24**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 2  43  178  49 272 | .7  15.8 65.4 18.0 100.0 | .7  15.8 65.4 18.0 100.0 | .7  16.5 82.0 100.0 |

**X25**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 7  38  178  49 272 | 2.6  14.0 65.4 18.0 100.0 | 2.6  14.0 65.4 18.0 100.0 | 2.6  16.5 82.0 100.0 |

**X26**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 2  38  174  58 272 | .7  14.0 64.0 21.3 100.0 | .7  14.0 64.0 21.3 100.0 | .7  14.7  78.7 100.0 |

**X27**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 1  63  160  48 272 | .4  23.2 58.8  17.6 100.0 | .4  23.2 58.8  17.6 100.0 | .4  23.5  82.4 100.0 |

**X28**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 3  47  168  54 272 | 1.1  17.3 61.8 19.9 100.0 | 1.1  17.3 61.8 19.9 100.0 | 1.1  18.4 80.1 100.0 |

**X29**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 3  36  171  62 272 | 1.1  13.2 62.9 22.8 100.0 | 1.1  13.2 62.9 22.8 100.0 | 1.1  14.3 77.2 100.0 |

**X30**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 5  52  159  56 272 | 1.8  19.1 58.5 20.6 100.0 | 1.8  19.1 58.5 20.6 100.0 | 1.8  21.0  79.4 100.0 |

**X31**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 4.00  5.00  Total | 32  178  62 272 | 11.8 65.4 22.8 100.0 | 11.8 65.4 22.8 100.0 | 11.8  77.2 100.0 |

**X32**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 2  30  153  87 272 | .7  11.0 56.3 32.0 100.0 | .7  11.0 56.3 32.0 100.0 | .7  11.8 68.0 100.0 |

**X33**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 4  55  166  47 272 | 1.5  20.2 61.0 17.3 100.0 | 1.5  20.2 61.0 17.3 100.0 | 1.5  21.7 82.7 100.0 |

**Y1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 13  51  132  76 272 | 4.8  18.8 48.5 27.9 100.0 | 4.8  18.8 48.5 27.9 100.0 | 4.8  23.5  72.1 100.0 |

**Y2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 4.00  5.00  Total | 46  144  82 272 | 16.9 52.9 30.1 100.0 | 16.9 52.9 30.1 100.0 | 16.9  69.9 100.0 |

**Y3**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 1  33  173  65 272 | .4  12.1 63.6 23.9 100.0 | .4  12.1 63.6 23.9 100.0 | .4  12.5 76.1 100.0 |

**Y4**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.00  5.00  Total | 1  34  175  62 272 | .4  12.5 64.3 22.8 100.0 | .4  12.5 64.3 22.8 100.0 | .4  12.9 77.2 100.0 |

**Y5**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 4.00  5.00  Total | 51  143  78 272 | 18.8 52.6  28.7 100.0 | 18.8 52.6  28.7 100.0 | 18.8 71.3 100.0 |

# Lampiran 3: Uji Asumsi Klasik

**One-Sample Kolmogorov-Smirnov Test**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | X | Y |
| N  Normal Parametersa,b  Most Extreme  Differences  Kolmogorov-Smirnov Z  Asymp. Sig. (2-tailed) | Mean  Std. Deviation  Absolute Positive  Negative | 272 131.9007  13.81244 .069  .069 -.055  1.143 .146 | 272  20.4338  2.39527 .083  .083 -.083  1.367 .058 |

1. Test distribution is Normal.
2. Calculated from data.

**ANOVA Table**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | Sum of Squares | df | Mean Square | F | Sig. |
| Y \* X | Between Groups  Within Groups  Total | (Combined)  Linearity  Deviation from Linearity | 885.539  627.681  257.858  669.270 1554.809 | 60  1  59 211  271 | 14.759  627.681  4.370  3.172 | 4.653  197.888  1.378 | .000  .000  .053 |

**Coefficientsa**

|  |  |  |  |
| --- | --- | --- | --- |
| Model |  | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | X | 1.000 | 1.000 |

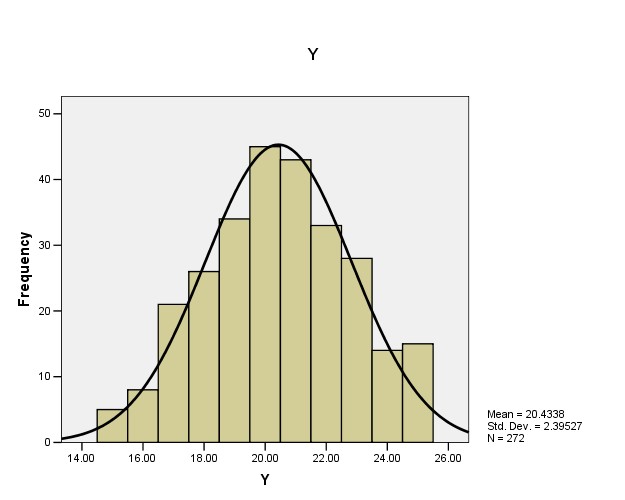
a. Dependent Variable: Y

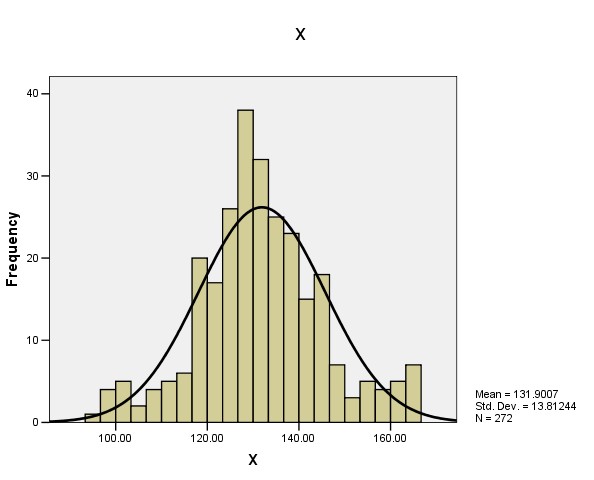
## Tabel 4.5 Hasil Uji Normalitas

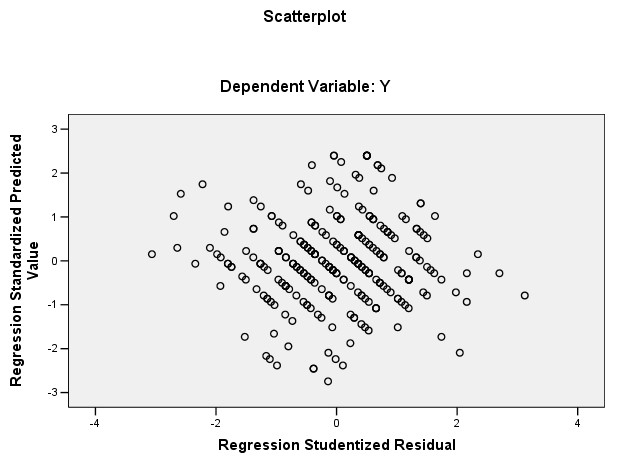
## Variabel *Integrated* Keputusan

### ***Marketing* Pembelian**

|  |  |  |
| --- | --- | --- |
|  | ***Communication*** |  |
| **Nilai signifikan** | 0.146 | 0.058 |







# Lampiran 4: Regresi Linier Sederhana

**Regression**

**Descriptive Statistics**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Mean | Std. Deviation | N |
| Y  X | 20.4338  131.9007 | 2.39527  13.81244 | 272  272 |

**Correlations**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Y | X |
| Pearson Correlation | Y  X | 1.000 .635 | .635  1.000 |
| Sig. (1-tailed) | Y  X | .  .000 | .000  . |
| N | Y  X | 272  272 | 272  272 |

**Variables Entered/Removedb**

|  |  |  |  |
| --- | --- | --- | --- |
| Model | Variables Entered | Variables  Removed | Method |
| 1 | Xa | . | Enter |

1. All requested variables entered.
2. Dependent Variable: Y

**Model Summaryb**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-  Watson |
| 1 | .635a | .404 | .401 | 1.85305 | 1.771 |

1. Predictors: (Constant), X
2. Dependent Variable: Y

**ANOVAb**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression  Residual  Total | 627.681  927.128 1554.809 | 1 270  271 | 627.681 3.434 | 182.794 | .000a |

1. Predictors: (Constant), X
2. Dependent Variable: Y

**Coefficientsa**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant)  X | 5.901 .110 | 1.081 .008 | .635 | 5.460  13.520 | .000  .000 |

a. Dependent Variable: Y

# Lampiran 5: Uji Validitas dan Reliabilitas

**Uji Validitas**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Item | r Hitung | Signifikansi | r tabel | Keterangan |
| X1 | 0.616 | 0.000 | 0.361 | Valid |
| X2 | 0.589 | 0.000 | 0.361 | Valid |
| X3 | 0.655 | 0.000 | 0.361 | Valid |
| X4 | 0.501 | 0.000 | 0.361 | Valid |
| X5 | 0.667 | 0.000 | 0.361 | Valid |
| X6 | 0.678 | 0.000 | 0.361 | Valid |
| X7 | 0.631 | 0.000 | 0.361 | Valid |
| X8 | 0.620 | 0.000 | 0.361 | Valid |
| X9 | 0.521 | 0.000 | 0.361 | Valid |
| X10 | 0.641 | 0.000 | 0.361 | Valid |
| X11 | 0.589 | 0.000 | 0.361 | Valid |
| X12 | 0.718 | 0.000 | 0.361 | Valid |
| X13 | 0.744 | 0.000 | 0.361 | Valid |
| X14 | 0.585 | 0.000 | 0.361 | Valid |
| X15 | 0.629 | 0.000 | 0.361 | Valid |
| X16 | 0.535 | 0.000 | 0.361 | Valid |
| X17 | 0.649 | 0.000 | 0.361 | Valid |
| X18 | 0.611 | 0.000 | 0.361 | Valid |
| X19 | 0.572 | 0.000 | 0.361 | Valid |
| X20 | 0.606 | 0.000 | 0.361 | Valid |
| X21 | 0.643 | 0.000 | 0.361 | Valid |
| X22 | 0.610 | 0.000 | 0.361 | Valid |
| X23 | 0.670 | 0.000 | 0.361 | Valid |
| X24 | 0.647 | 0.000 | 0.361 | Valid |
| X25 | 0.494 | 0.000 | 0.361 | Valid |
| X26 | 0.602 | 0.000 | 0.361 | Valid |
| X27 | 0.568 | 0.000 | 0.361 | Valid |
| X28 | 0.618 | 0.000 | 0.361 | Valid |
| X29 | 0.585 | 0.000 | 0.361 | Valid |
| X30 | 0.530 | 0.000 | 0.361 | Valid |
| X31 | 0.566 | 0.000 | 0.361 | Valid |
| X32 | 0.533 | 0.000 | 0.361 | Valid |
| X33 | 0.606 | 0.000 | 0.361 | Valid |
| Y1 | 0.521 | 0.000 | 0.361 | Valid |
| Y2 | 0.554 | 0.000 | 0.361 | Valid |
| Y3 | 0.502 | 0.000 | 0.361 | Valid |
| Y4 | 0.541 | 0.000 | 0.361 | Valid |
| Y5 | 0.450 | 0.000 | 0.361 | Valid |

## Uji Reliabilitas

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid  Excludeda  Total | 272 | 100,0 |
| 0 | ,0 |
| 272 | 100,0 |

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

## Reliability Statistics

|  |  |
| --- | --- |
| Cronbach‟s  Alpha | N of Items |
| ,946 | 33 |

## Reliability (Y)

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid  Excludeda  Total | 272 | 100,0 |
| 0 | ,0 |
| 272 | 100,0 |

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

## Reliability Statistics

|  |  |
| --- | --- |
| Cronbach‟s  Alpha | N of Items |
| ,748 | 5 |

|  |  |  |  |
| --- | --- | --- | --- |
| Variabel | Butir | Koefisien Alpha | Keterangan |
| *Integrated*  *Marketing*  *Communication* (X) | 33 | 0.946 | Reliabel |
| Keputusan  Pembelian (Y) | 5 | 0.748 | Reliabel |

# Lampiran 6: Tabel Frekuensi Variabel *Integrated Marketing Communication*

### **Table 4.5 Frekuensi Variabel *Integrated Marketing Communication* (X)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Item | 5 | | 4 | | 3 | | 2 | | 1 | | Jumlah | | Rata-rata |
| f | % | f | % | f | % | f | % | f | % | Jumlah | % |
| X1 | 46 | 16.91 | 188 | 69.12 | 33 | 12.13 | 5 | 1.84 | 0 | 0.00 | 272 | 100 | 4.01 |
| X2 | 50 | 18.38 | 178 | 65.44 | 35 | 12.87 | 9 | 3.31 | 0 | 0.00 | 272 | 100 | 3.99 |
| X3 | 47 | 17.28 | 177 | 65.07 | 45 | 16.54 | 3 | 1.10 | 0 | 0.00 | 272 | 100 | 3.99 |
| X4 | 51 | 18.75 | 116 | 42.65 | 75 | 27.57 | 29 | 10.66 | 1 | 0.37 | 272 | 100 | 3.69 |
| X5 | 46 | 16.91 | 180 | 66.18 | 43 | 15.81 | 3 | 1.10 | 0 | 0.00 | 272 | 100 | 3.99 |
| X6 | 50 | 18.38 | 171 | 62.87 | 45 | 16.54 | 6 | 2.21 | 0 | 0.00 | 272 | 100 | 3.97 |
| X7 | 64 | 23.53 | 138 | 50.74 | 59 | 21.69 | 10 | 3.68 | 1 | 0.37 | 272 | 100 | 3.93 |
| X8 | 59 | 21.69 | 116 | 42.65 | 76 | 27.94 | 18 | 6.62 | 3 | 1.10 | 272 | 100 | 3.77 |
| X9 | 67 | 24.63 | 114 | 41.91 | 71 | 26.10 | 17 | 6.25 | 3 | 1.10 | 272 | 100 | 3.83 |
| X10 | 45 | 16.54 | 165 | 60.66 | 51 | 18.75 | 11 | 4.04 | 0 | 0.00 | 272 | 100 | 3.90 |
| X11 | 48 | 17.65 | 136 | 50.00 | 72 | 26.47 | 16 | 5.88 | 0 | 0.00 | 272 | 100 | 3.79 |
| X12 | 60 | 22.06 | 158 | 58.09 | 49 | 18.01 | 5 | 1.84 | 0 | 0.00 | 272 | 100 | 4.00 |
| X13 | 52 | 19.12 | 156 | 57.35 | 57 | 20.96 | 7 | 2.57 | 0 | 0.00 | 272 | 100 | 3.93 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X14 | 94 | 34.56 | 133 | 48.90 | 37 | 13.60 | 8 | 2.94 | 0 | 0.00 | 272 | 100 | 4.15 |
| X15 | 65 | 23.90 | 174 | 63.97 | 28 | 10.29 | 5 | 1.84 | 0 | 0.00 | 272 | 100 | 4.10 |
| X16 | 69 | 25.37 | 145 | 53.31 | 47 | 17.28 | 10 | 3.68 | 1 | 0.37 | 272 | 100 | 4.00 |
| X17 | 75 | 27.57 | 169 | 62.13 | 26 | 9.56 | 2 | 0.74 | 0 | 0.00 | 272 | 100 | 4.17 |
| X18 | 85 | 31.25 | 163 | 59.93 | 23 | 8.46 | 1 | 0.37 | 0 | 0.00 | 272 | 100 | 4.22 |
| X19 | 84 | 30.88 | 165 | 60.66 | 20 | 7.35 | 2 | 0.74 | 1 | 0.37 | 272 | 100 | 4.21 |
| X20 | 59 | 21.69 | 177 | 65.07 | 34 | 12.50 | 2 | 0.74 | 0 | 0.00 | 272 | 100 | 4.08 |
| X21 | 41 | 15.07 | 183 | 67.28 | 48 | 17.65 | 0 | 0.00 | 0 | 0.00 | 272 | 100 | 3.97 |
| X22 | 57 | 20.96 | 156 | 57.35 | 49 | 18.01 | 10 | 3.68 | 0 | 0.00 | 272 | 100 | 3.96 |
| X23 | 61 | 22.43 | 154 | 56.62 | 43 | 15.81 | 14 | 5.15 | 0 | 0.00 | 272 | 100 | 3.96 |
| X24 | 49 | 18.01 | 178 | 65.44 | 43 | 15.81 | 2 | 0.74 | 0 | 0.00 | 272 | 100 | 4.01 |
| X25 | 49 | 18.01 | 178 | 65.44 | 38 | 13.97 | 7 | 2.57 | 0 | 0.00 | 272 | 100 | 3.99 |
| X26 | 58 | 21.32 | 174 | 63.97 | 38 | 13.97 | 2 | 0.74 | 0 | 0.00 | 272 | 100 | 4.06 |
| X27 | 48 | 17.65 | 160 | 58.82 | 63 | 23.16 | 1 | 0.37 | 0 | 0.00 | 272 | 100 | 3.94 |
| X28 | 54 | 19.85 | 168 | 61.76 | 47 | 17.28 | 3 | 1.10 | 0 | 0.00 | 272 | 100 | 4.00 |
| X29 | 62 | 22.79 | 171 | 62.87 | 36 | 13.24 | 3 | 1.10 | 0 | 0.00 | 272 | 100 | 4.07 |
| X30 | 56 | 20.59 | 159 | 58.46 | 52 | 19.12 | 5 | 1.84 | 0 | 0.00 | 272 | 100 | 3.98 |
| X31 | 62 | 22.79 | 178 | 65.44 | 32 | 11.76 | 0 | 0.00 | 0 | 0.00 | 272 | 100 | 4.11 |
| X32 | 87 | 31.99 | 153 | 56.25 | 30 | 11.03 | 2 | 0.74 | 0 | 0.00 | 272 | 100 | 4.19 |
| X33 | 47 | 17.28 | 166 | 61.03 | 55 | 20.22 | 4 | 1.47 | 0 | 0.00 | 272 | 100 | 3.94 |
|  |  |  |  | | | | | | |  |  |  | 4.00 |

Sumber : Data diolah peneliti (2019)

# Lampiran 7: Tabel Frekuensi Variabel Keputusan Pembelian

**Table 4.6 Frekuensi Variabel Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Item | 5 | |  | 4 | 3 | |  | 2 |  | 1 | Jumlah | | Rata-rata |
| f | % | f | % | f | % | f | % | f | % | Jumlah | % |
| Y1 | 76 | 27.94 | 132 | 48.53 | 51 | 18.75 | 13 | 4.78 | 0 | 0.00 | 272 | 100 | 4.00 |
| Y2 | 82 | 30.15 | 144 | 52.94 | 46 | 16.91 | 0 | 0.00 | 0 | 0.00 | 272 | 100 | 4.13 |
| Y3 | 65 | 23.90 | 173 | 63.60 | 33 | 12.13 | 1 | 0.37 | 0 | 0.00 | 272 | 100 | 4.11 |
| Y4 | 62 | 22.79 | 175 | 64.34 | 34 | 12.50 | 1 | 0.37 | 0 | 0.00 | 272 | 100 | 4.10 |
| Y5 | 78 | 28.68 | 143 | 52.57 | 51 | 18.75 | 0 | 0.00 | 0 | 0.00 | 272 | 100 | 4.10 |
|  |  | |  | | | | | | | |  |  | 4.09 |

Sumber : Data diolah Peneliti (2019)

# Lampiran 8: Persamaan Regresi

**Table 4.7 Rekapitulasi Hasil Regresi**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variabel**  **Terikat** | **Variabel**  **Bebas** | **Unstandardized**  **Coefficients** | | **Standardized**  **Coefficients** | **t** | **Sig.** |
| **B** | **Std. Error** | **Beta** |
| Y | (Constant) | 5.901 | 1.081 |  | 5.460 | 0.000 |
| X | 0.110 | 0.008 | 0.635 | 13.520 | 0.000 |
|  | | 0.635 | |  |  |  |
| R : | |
| R Square : | | 0.404 | |  |  |  |
| Adjusted R Square : | | 0.401 | |  |  |  |
| F hitung : | | 182.794 | | Ftabel : | 3.876 |  |
| Sig. F : | | 0.000 | | t Tabel : | 1.969 |  |