# Hasil Olah Data

**Frequency Table**

**X1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 53318846 272 | 1.812.1 69.1 16.9 100.0 | 1.812.1 69.1 16.9 100.0 | 1.814.0 83.1 100.0 |

**X2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 93517850 272 | 3.312.9 65.4 18.4 100.0 | 3.312.9 65.4 18.4 100.0 | 3.316.281.6 100.0 |

**X3**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 34517747 272 | 1.116.5 65.1 17.3 100.0 | 1.116.5 65.1 17.3 100.0 | 1.117.6 82.7 100.0 |

**X4**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.005.00Total | 1 297511651 272 | .410.7 27.6 42.6 18.8 100.0 | .410.7 27.6 42.6 18.8 100.0 | .411.0 38.681.3 100.0 |

**X5**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 34318046 272 | 1.115.8 66.216.9 100.0 | 1.115.8 66.216.9 100.0 | 1.116.983.1 100.0 |

**X6**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 64517150 272 | 2.216.5 62.9 18.4 100.0 | 2.216.5 62.9 18.4 100.0 | 2.218.881.6 100.0 |

**X7**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.005.00Total | 1 105913864 272 | .43.721.7 50.723.5 100.0 | .43.721.7 50.723.5 100.0 | .44.025.776.5 100.0 |

**X8**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.005.00Total | 3 187611659 272 | 1.16.627.9 42.6 21.7 100.0 | 1.16.627.9 42.6 21.7 100.0 | 1.17.735.778.3 100.0 |

**X9**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.005.00Total | 3 177111467 272 | 1.1 6.326.1 41.9 24.6 100.0 | 1.1 6.326.1 41.9 24.6 100.0 | 1.1 7.433.5 75.4 100.0 |

**X10**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 115116545 272 | 4.018.8 60.716.5 100.0 | 4.018.8 60.716.5 100.0 | 4.022.8 83.5 100.0 |

**X11**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 167213648 272 | 5.926.5 50.017.6 100.0 | 5.926.5 50.017.6 100.0 | 5.932.482.4 100.0 |

**X12**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 54915860 272 | 1.818.0 58.1 22.1 100.0 | 1.818.0 58.1 22.1 100.0 | 1.819.9 77.9 100.0 |

**X13**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 75715652 272 | 2.621.0 57.4 19.1 100.0 | 2.621.0 57.4 19.1 100.0 | 2.623.580.9 100.0 |

**X14**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 83713394 272 | 2.913.6 48.9 34.6 100.0 | 2.913.6 48.9 34.6 100.0 | 2.916.565.4 100.0 |

**X15**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 52817465 272 | 1.810.3 64.0 23.9 100.0 | 1.810.3 64.0 23.9 100.0 | 1.812.1 76.1 100.0 |

**X16**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.005.00Total | 1 104714569 272 | .43.717.3 53.3 25.4 100.0 | .43.717.3 53.3 25.4 100.0 | .44.021.3 74.6 100.0 |

**X17**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 22616975 272 | .79.662.127.6 100.0 | .79.662.127.6 100.0 | .710.372.4 100.0 |

**X18**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 12316385 272 | .48.559.9 31.3 100.0 | .48.559.9 31.3 100.0 | .48.868.8 100.0 |

**X19**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 2.00 3.00 4.005.00Total | 122016584 272 | .4.77.460.730.9 100.0 | .4.77.460.730.9 100.0 | .41.18.569.1 100.0 |

**X20**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 23417759 272 | .712.5 65.1 21.7 100.0 | .712.5 65.1 21.7 100.0 | .713.2 78.3 100.0 |

**X21**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 4.005.00Total | 4818341 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 4.005.00Total | 104915657 272 | 3.718.0 57.4 21.0 100.0 | 3.718.0 57.4 21.0 100.0 | 3.721.7 79.0 100.0 |

**X23**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 144315461 272 | 5.115.8 56.622.4 100.0 | 5.115.8 56.622.4 100.0 | 5.121.077.6 100.0 |

**X24**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 24317849 272 | .715.8 65.4 18.0 100.0 | .715.8 65.4 18.0 100.0 | .716.5 82.0 100.0 |

**X25**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 73817849 272 | 2.614.0 65.4 18.0 100.0 | 2.614.0 65.4 18.0 100.0 | 2.616.5 82.0 100.0 |

**X26**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 23817458 272 | .714.0 64.0 21.3 100.0 | .714.0 64.0 21.3 100.0 | .714.778.7 100.0 |

**X27**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 16316048 272 | .423.2 58.817.6 100.0 | .423.2 58.817.6 100.0 | .423.582.4 100.0 |

**X28**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 34716854 272 | 1.117.3 61.8 19.9 100.0 | 1.117.3 61.8 19.9 100.0 | 1.118.4 80.1 100.0 |

**X29**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 33617162 272 | 1.113.2 62.9 22.8 100.0 | 1.113.2 62.9 22.8 100.0 | 1.114.3 77.2 100.0 |

**X30**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 55215956 272 | 1.819.1 58.5 20.6 100.0 | 1.819.1 58.5 20.6 100.0 | 1.821.079.4 100.0 |

**X31**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 4.005.00Total | 3217862 272 | 11.8 65.4 22.8 100.0 | 11.8 65.4 22.8 100.0 | 11.877.2 100.0 |

**X32**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 23015387 272 | .711.0 56.3 32.0 100.0 | .711.0 56.3 32.0 100.0 | .711.8 68.0 100.0 |

**X33**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 45516647 272 | 1.520.2 61.0 17.3 100.0 | 1.520.2 61.0 17.3 100.0 | 1.521.7 82.7 100.0 |

**Y1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 135113276 272 | 4.818.8 48.5 27.9 100.0 | 4.818.8 48.5 27.9 100.0 | 4.823.572.1 100.0 |

**Y2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 4.005.00Total | 4614482 272 | 16.9 52.9 30.1 100.0 | 16.9 52.9 30.1 100.0 | 16.969.9 100.0 |

**Y3**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 13317365 272 | .412.1 63.6 23.9 100.0 | .412.1 63.6 23.9 100.0 | .412.5 76.1 100.0 |

**Y4**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 3.00 4.005.00Total | 13417562 272 | .412.5 64.3 22.8 100.0 | .412.5 64.3 22.8 100.0 | .412.9 77.2 100.0 |

**Y5**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 4.005.00Total | 5114378 272 | 18.8 52.628.7 100.0 | 18.8 52.628.7 100.0 | 18.8 71.3 100.0 |

# Lampiran 3: Uji Asumsi Klasik

**One-Sample Kolmogorov-Smirnov Test**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | X | Y |
| NNormal Parametersa,bMost ExtremeDifferencesKolmogorov-Smirnov ZAsymp. Sig. (2-tailed) | MeanStd. DeviationAbsolute PositiveNegative | 272 131.900713.81244 .069.069 -.0551.143 .146 | 27220.43382.39527 .083.083 -.0831.367 .058 |

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

**ANOVA Table**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | Sum of Squares | df | Mean Square | F | Sig. |
| Y \* X | Between GroupsWithin GroupsTotal | (Combined)LinearityDeviation from Linearity | 885.539627.681257.858669.270 1554.809 | 60159 211271 | 14.759627.6814.3703.172 | 4.653197.8881.378 | .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 |
| YX | 20.4338131.9007 | 2.3952713.81244 | 272272 |

**Correlations**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Y | X |
| Pearson Correlation | YX | 1.000 .635 | .6351.000 |
| Sig. (1-tailed) | YX | ..000 | .000. |
| N | YX | 272272 | 272272 |

**Variables Entered/Removedb**

|  |  |  |  |
| --- | --- | --- | --- |
| Model | Variables Entered | VariablesRemoved | 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 | RegressionResidualTotal | 627.681927.128 1554.809 | 1 270271 | 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 | 5.46013.520 | .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  |   |