

Lampiran 1

KUESIONER PENELITIAN**PETUNJUK PENGISIAN KUESIONER**

1. Bapak/ Ibu/ Sdr/ Sdri yang saya hormati, mohon kesediaanya untuk mengisi kuesioner ini dengan sejujur-jujurnya sesuai keadaan yang sebenarnya. Kuesioner ini disebarakan dalam rangka menyelesaikan skripsi saya yang berjudul :

“ ANALISIS PENGARUH MEGA MARKETING TERHADAP KEPUTUSAN PEMBELIAN ULANG KONSUMEN PADA HYPERMART PONOROGO “

2. Identitas Responden

Nama :

Alamat :

Umur :

- a. 17-20 tahun
- b. 21-25 tahun
- c. 26-30 tahun
- d. Diatas 30 tahun



3. Intensitas kunjungan di Hypermart Ponorogo :

- a. Baru pertama
- b. Jarang
- c. Kadang-kadang
- d. Sering

4. Jenis Kelamin : L / P

5. Pekerjaan :

- a. Pelajar/Mahasiswa
- b. Swasta/Wiraswasta
- c. PNS/TNI/POLRI
- d. Lain-lain

6. Penghasilan :

- a. \leq 1 juta
- b. 1 juta - 2 juta
- c. 2 juta – 3 juta
- d. \geq 3 juta



Peneliti sangat berterima kasih atas kesediaan Bapak/ Ibu/ Sdr/ Sdri dalam pengisian kuesioner tersebut.

Beri jawaban pertanyaan berikut sesuai dengan pendapat Anda, dengan cara tanda (√) pada kolom yang tersedia dengan memperhatikan nilai dan arti berikut ini :

1. Sangat tidak setuju (STS)
2. Tidak Setuju (TS)
3. Ragu-ragu (RG)
4. Setuju (S)
5. Sangat Setuju (SS)

Pertanyaan untuk variabel Produk (X_1)

NO.	PERTANYAAN	JAWABAN				
		SS	S	RG	TS	STS
1.	Produk yang ada di Hypermart Ponorogo jelas dan berkualitas					
2.	Produk yang ada di Hypermart Ponorogo lengkap dan beraneka ragam					
3.	Hypermart Ponorogo selalu menyediakan barang atau produk baru yang memiliki daya tarik pembeli					

Pertanyaan untuk variabel Harga (X_2)

NO.	PERTANYAAN	JAWABAN				
		SS	S	RG	TS	STS
1.	Harga di Hypermart Ponorogo bersaing ada yang murah dan ada yang mahal serta dapat dijangkau oleh kalangan masyarakat sesuai dengan pendapatan					
2.	Harga di Hypermart Ponorogo sesuai dengan manfaat dan kualitas produk					
3.	Pemberian harga spesial promo dan potongan harga (diskon) kepada konsumen Hypermart Ponorogo secara langsung					

Pertanyaan untuk variabel Saluran Distribusi (X_3)

NO.	PERTANYAAN	JAWABAN				
		SS	S	RG	TS	STS
1.	Penataan produk, display produk, layout produk di Hypermart Ponorogo mampu memudahkan konsumen dalam pengambilan barang					
2.	Lokasi Hypermart Ponorogo strategis dekat dengan keramaian lalu lintas					
3.	Lokasi Hypermart Ponorogo mudah dijangkau konsumen					

Pertanyaan untuk variabel Promosi (X_4)

NO.	PERTANYAAN	JAWABAN				
		SS	S	RG	TS	STS
1.	Sering mengetahui promosi Hypermart Ponorogo di media cetak, elektronik, internet, dll					
2.	Hypermart Ponorogo saat promosi selalu memberikan hadiah, bonus secara langsung kepada konsumen					
3.	Promosi yang ditawarkan Hypermart Ponorogo bervariasi					

Pertanyaan untuk variabel Hubungan masyarakat (X_5)

NO.	PERTANYAAN	JAWABAN				
		SS	S	RG	TS	STS
1.	Karyawan Hypermart Ponorogo bersikap ramah kepada konsumen					
2.	Pelayanan di Hypermart Ponorogo cepat, tanggap, dan mampu memahami konsumen					
3.	Hypermart Ponorogo selalu memberikan kesan baik terhadap konsumen					

Pertanyaan untuk variabel Kekuasaan(X_6)

NO.	PERTANYAAN	JAWABAN				
		SS	S	RG	TS	STS
1.	Hypermart Ponorogo memiliki citra dan etika yang baik terhadap konsumen					
2.	Hypermart Ponorogo mampu menguasai pasar dengan memiliki beberapa gerai di seluruh Indonesia dan mampu memilih supplier yang terpercaya untuk mendapatkan produk yang berkualitas					
3.	Hypermart Ponorogo mampu memenuhi kebutuhan konsumen					

Pertanyaan untuk variabel Keputusan pembelian ulang (Y)

NO.	PERTANYAAN	JAWABAN				
		SS	S	RG	TS	STS
1.	Saya cenderung ingin melakukan pembelian ulang di Hypermart Ponorogo					
2.	Saya akan berencana melakukan pembelian ulang di Hypermart Ponorogo dan mereferensikan ke orang lain					
3.	Saya tertarik akan melakukan pembelian ulang di Hypermart Ponorogo					

TABULASI DATA ANGKET RESPONDEN

Res.	X1			total x1	X2			total x2	X3			total x3	X4			total x4	X5			total x5	X6			total x6	Y			tot y
	x1. 1	x1. 2	x1. 3		x2. 1	x2. 2	x2. 3		x3. 1	x3. 2	x3. 3		x4. 1	x4. 2	x4. 3		x5. 1	x5. 2	x5. 3		x6. 1	x6. 2	x6. 3		y 1	y 2	y 3	
1	5	3	4	12	5	3	4	12	5	4	5	14	5	3	4	12	5	4	4	13	5	4	4	13	5	4	4	13
2	4	5	4	13	4	5	4	13	4	5	4	13	4	5	4	13	4	5	4	13	4	5	4	13	4	5	4	13
3	4	5	3	12	4	3	5	12	4	3	5	12	4	3	5	12	4	5	3	12	4	5	5	14	4	5	5	14
4	4	4	5	13	4	4	3	11	4	3	5	12	4	4	3	11	4	4	5	13	4	4	5	13	4	4	5	13
5	5	4	5	14	3	4	5	12	5	4	5	14	5	4	5	14	3	4	5	12	5	4	5	14	5	4	5	14
6	4	5	4	13	4	5	4	13	4	5	3	12	4	5	4	13	4	5	3	12	4	5	4	13	4	5	4	13
7	4	3	5	12	4	3	5	12	4	4	5	13	4	4	5	13	4	4	5	13	4	4	5	13	4	4	5	13
8	5	4	4	13	5	4	3	12	5	3	4	12	5	4	3	12	5	4	4	13	5	4	4	13	5	3	4	12
9	4	4	4	12	4	4	4	12	4	4	3	11	4	4	4	12	3	4	4	11	4	4	4	12	4	4	4	12
10	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	3	11	4	4	4	12	4	4	4	12
11	4	5	5	14	4	5	5	14	4	3	5	12	4	3	5	12	4	5	5	14	4	5	5	14	4	5	5	14
12	4	3	5	12	4	5	3	12	4	5	5	14	4	5	3	12	4	5	5	14	4	5	5	14	4	5	5	14
13	4	4	4	12	3	4	4	11	4	4	4	12	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12
14	5	4	4	13	5	4	4	13	5	4	3	12	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13
15	5	4	3	12	5	4	3	12	3	4	4	11	5	4	3	12	5	4	4	13	5	4	4	13	5	4	4	13
16	4	4	4	12	4	4	4	12	4	4	3	11	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
17	4	3	4	11	4	4	4	12	4	4	4	12	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12
18	4	4	4	12	4	3	4	11	4	4	3	11	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12
19	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13
20	4	5	4	13	3	5	4	12	4	5	4	13	4	5	3	12	4	5	4	13	4	5	4	13	4	5	4	13
21	4	4	4	12	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
22	4	4	4	12	4	3	4	11	4	4	4	12	4	4	3	11	4	4	4	12	4	4	4	12	4	4	4	12
23	4	4	4	12	4	4	4	12	4	4	3	11	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
24	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	3	12
25	4	4	4	12	4	4	4	12	4	3	4	11	4	4	3	11	4	4	4	12	4	4	4	12	4	4	4	12
26	5	5	5	15	5	3	5	13	5	5	5	15	5	5	5	15	5	3	5	13	5	5	5	15	5	5	5	15

27	4	4	4	12	4	4	4	12	4	4	4	12	4	4	3	11	4	4	4	12	4	4	4	12	4	4	4	12
28	4	4	3	11	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
29	5	5	5	15	5	3	5	13	5	5	5	15	5	5	3	13	5	5	5	15	5	5	5	15	5	5	5	15
30	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	3	11	4	4	4	12	4	4	4	12
31	4	5	4	13	3	5	4	12	4	3	4	11	4	5	3	12	4	5	4	13	4	5	4	13	4	5	4	13
32	5	3	4	12	5	4	3	12	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13
33	4	5	4	13	4	5	4	13	4	5	3	12	4	5	3	12	4	5	4	13	4	5	4	13	4	5	4	13
34	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12
35	4	3	5	12	4	4	5	13	4	3	5	12	4	4	3	11	4	4	5	13	4	4	5	13	4	4	5	13
36	5	4	5	14	5	4	5	14	5	4	5	14	5	4	5	14	5	4	5	14	5	4	5	14	5	4	5	14
37	4	5	4	13	4	3	4	11	4	5	4	13	4	5	3	12	4	5	4	13	4	5	4	13	4	5	4	13
38	4	4	5	13	4	4	5	13	4	4	5	13	4	4	5	13	4	4	5	13	4	4	5	13	4	4	5	13
39	5	4	4	13	5	4	4	13	5	3	4	12	5	4	4	13	5	3	4	12	5	4	4	13	5	4	4	13
40	4	4	3	11	4	4	3	11	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12	4	4	4	12
41	4	4	4	12	4	3	4	11	4	4	3	11	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
42	4	4	5	13	4	3	5	12	4	4	5	13	4	4	5	13	4	4	5	13	4	4	5	13	4	4	5	13
43	4	5	3	12	4	5	5	14	4	5	5	14	4	5	5	14	4	5	5	14	4	5	5	14	4	5	5	14
44	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
45	5	4	3	12	5	3	4	12	5	3	4	12	5	4	4	13	5	3	4	12	5	4	4	13	5	4	4	13
46	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13
47	4	3	4	11	4	4	4	12	4	4	3	11	4	3	4	11	4	4	4	12	4	4	4	12	4	4	4	12
48	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
49	4	4	4	12	4	4	4	12	4	4	3	11	3	4	4	11	4	4	4	12	4	4	4	12	4	4	4	12
50	5	4	4	13	5	3	4	12	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13
51	4	4	4	12	4	4	4	12	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12	4	4	4	12
52	4	4	4	12	4	3	4	11	4	3	4	11	4	4	4	12	4	3	4	11	4	4	4	12	4	3	4	11
53	4	4	4	12	4	4	3	11	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12	4	4	4	12
54	4	4	3	11	3	4	4	11	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
55	5	4	4	13	5	3	4	12	5	3	4	12	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13
56	4	4	4	12	4	4	4	12	4	4	4	12	4	4	3	11	4	4	4	12	4	4	4	12	4	4	4	12

57	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15	5	3	5	13	5	5	5	15	5	5	5	15
58	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
59	4	4	4	12	4	3	4	11	4	3	4	11	4	4	3	11	4	4	4	12	4	4	4	12	4	4	4	12
60	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	15
61	4	4	4	12	4	4	4	12	4	4	3	11	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
62	4	4	4	12	4	3	4	11	4	4	4	12	3	4	4	11	4	4	4	12	4	4	4	12	4	4	4	12
63	5	4	4	13	5	4	4	13	5	3	4	12	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13
64	4	5	4	13	4	5	4	13	4	3	4	11	4	5	4	13	4	3	4	11	4	5	4	13	4	5	4	13
65	4	5	5	14	4	3	5	12	4	5	5	14	4	3	5	12	4	5	5	14	4	5	5	14	4	5	5	14
66	4	4	5	13	4	4	5	13	4	4	3	11	4	4	3	11	4	4	5	13	4	4	5	13	4	4	5	13
67	5	4	3	12	5	3	5	13	5	4	5	14	5	4	5	14	5	4	5	14	5	4	5	14	5	4	5	14
68	4	4	4	12	4	4	4	12	4	3	4	11	4	3	4	11	4	3	4	11	4	4	4	12	4	4	4	12
69	4	4	5	13	4	3	5	12	4	4	5	13	4	4	5	13	4	4	5	13	4	4	5	13	4	4	5	13
70	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13	5	4	4	13
71	4	4	4	12	4	4	3	11	4	3	4	11	4	4	4	12	4	3	4	11	4	4	4	12	4	3	4	11
72	4	3	4	11	4	3	4	11	4	4	4	12	4	3	4	11	4	4	4	12	4	4	4	12	4	4	4	12



Lampiran III
HASIL OUTPUT SPSS

Frequency Table

Produk

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	51	70.8	70.8	70.8
	5	21	29.2	29.2	100.0
	Total	72	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	11.1	11.1	11.1
	4	49	68.1	68.1	79.2
	5	15	20.8	20.8	100.0
	Total	72	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	11.1	11.1	11.1
	4	48	66.7	66.7	77.8
	5	16	22.2	22.2	100.0
	Total	72	100.0	100.0	

totalx1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	6	8.3	8.3	8.3
	12	36	50.0	50.0	58.3
	13	22	30.6	30.6	88.9
	14	4	5.6	5.6	94.4
	15	4	5.6	5.6	100.0
Total		72	100.0	100.0	

Frequency Table
Harga

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	6.9	6.9	6.9
	4	47	65.3	65.3	72.2
	5	20	27.8	27.8	100.0
Total		72	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	22	30.6	30.6	30.6
	4	39	54.2	54.2	84.7
	5	11	15.3	15.3	100.0
Total		72	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	11.1	11.1	11.1
	4	47	65.3	65.3	76.4
	5	17	23.6	23.6	100.0
Total		72	100.0	100.0	

totalx2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	16	22.2	22.2	22.2
	12	34	47.2	47.2	69.4
	13	17	23.6	23.6	93.1
	14	3	4.2	4.2	97.2
	15	2	2.8	2.8	100.0
Total		72	100.0	100.0	

Frequency Table
Saluran Distribusi

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.4	1.4	1.4
	4	51	70.8	70.8	72.2
	5	20	27.8	27.8	100.0
Total		72	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	25.0	25.0	25.0
	4	42	58.3	58.3	83.3
	5	12	16.7	16.7	100.0
Total		72	100.0	100.0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	16.7	16.7	16.7
	4	41	56.9	56.9	73.6
	5	19	26.4	26.4	100.0
Total		72	100.0	100.0	

totalx3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	19	26.4	26.4	26.4
	12	29	40.3	40.3	66.7
	13	13	18.1	18.1	84.7
	14	7	9.7	9.7	94.4
	15	4	5.6	5.6	100.0
Total		72	100.0	100.0	

Frequency Table

Promosi

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.8	2.8	2.8
	4	49	68.1	68.1	70.8
	5	21	29.2	29.2	100.0
	Total	72	100.0	100.0	

x4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	13.9	13.9	13.9
	4	49	68.1	68.1	81.9
	5	13	18.1	18.1	100.0
	Total	72	100.0	100.0	

x4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	22.2	22.2	22.2
	4	42	58.3	58.3	80.6
	5	14	19.4	19.4	100.0
	Total	72	100.0	100.0	

totalx4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	16	22.2	22.2	22.2
	12	30	41.7	41.7	63.9
	13	19	26.4	26.4	90.3
	14	4	5.6	5.6	95.8
	15	3	4.2	4.2	100.0
Total		72	100.0	100.0	

Frequency Table
Hubungan Masyarakat

x5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.8	2.8	2.8
	4	50	69.4	69.4	72.2
	5	20	27.8	27.8	100.0
Total		72	100.0	100.0	

x5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	16.7	16.7	16.7
	4	47	65.3	65.3	81.9
	5	13	18.1	18.1	100.0
Total		72	100.0	100.0	

x5.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	5.6	5.6	5.6
	4	50	69.4	69.4	75.0
	5	18	25.0	25.0	100.0
Total		72	100.0	100.0	

totalx5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	11	15.3	15.3	15.3
	12	27	37.5	37.5	52.8
	13	26	36.1	36.1	88.9
	14	6	8.3	8.3	97.2
	15	2	2.8	2.8	100.0
Total		72	100.0	100.0	

Frequency Table
POWER

x6.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	51	70.8	70.8	70.8
	5	21	29.2	29.2	100.0
Total		72	100.0	100.0	

x6.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	56	77.8	77.8	77.8
	5	16	22.2	22.2	100.0
	Total	72	100.0	100.0	

x6.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	53	73.6	73.6	73.6
	5	19	26.4	26.4	100.0
	Total	72	100.0	100.0	

totalx6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	32	44.4	44.4	44.4
	13	28	38.9	38.9	83.3
	14	8	11.1	11.1	94.4
	15	4	5.6	5.6	100.0
	Total	72	100.0	100.0	

Frequency Table

KEPUTUSAN PEMBELIAN

y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	51	70.8	70.8	70.8
	5	21	29.2	29.2	100.0
	Total	72	100.0	100.0	

y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	4.2	4.2	4.2
	4	53	73.6	73.6	77.8
	5	16	22.2	22.2	100.0
Total		72	100.0	100.0	

y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.4	1.4	1.4
	4	52	72.2	72.2	73.6
	5	19	26.4	26.4	100.0
Total		72	100.0	100.0	

totaly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	2	2.8	2.8	2.8
	12	32	44.4	44.4	47.2
	13	26	36.1	36.1	83.3
	14	8	11.1	11.1	94.4
	15	4	5.6	5.6	100.0
Total		72	100.0	100.0	

Correlations Produk

Correlations

		x1.1	x1.2	x1.3	totalx1
x1.1	Pearson Correlation	1	-.002	.036	.510**
	Sig. (2-tailed)		.985	.764	.000
	N	72	72	72	72
x1.2	Pearson Correlation	-.002	1	.010	.605**
	Sig. (2-tailed)	.985		.935	.000
	N	72	72	72	72
x1.3	Pearson Correlation	.036	.010	1	.634**
	Sig. (2-tailed)	.764	.935		.000
	N	72	72	72	72
totalx1	Pearson Correlation	.510**	.605**	.634**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	72	72	72	72

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

Correlations Harga

Correlations

		x2.1	x2.2	x2.3	totalx2
x2.1	Pearson Correlation	1	-.180	.005	.475**
	Sig. (2-tailed)		.131	.964	.000
	N	72	72	72	72
x2.2	Pearson Correlation	-.180	1	-.133	.527**
	Sig. (2-tailed)	.131		.267	.000
	N	72	72	72	72
x2.3	Pearson Correlation	.005	-.133	1	.535**
	Sig. (2-tailed)	.964	.267		.000
	N	72	72	72	72
totalx2	Pearson Correlation	.475**	.527**	.535**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	72	72	72	72

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

Correlations hubungan masyarakat

Correlations

		x3.1	x3.2	x3.3	totalx3
x3.1	Pearson Correlation	1	.027	.234*	.571**
	Sig. (2-tailed)		.823	.048	.000
	N	72	72	72	72
x3.2	Pearson Correlation	.027	1	.053	.603**
	Sig. (2-tailed)	.823		.659	.000
	N	72	72	72	72
x3.3	Pearson Correlation	.234*	.053	1	.608**
	Sig. (2-tailed)	.048	.659		.000
	N	72	72	72	72
totalx3	Pearson Correlation	.571**	.613**	.708**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	72	72	72	72

*. Correlation is significant at the 0.05 level (2-tailed).

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

Correlations Promosi

Correlations

		x4.1	x4.2	x4.3	totalx4
x4.1	Pearson Correlation	1	.109	.152	.607**
	Sig. (2-tailed)		.363	.202	.000
	N	72	72	72	72
x4.2	Pearson Correlation	.109	1	-.188	.495**
	Sig. (2-tailed)	.363		.114	.000
	N	72	72	72	72
x4.3	Pearson Correlation	.152	-.188	1	.613**
	Sig. (2-tailed)	.202	.114		.000
	N	72	72	72	72
totalx4	Pearson Correlation	.657**	.495**	.613**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	72	72	72	72

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

Correlations place

Correlations

		x5.1	x5.2	x5.3	totalx5
x5.1	Pearson Correlation	1	-.108	.082	.601**
	Sig. (2-tailed)		.368	.495	.000
	N	72	72	72	72
x5.2	Pearson Correlation	-.108	1	.082	.654**
	Sig. (2-tailed)	.368		.492	.000
	N	72	72	72	72
x5.3	Pearson Correlation	.082	.082	1	.644**
	Sig. (2-tailed)	.495	.492		.000
	N	72	72	72	72
totalx5	Pearson Correlation	.501**	.614**	.644**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	72	72	72	72

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

Correlations Power

Correlations

		x6.1	x6.2	x6.3	totalx6
x6.1	Pearson Correlation	1	-.049	.101	.561**
	Sig. (2-tailed)		.683	.398	.000
	N	72	72	72	72
x6.2	Pearson Correlation	-.049	1	.362**	.638**
	Sig. (2-tailed)	.683		.002	.000
	N	72	72	72	72
x6.3	Pearson Correlation	.101	.362**	1	.641**
	Sig. (2-tailed)	.398	.002		.000
	N	72	72	72	72
totalx6	Pearson Correlation	.561**	.648**	.747**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	72	72	72	72

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

Correlations Keputusan Pembelian

Correlations

		y1	y2	y3	totaly
y1	Pearson Correlation	1	-.050	.049	.503**
	Sig. (2-tailed)		.675	.680	.000
	N	72	72	72	72
y2	Pearson Correlation	-.050	1	.358**	.693**
	Sig. (2-tailed)	.675		.002	.000
	N	72	72	72	72
y3	Pearson Correlation	.049	.358**	1	.731**
	Sig. (2-tailed)	.680	.002		.000
	N	72	72	72	72
totaly	Pearson Correlation	.503**	.693**	.731**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	72	72	72	72

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

Reliability

Scale: ALL VARIABLES Produk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.676	.630	4

Reliability

Scale: ALL VARIABLES Harga

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.576	.508	4

Reliability

Scale: ALL VARIABLES hubungan masyarakat

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.621	.699	4

Reliability

Scale: ALL VARIABEL PROMOTION

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.647	.639	4

Reliability

Scale: ALL VARIABLES Publik relation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.678	.634	4

Reliability

Scale: ALL VARIABLES Power

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.637	.623	4

Reliability

Scale: ALL VARIABLES Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.732	.711	4

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	totalx6, totalx2, totalx4, totalx5, totalx1, totalx3 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: totaly

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 ^a	.939	.933	.23438

a. Predictors: (Constant), totalx6, totalx2, totalx4, totalx5, totalx1, totalx3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.874	6	9.146	96.482	.000 ^a
	Residual	3.571	65	.055		
	Total	58.444	71			

a. Predictors: (Constant), totalx6, totalx2, totalx4, totalx5, totalx1, totalx3

b. Dependent Variable: totaly

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.295	.441		.668	.009
	Totalx5	8.003	.092	.968	16.057	.004
	totalx1	7.052	.082	.961	14.191	.001
	Totalx6	4.007	.086	.954	11.643	.000
	Totalx3	3.098	.089	.959	8.481	.000
	Totalx4	1.093	.062	.973	5.289	.005
	Totalx2	1.007	.086	.954	3.187	.000

a. Dependent Variable: totaly