

## LAMPIRAN

### LAMPIRAN 1

#### Lampiran 1 : Kuesioner Penelitian

#### KUESIONER

Kepada Responden Yang Terhormat,

Perkenalkan nama saya Putri Afsha Al Fathonah mahasiswa fakultas Ekonomi dan Bisnis Program Studi Manajemen Universitas Nasional. Dalam rangka penelitian mengenai **“PENGARUH KUALITAS PRODUK, HARGA, DAN PROMOSI TERHADAP TINGKAT PENJUALAN ANTAR TOKO PAKAIAN DI PASAR 16 ILIR PALEMBANG PADA MASA PANDEMI COVID-19”**.

Mohon ketersediaannya Saudara/i untuk mengisi kuesioner inidengan sebaik- baiknya serta sejujur-jujurnya. Informasi yang Saudara/i berikan merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan penelitian ini. Atas bantuan dan perhatiannya saya ucapkan terima kasih.

Hormat saya,

Putri Afsha Al Fathonah

### Bagian 1 : Petunjuk Pengisian Kuesioner

1. Isilah identitas Saudara/i dengan lengkap
2. Silahkan Saudara/i membaca dan memahami setiap pernyataan dalam kuesioner ini, pilihlah salah satu jawaban yang paling sesuai dengan memberikan tanda checklist (√) pada:

SS :Sangat Setuju

S : Setuju

RR :Ragu-ragu

TS : TidakSetuju

STS : Sangat TidakSetuju

3. Saudara/i diharapkan untuk mengisi semua pernyataan yang telah disediakan dalam kuesioner ini.

### Bagian 2 : Identitas Responden

1. Usia : a. 15– 25 c. 36 -45  
b. 26 – 35 d.>46
2. JenisKelamin :a. Laki-laki  
b. Perempuan
3. Penjualan Sebelum Pandemi :a. Rp. 0 – Rp. 5.000.000  
b. Rp. 5.100.000 – Rp.10.000.000  
c. Rp. 10.100.000 – Rp.15.000.000  
d. Rp. >15.000.000
4. Penjualan Pada Saat Pandemi : a. Rp. 0 – Rp. 10.000.000  
b. Rp. 10.100.000 – Rp.15.000.000  
c. Rp. 15.100.000 – Rp.20.000.000  
d. Rp. >20.000.000

## Pernyataan

### 1. Kualitas Produk (X1)

No	Pernyataan	Jawaban				
		SS	S	RR	TS	STS
1	Kinerja produk di toko pakaian saya sesuai dengan kualitas standar.					
2	Ciri-ciri keistimewaan tambahan di toko pakaian saya tidak memiliki kegagalan dalam menawarkan kepada konsumen.					
3	Kesesuaian dengan spesifikasi desain produksi produk di toko pakaian sesuai standar.					
4	Keandalan di toko pakaian saya menawarkan kelengkapan produk bagi pecinta fashion disemua kalangan.					
5	Daya tahan produk pakaian saya tidak mudah rusak.					
6	Estetika produk di toko pakaian saya sangat menarik untuk dilihat.					
7	Kualitas yang dipersepsikan di toko pakaian saya sesuai dengan karakteristik fashion disemua kalangan.					
8	Kemudahan perbaikan produk di toko pakaian saya.					

## 2. Harga(X2)

No	Pernyataan	Jawaban				
		SS	S	RR	TS	STS
1	Harga produk yang ditawarkan bervariasi.					
2	Harga produk yang ditawarkan kepada konsumen sangat terjangkau.					
3	Harga produk yang ditawarkan dapat bersaing dengan toko pakaian yang lainnya.					
4	Harga produk yang ditawarkan sesuai dengan manfaat yang diperoleh konsumen.					
5	Harga produk yang ditawarkan kepada konsumen sudah sesuai dengan kualitas.					

## 3. Promosi(X3)

No	Pernyataan	Jawaban				
		SS	S	RR	TS	STS
1	Toko pakaian saya sudah melakukan kualitas promosi yang cukup baik secara langsung dan memiliki ciri khas sendiri.					
2	Intensitas promosi di toko pakaian saya sudah sering dilakukan.					
3	Toko pakaian saya melakukan kuantitas promosi yang memadai kepada konsumen.					
4	Waktu promosi toko pakaian di lakukan setiap hari.					
5	Ketepatan atau kesesuaian sasaran promosi sudah tepat.					

#### 4. Variabel Tingkat Penjualan (Y)

No	Pernyataan	Jawaban				
		SS	S	RR	TS	STS
1	Toko pakaian saya memiliki kualitas produk yang baik.					
2	Harga di toko pakaian saya sesuai dengan target pasar.					
3	Promosi penjualan di toko pakaian saya sudah dilakukan dengan baik.					
4	Saluran distribusi di toko pakaian saya sudah berjalan dengan baik.					



## LAMPIRAN 2

### Lampiran 2 : Tabel Tabulasi

#### 1. Variabel Kualitas Produk

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTAL X1
1	5	4	4	5	4	4	4	3	33
2	4	3	3	4	4	4	4	3	29
3	3	2	4	2	2	2	2	4	21
4	4	4	5	3	5	5	5	4	35
5	5	5	5	5	5	5	5	5	40
6	2	2	3	2	3	4	4	3	23
7	4	4	3	4	3	3	3	4	28
8	3	2	3	2	2	2	3	4	21
9	4	4	3	4	3	3	4	3	28
10	3	3	2	2	3	2	2	3	20
11	4	4	4	4	2	4	4	4	30
12	2	2	3	3	4	2	2	2	20
13	4	4	4	4	4	3	4	3	30
14	3	3	3	3	3	2	3	3	23
15	3	3	2	3	2	2	3	3	21
16	4	4	3	4	3	4	4	4	30
17	2	2	1	2	2	2	2	3	16
18	4	4	3	3	4	2	2	2	24
19	3	3	2	3	2	2	3	2	20
20	4	4	4	3	3	3	3	3	27
21	4	4	4	4	4	4	4	5	33
22	3	2	4	3	3	2	2	3	22
23	3	3	2	3	3	3	2	3	22
24	2	2	2	3	3	3	2	2	19
25	4	4	5	4	4	4	5	5	35
26	5	5	5	5	5	5	5	3	38
27	5	5	5	5	5	5	5	3	38
28	4	4	3	4	4	4	3	3	29
29	3	3	2	3	3	3	2	3	22
30	5	5	4	5	5	5	4	5	38
31	2	2	2	4	2	1	2	2	17
32	5	5	5	5	5	5	5	4	39
33	2	2	4	2	2	2	4	3	21
34	3	3	2	3	3	3	3	3	23
35	3	2	2	2	1	2	2	3	17
36	2	2	2	2	3	2	2	3	18

37	5	5	4	5	5	5	4	4	37
38	4	4	3	4	2	2	3	4	26
39	3	2	2	2	2	2	2	3	18
40	3	4	5	4	4	4	4	4	32
41	3	3	2	2	1	2	2	3	18
42	3	3	2	3	3	3	3	3	23
43	3	3	3	3	2	2	3	4	23
44	4	4	4	4	4	4	4	5	33
45	4	4	4	4	4	4	4	5	33
46	4	4	5	4	4	4	5	5	35
47	3	3	3	3	3	3	3	3	24
48	2	2	2	3	3	1	2	3	18
49	4	3	3	4	3	4	2	4	27
50	2	2	2	3	1	3	1	2	16
51	4	4	5	4	4	4	5	5	35
52	4	3	4	3	4	3	3	4	28
53	4	4	4	4	4	4	4	4	32
54	3	3	4	3	3	3	4	4	27
55	5	5	5	5	5	5	5	4	39
56	2	2	2	4	2	1	3	3	19
57	5	5	3	5	5	5	3	4	35
58	4	4	3	4	4	4	3	4	30
59	4	4	3	4	4	4	3	3	29
60	2	2	2	2	2	4	1	1	16
61	4	4	4	4	4	4	4	4	32
62	5	5	5	5	5	5	5	5	40
63	4	4	4	4	4	4	4	4	32
64	4	4	4	4	4	4	4	3	31
65	3	3	3	3	3	3	3	3	24
66	2	2	2	3	1	2	3	3	18
67	3	3	5	3	3	3	5	5	30
68	5	5	3	5	5	5	3	3	34
69	4	4	3	3	3	3	3	4	27
70	3	3	3	3	3	4	4	3	26
71	4	4	3	4	4	4	3	3	29
72	4	4	2	4	4	4	2	1	25
73	5	5	2	5	5	5	2	5	34
74	4	4	4	4	4	4	4	3	31
75	3	3	4	3	3	3	4	3	26
76	1	2	2	1	2	2	3	2	15
77	4	4	3	4	4	4	4	5	32
78	5	5	4	5	5	5	4	4	37

79	4	4	4	4	4	4	4	4	32
80	3	2	4	2	2	4	2	2	21
81	3	3	3	3	4	4	4	3	27
82	4	5	3	4	4	4	3	4	31
83	3	3	5	3	3	3	5	5	30
84	5	5	3	5	5	5	3	3	34
85	3	3	3	3	3	3	3	4	25
86	5	5	5	5	5	5	5	4	39
87	4	4	3	4	4	4	3	5	31
88	5	5	4	5	5	5	4	4	37
89	4	4	4	4	4	4	4	3	31
90	3	2	2	3	2	2	2	3	19
91	3	3	3	3	3	4	3	3	25
92	3	3	2	3	3	4	4	3	25
93	4	4	4	4	4	2	3	3	28
94	2	2	4	2	4	4	3	3	24
95	3	3	3	3	3	4	4	4	27
96	3	3	4	3	4	4	4	3	28
97	3	3	4	4	4	4	4	3	29
98	3	3	3	3	3	3	4	3	25
99	4	5	5	4	4	5	5	4	36
100	4	5	4	5	4	5	4	5	36

## 2. Variabel Harga

No	X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL X2
1	4	4	4	5	5	22
2	5	5	5	5	4	24
3	4	3	2	2	3	14
4	4	5	5	4	4	22
5	5	5	5	5	5	25
6	3	2	3	3	3	14
7	4	3	3	3	4	17
8	3	3	3	3	3	15
9	4	1	4	4	4	17
10	2	3	4	2	2	13
11	2	4	4	4	4	18
12	3	3	3	3	3	15
13	3	4	3	3	4	17
14	3	3	4	3	2	15
15	2	2	3	3	3	13



16	3	4	3	4	4	18
17	2	2	2	3	3	12
18	4	4	4	2	2	16
19	2	2	4	2	3	13
20	4	3	4	4	4	19
21	5	5	5	3	3	21
22	2	3	3	2	2	12
23	4	4	4	3	3	18
24	2	2	2	3	3	12
25	4	5	4	4	4	21
26	4	3	4	5	5	21
27	4	4	4	5	5	22
28	4	3	4	3	3	17
29	3	4	4	3	3	17
30	4	4	4	5	5	22
31	1	2	3	2	2	10
32	5	5	4	5	5	24
33	2	2	2	2	3	11
34	3	3	4	4	4	18
35	3	2	3	2	2	12
36	3	3	4	3	2	15
37	5	5	5	5	5	25
38	3	4	4	2	3	16
39	2	2	2	2	3	11
40	4	4	4	4	3	19
41	2	2	2	3	1	10
42	1	3	3	3	3	13
43	3	3	2	2	3	13
44	3	4	5	5	5	22
45	3	3	3	4	3	16
46	4	5	4	4	4	21
47	5	3	3	3	3	17
48	2	1	3	2	2	10
49	3	3	4	3	2	15
50	2	1	3	2	2	10
51	5	5	5	5	5	25
52	4	3	3	3	3	16
53	4	4	4	4	4	20
54	2	3	2	2	2	11
55	4	5	4	4	4	21
56	2	2	4	2	2	12
57	4	3	4	4	4	19
58	4	3	4	4	4	19

59	2	3	4	4	4	17
60	3	2	2	3	1	11
61	4	3	2	2	4	15
62	5	4	5	4	4	22
63	4	4	4	4	4	20
64	3	3	4	4	4	18
65	2	4	2	2	2	12
66	3	2	2	3	4	14
67	3	3	3	3	3	15
68	5	5	3	3	5	21
69	3	4	5	4	4	20
70	4	3	3	3	3	16
71	3	3	4	3	3	16
72	2	3	1	2	2	10
73	4	4	4	4	3	19
74	4	4	4	4	3	19
75	3	3	3	2	3	14
76	2	2	2	1	1	8
77	4	4	4	4	5	21
78	5	1	5	3	4	18
79	4	4	4	4	4	20
80	2	3	4	2	2	13
81	3	2	2	2	3	12
82	3	4	5	4	4	20
83	5	4	5	4	5	23
84	2	2	4	3	3	14
85	3	3	3	3	4	16
86	4	5	5	5	5	24
87	2	3	2	4	5	16
88	5	1	5	3	4	18
89	4	3	5	4	4	20
90	2	2	2	2	3	11
91	3	3	3	3	4	16
92	3	4	4	2	3	16
93	3	3	2	4	3	15
94	3	4	4	4	4	19
95	3	4	4	4	4	19
96	4	3	3	4	3	17
97	4	4	4	4	4	20
98	3	3	3	3	2	14
99	5	5	5	5	5	25
100	5	5	4	5	5	24

### 3. Variabel Promosi

No	X3.1	X3.2	X3.3	X3.4	X3.5	TOTAL X3
1	5	5	5	5	4	24
2	5	4	5	4	4	22
3	3	2	2	2	2	11
4	5	5	4	5	4	23
5	5	5	5	5	5	25
6	3	3	4	4	3	17
7	4	4	4	4	3	19
8	3	2	2	2	2	11
9	4	4	4	4	4	20
10	2	3	2	2	2	11
11	4	4	4	4	3	19
12	2	2	4	2	3	13
13	3	4	3	4	4	18
14	4	4	4	4	4	20
15	4	4	4	4	3	19
16	5	4	4	4	3	20
17	2	3	2	2	3	12
18	4	4	4	4	4	20
19	3	2	3	2	3	13
20	4	4	4	4	5	21
21	4	4	5	5	4	22
22	3	3	4	2	2	14
23	4	3	3	3	3	16
24	2	2	2	2	3	11
25	5	5	5	4	5	24
26	4	3	3	4	3	17
27	5	5	3	4	5	22
28	4	4	3	3	3	17
29	3	3	4	4	4	18
30	5	4	4	4	4	21
31	3	2	3	2	2	12
32	1	1	5	4	5	16
33	2	3	3	3	2	13
34	3	3	4	4	4	18
35	2	2	2	2	2	10
36	2	3	3	3	2	13
37	5	5	5	4	5	24
38	3	3	2	3	3	14
39	2	3	4	3	3	15
40	4	4	4	4	4	20

41	3	2	2	1	2	10
42	3	3	3	2	3	14
43	3	2	2	2	4	13
44	5	5	5	4	5	24
45	4	4	5	4	4	21
46	4	4	5	5	5	23
47	3	3	3	4	4	17
48	2	2	2	1	4	11
49	4	3	4	3	3	17
50	3	2	1	2	2	10
51	4	4	5	5	4	22
52	3	3	4	3	4	17
53	3	3	3	3	3	15
54	3	3	2	2	2	12
55	5	5	5	4	5	24
56	3	3	3	1	2	12
57	5	5	3	4	5	22
58	4	4	3	4	4	19
59	3	3	4	4	4	18
60	1	1	2	2	2	8
61	3	3	3	3	3	15
62	1	1	5	4	5	16
63	3	3	3	4	4	17
64	3	3	4	4	4	18
65	2	2	5	3	4	16
66	3	2	1	2	2	10
67	2	2	4	3	3	14
68	4	4	4	3	4	19
69	4	4	4	3	3	18
70	3	3	3	3	2	14
71	3	3	3	3	3	15
72	3	3	2	2	3	13
73	4	4	3	4	4	19
74	3	3	4	3	3	16
75	4	4	5	4	4	21
76	2	2	1	2	2	9
77	4	4	4	4	4	20
78	5	5	5	4	4	23
79	5	5	4	4	3	21
80	2	2	3	3	3	13
81	2	2	3	3	2	12
82	4	5	3	5	4	21
83	5	5	4	4	5	23

84	3	3	3	3	3	15
85	4	4	4	4	2	18
86	4	4	4	5	5	22
87	5	5	3	3	4	20
88	5	5	5	5	4	24
89	4	3	3	3	3	16
90	4	2	3	4	3	16
91	3	1	3	1	1	9
92	4	3	4	3	3	17
93	3	3	3	3	3	15
94	3	3	3	3	2	14
95	3	2	3	2	3	13
96	3	3	3	3	4	16
97	3	4	4	4	4	19
98	3	3	3	3	3	15
99	5	4	4	5	5	23
100	4	5	5	4	5	23

#### 4. Variabel Tingkat Penjualan

No	Y1	Y2	Y3	Y4	TOTAL Y
1	5	4	4	4	17
2	4	4	5	4	17
3	2	4	2	3	11
4	4	4	3	4	15
5	5	5	5	5	20
6	2	3	3	3	11
7	3	3	4	3	13
8	3	3	2	3	11
9	4	3	4	3	14
10	2	2	4	2	10
11	5	4	5	4	18
12	3	3	2	3	11
13	4	4	3	4	15
14	3	4	4	4	15
15	4	3	2	3	12
16	5	5	5	5	20
17	3	2	2	2	9
18	4	3	4	4	15
19	3	3	4	3	13
20	4	4	4	4	16
21	4	4	5	4	17

22	3	3	3	3	12
23	4	4	4	4	16
24	4	2	2	2	10
25	5	4	5	4	18
26	4	3	3	4	14
27	5	5	4	5	19
28	4	4	3	3	14
29	2	3	3	3	11
30	4	5	5	5	19
31	3	2	2	2	9
32	4	4	5	4	17
33	4	2	2	2	10
34	4	3	4	3	14
35	3	2	2	2	9
36	2	3	3	3	11
37	5	5	5	5	20
38	3	4	4	4	15
39	2	2	3	2	9
40	4	5	5	5	19
41	3	2	2	2	9
42	3	3	3	3	12
43	3	2	3	2	10
44	4	5	5	5	19
45	3	3	3	3	12
46	5	5	5	5	20
47	4	4	4	4	16
48	2	2	2	2	8
49	4	3	3	3	13
50	3	2	2	2	9
51	5	4	4	4	17
52	5	4	4	4	17
53	4	3	4	3	14
54	3	2	3	2	10
55	5	4	4	4	17
56	2	3	2	3	10
57	4	4	5	4	17
58	2	4	4	4	14
59	4	4	4	4	16
60	2	2	2	2	8
61	4	3	4	3	14
62	5	4	5	4	18
63	3	5	3	5	16
64	4	4	3	4	15

65	2	3	4	3	12
66	3	2	2	2	9
67	3	3	4	3	13
68	3	4	4	4	15
69	4	3	3	3	13
70	4	4	3	4	15
71	4	4	4	4	16
72	3	3	2	3	11
73	3	3	4	3	13
74	4	3	3	3	13
75	3	3	4	3	13
76	2	2	2	2	8
77	4	5	5	5	19
78	4	5	4	5	18
79	4	5	5	5	19
80	3	4	4	3	14
81	3	2	3	2	10
82	5	5	4	5	19
83	4	5	5	5	19
84	3	4	4	4	15
85	3	3	4	3	13
86	5	5	5	5	20
87	3	4	4	3	14
88	4	4	4	4	16
89	3	4	4	3	14
90	3	3	3	3	12
91	3	3	3	3	12
92	4	4	4	4	16
93	3	3	4	3	13
94	3	4	4	3	14
95	3	4	4	4	15
96	4	4	4	4	16
97	5	4	4	4	17
98	3	3	3	3	12
99	5	5	5	5	20
100	4	4	5	4	17

### LAMPIRAN 3

#### Lampiran 3 : Tabel Output SPSS

##### A. Uji Validitas

##### 1. Kualitas Produk (X1)

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	Total_X1
X1_1	Pearson Correlation	1	.921**	.540**	.844**	.758**	.720**	.495**	.497**	.881**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_2	Pearson Correlation	.921**	1	.541**	.859**	.793**	.757**	.569**	.503**	.908**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_3	Pearson Correlation	.540**	.541**	1	.473**	.589**	.556**	.794**	.542**	.772**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_4	Pearson Correlation	.844**	.859**	.473**	1	.750**	.674**	.500**	.433**	.844**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_5	Pearson Correlation	.758**	.793**	.589**	.750**	1	.778**	.553**	.391**	.863**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_6	Pearson Correlation	.720**	.757**	.556**	.674**	.778**	1	.573**	.399**	.842**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_7	Pearson Correlation	.495**	.569**	.794**	.500**	.553**	.573**	1	.573**	.775**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_8	Pearson Correlation	.497**	.503**	.542**	.433**	.391**	.399**	.573**	1	.654**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Total_X1	Pearson Correlation	.881**	.908**	.772**	.844**	.863**	.842**	.775**	.654**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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



## 2. Harga (X2)

### Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	Total_X2
X2_1	Pearson Correlation	1	.539	.561	.583	.594	.807
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X2_2	Pearson Correlation	.539	1	.495	.592	.533	.781
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X2_3	Pearson Correlation	.561	.495	1	.598	.502	.771
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X2_4	Pearson Correlation	.583	.592	.598	1	.777	.871
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X2_5	Pearson Correlation	.594	.533	.502	.777	1	.838
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total_X2	Pearson Correlation	.807	.781	.771	.871	.838	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

## 3. Promosi

### Correlations

		X3_1	X3_2	X3_3	X3_4	X3_5	Total_X3
X3_1	Pearson Correlation	1	.851	.458	.590	.479	.813
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X3_2	Pearson Correlation	.851	1	.526	.687	.577	.877
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X3_3	Pearson Correlation	.458	.526	1	.703	.630	.793
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X3_4	Pearson Correlation	.590	.687	.703	1	.703	.881
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X3_5	Pearson Correlation	.479	.577	.630	.703	1	.808
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total_X3	Pearson Correlation	.813	.877	.793	.881	.808	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

#### 4. Tingkat Penjualan (Y)

Correlations

		Y_1	Y_2	Y_3	Y_4	Total_Y
Y_1	Pearson Correlation	1	.600	.555	.651	.787
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y_2	Pearson Correlation	.600	1	.738	.956	.933
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y_3	Pearson Correlation	.555	.738	1	.743	.864
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y_4	Pearson Correlation	.651	.956	.743	1	.948
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Total_Y	Pearson Correlation	.787	.933	.864	.948	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

#### B. Uji Reliability

Scale : All Variables

##### 1. Kualitas Produk (X1)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.929	8

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	24.12	33.480	.841	.914
X1_2	24.18	32.412	.874	.911
X1_3	24.31	34.176	.696	.924
X1_4	24.12	33.844	.793	.917
X1_5	24.23	32.583	.812	.915
X1_6	24.19	32.539	.780	.918
X1_7	24.28	34.183	.700	.924
X1_8	24.19	36.539	.563	.933

## 2. Harga (X2)

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.872	5

**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	13.58	11.519	.687	.848
X2_2	13.63	11.609	.644	.858
X2_3	13.36	12.031	.643	.858
X2_4	13.58	11.115	.789	.823
X2_5	13.49	11.242	.734	.836

## 3. Promosi (X3)

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.891	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3_1	13.57	12.429	.702	.875
X3_2	13.70	11.626	.793	.853
X3_3	13.52	12.656	.673	.881
X3_4	13.69	11.893	.806	.851
X3_5	13.60	12.687	.699	.875

**4. Tingkat Penjualan (Y)**

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.906	4

**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	10.65	7.280	.643	.927
Y_2	10.69	6.196	.875	.848
Y_3	10.59	6.467	.749	.895
Y_4	10.73	6.098	.903	.837

### C. Regression Linear Berganda

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Promosi (X3),Kualitas Produk (X1), Harga (X2) <sup>b</sup>		Enter

a. Dependent Variable: Tingkat Penjualan (Y)

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.888 <sup>a</sup>	.788	.781	1.56707

a. Predictors: (Constant), Promosi, (x3), Kualitas Produk (X1), Harga (X2)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	875.413	3	291.804	118.828	.000 <sup>b</sup>
	Residual	235.747	96	2.456		
	Total	1111.160	99			

a. Dependent Variable: Tingkat Penjualan (Y)

b. Predictors: (Constant), Promosi (X3), Kualitas Produk (X1), Harga (X2)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.294	.709		1.827	.071
	Kualitas Produk	.106	.046	.208	2.307	.023
	Harga	.341	.074	.425	4.596	.000
	Promosi	.249	.061	.321	4.054	.000

a. Dependent Variable: Tingkat Penjualan (Y)

## D. Uji Asumsi Klasik

### 1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.54314027
Most Extreme Differences	Absolute	.064
	Positive	.056
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

### 2. Uji Multikoleniaritas

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.294	.709		1.827	.071		
Total_X1	.106	.046	.208	2.307	.023	.272	3.681
Total_X2	.341	.074	.425	4.596	.000	.259	3.868
Total_X3	.249	.061	.321	4.054	.000	.353	2.834

a. Dependent Variable: Total\_Y

### 3. Uji Heteroskedastisitas

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.287	.419		.685	.495
Total_X1	.002	.027	.016	.082	.935
Total_X2	.011	.044	.048	.246	.806
Total_X3	.040	.036	.186	1.115	.268

a. Dependent Variable: Abs\_RES

### 4. Uji Auto Korelasi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.888 <sup>a</sup>	.788	.781	1.567	2.057

a. Predictors: (Constant), TOTAL\_X3, TOTAL\_X1, TOTAL\_X2

b. Dependent Variable: TOTAL\_Y





**LAMPIRAN 4**

















## LAMPIRAN 5

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