

KUESIONER PENELITIAN

I. Petunjuk pengisian

Responden yang terhormat, bersama ini saya mohon kesediaan saudara/i untuk mengisi data kuesioner yang diberikan, informasi yang anda berikan merupakan bantuan yang sangat berarti dalam menyelesaikan penyusunan skripsi saya. Oleh karena itu, kepada responden, saya sebagai penulis mengharapkan:

1. Saudara/i menjawab setiap pertanyaan dengan sejujur-jujurnya, dan perlu diketahui bahwa jawaban anda tidak berhubungan dengan benar atau salah.
2. Pilihlah jawaban dengan memberi tanda *checklist* (√) pada salah satu jawaban yang paling sesuai menurut saudara/i.
3. Setelah melakukan pengisian, mohon anda menyerahkan kepada pemberi kuesioner.

II. Identitas Responden

Nomor :

1. Nama :
2. Jenis Kelamin : a. Pria b. Wanita
3. Pendidikan terakhir?
 - a. SLTA
 - b. Diploma
 - c. Sarjana
4. Penghasilan per-bulan:

III. Keterangan Pengisian Lembar Pernyataan:

- SS = Sangat Setuju
 S = Setuju
 R = Ragu-ragu
 TS = Tidak setuju
 STS = Sangat Tidak Setuju

IV. Pertanyaan Mengenai Variabel

1. Pernyataan *Variable* Produk (X_1)

No	Pernyataan	SS	S	R	TS	STS
1.	Sepeda motor Honda Scopy mudah dipakai/dioperasikan.					
2.	Sepeda motor Honda Scopy memiliki banyak fitur suku cadangnya.					
3.	Sepeda motor Honda Scopy kemungkinan kecil mengalami kerusakan.					
4.	Sepeda motor Honda Scopy memiliki desain yang sesuai dengan spesifikasi penggunaannya.					
5.	Sepeda motor Honda Scopy merupakan sepeda motor yang tahan lama tidak mudah rusak.					
6.	Sepeda motor Honda Scopy nyaman ketika dikendarai.					
7.	Sepeda motor Honda Scopy memiliki desain model yang cantik dan stylis.					
8.	Sepeda motor Honda Scopy memiliki kualitas yang bagus.					

2. Pernyataan *Variable* Promosi (X_2)

No	Pernyataan	SS	S	R	TS	STS
1.	Informasi dari promosi sepeda motor Honda Scopy mudah dipahami.					
2.	Promosi sepeda motor Honda Scopy menggugah rasa keinginan saya untuk membelinya.					
3.	Promosi sepeda motor Honda Scopy mampu mengingatkan saya untuk membeli Scopy ketika ingin membeli motor matic.					

3. Pernyataan *Variable* Harga (X_3)

No	Pernyataan	SS	S	R	TS	STS
1.	Harga sepeda motor Honda Scopy menurut masih terjangkau meski agak mahal melihat banyaknya permintaan pasar.					
2.	Harga sepeda motor Honda Scopy menurut saya sudah sesuai dengan fitur yang dimilikinya.					

No	Pernyataan	SS	S	R	TS	STS
3.	Harga sepeda motor Honda Scopy menurut saya sudah diperhitungkan disesuaikan labanyan.					
4.	Harga sepeda motor Honda Scopy menurut saya masih bisa bersaing dengan sepeda motor setipe dari merek lain.					

4. Pernyataan *Variable Kepercayaan Keputusan Pembelian (Y)*

No	Pernyataan	SS	S	R	TS	STS
1.	Saya percaya dan membeli sepeda motor Honda Scopy karena produk dari Honda yang jelas kualitasnya.					
2.	Saya percaya dan membeli sepeda motor Honda Scopy karena selama ini produk honda yang saya miliki tidak mengecewakan.					
3.	Saya percaya dan membeli sepeda motor Honda Scopy karena sesuai dengan kebutuhan saya.					

Lampiran 2

DESKRIPSI RESPONDEN

No	Keterangan	Jumlah	Persentasi
1.	Jenis Kelamin:		
	c. Laki-laki	42	43.75
	d. Wanita	54	56.25
Jumlah		96	100
2.	Pendidikan Terakhir:		
	e. SMP	12	12.5
	f. SMA	29	30.2
	g. S1	49	51.04
	h. S2	6	6.25
Jumlah		96	100
3.	Penghasilan:		
	e. ≤ 1 Juta	17	17.7
	f. 2 – 5 Juta	57	59.4
	g. 6 – 10 Juta	19	19.8
	h. > 11 Juta	3	3.1
Jumlah		96	100

HASIL ANGKET PENELITIAN

1. Produk (X_1)

Resp	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{1.6}$	$X_{1.7}$	$X_{1.8}$	Skor
1	4	5	4	4	5	3	4	5	34
2	2	5	4	5	5	3	5	5	34
3	5	5	4	4	4	4	3	3	32
4	4	5	5	4	3	4	3	4	32
5	4	4	4	4	5	4	5	5	35
6	3	4	3	3	4	3	5	5	30
7	2	3	3	3	5	3	5	5	29
8	4	4	4	4	5	3	5	5	34
9	5	5	5	4	5	4	5	4	37
10	5	4	5	4	4	4	4	4	34
11	5	5	4	4	4	5	4	4	35
12	5	5	4	4	5	5	5	5	38
13	5	5	5	4	5	4	5	5	38
14	4	5	5	5	5	5	5	5	39
15	5	5	5	5	5	5	5	5	40
16	3	4	3	3	4	3	4	4	28
17	3	4	4	3	4	3	4	4	29
18	4	4	4	4	4	4	4	4	32
19	3	4	4	3	4	3	4	4	29
20	3	3	3	4	4	2	4	4	27
21	3	3	3	3	4	2	4	4	26
22	5	5	5	4	4	5	4	4	36
23	4	4	4	5	3	4	4	3	31
24	4	4	4	4	5	4	5	4	34
25	4	4	4	4	3	4	3	4	30
26	4	4	3	5	3	4	3	4	30
27	4	3	3	5	4	4	4	4	31
28	3	3	3	2	4	3	4	4	26
29	4	3	2	2	4	3	4	4	26
30	4	5	5	5	4	5	4	4	36
31	5	5	5	5	4	5	4	4	37
32	5	5	5	5	3	5	3	4	35
33	3	2	2	3	3	3	3	4	23

Resp	X _{1.1}	X _{1.2}	X _{1.3}	X _{1.4}	X _{1.5}	X _{1.6}	X _{1.7}	X _{1.8}	Skor
72	4	4	4	3	5	5	5	3	33
73	4	4	4	4	4	4	4	4	32
74	3	3	3	4	5	4	5	3	30
75	4	4	4	4	4	4	4	4	32
76	4	4	4	4	4	4	4	4	32
77	3	3	4	3	5	3	5	4	30
78	4	4	4	5	5	5	5	4	36
79	5	5	4	4	5	5	5	5	38
80	4	5	4	4	4	4	4	4	33
81	5	5	5	4	2	4	5	5	35
82	4	4	4	4	2	4	4	4	30
83	2	3	3	3	4	3	4	4	26
84	4	3	5	4	4	4	4	4	32
85	4	4	5	4	5	4	4	5	35
86	4	4	3	4	4	3	4	4	30
87	5	4	3	4	4	5	4	4	33
88	2	5	4	4	3	3	4	4	29
89	3	4	3	5	4	4	3	3	29
90	4	4	4	4	3	4	4	3	30
91	2	3	4	3	3	3	3	3	24
92	4	4	4	5	3	4	3	4	31
93	2	3	4	5	2	2	4	4	26
94	3	3	3	5	4	3	4	4	29
95	4	5	4	5	3	4	4	4	33
96	5	5	4	4	5	5	5	4	37

2. Promosi (X₂)

Resp	X _{2.1}	X _{2.2}	X _{2.3}	Skor
1	4	4	4	12
2	5	4	5	14
3	4	4	5	13
4	3	4	2	9
5	4	4	4	12
6	3	4	3	10
7	3	4	3	10
8	4	4	4	12
9	5	5	5	15

Resp	X_{2.1}	X_{2.2}	X_{2.3}	Skor
10	4	4	4	12
11	4	4	4	12
12	4	4	4	12
13	5	5	5	15
14	5	5	5	15
15	5	5	5	15
16	3	4	3	10
17	3	4	3	10
18	4	4	4	12
19	3	4	3	10
20	4	4	4	12
21	4	4	4	12
22	5	5	5	15
23	3	4	4	11
24	2	2	4	8
25	4	2	4	10
26	3	4	4	11
27	5	5	5	15
28	3	4	3	10
29	2	3	3	8
30	5	5	5	15
31	5	5	5	15
32	5	5	5	15
33	3	4	3	10
34	5	4	4	13
35	3	4	3	10
36	5	5	5	15
37	5	5	5	15
38	2	3	3	8
39	3	4	3	10
40	5	5	5	15
41	5	5	5	15
42	4	4	4	12
43	5	4	4	13
44	5	4	4	13
45	5	5	5	15
46	5	4	4	13
47	5	5	5	15

Resp	X_{2.1}	X_{2.2}	X_{2.3}	Skor
48	5	5	5	15
49	5	5	5	15
50	4	5	4	13
51	3	4	3	10
52	5	5	5	15
53	2	3	3	8
54	5	5	5	15
55	5	5	5	15
56	4	5	5	14
57	5	4	4	13
58	5	4	5	14
59	5	5	5	15
60	5	5	5	15
61	4	4	4	12
62	5	4	4	13
63	5	4	4	13
64	5	5	5	15
65	5	5	5	15
66	5	4	5	14
67	4	4	4	12
68	4	4	5	13
69	4	4	4	12
70	3	4	3	10
71	5	5	5	15
72	3	4	4	11
73	4	2	4	10
74	4	4	4	12
75	2	2	4	8
76	4	4	4	12
77	3	4	3	10
78	5	5	5	15
79	4	4	4	12
80	4	4	4	12
81	5	5	5	15
82	4	4	4	12
83	3	4	3	10
84	4	4	4	12
85	4	4	4	12

Resp	X_{2.1}	X_{2.2}	X_{2.3}	Skor
86	4	4	4	12
87	4	4	4	12
88	3	4	4	11
89	4	4	5	13
90	4	4	4	12
91	4	3	4	11
92	4	4	4	12
93	5	4	4	13
94	4	5	5	14
95	5	4	5	14
96	3	4	3	10

3. Harga (X₃)

Resp	X_{3.1}	X_{3.2}	X_{3.3}	X_{3.4}	Skor
1	4	5	5	4	18
2	4	4	5	4	17
3	4	4	3	4	15
4	4	4	4	4	16
5	5	5	5	5	20
6	4	4	4	4	16
7	4	5	5	4	18
8	4	4	5	4	17
9	4	5	5	4	18
10	5	5	5	5	20
11	4	4	4	4	16
12	5	5	5	5	20
13	3	3	4	3	13
14	5	5	5	5	20
15	5	5	5	5	20
16	5	4	4	5	18
17	4	4	4	4	16
18	4	4	4	4	16
19	5	4	4	5	18
20	4	4	4	4	16
21	4	4	4	4	16
22	4	4	4	4	16
23	4	4	4	4	16
24	4	4	5	4	17
25	4	3	4	4	15

Resp	X_{3.1}	X_{3.2}	X_{3.3}	X_{3.4}	Skor
26	4	3	4	4	15
27	4	4	4	4	16
28	5	5	4	5	19
29	4	4	4	4	16
30	4	4	5	4	17
31	4	4	4	4	16
32	4	3	4	3	14
33	4	4	4	4	16
34	4	4	4	4	16
35	5	5	5	5	20
36	4	4	5	4	17
37	4	4	5	4	17
38	4	4	4	4	16
39	4	4	4	4	16
40	5	4	4	4	17
41	4	4	4	4	16
42	4	4	4	4	16
43	4	4	4	4	16
44	4	4	4	4	16
45	4	4	4	4	16
46	4	4	4	4	16
47	4	5	5	5	19
48	4	4	5	4	17
49	4	4	3	4	15
50	4	4	4	4	16
51	5	5	5	5	20
52	4	4	4	4	16
53	4	5	5	5	19
54	4	4	5	4	17
55	4	4	4	4	16
56	4	3	4	3	14
57	4	4	4	4	16
58	4	4	4	4	16
59	4	5	5	5	19
60	4	4	5	5	18
61	4	4	3	3	14
62	4	4	4	4	16
63	5	5	5	5	20
64	4	4	4	4	16
65	4	5	5	5	19

Resp	X_{3.1}	X_{3.2}	X_{3.3}	X_{3.4}	Skor
66	4	4	5	5	18
67	4	5	5	5	19
68	5	5	5	5	20
69	3	3	4	4	14
70	3	4	4	4	15
71	5	5	5	5	20
72	5	5	5	5	20
73	5	5	4	4	18
74	5	5	5	5	20
75	5	4	4	4	17
76	4	4	4	4	16
77	4	4	5	5	18
78	5	5	5	5	20
79	5	5	5	5	20
80	5	5	4	4	18
81	5	5	5	5	20
82	4	4	4	4	16
83	4	4	4	4	16
84	4	4	4	4	16
85	4	4	4	4	16
86	4	4	4	4	16
87	4	4	4	4	16
88	4	4	4	4	16
89	4	3	3	3	13
90	5	4	4	4	17
91	3	4	3	3	13
92	3	4	3	3	13
93	4	4	4	4	16
94	4	4	4	4	16
95	4	4	4	4	16
96	4	4	5	5	18

4. Kepercayaan Keputusan Pembelian (Y)

Resp	Y₁	Y₂	Y₃	Skor
1	4	4	4	12
2	4	5	5	14
3	4	5	4	13
4	4	2	4	10
5	4	4	4	12
6	4	3	3	10

Resp	Y₁	Y₂	Y₃	Skor
7	4	3	3	10
8	4	4	4	12
9	5	5	4	14
10	4	4	4	12
11	4	4	4	12
12	4	4	4	12
13	5	5	4	14
14	5	5	5	15
15	5	5	5	15
16	4	3	3	10
17	4	3	3	10
18	4	4	4	12
19	4	3	3	10
20	4	4	4	12
21	4	4	3	11
22	5	5	4	14
23	4	4	5	13
24	2	4	4	10
25	2	4	4	10
26	4	4	5	13
27	5	5	5	15
28	4	3	2	9
29	3	3	2	8
30	5	5	5	15
31	5	5	5	15
32	5	5	5	15
33	4	3	3	10
34	4	4	3	11
35	4	3	3	10
36	5	5	5	15
37	5	5	5	15
38	3	3	2	8
39	4	3	2	9
40	5	5	4	14
41	5	5	5	15
42	4	4	4	12
43	4	4	4	12
44	4	4	4	12
45	5	5	4	14
46	4	4	5	13

Resp	Y₁	Y₂	Y₃	Skor
47	5	5	5	15
48	5	5	5	15
49	5	5	5	15
50	5	4	4	13
51	4	3	3	10
52	5	5	5	15
53	3	3	2	8
54	5	5	5	15
55	5	5	5	15
56	5	5	5	15
57	4	4	5	13
58	4	5	5	14
59	5	5	4	14
60	5	5	4	14
61	4	4	4	12
62	4	4	5	13
63	4	4	4	12
64	5	5	5	15
65	5	5	5	15
66	4	5	5	14
67	4	4	4	12
68	4	5	5	14
69	4	4	4	12
70	4	3	2	9
71	5	5	5	15
72	4	4	3	11
73	2	4	4	10
74	4	4	4	12
75	2	4	4	10
76	4	4	4	12
77	4	3	3	10
78	5	5	5	15
79	4	4	4	12
80	4	4	4	12
81	5	5	4	14
82	4	4	4	12
83	4	3	3	10
84	4	4	4	12
85	4	5	4	13
86	4	3	3	10

Resp	Y₁	Y₂	Y₃	Skor
87	4	5	4	13
88	4	5	5	14
89	4	4	3	11
90	4	4	4	12
91	3	3	3	9
92	4	4	2	10
93	3	4	3	10
94	4	3	3	10
95	4	3	4	11
96	4	4	5	13

DISTRIBUSI FREKUENSI

1. Produk (X₁)

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
X1.1	96	2	5	386	4,02	,984
X1.2	96	2	5	406	4,23	,814
X1.3	96	2	5	398	4,15	,846
X1.4	96	2	5	392	4,08	,867
X1.5	96	2	5	400	4,17	,816
X1.6	96	2	5	385	4,01	,888
X1.7	96	3	5	405	4,22	,668
X1.8	96	3	5	405	4,22	,619
Valid N (listwise)	96					

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	10,4	10,4	10,4
3	15	15,6	15,6	26,0
4	34	35,4	35,4	61,5
5	37	38,5	38,5	100,0
Total	96	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	20	20,8	20,8	21,9
4	31	32,3	32,3	54,2
5	44	45,8	45,8	100,0
Total	96	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4,2	4,2	4,2
3	16	16,7	16,7	20,8
4	38	39,6	39,6	60,4
5	38	39,6	39,6	100,0
Total	96	100,0	100,0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6,3	6,3	6,3
3	14	14,6	14,6	20,8
4	42	43,8	43,8	64,6
5	34	35,4	35,4	100,0
Total	96	100,0	100,0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3,1	3,1	3,1
3	16	16,7	16,7	19,8
4	39	40,6	40,6	60,4
5	38	39,6	39,6	100,0
Total	96	100,0	100,0	

X1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5,2	5,2	5,2
3	22	22,9	22,9	28,1
4	36	37,5	37,5	65,6
5	33	34,4	34,4	100,0
Total	96	100,0	100,0	

X1.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	13	13,5	13,5	13,5
4	49	51,0	51,0	64,6
5	34	35,4	35,4	100,0
Total	96	100,0	100,0	

X1.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	10,4	10,4	10,4
4	55	57,3	57,3	67,7
5	31	32,3	32,3	100,0
Total	96	100,0	100,0	

2. Promosi (X₂)**Descriptive Statistics**

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
X2.1	96	2	5	394	4,10	,900
X2.2	96	2	5	402	4,19	,701
X2.3	96	2	5	401	4,18	,754
Valid N (listwise)	96					

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5,2	5,2	5,2
3	19	19,8	19,8	25,0
4	33	34,4	34,4	59,4
5	39	40,6	40,6	100,0
Total	96	100,0	100,0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4,2	4,2	4,2
3	4	4,2	4,2	8,3
4	58	60,4	60,4	68,8

5	30	31,3	31,3	100,0
Total	96	100,0	100,0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	17	17,7	17,7	18,8
4	42	43,8	43,8	62,5
5	36	37,5	37,5	100,0
Total	96	100,0	100,0	

3. Harga (X₃)**Descriptive Statistics**

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
X3.1	96	3	5	402	4,19	,509
X3.2	96	3	5	403	4,20	,555
X3.3	96	3	5	413	4,30	,583
X3.4	96	3	5	404	4,21	,560
Valid N (listwise)	96					

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	5	5,2	5,2	5,2
4	68	70,8	70,8	76,0
5	23	24,0	24,0	100,0
Total	96	100,0	100,0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	7,3	7,3	7,3
4	63	65,6	65,6	72,9
5	26	27,1	27,1	100,0
Total	96	100,0	100,0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	6	6,3	6,3	6,3
4	55	57,3	57,3	63,5
5	35	36,5	36,5	100,0
Total	96	100,0	100,0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	7,3	7,3	7,3
4	62	64,6	64,6	71,9
5	27	28,1	28,1	100,0
Total	96	100,0	100,0	

4. Kepercayaan Keputusan Pembelian (Y)**Descriptive Statistics**

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Y1	96	2	5	400	4,17	,706
Y2	96	2	5	398	4,15	,781
Y3	96	2	5	383	3,99	,900
Valid N (listwise)	96					

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4,2	4,2	4,2
3	5	5,2	5,2	9,4
4	58	60,4	60,4	69,8
5	29	30,2	30,2	100,0
Total	96	100,0	100,0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	20	20,8	20,8	21,9
4	39	40,6	40,6	62,5

5	36	37,5	37,5	100,0
Total	96	100,0	100,0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	7,3	7,3	7,3
3	18	18,8	18,8	26,0
4	40	41,7	41,7	67,7
5	31	32,3	32,3	100,0
Total	96	100,0	100,0	

UJI VALIDITAS DAN RELIABILITAS

1. Produk (X₁)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	29,07	13,079	,689	,724	,773
X1.2	28,86	13,824	,737	,662	,768
X1.3	28,95	13,734	,718	,620	,770
X1.4	29,01	14,516	,558	,479	,794
X1.5	28,93	16,489	,270	,453	,833
X1.6	29,08	13,530	,708	,723	,771
X1.7	28,88	16,974	,278	,561	,827
X1.8	28,88	16,932	,321	,427	,822

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,818	,809	8

2. Promosi (X₂)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	8,36	1,666	,819	,689	,728
X2.2	8,28	2,457	,651	,435	,878
X2.3	8,29	2,125	,767	,637	,775

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,860	,861	3

3. Harga (X₃)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	12,71	2,251	,624	,466	,859
X3.2	12,70	1,981	,751	,571	,809
X3.3	12,59	2,033	,656	,527	,850
X3.4	12,69	1,880	,825	,685	,777

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,863	,863	4

4. Kepercayaan Keputusan Pembelian (Y)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	8,14	2,476	,548	,325	,853
Y2	8,16	1,902	,780	,623	,624
Y3	8,31	1,733	,696	,566	,721

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,813	,815	3

UJI ASUMSI KLASIK

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,82259105
Most Extreme Differences	Absolute	,089
	Positive	,079
	Negative	-,089
Test Statistic		,089
Asymp. Sig. (2-tailed)		,061 ^c

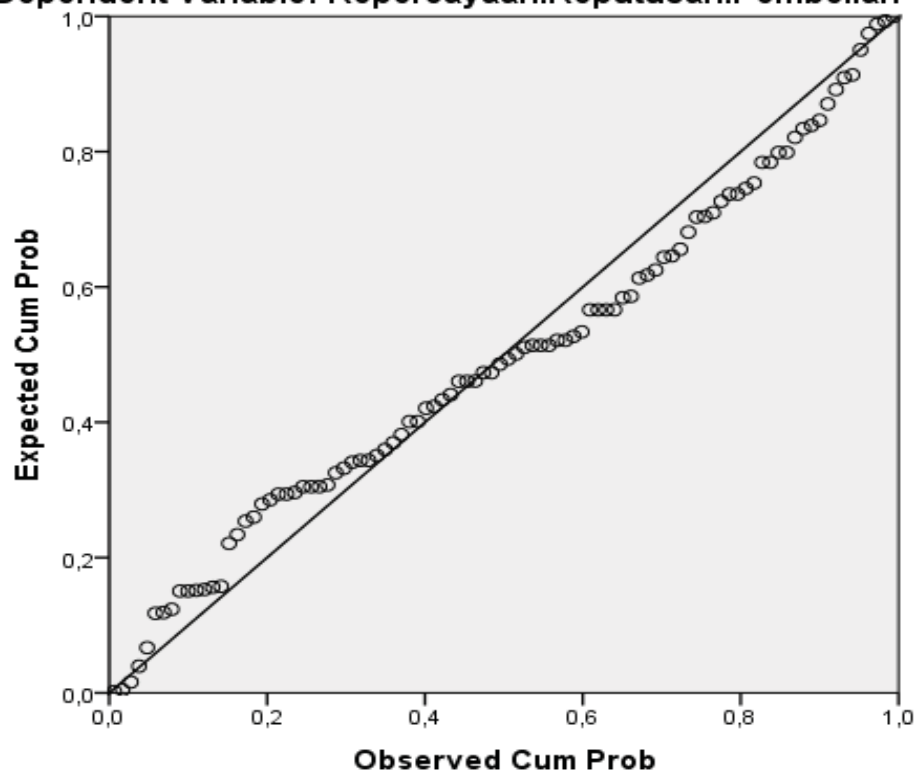
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kepercayaan.Keputusan.Pembelian



2. Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepercayaan.Keputusan.Pembelian * Produk	Between Groups	(Combined)	287,524	16	17,970	12,822	,000
		Linearity	262,397	1	262,397	187,230	,000
		Deviation from Linearity	25,127	15	1,675	1,195	,293
	Within Groups		110,716	79	1,401		
Total			398,240	95			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepercayaan.Keputusan.Pembelian * Promosi	Between Groups	(Combined)	314,935	7	44,991	47,527	,000
		Linearity	302,000	1	302,000	319,022	,000
		Deviation from Linearity	12,935	6	2,156	2,277	,053
	Within Groups		83,305	88	,947		
Total			398,240	95			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepercayaan.Keputusan.Pembelian * Harga	Between Groups	(Combined)	33,971	7	4,853	1,172	,327
		Linearity	2,740	1	2,740	,662	,418
		Deviation from Linearity	31,231	6	5,205	1,257	,285
	Within Groups		364,269	88	4,139		
Total			398,240	95			

3. Uji Multikolinieritas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Produk	,430	2,326
	Promosi	,467	2,141
	Harga	,849	1,178

a. Dependent Variable:
Kepercayaan.Keputusan.Pembelian

4. Uji Heteroskedastisitas

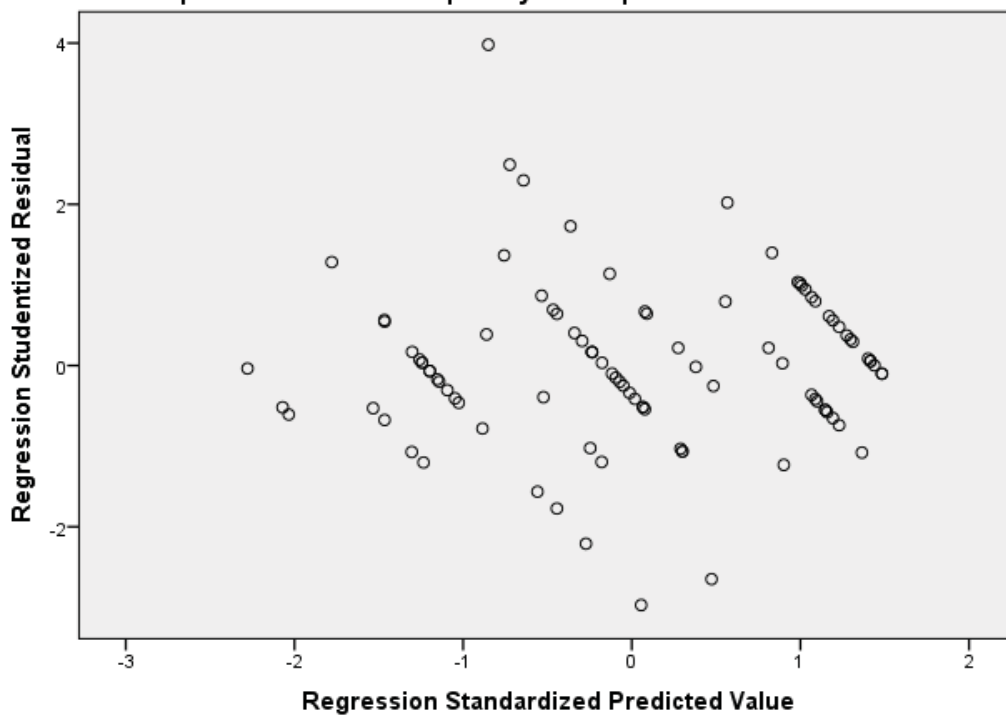
Correlations

			Produk	Promosi	Harga	Unstandardized Residual
Spearman's rho	Produk	Correlation Coefficient	1,000	,725**	,294**	,026
		Sig. (2-tailed)	.	,000	,004	,803
		N	96	96	96	96
	Promosi	Correlation Coefficient	,725**	1,000	,022	,072
		Sig. (2-tailed)	,000	.	,833	,484
		N	96	96	96	96
	Harga	Correlation Coefficient	,294**	,022	1,000	-,022
		Sig. (2-tailed)	,004	,833	.	,831
		N	96	96	96	96
	Unstandardized Residual	Correlation Coefficient	,026	,072	-,022	1,000
		Sig. (2-tailed)	,803	,484	,831	.
		N	96	96	96	96

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

Scatterplot

Dependent Variable: Kepercayaan.Keputusan.Pembelian



UJI HIPOTESIS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-,520	,940		-,553	,582
	Produk	,196	,030	,416	6,511	,000
	Promosi	,567	,060	,579	9,447	,000
	Harga	-,042	,050	-,039	-,847	,399

a. Dependent Variable: Kepercayaan.Keputusan.Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	333,957	3	111,319	159,318	,000 ^b
	Residual	64,282	92	,699		
	Total	398,240	95			

a. Dependent Variable: Kepercayaan.Keputusan.Pembelian

b. Predictors: (Constant), Harga, Promosi, Produk

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,916 ^a	,839	,833	,836

a. Predictors: (Constant), Harga, Promosi, Produk