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Lampiran 1. Kuesioner Penelitian**KUESIONER**

Dengan Hormat,

Bersama ini penulis memohon kesediaan Bapak/Ibu/Saudara untuk mengisi kuisisioner penelitian dengan judul “Analisis Pengaruh Harga, Kualitas Produk dan Promosi terhadap Keputusan Pembelian Sepeda Motor Honda Vario 150 cc (Studi Kasus pada Konsumen PT. Honda Motor cabang Pengambiran)”.

Kuisisioner ini ditujukan kepada konsumen PT. Honda Motor cabang Pengambiran yang membeli Sepeda Motor Honda Vario 150 cc. Informasi dan data yang anda isi digunakan oleh peneliti sebagai penyusunan tugas riset pemasaran. Untuk itu, diharapkan saudara bersedia meluangkan waktu untuk mengisi daftar pertanyaan dan pernyataan dari kuisisioner ini. Atas kesediaannya saya ucapkan terima kasih, semoga penelitian ini bermanfaat bagi kita semua.

Jakarta, Agustus 2019

Hormat Saya,

Purwadi Nurantoro
NPK : 211100040

(Lanjutan Lampiran 1)

I. Identitas Responden

Nama responden :

Usia : < 25th > 25thJenis Kelamin : Pria Wanita**II. Petunjuk Pengisian Kuesioner**

Anda diminta untuk memilih salah satu dari beberapa alternatif jawaban yang tersedia dengan cara memberikan tanda ceklis (\checkmark). Dalam skala ini tidak ada penilaian benar atau salah, jawaban yang baik adalah yang sesuai dengan diri anda.

| Adapun jawaban yang tersedia yaitu: | Bobot Nilai |
|---|--------------------|
| SS : Sangat Setuju dengan pernyataan | 4 |
| S : Setuju dengan pernyataan | 3 |
| TS : Tidak Setuju dengan pernyataan | 2 |
| STS : Sangat Tidak Setuju dengan pernyataan | 1 |

Contoh Pengisian

| No | Pernyataan | SS 4 | S 3 | TS 2 | STS 1 |
|-----------|--|-----------------|----------------|-----------------|------------------|
| 1 | Honda adalah merek sepeda motor favorit saya | | \checkmark | | |

(Lanjutan Lampiran 1)

Harga (X₁)

| No | Pernyataan | Tingkat | | | |
|----|---|---------|--------|---------|----------|
| | | SS 4 | S 3 | TS 2 | STS 1 |
| 1 | Harga honda yang ditawarkan dapat terjangkau oleh semua lapisan konsumen dibanding produk Lain | | | | |
| 2 | Harga sepeda motor honda relatif murah pada saat proses DP (<i>down payment</i>) | | | | |
| 3 | Konsumen setuju dengan harga barang dan mampu untuk membeli produk Honda Vario 150 cc | | | | |
| 4 | Pelanggan puas karena merasakan antara harga dengan kualitas barang honda vario 150 cc | | | | |
| 5 | Biaya yang dikeluarkan untuk membeli produk yang ditawarkan sesuai dengan manfaat yang di berikan Honda | | | | |

Kualitas Produk (X₂)

| No | Pernyataan | Tingkat | | | |
|----|---|---------|--------|---------|----------|
| | | SS 4 | S 3 | TS 2 | STS 1 |
| 1 | Akselerasi motor Honda Vario 150 cc sangat cepat dibanding motor lain di kelasnya | | | | |
| 2 | Kemudahan mencari suku cadang asli mudah di dapat di dealer resmi/ bengkel terdekat | | | | |
| 3 | Sepeda motor Honda Vario 150 cc sangat nyaman dipakai dalam berkendara di dalam maupun luar kota | | | | |
| 4 | Daya tahan mesin produk Honda Vario 150 cc bagus | | | | |
| 5 | Kualitas produk Honda Vario 150 cc sangat meyakinkan sesuai dengan reputasi Honda yang dikenal di pasaran | | | | |

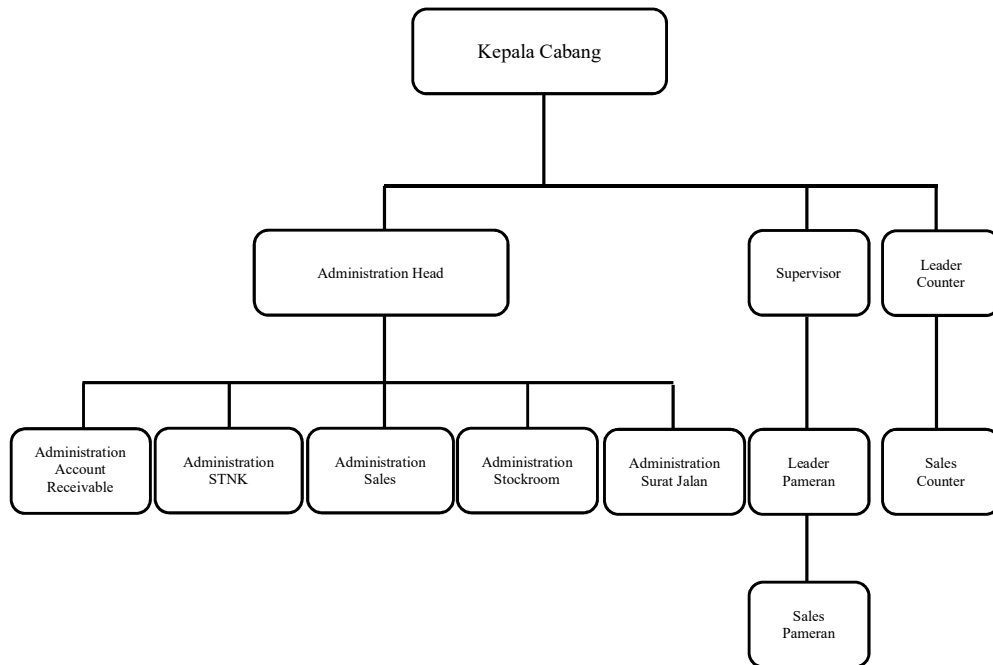
(Lanjutan Lampiran 1)

Promosi (X₃)

| No | Pernyataan | Tingkat | | | |
|----|---|---------|--------|---------|----------|
| | | SS 4 | S 3 | TS 2 | STS 1 |
| 1 | Pelanggan dapat mengetahui produk unggulan yang ditawarkan perusahaan melalui brosur dan sebagainya | | | | |
| 2 | Pelanggan dapat berinteraksi langsung dengan penjual untuk lebih mengetahui produk yang ditawarkan honda vario 150 cc | | | | |
| 3 | Program promosi perusahaan mampu meningkatkan penjualan honda vario 150 cc | | | | |
| 4 | Pemberian informasi melalui komunikasi yang baik kepada pelanggan mampu menarik perhatian konsumen untuk membeli honda vario 150 cc | | | | |
| 5 | Simbol, logo, dan diskon sudah menarik para konsumen untuk membeli sepeda motor honda Vario 150 cc | | | | |

Keputusan Pembelian (Y)

| No | Pernyataan | Tingkat | | | |
|----|--|---------|--------|---------|----------|
| | | SS 4 | S 3 | TS 2 | STS 1 |
| 1 | Keputusan pembelian berdasarkan harga produk | | | | |
| 2 | Keputusan pembelian berdasarkan varian produk Vario 150 cc | | | | |
| 3 | Keputusan pembelian berdasarkan kualitas produk | | | | |
| 4 | Saya memutuskan pembelian sepeda motor merek honda karena ada faktor kesukaan terhadap model (kualitas produk, desain, mesin dan lainya di produk motor merek honda) | | | | |
| 5 | Saya memutuskan pembelian sepeda motor merek Honda karena sesuai dengan kebutuhan saya | | | | |
| 6 | Saya memutuskan melakukan pembelian sepeda motor Honda Vario 150 cc karena ketersediaan produk | | | | |
| 7 | Saya memutuskan pembelian sepeda motor merek honda Vario 150 cc karena tidak menunggu waktu untuk mendapatkan produk | | | | |
| 8. | Saya memutuskan pembelian sepeda motor merek Vario 150 cc karena motor Matic yang mutakhir dipasarkan oleh Honda | | | | |

Lampiran 2. Struktur Organisasi PT. Honda Motor Cabang Pegambiran

Lampiran 3. Tabulasi Data Variabel Harga (X_1)

| No. Resp | Pernyataan | | | | | Total X_1 |
|----------|----------------|----------------|----------------|----------------|----------------|-------------|
| | H ₁ | H ₂ | H ₃ | H ₄ | H ₅ | |
| 1 | 2 | 4 | 2 | 4 | 3 | 15 |
| 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 3 | 4 | 4 | 4 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| 6 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 4 | 4 | 4 | 4 | 4 | 20 |
| 8 | 3 | 3 | 3 | 3 | 3 | 15 |
| 9 | 2 | 3 | 3 | 3 | 3 | 14 |
| 10 | 4 | 4 | 4 | 4 | 4 | 14 |
| 11 | 4 | 4 | 3 | 4 | 3 | 18 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 14 | 4 | 4 | 4 | 4 | 4 | 20 |
| 15 | 3 | 3 | 3 | 4 | 3 | 16 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 4 | 4 | 3 | 4 | 4 | 19 |
| 18 | 3 | 3 | 3 | 4 | 4 | 17 |
| 19 | 3 | 3 | 3 | 4 | 4 | 17 |
| 20 | 2 | 3 | 3 | 4 | 4 | 17 |
| 21 | 2 | 3 | 2 | 3 | 2 | 12 |
| 22 | 4 | 3 | 4 | 4 | 3 | 18 |
| 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 4 | 4 | 4 | 4 | 4 | 20 |
| 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| 26 | 4 | 4 | 4 | 4 | 4 | 20 |
| 27 | 4 | 4 | 4 | 4 | 4 | 20 |
| 28 | 4 | 4 | 4 | 3 | 4 | 19 |
| 29 | 4 | 4 | 4 | 4 | 4 | 20 |
| 30 | 4 | 4 | 4 | 3 | 4 | 20 |
| 31 | 3 | 3 | 4 | 4 | 4 | 18 |
| 32 | 3 | 3 | 3 | 3 | 3 | 15 |
| 33 | 4 | 3 | 3 | 3 | 4 | 17 |
| 34 | 4 | 4 | 4 | 4 | 3 | 19 |
| 35 | 4 | 4 | 4 | 4 | 4 | 20 |
| 36 | 3 | 4 | 4 | 4 | 4 | 19 |
| 37 | 4 | 4 | 4 | 4 | 4 | 20 |
| 38 | 4 | 4 | 4 | 4 | 4 | 20 |
| 39 | 4 | 4 | 4 | 4 | 4 | 20 |
| 40 | 4 | 3 | 4 | 4 | 4 | 20 |
| 41 | 4 | 4 | 4 | 4 | 4 | 20 |
| 42 | 4 | 4 | 4 | 4 | 4 | 20 |
| 43 | 4 | 4 | 4 | 4 | 4 | 20 |
| 44 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 3 | 3 | 3 | 3 | 3 | 20 |
| 46 | 4 | 4 | 4 | 4 | 4 | 19 |
| 47 | 4 | 4 | 4 | 4 | 4 | 20 |
| 48 | 3 | 4 | 4 | 4 | 4 | 20 |
| 49 | 4 | 4 | 4 | 3 | 3 | 20 |
| 50 | 3 | 4 | 4 | 4 | 4 | 20 |
| 51 | 4 | 4 | 3 | 4 | 4 | 20 |
| 52 | 4 | 3 | 4 | 4 | 4 | 20 |
| 53 | 4 | 4 | 4 | 4 | 4 | 20 |
| 54 | 4 | 4 | 3 | 3 | 4 | 20 |
| 55 | 3 | 4 | 3 | 4 | 4 | 18 |

(Lanjutan Lampiran 3)

| No. Resp | Pernyataan | | | | | Total X ₁ |
|-------------|----------------|----------------|----------------|----------------|----------------|-------------------------|
| | H ₁ | H ₂ | H ₃ | H ₄ | H ₅ | |
| 56 | 4 | 4 | 4 | 3 | 3 | 18 |
| 57 | 4 | 4 | 4 | 4 | 4 | 20 |
| 58 | 4 | 3 | 4 | 4 | 4 | 19 |
| 59 | 4 | 4 | 3 | 4 | 4 | 19 |
| 60 | 4 | 4 | 3 | 4 | 3 | 19 |
| 61 | 4 | 4 | 4 | 4 | 4 | 20 |
| 62 | 4 | 3 | 3 | 4 | 4 | 18 |
| 63 | 4 | 4 | 4 | 4 | 4 | 20 |
| 64 | 4 | 4 | 4 | 4 | 4 | 20 |
| 65 | 4 | 4 | 4 | 3 | 4 | 19 |
| 66 | 3 | 4 | 4 | 3 | 4 | 18 |
| 67 | 4 | 4 | 4 | 4 | 4 | 20 |
| 68 | 4 | 4 | 4 | 4 | 4 | 20 |
| 69 | 4 | 4 | 4 | 4 | 4 | 20 |
| 70 | 3 | 4 | 4 | 4 | 4 | 20 |
| 71 | 4 | 4 | 4 | 4 | 4 | 20 |
| 72 | 4 | 4 | 4 | 4 | 4 | 20 |
| 73 | 4 | 3 | 2 | 4 | 4 | 17 |
| 74 | 4 | 4 | 4 | 4 | 4 | 20 |
| 75 | 3 | 3 | 4 | 4 | 4 | 18 |
| 76 | 4 | 3 | 4 | 4 | 4 | 19 |
| 77 | 4 | 4 | 4 | 4 | 4 | 20 |
| 78 | 3 | 4 | 3 | 4 | 4 | 18 |
| 79 | 4 | 4 | 4 | 4 | 4 | 20 |
| 80 | 4 | 4 | 3 | 4 | 4 | 20 |
| 81 | 4 | 4 | 4 | 4 | 4 | 20 |
| 82 | 4 | 4 | 4 | 4 | 4 | 20 |
| 83 | 4 | 4 | 4 | 4 | 4 | 20 |
| 84 | 4 | 4 | 4 | 4 | 4 | 20 |
| 85 | 4 | 4 | 4 | 4 | 4 | 20 |
| 86 | 4 | 4 | 4 | 4 | 4 | 20 |
| 87 | 4 | 4 | 3 | 4 | 4 | 19 |
| 88 | 4 | 4 | 4 | 4 | 4 | 20 |
| 89 | 4 | 4 | 4 | 4 | 4 | 20 |
| 90 | 4 | 4 | 4 | 4 | 4 | 20 |
| 91 | 4 | 4 | 4 | 3 | 4 | 19 |
| 92 | 4 | 4 | 4 | 4 | 4 | 20 |
| 93 | 4 | 4 | 4 | 4 | 4 | 20 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 4 | 4 | 4 | 4 | 4 | 20 |
| 97 | 4 | 4 | 4 | 4 | 4 | 20 |
| 98 | 4 | 4 | 4 | 4 | 4 | 20 |
| 99 | 4 | 4 | 4 | 4 | 4 | 20 |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 |
| 101 | 4 | 4 | 4 | 4 | 4 | 20 |
| 102 | 4 | 4 | 4 | 3 | 4 | 19 |
| 103 | 4 | 4 | 4 | 4 | 4 | 20 |
| 104 | 4 | 4 | 4 | 4 | 4 | 20 |
| 105 | 4 | 4 | 4 | 4 | 4 | 20 |
| 106 | 4 | 4 | 4 | 4 | 4 | 20 |
| 107 | 4 | 4 | 4 | 4 | 3 | 19 |
| 108 | 4 | 4 | 4 | 4 | 4 | 20 |
| 109 | 3 | 4 | 3 | 2 | 4 | 16 |
| 110 | 3 | 4 | 3 | 3 | 4 | 16 |
| Total | 412 | 416 | 409 | 419 | 421 | 2089 |

Lampiran 4. Tabulasi Data Variabel Kualitas Produk (X₂)

| No. Resp | Pernyataan | | | | | Total X ₂ |
|-------------|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------------|
| | KP ₁ | KP ₂ | KP ₃ | KP ₄ | KP ₅ | |
| 1 | 4 | 3 | 4 | 4 | 4 | 19 |
| 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 3 | 4 | 4 | 3 | 18 |
| 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| 6 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 4 | 4 | 3 | 4 | 3 | 18 |
| 8 | 3 | 3 | 3 | 3 | 3 | 15 |
| 9 | 4 | 3 | 3 | 2 | 3 | 15 |
| 10 | 4 | 3 | 3 | 2 | 2 | 15 |
| 11 | 3 | 3 | 3 | 3 | 4 | 16 |
| 12 | 3 | 4 | 4 | 4 | 4 | 19 |
| 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 14 | 4 | 4 | 4 | 4 | 4 | 20 |
| 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 16 | 3 | 3 | 4 | 4 | 4 | 18 |
| 17 | 4 | 3 | 4 | 4 | 4 | 19 |
| 18 | 3 | 3 | 4 | 3 | 4 | 17 |
| 19 | 3 | 2 | 3 | 2 | 2 | 12 |
| 20 | 4 | 4 | 3 | 4 | 4 | 12 |
| 21 | 4 | 3 | 3 | 3 | 3 | 16 |
| 22 | 3 | 3 | 3 | 3 | 4 | 16 |
| 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 4 | 4 | 4 | 4 | 4 | 20 |
| 25 | 4 | 3 | 3 | 3 | 4 | 17 |
| 26 | 4 | 2 | 3 | 3 | 4 | 16 |
| 27 | 3 | 3 | 4 | 4 | 4 | 18 |
| 28 | 3 | 4 | 3 | 4 | 4 | 18 |
| 29 | 4 | 4 | 4 | 4 | 4 | 20 |
| 30 | 4 | 2 | 4 | 4 | 2 | 20 |
| 31 | 4 | 2 | 3 | 4 | 4 | 17 |
| 32 | 3 | 3 | 4 | 3 | 3 | 16 |
| 33 | 4 | 4 | 4 | 4 | 4 | 20 |
| 34 | 4 | 4 | 4 | 4 | 4 | 20 |
| 35 | 4 | 4 | 4 | 3 | 3 | 18 |
| 36 | 4 | 4 | 4 | 4 | 4 | 20 |
| 37 | 4 | 3 | 4 | 4 | 4 | 19 |
| 38 | 4 | 2 | 4 | 4 | 4 | 18 |
| 39 | 4 | 4 | 4 | 4 | 4 | 20 |
| 40 | 3 | 3 | 3 | 3 | 3 | 20 |
| 41 | 3 | 4 | 3 | 3 | 4 | 17 |
| 42 | 4 | 4 | 4 | 3 | 4 | 19 |
| 43 | 4 | 4 | 3 | 4 | 3 | 18 |
| 44 | 4 | 4 | 3 | 4 | 4 | 19 |
| 45 | 3 | 3 | 3 | 3 | 3 | 18 |
| 46 | 3 | 4 | 4 | 4 | 4 | 20 |
| 47 | 4 | 4 | 4 | 4 | 4 | 19 |
| 48 | 4 | 4 | 4 | 4 | 4 | 18 |
| 49 | 4 | 4 | 4 | 4 | 4 | 20 |
| 50 | 4 | 4 | 4 | 3 | 4 | 20 |
| 51 | 4 | 4 | 4 | 3 | 3 | 17 |
| 52 | 4 | 4 | 4 | 4 | 4 | 19 |
| 53 | 4 | 4 | 4 | 4 | 4 | 18 |
| 54 | 4 | 4 | 4 | 4 | 4 | 19 |
| 55 | 4 | 4 | 4 | 4 | 4 | 20 |

(Lanjutan Lampiran 4)

| No. Resp | Pernyataan | | | | | Total X ₂ |
|-------------|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------------|
| | KP ₁ | KP ₂ | KP ₃ | KP ₄ | KP ₅ | |
| 56 | 4 | 4 | 4 | 4 | 4 | 20 |
| 57 | 4 | 4 | 4 | 4 | 4 | 20 |
| 58 | 4 | 4 | 4 | 3 | 4 | 19 |
| 59 | 4 | 4 | 4 | 4 | 3 | 19 |
| 60 | 4 | 3 | 4 | 4 | 3 | 19 |
| 61 | 3 | 4 | 4 | 4 | 4 | 19 |
| 62 | 4 | 3 | 4 | 4 | 4 | 19 |
| 63 | 3 | 4 | 3 | 4 | 4 | 18 |
| 64 | 4 | 4 | 4 | 4 | 3 | 19 |
| 65 | 4 | 4 | 3 | 4 | 4 | 19 |
| 66 | 4 | 4 | 3 | 4 | 4 | 19 |
| 67 | 4 | 4 | 4 | 4 | 4 | 20 |
| 68 | 4 | 4 | 4 | 4 | 4 | 20 |
| 69 | 4 | 4 | 4 | 4 | 4 | 20 |
| 70 | 4 | 4 | 4 | 4 | 3 | 20 |
| 71 | 4 | 4 | 4 | 4 | 4 | 20 |
| 72 | 4 | 3 | 4 | 4 | 4 | 19 |
| 73 | 4 | 4 | 2 | 4 | 4 | 18 |
| 74 | 4 | 4 | 4 | 4 | 4 | 20 |
| 75 | 4 | 4 | 4 | 4 | 4 | 20 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 4 | 4 | 4 | 4 | 4 | 20 |
| 78 | 4 | 4 | 4 | 4 | 4 | 20 |
| 79 | 4 | 4 | 4 | 4 | 4 | 20 |
| 80 | 4 | 4 | 4 | 4 | 4 | 20 |
| 81 | 4 | 4 | 4 | 3 | 4 | 19 |
| 82 | 4 | 4 | 4 | 3 | 4 | 19 |
| 83 | 4 | 4 | 3 | 4 | 4 | 19 |
| 84 | 4 | 4 | 4 | 4 | 4 | 20 |
| 85 | 4 | 4 | 4 | 4 | 4 | 20 |
| 86 | 4 | 4 | 4 | 4 | 4 | 20 |
| 87 | 4 | 4 | 4 | 3 | 4 | 19 |
| 88 | 4 | 4 | 4 | 4 | 4 | 20 |
| 89 | 4 | 4 | 4 | 4 | 4 | 20 |
| 90 | 4 | 4 | 4 | 4 | 4 | 20 |
| 91 | 4 | 4 | 4 | 4 | 4 | 20 |
| 92 | 4 | 4 | 4 | 4 | 4 | 20 |
| 93 | 4 | 4 | 4 | 4 | 4 | 20 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 4 | 4 | 4 | 4 | 4 | 20 |
| 97 | 4 | 4 | 4 | 4 | 3 | 19 |
| 98 | 4 | 4 | 4 | 4 | 4 | 20 |
| 99 | 4 | 3 | 4 | 4 | 4 | 19 |
| 100 | 4 | 4 | 4 | 4 | 4 | 19 |
| 101 | 3 | 4 | 4 | 4 | 4 | 19 |
| 102 | 4 | 4 | 4 | 4 | 4 | 20 |
| 103 | 4 | 4 | 4 | 4 | 4 | 20 |
| 104 | 4 | 4 | 4 | 4 | 4 | 20 |
| 105 | 4 | 4 | 4 | 4 | 4 | 20 |
| 106 | 4 | 4 | 4 | 4 | 4 | 20 |
| 107 | 4 | 4 | 4 | 4 | 4 | 20 |
| 108 | 4 | 4 | 4 | 4 | 4 | 20 |
| 109 | 3 | 3 | 4 | 2 | 3 | 15 |
| 110 | 3 | 4 | 4 | 2 | 3 | 15 |
| Total | 417 | 403 | 411 | 408 | 412 | 2052 |

Lampiran 5. Tabulasi Data Variabel Promosi (X_3)

| No. Resp | Pernyataan | | | | | Total X_3 |
|-------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | P ₁ | P ₂ | P ₃ | P ₄ | P ₅ | |
| 1 | 3 | 3 | 3 | 4 | 4 | 17 |
| 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| 6 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 4 | 3 | 3 | 4 | 4 | 18 |
| 8 | 3 | 3 | 3 | 3 | 3 | 15 |
| 9 | 2 | 2 | 2 | 3 | 2 | 11 |
| 10 | 3 | 2 | 4 | 4 | 4 | 11 |
| 11 | 4 | 4 | 4 | 3 | 4 | 19 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 14 | 4 | 4 | 4 | 3 | 4 | 19 |
| 15 | 4 | 4 | 4 | 3 | 3 | 18 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 3 | 3 | 4 | 4 | 4 | 18 |
| 18 | 3 | 3 | 4 | 3 | 3 | 16 |
| 19 | 3 | 3 | 4 | 2 | 2 | 14 |
| 20 | 3 | 3 | 4 | 3 | 3 | 14 |
| 21 | 4 | 3 | 4 | 4 | 2 | 17 |
| 22 | 3 | 3 | 4 | 4 | 4 | 18 |
| 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 4 | 4 | 4 | 4 | 4 | 20 |
| 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| 26 | 4 | 3 | 4 | 4 | 4 | 19 |
| 27 | 4 | 4 | 4 | 4 | 4 | 20 |
| 28 | 4 | 4 | 4 | 4 | 4 | 20 |
| 29 | 4 | 4 | 4 | 4 | 4 | 20 |
| 30 | 4 | 2 | 4 | 4 | 4 | 20 |
| 31 | 3 | 3 | 4 | 3 | 4 | 17 |
| 32 | 4 | 4 | 4 | 4 | 4 | 20 |
| 33 | 3 | 4 | 4 | 4 | 3 | 18 |
| 34 | 4 | 4 | 4 | 4 | 4 | 20 |
| 35 | 4 | 4 | 4 | 4 | 4 | 20 |
| 36 | 3 | 4 | 3 | 4 | 4 | 18 |
| 37 | 4 | 4 | 4 | 4 | 4 | 20 |
| 38 | 4 | 4 | 4 | 4 | 3 | 19 |
| 39 | 4 | 4 | 4 | 4 | 4 | 20 |
| 40 | 4 | 4 | 4 | 4 | 4 | 20 |
| 41 | 4 | 4 | 4 | 4 | 4 | 20 |
| 42 | 4 | 3 | 4 | 4 | 4 | 19 |
| 43 | 4 | 3 | 4 | 4 | 3 | 18 |
| 44 | 4 | 3 | 4 | 4 | 4 | 19 |
| 45 | 3 | 3 | 3 | 3 | 3 | 20 |
| 46 | 4 | 4 | 4 | 4 | 4 | 18 |
| 47 | 4 | 4 | 4 | 4 | 4 | 20 |
| 48 | 4 | 4 | 4 | 3 | 4 | 19 |
| 49 | 4 | 4 | 4 | 4 | 4 | 20 |
| 50 | 4 | 3 | 4 | 4 | 4 | 20 |
| 51 | 4 | 4 | 4 | 4 | 3 | 20 |
| 52 | 4 | 4 | 4 | 4 | 4 | 19 |
| 53 | 4 | 4 | 4 | 4 | 4 | 18 |
| 54 | 4 | 4 | 4 | 4 | 3 | 19 |
| 55 | 3 | 3 | 3 | 4 | 4 | 17 |

(Lanjutan Lampiran 5)

| No. Resp | Pernyataan | | | | | Total X ₃ |
|-------------|----------------|----------------|----------------|----------------|----------------|-------------------------|
| | P ₁ | P ₂ | P ₃ | P ₄ | P ₅ | |
| 56 | 4 | 4 | 4 | 4 | 4 | 20 |
| 57 | 4 | 4 | 3 | 4 | 4 | 19 |
| 58 | 4 | 4 | 4 | 4 | 3 | 19 |
| 59 | 4 | 4 | 4 | 4 | 4 | 20 |
| 60 | 3 | 3 | 4 | 3 | 4 | 20 |
| 61 | 4 | 4 | 4 | 4 | 3 | 19 |
| 62 | 4 | 3 | 4 | 4 | 4 | 19 |
| 63 | 3 | 4 | 4 | 4 | 3 | 18 |
| 64 | 4 | 4 | 4 | 4 | 3 | 19 |
| 65 | 4 | 4 | 3 | 3 | 4 | 18 |
| 66 | 3 | 4 | 3 | 4 | 3 | 17 |
| 67 | 4 | 4 | 2 | 3 | 4 | 17 |
| 68 | 4 | 4 | 4 | 4 | 4 | 20 |
| 69 | 4 | 4 | 4 | 4 | 4 | 20 |
| 70 | 4 | 4 | 4 | 4 | 4 | 20 |
| 71 | 4 | 4 | 4 | 4 | 4 | 20 |
| 72 | 4 | 4 | 4 | 4 | 4 | 20 |
| 73 | 4 | 4 | 4 | 3 | 4 | 19 |
| 74 | 4 | 4 | 3 | 4 | 4 | 19 |
| 75 | 4 | 4 | 4 | 4 | 4 | 20 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 4 | 4 | 4 | 4 | 4 | 20 |
| 78 | 4 | 3 | 4 | 4 | 4 | 19 |
| 79 | 4 | 4 | 4 | 4 | 4 | 20 |
| 80 | 3 | 4 | 4 | 4 | 4 | 20 |
| 81 | 4 | 4 | 4 | 4 | 4 | 20 |
| 82 | 4 | 4 | 4 | 4 | 3 | 19 |
| 83 | 4 | 4 | 4 | 4 | 4 | 20 |
| 84 | 4 | 4 | 4 | 4 | 4 | 20 |
| 85 | 4 | 4 | 4 | 4 | 4 | 20 |
| 86 | 4 | 4 | 4 | 4 | 4 | 20 |
| 87 | 3 | 4 | 4 | 4 | 3 | 18 |
| 88 | 4 | 4 | 4 | 4 | 4 | 20 |
| 89 | 4 | 4 | 4 | 4 | 4 | 20 |
| 90 | 4 | 4 | 4 | 4 | 4 | 20 |
| 91 | 4 | 4 | 4 | 3 | 4 | 19 |
| 92 | 4 | 4 | 4 | 4 | 4 | 20 |
| 93 | 4 | 4 | 4 | 4 | 4 | 20 |
| 94 | 4 | 4 | 3 | 4 | 3 | 18 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 4 | 4 | 4 | 4 | 4 | 20 |
| 97 | 4 | 4 | 3 | 4 | 4 | 19 |
| 98 | 4 | 4 | 4 | 4 | 3 | 19 |
| 99 | 4 | 4 | 4 | 4 | 4 | 20 |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 |
| 101 | 4 | 4 | 4 | 4 | 4 | 20 |
| 102 | 4 | 4 | 4 | 4 | 3 | 19 |
| 103 | 4 | 4 | 4 | 4 | 4 | 20 |
| 104 | 4 | 4 | 4 | 4 | 4 | 20 |
| 105 | 4 | 4 | 4 | 4 | 4 | 20 |
| 106 | 4 | 4 | 4 | 4 | 4 | 20 |
| 107 | 4 | 4 | 3 | 4 | 4 | 19 |
| 108 | 4 | 4 | 4 | 4 | 4 | 20 |
| 109 | 2 | 2 | 4 | 4 | 2 | 14 |
| 110 | 3 | 3 | 4 | 4 | 2 | 14 |
| Total | 414 | 408 | 419 | 419 | 408 | 2068 |

Lampiran 6. Tabulasi Data Variabel Keputusan Pembelian (Y)

| No. Resp | Pernyataan | | | | | | | | Total Y |
|----------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|---------|
| | KPN ₁ | KPN ₂ | KPN ₃ | KPN ₄ | KPN ₅ | KPN ₆ | KPN ₇ | KPN ₈ | |
| 1 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 26 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 7 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 29 |
| 8 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 10 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 24 |
| 11 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 17 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 30 |
| 18 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 19 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 22 |
| 20 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 22 |
| 21 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 22 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 26 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 26 |
| 27 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 28 |
| 28 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 32 |
| 31 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 26 |
| 32 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 27 |
| 33 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 25 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 35 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |
| 36 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 28 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 40 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 41 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 42 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 43 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 45 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 30 |
| 46 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 28 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 48 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 32 |
| 49 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 32 |
| 50 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 32 |
| 51 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 52 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 30 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |
| 54 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 32 |
| 55 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |

(Lanjutan Lampiran 6)

| No. Resp | Pernyataan | | | | | | | | Total Y |
|-------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------|
| | KPN ₁ | KPN ₂ | KPN ₃ | KPN ₄ | KPN ₅ | KPN ₆ | KPN ₇ | KPN ₈ | |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 60 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 32 |
| 61 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 30 |
| 62 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 30 |
| 63 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |
| 64 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 30 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 66 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 67 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 32 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 73 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 32 |
| 81 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 83 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 92 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 94 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 97 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 98 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 101 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 102 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 103 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 104 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 105 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 106 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 107 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 108 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 109 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 28 |
| 110 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 28 |
| Total | 414 | 408 | 415 | 406 | 416 | 409 | 418 | 418 | 3322 |

Lampiran 7. Hasil Uji Validitas Variabel Harga (X₁)

| | | Correlations | | | | | |
|-------|---------------------|---------------------|--------|--------|--------|--------|--------|
| | | H1 | H2 | H3 | H4 | H5 | Total |
| H1 | Pearson Correlation | 1 | ,447** | ,577** | ,320** | ,425** | ,711** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,001 | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| H2 | Pearson Correlation | ,447** | 1 | ,425** | ,163 | ,337** | ,550** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,088 | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| H3 | Pearson Correlation | ,577** | ,425** | 1 | ,300** | ,458** | ,698** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,001 | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| H4 | Pearson Correlation | ,320** | ,163 | ,300** | 1 | ,347** | ,461** |
| | Sig. (2-tailed) | ,001 | ,088 | ,001 | | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| H5 | Pearson Correlation | ,425** | ,337** | ,458** | ,347** | 1 | ,580** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| Total | Pearson Correlation | ,711** | ,550** | ,698** | ,461** | ,580** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |

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

Lampiran 8. Hasil Uji Validitas Variabel Kualitas Produk (X₂)

| | | Correlations | | | | | |
|-------|---------------------|---------------------|--------|--------|--------|--------|--------|
| | | KP1 | KP2 | KP3 | KP4 | KP5 | Total |
| KP1 | Pearson Correlation | 1 | ,301** | ,292** | ,418** | ,219* | ,481** |
| | Sig. (2-tailed) | | ,001 | ,002 | ,000 | ,022 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| KP2 | Pearson Correlation | ,301** | 1 | ,320** | ,401** | ,432** | ,545** |
| | Sig. (2-tailed) | ,001 | | ,001 | ,000 | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| KP3 | Pearson Correlation | ,292** | ,320** | 1 | ,353** | ,272** | ,590** |
| | Sig. (2-tailed) | ,002 | ,001 | | ,000 | ,004 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| KP4 | Pearson Correlation | ,418** | ,401** | ,353** | 1 | ,535** | ,701** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| KP5 | Pearson Correlation | ,219* | ,432** | ,272** | ,535** | 1 | ,508** |
| | Sig. (2-tailed) | ,022 | ,000 | ,004 | ,000 | | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| Total | Pearson Correlation | ,481** | ,545** | ,590** | ,701** | ,508** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |

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

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

Lampiran 9. Hasil Uji Validitas Variabel Promosi (X₃)

| | | Correlations | | | | | |
|-------|---------------------|---------------------|--------|--------|--------|--------|--------|
| | | P1 | P2 | P3 | P4 | P5 | Total |
| P1 | Pearson Correlation | 1 | ,624** | ,319** | ,338** | ,517** | ,742** |
| | Sig. (2-tailed) | | ,000 | ,001 | ,000 | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| P2 | Pearson Correlation | ,624** | 1 | ,195* | ,252** | ,363** | ,680** |
| | Sig. (2-tailed) | ,000 | | ,042 | ,008 | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| P3 | Pearson Correlation | ,319** | ,195* | 1 | ,252** | ,139 | ,396** |
| | Sig. (2-tailed) | ,001 | ,042 | | ,008 | ,147 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| P4 | Pearson Correlation | ,338** | ,252** | ,252** | 1 | ,279** | ,433** |
| | Sig. (2-tailed) | ,000 | ,008 | ,008 | | ,003 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| P5 | Pearson Correlation | ,517** | ,363** | ,139 | ,279** | 1 | ,624** |
| | Sig. (2-tailed) | ,000 | ,000 | ,147 | ,003 | | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |
| Total | Pearson Correlation | ,742** | ,680** | ,396** | ,433** | ,624** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 110 | 110 | 110 | 110 | 110 | 110 |

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

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

Lampiran 10. Hasil Uji Validitas Variabel Keputusan Pembelian (Y)

| | | Correlations | | | | | | | | |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | KPN1 | KPN2 | KPN3 | KPN4 | KPN5 | KPN6 | KPN7 | KPN8 | Total |
| KPN1 | Pearson Correlation | 1 | ,596** | ,573** | ,535** | ,542** | ,467** | ,552** | ,300** | ,634** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,001 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| KPN2 | Pearson Correlation | ,596** | 1 | ,509** | ,486** | ,558** | ,541** | ,621** | ,488** | ,759** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| KPN3 | Pearson Correlation | ,573** | ,509** | 1 | ,461** | ,501** | ,582** | ,562** | ,473** | ,613** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| KPN4 | Pearson Correlation | ,535** | ,486** | ,461** | 1 | ,483** | ,483** | ,501** | ,480** | ,630** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| KPN5 | Pearson Correlation | ,542** | ,558** | ,501** | ,483** | 1 | ,690** | ,754** | ,506** | ,772** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| KPN6 | Pearson Correlation | ,467** | ,541** | ,582** | ,483** | ,690** | 1 | ,715** | ,448** | ,768** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | | ,000 | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| KPN7 | Pearson Correlation | ,552** | ,621** | ,562** | ,501** | ,754** | ,715** | 1 | ,503** | ,794** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| KPN8 | Pearson Correlation | ,300** | ,488** | ,473** | ,480** | ,506** | ,448** | ,503** | 1 | ,554** |
| | Sig. (2-tailed) | ,001 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | | ,000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| Total | Pearson Correlation | ,634** | ,759** | ,613** | ,630** | ,772** | ,768** | ,794** | ,554** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |

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

Lampiran 11. Tabel r

Pada Sig.0,05 (Two Tail)

| N | r | N | r | N | r | N | r | N | r | N | r |
|----|-------|----|-------|------------|--------------|-----|-------|-----|-------|-----|-------|
| 1 | 0.997 | 41 | 0.301 | 81 | 0.216 | 121 | 0.177 | 161 | 0.154 | 201 | 0.138 |
| 2 | 0.95 | 42 | 0.297 | 82 | 0.215 | 122 | 0.176 | 162 | 0.153 | 202 | 0.137 |
| 3 | 0.878 | 43 | 0.294 | 83 | 0.213 | 123 | 0.176 | 163 | 0.153 | 203 | 0.137 |
| 4 | 0.811 | 44 | 0.291 | 84 | 0.212 | 124 | 0.175 | 164 | 0.152 | 204 | 0.137 |
| 5 | 0.754 | 45 | 0.288 | 85 | 0.211 | 125 | 0.174 | 165 | 0.152 | 205 | 0.136 |
| 6 | 0.707 | 46 | 0.285 | 86 | 0.21 | 126 | 0.174 | 166 | 0.151 | 206 | 0.136 |
| 7 | 0.666 | 47 | 0.282 | 87 | 0.208 | 127 | 0.173 | 167 | 0.151 | 207 | 0.136 |
| 8 | 0.632 | 48 | 0.279 | 88 | 0.207 | 128 | 0.172 | 168 | 0.151 | 208 | 0.135 |
| 9 | 0.602 | 49 | 0.276 | 89 | 0.206 | 129 | 0.172 | 169 | 0.15 | 209 | 0.135 |
| 10 | 0.576 | 50 | 0.273 | 90 | 0.205 | 130 | 0.171 | 170 | 0.15 | 210 | 0.135 |
| 11 | 0.553 | 51 | 0.271 | 91 | 0.204 | 131 | 0.170 | 171 | 0.149 | 211 | 0.134 |
| 12 | 0.532 | 52 | 0.268 | 92 | 0.203 | 132 | 0.170 | 172 | 0.149 | 212 | 0.134 |
| 13 | 0.514 | 53 | 0.266 | 93 | 0.202 | 133 | 0.169 | 173 | 0.148 | 213 | 0.134 |
| 14 | 0.497 | 54 | 0.263 | 94 | 0.201 | 134 | 0.168 | 174 | 0.148 | 214 | 0.134 |
| 15 | 0.482 | 55 | 0.261 | 95 | 0.200 | 135 | 0.168 | 175 | 0.148 | 215 | 0.133 |
| 16 | 0.468 | 56 | 0.259 | 96 | 0.199 | 136 | 0.167 | 176 | 0.147 | 216 | 0.133 |
| 17 | 0.456 | 57 | 0.256 | 97 | 0.198 | 137 | 0.167 | 177 | 0.147 | 217 | 0.133 |
| 18 | 0.444 | 58 | 0.254 | 98 | 0.197 | 138 | 0.166 | 178 | 0.146 | 218 | 0.132 |
| 19 | 0.433 | 59 | 0.252 | 99 | 0.196 | 139 | 0.165 | 179 | 0.146 | 219 | 0.132 |
| 20 | 0.423 | 60 | 0.250 | 100 | 0.195 | 140 | 0.165 | 180 | 0.146 | 220 | 0.132 |
| 21 | 0.413 | 61 | 0.248 | 101 | 0.194 | 141 | 0.164 | 181 | 0.145 | 221 | 0.131 |
| 22 | 0.404 | 62 | 0.246 | 102 | 0.193 | 142 | 0.164 | 182 | 0.145 | 222 | 0.131 |
| 23 | 0.396 | 63 | 0.244 | 103 | 0.192 | 143 | 0.163 | 183 | 0.144 | 223 | 0.131 |
| 24 | 0.388 | 64 | 0.242 | 104 | 0.191 | 144 | 0.163 | 184 | 0.144 | 224 | 0.131 |
| 25 | 0.381 | 65 | 0.240 | 105 | 0.190 | 145 | 0.162 | 185 | 0.144 | 225 | 0.13 |
| 26 | 0.374 | 66 | 0.239 | 106 | 0.189 | 146 | 0.161 | 186 | 0.143 | 226 | 0.13 |
| 27 | 0.367 | 67 | 0.237 | 107 | 0.188 | 147 | 0.161 | 187 | 0.143 | 227 | 0.13 |
| 28 | 0.361 | 68 | 0.235 | 108 | 0.187 | 148 | 0.16 | 188 | 0.142 | 228 | 0.129 |
| 29 | 0.355 | 69 | 0.234 | 109 | 0.187 | 149 | 0.16 | 189 | 0.142 | 229 | 0.129 |
| 30 | 0.349 | 70 | 0.232 | 110 | 0.186 | 150 | 0.159 | 190 | 0.142 | 230 | 0.129 |
| 31 | 0.344 | 71 | 0.230 | 111 | 0.185 | 151 | 0.159 | 191 | 0.141 | 231 | 0.129 |
| 32 | 0.339 | 72 | 0.229 | 112 | 0.184 | 152 | 0.158 | 192 | 0.141 | 232 | 0.128 |
| 33 | 0.334 | 73 | 0.227 | 113 | 0.183 | 153 | 0.158 | 193 | 0.141 | 233 | 0.128 |
| 34 | 0.329 | 74 | 0.226 | 114 | 0.182 | 154 | 0.157 | 194 | 0.14 | 234 | 0.128 |
| 35 | 0.325 | 75 | 0.224 | 115 | 0.182 | 155 | 0.157 | 195 | 0.14 | 235 | 0.127 |
| 36 | 0.320 | 76 | 0.223 | 116 | 0.181 | 156 | 0.156 | 196 | 0.139 | 236 | 0.127 |
| 37 | 0.316 | 77 | 0.221 | 117 | 0.180 | 157 | 0.156 | 197 | 0.139 | 237 | 0.127 |
| 38 | 0.312 | 78 | 0.220 | 118 | 0.179 | 158 | 0.155 | 198 | 0.139 | 238 | 0.127 |
| 39 | 0.308 | 79 | 0.219 | 119 | 0.179 | 159 | 0.155 | 199 | 0.138 | 239 | 0.126 |
| 40 | 0.304 | 80 | 0.217 | 120 | 0.178 | 160 | 0.154 | 200 | 0.138 | 240 | 0.126 |

$$\begin{aligned}
 r_{\text{tabel}} &= r_{(\alpha;n-2)} \\
 &= r_{(0,05;110-2)} \\
 &= r_{(0,05;108)} \\
 &= 0,187
 \end{aligned}$$

Lampiran 12. Hasil Uji Reliabilitas masing-masing Variabel Penelitian

Uji Reliabilitas Variabel Harga (X_1)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,757 | 5 |

Uji Reliabilitas Variabel Kualitas Produk (X_2)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,735 | 5 |

Uji Reliabilitas Variabel Promosi (X_3)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,711 | 5 |

Uji Reliabilitas Variabel Keputusan Pembelian (Y)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,898 | 8 |

Lampiran 13. Data Berpasangan Variabel Penelitian

| No. Resp | Harga X ₁ | Kualitas Produk X ₂ | Promosi X ₃ | Keputusan Pembelian Y |
|----------|----------------------|--------------------------------|------------------------|-----------------------|
| 1 | 15 | 19 | 17 | 26 |
| 2 | 20 | 20 | 20 | 32 |
| 3 | 19 | 18 | 20 | 32 |
| 4 | 20 | 20 | 20 | 32 |
| 5 | 20 | 20 | 20 | 32 |
| 6 | 20 | 20 | 20 | 32 |
| 7 | 20 | 18 | 18 | 29 |
| 8 | 15 | 15 | 15 | 24 |
| 9 | 14 | 15 | 11 | 24 |
| 10 | 14 | 15 | 11 | 24 |
| 11 | 18 | 16 | 19 | 31 |
| 12 | 20 | 19 | 20 | 32 |
| 13 | 20 | 20 | 20 | 32 |
| 14 | 20 | 20 | 19 | 32 |
| 15 | 16 | 15 | 18 | 24 |
| 16 | 20 | 18 | 20 | 32 |
| 17 | 19 | 19 | 18 | 30 |
| 18 | 17 | 17 | 16 | 24 |
| 19 | 17 | 12 | 14 | 22 |
| 20 | 17 | 12 | 14 | 22 |
| 21 | 12 | 16 | 17 | 22 |
| 22 | 18 | 16 | 18 | 24 |
| 23 | 20 | 20 | 20 | 32 |
| 24 | 20 | 20 | 20 | 32 |
| 25 | 20 | 17 | 20 | 32 |
| 26 | 20 | 16 | 19 | 26 |
| 27 | 20 | 18 | 20 | 28 |
| 28 | 19 | 18 | 20 | 30 |
| 29 | 20 | 20 | 20 | 32 |
| 30 | 20 | 20 | 20 | 32 |
| 31 | 18 | 17 | 17 | 26 |
| 32 | 15 | 16 | 20 | 27 |
| 33 | 17 | 20 | 18 | 25 |
| 34 | 19 | 20 | 20 | 32 |
| 35 | 20 | 18 | 20 | 30 |
| 36 | 19 | 20 | 18 | 28 |
| 37 | 20 | 19 | 20 | 32 |
| 38 | 20 | 18 | 19 | 32 |
| 39 | 20 | 20 | 20 | 32 |
| 40 | 20 | 20 | 20 | 32 |
| 41 | 20 | 17 | 20 | 31 |
| 42 | 20 | 19 | 19 | 30 |
| 43 | 20 | 18 | 18 | 30 |
| 44 | 20 | 19 | 19 | 32 |
| 45 | 20 | 18 | 20 | 30 |
| 46 | 19 | 20 | 18 | 28 |
| 47 | 20 | 19 | 20 | 32 |
| 48 | 20 | 18 | 19 | 32 |
| 49 | 20 | 20 | 20 | 32 |
| 50 | 20 | 20 | 20 | 32 |
| 51 | 20 | 17 | 20 | 31 |
| 52 | 20 | 19 | 19 | 30 |
| 53 | 20 | 18 | 18 | 30 |
| 54 | 20 | 19 | 19 | 32 |
| 55 | 18 | 20 | 17 | 31 |

(Lanjutan Lampiran 13)

| No. Resp | Harga X ₁ | Kualitas Produk X ₂ | Promosi X ₃ | Keputusan Pembelian Y |
|----------|----------------------|--------------------------------|------------------------|-----------------------|
| 56 | 18 | 20 | 20 | 32 |
| 57 | 20 | 20 | 19 | 32 |
| 58 | 19 | 19 | 19 | 32 |
| 59 | 19 | 19 | 20 | 32 |
| 60 | 19 | 19 | 20 | 32 |
| 61 | 20 | 19 | 19 | 30 |
| 62 | 18 | 19 | 19 | 30 |
| 63 | 20 | 18 | 18 | 30 |
| 64 | 20 | 19 | 19 | 30 |
| 65 | 19 | 19 | 18 | 32 |
| 66 | 18 | 19 | 17 | 31 |
| 67 | 20 | 20 | 17 | 31 |
| 68 | 20 | 20 | 20 | 32 |
| 69 | 20 | 20 | 20 | 32 |
| 70 | 20 | 20 | 20 | 32 |
| 71 | 20 | 20 | 20 | 32 |
| 72 | 20 | 19 | 20 | 32 |
| 73 | 17 | 18 | 19 | 31 |
| 74 | 20 | 20 | 19 | 31 |
| 75 | 18 | 20 | 20 | 32 |
| 76 | 19 | 20 | 20 | 32 |
| 77 | 20 | 20 | 20 | 32 |
| 78 | 18 | 20 | 19 | 32 |
| 79 | 20 | 20 | 20 | 32 |
| 80 | 20 | 20 | 20 | 32 |
| 81 | 20 | 19 | 20 | 31 |
| 82 | 20 | 19 | 19 | 32 |
| 83 | 20 | 19 | 20 | 31 |
| 84 | 20 | 20 | 20 | 32 |
| 85 | 20 | 20 | 20 | 32 |
| 86 | 20 | 20 | 20 | 32 |
| 87 | 19 | 19 | 18 | 32 |
| 88 | 20 | 20 | 20 | 32 |
| 89 | 20 | 20 | 20 | 32 |
| 90 | 20 | 20 | 20 | 32 |
| 91 | 19 | 20 | 19 | 32 |
| 92 | 20 | 20 | 20 | 30 |
| 93 | 20 | 20 | 20 | 32 |
| 94 | 20 | 20 | 18 | 31 |
| 95 | 20 | 20 | 20 | 32 |
| 96 | 20 | 20 | 20 | 32 |
| 97 | 20 | 19 | 19 | 31 |
| 98 | 20 | 20 | 19 | 31 |
| 99 | 20 | 19 | 20 | 32 |
| 100 | 20 | 19 | 20 | 32 |
| 101 | 20 | 19 | 20 | 32 |
| 102 | 19 | 20 | 19 | 32 |
| 103 | 20 | 20 | 20 | 32 |
| 104 | 20 | 20 | 20 | 32 |
| 105 | 20 | 20 | 20 | 32 |
| 106 | 20 | 20 | 20 | 32 |
| 107 | 19 | 20 | 19 | 32 |
| 108 | 20 | 20 | 20 | 32 |
| 109 | 16 | 15 | 14 | 28 |
| 110 | 16 | 15 | 14 | 28 |
| Total | 2089 | 2052 | 2068 | 3322 |



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SURAT KETERANGAN

No : AHM/0082/III/2020

Yang bertanda tangan dibawah ini menerangkan bahwa :

Nama : Purwadi Nurantoro

NIM : 211100040

Nama tersebut diatas benar telah melakukan penelitian/riset di PT. Astra Honda Motor Cabang Pegambiran dalam rangka menyusun skripsi dengan judul:

**ANALISIS PENGARUH HARGA, KUALITAS PRODUK DAN
PROMOSI TERHADAP KEPUTUSAN PEMBELIAN SEPEDA
MOTOR HONDA VARIO 150 CC
(Studi Kasus pada Konsumen PT. Honda Motor Cabang Pegambiran)**

Penelitian dimulai dari bulan Desember 2019 s/d Maret 2020.

Demikianlah surat keterangan riset ini dibuat untuk dipergunakan sebagaimana mestinya.

Jakarta, 5 Maret 2020

AHM
PT. Astra Honda Motor
Cabang Pegambiran

PRANA SUNARJA
Kepala Cabang

DAFTAR RIWAYAT HIDUP PENELITI

Data Pribadi

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Pendidikan Formal

SD YWKA, Jakarta : Lulus Tahun 2005
SMP 232, Jakarta : Lulus Tahun 2008
SMA Diponegoro 1, Jakarta : Lulus Tahun 2011
STIE Indonesia, Jakarta : Tahun 2011 sampai sekarang