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LAMPIRAN

IDENTITAS RESPONDEN

- a. Nama Responden :
- b. Usia :
 - 1. <20 tahun
 - 2. 21-30 tahun
 - 3. 31-40 tahun
 - 4. >40 tahun
- c. Jenis kelamin :
 - 1. Laki-laki
 - 2. Perempuan
- d. Pendidikan terakhir :
 - 1. SD
 - 2. SMP
 - 3. SMA
 - 4. Diploma
 - 5. Sarjana
 - 6. Pasca Sarjana
- e. Pekerjaan :
 - 1. Pelajar/Mahasiswa
 - 2. PNS
 - 3. Karyawan Swasta
 - 4. Wiraswasta
 - 5. Lainnya
- f. Pendapatan :
 - 1. <Rp 1.000.000,-
 - 2. Rp 1.000.000,- s/d Rp 2.000.000,-
 - 3. >Rp 2.000.000,-

Variabel Promosi Penjualan Online (X1)

NO	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
1	Tampilan postingan di media sosial menarik dan mudah diingat dalam memperkenalkan produk Brownies Full Chocolate Daily Fresh Homemade DAY.					
2	Produk Brownies Full Chocolate Daily Fresh Homemade DAY melakukan promosi penjualan melalui Facebook, Instagram, Twitter, Whatsapp, BBM.					
3	Postingan di media sosial update setiap harinya					

Variabel Harga (X2)

NO	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
1	Harga produk Brownies Full Chocolate Daily Fresh Homemade DAY sesuai dengan yang didapatkan					
2	Daily Fresh Homemade DAY sekali-kali mengadakan potongan harga dari biasanya					
3	Harga produk Brownies Full Chocolate Daily Fresh Homemade DAY sesuai dengan kemampuan atau daya beli masyarakat.					

Variabel Kualitas Pelayanan (X3)

NO	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
1	Penjual Brownies Full Chocolate Daily Fresh Homemade DAY melayani permintaan konsumen dengan cepat					
2	Penjual bersikap sopan dalam melayani konsumen					
3	Penjual selalu memberikan pelayanan yang sigap terhadap konsumen					

Keputusan Pembelian (Y)

NO	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
1	Saya membeli produk Brownies Full Chocolate Daily Fresh Homemade DAY karena adanya kebutuhan.					
2	Saya tertarik membeli produk Brownies Full Chocolate Daily Fresh Homemade DAY karena promosi di media sosial yang saya peroleh.					
3	Saya melakukan pembelian produk Brownies Full Chocolate Daily Fresh Homemade DAY berulang-ulang atau lebih dari satu kali.					

No	Karakteristik Responden				
	Gender	Usia	Pendidikan	Pekerjaan	Penghasilan
1	2	2	5	1	1
2	1	2	3	5	1
3	2	4	5	5	1
4	2	2	5	3	3
5	2	2	2	3	2
6	2	2	5	5	1
7	2	2	3	5	2
8	2	2	4	2	3
9	2	2	5	3	2
10	2	2	3	1	1
11	2	2	4	5	2
12	2	2	5	1	1
13	2	2	5	5	1
14	2	2	3	5	1
15	1	3	3	5	3
16	2	2	3	3	2
17	2	2	5	3	2
18	2	3	5	3	3
19	2	2	3	1	1
20	2	1	3	1	1
21	2	2	5	4	2
22	2	2	5	3	3
23	2	4	2	5	1
24	1	4	3	3	2
25	2	4	3	5	1
26	1	2	3	5	2
27	1	4	6	5	3
28	2	4	4	4	3
29	2	1	3	1	1
30	2	4	5	4	3
31	2	2	5	1	1
32	1	2	3	3	3
33	2	1	3	1	1
34	1	2	5	4	3
35	2	4	6	2	3
36	2	4	3	4	2
37	2	2	4	4	3

38	2	4	4	2	3
39	2	2	3	3	2
40	2	2	3	5	1
41	2	2	3	5	1
42	2	2	4	3	2
43	2	2	5	4	3
44	2	3	2	5	2
45	2	2	2	4	2
46	2	2	5	1	1
47	2	2	5	1	2
48	2	2	4	5	1
49	1	2	5	1	1
50	2	1	2	1	1
51	2	1	2	1	1
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57	2	2	4	3	3
58	1	2	5	4	1
59	1	2	3	5	1
60	2	2	6	5	2
61	1	2	5	4	3
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63	2	1	3	1	1
64	1	4	3	4	2
65	2	2	6	3	3
66	2	2	5	4	3
67	1	1	3	3	1
68	2	2	3	1	1
69	2	1	5	1	1
70	1	2	5	1	1
71	2	2	3	4	1
72	1	1	3	1	1
73	2	2	4	1	1
74	2	1	1	1	1
75	1	2	5	3	3
76	2	4	2	4	2

77	2	3	6	4	3
78	2	3	6	4	3
79	1	2	5	4	3
80	2	4	3	4	3
81	2	2	5	5	1
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92	2	2	4	3	2
93	2	1	3	1	1
94	2	2	5	4	3
95	2	2	3	1	1
96	2	1	3	1	1
97	2	2	3	4	2
98	1	2	2	3	2
99	2	2	5	1	2
100	2	2	3	5	1

Promosi			Harga			Kualitas Pelayanan			Pembelian		
X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X3.1	X3.2	X3.3	Y1	Y2	Y3
4	5	5	4	5	4	4	5	4	4	5	3
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5	5	5	5	5	5	5	4	5	5	4	5
5	4	4	3	3	4	5	5	5	5	5	5

UJI ANALISIS DESKRIPTIF

FREQUENCIES VARIABLES=Gender Usia Pendidikan Pekerjaan Penghasilan
 X1.1 X1.2 X1.3 X2.1 X2.2 X2.3 X3.1 X3.2 X3.3 Y1 Y2 Y3
 /ORDER=ANALYSIS.

Frequency Table**Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	21	21.0	21.0	21.0
Perempuan	79	79.0	79.0	100.0
Total	100	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 20 Tahun	13	13.0	13.0	13.0
21 - 30 Tahun	64	64.0	64.0	77.0
31 - 40 Tahun	7	7.0	7.0	84.0
> 40 Tahun	16	16.0	16.0	100.0
Total	100	100.0	100.0	

Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	1	1.0	1.0	1.0
SMP	9	9.0	9.0	10.0
SMA	38	38.0	38.0	48.0
Diploma	12	12.0	12.0	60.0
Sarjana	34	34.0	34.0	94.0
Pasca Sarjana	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	26	26.0	26.0	26.0
PNS	4	4.0	4.0	30.0
Karyawan Swasta	19	19.0	19.0	49.0
Wiraswasta	25	25.0	25.0	74.0
Lainnya	26	26.0	26.0	100.0
Total	100	100.0	100.0	

Penghasilan

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp 1.000.000	43	43.0	43.0	43.0
Valid Rp 1.000.000 s/d Rp 2.000.000	28	28.0	28.0	71.0
> Rp 2.000.000	29	29.0	29.0	100.0
Total	100	100.0	100.0	

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	6	6.0	6.0	6.0
3.00	13	13.0	13.0	19.0
Valid 4.00	54	54.0	54.0	73.0
5.00	27	27.0	27.0	100.0
Total	100	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	5	5.0	5.0	5.0
3.00	15	15.0	15.0	20.0
Valid 4.00	47	47.0	47.0	67.0
5.00	33	33.0	33.0	100.0
Total	100	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
Valid 3.00	16	16.0	16.0	20.0
4.00	49	49.0	49.0	69.0
5.00	31	31.0	31.0	100.0
Total	100	100.0	100.0	

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	18	18.0	18.0	22.0
Valid 4.00	55	55.0	55.0	77.0
5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	4	4.0	4.0	4.0
3.00	24	24.0	24.0	28.0
4.00	52	52.0	52.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	2.0	2.0	2.0
3.00	17	17.0	17.0	19.0
4.00	63	63.0	63.0	82.0
5.00	18	18.0	18.0	100.0
Total	100	100.0	100.0	

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
3.00	16	16.0	16.0	20.0
4.00	45	45.0	45.0	65.0
5.00	35	35.0	35.0	100.0
Total	100	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	6	6.0	6.0	6.0
3.00	8	8.0	8.0	14.0
4.00	53	53.0	53.0	67.0
5.00	33	33.0	33.0	100.0
Total	100	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	4	4.0	4.0	4.0
3.00	16	16.0	16.0	20.0
4.00	44	44.0	44.0	64.0
5.00	36	36.0	36.0	100.0
Total	100	100.0	100.0	

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	5	5.0	5.0	5.0
3.00	20	20.0	20.0	25.0
Valid 4.00	57	57.0	57.0	82.0
5.00	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	7	7.0	7.0	7.0
3.00	17	17.0	17.0	24.0
Valid 4.00	56	56.0	56.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	29	29.0	29.0	31.0
Valid 4.00	60	60.0	60.0	91.0
5.00	9	9.0	9.0	100.0
Total	100	100.0	100.0	

UJI VALIDITAS**CORRELATIONS**

/VARIABLES=X1.1 X1.2 X1.3 Total_X1

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations**Correlations**

		X1.1	X1.2	X1.3	Promosi
X1.1	Pearson Correlation	1	.683**	.743**	.900**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.683**	1	.689**	.883**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.743**	.689**	1	.905**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Promosi	Pearson Correlation	.900**	.883**	.905**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

CORRELATIONS

/VARIABLES=X2.1 X2.2 X2.3 Total_X2

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations**Correlations**

		X2.1	X2.2	X2.3	Harga
X2.1	Pearson Correlation	1	.496**	.646**	.875**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.496**	1	.372**	.777**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.646**	.372**	1	.802**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Harga	Pearson Correlation	.875**	.777**	.802**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

CORRELATIONS

/VARIABLES=X3.1 X3.2 X3.3 Total_X3

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		Correlations			
		X3.1	X3.2	X3.3	Kualitas Pelayanan
X3.1	Pearson Correlation	1	.801**	.768**	.930**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.801**	1	.762**	.924**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.768**	.762**	1	.914**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Kualitas Pelayanan	Pearson Correlation	.930**	.924**	.914**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

CORRELATIONS

/VARIABLES=Y1 Y2 Y3 Total_Y

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		Correlations			
		Y1	Y2	Y3	Pembelian
Y1	Pearson Correlation	1	.694**	.673**	.920**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y2	Pearson Correlation	.694**	1	.461**	.856**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y3	Pearson Correlation	.673**	.461**	1	.801**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Pembelian	Pearson Correlation	.920**	.856**	.801**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

UJI RELIABILITAS

RELIABILITY

/VARIABLES=X1.1 X1.2 X1.3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.878	3

RELIABILITY

/VARIABLES=X2.1 X2.2 X2.3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.750	3

RELIABILITY

/VARIABLES=X3.1 X3.2 X3.3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.912	3

RELIABILITY

/VARIABLES=Y1 Y2 Y3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.821	3

UJI ASUMSI KLASIK**UJI MULTIKOLINEARITAS****Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.686 ^a	.471	.455	1.39815	2.097

a. Predictors: (Constant), Kualitas Pelayanan, Harga, Promosi

b. Dependent Variable: Pembelian

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	167.248	3	55.749	28.519	.000 ^b
Residual	187.662	96	1.955		
Total	354.910	99			

a. Dependent Variable: Pembelian

b. Predictors: (Constant), Kualitas Pelayanan, Harga, Promosi

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.069	.976		3.146	.002		
1 Promosi	.227	.108	.264	2.102	.038	.348	2.872
Harga	.227	.108	.214	2.098	.039	.527	1.897
Kualitas Pelayanan	.244	.096	.293	2.530	.013	.410	2.440

a. Dependent Variable: Pembelian

Collinearity Diagnostics^a

Model Dimension	Eigenvalue	Condition Index	Variance Proportions			
			(Constant)	Promosi	Harga	Kualitas Pelayanan
1	3.964	1.000	.00	.00	.00	.00
2	.019	14.409	.64	.10	.01	.16
3	.010	20.258	.26	.04	.64	.43
4	.007	23.939	.10	.86	.35	.41

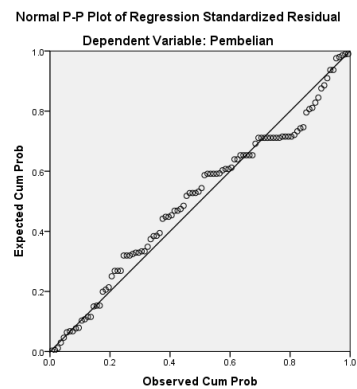
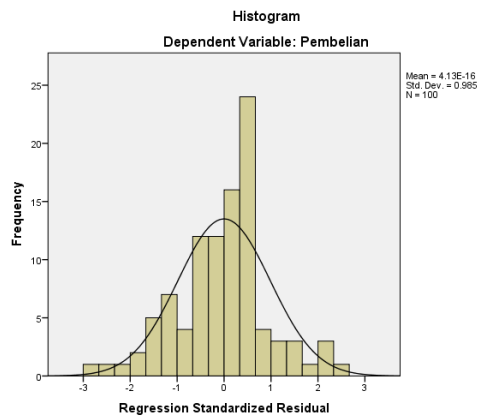
a. Dependent Variable: Pembelian

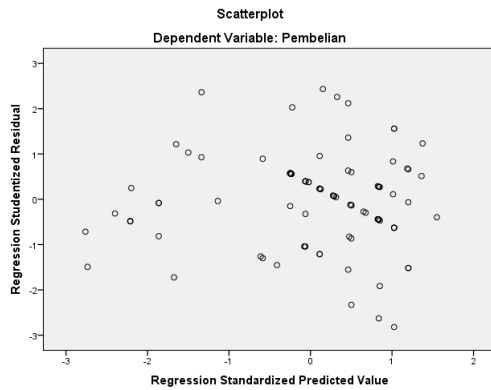
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.9409	13.5441	11.5300	1.29976	100
Std. Predicted Value	-2.761	1.550	.000	1.000	100
Standard Error of Predicted Value	.146	.505	.266	.088	100
Adjusted Predicted Value	8.0631	13.5680	11.5273	1.29467	100
Residual	-3.86320	3.27300	.00000	1.37680	100
Std. Residual	-2.763	2.341	.000	.985	100
Stud. Residual	-2.820	2.433	.001	1.008	100
Deleted Residual	-4.02473	3.53428	.00265	1.44338	100
Stud. Deleted Residual	-2.930	2.498	.000	1.022	100
Mahal. Distance	.083	11.942	2.970	2.685	100
Cook's Distance	.000	.118	.012	.023	100
Centered Leverage Value	.001	.121	.030	.027	100

a. Dependent Variable: Pembelian

Charts





UJI NORMALITAS (UJI KOLMOGOROV SMIRNOV)

NPAR TESTS

/K-S(NORMAL)=RES_1
/MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.37679834
	Absolute	.100
Most Extreme Differences	Positive	.100
	Negative	-.078
Kolmogorov-Smirnov Z		1.003
Asymp. Sig. (2-tailed)		.267

a. Test distribution is Normal.

b. Calculated from data.

UJI HETEROSKEDASTISITAS (UJI GLEJSER)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan, Harga, Promosi ^b	.	Enter

a. Dependent Variable: Abs_Res

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.164 ^a	.027	-.004	.88841

a. Predictors: (Constant), Kualitas Pelayanan, Harga, Promosi

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.083	3	.694	.880	.454 ^b
Residual	75.770	96	.789		
Total	77.854	99			

a. Dependent Variable: Abs_Res

b. Predictors: (Constant), Kualitas Pelayanan, Harga, Promosi

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.862	.620		1.390	.168
1 Promosi	-.061	.069	-.151	-.885	.378
Harga	-.025	.069	-.051	-.370	.712
Kualitas Pelayanan	.099	.061	.255	1.621	.108

a. Dependent Variable: Abs_Res

ANALISIS REGRESI LINEAR BERGANDA

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan, Harga, Promosi ^b	.	Enter

a. Dependent Variable: Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686 ^a	.471	.455	1.39815

a. Predictors: (Constant), Kualitas Pelayanan, Harga, Promosi

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	167.248	3	55.749	28.519	.000 ^b
	Residual	187.662	96	1.955		
	Total	354.910	99			

a. Dependent Variable: Pembelian

b. Predictors: (Constant), Kualitas Pelayanan, Harga, Promosi

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.069	.976		3.146	.002
	Promosi	.227	.108	.264	2.102	.038
	Harga	.227	.108	.214	2.098	.039
	Kualitas Pelayanan	.244	.096	.293	2.530	.013

a. Dependent Variable: Pembelian

DAFTAR RIWAYAT HIDUP



IDENTITAS PERSONAL

Nama : Dwi Ayu Yulianti
 Tempat/Tanggal Lahir : Batang/ 30 Oktober 1995
 NPM : 0110535712
 Jenis Kelamin : Perempuan
 Status : Belum Menikah
 Anak ke : 02 dari 03 bersaudara
 Kewarganegaraan : Indonesia
 Agama : Islam
 Nama Ayah : Edy Yulianto Budi Susetyo
 Nama Ibu : Paryanti
 Alamat Rumah : Jalan Pangeran Diponegoro No 30 Rt 05/ Rw 03
 Proyonanggan Tengah Batang
 Email : dwiyuyulianti@gmail.com
 No. Telpon : 081-226-782-006

RIWAYAT PENDIDIKAN FORMAL

1. 2002-2008 : SD N Proyonanggan 05
2. 2008-2011 : SMP N 08 Pekalongan
3. 2011-2014 : SMA N 02 Pekalongan
4. 2014-2019 : Fakultas Ekonomi Universitas Pekalongan

Karya Tulis : Analisis Promosi Penjualan Online, Harga dan Kualitas Pelayanan terhadap keputusan pembelian online brownies full chocolate daily fresh homemade day. (Studi kasus pada konsumen Daily Fresh Homemade DAY).