LAMPIRAN - LAMPIRAN

KUESIONER

PENGARUH PROMOSI TERHADAP KEPUTUSAN PEMBELIAN YANG DI MEDIASI OLEH MINAT BELI KONSUMEN ROXY SWALAYAN ENDE

Kepada :

Yth.Bapak/Ibu/Sdr/i

Di Tempat.

Saat ini saya sedang melakukan penelitian untuk penulisan skripsi dalam rangka penyelesaian studi pada Fakultas Ekonomi Program Studi Manajemen Universitas Flores. Penelitian ini mengenai Pengaruh Promosi Terhadap Keputusan Pembelian Yang Di Mediasi Oleh Minat Beli Konsumen Roxy Swalayan Ende.

Sehubungan dengan hal tersebut di atas, saya memohon kesediaan bapak/ibu/saudara/i agar meluangkan waktu sejenak untuk mengisi kuesioner ini. Data kuesioner ini akan digabungkan dengan data lain untuk memperoleh hasil yang diinginkan dalam penelitian ini. Atas segala bantuan dan kesediaannya saya ucapkan terimakasih.

Ende, Juni 2020

Roswita Meme

1. PROFIL RESPONDEN

Nama :

Usia : 18-30 Tahun ☐ 31-40 Tahun ☐ 41-50 Tahun ☐

>51Tahun ☐

Jenis Kelamin : Laki-laki ☐ Perempuan ☐

2. PETUNJUK PENGISIAN KUESIONER

Kuesioner di bawah ini memuat sejumlah pernyataan.Silahkan bapak/ibu/saudara/i tunjukkan seberapa besar tingkat persetujuan atau ketidak setujuannya terhadap setiap pernyataan dengan member tanda (√) pada kotak jawaban yang dipilih.Selamat mengisi kuesioner berikut dant erimakasih atas waktunya.

Keterangan :

5 = Sangat Setuju (SS)

4 = Setuju (S)

3 = Kurang Setuju (KS)

2 = Tidak Setuju (TS)

1 = Sangat Tidak Setuju (STS)

PROMOSI						
No.	**PERTANYAAN**	**Pilihan Jawaban**				
		SS	**S**	**KS**	**TS**	**STS**
1	Papan nama Roxy Swalayan terlihat jelas .					
2	Promosi Roxy Swalayan mampu Menjangkau semua kalangan					
3	Tenaga penjual di Roxy Swalayan berhasil meyakinkan anda untuk membeli dan menggunakan produk yang di jual					
4.	Apa yang dipromosikan oleh tenaga penjual Roxy Swalayan sesuai dengan kualitas produk yang dijual					
5.	Tenaga penjual di Roxy Swalayan tanggap terhadap keluhan dan kebutuhan pelanggan					
6.	Karyawan yang bekerja sangat ramah pada konsumen					
7	Roxy swalayan sebagai alternatif utama dalam memenuhi kebutuhan					
8	Roxy Swalayan memberikan informasi yang menarik kepada anda tentang produk yang dijual					
9	Promosi Harga yang meanrik karena relatif murah					

MINAT BELI						
1.	Jenis produk yang ditawarkan berupa barang sesuai dengan kebutuhan					
2.	Produk yang di tawarkan menarik menarik					
3.	Pencantuman harga jelas dan tidak membingungkan					
4..	Harga terjangkau untuk semua konsumen					
5.	Harga sesuai dengan produk yang ditawarkan					
6.	Produk yang ditawarkan memiliki kualitas bagus					
7.	Produk yang dipaket layak pakai dan bukan merupakan tidak ada produk kadaluarsa atau produk rusak					
8.	Produk yang ditawarkan layak jual					
9.	Wiraniaga melayani dengan ramah					
10.	Wiraniaga memberikan informasi mengenai produk dengan jelas					
11.	Kemudahan dalam complain bila terjadi suatu permasalahan					

KEPUTUSAN PEMBELIAN						
1.	Saya memutuskan membeli produk pada Roxy Swalayan karena sesuai kebutuhan					
2.	Berbagai produk kebutuhan rumah tangga yang saya butuhkan tersedia di Roxy Swalayan					
3..	Roxy Swalayan selalu memberikan informasi mengenai produk yang ditawarkan					
4.	Informasi yang diberikan di Roxy Swalayan sangat membantu dalam memilih produk					
5.	Saya membeli kebutuhan sehari-hari di Roxy Swalayan					
6.	Saya merasa puas setelah membeli produk kebutuhan di Roxy Swalayan					
7.	Roxy Swalayan banyak mempunyai kelebihan dibandingkan toko lain					
8.	Produk yang dijual di Roxy Swalayan lebih lengkap disbanding toko lain					
9.	Saya akan mengatakan keunggulan Roxy Swalayan kepada orang lain					
10.	Saya akan berbelanja di Roxy Swalayan lagi jika membutuhkan pakaian					

```
DATASET ACTIVATE DataSet1.
CORRELATIONS
  /VARIABLES=PromosiX1 PromosiX2 PromosiX3 PromosiX4 PromosiX5 PromosiX6 Pr
omosiX7 PromosiX8 PromosiX9
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

[DataSet1] D:\SKRIPSI ROSWITA MEME\Data mentah Yovin tahap 1.sav

Correlations

		PromosiX1	PromosiX2	PromosiX3	PromosiX4
PromosiX1	Pearson Correlation	1	,533**	,577**	,927**
	Sig. (2-tailed)		,000	,000	,000
	N	50	50	50	50
PromosiX2	Pearson Correlation	,533**	1	,699**	,485**
	Sig. (2-tailed)	,000		,000	,000
	N	50	50	50	50
PromosiX3	Pearson Correlation	,577**	,699**	1	,527**
	Sig. (2-tailed)	,000	,000		,000
	N	50	50	50	50
PromosiX4	Pearson Correlation	,927**	,485**	,527**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50
PromosiX5	Pearson Correlation	,263	,518**	,373**	,290*
	Sig. (2-tailed)	,065	,000	,008	,041
	N	50	50	50	50
PromosiX6	Pearson Correlation	,740**	,280*	,345*	,692**
	Sig. (2-tailed)	,000	,049	,014	,000
	N	50	50	50	50
PromosiX7	Pearson Correlation	,803**	,361*	,511**	,749**
	Sig. (2-tailed)	,000	,010	,000	,000
	N	50	50	50	50
PromosiX8	Pearson Correlation	,498**	,967**	,662**	,454**
	Sig. (2-tailed)	,000	,000	,000	,001
	N	50	50	50	50
PromosiX9	Pearson Correlation	,581**	,642**	,966**	,497**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	50	50	50	50

Correlations

		PromosiX5	PromosiX6	PromosiX7	PromosiX8
PromosiX1	Pearson Correlation	,263	,740**	,803**	,498**
	Sig. (2-tailed)	,065	,000	,000	,000
	N	50	50	50	50
PromosiX2	Pearson Correlation	,518**	,280*	,361*	,967**
	Sig. (2-tailed)	,000	,049	,010	,000
	N	50	50	50	50
PromosiX3	Pearson Correlation	,373**	,345*	,511**	,662**
	Sig. (2-tailed)	,008	,014	,000	,000
	N	50	50	50	50
PromosiX4	Pearson Correlation	,290*	,692**	,749**	,454**
	Sig. (2-tailed)	,041	,000	,000	,001
	N	50	50	50	50
PromosiX5	Pearson Correlation	1	,351*	,092	,490**
	Sig. (2-tailed)		,013	,524	,000
	N	50	50	50	50
PromosiX6	Pearson Correlation	,351*	1	,536**	,247
	Sig. (2-tailed)	,013		,000	,084
	N	50	50	50	50
PromosiX7	Pearson Correlation	,092	,536**	1	,326*
	Sig. (2-tailed)	,524	,000		,021
	N	50	50	50	50
PromosiX8	Pearson Correlation	,490**	,247	,326*	1
	Sig. (2-tailed)	,000	,084	,021	
	N	50	50	50	50
PromosiX9	Pearson Correlation	,325*	,358*	,516**	,608**
	Sig. (2-tailed)	,021	,011	,000	,000
	N	50	50	50	50

Correlations

		PromosiX9
PromosiX1	Pearson Correlation	,581**
	Sig. (2-tailed)	,000
	N	50
PromosiX2	Pearson Correlation	,642**
	Sig. (2-tailed)	,000
	N	50
PromosiX3	Pearson Correlation	,966**
	Sig. (2-tailed)	,000
	N	50
PromosiX4	Pearson Correlation	,497**
	Sig. (2-tailed)	,000
	N	50
PromosiX5	Pearson Correlation	,325*
	Sig. (2-tailed)	,021
	N	50
PromosiX6	Pearson Correlation	,358*
	Sig. (2-tailed)	,011
	N	50
PromosiX7	Pearson Correlation	,516**
	Sig. (2-tailed)	,000
	N	50
PromosiX8	Pearson Correlation	,608**
	Sig. (2-tailed)	,000
	N	50
PromosiX9	Pearson Correlation	1
	Sig. (2-tailed)	
	N	50

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

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

```
CORRELATIONS
  /VARIABLES=MinatbeliM1 MinatbeliM2 MinatbeliM3 MinatbeliM4 MinatbeliM5 Mi
natbeliM6 MinatbeliM7 MinatbeliM8 MinatbeliM9 MinatbeliM10 MinatbeliM11
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

```
[DataSet1] D:\SKRIPSI ROSWITA MEME\Data mentah Yovin tahap 1.sav
```

Correlations

		MinatbeliM1	MinatbeliM2	MinatbeliM3	MinatbeliM4
MinatbeliM1	Pearson Correlation	1	,596**	,394**	,596**
	Sig. (2-tailed)		,000	,005	,000
	N	50	50	50	50
MinatbeliM2	Pearson Correlation	,596**	1	,379**	1,000**
	Sig. (2-tailed)	,000		,007	,000
	N	50	50	50	50
MinatbeliM3	Pearson Correlation	,394**	,379**	1	,379**
	Sig. (2-tailed)	,005	,007		,007
	N	50	50	50	50
MinatbeliM4	Pearson Correlation	,596**	1,000**	,379**	1
	Sig. (2-tailed)	,000	,000	,007	
	N	50	50	50	50
MinatbeliM5	Pearson Correlation	,366**	,375**	,607**	,375**
	Sig. (2-tailed)	,009	,007	,000	,007
	N	50	50	50	50
MinatbeliM6	Pearson Correlation	,596**	1,000**	,379**	1,000**
	Sig. (2-tailed)	,000	,000	,007	,000
	N	50	50	50	50
MinatbeliM7	Pearson Correlation	,417**	,789**	,217	,789**
	Sig. (2-tailed)	,003	,000	,130	,000
	N	50	50	50	50
MinatbeliM8	Pearson Correlation	,402**	,342*	,499**	,342*
	Sig. (2-tailed)	,004	,015	,000	,015
	N	50	50	50	50
MinatbeliM9	Pearson Correlation	,451**	,438**	,920**	,438**
	Sig. (2-tailed)	,001	,001	,000	,001
	N	50	50	50	50
MinatbeliM10	Pearson Correlation	,596**	1,000**	,379**	1,000**
	Sig. (2-tailed)	,000	,000	,007	,000
	N	50	50	50	50
MinatbeliM11	Pearson Correlation	,596**	1,000**	,379**	1,000**
	Sig. (2-tailed)	,000	,000	,007	,000
	N	50	50	50	50

Correlations

		MinatbeliM5	MinatbeliM6	MinatbeliM7	MinatbeliM8
MinatbeliM1	Pearson Correlation	,366**	,596**	,417**	,402**
	Sig. (2-tailed)	,009	,000	,003	,004
	N	50	50	50	50
MinatbeliM2	Pearson Correlation	,375**	1,000**	,789**	,342*
	Sig. (2-tailed)	,007	,000	,000	,015
	N	50	50	50	50
MinatbeliM3	Pearson Correlation	,607**	,379**	,217	,499**
	Sig. (2-tailed)	,000	,007	,130	,000
	N	50	50	50	50
MinatbeliM4	Pearson Correlation	,375**	1,000**	,789**	,342*
	Sig. (2-tailed)	,007	,000	,000	,015
	N	50	50	50	50
MinatbeliM5	Pearson Correlation	1	,375**	,217	,402**
	Sig. (2-tailed)		,007	,130	,004
	N	50	50	50	50
MinatbeliM6	Pearson Correlation	,375**	1	,789**	,342*
	Sig. (2-tailed)	,007		,000	,015
	N	50	50	50	50
MinatbeliM7	Pearson Correlation	,217	,789**	1	,179
	Sig. (2-tailed)	,130	,000		,213
	N	50	50	50	50
MinatbeliM8	Pearson Correlation	,402**	,342*	,179	1
	Sig. (2-tailed)	,004	,015	,213	
	N	50	50	50	50
MinatbeliM9	Pearson Correlation	,657**	,438**	,308*	,511**
	Sig. (2-tailed)	,000	,001	,030	,000
	N	50	50	50	50
MinatbeliM10	Pearson Correlation	,375**	1,000**	,789**	,342*
	Sig. (2-tailed)	,007	,000	,000	,015
	N	50	50	50	50
MinatbeliM11	Pearson Correlation	,375**	1,000**	,789**	,342*
	Sig. (2-tailed)	,007	,000	,000	,015
	N	50	50	50	50

Correlations

		MinatbeliM9	MinatbeliM10	MinatbeliM11
MinatbeliM1	Pearson Correlation	,451**	,596**	,596**
	Sig. (2-tailed)	,001	,000	,000
	N	50	50	50
MinatbeliM2	Pearson Correlation	,438**	1,000**	1,000**
	Sig. (2-tailed)	,001	,000	,000
	N	50	50	50
MinatbeliM3	Pearson Correlation	,920**	,379**	,379**
	Sig. (2-tailed)	,000	,007	,007
	N	50	50	50
MinatbeliM4	Pearson Correlation	,438**	1,000**	1,000**
	Sig. (2-tailed)	,001	,000	,000
	N	50	50	50
MinatbeliM5	Pearson Correlation	,657**	,375**	,375**
	Sig. (2-tailed)	,000	,007	,007
	N	50	50	50
MinatbeliM6	Pearson Correlation	,438**	1,000**	1,000**
	Sig. (2-tailed)	,001	,000	,000
	N	50	50	50
MinatbeliM7	Pearson Correlation	,308*	,789**	,789**
	Sig. (2-tailed)	,030	,000	,000
	N	50	50	50
MinatbeliM8	Pearson Correlation	,511**	,342*	,342*
	Sig. (2-tailed)	,000	,015	,015
	N	50	50	50
MinatbeliM9	Pearson Correlation	1	,438**	,438**
	Sig. (2-tailed)		,001	,001
	N	50	50	50
MinatbeliM10	Pearson Correlation	,438**	1	1,000**
	Sig. (2-tailed)	,001		,000
	N	50	50	50
MinatbeliM11	Pearson Correlation	,438**	1,000**	1
	Sig. (2-tailed)	,001	,000	
	N	50	50	50

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

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

```
CORRELATIONS
  /VARIABLES=KeputusanpembelianY1 KeputusanpembelianY2 KeputusanpembelianY3
 KeputusanpembelianY4 KeputusanpembelianY5 KeputusanpembelianY6 Keputusanpe
mbelianY7 KeputusanpembelianY8 KeputusanpembelianY9 keputusanpembelianY10
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

[DataSet1] D:\SKRIPSI ROSWITA MEME\Data mentah Yovin tahap 1.sav

Correlations

		KeputusanpembelianY1	KeputusanpembelianY2	KeputusanpembelianY3
KeputusanpembelianY1	Pearson Correlation	1	,325*	,352*
	Sig. (2-tailed)		,021	,012
	N	50	50	50
KeputusanpembelianY2	Pearson Correlation	,325*	1	,811**
	Sig. (2-tailed)	,021		,000
	N	50	50	50
KeputusanpembelianY3	Pearson Correlation	,352*	,811**	1
	Sig. (2-tailed)	,012	,000	
	N	50	50	50
KeputusanpembelianY4	Pearson Correlation	,386**	,523**	,438**
	Sig. (2-tailed)	,006	,000	,001
	N	50	50	50
KeputusanpembelianY5	Pearson Correlation	,352*	,811**	1,000**
	Sig. (2-tailed)	,012	,000	,000
	N	50	50	50
KeputusanpembelianY6	Pearson Correlation	,352*	,811**	1,000**
	Sig. (2-tailed)	,012	,000	,000
	N	50	50	50
KeputusanpembelianY7	Pearson Correlation	,320*	,365**	,294*
	Sig. (2-tailed)	,023	,009	,038
	N	50	50	50
KeputusanpembelianY8	Pearson Correlation	,352*	,811**	1,000**
	Sig. (2-tailed)	,012	,000	,000
	N	50	50	50
KeputusanpembelianY9	Pearson Correlation	,330*	,687**	,789**
	Sig. (2-tailed)	,019	,000	,000
	N	50	50	50
keputusanpembelianY10	Pearson Correlation	,386**	,523**	,438**
	Sig. (2-tailed)	,006	,000	,001
	N	50	50	50

Correlations

		KeputusanpembelianY4	KeputusanpembelianY5	KeputusanpembelianY6
KeputusanpembelianY1	Pearson Correlation	,386**	,352*	,352*
	Sig. (2-tailed)	,006	,012	,012
	N	50	50	50
KeputusanpembelianY2	Pearson Correlation	,523**	,811**	,811**
	Sig. (2-tailed)	,000	,000	,000
	N	50	50	50
KeputusanpembelianY3	Pearson Correlation	,438**	1,000**	1,000**
	Sig. (2-tailed)	,001	,000	,000
	N	50	50	50
KeputusanpembelianY4	Pearson Correlation	1	,438**	,438**
	Sig. (2-tailed)		,001	,001
	N	50	50	50
KeputusanpembelianY5	Pearson Correlation	,438**	1	1,000**
	Sig. (2-tailed)	,001		,000
	N	50	50	50
KeputusanpembelianY6	Pearson Correlation	,438**	1,000**	1
	Sig. (2-tailed)	,001	,000	
	N	50	50	50
KeputusanpembelianY7	Pearson Correlation	,830**	,294*	,294*
	Sig. (2-tailed)	,000	,038	,038
	N	50	50	50
KeputusanpembelianY8	Pearson Correlation	,438**	1,000**	1,000**
	Sig. (2-tailed)	,001	,000	,000
	N	50	50	50
KeputusanpembelianY9	Pearson Correlation	,308*	,789**	,789**
	Sig. (2-tailed)	,030	,000	,000
	N	50	50	50
keputusanpembelianY10	Pearson Correlation	1,000**	,438**	,438**
	Sig. (2-tailed)	,000	,001	,001
	N	50	50	50

Correlations

		KeputusanpembelianY7	KeputusanpembelianY8	KeputusanpembelianY9
KeputusanpembelianY1	Pearson Correlation	,320*	,352*	,330*
	Sig. (2-tailed)	,023	,012	,019
	N	50	50	50
KeputusanpembelianY2	Pearson Correlation	,365**	,811**	,687**
	Sig. (2-tailed)	,009	,000	,000
	N	50	50	50
KeputusanpembelianY3	Pearson Correlation	,294*	1,000**	,789**
	Sig. (2-tailed)	,038	,000	,000
	N	50	50	50
KeputusanpembelianY4	Pearson Correlation	,830**	,438**	,308*
	Sig. (2-tailed)	,000	,001	,030
	N	50	50	50
KeputusanpembelianY5	Pearson Correlation	,294*	1,000**	,789**
	Sig. (2-tailed)	,038	,000	,000
	N	50	50	50
KeputusanpembelianY6	Pearson Correlation	,294*	1,000**	,789**
	Sig. (2-tailed)	,038	,000	,000
	N	50	50	50
KeputusanpembelianY7	Pearson Correlation	1	,294*	,182
	Sig. (2-tailed)		,038	,206
	N	50	50	50
KeputusanpembelianY8	Pearson Correlation	,294*	1	,789**
	Sig. (2-tailed)	,038		,000
	N	50	50	50
KeputusanpembelianY9	Pearson Correlation	,182	,789**	1
	Sig. (2-tailed)	,206	,000	
	N	50	50	50
keputusanpembelianY10	Pearson Correlation	,830**	,438**	,308*
	Sig. (2-tailed)	,000	,001	,030
	N	50	50	50

Correlations

		keputusanpembelianY10
KeputusanpembelianY1	Pearson Correlation	,386**
	Sig. (2-tailed)	,006
	N	50
KeputusanpembelianY2	Pearson Correlation	,523**
	Sig. (2-tailed)	,000
	N	50
KeputusanpembelianY3	Pearson Correlation	,438**
	Sig. (2-tailed)	,001
	N	50
KeputusanpembelianY4	Pearson Correlation	1,000**
	Sig. (2-tailed)	,000
	N	50
KeputusanpembelianY5	Pearson Correlation	,438**
	Sig. (2-tailed)	,001
	N	50
KeputusanpembelianY6	Pearson Correlation	,438**
	Sig. (2-tailed)	,001
	N	50
KeputusanpembelianY7	Pearson Correlation	,830**
	Sig. (2-tailed)	,000
	N	50
KeputusanpembelianY8	Pearson Correlation	,438**
	Sig. (2-tailed)	,001
	N	50
KeputusanpembelianY9	Pearson Correlation	,308*
	Sig. (2-tailed)	,030
	N	50
keputusanpembelianY10	Pearson Correlation	1
	Sig. (2-tailed)	
	N	50

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

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

```
RELIABILITY
  /VARIABLES=PromosiX1 PromosiX2 PromosiX3 PromosiX4 PromosiX5 PromosiX6 Pr
omosiX7 PromosiX8 PromosiX9
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

[DataSet1] D:\SKRIPSI ROSWITA MEME\Data mentah Yovin tahap 1.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded[a]	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,904	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PromosiX1	33,24	22,064	,820	,883
PromosiX2	33,00	22,327	,744	,889
PromosiX3	32,94	22,670	,771	,887
PromosiX4	33,26	21,747	,760	,887
PromosiX5	33,22	23,808	,428	,915
PromosiX6	33,30	23,561	,576	,901
PromosiX7	33,30	23,398	,627	,897
PromosiX8	33,00	22,612	,701	,892
PromosiX9	32,98	22,551	,734	,889

```
RELIABILITY
  /VARIABLES=MinatbeliM1 MinatbeliM2 MinatbeliM3 MinatbeliM4 MinatbeliM5 Mi
natbeliM6 MinatbeliM7 MinatbeliM8 MinatbeliM9 MinatbeliM10 MinatbeliM11
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

[DataSet1] D:\SKRIPSI ROSWITA MEME\Data mentah Yovin tahap 1.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded[a]	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,933	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MinatbeliM1	40,86	36,572	,635	,930
MinatbeliM2	40,98	34,551	,906	,918
MinatbeliM3	40,56	37,802	,569	,933
MinatbeliM4	40,98	34,551	,906	,918
MinatbeliM5	40,62	37,751	,511	,935
MinatbeliM6	40,98	34,551	,906	,918
MinatbeliM7	41,06	35,649	,670	,929
MinatbeliM8	40,84	37,443	,455	,940
MinatbeliM9	40,56	37,027	,635	,930
MinatbeliM10	40,98	34,551	,906	,918
MinatbeliM11	40,98	34,551	,906	,918

```
RELIABILITY
  /VARIABLES=KeputusanpembelianY1 KeputusanpembelianY2 KeputusanpembelianY3
 KeputusanpembelianY4 KeputusanpembelianY5 KeputusanpembelianY6 Keputusanpe
mbelianY7 KeputusanpembelianY8 KeputusanpembelianY9 keputusanpembelianY10
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

```
[DataSet1] D:\SKRIPSI ROSWITA MEME\Data mentah Yovin tahap 1.sav
```

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded[a]	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,925	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KeputusanpembelianY1	36,82	31,008	,428	,937
KeputusanpembelianY2	36,74	30,033	,803	,913
KeputusanpembelianY3	36,78	28,991	,877	,908
KeputusanpembelianY4	36,36	30,766	,670	,919
KeputusanpembelianY5	36,78	28,991	,877	,908
KeputusanpembelianY6	36,78	28,991	,877	,908
KeputusanpembelianY7	36,40	31,551	,502	,928
KeputusanpembelianY8	36,78	28,991	,877	,908
KeputusanpembelianY9	36,86	29,551	,695	,918
keputusanpembelianY10	36,36	30,766	,670	,919

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT KeputusanPembelianY
  /METHOD=ENTER PromosiX MinatBeliM
  /RESIDUALS DURBIN
  /SAVE PRED SRESID.
```

Regression

[DataSet2] D:\SKRIPSI ROSWITA MEME\Data Mentah Yovin.sav

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MinatBeliM, PromosiX[b]	.	Enter

a. Dependent Variable: KeputusanPembelianY

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,512[a]	,262	,230	,636	1,982

a. Predictors: (Constant), MinatBeliM, PromosiX

b. Dependent Variable: KeputusanPembelianY

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,746	2	3,373	8,329	,001[b]
	Residual	19,034	47	,405		
	Total	25,780	49			

a. Dependent Variable: KeputusanPembelianY

b. Predictors: (Constant), MinatBeliM, PromosiX

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,168	,550		3,943	,000
	PromosiX	,317	,151	,324	2,104	,041
	MinatBeliM	,240	,148	,250	1,622	,112

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PromosiX	,662	1,511
	MinatBeliM	,662	1,511

a. Dependent Variable: KeputusanPembelianY

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	PromosiX	MinatBeliM
1	1	2,968	1,000	,00	,00	,00
	2	,018	12,847	,98	,13	,29
	3	,014	14,536	,01	,87	,70

a. Dependent Variable: KeputusanPembelianY

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,84	4,95	4,38	,371	50
Std. Predicted Value	-1,458	1,544	,000	1,000	50
Standard Error of Predicted Value	,090	,283	,146	,054	50
Adjusted Predicted Value	3,76	4,95	4,37	,374	50
Residual	-1,396	1,161	,000	,623	50
Std. Residual	-2,194	1,824	,000	,979	50
Stud. Residual	-2,216	1,885	,006	1,009	50
Deleted Residual	-1,425	1,240	,008	,663	50
Stud. Deleted Residual	-2,317	1,940	,005	1,028	50
Mahal. Distance	,003	8,701	1,960	2,248	50
Cook's Distance	,000	,117	,021	,030	50
Centered Leverage Value	,000	,178	,040	,046	50

a. Dependent Variable: KeputusanPembelianY

REGRESSION

```
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT KeputusanPembelianY
  /METHOD=ENTER PromosiX
  /SAVE PRED SRESID.
```

Regression

[DataSet2] D:\SKRIPSI ROSWITA MEME\Data Mentah Yovin.sav

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	PromosiX[b]	.	Enter

a. Dependent Variable: KeputusanPembelianY

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,469[a]	,220	,204	,647	,220	13,566

Model Summary[b]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	48	,001

a. Predictors: (Constant), PromosiX

b. Dependent Variable: KeputusanPembelianY

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,681	1	5,681	13,566	,001[b]
	Residual	20,099	48	,419		
	Total	25,780	49			

a. Dependent Variable: KeputusanPembelianY

b. Predictors: (Constant), PromosiX

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,554	,504		5,065	,000
	PromosiX	,459	,125	,469	3,683	,001

Coefficients[a]

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	PromosiX	,469	,469	,469	1,000	1,000

a. Dependent Variable: KeputusanPembelianY

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	PromosiX
1	1	1,983	1,000	,01	,01
	2	,017	10,928	,99	,99

a. Dependent Variable: KeputusanPembelianY

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,93	4,85	4,38	,340	50
Std. Predicted Value	-1,321	1,375	,000	1,000	50
Standard Error of Predicted Value	,092	,157	,126	,032	50
Adjusted Predicted Value	3,87	4,90	4,38	,342	50
Residual	-1,389	1,070	,000	,640	50
Std. Residual	-2,147	1,653	,000	,990	50
Stud. Residual	-2,169	1,701	,001	1,010	50
Deleted Residual	-1,418	1,133	,002	,667	50
Stud. Deleted Residual	-2,259	1,736	-,001	1,027	50
Mahal. Distance	,001	1,890	,980	,915	50
Cook's Distance	,000	,085	,021	,030	50
Centered Leverage Value	,000	,039	,020	,019	50

a. Dependent Variable: KeputusanPembelianY

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
```

```
  /NOORIGIN
  /DEPENDENT MinatBeliM
  /METHOD=ENTER PromosiX
  /SAVE PRED SRESID.
```

Regression

[DataSet2] D:\SKRIPSI ROSWITA MEME\Data Mentah Yovin.sav

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	PromosiX[b]	.	Enter

a. Dependent Variable: MinatBeliM

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,582[a]	,338	,324	,620	,338	24,524

Model Summary[b]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	48	,000

a. Predictors: (Constant), PromosiX

b. Dependent Variable: MinatBeliM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,441	1	9,441	24,524	,000[b]
	Residual	18,479	48	,385		
	Total	27,920	49			

a. Dependent Variable: MinatBeliM

b. Predictors: (Constant), PromosiX

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,606	,483		3,321	,002
	PromosiX	,592	,119	,582	4,952	,000

Coefficients[a]

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	PromosiX	,582	,582	,582	1,000	1,000

a. Dependent Variable: MinatBeliM

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	PromosiX
1	1	1,983	1,000	,01	,01
	2	,017	10,928	,99	,99

a. Dependent Variable: MinatBeliM

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,38	4,56	3,96	,439	50
Std. Predicted Value	-1,321	1,375	,000	1,000	50
Standard Error of Predicted Value	,088	,150	,120	,030	50
Adjusted Predicted Value	3,28	4,66	3,96	,440	50
Residual	-1,563	1,620	,000	,614	50
Std. Residual	-2,520	2,610	,000	,990	50
Stud. Residual	-2,597	2,686	,000	1,015	50
Deleted Residual	-1,661	1,715	-,001	,646	50
Stud. Deleted Residual	-2,772	2,884	-,007	1,057	50
Mahal. Distance	,001	1,890	,980	,915	50
Cook's Distance	,000	,212	,026	,056	50
Centered Leverage Value	,000	,039	,020	,019	50

a. Dependent Variable: MinatBeliM

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
```

```
  /NOORIGIN
  /DEPENDENT KeputusanPembelianY
  /METHOD=ENTER MinatBeliM
  /SAVE PRED SRESID.
```

Regression

[DataSet2] D:\SKRIPSI ROSWITA MEME\Data Mentah Yovin.sav

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MinatBeliM[b]	.	Enter

a. Dependent Variable: KeputusanPembelianY

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,438[a]	,292	,275	,659	,192	11,416

Model Summary[b]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	48	,001

a. Predictors: (Constant), MinatBeliM

b. Dependent Variable: KeputusanPembelianY

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,953	1	4,953	11,416	,001[b]
	Residual	20,827	48	,434		
	Total	25,780	49			

a. Dependent Variable: KeputusanPembelianY

b. Predictors: (Constant), MinatBeliM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,712	,502		5,398	,000
	MinatBeliM	,421	,125	,438	3,379	,001

Coefficients[a]

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	MinatBeliM	,438	,438	,438	1,000	1,000

a. Dependent Variable: KeputusanPembelianY

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	MinatBeliM
1	1	1,983	1,000	,01	,01
	2	,017	10,692	,99	,99

a. Dependent Variable: KeputusanPembelianY

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,98	4,82	4,38	,318	50
Std. Predicted Value	-1,272	1,378	,000	1,000	50
Standard Error of Predicted Value	,093	,160	,128	,031	50
Adjusted Predicted Value	3,92	4,81	4,38	,319	50
Residual	-1,397	1,024	,000	,652	50
Std. Residual	-2,121	1,555	,000	,990	50
Stud. Residual	-2,142	1,598	,003	1,009	50
Deleted Residual	-1,425	1,082	,004	,677	50
Stud. Deleted Residual	-2,229	1,625	-,001	1,027	50
Mahal. Distance	,003	1,898	,980	,881	50
Cook's Distance	,000	,071	,019	,027	50
Centered Leverage Value	,000	,039	,020	,018	50

a. Dependent Variable: KeputusanPembelianY

UNIVERSITAS FLORES
FAKULTAS EKONOMI
TERAKREDITASI BAN-PT
No. 1710/SK/BAN-PT/Akred /S/VIII/2016, 26 Agustus 2016 (Prodi S1 Manajemen)
No. 1562/SK/BAN-PT/Akred/S/VIII /2016, 11 Agustus 2016 (Prodi Ekon. Pembangunan)
No. 028/SK/BAN-PT/Akred/ S/X/2016, 02 September 2016 (Prodi S1- Akuntansi)
Kampus I Jl. Sam Ratulangi, No.XX, Kelurahan Paupire, Kecamatan Ende Tengah
Kabupaten Ende- Flores NTT kode Pos 86318, Telp.(0381) 21536

Nomor : 230/115/F5/31/N/VII/2020 24 Juli 2020
Lampiran : 1 (satu) Proposal
Perihal : **Izin Untuk Mengadakan Penelitian**

Kepada Yang Terhormat,
Pimpinan Roxy Swalayan Ende
Di - Ende

Dengan hormat,

Dalam rangka menyelesaikan studi di Fakultas Ekonomi Universitas Flores Ende, para mahasiswa diwajibkan menyusun Skripsi dari bidangnya masing-masing.
Untuk itu kami mohon dengan hormat bantuan dan kesediaan Bapak agar dapat mengijinkan mahasiswa kami tersebut di bawah ini :

Nama : **ROSWITA MEME**
Nim : **2016410017**
Prog.Studi : **MANAJEMEN**

Untuk mengadakan penelitian guna mendapatkan data-data yang diperlukan dalam rangka penulisan tugas akhir dengan Judul penelitian "**Pengaruh Promosi Terhadap Keputusan Pembelian Yang Di Mediasi Oleh Minat Beli Konsumen Roxy Swalayan Ende**".
Kerahasiaan data akan dipegang teguh dan hanya khusus digunakan untuk kepentingan ilmiah.

Demikian permohonan kami, atas bantuan dan kesediaan Bapak kami ucapkan terima kasih.

Dekan

Iriany Dewi Soleiman, SE., M.Sc.
NIDN. 0826037001

Tembusan :
1. Ketua Program Studi Manajemen FE Unv. Flores
2. Mahasiswa Ybs.

ROXY SWALAYAN ENDE
Jl. Ahmad Yani – Ende, Telp. 082145215841,
email: roxyswalayanende@gmail.com

KepadaYth.
Dekan Fakultas Ekonomi
Universitas Flores
Di Tempat

Yang bertanda tangan di bawah ini:
Nama : Junior Lay
Jabatan : Pimpinan

Menerangkan bahwa,
Nama : Roswita Meme
Nim : 2016410017
Prog.Studi : Manajemen

Telah selesai melakukan penelitian di perusahaan kami terhitung mulai tanggal 29 juli 2020 sampai dengan tanggal 01 agustus 2020 untuk memperoleh data dalam rangka penyusunan skripsi dengan judul "Pengaruh Promosi Terhadap Keputusan Pembelian Yang Di Mediasi Oleh Minat Beli Konsumen Roxy Swalayan Ende".

Demikian surat keterangan ini kami buat untuk dapat dipergunakan sebagaimana mestinya.

Ende, 21 Agustus 2020
Pimpinan Roxy Swalyan Ende

Junior Lay

UNIVERSITAS FLORES
FAKULTAS EKONOMI
PRODI MANAJEMEN
KARTU BIMBINGAN SKRIPSI

1. Nama mahasiswa : ROSWITA MEME
2. NIM : 2016410017
3. Bidang Kajian Skripsi :
4. Judul Skripsi : Pengaruh Promosi Terhadap Keputusan Pembelian Yang Di Mediasi Oleh Minat Beli Konsumen Roxy Swalayan Ende
5. Tanggal Pengajuan Skripsi :
6. Nama Pembimbing : 1. Dr. RAFAEL OKTAVIANUS BYRE, SE., MSc.
   2. GABRIEL TANUSI, SE., M.Si.
7. Keterangan Konsultasi :

No.	Tanggal Konsultasi	Keterangan	Paraf	
			Pembimbing 1	Pembimbing 2
1.	06/04/2020	perbaikan Latar belakang keseluruhan		
2.	20/04/2020	perbaik ~~latar~~ belakang		
3.	21/04/2020	Ubah judul, tempat penelitian		
4.	22/04/2020	ACC Bab I		
5.	23/04/2020	perbaiki bab II * kerangka konsep		
6.	19/05/2020	perbaiki Bab II		
7.	25/05/2020	* Hipotesis ACC Bab II		
8.	29/05/2020	perbaiki bab III *		
9.	10/06/2020	ACC Bab III		
10.	16/06/2020	perbaiki Bab I * tambahkan no Hal. setiap sumber * ~~perbaik~~ belakang Bab II * Hipotesis perbaiki dan kerang		

No.	Tanggal Konsultasi	Keterangan	Paraf	
			Pembimbing 1	Pembimbing 2
		ka pemikiran.		
11.	25/06/2020	perbaiki pengetikan Bab 1,2,3		
12.	25/06/2020	ACC Bab 1.2 dan 3.		
13.	24/07/2020	perbaiki bab 1-3		
14.	04/08/2020	perbaiki bab 4 Instrumen Penitian		
15.	15/08/2020	perbaiki bab 4 dan ~~bab~~ data		
16.	18/08/2020	acc bab 4 ~~dan bab 5~~		
17.	24/08/2020	acc bab 5 kesimpulan dan saran.		
18.	26/08/2020	perbaiki bab 2 kerangka pemikiran kesalahan pengetikan dan daftar isi.		
19.	01/09/2020	ACC Bab 4 dan 5		

8. Tanggal Selesai Penulisan Skripsi :
9. Telah dievaluasi dan Diuji dengan Nilai :

Pembimbing I

Ir. RAFAEL OKTAVIANUS BYRE, SE., MS
Nipy. 1980 2000 166

Pembimbing II

GABRIEL PANUSI, SE., M.Si.
Nipy. 1980 2006 292

Mengetahui
Ketua Program Studi

LAMBERTUS LANGGA, SE.,M.Sc
Nipy. 1980 2000 175