

## Lampiran 1

### PENGARUH PROMOSI, KUALITAS PRODUK, DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN DI CAFE TANEAN KABUPATEN SUMENEP

*Assalamu'alaikum Wr. Wb.*

Dalam rangka penelitian guna penyusunan skripsi yang berjudul “ **Pengaruh Promosi, Kualitas Produk, Dan Kualitas Layanan Terhadap Keputusan Pembelian di Cafe Tanean Kabupaten Sumenep**”, saya mohon kesediaan Bapak/ Ibu/ Saudara untuk mengisi kuesioner untuk observasi awal untuk mendukung penelitian yang akan saya lakukan dan hasil penelitian observasi ini tidak akan saya salah gunakan yang dapat merugikan Bapak/ Ibu/ Saudara. Atas kesediaan dan kerjasamanya kami ucapkan terima kasih.

*Wassalamu'alaikum Wr. Wb*

Hormat Kami,

Aqshol Rian Aditya H

#### **Identitas Responden :**

Usia sekarang : .....th

Jenis Kelamin :

Pekerjaan : a. Pelajar/ Mahasiswa

b. Wiraswasta

c. Pegawai/PNS

d. Karyawan Swasta

Pendapatan per bulan :

Pendidikan terakhir :

**Petunjuk** : Isilah kolom di bawah sesuai dengan kenyataan yang Bapak/ Ibu/ Saudara rasakan.

**Keterangan:**

**SS** : Sangat Setuju

**S** : Setuju

**N** : Sangat Setuju

**TS** : Tidak Setuju

**STS** : Sangat Tidak Setuju

#### KEPUTUSAN PEMBELIAN

No.	Pernyataan	Jawaban Responden				
		SS	S	N	TS	STS
1.	Saya mantap untuk membeli di Cafe Tanean.					
2.	Saya terbiasa dalam membeli di Cafe Tanean.					
3.	Saya cepat memutuskan melakukan pembelian di Cafe Tanean.					
4.	Saya tidak banyak pertimbangan untuk memilih Café Tanean					

#### PROMOSI

No.	Pernyataan	Jawaban Responden				
		SS	S	N	TS	STS
1.	Café Tanean sering melakukan kegiatan promosi					
2.	Informasi yang diberikan jelas sesuai dengan kenyataan					
3.	Café Tanean menawarkan banyak jenis promo					

4.	Waktu promosi yang dilakukan Cafe Tanean tepat sesuai harapan					
5.	Promosi Cafe Tanean tepat dan sesuai sasaran.					

### KUALITAS PRODUK

No.	Pernyataan	Jawaban Responden				
		SS	S	N	TS	STS
1.	Produk yang ditawarkan Cafe Tanean memiliki rasa yang khas.					
2.	Cafe Tanean menawarkan kualitas produk sesuai yang dijanjikan					
3.	Cafe Tanean menawarkan produk sesuai spesifikasi yang diharapkan konsumen					
4.	Produk yang disediakan oleh Cafe Tanean dapat dikonsumsi oleh segala jenis usia.					
5.	Cafe Tanean menawarkan produk yang memiliki daya tahan yang baik sampai ketangan konsumen untuk di konsumsi.					
6.	Cafe Tanean akan mengganti apabila terjadi kesalahan pemesanan					
7.	Cafe Tanean memiliki produk dengan kualitas rasa yang enak					
8.	Cara penyajian produk Cafe Tanean menarik					

### KUALITAS PELAYANAN

No.	Pernyataan	Jawaban Responden				
		SS	S	N	TS	STS
1.	Karyawan Cafe Tanean memberikan waktu pelayanan sesuai dengan yang dijanjikan.					
2.	Karyawan Cafe Tanean cepat dalam melayani konsumen.					
3.	Karyawan Cafe Tanean memberikan perhatian kepada setiap pelanggan.					
4.	Area parkir di Cafe Tanean luas.					
5.	Karyawan Cafe Tanean memiliki pengetahuan yang luas.					

## Lampiran 2

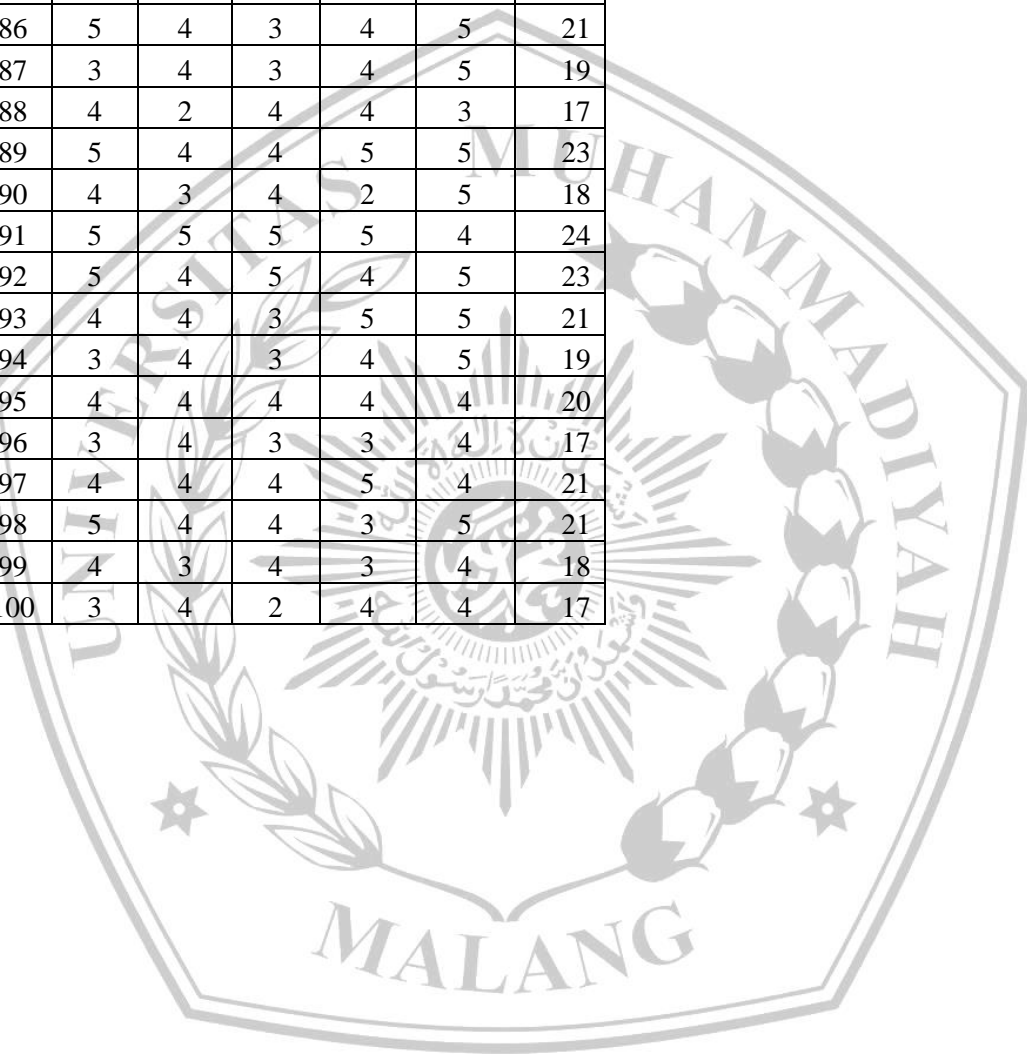
### Skor Jawaban Responden

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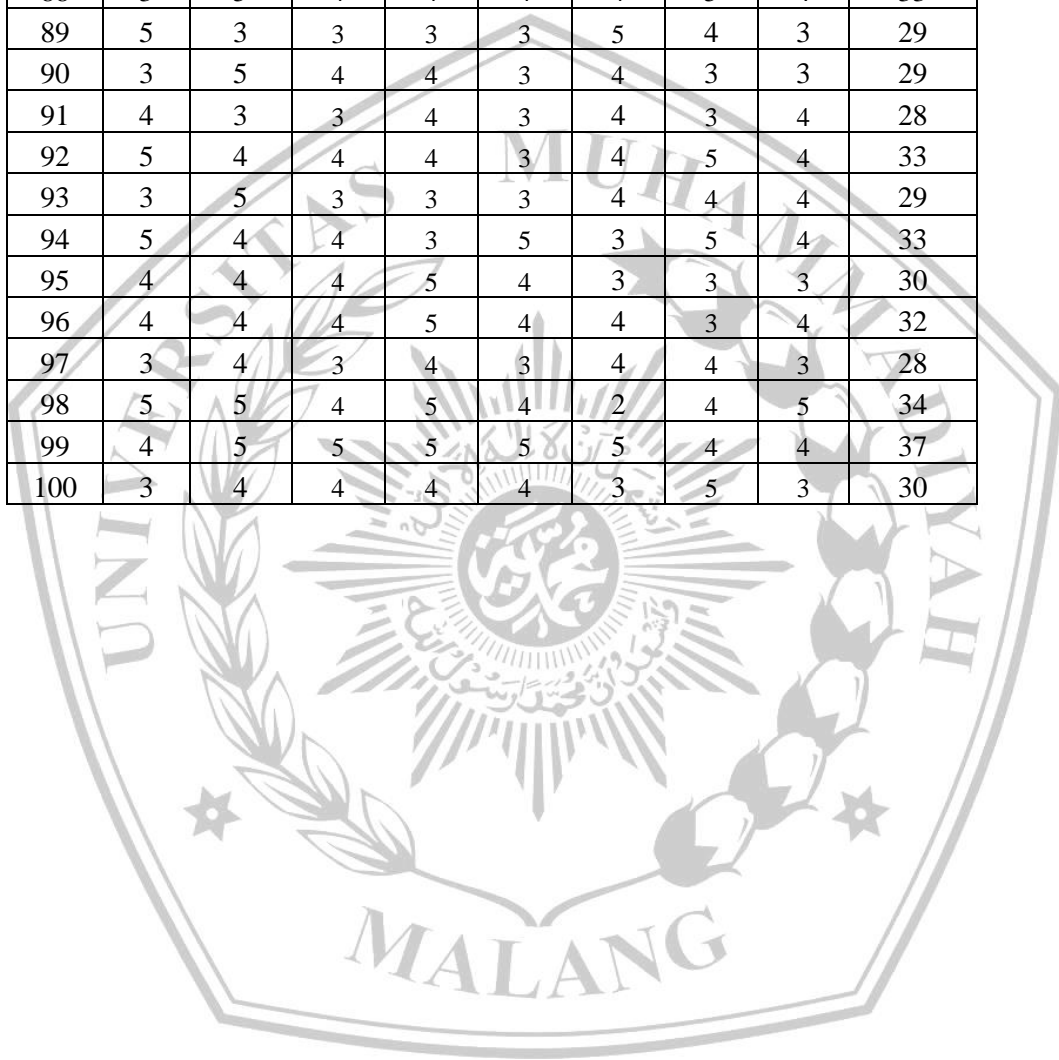
**SKOR VARIABEL KUALITAS PRODUK**

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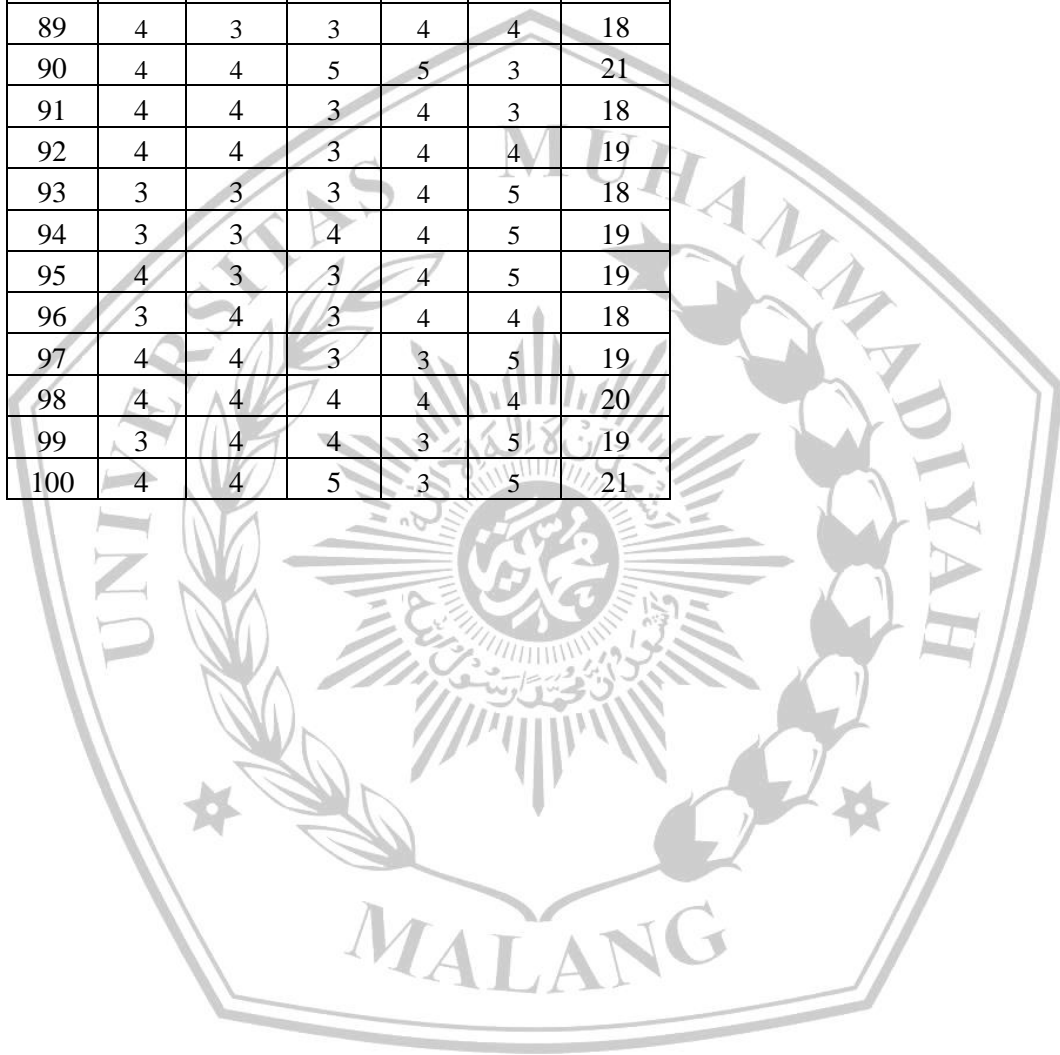


**SKOR VARIABEL KUALITAS LAYANAN**

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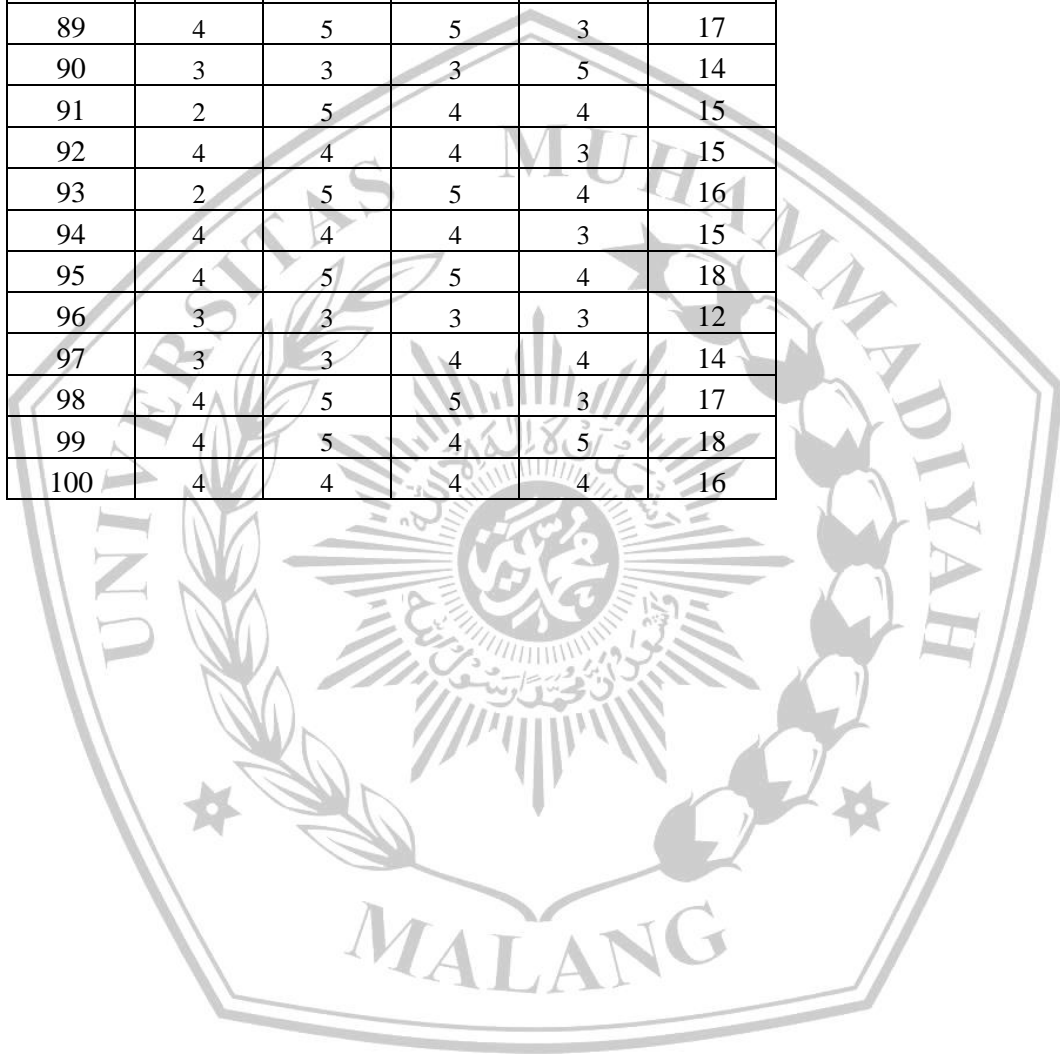


**SKOR VARIABEL KEPUTUSAN PEMBELIAN**

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98	4	5	5	3	17
99	4	5	4	5	18
100	4	4	4	4	16



### Lampiran 3 Frequency Table

#### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	16	16.0	16.0	18.0
	4	47	47.0	47.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

#### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	22	22.0	22.0	29.0
	4	57	57.0	57.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

#### X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	25	25.0	25.0	32.0
	4	51	51.0	51.0	83.0
	5	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

#### X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	18	18.0	18.0	23.0
	4	54	54.0	54.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	



**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	19	19.0	19.0	23.0
	4	53	53.0	53.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.0	6.0	6.0
	3	22	22.0	22.0	28.0
	4	50	50.0	50.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	22	22.0	22.0	27.0
	4	40	40.0	40.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	17	17.0	17.0	22.0
	4	50	50.0	50.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	10.0	10.0	10.0
	3	18	18.0	18.0	28.0
	4	49	49.0	49.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

**X2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	28	28.0	28.0	33.0
	4	49	49.0	49.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**X2.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	24	24.0	24.0	29.0
	4	55	55.0	55.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**X2.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	21.0	21.0	21.0
	4	52	52.0	52.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

**X2.8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.0	6.0	6.0
	3	28	28.0	28.0	34.0
	4	44	44.0	44.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	11.0	11.0	11.0
	3	30	30.0	30.0	41.0
	4	43	43.0	43.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	34	34.0	34.0	34.0
	4	53	53.0	53.0	87.0
	5	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	24	24.0	24.0	27.0
	4	57	57.0	57.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	19.0	19.0	19.0
	4	65	65.0	65.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**X3.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	22	22.0	22.0	22.0
	4	59	59.0	59.0	81.0
	5	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	25	25.0	25.0	28.0
	4	59	59.0	59.0	87.0
	5	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	25	25.0	25.0	28.0
	4	51	51.0	51.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Total	100	100.0	100.0
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**Y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	25	25.0	25.0	25.0
	4	52	52.0	52.0	77.0
	5	23	23.0	23.0	100.0
Total		100	100.0	100.0	

**Y1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	35	35.0	35.0	39.0
	4	50	50.0	50.0	89.0
	5	11	11.0	11.0	100.0
Total		100	100.0	100.0	



#### Lampiran 4 Descriptives

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	2	5	4.15	.757
X1.2	100	2	5	3.78	.773
X1.3	100	2	5	3.78	.811
X1.4	100	2	5	3.95	.783
X1.5	100	2	5	3.97	.771
X2.1	100	2	5	3.88	.820
X2.2	100	2	5	4.01	.870
X2.3	100	2	5	4.01	.810
X2.4	100	2	5	3.85	.892
X2.5	100	2	5	3.80	.791
X2.6	100	2	5	3.82	.757
X2.7	100	3	5	4.06	.694
X2.8	100	2	5	3.82	.845
X3.1	100	2	5	3.64	.882
X3.2	100	3	5	3.79	.656
X3.3	100	2	5	3.86	.711
X3.4	100	3	5	3.97	.594
X3.5	100	3	5	3.97	.643
Y1.1	100	2	5	3.82	.687
Y1.2	100	2	5	3.90	.759
Y1.3	100	3	5	3.98	.696
Y1.4	100	2	5	3.68	.723
Valid N (listwise)	100				



MALANG

## Lampiran 5 Hasil Uji Validitas

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	Promosi
X1.1	Pearson Correlation	1	.022	.186	.149	.042	
	Sig. (2-tailed)		.825	.064	.139	.676	
	N	100	100	100	100	100	
X1.2	Pearson Correlation	.022	1	.244*	.182	.057	
	Sig. (2-tailed)	.825		.014	.070	.576	
	N	100	100	100	100	100	
X1.3	Pearson Correlation	.186	.244*	1	.316**	.183	
	Sig. (2-tailed)	.064	.014		.001	.068	
	N	100	100	100	100	100	
X1.4	Pearson Correlation	.149	.182	.316**	1	.081	
	Sig. (2-tailed)	.139	.070	.001		.423	
	N	100	100	100	100	100	
X1.5	Pearson Correlation	.042	.057	.183	.081	1	
	Sig. (2-tailed)	.676	.576	.068	.423		
	N	100	100	100	100	100	
Promosi	Pearson Correlation	.488**	.534**	.695**	.616**	.481**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	

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

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

		Correlations				
		X2.1	X2.2	X2.3	X2.4	X2.5
X2.1	Pearson Correlation	1	.016	.154	.086	.087
	Sig. (2-tailed)		.876	.126	.397	.388
	N	100	100	100	100	100
X2.2	Pearson Correlation	.016	1	.415**	.392**	.428**
	Sig. (2-tailed)	.876		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.154	.415**	1	.533**	.444**
	Sig. (2-tailed)	.126	.000		.000	.000
	N	100	100	100	100	100

X2.4	Pearson Correlation	.086	.392**	.533**	1	.444**
	Sig. (2-tailed)	.397	.000	.000		.000
	N	100	100	100	100	100
X2.5	Pearson Correlation	.087	.428**	.444**	.444**	1
	Sig. (2-tailed)	.388	.000	.000	.000	
	N	100	100	100	100	100
X2.6	Pearson Correlation	-.019	-.028	-.046	-.055	-.027
	Sig. (2-tailed)	.852	.783	.646	.584	.790
	N	100	100	100	100	100
X2.7	Pearson Correlation	.119	.083	.053	-.116	.059
	Sig. (2-tailed)	.237	.414	.602	.251	.561
	N	100	100	100	100	100
X2.8	Pearson Correlation	.202*	-.066	.135	-.050	.157
	Sig. (2-tailed)	.044	.513	.179	.624	.119
	N	100	100	100	100	100
Kualitas Produk	Pearson Correlation	.411**	.579**	.687**	.589**	.657**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100

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

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

		Correlations				
		X3.1	X3.2	X3.3	X3.4	X3.5
X3.1	Pearson Correlation	1	.008	.048	-.021	-.037
	Sig. (2-tailed)		.940	.638	.837	.714
	N	100	100	100	100	100
X3.2	Pearson Correlation	.008	1	.110	.165	.129
	Sig. (2-tailed)	.940		.278	.100	.202
	N	100	100	100	100	100
X3.3	Pearson Correlation	.048	.110	1	.062	.234*
	Sig. (2-tailed)	.638	.278		.542	.019
	N	100	100	100	100	100
X3.4	Pearson Correlation	-.021	.165	.062	1	-.002
	Sig. (2-tailed)	.837	.100	.542		.981
	N	100	100	100	100	100
X3.5	Pearson Correlation	-.037	.129	.234*	-.002	1
	Sig. (2-tailed)	.714	.202	.019	.981	

	N	100	100	100	100	100
Kualitas Pelayanan	Pearson Correlation	.504**	.524**	.576**	.413**	.48
	Sig. (2-tailed)	.000	.000	.000	.000	.0
	N	100	100	100	100	100

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

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

### Correlations

		Y1.1	Y1.2	Y1.3	Y1.4
Y1.1	Pearson Correlation	1	.159	.077	-.076
	Sig. (2-tailed)		.114	.447	.450
	N	100	100	100	100
Y1.2	Pearson Correlation	.159	1	.340**	.125
	Sig. (2-tailed)	.114		.001	.215
	N	100	100	100	100
Y1.3	Pearson Correlation	.077	.340**	1	.128
	Sig. (2-tailed)	.447	.001		.206
	N	100	100	100	100
Y1.4	Pearson Correlation	-.076	.125	.128	1
	Sig. (2-tailed)	.450	.215	.206	
	N	100	100	100	100
Keputusan Pembelian	Pearson Correlation	.478**	.709**	.652**	.507**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100

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





## Lampiran 6 Reliability

### Case Processing Summary

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

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.712	6

### Item Statistics

	Mean	Std. Deviation	N
X1.1	4.15	.757	100
X1.2	3.78	.773	100
X1.3	3.78	.811	100
X1.4	3.95	.783	100
X1.5	3.97	.771	100
Promosi	19.63	2.200	100

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	35.11	16.685	.341	.703
X1.2	35.48	16.333	.390	.693
X1.3	35.48	15.060	.579	.651
X1.4	35.31	15.731	.486	.673
X1.5	35.29	16.693	.330	.705
Promosi	19.63	4.842	1.000	.466

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
39.26	19.366	4.401	6

## Reliability

### Case Processing Summary

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

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.704	9

### Item Statistics

	Mean	Std. Deviation	N
X2.1	3.88	.820	100
X2.2	4.01	.870	100
X2.3	4.01	.810	100
X2.4	3.85	.892	100
X2.5	3.80	.791	100
X2.6	3.82	.757	100
X2.7	4.06	.694	100
X2.8	3.82	.845	100
Kualitas Produk	31.25	3.264	100

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	58.62	38.884	.299	.694
X2.2	58.49	36.798	.479	.672
X2.3	58.49	36.010	.612	.658
X2.4	58.65	36.553	.488	.670
X2.5	58.70	36.455	.579	.663
X2.6	58.68	40.826	.126	.713

X2.7	58.44	39.643	.285	.697
X2.8	58.68	38.422	.332	.690
Kualitas Produk	31.25	10.654	1.000	.577

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
62.50	42.616	6.528	9



## Reliability

### Case Processing Summary

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

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.659	6

### Item Statistics

	Mean	Std. Deviation	N
X3.1	3.64	.882	100
X3.2	3.79	.656	100
X3.3	3.86	.711	100
X3.4	3.97	.594	100
X3.5	3.97	.643	100
Kualitas Pelyanan	19.23	1.757	100

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	34.82	10.008	.281	.652
X3.2	34.67	10.365	.369	.630
X3.3	34.60	9.980	.416	.616
X3.4	34.49	10.980	.259	.656
X3.5	34.49	10.555	.331	.640
Kualitas Pelyanan	19.23	3.088	1.000	.246

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
38.46	12.352	3.515	6

## Reliability

### Case Processing Summary

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

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.712	5

### Item Statistics

	Mean	Std. Deviation	N
Y1.1	3.82	.687	100
Y1.2	3.90	.759	100
Y1.3	3.98	.696	100
Y1.4	3.68	.723	100
Keputusan Pembelian	15.38	1.686	100

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	26.94	9.633	.298	.721
Y1.2	26.86	8.324	.566	.641
Y1.3	26.78	8.800	.507	.664
Y1.4	27.08	9.428	.321	.714
Keputusan Pembelian	15.38	2.844	1.000	.370

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.76	11.376	3.373	5

## Lampiran 7

### NPar Tests

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.08171361
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	-.054
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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



## Lampiran 8 Hasil Analisis Regressi

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

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan, Promosi , Kualitas Produk <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 <sup>a</sup>	.709	.700	2.114

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

b. Dependent Variable: Keputusan Pembelian

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1044.770	3	348.257	77.928	.000 <sup>b</sup>
	Residual	429.020	96	4.469		
	Total	1473.790	99			

a. Dependent Variable: Keputusan Pembelian

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

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.516	1.003		8.494	.000
	Promosi	.040	.018	.141	2.168	.033
	Kualitas Produk	.201	.027	.533	7.454	.000
	Kualitas Pelayanan	.224	.056	.305	3.975	.000

a. Dependent Variable: Keputusan Pembelian

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Promosi	Kualitas Produk	K
1	1	3.863	1.000	.00	.01	.00	
	2	.089	6.593	.09	.86	.03	
	3	.029	11.513	.80	.11	.08	
	4	.019	14.187	.11	.02	.89	

a. Dependent Variable: Keputusan Pembelian

### Residuals Statistics<sup>a</sup>

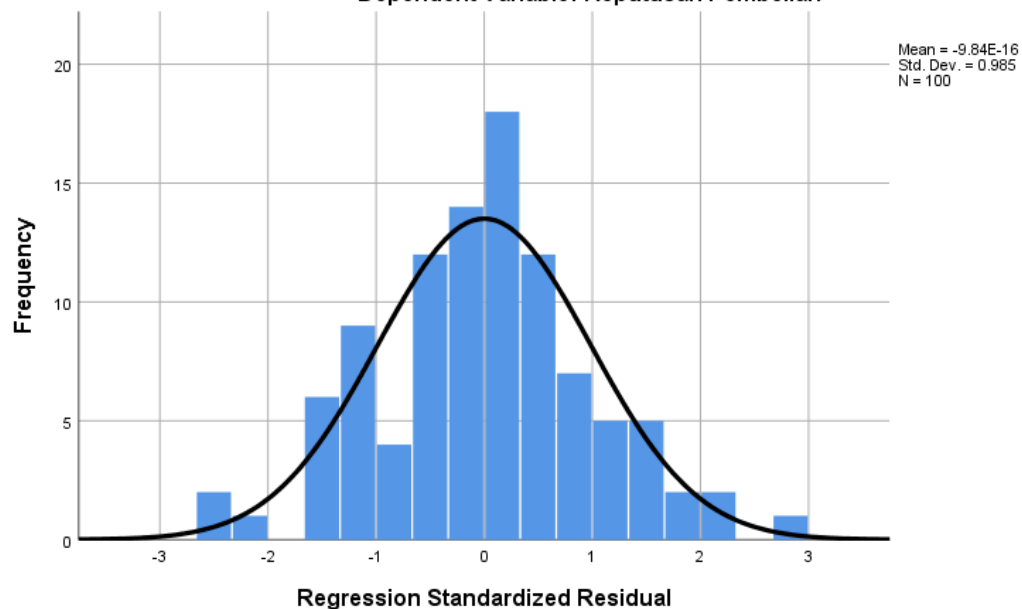
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.89	30.07	23.39	3.249	100
Residual	-5.128	6.085	.000	2.082	100
Std. Predicted Value	-2.616	2.056	.000	1.000	100
Std. Residual	-2.426	2.878	.000	.985	100

a. Dependent Variable: Keputusan Pembelian

## Charts

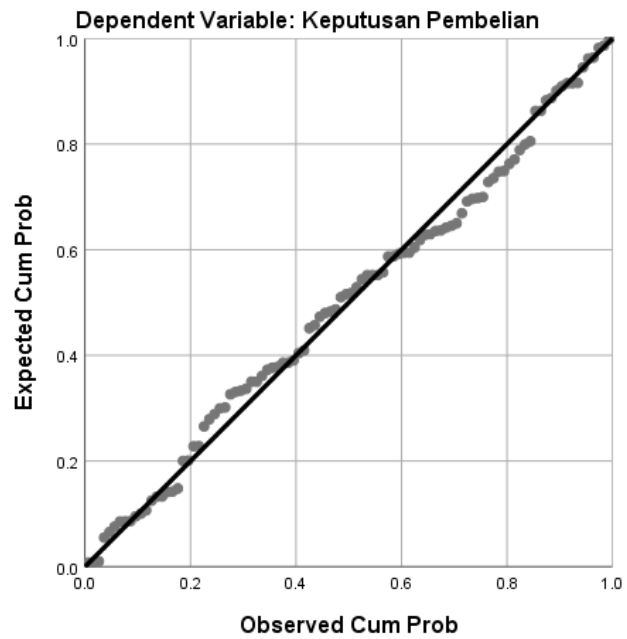
### Histogram

Dependent Variable: Keputusan Pembelian





Normal P-P Plot of Regression Standardized Residual



Scatterplot

