

Lampiran 1. Kuisisioner Penelitian

KUISISIONER PENELITIAN

PENGARUH PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN TYPE KAMAR DI GRAND CENTRAL HOTEL MEDAN

**Kepada Yth.
Bapak/Ibu responden**

Assalamualaikum Warrahmatullahi Wabarakatuh. Saya Budi Iswanda, mahasiswa Program Studi manajemen Fakultas Ekonomi dan Ilmu Sosial Universitas Sari Mutiara Indonesia, yang sedang melakukan penelitian mengenai “Pengaruh promosi dan harga terhadap keputusan pembelian type kamar di Grand central hotel Medan”. Demi kelancaran penelitian ini, saya mohon kesediaan saudara/i yang terhormat untuk menjawab dan mengisi pertanyaan dibawah ini :

I. IDENTITAS RESPONDEN

No. Responden :

Nama :

Umur :

Jenis Kelamin :

Pria

Wanita

Pekerjaan :

Pelajar/Mahasiswa

Wiraswasta

Pegawai Swasta

Pegawai Negeri

Lain-Lain

Berapa kali berkunjung ke Grand central Hotel :

1 Kali

2 Kali

3 Kali

Lebih dari 3 kali

II. PETUNJUK PENGISIAN

Dibawah ini terdapat sejumlah pernyataan. Baca dan pahami! Setiap pernyataan dengan baik, kemudian berikan respon dan Berilah tanda Centang (✓) pada kolom yang tersedia dengan satu pilihan jawaban. saudara responden hanya diberi kesempatan memilih 1 (satu) jawaban :

| Keterangan | Nilai |
|---------------------------|-------|
| SS = Sangat Setuju | 5 |
| S = Setuju | 4 |
| N = Netral | 3 |
| TS = Tidak Setuju | 2 |
| STS = Sangat Tidak Setuju | 1 |

III. DAFTAR PERNYATAAN

Variabel Promosi (X1)

| No | Pernyataan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| | Jangkauan Promosi | | | | | |
| 1 | Informasi Mengenai Grand Central Hotel Medan mudah saya dapatkan | | | | | |
| 2 | Ketersediaan brosur mengenai fasilitas yang ditawarkan selama berada Grand Central Hotel Medan | | | | | |
| | Daya Tarik Promosi | | | | | |
| 1 | Promosi yang dilakukan oleh Grand Central Hotel Medan menarik simpatik banyak konsumen | | | | | |
| 2 | Pemberian potongan harga oleh Grand central Hotel Medan sangat efektif untuk konsumen. | | | | | |
| | Kualitas Penyampaian Pesan | | | | | |
| 1 | Pesan promosi yang disampaikan Grand Central Hotel Medan menarik bagi saya | | | | | |
| 2 | Pesan promosi yang disampaikan Grand Central Hotel Medan mudah saya pahami | | | | | |
| | Kuantitas penayangan iklan dimedia promosi | | | | | |
| 1 | Durasi penayangan iklan sudah sesuai | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| | dan tepat sasaran | | | | | |
| 2 | Pembaharuan iklan dilakukan sebanyak 6 Kali dalam satu bulan | | | | | |

Variabel Harga(X2)

| No | Pernyataan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| | Keterjangkauan Harga | | | | | |
| 1 | Harga kamar yang terjangkau yang ditawarkan oleh Grand central Hotel Medan | | | | | |
| 2 | Harga kamar yang bervariasi sesuai dengan kelengkapan fasilitas kamar | | | | | |
| | Harga sesuai kualitas produk | | | | | |
| 1 | Harga kamar sesuai yang anda inginkan | | | | | |
| | Perbandingan harga yang ditawarkan produk pesaing | | | | | |
| 1 | Harga kamar yang tersedia dapat bersaing dengan kompetitor lainnya | | | | | |
| 2 | Harga kamar di Grand Central hotel Medan lebih ekonomis. | | | | | |

Variabel Keputusan Pembelian(Y)

| No | Pernyataan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| | Kemantapan pada sebuah produk | | | | | |
| 1 | Saya menjadikan Grand central Hotel Medan sebagai pemenuhan kebutuhan menginap | | | | | |
| 2 | Keputusan saya menginap di Grand Central hotel adalah keputusan yang tepat | | | | | |
| | Kebiasaan dalam membeli produk | | | | | |
| 1 | Grand central hotel menjadi pertimbangan saya untuk menginap saat berkunjung ke Kota Medan | | | | | |
| 2 | Saya berkeinginan menginap kembali di Grand central Hotel di waktu yang akan datang | | | | | |
| | Kecepatan dalam membeli sebuah produk | | | | | |
| 1 | Saya selalu pesan kamar melalui aplikasi <i>Online Travel</i> | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| | <i>Agent</i> bertransaksi cepat dan mudah | | | | | |
| 2 | Proses penyesuaian data registrasi yang cepat membuat kenyamanan pada saat <i>Check in</i> | | | | | |

* Terima Kasih atas partisipasinya *



Lampiran 2. Tabulasi Data Kuisisioner

| No. Res | PROMOSI (X1) | | | | | | | | Total | HARGA (X2) | | | | | Total | KEPUTUSAN PEMBELIAN (Y) | | | | | | Total |
|---------|--------------|------|------|------|------|------|------|------|-------|------------|------|------|------|------|-------|-------------------------|-----|-----|-----|-----|-----|-------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | |
| 1 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 37 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 | 4 | 5 | 4 | 5 | 4 | 22 | 3 | 3 | 4 | 4 | 5 | 4 | 23 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 34 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 6 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 30 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 7 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 | 2 | 4 | 4 | 4 | 4 | 18 | 4 | 4 | 2 | 2 | 4 | 4 | 20 |
| 8 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 9 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 10 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 32 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 11 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 34 | 4 | 5 | 5 | 2 | 4 | 20 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 12 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 2 | 4 | 5 | 4 | 23 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 2 | 2 | 2 | 2 | 17 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 15 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 37 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 2 | 2 | 2 | 18 |
| 16 | 5 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 2 | 2 | 4 | 4 | 20 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 | 4 | 2 | 2 | 2 | 2 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 18 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 31 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 5 | 4 | 2 | 5 | 4 | 24 |
| 19 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 34 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 2 | 4 | 4 | 4 | 3 | 21 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 4 | 2 | 4 | 24 |
| 21 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 37 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 22 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4 | 2 | 2 | 2 | 2 | 12 | 4 | 2 | 2 | 4 | 4 | 3 | 19 |
| 23 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 2 | 4 | 4 | 23 |

| | | | | | | | | | | | | | | | | | | | | | | |
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| 24 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 35 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 2 | 4 | 4 | 4 | 4 | 22 |
| 25 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 26 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 27 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 28 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 5 | 4 | 4 | 2 | 2 | 21 |
| 29 | 4 | 5 | 4 | 5 | 4 | 4 | 2 | 4 | 32 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 30 | 5 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 34 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 31 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 37 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 33 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 | 4 | 5 | 4 | 5 | 4 | 22 | 3 | 3 | 4 | 4 | 5 | 4 | 23 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 35 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 34 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 36 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 30 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 37 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 | 2 | 4 | 4 | 4 | 4 | 18 | 4 | 4 | 2 | 2 | 4 | 4 | 20 |
| 38 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 39 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 40 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 32 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 41 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 34 | 4 | 5 | 5 | 2 | 4 | 20 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 42 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 2 | 4 | 5 | 4 | 23 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 2 | 2 | 2 | 2 | 17 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 45 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 37 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 2 | 2 | 2 | 18 |
| 46 | 5 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 2 | 2 | 4 | 4 | 20 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 | 4 | 2 | 2 | 2 | 2 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 48 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 31 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 5 | 4 | 2 | 5 | 4 | 24 |
| 49 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 34 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 2 | 4 | 4 | 4 | 3 | 21 |

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| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 4 | 2 | 4 | 24 |
| 51 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 37 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 52 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4 | 2 | 2 | 2 | 2 | 12 | 4 | 2 | 2 | 4 | 4 | 3 | 19 |
| 53 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 2 | 4 | 4 | 23 |
| 54 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 35 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 2 | 4 | 4 | 4 | 4 | 22 |
| 55 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 56 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 57 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 58 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 5 | 4 | 4 | 2 | 2 | 21 |
| 59 | 4 | 5 | 4 | 5 | 4 | 4 | 2 | 4 | 32 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 60 | 5 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 34 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 61 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 37 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 63 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 | 4 | 5 | 4 | 5 | 4 | 22 | 3 | 3 | 4 | 4 | 5 | 4 | 23 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 65 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 34 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 66 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 30 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 67 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 | 2 | 4 | 4 | 4 | 4 | 18 | 4 | 4 | 2 | 2 | 4 | 4 | 20 |
| 68 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 69 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 70 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 32 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 71 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 34 | 4 | 5 | 5 | 2 | 4 | 20 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 72 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 2 | 4 | 5 | 4 | 23 |
| 73 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 2 | 2 | 2 | 2 | 17 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 75 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 37 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 2 | 2 | 2 | 18 |

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|-----|---|---|---|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|---|---|----|
| 76 | 5 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 2 | 2 | 4 | 4 | 20 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 | 4 | 2 | 2 | 2 | 2 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 78 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 31 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 5 | 4 | 2 | 5 | 4 | 24 |
| 79 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 34 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 2 | 4 | 4 | 4 | 3 | 21 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 4 | 2 | 4 | 24 |
| 81 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 37 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 82 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4 | 2 | 2 | 2 | 2 | 12 | 4 | 2 | 2 | 4 | 4 | 3 | 19 |
| 83 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 2 | 4 | 4 | 23 |
| 84 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 35 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 2 | 4 | 4 | 4 | 4 | 22 |
| 85 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 86 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 87 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 88 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 5 | 4 | 4 | 2 | 2 | 21 |
| 89 | 4 | 5 | 4 | 5 | 4 | 4 | 2 | 4 | 32 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 90 | 5 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 34 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 91 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 37 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 93 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 | 4 | 5 | 4 | 5 | 4 | 22 | 3 | 3 | 4 | 4 | 5 | 4 | 23 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 95 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 34 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 96 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 30 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 97 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 | 2 | 4 | 4 | 4 | 4 | 18 | 4 | 4 | 2 | 2 | 4 | 4 | 20 |
| 98 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 99 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 100 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 32 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |

Lampiran 3. Hasil Uji Statistik Deskriptif

Descriptive Statistics

| | N | Minimum | Maximum | Mean | | Std. Deviation |
|----------------------|-----------|-----------|-----------|-----------|------------|----------------|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Promosi_X1 | 100 | 29 | 40 | 34.57 | .276 | 2.757 |
| Harga_X2 | 100 | 12 | 25 | 20.73 | .271 | 2.715 |
| KeputusanPembelian_Y | 100 | 17 | 30 | 24.41 | .347 | 3.470 |
| Valid N (listwise) | 100 | | | | | |

Lampiran 4. Hasil Uji Validitas

1. Hasil Validitas Variabel Promosi (X1)

Correlations

| | | Promo si | Promo si | Promo si | Promo si | Promo si | Promo si | Promo si | Promo si | Total_ X1 |
|-------------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Promo si | Pearson Correlation | 1 | .067 | .413** | .220* | .316** | .159 | .109 | -.034 | .497** |
| | Sig. (2-tailed) | | .510 | .000 | .028 | .001 | .114 | .281 | .738 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Promo si | Pearson Correlation | .067 | 1 | .156 | .509** | -.160 | -.233* | -.132 | .051 | .310** |
| | Sig. (2-tailed) | .510 | | .122 | .000 | .112 | .020 | .190 | .611 | .002 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Promo si | Pearson Correlation | .413** | .156 | 1 | .642** | .520** | .346** | .233* | .141 | .807** |
| | Sig. (2-tailed) | .000 | .122 | | .000 | .000 | .000 | .020 | .162 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Promo si | Pearson Correlation | .220* | .509** | .642** | 1 | .162 | .149 | -.038 | -.102 | .625** |
| | Sig. (2-tailed) | .028 | .000 | .000 | | .108 | .139 | .706 | .311 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Promo si | Pearson Correlation | .316** | -.160 | .520** | .162 | 1 | .729** | .517** | .312** | .712** |
| | Sig. (2-tailed) | .001 | .112 | .000 | .108 | | .000 | .000 | .002 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Promo si | Pearson Correlation | .159 | -.233* | .346** | .149 | .729** | 1 | .337** | .310** | .575** |
| | Sig. (2-tailed) | .114 | .020 | .000 | .139 | .000 | | .001 | .002 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

| | | | | | | | | | |
|--------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Pearson | .109 | -.132 | .233* | -.038 | .517** | .337** | 1 | .384** | .513** |
| Promo Correlation | | | | | | | | | |
| Sig. (2-tailed) | .281 | .190 | .020 | .706 | .000 | .001 | | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Pearson | -.034 | .051 | .141 | -.102 | .312** | .310** | .384** | 1 | .431** |
| Promo Correlation | | | | | | | | | |
| Sig. (2-tailed) | .738 | .611 | .162 | .311 | .002 | .002 | .000 | | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Pearson | .497** | .310** | .807** | .625** | .712** | .575** | .513** | .431** | 1 |
| Total_ Correlation | | | | | | | | | |
| Sig. (2-tailed) | .000 | .002 | .000 | .000 | .000 | .000 | .000 | .000 | |
| N | 100 | 100 | 100 | 100 | 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).

2. Hasil Validitas Variabel Harga(X2)

| | | Correlations | | | | | |
|----------|---------------------|--------------|--------|--------|--------|--------|----------|
| | | Harga | Harga | Harga | Harga | Harga | Total_X2 |
| Harga | Pearson Correlation | 1 | .208* | .329** | .144 | .204* | .446** |
| | Sig. (2-tailed) | | .037 | .001 | .152 | .042 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Harga | Pearson Correlation | .208* | 1 | .683** | .526** | .551** | .789** |
| | Sig. (2-tailed) | .037 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Harga | Pearson Correlation | .329** | .683** | 1 | .525** | .802** | .875** |
| | Sig. (2-tailed) | .001 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Harga | Pearson Correlation | .144 | .526** | .525** | 1 | .783** | .804** |
| | Sig. (2-tailed) | .152 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Harga | Pearson Correlation | .204* | .551** | .802** | .783** | 1 | .889** |
| | Sig. (2-tailed) | .042 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Total_X2 | Pearson Correlation | .446** | .789** | .875** | .804** | .889** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |

| | | | | | | |
|---|-----|-----|-----|-----|-----|-----|
| N | 100 | 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).

3. Hasil Validitas Variabel Keputusan Pembelian (Y)

| | | Correlations | | | | | | |
|------------------------|---------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|-------------|
| | | Keputus an pembeli an | Keputus an pembelia n | Keputus an pembelia n | Keputus an pembelia n | Keputus an pembelia n | Keputus an pembelia n | Total _Y |
| Keputusan pembelian | Pearson | 1 | .492** | .192 | .094 | -.069 | .229* | .399* |
| | Correlation | | | | | | | * |
| | Sig. (2- tailed) | | .000 | .055 | .350 | .494 | .022 | .000 |
| Keputusan pembelian | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson | .492** | 1 | .328** | .191 | -.089 | .312** | .572* |
| | Correlation | | | | | | | * |
| Keputusan pembelian | Sig. (2- tailed) | .000 | | .001 | .057 | .376 | .002 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson | .192 | .328** | 1 | .640** | .208* | .464** | .739* |
| Keputusan pembelian | Correlation | | | | | | | * |
| | Sig. (2- tailed) | .055 | .001 | .000 | .038 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Keputusan pembelian | Pearson | .094 | .191 | .640** | 1 | .432** | .547** | .774* |
| | Correlation | | | | | | | * |
| | Sig. (2- tailed) | .350 | .057 | .000 | .000 | .000 | .000 | .000 |
| Keputusan pembelian | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson | -.069 | .089 | .208* | .432** | 1 | .814** | .641* |
| | Correlation | | | | | | | * |
| Keputusan pembelian | Sig. (2- tailed) | .494 | .376 | .038 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson | .229* | .312** | .464** | .547** | .814** | 1 | .844* |
| Keputusan pembelian | Correlation | | | | | | | * |

| | | | | | | | | |
|---------|---------------------|--------|--------|--------|--------|--------|--------|------|
| | Sig. (2-tailed) | .022 | .002 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .399** | .572** | .739** | .774** | .641** | .844** | 1 |
| Total_Y | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 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).



Lampiran 5. Tabel r Product Moment

| N | Taraf Signif | | N | Taraf Signif | | N | Taraf Signif | |
|----|--------------|-------|----|--------------|-------|------|--------------|-------|
| | 5% | 10% | | 5% | 10% | | 5% | 10% |
| 3 | 0,997 | 0,999 | 27 | 0,381 | 0,487 | 55 | 0,266 | 0,345 |
| 4 | 0,950 | 0,990 | 28 | 0,374 | 0,478 | 60 | 0,254 | 0,330 |
| 5 | 0,878 | 0,959 | 29 | 0,367 | 0,470 | 65 | 0,244 | 0,317 |
| | | | | | | | | |
| 6 | 0,811 | 0,917 | 30 | 0,361 | 0,463 | 70 | 0,235 | 0,306 |
| 7 | 0,754 | 0,874 | 31 | 0,355 | 0,456 | 75 | 0,227 | 0,296 |
| 8 | 0,707 | 0,834 | 32 | 0,349 | 0,449 | 80 | 0,220 | 0,286 |
| 9 | 0,666 | 0,798 | 33 | 0,344 | 0,442 | 85 | 0,213 | 0,278 |
| 10 | 0,632 | 0,765 | 34 | 0,339 | 0,436 | 90 | 0,207 | 0,270 |
| | | | | | | | | |
| 11 | 0,602 | 0,735 | 35 | 0,334 | 0,430 | 95 | 0,202 | 0,263 |
| 12 | 0,576 | 0,708 | 36 | 0,329 | 0,424 | 100 | 0,195 | 0,256 |
| 13 | 0,553 | 0,684 | 37 | 0,325 | 0,418 | 125 | 0,176 | 0,230 |
| 14 | 0,532 | 0,661 | 38 | 0,320 | 0,413 | 150 | 0,159 | 0,210 |
| 15 | 0,514 | 0,641 | 39 | 0,316 | 0,408 | 175 | 0,148 | 0,194 |
| | | | | | | | | |
| 16 | 0,497 | 0,623 | 40 | 0,312 | 0,403 | 200 | 0,138 | 0,181 |
| 17 | 0,482 | 0,606 | 41 | 0,308 | 0,398 | 300 | 0,113 | 0,148 |
| 18 | 0,468 | 0,590 | 42 | 0,304 | 0,393 | 400 | 0,098 | 0,128 |
| 19 | 0,456 | 0,575 | 43 | 0,301 | 0,389 | 500 | 0,088 | 0,115 |
| 20 | 0,444 | 0,561 | 44 | 0,297 | 0,384 | 600 | 0,080 | 0,105 |
| | | | | | | | | |
| 21 | 0,433 | 0,549 | 45 | 0,294 | 0,380 | 700 | 0,074 | 0,097 |
| 22 | 0,423 | 0,537 | 46 | 0,291 | 0,376 | 800 | 0,070 | 0,091 |
| 23 | 0,413 | 0,526 | 47 | 0,288 | 0,372 | 900 | 0,065 | 0,086 |
| 24 | 0,404 | 0,515 | 48 | 0,284 | 0,368 | 1000 | 0,062 | 0,081 |
| 25 | 0,396 | 0,505 | 49 | 0,281 | 0,364 | | | |

Lampiran 6. Hasil Uji Reliabilitas

Variabel Promosi (X1)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .686 | 8 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Promosi | 30.13 | 6.357 | .316 | .670 |
| Promosi | 30.05 | 6.957 | .112 | .710 |
| Promosi | 30.39 | 4.766 | .667 | .568 |
| Promosi | 30.17 | 5.577 | .411 | .649 |
| Promosi | 30.26 | 5.992 | .612 | .617 |
| Promosi | 30.31 | 6.256 | .431 | .648 |
| Promosi | 30.25 | 6.210 | .313 | .671 |
| Promosi | 30.43 | 6.530 | .229 | .689 |

Variabel Harga (X2)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .828 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Harga | 16.64 | 6.314 | .255 | .877 |
| Harga | 16.48 | 4.737 | .643 | .789 |
| Harga | 16.60 | 4.566 | .788 | .747 |
| Harga | 16.66 | 4.570 | .655 | .786 |
| Harga | 16.54 | 4.413 | .806 | .739 |

Variabel Keputusan Pembelian (Y)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .754 | 6 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Keputusan pembelian | 20.07 | 10.813 | .253 | .768 |
| Keputusan pembelian | 20.25 | 9.341 | .363 | .753 |
| Keputusan pembelian | 20.47 | 8.070 | .567 | .696 |
| Keputusan pembelian | 20.48 | 7.545 | .600 | .686 |
| Keputusan pembelian | 20.34 | 8.873 | .448 | .731 |
| Keputusan pembelian | 20.44 | 8.006 | .754 | .650 |

Lampiran 7. Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

| | Unstandardized Residual |
|----------------------------------|-------------------------|
| N | 100 |
| Normal Parameters ^{a,b} | |
| Mean | .0000000 |
| Std. Deviation | 3.12395752 |
| Most Extreme Differences | |
| Absolute | .075 |
| Positive | .062 |
| Negative | -.075 |
| Kolmogorov-Smirnov Z | .754 |
| Asymp. Sig. (2-tailed) | .620 |

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8. Hasil Uji Multikolonieritas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardize d Coefficients | T | Sig. | Collinearity Statistics | |
|------------|-----------------------------|------------|----------------------------------|-------|------|----------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | 9.366 | 4.768 | | 3.613 | .000 | | |
| 1 Promosi | .222 | .089 | .192 | 2.531 | .013 | .998 | 1.002 |
| Harga | .883 | .117 | .421 | 4.606 | .000 | .998 | 1.002 |

a. Dependent Variable: Keputusan Pembelian

Lampiran 9. Hasil Uji Heterokedastisitas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|------------|-----------------------------|------------|------------------------------|------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 2.113 | 2.676 | | .790 | .432 |
| 1 Promosi | .033 | .065 | .052 | .518 | .606 |
| Harga | .034 | .066 | .052 | .516 | .607 |

a. Dependent Variable: RES2

Lampiran 10. Hasil Uji Regresi Linear Berganda

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|----------------|-----------------------------|------------|------------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 9.366 | 4.768 | | 3.613 | .000 |
| 1 Promosi (X1) | .222 | .089 | .192 | 2.531 | .013 |
| Harga (X2) | .883 | .117 | .421 | 4.606 | .000 |

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 11. Hasil Uji t (Parsial)

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 9.366 | 4.768 | | 3.613 | .000 |
| Promosi (X1) | .222 | .089 | .192 | 2.531 | .013 |
| Harga (X2) | .883 | .117 | .421 | 4.606 | .000 |

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 12. Tabel Uji T

| df=(n-k) | $\alpha = 0.05$ | $\alpha = 0.025$ | df=(n-k) | $\alpha = 0.05$ | $\alpha = 0.025$ |
|----------|-----------------|------------------|----------|-----------------|------------------|
| 1 | 6,314 | 12,706 | 51 | 1,675 | 2,008 |
| 2 | 2,920 | 4,303 | 52 | 1,675 | 2,007 |
| 3 | 2,353 | 3,182 | 53 | 1,674 | 2,006 |
| 4 | 2,132 | 2,776 | 54 | 1,674 | 2,005 |
| 5 | 2,015 | 2,571 | 55 | 1,673 | 2,004 |
| 6 | 1,943 | 2,447 | 56 | 1,673 | 2,003 |
| 7 | 1,895 | 2,365 | 57 | 1,672 | 2,002 |
| 8 | 1,860 | 2,306 | 58 | 1,672 | 2,002 |
| 9 | 1,833 | 2,262 | 59 | 1,671 | 2,001 |
| 10 | 1,812 | 2,228 | 60 | 1,671 | 2,000 |
| 11 | 1,796 | 2,201 | 61 | 1,670 | 2,000 |
| 12 | 1,782 | 2,179 | 62 | 1,670 | 1,999 |
| 13 | 1,771 | 2,160 | 63 | 1,669 | 1,998 |
| 14 | 1,761 | 2,145 | 64 | 1,669 | 1,998 |
| 15 | 1,753 | 2,131 | 65 | 1,669 | 1,997 |
| 16 | 1,746 | 2,120 | 66 | 1,668 | 1,997 |
| 17 | 1,740 | 2,110 | 67 | 1,668 | 1,996 |
| 18 | 1,734 | 2,101 | 68 | 1,668 | 1,995 |
| 19 | 1,729 | 2,093 | 69 | 1,667 | 1,995 |
| 20 | 1,725 | 2,086 | 70 | 1,667 | 1,994 |
| 21 | 1,721 | 2,080 | 71 | 1,667 | 1,994 |
| 22 | 1,717 | 2,074 | 72 | 1,666 | 1,993 |

| | | | | | |
|----|-------|-------|----|-------|-------|
| 23 | 1,714 | 2,069 | 73 | 1,666 | 1,993 |
| 24 | 1,711 | 2,064 | 74 | 1,666 | 1,993 |
| 25 | 1,708 | 2,060 | 75 | 1,665 | 1,992 |
| 26 | 1,706 | 2,056 | 76 | 1,665 | 1,992 |
| 27 | 1,703 | 2,052 | 77 | 1,665 | 1,991 |
| 28 | 1,701 | 2,048 | 78 | 1,665 | 1,991 |
| 29 | 1,699 | 2,045 | 79 | 1,664 | 1,990 |
| 30 | 1,697 | 2,042 | 80 | 1,664 | 1,990 |
| 31 | 1,696 | 2,040 | 81 | 1,664 | 1,990 |
| 32 | 1,694 | 2,037 | 82 | 1,664 | 1,989 |
| 33 | 1,692 | 2,035 | 83 | 1,663 | 1,989 |
| 34 | 1,691 | 2,032 | 84 | 1,663 | 1,989 |
| 35 | 1,690 | 2,030 | 85 | 1,663 | 1,988 |
| 36 | 1,688 | 2,028 | 86 | 1,663 | 1,988 |
| 37 | 1,687 | 2,026 | 87 | 1,663 | 1,988 |
| 38 | 1,686 | 2,024 | 88 | 1,662 | 1,987 |
| 39 | 1,685 | 2,023 | 89 | 1,662 | 1,987 |
| 40 | 1,684 | 2,021 | 90 | 1,662 | 1,987 |
| 41 | 1,683 | 2,020 | 91 | 1,662 | 1,986 |
| 42 | 1,682 | 2,018 | 92 | 1,662 | 1,986 |
| 43 | 1,681 | 2,017 | 93 | 1,661 | 1,986 |
| 44 | 1,680 | 2,015 | 94 | 1,661 | 1,986 |
| 45 | 1,679 | 2,014 | 95 | 1,661 | 1,985 |
| 46 | 1,679 | 2,013 | 96 | 1,661 | 1,985 |
| 47 | 1,678 | 2,012 | 97 | 1,661 | 1,985 |
| 48 | 1,677 | 2,011 | 98 | 1,661 | 1,984 |
| 49 | 1,677 | 2,010 | 99 | 1,660 | 1,984 |
| 46 | 1,679 | 2,013 | 96 | 1,661 | 1,985 |
| 47 | 1,678 | 2,012 | 97 | 1,661 | 1,985 |
| 48 | 1,677 | 2,011 | 98 | 1,661 | 1,984 |
| 49 | 1,677 | 2,010 | 99 | 1,660 | 1,984 |

Lampiran 13. Hasil Uji F (Simultan)

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 226.038 | 2 | 113.019 | 11.347 | .000 ^b |
| Residual | 966.152 | 97 | 9.960 | | |
| Total | 1192.190 | 99 | | | |

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Harga (X2), Promosi (X1)

Lampiran 14. Tabel Uji F

| $\alpha =$ 0,05 | df1=(k-1) | | | | | | | |
|---------------------|-----------|-------|-------|-------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| df2=(n -k- 1) | | | | | | | | |
| 80 | 3,960 | 3,111 | 2,719 | 2,486 | 2,329 | 2,214 | 2,126 | 2,056 |
| 81 | 3,959 | 3,109 | 2,717 | 2,484 | 2,327 | 2,213 | 2,125 | 2,055 |
| 82 | 3,957 | 3,108 | 2,716 | 2,483 | 2,326 | 2,211 | 2,123 | 2,053 |
| 83 | 3,956 | 3,107 | 2,715 | 2,482 | 2,324 | 2,210 | 2,122 | 2,052 |
| 84 | 3,955 | 3,105 | 2,713 | 2,480 | 2,323 | 2,209 | 2,121 | 2,051 |
| 85 | 3,953 | 3,104 | 2,712 | 2,479 | 2,322 | 2,207 | 2,119 | 2,049 |
| 86 | 3,952 | 3,103 | 2,711 | 2,478 | 2,321 | 2,206 | 2,118 | 2,048 |
| 87 | 3,951 | 3,101 | 2,709 | 2,476 | 2,319 | 2,205 | 2,117 | 2,047 |
| 88 | 3,949 | 3,100 | 2,708 | 2,475 | 2,318 | 2,203 | 2,115 | 2,045 |
| 89 | 3,948 | 3,099 | 2,707 | 2,474 | 2,317 | 2,202 | 2,114 | 2,044 |
| 90 | 3,947 | 3,098 | 2,706 | 2,473 | 2,316 | 2,201 | 2,113 | 2,043 |
| 91 | 3,946 | 3,097 | 2,705 | 2,472 | 2,315 | 2,200 | 2,112 | 2,042 |
| 92 | 3,945 | 3,095 | 2,704 | 2,471 | 2,313 | 2,199 | 2,111 | 2,041 |
| 93 | 3,943 | 3,094 | 2,703 | 2,470 | 2,312 | 2,198 | 2,110 | 2,040 |

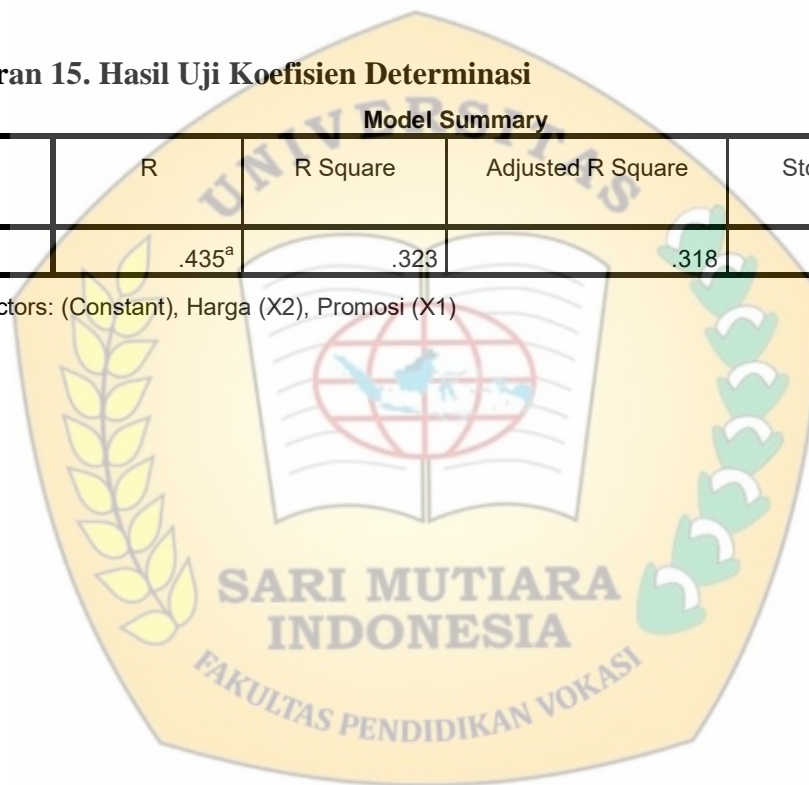
| | | | | | | | | |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|
| 94 | 3,942 | 3,093 | 2,701 | 2,469 | 2,311 | 2,197 | 2,109 | 2,038 |
| 95 | 3,941 | 3,092 | 2,700 | 2,467 | 2,310 | 2,196 | 2,108 | 2,037 |
| 96 | 3,940 | 3,091 | 2,699 | 2,466 | 2,309 | 2,195 | 2,106 | 2,036 |
| 97 | 3,939 | 3,090 | 2,698 | 2,465 | 2,308 | 2,194 | 2,105 | 2,035 |
| 98 | 3,938 | 3,089 | 2,697 | 2,465 | 2,307 | 2,193 | 2,104 | 2,034 |
| 99 | 3,937 | 3,088 | 2,696 | 2,464 | 2,306 | 2,192 | 2,103 | 2,033 |
| 100 | 3,936 | 3,087 | 2,696 | 2,463 | 2,305 | 2,191 | 2,103 | 2,032 |

Lampiran 15. Hasil Uji Koefisien Determinasi

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .435 ^a | .323 | .318 | 3.156 |

a. Predictors: (Constant), Harga (X2), Promosi (X1)





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Medan - Sumatera Utara

Medan, 7 Agustus 2020

Nomor : 212/03/B/USM/VIII/2020
Lamp : -
Hal : Izin Penelitian

KepadaYth,
Bapak/Ibu Pimpinan Grand Central Hotel Medan
Di -
Tempat

Dengan Hormat,
Dekan Fakultas Ekonomi dan Ilmu Sosial dengan ini menerangkan bahwa mahasiswa tersebut di bawah ini:

Nama : Budi Iswanda
NIM : 160311014
Jurusan/ Prodi : Manajemen/ S-1
Judul Skripsi : Pengaruh Promosi dan Harga Terhadap Keputusan Pembelian Type Kamar Di Grand Central Medan
Pembimbing : Roberto Roy Purba,S.E.,M.Sc.

Bermaksud untuk mengadakan penelitian dalam rangka penyusunan skripsi. Untuk itu kami memohon bantuan Bapak/Ibu memberikan izin terhadap mahasiswa tersebut di atas.

Atas bantuan dan kerjasama yang Bapak/Ibu berikan, kami ucapkan terima kasih.

Medan, 7 Agustus 2020
Dekan



Dr. Elizabeth Hatolo, M.M.
NIDN: 0126047501

Tembusan:
1. Pertinggal



GRAND CENTRAL MEDAN

Jalan Sei Belutu – I No. 17 B, Medan – Indonesia
 Telp.(061) 80513888 (Hunting), Fax. (061) 80513777
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Medan, 25 Agustus 2020

Kepada Yth :

Bapak/Ibu

Dekan Fakultas Ekonomi dan Ilmu Sosial
 Universitas Sari Mutiara Indonesia

di-

Tempat

Perihal : Selesai melakukan Penelitian

Dengan Hormat,

Berdasarkan Surat Nomor : 212/03/B/USM/VII/2020 Tanggal 07, Agustus 2020
 menerangkan bahwa mahasiswa tersebut dibawah ini :

Nama : Budi Iswanda

Nim : 160311014

Program studi : Management/S1

Bersama ini sampaikan bahwa mahasiswa tersebut telah menyelesaikan riset/penelitian dengan baik di Grand Central Hotel Medan untuk salah satu persyaratan tugas akhir dalam perkuliahan, yang dilakukan mulai 07 Agustus 2020 s/d 20 Agustus 2020.

Atas Perhatian dan Kerjasamanya, kami ucapkan terima kasih.

Executive Housekeeper

(ARLINANDA)



UNIVERSITAS SARI MUTIARA INDONESIA FAKULTAS EKONOMI DAN ILMU SOSIAL

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SURAT KEPUTUSAN DEKAN FAKULTAS EKONOMI DAN ILMU SOSIAL UNIVERSITAS SARI MUTIARA INDONESIA Nomor : 109 /03/E/USM/III/2020

TENTANG DOSEN PEMBIMBING SKRIPSI PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI DAN ILMU SOSIAL UNIVERSITAS SARI MUTIARA INDONESIA

- MENIMBANG** : a. Bahwa penulisan skripsi merupakan bagian dari salah satu syarat menyelesaikan Studi untuk mendapatkan gelar Sarjana Manajemen (S.M.)
b. Bahwa untuk kelancaran dan keteraturan penulisan skripsi tersebut dipandang perlu menunjuk Dosen Pembimbing Skripsi.
c. Sehubungan dengan sub b diatas perlu diterbitkan surat keputusannya.
- MENGINGAT** : a. Undang – Undang No. 20 Tahun 2003 tentang Sistem Pendidikan Nasional.
b. Keputusan DIKTI/Kopertis No. 10/E/O/2013 tentang berdirinya Universitas Sari Mutiara Indonesia.
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- Pertama : Menunjuk sdr/i. Roberto Roy Purba,S.E.,M.Sc. sebagai Dosen Pembimbing Skripsi mahasiswa yang tersebut diatas.
- Kedua : Surat Keputusan ini berlaku 1 (satu) tahun sejak tanggal ditetapkan.
- Ketiga : Segala pengeluaran/pembiayaan sebagai akibat diterbitkannya surat keputusan ini dibebankan kepada Program Studi Manajemen Fakultas Ekonomi dan Ilmu Sosial Universitas Sari Mutiara Indonesia.
- Keempat : Keputusan ini berlaku sejak tanggal ditetapkan dengan ketentuan bahwa segala sesuatunya akan diubah dan diperbaiki sebagaimana mestinya apabila dikemudian hari terdapat kekeliruan dalam keputusan ini.

Ditetapkan di : Medan
Pada Tanggal : 16 Maret 2020
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| No | Hari/ Tanggal | Topik Bimbingan | Tanda Tangan |
|----|--|---|--------------|
| 1 | Senin, 02 Maret 2020 Kamis, 05 Maret 2020 | Pengajuan Judul skripsi dan Artikel Revisi pengajuan Judul Finalisasi judul skripsi | |
| 2 | Rabu, 08 April 2020 Jum at, 10 April 2020 Senin, 16 April 2020 | BAB I Revisi BAB I Revisi Bab I | |
| 3 | Kamis, 23 April 2020 Sabtu, 25 April 2020 Rabu, 29 April 2020 | BAB II Revisi BAB II Revisi BAB II | |
| 4 | Jum at, 08 Mei 2020 Kamis, 15 Mei 2020 Rabu, 20 Mei 2020 | BAB III Revisi BAB III Revisi BAB III | |
| 5 | Senin, 08 Juni 2020 | Finalisasi proposal skripsi | |
| 6 | Jum at, 12 Juni 2020 | Bimbingan Proposal skripsi Via zoom | |

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|----|---|--|---|
| 7 | Kamis, 3 Juli 2020 Selasa, 7 Juli 2020 Jum at, 17 Juli 2020 Rabu, 22 Juli 2020 | Revisi Pasca seminar proposal Bimbingan BAB I Pasca Sempro Bimbingan BAB II Pasca sempro Bimbingan BAB III Pasca Sempro |  |
| 8 | Sabtu, 01 Agustus 2020 | Bimbingan Bab IV |  |
| 9 | Jum at, 03 Agustus 2020 Kamis, 06 Agustus 2020 | Revisi Bab IV Finalisasi Revisi BAB IV |  |
| 10 | Sabtu, 08 Agustus 2020 | Bimbingan BAB V |  |
| 11 | Kamis, 10 Agustus 2020 Sabtu, 12 Agustus 2020 | Revisi BAB V Finalisasi Revisi BAB V |  |
| 12 | Selasa, 13 Agustus 2020 | Finalisasi Skripsi |  |
| 13 | Senin, 14 Agustus 2020 | ACC Skripsi |  |

Diketahui Oleh,
Ketua Program Studi Manajemen

Medan, 14 Agustus 2020
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