

LAMPIRAN HASIL SPSS 16.0

1. DISKRIPSI KARAKTERISTIK RESPONDEN

Statistics

		J.K	Umur	Pekerjaan
N	Valid	60	60	60
	Missing	0	0	0

a. deskripsi Karakteristik Responden (Jenis Kelamin)

J.K

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	38	63.3	63.3	63.3
	P	22	36.7	36.7	100.0
Total		60	100.0	100.0	

b. deskripsi Karakteristik Responden menurut Umur (Usia)

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	29	1	1.7	1.7	1.7
	30	2	3.3	3.3	5.0

31	1	1.7	1.7	6.7
32	2	3.3	3.3	10.0
33	1	1.7	1.7	11.7
34	3	5.0	5.0	16.7
35	3	5.0	5.0	21.7
36	3	5.0	5.0	26.7
37	2	3.3	3.3	30.0
38	2	3.3	3.3	33.3
39	3	5.0	5.0	38.3
40	3	5.0	5.0	43.3
41	4	6.7	6.7	50.0
42	2	3.3	3.3	53.3
43	2	3.3	3.3	56.7
44	1	1.7	1.7	58.3
45	6	10.0	10.0	68.3
46	2	3.3	3.3	71.7
47	3	5.0	5.0	76.7
48	2	3.3	3.3	80.0
49	2	3.3	3.3	83.3
50	1	1.7	1.7	85.0
51	3	5.0	5.0	90.0
52	2	3.3	3.3	93.3
53	2	3.3	3.3	96.7
54	2	3.3	3.3	100.0
Total	60	100.0	100.0	

c.

deskripsi Karakteristik Responden menurut Pekerjaan

		Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	GURU	9	15.0	15.0	15.0
	PERAWT	2	3.3	3.3	18.3
	PETANI	39	65.0	65.0	83.3
	POLISI	3	5.0	5.0	88.3
	TENTAR	1	1.7	1.7	90.0
	WIRASW	6	10.0	10.0	100.0

Total	60	100.0	100.0
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2. HASIL UJI INSTRUMEN (Uji Validitas dan Reliabilitas)

a. Uji validitas

1.Uji validitas variabel Keragaman Produk (X₁)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	9.83	3.056	.663	.533	.688
X1.2	10.00	3.153	.596	.356	.726
X1.3	9.85	3.926	.431	.198	.800
X1.4	9.62	3.257	.675	.540	.685

validitas

Display Produk (X₂)

2.Uji variabel

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	12.68	6.796	.626	.573	.794
X2.2	12.82	6.322	.648	.618	.785
X2.3	12.60	6.108	.672	.526	.778
X2.4	13.03	5.795	.716	.551	.764
X2.5	12.60	6.990	.467	.318	.835

3. Uji validitas variabel Keputusan Pemelian (Y)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	10.30	2.281	.318	.282	.682
Y2	10.13	1.609	.685	.516	.420
Y3	10.22	1.901	.493	.377	.571
Y4	10.05	2.286	.328	.147	.676

b. Uji Reliabilitas

1. variabel reliabilitas variabel Keragaman Produk (X₁)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.782	.780	4

2. Uji reliabilitas variabel Display Produk (X₂)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.827	.827	5

3. Uji reliabilitas variabel Keputusan Pembelian (Y)

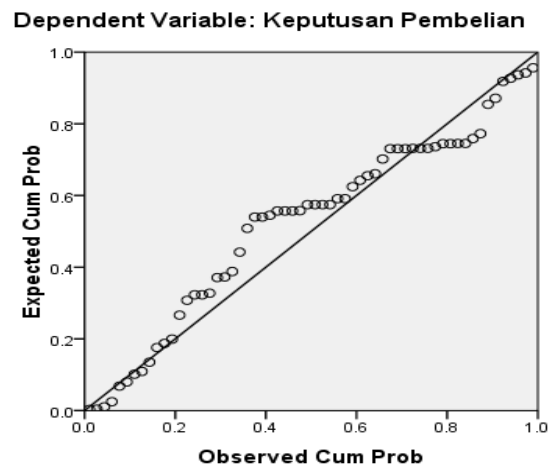
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.669	.661	4

3. HASIL UJI ASUMSI KLASIK (Uji Normalitas, Uji Multikolinieritas, Uji Autokolerasi, Uji Heteroskedastisitas dan Uji Linearitas)

1. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.75604690
Most Extreme Differences	Absolute	.174

	Positive	.107
	Negative	-.174
Kolmogorov-Smirnov Z		1.347
Asymp. Sig. (2-tailed)		.053
a. Test distribution is Normal.		

2. Uji Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.074	1.384		8.721	.000		
	Keragaman Produk	-.076	.134	-.100	-.569	.572	.542	1.847
	Display Produk	.156	.102	.269	1.533	.131	.542	1.847

a. Dependent Variable: Keputusan Pembelian

3. Uji Autokorelasi

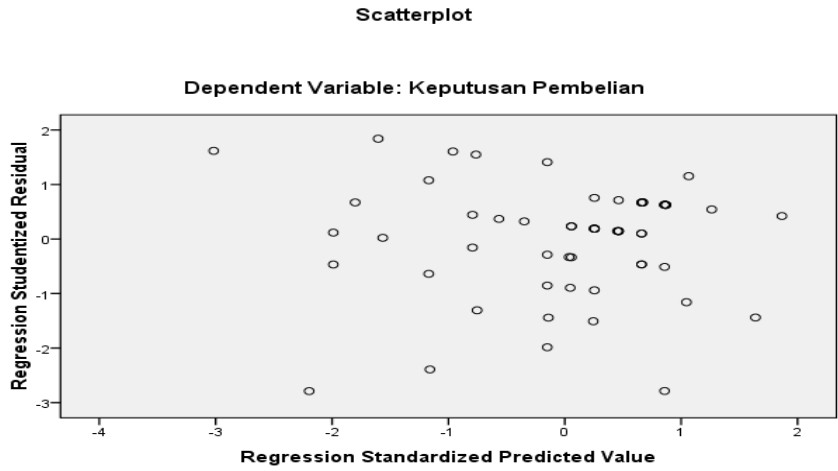
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.215 ^a	.046	.013	1.787	1.115

a. Predictors: (Constant), Display Produk, Keragaman Produk

b. Dependent Variable: Keputusan Pembelian

4. Uji Heteroskedasitas



5. Uji Linearitas

a. Uji Linearitas Variabel Keragaman Produk (X_1) terhadap Keputusan Pembelian (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Keragaman Produk	Between Groups	(Combined)	32.095	8	4.012	1.290	.270
		Linearity	1.296	1	1.296	.417	.521
		Deviation from Linearity	30.799	7	4.400	1.414	.220
	Within Groups		158.638	51	3.111		
	Total		190.733	59			

b. Uji Linearitas Variabel Display Produk (X₂) terhadap Keputusan Pembelian (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Display Produk	Between Groups	(Combined)	40.576	11	3.689	1.179	.326
		Linearity	7.762	1	7.762	2.481	.122
		Deviation from Linearity	32.814	10	3.281	1.049	.419
	Within Groups		150.157	48	3.128		
	Total		190.733	59			

4. HASIL ANALISIS DATA (Analisis Deskriptif dan Analisis Inferensial)

1. Analisis Deskriptif

Statistics

		Keragaman Produk	Display Produk	Keputusan Pembelian
N	Valid	240	300	240
	Missing	60	0	60
Mean		3.28	3.19	3.39
Std. Error of Mean		.049	.047	.041
Median		3.00	3.00	3.00
Mode		3	3	3
Std. Deviation		.765	.817	.638
Range		3	3	3
Minimum		1	1	1
Maximum		4	4	4
Sum		786	956	814

a. Analisis Deskriptif Variabel Keragaman Produk (X₁)

Keragaman Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	2.7	3.3	3.3
	2	22	7.3	9.2	12.5
	3	106	35.3	44.2	56.7
	4	104	34.7	43.3	100.0
	Total	240	80.0	100.0	
Missing	System	60	20.0		
Total		300	100.0		

b. Analisis Deskriptif Variabel Display Produk (X₂)

Display Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	5.0	5.0	5.0
	2	32	10.7	10.7	15.7
	3	135	45.0	45.0	60.7
	4	118	39.3	39.3	100.0
	Total	300	100.0	100.0	

c. Analisis Deskriptif Variabel Keputusan Pembelian (Y)

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.0	1.2	1.2
	2	11	3.7	4.6	5.8
	3	115	38.3	47.9	53.8
	4	111	37.0	46.2	100.0
	Total	240	80.0	100.0	
Missing	System	60	20.0		
Total		300	100.0		

2. Analisis Inferensial

a. Analisis Regresi Linear Sederhana

1. analisis pengaruh Prosedur Pelayanan (X_1) Terhadap Keputusan Masyarakat (Y)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.296	1	1.296	.397	.531 ^a
	Residual	189.437	58	3.266		
	Total	190.733	59			

a. Predictors: (Constant), Keragaman Produk

b. Dependent Variable: Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.082 ^a	.007	-.010	1.807

a. Predictors: (Constant), Keragaman Produk

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.742	1.329		9.587	.000
	Keragaman Produk	.063	.100	.082	.630	.000

a. Dependent Variable: Keputusan Pembelian

2. Analisis pengaruh Display Produk (X₂) Terhadap Keputusan Pembelian (Y)

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.762	1	7.762	2.461	.122 ^a
	Residual	182.971	58	3.155		
	Total	190.733	59			

a. Predictors: (Constant), Display Produk

b. Dependent Variable: Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.202 ^a	.041	.024	1.776

a. Predictors: (Constant), Display Produk

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.700	1.212		9.656	.000
	Display Produk	.117	.075	.202	1.569	.000

a. Dependent Variable: Keputusan Pembelian

b. Analisis Regresi Linear Berganda

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.795	2	4.397	12.378	.000
	Residual	181.938	57	3.192		
	Total	190.733	59			

a. Predictors: (Constant), Display Produk, Keragaman Produk

b. Dependent Variable: Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.215 ^a	.046	.013	1.787

a. Predictors: (Constant), Display Produk, Keragaman Produk

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.074	1.384		8.721	.000
	Keragaman Produk	.076	.134	-.100	-.569	.000
	Display Produk	.156	.102	.269	1.533	.000

a. Dependent Variable: Keputusan Pembelian