

No Responden	Promosi			Total X1	5			
	X1.1	X1.2	X1.3		X2.1	X2.2	X2.3	X2.4
1	5	5	5	15	4	4	4	2
2	4	3	5	12	4	4	5	4
3	4	4	5	13	5	5	5	5
4	5	5	5	15	4	4	4	4
5	5	4	5	14	5	5	5	5
6	5	4	3	12	4	3	5	4
7	4	4	4	12	4	4	4	5
8	2	2	1	5	3	3	3	3
9	4	4	5	13	4	3	3	4
10	5	2	5	12	5	4	3	3
11	3	2	4	9	3	3	4	3
12	4	4	4	12	2	2	3	3
13	2	2	2	6	4	5	4	5
14	3	4	4	11	1	1	3	5
15	3	3	4	10	1	3	3	4
16	1	2	2	5	4	4	4	4
17	5	5	5	15	3	3	2	2
18	4	3	4	11	5	4	3	3
19	5	5	5	15	4	5	3	3
20	5	4	4	13	3	3	4	3
21	4	3	4	11	4	4	5	5
22	3	4	4	11	3	2	2	4
23	1	2	1	4	4	4	3	4
24	3	4	4	11	2	4	4	3
25	4	4	3	11	4	3	4	3
26	5	5	5	15	4	5	5	5
27	4	5	4	13	1	1	2	2
28	4	3	4	11	4	3	4	5
29	5	5	5	15	3	4	4	4
30	4	4	5	13	5	5	5	5
31	4	5	5	14	4	3	5	4
32	4	4	4	12	4	4	4	5
33	3	4	2	9	3	4	3	5
34	5	4	5	14	3	4	4	3
35	5	5	5	15	5	4	5	3
36	4	4	5	13	4	3	4	4
37	5	5	5	15	4	4	4	3
38	5	4	5	14	1	1	1	1
39	5	5	5	15	5	5	5	5
40	5	5	5	15	5	4	4	5
41	4	4	4	12	5	5	5	5
42	5	5	5	15	5	5	4	4

43	3	4	3	10	5	5	5	5
44	5	4	4	13	5	5	5	5
45	5	5	5	15	5	5	5	5
46	4	5	5	14	5	5	5	5
47	5	5	5	15	3	4	3	4
48	4	5	4	13	4	5	4	5
49	5	4	5	14	3	3	3	4
50	5	4	5	14	4	3	5	3
51	5	5	5	15	3	3	4	3
52	4	5	4	13	4	4	4	3
53	3	4	5	12	4	5	5	3
54	3	5	5	13	5	5	4	2
55	5	5	5	15	5	2	3	3
56	4	5	4	13	5	4	4	3
57	3	4	5	12	4	3	5	3
58	5	3	4	12	2	4	5	5
59	4	5	5	14	4	4	4	5
60	3	5	3	11	4	5	3	1
61	4	5	4	13	3	5	3	4
62	4	4	4	12	4	1	5	4
63	5	3	5	13	3	5	5	4
64	5	4	3	12	2	4	3	5
65	4	5	4	13	5	2	3	4
66	3	4	3	10	3	3	3	3
67	4	3	4	11	4	5	5	3
68	5	4	5	14	4	3	4	3
69	2	4	4	10	4	2	4	5
70	5	2	4	11	5	4	3	4
71	4	4	5	13	5	4	4	3
72	5	5	5	15	4	5	3	3
73	5	5	5	15	4	2	5	4
74	5	5	5	15	4	5	2	4
75	3	5	3	11	4	4	4	5
76	2	3	1	6	5	5	5	5
77	4	5	4	13	5	5	5	5
78	3	3	2	8	5	5	5	5
79	4	4	5	13	2	2	2	3
80	3	2	3	8	1	3	1	1
81	4	3	3	10	4	4	5	3
82	5	4	4	13	3	3	2	3
83	5	3	3	11	5	4	5	4
84	4	5	5	14	4	3	3	3
85	3	3	4	10	4	3	3	4
86	5	5	3	13	4	5	5	5

87	3	3	4	10	1	2	3	3
88	5	5	4	14	5	3	5	4
89	5	4	3	12	2	3	3	3
90	2	2	3	7	4	5	4	4
91	4	5	4	13	5	2	3	3
92	2	4	5	11	5	5	4	3
93	3	3	1	7	4	4	3	3
94	1	3	1	5	5	2	3	2
95	1	2	3	6	5	3	4	2
96	3	4	3	10	5	3	3	4

Total X2	Kualitas Produk				Total X3	Keunggulan Bersaing		
	X3.1	X3.2	X3.3	X3.4		Y1.1	Y1.2	Y1.3
14	5	5	4	5	19	3	4	5
17	5	5	3	4	17	5	4	4
20	5	5	4	4	18	5	4	4
16	4	3	4	4	15	4	4	5
20	4	1	2	5	12	5	2	3
16	5	3	5	4	17	5	5	4
17	5	5	5	5	20	5	5	5
12	1	3	2	4	10	5	1	3
14	3	2	4	5	14	5	5	5
15	5	5	5	5	20	3	5	4
13	5	3	2	4	14	5	5	2
10	5	4	4	3	16	5	4	5
18	5	5	5	4	19	4	4	5
10	4	4	4	5	17	4	5	5
11	5	2	3	1	11	3	2	1
16	2	2	3	4	11	4	4	4
10	5	3	4	5	17	4	5	5
15	5	5	5	4	19	5	4	5
15	5	3	5	3	16	4	5	5
13	5	5	5	5	20	4	5	5
18	5	2	4	5	16	5	5	5
11	5	5	4	4	18	5	5	4
15	4	3	2	1	10	5	1	2
13	4	3	5	4	16	4	4	5
14	4	5	3	4	16	5	5	4
19	4	4	5	4	17	3	3	3
6	5	4	3	4	16	5	4	5
16	4	4	5	5	18	4	4	5
15	4	4	4	5	17	4	4	3
20	5	5	4	3	17	4	5	5
16	5	5	4	3	17	5	5	5
17	5	5	5	5	20	5	4	4
15	4	5	4	5	18	4	4	1
14	5	5	5	5	20	5	4	5
17	1	3	2	5	11	3	1	2
15	5	5	5	3	18	5	5	1
15	5	5	5	5	20	5	5	5
4	4	5	4	5	18	4	4	5
20	2	2	2	2	8	5	4	4
18	5	5	5	5	20	5	5	4
20	4	5	4	4	17	4	5	4
18	4	4	4	5	17	4	5	5

20	5	5	4	3	17	4	4	5
20	4	4	5	5	18	5	3	3
20	5	4	4	4	17	5	5	5
20	5	4	5	5	19	3	5	5
14	4	4	4	3	15	4	4	3
18	5	5	4	4	18	4	5	5
13	5	5	4	5	19	2	4	4
15	5	5	1	2	13	5	3	2
13	2	2	3	4	11	1	3	4
15	5	4	5	3	17	5	3	4
17	5	4	4	4	17	3	3	4
16	3	2	5	3	13	5	5	5
13	5	5	4	5	19	5	5	4
16	5	4	5	4	18	4	5	5
15	5	5	5	5	20	5	5	5
16	4	3	3	4	14	5	5	4
17	4	5	4	3	16	5	5	5
13	1	1	2	2	6	1	2	1
15	5	5	3	4	17	5	5	3
14	4	5	5	5	19	4	4	4
17	4	5	4	5	18	5	5	5
14	5	4	5	5	19	4	4	3
14	5	4	5	4	18	5	4	3
12	3	4	5	4	16	3	3	4
17	5	4	5	5	19	4	4	5
14	5	5	5	5	20	5	4	4
15	5	4	5	5	19	4	5	5
16	4	5	4	4	17	5	5	5
16	5	5	5	4	19	5	4	5
15	5	4	5	5	19	4	4	5
15	5	5	5	5	20	4	5	4
15	5	4	5	4	18	5	4	4
17	5	5	5	5	20	5	4	4
20	5	4	4	5	18	5	5	5
20	5	4	4	5	18	5	4	5
20	4	5	4	5	18	4	5	5
9	4	3	3	3	13	1	1	2
6	5	5	4	4	18	4	4	4
16	4	4	4	4	16	5	5	4
11	5	4	5	5	19	5	5	5
18	4	4	5	4	17	5	5	5
13	4	4	5	5	18	5	5	4
14	4	5	5	4	18	5	5	4
19	4	4	5	5	18	5	5	4

9	4	5	5	4	18	4	5	4
17	5	5	4	5	19	5	5	4
11	5	4	4	4	17	4	4	4
17	5	5	5	4	19	5	4	5
13	5	4	4	4	17	5	5	5
17	5	5	4	5	19	5	5	4
14	5	4	4	5	18	4	4	5
12	5	4	5	5	19	5	4	5
14	4	3	4	5	16	4	4	3
15	1	1	2	3	7	1	1	1

Total Y	Total
12	108
13	105
13	115
13	105
10	102
14	104
15	113
9	63
15	97
12	106
12	84
14	90
13	99
14	90
6	70
12	76
14	98
14	104
14	106
14	106
15	105
14	94
8	66
13	93
14	96
9	111
14	84
13	103
11	105
14	114
15	109
13	111
9	93
14	110
6	92
11	103
15	115
13	85
13	99
14	120
13	111
14	114

13	107
11	113
15	119
13	119
11	99
14	112
10	102
10	94
8	86
12	102
10	102
15	99
14	108
14	108
15	109
14	98
15	109
4	64
13	103
12	102
15	111
11	101
12	102
10	86
13	107
13	109
14	102
15	103
14	110
13	111
13	113
13	109
13	109
15	103
14	116
14	106
4	74
12	76
14	98
15	101
15	107
14	104
14	98
14	114

13	87
14	114
12	92
14	100
15	101
14	108
13	91
14	86
11	83
3	67

Uji Validitas

Correlations

		X1.1	X1.2	X1.3	Total_X1
X1.1	Pearson Correlation	1	.526**	.638**	.863**
	Sig. (2-tailed)		.000	.000	.000
	N	96	96	96	96
X1.2	Pearson Correlation	.526**	1	.534**	.798**
	Sig. (2-tailed)	.000		.000	.000
	N	96	96	96	96
X1.3	Pearson Correlation	.638**	.534**	1	.867**
	Sig. (2-tailed)	.000	.000		.000
	N	96	96	96	96
Total_X1	Pearson Correlation	.863**	.798**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	96	96	96	96

Correlations

		X2.1	X2.2	X2.3	X2.4	Total_X2
X2.1	Pearson Correlation	1	.469**	.521**	.275**	.757**
	Sig. (2-tailed)		.000	.000	.007	.000
	N	96	96	96	96	96
X2.2	Pearson Correlation	.469**	1	.464**	.357**	.765**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	96	96	96	96	96
X2.3	Pearson Correlation	.521**	.464**	1	.501**	.811**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	96	96	96	96	96
X2.4	Pearson Correlation	.275**	.357**	.501**	1	.698**
	Sig. (2-tailed)	.007	.000	.000		.000
	N	96	96	96	96	96
Total_X2	Pearson Correlation	.757**	.765**	.811**	.695**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	96	96	96	96	96

Correlations

		X3.1	X3.2	X3.3	X3.4	Total_X.3
X3.1	Pearson Correlation	1	.596**	.491**	.210*	.773**
	Sig. (2-tailed)		.000	.000	.040	.000

	N	96	96	96	96	96
X3.2	Pearson Correlation	.596**	1	.458**	.303**	.800**
	Sig. (2-tailed)	.000		.000	.003	.000
	N	96	96	96	96	96
X3.3	Pearson Correlation	.491**	.458**	1	.448**	.792**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	96	96	96	96	96
X3.4	Pearson Correlation	.210*	.303**	.448**	1	.635**
	Sig. (2-tailed)	.040	.003	.000		.000
	N	96	96	96	96	96
Total_X.3	Pearson Correlation	.773**	.800**	.792**	.635**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	96	96	96	96	96

Correlations

Y1.1	Y1.2	Y1.3	Total_Y
1	.476**	.330**	.730**
	.000	.001	.000
96	96	96	96
.476**	1	.593**	.862**
.000		.000	.000
96	96	96	96
.330**	.593**	1	.815**
.001	.000		.000
96	96	96	96
.730**	.862**	.815**	1
.000	.000	.000	
96	96	96	96

Uji reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.797	3

Reliability Statistics

Cronbach's Alpha	N of Items
.750	4

Reliability Statistics

Cronbach's Alpha	N of Items
.744	4

Reliability Statistics

Cronbach's Alpha	N of Items
.725	3

Rekapan Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.92862312
Most Extreme Differences	Absolute	.072
	Positive	.042
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Rekapan linier berganda,multikolinearitas dan uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	Vif
1	(Constant)	2.024	1.586		2.276	.205		
	X1	.004	.076	.004	1.753	.000	.972	1.029
	X2	.107	.062	.138	1.727	.001	.991	1.009
	X3	.530	.068	.624	7.763	.000	.974	1.026