Lampiran 1

UNIVERSITAS
MERCU BUANA

KUESIONER
(Daftar Pertanyaan
Penelitian)

Kepada

YTH Bapak/Ibu/ Saudara Responden

Di tempat

Dalam rangka penulisan tugas karya akhir saya yang berjudul *"Pengaruh Media Iklan dan Personal Selling Terhadap Keputusan Pembelian Polis Asuransi Jiwa Studi Kasus PT.Prudential Life Assurance"* sebagai syarat untuk menyelesaikan pendidikan Magister Managemen Universitas Mercu Buana, Jakarta. Bersama ini saya meminta kesediaannya untuk dapat mengisi koesiner ini. Atas kesediannya dan kerja samanya saya ucapkan terima kasih.

Hormat saya

Sri Setiawati

Petunjuk **:** *Dimohon untuk mengisi pernyataan dibawah ini sesuai dengan pikiran dan perasaan anda dengan memberikan tanda check list (√) pada kolam yang sesuai. Kode STS (menyatakan "Sangat Tidak Setuju"), TS (menyatakan " Tidak Setuju"), N (menyatakan " Netral"), S (menyatakan " Setuju"), SS (menyatakan " Sangat Setuju").*

NO.	Uraian Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1.	**VARIABEL MEDIA IKLAN**					
A.	**Iklan Televisi**					
1.	Saya tertarik isi berita/pesan iklan prudential yang ditayangkan di stasiun televisi.					
2.	Saya menyukai tema yang diangkat pada iklan prudential yang ditayangkan di stasiun televisi.					
3.	Saya menyukai Musik/lagu pengiring (jingle) iklan prudential yang ditayangkan di stasiun televisi.					

NO.	Uraian Pertanyaan	Jawaban				
		STS	TS	N	S	SS
4.	Saya menyukai bintang iklan prudential yang ditayangkan di stasiun televisi.					
5.	Saya sering melihat iklan prudential pada saat, menonton televisi.					
6.	Waktu tayang iklan prudential di televisi cukup memadai					
7.	Saya beberapa kali melihat iklan Prudetial ditayangkan di televisi.					
B.	**Iklan Surat Kabar**					
8.	Saya tertarik isi berita/pesan iklan prudential di surat kabar.					
9.	Saya menyukai kualitas gambar iklan prudential di surat kabar.					
10.	Saya menyukai tema yang diangkat pada iklan prudential di surat kabar.					
11.	Saya tertarik dengan tulisan iklan prudentian di surat kabar.					
12.	Saya menyukai bintang iklan prudential di surat kabar.					
13.	Saya mudah menemukan iklan prudential pada halaman surat kabar.					
14.	Saya beberapa kali membaca iklan Prudential di surat kabar.					
C.	**Iklan Majalah**					
15.	Saya tertarik isi berita/pesan iklan prudential di majalah.					
16.	Saya menyukai kualitas gambar iklan prudential di majalah.					
17.	Saya menyukai tema yang diangkat pada iklan prudential di majalah.					
18.	Saya merasa ukuran iklan prudential di majalah sudah cukup.					
19.	Saya menyukai bintang iklan prudential di majalah.					
20.	Saya mudah menemukan iklan prudential pada halaman majalah.					
21.	Saya beberapa kali membaca iklan Prudential di majalah.					

NO.	Uraian Pertanyaan	Jawaban				
		STS	TS	N	S	SS
D.	**Website**					
22.	Isi website Prudential mudah dimengerti.					
23.	Desain website prudential sangat menarik.					
24.	Saya beberapa kali membaca website Prudential					
E.	**Brosur**					
25.	Isi brosur Prudential mudah dimengerti.					
26.	Kualitas gambar brosur sangat menarik/ bagus.					
27.	Desain brosur sangat menarik.					
28.	Ukuran brosur Prudential sudah memadai.					
2.	**VARIABEL *Personal Selling***					
A.	**Pendekatan Pendahuluan**					
1.	Agen asuransi yang datang kepada saya memiliki pernampilan menarik.					
2.	Agen asuransi yang datang kepada saya memiliki kepercayaan diri yang tinggi.					
3.	Pakaian yang dikenakan agen asuransi yang datang kepada saya sangat sopan dan rapi.					
4.	Agen asuransi yang datang kepada saya dapat memulai pembicaraan dengan baik.					
5.	Agen asuransi yang datang kepada saya memiliki komunikasi yang baik.					
B.	**Presentasi dan Peragam**					
1.	Agen asuransi yang datang kepada saya memiliki pengetahuan mengenai produk yang ditawarkan.					
2.	Agen asuransi yang datang kepada saya dapat memberikan presentasi yang baik mengenai produk yang ditawarkan.					
3.	Saya dapat memahami dengan jelas pesan yang disampaikan oleh agen asuransi yang datang kepada saya.					

NO.	Uraian Pertanyaan	Jawaban				
		STS	TS	N	S	SS
C.	Mengatasi Keberatan					
1.	Agen asuransi yang datang kepada saya mampu mendengarkan keluhan dan keberatan saya sampaikan.					
2.	Agen asuransi yang datang kepada saya mampu memberikan solusi atas keluhan dan keberatan yang saya sampaikan.					
D.	Menutup Penjualan					
1.	Agen asuransi yang datang kepada saya mampu memberikan penutupan penjualan yang baik.					
2.	Agen asuransi yang datang kepada saya mempu memberikan pengaruh terhadap keputusan pembelian polis asuransi.					
E.	Tindak Lanjut dan Pemeliharaan					
1.	Agen asuransi yang datang kepada saya dapat dengan jelas menginformasikan mengenai syarat-syarat penjualan dengan detail.					
2.	Agen asuransi yang datang kepada saya dapat mengirimkan polis yang saya beli tepat waktu sesuai dengan perjanjian sebelumnya.					
3.	VARIABEL KEPUTUSAN PEMBELIAN KONSUMEN					
A.	Pilihan Produk					
1.	Setelah membaca/menonton iklan Prudential, saya merasa perlu memiliki asuransi bagi kepentingan saya dan keluarga.					
2.	Asuransi adalah hal yang penting untuk saya miliki.					
B.	Pilihan Merek					
1.	Asuransi Prudential memiliki banyak keunggulan dibandingkan dengan asuransi dari perusahaan lainnya.					
2.	Saya sudah memiliki asuransi Prudential.					
3.	Saya selalu mengupdate/mencari informasi terbaru mengenai produk asuransi Prudential.					

Pernyataan pada bagian ini merupakan pernyataan yang berhubungan dengan identitas responden.

1. Jenis Kelamin

    a. Laki-laki

    b. Perempuan

2. Usia

    a. 21-25 tahun

    d. 35-40 tahun

    b. 26-30 tahun

    e. > 41 tahun

    c. 31-35 tahun

3. Pendidikan

    a. SMU

    d. S2

    b. Diplomat

    e. S3

    c. S1

4. Pengeluaran perbulan

    a. <1juta

    d. 2,6juta-5juta

    b. 1,1juta-1,5juta

    e. >5juta

    c. 1,6juta-2,5 juta

Terima kasih atas partisipasi anda, semoga sukses selalu

Wassalamualaikum Wr. Wb.

Lampiran 2

Resp	X1 Media Iklan																												X2 Personal Selling														Y Keputusan				
	Iklan TV						Iklan SK								Majalah							Website			Brosur				A					B			C		D			E			A			B	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	1	2	3	4	5	6	7	8	9	10	11	12	13	14	1	2	3	4	5

Lampiran 3

Hasil Uji Validitas dan Reliabilitas

Uji Validitas Instrumen Penelitian Media Iklan Televisi

Correlations

		item1	item2	item3	item4	item5	item6	item7	SkorTotalIklanTV
item1	Pearson Correlation	1	.352	-.392*	-.082	.264	.088	.420*	.451*
	Sig. (2-tailed)		.056	.032	.668	.159	.645	.021	.012
	N	30	30	30	30	30	30	30	30
item2	Pearson Correlation	.352	1	-.164	.122	.451*	.259	.485**	.751**
	Sig. (2-tailed)	.056		.386	.522	.012	.167	.007	.000
	N	30	30	30	30	30	30	30	30
item3	Pearson Correlation	-.392*	-.164	1	.247	-.232	.196	-.294	.117
	Sig. (2-tailed)	.032	.386		.188	.218	.299	.115	.539
	N	30	30	30	30	30	30	30	30
item4	Pearson Correlation	-.082	.122	.247	1	-.200	.030	-.206	.346
	Sig. (2-tailed)	.668	.522	.188		.289	.874	.275	.061
	N	30	30	30	30	30	30	30	30
item5	Pearson Correlation	.264	.451*	-.232	-.200	1	.229	.467**	.538**
	Sig. (2-tailed)	.159	.012	.218	.289		.223	.009	.002
	N	30	30	30	30	30	30	30	30
item6	Pearson Correlation	.088	.259	.196	.030	.229	1	.405*	.578**
	Sig. (2-tailed)	.645	.167	.299	.874	.223		.026	.001
	N	30	30	30	30	30	30	30	30
item7	Pearson Correlation	.420*	.485**	-.294	-.206	.467**	.405*	1	.843**
	Sig. (2-tailed)	.021	.007	.115	.275	.009	.026		.000
	N	30	30	30	30	30	30	30	30
SkorTotalIklanTV	Pearson Correlation	.451*	.751**	.117	.346	.538**	.578**	.843**	1
	Sig. (2-tailed)	.012	.000	.539	.061	.002	.001	.000	
	N	30	30	30	30	30	30	30	30

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

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

Lampiran 3

Uji Validitas Instrumen Penelitian
Media Surat Kabar

Correlations

		item8	item9	item10	item11	item12	item14	item15	SkorTotalIklanSK
item8	Pearson Correlation	1	-.256	.354	.463**	.198	.009	.034	.474**
	Sig. (2-tailed)		.172	.055	.010	.294	.961	.859	.008
	N	30	30	30	30	30	30	30	30
item9	Pearson Correlation	-.256	1	-.299	-.368*	-.131	.399*	.386*	.336
	Sig. (2-tailed)	.172		.109	.046	.490	.029	.035	.070
	N	30	30	30	30	30	30	30	30
item10	Pearson Correlation	.354	-.299	1	.324	.124	-.253	-.197	.203
	Sig. (2-tailed)	.055	.109		.081	.512	.178	.296	.281
	N	30	30	30	30	30	30	30	30
item11	Pearson Correlation	.463**	-.368*	.324	1	.749**	.032	-.066	.449*
	Sig. (2-tailed)	.010	.046	.081		.000	.868	.728	.013
	N	30	30	30	30	30	30	30	30
item12	Pearson Correlation	.198	-.131	.124	.749**	1	-.075	-.173	.312
	Sig. (2-tailed)	.294	.490	.512	.000		.692	.362	.093
	N	30	30	30	30	30	30	30	30
item14	Pearson Correlation	.009	.399*	-.253	.032	-.075	1	.789**	.725**
	Sig. (2-tailed)	.961	.029	.178	.868	.692		.000	.000
	N	30	30	30	30	30	30	30	30
item15	Pearson Correlation	.034	.386*	-.197	-.066	-.173	.789**	1	.714**
	Sig. (2-tailed)	.859	.035	.296	.728	.362	.000		.000
	N	30	30	30	30	30	30	30	30
SkorTotalIklanSK	Pearson Correlation	.474**	.336	.203	.449*	.312	.725**	.714**	1
	Sig. (2-tailed)	.008	.070	.281	.013	.093	.000	.000	
	N	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran 3

Uji Validitas Instrumen Penelitian
Media Majalah

Correlations

		item15	item16	item17	item18	item19	item20	item21	SkorTotalIklanMajalah
item15	Pearson Correlation	1	-.154	.978**	.188	.910**	-.034	.323	.770**
	Sig. (2-tailed)		.416	.000	.319	.000	.857	.082	.000
	N	30	30	30	30	30	30	30	30
item16	Pearson Correlation	-.154	1	-.172	.539**	-.207	.089	-.156	.239
	Sig. (2-tailed)	.416		.364	.002	.272	.639	.409	.203
	N	30	30	30	30	30	30	30	30
item17	Pearson Correlation	.978**	-.172	1	.150	.900**	-.077	.378*	.751**
	Sig. (2-tailed)	.000	.364		.429	.000	.687	.040	.000
	N	30	30	30	30	30	30	30	30
item18	Pearson Correlation	.188	.539**	.150	1	.161	.005	.126	.297
	Sig. (2-tailed)	.319	.002	.429		.394	.979	.507	.111
	N	30	30	30	30	30	30	30	30
item19	Pearson Correlation	.910**	-.207	.900**	.161	1	-.056	.405*	.741**
	Sig. (2-tailed)	.000	.272	.000	.394		.771	.026	.000
	N	30	30	30	30	30	30	30	30
item20	Pearson Correlation	-.034	.089	-.077	.005	-.056	1	-.042	.305
	Sig. (2-tailed)	.857	.639	.687	.979	.771		.826	.102
	N	30	30	30	30	30	30	30	30
item21	Pearson Correlation	.323	-.156	.378*	.126	.405*	-.042	1	.506**
	Sig. (2-tailed)	.082	.409	.040	.507	.026	.826		.004
	N	30	30	30	30	30	30	30	30
SkorTotalIklanMajalah	Pearson Correlation	.770**	.239	.751**	.297	.741**	.305	.506**	1
	Sig. (2-tailed)	.000	.203	.000	.001	.000	.102	.004	
	N	30	30	30	30	30	30	30	30

** Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran 3

UjiValiditasInstrumenPenelitian
Media Website
Correlations

		item22	item23	item24	SkorTotalwebsite
item22	Pearson Correlation	1	.222	.282	.465*
	Sig. (2-tailed)		.239	.131	.010
	N	30	30	30	30
item23	Pearson Correlation	.222	1	.480**	.710**
	Sig. (2-tailed)	.239		.007	.000
	N	30	30	30	30
item24	Pearson Correlation	.282	.480**	1	.461*
	Sig. (2-tailed)	.131	.007		.010
	N	30	30	30	30
SkorTotalwebsite	Pearson Correlation	.465**	.710**	.461*	1
	Sig. (2-tailed)	.010	.000	.010	
	N	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

UjiValiditasInstrumenPenelitian
Media Brosur
Correlations

		item25	item26	item27	item28	SkorTotalBrosur
item25	Pearson Correlation	1	.538**	.661**	.514**	.778**
	Sig. (2-tailed)		.002	.000	.004	.000
	N	30	30	30	30	30
item26	Pearson Correlation	.538**	1	.601**	.482**	.777**
	Sig. (2-tailed)	.002		.000	.007	.000
	N	30	30	30	30	30
item27	Pearson Correlation	.661**	.601**	1	.916**	.947**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
item28	Pearson Correlation	.514**	.482**	.916**	1	.874**
	Sig. (2-tailed)	.004	.007	.000		.000
	N	30	30	30	30	30
SkorTotalBrosur	Pearson Correlation	.778**	.777**	.947**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Lampiran 3

UjiValiditasInstrumenPenelitian
Personal Selling PendekatanPendahuluan

Correlations

		PS.1	PS.2	PS.3	PS.4	PS.5	SkorTotal PS1
PS.1	Pearson Correlation	1	.144	.202	.921	.233	.510
	Sig. (2-tailed)		.449	.284	.000	.215	.004
	N	30	30	30	30	30	30
PS.2	Pearson Correlation	.144	1	.075	.104	.834	.841
	Sig. (2-tailed)	.449		.693	.584	.000	.000
	N	30	30	30	30	30	30
PS.3	Pearson Correlation	.202	.075	1	.327	-.005	.439
	Sig. (2-tailed)	.284	.693		.078	.978	.015
	N	30	30	30	30	30	30
PS.4	Pearson Correlation	.921	.104	.327	1	.161	.528
	Sig. (2-tailed)	.000	.584	.078		.394	.003
	N	30	30	30	30	30	30
PS.5	Pearson Correlation	.233	.834	-.005	.161	1	.811
	Sig. (2-tailed)	.215	.000	.978	.394		.000
	N	30	30	30	30	30	30
SkorTotalPS1	Pearson Correlation	.510	.841	.439	.528	.811	1
	Sig. (2-tailed)	.004	.000	.015	.003	.000	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

UjiValiditasInstrumenPenelitian
Personal Selling PresentasidadanPeragan

Correlations

		PS.6	PS.7	PS.8	SkorTatalPS2
PS.6	Pearson Correlation	1	.526	.456	.678
	Sig. (2-tailed)		.003	.011	.000
	N	30	30	30	30
PS.7	Pearson Correlation	.526	1	.954	.972
	Sig. (2-tailed)	.003		.000	.000
	N	30	30	30	30
PS.8	Pearson Correlation	.456	.954	1	.955
	Sig. (2-tailed)	.011	.000		.000
	N	30	30	30	30
SkorTatalPS2	Pearson Correlation	.678	.972	.955	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran 4

Uji Reliabilitas Instrumen Penelitian

Media Iklan (X1)

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	39.0
	Excluded[a]	47	61.0
	Total	77	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.641	20

Lampiran 8

Personal Serring(X2)

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	39.0
	Excluded[a]	47	61.0
	Total	77	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.750	14

KeputusanPembelian(Y)
Personal Serring(X2)

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	39.0
	Excluded[a]	47	61.0
	Total	77	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.769	5

Lampiran 5

Hasil Uji Validitas Penelitian
Media Iklan Televisi

Correlations

		MediaIklan1	MediaIklan2	MediaIklan5	MediaIklan6	MediaIklan7	SkorTotalIklanTV
MediaIklan1	Pearson Correlation	1	.291**	.217*	.057	.378**	.558**
	Sig. (2-tailed)		.003	.030	.571	.000	.000
	N	100	100	100	100	100	100
MediaIklan2	Pearson Correlation	.291**	1	.473**	.287**	.482**	.773**
	Sig. (2-tailed)	.003		.000	.004	.000	.000
	N	100	100	100	100	100	100
MediaIklan5	Pearson Correlation	.217*	.473**	1	.264**	.476**	.713**
	Sig. (2-tailed)	.030	.000		.008	.000	.000
	N	100	100	100	100	100	100
MediaIklan6	Pearson Correlation	.057	.287**	.264**	1	.395**	.538**
	Sig. (2-tailed)	.571	.004	.008		.000	.000
	N	100	100	100	100	100	100
MediaIklan7	Pearson Correlation	.378**	.482**	.476**	.395**	1	.819**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
SkorTotalIklanTV	Pearson Correlation	.558**	.773**	.713**	.538**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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

Uji Validitas Penelitian
Media Surat Kabar

Correlations

		MediaIklan8	MediaIklan11	MediaIklan13	MediaIklan12	SkorTotaliklanSK
MediaIklan8	Pearson Correlation	1	.363	.456	.190	.763
	Sig. (2-tailed)		.000	.000	.058	.000
	N	100	100	100	100	100
MediaIklan11	Pearson Correlation	.363	1	.330	.120	.667
	Sig. (2-tailed)	.000		.001	.235	.000
	N	100	100	100	100	100
MediaIklan13	Pearson Correlation	.456	.330	1	.742	.812
	Sig. (2-tailed)	.000	.001		.000	.000
	N	100	100	100	100	100
MediaIklan14	Pearson Correlation	.190	.120	.742	1	.632
	Sig. (2-tailed)	.058	.235	.000		.000
	N	100	100	100	100	100
SkorTotaliklanSK	Pearson Correlation	.763	.667	.812	.632	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Lampiran 5

Uji Validitas Penelitian
Media Majalah
Correlations

		MediaIklan15	MediaIklan17	MediaIklan19	MediaIklan21	SkorTotakiklanMajalah
MediaIklan15	Pearson Correlation	1	.980**	.911**	.346	.933**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
MediaIklan17	Pearson Correlation	.980**	1	.904**	.399	.947**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
MediaIklan19	Pearson Correlation	.911**	.904**	1	.426**	.929**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
MediaIklan21	Pearson Correlation	.346	.399**	.426**	1	.644**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
SkorTotakiklanMajalah	Pearson Correlation	.933**	.947**	.929**	.644**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Lampiran 5

Hasil Uji Validitas Penelitian
Media Website

Correlations

		MediaIklan22	MediaIklan23	MediaIklan24	SkorTotal website
MediaIklan22	Pearson Correlation	1	.207[*]	.254[*]	.416[**]
	Sig. (2-tailed)		.039	.011	.000
	N	100	100	100	100
MediaIklan23	Pearson Correlation	.207[*]	1	.486[**]	.712[**]
	Sig. (2-tailed)	.039		.000	.000
	N	100	100	100	100
MediaIklan24	Pearson Correlation	.254[*]	.486[**]	1	.455[**]
	Sig. (2-tailed)	.011	.000		.000
	N	100	100	100	100
SkorTotalwebsite	Pearson Correlation	.416[**]	.712[**]	.455[**]	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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

Media Brosur

Correlations

		MediaIklan25	MediaIklan26	MediaIklan27	MediaIklan 28	SkorTotalBrosur
MediaIklan25	Pearson Correlation	1	.536[**]	.671[**]	.526[**]	.784[**]
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
MediaIklan26	Pearson Correlation	.536[**]	1	.599[**]	.470[**]	.774[**]
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
MediaIklan27	Pearson Correlation	.671[**]	.599[**]	1	.921[**]	.949[**]
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
MediaIklan28	Pearson Correlation	.526[**]	.470[**]	.921[**]	1	.874[**]
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
SkorTotalBrosur	Pearson Correlation	.784[**]	.774[**]	.949[**]	.874[**]	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Lampiran 5

Uji Validitas Penelitian
Personal Selling Pendekatan Pendahuluan

Correlations

		PS.1	PS.2	PS.3	PS.4	PS.5	SkorTotalPS1
PS.1	Pearson Correlation	1	.160	.257*	.930**	.242*	.536**
	Sig. (2-tailed)		.112	.010	.000	.015	.000
	N	100	100	100	100	100	100
PS.2	Pearson Correlation	.160	1	.101	.121	.844**	.837**
	Sig. (2-tailed)	.112		.317	.230	.000	.000
	N	100	100	100	100	100	100
PS.3	Pearson Correlation	.257*	.101	1	.362**	.035	.477**
	Sig. (2-tailed)	.010	.317		.000	.731	.000
	N	100	100	100	100	100	100
PS.4	Pearson Correlation	.930**	.121	.362**	1	.176	.549**
	Sig. (2-tailed)	.000	.230	.000		.080	.000
	N	100	100	100	100	100	100
PS.5	Pearson Correlation	.242*	.844**	.035	.176	1	.815**
	Sig. (2-tailed)	.015	.000	.731	.080		.000
	N	100	100	100	100	100	100
SkorTotalPS1	Pearson Correlation	.536**	.837**	.477**	.549**	.815**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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).

Uji Validitas Penelitian
Personal Selling Presentasida dan Peragan

Correlations

		PS.6	PS.7	PS.8	SkorTatalPS2
PS.6	Pearson Correlation	1	.499**	.426**	.658**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
PS.7	Pearson Correlation	.499**	1	.953**	.971**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
PS.8	Pearson Correlation	.426**	.953**	1	.953**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
SkorTatalPS2	Pearson Correlation	.658**	.971**	.953**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Lampiran 5

Uji Validitas Penelitian
Personal Selling Mengatasi Keberatan
Correlations

		PS.9	PS.10	SkorTotalPS3
PS.9	Pearson Correlation	1	.619	.918
	Sig. (2-tailed)		.000	.000
	N	100	100	100
PS.10	Pearson Correlation	.619	1	.879
	Sig. (2-tailed)	.000		.000
	N	100	100	100
SkorTotalPS3	Pearson Correlation	.918	.879	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

Uji Validitas Penelitian
Personal Selling Menutup Penjualan

Correlations

		PS.11	PS.12	SkorTotalPS4
PS.11	Pearson Correlation	1	.724	.926
	Sig. (2-tailed)		.000	.000
	N	100	100	100
PS.12	Pearson Correlation	.724	1	.930
	Sig. (2-tailed)	.000		.000
	N	100	100	100
SkorTotalPS4	Pearson Correlation	.926	.930	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

Uji Validitas Penelitian
Personal Selling Tindak Lanjutdan Pemeliharaan

Correlations

		PS.13	PS.14	SkorTotalPS5
PS.13	Pearson Correlation	1	.782	.942
	Sig. (2-tailed)		.000	.000
	N	100	100	100
PS.14	Pearson Correlation	.782	1	.946
	Sig. (2-tailed)	.000		.000
	N	100	100	100
SkorTotalPS5	Pearson Correlation	.942	.946	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

Lampiran 5

Uji Validitas Penelitian
Keputusan Pembelian Pilihan Produk

Correlations

		Y.1.1	Y.1.2	SkorTotalY1
Y.1.1	Pearson Correlation	1	.677**	.939**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Y.1.2	Pearson Correlation	.677**	1	.889**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
SkorTotalY1	Pearson Correlation	.939**	.889**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

Uji Validitas Penelitian

Keputusan Pembelian Pilihan Merek

Correlations

		Y.2.1	Y.2.2	Y.2.3	SkorTotalY2
Y.2.1	Pearson Correlation	1	.700**	.595**	.839**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y.2.2	Pearson Correlation	.700**	1	.719**	.893**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y.2.3	Pearson Correlation	.595**	.719**	1	.910**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
SkorTotalY2	Pearson Correlation	.839**	.893**	.910**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Lampiran 6

Hasil Uji Reliabilitas Penelitian
Media Iklan(X1)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	100	80.6
Cases	Excluded[a]	24	19.4
	Total	124	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.642	20

Lampiran 14

Personal Serring (X2)

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	100	59.9
Cases	Excluded[a]	67	40.1
	Total	167	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.756	14

Keputusan Pembelian (Y)

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	100	59.9
Cases	Excluded[a]	67	40.1
	Total	167	100.0

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

Reliability Statistics

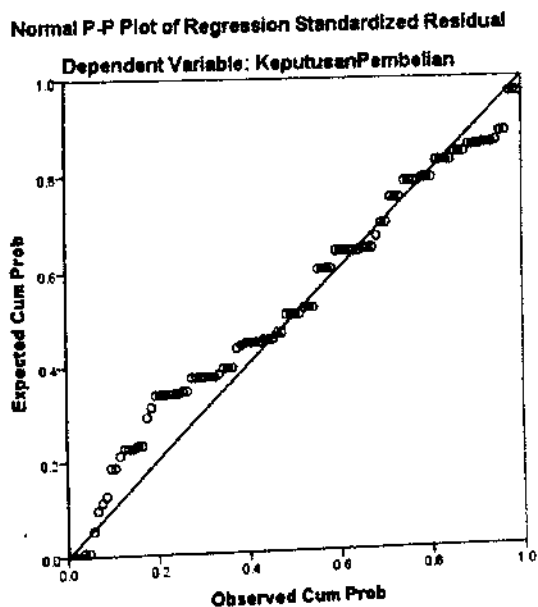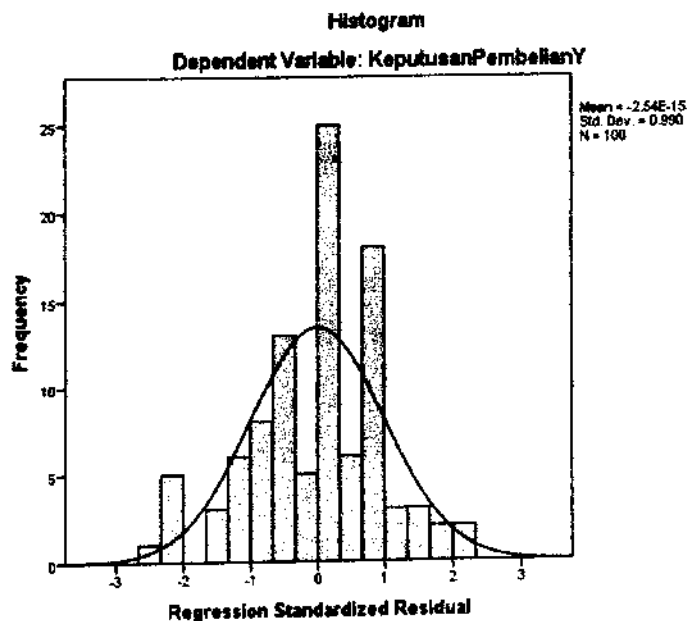| Cronbach's Alpha	N of Items
.763	5

Lampiran 7

Hasil Uji Klasik Regresi
Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		MediaIklan	PersonalSelling	KeputusanPem belian
N		27	27	27
Normal Parameters[a,b]	Mean	108.67	58.26	20.93
	Std. Deviation	8.744	5.544	2.934
Most Extreme Differences	Absolute	.115	.179	.198
	Positive	.114	.122	.082
	Negative	-.115	-.179	-.198
Kolmogorov-Smirnov Z		.599	.929	1.031
Asymp. Sig. (2-tailed)		.866	.354	.238

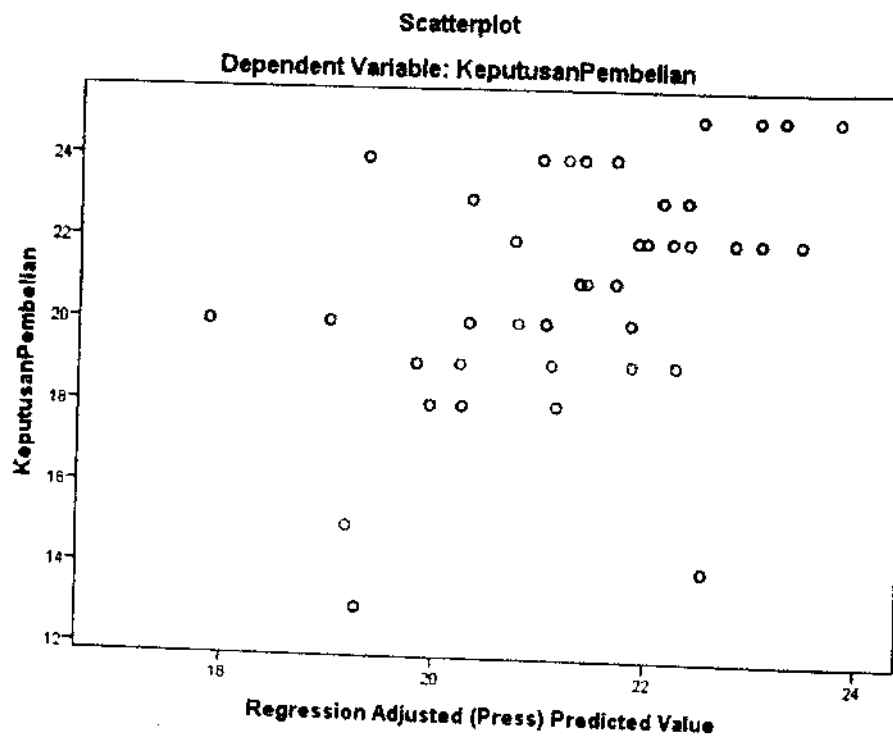a. Test distribution is Normal.
b. Calculated from data.

Histogram

Dependent Variable: KeputusanPembelianY

Mean = -2.54E-15
Std. Dev. = 0.990
N = 100

Regression Standardized Residual

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: KeputusanPembelian

Observed Cum Prob

Lampiran 7

UJI MULTIKOLINIERITAS PENELITIAN

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	MediaIklan	.989	1.011
	PersonalSelling	.989	1.011

a. Dependent Variable: KeputusanPembelian

SCATTER PLOT DATA PENELITIAN

Scatterplot

Dependent Variable: KeputusanPembelian

Lampiran 7

Uji T

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.107	4.348		.025	.980
	MediaIklan	.082	.033	.223	1.493	.114
	PersonalSelling	1.241	.049	.437	4.890	.000

a. Dependent Variable: KeputusanPembelian

Uji F

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	157.850	2	78.925	12.692	.000[b]
	Residual	603.190	97	6.218		
	Total	761.040	99			

a. Dependent Variable: KeputusanPembelian

b. Predictors: (Constant), PersonalSelling, MediaIklan

KOEFISIEN DETERMINASI

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.855[a]	.707	.691	2.49405	2.016

a. Predictors: (Constant), PersonalSelling, MediaIklan

B .Dependent Variable: KeputusanPembelian

Lampiran 8

MATRIK KORELASI ANTAR VARIABEL

Correlations

		Media Iklan	Personal Selling	KeputusanPembelian
Mediaiklan	Pearson Correlation	1	051	.123
	Sig. (2-tailed)		.617	.222
	N	100	100	100
PersonalSelling	Pearson Correlation	051	1	.432**
	Sig. (2-tailed)	.617		.000
	N	100	100	100
KeputusanPembelian	Pearson Correlation	.123	.432**	1
	Sig. (2-tailed)	.222	.000	
	N	100	100	100

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

Lampiran 9

Matrik Korelasi antar *Personal Selling* terhadap Keputusan Pembelian Pilihan Produk

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	Y1
X2.1	Pearson Correlation	1	.036	.152	.297**	.294**	.289**
	Sig. (2-tailed)		.725	.131	.003	.003	.004
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	.036	1	.233*	.054	.093	.274**
	Sig. (2-tailed)	.725		.019	.594	.357	.006
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	.152	.233*	1	.421**	.246*	.097
	Sig. (2-tailed)	.131	.019		.000	.014	.335
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	.297**	.054	.421**	1	.356**	.163
	Sig. (2-tailed)	.003	.594	.000		.000	.105
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	.294**	-.093	.246*	.356**	1	.451**
	Sig. (2-tailed)	.003	.357	.014	.000		.000
	N	100	100	100	100	100	100
Y1	Pearson Correlation	.289**	.274**	.097	.163	.451**	1
	Sig. (2-tailed)	.004	.006	.335	.105	.000	
	N	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).

Matrik Korelasi antar *Personal Selling* terhadap Keputusan Pembelian Pilihan Merek

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	Y2
X2.1	Pearson Correlation	1	-.036	.152	.297**	.294	.497**
	Sig. (2-tailed)		.725	.131	.003	.003	.000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	-.036	1	-.233*	-.054	-.093	.197*
	Sig. (2-tailed)	.725		.019	.594	.357	.050
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	.152	-.233*	1	.421**	.246*	.260**
	Sig. (2-tailed)	.131	.019		.000	.014	.009
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	.297**	-.054	.421**	1	.356**	.238*
	Sig. (2-tailed)	.003	.594	.000		.000	.017
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	.294**	-.093	.246*	.356**	1	.230*
	Sig. (2-tailed)	.003	.357	.014	.000		.021
	N	100	100	100	100	100	100
Y2	Pearson Correlation	.497**	.197*	.260**	.238*	.230*	1
	Sig. (2-tailed)	.000	.050	.009	.017	.021	
	N	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).