

LAMPIRAN

TABEL ITEM VALID ANGKET KEPUTUSAN MEMBELI

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96	3	3	3	2	2	2	3	2	2	2	2	2	2	3	2	3	4	2	2	2	2
97	2	3	3	3	3	3	2	2	2	3	3	3	3	3	3	3	2	2	3	3	3
98	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	2	4	4
99	2	2	2	2	4	4	2	2	2	2	2	2	2	2	2	2	4	2	3	2	4
100	2	2	3	4	3	4	4	2	3	4	3	4	3	3	2	3	4	3	2	4	4

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4	3	3	2	4	2	2	3	3	2	3	1	2	2	4	4	2	4	4	4	4	130	117
3	3	3	3	3	3	3	3	3	3	3	4	2	2	3	4	3	4	3	3	3	128	112
2	2	2	2	2	4	2	2	2	2	2	1	3	3	2	2	2	4	2	2	2	92	77
4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	162	142
4	4	4	4	2	4	4	4	4	4	4	2	2	2	4	4	2	4	4	2	2	140	128
3	3	3	3	3	3	3	3	3	3	3	4	4	4	2	4	2	4	3	3	3	134	114
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3	2	2	2	3	2	2	2	2	3	2	3	3	3	4	4	2	4	2	2	3	104	88
3	2	2	2	4	2	4	3	3	3	3	3	3	3	2	3	3	3	2	2	2	112	97
3	3	3	3	4	3	3	2	3	2	2	2	2	2	3	3	2	2	3	3	3	119	109
3	4	3	3	4	3	3	3	4	3	3	1	2	2	4	3	3	4	3	4	4	136	123
2	3	3	3	2	3	3	3	3	3	3	4	2	2	2	3	2	4	3	3	2	120	104
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4	4	4	4	3	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	160	140
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3	3	3	3	4	2	4	2	2	4	3	4	4	4	3	2	3	4	4	3	3	133	113

TABEL ITEM VALID ANKET PERSEPSI KONSUMEN TERHADAP *PERSONAL SELLING*

item subjek	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	total	p.seffingl
1	3	3	4	3	4	3	4	2	3	2	3	3	3	3	3	4	3	4	57	57
2	1	1	1	1	3	4	3	1	2	1	1	2	2	1	1	2	2	1	30	30
3	2	2	2	2	3	2	2	2	2	3	3	3	3	2	2	3	2	2	42	42
4	1	1	1	4	4	3	2	2	2	2	3	3	3	2	4	3	2	2	44	44
5	2	2	3	2	4	3	1	2	2	3	3	2	1	2	2	4	3	1	42	42
6	3	4	3	1	3	1	1	1	1	1	1	1	1	1	1	3	1	1	29	29
7	3	2	2	3	3	2	3	2	2	3	2	3	3	3	3	3	2	3	47	47
8	4	3	2	1	3	4	3	3	3	2	3	3	4	3	1	3	4	3	52	52
9	3	2	3	2	3	3	3	2	3	3	3	3	3	3	2	3	3	3	50	50
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12	3	2	2	2	4	4	2	2	2	3	3	3	3	3	2	4	4	2	50	50
13	2	2	2	2	3	3	2	2	2	2	3	1	1	2	2	3	3	2	39	39
14	2	2	3	2	2	2	1	1	3	3	3	2	3	2	2	2	2	1	38	38
15	2	3	1	2	4	1	2	3	2	1	3	3	1	1	2	4	1	2	38	38
16	1	1	2	1	2	1	2	2	1	2	2	2	1	1	3	4	3	2	33	33
17	1	1	2	2	3	3	3	1	3	1	1	2	3	2	3	2	2	3	38	38
18	2	1	1	1	2	2	1	2	2	2	2	2	2	1	4	3	2	1	33	33
19	3	1	1	1	3	2	2	1	3	2	3	3	2	2	1	3	2	2	37	37
20	3	4	3	4	3	4	3	3	1	2	3	3	4	4	4	3	4	3	58	58
21	1	1	3	2	3	2	2	3	3	1	2	2	3	3	2	3	2	2	40	40
22	1	1	2	1	3	2	1	1	1	2	2	2	1	2	1	3	2	1	29	29
23	2	2	2	2	2	2	1	2	1	2	2	1	2	2	2	2	2	1	32	32
24	2	2	1	1	2	1	1	2	2	2	3	2	2	2	1	2	1	1	30	30
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26	2	2	2	2	3	2	2	2	2	2	3	3	3	3	2	3	3	2	43	43
27	1	1	2	1	4	3	2	1	1	2	2	2	2	2	1	4	3	1	35	35
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29	2	2	3	2	3	3	3	2	3	3	3	3	3	3	2	3	3	3	49	49
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32	3	2	3	3	1	2	2	3	3	3	3	3	4	3	3	1	2	2	46	46
33	2	2	2	2	3	2	3	2	3	2	2	3	2	2	2	3	2	3	42	42
34	2	1	2	2	2	2	1	2	2	2	2	4	3	2	2	2	2	1	36	36
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2	2	3	46	46
3	2	3	54	54
3	3	3	50	50
1	1	1	25	25
2	2	2	33	33
4	4	2	50	50
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2	2	1	38	38
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2	1	2	27	27
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2	2	1	32	32
2	1	1	30	30
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3	1	1	22	22
3	2	3	47	47
3	4	3	53	53
3	3	3	51	51
1	1	1	32	32
2	2	2	38	38
4	4	2	49	49
3	3	2	39	39
2	2	1	38	38

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1	1	2	1	2	1	2	2	1	2	2	2	1	1	3	4	3	2	33	33
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3	1	1	1	3	2	2	1	3	2	3	3	2	2	1	3	2	2	37	37
3	4	3	4	3	4	3	3	1	2	3	3	4	4	4	3	4	3	58	58
1	1	3	2	3	2	2	3	3	1	2	2	3	3	2	3	2	2	40	40
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2	2	2	2	2	2	1	2	1	2	2	1	2	2	2	2	2	1	32	32
2	2	1	1	2	1	1	2	2	2	3	2	2	2	1	2	1	1	30	30
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2	2	2	2	3	3	2	2	2	2	3	3	3	3	2	3	3	2	44	44
1	1	2	1	4	3	1	1	1	2	2	2	2	2	1	4	3	1	34	34
2	1	2	1	2	2	1	2	2	2	2	2	2	3	1	2	2	1	32	32
2	2	3	2	3	3	3	2	3	3	3	3	3	3	2	3	3	3	49	49
1	1	2	1	1	2	1	1	1	1	1	1	3	2	1	1	2	1	24	24
2	1	2	2	2	1	2	2	1	1	2	2	2	1	2	2	1	2	30	30
3	2	3	3	1	2	2	3	3	3	3	3	4	3	3	1	2	2	46	46
2	2	2	2	3	2	3	2	3	2	2	3	2	2	2	3	2	3	42	42
2	1	2	2	2	2	1	2	2	2	2	4	3	2	2	2	2	1	36	36

HASIL UJI REALIBIITAS KEPUTUSAN MEMBELI

Reliability

PUTARAN PERTAMA

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Y1.1	122.7900	391.5211	.6762	.9596
Y1.2	122.6900	388.7615	.7156	.9594
Y1.3	122.5800	388.7915	.6733	.9596
Y1.4	122.7600	394.7903	.4501	.9609
Y1.5	122.7300	393.9567	.5087	.9605
Y1.6	122.7600	391.1943	.6001	.9600
Y1.7	122.7900	398.2282	.4446	.9607
Y1.8	122.8300	391.7385	.6199	.9599
Y1.9	122.5200	385.6259	.7873	.9590
Y1.10	122.6600	390.5499	.6608	.9597
Y1.11	122.6300	389.2456	.7082	.9594
Y1.12	122.6600	385.1964	.8367	.9588
Y1.13	122.6400	385.5055	.8254	.9588
Y1.14	122.7600	394.0428	.6129	.9599
Y1.15	122.6100	391.8363	.6702	.9597
Y1.16	122.8500	392.0682	.6480	.9598
Y1.17	122.1200	400.6117	.3624	.9611
Y1.18	122.6700	389.7789	.7451	.9593
Y1.19	122.8100	401.6908	.3879	.9609
Y1.20	122.6200	389.9956	.7573	.9593
Y1.21	122.4400	386.5923	.7692	.9591
Y1.22	122.6100	392.2201	.6988	.9596
Y1.23	122.6900	385.9938	.8494	.9588
Y1.24	122.6800	390.9875	.6965	.9595
Y1.25	122.8000	393.6566	.6648	.9597
Y1.26	122.4100	399.1736	.3720	.9612
Y1.27	122.6200	392.7228	.6099	.9599
Y1.28	122.5800	397.6198	.4474	.9607
Y1.29	122.7900	390.9959	.7228	.9594
Y1.30	122.6000	388.7677	.7429	.9593
Y1.31	122.7900	393.1979	.6180	.9599
Y1.32	122.6300	389.6294	.7789	.9592
Y1.33	122.3000	399.2020	.3168	.9617
Y1.34	122.3300	400.8496	.2995	.9616
Y1.35	122.3700	402.5789	.2707	.9617
Y1.36	122.7200	397.4360	.4269	.9609
Y1.37	122.3200	396.7248	.4784	.9606
Y1.38	122.9000	394.8586	.5130	.9604
Y1.39	122.0900	403.3353	.2885	.9614
Y1.40	122.5700	388.9748	.7059	.9594
Y1.41	122.5700	388.4900	.7099	.9594

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Y1.42	122.7200	395.4966	.5547	.9602

Reliability Coefficients

N of Cases = 100.0

N of Items = 42

Alpha = .9609

PUTARAN KEDUA

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Y1.1	112.7500	365.0177	.6842	.9621
Y1.2	112.6500	362.3308	.7238	.9619
Y1.3	112.5400	362.3317	.6818	.9621
Y1.4	112.7200	368.4865	.4471	.9635
Y1.5	112.6900	367.5292	.5104	.9630
Y1.6	112.7200	364.5269	.6126	.9625
Y1.7	112.7500	372.0278	.4334	.9633
Y1.8	112.7900	365.1777	.6289	.9624
Y1.9	112.4800	358.9592	.8066	.9614
Y1.10	112.6200	363.8137	.6772	.9621
Y1.11	112.5900	362.5474	.7250	.9618
Y1.12	112.6200	358.7430	.8501	.9612
Y1.13	112.6000	359.4141	.8260	.9613
Y1.14	112.7200	367.8400	.6067	.9625
Y1.15	112.5700	365.5809	.6688	.9622
Y1.16	112.8100	365.5090	.6571	.9622
Y1.17	112.0800	376.0541	.2908	.9640
Y1.18	112.6300	363.2658	.7558	.9617
Y1.19	112.7700	374.6233	.4059	.9633
Y1.20	112.5800	363.5996	.7636	.9617
Y1.21	112.4000	360.1616	.7798	.9615
Y1.22	112.5700	365.7021	.7070	.9620
Y1.23	112.6500	359.5833	.8609	.9612
Y1.24	112.6400	364.4145	.7077	.9620
Y1.25	112.7600	367.0731	.6738	.9622
Y1.26	112.3700	371.9526	.3936	.9636
Y1.27	112.5800	366.1248	.6193	.9624
Y1.28	112.5400	370.9984	.4517	.9632
Y1.29	112.7500	364.9975	.7129	.9620
Y1.30	112.5600	362.3701	.7503	.9617
Y1.31	112.7500	366.5328	.6296	.9624
Y1.32	112.5900	363.0120	.7942	.9616
Y1.33	112.2600	375.0226	.2503	.9647
Y1.36	112.6800	371.5127	.4085	.9635
Y1.37	112.2800	370.7087	.4630	.9632
Y1.38	112.8600	368.0610	.5260	.9629
Y1.40	112.5300	362.3324	.7209	.9619
Y1.41	112.5300	362.0092	.7199	.9619
Y1.42	112.6800	369.2501	.5483	.9627

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 100.0

N of Items = 39

Alpha = .9633

PUTARAN KETIGA

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Y1.1	105.9500	347.2803	.6910	.9645
Y1.2	105.8500	344.7753	.7261	.9643
Y1.3	105.7400	344.8610	.6811	.9645
Y1.4	105.9200	350.9632	.4434	.9660
Y1.5	105.8900	349.9777	.5081	.9655
Y1.6	105.9200	346.7814	.6191	.9649
Y1.7	105.9500	354.5732	.4235	.9658
Y1.8	105.9900	347.5252	.6321	.9648
Y1.9	105.6800	341.2703	.8162	.9638
Y1.10	105.8200	346.0885	.6841	.9645
Y1.11	105.7900	344.8948	.7305	.9642
Y1.12	105.8200	341.1996	.8552	.9636
Y1.13	105.8000	342.2222	.8181	.9638
Y1.14	105.9200	350.4178	.5990	.9649
Y1.15	105.7700	348.1587	.6634	.9646
Y1.16	106.0100	347.8080	.6620	.9646
Y1.18	105.8300	345.5769	.7625	.9641
Y1.19	105.9700	356.5951	.4160	.9657
Y1.20	105.7800	346.0925	.7632	.9641
Y1.21	105.6000	342.6061	.7839	.9639
Y1.22	105.7700	347.9769	.7131	.9644
Y1.23	105.8500	342.0278	.8659	.9636
Y1.24	105.8400	346.8226	.7097	.9644
Y1.25	105.9600	349.3721	.6778	.9646
Y1.26	105.5700	353.7425	.4095	.9660
Y1.27	105.7800	348.4360	.6231	.9648
Y1.28	105.7400	353.1640	.4562	.9657
Y1.29	105.9500	347.6237	.7060	.9644
Y1.30	105.7600	344.8509	.7513	.9641
Y1.31	105.9500	348.8561	.6327	.9648
Y1.32	105.7900	345.3595	.8000	.9640
Y1.36	105.8800	354.1471	.3968	.9660
Y1.37	105.4800	353.4642	.4470	.9657
Y1.38	106.0600	350.3600	.5283	.9653
Y1.40	105.7300	344.6435	.7278	.9643
Y1.41	105.7300	344.5021	.7208	.9643
Y1.42	105.8800	351.7228	.5434	.9652

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 100.0

N of Items = 37

Alpha = .9656

HASIL UJI REALIBILITAS PERSEPSI KONSUMEN TERHADAP *PERSONAL SELLING*

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X1.1	36.1600	67.0246	.5777	.8899
X1.2	36.4700	66.4940	.5937	.8893
X1.3	36.0900	67.8605	.5229	.8915
X1.4	36.3300	66.1425	.5905	.8893
X1.5	35.4200	68.1046	.4435	.8941
X1.6	35.8200	65.3814	.5806	.8897
X1.7	36.2200	65.7289	.6438	.8876
X1.8	36.2800	69.0521	.4725	.8930
X1.9	36.1300	68.8415	.4282	.8943
X1.10	36.1300	68.7809	.4642	.8932
X1.11	35.8100	67.4686	.5312	.8913
X1.12	35.7700	66.9668	.6021	.8892
X1.13	35.7400	66.2145	.5182	.8919
X1.14	35.9700	65.6456	.6521	.8874
X1.15	36.1600	66.8226	.4738	.8935
X1.16	35.4300	68.8738	.3617	.8969
X1.17	35.8500	65.9874	.5772	.8897
X1.18	36.2600	65.1438	.6982	.8859

Reliability Coefficients

N of Cases = 100.0

N of Items = 18

Alpha = .8965

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Keputusan membeli	100	100.0%	0	.0%	100	100.0%
Personal selling	100	100.0%	0	.0%	100	100.0%

Descriptives

			Statistic	Std. Error
Keputusan membeli	Mean		108.77	1.92
	95% Confidence Interval for Mean	Lower Bound	104.97	
		Upper Bound	112.57	
	5% Trimmed Mean		108.66	
	Median		108.50	
	Variance		366.987	
	Std. Deviation		19.16	
	Minimum		77	
	Maximum		143	
	Range		66	
	Interquartile Range		26.00	
	Skewness		.006	.241
	Kurtosis		-.928	.478
	Personal selling	Mean		38.12
95% Confidence Interval for Mean		Lower Bound	36.41	
		Upper Bound	39.83	
5% Trimmed Mean			37.87	
Median			38.00	
Variance			74.693	
Std. Deviation			8.64	
Minimum			22	
Maximum			58	
Range			36	
Interquartile Range			11.00	
Skewness			.348	.241
Kurtosis			-.429	.478

Tests of Normality

	Kolmogorov-Smirnov ^a		
	Statistic	df	Sig.
Keputusan membeli	.081	100	.101
Personal selling	.083	100	.084

a. Lilliefors Significance Correction

Means**Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Keputusan membeli * Personal selling	100	100.0%	0	.0%	100	100.0%

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan membeli	Between	(Combined)	26621.650	27	985.987	7.311	.000
* Personal selling	Groups	Linearity	12815.577	1	12815.577	95.027	.000
		Deviation from Linearity	13806.073	26	531.003	3.937	.000
	Within Groups		9710.060	72	134.862		
	Total		36331.710	99			

Measures of Association

	R	R Squared	Eta	Eta Squared
Keputusan membeli * Personal selling	.594	.353	.856	.733

Correlations

Correlations

		Keputusan membeli	Personal selling
Keputusan membeli	Pearson Correlation	1.000	.594**
	Sig. (2-tailed)	.	.000
	N	100	100
Personal selling	Pearson Correlation	.594**	1.000
	Sig. (2-tailed)	.000	.
	N	100	100

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kategori keputusan membeli * Kategori personal selling	100	100.0%	0	.0%	100	100.0%

Kategori keputusan membeli * Kategori personal selling Crosstabulation

			Kategori personal selling				Total
			Sangat rendah	Rendah	Cukup	Tinggi	
Kategori keputusan membeli	Rendah	Count	2	10		1	13
		% of Total	2.0%	10.0%		1.0%	13.0%
	Cukup	Count	8	15	5		28
		% of Total	8.0%	15.0%	5.0%		28.0%
	Tinggi	Count	1	17	16	1	35
		% of Total	1.0%	17.0%	16.0%	1.0%	35.0%
	Sangat tinggi	Count		8	10	6	24
		% of Total		8.0%	10.0%	6.0%	24.0%
Total	Count	11	50	31	8	100	
	% of Total	11.0%	50.0%	31.0%	8.0%	100.0%	

Frequencies

Statistics

		Kategori keputusan membeli	Kategori personal selling
N	Valid	100	100
	Missing	0	0

Frequency Table

Kategori keputusan membeli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	13	13.0	13.0	13.0
	Cukup	28	28.0	28.0	41.0
	Tinggi	35	35.0	35.0	76.0
	Sangat tinggi	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Kategori personal selling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat rendah	11	11.0	11.0	11.0
	Rendah	50	50.0	50.0	61.0
	Cukup	31	31.0	31.0	92.0
	Tinggi	8	8.0	8.0	100.0
	Total	100	100.0	100.0	



YAYASAN WIDYA MANDALA SURABAYA
UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA
FAKULTAS PSIKOLOGI

Jl. Dinoyo 42 - 44, Telp. 5679478 (hunting) Ext. 161, Fax. 5610818 Surabaya - 60265

Nomor : 1612 /WM07/T/2006
Hal : **Ijin Penyebaran Angket**

13 Desember 2006

Kepada : Yth. **Pimpinan**
UD. Aneka Selang
Jl. Raden Saleh 26B
Surabaya

Dengan hormat kami beritahukan bahwa mahasiswa tersebut di bawah ini :

Nama : Ritje Oktaviani
Fakultas : Psikologi
Nomor pokok : 71030000084

adalah mahasiswa kami yang sedang menyusun skripsi dengan judul
“**Persepsi Konsumen Terhadap *Personal Selling* dan Keputusan Membeli
Pada Pelanggan Selang di UD. Aneka Selang**”.

Sehubungan dengan hal tersebut kami mohon ijin dan bantuan bagi
mahasiswa yang bersangkutan agar dapat melakukan penyebaran angket pada
mahasiswa Unika Widya Mandala Surabaya.

Atas bantuan dan kerjasama yang baik, kami ucapkan terima kasih.

Dekan,

Y. Yettie Wandansari, M.Si.
NIK: 711198.0337

Tembusan :
1. Yth. Mahasiswa ybs.



CV. ANEKA TEKNIK

Jl. Galuhan No. 03 Surabaya - 60174 INDONESIA

Telp. 62 - 031 - 5317336 - 5477585 ; Fax. : 62 - 031 - 5325445

SURAT KETERANGAN

Pimpinan UD.ANEKA SELANG Surabaya dengan ini menerangkan bahwa:

Nama : Ritje Oktaviani

Fakultas : Psikologi

Nomor Pokok : 71030000084

Kegiatan : Telah melakukan pengambilan data untuk penulisan skripsi yang bersangkutan dengan judul

" persepsi konsumen terhadap selling dan keputusan membeli pada pelanggan selang di UD.Aneka Selang Surabaya"

Demikian surat keterangan ini dibuat untuk dipergunakan sebagaimana mestinya.

Surabaya, 14 Desember 2006

UD.ANEKA SELANG



UD. ANEKA SELANG

Jl. Galuhan Sateh 26 B

Telp. 5310508 / 5465215, 5346444

SURABAYA

LEWI MELLISA

Pimpinan