

LAMPIRAN

Lampiran 1

KUESIONER

No. Responden :

Responden Yth,

Berkaitan dengan penyelesaian Thesis penulisan di Universitas Katolik Widya Mandala, yang mengambil judul “Faktor-Faktor yang Mempengaruhi *Retailers* dalam Menjual Suatu Produk Di Surabaya“. Dengan ini saya mohon kesediaan Anda untuk mengisi kuesioner yang telah saya buat. Kesungguhan dalam memberikan jawaban akan sangat bermanfaat dan membantu keberhasilan penelitian ini.

Atas kesediaan dan bantuan Anda, dalam pengisian kuesioner ini, saya ucapkan terima kasih.

BAGIAN I

Data Responden

1. Nama Responden:
2. Jenis Kelamin Anda: a. Pria b. Wanita
3. Usia Anda saat ini: a. <25 tahun b. 26-35 tahun c. > 35 tahun
4. Pendidikan Anda: a. SMP b. SMA
 c. Perguruan Tinggi d. Lain-lain.....
5. Pekerjaan: a. Pegawai Negeri b. Wiraswasta
 c. Swasta d. Ibu Rumah Tangga
 e. Mahasiswa / Pelajar f. Lain-lain.....
6. Tempat Tinggal: a. Rumah Sendiri b. Kontrak
 c. Rumah Dinas d. Ikut keluarga
 e. Lain-lain.....
7. Rata-rata Pendapatan dalam satu bulan :
 a. < Rp. 1.000.000 b. Rp. 1.000.000 – Rp. 1.500.000
 c. Rp. 1.500.001 – Rp. 2.500.000 d. > Rp. 2.500.000
8. Rata-rata Pengeluaran dalam satu bulan :
 a. < Rp. 1.000.000 b. Rp. 1.000.000 – Rp. 1.500.000
 c. Rp. 1.500.001 – Rp. 2.500.000 d. > Rp. 2.500.000

Petunjuk Pengisian:

Lingkarilah pada kotak yang tersedia dengan memberikan pilihan jawaban untuk masing-masing pernyataan yang menurut anda sangat mempengaruhi keputusan dalam menjual suatu produk pada toko Anda. Pilihan jawaban yang tersedia adalah:

1 : Sangat Tidak Setuju (STS)

2 : Tidak Setuju (TS)

3 : Ragu-ragu (RR)

4 : Setuju (S)

5 : Sangat Setuju (SS)

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
1	Menjual produk yang mempunyai permintaan sangat tinggi dari konsumen	1	2	3	4	5
2	Memilih menjual produk tersebut dikarenakan harga penjualan produk tersebut murah	1	2	3	4	5
3	Memilih menjual produk tersebut dikarenakan adanya layanan antar (pengiriman barang) yang ditawarkan oleh distributor	1	2	3	4	5
4	Memilih menjual produk tersebut dikarenakan proses layanan pesanan akan produk tersebut terpenuhi lengkap	1	2	3	4	5
5	Memilih menjual produk tersebut dikarenakan kedatangan <i>dealer</i> yang rutin setiap waktu ke toko saudara	1	2	3	4	5
6	Memilih menjual produk tersebut dikarenakan adanya keuntungan yang diperoleh dari hasil penjualan produk tersebut	1	2	3	4	5
7	Memilih menjual produk tersebut dikarenakan adanya undian hadiah dalam kemasan produk yang langsung dapat ditukarkan	1	2	3	4	5
8	Memilih menjual produk tersebut dikarenakan tenaga penjual dari produk tersebut ramah, sopan, dan sabar dalam melayani	1	2	3	4	5
9	Memilih menjual produk tersebut dikarenakan cara pembayarannya dapat dilakukan secara tunai pada waktu pembelian di grosir atau dapat juga secara kredit	1	2	3	4	5

No	Pernyataan	Pilihan Jawaban				
10	Memilih menjual produk tersebut dikarenakan adanya tayangan iklan dari produk tersebut baik di media cetak maupun elektronik	1	2	3	4	5
11	Memilih menjual produk tersebut dikarenakan produsen dari produk tersebut terkenal sehingga lebih dapat dipercaya oleh masyarakat akan keamanan produknya	1	2	3	4	5
12	Memilih menjual produk tersebut dikarenakan produk tersebut mampu memberikan jaminan kualitas aman dan layak untuk dikonsumsi, serta mempunyai kualitas rasa yang banyak disukai	1	2	3	4	5
13	Memilih menjual produk tersebut dikarenakan kemasan produk bagus dengan warna, bentuk dan model yang sesuai	1	2	3	4	5
14	Memilih menjual produk tersebut dikarenakan adanya demo produk tersebut di pasar atau di rumah-rumah	1	2	3	4	5
15	Menjual produk tersebut karena adanya diskon atau potongan harga yang diberikan pada produk tersebut	1	2	3	4	5
16	Memilih menjual produk tersebut dikarenakan adanya pemberian produk secara cuma-cuma (sample) oleh distributor dalam rangka promosi	1	2	3	4	5

Petunjuk Pengisian:

Berikan tanda (√) pada kolom yang sesuai dengan penilaian anda terhadap pertanyaan tentang keputusan *retailer* dalam menjual suatu produk barang dagangan berikut dengan ketentuan sebagai berikut:

STS = Sangat tidak setuju nilai bobot = 1

TS = Tidak setuju nilai bobot = 2

RR = Ragu-ragu nilai bobot = 3

S = Setuju nilai bobot = 4

SS = Sangat setuju nilai bobot = 5

No	Pernyataan	STS	TS	RR	S	SS
1	Saudara yakin memilih produk yang akan dijual tersebut banyak digemari oleh konsumen/pelanggan					
2	Saudara berusaha untuk terus menjual produk yang terus diminati pelanggan					
3	Saudara mempunyai perasaan puas setelah menggunakan atau menjual produk tersebut					
4	Saudara lebih menyukai menjual produk yang banyak dicari oleh pelanggan					
5	Saudara sudah lama menjual produk tersebut sejak toko dibuka					
6	Saudara memiliki niat untuk menjual produk tertentu					

TERIMA KASIH

Lampiran 2 Data Analisis

Resp	Faktor-faktor																Keputusan Retailer (Y)					
	v1	v2	v3	v4	v5	v6	v7	v8	v9	v10	v11	v12	v13	v14	v15	v16	1	2	3	4	5	6
1	2	3	3	3	3	3	3	3	3	3	2	2	2	3	3	4	3	2	3	3	4	3
2	2	2	2	2	2	2	3	3	3	2	3	2	2	3	2	4	3	2	2	2	3	4
3	3	3	3	3	3	3	3	4	4	2	4	3	3	3	3	4	3	2	2	3	3	4
4	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	3	4	4	4	4	3	4
5	5	4	4	4	5	4	4	4	4	4	5	4	4	4	4	5	5	4	4	5	5	4
6	5	5	3	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	5	4	5	4
7	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	3	4	4	4	5	4	4
8	2	2	2	2	3	2	2	2	3	2	2	2	2	2	2	3	3	2	3	2	3	2
9	1	2	2	2	2	1	2	2	2	1	2	1	1	2	1	4	2	2	2	2	2	2
10	2	3	2	2	3	3	2	3	3	2	3	2	2	3	2	4	2	2	2	3	3	2
11	2	3	3	3	3	3	3	3	3	2	3	2	3	3	3	4	3	2	2	3	3	3
12	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	4	2	2	2	2	3	2
13	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4
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19	5	3	5	2	4	4	4	4	4	3	4	2	4	1	1	3	5	3	4	4	4	4
20	2	2	2	2	2	2	2	2	2	3	2	2	4	2	2	3	2	2	2	3	3	2
21	5	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2
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24	4	4	4	3	2	2	4	4	4	4	4	5	4	4	2	4	4	4	4	3	3	3
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26	4	4	4	4	5	3	2	2	2	4	4	4	4	2	1	4	2	2	5	3	3	4
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46	4	4	4	5	5	5	5	3	2	3	3	2	1	2	2	5	3	5	5	4	4	4
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54	4	4	3	2	2	2	2	1	2	2	2	2	2	2	2	5	2	2	2	2	2	2
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67	5	5	5	3	3	3	4	5	3	3	3	3	1	3	4	4	3	3	3	4	4	3
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69	3	4	5	3	4	3	3	4	5	4	4	5	4	4	3	4	3	3	4	4	4	4
70	5	5	5	3	4	4	3	3	3	3	1	3	4	3	5	4	3	3	4	4	3	4

recap	v1	v2	v3	v4	v5	v6	v7	v8	v9	v10	v11	v12	v13	v14	v15	v16	1	2	3	4	5	6
71	3	4	5	4	3	3	5	3	4	2	2	4	3	3	5	2	4	4	3	3	3	3
72	5	4	4	4	3	3	4	3	4	4	3	3	3	4	4	5	4	4	2	4	2	4
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84	2	5	4	5	4	3	5	4	5	3	3	4	5	3	2	5	3	3	4	4	4	4
85	1	5	4	4	3	2	3	3	4	3	3	3	3	2	3	4	4	4	4	3	3	4

Lampiran 3 Deskripsi Variabel Penelitian Frequency Table

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	34	40.0	40.0	40.0
Wanita	51	60.0	60.0	100.0
Total	85	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 25 tahun	16	18.8	18.8	18.8
26 - 35 tahun	43	50.6	50.6	69.4
> 35 tahun	26	30.6	30.6	100.0
Total	85	100.0	100.0	

Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMP	15	17.6	17.6	17.6
SMA	40	47.1	47.1	64.7
Perguruan Tinggi	30	35.3	35.3	100.0
Total	85	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pegawai Negeri	5	5.9	5.9	5.9
Wiraswasta	17	20.0	20.0	25.9
Swasta	16	18.8	18.8	44.7
Ibu Rumah Tangga	40	47.1	47.1	91.8
Mahasiswa / Pelajar	7	8.2	8.2	100.0
Total	85	100.0	100.0	

Tempat tinggal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rumah Sendiri	27	31.8	31.8	31.8
Kontrak	31	36.5	36.5	68.2
Rumah Dinas	9	10.6	10.6	78.8
Ikut Keluarga	12	14.1	14.1	92.9
Lain-lain	6	7.1	7.1	100.0
Total	85	100.0	100.0	

Rata-rata pendapatan dalam satu bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp. 1.000.000	5	5.9	5.9	5.9
Rp. 1.000.000 - Rp. 1.500.000	23	27.1	27.1	32.9
Rp. 1.500.001 - Rp. 2.500.000	33	38.8	38.8	71.8
> Rp. 2.500.000	24	28.2	28.2	100.0
Total	85	100.0	100.0	

rata-rata pengeluaran dalam satu bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp. 1.000.000	4	4.7	4.7	4.7
Rp. 1.000.000 - Rp. 1.500.000	58	68.2	68.2	72.9
Rp. 1.500.001 - Rp. 2.500.000	17	20.0	20.0	92.9
> Rp. 2.500.000	6	7.1	7.1	100.0
Total	85	100.0	100.0	

Frequency Table

V1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	6	7.1	7.1	7.1
Tidak Setuju	20	23.5	23.5	30.6
Ragu-ragu	9	10.6	10.6	41.2
Setuju	29	34.1	34.1	75.3
Sangat Setuju	21	24.7	24.7	100.0
Total	85	100.0	100.0	

V2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	1	1.2	1.2	1.2
Tidak Setuju	14	16.5	16.5	17.6
Ragu-ragu	14	16.5	16.5	34.1
Setuju	41	48.2	48.2	82.4
Sangat Setuju	15	17.6	17.6	100.0
Total	85	100.0	100.0	

V3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.4	2.4	2.4
	Tidak Setuju	13	15.3	15.3	17.6
	Ragu-ragu	15	17.6	17.6	35.3
	Setuju	39	45.9	45.9	81.2
	Sangat Setuju	16	18.8	18.8	100.0
	Total	85	100.0	100.0	

V4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.4	2.4	2.4
	Tidak Setuju	16	18.8	18.8	21.2
	Ragu-ragu	18	21.2	21.2	42.4
	Setuju	33	38.8	38.8	81.2
	Sangat Setuju	16	18.8	18.8	100.0
	Total	85	100.0	100.0	

V5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.2	1.2	1.2
	Tidak Setuju	15	17.6	17.6	18.8
	Ragu-ragu	21	24.7	24.7	43.5
	Setuju	38	44.7	44.7	88.2
	Sangat Setuju	10	11.8	11.8	100.0
	Total	85	100.0	100.0	

V6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.2	1.2	1.2
	Tidak Setuju	22	25.9	25.9	27.1
	Ragu-ragu	40	47.1	47.1	74.1
	Setuju	19	22.4	22.4	96.5
	Sangat Setuju	3	3.5	3.5	100.0
	Total	85	100.0	100.0	

V7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.2	1.2	1.2
	Tidak Setuju	24	28.2	28.2	29.4
	Ragu-ragu	19	22.4	22.4	51.8
	Setuju	22	25.9	25.9	77.6
	Sangat Setuju	19	22.4	22.4	100.0
	Total	85	100.0	100.0	

V8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4.7	4.7	4.7
	Tidak Setuju	21	24.7	24.7	29.4
	Ragu-ragu	23	27.1	27.1	56.5
	Setuju	28	32.9	32.9	89.4
	Sangat Setuju	9	10.6	10.6	100.0
	Total	85	100.0	100.0	

V9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4.7	4.7	4.7
	Tidak Setuju	22	25.9	25.9	30.6
	Ragu-ragu	23	27.1	27.1	57.6
	Setuju	29	34.1	34.1	91.8
	Sangat Setuju	7	8.2	8.2	100.0
	Total	85	100.0	100.0	

V10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.5	3.5	3.5
	Tidak Setuju	19	22.4	22.4	25.9
	Ragu-ragu	19	22.4	22.4	48.2
	Setuju	35	41.2	41.2	89.4
	Sangat Setuju	9	10.6	10.6	100.0
	Total	85	100.0	100.0	

V11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	5	5.9	5.9	5.9
	Tidak Setuju	16	18.8	18.8	24.7
	Ragu-ragu	22	25.9	25.9	50.6
	Setuju	28	32.9	32.9	83.5
	Sangat Setuju	14	16.5	16.5	100.0
	Total	85	100.0	100.0	

V12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	6	7.1	7.1	7.1
	Tidak Setuju	25	29.4	29.4	36.5
	Ragu-ragu	18	21.2	21.2	57.6
	Setuju	26	30.6	30.6	88.2
	Sangat Setuju	10	11.8	11.8	100.0
	Total	85	100.0	100.0	

V13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4.7	4.7	4.7
	Tidak Setuju	18	21.2	21.2	25.9
	Ragu-ragu	20	23.5	23.5	49.4
	Setuju	31	36.5	36.5	85.9
	Sangat Setuju	12	14.1	14.1	100.0
	Total	85	100.0	100.0	

V14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.5	3.5	3.5
	Tidak Setuju	26	30.6	30.6	34.1
	Ragu-ragu	23	27.1	27.1	61.2
	Setuju	27	31.8	31.8	92.9
	Sangat Setuju	6	7.1	7.1	100.0
	Total	85	100.0	100.0	

V15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	12	14.1	14.1	14.1
	Tidak Setuju	29	34.1	34.1	48.2
	Ragu-ragu	18	21.2	21.2	69.4
	Setuju	16	18.8	18.8	88.2
	Sangat Setuju	10	11.8	11.8	100.0
	Total	85	100.0	100.0	

V16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.4	2.4	2.4
	Tidak Setuju	1	1.2	1.2	3.5
	Ragu-ragu	17	20.0	20.0	23.5
	Setuju	41	48.2	48.2	71.8
	Sangat Setuju	24	28.2	28.2	100.0
	Total	85	100.0	100.0	

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.2	1.2	1.2
	Tidak Setuju	17	20.0	20.0	21.2
	Ragu-ragu	24	28.2	28.2	49.4
	Setuju	37	43.5	43.5	92.9
	Sangat Setuju	6	7.1	7.1	100.0
	Total	85	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.5	3.5	3.5
	Tidak Setuju	22	25.9	25.9	29.4
	Ragu-ragu	14	16.5	16.5	45.9
	Setuju	37	43.5	43.5	89.4
	Sangat Setuju	9	10.6	10.6	100.0
	Total	85	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	20	23.5	23.5	23.5
	Ragu-ragu	16	18.8	18.8	42.4
	Setuju	31	36.5	36.5	78.8
	Sangat Setuju	18	21.2	21.2	100.0
	Total	85	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	11.8	11.8	11.8
	Ragu-ragu	32	37.6	37.6	49.4
	Setuju	32	37.6	37.6	87.1
	Sangat Setuju	11	12.9	12.9	100.0
	Total	85	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	11.8	11.8	11.8
	Ragu-ragu	34	40.0	40.0	51.8
	Setuju	39	45.9	45.9	97.6
	Sangat Setuju	2	2.4	2.4	100.0
	Total	85	100.0	100.0	

Y.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	13	15.3	15.3	15.3
	Ragu-ragu	28	32.9	32.9	48.2
	Setuju	40	47.1	47.1	95.3
	Sangat Setuju	4	4.7	4.7	100.0
	Total	85	100.0	100.0	

Lampiran 4 Uji Validitas

Correlations faktor-faktor yang mempengaruhi retailers dalam menjual suatu produk di Surabaya

Correlations

	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	V14	V15	V16	SUM_X
Pearson Correlation		.416**	.312**	.141	.204	.286**	.171	.148	.226**	.346**	.253**	.364**	.223**	.176	.346**	.123	.308**
Sig. (2-tailed)	.85	.000	.000	.189	.091	.008	.117	.178	.043	.001	.019	.001	.040	.102	.001	.281	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.418**		.488**	.343**	.180	.194	.372**	.188	.370**	.388**	.069	.504**	.240**	.207**	.368**	.019	.564**
Sig. (2-tailed)	.85	.000	.000	.001	.098	.078	.000	.084	.000	.000	.531	.000	.027	.008	.000	.886	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.512**	.488**		.465**	.388**	.369**	.353**	.312**	.501**	.441**	.444**	.865**	.528**	.332**	.518**	.048	.781**
Sig. (2-tailed)	.85	.85	.000	.001	.004	.001	.001	.004	.000	.000	.000	.000	.000	.002	.000	.664	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.343**	.465**	.465**		.581**	.811**	.344**	.308**	.411**	.434**	.447**	.508**	.446**	.284**	.321**	.058	.863**
Sig. (2-tailed)	.199	.001	.000	.85	.000	.001	.001	.004	.000	.000	.000	.000	.000	.006	.003	.599	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.204	.180	.388**	.581**		.718**	.438**	.483**	.374**	.384**	.368**	.231**	.280**	.056	.182	.064	.597**
Sig. (2-tailed)	.081	.089	.000	.000	.000	.000	.000	.000	.000	.000	.001	.004	.008	.811	.086	.559	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.298**	.184	.388**	.811**	.718**		.298**	.388**	.388**	.383**	.388**	.234**	.178	.065	.305**	.167	.591**
Sig. (2-tailed)	.008	.078	.001	.000	.000	.000	.000	.001	.001	.001	.000	.001	.103	.916	.005	.128	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.171	.372**	.353**	.344**	.438**	.285**		.870**	.408**	.380**	.081	.374**	.310**	.313**	.338**	.040	.809**
Sig. (2-tailed)	.117	.000	.001	.001	.000	.008	.000	.000	.000	.001	.460	.000	.004	.004	.002	.713	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.145	.188	.312**	.308**	.483**	.388**	.870**		.508**	.448**	.242**	.372**	.321**	.382**	.333**	.028	.631**
Sig. (2-tailed)	.178	.084	.004	.004	.000	.000	.000	.000	.000	.000	.008	.000	.003	.001	.002	.799	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.220**	.370**	.501**	.411**	.374**	.388**	.409**	.508**		.374**	.272**	.827**	.458**	.446**	.470**	.002	.705**
Sig. (2-tailed)	.043	.000	.000	.000	.000	.001	.000	.000	.000	.000	.012	.000	.000	.000	.000	.988	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.346**	.385**	.441**	.634**	.384**	.353**	.387**	.446**	.374**		.248**	.477**	.444**	.538**	.382**	.188	.807**
Sig. (2-tailed)	.001	.000	.000	.000	.000	.001	.001	.000	.000	.000	.021	.000	.000	.000	.001	.150	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.253**	.069	.444**	.477**	.385**	.388**	.081	.242**	.272**	.249**		.544**	.478**	.219**	.280**	.018	.585**
Sig. (2-tailed)	.019	.531	.000	.000	.001	.000	.460	.028	.012	.021	.000	.000	.000	.044	.018	.882	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.364**	.504**	.865**	.508**	.231**	.234**	.374**	.372**	.827**	.477**	.544**		.700**	.840**	.815**	.152	.818**
Sig. (2-tailed)	.001	.000	.000	.000	.004	.031	.000	.000	.000	.000	.000	.000	.000	.000	.001	.185	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.240**	.340**	.528**	.446**	.280**	.178	.310**	.321**	.485**	.444**	.478**	.700**		.457**	.382**	.244**	.864**
Sig. (2-tailed)	.040	.027	.000	.000	.008	.103	.004	.003	.000	.000	.000	.000	.000	.000	.001	.024	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.178	.207**	.332**	.284**	.068	.065	.313**	.382**	.440**	.538**	.219**	.840**	.457**		.489**	.052	.582**
Sig. (2-tailed)	.102	.008	.002	.008	.811	.816	.004	.001	.000	.000	.044	.000	.000	.000	.000	.633	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.349**	.385**	.518**	.321**	.182	.388**	.338**	.333**	.478**	.382**	.280**	.815**	.382**	.468**		.048	.882**
Sig. (2-tailed)	.001	.000	.000	.003	.006	.005	.002	.002	.000	.001	.016	.000	.000	.000	.001	.873	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.123	.019	.045	.068	.064	.187	.040	.028	.002	.188	.018	.182	.244**	.082	.048	.1	.028
Sig. (2-tailed)	.281	.885	.884	.589	.586	.128	.713	.789	.986	.150	.862	.186	.024	.833	.673	.814	.028
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Pearson Correlation	.508**	.864**	.791**	.883**	.597**	.581**	.809**	.831**	.705**	.887**	.815**	.815**	.864**	.582**	.882**	.814	.814
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85

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

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

Putaran I Correlations faktor-faktor yang mempengaruhi *retailers* dalam menjual suatu produk di Surabaya

Correlations

	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	V14	V15	SUM X	
V1	Pearson Correlation Sig. (2-tailed) N	1 .000 85	.416** .000 85	.512** .000 85	.141 .199 85	.204 .061 85	.298** .006 85	.171 .117 85	.148 .178 85	.220* .043 85	.345** .001 85	.253* .019 85	.364** .001 85	.223* .040 85	.178 .102 85	.349** .001 85	.515** .000 85
V2	Pearson Correlation Sig. (2-tailed) N	.416** .000 85	1 .000 85	.486** .000 85	.343** .001 85	.190 .099 85	.194 .078 85	.372** .000 85	.188 .084 85	.370** .000 85	.385** .000 85	.069 .531 85	.504** .000 85	.240** .027 85	.297** .006 85	.386** .000 85	.595** .000 85
V3	Pearson Correlation Sig. (2-tailed) N	.512** .000 85	.486** .000 85	1 .000 85	.465** .000 85	.398** .000 85	.389** .001 85	.353** .001 85	.312** .004 85	.501** .000 85	.441** .000 85	.444** .000 85	.665** .000 85	.528** .000 85	.332** .002 85	.518** .000 85	.764** .000 85
V4	Pearson Correlation Sig. (2-tailed) N	.141 .199 85	.343** .001 85	.465** .000 85	1 .000 85	.581** .000 85	.611** .000 85	.344** .001 85	.308** .004 85	.411** .000 85	.434** .000 85	.447** .000 85	.508** .000 85	.448** .000 85	.284** .009 85	.321** .003 85	.677** .000 85
V5	Pearson Correlation Sig. (2-tailed) N	.204 .061 85	.190 .099 85	.398** .000 85	.581** .000 85	1 .000 85	.716** .000 85	.438** .000 85	.493** .000 85	.374** .000 85	.384** .001 85	.365** .001 85	.231* .034 85	.280** .009 85	.056 .611 85	.182 .098 85	.590** .000 85
V6	Pearson Correlation Sig. (2-tailed) N	.298** .006 85	.194 .078 85	.398** .001 85	.611** .000 85	.716** .000 85	1 .000 85	.295** .006 85	.398** .000 85	.369** .001 85	.353** .001 85	.388** .000 85	.234* .031 85	.178 .103 85	.055 .616 85	.305** .005 85	.578** .000 85
V7	Pearson Correlation Sig. (2-tailed) N	.171 .117 85	.372** .000 85	.353** .001 85	.344** .001 85	.438** .000 85	.295** .006 85	1 .000 85	.670** .000 85	.409** .001 85	.360** .001 85	.081 .480 85	.374** .000 85	.310** .004 85	.313** .004 85	.338** .002 85	.605** .000 85
V8	Pearson Correlation Sig. (2-tailed) N	.148 .178 85	.188 .084 85	.312** .004 85	.308** .004 85	.493** .000 85	.398** .000 85	.670** .000 85	1 .000 85	.506** .000 85	.446** .000 85	.242* .028 85	.372** .000 85	.321** .003 85	.362** .001 85	.333** .002 85	.628** .000 85
V9	Pearson Correlation Sig. (2-tailed) N	.220* .043 85	.370** .000 85	.501** .000 85	.411** .000 85	.374** .000 85	.389** .001 85	.409** .000 85	.508** .000 85	1 .000 85	.374** .000 85	.272* .012 85	.627** .000 85	.458** .000 85	.440** .000 85	.470** .000 85	.704** .000 85
V10	Pearson Correlation Sig. (2-tailed) N	.345** .001 85	.385** .000 85	.441** .000 85	.434** .000 85	.384** .000 85	.383** .001 85	.380** .001 85	.446** .000 85	.374** .000 85	1 .021 85	.249* .000 85	.477** .000 85	.444** .000 85	.538** .000 85	.352** .001 85	.680** .000 85
V11	Pearson Correlation Sig. (2-tailed) N	.253* .019 85	.069 .531 85	.444** .000 85	.447** .000 85	.365** .001 85	.388** .000 85	.081 .480 85	.242* .028 85	.272* .012 85	.249* .021 85	1 .000 85	.544** .000 85	.478** .000 85	.219* .044 85	.260* .018 85	.554** .000 85
V12	Pearson Correlation Sig. (2-tailed) N	.364** .001 85	.504** .000 85	.665** .000 85	.508** .000 85	.231* .034 85	.234* .031 85	.374** .000 85	.372** .000 85	.627** .000 85	.477** .000 85	.544** .000 85	1 .000 85	.700** .000 85	.640** .000 85	.615** .000 85	.827** .000 85
V13	Pearson Correlation Sig. (2-tailed) N	.223* .040 85	.240** .027 85	.528** .000 85	.448** .000 85	.280** .009 85	.280** .103 85	.178 .004 85	.310** .003 85	.321** .000 85	.455** .000 85	.444** .000 85	.478** .000 85	1 .000 85	.457** .000 85	.362** .001 85	.674** .000 85
V14	Pearson Correlation Sig. (2-tailed) N	.178 .102 85	.297** .008 85	.332** .002 85	.284** .009 85	.056 .611 85	.055 .616 85	.313** .004 85	.362** .001 85	.440** .000 85	.538** .000 85	.219* .044 85	.640** .000 85	.457** .000 85	1 .000 85	.489** .000 85	.595** .000 85
V15	Pearson Correlation Sig. (2-tailed) N	.349** .001 85	.385** .000 85	.618** .000 85	.321** .003 85	.182 .098 85	.305** .005 85	.338** .002 85	.333** .002 85	.470** .000 85	.352** .001 85	.290* .018 85	.615** .000 85	.362** .001 85	.489** .000 85	1 .000 85	.665** .000 85
SUM_X	Pearson Correlation Sig. (2-tailed) N	.515** .000 85	.595** .000 85	.764** .000 85	.677** .000 85	.590** .000 85	.578** .000 85	.605** .000 85	.628** .000 85	.704** .000 85	.680** .000 85	.554** .000 85	.827** .000 85	.674** .000 85	.595** .000 85	.665** .000 85	1 .000 85

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

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

Correlations keputusan *retailer* dalam menjual suatu produk di Surabaya

Correlations

	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	SUM_Y
Y.1	1						
Pearson Correlation		.578**	.329**	.349**	.309**	.347**	.690**
Sig. (2-tailed)		.000	.002	.001	.004	.001	.000
N	85	85	85	85	85	85	85
Y.2		1					
Pearson Correlation	.578**		.431**	.444**	.281**	.449**	.771**
Sig. (2-tailed)	.000		.000	.000	.009	.000	.000
N	85	85	85	85	85	85	85
Y.3			1				
Pearson Correlation	.329**	.431**		.366**	.241*	.380**	.673**
Sig. (2-tailed)	.002	.000		.001	.027	.000	.000
N	85	85	85	85	85	85	85
Y.4				1			
Pearson Correlation	.349**	.444**	.366**		.642**	.594**	.766**
Sig. (2-tailed)	.001	.000	.001		.000	.000	.000
N	85	85	85	85	85	85	85
Y.5					1		
Pearson Correlation	.309**	.281**	.241*	.642**		.517**	.649**
Sig. (2-tailed)	.004	.009	.027	.000		.000	.000
N	85	85	85	85	85	85	85
Y.6						1	
Pearson Correlation	.347**	.449**	.380**	.594**	.517**		.741**
Sig. (2-tailed)	.001	.000	.000	.000	.000		.000
N	85	85	85	85	85	85	85
SUM_Y							1
Pearson Correlation	.690**	.771**	.673**	.766**	.649**	.741**	
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	85	85	85	85	85	85	85

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

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

Lampiran 5 Uji Reliabilitas

Reliability faktor-faktor yang mempengaruhi *retailers* dalam menjual suatu produk di Surabaya

***** Method 1 (space saver) will be used for this analysis *****
 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
V1	46.0706	95.9473	.4148	.8972
V2	45.8824	97.3431	.4946	.8925
V3	45.8941	92.7148	.7175	.8841
V4	46.0000	94.0714	.6151	.8879
V5	46.0471	97.2120	.5252	.8914
V6	46.5176	98.8717	.5196	.8919
V7	46.1294	94.8521	.5269	.8915
V8	46.3294	95.1521	.5586	.8901
V9	46.3765	93.7613	.6474	.8867
V10	46.2000	94.3048	.6199	.8878
V11	46.1765	96.2185	.4708	.8938
V12	46.4235	89.3899	.7858	.8804
V13	46.1882	93.7737	.6087	.8881
V14	46.4471	96.4168	.5257	.8914
V15	46.7294	92.4378	.5895	.8891

Reliability Coefficients

N of Cases = 85.0

N of Items = 15

Alpha = .8963

Reliability keputusan *retailer* dalam menjual suatu produk di Surabaya

***** Method 1 (space saver) will be used for this analysis *****
 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
Y.1	17.1882	11.2737	.5320	.7782
Y.2	17.2235	10.0328	.6145	.7599
Y.3	16.9882	10.8927	.4751	.7967
Y.4	17.0235	10.9518	.6467	.7532
Y.5	17.1529	12.2501	.5203	.7827
Y.6	17.1294	11.3759	.6238	.7604

Reliability Coefficients

N of Cases = 85.0

N of Items = 6

Alpha = .8026

Lampiran 6 Analisis Regresi Berganda untuk Mengetahui Pengaruh dari 15 Faktor terhadap Keputusan Retailer Dalam Menjual Suatu Produk di Surabaya

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Diskon, Waktu kunjungan, Permintaan konsumen, Kemasan produk, Harga produk, Salesman, Produsen, Demo produk, Sistem pembayaran, Iklan, Kualitas pelayanan, Hadiah, Product delivery, Keuntungan, Kualitas produk		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Retailer dalam Menjual Produk di Surabaya

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.515	.48576

a. Predictors: (Constant), Diskon, Waktu kunjungan, Permintaan konsumen, Kemasan produk, Harga produk, Salesman, Produsen, Demo produk, Sistem pembayaran, Iklan, Kualitas pelayanan, Hadiah, Product delivery, Keuntungan, Kualitas produk

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.612	15	1.641	6.954	.000 ^a
	Residual	16.282	69	.236		
	Total	40.894	84			

a. Predictors: (Constant), Diskon, Waktu kunjungan, Permintaan konsumen, Kemasan produk, Harga produk, Salesman, Produsen, Demo produk, Sistem pembayaran, Iklan, Kualitas pelayanan, Hadiah, Product delivery, Keuntungan, Kualitas produk

b. Dependent Variable: Keputusan Retailer dalam Menjual Produk di Surabaya

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			
	B	Std. Error	Beta			Zero-order	Partial	Part	
1									
	(Constant)	.366	.329		1.112	.270			
	Permintaan konsumen	-4.50E-02	.054	-.083	-.840	.404	.226	-.101	-.064
	Harga produk	.191	.074	.273	2.573	.012	.361	.296	.195
	Product delivery	.126	.082	.187	1.536	.129	.454	.182	.117
	Kualitas pelayanan	-4.25E-02	.079	-.066	-.535	.594	.451	-.064	-.041
	Waktu kunjungan	.142	.094	.195	1.508	.136	.554	.179	.115
	Keuntungan	.125	.111	.147	1.118	.267	.467	.133	.085
	Hadiah	8.192E-02	.069	.136	1.180	.242	.460	.141	.090
	Salesman	3.095E-02	.079	.048	.392	.697	.484	.047	.030
	Sistem pembayaran	5.612E-02	.075	.085	.753	.454	.411	.090	.057
	Iklan	8.257E-02	.073	.124	1.139	.259	.533	.136	.087
	Produsen	.154	.068	.251	2.245	.028	.358	.261	.171
	Kualitas produk	-.334	.111	-.558	-3.011	.004	.353	-.341	-.229
	Kemasan produk	.139	.073	.220	1.894	.062	.422	.222	.144
	Demo produk	.249	.080	.366	3.123	.003	.398	.352	.237
	Diskon	-6.69E-02	.060	-.119	-1.120	.267	.239	-.134	-.085

a. Dependent Variable: Keputusan Retailer dalam Menjual Produk di Surabaya

Lampiran 7 Analisis Faktor

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.839
Bartlett's Test of Sphericity	Approx. Chi-Square	670.918
	df	105
	Sig.	.000

Anti-image Matrices

	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	V14	V15	
Anti-image Covariance	V1	.591	-.126	-.139	.144	9.951E-03	-.102	4.693E-03	2.755E-02	4.970E-02	-8.47E-02	-4.25E-02	-1.52E-02	7.635E-03	1.736E-02	-3.30E-02
	V2	-.126	.513	-5.44E-02	-6.86E-02	9.923E-03	1.853E-02	-9.52E-02	6.127E-02	-2.17E-02	-8.09E-02	.127	-8.85E-02	.101	5.125E-02	3.999E-03
	V3	-.139	-5.44E-02	.388	-1.86E-02	-5.44E-02	1.996E-02	-1.81E-02	2.814E-02	-4.31E-02	-3.03E-02	-3.74E-02	-4.73E-02	-4.61E-02	6.017E-02	-7.60E-02
	V4	.144	-6.86E-02	-1.86E-02	.385	-7.21E-02	-.142	-3.40E-02	6.977E-02	1.915E-02	-4.29E-02	-3.55E-02	-4.38E-02	-4.35E-02	-1.89E-02	2.858E-02
	V5	9.951E-03	9.923E-03	-5.44E-02	-7.21E-02	.344	-.143	-6.95E-02	-5.93E-02	-3.63E-02	-4.41E-02	-4.67E-02	3.833E-02	-3.35E-02	4.592E-02	5.253E-02
	V6	-.102	1.853E-02	1.996E-02	-.142	-.143	.333	2.507E-02	-2.53E-02	-6.51E-02	-3.23E-02	-6.63E-02	3.538E-02	6.277E-02	4.419E-02	-9.96E-02
	V7	4.693E-03	-9.52E-02	-1.81E-02	-3.40E-02	-6.95E-02	2.507E-02	.436	-.226	4.074E-02	4.562E-02	.106	-1.54E-02	-3.08E-02	-1.05E-02	-2.51E-02
	V8	2.755E-02	6.127E-02	2.814E-02	6.977E-02	-5.93E-02	-2.53E-02	-.226	.387	-.111	-8.90E-02	-6.09E-02	5.292E-03	1.243E-02	-3.63E-02	-1.78E-02
	V9	4.970E-02	-2.17E-02	-4.31E-02	1.915E-02	-3.63E-02	-6.51E-02	4.074E-02	-.111	.457	4.979E-02	9.912E-02	-8.95E-02	-1.71E-02	-2.65E-02	-9.10E-03
	V10	-8.47E-02	-8.09E-02	-3.03E-02	-4.29E-02	-4.41E-02	-3.23E-02	4.562E-02	-8.90E-02	4.979E-02	.484	4.180E-02	1.837E-02	-7.94E-02	-.180	3.245E-02
	V11	-4.25E-02	.127	-3.74E-02	-3.55E-02	-4.67E-02	-6.63E-02	.106	-6.09E-02	9.912E-02	4.180E-02	.461	-.121	-3.89E-02	3.685E-02	5.416E-02
	V12	-1.52E-02	-8.85E-02	-4.73E-02	-4.38E-02	3.833E-02	3.538E-02	-1.54E-02	5.292E-03	-8.95E-02	1.837E-02	-.121	.168	-9.89E-02	-9.04E-02	-7.61E-02
	V13	7.635E-03	.101	-4.61E-02	-4.35E-02	-3.35E-02	6.277E-02	-3.08E-02	1.243E-02	-1.71E-02	-7.94E-02	-3.89E-02	-9.89E-02	.427	9.035E-03	4.036E-02
	V14	1.736E-02	5.125E-02	6.017E-02	-1.89E-02	4.592E-02	4.419E-02	-1.05E-02	-3.63E-02	-2.65E-02	-.180	3.685E-02	-9.04E-02	9.035E-03	.420	-8.46E-02
	V15	-3.30E-02	3.999E-03	-7.60E-02	2.858E-02	5.253E-02	-9.96E-02	-2.51E-02	-1.78E-02	-9.10E-03	3.245E-02	5.416E-02	-7.61E-02	4.036E-02	-8.46E-02	.509
Anti-image Correlation	V1	.784 ^a	-.229	-.289	.301	2.206E-02	-.229	9.249E-03	5.763E-02	9.567E-02	-.159	-8.14E-02	-4.84E-02	1.520E-02	3.484E-02	-6.02E-02
	V2	-.229	.801 ^a	-.122	-.154	2.361E-02	4.481E-02	-.201	.138	-4.49E-02	-.162	.261	-.302	.215	.110	7.821E-03
	V3	-.289	-.122	.921 ^a	-4.80E-02	-.149	5.546E-02	-4.39E-02	7.258E-02	-.102	-7.00E-02	-8.84E-02	-.185	-.113	.149	-.171
	V4	.301	-.154	-4.80E-02	.855 ^a	-.198	-.397	-8.29E-02	.181	4.566E-02	-9.94E-02	-8.43E-02	-.172	-.107	-4.69E-02	6.454E-02
	V5	2.206E-02	2.361E-02	-.149	-.198	.841 ^a	-.422	-.179	-.162	-9.15E-02	-.108	-.117	.159	-8.74E-02	.121	.125
	V6	-.229	4.481E-02	5.546E-02	-.397	-.422	.771 ^a	6.578E-02	-7.03E-02	-.167	-8.05E-02	-.169	.150	.166	.118	-.242
	V7	9.249E-03	-.201	-4.39E-02	-8.29E-02	-.179	6.578E-02	.799 ^a	-.551	9.130E-02	9.935E-02	.237	-5.70E-02	-7.13E-02	-2.45E-02	-5.32E-02
	V8	5.763E-02	.138	7.258E-02	.181	-.162	-7.03E-02	-.551	.795 ^a	-.264	-.206	-.144	2.077E-02	3.058E-02	-9.00E-02	-4.01E-02
	V9	9.567E-02	-4.49E-02	-.102	4.566E-02	-9.15E-02	-.167	9.130E-02	-.264	.892 ^a	.106	.216	-.323	-3.87E-02	-6.05E-02	-1.89E-02
	V10	-.159	-.162	-7.00E-02	-9.94E-02	-.108	-8.05E-02	9.935E-02	-.206	.106	.886 ^a	8.856E-02	6.450E-02	-.175	-.400	6.537E-02
	V11	-8.14E-02	.261	-8.84E-02	-8.43E-02	-.117	-.169	.237	-.144	.216	8.856E-02	.768 ^a	-.436	-8.76E-02	8.373E-02	.112
	V12	-4.84E-02	-.302	-.185	-.172	.159	.150	-5.70E-02	2.077E-02	-.323	6.450E-02	-.436	.816 ^a	-.370	-.341	-.260
	V13	1.520E-02	.215	-.113	-.107	-8.74E-02	.166	-7.13E-02	3.058E-02	-3.87E-02	-.175	-8.76E-02	-.370	.888 ^a	2.132E-02	8.654E-02
	V14	3.484E-02	.110	.149	-4.69E-02	.121	.118	-2.45E-02	-9.00E-02	-6.05E-02	-.400	8.373E-02	-.341	2.132E-02	.830 ^a	-.183
	V15	-6.02E-02	7.821E-03	-.171	6.454E-02	.125	-.242	-5.32E-02	-4.01E-02	-1.89E-02	6.537E-02	.112	-.260	8.854E-02	-.183	.899 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
V1	1.000	.709
V2	1.000	.674
V3	1.000	.710
V4	1.000	.644
V5	1.000	.829
V6	1.000	.797
V7	1.000	.736
V8	1.000	.757
V9	1.000	.559
V10	1.000	.487
V11	1.000	.751
V12	1.000	.880
V13	1.000	.692
V14	1.000	.714
V15	1.000	.533

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.281	41.874	41.874	6.281	41.874	41.874	3.292	21.944	21.944
2	1.721	11.470	53.344	1.721	11.470	53.344	2.622	17.482	39.426
3	1.309	8.729	62.073	1.309	8.729	62.073	2.333	15.556	54.982
4	1.163	7.753	69.826	1.163	7.753	69.826	2.227	14.844	69.826
5	.745	4.968	74.794						
6	.736	4.906	79.701						
7	.666	4.442	84.143						
8	.504	3.359	87.502						
9	.431	2.871	90.373						
10	.341	2.277	92.650						
11	.306	2.037	94.687						
12	.258	1.723	96.410						
13	.215	1.432	97.843						
14	.200	1.330	99.173						
15	.124	.827	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix ^a

	Component			
	1	2	3	4
V1	.480	-.142	.300	.607
V2	.558	-.258	-6.57E-02	.540
V3	.767	-.117	.261	.200
V4	.693	.336	.185	-.133
V5	.598	.686	-2.60E-03	2.886E-02
V6	.582	.643	.158	.144
V7	.600	.153	-.588	8.663E-02
V8	.627	.245	-.535	-.133
V9	.718	-6.07E-02	-.177	-9.49E-02
V10	.683	-5.06E-02	-.134	3.316E-02
V11	.549	.126	.553	-.358
V12	.830	-.381	.139	-.163
V13	.681	-.220	.168	-.390
V14	.596	-.487	-.229	-.262
V15	.657	-.296	-2.46E-02	.115

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix ^a

	Component			
	1	2	3	4
V1	9.716E-02	.191	-6.29E-02	.812
V2	.149	5.741E-03	.280	.757
V3	.485	.342	.103	.589
V4	.393	.660	.192	.132
V5	2.886E-02	.831	.361	8.253E-02
V6	1.332E-02	.842	.208	.213
V7	.106	.189	.810	.181
V8	.218	.302	.787	-5.46E-03
V9	.487	.219	.473	.225
V10	.398	.223	.420	.320
V11	.623	.559	-.225	1.493E-02
V12	.827	.123	.203	.375
V13	.792	.203	.129	7.937E-02
V14	.697	-.198	.408	.152
V15	.480	4.658E-02	.281	.470

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	.624	.457	.452	.444
2	-.477	.816	.129	-.301
3	.247	.353	-.882	.188
4	-.567	-.029	.005	.823

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Lampiran 8 Data Score Nilai Faktor 1, Faktor 2, Faktor 3 dan Faktor 4

No.	Faktor 1	Faktor 2	Faktor 3	Faktor 4
1	-0.7679	-0.5345	0.4491	-0.5763
2	-0.2464	-1.2617	0.0228	-1.5513
3	0.2249	-0.1147	0.0352	-0.8075
4	0.6873	0.5609	0.0670	0.2304
5	0.6000	1.1461	0.2651	0.4973
6	0.5054	0.6056	0.7494	0.6134
7	0.4539	0.7866	0.0403	0.3778
8	-0.7755	-0.8492	-0.5305	-1.2205
9	-1.0828	-1.5458	-0.6677	-1.6852
10	-0.6251	-0.4851	-0.2183	-1.0812
11	-0.2281	-0.2975	-0.0397	-0.9214
12	-0.8715	-0.8284	-0.6884	-1.1907
13	0.4897	0.5373	0.4498	0.6951
14	-1.4635	0.0595	0.2471	0.7604
15	-0.2807	0.8053	0.5380	1.4663
16	-0.2807	0.8053	0.5380	1.4663
17	0.8058	-1.4415	-1.5355	1.2501
18	-0.9913	0.2944	-0.2922	0.7938
19	-1.0112	1.3269	-0.2383	0.3574
20	-0.0486	-1.2210	-0.8089	-1.3702
21	-1.0751	-1.1343	-1.1983	0.1081
22	-0.7199	-1.2113	-0.7888	-1.1308
23	0.4580	0.8685	0.0018	0.4465
24	1.3446	-1.3387	0.3481	0.0869
25	0.5456	0.1061	0.5556	0.6116
26	0.0192	1.2253	-1.5896	0.2983
27	0.6081	0.5117	0.5863	0.2821
28	0.5261	0.0401	-1.3934	0.4617
29	0.0222	-0.2828	1.4978	0.2035
30	1.3318	0.0999	1.2660	-0.3723
31	1.8627	0.1736	0.7870	0.7842
32	0.9137	0.3779	0.2993	-0.4286
33	-0.3809	-1.0311	-1.0913	1.2338
34	1.8344	-1.7332	-1.3709	1.7373
35	-0.1559	1.4420	0.4163	0.2654
36	1.9661	0.6586	0.7418	0.0604
37	2.0432	0.6284	0.4781	0.2760
38	2.4487	-1.1676	-1.9749	0.1932
39	-0.8107	1.3925	-0.3488	-1.7336
40	-1.7375	1.0610	-0.9240	-0.4347
41	-1.1269	-0.6803	-0.5476	0.6534
42	0.0625	2.3040	-0.6267	-2.3049
43	-1.3017	-0.3433	-0.4469	0.5447
44	-0.0639	0.4507	-0.3558	1.8255

No.	Faktor 1	Faktor 2	Faktor 3	Faktor 4
45	-2.1834	2.8463	-1.8399	0.7779
46	-2.3776	2.1467	0.4114	0.7952
47	1.1087	0.0568	-1.8505	-1.3099
48	-0.4463	0.7010	-0.1017	0.5962
49	0.1632	0.8368	-1.4925	-1.2820
50	0.7580	2.6180	-0.6008	-1.6271
51	-0.8595	1.0254	1.5055	-1.6724
52	-0.6342	-0.8910	-2.0136	0.7395
53	-0.7302	-0.8702	-2.1715	0.7692
54	-1.1580	-1.3428	-1.4434	1.0152
55	-0.9738	-0.8061	-0.6835	-1.3113
56	0.2481	0.3439	0.6479	0.1881
57	-0.5744	0.8159	0.8819	0.1306
58	-0.0362	0.3425	0.2190	0.2821
59	-0.2554	0.2477	0.8645	-0.6614
60	-0.3905	0.1664	0.8235	0.3827
61	-0.5173	0.4048	0.2645	-0.6366
62	-0.3710	-0.1805	-0.0580	-0.5191
63	-1.0522	-1.5000	2.4564	-1.7167
64	2.0046	0.7950	-2.2546	-2.3351
65	-1.5444	-1.1658	1.9457	-0.4847
66	-0.2183	-2.3107	0.0041	-1.4270
67	-1.2322	-0.4812	0.8718	1.9277
68	0.1074	0.2660	1.1449	-0.1343
69	1.3062	-0.1309	0.3439	-0.0176
70	-0.8891	-0.1625	0.1578	2.2242
71	-0.0662	-0.6367	0.7794	0.7988
72	0.0451	-0.4928	0.3893	1.1085
73	1.2530	0.6353	-0.0713	0.1499
74	0.1315	-0.3578	0.9047	0.4180
75	1.1279	0.0314	0.7597	-0.2769
76	0.1626	-0.8552	0.1290	1.3187
77	1.0946	0.0383	-1.1246	0.8347
78	1.2152	-0.7465	1.2874	-0.3880
79	1.2825	0.2007	0.4963	-0.2447
80	-0.2972	0.1017	0.1427	0.8644
81	0.9842	-0.5588	0.9626	0.7109
82	0.5438	0.2493	1.3050	-0.5210
83	-1.0118	-1.8226	1.8416	-0.5528
84	0.5438	0.2493	1.3050	-0.5210
85	0.0306	-0.5733	0.1571	-0.1645

Lampiran 9 Analisis Regresi Berganda untuk Mengetahui Kelompok Faktor yang Berpengaruh Simultan dan Parsial terhadap Keputusan *Retailer* dalam Menjual Suatu Produk di Surabaya

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Faktor 4 (Penilaian Konsumen), Faktor 3 (Daya Tarik Penjualan), Faktor 2 (Kebijakan Perusahaan), Faktor 1 (Intern Produk)		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Retailer dalam Menjual Produk di Surabaya

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673 ^a	.453	.426	.52871

a. Predictors: (Constant), Faktor 4 (Penilaian Konsumen), Faktor 3 (Daya Tarik Penjualan), Faktor 2 (Kebijakan Perusahaan), Faktor 1 (Intern Produk)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.532	4	4.633	16.574	.000 ^a
	Residual	22.362	80	.280		
	Total	40.894	84			

a. Predictors: (Constant), Faktor 4 (Penilaian Konsumen), Faktor 3 (Daya Tarik Penjualan), Faktor 2 (Kebijakan Perusahaan), Faktor 1 (Intern Produk)

b. Dependent Variable: Keputusan Retailer dalam Menjual Produk di Surabaya

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3.435	.057		59.904	.000			
	Faktor 1 (Intern Produk)	.201	.058	.288	3.482	.001	.288	.363	.288
	Faktor 2 (Kebijakan Perusahaan)	.291	.058	.417	5.048	.000	.417	.492	.417
	Faktor 3 (Daya Tarik Penjualan)	.281	.058	.403	4.879	.000	.403	.479	.403
	Faktor 4 (Penilaian Konsumen)	.128	.058	.183	2.210	.030	.183	.240	.183

a. Dependent Variable: Keputusan Retailer dalam Menjual Produk di Surabaya

Tabel r

df	0,05	df	0,05	df	0,05	df	0,05	df	0,05
1	0,9511	31	0,2289	61	0,1636	91	0,1341	121	0,1163
2	0,8000	32	0,2254	62	0,1623	92	0,1334	122	0,1159
3	0,6870	33	0,2220	63	0,1610	93	0,1327	123	0,1154
4	0,6084	34	0,2187	64	0,1598	94	0,1320	124	0,1149
5	0,5509	35	0,2156	65	0,1586	95	0,1313	125	0,1145
6	0,5067	36	0,2126	66	0,1574	96	0,1306	126	0,1140
7	0,4716	37	0,2097	67	0,1562	97	0,1299	127	0,1136
8	0,4428	38	0,2070	68	0,1550	98	0,1292	128	0,1131
9	0,4187	39	0,2043	69	0,1539	99	0,1286	129	0,1127
10	0,3981	40	0,2018	70	0,1528	100	0,1279	130	0,1123
11	0,3802	41	0,1993	71	0,1517	101	0,1273	131	0,1118
12	0,3646	42	0,1970	72	0,1507	102	0,1267	132	0,1114
13	0,3507	43	0,1947	73	0,1497	103	0,1261	133	0,1110
14	0,3383	44	0,1925	74	0,1486	104	0,1255	134	0,1106
15	0,3271	45	0,1903	75	0,1477	105	0,1249	135	0,1102
16	0,3170	46	0,1883	76	0,1467	106	0,1243	136	0,1098
17	0,3077	47	0,1863	77	0,1457	107	0,1237	137	0,1094
18	0,2992	48	0,1843	78	0,1448	108	0,1231	138	0,1090
19	0,2914	49	0,1825	79	0,1439	109	0,1226	139	0,1086
20	0,2841	50	0,1806	80	0,1430	110	0,1220	140	0,1082
21	0,2774	51	0,1789	81	0,1421	111	0,1215	141	0,1078
22	0,2711	52	0,1772	82	0,1412	112	0,1209	142	0,1074
23	0,2653	53	0,1755	83	0,1404	113	0,1204	143	0,1070
24	0,2598	54	0,1739	84	0,1396	114	0,1199	144	0,1067
25	0,2546	55	0,1723	85	0,1387	115	0,1193	145	0,1063
26	0,2497	56	0,1708	86	0,1379	116	0,1188	146	0,1059
27	0,2451	57	0,1693	87	0,1371	117	0,1183	147	0,1056
28	0,2407	58	0,1678	88	0,1364	118	0,1178	148	0,1052
29	0,2366	59	0,1664	89	0,1356	119	0,1173	149	0,1049
30	0,2327	60	0,1650	90	0,1348	120	0,1168	150	0,1045

Sumber: SPSS for Windows Ver. 11.0.0, SPSS Inc., 1989 - 2001.

TABLE F

$\alpha = 5\%$



Denominator df ₂	Nominator df ₁				
	3	4	5	6	7
1.	215,71	224,58	230,18	233,99	236,77
2.	19,16	19,25	19,30	19,33	19,35
3.	9,28	9,12	9,01	8,94	8,89
4.	6,59	6,39	6,26	6,18	6,09
5.	5,41	5,19	5,05	4,96	4,88
6.	4,78	4,53	4,39	4,28	4,21
7.	4,35	4,12	3,97	3,87	3,79
8.	4,07	3,84	3,69	3,58	3,50
9.	3,88	3,63	3,48	3,37	3,29
10.	3,71	3,48	3,33	3,22	3,14
11.	3,59	3,36	3,20	3,10	3,01
12.	3,49	3,26	3,11	3,00	2,91
13.	3,41	3,18	3,03	2,92	2,83
14.	3,34	3,11	2,96	2,85	2,76
15.	3,29	3,06	2,90	2,79	2,71
16.	3,24	3,01	2,85	2,74	2,66
17.	3,20	2,97	2,81	2,70	2,61
18.	3,16	2,93	2,77	2,66	2,58
19.	3,13	2,90	2,74	2,63	2,54
20.	3,10	2,87	2,71	2,60	2,51
21.	3,07	2,84	2,69	2,57	2,49
22.	3,05	2,82	2,66	2,55	2,46
23.	3,03	2,80	2,64	2,53	2,44
24.	3,01	2,78	2,62	2,51	2,42
25.	2,99	2,76	2,60	2,49	2,41
26.	2,98	2,74	2,59	2,47	2,39
27.	2,96	2,73	2,57	2,46	2,37
28.	2,95	2,71	2,56	2,45	2,36
29.	2,93	2,70	2,55	2,43	2,35
30.	2,92	2,69	2,53	2,42	2,33
31.	2,91	2,68	2,52	2,41	2,32
32.	2,90	2,67	2,51	2,40	2,31
33.	2,89	2,66	2,50	2,39	2,30
34.	2,88	2,65	2,49	2,38	2,29
35.	2,87	2,64	2,49	2,37	2,29
36.	2,87	2,63	2,48	2,36	2,28
37.	2,86	2,63	2,47	2,36	2,27
38.	2,85	2,62	2,46	2,35	2,26
39.	2,85	2,61	2,46	2,34	2,26
40.	2,84	2,61	2,45	2,34	2,25
41.	2,83	2,60	2,44	2,33	2,24
42.	2,83	2,59	2,44	2,32	2,24
43.	2,82	2,59	2,43	2,32	2,23
44.	2,82	2,58	2,43	2,31	2,23
45.	2,81	2,58	2,42	2,31	2,22
46.	2,81	2,57	2,42	2,30	2,22
47.	2,80	2,57	2,41	2,30	2,21
48.	2,80	2,57	2,41	2,30	2,21
49.	2,79	2,56	2,40	2,29	2,20
50.	2,79	2,56	2,40	2,29	2,20

Denominator df ₂	Nominator df ₁				
	3	4	5	6	7
51.	2,79	2,55	2,40	2,28	2,20
52.	2,78	2,55	2,39	2,28	2,19
53.	2,78	2,55	2,39	2,28	2,19
54.	2,78	2,54	2,39	2,27	2,19
55.	2,77	2,54	2,38	2,27	2,18
56.	2,77	2,54	2,38	2,27	2,18
57.	2,77	2,53	2,38	2,26	2,18
58.	2,76	2,53	2,37	2,26	2,17
59.	2,76	2,53	2,37	2,26	2,17
60.	2,76	2,53	2,37	2,25	2,17
61.	2,76	2,52	2,37	2,25	2,16
62.	2,75	2,52	2,36	2,25	2,16
63.	2,75	2,52	2,36	2,25	2,16
64.	2,75	2,52	2,36	2,24	2,16
65.	2,75	2,51	2,36	2,24	2,15
66.	2,74	2,51	2,35	2,24	2,15
67.	2,74	2,51	2,35	2,24	2,15
68.	2,74	2,51	2,35	2,24	2,15
69.	2,74	2,51	2,35	2,23	2,15
70.	2,74	2,50	2,35	2,23	2,14
71.	2,73	2,50	2,34	2,23	2,14
72.	2,73	2,50	2,34	2,23	2,14
73.	2,73	2,50	2,34	2,23	2,14
74.	2,73	2,50	2,34	2,22	2,14
75.	2,73	2,49	2,34	2,22	2,13
76.	2,73	2,49	2,34	2,22	2,13
77.	2,72	2,49	2,33	2,22	2,13
78.	2,72	2,49	2,33	2,22	2,13
79.	2,72	2,49	2,33	2,22	2,13
80.	2,72	2,49	2,33	2,21	2,13
81.	2,72	2,48	2,33	2,21	2,13
82.	2,72	2,48	2,33	2,21	2,12
83.	2,72	2,48	2,32	2,21	2,12
84.	2,71	2,48	2,32	2,21	2,12
85.	2,71	2,48	2,32	2,21	2,12
86.	2,71	2,48	2,32	2,21	2,12
87.	2,71	2,48	2,32	2,21	2,12
88.	2,71	2,48	2,32	2,20	2,12
89.	2,71	2,47	2,32	2,20	2,11
90.	2,71	2,47	2,32	2,20	2,11
91.	2,71	2,47	2,32	2,20	2,11
92.	2,70	2,47	2,31	2,20	2,11
93.	2,70	2,47	2,31	2,20	2,11
94.	2,70	2,47	2,31	2,20	2,11
95.	2,70	2,47	2,31	2,20	2,11
96.	2,70	2,47	2,31	2,20	2,11
97.	2,70	2,47	2,31	2,19	2,11
98.	2,70	2,47	2,31	2,19	2,10
99.	2,70	2,46	2,31	2,19	2,10
100.	2,70	2,46	2,31	2,19	2,10

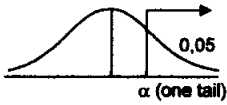
Sumber: SPSS for Windows Ver. 11.0.0, SPSS Inc., 1989 - 2001.

Example:

Pr (t > = 0.025

Pr (t > = 0.05

Pr (t > = 0.10



Tabel t



Pr df	0,10	0,05	0,025	0,010
1.	3,0777	6,3138	12,7062	31,8205
2.	1,8856	2,9200	4,3027	6,9646
3.	1,6377	2,3534	3,1824	4,5407
4.	1,5332	2,1318	2,7764	3,7469
5.	1,4759	2,0150	2,5708	3,3649
6.	1,4398	1,9432	2,4469	3,1427
7.	1,4149	1,8946	2,3646	2,9980
8.	1,3968	1,8595	2,3060	2,8965
9.	1,3830	1,8331	2,2622	2,8214
10.	1,3722	1,8125	2,2330	2,7638
11.	1,3634	1,7959	2,2010	2,7181
12.	1,3562	1,7823	2,1788	2,6810
13.	1,3502	1,7709	2,1604	2,6503
14.	1,3450	1,7613	2,1448	2,6245
15.	1,3406	1,7531	2,1314	2,6025
16.	1,3368	1,7459	2,1199	2,5835
17.	1,3334	1,7396	2,1098	2,5669
18.	1,3304	1,7341	2,1009	2,5524
19.	1,3277	1,7291	2,0930	2,5395
20.	1,3253	1,7247	2,0860	2,5280
21.	1,3232	1,7207	2,0798	2,5176
22.	1,3212	1,7171	2,0739	2,5083
23.	1,3195	1,7139	2,0687	2,4999
24.	1,3178	1,7109	2,0639	2,4922
25.	1,3163	1,7081	2,0595	2,4851
26.	1,3150	1,7056	2,0555	2,4788
27.	1,3137	1,7033	2,0518	2,4727
28.	1,3125	1,7011	2,0484	2,4671
29.	1,3114	1,6991	2,0452	2,4620
30.	1,3104	1,6973	2,0423	2,4573
31.	1,3095	1,6955	2,0395	2,4528
32.	1,3086	1,6939	2,0369	2,4487
33.	1,3077	1,6924	2,0345	2,4448
34.	1,3070	1,6909	2,0322	2,4411
35.	1,3062	1,6896	2,0301	2,4377
36.	1,3055	1,6883	2,0281	2,4345
37.	1,3049	1,6871	2,0262	2,4314
38.	1,3042	1,6860	2,0244	2,4286
39.	1,3036	1,6849	2,0227	2,4258
40.	1,3031	1,6839	2,0211	2,4233
41.	1,3025	1,6829	2,0195	2,4208
42.	1,3020	1,6820	2,0181	2,4185
43.	1,3016	1,6811	2,0167	2,4163
44.	1,3011	1,6802	2,0154	2,4141
45.	1,3006	1,6794	2,0141	2,4121
46.	1,3002	1,6787	2,0129	2,4102
47.	1,2998	1,6779	2,0117	2,4083
48.	1,2994	1,6772	2,0106	2,4066
49.	1,2991	1,6766	2,0096	2,4049
50.	1,2987	1,6759	2,0086	2,4033
51.	1,2984	1,6753	2,0076	2,4017
52.	1,2980	1,6747	2,0066	2,4002
53.	1,2977	1,6741	2,0057	2,3988
54.	1,2974	1,6736	2,0049	2,3974
55.	1,2971	1,6730	2,0040	2,3961
56.	1,2969	1,6725	2,0032	2,3948
57.	1,2966	1,6720	2,0025	2,3936
58.	1,2963	1,6716	2,0017	2,3924
59.	1,2961	1,6711	2,0010	2,3912
60.	1,2958	1,6706	2,0003	2,3901

Pr df	0,10	0,05	0,025	0,010
61.	1,2956	1,6702	1,9996	2,3890
62.	1,2954	1,6698	1,9990	2,3880
63.	1,2951	1,6694	1,9983	2,3870
64.	1,2949	1,6690	1,9977	2,3860
65.	1,2947	1,6686	1,9971	2,3851
66.	1,2945	1,6683	1,9966	2,3842
67.	1,2943	1,6679	1,9960	2,3833
68.	1,2941	1,6676	1,9955	2,3824
69.	1,2939	1,6672	1,9949	2,3816
70.	1,2938	1,6669	1,9944	2,3808
71.	1,2936	1,6666	1,9939	2,3800
72.	1,2934	1,6663	1,9935	2,3793
73.	1,2933	1,6660	1,9930	2,3785
74.	1,2931	1,6657	1,9925	2,3778
75.	1,2929	1,6654	1,9921	2,3771
76.	1,2928	1,6652	1,9917	2,3764
77.	1,2926	1,6649	1,9913	2,3758
78.	1,2925	1,6646	1,9908	2,3751
79.	1,2924	1,6644	1,9905	2,3745
80.	1,2922	1,6641	1,9901	2,3739
81.	1,2921	1,6639	1,9897	2,3733
82.	1,2920	1,6636	1,9893	2,3727
83.	1,2918	1,6634	1,9890	2,3721
84.	1,2917	1,6632	1,9886	2,3716
85.	1,2916	1,6630	1,9883	2,3710
86.	1,2915	1,6628	1,9879	2,3705
87.	1,2914	1,6626	1,9876	2,3700
88.	1,2912	1,6624	1,9873	2,3695
89.	1,2911	1,6622	1,9870	2,3690
90.	1,2910	1,6620	1,9867	2,3685
91.	1,2909	1,6618	1,9864	2,3680
92.	1,2908	1,6616	1,9861	2,3676
93.	1,2907	1,6614	1,9858	2,3671
94.	1,2906	1,6612	1,9855	2,3667
95.	1,2905	1,6611	1,9853	2,3662
96.	1,2904	1,6609	1,9850	2,3658
97.	1,2903	1,6607	1,9847	2,3654
98.	1,2902	1,6606	1,9845	2,3650
99.	1,2902	1,6604	1,9842	2,3646
100.	1,2901	1,6602	1,9840	2,3642
101.	1,2900	1,6601	1,9837	2,3638
102.	1,2899	1,6599	1,9835	2,3635
103.	1,2898	1,6598	1,9833	2,3631
104.	1,2897	1,6596	1,9830	2,3627
105.	1,2897	1,6595	1,9828	2,3624
106.	1,2896	1,6594	1,9826	2,3620
107.	1,2895	1,6592	1,9824	2,3617
108.	1,2894	1,6591	1,9822	2,3614
109.	1,2894	1,6590	1,9820	2,3610
110.	1,2893	1,6588	1,9818	2,3607
111.	1,2892	1,6587	1,9816	2,3604
112.	1,2892	1,6586	1,9814	2,3601
113.	1,2891	1,6585	1,9812	2,3598
114.	1,2890	1,6583	1,9810	2,3595
115.	1,2890	1,6582	1,9808	2,3592
116.	1,2889	1,6581	1,9806	2,3589
117.	1,2888	1,6580	1,9804	2,3586
118.	1,2888	1,6579	1,9803	2,3584
119.	1,2887	1,6577	1,9801	2,3581
120.	1,2886	1,6577	1,9799	2,3578

P E R P U S T A K A A N
 Universitas Katolik Widya Mandala
S U R A B A Y A

Sumber: SPSS for Windows Ver. 11.0.0, SPSS Inc., 1999 - 2001.