

LAMPIRAN-LAMPIRAN

Lampiran 1 Lembar Kuisisioner

Assalamu'alaikum Wr.Wb.

Kepada

Yth.

Bapak/Ibu/Saudara/i Nasabah Bank Syariah Indonesia

Dengan hormat,

Sehubungan dengan penyelesaian tugas skripsi saya yang berjudul: "PENGARUH PROMOSI, PENGETAHUAN PRODUK, DAN PENDAPATAN TERHADAP MINAT BERINVESTASI PADA PRODUK CICIL EMAS DI BANK SYARIAH INDONESIA KCP PEMALANG COMAL", maka saya:

Nama : Nadiah Khalishah Fithri

NIM : 4221092

Program Studi : Perbankan Syariah

Memohon kesediaan Bapak/Ibu/Saudara/i selaku Nasabah Bank Syariah Indonesia untuk meluangkan waktunya mengisi kuesioner penelitian yang peneliti berikan. Seluruh data dan informasi yang Bapak/Ibu/Sdr/i berikan akan dijaga kerahasiannya dan hanya digunakan semata-mata untuk kepentingan Akademik.

Jawaban yang Bapak/Ibu/Sdr/i berikan sangatlah berarti dalam penyelesaian penelitian dan penulisan skripsi saya. Atas bantuan dan kerjasama Bapak/Ibu/Saudara/i, saya ucapkan terima kasih. Wassalamu'alaikum Wr. Wb.

Peneliti

Nadiah Khalishah Fithri

A. Petunjuk Pengisian Kuisioner

1. Jawablah pertanyaan ini dengan jujur dan sesuai keadaan yang dirasakan oleh Bapak/Ibu/Sdr/i.
2. Mohon untuk mengisi kuesioner dengan lengkap.
3. Isilah identitas responden di bawah ini.
4. Bacalah terlebih dahulu pernyataan dengan cermat.
5. Pilihlah satu jawaban yang tersedia dengan cara memberikan tanda centang (✓) pada setiap kolom dari pernyataan di bawah ini sesuai dengan pilihan Bapak/Ibu.

B. Identitas Responden

1. Nama :
 2. Jenis Kelamin : Laki-laki
 Perempuan
 3. Usia :
 4. Pendidikan Terakhir : SD
 SMP
 SMA/Sederajat
 Akademi/Perguruan Tinggi
- Pekerjaan : Pegawai Negeri
 Pegawai Swasta
 Wiraswasta
 Lainnya.....
- Status Perkawinan : Menikah
 Lajang

- Pendapatan/bulan : () <Rp. 1.000.000,-
 () Rp. 1.000.000,-s/d Rp. 2.500.000,-
 () Rp. 2.501.000,-s/d Rp. 4.000.000,-
 () Rp. 4.001.000,-s/d Rp. 5.500.000,-
 () Rp. 5.501.000,-s/d Rp. 7.000.000,-
 () >Rp. 7.001.000,-

C. Daftar Pernyataan Responden

Berilah tanda centang (√) pada kolom yang tersedia:

- STS : Sangat Tidak Setuju : 1
 TS : Tidak Setuju : 2
 KS : Kurang Setuju : 3
 S : Setuju : 4
 SS : Sangat Setuju : 5

PROMOSI (X1)						
No.	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1.	Periklanan (<i>Advertising</i>)					
	Saya mengetahui investasi cicil emas melalui iklan di media elektronik.					
	Saya mengetahui investasi cicil emas BSI melalui brosur yang disediakan.					
2.	Penjualan Pribadi (<i>Personal Selling</i>)					

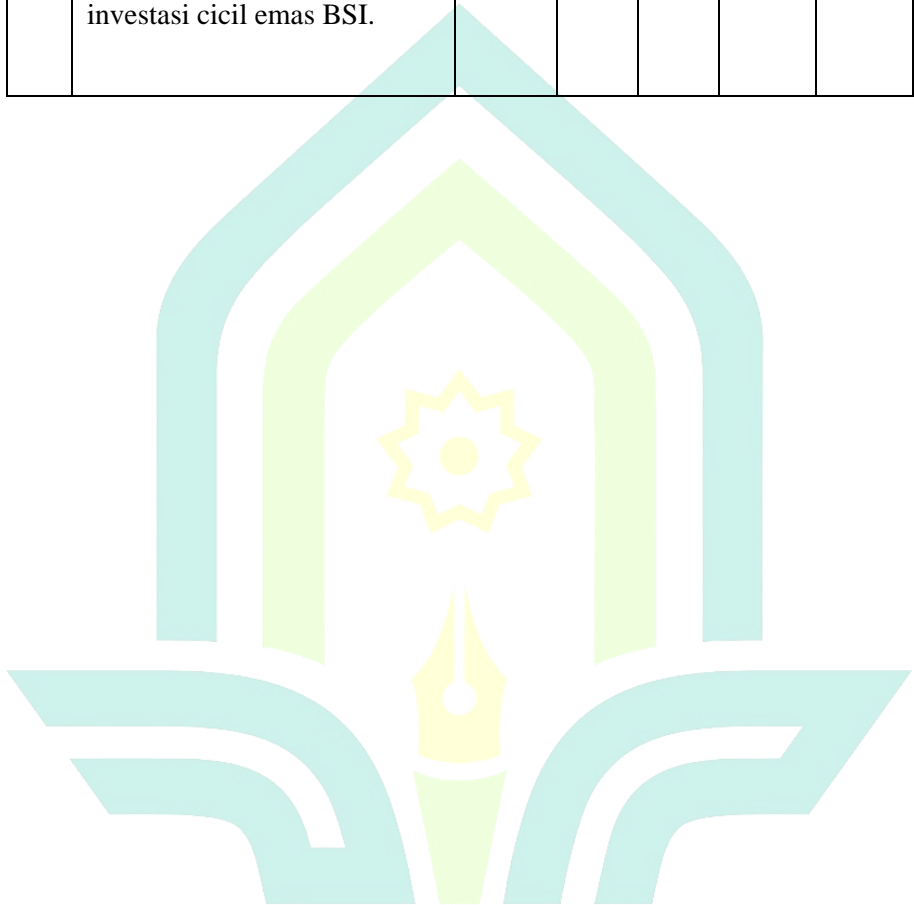
	Saya mengenal investasi cicil emas melalui pegawai BSI secara langsung.					
	Pegawai BSI menjelaskan produk cicil emas dengan sangat jelas dan rinci.					
3.	Promosi Penjualan (<i>Sales Promotion</i>)					
	Saya merasa tertarik untuk berinvestasi cicil emas di BSI ketika ada penawaran promo atau diskon khusus.					
	Penawaran diskon pada cicil emas BSI membuat saya merasa nilai investasi emas tersebut lebih menguntungkan.					
4.	Publik Relasi (<i>Public Relations</i>)					
	Adanya sosialisasi dari pihak BSI membuat saya tertarik berinvestasi cicil emas.					
	Saya mengetahui produk cicil emas BSI dari informasi yang beredar di kalangan masyarakat.					
5.	Pemasaran Langsung dan Digital (<i>Direct and Digital Marketing</i>)					
	Saya mengetahui produk cicil emas BSI melalui postingan sosial media, <i>website</i> BSI, aplikasi BSI <i>mobile</i> .					

	Pegawai BSI menghubungi saya dalam memperkenalkan produk investasi cicil emas.					
PENGETAHUAN PRODUK (X2)						
No.	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1.	Karakteristik atau Atribut produk					
	Saya yakin bahwa BSI menawarkan investasi cicil emas yang aman dan terpercaya.					
	Saya memahami syarat dan ketentuan serta akad-akad produk investasi cicil emas.					
2.	Manfaat produk					
	Saya mengetahui salah satu manfaat dari produk cicil emas yaitu dapat dijadikan sebagai asset pelindung nilai investasi jangka panjang.					
	Investasi emas dengan cicilan ringan dan angsuran tetap yang ditawarkan BSI KCP Pemalang Comal menguntungkan.					

3.	Produk sebagai pemuas nilai					
	Prosedur cicil emas BSI sangat jelas dan memudahkan saya untuk berinvestasi emas.					
	Saya mengetahui bahwa produk cicil emas BSI dapat memberikan kepuasan karena memungkinkan memiliki emas meskipun dana terbatas					
PENDAPATAN (X3)						
No.	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1.	Pendapatan Tetap					
	Saya merasa gaji pokok saya cukup untuk memenuhi kebutuhan sehari-hari.					
	Setiap bulan saya memiliki Pendapatan lebih untuk ditabung.					
2.	Pendapatan Tambahan/Sampingan					
	Adanya pendapatan tambahan menjadikan saya memiliki kesempatan untuk berinvestasi.					
	Saya tertarik berinvestasi cicil emas ketika memiliki pendapatan tambahan.					
3.	Daya berinvestasi					
	Saya merasa pendapatan saya memungkinkan saya untuk berinvestasi secara rutin dalam produk cicil emas					

	Semakin besar pendapatan saya, semakin tinggi motivasi saya untuk berinvestasi cicil emas.					
MINAT INVESTASI (Y)						
No.	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1.	Minat Transaksional					
	Saya berminat investasi cicil emas di BSI karena sesuai dengan prinsip syariah.					
	Saya tertarik berinvestasi cicil emas karena harga emas akan terus naik di masa mendatang.					
2.	Minat Referensial					
	Minat saya terhadap cicil emas BSI meningkat setelah mendengar pengalaman positif dari orang lain					
	Saya berminat menginformasikan kepada kerabat untuk berinvestasi cicil emas di BSI.					
3.	Minat Preferensial					
	Saya tertarik investasi cicil emas di BSI daripada jenis investasi lain karena minim resiko.					
	BSI merupakan pilihan utama jika saya ingin berinvestasi emas dengan metode cicilan.					

4.	Minat Eksploratif					
	Saya cenderung akan mencari informasi mengenai produk investasi yang saya minati.					
	Saya berminat menggali lebih banyak informasi tentang investasi cicil emas BSI.					



Lampiran 2 Karakteristik Responden

No. Resp	KARAKTERISTIK RESPONDEN					
	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	Status Perkawinan	Pendapatan /bulan
1	2	2	4	1	1	5
2	1	1	4	1	2	4
3	2	2	3	3	1	5
4	1	3	4	1	1	4
5	1	1	3	2	2	5
6	2	3	3	3	1	2
7	2	1	4	2	2	4
8	2	3	4	2	1	6
9	2	1	3	3	1	3
10	1	2	4	1	1	4
11	2	2	3	3	1	4
12	1	3	4	3	1	5
13	2	1	3	2	2	3
14	2	1	3	3	2	1
15	2	2	3	3	1	2
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17	2	3	4	1	1	4
18	2	1	3	2	1	4
19	2	2	3	3	1	6
20	2	2	3	2	1	2
21	1	1	4	2	1	3
22	2	2	3	1	1	3
23	2	3	3	3	1	4
24	2	1	3	4	1	6
25	2	2	3	3	1	2
26	2	1	3	4	1	2
27	2	2	4	2	1	3
28	1	3	3	1	1	4
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32	2	4	2	3	1	2
33	2	3	3	4	1	3
34	2	3	2	3	1	6
35	1	3	3	3	1	3
36	1	1	3	2	2	3
37	1	4	4	1	1	6
38	1	2	4	3	1	6
39	1	1	3	2	2	6
40	2	4	4	1	1	4
41	2	3	2	4	1	2
42	2	3	4	1	1	6
43	2	3	4	1	1	4
44	2	2	4	4	1	4
45	2	1	3	3	1	3
46	1	1	3	2	2	3

47	1	2	4	2	1	4
48	2	3	3	1	1	2
49	2	1	4	2	2	3
50	2	4	1	3	1	2
51	1	1	3	3	2	2
52	2	4	3	3	1	3
53	2	1	4	2	1	3
54	1	4	4	1	1	5
55	1	3	3	3	1	2
56	2	4	4	3	1	6
57	2	4	3	1	1	4
58	1	3	4	1	1	6
59	2	2	2	3	1	5
60	1	3	3	3	1	6
61	1	3	4	3	1	6
62	2	2	3	3	1	6
63	2	3	3	3	1	1
64	2	2	3	2	1	5
65	2	3	3	3	1	6
66	2	2	4	1	1	4
67	2	2	3	3	1	1
68	1	2	4	3	1	6
69	2	1	3	2	1	4
70	1	2	4	2	1	3
71	2	2	3	4	1	3
72	2	2	4	2	1	4
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78	2	4	1	3	1	3
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83	2	1	3	3	1	1
84	2	2	3	1	1	4
85	1	3	3	3	1	6
86	1	4	4	1	1	5
87	1	3	3	1	1	3
88	2	1	3	2	2	2
89	2	3	3	3	1	3
90	2	1	4	2	1	3
91	2	2	3	3	1	3
92	2	2	3	3	2	3
93	2	2	4	2	1	4
94	1	3	4	1	1	4
95	1	4	3	2	1	5
96	1	2	3	2	1	3

97	2	2	4	3	1	4
98	2	1	3	2	2	3
99	2	2	4	1	1	5
100	2	2	3	3	1	6



Lampiran 3 Data Mentah Jawaban Responden

DATA MENTAH JAWABAN RESPONDEN

No. Resp	VARIABEL PROMOSI (X1)										
	X1 .1	X1 .2	X1 .3	X1 .4	X1 .5	X1 .6	X1 .7	X1 .8	X1 .9	X1 10	X1 TOTAL
1	5	5	5	5	5	5	5	3	5	2	45
2	4	4	2	4	4	4	4	4	3	4	37
3	2	4	5	5	4	4	4	4	4	2	38
4	4	4	4	4	3	4	4	1	3	4	35
5	4	4	5	4	4	5	4	5	4	4	43
6	4	4	4	4	4	5	4	4	2	2	37
7	5	3	4	4	4	4	3	4	5	4	40
8	4	4	4	4	4	4	4	5	3	4	40
9	3	4	2	3	4	4	4	3	4	4	35
10	5	4	5	4	5	5	4	4	4	5	45
11	4	5	4	4	4	4	4	4	4	4	41
12	4	4	4	4	4	4	4	4	4	3	39
13	4	4	4	2	4	4	4	3	3	4	35
14	2	4	2	2	4	4	2	2	4	2	28
15	4	3	2	4	4	3	4	2	2	3	31
16	4	4	4	3	4	4	5	4	3	4	39
17	3	4	4	3	4	4	4	4	4	3	37
18	5	4	4	5	4	5	4	3	4	4	42
19	4	4	4	4	4	4	4	3	4	4	39
20	3	4	1	2	2	2	1	3	1	2	21
21	1	1	3	4	1	1	4	1	2	1	19

22	4	3	4	3	3	3	4	3	3	3	33
23	3	4	4	3	4	3	4	4	4	3	36
24	5	4	5	5	4	4	4	4	4	4	43
25	3	3	3	2	3	3	3	3	1	2	26
26	2	4	1	1	1	1	1	1	1	1	14
27	1	4	2	2	2	1	1	2	2	2	19
28	4	5	4	4	4	4	4	4	3	4	40
29	4	4	5	5	4	4	5	4	3	5	43
30	3	3	3	3	4	4	3	3	3	4	33
31	1	4	4	4	4	4	5	1	2	4	33
32	2	4	4	5	4	4	4	2	2	4	35
33	3	4	4	4	2	2	4	2	2	4	31
34	4	4	4	5	4	4	4	3	4	4	40
35	4	4	4	4	3	4	3	3	3	4	36
36	5	4	2	4	4	4	2	1	4	1	31
37	1	5	5	5	5	5	5	1	1	5	38
38	5	4	4	5	4	5	4	4	4	4	43
39	4	4	1	4	2	4	3	4	5	1	32
40	4	5	5	5	4	5	4	2	2	5	41
41	2	4	2	2	2	2	3	2	2	2	23
42	5	5	5	5	5	5	5	5	5	5	50
43	1	4	4	5	5	4	4	4	1	4	36
44	3	3	3	3	3	3	2	2	3	3	28
45	4	4	1	3	4	4	2	1	4	1	28
46	5	4	5	4	4	5	5	4	4	4	44
47	5	5	5	5	5	4	5	1	4	5	44
48	3	3	3	3	3	3	3	3	4	4	32
49	4	5	5	4	5	4	4	4	4	4	43

50	4	3	4	3	3	3	2	1	3	4	30
51	4	4	2	2	2	1	2	2	4	2	25
52	4	5	5	5	5	5	5	5	5	5	49
53	3	4	3	4	4	4	4	2	5	2	35
54	2	4	4	4	4	3	4	2	2	4	33
55	2	1	4	4	5	5	4	1	1	1	28
56	3	4	4	4	4	4	4	3	3	4	37
57	5	4	1	1	4	4	3	1	1	1	25
58	4	4	4	4	4	4	4	4	4	4	40
59	4	5	4	4	4	5	4	5	5	5	45
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61	3	4	4	5	4	4	4	3	4	4	39
62	2	5	3	5	4	4	4	4	4	2	37
63	3	5	4	3	5	5	3	4	3	3	38
64	4	4	4	4	4	4	4	4	4	4	40
65	4	4	4	4	4	4	4	4	4	4	40
66	4	5	4	5	5	4	4	4	4	4	43
67	4	4	3	3	5	5	4	3	3	2	36
68	3	5	5	4	4	4	5	3	5	5	43
69	4	4	4	4	4	4	4	2	2	4	36
70	5	5	5	5	5	5	5	5	5	5	50
71	5	4	4	5	4	4	4	3	3	4	40
72	4	4	4	4	4	4	4	4	4	5	41
73	3	4	5	4	5	5	4	4	4	4	42
74	4	4	4	4	4	4	4	4	4	4	40
75	5	5	5	5	5	5	5	5	5	5	50
76	5	5	5	5	5	5	5	5	5	5	50
77	5	5	5	5	5	5	5	5	5	5	50

78	4	5	4	5	4	3	2	4	3	4	38
79	2	4	4	4	4	4	4	4	4	4	38
80	4	4	5	5	5	4	4	4	5	4	44
81	4	4	4	5	4	4	5	3	5	4	42
82	4	4	2	2	4	5	4	4	4	3	36
83	4	4	3	5	4	4	4	3	4	4	39
84	3	5	4	4	4	4	5	3	3	5	40
85	4	4	5	5	4	4	5	5	4	4	44
86	5	5	5	5	5	5	5	5	5	5	50
87	4	4	4	4	4	4	4	4	4	4	40
88	5	5	5	5	4	4	4	4	4	4	44
89	4	4	3	4	4	4	4	3	4	3	37
90	4	4	4	4	4	4	4	4	4	4	40
91	4	4	4	4	3	4	3	4	3	4	37
92	4	4	5	4	4	4	5	1	4	5	40
93	4	4	2	4	4	4	3	2	4	2	33
94	4	5	4	4	2	2	3	1	4	4	33
95	4	4	4	4	4	3	4	3	4	4	38
96	3	5	4	4	4	4	4	3	4	4	39
97	3	4	4	4	4	4	4	3	4	4	38
98	3	4	3	5	5	5	3	3	5	2	38
99	4	5	5	4	4	4	5	3	3	5	42
100	4	4	4	4	4	5	4	4	3	5	41

No. Resp	VARIABEL PENGETAHUAN PRODUK X2)						
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2 TOTAL
1	4	4	4	4	4	4	24
2	5	3	4	4	4	4	24
3	4	4	4	4	4	4	24
4	5	4	4	4	4	4	25
5	5	5	5	5	5	5	30
6	4	2	5	4	4	4	23
7	4	4	5	4	4	4	25
8	4	3	4	4	4	4	23
9	4	4	4	4	4	4	24
10	4	5	5	4	4	4	26
11	5	5	5	4	5	4	28
12	5	4	4	4	4	3	24
13	5	4	5	4	4	5	27
14	3	2	4	1	2	1	13
15	3	2	4	3	3	2	17
16	5	4	4	3	5	3	24
17	4	4	5	4	5	4	26
18	5	4	4	5	4	5	27
19	4	5	4	4	4	4	25
20	3	1	4	2	1	1	12
21	1	2	4	1	1	1	10
22	5	4	5	5	5	5	29
23	5	5	5	5	5	5	30
24	4	5	4	5	4	4	26

25	3	2	4	4	4	3	20
26	1	1	4	1	2	1	10
27	4	1	4	2	1	1	13
28	4	4	5	5	5	5	28
29	5	5	4	4	4	4	26
30	3	4	4	4	4	4	23
31	5	4	4	4	4	4	25
32	4	4	4	4	4	4	24
33	4	4	4	4	4	4	24
34	4	4	4	4	4	5	25
35	4	3	4	2	4	2	19
36	4	5	5	4	5	4	27
37	4	4	4	4	4	4	24
38	4	4	5	4	4	5	26
39	4	5	5	4	5	4	27
40	5	4	5	4	4	4	26
41	3	2	4	2	2	2	15
42	4	5	5	5	5	5	29
43	4	4	4	4	4	4	24
44	3	2	4	2	2	3	16
45	4	1	4	3	3	4	19
46	4	5	4	5	4	4	26
47	5	5	5	5	5	5	30
48	3	3	3	2	2	2	15
49	4	5	4	4	4	4	25
50	3	3	4	3	3	3	19

51	4	4	4	2	3	1	18
52	4	5	5	5	5	5	29
53	5	3	4	3	4	4	23
54	4	4	4	4	4	2	22
55	4	4	4	4	4	4	24
56	4	4	4	4	4	4	24
57	4	4	4	4	4	4	24
58	4	4	4	4	4	4	24
59	5	4	4	5	4	4	26
60	4	5	4	4	4	4	25
61	5	4	5	4	4	4	26
62	4	4	5	4	4	4	25
63	4	2	4	3	4	4	21
64	5	4	5	5	4	4	27
65	5	5	5	5	5	5	30
66	5	4	4	4	5	5	27
67	4	4	5	4	4	5	26
68	5	5	5	5	5	5	30
69	4	4	4	2	4	3	21
70	5	5	5	5	5	5	30
71	4	4	5	5	5	5	28
72	5	5	5	5	5	5	30
73	4	4	5	3	4	4	24
74	5	3	5	4	5	5	27
75	5	5	5	5	5	5	30
76	5	5	5	5	5	5	30

77	5	5	5	5	5	5	30
78	5	4	3	2	4	3	21
79	4	4	4	4	4	4	24
80	5	4	4	4	5	5	27
81	4	5	4	4	4	4	25
82	5	2	4	3	4	4	22
83	4	4	4	4	4	3	23
84	5	4	4	4	4	5	26
85	4	4	4	4	4	4	24
86	5	5	5	5	5	5	30
87	4	5	4	4	4	4	25
88	4	4	4	4	4	4	24
89	4	4	5	4	4	4	25
90	5	4	4	4	5	5	27
91	4	3	4	3	4	3	21
92	4	4	5	4	4	2	23
93	5	4	5	4	5	2	25
94	4	5	5	4	4	4	26
95	4	4	4	4	4	4	24
96	4	5	5	4	4	4	26
97	5	5	5	4	4	5	28
98	4	4	5	4	5	4	26
99	4	4	4	4	4	4	24
100	5	4	4	4	4	4	25

No.	VARIABEL PENDAPATAN (X3)						
	Resp	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6
1	4	4	4	4	4	4	24
2	4	4	4	4	4	4	24
3	4	4	4	4	4	4	24
4	4	4	4	4	4	4	24
5	5	5	5	5	5	5	30
6	4	4	4	4	4	4	24
7	4	4	4	4	4	4	24
8	4	4	3	4	4	3	22
9	4	4	4	4	4	4	24
10	5	5	5	3	5	4	27
11	5	4	5	4	5	4	27
12	5	5	4	4	5	5	28
13	5	5	5	4	4	5	28
14	2	2	2	2	2	4	14
15	4	4	4	3	5	4	24
16	5	4	4	3	4	4	24
17	4	5	4	5	5	4	27
18	4	4	4	3	4	3	22
19	5	4	5	4	4	4	26
20	4	3	2	2	2	2	15
21	4	3	1	1	1	1	11
22	4	4	4	5	5	4	26
23	4	4	4	4	4	4	24
24	4	4	4	4	4	4	24

25	4	2	4	3	2	4	19
26	3	3	1	1	1	1	10
27	4	2	1	1	2	2	12
28	4	4	5	4	5	4	26
29	5	4	4	5	4	4	26
30	4	4	3	4	4	3	22
31	4	4	4	4	5	5	26
32	3	3	4	4	4	4	22
33	4	4	4	4	4	4	24
34	2	2	4	4	4	5	21
35	3	3	4	4	3	4	21
36	4	5	4	4	4	5	26
37	5	5	3	3	5	5	26
38	4	4	4	4	4	4	24
39	5	5	4	4	5	5	28
40	4	4	5	4	3	4	24
41	4	3	2	2	2	4	17
42	5	5	5	5	5	5	30
43	4	4	4	4	4	4	24
44	3	3	3	2	2	4	17
45	4	3	4	5	3	4	23
46	4	4	4	4	4	4	24
47	4	4	5	5	4	4	26
48	3	3	3	3	3	4	19
49	4	4	4	4	4	4	24
50	3	3	3	2	4	3	18

51	4	2	1	2	2	1	12
52	5	5	5	5	5	5	30
53	4	3	4	4	2	4	21
54	4	4	4	4	4	4	24
55	4	2	2	4	2	5	19
56	3	4	4	4	4	4	23
57	4	4	4	4	4	4	24
58	4	4	4	4	4	4	24
59	5	5	5	5	5	5	30
60	4	4	4	4	4	4	24
61	5	5	4	4	4	4	26
62	4	4	5	4	4	5	26
63	4	3	3	4	2	4	20
64	4	4	4	4	4	4	24
65	5	5	4	4	4	4	26
66	5	5	5	5	5	4	29
67	4	2	3	4	2	5	20
68	5	5	5	5	5	5	30
69	4	3	3	4	3	4	21
70	5	5	5	5	5	5	30
71	5	5	4	4	4	5	27
72	4	4	4	4	4	4	24
73	4	4	3	5	3	4	23
74	4	4	4	4	4	4	24
75	5	5	5	5	5	5	30
76	5	5	5	5	5	5	30

77	5	5	5	5	5	5	30
78	5	4	3	2	4	3	21
79	4	4	3	4	4	4	23
80	4	4	4	4	4	4	24
81	4	4	4	4	5	4	25
82	4	4	5	5	5	5	28
83	3	3	3	4	3	5	21
84	5	5	4	4	5	4	27
85	4	4	4	4	4	4	24
86	5	5	5	5	5	5	30
87	4	4	4	4	4	4	24
88	4	4	4	4	4	4	24
89	4	4	4	4	4	5	25
90	5	5	4	4	5	5	28
91	4	3	3	4	3	5	22
92	5	4	4	4	5	5	27
93	4	4	4	5	5	4	26
94	5	4	3	4	4	4	24
95	4	4	4	4	4	4	24
96	4	4	4	4	4	4	24
97	4	5	4	4	5	5	27
98	4	4	4	3	4	5	24
99	5	4	4	4	5	4	26
100	5	5	4	4	5	5	28

No. Res p	VARIABEL MINAT INVESTASI (Y)								
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y
1	4	4	4	4	4	4	4	4	32
2	4	4	4	4	4	4	4	4	32
3	4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	4	32
5	5	5	5	5	5	5	5	5	40
6	4	4	4	4	4	4	4	4	32
7	4	4	4	4	4	4	4	4	32
8	4	4	3	4	4	4	3	4	30
9	4	4	3	4	4	4	4	4	31
10	5	5	4	5	5	5	4	5	38
11	4	4	5	4	4	3	5	4	33
12	5	4	4	5	3	4	4	5	34
13	4	5	5	4	4	5	4	4	35
14	2	2	3	2	1	1	2	2	15
15	4	3	4	3	3	4	4	4	29
16	5	5	4	5	3	3	4	3	32
17	4	4	4	4	4	5	5	4	34
18	5	5	4	4	4	4	4	5	35
19	4	5	5	4	4	5	5	4	36
20	2	4	2	2	2	2	2	2	18
21	4	4	3	3	1	1	1	1	18
22	5	5	4	4	5	5	4	4	36
23	4	4	4	5	5	5	5	4	36

24	5	5	5	5	5	3	4	4	36
25	4	4	4	4	5	4	4	4	33
26	1	4	1	4	1	1	1	1	14
27	2	3	2	1	1	2	2	2	15
28	5	5	5	4	4	4	5	5	37
29	4	5	5	5	5	4	5	5	38
30	5	4	4	5	5	5	3	4	35
31	5	5	5	4	3	3	4	4	33
32	4	4	4	4	2	4	4	4	30
33	4	3	4	4	4	4	4	4	31
34	4	5	4	5	4	5	4	4	35
35	4	4	4	4	4	3	5	4	32
36	4	4	4	4	5	4	5	4	34
37	5	5	5	5	4	4	3	4	35
38	4	4	4	4	4	4	4	4	32
39	3	5	4	4	5	4	5	5	35
40	4	5	4	5	4	4	3	3	32
41	2	4	2	2	2	4	2	2	20
42	5	5	5	5	5	5	5	5	40
43	4	4	4	4	4	4	4	4	32
44	4	4	3	3	2	2	3	3	24
45	4	5	5	4	3	4	4	5	34
46	4	4	4	4	4	4	4	4	32
47	4	5	5	5	4	4	4	5	36
48	3	3	3	3	3	3	4	4	26
49	5	4	4	4	4	4	4	5	34

50	4	3	3	3	2	4	3	4	26
51	2	4	1	1	2	2	4	3	19
52	5	5	5	5	5	5	5	5	40
53	4	5	4	4	3	4	4	4	32
54	5	3	4	4	4	4	5	4	33
55	5	4	4	4	3	4	2	4	30
56	4	4	4	3	4	4	3	4	30
57	4	4	4	4	4	4	4	4	32
58	4	4	4	4	4	4	4	4	32
59	4	4	4	4	4	4	4	4	32
60	4	5	4	4	5	4	4	4	34
61	5	5	4	4	3	4	3	4	32
62	4	5	4	5	5	4	4	4	35
63	5	5	4	3	3	4	4	4	32
64	4	4	4	4	4	4	4	4	32
65	5	4	4	5	4	4	4	4	34
66	5	5	5	5	4	4	5	4	37
67	5	5	4	4	3	4	3	4	32
68	4	5	4	4	5	5	4	5	36
69	4	5	4	3	3	3	4	4	30
70	5	5	5	5	5	5	5	5	40
71	4	5	5	4	4	5	5	4	36
72	4	4	4	4	4	4	4	4	32
73	5	4	4	4	4	4	4	4	33
74	4	4	4	4	4	4	4	4	32
75	5	5	5	5	5	5	5	5	40

76	5	5	5	5	5	5	5	5	40
77	5	5	5	5	5	5	5	5	40
78	4	5	4	3	2	4	3	4	29
79	5	4	4	5	4	4	4	4	34
80	4	4	4	4	4	4	4	5	33
81	4	5	4	5	4	4	5	4	35
82	4	5	5	4	4	3	3	4	32
83	5	5	4	4	3	4	4	4	33
84	4	4	5	4	4	4	4	4	33
85	4	4	4	4	4	4	4	4	32
86	5	5	5	5	5	5	5	5	40
87	4	4	4	4	4	4	4	4	32
88	4	4	4	4	4	4	4	4	32
89	5	5	4	4	4	4	4	4	34
90	5	5	4	5	5	5	5	5	39
91	4	4	3	4	3	4	3	4	29
92	4	4	4	4	4	4	3	4	31
93	3	5	3	4	5	4	2	4	30
94	4	5	4	4	4	4	4	5	34
95	4	4	4	4	4	4	5	4	33
96	5	4	3	3	4	4	4	4	31
97	4	5	4	4	4	4	3	4	32
98	3	5	4	4	4	4	5	4	33
99	5	5	4	4	4	5	4	4	35
100	4	5	4	4	4	4	3	4	32

Lampiran 4 Hasil MSI Jawaban Responden

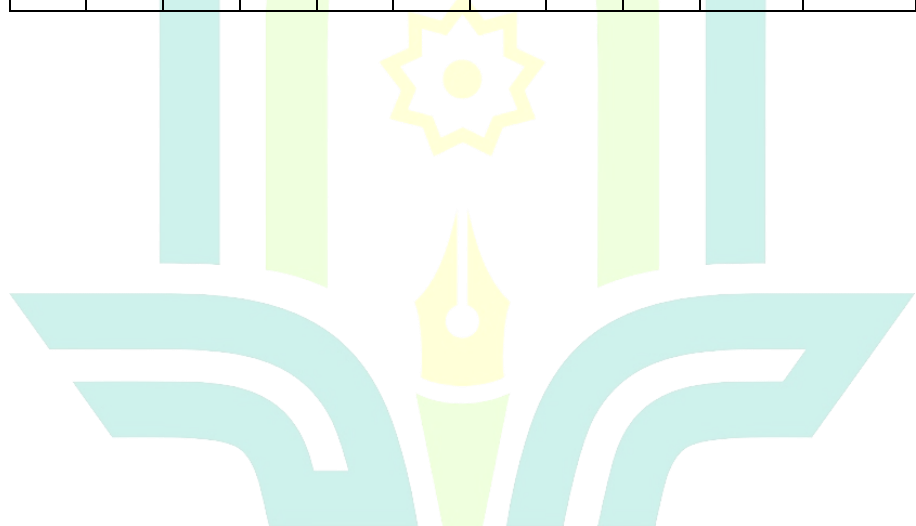
HASIL METHOD OF SUCCESSION INTERVAL (MSI)

VARIABEL PROMOSI (X1)

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1 TOTAL
4,520	4,692	4,334	4,580	4,821	4,450	4,668	2,342	4,439	1,819	40,664
3,279	3,202	1,762	3,313	3,378	3,085	3,310	3,196	2,341	3,068	29,934
1,736	3,202	4,334	4,580	3,378	3,085	3,310	3,196	3,230	1,819	31,869
3,279	3,202	3,076	3,313	2,288	3,085	3,310	1,000	2,341	3,068	27,962
3,279	3,202	4,334	3,313	3,378	4,450	3,310	4,337	3,230	3,068	35,901
3,279	3,202	3,076	3,313	3,378	4,450	3,310	3,196	1,753	1,819	30,776
4,520	1,832	3,076	3,313	3,378	3,085	2,282	3,196	4,439	3,068	32,191
3,279	3,202	3,076	3,313	3,378	3,085	3,310	4,337	2,341	3,068	32,389
2,344	3,202	1,762	2,416	3,378	3,085	3,310	2,342	3,230	3,068	28,137
4,520	3,202	4,334	3,313	4,821	4,450	3,310	3,196	3,230	4,346	38,722
3,279	4,692	3,076	3,313	3,378	3,085	3,310	3,196	3,230	3,068	33,628
3,279	3,202	3,076	3,313	3,378	3,085	3,310	3,196	3,230	2,257	31,327
3,279	3,202	3,076	1,832	3,378	2,039	3,310	2,342	2,341	3,068	27,867
1,736	3,202	1,762	1,832	3,378	3,085	1,733	1,759	3,230	1,819	23,537
3,279	1,832	1,762	3,313	3,378	2,039	3,310	1,759	1,753	2,257	24,684
3,279	3,202	3,076	2,416	3,378	3,085	4,668	3,196	2,341	3,068	31,709
2,344	3,202	3,076	2,416	3,378	3,085	3,310	3,196	3,230	2,257	29,494
4,520	3,202	3,076	4,580	3,378	4,450	3,310	2,342	3,230	3,068	35,156
3,279	3,202	3,076	3,313	3,378	3,085	3,310	2,342	3,230	3,068	31,284
2,344	3,202	1,000	1,832	1,793	1,592	1,000	2,342	1,000	1,819	17,924
1,000	1,000	2,234	3,313	1,000	1,000	3,310	1,000	1,753	1,000	16,610
3,279	1,832	3,076	2,416	2,288	2,039	3,310	2,342	2,341	2,257	25,180
2,344	3,202	3,076	2,416	3,378	2,039	3,310	3,196	3,230	2,257	28,447
4,520	3,202	4,334	4,580	3,378	3,085	3,310	3,196	3,230	3,068	35,903
2,344	1,832	2,234	1,832	2,288	2,039	2,282	2,342	1,000	1,819	20,012
1,736	3,202	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,938
1,000	3,202	1,762	1,832	1,793	1,000	1,000	1,759	1,753	1,819	16,921
3,279	4,692	3,076	3,313	3,378	3,085	3,310	3,196	2,341	3,068	32,738
3,279	3,202	4,334	4,580	3,378	3,085	4,668	3,196	2,341	4,346	36,409
2,344	1,832	2,234	2,416	3,378	3,085	2,282	2,342	2,341	3,068	25,322
1,000	3,202	3,076	3,313	3,378	3,085	4,668	1,000	1,753	3,068	27,544
1,736	3,202	3,076	4,580	3,378	3,085	3,310	1,759	1,753	3,068	28,947
2,344	3,202	3,076	3,313	1,793	1,592	3,310	1,759	1,753	3,068	25,210
3,279	3,202	3,076	4,580	3,378	3,085	3,310	2,342	3,230	3,068	32,550
3,279	3,202	3,076	3,313	2,288	3,085	2,282	2,342	2,341	3,068	28,277
4,520	3,202	1,762	3,313	3,378	3,085	1,733	1,000	3,230	1,000	26,225
1,000	4,692	4,334	4,580	4,821	4,450	4,668	1,000	1,000	4,346	34,890

4,520	3,202	3,076	4,580	3,378	4,450	3,310	3,196	3,230	3,068	36,010
3,279	3,202	1,000	3,313	1,793	3,085	2,282	3,196	4,439	1,000	26,590
3,279	4,692	4,334	4,580	3,378	4,450	3,310	1,759	1,753	4,346	35,882
1,736	3,202	1,762	1,832	1,793	1,592	2,282	1,759	1,753	1,819	19,531
4,520	4,692	4,334	4,580	4,821	4,450	4,668	4,337	4,439	4,346	45,186
1,000	3,202	3,076	4,580	4,821	3,085	3,310	3,196	1,000	3,068	30,337
2,344	1,832	2,234	2,416	2,288	2,039	1,733	1,759	2,341	2,257	21,242
3,279	3,202	1,000	2,416	3,378	3,085	1,733	1,000	3,230	1,000	23,324
4,520	3,202	4,334	3,313	3,378	4,450	4,668	3,196	3,230	3,068	37,359
4,520	4,692	4,334	4,580	4,821	3,085	4,668	1,000	3,230	4,346	39,276
2,344	1,832	2,234	2,416	2,288	2,039	2,282	2,342	3,230	3,068	24,074
3,279	4,692	4,334	3,313	4,821	3,085	3,310	3,196	3,230	3,068	36,328
3,279	1,832	3,076	2,416	2,288	2,039	1,733	1,000	2,341	3,068	23,072
3,279	3,202	1,762	1,832	1,793	1,000	1,733	1,759	3,230	1,819	21,410
3,279	4,692	4,334	4,580	4,821	4,450	4,668	4,337	4,439	4,346	43,945
2,344	3,202	2,234	3,313	3,378	3,085	3,310	1,759	4,439	1,819	28,882
1,736	3,202	3,076	3,313	3,378	2,039	3,310	1,759	1,753	3,068	26,634
1,736	1,000	3,076	3,313	4,821	4,450	3,310	1,000	1,000	1,000	24,705
2,344	3,202	3,076	3,313	3,378	3,085	3,310	2,342	2,341	3,068	29,459
4,520	3,202	1,000	1,000	3,378	3,085	2,282	1,000	1,000	1,000	21,468
3,279	3,202	3,076	3,313	3,378	3,085	3,310	3,196	3,230	3,068	32,138
3,279	4,692	3,076	3,313	3,378	4,450	3,310	4,337	4,439	4,346	38,620
2,344	3,202	3,076	3,313	3,378	3,085	3,310	3,196	3,230	3,068	31,202
2,344	3,202	3,076	4,580	3,378	3,085	3,310	2,342	3,230	3,068	31,615
1,736	4,692	2,234	4,580	3,378	3,085	3,310	3,196	3,230	1,819	31,258
2,344	4,692	3,076	2,416	4,821	4,450	2,282	3,196	2,341	2,257	31,874
3,279	3,202	3,076	3,313	3,378	3,085	3,310	3,196	3,230	3,068	32,138
3,279	3,202	3,076	3,313	3,378	3,085	3,310	3,196	3,230	3,068	32,138
3,279	4,692	3,076	4,580	4,821	3,085	3,310	3,196	3,230	3,068	36,337
3,279	3,202	2,234	2,416	4,821	4,450	3,310	2,342	2,341	1,819	30,212
2,344	4,692	4,334	3,313	3,378	3,085	4,668	2,342	4,439	4,346	36,941
3,279	3,202	3,076	3,313	3,378	3,085	3,310	1,759	1,753	3,068	29,224
4,520	4,692	4,334	4,580	4,821	4,450	4,668	4,337	4,439	4,346	45,186
4,520	3,202	3,076	4,580	3,378	3,085	3,310	2,342	2,341	3,068	32,902
3,279	3,202	3,076	3,313	3,378	3,085	3,310	3,196	3,230	4,346	33,416
2,344	3,202	4,334	3,313	4,821	4,450	3,310	3,196	3,230	3,068	35,267
3,279	3,202	3,076	3,313	3,378	3,085	3,310	3,196	3,230	3,068	32,138
4,520	4,692	4,334	4,580	4,821	4,450	4,668	4,337	4,439	4,346	45,186
4,520	4,692	4,334	4,580	4,821	4,450	4,668	4,337	4,439	4,346	45,186
4,520	4,692	4,334	4,580	4,821	4,450	4,668	4,337	4,439	4,346	45,186
3,279	4,692	3,076	4,580	3,378	2,039	1,733	3,196	2,341	3,068	31,382
1,736	3,202	3,076	3,313	3,378	3,085	3,310	3,196	3,230	3,068	30,594
3,279	3,202	4,334	4,580	4,821	3,085	3,310	3,196	4,439	3,068	37,313

3,279	3,202	3,076	4,580	3,378	3,085	4,668	2,342	4,439	3,068	35,118
3,279	3,202	1,762	1,832	3,378	4,450	3,310	3,196	3,230	2,257	29,897
3,279	3,202	2,234	4,580	3,378	3,085	3,310	2,342	3,230	3,068	31,708
2,344	4,692	3,076	3,313	3,378	3,085	4,668	2,342	2,341	4,346	33,586
3,279	3,202	4,334	4,580	3,378	3,085	4,668	4,337	3,230	3,068	37,161
4,520	4,692	4,334	4,580	4,821	4,450	4,668	4,337	4,439	4,346	45,186
3,279	3,202	3,076	3,313	3,378	3,085	3,310	3,196	3,230	3,068	32,138
4,520	4,692	4,334	4,580	3,378	3,085	3,310	3,196	3,230	3,068	37,393
3,279	3,202	2,234	3,313	3,378	3,085	3,310	2,342	3,230	2,257	29,631
3,279	3,202	3,076	3,313	3,378	3,085	3,310	3,196	3,230	3,068	32,138
3,279	3,202	3,076	3,313	2,288	3,085	2,282	3,196	2,341	3,068	29,130
3,279	3,202	4,334	3,313	3,378	3,085	4,668	1,000	3,230	4,346	33,836
3,279	3,202	1,762	3,313	3,378	3,085	2,282	1,759	3,230	1,819	27,111
3,279	4,692	3,076	3,313	1,793	1,592	2,282	1,000	3,230	3,068	27,326
3,279	3,202	3,076	3,313	3,378	2,039	3,310	2,342	3,230	3,068	30,238
2,344	4,692	3,076	3,313	3,378	3,085	3,310	2,342	3,230	3,068	31,838
2,344	3,202	3,076	3,313	3,378	3,085	3,310	2,342	3,230	3,068	30,348
2,344	3,202	2,234	4,580	4,821	4,450	2,282	2,342	4,439	1,819	32,511
3,279	4,692	4,334	3,313	3,378	3,085	4,668	2,342	2,341	4,346	35,779
3,279	3,202	3,076	3,313	3,378	4,450	3,310	3,196	2,341	4,346	33,891



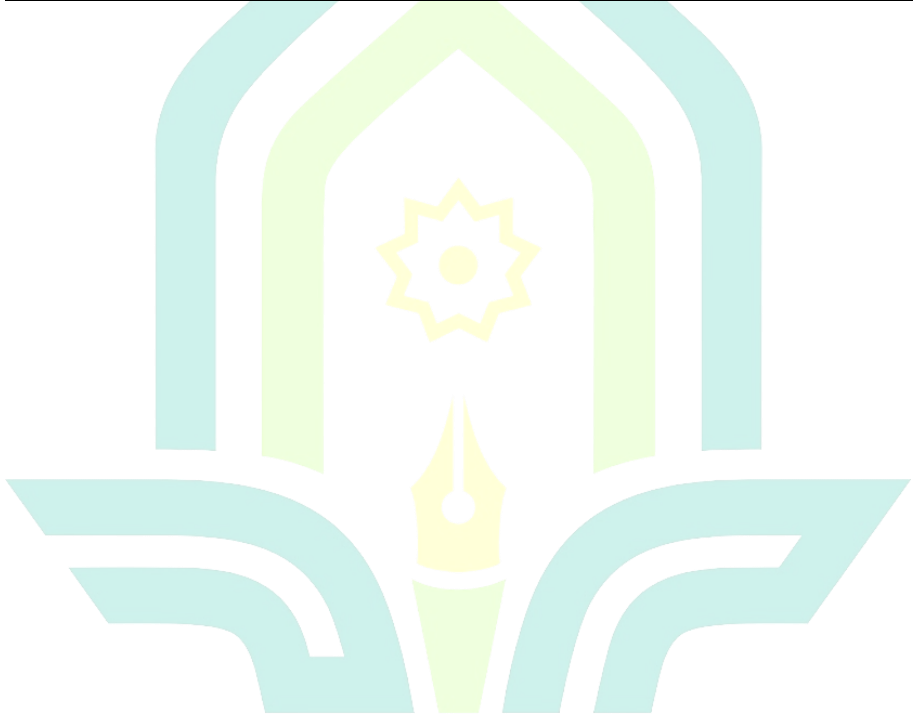
VARIABEL PENGETAHUAN PRODUK (X2)

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2 TOTAL
3,070	3,059	2,853	3,268	3,054	2,918	18,222
4,460	2,196	2,853	3,268	3,054	2,918	18,749
3,070	3,059	2,853	3,268	3,054	2,918	18,222
4,460	3,059	2,853	3,268	3,054	2,918	19,612
4,460	4,357	4,405	4,640	4,493	4,210	26,565
3,070	1,761	4,405	3,268	3,054	2,918	18,475
3,070	3,059	4,405	3,268	3,054	2,918	19,774
3,070	2,196	2,853	3,268	3,054	2,918	17,358
3,070	3,059	2,853	3,268	3,054	2,918	18,222
3,070	4,357	4,405	3,268	3,054	2,918	21,071
4,460	4,357	4,405	3,268	4,493	2,918	23,900
4,460	3,059	2,853	3,268	3,054	2,046	18,740
4,460	3,059	4,405	3,268	3,054	4,210	22,456
1,870	1,761	2,853	1,000	1,656	1,000	10,139
1,870	1,761	2,853	2,289	1,984	1,665	12,421
4,460	3,059	2,853	2,289	4,493	2,046	19,199
3,070	3,059	4,405	3,268	4,493	2,918	21,212
4,460	3,059	2,853	4,640	3,054	4,210	22,277
3,070	4,357	2,853	3,268	3,054	2,918	19,519
1,870	1,000	2,853	1,801	1,000	1,000	9,524
1,000	1,761	2,853	1,000	1,000	1,000	8,614
4,460	3,059	4,405	4,640	4,493	4,210	25,267
4,460	4,357	4,405	4,640	4,493	4,210	26,565
3,070	4,357	2,853	4,640	3,054	2,918	20,891
1,870	1,761	2,853	3,268	3,054	2,046	14,852
1,000	1,000	2,853	1,000	1,656	1,000	8,508
3,070	1,000	2,853	1,801	1,000	1,000	10,724
3,070	3,059	4,405	4,640	4,493	4,210	23,877

4,460	4,357	2,853	3,268	3,054	2,918	20,909
1,870	3,059	2,853	3,268	3,054	2,918	17,021
4,460	3,059	2,853	3,268	3,054	2,918	19,612
3,070	3,059	2,853	3,268	3,054	2,918	18,222
3,070	3,059	2,853	3,268	3,054	2,918	18,222
3,070	3,059	2,853	3,268	3,054	4,210	19,514
3,070	2,196	2,853	1,801	3,054	1,665	14,639
3,070	4,357	4,405	3,268	4,493	2,918	22,509
3,070	3,059	2,853	3,268	3,054	2,918	18,222
3,070	3,059	4,405	3,268	3,054	4,210	21,066
3,070	4,357	4,405	3,268	4,493	2,918	22,509
4,460	3,059	4,405	3,268	3,054	2,918	21,164
1,870	1,761	2,853	1,801	1,656	1,665	11,606
3,070	4,357	4,405	4,640	4,493	4,210	25,174
3,070	3,059	2,853	3,268	3,054	2,918	18,222
1,870	1,761	2,853	1,801	1,656	2,046	11,987
3,070	1,000	2,853	2,289	1,984	2,918	14,112
3,070	4,357	2,853	4,640	3,054	2,918	20,891
4,460	4,357	4,405	4,640	4,493	4,210	26,565
1,870	2,196	1,000	1,801	1,656	1,665	10,188
3,070	4,357	2,853	3,268	3,054	2,918	19,519
1,870	2,196	2,853	2,289	1,984	2,046	13,237
3,070	3,059	2,853	1,801	1,984	1,000	13,767
3,070	4,357	4,405	4,640	4,493	4,210	25,174
4,460	2,196	2,853	2,289	3,054	2,918	17,769
3,070	3,059	2,853	3,268	3,054	1,665	16,969
3,070	3,059	2,853	3,268	3,054	2,918	18,222
3,070	3,059	2,853	3,268	3,054	2,918	18,222
3,070	3,059	2,853	3,268	3,054	2,918	18,222
3,070	3,059	2,853	3,268	3,054	2,918	18,222
4,460	3,059	2,853	4,640	3,054	2,918	20,984

3,070	4,357	2,853	3,268	3,054	2,918	19,519
4,460	3,059	4,405	3,268	3,054	2,918	21,164
3,070	3,059	4,405	3,268	3,054	2,918	19,774
3,070	1,761	2,853	2,289	3,054	2,918	15,944
4,460	3,059	4,405	4,640	3,054	2,918	22,536
4,460	4,357	4,405	4,640	4,493	4,210	26,565
4,460	3,059	2,853	3,268	4,493	4,210	22,343
3,070	3,059	4,405	3,268	3,054	4,210	21,066
4,460	4,357	4,405	4,640	4,493	4,210	26,565
3,070	3,059	2,853	1,801	3,054	2,046	15,883
4,460	4,357	4,405	4,640	4,493	4,210	26,565
3,070	3,059	4,405	4,640	4,493	4,210	23,877
4,460	4,357	4,405	4,640	4,493	4,210	26,565
3,070	3,059	4,405	2,289	3,054	2,918	18,794
4,460	2,196	4,405	3,268	4,493	4,210	23,032
4,460	4,357	4,405	4,640	4,493	4,210	26,565
4,460	4,357	4,405	4,640	4,493	4,210	26,565
4,460	4,357	4,405	4,640	4,493	4,210	26,565
4,460	3,059	1,000	1,801	3,054	2,046	15,421
3,070	3,059	2,853	3,268	3,054	2,918	18,222
4,460	3,059	2,853	3,268	4,493	4,210	22,343
3,070	4,357	2,853	3,268	3,054	2,918	19,519
4,460	1,761	2,853	2,289	3,054	2,918	17,334
3,070	3,059	2,853	3,268	3,054	2,046	17,350
4,460	3,059	2,853	3,268	3,054	4,210	20,904
3,070	3,059	2,853	3,268	3,054	2,918	18,222
4,460	4,357	4,405	4,640	4,493	4,210	26,565
3,070	4,357	2,853	3,268	3,054	2,918	19,519
3,070	3,059	2,853	3,268	3,054	2,918	18,222
3,070	3,059	4,405	3,268	3,054	2,918	19,774
4,460	3,059	2,853	3,268	4,493	4,210	22,343

3,070	2,196	2,853	2,289	3,054	2,046	15,507
3,070	3,059	4,405	3,268	3,054	1,665	18,521
4,460	3,059	4,405	3,268	4,493	1,665	21,350
3,070	4,357	4,405	3,268	3,054	2,918	21,071
3,070	3,059	2,853	3,268	3,054	2,918	18,222
3,070	4,357	4,405	3,268	3,054	2,918	21,071
4,460	4,357	4,405	3,268	3,054	4,210	23,753
3,070	3,059	4,405	3,268	4,493	2,918	21,212
3,070	3,059	2,853	3,268	3,054	2,918	18,222
4,460	3,059	2,853	3,268	3,054	2,918	19,612



VARIABEL PENDAPATAN (X3)

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3 TOTAL
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	3,196	3,254	3,299	2,981	18,741
4,580	4,189	4,554	4,696	4,580	4,427	27,026
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	2,121	3,254	3,299	1,821	16,506
3,134	2,877	3,196	3,254	3,299	2,981	18,741
4,580	4,189	4,554	2,182	4,580	2,981	23,066
4,580	2,877	4,554	3,254	4,580	2,981	22,826
4,580	4,189	3,196	3,254	4,580	4,427	24,226
4,580	4,189	4,554	3,254	3,299	4,427	24,304
1,000	1,000	1,592	1,733	1,938	2,981	10,244
3,134	2,877	3,196	2,182	4,580	2,981	18,950
4,580	2,877	3,196	2,182	3,299	2,981	19,115
3,134	4,189	3,196	4,696	4,580	2,981	22,776
3,134	2,877	3,196	2,182	3,299	1,821	16,509
4,580	2,877	4,554	3,254	3,299	2,981	21,546
3,134	1,839	1,592	1,733	1,938	1,513	11,750
3,134	1,839	1,000	1,000	1,000	1,000	8,973
3,134	2,877	3,196	4,696	4,580	2,981	21,464
3,134	2,877	3,196	3,254	3,299	2,981	18,741

3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	1,000	3,196	2,182	1,938	2,981	14,431
1,832	1,839	1,000	1,000	1,000	1,000	7,672
3,134	1,000	1,000	1,000	1,938	1,513	9,585
3,134	2,877	4,554	3,254	4,580	2,981	21,380
4,580	2,877	3,196	4,696	3,299	2,981	21,630
3,134	2,877	2,121	3,254	3,299	1,821	16,506
3,134	2,877	3,196	3,254	4,580	4,427	21,468
1,832	1,839	3,196	3,254	3,299	2,981	16,402
3,134	2,877	3,196	3,254	3,299	2,981	18,741
1,000	1,000	3,196	3,254	3,299	4,427	16,176
1,832	1,839	3,196	3,254	2,463	2,981	15,565
3,134	4,189	3,196	3,254	3,299	4,427	21,499
4,580	4,189	2,121	2,182	4,580	4,427	22,079
3,134	2,877	3,196	3,254	3,299	2,981	18,741
4,580	4,189	3,196	3,254	4,580	4,427	24,226
3,134	2,877	4,554	3,254	2,463	2,981	19,263
3,134	1,839	1,592	1,733	1,938	2,981	13,217
4,580	4,189	4,554	4,696	4,580	4,427	27,026
3,134	2,877	3,196	3,254	3,299	2,981	18,741
1,832	1,839	2,121	1,733	1,938	2,981	12,445
3,134	1,839	3,196	4,696	2,463	2,981	18,309
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	4,554	4,696	3,299	2,981	21,542
1,832	1,839	2,121	2,182	2,463	2,981	13,418
3,134	2,877	3,196	3,254	3,299	2,981	18,741

1,832	1,839	2,121	1,733	3,299	1,821	12,646
3,134	1,000	1,000	1,733	1,938	1,000	9,805
4,580	4,189	4,554	4,696	4,580	4,427	27,026
3,134	1,839	3,196	3,254	1,938	2,981	16,342
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	1,000	1,592	3,254	1,938	4,427	15,345
1,832	2,877	3,196	3,254	3,299	2,981	17,440
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	3,196	3,254	3,299	2,981	18,741
4,580	4,189	4,554	4,696	4,580	4,427	27,026
3,134	2,877	3,196	3,254	3,299	2,981	18,741
4,580	4,189	3,196	3,254	3,299	2,981	21,499
3,134	2,877	4,554	3,254	3,299	4,427	21,546
3,134	1,839	2,121	3,254	1,938	2,981	15,267
3,134	2,877	3,196	3,254	3,299	2,981	18,741
4,580	4,189	3,196	3,254	3,299	2,981	21,499
4,580	4,189	4,554	4,696	4,580	2,981	25,581
3,134	1,000	2,121	3,254	1,938	4,427	15,874
4,580	4,189	4,554	4,696	4,580	4,427	27,026
3,134	1,839	2,121	3,254	2,463	2,981	15,792
4,580	4,189	4,554	4,696	4,580	4,427	27,026
4,580	4,189	3,196	3,254	3,299	4,427	22,945
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	2,121	4,696	2,463	2,981	18,272
3,134	2,877	3,196	3,254	3,299	2,981	18,741
4,580	4,189	4,554	4,696	4,580	4,427	27,026

4,580	4,189	4,554	4,696	4,580	4,427	27,026
4,580	4,189	4,554	4,696	4,580	4,427	27,026
4,580	2,877	2,121	1,733	3,299	1,821	16,431
3,134	2,877	2,121	3,254	3,299	2,981	17,667
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	3,196	3,254	4,580	2,981	20,022
3,134	2,877	4,554	4,696	4,580	4,427	24,268
1,832	1,839	2,121	3,254	2,463	4,427	15,936
4,580	4,189	3,196	3,254	4,580	2,981	22,780
3,134	2,877	3,196	3,254	3,299	2,981	18,741
4,580	4,189	4,554	4,696	4,580	4,427	27,026
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	3,196	3,254	3,299	4,427	20,187
4,580	4,189	3,196	3,254	4,580	4,427	24,226
3,134	1,839	2,121	3,254	2,463	4,427	17,238
4,580	2,877	3,196	3,254	4,580	4,427	22,914
3,134	2,877	3,196	4,696	4,580	2,981	21,464
4,580	2,877	2,121	3,254	3,299	2,981	19,113
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	2,877	3,196	3,254	3,299	2,981	18,741
3,134	4,189	3,196	3,254	4,580	4,427	22,780
3,134	2,877	3,196	2,182	3,299	4,427	19,115
4,580	2,877	3,196	3,254	4,580	2,981	21,468
4,580	4,189	3,196	3,254	4,580	4,427	24,226

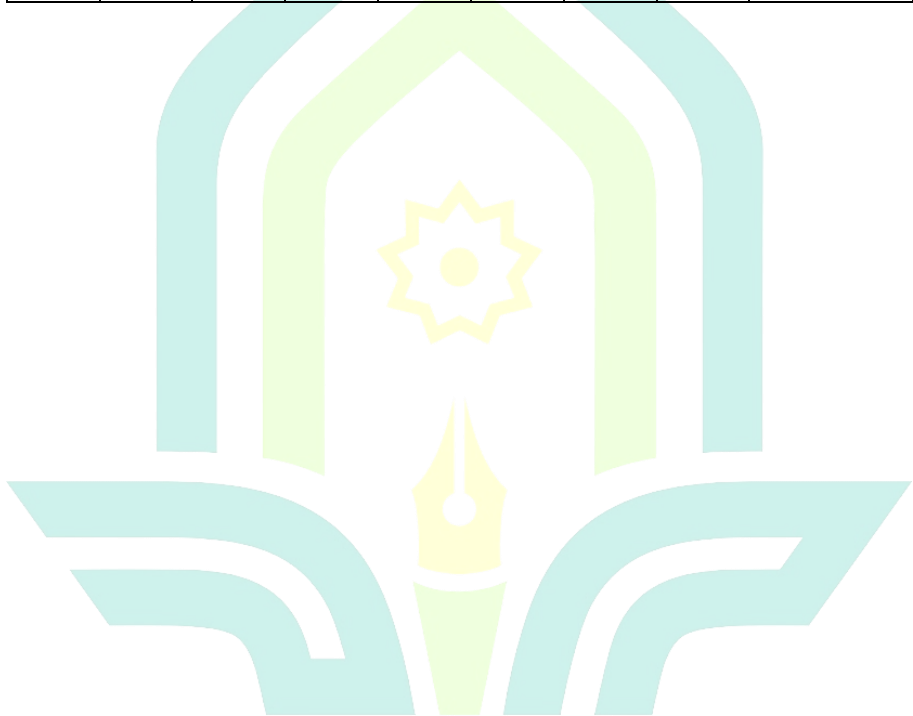
MINAT INVESTASI (Y)

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y TOTAL
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
4,763	4,528	4,767	4,692	4,500	4,668	4,716	4,793	37,427
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
3,338	3,106	2,121	3,280	3,195	3,196	2,388	3,258	23,881
3,338	3,106	2,121	3,280	3,195	3,196	3,407	3,258	24,901
4,763	4,528	3,321	4,692	4,500	4,668	3,407	4,793	34,672
3,338	3,106	4,767	3,280	3,195	2,032	4,716	3,258	27,692
4,763	3,106	3,321	4,692	2,228	3,196	3,407	4,793	29,506
3,338	4,528	4,767	3,280	3,195	4,668	3,407	3,258	30,441
1,816	1,000	2,121	1,597	1,000	1,000	1,750	1,653	11,937
3,338	1,872	3,321	2,121	2,228	3,196	3,407	3,258	22,740
4,763	4,528	3,321	4,692	2,228	2,032	3,407	2,012	26,982
3,338	3,106	3,321	3,280	3,195	4,668	4,716	3,258	28,882
4,763	4,528	3,321	3,280	3,195	3,196	3,407	4,793	30,484
3,338	4,528	4,767	3,280	3,195	4,668	4,716	3,258	31,749
1,816	3,106	1,597	1,597	1,699	1,612	1,750	1,653	14,831
3,338	3,106	2,121	2,121	1,000	1,000	1,000	1,000	14,685
4,763	4,528	3,321	3,280	4,500	4,668	3,407	3,258	31,725
3,338	3,106	3,321	4,692	4,500	4,668	4,716	3,258	31,599
4,763	4,528	4,767	4,692	4,500	2,032	3,407	3,258	31,947
3,338	3,106	3,321	3,280	4,500	3,196	3,407	3,258	27,406
1,000	3,106	1,000	3,280	1,000	1,000	1,000	1,000	12,386
1,816	1,872	1,597	1,000	1,000	1,612	1,750	1,653	12,300
4,763	4,528	4,767	3,280	3,195	3,196	4,716	4,793	33,238

3,338	4,528	4,767	4,692	4,500	3,196	4,716	4,793	34,530
4,763	3,106	3,321	4,692	4,500	4,668	2,388	3,258	30,695
4,763	4,528	4,767	3,280	2,228	2,032	3,407	3,258	28,262
3,338	3,106	3,321	3,280	1,699	3,196	3,407	3,258	24,605
3,338	1,872	3,321	3,280	3,195	3,196	3,407	3,258	24,866
3,338	4,528	3,321	4,692	3,195	4,668	3,407	3,258	30,407
3,338	3,106	3,321	3,280	3,195	2,032	4,716	3,258	26,246
3,338	3,106	3,321	3,280	4,500	3,196	4,716	3,258	28,715
4,763	4,528	4,767	4,692	3,195	3,196	2,388	3,258	30,786
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
2,256	4,528	3,321	3,280	4,500	3,196	4,716	4,793	30,591
3,338	4,528	3,321	4,692	3,195	3,196	2,388	2,012	26,669
1,816	3,106	1,597	1,597	1,699	3,196	1,750	1,653	16,415
4,763	4,528	4,767	4,692	4,500	4,668	4,716	4,793	37,427
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
3,338	3,106	2,121	2,121	1,699	1,612	2,388	2,012	18,396
3,338	4,528	4,767	3,280	2,228	3,196	3,407	4,793	29,537
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
3,338	4,528	4,767	4,692	3,195	3,196	3,407	4,793	31,917
2,256	1,872	2,121	2,121	2,228	2,032	3,407	3,258	19,293
4,763	3,106	3,321	3,280	3,195	3,196	3,407	4,793	29,062
3,338	1,872	2,121	2,121	1,699	3,196	2,388	3,258	19,991
1,816	3,106	1,000	1,000	1,699	1,612	3,407	2,012	15,653
4,763	4,528	4,767	4,692	4,500	4,668	4,716	4,793	37,427
3,338	4,528	3,321	3,280	2,228	3,196	3,407	3,258	26,555
4,763	1,872	3,321	3,280	3,195	3,196	4,716	3,258	27,600
4,763	3,106	3,321	3,280	2,228	3,196	1,750	3,258	24,901
3,338	3,106	3,321	2,121	3,195	3,196	2,388	3,258	23,922
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101

3,338	4,528	3,321	3,280	4,500	3,196	3,407	3,258	28,828
4,763	4,528	3,321	3,280	2,228	3,196	2,388	3,258	26,961
3,338	4,528	3,321	4,692	4,500	3,196	3,407	3,258	30,240
4,763	4,528	3,321	2,121	2,228	3,196	3,407	3,258	26,821
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
4,763	3,106	3,321	4,692	3,195	3,196	3,407	3,258	28,938
4,763	4,528	4,767	4,692	3,195	3,196	4,716	3,258	33,115
4,763	4,528	3,321	3,280	2,228	3,196	2,388	3,258	26,961
3,338	4,528	3,321	3,280	4,500	4,668	3,407	4,793	31,835
3,338	4,528	3,321	2,121	2,228	2,032	3,407	3,258	24,232
4,763	4,528	4,767	4,692	4,500	4,668	4,716	4,793	37,427
3,338	4,528	4,767	3,280	3,195	4,668	4,716	3,258	31,749
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
4,763	3,106	3,321	3,280	3,195	3,196	3,407	3,258	27,526
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
4,763	4,528	4,767	4,692	4,500	4,668	4,716	4,793	37,427
4,763	4,528	4,767	4,692	4,500	4,668	4,716	4,793	37,427
4,763	4,528	4,767	4,692	4,500	4,668	4,716	4,793	37,427
3,338	4,528	3,321	2,121	1,699	3,196	2,388	3,258	23,848
4,763	3,106	3,321	4,692	3,195	3,196	3,407	3,258	28,938
3,338	3,106	3,321	3,280	3,195	3,196	3,407	4,793	27,637
3,338	4,528	3,321	4,692	3,195	3,196	4,716	3,258	30,244
3,338	4,528	4,767	3,280	3,195	2,032	2,388	3,258	26,785
4,763	4,528	3,321	3,280	2,228	3,196	3,407	3,258	27,980
3,338	3,106	4,767	3,280	3,195	3,196	3,407	3,258	27,547
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
4,763	4,528	4,767	4,692	4,500	4,668	4,716	4,793	37,427
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
3,338	3,106	3,321	3,280	3,195	3,196	3,407	3,258	26,101
4,763	4,528	3,321	3,280	3,195	3,196	3,407	3,258	28,948
4,763	4,528	3,321	4,692	4,500	4,668	4,716	4,793	35,981

3,338	3,106	2,121	3,280	2,228	3,196	2,388	3,258	22,914
3,338	3,106	3,321	3,280	3,195	3,196	2,388	3,258	25,082
2,256	4,528	2,121	3,280	4,500	3,196	1,750	3,258	24,888
3,338	4,528	3,321	3,280	3,195	3,196	3,407	4,793	29,059
3,338	3,106	3,321	3,280	3,195	3,196	4,716	3,258	27,410
4,763	3,106	2,121	2,121	3,195	3,196	3,407	3,258	25,166
3,338	4,528	3,321	3,280	3,195	3,196	2,388	3,258	26,503
2,256	4,528	3,321	3,280	3,195	3,196	4,716	3,258	27,750
4,763	4,528	3,321	3,280	3,195	4,668	3,407	3,258	30,420
3,338	4,528	3,321	3,280	3,195	3,196	2,388	3,258	26,503



Lampiran 5 Hasil Output SPSS 26

1. Karakteristik Responden

a. Jenis Kelamin

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	33	33.0	33.0	33.0
	Perempuan	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

b. Usia

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30 Tahun	25	25.0	25.0	25.0
	31-40 Tahun	37	37.0	37.0	62.0
	41-50 Tahun	26	26.0	26.0	88.0
	> 50 Tahun	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

c. Pendidikan Terakhir

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	2	2.0	2.0	2.0
	SMP	5	5.0	5.0	7.0
	SMA/SEDERAJAT	54	54.0	54.0	61.0
	AKADEMI/PERGURUAN TINGGI	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

d. Pekerjaan

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PEGAWAI NEGERI	26	26.0	26.0	26.0
	PEGAWAI SWASTA	28	28.0	28.0	54.0
	WIRASWASTA	39	39.0	39.0	93.0
	LAINNYA	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

e. Status Perkawinan

Status Perkawinan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MENIKAH	87	87.0	87.0	87.0
	LAJANG	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

f. Pendapatan/bulan

Pendapatan per Bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp. 1.000.000,-	4	4.0	4.0	4.0
	Rp. 1.000.000,-s/d Rp. 2.500.000,-	14	14.0	14.0	18.0
	Rp. 2.501.000,-s/d Rp. 4.000.000,-	26	26.0	26.0	44.0
	Rp. 4.001.000,-s/d Rp. 5.500.000,-	28	28.0	28.0	72.0
	Rp. 5.501.000,-s/d Rp. 7.000.000,-	11	11.0	11.0	83.0
	>Rp. 7.001.000,-	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

2. Uji Instrumen Penelitian

a. Uji Validitas Promosi (X1)



Correlations

		PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8	PR9	PR10	TOTAL PROMOSI
PR1	Pearson Correlation	1	.270**	.327**	.301**	.303**	.404**	.260**	.363**	.471**	.308**	.573**
	Sig. (2-tailed)		.007	.001	.002	.002	.000	.009	.000	.000	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100
PR2	Pearson Correlation	.270**	1	.439**	.410**	.440**	.371**	.399**	.351**	.356**	.485**	.637**
	Sig. (2-tailed)	.007		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
PR3	Pearson Correlation	.327**	.439**	1	.629**	.549**	.482**	.719**	.441**	.338**	.718**	.802**
	Sig. (2-tailed)	.001	.000		.000	.000	.000	.000	.000	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
PR4	Pearson Correlation	.301**	.410**	.629**	1	.522**	.468**	.564**	.358**	.410**	.485**	.731**
	Sig. (2-tailed)	.002	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
PR5	Pearson Correlation	.303**	.440**	.549**	.522**	1	.750**	.549**	.414**	.383**	.405**	.752**
	Sig. (2-tailed)	.002	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100

PR6	Pearson Correlation	.404**	.371**	.482**	.468**	.750**	1	.511**	.470**	.391**	.383**	.742**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
PR7	Pearson Correlation	.260**	.399**	.719**	.564**	.549**	.511**	1	.364**	.338**	.640**	.759**
	Sig. (2-tailed)	.009	.000	.000	.000	.000	.000		.000	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
PR8	Pearson Correlation	.363**	.351**	.441**	.358**	.414**	.470**	.364**	1	.505**	.415**	.669**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
PR9	Pearson Correlation	.471**	.356**	.338**	.410**	.383**	.391**	.338**	.505**	1	.289**	.640**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.001	.000		.004	.000
	N	100	100	100	100	100	100	100	100	100	100	100
PR10	Pearson Correlation	.308**	.485**	.718**	.485**	.405**	.383**	.640**	.415**	.289**	1	.729**
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.000	.000	.000	.004		.000
	N	100	100	100	100	100	100	100	100	100	100	100
TOTAL PROMOSI	Pearson Correlation	.573**	.637**	.802**	.731**	.752**	.742**	.759**	.669**	.640**	.729**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

b. Uji Validitas Pengetahuan Produk (X2)

Correlations

		PP1	PP2	PP3	PP4	PP5	PP6	TOTAL PENGETAHUAN PRODUK
PP1	Pearson Correlation	1	.439**	.311**	.544**	.629**	.593**	.729**
	Sig. (2-tailed)		.000	.002	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PP2	Pearson Correlation	.439**	1	.436**	.694**	.637**	.565**	.784**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PP3	Pearson Correlation	.311**	.436**	1	.532**	.570**	.504**	.685**
	Sig. (2-tailed)	.002	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PP4	Pearson Correlation	.544**	.694**	.532**	1	.720**	.773**	.885**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
PP5	Pearson Correlation	.629**	.637**	.570**	.720**	1	.724**	.885**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000

	N	100	100	100	100	100	100	100
PP6	Pearson Correlation	.593**	.565**	.504**	.773**	.724**	1	.863**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TOTAL PENGETAHUAN PRODUK	Pearson Correlation	.729**	.784**	.685**	.885**	.885**	.863**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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



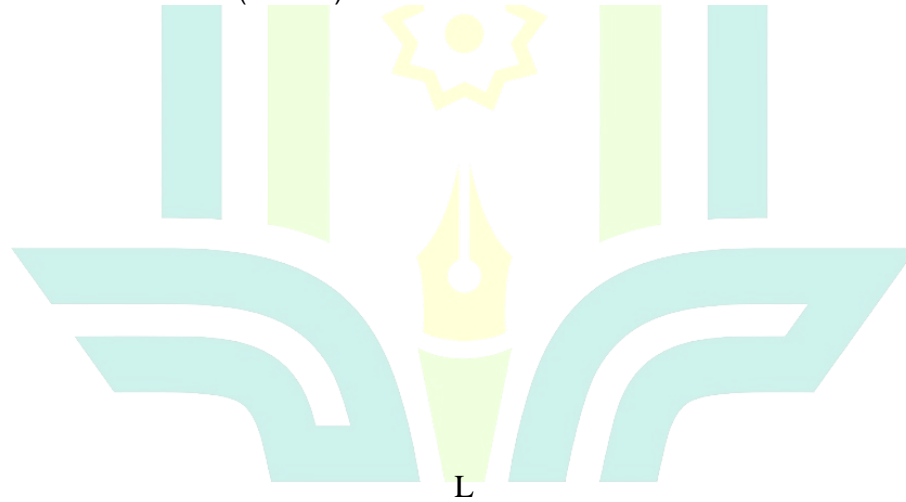
c. Uji Validitas Pendapatan (X3)

Correlations

		PDN1	PDN2	PDN3	PDN4	PDN5	PDN6	TOTAL PENDAPATAN
PDN1	Pearson Correlation	1	.722**	.471**	.373**	.575**	.348**	.729**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PDN2	Pearson Correlation	.722**	1	.644**	.518**	.780**	.461**	.865**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PDN3	Pearson Correlation	.471**	.644**	1	.675**	.688**	.520**	.839**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PDN4	Pearson Correlation	.373**	.518**	.675**	1	.574**	.530**	.768**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
PDN5	Pearson Correlation	.575**	.780**	.688**	.574**	1	.510**	.867**

	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
PDN6	Pearson Correlation	.348**	.461**	.520**	.530**	.510**	1	.703**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TOTAL PENDAPATAN	Pearson Correlation	.729**	.865**	.839**	.768**	.867**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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



d. Uji Validitas Minat Investasi (Y)



Correlations

		YMI1	YMI2	YMI3	YMI4	YMI5	YMI6	YMI7	YMI8	TOTAL MINAT INVESTASI
YMI1	Pearson Correlation	1	.396**	.548**	.559**	.384**	.473**	.350**	.512**	.692**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
YMI2	Pearson Correlation	.396**	1	.537**	.489**	.408**	.408**	.277**	.430**	.645**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.005	.000	.000
	N	100	100	100	100	100	100	100	100	100
YMI3	Pearson Correlation	.548**	.537**	1	.617**	.531**	.493**	.603**	.624**	.813**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
YMI4	Pearson Correlation	.559**	.489**	.617**	1	.663**	.548**	.475**	.534**	.803**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
YMI5	Pearson Correlation	.384**	.408**	.531**	.663**	1	.676**	.596**	.637**	.807**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100

	N	100	100	100	100	100	100	100	100	100
YMI6	Pearson Correlation	.473**	.408**	.493**	.548**	.676**	1	.524**	.628**	.780**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
YMI7	Pearson Correlation	.350**	.277**	.603**	.475**	.596**	.524**	1	.607**	.732**
	Sig. (2-tailed)	.000	.005	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
YMI8	Pearson Correlation	.512**	.430**	.624**	.534**	.637**	.628**	.607**	1	.815**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
TOTAL MINAT INVESTASI	Pearson Correlation	.692**	.645**	.813**	.803**	.807**	.780**	.732**	.815**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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



e. Uji Relibilitas Promosi (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.886	10

f. Uji Relibilitas Pengetahuan Produk (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.893	6

g. Uji Relibilitas Pendapatan (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.885	6

h. Uji Relibilitas Minat Investasi (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.896	8

2. Uji Asumsi Klasik

a. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

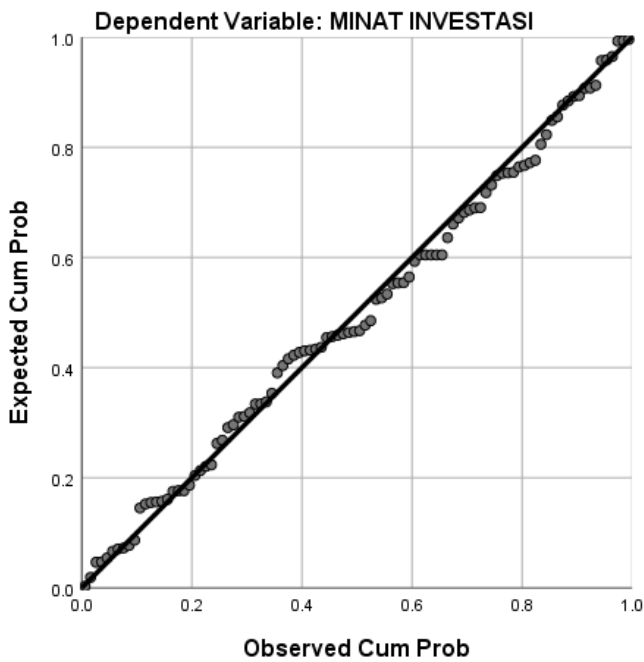
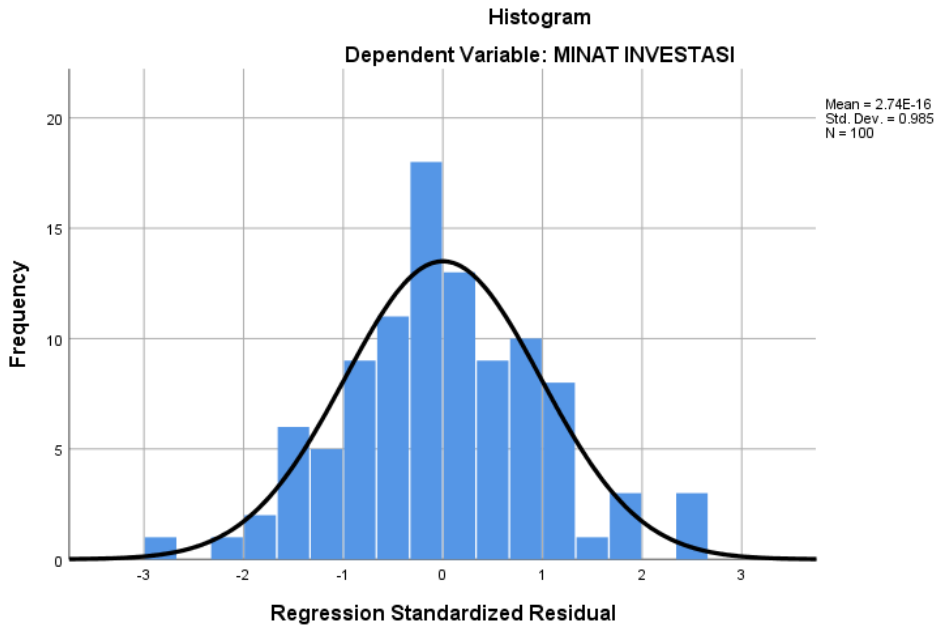
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2553.88526058
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.044
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.



LV

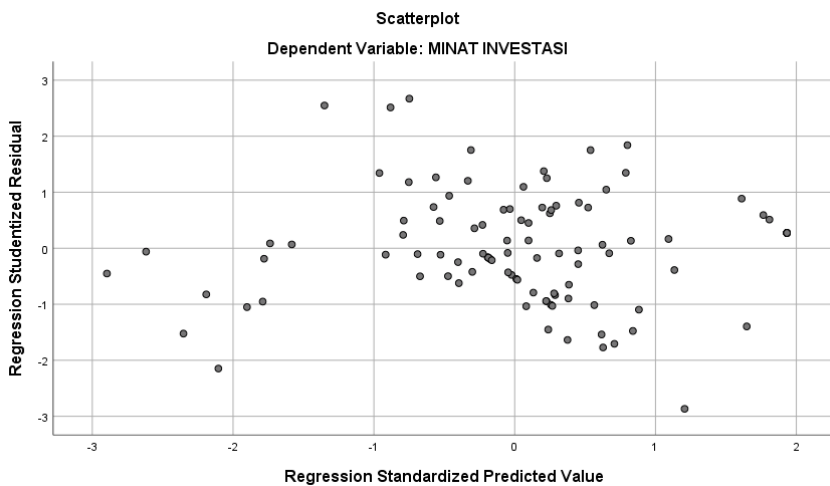
b. Uji Multikolinearitas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	TOTAL PROMOSI	.397	2.518
	TOTAL PENGETAHUAN	.305	3.276
	PRODUK		
	TOTAL PENDAPATAN	.297	3.369

a. Dependent Variable: TOTAL MINAT INVESTASI

c. Uji Heteroskedastisitas



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2326.542	848.723		2.741	.007
	PROMOSI	-.018	.040	-.074	-.458	.648
	PENGETAHUAN	.015	.069	.042	.225	.822
	PRODUK					

PENDAPATAN	-0.004	.070	-0.011	-0.061	.951
------------	--------	------	--------	--------	------

a. Dependent Variable: Abs_RES

3. Uji Regresi Linear Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3680.264	1344.975		2.736	.007
PROMOSI	.167	.064	.199	2.618	.010
PENGETAHUAN PRODUK	.430	.109	.343	3.957	.000
PENDAPATAN	.522	.111	.414	4.715	.000

a. Dependent Variable: MINAT INVESTASI

2. Hipotesis

a. Uji t (Parsial)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3680.264	1344.975		2.736	.007
PROMOSI	.167	.064	.199	2.618	.010
PENGETAHUAN PRODUK	.430	.109	.343	3.957	.000
PENDAPATAN	.522	.111	.414	4.715	.000

a. Dependent Variable: MINAT INVESTASI

b. Uji F (Simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2292842619.691	3	764280873.230	113.628	.000 ^b
	Residual	645710662.499	96	6726152.734		
	Total	2938553282.190	99			

a. Dependent Variable: MINAT INVESTASI

b. Predictors: (Constant), PENDAPATAN, PROMOSI, PENGETAHUAN PRODUK

c. Uji Koefisien Determinasi (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883 ^a	.780	.773	2593.483

a. Predictors: (Constant), PENDAPATAN, PROMOSI, PENGETAHUAN PRODUK

b. Dependent Variable: MINAT INVESTASI



Lampiran 6 tabel r validitas

Tabel r untuk df = 51 - 100

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

Lampiran 7 Tabel t

df	0,05	0,025
1	6.314	12.706
2	2.920	4.303
3	2.353	3.182
4	2.132	2.776
5	2.015	2.571
6	1.943	2.447
7	1.895	2.365
8	1.860	2.306
9	1.833	2.262
10	1.812	2.228
11	1.796	2.201
12	1.782	2.179
13	1.771	2.160
14	1.761	2.145
15	1.753	2.131
16	1.746	2.120
17	1.740	2.110
18	1.734	2.101
19	1.729	2.093
20	1.725	2.086
21	1.721	2.080
22	1.717	2.074
23	1.714	2.069
24	1.711	2.064
25	1.708	2.060
26	1.706	2.056
27	1.703	2.052
28	1.701	2.048
29	1.699	2.045
30	1.697	2.042
31	1.696	2.040
32	1.694	2.037
33	1.692	2.035
34	1.691	2.032
35	1.690	2.030
36	1.688	2.028
37	1.687	2.026
38	1.686	2.024
39	1.685	2.023
40	1.684	2.021
41	1.683	2.020
42	1.682	2.018
43	1.681	2.017
44	1.680	2.015
45	1.679	2.014
46	1.679	2.014
47	1.678	2.013
48	1.677	2.012
49	1.677	2.011
50	1.676	2.010
51	1.675	2.008
52	1.675	2.007

df	0,05	0,025
53	1.674	2.006
54	1.674	2.005
55	1.673	2.004
56	1.673	2.003
57	1.672	2.002
58	1.672	2.002
59	1.671	2.001
60	1.671	2.000
61	1.670	2.000
62	1.670	1.999
63	1.669	1.998
64	1.669	1.998
65	1.669	1.997
66	1.668	1.997
67	1.668	1.996
68	1.668	1.995
69	1.667	1.995
70	1.667	1.994
71	1.667	1.995
72	1.666	1.993
73	1.666	1.993
74	1.666	1.993
75	1.665	1.992
76	1.665	1.992
77	1.665	1.991
78	1.665	1.991
79	1.664	1.990
80	1.664	1.990
81	1.664	1.990
82	1.664	1.989
83	1.663	1.989
84	1.663	1.989
85	1.663	1.988
86	1.663	1.988
87	1.663	1.988
88	1.662	1.987
89	1.662	1.987
90	1.662	1.987
91	1.662	1.986
92	1.662	1.986
93	1.661	1.986
94	1.661	1.986
95	1.661	1.985
96	1.661	1.985
97	1.661	1.985
98	1.661	1.984
99	1.660	1.984
100	1.660	1.984
101	1.660	1.984
102	1.660	1.983
103	1.660	1.983
104	1.660	1.983

df	0,05	0,025
105	1.659	1.983
106	1.659	1.983
107	1.659	1.982
108	1.659	1.982
109	1.659	1.982
110	1.659	1.982
111	1.659	1.982
112	1.659	1.981
113	1.658	1.981
114	1.658	1.981
115	1.658	1.981
116	1.658	1.981
117	1.658	1.980
118	1.658	1.980
119	1.658	1.980
120	1.658	1.980
121	1.658	1.980
122	1.657	1.980
123	1.657	1.979
124	1.657	1.979
125	1.657	1.979
126	1.657	1.979
127	1.657	1.979
128	1.657	1.979
129	1.657	1.979
130	1.657	1.978
131	1.657	1.978
132	1.656	1.978
133	1.656	1.978
134	1.656	1.978
135	1.656	1.978
136	1.656	1.978
137	1.656	1.977
138	1.656	1.977
139	1.656	1.977
140	1.656	1.977
141	1.656	1.977
142	1.656	1.977
143	1.656	1.977
144	1.656	1.977
145	1.655	1.976
146	1.655	1.976
147	1.655	1.976
148	1.655	1.976
149	1.655	1.976
150	1.655	1.976
151	1.655	1.976
152	1.655	1.976
153	1.655	1.976
154	1.655	1.975
155	1.655	1.975
156	1.655	1.975

df	0,05	0,025
157	1.655	1.975
158	1.655	1.975
159	1.654	1.975
160	1.654	1.975
161	1.654	1.975
162	1.654	1.975
163	1.654	1.975
164	1.654	1.975
165	1.654	1.974
166	1.654	1.974
167	1.654	1.974
168	1.654	1.974
169	1.654	1.974
170	1.654	1.974
171	1.654	1.974
172	1.654	1.974
173	1.654	1.974
174	1.654	1.974
175	1.654	1.974
176	1.654	1.974
177	1.654	1.973
178	1.653	1.973
179	1.653	1.973
180	1.653	1.973
181	1.653	1.973
182	1.653	1.973
183	1.654	1.973
184	1.653	1.973
185	1.653	1.973
186	1.653	1.973
187	1.653	1.973
188	1.653	1.973
189	1.654	1.973
190	1.653	1.973
191	1.653	1.972
192	1.653	1.972
193	1.653	1.972
194	1.653	1.972
195	1.654	1.972
196	1.653	1.972
197	1.653	1.972
198	1.653	1.972
199	1.653	1.972
200	1.653	1.972

Lampiran 8 Tabel f

Tabel Uji F

$\alpha = 0,05$ $df_2 = (n - k - 1)$	$df_1 = (k - 1)$							
	1	2	3	4	5	6	7	8
67	3,984	3,134	2,742	2,509	2,352	2,237	2,150	2,080
68	3,982	3,132	2,740	2,507	2,350	2,235	2,148	2,078
69	3,980	3,130	2,737	2,505	2,348	2,233	2,145	2,076
70	3,978	3,128	2,736	2,503	2,346	2,231	2,143	2,074
71	3,976	3,126	2,734	2,501	2,344	2,229	2,142	2,072
72	3,974	3,124	2,732	2,499	2,342	2,227	2,140	2,070
73	3,972	3,122	2,730	2,497	2,340	2,226	2,138	2,068
74	3,970	3,120	2,728	2,495	2,338	2,224	2,136	2,066
75	3,968	3,119	2,727	2,494	2,337	2,222	2,134	2,064
76	3,967	3,117	2,725	2,492	2,335	2,220	2,133	2,063
77	3,965	3,115	2,723	2,490	2,333	2,219	2,131	2,061
78	3,963	3,114	2,722	2,489	2,332	2,217	2,129	2,059
79	3,962	3,112	2,720	2,487	2,330	2,216	2,128	2,058
80	3,960	3,111	2,719	2,486	2,329	2,214	2,126	2,056
81	3,959	3,109	2,717	2,484	2,327	2,213	2,125	2,055
82	3,957	3,108	2,716	2,483	2,326	2,211	2,123	2,053
83	3,956	3,107	2,715	2,482	2,324	2,210	2,122	2,052
84	3,955	3,105	2,713	2,480	2,323	2,209	2,121	2,051
85	3,953	3,104	2,712	2,479	2,322	2,207	2,119	2,049
86	3,952	3,103	2,711	2,478	2,321	2,206	2,118	2,048
87	3,951	3,101	2,709	2,476	2,319	2,205	2,117	2,047
88	3,949	3,100	2,708	2,475	2,318	2,203	2,115	2,045
89	3,948	3,099	2,707	2,474	2,317	2,202	2,114	2,044
90	3,947	3,098	2,706	2,473	2,316	2,201	2,113	2,043
91	3,946	3,097	2,705	2,472	2,315	2,200	2,112	2,042
92	3,945	3,095	2,704	2,471	2,313	2,199	2,111	2,041
93	3,943	3,094	2,703	2,470	2,312	2,198	2,110	2,040
94	3,942	3,093	2,701	2,469	2,311	2,197	2,109	2,038
95	3,941	3,092	2,700	2,467	2,310	2,196	2,108	2,037
96	3,940	3,091	2,699	2,466	2,309	2,195	2,106	2,036
97	3,939	3,090	2,698	2,465	2,308	2,194	2,105	2,035
98	3,938	3,089	2,697	2,465	2,307	2,193	2,104	2,034
99	3,937	3,088	2,696	2,464	2,306	2,192	2,103	2,033

Lampiran 9 Dokumentasi Penelitian



Lampiran 10 Surat Izin Penelitian



**KEMENTERIAN AGAMA REPUBLIK INDONESIA
UNIVERSITAS ISLAM NEGERI
K. H. ABDURRAHMAN WAHID PEKALONGAN**

Kampus 1 : Jalan Kusumbangsa Nomor 9 Pekalongan Kode Pos 51141 Telp. (0285) 412575
Kampus 2 : Jalan Pahlawan KM. 5 Rowolaku Kajen Kab. Pekalongan Kode Pos 51161
www.uingusdur.ac.id email: info@uingusdur.ac.id

Nomor : B-1648/Un.27/J.IV.2/TL.00/09/2024 17 September 2024
Sifat : Biasa
Lampiran : -
Hal : Surat Izin Penelitian

Yth. Pimpinan Bank Syariah Indonesia KCP Pemalang Comal
Di Tempat

Assalamu'alaikum Wr. Wb.

Diberitahukan dengan hormat bahwa:

Nama : Nadiah Khalishah Fithri
NIM : 4221092
Jurusan/Prodi : Perbankan Syariah
Fakultas : Ekonomi dan Bisnis Islam

Adalah mahasiswa Universitas Islam Negeri K.H. Abdurrahman Wahid Pekalongan yang akan melakukan penelitian di Lembaga/Wilayah yang Bapak/Ibu Pimpin guna menyusun skripsi/tesis dengan judul

"Pengaruh Promosi, Pengetahuan Produk, dan Pendapatan Terhadap Minat Berinvestasi pada Produk Cencil Emas Bank Syariah Indonesia KCP Pemalang Comal"

Sehubungan dengan hal tersebut, dimohon dengan hormat bantuan Bapak/Ibu untuk memberikan izin dalam wawancara dan pengumpulan data penelitian dimaksud.

Demikian surat permohonan ini disampaikan, atas perhatian dan perkenannya diucapkan terima kasih.

Wassalamu'alaikum Wr. Wb.



	Ditandatangani Secara Elektronik Oleh: M. Shulthoni, M.S.I, Ph.D NIP. 197507062008011016 Ketua Program Studi Perbankan Syariah
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Dokumen ini ditandatangani secara elektronik menggunakan
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elektronik (BSrE), Badan Siber dan Sandi Negara (BSSN)
hingga tidak diperlukan tanda tangan dan stempel basah.



Lampiran 11 Surat Telah Melakukan Penelitian



SURAT KETERANGAN

Assalamu'alaikum Wr. Wb.

Yang bertanda tangan di bawah ini:

Nama : Fuad Firmanjaya
Jabatan : Alt Branch Operation & Service Manager

PT. Bank Syariah Indonesia, Tbk
KCP Pemalang Comal
Ruko Grand Comal Residence EA Blok D
No. 6-7, Jl. Ahmad Yani, Kel. Purwosari,
Kec. Comal, Kab Pemalang
kode pos 52363

Telp : (0285) 8360010
(0285) 8360007

www.bankbsi.co.id

Menerangkan bahwa mahasiswa berikut ini:

Nama : Nadiyah Khalishah Fithri
NIM : 4221092
Program Studi : Perbankan Syariah

Telah melaksanakan survey/wawancara di Bank Syariah Indonesia KCP Pemalang Comal dalam rangka menyusun Tugas Akhir berjudul **"Pengaruh Promosi, Pengetahuan Produk, dan Pendapatan Terhadap Minat Berinvestasi pada Produk Cicil Emas Bank Syariah Indonesia KCP Pemalang Comal"**

Demikian surat keterangan ini kami buat untuk digunakan sebagaimana mestinya.

Wassalamu'alaikum Wr. Wb.

PT. BANK SYARIAH INDONESIA
BRANCH OFFICE PEMALANG COMAL


BSI BANK SYARIAH
INDONESIA
KCP Pemalang Comal

Fuad Firmanjaya
Alt Branch Operation & Service Manager