LAMPIRAN

Lampiran 1Kuuisioner Penelitian

No.	Pernyataan	STS	TS	C	S	SS
1.	Durian yang dijual memiliki tampilan yang menarik.					
.2	Kondisi kulit durian terlihat baik.					
3.	Ukuran dan bentuk durian sesuai dengan harapan saya.					
4.	Durian yang saya beli memiliki rasa yang sesuai dengan selera saya.					
5.	Tingkat kemanisan durian sesuai dengan selera saya.					
6.	Rasa durian yang dijual konsisten setiap kali pembelian.					
7.	Durian yang dijual dalam kondisi segar.					
8.	Aroma durian menunjukkan kualitas yang baik.					
9.	Tingkat kematangan durian sesuai dengan yang saya harapkan.					
10	Harga durian sesuai dengan kualitas yang saya peroleh.					
11.	Harga durian sebanding dengan manfaat yang saya rasakan.					
12.	Harga durian sebanding dengan kepuasan dengan yang saya rasakan					
13.	Harga durian di tempat ini bersaing dengan tempat lain.					
14.	Harga yang ditawarkan masih dapat saya terima.					
15.	Saya mempertimbangkan harga durian di tempat lain sebelum membeli.					
16.	Membeli durian di tempat ini merupakan pilihan yang ekonomis bagi saya.					
17.	Biaya yang saya keluarkan sudah efektiv.					
18.	Saya merasa tidak dirugikan dengan harga yang dibayarkan.					
19.	Kualitas durian yang baik meningkatkan keinginan saya untuk membeli.					
20.	Saya berminat membeli kembali karena kualitas durian yang memuaskan.					
21.	Kualitas durian menjadi alasan utama saya memilih tempat ini.					
22.	Saya tertarik membeli durian dari penjual yang menjaga kebersihan lingkungan.					
23.	Pengelolaan limbah kulit durian yang baik meningkatkan minat saya untuk membeli.					
24.	Saya lebih menyukai tempat penjualan durian yang peduli terhadap lingkungan.					
25.	Kandungan gizi durian menjadi salah satu alasan saya membeli durian.					

No.	Pernyataan	STS	TS	C	S	SS
26.	Saya percaya durian memiliki manfaat bagi tubuh apabila dikonsumsi secara wajar.					
27.	Informasi mengenai nilai gizi durian meningkatkan minat saya untuk membeli.					

Lampiran 2 Observasi Lapangan

Lampiran 3 Tabulasi Data Kuisioner

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	TOTAL
3	4	4	5	3	4	5	5	5	38
5	3	3	3	4	4	4	5	4	35
3	2	3	4	2	3	4	3	4	28
5	4	4	5	5	4	5	5	5	42
5	4	4	5	3	3	5	4	4	37
4	4	5	5	4	5	4	4	4	39
4	4	3	4	3	4	2	4	4	32
3	2	4	3	4	2	2	5	5	30
3	5	5	5	5	4	5	4	4	40
3	2	2	3	2	3	3	3	3	24
3	4	3	3	3	2	4	4	3	29
4	4	4	4	5	4	5	4	5	39
3	4	2	4	3	3	3	4	4	30
3	3	3	3	3	2	3	4	3	27
4	3	5	3	3	3	3	4	3	31
3	4	4	4	3	3	4	4	4	33
3	3	2	1	1	3	2	4	2	21
4	4	4	3	4	4	3	3	4	33
4	4	4	4	5	4	4	4	3	36
4	5	3	3	2	3	3	2	4	29
3	2	3	4	4	4	4	3	3	30

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	TOTAL
3	3	2	2	3	2	3	3	3	24
3	2	3	3	2	2	3	3	2	23
3	3	4	4	3	3	4	3	3	30
3	2	2	3	2	2	3	2	2	21
4	4	3	2	2	3	3	2	2	25
4	3	2	2	3	2	3	2	3	24
3	5	3	3	2	2	2	2	4	26
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2	3	3	3	2	3	2	3	2	23
3	3	3	5	5	5	4	3	3	34
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5	4	4	4	3	3	5	4	4	36
4	4	4	5	4	5	5	4	5	40
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4	3	3	4	4	3	3	4	4	32
4	4	4	3	4	4	3	3	4	33
3	3	4	5	5	5	4	4	5	38
3	4	4	3	3	3	3	3	3	29
4	5	4	3	3	5	4	4	2	34
3	2	3	3	2	4	4	3	3	27
3	3	3	5	5	5	5	4	5	38
4	5	5	4	4	3	5	5	2	37
4	3	3	4	4	3	4	3	3	31
4	5	4	3	4	3	3	4	4	34
4	4	5	4	5	4	4	3	4	37
4	4	4	4	5	2	3	3	3	32
3	5	5	3	4	4	3	4	4	35
4	5	4	4	3	4	4	3	4	35
4	4	5	4	4	3	5	4	4	37
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3	3	3	3	3	3	3	3	3	27
3	4	4	5	3	3	3	4	3	32
4	4	4	3	3	3	5	3	3	32
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4	2	3	3	3	3	3	4	4	29
3	3	3	3	4	3	3	4	4	30
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3	4	4	5	4	3	4	3	4	34
3	4	3	4	3	3	5	4	4	33
3	3	3	3	3	3	3	3	3	27
4	4	4	4	4	3	3	3	2	31
4	5	3	4	5	4	5	4	5	39
3	4	4	5	5	4	4	5	4	38
4	4	4	4	3	3	3	3	4	32

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	TOTAL
4	5	3	4	4	5	4	5	3	37
4	3	5	4	4	5	5	5	5	40
3	3	3	3	3	3	3	3	3	27
4	5	4	4	3	4	3	3	3	33
3	3	3	3	3	3	4	4	4	30
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3	5	3	5	5	3	4	4	4	36
3	4	5	4	3	4	5	3	5	36
3	3	5	4	3	3	4	4	3	32
4	4	3	4	3	4	3	3	3	31
3	4	4	5	5	5	3	5	5	39
3	4	3	4	3	5	3	5	5	35
5	3	4	4	5	4	3	5	5	38
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4	3	4	3	3	4	3	5	3	32
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5	5	5	4	5	4	4	4	3	39
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5	5	4	3	3	5	3	4	5	37
4	4	5	4	5	5	4	3	5	39
3	3	5	4	4	3	3	4	5	34
3	3	4	4	4	3	4	3	5	33
4	4	5	4	4	3	5	4	3	36

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	TOTAL
4	4	5	5	4	3	3	3	5	36
5	5	3	3	4	3	5	4	4	36
2	3	3	4	4	3	4	2	4	29
4	5	5	5	3	4	5	3	4	38
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4	5	4	3	3	4	4	3	4	34
5	4	5	4	5	5	5	5	4	42
4	5	4	3	3	4	4	2	2	31
4	4	4	4	4	1	3	2	3	29
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X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	TOTAL
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4	4	4	4	4	5	4	4	4	37
3	4	2	4	3	4	3	2	3	28
4	4	3	3	3	4	4	3	4	32
4	4	3	3	4	4	5	4	5	36
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3	1	2	2	3	4	4	3	4	26
5	4	4	3	4	3	4	3	3	33
4	3	3	4	3	3	3	3	4	30
2	3	4	5	4	4	3	2	3	30
4	3	3	3	1	3	2	2	2	23
2	3	4	4	4	4	3	4	4	32
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4	3	4	4	3	4	3	4	3	32
4	3	3	2	3	3	2	3	3	26
3	2	3	3	3	3	2	3	3	25
2	3	4	3	3	3	2	5	2	27
4	3	2	2	2	2	2	3	2	22
3	3	3	2	4	3	3	2	2	25
3	3	2	3	3	2	3	2	3	24
3	5	4	3	3	3	5	3	4	33
5	5	4	5	5	4	4	4	4	40
4	3	3	2	4	4	3	3	4	30
3	3	4	4	5	4	3	3	3	32
4	3	3	3	4	3	4	4	4	32
3	3	2	3	4	3	4	3	3	28
3	3	3	4	4	3	4	4	3	31
3	3	3	4	4	3	3	4	4	31
4	4	3	3	4	4	4	3	4	33
4	3	4	4	4	4	5	2	4	34
3	4	3	3	4	4	4	5	3	33
2	3	3	4	2	2	3	4	3	26
4	4	3	3	4	4	3	4	3	32
3	3	4	3	4	4	4	5	4	34
3	3	4	4	5	4	3	3	4	33
4	3	4	3	5	4	3	3	5	34
3	3	3	3	4	3	4	3	4	30
5	3	3	4	3	3	3	4	3	31
3	3	4	4	4	3	4	3	5	33
3	4	4	4	3	4	2	4	3	31
4	4	5	5	5	4	4	4	4	39
4	4	4	4	4	5	4	4	5	38
3	3	3	3	3	2	3	3	3	26
3	4	3	4	3	5	3	3	3	31
3	4	4	4	5	3	3	3	4	33
4	3	3	2	5	5	4	4	4	34

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	TOTAL
3	3	3	3	3	3	3	3	3	27
4	4	4	4	4	4	4	4	4	36
4	4	4	4	3	3	4	4	4	34
4	4	4	5	3	4	4	4	5	37
4	4	4	5	4	3	4	4	4	36
4	3	4	4	3	4	5	5	4	36
3	3	3	3	2	2	2	5	4	27
4	3	3	3	3	3	3	3	4	29
4	4	5	4	5	4	4	5	5	40
5	4	4	4	5	4	4	5	4	39
3	3	3	3	3	2	3	3	3	26
4	4	5	4	3	5	4	5	3	37
4	5	4	5	5	4	5	4	4	40
3	3	4	3	3	3	3	3	3	28
3	3	3	3	3	3	3	3	3	27
3	4	3	3	2	5	5	5	5	35
3	3	3	2	3	3	3	4	5	29
3	3	3	4	4	3	4	5	4	33
4	4	4	3	3	3	4	4	4	33
3	3	4	3	4	4	3	4	4	32
2	3	3	3	3	3	3	4	3	27
5	4	5	5	3	5	4	4	5	40
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3	4	4	5	5	5	4	4	4	38
3	5	5	4	3	5	3	5	5	38
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5	3	5	5	4	4	3	3	4	36
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4	4	4	3	3	3	5	3	5	34
4	4	5	3	5	5	5	3	4	38
5	3	4	5	4	5	4	5	5	40
5	3	3	3	5	5	3	4	4	35

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y.8	Y9	TOTAL
3	5	5	3	5	4	5	5	3	38
5	3	5	5	5	3	4	4	5	39

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y.8	Y9	TOTAL
3	2	3	4	4	4	2	3	2	27
4	4	5	5	5	5	5	4	4	41
5	3	4	3	5	5	3	5	3	36
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4	4	4	5	5	5	3	4	3	37
4	3	3	5	3	5	2	5	5	35
2	3	4	2	2	3	5	3	5	29
3	3	3	3	3	3	3	3	3	27
5	4	5	5	5	4	3	4	4	39
4	4	3	2	4	5	4	3	5	34
4	5	5	5	5	5	4	4	4	41
4	5	4	5	5	4	5	4	5	41
4	4	4	4	4	4	4	4	4	36
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4	4	3	4	4	3	5	4	3	34
3	3	3	4	4	5	3	4	3	32
3	2	3	4	3	3	3	3	2	26
4	4	5	4	4	4	4	5	2	36
3	3	3	2	3	4	4	4	4	30
2	2	3	3	2	3	2	3	3	23
4	5	3	4	4	3	5	5	4	37
3	2	4	3	3	2	2	3	2	24
2	3	4	4	2	4	2	3	3	27
2	4	2	3	3	2	3	3	2	24
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4	4	4	4	4	4	4	4	4	36
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3	4	4	5	4	3	4	4	4	35
4	4	2	3	2	3	4	5	5	32
3	4	5	4	3	3	5	3	4	34
3	4	3	5	3	3	3	3	5	32

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y.8	Y9	TOTAL
3	4	3	3	5	4	4	4	4	34
2	4	4	4	5	5	4	4	4	36
4	4	4	5	4	4	4	4	4	37
5	5	5	4	4	5	3	4	4	39
3	2	2	3	2	3	3	3	3	24
5	5	5	5	4	4	3	3	3	37
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4	3	5	4	4	3	4	3	4	34
3	3	3	3	3	3	3	3	5	29
4	4	4	4	4	4	3	3	4	34
3	4	4	3	4	2	3	4	4	31
4	3	3	3	4	5	5	4	4	35
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4	4	4	3	4	4	4	4	3	34
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5	5	4	5	4	5	3	4	4	39
3	3	3	3	3	2	3	3	3	26
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4	4	3	3	4	5	4	3	3	33
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4	4	4	4	3	3	3	4	3	32
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4	5	5	5	4	3	4	5	3	38
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3	5	4	4	4	3	4	3	3	33
5	5	3	5	4	5	5	4	4	40
5	4	3	5	5	4	5	5	5	41

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y.8	Y9	TOTAL
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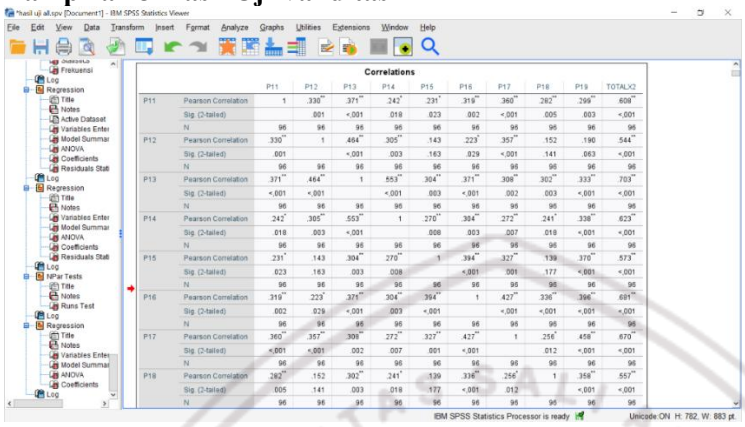
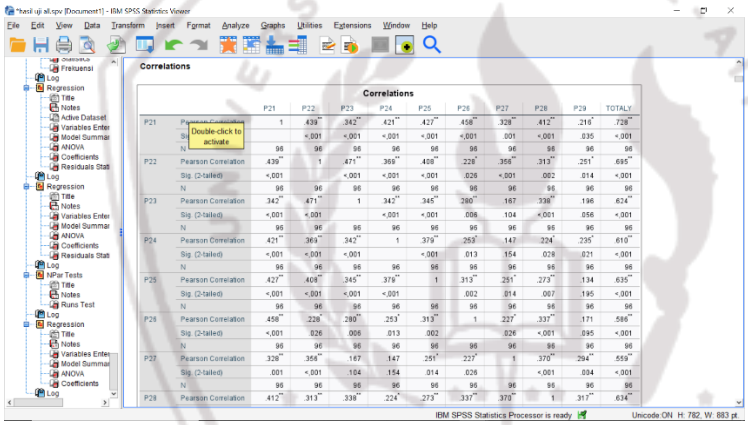
3	3	4	3	4	5	3	3	4	32

Lampiran 3 Hasil Uji Validitas



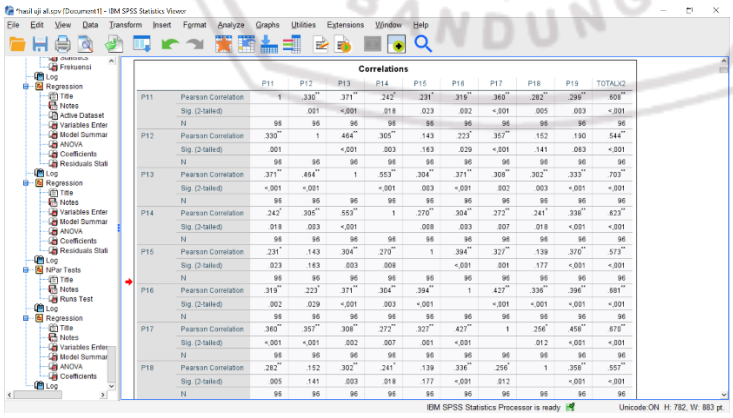
Correlations

		P11	P12	P13	P14	P15	P16	P17	P18	P19	TOTALX2
P11	Pearson Correlation	1	.330**	.371**	.242*	.231*	.319**	.360**	.282**	.299**	.609**
	Sig. (2-tailed)		.001	<.001	.018	.023	.002	<.001	.005	.003	<.001
	N	96	96	96	96	96	96	96	96	96	96
P12	Pearson Correlation	.330**	1	.464**	.305**	.143	.223*	.357**	.152	.190	.544**
	Sig. (2-tailed)	.001		<.001	.003	.163	.029	<.001	.141	.063	<.001
	N	96	96	96	96	96	96	96	96	96	96
P13	Pearson Correlation	.371**	.464**	1	.553**	.304**	.371**	.308**	.302**	.333**	.703**
	Sig. (2-tailed)	<.001	<.001		<.001	.003	<.001	.002	.003	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96
P14	Pearson Correlation	.242*	.305**	.553**	1	.270**	.394**	.272**	.241*	.338**	.623**
	Sig. (2-tailed)	.018	.003	<.001		.008	.003	.007	.018	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96
P15	Pearson Correlation	.231*	.143	.304**	.270**	1	.394**	.327**	.139	.370**	.573**
	Sig. (2-tailed)	.023	.163	.003	.008		<.001	.001	.177	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96
P16	Pearson Correlation	.319**	.223*	.371**	.304**	.394**	1	.427**	.336**	.396**	.681**
	Sig. (2-tailed)	.002	.029	<.001	.003	<.001		<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96
P17	Pearson Correlation	.360**	.357**	.308**	.272**	.327**	.427**	1	.256*	.458**	.670**
	Sig. (2-tailed)	<.001	<.001	.002	.007	.001	<.001		.012	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96
P18	Pearson Correlation	.282**	.152	.302**	.241*	.139	.336**	.256*	1	.358**	.557**
	Sig. (2-tailed)	.005	.141	.003	.018	.177	<.001	.012		<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96



Correlations

		P21	P22	P23	P24	P25	P26	P27	P28	P29	TOTALY
P21	Pearson Correlation	1	.439**	.342**	.421**	.427**	.458**	.328**	.412**	.219*	.728**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	.001	<.001	.035	<.001
	N	96	96	96	96	96	96	96	96	96	96
P22	Pearson Correlation	.439**	1	.471**	.369**	.408**	.228*	.358**	.313**	.251*	.695**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	.026	<.001	.002	.014	<.001
	N	96	96	96	96	96	96	96	96	96	96
P23	Pearson Correlation	.342**	.471**	1	.342**	.345**	.280**	.167	.338**	.196	.624**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	.006	.104	<.001	.056	<.001
	N	96	96	96	96	96	96	96	96	96	96
P24	Pearson Correlation	.421**	.369**	.342**	1	.379**	.253*	.147	.224*	.235*	.610**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	.013	.154	.028	.021	<.001
	N	96	96	96	96	96	96	96	96	96	96
P25	Pearson Correlation	.427**	.408**	.345**	.379**	1	.313**	.251*	.273**	.134	.635**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		.002	.014	.007	.195	<.001
	N	96	96	96	96	96	96	96	96	96	96
P26	Pearson Correlation	.458**	.228*	.280**	.253*	.313**	1	.227*	.337**	.171	.586**
	Sig. (2-tailed)	<.001	.026	.006	.013	.002		.026	<.001	.095	<.001
	N	96	96	96	96	96	96	96	96	96	96
P27	Pearson Correlation	.328**	.358**	.167	.147	.251*	.227*	1	.370**	.294**	.559**
	Sig. (2-tailed)	.001	<.001	.104	.154	.014	.026		<.001	.004	<.001
	N	96	96	96	96	96	96	96	96	96	96
P28	Pearson Correlation	.412**	.313**	.338**	.224*	.273**	.337**	.370**	1	.317**	.634**



Correlations

		P11	P12	P13	P14	P15	P16	P17	P18	P19	TOTALX2
P11	Pearson Correlation	1	.330**	.371**	.242*	.231*	.319**	.360**	.282**	.299**	.609**
	Sig. (2-tailed)		.001	<.001	.018	.023	.002	<.001	.005	.003	<.001
	N	96	96	96	96	96	96	96	96	96	96
P12	Pearson Correlation	.330**	1	.464**	.305**	.143	.223*	.357**	.152	.190	.544**
	Sig. (2-tailed)	.001		<.001	.003	.163	.029	<.001	.141	.063	<.001
	N	96	96	96	96	96	96	96	96	96	96
P13	Pearson Correlation	.371**	.464**	1	.553**	.304**	.371**	.308**	.302**	.333**	.703**
	Sig. (2-tailed)	<.001	<.001		<.001	.003	<.001	.002	.003	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96
P14	Pearson Correlation	.242*	.305**	.553**	1	.270**	.394**	.272**	.241*	.338**	.623**
	Sig. (2-tailed)	.018	.003	<.001		.008	.003	.007	.018	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96
P15	Pearson Correlation	.231*	.143	.304**	.270**	1	.394**	.327**	.139	.370**	.573**
	Sig. (2-tailed)	.023	.163	.003	.008		<.001	.001	.177	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96
P16	Pearson Correlation	.319**	.223*	.371**	.304**	.394**	1	.427**	.336**	.396**	.681**
	Sig. (2-tailed)	.002	.029	<.001	.003	<.001		<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96
P17	Pearson Correlation	.360**	.357**	.308**	.272**	.327**	.427**	1	.256*	.458**	.670**
	Sig. (2-tailed)	<.001	<.001	.002	.007	.001	<.001		.012	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96
P18	Pearson Correlation	.282**	.152	.302**	.241*	.139	.336**	.256*	1	.358**	.557**
	Sig. (2-tailed)	.005	.141	.003	.018	.177	<.001	.012		<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96

Lampiran 4 Hasil Uji Reabiitas

Reliability Statistics

Cronbach's Alpha	N of Items
.796	9

Reliability Statistics

Cronbach's Alpha	N of Items
.804	9

Reliability Statistics

Cronbach's Alpha	N of Items
.799	9

Lampiran 5 Hasil Uji Statistic

Statistics

		P01	P02	P03	P04	P05	P06	P07	P08	P09
N	Valid	96	96	96	96	96	96	96	96	96
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.78	3.82	3.78	3.89	3.72	3.80	3.69	3.68	3.65
Median		4.00	4.00	4.00	4.00	4.00	Double-click to activate	4.00	4.00	4.00
Mode		4	4	3	4	4		3[a]	3	3
Std. Deviation		.885	.929	.849	.893	.867	.878	.850	.814	.858
Minimum		2	1	2	2	2	2	2	2	2
Maximum		5	5	5	5	5	5	5	5	5

a. Multiple modes exist. The smallest value is shown

Lampiran 6 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			96
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.28135779
Most Extreme Differences	Absolute		.075
	Positive		.075
	Negative		-.047
Test Statistic			.075
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.200
	99% Confidence Interval	Lower Bound	.190
		Upper Bound	.211

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

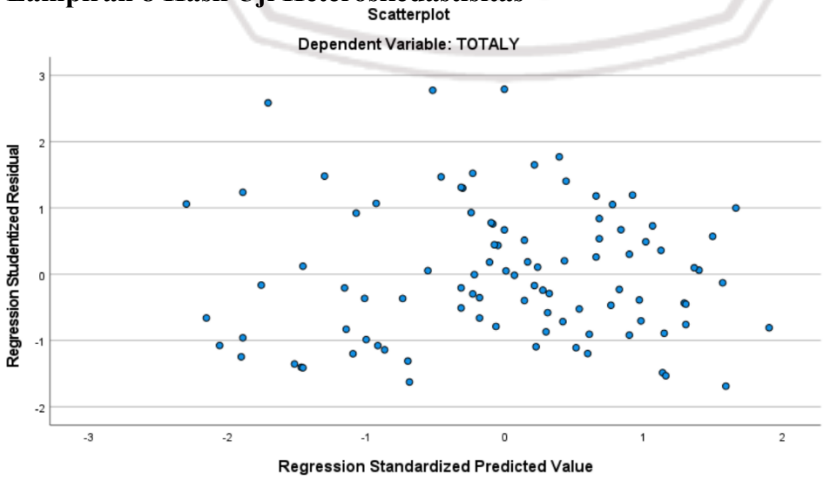
Lampiran 7 Hasil Uji Multikoleniaritas

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.161	2.600		2.755	.007
	TOTALX1	.258	.096	.251	2.696	.008
	TOTALX2	.557	.095	.547	5.880	<.001

a. Dependent Variable: TOTALY

Lampiran 8 Hasil Uji Heteroskedastisitas



Lampiran 9 Hasil Uji Regresi Linear Berganda

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	7.161	2.600		2.755	.007		
	TOTALX1	.258	.096	.251	2.696	.008	.569	1.759
	TOTALX2	.557	.095	.547	5.880	<,001	.569	1.759

a. Dependent Variable: TOTALY

Lampiran 10 Hasil Uji T (Parsial)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.161	2.600		2.755	.007
	TOTALX1	.258	.096	.251	2.696	.008
	TOTALX2	.557	.095	.547	5.880	<,001

a. Dependent Variable: TOTALY

Lampiran 11 Hasil Uji F (Simultan)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1212.345	2	606.173	55.112	<,001[b]
	Residual	1022.894	93	10.999		
	Total	2235.240	95			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX2, TOTALX1

Lampiran 12 Hasil Uji Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736[a]	.542	.533	3.316

a. Predictors: (Constant), TOTALX2, TOTALX1