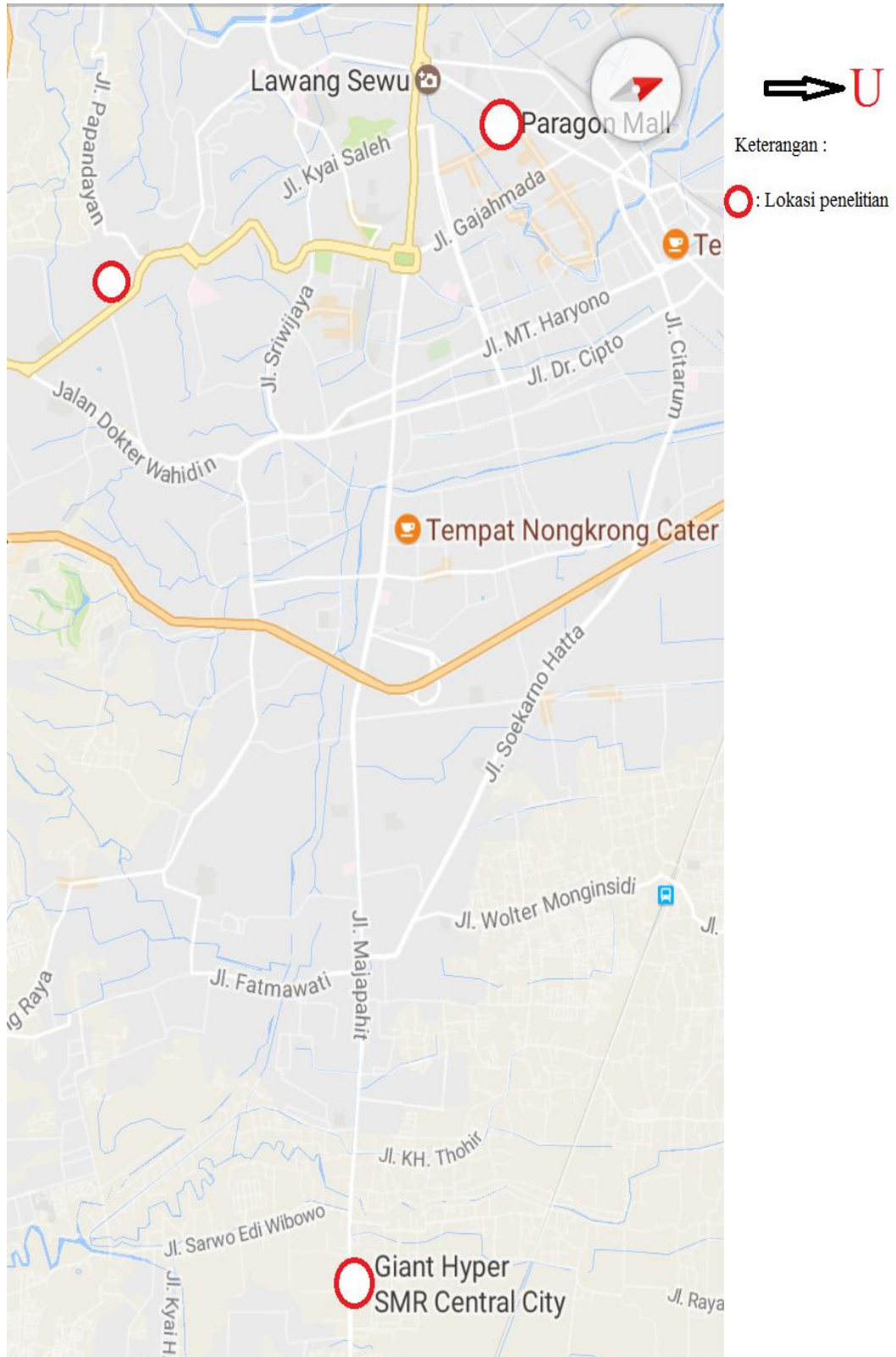


### Lampiran 1. Lokasi Penelitian



## Lampiran 2. Kuesioner Penelitian

### KUISIONER ANALISIS KEPUTUSAN PEMBELIAN KONSUMEN PRODUK YOGHURT CIMORY DI SWALAYAN KAWASAN KECAMATAN BANYUMANIK SEMARANG

Pada pertanyaan dibawah ini, Anda dimohon untuk mengisi pertanyaan-pertanyaan tersebut. Berilah tanda lingkaran (X) pada jawaban yang sesuai dengan pilihan Anda.

Nama : .....

Alamat : .....

Umur : ..... tahun

Pekerjaan : .....

1. Jenis kelamin

1. Laki-laki                      2. Perempuan

2. Pendapatan Anda per bulan

1.  $\leq 1.000.000$                       2.  $\geq 1.000.000$

3. Beli yoghurt di swalayan

1. Pagi hari                      2. Sore hari

4. Merk yoghurt yang dikonsumsi/ dibeli: .....

#### Petunjuk Pengisian

Pada pertanyaan dibawah ini, anda dimohon untuk mengisi pertanyaan-pertanyaan tersebut. Berilah tanda cek ( $\surd$ ) pada jawaban yang sesuai dengan pilihan Anda.

Keterangan :

Jawaban	Skor
Ya	1
Tidak	0

No.	Pertanyaan	Ya	Tidak
<b>Harga</b>			
1.	Harga Yoghurt Cimory yang dijual di swalayan tempat anda berbelanja lebih terjangkau daripada yoghurt merk lain.		
2.	Harga yoghurt cimory lebih murah dibandingkan dengan yoghurt merk lain.		
3.	Harga yoghurt cimory terjangkau untuk semua golongan konsumen dibandingkan dengan yoghurt merk lain.		
<b>Packaging / kemasan</b>			
4.	Saya membeli yoghurt cimory dibandingkan yoghurt merk lain karena kemasannya praktis		
5.	Saya membeli yoghurt cimory dibandingkan dengan yoghurt merk lain karena desaignnya menarik		
6.	Saya membeli yoghurt cimory dibandingkan dengan yoghurt merk lain karena warna kemasannya bervariasi		
<b>Keputusan pembelian</b>			
7.	Saya lebih suka membeli yoghurt cimory dibandingkan dengan yoghurt merk lain karena rasanya yang enak.		
8.	Saya lebih suka membeli yoghurt cimory dibandingkan dengan yoghurt merk lain karena rasa yang ditawarkan lebih banyak/bervariasi.		

9.	Saya lebih suka membeli yoghurt cimory dibandingkan dengan yoghurt merk lain karena harganya lebih terjangkau		
10.	Saya memutuskan membeli yoghurt cimory setelah mengevaluasi produk yoghurt merk lain yang tersedia		
11.	Saya melakukan pembelian yoghurt cimory kembali karena saya puas dengan produk tersebut		

		Correlations															Total responden
		umur	jenis kelamin	pendapatan	waktu pembelian	harga 1	harga 2	harga 3	kemasan 1	kemasan 2	kemasan 3	keputusan pembelian 1	keputusan pembelian 2	keputusan pembelian 3	keputusan pembelian 4	keputusan pembelian 5	
umur	Pearson Correlation	1	.937**	.190	.306	.338	-.286	.278	.332	.220	.309	.203	.262	.221	.239	.265	.492*
	Sig. (2-tailed)		.000	.987	.156	.124	.196	.210	.131	.325	.162	.864	.139	.322	.283	.234	.023
jenis kelamin	Pearson Correlation	.937**	1	.445	.574	.614	.582*	.627	.535	.614	.535	.524	.576	.542*	.558	.581	.492*
	Sig. (2-tailed)	.000		.038	.005	.002	.005	.004	.002	.010	.002	.012	.005	.009	.007	.005	.023
pendapatan	Pearson Correlation	.190	.445	1	.634	.771**	.703*	.750**	.720**	.821**	.770**	.822**	.813**	.816**	.800**	.807	.581
	Sig. (2-tailed)	.987	.038		.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.007	.000
waktu pembelian	Pearson Correlation	.306	.574	.634	1	.785**	.987**	.938**	.886*	.914	.863*	.867**	.884*	.868*	.871*	.859*	.492*
	Sig. (2-tailed)	.156	.005	.002		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.023
harga 1	Pearson Correlation	.338	.614	.771**	.703*	1	.847**	.892**	.880**	.881**	.927**	.928**	.938**	.895**	.925**	.957**	.565**
	Sig. (2-tailed)	.124	.002	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.008
harga 2	Pearson Correlation	.286	.582*	.703*	.987**	.847**	1	.975**	.942**	.959**	.925**	.929**	.942**	.946**	.935**	.937**	.565**
	Sig. (2-tailed)	.196	.005	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.008
harga 3	Pearson Correlation	.278	.585**	.755**	.938**	.892**	.975**	1	.942**	.968**	.962**	.955**	.955**	.979**	.961**	.961**	.602**
	Sig. (2-tailed)	.210	.004	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.004
kemasan 1	Pearson Correlation	.332	.627**	.720**	.895**	.942**	.963**	.942**	1	.941**	.945**	.929**	.950**	.952**	.948**	.950**	.422
	Sig. (2-tailed)	.131	.002	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.057
kemasan 2	Pearson Correlation	.220	.535**	.821**	.914**	.881**	.955**	.958**	.941**	1	.964**	.974**	.972**	.978**	.968**	.959**	.613**
	Sig. (2-tailed)	.325	.010	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.003
kemasan 3	Pearson Correlation	.220	.535**	.821**	.914**	.881**	.955**	.958**	.941**	.964**	1	.968**	.965**	.974**	.968**	.976**	.757**
	Sig. (2-tailed)	.325	.010	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.21
keputusan pembelian 1	Pearson Correlation	.203	.524**	.822**	.867**	.926**	.929**	.955**	.929**	.974**	.968**	1	.979**	.974**	.980**	.980**	.558**
	Sig. (2-tailed)	.364	.012	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.009
keputusan pembelian 2	Pearson Correlation	.262	.576**	.813**	.884**	.938**	.943**	.955**	.950**	.972**	.965**	.979**	1	.955**	.974**	.987**	.724**
	Sig. (2-tailed)	.239	.005	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
keputusan pembelian 3	Pearson Correlation	.221	.542**	.816**	.888**	.895**	.946**	.979**	.952**	.978**	.982**	.974**	.974**	1	.980**	.975**	.564**
	Sig. (2-tailed)	.322	.009	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.008
keputusan pembelian 4	Pearson Correlation	.239	.558**	.818**	.871**	.925**	.935**	.961**	.948**	.968**	.980**	.992**	.990**	.980**	1	.986**	.652**
	Sig. (2-tailed)	.283	.007	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.001
keputusan pembelian 5	Pearson Correlation	.265	.581**	.800**	.859**	.957**	.927**	.961**	.950**	.959**	.979**	.980**	.987**	.975**	.986**	1	.586**
	Sig. (2-tailed)	.234	.005	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.005
Total responden	Pearson Correlation	.492*	.492*	.358	.565**	.566**	.565**	.602*	.422	.613*	.757**	.558**	.724**	.564**	.652**	.586**	1
	Sig. (2-tailed)	.023	.023	.111	.008	.005	.008	.004	.057	.003	.000	.009	.000	.008	.001	.005	.21

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

Lampiran 3. Uji Validitas Kuseioner

## Lampiran 4. Uji Reliabilitas Kuesioner

### Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	21	100.0
	Excluded <sup>a</sup>	0	.0
	Total	21	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.889	16

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Umur	5.59	19.835	.463	.886
Jenis kelamin	5.59	19.835	.463	.886
Pendapatan	5.73	19.386	.608	.880
Waktu pembelian	5.78	19.860	.517	.884
harga 1	5.73	19.386	.608	.880
harga 2	5.78	19.860	.517	.884
harga 3	5.88	19.995	.569	.882
kemasan 1	5.59	20.135	.394	.889
kemasan 2	5.69	19.707	.509	.884
kemasan 3	5.69	19.007	.680	.877
keputusan pembelian 1	5.54	19.642	.508	.884
keputusan pembelian 2	5.50	18.844	.705	.876
keputusan pembelian 3	5.69	19.907	.462	.886
keputusan pembelian 4	5.54	19.242	.602	.880
keputusan pembelian 5	5.73	19.386	.608	.880
total	5.95	20.548	.560	.884

### Lampiran 5. Koding Data Responden

Responden	X1	X2	X3	X4	X5	X6	Y
1	1	1	1	0	0	1	1
2	0	0	0	1	1	0	0
3	1	1	0	0	0	0	1
4	1	0	0	0	0	1	1
5	1	0	1	0	0	1	1
6	0	1	1	0	1	0	1
7	1	0	1	0	1	1	1
8	1	1	1	0	1	0	0
9	1	1	1	0	1	0	1
10	0	0	0	0	1	0	1
11	1	0	1	0	1	0	0
12	1	0	0	1	1	1	1
13	1	1	1	0	1	1	1
14	1	1	1	0	1	0	1
15	1	0	1	0	1	0	1
16	0	0	0	0	0	1	0
17	1	0	0	0	1	1	0
18	1	1	1	0	1	0	1
19	1	0	0	0	1	1	1
20	1	1	0	0	1	1	1
21	1	1	1	0	0	1	0
22	0	1	0	0	0	0	1
23	0	0	0	0	1	0	1
24	1	0	0	0	1	0	0
25	1	0	0	0	0	1	1
26	1	1	0	0	1	0	1
27	1	1	0	1	1	0	1
28	1	0	0	0	1	1	1
29	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0
31	0	0	1	0	1	1	0
32	0	1	0	0	0	1	1
33	0	0	1	0	0	0	0
34	0	0	1	1	1	0	0
35	1	1	0	0	0	1	1
36	0	0	1	1	1	0	0
37	0	0	0	1	0	0	0
38	0	0	1	0	1	0	0
39	1	1	1	1	1	1	1



Responden	X1	X2	X3	X4	X5	X6	Y
40	0	0	0	0	0	0	1
41	1	1	1	0	1	1	1
42	1	1	0	0	0	0	0
43	1	0	1	0	1	0	0
44	1	1	0	1	0	1	1
45	0	0	1	0	1	0	1
46	0	0	1	0	0	1	1
47	1	1	1	0	0	0	1
48	0	1	1	0	1	0	0
49	0	0	0	0	1	0	1
50	0	1	1	1	0	1	1
51	0	0	0	0	1	1	0
52	0	1	1	0	1	0	0
53	0	0	0	0	1	1	1
54	0	0	0	1	0	1	1
55	0	0	0	0	0	0	0
56	0	1	0	0	1	0	1
57	0	0	1	1	0	0	0
58	0	0	1	1	0	0	0
59	1	1	1	1	0	1	1
60	0	0	0	1	1	1	0
61	1	1	0	1	0	1	1
62	0	1	0	0	1	1	1
63	0	1	0	0	1	1	1
64	1	1	0	0	1	1	1
65	0	0	1	0	0	0	0
66	0	0	1	0	0	1	0
67	0	0	1	0	0	0	0
68	0	0	0	0	1	1	1
69	1	1	1	0	1	1	1
70	0	1	1	0	1	0	0
71	0	0	1	0	1	0	0
72	0	1	1	0	1	0	1
73	1	1	0	0	0	1	0
74	0	0	0	0	1	1	0
75	1	1	1	1	1	0	1
76	1	0	0	1	0	0	0
77	0	0	1	0	0	1	0
78	0	1	1	0	1	1	0
79	0	0	0	1	0	1	0
80	1	1	1	0	0	1	0
81	0	0	0	0	0	1	1

Responden	X1	X2	X3	X4	X5	X6	Y
82	0	0	1	0	1	1	0
83	1	0	0	1	0	0	0
84	0	0	1	1	1	0	0
85	0	0	0	0	0	1	0
86	1	1	0	1	0	0	1
87	1	1	1	1	0	1	1
88	0	0	1	0	1	1	0
89	1	1	1	0	1	1	1
90	0	0	0	0	0	1	1
91	1	0	0	0	0	1	1
92	0	1	1	0	1	1	1
93	0	0	1	1	1	0	0
94	1	1	0	0	1	0	1
95	1	1	0	0	1	1	1
96	1	1	0	0	1	0	1
97	1	1	1	0	1	0	1
98	1	0	1	0	0	0	0
99	0	0	1	0	1	0	0
100	0	1	0	1	1	0	1
101	1	0	1	1	1	1	0
102	1	1	1	0	1	0	1
103	0	0	0	0	0	1	0
104	1	0	1	0	1	0	0
105	1	1	1	0	0	1	1
106	1	0	1	0	1	0	0
107	1	1	1	0	1	1	1
108	0	0	1	0	1	1	1
109	1	0	0	0	1	0	0
110	1	0	0	1	0	0	1
111	0	0	0	0	1	1	1
112	1	0	1	0	1	1	0
113	0	0	1	0	1	0	0
114	0	0	1	1	1	0	0
115	1	0	1	0	1	0	0
116	0	1	0	0	0	1	0
117	1	1	0	0	1	1	1
118	1	0	0	1	1	0	0
119	1	1	1	0	1	1	1
120	0	1	1	0	0	1	0
121	1	0	1	0	0	1	1
122	1	0	1	0	0	1	0

**Keterangan :**

X1 : Harga

X2 : Kemasan

X3 : Waktu pembelian

X4 : Umur

X5 : Jenis kelamin

X6 : Pendapatan

Y : Keputusan pembelian

## Lampiran 6. Analisis Crosstab

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
umur * keputusan pembelian	122	100.0%	0	.0%	122	100.0%

#### umur \* keputusan pembelian Crosstabulation

Count				
		keputusan pembelian		Total
		tidak membeli	ya membeli	
umur	20-30	30	37	67
	31-40	11	14	25
	41-50	10	7	17
	51-60	6	7	13
Total		57	65	122

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.178 <sup>a</sup>	3	.758
Likelihood Ratio	1.178	3	.758
Linear-by-Linear Association	.313	1	.576
N of Valid Cases	122		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6,07.

[DataSet0]

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pendapatan * harga	122	100.0%	0	.0%	122	100.0%

## pendapatan \* harga Crosstabulation

Count		Harga		Total
		mahal	tidak mahal	
pendapatan >1.000.000		32	28	60
<1.000.000		28	34	62
Total		60	62	122

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.815 <sup>a</sup>	1	.367
Continuity Correction <sup>b</sup>	.521	1	.471
Likelihood Ratio	.816	1	.366
Fisher's Exact Test			
Linear-by-Linear Association	.808	1	.369
N of Valid Cases <sup>b</sup>	122		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29,51.

b. Computed only for a 2x2 table

[DataSet0]

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pendapatan * keputusan pembelian	122	100.0%	0	.0%	122	100.0%

**pendapatan \* keputusan pembelian Crosstabulation**

Count				
		keputusan pembelian		
		tidak membeli	ya membeli	Total
Pendapatan	>1.000.000	35	25	60
	<1.000.000	22	40	62
Total		57	65	122

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.395 <sup>a</sup>	1	.011
Continuity Correction <sup>b</sup>	5.510	1	.019
Likelihood Ratio	6.451	1	.011
Fisher's Exact Test			
Linear-by-Linear Association	6.343	1	.012
N of Valid Cases <sup>b</sup>	122		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 28,03.

b. Computed only for a 2x2 table



## Lampiran 7. Hasil Output Analisis Regresi Logistik

### Logistic Regression

#### Case Processing Summary

Unweighted Cases <sup>a</sup>		N	Percent
Selected Cases	Included in Analysis	122	100.0
	Missing Cases	0	.0
	Total	122	100.0
Unselected Cases		0	.0
Total		122	100.0

a. If weight is in effect, see classification table for the total number of cases.

#### Dependent Variable Encoding

Original Value	Internal Value
tidak membeli	0
ya membeli	1

## Block 0: Beginning Block

Iteration History<sup>a,b,c</sup>

Iteration		-2 Log likelihood	Coefficients
			Constant
Step 0	1	168.603	.131
	2	168.603	.131

a. Constant is included in the model.

b. Initial -2 Log Likelihood: 168,603

c. Estimation terminated at iteration number 2 because parameter estimates changed by less than ,001.

Classification Table<sup>a,b</sup>

Observed		Predicted		
		keputusan pembelian		Percentage Correct
		tidak membeli	ya membeli	
Step 0 keputusan pembelian	tidak membeli	0	57	.0
	ya membeli	0	65	100.0
Overall Percentage				53.3

a. Constant is included in the model.

b. The cut value is ,500

## Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	.131	.181	.524	1	.469	1.140

## Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	x1	10.594	1	.001
		x2	23.800	1	.000
		x3	4.195	1	.041
		x4	.685	1	.408
		x5	.608	1	.436
		x6	6.395	1	.011
	Overall Statistics		37.590	6	.000

**Block 1: Method = Enter****Iteration History<sup>a,b,c,d</sup>**

Iteration	-2 Log likelihood	Coefficients						
		Constant	x1	x2	x3	x4	x5	x6
Step 1 1	127.715	-.969	.648	1.547	-.890	-.129	.433	.701
2	125.623	-1.202	.860	1.918	-1.230	-.219	.605	.934
3	125.577	-1.242	.900	1.982	-1.294	-.241	.636	.975
4	125.577	-1.243	.901	1.983	-1.296	-.242	.637	.976
5	125.577	-1.243	.901	1.983	-1.296	-.242	.637	.976

a. Method: Enter

b. Constant is included in the model.

c. Initial -2 Log Likelihood: 168,603

d. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

**Omnibus Tests of Model Coefficients**

		Chi-square	df	Sig.
Step 1	Step	43.026	6	.000
	Block	43.026	6	.000
	Model	43.026	6	.000

**Model Summary**

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	125.577 <sup>a</sup>	.297	.397

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

**Hosmer and Lemeshow Test**

Step	Chi-square	Df	Sig.
1	8.745	8	.364

Contingency Table for Hosmer and Lemeshow Test

	keputusan pembelian = tidak membeli		keputusan pembelian = ya membeli		Total
	Observed	Expected	Observed	Expected	
Step 1 1	10	9.139	0	.861	10
2	11	11.588	3	2.412	14
3	9	7.953	2	3.047	11
4	5	7.662	7	4.338	12
5	8	6.730	5	6.270	13
6	6	4.631	5	6.369	11
7	1	3.584	11	8.416	12
8	4	2.766	8	9.234	12
9	2	1.923	11	11.077	13
10	1	1.023	13	12.977	14

Classification Table<sup>a</sup>

Observed		Predicted		
		keputusan pembelian		Percentage Correct
		tidak membeli	ya membeli	
Step 1 keputusan pembelian	tidak membeli	39	18	68.4
	ya membeli	15	50	76.9
Overall Percentage				73.0

a. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup> x1	.901	.450	4.006	1	.045	2.461
x2	1.983	.481	17.009	1	.000	7.268
x3	-1.296	.478	7.333	1	.007	.274
x4	-.242	.540	.201	1	.654	.785
x5	.637	.473	1.809	1	.179	1.890
x6	.976	.456	4.587	1	.032	2.655
Constant	-1.243	.574	4.685	1	.030	.288

a. Variable(s) entered on step 1: x1, x2, x3, x4, x5, x6.

### Lampiran 8. Perhitungan Estimasi Parameter Regresi Logistik 1

$$P = \frac{e^{1,243 + 0,901X_1 + 1,983X_2 - 1,296X_3 - 0,242X_4 + 0,637X_5 + 0,976X_6}}{1 + e^{1,243 + 0,901X_1 + 1,983X_2 - 1,296X_3 - 0,242X_4 + 0,637X_5 + 0,976X_6}}$$

$$P = \frac{2,178^{1,243 + 0,901(1) + 1,983(0) - 1,296(0) - 0,242(1) + 0,637(1) + 0,976(1)}}{1 + 2,178^{1,243 + 0,901(1) + 1,983(0) - 1,296(0) - 0,242(1) + 0,637(1) + 0,976(1)}}$$

$$P = \frac{2,178^{1,243 + 0,901 + 0 - 0 - 0,242 + 0,637 + 0,976}}{1 + 2,178^{1,243 + 0,901 + 0 - 0 - 0,242 + 0,637 + 0,976}}$$

$$P = \frac{2,178^{1,029}}{1 + 2,178^{1,029}}$$

$$P = \frac{2,797}{3,797}$$

$$P = 0,736$$



### Lampiran 9. Perhitungan Estimasi Parameter Regresi Logistik 2

$$P = \frac{e^{1,243 + 0,901X_1 + 1,983X_2 - 1,296X_3 - 0,242X_4 + 0,637X_5 + 0,976X_6}}{1 + e^{1,243 + 0,901X_1 + 1,983X_2 - 1,296X_3 - 0,242X_4 + 0,637X_5 + 0,976X_6}}$$

$$P = \frac{2,178^{1,243 + 0,901(0) + 1,983(1) - 1,296(0) - 0,242(0) + 0,637(0) + 0,976(0)}}{1 + 2,178^{1,243 + 0,901(0) + 1,983(1) - 1,296(0) - 0,242(0) + 0,637(0) + 0,976(0)}}$$

$$P = \frac{2,178^{1,243 + 0 + 1,983 - 0 - 0 + 0 + 0}}{1 + 2,178^{1,243 + 0 + 1,983 - 0 - 0 + 0 + 0}}$$

$$P = \frac{2,178^{0,74}}{1 + 2,178^{0,74}}$$

$$P = \frac{2,095}{3,095}$$

$$P = 0,676$$

### Lampiran 10. Perhitungan Estimasi Parameter Regresi Logistik 3

$$P = \frac{e^{1,243 + 0,901X_1 + 1,983X_2 - 1,296X_3 - 0,242X_4 + 0,637X_5 + 0,976X_6}}{1 + e^{1,243 + 0,901X_1 + 1,983X_2 - 1,296X_3 - 0,242X_4 + 0,637X_5 + 0,976X_6}}$$

$$P = \frac{2,178^{1,243 + 0,901(1) + 1,983(1) - 1,296(0) - 0,242(0) + 0,637(1) + 0,976(0)}}{1 + 2,178^{1,243 + 0,901(1) + 1,983(1) - 1,296(0) - 0,242(0) + 0,637(1) + 0,976(0)}}$$

$$P = \frac{2,178^{1,243 + 0,901 + 1,983 - 0 - 0 + 0,637 + 0}}{1 + 2,178^{1,243 + 0,901 + 1,983 - 0 - 0 + 0,637 + 0}}$$

$$P = \frac{2,178^{2,278}}{1 + 2,178^{2,278}}$$

$$P = \frac{9,754}{10,754}$$

$$P = 0,907$$

## RIWAYAT HIDUP



Penulis bernama Lengkap Agnes Christhina Sitorus dengan panggilan Agnes, lahir di Medan pada tanggal 5 Mei 1995 dari pasangan Bapak Hotland Sitorus, S.E. dan Ibu Ir. Bintang Leonora Panggabean. Penulis merupakan anak kedua dari tiga bersaudara. Penulis bertempat tinggal di jalan Aribawana Utama Komplek Bali

Indah no 14 Tanjung Gusta, Medan. Jenjang pendidikan yang pernah ditempuh oleh penulis yaitu dimulai dari SD Santo Thomas 1 Medan lulus pada Tahun 2007 kemudian melanjutkan ke SMP Santo Thomas 4 Medan lulus pada Tahun 2010 setelah itu melanjutkan ke SMA Santo Thomas 1 Medan lulus pada Tahun 2013 dan sejak Tahun 2013 hingga saat ini penulis berkuliah di Universitas Diponegoro Fakultas Peternakan dan Pertanian dengan Program Studi S1 Agribisnis. Penulis pernah melaksanakan Praktek Kerja Lapangan di PT. Perkebunan Nusantara III (Persero) PKS Sei Mangkei Medan, Sumatera Utara dengan judul Saluran Distribusi dan Margin Pemasaran Minyak Kelapa Sawit di PT. Perkebunan Nusantara III (PERSERO) PKS Sei Mangkei Medan, Sumatra Utara.