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


Lampiran 1

Berita Acara Bimbingan Skripsi

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswi : Firda Eka Maudina
2. NIM : 171500241
3. Program Studi : Manajemen
4. Tanggal mengajukan skripsi : 11 Oktober 2020
5. Judul Skripsi : Pengaruh Kualitas Produk,
Promosi, Lokasi, Dan *Word Of Mouth*
Terhadap Keputusan Pembelian
Mie Kober Sidoarjo
6. Dosen Pembimbing : Ch. Menek Srihandayani,
Dra.,S.E.,M.M
7. Konsultasi : 11 Oktober 2020 - 17 Januari
2022

No	Tanggal	Paraf Pembimbing	Uraian / Kegiatan
1	11 - 11 - 2020		Judul dan matriks di revisi
2	18 - 11 - 2020		Judul ACC dan matriks revisi
3	23 - 11 - 2020		Matriks ACC, Lanjut bab 1
4	15 - 02 - 2021		Bab 1 revisi , Lanjut bab 2
5	06 - 03 - 2021		Bab 1 ACC, Bab revisi
6	21 - 03 - 2021		Bab 2 ACC, Lanjut bab 3
7	28 - 03 - 2021		Bab 3 Revisi
8	30 - 03 - 2021		ACC bab 1,2,3
9	05 - 11 - 2021		Skripsi dikoreksi, Artikel dicek lagi
10	10 - 11 - 2021		ACC Skripsi , Artikel Revisi

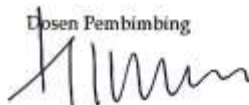
11	09 - 01 - 2022		ACC Artikel, ACC Skripsi
12	14 - 01 - 2022		ACC Artikel, Cek Plagiasi
13	17 - 01 - 2022		Acc untuk ujian

8. Tanggal selesai : 17 Januari 2022

9. Telah diuji dengan nilai :

Surabaya, 17 Januari 2022

Dosen Pembimbing



Ch. Menek Srihandayani, Dra., S.E., M.M.

NPP : 195808081982032001

Lampiran 2

Format Revisi Skripsi


UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI dan BISNIS

 Kampus : Jl. DukuhMenanggal XII/4 , Telp- Fax. 031-8281183 Surabaya. 60234
 Website : <http://www.unpasby.ac.id>
BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : Firda Eka Maudina

NIM/Program Studi : 171000291 / Manajemen

Judul Skripsi : Pengaruh Kualitas Produk, Promosi, Lokasi, dan
Word Of Mouth Terhadap keputusan Pembelian
Mie Kober Sidoarjo

Tanggal Ujian Skripsi : 22 Januari 2022

Penguji : 1. Drs. H. Teguh Purwanto, M.M.
 2. Ay. Prasetyo, S.EI, M.SA

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	21 - 02 - 2020	Judul variabel	
2		Indikator	
3		Macam - Macam Promosi	
4			
5			
6			
7			
8			

 Surabaya, _____
 Penguji II, _____



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FAKULTAS EKONOMI dan BISNIS

Kampus : Jl. DukuhMenanggal XII/A , Telp- Fax. 031-8281183 Surabaya 60234
Website : <http://www.unpasby.ac.id>

BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : Finda Eka Maudina
 NDM/Program Studi : 171500241 / Manajemen
 Judul Skripsi : Pengaruh kualitas Produk , Promosi , lokasi , dan
Word Of Mouth Terhadap keputusan Pembelian
Mie Kober Sidoarjo.
 Tanggal Ujian Skripsi : 22 Januari 2022
 Penguji : 1. Drs. H. Teguh Purusanto , M.M.
 2. Aji Prasetyo , S.EI, M. SA

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	26-02-2022	asil narasumber	
2		instruktur lapangan	
3			
4			
5			
6			
7			
8			

Penguji I,

Surabaya,
Penguji II,

Aji prasetyo

Lampiran 3

Surat Izin Penelitian



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. Dukuh Menanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234
 Website : <http://www.fe.unipgsby.ac.id>

Nomor : 2101/02/01/FEB/11/2021
 Lampiran : -
 Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:
 Bapak/Ibu Pimpinan
 MIE KOBER SIDOARJO
 Jl. Raya Posti No. 8, Wismasarinadi, Magersari, Sidoarjo
 di-
 Sidoarjo

Sesuai Kurikulum Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya, maka mahasiswa wajib menulis Skripsi/Tugas Akhir dalam bentuk Laporan Penelitian dan Artikel Ilmiah. Berkaitan dengan hal tersebut mohon perkenan Bapak/Ibu untuk memberikan ijin penelitian kepada mahasiswa kami yang tersebut dibawah ini :

Nama : Firda Eka Masudina
 NIM : 171500241
 Prodi : Manajemen
 Judul Skripsi : Pengaruh Kualitas Produk, Promosi, Lokasi dan *Word Of Mouth* Terhadap Keputusan Pembelian Mie Kober Sidoarjo

Demikian atas perkenan serta kebijaksanaan Bapak/Ibu kami sampaikan terima kasih.

Sidarbaya, 23 Ferbuari 2021

 Dekan
 Drs. Tegeh Purwanto, M.M.
 NIP. 19601222 199003 1001

Lampiran 4

Surat Balasan Izin Penelitian



MIE KOBER SIDOARJO
Jl. Raya Ponti No.8, Wismasarinadi, Magersari
Jawa Timur 61254

Sidoarjo, 25 Februari 2021

Nomor : 122/Umsun/28/0425
Lampiran : -
Perihal : Surat Balasan Ijin Kuliah Kerja Penelitian

Yang Terhormat,
Universitas PGRI Adi Buana Surabaya
Fakultas Ekonomi Dan Bisnis
Di Tempat

Menunjuk surat saudara perihal ijin kuliah kerja penelitian di Mie Kober Sidoarjo .

Kepada Mahasiswa :

Nama : Firda Eka Masudina
NIM : 171500241
Prodi : Manajemen

Telah kami setuju untuk mengadakan penelitian di Mie Kober Sidoarjo dengan judul :
" PENGARUH KUALITAS PRODUK, PROMOSI, LOKASI DAN *WORD OF MOUTH*
TERHADAP KEPUTUSAN PEMBELIAN MIE KOBER SIDOARJO "

Demikian pemberitahuan ini kami sampaikan. Atas perhatian dan kerja sama bapak/ibu kami
ucapkan terimakasih.

Owner Mie Kober

Muhammad Sahih

Lampiran 5

Lembar Kuisisioner

“ PENGARUH KUALITAS PRODUK, PROMOSI, LOKASI DAN
WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN MIE
KOBAR SIDOARJO “

Kepada responden terhormat,

Saya memohon kesediaan anda untuk meluangkan waktu sejenak guna mengisi lembar kuisisioner ini. Saya harap anda menjawab dengan leluasa tanpa ada rasa khawatir karena hasil penelitian ini murni hanya untuk kepentingan kuliah saya. Mohon seluruh kuisisioner diisi dengan lengkap sesuai dengan pendapat pribadi. Sesuai dengan kode etik penelitian, saya menjamin kerahasiaan semua data. Kesediaan anda mengisi lembar kuisisioner ini adalah bantuan yang tak ternilai bagi saya. Akhirnya, saya sampaikan terimakasih atas kerjasamanya.

I. IDENTITAS RESPONDEN

a) Nama :

b) Jenis Kelamin :

Laki-Laki Perempuan

c) Umur anda saat ini ?

15-20 tahun 25-30 tahun

21-25 tahun > 30 tahun

II. PETUNJUK PENGISIAN

- a) Kepada bapak/Ibu/ Saudara/I diharapkan untuk menjawab seluruh pertanyaan dengan jujur dan sebenarnya.
- b) Berilah tanda *checklist* (\checkmark) pada salah satu kolom jawaban yang sesuai dengan keadaan yang sebenarnya.
- c) Ada 5 (lima) pilihan jawaban, antara lain :

No	Jawaban	Skor
1	Sangat Setuju (SS)	5
2	Setuju (S)	4
3	Ragu-Ragu (RR)	3
4	Tidak Setuju (TS)	2
5	Sangat Tidak Setuju (STS)	1

No	Indikator dan Pertanyaan	Kategori Penelitian				
		SS	S	RR	TS	STS
Kinerja (Performance)						
1	Rasa Mie yang enak					
2	Banyak macam makanan yang disediakan					
3	tekstur mie yang enak					
Kesesuaian (Conformance)						
4	Daya tahan mie yang dapat tahan lama					
5	Aroma mie yang masih tahan lama					
6	Rasa mie yang tidak berubah					
Kemampuan Pelayanan						
7	Mie Kober sebagai andalan bagi konsumen ketika mencari makanan pedas					
8	Mie Kober sebagai andalan bagi konsumen ketika mencari Mie yang enak					
9	Mie Kober sebagai andalan bagi konsumen untuk mencari mie yang murah					
Keragaman Produk						

10	Mie Kober mempunyai beberapa varian Mie dari yang pedas sampai yang tidak pedas					
11	Mie Kober tidak hanya menjual mie saja tetapi mereka juga menjual beberapa macam dimsum					
12	Mie Kober juga menjual minuman yang kekinian					
Frekuensi promosi						
13	Mie kober melakukan promosi melalui media sosial					
14	Adanya potongan harga dari harga normal					
15	Promo dapat dibeli secara online melalui app Go-Food, Grabfood, dll					
Kualitas promosi						
16	Memutuskan membeli mie kober setelah adanya promo hemat					
17	Mempromosikan mie kober kepada orang lain atau orang terdekat					
18	Bersedia mempromosikan mie kober melalui media sosial					
Waktu promosi						

16	Lamanya promosi sesuai dengan keinginan konsumen					
17	Promo tersedia di semua outlet mie kober					
18	Promo dapat dibeli secara dine-in atau takeaway					
Kuantitas promosi						
19	Promosi pada Mie Kober sesuai dengan waktu yang diberikan					
20	Promosi pada Mie Kober sesuai dengan keinginan konsumen					
21	Promosi pada Mie Kober sesuai dengan produk yang diinginkan konsumen					
Ketepatan atau Kesesuaian sasaran promosi						
22	Konsumen membeli Mie Kober karena adanya promo hemat					
23	Konsumen membeli Mie Kober karena melihat adanya promosi yang dilakukan melalui media sosial					
24	Konsumen membeli Mie Kober karena rasa penasaran akan cita rasa yang ditampilkan melalui media sosial					
Akses						

25	Tempat parkir yang luas					
26	Dapat digunakan oleh roda empat ataupun roda dua					
27	Fasilitas parkir yang ada di mie kober memadai					
Visibilitas						
28	Lokasi yang dapat dilihat dari jarak dekat					
29	Dapat ditemukan dengan mudah					
30	Tempat atau area luas					
Lingkungan						
31	Tersedia fasilitas tempat parkir yang luas					
32	Tersedia kamar mandi yang bersih					
33	Tersedia tempat duduk yang cukup banyak					
Frekuensi Pembelian						
37	Mencari informasi dari orang lain					
38	Mencari informasi yang valid					
39	Tidak mendapatkan kendala dalam mencari informasi					
Pilihan Produk						

40	Tertarik membeli dalam memenuhi keinginan					
41	Mie kober lebih menarik perhatian					
42	Adanya dorongan untuk mencoba mie kober					
Jumlah Pembelian						
43	Mendapatkan rekomendasi dari orang terdekat atau saudara					
44	Bersedia merekomendasikan mie kober kepada orang lain					
45	Adanya keinginan untuk membeli setelah mendapat rekomendasi dari saudara atau orang terdekat					

Lampiran 6

Rekapitulasi Total Skor Jawaban Responden

Resp_	Total X1	Total X2	Total X3	Total Y
Resp_1	48	62	49	48
Resp_2	48	62	49	48
Resp_3	52	69	52	54
Resp_4	54	68	57	51
Resp_5	49	60	48	48
Resp_6	14	16	15	12
Resp_7	20	26	25	24
Resp_8	38	48	40	23
Resp_9	52	60	46	48
Resp_10	26	30	21	25
Resp_11	23	30	25	24
Resp_12	53	62	46	48
Resp_13	22	26	20	25
Resp_14	28	34	25	27
Resp_15	25	42	26	27
Resp_16	50	60	49	48
Resp_17	45	57	49	48
Resp_18	48	60	48	49
Resp_19	47	56	47	46
Resp_20	57	63	60	49
Resp_21	16	20	17	15
Resp_22	14	17	15	15
Resp_23	47	55	49	50
Resp_24	14	24	12	14
Resp_25	19	23	31	28
Resp_26	27	36	26	28

Resp_27	17	19	15	12
Resp_28	48	48	48	26
Resp_29	52	57	47	47
Resp_30	52	64	44	49
Resp_31	25	35	26	26
Resp_32	26	31	31	25
Resp_33	15	32	36	24
Resp_34	35	39	33	28
Resp_35	37	39	33	34
Resp_36	28	32	25	28
Resp_37	27	43	33	28
Resp_38	20	26	12	12
Resp_39	59	64	52	42
Resp_40	19	19	21	19
Resp_41	12	16	12	12
Resp_42	52	66	56	58
Resp_43	24	30	24	24
Resp_44	12	15	12	12
Resp_45	12	23	13	17
Resp_46	19	30	26	22
Resp_47	15	18	14	14
Resp_48	25	30	24	23
Resp_49	16	22	15	16
Resp_50	13	20	14	15
Resp_51	12	16	16	15
Resp_52	24	30	24	24
Resp_53	14	16	13	18
Resp_54	24	30	24	24
Resp_55	36	45	36	36
Resp_56	26	32	26	24

Resp_57	55	71	60	60
Resp_58	15	26	21	19
Resp_59	39	54	52	45
Resp_60	20	30	26	21
Resp_61	53	50	50	48
Resp_62	25	30	24	25
Resp_63	26	30	24	24
Resp_64	24	30	24	24
Resp_65	37	39	24	33
Resp_66	24	30	24	24
Resp_67	20	23	26	19
Resp_68	48	62	49	48
Resp_69	27	37	17	27
Resp_70	21	32	26	25
Resp_71	42	59	42	44
Resp_72	24	19	31	18
Resp_73	24	30	24	24
Resp_74	24	30	24	24
Resp_75	20	31	24	26
Resp_76	14	22	18	18
Resp_77	24	30	24	24
Resp_78	27	35	26	26
Resp_79	16	20	17	15
Resp_80	18	28	32	25
Resp_81	35	50	49	46
Resp_82	48	60	48	48
Resp_83	24	30	24	24
Resp_84	24	30	24	24
Resp_85	27	30	24	24
Resp_86	24	30	24	24

Resp_87	24	30	24	24
Resp_88	24	30	24	24
Resp_89	24	30	24	24
Resp_90	24	30	24	24
Resp_91	24	30	24	24
Resp_92	24	30	24	24
Resp_93	24	30	24	24
Resp_94	24	30	24	24
Resp_95	26	30	24	24
Resp_96	19	19	15	23
Resp_97	19	21	15	21
Resp_98	24	30	24	24
Resp_99	24	30	24	24
Resp_100	24	30	24	24
Resp_101	48	62	49	49
Resp_102	20	23	29	19
Resp_103	24	30	24	24
Resp_104	53	50	50	48
Resp_105	20	30	26	21

Lampiran 7

Output SPSS Data

1. Distribusi Frekuensi Responden

JENIS KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - laki	70	32,7	32,7	32,7
	Perempuan	35	67,3	67,3	100,0
	Total	105	100,0	100,0	

UMUR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 20	23	20,8	20,8	20,8
	21 - 25	70	69,3	69,3	69,3
	26 - 30	12	9,9	9,9	100,0
	Total	105	100,0	100,0	

JENIS PEKERJAAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar / Mahasiswa	77	77,2	77,2	77,2
	Wiraswasta	10	9,9	9,9	9,9
	Wirausaha	6	5,9	5,9	5,9
	PNS	5	5	5	5
	Ibu Rumah Tangga	2	2	2	100,0

JENIS PEKERJAAN

		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar / Mahasiswa	77	77,2	77,2	77,2
	Wiraswasta	10	9,9	9,9	9,9
	Wirausaha	6	5,9	5,9	5,9
	PNS	5	5	5	5
	Total	105	100.0	100.0	

2. Frekuensi Variabel Kualitas Produk (X1)**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	20	20,0	20,0	20,0
	2,00	49	49,0	49,0	69,0
	3,00	8	8,0	8,0	77,0
	4,00	13	13,0	13,0	90,0
	5,00	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	22	22,0	22,0	22,0
	2,00	43	43,0	43,0	65,0
	3,00	11	11,0	11,0	76,0
	4,00	11	11,0	11,0	87,0
	5,00	13	13,0	13,0	100,0
Total		100	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	16	16,0	16,0	16,0
	2,00	53	53,0	53,0	69,0
	3,00	10	10,0	10,0	79,0
	4,00	14	14,0	14,0	93,0
	5,00	7	7,0	7,0	100,0
Total		100	100,0	100,0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	17	17,0	17,0	17,0
	2,00	40	40,0	40,0	57,0
	3,00	21	21,0	21,0	78,0
	4,00	15	15,0	15,0	93,0
	5,00	7	7,0	7,0	100,0
Total		100	100,0	100,0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	11	11,0	11,0	11,0
	2,00	38	38,0	38,0	49,0
	3,00	37	37,0	37,0	86,0
	4,00	10	10,0	10,0	96,0
	5,00	4	4,0	4,0	100,0
Total		100	100,0	100,0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	16	16,0	16,0	16,0
	2,00	49	49,0	49,0	65,0
	3,00	17	17,0	17,0	82,0
	4,00	12	12,0	12,0	94,0
	5,00	6	6,0	6,0	100,0
Total		100	100,0	100,0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	31	31,0	31,0	31,0
	2,00	40	40,0	40,0	71,0
	3,00	5	5,0	5,0	76,0
	4,00	16	16,0	16,0	92,0
	5,00	8	8,0	8,0	100,0
Total		100	100,0	100,0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	28	28,0	28,0	28,0
	2,00	41	41,0	41,0	69,0
	3,00	8	8,0	8,0	77,0
	4,00	17	17,0	17,0	94,0
	5,00	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	31	31,0	31,0	31,0
	2,00	39	39,0	39,0	70,0
	3,00	6	6,0	6,0	76,0
	4,00	16	16,0	16,0	92,0
	5,00	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	29	29,0	29,0	29,0
	2,00	39	39,0	39,0	68,0
	3,00	6	6,0	6,0	74,0
	4,00	13	13,0	13,0	87,0
	5,00	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

X1.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	26	26,0	26,0	26,0
	2,00	44	44,0	44,0	70,0
	3,00	6	6,0	6,0	76,0
	4,00	14	14,0	14,0	90,0
	5,00	10	10,0	10,0	100,0
Total		100	100,0	100,0	

X1.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	22	22,0	22,0	22,0
	2,00	49	49,0	49,0	71,0
	3,00	5	5,0	5,0	76,0
	4,00	12	12,0	12,0	88,0
	5,00	12	12,0	12,0	100,0
Total		100	100,0	100,0	

3. Frekuensi Variabel Promosi (X2)

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	20	20,0	20,0	20,0
	2,00	48	48,0	48,0	68,0
	3,00	7	7,0	7,0	75,0
	4,00	14	14,0	14,0	89,0
	5,00	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	21	21,0	21,0	21,0
	2,00	50	50,0	50,0	71,0
	3,00	5	5,0	5,0	76,0
	4,00	13	13,0	13,0	89,0
	5,00	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	24	24,0	24,0	24,0
	2,00	40	40,0	40,0	64,0
	3,00	13	13,0	13,0	77,0
	4,00	15	15,0	15,0	92,0
	5,00	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	22	22,0	22,0	22,0
	2,00	44	44,0	44,0	66,0
	3,00	9	9,0	9,0	75,0
	4,00	15	15,0	15,0	90,0
	5,00	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	19	19,0	19,0	19,0
	2,00	48	48,0	48,0	67,0
	3,00	11	11,0	11,0	78,0
	4,00	13	13,0	13,0	91,0
	5,00	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	15	15,0	15,0	15,0
	2,00	40	40,0	40,0	55,0
	3,00	24	24,0	24,0	79,0
	4,00	15	15,0	15,0	94,0
	5,00	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	16	16,0	16,0	16,0
	2,00	46	46,0	46,0	62,0
	3,00	22	22,0	22,0	84,0
	4,00	10	10,0	10,0	94,0
	5,00	6	6,0	6,0	100,0
Total		100	100,0	100,0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	15	15,0	15,0	15,0
	2,00	50	50,0	50,0	65,0
	3,00	13	13,0	13,0	78,0
	4,00	15	15,0	15,0	93,0
	5,00	7	7,0	7,0	100,0
Total		100	100,0	100,0	

X2.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	25	25,0	25,0	25,0
	2,00	48	48,0	48,0	73,0
	3,00	9	9,0	9,0	82,0
	4,00	14	14,0	14,0	96,0
	5,00	4	4,0	4,0	100,0
Total		100	100,0	100,0	

X2.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	19	19,0	19,0	19,0
	2,00	46	46,0	46,0	65,0
	3,00	12	12,0	12,0	77,0
	4,00	20	20,0	20,0	97,0
	5,00	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

X2.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	20	20,0	20,0	20,0
	2,00	48	48,0	48,0	68,0
	3,00	11	11,0	11,0	79,0
	4,00	17	17,0	17,0	96,0
	5,00	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

X2.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	21	21,0	21,0	21,0
	2,00	45	45,0	45,0	66,0
	3,00	14	14,0	14,0	80,0
	4,00	16	16,0	16,0	96,0
	5,00	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

X2.13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	18	18,0	18,0	18,0
	2,00	47	47,0	47,0	65,0
	3,00	15	15,0	15,0	80,0
	4,00	15	15,0	15,0	95,0
	5,00	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

X2.14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	23	23,0	23,0	23,0
	2,00	44	44,0	44,0	67,0
	3,00	11	11,0	11,0	78,0
	4,00	17	17,0	17,0	95,0
	5,00	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

X2.15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	24	24,0	24,0	24,0
	2,00	46	46,0	46,0	70,0
	3,00	6	6,0	6,0	76,0
	4,00	18	18,0	18,0	94,0
	5,00	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

4. Frekuensi Variabel Lokasi (X3)

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	21	21,0	21,0	21,0
	2,00	46	46,0	46,0	67,0
	3,00	10	10,0	10,0	77,0
	4,00	17	17,0	17,0	94,0
	5,00	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	20	20,0	20,0	20,0
	2,00	45	45,0	45,0	65,0
	3,00	11	11,0	11,0	76,0
	4,00	16	16,0	16,0	92,0
	5,00	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	14	14,0	14,0	14,0
	2,00	53	53,0	53,0	67,0
	3,00	14	14,0	14,0	81,0
	4,00	16	16,0	16,0	97,0
	5,00	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	20	20,0	20,0	20,0
	2,00	46	46,0	46,0	66,0
	3,00	9	9,0	9,0	75,0
	4,00	14	14,0	14,0	89,0
	5,00	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	15	15,0	15,0	15,0
	2,00	50	50,0	50,0	65,0
	3,00	9	9,0	9,0	74,0
	4,00	20	20,0	20,0	94,0
	5,00	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	21	21,0	21,0	21,0
	2,00	44	44,0	44,0	65,0
	3,00	11	11,0	11,0	76,0
	4,00	14	14,0	14,0	90,0
	5,00	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	19	19,0	19,0	19,0
	2,00	44	44,0	44,0	63,0
	3,00	12	12,0	12,0	75,0
	4,00	16	16,0	16,0	91,0
	5,00	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	19	19,0	19,0	19,0
	2,00	49	49,0	49,0	68,0
	3,00	9	9,0	9,0	77,0
	4,00	16	16,0	16,0	93,0
	5,00	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

X3.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	17	17,0	17,0	17,0
	2,00	45	45,0	45,0	62,0
	3,00	12	12,0	12,0	74,0
	4,00	21	21,0	21,0	95,0
	5,00	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

4 Frekuensi Variabel Keputusan Pembelian (Y)

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	18	18,0	18,0	18,0
	2,00	50	50,0	50,0	68,0
	3,00	7	7,0	7,0	75,0
	4,00	16	16,0	16,0	91,0
	5,00	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	17	17,0	17,0	17,0
	2,00	53	53,0	53,0	70,0
	3,00	7	7,0	7,0	77,0
	4,00	17	17,0	17,0	94,0
	5,00	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	18	18,0	18,0	18,0
	2,00	52	52,0	52,0	70,0
	3,00	10	10,0	10,0	80,0
	4,00	15	15,0	15,0	95,0
	5,00	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	15	15,0	15,0	15,0
	2,00	55	55,0	55,0	70,0
	3,00	9	9,0	9,0	79,0
	4,00	17	17,0	17,0	96,0
	5,00	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	16	16,0	16,0	16,0
	2,00	52	52,0	52,0	68,0
	3,00	11	11,0	11,0	79,0
	4,00	16	16,0	16,0	95,0
	5,00	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	18	18,0	18,0	18,0
	2,00	49	49,0	49,0	67,0
	3,00	12	12,0	12,0	79,0
	4,00	15	15,0	15,0	94,0
	5,00	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

Y1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	15	15,0	15,0	15,0
	2,00	57	57,0	57,0	72,0
	3,00	5	5,0	5,0	77,0
	4,00	21	21,0	21,0	98,0
	5,00	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

Y1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	23	23,0	23,0	23,0
	2,00	47	47,0	47,0	70,0
	3,00	7	7,0	7,0	77,0
	4,00	18	18,0	18,0	95,0
	5,00	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Y1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	20	20,0	20,0	20,0
	2,00	48	48,0	48,0	68,0
	3,00	7	7,0	7,0	75,0
	4,00	18	18,0	18,0	93,0
	5,00	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

7. Uji Instrumen

a. Uji Validitas

Uji Validitas Variabel Kualitas Produk (X1)

													TOTA	
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	L
X1.1	Pearson	1	,852**	,877**	,761**	,621**	,740**	,841**	,884*	,844**	,874**	,804**	,826**	,929**
	Correlation								*					
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.2	Pearson	,852**	1	,851**	,669**	,550**	,659**	,795**	,810*	,827**	,862**	,854**	,897**	,905**
	Correlation								*					
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.3	Pearson	,877**	,851**	1	,827**	,683**	,803**	,781**	,836*	,832**	,807**	,762**	,821**	,920**
	Correlation								*					
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.4	Pearson	,761**	,669**	,827**	1	,774**	,781**	,702**	,765*	,752**	,698**	,650**	,691**	,838**
	Correlation								*					

	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.	Pearson	,771*	,824*	,708*	,866*	,772*	,663*	,631*	1	,860*	,731**	,821*	,764*	,837*	,798*	,789*	,901*
8	Correlation	*	*	*	*	*	*	*		*		*	*	*	*	*	*
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.	Pearson	,727*	,838*	,667*	,779*	,734*	,559*	,579*	,860*	1	,739**	,804*	,804*	,764*	,720*	,796*	,865*
9	Correlation	*	*	*	*	*	*	*	*			*	*	*	*	*	*
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.	Pearson	,657*	,716*	,683*	,776*	,764*	,739*	,726*	,731*	,739*	1	,807*	,782*	,759*	,706*	,860*	,868*
10	Correlation	*	*	*	*	*	*	*	*	*		*	*	*	*	*	*
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.	Pearson	,794*	,880*	,696*	,811*	,770*	,677*	,716*	,821*	,804*	,807**	1	,868*	,815*	,742*	,833*	,915*
11	Correlation	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*

	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.7	Pearson	,826**	,821**	,792**	,786**	,837**	,816**	1	,797**	,816**	,833**	,730**	,793**	,894**
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.8	Pearson	,853**	,738**	,841**	,852**	,865**	,855**	,797**	1	,842**	,871**	,825**	,777**	,917**
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.9	Pearson	,881**	,817**	,844**	,845**	,893**	,927**	,816**	,842**	1	,896**	,801**	,782**	,938**
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

Uji Validitas Variabel Keputusan Pembelian (Y)

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Total	
Y1	Pearson	1	,792**	,727*	,653*	,734*	,747*	,809**	,790**	,738**	,668*	,676**	,698**	,831**	
	Correlation			*	*	*	*				*				
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	
Y2	Pearson	,792*	1	,868*	,786*	,814*	,812*	,868**	,884**	,891**	,815*	,845**	,805**	,935**	
	Correlation	*		*	*	*	*				*				
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	
Y3	Pearson	,727*	,868**	1	,824*	,845*	,851*	,873**	,852**	,818**	,721*	,825**	,825**	,919**	
	Correlation	*			*	*	*				*				
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	
Y4	Pearson	,653*	,786**	,824*	1	,888*	,893*	,827**	,790**	,842**	,742*	,740**	,757**	,892**	
	Correlation	*		*		*	*				*				
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N		100	100	100	100	100	100	100	100	100	100	100	100	
Y5	Pearson Correlation		,734**	,814**	,845**	,888**		1	,902**	,878**	,850**	,835**	,782**	,747**	,772**

b. Uji Reabilitas

Uji Reabilitas Variabel Kualitas Produk (X1)

Case Processing Summary			
		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics			
Cronbach's Alpha Based on Standardized Items			
Cronbach's Alpha	Items	N of Items	
,977	,977	12	

Uji Reabilitas Variabel Promosi (X2)

Case Processing Summary			
		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics			
Cronbach's Alpha Based on Standardized Items		N of Items	
Cronbach's Alpha	Standardized Items	N of Items	
,978	,978	15	

Uji Reabilitas Lokasi (X3)

Case Processing Summary			
		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics		
Cronbach's Alpha Based on Standardized Items		
Cronbach's Alpha	Standardized Items	N of Items
,983	,983	12

Uji Reabiliti Keputusan pembelian (Y)

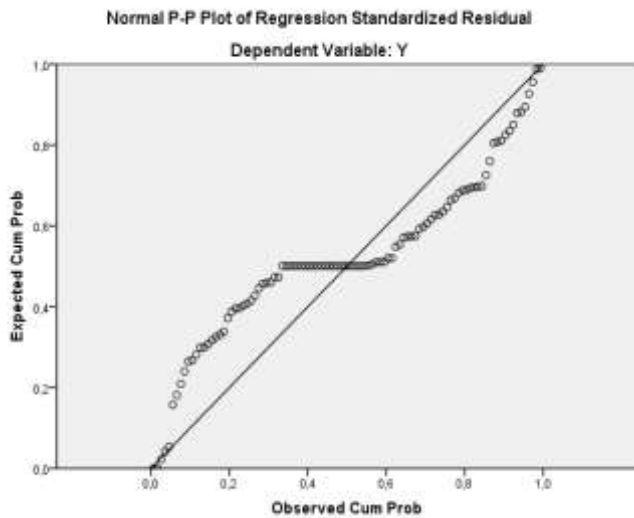
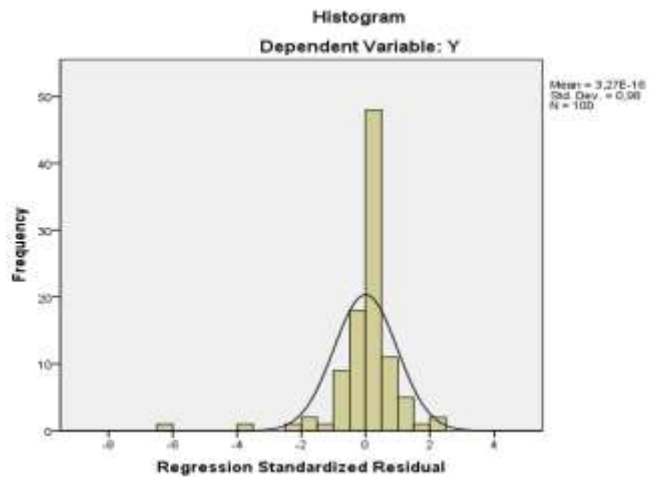
Case Processing Summary			
		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics			
		Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha		,980	12

8. Uji Asumsi Klasik
 a. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Predicted Value
N		100
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	1,86290801
Most Extreme Differences	Absolute	,243
	Positive	,243
	Negative	-,127
Kolmogorov-Smirnov Z		1,211
Asymp. Sig. (2-tailed)		,106
a. Test distribution is Normal.		
b. Calculated from data		



b. Uji Multikolinieritas

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	,806	,794		1,015	,313		
	X1	,107	,089	,114	1,198	,234	,069	14,547
	X2	,350	,088	,436	3,981	,000	,052	19,237
	X3	,044	,088	,047	,500	,618	,071	14,128

a. Dependent Variable: Y

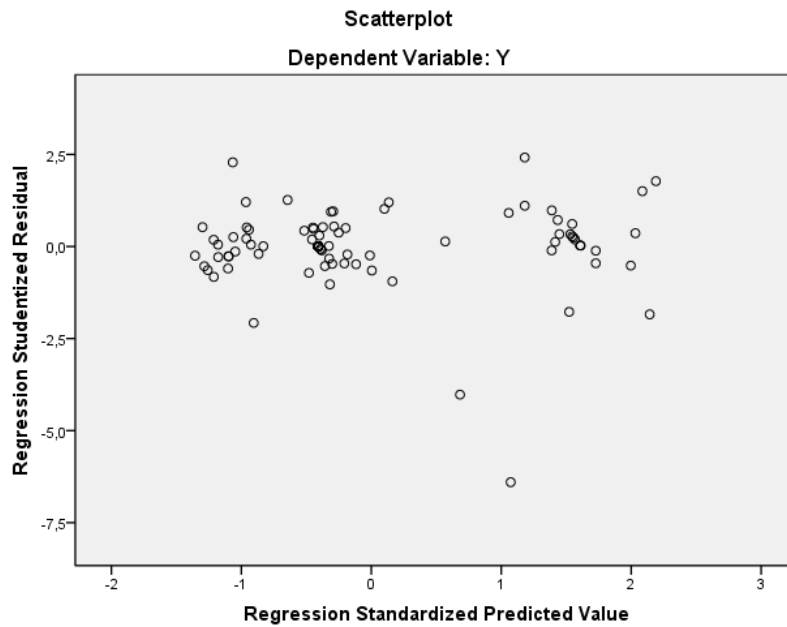
c. Uji Autokorelasi

Model Summary^b						
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
dimension0 1		,970 ^a	,941	,938	3,04235	1,944

a. Predictors: (Constant), X1, X3, X2

b. Dependent Variable: Y

d. Uji Heterokedastisitas



9. Uji Analisis Regresi Linear Berganda

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	,806	,794		1,015	,313		
	X1	,107	,089	,114	1,198	,234	,069	14,547
	X2	,350	,088	,436	3,981	,000	,052	19,237
	X3	,044	,088	,047	,500	,618	,071	14,128
	X4	,504	,116	,390	4,343	,000	,077	12,934

a. Dependent Variable: Y

10. Uji Determinasi Koefisien (R^2)**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.970 ^a	.938	.938	3,04235

a. Predictors: (Constant), Word Of Mouth, Kualitas Produk, Lokasi dan Promosi.

11. Uji Hipotesis

a. Uji T

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	,806	,794		1,015	,000		
	X1	,107	,089	,114	1,198	,002	,069	14,547
	X2	,350	,088	,436	3,981	,000	,052	19,237
	X3	,044	,088	,047	,500	,006	,071	14,128
	X4	,504	,116	,390	4,343	,000	,077	12,934

a. Dependent Variable: Y

b. Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13932,130	4	3483,033	376,304	,000 ^a
	Residual	879,310	95	9,256		
	Total	14811,440	99			

a. Predictors: (Constant), X4, X1, X3, X2

b. Dependent Variable: Y