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## LAMPIRAN

### Lampiran 1 : Surat Ijin Penelitian dari Universitas



**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234

Website : <http://www.unipasby.ac.id>

Nomor : 2005 36 /01/FEB/X /2020  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:  
Bapak/Ibu Pimpinan  
Angkringan Semar  
Jl. Raya Batu Mulia No.21 Kota Baru Driyorejo, Kecamatan Driyorejo  
di -  
Gresik

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 : Afiani Puji Rahayu  
NIM : 171500016  
Prodi : Manajemen  
Judul Skripsi : Pengaruh Word Of Mouth, Kualitas Pelayanan dan Suasana Cafe terhadap Keputusan Pembelian (Studi pada konsumen Angkringan Semar Kota Baru Driyorejo)

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





## Lampiran 2 : Surat Ijin Penelitian Dari Cafe Angkringan Semar Driyorejo

Gresik, 3 Maret 2021

Nomor : 01/semar/3/21  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth :  
Bapak/Ibu Dekan  
Fakultas Ekonomi & Bisnis  
Universitas PGRI Adi Buana Surabaya

Sehubungan dengan kegiatan penelitian dan pengambilan data yang berkaitan dengan Skripsi/Tugas akhir yang diajukan kepada kami oleh mahasiswa Bapak/Ibu atas nama:

Nama : Afiani Puji Rahayu  
NIM : 171500016  
Prodi : Manajemen

Dengan ini kami menyetujui atau memberikan ijin tersebut untuk melakukan kegiatan penelitian dan pengambilan data yang berhubungan dengan Angkringan Semar Driyorejo.

Demikian surat balasan ini dibuat untuk digunakan sebagaimana mestinya.

Angkringan Semar

  
Bapak Suwarno

## Lampiran 3 : Berita Acara Ujian Seminar Proposal Skripsi



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

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

#### BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Jumat tanggal 29 bulan Januari tahun 2021 bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil Tahun Akademik 2020/2021

|                |   |
|----------------|---|
| Nama Mahasiswa | : Afiani Puji Rahayu  |
| NIM            | : 171500016   |
| Program Studi  | : Manajemen   |
| Judul Proposal | : Pengaruh Word Of Mouth, Kualitas Pelayanan, Dan Suasana Cafe Terhadap Keputusan Pembelian (studi pada konsumen Cafe Angkringan Semar Driyorejo) |

Dihadiri oleh :

| No | NIM       | Nama Mahasiswa                          | Tanda Tangan |
|----|-----------|---|--------------|
| 1  | 171500045 | Aufrida Akhyanti (Manajemen)            | 29-01-2021   |
| 2  | 171500133 | Moh. Farid Muktiyono Effend (Manajemen) | 29-01-2021   |
| 3  | 171500092 | Sailendra Sonya K.P (Manajemen)         | 29-01-2021   |
| 4  | 171500077 | Meylia Ayu Yulianti (Manajemen)         | 29-01-2021   |
| 5  | 171500085 | Martha Wahyu Fitri A (Manajemen)        | 29-01-2021   |
| 6  | 171500241 | Firda eka maudina (Manajemen)           | 29-01-2021   |
| 7  | 171500094 | Dian Ayu Lestary (Manajemen)            | 29-01-2021   |
| 8  | 171500140 | Roobi'atul Adawiyah (Manajemen)         | 29-01-2021   |
| 9  | 171500204 | Dimas Dwi Andriansyah (Manajemen)       | 29-01-2021   |
| 10 | 171500088 | Vina Aprilia (Manajemen)                | 29-01-2021   |
| 11 | 171500178 | Rizky Mustika Sari (Manajemen)          | 29-01-2021   |
| 12 | 171500069 | Fransiska Setyo Anjarwati (Manajemen)   | 29-01-2021   |
| 13 | 171500080 | Riska Dwi Octavia (Manajemen)           | 29-01-2021   |
| 14 | 171500022 | Irrena Novita Hidayat (Manajemen)       | 29-01-2021   |
| 15 | 171600170 | Maula Miftahul Jannah (Akuntansi)       | 29-01-2021   |

Surabaya, 10 Februari 2021

Penguji : I Ketut Surabagiarta, Drs, S.E., MM.

Pembimbing : 1. Moch. Munir Rachman, Drs., Ec., M.Si., Dr

2. Edy Sulistiyawan, S.Si., M.Si., Dr

*(Handwritten signatures and initials)*



## Lampiran 4 : Berita Acara Bimbingan Skripsi

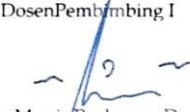
### BERITA ACARA BIMBINGAN SKRIPSI

Nama : Afiani Puji Rahayu  
NIM : 171500016  
Program Studi : Manajemen  
Judul Skripsi : Pengaruh Word Of Mouth, Kualitas Pelayanan, Dan *Store Atmosphere* Terhadap Keputusan Pembelian (studi pada konsumen Angkringan Semar Drivorejo)  
Dosen pembimbing : 1. Moch. Munir Rachman, Drs., Ec., M.Si., Dr  
2. Edy Sulistiyawan, S.Si., M.Si., Dr  
Materi Kepembimbingan:

| No | Tanggal    | Materi Bimbingan  | Keterangan | Tanda Tangan  |
|----|------------|-------------------|------------|---|
| 1  | 26/10/2020 | Judul             | Acc        |  |
| 2  | 10/11/2020 | Bab1              | Revisi     |  |
| 3  | 19/11/2020 | Bab 2 Lanjut      | Revisi     |  |
| 4  | 24/11/2020 | Bab 3             | Revisi     |  |
| 5  | 24/11/2020 | Bab 3+Kuisisioner | Revisi     |  |
| 6  | 14/12/2020 | Bab3              | Acc        |  |
| 7  | 29/01/2021 | Ujian Proposal    | Acc        |  |
| 8  | 17/03/2021 | Bab 4             | Revisi     |  |
| 9  | 22/03/2021 | Bab 4             | Acc        |  |
| 10 | 22/03/2021 | Bab 5 + Artikel   | Revisi     |  |
| 11 | 24/03/2021 | Bab 5 + Artikel   | Acc        |  |


Tanggal selesai menulis skripsi.

Dosen Pembimbing I

  
Moch. Munir Rachman, Drs., Ec., M.Si., Dr  
NPP: 1601751/DY

Surabaya, 01 April 2021

Dosen Pembimbing II

  
Edy Sulistiyawan, S.Si., M.Si., Dr  
NPP: 0721067304/DY



**B. Petunjuk Pengisian Kuisioner**

1. Mohon dengan hormat , Bapak/Ibu/Saudara bersedia menjawab seluruh pernyataan di bawah ini
2. Pilih salah satu jawaban dengan Beri tanda (√) pada kolom yang anda pilih sesuai dengan keadaan yang sesungguhnya.
3. Ada lima alternatif jawaban dengan bobot nilai masing-masing sebagai berikut:

| Keterangan | Arti                | Angka |
|------------|---------------------|-------|
| SS         | Sangat Setuju       | 5     |
| S          | Setuju              | 4     |
| KS         | Kurang Setuju       | 3     |
| TS         | Tidak Setuju        | 2     |
| STS        | Sangat Tidak Setuju | 1     |

Data responden dan informasi yang diberikan akan dijamin kerahasiaannya oleh peneliti, sebab itu dimohon untuk mengisi kuisioner dengan sebenarnya.

### Variabel Word Of Mouth (X1)

| No                               | Pernyataan  | Respon |   |    |    |     |
|----------------------------------|---|--------|---|----|----|-----|
|                                  |   | SS     | S | KS | TS | STS |
| <b><i>Bicara Hal Positif</i></b> |   |        |   |    |    |     |
| 1                                | Saya sering diberitahu orang lain informasi yang positif tentang Angkringan Semar           |        |   |    |    |     |
| 2                                | Saya membicarakan hal yang positif tentang Angkringan Semar kepada orang lain               |        |   |    |    |     |
| 3                                | Saya diberitahu bahwa Angkringan Semar tempat yang baik untuk dikunjungi                    |        |   |    |    |     |
| <b><i>Rekomendasi</i></b>        |   |        |   |    |    |     |
| 1                                | Saya bersedia merekomendasikan Angkringan Semar kepada orang lain                           |        |   |    |    |     |
| 2                                | Saya bersedia berbagi pengalaman kepada orang lain setelah berkunjung di Angkringan Semar   |        |   |    |    |     |
| 3                                | Saya pernah merekomendasikan Angkringan Semar kepada teman-teman                            |        |   |    |    |     |
| <b><i>Dorongan</i></b>           |   |        |   |    |    |     |
| 1                                | Saya mencari informasi tentang Angkringan Semar dari obrolan orang lain                     |        |   |    |    |     |
| 2                                | Saya memutuskan pembelian di Angkringan Semar karena mendapatkan informasi dari orang lain. |        |   |    |    |     |

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| 3 | Saya melakukan pembelian di Angkringan Semar karena dorongan teman-teman |  |  |  |  |  |
|---|--|--|--|--|--|--|

### Variabel Kualitas Pelayanan (X2)

| <i>Reliability (Keandalan)</i>       |  |  |  |  |  |  |
|--------------------------------------|--|--|--|--|--|--|
| 1                                    | Layanan yang diberikan Angkringan Semar memuaskan        |  |  |  |  |  |
| 2                                    | Pelayanan di Angkringan Semar sesuai yang saya harapkan  |  |  |  |  |  |
| 3                                    | Fasilitas pendukung cukup menunjang (musik,dll)          |  |  |  |  |  |
| <i>Responsiveness (Daya tanggap)</i> |  |  |  |  |  |  |
| 1                                    | Peyampaian informasi yang jelas                          |  |  |  |  |  |
| 2                                    | Sikap ramah karyawan terhadap konsumen                   |  |  |  |  |  |
| 3                                    | Kecepatan pelayanan dalam melayani pembeli               |  |  |  |  |  |
| <i>Asurance (Jaminan)</i>            |  |  |  |  |  |  |
| 1                                    | Pelayanan di Angkringan Semar sopan-santun               |  |  |  |  |  |
| 2                                    | Saya yakin bahwa Angkringan Semar memberikan hal terbaik |  |  |  |  |  |
| 3                                    | Perasaan aman ketika berada di dalam Angkringan Semar    |  |  |  |  |  |
| <i>Emphaty (Empati)</i>              |  |  |  |  |  |  |
| 1                                    | Pelayan mengerti hal yang saya butuhkan                  |  |  |  |  |  |

|                               |   |  |  |  |  |  |
|-------------------------------|---|--|--|--|--|--|
| 2                             | Pelayanan di Angkringan Semar sesuai dengan keinginan |  |  |  |  |  |
| 3                             | Karyawan memperhatikan kebutuhan konsumen             |  |  |  |  |  |
| <b>Tangible (Bukti Fisik)</b> |   |  |  |  |  |  |
| 1                             | Model bangunan Angkringan Semar menarik               |  |  |  |  |  |
| 2                             | Tata ruang Angkringan Semar unik                      |  |  |  |  |  |
| 3                             | Kebersihan dalam ruangan Angkringan Semar             |  |  |  |  |  |

### **Variabel Store Atmosphere (X3)**

|                                |  |  |  |  |  |  |
|--------------------------------|--|--|--|--|--|--|
| <b>Eksterior (bagian luar)</b> |  |  |  |  |  |  |
| 1                              | Bangunan Angkringan Semar luas dan nyaman dikunjungi                       |  |  |  |  |  |
| 2                              | Angkringan Semar memiliki area 8arker yang luas dan aman                   |  |  |  |  |  |
| 3                              | Desain bangunan Angkringan Semar bertema unik                              |  |  |  |  |  |
| <b>Interior (bagian dalam)</b> |  |  |  |  |  |  |
| 1                              | Pencahayaan ruangan di Angkringan Semar mampu meningkatkan daya tarik café |  |  |  |  |  |
| 2                              | Tata warna, hiasan unik mampu menimbulkan rasa nyaman                      |  |  |  |  |  |
| 3                              | Desain ruangan bernuansa alam sangat menarik                               |  |  |  |  |  |

| <b><i>Layout Store ( tata letak)</i></b>                                  |  |  |  |  |  |
|---|--|--|--|--|--|
| 1   | Penataan meja dan kursi di Angkringan Semar sangat rapi          |  |  |  |  |
| 2   | Perlengkapan tambahan seperti colokan listrik ditata dengan aman |  |  |  |  |
| 3   | Angkringan Semar memiliki dua lantai                             |  |  |  |  |
| <b><i>Interior Point Of Interest Display (dekorasi pemikat dalam)</i></b> |  |  |  |  |  |
| 1   | Alunan musik selalu mengiringi sehingga tidak membuat jenuh      |  |  |  |  |
| 2   | kondisi seluruh ruangan yang dapat dijadikan sebagai spot foto.  |  |  |  |  |
| 3   | Interior di dalam Angkringan Semar unik                          |  |  |  |  |

### **Variabel Keputusan Pembelian (Y)**

| <b><i>Kemantapan Pada Sebuah Produk atau Jasa</i></b> |   |  |  |  |  |
|---|---|--|--|--|--|
| 1   | Saya nyaman menggunakan Angkringan Semar sebagai tempat nongkrong   |  |  |  |  |
| 2   | Saya memilih Angkringan Semar, karena saya memiliki ikatan emosional yang meyakini bahwa tempat ini berkualitas |  |  |  |  |
| 3   | Kemantapan untuk berkunjung dan memutuskan pembelian di Angkringan Semar karena terbiasa                        |  |  |  |  |

| <b><i>Kebiasaan Dalam Membeli</i></b>                  |  |  |  |  |  |
|--|--|--|--|--|--|
| 1  | Tidak ada keraguan lagi ketika saya berkunjung dan memutuskan pembelian di Angkringan Semar                          |  |  |  |  |
| 2  | Saya sudah sering menggunakan Angkringan Semar sebagai tempat berkumpul  |  |  |  |  |
| 3  | Terbiasa memutuskan pembelian di Angkringan Semar  |  |  |  |  |
| <b><i>Memberikan Rekomendasi Kepada Orang Lain</i></b> |  |  |  |  |  |
| 1  | Saya akan memberikan informasi kepada orang lain tentang Angkringan Semar setelah saya merasakan pelayanan yang baik |  |  |  |  |
| 2  | Saya memiliki keyakinan untuk merekomendasikan Angkringan Semar kepada orang lain                                    |  |  |  |  |
| 3  | Saya memiliki rencana untuk merekomendasikan ke teman-teman karena Suasana Angkringan Semar asri                     |  |  |  |  |
| <b><i>Melakukan Pembelian Ulang</i></b>                |  |  |  |  |  |
| 1  | Saya memiliki keyakinan untuk membeli ulang di Angkringan Semar sebagai tempat nongkrong                             |  |  |  |  |
| 2  | Saya melakukan pembelian ulang di Angkringan Semar setelah saya merasakan pelayanan yang baik                        |  |  |  |  |
| 3  | Saya membeli ulang karena sesuai dengan keinginan  |  |  |  |  |







|         |   |   |   |   |   |   |   |   |   |           |
|---------|---|---|---|---|---|---|---|---|---|-----------|
| Resp_44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | <b>44</b> |
| Resp_45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | <b>35</b> |
| Resp_46 | 3 | 3 | 4 | 2 | 3 | 4 | 5 | 5 | 4 | <b>33</b> |
| Resp_47 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | <b>38</b> |
| Resp_48 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | <b>37</b> |
| Resp_49 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | <b>33</b> |
| Resp_50 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | <b>34</b> |
| Resp_51 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | <b>41</b> |
| Resp_52 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | <b>38</b> |
| Resp_53 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | <b>36</b> |
| Resp_54 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | <b>38</b> |
| Resp_55 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | <b>42</b> |
| Resp_56 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | <b>34</b> |
| Resp_57 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 5 | <b>35</b> |
| Resp_58 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | <b>37</b> |
| Resp_59 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>35</b> |
| Resp_60 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | <b>34</b> |
| Resp_61 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | <b>35</b> |
| Resp_62 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | <b>37</b> |
| Resp_63 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | <b>36</b> |
| Resp_64 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>34</b> |
| Resp_65 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 5 | <b>36</b> |
| Resp_66 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | <b>38</b> |
| Resp_67 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | <b>39</b> |



|          |   |    |   |   |   |   |   |   |   |    |
|----------|---|----|---|---|---|---|---|---|---|----|
| Resp_92  | 4 | 4  | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 37 |
| Resp_93  | 4 | 4  | 4 | 3 | 3 | 5 | 3 | 4 | 5 | 35 |
| Resp_94  | 4 | 4  | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 37 |
| Resp_95  | 4 | 4  | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 37 |
| Resp_96  | 4 | 4  | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 35 |
| Resp_97  | 4 | 4  | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 38 |
| Resp_98  | 3 | 4  | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 30 |
| Resp_99  | 4 | 4  | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 38 |
| Resp_100 | 4 | 4  | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 36 |
| Resp_101 | 4 | 4  | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 37 |
| Resp_102 | 5 | 4  | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 34 |
| Resp_103 | 4 | 4  | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 38 |
| Resp_104 | 2 | 3  | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 35 |
| Resp_105 | 4 | 4  | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 34 |
| Resp_106 | 4 | 4  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| Resp_107 | 5 | 4  | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 37 |
| Resp_108 | 4 | 4  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| Resp_109 | 4 | 4  | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 41 |
| Resp_110 | 4 | 4  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| Resp_111 | 3 | 3/ | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 32 |
| Resp_112 | 4 | 4  | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 37 |



|         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Resp_18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| Resp_19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| Resp_20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| Resp_21 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 61 |
| Resp_22 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 68 |
| Resp_23 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 66 |
| Resp_24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| Resp_25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| Resp_26 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 53 |
| Resp_27 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 59 |
| Resp_28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 57 |
| Resp_29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 59 |
| Resp_30 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 58 |
| Resp_31 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 71 |
| Resp_32 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 60 |
| Resp_33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 75 |
| Resp_34 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 63 |
| Resp_35 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 65 |
| Resp_36 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 64 |
| Resp_37 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 64 |
| Resp_38 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 63 |

|         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |           |
|---------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----------|
| Resp_39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | <b>61</b> |
| Resp_40 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | <b>66</b> |
| Resp_41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>60</b> |
| Resp_42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | <b>65</b> |
| Resp_43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>60</b> |
| Resp_44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | <b>75</b> |
| Resp_45 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | <b>61</b> |
| Resp_46 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 5 | <b>60</b> |
| Resp_47 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | <b>67</b> |
| Resp_48 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | <b>63</b> |
| Resp_49 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | <b>62</b> |
| Resp_50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | <b>61</b> |
| Resp_51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | <b>62</b> |
| Resp_52 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | <b>62</b> |
| Resp_53 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | <b>68</b> |
| Resp_54 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | <b>69</b> |
| Resp_55 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | <b>63</b> |
| Resp_56 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | <b>61</b> |
| Resp_57 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | <b>59</b> |
| Resp_58 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | <b>66</b> |
| Resp_59 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | <b>61</b> |



|         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |           |
|---------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----------|
| Resp_60 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | <b>62</b> |
| Resp_61 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | <b>60</b> |
| Resp_62 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | <b>62</b> |
| Resp_63 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | <b>57</b> |
| Resp_64 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | <b>61</b> |
| Resp_65 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | <b>61</b> |
| Resp_66 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | <b>65</b> |
| Resp_67 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | <b>63</b> |
| Resp_68 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | <b>60</b> |
| Resp_69 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | <b>63</b> |
| Resp_70 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>62</b> |
| Resp_71 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | <b>62</b> |
| Resp_72 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | <b>64</b> |
| Resp_73 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | <b>61</b> |
| Resp_74 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | <b>62</b> |
| Resp_75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>60</b> |
| Resp_76 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | <b>67</b> |
| Resp_77 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | <b>72</b> |
| Resp_78 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | <b>57</b> |
| Resp_79 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | <b>65</b> |
| Resp_80 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | <b>64</b> |

|          |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |           |           |
|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----------|-----------|
| Resp_81  | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | <b>53</b> |           |
| Resp_82  | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | <b>51</b> |           |
| Resp_83  | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | <b>55</b> |           |
| Resp_84  | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | <b>56</b> |           |
| Resp_85  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>60</b> |           |
| Resp_86  | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>59</b> |           |
| Resp_87  | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>59</b> |           |
| Resp_88  | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | <b>62</b> |           |
| Resp_89  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | <b>63</b> |           |
| Resp_90  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | <b>62</b> |           |
| Resp_91  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | <b>62</b> |           |
| Resp_92  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | <b>62</b> |           |
| Resp_93  | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>62</b> |           |
| Resp_94  | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>62</b> |           |
| Resp_95  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | <b>62</b> |           |
| Resp_96  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | <b>60</b> |           |
| Resp_97  | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | <b>55</b> |           |
| Resp_98  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | <b>45</b> |           |
| Resp_99  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>60</b> |           |
| Resp_100 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | <b>66</b> |           |
| Resp_101 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 4         | <b>62</b> |

|          |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |           |
|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----------|
| Resp_102 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | <b>70</b> |
| Resp_103 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | <b>66</b> |
| Resp_104 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | <b>48</b> |
| Resp_105 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | <b>66</b> |
| Resp_106 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>60</b> |
| Resp_107 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | <b>65</b> |
| Resp_108 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>60</b> |
| Resp_109 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | <b>75</b> |
| Resp_110 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | <b>61</b> |
| Resp_111 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 5 | <b>60</b> |
| Resp_112 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | <b>67</b> |



|         |   |   |   |   |   |   |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Resp_18 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| Resp_19 | 5 | 5 | 4 | 2 | 2 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 50 |
| Resp_20 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| Resp_21 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 52 |
| Resp_22 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 53 |
| Resp_23 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 52 |
| Resp_24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Resp_25 | 5 | 5 | 4 | 2 | 2 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 51 |
| Resp_26 | 4 | 3 | 5 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 5 | 5 | 49 |
| Resp_27 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 52 |
| Resp_28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_29 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 52 |
| Resp_30 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 48 |
| Resp_31 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 56 |
| Resp_32 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 48 |
| Resp_33 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 55 |
| Resp_34 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| Resp_35 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 52 |
| Resp_36 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 51 |
| Resp_37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_38 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 51 |

|         |   |   |   |   |   |   |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Resp_39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_40 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| Resp_41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_42 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 53 |
| Resp_43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_44 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 57 |
| Resp_45 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 50 |
| Resp_46 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 39 |
| Resp_47 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| Resp_48 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 52 |
| Resp_49 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| Resp_50 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 53 |
| Resp_51 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| Resp_52 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 49 |
| Resp_53 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 51 |
| Resp_54 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 48 |
| Resp_55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 50 |
| Resp_56 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 48 |
| Resp_57 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 50 |
| Resp_58 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 52 |
| Resp_59 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |







|          |   |   |   |   |   |   |   |   |   |   |   |   |           |
|----------|---|---|---|---|---|---|---|---|---|---|---|---|-----------|
| Resp_102 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | <b>51</b> |
| Resp_103 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | <b>53</b> |
| Resp_104 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | <b>50</b> |
| Resp_105 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | <b>49</b> |
| Resp_106 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>48</b> |
| Resp_107 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | <b>53</b> |
| Resp_108 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>48</b> |
| Resp_109 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | <b>54</b> |
| Resp_110 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | <b>50</b> |
| Resp_111 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | <b>38</b> |
| Resp_112 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | <b>49</b> |



|         |   |   |   |   |   |   |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Resp_19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Resp_20 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 53 |
| Resp_21 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 51 |
| Resp_22 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 53 |
| Resp_23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_24 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 4 | 52 |
| Resp_25 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| Resp_26 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| Resp_27 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 51 |
| Resp_28 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 44 |
| Resp_29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_30 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 43 |
| Resp_31 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 56 |
| Resp_32 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| Resp_33 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 54 |
| Resp_34 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 57 |
| Resp_35 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 54 |
| Resp_36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| Resp_37 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| Resp_38 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 50 |
| Resp_39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 49 |
| Resp_41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_42 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 53 |





|          |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Resp_91  | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| Resp_92  | 4 | 3 | 4 | 2 | 3 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 46 |
| Resp_93  | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| Resp_94  | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 48 |
| Resp_95  | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| Resp_96  | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| Resp_97  | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 50 |
| Resp_98  | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 5 | 5 | 5 | 43 |
| Resp_99  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_100 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 49 |
| Resp_101 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 51 |
| Resp_102 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 57 |
| Resp_103 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 52 |
| Resp_104 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 55 |
| Resp_105 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 49 |
| Resp_106 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_107 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 53 |
| Resp_108 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_109 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 57 |
| Resp_110 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 49 |
| Resp_111 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp_112 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 52 |

## Lampiran 7 : Hasil Olah SPSS

### a) Hasil Frekuensi Responden

Variabel word of mouth (X1)

#### X1.1

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 4         | 3.6     | 3.6           | 3.6                |
|       | KS    | 10        | 8.9     | 8.9           | 12.5               |
|       | S     | 79        | 70.5    | 70.5          | 83.0               |
|       | SS    | 19        | 17.0    | 17.0          | 100.0              |
|       | Total | 112       | 100.0   | 100.0         |                    |

#### X1.2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 1         | .9      | .9            | .9                 |
|       | KS    | 14        | 12.5    | 12.5          | 13.4               |
|       | S     | 84        | 75.0    | 75.0          | 88.4               |
|       | SS    | 13        | 11.6    | 11.6          | 100.0              |
|       | Total | 112       | 100.0   | 100.0         |                    |

#### X1.3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | KS    | 8         | 7.1     | 7.1           | 7.1                |
|       | S     | 79        | 70.5    | 70.5          | 77.7               |
|       | SS    | 25        | 22.3    | 22.3          | 100.0              |
|       | Total | 112       | 100.0   | 100.0         |                    |

**X1.4**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 2         | 1.8     | 1.8              | 1.8                   |
|       | KS    | 10        | 8.9     | 8.9              | 10.7                  |
|       | S     | 75        | 67.0    | 67.0             | 77.7                  |
|       | SS    | 25        | 22.3    | 22.3             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X1.5**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 14        | 12.5    | 12.5             | 12.5                  |
|       | S     | 75        | 67.0    | 67.0             | 79.5                  |
|       | SS    | 23        | 20.5    | 20.5             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X1.6**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 11        | 9.8     | 9.8              | 9.8                   |
|       | S     | 68        | 60.7    | 60.7             | 70.5                  |
|       | SS    | 33        | 29.5    | 29.5             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |



**X1.7**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 6         | 5.4     | 5.4              | 5.4                   |
|       | KS    | 24        | 21.4    | 21.4             | 26.8                  |
|       | S     | 65        | 58.0    | 58.0             | 84.8                  |
|       | SS    | 17        | 15.2    | 15.2             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X1.8**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 1         | .9      | .9               | .9                    |
|       | KS    | 17        | 15.2    | 15.2             | 16.1                  |
|       | S     | 70        | 62.5    | 62.5             | 78.6                  |
|       | SS    | 24        | 21.4    | 21.4             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X1.9**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 1         | .9      | .9               | .9                    |
|       | KS    | 7         | 6.3     | 6.3              | 7.1                   |
|       | S     | 76        | 67.9    | 67.9             | 75.0                  |
|       | SS    | 28        | 25.0    | 25.0             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

Variabel kualitas pelayanan (X2)

**X2.1**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 6         | 5.4     | 5.4              | 5.4                   |
|       | S     | 78        | 69.6    | 69.6             | 75.0                  |
|       | SS    | 28        | 25.0    | 25.0             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X2.2**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 13        | 11.6    | 11.6             | 11.6                  |
|       | S     | 76        | 67.9    | 67.9             | 79.5                  |
|       | SS    | 23        | 20.5    | 20.5             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X2.3**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | STS   | 1         | .9      | .9               | .9                    |
|       | KS    | 14        | 12.5    | 12.5             | 13.4                  |
|       | S     | 45        | 40.2    | 40.2             | 53.6                  |
|       | SS    | 52        | 46.4    | 46.4             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X2.4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 1         | .9      | .9            | .9                 |
|       | KS    | 16        | 14.3    | 14.3          | 15.2               |
|       | S     | 69        | 61.6    | 61.6          | 76.8               |
|       | SS    | 26        | 23.2    | 23.2          | 100.0              |
|       | Total | 112       | 100.0   | 100.0         |                    |

**X2.5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 1         | .9      | .9            | .9                 |
|       | KS    | 6         | 5.4     | 5.4           | 6.3                |
|       | S     | 75        | 67.0    | 67.0          | 73.2               |
|       | SS    | 30        | 26.8    | 26.8          | 100.0              |
|       | Total | 112       | 100.0   | 100.0         |                    |

**X2.6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | KS    | 28        | 25.0    | 25.0          | 25.0               |
|       | S     | 67        | 59.8    | 59.8          | 84.8               |
|       | SS    | 17        | 15.2    | 15.2          | 100.0              |
|       | Total | 112       | 100.0   | 100.0         |                    |

**X2.7**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 1         | .9      | .9               | .9                    |
|       | KS    | 6         | 5.4     | 5.4              | 6.3                   |
|       | S     | 77        | 68.8    | 68.8             | 75.0                  |
|       | SS    | 28        | 25.0    | 25.0             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X2.8**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 1         | .9      | .9               | .9                    |
|       | KS    | 9         | 8.0     | 8.0              | 8.9                   |
|       | S     | 73        | 65.2    | 65.2             | 74.1                  |
|       | SS    | 29        | 25.9    | 25.9             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X2.9**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 25        | 22.3    | 22.3             | 22.3                  |
|       | S     | 62        | 55.4    | 55.4             | 77.7                  |
|       | SS    | 25        | 22.3    | 22.3             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X2.10**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 2         | 1.8     | 1.8              | 1.8                   |
|       | KS    | 27        | 24.1    | 24.1             | 25.9                  |
|       | S     | 66        | 58.9    | 58.9             | 84.8                  |
|       | SS    | 17        | 15.2    | 15.2             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X2.11**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 14        | 12.5    | 12.5             | 12.5                  |
|       | S     | 73        | 65.2    | 65.2             | 77.7                  |
|       | SS    | 25        | 22.3    | 22.3             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X2.12**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 1         | .9      | .9               | .9                    |
|       | KS    | 13        | 11.6    | 11.6             | 12.5                  |
|       | S     | 70        | 62.5    | 62.5             | 75.0                  |
|       | SS    | 28        | 25.0    | 25.0             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X2.13**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 9         | 8.0     | 8.0              | 8.0                   |
|       | S     | 56        | 50.0    | 50.0             | 58.0                  |
|       | SS    | 47        | 42.0    | 42.0             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X2.14**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 11        | 9.8     | 9.8              | 9.8                   |
|       | S     | 42        | 37.5    | 37.5             | 47.3                  |
|       | SS    | 59        | 52.7    | 52.7             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X2.15**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 1         | .9      | .9               | .9                    |
|       | KS    | 18        | 16.1    | 16.1             | 17.0                  |
|       | S     | 70        | 62.5    | 62.5             | 79.5                  |
|       | SS    | 23        | 20.5    | 20.5             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**Variabel store atmosphere (X3)**

**X3.1**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 3         | 2.7     | 2.7              | 2.7                   |
|       | KS    | 8         | 7.1     | 7.1              | 9.8                   |
|       | S     | 74        | 66.1    | 66.1             | 75.9                  |
|       | SS    | 27        | 24.1    | 24.1             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X3.2**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 1         | .9      | .9               | .9                    |
|       | KS    | 13        | 11.6    | 11.6             | 12.5                  |
|       | S     | 71        | 63.4    | 63.4             | 75.9                  |
|       | SS    | 27        | 24.1    | 24.1             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X3.3**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 12        | 10.7    | 10.7             | 10.7                  |
|       | S     | 65        | 58.0    | 58.0             | 68.8                  |
|       | SS    | 35        | 31.3    | 31.3             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X3.4**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 5         | 4.5     | 4.5              | 4.5                   |
|       | KS    | 17        | 15.2    | 15.2             | 19.6                  |
|       | S     | 68        | 60.7    | 60.7             | 80.4                  |
|       | SS    | 22        | 19.6    | 19.6             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X3.5**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 3         | 2.7     | 2.7              | 2.7                   |
|       | KS    | 18        | 16.1    | 16.1             | 18.8                  |
|       | S     | 68        | 60.7    | 60.7             | 79.5                  |
|       | SS    | 23        | 20.5    | 20.5             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X3.6**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 14        | 12.5    | 12.5             | 12.5                  |
|       | S     | 73        | 65.2    | 65.2             | 77.7                  |
|       | SS    | 25        | 22.3    | 22.3             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |



**X3.7**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 2         | 1.8     | 1.8              | 1.8                   |
|       | KS    | 9         | 8.0     | 8.0              | 9.8                   |
|       | S     | 81        | 72.3    | 72.3             | 82.1                  |
|       | SS    | 20        | 17.9    | 17.9             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X3.8**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 4         | 3.6     | 3.6              | 3.6                   |
|       | S     | 82        | 73.2    | 73.2             | 76.8                  |
|       | SS    | 26        | 23.2    | 23.2             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X3.9**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 3         | 2.7     | 2.7              | 2.7                   |
|       | KS    | 8         | 7.1     | 7.1              | 9.8                   |
|       | S     | 74        | 66.1    | 66.1             | 75.9                  |
|       | SS    | 27        | 24.1    | 24.1             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X3.10**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 1         | .9      | .9               | .9                    |
|       | KS    | 13        | 11.6    | 11.6             | 12.5                  |
|       | S     | 78        | 69.6    | 69.6             | 82.1                  |
|       | SS    | 20        | 17.9    | 17.9             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X3.11**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 16        | 14.3    | 14.3             | 14.3                  |
|       | S     | 75        | 67.0    | 67.0             | 81.3                  |
|       | SS    | 21        | 18.8    | 18.8             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**X3.12**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 16        | 14.3    | 14.3             | 14.3                  |
|       | S     | 75        | 67.0    | 67.0             | 81.3                  |
|       | SS    | 21        | 18.8    | 18.8             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**Variabel keputusan pembelian (Y)**

**Y.1**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 4         | 3.6     | 3.6              | 3.6                   |
|       | S     | 71        | 63.4    | 63.4             | 67.0                  |
|       | SS    | 37        | 33.0    | 33.0             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**Y.2**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 2         | 1.8     | 1.8              | 1.8                   |
|       | KS    | 23        | 20.5    | 20.5             | 22.3                  |
|       | S     | 59        | 52.7    | 52.7             | 75.0                  |
|       | SS    | 28        | 25.0    | 25.0             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**Y.3**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 11        | 9.8     | 9.8              | 9.8                   |
|       | S     | 70        | 62.5    | 62.5             | 72.3                  |
|       | SS    | 31        | 27.7    | 27.7             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**Y.4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 9         | 8.0     | 8.0           | 8.0                |
|       | KS    | 25        | 22.3    | 22.3          | 30.4               |
|       | S     | 63        | 56.3    | 56.3          | 86.6               |
|       | SS    | 15        | 13.4    | 13.4          | 100.0              |
|       | Total | 112       | 100.0   | 100.0         |                    |

**Y.5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 6         | 5.4     | 5.4           | 5.4                |
|       | KS    | 21        | 18.8    | 18.8          | 24.1               |
|       | S     | 64        | 57.1    | 57.1          | 81.3               |
|       | SS    | 21        | 18.8    | 18.8          | 100.0              |
|       | Total | 112       | 100.0   | 100.0         |                    |

**Y.6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 4         | 3.6     | 3.6           | 3.6                |
|       | KS    | 27        | 24.1    | 24.1          | 27.7               |
|       | S     | 61        | 54.5    | 54.5          | 82.1               |
|       | SS    | 20        | 17.9    | 17.9          | 100.0              |
|       | Total | 112       | 100.0   | 100.0         |                    |

**Y.7**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 7         | 6.3     | 6.3              | 6.3                   |
|       | S     | 87        | 77.7    | 77.7             | 83.9                  |
|       | SS    | 18        | 16.1    | 16.1             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**Y.8**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 6         | 5.4     | 5.4              | 5.4                   |
|       | S     | 83        | 74.1    | 74.1             | 79.5                  |
|       | SS    | 23        | 20.5    | 20.5             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**Y.9**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 7         | 6.3     | 6.3              | 6.3                   |
|       | S     | 74        | 66.1    | 66.1             | 72.3                  |
|       | SS    | 31        | 27.7    | 27.7             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**Y.10**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 12        | 10.7    | 10.7             | 10.7                  |
|       | S     | 66        | 58.9    | 58.9             | 69.6                  |
|       | SS    | 34        | 30.4    | 30.4             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**Y.11**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | KS    | 7         | 6.3     | 6.3              | 6.3                   |
|       | S     | 75        | 67.0    | 67.0             | 73.2                  |
|       | SS    | 30        | 26.8    | 26.8             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**Y.12**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | TS    | 1         | .9      | .9               | .9                    |
|       | KS    | 7         | 6.3     | 6.3              | 7.1                   |
|       | S     | 75        | 67.0    | 67.0             | 74.1                  |
|       | SS    | 29        | 25.9    | 25.9             | 100.0                 |
|       | Total | 112       | 100.0   | 100.0            |                       |

**b) Uji Validitas****Variabel word of mouth (X1)**

| <b>Item-Total Statistics</b> |                               |                                   |  |  |
|------------------------------|-------------------------------|-----------------------------------|--|--|
|                              | Scale Mean if<br>Item Deleted | Scale Variance if<br>Item Deleted | Corrected<br>Item-Total<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| X1.1                         | 8.13                          | .795                              | .633                                   | .610                                   |
| X1.2                         | 8.16                          | .965                              | .651                                   | .592                                   |
| X1.3                         | 7.98                          | 1.117                             | .477                                   | .775                                   |

| <b>Item-Total Statistics</b> |                               |                                   |  |  |
|------------------------------|-------------------------------|-----------------------------------|--|--|
|                              | Scale Mean if<br>Item Deleted | Scale Variance<br>if Item Deleted | Corrected<br>Item-Total<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| X1.4                         | 8.28                          | 1.013                             | .480                                   | .649                                   |
| X1.5                         | 8.29                          | .984                              | .593                                   | .507                                   |
| X1.6                         | 8.18                          | 1.049                             | .472                                   | .657                                   |

| <b>Item-Total Statistics</b> |                                  |                                      |   |  |
|------------------------------|----------------------------------|--------------------------------------|---|--|
|                              | Scale Mean<br>if Item<br>Deleted | Scale<br>Variance if<br>Item Deleted | Corrected Item-<br>Total<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| X1.7                         | 8.21                             | .963                                 | .506                                    | .492                                   |
| X1.8                         | 8.00                             | 1.081                                | .587                                    | .374                                   |
| X1.9                         | 7.88                             | 1.498                                | .316                                    | .718                                   |

### Variabel kualitas pelayanan (X2)

| <b>Item-Total Statistics</b> |                                  |                                      |                                      |  |
|------------------------------|----------------------------------|--------------------------------------|--------------------------------------|--|
|                              | Scale Mean<br>if Item<br>Deleted | Scale Variance<br>if Item<br>Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| X2.1                         | 8.40                             | 1.234                                | .520                                 | .551                                   |
| X2.2                         | 8.51                             | 1.135                                | .540                                 | .512                                   |
| X2.3                         | 8.29                             | .891                                 | .440                                 | .689                                   |

| <b>Item-Total Statistics</b> |                                  |                                      |                                      |  |
|------------------------------|----------------------------------|--------------------------------------|--------------------------------------|--|
|                              | Scale Mean<br>if Item<br>Deleted | Scale Variance<br>if Item<br>Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| X2.4                         | 8.10                             | 1.098                                | .621                                 | .694                                   |
| X2.5                         | 7.97                             | 1.215                                | .643                                 | .676                                   |
| X2.6                         | 8.27                             | 1.153                                | .586                                 | .732                                   |

| <b>Item-Total Statistics</b> |                                  |                                      |                                      |  |
|------------------------------|----------------------------------|--------------------------------------|--------------------------------------|--|
|                              | Scale Mean<br>if Item<br>Deleted | Scale Variance<br>if Item<br>Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| X2.7                         | 8.16                             | 1.235                                | .608                                 | .700                                   |
| X2.8                         | 8.18                             | 1.103                                | .676                                 | .621                                   |
| X2.9                         | 8.34                             | 1.073                                | .557                                 | .765                                   |



| <b>Item-Total Statistics</b> |                                  |                                      |                                      |  |
|------------------------------|----------------------------------|--------------------------------------|--------------------------------------|--|
|                              | Scale Mean<br>if Item<br>Deleted | Scale Variance<br>if Item<br>Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| X2.10                        | 8.21                             | 1.179                                | .728                                 | .756                                   |
| X2.11                        | 7.99                             | 1.378                                | .710                                 | .775                                   |
| X2.12                        | 7.97                             | 1.324                                | .680                                 | .800                                   |

| <b>Item-Total Statistics</b> |                                  |                                      |                                      |  |
|------------------------------|----------------------------------|--------------------------------------|--------------------------------------|--|
|                              | Scale Mean<br>if Item<br>Deleted | Scale Variance<br>if Item<br>Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| X2.13                        | 8.46                             | 1.133                                | .593                                 | .500                                   |
| X2.14                        | 8.37                             | 1.045                                | .600                                 | .482                                   |
| X2.15                        | 8.77                             | 1.369                                | .359                                 | .782                                   |

**Variabel store atmosphere (X3)**

| <b>Item-Total Statistics</b> |                                  |                                   |                                      |  |
|------------------------------|----------------------------------|-----------------------------------|--------------------------------------|--|
|                              | Scale Mean<br>if Item<br>Deleted | Scale Variance<br>if Item Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| X3.1                         | 8.31                             | .956                              | .517                                 | .397                                   |
| X3.2                         | 8.32                             | 1.031                             | .474                                 | .466                                   |
| X3.3                         | 8.22                             | 1.202                             | .318                                 | .678                                   |

**Item-Total Statistics**

|      | Scale Mean<br>if Item<br>Deleted | Scale Variance<br>if Item Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
|------|----------------------------------|-----------------------------------|--------------------------------------|--|
| X3.4 | 8.05                             | 1.276                             | .507                                 | .510                                   |
| X3.5 | 8.02                             | 1.315                             | .535                                 | .474                                   |
| X3.6 | 7.95                             | 1.529                             | .375                                 | .683                                   |

**Item-Total Statistics**

|      | Scale Mean<br>if Item<br>Deleted | Scale Variance<br>if Item Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
|------|----------------------------------|-----------------------------------|--------------------------------------|--|
| X3.7 | 8.31                             | .811                              | .607                                 | .420                                   |
| X3.8 | 8.18                             | 1.121                             | .408                                 | .681                                   |
| X3.9 | 8.26                             | .806                              | .480                                 | .609                                   |

**Item-Total Statistics**

|       | Scale Mean if<br>Item Deleted | Scale Variance<br>if Item Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
|-------|-------------------------------|-----------------------------------|--------------------------------------|--|
| X3.10 | 8.09                          | 1.037                             | .716                                 | .722                                   |
| X3.11 | 8.09                          | 1.091                             | .653                                 | .785                                   |
| X3.12 | 8.09                          | 1.073                             | .673                                 | .765                                   |

### Variabel keputusan pembelian (Y)

| <b>Item-Total Statistics</b> |                               |                                   |                                      |  |
|------------------------------|-------------------------------|-----------------------------------|--------------------------------------|--|
|                              | Scale Mean if<br>Item Deleted | Scale Variance<br>if Item Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| Y.1                          | 8.19                          | 1.289                             | .580                                 | .638                                   |
| Y.2                          | 8.47                          | .972                              | .533                                 | .708                                   |
| Y.3                          | 8.30                          | 1.168                             | .594                                 | .608                                   |

| <b>Item-Total Statistics</b> |                               |                                   |                                      |  |
|------------------------------|-------------------------------|-----------------------------------|--------------------------------------|--|
|                              | Scale Mean if<br>Item Deleted | Scale Variance<br>if Item Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| Y.4                          | 7.76                          | 1.824                             | .552                                 | .758                                   |
| Y.5                          | 7.62                          | 1.842                             | .577                                 | .729                                   |
| Y.6                          | 7.64                          | 1.709                             | .703                                 | .590                                   |

| <b>Item-Total Statistics</b> |                               |                                   |                                      |  |
|------------------------------|-------------------------------|-----------------------------------|--------------------------------------|--|
|                              | Scale Mean if<br>Item Deleted | Scale Variance<br>if Item Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| Y.7                          | 8.37                          | .883                              | .536                                 | .790                                   |
| Y.8                          | 8.31                          | .739                              | .702                                 | .616                                   |
| Y.9                          | 8.25                          | .694                              | .636                                 | .692                                   |

| Item-Total Statistics |                                  |                                      |                                      |  |
|-----------------------|----------------------------------|--------------------------------------|--------------------------------------|--|
|                       | Scale Mean<br>if Item<br>Deleted | Scale Variance<br>if Item<br>Deleted | Corrected Item-<br>Total Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| Y.10                  | 8.38                             | .923                                 | .529                                 | .659                                   |
| Y.11                  | 8.38                             | 1.083                                | .488                                 | .701                                   |
| Y.12                  | 8.40                             | .909                                 | .626                                 | .534                                   |

c) Uji Reliability

Variabel word of mouth (X1)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .751             | 3          |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .697             | 3          |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .649             | 3          |

Variabel kualitas pelayanan (X2)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .670             | 3          |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .778             | 3          |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .774             | 3          |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .840             | 3          |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .695             | 3          |

**Variabel *store atmosphere* (X3)**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .624             | 3          |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .659             | 3          |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .677             | 3          |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .824             | 3          |

**Variabel keputusan pembelian (Y)**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .734             | 3          |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .773             | 3          |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .782             | 3          |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .724             | 3          |

**d) Uji Asumsi Klasik, Regresi Linear Berganda, Uji Hipotesis**  
Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 112                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 3.08929201              |
| Most Extreme Differences         | Absolute       | .082                    |
|                                  | Positive       | .082                    |
|                                  | Negative       | -.061                   |
| Test Statistic                   |                | .082                    |
| Asymp. Sig. (2-tailed)           |                | .063 <sup>c</sup>       |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Uji Multikolinieritas

**Coefficients<sup>a</sup>**

| Model |            | Collinearity Statistics |       |
|-------|------------|-------------------------|-------|
|       |            | Tolerance               | VIF   |
| 1     | (Constant) |                         |       |
|       | TOTAL.X1   | 0.664                   | 1.506 |
|       | TOTAL.X2   | 0.480                   | 2.085 |
|       | TOTAL.X3   | 0.608                   | 1.645 |

- a. Dependent Variable: TOTAL.Y

### Uji Heteroskedasitas

#### **Coefficients<sup>a</sup>**

| Model |            | t      | Sig.  |
|-------|------------|--------|-------|
| 1     | (Constant) | -1.436 | 0.154 |
|       | TOTAL.X1   | 0.367  | 0.715 |
|       | TOTAL.X2   | -0.054 | 0.957 |
|       | TOTAL.X3   | 1.855  | 0.066 |

a. Dependent Variable: abs\_res18

### Uji Autokorelasi

#### **Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .650 <sup>a</sup> | .423     | .407              | 3.132                      | 1.925         |

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

b. Dependent Variable: TOTAL.Y

### Regresi Linier Berganda dan Uji-t

#### **Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
|       |            | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant) | 12.881                      | 4.450      |                           | 2.894 | 0.005 |
|       | TOTAL.X1   | 0.265                       | 0.127      | 0.187                     | 2.080 | 0.040 |
|       | TOTAL.X2   | 0.151                       | 0.066      | 0.240                     | 2.272 | 0.025 |
|       | TOTAL.X3   | 0.350                       | 0.094      | 0.350                     | 3.733 | 0.000 |

a. Dependent Variable: TOTAL.Y

Uji-F

**ANOVA<sup>a</sup>**

| Model        | Sum of Squares | df  | Mean Square | F      | Sig.              |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 776.504        | 3   | 258.835     | 26.388 | .000 <sup>b</sup> |
| Residual     | 1059.353       | 108 | 9.809       |        |                   |
| Total        | 1835.857       | 111 |             |        |                   |

a. Dependent Variable: TOTAL.Y



b. Predictors: (Constant), TOTAL.X3, TOTAL.X1, TOTAL.X2



## Lampiran 8 :Berita Acara Bimbingan Revisi Skripsi

### BERITA ACARA BIMBINGAN REVISI SKRIPSI

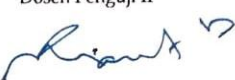
Nama : Afiani Puji Rahayu  
NIM/Program Studi : 171500016/Manajemen  
Judul Skripsi :Pengaruh Word Of Mouth, Kualitas Pelayanan, Dan Store Atmosphere Terhadap Keputusan Pembelian (studi pada konsumen Angkringan Semar Driyorejo)  
Tanggal Ujian Skripsi : 9 April 2021  
Dosen Penguji : 1. I Made Bagus Dwiarta, S.E., M.M  
2.Bisma Arianto, S.E., M.M

| No | Tanggal    | Materi Konsultasi  | Keterangan | Paraf Penguji   |
|----|------------|--|------------|---|
| 1  | 15-04-2021 | Teknik penulisan<br>sesuaikan pedoman<br>penulisan skripsi | ACC Revisi |  |
| 2  | 21/04/2021 | Bab1<br>Bab 2<br>Bab 3<br>Bab 5                            | ACC        |  |

Dosen Penguji I

  
I Made Bagus Dwiarta, S.E., M.M  
NPP : 1109508/DY

Surabaya, 21 April 2021  
Dosen Penguji II

  
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