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4. Judul Skripsi : Pengaruh Kualitas Pelayanan, Harga Dan Lokasi Terhadap Keputusan Pembelian Susu Formula Di Toko Cinta Karya Waingapu
5. Dosen Pembimbing : Dra. Christina Menuk S, SE.,MM
6. Konsultasi :

NO	Tanggal	Paraf Pembimbing	Uraian/Kegiatan
1	19/03/2020		Revisi Judul Skripsi
2	26/03/2020		ACC Judul, Buat Matrik
3	07/04/2020		ACC Matrik, Bab I & II
4	13/04/2020		Revisi Bab I & II
5	12/05/2020		ACC Bab I, Revisi Bab II
6	02/06/2020		Revisi Bab II, lanjut III
7	10/06/2020		Bab II ACC, Revisi Bab III
8	09/11/2020		Revisi Bab III
9	12/11/2020		ACC Bab III, lanjut Kuesioner
10	02/12/2020		ACC Bab I-V, ACC Kuesioner
11	18/12/2020		Ujian Proposal
12	21/12/2020		ACC Revisi Hasil Ujian Bab I-III
13	11/01/2021		Revisi Bab IV
14	13/01/2021		Revisi Bab IV
15	15/01/2021		Lanjut Bab V dan Artikel
16	18/01/2021		Bab IV-V ACC, Revisi Artikel
17	20/01/2021		Artikel ACC, Revisi Kelengkapan
18	21/01/2021		ACC Ujian Skripsi

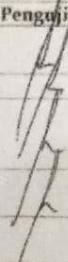
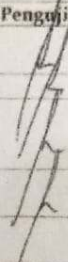
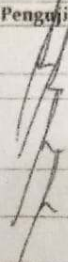
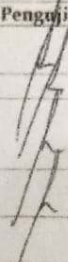
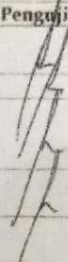
7. Tanggal Selesai : 22 Januari 2021

Surabaya, 22 Januari 2021

Dra. Christina Sri H. SE., MM  
NIP: 195808081982032001

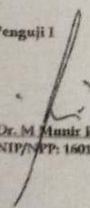
### BERITA ACARA BIMBINGAN REVISI SKRIPSI

Nama : Dewa Ayu Sista Widyawati  
NIM/Program Studi : 151500108  
Judul Skripsi : Pengaruh Kualitas Pelayanan,  
Harga, Dan Lokasi Terhadap  
Keputusan Pembelian Susu Formula  
Di Toko Cinta Karya Watngapu  
Tanggal Ujian Skripsi : 27 Januari 2021  
Penguji : 1. Dr. M Munir R., Drs., Ec., M.Si  
2. Widhayani Puri S., S.Sos., M.SM

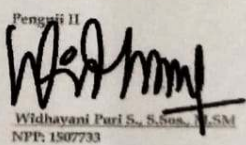
NO	Tanggal	Materi Konsultasi	Paraf	
			Penguji I	Penguji II
1	16/02/2021	Pendahuluan, Latar Belakang Masalah		
2	16/02/2021	Kerangka Konsep		
3	16/02/2021	Uji Frekuensi, Instrumen dan Uji Penelitian		
4	16/02/2021	Populasi dan Sampel		
5	18/02/2021	Latar Belakang Masalah		

Surabaya, 19 Februari 2021

Penguji I

  
Dr. M Munir R., Drs., Ec., M.Si  
NIP/NPP: 1601781/DY

Penguji II

  
Widhayani Puri S., S.Sos., M.SM  
NPT: 1507733

# TOKO CINTA KARYA

Jl. R. Suprpto No. 15 Waingapu Telp. +62 38762711

## SURAT KETERANGAN PENELITIAN

Yang bertanda tangan dibawah ini:

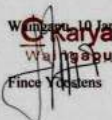
Nama : Fince Yoostens  
Jabatan : Pemilik  
Toko : Cinta Karya  
Alamat : Jl. R. Suprpto No. 15 - Waingapu

Dengan ini menerangkan bahwa:

Nama : Dewa Ayu Sista Widyawati  
Nim : 151500108  
Fakultas/Prodi : Ekonomi/Manajemen  
Universitas : PGRI Adi Buana Surabaya

Adalah benar-benar telah melakukan penelitian dalam rangka penelitian skripsi sebagai salah satu syarat untuk mendapatkan gelar Sarjana Manajemen (S.M) yaitu berjudul: 'Pengaruh Kualitas Pelayanan, Harga, dan Lokasi Terhadap Keputusan Pembelian Susu Formula di Toko Cinta Karya Waingapu' sejak Bulan November 2020 – Januari 2020, dan telah membahas hasil penelitiannya kepada kami.

Waingapu, 10 Januari 2021

  
Cinta Karya  
Waingapu  
Fince Yoostens

## **Lampiran 4 : Kuisisioner Penelitian**

Hal : Pengisian Kuisisioner Penelitian

Kepada :

Yth. Bapak/Ibu Konsumen Toko Cinta Karya Waingapu

Dengan Hormat,

Dalam rangka memenuhi tugas akhir Perguruan Tinggi yang berkaitan dengan penelitian, saya mahasiswi Prodi Manajemen Fakultas Ekonomi dan Bisnis dari Universitas PGRI Adi Buana Surabaya memohon kesediaan Bapak/Ibu untuk memberikan dukungan kepada saya dengan mengisi kuisisioner dibawah ini. Adapun judul penelitian saya tentang "Pengaruh Kualitas Pelayanan, Harga dan, Lokasi terhadap Keputusan Pembelian Susu Formula di Toko Cinta Karya Waingapu".

Kuisisioner ini hanya dipergunakan untuk kepentingan akademis, sifatnya rahasia, terbatas dan tidak di publikasikan. Atas kesedian dan waktunya saya sampaikan terimakasih.

Surabaya, 1 Desember 2020

Peneliti

Dewa Ayu Sista Widyawati

## I. Identitas Responden

1. Nama : .....
2. Usia : ..... tahun
3. Jenis Kelamin : Laki-laki / Perempuan

Cara pengisian kuesioner :

Pilihlah jawaban yang sesuai pendapat Bapak/Ibu dengan memberi tanda (√) pada kolom yang tersedia dengan keterangan sebagai berikut :

- SS : Sangat Setuju  
 S : Setuju  
 N : Netral  
 TS : Tidak Setuju  
 STS : Sangat Tidak Setuju

### 1. Variabel Kualitas Pelayanan ( $X_1$ )

No	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
<b><i>Tangibles (Bukti Fisik)</i></b>						
1.	Karyawan Toko Cinta Karya memberikan pelayanan dengan baik kepada semua konsumen					
2.	Karyawan Toko Cinta Karya profesional dalam memberikan pelayanan					
<b><i>Reliability (Keandalan)</i></b>						
3.	Karyawan Toko Cinta Karya cepat dalam memberikan pelayanan					
4.	Karyawan Toko Cinta Karya ramah dalam memberikan pelayanan					



<b>Assurance (Jaminan)</b>					
5.	Toko Cinta Karya menjamin produk yang dijual original				
6.	Toko Cinta Karya menjamin produk yang dijual tidak melewati kadaluarsa				
<b>Empathy (Empati)</b>					
7.	Karyawan toko cinta karya bersedia membantu konsumen dalam mencari barang yang akan dibeli				
8.	Karayanan toko cinta karya tanggap terhadap keluhan konsumen				
<b>Responsiveness (Daya Tangkap)</b>					
9.	Karayanan toko cinta karya menerima masukan dan saran dari konsumen				
10.	Karayanan toko cinta karya menerima komplain dari konsumen dan memberikan solusi				

## 2. Variabel Harga ( $X_2$ )

No	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
<b>Keterjangkauan Harga</b>						
1.	Harga Susu Formula di Toko Cinta Karya cukup terjangkau					
2.	Harga Susu Formula di Toko Cinta Karya lebih rendah dari toko lainnya					

<b>Kesesuaian Harga Dengan Kualitas Produk</b>						
3.	Harga Susu Formula di Toko Cinta Karya sesuai dengan kualitas dari produk					
4.	Susu Formula di Toko Cinta Karya mempunyai kualitas yang baik namun harganya cukup terjangkau					
<b>Kesesuaian Harga Dengan Manfaat</b>						
5.	Harga Susu Formula di Toko Cinta Karya sesuai dengan manfaat yang didapatkan konsumen					
6.	Susu Formula di Toko Cinta Karya disukai konsumen karena harganya sesuai dengan kemampuan konsumen					

### 3. Variabel Lokasi ( $X_3$ )

No	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
<b>Akses</b>						
1.	Lokasi Toko Cinta Karya mudah dijangkau oleh konsumen					
2.	Lokasi Toko Cinta Karya sangat strategis					
<b>Visibilitas</b>						
3.	Lokasi Toko Cinta Karya terletak dipinggir jalan raya					
4.	Lokasi Toko Cinta Karya mudah dicari karena ada petunjuk					

<b>Tempat Parkir</b>					
5.	Toko Cinta Karya mempunyai tempat parkir yang luas				
6.	Toko Cinta Karya mempunyai tempat parkir yang aman				
<b>Lingkungan</b>					
7	Konsumen suka belanja ditoko Cinta Karya karena sangat bersih				
8	Konsumen suka belanja ditoko Cinta Karya karena aman dan nyaman				

#### 4. Variabel Keputusan Pembelian (Y)

No	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
<b>Pilihan Produk</b>						
1.	Konsumen berbelanja ditoko cinta karya karena susu yang dijual berkualitas					
2.	Konsumen berbelanja ditoko cinta karya karena banyak pilihan produknya					
<b>Pilihan Merk</b>						
3	Konsumen berbelanja ditoko cinta karya karena susu yang dijual mempunyai merk yang terkenal					
4.	Konsumen berbelanja ditoko cinta karya karena banyak pilihan susu dengan merk yang berbeda					

<b>Pilihan Penyalur</b>					
5.	Konsumen berbelanja ditoko cinta karya karena toko sangat dikenal diwaingapu				
6.	Konsumen berbelanja ditoko cinta karya karena toko cinta karya menjadi salah satu agen				
<b>Waktu Pembelian</b>					
7	Toko cinta karya buka mulai jam 7 pagi sampai jam 10 malam				
8	Konsumen dapat berbelanja sewaktu-waktu antara pukul 7 pagi sampai dengan 10 malam				
<b>Jumlah Pembelian</b>					
9	Jumlah pembelian di toko cinta karya tidak dibatasi jumlah pembelian				
10	Pembelian dengan jumlah banyak akan mendapatkan diskon khusus				
<b>Metode Pembayaran</b>					
11	Pembayaran di toko cinta karya dapat dilakukan dengan pembayaran cash				
12	Pembayaran di toko cinta karya dapat dilakukan dengan pembayaran debit				

**Lampiran 5 : Tabulasi Data Jawaban Responden**

**a) Variabel Kualitas Pelayanan**

Responden	INDIKATOR VARIABEL KUALITAS PELAYANAN										TOTAL
	1	2	3	4	5	6	7	8	9	10	
Resp_1	5	5	4	5	5	5	4	5	5	4	47
Resp_2	3	3	3	3	2	3	2	3	3	3	28
Resp_3	3	3	4	4	3	3	4	3	4	4	35
Resp_4	5	5	5	5	4	4	5	4	5	5	47
Resp_5	4	4	5	4	4	5	4	5	5	4	44
Resp_6	3	4	4	4	3	3	4	4	4	3	36
Resp_7	4	3	4	3	4	4	4	4	3	4	37
Resp_8	3	4	4	4	3	4	4	4	3	4	37
Resp_9	3	4	4	4	4	4	4	4	3	4	38
Resp_10	4	4	3	3	3	4	3	3	4	4	35
Resp_11	4	4	3	4	4	4	3	4	3	4	37
Resp_12	5	4	5	4	4	5	4	5	4	5	45
Resp_13	4	5	4	5	5	4	5	5	5	5	47
Resp_14	5	5	5	4	4	5	4	4	4	4	44
Resp_15	3	3	4	4	4	3	4	4	3	3	35
Resp_16	4	3	4	4	3	3	4	3	3	3	34
Resp_17	3	3	4	3	4	3	4	4	4	4	36
Resp_18	4	3	4	4	3	4	4	3	4	3	36
Resp_19	4	4	3	4	4	4	4	3	4	3	37
Resp_20	2	3	3	2	2	3	3	2	2	3	25
Resp_21	4	3	4	3	3	4	3	3	3	3	33
Resp_22	4	4	5	5	5	5	4	5	5	4	46
Resp_23	5	5	5	4	5	5	4	5	5	4	47
Resp_24	5	5	4	5	5	5	4	4	5	5	47
Resp_25	4	5	5	4	5	4	5	5	4	5	46
Resp_26	3	3	4	3	4	3	3	4	4	3	34

Resp_27	3	3	4	3	3	3	4	3	4	3	33
Resp_28	5	4	5	5	4	5	5	4	5	4	46
Resp_29	5	5	5	5	5	5	5	5	5	5	50
Resp_30	5	5	4	5	5	4	5	5	5	5	48
Resp_31	5	5	4	5	5	4	5	5	5	5	48
Resp_32	5	4	5	5	4	5	5	4	5	4	46
Resp_33	4	5	4	4	5	4	4	5	4	5	44
Resp_34	4	5	5	4	5	5	4	5	4	5	46
Resp_35	5	5	5	5	5	5	5	5	5	5	50
Resp_36	4	5	4	4	5	4	4	5	4	5	44
Resp_37	5	5	5	4	5	4	4	5	5	4	46
Resp_38	5	5	4	4	5	4	5	4	5	4	45
Resp_39	3	3	4	4	3	4	3	3	3	4	34
Resp_40	2	2	2	2	2	2	2	2	2	2	20
Resp_41	2	2	2	2	3	2	2	2	3	2	22
Resp_42	3	2	2	2	3	2	2	2	2	2	22
Resp_43	4	4	4	4	4	4	5	4	4	5	42
Resp_44	4	5	4	4	5	4	4	5	4	5	44
Resp_45	4	4	5	4	4	5	4	4	4	4	42
Resp_46	4	5	5	4	5	5	4	5	4	5	46
Resp_47	4	4	4	4	4	4	4	4	5	4	41
Resp_48	4	4	4	5	5	4	5	4	5	5	45
Resp_49	5	4	5	5	4	5	5	4	5	4	46
Resp_50	4	5	5	5	4	5	5	5	5	4	47
Resp_51	5	5	4	4	5	4	5	5	4	5	46
Resp_52	4	4	5	5	5	4	5	5	5	5	47
Resp_53	4	5	4	4	5	4	4	5	4	5	44
Resp_54	5	4	5	5	4	5	5	4	5	4	46
Resp_55	5	4	5	5	4	5	5	4	5	4	46
Resp_56	4	4	5	4	4	5	4	4	4	4	42

Resp_57	4	4	4	4	4	4	4	4	4	4	40
Resp_58	4	4	5	5	4	5	5	4	5	5	46
Resp_59	4	4	5	4	4	5	4	4	4	4	42
Resp_60	3	4	4	3	4	4	3	4	3	4	36
Resp_61	4	5	4	4	5	4	4	5	4	5	44
Resp_62	4	3	4	4	3	4	4	3	4	3	36
Resp_63	2	2	2	2	2	2	2	2	2	2	20
Resp_64	3	2	2	3	2	2	3	2	3	2	24
Resp_65	2	2	3	2	2	3	2	2	2	2	22
Resp_66	3	4	4	3	4	4	3	4	3	4	36
Resp_67	4	4	3	4	4	3	4	4	4	4	38
Resp_68	4	4	3	4	4	3	4	4	4	4	38
Resp_69	4	4	3	4	4	3	4	4	4	4	38
Resp_70	4	4	4	4	4	4	4	4	4	4	40
Resp_71	4	4	4	4	4	4	4	4	4	4	40
Resp_72	4	4	4	4	4	4	4	4	4	4	40
Resp_73	5	5	5	5	5	5	5	5	5	5	50
Resp_74	3	3	4	3	3	4	3	3	3	3	32
Resp_75	3	3	2	3	3	2	3	3	3	3	28
Resp_76	4	4	4	4	4	4	4	4	4	4	40
Resp_77	4	4	5	4	5	4	5	5	4	5	45
Resp_78	4	5	5	4	5	5	4	5	4	5	46
Resp_79	4	4	4	4	4	4	4	4	4	4	40
Resp_80	3	3	4	3	3	4	3	3	3	3	32
Resp_81	4	4	3	4	4	3	4	4	4	4	38
Resp_82	3	3	3	3	3	3	3	3	3	3	30
Resp_83	4	4	4	4	4	4	4	4	4	4	40
Resp_84	5	4	5	4	5	4	5	4	5	4	45
Resp_85	4	4	4	3	4	4	3	4	4	3	37
Resp_86	4	3	4	3	4	4	3	4	4	3	36

Resp_87	5	4	5	4	4	5	5	4	4	4	44
Resp_88	4	5	4	4	5	4	4	5	4	5	44
Resp_89	5	5	5	5	5	4	4	5	4	5	47
Resp_90	4	5	4	5	5	4	5	5	4	5	46
Resp_91	4	5	4	4	5	4	4	5	4	5	44
Resp_92	5	5	4	4	5	4	5	4	5	4	45
Resp_93	5	5	4	4	5	4	5	4	5	4	45
Resp_94	5	5	4	5	5	5	5	5	5	5	49
Resp_95	5	4	5	4	4	5	5	5	4	4	45
Resp_96	4	4	5	5	5	4	5	5	5	5	47
Resp_97	5	5	4	5	4	5	4	4	5	4	45
Resp_98	4	3	4	4	3	4	4	3	4	3	36
Resp_99	5	4	4	4	4	4	5	4	4	4	42
Resp_100	5	5	5	5	4	5	5	4	5	4	47
Resp_101	4	4	5	4	5	4	4	4	4	4	42
Resp_102	4	4	4	4	4	4	5	5	4	5	43
Resp_103	4	4	4	4	4	4	4	4	4	4	40
Resp_104	3	3	4	4	3	4	3	4	3	4	35
Resp_105	3	3	4	4	3	4	3	4	3	4	35
Resp_106	5	4	5	4	5	5	4	4	4	5	45
Resp_107	5	4	5	4	5	4	5	5	5	4	46
Resp_108	5	5	4	5	4	4	5	5	4	5	46



**b) Variabel Harga**

Responden	INDIKATOR VARIABEL HARGA						TOTAL
	1	2	3	4	5	6	
Resp_1	5	5	5	5	5	4	29
Resp_2	5	5	5	5	5	5	30
Resp_3	4	3	4	4	3	4	22
Resp_4	5	5	5	4	5	5	29
Resp_5	5	4	5	4	5	4	27
Resp_6	3	4	4	4	3	4	22
Resp_7	5	5	5	5	5	5	30
Resp_8	4	4	4	4	4	4	24
Resp_9	5	5	5	5	5	5	30
Resp_10	5	5	5	5	5	5	30
Resp_11	5	4	5	5	4	5	28
Resp_12	5	4	5	4	4	4	26
Resp_13	5	5	4	5	4	5	28
Resp_14	5	4	5	5	4	5	28
Resp_15	4	3	4	4	4	3	22
Resp_16	3	4	4	4	4	3	22
Resp_17	5	5	5	5	5	5	30
Resp_18	5	5	5	5	5	5	30
Resp_19	2	3	3	2	3	3	16
Resp_20	3	3	3	2	2	3	16
Resp_21	3	3	4	3	3	4	20
Resp_22	5	4	5	5	4	4	27
Resp_23	5	4	5	5	4	5	28
Resp_24	5	5	5	5	5	5	30
Resp_25	4	5	4	4	5	5	27
Resp_26	4	5	4	5	5	5	28
Resp_27	4	5	5	5	4	5	28

Resp_28	5	4	5	5	4	5	28
Resp_29	5	4	5	4	5	5	28
Resp_30	5	5	4	5	4	4	27
Resp_31	5	5	4	5	5	4	28
Resp_32	5	4	5	5	4	4	27
Resp_33	4	5	4	4	5	5	27
Resp_34	4	5	5	5	4	4	27
Resp_35	5	5	4	5	4	4	27
Resp_36	4	5	5	4	4	4	26
Resp_37	5	5	4	5	4	5	28
Resp_38	5	4	5	4	5	5	28
Resp_39	3	4	4	3	3	4	21
Resp_40	2	2	2	2	2	2	12
Resp_41	3	2	3	2	3	2	15
Resp_42	2	2	2	2	2	2	12
Resp_43	4	5	4	5	4	4	26
Resp_44	4	5	4	5	5	4	27
Resp_45	4	4	5	5	4	4	26
Resp_46	4	5	5	4	5	4	27
Resp_47	5	4	5	5	5	4	28
Resp_48	5	5	5	5	5	5	30
Resp_49	5	4	5	5	4	5	28
Resp_50	5	4	5	5	5	5	29
Resp_51	4	5	4	5	5	5	28
Resp_52	5	5	5	5	5	4	29
Resp_53	4	5	4	5	5	4	27
Resp_54	5	4	5	5	4	5	28
Resp_55	5	4	5	4	4	5	27
Resp_56	4	4	5	5	4	4	26
Resp_57	4	4	5	5	5	5	28

Resp_58	5	5	5	4	5	4	28
Resp_59	4	4	5	5	4	5	27
Resp_60	5	4	5	5	4	5	28
Resp_61	4	5	4	4	4	5	26
Resp_62	4	3	4	3	4	3	21
Resp_63	4	4	4	4	4	3	23
Resp_64	3	4	4	4	3	4	22
Resp_65	4	4	4	3	3	4	22
Resp_66	3	4	4	4	4	5	24
Resp_67	4	4	3	3	4	4	22
Resp_68	4	4	3	3	4	3	21
Resp_69	4	4	3	4	3	4	22
Resp_70	4	4	4	3	3	4	22
Resp_71	4	4	4	3	4	3	22
Resp_72	4	4	4	3	4	3	22
Resp_73	5	5	5	4	5	4	28
Resp_74	3	3	4	4	4	3	21
Resp_75	3	3	2	2	2	3	15
Resp_76	4	4	4	5	5	4	26
Resp_77	4	5	4	5	4	4	26
Resp_78	4	5	5	5	4	3	26
Resp_79	4	4	4	5	5	4	26
Resp_80	3	3	4	3	4	3	20
Resp_81	4	4	3	4	3	4	22
Resp_82	3	3	3	4	4	3	20
Resp_83	4	4	4	3	4	5	24
Resp_84	5	4	4	3	4	4	24
Resp_85	4	3	4	3	4	3	21
Resp_86	4	3	4	4	4	4	23
Resp_87	4	4	4	5	5	4	26

Resp_88	4	5	4	4	5	4	26
Resp_89	4	5	4	5	5	4	27
Resp_90	4	5	5	4	5	4	27
Resp_91	4	5	4	4	5	4	26
Resp_92	5	4	5	4	5	5	28
Resp_93	5	4	5	4	5	4	27
Resp_94	5	5	4	4	5	4	27
Resp_95	4	4	4	4	5	5	26
Resp_96	5	5	4	5	5	5	29
Resp_97	5	4	4	4	4	4	25
Resp_98	4	5	4	5	5	5	28
Resp_99	4	4	4	4	4	4	24
Resp_100	5	4	5	5	4	5	28
Resp_101	4	5	4	5	5	4	27
Resp_102	5	5	5	4	5	5	29
Resp_103	5	5	4	5	5	4	28
Resp_104	3	4	3	4	3	3	20
Resp_105	5	4	5	4	5	5	28
Resp_106	4	5	5	5	5	4	28
Resp_107	4	5	5	5	5	4	28
Resp_108	5	5	5	5	5	4	29

c) Variabel Lokasi

Responden	INDIKATOR VARIABEL LOKASI								TOTAL
	1	2	3	4	5	6	7	8	
Resp_1	5	5	5	5	5	4	5	4	38
Resp_2	4	3	4	4	4	4	3	4	30
Resp_3	4	4	4	4	4	3	3	3	29
Resp_4	3	3	4	4	3	4	3	4	28
Resp_5	5	5	5	5	5	5	4	5	39
Resp_6	3	4	4	4	4	3	4	4	30
Resp_7	4	4	4	4	3	3	4	4	30
Resp_8	4	4	4	4	4	4	3	4	31
Resp_9	3	4	4	4	3	4	4	4	30
Resp_10	4	4	5	4	4	5	4	5	35
Resp_11	4	3	4	4	3	3	4	3	28
Resp_12	4	3	4	4	4	3	4	4	30
Resp_13	5	5	5	5	5	4	5	4	38
Resp_14	4	5	5	4	4	4	5	4	35
Resp_15	4	3	4	4	4	4	4	3	30
Resp_16	3	4	4	4	3	4	4	3	29
Resp_17	3	3	4	4	4	3	4	4	29
Resp_18	3	3	4	3	4	4	3	3	27
Resp_19	4	4	4	3	4	3	4	4	30
Resp_20	4	4	3	4	3	4	3	3	28
Resp_21	4	3	3	4	3	4	3	4	28
Resp_22	4	5	5	4	5	5	5	4	37
Resp_23	4	4	4	4	4	4	3	3	30
Resp_24	4	5	5	5	4	5	5	5	38
Resp_25	5	4	5	4	5	4	5	4	36
Resp_26	4	5	4	5	4	5	4	5	36
Resp_27	5	5	5	4	5	5	5	4	38

Resp_28	5	4	5	5	5	5	5	4	38
Resp_29	5	5	5	5	5	5	4	5	39
Resp_30	4	4	4	3	4	4	4	4	31
Resp_31	4	3	4	3	4	4	3	3	28
Resp_32	4	4	3	4	3	4	3	3	28
Resp_33	4	4	5	5	4	4	5	5	36
Resp_34	5	4	5	4	5	5	4	5	37
Resp_35	4	4	4	4	4	4	4	3	31
Resp_36	4	4	3	3	4	4	3	4	29
Resp_37	4	4	4	4	4	4	4	4	32
Resp_38	4	4	4	4	4	4	4	4	32
Resp_39	5	5	5	4	4	5	5	5	38
Resp_40	2	2	2	2	2	2	2	2	16
Resp_41	2	2	2	2	2	2	3	2	17
Resp_42	2	2	3	3	2	3	2	3	20
Resp_43	4	3	4	3	4	3	4	4	29
Resp_44	4	4	4	4	3	4	4	4	31
Resp_45	4	3	3	3	4	3	3	4	27
Resp_46	5	5	4	4	5	5	4	4	36
Resp_47	5	5	5	5	5	5	5	5	40
Resp_48	5	5	5	5	5	5	5	5	40
Resp_49	5	4	4	4	5	4	4	5	35
Resp_50	5	4	4	5	5	4	4	4	35
Resp_51	5	5	4	5	5	5	4	5	38
Resp_52	4	4	4	4	5	4	4	4	33
Resp_53	4	4	4	4	5	4	4	4	33
Resp_54	4	4	4	5	4	5	4	5	35
Resp_55	4	4	4	5	4	4	5	5	35
Resp_56	5	5	4	5	5	5	4	4	37
Resp_57	5	5	4	4	5	5	5	3	36

Resp_58	4	4	4	4	4	4	4	4	32
Resp_59	4	5	4	5	4	5	4	5	36
Resp_60	4	4	5	4	5	4	5	4	35
Resp_61	4	5	4	5	4	5	4	5	36
Resp_62	5	4	5	4	5	4	5	5	37
Resp_63	4	5	4	5	4	5	4	5	36
Resp_64	4	4	4	4	4	4	4	4	32
Resp_65	3	4	4	3	4	4	4	4	30
Resp_66	4	4	3	3	4	4	3	3	28
Resp_67	3	4	3	4	3	4	3	4	28
Resp_68	4	4	5	5	4	4	5	5	36
Resp_69	4	4	4	4	5	4	4	4	33
Resp_70	3	4	4	4	4	4	4	3	30
Resp_71	4	4	5	5	4	4	5	5	36
Resp_72	3	3	4	4	3	3	4	4	28
Resp_73	3	4	3	3	4	4	3	4	28
Resp_74	4	5	5	5	5	5	5	5	39
Resp_75	4	5	4	5	5	5	4	5	37
Resp_76	5	5	5	5	5	5	5	5	40
Resp_77	5	5	4	5	5	5	4	4	37
Resp_78	4	5	4	5	4	5	4	5	36
Resp_79	5	4	5	4	4	4	5	4	35
Resp_80	4	5	5	5	4	5	5	4	37
Resp_81	4	4	5	4	5	4	5	4	35
Resp_82	5	5	4	5	5	4	4	5	37
Resp_83	5	4	5	4	5	4	5	5	37
Resp_84	4	5	4	5	5	5	4	5	37
Resp_85	3	3	4	4	3	3	4	5	29
Resp_86	3	4	4	3	4	4	4	4	30
Resp_87	5	5	4	5	4	5	4	5	37

Resp_88	5	4	5	5	4	4	5	5	37
Resp_89	5	4	5	5	4	4	5	4	36
Resp_90	5	4	5	4	4	4	5	4	35
Resp_91	4	3	4	3	4	3	4	4	29
Resp_92	4	4	5	5	4	4	5	4	35
Resp_93	3	4	3	4	4	4	4	4	30
Resp_94	4	4	4	4	4	4	5	5	34
Resp_95	4	5	4	5	4	5	4	5	36
Resp_96	4	5	4	5	4	5	4	4	35
Resp_97	4	5	5	4	4	5	4	5	36
Resp_98	5	5	5	5	5	5	4	4	38
Resp_99	5	4	5	4	5	4	5	5	37
Resp_100	5	5	4	4	5	5	4	4	36
Resp_101	5	5	4	5	4	5	5	5	38
Resp_102	5	4	5	5	5	5	5	5	39
Resp_103	4	4	5	5	5	5	5	5	38
Resp_104	5	4	5	5	4	5	5	5	38
Resp_105	4	4	4	4	4	4	4	4	32
Resp_106	5	5	5	4	4	5	4	4	36
Resp_107	4	5	5	5	4	5	4	4	36
Resp_108	4	5	4	5	5	5	4	4	36



**d) Variabel Keputusan Pembelian**

Responden	INDIKATOR VARIABEL KEPUTUSAN PEMBELIAN												TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	
Resp_1	4	4	5	4	4	4	4	5	5	5	5	5	54
Resp_2	4	3	3	4	3	3	3	3	3	3	3	3	38
Resp_3	3	3	3	3	3	4	3	4	3	4	3	4	40
Resp_4	5	4	5	4	5	4	5	5	4	5	5	5	56
Resp_5	4	5	4	4	4	5	4	4	5	4	5	5	53
Resp_6	3	3	3	3	4	3	3	3	4	3	4	4	40
Resp_7	3	3	2	3	3	2	3	2	3	2	3	3	32
Resp_8	4	4	4	4	4	3	4	3	4	3	4	4	45
Resp_9	4	3	4	4	4	4	3	4	3	4	3	4	44
Resp_10	4	4	3	4	4	3	4	3	4	4	3	4	44
Resp_11	3	4	3	4	4	3	3	4	4	4	3	4	43
Resp_12	5	5	5	4	4	5	4	4	5	4	5	4	54
Resp_13	4	4	5	4	5	5	4	5	5	5	5	5	56
Resp_14	5	4	5	5	4	5	5	4	5	4	5	4	55
Resp_15	4	4	5	5	5	4	5	5	5	5	5	4	56
Resp_16	5	4	5	5	5	4	5	5	5	5	4	5	57
Resp_17	3	4	4	4	3	4	4	4	4	3	4	3	44
Resp_18	4	3	4	3	4	3	3	3	4	3	4	3	41
Resp_19	5	4	5	4	4	5	4	5	4	5	5	4	54
Resp_20	4	5	4	4	4	5	5	4	4	4	5	5	53
Resp_21	4	4	4	4	5	4	4	4	4	4	4	4	49
Resp_22	4	4	5	4	5	5	4	5	5	4	5	4	54
Resp_23	5	4	5	5	5	4	5	4	5	5	4	5	56
Resp_24	4	5	4	4	5	4	5	5	4	5	4	5	54
Resp_25	5	5	5	4	5	4	4	5	4	5	4	5	55
Resp_26	5	4	4	4	4	5	5	4	4	4	5	5	53
Resp_27	5	4	4	5	4	4	5	4	5	4	4	5	53

Resp_28	5	4	4	5	5	4	4	4	5	5	4	4	53
Resp_29	4	5	4	5	5	4	4	4	5	5	4	5	54
Resp_30	4	5	5	4	4	5	5	5	4	4	5	5	55
Resp_31	5	5	5	5	5	4	4	5	5	5	4	5	57
Resp_32	4	5	5	5	5	5	4	5	5	5	5	5	58
Resp_33	5	5	5	4	4	4	4	5	4	4	4	4	52
Resp_34	5	5	5	4	5	5	5	5	4	5	5	4	57
Resp_35	5	4	4	5	5	5	4	4	5	5	5	5	56
Resp_36	4	4	5	4	4	5	4	5	4	4	5	4	52
Resp_37	5	5	4	5	4	4	4	4	5	4	4	4	52
Resp_38	5	5	4	4	5	4	5	4	4	5	4	4	53
Resp_39	4	5	5	4	5	5	4	5	4	5	5	4	55
Resp_40	2	2	2	2	2	2	2	2	2	2	2	2	24
Resp_41	2	2	2	3	3	2	2	2	3	3	2	2	28
Resp_42	3	3	3	3	3	2	3	3	3	3	2	2	33
Resp_43	4	4	3	4	3	4	4	3	4	3	4	3	43
Resp_44	4	5	5	4	5	4	5	5	4	5	4	4	54
Resp_45	5	4	4	5	4	5	5	4	5	4	5	4	54
Resp_46	4	4	4	3	4	4	3	4	3	4	4	4	45
Resp_47	5	5	4	5	4	5	4	4	5	4	5	4	54
Resp_48	5	4	4	4	4	4	4	4	4	4	4	4	49
Resp_49	5	5	4	5	5	4	5	4	5	5	4	4	55
Resp_50	3	4	3	4	3	3	4	3	4	3	3	4	41
Resp_51	4	4	4	4	4	4	4	4	4	4	4	4	48
Resp_52	4	4	4	4	4	4	4	4	4	4	4	4	48
Resp_53	4	4	4	4	4	4	4	4	4	4	4	4	48
Resp_54	3	4	4	4	4	4	4	4	4	4	4	4	47
Resp_55	5	5	4	5	4	4	5	4	5	4	4	5	54
Resp_56	4	4	4	5	4	4	5	4	5	4	4	5	52
Resp_57	4	3	3	4	4	3	4	3	4	4	3	3	42

Resp_58	4	5	4	4	4	4	4	4	4	4	4	5	50
Resp_59	4	5	4	5	5	4	5	4	5	5	4	5	55
Resp_60	5	5	5	5	4	5	5	5	5	4	5	4	57
Resp_61	5	4	4	4	5	4	4	4	4	5	4	5	52
Resp_62	5	4	5	4	5	5	4	5	4	5	5	4	55
Resp_63	5	4	4	4	4	4	4	4	4	4	4	5	50
Resp_64	5	5	5	5	5	5	5	5	5	5	5	5	60
Resp_65	3	3	3	4	3	3	4	3	4	3	3	3	39
Resp_66	3	3	3	3	4	3	3	3	3	4	3	3	38
Resp_67	3	3	4	4	4	4	4	4	4	4	4	4	46
Resp_68	4	4	4	4	4	4	4	4	4	4	4	4	48
Resp_69	5	5	4	4	5	4	5	4	4	5	4	4	53
Resp_70	4	5	5	4	5	5	4	5	4	5	5	5	56
Resp_71	5	5	4	5	5	5	5	4	5	5	5	4	57
Resp_72	4	4	5	5	5	5	5	5	5	5	5	5	58
Resp_73	4	5	4	5	5	4	5	4	5	5	4	4	54
Resp_74	4	5	4	5	5	4	5	4	5	5	4	4	54
Resp_75	4	5	5	4	4	5	4	5	4	4	5	5	54
Resp_76	5	5	5	5	4	5	5	5	5	4	5	5	58
Resp_77	5	5	5	5	5	5	5	5	5	5	5	5	60
Resp_78	5	4	4	4	5	4	4	4	4	5	4	4	51
Resp_79	4	4	4	5	5	4	5	4	5	5	4	4	53
Resp_80	5	5	5	5	5	4	5	5	5	5	4	4	57
Resp_81	5	4	4	4	5	4	4	4	4	5	4	4	51
Resp_82	4	4	4	4	5	4	4	4	4	5	4	5	51
Resp_83	5	5	5	5	4	5	5	5	5	4	5	5	58
Resp_84	4	5	4	5	4	5	4	4	5	4	5	5	54
Resp_85	5	4	5	5	4	5	4	5	5	4	5	4	55
Resp_86	4	5	4	5	5	4	5	4	5	5	4	5	55
Resp_87	5	5	4	5	5	5	4	4	5	5	5	5	57

Resp_88	4	5	4	5	5	5	5	4	5	5	5	4	56
Resp_89	5	4	5	4	5	4	5	5	4	5	4	4	54
Resp_90	4	4	5	4	4	5	4	5	4	4	5	4	52
Resp_91	4	4	5	4	5	5	4	5	4	5	5	4	54
Resp_92	4	4	5	4	5	5	5	5	4	5	5	4	55
Resp_93	5	5	4	5	4	4	4	4	5	4	4	4	52
Resp_94	4	4	5	5	4	5	5	5	4	4	4	4	53
Resp_95	4	5	4	5	5	4	5	4	5	5	4	5	55
Resp_96	4	5	5	4	5	5	5	5	4	5	5	5	57
Resp_97	5	5	5	5	4	5	4	4	5	5	5	5	57
Resp_98	5	4	5	4	4	5	5	5	5	4	5	4	55
Resp_99	4	5	4	4	4	5	5	4	5	4	5	4	53
Resp_100	4	4	4	4	5	5	5	4	4	5	5	5	54
Resp_101	4	5	4	4	5	4	5	4	4	4	4	4	51
Resp_102	5	5	4	4	4	4	5	5	4	5	4	5	54
Resp_103	5	4	5	5	5	4	5	5	5	5	4	5	57
Resp_104	4	4	5	4	5	4	4	5	5	4	4	4	52
Resp_105	4	4	4	5	4	4	5	4	4	5	4	4	51
Resp_106	4	5	4	5	4	5	4	4	5	4	4	5	53
Resp_107	4	5	4	5	5	4	5	4	4	4	5	4	53
Resp_108	4	4	5	4	5	4	5	4	4	5	4	4	52

## Lampiran 6 : Karakteristik Responden

### a. Berdasarkan Jenis Kelamin Responden

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki laki	41	38.0	38.0	38.0
	Perempuan	67	62.0	62.0	100.0
	Total	108	100.0	100.0	

### b. Berdasarkan Usia Responden

		Usia Responden			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Usia 18 s/d 25 Tahun	15	13.9	13.9	13.9
	Usia 26 s/d 35 Tahun	55	50.9	50.9	64.8
	Usia 36 s/d 45 Tahun	28	25.9	25.9	90.7
	Usia > 45 Tahun	10	9.3	9.3	100.0
	Total	108	100.0	100.0	

## Lampiran 7 : Hasil Pengujian Data Penelitian

### 1. Distribusi Frekuensi Jawaban Responden

#### a) Variabel Kualitas Pelayanan

##### X1.1

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	5	4.6	4.6	4.6
	3.00	20	18.6	18.6	23.2
	4.00	51	47.2	47.2	70.4
	5.00	32	29.6	29.6	100.0
	Total	108	100.0	100.0	

##### X1.2

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	6	5.6	5.6	5.6
	3.00	21	19.4	19.4	25.0
	4.00	47	43.5	43.5	68.5
	5.00	34	31.5	31.5	100.0
	Total	108	100.0	100.0	

##### X1.3

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	6	5.6	5.6	5.6
	3.00	11	10.1	10.1	15.7
	4.00	56	51.9	51.9	67.6
	5.00	35	32.4	32.4	100.0
	Total	108	100.0	100.0	

**X1.4**

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	6	5.6	5.6	5.6
	3.00	16	14.7	14.7	20.3
	4.00	60	55.6	55.6	75.9
	5.00	26	24.1	24.1	100.0
	Total	108	100.0	100.0	

**X1.5**

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	6	5.6	5.6	5.6
	3.00	19	17.6	17.6	23.2
	4.00	46	42.6	42.6	65.8
	5.00	37	34.2	34.2	100.0
	Total	108	100.0	100.0	

**X1.6**

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	6	5.6	5.6	5.6
	3.00	15	13.9	13.9	19.4
	4.00	58	53.7	53.7	73.1
	5.00	29	26.9	26.9	100.0
	Total	108	100.0	100.0	

**X1.7**

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	6	5.6	5.6	5.6
	3.00	17	15.7	15.7	21.3
	4.00	51	47.2	47.2	68.5
	5.00	34	31.5	31.5	100.0
	Total	108	100.0	100.0	

### X1.8

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	7	6.5	6.5	6.5
	3.00	15	13.9	13.9	20.4
	4.00	51	47.2	47.2	67.6
	5.00	35	32.4	32.4	100.0
	Total	108	100.0	100.0	

### X1.9

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	5	4.6	4.6	4.6
	3.00	19	17.6	17.6	22.2
	4.00	52	48.2	48.2	70.4
	5.00	32	29.6	29.6	100.0
	Total	108	100.0	100.0	

### X1.10

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	6	5.6	5.6	5.6



	3.00	18	16.6	16.6	22.2
	4.00	51	47.2	47.2	69.4
	5.00	33	30.6	30.6	100.0
	Total	108	100.0	100.0	

**b) Variabel Harga**

**X2.1**

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	3	2.8	2.8	2.8
	3.00	13	12.0	12.0	14.8
	4.00	47	43.5	43.5	58.3
	5.00	45	41.7	41.7	100.0
	Total	108	100.0	100.0	

**X2.2**

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	3	2.8	2.8	2.8
	3.00	12	11.1	11.1	13.9
	4.00	48	44.4	44.4	58.3
	5.00	45	41.7	41.7	100.0
	Total	108	100.0	100.0	

**X2.3**

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	3	2.8	2.8	2.8
	3.00	9	8.3	8.3	11.1
	4.00	49	45.4	45.4	56.5

	5.00	47	43.5	43.5	100.0
	Total	108	100.0	100.0	

#### X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	5.6	5.6	5.6
	3.00	13	12.0	12.0	17.6
	4.00	38	35.2	35.2	52.8
	5.00	51	47.2	47.2	100.0
	Total	108	100.0	100.0	

#### X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.7	3.7	3.7
	3.00	12	11.1	11.1	14.8
	4.00	45	41.7	41.7	56.5
	5.00	47	43.5	43.5	100.0
	Total	108	100.0	100.0	

#### X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.8	2.8	2.8
	3.00	16	14.8	14.8	17.6
	4.00	50	46.3	46.3	63.9
	5.00	39	36.1	36.1	100.0
	Total	108	100.0	100.0	

**c) Variabel Lokasi**

**X3.1**

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	3	2.7	2.7	2.7
	3.00	14	13.0	13.0	15.7
	4.00	57	52.8	52.8	68.5
	5.00	34	31.5	31.5	100.0
	Total	108	100.0	100.0	

**X3.2**

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	3	2.8	2.7	2.7
	3.00	14	13.0	13.0	15.7
	4.00	54	50.0	50.0	65.7
	5.00	37	34.3	34.3	100.0
	Total	108	100.0	100.0	

**X3.3**

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	2	1.9	1.9	1.9
	3.00	10	9.2	9.2	11.1
	4.00	58	53.7	53.7	64.8
	5.00	38	35.2	35.2	100.0
	Total	108	100.0	100.0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.9	1.9	1.9
	3.00	13	12.0	12.0	13.9
	4.00	52	48.1	48.1	62.0
	5.00	41	38.0	38.0	100.0
	Total	108	100.0	100.0	

### X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.8	2.8	2.8
	3.00	12	11.1	11.1	13.9
	4.00	57	52.8	52.8	66.7
	5.00	36	33.3	33.3	100.0
	Total	108	100.0	100.0	

### X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.9	1.9	1.9
	3.00	13	12.0	12.0	13.9
	4.00	53	49.1	49.1	63.0
	5.00	40	37.0	37.0	100.0
	Total	108	100.0	100.0	

### X3.7

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	2	1.9	1.9	1.9
	3.00	16	14.8	14.8	16.7
	4.00	56	51.8	51.8	68.5
	5.00	34	31.5	31.5	100.0
	Total	108	100.0	100.0	

### X3.8

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	2	1.9	1.9	1.9
	3.00	14	13.0	13.0	14.8
	4.00	54	50.0	50.0	64.8
	5.00	38	35.1	35.1	100.0
	Total	108	100.0	100.0	

#### d) Variabel Keputusan Pembelian

### Y.1

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	2	1.9	1.9	1.9
	3.00	11	10.2	10.2	12.1
	4.00	53	49.1	49.1	61.2
	5.00	42	38.8	38.8	100.0
	Total	108	100.0	100.0	

### Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.9	1.9	1.9
	3.00	11	10.2	10.2	12.1
	4.00	50	46.3	46.3	58.4
	5.00	45	41.6	41.6	100.0
	Total	108	100.0	100.0	

### Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.8	2.8	2.8
	3.00	11	10.2	10.2	13.0
	4.00	53	49.1	49.1	62.1
	5.00	41	37.9	37.9	100.0
	Total	108	100.0	100.0	

### Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.9	.9	.9
	3.00	8	7.4	7.4	8.3
	4.00	58	53.7	53.7	62.0
	5.00	41	38.0	38.0	100.0
	Total	108	100.0	100.0	

### Y.5

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	1	.9	.9	.9
	3.00	9	8.3	8.3	9.3
	4.00	49	45.4	45.4	54.6
	5.00	49	45.4	45.4	100.0
	Total	108	100.0	100.0	

### Y.6

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	4	3.7	3.7	3.7
	3.00	10	9.3	9.3	13.0
	4.00	54	50.0	50.0	63.0
	5.00	40	37.0	37.0	100.0
	Total	108	100.0	100.0	

### Y.7

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	2	1.9	1.9	1.9
	3.00	10	9.3	9.3	11.2
	4.00	50	46.3	46.3	57.5
	5.00	46	42.5	42.5	100.0
	Total	108	100.0	100.0	

### Y.8

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	3	2.8	2.8	2.8
	3.00	11	10.2	10.2	13.0
	4.00	56	51.8	51.8	64.8
	5.00	38	35.2	35.2	100.0
	Total	108	100.0	100.0	

### Y.9

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	1	.9	.9	.9
	3.00	8	7.4	7.4	8.3
	4.00	53	49.1	49.1	57.4
	5.00	46	42.6	42.6	100.0
	Total	108	100.0	100.0	

### Y.10

		Frequen cy	Perce nt	Valid Percent	Cumulative Percent
Valid	2.00	2	1.9	1.9	1.9
	3.00	10	9.3	9.3	11.1
	4.00	47	43.5	43.5	54.6
	5.00	49	45.4	45.4	100.0
	Total	108	100.0	100.0	



**Y.11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.8	2.8	2.8
	3.00	10	9.3	9.3	12.1
	4.00	53	49.1	49.1	61.2
	5.00	42	38.8	38.8	100.0
	Total	108	100.0	100.0	

**Y.12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.8	2.8	2.8
	3.00	8	7.4	7.4	10.2
	4.00	57	52.8	52.8	63.0
	5.00	40	37.0	37.0	100.0
	Total	108	100.0	100.0	

2. Pengujian Validitas Data  
 a. Variabel Kualitas Pelayanan

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	4.0093	.738	.729	.
X1.2	4.0185	.673	.729	.

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.3	3.9815	.616	.642	.
X1.4	4.1111	.642	.642	.

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.5	4.0185	.635	.556	.
X1.6	4.0556	.745	.556	.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.7	4.0556	.726	.666	.
X1.8	4.0463	.699	.666	.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.9	4.0278	.700	.589	.
X1.10	4.0278	.663	.589	.

### b. Variabel Harga

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	4.2500	.582	.548	.
X2.2	4.2407	.596	.548	.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.3	4.2407	.764	.640	.
X2.4	4.2963	.547	.640	.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.5	4.1574	.601	.524	.
X2.6	4.2500	.638	.524	.

### c. Variabel Lokasi

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	4.1574	.564	.587	.
X3.2	4.1296	.544	.587	.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.3	4.2222	.530	.554	.
X3.4	4.2222	.474	.554	.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.5	4.2130	.524	.569	.
X3.6	4.1667	.533	.569	.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.7	4.1852	.526	.541	.
X3.8	4.1296	.525	.541	.

**d. Variabel Keputusan Pembelian**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	4.2778	.520	.537	.
Y.2	4.2500	.507	.537	.

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.3	4.2870	.412	.435	.
Y.4	4.2222	.548	.435	.

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.5	4.2037	.575	.425	.
Y.6	4.3519	.454	.425	.

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.7	4.1944	.532	.535	.
Y.8	4.2963	.510	.535	.

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.9	4.3241	.520	.461	.
Y.10	4.3333	.430	.461	.

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.11	4.2407	.502	.570	.
Y.12	4.2407	.540	.570	.

**3. Pengujian Reliabilitas Data**  
**a) Variabel Kualitas Pelayanan**

**Case Processing Summary**

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.843	2

**Case Processing Summary**

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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



### Reliability Statistics

Cronbach's Alpha	N of Items
.782	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.713	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0

Total	108	100.0
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a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.799	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.741	2

**b) Variabel Harga**

**Case Processing Summary**

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.708	2

**Case Processing Summary**

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.774	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.688	2

c) Variabel Lokasi

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.740	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.712	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.725	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.702	2

**d) Variabel Keputusan Pembelian**

**Case Processing Summary**

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.699	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.692	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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



### Reliability Statistics

Cronbach's Alpha	N of Items
.694	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.697	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.629	2

### Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded <sup>a</sup>	0	.0
	Total	108	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items

.726	2
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#### 4. Pengujian Uji Asumsi Klasik

##### a) Uji Normalitas

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		108
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	5.04030031
Most Extreme Differences	Absolute	.065
	Positive	.046
	Negative	-.065
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

##### b) Uji Multikolinieritas

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas Pelayanan	.522	1.915
	Harga	.513	1.951
	Lokasi	.815	1.227

a. Dependent Variable: Keputusan Pembelian

### c) Uji Autokorelasi

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

Model	Durbin-Watson
1	1.694 <sup>a</sup>

a. Predictors: (Constant), Lokasi, Kualitas Pelayanan, Harga

b. Dependent Variable: Keputusan Pembelian

### d) Uji Heterokedastisitas

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	15.583	2.309		
Kualitas Pelayanan	-.096	.054	-.212	-1.779	.078

Harga	.060	.099	.073	.606	.546
Lokasi	-.180	.066	-.301	-2.210	.060

a. Dependent Variable: Abs\_Res

## 5. Analisis Regresi Linier Berganda

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647 <sup>a</sup>	.419	.402	5.11248

a. Predictors: (Constant), Lokasi, Kualitas Pelayanan, Harga

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22.613	4.155		5.442	.000
	Kualitas Pelayanan	.450	.097	.479	4.632	.000
	Harga	-.508	.178	-.298	-2.854	.005
	Lokasi	.699	.120	.484	5.842	.000

a. Dependent Variable: Keputusan Pembelian

## 6. Pengujian Hipotesis

a) Uji t

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.613	4.155		5.442	.000
	Kualitas Pelayanan	.450	.097	.479	4.632	.000
	Harga	-.508	.178	-.298	-2.854	.005
	Lokasi	.699	.120	.484	5.842	.000

a. Dependent Variable: Keputusan Pembelian

**b) Uji F****ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1962.372	3	654.124	25.026	.000 <sup>b</sup>
	Residual	2718.295	104	26.137		
	Total	4680.667	107			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Lokasi, Kualitas Pelayanan, Harga

