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Wijaya Tony, 2011. *Manajemen Kualitas Jasa*, Jakarta : PT Indeks

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Achmat Sueb
2. NIM : 151500229
3. Program Studi : Manajemen
4. Judul Skripsi : Pengaruh Kualitas Pelayanan,
Lokasi dan Harga Terhadap
Keputusan Pembelian Pada Jungkir
Balik Café Di Kota Sidoarjo
5. Tanggal Mengajukan Skripsi : 15 MEI 2019
6. Dosen Pembimbing : 1. Dra. Christina Menuk S. SE., MM
2. Widhayani Puri S. S.Sos.,SE., MM

No.	Tanggal	Materi Konsultasi	Keterangan	Paraf	
				Penguji I	Penguji II
1.	15/05/2019	Judul	ACC		
2.	16/05/2019	BAB I	Revisi		
3.	17/05/2019	BAB I	Revisi		
4.	27/05/2019	BAB I	ACC		
5.	29/05/2019	BAB I,II,III	Revisi		
6.	17/06/2019	BAB II,III	Revisi		
7.	18/06/2019	BAB I,II,III	Revisi		
8.	19/06/2019	BAB II,III	Revisi		
9.	19/06/2019	BAB II,III	ACC		
10.	24/06/2019	SEMPRO PROPOSAL			
11.	10/07/2019	BAB IV,V	Revisi		
12.	11/07/2019	BAB V	Revisi		
13.	12/07/2019	BAB V	Revisi		
14.	18/07/2019	BAB IV,V	Revisi		
15.	22/07/2019	BAB IV	Revisi		
16.	23/07/2019	Artikel	Revisi		
17.	24/07/2019	Artikel	ACC		

Surabaya, 24 Juli 2019

Dosen Pembimbing I,

Dosen Pembimbing II,

Dra. Christina Menuk S. SE., MM

Widhayani Puri S. S.Sos.,SE., MM

NIP: 1958080198203 2 001

NPP: 1507733/DY

KUESIONER

A. Identitas responden

1. No Responden

.....

2. Nama

.....

3. Jenis Kelamin : Laki-

Laki Perempuan

4. Usia

..... tahun

5. Pekerjaan

.....

.....

B. Petunjuk pengisian

Berilah tanggapan anda mengenai pernyataan dibawah ini dengan memberi tanda checkmark (√) pada salah satu kolom jawaban.

C. Keterangan :

Sangat Setuju (SS)

Setuju (S)

Netral (N)

Tidak Setuju (ST)

Sangat Tidak Setuju (STS)

Lembar Kuesioner

NO	PERNYATAAN	KETERANGAN			
		SS	S	N	T
Qualitas Pelayanan					
Bukti Fisik					
1.	Menurut saya, Jungkir balik Café memiliki ruangan yang menarik				
2.	Tempat duduk dan meja Jungkir Balik Café bersih				
Kehandalan					
1.	Karyawan Jungkir Balik Café cekatan dalam menangani pesanan pelanggan				
2.	Menurut saya, karyawan Jungkir Balik Café memberikan perhatian serius terhadap anda ketika tempat penuh				
Ketanggapan					
1.	Saya tidak terlalu lama menerima menu yang saya pesan				
2.	Ketika anda membutuhkan sesuatu karyawan Jungkir Balik Café cepat dalam melayani				
Jaminan					

1.	Anda merasa aman dan nyaman saat berada di Jungkir Balik Café.			
2.	Jungkir Balik Café selalu menyajikan makanan dengan cita rasa yang sama			
Empati				
1.	Karyawan Jungkir Balik Café memberikan pelayanan yang sama tanpa memandang status			
2.	Karyawan Jungkir Balik Café memberikan perhatian secara baik dan sopan			
Lokasi				
Lokasi yang strategis				
1	Akses transportasi menuju Jungkir Balik café mudah dijangkau			
2.	Lokasi Jungkir Balik Café dapat diketahui oleh banyak orang			
Kenyamanan Lokasi				
1.	Lalu lintas disekitar Jungkir Balik Café lancar			
2.	Kondisi jalan menuju Jungkir Balik Café baik			
Ketersediaan Lahan Parkir				
1.	Jungkir Balik Café memiliki tempat parkir yang memadai			
2.	Tempat parker Jungkir Balik Café menjamin keamanan bagi para pengunjung			

Harga				
Keterjangkauan harga				
1.	Menu yang ditawarkan Jungkir Balik Café sangat terjangkau			
2.	Harga bervariasi sesuai dengan porsi yang ada di Jungkir Balik café			
Kesesuaian harga dengan kualitas				
1.	Jungkir Balik Café menawarkan makanan dan minuman yang berkualitas dengan harga yang terjangkau			
2.	Harga menu di Jungkir Balik Café sesuai dengan kualitas rasa			
Daya Saing Harga				
1.	Harga menu Jungkir Balik Café lebih ekonomis daripada café lain yang setara dengannya			
2.	Harga menu Jungkir Balik café bersaing dengan café yang lain			
Kesesuaian harga dengan manfaat				
1.	Harga makanan dan minuman di Jungkir Balik Café sesuai dengan kualitas produk yang ditawarkan			
2.	Harga makanan dan minuman Jungkir Balik café sesuai dengan rasa yang diinginkan			
Keputusan Pembelian				

Pilihan Produk				
1.	Konsumen merasa yakin untuk membeli salah satu produk di jungkir balik café			
2.	Meyakini bahwa kualitas produk dari jungkir balik café lebih unggul daripada café lainnya			
Pilihan Merk				
1.	Mencari informasi merk yang akan dipilih di Jungkir Balik café			
	Membandingkan Merk produk dari Jungkir balik café dengan produk café yang lain			
Pilihan Penyalur				
	Jungkir Balik Café cekatan dalam melayani konsumen			
	Jungkir Balik Café menjadi pilihan utama disbanding dengan ccafe yang lain			
Waktu Pembelian				
	Pilih waktu yang pas untuk mengunjungi jungkir balik café			
	Memiliki waktu khusus untuk datang mengunjungi jungkir balik café			
Jumlah pembelian				

	ing melakukan pembelian dengan jumlah yang banyak			
	mlah menu yang di sediakan cukup banyak			

**DAFTAR HADIR PESERTA SEMINAR PROPOSAL
PENELITIAN**

**PENGARUH KUALITAS PELAYAN LOKASI DAN HARGA
TERHADAP KEPUTUSAN PEMBELIAN PADA JUNGKIR
BALIK CAFÉ DIKOTA SIDOARJO SIDOARJO**

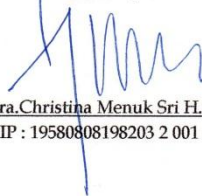
Nama : Achmat Sueb
 Program Studi/Angkatan : Manajemen/2015
 NIM : 151500229

No.	NIM	NAMA	TTD
1.	151500035	Indah Retno P.	
2.	121600194	Maulina Foradiba A	
3.	151500159	API DWI CAHYONO	
4.	151500056	Dyan Dewi Utami	
5.	151500089	XISTANA FEBRIANI	
6.	151500039	Anyke Sumaryanti	
7.	151600087	Twenly Aprihana	
8.	151600079	FARIDA PUTRI HAIBUAN	
9.	151600099	DIZKA Dwi A	
10.	151600080	Nurma Ika	
11.	151600066	Muharrom	
12.	151600027	Silvia Dian Astri	
13.	151600079	Brian purnomo	
14.	151600054	Patmo widodo	
15.	151600275	Pandu	
16.	151600001	Febby	

17.	151500027	Dani Alip	<i>Dani</i>
18.	151600003	M. Arif Syendro	<i>Arif</i>
19.	151600024	Renn Noviana	<i>Renn</i>
20.	151600080	Lutfi Ardiansyah	<i>Lutfi</i>
21.			
22.			
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30.			

Surabaya, 24 Juni 2019

Dosen Pembimbing I,



Dra. Christina Menuk Sri H., S.E., MM.
NIP : 19580808198203 2 001

Dosen Pembimbing II,



Widhayani Puri S., S.sos., S.E., MSM.
NPP : 1507733/DY

Responden	KUALITAS PELAYANAN					
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Resp_34	4	4	4	5	4	4
Resp_35	3	3	3	5	3	5
Resp_36	4	4	5	4	4	4
Resp_37	3	3	3	3	3	5
Resp_38	4	4	4	4	4	4
Resp_39	4	4	4	3	4	4
Resp_40	3	3	3	3	3	3
Resp_41	3	3	3	3	3	3
Resp_42	4	4	4	4	4	4

Resp_43	5	5	5	5	5	5
Resp_44	3	3	3	3	3	3
Resp_45	4	4	4	4	4	4
Resp_46	4	4	4	4	4	4
Resp_47	3	3	3	3	3	3
Resp_48	4	3	4	4	4	4
Resp_49	4	3	4	4	4	4
Resp_50	4	3	3	3	3	3
Resp_51	3	4	4	4	4	4
Resp_52	4	4	3	4	4	4
Resp_53	3	3	3	3	3	3
Resp_54	4	4	4	3	4	4
Resp_55	4	4	4	4	4	4
Resp_56	4	4	4	3	4	4
Resp_57	3	4	4	4	4	4
Resp_58	4	5	4	5	4	5
Resp_59	4	4	4	4	4	4
Resp_60	4	4	4	3	4	4
Resp_61	4	4	4	4	4	4
Resp_62	3	3	3	3	3	3
Resp_63	4	3	4	4	4	4
Resp_64	4	4	4	4	4	4
Resp_65	4	3	3	3	3	3
Resp_66	3	5	3	3	3	5
Resp_67	4	4	4	4	4	4
Resp_68	5	5	5	5	5	5

Resp_69	3	3	3	3	3	3
Resp_70	4	4	4	4	4	4
Resp_71	3	4	4	4	4	4
Resp_72	4	4	4	4	4	4
Resp_73	5	3	4	4	5	4
Resp_74	4	4	4	4	4	4
Resp_75	3	3	3	3	3	3
Resp_76	4	4	4	4	4	4
Resp_77	3	3	3	3	3	3
Resp_78	4	4	4	4	4	4
Resp_79	4	4	4	3	4	4
Resp_80	3	3	3	3	3	3
Resp_81	5	4	4	4	4	4
Resp_82	4	5	4	5	4	5
Resp_83	4	4	4	4	4	4
Resp_84	4	4	4	3	4	4
Resp_85	4	4	4	4	4	4
Resp_86	4	4	4	5	4	4
Resp_87	4	4	4	4	5	4
Resp_88	4	4	4	4	4	4
Resp_89	4	4	4	5	4	4
Resp_90	3	5	3	3	3	5
Resp_91	4	4	5	4	5	4
Resp_92	5	5	5	5	5	5
Resp_93	5	5	5	5	5	4
Resp_94	4	4	5	4	4	5

Resp_95	5	4	5	4	5	5
Resp_96	4	5	4	4	5	4
Resp_97	4	5	5	4	5	5
Resp_98	5	5	4	5	4	4
Resp_99	3	3	3	4	3	4
Resp_100	4	4	5	4	5	5
Resp_101	4	3	4	4	3	5
Resp_102	5	4	5	4	4	5
Resp_103	4	5	4	5	4	4
Resp_104	3	4	3	4	3	3
Resp_105	4	4	3	3	4	3
Resp_106	5	4	4	5	5	4
Resp_107	4	5	4	5	5	4
Resp_108	3	3	4	3	4	3
Resp_109	5	5	4	4	5	4
Resp_110	5	4	4	5	4	5
Resp_111	3	4	3	4	3	3
Resp_112	4	5	4	4	4	5
Resp_113	4	5	4	5	5	4
Resp_114	4	4	3	4	4	3
Resp_115	5	5	5	4	4	5
Resp_116	4	5	5	5	5	4
Resp_117	4	4	4	3	3	4
Resp_118	4	5	4	5	5	5
Resp_119	5	4	5	4	5	5
Responden	KEPUTUSAN PEMERINTAH					

	Y_1	Y_2	Y_3	Y_4	Y_5	Y_6
resp_1	5	5	5	5	5	5
resp_2	5	5	5	5	5	5
resp_3	5	5	5	5	5	5
resp_4	5	3	5	5	5	5
resp_5	5	5	4	5	4	5
resp_6	4	5	5	5	5	4
resp_7	4	3	4	4	4	4
resp_8	5	4	5	4	5	4
resp_9	4	5	5	4	5	5
resp_10	4	4	4	5	4	5
resp_11	4	3	4	4	3	4
resp_12	3	3	3	3	3	3
resp_13	2	2	3	2	2	3
resp_14	2	1	1	2	2	1
resp_15	4	5	5	4	4	5
resp_16	1	1	2	2	1	2
resp_17	4	4	4	4	4	4
resp_18	5	5	5	4	5	5
resp_19	3	3	4	3	4	4
resp_20	4	4	4	4	4	4
resp_21	4	4	5	4	4	4
resp_22	4	4	4	4	4	4
resp_23	4	3	4	3	3	3
resp_24	3	4	4	4	4	4
resp_25	4	4	5	4	4	4
resp_26	3	3	3	3	3	3

resp_27	5	3	5	3	5	5
resp_28	5	5	5	5	5	4
resp_29	4	5	4	4	5	4
resp_30	3	2	3	2	3	3
resp_31	4	3	3	4	4	3
resp_32	4	4	4	4	3	4
resp_33	3	3	3	3	3	3
resp_34	4	4	4	4	4	4
resp_35	4	33	4	3	4	3
resp_36	4	4	3	3	4	3
resp_37	3	3	3	3	3	3
resp_38	4	4	4	4	4	4
resp_39	3	3	3	3	3	3
resp_40	3	3	5	3	3	3
resp_41	4	4	4	4	4	4
resp_42	4	4	4	4	4	4
resp_43	4	4	4	4	4	4
resp_44	3	4	3	4	3	3
resp_45	4	4	4	4	4	4
resp_46	4	4	4	4	3	4
resp_47	4	4	4	4	4	4
resp_48	4	4	4	4	4	4
resp_49	2	2	2	1	2	2
resp_50	4	4	4	4	3	4
resp_51	4	4	4	4	4	4
resp_52	3	4	3	4	2	3
resp_53	3	4	4	4	3	3

resp_54	4	4	4	4	4	4
resp_55	5	5	5	5	5	5
resp_56	4	4	4	4	5	3
resp_57	4	4	4	4	5	4
resp_58	5	4	4	3	3	4
resp_59	3	3	3	4	3	4
resp_60	4	4	4	4	4	4
resp_61	4	4	4	4	4	4
resp_62	4	3	3	4	4	5
resp_63	3	5	5	3	3	4
resp_64	4	4	4	4	4	4
resp_65	3	5	5	3	3	3
resp_66	4	4	4	4	4	4
resp_67	4	4	4	4	4	4
resp_68	4	4	4	4	4	4
resp_69	4	3	3	3	3	3
resp_70	3	4	4	4	4	4
resp_71	4	4	4	4	4	4
resp_72	2	2	2	2	2	2
resp_73	5	5	5	3	5	5
resp_74	4	4	4	4	4	4
resp_75	4	5	4	4	5	5
resp_76	4	5	3	3	3	4
resp_77	4	4	4	4	4	4
resp_78	4	5	4	3	5	4
resp_79	3	3	5	3	5	3
resp_80	4	5	5	5	4	4

resp_81	3	3	3	3	3	3
resp_82	5	3	5	3	5	5
resp_83	5	5	5	5	5	4
resp_84	3	3	3	3	3	3
resp_85	5	3	5	3	5	5
resp_86	5	5	5	5	5	4
resp_87	4	5	4	4	5	4
resp_88	2	2	2	2	2	2
resp_89	4	4	4	4	4	4
resp_90	4	4	4	4	3	4
resp_91	3	3	3	3	3	3
resp_92	4	4	4	4	4	4
resp_93	4	4	4	4	4	4
resp_94	4	3	3	3	3	3
resp_95	3	3	3	3	3	3
resp_96	4	4	4	4	4	4
resp_97	3	3	3	3	3	3
resp_98	3	3	5	3	3	3
resp_99	4	4	4	4	4	4
resp_100	4	4	4	4	4	4
resp_101	5	4	5	4	4	4
resp_102	4	4	4	4	4	4
resp_103	5	4	5	4	4	5
resp_104	4	5	5	4	5	5
resp_105	5	4	5	4	5	4
resp_106	5	4	4	4	5	4
resp_107	3	2	3	3	3	2

resp_108	4	4	4	4	3	4
resp_109	4	5	4	4	5	4
resp_110	3	4	4	4	4	4
resp_111	3	4	4	4	3	4
resp_112	5	4	5	4	4	4
resp_113	5	5	5	5	5	5
resp_114	4	5	4	4	5	4
resp_115	5	4	5	4	5	4
resp_116	5	4	4	3	4	4
resp_117	4	3	4	4	3	4
resp_118	5	4	4	5	4	5
resp_119	5	5	5	4	4	4

LAMPIRAN KARAKTERISTIK RESPONDEN

a. Berdasarkan Jenis Kelamin

Jenis Kelamin	Jumlah	Persentase
Laki-laki	75	63
Perempuan	44	37
Total	119	100.0

b. Berdasarkan Usia Responden

Usia	Jumlah	Persentase
< 25 tahun	45	20

25 s/d 35 Tahun	32	26.9
36 s/d 45 Tahun	25	21.0
> 45 Tahun	17	14.3
Total	119	100.0

LAMPIRAN FREKUENSI JAWABAN RESPONDEN

a. Variabel Kualitas Pelayanan

X1_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	9	7.6	7.6	7.6
3.00	16	13.4	13.4	21.0
4.00	55	46.2	46.2	67.2
5.00	39	32.8	32.8	100.0
Total	119	100.0	100.0	

X1_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.8	.8	.8
2.00	6	5.0	5.0	5.9
3.00	37	31.1	31.1	37.0
4.00	48	40.3	40.3	77.3
5.00	27	22.7	22.7	100.0
Total	119	100.0	100.0	

X1_2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
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	1.00	1	.8	.8	.8
	2.00	5	4.2	4.2	5.0
Valid	3.00	17	14.3	14.3	19.3
	4.00	63	52.9	52.9	72.3
	5.00	33	27.7	27.7	100.0
	Total	119	100.0	100.0	

X1_2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	5	4.2	4.2
	3.00	27	22.7	26.9
Valid	4.00	63	52.9	79.8
	5.00	24	20.2	100.0
	Total	119	100.0	

X1_3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
	1.00	1	.8	.8
	2.00	4	3.4	4.2
Valid	3.00	31	26.1	30.3
	4.00	55	46.2	76.5
	5.00	28	23.5	100.0
	Total	119	100.0	

X1_3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	5.0	5.0

	3.00	20	16.8	16.8	21.8
	4.00	58	48.7	48.7	70.6
	5.00	35	29.4	29.4	100.0
	Total	119	100.0	100.0	

X1_4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	9	7.6	7.6
	3.00	19	16.0	23.5
Valid	4.00	51	42.9	66.4
	5.00	40	33.6	100.0
	Total	119	100.0	100.0

X1_4_2

	Frequency	Percent	Valid Percent	Cumulative Percent
	1.00	1	.8	.8
	2.00	4	3.4	4.2
Valid	3.00	21	17.6	21.8
	4.00	66	55.5	77.3
	5.00	27	22.7	100.0
	Total	119	100.0	100.0

X1_5_1

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	6	5.0	5.0
	3.00	23	19.3	24.4
Valid	4.00	64	53.8	78.2
	5.00	26	21.8	100.0

Total	119	100.0	100.0
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X1_5_2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	3.4	3.4	3.4
3.00	22	18.5	18.5	21.8
Valid 4.00	62	52.1	52.1	73.9
5.00	31	26.1	26.1	100.0
Total	119	100.0	100.0	

b. Variabel Lokasi

X2_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	1.7	1.7	1.7
3.00	16	13.4	13.4	15.1
Valid 4.00	78	65.5	65.5	80.7
5.00	23	19.3	19.3	100.0
Total	119	100.0	100.0	

X2_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	1.7	1.7	1.7
3.00	25	21.0	21.0	22.7
Valid 4.00	65	54.6	54.6	77.3
5.00	27	22.7	22.7	100.0
Total	119	100.0	100.0	

X2_2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	1.7	1.7	1.7
3.00	29	24.4	24.4	26.1
Valid 4.00	65	54.6	54.6	80.7
5.00	23	19.3	19.3	100.0
Total	119	100.0	100.0	

X2_2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	1.7	1.7	1.7
3.00	26	21.8	21.8	23.5
Valid 4.00	65	54.6	54.6	78.2
5.00	26	21.8	21.8	100.0
Total	119	100.0	100.0	

X2_3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	2.5	2.5	2.5
3.00	26	21.8	21.8	24.4
Valid 4.00	62	52.1	52.1	76.5
5.00	28	23.5	23.5	100.0
Total	119	100.0	100.0	

X2_3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	1.7	1.7	1.7

3.00	25	21.0	21.0	22.7
4.00	62	52.1	52.1	74.8
5.00	30	25.2	25.2	100.0
Total	119	100.0	100.0	

c. Variabel Harga

X3_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	1.7	1.7	1.7
2.00	5	4.2	4.2	5.9
3.00	27	22.7	22.7	28.6
4.00	65	54.6	54.6	83.2
5.00	20	16.8	16.8	100.0
Total	119	100.0	100.0	

X3_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	1.7	1.7	1.7
2.00	5	4.2	4.2	5.9
3.00	29	24.4	24.4	30.3
4.00	59	49.6	49.6	79.8
5.00	24	20.2	20.2	100.0
Total	119	100.0	100.0	

X3_2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	3	2.5	2.5	2.5

2.00	3	2.5	2.5	5.0
3.00	28	23.5	23.5	28.6
4.00	64	53.8	53.8	82.4
5.00	21	17.6	17.6	100.0
Total	119	100.0	100.0	

X3_2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.8	.8	.8
2.00	6	5.0	5.0	5.9
3.00	29	24.4	24.4	30.3
4.00	57	47.9	47.9	78.2
5.00	26	21.8	21.8	100.0
Total	119	100.0	100.0	

X3_3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.8	.8	.8
2.00	6	5.0	5.0	5.9
3.00	25	21.0	21.0	26.9
4.00	62	52.1	52.1	79.0
5.00	25	21.0	21.0	100.0
Total	119	100.0	100.0	

X3_3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
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	1.00	1	.8	.8	.8
	2.00	5	4.2	4.2	5.0
Valid	3.00	23	19.3	19.3	24.4
	4.00	63	52.9	52.9	77.3
	5.00	27	22.7	22.7	100.0
	Total	119	100.0	100.0	

X3_4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
	1.00	1	.8	.8
	2.00	6	5.0	5.9
Valid	3.00	29	24.4	30.3
	4.00	55	46.2	76.5
	5.00	28	23.5	100.0
	Total	119	100.0	

X3_4_2

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	7	5.9	5.9
	3.00	27	22.7	28.6
Valid	4.00	68	57.1	85.7
	5.00	17	14.3	100.0
	Total	119	100.0	

d. Variabel Keutusan Pembelian

Y_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.8	.8	.8
2.00	5	4.2	4.2	5.0
3.00	26	21.8	21.8	26.9
4.00	61	51.3	51.3	78.2
5.00	26	21.8	21.8	100.0
Total	119	100.0	100.0	

Y_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	6	5	5	6.7
3	27	22.7	22.7	29.4
4	57	47.9	47.9	77.3
5	27	22.7	22.7	100
Total	119	100	100	

Y_2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.8	.8	.8
2.00	4	3.4	3.4	4.2
3.00	22	18.5	18.5	22.7
4.00	59	49.6	49.6	72.3
5.00	33	27.7	27.7	100.0
Total	119	100.0	100.0	

Y_2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	6	5.0	5.9
	3.00	30	25.2	31.1
	4.00	68	57.1	88.2
	5.00	14	11.8	100.0
	Total	119	100.0	100.0

Y_3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	6	5.0	5.9
	3.00	32	26.9	32.8
	4.00	50	42.0	74.8
	5.00	30	25.2	100.0
	Total	119	100.0	100.0

Y_3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	5	4.2	5.0
	3.00	26	21.8	26.9
	4.00	67	56.3	83.2
	5.00	20	16.8	100.0
	Total	119	100.0	100.0

Y_4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.8	.8	.8
2.00	6	5.0	5.0	5.9
3.00	24	20.2	20.2	26.1
4.00	61	51.3	51.3	77.3
5.00	27	22.7	22.7	100.0
Total	119	100.0	100.0	

Y_4_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	6	5.0	5.0	5.0
3.00	33	27.7	27.7	32.8
4.00	48	40.3	40.3	73.1
5.00	32	26.9	26.9	100.0
Total	119	100.0	100.0	

Y_5_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	3	2.5	2.5	2.5
2.00	1	.8	.8	3.4
3.00	29	24.4	24.4	27.7
4.00	57	47.9	47.9	75.6
5.00	29	24.4	24.4	100.0
Total	119	100.0	100.0	

Y_5_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.8	.8	.8
2.00	7	5.9	5.9	6.7
3.00	25	21.0	21.0	27.7
4.00	56	47.1	47.1	74.8
5.00	30	25.2	25.2	100.0
Total	119	100.0	100.0	

LAMPIRAN UJI VALIDITAS

a. Variabel Kualitas Pelayanan

Correlations

		X1_1_1	X1_1_2	X1_2_1	X1_2_2	X1_3_1	X1_3_2	X1_4_1	X1_4_2	X1_5_1	X1_5_2	X1_TOTA L
X1_1_1	Pearson Correlation	1	.526**	.755**	.560**	.516**	.707**	.710**	.667**	.708**	.606**	.829**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X1_1_2	Pearson Correlation	.526**	1	.595**	.579**	.783**	.701**	.596**	.513**	.627**	.518**	.792**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X1_2_1	Pearson Correlation	.755**	.595**	1	.625**	.612**	.759**	.704**	.714**	.705**	.704**	.877**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X1_2_2	Pearson Correlation	.560**	.579**	.625**	1	.601**	.612**	.509**	.709**	.649**	.579**	.780**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X1_3_1	Pearson Correlation	.516**	.783**	.612**	.601**	1	.612**	.524**	.535**	.543**	.532**	.768**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X1_3_2	Pearson Correlation	.707**	.701**	.759**	.612**	.612**	1	.727**	.609**	.797**	.637**	.877**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000

	N	119	119	119	119	119	119	119	119	119	119	119
X1_4_1	Pearson Correlation	.710**	.596**	.704**	.509**	.524**	.727**	1	.579**	.703**	.667**	.826**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X1_4_2	Pearson Correlation	.667**	.513**	.714**	.709**	.535**	.609**	.579**	1	.601**	.664**	.802**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X1_5_1	Pearson Correlation	.708**	.627**	.705**	.649**	.543**	.797**	.703**	.601**	1	.525**	.839**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
X1_5_2	Pearson Correlation	.606**	.518**	.704**	.579**	.532**	.637**	.667**	.664**	.525**	1	.783**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	119	119	119	119	119	119	119	119	119	119	119
X1_TO TAL	Pearson Correlation	.829**	.792**	.877**	.780**	.768**	.877**	.826**	.802**	.839**	.783**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	119	119	119	119	119	119	119	119	119	119	119

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

d. Variabel Keputusan pembelian

Correlations

		Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Y_4_1	Y_4_2	Y_5_1	Y_5_2	Y_TOTAL
Y_1_1	Pearson Correlation	1	.209*	.714**	.656**	.759**	.765**	.822**	.678**	.786**	.620**	.823**
	Sig. (2-tailed)		.022	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_1_2	Pearson Correlation	.209*	1	.212*	.136	.222*	.118	.230*	.241**	.122	.230*	.560**
	Sig. (2-tailed)	.022		.021	.139	.015	.201	.012	.008	.187	.012	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_2_1	Pearson Correlation	.714**	.212*	1	.606**	.720**	.725**	.676**	.729**	.691**	.821**	.813**
	Sig. (2-tailed)	.000	.021		.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_2_2	Pearson Correlation	.656**	.136	.606**	1	.621**	.696**	.660**	.651**	.695**	.630**	.729**
	Sig. (2-tailed)	.000	.139	.000		.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_3_1	Pearson Correlation	.759**	.222*	.720**	.621**	1	.714**	.746**	.735**	.769**	.690**	.826**
	Sig. (2-tailed)	.000	.015	.000	.000		.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_3_2	Pearson Correlation	.765**	.118	.725**	.696**	.714**	1	.804**	.742**	.795**	.657**	.799**
	Sig. (2-tailed)	.000	.201	.000	.000	.000		.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_4_1	Pearson Correlation	.822**	.230*	.676**	.660**	.746**	.804**	1	.677**	.819**	.609**	.832**

	Sig. (2-tailed)	.000	.012	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_4_2	Pearson Correlation	.678**	.241**	.729**	.651**	.735**	.742**	.677**	1	.670**	.703**	.813**
	Sig. (2-tailed)	.000	.008	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_5_1	Pearson Correlation	.786**	.122	.691**	.695**	.769**	.795**	.819**	.670**	1	.648**	.800**
	Sig. (2-tailed)	.000	.187	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_5_2	Pearson Correlation	.620**	.230*	.821**	.630**	.690**	.657**	.609**	.703**	.648**	1	.787**
	Sig. (2-tailed)	.000	.012	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119
Y_TO	Pearson Correlation	.823**	.560**	.813**	.729**	.826**	.799**	.832**	.813**	.800**	.787**	1
TAL	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119	119	119	119

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

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

LAMPIRAN UJI RELIABILITAS

a. Variabel Kualitas pelayanan

Case Processing Summary

		N	%
Cases	Valid	119	100.0
	Excluded ^a	0	.0
	Total	119	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.944	10

b. Variabel Lokasi

Case Processing Summary

		N	%
Cases	Valid	119	100.0
	Excluded ^a	0	.0
	Total	119	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.917	6

c. Variabel Harga

Case Processing Summary

		N	%
Cases	Valid	119	100.0
	Excluded ^a	0	.0
	Total	119	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.953	8

e. Variabel keputusan pembelian

Case Processing Summary

		N	%
Cases	Valid	119	100.0
	Excluded ^a	0	.0
	Total	119	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.839	10

LAMPIRAN UJI ASUMSI KLASIK

a. Uji Normalitas

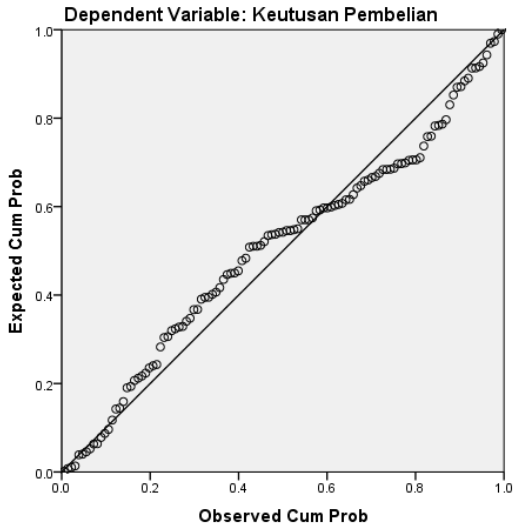
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		119
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	6.71129439
	Absolute	.102
Most Extreme Differences	Positive	.102
	Negative	-.088
Kolmogorov-Smirnov Z		1.114
Asymp. Sig. (2-tailed)		.167

a. Test distribution is Normal.

b. Calculated from data.

Normal P-P Plot of Regression Standardized Residual



b. Uji Multikolonieritas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas Pelayanan	.950	1.053
	Lokasi	.736	1.360
	Harga	.711	1.406

a. Dependent Variable: Keputusan Pembelian

c. Uji Autokorelasi

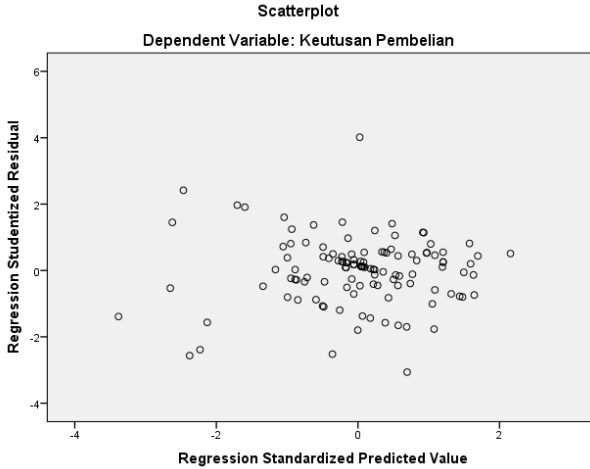
Model Summary^b

Model	Durbin-Watson
1	1.866 ^a

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

b. Dependent Variable: Keputusan Pembelian

d. Uji Heterokedastisitas



LAMIRAN ANALISIS REGRESI LINIER BERGANDA

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^a	.223	.202	6.79827

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

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1522.098	3	507.366	10.978	.000 ^b
	Residual	5314.894	115	46.216		
	Total	6836.992	118			

a. Dependent Variable: Keputusan Pembelian

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

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta		
(Constant)	21.214	5.344		3.969	.000
1 Kualitas Pelayanan	.496	.095	.438	5.194	.000
Lokasi	.421	.205	.197	2.059	.042
Harga	-.386	.129	-.293	-3.003	.003

a. Dependent Variable: Keputusan Pembelian