


# Lampiran 1 Berita Bimbingan Skripsi

## BERITA ACARA BIMBINGAN SKRIPSI




UNIVERSITAS PGRI ADI BUANA SURABAYA  
 FAKULTAS EKONOMI DAN BISNIS  
 Kampus : Jl. DukuhMunanggal XI/4, Telp-Fax: 031-8281183 Surabaya 60234  
 Website : <http://www.upgrisby.ac.id>

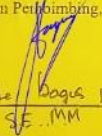
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**KARTU BIMBINGAN SKRIPSI**

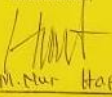
Nama	: M Nur Hafid Kawi
Prodi / NIM	: Manajemen / 191500196
Judul Skripsi	: Pengaruh Citra Merek, Suasana Toko dan Kualitas Pelayanan Berpengaruh Terhadap minat beli Ujung pada Mie Graccon wilyung Surabaya
Dosen Pembimbing	: I Made Bagus Dwiarta S.E., M.M
Periode Kepembimbingan	: 17 September 2022 s/d 17 Maret 2023

**URAIAN KEGIATAN KEPEMBIMBINGAN :**

NO	TANGGAL	MATERI BIMBINGAN	KET.	TANDA TANGAN
1	17.9.22	Judul	Ka	
2	27.9.22	Bab 1	Revisi	
3	29.9.22	Bab 1	Revisi	
4	30.9.22	Bab 1	Ka	
5	11.10.22	Bab II	Revisi	
6	12.10.22	Bab II	Revisi	
7	19.10.22	Bab II	Ka	
8	27.10.22	Bab III	Revisi	
9	28.10.22	Bab III	Ka	
10	4.1.23	Bab IV	Revisi	
11	5.1.23	Bab V	Ka	
12	9.1.23	Bab V	Ka	
13	10.1.23	Artikel	Ka	

Bimbingan selesai pada tanggal \_\_\_\_\_  
 Dosen Pembimbing,  
  
I Made Bagus Dwiarta  
 S.E., M.M



Mahasiswa,  
  
M. Nur Hafid K



**UNIVERSITAS PGRI ADI BUANA SURABAYA  
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Website : <http://www.unipasby.ac.id>

**BERITA ACARA  
BIMBINGAN REVISI SKRIPSI**

Nama : Mohammad Her Hafid Kowi  
 NIM/Program Studi : 191500146 / Manajemen  
 Judul Skripsi : Pengaruh Citra merek Suasana Toko dan kualitas pelayanan terhadap minat beli ulang pada mie gacoran wilyung Surabaya.  
 Tanggal Ujian Skripsi : 20 Januari 2023  
 Penguji : 1 Dr. Untung Lasiyono SE.MSi  
2 Aristha Purwanthari S.SE., M.A.

No	Tanggal	Materi Konsultasi	Acc	Paraf Penguji
1	31/1/23	BoS I latar Blbe	Acc	
2		BoS II Akran Pendit.	Acc	
3		Kerayba	R.	
4		BoS IV Pmbalasan	R	
5	2/2/23	Kerayba Farap	Acc.	
6		Pmbalasan	Acc	
7				
8				

Surabaya, 20 Januari 2023  
 Penguji II,

Penguji I,

Untung Lasiyono



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

**BERITA ACARA**  
**BIMBINGAN REVISI SKRIPSI**

Nama : MUHAMMAD NUR HAFID KAWI  
 NIM/Program Studi : 191500196 / Manajemen  
 Judul Skripsi : Pengaruh Citra merek, Suasana Toko dan Kualitas Pelayanan terhadap minat beli ulang pada mie gacoran wisyung Surabaya.  
 Tanggal Ujian Skripsi : 20 Januari 2023  
 Penguji : 1. Dr. Untung Lasiyono S.E., M.Si  
2. Aristha Purwanthari S.SE., M.A

No	Tanggal	Materi Konsultasi	Paraf Penguji
1		Kerangka Konseptual	↑
2		Hipotesis	↑
3		Teorik Analisis Data	↑
4		Pembahasan	↑
5			
6			
7			
8			


Penguji I,

Surabaya, 20 Januari 2023  
 Penguji II,

Aristha Purwanthari  
 S.SE., M.A.

## Lampiran 2 : Surat Izin Penelitian

### SURAT IZIN PENELITIAN

**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**  
Kampus Jl. Dukuh Menanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.ig.unipriadi.ac.id>


Nomor : 220083 01/FEB/16/2022  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:  
Bapak/Ibu Pimpinan  
Mie Gacoon Surabaya Wiyung  
Jl. Raya Menganti No.51, Babatan, Kec. Wiyung, Kota SBY, Jawa Timur 60227  
di-  
Surabaya

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 : Mohammad Nur Hafid Kowi  
NIM : 191500146  
Prodi : Manajemen  
Judul : Pengaruh Citra Merk, Suasana Toko, dan Kualitas Pelayanan Terhadap Minat Beli Ulang Pada Konsumen Mie Gacoon Wiyung Surabaya

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

Surabaya, 20 September 2022  
  
**Tony Susilo Wibowo, SE., M.Pd., M.SM**  
NPP : 0709494/DY

## Lampiran 3 : Surat Balasan Penelitian

### SURAT BALASAN PENELITIAN



#### Mie Gacoan Wiyung Surabaya

Jl. Raya Menganti No.51, Babatan, Kec. Wiyung, Kota  
Surabaya, Jawa Timur

---

Surabaya, 09 November 2022

Nomor : 01 / XI /2022  
Lampiran : -  
Perihal : **Surat Balasan**

Yang bertanda tangan di bawah ini :

Nama : Daneiza Angelina B  
Jabatan : Management Mie Gacoan

Kepada Mahasiswa :

Nama : Mohammad Nur Hafid Kowi  
NIM : 191500146  
Podi : Manajemen

Telah Kami Setujui Untuk Mengadakan Penelitian Di Mie Gacoan Dengan Judul  
"PENGARUH CITRA MEREK, SUASANA TOKO DAN KUALITAS PELAYANAN  
BERPENGARUH TERHADAP MINAT BELI ULANG PADA KONSUMEN MIE GACOAN  
WIYUNG SURABAYA"

Demikian pemberitahuan ini kami sampaikan. atas perhatiannya dan kerjasama bapak/ibu  
kami ucapkan terimakasih

09 November 2022  
  
Daneiza Angelina B  
Surabaya - Wiyung

## Lampiran 4 : Daftar Hadir Ujian Proposal

### DAFTAR HADIR UJIAN PROPOSAL



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

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

#### BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Selasa tanggal 22 bulan November tahun 2022 bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap \*) Tahun Akademik 2022 / 2023

Nama Mahasiswa	Mohammad Nur Hafid Kowi
NIM	191500146
Program Studi	Manajemen
Judul Proposal	PENGARUH CITRA MEREK, SUASANA TOKO DAN KUALITAS PELAYANAN BERPENGARUH TERHADAP MINAT BELI ULANG PADA KONSUMEN MIE GACOAN WIYUNG SURABAYA

Dihadiri oleh :

No.	NIM	Nama Mahasiswa	Tanda Tangan
1.	191500215	Ega Nurqiyah	1.
2.	191500231	Ani Nurqiyah Rendiyo	2.
3.	191500239	Dyah Ayu Ramadhani	3.
4.	191500160	ecca era zeki	4.
5.	191500129	Eka Haryunawati	5.
6.	191500180	Maya Ermayanti	6.
7.	191500212	Lailatul Fitri	7.
8.	191500231	Ahmad Rizki Hanadani	8.
9.	191500162	Agus Syamsul Huda	9.
10.	191500164	Nur Hafid	10.
11.	191500038	Lala Rista	11.
12.	191500172	Nova Rizki Masrandi	12.
13.	191500115	Sisca Widya N	13.
14.	191500187	FITRIA RAZAGHI	14.
15.	191500165	MABIAN KHOIRUN NIKAH	15.

Surabaya, 22 November 2022

Penguji

Bisma Arianto, S.E., M.M.

Pembimbing : I Made Bagus Dwiarta, S.E., M.M.

## **Lampiran 5 : Kuesioner Penelitian**

### **KUESIONER PENELITIAN**

Responden yang terhormat,

Sehubungan dengan penyusunan skripsi, bersama ini saya memohon kesediaan saudara/i untuk berpartisipasi dalam mengisi semua pernyataan yang terdapat pada kuisisioner. Penelitian ini berjudul : “Pengaruh Citra Merek, Suasana Toko Dan Kualitas Pelayanan Berpengaruh Terhadap Minat Beli Ulang Pada Konsumen Mie Gacoan Wiyung Surabaya “.

Penelitian ini kami tujukan kepada pengunjung Mie Gacoan Wiyung Surabaya. Semua data dan identitas saudara/i dari hasil penelitian ini bersifat rahasia dan hanya untuk kepentingan akademis.

Demikian disampaikan, atas kesediaan saudara/i dalam meluangkan waktu untuk mengisi kuisisioner ini saya ucapkan terima kasih.

Hormat Penulis

Mohammad Nur Hafid Kowi

A. Bagian 1 : Identitas Responden

1. Nama :
2. Jenis Kelamin :
3. Usia :

B. Bagian 2 : Petunjuk Pengisian

1. Bacalah dengan seksama pernyataan yang telah disediakan.
2. Pilihlah salah satu jawaban yang telah tersedia dengan jujur dan apa adanya.
3. Berilah tanda check list (√ ) pada pilihan jawaban yang tersedia sesuai dengan jawaban yang benar menurut anda.
4. Lakukan pengecekan ulang setelah selesai mengisi semua kuisioner. Agar tidak ada pernyataan yang terlewatkan.

Kriteria Penilaian :

STS (Sangat Tidak Setuju)	TS (Tidak Setuju)	RG (Ragu-ragu)	S (Setuju)	SS (Sangat Setuju)
1	2	3	4	5

No.	Pernyataan	SS	S	R	TS	STS
<b>Citra Merek (X1)</b>						
<i>(Friendly)</i> Merek atau Brand Mudah Dikenali						
1.	Mie Gacoan memiliki Logo yang mudah di ingat					
2.	Mie Gacoan memiliki menu Makanan dan Minuman yang mudah di kenal					



No.	Pernyataan	SS	S	R	TS	STS
<i>(High Quality)</i> Produk Berkualitas Tinggi						
3.	Mie Gacoan memiliki citra merek dan varian rasa yang sesuai dengan kualitas produk					
4.	Mie Gacoan memiliki harga yang terjangkau					
<i>(Good History)</i> Brand Produk Memiliki Nilai Riwayat yang baik						
5.	Mie Gacoan memiliki ciri khusus untuk mempromosikan mereknya					
6.	Mie Gacoan dikenal sebagai merek yang sudah tidak diragukan lagi kualitasnya					

No.	Pernyataan	SS	S	R	TS	STS
<b>Suasana Toko (X2)</b>						
<i>Cleanliness</i>						
1.	Kebersihan tempat dan meja pelanggan selalu diperhatikan di Mie Gacoan Wiyung Surabaya					
2.	Kebersihan kamar mandi selalu diperhatikan di Mie Gacoan Wiyung Surabaya					
<i>Music</i>						
3.	Fasilitas free wifi memberikan kenyamanan bagi pelanggan di Wiyung Surabaya					
4.	Music yang disediakan memberikan kenyamanan bagi pelanggan Mie Gacoan Wiyung Surabaya					

No.	Pernyataan	SS	S	R	TS	STS
<i>Scent</i>						
5.	Aroma lingkungan Mie Gacoan Wiyung Surabaya memberikan kenyamanan bagi pelanggan					
6.	Aroma lingkungan Mie Gacoan Wiyung Surabaya selalu terjaga setiap waktu					
<i>Temperature</i>						
7.	Suhu di lingkungan Mie Gacoan Wiyung Surabaya memberikan kenyamanan bagi pelanggan					
8.	Suhu di lingkungan Mie Gacoan Wiyung Surabaya sudah pas untuk pelanggan					
<i>Lightning</i>						
9.	Pencahayaan pada Mie Gacoan Wiyung Surabaya sangat baik					
10.	Pencahayaan pada Mie Gacoan Wiyung Surabaya tertata dan menarik					
<i>Color</i>						
9.	Pemberian cat warna ruangnya cocok dengan suasana lingkungan Mie Gacoan Wiyung Surabaya					
10.	Pewarnaan yang digunakan membuat pelanggan menjadi betah dengan suasana Mie Gacoan Wiyung Surabaya					

No.	Pernyataan	SS	S	R	TS	STS
<b>Display or Layout</b>						
9.	Banyak aneka pilihan menu minuman yang tersedia Mie Gacoan Wiyung Surabaya					
10.	Banyak aneka pilihan menu makanan yangtersedia Mie Gacoan Wiyung Surabaya					

No.	Pernyataan	SS	S	R	TS	STS
<b>Kualitas Pelayanan (X3)</b>						
<b>(Reliability) Kehandalan</b>						
1.	Karyawan di Mie Gacoan Wiyung Surabaya memberikan pelayanan dengan cepat					
2.	Kesesuaian menu dari Mie Gacoan Wiyung Surabaya yang disajikan dengan pemesanan					
<b>(Responsiveness) Ketanggapan</b>						
3.	Karyawan Mie Gacoan Wiyung Surabaya Tanggap pada saat pelanggan merasa kesulitan					
4.	Kecepatan karyawan Mie Gacoan Wiyung dalam melayani pesanan take away (bungkus)					
<b>(Assurance) Jaminan atau Kepastian</b>						
5.	Kasir Mie Gacoan Wiyung yang cepat dan tepat dalam melayani proses pembayaran					
6.	Tempat parkir dan ruang tunggu yang aman di rumah makan Mie Gacoan Wiyung Surabaya					

No.	Pernyataan	SS	S	R	TS	STS
<i>(Empathy)</i> Empati						
7.	Karyawan Mie Gacoan Wiyung Surabaya menerima pelanggan dengan sapa, senyum dan ramah					
8.	Kemampuan karyawan Mie Gacoan Wiyung Surabaya memperlakukan pelanggan dengan penuh perhatian					
<i>(Tangibles)</i> Berwujud						
9.	Kondisi fasilitas pendukung (toilet) yang nyaman dan bersih di Mie Gacoan Wiyung Surabaya					
10.	Hiasan dinding dan susunan meja makan di Mie Gacoan Wiyung Surabaya terlihat bagus dan rapi					

No.	Pernyataan	SS	S	R	TS	STS
<b>Minat Beli Ulang (Y)</b>						
<i>( Transaksional )</i>						
1.	Saya mengetahui dan mengikuti perkembangan terbaru tentang Mie Gacoan Wiyung Surabaya					
2.	Saya melakukan transaksi kembali ketika menemukan produk dari Mie Gacoan Wiyung Surabaya dengan harga yang cocok					

No.	Pernyataan	SS	S	R	TS	STS
<i>(Eksploratif)</i>						
3.	Saya menyarankan oranglain untuk datang ke Mie Gacoan Wiyung Surabaya					
4.	Saya memberikan saran kepada orang lain untuk melakukan pembelian produk tertentu pada Mie Gacoan Wiyung Surabaya					
<i>(Preferensial)</i>						
5.	Saya mencari informasi tentang Mie Gacoan terlebih dahulu sebelum memutuskan datang ke Mie Gacoan Wiyung Surabaya					
6.	Sebelum melakukan transaksi saya mencari informasi tentang produk yang ingin saya beli di Mie Gacoan Wiyung Surabaya					
<i>(Referensial)</i>						
7.	Saya mendapatkan informasi Mie Gacoan Wiyung Surabaya dari penilaian orang lain					
8.	Saya mencari informasi terhadap Mie Gacoan Wiyung Surabaya melalui internet ataumedia sosial lainnya					

**Lampiran 6: Tabulasi Data Jawaban Responden**

RES	CITRA MEREK (X1)						TOTAL_X1
	X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	
RES_1	5	5	5	4	3	4	26
RES_2	5	2	5	3	5	4	24
RES_3	4	4	5	3	4	5	25
RES_4	3	2	3	3	3	2	16
RES_5	3	2	3	3	2	3	16
RES_6	5	5	5	5	5	5	30
RES_7	3	2	1	2	3	3	14
RES_8	3	3	2	1	2	3	14
RES_9	5	5	5	5	5	5	30
RES_10	4	4	3	3	3	2	19
RES_11	5	5	5	5	4	5	29
RES_12	4	5	4	5	5	5	28
RES_13	5	4	5	4	2	5	25
RES_14	5	5	5	5	5	5	30
RES_15	4	5	5	5	5	5	29

RES_16	3	3	3	3	3	3	18
RES_17	4	5	5	5	4	4	27
RES_18	4	3	3	5	5	3	23
RES_19	5	2	4	5	5	3	24
RES_20	5	3	4	5	5	3	25
RES_21	5	3	4	5	5	3	25
RES_22	5	5	5	5	5	4	29
RES_23	4	3	4	3	2	2	18
RES_24	3	3	3	3	3	3	18
RES_25	4	4	4	4	4	4	24
RES_26	4	5	5	4	3	4	25
RES_27	4	4	4	4	3	4	23
RES_28	5	5	5	5	4	5	29
RES_29	5	5	5	5	4	5	29
RES_30	5	5	5	5	5	5	30
RES_31	5	3	3	5	4	5	25
RES_32	5	5	5	5	5	5	30
RES_33	5	5	5	5	5	5	30

RES_34	5	5	5	4	5	5	29
RES_35	5	4	5	5	5	5	29
RES_36	5	5	2	4	5	4	25
RES_37	5	5	4	4	4	5	27
RES_38	4	3	4	4	4	4	23
RES_39	5	4	4	5	4	5	27
RES_40	4	3	5	5	4	4	25
RES_41	5	5	5	5	5	5	30
RES_42	4	4	5	4	3	4	24
RES_43	5	2	5	4	3	4	23
RES_44	4	3	3	4	1	3	18
RES_45	5	5	4	5	2	4	25
RES_46	5	5	4	5	4	5	28
RES_47	5	5	4	5	5	4	28
RES_48	4	4	5	4	4	4	25
RES_49	5	5	5	5	5	5	30
RES_50	4	3	3	5	4	5	24
RES_51	4	1	2	3	3	5	18



RES_52	5	3	4	5	5	5	27
RES_53	5	5	4	5	5	5	29
RES_54	5	3	4	5	5	4	26
RES_55	5	3	5	5	4	4	26
RES_56	3	3	3	3	3	3	18
RES_57	4	5	5	5	4	3	26
RES_58	5	5	5	5	5	5	30
RES_59	5	5	5	4	5	5	29
RES_60	4	4	4	4	4	4	24
RES_61	5	2	4	4	4	4	23
RES_62	5	4	4	4	4	4	25
RES_63	4	2	4	3	3	2	18
RES_64	5	5	5	5	4	5	29
RES_65	4	3	3	5	5	4	24
RES_66	4	4	3	5	5	4	25
RES_67	5	5	5	5	5	5	30
RES_68	4	4	5	4	3	4	24
RES_69	5	2	5	4	3	4	23

RES_70	4	3	4	4	4	4	23
RES_71	5	5	4	5	2	4	25
RES_72	5	5	4	5	4	5	28
RES_73	5	5	5	5	5	4	29
RES_74	3	3	2	1	2	3	14
RES_75	4	3	2	5	4	5	23
RES_76	4	3	3	5	4	5	24
RES_77	4	1	2	3	3	5	18
RES_78	5	5	4	5	5	5	29
RES_79	5	2	4	5	5	5	26
RES_80	5	3	4	5	5	4	26
RES_81	5	3	5	5	4	4	26
RES_82	3	3	3	3	3	3	18
RES_83	4	5	5	5	4	3	26
RES_84	5	5	5	5	5	5	30
RES_85	4	5	5	4	2	2	22
RES_86	3	3	3	3	3	3	18
RES_87	5	2	4	4	4	4	23

RES_88	5	4	4	4	4	4	25
RES_89	4	2	4	3	3	2	18
RES_90	5	2	4	5	4	4	24
RES_91	4	3	3	5	5	4	24
RES_92	4	4	3	5	5	4	25
RES_93	3	2	2	3	3	2	15
RES_94	4	4	4	3	4	4	23
RES_95	5	5	5	5	5	5	30
RES_96	4	4	4	4	4	4	24
RES_97	5	5	5	5	5	5	30
RES_98	4	4	4	4	4	4	24
RES_99	5	5	4	5	4	5	28
RES_100	5	5	5	5	5	5	30
RES_101	4	4	4	4	5	5	26
RES_102	5	5	5	5	5	5	30
RES_103	5	2	2	1	4	1	15
RES_104	3	3	4	4	3	3	20
RES_105	4	4	2	4	1	4	19

RES_106	4	4	4	4	4	4	24
RES_107	3	5	5	5	5	5	28
RES_108	5	5	5	5	5	5	30
RES_109	4	4	4	4	4	4	24
RES_110	4	4	4	4	4	4	24
RES_111	5	5	5	5	5	4	29
RES_112	4	4	3	4	4	4	23
RES_113	3	3	2	1	3	3	15
RES_114	4	1	1	4	3	4	17
RES_115	5	5	5	5	5	5	30
RES_116	5	5	4	3	5	5	27
RES_117	4	4	4	4	4	4	24
RES_118	5	1	2	4	4	4	20
RES_119	4	4	4	4	4	4	24
RES_120	5	5	5	5	5	5	30
RES_121	3	5	5	5	5	4	27
RES_122	5	5	5	5	5	5	30
RES_123	5	5	5	5	5	5	30

RES_124	4	4	4	4	4	4	24
RES_125	4	4	4	4	4	4	24
RES_126	4	4	5	5	4	4	26
RES_127	4	5	5	5	5	5	29
RES_128	5	5	5	5	5	5	30
RES_129	5	5	5	5	5	5	30
RES_130	3	5	5	5	5	5	28
RES_131	4	4	4	4	4	4	24
RES_132	4	4	4	4	4	4	24
RES_133	3	3	2	4	3	1	16
RES_134	4	4	4	4	4	4	24
RES_135	4	4	3	4	4	4	23
RES_136	5	5	5	5	5	5	30
RES_137	4	1	1	4	3	4	17
RES_138	5	5	5	5	5	5	30
RES_139	4	4	4	4	4	4	24
RES_140	1	3	3	3	4	3	17
RES_141	5	5	5	5	5	5	30

RES_142	4	4	4	4	4	4	24
RES_143	4	3	4	4	4	5	24
RES_144	5	5	5	5	5	5	30
RES_145	3	3	3	3	3	3	18
RES_146	5	5	5	5	5	5	30
RES_147	3	3	3	3	3	3	18
RES_148	4	4	4	4	4	4	24
RES_149	4	4	5	5	4	4	26
RES_150	4	4	5	4	4	5	26
RES_151	5	5	4	5	4	5	28
RES_152	4	4	4	4	4	4	24
RES_153	4	4	4	4	4	4	24
RES_154	4	4	5	5	3	4	25
RES_155	4	4	5	4	3	4	24
RES_156	5	5	5	5	5	5	30
RES_157	5	5	5	4	4	4	27
RES_158	5	5	5	5	5	5	30
RES_159	5	3	3	5	4	5	25

RES_160	5	3	3	5	4	5	25
RES_161	5	5	5	5	5	5	30
RES_162	5	5	5	5	5	5	30
RES_163	5	4	4	4	4	4	25
RES_164	4	4	4	5	5	5	27
RES_165	5	5	2	4	5	4	25
RES_166	5	5	4	4	4	5	27
RES_167	5	5	5	5	5	5	30
RES_168	5	4	4	5	4	5	27
RES_169	4	3	5	5	4	4	25
RES_170	4	3	2	1	3	3	16
RES_171	3	3	2	2	2	1	13
RES_172	5	2	5	4	3	4	23
RES_173	5	5	5	5	5	5	30
RES_174	5	5	4	5	2	4	25
RES_175	5	5	4	5	4	5	28
RES_176	4	4	4	4	4	4	24
RES_177	4	4	4	4	4	4	24

RES_178	4	3	2	5	4	5	23
RES_179	4	3	3	5	4	5	24
RES_180	4	4	4	4	4	4	24
RES_181	5	5	4	5	4	5	28
RES_182	5	5	4	5	5	4	28
RES_183	4	3	5	5	4	4	25
RES_184	4	3	2	1	3	3	16
RES_185	4	4	5	4	3	4	24
RES_186	5	5	5	5	5	5	30
RES_187	3	3	3	3	3	3	18
RES_188	5	2	4	4	4	4	23
RES_189	5	5	5	5	5	5	30
RES_190	4	1	1	4	3	4	17



RES	SUASANA TOKO (X2)														TOTAL _X2
	X2. 1.1	X2. 1.2	X2. 2.1	X2. 2.2	X2. 3.1	X2. 3.2	X2. 4.1	X2. 4.2	X2. 5.1	X2. 5.2	X2. 6.1	X2. 6.2	X2. 7.1	X2. 7.2	
RES_ 1	5	5	5	4	3	4	3	5	5	5	5	4	5	5	63
RES_ 2	5	2	5	3	5	4	3	3	3	3	3	3	5	5	52
RES_ 3	4	4	5	3	4	5	5	5	5	5	5	5	1	3	59
RES_ 4	4	4	3	3	5	5	3	3	3	3	3	3	5	1	48
RES_ 5	3	2	4	4	5	5	3	4	3	4	2	2	3	2	46
RES_ 6	5	5	5	5	5	5	4	5	4	4	5	5	5	5	67
RES_ 7	3	3	4	4	3	3	4	4	3	3	4	3	3	4	48
RES_ 8	3	4	3	4	3	3	3	3	4	3	3	4	3	3	46
RES_ 9	5	4	4	5	4	5	5	4	5	4	5	5	5	5	65

RES_10	5	5	5	5	4	4	5	3	3	5	4	5	3	3	59
RES_11	5	5	5	5	4	5	5	5	5	5	4	5	5	4	67
RES_12	4	5	4	5	5	5	5	5	5	5	5	5	4	4	66
RES_13	5	4	5	4	2	5	5	5	5	5	5	5	4	4	63
RES_14	4	4	5	5	3	5	5	5	5	4	5	5	5	5	65
RES_15	4	4	4	5	5	5	5	5	4	5	5	5	5	4	65
RES_16	3	2	4	3	3	3	2	2	3	3	1	2	3	4	38
RES_17	4	4	5	5	4	4	5	5	4	4	4	5	4	4	61
RES_18	4	4	4	5	5	4	4	4	4	4	5	5	5	5	62
RES_19	4	3	3	4	1	3	5	4	4	5	4	5	3	4	52

RES_20	5	5	4	5	2	4	4	3	5	5	4	4	5	5	60
RES_21	5	5	4	5	4	5	4	3	5	5	3	4	4	2	58
RES_22	5	5	4	5	5	4	4	4	5	4	5	5	5	5	65
RES_23	4	4	3	3	4	3	3	2	4	4	3	4	3	3	47
RES_24	3	3	2	3	4	3	4	3	3	4	1	3	3	4	43
RES_25	4	3	3	4	4	4	4	4	4	3	3	3	3	3	49
RES_26	4	1	2	3	3	5	5	5	4	5	4	5	5	5	56
RES_27	4	4	4	4	4	4	4	4	4	3	3	4	4	4	54
RES_28	5	5	4	5	5	5	5	4	5	5	5	5	4	5	67
RES_29	5	5	4	5	5	4	4	5	5	5	5	5	5	5	67

RES_30	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	68
RES_31	4	4	3	3	3	3	4	3	3	3	3	3	5	4	4	49
RES_32	4	5	5	5	4	5	5	5	4	5	5	5	5	5	5	67
RES_33	5	5	5	5	5	5	5	5	4	5	5	5	5	4	5	68
RES_34	5	5	5	4	5	5	5	5	4	5	5	5	5	4	5	67
RES_35	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	67
RES_36	5	2	4	4	4	4	4	3	3	3	3	3	3	5	3	49
RES_37	5	4	4	4	4	4	4	4	5	5	5	4	3	5	3	59
RES_38	4	2	4	3	3	2	5	5	5	5	5	5	5	5	4	57
RES_39	5	5	4	5	4	4	4	4	5	5	4	5	5	4	5	64

RES_40	4	3	3	5	5	4	5	5	5	4	4	4	4	4	59
RES_41	5	5	5	5	5	4	5	5	4	4	4	4	5	5	65
RES_42	5	5	5	5	5	5	5	4	4	4	4	4	4	5	64
RES_43	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
RES_44	4	4	3	3	4	4	3	3	3	3	3	3	4	4	48
RES_45	3	3	4	4	2	2	4	3	3	5	4	4	4	4	49
RES_46	5	5	5	5	5	5	5	5	5	5	5	4	5	5	69
RES_47	5	5	4	5	4	5	5	5	5	5	5	5	5	4	67
RES_48	4	5	5	5	5	2	4	4	4	3	4	4	5	5	59
RES_49	4	4	5	5	5	5	5	5	5	5	5	5	5	5	68

RES_50	3	3	4	4	3	3	4	4	4	4	4	3	3	3	49
RES_51	4	4	3	3	4	4	3	3	3	3	3	3	4	4	48
RES_52	4	4	4	4	4	4	4	4	4	4	4	4	5	5	58
RES_53	5	5	4	5	5	4	4	4	5	4	5	5	5	5	65
RES_54	4	4	4	4	4	4	4	4	4	4	3	4	4	4	55
RES_55	4	4	4	4	4	4	4	4	4	4	4	3	4	4	55
RES_56	2	3	3	3	3	2	3	3	2	2	1	2	3	3	35
RES_57	4	1	2	3	3	5	5	5	4	5	4	5	5	5	56
RES_58	5	3	4	5	5	5	5	5	4	5	5	4	5	5	65
RES_59	5	5	4	5	5	5	5	4	5	5	5	5	4	5	67

RES_60	5	3	4	5	5	4	4	3	2	5	5	5	5	5	60	
RES_61	5	5	5	5	4	4	4	5	5	5	4	5	4	4	64	
RES_62	4	4	3	3	3	3	4	3	3	3	3	5	4	4	49	
RES_63	4	5	5	5	4	3	5	3	4	5	5	5	3	3	59	
RES_64	5	5	5	5	5	5	5	5	4	5	5	5	4	5	68	
RES_65	4	5	5	4	2	2	5	3	4	5	5	4	4	3	55	
RES_66	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	58
RES_67	5	2	4	4	4	4	3	3	3	3	3	3	3	5	3	49
RES_68	5	4	4	4	4	4	4	4	5	5	5	4	3	5	3	59
RES_69	4	2	4	3	3	2	5	5	5	5	5	5	5	5	4	57

RES_70	5	5	4	5	4	4	4	5	5	4	5	5	4	5	64
RES_71	4	4	4	4	5	4	4	4	4	4	4	4	4	4	57
RES_72	5	5	5	5	5	4	5	5	4	4	4	4	5	5	65
RES_73	5	5	5	5	5	5	5	4	4	4	4	4	4	5	64
RES_74	4	4	3	3	3	3	4	4	3	3	3	3	4	3	47
RES_75	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
RES_76	3	3	4	4	2	2	4	3	3	5	4	4	4	4	49
RES_77	3	2	2	3	3	3	3	2	2	2	1	2	3	3	34
RES_78	5	5	4	5	4	5	5	5	5	5	5	5	5	4	67
RES_79	4	5	5	5	5	2	4	4	4	3	4	4	5	5	59



RES_80	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
RES_81	3	3	4	4	3	3	4	4	4	4	4	3	3	3		49
RES_82	4	4	3	3	4	4	3	3	3	3	3	3	4	4		48
RES_83	4	4	4	4	4	4	4	4	4	4	4	4	5	5		58
RES_84	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	68
RES_85	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
RES_86	3	2	2	3	3	2	2	2	1	2	2	3	3	4		34
RES_87	5	5	5	5	5	5	4	4	1	4	3	1	5	5		57
RES_88	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
RES_89	3	3	2	4	3	1	3	3	4	4	3	3	4	3		43

RES_90	5	5	5	5	4	4	5	3	3	5	4	5	3	3	59
RES_91	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
RES_92	4	3	4	3	3	1	5	5	5	5	5	5	4	4	56
RES_93	3	3	2	2	1	2	3	3	2	1	2	2	3	3	32
RES_94	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
RES_95	4	4	4	5	5	5	5	5	4	5	5	5	5	4	65
RES_96	4	4	5	5	4	4	5	5	4	4	5	4	4	4	61
RES_97	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
RES_98	4	4	4	4	4	4	4	4	4	4	5	4	5	5	59
RES_99	5	5	5	5	5	5	5	5	5	5	5	5	5	4	69

RES_100	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
RES_101	5	5	4	5	4	5	4	3	5	5	3	4	4	2	58
RES_102	5	5	4	5	5	4	4	4	5	4	5	5	5	5	65
RES_103	4	4	3	3	4	3	3	2	4	4	3	4	3	3	47
RES_104	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
RES_105	4	3	3	4	4	4	4	4	4	3	3	3	3	3	49
RES_106	4	1	2	3	3	5	5	5	4	5	4	5	5	5	56
RES_107	5	3	4	5	5	5	5	5	4	5	5	4	5	5	65
RES_108	5	5	4	5	5	5	5	4	5	5	5	5	4	5	67
RES_109	5	3	4	5	5	4	4	3	2	5	5	5	5	5	60

RES_110	5	5	5	5	4	4	4	5	5	5	4	5	4	4	64
RES_111	5	5	5	5	5	5	5	5	5	5	5	5	4	4	68
RES_112	4	5	5	5	4	3	5	3	4	5	5	5	3	3	59
RES_113	3	3	2	3	3	3	2	2	3	3	2	4	3	3	39
RES_114	4	3	3	3	2	2	3	3	4	3	3	4	4	3	44
RES_115	5	5	4	4	4	5	5	5	5	5	5	5	5	5	67
RES_116	5	2	4	4	4	4	3	3	3	3	3	3	5	3	49
RES_117	5	5	5	5	4	4	4	5	5	5	4	5	4	4	64
RES_118	4	4	3	3	3	3	4	3	3	3	3	5	4	4	49
RES_119	4	5	5	5	4	3	5	3	4	5	5	5	3	3	59

RES_120	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	68
RES_121	4	5	5	4	2	2	5	3	4	5	5	4	4	3		55
RES_122	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	67
RES_123	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
RES_124	5	4	4	4	4	4	4	5	5	5	4	3	5	3		59
RES_125	4	2	4	3	3	2	5	5	5	5	5	5	5	4		57
RES_126	5	5	4	5	4	4	4	5	5	4	5	5	4	5		64
RES_127	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
RES_128	5	5	5	5	5	4	5	5	4	4	4	4	5	5		65
RES_129	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70

RES_130	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
RES_131	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
RES_132	3	3	4	4	2	2	4	3	3	5	4	4	4	4	49
RES_133	3	3	2	2	3	3	2	1	2	3	3	3	3	2	35
RES_134	4	4	4	4	4	4	4	4	4	4	4	5	5	4	58
RES_135	4	5	5	5	5	2	4	4	4	3	4	4	5	5	59
RES_136	4	4	5	5	5	5	5	5	5	5	5	5	5	5	68
RES_137	3	3	2	2	3	3	2	1	3	3	3	3	3	3	37
RES_138	5	5	5	5	5	5	5	5	5	5	5	5	5	4	69
RES_139	3	3	4	4	4	4	4	4	4	4	4	4	4	5	56

RES_140	3	3	4	4	4	4	3	3	3	3	3	3	4	4	48
RES_141	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
RES_142	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
RES_143	5	5	5	5	5	5	4	4	1	4	3	1	5	5	57
RES_144	5	5	5	5	5	5	5	5	5	5	4	5	5	4	68
RES_145	3	3	2	4	3	1	3	3	4	4	3	3	4	3	43
RES_146	5	5	5	5	5	5	5	5	5	5	5	5	4	5	69
RES_147	4	4	3	4	4	4	3	1	1	1	3	3	4	1	40
RES_148	3	4	2	4	3	4	3	5	5	5	5	5	5	3	56
RES_149	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56

RES_150	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	
RES_151	5	5	4	5	5	5	5	5	5	5	5	5	5	5	69	
RES_152	5	5	5	5	4	3	5	3	5	5	5	4	5	5	64	
RES_153	5	5	5	5	5	5	5	4	4	4	4	4	4	5	64	
RES_154	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	54
RES_155	4	4	4	5	5	5	5	4	4	4	4	4	4	5	5	62
RES_156	5	4	4	5	4	5	5	4	5	4	5	5	5	5	65	
RES_157	5	5	5	5	4	4	5	3	3	5	4	5	3	3	59	
RES_158	5	5	5	5	4	5	5	5	5	5	4	5	5	4	67	
RES_159	4	3	4	3	3	1	5	5	5	5	5	5	4	4	56	



RES_160	5	4	5	4	2	5	5	5	5	5	5	5	4	4	63
RES_161	4	4	5	5	3	5	5	5	5	4	5	5	5	5	65
RES_162	4	4	4	5	5	5	5	5	4	5	5	5	5	4	65
RES_163	4	4	5	5	4	4	5	5	4	4	5	4	4	4	61
RES_164	4	4	5	5	4	4	5	5	4	4	4	5	4	4	61
RES_165	4	4	4	5	5	4	4	4	4	4	5	5	5	5	62
RES_166	4	3	3	4	1	3	5	4	4	5	4	5	3	4	52
RES_167	5	5	5	5	5	5	5	5	5	5	5	4	5	5	69
RES_168	5	5	4	5	4	5	4	3	5	5	3	4	4	2	58
RES_169	4	4	4	4	4	4	4	4	4	4	4	4	4	5	57

RES_170	4	4	3	3	4	3	3	2	4	4	3	4	3	3	47
RES_171	3	3	2	3	4	3	4	3	3	4	1	3	3	4	43
RES_172	4	3	3	4	4	4	4	4	4	3	3	3	3	3	49
RES_173	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
RES_174	4	4	4	4	4	4	4	4	4	4	4	4	5	5	58
RES_175	5	5	4	5	5	5	5	4	5	5	5	5	4	5	67
RES_176	5	3	4	5	5	4	4	3	2	5	5	5	5	5	60
RES_177	5	5	5	5	4	4	4	5	5	5	4	5	4	4	64
RES_178	4	4	3	3	3	3	4	3	3	3	3	5	4	4	49
RES_179	4	5	5	5	4	3	5	3	4	5	5	5	3	3	59

RES_180	5	4	4	4	4	4	4	4	4	5	5	5	4	5	61
RES_181	5	5	5	5	5	5	5	5	5	5	5	4	5	5	69
RES_182	5	5	4	5	4	5	5	5	5	5	5	5	5	4	67
RES_183	4	4	4	4	4	4	4	4	4	4	4	4	4	5	57
RES_184	4	4	3	3	4	3	3	2	4	4	3	4	3	3	47
RES_185	4	4	4	5	5	5	5	4	4	4	4	4	5	5	62
RES_186	5	4	4	5	4	5	5	4	5	4	5	5	5	5	65
RES_187	3	2	2	3	3	2	2	2	1	2	2	3	3	4	34
RES_188	5	5	5	5	5	5	4	4	1	4	3	1	5	5	57
RES_189	4	4	5	5	5	5	5	5	5	5	5	5	5	5	68

RES_190	3	3	2	2	3	3	2	1	3	3	3	3	3	3	37
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RES	KUALITAS PELAYANAN (X3)										TOTAL_X3
	X3.1.1	X3.1.2	X3.2.1	X3.2.2	X3.3.1	X3.3.2	X3.4.1	X3.4.2	X3.5.1	X3.5.2	
RES_1	5	5	4	4	5	4	5	4	5	4	45
RES_2	3	4	3	4	5	4	5	4	5	5	42
RES_3	3	4	2	4	4	5	5	4	4	4	39
RES_4	4	3	3	3	4	3	4	4	4	3	35
RES_5	4	4	3	3	3	3	4	4	4	3	35
RES_6	5	5	5	5	5	4	4	5	5	5	48
RES_7	3	3	3	3	3	3	3	3	3	3	30
RES_8	5	5	4	4	3	2	4	3	2	3	35
RES_9	5	5	5	5	4	5	5	5	5	5	49
RES_10	5	5	3	3	5	3	4	5	4	4	41
RES_11	5	4	5	5	5	4	5	5	4	5	47
RES_12	4	5	5	5	5	5	5	5	5	4	48

RES_13	4	3	5	5	3	2	5	5	5	3	40
RES_14	4	5	5	4	5	5	5	5	5	5	48
RES_15	5	5	5	4	5	4	5	5	5	4	47
RES_16	3	4	2	1	3	3	2	2	3	3	26
RES_17	5	5	5	4	5	4	5	5	3	3	44
RES_18	5	5	5	5	3	5	5	5	5	3	46
RES_19	5	4	3	3	4	2	4	5	4	5	39
RES_20	4	4	4	4	5	5	4	4	4	4	42
RES_21	5	4	4	4	2	5	2	5	5	2	38
RES_22	5	5	5	5	5	5	3	5	5	5	48
RES_23	3	2	2	2	3	3	3	2	2	1	23
RES_24	4	3	3	4	4	3	2	3	3	3	32
RES_25	5	5	4	4	4	3	3	4	3	3	38
RES_26	4	4	4	5	4	4	3	3	5	5	41
RES_27	5	4	5	5	5	4	4	4	3	5	44
RES_28	5	5	5	5	5	5	4	5	5	5	49
RES_29	5	5	5	5	5	5	5	5	5	5	50
RES_30	5	5	5	5	5	5	5	5	5	5	50

RES_31	5	5	5	5	5	5	3	5	5	5	48
RES_32	4	5	4	5	4	5	5	5	4	5	46
RES_33	5	5	5	5	4	5	5	4	5	5	48
RES_34	4	5	5	5	5	5	5	5	4	4	47
RES_35	5	5	5	5	5	5	4	5	5	5	49
RES_36	5	5	5	4	3	5	5	5	4	4	45
RES_37	3	5	5	4	3	3	4	5	5	3	40
RES_38	3	5	4	4	3	2	4	5	5	2	37
RES_39	4	4	4	5	4	5	5	5	5	5	46
RES_40	4	4	3	4	4	3	3	4	4	3	36
RES_41	5	5	5	5	5	5	5	4	5	4	48
RES_42	5	5	4	4	4	4	4	4	3	3	40
RES_43	5	5	5	5	5	5	3	3	3	3	42
RES_44	3	2	3	3	2	3	2	1	2	2	23
RES_45	4	3	3	4	4	4	3	4	4	4	37
RES_46	4	5	5	5	5	5	5	5	5	5	49
RES_47	5	5	5	5	5	5	5	5	5	5	50
RES_48	5	5	4	4	4	3	3	4	3	3	38

RES_49	5	5	5	5	4	4	5	5	5	5	48
RES_50	5	4	5	5	5	4	4	4	3	5	44
RES_51	3	4	3	2	2	3	3	2	2	1	25
RES_52	4	4	4	4	4	4	4	4	4	4	40
RES_53	5	5	5	5	5	5	5	5	5	5	50
RES_54	5	5	5	5	4	4	4	4	4	4	44
RES_55	4	3	4	3	4	5	2	5	4	3	37
RES_56	4	3	3	2	2	1	2	2	3	3	25
RES_57	4	4	4	4	4	4	3	3	4	4	38
RES_58	5	5	5	5	5	5	4	5	5	5	49
RES_59	5	5	5	4	5	5	5	5	5	5	49
RES_60	3	5	5	4	3	3	4	5	5	3	40
RES_61	3	5	4	4	3	2	4	5	5	2	37
RES_62	4	4	4	5	4	5	5	5	5	5	46
RES_63	4	4	3	4	4	3	3	4	4	3	36
RES_64	5	5	5	5	5	5	5	4	5	4	48
RES_65	5	5	4	4	4	4	4	4	4	4	42
RES_66	4	4	4	4	4	4	4	4	4	4	40

RES_67	4	4	3	4	4	4	3	3	3	4	36
RES_68	4	4	4	4	4	4	4	4	4	4	40
RES_69	5	4	3	5	5	5	4	4	4	5	44
RES_70	4	4	4	4	5	5	4	5	4	4	43
RES_71	4	5	4	4	4	4	4	4	4	5	42
RES_72	5	5	5	5	5	5	5	5	4	5	49
RES_73	4	4	4	4	4	4	4	4	4	4	40
RES_74	3	2	3	3	3	3	2	2	3	3	27
RES_75	4	4	3	4	4	4	3	3	3	4	36
RES_76	4	4	4	4	3	3	3	3	4	4	36
RES_77	4	3	3	3	4	4	2	2	4	3	32
RES_78	4	5	5	5	5	5	5	5	4	4	47
RES_79	5	5	5	4	3	5	5	5	4	4	45
RES_80	3	5	5	4	3	3	4	5	5	3	40
RES_81	3	5	4	4	3	2	4	5	5	2	37
RES_82	3	3	4	4	3	2	2	3	3	2	29
RES_83	4	4	3	4	4	3	3	4	4	3	36
RES_84	5	5	5	5	5	5	5	4	5	4	48



RES_85	4	4	4	4	4	4	4	4	4	4	40
RES_86	4	4	3	3	3	3	3	3	4	4	34
RES_87	4	4	3	4	4	4	3	3	3	4	36
RES_88	4	4	4	4	4	4	4	4	4	4	40
RES_89	3	3	3	2	2	3	3	3	3	2	27
RES_90	4	4	4	4	5	5	4	5	4	4	43
RES_91	4	5	4	4	4	4	4	4	4	5	42
RES_92	5	4	4	4	5	4	4	5	4	4	43
RES_93	4	4	3	3	4	4	4	3	3	3	35
RES_94	4	4	3	3	4	4	4	4	4	3	37
RES_95	4	5	5	5	5	5	5	5	5	5	49
RES_96	4	4	4	4	3	3	3	3	4	4	36
RES_97	4	5	5	5	5	5	5	5	5	5	49
RES_98	4	4	4	4	4	4	4	4	4	4	40
RES_99	5	5	4	5	5	4	5	5	5	5	48
RES_100	5	5	5	4	5	4	5	5	5	5	48
RES_101	4	4	3	3	4	4	4	4	3	3	36
RES_102	5	5	5	5	5	5	5	5	5	5	50

RES_103	3	2	3	3	3	3	2	3	2	3	27
RES_104	4	4	4	4	4	4	5	5	5	5	44
RES_105	4	4	4	4	4	4	5	5	5	5	44
RES_106	5	4	4	4	5	5	5	4	4	4	44
RES_107	5	5	5	5	5	5	4	4	5	5	48
RES_108	5	5	5	5	5	5	4	5	5	5	49
RES_109	4	4	5	5	4	4	5	5	5	5	46
RES_110	5	5	3	2	4	3	4	3	4	4	37
RES_111	5	5	5	5	5	5	5	5	5	5	50
RES_112	4	4	4	4	4	4	4	4	4	4	40
RES_113	3	2	2	1	3	3	3	3	3	4	27
RES_114	4	3	3	2	2	3	3	3	3	2	28
RES_115	4	5	5	5	5	5	4	5	5	5	48
RES_116	4	4	4	4	4	4	4	4	4	4	40
RES_117	3	4	4	4	5	5	3	4	2	2	36
RES_118	3	3	4	4	5	4	5	5	4	4	41
RES_119	3	2	4	4	4	4	3	4	4	4	36
RES_120	5	5	5	4	5	5	5	5	5	5	49

RES_121	3	1	4	4	5	5	4	5	5	5	41
RES_122	5	5	5	5	5	5	5	4	4	4	47
RES_123	5	5	5	4	5	5	5	4	5	4	47
RES_124	5	5	4	4	5	4	2	3	3	4	39
RES_125	4	5	4	4	5	4	4	4	5	5	44
RES_126	5	5	4	5	5	4	4	4	5	4	45
RES_127	5	4	4	5	5	5	5	5	5	5	48
RES_128	5	5	5	5	5	5	4	4	5	5	48
RES_129	5	5	5	5	5	5	5	4	5	5	49
RES_130	5	5	5	5	5	5	5	5	5	5	50
RES_131	4	5	4	4	4	5	3	2	5	4	40
RES_132	3	1	4	4	5	5	5	4	5	4	40
RES_133	3	3	3	2	2	1	2	2	3	3	24
RES_134	3	3	5	5	3	3	4	4	3	3	36
RES_135	4	3	3	3	3	4	4	4	4	4	36
RES_136	5	4	5	5	5	5	5	5	5	5	49
RES_137	3	5	5	5	3	4	2	2	2	2	33
RES_138	4	4	5	5	5	5	5	5	5	5	48

RES_139	4	4	4	4	4	4	4	4	4	4	40
RES_140	3	3	2	2	3	3	2	1	3	3	25
RES_141	5	5	5	5	4	5	5	5	5	4	48
RES_142	5	5	3	5	3	4	3	4	3	4	39
RES_143	5	3	5	5	5	4	5	4	5	5	46
RES_144	5	4	5	5	5	5	5	4	5	5	48
RES_145	3	3	2	1	2	3	3	3	3	4	27
RES_146	5	5	5	5	5	5	5	5	5	5	50
RES_147	3	3	2	2	1	2	3	3	3	3	25
RES_148	4	4	4	4	4	4	4	4	4	4	40
RES_149	5	5	3	5	3	4	3	4	3	4	39
RES_150	5	3	5	5	5	4	5	4	5	5	46
RES_151	5	4	5	5	5	5	5	4	5	5	48
RES_152	3	3	5	4	4	3	4	4	3	4	37
RES_153	5	5	4	4	4	4	4	4	4	4	42
RES_154	4	3	5	5	5	4	5	4	5	5	45
RES_155	4	4	5	4	4	4	4	4	4	4	41
RES_156	5	5	5	4	4	4	5	5	5	5	47

RES_157	4	4	4	4	4	4	4	4	4	4	40
RES_158	4	5	5	5	5	5	5	5	5	5	49
RES_159	5	5	5	5	4	4	5	5	4	3	45
RES_160	4	4	4	4	4	4	4	4	4	4	40
RES_161	5	5	5	5	5	5	5	5	5	5	50
RES_162	4	5	5	5	5	5	5	5	5	5	49
RES_163	4	3	3	3	3	4	4	4	4	4	36
RES_164	5	5	4	5	5	4	4	4	4	4	44
RES_165	5	5	5	4	4	4	4	4	5	5	45
RES_166	5	5	5	5	5	4	4	4	4	5	46
RES_167	5	5	5	5	5	5	5	5	5	5	50
RES_168	5	5	4	3	3	4	3	3	4	4	38
RES_169	4	4	4	4	4	4	4	4	4	4	40
RES_170	4	4	4	4	4	3	3	3	3	3	35
RES_171	4	4	4	3	3	3	3	3	3	3	33
RES_172	4	4	4	4	4	4	4	4	4	4	40
RES_173	4	5	5	5	4	5	5	5	5	5	48
RES_174	5	5	4	4	4	3	4	4	4	2	39

RES_175	5	5	5	5	5	5	5	5	5	5	50
RES_176	4	4	4	4	4	4	4	4	4	3	39
RES_177	4	4	4	4	4	4	4	4	4	3	39
RES_178	2	4	4	3	3	3	4	3	3	3	32
RES_179	5	5	4	5	4	2	3	3	4	3	38
RES_180	5	5	5	5	4	4	4	4	4	4	44
RES_181	4	5	5	5	5	5	5	5	5	5	49
RES_182	5	5	5	5	5	5	5	5	5	5	50
RES_183	4	4	4	4	4	4	4	4	4	4	40
RES_184	4	4	4	4	4	3	3	3	3	3	35
RES_185	4	4	5	4	4	4	4	4	4	4	41
RES_186	5	5	5	4	4	4	5	5	5	5	47
RES_187	4	4	3	3	3	3	3	3	4	4	34
RES_188	4	4	3	4	4	4	3	3	3	4	36
RES_189	5	4	5	5	5	5	5	5	5	5	49
RES_190	3	5	5	5	3	4	2	2	2	2	33

RES	MINAT BELI ULANG (Y)								
	Y1.1.1	Y1.1.2	Y1.2.1	Y1.2.2	Y1.3.1	Y1.3.2	Y1.4.1	Y1.4.2	TOTAL_Y
RES_1	5	5	4	4	5	5	4	4	36
RES_2	3	3	4	4	4	4	4	4	30
RES_3	4	4	3	3	4	4	4	4	30
RES_4	4	4	3	3	4	4	3	3	28
RES_5	3	3	4	4	3	3	4	4	28
RES_6	5	5	4	4	5	5	5	5	38
RES_7	3	2	2	3	2	3	2	2	19
RES_8	4	4	2	1	2	2	3	3	21
RES_9	5	5	5	5	5	5	5	5	40
RES_10	5	5	3	3	4	4	5	5	34
RES_11	5	5	5	5	5	5	5	5	40
RES_12	5	5	4	4	5	5	5	5	38
RES_13	4	4	3	3	4	4	4	4	30
RES_14	4	4	5	5	5	4	5	5	37
RES_15	5	5	5	5	4	4	5	5	38
RES_16	4	4	3	3	3	3	4	4	28

RES_17	3	3	2	2	5	5	5	5	30
RES_18	5	5	5	5	5	5	3	3	36
RES_19	5	5	5	5	3	3	5	5	36
RES_20	4	4	4	4	5	5	5	5	36
RES_21	5	5	3	3	5	5	5	5	36
RES_22	5	5	4	4	5	5	5	5	38
RES_23	3	2	2	1	3	3	3	3	20
RES_24	3	3	3	3	3	3	3	3	24
RES_25	5	5	4	4	4	5	4	3	34
RES_26	5	5	5	4	5	4	3	3	34
RES_27	5	5	3	3	4	2	4	3	29
RES_28	5	5	5	5	5	4	5	5	39
RES_29	5	5	5	4	5	3	5	5	37
RES_30	4	5	5	5	4	4	5	5	37
RES_31	4	5	4	2	4	3	3	5	30
RES_32	5	5	5	4	5	4	5	5	38
RES_33	5	5	5	5	4	5	5	5	39
RES_34	5	5	5	4	5	4	5	5	38



RES_35	5	5	5	5	3	5	5	5	38
RES_36	5	4	3	3	4	4	4	4	31
RES_37	5	5	4	4	4	4	3	3	32
RES_38	5	4	4	4	2	5	2	5	31
RES_39	5	5	5	5	5	5	3	3	36
RES_40	5	3	5	4	4	5	5	5	36
RES_41	5	5	5	5	5	5	5	5	40
RES_42	5	5	4	4	5	5	3	5	36
RES_43	4	4	4	5	2	4	2	5	30
RES_44	5	3	3	4	3	4	4	2	28
RES_45	5	5	4	5	3	5	4	3	34
RES_46	5	5	5	4	5	4	5	5	38
RES_47	5	5	5	5	3	5	5	5	38
RES_48	5	4	3	3	4	4	4	4	31
RES_49	5	5	5	5	5	5	3	5	38
RES_50	5	4	4	4	2	5	2	5	31
RES_51	2	3	3	3	2	2	3	3	21
RES_52	5	3	5	4	4	5	5	5	36

RES_53	5	5	5	5	5	5	5	5	40
RES_54	5	5	4	4	5	5	3	5	36
RES_55	4	4	4	5	2	4	2	5	30
RES_56	5	3	3	4	3	4	4	2	28
RES_57	5	5	4	5	3	5	4	3	34
RES_58	5	5	5	5	5	5	5	5	40
RES_59	5	5	5	5	5	5	5	5	40
RES_60	5	5	5	4	4	4	3	3	33
RES_61	4	3	4	3	4	4	4	4	30
RES_62	5	4	4	2	3	4	5	4	31
RES_63	3	5	3	3	5	3	4	4	30
RES_64	5	5	5	5	5	5	4	3	37
RES_65	5	3	4	4	3	4	5	3	31
RES_66	3	5	5	2	3	3	4	5	30
RES_67	5	5	5	5	3	4	4	5	36
RES_68	3	4	4	5	4	5	3	5	33
RES_69	5	2	3	4	4	4	3	5	30
RES_70	5	5	5	5	5	2	5	4	36

RES_71	5	5	4	5	5	5	3	4	36
RES_72	5	5	5	5	5	5	5	5	40
RES_73	5	5	4	4	5	4	3	2	32
RES_74	3	4	3	5	4	1	3	5	28
RES_75	5	4	3	5	5	5	3	3	33
RES_76	5	5	5	5	5	3	4	3	35
RES_77	3	3	2	3	3	3	4	2	23
RES_78	5	5	5	5	5	5	5	5	40
RES_79	4	4	4	4	4	4	4	3	31
RES_80	5	4	5	4	2	5	4	3	32
RES_81	4	4	4	4	4	4	4	4	32
RES_82	3	2	2	1	3	3	3	2	19
RES_83	4	3	3	3	4	5	5	2	29
RES_84	4	5	5	5	5	5	5	5	39
RES_85	5	5	4	3	3	4	5	5	34
RES_86	4	4	3	3	3	3	2	2	24
RES_87	3	5	5	2	3	3	4	5	30
RES_88	5	5	5	5	3	4	4	5	36

RES_89	3	4	3	3	2	2	3	3	23
RES_90	5	2	3	4	4	4	3	5	30
RES_91	5	5	5	5	5	2	5	4	36
RES_92	5	5	4	5	5	5	3	4	36
RES_93	5	3	2	3	5	2	3	3	26
RES_94	5	5	4	4	5	4	3	2	32
RES_95	5	5	5	5	5	5	5	5	40
RES_96	5	4	3	5	5	5	3	3	33
RES_97	5	5	5	5	5	5	5	5	40
RES_98	4	5	2	4	3	5	4	2	29
RES_99	5	5	5	5	5	5	5	5	40
RES_100	4	5	5	5	5	5	5	3	37
RES_101	5	4	5	4	2	5	4	3	32
RES_102	4	4	5	5	5	5	5	5	38
RES_103	4	4	3	3	2	2	3	2	23
RES_104	4	3	3	3	4	5	5	2	29
RES_105	4	5	5	5	4	3	4	2	32
RES_106	5	5	4	3	3	4	5	5	34

RES_107	5	5	5	4	5	5	5	5	39
RES_108	5	5	5	5	5	5	5	5	40
RES_109	5	3	4	4	4	5	4	5	34
RES_110	5	4	4	3	4	3	5	3	31
RES_111	5	5	5	5	5	5	5	5	40
RES_112	4	4	5	4	4	4	5	3	33
RES_113	3	3	3	3	3	3	3	3	24
RES_114	2	3	3	3	2	2	1	2	18
RES_115	5	5	5	5	5	5	5	5	40
RES_116	4	4	5	5	3	4	5	5	35
RES_117	5	5	3	2	4	3	4	3	29
RES_118	4	3	4	4	3	4	5	4	31
RES_119	5	3	5	5	2	3	4	5	32
RES_120	4	5	5	5	5	5	5	5	39
RES_121	3	3	4	3	5	4	4	4	30
RES_122	4	4	5	5	5	5	5	5	38
RES_123	5	5	5	5	5	5	5	5	40
RES_124	4	5	5	5	3	4	5	4	35

RES_125	4	3	5	4	5	5	4	4	34
RES_126	4	4	4	4	3	4	4	4	31
RES_127	5	5	5	5	4	5	5	3	37
RES_128	4	4	5	5	4	5	5	5	37
RES_129	5	5	5	5	5	5	5	5	40
RES_130	5	4	5	5	5	4	5	4	37
RES_131	5	5	4	4	5	5	3	5	36
RES_132	4	4	4	5	2	4	2	5	30
RES_133	5	3	3	4	3	4	4	2	28
RES_134	5	5	4	5	3	5	4	3	34
RES_135	5	4	4	4	4	4	4	4	33
RES_136	5	5	5	5	5	5	5	5	40
RES_137	4	4	4	4	3	3	2	3	27
RES_138	5	5	5	5	5	5	5	5	40
RES_139	5	4	4	2	3	4	5	4	31
RES_140	3	3	3	2	3	3	2	2	21
RES_141	5	5	5	5	5	5	4	3	37
RES_142	5	3	4	4	3	4	5	3	31

RES_143	3	5	5	2	3	3	4	5	30
RES_144	5	5	5	5	5	5	5	5	40
RES_145	3	3	2	2	3	3	2	2	20
RES_146	5	5	5	5	5	5	5	5	40
RES_147	3	3	3	3	3	2	2	3	22
RES_148	5	5	4	5	5	5	3	4	36
RES_149	4	4	4	4	4	4	4	4	32
RES_150	5	5	4	4	5	4	3	2	32
RES_151	5	5	5	5	5	5	5	5	40
RES_152	5	4	3	5	5	5	3	3	33
RES_153	5	5	5	5	5	3	4	3	35
RES_154	4	5	2	4	3	5	4	2	29
RES_155	5	2	4	2	5	4	4	5	31
RES_156	4	5	5	5	5	5	5	3	37
RES_157	5	4	5	4	2	5	4	3	32
RES_158	4	4	5	5	5	5	5	5	38
RES_159	5	4	5	4	5	5	3	2	33
RES_160	4	3	3	3	4	5	5	2	29

RES_161	4	5	5	5	5	5	5	5	39
RES_162	5	5	5	5	5	5	5	5	40
RES_163	5	5	5	4	3	4	5	4	35
RES_164	5	5	5	4	5	5	5	2	36
RES_165	5	3	4	4	4	5	4	5	34
RES_166	5	4	5	4	2	5	4	3	32
RES_167	4	4	5	5	5	5	5	5	38
RES_168	5	4	5	4	5	5	3	2	33
RES_169	4	3	3	3	4	5	5	2	29
RES_170	3	3	2	2	3	3	3	2	21
RES_171	3	3	4	3	3	3	2	2	23
RES_172	5	5	5	4	3	4	5	4	35
RES_173	5	5	5	5	5	5	5	5	40
RES_174	5	3	4	4	4	5	4	5	34
RES_175	5	5	5	5	5	5	5	5	40
RES_176	4	4	4	5	5	4	5	5	36
RES_177	4	4	5	4	4	4	5	3	33
RES_178	3	3	3	3	3	3	3	3	24



RES_179	4	4	4	4	4	4	4	4	32
RES_180	4	5	5	3	5	5	4	5	36
RES_181	5	5	5	4	5	4	5	5	38
RES_182	5	5	5	5	3	5	5	5	38
RES_183	4	3	3	3	4	5	5	2	29
RES_184	3	3	2	2	3	3	3	2	21
RES_185	5	2	4	2	5	4	4	5	31
RES_186	4	5	5	5	5	5	5	3	37
RES_187	4	4	3	3	3	3	2	2	24
RES_188	3	5	5	2	3	3	4	5	30
RES_189	5	5	5	5	5	5	5	5	40
RES_190	4	4	4	4	3	3	2	3	27

### Lampiran 7: Rekapitulasi Data

RESPONDEN	X1	X2	X3	Y
RES_1	26	63	45	36
RES_2	24	52	42	30
RES_3	25	59	39	30
RES_4	16	48	35	28
RES_5	16	46	35	28
RES_6	30	67	48	38
RES_7	14	48	30	19
RES_8	14	46	35	21
RES_9	30	65	49	40
RES_10	19	59	41	34
RES_11	29	67	47	40
RES_12	28	66	48	38
RES_13	25	63	40	30
RES_14	30	65	48	37
RES_15	29	65	47	38
RES_16	18	38	26	28
RES_17	27	61	44	30
RES_18	23	62	46	36
RES_19	24	52	39	36
RES_20	25	60	42	36
RES_21	25	58	38	36
RES_22	29	65	48	38
RES_23	18	47	23	20
RES_24	18	43	32	24
RES_25	24	49	38	34
RES_26	25	56	41	34

RES_27	23	54	44	29
RES_28	29	67	49	39
RES_29	29	67	50	37
RES_30	30	68	50	37
RES_31	25	49	48	30
RES_32	30	67	46	38
RES_33	30	68	48	39
RES_34	29	67	47	38
RES_35	29	67	49	38
RES_36	25	49	45	31
RES_37	27	59	40	32
RES_38	23	57	37	31
RES_39	27	64	46	36
RES_40	25	59	36	36
RES_41	30	65	48	40
RES_42	24	64	40	36
RES_43	23	56	42	30
RES_44	18	48	23	28
RES_45	25	49	37	34
RES_46	28	69	49	38
RES_47	28	67	50	38
RES_48	25	59	38	31
RES_49	30	68	48	38
RES_50	24	49	44	31
RES_51	18	48	25	21
RES_52	27	58	40	36
RES_53	29	65	50	40
RES_54	26	55	44	36
RES_55	26	55	37	30

RES_56	18	35	25	28
RES_57	26	56	38	34
RES_58	30	65	49	40
RES_59	29	67	49	40
RES_60	24	60	40	33
RES_61	23	64	37	30
RES_62	25	49	46	31
RES_63	18	59	36	30
RES_64	29	68	48	37
RES_65	24	55	42	31
RES_66	25	58	40	30
RES_67	30	49	36	36
RES_68	24	59	40	33
RES_69	23	57	44	30
RES_70	23	64	43	36
RES_71	25	57	42	36
RES_72	28	65	49	40
RES_73	29	64	40	32
RES_74	14	47	27	28
RES_75	23	56	36	33
RES_76	24	49	36	35
RES_77	18	34	32	23
RES_78	29	67	47	40
RES_79	26	59	45	31
RES_80	26	56	40	32
RES_81	26	49	37	32
RES_82	18	48	29	19
RES_83	26	58	36	29
RES_84	30	68	48	39

RES_85	22	56	40	34
RES_86	18	34	34	24
RES_87	23	57	36	30
RES_88	25	56	40	36
RES_89	18	43	27	23
RES_90	24	59	43	30
RES_91	24	56	42	36
RES_92	25	56	43	36
RES_93	15	32	35	26
RES_94	23	56	37	32
RES_95	30	65	49	40
RES_96	24	61	36	33
RES_97	30	70	49	40
RES_98	24	59	40	29
RES_99	28	69	48	40
RES_100	30	70	48	37
RES_101	26	58	36	32
RES_102	30	65	50	38
RES_103	15	47	27	23
RES_104	20	56	44	29
RES_105	19	49	44	32
RES_106	24	56	44	34
RES_107	28	65	48	39
RES_108	30	67	49	40
RES_109	24	60	46	34
RES_110	24	64	37	31
RES_111	29	68	50	40
RES_112	23	59	40	33
RES_113	15	39	27	24

RES_114	17	44	28	18
RES_115	30	67	48	40
RES_116	27	49	40	35
RES_117	24	64	36	29
RES_118	20	49	41	31
RES_119	24	59	36	32
RES_120	30	68	49	39
RES_121	27	55	41	30
RES_122	30	67	47	38
RES_123	30	70	47	40
RES_124	24	59	39	35
RES_125	24	57	44	34
RES_126	26	64	45	31
RES_127	29	70	48	37
RES_128	30	65	48	37
RES_129	30	70	49	40
RES_130	28	70	50	37
RES_131	24	56	40	36
RES_132	24	49	40	30
RES_133	16	35	24	28
RES_134	24	58	36	34
RES_135	23	59	36	33
RES_136	30	68	49	40
RES_137	17	37	33	27
RES_138	30	69	48	40
RES_139	24	56	40	31
RES_140	17	48	25	21
RES_141	30	70	48	37
RES_142	24	56	39	31

RES_143	24	57	46	30
RES_144	30	68	48	40
RES_145	18	43	27	20
RES_146	30	69	50	40
RES_147	18	40	25	22
RES_148	24	56	40	36
RES_149	26	56	39	32
RES_150	26	56	46	32
RES_151	28	69	48	40
RES_152	24	64	37	33
RES_153	24	64	42	35
RES_154	25	54	45	29
RES_155	24	62	41	31
RES_156	30	65	47	37
RES_157	27	59	40	32
RES_158	30	67	49	38
RES_159	25	56	45	33
RES_160	25	63	40	29
RES_161	30	65	50	39
RES_162	30	65	49	40
RES_163	25	61	36	35
RES_164	27	61	44	36
RES_165	25	62	45	34
RES_166	27	52	46	32
RES_167	30	69	50	38
RES_168	27	58	38	33
RES_169	25	57	40	29
RES_170	16	47	35	21
RES_171	13	43	33	23

RES_172	23	49	40	35
RES_173	30	70	48	40
RES_174	25	58	39	34
RES_175	28	67	50	40
RES_176	24	60	39	36
RES_177	24	64	39	33
RES_178	23	49	32	24
RES_179	24	59	38	32
RES_180	24	61	44	36
RES_181	28	69	49	38
RES_182	28	67	50	38
RES_183	25	57	40	29
RES_184	16	47	35	21
RES_185	24	62	41	31
RES_186	30	65	47	37
RES_187	18	34	34	24
RES_188	23	57	36	30
RES_189	30	68	49	40
RES_190	17	37	33	27



## Lampiran 8: Output Data SPSS

### OUTPUT PENGOLAHAN DATA SPSS

#### Hasil Uji Validitas

##### 1. Citra Merek

		Correlations						
		X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	CITRA MEREK (X1)
X1.1.1	Pearson Correlation	1	.382**	.465**	.555**	.478**	.564**	.709**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190
X1.1.2	Pearson Correlation	.382**	1	.629**	.486**	.453**	.491**	.770**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190

X1.2.1	Pearson Correlation	.465**	.629**	1	.564**	.453**	.458**	.787**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	190	190	190	190	190	190	190
X1.2.2	Pearson Correlation	.555**	.486**	.564**	1	.590**	.638**	.820**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	190	190	190	190	190	190	190
X1.3.1	Pearson Correlation	.478**	.453**	.453**	.590**	1	.572**	.758**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	190	190	190	190	190	190	190
X1.3.2	Pearson Correlation	.564**	.491**	.458**	.638**	.572**	1	.790**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	190	190	190	190	190	190	190

CITRA MEREK (X1)	Pearson																	
	Correlation		.709**	.770**	.787**	.820**	.758**	.790**										1
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000									
	N		190	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190

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

## 2. Suasana Toko

### Correlations

	X2. 1.1	X2. 1.2	X2. 2.1	X2. 2.2	X2. 3.1	X2. 3.2	X2. 4.1	X2. 4.2	X2. 5.1	X2. 5.2	X2. 6.1	X2. 6.2	X2. 7.1	X2. 7.2	SUAS ANA TOKO (X2)
X2.1.1 Pearson Correlation	1	.59 4**	.59 9**	.62 2**	.51 6**	.62 0**	.51 5**	.48 4**	.44 7**	.51 5**	.54 3**	.42 1**	.49 9**	.40 6**	.768**

X2.1.2	Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190
	Pearson	.59	.63	.65	.46	.41	.42	.32	.42	.38	.46	.36	.20	.25		
	Correlation	4**	1	8**	7**	7**	1**	5**	7**	8**	3**	3**	2**	2**	6**	.663**
X2.2.1	Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190
	Pearson	.59	.63	.72	.46	.41	.61	.54	.39	.50	.59	.35	.34	.38		
	Correlation	9**	8**	1	6**	6**	5**	0**	1**	6**	7**	7**	1**	2**	5**	.754**
	Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190

X2.2.2	Pearson															
	Correlation	.62	.65	.72	1	.60	.54	.61	.52	.41	.51	.60	.41	.43	.43	.807**
	Sig. (2-tailed)	.00	.00	.00		.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190
X2.3.1	Pearson															
	Correlation	.51	.46	.46	.60	1	.60	.29	.35	.19	.21	.31	.15	.40	.39	.595**
	Sig. (2-tailed)	.00	.00	.00	.00		.00	.00	.00	.00	.00	.00	.03	.00	.00	.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190
X2.3.2	Pearson															
	Correlation	.62	.41	.41	.54	.60	1	.45	.51	.34	.38	.38	.27	.40	.36	.675**
	Sig. (2-tailed)	.00	.00	.00	.00	.00		.00	.00	.00	.00	.00	.00	.00	.00	.000
N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190	

X2.4.1	Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190
	Pearson Correlation	.515**	.425**	.610**	.616**	.293**	.454**	.711	.713**	.563**	.697**	.722**	.628**	.344**	.448**	.801**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
X2.4.2	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190
	Pearson Correlation	.484**	.327**	.541**	.527**	.350**	.512**	.713	.713**	.661**	.581**	.653**	.485**	.513**	.528**	.791**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190

X2.5.1	Pearson	.44	.42	.39	.41	.19	.34	.56	.66	1	.62	.64	.63	.31	.27	.701**	
	Correlation	.7**	.8**	.6**	.9**	.3**	.0**	.3**	.1**		.6**	.0**	.9**	.6**	.1**		
	Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.00		.00	.00	.00	.00	.00		.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190		190
X2.5.2	Pearson	.51	.38	.50	.51	.21	.38	.69	.58	.62	1	.70	.62	.31	.30	.736**	
	Correlation	.5**	.3**	.7**	.6**	.7**	.6**	.7**	.1**	.6**		.7**	.1**	.1**	.7**		
	Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.00	.00		.00	.00	.00	.00		.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190		190
X2.6.1	Pearson	.54	.46	.59	.60	.31	.38	.72	.65	.64	.70	1	.73	.46	.50	.834**	
	Correlation	.3**	.3**	.7**	.1**	.5**	.7**	.2**	.3**	.0**	.7**		.3**	.8**	.0**		
	tion																

X2.6.2	Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190
	Pearson Correlation	.421**	.362**	.351**	.417**	.155*	.279**	.628**	.485**	.639**	.621**	.733**	1	.256**	.370**	.674**
X2.7.1	Sig. (2-tailed)	.00	.00	.00	.00	.03	.00	.00	.00	.00	.00	.00	.00	.00	.00	.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190
	Pearson Correlation	.499**	.202**	.342**	.435**	.401**	.407**	.344**	.513**	.316**	.311**	.468**	.256**	1	.573**	.596**
	Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190



X2.7.2	Pearson															
	Correlation	.406**	.256**	.385**	.432**	.393**	.365**	.448**	.528**	.271**	.307**	.500**	.370**	.573**	1	.620**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190
SUAS ANA TOKO (X2)	Pearson															
	Correlation	.768**	.663**	.754**	.807**	.595**	.675**	.801**	.791**	.701**	.736**	.834**	.674**	.596**	.620**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	190	190	190	190	190	190	190	190	190	190	190	190	190	190	190

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

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

### 3. Kualitas Pelayanan

#### Correlations

		X3.1. 1	X3.1. 2	X3.2. 1	X3.2. 2	X3.3. 1	X3.3. 2	X3.4. 1	X3.4. 2	X3.5. 1	X3.5. 2	KUALITAS PELAYANA N (X3)
X3.1.1	Pearson Correlation	1	.586**	.479**	.518**	.533**	.450**	.415**	.414**	.403**	.506**	.679**
	Sig. (2- tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190	190	190
X3.1.2	Pearson Correlation	.586**	1	.548**	.521**	.371**	.356**	.399**	.438**	.391**	.304**	.633**
	Sig. (2- tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190	190	190

X3.2.1	Pearson											
	Correlation	.479**	.548**	1	.777**	.557**	.541**	.603**	.608**	.570**	.475**	.802**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190	190	190
X3.2.2	Pearson											
	Correlation	.518**	.521**	.777**	1	.651**	.604**	.547**	.580**	.538**	.537**	.818**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190	190	190
X3.3.1	Pearson											
	Correlation	.533**	.371**	.557**	.651**	1	.691**	.585**	.544**	.528**	.666**	.801**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190	190	190

X3.3.2	Pearson											
	Correlation	.450**	.356**	.541**	.604**	.691**	1	.554**	.515**	.511**	.614**	.765**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190	190	190
X3.4.1	Pearson											
	Correlation	.415**	.399**	.603**	.547**	.585**	.554**	1	.747**	.682**	.606**	.807**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190	190	190
X3.4.2	Pearson											
	Correlation	.414**	.438**	.608**	.580**	.544**	.515**	.747**	1	.712**	.539**	.800**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	190	190	190	190	190	190	190	190	190	190	190

X3.5.1	Pearson											
	Correlation	.403**	.391**	.570**	.538**	.528**	.511**	.682**	.712**	1	.649**	.784**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190	190	190
X3.5.2	Pearson											
	Correlation	.506**	.304**	.475**	.537**	.666**	.614**	.606**	.539**	.649**	1	.775**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190	190	190
KUALITAS PELAYANA N (X3)	Pearson											
	Correlation	.679**	.633**	.802**	.818**	.801**	.765**	.807**	.800**	.784**	.775**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

N	190	190	190	190	190	190	190	190	190	190	190	190
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\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### 4. Minat Beli Ulang

##### Correlations

		Y1.1.1	Y1.1.2	Y1.2.1	Y1.2.2	Y1.3.1	Y1.3.2	Y1.4.1	Y1.4.2	MINAT BELI ULANG (Y)
Y1.1.1	Pearson Correlation	1	.449**	.444**	.480**	.385**	.508**	.364**	.276**	.670**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190
Y1.1.2	Pearson Correlation	.449**	1	.579**	.500**	.392**	.300**	.348**	.336**	.685**

Y1.2.1	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190
	Pearson Correlation	.444**	.579**	1	.642**	.376**	.417**	.505**	.515**	.800**
Y1.2.2	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190
	Pearson Correlation	.480**	.500**	.642**	1	.390**	.504**	.326**	.353**	.748**
Y1.3.1	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190
	Pearson Correlation	.385**	.392**	.376**	.390**	1	.440**	.422**	.315**	.668**
Y1.3.2	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	190	190	190	190	190	190	190	190	190
	Pearson Correlation	.508**	.300**	.417**	.504**	.440**	1	.421**	.305**	.688**

Y1.4.1	Pearson Correlation	.364**	.348**	.505**	.326**	.422**	.421**	1	.434**	.687**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	190	190	190	190	190	190	190	190	190
Y1.4.2	Pearson Correlation	.276**	.336**	.515**	.353**	.315**	.305**	.434**	1	.655**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	190	190	190	190	190	190	190	190	190
MINAT BELI	Pearson Correlation	.670**	.685**	.800**	.748**	.668**	.688**	.687**	.655**	1
ULANG (Y)	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	190	190	190	190	190	190	190	190	190

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



## Hasil Uji Reliabilitas

### 1. Variabel Citra Merek

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.861	.866	6

### 2. Variabel Suasana Toko

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.925	.927	14

### 3. Variabel Kualitas Pelayanan

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.922	.922	10

#### 4. Variabel Minat Beli Ulang

##### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.852	8

#### Hasil Uji Asumsi Klasik

##### 1. Uji Normalitas

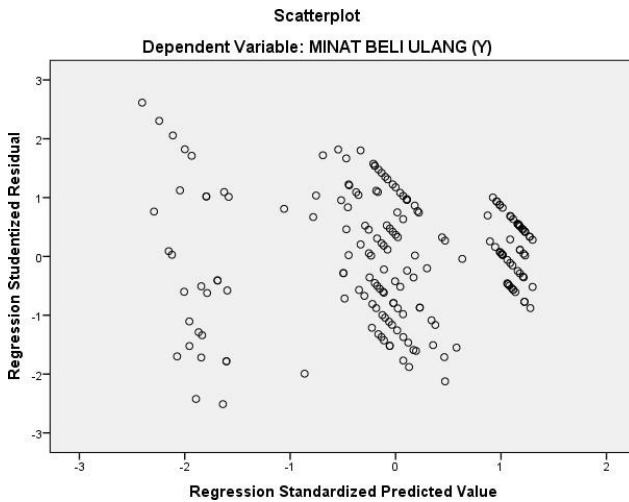
##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		190
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	2.49655897
	Absolute	.058
Most Extreme Differences	Positive	.033
	Negative	-.058
Kolmogorov-Smirnov Z		.800
Asymp. Sig. (2-tailed)		.544

a. Test distribution is Normal.

b. Calculated from data.

## 2. Uji Heterokedastisitas



## 3. Uji Multikolineritas

Model	Collinearity Statistics	
	Tolerance	VIF
Constant		
Citra Merek (X1)	0.220	4.552
Suasana Toko (X2)	0.271	3.695
Kualitas Pelayanan (X3)	0.273	3.669

## 4. Uji Autokorelasi

Durbin-Watson
1.788

## 5. Analisis Regresi Linier Berganda

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	3.069	1.231	
Citra Merek (X1)	.579	.089	.470
Suasana Toko (X2)	.102	.039	.170
Kualitas Pelayanan (X3)	.236	.052	.298

## 6. Koefisien Korelasi

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.887 <sup>a</sup>	.786	.783	2.517	.786	227.674	3	186	.000	1.788

a. Predictors: (Constant), KUALITAS PELAYANAN (X3), SUASANA TOKO (X2), CITRA MEREK (X1)

b. Dependent Variable: MINAT BELI ULANG (Y)

7. Uji t

Model	t	Sig.	Kesimpulan
Citra Merek (X1)	6.489	.000	Berpengaruh
Suasana Toko (X2)	2.602	.010	Berpengaruh
Kualitas Pelayanan (X3)	4.588	.000	Berpengaruh

8. Uji F

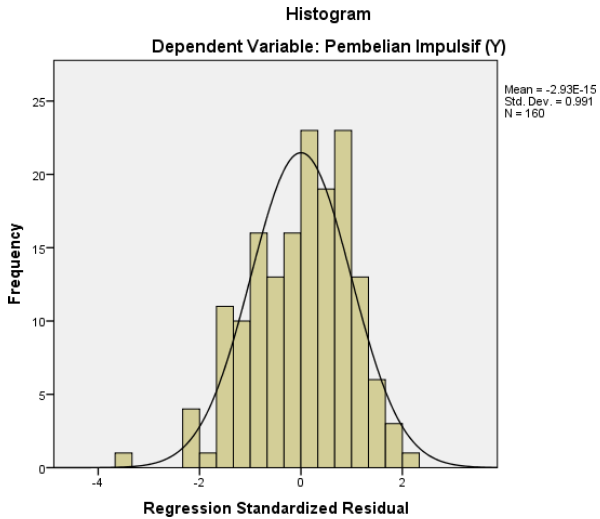
**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4325.815	3	1441.938	227.674	.000 <sup>b</sup>
	Residual	1178.000	186	6.333		
	Total	5503.816	189			

a. Dependent Variable: MINAT BELI ULANG (Y)

b. Predictors: (Constant), KUALITAS PELAYANAN (X3), SUASANA TOKO (X2), CITRA MEREK (X1)

## 9. Histogram Dan PLOT



Normal P-P Plot of Regression Standardized Residual

