

## DAFTAR PUSTAKA

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Zeithaml,A.,Valarie,A.,Mary Joe Bitner. 2000. Service  
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# Lampiran 1

## Surat Izin Penelitian Dari Kampus



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI

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

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

Nomor : 19368 /01/FE/XII/2019  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data


Kepada Yth:  
Bapak/Ibu Pimpinan  
Penyelenggara Pameran Wedding Royal Plaza Surabaya  
Jl. Ahmad Yani No 16 - 18, Ketintang, Kec. Gayungan, Jawa Timur  
di -  
Surabaya

Sesuai kurikulum Fakultas Ekonomi 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 : Agus Budiman  
NIM : 151500112  
Prodi : Manajemen  
Judul Skripsi : Pengaruh Marketing Mix Terhadap keputusan Calon Pengantin Menggunakan Jasa Wedding Organizer Pada Pameran Wedding Royal Plaza Surabaya

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

Surabaya, 23 Desember 2019  
D e k a n,

  
**Dra. Siti Istikhoroh, M.Si**  
NIP. 19671019.199203.2001

## Lampiran 2

### Surat Balasan Dari Perusahaan

#### E – ENTERPRISE

JL. Pulo Wonokromo Wetan Gang VI No.21, Jagir, Kecamatan Wonokromo,  
Kota Surabaya, Jawa Timur 60244

Hal : Balasan

Kepada Yth :

Ibu Dekan

Dra Siti Istikhoroh, M.Si

Di Tempat

Dengan hormat,

Menerangkan bahwa

Nama : Agus Budiman

NIM : 151500112

Jurusan : Manajemen

Universitas : Univerisat PGRI Adi Buana Surabaya

Telah kami setuju untuk mengadakan penelitian di pameran wedding Royal Plaza Surabaya dengan permasalahan dan judul

“Pengaruh Marketing Mix Terhadap Keputusan Calon Pengantin Menggunakan Jasa Wedding Organizer Pada Pameran Wedding Royal Plaza Surabaya”

Demikian surat ini kami sampaikan, dan atas kerjasamanya kami mengucapkan terima kasih

Surabaya 26 Desember 2019

Hormat Kami










Wahyu Sundoro S.E

### Lampiran 3

#### Berita Acara Bimbingan Skripsi

##### BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Agus Budiman  
2. NIM : 151500112  
3. Program Studi : Manajemen  
4. Tanggal Mengajukan Skripsi : 21 Febuari 2019  
5. Judul Skripsi : Pengaruh *Marketing Mix* Terhadap Keputusan Calon Pengantin Menggunakan Jasa *Wedding Organizer* Pada Pameran *Wedding Royal* Plaza Surabaya  
6. Dosen Pembimbing : Fachrudy Asj'ari, DR, MM, SPsi  
7. Konsultasi :

NO	Tanggal	Paraf Pembimbing	Uraian/ Kegiatan
1.	21 - 02 - 2019		Judul Acc
2.	04 - 03 - 2019		Bab I Revisi
3.	06 - 04 - 2019		Bab 1 Revisi
4.	07 - 05 - 2019		Bab 1 Acc
5.	01 - 08 - 2019		Bab II Revisi
6.	19 - 08 - 2019		Bab II Acc
7.	02 - 10 - 2019		Bab III Revisi

8.	21 - 10 - 2019	/ /	Bab III Revisi
9.	04 - 11 - 2019	/ /	Bab III Acc
10.	30 - 12 - 2019	/ /	Seminar Proposal
11.	04 - 03 - 2020	/ /	Bab IV Revisi
12.	14 - 06 - 2020	/ /	Bab IV Acc
13.	14 - 06 - 2020	/ /	Bab V Acc

Bimbingan selesai pada tanggal : 14 Juni 2020

Surabaya, 20 Juli  
Dosen Pembimbing,



Fachrudiy Asjar, DR, MM, SPsi  
NIP/NPP : 1202612/DY

# Lampiran 4

## Daftar Hadir Seminar Proposal



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI

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

#### BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Senin 30 Desember 2019 bertempat di Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap \*) Tahun Akademik 20\_\_/20\_\_

Nama Mahasiswa	:	Agus Budiman
NIM	:	151500112
Program Studi	:	Manajemen
Judul Proposal	:	PENGARUH <i>MARKETING MIX</i> TERHADAP KEPUTUSAN CALON PENGANTIN MENGGUNAKAN JASA <i>WEDDING ORGANIZER</i> PADA PAMERAN <i>WEDDING ROYAL PLAZA SURABAYA</i>

Dihadiri oleh :

No	NIM	Nama Mahasiswa	Tanda Tangan
1	161500171	Dagasa <i>Samanis</i> Rifan	<i>[Signature]</i>
2	161500125	Dika Nur R.	<i>[Signature]</i>
3	161500039	Aprilia Dwi Sandra	<i>[Signature]</i>
4	161500197	Nindia Dwi Apriani	<i>[Signature]</i>
5	161500116	Berliana Dwi Sandra	<i>[Signature]</i>
6	161500244	Febby Ayu Cristina	<i>[Signature]</i>
7	161500170	Fitriani Purni A	<i>[Signature]</i>
8	161500069	Anggi	<i>[Signature]</i>
9	161500016	Yustinus Meza	<i>[Signature]</i>
10	161500055	Fan Awalijah	<i>[Signature]</i>
11	161500183	Dian Wansu A.	<i>[Signature]</i>
12	161500213	Siska Aruni Handayani	<i>[Signature]</i>
13	151500159	Ahmad Firdaus Alpi Dal.	<i>[Signature]</i>
14	161500046	Ressy Dwi R.	<i>[Signature]</i>
15	161500002	Ian Firgiawan P	<i>[Signature]</i>

Surabaya,.....

Penguji : ..... ( )





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42	4	4	4	4	5	5	5	4	35
43	5	5	5	5	5	5	5	5	40
44	5	5	5	5	5	5	4	5	39
45	5	5	5	5	4	4	5	5	38
46	5	5	5	4	5	5	5	5	39
47	5	5	5	5	5	5	5	5	40
48	5	5	3	5	4	5	5	5	37
49	5	5	5	5	5	4	5	5	39
50	5	5	5	5	5	5	5	4	39
51	5	5	3	5	5	4	5	5	37
52	5	5	3	5	5	5	5	5	38



82	5	3	5	5	5	5	5	5	38
83	4	4	4	3	5	5	5	4	34
84	5	5	5	5	4	5	5	4	38
85	5	5	4	5	5	5	5	5	39
86	5	5	5	5	4	5	5	5	39
87	5	5	5	5	5	5	5	5	40
88	5	5	5	5	5	5	5	4	39
89	5	5	5	5	5	5	4	5	39
90	5	5	5	5	5	5	5	5	40
91	5	3	5	5	5	5	5	5	38
92	5	5	5	5	3	5	5	5	38
93	3	3	4	4	3	3	4	3	27
94	5	4	4	5	5	5	5	5	38
95	5	5	5	3	5	5	5	5	38
96	4	4	4	3	5	4	4	4	32
97	3	4	3	3	3	3	4	4	27
98	4	4	4	4	3	5	5	5	34
99	5	5	5	5	4	4	4	4	36
100	5	5	5	5	5	5	4	5	39
101	4	3	4	4	5	5	3	3	31
102	4	5	5	5	5	5	5	3	37
103	4	3	3	3	4	4	4	4	29
104	3	3	4	4	4	4	4	4	30
105	4	3	4	3	4	4	4	4	30
106	4	4	4	4	4	4	4	4	32
107	5	4	5	5	4	2	4	4	33
108	4	4	4	4	4	4	5	4	33
109	5	5	5	5	5	5	5	5	40
110	5	5	5	4	5	4	5	5	38

111	5	5	3	4	5	5	5	5	37
112	5	5	5	5	3	5	5	5	38
113	5	5	5	5	5	5	5	4	39
114	5	5	4	5	5	5	5	4	38
115	5	5	5	5	5	5	5	5	40
116	3	3	3	3	4	5	4	4	29
117	3	4	4	3	5	5	4	4	32
118	4	3	4	4	5	3	4	4	31
119	5	5	5	5	4	5	5	5	39
120	3	4	3	4	4	4	3	4	29
121	3	3	3	3	3	3	4	3	25
122	4	4	4	4	4	5	3	4	32
123	4	4	4	4	4	4	4	5	33
124	5	5	5	5	4	5	5	5	39
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129	5	5	5	5	5	5	4	5	39
130	4	4	4	4	4	4	3	4	31
131	5	5	5	5	5	2	5	5	37
132	5	5	5	5	5	5	4	4	38
133	5	5	5	5	5	5	3	4	37
134	3	3	3	3	4	4	4	2	26
135	4	4	4	4	4	4	4	3	31
136	4	4	4	4	4	4	3	4	31
137	4	4	2	4	2	4	4	2	26
138	3	4	5	5	3	4	2	4	30
139	5	4	4	4	3	4	4	3	31

140	4	4	4	4	4	4	2	4	30
141	4	4	4	4	5	3	1	4	29
142	4	4	4	4	4	2	4	4	30
143	4	4	4	4	4	4	2	4	30
144	5	4	4	5	4	5	2	4	33
145	4	5	5	4	5	5	4	5	37
146	3	3	4	4	4	3	4	3	28
147	4	4	4	4	4	4	4	4	32
148	4	4	4	5	4	5	4	4	34
149	4	4	4	4	4	4	4	4	32
150	5	5	5	5	4	5	5	3	37
151	5	5	5	5	5	2	3	5	35
152	4	4	4	4	4	4	4	4	32
153	3	3	3	4	4	4	3	3	27
154	3	3	3	3	3	3	3	3	24
155	4	4	4	4	5	4	3	4	32
156	4	4	4	4	3	4	3	3	29
157	3	4	4	3	4	4	4	3	29
158	4	4	4	4	5	2	4	3	30
159	5	5	5	5	4	3	2	4	33
160	5	5	5	5	5	3	2	5	35

NOMOR RESP.	NOMOR BUTIR ANGKET PROMOSI X3								SKOR TOTAL X3
	X3. 1	X3. 2	X3. 3	X3. 4	X3. 5	X3. 6	X3. 7	X3. 8	
1	5	4	4	5	5	5	5	5	38
2	4	5	5	4	5	5	4	5	37
3	4	4	4	5	4	5	4	5	35
4	5	5	5	5	4	5	4	4	37
5	2	4	3	5	3	5	5	4	31
6	3	4	5	5	5	4	4	4	34
7	3	3	5	5	5	5	3	4	33
8	4	4	5	4	5	4	4	5	35
9	5	5	4	4	4	5	5	5	37
10	2	4	5	5	3	2	3	4	28
11	5	3	5	5	3	5	5	5	36
12	2	4	5	5	4	4	4	5	33
13	4	4	5	4	5	5	5	5	37
14	5	5	4	4	4	4	4	4	34
15	5	4	4	5	4	4	5	4	35
16	5	5	5	4	5	5	5	5	39
17	3	5	5	5	3	5	5	4	35
18	5	4	5	5	4	5	4	5	37
19	5	5	5	5	4	5	5	5	39



20	4	5	4	4	5	4	3	4	33
21	5	4	4	5	5	5	4	5	37
22	2	3	5	4	5	4	5	4	32
23	4	5	5	5	4	5	5	4	37
24	3	5	3	3	5	3	5	5	32
25	5	5	5	3	5	4	5	4	36
26	5	4	5	5	4	5	4	5	37
27	5	5	5	5	4	5	5	5	39
28	4	3	4	3	4	4	3	4	29
29	4	4	4	5	5	5	5	5	37
30	4	4	5	5	4	5	3	4	34
31	4	4	5	5	5	5	5	5	38
32	3	3	4	5	2	3	4	2	26
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34	5	5	4	4	5	5	5	5	38
35	5	5	4	3	5	5	5	4	36
36	3	3	3	5	5	3	5	4	31
37	4	4	4	4	4	4	4	5	33
38	4	4	4	4	3	4	3	4	30
39	3	4	4	4	5	5	4	4	33
40	5	5	5	5	5	5	5	5	40
41	5	5	5	4	5	5	4	4	37
42	3	5	4	5	4	3	4	5	33
43	3	3	5	5	2	4	3	4	29
44	4	4	5	5	5	5	5	5	38
45	4	4	4	4	4	3	5	5	33
46	4	5	4	5	5	4	5	5	37
47	5	4	5	5	5	5	3	5	37
48	4	4	5	5	5	5	5	4	37

49	5	5	4	4	5	5	5	4	37
50	4	4	4	4	4	5	3	5	33
51	5	5	4	5	5	5	5	4	38
52	3	3	3	3	5	5	4	5	31
53	5	5	5	5	5	4	5	4	38
54	5	5	4	5	5	5	5	5	39
55	5	4	5	4	5	4	4	5	36
56	5	4	5	5	5	4	5	4	37
57	5	5	3	5	5	5	3	5	36
58	5	4	5	5	5	4	5	5	38
59	3	5	4	5	3	5	3	4	32
60	5	4	4	5	4	5	5	4	36
61	5	4	5	5	4	4	3	4	34
62	5	5	4	5	5	4	5	4	37
63	4	5	4	5	4	4	4	4	34
64	3	3	5	5	5	5	4	5	35
65	5	5	5	5	5	5	5	4	39
66	4	5	4	3	4	3	4	5	32
67	5	5	3	5	5	5	5	3	36
68	5	4	5	4	5	4	5	5	37
69	4	4	4	4	5	5	4	5	35
70	4	4	5	5	4	4	4	4	34
71	4	5	4	5	5	4	5	5	37
72	4	5	5	4	4	4	5	4	35
73	4	4	4	5	5	4	5	5	36
74	5	5	5	4	5	5	5	4	38
75	4	4	5	5	5	5	5	5	38
76	5	5	4	5	5	5	4	5	38
77	3	3	4	3	3	5	4	3	28

78	5	3	5	5	5	3	5	5	36
79	5	5	5	5	4	5	4	5	38
80	5	5	5	5	4	5	4	4	37
81	5	4	3	4	4	5	5	5	35
82	5	5	5	5	5	5	5	5	40
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84	5	5	5	5	5	2	3	5	35
85	5	5	2	3	5	4	4	3	31
86	5	4	3	3	4	5	3	4	31
87	4	5	2	3	5	4	3	2	28
88	5	5	4	5	5	4	5	5	38
89	3	3	5	5	5	5	5	5	36
90	5	3	4	5	5	3	5	4	34
91	5	5	3	5	4	4	4	4	34
92	5	5	5	5	4	4	4	2	34
93	4	4	4	4	4	4	4	4	32
94	4	4	3	4	5	4	5	4	33
95	5	4	4	2	4	5	5	5	34
96	4	4	4	4	4	4	4	5	33
97	5	4	4	5	5	4	5	5	37
98	4	4	4	4	4	5	5	5	35
99	5	4	4	3	5	4	3	5	33
100	5	4	5	5	3	3	2	2	29
101	4	5	4	4	5	4	5	4	35
102	5	5	5	5	5	4	4	4	37
103	5	5	3	5	4	5	3	4	34
104	2	4	5	5	4	4	4	5	33
105	4	4	5	5	5	4	5	5	37
106	5	5	4	4	4	4	4	5	35

107	5	5	3	5	5	5	4	4	36
108	4	5	3	4	4	3	5	4	32
109	5	4	5	5	4	5	4	5	37
110	5	4	5	5	4	5	5	5	38
111	5	5	5	5	5	5	5	5	40
112	5	4	5	5	4	5	3	4	35
113	5	4	5	5	4	5	4	4	36
114	2	3	5	4	4	4	5	4	31
115	5	5	5	5	4	5	5	5	39
116	5	5	4	4	5	4	4	5	36
117	3	4	5	3	5	4	3	5	32
118	4	4	5	5	4	5	5	5	37
119	5	5	3	3	5	5	5	5	36
120	5	4	5	4	5	4	5	4	36
121	4	4	5	4	5	4	5	5	36
122	3	4	5	5	5	5	3	5	35
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126	5	4	4	4	5	5	4	5	36
127	5	5	4	5	4	4	4	5	36
128	3	4	3	4	5	4	5	4	32
129	5	5	3	5	5	3	4	5	35
130	5	5	4	5	5	4	5	5	38
131	3	4	3	4	5	3	5	5	32
132	4	5	4	5	4	5	4	5	36
133	5	3	5	5	5	3	5	5	36
134	5	5	5	4	5	5	4	5	38
135	3	3	5	5	2	3	3	2	26



NOMOR RESP.	NOMOR BUTIR ANGKET LOKASI X4						SKOR TOTAL X4
	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	
1	4	5	5	5	5	4	28
2	5	3	5	5	4	5	27
3	4	4	4	4	5	4	25
4	5	4	5	5	5	5	29
5	4	5	5	5	4	4	27
6	4	4	5	5	5	4	27
7	4	5	5	5	5	4	28
8	5	4	5	5	5	5	29
9	3	5	3	3	5	3	22
10	3	5	5	5	5	5	28
11	5	5	5	5	4	5	29
12	5	5	4	4	4	5	27
13	4	4	4	4	4	4	24
14	5	5	5	5	5	5	30
15	5	5	5	5	5	5	30
16	5	5	5	5	5	5	30
17	5	5	5	5	5	5	30
18	5	5	5	3	5	5	28
19	5	5	3	3	5	5	26
20	3	4	4	4	5	3	23
21	4	5	3	5	5	4	26
22	3	4	5	5	5	3	25
23	5	5	5	5	5	5	30
24	3	4	5	5	5	3	25
25	2	5	5	5	5	2	24
26	5	5	5	5	5	5	30

27	3	5	2	2	5	3	20
28	5	5	5	5	5	5	30
29	5	5	5	5	5	5	30
30	5	5	3	3	5	5	26
31	5	5	2	2	5	5	24
32	5	5	5	5	5	5	30
33	2	4	5	5	5	2	23
34	5	5	5	5	5	5	30
35	5	5	5	5	5	5	30
36	5	5	4	4	5	5	28
37	4	5	4	4	5	4	26
38	4	4	4	4	4	4	24
39	5	5	5	5	5	5	30
40	5	4	5	5	5	4	28
41	4	3	5	5	5	4	26
42	5	4	5	5	5	5	29
43	5	5	5	5	5	5	30
44	4	5	5	5	5	4	28
45	5	5	4	4	4	5	27
46	5	5	5	5	5	5	30
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52	5	5	5	5	5	5	30
53	5	5	5	5	5	5	30
54	5	4	5	5	5	5	29
55	5	5	5	5	5	5	30

56	4	5	5	5	5	4	28
57	4	5	5	5	5	4	28
58	5	5	5	5	5	5	30
59	5	5	5	5	5	5	30
60	5	4	5	5	4	5	28
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65	4	4	5	3	5	4	25
66	5	3	4	4	4	5	25
67	3	4	4	4	5	3	23
68	5	5	5	5	5	5	30
69	4	3	4	4	4	4	23
70	5	5	5	5	5	5	30
71	5	5	4	4	4	5	27
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74	5	5	5	5	5	5	30
75	5	5	5	5	5	5	30
76	5	5	5	5	4	5	29
77	5	5	5	5	5	4	29
78	5	5	5	5	5	5	30
79	5	5	5	5	5	5	30
80	5	5	3	5	5	5	28
81	5	5	5	5	5	5	30
82	5	5	5	5	5	5	30
83	5	4	5	5	5	5	29
84	5	4	4	4	5	5	27



85	5	5	5	5	5	5	30
86	5	5	4	4	5	5	28
87	5	5	5	5	5	5	30
88	5	4	5	5	5	5	29
89	5	5	5	5	5	4	29
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91	5	5	5	5	5	5	30
92	5	5	3	3	5	5	26
93	4	5	3	5	5	5	27
94	5	5	5	5	5	5	30
95	5	5	5	5	5	5	30
96	4	4	5	5	4	4	26
97	4	4	3	3	3	4	21
98	5	5	3	3	5	5	26
99	4	4	4	4	4	4	24
100	4	5	5	5	5	4	28
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110	5	5	5	5	4	5	29
111	5	5	5	5	5	5	30
112	5	5	3	3	5	5	26
113	5	4	5	5	5	5	29

114	5	4	5	4	5	5	28
115	5	5	5	5	5	5	30
116	4	4	4	4	5	4	25
117	4	4	5	3	5	4	25
118	4	4	5	5	3	4	25
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125	4	4	4	3	4	4	23
126	4	4	4	4	4	4	24
127	3	5	5	5	2	3	23
128	4	4	4	4	4	4	24
129	4	3	5	5	3	4	24
130	3	4	4	4	4	3	22
131	5	5	5	5	2	5	27
132	4	4	5	5	5	4	27
133	3	3	5	3	5	3	22
134	4	2	4	4	4	4	22
135	4	3	4	4	4	4	23
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138	5	5	3	3	4	5	25
139	4	3	3	3	4	4	21
140	4	4	4	4	4	3	23
141	5	4	5	5	3	5	27
142	4	4	4	4	2	4	22

143	5	4	4	4	4	5	26
144	5	4	4	4	5	5	27
145	4	5	5	5	5	5	29
146	4	3	4	4	3	4	22
147	4	4	4	4	4	4	24
148	4	4	4	4	5	4	25
149	4	4	4	4	4	4	24
150	5	3	4	4	5	5	26
151	3	5	5	5	2	3	23
152	4	4	4	4	4	4	24
153	3	3	4	4	4	3	21
154	3	4	3	3	3	3	19
155	3	4	5	5	4	3	24
156	3	3	3	3	4	3	19
157	4	3	4	4	4	4	23
158	4	3	5	5	2	4	23
159	4	4	4	4	3	3	22
160	4	5	5	5	3	4	26



26	3	4	4	3	3	4	2	3	26
27	4	4	3	3	4	4	3	2	27
28	5	4	3	3	2	4	2	2	25
29	5	3	3	4	2	4	4	3	28
30	3	4	4	5	4	4	4	3	31
31	4	3	3	3	4	5	4	3	29
32	4	5	4	4	5	4	4	5	35
33	4	4	3	3	3	4	3	3	27
34	4	5	4	4	3	4	3	2	29
35	5	5	4	5	5	4	4	4	36
36	4	3	4	4	4	4	4	3	30
37	4	5	5	5	4	5	5	5	38
38	5	4	4	5	5	5	4	5	37
39	4	4	4	5	5	5	5	5	37
40	5	4	4	5	5	4	4	5	36
41	4	4	4	4	4	4	4	3	31
42	4	4	3	4	4	3	4	4	30
43	3	3	3	3	3	3	3	3	24
44	4	4	3	4	4	3	3	3	28
45	4	4	4	4	4	4	5	4	33
46	3	4	4	4	4	3	4	3	29
47	4	4	4	4	4	4	4	3	31
48	3	4	4	3	3	4	2	3	26
49	4	4	3	3	4	4	3	2	27
50	5	4	3	3	2	4	2	2	25
51	5	3	3	4	2	4	4	3	28
52	3	4	4	5	4	4	4	3	31
53	4	3	3	3	4	5	4	3	29
54	4	4	3	3	3	4	3	3	27

55	4	5	4	4	3	4	3	2	29
56	5	5	4	5	5	4	4	4	36
57	4	3	4	4	4	4	4	3	30
58	4	5	5	5	4	5	5	5	38
59	5	4	5	5	5	5	4	5	38
60	4	4	4	5	5	5	5	5	37
61	5	4	4	5	5	4	4	5	36
62	5	4	4	5	4	4	5	3	34
63	4	4	3	4	4	3	4	4	30
64	4	3	3	4	3	4	4	3	28
65	4	4	3	4	4	3	3	3	28
66	5	4	5	4	4	4	5	4	35
67	3	4	4	4	4	3	4	3	29
68	4	4	4	5	4	4	5	3	33
69	4	3	4	3	3	4	3	4	28
70	4	3	5	4	2	4	3	3	28
71	5	4	4	4	4	4	3	4	32
72	4	3	2	4	2	4	3	3	25
73	3	3	3	5	4	4	3	3	28
74	5	4	4	5	4	5	4	5	36
75	5	4	4	5	4	5	4	5	36
76	4	4	4	4	4	4	3	4	31
77	4	4	3	4	4	4	4	3	30
78	5	4	4	4	3	4	3	4	31
79	4	3	3	4	3	3	4	3	27
80	5	4	4	4	4	4	5	4	34
81	4	3	3	3	4	4	3	3	27
82	4	4	4	4	4	3	4	3	30
83	4	4	3	4	4	3	4	4	30



113	4	4	3	4	4	3	4	4	30
114	5	4	3	4	4	3	5	3	31
115	4	4	4	4	4	4	4	3	31
116	4	4	3	4	4	3	4	4	30
117	3	4	3	5	4	3	5	3	30
118	4	4	3	4	4	3	3	3	28
119	4	4	3	5	4	4	5	4	33
120	3	4	4	4	4	3	4	5	31
121	4	4	4	4	5	4	4	3	32
122	4	4	4	4	4	4	3	3	30
123	4	3	4	5	4	3	3	5	31
124	4	4	5	4	4	4	4	3	32
125	5	4	4	4	4	4	3	4	32
126	4	3	2	4	2	4	3	3	25
127	4	3	3	3	4	3	3	4	27
128	3	4	4	4	4	3	4	3	29
129	4	4	4	4	4	4	4	3	31
130	4	3	3	3	4	4	3	4	28
131	4	3	3	4	3	3	3	3	26
132	4	4	4	4	4	4	5	4	33
133	3	4	3	4	4	3	4	3	28
134	4	4	4	4	4	4	4	3	31
135	4	3	3	3	4	3	4	3	27
136	4	3	5	4	2	4	3	3	28
137	5	4	3	4	3	4	3	4	30
138	5	4	4	5	4	5	4	5	36
139	4	3	3	3	4	4	3	3	27
140	4	3	4	4	4	4	3	3	29
141	4	4	3	4	4	3	4	4	30





NOMOR RESP.	NOMOR BUTIR ANGKET BUKTI FISIK X6						SKOR TOTAL X6
	X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	
1	4	5	5	5	4	4	27
2	5	5	5	5	5	5	30
3	5	5	5	5	5	5	30
4	5	4	4	4	4	4	25
5	4	5	5	5	5	5	29
6	4	4	4	4	4	4	24
7	4	5	5	5	5	5	29
8	5	4	4	4	5	5	27
9	5	5	5	5	5	5	30
10	5	5	5	5	4	4	28
11	4	2	3	3	4	3	19
12	5	5	5	5	5	5	30
13	3	4	4	4	4	4	23
14	5	5	5	5	5	5	30
15	5	5	5	5	5	5	30
16	5	5	5	5	4	4	28
17	5	5	5	5	5	5	30
18	5	5	5	5	4	4	28
19	5	5	5	5	5	5	30
20	3	4	3	3	4	3	20
21	4	3	3	3	4	4	21
22	5	4	4	4	5	5	27
23	5	5	5	5	5	5	30
24	5	4	4	4	4	4	25
25	2	5	5	5	5	5	27
26	5	5	5	5	5	5	30

27	3	5	5	5	5	5	28
28	5	5	5	5	5	5	30
29	5	5	5	5	4	4	28
30	5	5	5	5	5	5	30
31	5	5	5	5	4	4	28
32	5	5	5	5	5	5	30
33	2	4	4	4	5	5	24
34	5	5	5	5	5	5	30
35	5	5	5	5	5	5	30
36	5	5	5	5	5	5	30
37	5	5	5	5	4	4	28
38	5	4	4	4	5	5	27
39	5	5	5	5	5	5	30
40	5	4	4	4	4	4	25
41	4	3	3	3	5	5	23
42	5	4	4	4	5	5	27
43	5	5	5	5	5	5	30
44	4	5	5	5	5	5	29
45	5	5	5	5	5	5	30
46	5	5	5	5	5	5	30
47	5	5	5	5	5	5	30
48	5	5	5	5	5	5	30
49	5	5	5	5	5	5	30
50	5	4	4	4	5	5	27
51	5	5	5	5	5	5	30
52	5	5	5	5	4	4	28
53	4	2	3	3	4	3	19
54	5	4	4	5	5	5	28
55	5	5	5	5	5	5	30

56	4	5	5	5	5	5	29
57	4	5	5	5	5	5	29
58	5	5	5	5	5	5	30
59	5	5	5	5	5	5	30
60	5	4	4	4	5	5	27
61	5	5	5	5	5	5	30
62	5	5	5	5	5	5	30
63	4	2	3	3	4	3	19
64	5	5	5	5	5	5	30
65	4	4	4	4	4	4	24
66	5	3	3	3	4	4	22
67	3	4	4	4	4	4	23
68	5	5	5	5	5	5	30
69	4	3	3	3	5	5	23
70	5	5	5	5	5	5	30
71	5	5	5	5	5	5	30
72	5	5	5	5	5	5	30
73	4	2	3	3	4	3	19
74	5	5	5	5	5	5	30
75	5	5	5	5	5	5	30
76	5	5	5	5	5	5	30
77	5	5	5	5	5	5	30
78	4	2	3	3	4	3	19
79	5	5	5	5	5	5	30
80	5	5	5	5	5	5	30
81	4	2	3	3	4	3	19
82	5	5	5	5	5	5	30
83	5	4	4	4	5	5	27
84	5	4	4	4	5	5	27

85	5	5	5	5	5	5	30
86	5	5	5	5	5	5	30
87	5	5	5	5	5	5	30
88	5	5	5	5	5	5	30
89	5	5	5	5	5	5	30
90	5	5	5	5	5	5	30
91	5	5	5	5	5	5	30
92	5	5	4	4	5	5	28
93	4	3	4	4	3	4	22
94	5	5	4	4	4	4	26
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96	4	5	3	5	4	3	24
97	4	4	3	3	4	3	21
98	5	5	5	4	4	5	28
99	4	4	4	4	5	5	26
100	4	5	5	5	5	5	29
101	3	3	4	4	5	3	22
102	5	3	5	4	5	4	26
103	4	4	3	3	3	4	21
104	4	4	4	3	5	5	25
105	4	4	3	4	3	4	22
106	4	4	4	4	4	4	24
107	4	4	3	4	2	4	21
108	5	4	4	5	4	4	26
109	4	4	3	3	4	3	21
110	5	5	5	5	2	5	27
111	5	5	4	4	4	4	26
112	4	2	3	3	4	3	19
113	2	4	5	5	4	4	24

114	4	4	3	4	4	4	23
115	4	4	4	4	4	4	24
116	4	4	3	4	4	3	22
117	4	4	4	3	4	4	23
118	4	4	5	3	4	5	25
119	5	5	4	5	4	5	28
120	3	4	3	4	4	3	21
121	4	5	3	3	4	3	22
122	3	4	4	4	4	4	23
123	4	5	4	4	4	4	25
124	5	5	4	4	4	4	26
125	4	4	4	2	5	4	23
126	4	5	5	4	4	4	26
127	3	5	5	5	5	5	28
128	4	4	5	4	4	4	25
129	4	5	5	5	4	5	28
130	3	4	4	4	4	4	23
131	5	4	5	5	4	5	28
132	4	4	4	4	4	4	24
133	3	4	4	4	4	3	22
134	4	2	3	3	4	3	19
135	4	4	4	4	4	4	24
136	3	4	4	2	2	3	18
137	4	2	4	2	4	4	20
138	2	4	4	3	5	4	22
139	4	3	4	4	4	4	23
140	2	4	4	4	4	4	22
141	1	4	4	4	4	4	21
142	4	4	4	4	4	4	24

143	2	4	4	4	5	4	23
144	2	4	5	5	5	5	26
145	4	5	4	5	5	5	28
146	4	3	3	3	3	4	20
147	4	4	4	4	5	4	25
148	3	4	3	3	4	3	20
149	4	4	4	4	4	4	24
150	5	5	5	5	5	5	30
151	3	5	5	5	5	5	28
152	4	4	4	4	4	4	24
153	3	3	3	3	3	3	18
154	3	4	3	3	4	4	21
155	3	4	4	5	4	5	25
156	3	3	4	3	4	4	21
157	4	3	4	3	4	4	22
158	4	3	3	5	5	4	24
159	2	4	4	4	4	5	23
160	2	5	5	5	5	5	27

NOMOR RESP.	NOMOR BUTIR ANGKET PROSES X7								SKOR TOTAL X7
	X7. 1	X7. 2	X7. 3	X7. 4	X7. 5	X7. 6	X7. 7	X7. 8	
1	4	5	4	4	4	4	4	4	33
2	4	5	5	4	5	4	4	5	36
3	5	5	4	5	4	5	5	4	37
4	5	4	4	5	5	4	4	4	35
5	4	4	5	5	4	4	4	5	35
6	4	4	5	4	4	4	4	5	34
7	5	5	5	4	5	4	4	5	37
8	4	5	5	4	4	5	4	5	36
9	4	5	5	5	5	5	4	5	38
10	4	4	4	4	5	4	4	4	33
11	4	5	5	5	5	5	5	5	39
12	4	4	4	3	4	4	4	4	31
13	5	5	5	5	5	3	4	5	37
14	4	4	4	4	4	4	4	4	32
15	4	4	5	4	4	4	4	5	34
16	3	4	4	4	4	5	4	4	32
17	5	5	4	4	4	4	4	4	34
18	4	4	4	4	4	4	4	4	32
19	4	4	4	4	3	4	3	4	30
20	4	4	5	4	4	5	5	4	35
21	4	5	4	4	5	5	4	4	35
22	5	5	4	4	5	5	4	4	36
23	5	5	5	5	5	5	5	5	40
24	4	4	4	4	4	4	4	4	32
25	4	5	5	5	4	5	5	5	38



26	4	4	5	4	5	4	3	4	33
27	4	4	5	4	4	4	4	5	34
28	4	5	5	4	4	5	5	5	37
29	5	4	4	5	5	4	4	4	35
30	4	5	5	4	5	5	4	5	37
31	4	4	5	5	5	4	4	5	36
32	4	4	5	5	5	4	4	5	36
33	5	5	5	5	5	3	3	5	36
34	5	4	5	5	4	4	4	5	36
35	4	4	4	5	4	4	4	4	33
36	4	4	4	5	5	4	4	4	34
37	4	4	4	4	4	4	4	4	32
38	5	4	5	4	4	4	4	4	34
39	4	5	3	5	4	5	3	3	32
40	4	4	5	5	5	4	4	5	36
41	4	4	4	5	4	4	4	4	33
42	5	5	4	5	5	5	4	4	37
43	4	4	4	5	4	4	4	4	33
44	4	4	4	5	4	4	4	4	33
45	3	5	3	5	5	5	5	3	34
46	4	5	5	5	5	4	5	5	38
47	4	4	5	3	5	4	4	5	34
48	4	4	5	4	4	5	4	5	35
49	4	4	4	4	4	4	4	4	32
50	4	5	4	5	4	4	4	4	34
51	4	5	4	4	5	4	4	4	34
52	4	4	4	4	4	4	4	4	32
53	4	4	4	4	4	4	4	4	32
54	3	4	4	4	4	4	4	4	31

55	5	4	5	5	5	3	4	5	36
56	4	5	5	4	4	4	4	5	35
57	4	5	4	3	4	4	4	4	32
58	4	5	4	4	5	4	4	4	34
59	3	5	4	4	4	4	4	4	32
60	4	5	5	5	5	4	4	5	37
61	4	5	5	4	4	4	4	5	35
62	5	4	4	4	4	4	4	4	33
63	4	4	5	5	5	4	4	5	36
64	4	4	4	4	4	3	4	4	31
65	4	4	4	4	4	4	3	4	31
66	5	5	4	3	5	5	4	4	35
67	5	4	5	4	4	4	4	5	35
68	5	4	5	4	4	4	3	5	34
69	4	4	5	5	5	4	3	5	35
70	5	5	5	5	5	5	4	5	39
71	5	4	4	4	5	4	4	4	34
72	4	4	3	4	3	4	4	3	29
73	3	4	4	3	4	4	4	4	30
74	4	4	4	4	4	4	4	4	32
75	4	4	4	4	5	4	4	4	33
76	4	4	4	4	4	4	4	4	32
77	3	4	4	4	3	4	4	4	30
78	4	4	4	5	4	4	4	4	33
79	4	4	4	4	4	4	4	4	32
80	4	4	4	4	5	4	4	4	33
81	4	4	4	4	4	4	4	4	32
82	5	5	4	4	5	5	4	4	36
83	4	4	3	4	4	4	4	4	31



113	4	4	3	4	4	4	4	4	31
114	4	4	4	5	4	4	4	4	33
115	5	5	4	5	5	4	4	4	36
116	4	4	4	5	4	4	4	4	33
117	4	4	4	5	4	4	4	4	33
118	5	5	3	5	5	3	3	5	34
119	4	4	5	4	4	4	4	5	34
120	4	4	4	5	4	4	4	4	33
121	5	5	4	4	5	5	3	4	35
122	5	5	5	5	5	5	5	5	40
123	4	4	4	4	4	4	4	4	32
124	4	5	5	5	4	3	5	5	36
125	4	4	4	4	5	4	4	4	33
126	4	4	4	4	4	4	4	5	33
127	4	4	4	3	4	4	4	4	31
128	4	4	5	5	5	4	4	5	36
129	4	4	4	4	4	4	4	4	32
130	4	4	5	4	4	4	4	5	34
131	4	5	5	5	5	4	4	5	37
132	4	4	5	4	4	4	4	5	34
133	5	4	4	4	4	4	4	4	33
134	4	4	5	5	5	4	4	5	36
135	4	3	4	5	3	4	4	4	31
136	5	5	4	5	5	5	4	4	37
137	4	4	4	5	4	4	3	4	32
138	4	4	4	5	4	4	4	4	33
139	5	4	5	5	4	4	4	5	36
140	5	4	5	4	4	4	4	5	35
141	5	4	5	4	4	4	3	5	34

142	4	4	5	4	3	4	4	5	33
143	5	5	5	5	5	5	4	5	39
144	5	4	4	4	5	4	4	4	34
145	3	5	3	5	3	5	5	3	32
146	4	5	3	5	5	4	4	5	35
147	4	4	5	3	5	4	4	5	34
148	4	3	5	4	4	4	4	5	33
149	5	5	4	4	5	5	4	4	36
150	5	5	5	5	5	5	5	5	40
151	4	4	5	4	4	5	4	4	34
152	4	4	4	5	4	4	4	4	33
153	4	4	4	4	4	4	4	4	32
154	4	4	4	5	5	5	4	4	35
155	4	5	5	5	5	5	5	5	39
156	4	4	4	3	4	4	4	4	31
157	5	5	5	5	5	3	4	5	37
158	4	4	5	3	5	4	4	5	34
159	4	4	4	4	4	4	4	4	32
160	5	5	5	5	4	5	5	5	39

NOMOR RESP.	NOMOR BUTIR ANGKET KEPUTUSAN PEMBELIAN Y						SKOR TOTAL Y1
	Y.1	Y.2	Y.3	Y.4	Y1.5	Y1.6	
1	4	4	5	5	5	5	28
2	5	5	5	5	5	5	30
3	5	5	5	5	5	5	30
4	4	5	5	5	5	5	29
5	5	5	5	5	5	5	30
6	4	5	5	5	5	5	29
7	5	5	4	4	5	5	28
8	5	5	5	5	5	4	29
9	5	5	5	5	5	5	30
10	4	5	5	5	5	5	29
11	5	5	5	5	5	5	30
12	4	4	4	4	4	4	24
13	4	5	5	5	5	5	29
14	5	5	5	5	5	5	30
15	5	4	4	4	5	5	27
16	4	5	5	5	5	5	29
17	5	5	5	5	3	5	28
18	4	5	5	5	5	5	29
19	5	4	3	4	5	5	26
20	4	3	3	4	5	5	24
21	3	3	4	4	4	4	22
22	5	5	5	5	5	5	30
23	5	5	5	5	5	5	30
24	4	5	5	5	5	5	29
25	5	5	5	5	5	5	30

26	5	5	5	5	5	5	30
27	5	5	5	5	5	5	30
28	5	5	5	5	5	5	30
29	4	5	4	4	5	5	27
30	5	5	4	4	5	3	26
31	4	5	5	3	5	5	27
32	5	5	5	5	5	2	27
33	5	5	3	3	4	3	23
34	5	4	4	4	5	5	27
35	5	4	4	5	5	5	28
36	5	4	3	4	5	4	25
37	4	4	4	4	5	5	26
38	5	5	3	3	4	4	24
39	5	5	4	4	5	5	28
40	4	5	5	5	5	5	29
41	5	5	5	5	5	5	30
42	5	5	2	4	4	3	23
43	5	5	5	5	5	3	28
44	5	5	5	5	5	3	28
45	5	5	2	4	4	4	24
46	5	5	4	4	5	5	28
47	5	5	5	5	5	5	30
48	5	5	5	5	5	5	30
49	5	5	5	5	5	3	28
50	5	5	5	5	5	5	30
51	5	5	5	5	5	5	30
52	4	5	5	5	5	4	28
53	4	5	5	5	5	3	27
54	5	5	5	5	5	5	30

55	5	4	4	4	5	5	27
56	5	5	5	5	5	5	30
57	5	5	4	4	4	4	26
58	5	4	4	4	5	5	27
59	5	5	4	5	5	5	29
60	5	5	5	5	4	4	28
61	5	5	4	4	5	3	26
62	5	4	5	5	5	5	29
63	5	4	2	3	4	4	22
64	5	5	5	5	5	5	30
65	4	5	4	4	4	5	26
66	4	3	3	3	4	3	20
67	4	2	2	2	4	2	16
68	5	5	5	5	5	5	30
69	5	4	4	4	4	4	25
70	5	5	5	4	5	5	29
71	5	5	3	3	4	4	24
72	5	5	5	5	5	4	29
73	5	5	4	4	5	5	28
74	5	5	5	5	5	5	30
75	5	5	5	5	5	5	30
76	5	5	5	3	5	5	28
77	5	5	5	5	5	5	30
78	5	5	4	5	5	5	29
79	5	5	5	5	5	5	30
80	5	5	3	3	5	5	26
81	5	5	5	5	5	2	27
82	5	5	5	5	5	5	30
83	5	5	5	5	5	5	30



84	5	5	5	4	5	5	29
85	5	5	5	5	5	5	30
86	5	5	4	4	5	5	28
87	5	5	5	5	5	5	30
88	5	5	5	5	5	5	30
89	5	5	5	5	5	5	30
90	5	5	4	4	4	5	27
91	5	5	5	5	5	5	30
92	5	4	4	5	5	5	28
93	3	3	4	4	3	3	20
94	4	4	4	5	5	5	27
95	5	5	5	5	5	5	30
96	4	3	4	4	4	4	23
97	3	4	4	4	4	4	23
98	5	5	5	5	5	5	30
99	5	4	4	4	4	4	25
100	5	5	3	3	4	4	24
101	4	4	5	5	5	4	27
102	4	5	3	4	5	4	25
103	4	4	5	5	4	4	26
104	4	4	3	4	3	3	21
105	4	3	4	3	4	4	22
106	4	4	3	4	3	4	22
107	2	5	5	5	5	5	27
108	4	5	4	4	4	4	25
109	2	3	4	4	4	4	21
110	5	5	5	5	5	5	30
111	5	4	4	4	4	5	26
112	4	4	4	4	4	4	24

113	4	4	5	5	5	5	28
114	4	3	4	3	4	4	22
115	4	3	3	3	4	4	21
116	4	3	5	5	5	5	27
117	2	4	2	5	4	5	22
118	4	4	5	5	5	5	28
119	5	5	5	5	5	5	30
120	3	3	4	4	4	4	22
121	4	3	3	4	3	3	20
122	4	3	4	4	4	4	23
123	4	4	5	4	4	3	24
124	4	4	4	4	5	5	26
125	4	4	4	4	4	4	24
126	4	4	4	4	4	4	24
127	5	4	5	5	5	5	29
128	4	4	4	4	4	4	24
129	4	4	5	5	5	5	28
130	4	4	5	4	4	4	25
131	5	5	5	5	5	5	30
132	4	5	4	4	5	5	27
133	3	3	4	5	5	5	25
134	4	3	3	3	4	4	21
135	4	3	3	4	4	4	22
136	3	3	4	4	4	4	22
137	4	2	4	4	2	4	20
138	3	3	2	3	4	2	17
139	5	5	5	4	4	4	27
140	4	4	4	4	4	4	24
141	4	4	5	5	5	5	28

142	3	4	4	4	4	4	23
143	4	4	4	4	4	4	24
144	4	5	4	4	5	4	26
145	4	3	3	5	5	5	25
146	3	3	3	3	4	3	19
147	4	5	5	5	5	5	29
148	5	5	5	4	5	5	29
149	3	4	4	4	4	4	23
150	5	5	5	5	5	5	30
151	5	5	5	5	4	4	28
152	4	4	4	4	4	4	24
153	4	4	3	3	4	4	22
154	4	4	3	3	4	4	22
155	4	4	4	4	4	4	24
156	4	4	4	4	4	4	24
157	4	3	4	4	4	4	23
158	3	4	5	5	5	5	27
159	3	3	4	5	5	5	25
160	4	4	4	5	5	5	27



	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.5	Pearson Correlation	.277 <sub>**</sub>	.385 <sub>*</sub>	.511 <sub>**</sub>	.444 <sub>**</sub>	1	.692 <sub>**</sub>	.639 <sub>**</sub>	.259 <sub>**</sub>	.341 <sub>**</sub>	.521 <sub>*</sub>	.321 <sub>*</sub>	.408 <sub>*</sub>	.381 <sub>*</sub>	.372 <sub>*</sub>	.422 <sub>**</sub>
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.750	.618	.427	.591	.551	.562	.755	.998	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.6	Pearson Correlation	.344 <sub>**</sub>	.660 <sub>*</sub>	.683 <sub>**</sub>	.620 <sub>**</sub>	.692 <sub>**</sub>	1	.309 <sub>**</sub>	.655 <sub>**</sub>	.605 <sub>**</sub>	.666 <sub>*</sub>	.408 <sub>*</sub>	.699 <sub>*</sub>	.329 <sub>*</sub>	.329 <sub>*</sub>	.566 <sub>**</sub>
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.822	.202	.970	.741	.729	.520	.376	.568	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.7	Pearson Correlation	.324 <sub>**</sub>	.355 <sub>*</sub>	.248 <sub>**</sub>	.246 <sub>**</sub>	.639 <sub>**</sub>	.309 <sub>**</sub>	1	.309 <sub>**</sub>	.248 <sub>**</sub>	.574 <sub>*</sub>	.499 <sub>*</sub>	.659 <sub>*</sub>	.259 <sub>*</sub>	.801 <sub>*</sub>	.408 <sub>**</sub>
	Sig. (2-tailed)	.204	.116	.629	.511	.750	.822		.000	.002	.016	.024	.029	.001	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.8	Pearson Correlation	.639 <sub>**</sub>	.780 <sub>*</sub>	.659 <sub>**</sub>	.259 <sub>**</sub>	.605 <sub>**</sub>	.655 <sub>**</sub>	.309 <sub>**</sub>	1	.639 <sub>**</sub>	.659 <sub>*</sub>	.605 <sub>*</sub>	.274 <sub>*</sub>	.329 <sub>*</sub>	.378 <sub>*</sub>	.650 <sub>**</sub>
	Sig. (2-tailed)	.113	.241	.083	.065	.618	.202	.000		.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.9	Pearson Correlation	.605 <sub>**</sub>	.408 <sub>*</sub>	.659 <sub>**</sub>	.352 <sub>**</sub>	.341 <sub>**</sub>	.605 <sub>**</sub>	.248 <sub>**</sub>	.639 <sub>**</sub>	1	.558 <sub>*</sub>	.639 <sub>*</sub>	.359 <sub>*</sub>	.232 <sub>*</sub>	.341 <sub>*</sub>	.539 <sub>**</sub>
	Sig. (2-tailed)	.055	.748	.873	.637	.427	.970	.002	.000		.000	.000	.018	.003	.000	.000

	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	
X1.10	Pearson Correlation	.274 <sub>**</sub>	.224 <sub>*</sub>	.270 <sub>**</sub>	.590 <sub>**</sub>	.521 <sub>**</sub>	.666 <sub>**</sub>	.574 <sub>**</sub>	.659 <sub>**</sub>	.558 <sub>**</sub>	1	.532 <sub>*</sub>	.236 <sub>*</sub>	.242 <sub>*</sub>	.236 <sub>*</sub>	.517 <sub>**</sub>
	Sig. (2-tailed)	.359	.559	.975	.364	.591	.741	.016	.000	.000		.000	.003	.002	.003	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.11	Pearson Correlation	.408 <sub>**</sub>	.228 <sub>*</sub>	.490 <sub>**</sub>	.430 <sub>**</sub>	.321 <sub>**</sub>	.408 <sub>**</sub>	.499 <sub>**</sub>	.605 <sub>**</sub>	.639 <sub>**</sub>	.532 <sub>*</sub>	1	.622 <sub>**</sub>	.290 <sub>*</sub>	.266 <sub>*</sub>	.534 <sub>**</sub>
	Sig. (2-tailed)	.058	.378	.830	.216	.551	.729	.024	.000	.000	.000		.057	.000	.001	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.12	Pearson Correlation	.209 <sub>**</sub>	.707 <sub>*</sub>	.605 <sub>**</sub>	.444 <sub>**</sub>	.408 <sub>**</sub>	.699 <sub>**</sub>	.659 <sub>*</sub>	.274 <sub>**</sub>	.259 <sub>*</sub>	.236 <sub>*</sub>	.622 <sub>**</sub>	1	.310 <sub>*</sub>	.209 <sub>*</sub>	.420 <sub>**</sub>
	Sig. (2-tailed)	.042	.111	.216	.223	.562	.520	.029	.000	.018	.003	.057		.000	.008	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.13	Pearson Correlation	.266 <sub>**</sub>	.329 <sub>*</sub>	.311 <sub>**</sub>	.317 <sub>**</sub>	.381 <sub>**</sub>	.329 <sub>**</sub>	.259 <sub>**</sub>	.329 <sub>**</sub>	.232 <sub>**</sub>	.242 <sub>*</sub>	.290 <sub>*</sub>	.310 <sub>*</sub>	1	.349 <sub>*</sub>	.435 <sub>**</sub>
	Sig. (2-tailed)	.001	.598	.344	.190	.755	.376	.001	.000	.003	.002	.000	.000		.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
X1.14	Pearson Correlation	.329 <sub>**</sub>	.449 <sub>*</sub>	.311 <sub>**</sub>	.399 <sub>**</sub>	.370 <sub>**</sub>	.329 <sub>**</sub>	.801 <sub>**</sub>	.378 <sub>**</sub>	.341 <sub>**</sub>	.236 <sub>*</sub>	.266 <sub>*</sub>	.209 <sub>*</sub>	.349 <sub>*</sub>	1	.537 <sub>**</sub>
	Sig. (2-tailed)	.380	.570	.744	.431	.998	.568	.000	.000	.000	.003	.001	.008	.000		.000

N	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
SKO	Pearson	.518 <sub>**</sub>	.557 <sub>*</sub>	.574 <sub>**</sub>	.575 <sub>**</sub>	.422 <sub>**</sub>	.566 <sub>**</sub>	.408 <sub>**</sub>	.650 <sub>**</sub>	.539 <sub>**</sub>	.517 <sub>*</sub>	.534 <sub>*</sub>	.420 <sub>*</sub>	.435 <sub>*</sub>	.537 <sub>*</sub>
R_X1	Correlation														
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N		160	160	160	160	160	160	160	160	160	160	160	160	160	160

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





X2.7	Pearson Correlation	.314**	.272**	.301**	.271**	.209	.364**	1	.377**	.585**
	Sig. (2-tailed)	.000	.001	.011	.001	.012	.000		.000	.000
	N	160	160	160	160	160	160	160	160	160
X2.8	Pearson Correlation	.547**	.523**	.478**	.475**	.370**	.316**	.377**	1	.751**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160	160	160
SKOR_X2	Pearson Correlation	.811**	.745**	.733**	.719**	.536**	.543**	.585**	.751**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160	160

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

c. Uji Validitas Promosi (X3)

**Correlations**

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	SKOR_X 3
X3.1	Pearson Correlation	1	.495**	.326**	.255**	.276**	.233**	.169**	.282**	.633**
	Sig. (2-tailed)		.000	.435	.194	.000	.003	.032	.050	.000
	N	160	160	160	160	160	160	160	160	160
X3.2	Pearson Correlation	.495**	1	.276**	.290**	.322**	.276**	.470**	.276**	.511**
	Sig. (2-tailed)	.000		.189	.208	.015	.019	.120	.200	.000
	N	160	160	160	160	160	160	160	160	160
X3.3	Pearson Correlation	.326**	.276**	1	.327**	.446**	.336**	.280**	.327**	.402**
	Sig. (2-tailed)	.435	.189		.000	.785	.075	.260	.063	.000
	N	160	160	160	160	160	160	160	160	160
X3.4	Pearson Correlation	.255**	.290**	.327**	1	.455**	.270**	.276**	.255**	.391**
	Sig. (2-tailed)	.194	.208	.000		.116	.205	.392	.481	.000
	N	160	160	160	160	160	160	160	160	160
X3.5	Pearson Correlation	.276**	.322**	.446**	.455**	1	.246**	.339**	.360**	.511**
	Sig. (2-tailed)	.000	.015	.785	.116		.135	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160
X3.6	Pearson Correlation	.233**	.276**	.336**	.270**	.246**	1	.243**	.249**	.527**
	Sig. (2-tailed)	.003	.019	.075	.205	.135		.070	.002	.000

	N	160	160	160	160	160	160	160	160	160
X3.7	Pearson Correlation	.276**	.470**	.280**	.276**	.339**	.243**	1	.315**	.548**
	Sig. (2-tailed)	.032	.120	.260	.392	.000	.070		.000	.000
	N	160	160	160	160	160	160	160	160	160
X3.8	Pearson Correlation	.282**	.276**	.327**	.255**	.360**	.249**	.315**	1	.573**
	Sig. (2-tailed)	.050	.200	.063	.481	.000	.002	.000		.000
	N	160	160	160	160	160	160	160	160	160
SKOR_X3	Pearson Correlation	.633**	.511**	.402**	.391**	.511**	.527**	.548**	.573**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160	160

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



SKOR_X4	Pearson Correlation	.759**	.633**	.641**	.668**	.564**	.762**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160

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



X5.6	Pearson Correlation	.357**	.325**	.399**	.341**	.282**	1	.208**	.307**	.560**
	Sig. (2-tailed)	.000	.028	.000	.000	.155		.008	.000	.000
	N	160	160	160	160	160	160	160	160	160
X5.7	Pearson Correlation	.344**	.341**	.332**	.396**	.460**	.208**	1	.378**	.623**
	Sig. (2-tailed)	.541	.000	.097	.000	.000	.008		.000	.000
	N	160	160	160	160	160	160	160	160	160
X5.8	Pearson Correlation	.400**	.332**	.242**	.440**	.486**	.307**	.378**	1	.737**
	Sig. (2-tailed)	.000	.000	.002	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160	160	160
SKOR_X5	Pearson Correlation	.415**	.658**	.567**	.693**	.686**	.560**	.623**	.737**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160	160

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

f. Uji Validitas Bukti Fisik (X6)

		Correlations						
		X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	SKOR_X6
X6.1	Pearson Correlation	1	.364**	.373**	.386**	.282**	.391**	.618**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160
X6.2	Pearson Correlation	.364**	1	.752**	.769**	.402**	.631**	.838**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160
X6.3	Pearson Correlation	.373**	.752**	1	.784**	.515**	.721**	.874**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160	160
X6.4	Pearson Correlation	.386**	.769**	.784**	1	.494**	.660**	.869**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	160	160	160	160	160	160	160
X6.5	Pearson Correlation	. n	.402**	.515**	.494**	1	.650**	.679**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160	160
X6.6	Pearson Correlation	.391**	.631**	.721**	.660**	.650**	1	.843**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160
SKOR_X6	Pearson Correlation	.618**	.838**	.874**	.869**	.679**	.843**	1



Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	160	160	160	160	160	160	160

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

g. Uji Validitas Proses (X7)

**Correlations**

		X7.1	X7.2	X7.3	X7.4	X7.5	X7.6	X7.7	X7.8	SKOR_X7
X7.1	Pearson Correlation	1	.258**	.222**	.242**	.406**	.391**	.242**	.297**	.543**
	Sig. (2-tailed)		.001	.005	.002	.000	.348	.653	.000	.000
	N	160	160	160	160	160	160	160	160	160
X7.2	Pearson Correlation	.258**	1	.402**	.248**	.410**	.407**	.313**	.201*	.629**
	Sig. (2-tailed)	.001		.172	.002	.000	.000	.000	.011	.000
	N	160	160	160	160	160	160	160	160	160
X7.3	Pearson Correlation	.222**	.402**	1	.242**	.247**	.255**	.200	.820**	.628**
	Sig. (2-tailed)	.005	.172		.091	.002	.787	.011	.000	.000
	N	160	160	160	160	160	160	160	160	160
X7.4	Pearson Correlation	.242**	.248**	.242**	1	.261**	.265**	.222**	.211**	.539**
	Sig. (2-tailed)	.002	.002	.091		.001	.275	.014	.007	.000
	N	160	160	160	160	160	160	160	160	160
X7.5	Pearson Correlation	.406**	.410**	.247**	.261**	1	.232**	.342**	.341**	.649**
	Sig. (2-tailed)	.000	.000	.002	.001		.026	.252	.000	.000
	N	160	160	160	160	160	160	160	160	160
X7.6	Pearson Correlation	.391**	.407**	.255**	.265**	.232**	1	.336**	.354**	.420**
	Sig. (2-tailed)	.348	.000	.787	.275	.026		.000	.399	.000

	N	160	160	160	160	160	160	160	160	160
X7.7	Pearson Correlation	.242**	.313**	.200**	.222**	.242**	.336**	1	.242**	.465**
	Sig. (2-tailed)	.653	.000	.011	.014	.252	.000		.035	.000
	N	160	160	160	160	160	160	160	160	160
X7.8	Pearson Correlation	.297**	.201**	.820**	.211**	.341**	.354**	.242**	1	.674**
	Sig. (2-tailed)	.000	.011	.000	.007	.000	.399	.035		.000
	N	160	160	160	160	160	160	160	160	160
SKOR_X7	Pearson Correlation	.543**	.629**	.628**	.539**	.649**	.420**	.465**	.674**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160	160

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



SKOR_Y	Pearson Correlation	.604**	.775**	.797**	.766**	.772**	.676**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160

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

## UJI RELIABILITAS

### a. Variabel Produk (X1)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.785	14

### b. Variabel Harga (X2)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.824	8

### c. Variabel Promosi (X3)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.801	8

### d. Variabel Lokasi (X4)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.756	14

### e. Variabel Orang (X5)

### Reliability Statistics

Cronbach's Alpha	N of Items
.770	8

f. Variabel Bukti Fisik (X6)

### Reliability Statistics

Cronbach's Alpha	N of Items
.872	6

g. Variabel Proses (X7)

### Reliability Statistics

Cronbach's Alpha	N of Items
.703	8

h. Variabel Keputusan Calon Pengantin (Y)

### Reliability Statistics

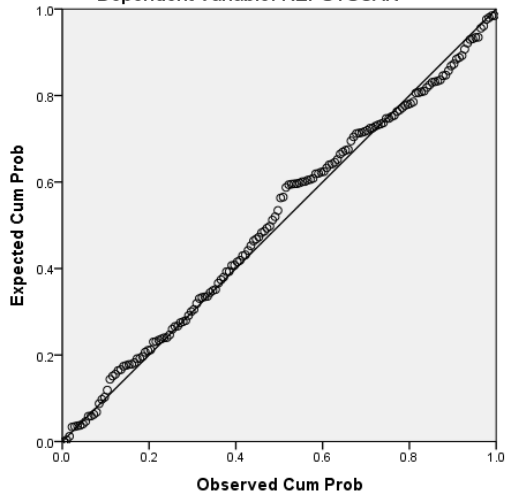
Cronbach's Alpha	N of Items
.823	6

## UJI ASUMSI KLASIK

a. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: KEPUTUSAN





**b. Uji Multikolinieritas**

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	6.927	4.686		1.478	.141		
PRODUK	-.098	.041	-.173	-2.377	.019	.655	1.527
HARGA	.276	.090	.353	3.053	.003	.258	3.871
PROMOSI	.127	.063	.121	2.013	.046	.959	1.043
LOKASI	.195	.103	.181	1.902	.059	.384	2.603
ORANG / SDM	-.138	.057	-.147	-2.412	.017	.935	1.069
BUKTI FISIK	.280	.069	.323	4.040	.000	.542	1.845
PROSES	.084	.076	.067	1.111	.268	.956	1.046

a. Dependent Variable: KEPUTUSAN

### c. Uji Autokorelasi

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.688 <sup>a</sup>	.474	.450	2.36661	2.039

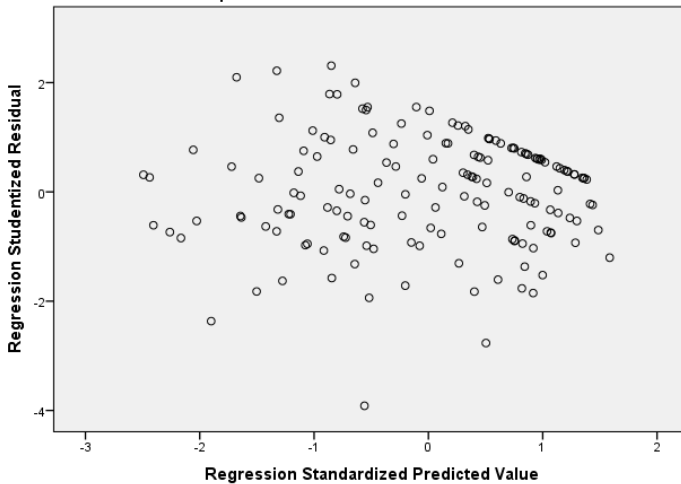
a. Predictors: (Constant), PROSES, BUKTI FISIK, ORANG / SDM, PROMOSI, PRODUK, LOKASI, HARGA

b. Dependent Variable: KEPUTUSAN

### d. Uji Heterokedastisitas

#### Scatterplot

Dependent Variable: KEPUTUSAN



## UJI REGRESI LINEER BERGANDA

Model	Coefficients <sup>a</sup>						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
1 (Constant)	6.927	4.686		1.478	.141			
PRODUK	-.098	.041	-.173	-2.377	.019	.655	1.527	
HARGA	.276	.090	.353	3.053	.003	.258	3.871	
PROMOSI	.127	.063	.121	2.013	.046	.959	1.043	
LOKASI	.195	.103	.181	1.902	.059	.384	2.603	
ORANG / SDM	-.138	.057	-.147	-2.412	.017	.935	1.069	
BUKTI FISIK	.280	.069	.323	4.040	.000	.542	1.845	
PROSES	.084	.076	.067	1.111	.268	.956	1.046	

a. Dependent Variable: KEPUTUSAN

## PENGUJIAN HIPOTESIS

### a. Uji T

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

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	6.927	4.686		1.478	.141
	PRODUK	-.098	.041	-.173	-2.377	.019
	HARGA	.276	.090	.353	3.053	.003
	PROMOSI	.127	.063	.121	2.013	.046
	LOKASI	.195	.103	.181	1.902	.059
	ORANG / SDM	-.138	.057	-.147	-2.412	.017
	BUKTI FISIK	.280	.069	.323	4.040	.000
	PROSES	.084	.076	.067	1.111	.268

a. Dependent Variable: KEPUTUSAN

**b. Uji F**

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	766.518	7	109.503	19.551	.000 <sup>b</sup>
	Residual	851.325	152	5.601		
	Total	1617.844	159			

a. Dependent Variable: KEPUTUSAN

b. Predictors: (Constant), PROSES, BUKTI FISIK, ORANG / SDM, PROMOSI, PRODUK, LOKASI, HARGA

## FREKUENSI JAWABAN RESPONDEN

### a. Frekuensi Variabel Produk (X1)

#### X1.1\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SANGAT TIDAK SETUJU	1	.6	.6	.6
TIDAK SETUJU	9	5.6	5.6	6.3
RAGU - RAGU	17	10.6	10.6	16.9
SETUJU	53	33.1	33.1	50.0
SANGAT SETUJU	80	50.0	50.0	100.0
Total	160	100.0	100.0	

#### X1.1\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	9	5.6	5.6	5.6
RAGU - RAGU	16	10.0	10.0	15.6
SETUJU	52	32.5	32.5	48.1
SANGAT SETUJU	83	51.9	51.9	100.0
Total	160	100.0	100.0	

#### X1.2\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	27	16.9	16.9	16.9
SETUJU	53	33.1	33.1	50.0
SANGAT SETUJU	80	50.0	50.0	100.0
Total	160	100.0	100.0	

### X1.2\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	2	1.3	1.3	1.3
RAGU - RAGU	26	16.3	16.3	17.5
SETUJU	50	31.3	31.3	48.8
SANGAT SETUJU	82	51.3	51.3	100.0
Total	160	100.0	100.0	

### X1.3\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	3	1.9	1.9	1.9
RAGU - RAGU	9	5.6	5.6	7.5
SETUJU	66	41.3	41.3	48.8
SANGAT SETUJU	82	51.3	51.3	100.0
Total	160	100.0	100.0	

### X1.3\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	19	11.9	11.9	11.9
SETUJU	52	32.5	32.5	44.4
SANGAT SETUJU	89	55.6	55.6	100.0
Total	160	100.0	100.0	

### X1.4\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SANGAT TIDAK SETUJU	1	.6	.6	.6
TIDAK SETUJU	7	4.4	4.4	5.0
RAGU - RAGU	13	8.1	8.1	13.1
SETUJU	58	36.3	36.3	49.4
SANGAT SETUJU	81	50.6	50.6	100.0
Total	160	100.0	100.0	

### X1.4\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	20	12.5	12.5	12.5
SETUJU	58	36.3	36.3	48.8
SANGAT SETUJU	82	51.3	51.3	100.0
Total	160	100.0	100.0	

### X1.5\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	1	.6	.6	.6
RAGU - RAGU	22	13.8	13.8	14.4
SETUJU	53	33.1	33.1	47.5
SANGAT SETUJU	84	52.5	52.5	100.0
Total	160	100.0	100.0	



### X1.5\_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	.6	.6	.6
	RAGU - RAGU	15	9.4	9.4	10.0
	SETUJU	63	39.4	39.4	49.4
	SANGAT SETUJU	81	50.6	50.6	100.0
	Total	160	100.0	100.0	

### X1.6\_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	.6	.6	.6
	RAGU - RAGU	19	11.9	11.9	12.5
	SETUJU	60	37.5	37.5	50.0
	SANGAT SETUJU	80	50.0	50.0	100.0
	Total	160	100.0	100.0	

### X1.6\_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	4	2.5	2.5	2.5
	RAGU - RAGU	15	9.4	9.4	11.9
	SETUJU	66	41.3	41.3	53.1
	SANGAT SETUJU	75	46.9	46.9	100.0
	Total	160	100.0	100.0	

### X1.7\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	12	7.5	7.5	7.5
RAGU - RAGU	17	10.6	10.6	18.1
SETUJU	53	33.1	33.1	51.3
SANGAT SETUJU	78	48.8	48.8	100.0
Total	160	100.0	100.0	

### X1.7\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SANGAT TIDAK SETUJU	1	.6	.6	.6
TIDAK SETUJU	7	4.4	4.4	5.0
RAGU - RAGU	22	13.8	13.8	18.8
SETUJU	60	37.5	37.5	56.3
SANGAT SETUJU	70	43.8	43.8	100.0
Total	160	100.0	100.0	

**b. Frekuensi Variabel Harga (X2)****X2.1\_1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU - RAGU	18	11.3	11.3	11.3
	SETUJU	39	24.4	24.4	35.6
	SANGAT SETUJU	103	64.4	64.4	100.0
	Total	160	100.0	100.0	

**X2.1\_2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU - RAGU	22	13.8	13.8	13.8
	SETUJU	47	29.4	29.4	43.1
	SANGAT SETUJU	91	56.9	56.9	100.0
	Total	160	100.0	100.0	

**X2.2\_1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	.6	.6	.6
	RAGU - RAGU	17	10.6	10.6	11.3
	SETUJU	47	29.4	29.4	40.6
	SANGAT SETUJU	95	59.4	59.4	100.0
	Total	160	100.0	100.0	

### X2.2\_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU - RAGU	23	14.4	14.4	14.4
	SETUJU	46	28.8	28.8	43.1
	SANGAT SETUJU	91	56.9	56.9	100.0
	Total	160	100.0	100.0	

### X2.3\_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	1.9	1.9	1.9
	RAGU - RAGU	17	10.6	10.6	12.5
	SETUJU	49	30.6	30.6	43.1
	SANGAT SETUJU	91	56.9	56.9	100.0
	Total	160	100.0	100.0	

### X2.3\_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	8	5.0	5.0	5.0
	RAGU - RAGU	9	5.6	5.6	10.6
	SETUJU	43	26.9	26.9	37.5
	SANGAT SETUJU	100	62.5	62.5	100.0
	Total	160	100.0	100.0	

### X2.4\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SANGAT TIDAK SETUJU	1	.6	.6	.6
TIDAK SETUJU	8	5.0	5.0	5.6
RAGU - RAGU	20	12.5	12.5	18.1
SETUJU	51	31.9	31.9	50.0
SANGAT SETUJU	80	50.0	50.0	100.0
Total	160	100.0	100.0	

### X2.4\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	2	1.3	1.3	1.3
RAGU - RAGU	19	11.9	11.9	13.1
SETUJU	55	34.4	34.4	47.5
SANGAT SETUJU	84	52.5	52.5	100.0
Total	160	100.0	100.0	

### c. Frekuensi Variabel Promosi (X3)

#### X3.1\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	6	3.8	3.8	3.8
RAGU - RAGU	22	13.8	13.8	17.5
SETUJU	43	26.9	26.9	44.4
SANGAT SETUJU	89	55.6	55.6	100.0
Total	160	100.0	100.0	

### X3.1\_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU - RAGU	21	13.1	13.1	13.1
	SETUJU	63	39.4	39.4	52.5
	SANGAT SETUJU	76	47.5	47.5	100.0
	Total	160	100.0	100.0	

### X3.2\_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	1.3	1.3	1.3
	RAGU - RAGU	19	11.9	11.9	13.1
	SETUJU	50	31.3	31.3	44.4
	SANGAT SETUJU	89	55.6	55.6	100.0
	Total	160	100.0	100.0	

### X3.2\_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	.6	.6	.6
	RAGU - RAGU	16	10.0	10.0	10.6
	SETUJU	43	26.9	26.9	37.5
	SANGAT SETUJU	100	62.5	62.5	100.0
	Total	160	100.0	100.0	

### X3.3\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	3	1.9	1.9	1.9
RAGU - RAGU	8	5.0	5.0	6.9
SETUJU	58	36.3	36.3	43.1
SANGAT SETUJU	91	56.9	56.9	100.0
Total	160	100.0	100.0	

### X3.3\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	2	1.3	1.3	1.3
RAGU - RAGU	16	10.0	10.0	11.3
SETUJU	52	32.5	32.5	43.8
SANGAT SETUJU	90	56.3	56.3	100.0
Total	160	100.0	100.0	

### X3.4\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	1	.6	.6	.6
RAGU - RAGU	23	14.4	14.4	15.0
SETUJU	48	30.0	30.0	45.0
SANGAT SETUJU	88	55.0	55.0	100.0
Total	160	100.0	100.0	

### X3.4\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	6	3.8	3.8	3.8
RAGU - RAGU	3	1.9	1.9	5.6
SETUJU	55	34.4	34.4	40.0
SANGAT SETUJU	96	60.0	60.0	100.0
Total	160	100.0	100.0	

#### d. Frekuensi Variabel Lokasi (X4)

### X4.1\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	2	1.3	1.3	1.3
RAGU - RAGU	17	10.6	10.6	11.9
SETUJU	52	32.5	32.5	44.4
SANGAT SETUJU	89	55.6	55.6	100.0
Total	160	100.0	100.0	

### X4.1\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	1	.6	.6	.6
RAGU - RAGU	16	10.0	10.0	10.6
SETUJU	54	33.8	33.8	44.4
SANGAT SETUJU	89	55.6	55.6	100.0
Total	160	100.0	100.0	



### X4.2\_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	1.3	1.3	1.3
	RAGU - RAGU	15	9.4	9.4	10.6
	SETUJU	48	30.0	30.0	40.6
	SANGAT SETUJU	95	59.4	59.4	100.0
	Total	160	100.0	100.0	

### X4.2\_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	1.3	1.3	1.3
	RAGU - RAGU	18	11.3	11.3	12.5
	SETUJU	46	28.8	28.8	41.3
	SANGAT SETUJU	94	58.8	58.8	100.0
	Total	160	100.0	100.0	

### X4.3\_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	5	3.1	3.1	3.1
	RAGU - RAGU	10	6.3	6.3	9.4
	SETUJU	41	25.6	25.6	35.0
	SANGAT SETUJU	104	65.0	65.0	100.0
	Total	160	100.0	100.0	

### X4.3\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	2	1.3	1.3	1.3
RAGU - RAGU	20	12.5	12.5	13.8
SETUJU	49	30.6	30.6	44.4
SANGAT SETUJU	89	55.6	55.6	100.0
Total	160	100.0	100.0	

### e. Frekuensi Variabel Orang (X5)

#### X5.1\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	25	15.6	15.6	15.6
SETUJU	102	63.8	63.8	79.4
SANGAT SETUJU	33	20.6	20.6	100.0
Total	160	100.0	100.0	

#### X5.1\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	51	31.9	31.9	31.9
SETUJU	94	58.8	58.8	90.6
SANGAT SETUJU	15	9.4	9.4	100.0
Total	160	100.0	100.0	

### X5.2\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	5	3.1	3.1	3.1
RAGU - RAGU	65	40.6	40.6	43.8
SETUJU	71	44.4	44.4	88.1
SANGAT SETUJU	19	11.9	11.9	100.0
Total	160	100.0	100.0	

### X5.2\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	28	17.5	17.5	17.5
SETUJU	94	58.8	58.8	76.3
SANGAT SETUJU	38	23.8	23.8	100.0
Total	160	100.0	100.0	

### X5.3\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	15	9.4	9.4	9.4
RAGU - RAGU	26	16.3	16.3	25.6
SETUJU	104	65.0	65.0	90.6
SANGAT SETUJU	15	9.4	9.4	100.0
Total	160	100.0	100.0	

### X5.3\_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU - RAGU	44	27.5	27.5	27.5
	SETUJU	99	61.9	61.9	89.4
	SANGAT SETUJU	17	10.6	10.6	100.0
	Total	160	100.0	100.0	

### X5.4\_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	7	4.4	4.4	4.4
	RAGU - RAGU	61	38.1	38.1	42.5
	SETUJU	69	43.1	43.1	85.6
	SANGAT SETUJU	23	14.4	14.4	100.0
	Total	160	100.0	100.0	

### X5.4\_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	6	3.8	3.8	3.8
	RAGU - RAGU	96	60.0	60.0	63.8
	SETUJU	37	23.1	23.1	86.9
	SANGAT SETUJU	21	13.1	13.1	100.0
	Total	160	100.0	100.0	

**f. Frekuensi Variabel Bukti Fisik (X6)**

**X6.1\_1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SANGAT TIDAK SETUJU	1	.6	.6	.6
TIDAK SETUJU	9	5.6	5.6	6.3
RAGU - RAGU	17	10.6	10.6	16.9
SETUJU	53	33.1	33.1	50.0
SANGAT SETUJU	80	50.0	50.0	100.0
Total	160	100.0	100.0	

**X6.1\_2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	9	5.6	5.6	5.6
RAGU - RAGU	13	8.1	8.1	13.8
SETUJU	56	35.0	35.0	48.8
SANGAT SETUJU	82	51.3	51.3	100.0
Total	160	100.0	100.0	

**X6.2\_1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	28	17.5	17.5	17.5
SETUJU	53	33.1	33.1	50.6
SANGAT SETUJU	79	49.4	49.4	100.0
Total	160	100.0	100.0	

### X6.2\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	3	1.9	1.9	1.9
RAGU - RAGU	27	16.9	16.9	18.8
SETUJU	49	30.6	30.6	49.4
SANGAT SETUJU	81	50.6	50.6	100.0
Total	160	100.0	100.0	

### X6.3\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	3	1.9	1.9	1.9
RAGU - RAGU	5	3.1	3.1	5.0
SETUJU	67	41.9	41.9	46.9
SANGAT SETUJU	85	53.1	53.1	100.0
Total	160	100.0	100.0	

### X6.3\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	20	12.5	12.5	12.5
SETUJU	54	33.8	33.8	46.3
SANGAT SETUJU	86	53.8	53.8	100.0
Total	160	100.0	100.0	

**g. Frekuensi Variabel Proses (X7)**

**X7.1\_1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	8	5.0	5.0	5.0
SETUJU	107	66.9	66.9	71.9
SANGAT SETUJU	45	28.1	28.1	100.0
Total	160	100.0	100.0	

**X7.1\_2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	5	3.1	3.1	3.1
SETUJU	100	62.5	62.5	65.6
SANGAT SETUJU	55	34.4	34.4	100.0
Total	160	100.0	100.0	

**X7.2\_1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	14	8.8	8.8	8.8
SETUJU	83	51.9	51.9	60.6
SANGAT SETUJU	63	39.4	39.4	100.0
Total	160	100.0	100.0	

### X7.2\_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU - RAGU	12	7.5	7.5	7.5
	SETUJU	78	48.8	48.8	56.3
	SANGAT SETUJU	70	43.8	43.8	100.0
	Total	160	100.0	100.0	

### X7.3\_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU - RAGU	7	4.4	4.4	4.4
	SETUJU	87	54.4	54.4	58.8
	SANGAT SETUJU	66	41.3	41.3	100.0
	Total	160	100.0	100.0	

### X7.3\_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU - RAGU	10	6.3	6.3	6.3
	SETUJU	111	69.4	69.4	75.6
	SANGAT SETUJU	39	24.4	24.4	100.0
	Total	160	100.0	100.0	



### X7.4\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	14	8.8	8.8	8.8
SETUJU	126	78.8	78.8	87.5
SANGAT SETUJU	20	12.5	12.5	100.0
Total	160	100.0	100.0	

### X7.4\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU - RAGU	7	4.4	4.4	4.4
SETUJU	90	56.3	56.3	60.6
SANGAT SETUJU	63	39.4	39.4	100.0
Total	160	100.0	100.0	

## h. Frekuensi Variabel Keputusan Pembelian (Y)

### Y.1\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	3	1.9	1.9	1.9
RAGU - RAGU	12	7.5	7.5	9.4
SETUJU	60	37.5	37.5	46.9
SANGAT SETUJU	85	53.1	53.1	100.0
Total	160	100.0	100.0	

### Y.1\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	2	1.3	1.3	1.3
RAGU - RAGU	22	13.8	13.8	15.0
SETUJU	46	28.8	28.8	43.8
SANGAT SETUJU	90	56.3	56.3	100.0
Total	160	100.0	100.0	

### Y.2\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	6	3.8	3.8	3.8
RAGU - RAGU	20	12.5	12.5	16.3
SETUJU	55	34.4	34.4	50.6
SANGAT SETUJU	79	49.4	49.4	100.0
Total	160	100.0	100.0	

### Y.2\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	1	.6	.6	.6
RAGU - RAGU	17	10.6	10.6	11.3
SETUJU	61	38.1	38.1	49.4
SANGAT SETUJU	81	50.6	50.6	100.0
Total	160	100.0	100.0	

### Y.3\_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	1	.6	.6	.6
RAGU - RAGU	5	3.1	3.1	3.8
SETUJU	52	32.5	32.5	36.3
SANGAT SETUJU	102	63.8	63.8	100.0
Total	160	100.0	100.0	

### Y.3\_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	4	2.5	2.5	2.5
RAGU - RAGU	14	8.8	8.8	11.3
SETUJU	50	31.3	31.3	42.5
SANGAT SETUJU	92	57.5	57.5	100.0
Total	160	100.0	100.0	