

LAMPIRAN
Lampiran 1 Kuesioner Penelitian
KUESIONER PENELITIAN

Assalamu'alaikum Warahmatullahi Wabarokatuh.

Shalom. Om Swastiastu. Namu Buddhaya. Salam Kebajikan.

Yth. Bapak/Ibu/Sdr/I Customer Kedai Choco Story

Perkenalkan saya Gede Ergha Palgoena (K.2019.1.34897) Mahasiswa Sekolah Tinggi Ilmu Ekonomi (STIE) Malangkucecwara. Saat ini saya sedang melakukan penelitian guna memenuhi tugas akhir yaitu skripsi, dengan judul "Pengaruh Kualitas Pelayanan, Harga, dan Promosi terhadap Keputusan Pembelian di Kedai Choco Story Kecamatan Purwoharjo".

Petunjuk Pengisian :

1. Sebelum menjawab pertanyaan-pertanyaan kuisisioner dimohon kepada responden terlebih dahulu mengisi identitas sesuai dengan formulir yang disediakan.
2. Kuisisioner ini menggunakan google forms yang sudah disediakan oleh peneliti.
3. Responden hanya memilih jawaban yang sudah disediakan.

Peneliti serta hanya digunakan untuk kepentingan akademis.

Atas kesediaan serta dukungan yang customer berikan peneliti ucapkan

Terima kasih.

Wassalamu'alaikum Warahmatullahi Wabarokatuh

Identitas
Responden

A. Identitas

Nama

Responden :

Jenis Kelamin : Laki – Laki Perempuan

Umur : 15 s/d 20 tahun 21 s/d 25

tahun

26 s/d 30 tahun 31 s/d 35 tahun

Pekerjaan : Pelajar/Mahasiswa Swasta

PNS Ibu Rumah

Tangga Lainnya...

Keterangan :

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Kurang Setuju

4 = Setuju

5 = Sangat Setuju

KUALITAS PELAYANAN (X1)

| No | Pertanyaan | STS | TS | KR | S | SS |
|----|---|-----|----|----|---|----|
| 1 | Kedai Choco Story mempunyai menu yang menjelaskan produknya dengan baik | | | | | |
| 2 | Pesanan produk di Kedai Choco Story, yang saya terima sesuai dengan yang saya pesan | | | | | |
| 3 | Kedai Choco Story memberikan pelayanan yang tanggap | | | | | |
| 4 | Kedai Choco Story mampu melayani produk yang saya butuhkan | | | | | |
| 5 | Produk Kedai Choco Story sesuai dengan yang di promosikan di Instagram | | | | | |

HARGA (X2)

| No | Pertanyaan | STS | TS | KR | S | SS |
|----|--|-----|----|----|---|----|
| 1 | Harga produk yang ditawarkan Kedai Choco Story sangat terjangkau | | | | | |
| 2 | Harga produk yang ditawarkan Kedai Choco Story sesuai dengan kualitas | | | | | |
| 3 | Harga produk yang ditawarkan Kedai Choco Story sesuai dengan manfaat yang saya rasakan | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| | | | | | | |
| 4 | Harga produk yang ditawarkan Kedai Choco Story dapat bersaing dengan produk lain | | | | | |

PROMOSI (X3)

| No | Pertanyaan | STS | TS | KR | S | SS |
|----|--|-----|----|----|---|----|
| 1 | Apakah penyampaian pesan di caption konten <i>instagram</i> jelas dan mudah dipahami | | | | | |
| 2 | Adanya sarana promosi penjualan dilakukan melalui media sosial seperti Instagan, TikTok, dan lain sebagainya. | | | | | |
| 3 | Promosi yang dilakukan Kedai Choco Story dilakukan pada waktu tertentu (pada saat jam makan atau jam istirahat). | | | | | |
| 4 | Promosi penjualan Kedai Choco Story diberikan secara berkala kepada pelanggan yang datang. | | | | | |

KEPUTUSAN PEMBELIAN (Y)

| No | Pertanyaan | STS | TS | KR | S | SS |
|----|---|-----|----|----|---|----|
| 1 | Saya membeli produk Kedai Choco Story sesuai dengan kebutuhan | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| 2 | Saya membeli produk Kedai Choco Story sesuai dengan manfaat yang saya dapatkan | | | | | |
| 3 | Produk yang ditawarkan Kedai Choco Story sesuai dengan selera saya | | | | | |
| 4 | Saya akan kembali lagi untuk membeli produk Kedai Choco Story | | | | | |

Lampiran 2 Tabel Tabulasi

| No | Kualitas Pelayanan | | | | |
|----|--------------------|------|------|------|------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 |
| 1 | 5 | 4 | 5 | 5 | 4 |
| 2 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 5 | 4 | 5 |
| 4 | 4 | 5 | 4 | 4 | 4 |
| 5 | 4 | 5 | 4 | 4 | 3 |
| 6 | 4 | 5 | 4 | 5 | 5 |
| 7 | 4 | 5 | 5 | 4 | 5 |
| 8 | 4 | 4 | 5 | 5 | 4 |
| 9 | 4 | 5 | 4 | 4 | 4 |
| 10 | 4 | 5 | 4 | 5 | 4 |
| 11 | 5 | 4 | 4 | 4 | 4 |
| 12 | 4 | 5 | 5 | 5 | 5 |
| 13 | 5 | 4 | 4 | 4 | 5 |
| 14 | 4 | 5 | 5 | 4 | 5 |
| 15 | 4 | 5 | 4 | 4 | 4 |
| 16 | 4 | 5 | 5 | 4 | 5 |
| 17 | 4 | 4 | 3 | 4 | 4 |

| | | | | | |
|----|---|---|---|---|---|
| 18 | 4 | 4 | 3 | 4 | 4 |
| 19 | 4 | 4 | 4 | 4 | 4 |
| 20 | 4 | 3 | 4 | 3 | 3 |
| 21 | 4 | 4 | 4 | 4 | 4 |
| 22 | 4 | 5 | 4 | 5 | 4 |
| 23 | 5 | 4 | 4 | 5 | 4 |
| 24 | 4 | 5 | 5 | 4 | 5 |
| 25 | 4 | 4 | 5 | 4 | 4 |
| 26 | 5 | 5 | 4 | 5 | 4 |
| 27 | 4 | 4 | 4 | 5 | 4 |
| 28 | 5 | 4 | 4 | 4 | 4 |
| 29 | 5 | 4 | 5 | 5 | 4 |
| 30 | 4 | 5 | 4 | 4 | 5 |
| 31 | 4 | 5 | 5 | 4 | 4 |
| 32 | 4 | 4 | 4 | 4 | 4 |
| 33 | 4 | 4 | 5 | 4 | 4 |
| 34 | 4 | 4 | 5 | 5 | 5 |
| 35 | 5 | 5 | 4 | 5 | 4 |
| 36 | 5 | 5 | 5 | 4 | 4 |
| 37 | 4 | 5 | 4 | 4 | 5 |
| 38 | 4 | 5 | 5 | 4 | 4 |
| 39 | 5 | 5 | 4 | 5 | 4 |
| 40 | 5 | 4 | 4 | 4 | 5 |
| 41 | 4 | 4 | 5 | 5 | 4 |
| 42 | 4 | 5 | 5 | 5 | 5 |
| 43 | 4 | 5 | 5 | 4 | 5 |
| 44 | 4 | 4 | 5 | 4 | 4 |
| 45 | 5 | 4 | 4 | 5 | 5 |
| 46 | 4 | 4 | 5 | 5 | 4 |
| 47 | 4 | 4 | 4 | 4 | 4 |
| 48 | 3 | 4 | 3 | 4 | 3 |
| 49 | 4 | 5 | 5 | 4 | 4 |

| | | | | | |
|----|---|---|---|---|---|
| 50 | 4 | 4 | 5 | 5 | 4 |
| 51 | 4 | 5 | 4 | 5 | 4 |
| 52 | 4 | 5 | 4 | 5 | 4 |
| 53 | 4 | 5 | 4 | 5 | 5 |
| 54 | 4 | 4 | 5 | 4 | 4 |
| 55 | 4 | 5 | 5 | 5 | 4 |
| 56 | 4 | 5 | 4 | 4 | 5 |
| 57 | 4 | 4 | 4 | 5 | 4 |
| 58 | 4 | 4 | 5 | 4 | 4 |
| 59 | 4 | 5 | 4 | 4 | 4 |
| 60 | 4 | 5 | 4 | 5 | 5 |
| 61 | 4 | 4 | 5 | 5 | 4 |
| 62 | 4 | 5 | 4 | 5 | 5 |
| 63 | 4 | 4 | 4 | 5 | 5 |
| 64 | 4 | 5 | 5 | 5 | 5 |
| 65 | 4 | 5 | 5 | 4 | 5 |
| 66 | 4 | 4 | 5 | 4 | 4 |
| 67 | 4 | 4 | 4 | 5 | 4 |
| 68 | 2 | 3 | 3 | 2 | 3 |
| 69 | 5 | 5 | 4 | 5 | 4 |
| 70 | 5 | 4 | 4 | 5 | 4 |
| 71 | 4 | 4 | 5 | 5 | 5 |
| 72 | 4 | 5 | 5 | 5 | 4 |
| 73 | 4 | 4 | 4 | 4 | 5 |
| 74 | 5 | 5 | 4 | 4 | 5 |
| 75 | 4 | 5 | 5 | 5 | 4 |
| 76 | 4 | 5 | 5 | 4 | 4 |
| 77 | 4 | 5 | 5 | 4 | 5 |
| 78 | 4 | 4 | 5 | 5 | 5 |
| 79 | 4 | 4 | 5 | 5 | 4 |
| 80 | 4 | 5 | 5 | 4 | 4 |
| 81 | 5 | 4 | 4 | 4 | 5 |

| | | | | | |
|----|---|---|---|---|---|
| 82 | 4 | 4 | 5 | 4 | 5 |
| 83 | 5 | 4 | 5 | 4 | 4 |
| 84 | 4 | 5 | 4 | 4 | 4 |
| 85 | 4 | 5 | 4 | 3 | 4 |
| 86 | 5 | 4 | 5 | 4 | 4 |
| 87 | 4 | 5 | 5 | 5 | 5 |
| 88 | 4 | 5 | 4 | 4 | 5 |
| 89 | 3 | 2 | 3 | 2 | 3 |
| 90 | 4 | 5 | 5 | 5 | 4 |
| 91 | 5 | 4 | 4 | 5 | 4 |
| 92 | 4 | 5 | 4 | 4 | 5 |
| 93 | 4 | 3 | 3 | 4 | 3 |
| 94 | 4 | 5 | 5 | 4 | 5 |
| 95 | 5 | 4 | 4 | 5 | 4 |
| 96 | 5 | 4 | 5 | 4 | 4 |

| No | Harga | | | |
|----|-------|------|------|------|
| | X2.1 | X2.2 | X2.3 | X2.4 |
| 1 | 5 | 5 | 5 | 5 |
| 2 | 4 | 4 | 5 | 4 |
| 3 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 5 |
| 6 | 5 | 5 | 4 | 5 |
| 7 | 4 | 4 | 4 | 4 |
| 8 | 4 | 4 | 4 | 4 |
| 9 | 4 | 5 | 5 | 4 |
| 10 | 5 | 4 | 4 | 5 |
| 11 | 4 | 5 | 4 | 4 |
| 12 | 4 | 4 | 4 | 4 |
| 13 | 4 | 4 | 5 | 4 |

| | | | | |
|----|---|---|---|---|
| 14 | 5 | 5 | 4 | 5 |
| 15 | 4 | 4 | 5 | 4 |
| 16 | 4 | 4 | 4 | 4 |
| 17 | 5 | 4 | 4 | 5 |
| 18 | 5 | 4 | 4 | 5 |
| 19 | 3 | 3 | 4 | 3 |
| 20 | 4 | 4 | 4 | 4 |
| 21 | 4 | 4 | 4 | 4 |
| 22 | 4 | 5 | 4 | 4 |
| 23 | 4 | 4 | 4 | 4 |
| 24 | 5 | 4 | 4 | 5 |
| 25 | 5 | 5 | 4 | 5 |
| 26 | 4 | 5 | 4 | 4 |
| 27 | 5 | 5 | 4 | 5 |
| 28 | 4 | 5 | 5 | 4 |
| 29 | 4 | 4 | 5 | 4 |
| 30 | 3 | 4 | 5 | 3 |
| 31 | 5 | 4 | 4 | 5 |
| 32 | 5 | 5 | 5 | 5 |
| 33 | 5 | 5 | 4 | 5 |
| 34 | 4 | 4 | 5 | 4 |
| 35 | 4 | 4 | 5 | 4 |
| 36 | 4 | 5 | 4 | 4 |
| 37 | 5 | 4 | 5 | 5 |
| 38 | 5 | 4 | 4 | 5 |
| 39 | 4 | 4 | 5 | 4 |
| 40 | 4 | 4 | 5 | 4 |
| 41 | 5 | 4 | 5 | 5 |
| 42 | 5 | 4 | 5 | 5 |
| 43 | 5 | 5 | 5 | 5 |
| 44 | 4 | 5 | 4 | 4 |
| 45 | 4 | 5 | 4 | 4 |

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|----|---|---|---|---|
| 46 | 4 | 5 | 4 | 4 |
| 47 | 4 | 5 | 5 | 4 |
| 48 | 4 | 4 | 4 | 4 |
| 49 | 4 | 5 | 5 | 4 |
| 50 | 4 | 5 | 4 | 4 |
| 51 | 4 | 5 | 5 | 4 |
| 52 | 5 | 5 | 4 | 5 |
| 53 | 5 | 4 | 5 | 5 |
| 54 | 5 | 4 | 5 | 5 |
| 55 | 5 | 5 | 4 | 5 |
| 56 | 4 | 4 | 4 | 4 |
| 57 | 4 | 4 | 4 | 4 |
| 58 | 5 | 5 | 5 | 5 |
| 59 | 5 | 5 | 5 | 5 |
| 60 | 4 | 5 | 4 | 4 |
| 61 | 5 | 5 | 5 | 5 |
| 62 | 4 | 4 | 5 | 4 |
| 63 | 5 | 4 | 5 | 5 |
| 64 | 4 | 3 | 4 | 4 |
| 65 | 4 | 4 | 5 | 4 |
| 66 | 4 | 4 | 5 | 4 |
| 67 | 4 | 4 | 4 | 4 |
| 68 | 3 | 2 | 2 | 3 |
| 69 | 4 | 4 | 4 | 4 |
| 70 | 4 | 5 | 5 | 4 |
| 71 | 4 | 4 | 4 | 4 |
| 72 | 5 | 5 | 4 | 5 |
| 73 | 4 | 4 | 5 | 4 |
| 74 | 5 | 4 | 5 | 5 |
| 75 | 5 | 4 | 4 | 5 |
| 76 | 5 | 5 | 4 | 5 |
| 77 | 5 | 4 | 4 | 5 |

| | | | | |
|----|---|---|---|---|
| 78 | 4 | 5 | 5 | 4 |
| 79 | 5 | 5 | 4 | 5 |
| 80 | 4 | 4 | 5 | 4 |
| 81 | 5 | 5 | 4 | 5 |
| 82 | 5 | 5 | 5 | 5 |
| 83 | 5 | 4 | 4 | 5 |
| 84 | 4 | 5 | 4 | 4 |
| 85 | 4 | 5 | 4 | 4 |
| 86 | 5 | 5 | 5 | 5 |
| 87 | 4 | 4 | 4 | 4 |
| 88 | 5 | 4 | 4 | 5 |
| 89 | 2 | 2 | 3 | 2 |
| 90 | 5 | 5 | 4 | 5 |
| 91 | 4 | 4 | 5 | 4 |
| 92 | 5 | 5 | 4 | 5 |
| 93 | 4 | 4 | 5 | 4 |
| 94 | 5 | 5 | 5 | 5 |
| 95 | 3 | 3 | 3 | 3 |
| 96 | 5 | 5 | 5 | 5 |

| No | Promosi | | | |
|----|---------|------|------|------|
| | X3.1 | X3.2 | X3.3 | X3.4 |
| 1 | 3 | 3 | 3 | 2 |
| 2 | 4 | 5 | 4 | 4 |
| 3 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 5 |
| 6 | 4 | 4 | 4 | 5 |
| 7 | 5 | 4 | 5 | 5 |
| 8 | 5 | 5 | 4 | 4 |
| 9 | 5 | 5 | 4 | 5 |

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|----|---|---|---|---|
| 10 | 5 | 4 | 4 | 4 |
| 11 | 5 | 3 | 4 | 5 |
| 12 | 3 | 4 | 3 | 3 |
| 13 | 5 | 4 | 5 | 5 |
| 14 | 4 | 4 | 5 | 4 |
| 15 | 5 | 5 | 4 | 4 |
| 16 | 4 | 4 | 5 | 4 |
| 17 | 5 | 3 | 4 | 4 |
| 18 | 5 | 4 | 4 | 5 |
| 19 | 3 | 4 | 3 | 4 |
| 20 | 3 | 4 | 3 | 3 |
| 21 | 4 | 4 | 5 | 4 |
| 22 | 4 | 4 | 5 | 5 |
| 23 | 4 | 4 | 4 | 4 |
| 24 | 4 | 4 | 5 | 5 |
| 25 | 4 | 5 | 3 | 5 |
| 26 | 5 | 5 | 4 | 4 |
| 27 | 5 | 4 | 5 | 4 |
| 28 | 5 | 4 | 5 | 5 |
| 29 | 4 | 4 | 5 | 5 |
| 30 | 4 | 4 | 5 | 5 |
| 31 | 5 | 5 | 5 | 4 |
| 32 | 4 | 5 | 5 | 3 |
| 33 | 4 | 4 | 5 | 5 |
| 34 | 4 | 5 | 4 | 5 |
| 35 | 5 | 5 | 5 | 4 |
| 36 | 5 | 4 | 4 | 5 |
| 37 | 4 | 4 | 5 | 5 |
| 38 | 4 | 4 | 5 | 4 |
| 39 | 4 | 4 | 5 | 5 |
| 40 | 4 | 5 | 4 | 5 |
| 41 | 5 | 5 | 4 | 5 |

| | | | | |
|----|---|---|---|---|
| 42 | 4 | 3 | 5 | 4 |
| 43 | 5 | 4 | 4 | 4 |
| 44 | 5 | 4 | 5 | 4 |
| 45 | 5 | 4 | 4 | 5 |
| 46 | 4 | 5 | 5 | 4 |
| 47 | 4 | 4 | 5 | 4 |
| 48 | 4 | 4 | 5 | 5 |
| 49 | 5 | 4 | 5 | 5 |
| 50 | 5 | 5 | 4 | 4 |
| 51 | 5 | 4 | 4 | 4 |
| 52 | 5 | 4 | 4 | 5 |
| 53 | 5 | 4 | 4 | 4 |
| 54 | 4 | 4 | 4 | 4 |
| 55 | 5 | 4 | 5 | 4 |
| 56 | 4 | 4 | 5 | 4 |
| 57 | 4 | 5 | 5 | 4 |
| 58 | 4 | 5 | 5 | 4 |
| 59 | 4 | 4 | 4 | 4 |
| 60 | 4 | 5 | 4 | 5 |
| 61 | 5 | 4 | 5 | 5 |
| 62 | 4 | 5 | 4 | 4 |
| 63 | 4 | 4 | 4 | 4 |
| 64 | 5 | 4 | 4 | 4 |
| 65 | 4 | 4 | 4 | 5 |
| 66 | 4 | 4 | 5 | 4 |
| 67 | 4 | 5 | 4 | 5 |
| 68 | 2 | 3 | 2 | 3 |
| 69 | 4 | 5 | 4 | 5 |
| 70 | 4 | 4 | 5 | 5 |
| 71 | 5 | 4 | 5 | 4 |
| 72 | 5 | 5 | 5 | 4 |
| 73 | 5 | 5 | 5 | 4 |

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|----|---|---|---|---|
| 74 | 4 | 5 | 4 | 5 |
| 75 | 5 | 5 | 4 | 5 |
| 76 | 5 | 5 | 5 | 4 |
| 77 | 4 | 4 | 5 | 5 |
| 78 | 4 | 4 | 5 | 4 |
| 79 | 5 | 4 | 4 | 5 |
| 80 | 4 | 4 | 5 | 4 |
| 81 | 4 | 4 | 3 | 4 |
| 82 | 4 | 5 | 4 | 4 |
| 83 | 4 | 4 | 4 | 4 |
| 84 | 5 | 4 | 5 | 5 |
| 85 | 5 | 5 | 4 | 5 |
| 86 | 5 | 4 | 4 | 4 |
| 87 | 5 | 4 | 4 | 5 |
| 88 | 5 | 4 | 5 | 4 |
| 89 | 2 | 2 | 2 | 3 |
| 90 | 4 | 4 | 4 | 4 |
| 91 | 5 | 4 | 4 | 5 |
| 92 | 5 | 5 | 4 | 4 |
| 93 | 5 | 5 | 4 | 5 |
| 94 | 4 | 5 | 5 | 4 |
| 95 | 4 | 5 | 5 | 4 |
| 96 | 5 | 4 | 4 | 4 |

| No | Keputusan Pembelian | | | |
|----|---------------------|------|------|------|
| | Y1.1 | Y1.2 | Y1.3 | Y1.4 |
| 1 | 4 | 3 | 4 | 4 |
| 2 | 5 | 4 | 4 | 5 |
| 3 | 5 | 5 | 4 | 4 |
| 4 | 5 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 |

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|----|---|---|---|---|
| 6 | 5 | 4 | 5 | 4 |
| 7 | 5 | 3 | 5 | 4 |
| 8 | 5 | 5 | 4 | 5 |
| 9 | 4 | 4 | 5 | 5 |
| 10 | 3 | 4 | 4 | 4 |
| 11 | 5 | 4 | 4 | 5 |
| 12 | 4 | 4 | 3 | 4 |
| 13 | 4 | 5 | 4 | 4 |
| 14 | 5 | 5 | 4 | 4 |
| 15 | 5 | 4 | 4 | 5 |
| 16 | 4 | 5 | 5 | 4 |
| 17 | 5 | 5 | 4 | 5 |
| 18 | 5 | 4 | 5 | 4 |
| 19 | 3 | 3 | 3 | 4 |
| 20 | 4 | 4 | 4 | 4 |
| 21 | 5 | 4 | 4 | 5 |
| 22 | 4 | 5 | 4 | 4 |
| 23 | 4 | 5 | 5 | 4 |
| 24 | 4 | 5 | 5 | 4 |
| 25 | 5 | 4 | 4 | 5 |
| 26 | 4 | 5 | 5 | 4 |
| 27 | 5 | 5 | 4 | 5 |
| 28 | 4 | 4 | 5 | 4 |
| 29 | 4 | 5 | 5 | 4 |
| 30 | 4 | 4 | 5 | 4 |
| 31 | 4 | 5 | 4 | 4 |
| 32 | 5 | 5 | 4 | 4 |
| 33 | 5 | 4 | 4 | 4 |
| 34 | 5 | 5 | 4 | 4 |
| 35 | 5 | 5 | 4 | 4 |
| 36 | 5 | 4 | 4 | 5 |
| 37 | 4 | 5 | 4 | 4 |

| | | | | |
|----|---|---|---|---|
| 38 | 4 | 4 | 5 | 4 |
| 39 | 4 | 4 | 4 | 5 |
| 40 | 5 | 4 | 4 | 5 |
| 41 | 5 | 4 | 4 | 4 |
| 42 | 5 | 4 | 5 | 4 |
| 43 | 5 | 4 | 5 | 5 |
| 44 | 5 | 5 | 4 | 4 |
| 45 | 5 | 5 | 4 | 4 |
| 46 | 5 | 5 | 5 | 4 |
| 47 | 4 | 4 | 5 | 5 |
| 48 | 4 | 4 | 4 | 5 |
| 49 | 4 | 5 | 4 | 4 |
| 50 | 5 | 4 | 4 | 5 |
| 51 | 5 | 4 | 4 | 5 |
| 52 | 5 | 4 | 4 | 5 |
| 53 | 5 | 4 | 5 | 4 |
| 54 | 4 | 5 | 4 | 5 |
| 55 | 4 | 5 | 4 | 4 |
| 56 | 5 | 5 | 4 | 4 |
| 57 | 4 | 4 | 4 | 5 |
| 58 | 5 | 4 | 4 | 5 |
| 59 | 5 | 4 | 5 | 5 |
| 60 | 5 | 5 | 5 | 4 |
| 61 | 5 | 4 | 5 | 4 |
| 62 | 4 | 5 | 5 | 4 |
| 63 | 5 | 4 | 5 | 4 |
| 64 | 4 | 4 | 5 | 5 |
| 65 | 4 | 4 | 5 | 4 |
| 66 | 4 | 5 | 4 | 5 |
| 67 | 4 | 5 | 4 | 5 |
| 68 | 2 | 2 | 2 | 2 |
| 69 | 5 | 4 | 4 | 5 |

| | | | | |
|----|---|---|---|---|
| 70 | 5 | 5 | 5 | 5 |
| 71 | 5 | 4 | 4 | 5 |
| 72 | 5 | 5 | 4 | 4 |
| 73 | 4 | 4 | 4 | 4 |
| 74 | 5 | 4 | 5 | 4 |
| 75 | 4 | 4 | 4 | 4 |
| 76 | 5 | 4 | 4 | 5 |
| 77 | 4 | 4 | 4 | 4 |
| 78 | 5 | 4 | 4 | 5 |
| 79 | 5 | 4 | 5 | 4 |
| 80 | 4 | 4 | 4 | 4 |
| 81 | 5 | 5 | 5 | 5 |
| 82 | 4 | 4 | 4 | 4 |
| 83 | 4 | 4 | 4 | 4 |
| 84 | 4 | 4 | 4 | 4 |
| 85 | 5 | 4 | 4 | 5 |
| 86 | 4 | 4 | 4 | 4 |
| 87 | 5 | 4 | 4 | 5 |
| 88 | 4 | 4 | 5 | 4 |
| 89 | 3 | 2 | 2 | 2 |
| 90 | 4 | 5 | 5 | 4 |
| 91 | 4 | 4 | 4 | 4 |
| 92 | 4 | 4 | 4 | 4 |
| 93 | 4 | 4 | 4 | 4 |
| 94 | 5 | 5 | 4 | 4 |
| 95 | 4 | 5 | 5 | 4 |
| 96 | 5 | 4 | 4 | 5 |

Lampiran 3 Hasil Output SPSS 17

Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Kualitas Pelayanan | Harga | Promosi | Keputusan Pembelian |
|----------------------------------|----------------|--------------------|-------|---------|---------------------|
| N | | 96 | 96 | 96 | 96 |
| Normal Parameters ^{a,b} | Mean | 21.65 | 17.50 | 17.31 | 17.34 |
| | Std. Deviation | 1.869 | 1.642 | 1.773 | 1.697 |
| Most Extreme Differences | Absolute | .252 | .235 | .274 | .275 |
| | Positive | .193 | .162 | .172 | .245 |
| | Negative | -.252 | -.235 | -.274 | -.275 |
| Kolmogorov-Smirnov Z | | .534 | .514 | .754 | .687 |
| Asymp. Sig. (2-tailed) | | .938 | .955 | .621 | .733 |

a. Test distribution is Normal.

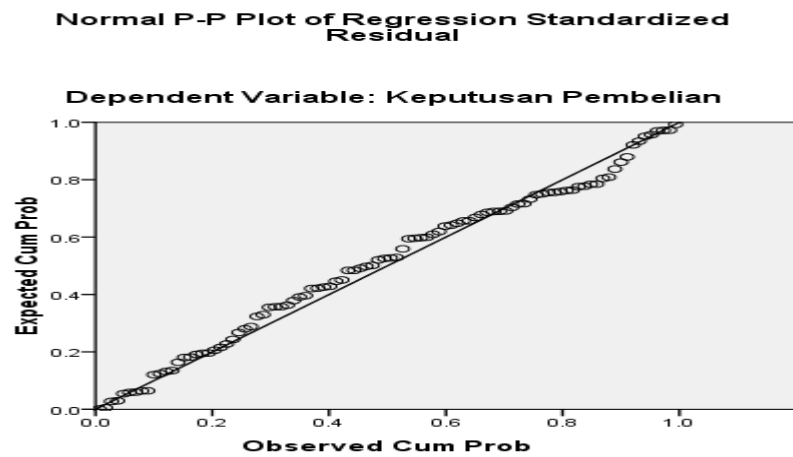
b. Calculated from data.

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 96 |
| Normal Parameters ^{a,b} | Mean | -.2750078 |
| | Std. Deviation | 14.16549251 |
| Most Extreme Differences | Absolute | .071 |
| | Positive | .071 |
| | Negative | -.065 |
| Kolmogorov-Smirnov Z | | .700 |
| Asymp. Sig. (2-tailed) | | .711 |

a. Test distribution is Normal.

b. Calculated from data.



Multikolinieritas

Coefficients^a

| Model | | Collinearity Statistics | |
|-------|--------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | Kualitas Pelayanan | .995 | 1.005 |
| | Harga | .955 | 1.047 |
| | Promosi | .956 | 1.046 |

a. Dependent Variable: Keputusan Pembelian

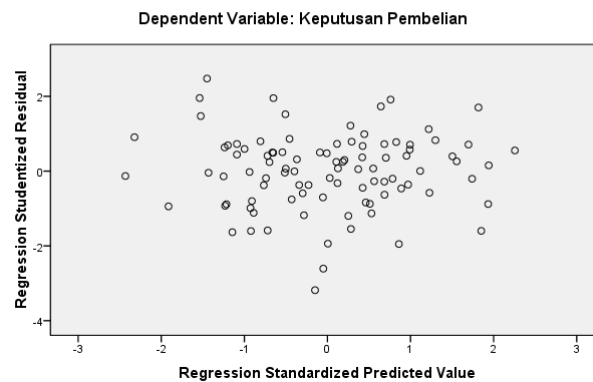
Heteroskedastisitas

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 15.374 | 12.484 | | 1.231 | .221 |
| | Kualitas Pelayanan | -.022 | .599 | -.005 | -.037 | .971 |
| | Harga | -.882 | .668 | -.161 | -1.320 | .190 |
| | Promosi | .659 | .608 | .130 | 1.085 | .281 |

a. Dependent Variable: absresid

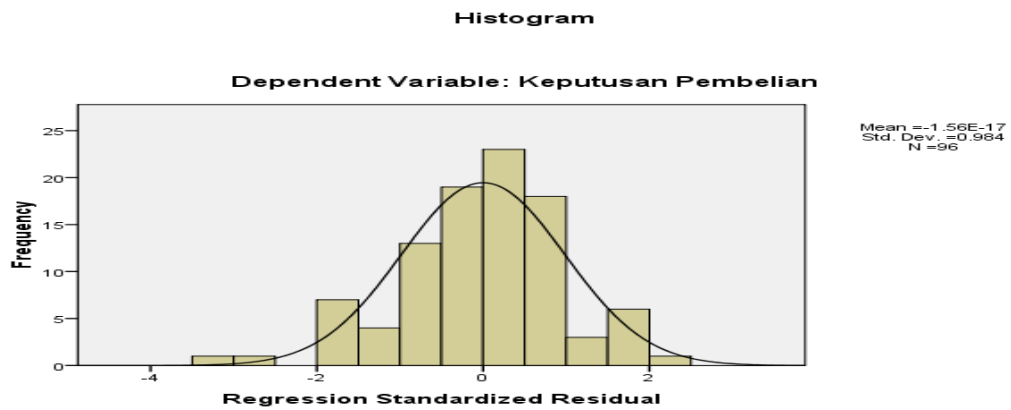
Scatterplot



Descriptives

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---------------------|----|---------|---------|-------|----------------|
| Kualitas Pelayanan | 96 | 13 | 24 | 21.65 | 1.869 |
| Harga | 96 | 10 | 20 | 17.50 | 1.642 |
| Promosi | 96 | 9 | 19 | 17.31 | 1.773 |
| Keputusan Pembelian | 96 | 8 | 20 | 17.34 | 1.697 |
| Valid N (listwise) | 96 | | | | |



Regression

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .729 ^a | .531 | .516 | 1.181 |

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

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .988 | 1.633 | | .605 | .547 |
| | Kualitas Pelayanan | .227 | .078 | .250 | 2.902 | .005 |
| | Harga | .314 | .087 | .304 | 3.598 | .001 |
| | Promosi | .343 | .080 | .358 | 4.310 | .000 |

a. Dependent Variable: Keputusan Pembelian

Hasil Validitas

Correlations

| | | x1.1 | x1.2 | x1.3 | x1.4 | x1.5 | tx1 |
|------|---------------------|--------|--------|--------|--------|--------|--------|
| x1.1 | Pearson Correlation | 1 | .088 | .113 | .364** | .154 | .504** |
| | Sig. (2-tailed) | | .396 | .273 | .000 | .135 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| x1.2 | Pearson Correlation | .088 | 1 | .266** | .303** | .424** | .670** |
| | Sig. (2-tailed) | .396 | | .009 | .003 | .000 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| x1.3 | Pearson Correlation | .113 | .266** | 1 | .262** | .311** | .626** |
| | Sig. (2-tailed) | .273 | .009 | | .010 | .002 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| x1.4 | Pearson Correlation | .364** | .303** | .262** | 1 | .244* | .695** |
| | Sig. (2-tailed) | .000 | .003 | .010 | | .016 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| x1.5 | Pearson Correlation | .154 | .424** | .311** | .244* | 1 | .671** |
| | Sig. (2-tailed) | .135 | .000 | .002 | .016 | | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |
| tx1 | Pearson Correlation | .504** | .670** | .626** | .695** | .671** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 96 | 96 | 96 | 96 | 96 | 96 |

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

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

Correlations

| | | x2.1 | x2.2 | x2.3 | x2.4 | tx2 |
|------|---------------------|--------|--------|--------|--------|--------|
| x2.1 | Pearson Correlation | 1 | .478** | .247* | .264** | .742** |
| | Sig. (2-tailed) | | .000 | .015 | .009 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| x2.2 | Pearson Correlation | .478** | 1 | .290** | .191 | .744** |
| | Sig. (2-tailed) | .000 | | .004 | .062 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| x2.3 | Pearson Correlation | .247* | .290** | 1 | .220* | .639** |
| | Sig. (2-tailed) | .015 | .004 | | .031 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| x2.4 | Pearson Correlation | .264** | .191 | .220* | 1 | .589** |
| | Sig. (2-tailed) | .009 | .062 | .031 | | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| tx2 | Pearson Correlation | .742** | .744** | .639** | .589** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 96 | 96 | 96 | 96 | 96 |

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

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

Correlations

| | | x3.1 | x3.2 | x3.3 | x3.4 | tx3 |
|------|---------------------|--------|--------|--------|--------|--------|
| x3.1 | Pearson Correlation | 1 | .285** | .386** | .400** | .766** |
| | Sig. (2-tailed) | | .005 | .000 | .000 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| x3.2 | Pearson Correlation | .285** | 1 | .187 | .178 | .583** |
| | Sig. (2-tailed) | .005 | | .069 | .083 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| x3.3 | Pearson Correlation | .386** | .187 | 1 | .281** | .700** |
| | Sig. (2-tailed) | .000 | .069 | | .006 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| x3.4 | Pearson Correlation | .400** | .178 | .281** | 1 | .676** |
| | Sig. (2-tailed) | .000 | .083 | .006 | | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| tx3 | Pearson Correlation | .766** | .583** | .700** | .676** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 96 | 96 | 96 | 96 | 96 |

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

Correlations

| | | y1 | y2 | y3 | y4 | ty |
|----|---------------------|--------|--------|--------|--------|--------|
| y1 | Pearson Correlation | 1 | .276** | .285** | .488** | .736** |
| | Sig. (2-tailed) | | .006 | .005 | .000 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| y2 | Pearson Correlation | .276** | 1 | .369** | .225* | .682** |
| | Sig. (2-tailed) | .006 | | .000 | .027 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| y3 | Pearson Correlation | .285** | .369** | 1 | .224* | .675** |
| | Sig. (2-tailed) | .005 | .000 | | .028 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| y4 | Pearson Correlation | .488** | .225* | .224* | 1 | .688** |
| | Sig. (2-tailed) | .000 | .027 | .028 | | .000 |
| | N | 96 | 96 | 96 | 96 | 96 |
| ty | Pearson Correlation | .736** | .682** | .675** | .688** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 96 | 96 | 96 | 96 | 96 |

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

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

Reliability

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .633 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|------|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| x1.1 | 17.47 | 2.799 | .263 | .632 |
| x1.2 | 17.21 | 2.335 | .419 | .562 |
| x1.3 | 17.25 | 2.442 | .361 | .592 |
| x1.4 | 17.29 | 2.251 | .445 | .548 |
| x1.5 | 17.36 | 2.381 | .441 | .552 |

Reliability**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .615 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|------|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| x2.1 | 13.14 | 1.571 | .479 | .478 |
| x2.2 | 13.14 | 1.529 | .461 | .491 |
| x2.3 | 13.11 | 1.808 | .344 | .581 |
| x2.4 | 13.11 | 1.934 | .299 | .608 |

Reliability

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .619 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| x3.1 | 12.95 | 1.776 | .519 | .453 |
| x3.2 | 13.05 | 2.260 | .287 | .623 |
| x3.3 | 12.97 | 1.904 | .396 | .552 |
| x3.4 | 12.97 | 2.031 | .399 | .548 |

Reliability

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .643 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| y1 | 12.89 | 1.724 | .484 | .531 |
| y2 | 13.05 | 1.818 | .390 | .599 |
| y3 | 13.07 | 1.858 | .396 | .594 |
| y4 | 13.02 | 1.852 | .425 | .574 |

Frekuensi Sebaran Skor

| Pertanyaan | SEBARAN SKOR | | | | | | | | | | TOTAL | | MEAN |
|------------|--------------|-------|----|-------|---|------|---|------|---|------|-------|-----|------|
| | 5 | | 4 | | 3 | | 2 | | 1 | | | | |
| | f | % | f | % | f | % | f | % | f | % | f | % | |
| x1.1 | 21 | 21,88 | 72 | 75,00 | 2 | 2,08 | 1 | 1,04 | 0 | 0,00 | 96 | 100 | 4,18 |
| x1.2 | 47 | 48,96 | 45 | 46,88 | 3 | 3,13 | 1 | 1,04 | 0 | 0,00 | 96 | 100 | 4,44 |
| x1.3 | 44 | 45,83 | 46 | 47,92 | 6 | 6,25 | 0 | 0,00 | 0 | 0,00 | 96 | 100 | 4,40 |
| x1.4 | 40 | 41,67 | 52 | 54,17 | 2 | 2,08 | 2 | 2,08 | 0 | 0,00 | 96 | 100 | 4,35 |
| x1.5 | 33 | 34,38 | 57 | 59,38 | 6 | 6,25 | 0 | 0,00 | 0 | 0,00 | 96 | 100 | 4,28 |
| x2.1 | 41 | 42,71 | 50 | 52,08 | 4 | 4,17 | 1 | 1,04 | 0 | 0,00 | 96 | 100 | 4,36 |
| x2.2 | 42 | 43,75 | 49 | 51,04 | 3 | 3,13 | 2 | 2,08 | 0 | 0,00 | 96 | 100 | 4,36 |
| x2.3 | 41 | 42,71 | 52 | 54,17 | 2 | 2,08 | 1 | 1,04 | 0 | 0,00 | 96 | 100 | 4,39 |
| x2.4 | 40 | 41,67 | 53 | 55,21 | 3 | 3,13 | 0 | 0,00 | 0 | 0,00 | 96 | 100 | 4,39 |
| x3.1 | 43 | 44,79 | 47 | 48,96 | 4 | 4,17 | 2 | 2,08 | 0 | 0,00 | 96 | 100 | 4,36 |
| x3.2 | 32 | 33,33 | 58 | 60,42 | 5 | 5,21 | 1 | 1,04 | 0 | 0,00 | 96 | 100 | 4,26 |
| x3.3 | 43 | 44,79 | 45 | 46,88 | 6 | 6,25 | 2 | 2,08 | 0 | 0,00 | 96 | 100 | 4,34 |
| x3.4 | 40 | 41,67 | 50 | 52,08 | 5 | 5,21 | 1 | 1,04 | 0 | 0,00 | 96 | 100 | 4,34 |
| y1 | 49 | 51,04 | 43 | 44,79 | 3 | 3,13 | 1 | 1,04 | 0 | 0,00 | 96 | 100 | 4,46 |
| y2 | 35 | 36,46 | 56 | 58,33 | 3 | 3,13 | 2 | 2,08 | 0 | 0,00 | 96 | 100 | 4,29 |
| y3 | 32 | 33,33 | 60 | 62,50 | 2 | 2,08 | 2 | 2,08 | 0 | 0,00 | 96 | 100 | 4,27 |
| y4 | 35 | 36,46 | 59 | 61,46 | 0 | 0,00 | 2 | 2,08 | 0 | 0,00 | 96 | 100 | 4,32 |

Tabel Statistik

Titik Persentase Distribusi t (df = 81 –120)

| Pr df | 0.25 | 0.10 | 0.05 | 0.025 | 0.01 | 0.005 | 0.001 |
|----------|---------|---------|---------|---------|---------|---------|---------|
| | 0.50 | 0.20 | 0.10 | 0.050 | 0.02 | 0.010 | 0.002 |
| 81 | 0.67753 | 1.29209 | 1.66388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| 82 | 0.67749 | 1.29196 | 1.66365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |
| 83 | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| 84 | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| 85 | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| 86 | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| 87 | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| 88 | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| 89 | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| 90 | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| 91 | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| 92 | 0.67717 | 1.29082 | 1.66159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| 93 | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| 94 | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| 95 | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| 96 | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| 97 | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| 98 | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| 99 | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| 100 | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |

Distribusi Nilai Ftabel

Signifikansi 5% dan 1%

| | | | | | |
|-----|--------|--------|--------|--------|--------|
| 88 | 0.1745 | 0.2072 | 0.2449 | 0.2702 | 0.3412 |
| 89 | 0.1735 | 0.2061 | 0.2435 | 0.2687 | 0.3393 |
| 90 | 0.1726 | 0.2050 | 0.2422 | 0.2673 | 0.3375 |
| 91 | 0.1716 | 0.2039 | 0.2409 | 0.2659 | 0.3358 |
| 92 | 0.1707 | 0.2028 | 0.2396 | 0.2645 | 0.3341 |
| 93 | 0.1698 | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| 94 | 0.1689 | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| 95 | 0.1680 | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| 96 | 0.1671 | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| 97 | 0.1663 | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| 98 | 0.1654 | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| 99 | 0.1646 | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| 100 | 0.1638 | 0.1946 | 0.2301 | 0.2540 | 0.3211 |