

LAMPIRAN

Lampiran 1

Bandar Lampung, Februari 2017

Hal : Mohon Bantuan Pengisian Kuisisioner

Kepada Yth :

Bapak/Ibu/Saudara

Di

Tempat

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada konsumen PT STAR ON THE ROCK (karaoke keluarga) di Bandar Lampung. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IBI Darmajaya. Konsentrasi Manajemen Pemasaran. Tentang **“Analisis Pengaruh Kualitas Pelayanan dan Promosi Terhadap Keputusan Pembelian Pada PT STAR ON THE ROCK (karaoke keluarga) di Bandar Lampung”**.

Sehubungan dengan maksud di atas, saya mengharapkan bantuan saudara untuk bersedia mengisi instrument penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehingga tidak seorang pun dapat menelusuri sumber informasinya. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan jawaban tersebut tidak berpengaruh terhadap kondisi saudara.

Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terimakasih.

Hormat Saya,

Kevin Jack Daniel Lasut

KUESIONER PENELITIAN

Pernyataan dibawah ini dalam rangka penelitian skripsi dengan judul:

**ANALISIS PEGARUH KUALITAS PELAYANAN DAN PROMOSI
TERHADAP KEPUTUSAN PEMBELIAN PADA PT STAR ON THE ROCK
(karaoke keluarga) di BANDAR LAMPUNG**

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan atau pertanyaan harus dijawab semua jangan sampai ada yang terlewatkan, agar data data sepenuhnya di olah oleh peneliti
3. Berilah tanda ceklis () pada jawaban yang disediakan oleh peneliti

Keterangan :

- SS : Sangat Setuju : (5)
S : Setuju : (4)
N : Netral : (3)
ST : Tidak Setuju : (2)
STS : Sangat Tidak Setuju : (1)

IDENTITAS RESPONDEN

1. Nama Responden :
2. Jenis Kelamin : Laki-Laki Perempuan
3. Usia :
 17 Tahun – 20 Tahun 41 Tahun – 50 Tahun
 21 Tahun – 30 Tahun 51 Tahun – 55 Tahun
 31 Tahun – 40 Tahun
4. Pekerjaan : Pelajar Pegawai Swasta
 Mahasiswa Wiraswasta
 Pegawai Negeri Sipil DLL
(PNS)

1. Variabel Kualitas Pelayanan (X1)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
1	Fasilitas yang ada di Karaoke Star On the Rock lengkap (Mic, Sound System, AC, TV)					
2	Ruangan Karaoke Star On The Rock sangat nyaman dan rapi.					
3	Keakuratan perhitungan transaksi pembelian yang dilakukan oleh konsumen saat membayar tagihan.					
4	Saat room karaoke penuh, kasir mengatur urutan waiting list dengan baik dan informasi waktu menunggu.					
5	Konsumen Karoke Star On The Rock tidak menunggu lama untuk dilayani oleh karyawan dalam hal ini kasir, pelayan room per lantai.					
6	Kerja karyawan Karaoke Star On The Rock cepat dan sigap dalam melayani konsumen.					
7	Karyawan/Pelayan room per lantai memiliki keahlian teknis yang baik (cepat mengatasi masalah keluhan konsumen saat berkaraoke).					
8	Anda merasa aman dan nyaman saat berkaraoke di Star On The Rock.					
9	Pemilik/Karyawan menjaga hubungan baik dengan konsumen (staff kasir meminta no. telpon untuk nantinya memberitahu penawaran menarik pada konsumen).					

10	Pemilik/Karyawan Karaoke Star On The Rock selalu merespon/menanggapi keluhan konsumen.					
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2. Variabel Promosi (X2)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
1	Karaoke Star On The Rock secara kontinu melakukan program promosi berupa diskon, free pass yang dilakukan setiap hari.					
2	Karaoke Star On The Rock dalam periode tertentu mengadakan promo undian doorprize dengan jumlah tagihan tertentu.					
3	Karaoke Star On The Rock selalu memberikan harga spesial untuk konsumen yang berlangganan (member).					
4	Konsumen tertarik berkaraoke di Star On The Rock karena promosi harga promo diskon yang besar dibandingkan brand karaoke lainnya.					
5	Promo diskon besar dilakukan saat weekday diskon kecil saat weekend.					
6	Program paket room dan makanan yang ditawarkan oleh Karaoke Star On The Rock relatif terjangkau untuk kalangan pelajar dan mahasiswa sebagai target utama.					

3. Variabel Keputusan Pembelian (Y)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
1	Konsumen berkaraoke di Star On The Rock untuk melakukan refreshing dan juga menghilangkan penat, stress, dsb.					
2	Adanya kebutuhan akan tempat hiburan seperti karaoke, café, dsb.					
3	Konsumen mencari informasi sebanyak-banyaknya tentang Karaoke Star On The Rock.					
4	Konsumen mendapatkan informasi tentang Karaoke Star On The Rock melalui teman, media massa, maupun diri sendiri.					
5	Berkaraoke di Star On The Rock dapat menghilangkan ketegangan selama beraktivitas seharian.					
6	Hobi dan minat berolah vocal tersalurkan dengan baik saat berkaraoke di Star On The Rock.					
7	Konsumen memilih berkaraoke di Star On The Rock karena melihat orang lain senang saat setelah berkaraoke di Star On The Rock.					
8	Konsumen memutuskan untuk berkaraoke di Star On The Rock berdasarkan rekomendasi teman, saudara, dll.					
9	Konsumen merasa puas setelah berkaraoke di Star On The Rock.					

10	Konsumen akan memutuskan untuk berkaraoke kembali di Star On The Rock.					
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Lampiran 2

Hasil Jawaban 100 Data Kuesioner Responden

- Hasil Jawaban Variabel Kualitas Pelayanan (X_1)

No Responden	Butir Pernyataan										Total
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	
1	5	5	4	4	4	5	4	4	4	4	43
2	5	5	4	3	4	4	4	3	5	5	42
3	5	5	5	3	4	4	4	3	4	4	41
4	4	3	4	3	4	4	4	4	5	5	40
5	4	4	4	3	4	3	4	3	3	3	35
6	4	4	2	3	3	4	3	4	4	5	36
7	5	4	5	4	4	5	4	3	5	5	44
8	5	4	4	4	3	4	4	3	4	4	39
9	4	4	4	4	4	5	4	4	2	4	39
10	4	4	4	4	4	5	3	4	4	4	40
11	2	3	2	3	3	3	3	3	4	4	30
12	4	3	5	4	4	5	4	4	3	4	40
13	4	4	3	3	4	2	3	3	5	5	36
14	3	4	5	4	4	4	4	3	5	4	40
15	4	4	5	4	4	4	3	4	5	5	42
16	4	4	2	4	4	4	4	3	3	3	35
17	4	3	5	3	3	5	3	4	4	2	36
18	4	4	4	4	3	5	4	4	4	4	40
19	4	4	4	4	4	3	4	4	4	4	39
20	4	4	5	4	3	4	4	4	4	3	39
21	4	4	3	5	5	5	4	4	4	4	42
22	4	4	3	4	5	5	4	4	4	4	41
23	4	4	3	4	5	4	4	4	5	5	42
24	3	3	4	5	5	4	4	4	4	4	40
25	3	4	5	5	5	4	4	4	3	4	41
26	3	3	4	4	4	4	5	5	4	4	40
27	2	5	3	5	4	4	4	4	3	4	38
28	2	3	4	4	4	4	5	5	3	4	38
29	4	4	3	4	4	4	4	4	3	4	38
30	4	4	4	4	4	5	5	4	4	5	43

31	4	4	4	3	4	4	4	3	4	4	38
32	5	5	5	4	4	4	4	4	5	5	45
33	5	5	5	4	4	5	4	4	4	4	44
34	4	4	4	4	4	5	4	4	5	5	43
35	4	4	4	4	4	4	4	3	3	3	37
36	4	4	4	4	4	4	4	4	4	5	41
37	4	4	4	4	4	5	3	4	5	5	42
38	5	5	4	4	4	5	4	4	4	4	43
39	5	3	5	4	4	4	4	4	2	4	39
40	4	4	4	3	4	3	4	4	4	4	38
41	4	3	5	4	4	4	5	4	4	4	41
42	4	5	4	4	3	5	5	4	3	4	41
43	5	4	4	4	3	4	3	4	5	5	41
44	3	4	4	3	2	3	4	3	5	4	35
45	4	4	4	3	4	5	4	3	5	5	41
46	4	4	4	4	4	5	4	3	3	3	38
47	5	5	5	3	4	5	4	3	4	2	40
48	5	4	4	4	3	3	4	4	4	4	39
49	3	4	4	4	4	4	3	4	4	4	38
50	5	4	5	4	4	5	4	4	4	3	42
51	5	4	5	2	4	3	3	2	4	4	36
52	4	4	4	4	5	3	4	4	4	4	40
53	4	4	5	4	4	3	4	5	5	5	43
54	5	4	5	4	5	4	4	3	4	4	42
55	4	3	4	4	4	4	5	4	3	4	39
56	4	4	4	4	4	5	4	3	4	4	40
57	4	4	5	3	4	4	4	4	3	4	39
58	4	4	4	4	5	5	4	4	3	4	41
59	4	5	5	4	3	5	4	3	3	4	40
60	5	4	5	4	3	5	4	4	4	5	43
61	4	5	5	5	5	5	4	4	4	4	45
62	4	4	5	4	5	4	4	4	5	5	44
63	4	4	4	4	5	4	4	4	4	4	41
64	4	4	4	5	5	3	4	4	5	5	43
65	4	4	4	5	5	3	4	4	3	3	39
66	5	4	5	4	4	4	5	5	4	5	45
67	5	5	5	5	4	5	4	4	5	5	47
68	5	4	4	4	4	4	5	5	4	4	43
69	4	5	5	4	4	4	4	4	2	4	40
70	5	3	4	4	4	4	5	4	4	4	41
71	5	4	5	4	3	4	3	4	4	4	40

72	4	5	4	4	3	4	4	4	3	4	39
73	4	5	5	4	4	5	3	3	5	5	43
74	4	5	4	3	4	4	4	4	5	4	41
75	5	4	5	4	4	4	5	5	5	5	46
76	5	4	4	5	4	5	4	4	3	3	41
77	5	4	4	4	4	4	5	5	4	2	41
78	5	5	5	4	4	4	4	4	4	4	43
79	3	5	5	4	4	5	5	4	4	4	43
80	4	5	5	4	3	4	4	4	4	3	40
81	4	5	5	5	5	4	4	4	4	4	44
82	4	4	5	4	5	4	4	4	4	4	42
83	4	4	5	4	5	4	4	4	5	5	44
84	4	4	5	5	5	5	4	4	4	4	44
85	4	4	4	5	5	5	4	4	3	4	42
86	5	5	4	4	4	4	5	5	4	4	44
87	5	5	4	5	4	5	4	4	3	4	43
88	5	5	4	4	4	3	5	5	3	4	42
89	4	5	5	4	4	5	4	4	3	4	42
90	5	5	5	4	4	5	5	4	4	5	46
91	4	4	5	4	4	4	4	4	3	3	39
92	4	4	5	4	4	4	4	4	4	2	39
93	5	4	4	4	3	4	3	4	4	4	39
94	3	4	4	3	2	3	4	3	4	4	34
95	4	4	4	3	4	5	4	3	4	3	38
96	3	5	5	4	2	4	2	4	4	4	37
97	4	4	3	5	4	3	5	3	4	4	39
98	2	2	4	3	3	3	4	3	5	5	34
99	2	4	5	4	3	4	4	4	4	4	38
100	5	3	5	5	3	5	3	5	3	4	41

• Hasil Jawaban Variabel Promosi (X₂)

No Responden	Butir Pernyataan						Total
	p1	p2	p3	p4	p5	p6	
1	3	4	4	5	5	4	25
2	5	5	5	5	5	5	30
3	2	4	4	4	5	2	21
4	5	5	5	4	5	5	29
5	3	4	4	4	3	4	22

6	4	4	4	3	5	4	24
7	3	5	5	5	5	3	26
8	4	4	4	5	4	4	25
9	4	4	4	4	3	3	22
10	5	4	5	4	4	5	27
11	3	4	5	5	5	5	27
12	4	3	5	5	4	4	25
13	4	5	5	5	5	4	28
14	4	5	4	5	4	4	26
15	3	5	5	4	5	5	27
16	5	3	5	4	5	2	24
17	4	4	5	5	5	4	27
18	2	4	4	4	4	5	23
19	2	4	4	3	4	5	22
20	4	4	4	4	3	4	23
21	4	4	3	3	4	4	22
22	4	4	4	4	4	4	24
23	4	5	4	5	5	4	27
24	2	2	4	4	4	3	19
25	5	3	3	3	4	5	23
26	4	4	4	4	4	4	24
27	4	2	4	4	4	4	22
28	3	2	4	3	2	4	18
29	3	3	5	5	4	3	23
30	4	4	4	2	4	4	22
31	2	2	4	2	3	2	15
32	3	4	4	4	2	2	19
33	4	4	3	4	4	4	23
34	4	5	5	4	4	4	26
35	4	4	4	4	5	4	25
36	4	4	3	3	3	4	21
37	3	4	4	4	5	3	23
38	4	5	4	5	3	4	25
39	4	2	5	3	4	2	20
40	3	4	3	3	4	5	22
41	4	5	4	5	5	5	28
42	4	3	2	2	5	5	21
43	4	4	4	5	3	3	23
44	5	2	5	2	5	4	23
45	4	4	5	3	5	4	25
46	4	4	5	2	5	4	24

47	5	4	3	4	4	5	25
48	4	3	4	4	3	5	23
49	5	5	5	5	5	5	30
50	4	2	4	4	4	4	22
51	5	5	4	5	3	4	26
52	4	4	3	3	5	4	23
53	4	4	4	4	4	3	23
54	5	3	5	5	5	5	28
55	4	3	5	4	4	5	25
56	2	2	3	2	3	3	15
57	4	5	5	4	5	4	27
58	4	3	4	4	4	4	23
59	3	4	5	3	5	5	25
60	5	4	5	5	5	5	29
61	5	4	5	5	5	5	29
62	4	2	3	2	4	4	19
63	5	4	2	5	3	4	23
64	2	3	4	4	2	2	17
65	4	4	2	4	4	4	22
66	5	3	2	4	5	5	24
67	4	3	3	3	4	4	21
68	2	4	3	2	3	3	17
69	4	4	4	5	5	5	27
70	4	4	4	3	4	4	23
71	3	4	4	4	5	5	25
72	5	5	4	4	5	5	28
73	5	3	4	4	4	5	25
74	5	4	5	5	5	5	29
75	3	3	4	3	4	5	22
76	4	4	5	4	3	4	24
77	4	4	4	5	4	5	26
78	4	5	5	5	4	5	28
79	2	2	3	4	4	2	17
80	4	3	4	4	3	5	23
81	4	3	4	4	4	5	24
82	5	4	4	4	4	3	24
83	4	5	5	5	4	4	27
84	5	4	5	5	5	4	28
85	4	4	4	4	4	4	24
86	4	5	3	4	5	4	25
87	4	4	4	4	4	4	24

88	4	2	4	4	5	4	23
89	4	4	3	4	3	5	23
90	4	4	4	4	4	4	24
91	4	3	2	4	3	5	21
92	4	3	3	4	5	5	24
93	3	4	4	4	4	4	23
94	5	5	4	5	5	5	29
95	4	4	4	4	4	4	24
96	4	3	4	4	2	4	21
97	2	4	4	4	4	4	22
98	3	5	4	4	5	5	26
99	4	4	4	2	2	4	20
100	3	3	4	4	3	3	20

- Hasil Jawaban Variabel Keputusan Pembelian (Y)

No Responden	Butir Pernyataan										Total
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	
1	4	4	4	5	5	5	5	4	4	4	44
2	5	5	5	4	4	4	4	5	5	5	46
3	4	5	3	5	4	5	4	4	4	4	42
4	4	5	5	5	3	4	4	4	3	5	42
5	3	3	4	4	4	5	3	4	3	3	36
6	5	4	4	4	4	4	4	4	4	4	41
7	5	5	5	4	5	5	5	5	5	5	49
8	5	4	5	5	4	5	4	4	4	4	44
9	5	4	4	4	4	3	5	4	3	2	38
10	5	4	4	4	4	4	5	4	5	4	43
11	4	4	4	4	4	3	3	4	4	4	38
12	4	4	5	5	4	4	5	4	5	3	43
13	5	4	4	4	4	4	2	4	5	5	41
14	5	3	5	5	5	4	4	4	5	5	45
15	4	4	5	5	5	4	4	3	5	5	44
16	5	4	4	5	5	4	4	4	5	3	43
17	5	5	5	4	4	4	5	3	4	4	43
18	4	4	3	4	4	4	5	4	5	4	41
19	5	5	5	5	4	4	3	4	5	4	44
20	4	4	4	3	3	4	4	4	5	4	39
21	4	5	5	4	5	5	5	5	5	4	47

22	4	4	5	5	5	4	5	4	5	4	45
23	4	4	5	5	3	4	4	4	5	5	43
24	5	4	4	5	5	4	4	4	5	4	44
25	4	5	4	4	4	4	4	4	4	3	40
26	5	5	5	4	3	5	4	4	5	4	44
27	4	4	5	5	4	4	4	4	4	3	41
28	5	5	4	4	4	4	4	3	2	3	38
29	5	5	5	5	5	5	4	3	4	3	44
30	4	4	5	5	5	4	5	2	4	4	42
31	5	5	5	5	5	5	4	4	3	2	43
32	4	4	4	5	4	5	4	5	3	4	42
33	4	4	5	5	4	5	5	5	4	4	45
34	4	4	5	4	4	4	5	4	2	5	41
35	3	4	4	5	4	3	4	4	4	4	39
36	4	4	5	5	4	4	4	2	4	4	40
37	4	4	4	4	5	4	5	4	2	4	40
38	4	4	5	4	4	5	5	4	4	5	44
39	4	4	5	5	5	4	4	4	2	3	40
40	4	3	4	5	5	5	3	3	4	4	40
41	3	5	5	5	4	4	4	5	4	5	44
42	4	4	5	4	4	4	5	5	2	2	39
43	4	4	4	4	4	4	4	4	4	5	41
44	5	5	5	5	4	5	3	3	5	2	42
45	4	5	5	5	4	5	5	3	5	3	44
46	5	5	5	4	4	5	5	4	5	3	45
47	5	4	4	4	5	3	5	5	3	4	42
48	4	4	3	4	4	4	3	5	4	4	39
49	4	4	4	4	5	4	4	4	5	5	43
50	5	4	4	5	5	5	5	5	4	4	46
51	5	4	4	4	5	3	3	3	4	5	40
52	4	4	5	4	4	4	3	5	3	3	39
53	5	4	4	5	4	5	3	4	4	4	42
54	4	5	5	4	4	3	4	4	5	5	43
55	5	4	3	5	5	4	4	5	5	4	44
56	4	5	4	4	5	3	5	4	3	2	39
57	5	5	4	4	4	2	4	4	5	4	41
58	4	5	4	4	4	4	5	5	4	4	43
59	5	4	5	5	5	3	5	5	5	3	45
60	5	4	4	4	5	4	5	5	5	5	46
61	4	5	3	4	4	3	5	5	5	5	43
62	3	4	5	5	5	4	4	4	3	2	39

63	4	4	3	3	5	4	4	4	3	5	39
64	5	5	4	4	4	4	3	3	3	4	39
65	4	4	4	5	4	4	3	3	3	4	38
66	4	4	5	3	5	5	4	4	3	3	40
67	5	4	4	4	5	5	5	5	3	3	43
68	3	4	4	5	5	4	4	5	3	2	39
69	3	4	4	3	4	4	4	4	4	5	39
70	4	5	3	4	4	4	4	4	4	3	39
71	5	4	5	4	5	4	4	4	4	4	43
72	4	4	5	5	5	5	4	4	4	4	44
73	5	4	4	5	5	5	5	5	4	4	46
74	4	4	5	4	4	4	4	4	5	5	43
75	4	4	4	4	4	4	4	4	4	3	39
76	4	5	5	5	4	5	5	5	5	4	47
77	5	4	4	4	4	5	4	4	4	5	43
78	5	4	4	5	5	5	4	5	5	5	47
79	5	5	5	5	5	5	5	4	4	4	47
80	5	4	5	5	4	4	4	4	5	5	45
81	3	5	5	4	4	4	4	5	4	4	42
82	4	4	5	4	4	4	4	4	3	5	41
83	4	4	5	4	4	4	4	4	3	3	39
84	5	5	5	4	4	4	5	5	4	4	45
85	4	5	5	5	5	5	5	4	5	5	48
86	5	5	5	5	5	5	4	5	4	4	47
87	3	5	5	5	4	4	5	5	3	2	41
88	4	4	4	5	5	5	3	5	5	4	44
89	5	5	5	4	4	4	5	5	4	4	45
90	5	5	5	5	5	4	5	5	5	3	47
91	4	4	5	4	4	4	4	4	5	5	43
92	4	4	4	4	4	4	4	4	5	5	42
93	4	4	4	4	4	4	4	4	5	5	42
94	5	5	5	5	4	5	3	3	5	3	43
95	4	5	5	5	4	5	5	3	4	4	44
96	4	3	4	2	3	2	4	2	5	4	33
97	2	2	5	4	3	5	3	5	5	4	38
98	4	5	3	3	3	4	3	4	5	4	38
99	4	3	4	3	3	4	4	4	5	4	38
100	3	4	5	3	3	3	5	3	5	4	38

Lampiran 3

Hasil uji frekuensi karakteristik responden

1. Karakteristik Berdasarkan Nama Responden

		Nama			
	Frequency	Percent	Valid Percent	Cumulative Percent	
	Ade Nopandi	1	1,0	1,0	1,0
	Agnes Claufia	1	1,0	1,0	2,0
	Agus Suyarwo	1	1,0	1,0	3,0
	Ahmad Dodi	1	1,0	1,0	4,0
	Alfa Supit	1	1,0	1,0	5,0
	Amelia Wilda Pratiwi	1	1,0	1,0	6,0
	Amelia Wulan	1	1,0	1,0	7,0
	Anggun Resita	1	1,0	1,0	8,0
	Ani Mariska	1	1,0	1,0	9,0
	Anti Mahardani	1	1,0	1,0	10,0
	Ardan	1	1,0	1,0	11,0
	Arif Cahyadi	1	1,0	1,0	12,0
	Aryo	1	1,0	1,0	13,0
Valid	Ayu Berlian	1	1,0	1,0	14,0
	Ayu Santika	1	1,0	1,0	15,0
	Budi Wibowo	1	1,0	1,0	16,0
	Christyn N.	1	1,0	1,0	17,0
	Cinthia Agnasari	1	1,0	1,0	18,0
	Claudia Lana	1	1,0	1,0	19,0
	Defri	1	1,0	1,0	20,0
	Dela Alrahman	1	1,0	1,0	21,0
	Derina Derin	1	1,0	1,0	22,0
	Dita	1	1,0	1,0	23,0
	Edward Colind	1	1,0	1,0	24,0
	Equilly	1	1,0	1,0	25,0
	Erdalia Citra	1	1,0	1,0	26,0
	Eysa Fitria	1	1,0	1,0	27,0
	Faradiba	1	1,0	1,0	28,0
	Febriansyah	1	1,0	1,0	29,0

Feranisa Saputri	1	1,0	1,0	30,0
Ferdiansyah Panjaitan	1	1,0	1,0	31,0
Ferry Siregar	1	1,0	1,0	32,0
Firdaus Muhammad	1	1,0	1,0	33,0
Firdaus Rizky	1	1,0	1,0	34,0
Gustira Wanda	1	1,0	1,0	35,0
Hafiz Ahmad	1	1,0	1,0	36,0
Heryono Dwi S.	1	1,0	1,0	37,0
Imam safaat	1	1,0	1,0	38,0
Indah Permatasari	1	1,0	1,0	39,0
Intan Pritami	1	1,0	1,0	40,0
Irma Widyawati	1	1,0	1,0	41,0
Irmah Syahputri	1	1,0	1,0	42,0
Ivan Yeremia	1	1,0	1,0	43,0
Joannita	1	1,0	1,0	44,0
Joerdy Aditya	1	1,0	1,0	45,0
John Okeynoway	1	1,0	1,0	46,0
Juan Kusuma	1	1,0	1,0	47,0
Kadek Renando	1	1,0	1,0	48,0
Kevin Benaris	1	1,0	1,0	49,0
Kresna Mahesa	1	1,0	1,0	50,0
Kukuh Dirgantara	1	1,0	1,0	51,0
Lamtiumaida	1	1,0	1,0	52,0
Laura	1	1,0	1,0	53,0
Lenny Maria	1	1,0	1,0	54,0
Lindawati	1	1,0	1,0	55,0
M. Syahrizal	1	1,0	1,0	56,0
Manda	1	1,0	1,0	57,0
Marchelya A.	1	1,0	1,0	58,0
Marsya	1	1,0	1,0	59,0
Mawar Lestari	1	1,0	1,0	60,0
Medi	1	1,0	1,0	61,0
Meliana	1	1,0	1,0	62,0
Monica L.	1	1,0	1,0	63,0
Muhammad Ramadhan	1	1,0	1,0	64,0

Neilsondamika	1	1,0	1,0	65,0
Nekroma	1	1,0	1,0	66,0
Nicky Triana	1	1,0	1,0	67,0
Nita Asri Wulandari	1	1,0	1,0	68,0
Nondang Sibarani	1	1,0	1,0	69,0
Noviola	1	1,0	1,0	70,0
Nur Azizah	1	1,0	1,0	71,0
Ramadhani				
Nuraini	1	1,0	1,0	72,0
Patricia Devi	1	1,0	1,0	73,0
Poppy S.	1	1,0	1,0	74,0
Putri Amalia	1	1,0	1,0	75,0
Harahap				
Putri Debora	1	1,0	1,0	76,0
Rani Oktasari	1	1,0	1,0	77,0
Reni Artuti	1	1,0	1,0	78,0
Rianto Herlambang	1	1,0	1,0	79,0
Ribka	1	1,0	1,0	80,0
Ricard Endoy	1	1,0	1,0	81,0
Richo	1	1,0	1,0	82,0
Rika	1	1,0	1,0	83,0
Rini	1	1,0	1,0	84,0
Rio Pahlevi	1	1,0	1,0	85,0
Rohadi	1	1,0	1,0	86,0
Rohim Firdaus	1	1,0	1,0	87,0
Seftika Harianti	1	1,0	1,0	88,0
Sendy Sagita	1	1,0	1,0	89,0
Siska Agustina	1	1,0	1,0	90,0
Siti Fatimah	1	1,0	1,0	91,0
Sonia	1	1,0	1,0	92,0
Sri Marissa	1	1,0	1,0	93,0
Tary Lestari	1	1,0	1,0	94,0
Tiara Agustiara	1	1,0	1,0	95,0
Tiara Putri	1	1,0	1,0	96,0
Valentino	1	1,0	1,0	97,0
Violetta	1	1,0	1,0	98,0
Wawan Firdaus	1	1,0	1,0	99,0

Wijaya Purba	1	1,0	1,0	100,0
Total	100	100,0	100,0	

2. Karakteristik Berdasarkan Jenis Kelamin Responden

JenisKelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-Laki	37	37,0	37,0	37,0
Valid Perempuan	63	63,0	63,0	100,0
Total	100	100,0	100,0	

3. Karakteristik Berdasarkan Usia Responden

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
17 Tahun - 20 Tahun	12	12,0	12,0	12,0
21 Tahun - 30 Tahun	59	59,0	59,0	71,0
Valid 31 Tahun - 40 Tahun	24	24,0	24,0	95,0
41 Tahun - 50 Tahun	5	5,0	5,0	100,0
Total	100	100,0	100,0	

4. Karakteristik Berdasarkan Pekerjaan Responden

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Pelajar	9	9,0	9,0	9,0
Mahasiswa	31	31,0	31,0	40,0
Valid Pegawai Negeri Sipil	5	5,0	5,0	45,0
Pegawai Swasta	13	13,0	13,0	58,0

Wiraswasta	29	29,0	29,0	87,0
Lainnya	13	13,0	13,0	100,0
Total	100	100,0	100,0	

Lampiran 4

Hasil Output Uji Frekuensi Data Jawaban Kuesioner Responden

1. Variabel Kualitas Pelayanan (X_1)

Statistics

	X1_ P1	X1_ P2	X1_ P3	X1_ P4	X1_ P5	X1_ P6	X1_ P7	X1_ P8	X1_ P9	X1_ P10	Kualitas Pelayanan
Valid	100	100	100	100	100	100	100	100	100	100	100
N Missi ng	0	0	0	0	0	0	0	0	0	0	0

X1_P1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	9	9,0	9,0	14,0
Valid 4	55	55,0	55,0	69,0
5	31	31,0	31,0	100,0
Total	100	100,0	100,0	

X1_P2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	12	12,0	12,0	13,0
Valid 4	61	61,0	61,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

X1_P3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
Valid 3	7	7,0	7,0	10,0
4	48	48,0	48,0	58,0

5	42	42,0	42,0	100,0
Total	100	100,0	100,0	

X1_P4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	18	18,0	18,0	19,0
Valid 4	66	66,0	66,0	85,0
5	15	15,0	15,0	100,0
Total	100	100,0	100,0	

X1_P5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	18	18,0	18,0	21,0
Valid 4	61	61,0	61,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

X1_P6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	15	15,0	15,0	16,0
Valid 4	49	49,0	49,0	65,0
5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

X1_P7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	14	14,0	14,0	15,0
Valid 4	69	69,0	69,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

X1_P8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
Valid 3	23	23,0	23,0	24,0
4	66	66,0	66,0	90,0
5	10	10,0	10,0	100,0

Total	100	100,0	100,0
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X1_P9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	23	23,0	23,0	26,0
Valid 4	52	52,0	52,0	78,0
5	22	22,0	22,0	100,0
Total	100	100,0	100,0	

X1_P10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	11	11,0	11,0	15,0
Valid 4	60	60,0	60,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

Kualitas Pelayanan

	Frequency	Percent	Valid Percent	Cumulative Percent
30	1	1,0	1,0	1,0
34	2	2,0	2,0	3,0
35	3	3,0	3,0	6,0
36	4	4,0	4,0	10,0
37	2	2,0	2,0	12,0
38	9	9,0	9,0	21,0
39	14	14,0	14,0	35,0
Valid 40	14	14,0	14,0	49,0
41	15	15,0	15,0	64,0
42	11	11,0	11,0	75,0
43	12	12,0	12,0	87,0
44	7	7,0	7,0	94,0
45	3	3,0	3,0	97,0
46	2	2,0	2,0	99,0
47	1	1,0	1,0	100,0
Total	100	100,0	100,0	

2. Variabel Promosi (X₂)

Statistics

	X2_P1	X2_P2	X2_P3	X2_P4	X2_P5	X2_P6	Promosi
N Valid	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0

X2_P1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10,0	10,0	10,0
3	16	16,0	16,0	26,0
Valid 4	54	54,0	54,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

X2_P2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	20	20,0	20,0	31,0
Valid 4	50	50,0	50,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

X2_P3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	15	15,0	15,0	20,0
Valid 4	52	52,0	52,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

X2_P4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9,0	9,0	9,0
3	14	14,0	14,0	23,0
Valid 4	50	50,0	50,0	73,0
5	27	27,0	27,0	100,0

Total	100	100,0	100,0
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X2_P5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	17	17,0	17,0	22,0
Valid 4	41	41,0	41,0	63,0
5	37	37,0	37,0	100,0
Total	100	100,0	100,0	

X2_P6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	11	11,0	11,0	18,0
Valid 4	47	47,0	47,0	65,0
5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

Promosi

	Frequency	Percent	Valid Percent	Cumulative Percent
15	2	2,0	2,0	2,0
17	3	3,0	3,0	5,0
18	1	1,0	1,0	6,0
19	3	3,0	3,0	9,0
20	3	3,0	3,0	12,0
21	6	6,0	6,0	18,0
22	11	11,0	11,0	29,0
Valid 23	18	18,0	18,0	47,0
24	14	14,0	14,0	61,0
25	12	12,0	12,0	73,0
26	6	6,0	6,0	79,0
27	8	8,0	8,0	87,0
28	6	6,0	6,0	93,0
29	5	5,0	5,0	98,0
30	2	2,0	2,0	100,0
Total	100	100,0	100,0	

3. Variabel Keputusan Pembelian (Y)

Statistics

	Y_P 1	Y_P 2	Y_P 3	Y_P 4	Y_P 5	Y_P 6	Y_P 7	Y_P 8	Y_P 9	Y_ P10	Keputusan Pembelian
Valid	100	100	100	100	100	100	100	100	100	100	100
N Missin g	0	0	0	0	0	0	0	0	0	0	0

Y_P1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	9	9,0	9,0	10,0
Valid 4	51	51,0	51,0	61,0
5	39	39,0	39,0	100,0
Total	100	100,0	100,0	

Y_P2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	5	5,0	5,0	6,0
Valid 4	59	59,0	59,0	65,0
5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

Y_P3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	8	8,0	8,0	8,0
Valid 4	40	40,0	40,0	48,0
5	52	52,0	52,0	100,0
Total	100	100,0	100,0	

Y_P4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	7	7,0	7,0	8,0
Valid 4	47	47,0	47,0	55,0
5	45	45,0	45,0	100,0
Total	100	100,0	100,0	

Y_P5

	Frequency	Percent	Valid Percent	Cumulative Percent
3	9	9,0	9,0	9,0
Valid 4	55	55,0	55,0	64,0
5	36	36,0	36,0	100,0
Total	100	100,0	100,0	

Y_P6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	10	10,0	10,0	12,0
Valid 4	56	56,0	56,0	68,0
5	32	32,0	32,0	100,0
Total	100	100,0	100,0	

Y_P7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	15	15,0	15,0	16,0
Valid 4	49	49,0	49,0	65,0
5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

Y_P8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	13	13,0	13,0	16,0
Valid 4	55	55,0	55,0	71,0
5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

Y_P9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	18	18,0	18,0	23,0
Valid 4	35	35,0	35,0	58,0
5	42	42,0	42,0	100,0
Total	100	100,0	100,0	

Y_P10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	8,0	8,0	8,0

3	19	19,0	19,0	27,0
4	46	46,0	46,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

Keputusan Pembelian

	Frequency	Percent	Valid Percent	Cumulative Percent
33	1	1,0	1,0	1,0
36	1	1,0	1,0	2,0
38	8	8,0	8,0	10,0
39	14	14,0	14,0	24,0
40	7	7,0	7,0	31,0
41	9	9,0	9,0	40,0
42	10	10,0	10,0	50,0
Valid 43	16	16,0	16,0	66,0
44	14	14,0	14,0	80,0
45	8	8,0	8,0	88,0
46	4	4,0	4,0	92,0
47	6	6,0	6,0	98,0
48	1	1,0	1,0	99,0
49	1	1,0	1,0	100,0
Total	100	100,0	100,0	

Lampiran 5

Hasil Output Uji Persyaratan Instrumen

1. Hasil Output Uji Validitas

- Variabel Kualitas Pelayanan (X₁)

Correlations

	X1_P1	X1_P2	X1_P3	X1_P4	X1_P5	X1_P6	X1_P7	X1_P8	X1_P9	X1_P10	Kualitas Pelayanan
X1_P1 Pearson Correlation	1	,741**	,007	,094	,170	,429**	,326*	,239	,708**	,477**	,632**
X1_P1 Sig. (1-tailed)		,000	,485	,311	,185	,009	,040	,101	,000	,004	,000
X1_P1 N	30	30	30	30	30	30	30	30	30	30	30
X1_P2 Pearson Correlation	,741**	1	-,014	,103	,536**	,598**	,591**	,246	,345*	,646**	,718**
X1_P2 Sig. (1-tailed)	,000		,472	,295	,001	,000	,000	,095	,031	,000	,000
X1_P2 N	30	30	30	30	30	30	30	30	30	30	30
X1_P3 Pearson Correlation	,007	-,014	1	,345*	,248	,210	,235	,693**	,146	,211	,455**

	Sig. (1-tailed)	,485	,472		,031	,094	,132	,106	,000	,221	,132	,006
	N	30	30	30	30	30	30	30	30	30	30	30
X1_P4	Pearson Correlation	,094	,103	,345*	1	,453**	,351*	,410*	,246	,302	,397*	,554**
	Sig. (1-tailed)	,311	,295	,031		,006	,029	,012	,095	,052	,015	,001
	N	30	30	30	30	30	30	30	30	30	30	30
X1_P5	Pearson Correlation	,170	,536**	,248	,453**	1	,864**	,957**	,339*	,099	,601**	,772**
	Sig. (1-tailed)	,185	,001	,094	,006		,000	,000	,033	,301	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X1_P6	Pearson Correlation	,429**	,598**	,210	,351*	,864**	1	,973**	,398*	,157	,572**	,821**
	Sig. (1-tailed)	,009	,000	,132	,029	,000		,000	,015	,204	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X1_P7	Pearson Correlation	,326*	,591**	,235	,410*	,957**	,973**	1	,385*	,136	,605**	,828**
	Sig. (1-tailed)	,040	,000	,106	,012	,000	,000		,018	,237	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X1_P8	Pearson Correlation	,239	,246	,693**	,246	,339*	,398*	,385*	1	,256	,363*	,618**
	Sig. (1-tailed)	,101	,095	,000	,095	,033	,015	,018		,086	,024	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X1_P9	Pearson Correlation	,708**	,345*	,146	,302	,099	,157	,136	,256	1	,644**	,555**
	Sig. (1-tailed)	,000	,031	,221	,052	,301	,204	,237	,086		,000	,001
	N	30	30	30	30	30	30	30	30	30	30	30
X1_P10	Pearson Correlation	,477**	,646**	,211	,397*	,601**	,572**	,605**	,363*	,644**	1	,804**
	Sig. (1-tailed)	,004	,000	,132	,015	,000	,000	,000	,024	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30
Kualitas Pelayan	Pearson Correlation	,632**	,718**	,455**	,554**	,772**	,821**	,828**	,618**	,555**	,804**	1
	Sig. (1-tailed)	,000	,000	,006	,001	,000	,000	,000	,000	,001	,000	
	N	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

• Variabel Promosi (X₂)

Correlations

	X2_P1	X2_P2	X2_P3	X2_P4	X2_P5	X2_P6	Promosi
Pearson Correlation	1	,174	,817**	,109	,539**	,531**	,744**
X2_P1 Sig. (1-tailed)		,178	,000	,284	,001	,001	,000
N	30	30	30	30	30	30	30
Pearson Correlation	,174	1	,131	,343*	,155	,207	,516**
X2_P2 Sig. (1-tailed)	,178		,244	,032	,207	,137	,002
N	30	30	30	30	30	30	30
Pearson Correlation	,817**	,131	1	-,114	,321*	,394*	,595**
X2_P3 Sig. (1-tailed)	,000	,244		,275	,042	,016	,000
N	30	30	30	30	30	30	30
Pearson Correlation	,109	,343*	-,114	1	,439**	,515**	,589**
X2_P4 Sig. (1-tailed)	,284	,032	,275		,008	,002	,000
N	30	30	30	30	30	30	30
X2_P5 Pearson Correlation	,539**	,155	,321*	,439**	1	,771**	,788**

	N	30	30	30	30	30	30	30	30	30	30	30
Y_P4	Pearson Correlation	,265	,374*	,493**	1	,422*	,651**	,653**	,383*	,293	,275	,669**
	Sig. (1-tailed)	,079	,021	,003		,010	,000	,000	,018	,058	,070	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Y_P5	Pearson Correlation	,462**	,296	,349*	,422*	1	,340*	,284	,231	,328*	,303	,550**
	Sig. (1-tailed)	,005	,056	,029	,010		,033	,064	,110	,038	,052	,001
	N	30	30	30	30	30	30	30	30	30	30	30
Y_P6	Pearson Correlation	,475**	,678**	,393*	,651**	,340*	1	,711**	,383*	,622**	,660**	,820**
	Sig. (1-tailed)	,004	,000	,016	,000	,033		,000	,018	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Y_P7	Pearson Correlation	,301	,664**	,497**	,653**	,284	,711**	1	,420*	,272	,508**	,740**
	Sig. (1-tailed)	,053	,000	,003	,000	,064	,000		,010	,073	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Y_P8	Pearson Correlation	,280	,395*	,817**	,383*	,231	,383*	,420*	1	,439**	,515**	,691**
	Sig. (1-tailed)	,067	,015	,000	,018	,110	,018	,010		,008	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Y_P9	Pearson Correlation	,620**	,490**	,340*	,293	,328*	,622**	,272	,439**	1	,771**	,725**
	Sig. (1-tailed)	,000	,003	,033	,058	,038	,000	,073	,008		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Y_P10	Pearson Correlation	,414*	,655**	,355*	,275	,303	,660**	,508**	,515**	,771**	1	,767**
	Sig. (1-tailed)	,011	,000	,027	,070	,052	,000	,002	,002	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	,686**	,798**	,692**	,669**	,550**	,820**	,740**	,691**	,725**	,767**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,001	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

2. Hasil Uji Reabilitas

- Variabel Kualitas Pelayanan (X₁)

Reliability Statistics

Cronbach's Alpha	N of Items
,861	10

- **Variabel Promosi (X₂)**

Reliability Statistics

Cronbach's Alpha	N of Items
,759	6

- **Variabel Keputusan Pembelian (Y)**

Reliability Statistics

Cronbach's Alpha	N of Items
,891	10

Lampiran 6

Hasil Output Uji Analisis Data

1. Hasil Output Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Kualitas Pelayanan	Promosi	Keputusan Pembelian
N		100	100	100
Normal Parameters ^{a,b}	Mean	40,44	23,79	42,15
	Std. Deviation	2,904	3,147	2,928
Most Extreme Differences	Absolute	,100	,111	,114
	Positive	,064	,083	,099

	Negative			
Kolmogorov-Smirnov Z		-,100	-,111	-,114
Asymp. Sig. (2-tailed)		1,000	1,109	1,142
		,270	,171	,147

a. Test distribution is Normal.

b. Calculated from data.

2. Hasil Output Uji Homogenitas

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualitas Pelayanan	1,168	9	86	,326
Promosi	1,149	9	86	,338

Lampiran 7

Hasil Output Uji Regresi Linier Berganda Uji t dan Uji F

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,489 ^a	,239	,223	2,581

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

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	202,728	2	101,364	15,220	,000 ^b
1 Residual	646,022	97	6,660		
Total	848,750	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Promosi, Kualitas Pelayanan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	19,318	4,257		4,538	,000
1 Kualitas Pelayanan	,375	,090	,372	4,189	,000
Promosi	,322	,083	,346	3,894	,000

a. Dependent Variable: Keputusan Pembelian

Lampiran 8

R tabel

Interval Kepercayaan			Interval Kepercayaan			Interval Kepercayaan		
n	95%	99%	n	95%	99%	n	95%	99%
3	0,997	0,999	26	0,388	0,496	55	0,266	0,345
4	0,950	0,990	27	0,381	0,487	60	0,254	0,330
5	0,878	0,959	28	0,374	0,478	65	0,244	0,317
6	0,811	0,917	29	0,367	0,470	70	0,235	0,306
7	0,754	0,874	30	0,361	0,463	75	0,227	0,296
8	0,707	0,874	31	0,355	0,456	80	0,220	0,286
9	0,666	0,798	32	0,349	0,449	85	0,213	0,278
10	0,632	0,765	33	0,344	0,442	90	0,207	0,270
11	0,602	0,735	34	0,339	0,436	95	0,202	0,263
12	0,576	0,708	35	0,334	0,430	100	0,195	0,256
13	0,553	0,684	36	0,329	0,424	125	0,176	0,230
14	0,532	0,661	37	0,325	0,418	150	0,157	0,210
15	0,514	0,641	38	0,320	0,413	175	0,148	0,194
16	0,497	0,623	39	0,316	0,408	200	0,138	0,181
17	0,482	0,606	40	0,312	0,403	300	0,113	0,148
18	0,468	0,590	41	0,308	0,396	400	0,098	0,128
19	0,456	0,575	42	0,304	0,393	500	0,088	0,115
20	0,444	0,561	43	0,301	0,389	600	0,080	0,105
21	0,433	0,549	44	0,297	0,384	700	0,074	0,097
22	0,423	0,537	45	0,294	0,380	800	0,070	0,091
23	0,413	0,526	46	0,291	0,276	900	0,065	0,086
24	0,404	0,515	47	0,288	0,372	000	0,062	0,081
25	0,396	0,505	48	0,284	0,368			
			49	0,281	0,364			
			50	0,297	0,361			

Lampiran 9

Tabel t

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763

7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515

56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
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

Lampiran 10

Tabel F

df untuk penyebut (N2)	df untuk pembilang (N1)									
	1	2	3	4	5	6	7	8	9	10
1	161	199	216	225	230	234	237	239	241	242
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08
41	4.08	3.23	2.83	2.60	2.44	2.33	2.24	2.17	2.12	2.07
42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05
45	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05

46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93

95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93
97	3.94 →	(3.09)	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93