

LAMPIRAN

Lampiran 1. Kuisisioner Penelitian

No. Responden



**PENGARUH SUASANA TOKO DAN GAYA HIDUP
TERHADAP PROSES KEPUTUSAN PEMBELIAN
PADA CAFE WISEMAN PAHOMAN**

BANDAR LAMPUNG

Artika Ayu Febrianti

1112110096

INFORMATICA AND BUSSINESS INSTITUTE DARMAJAYA

BANDAR LAMPUNG

2017

Kepada Yth,

Responden Penelitian

Dalam rangka penyelesaian penelitian untuk keperluan skripsi yang berjudul “Pengaruh Suasana Toko dan Gaya Hidup Terhadap Proses Keputusan Pembelian pada Cafe Wiseman Pahoman Bandar Lampung” bersama ini saya :

Nama : Artika Ayu Febrianti

NPM : 1112110096

Fakultas/Jurusan : Ekonomi/Manajemen

Memohon bantuan Bapak/Ibu, Saudara/I untuk mengisi kuisisioner penelitian yang terlampir. Jawaban yang objektif akan sangat membantu penelitian ini. Semua jawaban akan dijaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian.

Atas perhatian dan bantuan Bapak/Ibu, Saudara/I saya ucapkan terimakasih.

Hormat Saya,

Artika Ayu Febrianti

KUISISIONER PENELITIAN

Pengaruh Suasana Toko Dan Gaya Hidup Terhadap Proses Keputusan Pembelian Pada Cafe Wiseman Pahoman Bandar Lampung

IDENTITAS RESPONDEN

1. Nama :
2. Jenis Kelamin : Laki-laki Perempuan
3. Umur : 18-20 thn 21-23 thn 24-25 thn
4. Pekerjaan :
 Pegawai Negeri TNI/POLRI Pelajar/Mahasiswa
 Pegawai Swasta Wiraswasta
5. Penghasilan/uang saku:
 < Rp 500.000 > Rp 2.000.000
 Rp 500.001–Rp 1.500.000
 Rp 1.500.001-Rp 2.000.000
6. Berapa kali anda berbelanja di cafe Wiseman?
 1 kali dalam sebulan 3-5 kali dalam sebulan
 2 kali dalam sebulan > 5 kali dalam sebulan

PETUNJUK PENGISIAN

Dibawah ini terdapat sejumlah pernyataan. Baca dan pahami setiap pernyataan dengan seksama, kemudian berikan respon saudara dengan cara memberikan silang (X) atau conteng (✓) pada kolom yang telah tersedia dengan satu pilihan jawaban.

Keterangan:

- a. Sangat setuju (SS)
- b. Setuju (S)
- c. Netral (N)
- d. Tidak setuju (TS)
- e. Sangat tidak setuju (STS)

DAFTAR PERNYATAAN:

1. Variabel Suasana Toko (X1)

No	Keterangan	STS	TS	N	S	SS
A.	General Interior (Bagian dalam toko)					
1.	Cafe Wiseman menggunakan lantai keramik dengan ukuran besar dan warna keramik terlihat serasi dengan warna dinding cafe.					
2.	<i>Furniture decoration</i> ruangan Cafe Wiseman memiliki warna yang menarik dan unik					
3.	Pencahayaan ruangan di Cafe Wiseman mampu meningkatkan daya tarik toko					
4.	Aroma ruangan Cafe Wiseman harum pewangi aroma buah					
5.	Musik yang dimainkan di Cafe Wiseman membuat saya merasa betah berbelanja di dalamnya					
6.	Suhu udara di Cafe Wiseman sejuk					
7.	Cafe wiseman memiliki ruangan ber AC					
8.	Karyawan Cafe Wiseman melayani dengan baik dan ramah					
9.	Karyawan Cafe Wiseman memiliki pengetahuan tentang produk					

10.	Peralatan di Cafe Wiseman terlihat lengkap					
11.	Peralatan di Cafe Wiseman tersusun rapi pada tempatnya.					
12.	Tersedianya label harga pada menu disetiap produk memudahkan konsumen dalam melakukan pembelian					
13.	Kebersihan Cafe Wiseman terjaga					
14.	Ruangan Cafe Wiseman tersedia tempat pembuangan sampah					
B	<i>Exterior (Bagian Luar Toko)</i>					
15.	Cafe Wiseman memiliki bangunan yang luas					
16.	Papan nama Cafe Wiseman terlihat jelas					
17.	Papan nama Cafe Wiseman memiliki desain menarik					
18.	Pintu masuk Cafe Wiseman mudah untuk masuk dan keluar					
19.	Desain Bangunan masuk Cafe Wiseman terlihat <i>Elegant</i> dan mewah					
20.	Cafe Wiseman memiliki lahan gedung yang luas					
21.	Cafe wiseman memiliki desain ruangan yang unik dan nyaman					
22.	Lokasi cafe Wiseman Strategis dan mudah dicari					
23.	Cafe Wiseman memiliki lahan parkir yang luas					
24.	Keamanan kendaraan saat parkir terjamin					

C.	<i>Store Layout (tata letak toko)</i>					
25.	Meja dan Kursi yang tersedia dapat menampung konsumen yang datang					
26.	Kursi yang tersedia nyaman ditempati					
27.	Penempatan meja kasir sudah tepat dan mudah untuk melakukan pembayaran					
28.	Cafe Wiseman memiliki rak untuk menyusun minuman yang dijual					
29.	Jarak antar meja dan kursi memudahkan konsumen untuk berlalu lalang					
30.	Tanda petunjuk fasilitas Cafe Wsieman, seperti; kasir, toilet, mushola terlihat jelas					
C.	<i>Store Layout (tata letak toko)</i>					
31.	Tanda Larangan merokok terlihat jelas					
32.	Tersedia nya <i>banner</i> diskon produk membuat saya tertarik untuk membeli produk Cafe Wiseman					

2. Variabel Gaya Hidup (X2)

No	Keterangan	STS	TS	N	S	SS
A.	<i>Outer Directed</i>					
33.	Cafe sangat diminati untuk tempat berkumpul bersama keluarga, teman, rekan dan lain-lain.					
34.	Makan di Cafe membantu kehidupan sosial saya.					
B.	<i>Inner Directed</i>					
35.	Konsumen termasuk orang yang tertarik dengan hal-hal yang baru tentang tempat kuliner					
36.	Konsumen berkunjung ke cafe 2 kali dalam seminggu					

C.	<i>Need Driven</i>					
37.	Konsumen lebih sering makan di cafe dibandingkan di rumah makan					
38.	Konsumen percaya makan di Cafe Wiseman menambah rasa percaya diri					

3. Variabel Y (Keputusan Pembelian)

No	Keterangan	STS	TS	N	S	SS
A	Kesesuaian barang dengan kebutuhan					
39.	Konsumen berkunjung ke <i>Cafe Wiseman</i> karena menu yang ditawarkan sesuai dengan kesukaan konsumen					
40.	Konsumen berkunjung ke <i>Cafe Wiseman</i> karena ingin mencoba fasilitas yang telah disediakan					
B	Kesesuaian harga dengan daya beli					
41.	Harga makanan dan minuman <i>Cafe Wiseman</i> masih terjangkau untuk konsumen					
42.	Konsumen berkunjung ke <i>Cafe Wiseman</i> dengan sebelumnya melakukan perbandingan harga dengan <i>cafe</i> lainnya					
	Kemudahan untuk membeli barang					
43.	<i>Cafe Wiseman</i> menyediakan fasilitas pesan antar via telepon					
44.	<i>Cafe Wiseman</i> menyediakan pembayaran via debit untuk proses pembayaran					
E.	Kesesuaian promosi dengan Kenyataan					
45.	Terdapat Banner, Spanduk, atau alat promosi lainnya yang terpajang di <i>Cafe Wiseman</i>					
46.	Konsumen mendapatkan harga promo disetiap program <i>event</i> yang ditawarkan <i>Cafe Wiseman</i>					

****Terimakasih Atas Partisipasi Anda****

Lampiran 2. Data Responden

Jeniskelamin

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Laki-laki	47	47,0	47,0	47,0
Valid Perempua d n	53	53,0	53,0	100,0
Total	100	100,0	100,0	

Umur

	Frekuensi	Percent	Valid Percent	Cumulative Percent
18	25	25,0	25,0	25,0
20	9	9,0	9,0	34,0
21	20	20,0	20,0	54,0
22	5	5,0	5,0	59,0
Valid 23	7	7,0	7,0	66,0
24	29	29,0	29,0	95,0
25	2	2,0	2,0	97,0
29	3	3,0	3,0	100,0
Total	100	100,0	100,0	

Pekerjaan

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Mahasiswa	17	17,0	17,0	17,0
Pegawai Negeri	13	13,0	13,0	30,0
Pegawai Swasta	18	18,0	18,0	48,0
Valid Pelajar	25	25,0	25,0	73,0
POLRI	7	7,0	7,0	80,0
TNI	3	3,0	3,0	83,0
Wiraswasta	17	17,0	17,0	100,0
Total	100	100,0	100,0	

Penghasilan uang saku

	Frequency	Percent	Valid Percent	Cumulative Percent
<500000	38	38,0	38,0	38,0
>2000000	43	43,0	43,0	81,0
Valid 1.000.000	2	2,0	2,0	83,0
1.500.000	3	3,0	3,0	86,0
2.000.000	14	14,0	14,0	100,0
Total	100	100,0	100,0	

Kunjungan ke cafe

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	30	30,0	30,0	30,0
2	31	31,0	31,0	61,0
3	17	17,0	17,0	78,0
4	17	17,0	17,0	95,0
5	5	5,0	5,0	100,0
Total	100	100,0	100,0	

Lampiran 3. Data Instrumen

JAWABAN KUISIONER VARIABEL X1 (SUASANA TOKO)																	
Responden	Pertanyaan 1-17																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1	4	4	3	3	3	3	4	4	4	3	2	3	3	3	3	3	4
2	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	3	3	3	3	3	4	3	5	4	3	3	3	4	4	5	3
4	3	4	4	5	4	4	4	3	4	4	3	3	3	3	4	4	4
5	5	5	4	4	4	4	5	5	5	5	4	4	5	4	5	5	5
6	4	4	3	3	4	5	5	5	5	5	4	4	3	4	5	5	5
7	3	5	4	4	5	5	4	4	3	5	4	3	3	4	3	3	5
8	5	5	4	5	4	5	4	3	4	5	4	2	3	4	5	5	4
9	3	3	2	2	2	2	3	3	4	4	2	2	4	4	2	2	2
10	3	4	5	4	4	4	5	5	4	5	5	4	4	4	4	4	4
11	5	4	4	2	4	3	5	3	4	4	3	2	5	2	3	5	4
12	4	5	3	3	4	4	3	4	4	5	4	4	4	4	4	4	5
13	4	4	3	3	4	4	5	5	4	4	3	4	5	5	4	3	4
14	4	4	4	4	3	3	5	4	5	4	4	3	4	3	4	4	5
15	4	4	4	5	5	4	5	5	4	3	3	4	5	3	5	5	5
16	5	4	4	5	4	5	5	5	5	4	3	3	5	3	4	4	4
17	5	4	4	3	4	5	5	5	5	5	5	4	4	4	4	5	5
18	5	4	3	3	4	3	5	5	5	5	3	3	5	3	4	5	5
19	5	4	2	3	4	5	5	4	5	5	4	5	4	4	4	3	3
20	4	5	4	4	4	4	5	4	4	5	4	4	3	4	3	4	3
21	4	4	4	4	3	3	4	4	4	5	4	5	5	4	5	4	5
22	5	5	5	5	4	3	5	3	4	3	4	5	5	4	3	4	5
23	5	5	5	5	5	5	5	3	3	3	4	3	5	3	3	4	3
24	3	3	5	5	5	5	4	4	2	3	4	5	5	2	3	4	5
25	5	5	5	5	5	3	5	3	3	4	5	4	5	3	4	3	3
26	4	3	5	4	4	5	4	5	5	5	5	4	5	5	4	5	4
27	4	3	4	4	4	3	4	5	5	5	5	5	5	5	5	3	4
28	5	5	5	5	3	3	4	3	3	5	5	5	5	5	5	4	4
29	5	5	5	5	2	3	4	5	5	4	5	5	4	5	5	5	4
30	3	4	5	4	4	3	4	5	5	5	5	5	4	5	5	5	5
31	4	4	4	4	4	3	3	5	5	4	3	3	5	3	4	5	4
32	3	5	5	5	5	4	5	5	5	5	5	4	4	4	4	5	4
33	3	5	5	5	5	4	5	5	5	5	5	4	4	4	4	5	4
34	4	3	3	5	5	5	5	4	5	5	4	5	4	4	4	5	4
35	3	5	5	5	5	5	5	5	3	5	3	3	4	4	5	5	5
36	5	5	3	4	4	4	5	5	4	4	4	4	4	3	3	4	3
37	4	5	5	4	4	4	5	5	5	5	5	5	5	4	3	4	3

38	2	5	5	4	4	3	5	5	5	5	5	5	5	5	5	5	5
39	4	5	4	5	5	5	4	5	5	3	3	5	5	5	5	5	5
40	5	4	4	3	4	5	5	5	5	5	5	5	5	5	4	3	4
41	4	5	4	4	5	4	5	5	5	5	4	4	4	4	4	3	3
42	4	5	4	4	3	4	5	5	5	5	5	5	5	5	5	4	3
43	5	5	4	3	3	4	5	3	5	5	5	5	5	5	5	5	5
44	4	5	4	2	3	4	5	5	4	5	5	3	5	5	5	5	5
45	5	4	4	3	4	5	5	5	5	5	5	5	5	5	4	3	3
46	3	3	3	3	4	5	4	3	5	4	4	4	5	4	5	5	5
47	5	4	4	4	4	5	4	3	4	4	4	4	5	4	5	5	5
48	3	3	3	3	4	5	5	5	5	5	4	3	5	4	3	3	5
49	4	5	4	4	4	5	5	5	5	5	4	2	5	4	5	5	4
50	2	4	3	3	3	4	5	4	2	3	5	4	4	4	5	3	3
51	5	4	4	5	4	5	5	5	4	3	5	4	3	5	4	3	3
52	5	4	4	3	4	5	5	5	4	3	4	4	5	4	4	4	4
53	5	4	3	3	4	3	4	5	5	5	5	5	5	5	5	3	3
54	5	4	2	3	4	5	5	4	5	5	5	5	5	5	5	4	4
55	5	5	4	5	4	5	5	4	4	5	5	5	3	5	5	4	4
56	4	3	5	4	5	4	4	5	4	5	5	5	5	4	4	4	4
57	4	3	4	4	5	4	4	3	4	5	5	5	5	5	5	5	5
58	5	5	5	5	5	4	3	3	4	3	3	5	5	5	5	5	5
59	5	5	5	5	5	4	5	3	4	5	5	4	5	5	3	3	5
60	3	5	4	4	4	4	4	3	4	4	2	3	5	5	5	5	3
61	3	3	4	4	4	3	4	3	3	4	5	4	4	3	4	4	4
62	2	3	4	4	3	3	4	4	4	4	5	4	5	4	5	5	5
63	2	4	4	4	2	3	4	3	3	4	2	3	4	4	5	5	5
64	5	5	5	5	5	4	4	4	4	4	4	5	5	4	3	5	5
65	3	5	5	5	5	5	3	4	5	5	3	3	5	5	5	4	3
66	5	4	4	3	4	4	5	4	5	5	5	5	4	5	4	4	4
67	5	4	3	4	4	4	5	4	5	5	5	5	5	5	4	5	5
68	2	3	3	4	4	3	5	4	3	3	5	5	5	4	2	5	5
69	4	5	5	4	4	2	3	4	5	5	4	5	5	5	5	3	3
70	3	3	3	3	3	3	4	4	3	4	4	4	4	4	3	3	4
71	3	3	3	3	3	3	4	4	4	4	4	4	3	3	5	4	4
72	4	5	4	4	4	5	4	4	4	4	5	5	4	3	5	4	4
73	3	3	3	3	3	5	4	4	3	4	5	5	5	5	5	4	3
74	3	4	5	4	4	4	5	5	5	4	5	5	5	5	5	4	2
75	5	5	5	5	5	5	3	3	3	3	5	4	5	5	5	4	3
76	3	4	4	5	3	3	5	3	3	3	3	3	5	5	4	4	4
77	3	3	4	4	4	4	4	3	5	4	4	4	4	3	5	5	5
78	5	4	5	5	5	5	5	5	3	3	3	3	5	4	5	5	5

79	3	4	5	5	5	5	5	5	4	5	4	4	4	3	3	3	5
80	3	3	2	3	3	3	4	4	4	3	4	4	4	3	3	4	4
81	5	5	4	4	4	4	5	3	3	3	4	4	4	5	4	5	5
82	4	3	5	5	5	5	4	3	2	3	4	4	4	3	4	5	5
83	5	4	5	5	5	5	5	5	2	4	4	4	3	3	4	3	3
84	4	3	3	3	5	5	5	5	5	2	5	4	5	3	4	5	5
85	4	3	4	4	4	4	4	5	4	3	3	4	4	4	5	3	4
86	4	5	4	4	5	4	5	5	5	5	4	5	5	4	4	3	3
87	3	5	4	4	3	4	5	5	5	5	5	4	3	5	2	5	4
88	4	5	4	3	3	4	4	3	5	5	5	5	4	4	4	3	3
89	5	5	4	2	3	4	5	5	4	5	5	4	3	5	5	4	5
90	5	4	3	3	4	3	5	5	4	5	5	5	5	4	5	4	4
91	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
92	5	4	4	5	4	5	5	5	5	4	4	4	5	4	5	5	4
93	5	4	4	3	4	5	5	5	5	5	5	2	4	4	3	3	4
94	5	4	3	3	4	3	5	5	5	5	4	4	5	3	3	3	3
95	5	4	2	3	4	5	5	4	5	5	5	5	4	5	4	4	4
96	4	4	4	5	4	3	4	5	5	4	3	3	4	3	3	3	3
97	5	2	3	4	4	5	4	4	4	4	2	3	4	4	5	4	4
98	4	4	3	4	4	4	4	5	4	3	2	4	4	5	5	5	5
99	5	5	4	4	3	4	5	5	3	4	3	4	4	5	3	3	3
100	2	3	3	2	3	2	2	2	4	4	3	3	4	3	5	2	2

Responden	Pertanyaan 18-32														
	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
1	3	3	3	3	3	4	3	3	3	3	3	4	3	3	3
2	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5
3	3	3	2	4	4	5	5	5	5	5	5	3	3	4	3
4	4	3	3	4	3	3	3	4	3	3	3	3	3	2	3
5	5	4	3	4	4	4	4	4	4	4	4	4	3	4	4
6	5	5	5	4	4	4	4	4	4	4	4	4	5	5	4
7	5	5	5	4	4	3	4	4	4	3	3	3	3	3	5
8	5	5	4	5	5	5	4	4	4	5	5	5	5	5	5
9	2	2	2	3	3	2	3	3	3	3	2	2	2	2	4
10	4	5	4	4	4	3	4	4	5	5	5	4	5	4	5
11	3	2	2	4	3	2	3	2	3	3	2	3	2	2	4
12	4	3	3	4	4	4	5	4	4	3	4	4	4	4	4
13	4	3	3	4	4	3	4	4	4	4	4	4	4	4	4
14	5	4	4	5	5	2	4	5	5	4	5	5	5	4	4
15	3	3	3	5	4	5	5	5	5	5	5	4	3	2	5
16	4	4	3	5	4	2	2	4	3	4	3	3	3	4	4
17	5	5	4	5	5	5	4	4	4	4	4	4	4	5	3
18	5	5	5	5	4	3	2	5	4	5	5	5	5	3	3
19	5	5	5	5	5	4	4	4	3	3	3	4	3	4	4
20	4	4	4	5	5	3	4	4	5	4	5	4	5	5	5
21	5	5	5	4	5	5	5	2	3	5	4	3	5	5	4
22	5	5	3	4	4	3	4	4	4	4	5	4	5	5	5
23	3	3	4	4	5	4	5	5	4	3	4	4	5	5	5
24	5	5	5	4	4	3	4	3	4	4	5	5	4	5	5
25	5	5	4	3	4	5	5	5	5	5	5	5	5	3	4
26	5	5	4	5	4	4	4	3	5	5	5	3	4	4	4
27	4	3	2	4	4	4	5	5	5	5	5	5	4	4	4
28	5	4	4	5	4	5	5	5	3	3	5	5	4	4	3
29	4	3	4	4	5	5	4	4	5	5	4	4	5	5	5
30	5	5	4	3	4	3	4	4	4	4	3	5	4	5	4
31	4	5	4	5	5	5	5	4	5	5	4	4	5	5	5
32	4	3	4	5	5	5	5	5	5	5	5	2	2	2	5
33	3	3	4	5	3	5	5	5	5	5	5	4	4	5	5
34	2	3	4	5	5	4	5	5	4	5	5	4	3	2	5
35	5	3	3	5	3	4	4	5	5	4	4	4	4	5	4
36	5	4	3	4	4	5	4	4	5	4	5	5	5	5	4
37	4	4	4	4	3	5	4	4	3	4	5	5	5	5	5
38	5	5	3	4	3	5	4	3	3	4	3	3	5	5	5
39	5	5	4	4	4	5	4	2	3	4	5	5	4	5	5

40	3	4	4	5	5	5	5	5	4	3	3	4	4	3	4
41	4	3	5	4	3	4	4	4	4	3	4	5	4	3	4
42	4	3	4	4	4	5	5	5	5	4	3	5	5	5	4
43	5	5	5	5	4	5	5	5	5	4	3	5	5	5	4
44	5	5	5	5	4	3	3	5	5	3	4	5	5	4	5
45	3	5	5	5	5	5	5	5	5	4	5	5	5	5	5
46	5	4	4	5	5	4	4	4	4	3	3	3	3	3	3
47	5	5	4	4	4	4	5	5	5	4	3	4	3	5	4
48	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3
49	5	5	5	5	5	5	3	5	5	5	5	5	5	4	5
50	3	4	3	5	5	4	4	3	4	3	3	3	2	4	2
51	4	4	4	4	4	3	3	4	5	4	4	4	4	4	3
52	4	5	5	5	5	4	3	3	2	2	4	3	5	5	4
53	4	5	5	5	5	5	5	4	3	3	4	4	5	5	5
54	4	3	3	5	5	5	5	4	3	3	4	4	5	5	5
55	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5
56	4	3	3	3	3	3	3	4	4	4	3	5	4	4	4
57	5	4	3	5	4	4	4	4	5	5	4	5	5	5	5
58	5	5	5	3	3	3	3	4	5	5	5	5	5	5	5
59	5	5	5	4	5	4	4	4	5	5	5	5	5	3	3
60	3	3	3	5	5	3	3	4	3	3	3	3	2	3	5
61	3	2	4	4	5	4	4	5	4	5	5	5	5	4	4
62	3	3	4	3	5	4	4	3	4	5	5	5	5	5	4
63	4	3	4	4	5	4	3	3	4	3	3	5	5	5	4
64	5	5	4	4	5	4	2	3	4	5	5	4	5	5	4
65	3	4	4	4	4	3	3	4	4	3	5	4	4	3	5
66	4	4	3	3	3	4	4	5	3	3	5	4	5	5	5
67	5	5	4	3	3	3	4	4	4	4	3	4	5	5	5
68	5	5	5	5	5	4	5	5	5	5	3	4	3	3	5
69	5	5	5	5	3	4	5	5	5	5	3	4	5	5	4
70	3	3	3	4	3	3	3	4	3	3	4	3	4	3	3
71	5	4	5	5	5	5	4	3	4	4	5	3	3	5	5
72	3	4	5	5	5	5	5	3	3	4	4	4	4	4	3
73	3	4	3	3	5	5	5	5	4	5	5	5	5	5	4
74	3	4	5	5	4	5	5	3	4	5	5	5	5	4	3
75	4	5	5	5	5	5	4	3	5	2	5	5	5	5	4
76	4	3	3	5	4	4	5	4	5	5	5	5	4	4	4
77	5	4	3	5	4	4	3	4	5	5	5	5	5	5	2
78	5	5	5	5	4	3	3	4	3	3	5	5	5	4	4
79	5	5	5	5	4	2	3	4	5	5	4	5	5	5	5
80	4	4	4	4	4	3	3	4	4	3	3	4	4	4	3

JAWABAN KUISIONER VARIABEL X2 (GAYA HIDUP)						
Responden	Pernyataan 33-38					
	33	34	35	36	37	38
1	4	4	3	4	5	5
2	3	4	5	4	4	5
3	4	5	4	3	3	5
4	5	5	4	4	4	3
5	3	5	3	4	3	4
6	3	4	5	4	3	3
7	4	3	4	4	5	4
8	4	4	4	3	5	5
9	4	4	4	4	4	4
10	5	5	5	5	5	5
11	4	4	4	5	4	4
12	4	4	4	5	4	4
13	4	4	5	4	3	3
14	4	4	4	4	4	4
15	5	3	4	3	4	4
16	4	3	4	5	4	4
17	4	4	3	4	4	3
18	4	4	4	3	4	4
19	3	4	4	4	4	4
20	5	3	4	5	3	4
21	4	4	4	4	4	4
22	4	5	4	4	4	4
23	4	4	5	4	3	4
24	4	3	5	5	4	4
25	4	5	5	3	4	4
26	4	4	4	5	3	3
27	4	4	4	4	5	4
28	4	4	5	4	4	4
29	4	5	4	4	4	5
30	5	4	4	4	4	4
31	5	4	4	5	5	5
32	5	4	5	4	4	3
33	4	4	4	4	4	5
34	4	4	4	4	5	5
35	4	3	5	4	5	4
36	4	3	4	4	3	3
37	4	4	4	5	4	4

38	4	4	4	4	3	4
39	5	4	3	4	4	4
40	4	4	4	4	4	5
41	5	5	5	5	5	5
42	4	4	5	4	4	3
43	4	3	3	3	5	4
44	4	4	4	4	4	5
45	5	4	5	5	5	5
46	3	3	3	3	4	4
47	3	3	3	4	4	4
48	5	5	5	4	4	5
49	4	4	4	5	4	5
50	4	3	3	4	3	4
51	5	5	5	4	4	5
52	5	5	5	5	4	4
53	5	4	4	5	5	5
54	3	3	2	3	4	4
55	3	3	2	3	4	4
56	5	5	5	5	4	4
57	4	4	4	3	4	4
58	4	4	4	4	4	4
59	4	4	4	4	4	4
60	4	4	4	4	4	5
61	4	4	4	4	4	4
62	4	4	4	5	5	5
63	4	4	5	4	3	3
64	5	4	4	4	4	5
65	4	4	4	4	4	4
66	4	4	4	4	4	5
67	4	3	4	4	3	3
68	4	3	4	4	3	3
69	4	5	3	3	4	4
70	5	4	4	5	5	4
71	4	4	4	5	4	5
72	4	3	3	4	3	4
73	5	5	5	4	4	5
74	5	5	5	5	5	4
75	5	5	5	5	5	5
76	4	3	2	3	4	4
77	4	3	2	3	4	4
78	5	3	2	2	4	4

79	4	3	4	4	4	5
80	4	4	4	3	4	5
81	4	4	4	5	4	3
82	5	5	5	5	5	4
83	4	4	4	4	5	4
84	4	5	5	4	4	5
85	5	4	4	4	3	4
86	5	4	4	5	2	5
87	5	4	3	4	4	5
88	4	4	5	3	4	4
89	4	4	5	4	5	4

90	5	5	5	5	5	5
91	4	5	5	4	4	4
92	3	5	5	4	4	4
93	4	5	5	4	5	4
94	4	4	4	5	4	5
95	4	3	4	4	5	5
96	5	5	5	5	4	4
97	5	4	5	4	4	3
98	4	4	4	5	4	5
99	4	4	5	4	4	4
100	5	5	5	4	5	4

JAWABAN KUISIONER VARIABEL Y (KEPUTUSAN PEMBELIAN)								
Responden	Pertanyaan 39-46							
	39	40	41	42	43	44	45	46
1	4	3	3	3	3	3	3	3
2	5	5	5	5	5	5	5	5
3	3	4	3	4	3	4	3	3
4	4	5	3	4	4	4	4	3
5	4	5	4	5	4	5	5	5
6	5	4	5	5	5	5	5	5
7	3	4	4	4	4	3	4	5
8	4	4	4	2	4	4	4	5
9	3	3	3	3	3	3	3	3
10	4	4	5	3	5	4	5	4
11	4	3	3	3	4	4	4	5
12	4	5	4	4	4	4	5	5
13	4	4	3	4	4	4	4	4
14	4	5	4	4	4	4	5	5
15	4	4	4	5	5	4	5	5
16	5	4	4	5	4	5	5	5
17	5	4	4	3	4	5	5	5
18	5	4	3	3	4	3	3	5
19	5	4	2	3	4	5	5	4
20	4	4	3	4	4	4	4	3
21	4	4	4	4	3	3	4	4
22	5	5	5	5	4	3	5	3
23	5	5	5	5	5	5	3	3
24	3	3	5	5	5	5	4	4
25	5	5	5	5	5	3	3	3
26	4	3	5	4	4	5	4	5
27	4	3	4	4	4	3	4	5
28	5	5	5	5	3	3	4	3
29	5	5	5	5	2	3	4	5
30	3	4	5	4	4	3	4	5
31	4	4	4	4	4	3	3	5
32	3	5	5	5	5	4	3	5
33	3	5	5	5	5	5	5	5
34	4	3	3	5	5	5	5	4
35	4	3	5	2	3	4	4	3
36	5	5	3	4	4	4	5	5
37	4	5	5	4	4	4	5	5

38	2	5	5	4	4	3	5	5
39	4	5	4	5	5	5	4	5
40	5	4	4	3	4	5	5	5
41	4	5	4	4	5	4	5	5
42	4	5	4	4	3	4	5	5
43	5	5	4	3	3	4	3	3
44	4	5	4	2	3	4	5	5
45	5	4	4	3	4	5	5	5
46	3	3	3	3	4	5	4	3
47	5	4	4	4	4	5	4	3
48	3	3	3	3	4	5	5	5
49	4	5	4	4	4	5	5	5
50	3	4	2	4	3	3	4	3
51	5	4	4	5	4	5	5	5
52	5	4	4	3	4	5	5	5
53	5	4	3	3	4	3	3	5
54	5	4	2	3	4	5	5	4
55	4	3	3	2	3	3	3	3
56	4	3	5	4	5	4	4	5
57	4	3	4	4	5	4	4	3
58	5	5	5	5	5	4	3	3
59	5	5	5	5	5	4	2	3
60	3	4	2	2	4	4	3	3
61	3	3	4	4	4	3	4	3
62	2	3	4	4	3	3	4	4
63	2	4	4	4	2	3	4	3
64	5	5	5	5	5	4	4	4
65	4	3	4	4	4	3	4	3
66	5	4	4	3	4	4	5	4
67	5	4	3	4	4	4	3	4
68	2	3	3	4	4	3	3	4
69	4	5	5	4	4	2	3	4
70	5	5	4	3	5	4	4	5
71	3	3	3	3	3	3	4	4
72	4	5	4	4	4	5	4	4
73	3	3	3	3	3	5	4	4
74	3	4	5	4	4	4	5	5
75	5	5	5	5	5	5	3	3
76	3	4	4	5	3	3	3	3
77	3	3	4	4	4	4	4	3
78	5	4	5	5	5	5	5	5

79	3	4	5	5	5	5	5	5
80	3	4	3	4	4	4	4	4
81	5	5	4	4	4	4	3	3
82	4	3	5	5	5	5	4	3
83	5	4	5	5	5	5	5	5
84	4	3	3	3	5	5	5	5
85	4	4	5	4	4	4	4	5
86	4	5	4	4	5	4	5	5
87	3	5	4	4	3	4	5	5
88	4	5	4	3	3	4	3	3
89	5	5	4	2	3	4	5	5

90	5	4	3	3	4	3	5	5
91	4	5	3	4	5	4	4	4
92	5	4	4	5	4	5	5	5
93	5	4	4	3	4	5	5	5
94	5	4	3	3	4	3	3	5
95	5	4	2	3	4	5	5	4
96	4	4	4	5	4	3	4	5
97	5	2	3	4	4	5	4	4
98	4	4	3	4	4	4	4	5
99	5	5	4	4	3	4	5	5
100	3	3	2	2	3	3	3	3

Lampiran 4. Hasil Jawaban Responden SUASANA TOKO (X1)

butir1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	24	24,0	24,0	30,0
Valid 4	30	30,0	30,0	60,0
5	40	40,0	40,0	100,0
Total	100	100,0	100,0	

butir2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	22	22,0	22,0	23,0
Valid 4	38	38,0	38,0	61,0
5	39	39,0	39,0	100,0
Total	100	100,0	100,0	

butir3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	23	23,0	23,0	28,0
Valid 4	44	44,0	44,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

butir4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	28	28,0	28,0	33,0
Valid 4	37	37,0	37,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

butir5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	20	20,0	20,0	23,0
Valid 4	52	52,0	52,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

butir6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	26	26,0	26,0	29,0
Valid 4	35	35,0	35,0	64,0
5	36	36,0	36,0	100,0
Total	100	100,0	100,0	

butir7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	7	7,0	7,0	8,0
Valid 4	36	36,0	36,0	44,0
5	56	56,0	56,0	100,0
Total	100	100,0	100,0	

butir8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	24	24,0	24,0	25,0
Valid 4	27	27,0	27,0	52,0
5	48	48,0	48,0	100,0
Total	100	100,0	100,0	

butir9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	15	15,0	15,0	19,0
Valid 4	36	36,0	36,0	55,0
5	45	45,0	45,0	100,0
Total	100	100,0	100,0	

butir10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	19	19,0	19,0	20,0
Valid 4	31	31,0	31,0	51,0
5	49	49,0	49,0	100,0
Total	100	100,0	100,0	

butir11

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	18	18,0	18,0	24,0
Valid 4	34	34,0	34,0	58,0
5	42	42,0	42,0	100,0
Total	100	100,0	100,0	

butir12

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	20	20,0	20,0	25,0
Valid 4	40	40,0	40,0	65,0
5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

butir13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	13	13,0	13,0	13,0
Valid 4	35	35,0	35,0	48,0
Valid 5	52	52,0	52,0	100,0
Total	100	100,0	100,0	

butir14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
Valid 3	22	22,0	22,0	24,0
Valid 4	40	40,0	40,0	64,0
Valid 5	36	36,0	36,0	100,0
Total	100	100,0	100,0	

butir15

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3,0	3,0	3,0
Valid 3	19	19,0	19,0	22,0
Valid 4	34	34,0	34,0	56,0
Valid 5	44	44,0	44,0	100,0
Total	100	100,0	100,0	

butir16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
Valid 3	25	25,0	25,0	27,0
Valid 4	33	33,0	33,0	60,0
Valid 5	40	40,0	40,0	100,0
Total	100	100,0	100,0	

butir17

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	24	24,0	24,0	27,0
Valid 4	37	37,0	37,0	64,0
5	36	36,0	36,0	100,0
Total	100	100,0	100,0	

butir18

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	20	20,0	20,0	23,0
Valid 4	36	36,0	36,0	59,0
5	41	41,0	41,0	100,0
Total	100	100,0	100,0	

butir19

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	29	29,0	29,0	32,0
Valid 4	26	26,0	26,0	58,0
5	42	42,0	42,0	100,0
Total	100	100,0	100,0	

butir20

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	25	25,0	25,0	29,0
Valid 4	40	40,0	40,0	69,0
5	31	31,0	31,0	100,0
Total	100	100,0	100,0	

butir21

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	12	12,0	12,0	12,0
Valid 4	37	37,0	37,0	49,0
Valid 5	51	51,0	51,0	100,0
Total	100	100,0	100,0	

butir22

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	20	20,0	20,0	20,0
Valid 4	41	41,0	41,0	61,0
Valid 5	39	39,0	39,0	100,0
Total	100	100,0	100,0	

butir23

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6,0	6,0	6,0
Valid 3	23	23,0	23,0	29,0
Valid 4	36	36,0	36,0	65,0
Valid 5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

butir24

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3,0	3,0	3,0
Valid 3	25	25,0	25,0	28,0
Valid 4	38	38,0	38,0	66,0
Valid 5	34	34,0	34,0	100,0
Total	100	100,0	100,0	

butir25

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	20	20,0	20,0	24,0
Valid 4	44	44,0	44,0	68,0
5	32	32,0	32,0	100,0
Total	100	100,0	100,0	

butir26

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	25	25,0	25,0	26,0
Valid 4	35	35,0	35,0	61,0
5	39	39,0	39,0	100,0
Total	100	100,0	100,0	

butir27

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	26	26,0	26,0	30,0
Valid 4	37	37,0	37,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

butir28

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	26	26,0	26,0	28,0
Valid 4	23	23,0	23,0	51,0
5	49	49,0	49,0	100,0
Total	100	100,0	100,0	

butir29

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	18	18,0	18,0	21,0
Valid 4	38	38,0	38,0	59,0
5	41	41,0	41,0	100,0
Total	100	100,0	100,0	

butir30

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	13	13,0	13,0	20,0
Valid 4	27	27,0	27,0	47,0
5	53	53,0	53,0	100,0
Total	100	100,0	100,0	

butir31

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	16	16,0	16,0	23,0
Valid 4	29	29,0	29,0	52,0
5	48	48,0	48,0	100,0
Total	100	100,0	100,0	

butir32

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	15	15,0	15,0	17,0
Valid 4	38	38,0	38,0	55,0
5	45	45,0	45,0	100,0
Total	100	100,0	100,0	

Total

	Frequency	Percent	Valid Percent	Cumulative Percent
	84	1	1,0	1,0
	92	1	1,0	2,0
	102	1	1,0	3,0
	103	1	1,0	4,0
	108	1	1,0	5,0
	110	1	1,0	6,0
	113	2	2,0	8,0
	118	2	2,0	10,0
	120	1	1,0	11,0
	124	1	1,0	12,0
	125	3	3,0	15,0
	126	4	4,0	19,0
	128	5	5,0	24,0
	129	2	2,0	26,0
	130	6	6,0	32,0
Valid	131	3	3,0	35,0
	132	5	5,0	40,0
	133	6	6,0	46,0
	134	5	5,0	51,0
	135	3	3,0	54,0
	136	4	4,0	58,0
	137	7	7,0	65,0
	138	7	7,0	72,0
	139	7	7,0	79,0
	140	5	5,0	84,0
	141	4	4,0	88,0
	142	4	4,0	92,0
	143	3	3,0	95,0
	147	3	3,0	98,0
	150	2	2,0	100,0
Total	100	100,0	100,0	

GAYA HIDUP (X2)

butir1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	9	9,0	9,0	9,0
4	62	62,0	62,0	71,0
5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

butir2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	21	21,0	21,0	21,0
4	55	55,0	55,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

butir3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5,0	5,0	5,0
3	11	11,0	11,0	16,0
4	51	51,0	51,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

butir4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	15	15,0	15,0	16,0
4	57	57,0	57,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

butir5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	15	15,0	15,0	16,0
Valid 4	61	61,0	61,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

butir6

	Frequency	Percent	Valid Percent	Cumulative Percent
3	13	13,0	13,0	13,0
Valid 4	54	54,0	54,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

Total

	Frequency	Percent	Valid Percent	Cumulative Percent
19	2	2,0	2,0	2,0
20	4	4,0	4,0	6,0
21	6	6,0	6,0	12,0
22	4	4,0	4,0	16,0
23	9	9,0	9,0	25,0
Valid 24	19	19,0	19,0	44,0
25	27	27,0	27,0	71,0
26	9	9,0	9,0	80,0
27	4	4,0	4,0	84,0
28	9	9,0	9,0	93,0
29	3	3,0	3,0	96,0
30	4	4,0	4,0	100,0
Total	100	100,0	100,0	

Keputusan Pembelian (Y)**butir1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	21	21,0	21,0	25,0
Valid 4	37	37,0	37,0	62,0
5	38	38,0	38,0	100,0
Total	100	100,0	100,0	

butir2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	23	23,0	23,0	24,0
Valid 4	41	41,0	41,0	65,0
5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

butir3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	25	25,0	25,0	31,0
Valid 4	41	41,0	41,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

butir4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	25	25,0	25,0	32,0
Valid 4	41	41,0	41,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

butir5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	20	20,0	20,0	22,0
Valid 4	52	52,0	52,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

butir6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	27	27,0	27,0	28,0
Valid 4	39	39,0	39,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

butir7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	22	22,0	22,0	23,0
Valid 4	37	37,0	37,0	60,0
5	40	40,0	40,0	100,0
Total	100	100,0	100,0	

butir8

	Frequency	Percent	Valid Percent	Cumulative Percent
3	29	29,0	29,0	29,0
Valid 4	20	20,0	20,0	49,0
5	51	51,0	51,0	100,0
Total	100	100,0	100,0	

Total

	Frequency	Percent	Valid Percent	Cumulative Percent
22	1	1,0	1,0	1,0
24	2	2,0	2,0	3,0
25	2	2,0	2,0	5,0
26	4	4,0	4,0	9,0
27	2	2,0	2,0	11,0
28	5	5,0	5,0	16,0
29	3	3,0	3,0	19,0
30	8	8,0	8,0	27,0
31	11	11,0	11,0	38,0
Valid 32	8	8,0	8,0	46,0
33	9	9,0	9,0	55,0
34	13	13,0	13,0	68,0
35	13	13,0	13,0	81,0
36	7	7,0	7,0	88,0
37	7	7,0	7,0	95,0
38	1	1,0	1,0	96,0
39	3	3,0	3,0	99,0
40	1	1,0	1,0	100,0
Total	100	100,0	100,0	

butir12	Pearson Correla tion	,247*	,395**	,192	,020	,051	,141	,212*	,192	-,033	,016	,255*	,314**
	Sig. (2- tailed)	,013	,000	,055	,845	,617	,162	,034	,055	,747	,872	,010	,001
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir13	Pearson Correla tion	1	,160	,161	,146	,095	,104	,113	,030	,016	-,046	,110	,064
	Sig. (2- tailed)		,112	,110	,148	,348	,305	,261	,769	,873	,650	,278	,524
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir14	Pearson Correla tion	,160	1	,339**	,072	-,023	,066	,113	,003	,038	,085	,205*	,231*
	Sig. (2- tailed)	,112		,001	,478	,817	,512	,262	,977	,710	,400	,040	,021
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir15	Pearson Correla tion	,161	,339**	1	,320**	,124	,115	,074	,047	,147	,070	,366**	,118
	Sig. (2- tailed)	,110	,001		,001	,219	,256	,465	,641	,144	,490	,000	,240
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir16	Pearson Correla tion	,146	,072	,320**	1	,576**	,342**	,146	,003	,132	,030	,130	-,019
	Sig. (2- tailed)	,148	,478	,001		,000	,001	,147	,976	,192	,765	,196	,854
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir17	Pearson Correla tion	,095	-,023	,124	,576**	1	,563**	,333**	,141	-,023	,014	-,065	-,073
	Sig. (2- tailed)	,348	,817	,219	,000		,000	,001	,162	,821	,893	,519	,472
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir18	Pearson Correla tion	,104	,066	,115	,342**	,563**	1	,641**	,341**	,157	,002	,026	-,105

butir25	Pearson Correla tion	,059	,114	,090	,051	,054	,020	-,017	,073	,043	,085	,134	,330**
	Sig. (2- tailed)	,559	,257	,375	,614	,594	,842	,866	,472	,672	,398	,184	,001
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir26	Pearson Correla tion	,006	,103	,025	,126	,105	,178	,110	,162	,077	,127	,122	,257**
	Sig. (2- tailed)	,956	,306	,805	,213	,297	,077	,275	,106	,449	,207	,227	,010
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir27	Pearson Correla tion	,088	,030	,071	,260**	,165	,194	,128	,041	,090	,081	,217*	,247*
	Sig. (2- tailed)	,383	,766	,483	,009	,102	,053	,204	,689	,373	,426	,030	,013
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir28	Pearson Correla tion	,041	,127	,058	,078	-,015	,055	,045	,124	,123	,277**	,297**	,166
	Sig. (2- tailed)	,684	,209	,564	,439	,881	,584	,654	,219	,222	,005	,003	,100
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir29	Pearson Correla tion	,161	,110	,126	,102	,143	,295**	,224*	,262**	,059	,078	,174	,122
	Sig. (2- tailed)	,110	,277	,212	,313	,156	,003	,025	,008	,559	,442	,083	,226
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir30	Pearson Correla tion	,195	,231*	,140	,052	,119	,281**	,332**	,322**	,013	,145	,225*	,130
	Sig. (2- tailed)	,052	,021	,164	,605	,237	,005	,001	,001	,895	,151	,025	,198
	N	100	100	100	100	100	100	100	100	100	100	100	100
butir31	Pearson Correla tion	,045	,240*	,246*	,263**	,200*	,370**	,336**	,167	,015	,094	,305**	,182

butir3	Pearson Correlation	,104	,336**	1	,529**	,315**	,063	,093	,158	,592**
	Sig. (2-tailed)	,304	,001		,000	,001	,537	,359	,116	,000
	N	100	100	100	100	100	100	100	100	100
butir4	Pearson Correlation	,053	,277**	,529**	1	,418**	,134	,041	,034	,565**
	Sig. (2-tailed)	,597	,005	,000		,000	,184	,683	,734	,000
	N	100	100	100	100	100	100	100	100	100
butir5	Pearson Correlation	,234*	,101	,315**	,418**	1	,425**	,131	,197*	,616**
	Sig. (2-tailed)	,019	,317	,001	,000		,000	,193	,049	,000
	N	100	100	100	100	100	100	100	100	100
butir6	Pearson Correlation	,300**	,010	,063	,134	,425**	1	,461**	,218*	,570**
	Sig. (2-tailed)	,002	,924	,537	,184	,000		,000	,029	,000
	N	100	100	100	100	100	100	100	100	100
butir7	Pearson Correlation	,125	,103	,093	,041	,131	,461**	1	,572**	,558**
	Sig. (2-tailed)	,216	,308	,359	,683	,193	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100
butir8	Pearson Correlation	,134	,174	,158	,034	,197*	,218*	,572**	1	,558**
	Sig. (2-tailed)	,183	,083	,116	,734	,049	,029	,000		,000
	N	100	100	100	100	100	100	100	100	100
Total	Pearson Correlation	,507**	,516**	,592**	,565**	,616**	,570**	,558**	,558**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).										
*. Correlation is significant at the 0.05 level (2-tailed).										

Hasil Uji Reliabilitas SUASANA TOKO

Reliability Statistics

Cronbach's Alpha	N of Items
,840	32

GAYA HIDUP

Reliability Statistics

Cronbach's Alpha	N of Items
,664	6

KEPUTUSAN PEMBELIAN

Reliability Statistics

Cronbach's Alpha	N of Items
,685	8

Lampiran 6. Hasil Uji Persyaratan Analisis Data

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		suasanatokoX1	gayahidupX2	keputusanpembelian Y
N		100	100	100
Normal Parameters ^{a,b}	Mean	132,32	247,10	324,20
	Std. Deviation	11,032	24,712	37,123
	Absolute	,158	,163	,115
Most Extreme Differences	Positive	,117	,163	,059
	Negative	-,158	-,137	-,115
Kolmogorov-Smirnov Z		1,577	1,633	1,148
Asymp. Sig. (2-tailed)		,014	,010	,143

a. Test distribution is Normal.

b. Calculated from data.

Uji Linieritas keputusanpembelianY * suasanatokoX1

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
keputusanpe mbelianY * suasanatoko X1	Between Groups	(Combined)	70627,429	29	2435,429	2,591	,001
		Linearity	30579,120	1	30579,120	32,527	,000
		Deviation from Linearity	40048,308	28	1430,297	1,521	,081
Within Groups			65808,571	70	940,122		
Total			136436,000	99			

keputusanpembelianY * gayahidupX2

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
keputusanpe mbelianY * gayahidupX2	Between Groups	(Combined)	16175,522	11	1470,502	1,076	,390
		Linearity	3438,342	1	3438,342	2,516	,116
		Deviation from Linearity	12737,180	10	1273,718	,932	,508
Within Groups			120260,478	88	1366,596		
Total			136436,000	99			

Uji Homogenitas

ONEWAY keputusanpembelianY BY suasanaatokoX1
 /STATISTICS HOMOGENEITY
 /MISSING ANALYSIS

Test of Homogeneity of Variances

keputusanpembelianY			
Levene Statistic	df1	df2	Sig.
1,035	21	70	,436

ONEWAY keputusanpembelianY BY gayahidupX2
 /STATISTICS HOMOGENEITY
 /MISSING ANALYSIS

Test of Homogeneity of Variances

keputusanpembelianY			
Levene Statistic	df1	df2	Sig.
,923	11	88	,523

Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
	(Constant)	44,103	51,914				,850	,398
1	suasanaatokoX1	1,617	,295	,481	5,482	,000	,998	1,002
	gayahidupX2	,268	,132	,178	2,032	,045	,998	1,002

a. Dependent Variable: keputusanpembelianY

Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,506 ^a	,256	,240	32,354	1,913

a. Predictors: (Constant), gayahidupX2, suasanaatokoX1

b. Dependent Variable: keputusanpembelianY

Lampiran 7. Hasil Uji Analisis Data Hasil Uji Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	44,103	51,914		,850	,398
suasanatokoX1	1,617	,295	,481	5,482	,000
gayahidupX2	,268	,132	,178	2,032	,045

a. Dependent Variable: keputusanpembelianY

Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,506 ^a	,256	,240	32,354	1,913

a. Predictors: (Constant), gayahidupX2, suasanatokoX1

b. Dependent Variable: keputusanpembelianY

Hasil Pengujian Hipotesis Hasil Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	44,103	51,914		,850	,398
suasanatokoX1	1,617	,295	,481	5,482	,000
gayahidupX2	,268	,132	,178	2,032	,045

a. Dependent Variable: keputusanpembelianY

Hasil Uji F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	34900,138	2	17450,069	16,671	,000 ^b
Residual	101535,862	97	1046,761		
Total	136436,000	99			

a. Dependent Variable: keputusanpembelianY

b. Predictors: (Constant), gayahidupX2, suasanatokoX1

Lampiran 8.

DISTRIBUSI NILAI r_{tabel} SIGNIFIKANSI 5% dan 1%

N	The Level of		N	The Level of Significance	
	5	1		5	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210
28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128
32	0.349	0.449	500	0.088	0.115
33	0.344	0.442	600	0.080	0.105
34	0.339	0.436	700	0.074	0.097
35	0.334	0.430	800	0.070	0.091
36	0.329	0.424	900	0.065	0.086
37	0.325	0.418	1000	0.062	0.081

Lampiran 9. Tabel durbin watson

n	k=1		k=2		k=3		k=4		k=5	
	dL	dU	dL	dU	dL	dU	dL	dU	dL	dU
71	1.5865	1.6435	1.5577	1.6733	1.5284	1.7041	1.4987	1.7358	1.4685	1.7685
72	1.5895	1.6457	1.5611	1.6751	1.5323	1.7054	1.5029	1.7366	1.4732	1.7688
73	1.5924	1.6479	1.5645	1.6768	1.5360	1.7067	1.5071	1.7375	1.4778	1.7691
74	1.5953	1.6500	1.5677	1.6785	1.5397	1.7079	1.5112	1.7383	1.4822	1.7694
75	1.5981	1.6521	1.5709	1.6802	1.5432	1.7092	1.5151	1.7390	1.4866	1.7698
76	1.6009	1.6541	1.5740	1.6819	1.5467	1.7104	1.5190	1.7399	1.4909	1.7701
77	1.6036	1.6561	1.5771	1.6835	1.5502	1.7117	1.5228	1.7407	1.4950	1.7704
78	1.6063	1.6581	1.5801	1.6851	1.5535	1.7129	1.5265	1.7415	1.4991	1.7708
79	1.6089	1.6601	1.5830	1.6867	1.5568	1.7141	1.5302	1.7423	1.5031	1.7712
80	1.6114	1.6620	1.5859	1.6882	1.5600	1.7153	1.5337	1.7430	1.5070	1.7716
81	1.6139	1.6639	1.5888	1.6898	1.5632	1.7164	1.5372	1.7438	1.5109	1.7720
82	1.6164	1.6657	1.5915	1.6913	1.5663	1.7176	1.5406	1.7446	1.5146	1.7724
83	1.6188	1.6675	1.5942	1.6928	1.5693	1.7187	1.5440	1.7454	1.5183	1.7728
84	1.6212	1.6693	1.5969	1.6942	1.5723	1.7199	1.5472	1.7462	1.5219	1.7732
85	1.6235	1.6711	1.5995	1.6957	1.5752	1.7210	1.5505	1.7470	1.5254	1.7736
86	1.6258	1.6728	1.6021	1.6971	1.5780	1.7221	1.5536	1.7478	1.5289	1.7740
87	1.6280	1.6745	1.6046	1.6985	1.5808	1.7232	1.5567	1.7485	1.5322	1.7745
88	1.6302	1.6762	1.6071	1.6999	1.5836	1.7243	1.5597	1.7493	1.5356	1.7749
89	1.6324	1.6778	1.6095	1.7013	1.5863	1.7254	1.5627	1.7501	1.5388	1.7754
90	1.6345	1.6794	1.6119	1.7026	1.5889	1.7264	1.5656	1.7508	1.5420	1.7758
91	1.6366	1.6810	1.6143	1.7040	1.5915	1.7275	1.5685	1.7516	1.5452	1.7763
92	1.6387	1.6826	1.6166	1.7053	1.5941	1.7285	1.5713	1.7523	1.5482	1.7767
93	1.6407	1.6841	1.6188	1.7066	1.5966	1.7295	1.5741	1.7531	1.5513	1.7772
94	1.6427	1.6857	1.6211	1.7078	1.5991	1.7306	1.5768	1.7538	1.5542	1.7776
95	1.6447	1.6872	1.6233	1.7091	1.6015	1.7316	1.5795	1.7546	1.5572	1.7781
96	1.6466	1.6887	1.6254	1.7103	1.6039	1.7326	1.5821	1.7553	1.5600	1.7785
97	1.6485	1.6901	1.6275	1.7116	1.6063	1.7335	1.5847	1.7560	1.5628	1.7790
98	1.6504	1.6916	1.6296	1.7128	1.6086	1.7345	1.5872	1.7567	1.5656	1.7795
99	1.6522	1.6930	1.6317	1.7140	1.6108	1.7355	1.5897	1.7575	1.5683	1.7799
100	1.6540	1.6944	1.6337	1.7152	1.6131	1.7364	1.5922	1.7582	1.5710	1.7804
101	1.6558	1.6958	1.6357	1.7163	1.6153	1.7374	1.5946	1.7589	1.5736	1.7809
102	1.6576	1.6971	1.6376	1.7175	1.6174	1.7383	1.5969	1.7596	1.5762	1.7813
103	1.6593	1.6985	1.6396	1.7186	1.6196	1.7392	1.5993	1.7603	1.5788	1.7818
104	1.6610	1.6998	1.6415	1.7198	1.6217	1.7402	1.6016	1.7610	1.5813	1.7823
105	1.6627	1.7011	1.6433	1.7209	1.6237	1.7411	1.6038	1.7617	1.5837	1.7827
106	1.6644	1.7024	1.6452	1.7220	1.6258	1.7420	1.6061	1.7624	1.5861	1.7832
107	1.6660	1.7037	1.6470	1.7231	1.6277	1.7428	1.6083	1.7631	1.5885	1.7837
108	1.6676	1.7050	1.6488	1.7241	1.6297	1.7437	1.6104	1.7637	1.5909	1.7841
109	1.6692	1.7062	1.6505	1.7252	1.6317	1.7446	1.6125	1.7644	1.5932	1.7846
110	1.6708	1.7074	1.6523	1.7262	1.6336	1.7455	1.6146	1.7651	1.5955	1.7851
111	1.6723	1.7086	1.6540	1.7273	1.6355	1.7463	1.6167	1.7657	1.5977	1.7855
112	1.6738	1.7098	1.6557	1.7283	1.6373	1.7472	1.6187	1.7664	1.5999	1.7860
113	1.6753	1.7110	1.6574	1.7293	1.6391	1.7480	1.6207	1.7670	1.6021	1.7864
114	1.6768	1.7122	1.6590	1.7303	1.6410	1.7488	1.6227	1.7677	1.6042	1.7869
115	1.6783	1.7133	1.6606	1.7313	1.6427	1.7496	1.6246	1.7683	1.6063	1.7874
116	1.6797	1.7145	1.6622	1.7323	1.6445	1.7504	1.6265	1.7690	1.6084	1.7878
117	1.6812	1.7156	1.6638	1.7332	1.6462	1.7512	1.6284	1.7696	1.6105	1.7883
118	1.6826	1.7167	1.6653	1.7342	1.6479	1.7520	1.6303	1.7702	1.6125	1.7887
119	1.6839	1.7178	1.6669	1.7352	1.6496	1.7528	1.6321	1.7709	1.6145	1.7892
120	1.6853	1.7189	1.6684	1.7361	1.6513	1.7536	1.6339	1.7715	1.6164	1.7896
121	1.6867	1.7200	1.6699	1.7370	1.6529	1.7544	1.6357	1.7721	1.6184	1.7901
122	1.6880	1.7210	1.6714	1.7379	1.6545	1.7552	1.6375	1.7727	1.6203	1.7905
123	1.6893	1.7221	1.6728	1.7388	1.6561	1.7559	1.6392	1.7733	1.6222	1.7910
124	1.6906	1.7231	1.6743	1.7397	1.6577	1.7567	1.6409	1.7739	1.6240	1.7914
125	1.6919	1.7241	1.6757	1.7406	1.6592	1.7574	1.6426	1.7745	1.6258	1.7919
126	1.6932	1.7252	1.6771	1.7415	1.6608	1.7582	1.6443	1.7751	1.6276	1.7923
127	1.6944	1.7261	1.6785	1.7424	1.6623	1.7589	1.6460	1.7757	1.6294	1.7928
128	1.6957	1.7271	1.6798	1.7432	1.6638	1.7596	1.6476	1.7763	1.6312	1.7932
129	1.6969	1.7281	1.6812	1.7441	1.6653	1.7603	1.6492	1.7769	1.6329	1.7937
130	1.6981	1.7291	1.6825	1.7449	1.6667	1.7610	1.6508	1.7774	1.6346	1.7941
131	1.6993	1.7301	1.6838	1.7458	1.6682	1.7617	1.6523	1.7780	1.6363	1.7945
132	1.7005	1.7310	1.6851	1.7466	1.6696	1.7624	1.6539	1.7786	1.6380	1.7950
133	1.7017	1.7319	1.6864	1.7474	1.6710	1.7631	1.6554	1.7791	1.6397	1.7954
134	1.7028	1.7329	1.6877	1.7482	1.6724	1.7638	1.6569	1.7797	1.6413	1.7958
135	1.7040	1.7338	1.6889	1.7490	1.6738	1.7645	1.6584	1.7802	1.6429	1.7962
136	1.7051	1.7347	1.6902	1.7498	1.6751	1.7652	1.6599	1.7808	1.6445	1.7967

Lampiran 10.

Titik Persentase Distribusi t

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	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
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

Catatan: Probabilita yang lebih kecil yang ditunjukkan pada judul tiap kolom adalah luas daerah dalam satu ujung, sedangkan probabilitas yang lebih besar adalah luas daerah dalam kedua ujung



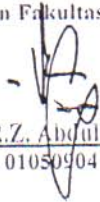
SURAT KEPUTUSAN
REKTOR IBI DARMAJAYA
NOMOR : SK.0034/DMJ/DFBE/BAAK/I-17

Tentang
Dosen Pembimbing Skripsi
Program Studi S1 Manajemen

REKTOR IBI DARMAJAYA

- Memperhatikan : 1. Bahwa dalam rangka usaha peningkatan mutu dan peranan IBI Darmajaya dalam melaksanakan Pendidikan Nasional perlu ditingkatkan kemampuan mahasiswa dalam Skripsi.
2. Laporan dan usulan Ketua Program Studi S1 Manajemen.
- Menimbang : 1. Bahwa untuk mengefektifkan tenaga pengajar dalam Skripsi mahasiswa perlu ditetapkan Dosen Pembimbing Skripsi.
2. Bahwa untuk maksud tersebut dipandang perlu menerbitkan Surat Keputusan Rektor.
- Mengingat : 1. UU No.20 Tahun 2003 Tentang Sistem Pendidikan Nasional.
2. Peraturan Pemerintah No.60 Tahun 2010 tentang Pendidikan Sekolah Tinggi
3. Surat Keputusan Menteri Pendidikan Nasional Republik Indonesia No.165/D/0/2008 tertanggal 20 Agustus 2008 tentang Perubahan Status STMIK-STIE Darmajaya menjadi Informatics and Business Institute (IBI) Darmajaya
4. STATUTA IBI Darmajaya
5. Surat Ketua Yayasan Pendidikan Alfian Husin No. IM.003/YP-AH/X-08 tentang Persetujuan Perubahan Struktur Organisasi
6. Surat Keputusan Rektor 0383/DMJ/REK/X-08 tentang Struktur Organisasi.
- Menetapkan
Pertama : Mengangkat nama-nama seperti tersebut dalam lampiran Surat Keputusan ini sebagai Dosen Pembimbing Skripsi mahasiswa Program Studi S1 Manajemen.
Kedua : Pembimbing Skripsi berkewajiban melaksanakan tugasnya sesuai dengan jadwal yang telah ditetapkan.
Ketiga : Pembimbing Skripsi yang ditunjuk akan diberikan honorarium ya besarnya sesuai dengan ketentuan peraturan dan norma pengabdian dan honorarium IBI Darmajaya.
Keempat : Surat Keputusan ini berlaku sejak tanggal ditetapkan dan apabila dikemudian hari terdapat kekeliruan dalam keputusan ini, maka keputusan ini akan ditinjau kembali.

Ditetapkan di : Bandar Lampung
Pada tanggal : 30 Januari 2017
a.n. Rektor IBI Darmajaya,
Dekan Fakultas Bisnis & Ekonomi


Dr. R.Z. Abdul Aziz, M.T.
NIK. 01050904

- Tembusan :
1. Kabiro, SDM
 2. Ketua Jurusan S1 Manajemen
 3. Yang bersangkutan
 4. Arsip

Lampiran : Surat Keputusan Rektor IBI Darmajaya
 Nomor : SK.0034/DMJ/DFBE/BAAK/I-17
 Tanggal : 30 Januari 2017
 Perihal : Pembimbing Penulisan Skripsi
 Program Studi Strata Satu (S1) Manajemen

JUDUL SKRIPSI dan DOSEN PEMBIMBING
 Informatics & Business Institute Darmajaya

NO	NAMA	NPM	JUDUL PROPOSAL SKRIPSI	PEMBIMBING
11	Novika Ardila Putri	1212110296	Pengaruh suasana toko dan persepsi harga terhadap keputusan pembelian (Pada Distro Three Secound Bandar Lampung	Herlina, S.E., M.M
12	Fitriani	1212110303	Analisis produk dan promosi terhadap Loyalitas merek Motor Honda pada PT. Lampung Motor Bukit Kemuning	
13	Yassy Besty .A	1312110059	Pengaruh Strategi Pemasaran terhadap keputusan pembelian Jasa Abih Decoration di Bandar Lampung	
14	Lidia Puspa	1312110181	Penciptaan Loyalitas Wisatawan melalui Culture, History, dan Nature dalam pembentukan Destination Branding Pantai Sari Ringgung sebagai Destinari Wisata unggulan di Lampung	
15	Andri Kurniawan	1012110183	Pengaruh Brand Image dan persepsi kualitas terhadap keputusan pembelian pada ARL Cabang Sudirman Lampung	
16	Vina Ananta	1312110241	Analisis pengaruh harga dan pengetahuan produk konsumen terhadap keputusan pembelian Smartphon Xiaomi	Herlina, S.E., M.M
17	Shinta Ria Astriyani	1312110268	Pengaruh Lifestyle dan Word of Mouth terhadap keputusan pembelian pada Klinik Kecantikan Puspita Bandar Lampung	
18	Artika Ayu .F	1112110096	Pengaruh suasana Toko dan Gaya Hidup terhadap keputusan pembelian pada Café Wiseman Pahoman Bandar Lampung	



Sebelum menjawab surat ini sebutlah tanggal dan nomor

Bandar Lampung, 22 Desember 2016

Nomor : Penelitian.027/DMJ/DEKAN/BAAK/XII-16
Lampiran : -
Perihal : Permohonan Izin Penelitian

Kepada Yth,
Cafe Wiseman Pahoman Bandar Lampung

Jl. Way Rarem, Pahoman, Teluk Betung Utara, Kota Bandar Lampung 35226

Dengan hormat,

Berdasarkan dengan peraturan Akademik Informatics & Business Institute Darmajaya bahwa mahasiswa/i Strata Satu (S1) yang akan menyelesaikan studinya diwajibkan untuk memiliki pengalaman kerja dengan melaksanakan Penelitian dan membuat laporan yang waktunya sesuai dengan kalender Informatic & Business Institute (IBI) Darmajaya.

Untuk itu kami mohon kerja sama Bapak/Ibu agar kiranya dapat menerima mahasiswa/i untuk melakukan Penelitian, yang pelaksanaannya dimulai dari tanggal 02 Januari 2017 sampai 02 Maret 2017 (selama dua bulan).

Apun mahasiswa/i tersebut adalah :

Nama : Artika Ayu Febrianti
NPM : 1112110096
Jurusan : S1 Manajemen
Jenjang : Strata Satu (S1)

Demikian permohonan ini dibuat, atas perhatian dan kerjasama yang baik kami ucapkan terima kasih.



Abdul Aziz., M.T

01050904

Disusun:

1. Jurusan S1 Manajemen
2. Arsip.



BIRO ADMINISTRASI AKADEMIK KEMAHASISWAAN (BAAK)

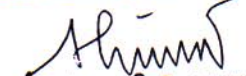
FORM KONSULTASI/BIMBINGAN SKRIPSI/TUGAS AKHIR

N A M A : Artika Ayu Febranti
 N P M : 1112110096
 PEMBIMBING I : Herlina S.E, M.M
 PEMBIMBING II :
 JUDUL LAPORAN : Pengaruh Suasana Toko dan Gaya Hidup Terhadap k
Pembelian Pada Cafe Wiseman Patoman Bandar I
 TANGGAL SK : s.d (6+2 bulan)

No	HARI/TANGGAL	HASIL KONSULTASI	PA
1	Jumat 13 Januari 2017	perbaikan dari seminar proposal	/
2	Jumat 20 Januari 2017	perbaiki masalah, kerangka pikir, Hipotesis, Bab III	/
3	Rabu 25 Januari 2017	perbaiki masalah dan prosedur pengujian	/
4	Kamis 26 Januari 2017	ACC Bab I, Bab II, Bab III	/
5	Jumat 27 Januari 2017	ACC kuesioner	/
6	Senin 28 April 2017	perbaikan bab IV	/
7	Selasa 2 Mei 2017	ACC Bab IV	/
8	Rabu 17 Mei 2017	ACC Bab V	/
9			
10			

*) Coret yang tidak perlu

Bandar Lampung,
 Ketua Jurusan


 (Aswin, S.E, M.M)
 NIK. 10190605

