



## PENGANTAR KUISIONER



Kepada :

Yth. Bapak/Saudara

Pelanggan sangkar burung perkutut di desa Dawuhan Mangli

**Dengan hormat,**

Dengan segala kerendahan hati saya sampaikan kuisisioner ini ke hadapan Bapak/Ibu disertai dengan permohonan maaf karena kehadiran kuisisioner ini akan mengganggu waktu luang dan istirahat Bapak/Saudara

Adapun tujuan penyebaran kuisisioner ini hanya diperlukan untuk mengumpulkan data dan informasi dalam penulisan skripsi yang berjudul **“ANALISIS PERSEPSI KUALITAS PRODUK, HARGA, PROMOSI, DAN LOKASI TERHADAP KEPUTUSAN PEMBELIAN SANGKAT BURUNG PERKUTUT (STUDI DI DESA INDUSTRI DESA DAWUHAN MANGLI SUKOWONO JEMBER) ”**.

Peran serta dan sumbang saran Bapak/Saudara sekalian sangat berarti dalam penyusunan penelitian ini, atas perhatian dan bantuan yang diberikan, saya ucapkan terimakasih.

**Hormat Kami,**

**Aenur Rofi.**



**LAMPIRAN 2:**  
**Petunjuk Pengisian**  
**Kuisisioner Penelitian**





**LAMPIRAN 3:**  
**Kuisisioner Penelitian**

**Daftar Pernyataan Tentang Pengaruh Kualitas Produk Harga Promosi Dan Lokasi Terhadap Minat Konsumen Membeli Sangkar Burung Perkutut Kasaran Di Desa Dawuhan Mangli Sukowono Jember.**

**A. Variabel Kualitas Produk**

NO.	PERTANYAAN	KETERANGAN PENILAIAN				
		STS	TS	RG	S	SS
1	Bentuk sangkar burung perkutut kasaran yang di produksi Desa Dawuhan Mangli bernilai seni tinggi					
2	Kinerja pengrajin sangkar burung perkutut kasaran di Desa Dawuhan Mangli sangat baik					
3	Sangkar yang di hasilkan tahan lama sehingga sangat efisien					

**B. Variabel Harga**

NO.	PERTANYAAN	KETERANGAN PENILAIAN				
		STS	TS	RG	S	SS
1	Harga yang di tawarkan sesuai dengan hasil produk yang sangat baik.					
2	Harga lebih murah dari pada di daerah lain					

3	Harga murah barang sempurna					
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### C. Variabel Promosi

NO.	PERTANYAAN	KETERANGAN PENILAIAN				
		STS	TS	RG	S	SS
1	informasi penjualan sangatlah gampang di temukan di media sosial					
2	Promosinya sangatlah menarik					
3	Promosinya selalu mengikuti zaman					

### D. Variabel Lokasi

NO.	PERTANYAAN	KETERANGAN PENILAIAN				
		STS	TS	RG	S	SS
1	Sangatlah mudah menuju lokasi industri sangkar burung perkutut Dawuhan Mangli					
2	Akses jalan ke lokasi sanagatlah nyaman					
3	Aruas jalanan menuju lokasi selalu lancar					

### E.Keputusan Pembelian

NO.	PERTANYAAN	KETERANGAN PENILAIAN				
		STS	TS	RG	S	SS
1	Memilih sangkar burung perkutut kasar di desa Dawuhan Mangli karena kebutuhan					
2	Memilih sangkar burung perkutut kasar di desa Dawuhan Mangli karena ingin mencoba produknya					
3	Memilih sangkar burung perkutut kasar di desa Dawuhan Mangli karena terbiasa menggunakan					





**LAMPIRAN 4:**  
**Rekapitulasi Kuisisioner**

no	Kualitas produk				Harga				Promosi				Lokasi				Keputusan pembelian			
	X 1. 1	X 1. 2	X 1. 3	X 1	X 2. 1	X 2. 2	X 2. 3	X 2	X 3. 1	X 3. 2	X 3. 3	X 3	X 4. 1	X 4. 2	X 4. 3	X 4	Y 1. 1	Y 1. 2	Y 1. 3	Y
1. 1	5	5	5	1 5	5	5	5	1 5	5	5	5	1 5	5	5	5	1 5	5	5	5	1 5
2. 2	4	4	5	1 3	4	4	5	1 3	4	3	5	1 2	4	4	4	1 2	4	4	4	1 2
3. 3	5	4	4	1 3	5	4	4	1 3	5	4	4	1 3	4	5	4	1 3	4	5	4	1 3
4. 4	4	3	5	1 2	4	3	5	1 2	4	4	4	1 2	4	4	4	1 2	4	4	4	1 2
5. 5	3	3	4	1 0	3	3	4	1 0	4	3	4	1 1	4	5	4	1 3	4	5	4	1 3
6. 6	4	4	5	1 3	4	4	5	1 3	4	4	5	1 3	5	4	5	1 4	5	4	5	1 4
7. 7	4	5	3	1 2	4	5	3	1 2	3	3	4	1 0	4	4	4	1 2	4	4	4	1 2
8. 8	4	5	4	1 3	4	5	4	1 3	4	4	4	1 2	4	4	4	1 2	4	4	4	1 2
9. 9	4	5	5	1 4	4	5	5	1 4	4	5	5	1 4	4	5	5	1 4	4	5	5	1 4
10. 1 0	4	4	5	1 3	4	4	5	1 3	4	4	5	1 3	4	5	4	1 3	4	5	4	1 3
11. 1 1	5	5	5	1 5	5	5	5	1 5	5	5	5	1 5	5	5	5	1 5	5	5	5	1 5
12. 1 2	4	3	3	1 0	4	3	3	1 0	3	3	4	1 0	4	4	4	1 2	4	4	4	1 2
13. 1 3	4	4	4	1 2	4	4	4	1 2	4	4	4	1 2	5	5	4	1 4	5	5	4	1 4

<b>14.1</b> <b>4</b>	4	4	5	1 3	4	4	5	1 3	4	4	5	1 3	4	4	4	1 2	4	4	4	1 2
<b>15.1</b> <b>5</b>	4	4	4	1 2	4	4	4	1 2	4	4	4	1 2	4	4	4	1 2	4	4	4	1 2
<b>16.1</b> <b>6</b>	4	4	5	1 3	4	4	5	1 3	4	4	5	1 3	5	4	4	1 3	4	4	5	1 3
<b>17.1</b> <b>7</b>	5	3	4	1 2	5	3	4	1 2	5	3	4	1 2	4	3	5	1 2	5	3	4	1 2
<b>18.1</b> <b>8</b>	4	4	4	1 2	4	4	4	1 2	4	4	4	1 2	4	4	4	1 2	4	4	4	1 2
<b>19.1</b> <b>9</b>	4	5	5	1 4	4	5	5	1 4	4	5	5	1 4	5	5	5	1 5	4	5	5	1 4
<b>20.</b>	5	5	5	1 5	5	5	5	1 5	5	5	5	1 5	5	5	5	1 5	5	5	5	1 5
<b>21.</b>	4	4	4	1 2	4	5	4	1 3	4	4	4	1 2	4	4	4	1 2	4	4	4	1 2
<b>22.</b>	4	4	4	1 2	5	5	5	1 5	4	4	4	1 2	4	4	4	1 2	4	4	4	1 2
<b>23.</b>	4	5	5	1 4	5	4	5	1 4	4	5	5	1 4	4	4	5	1 3	4	5	5	1 4
<b>24.</b>	4	4	5	1 3	5	5	4	1 4	4	4	5	1 3	5	5	4	1 4	4	4	5	1 3
<b>25.</b>	4	4	5	1 3	4	4	5	1 3	4	4	5	1 3	5	4	5	1 4	4	4	5	1 3
<b>26.</b>	4	4	5	1 3	5	4	4	1 3	4	4	5	1 3	4	4	4	1 2	4	4	5	1 3
<b>27.</b>	4	5	5	1 4	4	4	4	1 2	4	4	5	1 3	5	4	4	1 3	4	5	5	1 4
<b>28.</b>	4	4	4	1 2	4	5	4	1 3	4	5	4	1 3	4	5	4	1 3	4	4	4	1 2
<b>29.</b>	4	4	5	1	5	5	4	1	4	4	5	1	4	5	4	1	4	4	5	1

				3				4				3				3				3
<b>30.</b>	4	4	5	$\frac{1}{3}$	5	4	4	$\frac{1}{3}$	4	4	5	$\frac{1}{3}$	4	5	5	$\frac{1}{4}$	4	4	5	$\frac{1}{3}$
<b>31.</b>	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$
<b>32.</b>	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	5	4	$\frac{1}{3}$	4	4	4	$\frac{1}{2}$
<b>33.</b>	4	4	3	$\frac{1}{1}$	3	5	4	$\frac{1}{2}$	4	4	3	$\frac{1}{1}$	4	5	4	$\frac{1}{3}$	4	4	3	$\frac{1}{1}$
<b>34.</b>	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$
<b>35.</b>	5	5	5	$\frac{1}{5}$	4	4	5	$\frac{1}{3}$	4	3	5	$\frac{1}{2}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$
<b>36.</b>	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$
<b>37.</b>	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$
<b>38.</b>	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$
<b>39.</b>	4	4	4	$\frac{1}{2}$	5	4	4	$\frac{1}{3}$	3	3	3	9	4	5	4	$\frac{1}{3}$	4	4	4	$\frac{1}{2}$
<b>40.</b>	3	3	3	9	3	3	3	9	4	4	4	$\frac{1}{2}$	3	4	4	$\frac{1}{1}$	5	5	5	$\frac{1}{5}$
<b>41.</b>	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	3	4	$\frac{1}{1}$	4	4	4	$\frac{1}{2}$
<b>42.</b>	4	5	5	$\frac{1}{4}$	5	4	5	$\frac{1}{4}$	4	5	5	$\frac{1}{4}$	5	4	5	$\frac{1}{4}$	4	5	5	$\frac{1}{4}$
<b>43.</b>	4	4	3	$\frac{1}{1}$	3	5	3	$\frac{1}{1}$	4	4	3	$\frac{1}{1}$	3	4	4	$\frac{1}{1}$	4	4	3	$\frac{1}{1}$
<b>44.</b>	4	3	4	$\frac{1}{1}$	4	4	3	$\frac{1}{1}$	4	3	4	$\frac{1}{1}$	4	3	3	$\frac{1}{0}$	4	3	4	$\frac{1}{1}$

<b>45.</b>	4	4	4	$\frac{1}{2}$	5	5	5	$\frac{1}{5}$	4	4	4	$\frac{1}{2}$	4	3	4	$\frac{1}{1}$	4	4	4	$\frac{1}{2}$
<b>46.</b>	4	4	4	$\frac{1}{2}$	4	4	5	$\frac{1}{3}$	4	4	4	$\frac{1}{2}$	3	4	4	$\frac{1}{1}$	4	4	4	$\frac{1}{2}$
<b>47.</b>	4	4	4	$\frac{1}{2}$	5	5	5	$\frac{1}{5}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$
<b>48.</b>	4	4	4	$\frac{1}{2}$	5	5	5	$\frac{1}{5}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$
<b>49.</b>	4	5	5	$\frac{1}{4}$	5	5	4	$\frac{1}{4}$	4	5	5	$\frac{1}{4}$	4	4	5	$\frac{1}{3}$	4	5	5	$\frac{1}{4}$
<b>50.</b>	4	4	5	$\frac{1}{3}$	4	4	4	$\frac{1}{2}$	4	4	5	$\frac{1}{3}$	4	5	5	$\frac{1}{4}$	4	4	5	$\frac{1}{3}$
<b>51.</b>	4	4	5	$\frac{1}{3}$	4	4	3	$\frac{1}{1}$	4	4	5	$\frac{1}{3}$	4	4	5	$\frac{1}{3}$	4	4	5	$\frac{1}{3}$
<b>52.</b>	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	4	5	$\frac{1}{3}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$
<b>53.</b>	4	4	5	$\frac{1}{3}$	4	4	3	$\frac{1}{1}$	4	4	4	$\frac{1}{2}$	5	4	4	$\frac{1}{3}$	4	4	5	$\frac{1}{3}$
<b>54.</b>	5	4	4	$\frac{1}{3}$	4	4	5	$\frac{1}{3}$	4	4	4	$\frac{1}{2}$	5	4	4	$\frac{1}{3}$	5	4	4	$\frac{1}{3}$
<b>55.</b>	4	4	4	$\frac{1}{2}$	4	4	5	$\frac{1}{3}$	4	4	3	$\frac{1}{1}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$
<b>56.</b>	5	5	5	$\frac{1}{5}$	4	4	4	$\frac{1}{2}$	5	5	5	$\frac{1}{5}$	4	4	5	$\frac{1}{3}$	5	5	5	$\frac{1}{5}$
<b>57.</b>	4	3	4	$\frac{1}{1}$	5	4	5	$\frac{1}{4}$	4	3	5	$\frac{1}{2}$	4	5	5	$\frac{1}{4}$	4	3	4	$\frac{1}{1}$
<b>58.</b>	5	4	5	$\frac{1}{4}$	4	4	3	$\frac{1}{1}$	5	5	5	$\frac{1}{5}$	4	5	5	$\frac{1}{4}$	5	4	5	$\frac{1}{4}$
<b>59.</b>	5	5	5	$\frac{1}{5}$	5	4	5	$\frac{1}{4}$	5	5	5	$\frac{1}{5}$	4	5	4	$\frac{1}{3}$	5	5	5	$\frac{1}{5}$
<b>60.</b>	5	4	5	$\frac{1}{4}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	4	4	5	$\frac{1}{3}$	5	4	5	$\frac{1}{4}$

<b>61.</b>	5	4	5	$\frac{1}{4}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$	4	5	5	$\frac{1}{4}$	5	4	5	$\frac{1}{4}$
<b>62.</b>	5	5	4	$\frac{1}{4}$	5	4	4	$\frac{1}{3}$	5	4	4	$\frac{1}{3}$	5	5	5	$\frac{1}{5}$	5	4	5	$\frac{1}{4}$
<b>63.</b>	5	4	5	$\frac{1}{4}$	5	4	4	$\frac{1}{3}$	5	4	4	$\frac{1}{3}$	4	4	4	$\frac{1}{2}$	5	5	4	$\frac{1}{4}$
<b>64.</b>	4	4	4	$\frac{1}{2}$	5	4	4	$\frac{1}{3}$	5	4	4	$\frac{1}{3}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$
<b>65.</b>	5	5	4	$\frac{1}{4}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	5	5	4	$\frac{1}{4}$	5	5	4	$\frac{1}{4}$
<b>66.</b>	5	5	5	$\frac{1}{5}$	4	5	5	$\frac{1}{4}$	4	5	5	$\frac{1}{4}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$
<b>67.</b>	5	4	5	$\frac{1}{4}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	5	4	4	$\frac{1}{3}$	5	4	5	$\frac{1}{4}$
<b>68.</b>	5	5	5	$\frac{1}{5}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{5}$
<b>69.</b>	5	4	4	$\frac{1}{3}$	5	5	4	$\frac{1}{4}$	5	5	4	$\frac{1}{4}$	4	5	4	$\frac{1}{3}$	5	4	4	$\frac{1}{3}$
<b>70.</b>	4	4	5	$\frac{1}{3}$	4	5	4	$\frac{1}{3}$	4	5	4	$\frac{1}{3}$	5	5	5	$\frac{1}{5}$	4	4	5	$\frac{1}{3}$
<b>71.</b>	5	5	5	$\frac{1}{5}$	5	5	5	$\frac{1}{2}$	5	5	5	$\frac{1}{5}$	5	4	4	$\frac{1}{3}$	5	5	5	$\frac{1}{5}$
<b>72.</b>	5	5	4	$\frac{1}{4}$	3	4	4	$\frac{1}{2}$	3	4	4	$\frac{1}{1}$	5	5	5	$\frac{1}{5}$	5	5	4	$\frac{1}{4}$
<b>73.</b>	4	4	5	$\frac{1}{3}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	4	4	5	$\frac{1}{3}$
<b>74.</b>	4	4	5	$\frac{1}{3}$	5	5	4	$\frac{1}{2}$	5	5	4	$\frac{1}{4}$	4	4	5	$\frac{1}{3}$	4	4	5	$\frac{1}{3}$
<b>75.</b>	4	5	4	$\frac{1}{3}$	4	4	4	$\frac{1}{2}$	4	4	4	$\frac{1}{2}$	5	5	5	$\frac{1}{5}$	4	5	4	$\frac{1}{3}$



**LAMPIRAN 5:**  
**Frekuensi Pernyataan**  
**Responden**

## Frekuensi Pernyataan Responden

### 1. Kualitas Produk Frequencies

#### Statistics

		x1.1	x1.2	x1.3
N	Valid	75	75	75
	Missing	0	0	0

#### Frequency Table

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	2	2.7	2.7	2.7
	Setuju	48	64.0	64.0	66.7
	Sangat setuju	25	33.3	33.3	100.0
	Total	75	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	7	9.3	9.3	9.3
	Setuju	43	57.3	57.3	66.7
	Sangat setuju	25	33.3	33.3	100.0
	Total	75	100.0	100.0	



x1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Kurang setuju	5	6.7	6.7	6.7
Valid Setuju	29	38.7	38.7	45.3
Sangat setuju	41	54.7	54.7	100.0
Total	75	100.0	100.0	

## 2. Harga

### Frequencies



Statistics

	x2.1	x2.2	x2.3
N Valid	75	75	75
Missing	0	0	0

## Frequency Table

x2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Kurang setuju	5	6.7	6.7	6.7
Val Setuju	39	52.0	52.0	58.7
id Sangat setuju	31	41.3	41.3	100.0
Total	75	100.0	100.0	

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Kurang setuju	5	6.7	6.7	6.7
Val Setuju	41	54.7	54.7	61.3
id Sangat setuju	29	38.7	38.7	100.0
5	75	100.0	100.0	

x2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Kurang setuju	8	10.7	10.7	10.7
Val Setuju	35	46.7	46.7	57.3
id Sangat setuju	32	42.7	42.7	100.0
Total	75	100.0	100.0	

### 3. Promosi

#### Frequencies

Statistics

		x3.1	x3.2	x3.3
N	Valid	75	75	75
	Missing	0	0	0

#### Frequency Table

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	4	5.3	5.3	5.3
	Setuju	51	68.0	68.0	73.3
	Sangat setuju	20	26.7	26.7	100.0
	Total	75	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	9	12.0	12.0	12.0
	Setuju	43	57.3	57.3	69.3

Sangat setuju	23	30.7	30.7	100.0
Total	75	100.0	100.0	

## x3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Kurang setuju	4	5.3	5.3	5.3
Valid Setuju	36	48.0	48.0	53.3
Sangat setuju	35	46.7	46.7	100.0
Total	75	100.0	100.0	

#### 4. Lokasi Frequencies

## Statistics

		X4.1	X4.2	X4.3
N	Valid	75	75	75
	Missing	0	0	0

## Frequency Table

**X4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Kurang setuju	3	4.0	4.0	4.0
Val Setuju	45	60.0	60.0	64.0
id Sangat setuju	27	36.0	36.0	100.0
Total	75	100.0	100.0	

**X4.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Kurang setuju	4	5.3	5.3	5.3
Val Setuju	37	49.3	49.3	54.7
id Sangat setuju	34	45.3	45.3	100.0
Total	75	100.0	100.0	

**X4.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Kurang setuju	1	1.3	1.3	1.3
Val Setuju	43	57.3	57.3	58.7
id Sangat setuju	31	41.3	41.3	100.0
Total	75	100.0	100.0	

### 5. Keputusan pembelian

#### Frequencies

Statistics

		y1	y2	y3
N	Valid	75	75	75
	Missing	0	0	0

#### Frequency Table

y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	48	64.0	64.0	64.0
	Sangat setuju	27	36.0	36.0	100.0
	Total	75	100.0	100.0	

y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	3	4.0	4.0	4.0
	Setuju	44	58.7	58.7	62.7
	Sangat setuju	28	37.3	37.3	100.0
	Total	75	100.0	100.0	

y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Kurang setuju	2	2.7	2.7	2.7
Setuju	35	46.7	46.7	49.3
Sangat setuju	38	50.7	50.7	100.0
Total	75	100.0	100.0	





**LAMPIRAN 6 :**  
**Hasil Uji Validitas**



## Uji Validitas

### 1. Kualitas Produk

#### Correlations

		x1.1	x1.2	x1.3	Kualitas Produk
x1.1	Pearson Correlation	1	.489**	.333**	.756**
	Sig. (2-tailed)		.000	.004	.000
	N	75	75	75	75
x1.2	Pearson Correlation	.489**	1	.367**	.807**
	Sig. (2-tailed)	.000		.001	.000
	N	75	75	75	75
x1.3	Pearson Correlation	.333**	.367**	1	.753**
	Sig. (2-tailed)	.004	.001		.000
	N	75	75	75	75
Kualitas Produk	Pearson Correlation	.756**	.807**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

## 2. Harga

### Correlations

		x2.1	x2.2	x2.3	Harga
x2.1	Pearson Correlation	1	.363**	.395**	.759**
	Sig. (2-tailed)		.001	.000	.000
	N	75	75	75	75
x2.2	Pearson Correlation	.363**	1	.285*	.736**
	Sig. (2-tailed)	.001		.013	.000
	N	75	75	75	75
x2.3	Pearson Correlation	.395**	.285*	1	.738**
	Sig. (2-tailed)	.000	.013		.000
	N	75	75	75	75
Harga	Pearson Correlation	.759**	.736**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

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

### 3. Promosi

#### Correlations

		x3.1	x3.2	x3.3	Promosi
x3.1	Pearson Correlation	1	.570**	.318**	.778**
	Sig. (2-tailed)		.000	.005	.000
	N	75	75	75	75
x3.2	Pearson Correlation	.570**	1	.404**	.847**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
x3.3	Pearson Correlation	.318**	.404**	1	.736**
	Sig. (2-tailed)	.005	.000		.000
	N	75	75	75	75
Promosi	Pearson Correlation	.778**	.847**	.736**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

#### 4.Lokasi

##### Correlations

		X4.1	X4.2	X4.3	Minat Konsumen
X4.1	Pearson Correlation	1	.349**	.398**	.756**
	Sig. (2-tailed)		.002	.000	.000
	N	75	75	75	75
X4.2	Pearson Correlation	.349**	1	.395**	.777**
	Sig. (2-tailed)	.002		.000	.000
	N	75	75	75	75
X4.3	Pearson Correlation	.398**	.395**	1	.764**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
LOKASI	Pearson Correlation	.756**	.777**	.764**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

## 5.Keputusan Pembelian

### Correlations

		y1	y2	y3	Minat Konsumen
y1	Pearson Correlation	1	.404**	.355**	.746**
	Sig. (2-tailed)		.000	.002	.000
	N	75	75	75	75
y2	Pearson Correlation	.404**	1	.353**	.779**
	Sig. (2-tailed)	.000		.002	.000
	N	75	75	75	75
y3	Pearson Correlation	.355**	.353**	1	.760**
	Sig. (2-tailed)	.002	.002		.000
	N	75	75	75	75
Minat Konsumen	Pearson Correlation	.746**	.779**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

**LAMPIRAN 7 :**  
**Hasil Uji Reabilitas**



## Uji Reliabilitas

### 1. Kualitas Produk

#### Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.813	4

## 2. Harga

### Reliability

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.802	4



### 3. Promosi

### Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.820	4

#### 4. Lokasi

#### Reliability

#### Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.810	4

## 5. Keputusan pembelian

### Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded <sup>a</sup>	0	.0
	Total	75	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.808	4



**LAMPIRAN 8 :**  
**Uji Regresi Linier Berganda**

## Regression

### Descriptive Statistics

	Mean	Std. Deviation	N
Minat Konsumen	13.17	1.212	75
Kualitas Produk	13.03	1.355	75
Harga	13.00	1.385	75
Promosi	12.81	1.382	75
Lokasi	13.12	1.273	75

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Promosi, Kualitas Produk, Harga <sup>b</sup>	.	Enter

a. Dependent Variable: Minat Konsumen

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,855 <sup>a</sup>	,731	,716	,64591

a. Predictors: (Constant), LOKASI, HARGA, PROMOSI, KUALITAS PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79,543	4	19,886	47,664	,000 <sup>b</sup>
	Residual	29,204	70	,417		
	Total	108,747	74			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), LOKASI, HARGA, PROMOSI, KUALITAS PRODUK





## **LAMPIRAN 9 :**

### **Uji Hipotesis**

## Hipotesis

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3,338	,917		3,640	,001
	KUALITAS PRODUK	,431	,098	,482	4,400	,000
	HARGA	,250	,067	,282	3,727	,000
	PROMOSI	,304	,082	,346	3,688	,000
	LOKASI	,271	,080	,285	3,375	,001

**Coefficients<sup>a</sup>**

Model	Collinearity Statistics		
	Tolerance	VIF	
1	(Constant)		
	KUALITAS PRODUK	,320	3,127
	HARGA	,670	1,493
	PROMOSI	,435	2,297
	LOKASI	,538	1,859

a. Dependent Variable: KEPUTUSAN PEMBELIAN



Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	KUALITAS PRODUK	HARGA	PRO MOSI
1	1	4,980	1,000	,00	,00	,00	,00
	2	,007	27,388	,01	,05	,67	,00
	3	,006	27,830	,54	,06	,01	,23
	4	,004	34,232	,36	,01	,30	,37
	5	,002	47,149	,08	,89	,01	,40

Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Variance Proportions
		LOKASI
1	1	,00
	2	,21
	3	,05
	4	,30
	5	,44

a. Dependent Variable: KEPUTUSAN PEMBELIAN

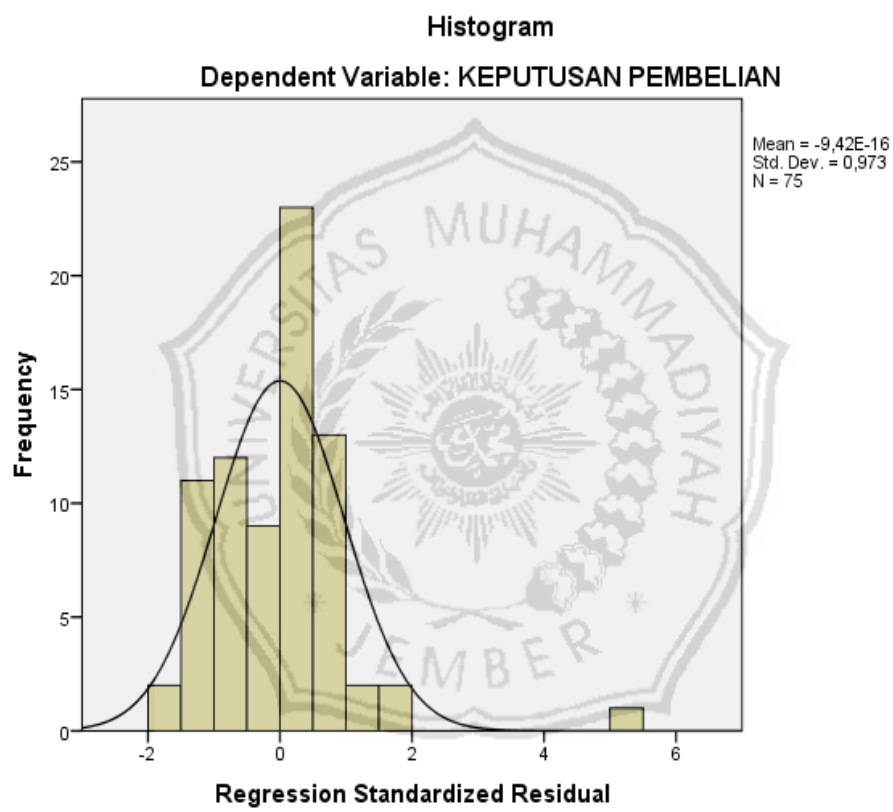
Residuals Statistics<sup>a</sup>

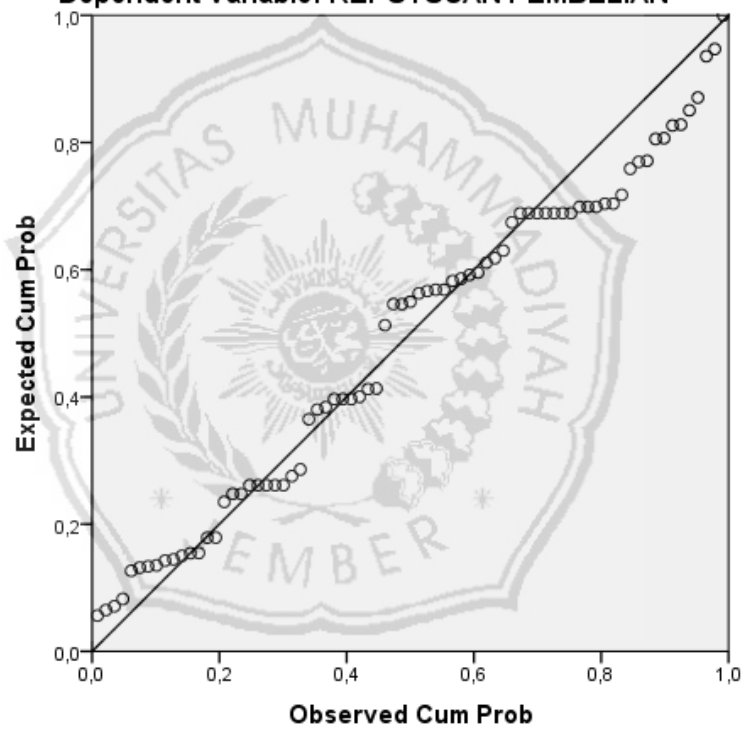
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11,3854	14,9786	13,1733	1,03677	75
Std. Predicted Value	-1,725	1,741	,000	1,000	75
Standard Error of Predicted Value	,077	,338	,158	,053	75
Adjusted Predicted Value	10,3143	15,1454	13,1527	1,07516	75
Residual	-1,02527	3,40199	,00000	,62821	75
Std. Residual	-1,587	5,267	,000	,973	75
Stud. Residual	-1,734	6,181	,015	1,066	75
Deleted Residual	-1,22341	4,68570	,02064	,76087	75
Stud. Deleted Residual	-1,760	9,106	,053	1,320	75
Mahal. Distance	,061	19,287	3,947	3,473	75
Cook's Distance	,000	2,884	,050	,332	75
Centered Leverage Value	,001	,261	,053	,047	75

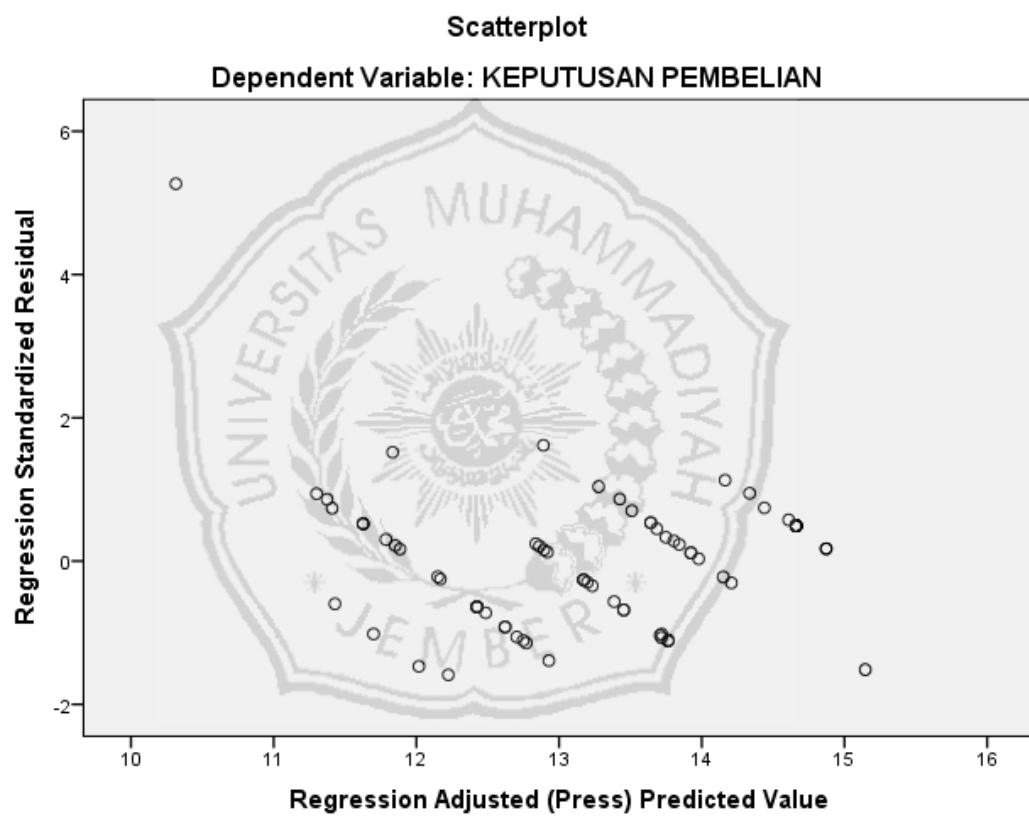
a. Dependent Variable: KEPUTUSAN PEMBELIAN



**LAMPIRAN 10:**  
**Uji Asumsi Klasik**



**Normal P-P Plot of Regression Standardized Residual****Dependent Variable: KEPUTUSAN PEMBELIAN**



**LAMPIRAN 11 :**  
**Dokumentasi Penelitian**











