

**LAMPIRAN 1**  
**KUESIONER PENELITIAN**



**PENGARUH *MARKETING MIX* TERHADAP KEPUTUSAN PEMBELIAN  
PADA WARUNG BAKSO KABUT BU JUHAIRIYAH JEMBER**

Kepada Yth.

Sdr. Pelanggan Warung Bakso Kabut Bu Juhairiyah Jember.

Di Location.

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul “Pengaruh *Marketing Mix* Terhadap Keputusan Pembelian Pada Warung Bakso Kabut Bu Juhairiyah Jember” sebagai salah satu syarat untuk memperoleh gelar Sarjana Manajemen pada Universitas Muhammadiyah Jember, maka dengan ini saya mengharapkan bantuan saudara untuk mengisi daftar pertanyaan yang saya sertakan di bawah ini.

Agar memperoleh masukan yang berarti, saya berharap kuesioner ini diisi dengan keadaan yang sebenarnya. Semua sumber dan data yang diperoleh dijamin kerahasiaannya.

Atas perhatian dan bantuannya saya mengucapkan banyak terima kasih.

**Asidiq Rahmat Bahtiar**  
**NIM 14.10.411.210**

**Petunjuk Pengisian:**

Berilah penilaian sejujurnya dalam pengisian kuesioner ini dengan mengisi jawaban dan memberikan tanda (  $\surd$  ) pada salah satu jawaban yang tersedia.

**a. Data responden**

1. Nama :

2. Umur : 20-30 ☐ 31-40 ☐  $\geq 40$  ☐

3. Jenis kelamin : ☐ Laki-laki ☐ Perempuan

4. Pekerjaan : ☐ PNS ☐ Ibu Rumah Tangga

☐ Wiraswasta ☐ Pelajar/Mahasiswa

☐ TNI/Polri ☐ Pegawai Swasta

5. Berapa kali anda membeli Bakso Kabut Bu Juhairiyah Jember : 2-3 ☐

4-5 ☐

$\geq 6$  ☐

## KUESIONER

| No | Pertanyaan                                                                                             | SS | S | R | TS | STS |
|----|--------------------------------------------------------------------------------------------------------|----|---|---|----|-----|
|    | <i>Product</i>                                                                                         |    |   |   |    |     |
| 1  | Produk bakso kabut bertekstur khas.                                                                    |    |   |   |    |     |
| 2  | Produk mempunyai rasa yang lezat.                                                                      |    |   |   |    |     |
| 3  | Produk berbahan daging sapi asli.                                                                      |    |   |   |    |     |
|    | <i>Price</i>                                                                                           |    |   |   |    |     |
| 1  | Harga murah adalah pilihan utama.                                                                      |    |   |   |    |     |
| 2  | Harga bakso kabut sesuai dengan kemampuan/daya beli pelanggan.                                         |    |   |   |    |     |
| 3  | Harga sesuai dengan varian Product.                                                                    |    |   |   |    |     |
|    | <i>Place</i>                                                                                           |    |   |   |    |     |
| 1  | Lokasi mudah di akses oleh semua jenis kendaraan.                                                      |    |   |   |    |     |
| 2  | Lokasi dekat dengan pemukiman penduduk                                                                 |    |   |   |    |     |
| 3  | Lokasi dekat dengan wisata Rembangan                                                                   |    |   |   |    |     |
|    | <i>Promotion</i>                                                                                       |    |   |   |    |     |
| 1  | Promosi bakso kabut menggunakan banner dengan kata-kata yang mudah dimengerti.                         |    |   |   |    |     |
| 2  | Promosi bakso kabut menggunakan foto Product yang sama dengan Product aslinya.                         |    |   |   |    |     |
| 3  | Promosi bakso kabut menggunakan banner dengan desain yang menarik sehingga menimbulkan daya tarik.     |    |   |   |    |     |
|    | <i>People</i>                                                                                          |    |   |   |    |     |
| 1  | Penampilan karyawan yang menarik                                                                       |    |   |   |    |     |
| 2  | Keramahan karyawan pada pelanggan                                                                      |    |   |   |    |     |
| 3  | Kualitas karyawan dalam melayani pelanggan                                                             |    |   |   |    |     |
|    | <i>Physical Evidence</i>                                                                               |    |   |   |    |     |
| 1  | Desain dan tata ruang warung makan yang menarik                                                        |    |   |   |    |     |
| 2  | Tersedia sarana Location parkir yang luas                                                              |    |   |   |    |     |
| 3  | Bersih dan rapi area lingkungan warung makan                                                           |    |   |   |    |     |
|    | <i>Process</i>                                                                                         |    |   |   |    |     |
| 1  | Proses pelayanan pesan makanan yang cepat                                                              |    |   |   |    |     |
| 2  | Proses kegiatan karyawan yang cekat dan handal                                                         |    |   |   |    |     |
| 3  | Proses pelayanan pembayaran yang cepat.                                                                |    |   |   |    |     |
|    | <i>Keputusan Pembelian</i>                                                                             |    |   |   |    |     |
| 1  | Pemilihan Product yang beragam di Bakso Kabut Bu Juhairiyah Jember                                     |    |   |   |    |     |
| 2  | Kepercayaan pelanggan karena Product Bakso Kabut Bu Juhairiyah Jember tidak menggunakan bahan pengawet |    |   |   |    |     |
| 3  | Melakukan pembelian ulang karena rasa lezat                                                            |    |   |   |    |     |

**JADWAL PENYEBARAN KUESIONER**  
**BAKSO KABUT BU JUHAIRIYAH JEMBER**

| No | Hari/Tanggal         | Jam           | Target Responden | Realisasi Responden | Keterangan                                         |
|----|----------------------|---------------|------------------|---------------------|----------------------------------------------------|
| 1  | Sabtu, 21 Juli 2018  | 15.00 - 16.30 | 20 Responden     | 20 Responden        | Realisasi responden sesuai dengan target responden |
| 2  | Minggu, 22 Juli 2018 | 10.00 - 11.30 | 20 Responden     | 20 Responden        | Realisasi responden sesuai dengan target responden |
| 3  | Senin, 23 Juli 2018  | 14.00 - 15.30 | 20 Responden     | 20 Responden        | Realisasi responden sesuai dengan target responden |
| 4  | Selasa, 24 Juli 2018 | 15.00 – 16.30 | 20 Responden     | 20 Responden        | Realisasi responden sesuai dengan target responden |

## LAMPIRAN 2

### REKAPITULASI KUESIONER

| No | Usia | Jenis Kelamin | Pekerjaan        | Frekuensi Pembelian |
|----|------|---------------|------------------|---------------------|
| 1  | b    | P             | Ibu Rumah Tangga | c                   |
| 2  | a    | L             | Wiraswasta       | a                   |
| 4  | b    | L             | Pegawai Swasta   | c                   |
| 4  | b    | P             | Ibu Rumah Tangga | b                   |
| 5  | a    | L             | Mahasiswa        | b                   |
| 6  | a    | L             | Pegawai Negeri   | c                   |
| 7  | b    | P             | Wiraswasta       | b                   |
| 8  | b    | P             | Pegawai Swasta   | a                   |
| 9  | b    | P             | Ibu Rumah Tangga | a                   |
| 10 | b    | P             | Pegawai Swasta   | a                   |
| 11 | a    | L             | Pegawai Negeri   | b                   |
| 12 | b    | P             | Wiraswasta       | c                   |
| 13 | b    | L             | TNI/Polri        | b                   |
| 14 | a    | L             | Mahasiswa        | c                   |
| 15 | b    | P             | Ibu Rumah Tangga | b                   |
| 16 | b    | P             | Ibu Rumah Tangga | a                   |
| 17 | b    | P             | Wiraswasta       | b                   |
| 18 | b    | L             | Wiraswasta       | a                   |
| 19 | b    | P             | TNI/Polri        | b                   |
| 20 | a    | P             | Pegawai Negeri   | c                   |
| 21 | b    | L             | Wiraswasta       | a                   |
| 22 | b    | L             | TNI/Polri        | c                   |
| 23 | a    | L             | Pegawai Swasta   | c                   |
| 24 | b    | P             | Ibu Rumah Tangga | c                   |
| 25 | b    | L             | Pegawai Negeri   | a                   |
| 26 | b    | P             | Pegawai Negeri   | a                   |
| 27 | a    | P             | Wiraswasta       | b                   |
| 28 | b    | P             | TNI/Polri        | b                   |
| 29 | b    | L             | Pegawai Swasta   | b                   |
| 30 | b    | L             | Pegawai Swasta   | a                   |
| 31 | a    | P             | Pegawai Swasta   | c                   |
| 32 | b    | P             | Ibu Rumah Tangga | b                   |
| 33 | b    | P             | TNI/Polri        | b                   |
| 34 | b    | P             | TNI/Polri        | c                   |
| 35 | b    | L             | Wiraswasta       | c                   |
| 36 | c    | L             | TNI/Polri        | a                   |
| 37 | a    | P             | Pegawai Negeri   | a                   |
| 38 | b    | L             | Pegawai Swasta   | c                   |
| 39 | a    | L             | Mahasiswa        | b                   |
| 40 | b    | P             | Ibu Rumah Tangga | b                   |
| 41 | a    | L             | Wiraswasta       | c                   |
| 42 | b    | P             | TNI/Polri        | a                   |
| 43 | a    | P             | Mahasiswa        | a                   |
| 44 | b    | P             | Ibu Rumah Tangga | c                   |
| 45 | b    | L             | Wiraswasta       | a                   |
| 46 | b    | P             | TNI/Polri        | a                   |

|    |   |   |                  |   |
|----|---|---|------------------|---|
| 47 | b | P | Pegawai Negeri   | c |
| 48 | b | P | Ibu Rumah Tangga | b |
| 49 | b | L | Pegawai Swasta   | a |
| 50 | b | L | Wiraswasta       | c |
| 51 | a | L | Pegawai Swasta   | c |
| 52 | b | P | Wiraswasta       | b |
| 53 | a | P | Pegawai Negeri   | c |
| 54 | b | L | Pegawai Swasta   | a |
| 55 | c | L | Wiraswasta       | b |
| 56 | b | L | Pegawai Swasta   | c |
| 57 | b | P | TNI/Polri        | b |
| 58 | b | L | Pegawai Swasta   | a |
| 59 | b | L | Pegawai Negeri   | c |
| 60 | b | P | TNI/Polri        | a |
| 61 | b | P | Ibu Rumah Tangga | a |
| 62 | b | P | Pegawai Swasta   | c |
| 63 | b | L | Pegawai Swasta   | b |
| 64 | b | P | Ibu Rumah Tangga | a |
| 65 | a | L | Mahasiswa        | c |
| 66 | b | P | TNI/Polri        | c |
| 67 | a | P | Pegawai Negeri   | a |
| 68 | b | L | Pegawai Swasta   | a |
| 69 | a | L | Wiraswasta       | c |
| 70 | a | P | Ibu Rumah Tangga | a |
| 71 | b | L | Pegawai Swasta   | c |
| 72 | c | P | TNI/Polri        | b |
| 73 | b | L | Pegawai Negeri   | a |
| 74 | b | P | Pegawai Swasta   | a |
| 75 | a | P | Pegawai Negeri   | a |
| 76 | b | L | Pegawai Swasta   | c |
| 77 | b | L | TNI/Polri        | b |
| 78 | a | P | Ibu Rumah Tangga | a |
| 79 | a | P | Mahasiswa        | c |
| 80 | b | L | Wiraswasta       | b |

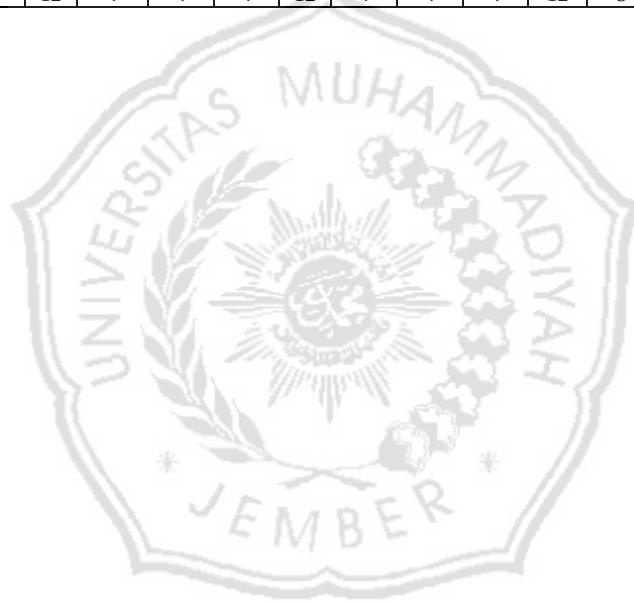
## Rekapitulasi Kuesioner

| No | X1.1 | X1.2 | X1.3 | X1 | X2.1 | X2.2 | X2.3 | X2 | X3.1 | X3.2 | X3.3 | X3 | X4.1 | X4.2 | X4.3 | X4 | X5.1 | X5.2 | X5.3 | X5 | X6.1 | X6.2 | X6.3 | X6 | X7.1 | X7.2 | X7.3 | X7 | Y.1 | Y.2 | Y.3 | Y  |
|----|------|------|------|----|------|------|------|----|------|------|------|----|------|------|------|----|------|------|------|----|------|------|------|----|------|------|------|----|-----|-----|-----|----|
| 1  | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 5    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4   | 4   | 4   | 12 |
| 2  | 5    | 5    | 4    | 14 | 4    | 5    | 4    | 13 | 4    | 5    | 5    | 14 | 4    | 5    | 5    | 14 | 4    | 5    | 4    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4   | 5   | 5   | 14 |
| 4  | 4    | 4    | 5    | 13 | 4    | 5    | 4    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 5    | 13 | 4    | 5    | 4    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 5    | 13 | 5   | 4   | 4   | 13 |
| 4  | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 5    | 4    | 5    | 14 | 5    | 4    | 5    | 14 | 4   | 4   | 4   | 12 |
| 5  | 4    | 3    | 4    | 11 | 4    | 3    | 4    | 11 | 3    | 4    | 4    | 11 | 3    | 3    | 3    | 9  | 3    | 4    | 3    | 10 | 4    | 5    | 4    | 13 | 4    | 4    | 4    | 12 | 3   | 4   | 4   | 11 |
| 6  | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 5    | 4    | 4    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 5    | 13 | 4    | 4    | 4    | 12 | 4   | 4   | 4   | 12 |
| 7  | 5    | 4    | 4    | 13 | 4    | 5    | 4    | 13 | 4    | 4    | 4    | 12 | 5    | 4    | 4    | 13 | 4    | 4    | 5    | 13 | 3    | 4    | 4    | 11 | 4    | 4    | 4    | 12 | 5   | 4   | 4   | 13 |
| 8  | 4    | 4    | 4    | 12 | 5    | 5    | 5    | 15 | 4    | 5    | 5    | 14 | 4    | 5    | 5    | 14 | 5    | 5    | 4    | 14 | 4    | 4    | 5    | 13 | 4    | 4    | 4    | 12 | 4   | 5   | 5   | 14 |
| 9  | 3    | 3    | 3    | 9  | 4    | 3    | 3    | 10 | 3    | 3    | 3    | 9  | 3    | 3    | 4    | 10 | 4    | 3    | 3    | 10 | 4    | 4    | 4    | 12 | 5    | 4    | 5    | 14 | 3   | 4   | 3   | 10 |
| 10 | 3    | 3    | 4    | 10 | 3    | 3    | 3    | 9  | 3    | 3    | 4    | 10 | 3    | 3    | 4    | 10 | 3    | 3    | 3    | 9  | 4    | 5    | 4    | 13 | 5    | 5    | 4    | 14 | 3   | 3   | 3   | 9  |
| 11 | 4    | 5    | 5    | 14 | 4    | 5    | 4    | 13 | 5    | 4    | 4    | 13 | 4    | 4    | 5    | 13 | 4    | 4    | 5    | 13 | 4    | 4    | 4    | 12 | 4    | 5    | 4    | 13 | 5   | 4   | 4   | 13 |
| 12 | 4    | 5    | 5    | 14 | 5    | 5    | 5    | 15 | 5    | 5    | 5    | 15 | 5    | 5    | 5    | 15 | 5    | 5    | 5    | 15 | 4    | 4    | 4    | 12 | 4    | 5    | 4    | 13 | 5   | 5   | 5   | 15 |
| 13 | 4    | 5    | 5    | 14 | 5    | 5    | 4    | 14 | 5    | 5    | 5    | 15 | 4    | 5    | 5    | 14 | 5    | 4    | 5    | 14 | 4    | 4    | 5    | 13 | 4    | 4    | 4    | 12 | 5   | 5   | 4   | 14 |
| 14 | 4    | 4    | 4    | 12 | 4    | 4    | 5    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 5    | 4    | 5    | 14 | 4    | 5    | 5    | 14 | 4   | 4   | 4   | 12 |
| 15 | 4    | 3    | 3    | 10 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 5    | 3    | 12 | 4    | 4    | 4    | 12 | 3    | 5    | 5    | 13 | 4   | 4   | 4   | 12 |
| 16 | 4    | 5    | 4    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4   | 4   | 4   | 12 |
| 17 | 4    | 4    | 4    | 12 | 4    | 4    | 5    | 13 | 4    | 4    | 5    | 13 | 4    | 4    | 4    | 12 | 5    | 4    | 4    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4   | 4   | 5   | 13 |
| 18 | 4    | 5    | 4    | 13 | 4    | 4    | 5    | 13 | 4    | 5    | 5    | 14 | 4    | 5    | 4    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 5   | 4   | 4   | 13 |
| 19 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 5    | 4    | 5    | 14 | 5    | 5    | 5    | 15 | 4   | 4   | 4   | 12 |
| 20 | 5    | 4    | 4    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 5    | 13 | 4    | 4    | 4    | 12 | 5    | 5    | 4    | 14 | 5    | 5    | 4    | 14 | 4   | 4   | 4   | 12 |
| 21 | 5    | 5    | 5    | 15 | 5    | 5    | 4    | 14 | 5    | 5    | 5    | 15 | 4    | 5    | 5    | 14 | 5    | 5    | 4    | 14 | 5    | 5    | 5    | 15 | 4    | 4    | 4    | 12 | 5   | 5   | 4   | 14 |
| 22 | 4    | 5    | 5    | 14 | 4    | 5    | 5    | 14 | 4    | 4    | 4    | 12 | 4    | 5    | 5    | 14 | 4    | 5    | 5    | 14 | 5    | 4    | 4    | 13 | 4    | 4    | 3    | 11 | 5   | 5   | 4   | 14 |
| 23 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 3    | 11 | 4    | 4    | 4    | 12 | 4    | 5    | 5    | 14 | 4    | 5    | 4    | 13 | 4   | 4   | 4   | 12 |
| 24 | 4    | 5    | 5    | 14 | 5    | 5    | 4    | 14 | 5    | 5    | 5    | 15 | 5    | 5    | 4    | 14 | 4    | 5    | 5    | 14 | 4    | 4    | 4    | 12 | 5    | 5    | 4    | 14 | 5   | 5   | 4   | 14 |
| 25 | 4    | 5    | 5    | 14 | 5    | 4    | 5    | 14 | 5    | 4    | 4    | 13 | 5    | 5    | 4    | 14 | 4    | 5    | 4    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 5   | 5   | 4   | 14 |
| 26 | 5    | 5    | 4    | 14 | 5    | 5    | 5    | 15 | 4    | 5    | 5    | 14 | 5    | 5    | 5    | 15 | 5    | 5    | 4    | 14 | 5    | 5    | 5    | 15 | 4    | 4    | 4    | 12 | 4   | 5   | 5   | 14 |
| 27 | 5    | 5    | 4    | 14 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 5    | 4    | 13 | 4    | 4    | 4    | 12 | 4   | 4   | 4   | 12 |
| 28 | 4    | 4    | 5    | 13 | 4    | 4    | 5    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 5    | 13 | 5    | 4    | 4    | 13 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4   | 5   | 4   | 13 |
| 29 | 5    | 5    | 5    | 15 | 5    | 5    | 5    | 15 | 5    | 5    | 5    | 15 | 5    | 5    | 5    | 15 | 5    | 5    | 5    | 15 | 3    | 4    | 4    | 11 | 4    | 4    | 5    | 13 | 5   | 5   | 5   | 15 |
| 30 | 5    | 4    | 4    | 13 | 4    | 5    | 4    | 13 | 4    | 5    | 4    | 13 | 4    | 4    | 5    | 13 | 4    | 4    | 5    | 13 | 3    | 3    | 3    | 9  | 5    | 5    | 4    | 14 | 4   | 4   | 5   | 13 |
| 31 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 4    | 4    | 5    | 13 | 4    | 4    | 5    | 13 | 4   | 4   | 4   | 12 |
| 32 | 4    | 4    | 3    | 11 | 3    | 4    | 4    | 11 | 3    | 4    | 4    | 11 | 4    | 3    | 3    | 10 | 4    | 4    | 3    | 11 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 3   | 4   | 4   | 11 |

|    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |
|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|
| 33 | 3 | 3 | 4 | 10 | 2 | 3 | 3 | 8  | 3 | 3 | 3 | 9  | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 9  | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 10 |
| 34 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 12 |
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| 37 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 |
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| 40 | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 5 | 5 | 14 | 3 | 3 | 4 | 10 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 |
| 41 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 |
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| 44 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 |
| 45 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 |
| 46 | 4 | 5 | 5 | 14 | 4 | 5 | 5 | 14 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 |
| 47 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 15 |
| 48 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 |
| 49 | 5 | 4 | 5 | 14 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 |
| 50 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 51 | 4 | 5 | 5 | 14 | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 |
| 52 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 14 | 5 | 4 | 4 | 13 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 | 5 | 4 | 5 | 14 |
| 53 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 5 | 5 | 4 | 14 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 |
| 54 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 |
| 55 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 56 | 4 | 4 | 4 | 12 | 4 | 5 | 3 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 57 | 5 | 5 | 4 | 14 | 5 | 4 | 5 | 14 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 |
| 58 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 5 | 3 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 3 | 11 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 |
| 59 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 60 | 5 | 4 | 4 | 13 | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 14 | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 |
| 61 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 62 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 15 |
| 63 | 5 | 5 | 5 | 15 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 15 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 |
| 64 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 |
| 65 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 12 |
| 66 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 12 |
| 67 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 15 | 4 | 4 | 3 | 11 | 4 | 4 | 5 | 13 |
| 68 | 4 | 5 | 5 | 14 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 14 | 4 | 4 | 5 | 13 |
| 69 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 14 | 4 | 5 | 4 | 13 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 14 | 4 | 5 | 4 | 13 | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 14 |
| 70 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 |
| 71 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 15 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 14 |
| 72 | 4 | 5 | 5 | 14 | 4 | 5 | 5 | 14 | 5 | 5 | 4 | 14 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 3 | 3 | 3 | 9  | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 |



|    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |
|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|
| 73 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 |
| 74 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 |
| 75 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 |
| 76 | 5 | 4 | 4 | 13 | 4 | 5 | 5 | 14 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 | 4 | 5 | 5 | 14 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 |
| 77 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 |
| 78 | 4 | 5 | 5 | 14 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 13 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 |
| 79 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 |
| 80 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 |



**LAMPIRAN 3**  
**FREKUENSI PERNYATAAN RESPONDEN**

**1. Usia**

| Usia  |       |           |         |               |                       |
|-------|-------|-----------|---------|---------------|-----------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
| Valid | a     | 22        | 27.5    | 27.5          | 27.5                  |
|       | b     | 55        | 68.8    | 68.8          | 96.3                  |
|       | c     | 3         | 3.8     | 3.8           | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

**2. Jenis Kelamin**

| Jenis Kelamin |       |           |         |               |                    |
|---------------|-------|-----------|---------|---------------|--------------------|
|               |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid         | L     | 37        | 46.3    | 46.3          | 46.3               |
|               | P     | 43        | 53.8    | 53.8          | 100.0              |
|               | Total | 80        | 100.0   | 100.0         |                    |

### 3. Pekerjaan

| Pekerjaan |                  |           |         |               |                    |
|-----------|------------------|-----------|---------|---------------|--------------------|
|           |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid     | Ibu Rumah Tangga | 14        | 17.5    | 17.5          | 17.5               |
|           | Mahasiswa        | 6         | 7.5     | 7.5           | 25.0               |
|           | Pegawai Negeri   | 12        | 15.0    | 15.0          | 40.0               |
|           | Pegawai Swasta   | 19        | 23.8    | 23.8          | 63.7               |
|           | TNI/Polri        | 14        | 17.5    | 17.5          | 81.3               |
|           | Wiraswasta       | 15        | 18.8    | 18.8          | 100.0              |
|           | Total            | 80        | 100.0   | 100.0         |                    |

### 4. Frekuensi Pembelian

| Frekuensi Pembelian |       |           |         |               |                    |
|---------------------|-------|-----------|---------|---------------|--------------------|
|                     |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid               | a     | 29        | 36.3    | 36.3          | 36.3               |
|                     | b     | 23        | 28.7    | 28.7          | 65.0               |
|                     | c     | 28        | 35.0    | 35.0          | 100.0              |
|                     | Total | 80        | 100.0   | 100.0         |                    |

## A. Product

**X1.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 5         | 6.3     | 6.3           | 6.3                   |
|       | 4     | 52        | 65.0    | 65.0          | 71.3                  |
|       | 5     | 23        | 28.7    | 28.7          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

**X1.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 6         | 7.5     | 7.5           | 7.5                   |
|       | 4     | 44        | 55.0    | 55.0          | 62.5                  |
|       | 5     | 30        | 37.5    | 37.5          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

**X1.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 4         | 5.0     | 5.0           | 5.0                   |
|       | 4     | 50        | 62.5    | 62.5          | 67.5                  |
|       | 5     | 26        | 32.5    | 32.5          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

## B. Price

**X2.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 2     | 1         | 1.3     | 1.3           | 1.3                   |
|       | 3     | 2         | 2.5     | 2.5           | 3.8                   |
|       | 4     | 52        | 65.0    | 65.0          | 68.8                  |
|       | 5     | 25        | 31.3    | 31.3          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

**X2.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 4         | 5.0     | 5.0           | 5.0                   |
|       | 4     | 47        | 58.8    | 58.8          | 63.7                  |
|       | 5     | 29        | 36.3    | 36.3          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

**X2.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 5         | 6.3     | 6.3           | 6.3                   |
|       | 4     | 50        | 62.5    | 62.5          | 68.8                  |
|       | 5     | 25        | 31.3    | 31.3          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

**C. Place**

**X3.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 7         | 8.8     | 8.8           | 8.8                |
|       | 4     | 49        | 61.3    | 61.3          | 70.0               |
|       | 5     | 24        | 30.0    | 30.0          | 100.0              |
|       | Total | 80        | 100.0   | 100.0         |                    |

**X3.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 3         | 3.8     | 3.8           | 3.8                |
|       | 4     | 52        | 65.0    | 65.0          | 68.8               |
|       | 5     | 25        | 31.3    | 31.3          | 100.0              |
|       | Total | 80        | 100.0   | 100.0         |                    |

**X3.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 3         | 3.8     | 3.8           | 3.8                |
|       | 4     | 51        | 63.7    | 63.7          | 67.5               |
|       | 5     | 26        | 32.5    | 32.5          | 100.0              |
|       | Total | 80        | 100.0   | 100.0         |                    |

#### **D. Promotion**

**X4.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 4         | 5.0     | 5.0           | 5.0                |
|       | 4     | 58        | 72.5    | 72.5          | 77.5               |
|       | 5     | 18        | 22.5    | 22.5          | 100.0              |
|       | Total | 80        | 100.0   | 100.0         |                    |

**X4.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 6         | 7.5     | 7.5           | 7.5                |
|       | 4     | 51        | 63.7    | 63.7          | 71.3               |
|       | 5     | 23        | 28.7    | 28.7          | 100.0              |
|       | Total | 80        | 100.0   | 100.0         |                    |

**X4.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 9         | 11.3    | 11.3          | 11.3               |
|       | 4     | 36        | 45.0    | 45.0          | 56.3               |
|       | 5     | 35        | 43.8    | 43.8          | 100.0              |
|       | Total | 80        | 100.0   | 100.0         |                    |

## E. People

**X5.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 3         | 3.8     | 3.8           | 3.8                   |
|       | 4     | 51        | 63.7    | 63.7          | 67.5                  |
|       | 5     | 26        | 32.5    | 32.5          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

**X5.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 3         | 3.8     | 3.8           | 3.8                   |
|       | 4     | 54        | 67.5    | 67.5          | 71.3                  |
|       | 5     | 23        | 28.7    | 28.7          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

**X5.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 6         | 7.5     | 7.5           | 7.5                   |
|       | 4     | 52        | 65.0    | 65.0          | 72.5                  |
|       | 5     | 22        | 27.5    | 27.5          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |



## F. Physical Evidence

**X6.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 10        | 12.5    | 12.5          | 12.5                  |
|       | 4     | 53        | 66.3    | 66.3          | 78.8                  |
|       | 5     | 17        | 21.3    | 21.3          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

**X6.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 5         | 6.3     | 6.3           | 6.3                   |
|       | 4     | 53        | 66.3    | 66.3          | 72.5                  |
|       | 5     | 22        | 27.5    | 27.5          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

**X6.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 3         | 3.8     | 3.8           | 3.8                   |
|       | 4     | 51        | 63.7    | 63.7          | 67.5                  |
|       | 5     | 26        | 32.5    | 32.5          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

### ***G. Process***

**X7.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 1         | 1.3     | 1.3           | 1.3                |
|       | 4     | 57        | 71.3    | 71.3          | 72.5               |
|       | 5     | 22        | 27.5    | 27.5          | 100.0              |
|       | Total | 80        | 100.0   | 100.0         |                    |

**X7.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 4     | 57        | 71.3    | 71.3          | 71.3               |
|       | 5     | 23        | 28.7    | 28.7          | 100.0              |
|       | Total | 80        | 100.0   | 100.0         |                    |

**X7.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 3         | 3.8     | 3.8           | 3.8                |
|       | 4     | 55        | 68.8    | 68.8          | 72.5               |
|       | 5     | 22        | 27.5    | 27.5          | 100.0              |
|       | Total | 80        | 100.0   | 100.0         |                    |

## H. Keputusan Pembelian

Y.1

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 5         | 6.3     | 6.3           | 6.3                   |
|       | 4     | 47        | 58.8    | 58.8          | 65.0                  |
|       | 5     | 28        | 35.0    | 35.0          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

Y.2

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 2         | 2.5     | 2.5           | 2.5                   |
|       | 4     | 54        | 67.5    | 67.5          | 70.0                  |
|       | 5     | 24        | 30.0    | 30.0          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

Y.3

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3     | 2         | 2.5     | 2.5           | 2.5                   |
|       | 4     | 56        | 70.0    | 70.0          | 72.5                  |
|       | 5     | 22        | 27.5    | 27.5          | 100.0                 |
|       | Total | 80        | 100.0   | 100.0         |                       |

## LAMPIRAN 4

### UJI VALIDITAS

#### A. Product

|      |                     | Correlations |        |        |        |
|------|---------------------|--------------|--------|--------|--------|
|      |                     | X1.1         | X1.2   | X1.3   | X1     |
| X1.1 | Pearson Correlation | 1            | .402** | .287*  | .690** |
|      | Sig. (2-tailed)     |              | .001   | .016   | .000   |
|      | N                   | 80           | 80     | 80     | 80     |
| X1.2 | Pearson Correlation | .402**       | 1      | .686** | .876** |
|      | Sig. (2-tailed)     | .001         |        | .000   | .000   |
|      | N                   | 80           | 80     | 80     | 80     |
| X1.3 | Pearson Correlation | .287*        | .686** | 1      | .832** |
|      | Sig. (2-tailed)     | .016         | .000   |        | .000   |
|      | N                   | 80           | 80     | 80     | 80     |
| X1   | Pearson Correlation | .690**       | .876** | .832** | 1      |
|      | Sig. (2-tailed)     | .000         | .000   | .000   |        |
|      | N                   | 80           | 80     | 80     | 80     |

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

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

## B. Price

**Correlations**

|      |                     | X2.1   | X2.2   | X2.3   | X2     |
|------|---------------------|--------|--------|--------|--------|
| X2.1 | Pearson Correlation | 1      | .363** | .304*  | .723** |
|      | Sig. (2-tailed)     |        | .002   | .011   | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X2.2 | Pearson Correlation | .363** | 1      | .407** | .782** |
|      | Sig. (2-tailed)     | .002   |        | .000   | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X2.3 | Pearson Correlation | .304*  | .407** | 1      | .764** |
|      | Sig. (2-tailed)     | .011   | .000   |        | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X2   | Pearson Correlation | .723** | .782** | .764** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|      | N                   | 80     | 80     | 80     | 80     |

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

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

## C. Location

**Correlations**

|      |                     | X3.1   | X3.2   | X3.3   | X3     |
|------|---------------------|--------|--------|--------|--------|
| X3.1 | Pearson Correlation | 1      | .456** | .265*  | .714** |
|      | Sig. (2-tailed)     |        | .000   | .027   | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X3.2 | Pearson Correlation | .456** | 1      | .597** | .868** |
|      | Sig. (2-tailed)     | .000   |        | .000   | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X3.3 | Pearson Correlation | .265*  | .597** | 1      | .792** |
|      | Sig. (2-tailed)     | .027   | .000   |        | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X3   | Pearson Correlation | .714** | .868** | .792** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|      | N                   | 80     | 80     | 80     | 80     |

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

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

#### D. Promotion

|      |                     | Correlations |        |        |        |
|------|---------------------|--------------|--------|--------|--------|
|      |                     | X4.1         | X4.2   | X4.3   | X4     |
| X4.1 | Pearson Correlation | 1            | .549** | .343** | .815** |
|      | Sig. (2-tailed)     |              | .000   | .004   | .000   |
|      | N                   | 80           | 80     | 80     | 80     |
| X4.2 | Pearson Correlation | .549**       | 1      | .361** | .795** |
|      | Sig. (2-tailed)     | .000         |        | .002   | .000   |
|      | N                   | 80           | 80     | 80     | 80     |
| X4.3 | Pearson Correlation | .343**       | .361** | 1      | .725** |
|      | Sig. (2-tailed)     | .004         | .002   |        | .000   |
|      | N                   | 80           | 80     | 80     | 80     |
| X4   | Pearson Correlation | .815**       | .795** | .725** | 1      |
|      | Sig. (2-tailed)     | .000         | .000   | .000   |        |
|      | N                   | 80           | 80     | 80     | 80     |

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

#### E. People

|      |                     | Correlations |        |        |        |
|------|---------------------|--------------|--------|--------|--------|
|      |                     | X5.1         | X5.2   | X5.3   | X5     |
| X5.1 | Pearson Correlation | 1            | .493** | .349** | .791** |
|      | Sig. (2-tailed)     |              | .000   | .003   | .000   |
|      | N                   | 80           | 80     | 80     | 80     |
| X5.2 | Pearson Correlation | .493**       | 1      | .448** | .814** |
|      | Sig. (2-tailed)     | .000         |        | .000   | .000   |
|      | N                   | 80           | 80     | 80     | 80     |
| X5.3 | Pearson Correlation | .349**       | .448** | 1      | .757** |
|      | Sig. (2-tailed)     | .003         | .000   |        | .000   |
|      | N                   | 80           | 80     | 80     | 80     |
| X5   | Pearson Correlation | .791**       | .814** | .757** | 1      |
|      | Sig. (2-tailed)     | .000         | .000   | .000   |        |
|      | N                   | 80           | 80     | 80     | 80     |

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

## F. Physical Evidence

Correlations

|      |                     | X6.1   | X6.2   | X6.3   | X6     |
|------|---------------------|--------|--------|--------|--------|
| X6.1 | Pearson Correlation | 1      | .580** | .318** | .724** |
|      | Sig. (2-tailed)     |        | .000   | .007   | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X6.2 | Pearson Correlation | .580** | 1      | .532** | .857** |
|      | Sig. (2-tailed)     | .000   |        | .000   | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X6.3 | Pearson Correlation | .318** | .532** | 1      | .826** |
|      | Sig. (2-tailed)     | .007   | .000   |        | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X6   | Pearson Correlation | .724** | .857** | .826** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|      | N                   | 80     | 80     | 80     | 80     |

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

## G. Process

Correlations

|      |                     | X7.1   | X7.2   | X7.3   | X7     |
|------|---------------------|--------|--------|--------|--------|
| X7.1 | Pearson Correlation | 1      | .372** | .277*  | .809** |
|      | Sig. (2-tailed)     |        | .002   | .020   | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X7.2 | Pearson Correlation | .372** | 1      | .543** | .814** |
|      | Sig. (2-tailed)     | .002   |        | .000   | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X7.3 | Pearson Correlation | .277*  | .543** | 1      | .796** |
|      | Sig. (2-tailed)     | .020   | .000   |        | .000   |
|      | N                   | 80     | 80     | 80     | 80     |
| X7   | Pearson Correlation | .809** | .814** | .796** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|      | N                   | 80     | 80     | 80     | 80     |

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

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

## H. Keputusan Pembelian

|     |                     | Correlations |        |        |        |
|-----|---------------------|--------------|--------|--------|--------|
|     |                     | Y.1          | Y.2    | Y.3    | Y      |
| Y.1 | Pearson Correlation | 1            | .494** | .186   | .744** |
|     | Sig. (2-tailed)     |              | .000   | .122   | .000   |
|     | N                   | 80           | 80     | 80     | 80     |
| Y.2 | Pearson Correlation | .494**       | 1      | .571** | .878** |
|     | Sig. (2-tailed)     | .000         |        | .000   | .000   |
|     | N                   | 80           | 80     | 80     | 80     |
| Y.3 | Pearson Correlation | .186         | .571** | 1      | .721** |
|     | Sig. (2-tailed)     | .122         | .000   |        | .000   |
|     | N                   | 80           | 80     | 80     | 80     |
| Y   | Pearson Correlation | .744**       | .878** | .721** | 1      |
|     | Sig. (2-tailed)     | .000         | .000   | .000   |        |
|     | N                   | 80           | 80     | 80     | 80     |

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



## LAMPIRAN 5

### Uji Reliabilitas

#### A. Product

Scale: ALL VARIABLES

| Case Processing Summary |                       |       |
|-------------------------|-----------------------|-------|
|                         |                       |       |
|                         |                       | N     |
|                         |                       | %     |
| Cases                   | Valid                 | 80    |
|                         | Excluded <sup>a</sup> | 0     |
|                         | Total                 | 80    |
|                         |                       | 100.0 |
|                         |                       | .0    |
|                         |                       | 100.0 |

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

| Reliability Statistics |                                              |            |
|------------------------|----------------------------------------------|------------|
| Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | N of Items |
| .721                   | .718                                         | 3          |

#### B. Price

Scale: ALL VARIABLES

| Case Processing Summary |                       |       |
|-------------------------|-----------------------|-------|
|                         |                       |       |
|                         |                       | N     |
|                         |                       | %     |
| Cases                   | Valid                 | 80    |
|                         | Excluded <sup>a</sup> | 0     |
|                         | Total                 | 80    |
|                         |                       | 100.0 |
|                         |                       | .0    |
|                         |                       | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha<br>Based on<br>Standardized<br>Items | N of Items |
|------------------|-------------------------------------------------------|------------|
| .726             | .726                                                  | 3          |

**C. Location****Scale: ALL VARIABLES****Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 80 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 80 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha<br>Based on<br>Standardized<br>Items | N of Items |
|------------------|-------------------------------------------------------|------------|
| .703             | .702                                                  | 3          |

#### **D. Promotion**

**Scale: ALL VARIABLES**

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 80 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 80 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha<br>Based on<br>Standardized<br>Items | N of Items |
|------------------|-------------------------------------------------------|------------|
| .780             | .783                                                  | 3          |

#### **E. People**

**Scale: ALL VARIABLES**

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 80 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 80 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha<br>Based on<br>Standardized<br>Items | N of Items |
|------------------|-------------------------------------------------------|------------|
| .792             | .794                                                  | 3          |

#### F. Physical Evidence

Scale: ALL VARIABLES

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 80 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 80 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha<br>Based on<br>Standardized<br>Items | N of Items |
|------------------|-------------------------------------------------------|------------|
| .710             | .732                                                  | 3          |

### G. Process

**Scale: ALL VARIABLES**

| Case Processing Summary     |    |       |
|-----------------------------|----|-------|
|                             | N  | %     |
| Valid                       | 80 | 100.0 |
| Cases Excluded <sup>a</sup> | 0  | .0    |
| Total                       | 80 | 100.0 |

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

| Reliability Statistics |                                              |            |
|------------------------|----------------------------------------------|------------|
| Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | N of Items |
| .761                   | .764                                         | 3          |

### H. Keputusan Pembelian

**Scale: ALL VARIABLES**

| Case Processing Summary     |    |       |
|-----------------------------|----|-------|
|                             | N  | %     |
| Valid                       | 80 | 100.0 |
| Cases Excluded <sup>a</sup> | 0  | .0    |
| Total                       | 80 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha<br>Based on<br>Standardized<br>Items | N of Items |
|------------------|-------------------------------------------------------|------------|
| .778             | .782                                                  | 3          |



## LAMPIRAN 6

### UJI REGRESI LINIER BERGANDA, UJI ASUMSI KLASIK, DAN UJI HIPOTESIS

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

| Model | Variables Entered                       | Variables Removed | Method |
|-------|-----------------------------------------|-------------------|--------|
| 1     | X7, X2, X1, X3, X5, X6, X4 <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Y

b. All requested variables entered.

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .971 <sup>a</sup> | .943     | .936              | .688                       |

a. Predictors: (Constant), X7, X2, X1, X3, X5, X6, X4

b. Dependent Variable: Y

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

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 84.686         | 7  | 12.098      | 145.461 | .000 <sup>b</sup> |
|       | Residual   | 5.157          | 72 | .083        |         |                   |
|       | Total      | 89.843         | 79 |             |         |                   |

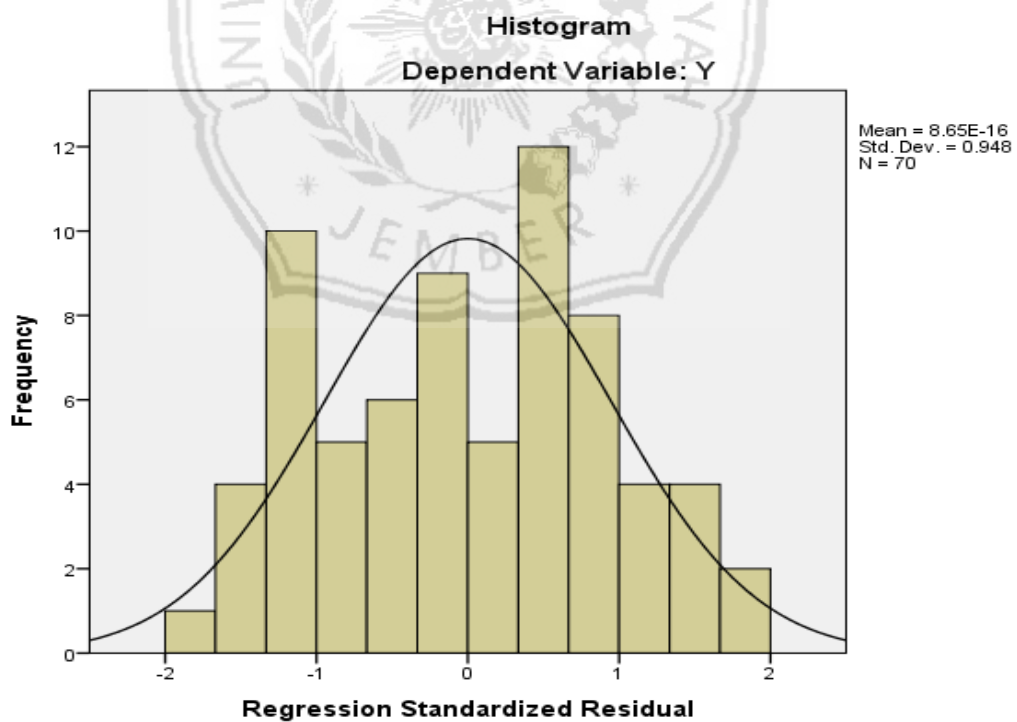
a. Dependent Variable: Y

b. Predictors: (Constant), X7, X2, X1, X3, X5, X6, X4

| Coefficients <sup>a</sup> |                             |            |                           |      |       |                         |      |
|---------------------------|-----------------------------|------------|---------------------------|------|-------|-------------------------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t    | Sig.  | Collinearity Statistics |      |
|                           | B                           | Std. Error | Beta                      |      |       | Tolerance               | VIF  |
| 1                         | (Constant)                  | .757       | .462                      |      | 1.640 | .106                    |      |
|                           | X1                          | .100       | .040                      | .115 | 2.517 | .014                    | .444 |
|                           | X2                          | .054       | .035                      | .059 | 1.544 | .128                    | .630 |
|                           | X3                          | .176       | .052                      | .203 | 3.411 | .001                    | .260 |
|                           | X4                          | .159       | .069                      | .172 | 2.304 | .025                    | .166 |
|                           | X5                          | .172       | .057                      | .186 | 3.038 | .003                    | .246 |
|                           | X6                          | .248       | .056                      | .290 | 4.416 | .000                    | .214 |
|                           | X7                          | .142       | .067                      | .145 | 2.133 | .037                    | .200 |

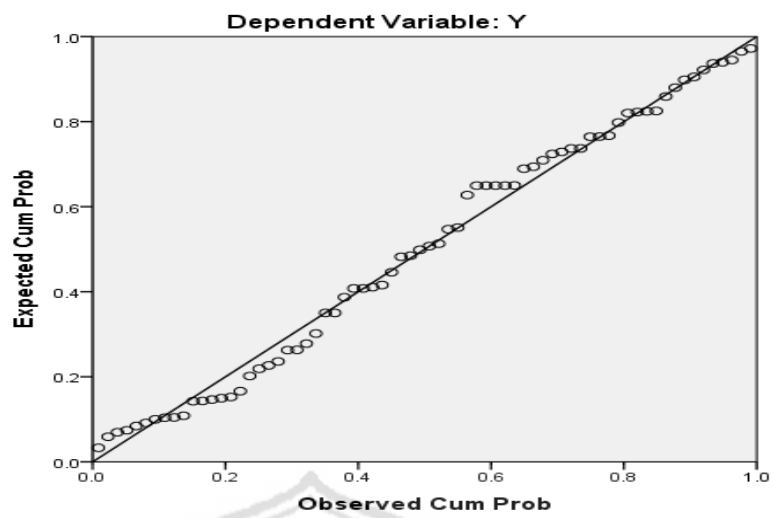
a. Dependent Variable: Y

## Charts

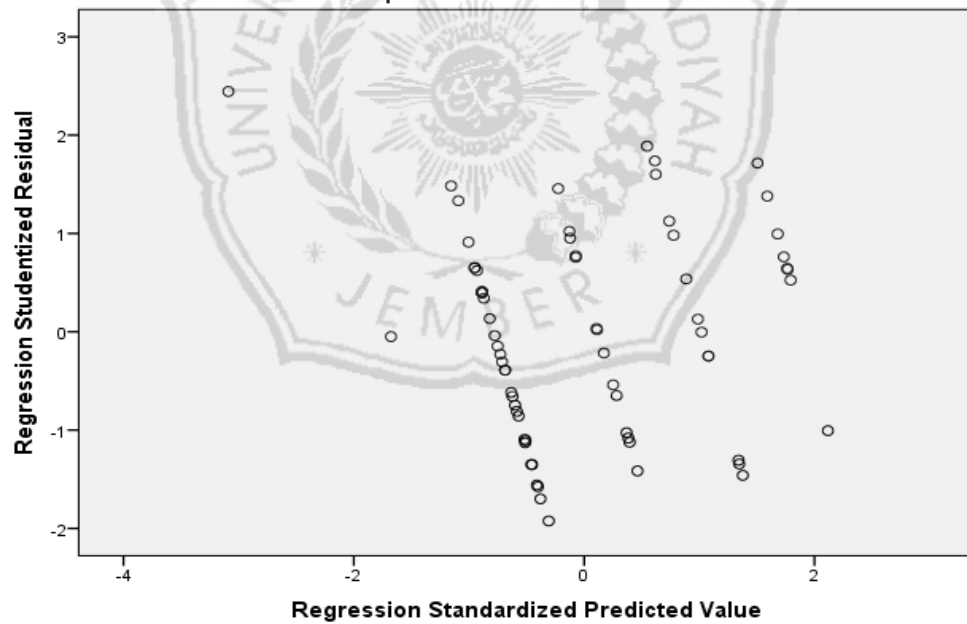




**Normal P-P Plot of Regression Standardized Residual**



**Scatterplot**  
**Dependent Variable: Y**



# LAMPIRAN 7

TABEL r *PRODUCT MOMENT*, TABEL DISTRIBUSI F, DAN TABEL DISTRIBUSI t

| Tabel r product Moment (Sig = 0,05) |        |    |        |    |        |     |        |
|-------------------------------------|--------|----|--------|----|--------|-----|--------|
| df                                  | r      | df | r      | df | r      | df  | r      |
| 1                                   | 0.9969 | 26 | 0.3739 | 51 | 0.2706 | 76  | 0.2227 |
| 2                                   | 0.9500 | 27 | 0.3673 | 52 | 0.2681 | 77  | 0.2213 |
| 3                                   | 0.8783 | 28 | 0.3610 | 53 | 0.2656 | 78  | 0.2199 |
| 4                                   | 0.8114 | 29 | 0.3550 | 54 | 0.2632 | 79  | 0.2165 |
| 5                                   | 0.7545 | 30 | 0.3494 | 55 | 0.2609 | 80  | 0.2162 |
| 6                                   | 0.7067 | 31 | 0.3440 | 56 | 0.2586 | 81  | 0.2159 |
| 7                                   | 0.6664 | 32 | 0.3388 | 57 | 0.2564 | 82  | 0.2146 |
| 8                                   | 0.6319 | 33 | 0.3388 | 58 | 0.2542 | 83  | 0.2133 |
| 9                                   | 0.6021 | 34 | 0.3291 | 59 | 0.2521 | 84  | 0.2120 |
| 10                                  | 0.5760 | 35 | 0.3246 | 60 | 0.2500 | 85  | 0.2108 |
| 11                                  | 0.5529 | 36 | 0.3202 | 61 | 0.2480 | 86  | 0.2096 |
| 12                                  | 0.5324 | 37 | 0.3160 | 62 | 0.2461 | 87  | 0.2084 |
| 13                                  | 0.5140 | 38 | 0.3120 | 63 | 0.2441 | 88  | 0.2072 |
| 14                                  | 0.4973 | 39 | 0.3081 | 64 | 0.2423 | 89  | 0.2061 |
| 15                                  | 0.4821 | 40 | 0.3044 | 65 | 0.2404 | 90  | 0.2050 |
| 16                                  | 0.4683 | 41 | 0.3008 | 66 | 0.2387 | 91  | 0.2039 |
| 17                                  | 0.4555 | 42 | 0.2973 | 67 | 0.2369 | 92  | 0.2028 |
| 18                                  | 0.4438 | 43 | 0.2940 | 68 | 0.2352 | 93  | 0.2017 |
| 19                                  | 0.4329 | 44 | 0.2907 | 69 | 0.2335 | 94  | 0.2006 |
| 20                                  | 0.4227 | 45 | 0.2876 | 70 | 0.2319 | 95  | 0.1996 |
| 21                                  | 0.4132 | 46 | 0.2845 | 71 | 0.2303 | 96  | 0.1986 |
| 22                                  | 0.4044 | 47 | 0.2816 | 72 | 0.2287 | 97  | 0.1975 |
| 23                                  | 0.3961 | 48 | 0.2787 | 73 | 0.2272 | 98  | 0.1966 |
| 24                                  | 0.3882 | 49 | 0.2759 | 74 | 0.2257 | 99  | 0.1956 |
| 25                                  | 0.3809 | 50 | 0.2732 | 75 | 0.2242 | 100 | 0.1946 |

**Tabel Distribusi F**

| Tabel Distribusi F |          |          |          |          |          |         |          |          |          |          |
|--------------------|----------|----------|----------|----------|----------|---------|----------|----------|----------|----------|
|                    | DF 1     |          |          |          |          |         |          |          |          |          |
| DF 2               | 1        | 2        | 3        | 4        | 5        | 6       | 7        | 8        | 9        | 10       |
| 1                  | 161.4476 | 199.5000 | 215.7073 | 224.5833 | 230.1619 | 233.986 | 236.7684 | 238.8827 | 240.5433 | 241.8818 |
| 2                  | 18.5128  | 19.0000  | 19.1643  | 19.2468  | 19.2964  | 19.3295 | 19.3532  | 19.371   | 19.3848  | 19.3959  |
| 3                  | 10.1280  | 9.5521   | 9.2766   | 9.1172   | 9.0135   | 8.9406  | 8.8867   | 8.8452   | 8.8123   | 8.7855   |
| 4                  | 7.7086   | 6.9443   | 6.5914   | 6.3882   | 6.2561   | 6.1631  | 6.0942   | 6.041    | 5.9988   | 5.9644   |
| 5                  | 6.6079   | 5.7861   | 5.4095   | 5.1922   | 5.0503   | 4.9503  | 4.8759   | 4.8183   | 4.7725   | 4.7351   |
| 6                  | 5.9874   | 5.1433   | 4.7571   | 4.5337   | 4.3874   | 4.2839  | 4.2067   | 4.1468   | 4.099    | 4.06     |
| 7                  | 5.5914   | 4.7374   | 4.3468   | 4.1203   | 3.9715   | 3.866   | 3.787    | 3.7257   | 3.6767   | 3.6365   |
| 8                  | 5.3177   | 4.4590   | 4.0662   | 3.8379   | 3.6875   | 3.5806  | 3.5005   | 3.4381   | 3.3881   | 3.3472   |
| 9                  | 5.1174   | 4.2565   | 3.8625   | 3.6331   | 3.4817   | 3.3738  | 3.2927   | 3.2296   | 3.1789   | 3.1373   |
| 10                 | 4.9646   | 4.1028   | 3.7083   | 3.4780   | 3.3258   | 3.2172  | 3.1355   | 3.0717   | 3.0204   | 2.9782   |
| 11                 | 4.8443   | 3.9823   | 3.5874   | 3.3567   | 3.2039   | 3.0946  | 3.0123   | 2.948    | 2.8962   | 2.8536   |
| 12                 | 4.7472   | 3.8853   | 3.4903   | 3.2592   | 3.1059   | 2.9961  | 2.9134   | 2.8486   | 2.7964   | 2.7534   |
| 13                 | 4.6672   | 3.8056   | 3.4105   | 3.1791   | 3.0254   | 2.9153  | 2.8321   | 2.7669   | 2.7144   | 2.671    |
| 14                 | 4.6001   | 3.7389   | 3.3439   | 3.1122   | 2.9582   | 2.8477  | 2.7642   | 2.6987   | 2.6458   | 2.6022   |
| 15                 | 4.5431   | 3.6823   | 3.2874   | 3.0556   | 2.9013   | 2.7905  | 2.7066   | 2.6408   | 2.5876   | 2.5437   |
| 16                 | 4.4940   | 3.6337   | 3.2389   | 3.0069   | 2.8524   | 2.7413  | 2.6572   | 2.5911   | 2.5377   | 2.4935   |
| 17                 | 4.4513   | 3.5915   | 3.1968   | 2.9647   | 2.8100   | 2.6987  | 2.6143   | 2.548    | 2.4943   | 2.4499   |
| 18                 | 4.4139   | 3.5546   | 3.1599   | 2.9277   | 2.7729   | 2.6613  | 2.5767   | 2.5102   | 2.4563   | 2.4117   |
| 19                 | 4.3807   | 3.5219   | 3.1274   | 2.8951   | 2.7401   | 2.6283  | 2.5435   | 2.4768   | 2.4227   | 2.3779   |
| 20                 | 4.3512   | 3.4928   | 3.0984   | 2.8661   | 2.7109   | 2.599   | 2.514    | 2.4471   | 2.3928   | 2.3479   |
| 21                 | 4.3248   | 3.4668   | 3.0725   | 2.8401   | 2.6848   | 2.5727  | 2.4876   | 2.4205   | 2.366    | 2.321    |
| 22                 | 4.3009   | 3.4434   | 3.0491   | 2.8167   | 2.6613   | 2.5491  | 2.4638   | 2.3965   | 2.3419   | 2.2967   |
| 23                 | 4.2793   | 3.4221   | 3.0280   | 2.7955   | 2.6400   | 2.5277  | 2.4422   | 2.3748   | 2.3201   | 2.2747   |
| 24                 | 4.2597   | 3.4028   | 3.0088   | 2.7763   | 2.6207   | 2.5082  | 2.4226   | 2.3551   | 2.3002   | 2.2547   |
| 25                 | 4.2417   | 3.3852   | 2.9912   | 2.7587   | 2.6030   | 2.4904  | 2.4047   | 2.3371   | 2.2821   | 2.2365   |

|    |        |        |        |        |        |        |        |        |        |        |
|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 26 | 4.2252 | 3.3690 | 2.9752 | 2.7426 | 2.5868 | 2.4741 | 2.3883 | 2.3205 | 2.2655 | 2.2197 |
| 27 | 4.2100 | 3.3541 | 2.9604 | 2.7278 | 2.5719 | 2.4591 | 2.3732 | 2.3053 | 2.2501 | 2.2043 |
| 28 | 4.1960 | 3.3404 | 2.9467 | 2.7141 | 2.5581 | 2.4453 | 2.3593 | 2.2913 | 2.236  | 2.19   |
| 29 | 4.1830 | 3.3277 | 2.9340 | 2.7014 | 2.5454 | 2.4324 | 2.3463 | 2.2783 | 2.2229 | 2.1768 |
| 30 | 4.1709 | 3.3158 | 2.9223 | 2.6896 | 2.5336 | 2.4205 | 2.3343 | 2.2662 | 2.2107 | 2.1646 |
| 31 | 4.1596 | 3.3048 | 2.9113 | 2.6787 | 2.5225 | 2.4094 | 2.3232 | 2.2549 | 2.1994 | 2.1532 |
| 32 | 4.1491 | 3.2945 | 2.9011 | 2.6684 | 2.5123 | 2.3991 | 2.3127 | 2.2444 | 2.1888 | 2.1425 |
| 33 | 4.1393 | 3.2849 | 2.8916 | 2.6589 | 2.5026 | 2.3894 | 2.303  | 2.2346 | 2.1789 | 2.1325 |
| 34 | 4.1300 | 3.2759 | 2.8826 | 2.6499 | 2.4936 | 2.3803 | 2.2938 | 2.2253 | 2.1696 | 2.1231 |
| 35 | 4.1213 | 3.2674 | 2.8742 | 2.6415 | 2.4851 | 2.3718 | 2.2852 | 2.2167 | 2.1608 | 2.1143 |
| 36 | 4.1132 | 3.2594 | 2.8663 | 2.6335 | 2.4772 | 2.3638 | 2.2771 | 2.2085 | 2.1526 | 2.1061 |
| 37 | 4.1055 | 3.2519 | 2.8588 | 2.6261 | 2.4696 | 2.3562 | 2.2695 | 2.2008 | 2.1449 | 2.0982 |
| 38 | 4.0982 | 3.2448 | 2.8517 | 2.6190 | 2.4625 | 2.349  | 2.2623 | 2.1936 | 2.1375 | 2.0909 |
| 39 | 4.0913 | 3.2381 | 2.8451 | 2.6123 | 2.4558 | 2.3423 | 2.2555 | 2.1867 | 2.1306 | 2.0839 |
| 40 | 4.0847 | 3.2317 | 2.8387 | 2.6060 | 2.4495 | 2.3359 | 2.249  | 2.1802 | 2.124  | 2.0772 |
| 41 | 4.0785 | 3.2257 | 2.8327 | 2.6000 | 2.4434 | 2.3298 | 2.2429 | 2.174  | 2.1178 | 2.071  |
| 42 | 4.0727 | 3.2199 | 2.8270 | 2.5943 | 2.4377 | 2.324  | 2.2371 | 2.1681 | 2.1119 | 2.065  |
| 43 | 4.0670 | 3.2145 | 2.8216 | 2.5888 | 2.4322 | 2.3185 | 2.2315 | 2.1625 | 2.1062 | 2.0593 |
| 44 | 4.0617 | 3.2093 | 2.8165 | 2.5837 | 2.4270 | 2.3133 | 2.2263 | 2.1572 | 2.1009 | 2.0539 |
| 45 | 4.0566 | 3.2043 | 2.8115 | 2.5787 | 2.4221 | 2.3083 | 2.2212 | 2.1521 | 2.0958 | 2.0487 |
| 46 | 4.0517 | 3.1996 | 2.8068 | 2.5740 | 2.4174 | 2.3035 | 2.2164 | 2.1473 | 2.0909 | 2.0438 |
| 47 | 4.0471 | 3.1951 | 2.8024 | 2.5695 | 2.4128 | 2.299  | 2.2118 | 2.1427 | 2.0862 | 2.0391 |
| 48 | 4.0427 | 3.1907 | 2.7981 | 2.5652 | 2.4085 | 2.2946 | 2.2074 | 2.1382 | 2.0817 | 2.0346 |
| 49 | 4.0384 | 3.1866 | 2.7939 | 2.5611 | 2.4044 | 2.2904 | 2.2032 | 2.134  | 2.0775 | 2.0303 |
| 50 | 4.0343 | 3.1826 | 2.7900 | 2.5572 | 2.4004 | 2.2864 | 2.1992 | 2.1299 | 2.0734 | 2.0261 |
| 51 | 4.0304 | 3.1788 | 2.7862 | 2.5534 | 2.3966 | 2.2826 | 2.1953 | 2.126  | 2.0694 | 2.0222 |
| 52 | 4.0266 | 3.1751 | 2.7826 | 2.5498 | 2.3930 | 2.2789 | 2.1916 | 2.1223 | 2.0656 | 2.0184 |
| 53 | 4.0230 | 3.1716 | 2.7791 | 2.5463 | 2.3894 | 2.2754 | 2.1881 | 2.1187 | 2.062  | 2.0147 |
| 54 | 4.0195 | 3.1682 | 2.7758 | 2.5429 | 2.3861 | 2.272  | 2.1846 | 2.1152 | 2.0585 | 2.0112 |
| 55 | 4.0162 | 3.1650 | 2.7725 | 2.5397 | 2.3828 | 2.2687 | 2.1813 | 2.1119 | 2.0552 | 2.0078 |
| 56 | 4.0130 | 3.1619 | 2.7694 | 2.5366 | 2.3797 | 2.2656 | 2.1782 | 2.1087 | 2.0519 | 2.0045 |
| 57 | 4.0099 | 3.1588 | 2.7664 | 2.5336 | 2.3767 | 2.2625 | 2.1751 | 2.1056 | 2.0488 | 2.0014 |
| 58 | 4.0069 | 3.1559 | 2.7636 | 2.5307 | 2.3738 | 2.2596 | 2.1721 | 2.1026 | 2.0458 | 1.9983 |

|    |        |        |        |        |        |        |        |        |        |        |
|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 59 | 4.0040 | 3.1531 | 2.7608 | 2.5279 | 2.3710 | 2.2568 | 2.1693 | 2.0997 | 2.0429 | 1.9954 |
| 60 | 4.0012 | 3.1504 | 2.7581 | 2.5252 | 2.3683 | 2.2541 | 2.1665 | 2.097  | 2.0401 | 1.9926 |
| 61 | 3.9985 | 3.1478 | 2.7555 | 2.5226 | 2.3657 | 2.2514 | 2.1639 | 2.0943 | 2.0374 | 1.9899 |
| 62 | 3.9959 | 3.1453 | 2.7530 | 2.5201 | 2.3631 | 2.2489 | 2.1613 | 2.0917 | 2.0348 | 1.9872 |
| 63 | 3.9934 | 3.1428 | 2.7505 | 2.5177 | 2.3607 | 2.2464 | 2.1588 | 2.0892 | 2.0322 | 1.9847 |
| 64 | 3.9909 | 3.1404 | 2.7482 | 2.5153 | 2.3583 | 2.244  | 2.1564 | 2.0868 | 2.0298 | 1.9822 |
| 65 | 3.9886 | 3.1381 | 2.7459 | 2.5130 | 2.3560 | 2.2417 | 2.1541 | 2.0844 | 2.0274 | 1.9798 |
| 66 | 3.9863 | 3.1359 | 2.7437 | 2.5108 | 2.3538 | 2.2395 | 2.1518 | 2.0821 | 2.0251 | 1.9775 |
| 67 | 3.9840 | 3.1338 | 2.7416 | 2.5087 | 2.3517 | 2.2373 | 2.1497 | 2.0799 | 2.0229 | 1.9752 |
| 68 | 3.9819 | 3.1317 | 2.7395 | 2.5066 | 2.3496 | 2.2352 | 2.1475 | 2.0778 | 2.0207 | 1.973  |
| 69 | 3.9798 | 3.1296 | 2.7375 | 2.5046 | 2.3475 | 2.2332 | 2.1455 | 2.0757 | 2.0186 | 1.9709 |
| 70 | 3.9778 | 3.1277 | 2.7355 | 2.5027 | 2.3456 | 2.2312 | 2.1435 | 2.0737 | 2.0166 | 1.9689 |
| 71 | 3.9758 | 3.1258 | 2.7336 | 2.5008 | 2.3437 | 2.2293 | 2.1415 | 2.0717 | 2.0146 | 1.9669 |
| 72 | 3.9739 | 3.1239 | 2.7318 | 2.4989 | 2.3418 | 2.2274 | 2.1397 | 2.0698 | 2.0127 | 1.9649 |
| 73 | 3.9720 | 3.1221 | 2.7300 | 2.4971 | 2.3400 | 2.2256 | 2.1378 | 2.068  | 2.0108 | 1.9631 |
| 74 | 3.9702 | 3.1203 | 2.7283 | 2.4954 | 2.3383 | 2.2238 | 2.136  | 2.0662 | 2.009  | 1.9612 |
| 75 | 3.9685 | 3.1186 | 2.7266 | 2.4937 | 2.3366 | 2.2221 | 2.1343 | 2.0644 | 2.0073 | 1.9594 |
| 76 | 3.9668 | 3.1170 | 2.7249 | 2.4920 | 2.3349 | 2.2204 | 2.1326 | 2.0627 | 2.0055 | 1.9577 |
| 77 | 3.9651 | 3.1154 | 2.7233 | 2.4904 | 2.3333 | 2.2188 | 2.131  | 2.0611 | 2.0039 | 1.956  |
| 78 | 3.9635 | 3.1138 | 2.7218 | 2.4889 | 2.3317 | 2.2172 | 2.1294 | 2.0595 | 2.0022 | 1.9544 |
| 79 | 3.9619 | 3.1123 | 2.7203 | 2.4874 | 2.3302 | 2.2157 | 2.1278 | 2.0579 | 2.0007 | 1.9528 |
| 80 | 3.9604 | 3.1108 | 2.7188 | 2.4859 | 2.3287 | 2.2142 | 2.1263 | 2.0564 | 1.9991 | 1.9512 |
| 81 | 3.9589 | 3.1093 | 2.7173 | 2.4844 | 2.3273 | 2.2127 | 2.1248 | 2.0549 | 1.9976 | 1.9497 |
| 82 | 3.9574 | 3.1079 | 2.7159 | 2.4830 | 2.3259 | 2.2113 | 2.1234 | 2.0534 | 1.9961 | 1.9482 |
| 83 | 3.9560 | 3.1065 | 2.7146 | 2.4817 | 2.3245 | 2.2099 | 2.122  | 2.052  | 1.9947 | 1.9468 |
| 84 | 3.9546 | 3.1052 | 2.7132 | 2.4803 | 2.3231 | 2.2086 | 2.1206 | 2.0506 | 1.9933 | 1.9454 |
| 85 | 3.9532 | 3.1038 | 2.7119 | 2.4790 | 2.3218 | 2.2072 | 2.1193 | 2.0493 | 1.9919 | 1.944  |
| 86 | 3.9519 | 3.1026 | 2.7106 | 2.4777 | 2.3205 | 2.2059 | 2.118  | 2.048  | 1.9906 | 1.9426 |
| 87 | 3.9506 | 3.1013 | 2.7094 | 2.4765 | 2.3193 | 2.2047 | 2.1167 | 2.0467 | 1.9893 | 1.9413 |
| 88 | 3.9493 | 3.1001 | 2.7082 | 2.4753 | 2.3181 | 2.2034 | 2.1155 | 2.0454 | 1.988  | 1.94   |
| 89 | 3.9481 | 3.0989 | 2.7070 | 2.4741 | 2.3169 | 2.2022 | 2.1143 | 2.0442 | 1.9868 | 1.9388 |
| 90 | 3.9469 | 3.0977 | 2.7058 | 2.4729 | 2.3157 | 2.2011 | 2.1131 | 2.043  | 1.9856 | 1.9376 |
| 91 | 3.9457 | 3.0966 | 2.7047 | 2.4718 | 2.3145 | 2.1999 | 2.1119 | 2.0418 | 1.9844 | 1.9364 |

|     |        |        |        |        |        |        |        |        |        |        |
|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 92  | 3.9445 | 3.0954 | 2.7036 | 2.4707 | 2.3134 | 2.1988 | 2.1108 | 2.0407 | 1.9833 | 1.9352 |
| 93  | 3.9434 | 3.0943 | 2.7025 | 2.4696 | 2.3123 | 2.1977 | 2.1097 | 2.0395 | 1.9821 | 1.9341 |
| 94  | 3.9423 | 3.0933 | 2.7014 | 2.4685 | 2.3113 | 2.1966 | 2.1086 | 2.0384 | 1.981  | 1.9329 |
| 95  | 3.9412 | 3.0922 | 2.7004 | 2.4675 | 2.3102 | 2.1955 | 2.1075 | 2.0374 | 1.9799 | 1.9318 |
| 96  | 3.9402 | 3.0912 | 2.6994 | 2.4665 | 2.3092 | 2.1945 | 2.1065 | 2.0363 | 1.9789 | 1.9308 |
| 97  | 3.9391 | 3.0902 | 2.6984 | 2.4655 | 2.3082 | 2.1935 | 2.1054 | 2.0353 | 1.9778 | 1.9297 |
| 98  | 3.9381 | 3.0892 | 2.6974 | 2.4645 | 2.3072 | 2.1925 | 2.1044 | 2.0343 | 1.9768 | 1.9287 |
| 99  | 3.9371 | 3.0882 | 2.6965 | 2.4636 | 2.3063 | 2.1915 | 2.1035 | 2.0333 | 1.9758 | 1.9277 |
| 100 | 3.9361 | 3.0873 | 2.6955 | 2.4626 | 2.3053 | 2.1906 | 2.1025 | 2.0323 | 1.9748 | 1.9267 |



## Tabel Distribusi t

| Tabel Distribusi t |        |        |         |
|--------------------|--------|--------|---------|
| Df                 | 0,1    | 0,05   | 0,025   |
| 1                  | 3.0777 | 6.3138 | 12.7062 |
| 2                  | 1.8856 | 2.9200 | 4.3027  |
| 3                  | 1.6377 | 2.3534 | 3.1824  |
| 4                  | 1.5332 | 2.1318 | 2.7764  |
| 5                  | 1.4759 | 2.0150 | 2.5706  |
| 6                  | 1.4398 | 1.9432 | 2.4469  |
| 7                  | 1.4149 | 1.8946 | 2.3646  |
| 8                  | 1.3968 | 1.8595 | 2.3060  |
| 9                  | 1.3830 | 1.8331 | 2.2622  |
| 10                 | 1.3722 | 1.8125 | 2.2281  |
| 11                 | 1.3634 | 1.7959 | 2.2010  |
| 12                 | 1.3562 | 1.7823 | 2.1788  |
| 13                 | 1.3502 | 1.7709 | 2.1604  |
| 14                 | 1.3450 | 1.7613 | 2.1448  |
| 15                 | 1.3406 | 1.7531 | 2.1314  |
| 16                 | 1.3368 | 1.7459 | 2.1199  |
| 17                 | 1.3334 | 1.7396 | 2.1098  |
| 18                 | 1.3304 | 1.7341 | 2.1009  |
| 19                 | 1.3277 | 1.7291 | 2.0930  |
| 20                 | 1.3253 | 1.7247 | 2.0860  |
| 21                 | 1.3232 | 1.7207 | 2.0796  |
| 22                 | 1.3212 | 1.7171 | 2.0739  |
| 23                 | 1.3195 | 1.7139 | 2.0687  |
| 24                 | 1.3178 | 1.7109 | 2.0639  |
| 25                 | 1.3163 | 1.7081 | 2.0595  |
| 26                 | 1.3150 | 1.7056 | 2.0555  |
| 27                 | 1.3137 | 1.7033 | 2.0518  |
| 28                 | 1.3125 | 1.7011 | 2.0484  |
| 29                 | 1.3114 | 1.6991 | 2.0452  |
| 30                 | 1.3104 | 1.6973 | 2.0423  |
| 31                 | 1.3095 | 1.6955 | 2.0395  |
| 32                 | 1.3086 | 1.6939 | 2.0369  |
| 33                 | 1.3077 | 1.6924 | 2.0345  |
| 34                 | 1.3070 | 1.6909 | 2.0322  |
| 35                 | 1.3062 | 1.6896 | 2.0301  |
| 36                 | 1.3055 | 1.6883 | 2.0281  |
| 37                 | 1.3049 | 1.6871 | 2.0262  |
| 38                 | 1.3042 | 1.6860 | 2.0244  |
| 39                 | 1.3036 | 1.6849 | 2.0227  |
| 40                 | 1.3031 | 1.6839 | 2.0211  |
| 41                 | 1.3025 | 1.6829 | 2.0195  |
| 42                 | 1.3020 | 1.6820 | 2.0181  |
| 43                 | 1.3016 | 1.6811 | 2.0167  |
| 44                 | 1.3011 | 1.6802 | 2.0154  |

|    |        |        |        |
|----|--------|--------|--------|
| 45 | 1.3006 | 1.6794 | 2.0141 |
| 46 | 1.3002 | 1.6787 | 2.0129 |
| 47 | 1.2998 | 1.6779 | 2.0117 |
| 48 | 1.2994 | 1.6772 | 2.0106 |
| 49 | 1.2991 | 1.6766 | 2.0096 |
| 50 | 1.2987 | 1.6759 | 2.0086 |
| 51 | 1.2984 | 1.6753 | 2.0076 |
| 52 | 1.2980 | 1.6747 | 2.0066 |
| 53 | 1.2977 | 1.6741 | 2.0057 |
| 54 | 1.2974 | 1.6736 | 2.0049 |
| 55 | 1.2971 | 1.6730 | 2.0040 |
| 56 | 1.2969 | 1.6725 | 2.0032 |
| 57 | 1.2966 | 1.6720 | 2.0025 |
| 58 | 1.2963 | 1.6716 | 2.0017 |
| 59 | 1.2961 | 1.6711 | 2.0010 |
| 60 | 1.2958 | 1.6706 | 2.0003 |
| 61 | 1.2956 | 1.6702 | 1.9996 |
| 62 | 1.2954 | 1.6698 | 1.9990 |
| 63 | 1.2951 | 1.6694 | 1.9983 |
| 64 | 1.2949 | 1.6690 | 1.9977 |
| 65 | 1.2947 | 1.6686 | 1.9971 |
| 66 | 1.2945 | 1.6683 | 1.9966 |
| 67 | 1.2943 | 1.6679 | 1.9960 |
| 68 | 1.2941 | 1.6676 | 1.9955 |
| 69 | 1.2939 | 1.6672 | 1.9949 |
| 70 | 1.2938 | 1.6669 | 1.9944 |
| 71 | 1.2936 | 1.6666 | 1.9939 |
| 72 | 1.2934 | 1.6663 | 1.9935 |
| 73 | 1.2933 | 1.6660 | 1.9930 |
| 74 | 1.2931 | 1.6657 | 1.9925 |
| 75 | 1.2929 | 1.6654 | 1.9921 |
| 76 | 1.2928 | 1.6652 | 1.9917 |
| 77 | 1.2926 | 1.6649 | 1.9913 |
| 78 | 1.2925 | 1.6646 | 1.9908 |
| 79 | 1.2924 | 1.6644 | 1.9905 |
| 80 | 1.2922 | 1.6641 | 1.9901 |
| 81 | 1.2921 | 1.6639 | 1.9897 |
| 82 | 1.2920 | 1.6636 | 1.9893 |
| 83 | 1.2918 | 1.6634 | 1.9890 |
| 84 | 1.2917 | 1.6632 | 1.9886 |
| 85 | 1.2916 | 1.6630 | 1.9883 |
| 86 | 1.2915 | 1.6628 | 1.9879 |
| 87 | 1.2914 | 1.6626 | 1.9876 |
| 88 | 1.2912 | 1.6624 | 1.9873 |
| 89 | 1.2911 | 1.6622 | 1.987  |
| 90 | 1.291  | 1.662  | 1.9867 |
| 91 | 1.2909 | 1.6618 | 1.9864 |
| 92 | 1.2908 | 1.6616 | 1.9861 |
| 93 | 1.2907 | 1.6614 | 1.9858 |
| 94 | 1.2906 | 1.6612 | 1.9855 |
| 95 | 1.2905 | 1.6611 | 1.9853 |
| 96 | 1.2904 | 1.6609 | 1.985  |
| 97 | 1.2903 | 1.6607 | 1.9847 |



|     |        |        |        |
|-----|--------|--------|--------|
| 98  | 1.2902 | 1.6606 | 1.9845 |
| 99  | 1.2902 | 1.6604 | 1.9842 |
| 100 | 1.2901 | 1.6602 | 1.984  |



## **LAMPIRAN 8**

### **PENELITIAN TERDAHULU**

#### **ANALISA *MARKETING MIX*-7P TERHADAP KEPUTUSAN PEMBELIAN PRODUCT KLINIK KECANTIKAN TETA SURABAYA**

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#### **ABSTRAK**

Penelitian yang berjudul "Analisis Bauran Pemasaran-7P (Product, Price, Promotion, Location, Partisipan, Process dan Physical Evidence) Product Klinik Kecantikan Membeli Keputusan Teta di Surabaya "dirancang untuk mengetahui pengaruh bauran pemasaran P-7 terhadap keputusan konsumen di klinik Beauty Clinic Teta di Surabaya dengan menguji hipotesis secara bersamaan (simultan) dan parsial (terpisah). Studi ini mengambil objek penelitian pada konsumen / pelanggan Teta Beauty Clinic di Surabaya dengan sampel sebanyak 115 responden dengan pengumpulan data melalui instrumen kuesioner. Hasil analisis regresi dalam penelitian ini menunjukkan bahwa variabel (Product, Price, Promotion, Location, Partisipan, Process dan Physical Evidence) berpengaruh positif terhadap Keputusan pembelian. Dari pengolahan data taraf signifikasinya (parsial) diperoleh hasil Product (3.684), Price (3.379) Promotion (4.504), Location (2.747), partisipan (0.143), Process (0.731), Physical Evidence (3.935) bahwa variabel bebas yang berpengaruh signifikan terhadap Keputusan pembelian adalah variabel Product, Price, Promotion, Place, dan Physical evidence. Sedangkan variabel Partisipant dan Process tidak berpengaruh signifikan terhadap Keputusan Pembelian. Hasil perhitungan uji F (simultan) diperoleh hasil  $F_{hitung} = 35.063 > F_{tabel}$  maka  $H_0$  ditolak pada tingkat signifikansi 5% dengan df pembilang 7 dan df penyebut 107 yang berarti signifikan, sehingga secara simultan variabel Product, Price, Promotion, Place, Partisipan, Physical evidence, dan Process mempunyai pengaruh yang signifikan terhadap Keputusan Pembelian Product pada Klinik kecantikan Teta di kota Surabaya.

**Kata kunci :** Product, Price, Promotion, Location, Partisipan, Process, Physical Evidence dan keputusan pembelian.

# **PENGARUH PRODUCT, PRICE, PROMOTION DAN DISTRIBUSI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA PRODUCT PROJECTOR MICROVISION**

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## **ABSTRAK**

Pada penulisan ini bertujuan untuk mengetahui signifikansi pengaruh faktor-faktor *marketing mix* yang terdiri dari Product, Price, Promotion dan distribusi baik secara simultan dan parsial terhadap keputusan pembelian proyektor pada PT. Smart Vision Surabaya. Adapun gambaran dari populasi yang di teliti adalah seluruh konsumen yang membeli Product proyektor microvision pada PT. Smart Vision Surabaya sebagai pemasar yang berLocation di Hitech Mall lantai dasar A1 no.3 Surabaya dengan jumlah sampel yang diambil sebanyak 90 orang untuk dijadikan responden. Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel Product (0,292), Price (0,212), Promotion (0,179) dan Location (0,184) semuanya berpengaruh positif terhadap keputusan pembelian. Dari uji t diperoleh hasil dari Product (3,904), Price (3,422), Promotion (2,135) dan Location (2,101) berpengaruh signifikan terhadap keputusan pembelian. Dari uji F diperoleh hasil  $F = 0,000 < 0,05$  (Level of signifikansi), maka  $H_0$  berhasil ditolak dan  $H_1$  terdukung, yang menunjukkan pengaruh variabel Product, Price, Promotion, Location secara bersama-sama keputusan konsumen membeli proyektor microvision pada PT. Smart Vision Surabaya adalah signifikan.

**Kata kunci :** Product, Price, Promotion, distribusi dan keputusan pembelian.

**ANALISIS *MARKETING MIX* TERHADAP KEPUTUSAN  
PEMBELIAN SEPEDA MOTOR MEREK HONDA  
(Study Kasus Pada Dealer Honda  
MPM Motor Puger-Jember)**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis Marketing Mix (Product, Price, Place dan Promotion) berpengaruh terhadap keputusan pembelian pada Dealer Honda MPM Motor Puger, Jember. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa wawancara dan kuesioner. Populasi dalam penelitian ini adalah seluruh pembeli berjumlah 50 responden. Pengambilan sampel menggunakan metode Purposive Sampling dengan jumlah sampelnya 50 responden. Metode analisis yang digunakan menggunakan regresi linear berganda program SPSS IBM versi 23. Hasil analisis regresi dalam penelitian ini menunjukkan bahwa variabel *Product* (X1), *Price* (X2), *Place* (X3) dan *Promotion* (X4), berpengaruh positif terhadap Keputusan pembelian (Y). Dari pengolahan data taraf signifikasinya (parsial) diperoleh hasil *Product* (0,000), *Price* (0,004), *Place* (0,002), dan *Promotion* (0,000), semua variabel berpengaruh terhadap keputusan pembelian. Koefisien determinasinya mendapat sumbangan dari 34,2 % terhadap keputusan pembelian sepeda motor merek Honda pada Dealer Honda MPM Motor Puger, Kabupaten Jember sedangkan sisanya sebesar 34,2% i pengaruhi oleh variabel lain diluar penelitian ini.

**Kata kunci:** *Product, Price, Place, Promotion* dan Keputusan Pembelian.

## **PENGARUH *MARKETING MIX* TERHADAP KEPUTUSAN PEMBELIAN TOYOTA AVANZA TIPE G DI SURABAYA**

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### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis dampak bauran pemasaran elemen seperti Product, Price, Location dan Promotion untuk Keputusan Pembelian Toyota Avanza Type G di Surabaya. Kemudian, di antara empat elemen bauran pemasaran, elemen dominan pemasaran memengaruhi Keputusan Pembelian Toyota Avanza tipe G di Surabaya. Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 100 konsumen Toyota Avanza tipe G. Alat analisis yang digunakan untuk mengukur dampak *Marketing Mix* terhadap Purchase Decision adalah regresi linier berganda. Hasil analisis regresi dalam penelitian ini menunjukkan bahwa variabel Product, Price, Location, Promotion berpengaruh positif terhadap Keputusan pembelian. Dari pengolahan data taraf signifikasinya (parsial) diperoleh hasil Product (4,223), Price (2,368), Location (2,874), Promotion (1,997) semua variabel berpengaruh terhadap keputusan pembelian. Hasil perhitungan uji F (simultan) diperoleh hasil F hitung sebesar 83.310 lebih besar dari F tabel 2,467 (df1=4, df2=95, sig = 0,01), maka dapat disimpulkan bahwa Product, Price, Place, dan Promotion secara simultan berpengaruh secara signifikan terhadap keputusan pembelian Toyota Avanza tipe G di Surabaya. Artinya, adanya peningkatan Product, Price, Place, dan Promotion secara bersama-sama akan meningkatkan keputusan pembelian Toyota Avanza tipe di Surabaya, sehingga model penelitian yang dilakukan sudah tepat.

**Kata kunci :** Product, Price, Location, Promotion dan keputusan pembelian.



**LAMPIRAN 9**  
**DOKUMENTASI PENELITIAN**













# WARUNG BAKSO KABUT BU JUHAIRIYAH

Jalan Rasamala II, Darungan, Kemuning Lor, Arjasa,  
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## SURAT KETERANGAN

Yang bertanda tangan di bawah ini:

Nama : Juhairiyah

Jabatan : Pemilik Warung Bakso Kabut

Menerangkan dengan sebenarnya bahwa:

Nama : Asidiq Rahmat Bahtiar

Location & Tanggal Lahir : Situbondo, 29 Oktober 1995

NIM : 14.10.411.210

Program Studi : Prodi Manajemen Fakultas Ekonomi  
Universitas Muhammadiyah Jember

Adalah benar-benar telah melaksanakan penelitian di Warung Bakso Kabut Bu Juhairiyah terhitung sejak 02 Juli s/d 20 September 2018 dalam rangka penyusunan skripsi dengan judul: "Pengaruh *Marketing Mix* Terhadap Keputusan Pembelian Pada Warung Bakso Kabut Bu Juhairiyah Jember."

Demikian surat keterangan ini kami buat dengan sebenarnya, dan untuk dipergunakan sebagaimana mestinya.

Jember, 20 September 2018  
Pemilik Warung Bakso Kabut

Juhairiyah