

## **Lampiran 1 Kuisisioner**

### **KUESIONER PENELITIAN**

Kepada Yth :

Bapak/Ibu/Sdr/i

Di tempat.

Saya Yang Bertanda Tangan Dibawah Ini:

Nama : M. Ilham Nur Cholis

NIM : 1211600151

Program Studi : Manajemen

Adalah Mahasiswa Fakultas Ekonomi Dan Bisnis, Universitas 17 Agustus 1945 Surabaya Yang Sedang Mengadakan Penelitian Yang Berjudul **“PENGARUH KUALITAS PELAYANAN, HARGA, LOKASI TERHADAP MINAT BELI KONSUMEN STAND MAKAN TORI-YO PTC MALL SURABAYA”**

dengan ini saya memohon kesediaan Bapak/Ibu untuk mengisi kuesioner penelitian ini sebagai sumber data dalam penyusunan skripsi saya dengan sebenar- benarnya dan tanpa adanya paksaan dari pihak manapun. Jawaban yang telah Bapak/Ibu berikan semata-mata bertujuan untuk keperluan akademis dan penelitian ilmiah,. Identitas dan data yang diberikan akan kami jamin kerahasiaannya. Atas kesediaan dan kerjasama dari Bapak/Ibu/Saudara/i saya ucapkan terima kasih. Atas kerjasama, bantuan serta waktu luang yang Bapak/Ibu/Saudara/i berikan, saya ucapkan terimakasih.

Hormat Saya,

M. Ilham Nur Cholis

NIM: 1211600151

## A. Identitas Responden

Mohon kesediaan Bapak/Ibu/Sdr/i mengisi dan memberikan tanda check list (√) pada pertanyaan, yaitu sebagai berikut :

Nama :  
Jenis Kelamin :  Laki-laki  Perempuan  
Umur :

## B. Petunjuk Pengisian

Mohon Bapak/Ibu/Sdr/i memberikan tanda check list ( √ ) pada salah satu jawaban yang sesuai dengan pendapat dari Bapak/Ibu/Saudara/i. Setiap orang dapat mempunyai jawaban yang berbeda dan tidak ada jawaban yang dianggap salah.

### Keterangan Jawaban :

Sangat Setuju ( SS )	5
Setuju ( S )	4
Netral ( N )	3
Tidak Setuju ( TS )	2
Sangat Tidak Setuju ( STS )	1

## C. Pertanyaan

No	A. Variable Kualitas Pelayanan	STS	TS	N	S	SS
1	Saya suka Stand Tori-Yo PTC Mall, karena memiliki fasilitas fisik yang menarik secara visual					
2	Karyawan/ti Stand Tori-Yo PTC Mall memiliki penampilan yang rapi & sopan.					
3	Karyawan/ti Stand Tori-Yo PTC Mall menangani komplain pelanggan dengan serius.					

4	Karyawan/ti Stand Tori-Yo PTC Mall melakukan sistem pencatatan yang akurat dan bebas kesalahan ketika saya melakukan transaksi pembayaran.					
5	Karyawan/ti Stand Tori-Yo PTC Mall memberikan pelayanan yang cepat dalam merespon permintaan konsumen.					
6	Karyawan/ti Stand Tori-Yo PTC Mall selalu bersedia menanggapi keluhan konsumen.					
7	Karyawan/ti Stand Tori-Yo PTC Mall secara konsisten bersikap sopan.					
8	Saya merasa aman ketika bertransaksi dengan karyawan/ti Stand Tori-Yo PTC Mall.					
9	Karyawan/ti Stand Tori-Yo PTC Mall memberikan perhatian individual kepada saya.					
10	Stand Tori-Yo PTC Mall memiliki jam operasi yang nyaman bagi semua konsumen.					

No	B. Variable Harga	STS	TS	N	S	SS
1	Produk Stand Tori-Yo PTC Mall Surabaya tergolong kategori harga yang sedang					
2	Stand Makan Tori-Yo PTC Mall Surabaya Menyediakan pilihan (Makanan & Minuman) dengan berbagai harga.					

3	Harga produk Stand makan Tori-Yo PTC Mall Surabaya sesuai dengan kualitas produk yang disediakan					
4	Harga produk Stand makan Tori-Yo PTC Mall Surabaya sesuai dengan manfaat yang saya peroleh					

No	C. Variable Lokasi	STS	TS	N	S	SS
1	Letak Stand Tori-Yo PTC Mall berada pada Studio Food Court					
2	Stand Tori-Yo PTC Mall mudah ditemukan dalam studio food court PTC Mall					
3	Akses Stand Tori-Yo PTC Mall Mudah					
4	Saya merasa nyaman dengan lingkungan Stand Tori-Yo PTC Mall					
5	Visibilitas Stand Tori-Yo PTC Mall mudah diingat					

No	D. Variable Minat Beli	STS	TS	N	S	SS
1	Berminat untuk membeli produk Tori-Yo PTC Mall					
2	Berminat merekomendasikan kepada keluarga atau teman untuk membeli produk Tori-Yo PTC Mall					
3	Berminat untuk mencari informasi lebih lanjut mengenai produk Tori-Yo PTC Mall					

## Lampiran 2 Rekapitulasi Jawaban Responden

Rekapitulasi Jawaban Responden Variabel Kualitas Pelayanan											
No	Pertanyaan										Total
	1	2	3	4	5	6	7	8	9	10	
1	4	4	4	4	4	4	4	4	3	3	38
2	5	5	5	5	5	5	5	5	4	4	48
3	4	5	4	4	5	4	5	4	4	4	43
4	5	4	4	5	4	5	4	4	4	4	43
5	4	4	4	4	4	4	4	4	5	5	42
6	4	4	5	4	4	4	5	4	3	3	40
7	5	5	5	4	3	5	4	4	5	5	45
8	3	3	3	4	4	3	3	3	3	3	32
9	4	4	4	4	4	4	4	4	4	4	40
10	4	4	3	4	4	4	4	3	4	4	38
11	4	4	4	4	4	4	4	4	4	4	40
12	5	5	5	5	5	5	5	5	5	5	50
13	3	3	3	4	4	3	3	3	3	3	32
14	4	4	4	4	4	4	4	4	4	4	40
15	4	4	3	4	4	4	4	3	4	4	38
16	4	4	4	5	5	4	4	4	4	4	42
17	5	4	4	5	4	5	4	4	5	4	44
18	3	3	3	4	4	3	3	3	3	3	32
19	5	5	4	5	4	4	4	4	5	5	45
20	4	4	3	4	4	4	4	3	4	4	38
21	4	4	4	3	4	4	4	4	4	4	39
22	3	3	3	3	4	3	3	3	3	3	31
23	4	4	4	4	4	4	4	4	4	4	40
24	4	4	3	4	4	4	4	3	4	4	38
25	4	4	4	4	4	4	4	4	4	4	40
26	5	5	5	5	5	5	5	5	5	5	50
27	4	5	4	4	5	4	5	4	4	5	44

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



94	4	4	4	4	4	4	4	4	4	4	40
95	4	4	4	4	4	4	4	4	4	4	40
96	5	5	5	5	5	5	5	5	5	5	50
97	4	5	4	4	5	4	5	4	4	5	44
98	4	4	4	4	4	4	4	4	4	4	40
99	4	4	4	4	4	4	4	4	4	4	40
100	4	4	4	4	4	4	4	4	4	4	40

<b>Rekapitulasi Jawaban Responden Variabel Harga</b>					
<b>No</b>	<b>Pertanyaan</b>				<b>Total</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	
1	4	4	2	3	13
2	5	5	4	5	19
3	4	4	4	2	14
4	4	4	4	4	16
5	4	5	4	5	18
6	4	4	4	4	16
7	4	4	4	4	16
8	3	3	3	5	14
9	3	5	3	4	15
10	3	3	3	2	11
11	4	4	2	3	13
12	5	5	4	5	19
13	3	3	3	5	14
14	3	5	3	4	15
15	3	3	3	2	11
16	5	4	4	5	18
17	4	5	4	4	17
18	3	3	3	2	11
19	4	5	4	4	17
20	5	4	4	5	18
21	4	4	2	3	13
22	3	3	3	5	14



23	3	5	3	4	15
24	3	3	3	2	11
25	4	4	2	3	13
26	5	5	4	5	19
27	4	4	4	2	14
28	4	4	4	4	16
29	4	5	4	5	18
30	3	3	3	5	14
31	4	4	5	4	17
32	4	4	5	4	17
33	4	5	5	4	18
34	3	3	3	3	12
35	4	4	4	4	16
36	3	3	3	5	14
37	3	5	3	4	15
38	3	3	3	2	11
39	4	4	4	4	16
40	5	4	4	5	18
41	4	5	4	4	17
42	4	4	4	4	16
43	4	4	4	4	16
44	3	3	3	5	14
45	3	5	3	4	15
46	3	3	3	2	11
47	4	4	4	4	16
48	4	4	4	4	16
49	4	4	4	4	16
50	4	4	4	4	16
51	4	4	4	4	16
52	4	4	2	3	13
53	5	5	4	5	19
54	4	4	4	2	14
55	4	4	4	4	16

56	4	4	4	4	16
57	4	5	4	4	17
58	3	3	3	3	12
59	4	4	4	4	16
60	3	3	3	5	14
61	3	5	3	4	15
62	3	3	3	2	11
63	4	4	4	4	16
64	5	4	4	5	18
65	4	5	4	4	17
66	4	4	4	4	16
67	4	4	4	4	16
68	3	3	3	5	14
69	3	5	3	4	15
70	3	3	3	2	11
71	4	4	4	4	16
72	4	4	4	4	16
73	4	4	4	4	16
74	4	4	4	4	16
75	4	4	2	3	13
76	3	3	3	5	14
77	3	5	3	4	15
78	3	3	3	2	11
79	4	4	2	3	13
80	5	5	4	5	19
81	4	4	4	2	14
82	4	4	4	4	16
83	4	4	4	4	16
84	4	4	4	4	16
85	4	4	5	4	17
86	5	5	5	5	20
87	3	3	3	4	13
88	4	4	4	4	16

89	4	4	3	4	15
90	4	5	4	4	17
91	4	4	4	4	16
92	4	4	4	4	16
93	4	4	4	4	16
94	4	4	4	4	16
95	4	4	4	4	16
96	5	5	5	5	20
97	4	5	4	4	17
98	4	4	4	4	16
99	4	4	4	4	16
100	4	4	4	4	16

<b>Rekapitulasi Jawaban Responden Variabel Lokasi</b>						
<b>No</b>	<b>Pertanyaan</b>					<b>Total</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
1	4	4	4	5	5	22
2	4	5	5	4	4	22
3	2	4	4	4	4	18
4	4	5	5	4	5	23
5	3	4	4	3	4	18
6	4	4	4	4	4	20
7	5	4	5	3	4	21
8	4	3	4	4	4	19
9	4	4	4	5	5	22
10	3	3	4	3	3	16
11	4	4	4	4	4	20
12	4	5	5	4	5	23
13	4	3	4	4	3	18
14	4	4	4	4	4	20
15	3	3	4	3	3	16

16	4	4	4	4	4	20
17	4	4	4	4	4	20
18	4	3	4	4	3	18
19	4	4	5	4	4	21
20	5	4	3	5	4	21
21	4	4	3	4	4	19
22	4	3	3	4	3	17
23	4	4	4	4	4	20
24	3	3	4	3	3	16
25	4	4	4	4	4	20
26	4	5	5	4	5	23
27	2	4	4	2	4	16
28	4	5	5	4	5	23
29	3	4	4	3	4	18
30	2	3	4	2	3	14
31	4	4	4	4	4	20
32	4	4	4	4	4	20
33	4	4	4	4	4	20
34	4	3	4	4	3	18
35	4	4	4	4	4	20
36	4	3	4	4	3	18
37	4	4	4	4	4	20
38	5	5	5	5	5	25
39	4	4	4	4	4	20
40	4	4	4	4	4	20
41	3	4	4	3	4	18
42	4	4	4	4	4	20
43	5	4	5	5	4	23
44	4	3	4	4	3	18
45	4	4	4	4	4	20
46	3	3	4	3	3	16
47	4	4	4	4	4	20
48	3	5	4	3	5	20

49	4	4	4	4	4	20
50	4	4	5	4	4	21
51	4	4	4	4	4	20
52	4	4	4	4	4	20
53	4	5	5	4	5	23
54	5	5	5	5	5	25
55	4	4	4	4	4	20
56	4	4	4	4	4	20
57	4	4	4	4	4	20
58	4	3	4	4	3	18
59	4	4	4	4	4	20
60	4	3	4	4	3	18
61	4	4	4	4	4	20
62	3	3	4	3	3	16
63	4	4	4	4	4	20
64	4	4	4	4	4	20
65	3	4	4	3	4	18
66	4	4	4	4	4	20
67	5	4	5	5	4	23
68	4	3	4	4	3	18
69	4	4	4	4	4	20
70	3	3	4	3	3	16
71	4	4	4	4	4	20
72	3	5	4	3	5	20
73	4	4	4	4	4	20
74	4	4	5	4	4	21
75	4	4	4	4	4	20
76	4	3	4	4	3	18
77	4	4	4	4	4	20
78	3	3	4	3	3	16
79	4	4	4	4	4	20
80	4	5	5	4	5	23
81	2	4	4	2	4	16

82	4	5	5	4	5	23
83	4	4	4	4	4	20
84	4	4	4	4	4	20
85	4	5	5	4	5	23
86	5	5	5	5	5	25
87	4	4	4	4	4	20
88	4	4	4	4	4	20
89	4	4	4	4	4	20
90	4	3	4	4	3	18
91	4	4	4	4	4	20
92	4	3	4	4	3	18
93	4	4	4	4	4	20
94	3	3	4	3	3	16
95	4	4	4	4	4	20
96	4	4	4	4	4	20
97	3	4	4	3	4	18
98	4	4	4	4	4	20
99	5	4	5	5	4	23
100	4	3	4	4	3	18

<b>Rekapitulasi Jawaban Responden Variabel</b>				
<b>Minat Beli</b>				
<b>No</b>	<b>Pertanyaan</b>			<b>Total</b>
	<b>1</b>	<b>2</b>	<b>3</b>	
1	4	4	4	12
2	3	4	3	10
3	4	4	4	12
4	4	5	4	13
5	4	4	5	13
6	4	4	5	13
7	4	5	4	13
8	3	4	3	10
9	4	4	4	12
10	3	4	3	10
11	4	4	4	12
12	5	5	5	15
13	3	4	3	10
14	4	4	4	12
15	3	4	3	10
16	4	5	4	13
17	4	4	4	12
18	3	4	3	10
19	4	5	4	13
20	4	4	4	12
21	4	4	4	12
22	3	3	3	9
23	4	3	4	11
24	3	4	3	10
25	4	4	4	12
26	5	5	5	15

27	4	4	4	12
28	4	5	4	13
29	4	4	5	13
30	3	4	3	10
31	4	4	4	12
32	4	4	4	12
33	4	4	4	12
34	3	4	3	10
35	4	4	4	12
36	3	4	3	10
37	4	4	4	12
38	3	4	3	10
39	4	4	4	12
40	4	4	4	12
41	4	4	4	12
42	4	4	4	12
43	4	5	4	13
44	3	4	3	10
45	4	4	4	12
46	3	4	3	10
47	4	4	4	12
48	4	5	4	13
49	4	4	4	12
50	4	4	4	12
51	4	4	4	12
52	4	4	4	12
53	5	5	5	15
54	4	5	5	14
55	4	4	4	12
56	4	4	4	12
57	4	4	4	12
58	3	4	3	10
59	4	4	4	12



60	3	4	3	10
61	4	4	4	12
62	3	4	3	10
63	4	4	4	12
64	4	4	4	12
65	4	4	4	12
66	4	4	4	12
67	4	5	4	13
68	3	4	3	10
69	4	4	4	12
70	3	4	3	10
71	4	4	4	12
72	4	5	4	13
73	4	4	4	12
74	4	4	4	12
75	4	4	4	12
76	3	4	3	10
77	4	4	4	12
78	3	4	3	10
79	4	4	4	12
80	5	5	5	15
81	4	4	4	12
82	4	5	4	13
83	4	5	4	13
84	4	4	4	12
85	4	4	4	12
86	4	4	4	12
87	4	4	4	12
88	5	5	5	15
89	4	5	5	14
90	4	4	4	12
91	4	4	4	12
92	4	4	4	12

93	3	4	3	10
94	4	4	4	12
95	3	4	3	10
96	4	4	4	12
97	3	4	3	10
98	4	4	4	12
99	4	4	4	12
100	4	4	4	12

### Lampiran 3 Perhitungan Variabel

#### Statistics

		KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	TOTAL KP
N	Valid	100	100	100	100	100	100	100	100	100	100	8
	Missing	0	0	0	0	0	0	0	0	0	0	0
Mean		40. 48 8	40. 48 8	39. 02 4	41. 34 1	41. 34 1	40. 36 6	40. 36 6	38. 78 0	40. 12 2	40. 12 2	40.243

**Statistics**

		<b>H1</b>	<b>H2</b>	<b>H3</b>	<b>H4</b>	<b>TOTAL H</b>
<b>N</b>	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
<b>Mean</b>		<b>37.683</b>	<b>40.122</b>	<b>35.244</b>	<b>38.171</b>	<b>151.220</b>

**Statistics**

		<b>MB1</b>	<b>MB2</b>	<b>MB3</b>	<b>TOTALM B</b>
<b>N</b>	Valid	100	100	100	100
	Missing	0	0	0	0
<b>Mean</b>		<b>37.927</b>	<b>41.585</b>	<b>38.415</b>	<b>117.927</b>

**Statistics**

		<b>L1</b>	<b>L2</b>	<b>L3</b>	<b>L4</b>	<b>L5</b>	<b>TOTAL L</b>
<b>N</b>	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
<b>Mean</b>		<b>38.171</b>	<b>39.146</b>	<b>41.585</b>	<b>38.415</b>	<b>39.390</b>	<b>196.707</b>

Titik Persentase Distribusi t (df = 41 – 80)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99000	2.37387	2.63869	3.19526

Lampiran 4 Tabel t Statistik

**Titik Persentase Distribusi F untuk Probabilita = 0,05**

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04	2.00	1.97	1.94	1.91	1.89
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04	2.00	1.96	1.93	1.91	1.88
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03	1.99	1.96	1.93	1.90	1.88
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03	1.99	1.96	1.93	1.90	1.88
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03	1.99	1.95	1.92	1.89	1.87
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02	1.98	1.95	1.92	1.89	1.87
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02	1.98	1.94	1.91	1.89	1.86
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01	1.97	1.93	1.90	1.88	1.85
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00	1.96	1.92	1.89	1.87	1.84
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00	1.96	1.92	1.89	1.86	1.84
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.95	1.92	1.89	1.86	1.84
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99	1.95	1.91	1.88	1.86	1.83
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99	1.95	1.91	1.88	1.85	1.83
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.85	1.82
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.84	1.82
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98	1.93	1.90	1.87	1.84	1.82
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97	1.93	1.90	1.87	1.84	1.82
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97	1.93	1.90	1.86	1.84	1.81
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97	1.93	1.89	1.86	1.84	1.81
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97	1.93	1.89	1.86	1.83	1.81
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96	1.92	1.89	1.85	1.83	1.80
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.83	1.80
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.80
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96	1.92	1.88	1.85	1.82	1.80
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.80
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.79
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.91	1.88	1.84	1.82	1.79
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.82	1.79
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.81	1.79
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.91	1.87	1.84	1.81	1.79
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.90	1.87	1.84	1.81	1.79
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.79
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.78
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.87	1.83	1.81	1.78
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.86	1.83	1.81	1.78
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78

**Lampiran 5 Tabel F Statistik**



<b>KP 8</b>	Pearson Correlation	.682*	.627*	.966*	.491*	.409*	.692*	.634*	1	.609*	.562*	.824**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
<b>KP 9</b>	Pearson Correlation	.891*	.696*	.583*	.616*	.258*	.865*	.584*	.609*	1	.802*	.843**
	Sig. (2-tailed)	.000	.000	.000	.000	.019	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
<b>KP 10</b>	Pearson Correlation	.699*	.908*	.538*	.412*	.580*	.672*	.809*	.562*	.802*	1	.857**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
<b>TOTAL KP</b>	Pearson Correlation	.900*	.908*	.810*	.674*	.603*	.893*	.874*	.824*	.843*	.857*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

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



## Harga (X<sub>2</sub>)

### Correlations

		H1	H2	H3	H4	TOTALH
<b>H1</b>	Pearson Correlation	1	.471**	.522**	.327**	.750*
	Sig. (2-tailed)		.000	.000	.003	.000
	N	100	100	100	100	100
<b>H2</b>	Pearson Correlation	.471**	1	.331**	.321**	.705*
	Sig. (2-tailed)	.000		.002	.003	.000
	N	100	100	100	100	100
<b>H3</b>	Pearson Correlation	.522**	.331**	1	.318**	.716*
	Sig. (2-tailed)	.000	.002		.004	.000
	N	100	100	100	100	100
<b>H4</b>	Pearson Correlation	.327*	.321**	.318**	1	.742*
	Sig. (2-tailed)	.003	.003	.004		.000
	N	100	100	100	100	100
<b>TOTALH</b>	Pearson Correlation	.750*	.705**	.716**	.742**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

## Lokasi (X<sub>3</sub>)

### Correlations

		L1	L2	L3	L4	L5	TOTAL L
<b>L1</b>	Pearson Correlation	1	.247*	.273*	.843**	.257*	.726*
	Sig. (2-tailed)		.026	.013	.000	.020	.000
	N	82	82	82	82	82	82

<b>L2</b>	Pearson Correlation	.247*	1	.534**	.257*	.935**	.800*
	Sig. (2-tailed)	.026		.000	.020	.000	.000
	N	100	100	100	100	100	100
<b>L3</b>	Pearson Correlation	.273*	.534**	1	.177	.473**	.622*
	Sig. (2-tailed)	.013	.000		.111	.000	.000
	N	100	100	100	100	100	100
<b>L4</b>	Pearson Correlation	.843**	.257*	.177	1	.331**	.729*
	Sig. (2-tailed)	.000	.020	.111		.002	.000
	N	100	100	100	100	100	100
<b>L5</b>	Pearson Correlation	.257*	.935**	.473**	.331**	1	.812*
	Sig. (2-tailed)	.020	.000	.000	.002		.000
	N	100	100	100	100	100	100
<b>TOTALL</b>	Pearson Correlation	.726**	.800**	.622**	.729**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

## Minat Beli Konsumen (Y)

### Correlations

		<b>MB1</b>	<b>MB2</b>	<b>MB3</b>	<b>TOTALMB</b>
<b>MB1</b>	Pearson Correlation	1	.430**	.927**	.941*
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
<b>MB2</b>	Pearson Correlation	.430**	1	.402**	.672*
	Sig. (2-tailed)	.000		.000	.000

	N	100	100	100	100
<b>MB3</b>	Pearson Correlation	.927**	.402**	1	.935*
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
<b>TOTALM B</b>	Pearson Correlation	.941**	.672**	.935**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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

## Lampiran 7 Uji

### Reliabilitas

#### Kualitas Pelayanan (X<sub>1</sub>)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.94	1

#### Harga (X<sub>2</sub>)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.68	

#### Lokasi (X<sub>3</sub>)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.79	

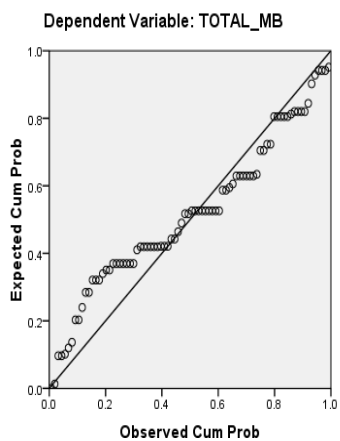
#### Minat Beli Konsumen (Y)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.81	

## Lampiran 8 Uji Asumsi

Normal P-P Plot of Regression Standardized Residual



## Klasik Uji Normalitas

### Uji Multikolieritas

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
TOTAL_KP	.575	1.738
TOTAL_H	.631	1.584
TOTAL_L	.623	1.605

## Anaisis Regresi Linier Berganda Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.838	.770		1.088	.279		
	TOTAL_KP	.139	.023	.464	6.146	.000	.553	1.809
	TOTAL_H	.158	.043	.270	3.688	.000	.587	1.702
	TOTAL_L	.151	.044	.245	3.442	.001	.623	1.604

a. Dependent Variable: TOTAL\_MB

## Lampiran 9

### Uji Hipotesis

### Uji t

### Coefficient a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.838	.770		1.088	.279		
	TOTAL_KP	.139	.023	.464	6.146	.000	.553	1.809
	TOTAL_H	.158	.043	.270	3.688	.000	.587	1.702
	TOTAL_L	.151	.044	.245	3.442	.001	.623	1.604

a. Dependent Variable: TOTAL\_MB

**Uji F****ANOVA<sup>b</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	123.160	3	41.053	73.762	.000 <sup>a</sup>
Residual	53.430	96	.557		
Total	176.590	99			

a. Predictors: (Constant), TOTAL\_L, TOTAL\_H, TOTAL\_K

## Koefisien Determinasi

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835 <sup>a</sup>	.697	.688	.74603

a. Predictors: (Constant), TOTAL\_L, TOTAL\_H, TOTAL\_KP