

## 1. Lampiran Kuisisioner

### ▪ DAFTAR KUISISIONER

#### ▪ Dengan hormat,

- Dalam rangka Penelitian untuk menyusun Skripsi kami yang berjudul Analisis Strategi Pemasaran Untuk meningkatkan Jumlah Konsumen Pada Kedai Brapp 88. maka dengan ini mohon Bantuan Bapak/Ibu/Saudara untuk memberikan Jawaban atas pertanyaan dengan jujur dan apa adanya.
- Seluruh data yang diterima hanya digunakan untuk kepentingan analisis Skripsi dan perumusan kesimpulan penelitian serta dijamin tidak akan digunakan untuk kepentingan Kantor Pajak dan atau Pungutan/luran lainnya.
- Kami Sampaiakan banyak terimakasih atas bantuan dan kesediaannya untuk mengisi Kuisisioner ini.
- Petunjuk :
  1. Jawablah Pertanyaan atau pilih salah satu jawaban pada tempat yang telah disediakan pada masing-masing pertanyaan.
  2. Apabila ada sesuatu yang kurang jelas bisa mengajukan pertanyaan pada kami.

#### ▪ I. IDENTITAS RESPONDEN

1. Nama : .....
2. Umur : .....
3. Alamat
  - Dusun : .....
  - RT/RW : .....
  - Desa : .....
  - No : ..... Telepon : .....
4. Jenis Kelamin : 1. Laki – Laki. 2. Perempuan.
5. Status : a. Usia <20 20-30 31-40 >41  
b. Menikah / Belum Menikah
6. Pendidikan : 1. Tidak tamat SD 2. SD 3. SLTP  
4. SLTA 5. Perguruan Tinggi
7. Pekerjaan Utama : 1. Wirausaha 2. Pegawai Negeri 3. Pegawai Swasta  
4. Pensiunan 5. Pedagang 6. ....
8. Pengalaman sebagai konsumen : ..... Bulan / Tahun.
9. Pendapat Anda tentang Produk dan layanan Kedai Brapp 88  
.....

## II. UNTUK KONSUMEN PELANGGAN

- Tabel di bawah ini menunjukkan setiap variabel dalam kedai Brapp 88 Surabaya. Pada kolom bagian I responden dapat memberikan penilaian atas tingkat kepentingan variabel tersebut bagi konsumen.

NO	Pernyataan	SS	S	RG	TS	STS
	<b>Variabel X1 (Strategi Produk)</b>					
1.	Menerapkan produk yang berkualitas agar meningkatkan jumlah konsumen.					
2.	Tidak hanya menjual minuman, melainkan berbagai jenis makanan pendamping juga.					
3.	Menerapkan varian produk agar pelanggan memiliki banyak pilihan.					
4.	Memiliki berbagai jenis kopi terbaik dari berbagai daerah di Indonesia.					
5.	Kemasan desain produk harus terbaik agar pelanggan tertarik untuk mencoba produk tersebut sehingga tercipta peningkatan pelanggan.					
6.	Produk dikemas dengan bahan yang ramah lingkungan					

No.	Pernyataan	SS	S	RG	TS	STS
	<b>Variabel X2 (Strategi Promosi)</b>					
1.	Menggunakan strategi dari mulut ke mulut					
2.	Menggunakan brosur					
3.	Mengikuti <i>event</i> kopi untuk mengenalkan produk pada masyarakat luas.					
4.	Promosi menggunakan digital marketing (FB dan IG)					
5.	Target pelanggan yang di tuju harus tepat sasaran					
6.	Promosi yang dilakukan saat ini sudah baik.					

No.	Pernyataan	SS	S	RG	TS	STS
	<b>Variabel X3 (Strategi Harga)</b>					
1.	Harga yang ditetapkan Kedai kopi Brapp 88 Surabaya sesuai dengan manfaat yang diterima pelanggan					
2.	Memberikan potongan 5% kepada pelanggan Kawasaki Merr.					
3.	Harga yang ditawarkan kedai kopi Brapp 88 Surabaya kompetitif dengan pesaing					
4.	Memberikan diskon 5% kepada pelanggan apabila pelanggan tersebut membawa teman atau customer lainnya.					
5.	Harga yang ditawarkan kedai kopi Brapp 88 Surabaya kompetitif. Kedai kopi Brapp 88 menyesuaikan harga pada setiap produk-produknya					
6.	Setiap produk memiliki harga yang deengan rasa, kuantitas dan macam produk baik makanan dan minumannya.					

No.	Pernyataan	SS	S	RG	TS	STS
	<b>Variabel Y (meningkatkan jumlah pelanggan)</b>					
1.	Produk pada Kedai kopi Brapp 88 Surabaya memiliki kualitas yang baik					
2.	Kopi yang bisa dirasakan bagi semua orang tidak hanya untuk pecinta kopi					
3.	Kedai kopi Brapp 88 Surabaya selalu melakukan promosi secara langsung ataupun lewat media online					
4.	Memberikan diskon khusus dihari tertentu melalui media online ataupun langsung datang ke kedai.					
5.	Pelanggan tidak nemikirkan harga dalam melakukan pembelian karena sesuai kualitas					
6.	Memberikan vocer tertentu bagi pembelian minimal Rp 75.000					

## 2. Lampiran Frekuensi

### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20	3	3.5	3.5	3.5
	20 - 30	32	37.6	37.6	41.2
	31 - 40	37	43.5	43.5	84.7
	> 41	13	15.3	15.3	100.0
	Total	85	100.0	100.0	

### Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	2	2.4	2.4	2.4
	SMA/SMK	34	40.0	40.0	42.4
	Perguruan Tinggi	49	57.6	57.6	100.0
	Total	85	100.0	100.0	

### Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wirausaha	18	21.2	21.2	21.2
	Pegawai Negeri	2	2.4	2.4	23.5
	Pegawai Swasta	37	43.5	43.5	67.1
	Pensiunan	13	15.3	15.3	82.4
	Pelajar	15	17.6	17.6	100.0
	Total	85	100.0	100.0	

### Jenis\_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	53	62.4	62.4	62.4
	Perempuan	32	37.6	37.6	100.0
Total		85	100.0	100.0	

### 3. Lampiran Uji Validitas

#### Strategi Produk (X1)

		Correlations						
		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	Jumlah
X1_1	Pearson Correlation	1	.292**	.152	.059	.178	.013	.481**
	Sig. (2-tailed)		.007	.166	.592	.102	.907	.000
	N	85	85	85	85	85	85	85
X1_2	Pearson Correlation	.292**	1	.217*	.118	.346**	.106	.592**
	Sig. (2-tailed)	.007		.046	.283	.001	.336	.000
	N	85	85	85	85	85	85	85
X1_3	Pearson Correlation	.152	.217*	1	.418**	.246*	.143	.621**
	Sig. (2-tailed)	.166	.046		.000	.023	.190	.000
	N	85	85	85	85	85	85	85
X1_4	Pearson Correlation	.059	.118	.418**	1	.376**	.288**	.625**
	Sig. (2-tailed)	.592	.283	.000		.000	.007	.000
	N	85	85	85	85	85	85	85
X1_5	Pearson Correlation	.178	.346**	.246*	.376**	1	.402**	.715**
	Sig. (2-tailed)	.102	.001	.023	.000		.000	.000
	N	85	85	85	85	85	85	85
X1_6	Pearson Correlation	.013	.106	.143	.288**	.402**	1	.529**
	Sig. (2-tailed)	.907	.336	.190	.007	.000		.000
	N	85	85	85	85	85	85	85
Jumlah	Pearson Correlation	.481**	.592**	.621**	.625**	.715**	.529**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	85	85	85	85	85	85	85

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

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

## Strategi Promosi (X2)

### Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	Jumlah
X2_1	Pearson Correlation	1	-.093	-.137	.146	.097	.226*	.337**
	Sig. (2-tailed)		.395	.213	.182	.375	.037	.002
	N	85	85	85	85	85	85	85
X2_2	Pearson Correlation	-.093	1	-.079	.232*	.046	.174	.360**
	Sig. (2-tailed)	.395		.471	.032	.675	.112	.001
	N	85	85	85	85	85	85	85
X2_3	Pearson Correlation	-.137	-.079	1	.277*	.302**	.125	.433**
	Sig. (2-tailed)	.213	.471		.010	.005	.254	.000
	N	85	85	85	85	85	85	85
X2_4	Pearson Correlation	.146	.232*	.277*	1	.544**	.438**	.777**
	Sig. (2-tailed)	.182	.032	.010		.000	.000	.000
	N	85	85	85	85	85	85	85
X2_5	Pearson Correlation	.097	.046	.302**	.544**	1	.482**	.740**
	Sig. (2-tailed)	.375	.675	.005	.000		.000	.000
	N	85	85	85	85	85	85	85
X2_6	Pearson Correlation	.226*	.174	.125	.438**	.482**	1	.748**
	Sig. (2-tailed)	.037	.112	.254	.000	.000		.000
	N	85	85	85	85	85	85	85
Jumlah	Pearson Correlation	.337**	.360**	.433**	.777**	.740**	.748**	1
	Sig. (2-tailed)	.002	.001	.000	.000	.000	.000	
	N	85	85	85	85	85	85	85

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

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

## Strategi Harga (X3)

### Correlations

		X3_1	X3_2	X3_3	X3_4	X3_5	X3_6	Jumlah
X3_1	Pearson Correlation	1	.190	.092	.137	.339**	.168	.524**
	Sig. (2-tailed)		.081	.402	.213	.002	.124	.000
	N	85	85	85	85	85	85	85
X3_2	Pearson Correlation	.190	1	.228*	.203	.188	.082	.520**
	Sig. (2-tailed)	.081		.036	.062	.085	.453	.000
	N	85	85	85	85	85	85	85
X3_3	Pearson Correlation	.092	.228*	1	.297**	.243*	.279**	.605**
	Sig. (2-tailed)	.402	.036		.006	.025*	.010	.000
	N	85	85	85	85	85	85	85
X3_4	Pearson Correlation	.137	.203	.297**	1	.258*	.467**	.662**
	Sig. (2-tailed)	.213	.062	.006		.017	.000	.000
	N	85	85	85	85	85	85	85
X3_5	Pearson Correlation	.339**	.188	.243*	.258*	1	.207	.626**
	Sig. (2-tailed)	.002	.085	.025*	.017		.057	.000
	N	85	85	85	85	85	85	85
X3_6	Pearson Correlation	.168	.082	.279**	.467**	.207	1	.634**
	Sig. (2-tailed)	.124	.453	.010	.000	.057		.000
	N	85	85	85	85	85	85	85
Jumlah	Pearson Correlation	.524**	.520**	.605**	.662**	.626**	.634**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	85	85	85	85	85	85	85

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

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

## Jumlah Pelanggan (Y)

		Correlations						
		Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Jumlah
Y_1	Pearson Correlation	1	.273*	.196	.261*	-.015	.168	.527**
	Sig. (2-tailed)		.011	.073	.016	.891	.124	.000
	N	85	85	85	85	85	85	85
Y_2	Pearson Correlation	.273*	1	.314**	.251*	.344**	-.034	.632**
	Sig. (2-tailed)	.011		.003	.020	.001	.759	.000
	N	85	85	85	85	85	85	85
Y_3	Pearson Correlation	.196	.314**	1	.327**	.178	.120	.607**
	Sig. (2-tailed)	.073	.003		.002	.104	.273	.000
	N	85	85	85	85	85	85	85
Y_4	Pearson Correlation	.261*	.251*	.327**	1	.363**	.143	.659**
	Sig. (2-tailed)	.016	.020	.002		.001	.193	.000
	N	85	85	85	85	85	85	85
Y_5	Pearson Correlation	-.015	.344**	.178	.363**	1	.317**	.625**
	Sig. (2-tailed)	.891	.001	.104	.001		.003	.000
	N	85	85	85	85	85	85	85
Y_6	Pearson Correlation	.168	-.034	.120	.143	.317**	1	.472**
	Sig. (2-tailed)	.124	.759	.273	.193	.003		.000
	N	85	85	85	85	85	85	85
Jumlah	Pearson Correlation	.527**	.632**	.607**	.659**	.625**	.472**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	85	85	85	85	85	85	85

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

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



#### 4. Lampiran Uji Reabilitas

##### Strategi Produk (X1)

###### Reliability Statistics

Cronbach's Alpha Based on Standardized Items		
Cronbach's Alpha	Items	N of Items
.634	633	6

###### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1_1	17.84	3.377	.222	.102	.643
X1_2	17.92	3.100	.354	.190	.595
X1_3	17.88	3.010	.383	.211	.583
X1_4	17.94	3.080	.416	.276	.572
X1_5	17.89	2.810	.522	.322	.526
X1_6	17.82	3.314	.302	.187	.613

##### Strategi Promosi (X2)

###### Reliability Statistics

Cronbach's Alpha Based on Standardized Items		
Cronbach's Alpha	Items	N of Items
.603	.577	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2_1	18.05	2.926	.091	.120	.642
X2_2	18.05	2.879	.102	.125	.642
X2_3	18.14	2.742	.173	.167	.620
X2_4	18.16	2.068	.611	.398	.433
X2_5	18.21	2.121	.549	.401	.461
X2_6	18.45	1.988	.524	.317	.463

### Strategi Harga (X3)

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.637	.636	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3_1	18.29	3.091	.294	.142	.619
X3_2	18.42	3.080	.279	.104	.625
X3_3	18.44	2.868	.373	.162	.591
X3_4	18.51	2.777	.462	.279	.558
X3_5	18.44	2.820	.401	.191	.580
X3_6	18.49	2.753	.394	.254	.583

## Jumlah Pelanggan (Y)

### Reliability Statistics

Cronbach's Alpha Based on		
Cronbach's Alpha	Standardized Items	N of Items
.621	.620	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y_1	18.85	2.322	.285	.198	.602
Y_2	19.04	2.082	.383	.283	.564
Y_3	19.04	2.177	.378	.176	.567
Y_4	19.01	2.107	.455	.251	.537
Y_5	19.05	2.141	.398	.333	.559
Y_6	18.96	2.415	.221	.183	.625

## 5. Lampiran Uji Normalitas

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		85
Normal Parameters <sup>a, b</sup>	Mean	.0000000
	Std. Deviation	1.31145030
Most Extreme Differences	Absolute	.074
	Positive	.051
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200 <sup>c, d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

## 6. Lampiran Uji Multikolinearitas

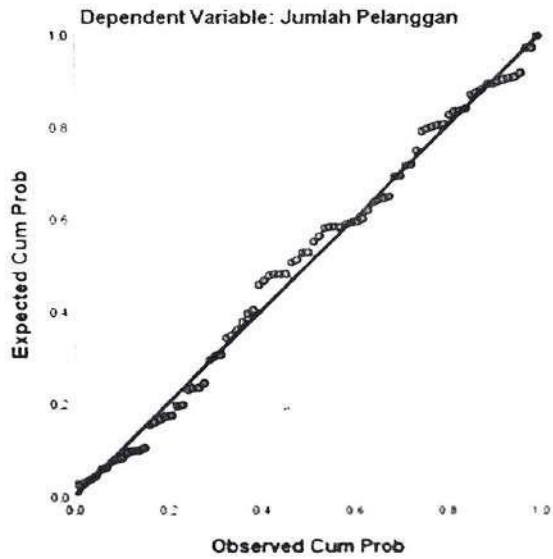
### Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Strategi Produk	.886	1.129
	Strategi Promosi	.639	1.565
	Strategi Harga	.701	1.427

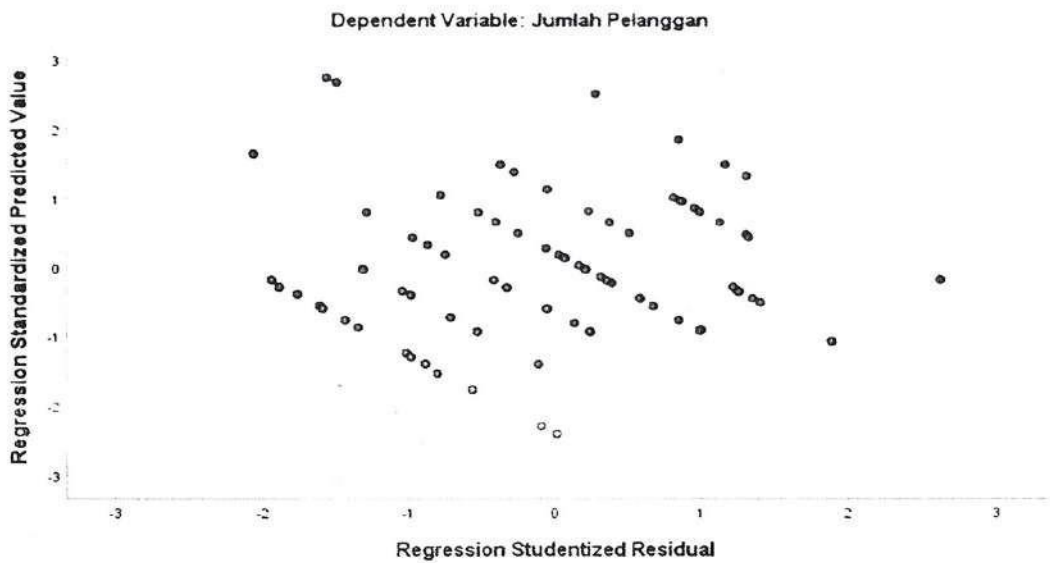
- a. Dependent : Jumlah Pelanggan

## 7. Lampiran Uji Heterokedastisitas

Normal P-P Plot of Regression Standardized Residual



Scatterplot



## 8. Lampiran Uji Auto Korelasi

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	,659 <sup>a</sup>	,434	,413	1,336	1,780

a. Predictors: (Constant), Strategi Harga, Strategi Promosi, Strategi Produk

b. Dependent Variable: Meningkatkan Jumlah Pelanggan

## 9. Lampiran Uji Analisis Regresi Linier Berganda

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,697	2,300		2,477	,015
	Strategi Produk	,165	,075	,194	2,184	,032
	Strategi Promosi	,432	,101	,448	4,289	,000
	Strategi Harga	,185	,089	,208	2,084	,040

a. Dependent Variable: Jumlah Pelanggan

## 10. Lampiran Koefisien Determinasi

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics
					R Square Change    F Change
1	,659 <sup>a</sup>	,434	,413	1,336	,434    20,771

a. Predictors: (Constant), Strategi Harga, Strategi Produk, Strategi Promosi

b. Dependent Variable: Jumlah Pelanggan

## 11. Lampiran Uji F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.822	3	36.941	20.711	.000 <sup>b</sup>
	Residual	144.472	81	1.784		
	Total	255.294	84			

a. Dependent Variable: Jumlah Pelanggan

b. Predictors: (Constant), Strategi Harga, Strategi Produk, Strategi Promosi

## 12. Lampiran Uji T-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.697	2.300		2.477	.015
	Strategi Produk	.165	.075	.194	2.184	.032
	Strategi Promosi	.432	.101	.448	4.289	.000
	Strategi Harga	.185	.089	.208	2.084	.040

a. Dependent Variable: Jumlah Pelanggan





33	3	4	4	4	4	4	23	3.83
34	4	4	3	4	3	3	21	3.50
35	3	3	3	3	4	4	20	3.33
36	4	4	5	5	4	4	26	4.33
37	3	3	3	3	4	4	20	3.33
38	3	3	4	4	3	4	21	3.50
39	4	4	4	3	3	3	21	3.50
40	4	4	3	3	3	3	20	3.33
41	3	3	4	3	3	3	19	3.17
42	4	3	3	4	3	3	20	3.33
43	4	3	3	4	3	3	20	3.33
44	2	4	3	3	3	4	19	3.17
45	3	4	4	3	3	3	20	3.33
46	5	4	3	4	4	4	24	4.00
47	4	3	4	4	3	3	21	3.50
48	3	4	4	4	4	3	22	3.67
49	4	4	4	4	4	4	24	4.00
50	4	3	4	3	3	3	20	3.33
51	4	3	3	3	3	4	20	3.33
52	4	4	3	3	4	4	22	3.67
53	3	4	3	4	4	4	22	3.67
54	4	3	3	3	3	3	19	3.17
55	3	3	4	4	3	5	22	3.67
56	4	3	3	3	4	4	21	3.50
57	4	4	3	4	4	4	23	3.83
58	3	3	2	2	2	3	15	2.50
59	4	4	4	4	4	4	24	4.00
60	3	4	3	4	4	3	21	3.50
61	4	3	3	3	4	4	21	3.50
62	4	4	3	3	3	4	21	3.50
63	3	3	5	4	4	3	22	3.67
64	3	4	4	4	5	4	24	4.00
65	4	3	3	3	3	3	19	3.17
66	3	3	4	4	3	4	21	3.50
67	4	3	4	3	4	4	22	3.67
68	3	2	4	4	3	4	20	3.33
69	3	4	3	3	3	4	20	3.33

70	4	4	3	3	4	4	22	3.67
71	3	3	4	4	3	4	21	3.50
72	4	4	4	3	4	4	23	3.83
73	3	3	3	3	3	3	18	3.00
74	3	3	3	3	3	3	18	3.00
75	4	2	4	4	3	4	21	3.50
76	3	3	3	3	3	4	19	3.17
77	3	3	4	3	4	4	21	3.50
78	4	4	3	3	3	3	20	3.33
79	3	3	3	4	4	4	21	3.50
80	3	3	3	3	4	4	20	3.33
81	4	4	3	3	4	3	21	3.50
82	3	4	4	3	3	3	20	3.33
83	4	4	3	4	4	4	23	3.83
84	3	4	4	3	3	4	21	3.50
85	4	3	4	3	4	3	21	3.50

### Strategi Promosi (X2)

No	X2 1	X2 2	X2 3	X2 4	X2 5	X2 6	Jumlah	Mean
1	3	4	4	4	3	3	21	3.60
2	4	4	4	4	4	4	24	4.00
3	4	4	4	4	3	3	22	3.80
4	4	4	4	4	4	4	24	4.00
5	4	4	4	4	4	3	23	4.00
6	4	4	4	4	3	3	22	3.80
7	4	3	4	4	4	4	23	3.80
8	4	4	4	5	4	4	25	4.20
9	4	4	4	4	4	4	24	4.00
10	3	5	4	4	4	4	24	4.00
11	4	3	4	4	4	4	23	3.80
12	4	4	4	4	4	3	23	4.00
13	4	3	4	4	4	4	23	3.80
14	5	4	3	4	4	5	25	4.00
15	3	3	4	4	4	4	22	3.60
16	3	4	4	4	4	4	23	3.80

17	4	4	3	4	4	4	23	3.80
18	3	4	3	4	3	3	20	3.40
19	3	4	4	3	4	3	21	3.60
20	4	4	4	4	4	5	25	4.00
21	4	4	4	4	4	4	24	4.00
22	4	4	4	4	4	3	23	4.00
23	4	4	4	4	5	5	26	4.20
24	4	4	3	3	3	3	20	3.40
25	4	4	5	4	4	5	26	4.20
26	4	4	3	4	4	3	22	3.80
27	4	4	4	4	4	3	23	4.00
28	4	3	4	3	3	3	20	3.40
29	4	3	4	3	4	3	21	3.60
30	4	4	3	3	3	3	20	3.40
31	4	2	4	3	3	3	19	3.20
32	4	4	3	4	3	4	22	3.60
33	4	4	3	3	3	3	20	3.40
34	3	3	4	3	4	3	20	3.40
35	3	4	4	4	4	3	22	3.80
36	4	3	3	4	4	2	20	3.60
37	4	4	4	4	3	3	22	3.80
38	4	4	4	4	3	3	22	3.80
39	3	4	4	4	4	4	23	3.80
40	4	4	3	3	3	4	21	3.40
41	4	3	3	4	4	3	21	3.60
42	4	4	3	4	4	4	23	3.80
43	3	4	4	4	4	3	22	3.80
44	4	4	3	4	4	4	23	3.80
45	4	4	4	4	3	3	22	3.80
46	4	4	3	4	4	4	23	3.80
47	4	4	3	4	4	4	23	3.80
48	3	4	4	4	3	3	21	3.60
49	4	4	4	4	4	3	23	4.00
50	3	3	4	3	4	3	20	3.40
51	3	4	3	3	3	3	19	3.20
52	4	3	3	3	4	3	20	3.40
53	4	4	3	3	3	4	21	3.40

54	4	4	3	3	3	3	20	3.40
55	4	3	4	3	3	3	20	3.40
56	3	3	3	3	3	3	18	3.00
57	3	4	3	3	3	3	19	3.20
58	3	4	4	3	3	3	20	3.40
59	3	4	4	3	3	3	20	3.40
60	4	3	4	4	4	3	22	3.80
61	4	4	4	3	4	3	22	3.80
62	4	4	4	3	4	3	22	3.80
63	4	4	4	5	5	5	27	4.40
64	4	4	4	4	4	3	23	4.00
65	4	4	4	4	3	3	22	3.80
66	4	4	3	4	4	3	22	3.80
67	4	3	4	3	3	3	20	3.40
68	4	4	4	4	4	4	24	4.00
69	4	4	3	3	3	3	20	3.40
70	4	4	3	3	3	3	20	3.40
71	4	3	4	3	3	3	20	3.40
72	4	3	4	4	4	4	23	3.80
73	4	4	3	3	3	3	20	3.40
74	4	4	4	4	4	3	23	4.00
75	3	4	4	4	4	3	22	3.80
76	4	3	4	3	3	3	20	3.40
77	3	4	3	3	3	3	19	3.20
78	4	4	4	3	4	3	22	3.80
79	4	4	4	4	4	3	23	4.00
80	3	4	4	3	3	3	20	3.40
81	3	4	4	4	4	3	22	3.80
82	4	4	4	4	3	3	22	3.80
83	4	4	3	3	3	3	20	3.40
84	4	3	3	4	3	3	20	3.40
85	4	4	3	3	3	3	20	3.40

### Strategi Harga (X3)

No	X3_1	X3_2	X3_3	X3_4	X3_5	X3_6	Jumlah	Mean
----	------	------	------	------	------	------	--------	------

1	4	4	4	4	4	4	24	4.00
2	4	5	4	4	4	4	25	4.17
3	4	4	4	4	4	3	23	3.83
4	4	4	4	4	4	5	25	4.17
5	4	4	3	3	3	4	21	3.50
6	4	3	3	4	4	3	21	3.50
7	4	4	5	4	4	5	26	4.33
8	4	3	4	3	3	3	20	3.33
9	4	4	5	4	4	4	25	4.17
10	4	4	4	4	3	4	23	3.83
11	4	3	3	3	3	4	20	3.33
12	5	4	4	4	4	3	24	4.00
13	5	4	3	4	4	4	24	4.00
14	4	4	4	4	4	4	24	4.00
15	4	4	3	3	4	3	21	3.50
16	4	3	3	4	4	3	21	3.50
17	4	4	4	3	5	4	24	4.00
18	4	3	4	4	3	4	22	3.67
19	4	3	4	4	3	3	21	3.50
20	4	4	5	4	4	4	25	4.17
21	4	3	4	4	4	4	23	3.83
22	3	4	4	4	4	3	22	3.67
23	4	3	4	4	5	4	24	4.00
24	4	3	4	3	4	4	22	3.67
25	4	4	3	4	3	4	22	3.67
26	4	3	4	3	4	3	21	3.50
27	3	4	4	4	4	4	23	3.83
28	3	4	4	4	3	3	21	3.50
29	4	3	3	3	3	3	19	3.17
30	4	4	4	3	3	3	21	3.50
31	3	3	2	2	3	2	15	2.50
32	3	4	4	4	3	4	22	3.67
33	3	4	4	3	3	2	19	3.17
34	4	4	3	4	5	3	23	3.83
35	4	3	3	3	4	4	21	3.50
36	4	4	4	4	3	4	23	3.83
37	4	3	4	4	4	4	23	3.83

38	4	3	4	3	4	4	22	3.67
39	4	4	4	4	4	3	23	3.83
40	4	4	4	4	4	3	23	3.83
41	4	4	3	3	3	4	21	3.50
42	4	5	4	4	4	4	25	4.17
43	3	3	4	3	3	4	20	3.33
44	4	4	3	4	4	4	23	3.83
45	4	3	4	4	3	4	22	3.67
46	4	3	4	4	4	4	23	3.83
47	4	4	3	4	4	4	23	3.83
48	3	3	3	4	3	4	20	3.33
49	4	3	3	3	4	3	20	3.33
50	4	4	3	3	3	3	20	3.33
51	3	4	3	3	3	3	19	3.17
52	3	3	3	3	4	4	20	3.33
53	4	4	4	3	3	3	21	3.50
54	3	3	4	3	4	3	20	3.33
55	4	3	3	3	3	4	20	3.33
56	2	3	3	3	3	3	17	2.83
57	3	4	3	3	3	3	19	3.17
58	4	4	4	4	3	4	23	3.83
59	4	3	4	4	3	4	22	3.67
60	4	4	4	3	4	3	22	3.67
61	4	4	4	3	4	3	22	3.67
62	5	4	3	4	4	3	23	3.83
63	5	4	4	4	5	5	27	4.50
64	3	4	4	4	3	4	22	3.67
65	4	4	3	4	3	4	22	3.67
66	3	3	3	4	3	4	20	3.33
67	4	4	4	3	4	4	23	3.83
68	4	4	4	4	4	4	24	4.00
69	4	4	4	3	3	3	21	3.50
70	4	4	4	4	4	4	24	4.00
71	4	4	4	3	4	3	22	3.67
72	4	4	3	4	4	4	23	3.83
73	4	4	4	4	4	4	24	4.00
74	3	3	4	5	4	4	23	3.83

75	4	4	4	3	4	4	23	3.83
76	3	4	4	4	4	4	23	3.83
77	4	4	4	4	4	4	24	4.00
78	4	4	3	4	4	3	22	3.67
79	4	5	4	4	4	4	25	4.17
80	4	3	3	3	3	3	19	3.17
81	4	4	4	3	4	3	22	3.67
82	4	4	4	3	4	3	22	3.67
83	4	3	4	4	4	4	23	3.83
84	4	4	3	4	4	4	23	3.83
85	3	4	4	4	4	4	23	3.83

### Jumlah Pelanggan (Y)

No.	Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Jumlah	Mean
1	4	4	4	4	3	4	23	3.83
2	4	4	4	5	4	5	26	4.33
3	3	4	4	4	4	4	23	3.83
4	4	4	4	4	4	4	24	4.00
5	3	3	4	4	4	4	22	3.67
6	4	4	4	4	4	3	23	3.83
7	5	4	4	4	4	3	24	4.00
8	4	4	3	4	4	4	23	3.83
9	4	4	4	4	3	3	22	3.67
10	4	4	5	4	4	4	25	4.17
11	5	4	4	4	4	4	25	4.17
12	5	4	4	4	3	4	24	4.00
13	5	4	4	4	4	4	25	4.17
14	4	4	4	4	4	4	24	4.00
15	4	4	4	4	3	4	23	3.83
16	4	4	4	4	4	3	23	3.83
17	4	4	4	4	4	4	24	4.00
18	4	4	3	4	4	4	23	3.83
19	4	4	3	3	3	3	20	3.33
20	5	5	4	4	4	4	26	4.33
21	4	4	4	4	5	5	26	4.33
22	4	4	4	4	5	4	25	4.17

23	4	4	4	4	4	4	24	4.00
24	4	4	4	4	4	4	24	4.00
25	5	5	4	4	4	4	26	4.33
26	3	4	4	4	4	3	22	3.67
27	4	4	4	4	4	4	24	4.00
28	4	4	4	4	4	4	24	4.00
29	3	3	3	4	4	4	21	3.50
30	4	4	4	3	4	4	23	3.83
31	3	3	3	3	4	4	20	3.33
32	4	5	4	4	4	4	25	4.17
33	4	3	4	4	3	4	22	3.67
34	4	4	4	4	3	3	22	3.67
35	4	4	4	4	4	4	24	4.00
36	4	4	4	3	4	4	23	3.83
37	4	3	4	3	3	4	21	3.50
38	4	4	4	3	4	4	23	3.83
39	4	3	4	4	4	4	23	3.83
40	4	4	3	3	3	3	20	3.33
41	4	3	3	3	3	4	20	3.33
42	4	4	3	4	4	4	23	3.83
43	4	4	4	4	4	4	24	4.00
44	4	3	3	4	4	4	22	3.67
45	4	3	3	3	3	4	20	3.33
46	4	4	5	4	4	4	25	4.17
47	4	4	4	4	4	4	24	4.00
48	3	4	4	4	4	4	23	3.83
49	4	3	3	4	4	4	22	3.67
50	4	3	3	3	3	4	20	3.33
51	4	3	4	4	3	4	22	3.67
52	4	4	4	3	3	4	22	3.67
53	3	4	3	3	4	4	21	3.50
54	3	3	4	3	3	4	20	3.33
55	4	3	3	4	3	4	21	3.50
56	3	4	3	3	4	3	20	3.33
57	4	3	3	4	3	3	20	3.33
58	4	3	4	3	3	3	20	3.33
59	3	4	4	4	4	3	22	3.67



60	4	3	4	4	4	4	23	3.83
61	4	3	4	3	3	4	21	3.50
62	4	4	4	3	4	4	23	3.83
63	4	4	4	4	4	4	24	4.00
64	4	4	4	4	3	4	23	3.83
65	4	4	3	4	3	3	21	3.50
66	4	4	4	4	4	4	24	4.00
67	4	3	4	4	4	4	23	3.83
68	4	4	4	5	4	4	25	4.17
69	4	4	4	4	4	4	24	4.00
70	4	4	4	4	4	4	24	4.00
71	3	4	4	3	3	3	20	3.33
72	4	5	4	4	4	4	25	4.17
73	4	4	4	4	4	3	23	3.83
74	4	4	3	4	4	4	23	3.83
75	4	3	4	4	4	4	23	3.83
76	4	3	4	4	4	4	23	3.83
77	4	4	3	3	4	4	22	3.67
78	5	4	4	4	4	5	26	4.33
79	4	4	4	4	4	4	24	4.00
80	4	3	4	4	3	3	21	3.50
3	4	4	4	4	4	3	23	3.83
82	4	4	3	4	4	3	22	3.67
83	3	3	3	3	4	4	20	3.33
84	4	3	3	4	4	4	22	3.67
85	4	3	3	3	3	4	20	3.33

### Frekuensi

Nomor	Usia	Pendidikan	Pekerjaan	Jenis kelamin
1	3	4	3	2
2	2	4	3	1
3	2	3	5	2
4	3	4	3	2
5	2	4	5	2
6	3	4	3	1
7	2	4	5	1

8	2	4	3	2
9	2	4	2	1
10	2	5	3	2
11	3	5	1	1
12	3	4	3	1
13	2	5	5	1
14	2	5	3	1
15	2	4	3	2
16	2	5	1	1
17	3	4	3	2
18	3	5	3	2
19	2	4	1	1
20	3	5	3	2
21	2	3	1	2
22	3	4	3	1
23	2	4	5	1
24	2	4	5	2
25	3	5	3	1
26	4	4	4	2
27	3	5	3	1
28	3	4	3	1
29	3	5	3	1
30	3	4	3	1
31	2	5	3	2
32	3	4	3	1
33	2	4	1	2
34	4	4	4	1
35	3	5	3	1
36	2	5	1	1
37	3	4	3	1
38	2	5	1	2
39	4	4	4	1
40	2	4	1	1
41	4	4	4	1
42	2	4	1	1
43	4	5	4	1
44	2	5	1	2
45	2	4	1	2
46	4	5	4	1

47	3	5	3	2
48	2	5	1	1
49	2	4	3	1
50	3	5	2	1
51	3	5	3	1
52	3	5	1	1
53	3	5	1	1
54	3	4	1	1
55	3	5	1	2
56	3	5	3	1
57	2	5	3	2
58	2	5	3	1
59	3	5	1	2
60	4	5	4	1
61	2	4	3	1
62	2	5	3	2
63	3	5	3	1
64	3	5	3	2
65	3	5	3	1
66	3	5	3	2
67	4	5	4	1
68	4	5	4	2
69	3	5	3	2
70	4	5	4	1
71	3	4	3	2
72	3	5	1	2
73	4	5	4	1
74	4	5	4	2
75	2	4	5	1
76	2	5	5	1
77	2	5	5	1
78	4	5	4	1
79	1	4	5	2
80	1	5	5	1
81	3	5	5	1
82	3	5	3	1
83	3	5	5	2
84	1	4	5	1
85	3	5	5	1