

## **LAMPIRAN**

### **Lampiran 1 Kuesioner Penelitian**

AssalamualaikumWr.Wb.

Perkenalkan saya Anisyah mahasiswa dari jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas 17 Agustus 1945 Surabaya. Saat ini saya sedang melakukan penelitian skripsi mengenai "Pengaruh Word Of Mouth, Kualitas Pelayanan, dan Persepsi Harga Terhadap Keputusan Pembelian Pada Syirkah Aqiqah Surabaya"

Penelitian ini menggunakan kuesioner sebagai alat pengumpulan data primer. Oleh karena itu, saya memohon bantuan Bapak/Ibu untuk berkenan meluangkan waktu mengisi/memberikan jawaban atas beberapa pernyataan terkait dengan penelitian ini. Kami mohon agar bapak/ibu menjawab pertanyaan secara lengkap sesuai ketentuan. Atas perhatian dan waktu yang bapak/ibu berikan untuk mengisi kuisisioner, Saya ucapkan terima kasih.

#### **A. Identitas Responden**

1. Nama :
2. Jenis Kelamin :
  - Laki – Laki
  - Wanita
3. Usia :
  - <20 Tahun
  - 21-25 Tahun
  - 26-30 Tahun
  - >30 Tahun
4. Pekerjaan :
  - Pegawai Negeri
  - Karyawan Swasta
  - Wirausaha

- Lainnya (sebutkan):

5. Sudah berapa kali menggunakan jasa Syirkah Aqiqah?

- 1 Kali
- 2 Kali
- 3 Kali
- >4 Kali

B. Petunjuk Pengisian

Pilihlah salah satu jawaban dari setiap pernyataan yang paling sesuai dengan keadaan / perasaan diri anda, dengan cara memberi tanda *check list* (✓) pada kolom jawaban yang tersedia. Berikut keterangannya:

| Pernyataan          | Kode | Skor |
|---------------------|------|------|
| Sangat Tidak Setuju | STS  | 1    |
| Tidak Setuju        | TS   | 2    |
| Netral              | N    | 3    |
| Setuju              | S    | 4    |
| Sangat Setuju       | SS   | 5    |

**DAFTAR PERNYATAAN**  
**WORD OF MOUTH (X1)**

| No               | Pertanyaan                                                                                                                                               | Jawaban |    |   |   |    |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----|---|---|----|
|                  |                                                                                                                                                          | STS     | TS | N | S | SS |
| Membicarakan     |                                                                                                                                                          |         |    |   |   |    |
| 1                | Informasi yang saya dengar Syirkah Aqiqah adalah jasa aqiqah yang amanah murah dan enak                                                                  |         |    |   |   |    |
| 2                | Informasi yang saya dengar Syirkah Aqiqah mempunyai harga yang sesuai dengan rasa dan pelayanan yang didapatkan                                          |         |    |   |   |    |
| 3                | Saya menggunakan jasa Syirkah Aqiqah karena mendapatkan informasi positif dari lingkungan teman, tetangga, atau saudara                                  |         |    |   |   |    |
| Merekomendasikan |                                                                                                                                                          |         |    |   |   |    |
| 4                | Saya merekomendasikan kepada orang-orang yang butuh informasi tentang Syirkah Aqiqah                                                                     |         |    |   |   |    |
| 5                | Saya merekomendasikan tentang harga dan rasanya yang enak untuk yang mau cari jasa aqiqah                                                                |         |    |   |   |    |
| 6                | Saya merekomendasikan paket aqiqah favorit saya di syirkah aqiqah                                                                                        |         |    |   |   |    |
| Mendorong        |                                                                                                                                                          |         |    |   |   |    |
| 7                | Dengan adanya informasi positif yang sering Saya dengar dan direkomendasikan oleh teman saya, sehingga saya termotivasi untuk menggunakan Syirkah Aqiqah |         |    |   |   |    |
| 8                | Pengalaman orang lain meyakinkan saya untuk menggunakan jasa Syirkah Aqiqah                                                                              |         |    |   |   |    |

**KUALITAS PELAYANAN (X2)**

| No           | Pertanyaan                                                                                                          | Jawaban |    |   |   |    |
|--------------|---------------------------------------------------------------------------------------------------------------------|---------|----|---|---|----|
|              |                                                                                                                     | STS     | TS | N | S | SS |
| Bukti Fisik  |                                                                                                                     |         |    |   |   |    |
| 1            | Ruang pelayanan Syirkah Aqiqah nyaman dan bersih                                                                    |         |    |   |   |    |
| 2            | Karyawan Syirkah Aqiqah tampak rapi                                                                                 |         |    |   |   |    |
| Keandalan    |                                                                                                                     |         |    |   |   |    |
| 3            | Karyawan Syirkah Aqiqah mempunyai pengetahuan untuk menjawab pertanyaan konsumen                                    |         |    |   |   |    |
| 4            | Karyawan Syirkah Aqiqah mampu memberikan saran yang tepat sehingga dapat membantu konsumen menyelesaikan masalahnya |         |    |   |   |    |
| Daya Tanggap |                                                                                                                     |         |    |   |   |    |
| 5            | Karyawan Syirkah Aqiqah tanggap dalam merespon keluhan konsumen                                                     |         |    |   |   |    |
| 6            | Syirkah Aqiqah memberikan layanan cepat dan tepat                                                                   |         |    |   |   |    |
| Jaminan      |                                                                                                                     |         |    |   |   |    |
| 7            | Karyawan Syirkah Aqiqah memiliki pengetahuan untuk menjawab pertanyaan-pertanyaan konsumen                          |         |    |   |   |    |
| 8            | Karyawan Syirkah Aqiqah ramah dan Sopan dalam menangani konsumen                                                    |         |    |   |   |    |
| Empati       |                                                                                                                     |         |    |   |   |    |
| 9            | Karyawan Syirkah Aqiqah berusaha untuk memahami keinginan dan kebutuhan konsumen                                    |         |    |   |   |    |
| 10           | Karyawan Syirkah Aqiqah memberikan penjelasan kepada konsumen dengan bahasa yang mudah dimengerti kepada konsumen   |         |    |   |   |    |

**PERSEPSI HARGA (X3)**

| No                                  | Pertanyaan                                                                   | Jawaban |    |   |   |    |
|-------------------------------------|------------------------------------------------------------------------------|---------|----|---|---|----|
|                                     |                                                                              | STS     | TS | N | S | SS |
| Keterjangkauan Harga Produknya      |                                                                              |         |    |   |   |    |
| 1                                   | Harga yang ditawarkan Syirkah Aqiqah terjangkau                              |         |    |   |   |    |
| 2                                   | Harga yang ditawarkan Syirkah Aqiqah bervariasi sesuai dengan jenis paketnya |         |    |   |   |    |
| Kesesuaian Harga Dengan Kualitasnya |                                                                              |         |    |   |   |    |
| 3                                   | Harga dari Syirkah Aqiqah sesuai dengan produk yang diberikan                |         |    |   |   |    |
| 4                                   | Harga dari Syirkah Aqiqah sesuai dengan yang diharapkan                      |         |    |   |   |    |
| Daya Saing Harga                    |                                                                              |         |    |   |   |    |
| 5                                   | Harga Syirkah Aqiqah dapat bersaing dengan jasa aqiqah lainnya               |         |    |   |   |    |
| 6                                   | Harga Syirkah Aqiqah lebih ekonomis dibanding dengan harga aqiqah lain       |         |    |   |   |    |
| Kesesuaian Harga Dengan Manfaatnya  |                                                                              |         |    |   |   |    |
| 7                                   | Harga Syirkah Aqiqah sesuai dengan manfaat yang dirasakan                    |         |    |   |   |    |
| 8                                   | Harga yang ditawarkan Syirkah Aqiqah sesuai dengan kebutuhan                 |         |    |   |   |    |

**KEPUTUSAN PEMBELIAN (Y)**

| No                       | Pertanyaan                                                                                                                      | Jawaban |    |   |   |    |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------|----|---|---|----|
|                          |                                                                                                                                 | STS     | TS | N | S | SS |
| Pengenalan masalah       |                                                                                                                                 |         |    |   |   |    |
| 1                        | Syirkah Aqiqah dibutuhkan untuk orang tua yang sedang mencari jasa aqiqah                                                       |         |    |   |   |    |
| 2                        | Saya menggunakan Jasa Syirkah Aqiqah untuk mempermudah aqiqah anak saya                                                         |         |    |   |   |    |
| Pencarian informasi      |                                                                                                                                 |         |    |   |   |    |
| 3                        | Syirkah Aqiqah memberikan informasi mengenai tata cara dalam proses pengelolaan aqiqah demi memberikan kepuasan kepada konsumen |         |    |   |   |    |
| 4                        | Syirkah aqiqah membantu saya dalam memilih paket aqiqah sesuai dengan kebutuhan saya                                            |         |    |   |   |    |
| Pengevaluasi Alternatif  |                                                                                                                                 |         |    |   |   |    |
| 5                        | Saya menggunakan syirkah aqiqah dari pendapat orang lain yang telah menggunakanjasa jasa aqiqah tersebut                        |         |    |   |   |    |
| 6                        | Saya menggunakan syirkah aqiqah dari saran orang lain yang telah menggunakan Jasa aqiqah tersebut                               |         |    |   |   |    |
| Keputusan Pembelian      |                                                                                                                                 |         |    |   |   |    |
| 7                        | Kualitas Jasa yang diberikan syirkah aqiqah mempengaruhi pertimbangan keputusan saya untuk menggunakan jasa aqiqah tersebut     |         |    |   |   |    |
| 8                        | Saya menggunakan syirkah aqiqah karena banyak yang menggunakan jasa tersebut                                                    |         |    |   |   |    |
| Perilaku Pasca pembelian |                                                                                                                                 |         |    |   |   |    |
| 9                        | Saya merasa puas dengan Syirkah Aqiqah                                                                                          |         |    |   |   |    |
| 10                       | Saya melakukan pembelian ulang untuk menggunakan jasa Syirkah Aqiqah kembali                                                    |         |    |   |   |    |

## Lampiran 2 Data Kuesioner

| Word Of Mouth (X1) |      |      |      |      |      |      |      |      |          |
|--------------------|------|------|------|------|------|------|------|------|----------|
| No                 | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | TOTAL.X1 |
| 1                  | 5    | 4    | 4    | 5    | 4    | 4    | 5    | 5    | 36       |
| 2                  | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40       |
| 3                  | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40       |
| 4                  | 5    | 4    | 5    | 5    | 5    | 5    | 5    | 5    | 39       |
| 5                  | 5    | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 35       |
| 6                  | 4    | 4    | 4    | 3    | 4    | 4    | 3    | 4    | 30       |
| 7                  | 3    | 4    | 5    | 4    | 4    | 4    | 4    | 3    | 31       |
| 8                  | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 5    | 34       |
| 9                  | 4    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 31       |
| 10                 | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 5    | 39       |
| 11                 | 4    | 4    | 5    | 4    | 4    | 4    | 5    | 5    | 35       |
| 12                 | 4    | 5    | 5    | 5    | 4    | 4    | 3    | 4    | 34       |
| 13                 | 4    | 4    | 5    | 5    | 5    | 5    | 4    | 5    | 37       |
| 14                 | 5    | 5    | 4    | 5    | 5    | 5    | 3    | 4    | 36       |
| 15                 | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 37       |
| 16                 | 4    | 5    | 5    | 5    | 5    | 5    | 4    | 5    | 38       |
| 17                 | 4    | 5    | 5    | 4    | 4    | 5    | 4    | 5    | 36       |
| 18                 | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 4    | 35       |
| 19                 | 4    | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 36       |
| 20                 | 4    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 35       |
| 21                 | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 5    | 35       |
| 22                 | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 33       |
| 23                 | 4    | 4    | 4    | 4    | 5    | 3    | 3    | 4    | 31       |
| 24                 | 4    | 5    | 4    | 4    | 4    | 3    | 4    | 4    | 32       |
| 25                 | 4    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 35       |
| 26                 | 3    | 4    | 5    | 3    | 3    | 3    | 3    | 3    | 27       |
| 27                 | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 33       |
| 28                 | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 39       |
| 29                 | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40       |
| 30                 | 5    | 5    | 5    | 4    | 4    | 3    | 5    | 5    | 36       |

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 31 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 29 |
| 32 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 33 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 36 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 36 |
| 37 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 38 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 40 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 41 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 28 |
| 42 | 3 | 2 | 5 | 1 | 1 | 1 | 1 | 1 | 15 |
| 43 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 38 |
| 44 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 35 |
| 45 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 30 |
| 46 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 28 |
| 47 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 37 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 50 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 37 |
| 51 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 35 |
| 52 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 53 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 35 |
| 54 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 37 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 56 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 57 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 58 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 36 |
| 59 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 37 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 62 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 36 |
| 63 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 35 |

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 64 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 35 |
| 65 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 66 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 68 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 69 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 36 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 71 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 34 |
| 72 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 73 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 32 |
| 74 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 75 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 34 |
| 76 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 35 |
| 77 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 36 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| 79 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 35 |
| 80 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 4 | 30 |
| 81 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 82 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 26 |
| 83 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 14 |
| 84 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 85 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 86 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 20 |
| 87 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 88 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 89 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 4 | 25 |
| 90 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 91 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 92 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 32 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 94 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 27 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 96 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 28 |

|     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|----|
| 97  | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 4 | 30 |
| 98  | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 32 |
| 99  | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 26 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |

| Kualitas Pelayanan (X2) |          |          |          |          |          |          |          |          |          |           |              |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|--------------|
| N<br>o                  | X2.<br>1 | X2.<br>2 | X2.<br>3 | X2.<br>4 | X2.<br>5 | X2.<br>6 | X2.<br>7 | X2.<br>8 | X2.<br>9 | X2.<br>10 | TOTAL.<br>X2 |
| 1                       | 4        | 4        | 5        | 5        | 5        | 4        | 4        | 4        | 4        | 4         | 43           |
| 2                       | 5        | 5        | 5        | 5        | 5        | 5        | 5        | 5        | 5        | 5         | 50           |
| 3                       | 5        | 5        | 5        | 5        | 5        | 5        | 5        | 5        | 5        | 5         | 50           |
| 4                       | 4        | 5        | 5        | 5        | 5        | 5        | 5        | 5        | 5        | 5         | 49           |
| 5                       | 4        | 4        | 4        | 5        | 4        | 5        | 4        | 4        | 5        | 5         | 44           |
| 6                       | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3         | 30           |
| 7                       | 4        | 4        | 4        | 3        | 5        | 4        | 5        | 5        | 4        | 5         | 43           |
| 8                       | 4        | 4        | 4        | 4        | 4        | 4        | 5        | 4        | 4        | 4         | 41           |
| 9                       | 3        | 4        | 4        | 4        | 4        | 4        | 4        | 4        | 4        | 5         | 40           |
| 10                      | 3        | 3        | 5        | 4        | 4        | 5        | 4        | 4        | 5        | 5         | 42           |
| 11                      | 4        | 4        | 4        | 4        | 4        | 4        | 4        | 4        | 4        | 4         | 40           |
| 12                      | 4        | 5        | 5        | 5        | 5        | 5        | 5        | 4        | 4        | 5         | 47           |
| 13                      | 5        | 4        | 5        | 3        | 4        | 4        | 5        | 4        | 4        | 4         | 42           |
| 14                      | 5        | 5        | 4        | 4        | 5        | 4        | 4        | 4        | 4        | 4         | 43           |
| 15                      | 4        | 5        | 5        | 4        | 5        | 5        | 5        | 5        | 5        | 5         | 48           |
| 16                      | 4        | 4        | 4        | 4        | 3        | 4        | 3        | 4        | 4        | 4         | 38           |
| 17                      | 4        | 5        | 5        | 4        | 4        | 4        | 4        | 4        | 5        | 4         | 43           |
| 18                      | 4        | 5        | 4        | 5        | 5        | 4        | 4        | 4        | 4        | 5         | 44           |
| 19                      | 4        | 5        | 4        | 4        | 4        | 5        | 4        | 4        | 4        | 4         | 42           |
| 20                      | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3         | 30           |
| 21                      | 5        | 4        | 4        | 4        | 5        | 5        | 4        | 4        | 4        | 4         | 43           |
| 22                      | 4        | 4        | 4        | 5        | 4        | 5        | 4        | 4        | 4        | 4         | 42           |
| 23                      | 4        | 4        | 4        | 4        | 3        | 4        | 3        | 4        | 4        | 3         | 37           |
| 24                      | 3        | 4        | 4        | 5        | 5        | 4        | 3        | 4        | 5        | 4         | 41           |
| 25                      | 3        | 3        | 4        | 4        | 4        | 5        | 4        | 5        | 4        | 4         | 40           |

|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 26 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 27 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 37 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 30 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 43 |
| 31 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 32 |
| 32 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 33 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 35 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 36 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 37 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 37 |
| 38 | 5 | 4 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 39 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 40 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 39 |
| 41 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 37 |
| 42 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 45 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 47 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 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 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 45 |
| 51 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 52 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 53 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 54 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 46 |
| 55 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 56 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 57 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 43 |
| 58 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 45 |

|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 59 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 48 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 62 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 63 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 43 |
| 64 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 46 |
| 65 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| 66 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 44 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 68 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 69 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 70 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 71 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 44 |
| 72 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 73 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 74 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 40 |
| 75 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 40 |
| 76 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 78 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 79 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 41 |
| 80 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
| 82 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 36 |
| 83 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 3 | 3 | 2 | 19 |
| 84 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 85 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 86 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 27 |
| 87 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 88 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 89 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 3 | 3 | 29 |
| 90 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 91 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 32 |

|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 92  | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 40 |
| 93  | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 36 |
| 94  | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| 95  | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 37 |
| 96  | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 36 |
| 97  | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 35 |
| 98  | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 45 |
| 99  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 31 |
| 100 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 48 |

| Persepsi Harga (X3) |      |      |      |      |      |      |      |      |          |
|---------------------|------|------|------|------|------|------|------|------|----------|
| No                  | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | TOTAL.X3 |
| 1                   | 4    | 4    | 5    | 4    | 4    | 3    | 4    | 4    | 32       |
| 2                   | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40       |
| 3                   | 5    | 5    | 5    | 5    | 3    | 5    | 5    | 5    | 38       |
| 4                   | 5    | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 38       |
| 5                   | 4    | 5    | 5    | 4    | 4    | 4    | 5    | 5    | 36       |
| 6                   | 3    | 3    | 4    | 3    | 4    | 2    | 3    | 4    | 26       |
| 7                   | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 4    | 34       |
| 8                   | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 32       |
| 9                   | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 32       |
| 10                  | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 5    | 37       |
| 11                  | 4    | 4    | 5    | 4    | 5    | 4    | 4    | 5    | 35       |
| 12                  | 5    | 5    | 4    | 4    | 5    | 5    | 5    | 4    | 37       |
| 13                  | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40       |
| 14                  | 5    | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 39       |
| 15                  | 4    | 5    | 4    | 4    | 5    | 5    | 5    | 5    | 37       |
| 16                  | 4    | 5    | 5    | 5    | 4    | 4    | 4    | 4    | 35       |
| 17                  | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 33       |
| 18                  | 4    | 5    | 5    | 5    | 5    | 4    | 4    | 5    | 37       |
| 19                  | 4    | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 38       |
| 20                  | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 4    | 34       |

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 21 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 35 |
| 22 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 35 |
| 23 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| 24 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 35 |
| 25 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 26 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 27 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 33 |
| 28 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 31 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 28 |
| 32 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 38 |
| 33 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 36 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 36 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 33 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 38 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 36 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 40 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 36 |
| 41 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 42 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 15 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 45 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |
| 46 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 47 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 35 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 50 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 51 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 53 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 56 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 57 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 34 |
| 58 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 37 |
| 59 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 63 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 35 |
| 64 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 36 |
| 65 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 66 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 36 |
| 67 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 68 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| 69 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 37 |
| 70 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
| 71 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 34 |
| 72 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 37 |
| 73 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 32 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 75 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
| 76 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 35 |
| 77 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 79 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 80 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 81 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 33 |
| 82 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 25 |
| 83 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 9  |
| 84 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 85 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 86 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 20 |

|     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|----|
| 87  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 88  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 89  | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 20 |
| 90  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 91  | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 25 |
| 92  | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 28 |
| 93  | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 94  | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 30 |
| 95  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 96  | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 29 |
| 97  | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 28 |
| 98  | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 30 |
| 99  | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |

| Keputusan Pelayanan (Y) |    |    |    |    |    |    |    |    |    |     |         |
|-------------------------|----|----|----|----|----|----|----|----|----|-----|---------|
| No                      | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | TOTAL.Y |
| 1                       | 5  | 4  | 5  | 4  | 5  | 4  | 4  | 4  | 5  | 4   | 44      |
| 2                       | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 50      |
| 3                       | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5   | 49      |
| 4                       | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 50      |
| 5                       | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 4   | 44      |
| 6                       | 2  | 2  | 4  | 4  | 4  | 4  | 4  | 2  | 4  | 3   | 33      |
| 7                       | 5  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 5  | 5   | 44      |
| 8                       | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5   | 42      |
| 9                       | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 40      |
| 10                      | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 5   | 45      |
| 11                      | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 40      |
| 12                      | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 4  | 4   | 45      |
| 13                      | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5   | 49      |
| 14                      | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 5   | 45      |
| 15                      | 5  | 4  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 5   | 47      |
| 16                      | 5  | 4  | 4  | 4  | 3  | 4  | 4  | 5  | 4  | 4   | 41      |



|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 50 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 51 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 43 |
| 52 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| 53 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 54 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 47 |
| 55 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 46 |
| 56 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 47 |
| 57 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| 58 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 59 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 47 |
| 60 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 62 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 46 |
| 63 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 64 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 44 |
| 65 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 66 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
| 67 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 68 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 45 |
| 69 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 70 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 71 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 72 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 73 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 74 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 75 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 45 |
| 76 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 44 |
| 77 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 48 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 79 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 40 |
| 80 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 81 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 43 |
| 82 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 32 |

|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 83  | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 19 |
| 84  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 85  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 86  | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 87  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 88  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 89  | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 90  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 91  | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 31 |
| 92  | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 37 |
| 93  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 94  | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 36 |
| 95  | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 36 |
| 96  | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 38 |
| 97  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 98  | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 44 |
| 99  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 31 |
| 100 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |

Lampiran 3 Output SPSS Hasil Uji Analisis Deskriptif

1. Berdasarkan Jenis Kelamin

|       |           | Jenis_Kelamin |         |               | Cumulative<br>Percent |
|-------|-----------|---------------|---------|---------------|-----------------------|
|       |           | Frequency     | Percent | Valid Percent |                       |
| Valid | Laki-laki | 43            | 43.0    | 43.0          | 43.0                  |
|       | Perempuan | 57            | 57.0    | 57.0          | 100.0                 |
|       | Total     | 100           | 100.0   | 100.0         |                       |

2. Berdasarkan Usia

|       |             | Usia      |         |               | Cumulative<br>Percent |
|-------|-------------|-----------|---------|---------------|-----------------------|
|       |             | Frequency | Percent | Valid Percent |                       |
| Valid | <20 Tahun   | 2         | 2.0     | 2.0           | 2.0                   |
|       | 21-25 Tahun | 22        | 22.0    | 22.0          | 24.0                  |
|       | 26-30 Tahun | 25        | 25.0    | 25.0          | 49.0                  |
|       | >30 Tahun   | 51        | 51.0    | 51.0          | 100.0                 |
|       | Total       | 100       | 100.0   | 100.0         |                       |

3. Berdasarkan Pekerjaan

|       |                   | Pekerjaan |         |               | Cumulative<br>Percent |
|-------|-------------------|-----------|---------|---------------|-----------------------|
|       |                   | Frequency | Percent | Valid Percent |                       |
| Valid | Pegawai Negeri    | 14        | 14.0    | 14.0          | 14.0                  |
|       | Karyawan Swasta   | 38        | 38.0    | 38.0          | 52.0                  |
|       | Wirausaha         | 20        | 18.0    | 18.0          | 70.0                  |
|       | Ibu Rumah Tangga  | 21        | 23.0    | 23.0          | 93.0                  |
|       | Pengusaha         | 2         | 2.0     | 2.0           | 95.0                  |
|       | PNS               | 1         | 1.0     | 1.0           | 96.0                  |
|       | Karyawan Pabrik   | 1         | 1.0     | 1.0           | 97.0                  |
|       | Desain Percetakan | 1         | 1.0     | 1.0           | 98.0                  |
|       | Mahasiswa         | 1         | 1.0     | 1.0           | 99.0                  |
|       | Usaha Online      | 1         | 1.0     | 1.0           | 100.0                 |
|       | Total             | 100       | 100.0   | 100.0         |                       |

#### 4. Berdasarkan Jumlah Pembelian

|       |         | Jumlah_Pembelian |         |               | Cumulative<br>Percent |
|-------|---------|------------------|---------|---------------|-----------------------|
|       |         | Frequency        | Percent | Valid Percent |                       |
| Valid | 1 Kali  | 40               | 40.0    | 40.0          | 40.0                  |
|       | 2 Kali  | 40               | 40.0    | 40.0          | 80.0                  |
|       | 3 Kali  | 13               | 13.0    | 13.0          | 93.0                  |
|       | >4 Kali | 7                | 7.0     | 7.0           | 100.0                 |
|       | Total   | 100              | 100.0   | 100.0         |                       |

#### 5. Analisis Deskriptif Variabel

| Descriptive Statistics |     |         |         |       |                   |
|------------------------|-----|---------|---------|-------|-------------------|
|                        | N   | Minimum | Maximum | Mean  | Std.<br>Deviation |
| X1.1                   | 100 | 1       | 5       | 4.14  | .792              |
| X1.2                   | 100 | 2       | 5       | 4.28  | .780              |
| X1.3                   | 100 | 1       | 5       | 4.21  | .729              |
| X1.4                   | 100 | 1       | 5       | 4.20  | .829              |
| X1.5                   | 100 | 1       | 5       | 4.18  | .796              |
| X1.6                   | 100 | 1       | 5       | 4.18  | .845              |
| X1.7                   | 100 | 1       | 5       | 4.08  | .861              |
| X1.8                   | 100 | 1       | 5       | 4.16  | .762              |
| TOTALX1                | 100 | 14      | 40      | 33.43 | 5.203             |
| X2.1                   | 100 | 1       | 5       | 4.00  | .791              |
| X2.2                   | 100 | 2       | 5       | 4.10  | .759              |
| X2.3                   | 100 | 2       | 5       | 4.08  | .748              |
| X2.4                   | 100 | 2       | 5       | 4.11  | .815              |
| X2.5                   | 100 | 1       | 5       | 4.10  | .835              |
| X2.6                   | 100 | 1       | 5       | 4.17  | .792              |
| X2.7                   | 100 | 2       | 5       | 4.09  | .780              |
| X2.8                   | 100 | 2       | 5       | 4.18  | .657              |
| X2.9                   | 100 | 2       | 5       | 4.08  | .706              |
| X2.10                  | 100 | 2       | 5       | 4.20  | .804              |
| TOTALX2                | 100 | 19      | 50      | 41.07 | 6.415             |

|                       |     |    |    |       |       |
|-----------------------|-----|----|----|-------|-------|
| X3.1                  | 100 | 1  | 5  | 4.16  | .813  |
| X3.2                  | 100 | 1  | 5  | 4.20  | .841  |
| X3.3                  | 100 | 1  | 5  | 4.28  | .854  |
| X3.4                  | 100 | 1  | 5  | 4.23  | .815  |
| X3.5                  | 100 | 2  | 5  | 4.20  | .816  |
| X3.6                  | 100 | 1  | 5  | 4.02  | .841  |
| X3.7                  | 100 | 1  | 5  | 4.13  | .812  |
| X3.8                  | 100 | 1  | 5  | 4.20  | .804  |
| TOTALX3               | 100 | 9  | 40 | 33.42 | 5.817 |
| Y1                    | 100 | 2  | 5  | 4.10  | .798  |
| Y2                    | 100 | 2  | 5  | 4.13  | .787  |
| Y3                    | 100 | 2  | 5  | 4.27  | .750  |
| Y4                    | 100 | 2  | 5  | 4.22  | .760  |
| Y5                    | 100 | 1  | 5  | 4.15  | .796  |
| Y6                    | 100 | 2  | 5  | 4.15  | .744  |
| Y7                    | 100 | 2  | 5  | 4.18  | .757  |
| Y8                    | 100 | 2  | 5  | 4.15  | .770  |
| Y9                    | 100 | 2  | 5  | 4.30  | .745  |
| Y10                   | 100 | 2  | 5  | 4.25  | .744  |
| TOTALY                | 100 | 19 | 50 | 41.90 | 6.453 |
| Valid N<br>(listwise) | 100 |    |    |       |       |





|          |                     |        |        |        |        |        |        |        |        |        |        |        |
|----------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|          | 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    |
| X2.6     | Pearson Correlation | .661** | .644** | .625** | .675** | .707** | 1      | .646** | .659** | .662** | .755** | .838** |
|          | 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    |
| X2.7     | Pearson Correlation | .606** | .565** | .715** | .588** | .700** | .646** | 1      | .697** | .666** | .696** | .825** |
|          | 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    |
| X2.8     | Pearson Correlation | .563** | .632** | .649** | .679** | .648** | .659** | .697** | 1      | .687** | .715** | .826** |
|          | 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    |
| X2.9     | Pearson Correlation | .560** | .626** | .676** | .669** | .637** | .662** | .666** | .687** | 1      | .648** | .815** |
|          | 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    |
| X2.10    | Pearson Correlation | .667** | .629** | .679** | .690** | .722** | .755** | .696** | .715** | .648** | 1      | .867** |
|          | 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    |
| TOTAL X2 | Pearson Correlation | .786** | .810** | .841** | .839** | .861** | .838** | .825** | .826** | .815** | .867** | 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).

### Persepsi Harga (X3)

|      |                     | Correlations |       |       |       |       |       |       |       | TOTAL  |
|------|---------------------|--------------|-------|-------|-------|-------|-------|-------|-------|--------|
|      |                     | X3.1         | X3.2  | X3.3  | X3.4  | X3.5  | X3.6  | X3.7  | X3.8  | X      |
| X3.1 | Pearson Correlation | 1            | .780* | .735* | .752* | .727* | .719* | .764* | .754* | .883** |
|      | Sig. (2-tailed)     |              | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000   |
|      | N                   | 100          | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    |
| X3.2 | Pearson Correlation | .780*        | 1     | .779* | .758* | .736* | .752* | .790* | .777* | .904** |
|      | Sig. (2-tailed)     | .000         |       | .000  | .000  | .000  | .000  | .000  | .000  | .000   |
|      | N                   | 100          | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    |
| X3.3 | Pearson Correlation | .735*        | .779* | 1     | .792* | .701* | .654* | .734* | .815* | .881** |
|      | Sig. (2-tailed)     | .000         | .000  |       | .000  | .000  | .000  | .000  | .000  | .000   |
|      | N                   | 100          | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    |
| X3.4 | Pearson Correlation | .752*        | .758* | .792* | 1     | .674* | .731* | .733* | .808* | .885** |
|      | Sig. (2-tailed)     | .000         | .000  | .000  |       | .000  | .000  | .000  | .000  | .000   |
|      | N                   | 100          | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    |
| X3.5 | Pearson Correlation | .727*        | .736* | .701* | .674* | 1     | .686* | .737* | .708* | .846** |
|      | Sig. (2-tailed)     | .000         | .000  | .000  | .000  |       | .000  | .000  | .000  | .000   |
|      | N                   | 100          | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    |
| X3.6 | Pearson Correlation | .719*        | .752* | .654* | .731* | .686* | 1     | .751* | .771* | .860** |
|      | Sig. (2-tailed)     | .000         | .000  | .000  | .000  | .000  |       | .000  | .000  | .000   |
|      | N                   | 100          | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    |
| X3.7 | Pearson Correlation | .764*        | .790* | .734* | .733* | .737* | .751* | 1     | .780* | .890** |



|         |                     |       |       |       |       |       |       |       |       |       |       |        |
|---------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
|         | 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    |
| Y5      | Pearson Correlation | .644* | .646* | .693* | .663* | 1     | .729* | .625* | .622* | .706* | .636* | .827** |
|         | 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    |
| Y6      | Pearson Correlation | .639* | .691* | .705* | .638* | .729* | 1     | .615* | .560* | .702* | .680* | .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    |
| Y7      | Pearson Correlation | .672* | .672* | .732* | .756* | .625* | .615* | 1     | .611* | .745* | .727* | .847** |
|         | 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    |
| Y8      | Pearson Correlation | .715* | .684* | .628* | .599* | .622* | .560* | .611* | 1     | .607* | .622* | .789** |
|         | 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    |
| Y9      | Pearson Correlation | .730* | .673* | .739* | .703* | .706* | .702* | .745* | .607* | 1     | .720* | .867** |
|         | 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    |
| Y10     | Pearson Correlation | .741* | .703* | .638* | .706* | .636* | .680* | .727* | .622* | .720* | 1     | .849** |
|         | 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    |
| TOTAL Y | Pearson Correlation | .865* | .860* | .859* | .847* | .827* | .824* | .847* | .789* | .867* | .849* | 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).

## 2. Uji Reliabilitas

### Word Of Mouth (X1)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .927             | 8          |

### Kualitas Pelayanan (X2)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .950             | 10         |

### Persepsi Harga (X3)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .959             | 8          |

### Keputusan Pembelian (Y)

#### Reliability Statistics

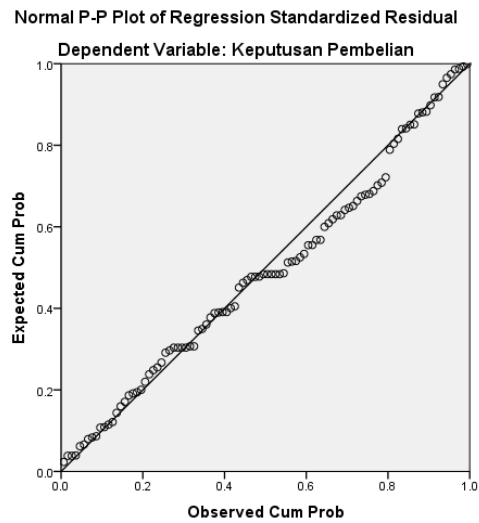
| Cronbach's Alpha | N of Items |
|------------------|------------|
| .955             | 10         |

## Lampiran 5 Output SPSS Hasil Uji Asumsi Klasik

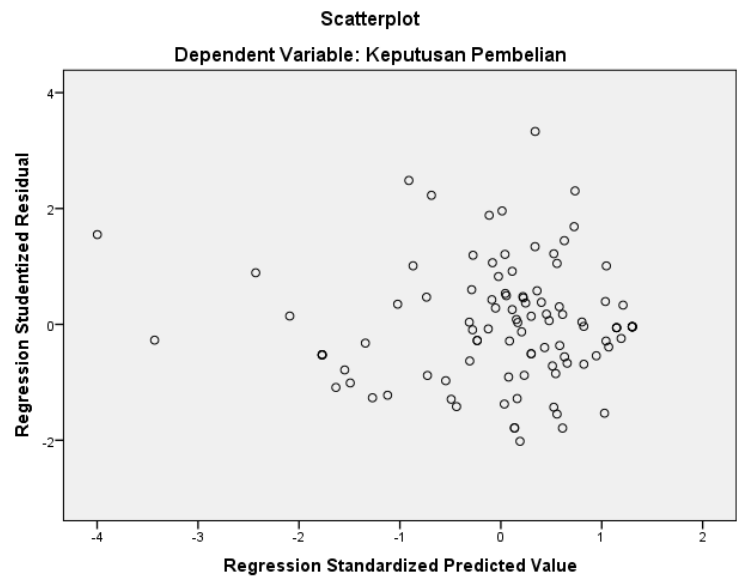
### 1. Uji Normalitas Data Kolmogorov-Smirnov

| One-Sample Kolmogorov-Smirnov Test     |                |                         |
|----------------------------------------|----------------|-------------------------|
|                                        |                | Unstandardized Residual |
| N                                      |                | 100                     |
| Normal Parameters <sup>a,b</sup>       | Mean           | .0000000                |
|                                        | Std. Deviation | 1.52981007              |
| Most Extreme Differences               | Absolute       | .080                    |
|                                        | Positive       | .080                    |
|                                        | Negative       | -.038                   |
| Test Statistic                         |                | .080                    |
| Asymp. Sig. (2-tailed)                 |                | .119 <sup>c</sup>       |
| a. Test distribution is Normal.        |                |                         |
| b. Calculated from data.               |                |                         |
| c. Lilliefors Significance Correction. |                |                         |

2. Uji Normalitas Data P-P Plot



3. Uji Heteroskedastsitas



#### 4. Uji Multikolinieritas

| Coefficients <sup>a</sup> |                    |                         |       |
|---------------------------|--------------------|-------------------------|-------|
| Model                     |                    | Collinearity Statistics |       |
|                           |                    | Tolerance               | VIF   |
| 1                         | Word Of Mouth      | .173                    | 5.766 |
|                           | Kualitas Pelayanan | .212                    | 4.728 |
|                           | Persepsi Harga     | .149                    | 6.690 |

a. Dependent Variable: Keputusan Pembelian

#### Lampiran 6 Output SPSS Hasil Uji Analisis Data

##### 1. Uji Regresi Linier Berganda

| Coefficients <sup>a</sup> |                    |                             |            |                           |       |      |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |                    | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)         | 1.901                       | 1.064      |                           | 1.787 | .077 |
|                           | Word Of Mouth      | .285                        | .072       | .230                      | 3.955 | .000 |
|                           | Kualitas Pelayanan | .345                        | .053       | .343                      | 6.512 | .000 |
|                           | Persepsi Harga     | .488                        | .069       | .440                      | 7.033 | .000 |

a. Dependent Variable: Keputusan Pembelian

##### 2. Uji Koefisien Determinasi (R<sup>2</sup>)

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .971 <sup>a</sup> | .944     | .942              | 1.554                      |

a. Predictors: (Constant), Persepsi Harga, Kualitas Pelayanan, Word Of Mouth

b. Dependent Variable: Keputusan Pembelian

Lampiran 7 Output SPSS Hasil Uji Hipotesis

1. Uji Parsial (T)

|       |                    | Coefficients <sup>a</sup>   |            |                           |       |      |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                    | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
| Model |                    | B                           | Std. Error | Beta                      | t     | Sig. |
| 1     | (Constant)         | 1.901                       | 1.064      |                           | 1.787 | .077 |
|       | Word Of Mouth      | .285                        | .072       | .230                      | 3.955 | .000 |
|       | Kualitas Pelayanan | .345                        | .053       | .343                      | 6.512 | .000 |
|       | Persepsi Harga     | .488                        | .069       | .440                      | 7.033 | .000 |

a. Dependent Variable: Keputusan Pembelian

2. Uji Simultan (F)

|   |            | ANOVA <sup>a</sup> |    |             |         |                   |
|---|------------|--------------------|----|-------------|---------|-------------------|
|   |            | Sum of Squares     | df | Mean Square | F       | Sig.              |
| 1 | Regression | 3891.308           | 3  | 1297.103    | 537.447 | .000 <sup>b</sup> |
|   | Residual   | 231.692            | 96 | 2.413       |         |                   |
|   | Total      | 4123.000           | 99 |             |         |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Harga, Kualitas Pelayanan, Word Of Mouth

## Lampiran 8 Surat Izin Penelitian



**YAYASAN PERGURUAN 17 AGUSTUS 1945 SURABAYA  
UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA  
FAKULTAS EKONOMI DAN BISNIS**

PROGRAM STUDI EKONOMI BISNIS (S1)  
PROGRAM STUDI MANAJEMEN (S1)  
PROGRAM STUDI AKUNTANSI (S1)  
PROGRAM STUDI MAGISTER MANAJEMEN (S2)  
PROGRAM STUDI DOKTOR ILMU EKONOMI (S3)

TERAKREDITASI  
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TERAKREDITASI  
TERAKREDITASI

Kampus: Jl. Semolowatu 45 Surabaya 60118, Telp (031) 5925289, 082233788126 E-mail fe@untag-sby.ac.id

Nomor : 919/K/FEB/III/2024 15 Maret 2024  
Lampiran :  
Perihal : **Permohonan Ijin Untuk  
Mengadakan Riset Pendahuluan**  
  
Kepada : Yth. Bapak/Ibu Pimpinan Syirkah Aqiqah  
Jl. Sidosermo IV Gg. III No. 29 Wonocolo, Surabaya

Dengan hormat,

Sebagai salah satu persyaratan untuk menyelesaikan studi pada Program Strata I, maka mahasiswa diwajibkan untuk menyusun dan mempertahankan skripsi sebagai hasil penerapan pelajaran teori serta praktek yang diperoleh berdasarkan penelitian. Sehubungan dengan hal tersebut, maka dengan ini kami mohon perkenan Bapak / Ibu untuk memberikan ijin kepada mahasiswa :

Nama : ANISYAH  
N.P.M : 1212000128  
Fakultas / Program Studi : Ekonomi dan Bisnis/Manajemen  
Alamat : Sidosermo Indah 8 No. 6  
Telp./HP. 089330000803

Guna melakukan penelitian pendahuluan pada :

"SYIRKAH AQIQAH"

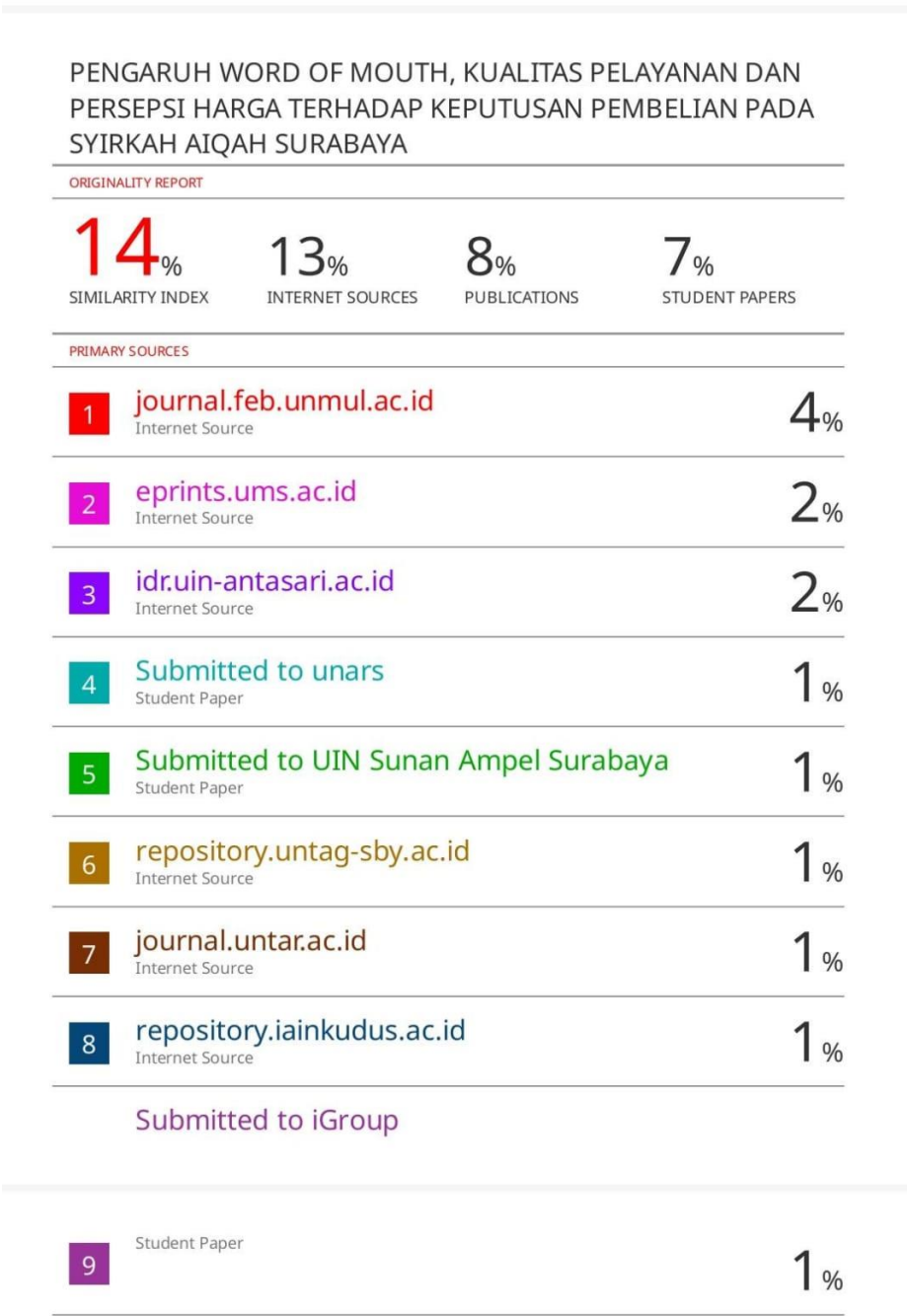
untuk memperoleh data sesuai dengan Skripsi yang sedang disunnya.

Demikian permohonan ini atas perhatiannya kami sampaikan terima kasih.



Prof. Dr. H. Slamet Riyadi, M.Si., Ak. CA  
NPP. 20220.93.0319

Lampiran 9 Hasil Turnitin



# Lampiran 10 Kartu Bimbingan Skripsi



**UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**  
 Kampus: Jl. Semolowaru 45 Surabaya 60118, Telp (031) 5931800 Pst 140&141 E-mail: feb@untag-sby.ac.id

**SEMESTER**  
Gasal / Genap

**KARTU BIMBINGAN SKRIPSI**

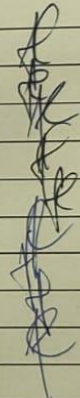


**Nama Mahasiswa / NBI :** Anisyah / 1212000128 /

**Nama Pembimbing :** Dr. Ir. Hotman Panjaitan, MT, MM

**Judul Skripsi :** Pengaruh Word of Mouth, Kualitas Pelayanan dan Harga terhadap Keputusan Pembelian Pada Syirkah Agiqah Surabaya

**Mulai Program Skripsi :** Semester 8 Thn. Ak. 2020 Selesai Bimbingan Tanggal .....

| No. | HARI /<br>TANGGAL | KONSENTRASI |                   | PARAF                                                                                |
|-----|-------------------|-------------|-------------------|--------------------------------------------------------------------------------------|
|     |                   | BAB / HAL   | KETERANGAN REVISI |                                                                                      |
|     | 5/3/24            |             | Isi               |  |
|     | 5/3/24            |             | Pendahuluan       |                                                                                      |
|     | 15/3/24           |             | Bab 1             |                                                                                      |
|     | 20/3/24           |             | Bab 2, 3          |                                                                                      |
|     | 22/4/24           |             | Revisi Bab 1      |                                                                                      |
|     | 10/4/24           |             | Revisi proposal   |                                                                                      |
|     | 17/5/24           |             | Bab 4             |                                                                                      |
|     | 30/5/24           |             | Hasil Bab 5       |                                                                                      |
|     | 14/6/24           |             | Hasil Bab 5       |                                                                                      |
|     |                   |             |                   |                                                                                      |
|     |                   |             |                   |                                                                                      |
|     |                   |             |                   |                                                                                      |
|     |                   |             |                   |                                                                                      |
|     |                   |             |                   |                                                                                      |

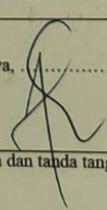
Perpanjangan I \_\_\_\_\_

Semester : \_\_\_\_\_

Th. Ak. : \_\_\_\_\_

Paraf Kujur : \_\_\_\_\_

Surabaya, .....



( Nama dan tanda tangan Pembimbing )