Lampiran 1. Kuisoner

Kuesioner Penelitian

Saya mahasiswa Untag Surabaya yang sedang melakukan penelitian dengan judul Analisis Pengaruh *Perceived Value,Brand Image,* Dan Kualitas Layanan Terhadap Minat Beli Konsumen Pada *Broadway Barbershop* di Surabaya. Saya memohon kesediaan anda untuk mengisi kuesioner berikut ini. Saya mengucapkan terima kasih yang sebesar-besarnya atas kesediaan anda untuk mengisi kuesioner ini.

Hormat Saya

Hantoro Roy Saputra

Petunjuk pengisian

Berilah tanda (√) pada tempat yang telah tersedia sesuai dengan jawaban anda.

Keterangan :

SS : Sangat Setuju. **S** : Setuju. **KS** : Kurang Setuju. **TS** : Tidak Setuju. **STS** : Sangat Tidak Setuju

Nama :

Usia :

Pendidikan :

Pekerjaan :

Alamat :

No	Pernyataan	Jawaban				
		SS	**S**	**N**	**TS**	**STS**
	Perceived Value					
1	Hasil potongan rambut di *Broadway* bagus					
2	Saya puas dengan layanan *Broadway*					
3	Harga yang saya bayar sesuai dengan layanan yang didapatkan					
4	Saya tahu *Broadway* sebagai *Barbershop* yang tidak pernah mengecewakan konsumen					
	Brand Image					
5	*Broadway* salah satu *Barbershop* terbaik di Surabaya					
6	Hasil potongan bagus dan rapisesuaiselerakonsumen					
7	Sarana penunjang seperti gunting, hairdryer dan towel cukup bersih dan modern					
8	Saya merasa lebih prestise atau berkelas ketika gunting rambut di *Broadway Barbershop* Surabaya					
	Kualitas Layanan					
9	Capster *Broadway* sabar dan telaten saat melayani permintaan dan pekaterhadap kebutuhan/keinginan konsumen					
10	Beberapa kali saya memilih *Broadway*, hasil potongan rambutnya tetap bagus dan sesuai dengan yang saya inginkan					
11	Komplain yang saya sampaikan langsung ditanggapi					
12	Free charge diberikan pada konsumen yang tidak puas					
13	Ruang tunggu konsumen terdapat fasilitas seperti *free wifi*, sofa, pendingin ruangan yang membuat nyaman					

	Minat Beli					
14	Setiap potong rambut saya memilih *Broadway* dibandingkan *Barbershop* lain					
15	Saya memilih produk perawatan rambut *Broadway Barbershop* dibandingkan *Barbershop* lain					
16	Rekan bisnis, saya sarankan memilih *Broadway* setiap akan potong rambut					
17	Rekan bisnis, saya sarankan memilih produk perawatan rambut *Broadway* untuk perawatan rambutnya					
18	Saya selalu mencari tahu informasi tentang produk yang ditawarkan oleh *Broadway*, tidak hanya potong rambut tetapi juga produk perawatan rambut yang lain.					

Lampiran 2. Tabulasi

x1.1	x1.2	x1.3	x1.4	Total X1	x2.1	x2.2	x2.3	x2.4	Total X2
5	4	4	1	14	5	2	3	4	14
5	4	2	5	16	5	4	2	5	16
4	5	2	4	15	4	5	2	2	13
4	4	5	3	16	5	4	4	3	16
2	2	5	4	13	5	4	2	1	12
3	4	4	5	16	4	5	2	4	15
3	3	5	3	14	4	4	3	2	13
5	5	3	3	16	2	2	5	4	13
5	3	5	1	14	2	2	4	5	13
5	2	4	5	16	3	3	5	3	14
4	4	3	4	15	5	5	3	3	16
4	4	5	4	17	5	3	5	1	14
2	5	5	4	16	5	2	2	1	10
2	2	4	5	13	4	4	3	4	15
3	3	5	3	14	4	4	5	4	17
5	5	3	3	16	2	2	5	4	13
3	2	2	3	10	2	2	4	5	13

3	2	2	3	10	3	3	5	3	14
4	4	3	4	15	5	5	3	3	16
2	4	5	5	16	3	2	2	3	10
2	5	4	5	16	3	2	2	3	10
5	2	3	4	14	4	4	3	4	15
5	2	3	4	14	2	4	1	2	9
3	2	4	3	12	1	2	4	1	8
3	2	3	3	11	1	1	3	4	9
2	3	2	2	9	5	2	3	4	14
4	4	5	4	17	3	2	4	3	12
2	2	3	2	9	3	2	3	3	11
4	2	5	4	15	2	3	2	2	9
1	2	5	4	12	4	4	5	4	17
4	4	2	4	14	2	2	3	2	9
2	5	2	2	11	4	2	5	4	15
3	4	3	3	13	1	2	5	4	12
2	2	5	2	11	4	4	2	4	14
4	4	5	4	17	2	5	2	2	11
2	2	2	2	8	3	4	3	3	13
5	4	4	1	14	2	2	5	2	11
4	5	3	4	16	4	4	5	4	17
2	4	5	2	13	2	2	2	2	8
3	4	1	4	12	5	4	4	1	14
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5	4	2	1	12	3	4	1	4	12
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3	3	5	3	14	1	4	2	4	11
5	5	3	3	16	2	3	4	3	12
5	3	5	1	14	3	4	4	4	15
5	2	2	1	10	3	4	2	4	13
4	4	3	4	15	4	1	1	1	7
4	4	5	4	17	1	1	4	1	7

2	2	5	4	13	5	4	4	4	17
2	2	4	5	13	5	4	2	2	13
3	3	5	3	14	4	5	2	2	13
5	5	3	3	16	5	4	4	1	14
3	2	2	3	10	5	4	2	1	12
3	2	2	3	10	4	5	2	4	15
4	4	3	4	15	4	4	5	4	17
2	4	1	2	9	2	2	5	4	13
1	2	4	1	8	2	2	4	5	13
1	1	3	4	9	3	3	5	3	14
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3	2	4	3	12	5	3	5	1	14
3	2	3	3	11	5	2	2	1	10
2	3	2	2	9	4	4	3	4	15
4	4	5	4	17	4	4	5	4	17
2	2	3	2	9	2	2	5	4	13
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1	2	5	4	12	3	3	5	3	14
4	4	2	4	14	5	5	3	3	16
2	5	2	2	11	3	2	2	3	10
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2	2	5	2	11	4	4	3	4	15
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4	5	2	4	15	4	4	2	4	14
4	4	5	4	17	2	5	2	2	11

2	2	5	4	13	3	4	3	3	13
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4	4	3	4	15	2	4	5	2	13
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2	2	4	5	13	3	3	4	3	13
3	3	5	3	14	1	4	4	4	13
5	5	3	3	16	3	2	4	2	11

x3.1	x3.2	x3.3	x3.4	x3.5	Total X3	y1	y2	y3	y4	y5	Total Y
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2	2	5	4	2	15	5	2	5	4	5	21
2	2	4	5	2	15	4	2	4	5	4	19
3	3	5	3	3	17	5	3	5	3	5	21
5	5	3	3	5	21	3	5	3	3	3	17
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1	1	4	2	1	9	4	5	4	2	4	19
5	5	5	3	5	23	5	5	5	3	5	23
2	2	1	2	2	9	5	2	5	2	5	19
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1	1	2	4	1	9	2	5	2	4	2	15
5	5	4	4	5	23	4	5	4	4	4	21
5	5	3	5	5	23	3	5	3	5	3	19
4	4	4	4	4	20	4	4	4	4	4	20
3	3	5	3	3	17	5	3	5	3	5	21
2	2	3	2	2	11	3	2	3	2	3	13
2	2	3	2	2	11	3	2	3	2	3	13
3	3	4	4	3	17	4	3	4	4	4	19
1	1	2	4	1	9	2	5	2	4	2	15

4	4	1	2	4	15	5	5	5	5	5	25
1	1	1	1	1	5	5	5	5	5	5	25
3	3	5	2	3	16	5	3	5	2	5	20
4	4	3	2	4	17	3	4	3	2	3	15
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2	2	2	2	2	10	2	2	2	2	2	10
3	3	3	4	3	16	3	3	3	4	3	16
1	1	2	2	1	7	2	5	2	2	2	13
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4	4	5	4	4	21	2	4	5	4	5	20
3	3	4	5	3	18	3	3	4	5	4	19
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5	5	3	2	5	20	5	5	3	2	3	18
3	3	3	4	3	16	4	3	3	4	3	17

5	5	4	4	5	23	5	5	4	4	4	22
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3	3	4	2	3	15	5	5	2	4	2	18
4	4	5	1	4	18	3	3	3	5	5	19
1	1	1	4	1	8	2	2	3	5	4	16

Lampiran 3. SPSS

Descriptive Statistics

	Mean	Std. Deviation	N
Y	17.8600	3.58453	100
X1	13.3500	2.49191	100
X2	12.7100	2.60650	100
X3	15.5400	5.07005	100

Correlations

		Y	X1	X2	X3
Pearson Correlation	Y	1.000	.236	.157	.373
	X1	.236	1.000	-.034	.059
	X2	.157	-.034	1.000	-.045
	X3	.373	.059	-.045	1.000
Sig. (1-tailed)	Y	.	.009	.060	.000

	X1	.009	.	.369	.279
	X2	.060	.369	.	.330
	X3	.000	.279	.330	.
	Y	100	100	100	100
N	X1	100	100	100	100
	X2	100	100	100	100
	X3	100	100	100	100

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1[b]	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867[a]	.718	.693	5.21929

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	277.115	3	92.372	8.913	.000[b]
	Residual	994.925	96	10.364		
	Total	1272.040	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.422	2.591		2.478	.015
	X1	.317	.130	.221	2.438	.017
	X2	.248	.124	.181	1.998	.049
	X3	.260	.064	.368	4.069	.000

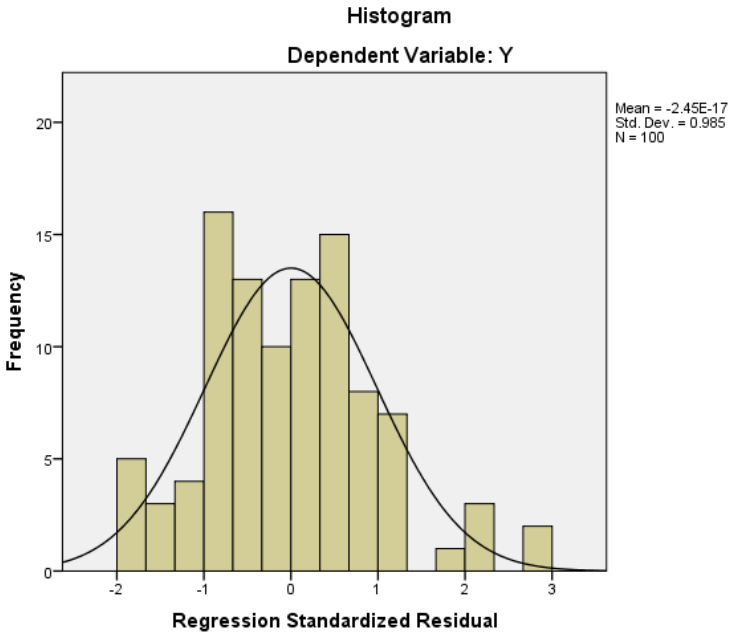
a. Dependent Variable: Y

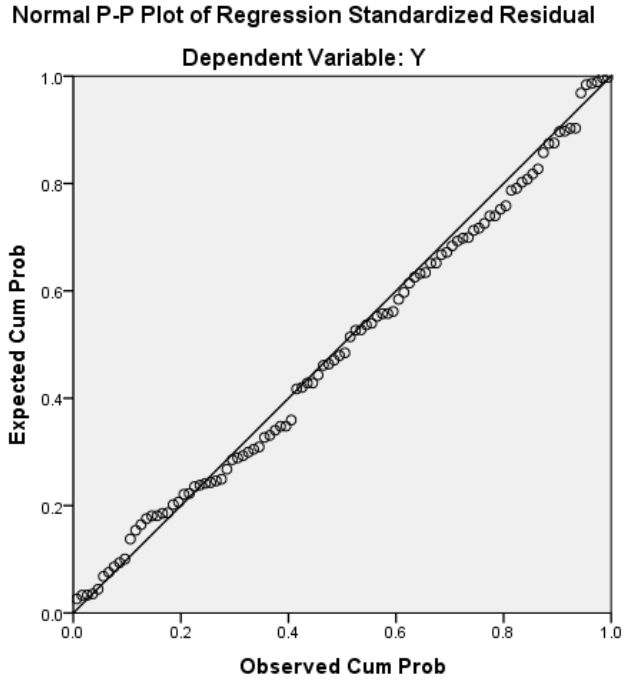
Residuals Statistics[a]

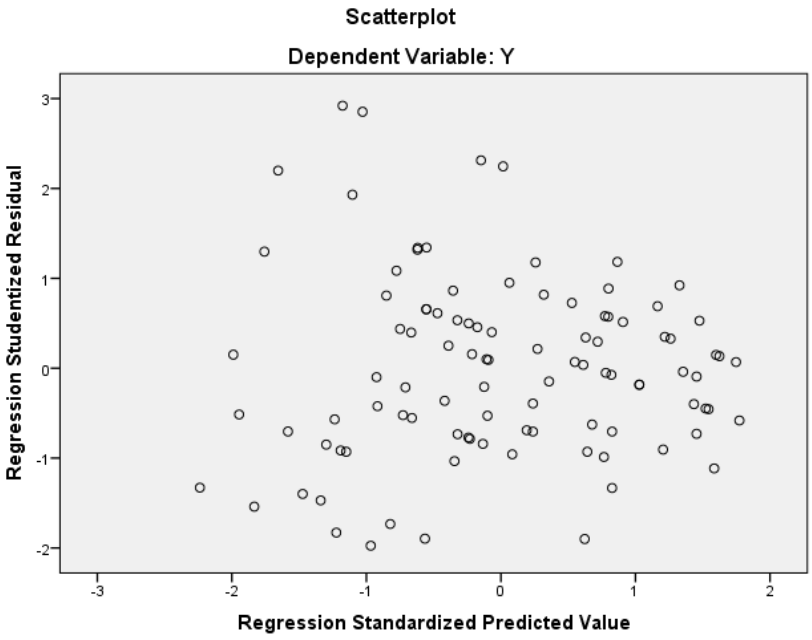
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.1161	20.8256	17.8600	1.67306	100
Std. Predicted Value	-2.238	1.773	.000	1.000	100
Standard Error of Predicted Value	.328	1.095	.627	.147	100
Adjusted Predicted Value	14.4463	20.9220	17.8544	1.68523	100
Residual	-6.24092	9.10904	.00000	3.17013	100
Std. Residual	-1.939	2.830	.000	.985	100
Stud. Residual	-1.975	2.921	.001	1.009	100
Deleted Residual	-6.47667	9.70698	.00559	3.32771	100
Stud. Deleted Residual	-2.006	3.044	.004	1.022	100
Mahal. Distance	.040	10.466	2.970	1.792	100
Cook's Distance	.000	.152	.013	.025	100
Centered Leverage Value	.000	.106	.030	.018	100

a. Dependent Variable: Y

Charts







One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	3.17013349
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.042
Kolmogorov-Smirnov Z		.543
Asymp. Sig. (2-tailed)		.930

a. Test distribution is Normal.

b. Calculated from data.

Reliability

Scale: X1

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.734	4

Scale: X2

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0

	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.767	4

Scale: X3

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.850	5

Scale: Y

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.738	5

Correlations X1

Correlations

		x1.1	x1.2	x1.3	x1.4	TotalX1
x1.1	Pearson Correlation	1	.397**	-.079	-.185	.564**
	Sig. (2-tailed)		.000	.437	.066	.000
	N	100	100	100	100	100
x1.2	Pearson Correlation	.397**	1	-.152	.005	.582**
	Sig. (2-tailed)	.000		.131	.960	.000
	N	100	100	100	100	100

	Pearson Correlation	-.079	-.152	1	.143	.460**
x1.3	Sig. (2-tailed)	.437	.131		.156	.000
	N	100	100	100	100	100
	Pearson Correlation	-.185	.005	.143	1	.456**
x1.4	Sig. (2-tailed)	.066	.960	.156		.000
	N	100	100	100	100	100
	Pearson Correlation	.564**	.582**	.460**	.456**	1
TotalX1	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations X2

Correlations

		x2.1	x2.2	x2.3	x2.4	TotalX2
	Pearson Correlation	1	.420**	-.078	-.083	.617**
x2.1	Sig. (2-tailed)		.000	.439	.414	.000
	N	100	100	100	100	100
	Pearson Correlation	.420**	1	-.196	.058	.587**
x2.2	Sig. (2-tailed)	.000		.050	.563	.000
	N	100	100	100	100	100
	Pearson Correlation	-.078	-.196	1	.171	.429**
x2.3	Sig. (2-tailed)	.439	.050		.089	.000
	N	100	100	100	100	100

x2.4	Pearson Correlation	-.083	.058	.171	1	.506**
	Sig. (2-tailed)	.414	.563	.089		.000
	N	100	100	100	100	100
TotalX2	Pearson Correlation	.617**	.587**	.429**	.506**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations X3

Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	TotalX3
x3.1	Pearson Correlation	1	1.000**	.447**	.156	1.000**	.938**
	Sig. (2-tailed)		.000	.000	.121	.000	.000
	N	100	100	100	100	100	100
x3.2	Pearson Correlation	1.000**	1	.447**	.156	1.000**	.938**
	Sig. (2-tailed)	.000		.000	.121	.000	.000
	N	100	100	100	100	100	100
x3.3	Pearson Correlation	.447**	.447**	1	.279**	.447**	.664**
	Sig. (2-tailed)	.000	.000		.005	.000	.000

	N	100	100	100	100	100	100
x3.4	Pearson Correlation	.156	.156	.279**	1	.156	.414**
	Sig. (2-tailed)	.121	.121	.005		.121	.000
	N	100	100	100	100	100	100
x3.5	Pearson Correlation	1.000**	1.000**	.447**	.156	1	.938**
	Sig. (2-tailed)	.000	.000	.000	.121		.000
	N	100	100	100	100	100	100
TotalX3	Pearson Correlation	.938**	.938**	.664**	.414**	.938**	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).

Correlations Y

Correlations

		y1	y2	y3	y4	y5	totally
y1	Pearson Correlation	1	.085	.694**	.068	.637**	.764**
	Sig. (2-tailed)		.403	.000	.501	.000	.000
	N	100	100	100	100	100	100
y2	Pearson Correlation	.085	1	.040	.060	-.003	.397**

	Sig. (2-tailed)	.403		.690	.553	.976	.000
	N	100	100	100	100	100	100
	Pearson Correlation	.694**	.040	1	.059	.958**	.836**
y3	Sig. (2-tailed)	.000	.690		.563	.000	.000
	N	100	100	100	100	100	100
	Pearson Correlation	.068	.060	.059	1	.140	.408**
y4	Sig. (2-tailed)	.501	.553	.563		.166	.000
	N	100	100	100	100	100	100
	Pearson Correlation	.637**	-.003	.958**	.140	1	.829**
y5	Sig. (2-tailed)	.000	.976	.000	.166		.000
	N	100	100	100	100	100	100
	Pearson Correlation	.764**	.397**	.836**	.408**	.829**	1
totally	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).