

Lampiran 1 : Kuesioner

DAFTAR KUESIONER

Yth. Bapak/Ibu/Saudara/Saudari

Bersama ini saya mohon kesediaan Bapak/Ibu Responden untuk mengisi daftar pernyataan atas penelitian dalam rangka penyusunan skripsi dengan judul: “PENGARUH BAURAN PEMASARAN JASA TERHADAP KEPUTUSAN KONSUMEN PADA JASA PANGKAS RAMBUT BARBERSHOP STUDIO SURABAYA”, maka saya yang melakukan penelitian :

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 Program Studi : Manajemen/ Fakultas Ekonomi Universitas 17 Agustus 1945

Atas bantuan Bapak/Ibu/sdr peneliti mengucapkan terimakasih.

Petunjuk Pengisian

Isi dengan memberikan tanda silang (X) pada salah satu pilihan yang anda anggap paling sesuai dengan kondisi anda.

- 1 Nama :
- 2 Jenis Kelamin : a. Laki – laki
b. Perempuan
- 4 Usia : a. 15 – 25 tahun
b. 26 – 35 tahun
c. 35 – 45 tahun
- 5 Pekerjaan : a. Pelajar/Mahasiswa
b. Swasta/ Wiraswasta
c. PNS/BUMN
d. Lainnya.
- 6 Pengeluaran : a. <Rp.500.000
b. Rp.500.000 - Rp.1.000.000
c. Rp.1.000.000 - Rp.1.500.000
d. > Rp.1.500.000

I. Petunjuk Pengisian

Berilah tanda (√) pada kolom yang Anda pilih sesuai dengan tingkat keyakinan Anda mengenai Pengaruh Bauran Pemasaran Jasa Terhadap Keputusan Konsumen Pada Jasa Pangkas Rambut Barbershop Studio Surabaya, pada lembar kuesioner di bawah ini dengan ketentuan sebagai berikut :

- SS : Sangat setuju
 S : Setuju
 KS : Kurang setuju
 TS : Tidak setuju
 STS : Sangat tidak setuju

1. Variabel Produk (X1)

NO	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1	Jasa yang di tawarkan Barbershop Studio beraneka ragam sesuai dengan kebutuhan					
2	Jasa pangkas rambut Barbershop Studio unggul dari pesaing					
3	Jasa pangkas Rambut di Barbershop Studio berkualitas					

2. Variabel Harga (X2)

NO	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1	Harga jasa pangkas rambut Barbershop Studio sesuai dengan kualitasnya					
2	Harga jasa pangkas rambu Barbershop Studio bersaing dengan Barbershop lain					
3	Harga jasa pangkas rambu Barbershop Studio terjangkau					

3. Variabel Promosi (X3)

NO	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1	Sarana iklan/ informasi pada media elektronik (instagram) menarik dan jelas					
2	Penyampaian iklan dan pengenalan produk oleh Barbershop baik dan jelas					
3	Sarana iklan / informasi pada spanduk dan brosur mudah dipahami					

4. Variabel Tempat/ Lokasi (X4)

NO	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1	Lokasi Barbershop Studio mudah dijangkau dengan kendaraan pribadi maupun umum					
2	Lokasi Barbershop Studio strategis yaitu di pusat keramaian					
3	Kenyamanan di Barbershop Studio Terjamin					

5. Variabel Orang (X5)

NO	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1	Pegawai Barbershop Studio berpakaian rapi dan menarik					
2	Pegawai Barbershop Studio sangat tanggap kepada konsumen					
3	Pegawai Barbershop Studio sangar ramah dan sopan kepada konsumen					

6. Variabel Proses (X6)

NO	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1	Proses pangkas rambut terhadap konsumen tidak memakan waktu lama					
2	Proses pembayaran dilakukan dengan mudah					
3	Proses antri tidak rumit					

7. Variabel Bukti Fisik (X7)

NO	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1	Bangunan atau interior Barbershop Studio menarik					
2	Kerapian dan kenyamanan ruangan sangat baik dan nyaman					
3	Fasilitas (parkir, ruang tunggu, toilet) sangat baik dan nyaman					

8. Keputusan Konsumen (Y)

NO	PERNYATAAN	STS	TS	KS	S	SS
		1	2	3	4	5
1	Saya menggunakan jasa pangkas Rambut di Babershop Studio karena kabutuhan model rambut modern					
2	Saya melakukan pencarian informasi tentang jasa yang akan digunakan					
3	Saya menggunakan jasa pangkas Rambut di Babershop Studio karena lebih baik dari alternatif Barbershop lain					
4	Manfaat produk yang diharapkan mempengaruhi keputusan saya menggunakan jasa pangkas rambut Barbershop Studio					
5	Kepuasan dalam menggunakan jasa sebelumnya mempengaruhi perilaku saya untuk menggunakan jasa pangkas rambut Barbershop Studio					

Lampiran 3 : Frequencies Identitas Responden

jenis_kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki - laki	87	87,0	87,0	87,0
	perempuan	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 25 tahun	52	52,0	52,0	52,0
	26 - 35 tahun	26	26,0	26,0	78,0
	36 - 45 tahun	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	54	54,0	54,0	54,0
	Swasta/Wiraswasta	19	19,0	19,0	73,0
	PNS/BUMN	7	7,0	7,0	80,0
	Lainnya	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

pengeluaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp 500.000	15	15,0	15,0	15,0
	Rp 500.000-Rp 1.000.000	10	10,0	10,0	25,0
	Rp 1.000.000 - Rp 1.500.000	57	57,0	57,0	82,0
	> Rp 1.500.000	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

Lampiran 4 :Tabel Frekuensi Jawaban Responden

produk 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2,0	2,0	2,0
	Kurang Setuju	12	12,0	12,0	14,0
	Setuju	46	46,0	46,0	60,0
	Sangat Setuju	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

produk 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	25	25,0	25,0	25,0
	Setuju	35	35,0	35,0	60,0
	Sangat Setuju	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

produk 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1,0	1,0	1,0
	Tidak Setuju	1	1,0	1,0	2,0
	Kurang Setuju	16	16,0	16,0	18,0
	Setuju	44	44,0	44,0	62,0
	Sangat Setuju	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

harga 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1,0	1,0	1,0
	Tidak Setuju	2	2,0	2,0	3,0
	Kurang Setuju	25	25,0	25,0	28,0
	Setuju	31	31,0	31,0	59,0
	Sangat Setuju	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

harga 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1,0	1,0	1,0
	Kurang Setuju	26	26,0	26,0	27,0
	Setuju	28	28,0	28,0	55,0
	Sangat Setuju	45	45,0	45,0	100,0
	Total	100	100,0	100,0	

harga 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	6,0	6,0	6,0
	Kurang Setuju	18	18,0	18,0	24,0
	Setuju	31	31,0	31,0	55,0
	Sangat Setuju	45	45,0	45,0	100,0
	Total	100	100,0	100,0	

Promosi 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	6	6,0	6,0	6,0
Kurang Setuju	16	16,0	16,0	22,0
Setuju	24	24,0	24,0	46,0
Sangat Setuju	54	54,0	54,0	100,0
Total	100	100,0	100,0	

promosi 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	5	5,0	5,0	5,0
Kurang Setuju	19	19,0	19,0	24,0
Setuju	42	42,0	42,0	66,0
Sangat Setuju	34	34,0	34,0	100,0
Total	100	100,0	100,0	

promosi 3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	5	5,0	5,0	5,0
Kurang Setuju	15	15,0	15,0	20,0
Setuju	33	33,0	33,0	53,0
Sangat Setuju	47	47,0	47,0	100,0
Total	100	100,0	100,0	

lokasi/tempat 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	2	2,0	2,0	2,0
Kurang Setuju	21	21,0	21,0	23,0
Setuju	45	45,0	45,0	68,0
Sangat Setuju	32	32,0	32,0	100,0
Total	100	100,0	100,0	

lokasi/tempat 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	19	19,0	19,0	19,0
	Setuju	41	41,0	41,0	60,0
	Sangat Setuju	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

lokasi/tempat 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	19	19,0	19,0	19,0
	Setuju	34	34,0	34,0	53,0
	Sangat Setuju	47	47,0	47,0	100,0
	Total	100	100,0	100,0	

orang 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1,0	1,0	1,0
	Tidak Setuju	3	3,0	3,0	4,0
	Kurang Setuju	9	9,0	9,0	13,0
	Setuju	49	49,0	49,0	62,0
	Sangat Setuju	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

orang 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2,0	2,0	2,0
	Kurang Setuju	5	5,0	5,0	7,0
	Setuju	44	44,0	44,0	51,0
	Sangat Setuju	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

orang 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	1	1,0	1,0	1,0
	Setuju	54	54,0	54,0	55,0
	Sangat Setuju	45	45,0	45,0	100,0
	Total	100	100,0	100,0	

proses 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1,0	1,0	1,0
	Tidak Setuju	5	5,0	5,0	6,0
	Kurang Setuju	16	16,0	16,0	22,0
	Setuju	30	30,0	30,0	52,0
	Sangat Setuju	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

proses 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	9	9,0	9,0	9,0
	Setuju	45	45,0	45,0	54,0
	Sangat Setuju	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

proses 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	15	15,0	15,0	15,0
	Setuju	40	40,0	40,0	55,0
	Sangat Setuju	45	45,0	45,0	100,0
	Total	100	100,0	100,0	

bukti fisik 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2,0	2,0	2,0
	Kurang Setuju	8	8,0	8,0	10,0
	Setuju	41	41,0	41,0	51,0
	Sangat Setuju	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

bukti fisik 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	21	21,0	21,0	21,0
	Setuju	33	33,0	33,0	54,0
	Sangat Setuju	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

bukti fisik 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1,0	1,0	1,0
	Kurang Setuju	20	20,0	20,0	21,0
	Setuju	45	45,0	45,0	66,0
	Sangat Setuju	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

keputusan konsumen 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	20	20,0	20,0	20,0
	Setuju	31	31,0	31,0	51,0
	Sangat Setuju	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

keputusan konsumen 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	7,0	7,0	7,0
	Kurang Setuju	13	13,0	13,0	20,0
	Setuju	45	45,0	45,0	65,0
	Sangat Setuju	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

keputusan konsumen 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	7,0	7,0	7,0
	Kurang Setuju	12	12,0	12,0	19,0
	Setuju	39	39,0	39,0	58,0
	Sangat Setuju	42	42,0	42,0	100,0
	Total	100	100,0	100,0	

keputusan konsumen 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	14	14,0	14,0	14,0
	Setuju	39	39,0	39,0	53,0
	Sangat Setuju	47	47,0	47,0	100,0
	Total	100	100,0	100,0	

keputusan konsumen 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	11	11,0	11,0	11,0
	Setuju	34	34,0	34,0	45,0
	Sangat Setuju	55	55,0	55,0	100,0
	Total	100	100,0	100,0	

Lampiran 5 : Uji Validitas dan Reliability

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	Cronbach's Alpha Based on Standardized Items	N of Items
,869	,871	3

Inter-Item Correlation Matrix

	PRODUK 1	PRODUK 2	PRODUK 3
PRODUK 1	1,000	,778	,677
PRODUK 2	,778	1,000	,622
PRODUK 3	,677	,622	1,000

The covariance matrix is calculated and used in the analysis.

Inter-Item Covariance Matrix

	PRODUK 1	PRODUK 2	PRODUK 3
PRODUK 1	,548	,459	,403
PRODUK 2	,459	,634	,398
PRODUK 3	,403	,398	,648

The covariance matrix is calculated and used in the analysis.

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
PRODUK 1	8,3200	2,078	,808	,666	,767
PRODUK 2	8,4100	2,002	,761	,622	,806
PRODUK 3	8,3900	2,099	,688	,481	,874

Reliability

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	Cronbach's Alpha Based on Standardized Items	N of Items
,858	,858	3

Inter-Item Correlation Matrix

	HARGA 1	HARGA 2	HARGA 3
HARGA 1	1,000	,643	,703
HARGA 2	,643	1,000	,658
HARGA 3	,703	,658	1,000

The covariance matrix is calculated and used in the analysis.

Inter-Item Covariance Matrix

	HARGA 1	HARGA 2	HARGA 3
HARGA 1	,830	,500	,592
HARGA 2	,500	,728	,520
HARGA 3	,592	,520	,856

The covariance matrix is calculated and used in the analysis.

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
HARGA 1	8,3200	2,624	,740	,551	,792
HARGA 2	8,2400	2,871	,705	,497	,825
HARGA 3	8,2600	2,558	,752	,567	,781

Reliability

Case Processing Summary

		N	%
Cases	Valid	99	99,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,893	,894	3

Inter-Item Correlation Matrix

	PROMOSI 1	PROMOSI 2	PROMOSI 3
PROMOSI 1	1,000	,740	,708
PROMOSI 2	,740	1,000	,763
PROMOSI 3	,708	,763	1,000

The covariance matrix is calculated and used in the analysis.

Inter-Item Covariance Matrix

	PROMOSI 1	PROMOSI 2	PROMOSI 3
PROMOSI 1	,885	,599	,589
PROMOSI 2	,599	,742	,581
PROMOSI 3	,589	,581	,781

The covariance matrix is calculated and used in the analysis.

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
PROMOSI 1	8,2626	2,685	,771	,597	,865
PROMOSI 2	8,4646	2,843	,813	,662	,828
PROMOSI 3	8,3030	2,826	,787	,628	,848

Reliability

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	Cronbach's Alpha Based on Standardized Items	N of Items
,916	,916	3

Inter-Item Correlation Matrix

	LOKASI / TEMPAT 1	LOKASI / TEMPAT 2	LOKASI / TEMPAT 3
LOKASI / TEMPAT 1	1,000	,757	,726
LOKASI / TEMPAT 2	,757	1,000	,872
LOKASI / TEMPAT 3	,726	,872	1,000

The covariance matrix is calculated and used in the analysis.

Inter-Item Covariance Matrix

	LOKASI / TEMPAT 1	LOKASI / TEMPAT 2	LOKASI / TEMPAT 3
LOKASI / TEMPAT 1	,611	,440	,435
LOKASI / TEMPAT 2	,440	,551	,496
LOKASI / TEMPAT 3	,435	,496	,587

The covariance matrix is calculated and used in the analysis.

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
LOKASI / TEMPAT 1	8,4900	2,131	,766	,591	,931
LOKASI / TEMPAT 2	8,3500	2,068	,876	,793	,841
LOKASI / TEMPAT 3	8,2800	2,042	,850	,770	,861

Reliability

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	Cronbach's Alpha Based on Standardized Items	N of Items
,830	,844	3

Inter-Item Correlation Matrix

	ORANG 1	ORANG 2	ORANG 3
ORANG 1	1,000	,682	,610
ORANG 2	,682	1,000	,640
ORANG 3	,610	,640	1,000

The covariance matrix is calculated and used in the analysis.

Inter-Item Covariance Matrix

	ORANG 1	ORANG 2	ORANG 3
ORANG 1	,646	,374	,255
ORANG 2	,374	,465	,226
ORANG 3	,255	,226	,269

The covariance matrix is calculated and used in the analysis.

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
ORANG 1	8,8400	1,186	,717	,516	,763
ORANG 2	8,6400	1,425	,737	,545	,715
ORANG 3	8,6000	1,859	,680	,466	,804

Reliability

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	Cronbach's Alpha Based on Standardized Items	N of Items
,851	,875	3

Inter-Item Correlation Matrix

	PROSES 1	PROSES 2	PROSES 3
PROSES 1	1,000	,592	,641
PROSES 2	,592	1,000	,869
PROSES 3	,641	,869	1,000

The covariance matrix is calculated and used in the analysis.

Inter-Item Covariance Matrix

	PROSES 1	PROSES 2	PROSES 3
PROSES 1	,903	,363	,437
PROSES 2	,363	,417	,403
PROSES 3	,437	,403	,515

The covariance matrix is calculated and used in the analysis.

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
PROSES 1	8,6700	1,738	,639	,416	,927
PROSES 2	8,4900	2,293	,784	,758	,763
PROSES 3	8,5600	2,047	,818	,780	,710

Reliability

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	Cronbach's Alpha Based on Standardized Items	N of Items
,784	,786	3

Inter-Item Correlation Matrix

	BUKTI FISIK 1	BUKTI FISIK 2	BUKTI FISIK 3
BUKTI FISIK 1	1,000	,372	,753
BUKTI FISIK 2	,372	1,000	,529
BUKTI FISIK 3	,753	,529	1,000

The covariance matrix is calculated and used in the analysis.

Inter-Item Covariance Matrix

	BUKTI FISIK 1	BUKTI FISIK 2	BUKTI FISIK 3
BUKTI FISIK 1	,518	,210	,410
BUKTI FISIK 2	,210	,614	,313
BUKTI FISIK 3	,410	,313	,571

The covariance matrix is calculated and used in the analysis.

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
BUKTI FISIK 1	8,3700	1,811	,639	,568	,692
BUKTI FISIK 2	8,4900	1,909	,483	,281	,858
BUKTI FISIK 3	8,6200	1,551	,768	,639	,641

Reliability

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	Cronbach's Alpha Based on Standardized Items	N of Items
,927	,929	5

Inter-Item Correlation Matrix

	KEPUTUSAN KONSUMEN 1	KEPUTUSAN KONSUMEN 2	KEPUTUSAN KONSUMEN 3	KEPUTUSAN KONSUMEN 4	KEPUTUSAN KONSUMEN 5
KEPUTUSAN KONSUMEN 1	1,000	,661	,798	,734	,795
KEPUTUSAN KONSUMEN 2	,661	1,000	,862	,738	,497
KEPUTUSAN KONSUMEN 3	,798	,862	1,000	,725	,739
KEPUTUSAN KONSUMEN 4	,734	,738	,725	1,000	,672
KEPUTUSAN KONSUMEN 5	,795	,497	,739	,672	1,000

The covariance matrix is calculated and used in the analy sis.

Inter-Item Covariance Matrix

	KEPUTUSAN KONSUMEN 1	KEPUTUSAN KONSUMEN 2	KEPUTUSAN KONSUMEN 3	KEPUTUSAN KONSUMEN 4	KEPUTUSAN KONSUMEN 5
KEPUTUSAN KONSUMEN 1	,612	,451	,559	,408	,427
KEPUTUSAN KONSUMEN 2	,451	,761	,674	,458	,298
KEPUTUSAN KONSUMEN 3	,559	,674	,802	,462	,454
KEPUTUSAN KONSUMEN 4	,408	,458	,462	,506	,328
KEPUTUSAN KONSUMEN 5	,427	,298	,454	,328	,471

The covariance matrix is calculated and used in the analy sis.

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
KEPUTUSAN KONSUMEN 1	17,0100	7,889	,840	,750	,904
KEPUTUSAN KONSUMEN 2	17,2200	7,668	,779	,842	,917
KEPUTUSAN KONSUMEN 3	17,1400	7,091	,901	,882	,891
KEPUTUSAN KONSUMEN 4	16,9700	8,373	,805	,696	,912
KEPUTUSAN KONSUMEN 5	16,8600	8,707	,744	,757	,923

Lampiran 6 : Uji Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BUKTI FISIK, HARGA, ORANG, PROSES, PROMOSI, LOKASI / TEMPAT, ^a PRODUK	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: KEPUTUSAN KONSUMEN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,893 ^a	,797	,782	,87021	1,046

- a. Predictors: (Constant), BUKTI FISIK, HARGA, ORANG, PROSES, PROMOSI, LOKASI / TEMPAT, PRODUK
 b. Dependent Variable: KEPUTUSAN KONSUMEN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	274,121	7	39,160	51,712	,000 ^a
	Residual	69,669	92	,757		
	Total	343,790	99			

- a. Predictors: (Constant), BUKTI FISIK, HARGA, ORANG, PROSES, PROMOSI, LOKAS / TEMPAT, PRODUK
 b. Dependent Variable: KEPUTUSAN KONSUMEN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,674	,693		3,860	,000
	PRODUK	-,526	,400	-,200	-1,314	,192
	HARGA	-,434	,211	-,198	-2,064	,042
	PROMOSI	1,259	,194	,569	6,489	,000
	LOKASI / TEMPAT	1,419	,391	,547	3,625	,000
	ORANG	,576	,305	,184	1,885	,063
	PROSES	-,660	,269	-,268	-2,451	,016
	BUKTI FISIK	,770	,317	,286	2,429	,017

a. Dependent Variable: KEPUTUSAN KONSUMEN

Coefficients^a

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	PRODUK	,699	-,136	-,062	,095	9,483
	HARGA	,575	-,210	-,097	,240	4,158
	PROMOSI	,792	,560	,305	,286	3,492
	LOKASI / TEMPAT	,783	,353	,170	,097	9,354
	ORANG	,641	,193	,088	,230	4,340
	PROSES	,646	-,248	-,115	,184	5,432
	BUKTI FISIK	,790	,245	,114	,159	6,277

a. Dependent Variable: KEPUTUSAN KONSUMEN

