

No. \_\_\_\_\_



## KUESIONER

Responden yang terhormat,

Berkaitan dengan penyelesaian skripsi di Narotama yang mengambil judul **“Pengaruh *Brand Image*, Persepsi Harga, Kualitas Produk, dan Kualitas Layanan Terhadap Keputusan Pembelian Sepatu Merek Nike di Centro Galaxy Mall Surabaya”**. Dengan ini saya mohon kesediaan Anda untuk mengisi kuesioner yang telah saya buat. Kesungguhan dalam memberikan jawaban akan sangat bermanfaat dan membantu keberhasilan penelitian ini. Atas kesediaan dan bantuan Anda, dalam pengisian kuesioner ini, saya ucapkan terima kasih.

Hormat saya

**Surya**

### Petunjuk pengisian :

Pilih salah satu jawaban yang sesuai dengan memberi tanda (x) serta isilah identitas anda dengan huruf balok.

#### A. Karakteristik Karyawan

1. Jenis Kelamin : a. Laki-Laki b. Perempuan
2. Usia : a. < 25 tahun c. 36-45 tahun  
b. 26-35 tahun d. > 45 tahun
3. Pekerjaan : a. Mahasiswa / Pelajar d. Wiraswasta  
b. Pegawai Negeri e. Lain – lain  
c. Pegawai Swasta
4. Pengeluaran : a. < Rp. 1.000.000,00  
b. Rp 1.500.000,00 – Rp 3.000.000,00  
c. Rp 3.500.000,00 – Rp 4.000.000,00  
d. > Rp 4.500.000,00
5. Pendapatan : a. Rp 1.000.000 - Rp 2.000.000  
b. Rp 2.500.000 - Rp 3.000.000  
c. Rp 3.500.000 - Rp 5.000.000  
d. > Rp 5.000.000

**B. Variabel Penelitian**

Berikan tanda (√) pada kolom yang sesuai dengan penilaiananda terhadap pernyataan berikut dengan ketentuan sebagai berikut :

STS = Sangat Tidak Setuju

TS = Tidak Setuju

R= Ragu-Ragu

S = Setuju

SS = Sangat Setuju

No.	Pernyataan	STS	TS	R	S	SS
<b>Brand Image (X<sub>1</sub>)</b>						
1.	Saya mudah menjumpai sepatu merek Nike di Mall Mall Terkenal					
2.	Sepatu Merek Nike dikenal banyak Variasi					
3.	Saya mengetahui sepatu merek Nike sudah dikenal sejak lama					
<b>Persepsi Harga (X<sub>2</sub>)</b>						
1.	Harga sepatu merek Nike di Centro Galaxy Mall Surabaya sesuai dengan kualitas yang diberikan					
2.	Harga jual sepatu merek Nike di Centro Galaxy Mall Surabaya mampu bersaing dengan harga jual sepatu merek Nike di tempat lain.					
3.	Harga sepatu merek Nike di Centro Galaxy Mall Surabaya sesuai dengan citra merek yang selama ini sudah terbentuk					
<b>Kualitas Produk (X<sub>3</sub>)</b>						
1.	Desain sepatu merek Nike di Centro Galaxy Mall Surabaya menarik					
2.	Sepatu merek Nike di Centro Galaxy Mall Surabaya tidak mudah rusak					
3.	Sepatu merek Nike nyaman digunakan					

No.	Pernyataan	STS	TS	R	S	SS
<b>Kualitas Layanan (X<sub>4</sub>)</b>						
1.	Pelayanan karyawan Stand Nike di Centro Galaxy Mall Surabaya sangat ramah					
2.	Karyawan stand sepatu merek Nike di Centro Galaxy Mall Surabaya mampu melayani dengan baik					
3.	Karyawan stand sepatu merek Nike memiliki kepedulian untuk membantu pelanggan dalam membeli sepatu merek Nike					
<b>Keputusan Pembelian (Y)</b>						
1.	Saya membeli sepatu merek Nike di Centro Galaxy Mall Surabaya karena sesuai yang saya inginkan					
2.	Saya berusaha memberitahukan orang terdekat untuk membeli sepatu merek Nike di Centro Galaxy Mall Surabaya					
3.	Saya membeli sepatu merek Nike di Centro Galaxy Mall Surabaya ketika sudah mendapat informasi dari teman					
4.	Saya membeli sepatu merek Nike di Centro Galaxy Mall Surabaya, karena iklan					
5.	Promosi sepatu merek Nike di Centro Galaxy Mall, menarik untuk membeli					
6.	Sepatu Nike yang dibeli atas rekomendasi dari teman saya					
7.	Saya merasa puas setelah membeli sepatu merek Nike di Centro Galaxy Mall Surabaya					
8.	Dengan membeli sepatu merek Nike di Centro Galaxy Mall Surabaya, saya merasa kebutuhan saya sudah terpenuhi					

**TERIMA KASIH**

**Lampiran 2 Data Penelitian**

No	JK	Usia	Pkjn	Pnglrm	Pndptn	Brand Image (X <sub>i</sub> )				
						X1,1	X1,2	X1,3	J_X1	Rat_X1
1	2	2	3	2	1	3	3	3	9	3.00
2	2	1	1	1	4	3	2	3	8	2.67
3	2	2	3	3	3	3	4	2	9	3.00
4	2	2	2	4	3	4	3	3	10	3.33
5	2	2	3	2	2	4	3	3	10	3.33
6	2	2	4	2	2	4	3	3	10	3.33
7	2	2	3	3	1	2	3	3	8	2.67
8	2	2	3	2	1	4	3	2	9	3.00
9	2	2	2	3	3	3	4	2	9	3.00
10	2	1	3	2	3	4	4	2	10	3.33
11	2	1	2	3	3	3	3	3	9	3.00
12	2	2	1	3	3	4	3	3	10	3.33
13	2	1	3	1	1	4	4	2	10	3.33
14	2	1	3	2	4	4	4	4	12	4.00
15	2	1	2	2	4	4	4	2	10	3.33
16	2	1	2	3	4	4	4	2	10	3.33
17	2	1	3	3	3	3	4	4	11	3.67
18	2	1	4	2	4	3	4	2	9	3.00
19	2	2	1	2	3	4	4	2	10	3.33
20	2	2	3	3	3	4	4	4	12	4.00
21	2	1	2	2	4	5	4	4	13	4.33
22	2	1	2	2	4	2	3	3	8	2.67
23	2	2	2	2	1	3	3	3	9	3.00
24	2	1	2	2	3	3	2	3	8	2.67
25	2	1	3	1	4	3	3	3	9	3.00
26	2	2	3	1	2	3	3	3	9	3.00
27	2	1	2	3	4	3	3	3	9	3.00
28	2	1	2	2	4	3	2	2	7	2.33
29	2	1	3	2	1	3	2	3	8	2.67
30	2	1	3	3	4	3	2	3	8	2.67
31	2	1	3	3	4	4	3	3	10	3.33

No	JK	Usia	Pkjn	Pnglrm	Pndptn	Brand Image (X <sub>1</sub> )				
						X1,1	X1,2	X1,3	J_X1	Rat_X1
32	2	1	2	2	4	3	3	4	10	3.33
33	2	1	3	2	3	3	3	4	10	3.33
34	2	2	3	2	3	3	3	4	10	3.33
35	2	2	1	1	3	3	3	3	9	3.00
36	2	1	2	2	3	5	5	4	14	4.67
37	2	3	3	2	3	3	2	2	7	2.33
38	2	3	4	1	3	2	2	2	6	2.00
39	2	1	2	2	3	3	4	3	10	3.33
40	2	2	2	2	3	2	2	3	7	2.33
41	2	2	3	2	3	3	3	3	9	3.00
42	2	1	3	2	3	2	2	2	6	2.00
43	2	1	2	1	3	3	2	3	8	2.67
44	2	1	1	1	4	4	3	2	9	3.00
45	2	2	3	2	3	4	3	3	10	3.33
46	2	1	2	2	3	4	4	3	11	3.67
47	2	3	3	2	3	4	4	4	12	4.00
48	2	2	2	3	3	4	4	4	12	4.00
49	2	2	3	2	4	3	3	3	9	3.00
50	2	3	3	2	3	4	3	4	11	3.67
51	2	2	4	3	3	3	3	3	9	3.00
52	2	2	2	2	3	3	2	2	7	2.33
53	2	1	3	2	4	3	2	2	7	2.33
54	2	1	2	3	3	2	2	3	7	2.33
55	2	3	2	2	3	2	2	2	6	2.00
56	2	2	3	2	4	3	3	3	9	3.00
57	2	4	2	3	4	2	2	3	7	2.33
58	2	2	2	2	3	4	4	3	11	3.67
59	2	1	3	2	3	4	4	4	12	4.00
60	2	1	3	2	3	4	4	4	12	4.00
61	2	2	2	4	3	4	3	4	11	3.67
62	2	3	2	2	3	4	3	3	10	3.33
63	2	1	2	4	3	3	4	4	11	3.67

No	JK	Usia	Pkjn	Pnglrm	Pndptn	Brand Image (X <sub>i</sub> )				
						X1,1	X1,2	X1,3	J_X1	Rat_X1
64	2	1	1	2	3	4	3	3	10	3.33
65	2	1	2	2	3	2	2	3	7	2.33
66	2	3	2	4	3	5	3	4	12	4.00
67	2	2	3	1	3	4	4	4	12	4.00
68	2	1	1	2	3	3	3	4	10	3.33
69	2	1	2	2	4	3	4	4	11	3.67
70	2	3	1	2	3	3	3	3	9	3.00
71	2	1	3	2	3	3	3	3	9	3.00
72	2	1	2	5	3	4	3	3	10	3.33
73	2	1	2	2	4	3	4	3	10	3.33
74	2	2	3	4	3	3	4	4	11	3.67
75	2	3	4	1	3	3	3	3	9	3.00
76	2	3	2	6	3	3	3	3	9	3.00
77	2	1	1	2	3	3	3	3	9	3.00
78	2	1	2	2	3	3	3	4	10	3.33
79	2	3	3	5	4	4	4	4	12	4.00
80	2	1	2	2	3	3	4	4	11	3.67
81	2	2	3	1	3	3	4	3	10	3.33
82	2	1	2	1	3	3	4	5	12	4.00
83	2	3	3	2	4	3	4	3	10	3.33
84	2	3	3	1	3	4	4	4	12	4.00
85	2	1	2	2	3	3	3	3	9	3.00
86	2	2	2	2	3	4	4	4	12	4.00
87	2	2	3	2	3	4	4	4	12	4.00
88	2	1	2	4	4	4	5	5	14	4.67
89	2	1	1	2	3	4	3	3	10	3.33
90	2	1	2	2	3	5	4	4	13	4.33
91	2	3	2	4	4	5	4	4	13	4.33
92	2	2	3	1	3	4	4	3	11	3.67
93	2	1	1	2	3	4	5	4	13	4.33
94	2	3	3	1	3	4	4	4	12	4.00
95	2	1	2	2	4	4	4	4	12	4.00

No	JK	Usia	Pkjn	Pnglrm	Pndptn	Brand Image (X <sub>1</sub> )				
						X1,1	X1,2	X1,3	J_X1	Rat_X1
96	2	2	2	2	3	4	4	3	11	3.67
97	2	2	3	2	4	4	4	4	12	4.00
98	2	1	3	2	4	4	4	4	12	4.00
99	2	1	2	1	3	4	4	4	12	4.00
100	2	1	1	1	4	4	4	4	12	4.00

Persepsi Harga (X <sub>2</sub> )					Kualitas Produk (X <sub>3</sub> )				
X2,1	X2,2	X2,3	J_X2	Rat_X2	X3,1	X3,2	X3,3	J_X3	Rat_X3
3	3	3	9	3.00	3	2	3	8	2.67
3	3	2	8	2.67	3	3	3	9	3.00
4	3	3	10	3.33	4	3	4	11	3.67
3	3	3	9	3.00	3	4	3	10	3.33
3	3	3	9	3.00	4	3	4	11	3.67
4	3	3	10	3.33	3	4	3	10	3.33
3	3	3	9	3.00	3	3	3	9	3.00
4	3	3	10	3.33	4	4	3	11	3.67
4	3	3	10	3.33	4	4	3	11	3.67
4	3	3	10	3.33	4	4	4	12	4.00
3	3	3	9	3.00	3	2	2	7	2.33
4	3	3	10	3.33	3	4	3	10	3.33
4	4	4	12	4.00	3	3	3	9	3.00
4	4	3	11	3.67	3	4	4	11	3.67
4	4	3	11	3.67	3	4	3	10	3.33
4	4	3	11	3.67	4	4	3	11	3.67
4	4	3	11	3.67	5	4	4	13	4.33
4	4	3	11	3.67	3	3	3	9	3.00
4	3	4	11	3.67	4	4	3	11	3.67
4	4	5	13	4.33	3	4	4	11	3.67
5	4	4	13	4.33	4	4	5	13	4.33
3	3	3	9	3.00	3	2	2	7	2.33
3	3	3	9	3.00	3	3	3	9	3.00
3	3	4	10	3.33	3	3	3	9	3.00
3	3	4	10	3.33	4	4	3	11	3.67
4	3	3	10	3.33	3	3	3	9	3.00
4	3	3	10	3.33	4	3	3	10	3.33
3	3	2	8	2.67	3	3	2	8	2.67
3	3	3	9	3.00	3	3	3	9	3.00
3	3	2	8	2.67	2	2	3	7	2.33
4	3	3	10	3.33	4	3	3	10	3.33
4	4	4	12	4.00	4	4	4	12	4.00



Persepsi Harga (X <sub>2</sub> )					Kualitas Produk (X <sub>3</sub> )				
X2,1	X2,2	X2,3	J_X2	Rat_X2	X3,1	X3,2	X3,3	J_X3	Rat_X3
3	3	4	10	3.33	2	2	3	7	2.33
4	4	4	12	4.00	3	4	3	10	3.33
2	3	3	8	2.67	2	3	3	8	2.67
5	4	5	14	4.67	5	5	5	15	5.00
2	2	3	7	2.33	3	2	2	7	2.33
2	2	2	6	2.00	2	2	2	6	2.00
3	3	4	10	3.33	3	4	3	10	3.33
2	2	2	6	2.00	2	2	2	6	2.00
3	3	4	10	3.33	4	4	4	12	4.00
2	2	2	6	2.00	2	2	2	6	2.00
3	3	4	10	3.33	4	3	4	11	3.67
3	4	4	11	3.67	3	4	4	11	3.67
3	3	3	9	3.00	3	3	2	8	2.67
4	4	4	12	4.00	3	4	4	11	3.67
4	4	4	12	4.00	4	4	4	12	4.00
4	3	4	11	3.67	3	4	4	11	3.67
3	3	4	10	3.33	3	3	3	9	3.00
4	4	4	12	4.00	3	4	4	11	3.67
3	3	3	9	3.00	4	3	3	10	3.33
4	3	3	10	3.33	2	3	2	7	2.33
3	3	3	9	3.00	2	3	2	7	2.33
3	3	3	9	3.00	2	2	3	7	2.33
1	2	2	5	1.67	2	2	2	6	2.00
3	3	3	9	3.00	3	4	4	11	3.67
2	2	2	6	2.00	2	2	2	6	2.00
4	4	4	12	4.00	4	4	4	12	4.00
4	4	3	11	3.67	3	3	3	9	3.00
4	4	3	11	3.67	3	4	3	10	3.33
4	4	4	12	4.00	3	3	4	10	3.33
4	4	4	12	4.00	3	3	3	9	3.00
4	4	4	12	4.00	3	3	3	9	3.00
4	4	4	12	4.00	3	3	3	9	3.00

Persepsi Harga (X <sub>2</sub> )					Kualitas Produk (X <sub>3</sub> )				
X2,1	X2,2	X2,3	J_X2	Rat_X2	X3,1	X3,2	X3,3	J_X3	Rat_X3
3	3	3	9	3.00	3	3	3	9	3.00
3	4	4	11	3.67	3	3	4	10	3.33
4	4	5	13	4.33	3	3	3	9	3.00
3	3	4	10	3.33	3	3	3	9	3.00
3	4	4	11	3.67	4	4	4	12	4.00
3	3	2	8	2.67	3	3	3	9	3.00
3	3	3	9	3.00	3	3	3	9	3.00
4	3	3	10	3.33	3	3	3	9	3.00
4	3	3	10	3.33	2	3	3	8	2.67
4	3	4	11	3.67	3	4	4	11	3.67
3	3	3	9	3.00	3	3	3	9	3.00
4	3	3	10	3.33	3	3	3	9	3.00
4	3	3	10	3.33	3	3	3	9	3.00
4	4	3	11	3.67	3	4	3	10	3.33
4	4	4	12	4.00	3	3	4	10	3.33
3	4	4	11	3.67	3	3	4	10	3.33
4	3	4	11	3.67	3	4	3	10	3.33
4	4	4	12	4.00	4	4	4	12	4.00
4	4	4	12	4.00	4	4	4	12	4.00
4	4	4	12	4.00	4	4	4	12	4.00
3	3	3	9	3.00	3	3	3	9	3.00
4	4	4	12	4.00	4	3	4	11	3.67
4	4	4	12	4.00	4	4	4	12	4.00
4	5	4	13	4.33	5	5	4	14	4.67
3	4	4	11	3.67	3	3	4	10	3.33
4	4	5	13	4.33	4	4	4	12	4.00
4	4	5	13	4.33	4	4	4	12	4.00
3	4	4	11	3.67	4	4	4	12	4.00
5	4	4	13	4.33	4	4	4	12	4.00
4	4	4	12	4.00	4	3	4	11	3.67
4	4	4	12	4.00	4	4	5	13	4.33
4	4	4	12	4.00	4	3	4	11	3.67

Persepsi Harga (X <sub>2</sub> )					Kualitas Produk (X <sub>3</sub> )				
X2,1	X2,2	X2,3	J_X2	Rat_X2	X3,1	X3,2	X3,3	J_X3	Rat_X3
4	4	3	11	3.67	4	3	4	11	3.67
4	4	4	12	4.00	4	3	4	11	3.67
4	4	4	12	4.00	4	3	4	11	3.67
4	4	4	12	4.00	4	3	4	11	3.67

Kualitas Layanan (X <sub>4</sub> )					Keputusan Pembelian (Y)									
X4,1	X4,2	X4,3	J_X4	Rat_X4	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	J_Y	Rat_Y
3	3	3	9	3.00	3	4	3	3	3	3	3	2	24	3.00
3	3	3	9	3.00	4	3	3	3	3	3	3	3	25	3.13
4	3	3	10	3.33	3	5	3	4	4	4	3	3	29	3.63
4	3	3	10	3.33	4	5	3	3	4	4	3	3	29	3.63
2	4	3	9	3.00	4	5	3	3	4	4	3	3	29	3.63
4	3	3	10	3.33	4	5	3	3	4	4	4	4	31	3.88
3	3	3	9	3.00	2	5	3	3	3	3	3	3	25	3.13
4	3	3	10	3.33	3	5	4	3	3	3	4	3	28	3.50
2	4	3	9	3.00	4	5	3	3	3	3	3	4	28	3.50
4	4	3	11	3.67	4	5	5	2	3	3	4	4	30	3.75
3	3	3	9	3.00	3	4	3	2	3	3	3	3	24	3.00
3	3	4	10	3.33	4	5	3	3	3	3	3	3	27	3.38
2	4	4	10	3.33	3	4	4	5	3	4	4	4	31	3.88
3	4	4	11	3.67	3	4	5	4	4	4	4	4	32	4.00
4	3	4	11	3.67	4	4	3	4	4	4	4	3	30	3.75
2	4	3	9	3.00	4	4	3	4	3	3	4	3	28	3.50
4	4	4	12	4.00	4	4	5	4	4	3	4	4	32	4.00
2	4	3	9	3.00	4	3	4	3	4	4	3	3	28	3.50
3	3	4	10	3.33	3	4	3	5	4	4	3	3	29	3.63
5	4	4	13	4.33	5	5	5	4	4	5	4	4	36	4.50
5	4	4	13	4.33	5	5	5	5	5	5	5	5	40	5.00
3	3	3	9	3.00	4	3	3	2	3	3	3	3	24	3.00
3	3	3	9	3.00	3	3	3	3	3	3	3	3	24	3.00
3	3	3	9	3.00	3	3	3	4	3	3	3	4	26	3.25
2	4	3	9	3.00	4	4	4	3	3	3	4	4	29	3.63
3	3	3	9	3.00	3	4	4	3	3	4	3	3	27	3.38
2	3	4	9	3.00	3	4	4	3	3	3	3	3	26	3.25
2	2	3	7	2.33	2	4	3	2	3	3	2	2	21	2.63
2	3	3	8	2.67	4	3	3	3	2	2	3	3	23	2.88
3	3	2	8	2.67	4	4	2	2	2	2	3	3	22	2.75
3	3	3	9	3.00	4	4	2	4	3	4	3	3	27	3.38
4	3	3	10	3.33	5	5	4	4	4	4	4	4	34	4.25
3	3	3	9	3.00	4	4	3	3	3	4	3	3	27	3.38

Kualitas Layanan (X <sub>4</sub> )					Keputusan Pembelian (Y)									
X <sub>4,1</sub>	X <sub>4,2</sub>	X <sub>4,3</sub>	J X <sub>4</sub>	Rat X <sub>4</sub>	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	J Y	Rat Y
3	3	2	8	2.67	5	4	4	4	4	4	4	4	33	4.13
3	3	3	9	3.00	3	3	4	3	3	3	3	3	25	3.13
3	2	3	8	2.67	5	5	5	5	4	5	5	5	39	4.88
2	2	2	6	2.00	2	4	2	2	2	2	2	3	19	2.38
2	2	2	6	2.00	2	3	2	2	2	2	2	2	17	2.13
3	3	4	10	3.33	3	3	4	4	4	3	3	3	27	3.38
2	2	3	7	2.33	3	4	1	2	3	3	2	2	20	2.50
3	4	3	10	3.33	3	4	4	4	4	4	3	3	29	3.63
2	2	2	6	2.00	2	1	2	3	2	2	2	2	16	2.00
3	3	3	9	3.00	4	5	4	3	3	4	3	4	30	3.75
3	2	4	9	3.00	4	4	4	3	3	4	3	3	28	3.50
3	3	4	10	3.33	4	4	3	3	3	3	4	3	27	3.38
3	4	4	11	3.67	4	4	4	4	4	4	4	3	31	3.88
3	4	4	11	3.67	3	4	5	4	4	4	4	4	32	4.00
4	4	4	12	4.00	4	5	4	5	4	5	4	4	35	4.38
3	3	3	9	3.00	4	4	3	4	3	4	3	3	28	3.50
4	3	3	10	3.33	3	4	4	5	4	4	4	4	32	4.00
4	2	3	9	3.00	3	4	4	3	3	3	2	2	24	3.00
3	2	3	8	2.67	3	2	3	4	2	2	3	3	22	2.75
2	2	2	6	2.00	1	2	3	4	2	2	2	2	18	2.25
3	2	2	7	2.33	1	4	2	3	2	2	3	2	19	2.38
2	1	2	5	1.67	1	2	3	2	1	2	2	2	15	1.88
3	3	3	9	3.00	4	4	3	3	3	3	4	3	27	3.38
2	1	2	5	1.67	1	2	2	3	2	2	1	2	15	1.88
4	4	4	12	4.00	4	5	4	3	4	4	4	4	32	4.00
5	2	3	10	3.33	4	4	4	4	4	3	4	4	31	3.88
4	4	4	12	4.00	4	4	4	4	3	4	3	3	29	3.63
4	4	3	11	3.67	4	4	4	4	4	4	4	4	32	4.00
4	4	4	12	4.00	4	4	4	4	3	3	4	4	30	3.75
4	4	3	11	3.67	4	4	4	4	3	3	3	3	28	3.50
4	4	3	11	3.67	4	4	5	4	4	4	4	4	33	4.13
3	3	3	9	3.00	3	3	4	3	3	3	3	3	25	3.13
4	4	3	11	3.67	4	4	5	4	3	3	3	4	30	3.75
4	4	4	12	4.00	4	4	5	4	3	3	3	3	29	3.63
4	3	3	10	3.33	4	3	4	4	4	3	4	4	30	3.75
4	3	4	11	3.67	4	4	5	4	4	4	3	4	32	4.00
2	3	3	8	2.67	4	4	3	2	4	3	4	4	28	3.50
3	3	3	9	3.00	4	5	3	2	4	4	3	3	28	3.50
3	3	3	9	3.00	4	5	3	3	3	4	4	4	30	3.75
3	3	3	9	3.00	4	5	3	3	4	4	4	4	31	3.88
4	3	4	11	3.67	4	5	4	3	4	4	4	3	31	3.88
3	3	3	9	3.00	3	5	3	3	4	4	3	3	28	3.50
3	3	3	9	3.00	4	4	3	3	3	3	3	3	26	3.25
3	3	3	9	3.00	4	4	3	3	3	4	4	5	30	3.75
4	2	3	9	3.00	4	5	4	3	4	3	3	3	29	3.63

Kualitas Layanan (X <sub>4</sub> )					Keputusan Pembelian (Y)									
X <sub>4,1</sub>	X <sub>4,2</sub>	X <sub>4,3</sub>	J X <sub>4</sub>	Rat X <sub>4</sub>	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	J Y	Rat Y
4	3	4	11	3.67	4	4	4	4	4	3	3	4	30	3.75
4	3	4	11	3.67	5	3	4	4	4	4	4	4	32	4.00
3	2	4	9	3.00	4	3	4	4	3	2	3	3	26	3.25
4	2	4	10	3.33	5	4	4	3	3	3	3	4	29	3.63
4	2	4	10	3.33	4	4	4	4	4	4	3	3	30	3.75
3	4	4	11	3.67	4	4	4	4	4	4	3	3	30	3.75
3	3	3	9	3.00	3	3	4	3	4	4	3	3	27	3.38
3	2	4	9	3.00	5	4	4	3	3	4	3	3	29	3.63
3	4	4	11	3.67	5	4	4	4	3	3	3	3	29	3.63
4	4	3	11	3.67	5	4	4	5	3	3	3	4	31	3.88
4	4	3	11	3.67	5	4	3	3	4	3	3	4	29	3.63
3	4	4	11	3.67	5	5	5	4	4	4	4	4	35	4.38
5	4	4	13	4.33	5	5	5	4	4	3	3	4	33	4.13
4	4	3	11	3.67	5	5	4	3	4	3	3	4	31	3.88
5	4	4	13	4.33	5	5	5	4	3	3	4	3	32	4.00
3	4	4	11	3.67	5	4	4	4	4	4	4	4	33	4.13
3	4	4	11	3.67	5	5	5	4	3	3	4	4	33	4.13
3	4	4	11	3.67	4	4	4	4	3	3	3	3	28	3.50
3	4	4	11	3.67	5	4	4	4	4	4	4	4	33	4.13
4	4	3	11	3.67	5	4	4	4	4	4	4	4	33	4.13
4	4	3	11	3.67	5	4	4	4	4	4	4	4	33	4.13
4	4	3	11	3.67	5	4	4	4	4	3	3	4	31	3.88

### Lampiran 3 Statistik Deskriptif

#### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	47	47.0	47.0	47.0
	Perempuan	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

#### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 25 tahun	27	27.0	27.0	27.0
	26-35 tahun	40	40.0	40.0	67.0
	36-45 tahun	24	24.0	24.0	91.0
	> 45 tahun	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

#### Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa / Pelajar	12	12.0	12.0	12.0
	Pegawai Negeri	43	43.0	43.0	55.0
	Pegawai Swasta	40	40.0	40.0	95.0
	Wiraswasta	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

#### Pengeluaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp. 1.000.000,00	17	17.0	17.0	17.0
	Rp 1.500.000,00 – Rp 3.000.000,00	60	60.0	60.0	77.0
	Rp 3.500.000,00 – Rp 4.000.000,00	16	16.0	16.0	93.0
	> Rp 4.500.000,00	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

**Pendapatan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rp 1.000.000 - Rp 2.000.000	6	6.0	6.0	6.0
Rp 2.500.000 - Rp 3.000.000	3	3.0	3.0	9.0
Rp 3.500.000 - Rp 5.000.000	63	63.0	63.0	72.0
> Rp 5.000.000	28	28.0	28.0	100.0
Total	100	100.0	100.0	

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	2.00	5.00	3.4300	.72829
X1.2	100	2.00	5.00	3.3200	.77694
X1.3	100	2.00	5.00	3.2200	.74644
Valid N (listwise)	100				

**X1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	9	9.0	9.0	9.0
Ragu-Ragu	44	44.0	44.0	53.0
Setuju	42	42.0	42.0	95.0
Sangat Setuju	5	5.0	5.0	100.0
Total	100	100.0	100.0	

**X1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	16	16.0	16.0	16.0
Ragu-Ragu	39	39.0	39.0	55.0
Setuju	42	42.0	42.0	97.0
Sangat Setuju	3	3.0	3.0	100.0
Total	100	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	17	17.0	17.0	17.0
	Ragu-Ragu	46	46.0	46.0	63.0
	Setuju	35	35.0	35.0	98.0
	Sangat Setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	100	1.00	5.00	3.5300	.70288
X2.2	100	2.00	5.00	3.4100	.62109
X2.3	100	2.00	5.00	3.4500	.72995
Valid N (listwise)	100				

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	6	6.0	6.0	7.0
	Ragu-Ragu	35	35.0	35.0	42.0
	Setuju	55	55.0	55.0	97.0
	Sangat Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	6.0	6.0	6.0
	Ragu-Ragu	48	48.0	48.0	54.0
	Setuju	45	45.0	45.0	99.0
	Sangat Setuju	1	1.0	1.0	100.0
	Total	100	100.0	100.0	



**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	9	9.0	9.0	9.0
Ragu-Ragu	42	42.0	42.0	51.0
Setuju	44	44.0	44.0	95.0
Sangat Setuju	5	5.0	5.0	100.0
Total	100	100.0	100.0	

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	100	2.00	5.00	3.2800	.71181
X3.2	100	2.00	5.00	3.3100	.70632
X3.3	100	2.00	5.00	3.3300	.72551
Valid N (listwise)	100				

**X3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	12	12.0	12.0	12.0
Ragu-Ragu	51	51.0	51.0	63.0
Setuju	34	34.0	34.0	97.0
Sangat Setuju	3	3.0	3.0	100.0
Total	100	100.0	100.0	

**X3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	12	12.0	12.0	12.0
Ragu-Ragu	47	47.0	47.0	59.0
Setuju	39	39.0	39.0	98.0
Sangat Setuju	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**X3.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	12	12.0	12.0	12.0
Ragu-Ragu	46	46.0	46.0	58.0
Setuju	39	39.0	39.0	97.0
Sangat Setuju	3	3.0	3.0	100.0
Total	100	100.0	100.0	

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X4.1	100	2.00	5.00	3.2600	.79924
X4.2	100	1.00	4.00	3.1700	.77921
X4.3	100	2.00	4.00	3.2700	.61718
Valid N (listwise)	100				

**X4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	17	17.0	17.0	17.0
Ragu-Ragu	45	45.0	45.0	62.0
Setuju	33	33.0	33.0	95.0
Sangat Setuju	5	5.0	5.0	100.0
Total	100	100.0	100.0	

**X4.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	2	2.0	2.0	2.0
Tidak Setuju	17	17.0	17.0	19.0
Ragu-Ragu	43	43.0	43.0	62.0
Setuju	38	38.0	38.0	100.0
Total	100	100.0	100.0	

**X4.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	9	9.0	9.0	9.0
Ragu-Ragu	55	55.0	55.0	64.0
Setuju	36	36.0	36.0	100.0
Total	100	100.0	100.0	

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Y1	100	1.00	5.00	3.7700	.97292
Y2	100	1.00	5.00	4.0200	.81625
Y3	100	1.00	5.00	3.6500	.85723
Y4	100	2.00	5.00	3.4600	.78393
Y5	100	1.00	5.00	3.3600	.70381
Y6	100	2.00	5.00	3.3900	.73711
Y7	100	1.00	5.00	3.3100	.69187
Y8	100	2.00	5.00	3.3600	.70381
Valid N (listwise)	100				

**Y1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	4	4.0	4.0	4.0
Tidak Setuju	5	5.0	5.0	9.0
Ragu-Ragu	22	22.0	22.0	31.0
Setuju	48	48.0	48.0	79.0
Sangat Setuju	21	21.0	21.0	100.0
Total	100	100.0	100.0	

## Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	4	4.0	4.0	5.0
	Ragu-Ragu	14	14.0	14.0	19.0
	Setuju	54	54.0	54.0	73.0
	Sangat Setuju	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

## Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	7	7.0	7.0	8.0
	Ragu-Ragu	33	33.0	33.0	41.0
	Setuju	44	44.0	44.0	85.0
	Sangat Setuju	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

## Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	11.0	11.0	11.0
	Ragu-Ragu	39	39.0	39.0	50.0
	Setuju	43	43.0	43.0	93.0
	Sangat Setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

**Y5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	9	9.0	9.0	10.0
	Ragu-Ragu	44	44.0	44.0	54.0
	Setuju	45	45.0	45.0	99.0
	Sangat Setuju	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

**Y6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	11.0	11.0	11.0
	Ragu-Ragu	43	43.0	43.0	54.0
	Setuju	42	42.0	42.0	96.0
	Sangat Setuju	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

**Y7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	8	8.0	8.0	9.0
	Ragu-Ragu	52	52.0	52.0	61.0
	Setuju	37	37.0	37.0	98.0
	Sangat Setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

## Y8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	10.0	10.0	10.0
	Ragu-Ragu	47	47.0	47.0	57.0
	Setuju	40	40.0	40.0	97.0
	Sangat Setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

## Lampiran 4 Uji Validitas dan Reliabilitas

## Correlations

## Correlations

		X1.1	X1.2	X1.3	J X1
X1.1	Pearson Correlation	1	.593**	.344**	.798**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.593**	1	.470**	.861**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.344**	.470**	1	.752**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
J_X1	Pearson Correlation	.798**	.861**	.752**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Correlations

### Correlations

		X2.1	X2.2	X2.3	J X2
X2.1	Pearson Correlation	1	.677**	.515**	.848**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.677**	1	.658**	.892**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.515**	.658**	1	.848**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
J_X2	Pearson Correlation	.848**	.892**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

### Correlations

#### Correlations

		X3.1	X3.2	X3.3	J X3
X3.1	Pearson Correlation	1	.609**	.660**	.873**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.609**	1	.607**	.851**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.660**	.607**	1	.875**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
J_X3	Pearson Correlation	.873**	.851**	.875**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

### Correlations

### Correlations

		X4.1	X4.2	X4.3	J X4
X4.1	Pearson Correlation	1	.301**	.368**	.757**
	Sig. (2-tailed)		.002	.000	.000
	N	100	100	100	100
X4.2	Pearson Correlation	.301**	1	.429**	.771**
	Sig. (2-tailed)	.002		.000	.000
	N	100	100	100	100
X4.3	Pearson Correlation	.368**	.429**	1	.747**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
J_X4	Pearson Correlation	.757**	.771**	.747**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

### Correlations



## Correlations

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	J_Y
Y1 Pearson Correlation	1	.476*	.496*	.339*	.550*	.464*	.587*	.653*	.783*
Y1 Sig. (2-tailed)		.000	.000	.001	.000	.000	.000	.000	.000
Y1 N	100	100	100	100	100	100	100	100	100
Y2 Pearson Correlation	.476*	1	.299*	.080	.497*	.524*	.472*	.427*	.636*
Y2 Sig. (2-tailed)	.000		.003	.428	.000	.000	.000	.000	.000
Y2 N	100	100	100	100	100	100	100	100	100
Y3 Pearson Correlation	.496*	.299*	1	.528*	.496*	.410*	.525*	.563*	.731*
Y3 Sig. (2-tailed)	.000	.003		.000	.000	.000	.000	.000	.000
Y3 N	100	100	100	100	100	100	100	100	100
Y4 Pearson Correlation	.339*	.080	.528*	1	.429*	.421*	.442*	.447*	.615*
Y4 Sig. (2-tailed)	.001	.428	.000		.000	.000	.000	.000	.000
Y4 N	100	100	100	100	100	100	100	100	100
Y5 Pearson Correlation	.550*	.497*	.496*	.429*	1	.739*	.577*	.572*	.805*
Y5 Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
Y5 N	100	100	100	100	100	100	100	100	100
Y6 Pearson Correlation	.464*	.524*	.410*	.421*	.739*	1	.573*	.505*	.766*
Y6 Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
Y6 N	100	100	100	100	100	100	100	100	100
Y7 Pearson Correlation	.587*	.472*	.525*	.442*	.577*	.573*	1	.743*	.815*
Y7 Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
Y7 N	100	100	100	100	100	100	100	100	100
Y8 Pearson Correlation	.653*	.427*	.563*	.447*	.572*	.505*	.743*	1	.818*
Y8 Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
Y8 N	100	100	100	100	100	100	100	100	100
J_Y Pearson Correlation	.783*	.636*	.731*	.615*	.805*	.766*	.815*	.818*	1
J_Y Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
J_Y N	100	100	100	100	100	100	100	100	100

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.727	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	6.5400	1.705	.550	.639
X1.2	6.6500	1.462	.647	.512
X1.3	6.7500	1.806	.458	.744

## Reliability

[DataSet1] D:\Ikh@ Job\72. Desember 2017\Surya  
 UNTAG\DataSPSS\_Surya\_30 Des 2017.sav

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.823	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	6.8600	1.516	.647	.788
X2.2	6.9800	1.555	.767	.679
X2.3	6.9400	1.471	.635	.804

## Reliability

[DataSet1] D:\Ikh@ Job\72. Desember 2017\Surya  
 UNTAG\DataSPSS\_Surya\_30 Des 2017.sav

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.834	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	6.6400	1.647	.709	.755
X3.2	6.6100	1.715	.667	.795
X3.3	6.5900	1.618	.706	.757

## Reliability

[DataSet1] D:\Ikh@ Job\72. Desember 2017\Surya  
UNTAG\DataSPSS\_Surya\_30 Des 2017.sav

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.621	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	6.4400	1.400	.390	.589
X4.2	6.5300	1.383	.430	.525
X4.3	6.4300	1.621	.493	.463

## Reliability

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 UNTAG\DataSPSS\_Surya\_30 Des 2017.sav

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.881	8

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	24.5500	15.563	.678	.865
Y2	24.3000	17.545	.512	.880
Y3	24.6700	16.607	.626	.869
Y4	24.8600	17.839	.493	.881
Y5	24.9600	16.928	.741	.858
Y6	24.9300	16.995	.687	.862
Y7	25.0100	16.939	.754	.857
Y8	24.9600	16.847	.757	.856

## Lampiran 5 Analisis Regresi Linier Berganda

### Regression

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UNTAG\DataSPSS\_Surya\_30 Des 2017.sav

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Kualitas Layanan (X4), Kualitas Produk (X3), Persepsi Harga (X2), Brand Image (X1)	.	Enter

- a. All requested variables entered.  
b. Dependent Variable: Keputusan Pembelian (Y)

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 <sup>a</sup>	.820	.812	.25230

- a. Predictors: (Constant), Kualitas Layanan (X4), Kualitas Produk (X3), Persepsi Harga (X2), Brand Image (X1)

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.545	4	6.886	108.178	.000 <sup>a</sup>
	Residual	6.047	95	.064		
	Total	33.592	99			

- a. Predictors: (Constant), Kualitas Layanan (X4), Kualitas Produk (X3), Persepsi Harga (X2), Brand Image (X1)  
b. Dependent Variable: Keputusan Pembelian (Y)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			
	B	Std. Error	Beta			Zero-order	Partial	Part	
1	(Constant)	.282	.161		1.756	.082			
	Brand Image (X1)	.191	.095	.198	2.007	.048	.845	.202	.087
	Persepsi Harga (X2)	.282	.094	.285	2.996	.003	.852	.294	.130
	Kualitas Produk (X3)	.252	.067	.268	3.757	.000	.800	.360	.164
	Kualitas Layanan (X4)	.252	.082	.241	3.066	.003	.810	.300	.133

a. Dependent Variable: Keputusan Pembelian (Y)