

No.Responden:

KUESIONER
ANALISIS PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN,
CITRA MEREK, DAN LOKASI TERHADAP KEPUTUSAN PEMBELIAN
PRODUK DI MINAMART SEAFOOD FACTORY OUTLET GRESIK

IDENTITAS RESPONDEN :

Nama :

Jenis kelamin :

Pekerjaan :

Isilah jawaban berikut sesuai dengan pendapat saudara, dengan cara memberikan tanda () pada kolom yang tersedia.

KETERANGAN

STS : Sangat Tidak Setuju = 1**TS** : Tidak Setuju = 2**KS** : Kurang Setuju = 3**S** : Setuju = 4**SS** : Sangat Setuju = 5**Kualitas Produk (X1)**

No.	Pernyataan	SS 5	S 4	KS 3	TS 2	STS 1
1	Produk yang ditawarkan sesuai dengan harapan konsumen.					
2	Produk yang disajikan ikan segar beku.					
3	Kemasan produk menarik dan higienis.					
4	Kemasan tidak mudah rusak.					
5	Pilihan produk bervariasi.					

Kualitas Pelayanan (X2)

No.	Pernyataan	SS 5	S 4	KS 3	TS 2	STS 1
1	Kebersihan tempatnya.					
2	Display produk tertata rapi.					
3	Kenyamanan dan kesejukan ruangan.					
4	Kerapihan karyawan dalam berpakaian.					

5	Kesediaan karyawan dalam membantu konsumen.					
6	Pengetahuan karyawan mengenai produk.					
7	Perhatian terhadap keluhan konsumen.					

Citra Merek (X2)

No.	Pernyataan	SS 5	S 4	KS 3	TS 2	STS 1
1	Mempunyai citra positif dalam benak konsumen.					
2	Memiliki ciri khas yang membedakannya dari pesaing					
3	Merek produk dikenal luas oleh masyarakat.					

Lokasi (X4)

No.	Pernyataan	SS 5	S 4	KS 3	TS 2	STS 1
1	Lokasi yang dilalui mudah dijangkau sarana transportasi umum.					
2	Lokasi atau tempat yang dapat dilihat dengan jelas dari jarak pandang normal.					
3	Tempat parkir yang luas, nyaman dan aman.					
4	Dekat dengan lalulintas pejalan kaki dan kendaraan.					

Keputusan Pembelian (Y)

No.	Pernyataan	SS 5	S 4	KS 3	TS 2	STS 1
1	Prioritas pembelian pada produk tertentu.					
2	Keinginan untuk membeli produk.					
3	Memutuskan untuk menggunakan.					

TERIMA KASIH ATAS KESEDIAAN SAUDARA

TABULASI DATA HASIL PENELITIAN

No. Resp	Kualitas Produk (X1)						Kualitas Pelayanan (X2)							Citra Merek (X3)				Lokasi (X4)					Keputusan Pembelian				
	1	2	3	4	5	Jml	1	2	3	4	5	6	7	Jml	1	2	3	Jml	1	2	3	4	Jml	1	2	3	Jml
1	4	4	4	5	4	21	4	4	4	4	4	4	4	28	3	4	4	11	4	4	4	3	15	4	4	4	12
2	4	3	3	4	5	19	4	3	5	3	4	4	4	27	4	3	4	11	3	4	3	3	13	4	3	3	10
3	5	4	4	4	4	21	5	4	4	4	4	4	5	30	4	5	4	13	4	4	5	4	17	3	4	4	11
4	4	4	4	4	4	20	4	3	4	3	3	5	4	26	3	4	5	12	4	5	4	3	16	4	4	5	13
5	4	4	4	3	4	19	4	4	4	4	4	4	4	28	3	3	4	10	5	3	4	4	16	4	4	4	12
6	4	4	3	4	4	19	4	4	5	5	4	4	4	30	4	4	4	12	4	4	4	5	17	4	5	4	13
7	5	4	4	4	4	21	4	4	4	4	3	4	4	27	5	4	4	13	4	4	3	4	15	4	4	4	12
8	4	5	4	5	4	22	5	4	4	4	5	4	4	30	4	5	5	14	4	5	5	4	18	5	5	5	15
9	4	4	4	4	5	21	4	4	4	3	4	4	4	27	4	3	4	11	4	3	4	4	15	4	4	4	12
10	4	4	3	4	5	20	4	3	4	3	4	5	4	27	3	4	4	11	4	4	4	3	15	4	3	4	11
11	4	4	4	5	4	21	4	4	5	4	4	4	4	29	4	5	4	13	4	5	5	4	18	5	5	4	14
12	4	4	4	4	5	21	4	4	5	4	3	4	4	28	3	3	3	9	4	4	4	4	16	4	5	4	13
13	4	4	4	5	4	21	4	4	4	4	4	4	4	28	5	4	4	13	4	5	5	3	17	4	4	4	12
14	4	3	4	5	4	20	4	4	4	5	4	5	4	30	4	4	4	12	4	5	4	3	16	4	5	4	13
15	4	4	3	4	4	19	4	4	4	4	4	4	4	28	4	4	3	11	4	4	4	4	16	4	3	4	11
16	4	4	5	5	4	22	4	4	5	4	4	4	4	29	5	4	4	13	4	5	4	4	17	4	5	4	13
17	4	4	3	4	4	19	4	4	4	3	5	5	4	29	4	3	4	11	4	4	4	4	16	4	4	4	12
18	4	5	4	5	4	22	4	4	5	4	5	4	4	30	4	5	5	14	5	4	4	5	18	5	5	5	15
19	4	4	3	4	4	19	5	3	5	4	3	4	4	28	4	3	4	11	4	3	4	3	14	4	3	4	11
20	4	5	4	4	4	21	4	3	4	4	3	5	3	26	5	4	4	13	4	4	4	4	16	4	5	4	13
21	4	4	4	4	4	20	4	4	5	4	4	4	4	29	4	4	4	12	4	4	4	5	17	5	4	4	13
22	4	4	4	4	4	20	5	4	4	4	4	4	4	29	4	4	4	12	4	4	4	4	16	4	4	4	12
23	4	3	4	4	4	19	4	5	4	4	4	5	5	31	4	5	4	13	4	5	4	3	16	4	4	5	13
24	4	4	4	4	5	21	4	4	4	4	4	4	4	28	4	4	4	12	4	4	5	3	16	4	5	4	13
25	5	4	4	5	5	23	4	4	4	3	4	4	4	27	4	4	4	12	4	4	5	4	17	5	4	4	13
26	5	4	3	4	4	20	4	4	3	4	4	4	4	27	4	4	4	12	4	4	4	3	15	4	3	5	12
27	5	4	3	4	5	21	4	4	4	4	4	4	4	28	4	4	5	13	4	4	4	4	16	4	4	4	12
28	4	4	4	4	4	20	4	4	4	4	5	4	4	29	4	4	4	12	4	4	4	4	16	4	4	4	12
29	5	4	4	4	4	21	4	4	4	4	4	4	4	28	5	4	4	13	4	4	4	4	16	4	4	5	13
30	4	4	4	5	4	21	4	4	4	4	4	5	4	29	4	5	4	13	4	4	5	5	18	5	5	4	14
31	5	4	4	4	4	21	4	4	4	4	4	4	4	28	4	4	4	12	4	3	4	4	15	4	4	4	12
32	4	5	4	4	4	21	4	4	4	4	4	4	4	28	4	4	4	12	4	4	4	3	15	4	4	4	12
33	5	4	3	5	4	21	4	5	4	3	4	4	4	28	4	5	5	14	4	5	5	4	18	4	5	5	14
34	5	4	4	4	4	21	4	3	4	4	4	4	4	27	4	3	4	11	3	5	3	3	14	5	3	4	12
35	4	4	5	4	4	21	4	4	4	4	4	4	5	29	4	4	4	12	4	4	4	4	16	4	5	4	13

No. Resp	Kualitas Produk (X1)						Kualitas Pelayanan (X2)							Citra Merek (X3)				Lokasi (X4)					Keputusan Pembelian				
	1	2	3	4	5	Jml	1	2	3	4	5	6	7	Jml	1	2	3	Jml	1	2	3	4	Jml	1	2	3	Jml
36	5	4	3	4	3	19	4	4	4	3	4	5	4	28	5	4	4	13	4	3	4	3	14	4	4	4	12
37	4	4	5	4	5	22	4	4	4	4	4	4	4	28	3	5	4	12	5	4	4	3	16	5	4	4	13
38	4	4	4	3	4	19	4	4	4	3	4	4	4	27	4	4	3	11	4	3	3	3	13	4	4	4	12
39	4	4	4	4	5	21	4	4	4	3	4	4	4	27	4	4	4	12	4	4	4	3	15	4	4	4	12
40	5	4	4	4	4	21	5	4	3	5	3	4	4	28	4	4	4	12	3	3	4	3	13	4	4	4	12
41	4	4	4	2	5	19	4	4	3	4	3	4	3	25	4	3	4	11	4	4	4	4	16	4	3	4	11
42	4	4	4	4	5	21	4	4	5	4	4	4	4	29	3	3	4	10	4	4	3	3	14	4	5	4	13
43	4	5	4	4	4	21	4	4	4	4	3	4	4	27	5	4	4	13	4	4	4	4	16	4	4	5	13
44	4	4	4	3	4	19	4	5	4	4	4	4	4	29	4	5	4	13	4	3	4	3	14	5	4	4	13
45	4	4	4	5	4	21	5	4	4	4	3	4	4	28	4	4	4	12	3	4	5	3	15	4	4	4	12
46	4	4	5	5	4	22	4	4	4	5	4	5	4	30	5	4	4	13	4	4	4	3	15	4	5	4	13
47	4	4	4	4	4	20	4	4	4	4	3	4	4	27	4	3	3	10	3	4	4	3	14	4	3	5	12
48	4	4	5	4	4	21	4	4	5	4	4	4	4	29	4	4	4	12	4	3	4	4	15	4	4	4	12
49	5	4	4	4	5	22	4	4	3	4	4	5	4	28	4	3	4	11	4	4	5	3	16	4	4	4	12
50	5	4	4	4	4	21	4	4	4	4	4	4	4	28	5	4	4	13	4	4	4	3	15	4	5	4	13
51	4	4	4	3	5	20	4	4	4	5	4	4	4	29	4	5	4	13	4	5	4	3	16	4	4	5	13
52	4	4	4	4	5	21	5	4	4	4	4	4	4	29	4	4	4	12	4	4	5	3	16	4	4	4	12
53	4	4	4	4	4	20	4	4	4	3	4	4	4	27	4	4	4	12	4	4	4	4	16	4	3	5	12
54	4	4	4	4	4	20	4	4	4	5	4	4	4	29	3	4	4	11	4	3	4	3	14	4	4	4	12
55	4	4	3	3	4	18	4	4	4	4	4	5	4	29	5	3	4	12	5	4	4	4	17	5	4	4	13
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57	4	4	4	5	4	21	4	3	4	3	4	4	3	25	5	4	4	13	4	4	4	3	15	4	4	4	12
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59	5	4	4	4	4	21	4	4	5	4	4	4	4	29	4	4	4	12	4	4	4	3	15	5	3	5	13
60	5	4	4	4	4	21	4	3	4	4	4	3	3	25	4	4	4	12	4	4	4	3	15	4	4	4	12
61	4	5	4	5	4	22	4	4	4	3	4	4	4	27	4	4	5	13	4	5	4	3	16	4	5	4	13
62	4	4	5	4	4	21	4	4	5	4	4	4	4	29	4	4	4	12	4	4	4	3	15	4	4	5	13
63	4	4	5	4	4	21	4	5	4	4	3	4	4	28	3	5	4	12	4	4	4	3	15	3	4	4	11
64	4	3	5	4	4	20	4	4	4	4	4	4	4	28	4	4	4	12	5	4	4	3	16	4	3	4	11
65	4	4	4	4	4	20	4	3	4	4	4	4	4	27	4	3	4	11	4	5	5	3	17	4	4	4	12
66	4	4	4	4	4	20	4	4	4	4	3	4	4	27	4	4	4	12	4	4	4	3	15	4	4	4	12
67	4	4	4	4	4	20	5	4	4	4	4	4	4	29	4	3	4	11	4	4	5	4	17	4	4	4	12
68	4	4	4	4	5	21	4	4	4	4	5	4	4	29	5	4	4	13	4	5	4	3	16	5	4	4	13
69	4	4	4	4	5	21	4	4	5	4	4	4	4	29	4	4	5	13	4	4	4	3	15	4	5	4	13
70	4	4	3	4	5	20	4	4	4	4	4	4	4	28	4	4	4	12	5	5	4	4	18	4	4	5	13
71	4	4	4	4	4	20	4	4	4	4	4	4	4	28	4	4	4	12	4	4	5	3	16	4	4	4	12
72	4	4	4	4	4	20	4	4	5	3	4	4	4	28	3	5	4	12	4	4	4	3	15	4	4	4	12

No. Resp	Kualitas Produk (X1)						Kualitas Pelayanan (X2)							Citra Merek (X3)				Lokasi (X4)					Keputusan Pembelian				
	1	2	3	4	5	Jml	1	2	3	4	5	6	7	Jml	1	2	3	Jml	1	2	3	4	Jml	1	2	3	Jml
73	5	4	3	4	4	20	4	4	5	4	3	5	4	29	3	3	4	10	4	5	4	4	17	5	4	5	14
74	4	4	4	4	4	20	4	4	4	4	4	4	4	28	3	4	4	11	4	4	5	3	16	4	3	4	11
75	4	4	4	5	4	21	4	4	4	4	4	5	4	29	4	5	4	13	4	4	4	3	15	5	5	4	14
76	5	3	4	4	4	20	4	4	4	4	4	5	4	29	4	4	4	12	4	4	4	4	16	4	4	5	13
77	4	4	4	4	4	20	4	4	4	5	4	4	4	29	4	4	4	12	4	4	4	3	15	4	4	4	12
78	5	4	4	4	4	21	4	5	3	4	3	5	4	28	4	4	4	12	4	4	5	3	16	4	4	4	12
79	4	4	4	4	4	20	4	4	4	4	4	4	4	28	4	4	4	12	4	4	4	3	15	4	3	4	11
80	5	4	4	4	4	21	4	4	3	4	3	3	4	25	5	4	4	13	5	4	4	3	16	4	4	4	12
81	5	4	4	3	4	20	4	4	4	4	4	4	4	28	4	4	4	12	4	4	4	3	15	4	3	4	11
82	5	4	4	4	3	20	4	4	3	3	4	4	3	25	3	5	4	12	4	5	4	3	16	4	3	4	11
83	4	4	4	4	5	21	4	4	4	3	4	4	4	27	5	4	4	13	4	4	4	4	16	4	4	5	13
84	5	4	4	4	5	22	4	4	4	3	4	5	4	28	4	4	5	13	4	4	4	3	15	5	4	4	13
85	4	4	3	4	4	19	4	4	4	5	4	5	4	30	4	4	4	12	4	4	5	4	17	4	4	5	13
86	4	4	4	4	5	21	4	4	4	4	4	4	4	28	4	4	4	12	4	4	4	3	15	4	3	4	11
87	4	4	4	5	4	21	4	4	4	4	4	4	4	28	4	3	5	12	5	4	4	3	16	5	4	4	13
88	5	4	5	4	4	22	4	4	5	4	4	4	4	29	4	3	4	11	4	5	4	3	16	4	4	4	12
89	5	4	4	3	4	20	5	4	4	5	4	4	4	30	5	4	4	13	4	4	4	4	16	5	4	4	13
90	4	4	4	4	4	20	4	4	3	3	4	4	3	25	5	3	4	12	4	3	4	3	14	4	5	4	13
91	4	4	4	4	4	20	4	4	4	4	4	4	4	28	4	4	3	11	4	4	4	3	15	4	4	4	12
92	4	3	4	4	4	19	4	4	5	3	4	4	4	28	3	4	4	11	4	4	4	4	16	4	3	4	11
93	4	4	3	3	5	19	4	4	4	3	3	4	4	26	4	4	3	11	4	3	5	3	15	4	4	4	12
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95	4	4	4	4	4	20	4	3	4	3	4	4	4	26	3	5	4	12	4	5	4	3	16	4	4	4	12
96	5	4	5	4	4	22	4	4	3	3	4	5	4	27	4	4	4	12	5	4	4	3	16	5	3	4	12
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98	4	4	3	3	4	18	4	4	5	4	4	4	4	29	4	4	4	12	5	4	5	4	18	4	5	4	13
99	4	4	4	4	5	21	4	4	4	4	3	4	4	27	4	4	3	11	4	5	3	3	15	4	4	4	12
100	4	4	5	4	5	22	4	4	4	4	4	4	4	28	4	5	4	13	4	4	4	4	16	4	3	5	12

Frequency Karakteristik**Jenis Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	23	23,0	23,0	23,0
	Perempuan	77	77,0	77,0	100,0
	Total	100	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS/TNI/Polri	23	23,0	23,0	23,0
	Karyawan Swasta	61	61,0	61,0	84,0
	Wiraswasta	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Frequency Tabel

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	75	75,0	75,0	75,0
	Sangat Setuju	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	6	6,0	6,0	6,0
	Setuju	87	87,0	87,0	93,0
	Sangat Setuju	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	18	18,0	18,0	18,0
	Setuju	71	71,0	71,0	89,0
	Sangat Setuju	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1,0	1,0	1,0
	Kurang Setuju	9	9,0	9,0	10,0
	Setuju	74	74,0	74,0	84,0
	Sangat Setuju	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	2	2,0	2,0	2,0
	Setuju	75	75,0	75,0	77,0
	Sangat Setuju	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	90	90,0	90,0	90,0
	Sangat Setuju	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	10	10,0	10,0	10,0
	Setuju	85	85,0	85,0	95,0
	Sangat Setuju	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	9	9,0	9,0	9,0
	Setuju	72	72,0	72,0	81,0
	Sangat Setuju	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	23	23,0	23,0	23,0
	Setuju	68	68,0	68,0	91,0
	Sangat Setuju	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	18	18,0	18,0	18,0
	Setuju	75	75,0	75,0	93,0
	Sangat Setuju	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	2	2,0	2,0	2,0
	Setuju	80	80,0	80,0	82,0
	Sangat Setuju	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	7	7,0	7,0	7,0
	Setuju	89	89,0	89,0	96,0
	Sangat Setuju	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	15	15,0	15,0	15,0
	Setuju	68	68,0	68,0	83,0
	Sangat Setuju	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	19	19,0	19,0	19,0
	Setuju	65	65,0	65,0	84,0
	Sangat Setuju	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	7	7,0	7,0	7,0
	Setuju	82	82,0	82,0	89,0
	Sangat Setuju	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	5	5,0	5,0	5,0
	Setuju	85	85,0	85,0	90,0
	Sangat Setuju	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	12	12,0	12,0	12,0
	Setuju	68	68,0	68,0	80,0
	Sangat Setuju	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	6	6,0	6,0	6,0
	Setuju	74	74,0	74,0	80,0
	Sangat Setuju	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

X4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	61	61,0	61,0	61,0
	Setuju	35	35,0	35,0	96,0
	Sangat Setuju	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	2	2,0	2,0	2,0
	Setuju	80	80,0	80,0	82,0
	Sangat Setuju	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	20	20,0	20,0	20,0
	Setuju	59	59,0	59,0	79,0
	Sangat Setuju	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Setuju	1	1,0	1,0	1,0
	Setuju	79	79,0	79,0	80,0
	Sangat Setuju	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

Lampiran 4

Uji Validitas

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	Kualitas Produk
X1.1	Pearson Correlation	1	-,080	-,054	-,054	-,165	,276**
	Sig. (2-tailed)	,	,428	,593	,595	,100	,005
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	-,080	1	,004	,101	-,074	,354**
	Sig. (2-tailed)	,428	,	,971	,318	,464	,000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	-,054	,004	1	,152	-,022	,593**
	Sig. (2-tailed)	,593	,971	,	,131	,829	,000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	-,054	,101	,152	1	-,166	,564**
	Sig. (2-tailed)	,595	,318	,131	,	,098	,000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	-,165	-,074	-,022	-,166	1	,259**
	Sig. (2-tailed)	,100	,464	,829	,098	,	,009
	N	100	100	100	100	100	100
Kualitas Produk	Pearson Correlation	,276**	,354**	,593**	,564**	,259**	1
	Sig. (2-tailed)	,005	,000	,000	,000	,009	,
	N	100	100	100	100	100	100

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

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	Kualitas Pelayanan
X2.1	Pearson Correlation	1	-,043	-,064	,146	-,062	-,128	,232*	,252*
	Sig. (2-tailed)	,	,668	,526	,147	,543	,205	,020	,012
	N	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	-,043	1	-,125	,157	,024	,050	,303**	,409**
	Sig. (2-tailed)	,668	,	,214	,119	,812	,622	,002	,000
	N	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	-,064	-,125	1	,049	,162	-,120	,192	,445**
	Sig. (2-tailed)	,526	,214	,	,627	,108	,235	,055	,000
	N	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	,146	,157	,049	1	-,058	-,033	,087	,517**
	Sig. (2-tailed)	,147	,119	,627	,	,569	,743	,388	,000
	N	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	-,062	,024	,162	-,058	1	-,012	,166	,452**
	Sig. (2-tailed)	,543	,812	,108	,569	,	,907	,099	,000
	N	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	-,128	,050	-,120	-,033	-,012	1	,107	,271**
	Sig. (2-tailed)	,205	,622	,235	,743	,907	,	,288	,006
	N	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	,232*	,303**	,192	,087	,166	,107	1	,615**
	Sig. (2-tailed)	,020	,002	,055	,388	,099	,288	,	,000
	N	100	100	100	100	100	100	100	100
Kualitas Pelayanan	Pearson Correlation	,252*	,409**	,445**	,517**	,452**	,271**	,615**	1
	Sig. (2-tailed)	,012	,000	,000	,000	,000	,006	,000	,
	N	100	100	100	100	100	100	100	100

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

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

Correlations

		X3.1	X3.2	X3.3	Citra Merek
X3.1	Pearson Correlation	1	-,088	,039	,562**
	Sig. (2-tailed)	,	,384	,704	,000
	N	100	100	100	100
X3.2	Pearson Correlation	-,088	1	,165	,648**
	Sig. (2-tailed)	,384	,	,101	,000
	N	100	100	100	100
X3.3	Pearson Correlation	,039	,165	1	,574**
	Sig. (2-tailed)	,704	,101	,	,000
	N	100	100	100	100
Citra Merek	Pearson Correlation	,562**	,648**	,574**	1
	Sig. (2-tailed)	,000	,000	,000	,
	N	100	100	100	100

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

Correlations

		X4.1	X4.2	X4.3	X4.4	Lokasi
X4.1	Pearson Correlation	1	-,019	,069	,176	,465**
	Sig. (2-tailed)	,	,854	,495	,080	,000
	N	100	100	100	100	100
X4.2	Pearson Correlation	-,019	1	,068	-,045	,514**
	Sig. (2-tailed)	,854	,	,498	,656	,000
	N	100	100	100	100	100
X4.3	Pearson Correlation	,069	,068	1	,107	,565**
	Sig. (2-tailed)	,495	,498	,	,291	,000
	N	100	100	100	100	100
X4.4	Pearson Correlation	,176	-,045	,107	1	,609**
	Sig. (2-tailed)	,080	,656	,291	,	,000
	N	100	100	100	100	100
Lokasi	Pearson Correlation	,465**	,514**	,565**	,609**	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

		Y1	Y2	Y3	Keputusan Pembelian
Y1	Pearson Correlation	1	,069	,055	,538**
	Sig. (2-tailed)	,	,496	,586	,000
	N	100	100	100	100
Y2	Pearson Correlation	,069	1	-,007	,740**
	Sig. (2-tailed)	,496	,	,944	,000
	N	100	100	100	100
Y3	Pearson Correlation	,055	-,007	1	,484**
	Sig. (2-tailed)	,586	,944	,	,000
	N	100	100	100	100
Keputusan Pembelian	Pearson Correlation	,538**	,740**	,484**	1
	Sig. (2-tailed)	,000	,000	,000	,
	N	100	100	100	100

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

Uji Reliabilitas

***** Method 1 (space saver) will be used for this analysis *****

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RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	X1.1	4,2500	,4352	100,0
2.	X1.2	4,0100	,3622	100,0
3.	X1.3	3,9300	,5366	100,0
4.	X1.4	4,0500	,5389	100,0
5.	X1.5	4,2100	,4560	100,0
6.	X1	20,4500	,9886	100,0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	40,9000	3,9091	1,9771	6

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
X1.1	36,6500	3,6237	,0579	,5964
X1.2	36,8900	3,5332	,1797	,5590
X1.3	36,9700	2,9385	,3710	,4859
X1.4	36,8500	2,9975	,3329	,5019
X1.5	36,6900	3,6504	,0291	,6075
X1	20,4500	,9773	1,0000	-,1659

Reliability Coefficients

N of Cases = 100,0

N of Items = 6

Alpha = ,6602

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	X2.1	4,1000	,3015	100,0
2.	X2.2	3,9500	,3860	100,0
3.	X2.3	4,1000	,5222	100,0
4.	X2.4	3,8600	,5508	100,0
5.	X2.5	3,8900	,4902	100,0
6.	X2.6	4,1600	,4197	100,0
7.	X2.7	3,9700	,3320	100,0
8.	X2	28,0300	1,2906	100,0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	56,0600	6,6630	2,5813	8

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
X2.1	51,9600	6,3620	,1381	,6316
X2.2	52,1100	5,9979	,2730	,6105
X2.3	51,9600	5,7358	,2617	,6102
X2.4	52,2000	5,4949	,3348	,5923
X2.5	52,1700	5,7587	,2822	,6059
X2.6	51,9000	6,2525	,1116	,6382
X2.7	52,0900	5,7191	,5251	,5754
X2	28,0300	1,6658	1,0000	,2262

Reliability Coefficients

N of Cases = 100,0

N of Items = 8

Alpha = ,6268

***** Method 1 (space saver) will be used for this analysis *****

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R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	X3.1	4,0200	,5682	100,0
2.	X3.2	3,9700	,5938	100,0
3.	X3.3	4,0400	,4245	100,0
4.	X3	12,0300	,9477	100,0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	24,0600	3,5923	1,8953	4

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
X3.1	20,0400	2,7055	,3018	,7067
X3.2	20,0900	2,4868	,4020	,6549
X3.3	20,0200	2,8481	,3937	,6713
X3	12,0300	,8981	1,0000	,0709

Reliability Coefficients

N of Cases = 100,0

N of Items = 4

Alpha = ,6824

***** Method 1 (space saver) will be used for this analysis *****

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R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	X4.1	4,0500	,3860	100,0
2.	X4.2	4,0800	,5628	100,0
3.	X4.3	4,1400	,4928	100,0
4.	X4.4	3,4300	,5730	100,0
5.	X4	15,7000	1,0964	100,0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	31,4000	4,8081	2,1927	5

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
X4.1	27,3500	4,1692	,3108	,6649
X4.2	27,3200	3,8562	,2873	,6687
X4.3	27,2600	3,8307	,3808	,6385
X4.4	27,9700	3,6052	,4019	,6267
X4	15,7000	1,2020	1,0000	,1831

Reliability Coefficients

N of Cases = 100,0

N of Items = 5

Alpha = ,6679

***** Method 1 (space saver) will be used for this analysis *****

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R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	Y1	4,1600	,4197	100,0
2.	Y2	4,0100	,6435	100,0
3.	Y3	4,1900	,4191	100,0
4.	Y	12,3600	,9048	100,0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	24,7200	3,2743	1,8095	4

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
Y1	20,5600	2,6327	,3417	,6976
Y2	20,7100	1,9656	,4959	,6068
Y3	20,5300	2,7163	,2768	,7220
Y	12,3600	,8186	1,0000	,0966

Reliability Coefficients

N of Cases = 100,0

N of Items = 4

Alpha = ,6881

Lampiran 6

Analisis Regresi Berganda**Descriptive Statistics**

	Mean	Std. Deviation	N
Keputusan Pembelian	12,3600	,90476	100
Kualitas Produk	20,4500	,98857	100
Kualitas Pelayanan	28,0300	1,29064	100
Citra Merek	12,0300	,94767	100
Lokasi	15,7000	1,09637	100

Correlations

		Keputusan Pembelian	Kualitas Produk	Kualitas Pelayanan	Citra Merek	Lokasi
Pearson Correlation	Keputusan Pembelian	1,000	,280	,380	,447	,456
	Kualitas Produk	,280	1,000	-,066	,298	,098
	Kualitas Pelayanan	,380	-,066	1,000	,164	,285
	Citra Merek	,447	,298	,164	1,000	,310
	Lokasi	,456	,098	,285	,310	1,000
Sig. (1-tailed)	Keputusan Pembelian	,	,002	,000	,000	,000
	Kualitas Produk	,002	,	,257	,001	,166
	Kualitas Pelayanan	,000	,257	,	,051	,002
	Citra Merek	,000	,001	,051	,	,001
	Lokasi	,000	,166	,002	,001	,
N	Keputusan Pembelian	100	100	100	100	100
	Kualitas Produk	100	100	100	100	100
	Kualitas Pelayanan	100	100	100	100	100
	Citra Merek	100	100	100	100	100
	Lokasi	100	100	100	100	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Lokasi, Kualitas Produk, Kualitas Pelayanan, Citra ^a Merek	,	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,632 ^a	,400	,375	,71544	2,115

a. Predictors: (Constant), Lokasi, Kualitas Produk, Kualitas Pelayanan, Citra Merek

b. Dependent Variable: Keputusan Pembelian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,414	4	8,104	15,832	,000 ^a
	Residual	48,626	95	,512		
	Total	81,040	99			

a. Predictors: (Constant), Lokasi, Kualitas Produk, Kualitas Pelayanan, Citra Merek

b. Dependent Variable: Keputusan Pembelian

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-3,172	2,273		-1,396	,166					
	Kualitas Produk	,177	,077	,194	2,308	,023	,280	,230	,183	,896	1,116
	Kualitas Pelayanan	,190	,059	,271	3,225	,002	,380	,314	,256	,898	1,114
	Citra Merek	,246	,084	,258	2,935	,004	,447	,288	,233	,820	1,219
	Lokasi	,231	,071	,280	3,245	,002	,456	,316	,258	,846	1,181

a. Dependent Variable: Keputusan Pembelian

Casewise Diagnostics^c

Case Number	Std. Residual	Keputusan Pembelian
3	-3,313	11,00

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

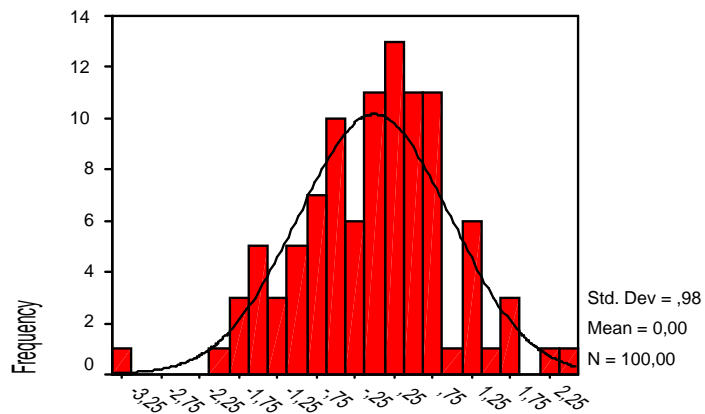
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11,0297	14,0249	12,3600	,57220	100
Std. Predicted Value	-2,325	2,910	,000	1,000	100
Standard Error of Predicted Value	,08274	,28409	,15271	,04791	100
Adjusted Predicted Value	10,9371	13,9205	12,3494	,57430	100
Residual	-2,3704	1,7343	,0000	,70083	100
Std. Residual	-3,313	2,424	,000	,980	100
Stud. Residual	-3,390	2,555	,007	1,009	100
Deleted Residual	-2,4819	1,9262	,0106	,74449	100
Stud. Deleted Residual	-3,597	2,633	,006	1,025	100
Mahal. Distance	,334	14,620	3,960	3,073	100
Cook's Distance	,000	,144	,013	,027	100
Centered Leverage Value	,003	,148	,040	,031	100

a. Dependent Variable: Keputusan Pembelian

Charts

Histogram

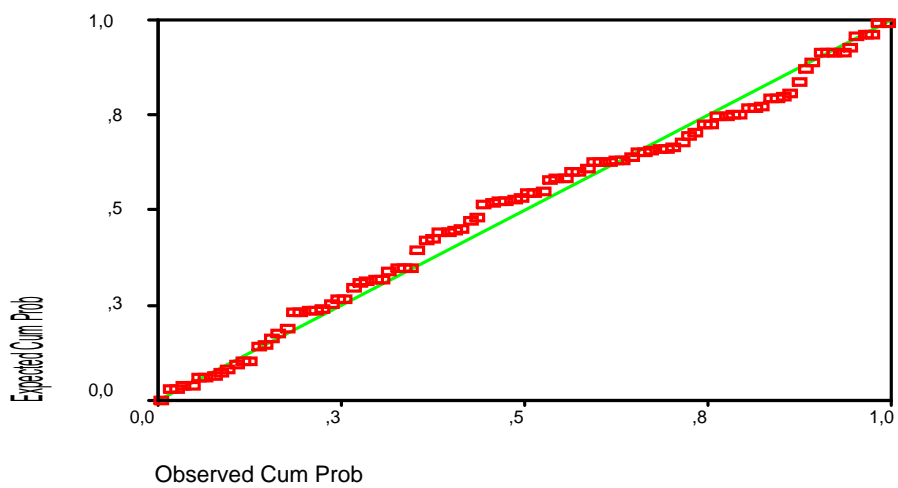
Dependent Variable: Keputusan Pembelian



Regression Standardized Residual

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian



Scatterplot

Dependent Variable: Keputusan Pembelian

