Lampiran 1. Kuesioner

KUESIONER

Salam Sejahtera

Responden yang Terhormat,

Dalam rangka menyelesaikan tugas akhir skripsi, saya mahasiswa fakultas Ekonomi, Bisnis dan Ilmu Sosial Universitas Matana bermaksud mengadakan penelitian dengan judul **"Determinan Keputusan Pembelian Pasca Pandemi (Studi Kasus : Penjual Makanan Ringan di Mall BTC Pangkalpinang)".**

Berkaitan dengan hal tersebut, saya mengharapkan bantuan saudara untuk bersedia mengisi kuesioner penelitian ini dengan menjawab setiap pernyataan yang terdapat di kuesioner penelitian ini dengan baik. Atas perhatian dan partisipasi saudara dalam mengisi kuesioner ini saya ucapkan terima kasih.

Untuk kelengkapan data penelitian, kami mohon Bapak / Ibu / Saudara / Saudari mengisi data dibawah ini dengan memberi tanda √ di kolom jawaban yang dipilih :

1. Jenis Kelamin : ☐ Laki-laki
   ☐ Perempuan
2. Usia : ☐ 20-25 Tahun ☐ 31-35 Tahun
   ☐ 26-30 Tahun ☐ 36-40 Tahun
3. Status Pernikahan : ☐ Menikah
   ☐ Belum Menikah
4. Pendidikan Terakhir : ☐ SD ☐ Diploma (D1/D2/D3)
   ☐ SMP ☐ Sarjana (S1/S2/S3)
5. Lama Usaha : ☐ 1-2 Tahun
   ☐ 3-4 Tahun
   ☐ 5 Tahun Keatas
6. Penghasilan : ☐ 1 Juta - 5 Juta
   ☐ 6 Juta - 10 Juta

☐ 11 Juta Keatas

Dengan keterangan pengisian lembar pertanyaan sebagai berikut:

Sangat Setuju : 5

Setuju : 4

Kurang Setuju : 3

Tidak Setuju : 2

Sangat Tidak Setuju : 1

***Product* (X1)**

No	Pertanyaan	Skor				
		1	2	3	4	5
1	Mall BTC Pangkalpinang telah menyediakan produk berbagai merek					
2	Mall BTC Pangkalpinang menawarkan banyak produk berkualitas					
3	Mall BTC Pangkalpinang menyajikan tampilan sesuai dengan yang ada di gambar					
4	Produk yang disajikan Mall BTC Pangkalpinang menampilkan produk dengan baik					

Place (X2)

No	Pertanyaan	Skor				
		1	2	3	4	5

1	Mall BTC Pangkalpinang memiliki tempat yang nyaman					
2	Mall BTC Pangkalpinang memiliki tempat yang bersih					
3	Lokasi Mall BTC Pangkalpinang yang strategis					
4	Mall BTC Pangkalpinang memiliki tempat yang mudah diakses					

***Price* (X3)**

No	Pertanyaan	Skor				
		1	2	3	4	5
1	Mall BTC Pangkalpinang menawarkan harga sesuai dengan kualitas					
2	Mall BTC Pangkalpinang menawarkan harga yang terjangkau bagi tiap kalangan					
3	Harga Mall BTC Pangkalpinang bersaing dengan pesaing lain					

***People* (X4)**

No	Pertanyaan	Skor				
		1	2	3	4	5

1	Sikap dan pelayanan karyawan Mall BTC Pangkalpinang terhadap konsumen ramah dan baik					
2	Penampilan karyawan Mall BTC Pangkalpinang rapih					
3	Karyawan Mall BTC Pangkalpinang bekerja secara optimal					

Promotion **(X5)**

No	Pertanyaan	Skor				
		1	2	3	4	5
1	Mall BTC Pangkalpinang menawarkan promosi hadiah untuk pembelian paket yang disediakan					
2	Iklan yang ditampilkan oleh Mall BTC Pangkalpinang sangat menarik perhatian					
3	Promosi yang dilakukan oleh Mall BTC Pangkalpinang sesuai dengan kenyataan					

Process **(X6)**

No	Pertanyaan	Skor				
		1	2	3	4	5

1	Proses pelayanan pada kasir di Mall BTC Pangkalpinang relatif cepat					
2	Prosesi karyawan Mall BTC Pangkalpinang dalam melayani konsumen sangat tepat					
3	Karyawan Mall BTC Pangkalpinang cepat tanggap dalam menghadapi keluhan pelanggan					
4	Proses dalam memilih di Mall BTC Pangkalpinang relatif nyaman					

Pysical Evidance (X7)

No	Pertanyaan	Skor				
		1	2	3	4	5
1	Interior di Mall BTC Pangkalpinang menarik					
2	Ketersediaan dan kebersihan toilet di Mall BTC Pangkalpinang					
3	Tampilan Mall BTC Pangkalpinang yang menarik minat untuk berkunjung					
4	Fasilitas Mall BTC Pangkalpinang yang lengkap (*wi-fi, ac, tv, musik, dll*)					

Keputusan Pembelian (Y)

No	Pertanyaan	Skor

		1	2	3	4	5
1	Sering melakukan transaksi pembelian produk di Mall BTC Pangkalpinang					
2	Memutuskan membeli karena produk yang dijual Mall BTC Pangkalpinang lebih lengkap dibanding yang lain					
3	Memutuskan membeli di Mall BTC Pangkalpinang karena produk yang dijual sesuai dengan kebutuhan					
4	Menggunakan Mall BTC Pangkalpinang lagi untuk membeli barang yang dibutuhkan					
5	Merekomendasikan Mall BTC Pangkalpinang kepada teman dan keluarga untuk membeli barang yang dibutuhkan					

Lampiran 2. Hasil Kuesioner

HASIL KUESIONER

JK	U	P	P	X1.1	X1.2	X.3	X1.4	X2.1	X2.2	X2.3	X2.4	X3.1	X3.2	X3.3	X4.1	X4.2	X4.3	X5.1	X5.2	X5.3	X6.1	X6.2	X6.3	X6.4	X7.1	X7.2	X7.3	X7.4	Y1	Y2	Y3	Y4	Y5
2	2	2	1	4	2	4	4	3	3	1	5	4	3	4	1	2	4	5	5	1	3	3	1	5	4	1	3	2	4	2	1	1	5
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2	1	1	1	3	3	5	4	4	2	2	4	4	3	4	3	2	5	5	5	3	2	2	4	1	5	4	4	2	2	3	1	4	5
2	2	3	1	2	2	1	1	5	4	4	3	5	1	1	5	1	5	5	4	4	2	1	1	1	3	3	4	4	2	4	1	1	3
1	1	1	1	4	5	3	1	3	5	3	5	3	2	2	4	2	5	4	2	4	1	1	2	1	2	4	5	2	5	2	1	2	2
2	2	2	1	5	4	1	1	5	3	5	3	5	4	4	3	2	3	4	2	2	1	1	2	3	2	2	3	1	3	2	2	4	5
2	2	4	1	3	2	4	2	1	5	1	2	5	5	3	4	3	4	4	1	1	1	1	4	4	3	2	2	2	2	4	3	5	4
2	3	4	1	4	4	4	1	1	4	5	2	5	2	1	1	1	1	2	1	2	1	1	4	5	5	1	4	2	4	3	2	3	2
2	1	1	1	4	3	4	1	1	5	3	1	3	2	2	2	2	2	1	1	2	2	2	5	3	4	2	5	4	3	4	2	4	4
2	2	2	1	4	5	2	1	2	4	2	2	2	4	3	4	4	4	2	1	4	3	2	5	5	4	2	5	5	4	4	1	4	3
1	1	1	1	5	3	4	1	1	4	4	2	4	3	2	3	5	3	2	2	5	1	1	4	5	1	4	4	4	1	2	1	4	5

2	2	2	1	3	5	4	1	1	5	5	4	3	4	2	5	2	1	4	3	4	4	5	3	5	4	4	1	5	2	1	1	5	3
1	2	4	3	5	1	1	1	1	5	5	5	4	4	1	3	2	2	5	1	4	5	3	5	2	1	4	3	5	2	1	5	3	5

Lampiran 3. Deskripsi Identitas Responden Penelitian

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	34	34.0	34.0	34.0
	Perempuan	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<15 Tahun	15	15.0	15.0	15.0
	15-25 Tahun	49	49.0	49.0	64.0
	25-35 Tahun	19	19.0	19.0	83.0
	35-45 Tahun	14	14.0	14.0	97.0
	50 Tahun	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD-SMP	15	15.0	15.0	15.0
	SMA	36	36.0	36.0	51.0
	Diploma (D1/D2/D3)	14	14.0	14.0	65.0
	Sarjana (S1/S2/S3)	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Juta - 5 Juta	76	76.0	76.0	76.0
	6 Juta - 10 Juta	14	14.0	14.0	90.0
	11 Juta Keatas	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Lampiran 4. Hasil Uji Validitas

Correlations

		X1.1	X1.2	X1.3	X1.4	Total
X1.1	Pearson Correlation	1	.240*	-.088	.078	.480**
	Sig. (2-tailed)		.016	.384	.439	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.240*	1	-.038	.015	.515**
	Sig. (2-tailed)	.016		.709	.882	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	-.088	-.038	1	.343**	.548**
	Sig. (2-tailed)	.384	.709		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.078	.015	.343**	1	.704**
	Sig. (2-tailed)	.439	.882	.000		.000
	N	100	100	100	100	100
Total	Pearson Correlation	.480**	.515**	.548**	.704**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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

		X2.1	X2.2	X2.3	X2.4	Total
X2.1	Pearson Correlation	1	-.160	.030	.064	.568**
	Sig. (2-tailed)		.112	.769	.529	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	-.160	1	.034	-.160	.397**
	Sig. (2-tailed)	.112		.736	.113	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.030	.034	1	-.337**	.447**
	Sig. (2-tailed)	.769	.736		.001	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.064	-.160	-.337**	1	.302**
	Sig. (2-tailed)	.529	.113	.001		.002
	N	100	100	100	100	100
Total	Pearson Correlation	.568**	.397**	.447**	.302**	1
	Sig. (2-tailed)	.000	.000	.000	.002	
	N	100	100	100	100	100

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

Correlations

		X3.1	X3.2	X3.3	Total
X3.1	Pearson Correlation	1	.039	-.154	.495**
	Sig. (2-tailed)		.701	.125	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.039	1	-.078	.603**

	Sig. (2-tailed)	.701		.439	.000
	N	100	100	100	100
X3.3	Pearson Correlation	-.154	-.078	1	.515**
	Sig. (2-tailed)	.125	.439		.000
	N	100	100	100	100
Total	Pearson Correlation	.495**	.603**	.515**	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	Total
X4.1	Pearson Correlation	1	.254*	-.218*	.640**
	Sig. (2-tailed)		.011	.029	.000
	N	100	100	100	100
X4.2	Pearson Correlation	.254*	1	-.087	.691**
	Sig. (2-tailed)	.011		.387	.000
	N	100	100	100	100
X4.3	Pearson Correlation	-.218*	-.087	1	.369**
	Sig. (2-tailed)	.029	.387		.000
	N	100	100	100	100
Total	Pearson Correlation	.640**	.691**	.369**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	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

		X5.1	X5.2	X5.3	Total
X5.1	Pearson Correlation	1	.044	-.218*	.447**
	Sig. (2-tailed)		.663	.030	.000
	N	100	100	100	100
X5.2	Pearson Correlation	.044	1	.004	.655**
	Sig. (2-tailed)	.663		.967	.000
	N	100	100	100	100
X5.3	Pearson Correlation	-.218*	.004	1	.526**
	Sig. (2-tailed)	.030	.967		.000
	N	100	100	100	100
Total	Pearson Correlation	.447**	.655**	.526**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	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

		X6.1	X6.2	X6.3	X6.4	Total
X6.1	Pearson Correlation	1	.291**	-.022	.057	.628**
	Sig. (2-tailed)		.003	.831	.576	.000
	N	100	100	100	100	100
X6.2	Pearson Correlation	.291**	1	.004	.067	.639**
	Sig. (2-tailed)	.003		.971	.510	.000
	N	100	100	100	100	100
X6.3	Pearson Correlation	-.022	.004	1	-.171	.407**
	Sig. (2-tailed)	.831	.971		.089	.000
	N	100	100	100	100	100

X6.4	Pearson Correlation	.057	.067	-.171	1	.435**
	Sig. (2-tailed)	.576	.510	.089		.000
	N	100	100	100	100	100
Total	Pearson Correlation	.628**	.639**	.407**	.435**	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

		X7.1	X7.2	X7.3	X7.4	Total
X7.1	Pearson Correlation	1	-.070	-.067	.040	.476**
	Sig. (2-tailed)		.486	.510	.696	.000
	N	100	100	100	100	100
X7.2	Pearson Correlation	-.070	1	.180	-.122	.513**
	Sig. (2-tailed)	.486		.073	.228	.000
	N	100	100	100	100	100
X7.3	Pearson Correlation	-.067	.180	1	-.166	.495**
	Sig. (2-tailed)	.510	.073		.099	.000
	N	100	100	100	100	100
X7.4	Pearson Correlation	.040	-.122	-.166	1	.411**
	Sig. (2-tailed)	.696	.228	.099		.000
	N	100	100	100	100	100
Total	Pearson Correlation	.476**	.513**	.495**	.411**	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	Y4	Y5	Total
Y1	Pearson Correlation	1	.089	.071	.106	-.276**	.518**
	Sig. (2-tailed)		.380	.482	.294	.005	.000
	N	100	100	100	100	100	100
Y2	Pearson Correlation	.089	1	.144	-.210*	-.045	.475**
	Sig. (2-tailed)	.380		.152	.036	.654	.000
	N	100	100	100	100	100	100
Y3	Pearson Correlation	.071	.144	1	-.151	.095	.563**
	Sig. (2-tailed)	.482	.152		.134	.349	.000
	N	100	100	100	100	100	100
Y4	Pearson Correlation	.106	-.210*	-.151	1	-.219*	.278**
	Sig. (2-tailed)	.294	.036	.134		.028	.005
	N	100	100	100	100	100	100
Y5	Pearson Correlation	-.276**	-.045	.095	-.219*	1	.213*
	Sig. (2-tailed)	.005	.654	.349	.028		.033
	N	100	100	100	100	100	100
Total	Pearson Correlation	.518**	.475**	.563**	.278**	.213*	1
	Sig. (2-tailed)	.000	.000	.000	.005	.033	
	N	100	100	100	100	100	100

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

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item01	89.1100	36.159	.114	.634[a]
Item02	89.5300	36.878	.023	.790[a]
Item03	89.5300	36.252	.074	.621[a]
Item04	90.2300	36.320	.007	.600[a]
Item05	89.8800	36.935	-.012	.673[a]
Item06	89.7700	39.654	-.152	.770[a]
Item07	90.2500	39.482	-.148	.671[a]
Item08	89.6000	39.293	-.131	.686[a]
Item09	89.7200	40.830	-.218	.632[a]
Item10	90.4200	40.226	-.186	.645[a]
Item11	90.0900	35.153	.090	.654[a]
Item12	89.8900	39.493	-.151	.667[a]
Item13	90.2400	35.699	.067	.632[a]
Item14	89.8300	41.031	-.229	.721[a]
Item15	89.7200	36.648	.033	.601[a]
Item16	90.4000	38.162	-.079	.621[a]
Item17	89.8700	39.387	-.146	.769[a]
Item18	89.7700	37.007	-.015	.670[a]
Item19	90.1400	33.152	.221	.759[a]
Item20	90.2300	39.674	-.161	.758[a]
Item21	89.7100	39.743	-.160	.663[a]
Item22	89.8400	38.459	-.086	.716[a]
Item23	89.8600	38.445	-.084	.718[a]
Item24	89.8400	41.025	-.228	.619[a]
Item25	90.1200	39.218	-.131	.683[a]
Item26	90.2800	40.628	-.208	.625[a]
Item27	90.1200	38.955	-.117	.693[a]
Item28	90.1000	36.131	.039	.611[a]

Item29	90.3900	41.271	-.240	.705[a]
Item30	89.3900	37.372	-.009	.668[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Item	r hitung	r tabel	Keterangan
Product (X1)			
Item 1	0.480	0.145	Valid
Item 2	0.515	0.145	Valid
Item 3	0.548	0.145	Valid
Item 4	0.704	0.145	Valid
Place (X2)			
Item 1	0.568	0.145	Valid
Item 2	0.397	0.145	Valid
Item 3	0.447	0.145	Valid
Item 4	0.302	0.145	Valid
Price (X3)			

Item 1	0.495	0.145	Valid
Item 2	0.603	0.145	Valid
Item 3	0.515	0.145	Valid
People (X4)			
Item 1	0.640	0.145	Valid
Item 2	0.691	0.145	Valid
Item 3	0.369	0.145	Valid
Promotion (X5)			
Item 1	0.447	0.145	Valid
Item 2	0.655	0.145	Valid
Item 3	0.526	0.145	Valid
Process (X6)			
Item 1	0.628	0.145	Valid
Item 2	0.639	0.145	Valid
Item 3	0.407	0.145	Valid
Item 4	0.435	0.145	Valid

Pysical Evidence (X7)

Item 1	0.476	0.145	Valid
Item 2	0.513	0.145	Valid
Item 3	0.495	0.145	Valid
Item 4	0.411	0.145	Valid

Keputusan Pembelian (Y)

Item 1	0.518	0.145	Valid
Item 2	0.475	0.145	Valid
Item 3	0.563	0.145	Valid
Item 4	0.278	0.145	Valid
Item 5	0.213	0.145	Valid

Lampiran 5. Hasil Uji Reliabilitas

Case *Process*ing 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[a]	N of Items
.799	30

Lampiran 6. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.75890508
Most Extreme Differences	Absolute	.087
	Positive	.037
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.061[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

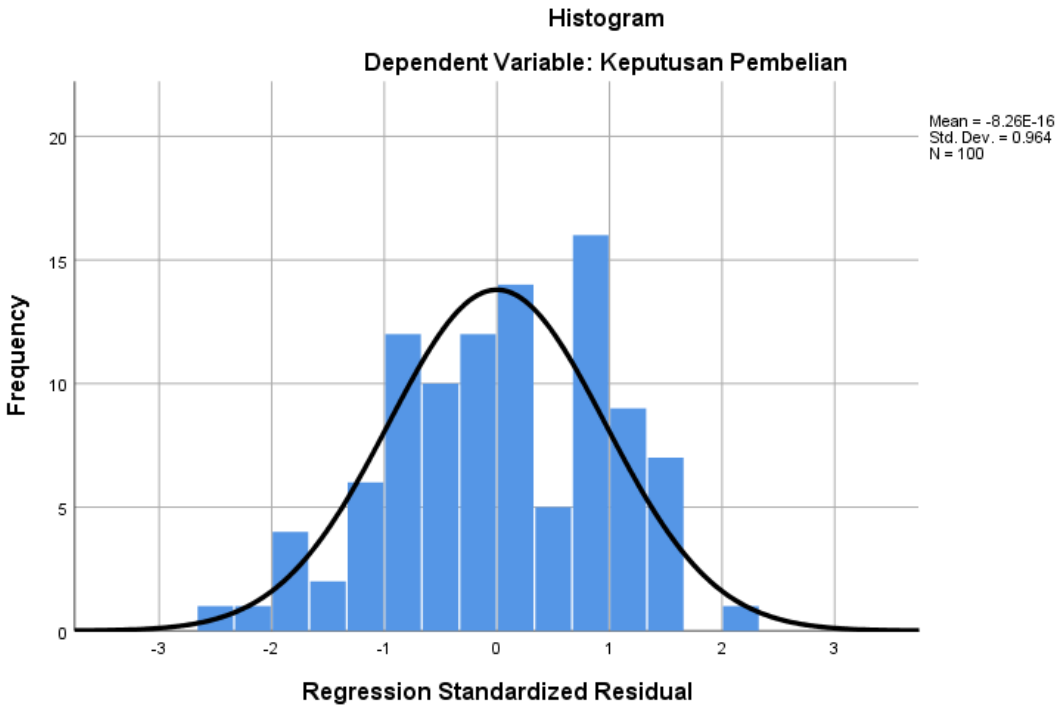
Lampiran 7. Multikolinearitas

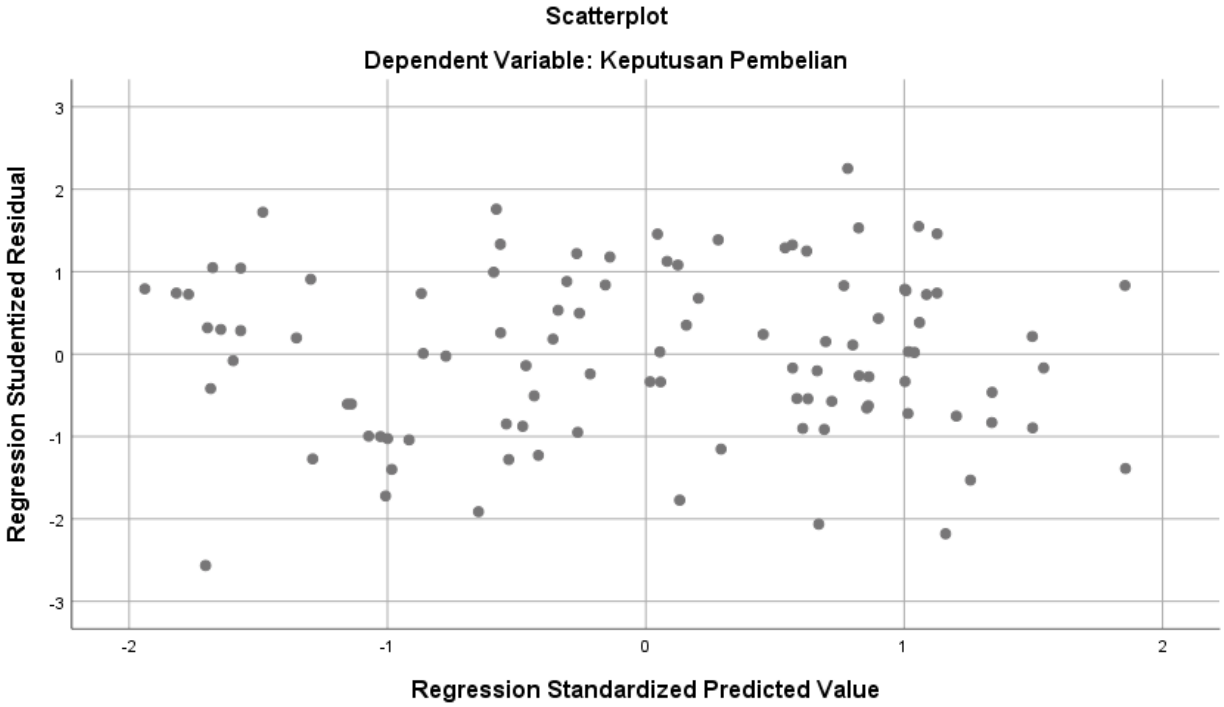
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1	(Constant)	21.863	3.788		5.771	.000		
	Product	-.028	.102	-.029	-.278	.782	.903	1.108
	Place	-.329	.121	-.272	-2.724	.008	.958	1.044
	Price	-.217	.133	-.166	-1.630	.106	.914	1.094
	People	.112	.125	.093	.902	.370	.888	1.126
	Promotion	-.061	.128	-.049	-.476	.635	.916	1.092
	Process	-.011	.098	-.011	-.108	.914	.916	1.092
	Pysical Evidance	-.071	.115	-.063	-.614	.541	.903	1.107

a. Dependent Variable: Keputusan Pembelian


Histogram
Dependent Variable: Keputusan Pembelian
Mean = -8.26E-16
Std. Dev. = 0.964
N = 100
Frequency
20
15
10
5
0
-3
-2
-1
0
1
2
3
Regression Standardized Residual



Lampiran 8. Uji Heterokedastisitas

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	105.766	7	15.109	1.845	.088[b]

	Residual	753.544	92	8.191		
	Total	859.310	99			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), *Pysical Evidence* , *Product* , *Place* , *Price* , *Promotion* , *Process* , *People*

Lampiran 9. Analisis Koefisien Determinasi (R^2)

Model Summary

R Square	Adjusted R Square	Std. Error of the Estimate
.781	.459	5.166

a. Predictors: (Constant), Pysical Evidance, *Product*, *People*, *Price*, *Promotion* , *Process*, *Place*

Lampiran 10. Uji Regresi Parsial (Uji t)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	17.090	3.647		4.686	.000
	Product	.238	.148	.191	1.606	.003
	Place	-.478	.143	-.395	-3.341	.001
	Price	-.168	.127	-.128	-1.323	.000
	People	.319	.128	.241	2.490	.002
	Promotion	-.072	.121	-.057	-.591	.005
	Process	.034	.097	.036	.352	.007
	Pysical Evidance	-.044	.111	-.039	-.398	.004

a. Dependent Variable: Keputusan Pembelian

Lampiran 11. Uji Simultan (Uji F)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	155.690	7	22.241	2.908	.009[b]
	Residual	703.620	92	7.648		
	Total	859.310	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Pysical Evidance, *Product*, *People*, *Price*, *Promotion* , *Process*, *Place*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