

Lampiran 0 1. Kuesioner Penelitian

KUESIONER PENELITIAN

“Pengaruh Kualitas Pelayanan dan Lokasi Terhadap Keputusan Pembelian Di Pasar Banjar”

A. Identitas Responden

1. Nama :
2. Jenis Kelamin : Laki-laki/Perempuan
3. Usia :
4. Alamat :

Berikan tanda centang (√) dan silahkan anda menjawab pernyataan diatas, pada kolom pilihan jawaban yang tersedia.

B. Petunjuk Pengisian Kuesioner

1. Mohon dengan hormat, bantuan dan kesediaan saudara untuk menjawab seluruh pertanyaan/ Pernyataan dalam kuesioner ini.
2. Berikan tanda centang (√) pada jawaban yang saudara anggap paling sesuai.
3. Setelah mengisi kuesioner ini mohon saudara dapat memberikan kembali kepada yang menyerahkan kuesioner ini pertama kali.
4. Terdapat 5 (lima) pilihan jawaban yang tersedia untuk masing-masing pernyataan, yaitu:

SS : Sangat Setuju, diberi Skor (5)

S : Setuju, diberi Skor (4)

N : Netral, diberi Skor (3)

TS : Tidak Setuju, diberi Skor (2)

STS : Sangat Tidak Setuju, diberi Skor (1)

(coret yang tidak perlu*)

C. Draf Pertanyaan Kuesioner

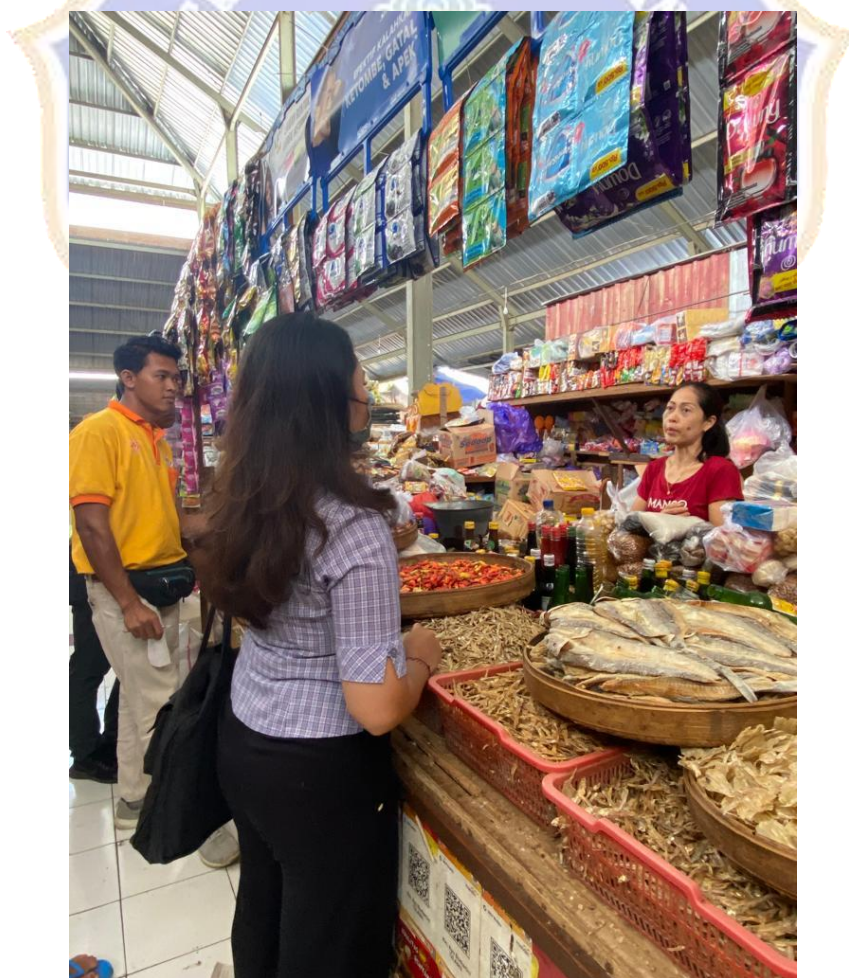
KUALITAS PELAYANAN						
No	Pertanyaan	Jawaban Alternatif				
		SS	S	N	TS	STS
		(5)	(4)	(3)	(2)	(1)
1	Produk yang dijual oleh pedagang di lokasi pasar banjar yang lama lebih lengkap dan segar.					
2	Pedagang dilokasi pasar banjar yang lama memberikan pelayanan yang ramah.					
3	Pedagang di lokasi pasar banjar yang lama melayani konsumen dengan cepat.					
4	Pedagang di lokasi pasar banjar yang lama memberikan pelayanan yang baik dalam melayani konsumen dan menyampaikan informasi mengenai harga dan produknya.					
5	Produk yang di tawarkan oleh pedagang di lokasi pasar banjar yang lama dapat memenuhi kebutuhan konsumen untuk setiap harinya.					

LOKASI						
No	Pertanyaan	Jawaban Alternatif				
		SS	S	N	TS	STS
		(5)	(4)	(3)	(2)	(1)
1	Lokasi pasar lama dapat dilihat dengan jelas dari kejauhan.					
2	Lokasi pasar banjar yang lama dapat ditemukan dengan mudah.					

3	Lokasi pasar banjar yang lama sangat mudah dijangkau dengan berjalan kaki.					
4	Lokasi pasar banjar yang lama lebih dekat dari rumah daripada lokasi pasar yang baru.					
5	Jarak lokasi pasar banjar lama yang berdekatan dengan rumah dapat menghemat waktu.					
6	Lokasi pasar banjar yang lama berada didekat pusat keramaian.					
7	Lingkungan di lokasi pasar banjar yang lama sangat aman.					

KEPUTUSAN PEMBELIAN						
No	Pertanyaan	Jawaban Alternatif				
		SS	S	N	TS	STS
		(5)	(4)	(3)	(2)	(1)
1	Saya memilih berbelanja di lokasi pasar lama.					
2	Produk dan pedagang yang ada di lokasi pasar lama tergolong lengkap.					
3	Saya merekomendasikan orang lain untuk berbelanja di lokasi pasar banjar yang lama karena jarak yang begitu dekat dengan rumah sehingga dapat menghemat waktu dan biaya.					
4	Saya selalu melakukan pembelian di lokasi pasar lama.					

Lampiran 0 2. Observasi Awal





Lampiran 0 3. Tabulasi Data 30 Responden

Tabulasi Data Pengujian Instrumen Penelitian

No Res	Kualitas Pelayanan (X1)					Total X1	Lokasi (X2)							Total X2
	P1X1	P2X1	P3X1	P4X1	P5X1		P1X2	P2X2	P3X2	P4X2	P5X2	P6X2	P7X2	
1	5	5	5	5	5	25	5	5	5	5	5	5	5	35
2	5	4	5	5	4	23	3	4	4	3	4	3	5	26
3	5	4	5	5	5	24	3	3	4	3	4	3	4	24
4	5	5	5	5	5	25	5	5	5	5	5	5	5	35
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6	5	4	5	5	5	24	4	4	5	5	4	4	4	30
7	4	5	5	4	5	23	2	3	2	3	4	3	3	20
8	4	4	4	4	4	20	3	4	3	4	4	3	4	25
9	4	5	4	4	5	22	4	5	5	4	5	4	4	31
10	5	5	4	5	4	23	4	4	4	4	4	4	4	28
11	5	5	5	5	5	25	4	4	5	4	5	4	4	30
12	5	4	4	5	5	23	4	4	5	4	4	4	4	29
13	4	4	4	5	4	21	4	4	4	4	4	4	4	28
14	5	4	4	4	5	22	4	4	4	4	5	4	4	29
15	5	5	5	5	5	25	4	4	5	5	5	4	4	31
16	4	4	4	4	4	20	4	4	4	4	4	4	4	28
17	5	4	4	4	5	22	4	4	5	5	5	4	4	31
18	4	4	4	4	4	20	4	3	4	4	4	3	4	26
19	4	4	4	4	4	20	4	4	4	4	4	3	4	27
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22	4	3	4	4	4	19	4	4	5	5	5	4	4	31
23	4	4	4	4	4	20	3	4	4	3	3	4	3	24
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28	4	4	4	4	4	20	4	3	4	4	4	4	4	27
29	4	4	4	4	4	20	4	4	4	4	4	4	4	28
30	5	4	4	4	5	22	4	4	5	5	4	4	4	30

No Res	Keputusan Pembelian (Y)				Total Y
	P1Y	P2Y	P3Y	P4Y	
1	5	5	5	5	20
2	5	5	5	5	20
3	5	5	4	5	19
4	5	5	5	5	20
5	5	5	5	5	20
6	5	5	5	5	20
7	4	4	5	5	18
8	5	5	5	5	20
9	5	5	5	5	20
10	4	4	4	4	16
11	5	5	5	5	20
12	4	4	4	4	16
13	4	4	5	4	17
14	4	4	4	5	17
15	4	4	4	5	17
16	4	4	2	4	14
17	4	4	4	5	17
18	3	3	4	4	14
19	4	4	4	3	15
20	4	4	4	5	17
21	4	4	4	4	16
22	4	4	4	5	17
23	4	4	4	4	16
24	5	4	5	5	19
25	4	4	4	4	16
26	4	4	4	4	16
27	4	3	3	4	14
28	4	4	4	4	16
29	4	3	4	4	15
30	4	4	4	5	17

Lampiran 0 4. Hasil Uji Instrumen

1. Hasil Uji Validitas Sampel Kecil (30)

Variabel Kualitas Pelayanan (X₁)

		Correlations					Total.X
		P1X1	P2X1	P3X1	P4X1	P5X1	1
P1X1	Pearson Correlation	1	.422*	.556**	.731**	.729**	.837**
	Sig. (2-tailed)		.020	.001	.000	.000	.000
	N	30	30	30	30	30	30
P2X1	Pearson Correlation	.422*	1	.546**	.485**	.546**	.749**
	Sig. (2-tailed)	.020		.002	.007	.002	.000
	N	30	30	30	30	30	30
P3X1	Pearson Correlation	.556**	.546**	1	.614**	.556**	.835**
	Sig. (2-tailed)	.001	.002		.000	.001	.000
	N	30	30	30	30	30	30
P4X1	Pearson Correlation	.731**	.485**	.614**	1	.451*	.805**
	Sig. (2-tailed)	.000	.007	.000		.012	.000
	N	30	30	30	30	30	30
P5X1	Pearson Correlation	.729**	.546**	.556**	.451*	1	.805**
	Sig. (2-tailed)	.000	.002	.001	.012		.000
	N	30	30	30	30	30	30
Total.X1	Pearson Correlation	.837**	.749**	.835**	.805**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

Variabel Lokasi (X₂)

Correlations

		P1X2	P2X2	P3X2	P4X2	P5X2	P6X2	P7X2	Total.X2
P1X2	Pearson Correlation	1	.523**	.719**	.745**	.428*	.695**	.656**	.872**
	Sig. (2-tailed)		.003	.000	.000	.018	.000	.000	.000
	N	30	30	30	30	30	30	30	30
P2X2	Pearson Correlation	.523**	1	.528**	.443*	.477**	.707**	.461*	.740**
	Sig. (2-tailed)	.003		.003	.014	.008	.000	.010	.000
	N	30	30	30	30	30	30	30	30
P3X2	Pearson Correlation	.719**	.528**	1	.720**	.499**	.601**	.480**	.850**
	Sig. (2-tailed)	.000	.003		.000	.005	.000	.007	.000
	N	30	30	30	30	30	30	30	30
P4X2	Pearson Correlation	.745**	.443*	.720**	1	.523**	.585**	.434*	.831**
	Sig. (2-tailed)	.000	.014	.000		.003	.001	.017	.000
	N	30	30	30	30	30	30	30	30
P5X2	Pearson Correlation	.428*	.477**	.499**	.523**	1	.426*	.452*	.699**
	Sig. (2-tailed)	.018	.008	.005	.003		.019	.012	.000
	N	30	30	30	30	30	30	30	30
P6X2	Pearson Correlation	.695**	.707**	.601**	.585**	.426*	1	.337	.792**
	Sig. (2-tailed)	.000	.000	.000	.001	.019		.069	.000
	N	30	30	30	30	30	30	30	30
P7X2	Pearson Correlation	.656**	.461*	.480**	.434*	.452*	.337	1	.675**
	Sig. (2-tailed)	.000	.010	.007	.017	.012	.069		.000
	N	30	30	30	30	30	30	30	30
Total.X2	Pearson Correlation	.872**	.740**	.850**	.831**	.699**	.792**	.675**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

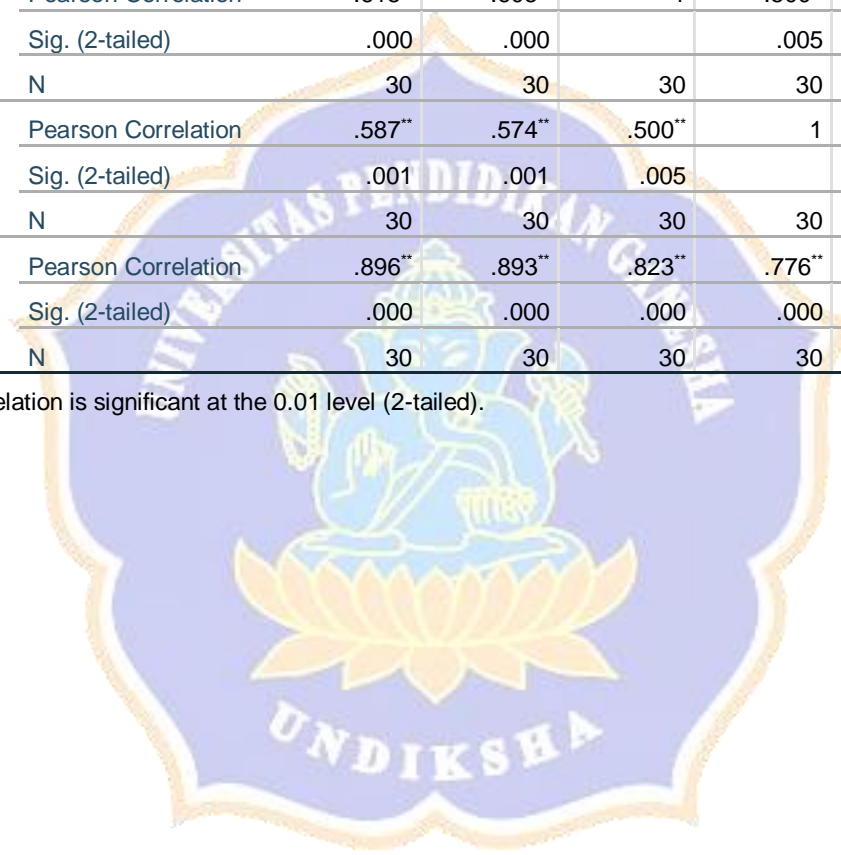
** . Correlation is significant at the 0.01 level (2-tailed).

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

Variabel Keputusan Pembelian (Y)

		Correlations				
		P1Y	P2Y	P3Y	P4Y	Total.Y
P1Y	Pearson Correlation	1	.866**	.615**	.587**	.896**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	30	30	30	30	30
P2Y	Pearson Correlation	.866**	1	.605**	.574**	.893**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	30	30	30	30	30
P3Y	Pearson Correlation	.615**	.605**	1	.500**	.823**
	Sig. (2-tailed)	.000	.000		.005	.000
	N	30	30	30	30	30
P4Y	Pearson Correlation	.587**	.574**	.500**	1	.776**
	Sig. (2-tailed)	.001	.001	.005		.000
	N	30	30	30	30	30
Total.Y	Pearson Correlation	.896**	.893**	.823**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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



2. Hasil Uji Reliabilitas Sampel Kecil (30)

Variabel Kualitas Pelayanan (X₁)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.861	5

Variabel Lokasi (X₂)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.892	7

Variabel Keputusan Pembelian (Y)

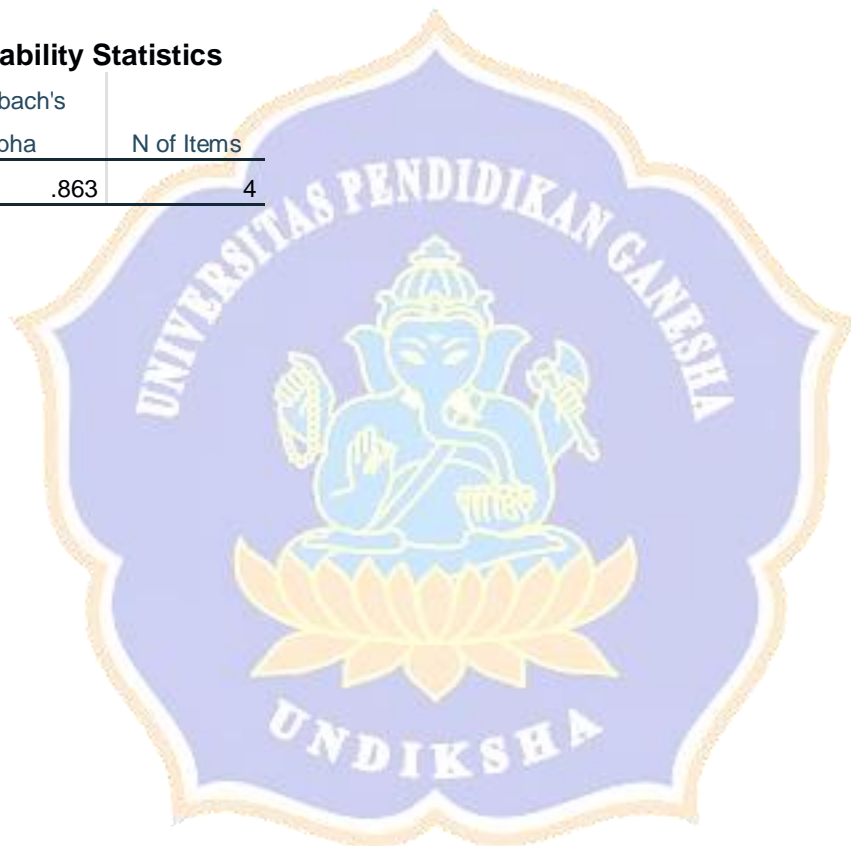
Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.863	4



Lampiran 0 5. Tabulasi Data 160 Responden

Tabulasi Data Keseluruhan

No Res	Kualitas Pelayanan (X1)					Total X1	Lokasi (X2)							Total X2
	P1X1	P2X1	P3X1	P4X1	P5X1		P1X2	P2X2	P3X2	P4X2	P5X2	P6X2	P7X2	
1	5	5	5	5	5	25	5	5	5	5	5	5	5	35
2	5	4	5	5	4	23	3	4	4	3	4	3	5	26
3	5	4	5	5	5	24	3	3	4	3	4	3	4	24
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6	5	4	5	5	5	24	4	4	5	5	4	4	4	30
7	4	5	5	4	5	23	2	3	2	3	4	3	3	20
8	4	4	4	4	4	20	3	4	3	4	4	3	4	25
9	4	5	4	4	5	22	4	5	5	4	5	4	4	31
10	5	5	4	5	4	23	4	4	4	4	4	4	4	28
11	5	5	5	5	5	25	4	4	5	4	5	4	4	30
12	5	4	4	5	5	23	4	4	5	4	4	4	4	29
13	4	4	4	5	4	21	4	4	4	4	4	4	4	28
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96	4	3	2	3	4	16	4	3	4	4	3	3	4	25
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98	3	2	2	4	3	14	2	3	4	4	3	2	2	20
99	4	3	3	3	4	17	3	3	4	4	3	3	3	23
100	4	3	3	4	4	18	4	3	4	4	4	3	4	26
101	4	3	3	3	4	17	4	3	4	4	3	3	4	25
102	4	3	3	3	4	17	4	4	5	4	5	4	4	30
103	4	3	3	4	4	18	4	4	4	4	3	4	4	27
104	3	3	3	4	3	16	5	4	5	5	4	4	5	32
105	3	2	2	3	3	13	3	3	4	3	2	2	3	20
106	4	2	2	2	4	14	3	3	4	3	3	2	3	20
107	4	3	2	4	4	17	4	3	5	4	4	4	4	28
108	3	2	2	3	3	13	4	3	4	4	3	3	4	25
109	3	3	2	2	3	13	4	4	4	5	3	3	4	27
110	4	2	2	3	4	15	3	3	4	4	3	3	3	23
111	3	2	2	2	3	12	2	2	3	3	4	3	2	19
112	3	3	2	2	3	13	3	3	3	3	3	3	3	21
113	3	2	2	3	3	13	4	4	5	5	4	4	4	30
114	3	2	3	4	3	15	3	3	4	4	3	3	3	23
115	3	2	3	2	3	13	4	4	5	5	3	3	4	28
116	3	3	2	4	3	15	4	3	5	4	4	4	4	28
117	4	3	4	2	4	17	3	3	3	3	3	3	3	21
118	4	3	2	4	4	17	2	2	4	3	3	3	2	19

119	3	3	3	4	3	16	4	3	5	4	4	4	4	28
120	4	4	2	4	4	18	4	4	5	5	2	2	4	26
121	3	3	3	4	3	16	4	4	4	4	3	3	4	26
122	4	3	3	4	4	18	4	3	4	4	2	2	4	23
123	3	4	3	4	3	17	2	3	4	4	3	3	2	21
124	4	4	4	4	4	20	4	3	5	4	3	3	4	26
125	4	4	4	4	4	20	4	3	5	5	2	2	4	25
126	4	4	4	3	4	19	5	5	5	5	5	5	5	35
127	4	4	4	4	4	20	4	5	5	5	5	5	4	33
128	4	3	3	4	4	18	4	4	5	5	5	4	4	31
129	4	4	4	4	4	20	3	3	5	4	3	3	3	24
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131	4	4	4	5	4	21	4	5	5	5	4	4	4	31
132	3	4	4	4	3	18	4	4	4	4	4	4	4	28
133	4	4	4	4	4	20	2	3	5	4	2	2	2	20
134	4	4	4	4	4	20	4	4	4	4	4	3	4	27
135	4	4	4	5	4	21	3	3	4	4	4	3	3	24
136	4	4	3	4	4	19	3	5	5	5	5	3	3	29
137	4	3	3	4	4	18	4	4	4	4	4	4	4	28
138	4	4	4	4	4	20	3	3	4	4	3	3	3	23
139	3	3	4	4	3	17	3	3	4	4	3	3	3	23
140	4	4	3	4	4	19	4	4	4	5	5	5	4	31
141	4	4	4	4	4	20	2	2	4	4	4	4	2	22
142	4	3	4	4	4	19	3	3	4	4	3	3	3	23
143	4	4	4	4	4	20	3	3	4	4	3	3	3	23
144	4	4	3	4	4	19	4	3	4	4	3	3	4	25
145	4	4	4	4	4	20	2	3	5	5	2	2	2	21
146	4	4	4	4	4	20	3	3	4	4	3	3	3	23
147	4	4	4	4	4	20	4	4	4	4	4	4	4	28
148	4	4	4	5	4	21	4	4	5	5	5	4	4	31
149	4	4	4	5	4	21	4	4	4	4	4	4	4	28
150	5	4	5	5	5	24	4	5	5	5	5	5	4	33
151	4	4	5	4	4	21	4	4	4	4	4	4	4	28
152	4	4	4	4	4	20	4	3	4	4	3	3	4	25
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154	4	4	3	4	4	19	4	4	4	3	4	3	4	26
155	4	4	3	4	4	19	4	2	4	3	4	4	4	25
156	4	4	4	4	4	20	3	2	4	4	3	3	3	22
157	4	4	3	4	4	19	3	3	3	4	4	3	3	23
158	4	4	4	4	4	20	5	5	5	5	5	5	5	35
159	4	3	4	4	4	19	4	3	4	4	3	3	4	25

160	4	4	3	3	4	18	4	3	4	4	4	4	4	27
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No Res	Keputusan Pembelian (Y)				Total Y
	P1Y	P2Y	P3Y	P4Y	
1	5	5	5	5	20
2	5	5	5	5	20
3	5	5	4	5	19
4	5	5	5	5	20
5	5	5	5	5	20
6	5	5	5	5	20
7	4	4	5	5	18
8	5	5	5	5	20
9	5	5	5	5	20
10	4	4	4	4	16
11	5	5	5	5	20
12	4	4	4	4	16
13	4	4	5	4	17
14	4	4	4	5	17
15	4	4	4	5	17
16	4	4	2	4	14
17	4	4	4	5	17
18	3	3	4	4	14
19	4	4	4	3	15
20	4	4	4	5	17
21	4	4	4	4	16
22	4	4	4	5	17
23	4	4	4	4	16
24	5	4	5	5	19
25	4	4	4	4	16
26	4	4	4	4	16
27	4	3	3	4	14
28	4	4	4	4	16
29	4	3	4	4	15
30	4	4	4	5	17
31	3	4	4	4	15
32	4	3	3	4	14
33	4	3	4	2	13
34	5	4	4	5	18

35	4	4	4	4	16
36	3	4	3	4	14
37	4	3	4	4	15
38	3	3	3	4	13
39	3	3	4	4	14
40	3	3	4	4	14
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44	4	3	3	4	14
45	4	4	4	4	16
46	3	2	3	4	12
47	3	3	3	3	12
48	3	2	3	4	12
49	3	3	3	3	12
50	4	3	3	3	13
51	3	3	3	4	13
52	4	3	3	4	14
53	3	3	3	3	12
54	3	3	2	4	12
55	3	3	4	3	13
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57	4	4	4	4	16
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70	4	4	4	4	16
71	5	5	5	5	20
72	5	5	5	5	20
73	4	4	4	4	16
74	4	4	3	4	15
75	4	4	4	4	16

76	4	3	3	4	14
77	3	3	2	3	11
78	4	3	3	3	13
79	4	4	4	4	16
80	4	4	4	4	16
81	4	3	4	4	15
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88	4	4	4	4	16
89	4	4	4	3	15
90	4	3	3	4	14
91	3	2	2	4	11
92	4	3	3	3	13
93	4	2	2	2	10
94	4	3	2	4	13
95	3	3	3	4	13
96	4	3	3	4	14
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111	3	3	3	4	13
112	3	3	3	3	12
113	4	2	2	2	10
114	3	2	2	3	10
115	4	3	2	4	13
116	4	3	3	3	13

117	4	3	3	2	12
118	3	2	2	2	9
119	3	2	2	3	10
120	4	3	2	4	13
121	3	2	2	4	11
122	4	3	3	4	14
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127	4	4	4	4	16
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154	4	4	3	4	15
155	3	3	3	4	13
156	4	3	2	3	12
157	4	3	4	4	15

158	4	4	3	4	15
159	4	3	3	4	14
160	4	3	2	4	13



Lampiran 0 6. Deskripsi Data Responden

Jenis Kelamin Responden

		Jenis Kelamin			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Laki-laki	42	26.3	26.3	26.3
	Perempuan	118	73.8	73.8	100.0
Total		160	100.0	100.0	

Usia Responden

		Usia			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	20-25 Tahun	34	21.3	21.3	21.3
	26-30 Tahun	33	20.6	20.6	41.9
	31-35 Tahun	39	24.4	24.4	66.3
	36-40 Tahun	16	10.0	10.0	76.3
	41-45 Tahun	21	13.1	13.1	89.4
	>45 Tahun	17	10.6	10.6	100.0
Total		160	100.0	100.0	

Lampiran 0 7. Hasil Uji Instrumen

1. Hasil Uji Validitas Sampel Besar (160)

Variabel Kualitas Pelayanan (X₁)

		Correlations					
		P1X1	P2X1	P3X1	P4X1	P5X1	Total.X1
P1X1	Pearson Correlation	1	.594**	.577**	.514**	.958**	.829**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160
P2X1	Pearson Correlation	.594**	1	.746**	.600**	.609**	.867**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160
P3X1	Pearson Correlation	.577**	.746**	1	.576**	.577**	.864**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	160	160	160	160	160	160
P4X1	Pearson Correlation	.514**	.600**	.576**	1	.483**	.778**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160
P5X1	Pearson Correlation	.958**	.609**	.577**	.483**	1	.825**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160
Total.X1	Pearson Correlation	.829**	.867**	.864**	.778**	.825**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160

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

Variabel Lokasi (X₂)

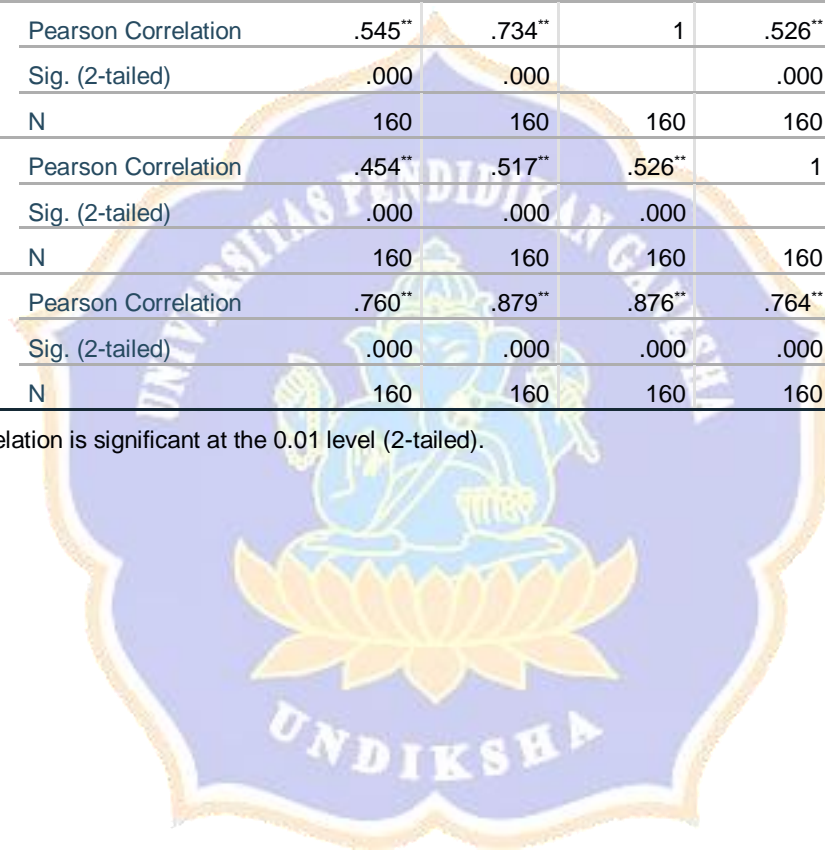
		Correlations							Total.
		P1X2	P2X2	P3X2	P4X2	P5X2	P6X2	P7X2	X2
P1X2	Pearson Correlation	1	.505**	.411**	.506**	.273**	.447**	.955**	.797**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160
P2X2	Pearson Correlation	.505**	1	.416**	.518**	.416**	.444**	.520**	.757**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160
P3X2	Pearson Correlation	.411**	.416**	1	.629**	.244**	.313**	.348**	.628**
	Sig. (2-tailed)	.000	.000		.000	.002	.000	.000	.000
	N	160	160	160	160	160	160	160	160
P4X2	Pearson Correlation	.506**	.518**	.629**	1	.309**	.316**	.455**	.712**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160
P5X2	Pearson Correlation	.273**	.416**	.244**	.309**	1	.675**	.302**	.666**
	Sig. (2-tailed)	.000	.000	.002	.000		.000	.000	.000
	N	160	160	160	160	160	160	160	160
P6X2	Pearson Correlation	.447**	.444**	.313**	.316**	.675**	1	.423**	.734**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160	160	160
P7X2	Pearson Correlation	.955**	.520**	.348**	.455**	.302**	.423**	1	.782**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160	160
Total.X 2	Pearson Correlation	.797**	.757**	.628**	.712**	.666**	.734**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160

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

Variabel Keputusan Pembelian (Y)

		Correlations				
		P1Y	P2Y	P3Y	P4Y	Total.Y
P1Y	Pearson Correlation	1	.620**	.545**	.454**	.760**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	160	160	160	160	160
P2Y	Pearson Correlation	.620**	1	.734**	.517**	.879**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	160	160	160	160	160
P3Y	Pearson Correlation	.545**	.734**	1	.526**	.876**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	160	160	160	160	160
P4Y	Pearson Correlation	.454**	.517**	.526**	1	.764**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	160	160	160	160	160
Total.Y	Pearson Correlation	.760**	.879**	.876**	.764**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	160	160	160	160	160

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



2. Hasil Uji Reliabilitas Sampel Besar (160)

Variabel Kualitas Pelayanan (X_1)

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.878	5

Variabel Lokasi (X_2)

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.847	7

Variabel Keputusan Pembelian (Y)

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

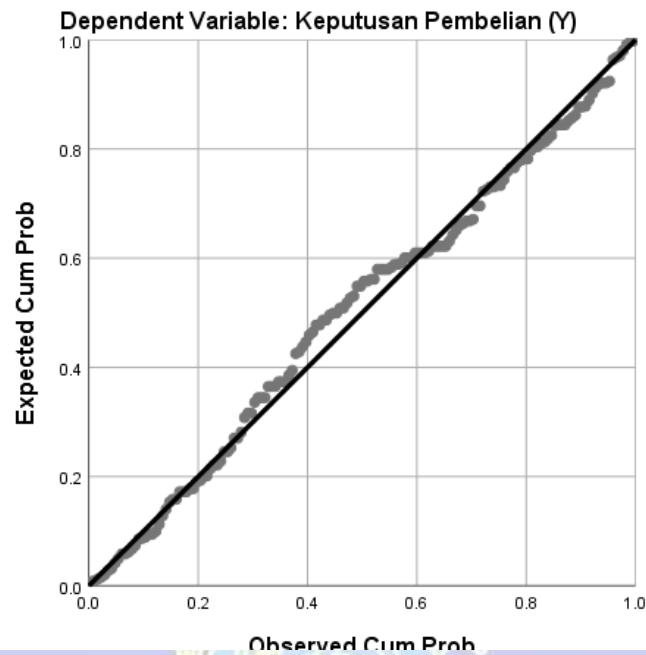
Cronbach's Alpha	N of Items
.834	4



Lampiran 0 8. Hasil Uji Klasik

1. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		160
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.65347467
Most Extreme Differences	Absolute	.065
	Positive	.034
	Negative	-.065
Test Statistic		.065
Asymp. Sig. (2-tailed)		.095 ^c

a. Test distribution is Normal.

b. Calculated from data.

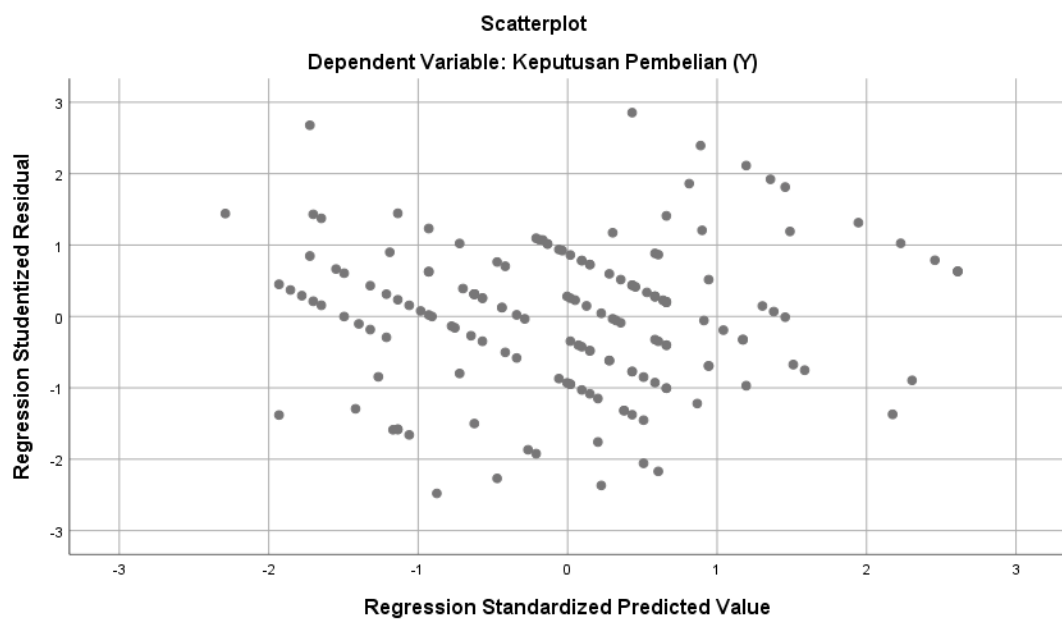
c. Lilliefors Significance Correction.

2. Hasil Uji Multikolinieritas

		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.417	1.036		2.333	.021		
	Kualitas Pelayanan (X1)	.481	.053	.595	9.153	.000	.733	1.365
	Lokasi (X2)	.130	.043	.196	3.020	.003	.733	1.365

a. Dependent Variable: Keputusan Pembelian (Y)

3. Hasil Uji Heteroskedastisitas



		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.072	.642		1.671	.097
	Kualitas Pelayanan (X1)	.022	.033	.064	.686	.494
	Lokasi (X2)	-.007	.027	-.025	-.269	.788

a. Dependent Variable: Abs_Res

Lampiran 0 9. Hasil Uji Regresi Linear Berganda

1. Hasil Uji Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	2.417	1.036		2.333	.021
	Kualitas Pelayanan (X1)	.481	.053	.595	9.153	.000
	Lokasi (X2)	.130	.043	.196	3.020	.003

a. Dependent Variable: Keputusan Pembelian (Y)



Lampiran 10 Koefisien Determinasi R²**1. Koefisien Determinasi R²**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717 ^a	.514	.507	1.664

a. Predictors: (Constant), Lokasi (X2), Kualitas Pelayanan (X1)



Lampiran 1 1. Hasil Uji Hipotesis

1. Uji t (Parsial)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.417	1.036		2.333	.021
	Kualitas Pelayanan (X1)	.481	.053	.595	9.153	.000
	Lokasi (X2)	.130	.043	.196	3.020	.003

a. Dependent Variable: Keputusan Pembelian (Y)

2. Hasil Uji F (Simultan)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	458.991	2	229.496	82.886	.000 ^b
	Residual	434.703	157	2.769		
	Total	893.694	159			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Lokasi (X2), Kualitas Pelayanan (X1)

RIWAYAT HIDUP



Ida Ayu Gea Nanda Sari Dewi, lahir di Singaraja pada tanggal 03 Juli 2000. Penulis lahir sebagai anak ketiga dari pasangan Ida Pedanda Gede Satya Dharma (Alm) dan Ida Pedanda Istri Ari Darmika. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis berasal dari Banjar Dinas Bajangan, Desa Dencarik, Kecamatan Banjar, Kabupaten Buleleng, Provinsi Bali. Penulis pertama kali menempuh pendidikan di SD Negeri 1 Banjar hingga tamat, dan melanjutkan Pendidikan di SMP Negeri 1 Banjar dan lulus pada tahun 2016. Kemudian penulis menempuh Pendidikan di SMA Negeri 1 Seririt jurusan IPA, dan lulus pada tahun 2019. Setelah lulus SMA, penulis melanjutkan pendidikan kejenjang perguruan tinggi di Universitas Pendidikan Ganesha Singaraja dengan mengambil jurusan Manajemen, fakultas Ekonomi.

