**LAMPIRAN 1.**

**KUESIONER PENELITIAN**

**PENGARUH KUALITAS PELAYANAN KUALITAS PRODUK DAN KELOMPOK ACUAN TERHADAP KEPUTUSAN PEMBELIAN**

**(Studi Pada Percetakan Omah Oelem Kenteng Semanggi Pasar Kliwonn)**

**Petunjuk pengisian**

Pada pertanyaan yang ada di bawah ini, Bapak/Ibu/Saudara/I dimohon untuk mengisi pertanyaan-pertanyaan tersebut dengan memberikan tanda centang (√ ) pada pilihan jawaban yang tersedia.

**IDENTITAS RESPONDEN**

1. Nama Responden :
2. Jenis kelamin :
	* Pria □ Wanita
3. Usia saat ini (pilih salah satu dibawah ini) :
	* < 20 tahun □ 20 tahun – 30 tahun
	* 31 tahun – 40 tahun □ 41 tahun – 50 tahun
	* > 50 tahun

**Petunjuk Pengisian**

Silahkan Anda pilih jawaban yang menurut Anda paling sesuai dengan kondisi yang ada dengan memberikan tanda (√ ) pada pilihan jawaban yang tersedia.

**Keterangan :**

SS = Sangat Setuju

S = Setuju

 CS = Cukup Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

1. **Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | SS | S | CS | TS | STS |
| 1 | Pelanggan puas dengan produk yang dihasilkan |  |  |  |  |  |
| 2 | Pelanggan puas dengan layanan yang dihasilkan |  |  |  |  |  |
| 3 | Pelanggan puas dengan hasil yang diharapkan |  |  |  |  |  |
| 4 | Pelanggan puas dengan pembelian di percetakan |  |  |  |  |  |
| 5 | Pelanggan puas dengan kualitas yang dihasilkan |  |  |  |  |  |

1. **Kualitas Pelayanan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | SS | S | CS | TS | STS |
| 1 | Pelayanan pada percetakan Omah Oelem dapat dihandalkan  |  |  |  |  |  |
| 2 | Pelayanan pada percetakan Omah Oelem mudah diakses  |  |  |  |  |  |
| 3 | Pelayanan pada percetakan Omah Oelem bersedia mendengar keluh kesah konsumen  |  |  |  |  |  |
| 4 | Pelayanan pada percetakan Omah Oelem memberikan kepercayaan pada konsumen |  |  |  |  |  |
| 5 | Pelayanan pada percetakan Omah Oelem memberikan fasilitas dalam meningkatkan kualitas pelayanan  |  |  |  |  |  |

1. **Kualitas Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | SS | S | CS | TS | STS |
| 1 | Produk yang dihasilkan berkualitas  |  |  |  |  |  |
| 2 | Produk yang dihasilkan sesuai keiinginan konsumen  |  |  |  |  |  |
| 3 | Produk yang dipesan dapat selesai tepat waktu  |  |  |  |  |  |
| 4 | Produk yang dihasilkan tahan lama  |  |  |  |  |  |
| 5 | Produk yang dihasilkan sangat lengkap dan menarik  |  |  |  |  |  |

1. **Kelompok Acuan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | SS | S | CS | TS | STS |
| 1 | Membeli produk karena pengetahuan teman akan produk percetakan Omah Oelem |  |  |  |  |  |
| 2 | Membeli produk karena teman yang telah mempercayai produk percetakan Omah Oelem |  |  |  |  |  |
| 3 | Membeli produk karena pengalaman teman yang sudah pernah membeli di percetakan Omah Oelem |  |  |  |  |  |
| 4 | Membeli produk karena direkomendasikan oleh seorang teman |  |  |  |  |  |
| 5 | Membeli produk karena ikut – ikutan teman |  |  |  |  |  |

**Lampiran.2 Data Responden**

|  |  |  |  |
| --- | --- | --- | --- |
| No.  | Nama | Jenis Kelamin | Usia |
| 1. | Responden 1 | Wanita | 20 - 30 Tahun |
| 2.  | Responden 2 | Pria | 20 - 30 Tahun |
| 3. | Responden 3 | Wanita | 20 - 30 Tahun |
| 4. | Responden 4 | Pria | 31 - 40 Tahun |
| 5. | Responden 5 | Wanita | 20 - 30 Tahun |
| 6. | Responden 6 | Wanita | 20 - 30 Tahun |
| 7. | Responden 7 | Wanita | 20 - 30 Tahun |
| 8. | Responden 8 | Wanita | 20 - 30 Tahun |
| 9. | Responden 9 | Wanita | 20 - 30 Tahun |
| 10. | Responden 10 | Pria | 31 - 40 Tahun |
| 11. | Responden 11 | Wanita | 20 - 30 Tahun |
| 12. | Responden 12 | Pria | <20 Tahun |
| 13. | Responden 13 | Wanita | 20 - 30 Tahun |
| 14. | Responden 14 | Wanita | 20 - 30 Tahun |
| 15. | Responden 15 | Wanita | 31 - 40 Tahun |
| 16. | Responden 16 | Wanita | 20 - 30 Tahun |
| 17. | Responden 17 | Pria | 20 - 30 Tahun |
| 18. | Responden 18 | Wanita | 20 - 30 Tahun |
| 19. | Responden 19 | Pria | 20 - 30 Tahun |
| 20. | Responden 20 | Wanita | 20 - 30 Tahun |
| 21. | Responden 21 | Pria | 20 - 30 Tahun |
| 22. | Responden 22 | Wanita | 20 - 30 Tahun |
| 23. | Responden 23 | Pria | 20 - 30 Tahun |
| 24. | Responden 24 | Wanita | 20 - 30 Tahun |
| 25. | Responden 25 | Pria | 20 - 30 Tahun |
| 26. | Responden 26 | Wanita | 20 - 30 Tahun |
| 27. | Responden 27 | Wanita | 20 - 30 Tahun |
| 28. | Responden 28 | Wanita | 20 - 30 Tahun |
| 29. | Responden 29 | Wanita | 20 - 30 Tahun |
| 30. | Responden 30 | Pria | 20 - 30 Tahun |
| 31. | Responden 31 | Wanita | 20 - 30 Tahun |
| 32. | Responden 32 | Pria | <20 Tahun |
| 33. | Responden 33 | Wanita | 20 - 30 Tahun |
| 34. | Responden 34 | Pria | 20 - 30 Tahun |
| 35. | Responden 35 | Wanita | 20 - 30 Tahun |
| 36. | Responden 36 | Pria | 20 - 30 Tahun |
| 37. | Responden 37 | Wanita | 20 - 30 Tahun |
| 38. | Responden 38 | Pria | 20 - 30 Tahun |
| 39. | Responden 39 | Pria | 20 - 30 Tahun |
| 40. | Responden 40 | Pria | 20 - 30 Tahun |
| 41. | Responden 41 | Wanita | 20 - 30 Tahun |
| 42. | Responden 42 | Pria | 20 - 30 Tahun |
| 43. | Responden 43 | Wanita | 20 - 30 Tahun |
| 44. | Responden 44 | Pria | 20 - 30 Tahun |
| 45. | Responden 45 | Pria | 20 - 30 Tahun |
| 46. | Responden 46 | Pria | 20 - 30 Tahun |
| 47. | Responden 47 | Pria | 20 - 30 Tahun |
| 48. | Responden 48 | Wanita | 20 - 30 Tahun |
| 49. | Responden 49 | Pria | 20 - 30 Tahun |
| 50. | Responden 50 | Wanita | 31 - 40 Tahun |
| 51. | Responden 51 | Pria | 20 - 30 Tahun |
| 52. | Responden 52 | Pria | 20 - 30 Tahun |
| 53. | Responden 53 | Wanita | 20 - 30 Tahun |
| 54. | Responden 54 | Wanita | 20 - 30 Tahun |
| 55. | Responden 55 | Wanita | 20 - 30 Tahun |
| 56. | Responden 56 | Wanita | 20 - 30 Tahun |
| 57. | Responden 57 | Pria | 20 - 30 Tahun |
| 58. | Responden 58 | Pria | 31 - 40 Tahun |
| 59. | Responden 59 | Pria | 20 - 30 Tahun |
| 60. | Responden 60 | Pria | <20 Tahun |
| 61. | Responden 61 | Pria | 20 - 30 Tahun |
| 62. | Responden 62 | Wanita | 31 - 40 Tahun |
| 63. | Responden 63 | Wanita | 20 - 30 Tahun |
| 64. | Responden 64 | Pria | 20 - 30 Tahun |
| 65. | Responden 65 | Pria | 31 - 40 Tahun |
| 66. | Responden 66 | Pria | 20 - 30 Tahun |
| 67. | Responden 67 | Pria | 31 - 40 Tahun |
| 68. | Responden 68 | Pria | 20 - 30 Tahun |
| 69. | Responden 69 | Pria | 20 - 30 Tahun |
| 70. | Responden 70 | Wanita | 41 - 50 Tahun |
| 71. | Responden 71 | Pria | 20 - 30 Tahun |
| 72. | Responden 72 | Wanita | 20 - 30 Tahun |
| 73. | Responden 73 | Pria | 20 - 30 Tahun |
| 74. | Responden 74 | Wanita | 31 - 40 Tahun |
| 75. | Responden 75 | Wanita | 31 - 40 Tahun |
| 76. | Responden 76 | Wanita | 20 - 30 Tahun |
| 77. | Responden 77 | Pria | 20 - 30 Tahun |
| 78. | Responden 78 | Pria | 20 - 30 Tahun |
| 79. | Responden 79 | Pria | <20 Tahun |
| 80. | Responden 80 | Wanita | 20 - 30 Tahun |
| 81. | Responden 81 | Wanita | 20 - 30 Tahun |
| 82. | Responden 82 | Pria | 20 - 30 Tahun |
| 83. | Responden 83 | Pria | 20 - 30 Tahun |
| 84. | Responden 84 | Pria | 20 - 30 Tahun |
| 85. | Responden 85 | Wanita | 20 - 30 Tahun |
| 86. | Responden 86 | Pria | 20 - 30 Tahun |
| 87. | Responden 87 | Pria | 20 - 30 Tahun |
| 88. | Responden 88 | Wanita | 20 - 30 Tahun |
| 89. | Responden 89 | Pria | 20 - 30 Tahun |
| 90. | Responden 90 | Wanita | 20 - 30 Tahun |
| 91. | Responden 91 | Wanita | 20 - 30 Tahun |
| 92. | Responden 92 | Pria | <20 Tahun |
| 93. | Responden 93 | Pria | 31 - 40 Tahun |
| 94. | Responden 94 | Wanita | 31 - 40 Tahun |
| 95. | Responden 95 | Pria | 31 - 40 Tahun |
| 96. | Responden 96 | Wanita | 31 - 40 Tahun |
| 97. | Responden 97 | Wanita | 31 - 40 Tahun |
| 98. | Responden 98 | Wanita | 31 - 40 Tahun |
| 99. | Responden 99 | Pria | 31 - 40 Tahun |
| 100. | Responden 100 | Pria | 31 - 40 Tahun |

**Lampiran 3. Data Tabulasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Variabel Kualitas Pelayanan (X1) | Variabel Kualitas Produk (X2) | Variabel Kelompok Acuan (X3) | Variabel Keputusan Pembelian (Y) |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Ttl | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Ttl | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Ttl | Y1 | Y2 | Y3 |  Y4 | Y5 | Ttl |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 5 | 4 | 5 | 23 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 5 | 4 | 5 | 4 | 5 | 23 | 3 | 3 | 4 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 5 | 4 | 22 |
| 5 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
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| 8 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 4 | 5 | 4 | 3 | 5 | 21 | 4 | 5 | 4 | 3 | 4 | 20 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 3 | 2 | 4 | 5 | 4 | 18 | 3 | 4 | 5 | 4 | 4 | 20 | 2 | 3 | 3 | 3 | 2 | 13 | 4 | 4 | 4 | 3 | 5 | 20 |
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| 14 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 3 | 5 | 20 | 3 | 4 | 4 | 4 | 2 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 15 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 2 | 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 16 | 4 | 5 | 5 | 4 | 4 | 22 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 5 | 4 | 5 | 4 | 22 |
| 17 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 5 | 5 | 5 | 5 | 25 |
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| 21 | 4 | 5 | 3 | 3 | 4 | 19 | 4 | 4 | 3 | 3 | 4 | 18 | 4 | 3 | 3 | 3 | 3 | 16 | 4 | 4 | 3 | 3 | 4 | 18 |
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| 83 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 84 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
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| 86 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 88 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 4 | 23 |
| 89 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 90 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 4 | 5 | 5 | 5 | 24 |
| 91 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 92 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 5 | 4 | 5 | 23 |
| 93 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 94 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 97 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 98 | 3 | 4 | 3 | 3 | 3 | 16 | 3 | 3 | 4 | 4 | 3 | 17 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 99 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 5 | 5 | 5 | 23 |
| 100 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 4 | 5 | 22 |

**Data Responden**

|  |
| --- |
| **Jenis Kelamin** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-Laki | 51 | 51,0 | 51,0 | 51,0 |
| Perempuan | 49 | 49,0 | 49,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |
| --- |
| **Usia** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < 20 Tahun | 5 | 5,0 | 5,0 | 5,0 |
| 20 - 30 Tahun | 74 | 74,0 | 74,0 | 79,0 |
| 31 - 40 Tahun | 20 | 20,0 | 20,0 | 99,0 |
| 41 - 50 Tahun | 1 | 1,0 | 1,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

**UJI VALIDITAS**

|  |
| --- |
| **Correlations** |
|  | Kualitas Pelayanan 1 | Kualitas Pelayanan 2 | Kualitas Pelayanan 3 | Kualitas Pelayanan 4 | Kualitas Pelayanan 5 | Total Kualitas Pelayanan |
| Kualitas Pelayanan 1 | Pearson Correlation | 1 | ,733\*\* | ,741\*\* | ,556\*\* | ,751\*\* | ,889\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kualitas Pelayanan 2 | Pearson Correlation | ,733\*\* | 1 | ,598\*\* | ,586\*\* | ,622\*\* | ,840\*\* |
| Sig. (2-tailed) | ,000 |  | ,000 | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kualitas Pelayanan 3 | Pearson Correlation | ,741\*\* | ,598\*\* | 1 | ,610\*\* | ,716\*\* | ,861\*\* |
| Sig. (2-tailed) | ,000 | ,000 |  | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kualitas Pelayanan 4 | Pearson Correlation | ,556\*\* | ,586\*\* | ,610\*\* | 1 | ,589\*\* | ,792\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 |  | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kualitas Pelayanan 5 | Pearson Correlation | ,751\*\* | ,622\*\* | ,716\*\* | ,589\*\* | 1 | ,860\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 |  | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Kualitas Pelayanan | Pearson Correlation | ,889\*\* | ,840\*\* | ,861\*\* | ,792\*\* | ,860\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

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| **Correlations** |
|  | Kualitas Produk 1 | Kualitas Produk 2 | Kualitas Produk 3 | Kualitas Produk 4 | Kualitas Produk 5 | Total Kualitas Produk |
| Kualitas Produk 1 | Pearson Correlation | 1 | ,654\*\* | ,626\*\* | ,478\*\* | ,573\*\* | ,785\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kualitas Produk 2 | Pearson Correlation | ,654\*\* | 1 | ,714\*\* | ,632\*\* | ,676\*\* | ,871\*\* |
| Sig. (2-tailed) | ,000 |  | ,000 | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kualitas Produk 3 | Pearson Correlation | ,626\*\* | ,714\*\* | 1 | ,739\*\* | ,689\*\* | ,903\*\* |
| Sig. (2-tailed) | ,000 | ,000 |  | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kualitas Produk 4 | Pearson Correlation | ,478\*\* | ,632\*\* | ,739\*\* | 1 | ,519\*\* | ,819\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 |  | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kualitas Produk 5 | Pearson Correlation | ,573\*\* | ,676\*\* | ,689\*\* | ,519\*\* | 1 | ,816\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 |  | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Kualitas Produk | Pearson Correlation | ,785\*\* | ,871\*\* | ,903\*\* | ,819\*\* | ,816\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

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| --- |
| **Correlations** |
|  | Kelompok Acuan 1 | Kelompok Acuan 2 | Kelompok Acuan 3 | Kelompok Acuan 4 | Kelompok Acuan 5 | Total Kelompok Acuan |
| Kelompok Acuan 1 | Pearson Correlation | 1 | ,566\*\* | ,702\*\* | ,666\*\* | ,562\*\* | ,842\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kelompok Acuan 2 | Pearson Correlation | ,566\*\* | 1 | ,665\*\* | ,729\*\* | ,443\*\* | ,784\*\* |
| Sig. (2-tailed) | ,000 |  | ,000 | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kelompok Acuan 3 | Pearson Correlation | ,702\*\* | ,665\*\* | 1 | ,756\*\* | ,603\*\* | ,877\*\* |
| Sig. (2-tailed) | ,000 | ,000 |  | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kelompok Acuan 4 | Pearson Correlation | ,666\*\* | ,729\*\* | ,756\*\* | 1 | ,574\*\* | ,875\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 |  | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kelompok Acuan 5 | Pearson Correlation | ,562\*\* | ,443\*\* | ,603\*\* | ,574\*\* | 1 | ,799\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 |  | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Kelompok Acuan | Pearson Correlation | ,842\*\* | ,784\*\* | ,877\*\* | ,875\*\* | ,799\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

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| --- |
| **Correlations** |
|  | Keputusan Pembelian 1 | Keputusan Pembelian 2 | Keputusan Pembelian 3 | Keputusan Pembelian 4 | Keputusan Pembelian 5 | Total Keputusan Pembelian |
| Keputusan Pembelian 1 | Pearson Correlation | 1 | ,769\*\* | ,752\*\* | ,687\*\* | ,724\*\* | ,908\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Keputusan Pembelian 2 | Pearson Correlation | ,769\*\* | 1 | ,556\*\* | ,791\*\* | ,660\*\* | ,868\*\* |
| Sig. (2-tailed) | ,000 |  | ,000 | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Keputusan Pembelian 3 | Pearson Correlation | ,752\*\* | ,556\*\* | 1 | ,667\*\* | ,648\*\* | ,842\*\* |
| Sig. (2-tailed) | ,000 | ,000 |  | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Keputusan Pembelian 4 | Pearson Correlation | ,687\*\* | ,791\*\* | ,667\*\* | 1 | ,610\*\* | ,868\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 |  | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Keputusan Pembelian 5 | Pearson Correlation | ,724\*\* | ,660\*\* | ,648\*\* | ,610\*\* | 1 | ,841\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 |  | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Keputusan Pembelian | Pearson Correlation | ,908\*\* | ,868\*\* | ,842\*\* | ,868\*\* | ,841\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

**UJI RELIABILITAS**

|  |
| --- |
| **Case Processing Summary** |
|  | N | % |
| Cases | Valid | 100 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 100 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,901 | 5 |

|  |
| --- |
| **Item-Total Statistics** |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kualitas Pelayanan 1 | 17,24 | 5,336 | ,820 | ,865 |
| Kualitas Pelayanan 2 | 17,20 | 5,333 | ,736 | ,884 |
| Kualitas Pelayanan 3 | 17,23 | 5,431 | ,777 | ,874 |
| Kualitas Pelayanan 4 | 17,20 | 5,576 | ,667 | ,899 |
| Kualitas Pelayanan 5 | 17,21 | 5,582 | ,783 | ,874 |

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| --- |
| **Case Processing Summary** |
|  | N | % |
| Cases | Valid | 100 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 100 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,893 | 5 |

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| --- |
| **Item-Total Statistics** |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kualitas Produk 1 | 17,16 | 5,166 | ,670 | ,884 |
| Kualitas Produk 2 | 17,22 | 4,880 | ,796 | ,858 |
| Kualitas Produk 3 | 17,26 | 4,538 | ,836 | ,846 |
| Kualitas Produk 4 | 17,22 | 4,678 | ,692 | ,883 |
| Kualitas Produk 5 | 17,22 | 5,062 | ,715 | ,875 |

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| --- |
| **Case Processing Summary** |
|  | N | % |
| Cases | Valid | 100 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 100 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. |

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| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,878 | 5 |

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| **Item-Total Statistics** |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kelompok Acuan 1 | 17,01 | 5,990 | ,732 | ,848 |
| Kelompok Acuan 2 | 16,88 | 6,955 | ,685 | ,861 |
| Kelompok Acuan 3 | 16,90 | 6,556 | ,814 | ,835 |
| Kelompok Acuan 4 | 16,89 | 6,362 | ,804 | ,833 |
| Kelompok Acuan 5 | 17,16 | 5,732 | ,629 | ,889 |

|  |
| --- |
| **Case Processing Summary** |
|  | N | % |
| Cases | Valid | 100 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 100 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,916 | 5 |

|  |
| --- |
| **Item-Total Statistics** |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Keputusan Pembelian 1 | 17,60 | 4,424 | ,851 | ,883 |
| Keputusan Pembelian 2 | 17,60 | 4,606 | ,794 | ,895 |
| Keputusan Pembelian 3 | 17,57 | 4,510 | ,744 | ,906 |
| Keputusan Pembelian 4 | 17,59 | 4,487 | ,787 | ,896 |
| Keputusan Pembelian 5 | 17,56 | 4,613 | ,749 | ,904 |

**Uji normalitas**

|  |
| --- |
| **Variables Entered/Removeda** |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayananb | . | Enter |
| a. Dependent Variable: Total Keputusan Pembelian |
| b. All requested variables entered. |
| **Model Summaryb** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,850a | ,723 | ,714 | 1,407 |
| a. Predictors: (Constant), Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayanan |
| b. Dependent Variable: Total Keputusan Pembelian |
| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 495,809 | 3 | 165,270 | 83,439 | ,000b |
| Residual | 190,151 | 96 | 1,981 |  |  |
| Total | 685,960 | 99 |  |  |  |
| a. Dependent Variable: Total Keputusan Pembelian |
| b. Predictors: (Constant), Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayanan |

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3,798 | 1,162 |  | 3,269 | ,002 |
| Total Kualitas Pelayanan | ,190 | ,089 | ,208 | 2,131 | ,036 |
| Total Kualitas Produk | ,451 | ,094 | ,466 | 4,782 | ,000 |
| Total Kelompok Acuan | ,206 | ,075 | ,243 | 2,752 | ,007 |
| a. Dependent Variable: Total Keputusan Pembelian |
| **Residuals Statisticsa** |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 16,52 | 24,99 | 21,98 | 2,238 | 100 |
| Residual | -2,733 | 8,484 | ,000 | 1,386 | 100 |
| Std. Predicted Value | -2,442 | 1,347 | ,000 | 1,000 | 100 |
| Std. Residual | -1,942 | 6,028 | ,000 | ,985 | 100 |
| a. Dependent Variable: Total Keputusan Pembelian |

|  |
| --- |
| **One-Sample Kolmogorov-Smirnov Test** |
|  | Unstandardized Residual |
| N | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 1,38589780 |
| Most Extreme Differences | Absolute | ,222 |
| Positive | ,222 |
| Negative | -,190 |
| Test Statistic | ,222 |
| Asymp. Sig. (2-tailed) | ,062c |
| a. Test distribution is Normal. |
| b. Calculated from data. |
| c. Lilliefors Significance Correction. |



**Uji Multikolinearitas**

|  |
| --- |
| **Variables Entered/Removeda** |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayananb | . | Enter |
| a. Dependent Variable: Total Keputusan Pembelian |
| b. All requested variables entered. |
| **Model Summaryb** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,850a | ,723 | ,714 | 1,407 |
| a. Predictors: (Constant), Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayanan |
| b. Dependent Variable: Total Keputusan Pembelian |
| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 495,809 | 3 | 165,270 | 83,439 | ,000b |
| Residual | 190,151 | 96 | 1,981 |  |  |
| Total | 685,960 | 99 |  |  |  |
| a. Dependent Variable: Total Keputusan Pembelian |
| b. Predictors: (Constant), Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayanan |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 3,798 | 1,162 |  | 3,269 | ,002 |  |  |
| Total Kualitas Pelayanan | ,190 | ,089 | ,208 | 2,131 | ,036 | ,302 | 3,316 |
| Total Kualitas Produk | ,451 | ,094 | ,466 | 4,782 | ,000 | ,304 | 3,295 |
| Total Kelompok Acuan | ,206 | ,075 | ,243 | 2,752 | ,007 | ,372 | 2,690 |
| a. Dependent Variable: Total Keputusan Pembelian |
| **Coefficient Correlationsa** |
| Model | Total Kelompok Acuan | Total Kualitas Produk | Total Kualitas Pelayanan |
| 1 | Correlations | Total Kelompok Acuan | 1,000 | -,373 | -,380 |
| Total Kualitas Produk | -,373 | 1,000 | -,549 |
| Total Kualitas Pelayanan | -,380 | -,549 | 1,000 |
| Covariances | Total Kelompok Acuan | ,006 | -,003 | -,003 |
| Total Kualitas Produk | -,003 | ,009 | -,005 |
| Total Kualitas Pelayanan | -,003 | -,005 | ,008 |
| a. Dependent Variable: Total Keputusan Pembelian |
| **Collinearity Diagnosticsa** |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |
| (Constant) | Total Kualitas Pelayanan | Total Kualitas Produk | Total Kelompok Acuan |
| 1 | 1 | 3,980 | 1,000 | ,00 | ,00 | ,00 | ,00 |
| 2 | ,012 | 18,513 | ,92 | ,03 | ,01 | ,12 |
| 3 | ,005 | 28,279 | ,06 | ,28 | ,14 | ,88 |
| 4 | ,003 | 35,271 | ,02 | ,69 | ,85 | ,00 |
| a. Dependent Variable: Total Keputusan Pembelian |
| **Residuals Statisticsa** |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 16,52 | 24,99 | 21,98 | 2,238 | 100 |
| Residual | -2,733 | 8,484 | ,000 | 1,386 | 100 |
| Std. Predicted Value | -2,442 | 1,347 | ,000 | 1,000 | 100 |
| Std. Residual | -1,942 | 6,028 | ,000 | ,985 | 100 |
| a. Dependent Variable: Total Keputusan Pembelian |

**Uji Heterokedastisitas**

|  |
| --- |
| **Variables Entered/Removeda** |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayananb | . | Enter |
| a. Dependent Variable: Abs\_RES |
| b. All requested variables entered. |
| **Model Summary** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,000a | ,000 | -,031 | 1,40739 |
| a. Predictors: (Constant), Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayanan |
| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | ,000 | 3 | ,000 | ,000 | 1,000b |
| Residual | 190,151 | 96 | 1,981 |  |  |
| Total | 190,151 | 99 |  |  |  |
| a. Dependent Variable: Abs\_RES |
| b. Predictors: (Constant), Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayanan |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 5,684E-16 | 1,162 |  | ,000 | 1,000 |  |  |
| Total Kualitas Pelayanan | ,000 | ,089 | ,000 | ,000 | 1,000 | ,302 | 3,316 |
| Total Kualitas Produk | ,000 | ,094 | ,000 | ,000 | 1,000 | ,304 | 3,295 |
| Total Kelompok Acuan | ,000 | ,075 | ,000 | ,000 | 1,000 | ,372 | 2,690 |
| a. Dependent Variable: Abs\_RES |
| **Coefficient Correlationsa** |
| Model | Total Kelompok Acuan | Total Kualitas Produk | Total Kualitas Pelayanan |
| 1 | Correlations | Total Kelompok Acuan | 1,000 | -,373 | -,380 |
| Total Kualitas Produk | -,373 | 1,000 | -,549 |
| Total Kualitas Pelayanan | -,380 | -,549 | 1,000 |
| Covariances | Total Kelompok Acuan | ,006 | -,003 | -,003 |
| Total Kualitas Produk | -,003 | ,009 | -,005 |
| Total Kualitas Pelayanan | -,003 | -,005 | ,008 |
| a. Dependent Variable: Abs\_RES |
| **Collinearity Diagnosticsa** |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |
| (Constant) | Total Kualitas Pelayanan | Total Kualitas Produk | Total Kelompok Acuan |
| 1 | 1 | 3,980 | 1,000 | ,00 | ,00 | ,00 | ,00 |
| 2 | ,012 | 18,513 | ,92 | ,03 | ,01 | ,12 |
| 3 | ,005 | 28,279 | ,06 | ,28 | ,14 | ,88 |
| 4 | ,003 | 35,271 | ,02 | ,69 | ,85 | ,00 |
| a. Dependent Variable: Abs\_RES |

**Analisis Regresi Linear Berganda, Uji t, Uji F, Koefisien Determinasi**

|  |
| --- |
| **Variables Entered/Removeda** |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayananb | . | Enter |
| a. Dependent Variable: Total Keputusan Pembelian |
| b. All requested variables entered. |
| **Model Summary** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,850a | ,723 | ,714 | 1,407 |
| a. Predictors: (Constant), Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayanan |
| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 495,809 | 3 | 165,270 | 83,439 | ,000b |
| Residual | 190,151 | 96 | 1,981 |  |  |
| Total | 685,960 | 99 |  |  |  |
| a. Dependent Variable: Total Keputusan Pembelian |
| b. Predictors: (Constant), Total Kelompok Acuan, Total Kualitas Produk, Total Kualitas Pelayanan |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 3,798 | 1,162 |  | 3,269 | ,002 |  |  |
| Total Kualitas Pelayanan | ,190 | ,089 | ,208 | 2,131 | ,036 | ,302 | 3,316 |
| Total Kualitas Produk | ,451 | ,094 | ,466 | 4,782 | ,000 | ,304 | 3,295 |
| Total Kelompok Acuan | ,206 | ,075 | ,243 | 2,752 | ,007 | ,372 | 2,690 |
| a. Dependent Variable: Total Keputusan Pembelian |

|  |
| --- |
| **Coefficient Correlationsa** |
| Model | Total Kelompok Acuan | Total Kualitas Produk | Total Kualitas Pelayanan |
| 1 | Correlations | Total Kelompok Acuan | 1,000 | -,373 | -,380 |
| Total Kualitas Produk | -,373 | 1,000 | -,549 |
| Total Kualitas Pelayanan | -,380 | -,549 | 1,000 |
| Covariances | Total Kelompok Acuan | ,006 | -,003 | -,003 |
| Total Kualitas Produk | -,003 | ,009 | -,005 |
| Total Kualitas Pelayanan | -,003 | -,005 | ,008 |
| 1. Dependent Variable: Total Keputusan Pembelian
 |
| **Collinearity Diagnosticsa** |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |
| (Constant) | Total Kualitas Pelayanan | Total Kualitas Produk | Total Kelompok Acuan |
| 1 | 1 | 3,980 | 1,000 | ,00 | ,00 | ,00 | ,00 |
| 2 | ,012 | 18,513 | ,92 | ,03 | ,01 | ,12 |
| 3 | ,005 | 28,279 | ,06 | ,28 | ,14 | ,88 |
| 4 | ,003 | 35,271 | ,02 | ,69 | ,85 | ,00 |
| a. Dependent Variable: Total Keputusan Pembelian |