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vii

**LAMPIRAN**



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**Lampiran 1. Kuesioner Penelitian**

vii

Tabel 1.

Kisi-kisi Pembentuk Angket

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Variabel** | **Indikator** | **Kisi-kisi** |
| 1 | Keputusan konsumen mengenai preferensi atas merek-merek yang ada di dalam kumpulan pilihan. | Pilihan Produk  Pilihan Merk  Pilihan Dealer  Jumlah pembelian  Metode pembayaran (Khasanah dan Arifin, 2017) | * 1. Putusan konsumen sesuai dengan pilihan produk   2. Konsumen memutuskan produk lebih baik dari produk sejenis   3. Produk sesuai dengan keinginan nasabah   4. Putusan membelin produk sesuai dengan kenginannya   5. Pembayaran produk sederhana dan mudah |
| 2. | Persepsi harga merupakan pendapat atau asumsi seorang konsumen tentang harga atau sejumlah uang yang dibebankan untuk membeli di Roti Wahyu. | 1. Pelanggan membayar harga yang wajar 2. Ketepatan penetapan harga 3. Kewajaran kebijakan harga 4. Perubahan harga sesuai dengan etika 5. Harga dapat diterima oleh pelanggan (Herawaty *et al*, 2016)   *.* | * + - 1. Konsumen mendapatkan produk dengan harga yang sesuai.       2. Pelanggan mendapatkan produk sesuai harga yang dibayarkan.       3. Kebijakan harga produk sesuai kewajaran.       4. Perubahan harga sesuai produk yang dijual.       5. Harga dapat diterima oleh pelanggan. |
| 3. | Diferensiasi produk Keragaman produk adalah kumpulan semua produk dan barang yang ditawarkan untuk dijualoleh penjual tertentu. | 1. Ukuran produk yang beragam 2. Jenis produk yang beragam 3. Bahan produk yang beragam 4. Desain produk yang beragam 5. Kualitas produk yang beragam (Dewi dan Sindarko, 2018) | 1. Konsumen membeli karena produk yang ditawarkan bervariasi. 2. Konsumen membeli karena karena jenis produknya beragam 3. Konsumen membeli karena bahan produk yang beragam 4. Konsumen membeli produk karena desain produk yang beragam 5. Konsumen membeli produk karena produknya berkualitas. |
| 4. | Kualitas pelayananmerupakan tingkat keunggulan *(excellence)* yang diharapkan dan pengendalian atas keunggulan tersebut untuk memenuhi keinginan pelanggan. | * + - 1. *Tangibles* (bukti fisik)       2. *Reliabilitity* (kehandalan)       3. *Responsiveness (daya tanggap)*       4. *Assurance (Jaminan)*       5. *Empathy* (empaty)   (Santoso, 2019) | Jumlah karyawan memadai  Kehandalan karyawan dalam melayani pelanggan  Karyawan tanggap terhadap kebutuhan konsumen  Karyawan memberikan kepercayaan terhadap produk yang dijualnya  Karyawan mampu melayani konsumen dengan penuh perhatian. |

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**ANGKET / KUESIONER**

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Yth.

Saudara/i/ Responden

Di Tempat

Dengan Hormat,

Saya sebagai mahasiswa Program Manajemen Jurusan Ekonomi yang sedang menyusun skripsi dengan judul “KEPUTUSAN PEMBELIAN ROTI WAHYU DITINJAU DARI PERSEPSI HARGA, DIFERENSIASI PRODUK DAN KUALITAS PELAYANAN”. Skripsi tersebut merupakan salah satu syarat yang harus dipenuhi untuk memperoleh gelar Sarjana Ekonomi.

Keterkaian dengan hal tersebut saya mohon dengan hormat bantuan bapak/ibu/sdr/i untuk mengisi angket secara lengkap dan jujur sesuai dengan keadaan yang sebenarnya. Jawaban bapak/ibu akan saya rahasiakan, dan saya olah hanya untuk kepentingan studi.

Demikian permohonan saya, atas kesediaan dan kerjasamanya, saya ucapkan terima kasih.

Hormat saya,

**Marga Adhi Hutama**

NIM. 201802P002

**KUESIONER**

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Petunjuk pengisian kuesioner:

1. Bacalah instruksi umum yang diberikan di awal pertanyaan.
2. Jawablah seluruh pertanyaan, tanpa ada yang terlewati.
3. Identitas Responden

Isikan jawaban Anda pada tempat yang sudah disediakan dan beri tanda (X) pada jawaban yang Anda pilih.

1. Jenis kelamin
2. Laki-laki
3. Perempuan
4. Usia (tahun):
5. < 30 tahun
6. 30 – 39 tahun
7. 40 – 49 tahun
8. 50 – 60 tahun
9. > 60 tahun
10. Pendapatan perbulan Rp.
11. Kurang dari 2 juta
12. 2 – 3,9 juta
13. 4 – 4,9 juta
14. Diatas 5 juta
15. Profesi
16. Pelajar/Mahasiswa
17. Wiraswasta
18. Pegawai Swasta
19. PNS
20. Lain-lain: .................

Pernyataan-pernyataan di bawah ini adalah untuk mengetahui atribut atau indikator keputusan pembelian, Persepsi Harga, Deferensiasi Kualitas, dan kualitas pelayanan. Berilah tanda (X) pada jawaban yang anda pilih.

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Cukup

4 = Setuju

5 = Sangat Setuju

**Kepuasan Pembelian**

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|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| 1. | Keputusan konsumen dalam membeli produk Roti Wahyu sesuai dengan pilihannya |  |  |  |  |  |
| 2. | Konsumen memutuskan membeli produk Roti Wahyu lebih baik dari produk sejenis |  |  |  |  |  |
| 3. | Produk-produk Roti Wakyu sesuai dengan keinginan konsumen |  |  |  |  |  |
| 4. | Keputusan membeli produk Roti Wahyu sesuai dengan kenginannya |  |  |  |  |  |
| 5. | Pembayaran produk Roti Wahyu sederhana dan mudah. |  |  |  |  |  |

**Persepsi Harga**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| 1. | Konsumen mendapatkan produk Roti Wahyu dengan harga yang sesuai. |  |  |  |  |  |
| 2. | Pelanggan mendapatkan produk Roti Wahyu sesuai harga yang dibayarkan. |  |  |  |  |  |
| 3. | Kebijakan harga produk Roti Wahyu sesuai kewajaran. |  |  |  |  |  |
| 4. | Perubahan harga sesuai produk Roti Wahyu yang dijual |  |  |  |  |  |
| 5. | Harga produksi Roti Wahyu dapat diterima oleh pelanggan. |  |  |  |  |  |

**Diferensiasi produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| 1. | Konsumen membeli karena produk Roti Wahyu yang ditawarkan bervariasi. |  |  |  |  |  |
| 2. | Konsumen membeli Roti Wahyu karena karena jenis produknya beragam |  |  |  |  |  |
| 3. | Konsumen membeli Roti Wahyu karena bahan produk yang beragam |  |  |  |  |  |
| 4. | Konsumen membeli produk Roti Wahyu karena desain produk yang beragam |  |  |  |  |  |
| 5. | Konsumen membeli produk Roti Wahyu karena produknya berkualitas |  |  |  |  |  |

**Kualitas Pelayanan**

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|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| 1. | Jumlah karyawan Roti Wahyu memadai |  |  |  |  |  |
| 2. | Karyawan Roti Wahyu memiliki kehandalan dalam melayani pelanggan |  |  |  |  |  |
| 3. | Karyawan Roti Wahyu tanggap terhadap kebutuhan konsumen |  |  |  |  |  |
| 4. | Karyawan Roti Wahyu memberikan kepercayaan terhadap produk yang dijualnya |  |  |  |  |  |
| 5. | Karyawan Roti Wahyu mampu melayani konsumen dengan penuh perhatian. |  |  |  |  |  |

**Lampiran 2. Data Uji Coba Kuesioner (30 Orang)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | | | |  | |  | |  | |  | |  | |  | |  | |  |  | |  | |  | |  | |  | |  |  | |  | |  | |  | |  | |  |  |
| **Resp** | **KEPUTUSAN PEMBELIAN** | | | | | | **PERSEPSI HARGA** | | | | | | | | | | | **DEFERENSIASI PRODUK** | | | | | | | | | | | | | **KUALITAS PELAYANAN** | | | | | | | | | | | | |
| **KP1** | **KP2** | **KP3** | **KP4** | **KP5** | **JM** | **PH1** | **PH2** | | **PH3** | | **PH4** | | **PH5** | | **JM** | | **DP1** | | **DP2** | | **DP3** | | | **DP4** | | **DP5** | | **JM** | | **SQ1** | | **SQ2** | | | **SQ3** | | **SQ4** | | **SQ\_5** | | **JML** | |
| 1 | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | | 5 | | 4 | | 5 | | **22** | | 5 | | 4 | | 4 | | | 4 | | 4 | | **21** | | 5 | | 5 | | | 4 | | 5 | | 4 | | 23 | |
| 2 | 3 | 4 | 3 | 4 | 3 | **17** | 5 | 5 | | 5 | | 3 | | 4 | | **22** | | 4 | | 5 | | 5 | | | 4 | | 4 | | **22** | | 4 | | 3 | | | 5 | | 5 | | 4 | | 21 | |
| 3 | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | | 4 | | 4 | | 4 | | **20** | | 5 | | 5 | | 4 | | | 4 | | 5 | | **23** | | 4 | | 5 | | | 4 | | 5 | | 5 | | 23 | |
| 4 | 4 | 5 | 4 | 4 | 3 | **20** | 5 | 5 | | 4 | | 4 | | 4 | | **22** | | 5 | | 4 | | 4 | | | 5 | | 5 | | **23** | | 5 | | 5 | | | 5 | | 5 | | 5 | | 25 | |
| 5 | 4 | 4 | 5 | 4 | 5 | **22** | 5 | 4 | | 4 | | 5 | | 4 | | **22** | | 4 | | 4 | | 4 | | | 4 | | 4 | | **20** | | 4 | | 4 | | | 4 | | 5 | | 5 | | 22 | |
| 6 | 5 | 5 | 5 | 5 | 5 | **25** | 4 | 4 | | 5 | | 5 | | 4 | | **22** | | 4 | | 4 | | 4 | | | 4 | | 4 | | **20** | | 5 | | 4 | | | 5 | | 5 | | 5 | | 24 | |
| 7 | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | | 4 | | 4 | | 4 | | **20** | | 3 | | 3 | | 2 | | | 2 | | 2 | | **12** | | 3 | | 3 | | | 4 | | 3 | | 5 | | 18 | |
| 8 | 4 | 4 | 3 | 4 | 3 | **18** | 4 | 4 | | 4 | | 4 | | 5 | | **21** | | 5 | | 5 | | 5 | | | 5 | | 5 | | **25** | | 5 | | 5 | | | 5 | | 5 | | 5 | | 25 | |
| 9 | 3 | 3 | 2 | 3 | 3 | **14** | 3 | 2 | | 2 | | 2 | | 3 | | **12** | | 5 | | 4 | | 4 | | | 4 | | 4 | | **21** | | 5 | | 5 | | | 4 | | 5 | | 5 | | 24 | |
| 10 | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | | 5 | | 5 | | 5 | | **25** | | 5 | | 4 | | 4 | | | 5 | | 4 | | **22** | | 5 | | 4 | | | 4 | | 5 | | 4 | | 22 | |
| 11 | 4 | 4 | 4 | 5 | 4 | **21** | 4 | 4 | | 4 | | 4 | | 4 | | **20** | | 4 | | 3 | | 2 | | | 3 | | 4 | | **16** | | 5 | | 5 | | | 4 | | 4 | | 4 | | 22 | |
| 12 | 5 | 4 | 3 | 3 | 3 | **18** | 4 | 4 | | 5 | | 4 | | 5 | | **22** | | 4 | | 4 | | 4 | | | 4 | | 4 | | **20** | | 5 | | 4 | | | 4 | | 4 | | 4 | | 21 | |
| 13 | 3 | 3 | 3 | 3 | 2 | **14** | 3 | 2 | | 3 | | 4 | | 4 | | **16** | | 4 | | 4 | | 4 | | | 3 | | 4 | | **19** | | 3 | | 3 | | | 4 | | 3 | | 4 | | 17 | |
| 14 | 4 | 4 | 3 | 5 | 3 | **19** | 4 | 4 | | 4 | | 4 | | 4 | | **20** | | 5 | | 5 | | 4 | | | 4 | | 5 | | **23** | | 4 | | 5 | | | 4 | | 5 | | 4 | | 22 | |
| 15 | 3 | 3 | 2 | 3 | 2 | **13** | 4 | 4 | | 3 | | 4 | | 3 | | **18** | | 5 | | 3 | | 3 | | | 3 | | 3 | | **17** | | 4 | | 4 | | | 3 | | 5 | | 3 | | 19 | |
| 16 | 4 | 4 | 5 | 4 | 5 | **22** | 5 | 4 | | 4 | | 5 | | 4 | | **22** | | 5 | | 4 | | 5 | | | 5 | | 5 | | **24** | | 4 | | 5 | | | 5 | | 5 | | 5 | | 24 | |
| 17 | 3 | 3 | 3 | 3 | 4 | **16** | 3 | 3 | | 3 | | 3 | | 4 | | **16** | | 4 | | 4 | | 4 | | | 3 | | 3 | | **18** | | 4 | | 4 | | | 4 | | 4 | | 4 | | 20 | |
| 18 | 5 | 4 | 5 | 5 | 5 | **24** | 4 | 5 | | 5 | | 5 | | 5 | | **24** | | 4 | | 5 | | 5 | | | 4 | | 4 | | **22** | | 5 | | 5 | | | 5 | | 4 | | 5 | | 24 | |
| 19 | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | | 3 | | 3 | | 4 | | **18** | | 4 | | 4 | | 3 | | | 3 | | 3 | | **17** | | 3 | | 4 | | | 4 | | 5 | | 4 | | 20 | |
| 20 | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | | 4 | | 4 | | 5 | | **23** | | 5 | | 5 | | 5 | | | 3 | | 3 | | **21** | | 5 | | 5 | | | 5 | | 5 | | 5 | | 25 | |
| 21 | 4 | 4 | 4 | 4 | 2 | **18** | 4 | 3 | | 3 | | 3 | | 4 | | **17** | | 5 | | 5 | | 5 | | | 5 | | 4 | | **24** | | 4 | | 3 | | | 3 | | 4 | | 4 | | 18 | |
| 22 | 5 | 5 | 3 | 3 | 5 | **21** | 5 | 5 | | 3 | | 3 | | 5 | | **21** | | 5 | | 5 | | 4 | | | 5 | | 5 | | **24** | | 5 | | 5 | | | 5 | | 4 | | 5 | | 24 | |
| 23 | 5 | 5 | 5 | 4 | 5 | **24** | 5 | 5 | | 5 | | 4 | | 4 | | **23** | | 5 | | 5 | | 5 | | | 5 | | 5 | | **25** | | 5 | | 5 | | | 5 | | 5 | | 5 | | 25 | |
| 24 | 5 | 4 | 5 | 4 | 5 | **23** | 5 | 4 | | 5 | | 5 | | 4 | | **23** | | 5 | | 5 | | 5 | | | 5 | | 5 | | **25** | | 5 | | 4 | | | 4 | | 5 | | 4 | | 22 | |
| 25 | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | | 5 | | 5 | | 5 | | **25** | | 4 | | 4 | | 4 | | | 4 | | 4 | | **20** | | 4 | | 4 | | | 4 | | 4 | | 4 | | 20 | |
| 26 | 4 | 4 | 3 | 3 | 3 | **17** | 5 | 5 | | 5 | | 5 | | 5 | | **25** | | 4 | | 4 | | 5 | | | 5 | | 4 | | **22** | | 4 | | 5 | | | 5 | | 4 | | 5 | | 23 | |
| 27 | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | | 4 | | 4 | | 4 | | **20** | | 4 | | 3 | | 4 | | | 3 | | 3 | | **17** | | 3 | | 3 | | | 3 | | 3 | | 3 | | 15 | |
| 28 | 4 | 4 | 3 | 4 | 3 | **18** | 4 | 5 | | 5 | | 4 | | 4 | | **22** | | 5 | | 5 | | 5 | | | 5 | | 4 | | **24** | | 4 | | 3 | | | 3 | | 4 | | 4 | | 18 | |
| 29 | 4 | 4 | 3 | 3 | 3 | **17** | 3 | 4 | | 3 | | 3 | | 3 | | **16** | | 4 | | 4 | | 5 | | | 4 | | 5 | | **22** | | 4 | | 4 | | | 5 | | 5 | | 5 | | 23 | |
| 30 | 5 | 5 | 5 | 4 | 5 | **24** | 5 | 5 | | 5 | | 4 | | 4 | | **23** | | 5 | | 4 | | 4 | | | 4 | | 3 | | **20** | | 3 | | 4 | | | 4 | | 4 | | 4 | | 19 | |

**Lampiran 3. Uji Validitas dan Reliabilitas**

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**Keputusan Pembelian (KP)**

**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | KP\_1 | KP\_2 | KP\_3 | KP\_4 | KP\_5 | JML\_1 |
| KP\_1 | Pearson Correlation | 1 | .811\*\* | .693\*\* | .492\*\* | .695\*\* | .855\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .006 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| KP\_2 | Pearson Correlation | .811\*\* | 1 | .650\*\* | .545\*\* | .607\*\* | .823\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .002 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| KP\_3 | Pearson Correlation | .693\*\* | .650\*\* | 1 | .684\*\* | .798\*\* | .921\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| KP\_4 | Pearson Correlation | .492\*\* | .545\*\* | .684\*\* | 1 | .501\*\* | .748\*\* |
| Sig. (2-tailed) | .006 | .002 | .000 |  | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| KP\_5 | Pearson Correlation | .695\*\* | .607\*\* | .798\*\* | .501\*\* | 1 | .879\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .005 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| JML\_1 | Pearson Correlation | .855\*\* | .823\*\* | .921\*\* | .748\*\* | .879\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

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|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .814 | 6 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| KP\_1 | 4.17 | .699 | 30 |
| KP\_2 | 4.13 | .629 | 30 |
| KP\_3 | 3.87 | .973 | 30 |
| KP\_4 | 3.97 | .718 | 30 |
| KP\_5 | 3.87 | 1.042 | 30 |
| JML\_1 | 20.00 | 3.464 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KP\_1 | 35.83 | 40.213 | .823 | .785 |
| KP\_2 | 35.87 | 41.223 | .790 | .794 |
| KP\_3 | 36.13 | 36.533 | .894 | .754 |
| KP\_4 | 36.03 | 41.068 | .697 | .796 |
| KP\_5 | 36.13 | 36.395 | .837 | .757 |
| JML\_1 | 20.00 | 12.000 | 1.000 | .892 |

**Persepsi Harga (PH)**

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**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | PH\_1 | PH\_2 | PH\_3 | PH\_4 | PH\_5 | JML\_2 |
| PH\_1 | Pearson Correlation | 1 | .757\*\* | .575\*\* | .506\*\* | .441\* | .814\*\* |
| Sig. (2-tailed) |  | .000 | .001 | .004 | .015 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| PH\_2 | Pearson Correlation | .757\*\* | 1 | .678\*\* | .420\* | .474\*\* | .839\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .021 | .008 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| PH\_3 | Pearson Correlation | .575\*\* | .678\*\* | 1 | .693\*\* | .536\*\* | .885\*\* |
| Sig. (2-tailed) | .001 | .000 |  | .000 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| PH\_4 | Pearson Correlation | .506\*\* | .420\* | .693\*\* | 1 | .430\* | .769\*\* |
| Sig. (2-tailed) | .004 | .021 | .000 |  | .018 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| PH\_5 | Pearson Correlation | .441\* | .474\*\* | .536\*\* | .430\* | 1 | .691\*\* |
| Sig. (2-tailed) | .015 | .008 | .002 | .018 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| JML\_2 | Pearson Correlation | .814\*\* | .839\*\* | .885\*\* | .769\*\* | .691\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 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). | | | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .806 | 6 |

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|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| PH\_1 | 4.27 | .691 | 30 |
| PH\_2 | 4.17 | .834 | 30 |
| PH\_3 | 4.10 | .885 | 30 |
| PH\_4 | 4.00 | .788 | 30 |
| PH\_5 | 4.20 | .610 | 30 |
| JML\_2 | 20.73 | 3.073 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| PH\_1 | 37.20 | 31.338 | .770 | .775 |
| PH\_2 | 37.30 | 29.872 | .791 | .761 |
| PH\_3 | 37.37 | 28.930 | .847 | .748 |
| PH\_4 | 37.47 | 30.947 | .708 | .774 |
| PH\_5 | 37.27 | 32.961 | .634 | .794 |
| JML\_2 | 20.73 | 9.444 | 1.000 | .860 |

**Diferensiasi Produk (DP)**

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**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | DP\_1 | DP\_2 | DP\_3 | DP\_4 | DP\_5 | JML\_4 |
| DP\_1 | Pearson Correlation | 1 | .488\*\* | .397\* | .602\*\* | .484\*\* | .697\*\* |
| Sig. (2-tailed) |  | .006 | .030 | .000 | .007 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| DP\_2 | Pearson Correlation | .488\*\* | 1 | .721\*\* | .583\*\* | .551\*\* | .815\*\* |
| Sig. (2-tailed) | .006 |  | .000 | .001 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| DP\_3 | Pearson Correlation | .397\* | .721\*\* | 1 | .673\*\* | .503\*\* | .824\*\* |
| Sig. (2-tailed) | .030 | .000 |  | .000 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| DP\_4 | Pearson Correlation | .602\*\* | .583\*\* | .673\*\* | 1 | .751\*\* | .899\*\* |
| Sig. (2-tailed) | .000 | .001 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| DP\_5 | Pearson Correlation | .484\*\* | .551\*\* | .503\*\* | .751\*\* | 1 | .820\*\* |
| Sig. (2-tailed) | .007 | .002 | .005 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| JML\_4 | Pearson Correlation | .697\*\* | .815\*\* | .824\*\* | .899\*\* | .820\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 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). | | | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .809 | 6 |

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|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| DP\_1 | 4.50 | .572 | 30 |
| DP\_2 | 4.23 | .679 | 30 |
| DP\_3 | 4.17 | .834 | 30 |
| DP\_4 | 4.03 | .850 | 30 |
| DP\_5 | 4.03 | .809 | 30 |
| JML\_4 | 20.97 | 3.068 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| DP\_1 | 37.43 | 33.082 | .644 | .799 |
| DP\_2 | 37.70 | 31.321 | .772 | .779 |
| DP\_3 | 37.77 | 29.909 | .772 | .766 |
| DP\_4 | 37.90 | 28.990 | .867 | .752 |
| DP\_5 | 37.90 | 30.162 | .769 | .768 |
| JML\_4 | 20.97 | 9.413 | 1.000 | .870 |

**Kualitas Pelayanan (SQ)**

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**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | SQ\_1 | SQ\_2 | SQ\_3 | SQ\_4 | SQ\_5 | JML\_5 |
| SQ\_1 | Pearson Correlation | 1 | .610\*\* | .421\* | .497\*\* | .360 | .767\*\* |
| Sig. (2-tailed) |  | .000 | .020 | .005 | .051 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| SQ\_2 | Pearson Correlation | .610\*\* | 1 | .549\*\* | .506\*\* | .516\*\* | .843\*\* |
| Sig. (2-tailed) | .000 |  | .002 | .004 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| SQ\_3 | Pearson Correlation | .421\* | .549\*\* | 1 | .353 | .752\*\* | .790\*\* |
| Sig. (2-tailed) | .020 | .002 |  | .056 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| SQ\_4 | Pearson Correlation | .497\*\* | .506\*\* | .353 | 1 | .277 | .690\*\* |
| Sig. (2-tailed) | .005 | .004 | .056 |  | .139 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| SQ\_5 | Pearson Correlation | .360 | .516\*\* | .752\*\* | .277 | 1 | .740\*\* |
| Sig. (2-tailed) | .051 | .003 | .000 | .139 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| JML\_5 | Pearson Correlation | .767\*\* | .843\*\* | .790\*\* | .690\*\* | .740\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 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). | | | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .798 | 6 |

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|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| SQ\_1 | 4.27 | .740 | 30 |
| SQ\_2 | 4.23 | .774 | 30 |
| SQ\_3 | 4.23 | .679 | 30 |
| SQ\_4 | 4.47 | .681 | 30 |
| SQ\_5 | 4.40 | .621 | 30 |
| JML\_5 | 21.60 | 2.686 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| SQ\_1 | 38.93 | 23.306 | .700 | .761 |
| SQ\_2 | 38.97 | 22.447 | .792 | .745 |
| SQ\_3 | 38.97 | 23.551 | .735 | .761 |
| SQ\_4 | 38.73 | 24.271 | .614 | .776 |
| SQ\_5 | 38.80 | 24.303 | .680 | .772 |
| JML\_5 | 21.60 | 7.214 | 1.000 | .824 |

**Rekap Hasil Veliditas dan Reliabilitas**

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Hasil Uji Validitas Untuk Variabel Keputusan Pembelian (KP)

|  |  |  |  |
| --- | --- | --- | --- |
| Item Pertanyaan | r hitung | r table | Keterangan |
| KP\_1  KP\_2  KP\_3  KP\_4  KP\_5 | 0,855  0,823  0,921  0,748  0,879 | 0,301  0,301  0,301  0,301  0,301 | Valid  Valid  Valid  Valid  Valid |

Sumber : Data yang diolah, Oktober 2021.

Hasil Uji Validitas Untuk Variabel Persepsi Harga (PH)

|  |  |  |  |
| --- | --- | --- | --- |
| Item Pertanyaan | r hitung | r table | Keterangan |
| PH\_1  PH\_2  PH\_3  PH\_4  PH\_5 | 0,814  0,834  0,885  0,769  0,691 | 0,301  0,301  0,301  0,301  0,301 | Valid  Valid  Valid  Valid  Valid |

Sumber : Data yang diolah, Oktober 2021.

Hasil Uji Validitas Untuk Variabel Diferensiasi Produk (DP)

|  |  |  |  |
| --- | --- | --- | --- |
| Item Pertanyaan | r hitung | r table | Keterangan |
| DP\_1  DP\_2  DP\_3  DP\_4  DP\_5 | 0,528  0,792  0,872  0,787  0,863 | 0,301  0,301  0,301  0,301  0,301 | Valid  Valid  Valid  Valid  Valid |

Sumber : Data yang diolah, Oktober 2021.

Hasil Uji Validitas Untuk Variabel Kualitas Pelayanan (SQ)

|  |  |  |  |
| --- | --- | --- | --- |
| Item Pertanyaan | r hitung | r table | Keterangan |
| KP\_1  KP\_2  KP\_3  KP\_4  KP\_5 | 0,767  0,843  0,790  0,690  0,740 | 0,301  0,301  0,301  0,301  0,301 | Valid  Valid  Valid  Valid  Valid |

Sumber : Data yang diolah, Oktober 2021.

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Hasil Uji Reliabilitas

|  |  |  |  |
| --- | --- | --- | --- |
| Variabel | *Alpha Cronbach* | Kriteria | Keterangan |
| Keputusan Pembelian  Persepsi Harga  Diferensiasi Produk  Kualitas Pelayanan | 0,814  0,806  0,809  0,798 | *Alpha Cronbach* ˃ 0,60 maka *reliabel* | Reliabel  Reliabel  Reliabel  Reliabel |

Sumber : Data yang diolah, Oktober 2021.

**Lampiran 4.Data Karakteristik Penelitian**

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

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**Frekuensi Karakteristik Responden**

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**Frequencies**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | |
|  | | Jenis Kelamin | Usia (tahun) | Pendapatan Per Bulan (Rp.) | Profesi |
| N | Valid | 96 | 96 | 96 | 96 |
| Missing | 0 | 0 | 0 | 0 |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis Kelamin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-laki | 59 | 61.5 | 61.5 | 61.5 |
| Perempuan | 37 | 38.5 | 38.5 | 100.0 |
| Total | 96 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Usia (tahun)** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < 30 Tahun | 60 | 62.5 | 62.5 | 62.5 |
| 30-39 Tahun | 6 | 6.3 | 6.3 | 68.8 |
| 40-49 Tahun | 18 | 18.8 | 18.8 | 87.5 |
| 50-60 Tahun | 12 | 12.5 | 12.5 | 100.0 |
| Total | 96 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pendapatan Per Bulan (Rp.)** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < 2 Juta | 37 | 38.5 | 38.5 | 38.5 |
| 2-3,9 Juta | 23 | 24.0 | 24.0 | 62.5 |
| 4-4,9 Juta | 30 | 31.3 | 31.3 | 93.8 |
| 5 | 6 | 6.3 | 6.3 | 100.0 |
| Total | 96 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Profesi** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pelajar/Mahasiswa | 29 | 30.2 | 30.2 | 30.2 |
| Wiraswasta | 18 | 18.8 | 18.8 | 49.0 |
| Pegawai Swasta | 20 | 20.8 | 20.8 | 69.8 |
| PNS | 25 | 26.0 | 26.0 | 95.8 |
| Profesi Lainnya | 4 | 4.2 | 4.2 | 100.0 |
| Total | 96 | 100.0 | 100.0 |  |

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**Lampiran 5. Data Penelitian**

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|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **TABULASI HASIL PENELITIAN** | | | | | | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **PERSEPSI HARGA, DIFERENSIASI PRODUK, KUALITAS PELAYANAN, DAN KEPUTUSAN PEMBELIAN** | | | | | | | | | | | | | | | | | | | | | | | | | |  |
| **DI ROTI WAHYU SUKOHARJO** | | | | | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **No** | **Resp** | | **VARIABEL INDEPENDEN** | | | | | | | | | | | | | | | | | | **VARIABEL DEPENDEN** | | | | | |
| **Harga (H)** | | | | | **Jml** | **Diferensiasi Produk (DP)** | | | | | **Jml** | **Kualitas Pelayanan (KP)** | | | | | **Jml** | **Keputusan Pembelian (KP)** | | | | |  |
| **1** | **2** | **3** | **4** | **5** |  | **1** | **2** | **3** | **4** | **5** |  | **1** | **2** | **3** | **4** | **5** |  | **1** | **2** | **3** | **4** | **5** |  |
| 1 | R | 1 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | R | 2 | 4 | 4 | 5 | 5 | 4 | 22 | 3 | 4 | 4 | 3 | 4 | 18 | 5 | 5 | 5 | 3 | 4 | 22 | 3 | 4 | 3 | 4 | 3 | 17 |
| 3 | R | 3 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | R | 4 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 5 | 5 | 4 | 21 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 5 | 4 | 4 | 3 | 20 |
| 5 | R | 5 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 4 | 5 | 22 |
| 6 | R | 6 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 5 | 5 | 4 | 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | R | 7 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 8 | R | 8 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 3 | 4 | 3 | 18 |
| 9 | R | 9 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 4 | 3 | 3 | 16 | 3 | 2 | 2 | 2 | 3 | 12 | 3 | 3 | 2 | 3 | 3 | 14 |
| 10 | R | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | R | 11 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 4 | 21 |
| 12 | R | 12 | 4 | 4 | 3 | 4 | 5 | 20 | 3 | 4 | 4 | 3 | 4 | 18 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 4 | 3 | 3 | 3 | 18 |
| 13 | R | 13 | 4 | 3 | 4 | 3 | 4 | 18 | 5 | 5 | 4 | 4 | 4 | 22 | 3 | 2 | 3 | 4 | 4 | 16 | 3 | 3 | 3 | 3 | 2 | 14 |
| 14 | R | 14 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 5 | 3 | 19 |
| 15 | R | 15 | 3 | 4 | 3 | 3 | 4 | 17 | 3 | 3 | 4 | 3 | 4 | 17 | 4 | 4 | 3 | 4 | 3 | 18 | 3 | 3 | 2 | 3 | 2 | 13 |
| 16 | R | 16 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 4 | 5 | 22 |
| 17 | R | 17 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 3 | 3 | 3 | 17 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 3 | 3 | 3 | 4 | 16 |
| 18 | R | 18 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 5 | 4 | 5 | 23 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 4 | 5 | 5 | 5 | 24  vii |
| 19 | R | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 3 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 20 | R | 20 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 21 | R | 21 | 3 | 4 | 4 | 4 | 4 | 19 | 3 | 4 | 4 | 2 | 4 | 17 | 4 | 3 | 3 | 3 | 4 | 17 | 4 | 4 | 4 | 4 | 2 | 18 |
| 22 | R | 22 | 3 | 5 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 3 | 3 | 5 | 21 | 5 | 5 | 3 | 3 | 5 | 21 |
| 23 | R | 23 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 3 | 3 | 4 | 4 | 18 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 5 | 5 | 4 | 5 | 24 |
| 24 | R | 24 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 4 | 5 | 4 | 5 | 23 |
| 25 | R | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 26 | R | 26 | 4 | 4 | 3 | 4 | 5 | 20 | 5 | 4 | 4 | 5 | 4 | 22 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 3 | 3 | 3 | 17 |
| 27 | R | 27 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 28 | R | 28 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 5 | 5 | 4 | 5 | 23 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 4 | 3 | 4 | 3 | 18 |
| 29 | R | 29 | 3 | 4 | 3 | 4 | 4 | 18 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 3 | 3 | 3 | 16 | 4 | 4 | 3 | 3 | 3 | 17 |
| 30 | R | 30 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 3 | 3 | 4 | 4 | 18 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 5 | 5 | 4 | 5 | 24 |
| 31 | R | 31 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 4 | 22 |
| 32 | R | 32 | 4 | 4 | 4 | 4 | 5 | 21 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 4 | 3 | 3 | 3 | 17 |
| 33 | R | 33 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 34 | R | 34 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 35 | R | 35 | 3 | 3 | 4 | 4 | 3 | 17 | 5 | 4 | 4 | 3 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 3 | 3 | 4 | 17 |
| 36 | R | 36 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 37 | R | 37 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 2 | 3 | 3 | 14 | 3 | 3 | 3 | 3 | 3 | 15 |
| 38 | R | 38 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 39 | R | 39 | 3 | 5 | 5 | 5 | 5 | 23 | 3 | 3 | 5 | 5 | 3 | 19 | 4 | 4 | 4 | 5 | 5 | 22 | 3 | 3 | 3 | 3 | 3 | 15 |
| 40 | R | 40 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 5 | 4 | 23 |
| 41 | R | 41 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 4 | 21 |
| 42 | R | 42 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 3 | 19 |
| 43 | R | 43 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 3 | 4 | 20 | 3 | 4 | 3 | 4 | 3 | 17 |
| 44 | R | 44 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | R | 45 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 5 | 5 | 4 | 4 | 22 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 4 | 4 | 4 | 4 | 21 |
| 46 | R | 46 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 3 | 4 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 3 | 3 | 3 | 3 | 16 |
| 47 | R | 47 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 3 | 4 | 3 | 4 | 18 | 3 | 3 | 4 | 4 | 2 | 16 | 3 | 4 | 2 | 4 | 3 | 16  vii |
| 48 | R | 48 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 49 | R | 49 | 4 | 4 | 5 | 3 | 5 | 21 | 3 | 5 | 4 | 4 | 5 | 21 | 5 | 4 | 4 | 4 | 4 | 21 | 3 | 5 | 5 | 4 | 4 | 21 |
| 50 | R | 50 | 5 | 4 | 5 | 3 | 4 | 21 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 3 | 3 | 3 | 17 |
| 51 | R | 51 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | R | 52 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 53 | R | 53 | 3 | 3 | 3 | 4 | 4 | 17 | 4 | 3 | 4 | 4 | 3 | 18 | 3 | 3 | 3 | 4 | 4 | 17 | 4 | 3 | 3 | 3 | 3 | 16 |
| 54 | R | 54 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 55 | R | 55 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 5 | 5 | 4 | 22 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 5 | 5 | 4 | 5 | 23 |
| 56 | R | 56 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 3 | 5 | 5 | 23 |
| 57 | R | 57 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 58 | R | 58 | 2 | 2 | 2 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 2 | 10 |
| 59 | R | 59 | 5 | 4 | 4 | 5 | 5 | 23 | 3 | 5 | 5 | 4 | 4 | 21 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 4 | 4 | 4 | 4 | 21 |
| 60 | R | 60 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | R | 61 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 62 | R | 62 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 63 | R | 63 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 64 | R | 64 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 3 | 23 |
| 65 | R | 65 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 5 | 1 | 20 |
| 66 | R | 66 | 4 | 5 | 5 | 4 | 4 | 22 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 5 | 4 | 4 | 5 | 22 | 5 | 5 | 4 | 5 | 4 | 23 |
| 67 | R | 67 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 68 | R | 68 | 4 | 3 | 3 | 5 | 5 | 20 | 4 | 5 | 5 | 4 | 3 | 21 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 3 | 4 | 3 | 18 |
| 69 | R | 69 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 70 | R | 70 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 4 | 22 |
| 71 | R | 71 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 4 | 5 | 23 | 4 | 4 | 4 | 5 | 4 | 21 |
| 72 | R | 72 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 73 | R | 73 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 74 | R | 74 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | R | 75 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 5 | 4 | 5 | 5 | 24 |
| 76 | R | 76 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 77 | R | 77 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 5 | 4 | 5 | 5 | 23 |
| 78 | R | 78 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 4 | 4 | 4 | 22 |
| 79 | R | 79 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 4 | 19 |
| 80 | R | 80 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | R | 81 | 5 | 5 | 4 | 3 | 5 | 22 | 4 | 4 | 4 | 5 | 4 | 21 | 3 | 4 | 4 | 4 | 3 | 18 | 4 | 4 | 5 | 3 | 3 | 19 |
| 82 | R | 82 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 83 | R | 83 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 84 | R | 84 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 85 | R | 85 | 5 | 5 | 4 | 3 | 5 | 22 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 5 | 3 | 4 | 4 | 20 |
| 86 | R | 86 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 5 | 3 | 20 |
| 87 | R | 87 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 4 | 4 | 4 | 3 | 18 |
| 88 | R | 88 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 4 | 4 | 3 | 17 | 3 | 4 | 4 | 4 | 4 | 19 | 3 | 3 | 3 | 3 | 3 | 15 |
| 89 | R | 89 | 4 | 4 | 4 | 2 | 3 | 17 | 3 | 4 | 3 | 3 | 3 | 16 | 3 | 2 | 3 | 3 | 2 | 13 | 3 | 3 | 3 | 3 | 2 | 14 |
| 90 | R | 90 | 4 | 5 | 5 | 4 | 5 | 23 | 3 | 4 | 3 | 3 | 4 | 17 | 3 | 4 | 4 | 3 | 5 | 19 | 5 | 3 | 4 | 5 | 5 | 22 |
| 91 | R | 91 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 4 | 5 | 4 | 22 |
| 92 | R | 92 | 4 | 4 | 4 | 2 | 2 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 2 | 4 | 4 | 18 |
| 93 | R | 93 | 3 | 4 | 4 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 3 | 3 | 3 | 4 | 17 | 3 | 4 | 4 | 3 | 2 | 16 |
| 94 | R | 94 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | R | 95 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 4 | 3 | 3 | 3 | 17 |
| 96 | R | 96 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 4 | 24 |

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**Summarize**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summarya** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| Persepsi Harga | 96 | 100.0% | 0 | 0.0% | 96 | 100.0% |
| Diferensiasi Produk | 96 | 100.0% | 0 | 0.0% | 96 | 100.0% |
| Kualitas Pelayanan | 96 | 100.0% | 0 | 0.0% | 96 | 100.0% |
| Keputusan Pembelian | 96 | 100.0% | 0 | 0.0% | 96 | 100.0% |
| Unstandardized Residual | 96 | 100.0% | 0 | 0.0% | 96 | 100.0% |
| ABS\_Res | 96 | 100.0% | 0 | 0.0% | 96 | 100.0% |
| a. Limited to first 100 cases. | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Case Summariesa** | | | | | | | | | | | | | |
|  | Persepsi Harga | | | Diferensiasi Produk | | Kualitas Pelayanan | | Keputusan Pembelian | | Unstandardized Residual | | ABS\_Res | |
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| 4 | 20 | | | 21 | | 22 | | 20 | | -.27350 | | .27 | |
| 5 | 22 | | | 22 | | 22 | | 22 | | .85661 | | .86 | |
| 6 | 25 | | | 25 | | 22 | | 25 | | 2.02802 | | 2.03 | |
| 7 | 20 | | | 21 | | 20 | | 20 | | .55568 | | .56 | |
| 8 | 21 | | | 24 | | 21 | | 18 | | -3.16677 | | 3.17 | |
| 9 | 15 | | | 16 | | 12 | | 14 | | .92004 | | .92 | |
| 10 | 25 | | | 25 | | 25 | | 25 | | .78425 | | .78 | |
| 11 | 23 | | | 23 | | 20 | | 21 | | .07626 | | .08 | |
| 12 | 20 | | | 18 | | 22 | | 18 | | -1.22600 | | 1.23 | |
| 13 | 18 | | | 22 | | 16 | | 14 | | -3.61441 | | 3.61 | |
| 14 | 22 | | | 20 | | 20 | | 19 | | -.61588 | | .62 | |
| 15 | 17 | | | 17 | | 18 | | 13 | | -3.43739 | | 3.44 | |
| 16 | 22 | | | 22 | | 22 | | 22 | | .85661 | | .86 | |
| 17 | 24 | | | 17 | | 16 | | 16 | | -1.43075 | | 1.43 | |
| 18 | 24 | | | 23 | | 24 | | 24 | | 1.15754 | | 1.16 | |
| 19 | 20 | | | 20 | | 18 | | 20 | | 1.73402 | | 1.73 | |
| 20 | 23 | | | 24 | | 23 | | 25 | | 2.48332 | | 2.48 | |
| 21 | 19 | | | 17 | | 17 | | 18 | | 1.45647 | | 1.46 | |
| 22 | 23 | | | 25 | | 21 | | 21 | | -1.03666  vii | | 1.04 | |
| 23 | 20 | | | 18 | | 23 | | 24 | | 4.35941 | | 4.36 | |
| 24 | 24 | | | 24 | | 23 | | 23 | | .22296 | | .22 | |
| 25 | 25 | | | 25 | | 25 | | 25 | | .78425 | | .78 | |
| 26 | 20 | | | 22 | | 25 | | 17 | | -4.86644 | | 4.87 | |
| 27 | 20 | | | 20 | | 20 | | 20 | | .90484 | | .90 | |
| 28 | 22 | | | 23 | | 22 | | 18 | | -3.49256 | | 3.49 | |
| 29 | 18 | | | 15 | | 16 | | 17 | | 1.82976 | | 1.83 | |
| 30 | 20 | | | 18 | | 23 | | 24 | | 4.35941 | | 4.36 | |
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| 32 | 21 | | | 19 | | 18 | | 17 | | -1.17717 | | 1.18 | |
| 33 | 24 | | | 25 | | 24 | | 25 | | 1.45920 | | 1.46 | |
| 34 | 25 | | | 22 | | 22 | | 25 | | 3.07552 | | 3.08 | |
| 35 | 17 | | | 20 | | 20 | | 17 | | -1.31407 | | 1.31 | |
| 36 | 20 | | | 20 | | 20 | | 20 | | .90484 | | .90 | |
| 37 | 15 | | | 15 | | 14 | | 15 | | 1.44002 | | 1.44 | |
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| 56 | 25 | | | 25 | | 25 | | 23 | | -1.21575 | | 1.22 | |
| 57 | 25 | | | 25 | | 25 | | 25 | | .78425 | | .78 | |
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| 61 | 20 | | | 21 | | 20 | | 20 | | .55568 | | .56 | |
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| 64 | 20 | | | 22 | | 20 | | 23 | | 3.20651 | | 3.21 | |
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| 66 | 22 | | | 24 | | 22 | | 23 | | 1.15827 | | 1.16 | |
| 67 | 25 | | | 25 | | 25 | | 25 | | .78425 | | .78 | |
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| 70 | 23 | | | 23 | | 21 | | 22 | | .66167 | | .66 | |
| 71 | 24 | | | 24 | | 23 | | 21 | | -1.77704 | | 1.78 | |
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| 73 | 25 | | | 25 | | 25 | | 25 | | .78425 | | .78 | |
| 74 | 25 | | | 25 | | 25 | | 25 | | .78425 | | .78 | |
| 75 | 24 | | | 23 | | 23 | | 24 | | 1.57213 | | 1.57 | |
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| 78 | 25 | | | 24 | | 24 | | 22 | | -1.45199 | | 1.45 | |
| 79 | 20 | | | 20 | | 20 | | 19 | | -.09516 | | .10 | |
| 80 | 25 | | | 25 | | 25 | | 25 | | .78425 | | .78 | |
| 81 | 22 | | | 21 | | 18 | | 19 | | -.13587 | | .14 | |
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| 83 | 24 | | | 25 | | 25 | | 25 | | 1.04461 | | 1.04 | |
| 84 | 15 | | | 15 | | 15 | | 15 | | 1.02543 | | 1.03 | |
| 85 | 22 | | | 25 | | 21 | | 20 | | -1.77630 | | 1.78 | |
| 86 | 23 | | | 23 | | 22 | | 20 | | -1.75292 | | 1.75 | |
| 87 | 20 | | | 18 | | 19 | | 18 | | .01776 | | .02 | |
| 88 | 15 | | | 17 | | 19 | | 15 | | -1.33126 | | 1.33 | |
| 89 | 17 | | | 16 | | 13 | | 14 | | -.01528 | | .02 | |
| 90 | 23 | | | 17 | | 19 | | 22 | | 3.58584 | | 3.59 | |
| 91 | 25 | | | 23 | | 24 | | 22 | | -1.10283 | | 1.10 | |
| 92 | 16 | | | 20 | | 22 | | 18 | | -.88288 | | .88 | |
| 93 | 19 | | | 19 | | 17 | | 16 | | -1.24186 | | 1.24 | |
| 94 | 20 | | | 20 | | 20 | | 20 | | .90484 | | .90 | |
| 95 | 20 | | | 19 | | 18 | | 17 | | -.91681 | | .92 | |
| 96 | 23 | | | 24 | | 24 | | 24 | | 1.06873 | | 1.07 | |
| Total | | N | 96 | | 96 | | 96 | | 96 | | 96 | | 96 | |
| a. Limited to first 100 cases. | | | | | | | | | | | | | |

vii

**Lampiran 6. Uji Asumsi Klasik**

vii

**Regression**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Kualitas Pelayanan , Diferensiasi Produk, Persepsi Hargab | . | 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 | .344a | .118 | .089 | 1.12875 |
| a. Predictors: (Constant), Kualitas Pelayanan , Diferensiasi Produk, Persepsi Harga | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 15.696 | 3 | 5.232 | 1.106 | .109b |
| Residual | 117.215 | 92 | 1.274 |  |  |
| Total | 132.911 | 95 |  |  |  |
| a. Dependent Variable: ABS\_Res | | | | | | |
| b. Predictors: (Constant), Kualitas Pelayanan , Diferensiasi Produk, Persepsi Harga | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.777 | .845 |  | 2.103 | .038 |
| Persepsi Harga | .042 | .073 | .110 | .581 | .562 |
| Diferensiasi Produk | -.228 | .068 | -.618 | -1.336 | .201 |
| Kualitas Pelayanan | .170 | .069 | .475 | 1.468 | .115 |
| a. Dependent Variable: ABS\_Res | | | | | | |

vii

**Hasil Uji Normalitas**

**Descriptives**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Skewness | | Kurtosis | |
| Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Unstandardized Residual | 96 | .685 | .346 | 1.326 | .588 |
| Valid N (listwise) | 96 |  |  |  |  |

**Lampiran 7. Hasil Analisis Regresi Linier Berganda**

vii

**Regression**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Kualitas Pelayanan , Diferensiasi Produk, Persepsi Hargab | . | Enter |
| a. Dependent Variable: Keputusan Pembelian | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .858a | .737 | .728 | 1.875 | 2.063 |
| a. Predictors: (Constant), Kualitas Pelayanan , Diferensiasi Produk, Persepsi Harga | | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 904.063 | 3 | 301.354 | 85.763 | .000b |
| Residual | 323.270 | 92 | 3.514 |  |  |
| Total | 1227.333 | 95 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Kualitas Pelayanan , Diferensiasi Produk, Persepsi Harga | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -1.387 | 1.404 |  | -.988 | .326 |  |  |
| Persepsi Harga | .260 | .121 | .222 | 2.149 | .034 | .268 | 3.735 |
| Diferensiasi Produk | .349 | .113 | .312 | 3.077 | .003 | .279 | 3.583 |
| Kualitas Pelayanan | .415 | .114 | .382 | 3.628 | .000 | .259 | 3.862 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
| (Constant) | Persepsi Harga | Diferensiasi Produk | Kualitas Pelayanan |
| 1 | 1 | 3.977 | 1.000 | .00 | .00 | .00 | .00 |
| 2 | .015 | 16.558 | .95 | .02 | .03 | .06 |
| 3 | .004 | 30.565 | .00 | .04 | .90 | .48 |
| 4 | .004 | 32.541 | .05 | .94 | .06 | .46 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | |

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|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Residuals Statisticsa** | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 8.85 | 24.22 | 20.42 | 3.085 | 96 |
| Residual | -5.772 | 4.359 | .000 | 1.845 | 96 |
| Std. Predicted Value | -3.748 | 1.232 | .000 | 1.000 | 96 |
| Std. Residual | -3.079 | 2.326 | .000 | .984 | 96 |
| a. Dependent Variable: Keputusan Pembelian | | | | | |