# LAMPIRAN

**Lampiran 1**

**Lampiran Kuisioner**

Kepada Yth.

Bpk/Ibu/Sdr/I Konsumen Starbucks Coffee The Park Mall Solo Baru

Di Tempat

*Assalamu’alaikum Wr. Wb.*

Dalam rangka penyusunan skripsi yang menjadi salah satu syarat untuk menyelesaikan program sarjana (S1) pada Studi Ekonomi Manajemen Universitas Islam Batik Surakarta, maka pada kesempatan kali ini, perkenankan saya memperkenalkan diri :

Nama : Nola Dwija Amelia

NIM : 2018020017

Pada saat ini saya sedang melakukan penelitian perihal “Keputusan Pembelian Ditinjau Dari “Kualitas Pelayanan,Citra Merek dan *Lifestyle* di Starbucks Coffee The Park Mall Solo Baru” maka saya mohon kesediaan waktu Bapak/Ibu/Sdr/I untuk mengisi kuisioner yang terlampir berikut.

Kuisioner ini semata-mata untuk kepentingan studi penelitian dan sama sekali tidak ada sangkut pautnya dengan pekerjaan Bapak/Ibu/Sdr/I. Kami akan menjaga kerahasiaan jawabannya. Atas segala bantuan dan perhatiannya, saya ucapkan terimakasih.

*Wassalamu’alaikum Wr. Wb.*

Hormat Saya

Peneliti

Nola Dwija Amelia

**IDENTITAS RESPONDEN**

Untuk keperluan keabsahan data penelitian ini, saya mengharapkan kepada Bapak/Ibu/Sdr/I untuk membulatkan (•) pernyataan berikut ini:

|  |  |  |  |
| --- | --- | --- | --- |
| Nama | : ………………………………………. | | |
| Jenis Jenis Kelamin | : ( | ) Pria | ( ) Wanita |
| Umur | : ( | ) < 20 Tahun | ( ) 30-40 Tahun |
|  | ( | ) 20-30 Tahun | ( ) > 45 tahun |
| Pekerjaan | : ( | ) Pelajar/Mahasiswa | ( ) Swasta |
|  | ( | ) PNS | ( ) Lainnya |  |
| Pendapatan | : ( | ) < 1000.000 | ( ) 2600.000 - 3000.000 |
|  | ( | ) 1000.000 - 2500.000 | ( ) >3000.000 |

***SCREENING QUASTION***

Untuk keperluan keabsahan data penelitian ini, saya mengharapkan kepada Bapak/Ibu/Sdr/I untuk membulatkan (•) pernyataan berikut ini:

1. Apakah anda pernah membeli di Starbucks Coffee The Park Mall Solo Baru ?

( ) Ya ( ) Tidak Pernah

1. Jika Tidak, mohon maaf untuk tidak melanjutkan pengisian kuesioner ini.

**Petunjuk Umum :**

1. Sebelum menjawab kuesioner, mohon Bapak/Ibu/Saudara/i membaca terlebih dahulu petunjuk pengisian kuesioner.
2. Isilah identitas Bapak/Ibu/Saudara dengan benar.
3. Berilah tanda (•) pada kotak jawaban yang sesuai.
4. Mohon mengisi jawaban dengan menggunakan huruf dan kalimat yang jelas agar mudah dibaca.

**Daftar Kuesioner** :

5 skor untuk mewakili jawaban “Sangat Setuju” (SS)

4 skor untuk mewakili jawaban “Setuju” (S)

3 skor untuk mewakili jawaban “Netral” (N)

2 skor untuk mewakiti jawaban “Tidak Setuju” (TS)

1 skor untuk mewakili jawaban “Sangat Tidak Setuju” (STS)

**DAFTAR PERNYATAAN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pertanyaan** | **SS** | **S** | **N** | **TS** | **STS** |
| **KUALITAS PELAYANAN** | | | | | | |
|  | Karyawan di Starbucks Coffee The Park Mall Solo Baru memberikan pelayanan yang baik selama proses pembelian. |  |  |  |  |  |
| 2. | Karyawan di Starbucks Coffee The Park Mall Solo Baru melayani sesuai dengan harapan konsumen. |  |  |  |  |  |
| 3. | Karyawan di Starbucks Coffee The Park Mall Solo Baru memberikan informasi yang akurat mengenai menu produk minuman. |  |  |  |  |  |
| 4. | Karyawan di Starbucks Coffee The Park Mall Solo Baru selalu bersedia untuk melayani kesulitan konsumen dengan cepat dan tanggap. |  |  |  |  |  |
| 5. | Karyawan di Starbucks Coffee The Park Mall Solo Baru selalu meluangkan waktu untuk menanggapi permintaan konsumen dengan cepat dan tanggap. |  |  |  |  |  |
| 6. | Perusahaan Starbucks Coffee mempunyai reputasi yang baik. |  |  |  |  |  |
| 7. | Karyawan Starbucks Coffee The Park Mall Solo Baru mempunyai kemampuan dalam bidang *product knowledge* (pengetahuan produk) dalam pelayanan konsumen. |  |  |  |  |  |
| 8. | Karyawan Starbucks Coffee The Park Mall Solo Baru selalu memberikan perhatian kepada setiap keinginan konsumen mengenai produk minuman dengan baik. |  |  |  |  |  |
| 9. | Karyawan Starbucks Coffee The Park Mall Solo Baru mudah dihubungi saat konsumen membutuhkan informasi mengenai setiap minuman yang ada dimenu. |  |  |  |  |  |
| 10. | Menu *display* yang dipajang pada Starbucks Coffee The Park Mall Solo Baru terjamin kebersihannya |  |  |  |  |  |
| 11. | Starbucks Coffee The Park Mall Solo Baru mampu menampung sesuai kapasitas konsumen yang berkunjung. |  |  |  |  |  |

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| **No.** | **Pertanyaan** | **SS** | **S** | **N** | **TS** | **STS** |
| **CITRA MEREK** | | | | | | |
|  | Saya berpendapat bahwa logo Starbucks Coffee mudah diingat. |  |  |  |  |  |
| 2. | Saya berpendapat bahwa merek Starbucks Coffee adalah merek yang terkenal. |  |  |  |  |  |
| 3. | Saya berpendapat bahwa produk Starbukcs Coffee berbeda dengan coffee shop lainnya. |  |  |  |  |  |
| 4. | Saya mengetahui Starbucks Coffee melalui cerita orang lain dan melalui media sosial. |  |  |  |  |  |
| 5. | Saya merasa nyaman saat berada di Starbucks Coffee The Park Mall Solo Baru karena suasana coffee shopnya. |  |  |  |  |  |
| 6. | Saya merasa tidak akan beralih ke *coffee shop* lain selain Starbucks Coffee The Park Mall Solo Baru. |  |  |  |  |  |

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| **No.** | **Pertanyaan** | **SS** | **S** | **N** | **TS** | **STS** |
| ***LIFESTYLE*** | | | | | | |
| 1. | Saya sering membeli produk minuman Starbucks Coffee The Park Mall Solo Baru dengan teman-teman saya. |  |  |  |  |  |
| 2. | Saya sering menghabiskan waktu di Starbucks Coffee The Park Mall Solo Baru dengan teman-teman saya. |  |  |  |  |  |
| 3. | Saya tertarik membeli produk minuman di Starbucks Coffee The Park Mall Solo Baru karena promosi di sosial media. |  |  |  |  |  |
| 4. | Saya berminat membeli produk minuman di Starbucks Coffee The Park Mall Solo Baru karena rekomendasi teman-teman saya. |  |  |  |  |  |
| 5. | Harga produk minuman di Starbucks Coffee The Park Mall Solo Baru lebih mahal dibandingkan produk minuman coffee shop lainnya |  |  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pertanyaan** | **SS** | **S** | **N** | **TS** | **STS** |
| **KEPUTUSAN PEMBELIAN** | | | | | | |
| 1. | Saya membutuhkan tempat yang berkualitas, nyaman dan sesuai harapan seperti di Starbucks Coffee The Park Mall Solo Baru. |  |  |  |  |  |
| 2. | Saya mencari informasi tentang produk minuman di Starbucks Coffe The Park Mall Solo Baru dari orang lain maupun sosial media. |  |  |  |  |  |
| 3. | Saya mengevaluasi beberapa alternatif pilihan minuman kopi salah satunya produk minuman di Starbucks Coffee The Park Mall Solo Baru. |  |  |  |  |  |
| 4. | Saya merasa tepat mengambil keputusan dalam pembelian produk minuman di Starbucks Coffee The Park Mall Solo Baru. |  |  |  |  |  |
| 5. | Saya merasa puas setelah melakukan pembelian produk minuman di Starbucks Coffee The Park Mall Solo Baru. |  |  |  |  |  |

**Lampiran 2**

**Hasil Tabulasi Kuisioner**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Resp** | **Kualitas Pelayanan (X1)** | | | | | | | | | | | **Total** |
| **X1.1.1** | **X1.1.2** | **X1.1.3** | **X1.2.1** | **X1.2.2** | **X1.3.1** | **X1.3.2** | **X1.4.1** | **X1.4.2** | **X1.5.1** | **X1.5.2** |
| 1. | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 2. | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 3. | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 48 |
| 4. | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 50 |
| 5. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 6. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 7. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 8. | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 54 |
| 9. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 10. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 46 |
| 11. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 12. | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 13. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 14. | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 52 |
| 15. | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 47 |
| 16. | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 50 |
| 17. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 18. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 54 |
| 19. | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 46 |
| 20. | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 21. | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 2 | 2 | 1 | 5 | 39 |
| 22. | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 47 |
| 23. | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 46 |
| 24. | 5 | 2 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 46 |
| 25. | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 26. | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 52 |
| 27. | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 28. | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 29. | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 30. | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 46 |
| 31. | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 32. | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 33. | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 50 |
| 34. | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 50 |
| 35. | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 50 |
| 36.. | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 51 |
| 37. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 38. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 51 |
| 39. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 53 |
| 40. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 52 |
| 41. | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 49 |
| 42. | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 51 |
| 43. | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 51 |
| 44. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 51 |
| 45. | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 51 |
| 46. | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 52 |
| 47. | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 52 |
| 48. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 53 |
| 49. | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 53 |
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| 52. | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 52 |
| 53. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 51 |
| 54. | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 52 |
| 55. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 53 |
| 56. | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 52 |
| 57. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 53 |
| 58. | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 52 |
| 59. | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 52 |
| 60. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 51 |
| 61. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 52 |
| 62. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 51 |
| 63. | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 52 |
| 64. | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 52 |
| 65. | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 51 |
| 66. | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 50 |
| 67. | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 49 |
| 68. | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 52 |
| 69. | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 51 |
| 70. | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 52 |
| 71. | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 51 |
| 72. | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 53 |
| 73. | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 50 |
| 74. | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 52 |
| 75. | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 50 |
| 76. | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 50 |
| 77. | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 51 |
| 78. | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| 79. | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 50 |
| 80. | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 50 |
| 81. | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| 82. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 53 |
| 83. | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 50 |
| 84. | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 53 |
| 85. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 51 |
| 86. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 51 |
| 87. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 51 |
| 88. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 52 |
| 89. | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 51 |
| 90. | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 52 |
| 91. | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 53 |
| 92. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 53 |
| 93. | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 51 |
| 94. | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 51 |
| 95. | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 52 |
| 96. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 51 |
| 97. | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 50 |
| 98. | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 51 |
| 99. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 51 |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 51 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No Resp** | **Citra Merek (X2)** | | | | | | **Total** |
| **X2.1.1** | **X2.1.2** | **X2.2.1** | **X2.2.2** | **X2.3.1** | **X2.3.2** |
| 1. | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 2. | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 3. | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 4. | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 5. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 6. | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 7. | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 8. | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 9. | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 10. | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 11. | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 12. | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 13. | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 14. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 15. | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 16. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 17. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 18. | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 19. | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 20. | 4 | 4 | 3 | 4 | 4 | 5 | 24 |
| 21. | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 22. | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 23. | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 24. | 5 | 5 | 5 | 5 | 3 | 5 | 28 |
| 25. | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 26. | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 27. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 28. | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 29. | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 30. | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 31. | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 32. | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 33. | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 34. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
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| 36.. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 37. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
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| 39. | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 40. | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 41. | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 42. | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 43. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 44. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 45. | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 46. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 47. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 48. | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 49. | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 50. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 51. | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 52. | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 53. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 54. | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 55. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 56. | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 57. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 58. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 59. | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 60. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 61. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 62. | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 63. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 64. | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 65. | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 66. | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 67. | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 68. | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 69. | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 70. | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 71. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 72. | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 73. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 74. | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 75. | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 76. | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 77. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 78. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 79. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 80. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 81. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 82. | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 83. | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 84. | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 85. | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 86. | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 87. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 88. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 89. | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 90. | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 91. | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 92. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 93. | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 94. | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 95. | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 96. | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 97. | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 98. | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 99. | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 100. | 5 | 5 | 5 | 5 | 5 | 4 | 29 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No Resp** | ***Lifestyle* (X3)** | | | | | **Total** |
| **X3.1.1** | **X3.1.2** | **X3.2.1** | **X3.2.2** | **X3.3.1** |
| 1. | 4 | 4 | 4 | 4 | 5 | 21 |
| 2. | 4 | 4 | 4 | 5 | 5 | 22 |
| 3. | 4 | 5 | 5 | 4 | 4 | 22 |
| 4. | 4 | 4 | 4 | 4 | 5 | 21 |
| 5. | 5 | 5 | 5 | 5 | 5 | 25 |
| 6. | 5 | 5 | 5 | 5 | 5 | 25 |
| 7. | 5 | 4 | 4 | 4 | 5 | 22 |
| 8. | 4 | 4 | 4 | 4 | 4 | 20 |
| 9. | 5 | 5 | 4 | 4 | 5 | 23 |
| 10. | 4 | 4 | 4 | 4 | 4 | 20 |
| 11. | 4 | 4 | 4 | 4 | 4 | 20 |
| 12. | 5 | 5 | 5 | 5 | 5 | 25 |
| 13. | 4 | 4 | 4 | 5 | 4 | 21 |
| 14. | 4 | 4 | 4 | 5 | 5 | 22 |
| 15. | 4 | 4 | 5 | 4 | 5 | 22 |
| 16. | 5 | 5 | 5 | 5 | 4 | 24 |
| 17. | 5 | 5 | 5 | 5 | 5 | 25 |
| 18. | 5 | 4 | 4 | 5 | 4 | 22 |
| 19. | 5 | 4 | 4 | 4 | 3 | 20 |
| 20. | 4 | 4 | 5 | 4 | 1 | 18 |
| 21. | 5 | 3 | 4 | 5 | 2 | 19 |
| 22. | 5 | 4 | 4 | 5 | 3 | 21 |
| 23. | 5 | 5 | 5 | 5 | 5 | 25 |
| 24. | 5 | 4 | 4 | 5 | 3 | 21 |
| 25. | 4 | 4 | 4 | 4 | 4 | 20 |
| 26. | 4 | 5 | 5 | 4 | 5 | 23 |
| 27. | 5 | 5 | 5 | 5 | 5 | 25 |
| 28. | 5 | 4 | 5 | 4 | 5 | 23 |
| 29. | 5 | 4 | 4 | 4 | 4 | 21 |
| 30. | 4 | 4 | 4 | 4 | 4 | 20 |
| 31. | 5 | 4 | 5 | 5 | 2 | 21 |
| 32. | 5 | 5 | 5 | 4 | 3 | 22 |
| 33. | 5 | 5 | 4 | 4 | 4 | 22 |
| 34. | 5 | 4 | 3 | 4 | 4 | 20 |
| 35. | 5 | 5 | 5 | 4 | 4 | 23 |
| 36.. | 5 | 4 | 4 | 5 | 5 | 23 |
| 37. | 5 | 5 | 5 | 5 | 5 | 25 |
| 38. | 4 | 5 | 5 | 5 | 5 | 24 |
| 39. | 5 | 5 | 5 | 4 | 5 | 24 |
| 40. | 4 | 5 | 5 | 5 | 5 | 24 |
| 41. | 5 | 5 | 5 | 5 | 5 | 25 |
| 42. | 5 | 5 | 5 | 5 | 4 | 24 |
| 43. | 5 | 5 | 5 | 5 | 4 | 24 |
| 44. | 5 | 4 | 4 | 5 | 5 | 23 |
| 45. | 5 | 5 | 5 | 5 | 5 | 25 |
| 46. | 5 | 5 | 5 | 4 | 4 | 23 |
| 47. | 4 | 4 | 5 | 5 | 5 | 23 |
| 48. | 5 | 5 | 5 | 5 | 5 | 25 |
| 49. | 5 | 4 | 4 | 4 | 4 | 21 |
| 50. | 5 | 5 | 5 | 4 | 4 | 23 |
| 51. | 4 | 5 | 4 | 4 | 4 | 21 |
| 52. | 5 | 5 | 5 | 5 | 5 | 25 |
| 53. | 5 | 4 | 5 | 5 | 5 | 24 |
| 54. | 5 | 5 | 5 | 5 | 5 | 25 |
| 55. | 5 | 4 | 4 | 5 | 5 | 23 |
| 56. | 4 | 5 | 5 | 5 | 5 | 24 |
| 57. | 5 | 5 | 5 | 5 | 5 | 25 |
| 58. | 5 | 4 | 4 | 5 | 5 | 23 |
| 59. | 5 | 5 | 5 | 5 | 4 | 24 |
| 60. | 5 | 4 | 4 | 5 | 5 | 23 |
| 61. | 5 | 5 | 5 | 4 | 5 | 24 |
| 62. | 4 | 5 | 5 | 5 | 5 | 24 |
| 63. | 5 | 4 | 4 | 5 | 5 | 23 |
| 64. | 5 | 5 | 4 | 4 | 4 | 22 |
| 65. | 5 | 5 | 5 | 4 | 4 | 23 |
| 66. | 4 | 4 | 5 | 5 | 5 | 23 |
| 67. | 5 | 5 | 5 | 5 | 4 | 24 |
| 68. | 4 | 5 | 5 | 5 | 5 | 24 |
| 69. | 5 | 5 | 4 | 4 | 5 | 23 |
| 70. | 5 | 5 | 4 | 5 | 4 | 23 |
| 71. | 5 | 5 | 4 | 4 | 4 | 22 |
| 72. | 5 | 5 | 5 | 5 | 5 | 25 |
| 73. | 5 | 4 | 4 | 5 | 5 | 23 |
| 74. | 5 | 5 | 5 | 5 | 5 | 25 |
| 75. | 4 | 5 | 5 | 5 | 5 | 24 |
| 76. | 4 | 5 | 5 | 5 | 5 | 24 |
| 77. | 5 | 4 | 4 | 5 | 5 | 23 |
| 78. | 4 | 4 | 4 | 4 | 4 | 20 |
| 79. | 5 | 4 | 4 | 5 | 5 | 23 |
| 80. | 5 | 4 | 4 | 5 | 5 | 23 |
| 81. | 5 | 5 | 4 | 4 | 4 | 22 |
| 82. | 4 | 5 | 5 | 5 | 5 | 24 |
| 83. | 5 | 4 | 4 | 5 | 5 | 23 |
| 84. | 5 | 5 | 4 | 4 | 4 | 22 |
| 85. | 4 | 5 | 5 | 5 | 5 | 24 |
| 86. | 5 | 4 | 4 | 5 | 5 | 23 |
| 87. | 5 | 5 | 4 | 5 | 4 | 23 |
| 88. | 5 | 5 | 4 | 4 | 4 | 22 |
| 89. | 5 | 5 | 5 | 4 | 4 | 23 |
| 90. | 4 | 5 | 5 | 5 | 5 | 24 |
| 91. | 5 | 5 | 4 | 4 | 5 | 23 |
| 92. | 5 | 4 | 4 | 5 | 5 | 23 |
| 93. | 4 | 5 | 5 | 5 | 5 | 24 |
| 94. | 5 | 5 | 5 | 5 | 4 | 24 |
| 95. | 5 | 4 | 4 | 5 | 5 | 23 |
| 96. | 5 | 5 | 4 | 4 | 4 | 22 |
| 97. | 5 | 5 | 5 | 5 | 4 | 24 |
| 98. | 5 | 5 | 4 | 4 | 4 | 22 |
| 99. | 5 | 5 | 4 | 4 | 4 | 22 |
|  | 4 | 5 | 5 | 5 | 5 | 24 |

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

**Lampiran 3**

**Hasil Uji Validitas**

1. Kualitas Pelayanan

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | X1.1.1 | X1.1.2 | X1.1.3 | X1.2.1 | X1.2.2 | X1.3.1 | X1.3.2 | X1.4.1 | X1.4.2 | X1.5.1 | X1.5.2 | X1=Kualitas Pelayanan |
| X1.1.1 | Pearson Correlation | 1 | ,533(\*) | ,508 | ,739(\*\*) | ,533(\*) | ,431 | ,659(\*\*) | ,431 | ,659(\*\*) | ,342 | ,645(\*\*) | ,756(\*\*) |
| Sig. (2-tailed) |  | ,041 | ,053 | ,002 | ,041 | ,109 | ,008 | ,109 | ,008 | ,211 | ,009 | ,001 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X1.1.2 | Pearson Correlation | ,533(\*) | 1 | ,658(\*\*) | ,866(\*\*) | ,700(\*\*) | ,577(\*) | ,533(\*) | ,866(\*\*) | ,853(\*\*) | ,472 | ,756(\*\*) | ,921(\*\*) |
| Sig. (2-tailed) | ,041 |  | ,008 | ,000 | ,004 | ,024 | ,041 | ,000 | ,000 | ,075 | ,001 | ,000 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X1.1.3 | Pearson Correlation | ,508 | ,658(\*\*) | 1 | ,569(\*) | ,411 | ,807(\*\*) | ,508 | ,569(\*) | ,771(\*\*) | ,497 | ,497 | ,810(\*\*) |
| Sig. (2-tailed) | ,053 | ,008 |  | ,027 | ,128 | ,000 | ,053 | ,027 | ,001 | ,059 | ,059 | ,000 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X1.2.1 | Pearson Correlation | ,739(\*\*) | ,866(\*\*) | ,569(\*) | 1 | ,577(\*) | ,444 | ,739(\*\*) | ,722(\*\*) | ,739(\*\*) | ,327 | ,873(\*\*) | ,890(\*\*) |
| Sig. (2-tailed) | ,002 | ,000 | ,027 |  | ,024 | ,097 | ,002 | ,002 | ,002 | ,234 | ,000 | ,000 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X1.2.2 | Pearson Correlation | ,533(\*) | ,700(\*\*) | ,411 | ,577(\*) | 1 | ,289 | ,213 | ,577(\*) | ,533(\*) | ,472 | ,472 | ,679(\*\*) |
| Sig. (2-tailed) | ,041 | ,004 | ,128 | ,024 |  | ,297 | ,446 | ,024 | ,041 | ,075 | ,075 | ,005 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X1.3.1 | Pearson Correlation | ,431 | ,577(\*) | ,807(\*\*) | ,444 | ,289 | 1 | ,431 | ,444 | ,739(\*\*) | ,327 | ,327 | ,691(\*\*) |
| Sig. (2-tailed) | ,109 | ,024 | ,000 | ,097 | ,297 |  | ,109 | ,097 | ,002 | ,234 | ,234 | ,004 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X1.3.2 | Pearson Correlation | ,659(\*\*) | ,533(\*) | ,508 | ,739(\*\*) | ,213 | ,431 | 1 | ,431 | ,659(\*\*) | ,040 | ,645(\*\*) | ,682(\*\*) |
| Sig. (2-tailed) | ,008 | ,041 | ,053 | ,002 | ,446 | ,109 |  | ,109 | ,008 | ,887 | ,009 | ,005 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X1.4.1 | Pearson Correlation | ,431 | ,866(\*\*) | ,569(\*) | ,722(\*\*) | ,577(\*) | ,444 | ,431 | 1 | ,739(\*\*) | ,327 | ,873(\*\*) | ,824(\*\*) |
| Sig. (2-tailed) | ,109 | ,000 | ,027 | ,002 | ,024 | ,097 | ,109 |  | ,002 | ,234 | ,000 | ,000 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X1.4.2 | Pearson Correlation | ,659(\*\*) | ,853(\*\*) | ,771(\*\*) | ,739(\*\*) | ,533(\*) | ,739(\*\*) | ,659(\*\*) | ,739(\*\*) | 1 | ,342 | ,645(\*\*) | ,903(\*\*) |
| Sig. (2-tailed) | ,008 | ,000 | ,001 | ,002 | ,041 | ,002 | ,008 | ,002 |  | ,211 | ,009 | ,000 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X1.5.1 | Pearson Correlation | ,342 | ,472 | ,497 | ,327 | ,472 | ,327 | ,040 | ,327 | ,342 | 1 | ,196 | ,620(\*) |
| Sig. (2-tailed) | ,211 | ,075 | ,059 | ,234 | ,075 | ,234 | ,887 | ,234 | ,211 |  | ,483 | ,047 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X1.5.2 | Pearson Correlation | ,645(\*\*) | ,756(\*\*) | ,497 | ,873(\*\*) | ,472 | ,327 | ,645(\*\*) | ,873(\*\*) | ,645(\*\*) | ,196 | 1 | ,813(\*\*) |
| Sig. (2-tailed) | ,009 | ,001 | ,059 | ,000 | ,075 | ,234 | ,009 | ,000 | ,009 | ,483 |  | ,000 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X1=Kualitas Pelayanan | Pearson Correlation | ,756(\*\*) | ,921(\*\*) | ,810(\*\*) | ,890(\*\*) | ,679(\*\*) | ,691(\*\*) | ,682(\*\*) | ,824(\*\*) | ,903(\*\*) | ,520(\*) | ,813(\*\*) | 1 |
| Sig. (2-tailed) | ,001 | ,000 | ,000 | ,000 | ,005 | ,004 | ,005 | ,000 | ,000 | ,047 | ,000 |  |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |

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

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

1. Citra Merek

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | X2.1.1 | X2.1.2 | X2.2.1 | X2.2.2 | X2.3.1 | X2.3.2 | X2=Citra Merek |
| X2.1.1 | Pearson Correlation | 1 | ,732(\*\*) | ,218 | ,339 | ,378 | -,055 | ,673(\*\*) |
| Sig. (2-tailed) |  | ,002 | ,435 | ,216 | ,165 | ,847 | ,006 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X2.1.2 | Pearson Correlation | ,732(\*\*) | 1 | ,218 | ,339 | ,378 | -,055 | ,673(\*\*) |
| Sig. (2-tailed) | ,002 |  | ,435 | ,216 | ,165 | ,847 | ,006 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X2.2.1 | Pearson Correlation | ,218 | ,218 | 1 | ,600(\*) | ,289 | ,444 | ,709(\*\*) |
| Sig. (2-tailed) | ,435 | ,435 |  | ,018 | ,297 | ,097 | ,003 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X2.2.2 | Pearson Correlation | ,339 | ,339 | ,600(\*) | 1 | ,189 | ,600(\*) | ,789(\*\*) |
| Sig. (2-tailed) | ,216 | ,216 | ,018 |  | ,500 | ,018 | ,000 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X2.3.1 | Pearson Correlation | ,378 | ,378 | ,289 | ,189 | 1 | ,000 | ,665(\*) |
| Sig. (2-tailed) | ,165 | ,165 | ,297 | ,500 |  | 1,000 | ,028 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X2.3.2 | Pearson Correlation | -,055 | -,055 | ,444 | ,600(\*) | ,000 | 1 | ,696 |
| Sig. (2-tailed) | ,847 | ,847 | ,097 | ,018 | 1,000 |  | ,060 |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| X2=Citra Merek | Pearson Correlation | ,673(\*\*) | ,673(\*\*) | ,709(\*\*) | ,789(\*\*) | ,565(\*) | ,496 | 1 |
| Sig. (2-tailed) | ,006 | ,006 | ,003 | ,000 | ,028 | ,060 |  |
| N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |

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

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

1. *Lifestyle*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | X3.1.1 | X3.1.2 | X3.2.1 | X3.2.2 | X3.3.1 | X3=LifeStyle |
| X3.1.1 | Pearson Correlation | 1 | ,700(\*\*) | ,400 | ,289 | ,500 | ,808(\*\*) |
| Sig. (2-tailed) |  | ,004 | ,140 | ,297 | ,058 | ,000 |
| N | 15 | 15 | 15 | 15 | 15 | 15 |
| X3.1.2 | Pearson Correlation | ,700(\*\*) | 1 | ,700(\*\*) | ,289 | ,200 | ,808(\*\*) |
| Sig. (2-tailed) | ,004 |  | ,004 | ,297 | ,475 | ,000 |
| N | 15 | 15 | 15 | 15 | 15 | 15 |
| X3.2.1 | Pearson Correlation | ,400 | ,700(\*\*) | 1 | ,289 | ,200 | ,724(\*\*) |
| Sig. (2-tailed) | ,140 | ,004 |  | ,297 | ,475 | ,002 |
| N | 15 | 15 | 15 | 15 | 15 | 15 |
| X3.2.2 | Pearson Correlation | ,289 | ,289 | ,289 | 1 | ,289 | ,611(\*) |
| Sig. (2-tailed) | ,297 | ,297 | ,297 |  | ,297 | ,015 |
| N | 15 | 15 | 15 | 15 | 15 | 15 |
| X3.3.1 | Pearson Correlation | ,500 | ,200 | ,200 | ,289 | 1 | ,613(\*) |
| Sig. (2-tailed) | ,058 | ,475 | ,475 | ,297 |  | ,015 |
| N | 15 | 15 | 15 | 15 | 15 | 15 |
| X3=LifeStyle | Pearson Correlation | ,808(\*\*) | ,808(\*\*) | ,724(\*\*) | ,611(\*) | ,613(\*) | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,002 | ,015 | ,015 |  |
| N | 15 | 15 | 15 | 15 | 15 | 15 |

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

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

1. Keputusan Pembelian

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y=Keputusan Pembelian di Starbuck The Park Mall Solo Baru |
| Y.1 | Pearson Correlation | 1 | ,464 | ,607(\*) | ,055 | ,464 | ,698(\*\*) |
| Sig. (2-tailed) |  | ,081 | ,016 | ,847 | ,081 | ,004 |
| N | 15 | 15 | 15 | 15 | 15 | 15 |
| Y.2 | Pearson Correlation | ,464 | 1 | ,875(\*\*) | ,055 | ,464 | ,771(\*\*) |
| Sig. (2-tailed) | ,081 |  | ,000 | ,847 | ,081 | ,001 |
| N | 15 | 15 | 15 | 15 | 15 | 15 |
| Y.3 | Pearson Correlation | ,607(\*) | ,875(\*\*) | 1 | ,218 | ,607(\*) | ,891(\*\*) |
| Sig. (2-tailed) | ,016 | ,000 |  | ,435 | ,016 | ,000 |
| N | 15 | 15 | 15 | 15 | 15 | 15 |
| Y.4 | Pearson Correlation | ,055 | ,055 | ,218 | 1 | ,600(\*) | ,615(\*) |
| Sig. (2-tailed) | ,847 | ,847 | ,435 |  | ,018 | ,050 |
| N | 15 | 15 | 15 | 15 | 15 | 15 |
| Y.5 | Pearson Correlation | ,464 | ,464 | ,607(\*) | ,600(\*) | 1 | ,843(\*\*) |
| Sig. (2-tailed) | ,081 | ,081 | ,016 | ,018 |  | ,000 |
| N | 15 | 15 | 15 | 15 | 15 | 15 |
| Y=Keputusan Pembelian di Starbuck The Park Mall Solo Baru | Pearson Correlation | ,698(\*\*) | ,771(\*\*) | ,891(\*\*) | ,515(\*) | ,843(\*\*) | 1 |
| Sig. (2-tailed) | ,004 | ,001 | ,000 | ,050 | ,000 |  |
| N | 15 | 15 | 15 | 15 | 15 | 15 |

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

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

**Lampiran 4**

**Hasil Uji Reliabilitas**

1. Kualitas Pelayanan

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| ,931 | 11 |

1. Citra Merek

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| ,729 | 6 |

1. *Lifestyle*

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| ,757 | 5 |

1. Keputusan Pembelian

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| ,799 | 5 |

**Lampiran 5**

**Hasil Uji Asumsi Klasik**

1. Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

|  |  |  |
| --- | --- | --- |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parameters(a,b) | Mean | ,0000000 |
| Std. Deviation | 1,56159033 |
| Most Extreme Differences | Absolute | ,124 |
| Positive | ,124 |
| Negative | -,122 |
| Kolmogorov-Smirnov Z | | 1,243 |
| Asymp. Sig. (2-tailed) | | ,091 |

a Test distribution is Normal.

b Calculated from data.

1. Uji Multikolinearitas

**Coefficients(a**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 2,447 | 2,827 |  | ,866 | ,389 |  |  |
| X1=Kualitas Pelayanan | ,269 | ,061 | ,430 | 4,390 | ,000 | ,587 | 1,703 |
| X2=Citra Merek | ,207 | ,089 | ,205 | 2,330 | ,022 | ,726 | 1,377 |
| X3=Lifestyle | ,243 | ,121 | ,180 | 2,017 | ,046 | ,706 | 1,415 |

Dependent Variable: Y=Keputusan Pembelian di Starbucks Coffee The Park Mall Solo Baru

1. Uji Heteroskedastisitas



**Lampiran 6**

**Hasil Analisa Regresi Linier Berganda**

**Coefficients(a)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 2,447 | 2,827 |  | ,866 | ,389 |
| X1=Kualitas Pelayanan | ,269 | ,061 | ,430 | 4,390 | ,000 |
| X2=Citra Merek | ,207 | ,089 | ,205 | 2,330 | ,022 |
| X3=Lifestyle | ,243 | ,121 | ,180 | 2,017 | ,046 |

Dependent Variable: Y=Keputusan Pembelian di Starbucks Coffee The Park Mall Solo Baru

**Lampiran 7**

**Hasil Uji Hipotesa**

1. Uji t

**Coefficients(a)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 2,447 | 2,827 |  | ,866 | ,389 |
| X1=Kualitas Pelayanan | ,269 | ,061 | ,430 | 4,390 | ,000 |
| X2=Citra Merek | ,207 | ,089 | ,205 | 2,330 | ,022 |
| X3=Lifestyle | ,243 | ,121 | ,180 | 2,017 | ,046 |

Dependent Variable: Y=Keputusan Pembelian di Starbucks Coffee The Park Mall Solo Baru

1. Uji Koefisien Determinasi (R2)

**Model Summary(b)**

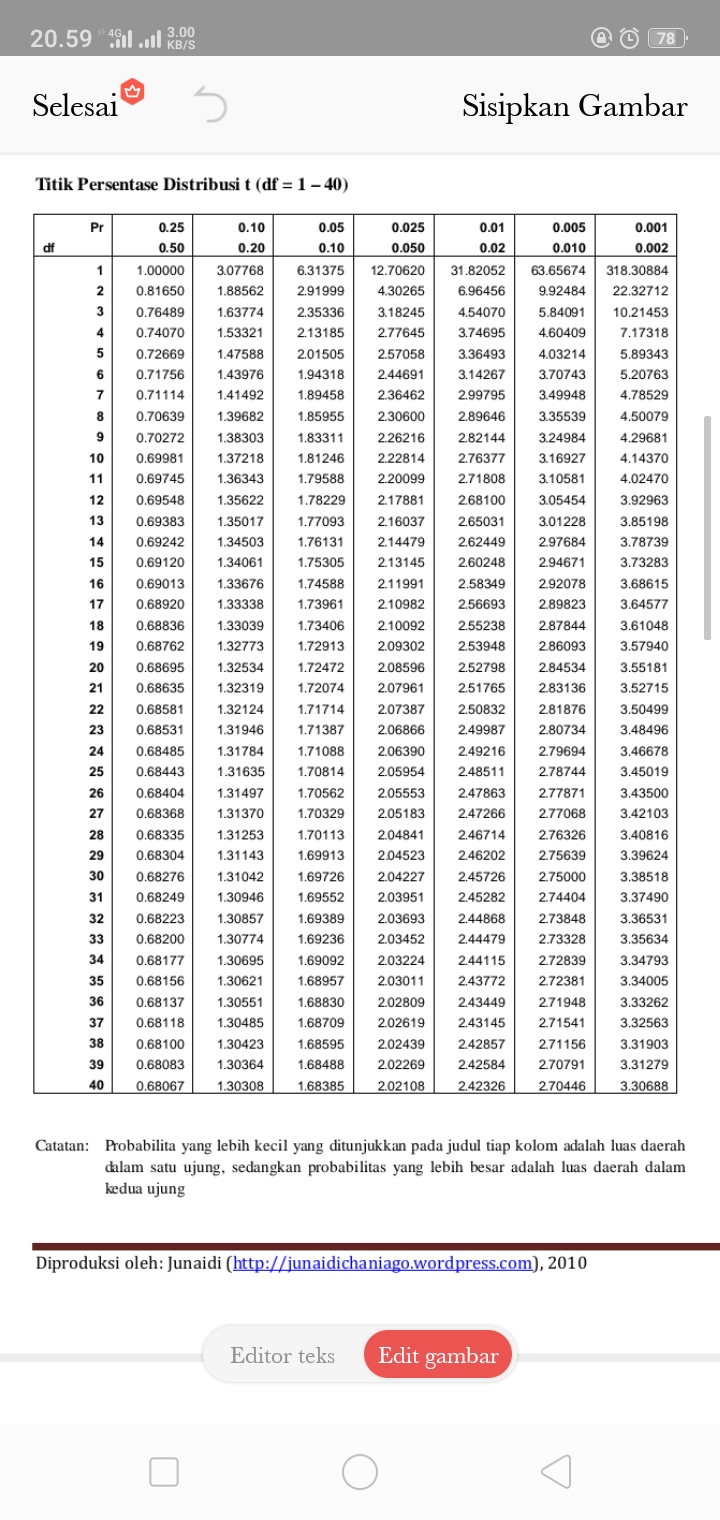
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,678(a) | ,459 | ,442 | 1,586 | 1,539 |

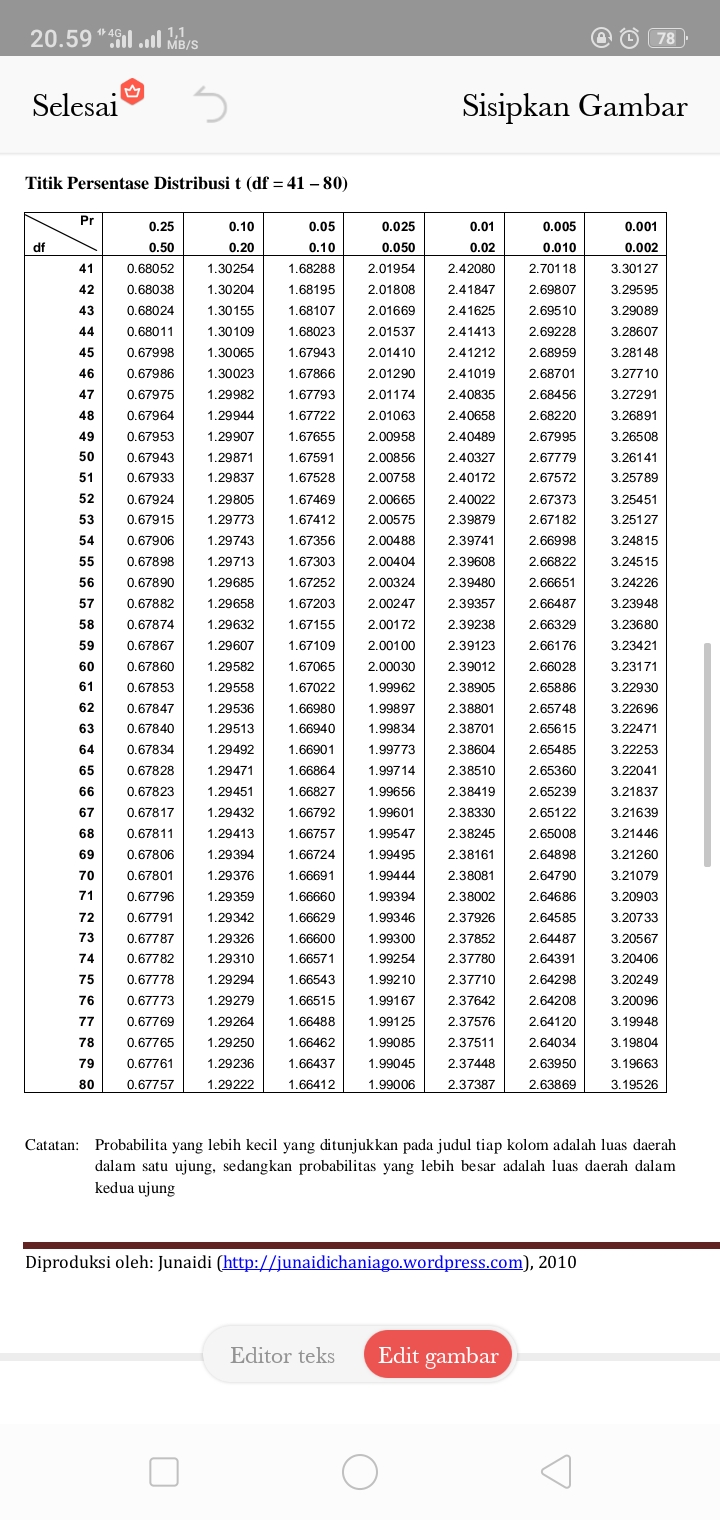
a Predictors: (Constant), X3=LifeStyle, X2=Citra Merek, X1=Kualitas Pelayanan

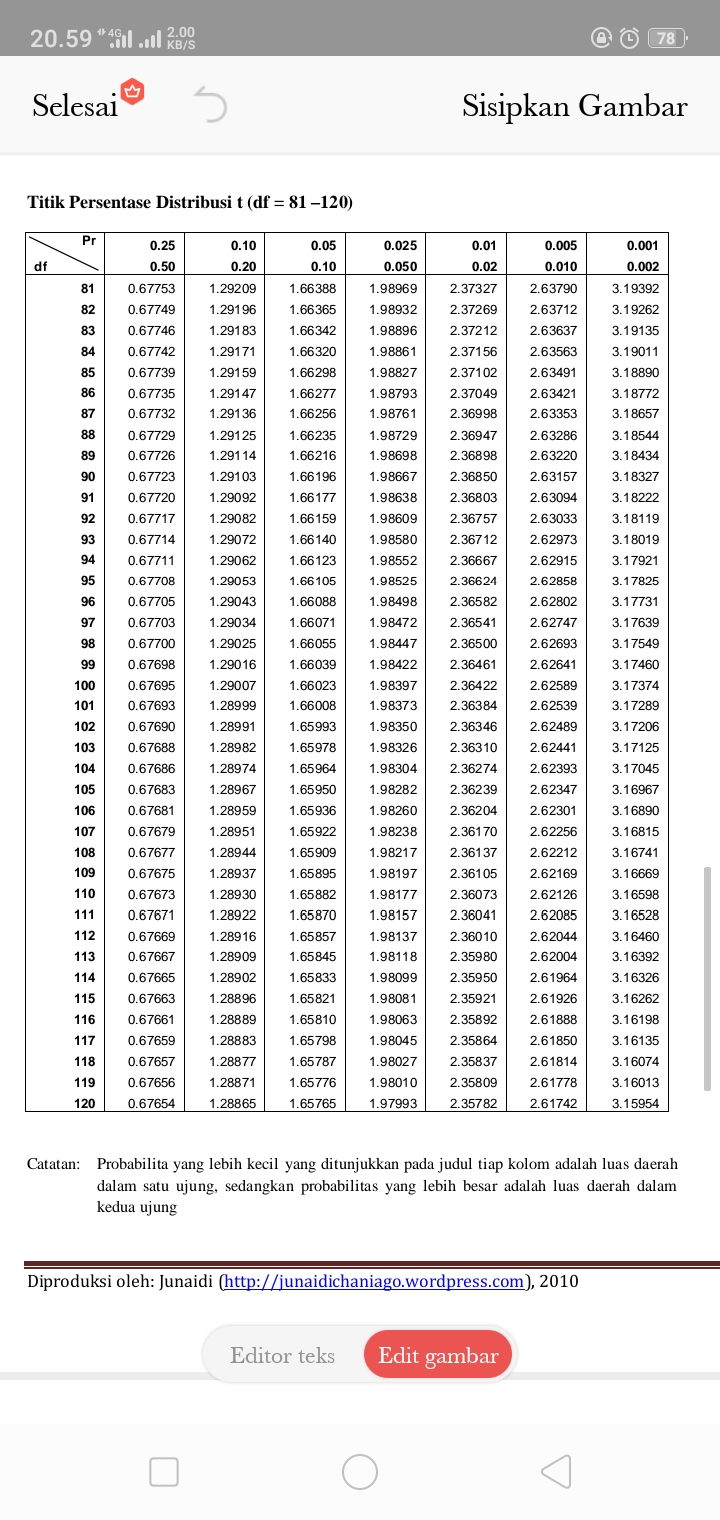
b Dependent Variable: Y=Keputusan Pembelian di Starbuck The Park Mall Solo Baru

**Lampiran 8**

**Tabel Titik Presentase Distribusi t**





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