

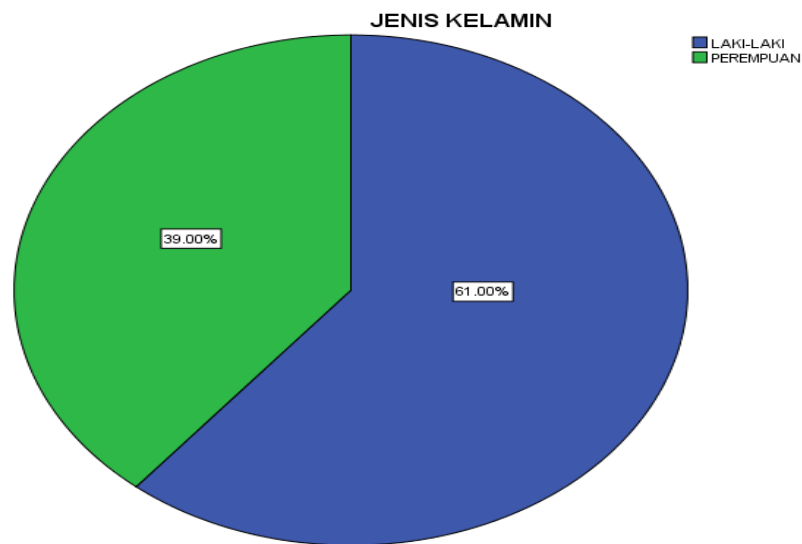
1. Karakteristik Responden Berdasarkan Jenis Kelamin

Tabel 4.1

JENIS KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	61	61.0	61.0	61.0
	PEREMPUAN	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

Sumber : Hasil kuesioner yang di olah Dengan Program SPSS versi 23



Gambar 4. 5

Sumber : Hasil Kuesioner Yang di olah Dengan program SPSS versi 23

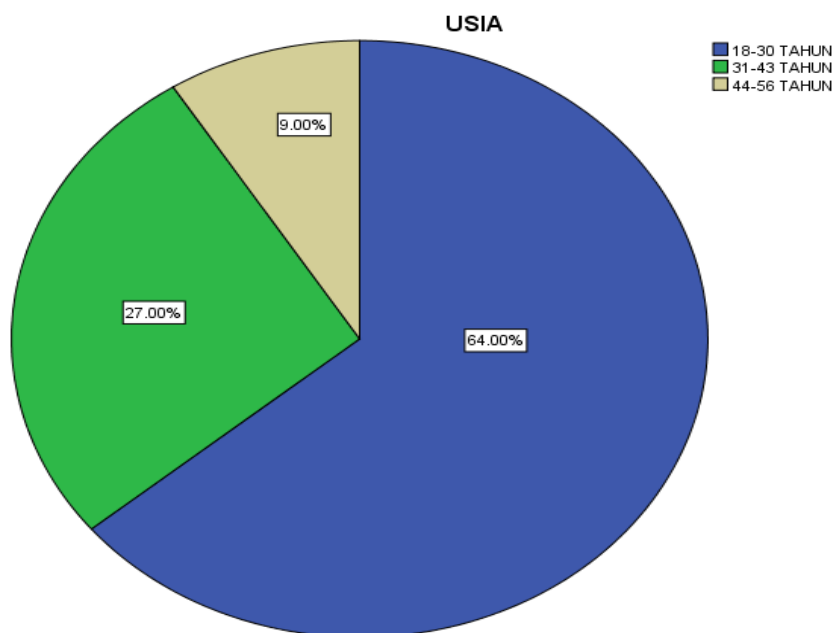
2. Karakteristik Responden Berdasarkan Usia

Tabel 4.2

USIA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 TAHUN	64	64.0	64.0	64.0
	31-43 TAHUN	27	27.0	27.0	91.0
	44-56 TAHUN	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Sumber ; Hasil kuesioner yang di olah dengan program SPSS versi 23

Gambar 4.6



Sumber ; Hasil kuesioner yang di olah dengan program SPSS versi 23

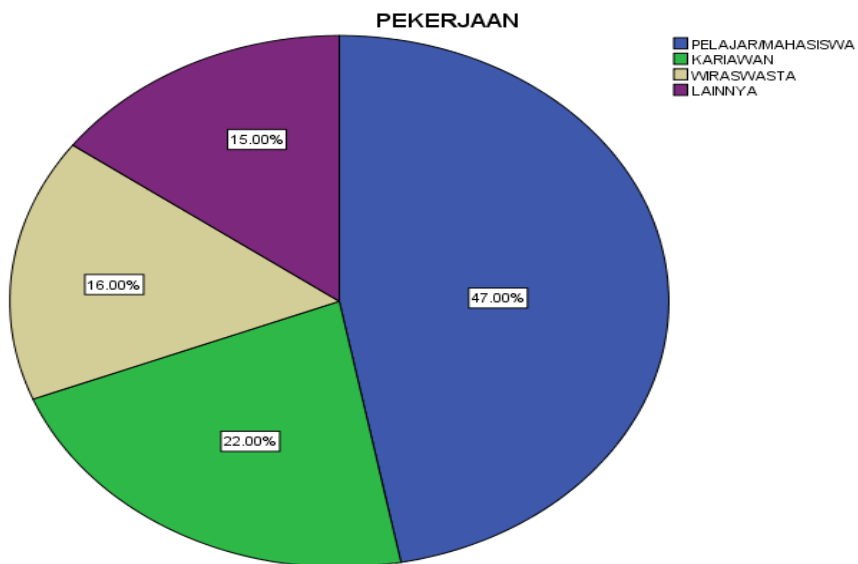
3 Karakteristik Responden Berdasarkan Pendidikan

Tabel 4.3

PEKERJAAN					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PELAJAR/MAHASISWA	47	47.0	47.0	47.0
	KARIAWAN	22	22.0	22.0	69.0
	WIRASWASTA	16	16.0	16.0	85.0
	LAINNYA	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Sumber : Hasil kuesioner yang di olah Dengan Program SPSS versi 23

Gabar 4.7



Sumber : Hasil kuesioner yang di olah Dengan Program SPSS versi 23

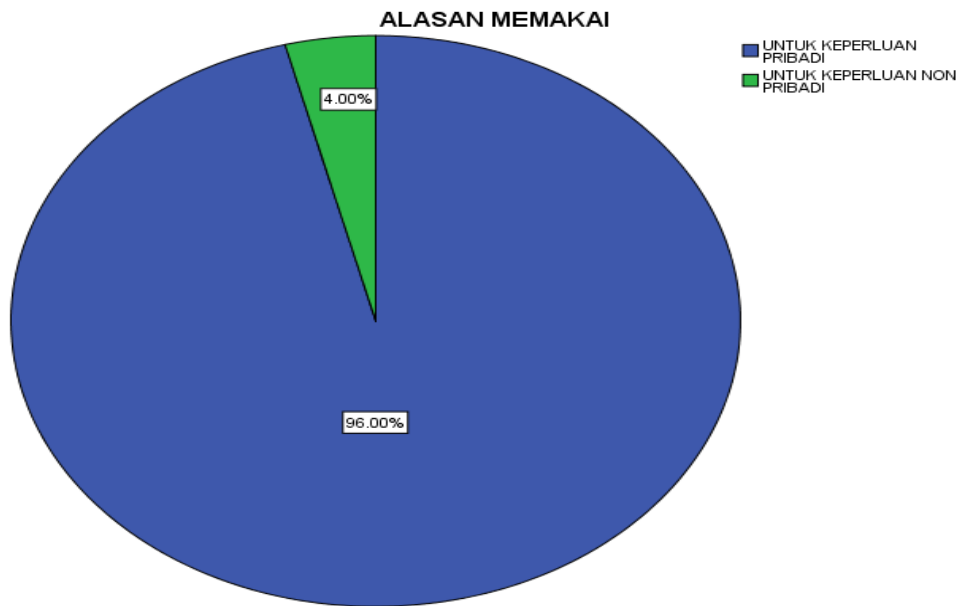
4. Karakteristik Responden Berdasarkan pendapatan

Tabel 4.4

ALASAN MEMAKAI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid UNTUK KEPERLUAN PRIBADI	96	96.0	96.0	96.0
UNTUK KEPERLUAN NON PRIBADI	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Sumber : hasil kuesioner yang di olah Dengan Program SPSS versi 23



Gambar 4.8

Sumber : hasil kuesioner yang di olah dengan program SPSS versi 23

3. Geografi dan Demografi Kecamatan Cikupa



Gambar 4. 3 Geografi Kecamatan Cikupa

Sumber: <https://www.tangerangkab.go.id/index.php/cikupa/profile-skpd>

b. Demografi Jumlah Penduduk Kecamatan Cikupa

Tabel 3.5. Jumlah Penduduk berdasarkan Kelompok Umur
 Table 3.5. Population by Sex and Age Group
 2019

No	Kelompok Umur <i>Age Group</i>	Jenis Kelamin		Jumlah <i>Total</i>
		Laki-laki <i>Male</i>	Perempuan <i>Female</i>	
(1)	(2)	(3)	(4)	(5)
1	0-4	15.722	15.504	31.226
2	5-9	13.681	13.542	27.223
3	10-14	10.721	10.217	20.938
4	15-19	11.112	11.850	22.962
5	20-24	17.900	17.786	35.686
6	25-29	19.745	18.734	38.479
7	30-34	19.220	18.323	37.543
8	35-39	16.429	14.483	30.912
9	40-44	12.247	9.445	21.692
10	45-49	7.707	6.090	13.797
11	50-54	5.424	4.331	9.755
12	55-59	3.531	3.268	6.799
13	60-64	2.320	2.270	4.590
14	65-69	1.469	1.346	2.815
15	70-74	766	863	1.629
16	75+	788	978	1.766
		158.782	149.030	307.812

Sumber : BPS Kabupaten Tangerang
 Source : BPS-Statistic of Tangerang Regency

Gambar 4. 4 Demografi Kecamatan Cikupa

A. VARIABEL HARGA (X1)

Tabel 4.5

HARGA 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	3	3.0	3.0	3.0
	SETUJU	8	8.0	8.0	11.0
	SANGAT SETUJU	89	89.0	89.0	100.0
	Total	100	100.0	100.0	

Tabel 4.6

HARGA 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	1	1.0	1.0	1.0
	SETUJU	6	6.0	6.0	7.0
	SANGAT SETUJU	93	93.0	93.0	100.0
	Total	100	100.0	100.0	

Tabel 4.7

HARGA 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	3	3.0	3.0	3.0
	SETUJU	8	8.0	8.0	11.0
	SANGAT SETUJU	89	89.0	89.0	100.0
	Total	100	100.0	100.0	

Tabel 4.8**HARGA 4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU-RAGU	1	1.0	1.0	1.0
SETUJU	5	5.0	5.0	6.0
SANGAT SETUJU	94	94.0	94.0	100.0
Total	100	100.0	100.0	

Tabel 4.9**HARGA 5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU-RAGU	2	2.0	2.0	3.0
SETUJU	8	8.0	8.0	11.0
SANGAT SETUJU	89	89.0	89.0	100.0
Total	100	100.0	100.0	

Tabel 4.10**HARGA 6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RAGU-RAGU	4	4.0	4.0	4.0
SETUJU	5	5.0	5.0	9.0
SANGAT SETUJU	91	91.0	91.0	100.0
Total	100	100.0	100.0	

Tabel 4.11**HARGA 7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	TIDAK SETUJU	1	1.0	1.0	2.0
	RAGU-RAGU	2	2.0	2.0	4.0
	SETUJU	7	7.0	7.0	11.0
	SANGAT SETUJU	89	89.0	89.0	100.0
	Total	100	100.0	100.0	

Tabel 4.12**HARGA 8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	2	2.0	2.0	2.0
	SETUJU	5	5.0	5.0	7.0
	SANGAT SETUJU	93	93.0	93.0	100.0
	Total	100	100.0	100.0	

Tabel 4.13**HARGA 9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	3	3.0	3.0	3.0
	SETUJU	7	7.0	7.0	10.0
	SANGAT SETUJU	90	90.0	90.0	100.0
	Total	100	100.0	100.0	

Tabel 4.14**HARGA 10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	2	2.0	2.0	2.0
	SETUJU	6	6.0	6.0	8.0
	SANGAT SETUJU	92	92.0	92.0	100.0
	Total	100	100.0	100.0	

B. VARIABEL KUALITAS LAYANAN (X2)**Tabel 4.15****KUALITAS LAYANAN 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	TIDAK SETUJU	1	1.0	1.0	2.0
	RAGU-RAGU	9	9.0	9.0	11.0
	SETUJU	35	35.0	35.0	46.0
	SANGAT SETUJU	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

Tabel 4.16**KUALITAS LAYANAN 2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	10	10.0	10.0	10.0
	SETUJU	30	30.0	30.0	40.0
	SANGAT SETUJU	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

Tabel 4.17

KUALITAS LAYANAN 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	9	9.0	9.0	9.0
	SETUJU	32	32.0	32.0	41.0
	SANGAT SETUJU	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

Gambar 4. 18

KUALITAS LAYANAN 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	4	4.0	4.0	4.0
	SETUJU	41	41.0	41.0	45.0
	SANGAT SETUJU	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

Gambar 4. 19

KUALITAS LAYANAN 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	3	3.0	3.0	3.0
	SETUJU	34	34.0	34.0	37.0
	SANGAT SETUJU	63	63.0	63.0	100.0
	Total	100	100.0	100.0	

Gambar 4.20

KUALITAS LAYANAN 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	5	5.0	5.0	5.0
	SETUJU	41	41.0	41.0	46.0
	SANGAT SETUJU	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

Gambar 4.21

KUALITAS LAYANAN 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	8	8.0	8.0	8.0
	SETUJU	30	30.0	30.0	38.0
	SANGAT SETUJU	62	62.0	62.0	100.0
	Total	100	100.0	100.0	

Gambar 4.22

KUALITAS LAYANAN 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	RAGU-RAGU	4	4.0	4.0	5.0
	SETUJU	30	30.0	30.0	35.0
	SANGAT SETUJU	65	65.0	65.0	100.0
	Total	100	100.0	100.0	

Gambar 4.23

KUALITAS LAYANAN 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	6	6.0	6.0	6.0
	SETUJU	33	33.0	33.0	39.0
	SANGAT SETUJU	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

Gambar 4.24

KUALITAS LAYANAN 10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	5	5.0	5.0	5.0
	RAGU-RAGU	14	14.0	14.0	19.0
	SETUJU	47	47.0	47.0	66.0
	SANGAT SETUJU	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

C. VARIABEL KEPUTUSAN PEMBELIAN (Y)

Gambar 4.25

KEPUTUSAN PEMBELIAN 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	5	5.0	5.0	5.0
	RAGU-RAGU	14	14.0	14.0	19.0
	SETUJU	47	47.0	47.0	66.0
	SANGAT SETUJU	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Gambar 4.26

KEPUTUSAN PEMBELIAN 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	RAGU-RAGU	8	8.0	8.0	9.0
	SETUJU	39	39.0	39.0	48.0
	SANGAT SETUJU	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

Gambar 4.27

KEPUTUSAN PEMBELIAN 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	4	4.0	4.0	4.0
	SETUJU	38	38.0	38.0	42.0
	SANGAT SETUJU	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

Gambar 4.28

KEPUTUSAN PEMBELIAN 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	7	7.0	7.0	7.0
	SETUJU	37	37.0	37.0	44.0
	SANGAT SETUJU	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Gambar 4.29

KEPUTUSAN PEMBELIAN 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	4	4.0	4.0	4.0
	SETUJU	35	35.0	35.0	39.0
	SANGAT SETUJU	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

Gambar 4.30

KEPUTUSAN PEMBELIAN 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	2	2.0	2.0	2.0
	SETUJU	32	32.0	32.0	34.0
	SANGAT SETUJU	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

Gambar 4.31

KEPUTUSAN PEMBELIAN 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	2	2.0	2.0	2.0
	SETUJU	31	31.0	31.0	33.0
	SANGAT SETUJU	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

Gambar 4.32

KEPUTUSAN PEMBELIAN 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	2	2.0	2.0	2.0
	SETUJU	34	34.0	34.0	36.0
	SANGAT SETUJU	64	64.0	64.0	100.0
	Total	100	100.0	100.0	

Gambar 4.33

KEPUTUSAN PEMBELIAN 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	6	6.0	6.0	6.0
	SETUJU	35	35.0	35.0	41.0
	SANGAT SETUJU	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

Gambar 4.34

KEPUTUSAN PEMBELIAN 10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RAGU-RAGU	4	4.0	4.0	4.0
	SETUJU	35	35.0	35.0	39.0
	SANGAT SETUJU	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

A. VALIDITAS VARIABEL HARGA (X1)

Gambar 4.35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HARGA 1	92,75	59,422	,972	,771
HARGA 2	92,73	60,098	,966	,774
HARGA 3	92,75	59,422	,972	,771
HARGA 4	92,72	60,406	,939	,776
HARGA 5	92,76	59,134	,948	,770
HARGA 6	92,72	60,406	,939	,776
HARGA 7	92,76	59,134	,948	,770
HARGA 8	92,72	60,406	,939	,776
HARGA 9	92,76	59,134	,948	,770
HARGA 10	92,72	60,406	,939	,776
TOTAL_X1	48,81	16,559	1,000	,989

B. VALIDITAS VARIABEL KUALITAS LAYANAN (X2)

Gambar 4.36

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
KUALITAS LAYANAN 1	85.14	41.354	.562	.690
KUALITAS LAYANAN 2	85.04	42.847	.485	.700
KUALITAS LAYANAN 3	85.04	43.271	.447	.704
KUALITAS LAYANAN 4	85.03	43.444	.500	.703
KUALITAS LAYANAN 5	84.94	44.784	.339	.714
KUALITAS LAYANAN 6	85.05	42.997	.543	.699
KUALITAS LAYANAN 7	85.00	43.091	.484	.702
KUALITAS LAYANAN 8	84.96	42.443	.538	.696
KUALITAS LAYANAN 9	84.99	43.444	.469	.704
KUALITAS LAYANAN 10	85.44	44.976	.175	.725
TOTAL_X2	44.77	11.896	1.000	.701

C. VALIDITAS VARIABEL KUPUTUSAN PEMBELIAN (Y)

Gambar 4.37

ZItem-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	86.14	35.576	.261	.711
KEPUTUSAN PEMBELIAN 2	85.83	34.850	.401	.698
KEPUTUSAN PEMBELIAN 3	85.70	35.323	.461	.697
KEPUTUSAN PEMBELIAN 4	85.75	34.311	.558	.687
KEPUTUSAN PEMBELIAN 5	85.67	35.456	.443	.699
KEPUTUSAN PEMBELIAN 6	85.60	35.394	.506	.696
KEPUTUSAN PEMBELIAN 7	85.59	35.557	.481	.698
KEPUTUSAN PEMBELIAN 8	85.62	35.996	.401	.703
KEPUTUSAN PEMBELIAN 9	85.71	34.875	.494	.693
KEPUTUSAN PEMBELIAN 10	85.67	35.738	.400	.702
TOTAL_Y	45.12	9.703	1.000	.678

Tabel 4. 38

Reliabilitas Variabel Harga (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.795	11

Tabel 4. 39

Reliabilitas Variabel Kualitas Layanan (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.723	11

Tabel 4. 40

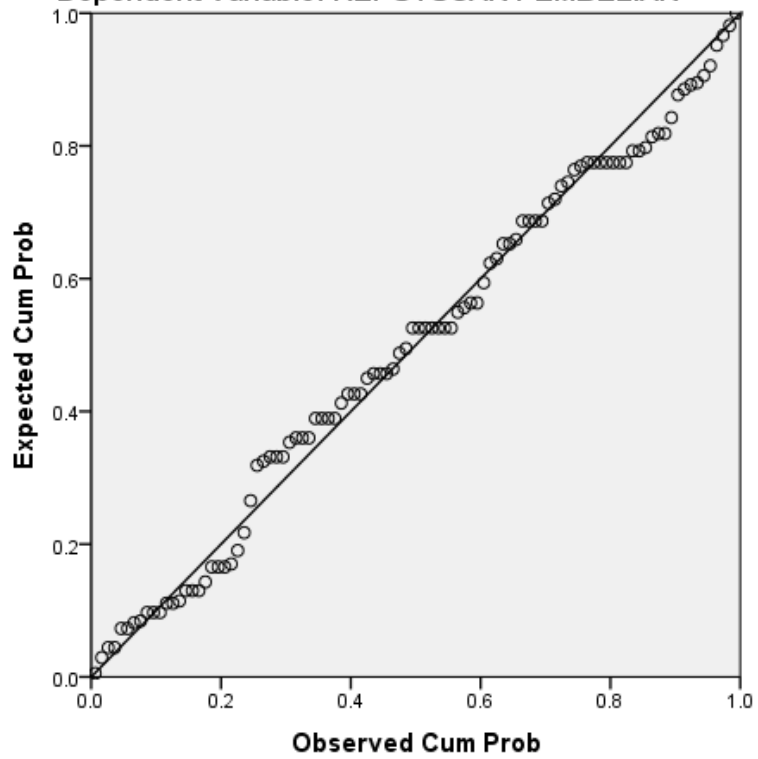
Reliabilitas Variabel Keputusan pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.723	11

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: KEPUTUSAN PEMBELIAN



Grafik 4.9 Hasil Uji Normalitas

Hasil Analisis Korelasi Parsial

Gambar 4.41

			Correlations		
Control Variables			HARGA	KUALITAS LAYANAN	KEPUTUSAN PEMBELIAN
-none- ^a	HARGA	Correlation	1.000	.	.
		Significance (2-tailed)	.	.	.
		Df	0	98	98
	KUALITAS LAYANAN	Correlation	.	1.000	.655
		Significance (2-tailed)	.	.	.000
		Df	98	0	98
	KEPUTUSAN PEMBELIAN	Correlation	.	.655	1.000
		Significance (2-tailed)	.	.000	.
		Df	98	98	0
KEPUTUSAN PEMBELIAN	HARGA	Correlation	1.000	.	.
		Significance (2-tailed)	.	.	.
		Df	0	97	.
	KUALITAS LAYANAN	Correlation	.	1.000	.
		Significance (2-tailed)	.	.	.
		Df	97	0	.

a. Cells contain zero-order (Pearson) correlations.

Tabel 4.42

Hasil Uji Koefisien Determinasi (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.655 ^a	.429	.423	2.365

a. Predictors: (Constant), KUALITAS LAYANAN

a. Predictors: (Constant), Kualitas Produk , Harga

Hasil Analisis Regresi Berganda

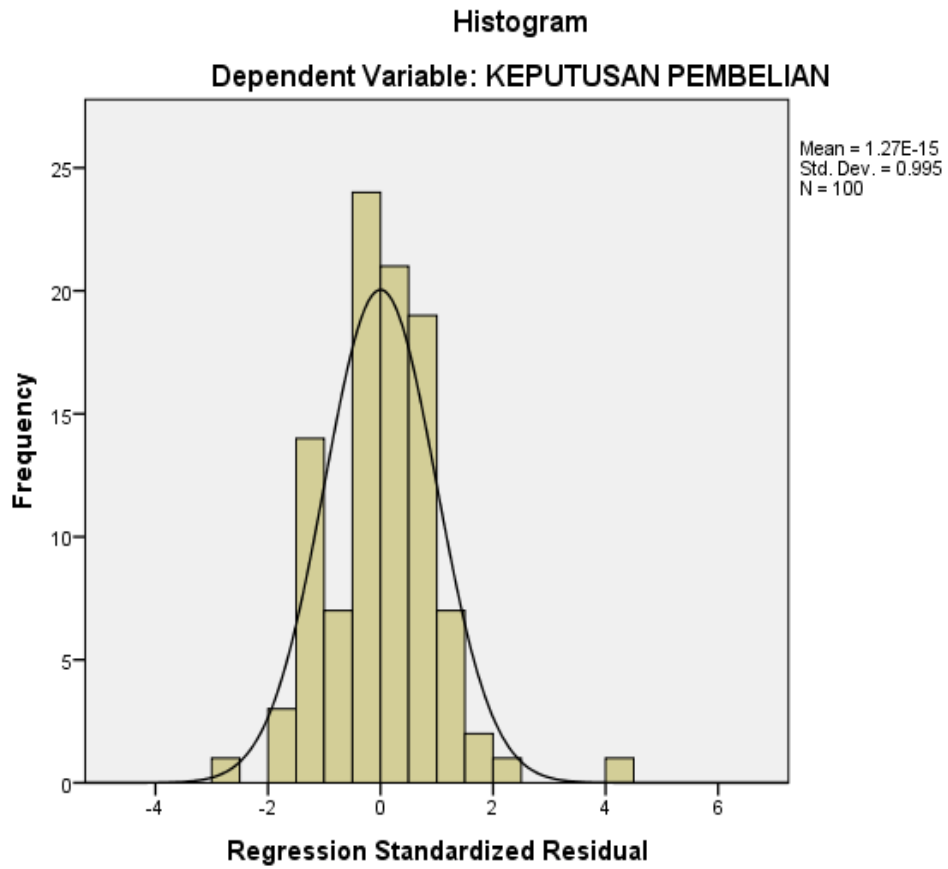
Gambar 4.43

Coefficients^a

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.088	5.007		3.014	.003
HARGA	.069	.076	.069	.901	.370
KUALITAS LAYANAN	.596	.069	.660	8.617	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN



Grafik 4.10

Hasil Analisis Regresi Linear Berganda

A. UJI T DAN UJI F

Tabel 4. 44

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.088	5.007		3.014	.003
HARGA	.069	.076	.069	.901	.370
KUALITAS LAYANAN	.596	.069	.660	8.617	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Tabel 4.45

**Hasil Uji F
ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	416.773	2	208.386	37.172	.000 ^b
Residual	543.787	97	5.606		
Total	960.560	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS LAYANAN, HARGA

Tabel 4. 46
Nilai Koefisien Korelasi

Interval Koefisien	Tingkat Hubungan
0,00-0,199	Sangat rendah
0,20-0,399	Rendah
0,40-0,599	Sedang
0,60-0,799	Kuat
0,80-1,000	Sangat kuat

Sumber : Sugiyono (2017:184)

A. IDENTITAS RESPONDEN

No	JENIS KELAMAIN L/P	USIA	PEKERJAAN	ALASAN MEMAKAI
1	2	1	1	1
2	2	1	1	1
3	2	2	2	1
4	1	1	1	1
5	1	1	4	1
6	2	2	2	1
7	2	1	1	1
8	2	1	1	1
9	2	1	1	2
10	1	1	1	1
11	2	1	4	1
12	1	1	4	1
13	1	1	4	1
14	1	1	1	1
15	1	1	1	1
16	2	1	1	1
17	1	1	1	1
18	2	1	1	1
19	2	1	1	1
20	2	1	2	1
21	1	1	4	1
22	1	2	2	1
23	1	3	2	1
24	1	1	1	1
25	2	1	1	1
26	1	2	2	1
27	2	1	4	2
28	2	3	2	1
29	1	2	3	1
30	2	1	1	1
31	1	1	1	1
32	1	2	2	1

33	1	2	2	1
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No	Pernyataan Variabel Keputusan Pembelian (Y)										Total
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