



# STIE-PPI

AKUNTANSI - MANAJEMEN  
Terakreditasi B

**SURAT KEPUTUSAN**  
**KETUA SEKOLAH TINGGI ILMU EKONOMI**  
**PUTRA PERDANA INDONESIA**  
Nomor : 102a/01-A.01/43194/11/2023

Tentang  
DOSEN PEMBIMBING SKRIPSI TAHUN AKADEMIK 2022/2023 GENAP  
PROGRAM STUDI MANAJEMEN

KETUA STIE PUTRA PERDANA INDONESIA,

- Menimbang** : 1. Bahwa untuk menjamin kelancaran penyelesaian proses penyusunan skripsi mahasiswa Program Studi Manajemen Sekolah Tinggi Ilmu Ekonomi Ppi Tahun Akademik 2022/2023, perlu mengangkat Dosen Pembimbing Skripsi.  
2. Bahwa nama yang tercantum dalam surat keputusan ini telah memenuhi syarat ketentuan akademik dan mempunyai kemampuan untuk melaksanakan tugas tersebut.
- Mengingat** : 1. UU No. 12 Tentang Pendidikan Tinggi.  
2. Permendikbud No 3 Tahun 2020 Tentang Standar Nasional Perguruan Tinggi  
3. Permendikbud No. 50 Tahun 2014 Tentang Sistem Penjaminan Mutu Pendidikan Tinggi.  
4. Statuta Sekolah Tinggi Ilmu Ekonomi Ppi
- Memperhatikan** : Hasil keputusan rapat pimpinan Sekolah Tinggi Ilmu Ekonomi Ppi tentang Penetapan Dosen Pembimbing Skripsi untuk Tahun Akademik 2022/2023 di Sekolah Tinggi Ilmu Ekonomi Ppi Tangerang

**MEMUTUSKAN :**

- Menetapkan** : 1. Mengangkat dan menetapkan dosen pembimbing skripsi:

|                           |                                |
|---------------------------|--------------------------------|
| <b>Nama</b>               | <b>LOD SULIVYO, S.E., M.M.</b> |
| <b>NIDN</b>               | <b>0430087602</b>              |
| <b>Jabatan Fungsional</b> | <b>LEKTOR</b>                  |

Dalam penyusunan Skripsi Mahasiswa:

|                      |                    |
|----------------------|--------------------|
| <b>Nama</b>          | <b>HERLIYANSAH</b> |
| <b>NIM</b>           | <b>1916120001</b>  |
| <b>Program Studi</b> | <b>MANAJEMEN</b>   |



# STIE-PPI

AKUNTANSI - MANAJEMEN  
Terakreditasi B

2. Tugas membimbing Skripsi selama 1 (satu) semester dan dapat diperpanjang selama 1 (satu) semester berikutnya.
3. kepadanya diberikan tunjangan honor sesuai dengan ketentuan yang berlaku di Sekolah Tinggi Ilmu Ekonomi Ppi.
4. Surat Keputusan ini berlaku mulai tanggal surat keputusan ini ditetapkan dan apabila dikemudian hari terdapat kekeliruan akan dilakukan perbaikan sebagaimana mestinya.

Ditetapkan di : Tangerang  
Pada tanggal : 20 Februari 2023

Ketua  
  
Dr. H. Indira S.E., S.H., M.M  
NIP. 194111111

Tembusan

1. Ketua Yayasan PPI
2. BPH Yayasan PPI
3. Arsip



## FORMULIR BIMBINGAN SKRIPSI

|                  |  |
|------------------|--|
| Nama Mahasiswa   | Hertiyansah  |
| NIM              | 191612001  |
| Dosen Pembimbing | 1. Lod Sulivyo, S.E., M.M.<br>2.   |
| Judul Skripsi    | Pengaruh lokasi dan kualitas pelayanan terhadap keputusan pembelian konsumen di Coffee Shop Citra Kota Kecamatan Cikupa Kab. Paten Tangg. B. |

| Konsultasi ke | Materi (BAB)          | Tanggal Konsultasi | Tanda Tangan Pembimbing |
|---------------|-----------------------|--------------------|-------------------------|
| 1             | BAB I, II, III Revisi | 23/02 2023         | <i>[Signature]</i>      |
| 2             | BAB I & II Revisi     | 25/02 2023         | <i>[Signature]</i>      |
| 3             | BAB I oke             | 01/03 2023         | <i>[Signature]</i>      |
| 4             | BAB II & 3 Revisi     | 04/03 2023         | <i>[Signature]</i>      |
| 5             | BAB II & III oke      | 07/03 2023         | <i>[Signature]</i>      |
| 6             | BAB IV dan mlu        | 11/03 2023         | <i>[Signature]</i>      |
| 7             | BAB IV Revisi         | 14/03 2023         | <i>[Signature]</i>      |
| 8             | BAB IV Revisi         | 18/03 2023         | <i>[Signature]</i>      |
| 9             | BAB IV dan V Revisi   | 21/03 2023         | <i>[Signature]</i>      |
| 10            | Skripsi oke.          | 25/03 2023         | <i>[Signature]</i>      |

## I. IDENTITAS RESPONDEN

Isilah pernyataan dibawah ini dan juga memberikan tanda (√) sesuai dengan jawaban yang saudara/i pilih.

- Nama : \_\_\_\_\_
- Jenis Kelamin :  Laki-Laki  Perempuan
- Usia :  18 – 22 Tahun  34 – 38 Tahun  
 23 – 27 Tahun  39 – 43 Tahun  
 28 – 33 Tahun
- Tingkat Pendidikan :  SMA/Sederajat  SRATA 1 (S1)  
 Mahasiswa  SRATA 2 (S2)  
 Diploma

## II. PETUNJUK PENGISIAN

Berilah tanda (√) pada salah satu jawaban yang paling sesuai menurut pendapat Saudara/I. Adapun pendapat yang saudara/I berikan mempunyai skor atau nilai sebagai berikut:

| Jawaban                   | Skor |
|---------------------------|------|
| Sangat Setuju (SS)        | 5    |
| Setuju (S)                | 4    |
| Ragu-Ragu (RR)            | 3    |
| Tidak Setuju (TS)         | 2    |
| Sangat Tidak Setuju (STS) | 1    |

## 1. Variabel (X<sub>1</sub>) Lokasi

| No | Pernyataan   | SS | S | RR | TS | STS |
|----|--|----|---|----|----|-----|
|    |  | 5  | 4 | 3  | 2  | 1   |
| 1. | Lokasi yang strategis banyak dikunjungi oleh konsumen                      |    |   |    |    |     |
| 2. | Transfortasi umum yang mudah di akses dapat menarik daya beli konsumen     |    |   |    |    |     |
| 3. | Lokasi harus dapat dilihat jelas oleh jarak pandangan normal               |    |   |    |    |     |
| 4. | Lokasi harus nyaman dan aman bagi konsumen                                 |    |   |    |    |     |
| 5. | Tersedianya tempat parkir roda 2 ataupun roda 4 untuk konsumen             |    |   |    |    |     |
| 6. | Banyak masyarakat yang mendukung jasa atau hasil produksi yang di tawarkan |    |   |    |    |     |
| 7. | Lokasi pesaing yang berjauhan untuk meminimalisir perpindahan Konsumen     |    |   |    |    |     |
| 8. | Taat dan patuh terhadap peraturan pemerintah                               |    |   |    |    |     |

## 2. Variabel (X<sub>2</sub>) Kualitas Pelayanan

| No | Pernyataan  | SS | S | RR | TS | STS |
|----|---|----|---|----|----|-----|
|    |   | 5  | 4 | 3  | 2  | 1   |
| 1. | Kualitas interior yang baik demi kenyamanan konsumen  |    |   |    |    |     |
| 2. | Kualitas Eksterior yang baik untuk menarik daya beli konsumen   |    |   |    |    |     |
| 3. | Keramahan karyawan sebagai nilai tambah perusahaan dalam menarik konsumen untuk datang kembali                  |    |   |    |    |     |
| 4. | Karyawan harus mempunyai kemampuan dalam memahami kebutuhan calon pembeli                                       |    |   |    |    |     |
| 5. | Untuk meningkatkan kualitas pelayanan karyawan harus sopan dan santun kepada konsumen                           |    |   |    |    |     |
| 6. | Pelayanan yang baik dan perbaikan secara berkala akan membuat konsumen percaya akan kualitas pelayanan tersebut |    |   |    |    |     |
| 7. | Karyawan harus cepat dan tanggap dalam dalam menanggapi keluhan calon pembeli                                   |    |   |    |    |     |
| 8. | Memberikan jaminan kenyamanan dan keamanan bagi setiap konsumen   |    |   |    |    |     |

### 3. Variabel (Y) Keputusan Pembelian

| No | Pernyataan   | SS | S | RR | TS | STS |
|----|--|----|---|----|----|-----|
|    |  | 5  | 4 | 3  | 2  | 1   |
| 1. | Konsumen dapat mengambil keputusan untuk membeli sebuah produk                                     |    |   |    |    |     |
| 2. | Pembeli harus mengambil keputusan tentang merek mana yang akan dibeli                              |    |   |    |    |     |
| 3. | Setiap merek mempunyai perbedaan-perbedaan tersendiri  |    |   |    |    |     |
| 4. | Pemilihan tempat penyalur pembeli harus mengambil keputusan penyalur mana yang akan di kunjungi    |    |   |    |    |     |
| 5. | Konsumen akan melakukan pembelian secara rutin jika lokasi dan kualitas pelayanan yang sangat baik |    |   |    |    |     |
| 6. | Perusahaan harus mempersiapkan banyak produk yang akan dibeli oleh konsumen pada suatu saat        |    |   |    |    |     |
| 7. | Perusahaan harus mengetahui pembelian mana yang akan dibeli yang dilakukan lebih dari satu         |    |   |    |    |     |
| 8. | Metode pembayaran menggunakan teknologi agar lebih efisiensi                                       |    |   |    |    |     |





|    |   |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|---|
| 40 | 2 | 1 | 2 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 41 | 1 | 1 | 2 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 42 | 1 | 1 | 2 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 43 | 1 | 3 | 1 | 4 | 4 | 4 | 5 | 2 | 2 | 4 | 5 |
| 44 | 1 | 3 | 1 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 45 | 1 | 3 | 1 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 46 | 1 | 3 | 1 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 5 |
| 47 | 1 | 2 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 48 | 1 | 2 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 |
| 49 | 1 | 2 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 50 | 1 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 |
| 51 | 1 | 1 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 52 | 1 | 1 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 53 | 1 | 1 | 2 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 54 | 1 | 2 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 55 | 1 | 2 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 56 | 2 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 57 | 2 | 2 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 58 | 2 | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 59 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 60 | 2 | 2 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 61 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 62 | 2 | 1 | 1 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 63 | 2 | 1 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 64 | 2 | 1 | 1 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 65 | 2 | 1 | 1 | 1 | 4 | 4 | 4 | 3 | 3 | 5 | 4 |
| 66 | 1 | 1 | 1 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 67 | 1 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 |
| 68 | 1 | 1 | 1 | 3 | 3 | 2 | 2 | 5 | 5 | 3 | 3 |
| 69 | 2 | 1 | 1 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 70 | 2 | 1 | 1 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 5 |
| 71 | 2 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 72 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 |
| 73 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 |
| 74 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 3 |
| 75 | 1 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 |
| 76 | 1 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 |
| 77 | 1 | 2 | 2 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 78 | 1 | 2 | 2 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 4 |
| 79 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 80 | 1 | 4 | 4 | 5 | 4 | 2 | 5 | 4 | 4 | 5 | 4 |

|     |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|
| 81  | 1 | 3 | 3 | 3 | 5 | 3 | 3 | 4 | 4 | 3 | 5 |
| 82  | 1 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 83  | 1 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 3 |
| 84  | 2 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 85  | 2 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 |
| 86  | 2 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 3 |
| 87  | 2 | 2 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 88  | 2 | 2 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 3 | 3 |
| 89  | 2 | 1 | 1 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 90  | 2 | 1 | 1 | 2 | 5 | 5 | 5 | 4 | 4 | 2 | 5 |
| 91  | 2 | 1 | 1 | 2 | 5 | 3 | 3 | 3 | 3 | 2 | 5 |
| 92  | 2 | 1 | 1 | 2 | 1 | 4 | 4 | 4 | 2 | 2 | 1 |
| 93  | 2 | 1 | 1 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 94  | 1 | 2 | 2 | 2 | 3 | 5 | 5 | 4 | 4 | 2 | 3 |
| 95  | 1 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 4 | 3 | 2 |
| 96  | 1 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 97  | 1 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 |
| 98  | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 5 | 5 | 3 | 3 |
| 99  | 2 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 100 | 2 | 2 | 2 | 3 | 3 | 5 | 4 | 4 | 4 | 3 | 3 |



|    |   |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|---|
| 40 | 2 | 1 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 |
| 41 | 1 | 1 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 42 | 1 | 1 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 43 | 1 | 3 | 1 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 |
| 44 | 1 | 3 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 45 | 1 | 3 | 1 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |
| 46 | 1 | 3 | 1 | 4 | 5 | 4 | 4 | 3 | 2 | 3 | 3 |
| 47 | 1 | 2 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 48 | 1 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 3 |
| 49 | 1 | 2 | 3 | 5 | 5 | 4 | 4 | 4 | 2 | 2 | 4 |
| 50 | 1 | 2 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 51 | 1 | 1 | 2 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 52 | 1 | 1 | 2 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 5 |
| 53 | 1 | 1 | 2 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 |
| 54 | 1 | 2 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 55 | 1 | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 |
| 56 | 2 | 2 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 57 | 2 | 2 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 |
| 58 | 2 | 2 | 4 | 4 | 3 | 2 | 4 | 4 | 5 | 5 | 4 |
| 59 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 60 | 2 | 2 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 5 |
| 61 | 2 | 2 | 4 | 5 | 4 | 4 | 3 | 2 | 2 | 4 | 4 |
| 62 | 2 | 1 | 1 | 4 | 4 | 3 | 2 | 3 | 4 | 5 | 4 |
| 63 | 2 | 1 | 1 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 3 |
| 64 | 2 | 1 | 1 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 65 | 2 | 1 | 1 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 5 |
| 66 | 1 | 1 | 1 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 67 | 1 | 1 | 1 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 68 | 1 | 1 | 1 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 |
| 69 | 2 | 1 | 1 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 4 |
| 70 | 2 | 1 | 1 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 |
| 71 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 4 |
| 72 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 73 | 2 | 3 | 3 | 4 | 4 | 2 | 5 | 4 | 4 | 4 | 4 |
| 74 | 1 | 2 | 2 | 3 | 5 | 3 | 3 | 4 | 4 | 4 | 4 |
| 75 | 1 | 2 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 76 | 1 | 2 | 2 | 5 | 3 | 3 | 5 | 4 | 4 | 4 | 4 |
| 77 | 1 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 78 | 1 | 2 | 2 | 5 | 4 | 2 | 5 | 4 | 4 | 4 | 4 |
| 79 | 1 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 |
| 80 | 1 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |

|     |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|
| 81  | 1 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 |
| 82  | 1 | 3 | 3 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 5 |
| 83  | 1 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 84  | 2 | 4 | 5 | 3 | 2 | 3 | 5 | 2 | 3 | 2 | 4 |
| 85  | 2 | 2 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 2 |
| 86  | 2 | 2 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 4 |
| 87  | 2 | 2 | 4 | 5 | 3 | 3 | 1 | 5 | 5 | 5 | 4 |
| 88  | 2 | 2 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 2 | 5 |
| 89  | 2 | 1 | 1 | 3 | 3 | 3 | 5 | 4 | 3 | 4 | 4 |
| 90  | 2 | 1 | 1 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 91  | 2 | 1 | 1 | 5 | 4 | 2 | 5 | 3 | 5 | 3 | 3 |
| 92  | 2 | 1 | 1 | 3 | 2 | 2 | 1 | 4 | 3 | 4 | 3 |
| 93  | 2 | 1 | 1 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 |
| 94  | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 95  | 1 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 |
| 96  | 1 | 2 | 2 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 4 |
| 97  | 1 | 2 | 2 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 3 |
| 98  | 2 | 2 | 2 | 5 | 5 | 3 | 3 | 3 | 5 | 4 | 4 |
| 99  | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 5 |
| 100 | 2 | 2 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 5 |

| No. | Jenis Kelamin | Usia | Tingkat Pendidikan | Keputusan Pembelian (Y) |   |   |   |   |   |   |   |
|-----|---------------|------|--------------------|-------------------------|---|---|---|---|---|---|---|
|     |               |      |                    | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1   | 1             | 1    | 1                  | 4                       | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 2   | 1             | 1    | 1                  | 4                       | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3   | 1             | 1    | 1                  | 4                       | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 4   | 1             | 1    | 1                  | 4                       | 3 | 3 | 4 | 3 | 4 | 4 | 4 |
| 5   | 1             | 1    | 1                  | 2                       | 5 | 5 | 5 | 4 | 3 | 4 | 4 |
| 6   | 2             | 1    | 1                  | 5                       | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 7   | 2             | 1    | 1                  | 4                       | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 8   | 2             | 1    | 1                  | 4                       | 4 | 3 | 4 | 3 | 3 | 4 | 4 |
| 9   | 2             | 1    | 1                  | 3                       | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| 10  | 2             | 1    | 1                  | 4                       | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 11  | 1             | 2    | 2                  | 4                       | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 12  | 1             | 2    | 2                  | 4                       | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 13  | 1             | 2    | 2                  | 4                       | 4 | 2 | 5 | 5 | 5 | 5 | 5 |
| 14  | 1             | 2    | 2                  | 4                       | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 15  | 1             | 2    | 2                  | 4                       | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 16  | 1             | 2    | 3                  | 2                       | 3 | 3 | 4 | 3 | 2 | 4 | 4 |
| 17  | 1             | 2    | 3                  | 4                       | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 18  | 1             | 2    | 3                  | 4                       | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 19  | 1             | 2    | 3                  | 4                       | 3 | 3 | 4 | 3 | 3 | 4 | 4 |
| 20  | 1             | 1    | 1                  | 4                       | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 21  | 2             | 1    | 1                  | 4                       | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 22  | 2             | 1    | 1                  | 4                       | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 23  | 2             | 1    | 1                  | 5                       | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 24  | 2             | 3    | 4                  | 5                       | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 25  | 2             | 3    | 4                  | 4                       | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 26  | 2             | 3    | 4                  | 5                       | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 27  | 1             | 1    | 2                  | 5                       | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 28  | 1             | 1    | 2                  | 3                       | 3 | 3 | 4 | 4 | 3 | 4 | 4 |
| 29  | 1             | 2    | 2                  | 4                       | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 30  | 1             | 2    | 2                  | 5                       | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 31  | 1             | 2    | 2                  | 4                       | 5 | 4 | 5 | 4 | 4 | 4 | 4 |
| 32  | 1             | 2    | 2                  | 5                       | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 33  | 1             | 2    | 2                  | 4                       | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 34  | 2             | 1    | 2                  | 5                       | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 35  | 2             | 1    | 2                  | 5                       | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 36  | 2             | 1    | 2                  | 5                       | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 37  | 2             | 1    | 2                  | 5                       | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 38  | 2             | 1    | 2                  | 4                       | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 39  | 2             | 1    | 2                  | 4                       | 5 | 4 | 4 | 4 | 4 | 4 | 4 |

|    |   |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|---|
| 40 | 2 | 1 | 2 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 |
| 41 | 1 | 1 | 2 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 42 | 1 | 1 | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 43 | 1 | 3 | 1 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 44 | 1 | 3 | 1 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 45 | 1 | 3 | 1 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 46 | 1 | 3 | 1 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 47 | 1 | 2 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 48 | 1 | 2 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 49 | 1 | 2 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 50 | 1 | 2 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 51 | 1 | 1 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 52 | 1 | 1 | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 53 | 1 | 1 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 54 | 1 | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 |
| 55 | 1 | 2 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 56 | 2 | 2 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 |
| 57 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 58 | 2 | 2 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 59 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 60 | 2 | 2 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 61 | 2 | 2 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 62 | 2 | 1 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 63 | 2 | 1 | 1 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 64 | 2 | 1 | 1 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 65 | 2 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 66 | 1 | 1 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 |
| 67 | 1 | 1 | 1 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 1 |
| 68 | 1 | 1 | 1 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 3 |
| 69 | 2 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 70 | 2 | 1 | 1 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 |
| 71 | 2 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 72 | 2 | 3 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 2 |
| 73 | 2 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 3 |
| 74 | 1 | 2 | 2 | 3 | 3 | 3 | 2 | 5 | 5 | 4 | 4 |
| 75 | 1 | 2 | 2 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 3 |
| 76 | 1 | 2 | 2 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 3 |
| 77 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 |
| 78 | 1 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 |
| 79 | 1 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 80 | 1 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |

|     |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|
| 81  | 1 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 |
| 82  | 1 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 83  | 1 | 5 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 3 |
| 84  | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 85  | 2 | 2 | 4 | 4 | 2 | 5 | 5 | 5 | 4 | 4 | 3 |
| 86  | 2 | 2 | 4 | 4 | 2 | 5 | 3 | 3 | 3 | 3 | 3 |
| 87  | 2 | 2 | 4 | 2 | 2 | 1 | 4 | 4 | 4 | 2 | 4 |
| 88  | 2 | 2 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 89  | 2 | 1 | 1 | 3 | 2 | 3 | 5 | 5 | 4 | 4 | 4 |
| 90  | 2 | 1 | 1 | 5 | 5 | 3 | 3 | 3 | 5 | 4 | 3 |
| 91  | 2 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 92  | 2 | 1 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 93  | 2 | 1 | 1 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 |
| 94  | 1 | 2 | 2 | 5 | 4 | 4 | 4 | 3 | 5 | 3 | 3 |
| 95  | 1 | 2 | 2 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 3 |
| 96  | 1 | 2 | 2 | 1 | 2 | 4 | 4 | 4 | 1 | 4 | 4 |
| 97  | 1 | 2 | 2 | 3 | 2 | 3 | 5 | 5 | 3 | 3 | 3 |
| 98  | 2 | 2 | 2 | 4 | 5 | 1 | 4 | 4 | 4 | 4 | 4 |
| 99  | 2 | 2 | 2 | 4 | 2 | 5 | 3 | 3 | 3 | 3 | 3 |
| 100 | 2 | 2 | 2 | 2 | 2 | 1 | 4 | 4 | 4 | 2 | 4 |



## LAMPIRAN OUTPUT DATA DEMOGRAFI RESPONDEN

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

### Jenis\_Kelamin

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-Laki | 54        | 54.0    | 54.0          | 54.0               |
|       | Perempuan | 46        | 46.0    | 46.0          | 100.0              |
|       | Total     | 100       | 100.0   | 100.0         |                    |

### Usia

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | 18 - 22 Tahun | 42        | 42.0    | 42.0          | 42.0               |
|       | 23 - 27 Tahun | 42        | 42.0    | 42.0          | 84.0               |
|       | 28 - 33 Tahun | 12        | 12.0    | 12.0          | 96.0               |
|       | 34 - 38 Tahun | 3         | 3.0     | 3.0           | 99.0               |
|       | 39 - 43 Tahun | 1         | 1.0     | 1.0           | 100.0              |
|       | Total         | 100       | 100.0   | 100.0         |                    |

### Tingkat\_Pendidikan

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | SMA/Sederajat | 32        | 32.0    | 32.0          | 32.0               |
|       | Mahasiswa     | 36        | 36.0    | 36.0          | 68.0               |
|       | Diploma       | 13        | 13.0    | 13.0          | 81.0               |
|       | Strata 1 / S1 | 17        | 17.0    | 17.0          | 98.0               |
|       | Srata 2 / S2  | 2         | 2.0     | 2.0           | 100.0              |
|       | Total         | 100       | 100.0   | 100.0         |                    |

## LAMPIRAN OUTPUT DATA VARIABEL LOKASI (X1)

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

Lokasi\_1

|                     | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid               |           |         |               |                    |
| Sangat Tidak Setuju | 1         | 1.0     | 1.0           | 1.0                |
| Tidak Setuju        | 4         | 4.0     | 4.0           | 5.0                |
| Ragu-Ragu           | 16        | 16.0    | 16.0          | 21.0               |
| Setuju              | 47        | 47.0    | 47.0          | 68.0               |
| Sangat Setuju       | 32        | 32.0    | 32.0          | 100.0              |
| Total               | 100       | 100.0   | 100.0         |                    |

Lokasi\_2

|                     | 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           | 26        | 26.0    | 26.0          | 28.0               |
| Setuju              | 41        | 41.0    | 41.0          | 69.0               |
| Sangat Setuju       | 31        | 31.0    | 31.0          | 100.0              |
| Total               | 100       | 100.0   | 100.0         |                    |

Lokasi\_3

|               | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Valid         |           |         |               |                    |
| Tidak Setuju  | 3         | 3.0     | 3.0           | 3.0                |
| Ragu-Ragu     | 16        | 16.0    | 16.0          | 19.0               |
| Setuju        | 54        | 54.0    | 54.0          | 73.0               |
| Sangat Setuju | 27        | 27.0    | 27.0          | 100.0              |
| Total         | 100       | 100.0   | 100.0         |                    |

**Lokasi\_4**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 3         | 3.0     | 3.0           | 3.0                |
| Ragu-Ragu          | 16        | 16.0    | 16.0          | 19.0               |
| Setuju             | 52        | 52.0    | 52.0          | 71.0               |
| Sangat Setuju      | 29        | 29.0    | 29.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

**Lokasi\_5**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 2         | 2.0     | 2.0           | 2.0                |
| Ragu-Ragu          | 12        | 12.0    | 12.0          | 14.0               |
| Setuju             | 60        | 60.0    | 60.0          | 74.0               |
| Sangat Setuju      | 26        | 26.0    | 26.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

**Lokasi\_6**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 10        | 10.0    | 10.0          | 10.0               |
| Ragu-Ragu          | 10        | 10.0    | 10.0          | 20.0               |
| Setuju             | 56        | 56.0    | 56.0          | 76.0               |
| Sangat Setuju      | 24        | 24.0    | 24.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

**Lokasi\_7**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 5         | 5.0     | 5.0           | 5.0                |
| Ragu-Ragu          | 18        | 18.0    | 18.0          | 23.0               |
| Setuju             | 50        | 50.0    | 50.0          | 73.0               |
| Sangat Setuju      | 27        | 27.0    | 27.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

**Lokasi\_8**

|                           | 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                 | 20        | 20.0    | 20.0          | 22.0               |
| Setuju                    | 45        | 45.0    | 45.0          | 67.0               |
| Sangat Setuju             | 33        | 33.0    | 33.0          | 100.0              |
| Total                     | 100       | 100.0   | 100.0         |                    |

## LAMPIRAN OUTPUT DATA VARIABEL KUALITAS PELAYANAN (X2)

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

**Kualitas\_Pelayanan\_1**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 1         | 1.0     | 1.0           | 1.0                |
| Ragu-Ragu          | 18        | 18.0    | 18.0          | 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         |                    |

**Kualitas\_Pelayanan\_2**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 3         | 3.0     | 3.0           | 3.0                |
| Ragu-Ragu          | 22        | 22.0    | 22.0          | 25.0               |
| Setuju             | 42        | 42.0    | 42.0          | 67.0               |
| Sangat Setuju      | 33        | 33.0    | 33.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

**Kualitas\_Pelayanan\_3**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 6         | 6.0     | 6.0           | 6.0                |
| Ragu-Ragu          | 17        | 17.0    | 17.0          | 23.0               |
| Setuju             | 48        | 48.0    | 48.0          | 71.0               |
| Sangat Setuju      | 29        | 29.0    | 29.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

**Kualitas\_Pelayanan\_4**

|                           | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|-----------|---------|---------------|--------------------|
| Valid Sangat Tidak Setuju | 2         | 2.0     | 2.0           | 2.0                |
| Tidak Setuju              | 2         | 2.0     | 2.0           | 4.0                |
| Ragu-Ragu                 | 19        | 19.0    | 19.0          | 23.0               |
| Setuju                    | 48        | 48.0    | 48.0          | 71.0               |
| Sangat Setuju             | 29        | 29.0    | 29.0          | 100.0              |
| Total                     | 100       | 100.0   | 100.0         |                    |

**Kualitas\_Pelayanan\_5**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 5         | 5.0     | 5.0           | 5.0                |
| Ragu-Ragu          | 19        | 19.0    | 19.0          | 24.0               |
| Setuju             | 52        | 52.0    | 52.0          | 76.0               |
| Sangat Setuju      | 24        | 24.0    | 24.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

**Kualitas\_Pelayanan\_6**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 7         | 7.0     | 7.0           | 7.0                |
| Ragu-Ragu          | 17        | 17.0    | 17.0          | 24.0               |
| Setuju             | 51        | 51.0    | 51.0          | 75.0               |
| Sangat Setuju      | 25        | 25.0    | 25.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

**Kualitas\_Pelayanan\_7**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 7         | 7.0     | 7.0           | 7.0                |
| Ragu-Ragu          | 15        | 15.0    | 15.0          | 22.0               |
| Setuju             | 55        | 55.0    | 55.0          | 77.0               |
| Sangat Setuju      | 23        | 23.0    | 23.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

**Kualitas\_Pelayanan\_8**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 9         | 9.0     | 9.0           | 9.0                |
| Ragu-Ragu          | 19        | 19.0    | 19.0          | 28.0               |
| Setuju             | 52        | 52.0    | 52.0          | 80.0               |
| Sangat Setuju      | 20        | 20.0    | 20.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

## LAMPIRAN OUTPUT DATA VARIABEL KEPUTUSAN PEMBELIAN (Y)

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

**Keputusan\_Pembelian\_1**

|                           | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|-----------|---------|---------------|--------------------|
| Valid Sangat Tidak Setuju | 1         | 1.0     | 1.0           | 1.0                |
| Tidak Setuju              | 4         | 4.0     | 4.0           | 5.0                |
| Ragu-Ragu                 | 16        | 16.0    | 16.0          | 21.0               |
| Setuju                    | 48        | 48.0    | 48.0          | 69.0               |
| Sangat Setuju             | 31        | 31.0    | 31.0          | 100.0              |
| Total                     | 100       | 100.0   | 100.0         |                    |

**Keputusan\_Pembelian\_2**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 9         | 9.0     | 9.0           | 9.0                |
| Ragu-Ragu          | 15        | 15.0    | 15.0          | 24.0               |
| Setuju             | 43        | 43.0    | 43.0          | 67.0               |
| Sangat Setuju      | 33        | 33.0    | 33.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

**Keputusan\_Pembelian\_3**

|                           | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|-----------|---------|---------------|--------------------|
| Valid Sangat Tidak Setuju | 3         | 3.0     | 3.0           | 3.0                |
| Tidak Setuju              | 1         | 1.0     | 1.0           | 4.0                |
| Ragu-Ragu                 | 24        | 24.0    | 24.0          | 28.0               |
| Setuju                    | 41        | 41.0    | 41.0          | 69.0               |
| Sangat Setuju             | 31        | 31.0    | 31.0          | 100.0              |
| Total                     | 100       | 100.0   | 100.0         |                    |



**Keputusan\_Pembelian\_4**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 2         | 2.0     | 2.0           | 2.0                |
| Ragu-Ragu          | 15        | 15.0    | 15.0          | 17.0               |
| Setuju             | 51        | 51.0    | 51.0          | 68.0               |
| Sangat Setuju      | 32        | 32.0    | 32.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

**Keputusan\_Pembelian\_5**

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid Ragu-Ragu | 21        | 21.0    | 21.0          | 21.0               |
| Setuju          | 43        | 43.0    | 43.0          | 64.0               |
| Sangat Setuju   | 36        | 36.0    | 36.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

**Keputusan\_Pembelian\_6**

|                           | 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                 | 24        | 24.0    | 24.0          | 26.0               |
| Setuju                    | 42        | 42.0    | 42.0          | 68.0               |
| Sangat Setuju             | 32        | 32.0    | 32.0          | 100.0              |
| Total                     | 100       | 100.0   | 100.0         |                    |

**Keputusan\_Pembelian\_7**

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju  | 3         | 3.0     | 3.0           | 3.0                |
|       | Ragu-Ragu     | 16        | 16.0    | 16.0          | 19.0               |
|       | Setuju        | 59        | 59.0    | 59.0          | 78.0               |
|       | Sangat Setuju | 22        | 22.0    | 22.0          | 100.0              |
|       | Total         | 100       | 100.0   | 100.0         |                    |

**Keputusan\_Pembelian\_8**

|       |                     | 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           | 23        | 23.0    | 23.0          | 25.0               |
|       | Setuju              | 49        | 49.0    | 49.0          | 74.0               |
|       | Sangat Setuju       | 26        | 26.0    | 26.0          | 100.0              |
|       | Total               | 100       | 100.0   | 100.0         |                    |

## LAMPIRAN OUTPUT DATA *DESCRIPTIVE STATISTIC*

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

### Descriptive Statistics

|                     | Mean   | Std. Deviation | N   |
|---------------------|--------|----------------|-----|
| KEPUTUSAN_PEMBELIAN | 4.0800 | .61636         | 100 |
| LOKASI              | 4.0350 | .53006         | 100 |
| KUALITAS_PELAYANAN  | 3.7162 | .62962         | 100 |

## LAMPIRAN OUTPUT DATA *CORRELATIONS*

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

### Correlations

|                     |                     | KEPUTUSAN_<br>PEMBELIAN | LOKASI | KUALITAS_<br>PELAYANAN |
|---------------------|---------------------|-------------------------|--------|------------------------|
| Pearson Correlation | KEPUTUSAN_PEMBELIAN | 1.000                   | .616   | .530                   |
|                     | LOKASI              | .616                    | 1.000  | .419                   |
|                     | KUALITAS_PELAYANAN  | .530                    | .419   | 1.000                  |
| Sig. (1-tailed)     | KEPUTUSAN_PEMBELIAN | .                       | .000   | .000                   |
|                     | LOKASI              | .000                    | .      | .000                   |
|                     | KUALITAS_PELAYANAN  | .000                    | .000   | .                      |
| N                   | KEPUTUSAN_PEMBELIAN | 100                     | 100    | 100                    |
|                     | LOKASI              | 100                     | 100    | 100                    |
|                     | KUALITAS_PELAYANAN  | 100                     | 100    | 100                    |

## LAMPIRAN OUTPUT DATA *VARIABLES ENTERED/REMOVED*

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered                       | Variables Removed | Method  |
|-------|---|-------------------|---------|
| 1     | KUALITAS_PELAYANAN, LOKASI <sup>a</sup> |                   | . Enter |

a. All requested variables entered.

b. Dependent Variable: KEPUTUSAN\_PEMBELIAN

## LAMPIRAN OUTPUT DATA *MODEL SUMMARY*

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .685 <sup>a</sup> | .469     | .458              | .45378                     |

a. Predictors: (Constant), KUALITAS\_PELAYANAN, LOKASI

b. Dependent Variable: KEPUTUSAN\_PEMBELIAN

## LAMPIRAN OUTPUT DATA *ANOVA*

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 17.636         | 2  | 8.818       | 42.825 | .000 <sup>a</sup> |
|       | Residual   | 19.974         | 97 | .206        |        |                   |
|       | Total      | 37.610         | 99 |             |        |                   |

a. Predictors: (Constant), KUALITAS\_PELAYANAN, LOKASI

b. Dependent Variable: KEPUTUSAN\_PEMBELIAN

## LAMPIRAN OUTPUT DATA *CONFICIENTS*

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

**Coefficients<sup>a</sup>**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                    | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)         | .639                        | .376       |                           | 1.700 | .092 |
|       | LOKASI             | .556                        | .095       | .478                      | 5.866 | .000 |
|       | KUALITAS_PELAYANAN | .323                        | .080       | .329                      | 4.043 | .000 |

a. Dependent Variable: KEPUTUSAN\_PEMBELIAN

## LAMPIRAN OUTPUT UJI NORMALITAS MENGGUNAKAN SAMPLE KOLMOGOROV-SMIRNOV TEST

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

**One-Sample Kolmogorov-Smirnov Test**

|                                 |                | LOKASI | KUALITAS_PELAYANAN | KEPUTUSAN_PEMBELIAN |
|---------------------------------|----------------|--------|--------------------|---------------------|
| N                               |                | 100    | 100                | 100                 |
| Normal Parameters <sup>a</sup>  | Mean           | 4.0350 | 3.9812             | 4.0362              |
|                                 | Std. Deviation | .53006 | .46479             | .57961              |
| Most Extreme Differences        | Absolute       | .094   | .086               | .084                |
|                                 | Positive       | .055   | .084               | .065                |
|                                 | Negative       | -.094  | -.086              | -.084               |
| Kolmogorov-Smirnov Z            |                | .937   | .861               | .839                |
| Asymp. Sig. (2-tailed)          |                | .344   | .449               | .483                |
| a. Test distribution is Normal. |                |        |                    |                     |
|                                 |                |        |                    |                     |

**LAMPIRAN OUTPUT UJI NORMALITAS MENGGUNAKAN MENU  
EXPLORE**

(DIOLAH MENGGUNAKAN SPSS VERSI 16)

**Descriptives**

|        |                                  | Statistic | Std. Error |
|--------|----------------------------------|-----------|------------|
| LOKASI | Mean                             | 4.0350    | .05301     |
|        | 95% Confidence Interval for Mean |           |            |
|        | Lower Bound                      | 3.9298    |            |
|        | Upper Bound                      | 4.1402    |            |
|        | 5% Trimmed Mean                  | 4.0472    |            |
|        | Median                           | 4.0000    |            |
|        | Variance                         | .281      |            |
|        | Std. Deviation                   | .53006    |            |
|        | Minimum                          | 2.50      |            |
|        | Maximum                          | 5.00      |            |
|        | Range                            | 2.50      |            |
|        | Interquartile Range              | .75       |            |
|        | Skewness                         | -.337     | .241       |
|        | Kurtosis                         | -.222     | .478       |

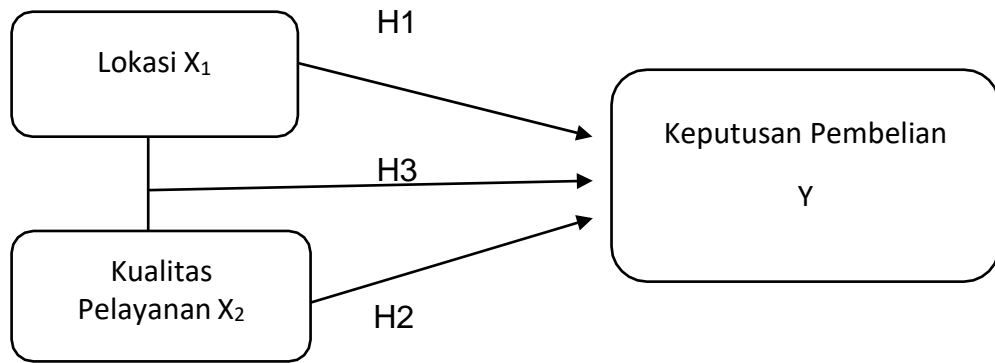
**Descriptives**

|           |                                  | Statistic             | Std. Error |
|-----------|----------------------------------|-----------------------|------------|
| KUALITAS_ | Mean                             | 3.7162                | .06296     |
| PELAYANAN | 95% Confidence Interval for Mean | Lower Bound<br>3.5913 |            |
|           |                                  | Upper Bound<br>3.8412 |            |
|           | 5% Trimmed Mean                  | 3.7472                |            |
|           | Median                           | 3.7500                |            |
|           | Variance                         | .396                  |            |
|           | Std. Deviation                   | .62962                |            |
|           | Minimum                          | 2.00                  |            |
|           | Maximum                          | 5.00                  |            |
|           | Range                            | 3.00                  |            |
|           | Interquartile Range              | .72                   |            |
|           | Skewness                         | -.693                 | .241       |
|           | Kurtosis                         | .350                  | .478       |

**Descriptives**

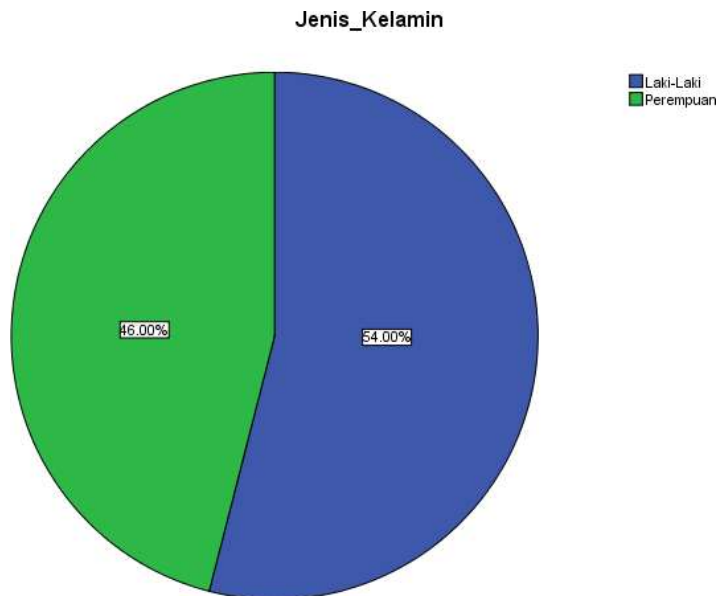
|            |                                  | Statistic             | Std. Error |
|------------|----------------------------------|-----------------------|------------|
| KEPUTUSAN_ | Mean                             | 4.0362                | .05796     |
| PEMBELIAN  | 95% Confidence Interval for Mean | Lower Bound<br>3.9212 |            |
|            |                                  | Upper Bound<br>4.1513 |            |
|            | 5% Trimmed Mean                  | 4.0431                |            |
|            | Median                           | 4.0000                |            |
|            | Variance                         | .336                  |            |
|            | Std. Deviation                   | .57961                |            |
|            | Minimum                          | 2.88                  |            |
|            | Maximum                          | 5.00                  |            |
|            | Range                            | 2.12                  |            |
|            | Interquartile Range              | .88                   |            |
|            | Skewness                         | -.128                 | .241       |
|            | Kurtosis                         | -.871                 | .478       |

### Kerangka Pemikiran 2023



Sumber penelitian 2023

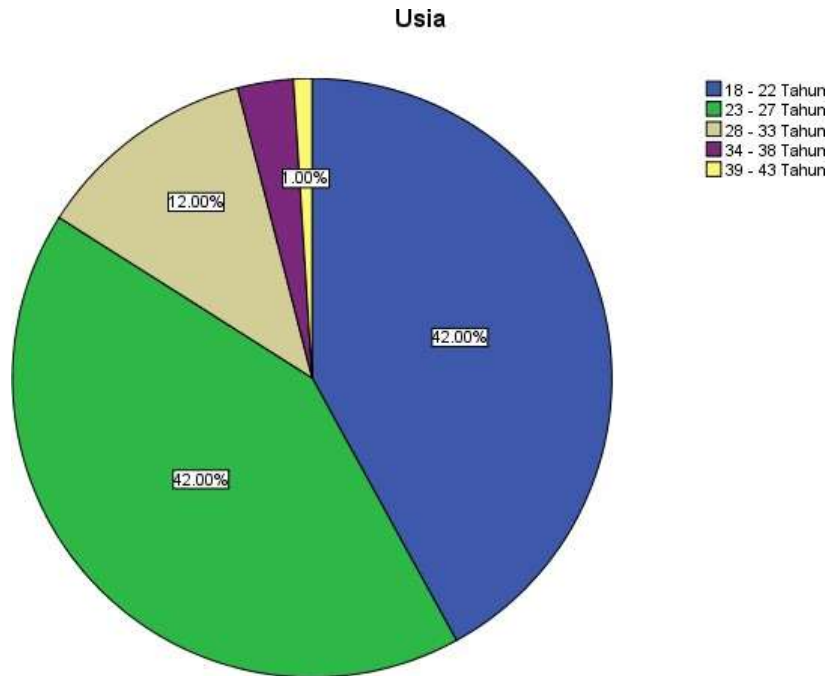
### Pie Chart Jenis Kelamin Responden



Sumber : kuesioner yang diolah menggunakan SPSS Versi 16 (2023)

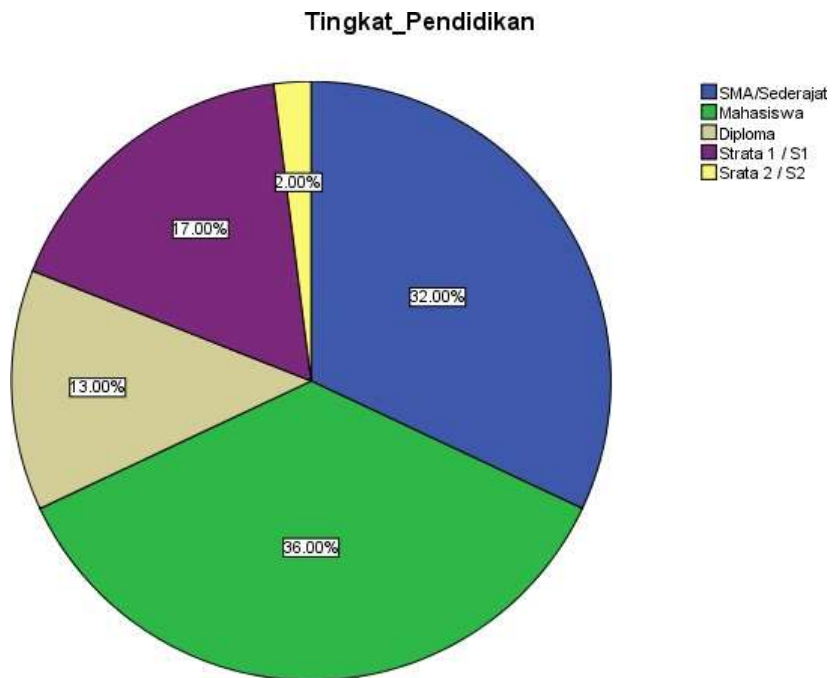


**Gambar 4.2**  
**Pie Chart Usia Responden**



Sumber : kuesioner yang diolah menggunakan SPSS Versi 16  
(2023)

**Gambar 4.3**  
***Pie Chart* Tingkat Pendidikan Responden**

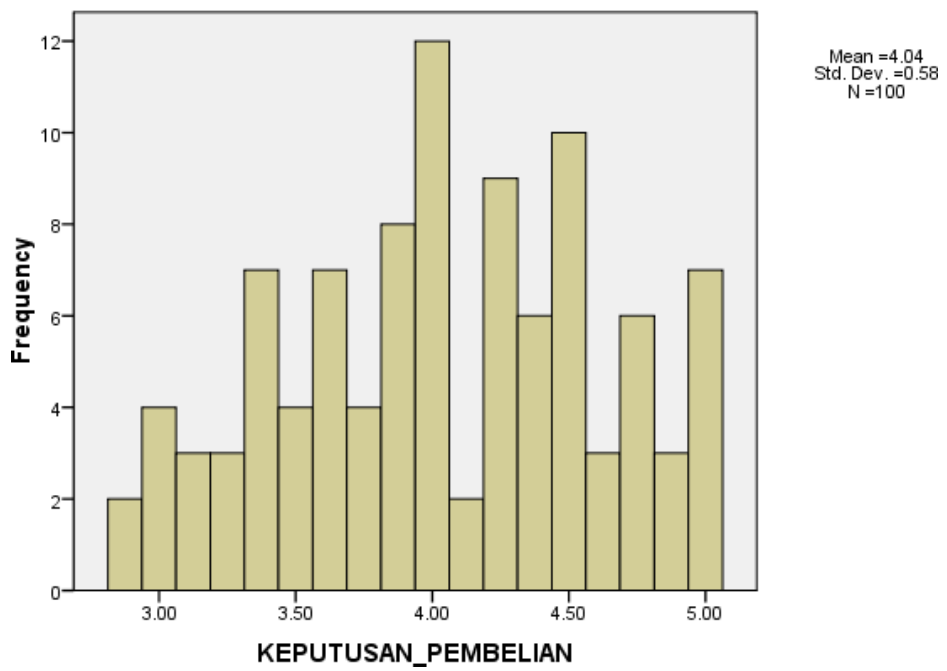


Sumber : kuesioner yang diolah menggunakan SPSS Versi 16  
(2023)

**Gambar 4.4**

**Histogram**

**Histogram**



Sumber: Kuesioner yang diolah menggunakan SPSS versi 16 (2023)

## DAFTAR RIWAYAT HIDUP

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### Riwayat Pendidikan

#### • Pendidikan Formal

1. MI NURUL FALAH Suka Damai Tahun 2012
2. MTs N 2 Tanggamus, Lampung Tahun 2015
3. SMK N 1 Talang Padang Kab.Tanggamus, Lampung Tahun 2018
4. STIE Putera Perdana Indonesia, Tangerang Tahun 2023

Demikian riwayat daftar riwayat hidup ini saya buat dengan sebenarnya.

Tangerang, 12 Agustus 2023



Herliyansah



